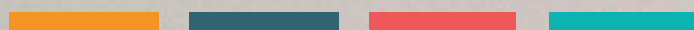




MARKET PLACE AND UNDER- BANKS MASTER PLAN



VISION & CONCEPT PROPOSALS



STOCKPORT
METROPOLITAN BOROUGH COUNCIL

UV006109 -L- Masterplan Report B

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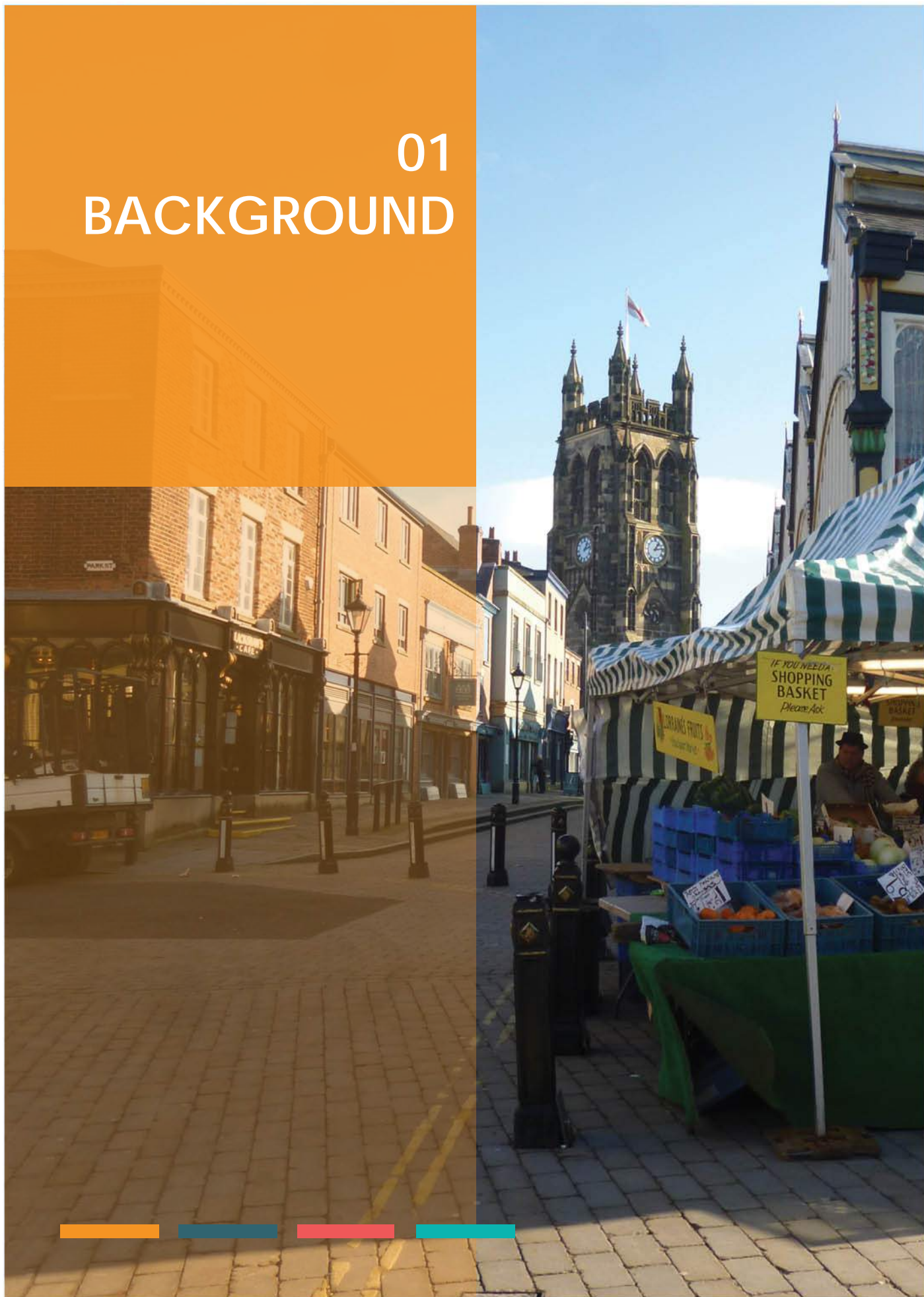
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01 BACKGROUND



Introduction

Urban Vision have been commissioned jointly by Stockport Metropolitan Borough Council and Carillion to undertake an Urban Design master plan and visioning document for the Market Place & Underbanks area in Stockport.

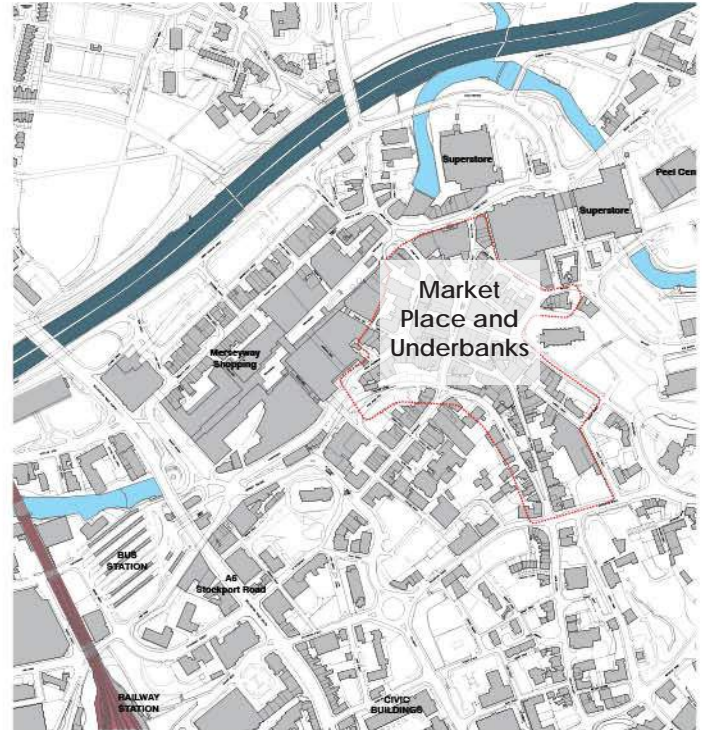
This piece of work aims to visualise the ambitious plans being made for the area. Market Place & Underbanks is key to delivering Stockport's sense of place and has a unique quality and location in relation to Stockport Town Centre.

The document has been prepared with the input of different organisations and groups, but the list is not exhaustive. The document can act as a catalyst and is an organic document which will be further developed upon as schemes develop. It sets out ideas; that like seeds, some will take root, others may not.

The document identifies the general approach and vision for the area with a number of specific and thematic interventions. The brief identified a number of aims and ambitions that should be achieved:

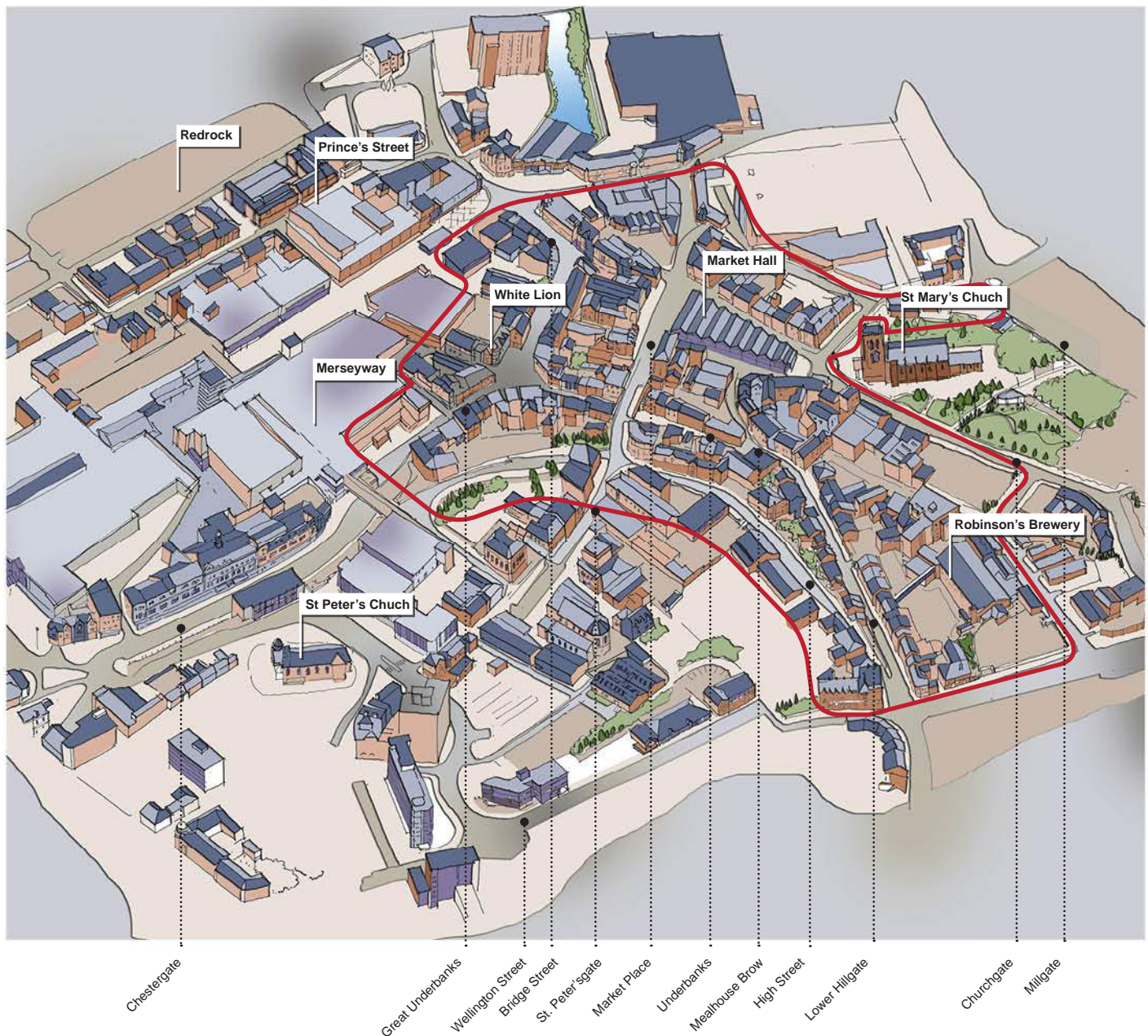
The Aims:

- Create a vibrant retail, cultural and residential destination.
- For the area to be a thriving hub of creatives & independent retail and activity.
- For there to be a critical mass of footfall.
- To create a centre full of rows of bustling ground floor shops and work spaces.
- For activity to be spread throughout the week, throughout the day and into the evening.
- For the Market to become a visitor attraction working with the other tourist attractions to create a destination.
- Where there is a high quality offer; with quality produce, craft and range. Affordable but with the quality to attract visitors from far and wide.
- To encourage investment and opportunity; to support a place that is unique in its environment & heritage.
- To make Market Place & Underbanks the first place people think about when someone says 'Stockport'.



Above: Stockport: The red line boundary for Market Place & Underbanks identified in the original brief. The area has not been considered in isolation as an island and to rectify some problems inside the red line we have had to look at the areas outside.

Stockport Town centre



Market Place and Underbanks is an important part of Stockport town centre. Over the past 15 years it has benefitted from heritage led regeneration initiatives. Town centres are changing with internet retailers and out of town centres creating stiff competition.

There are however moves to reignite interest in the variety found in town centres with the aim to re-establish the footfall and bustling communities that had once existed.

The area also secured Portas Pilot status in 2012, based on a focus on encouraging specialist shops, markets and creative

industries within the historic Market Place and Underbanks area. Now with that money coming to an end it is a great opportunity to take stock before the next stage of growth.

New investment opportunities at Redrock, Exchange and Covent Garden all offer exciting new neighbourhoods all within a 5 minute walking distance from Market Place and Underbanks. Moving forward any successful strategy will look inside the red line at what is going on at a neighbourhood level whilst also reaching out to other areas and projects to create a coherent town centre.

Town centre governance

How will this document relate to other town centre areas

Stockport is currently in the process of revising the way it organises itself to meet the challenge of competing with other neighbours and competitors by coming together and organising en masse.

Vision Stockport is a community interest company designed to provide the platform and mechanism to encourage people to come together to create an exciting safe Stockport. One of the first initiatives is the designation of Stockport as a Business Improvement District (BID). This will allow the town centre

to generate its own income to fund improvements above and beyond those carried out by the council.

Market Place & Underbanks will form its own body within the overall umbrella groups. It can therefore develop the ideas in this document and then exchange ideas with the wider town centre groups and initiatives. Below is an example table showing how all the different groups could eventually come together in a democratic way.

STOCKPORT TOWN CENTRE: PARTNERSHIPS, ASSOCIATIONS, BUSINESS GROUPS (2016 post Redrock and a successful Town Centre BID)

Stockport Town Centre Business & Retail Forum

All businesses, retailers, market traders operating in Stockport Town Centre are automatically members of the forum. The key role is networking and consultation

Stockport Community Interest Company (Vision Stockport)

Vision Stockport champions & promotes the future economic viability & wellbeing, vitality and sustainability of Stockport Town Centre and encourages collaborative partnership working a linked approach to the whole town centre across all stakeholders, includes representatives from the geographic based groups and BID

Town Centre Business Improvement District Company

Covering the BID area of the Town Centre

Merseyway
Shopping
Centre

The Courts
& Warren St
Shopping
complex

Peel Centre

Redrock

Market Place
& Underbanks/
Old Town

Heritage & Character

Market Place & Underbanks full of historic character



Left: The study boundary is the interface between three different Conservation Areas and is brimming with listed and locally listed buildings.

Burgundy Red: *Listed Building.*
Orange: *Locally Listed Building.*

Market Place & Underbanks (MP&U) forms the historic core of Stockport and unlike many other towns in the Northwest, MP&U retains its medieval street structure and many of its historic buildings.

Narrow streets opening out at meeting points, a tight urban grain with relatively small plot sizes, small ginnels (the brows) connecting different streets, the Market building and the Church with a direct relationship and a rich tapestry of historic buildings from different periods over the past 500 years. There is a strong street-scape and building line, the building line dating back long before the earliest map.

It has a very close connection with the neighbouring area around St.Peter'sgate, over the bridge. The two areas have been given the moniker of 'Old Town', whilst both areas are inherently connected by their age, St. Peter'sgate is a 'planned' extension to the town from the Regency period and does have its own character. MP&U has a uniqueness that can be further brought out and reinforced allowing it to reinvent itself once more.

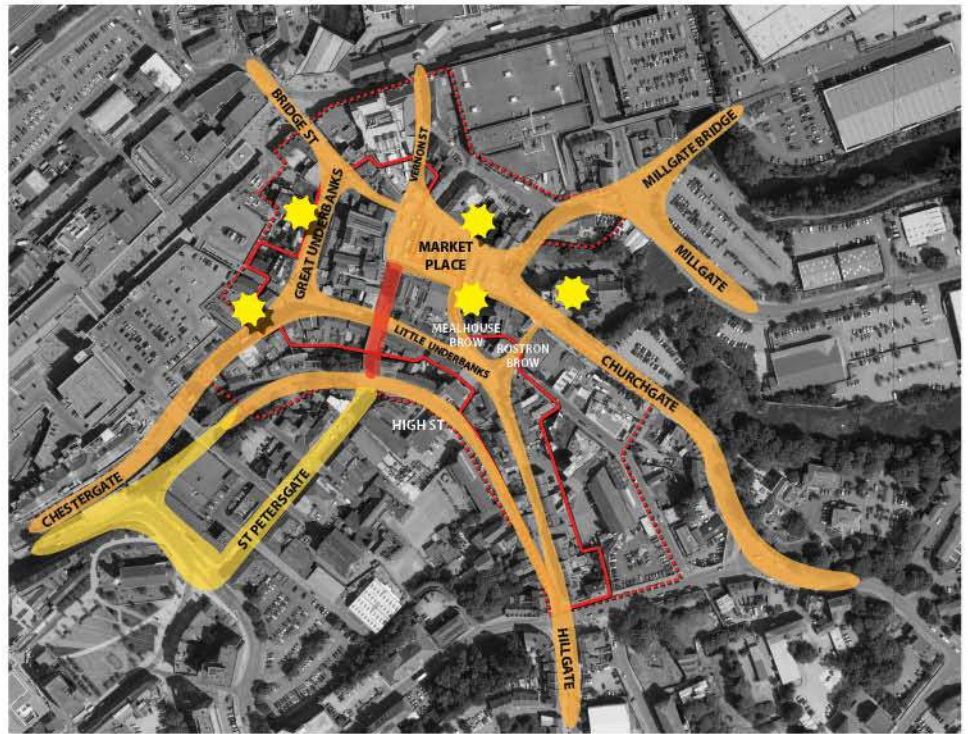
The Medieval 'gate(ways) & Bridge St:

Each approach to the Market Place follows the Medieval route to the area that had once contained the Castle, Market and Church enclosed by a town wall, they all include 'gate' in their names:

1. Chestergate
2. Hillgate
3. Churchgate
4. Millgate
5. (St Peter'sgate - Victorian)

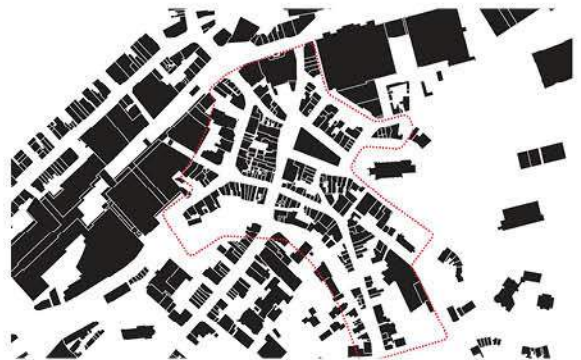
All, but for Bridge Street: Which led to Lancashire Bridge - now in the process of being re-exposed. Only when Market Place is put at the centre do these street names make sense. The gates they refer to are the gates to the old town surrounding the Market Place. These are the literal 'Gateways' and should form the basis of any way finding.

Right: Medieval Stockport. The orange roads show the unchanged medieval street pattern. The yellow stars are surviving medieval buildings. The only change from the medieval street plan in the area is marked in red: It is St Peter'sgate and bridge over Underbanks a late Victorian addition.



