

Oldham Town Centre

Development
Framework
2024

MUSE



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Appendices

The full appendices are not included in this printed document. A digital version is available at www.OldhamTownLiving.co.uk

or alternatively you can contact us to request more information or a printed copy: contact@OldhamTownLiving.co.uk

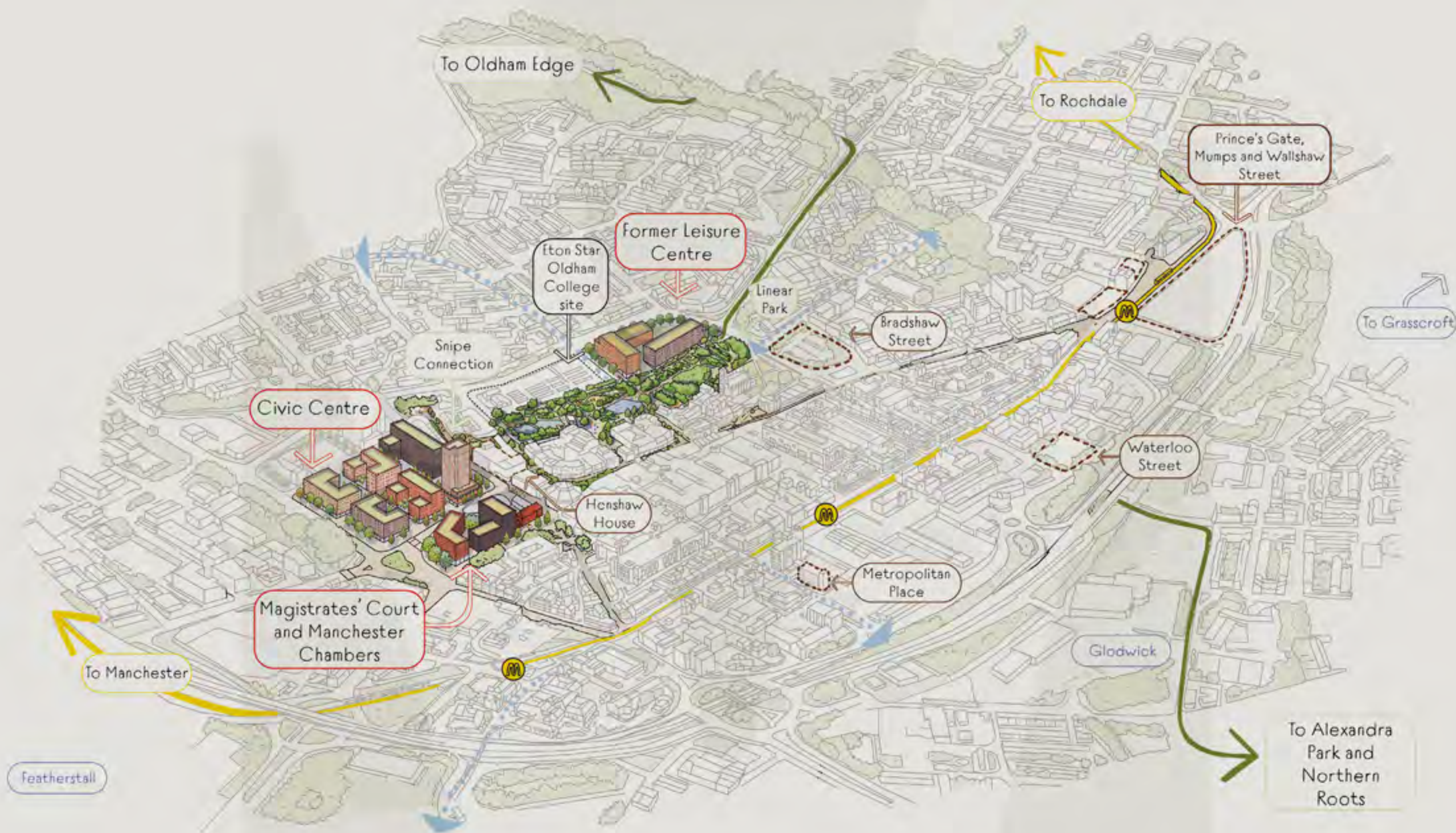


FIGURE 1.1 ILLUSTRATIVE SKETCH. © ADRIETTE MYBURGH AND © HAWKINS\BROWN

Foreword

→ FIGURE 1.2 ILLUSTRATIVE SKETCH LINEAR PARK. © ADRIETTE MYBURGH AND © HAWKINS\BROWN



Oldham Council and Muse, the placemaker, have formed a partnership to deliver **positive, transformative change for the town.**

This Development Framework sets out a vision for that change alongside a delivery strategy to bring the project to life. The project will deliver around 2,000 new homes in the town centre across a number of sites, set within a safe, inclusive and attractive network of streets and spaces for everyone's use and enjoyment. Together, this will make Oldham a great place to live for generations to come.



This document is the first stage in a journey together. The opportunity ahead is for the local community, businesses, groups and stakeholders to take part in a conversation about our plans. We invite and welcome your input.

**Cllr Arooj
Shah**
Oldham
Council



Both Oldham Council and Muse have a shared vision to build a better Oldham where more people want to live, work and raise their families. The transformation of our town centre is progressing at pace, with the redevelopment of Spindles at its heart.

Our new offices in Spindles have opened to staff, bringing around 1,000 people every day into the centre, cementing our role as an anchor institution and making a real impact for the local economy and traders.

This will be further boosted by a new Tommyfield Market, events and culture venues alongside other town centre regeneration projects including the Egyptian Room, the Old Library and a new park.

We're creating a town centre that is fit for the future – and that includes thousands of much needed-new homes. We're building a brand-new neighbourhood for the people who live here now and for generations to come.

These are game-changing plans – and I'm excited that we've secured a partner from Oldham, who knows our borough so well, and who shares our ambition to make our Oldham a better place for all of us who call it home.

**Phil
Mayall**
Muse



We're passionate about the incredible opportunity in front of us to reinvigorate Oldham's town centre and we're excited to be in partnership with Oldham Council to develop a plan that will deliver the best possible outcomes for the town and its residents. As a born-and-bred Oldhamer it is an honour for me to be a part of this journey to deliver transformative change for the town centre.

We want Oldham to be a hub for successful local businesses, a destination for quality homes, leisure and outdoor spaces, and a family-friendly place that reflects its heritage as a thriving northern town. Moreover, we want it to have the resources it needs to be a sustainable and affordable place to live.

Working together with residents, businesses, local community groups and educational institutions, regional partners and charitable organisations – will be key to unlocking a framework that captures the essence of the town and its local community to deliver new homes.

Part 1.

Contextual Background



Chapter 1.

Introduction and overview

The Development Framework provides an aspirational vision for the Town Centre building on Oldham's legacy of innovation whilst respecting its unique heritage. It represents an opportunity to secure the continued renaissance of the area, delivering real transformation for Oldhamers.

The Development Framework covers an area of 78.4ha and encompasses the historic heart of the town.

- AREA 1
Civic and Residential Quarter
- AREA 2
The Retail Core
- AREA 3
The Cultural & Creative Quarter
- AREA 4
Eastern Edge & Oldham Mumps
- AREA 5
Western Edge & Educational Quarter



→ FIGURE 1.3 CHARACTER AREAS



The Partners



Oldham Council has overseen the transformation of the town centre over recent years, working in collaboration with key stakeholders. Major transformation projects have included the redevelopment of the Old Town Hall and Spindles Shopping Centre together with the transformation of the public realm, development of a new bus station and arrival of the Metrolink to the town.

The Council's vision for the next phase of regeneration is to create a high-quality town centre, focusing on redefining Oldham's residential and retail offer to create lasting benefits for residents, visitors and investors. In July 2023, Oldham Council selected Muse as its development partner to bring forward a different type of residential offer for Oldham in the town centre, providing 2,000 new mixed-tenure homes across the town centre and a new neighbourhood in the north of the centre.

The 15 year partnership between the Council and Muse will see the redevelopment of a series of Council-owned previously developed sites, known as 'brownfield' sites, in the town centre which will deliver much needed new high-quality homes and improved public realm. The partnership will facilitate the creation of a vibrant centre which reflects Oldham's distinctive character.

MUSE

Muse is one of the UK's leading mixed use and urban regeneration specialists who create beautiful, diverse and sustainable places that are people-centred, high quality and built to last. Muse is hugely excited by the opportunity to work in partnership with Oldham Council to deliver transformative change in the town centre, creating a better place to live, work and visit.

Muse has a proven track record of delivering significant regeneration schemes across the UK, including projects in Salford, Manchester, Warrington, Chester and Stockport.



The Team

In developing this Development Framework Muse has assembled a highly experienced professional team who are committed to delivering the ongoing regeneration of the town centre and engaging meaningfully with the local community and key stakeholders.



Why Create a Development Framework?

Extensive progress has been made by the Council in regenerating Oldham Town Centre over recent years. This Development Framework seeks to consolidate various projects, plans and strategies, to guide the next phases of regeneration.

The Development Framework encompasses a holistic view of the town centre and consolidates the following into a unified vision:

→ FIGURE 1.6 PROPOSED SNIPE GARDENS. CGI CREDIT: PLANIT



01

Regeneration ambitions contained in the **Oldham Corporate Plan, 'Creating a Better Place' strategic framework; Oldham Town Investment Plan, Our Future Oldham – A Shared Vision for 2030** and the **Oldham Green New Deal Strategy**.



02

Recent investment, developments and infrastructure interventions which have catalysed the transformation of the town centre including various **Accessible Oldham** projects, the new **Linear Park** and the redevelopment of the **Spindles Town Square Shopping Centre**.



03

Adopted and emerging policy guidance and evidence base documents contained in the Joint Core Strategy, Places for Everyone and the Draft Oldham Local Plan.



04

Collated evidence and technical studies that have identified key challenges and opportunities within the town centre including heritage, design, transport, green infrastructure and public realm, biodiversity, and the **Council's net zero ambitions**.



05

Responses received through stakeholder engagement and public consultation building on the ongoing **'Big Oldham Conversation'**.

This vision has informed the identification of specific town centre development principles and illustrative proposals to guide the future development of key Council owned brownfield sites, located in the town centre, which will form the basis of the PSP Agreement with Muse Places.

The illustrative masterplan presented at Chapter 7 is indicative and shows how development could come forward. Exact details would need to be provided through future planning applications.

Purpose

The purpose of this document is to deliver transformational change across Oldham Town Centre over the next 15 years and beyond, redefining the retail, residential and public realm offer as part of its wider renaissance. It has been prepared to positively respond to the vision established in the 'Creating a Better Place' strategic framework which seeks to create 'a place that thrives' by:

→ 01

Building quality homes



→ 02

Providing opportunities to learn, develop new skills and gain employment



→ 03

Having a diverse cultural, leisure and night-time economy

→ 04

Attracting, retaining and growing businesses



→ 05

Ensuring a safer, healthier, and friendly environment



→ 06

Ensuring it is green, clean and sustainable



Informed by Oldham Council's wider regeneration initiatives and planning policy context (both adopted and emerging), this Framework sets out a series of town centre wide development principles together with site specific design principles and illustrative proposals for defined Council owned assets across the town centre.



Status

Taking into account comments received as part of the proposed public consultation and following endorsement by Oldham Council, the Oldham Town Centre Development Framework will become a 'material consideration' in the determination of planning applications which will assist in guiding future development.

The document will also help support bids for future funding opportunities and will guide strategic development and infrastructure projects, beyond those established in the PSP Agreement with Muse.

Whilst the Development Framework will not form part of the Council's adopted Development Plan, it has been prepared having had full regard to:

- Relevant national planning policy contained in the National Planning Policy Framework (NPPF) (2023) and Planning Practice Guidance (PPG) (2023); and
- Local planning policy contained in:
 - the 'saved' Oldham Unitary Development Plan (UDP) (2006);
 - Joint Core Strategy and Development Management Policies Development Plan Documents (2011); and
 - Places for Everyone Joint Development Plan Document (PfE) (2024).

