



GORTON

DISTRICT CENTRE

Development Framework

DRAFT

Report to Growth & Development Team
Manchester City Council

January 2023



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Development Framework

Appended separately

Baseline report: Property market review (Cushman and Wakefield)

Baseline report: Highways (BWB)

Baseline report: Environmental characteristics (OPEN)

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1. INTRODUCTION

1. Introduction

1.1 Purpose and Status

This document summarises the outcomes of a project that has aimed to identify key development and placemaking opportunities that can help support the regeneration of Gorton District Centre.

The document meets the project brief to produce an internal report for consideration by Manchester City Council officers and selected stakeholders.

The document does not present a detailed or fully resolved delivery strategy. It presents initial analysis, concepts and propositions that have been considered by the project team and explored and shared with Council officers, senior management and elected local members.

This is a draft framework for future development, informing future actions.

The outcomes of the project presented here could form the basis of future, more detailed work examining the feasibility / deliverability of development concepts and projects.



Not to scale



Figure 1.1 Gorton District Centre (existing district centre boundary outlined in red)



1.2 Project brief

The project brief was to provide an outline physical regeneration strategy for the District Centre based on a creative vision, but remaining pragmatic and realistic.

The aim was to produce a development framework that could inform and underpin deliverable actions and help guide potential investment decisions by the Council, but also be flexible and highlight opportunities for longer term consideration.

1.3 Background influences

The project has been informed by previous work and progress in the area. Two specific projects / studies were considered to be particularly influential.

- Vital and Viable Gorton, Institute of Place Management (IPM) (2019)
- Economic and Social Impact of Manchester Markets: Gorton, Longsight and Wythenshawe Markets, Ekosgen (2019)

Vital and Viable Gorton, IPM (2019) (Building on IPM's High Street UK 2020 (HSUK2020) and Bringing Big Data to Small Users (BDSU) projects)

This report assesses Gorton as a key focus area within a wider project that sought to improve the vitality and viability of district centres across Manchester.

The project identified a range of key issues, ideas and recommendations, including a recognised need to;

- Improve the public realm and shop frontages
- Improve walkability and crossings
- Provide additional green areas / pocket parks, softening the image and environment
- Enhance and update the market building
- Focus on providing people with reasons to stay and dwell in the centre, e.g. widening hours of activity, broadening offer and enhancing overall experience / appearance
- Improve the entertainment / leisure offer, including by signposting or improving wayfinding to key local features (e.g. local parks, The Monastery etc)
- Consider establishing a trader's group to help with strategy, responsibility and governance

These key findings are essentially about improving the appearance of the centre and the experience of being in and moving towards the centre. The development framework should identify key opportunities to address this.

Economic and Social Impact of Manchester Markets: Gorton, Longsight and Wythenshawe Markets, Ekosgen (2019)

The report describes Gorton Market as a successful traditional indoor market that generates an operating surplus and a diverse tenant base. The report identifies a decline in footfall by 14% since 2014 (c3% per annum), but reflecting the national trend.

Fundamentally, the report makes a strong case to retain the market in its current location, but with new modern facilities to reverse the decline in footfall, increase dwell time, attract new traders and place the market in a position in which it can capitalise on the potential provided by significant regeneration and housing development.

Aesthetic improvements are recommended, alongside active participation of current and new traders and promotion of specialist markets and evening offers/ events to reach new groups. This would allow Gorton market to become a focal point for community and feature more prominently in the East Manchester regeneration story

These studies show that future success of the district centre lies in transforming its experiential qualities. The aim must be to improve perceptions both as a place that people want to spend time in, and a place people want to invest in – not just financially, but emotionally and psychologically: a centre that is a well-loved community hub, and that encourages more people to put down roots in the area.

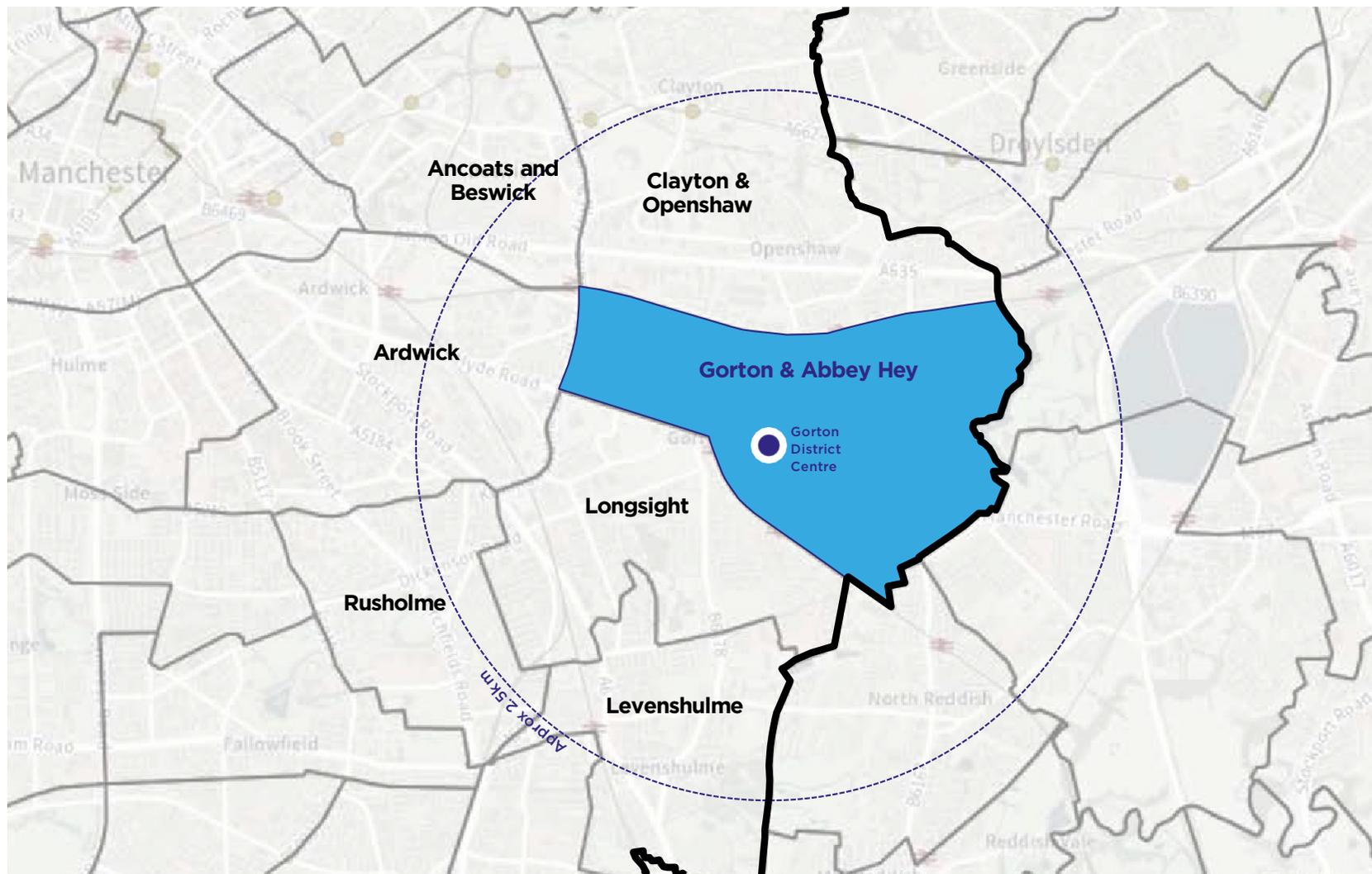


Figure 1.2 Gorton District Centre in its wider context relative to ward boundaries. The district centre has the potential to be a key hub for communities within and beyond the Gorton & Abbey Hey Ward.

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2. APPROACH

2. Approach

2.1 Key objectives

The key objectives for this Development Framework project are shaped by the original project brief and its background influences.

The Development Framework should;

- 1. Help to identify how the district centre could better support day to day community needs and contribute to the development of stronger neighbourhoods across the wider area.**

The focus on Gorton District Centre forms part of a coordinated, wider focus on key districts outside of the city core, and should explore improvements that could directly complement the successes and growth of the city centre.

- 2. Be 'opportunities-led' and inspire future change, but also be credible.**

There is a need to provide both;

- An emerging vision and key principles that help to capture the future role and character of the centre; and
- A pragmatic view of deliverable opportunities that can inform Council decisions on investment, land ownership and management (including potential to inform / support future funding bids etc)

- 3. Be a high-level study, not a detailed strategy.**

The study should apply strategic thinking to give a considered view on key locations / focus areas, key opportunities, key priorities and potential key actions. This may prompt and help to brief more detailed studies in future e.g. feasibility, optioneering,, viability appraisals etc.

- 4. Result in an internal report**

The project will inform next steps by Council officers and senior management. The project should assist action planning and future dialogue with key stakeholders, landowners and businesses.

2.2 Consultation

The original project brief did not anticipate the development framework process or outputs to be in the public domain. The exceptions to this were;

1. A local business survey
2. Informal discussion with local Councillors

The business survey was undertaken in October 2022 with the aim to understand current representation and gather information that might influence future delivery considerations.

The informal discussion with local Councillors was undertaken in November 2022. This aimed to present emerging draft ideas for the Development Framework and gather feedback prior to production of a final report.

Public consultation

During the course of the project the approach evolved, and it was deemed appropriate for a high-level public consultation exercise to be undertaken. This recognised the benefits of seeking views of the local community on ideas that were emerging through the Development Framework process.

This draft report has been produced prior to the closure of the consultation period, and therefore does not allow for analysis of or reflection on consultation outcomes. This is for consideration going forward, and may result in revisions to this report and/or the approach set out in sections 5 and 6.

The public consultation exercise was undertaken via a web-based consultation portal launched on 9th December 2022, open for comments until 6th January 2023. This was supported by drop-in sessions held 16th and 17th December 2022. Selected extracts are shown over page.

Internal stakeholders

At the start of the process the project was informed by structured discussions with internal stakeholders. This included the following Manchester City Council departments / teams;

- Highways Service (Specialist Development Team)
- Manchester Markets
- Integrated Neighbourhoods
- Manchester Active

Gorton District Centre consultation

Areas and opportunities for improvement

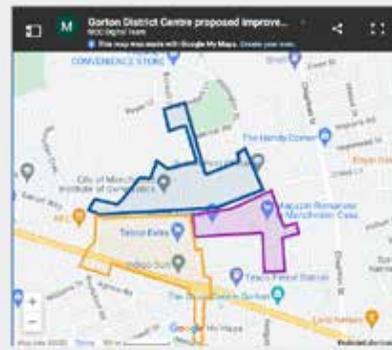
We want Gorton District Centre to provide a high quality and attractive destination, but also be a place that is well-connected to key locations and features in the wider area. We see the key opportunities being:

- Improved links to fantastic community facilities to the west including:
 - Belle Vue Station
 - Belle Vue Sports Village
 - Gorton Youth Zone
 - The new Co-op Academy Belle Vue on Hyde Road
- Better pedestrian and cyclist connections to local green space networks, including:
 - Debdale Park
 - Gore Brook Valley
 - Fallowfield Loop
- Focusing on an area of potential improvement in the district centre that covers (from west to east):
 - Belle Vue Station
 - Gorton Hub
 - Garratt Way including library site and market
 - Wellington Street cross roads
 - Chapman Street cross roads
- A particular focus on improving Garratt Way as the focal point of the District Centre

Above and right: extracts from consultation website

https://www.manchester.gov.uk/info/200024/consultations_and_surveys/8506/gorton_district_centre_consultation

Potential areas of change



Open a larger version of the map

North of Garratt Way

This area could include new apartments and townhouses, including the former library site and a reconfiguration of the gymnastics centre with a focus on delivering a mix of affordable housing types. This area could also provide new commercial, retail and food and drink venues – alongside improved footpaths and cycle paths. This could include:

- New residential development – for example on the vacated library site, as the library has moved to Gorton Hub
- Potential reconfiguration or relocation of the gymnastics centre, to allow for additional residential development
- Development that could provide for ground floor commercial, retail or food and drink uses, to provide a more animated street experience
- Improved footpaths and cycle paths linking to the centre

Gorton Market and surrounding area

Potential improvement of the market building and the public spaces around it, with possible complementary new development and environmental improvements. This could include:

- A remodelled market building, for example providing more windows and doors to make the interior more viable
- Improved and enlarged external space for the outdoor market
- Development in the Wellington Street area, which could include a residential building, with commercial, retail or food and drink uses on the ground floor
- Improved footpaths and cycle paths linking to the area

Garratt Way and Gorton Hub 'loop'

There is potential for significant improvements to Garratt Way to create a more pedestrian friendly 'high street' type space. Also, localised improvements to Whitwell Way and Hyde Road to improve pedestrian connectivity. This could include:

- Narrowing the road north of Garratt Way and Whitwell Way, enlarging the pavements, introducing new planting and cycle paths
- Improved surfaces and lighting in the area
- Environmental improvement scheme along Hyde Road between Whitwell Way and Tesco to create a more vibrant experience for pedestrians
- Potential to consider improved pedestrian crossings

Welcome to our consultation

1

Manchester City Council is focussed on improving our District Centres, to ensure that these provide high quality and attractive places for our diverse communities.

We have started to develop a development strategy for the future of Gorton District Centre.

As part of this work, we would like to ask you what you think about the centre, and what you think about some of our emerging ideas.

We would like your feedback on:

- The overall **objectives** for the centre
- The **key opportunities** to be applied to future development in the centre
- Some **potential areas of change** within the centre

We will use your comments to inform our next stages of work as we develop and implement the strategy.



Gorton District Centre - current boundary (red outline) of the centre shown on an aerial photograph

WHAT DO YOU THINK?
Thank you for taking time to read and comment on this consultation. Please answer the questions over the following pages, or provide other comments you would like to make.



Key opportunities

3

We want Gorton district centre to provide a high quality and attractive destination, but also be a place that is well-connected to key locations and features in the wider area.

- Improved links to fantastic community facilities to the west including:
 - Belle Vue Station
 - Belle Vue Sports Village
 - Gorton Youth Zone
 - The new Co-op Academy Belle Vue on Hyde Road
- Better pedestrian and cyclist connections to green space networks of sub-regional significance, including:
 - Debdale Park
 - Gore Brook Valley
 - Fallowfield Loop
- Focusing on an area of potential improvement in the district centre that covers (from west to east):
 - Belle Vue Station
 - Gorton Hub
 - Garratt Way including library site and market
 - Wellington Street cross roads
 - Chapman Street cross roads
- A particular focus on improving Garratt Way as the focal point of the District Centre



Gorton District Centre - key opportunities

WHAT DO YOU THINK?
Q3. Do you agree that these are important opportunities on which to base an improvement strategy?
Q4. Would you suggest different ideas?



New investment at Gorton Hub



Above: extracts from public consultation drop-in (all consultation boards appended)

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3. VISION

3. Vision

1. A centre for a renewed Gorton

The central areas of Gorton already have fantastic ‘place assets’– features and characteristics that are distinctive and generate activity and critical mass. From Debdale Park and Gorton Reservoir to the east, to Gorton Market in the centre, this is a place of vibrant and characterful destinations.

Positive recent change is enhancing these already strong assets, bringing more ingredients to the mix that are driving and supporting renewal;

- The new Gorton Hub provides a remarkable new community infrastructure and healthcare, in a purpose-built, high quality new building in the heart of the centre
- Significant new residential development is being delivered and is in the pipeline, within a short walk of the centre
- The new Co-Op Academy, opening for intake next year, is 10 minutes walk to the west
- High quality leisure facilities at Belle Vue Sports village have a regional profile and are of outstanding quality following recent and proposed investment
- Hideout Youth Zone has created a high quality and high profile facility with the potential to transform quality of life for young people



Together, these assets are the envy of many neighbourhoods and towns and point towards a great place to live: a place of choice for families to invest their futures in Gorton and thrive. It could be said that Gorton has it all...