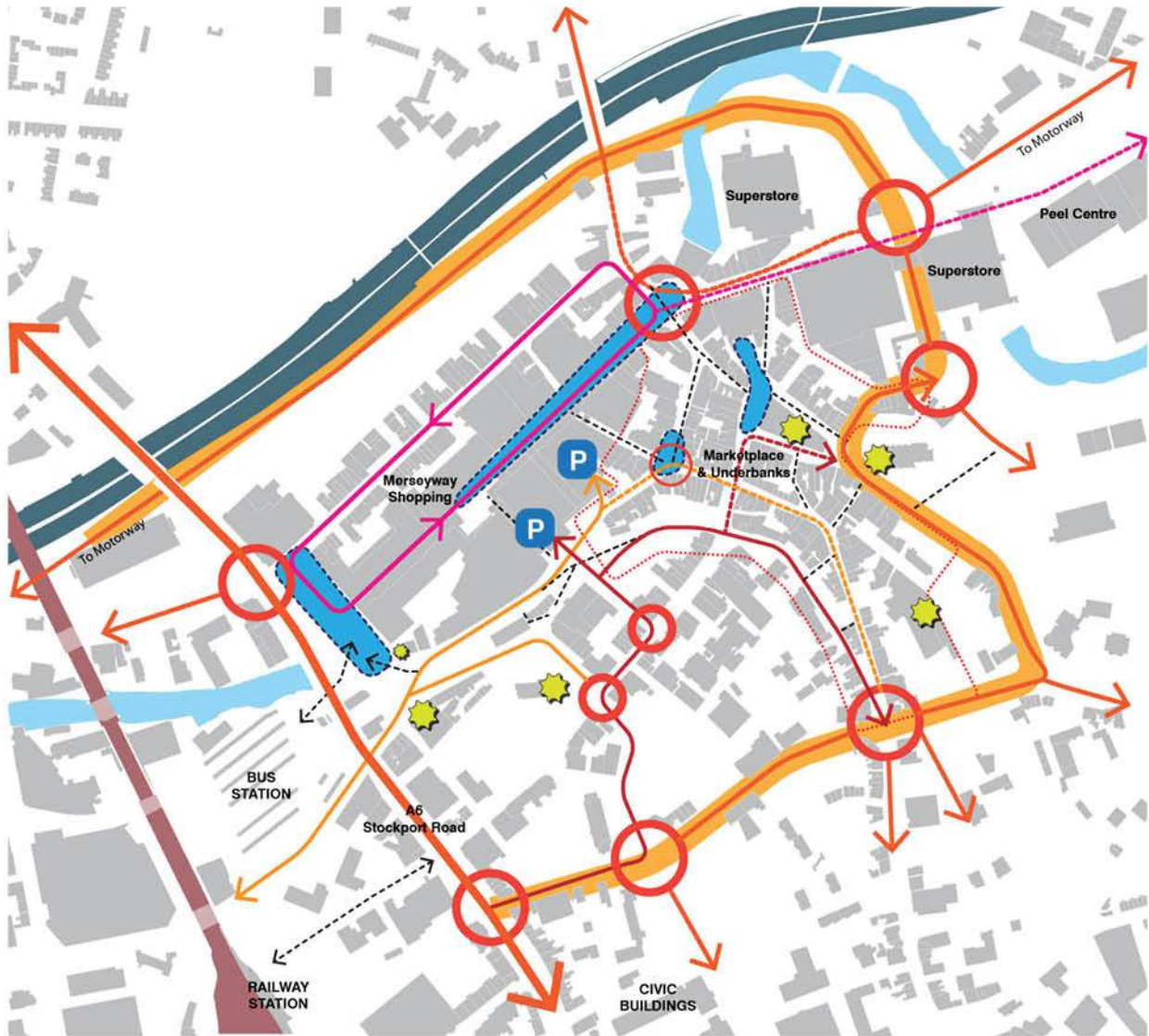
Below: The White Lion Hotel (Victorian), Stacks Restaurant (16th Century), Staircase House (16th Century) Market Hall (Victorian), Underbanks Hall, Great Underbanks (16th Century)

Right: Figureground, the surviving older tight urban grain with small narrow plot size is contrasted with the large units of Merseyway and Peel Centre.



Connections

Moving around and how the different levels impact



Routes and connections

- Stockport has excellent connections to the motorway infrastructure and other local communities. It is along the A6.
- There is a continuous distributor road (marked in light orange) around the whole town centre, it can get people quickly onto the motorway network.
- Pedestrian routes within Stockport are largely restricted to established roads and brows, due to topography and built form.
- There are limited connections between Merseyway and MP&U and Chestergate.
- Stockport is entirely walkable with nearly all destinations being within a 10 minute walk.
- The bus interchange and Rail Station offer a huge potential to reach a greater audience.
- Visitor perceptions are too focused along the Merseyway - Peel Centre connection that creates a pedestrianised high street. Activity is consolidated here.
- Navigation around the centre is often difficult in both cars and on foot.
- Established connections create a focus for any future investment.



Topography

Market Place is located on a peninsular of high ground sitting at a meander of the River Mersey. Underbanks as its name implies takes up a position on the lower ground.

St.Peter'sgate sits on an adjacent peninsular of high ground with Merseyway in the hollow of the old river basin. St.Peter'sgate, Merseyway and Market Place & Underbanks are all separated and defined by their different levels and the areas topography.



Right: The bridge over Underbanks and the view from the Churchgate car park.



A snapshot of some issues

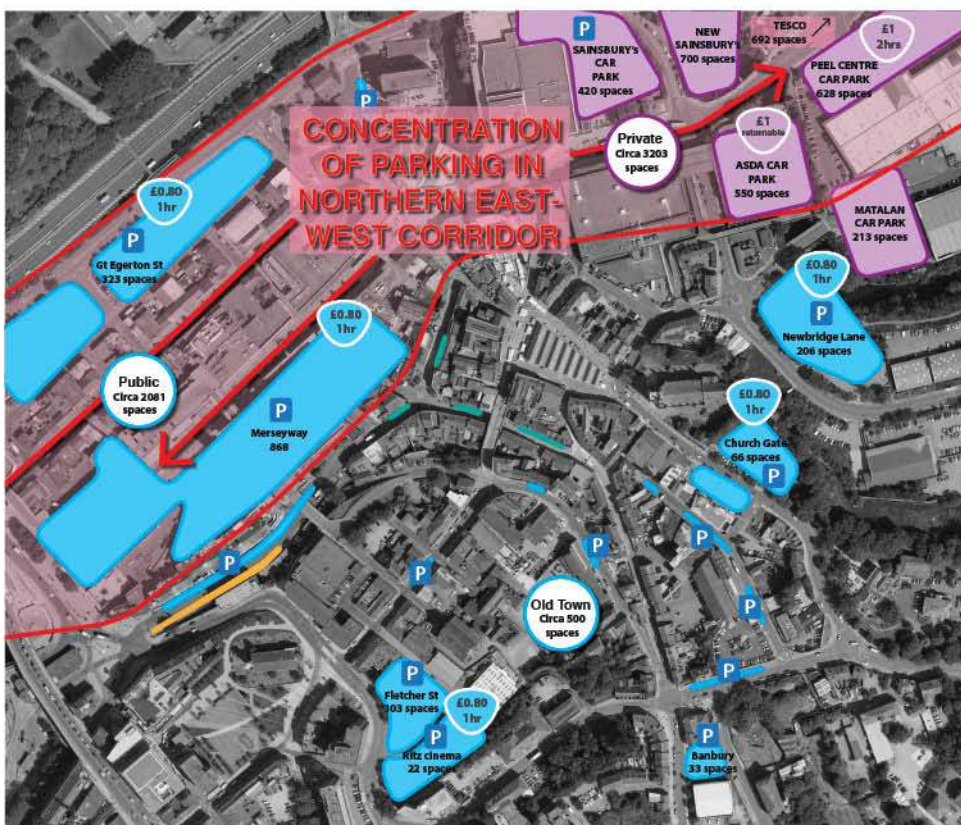


Empty Units

Despite efforts otherwise, there is a considerable number of empty shop units mostly concentrated in two clear areas. (highlighted in the orange circles)

The first is Bridge Street, this is seen as a temporary situation as the site is so connected to Merseyway but may still require minor interventions.

The central cluster area has severe structural issues with a majority of empty units in this area. This cluster is at the heart of the area and is a key node. Without intervention this area would appear to be in a downward spiral.



Parking

There is a huge amount of parking in Stockport, however Market Place & Underbanks is relatively poorly served. The Old Town, excluding the Merseyway car park, has just 500 spaces. However the East-West corridor from Merseyway to Peel Centre contains over 10 times the number with 5000.

With finding a parking space a bit of a gamble in the Old Town it is understandable why people may head to an area where they know that they will be guaranteed a parking space outside Old Town.

Stockport Market

Per week

Open 27.5hrs
+ 7hrs 3/4 Sundays

Tuesday - 9.00am to 4.00pm

Thursday - 9.30am to 3.00pm

Friday, Saturday - 9.00am to 4.30pm



Altrincham Market Hall

Per week

Open 60 hrs
+ 4/4 Sundays special markets

Tues - Sat 10am-10pm



Arndale Market, Manchester

Per week

Open 72hrs
Mon-Sun

Mon-Sat: 8am-6.30am

Sun 11-5pm

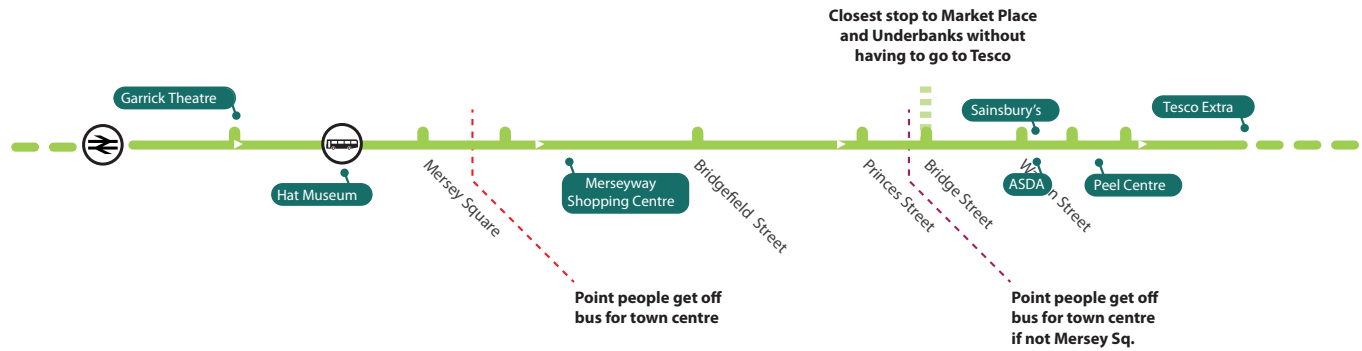


The Market

The market is both the area's greatest asset and one of the main reasons for the areas underuse. The market is open for less than 30 hours a week where other markets are open for double that length of time.

When the market is open there are people milling around and it still acts as an attraction. When it is closed the area resembles a ghost town meaning that important secondary spend is not secured for surrounding shops.

As markets in surrounding areas become more competitive it is essential that the quality of the market is the highest it can be. There is room for improvement here.



Metroshuttle

The free metroshuttle bus loops around the whole town centre and enters Market Place & Underbanks along Little Underbanks. Whilst there are obvious advantages and for some shoppers it will be an essential element in terms of accessibility there are some major issues with the bus running through the centre:

- The bus dominates the narrow medieval street - it is intimidating for people walking in the street and also limits possibilities for shops and cafes to spill out into the street.
- The buses damage the cobbled surfacing with the heavy wear.
- The speed of the buses, the noise from the rumbling on the cobbles and the space taken up in the street all create a negative impression, particularly along Little Underbank and Lower Hillgate.
- Market Place & Underbanks has a relatively low priority in the routing of the bus; for instance if someone got on the bus at the interchange they are first taken to Merseyway,

then on to Tesco before looping back around into Churchgate and back into Underbanks.

The presence of the bus makes the street less attractive to walk along, the spaces are less shared space and are very much weighted in favour of the movement of the bus when it is there.

Despite the presence of the bus stops, Little Underbanks suffers the highest rates of empty shop units in the area. This is not a correlation; the bus is not causing the empty units but clearly the help that the bus provides is limited.

Without the bus there is a thought that more space would be available to walk in, pavements could be used to spill out into. The bus would still get people into the edges of the area but it would no longer run right through the heart.



Green Infrastructure

Within Market Place & Underbanks there are no street trees, except for some on Churchgate, and no dedicated green spaces (Although the space around St. Peter's is close by). Currently the only green space to be found is the area around the church, in the graveyard.

There are some opportunities to intervene and put trees into the streetscape. But the narrow streets, underground services, access requirements and the fact that the streets are often in shade as well as the need to keep Market Place free from interruptions to allow events all limit the ability to implement an effective tree planting strategy.



Little Underbank: hard & narrow streets, underground services, shade and limited space prevents easy interventions to create green spaces. It is therefore necessary to come up with creative responses to the problem. Often looking vertically for the solution.

Summary of Assets

Market Place & Underbanks has some great assets that, if made the most of, could create a strong destination and an attractive pull for visitors:

- Rich historic character with some great quality architecture.
- A medieval streetscape and street plan, with a strong urban grain.
- Compact and Walkable.
- A fantastic market building at the centre of the neighbourhood. A long established history as a market town.
- Excellent Public Transport Connections: Close to the railway station and bus interchange.
- Existing connections with busy neighbouring retail areas.
- Adjacent to the major residential development of Covent Garden.
- Established uses with some key independent gems. Just lacking a critical mass.
- It has a number of tourist attractions that would benefit from further promotion.
- Fantastic links to the M60 and local communities. Diverse range of audiences who use and access the town centre.
- There is a local desire to implement change.
- There is a local team of people committed to promote the development of the area.

Market Place & Underbanks is an area where it can often be heard said “I didn’t know this was here” and one of the biggest potential assets, it is a sort of latent asset, is that it remains a sort of forgotten place awaiting rediscovery.

It is a place with an underlying quality in its individual heritage, character and buildings that people can take to their hearts. With the right interventions it could be a place that, once rediscovered, people understand and want to be a part of, where they spend their time and money wandering about and most importantly want to come back.

02 APPROACH AND VISION

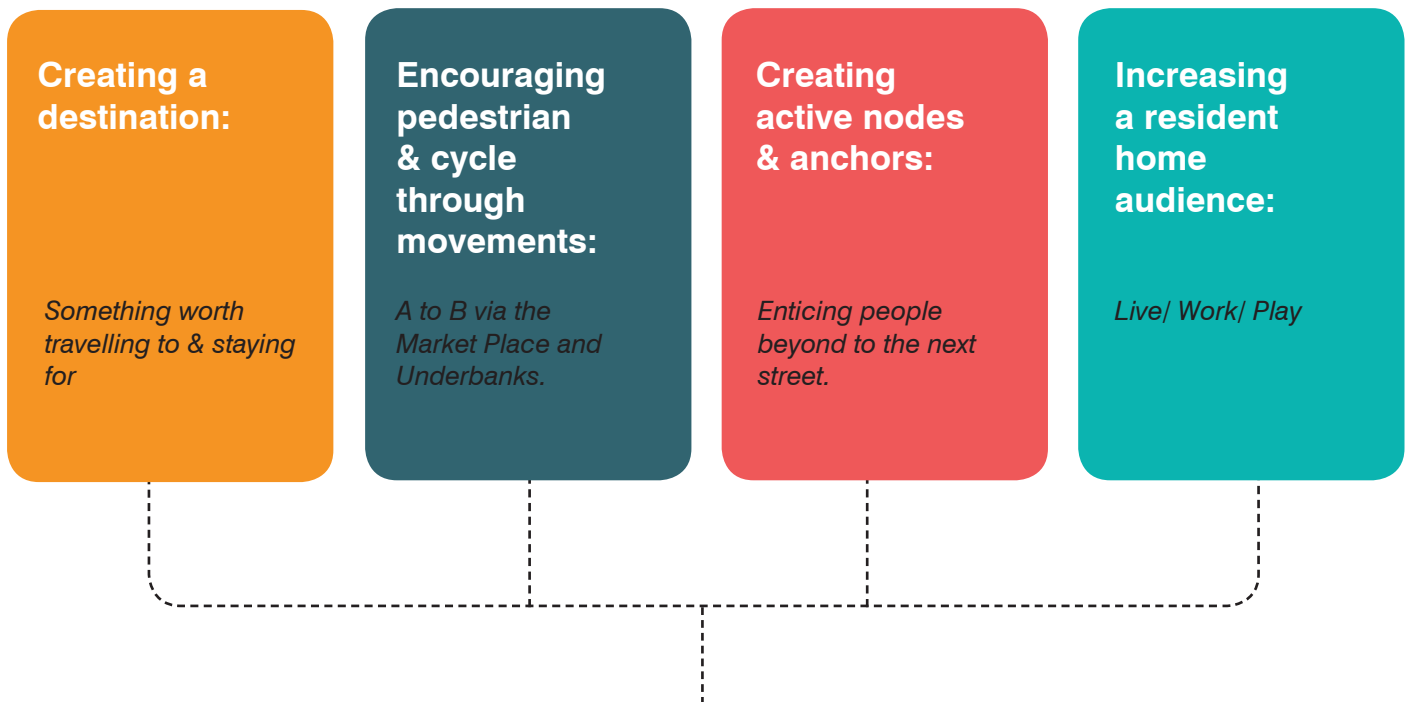


4 principles into 1 vision

What are people signing up to

There are no magic bullets to create a successful town centre destination. Instead it will require a number of projects both in terms of infrastructure and supporting services. Each project needs to support 1 or more of the following 4 principles. If each principle can be addressed over time then the result will be a vibrant town centre.

A critical mass of uses, activities and people:

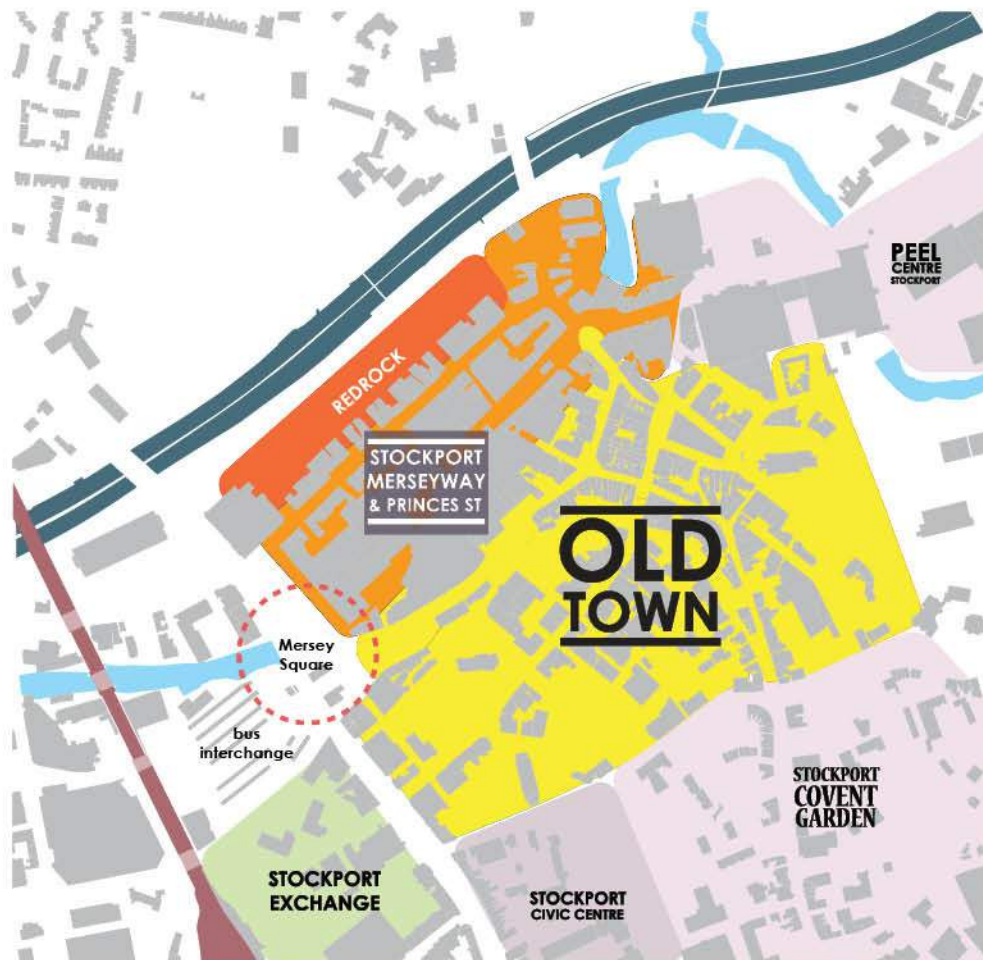


- Open for business 7 days a week - 24/7 online.
- Your first and last port of call when visiting Stockport.
- A place where you can find unique clothes, food, furniture and experiences.
- A place to bring your family and friends for a day out, meet for a coffee or catch up over dinner.
- An active day time & an exiting night time.
- A place that's convenient to get to, easy to find, quick to find what you want but also a place where you will lose track of time when you're there.
- A place that people are proud of, combining 900 years of history with cutting edge style and attitude.
- The place that people think about when they say Stockport.

Character Areas

Starting at the right scale: Building on foundations

Portas Pilot area projected against other character areas



Old Town is too large a scale & too complex over different levels for easy navigation

The Old Town is the name given to the area covering the Portas Pilot Project Delivery Group (PPPDG). It brings together the area that sits outside of the Merseyway and focus' on reinvention of the traditional town centre.

It covers a large area of town and by necessity of the description of 'Old Town', binds Market Place & Underbanks (the Medieval focus) with St.Peter'sgate (the Victorian focus). Each area has a distinct heart and character, and its own interest and history. Old Town is a useful scale to organise a management team and deliver effective marketing campaigns but at a practical, physical level it is too complex an environment to be seen as a single entity.