To ensure this document is fit for the future, consideration has also been given to relevant emerging policies in the Draft Oldham Local Plan (2023).

The Development Framework, including the accompanying Illustrative Masterplan, is intended to act as a guide to future development across the town centre, consolidating various regeneration initiatives, infrastructure interventions and technical studies. It does not supersede adopted planning policy and any planning application for detailed proposals would need to be considered in the context of all adopted and emerging local planning policy and national guidance.

Implementation & Delivery

This Development Framework is of a significant scale and includes a number of ambitious proposals. In order to facilitate the Vision contained in this document a phased approach will be taken to its delivery.

The Council and Muse are committed to bringing forward significant stages of early development, including innovative placemaking strategies, to deliver on the ambitions in this Framework and to secure tangible benefits for residents, businesses and visitors.

→ FIGURE 1.7 OLDHAM METROLINK, UNION STREET. IMAGE CREDIT: PLANIT (FIONA FINCHETT)

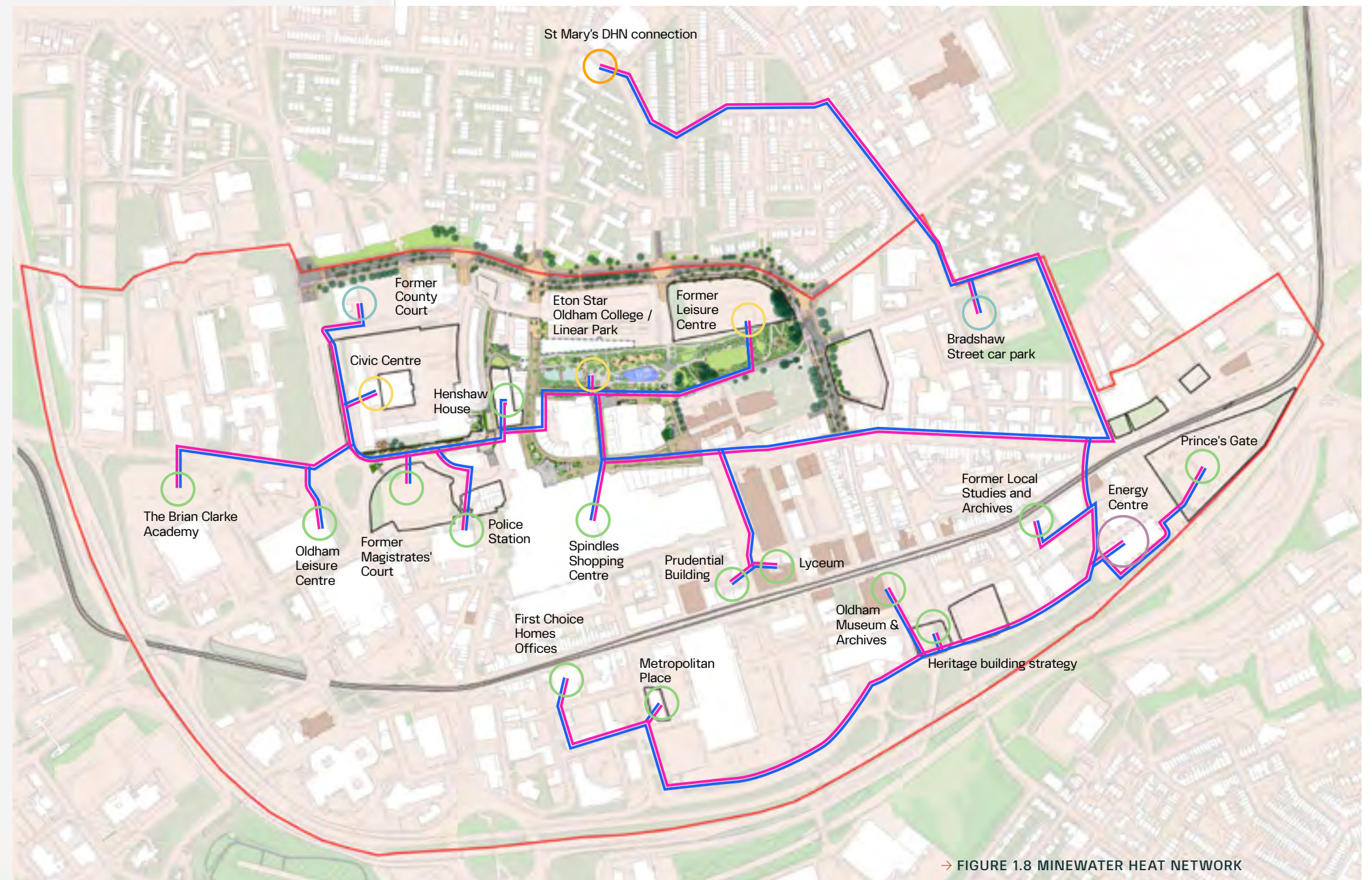


Embedding Sustainability

The Council and Muse are wholly committed to delivering Sustainable Places that maximise social benefits and enhance the environment for future generations.

This Development Framework seeks to embed sustainability into the full lifecycle of developments, from initial design feasibility through to construction, maintenance and operation. This approach fully aligns with the Council's Green New Deal Strategy and aspirations to be the greenest borough in Greater Manchester, achieving carbon neutrality by 2030.

A key element of the Council's Green New Deal is the delivery of a low carbon Town Centre Minewater Heat Network, as shown adjacent. The heat extracted from disused flooded mines beneath the town centre will deliver around 4MW of low carbon energy once operational. The Development Framework has taken into consideration the scheme in order to ensure opportunities to interface with new residential-led developments on Council owned land are maximised.



→ FIGURE 1.8 MINEWATER HEAT NETWORK



Working in collaboration with Greengage, a holistic approach will be taken to developing bespoke sustainability targets for the town centre within the Development Framework focussing on:



Climate Change
Mitigation &
Resilience



Health, Wellbeing &
Community



Biodiversity
& Ecology

Delivering Social Value

Uplifting Every Resident

Oldham Partnership's ambition for 'Our Future Oldham' is to uplift every resident and to ensure that new major development coming forward has regard to social value through the completion and implementation of a Social Value Framework.

The Partners will be preparing a Social Value Framework to accompany the final Development Framework informed by comprehensive engagement with a range of stakeholders (including those identified adjacent) and the provisions of Draft Local Plan policy IN3 'Delivering Social Value and Inclusion'.

The Social Value Framework will include measurable / trackable targets covering a range of thematic areas and will be supplemented by phase-specific social value plans aligned to local needs analysis.

→ FIGURE 1.9 UNION STREET AND GREAVES STREET. IMAGE CREDIT: PLANIT (FIONA FINCHETT)



Chapter 2.

Oldham Town Centre Creating a better place

Today, Oldham town centre serves as the principal retail, administrative and service centre for a wide catchment throughout Oldham Borough and beyond. The town centre acts as a focal point for Oldham's residents and workers and is surrounded by a diverse range of residential neighbourhoods and employment areas.

Over the last decade, Oldham town centre has witnessed several major transformational projects, in particular the redevelopment of the Old Town Hall and Spindles Town Square Shopping Centre, improvements to the public realm (such as Parliament Square) and investment in public transport infrastructure.

The expansion of the Metrolink through the town centre in 2014 marked a major milestone in this transformation. The focus is now on redefining Oldham Town Centre's retail, commercial and residential offer as the next stage of its transformation.



→ FIGURE 2.1 OLDHAM MUMPS METROLINK. IMAGE CREDIT: PLANIT (FIONA FINCHETT)

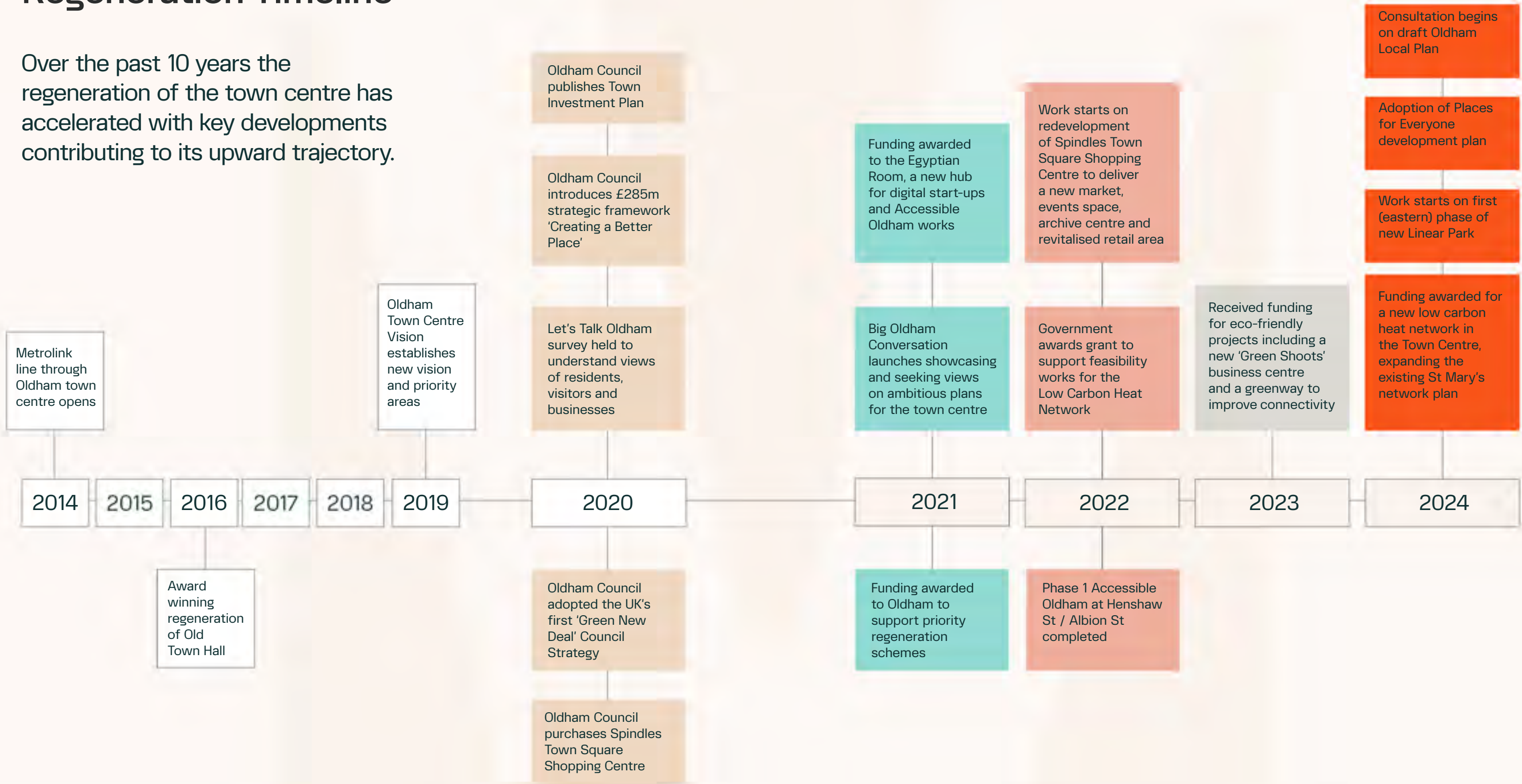
→ FIGURE 2.2 PARLIAMENT SQUARE. IMAGE CREDIT: PLANIT (FIONA FINCHETT)



→ FIGURE 2.3 HILTON ARCADE. IMAGE CREDIT: PLANIT (FIONA FINCHETT)

Success So Far Town Centre Regeneration Timeline

Over the past 10 years the regeneration of the town centre has accelerated with key developments contributing to its upward trajectory.



Creating a Better Place Projects



→ FIGURE 2.4 PROPOSED SPINDLES REDEVELOPMENT

→ Spindles Town Square Shopping Centre

The Spindles Town Square was purchased by the Council in October 2020 as the site was central to its 'Creating a Better Place' regeneration strategy which aims to increase town centre footfall and access to jobs, while championing local culture and heritage.