- **A rich history and distinctive industrial heritage**
- **High quality green spaces and parks**
- **Rapid, easily commutable links to the city core by bus and rail**
- **Direct access to the strategic highway network**
- **Diverse employment opportunities on the doorstep**
- **A mix of homes, old and new**
- **Good schools**
- **Great sports and recreation facilities**

Except...

.... There is one critical missing ingredient: Gorton lacks a thriving, vital district centre.

- The existing district centre is not currently a place that represents a strong, vibrant community.
- It is not currently a place that will attract people to Gorton, or create the sense of a well-loved focal point or heart.
- It is a place that weakens and distracts from fantastic local assets and that compromises ongoing efforts to instil positive change.
- It threatens long-term sustainability.

In short, what could be Gorton's greatest strength is arguably its greatest weakness.

This situation can't be left unchallenged.

3.2 The vision

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This centre needs a shake-up and a new identity.

A place where a new mix of uses, buildings, spaces and activities transforms a weak centre into a thriving heart.

A place for weekday necessities and weekend socialising. Saturday night and Sunday morning: energetic and energising when it should be, but calm and welcoming too.

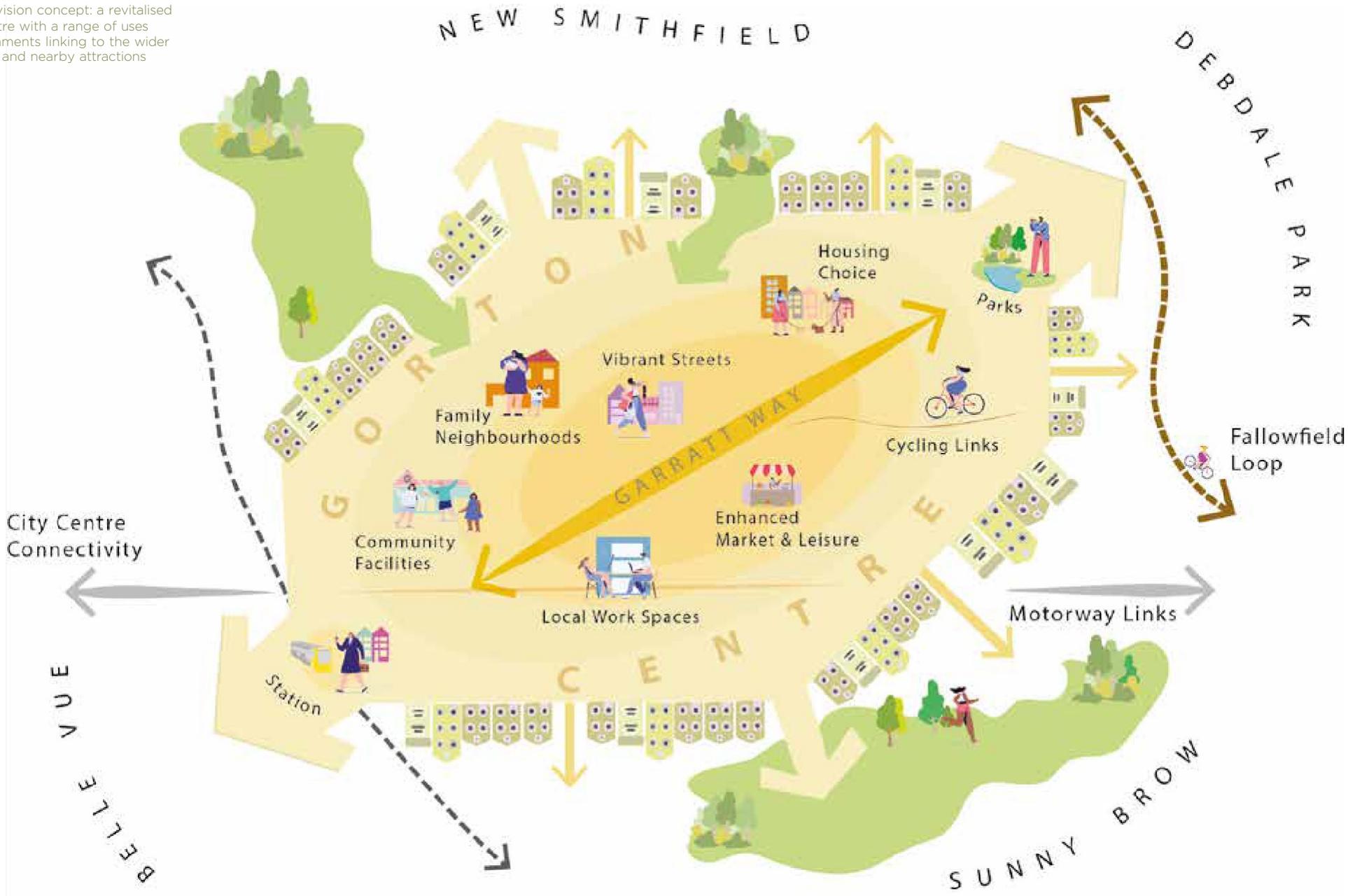
A family space, with events, activities and environments that provide safe and stimulating shared experiences.

A place to work, to grab lunch or unwind over dinner. Or just as easily catch a train or bus into town.

A centre where you can be active and play.

A place of liveable streets, 24/7.

Illustrative vision concept: a revitalised district centre with a range of uses and environments linking to the wider community and nearby attractions



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4. CONTEXT

4. Context, challenges and opportunities

4.1 Baseline

Separate baseline reports have been supplied.

Property Market Assessment

An overview of;

- Retail offer including Gorton market
- Leisure and local amenities
- Employment
- Residential
- Future development
- Land ownership

Highways

An overview of;

- Road network
- Bus routes
- Safety
- Gorton Hub and car parking
- Key opportunities

The report also provides a meeting note of an initial meeting held with MCC Highways team in August 2022.

Environmental characteristics

An overview of;

- Local context and key features
- Green infrastructure
- Movement and legibility
- Urban grain

4.2 Characteristics and experience

In summary, for all its locational strengths and potential, Gorton clearly lacks a well-functioning attractive district centre.

From a public realm and 'experiential' perspective there are parts of the centre that feel hostile and unwelcoming, almost dysfunctional. It can be a place which is difficult to get to and is a poor, deficient environment to be in.

The district centre is not just underperforming – in the sense the role or offer or commercial appeal need review - it is a dysfunctional place, physically and environmentally.

Appearance and maintenance are issues (the clear conclusion from the 2019 IPM report) but more fundamentally it has a fragmented and confused urban structure which exaggerates the sense of scale and makes life difficult for pedestrians. It has a weak sense of place and lack of vitality.

Summary analysis over the following pages provides some key issues and messages to take forward into the development framework and future action planning.



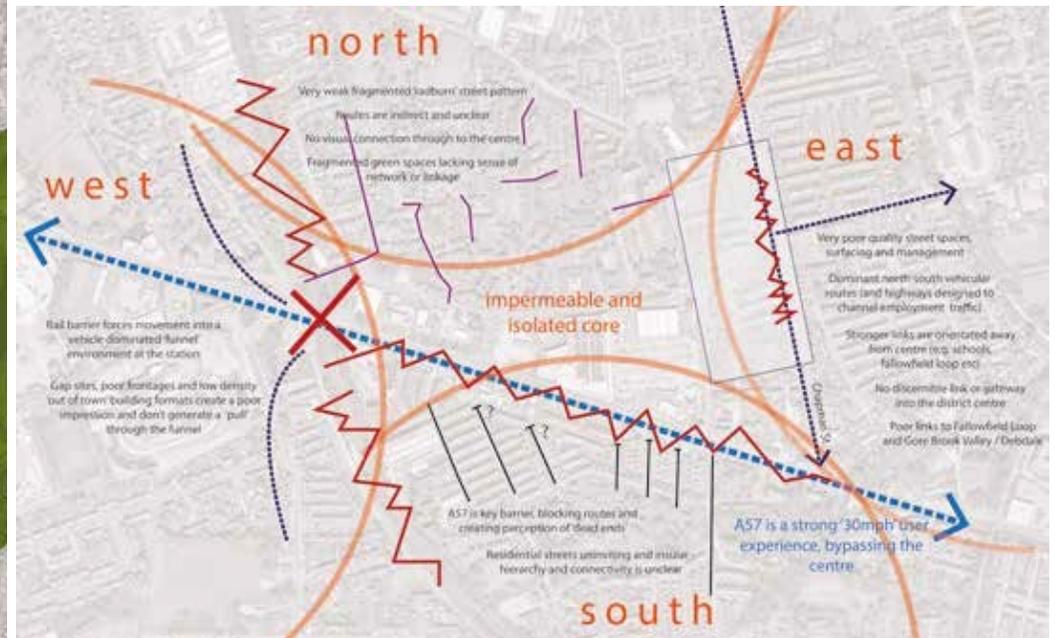


Highly accessible... but disconnected

- A rich environmental context and strong community infrastructure
- Green infrastructure is a particular strength, especially Debdale Park to the east
- The centre is 'hypothetically' connected when surrounding assets are mapped.
- But there are ingrained physical barriers that weaken connectivity between communities and the district centre.



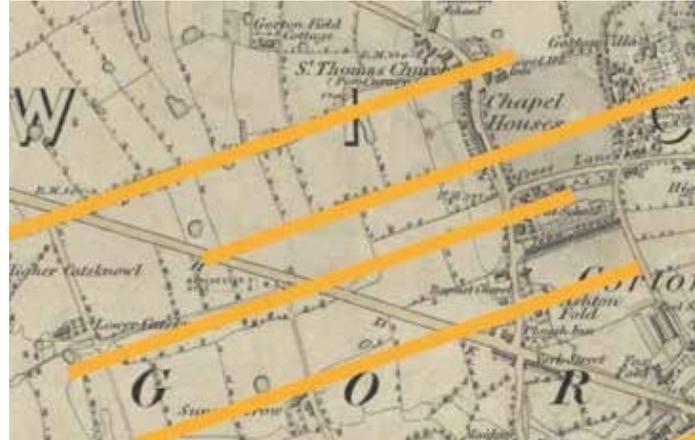
Summary analysis illustrating location of key local facilities and 5 minute walk times (400m)



Summary analysis of local environmental barriers to movement on the edges of the district centre

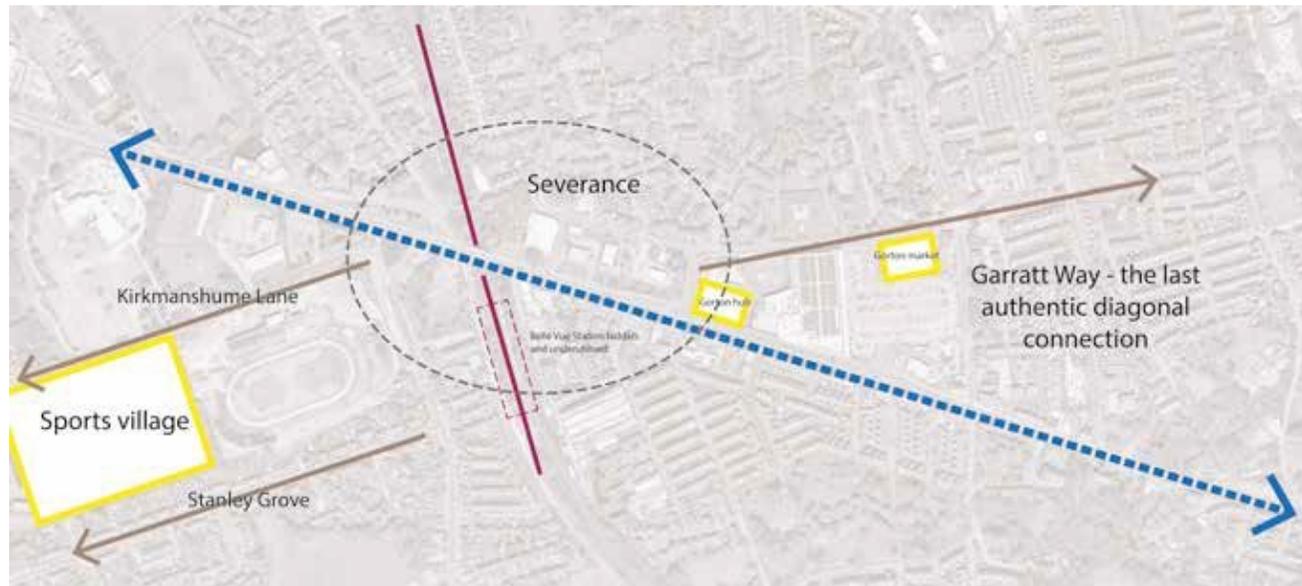
Eroded urban grain and loss of simplicity of urban structure

- A confusing street network dominated by Hyde Road and vehicular movement
- Weak, low density form needs stronger definition
- Loss of original sense of human scale and walkability
- Opportunity for reorientation to rediscover previously clear urban structure: east-west orientation working with the historic grain
- Stronger gateways and defined character areas



Right (top): Original field boundary system has carried through into the historic urban grain (geometry of Hyde Road driven by longer range destinations and cuts across 'natural' connections)

Right (bottom): The original north east - south west grain has been severed by Hyde Road and the sense of connectivity between the district centre and Belle Vue has been diluted. Garratt Way is orientated on an axis that has potential to rediscover this connection



Not to scale

Hyde Road currently acts as a bypass not a centre

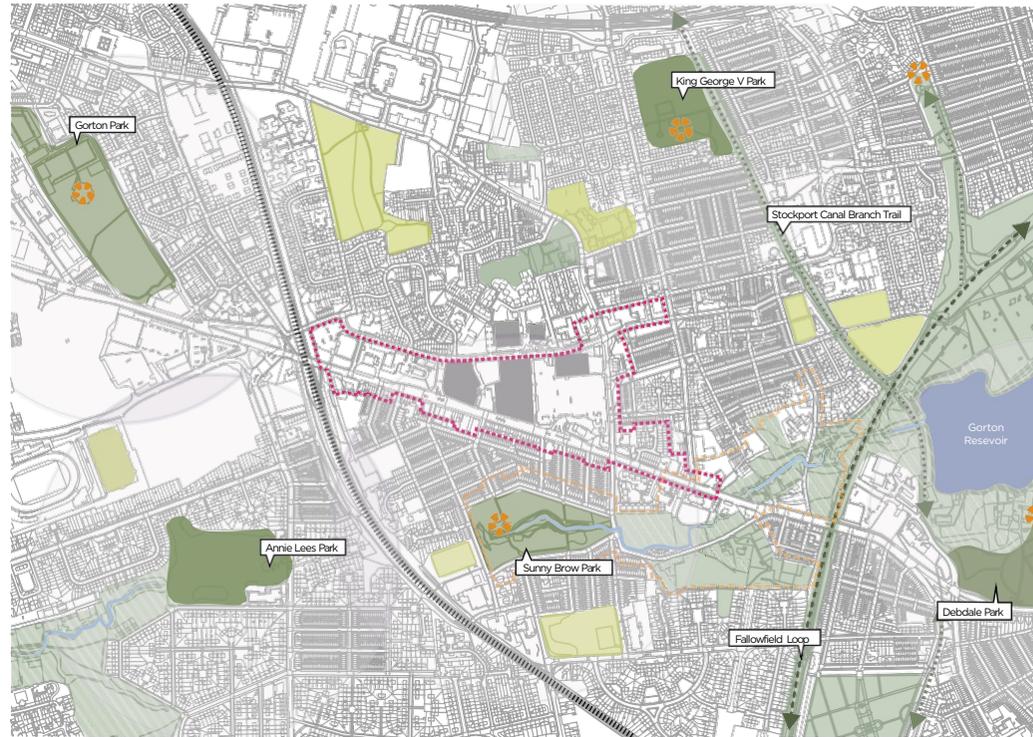
- The A57 Hyde Road could be a key asset, providing strategic connections and high volumes of passing trade
- But currently functions as a bypass, and has reduced the district centre to a 30mph 'blink and you miss it' experience
- Need to create a much stronger sense of arrival and help improve awareness of the centre
- Need to rebalance the centre to create places where the pedestrian experience - the 3mph environment - is more prominent
- But important that the strategic role of Hyde Road is not lost as it connects the centre on a sub-regional scale



Right: Photographs capturing the existing experiential qualities of Hyde Road

Absence of green space and soft landscape

- The wider Gorton area is well-served by a mix of significant and large scale green spaces.
- These create important community assets locally, and are characteristic and memorable features that contribute to sense of place and quality of life.
- However there are few such spaces within the central area and tree cover is patchy and weak.
- Sunny Bank Park is the closest main green space to the district centre, but lies to the south of (and links to it are severed by) the A57 Hyde Road,



- Trees
- Woodland Areas

Above: Summary mapping of local green space network (see baseline report)

Left: Indicative tree location map, illustrating the lack of tree cover within the district centre

Gorton market compromised by building format and outdoor spaces

- Popular and successful but clear physical weaknesses in the environment / offer, confirmed by strong trader sentiment
- Previous consultation found some traders have been operating for more than 50 years showing strong ties to the area and community.
- Consultation resulted in recommendation to retain the market in its current location but delivering new modern facilities.
- The two main issues to address are footfall and overall appearance.
- The building itself is dated and in need of investment/modernising with little or no improvements taking place since the market moved into the building in 2007.