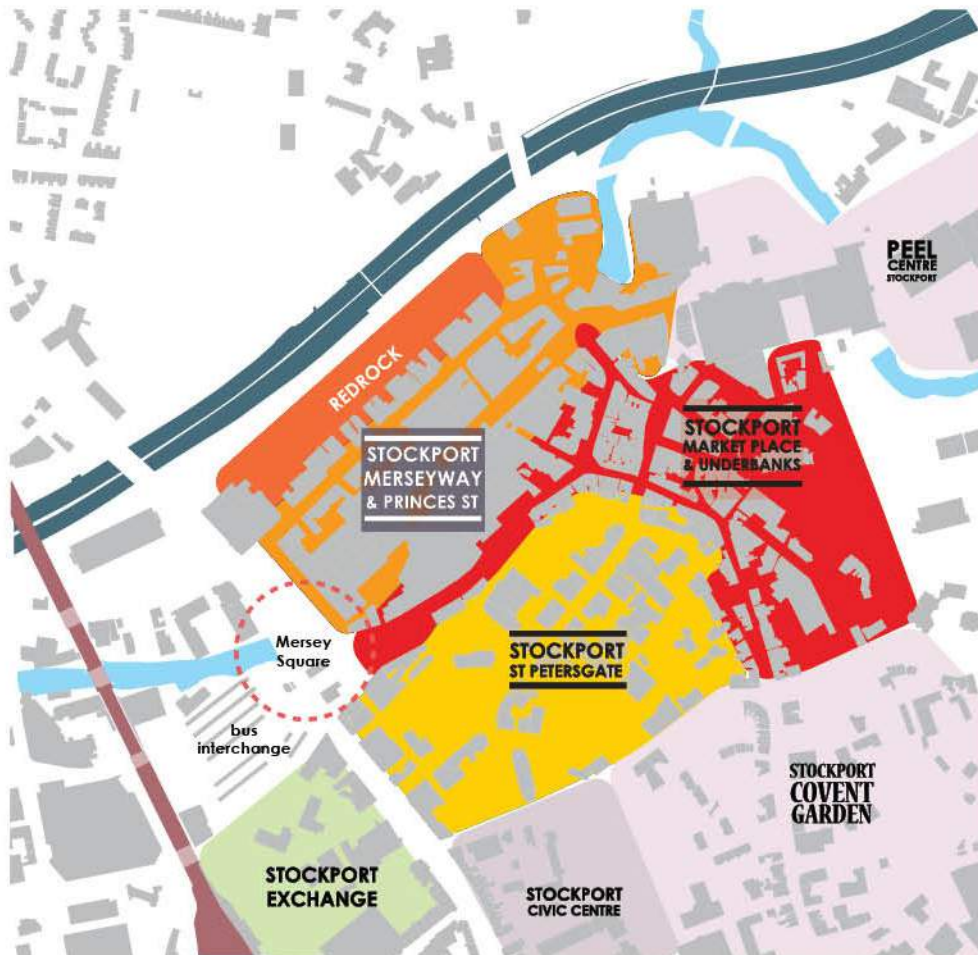


The Town Team have developed a strong brand but it is too large an area for way-finding.

Market Place & Underbanks

Separating Old Town into recognisable neighbourhoods

The right scale: A scale that responds to character, history and topography.



Character Areas establish how things are approached in terms of everything from signage to surface materials. Currently the area identified as Market Place & Underbanks stops at Chestergate. We suggest that Market Place and Underbanks represents the Medieval town and street plan.

Bridge Street, Millgate, Churchgate, lower Hillgate and Chestergate would all be brought into the character area.

Neighbouring the Market Place high ground 'peninsula' and separated by the lower level Underbanks is St. Peter'sgate; the Victorian town centre. With the Public space surrounding St Peter's and the edge defined by the topography at Chestergate, it forms its own identifiable Character area.

The lower level Merseyway is definable by its built form and the location of the car park.

Further consultation may define further divisions in the rest of the town centre but in the sense of the Old Town-it is split into Medieval and Victorian and separated by the topography (Underbanks). A crude comparison would be the city of Edinburgh with its old and new town's.

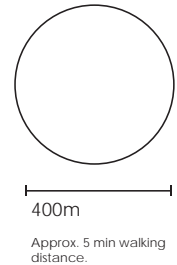
Market Place and Underbanks would be a visitor draw with it forming the focus of tourist attractions such as Staircase House, the Market, Robinson's Brewery tour, Town Gaol, St. Mary's Church and with the new extended boundary the Stockport Air Raid Shelters.

Choosing the ideal neighbourhood size

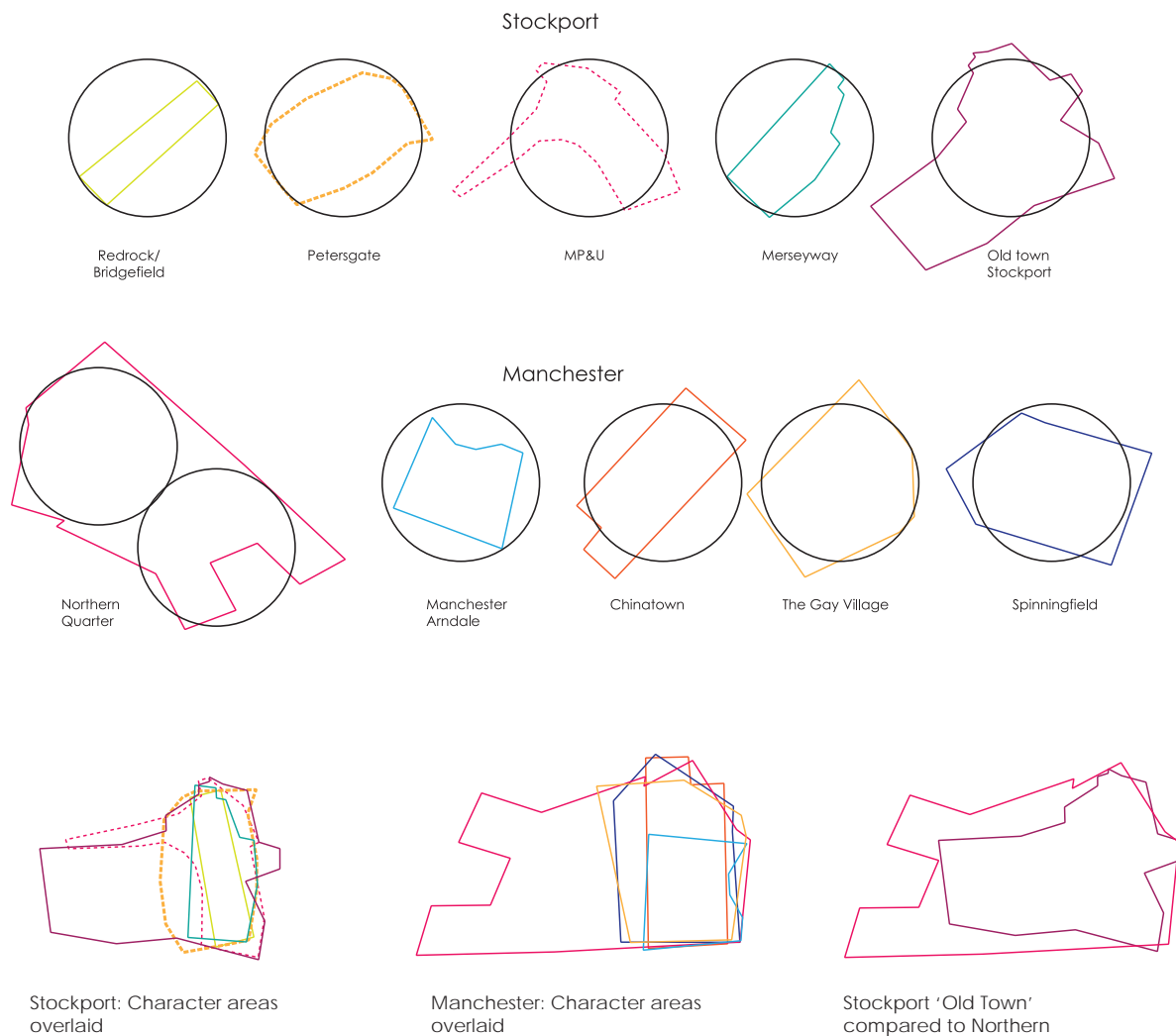
Comparative sizes of different neighbourhoods

Neighbourhoods act like villages in towns and cities and are usually a couple of blocks big, they are usually small distinct communities. For a walkable neighbourhood it is usual to think in terms of a 5 minute distance or 400m. It is a scale that is human and identifiable. As seen in the diagram: Some of Manchester's most recognisable neighbourhoods conform to the basis of 5 minutes across. Where they don't, and the area is larger, people's mental maps usually subdivide the space into smaller units.

Whilst Stockport's Old Town is much larger than the 5 minute radius. As if by design, when the Old Town is split into two using the topography; MP&U and St Peter'sgate both divide into 5 minute communities. It feels natural that these two neighbourhoods are at the right scale.



5 minute walking distance, approximately 400m.



The Northern Quarter includes the whole area from Shudehill to Picadilly Station.

Continuing Old Town: *A discussion around brand*

How Stockport presents itself in the future will be decided by conversation with the people of Stockport. The Old Town brand has been a success. It has helped change perceptions of the area and has business buy in particularly Robinson's who produced an Old Town Ale.

We feel that the Old Town brand should continue to be used to promote the area and that St.Peter'sgate continue to be included, not only because it has 'gate' in its name but because the two neighbourhoods work best together. The broad nature of 'Old Town' allows it to have a much wider remit not fixed by historic boundaries or topography, in essence it could be considered more an attitude to place, promoting renaissance, than a defined place.

At a neighbourhood level we suggest that 'St.Peter'sgate' and 'Market Place & Underbanks' are treated separately and have their own neighbourhood brands to aid navigation. It would standardise signage content, provide continuity in literature and advertising and define community edges. We have used the historic names for the area not only because that is what they have always been called but also as a neat summary of what can be found in those areas. This of course is a recommendation and there may be other reasons for choosing other neighbourhood titles.



- For Marketing
- Broader area
- Inclusive
- Aim is to shift perception

Navigation branding

- For Navigation
- Define neighbourhoods



St Peter'sgate: *St Peter's Church and the Cobden statue form the elements of the logo.*



Market Place & Underbanks: *Here St Mary's Church, the bridge at Underbanks and the Market Hall highlight the area.*



Market Place & Underbanks *As a Tourist Destination*

There are a number of attractions in the area that together could make it a day out.

They are:

- Market & Market Place
- Staircase house & Museum
- Air Raid Shelters
- Robinson's Brewery Tour
- St Mary's Church
- Town Gaol
- Medieval Stockport

The attractions currently have some organisation as a group offering but linked intrinsically together with the Market Place & Underbanks offer it really starts to work as a combined offer. A day out.

The Hat Museum is peripheral but again could be included at the 'Old Town' level.

How the 4 principles combine

The approach to the masterplan



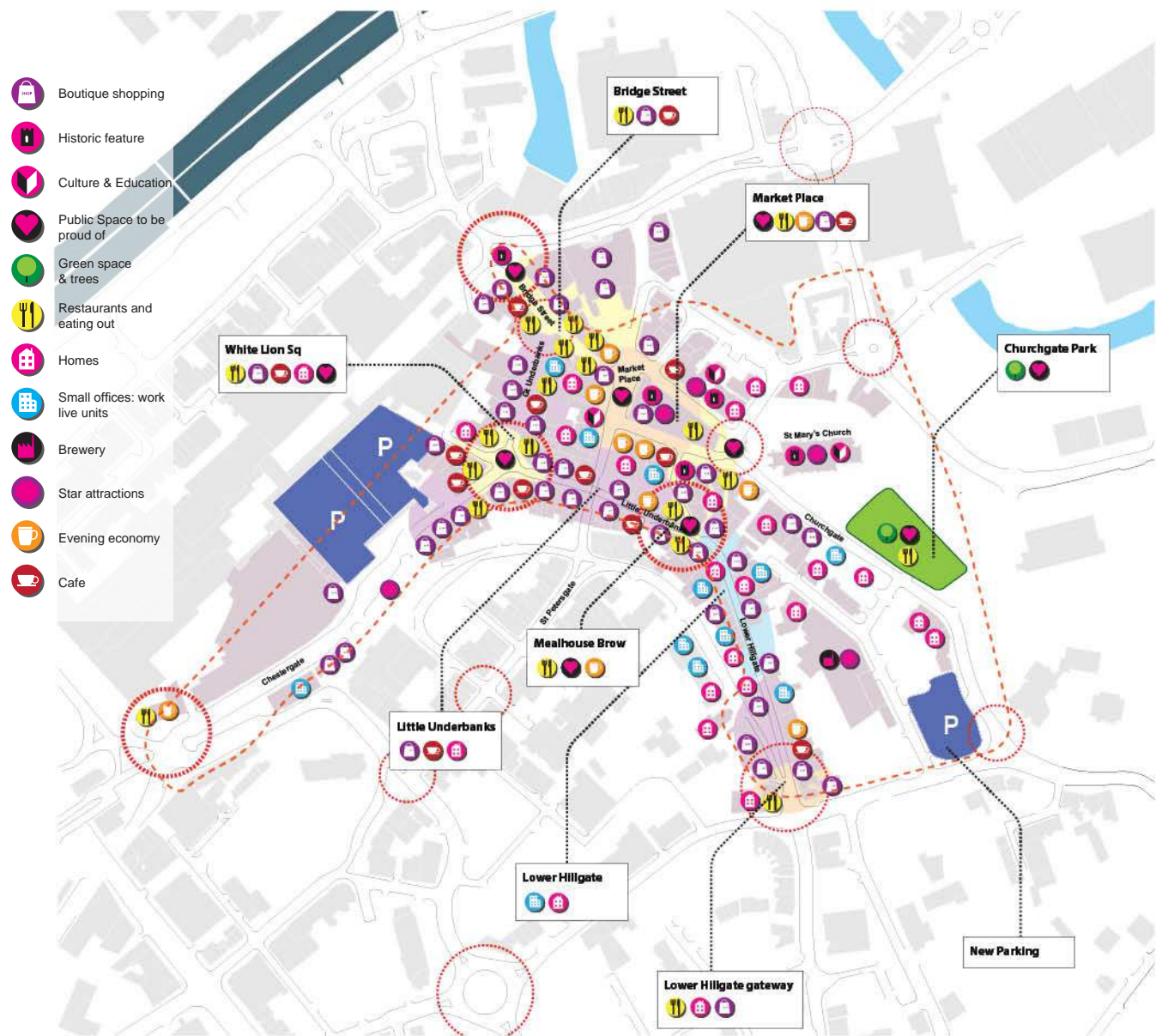
Encouraging pedestrian & cycle through movements

Creating active nodes & anchors

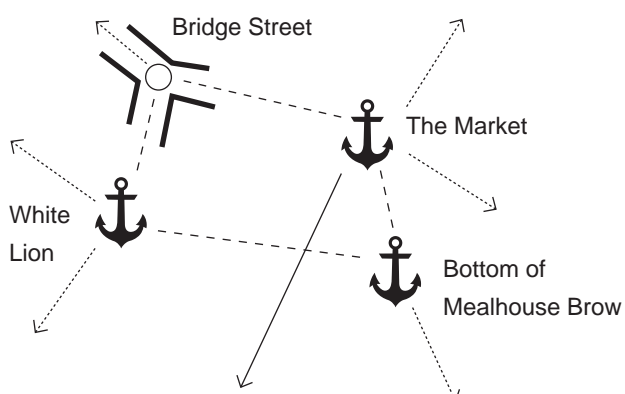
Creating a destination

Increasing a resident home audience

A mix of uses distributed throughout the town



Anchors at key nodes



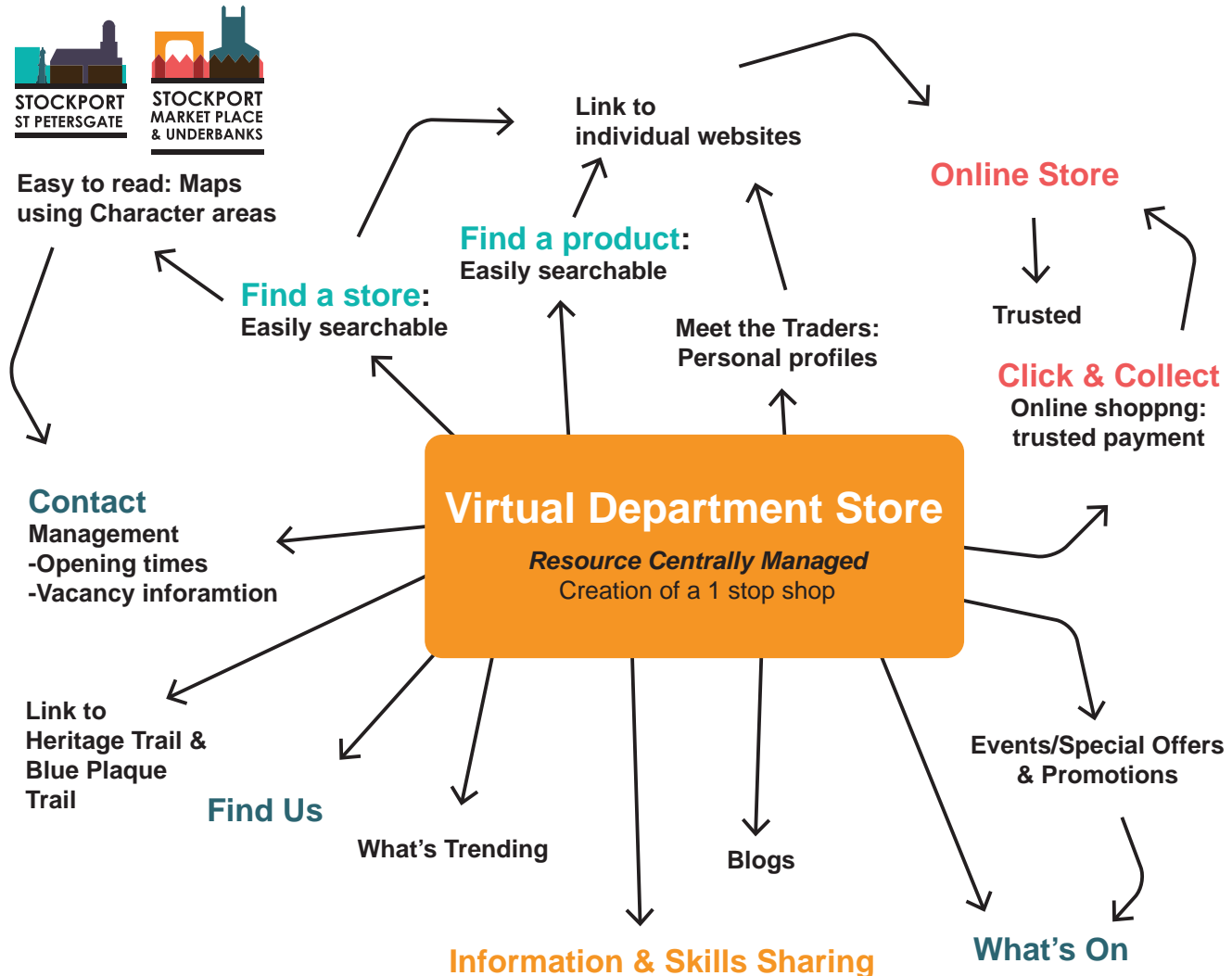
Mixed uses bookended by Anchor uses

The intention is to pepper pot the different uses throughout the area whilst creating broader clusters of activity and use moving about the centre throughout the day. There will be a number of uses which will cluster together, such as food and drink onto Market Place, but generally each space will offer a degree of diversity in range and choice.

Central to it all is the creation of anchor points at key activity nodes. These will be highly unique spaces that attract people to the area. They act as book ends to Underbanks and other connecting spaces.

Virtual Stockport: Department Store

Seeing the Old Town as a single entity physically and virtually



What if Stockport Old Town operated like a Department Store?