A planning application for the comprehensive redevelopment of the Spindles Town Square Shopping Centre was approved in June 2022 (application reference FUL/348415/22) to include over 7,000 sq. m of high-quality flexible office and co-working space, heritage archive space for the public display of museum

and library collections, and event and conference space. It will also feature a new split-level market hall and food court with a rooftop terrace.

Once complete the scheme will contribute to redefining the retail area of Oldham Town Centre by connecting the high street, malls and market in a retail loop. The first phase of new offices has been completed and occupied by the Council who have relocated its Civic Centre offices. Works on remaining phases are ongoing.

→ Green Shoots Business & Innovation Centre Low Carbon District Heat Network

The Green Shoots Centre will be a business centre at Rhodes Bank for environment technology focused start-ups in Oldham, providing affordable incubator space for these businesses to cluster. It will support economic recovery through attracting private investment and creating local jobs.

It will be supplied entirely by renewable energy from the solar photovoltaic system on the roof of the building, as well as renewable heating from the Minewater District Heat Network Energy Centre which will also be situated on the same site at Rhodes Bank.

The heat network will use heat reclaimed from the floodwater in disused coal mines underneath the town centre to power the

Green Shoots Centre as well as a range of other town centre buildings including the Old Library and new Performance Space. The Council is working with First Choice Homes to explore the potential of linking the new heat network with the existing heat network at St Mary's.

Both the projects will drive forward the Council's Greener Oldham commitment to being a carbon neutral borough by 2030 as part of the Oldham Green New Deal.

It forms part of the wider Green Innovation programme, which also includes the Linear Park, Oldham Greenway and the Northern Roots Education Centre.

→ FIGURE 2.5 PROPOSED GREENSHOOTS AND INNOVATION CENTRE



Creating a Better Place Projects



→ FIGURE 2.6 PROPOSED PRUDENTIAL BUILDING SCHEME

→ Prudential Building

The Prudential Building lies within the south-western corner of the Cultural and Creative Quarter. It is a key building occupying a prominent location opposite Oldham Central Metrolink stop.

The Prudential Building was one of the 27 branches for the Prudential Assurance Company in the 1900s. The building is Grade II listed with key features including its recessed polygonal towers, polished granite plinth, arched windows, red brick, decorative terracotta details and ornate plaster pannelled ceiling, tiled walls and internal main hall.

The building has been vacant since 2011 and is recognised by the Victorian Society as being one of the most endangered buildings in the UK. The Council has identified the building within its 'Creating a Better Place' investment programme, which was introduced in 2020 to deliver economic growth and major regeneration within the context of real financial challenges.

In July 2023 the Council obtained planning permission and listed building consent for the repair and redevelopment of the building (ref. FUL/351029/23 and LBC/351030/23) to facilitate new co-working space, a café, meeting space and office space, across the building's five floors.

The Council recently completed the Compulsory Purchase Order for the building and is now turning its short-term focus to safeguarding and weatherproofing the building after years of neglect by the previous owners before exploring wider options for the future of the building. The restoration and redevelopment of this prominent heritage asset will contribute to the regeneration of the Cultural and Creative Quarter.

Old Library & Gallery

The Old Library is located to the south of Union Street and is a Grade II listed building (reference 1282573) dating to 1883. The Old Library will house spaces for public meetings, facilities for Oldham Theatre Workshop, a gallery and flexible spaces linked to Gallery Oldham.

As part of this the Old Library is being refurbished, ensuring that key historical features are retained, including stained glass windows, relief sculptures and a series of carved stone heads.

Phase 1 of the works (application reference VAR/350029/22 & LBC/347139/21) has now been complete and Phase 2 (application reference FUL/350535/23 & LBC/350536/23) was approved in May 2023.

Lyceum Building

The Lyceum and Art School is a Grade II listed building (reference 1201650) located off Union Street. As part of the wider town centre regeneration plans, the Lyceum Building and the old library and gallery are now externally lit every night, in order to celebrate the historic buildings of the town centre and promote civic pride. The works form part of the wider public realm improvements around King Street Metrolink Stop and aim to improve the attractiveness of the town centre at night time.

Oldham Council is seeking to refurbish the Lyceum Theatre and Masonic Hall to create flexible workspace for creative industries.

→ FIGURE 2.7 PROPOSED EGYPTIAN ROOM



Creating a Better Place Projects

→ Egyptian Room

The Egyptian Room is located within the Town Hall, a Grade II listed building located off Parliament Square (listing reference 1201655).

Under Listed Building Consent reference LB/345082/20 (approved 26th February 2021) the Council has led the transformation of the Egyptian Room into a contemporary food hall, catering for approximately 150 people. The redevelopment seeks to preserve the historic character of the building, including a decorative glazed wall, column tiling, parquet and terrazzo flooring, plastered ceilings and original arched windows and doors. In addition, a mezzanine and indoor and outdoor seating have been proposed.

→ Heritage Building Strategy

As well as the projects for the Prudential Building, Old Library, the Lyceum Building and the Egyptian Rooms, Oldham Council is progressing with plans for a heritage buildings strategy in the town centre, focusing on bringing the collection of historic buildings at the corner of Union Street and Greaves Street – the Grade II listed former Post Office building, the former Museum and the former Friends Meeting House – back into use.

→ Public Realm Works

Alongside applications relating to the civic buildings off Union Street, a separate planning application has been submitted to redevelop the public realm located between the Former Oldham Library and Art Gallery and the Oldham Theatre Workshop. Application reference FUL/351500/23 was submitted in August 2023 and is currently pending determination.

The proposals comprise introduction of permeable paving and street furniture; redesigning of access to ensure DDA compliance; additional tree planting; the creation of an open and level flexible events space; pedestrianisation of the northern end of Southgate Street; creation of building canopies; and provision of cycle parking facilities. The proposals also seek to enhance the existing open space and complement the heritage buildings strategy.

→ FIGURE 2.8 PUBLIC REALM IMPROVEMENTS



→ FIGURE 2.9 OLDHAM COLISEUM THEATRE

→ Fairbottom Street Coliseum Theatre

In July 2024, Oldham Council announced that it will re-open the Oldham Coliseum theatre on Fairbottom Street in time for Panto 2025. The £10m project is being supported by £6.1m from the Towns Fund and the remainder from Oldham Council's regeneration budget. This plan replaces previous proposals for a new performance space on Union Street and is a vital part of retaining the cultural offer in the town centre.



→ FIGURE 2.10 METROLINK

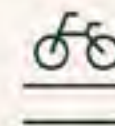
Accessible Oldham

The Accessible Oldham programme will provide a comprehensive package of capital infrastructure improvements offering tangible benefits for pedestrians, cyclists and general traffic accessing the town centre. The scheme will integrate with Oldham Council's wider town centre regeneration aspirations and provide a significant catalyst to attract new private sector investment and employment generation.

The key Accessible Oldham scheme objectives are to:



Facilitate development and the regeneration of Oldham Town Centre.



Improve the attractiveness of the town centre for pedestrians and cyclists.



Maintain the integrity of the highway network within and around the town centre.

Projects within the Accessible Oldham scheme include:

- 1 Civic Hub and High Street Public Realm Improvements;
- 2 Town Centre Linear Park (in development)
- 3 St Mary's Way Streets for All scheme (in development)
- 4 Cultural Quarter - access and public realm improvements
- 5 Southlink New Access and Signal Improvements
- 6 Southlink internal access infrastructure
- 7 George Street - Manchester Chambers connectivity
- 8 Retiro Street connectivity improvements (delivered)
- 9 Hunters Lane connectivity improvements (delivered)
- 10 Waterloo Street junction signalisation (delivered)
- 11 Henshaw Street/Albion Street (Market Hall)
- 12 Lord Street / Rock Street (in delivery)
- 13 Lord Street / High Street (in development)
- 14 Market Place and Curzon Street (in development)
- 15 The Snipe Inn (in development)
- 16 Quality Bus Transit (in development)



→ FIGURE 2.11 ACCESSIBLE OLDHAM PROGRAMME. FIGURE CREDIT: PLANIT

Enhancing Oldham's Green Infrastructure

Enhancing the town centre's green infrastructure and strengthening its connections with surrounding areas is a key priority for Partners. The following ongoing schemes within and adjoining the town centre will fundamentally transform the public realm and how people experience the area, creating the structure around which the proposals in this Development Framework will be delivered. Oldham's Green Infrastructure Strategy provides an up-to-date assessment of current Green Infrastructure provision and future opportunities, using spatial data. There is specific reference to opportunities within the town centre including the new Linear Park, and linking new and existing open spaces as 'stepping stones' within and surrounding the town centre. This aligns with Draft Local Plan Policy OTC4 and Places for Everyone Policy N3.

Snipe Gardens

Located to the east of Oldham Central Bus Station and Cheapside, and west of Henshaw Street and Tommyfield, the redevelopment of the area will see the introduction of new soft and hard landscaping. The scheme will dramatically enhance east-west pedestrian connections between the civic centre and the retail core, creating new improved views through to Oldham Parish Church and linking into the new Linear Park.



→ FIGURE 2.13 PROPOSED SNIPE GARDENS PUBLIC REALM WORKS. CGI CREDIT: PLANIT



→ FIGURE 2.12 PROPOSED TOWN CENTRE LINEAR PARK. CGI CREDIT: PLANIT



Town Centre Linear Park

The creation of a new 2.3ha linear park will transform the town centre by introducing high quality greenspace on the site of the existing Tommyfield Market (which will be relocated into the Spindles site as part of its redevelopment) and of the former Oldham Leisure Centre on Lord Street. The linear park will feature play space, cycle paths, formal and informal planting, maximising east-west connections and improving the wellbeing of people.

Enhancing Oldham's Green Infrastructure



→ FIGURE 2.14 NORTHERN ROOTS PROPOSALS

Northern Roots

Whilst not located in the town centre, the Northern Roots project forms an integral part of Oldham's Green New Deal. Northern Roots involves the creation of the UK's largest urban farm and eco-park on 160 acres of green space land near Alexandra Park to the south of the town centre. A hybrid planning application was approved in November 2022 (reference FUL/348898/22) for a visitor centre, education centre, forestry depot, events building, solar photovoltaic array and ancillary infrastructure/landscaping.

Northern Roots Learning Centre will be an education facility based at the Northern Roots project. The learning centre will provide training linked to green and sustainable skills.

It will also be used as an educational centre to help strengthen environmental skills through vocational courses by providing up to 150 volunteering opportunities and 28 traineeships and apprenticeships each year, creating opportunities for young people to learn and create local careers in sectors ranging from horticulture and arboriculture to construction, green technologies, visitor services and marketing.



→ FIGURE 2.15 NORTHERN ROOTS PROPOSALS

Oldham Greenway

The Oldham Greenway is a movement strategy that will link the town centre (notably the Green Shoots Centre and Linear Park) with Northern Roots, Beal Valley and Broadbent Moss.. It will create green branches of active travel routes across the town centre including to new venues. This green infrastructure network will address poor air quality, pollution and connectivity in the borough which are major drivers of local inequalities.

→ FIGURE 2.16 OLDHAM GREENWAY
FIGURE CREDIT: PLANIT



Town Centre Development Opportunity Sites

A key ambition of the Development Framework is to unlock high-quality sustainable development across nearly 10 hectares of Council owned land in the town centre. The following brownfield sites represent a generational opportunity to catalyse regeneration across Oldham Town Centre building on some of the projects described in this Chapter.

The following plan shows the sites overlaid on to the future baseline of committed projects within the Town Centre.