4.3 Opportunities for change: key objectives for the district centre

1. **A centre that is attractive and accessible for all**, representing Gorton as a place of choice for families to put down roots and thrive
2. **Reconnect existing place assets and repair / overcome barriers** to movement on the fringes of the centre.
3. **A stronger and more positive sense of centre** – both literal (clear and accessible focal point(s) in the environment) and a sense of ownership (“this is my centre”)
4. **A place for all communities and ages to converge.**
 - A place of transaction and commerce, meeting daily needs, activities and events (energetic and thriving, spending money)
 - A convivial social space (an outdoor common room, calm and welcoming) encouraging visitors to stay longer and spend more.
5. **A centre that works beyond 9-5.**
 - A centre for weekday necessities and weekend socialising. Evening trips into centre Saturday nights and Sunday mornings.
 - A centre that’s a place to live: liveable people friendly streets and spaces
6. **Connected and easily walkable.** Rediscovering the distinctive historic urban grain and human scale. Promoting active travel and making it easy and pleasurable to walk. Not just a ‘centre’ but a connector.
7. **Green, people-friendly and nature-friendly.** Uplifting environmental quality in the centre to enhance the character and link better into Gorton’s wider impressive green infrastructure and tree cover.

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5. SPATIAL STRATEGY

5. Spatial strategy

5.1 Premise

1. A people-centric approach – maximising the social role of the centre

Previous studies and baseline analysis highlights the need for a more walkable and engaging centre with greatly improved experiential qualities, if it is to become a sustainable, well-functioning focal point for the community.

The urban structure is currently too open and lacks a recognisable urban grain for it to feel welcoming and inhospitable.

Even before the Covid19 pandemic, it was clear that the future of our urban centres was moving towards a more leisure-based and experiential focus, moving away from traditional ‘functional’ retail. Experiences during Covid showed the value of access to local facilities and public spaces providing points of communal activity and a ‘common room’ that people take ownership of.

This appreciation is underpinning regeneration strategies for centres nationally and across GM.

Taking this approach, the district centre can have a more positive influence over the quality of life experienced by local residents and play a much more positive role as a social space that is attractive and hospitable.

2. A new geographic axis and ‘sense of centre’

Currently, dominant car-centric highways and a fragmented urban structure give an impression that buildings and uses occupy ‘arbitrary’ locations, are too spread out and have no evident central focus.

The new Gorton Hub introduces an opportunity to rethink and redefine where the perceived centre of the district centre is: connecting places and communities. This is not to say that key locations such as Gorton Market, Wellington Street shops and indeed Hyde Road are not central or will not continue to play an important role. But the District Centre needs to have a stronger sense of focus.

Contextual analysis (section 4) points towards a new geometry and orientation on an axis that is more evidently set on wider connections including Belle Vue (station and sports village) and surrounding green infrastructure networks.

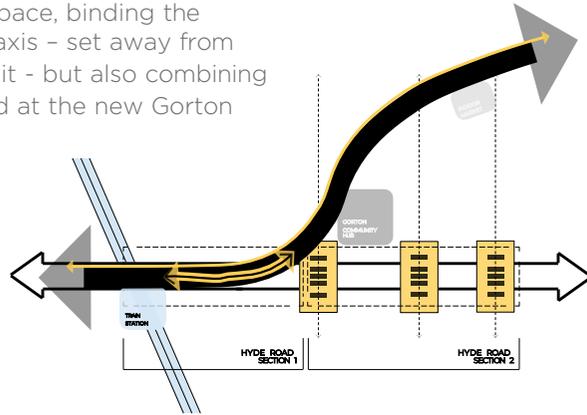
This can help to emphasise that the centre is within a 10-15 minute walk of diverse, high quality assets and amenities and would see the centre evolving to be not just local community hub and focus, but intrinsically connected into wider neighbourhoods and integrated with East Manchester.



5.2 Placemaking principles: what do we need from our district centre...?

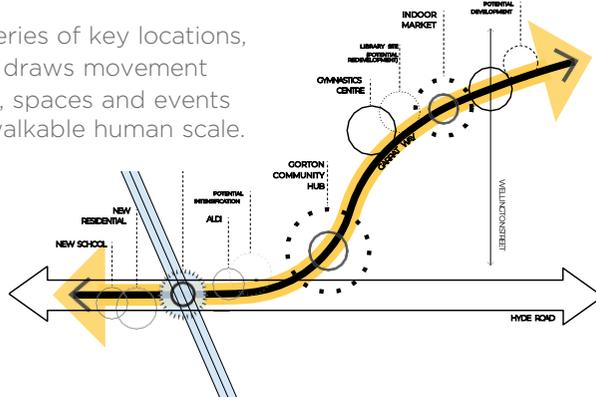
1. A clearer, more people-friendly axis

Garratt Way as the key street space, binding the centre. Both a new high street axis – set away from Hyde Road and diverging from it - but also combining and converging with Hyde Road at the new Gorton Hub and Belle Vue Station.



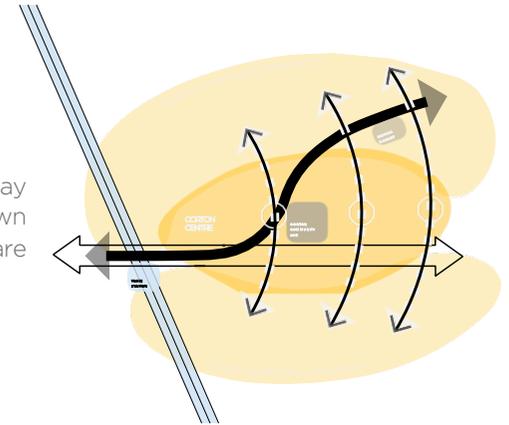
2. A connected sequence of key locations

A linear core that connects a series of key locations, activities and nodal points and draws movement along it. A varied mix of places, spaces and events that provide animation and a walkable human scale.



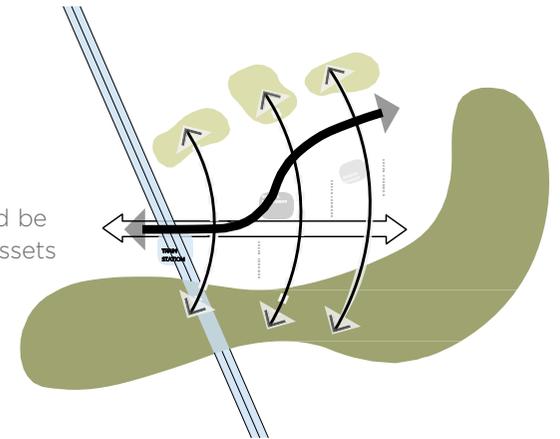
3. A focal point that brings communities together

A linear core that is not just about strategic east-west movements, but is structured to enhance north-south connectivity. Existing residential communities to the north of Garratt way and south of Hyde Road must be drawn towards the centre along routes that are easy to walk and cycle.



4. A place that connects green infrastructure

The parks and green spaces that lie south and east need to be better connected with the centre, with key pedestrian routes emphasised and improved. To the north, the series of smaller, more dispersed spaces should be more integrated, becoming positive assets of the centre.



5.3 Framework Plan

The premise and placemaking principles above give a clear foundation on which to build a strategic Framework Plan for the district centre.

The Framework Plan aims to highlight and illustrate opportunities in the existing environment to create a more cohesive and attractive place. It has been developed under themes of;

- 'Links and spaces' (movement framework)
- 'Form and frontage' (urban structure framework)

These combine to create a composite framework that not only gives a clear representation of opportunities for positive change, but can help bring stakeholders together around key ideas, actions and priorities.

The Framework Plan presented here is presented for internal consideration by MCC officers as a means through which to identify potential projects, key sites and delivery approach etc (see sections 6 and 7 below).

Movement framework: links and spaces

The framework shows potential for a clearer, more ordered and route network, emphasising how selected existing streets could play a stronger role as key routes in the district centre, and also identifying potential new routes.

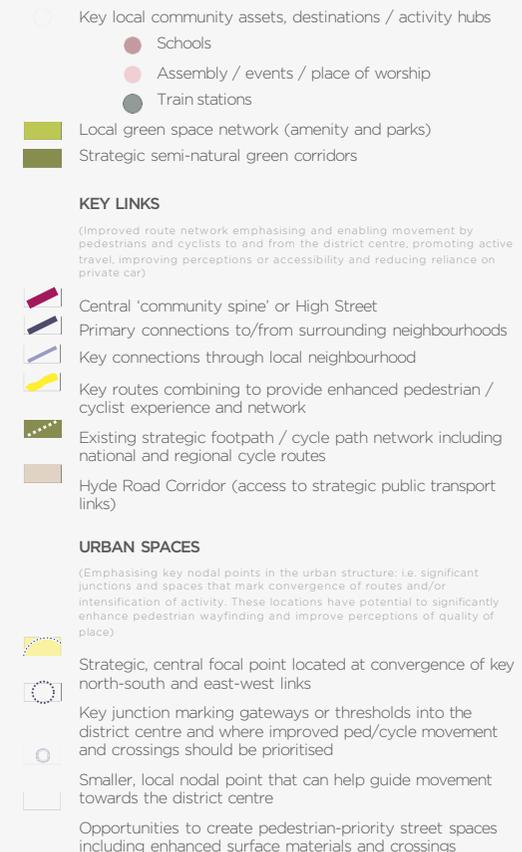
The framework illustrates;

- Routes that will play a key role bringing pedestrians and cyclists into and through the area. These are imagined as calm, high quality street spaces that make movement easy and give pedestrians in particular a sense of priority when moving to/from the centre.
- A clearer sense of street hierarchy within the movement network, to help strengthen mental mapping, sense of connectivity and orientation – i.e. more clarity on primary and secondary routes. Again, this aims to emphasise and enable pedestrian and cyclist movement.
- Nodes and gateways – locations in the network that should be more prominent as key junctions or spaces that help wayfinding and orientation. These can function as a hierarchy of strategic and local scale spaces.
- How local routes link with strategic connections, to enhance the district centre's role as the focal point of communities across the wider area.

(facing page)

Movement framework plan

Aspirational framework plan showing potential movement structure in and around the District Centre





Movement Framework (strategic connections)



Not to scale

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Urban structure framework: form and frontage

The framework shows potential for the enhanced legibility and structure of key routes to provide an 'armature' for key buildings, activities and destinations in the centre.

The existing centre has locations, key buildings and uses that feel physically and psychologically separated - the shops on Wellington Street, Gorton Market and the Hyde Road retail 'strip' are physically isolated from one another. The framework shows potential for a much more integrated urban structure

The framework illustrates potential for;

- Built form repairing the urban grain, providing much more positive definition of streets and spaces and a stronger sense of continuity
- Built form contributing to and defining character areas and enhancing the setting and legibility of key buildings / landmarks as people come into and move through the centre.
- Built form providing street level activity and interaction through positive and active frontages

(facing page)

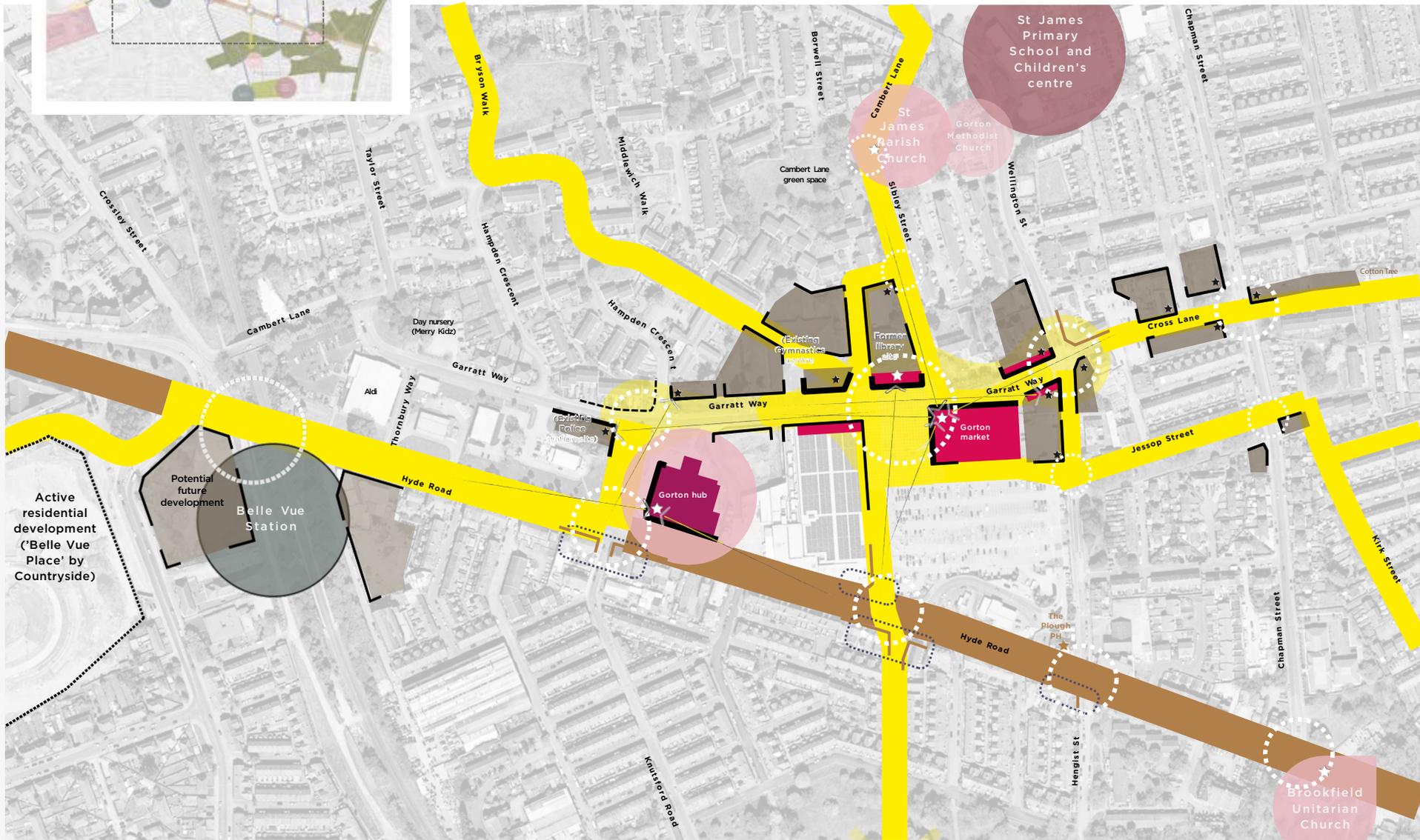
Urban structure framework plan

Aspirational framework plan showing potential future urban structure in and around the District Centre