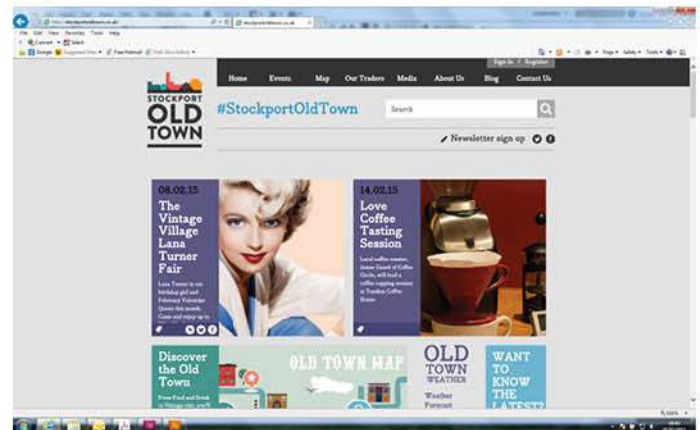
What if you could log into Stockport Old Town online, search for a product on their website, find a shop where it is sold, meet the shop owner, choose to click & collect in the online store and drop into Market Place and Underbanks to pick it up. Whilst there, you may get something to eat or meet friends.

This of course is all possible with current technology and in fact the current website is halfway there. Shops in Market Place and Underbanks are not just competing amongst themselves, but in a global market place. It needs a strong single identity.

Perhaps Stockport with its clear boundaries could be well suited to this sort of organisation. The Old Town which can be further split into two clear character areas is easily defined. The different topography and built forms means there is an edge and a start and finish.

An online identity and presence for the whole town gives something for traders to buy into. It removes a certain degree of marketing cost that would have been required should the trader try to replicate the massed presence on their own. It is: a community, a single port of call, a resource to share expertise and opportunities, an extra point of sale, Stockport Council lending a trusted aura of regulation & authority: it is a Virtual Department store.

Right: The existing Stockport Old Town website for the the Portas Pilot Project Delivery Group (PPPDG) It already has many of the ingredients that could be adapted to turn the website into the virtual department store concept.



Above: not everything about the virtual department store has to be on the internet. Some things like bags could be a physical tool to promote a group identity.



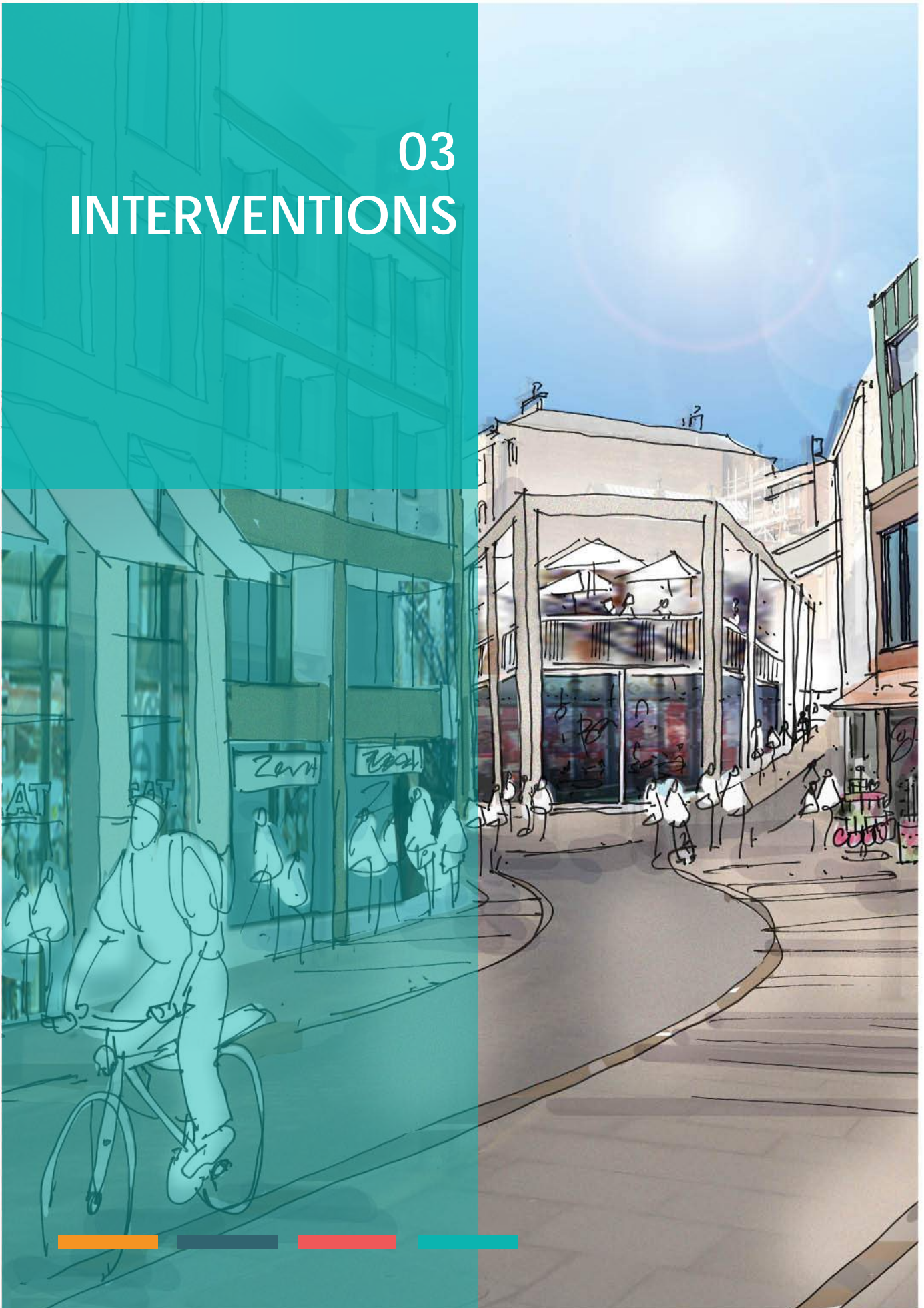
Right: The website for Torvehallerne KBH, Copenhagen Market, the market map is enriched by little details and forms a portal for all the stalls in the market.

The independent nature of the stalls is promoted by the individual portraits of the owners, it helps to reinforce a sense of community.

Where the stalls are empty the management information is available to them there and people can then clearly see how they too could get involved.

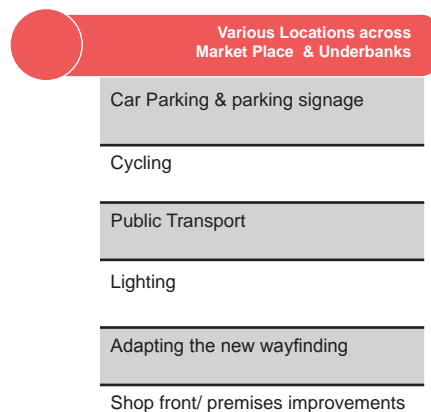
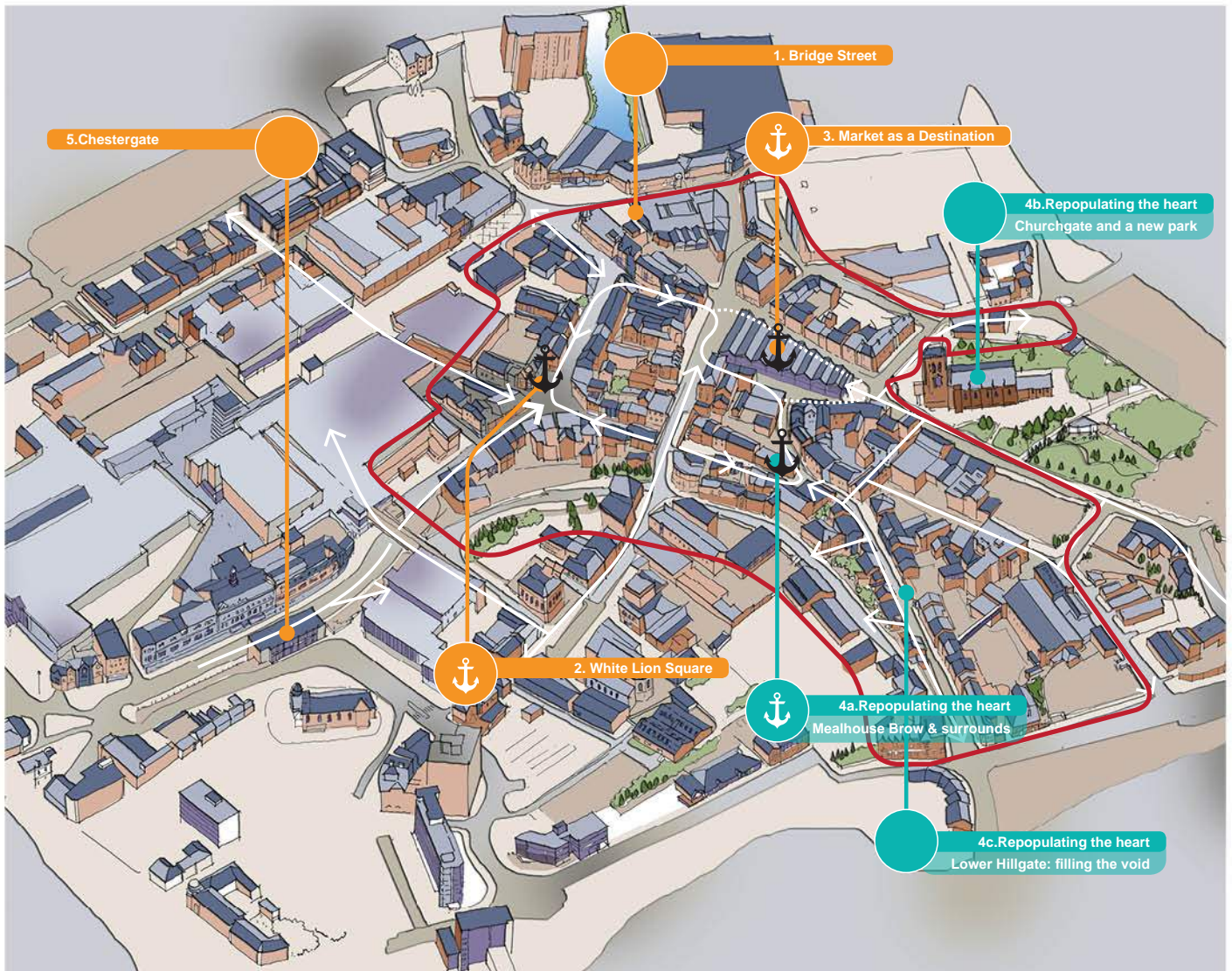


03 INTERVENTIONS



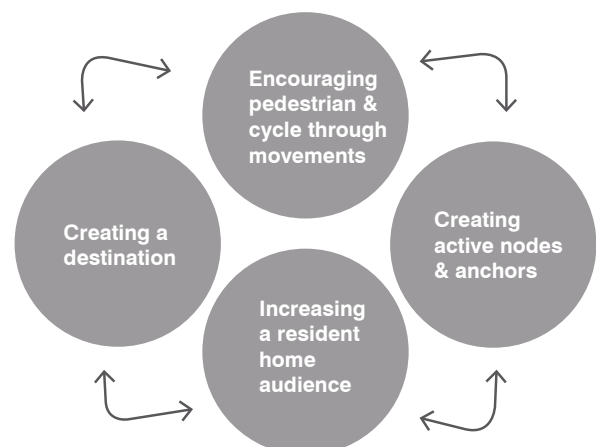
The different interventions

How the document is organised



 **New Main Anchors to increase footfall**

4 principles combined:



Project No.	Project title	Brief Description	Land Owner	Page No.
1	Bridge Street	Encourage an active street edge; opening up uses into the street.	Various private/Council	30
2	White Lion Square	To create an active and inviting square adjacent to the former White Lion pub. An inviting centrepiece to visitors of the town.	Private/Council	31
3	Market as a Destination	Promote the market as a regional attraction, with longer opening hours and an increased offer. This will be the areas key anchor point.	Council	34
4a	Repopulating the heart: Mealhouse Brow & surrounds	Create a unique offer to Stockport Town Centre. Potential to create a building with a high quality open space on its upper level.	Private	37
4b	Repopulating the heart: Churchgate and a new park	To reorganise car parking around Churchgate exploring the potential to create a new multi-storey car park which could free up the existing car park for a new green space.	Various private/Council	40
4c	Repopulating the heart: Lower Hillgate: filling the void	To provide exciting new live/work opportunities along Hillgate. Consolidate voids to create opportunities for a high quality infill development.	Various private/Council	43
5	Chestergate	Create a street that encourages walking and cycling and acts as an entrance to the neighbourhood.	Council	45
	Car Parking & parking signage	Potential to re-organise parking in the area, promoting the concept of using the top deck of the car park as the 'Peter'sgate' car park. Other ideas included in the area.	Council/ private	46
	Cycling	Introduce cycling in the area, promoting NCN 62 through Chestergate.	Council	52
	Public Transport	Review the route of the free bus whilst improving access to and from bus stops.	Council/TfGM	53
	Lighting	Introduce a lighting scheme that highlights and promotes the physical assets in the area.	Council	54
	Adapting the new wayfinding	To build on the new wayfinding system in the town centre. Adapting locations, introducing character content reinstating street nameplates throughout the town.	Council	56
	Shop front/ premises improvements	Looking at an approach for improving whole blocks of shops. Looking beyond shop fronts to create a coherent streetscene and life above the shop.	Various private	60
Project Matrix: For all projects				62

1. Bridge Street

The original connection to Market Place

OPTION TITLE		OUTPUTS		
Open up shop fronts to Bridge Street		FLOOR SPACE CREATED	RESIDENTIAL n/a	OWNERSHIP Various owners
OPTION NO.	BRIEF DESCRIPTION		RETAIL/LEISURE ✓	OUTCOMES
1/001	Create more active street frontage to Bridge Street by opening up gaps in architectural detailing.		OFFICE/COMMERCIAL n/a	<ul style="list-style-type: none"> More variety and interest on the street: Improved streetscene. Create Design code for existing units.
OPTION TITLE		OUTPUTS		
Improve links to Lancashire Bridge		FLOOR SPACE CREATED	RESIDENTIAL n/a	OWNERSHIP Stockport Council
OPTION NO.	BRIEF DESCRIPTION		RETAIL/LEISURE ✓	OUTCOMES
1/002	Include Lancashire Bridge in MP&U area, create events to celebrate association. Reorientate any redesign to market.		OFFICE/COMMERCIAL n/a	<ul style="list-style-type: none"> Greater association and links to the area's heritage, encouraging the connections between different areas.

With the re opening of the Mersey and Lancashire Bridge there is the potential to capitalise on the prominence and heritage connections for Bridge Street's role in the development of Stockport. This area forms a natural gateway to the town. The Laura Ashley store and former Bank fashion are important shop fronts. It should be a priority to find tenants for any empty units in this location.

Further towards Market Place there are opportunities to work within architectural building detail and 'open' up the fronts of buildings to allow retailers to fully engage and display their stock. Active frontages and hustle and bustle in this location is key to publicising activity and attracting footfall from the main shopping areas to entice shoppers up the hill.

Buildings that are currently closed up now opened up to provide active frontages, spilling into the street.



2. White Lion Square



A square to spend time in



Buildings that are currently closed up now opened up to provide active frontages, spilling into the street.

The White Lion is positioned in one of the most prominent locations in the town centre. It is highly decorative and forms a prominent and important heritage landmark.

The pub is now derelict and the sheer size of the building and the required maintenance/updgrade makes the buildings re-use difficult.

It is suggested that the building is bought and for it to become an anchor project, returning the pub to some of its former glory and securing this prominent landmark.

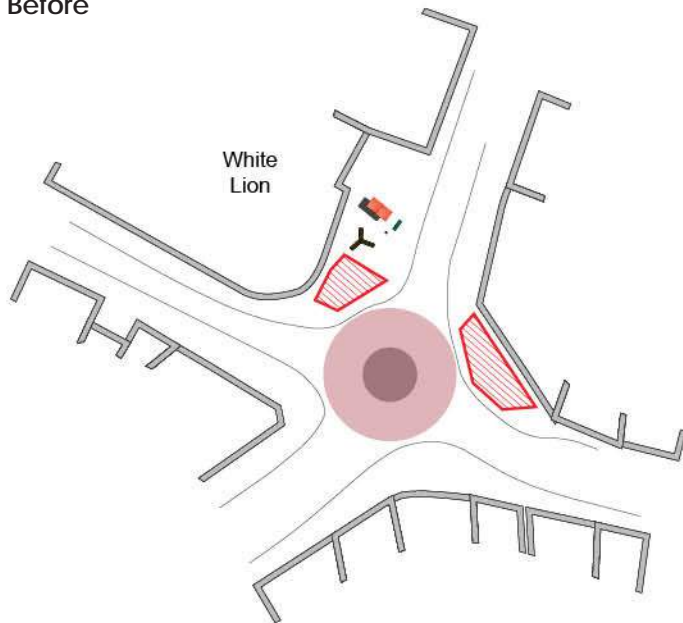
The proposal would involve the ground floor use being modernised to create a complete breakfast until bedtime offer. The upper stories could be used for residential development with links into the nearest section of the car park.

Outside, the roundabout can be re-orientated to provide a new square to promote the leisure uses spilling onto the pavement on its sunniest side. Although access can be maintained the space is now for people. It is a choice space and will connect through to Redrock.

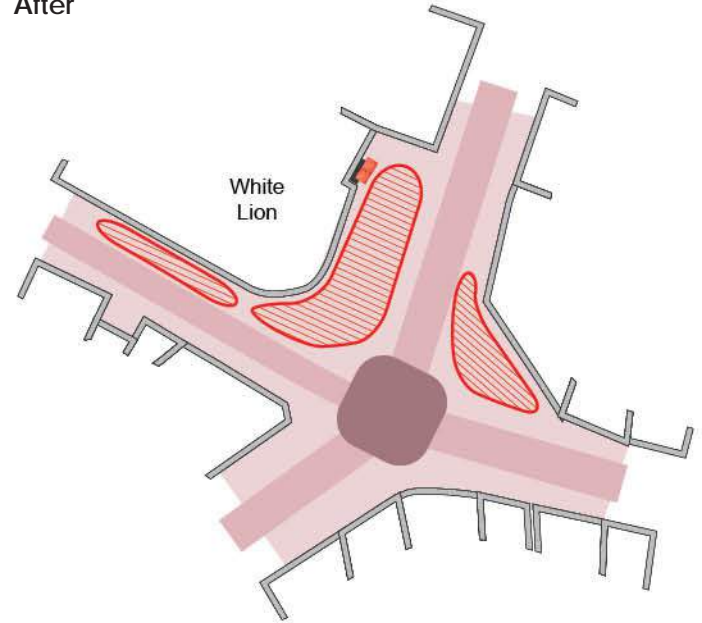
OPTION TITLE		OUTPUTS		
Create new public square at cross roads		FLOOR SPACE CREATED	RESIDENTIAL	OWNERSHIP Stockport Council
OPTION NO.	BRIEF DESCRIPTION		RETAIL/LEISURE ✓	OUTCOMES
2/001	Re-organise square around Former White Lion pub to create outdoor dining spaces		OFFICE/COMMERCIAL	<ul style="list-style-type: none"> New central destination in Underbanks. Anchor site created. Heritage assets given viable future.
OPTION TITLE		OUTPUTS		
Refurbish and reuse White Lion Pub		FLOOR SPACE CREATED	RESIDENTIAL ✓	OWNERSHIP Stockport Council to purchase
OPTION NO.	BRIEF DESCRIPTION		RETAIL/LEISURE ✓	OUTCOMES
2/002	Create an active ground floor leisure use with residential uses above. Create link to car park for residential units.		OFFICE/COMMERCIAL	<ul style="list-style-type: none"> Creation of new anchor use. Heritage asset secured. Create high quality residential units linked to reserved spaces in car park.

Below: Removing the roundabout and moving the street furniture to the side creates a lot more usable space in the square.

Before



After



Whilst the street is finished to a relatively high standard with a cobbled surface the design itself dedicates a large area to highway. Although very few vehicles use the area the street seems focused on vehicle movement. This effect is increased when the bus moves quickly through the space.

With full access maintained for deliveries the street retains the function but by returning it to a cross-roads style design more space is dedicated to the pedestrian and leisure. Ultimately all deliniation could be removed in further design stages and a true shared surface could be implemented. This would change the focus to create one single space and a stoppng off point and link to Redrock.