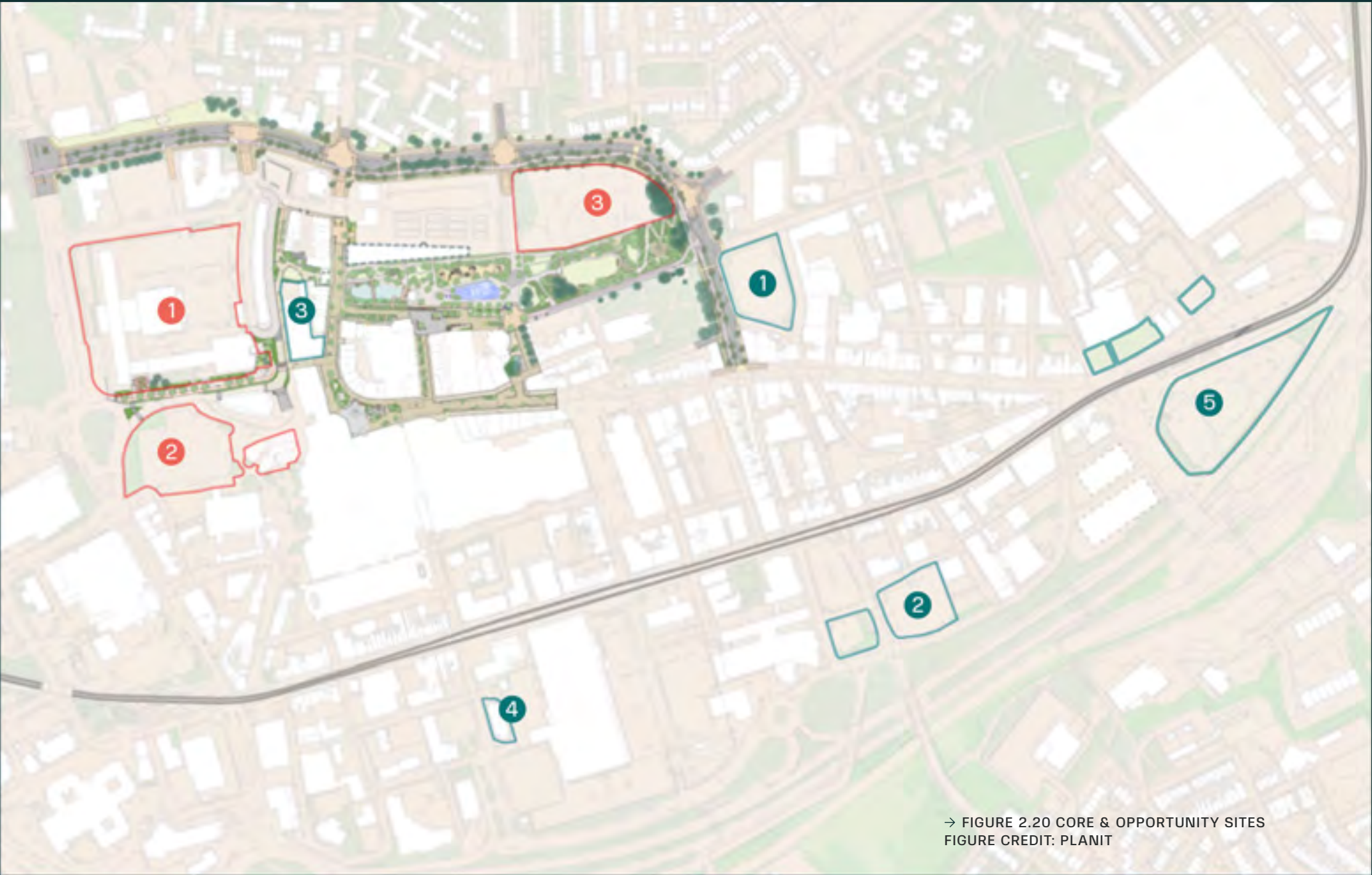
→ FIGURE 2.17 METROPOLITAN PLACE



→ FIGURE 2.18 SOUTHGATE STREET & WATERLOO STREET



→ FIGURE 2.19 FORMER LEISURE CENTRE



→ FIGURE 2.20 CORE & OPPORTUNITY SITES
FIGURE CREDIT: PLANIT

→ Core Sites

- 1 Civic Centre and Queen Elizabeth Hall
- 2 Former Magistrates' Court and Manchester Chambers
- 3 Former Leisure Centre

→ Opportunity Sites

- 1 Bradshaw Street
- 2 Southgate Street and Waterloo Street
- 3 Henshaw House
- 4 Metropolitan Place
- 5 Prince's Gate, Mumps and Wallshaw Street

Chapter 3.

Context for change

It is important to recognise and respond to the wider context in which the town centre is located, taking account of the borough-wide and sub-regional influences, which will shape the future of Oldham.

This Development Framework seeks to build upon the previous consultations and regeneration strategies.

This chapter summarises the regeneration strategy context; planning policy position; socio-economic background; historic context; and physical form of the town centre (including scale and massing, green infrastructure, transport & connectivity and urban form), which have shaped the key design principles for the town centre.



→ FIGURE 3.1 STRATEGIC ANALYSIS

Strategic Analysis

Oldham Town Centre is located at the heart of the borough, in the north east of Greater Manchester.

Oldham Borough is home to 242,000 residents and is made up of the town of Oldham and the surrounding areas. The Borough has close ties to its neighbours in Greater Manchester and West Yorkshire. It has a real mix of rural and urban areas, reaching from within five miles of Manchester city centre to the moorlands of Saddleworth, with almost a quarter of the borough within the Peak District National Park.

Greater Manchester, which includes Oldham, is home to around 2.8 million people and has seen an increase of almost 200,000 residents in the last decade alone. The city-region is vibrant, dynamic and diverse, and continues to play an important role in the economic and social fabric of the country and beyond. Greater Manchester is one of the most economically diverse conurbations in the UK and its substantial growth is forecast to continue.

Oldham is positioned at the edge of the Pennines which provide a dramatic and beautiful backdrop to the east and dominates key views within the town centre. There is an opportunity to bring these wider landscapes into the heart of the town centre, to create clear physical and visual connections with the introduction of wildlife and movement corridors to the immediate surroundings, as well as the wider context.

Oldham's location and topography historically attracted textile mills and related industry which enabled its successful growth as an industrial centre in the 19th Century, earning its place as a globally renowned cotton spinning town. This industrial legacy remains an important part of Oldham's story and culture.



→ FIGURE 3.2 VIEWS OVER OLDHAM

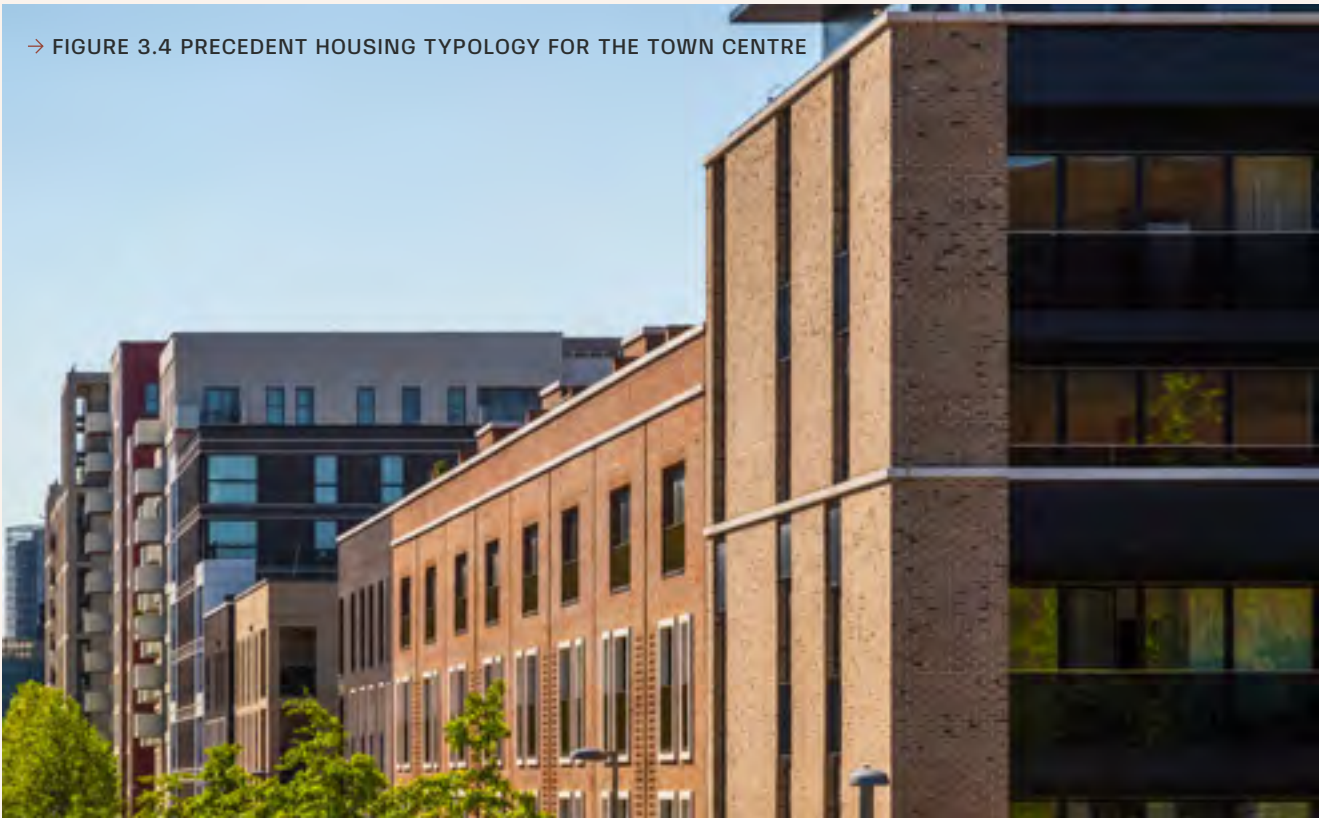


New Homes in the Town Centre

The Oldham Town Centre Development Framework seeks to establish a new residential neighbourhood in the town centre, creating a thriving living environment for existing and future residents of Oldham.

There is a significant opportunity to deliver housing within accessible locations in the heart of the town centre, contributing to the borough's housing land supply and addressing requirements in relation to house type and tenure.

The development of this new residential neighbourhood and the associated influx of residents will enliven the town centre, generating further demand for shops, services and leisure activities. The delivery of a significant number of new homes in a range of tenure (including BtR and Social Housing) can act as the catalyst for regeneration across the town centre and beyond.



→ FIGURE 3.4 PRECEDENT HOUSING TYPOLOGY FOR THE TOWN CENTRE



→ FIGURE 3.3 PRECEDENT HOUSING TYPOLOGY FOR THE TOWN CENTRE

Key Considerations

- **Population Growth**
The population of Oldham is anticipated to increase by 5.8% to 252,300, by 2037. This includes an increase in the number and proportion of older residents.
- **House Types**
Within Oldham town centre specifically, the Local Housing Needs Assessment (currently being updated) noted there is a growing shortage of quality private rented sector housing and a shortage of affordable housing.
- **Out-migration**
The Housing Topic Paper also notes that there is a trend of outward migration of young people in the borough and therefore there is a need to ensure an attractive housing offer is available to retain and attract young people.
- **The Need for Quality**
The Local Housing Needs Assessment has identified dissatisfaction amongst residents of the private rented sector in relation to housing quality. The Housing Topic Paper identifies a need for a range of high quality housing that meets local housing needs, creating mixed, balanced and sustainable communities.

Key Opportunities

- **Diversify housing mix**
The local housing market is currently dominated by owner occupied properties which are predominantly traditional terraced housing. There has been limited new residential development within the town centre itself. This has created an imbalance within the market and created a demand for a different type of housing product. The redevelopment of the town centre provides an opportunity to introduce a new product to the area, such as apartments and townhouses and properties which are for rent.
- **Diversify housing tenure**
A mix of residential development should be brought forwards in the town centre, comprising open market sale to attract first time buyers; build to rent as a new product to the market; affordable housing; and residential development which will appeal to the senior living sector (rather than age specific developments).