-  Potential development / redevelopment areas strengthening urban structure and experiential qualities
-  Opportunity for new high quality building frontage onto prominent streets and spaces, complementing key routes (see Movement Framework plan)
-  Opportunity for new and enhanced ground floor mixed use providing active frontage onto key streets and spaces
-  Potential to enhance existing building frontages on Hyde Road at key locations / crossings
-  New Gorton Hub (opened Nov 2022)
-  Opportunity for significant landmark building / feature representing a revitalised district centre
-  Opportunity for new local landmark building / feature to enhance distinctiveness and coherence of streets and spaces
-  Key forward view enhancing orientation and appreciation of key building and spaces
-  Key routes combining to provide enhanced pedestrian / cyclist experience and network (see Movement Framework plan)
-  Key nodal points in the urban structure (see Movement Framework plan)
-  Hyde Road Corridor



INSET: Extent of Urban Structure Framework plan relative to strategic Movement Framework plan



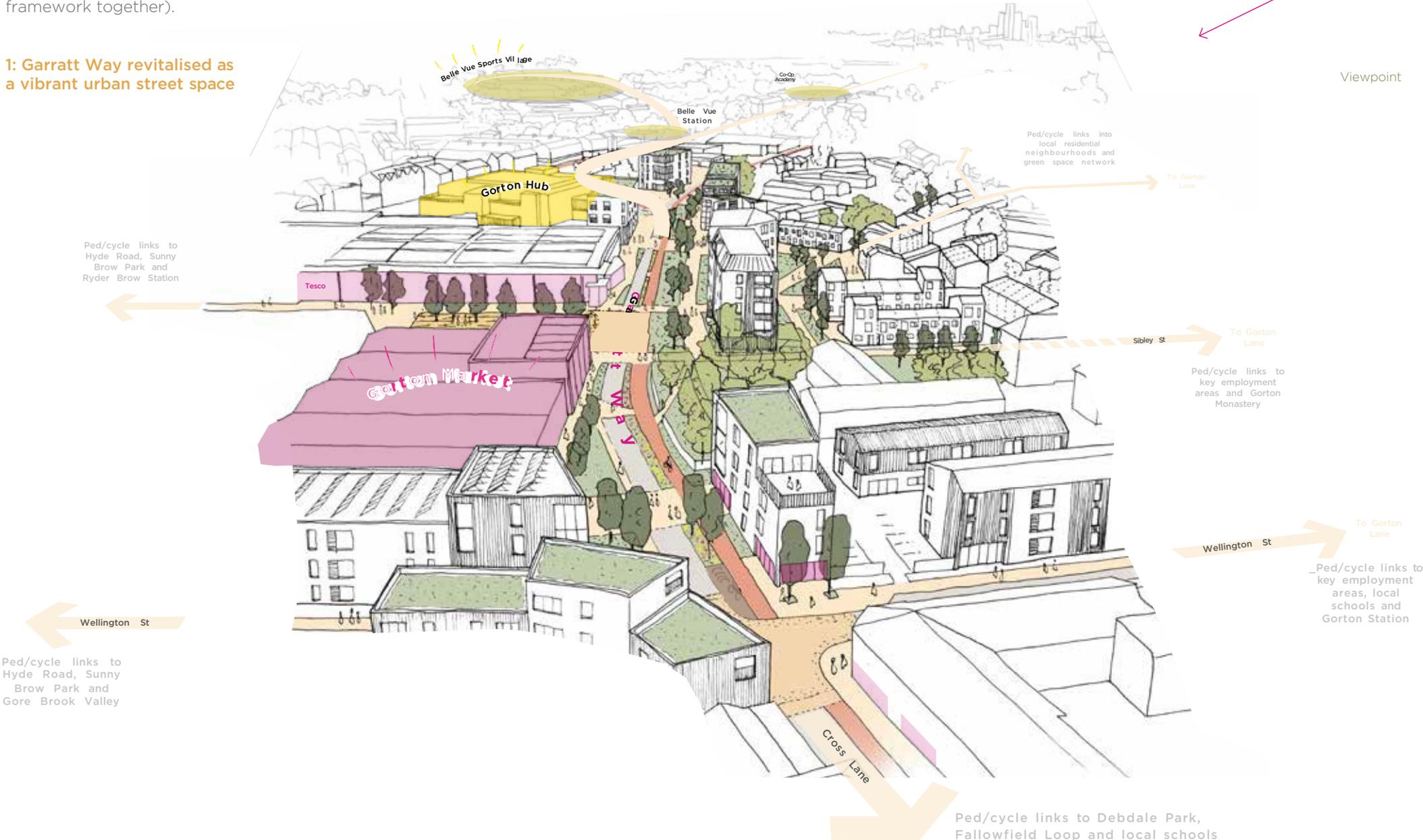
Urban Structure framework (District Centre focus)

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5.4 Visualisation

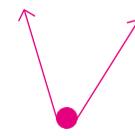
(Bringing the movement framework and urban structure framework together).

1: Garratt Way revitalised as a vibrant urban street space



Ped/cycle links to Hyde Road, Sunny Brow Park and Gore Brook Valley

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2: A new market square providing central focus and flexible public spaces

Viewpoint



Ped/cycle links into local residential neighbourhoods, green space network and Gorton Lane

Ped/cycle links into local residential neighbourhoods, schools, green space network and Gorton Lane

Market Square

Gorton Market

To Wellington St

Ped/cycle links to local residential neighbourhoods, Debdale Park and Fallowfield Loop

Ped/cycle links to Hyde Road, Sunny Brow Park and Gore Brook Valley

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GORTON

DISTRICT CENTRE

6. OPPORTUNITY SITES & CATALYST PROJECTS

6. Opportunity sites and catalyst projects

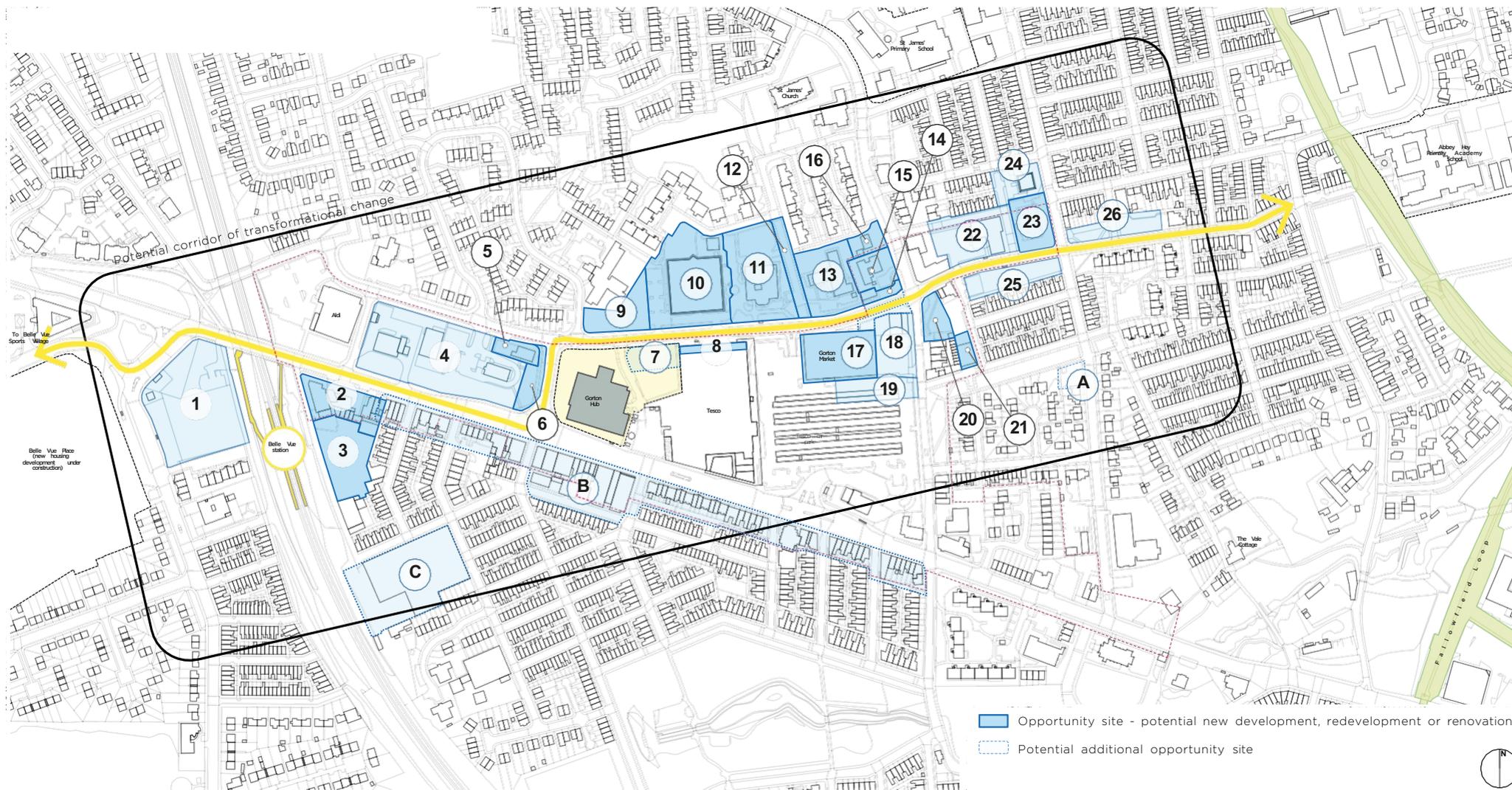
5.7 Opportunity sites

Analysis and spatial strategy has identified a series of potential opportunity sites that respond to the physical conditions in the area, land ownership and the drivers of the emerging spatial framework.

These sites demonstrate potential for new development to address key issues and contribute to a more coherent and sustainable District Centre.

Site numbers on the plan opposite refer to accompanying schedule.

Site	Description
1	Vacant land adjacent to Belle Vue train station
2	Mixed low density cluster South of Hyde Road
3	Former Chatsworth Mill, Williams St
4	Low density roadside cluster North of Hyde Road (PFS, tyre fitting business and KFC)
5	Existing police station and car park
6	Land adjacent to police station
5	Existing police station and car park
6	Land adjacent to police station
7	Gorton Hub car park
8	North elevation of Tesco building
9	Land to west of gymnastics centre
10	Existing gymnastics centre, car parks and landscaped paths
11	Existing library, car park and landscaped paths (due for demolition 2023)
12	Southern end of Sibley Street
13	Existing care home
14	Existing medical centre (due for relocation late 2022/23?)
15	Existing residential (TBC - might be specialist / sheltered?)
16	Existing building in low density plot (not clear if currently in residential or commercial use)
17	Market building and immediate surrounds
18	Existing market service yard and adjacent shop units
19	North east corner of existing Tesco car park
20	Corner of Wellington St and Cross St
21	Building on corner of Roxburgh St
22	Car park, former carpet showroom and adjacent building
23	Former play area, Carfax St
24	Shalom Christian church building
25	Cleared site - Cross Lane
26	Cleared site - Cross Lane
A	Corner site - Chapman St / Jessop St
B	Existing commercial properties on Hyde Rd
C	Former Kendall and Gent works



- Opportunity site - potential new development, redevelopment or renovation
- Potential additional opportunity site

Opportunity sites



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6.1 Catalyst projects

The opportunity sites have been assessed for their placemaking potential - a combination of their and contribution to the spatial framework and project objectives. This in turn highlights a series of key locations where future change could be focussed and coordinated (highlighted in dark circles on the adjacent plan).

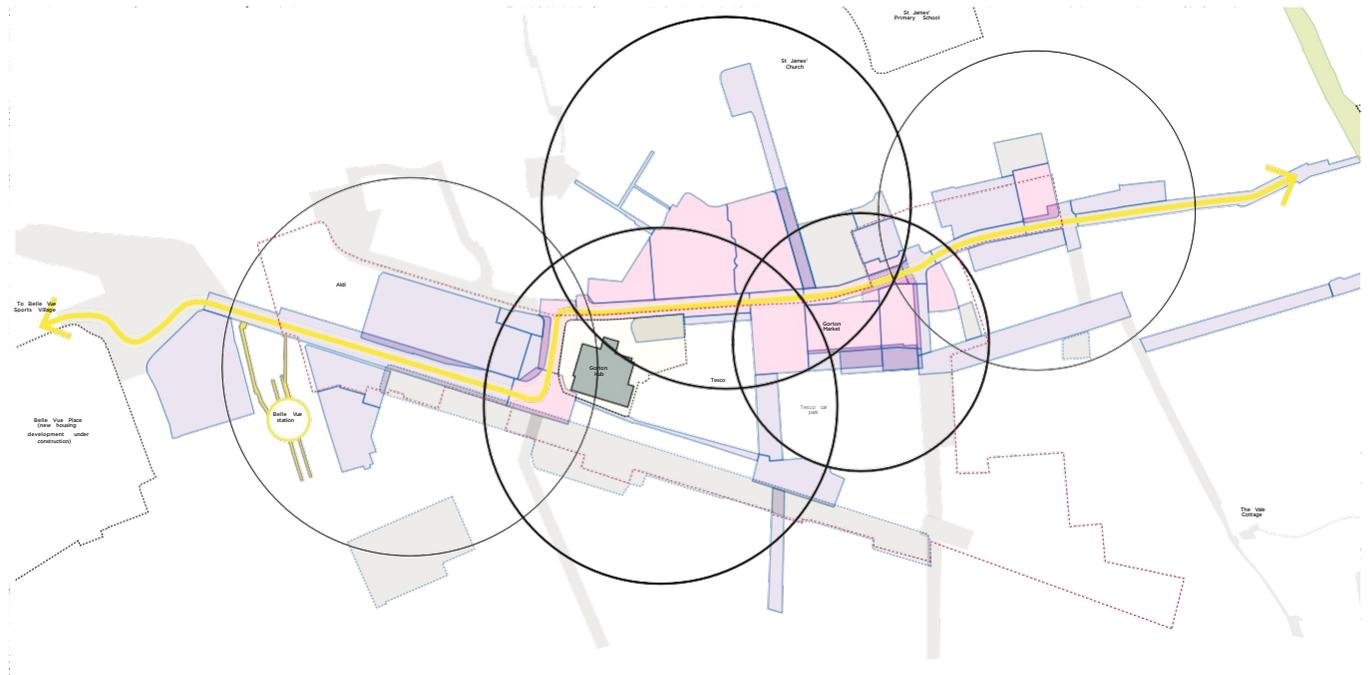
In this way we can begin to identify coherent groupings of development and public realm projects that could potentially be coordinated through further detailed masterplanning / feasibility / delivery planning.

These 'Catalyst Projects' have the potential to not only deliver highly visible positive change but also form the basis of future character areas within the District Centre, giving much stronger legibility, variety and sense of place.

There are 5 catalyst projects, identified on the plan opposite.

The following 3 catalyst projects are considered to be of particular significance, containing the highest concentration of 'key driver' opportunity sites, and also being bound by Garratt Way as a potential key placemaking project in its own right. These catalyst projects are set out in more detail over following pages.