One of the main issues with amending the square is that the phone boxes are both listed structures that are protected. This will require careful co-ordination with the ultimate aim being to gain listed building consent to move the structures to the edge of the square. The green box also contains services which will prove a significant cost should it be moved. Both elements have an element of the unknown and require further detailed work to progress.

Right: The sunniest corner of the square adjacent to the former White Lion contains a Bin, Utility box, 2 listed Phone boxes, Bench, Fingerpost and street signage. It is a large space but is dominated by the furniture. The phone boxes segregate the existing area into two. Unfortunately this means that the spaces are much underused.





3. The market as a destination



A regional attraction and a foodie destination

Stockport Market has been in this location for 750 years. When the market is closed the area is near deserted with minimal footfall. When open there is purpose to the area and its surrounding shops. A glimpse of a possible future direction is foodie Fridays that offer, as do other neighbouring market towns, exciting and quality dining experiences.

The market needs to be a regional draw, it needs to be known as a destination worthy of travelling too. It needs to be open longer and become more visible. The building is an amazing asset, but flexible glass walls could allow people to see in and experience the buzz. On a hot day they could be pulled back to provide a continuous inside/outside space. When the cold wind is blowing they would be shut creating a warm refuge.

If internal spaces were re-organised and made more flexible; Sunday markets, concerts and events could make use of the space in a way that would increase the capacity and the potential audience.

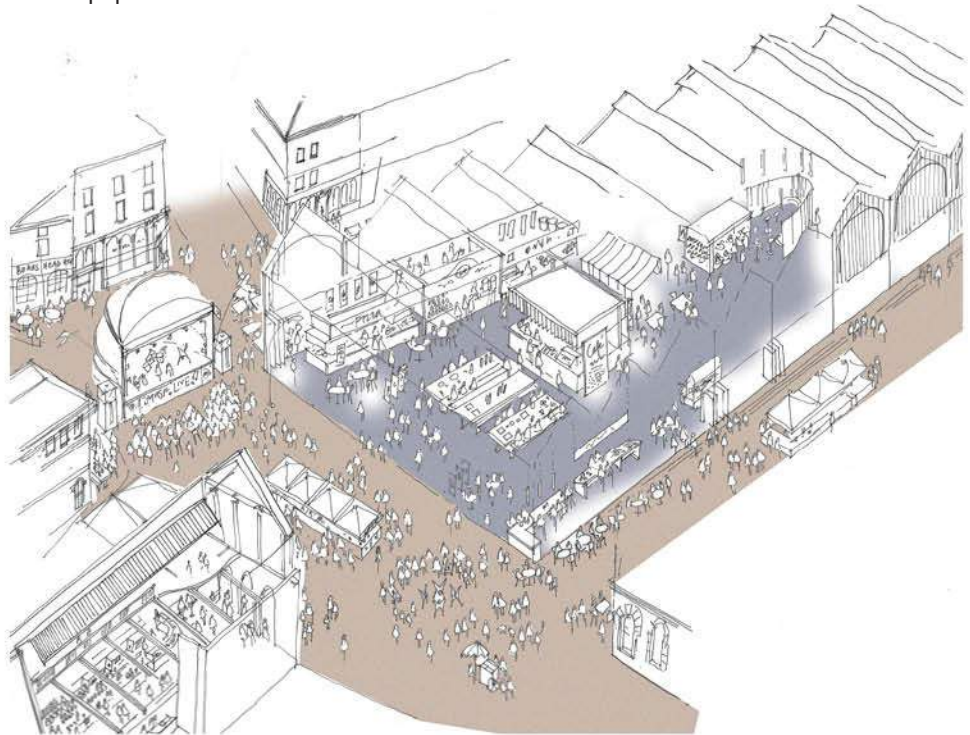
A more permanent part of the market could be dedicated to a high quality food stall or stalls serving hot meals, providing the much needed anchor. With the right levels of quality, people will travel to Market Place. With greater connections between the inside of the Market, Market Place and the Produce Hall the attraction will be greater thereby increasing the footfall to the area. Indoor or outdoor the market is more than the building and it is the experience as a whole that will create the regional attraction.





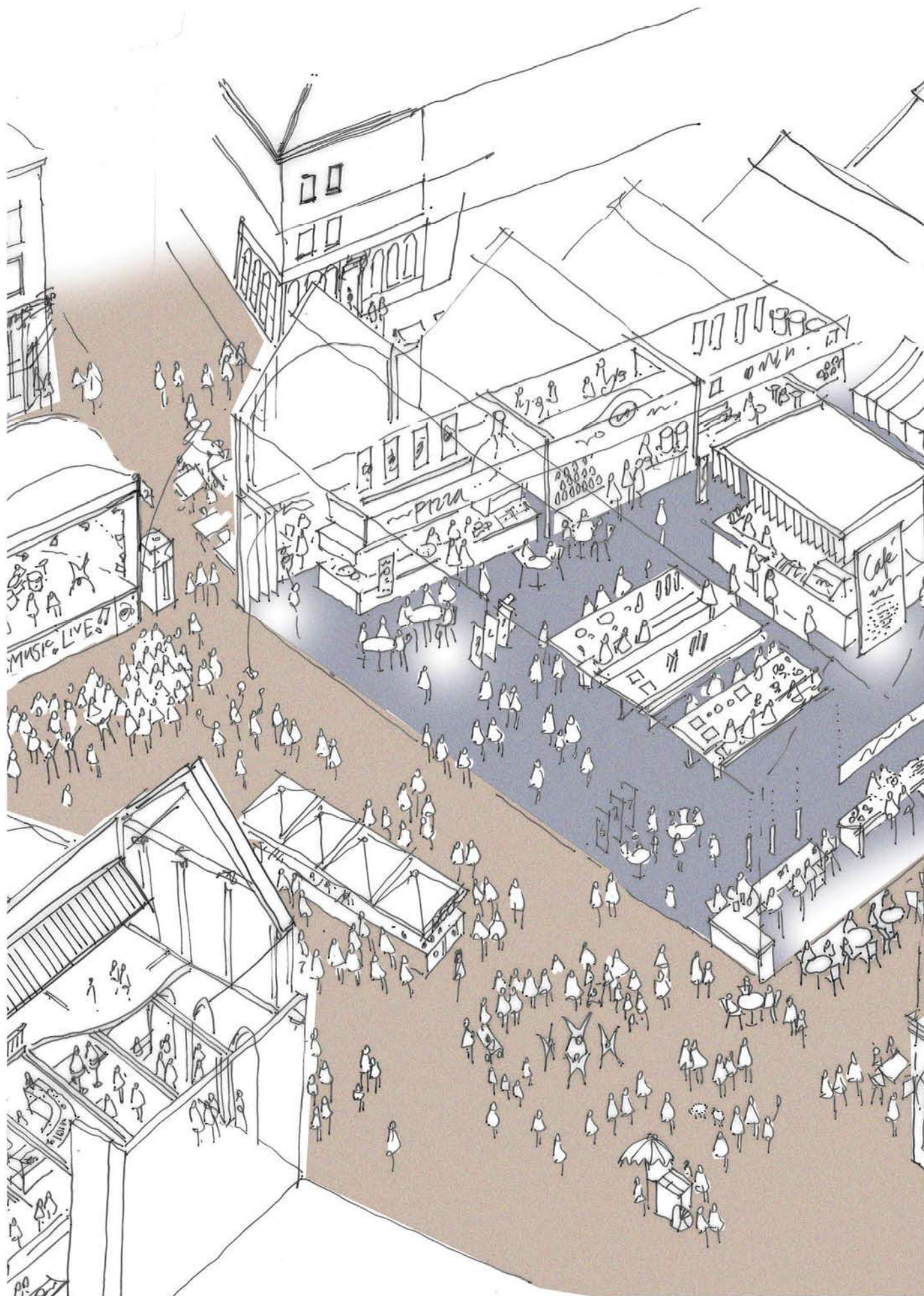


Above: Market Hall Altrincham: The Market Hall re-invented itself with high quality food on offer and flexible spaces. The space is a constant buzz of activity and is a highly popular meeting point. Altrincham market shows how updating and refreshing the market as a destination can create an experience is both popular and relevant.

Right: Reorganising the market to create a flexible offer with the space closest Market Place opened up. A more permanent food court and dining area could be located nearer the church. This will mean special Sunday events like the Vintage Market can have a proper home - the market building can be properly animated morning, noon and night.



OPTION TITLE		OUTPUTS		
Reorganise Market Hall: Destination		FLOOR SPACE CREATED	RESIDENTIAL	OWNERSHIP Stockport Council
OPTION NO.	BRIEF DESCRIPTION		RETAIL/LEISURE 	OUTCOMES • Create flexible space in the Market Hall • Increase quality food offer/ Increase opening hours and events/ Create anchor, Increase footfall • Regional, quality destination.
3/001	Create a destination by re-organising the markets offer to allow events, flexible spaces and a quality food offer.		OFFICE/COMMERCIAL	
OPTION TITLE		OUTPUTS		
Market Place, Maket Hall & Produce Hall		FLOOR SPACE CREATED	RESIDENTIAL	OWNERSHIP Stockport Council
OPTION NO.	BRIEF DESCRIPTION		RETAIL/LEISURE 	OUTCOMES • Promote uses inside the Market Hall. • Create a sense of a high quality destination in and around the Market Place. • Create
3/002	Open up side of Market Hall creating highly visible interior Further integrate Market Hall and Produce Hall.		OFFICE/COMMERCIAL	



4a. Mealhouse Brow



Repopulating the heart



Above: A new centre-piece for Stockport - a reimagined Mealhouse Brow; a popular place to eat, drink and relax with a roof garden. It will open up a visual link from Royal Oak Yard to Market Place.

Where Mealhouse Brow, Lower Hillgate and Little Underbanks meet is historically an important junction. Mealhouse Brow is the medieval route to the Market Place and was the home to the Gaol. Right up to the 20th Century it was a busy meeting place as pub and hotel.

Mealhouse Brow can be a meeting place again, the point where everything comes together. The market at the higher level, Covent Garden via Hillgate and Redrock, Royal oak yard and Little Underbanks. It is an arrival point and transition, edge and node. The duality of the site is represented in the building. Spread over two storeys it is indoors and outdoors. It can have two front doors one on the lower level, Little Underbanks - the other on the first storey facing Mealhouse Brow.

Movement and connections are encouraged, the building offers a space to see and be seen. Visual links are created with the Market and Royal Oak yard, it is a centre point, one which will create an axis to Redrock. The gardens on the roof offer an

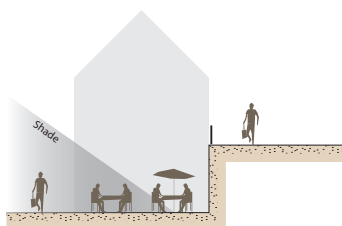
opportunity to provide that all important green space which is missing in the town centre. It is an attractive space and is intended to be managed by the building owners. This allows security to be controlled and will allow a greater range of options in terms of planting due to different management regimes.

The structure illustrated shows the upper floors contained within a frame (the form and look of the structure would be further developed and the illustrations are only indicative) and have been created to continue the massing and indicative form of the historic neighbours.

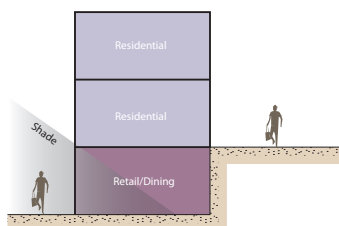
A building like this could offer truly unique opportunities in Stockport and will act as an anchor for the area.

Different options considered:

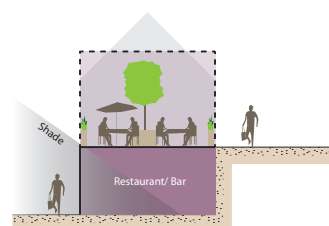
a) Remove all buildings



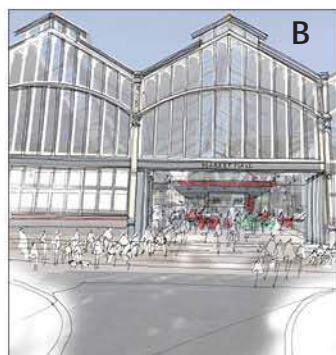
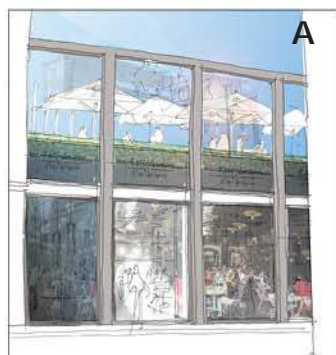
b) Traditional form



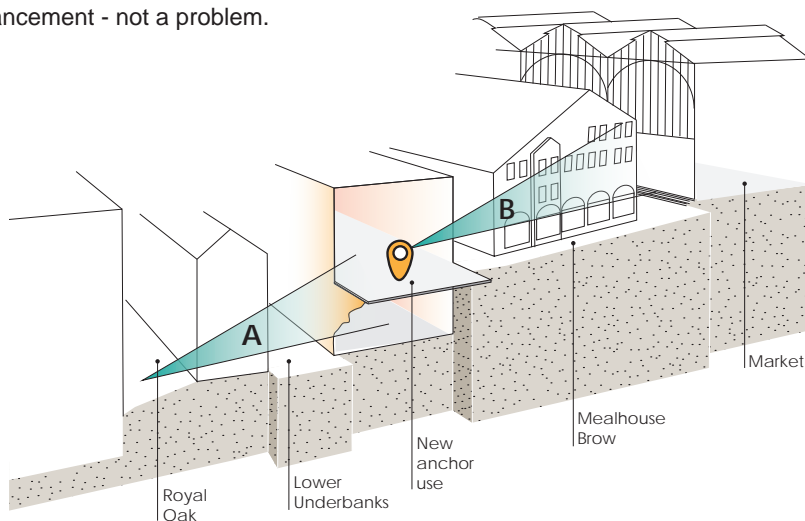
c) New structure



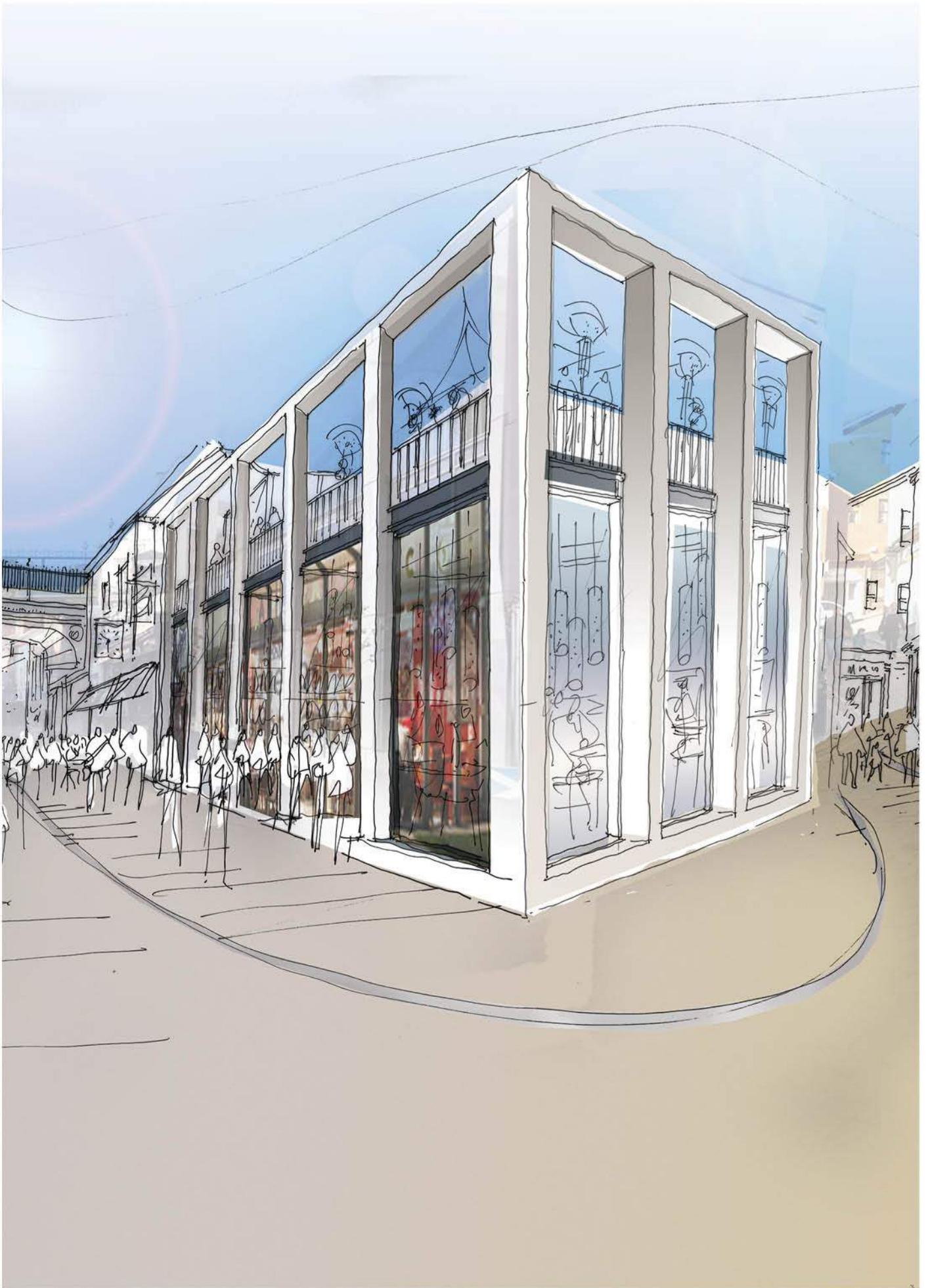
Right: Upstairs a garden space, downstairs a restaurant/ bar: It is a place to see and be seen and one that does not have a direct comparison.



Below & Left: Visually connecting the upper level of Market Place with Royal Oak yard and Lower Underbanks. Level changes are used as an enhancement - not a problem.