Regeneration Strategy

The Development Framework aligns with key regeneration aspirations for the borough and will help deliver the Council's priorities over the next 15 years. This section includes a summary of key Greater Manchester and Oldham strategy documents.



Greater Manchester Strategies

Greater Manchester Strategy 2021-2031

→ The Strategy aims for all of the communities, neighbourhoods, towns and cities which make up the city-region to work towards achieving a shared vision of: 'Good Lives for All: that Greater Manchester is a great place to grow up, get on and grow old; a great place to invest, do business, visit and study'.

→ The strategy is framed around three overarching objectives:

A greener Greater Manchester:
responding to the climate emergency;

A fairer Greater Manchester: addressing inequalities and improving wellbeing for all; and

A prosperous Greater Manchester:
driving local and UK growth

Greater Manchester Transport Strategy 2040

→ This document supports the commitments to a connected and accessible city region set out within the Greater Manchester Strategy.

→ This Transport Strategy sets out a series of key interventions across the region with the intention of influencing the modal share of journeys in the city region towards sustainable modes.

→ Central to the delivery of the Transport Strategy is an underlying movement towards higher density sustainable neighbourhoods which inherently lead to more sustainable journeys by co-locating homes, jobs and key services which are well integrated with public transport and active travel connections.



→ FIGURE 3.6 UNION STREET

Local Strategies

Our Future Oldham: A Shared Vision for 2030

- This is the overarching shared vision for the Borough which was produced through extensive consultation with communities.
- It sets out the aspirations for skills, education, work, neighbourhoods and communities to 2030, and identifies the levers available to realise those objectives.

Oldham Corporate Plan 2022-2027

- This document sets the Council's priorities between 2022 and 2027 around health, education, employment, housing, and the environment and green energy.
- It contains specific targets for the first three years including prioritising brownfield land for development and delivering high-quality homes across the Borough.
- The Plan works in parallel with the Our Future Oldham vision, a blueprint for the next decade.

Creating a Better Place 2020

- Creating a Better Place focuses on building more homes for Oldham's residents, creating new jobs through town centre regeneration, and ensuring that Oldham is a great place to visit with a focus on family friendly and accessible spaces.
- The strategy shows how Council owned property in the town centre can be a catalyst for building new homes, creating jobs, re-skilling residents through new apprenticeship opportunities, and re-engaging communities and partners through co-location and collaboration.
- This strategic work also supports the Council's ambitions for inclusive growth, thriving communities and co-operative services.

Oldham Green New Deal Strategy 2020-2025

- This Strategy builds on the Council's carbon reduction and renewable energy achievements and sets two clear carbon neutrality targets:

Carbon neutrality for the Council by 2025
Carbon neutrality for the Borough by 2030

- Notable measures include a new focus on building the green economic sector to generate inward investment, jobs and training opportunities for residents, and the development of key large-scale low carbon infrastructure, such as district heat networks as well as an approach to delivering Net Zero housing in the borough.

Oldham Town Centre Conservation Area Appraisal and Management SPD (2019)

- The SPD provides guidance on how to root regeneration in the conservation area, preserving and enhancing the character and appearance of the conservation area and introducing good quality, contemporary design alongside protecting and improving existing buildings and townscape features. The three objectives of the SPD are: Enhancement; Regeneration; and Community Engagement.

Oldham Transport Strategy and Delivery Plan 2023

- Building on the GM Transport Strategy 2040, the Council will look to provide a transport system which:

Supports long term economic growth and makes it easier and quicker for people and goods to get around;

Improves the quality of life for all by being integrated, affordable and reliable;

Improves our environment and our air quality because protecting the health of the borough's residents is a priority;

Uses the newest technology and innovation by supporting Greater Manchester's overall target to be net zero carbon by 2038.

Planning Policy Context

In preparing the Development Framework, regard has been given to national, regional, local planning policy and other material considerations. This includes the following adopted and emerging policies in order to establish a full picture of the planning context and future direction of travel:

→

Statutory Development Plan:

'Saved' Policies of the Oldham Unitary Development Plan (UDP) (2006)

Joint Core Strategy and Development Management Policies Development Plan (2011)

Places for Everyone Joint Development Plan (PfE) (2024)

→

Emerging Local Plan:

Oldham Draft Local Plan (2023)

→

National Guidance

National Planning Policy Framework (NPPF) (2023)

Planning Practice Guidance (PPG) (2016 and as amended)

National Design Guide (2019)

In preparation of this Development Framework a review has been undertaken of relevant supplementary planning guidance and evidence base documents. A full summary of relevant planning policy context is provided at **Appendix A**.

→ FIGURE 3.7 PLANNING POLICY CONTEXT



Key Considerations & Opportunities

In developing the key considerations and opportunities for Oldham Town Centre a significant amount of baseline research and analysis has been undertaken at the town centre level but also on a site specific level.

Key elements reviewed include:

- Socio-economics;
- Residential market and demand;
- Historic environment and heritage;
- Urban form and use;
- Scale and massing;
- Green infrastructure and public realm;
- Access, transport and movement; and
- Wayfinding and security.

The town centre wide baseline information is presented at **Appendix B**.

Site specific baseline analysis has also been undertaken focussing on the core and opportunity sites. This is presented at **Appendix C**.

The following pages provide a consolidated series of key considerations, or constraints, and opportunities for the Town Centre.

→ FIGURE 3.8 OLDHAM AERIAL IMAGE



Key Considerations

The following key considerations have been identified which detract from the function and perception of the Town Centre:



Market Town

The Tommyfield Market is both historically and culturally significant and is one of the largest indoor markets in the North West, however in recent decades it too has suffered from a decline in footfall and reduction in quality of the physical environment.



Nighttime Economy

Outside of core retail hours there is less activity in the Town Centre and a limited nighttime economy.



Public Realm

The public realm, whilst improving and of high quality in certain locations, is generally in poor condition with limited cohesion across the Town Centre.



Town Centre Health

The health of the Town Centre has generally deteriorated over the past 10-15 years with increasing numbers of vacant units and shutter properties. Currently there is too much poor-quality/ secondary retail space in the Town Centre especially as high street footfalls are declining.



Utilities

Within the Town Centre are a number of deep lying utilities such as sewers and gas mains which could potentially impact on the deliverability of development sites and wider public realm works. Future proposals will also need to factor in the capacity of existing provision and assess whether this would need reinforcing.



Green Infrastructure

Whilst there are ambitious plans to create a new Linear Park and Snipe Gardens which will deliver a step change in terms of quality green space, the existing green infrastructure in the Town Centre is generally of limited quality (typically mown grass and ornamental trees) and it does not provide wildlife corridors/ connections between Oldham Edge in the North and Alexandra Park/ Northern Roots in the south.



Future developments will need to effectively interface with ongoing Council regeneration projects (such as the new Linear Park) and other infrastructure works.



Biodiversity and Wildlife

Future development sites in the town centre will need to sensitively consider existing biodiversity, especially hedgerows and mature high-quality trees, and ensure that at least 10% biodiversity net gain.

Verges along Oldham Way and other arterial routes in the town are generally mown grass and not fully utilised for enhanced biodiversity or wildlife corridors.



Topography and Views

There are significant topographic level changes across the Town Centre which new development, especially taller buildings, will need to positively respond to.

The visual impact of development will need to be addressed through appropriate planting along contours.

The Town Centre benefits from long-range views to the surrounding landscape context which changing levels enhance. Future development will need to consider and where possible, enhance these views.



Heritage

Development needs to positively respond to nearby heritage assets including the Town Centre Conservation Area ('at risk'), Listed Buildings and Non-Designated Heritage Assets.

Proposals will also need to take into consideration potential impacts on key views.



Play Space

Currently there is a lack of safe play space in the Town Centre to cater for children and younger people.



Access and Movement

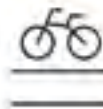
The A62 Oldham Way is a significant barrier to movement to the south and east. Whilst it is beneficial for moving traffic out of the town centre core, it causes severance for pedestrian and cyclists wishing to cross the carriageway and access the town centre.

St Mary's Way and Yorkshire Street are vehicle dominated with pedestrians and cyclists faced with roadside parking and bus laybys, as well as limited public realm.

The town centre periphery area is effectively separated from the inner core by King Street, Rochdale Road and Union Street as there are few crossing facilities for pedestrians and cyclists and these streets are heavily dominated by vehicle traffic.

The south and west of the town centre is a maze of narrow streets with one-way traffic movements aimed at providing connectivity for vehicles, but also resulting in circulating traffic. The built up form can be difficult to navigate for new visitors to the town, particularly pedestrians and cyclists.

There are a limited number of gateways into the town centre, especially to the south.



Safety and Security

Safety and security is a principal concern for those who use the Town Centre, especially women and girls, with the built form contributing to the perceived risk of crime.



Wayfinding and Legibility

Currently there is a lack of clear and coherent wayfinding with limited signposting for visitors.



→ FIGURE 3.9 KEY CONSIDERATIONS. FIGURE CREDIT: PLANIT

Key Considerations

- Key
- Oldham Town Centre Boundary
 - Development Sites
 - Oldham Town Centre Conservation Area
 - Listed Buildings
 - Topography changes across the town centre
 - Proposed active travel corridor (St Mary's Way) and cycle route
 - Oldham Way acts as a barrier to movement
 - Low-quality gateways and linkages
 - Long-range landscape views



Key Opportunities

The following key opportunities have been identified which positively influence the regeneration of the Town Centre over the next 15 years.



Tall Buildings

Opportunities to develop high quality and sustainable tall buildings in the right places within the town centre that enhance the townscape and frame key views whilst sensitively responding to levels and surrounding context.



Re-use and Re-purposing of Existing Buildings

Explore sustainable re-use and re-purposing of existing buildings as part of new development, where feasible and viable.



Green Infrastructure

Create cohesive 'stepping stones' through the Town Centre, including green spines and wildlife corridors, to connect with wider green infrastructure stretching from Oldham Edge in the North to Alexandra Park in the South.



Integration with ongoing regeneration programmes and initiatives

New development and public realm works to positively interface with existing and ongoing Town Centre enhancements (including the Linear Park, Snipe Gardens, St Mary's works and Spindles redevelopment) which set the 'future baseline' presented in the illustrative masterplan.



Biodiversity and Wildlife

Make the area a more attractive place for nature through a package of town centre wide and site-specific measures including maximising new planting and management regimes on verges next to arterial routes around the centre.



Public Realm

Develop a high-quality and distinctive public realm which has a more cohesive sense of place with a diverse range of street typologies and character of spaces.



Create attractive gateways into the Town Centre, improve the experience around key public transport arrival points and maximise the public realm impact of key intersections with the use of high-quality materials and other design features.

Ensure spaces are welcoming for all ages and cultures.

Design for all to feel welcome, comfortable and safe

Embed measures into the design of public spaces and buildings, including principles established in Safer Parks for Women and Girls Guidance document, which ensure that the Town Centre feels welcoming and safe.



Heritage

Celebrate and where possible enhance heritage assets in the Town Centre maximising their contribution to the distinctiveness of Oldham.



Play Space and Active Landscapes

Opportunity to incorporate a varied play offer and active landscapes, to encourage the health and wellbeing of the community, within new greenspaces and public realm.



Social Value and Engagement

Continued engagement with local business, key stakeholders and the community, including hard to reach groups, who utilise the Town Centre will be crucial to the success of its regeneration.



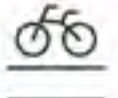
Wayfinding and Legibility

Provision of new coherent, well-signed and walkable routes to and from key landmarks, leisure and cultural designations.



Enhanced Pedestrian and Cycle Permeability

Potential to reduce severance caused by key barriers, including Oldham Way, and opportunity to enhance east/ west and north/ south pedestrian and cycle permeability through the public realm but also by breaking down barriers created by opportunity sites such as the Civic Centre.



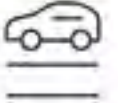
Increase Active Travel

Maximising public transport accessibility in the Town Centre to increase active travel and reduce car dominance.