- **North of Garratt Way**
- **Market heart**
- **Hub loop**



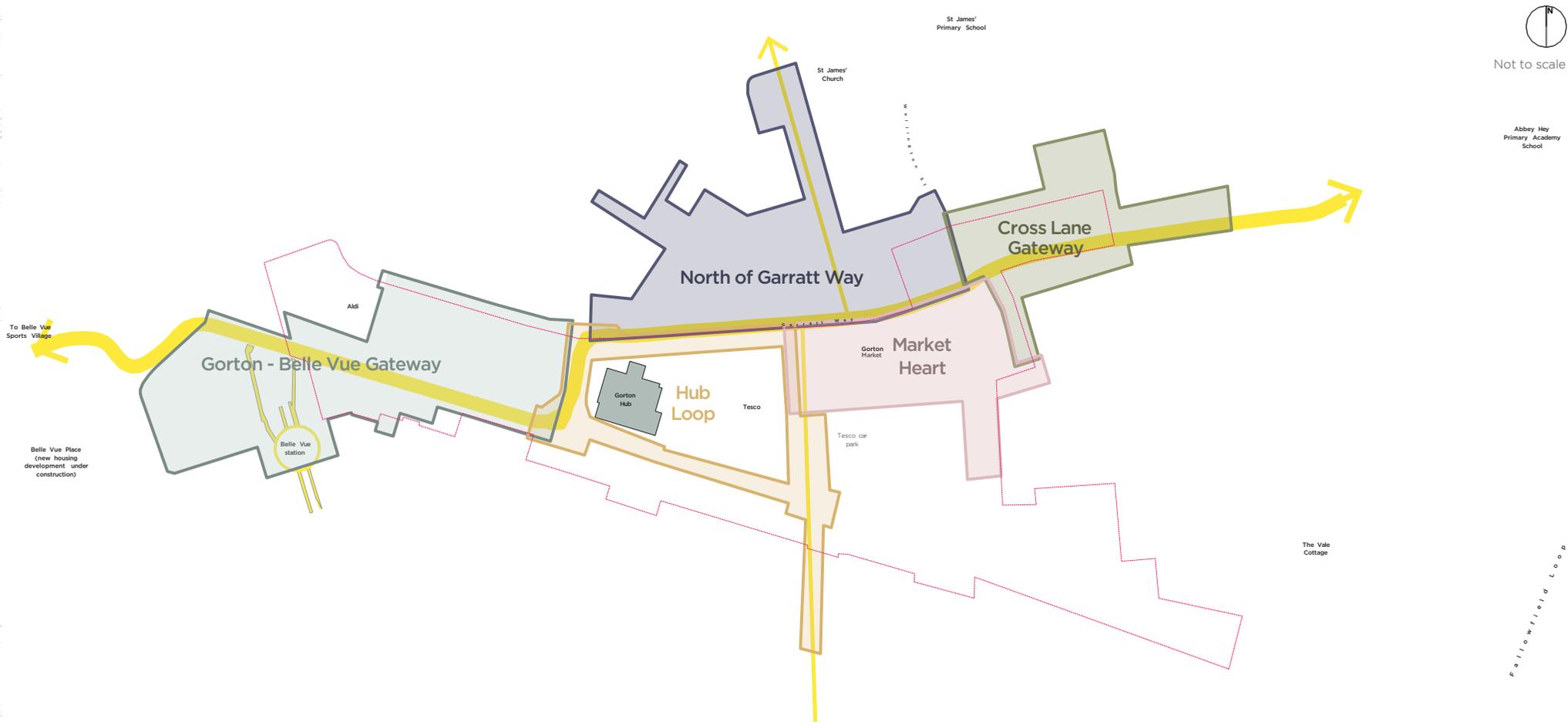
Key locations: public realm projects and opportunity sites with the strongest placemaking potential

- Key 'driver' projects: Potential for early, high profile development delivering significant placemaking benefits for the wider centre and a catalyst to further development
- Strong potential for development to contribute to transformational change (may also be subject to further feasibility testing / land assembly considerations)
- Additional opportunities to make a complementary contribution to holistic regeneration



Not to scale

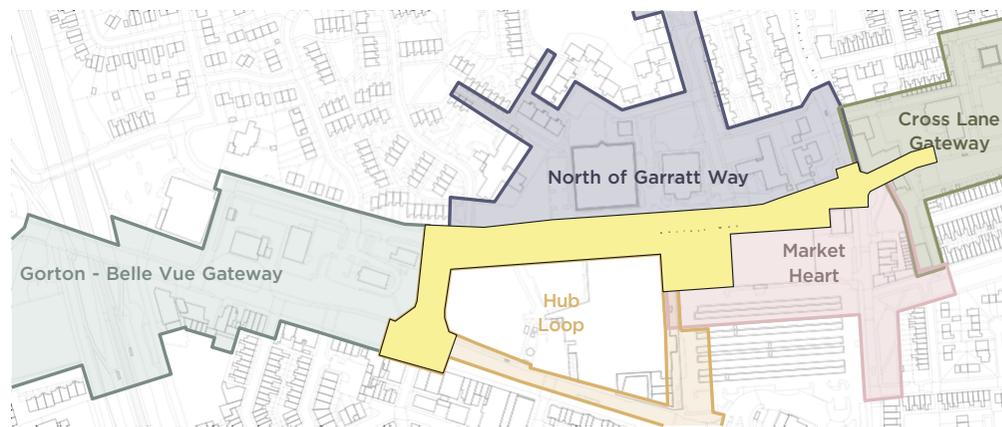
Abbey Hey Primary Academy School



Catalyst projects

(inset)

The 5 catalyst projects are bound by Garratt Way. Improvements to Garratt Way could be delivered in combination with each catalyst project, or approached as a single catalyst project in its own right, in totality.



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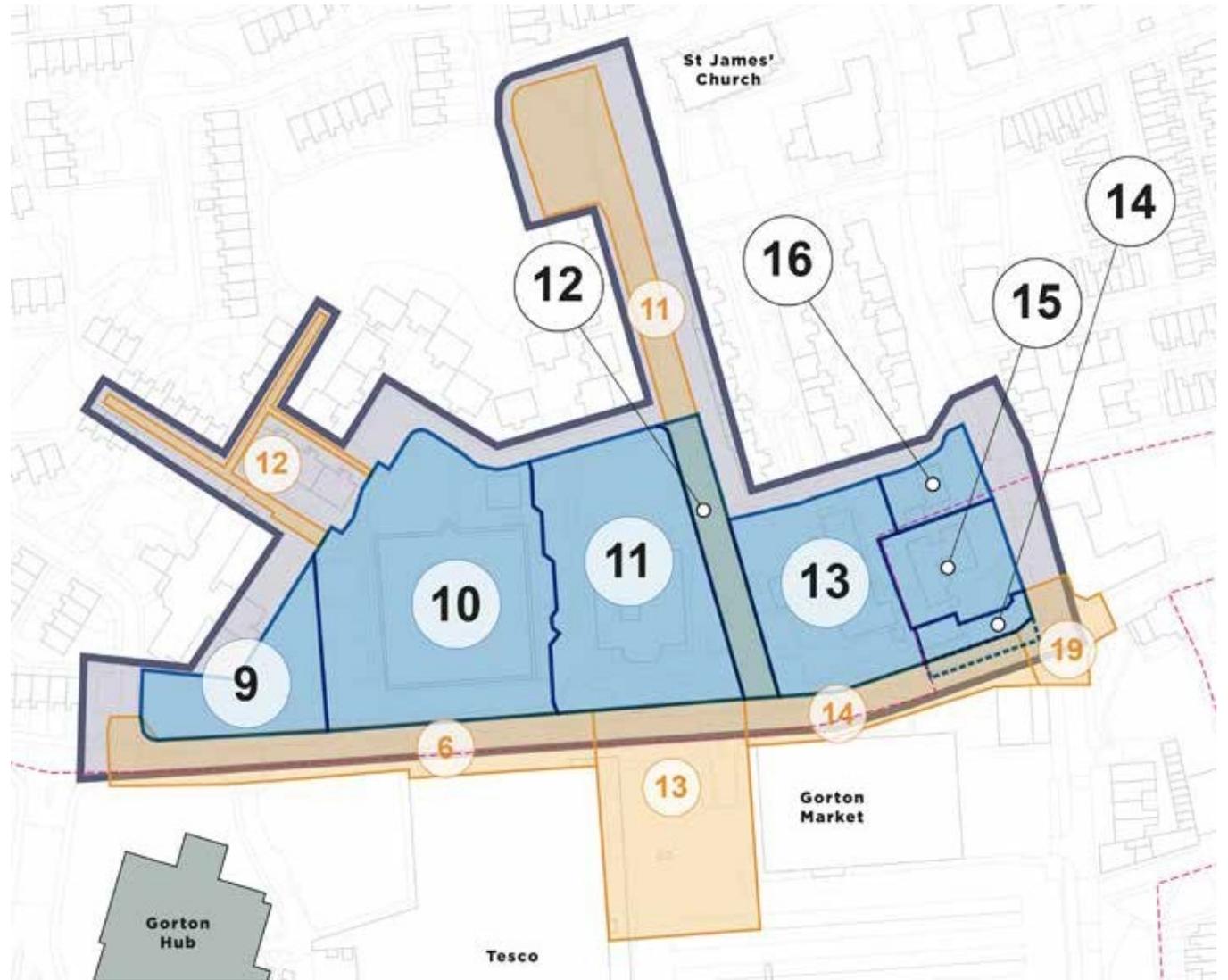
North of Garratt Way



Not to scale

A distinctive, high quality new residential neighbourhood in the heart of the district centre

- Fronting and defining Garratt Way as a mixed, community-focussed street space
- Generating 24/7 vibrancy and animation
- Facilitating better, clearer pedestrian and cyclist connections to northern communities including employment areas, The Monastery and Gorton Station
- Opening up opportunities for a better mix / choice of new homes in the core - apartments and higher density townhouses mixed with medium density family homes



- Opportunity sites
- Public realm intervention (refer to accompanying schedule)



Bold frontage to Garratt Way creating strong urban character, definition and overlooking



Strong, clear ped/cycle connections including integration of heritage assets (St James' Church)



Street-based urbanism: liveable and vibrant spaces at medium density



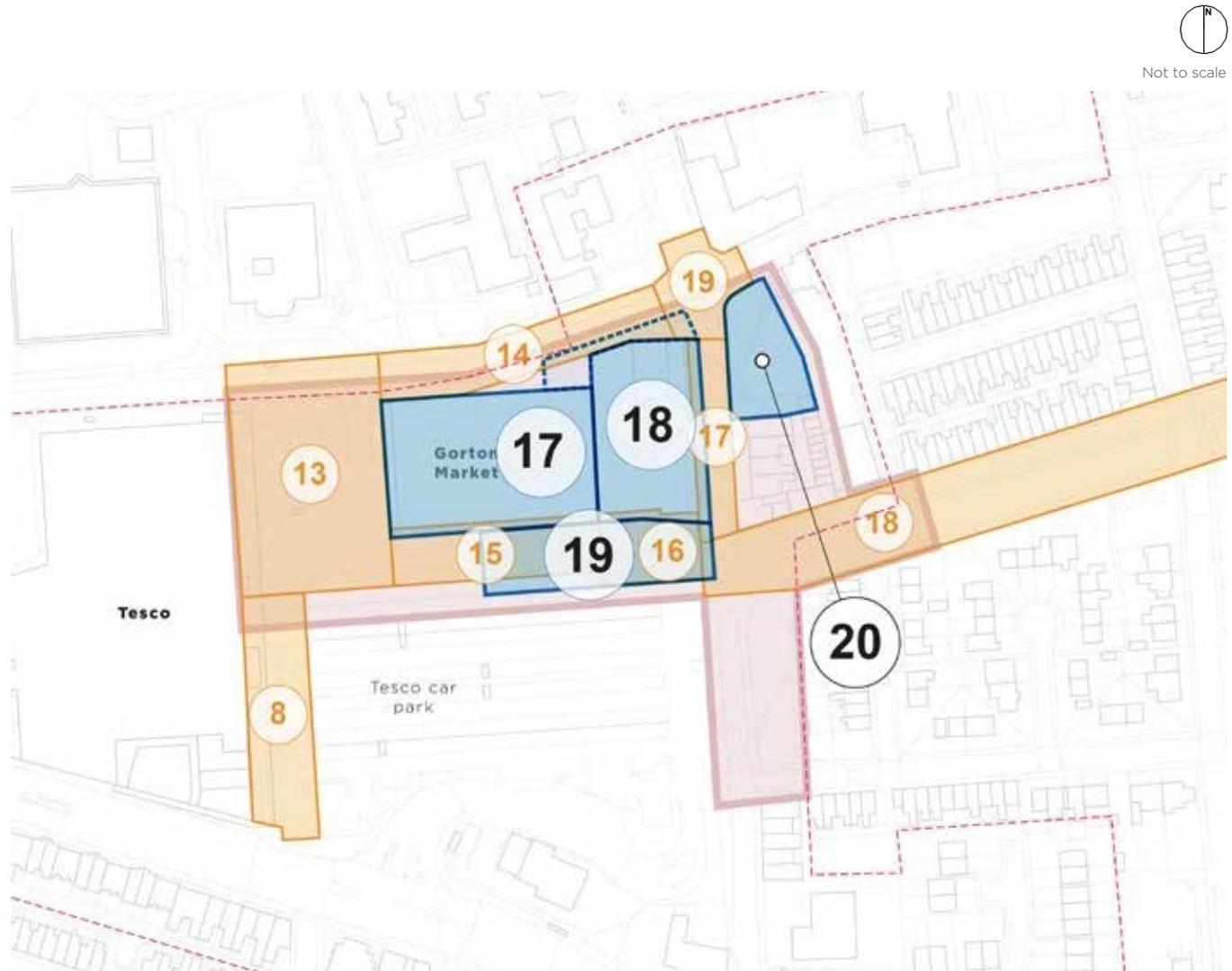
Integrating family-friendly housing formats in efficient urban formats

Ref	Area (ha)	Description	Potential (for further testing - subject to feasibility and delivery action planning)	Notes / comments	Placemaking impact
NORTH OF GARRATT WAY					
9	0.18	Land to west of gymnastics cen	<ul style="list-style-type: none"> Residential development (potential to combined with site 8 (gymnastics centre) to maximise opportunity) 	<ul style="list-style-type: none"> Understood to be in pre-planning for 10 homes Need to review potential capacity: opportunity for a higher density format Should aim to maximise potential through comprehensive development in combination with adjacent opportunities 	
10	0.64	Existing gymnastics centre, car parks and landscaped paths	<ul style="list-style-type: none"> Residential-led mixed use redevelopment of whole site... OR Retain and extend / refurbish gymnastics centre... OR Provide new-build gymnastics centre (potentially with some mixed use integrated as part of a comprehensive scheme) 	<ul style="list-style-type: none"> Highly significant site with potential to strongly influence the future character and animation of Garratt Way Site is flexible to various development concepts (either mixed use or residential) Need to confirm consensus around gymnastic centre options NB need to confirm status of existing sub-station to rear (would this need to be retained in the event of a redevelopment?) 	
11	0.48	Existing library, car park and landscaped paths (due for demolition 2023)	<ul style="list-style-type: none"> Residential or residential-led mixed use redevelopment Key opportunity for strong frontage to Garratt Way animating public realm and potential new public space opposite 	<ul style="list-style-type: none"> A key catalyst development - highly significant site with potential to strongly influence the future character and animation of Garratt Way Opportunity would be enhanced if planned as comprehensive development with sites 9, 10 and 12 	
12	0.11	Southern end of Sibley Street	<ul style="list-style-type: none"> Potential to be partially integrated into adjacent residential development(s) 	<ul style="list-style-type: none"> Subject to technical feasibility / cost of any service diversion etc 	
13	0.31	Existing care home	<ul style="list-style-type: none"> Potential redevelopment for residential / residential-led mixed use 	<ul style="list-style-type: none"> Redevelopment potential could be facilitated through reprovision of care home in alternative location 	
14	0.04	Existing medical centre (due for relocation late 2022/23?)	<ul style="list-style-type: none"> Potential for mixed use or residential development at prominent junction location 	<ul style="list-style-type: none"> Limited size / dimensions of the site might make residential development impractical Site could be enlarged by expending into Garratt Way? (i.e. realigning the highway) Opportunity for comprehensive development site if combined with land to immediate north (see sites below) 	
15	0.14	Existing residential (TBC - might be specialist / sheltered?)	<ul style="list-style-type: none"> Potential for residential redevelopment to intensify current density 	<ul style="list-style-type: none"> Potentially significant site located at prominent nodal junction Opportunity for comprehensive development site if combined with medical centre site (and land to immediate north) 	
16	0.07	Existing building in low density plot (not clear if currently in residential or commercial use)	<ul style="list-style-type: none"> Potential for residential redevelopment intensifying current density 	<ul style="list-style-type: none"> Opportunity for comprehensive development site if combined with sites to south 	

Market Heart

A vibrant mixed use market area at the very core of the district centre, providing a clear 'sense of centre'

- Remodelled market building, with key elevations stripped back to frame and floor to ceiling windows and doors introduced to enhance visual permeability of the interior
- Improved and enlarged external spaces for the outdoor market to spill out, and with greater diversity / longevity of use
- Complementary development to Wellington Street potentially including residential over G/F commercial, retail or food and drink uses
- Improved footpaths and cycle paths linking to the east