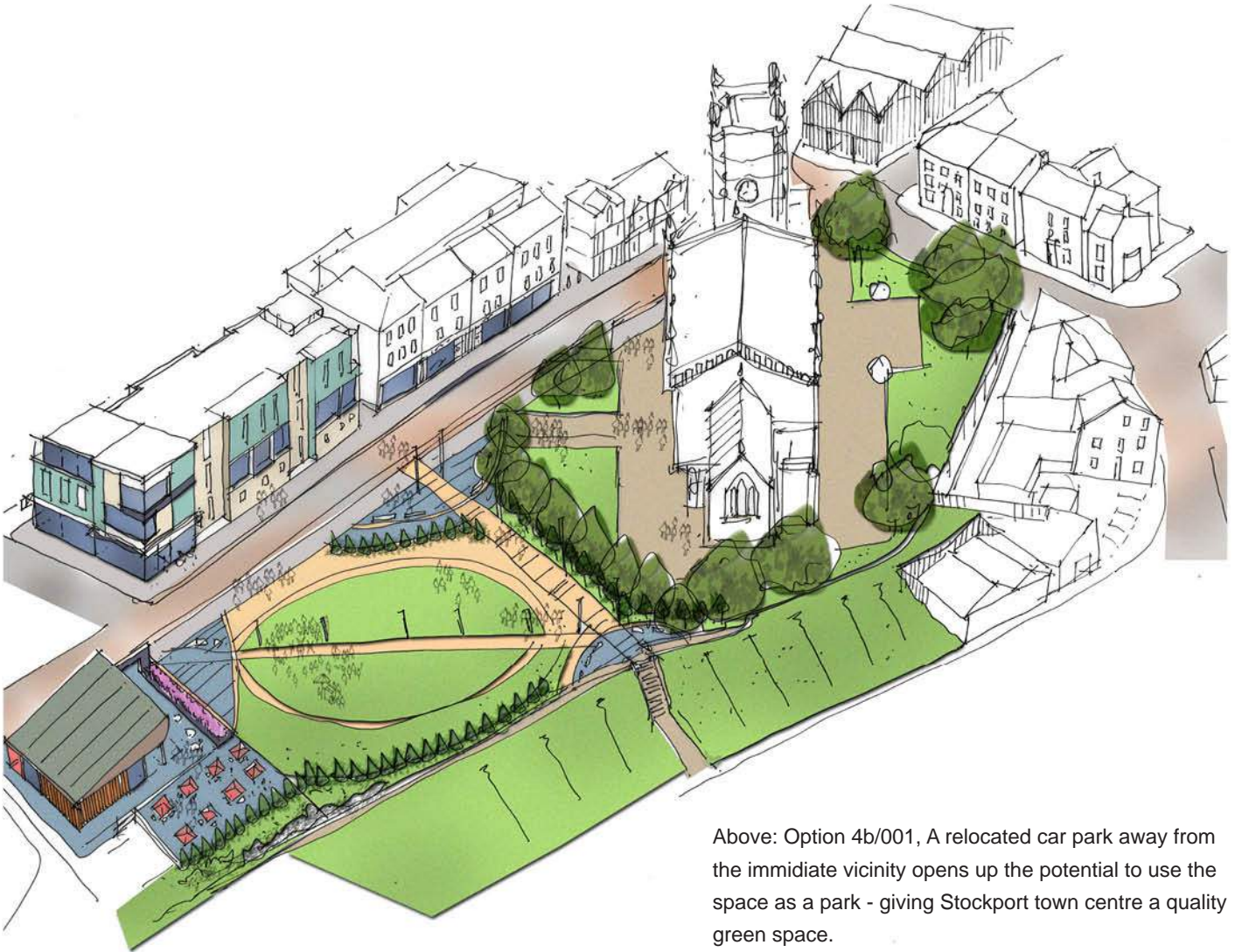


OPTION TITLE		OUTPUTS		
Mealhouse Brow		RESIDENTIAL	OWNERSHIP Various	
OPTION NO. 4a/001	BRIEF DESCRIPTION Reddevelop corner of Underbanks and Mealhouse Brow to create outdoor space and unique leisure and retail offer.	RETAIL/LEISURE	OUTCOMES • Highly distinctive/ desirable leisure use. • Historic Building line protected - enhanced. • New outdoor space (green opportunities) • Visual connections from Market to Royal Oak	
		OFFICE/COMMERCIAL		



4b. Churchgate & a new park

Repopulating the heart



Above: Option 4b/001, A relocated car park away from the immediate vicinity opens up the potential to use the space as a park - giving Stockport town centre a quality green space.

Churchgate is St.Mary's Church's front door but it is also an important frontage for the market. It does not currently maximise the potential from its setting, rather than a gateway it feels like a back/trade entrance.

Churchgate sits on high ground with the church being a significant landmark. Currently a car park sits next to the church and is used for services and the market. Often, on a busy market day the car park is full, people frustrated at not finding a space exit the area and head to another part of town.

The current proposals seek to increase the residential population in the immediate vicinity and this report looks at different options to create a green space exploring the potential of a pocket park by re-organising the car park.

One option re-locates the car park completely to Wellington Road. The provision of a green space provides something that is sorely missed from Market Place and Underbanks.

On a hot summer's day, to pick up some food in the Market and head over to the park on a lunch break, seems to offer an inviting glimpse of a possible future.

Overall it is a space that can be used for events and provides much needed greenery to breath and relax; a garden for the new residential properties being built. It connects and makes the most of the heritage of the neighbouring church. A cafe is suggested, but other uses could be incorporated to animate the edge, keep a constant presence and offer some natural surveillance.



Above: Option 4b/002, An illustration showing the extended car park and how a new park and open space could be incorporated.

OPTION TITLE		OUTPUTS		
Churchgate - New Park/ Relocated Car Park		FLOOR SPACE CREATED	RESIDENTIAL ✓	OWNERSHIP Stockport Council
OPTION NO.	BRIEF DESCRIPTION		RETAIL/LEISURE ✓	OUTCOMES <ul style="list-style-type: none">Greater parking capacityHigh Quality Green space in Stockport Town CentreChurch given improved settingRoute improved to Millgate
4b/001	Create public park in place of car park - include restaurant or similar for surveillance		OFFICE/COMMERCIAL ✓	
OPTION TITLE		OUTPUTS		
Alternate: Extend car park; include pocket park		FLOOR SPACE CREATED	RESIDENTIAL ✓	OWNERSHIP Stockport Council
OPTION NO.	BRIEF DESCRIPTION		RETAIL/LEISURE ✓	OUTCOMES <ul style="list-style-type: none">Church parking retainedHigh quality green space - smaller than other optionsPotentially reduced numbers of spacesImproved link to Millgate.
4b/002	Investigate extending car park into surrounding space to create new park adjacent to Church improve links to Millgate.		OFFICE/COMMERCIAL ✓	
OPTION TITLE		OUTPUTS		
Work/Live & Residential units on Market store care park.		FLOOR SPACE CREATED	RESIDENTIAL ✓	OWNERSHIP Stockport Council/various
OPTION NO.	BRIEF DESCRIPTION		RETAIL/LEISURE ✓	OUTCOMES <ul style="list-style-type: none">Increased footfall and population on Churchgate.Higher quality at edge of Conservation AreaNatural Surveillance
4b/003	New Work/Live and Residential units: to include car park and adjacent former Thai restaurant etc.		OFFICE/COMMERCIAL ✓	

4c. Lower Hillgate; filling the void

Repopulating the heart

Lower Hillgate has one of the highest void levels in Market Place and Underbanks. The neglect of some of its buildings has seen more than one collapse. It is understood that it is on the edges of where retail uses are attractive in the current market.

Yet the street has good proportions and could be an attractive area. The stage is set with a new centrepiece previously described (4a) and other quality tenants currently located in the area (Robinson's and Tandem Coffee House as examples) Beyond retail: Work/Live units offer flexible working and living spaces allowing small independents access to high quality spaces. Between Dumville Brow and Rostron Brow there is an opportunity to create a street with considerable numbers of workplaces and studios accessing the street. Above could be residential properties accessing High Street, below small businesses operating out of flexible units. The whole development would create a resident footfall there both day and night.

In the gap sites where buildings have fallen, it is essential that these sites are tidied up as quickly as possible. Active ground floor uses with residential above is encouraged. Modern infill development complementing the conservation area but establishing its own active character will enhance the street.

There may be many different futures for this area but one that is supported by small independent businesses, studios, small offices with a large residential population would be a very good start and would naturally provide a population who can take advantage of other services in the area.



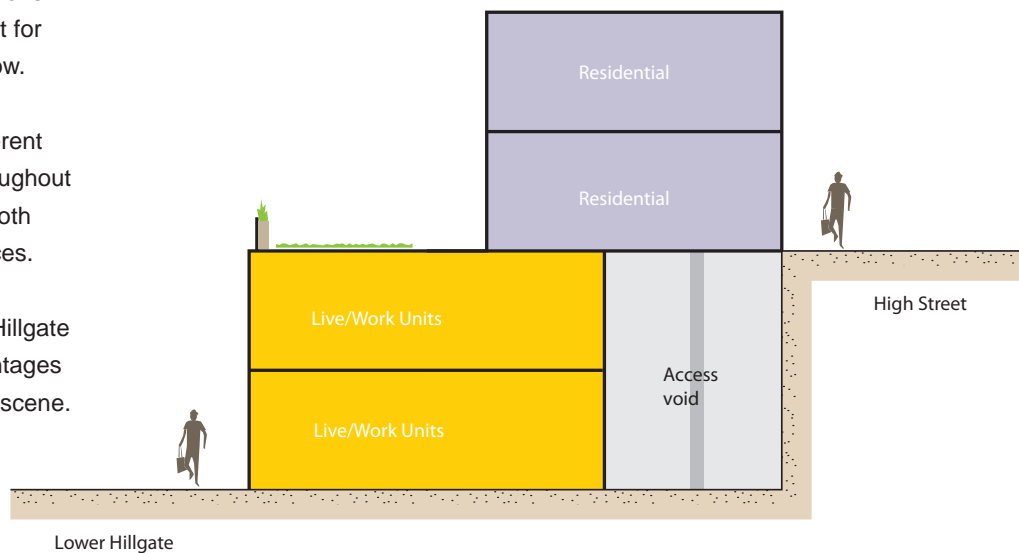
Above: Dumville Brow to Rostron Brow, by creating a larger development plot there is the potential to create a large single plot that can be developed fully. A design code could ensure that different uses, the rhythm and pattern of development (Urban Grain) present at the moment is continued and enhanced.



Above and right: Different options for the proposed development for Dumville Brow to Rostron Brow.

The options explore how different uses could be separated throughout the development to provide both residential and work/live spaces.

Both High Street and Lower Hillgate are presented with active frontages and a more interesting street scene.





Above: Active ground floor uses with residential above. New development retaining the streets rhythm and proportion; Hillgate can become an attractive space to be and spend time in.

OPTION TITLE		OUTPUTS		
Hillgate - Dumville's Brow to Rostron Brow		FLOOR SPACE CREATED	RESIDENTIAL ✓	OWNERSHIP Various
OPTION NO. 4c/001	BRIEF DESCRIPTION Assemble site to create economies of scale to create Live/Work units facing Hillgate and more residential units off High Street.		RETAIL/LEISURE ✓	OUTCOMES <ul style="list-style-type: none">Refurbished Brow access with new uses.Large enough site to create a large number of residential units and workplaces.Better frontages to Hillgate and High Street.
			OFFICE/COMMERCIAL ✓	
OPTION TITLE		OUTPUTS		
Hillgate/Little Underbanks- gap sites		FLOOR SPACE CREATED	RESIDENTIAL ✓	OWNERSHIP Various
OPTION NO. 4c/002	BRIEF DESCRIPTION Encourage infill development - create distinctive buildings - Active ground floors and residential above.		RETAIL/LEISURE ✓	OUTCOMES <ul style="list-style-type: none">Highly distinctive/ desirable leisure use.Historic Building line protected - enhanced.New outdoor space (green opportunities)Visual connections from Market to Royal Oak
			OFFICE/COMMERCIAL ✓	

5. Chestergate

Completing the gateways

OPTION TITLE		OUTPUTS		
Completing the gateways		FLOOR SPACE CREATED	RESIDENTIAL n/a	OWNERSHIP Stockport Council
OPTION NO. 5/001	BRIEF DESCRIPTION Reinstate Chestergate as gateway to MP&U, giving it a pedestrian and cycle focus. Remove vehicle dominance, encourage car park usage.		RETAIL/LEISURE ✓	OUTCOMES • Parking removed from street • Continuous cycle lane connecting to NCN 62 • Improved gateway and pedestrian connections • Arrival to car park improved.
			OFFICE/COMMERCIAL ✓	

Chestergate is one of the historic gateways into Stockport and used to be one of its main streets. For too long it has been largely ignored and has lacked any sense of a function, yet it is one of the main approaches to MP&U and contains one of Stockport's heritage attractions; Stockport Air Raid Shelters.

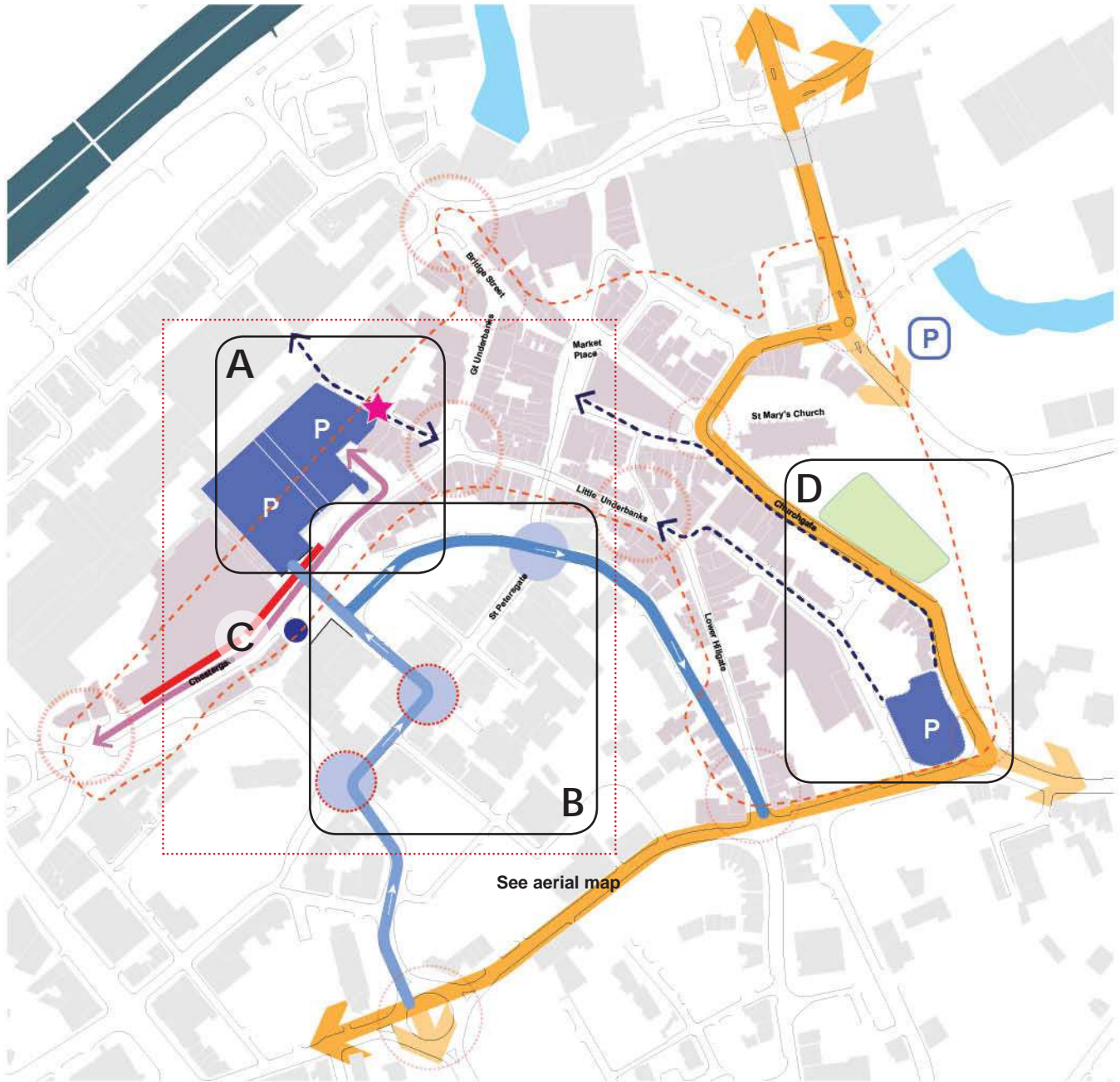
Due to the orientation of the Merseyway shopping centre without considerable changes it will always appear as a secondary route in some parts.

However, substantial improvements could be made to the pedestrian and cycling experience. Simply by removing the parked cars and narrowing the carriageway, cycle lanes and wide footpaths can be provided. This will provide a continuous link to National Cycle Network (NCN) 62 which is also being improved. The route is a leisure route connecting to the Mersey. This is a first step to creating more walkable spaces, which will integrate Underbanks with the rest of Stockport until a long term vision for the street is realised.



Parking

Improving Access to the area



- Improve signage and improve clarity of route into roof top parking space.
- Highlight exit points from parking: Improve quality of route.
- Promote circulation route through better signage and by clear identification of gateways.
- Improve Chestergate as a route, make it clear that it is a car park approach.
- Clear Parking Gateway points.
- - - - -> Promoted pedestrian routes from parking.

A Main Priority

- Create a new access core to the car park into Underbanks.
- Rename top deck of car park 'St.Peter'sgate'

B Priority Action

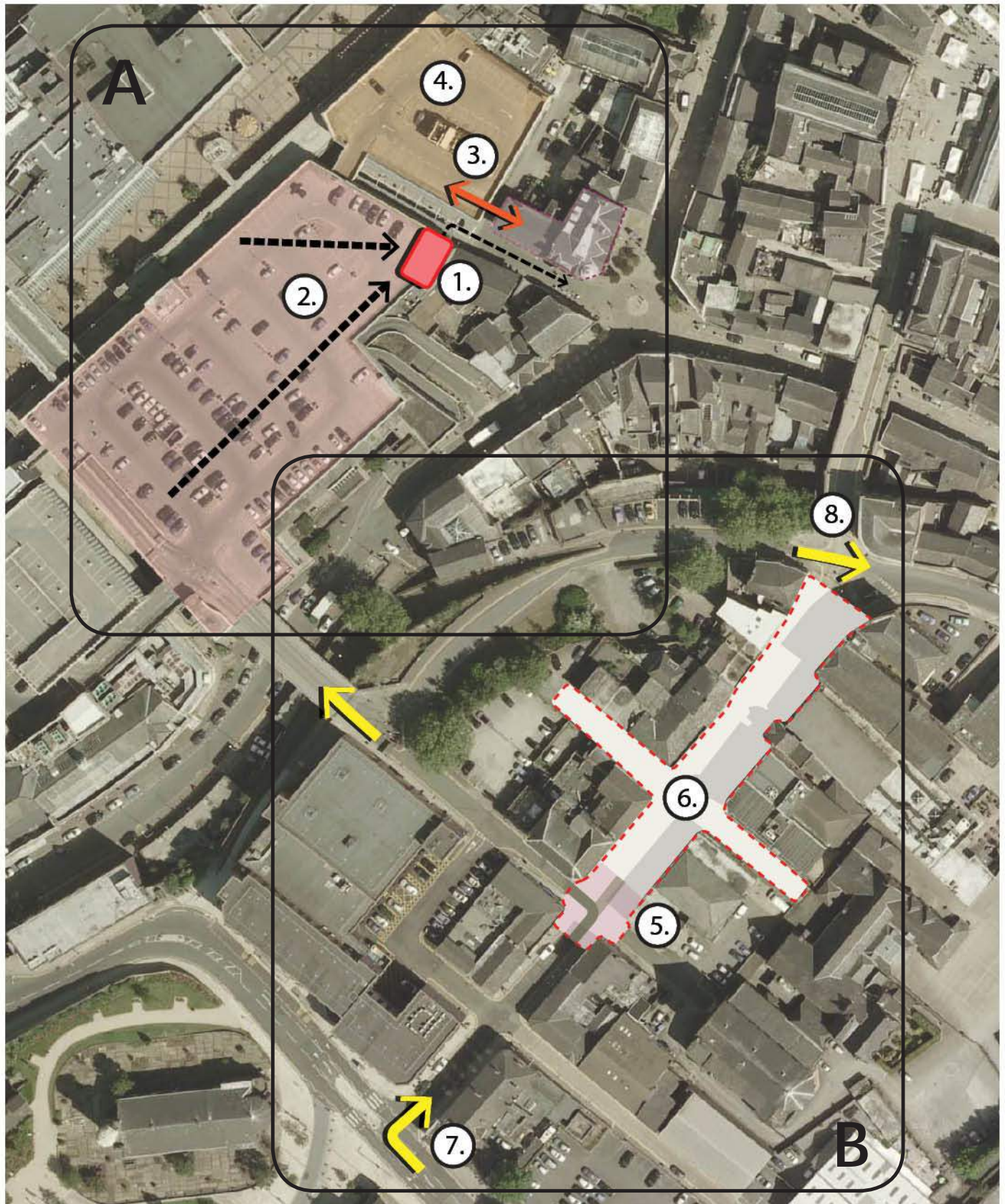
- Improve signage to and from car park.
- Pedestrianise an area of St.Peter'sgate - highlight vehicle entrance to car park.

C Priority Action

- Remove on street parking along Chestergate. (See project)

D Long term goal

- New multistorey car park off Wellington Street, Churchgate car park to be converted to a public park.



1. New Access Core (with lift)
2. New Orientation of car park to direct routes to new access core.
3. Potential Residents Bridge to White Lion Residential development.
4. White Lion Residential parking.

5. Junction orientated to direct traffic to car park.
6. Shared surface pedestrian priority - vehicles directed to car park before they reach the area.
7. Direct traffic into St.Peter'sgate to the car park.
8. Clear sense of where to go when leaving the area.

Despite improvements to public transport, cycling and walking routes; huge numbers of people will continue to arrive by car. In fact, Stockport town centre is ideally positioned on two major junctions of the M60 motorway. The potential audience that can quickly access the town centre is massive. Convenient, easy to access and low cost/ cost effective parking is therefore essential.