Car Parking

Review and centralise the overarching car parking strategy for the Town Centre and develop a car parking action plan.



Sustainability

Embed sustainability into all aspects of development including climate change mitigation and resilience; health, wellbeing and community; and biodiversity and ecology.

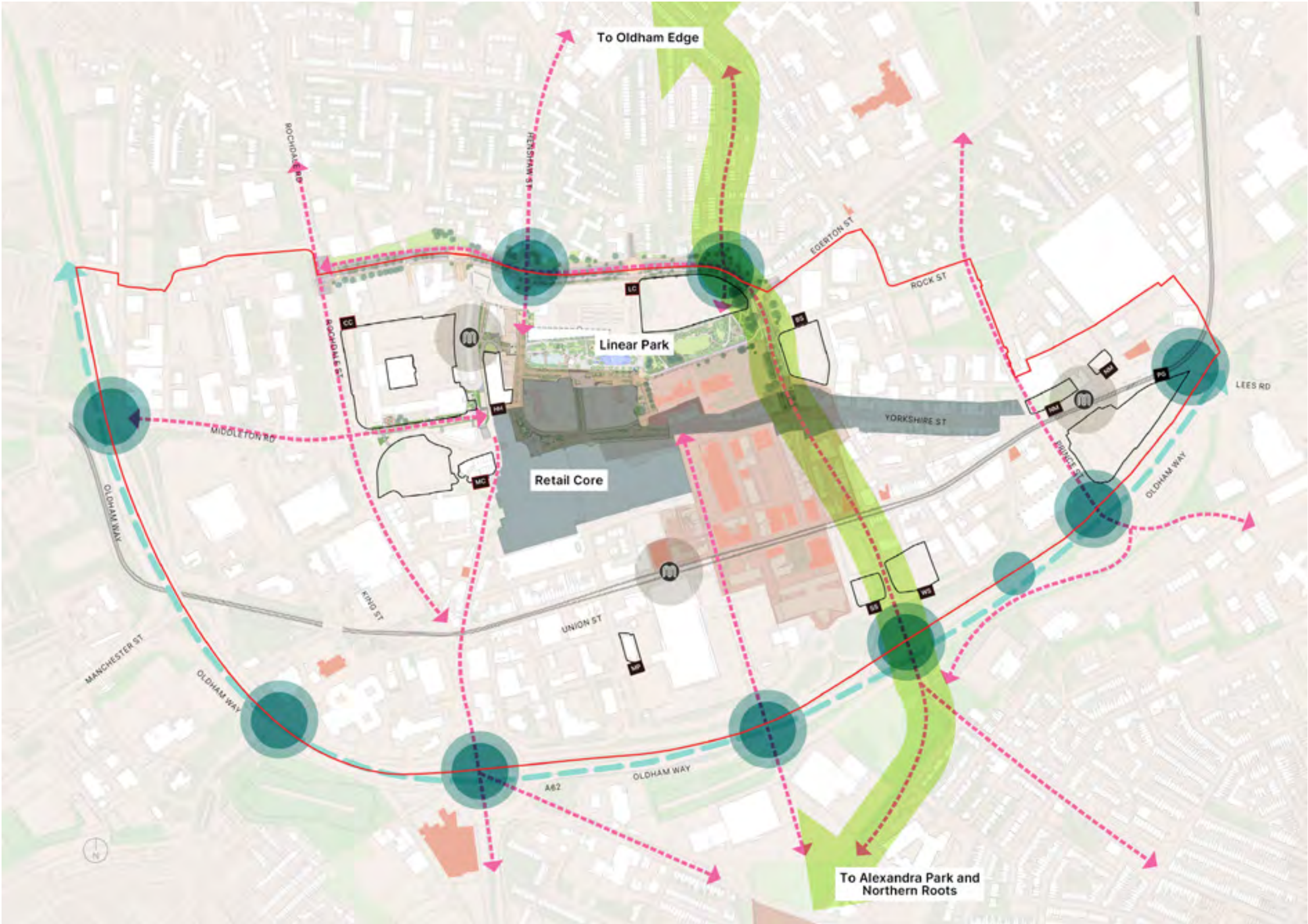


Opportunity to incorporate Minewater Heat Network into new development from the outset.

→ FIGURE 3.10 KEY OPPORTUNITIES. FIGURE CREDIT: PLANIT

Key Opportunities

- Key
- Oldham Town Centre Boundary
 - Development Sites
 - Oldham Town Centre Conservation Area
 - Listed Buildings
 - Oldham retail core
 - Potential for active travel connectivity
 - Potential to connect Oldham Edge with Alexandra Park and Northern Roots
 - Potential to improve gateways and crossings
 - Potential to permeate Oldham Way
 - Potential to enhance public transport arrivals





Part 2.

Vision, Objectives & Development Principles

Chapter 4.

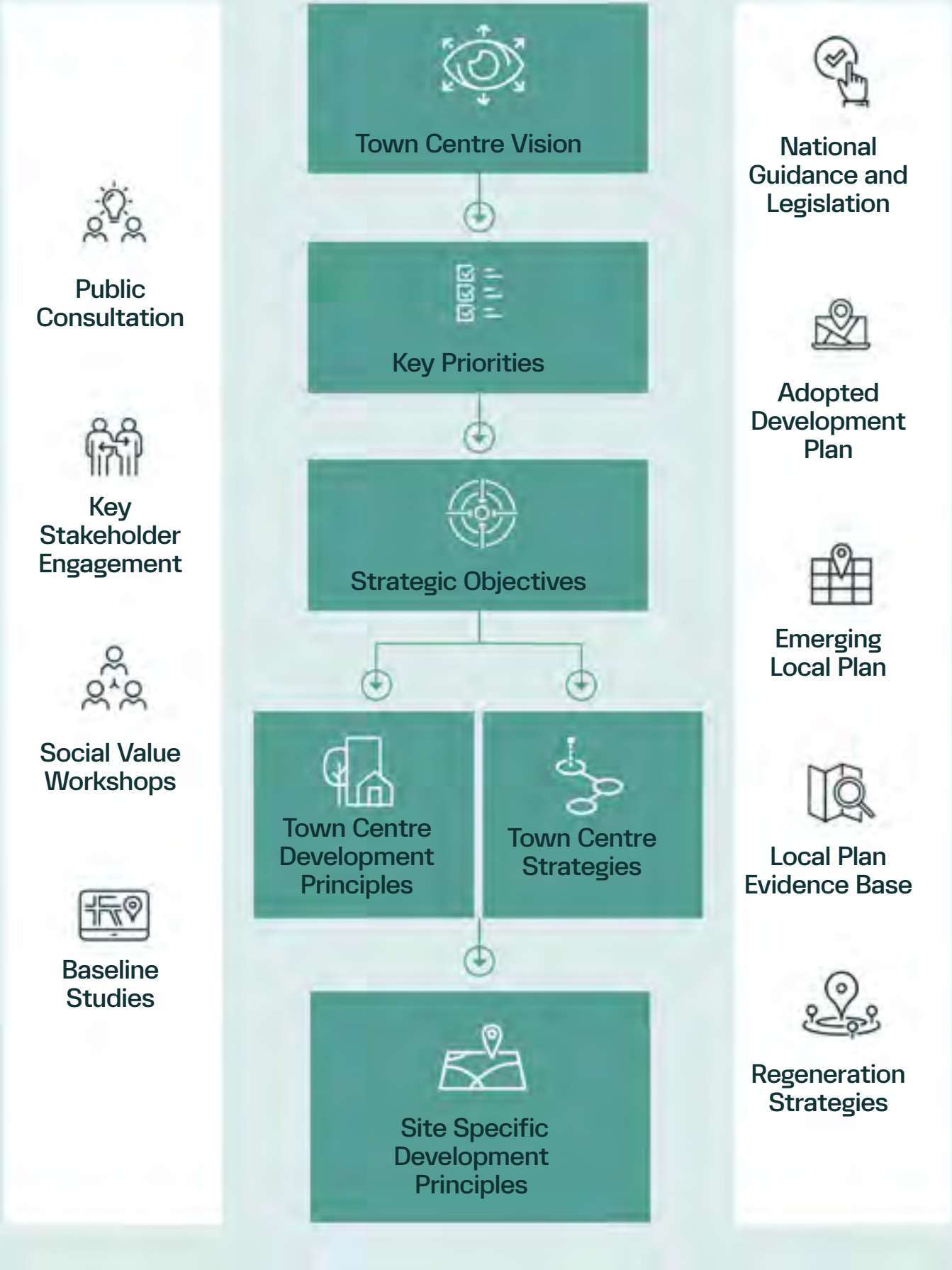
Town Centre Vision, Priorities & Objectives

This Chapter focuses on the overall vision for the town centre over the next 15 years which is then distilled into a series of key priorities (linked to the 'Creating a Better Place' regeneration strategy) and associated strategic objectives which align with those in the Draft Oldham Local Plan.

The Council's ambitions for Oldham Town Centre aim to create a more vibrant, revitalised centre that plays a greater role in Greater Manchester. The Oldham Plan explains towns that succeed will do so because of the experience they create for people, attracting footfall with a mix of shops, leisure, employment and housing. The Development Framework seeks to deliver on this ambition.

Oldham Town Centre will continue to meet the majority of residents' everyday needs including retail, leisure and cultural uses. However, to better deliver on the vision and key priorities for the Town Centre, the Draft Local Plan proposes that the boundary be amended to consolidate the key areas.

→ FIGURE 4.1 OLDHAM WEST STREET BUS STATION. IMAGE CREDIT: PLANIT (FIONA FINCHETT)



"Our vision is to create a Town Centre with character, with thousands of new homes and an emphasis on sustainability, community and quality. We want to acknowledge Oldham's industrial heritage while looking towards a bright, modern future. We will develop a safer and healthier environment, prioritising local jobs and learning opportunities for Oldhamers. We will create a desirable place to live and spend time in, which reflects the culturally diverse communities of the borough."

Key Priorities

Underpinning the Vision for the Town Centre are a series of key priorities informed by the Council's **'Creating a Better Place'** regeneration strategy.

Oldham Town Centre will be a place that thrives by:

→ 01

Building quality homes, with a range of housing types and tenure



→ 03

Having a diverse cultural, leisure and night-time economy



→ 04

Attracting, retaining and growing businesses



→ 05

Ensuring a safer, healthier, and friendly environment



→ 02

Providing opportunities to learn, develop new skills and gain employment



→ 06

Ensuring it is green, clean and sustainable



Strategic Town Centre Objectives

The following strategic Town Centre objectives have been adapted from those presented in the Draft Local Plan for consistency and set what will be achieved to deliver on the vision for the Town Centre.



Building quality homes to meet local needs and diversify the housing offer by:

- Promoting High Quality Town Centre Living, through the delivery of around 2,000 new homes, and increasing the population living in the town centre.
- Contributing to addressing the housing crisis by providing a choice of residential options.
- Making efficient use of brownfield land in the Town Centre through the delivery of high-density development in accessible locations.
- Increasing the proportion of young people staying in the town/borough and attracting new residents to Oldham through the delivery of high-quality residential-led developments in the heart of the town.



Providing opportunities to learn and gain new skills by:

- Implementing an effective social value strategy and embedding employment and skills opportunities within the design and construction phase.
- Providing strong links between education and businesses, improving access to work experience and jobs.



Protecting and Enhancing Oldham's Landscapes by:

- Ensuring high quality new development makes a positive contribution to Oldham's townscape features and characteristics taking into account key heritage views.



→ FIGURE 4.2 YORKSHIRE STREET. IMAGE CREDIT: PLANIT (FIONA FINCHETT)



Boosting northern competitiveness by providing access to employment opportunities and growing local businesses by:

- Redefining the retail core and creating a wider choice of activity in the Town Centre including through meanwhile uses.
- Upgrading the night-time and creative economy, making the Town Centre a destination of choice.
- Expanding digital infrastructure to assist economic growth.
- Encouraging clean growth and green innovation to drive employment.
- Increasing opportunities for SME's and independent businesses as part of new development projects.