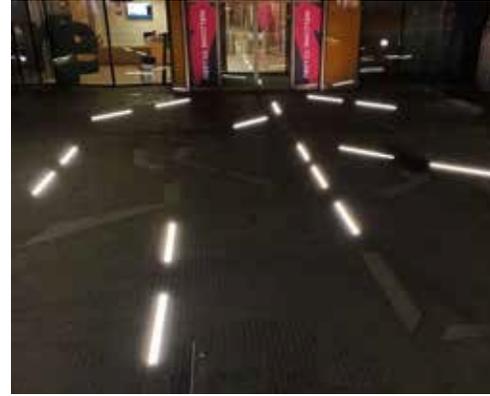
- Opportunity sites
- Public realm intervention (refer to accompanying schedule)



Light, visually permeable market building helping to animate outdoor spaces and increase prominence of internal offer



Distinctive lightweight /demountable structures with a practical function helping to increase dwell time in different weather conditions



Integrated lighting giving the centre year-round appeal and encouraging evening use



Playful and engaging colours and super-graphics applied to public realm, potentially involving local people in design process

Ref	Area (ha)	Description	Potential <small>(for further testing - subject to feasibility and delivery action planning)</small>	Notes / comments	Placemaking impact
MARKET HEART					
17	0.31	Market building and immediate surrounds	<ul style="list-style-type: none"> Market refurbishment and remodelling 	<ul style="list-style-type: none"> Refurbishment works to help facilitate expanded F+B offer and spill out area (including evening use), and a higher quality + more flexible outdoor market space 	
18	0.21	Existing market service yard and adjacent shop units	<ul style="list-style-type: none"> Mixed use redevelopment including residential 	<ul style="list-style-type: none"> Potentially significant site located at prominent nodal junction and with potential to be combined with / complement related improvements to market building. Opportunity to create comprehensive development site if combined with site to the south 	
19	0.16	North east corner of existing Tesco car park	<ul style="list-style-type: none"> Mixed use redevelopment including residential 	<ul style="list-style-type: none"> Potentially significant site located at prominent location and with potential to be combined with / complement related improvements to market building Opportunity to create comprehensive development site if combined with site to the south 	
20	0.1	Corner of Wellington St and Cross St	<ul style="list-style-type: none"> Mixed use redevelopment including residential 		

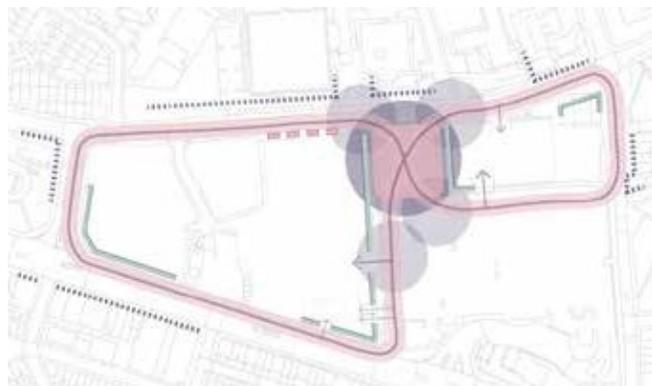
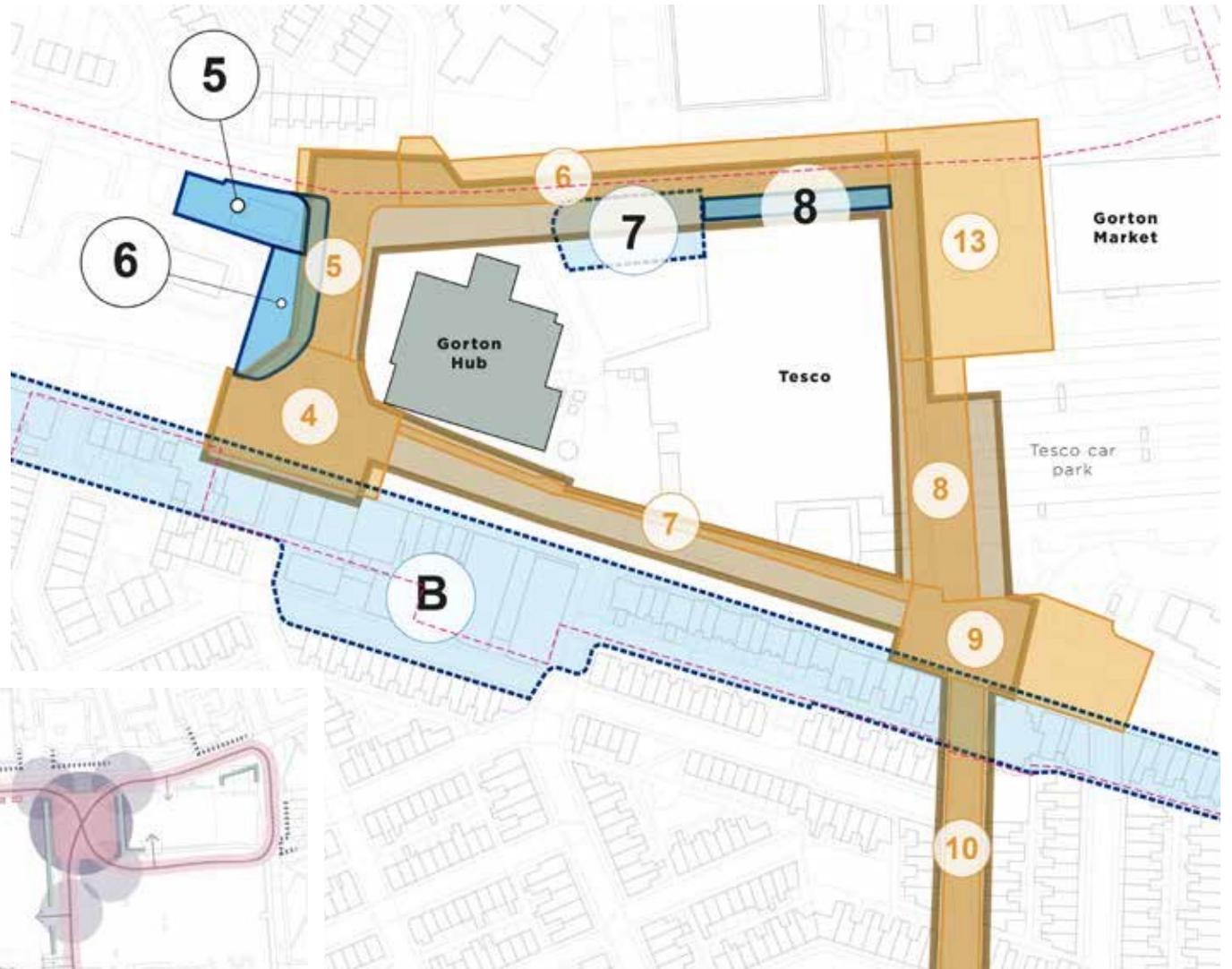


Not to scale

Hub Loop

Coordinated improvements to Garratt Way, Whitwell Way and Hyde Road: pedestrian-friendly, connected sequence of public spaces that connect commercial and community uses, driving footfall and easing accessibility.

- Localised improvements to Whitwell Way and Hyde Road to improve pedestrian connectivity into Garratt Way and the Hub
- Narrowing road widths of Garratt Way and Whitwell Way, enlarging the pavements, introducing new planting and cycle paths
- Improved surfaces and lighting
- Potential to consider improved pedestrian crossings



(Inset: part of a wider loop or circuit interacting with Wellington Street)

- Opportunity sites
- Public realm intervention (refer to accompanying schedule)



Potential to introduce urban play spaces, including vertical structures to help animate blank building frontages



Locally distinctive and innovative programme of building facade enhancement through public art



Well-signed and pleasant pedestrian and cyclist connecting with clear orientation



Fun and engaging colours and super-graphics applied to public realm (integrated with 'market heart' projects)

Ref	Area (ha)	Description	Potential <small>(for further testing - subject to feasibility and delivery action planning)</small>	Notes / comments	Placemaking impact
HUB LOOP					
5	0.07	Existing police station and car park	<ul style="list-style-type: none"> Residential development 	<ul style="list-style-type: none"> Potentially significant site located opposite new Hub building at key node junction, terminating view along Garratt Way from the east. Could a new police station be integrated elsewhere in district centre? 	
6	0.09	Land adjacent to police station	<ul style="list-style-type: none"> Potential to expand above residential opportunity Subject to ownership/tenancy restrictions 	<ul style="list-style-type: none"> Potential to expand police station site to provide greater frontage to Whitewell Way opposite new hub building. Could potentially work with KFC retained in situ but would require detailed design to resolve potential amenity impacts. 	
7	0.1	Gorton Hub car park	<ul style="list-style-type: none"> Potential med-long term potential for small scale commercial/mixed use development to create frontage onto Garratt Way 	<ul style="list-style-type: none"> Currently under construction as a visitor car park as part of the Gorton Hub development. 	
8	0.04	North elevation of Tesco building	<ul style="list-style-type: none"> Remodelling to provide visual permeability between interior of store and Garratt Way... OR Physical remodelling / extension to provide new active commercial frontage onto Garratt Way... OR Temporary structures and public realm works to provide active frontage onto Garratt Way e.g. market spill out, meanwhile use F+B etc 	<ul style="list-style-type: none"> Existing north elevation currently detracts from the visual qualities of the street and threatens objectives to revitalise Garratt Way and/or ensure strong connections to the new Gorton Hub building. Improvements as described could be key to the success of development opportunities on the north side of Garratt Way. 	

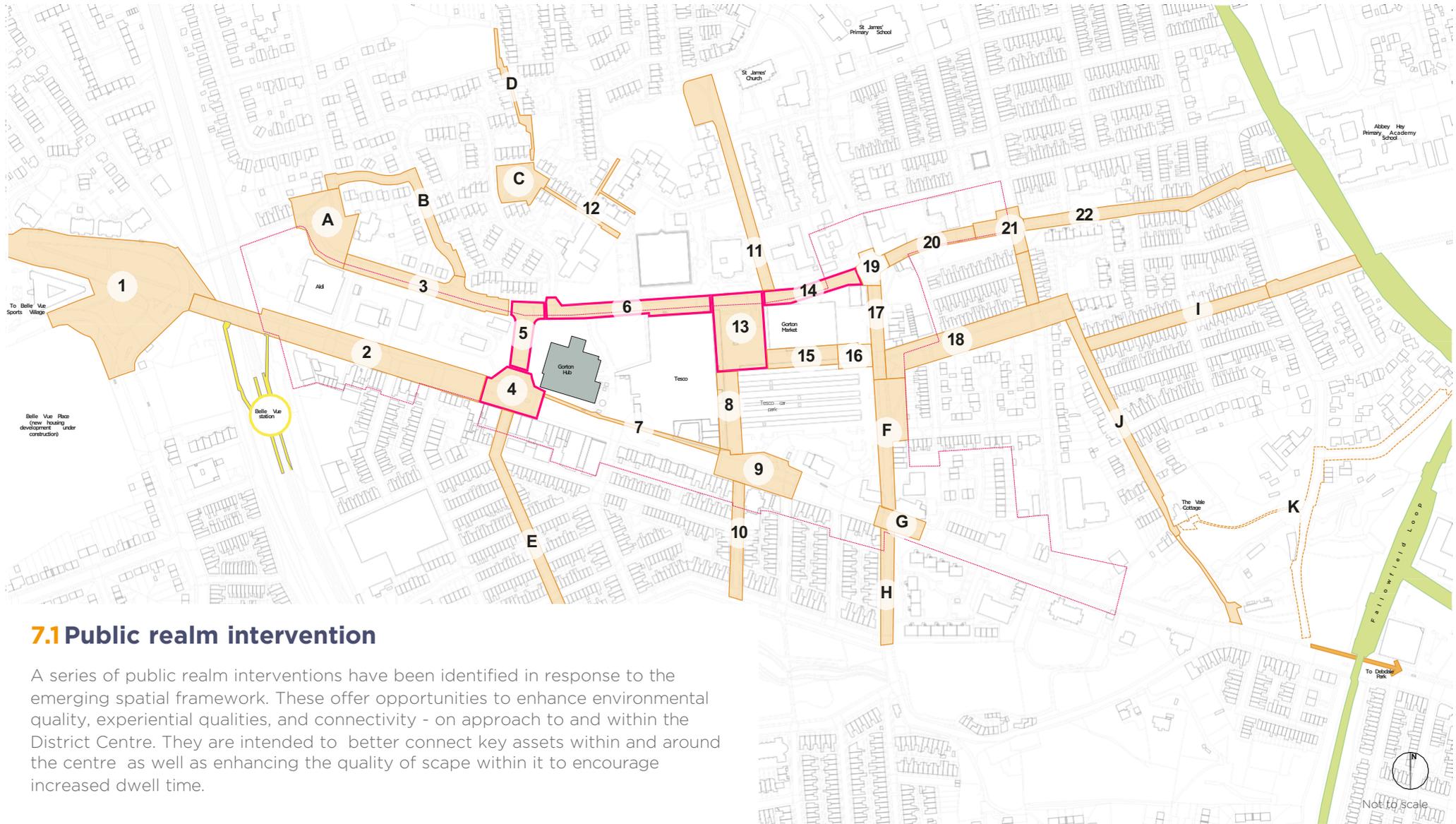
OTHER SITES / INTERVENTIONS					
B	NA	Existing commercial properties on Hyde Rd	<ul style="list-style-type: none"> Facilitate residential development? 		