When looking at parking there are two main areas for attention:

- a) Infrastructure - Amount, Location & Access.
- b) Charging - The amount of revenue raised versus any disincentive to visit.

We have focused on infrastructure and recognise that the provision of schemes such as 'free after 3', or first half hour free etc need to be decided on a strategic basis across the town centre. It is our understanding that this is currently under review by the council. We believe that there is scope for adjusting the charging structure that would maintain a strong revenue stream for maintenance to the council but also allow the parking offer to be more competitive with neighbouring towns.

The main car park for the area is Merseyway, it is underused. The Redrock development will re-organise the decks and parking arrangement but our key projects have been developed to further increase the relationship with Underbanks and try to harness improvements to be a benefit to all MP&U.

The principles are an amalgamation of getting people quickly and easily into Underbanks from the top deck car park, renaming this area of car park as 'St Peter'sgate'. The other priorities are about getting people to and from the car park itself. Renaming and installing better signage are the key components to get people to the car park additionally by creating a pedestrianised/limited access shared surface area on St Peter'sgate itself, it will funnel visitors.

The other idea is to relocate the Churchgate Car Park to free up space around the church. This would increase the presence and numbers of parking spaces but also provide spaces on the higher Market Place level where there is a current lack of parking spaces at the higher level. There are a number of issues and constraints that would have to be checked before the viability is resolved.

Below: Examples of colourful marking and a new access core to White Lion Square and Underbanks.



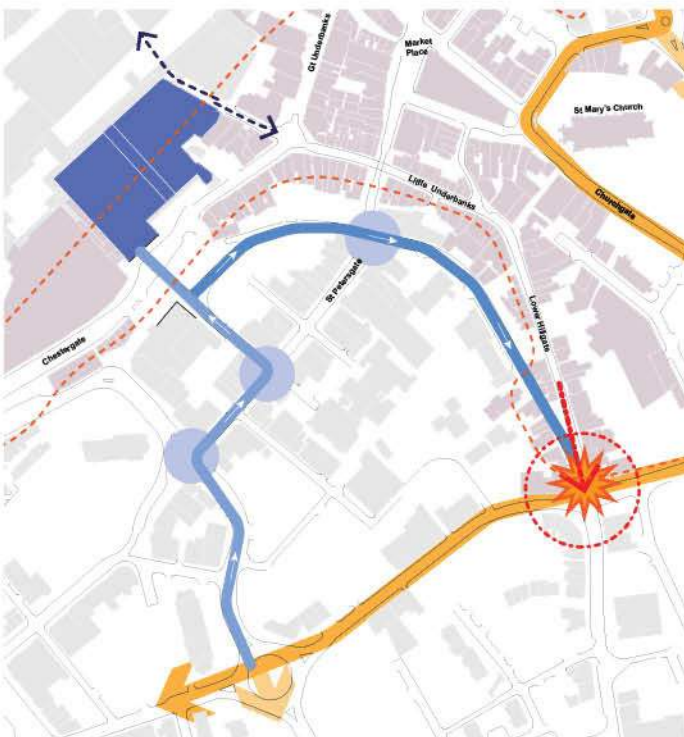


Above: New lift shaft in prominent position on Underbanks taking people to St Peter'sgate car park (the upper deck of Merseyway).

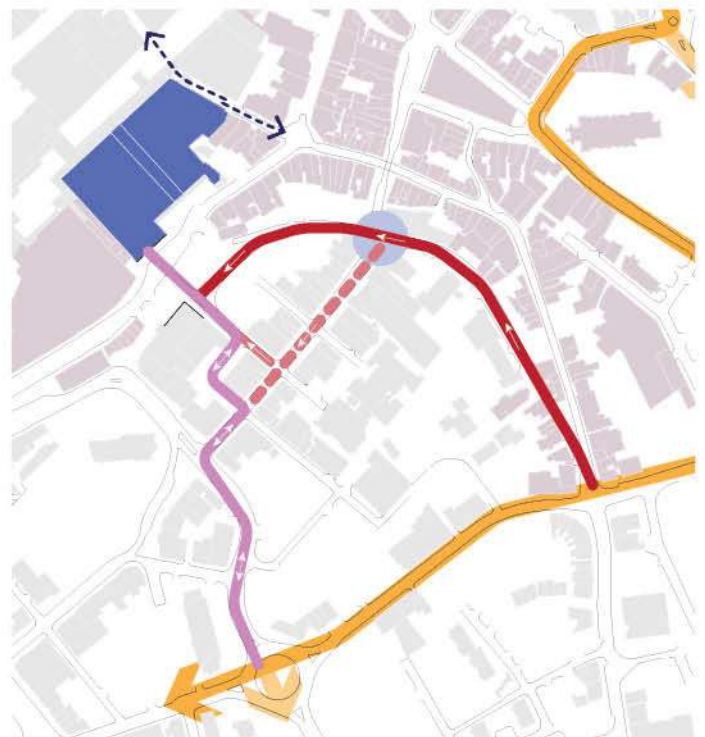


Above: St Peter'sgate lift shaft, making a prominent car parking presence in the area with access for all.

Reorganisation of the one way system to encourage convenience and remove conflict to roof top car park.



Potential conflicts arise from the one way system at Lower Hillgate/ Wellington St. If the number of car park users were to increase this could potentially increase the restricting effect of the bottleneck.



Here circulation is changed to allow current access arrangements without the conflict. It is understood that the one way has been reversed in its recent past. The left turn onto High Street from Wellington Street is tight for delivery vehicles and could be difficult. No solution is perfect but this illustrates how a re-orientated network could remove certain conflicts.

Improving parking signage

Many visitors' first impressions of Market Place & Underbanks will be by car. Parking for the area needs to be focused in either Churchgate or Merseyway (preferably on the rooftop car park via St Peter'sgate). Getting to these car parks isn't easy.

Churchgate can be variously called Market - or Historic Market Area. Merseyway signage covers people getting to two separate entrances and even then the signage can be absent or insignificant at key junctions.

PRINCIPLES:

- Encourage people through Council literature and website to use at least one main car park. Focus on the roof top Merseyway from St Peter'sgate. Ensure routes are signed exceptionally well to this car park.
- Standardise and simplify destinations on signage.
- Ensure continuity in both content and provision - sign to sign - junction to junction.
- Potential to rename Merseyway car park entrances: 'Merseyway St Peter'sgate' for instance or retain the Chestergate entrance as 'Merseyway' and rename the roof top as 'St Peter'sgate' this would then connect with the expansion of the Old Town brands.
- Include car park rebrand consistently on all signage.

(A-E) An example visitor's journey into the area by car.

A: A6, Variable Message Sign

B: Wellington Street, Confused messages - signs feature different destinations.

C: Reassuring Merseyway sign to reinforce feeling of heading the right way.

D: Petersgate junction, no signs present. Junction easily missed.

E: St Petersgate, turn easily missed amongst signage clutter. Once missed the one way street pushes you back out.

A



B



C



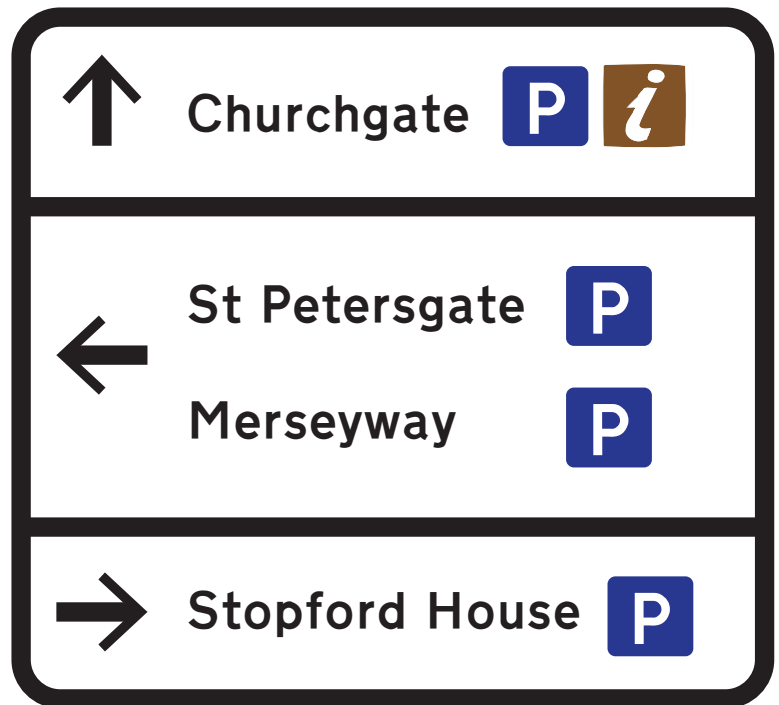
D



E



Right: Wellington St Roundabout: This sign is an example showing the approach to a new simplified approach to parking in Stockport. The strategy is to get people in cars into a car park; Pedestrian signage can pick them up from there.



The content of the signage needs further consultation, design and agreement. It is clear though that continuity needs to be provided taking people into the car parks and of course signing them away again. Both Arrival and exit signage could be improved. Stress free arrival and exit is important to first impressions and if occasional visitors find their visit easy and stress free they will be more likely to return.

ACTION:

- Separate Merseyway entrances with different names.
- Ensure continuity of signage at all decision points. Content and locations.
- Ensure signs are clear and prominent.
- Revise & simplify signage.
- Ensure routes out of town centre: to M60/A6 shown out of St Petersgate/Churchgate.



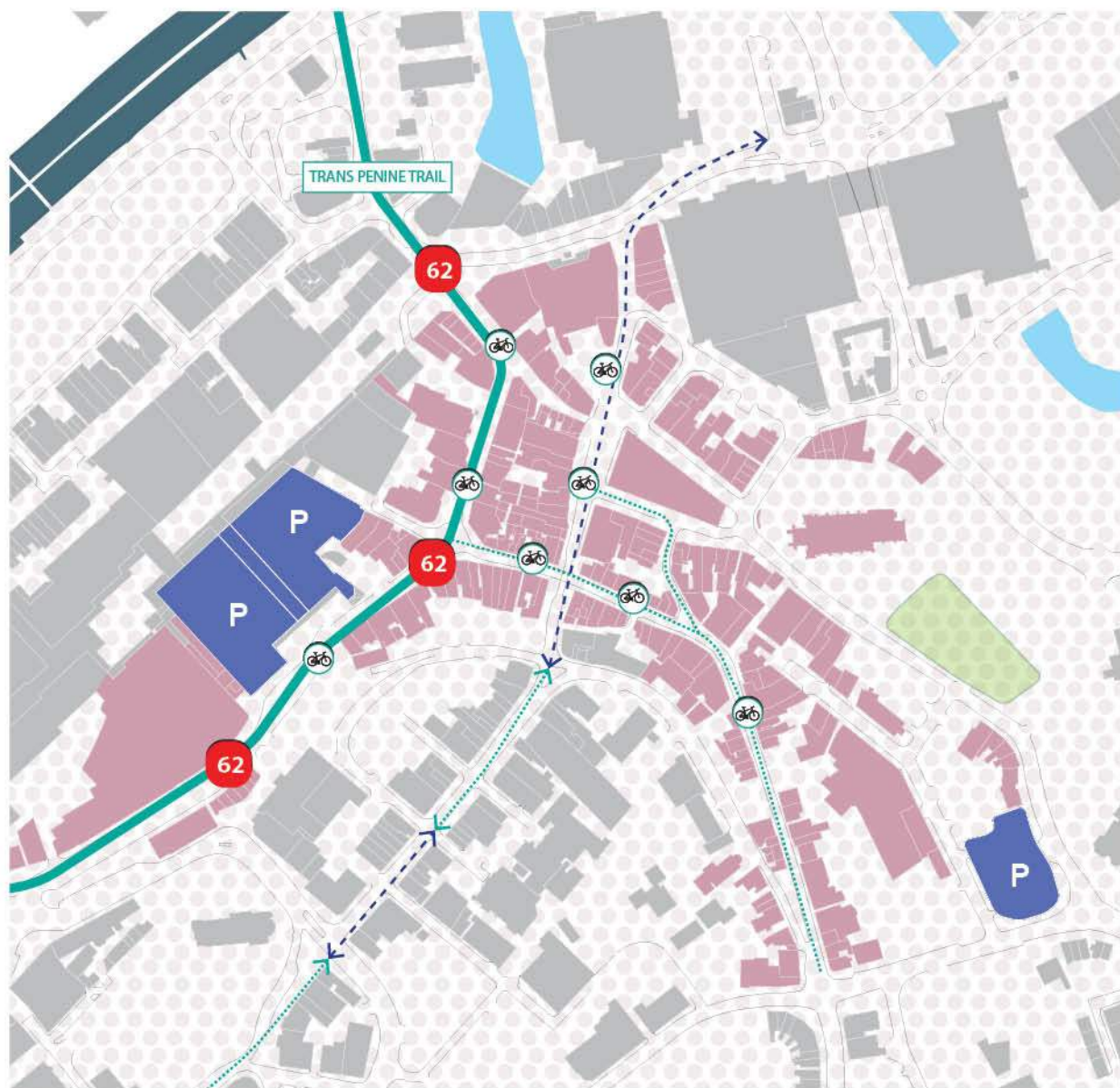
Above: Wellington St/Junction with Churchgate, no existing sign. Market Place could be introduced with Churchgate providing the continuity.



Above: St. Petersgate: Directions taking people to the roof top car park.

Cycling

Promoting the town centre to cyclists



Area covered by proposed 20mph zone- town Centre Action Plan



Potential Cycle parking



National Cycle Network Route 62 - Trans Penine Trail



Increase priority of cyclists in the area.



Vehicles restricted - Cyclist and Pedestrians increase priority.

As part of the Town Centre Access Plan the whole of the town centre will become a 20mph zone. Cycling has increasingly become more popular and leisure cycling in particular has experienced a boom. Cycling needs to be convenient and easy with parking in places along the routes.

NCN route 62 is a leisure route that passes through Underbanks. It needs celebrating with appropriate infrastructure and parking. An alternative could be to locate cycle stands in former parking spaces on the pedestrianised streets.

Public Transport

Getting the balance right

Making changes to Metroshuttle



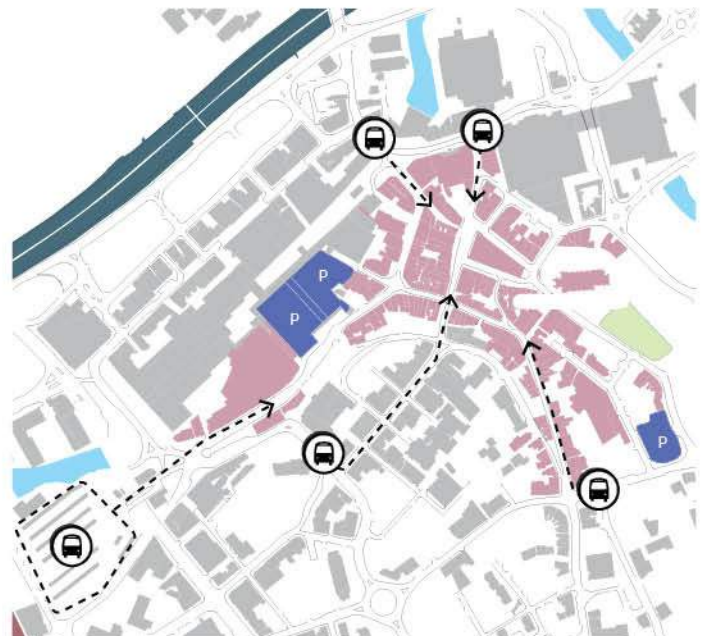
Further changes to the Metroshuttle route could be considered that would promote the arrival at Market Place and Underbanks earlier in the stop sequence.

Map adapted from TfGM Metroshuttle map. This plan is for illustrative purposes only and is not intended to be widely distributed.

Promote pedestrian friendly 'gold' routes from bus stops

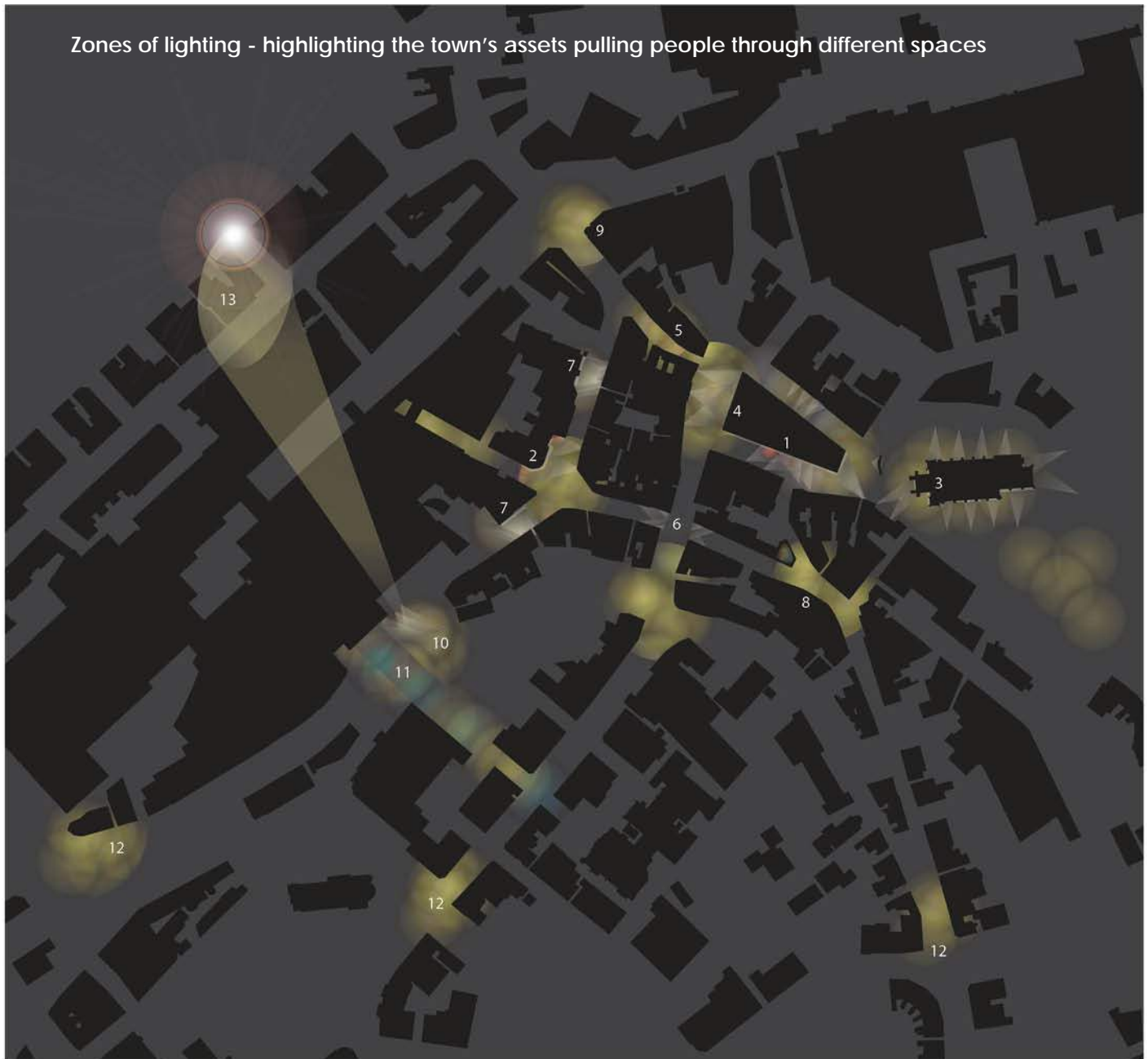
The main change to public transport is to remove the bus from Lower Hillgate/Underbanks. The speed, space occupied to allow buses and damage to the cobbled surface limits the benefits of the bus service. With the traffic removed pedestrian and shop owners have the opportunity to spill into the street. An alternative route is suggested in the plan above but is subject to consultation.

To promote better access via buses - improvements are required to create pedestrian focused and prioritised routes into Market Place & Underbanks. Signage, dedicated space and clear routes all to a high quality will define the 'gold' standard required.