Supporting the Regeneration of the Town Centre by:

- Preparing this Development Framework to clearly define the vision, priorities, strategic objectives and development principles for the Town Centre, building on regeneration programmes and initiatives undertaken to date.
- Promoting the vitality and viability of the town centre by securing investment and delivering a wider mix of uses coupled with enhanced public realm.



→ FIGURE 4.3 GREEN SPACE AND PUBLIC REALM, OLDHAM PARISH CHURCH. IMAGE CREDIT: PLANIT (FIONA FINCHETT)



→ FIGURE 4.4 OLDHAM MUMPS METROLINK
IMAGE CREDIT: PLANIT (FIONA FINCHETT)



Protecting, restoring and enhancing the natural environment by:

- Achieving biodiversity net gain across developments in the Town Centre (either on or off-site).
- Providing sustainable infrastructure connections, encouraging access to integrated public transport.
- Delivering an ambitious sustainability strategy which seeks to achieve net zero carbon development and promote Climate Change mitigation and resilience.
- Supporting bespoke Town Centre Green Infrastructure principles which align with Oldham's Green Infrastructure Strategy.
- Connecting Oldham Edge in the North with Northern Roots/ Alexandra Park in the South through a series of 'stepping stones.'



Promoting sustainable development that mitigates and adapts to climate change by:

- Delivering an ambitious sustainability strategy which seeks to achieve net zero carbon development and promote Climate Change mitigation and resilience.
- Promoting the efficient use of previously developed land in sustainable locations.
- Supporting the development of a Minewater Heat Network across the Town Centre and the use of appropriate renewable technologies within developments.
- Providing sustainable drainage solutions, including through multi-functional green infrastructure, as part of new development.



Uplifting the health and well-being of residents and local communities by:

- Creating new high quality green spaces and public realm which facilitates improved health and well-being as well as opportunities for exercise.
- Reducing crime and the fear of crime, especially for women and girls, through well designed built environment.
- Developing wider management strategies to ensure that public spaces maintain high levels of amenity value.
- Encouraging design-led approaches to new development taking into account local context and how people interact with buildings at street level.



Promoting accessible and sustainable transport choices by:

- Reducing the need to travel by ensuring that new development is located in sustainable and accessible locations close to public transport, local services, facilities and amenities.
- Encouraging walking, cycling and active travel by enhancing permeability and connectivity within the Town Centre in accordance with Oldham's Transport Strategy.
- Breaking down barriers created by traffic dominated infrastructure.



Improving and valuing a better built environment by:

- Delivering high-quality design and emphasising the importance of good placemaking.
- Ensuring that developments and public realm works respond positively to local character and distinctiveness and the existing residential neighbourhoods.
- Showcasing the town's heritage assets and aiming to remove the Conservation Area from the 'at risk' register.

Chapter 5.

Strategic Development Principles

A/
Town Centre
Development Principles

B/
Town Centre Strategies

Chapter 5.

A/ Town Centre Development Principles

Draft Local Plan Policy OTC1 splits the town centre boundary into five distinct character areas.

To ensure consistency across the five character areas and to ensure development comes forward in an integrated way, this Chapter sets out the overarching development principles that are expected to inform any development proposals within the town centre boundary, high-level design aspirations and also a series of holistic strategies covering:



01

Access, Movement and Connectivity



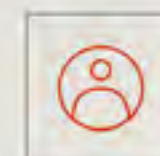
02

Landscape and Public Realm



03

Sustainability



04

Social Value



05

Meanwhile Uses

Town Centre Design Principles

Principles that are expected to form part of any development proposals for Oldham Town Centre include the following in line with Draft Local Plan Policy OTC1:



01 Promoting High Quality Contextual Design

Promoting high-density, high-quality and sustainable development that reflects the distinctive role of the town centre, with exemplary design at strategically important or other prominent locations.



02 Increasing Digital Connection

Increasing high speed digital connections to key areas and schemes.



03 Achieving Net Zero Carbon

Ensuring that high-quality low carbon design that contributes to the borough becoming carbon neutral by 2030 is incorporated as standard.



04 Creating New and Enhanced Green Infrastructure

The creation of a green infrastructure network through the focal point that is the Linear Park and its integration into the built environment, landscaping and the creation of stepping-stones between key development proposals.



05 Enhancing Oldham's Historic Character

Ensuring the enhancement of Oldham Town Centre Conservation Area to contribute to its removal from Historic England's heritage at risk register.



07 Improving Inclusivity and Accessibility

Ensuring an inclusive and accessible Oldham Town Centre.



06 Encouraging Active Streetscenes

Ensuring an active streetscene with well-designed ground floor environments, particularly on strategic and well-used pedestrian routes and around key public transport hubs.



08 Improving Public Realm and Sustainable Connections

Ensuring that sustainable infrastructure connections and high-quality public realm is achieved to connect development opportunities to the wider town and help to define and enhance the local character and sense of place.



→ FIGURE 5.1 PROPOSED LINEAR PARK. CGI CREDIT: PLANIT

As proposals come forward in the Town Centre, consideration will also need to be given to the design principles established in Draft Local Plan Chapter 17 'Creating a better and beautiful Oldham', specifically emerging policies D1, D2, D3 and D4.

The Council will be preparing a borough-wide Design Code and Placemaking Guide, to be known as 'The Oldham Code' which will sit alongside the Local Plan and provide a local framework for design. This Development Framework has been prepared to establish key development principles and regard should be had to The Oldham Code, once prepared, in developing detailed schemes across the Town Centre.

Chapter 5.

B/ Town Centre Strategies



Access & Movement Strategy

The Development Framework will improve the key pedestrian and cycle key desire lines into and within the town centre, building on the work already being realised as part of the Accessible Oldham programme. The new development plots will enhance access to public transport and enable new linkages by reconfiguring the built form to create open spaces between buildings and elements of green space and new public realm.

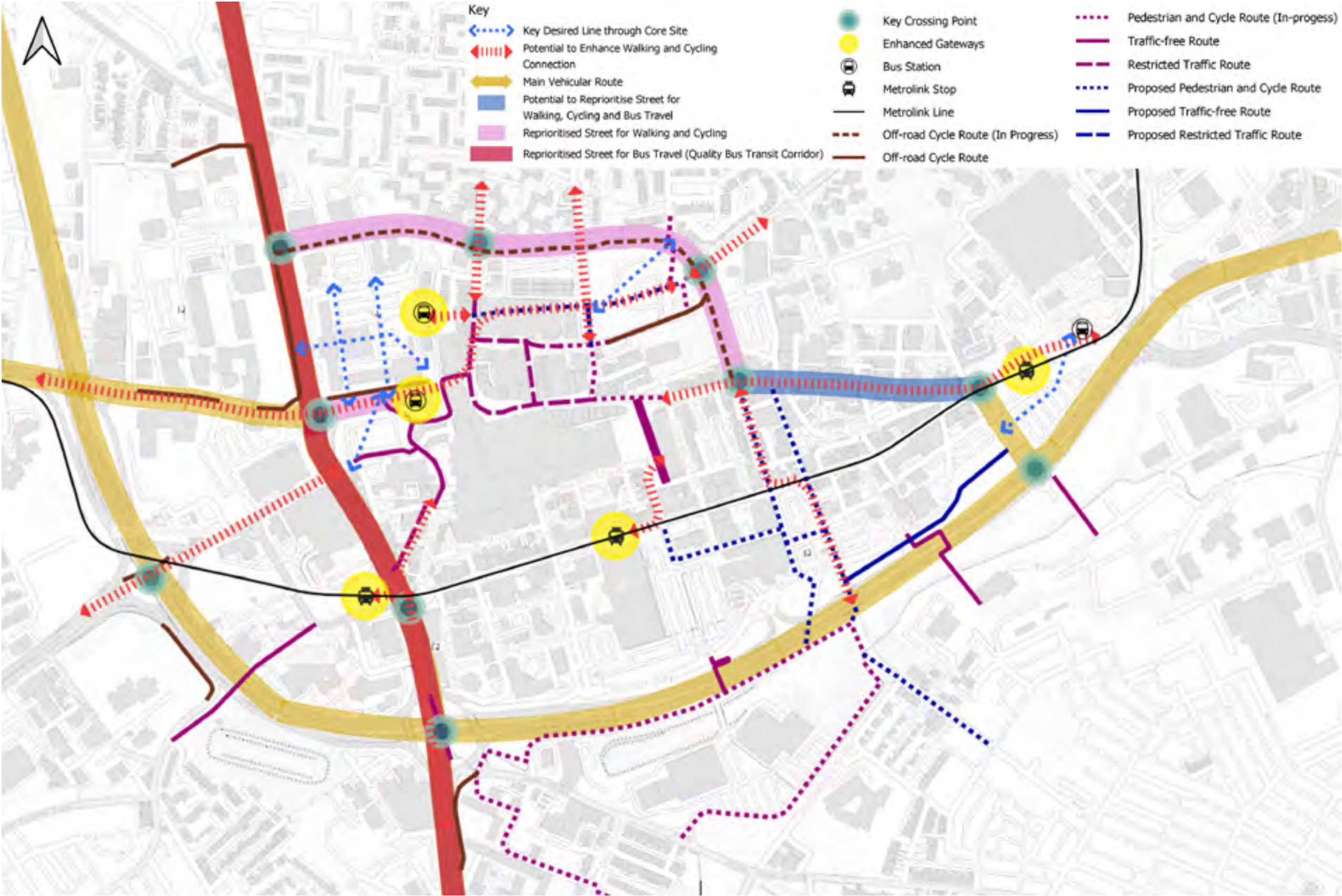
→ FIGURE 5.3 ACCESSIBILITY & MOVEMENT WITHIN OLDHAM. IMAGE CREDIT: PLANIT (FIONA FINCHETT)



By reprioritising the hierarchy of some of the streets, it will create a better environment for people to travel on foot and by bicycle and will assist in creating a liveable Oldham. There are also opportunities to create wider improvements across the town centre:

- Ensuring that development plots provided linkages to public transport that make it the preferred option for medium to long distance journeys.
- Reducing circulating traffic to the north of the town centre;
- Providing a reduced level of car parking on the new development sites to encourage sustainable travel by walking, cycling and public transport;
- Improving the retail core gateways on Henshaw Street, Lord Street and Albion Street;
- Improving security and signage for wayfinding for pedestrians and cyclists;
- Providing better pedestrian and cycling routes and crossing facilities on St Mary's Way at the junctions with Henshaw Street, Lord Street and Egerton Street;
- Reducing dominance of vehicle traffic on Yorkshire Street and Prince Street and providing a pedestrian and cycle-friendly route between Oldham Mumps Metrolink Stop and the town centre;
- Improving the arrival gateway around Oldham Mumps Metrolink Stop and enhancing the pedestrian and cycle routes between the transport hub (Metrolink and bus stop), the town centre and the Southlink development site;
- Reducing on-street parking along Yorkshire Street and introducing cycle lanes and new cycle parking facilities;
- Improving safety of the pedestrian and cycle crossing facilities at key locations;
- Creating better public realm and wayfinding between transport hubs, the retail core and the new development plots;
- Improving pedestrian and cycle crossing facilities on the A62 Oldham Way/Manchester Street roundabout and providing signages to the town centre; and
- Providing continuous cycle lanes along the A669 Middleton Road and West Street.

Access & Movement Strategy



→ FIGURE 5.4 ACCESS & MOVEMENT STRATEGY

Car Parking Strategy

The Oldham Parking Strategy (produced by AECOM in 2022) concluded that the existing town centre car parks have significant spare capacity and some of the car parks can be redeveloped without impacting on the total demand for parking in the in the town centre.