GORTON

DISTRICT CENTRE

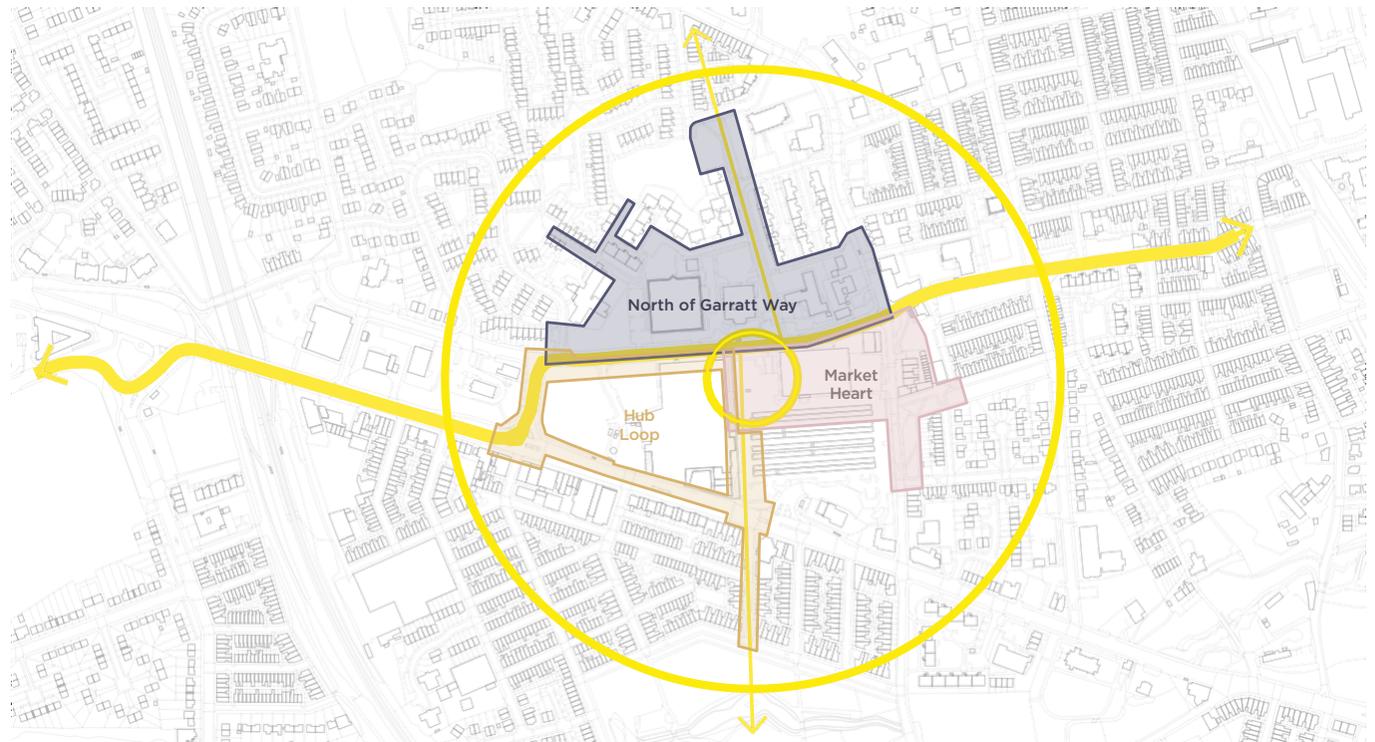
7. PUBLIC REALM AND HIGHWAYS

7. Public realm and highways



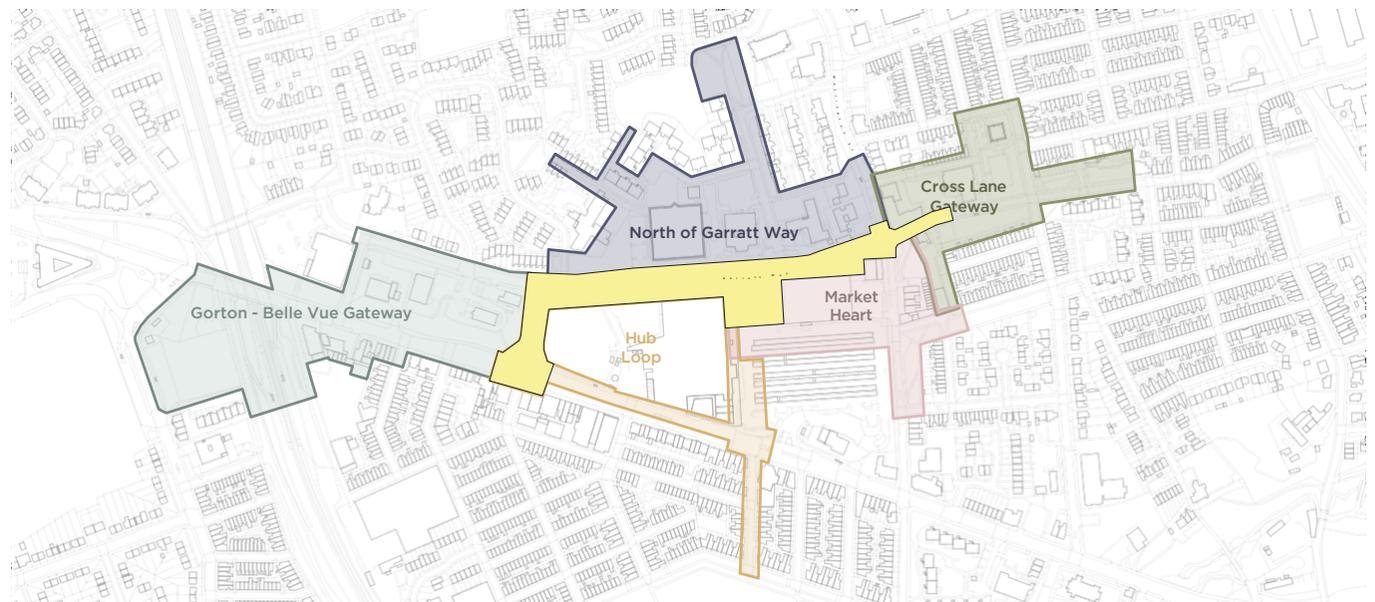
7.1 Public realm intervention

A series of public realm interventions have been identified in response to the emerging spatial framework. These offer opportunities to enhance environmental quality, experiential qualities, and connectivity - on approach to and within the District Centre. They are intended to better connect key assets within and around the centre as well as enhancing the quality of scape within it to encourage increased dwell time.



‘Gorton New Cross’

3 catalyst projects - North of Garratt Way, Market Heart and Hub Loop - form a key focal point at the axis of important routes and destinations, with the potential for this to be marked by a new, ‘destination’ public space.



Garratt Way

The 5 catalyst projects are bound by Garratt Way. Improvements to Garratt Way could be delivered in combination with each catalyst project, or approached as a single catalyst project in its own right.

The potential exists to rethink this street as a more people focused environment, fitting for such an important local centre. Options have been explored with MCC Highways officers and a possible approach is explored in more detail at section 7.3 below.

7.2 Highways and movement

Baseline studies suggest significant opportunity to re-focus and re-model highway space to align with a revised road user hierarchy. This has recently been enshrined in the Highway Code and places sustainable modes such as walking and cycling as the key priority. The A57 Hyde Road is a source of severance within Gorton, but it provides a major strategic radial connector within Greater Manchester, linking the M60, East Manchester, Tameside and parts of North-East Stockport with the City Centre. There are limited opportunities to change the arrangement of the A57 without reducing the capacity of the road.

Interventions were reviewed at the early stages of option development. Gateway features and kerbed median strips have potential to be implemented on Hyde Road leading to improving pedestrian connectivity to Belle Vue Station. However, in terms of placemaking and broader regeneration objectives, highway design improvements were agreed with stakeholders to be better focused on Garratt Way.

Further opportunity beyond this section of highway still exists, but constraints and increased residential frontages will make significant alignment changes more difficult. Crossing facilities on the A57 could be further enhanced, though currently these serve their purpose in reducing overall severance between the north and south side of Hyde Road.

The current width of Garratt Way permits good opportunity to provide solutions suited to a district centre while incorporating public transport services and sustainable modes. Our discussions and design efforts have therefore focused on the Garratt Way link between Wellington Street and Whitwell Way.

The volume of traffic on Garratt Way is significant currently- circa 8000 two-way vehicles AADF. Anecdotally there are perceptions of traffic using Garratt Way as a 'rat-run' between Pottery Lane and A57 Hyde Road. The route via Gorton Lane avoids the large signal junctions at the junction of Hyde Road and Pottery Lane, as well as five further interim signals between Pottery Lane and Wellington Street.

This rat-run could be reduced with the use of banned right turns at Wellington Street and Cross Street/Chapman Street. Further studies would be necessary prior to implementing.

The removal or modification of the secondary Tesco access could potentially also help to reduce shorter journeys from the north, encouraging access from local residential areas on foot or by bike.

The primary access to Tesco is via a signalised junction on the A57. The secondary access on Garratt Way seems aimed primarily at local traffic, and/or traffic wishing to use the market hall. Modification to this access presents opportunity to create a high-quality multi-functional public realm space outside the market. This would be subject to agreement with Tesco directly.



7.3 Garratt Way

The following section provides a narrative on the design evolution by mode for the highway alignment on Garratt Way. A preliminary outline design scheme has been developed to help explore potential improvements as part of the wider regeneration effort, and to help engagement with key stakeholders.

The preliminary scheme drawing is presented over page, and this is supported by earlier option drawings appended. Key design considerations taken into account at this stage are described over the following pages. This includes reflections on the outcomes of preliminary meetings held with Manchester City Council highways team to date.

Sustainable Transport Modes

Walking

Pedestrian access is critical to the function of the Gorton central area. The consolidation of Garratt Way as the district centre focal point means that footways need to be substantial and fit for purpose. Clutter-free pavements with good use of street furniture to provide a visually interesting environment will help to increase dwell times on Garratt Way. This needs to be allied with improvements to bus infrastructure which allows ease of boarding and alighting for all users.

Active building frontages will help to improve visual interest and contribute to a sense of place. Currently Garratt Way suffers from being wide, exposed and with little to draw pedestrians in. Existing commercial

buildings are inward facing with often blank façades on Garratt Way itself.

By having more external facing businesses on the route, it facilitates a more human scale to the street and therefore will be more attractive to pedestrians and other sustainable transport modes.

Reducing the carriageway width permits further widening of the footway. This also allows the removal of the carriageway centreline which has been found to be an effective speed reduction measure through trials in London by TfL .

The reductions in speed and greater opportunity for informal crossing interactions will create an environment more aligned with a district centre.

Cycling

By shifting Garratt Way to a slower, more commercially focused street environment, speeds will reduce as will long-distance through-traffic. This is because these environments become less car-centric and more focused on the sense of place.

Incorporating segregated cycle lanes that link with the Yellow Brick Road Cycle Route and the Fallowfield Loop to the east were discussed both within the design team and with City Council Engineers. Preliminary designs (appended) indicated that the adopted carriageway width on Garratt Way is adequate to accommodate light segregation cycle lanes in either direction. This would mean that the footway remains similar to its current width.

It was agreed by all parties, that although the cycle lanes are useful, their alignment and width would detract from the place making opportunity presented by Garratt Way. As a district centre, pedestrians are the main priority in terms of movement. The alignment with the cycle lanes would be more befitting of a through-route between two destinations rather than the creation of a destination in its own right.

There are significant advantages to the attractiveness of Garratt Way in reducing through-traffic. Lower traffic volumes, combined with lower speeds will help to make a mixed traffic solution for cyclists more viable. By reducing AADF below 4000 vehs per day will mean most cyclists will feel comfortable moving within a mixed used carriageway (as per Figure 4.1 of LTN 1/20)

The interaction with the bus facilities was also raised in discussions with MCC engineers. The conflict between bus boarders/alighters and cyclists would not be acceptable. A Dutch-style approach, where continuous cycle lanes are provided around the bus stop, is preferred.

This would require further additional highway width, which will be difficult to achieve within existing boundaries. These considerations have contributed to the mixed traffic solution ahead of a light segregation solution. Less confident cyclists moving at lower speeds will have the opportunity to use the footways, though there will be no delineation.

Public Transport

Bus use within Gorton is high and there is a significant push from senior figures at GMCA and TfGM to encourage bus patronage. This follows the successful implementation of the Bus Reforms in Greater Manchester during 2021.

Bus services are numerous along Garratt Way with frequent services covering most of east, south and central Manchester. It is a key hub in the area for bus services. This should remain as it represents good accessibility for all residents without a car- which is above the national average within Manchester District (around 45%).

Design considerations have allowed for two-way bus movement along with good quality infrastructure for passengers.

Bus stops are suggested to be enhanced where appropriate. This includes better shelters, seating and boarding infrastructure. The narrower highway widths will help to prioritise bus travel along Garratt Way alongside measures discussed to reduce through traffic.

Belle Vue and Ryder Brow Rail Stations serve Gorton. They sit just beyond the study zone for the masterplan. However, they are important assets to the area overall. Rail connectivity can be a key consideration for new residents to the area who may be looking for an area with a reduced need for car dependency.

Future aspirations

Overcoming the severance created by Hyde Road and enhancing the N/S Movements across it needs to be a focus for future projects. These are broken down in more detail within the list of public realm interventions. The primary focus on enhancing and simplifying crossing points, enabling pedestrian desire-lines to Garratt Way and creating a more inviting environment to Gorton on the A57 itself.

Short Term

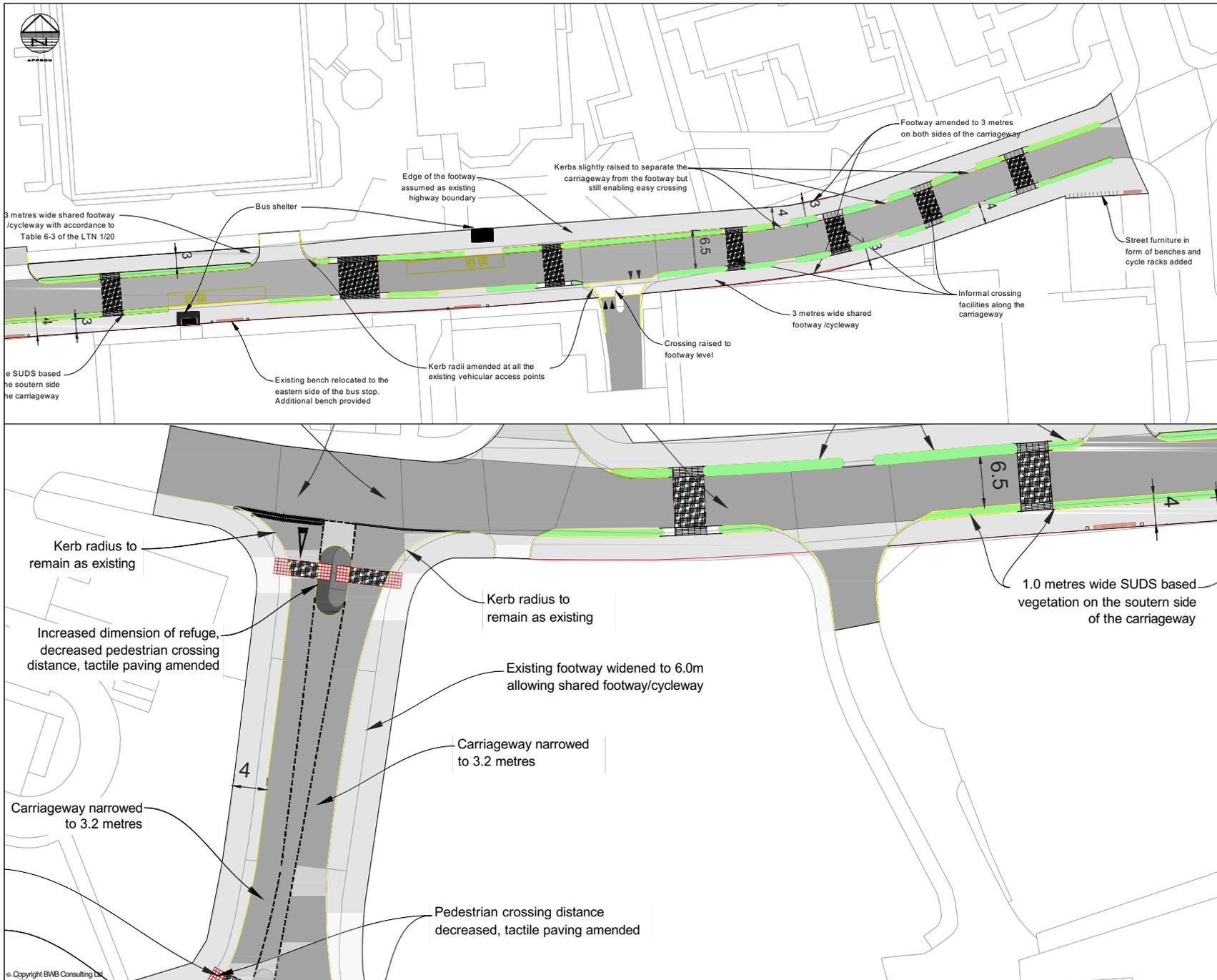
- Ongoing dialogue with MCC on the Streets for All emerging guidance.
- ANPR study of routing from Pottery Lane to Wellington Street junction via Gorton Lane.
- Further feasibility/option testing of the highway realignment on Garratt Way and Whitwell Way, including detailed costing.
- Identification of potential maintenance funding- commuted sum through adjacent land development.

Medium Term

- Development of preliminary design for public consultation.
- Adaptation of design based on feedback. Further design refinement.
- Delivery of construction design and implementation of Garratt Way works.

Long Term

- Additional feasibility for adjustments to A57 Hyde Road, through Gorton. Enhance streetscape, gateway features and improvements to pedestrian crossing facilities.
- Study to extend the Garratt Way works to include Cross Lane and the linkage to Yellow Brick Road/Fallowfield Loop.



- Notes**
- Do not scale this drawing. All dimensions must be checked verified on site. If in doubt ask.
 - This drawing is to be read in conjunction with all relevant architect, engineer and specialist drawings and specifications.
 - All dimensions in millimetres unless noted otherwise. All levels in metres unless noted otherwise.
 - Any discrepancies noted on site are to be reported to the engineer immediately.