Lighting

Assisting an evening economy



1. Architectural Lighting to Market building.
2. White Lion Square - architectural lighting to building. White Lion Square enhanced lighting, possible artwork including lighting.
3. St Mary's Church - Architectural Lighting
4. Market Place - enhanced high quality lighting to square
5. Bridge Street lit with feature lighting
6. Architectural lighting to bridge
7. Historic Buildings Architectural lighting.
8. Mealhouse Brow - Architectural Lighting and enhanced public lighting.

9. Lancashire Bridge and surrounds enhanced.
10. Air Raid Shelter - Feature lighting. Including lighting to exposed face of rock.
11. Lighting to rooftop car park enhanced from Petersgate.
12. Enhanced Lighting at gateway points
13. Subject to permissions (Manchester Airport flight paths etc.) a searchlight originating from the air raid shelters.



Architectural & Feature lighting - Creating elements that draw the eye in the next space

Alternative for White Lion Square - Little Underbanks, Market building at night

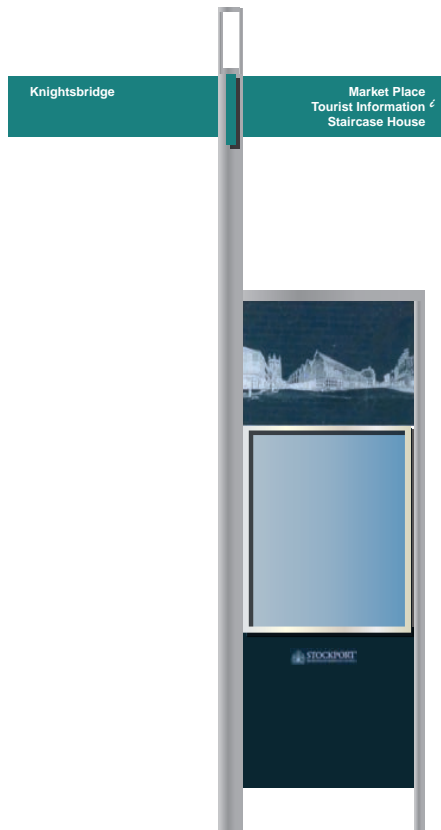
Something less ordinary (LED in historic environment, Plaza del Torico (Teruel)) & (Berlin Light Festival)



Adapting the new wayfinding

Incorporating Character Areas

Existing signage and fingerposts



Enhancing Existing/ Proposed furniture

A new fingerpost and wayfinding system is in being implemented at the current time. The system is destination focused and does not include for guiding people to character areas.

Stockport's topography with the town essentially being on two levels means that a destination approach may be confusing as people are unable to see where they are in the journey due to a lack of context.

It is possible to enhance the existing system through the integration of character areas into the signage elements.

By grouping destinations and using character areas, a greater coverage can be reached by the signage and by default the signs gain a continuity in the repetition of the areas, which allows people more understanding of their immediate environment.

As Market Place & Underbanks are key retail spaces they should be included in labels on the fingerposts such as 'town centre shops'. Unfortunately the current system does point people to Merseyway from Peter'sgate using Town Centre Shops.

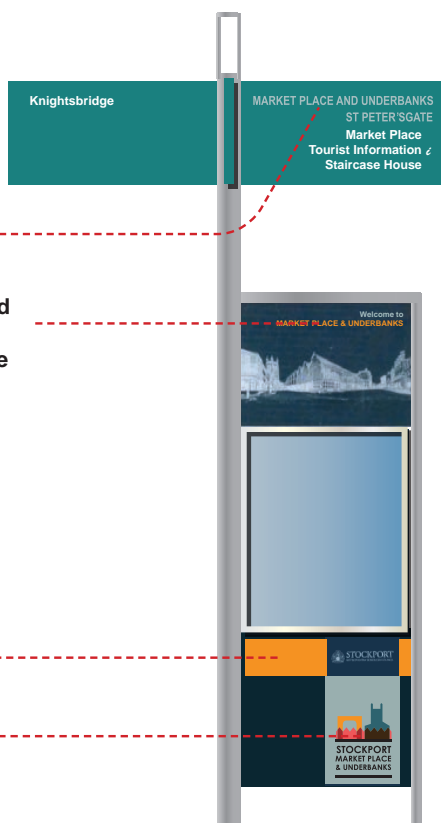
Proposals

Character areas included on fingerposts

Welcome included onto posts to say which area people are in.

Character area colour flash

Use of area logo



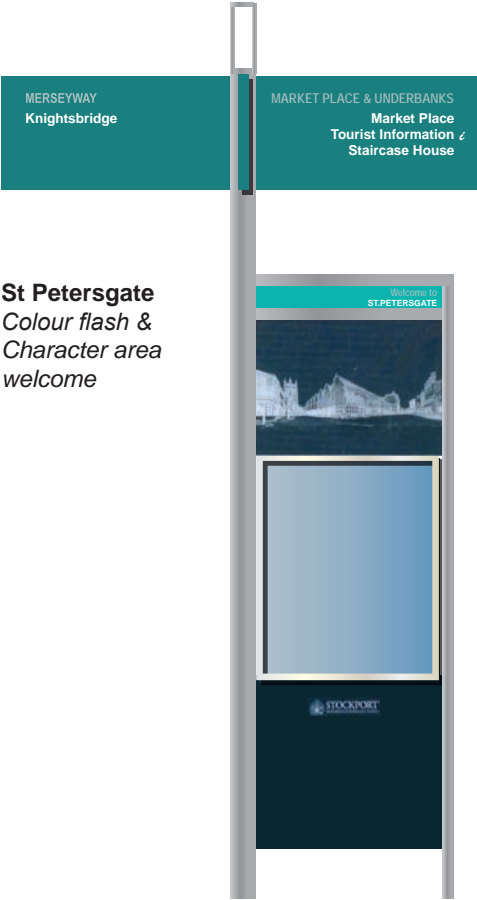
Note: changes to the fingerposts would include the character area information meaning that the fingerposts can carry an extra level of information without too much disruption to the overall form.

Phase 1 of the new fingerposts are currently ordered with later phases already in the pipeline. This limits any prospects for change.

Possible Enhancements



Market Place & Underbanks
Colour flash & Character area welcome



St Petersgate
Colour flash & Character area welcome



Market Place & Underbanks
Colour flash & logo in bottom panel



St Petersgate
Colour flash & logo in bottom panel

Street nameplates: gateway transitions



Street nameplates are the most basic and effective way of navigating through an area. People rely on these simple plates to know exactly where they are. Once inside Market Place and Underbanks there are a large number of heritage signs. Yet at the gateway points and at the entry points to the area there is often no sign at all.

A good example is St Peter'sgate, approaching from St. Peter's until the Egerton Arms there are no street signs on St Peter'sgate, although the side streets are signed.

Signage along Chestergate and Churchgate is also unnoticeable.

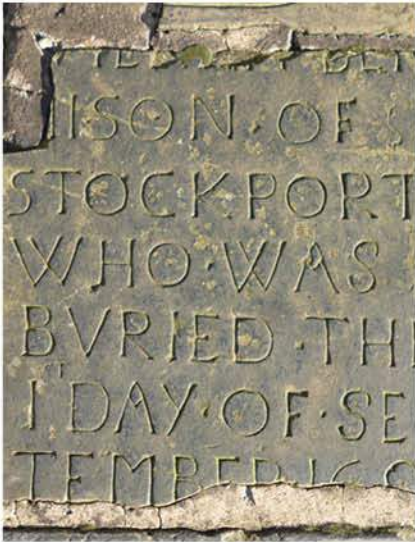
An option that could be explored is that special street nameplates could be used at important gateway points or where the traditional plates are missing.

Using the traditional shape and form of the classic Stockport street signs but with the street name in a unique font, perhaps even unique to Stockport, taken from ancient stone mason's ancient work in the cemetery.

Market Place and Underbanks could use the medieval typography found in St. Mary's burial ground and St. Peter'sgate area could adopt a Victorian style. The logos and a slogan linking the gateway points with the Market Place could also be included.

With all the information, logo and slogan, included, it would not just give a message to say 'this is what street I am on' but also the heritage and eventual linkages that could be made if you persevere with walking the route.

Left: Heritage style sign in Stockport's Gt. Underbanks.



A

Late medieval font without logos



B

How the logo could be incorporated



C

A. Headstone from St.Mary's Church, Market Place 7 Underbanks circa 1650.

B. Headstone from St.Mary's Church, Market Place 7 Underbanks, 1724.

C. Existing street nameplate on St Peter'sgate, traditional form.



Shop front/premises improvements

Improving the visual appearance (empty properties & the street)



Above (Clockwise from top left): Heritage information is painted onto the shutter with an explanation above. Window vinyls are placed on an empty retail unit. A whole block improvement rather than just improving the shop fascia; Despite differences between the design of each shop there is a clear visual unity.

Whole building improvements and uses for when the units are empty are often suggested for masterplans and this is not the first time that it has been suggested for Stockport. Teams working across the town have been aiming to do something similar for a number of years. However, there are often difficulties implementing a scheme.

The primary difficulty is often the multiple ownerships and engagement with property owners some of whom may be absent landlords.

Even, with the difficulties and previous false starts it would be negligent not to repeat the suggestion as a more comprehensive redevelopment of the town. Empty or run down properties will act as a downward pull on any long term investment.

We suggest a flexible approach that could match participation with individual programmes.

Ideally, whole rows of shops could be improved in a single coherent approach. With collaboration, individual quirks and identities could be incorporated but as a whole the street would hold together as a single entity.

Next are vinyls in shop windows, pop-up uses and painting shutters. Each one of these can limit the negative impact of a shuttered up and empty unit. However, they are not long term solutions.

Raising the whole appearance of streets will be important to give the interventions coherence.



An example showing how a window vinyl could be used to create a more attractive frontage to an empty shop front.

















Whole rows of shops could be improved: Designed as a co-ordinated group, individual quirks and touches can be introduced but seen as a whole they carry through a design quality.









































































Project Matrix

For all projects

Project No.	Project title	Brief Description	Project Cost
1	Bridge Street	Encourage an active street edge; opening up uses into the street.	£££££
2	White Lion Square	To create an active and inviting square adjacent to the former White Lion pub. An inviting centrepiece to visitors of the town.	£££££
3	Market as a Destination	Promote the market as a regional attraction, with longer opening hours and an increased offer. This will be the areas key anchor point.	£££££
4a	Repopulating the heart: Mealhouse Brow & surrounds	Create a unique offer to Stockport Town Centre. Potential to create a building with a high quality open space on its upper level.	£££££
4b	Repopulating the heart: Churchgate and a new park	To reorganise car parking around Churchgate exploring the potential to create a new multi-storey car park which could free up the existing car park for a new green space.	£££££
4c	Repopulating the heart: Lower Hillgate: filling the void	To provide an exciting new live/work opportunities along Hillgate. Consolidate voids to create opportunities for a high quality infill development.	£££££
5	Chestergate	Create a street that encourages walking and cycling and acts as an entrance to the neighbourhood.	£££££
	Car Parking & parking signage	Potential to re-organise parking in the area, promoting the concept of using the top deck of the car park as the 'Peter'sgate' car park. Other ideas included in the area.	£££££ Signage £££££ Re-organise car parks
	Cycling	Introduce cycling in the area, promoting NCN 62 through Chestergate.	£££££
	Public Transport	Review the route of the free bus whilst improving access to and from bus stops.	£££££
	Lighting	Introduce a lighting scheme that highlights and promotes the physical assets in the area.	£££££
	Adapting the new wayfinding	To build on the new wayfinding system in the town centre. Adapting locations, introducing character content reinstating street nameplates throughout the town.	£££££
	Shop front/ premises improvements	Looking at an approach for improving whole blocks of shops. Looking beyond shop fronts to create a coherent streetscene and life above the shop.	£££££
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COST		TYPE OF INTERVENTION				TIMEFRAME			
<div><div>£</div><div>££££££££</div><div>££</div><div>££££££££</div><div>££££££££</div><div>££££££££</div><div>££££££££</div></div>	<div>Low</div> <div>Medium</div> <div>High</div>	<div><div></div><div>Small offices: work live units</div></div> <div><div></div><div>Homes</div></div> <div><div></div><div>Green space & trees</div></div>	<div><div></div><div>Boutique shopping</div></div> <div><div></div><div>Star attractions</div></div> <div><div></div><div>Public Space to be proud of</div></div>	<div><div></div><div>Cafe & leisure</div></div> <div><div></div><div>Evening economy</div></div> <div><div></div><div>Restaurants and eating out</div></div>	<div><div></div><div>Promotes Heritage and historic features</div></div>	<div>Time required to carry out the work</div> <div><div></div><div>0-3 Months</div></div> <div><div></div><div>3-6 Months</div></div> <div><div></div><div>6-12 Months</div></div> <div><div></div><div>12 Months+</div></div>			

Anchor Project	Type of Intervention	Time Frame	Does scheme promote heritage	Land Owner
	  			Various private/Council
	     			Private/Council
	     			Council
	   			Private
	   			Various private/Council
	  			Various private/Council
	  			Council
	  			Council/ private
	  			Council
	  			Council/TfGM
	 			Council
	 			Council
	  			Various private

Summary of interventions

Location based interventions 1-5

OPTION TITLE		OUTPUTS		
Open up shop fronts to Bridge Street		FLOOR SPACE CREATED	RESIDENTIAL n/a	OWNERSHIP Various owners
OPTION NO.	BRIEF DESCRIPTION		RETAIL/LEISURE ✓	OUTCOMES
1/001	Create more active street frontage to Bridge Street by opening up gaps in architectural detailing.		OFFICE/COMMERCIAL n/a	<ul style="list-style-type: none"> More variety and interest on the street: Improved streetscene. Create Design code for existing units.
OPTION TITLE		OUTPUTS		
Improve links to Lancashire Bridge		FLOOR SPACE CREATED	RESIDENTIAL n/a	OWNERSHIP Stockport Council
OPTION NO.	BRIEF DESCRIPTION		RETAIL/LEISURE ✓	OUTCOMES
1/002	Include Lancashire Bridge in MP&U area, create events to celebrate association. Reorientate any redesign to market.		OFFICE/COMMERCIAL n/a	<ul style="list-style-type: none"> Greater association and links to the area's heritage, encouraging the connections between different areas.
OPTION TITLE		OUTPUTS		
Create new public square at cross roads		FLOOR SPACE CREATED	RESIDENTIAL	OWNERSHIP Stockport Council
OPTION NO.	BRIEF DESCRIPTION		RETAIL/LEISURE ✓	OUTCOMES
2/001	Re-organise square around Former White Lion pub to create outdoor dining spaces		OFFICE/COMMERCIAL	<ul style="list-style-type: none"> New central destination in Underbanks. Anchor site created. Heritage assets given viable future.
OPTION TITLE		OUTPUTS		
Refurbish and reuse White Lion Pub		FLOOR SPACE CREATED	RESIDENTIAL ✓	OWNERSHIP Stockport Council to purchase
OPTION NO.	BRIEF DESCRIPTION		RETAIL/LEISURE ✓	OUTCOMES
2/002	Create an active ground floor leisure use with residential uses above. Create link to car park for residential units.		OFFICE/COMMERCIAL	<ul style="list-style-type: none"> Creation of new anchor use. Heritage asset secured. Create high quality residential linked to reserved spaces in car park.
OPTION TITLE		OUTPUTS		
Reorganise Market Hall: Destination		FLOOR SPACE CREATED	RESIDENTIAL	OWNERSHIP Stockport Council
OPTION NO.	BRIEF DESCRIPTION		RETAIL/LEISURE ✓	OUTCOMES
3/001	Create a destination by re-organising the markets offer to allow events, flexible spaces and a quality food offer.		OFFICE/COMMERCIAL	<ul style="list-style-type: none"> Create flexible space in the Market Hall Increase quality food offer/ Increase opening hours and events/ Create anchor, Increase footfall Regional, quality destination.
OPTION TITLE		OUTPUTS		
Market Place, Market Hall & Produce Hall		FLOOR SPACE CREATED	RESIDENTIAL	OWNERSHIP Stockport Council
OPTION NO.	BRIEF DESCRIPTION		RETAIL/LEISURE ✓	OUTCOMES
3/002	Open up side of Market Hall creating highly visible interior Further integrate Market Hall and Produce Hall.		OFFICE/COMMERCIAL	<ul style="list-style-type: none"> Promote uses inside the Market Hall. Create a sense of a high quality destination in and around the Market Place. Create

OPTION TITLE		OUTPUTS		
Mealhouse Brow		FLOOR SPACE CREATED	RESIDENTIAL	OWNERSHIP Various
OPTION NO.	BRIEF DESCRIPTION		RETAIL/LEISURE	OUTCOMES
4a/001	Reddevelop corner of Underbanks and Mealhouse Brow to create outdoor space and unique leisure and retail offer.		OFFICE/COMMERCIAL	<ul style="list-style-type: none"> Highly distinctive/ desirable leisure use. Historic Building line protected - enhanced. New outdoor space (green opportunities) Visual connections from Market to Royal Oak
Churchgate - New Park/ Relocated Car Park		FLOOR SPACE CREATED	RESIDENTIAL	OWNERSHIP Stockport Council
OPTION NO.	BRIEF DESCRIPTION		RETAIL/LEISURE	OUTCOMES
4b/001	New multistorey car park close to Wellington Road: Create public park in place of car park - include restaurant or similar for surveillance		OFFICE/COMMERCIAL	<ul style="list-style-type: none"> Greater parking capacity High Quality Green space in Stockport Town Centre Church given improved setting Route improved to Millgate
Alternate: Extend car park; include pocket park		FLOOR SPACE CREATED	RESIDENTIAL	OWNERSHIP Stockport Council
OPTION NO.	BRIEF DESCRIPTION		RETAIL/LEISURE	OUTCOMES
4b/002	Investigate extending car park into surrounding space to create new park adjacent to Church improve links to Millgate.		OFFICE/COMMERCIAL	<ul style="list-style-type: none"> Church parking retained High quality green space - smaller than other options Potentially reduced numbers of spaces Improved link to Millgate.
Work/Live & Residential units on Market store care park.		FLOOR SPACE CREATED	RESIDENTIAL	OWNERSHIP Stockport Council/various
OPTION NO.	BRIEF DESCRIPTION		RETAIL/LEISURE	OUTCOMES
4b/003	New Work/Live and Residential units: to include car park and adjacent former Thai restaurant etc.		OFFICE/COMMERCIAL	<ul style="list-style-type: none"> Increased footfall and population on Churchgate. Higher quality at edge of Conservation Area Natural Surveillance
Hillgate - Dumville's Brow to Rostron Brow		FLOOR SPACE CREATED	RESIDENTIAL	OWNERSHIP Various
OPTION NO.	BRIEF DESCRIPTION		RETAIL/LEISURE	OUTCOMES
4c/001	Assemble site to create economies of scale to create Live/Work units facing Hillgate and more residential units off High Street.		OFFICE/COMMERCIAL	<ul style="list-style-type: none"> Refurbished Brow access with new uses. Large enough site to create a large number of residential units and workplaces. Better frontages to Hillgate and High Street.
Hillgate/Little Underbanks- gap sites		FLOOR SPACE CREATED	RESIDENTIAL	OWNERSHIP Various
OPTION NO.	BRIEF DESCRIPTION		RETAIL/LEISURE	OUTCOMES
4c/002	Encourage infill development - create distinctive buildings - Active ground floors and residential above.		OFFICE/COMMERCIAL	<ul style="list-style-type: none"> Highly distinctive/ desirable leisure use. Historic Building line protected - enhanced. New outdoor space (green opportunities) Visual connections from Market to Royal Oak
Completing the gateways		FLOOR SPACE CREATED	RESIDENTIAL n/a	OWNERSHIP Stockport Council
OPTION NO.	BRIEF DESCRIPTION		RETAIL/LEISURE	OUTCOMES
5/001	Reinstate Chestergate as gateway to MP&U, giving it a pedestrian and cycle focus. Remove vehicle dominance, encourage car park usage.		OFFICE/COMMERCIAL	<ul style="list-style-type: none"> Parking removed from street Continuous cycle lane connecting to NCN 62 Improved gateway and pedestrian connections Arrival to car park improved.

Document prepared by



On behalf of