Key Plan

- Carriageway
- Shared footway/cycleway
- Crossing Tactiles
- Priority Crossing
- SUDS based Vegetation

P3	13.12.22	HATCHING AND AMENDMENTS	OT	MA
P2	28.11.22	AMENDMENTS TO PROPOSALS	RB	MA
P1	03.11.22	PRELIMINARY ISSUE	RB	MA
Rev	Date	Details of issue / reason	Rev	Rev

Issues & Revisions

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Client
...

Project Title
GARRETT WAY, GORTON, MANCHESTER

Drawing Title
OPTION 2

Drawn:	K. Bowles	Reviewed:	M. Ash
BWB Ref:	221336	Date:	03.11.22
Scale:	A2	Scale:	1:500
PRELIMINARY			
Project:	Gorton - Zone - Level - Hole - Number	Status:	Rev
GOR-BWB-GEN-XX-DR-TR-101	S1	P3	

Garratt Way - preliminary layout design for discussion

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GORTON

DISTRICT CENTRE

8. DELIVERY APPROACH

8. Delivery approach

8.1 Context

Gorton is currently seeing significant investment in new homes which will attract more residents to the area. Importantly this will support an increase in the number of economically active residents in the area.

To ensure this increase in spending power is not lost from the local area a step change in Gorton Local Centre's offer is required.

Currently Gorton Local Centre does not meet the needs of local residents beyond their food shopping. In particular, it fails to offer local residents a wide range of options for eating and drinking, particularly at night time, and this spend is being lost to neighbouring centres such as Longsight and Denton, Tameside.

As such, this is the right time for the Council to intervene to drive change in the Centre to respond to future demand and opportunities.

The Council needs to take the lead as the private sector will not lead the transformation of the Centre because of the wider socio-economic characteristics of the catchment.

In addition, the Council also has significant land holdings in the Centre and short term investment to respond to the growing population will unlock wider benefits for the Centre including supporting the needs of the existing community.

Intervention also aligns with the City Council's commitment to unlock investment in its local centres with some Government funding opportunities such as Shared Prosperity Funds and potential s106 contributions from new homes being developed locally.

The interventions proposed in this Development Framework seek to:

- Strengthen Gorton Local Centre by providing a new focus to the centre away from the busy Hyde Road to create a centre that is more attractive for users
- Create more and better opportunities for the community to come together and spend more time (and money)
- Encourage more users to walk or cycle to the centre and its surrounding assets
- Introduce more green spaces in the heart of the centre with stronger links to the areas impressive wider green assets
- Increase the supply of modern energy efficient homes which are affordable to buy or well managed in the public or private sector in the heart of the Centre

8.2 Unlocking opportunity sites

The table over page provides a summary of the priority opportunity sites, their potential and how this could be unlocked. Site numbers refer to the opportunity sites plans in **Section 6**.

Ref No	Description	Delivery	Indicative Capacity*	Risk/Constraints	Lead	Phasing
North of Garratt Way						
9	Land to west of gymnastics centre	Residential – opportunity/attractiveness would be enhanced if delivered as part of a comprehensive scheme with sites 10 and 11. Look to prepare a comprehensive scheme for sites 9,10 and 11 (and potentially other sites along Garratt Way). Scope then to increase density on parts of the combined site. Once feasibility has been undertaken on a potential larger site look to dispose of the site or deliver in partnership with RPs/private sector. Potential to focus for affordable homes	c15	Bringing the site forward in isolation would undermine the potential to create an attractive new neighbourhood to the north of Garratt Way to support the local centre	MCC	Short
10	Existing gymnastics centre, car parks and landscaped paths	In recognition that the current building is not fit for purpose, work with the Manchester Gymnastic Centre/Leisure Services to try to determine a better location for the club which would release the site for residential development and some commercial on the ground floor (aligned to strengthening the commercial offer in the heart of the centre)	35 – 52	Need to relocate the Centre to an alternative location. Need to allow for cost of demolition which would impact on viability and relocation of Club. Likely to be issues with viability of being able to develop a new building given that the Club is not currently paying market rent. May need to look to identify a shared building Need to ensure any proposals for commercial use on ground floor of a new scheme do not undermine the potential to create an attractive new residential neighbourhood Need to be sensitive to messaging around the future of the Club so it is not seen as Gorton losing something but rather a positive given its relocation could unlock modern affordable homes in the heart of the centre	MCC	Work to commence in short term
11	Existing library, car park and landscaped paths (due for demolition 2023)	The library has been relocated into Gorton Hub and will be demolished (early 2023) and used for car parking in the short term. Key catalyst site with potential to influence the future character and animation of Garratt Way. Opportunity /attractiveness would be enhanced if delivered as part of a comprehensive scheme with sites 9 and 10. Look to prepare a comprehensive scheme for sites 9,10 and 11 (and potentially other sites along Garratt Way). Scope then to increase density on parts of the combined site. Once feasibility has been undertaken on a potential larger site look to dispose of the site or deliver in partnership with RPs/private sector. Potential to focus on affordable homes Scope to align to future investment in One Manchester scheme to the North	26-39	Site will be ready to be developed in the short term but impact would be enhanced if it can be brought forward as part of a comprehensive scheme with site 10	MCC	Short - Medium
12	Southern end of Sibley Street	Potential to align site to comprehensive delivery of sites 9-11 and 13 for residential use	-	Subject to technical feasibility/cost of any service diversion etc Need to determine whether inclusion of the site adds to the wider opportunity	MCC	Medium
13	Existing care home	Good location for care home but could be scope to link to wider comprehensive scheme if requirement to modernise the existing offer	c17	Very long lease on the site so delivery will be dependent on private sector	MCC RP	Long
14	Existing medical centre	Understood to have signed to relocate into the Gorton Hub however the site is unlikely to be viable for redevelopment in isolation and would need to be looked at as part of a wider scheme - sites 15 and potentially 13 and 16 Profile of the sites would be enhanced by potential investment in and around the junction	c5	Existing building would need to be demolished which would impact on viability Limited size / dimensions of the site might make residential development impractical by itself Impact would be limited if the site was developed in isolation	Private	Medium
15	Existing residential	Residential – could be redeveloped to deliver modern homes linked to sites 13, 14 and 16 Likely to follow after sites 9-11 Profile of the sites would be enhanced by potential investment in and around junction	c10	Existing buildings would need to be demolished which would impact on viability Impact would be limited if the site was developed in isolation	Private	Long
16	Existing building in low density plot (not clear if currently in residential or commercial use)	Opportunity for comprehensive development site if combined with sites 14 and 15 and potentially 13 Profile of the sites would be enhanced by potential investment in and around junction	c8	Existing buildings would need to be demolished which would impact on viability Impact would be limited if the site was developed in isolation	Private	Long

Ref No	Description	Delivery	Indicative Capacity*	Risk/Constraints	Lead	Phasing
Market Heart						
17	Market building and immediate surrounds	Current building is dated - need to determine whether the existing building can be repurposed to create a modern market offering an enhanced range of stalls plus better entrance and façades to showcase the offer. Ideally need be considered as part of a comprehensive strategy for sites 18 and 19	-	Current lease expires in June 2023 so opportunity to deliver change in the short term Detailed feasibility work would be required into options for the buildings and engagement with current occupiers - initial work has been undertaken and this should be built upon	MCC	Short
18	Existing market service yard and adjacent shop units	Linked to proposal to enhance the market hall and the junction of Garratt Way look to redevelop/repurpose the existing building/yard as part of a wider development Could include some residential as part of mixed use	c24	Need to engage with existing occupiers to understand their future aspirations and whether they could be accommodated as part of a new scheme or elsewhere in the centre Would need to ensure appropriate servicing for the market hall was included as part of a new scheme Existing buildings likely to need to be demolished which would impact on viability Scale of new commercial would be determined by potential occupiers demand Could be conflict between residential and commercial uses if try to deliver a mixed use scheme on the site		Medium
19	North east corner of existing Tesco car park	As part of review of the current market hall look to investigate the potential to make more use of land to the south to expand the market building or to accommodate outdoor markets in higher quality stalls - e.g. semi covered	c18	Depends on willingness of Tesco/owner of the site (based on initial discussion they were not sure whether there is a lease on the site) to allow emerging proposals to use some of the car parking spaces Tesco have said they can quite quickly determine if there is capacity within the existing car park for discussions about releasing part of the site		
20	Corner of Wellington St and Cross St	Currently public realm with scope for development as part of wider investment around the junction	c7 or commercial	Site is currently in private ownership	Private	Long
Hub loop						
5	Existing police station and car park	Residential Development if an alternative location can be identified for GMP. Bespoke building design required. Tight site with limited / nil on site amenity or car parking may be more deliverable linked to site 6	c9	Dependent on identifying an alternative location for Police Station - space in Tesco could be an option Existing building would need to be demolished	MCC	Short/Medium
6	Land adjacent to police station	Potential to combine sites 5 and 6 to create a consolidated site for residential/mixed use	c10	Linked to potential to development site 5	MCC	Short/Medium
B	Existing retail	Development Framework demonstrates that the focus of the centre going forward will be along Garratt Way. Landlords will be informed about the plans for the centre and encourage to invest in their properties in terms of the appearance of the façade or whether the building could be better used for other uses such as residential	-	Difficult for MCC to influence given limited ownership on Hyde Road and no budget for comprehensive acquisition. Need to work with proactive landlords and promote vision for the Centre and encourage them to invest in their properties	Private	Medium/Long

* Indicative capacity based on broad range density assumptions. Feasibility studies required to determine constraints and work up appropriate scheme for the sites

The capacity and potential uses for the other sites in the west and east of the 3 cluster of sites considered above are appended. Delivery of these sites can be broken down into the following:

- Residential sites (1, 2 and 3) - sites clustered around Belle Vue Station and close to residential sites currently under construction. These sites are being pursued by the private sector and do not need the Council to drive forward
- Road side uses (site 4) - there are a number of very long leases on the site and future redevelopment will require the current occupiers to engage with the Council about surrendering their leases.
- Lower priority sites (22- 26) - sites to the east of Wellington Street which, whilst in the ownership of the Council, will have less impact on transforming the Local Centre and should therefore be considered in the longer term

8.3 Priority actions

Aligned to the opportunity sites the following priority actions are identified below:

- **Building upon the existing feasibility work undertaken in respect of the market, options need to be worked up to determine whether the building can be modernised or whether a comprehensive redevelopment scheme is required which takes into account existing building on site 18 and the outdoor market.**

Engagement with existing market stallholders will be critical as part of this. Consideration will also need to be given to the scale of potential new occupiers. This can be undertaken by considering what has happened in other markets that have been transformed.

Consideration will need to be given to internal and external market stalls as well as the aspiration to create more occupiers who will offer F&B including the family market.

The lease for the market comes up in 2023 and therefore this review should be undertaken early in 2023. Consideration must be given as to whether the existing building can it be retained or the optimum option is to create a new modern purpose build hall.

As part of this review consideration needs to be given to the Council's commitment to net zero and whether the existing building can be refurbished to open up the structure and look to expand the F&B offer within and outside

- **Feasibility into relocation of the Manchester Gymnasium Centre - this will require an understanding of the critical requirements (and nice to have) for the Centre and their ability to pay for these.**

Once these requirements are understood an analysis of potential sites and buildings should be undertaken to determine the viability of relocating the Centre (and releasing the current site for residential development).

In parallel options need to be tested for residential development of sites 9-11. This will include assessment of constraints (including ground investigations) to ensure sufficient knowledge is held by the Council to be able to dispose of the site or engage with a developer/RPs to deliver new homes on the site. Consideration needs to be undertaken internally as the Council's aspiration to retain the site in the longer term, dispose of the

site, deliver homes themselves or enter into some form of partnership

- **Review of highways proposals and feasibility work - following on from the initial recommendations of the Development Framework, detailed options testing will be required to determine the priorities of the highway proposals identified (along with associated improvements to public realm, including signage, landscaping and lighting).**

Consideration will also be required in terms of funding from the existing capital programmes and aligning it to wider investment in bus routes, cycling and walking. This work should also consider the potential of creating a new square and car parking – assuming Tesco are willing to consider changes.

- **Engage with RPs with homes in the area in particular One Manchester and others interested in the area to share emerging thinking and to determine if they can work in partnership to unlock the delivery of new homes on sites 9,10 and 11 and potentially other sites.**

8.4 Action plan

The action plan below sets out a series of actions to support the delivery of the Development Framework in the short and medium term and who should be leading on these. In addition to covering off actions to support development of the Opportunity Sites (as considered above), it identifies wider actions related to engagement and enhancing perceptions and neighbourhood management.

Action	Objectives	Description	Lead	Phasing
Market Hall Feasibility Work	Beyond 9-5	This will need to cover testing options for the existing building, a new building and expanding out into sites 18 and 19 Further engagement will also be required with existing occupiers, those in other markets known to be looking for additional stalls and other potential occupiers	MCC	Short Term
Prioritisation of highway proposals	Easily walkable Supporting active travel A more positive and obvious sense of place	The long list of highway proposals identified within the Development Framework will need to be reviewed, tested and consideration of funding sources to determine a programme of investment aligned to public realm	MCC	Short Term
Engagement with the Manchester Gymnasium Centre and feasibility work on options for relocation	Strengthening Gorton's appeal as a neighbourhood of choice	Understanding of the critical requirements for the Centre and their ability to pay for these. Analysis of potential sites and buildings to support relocation Options testing for residential development of sites 9-11. Determination of the delivery route	MCC	Short Term
Engagement with Tesco	Strengthening Gorton's appeal as a neighbourhood of choice	Following initial internal feasibility on future movement strategy, engage with Tesco to determine the scope to use some of their land to support proposals for the centre including investment in the market, creation of new square and changes to vehicular movement.	MCC	Short Term
Engagement with Police	Strengthening Gorton's appeal as a neighbourhood of choice	Relocation to more suitable location – existing/surplus building – and unlock the site (5 and 6) for residential	MCC	Short Term
Engagement with community	Diverse and inclusive	The emerging concept has been shared with the community and it will be critical to ensure that the local community are engaged with as ideas for the centre are refined to support buy in and to create an excitement about the future of the centre. There are a number of existing sounding boards who represent different communities and disabled groups and these should be engaged with	MCC	Short Term
Engagement with local businesses	Strengthening Gorton's appeal as a neighbourhood of choice	A business survey was undertaken as part of this commission but the level of engagement was very low. As the Council makes progress with proposals for Garratt Way further engagement should take place especially with the proactive businesses in the Centre who have a strong profile locally (such as those in the market) to try to establish a business network through the transformation of the centre. In the medium term businesses on Hyde Road could be engaged with to encourage them to paint their shutters/gable ends something that has worked well in a number of other local centres – such as Withington	MCC	Short Term

Action	Objectives	Description	Lead	Phasing
Marketing strategy	Strengthening Gorton's appeal as a neighbourhood of choice A more positive and obvious sense of place	As proposals start to emerge a marketing strategy to raise the profile of the Centre as a place to shop, visit and live. Potential exists to learn lessons from the recent Moston Matters Campaign	MCC	Short Term
Cycling and waling strategy	Easily walkable Supporting active travel	Link to City wider review of Active Travel Plan and review of highways proposals in the Development Framework	MCC	Short Term
Programme of events	Beyond 9-5	As has been successful in other parts of the City consideration should be given to events and meanwhile uses to attract a wider range of visitors to the centre and showcase emerging plans and projects that are being delivered. For example running a 5K run or walk taking in local green spaces starting/ending at the market to support local retailers	MCC	Short Term
Public Realm Strategy	Green people friendly and nature friendly A more positive and obvious sense of place	Aligned to highways improvements consideration needs to be given to a public realm strategy which will consider signage, street treatments and planting	MCC	Medium Term
Engagement with other land-owners	Strengthening Gorton's appeal as a neighbourhood of choice	Once change has started to happen on MCC land, proactive engagement with private land owners and landlords should take place to share the vision and encourage them to consider whether they would be interested in using their assets to unlock wider investment in the Centre	MCC	Medium Term
Engagement with RPs	Creating a neighbourhood of choice Beyond 9-5	As part of its ongoing dialogue with RPs, the Council should share the emerging vision with RPs including those with existing interests in the area such as One Manchester and those considering developing in the area.	MCC	Medium Term

GORTON

DISTRICT CENTRE