→ FIGURE 5.5 CAR PARKING WITHIN OLDHAM. IMAGE CREDIT: PLANIT (FIONA FINCHETT)



A Parking Action Plan is now being prepared which aims to improve the quality of parking. It will ensure provision of an appropriate level of parking in the right locations for people to travel by car, particularly for those with impaired mobility to ensure the town centre is accessible for all. By reducing circulating traffic and encouraging people out of their cars at the right part of the town centre, this will also create a better environment for people walking, cycling and travelling by public transport.

There are numerous publicly and privately owned car parks across the town centre, some of which are located in the central core. The car parks closest to the retail area are generally more utilised than the ones further away, however the car park in the Spindles Town Square Shopping Centre is underutilised despite providing immediate access to shops.

Parking in the town centre will be addressed holistically through the Council's Parking Action Plan, which will consider opportunities to improve the quality of parking in the town centre by:

- Consolidating the existing parking stock and repurposing car parks to better serve the town.
- Implementing improvements to the Spindles Town Square Shopping Centre car park by improving pedestrian access and extending the opening hours to attract visitors and increase utilisation of parking spaces outside of traditional retail hours.
- Review the potential to introduce mezzanine decks to surface level car parks to provide targeted increases in capacity at locations that would benefit from it.
- Maintaining on-street parking levels, whilst reprioritising pedestrian and cycle movements, in particular, along Union Street and Yorkshire Street.
- Improving accessibility for Blue Badge holders by providing accessible parking spaces closer to the retail area, taking into account the impact of town centre topography on people with mobility and health issues.
- Improving signage on routes to the car parks to provide direct vehicle access and improve pedestrian wayfinding.
- Providing well-lit, safe and accessible walking routes to and from car parks for all users.
- Providing EV charging spaces in the car parks to fulfil the growing electric vehicle fleet.



Car Parking Context

There are around 3,760 publicly available car parking spaces within Oldham Town Centre car parks, with an average occupancy of 55%.

- With the removal and consolidation of car parks, the town centre will still have around 2,650 spaces available. Whilst there will be enough spaces in the town centre for people to park, the Action Plan will consider whether these spaces are in the right places for current and future visitors to the town. This will ensure that the spaces meet the needs of the town.
- Spindles Town Square is the highest capacity car park with 1,288 spaces although is temporarily reduced to 950 spaces as part of the ongoing construction works in the shopping centre. Located in the heart of the town the car park should be a perfect location for access to the central core, however, it is one of the most underutilised car parks, likely because of its restricted opening hours and lack of pedestrian access and permeability, particularly from the south.
- One of the most underutilised car parks is the Prince's Gate car park, following the introduction in 2017 of TfGM's Oldham Mumps Park & Ride car park. The ongoing underutilisation of the car park likely reflects the post-COVID change in working patterns to hybrid working and people travelling less often.

- There is a general lack of accessible parking in the town centre with approximately 140 spaces across the varying car parks. Some of these spaces do not meet modern standards so are not fully accessible. The Action Plan will consider how to improve accessibility for Blue Badge holders.
- There are currently very few publicly available electric vehicle (EV) spaces within the town centre with just 11 spaces. The Parking Action Plan will consider the strategy for future-proofing car parks in the town centre including how EV charging infrastructure can be implemented to support sustainable travel.



Wider transport messages

Enhancing access for all modes but reprioritising the hierarchy to provide a better environment.

- Reducing barriers for people accessing the town centre by improving connectivity across main roads and junctions.
- Giving more space for walking and wheeling and cycling, reducing cars circulating to access car parks in the core and better management of on-street parking to reduce pavement parking..
- Improving walking and cycling connections across the town centre by providing routes through the core sites for existing users of the town centre and new residents.

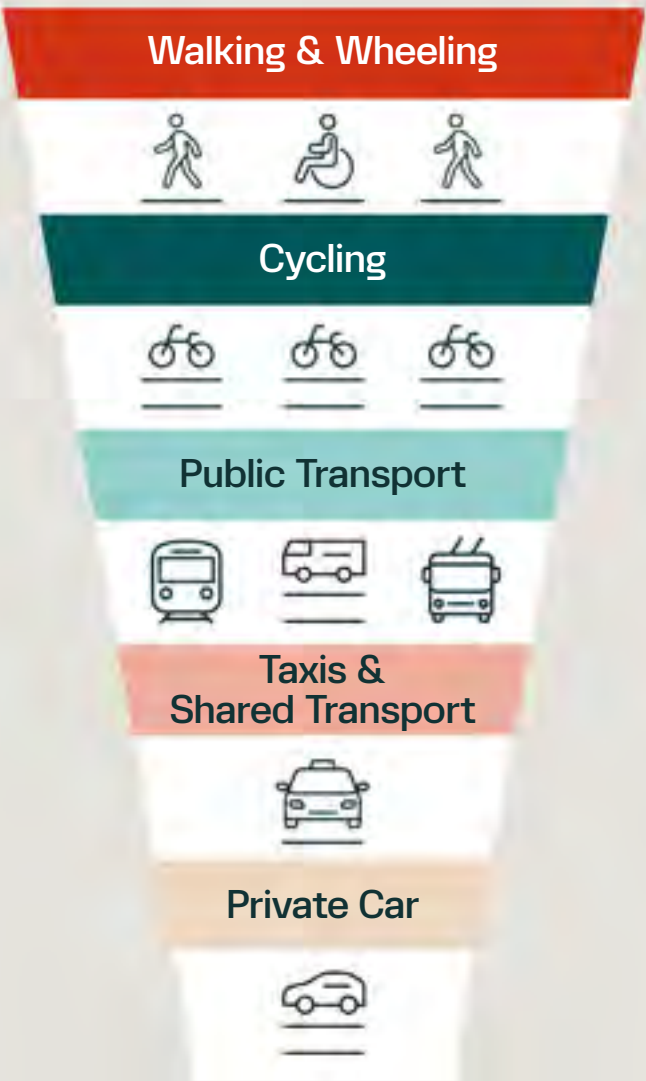


Parking for new development

Oldham is one of the most accessible places in Greater Manchester by public transport due to its direct tram links and bus network.

- The Council's parking standards reflect that developments in a central town centre location do not require the similar level of parking as new out of town developments.
- New development in the town centre will be located close to new and improved walking and cycling routes, as well as existing public transport.
- Parking associated with the new developments will be provided at a reduced level to reflect the sustainable town centre location and to encourage new residents to travel sustainably. Where car parking is provided, this will include provision for Electric Vehicle Charging Infrastructure. Secure cycle parking for the new developments will also be provided to support the shift to more sustainable journeys.
- Each development will also be supported by a Travel Plan which will promote sustainable travel and reflect the aims of the Council's Parking Action Plan.

→ FIGURE 5.6 TRANSPORT HIERARCHY



→ FIGURE 5.7 PRECEDENT CAR PARKING IN URBAN LOCATION



Landscape & Public Realm Strategy

The public realm and landscape strategy aims to strengthen Oldham Town Centre's character through existing, up-coming and future open spaces; creating a coherent network, which ties into the movement routes and enhances the pedestrian and cyclist experience.

→ FIGURE 5.9 PUBLIC REALM AND ANNIE KENNEY STATUE, PARLIAMENT SQUARE
IMAGE CREDIT: PLANIT (FIONA FINCHETT)



→ FIGURE 5.8 PUBLIC REALM AND WAR MEMORIAL, PARLIAMENT SQUARE
IMAGE CREDIT: PLANIT (FIONA FINCHETT)

This strategy also considers the opportunities for:

- Improved opportunities for play and active landscapes for all;
- Implementation of sustainable urban drainage (SUDs) solutions across the Town Centre;
- On-plot landscape enhancements within the core and opportunity sites;
- Wayfinding and signage improvements;
- Design for all to feel welcome, comfortable and safe, taking account of relevant guidance such as Secured by Design; and
- Character, heritage considerations and ensuring the Town Centre feels like Oldham.

This section has been produced in coordination with Draft Oldham Local Plan Policies D6, HE3, OTC3 and OTC4, and Places for Everyone Policy JP-G6.

A Landscape Management and Stewardship Strategy will be developed for the long term maintenance and management of the open spaces and public realm.

Landscape & Public Realm Strategy

Key

 Strategic landscape corridors

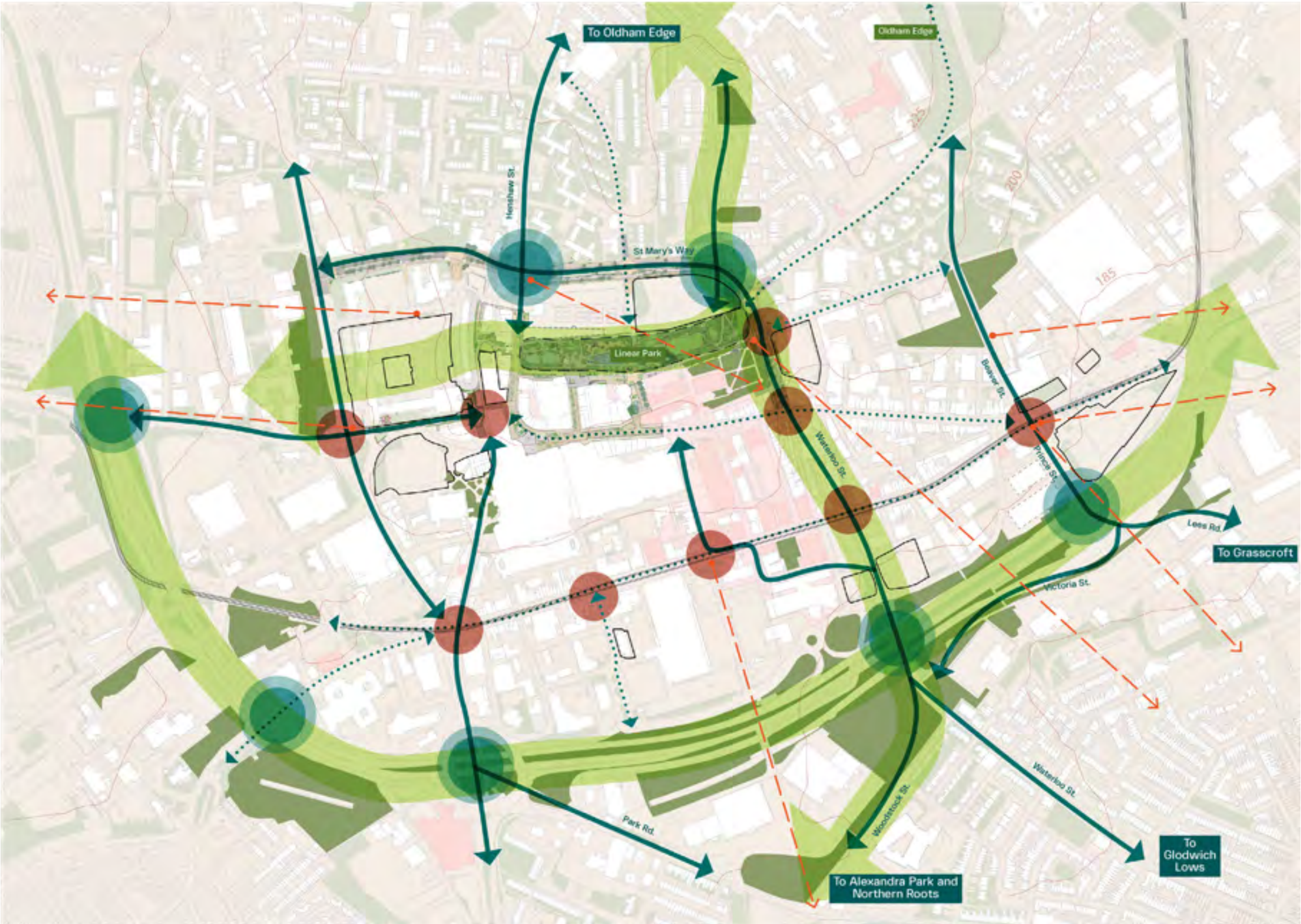
 Accessible and balanced landscaped streets

 Public realm enhancements, maximising the opportunities for softening of the streetscape

 Key junctions for public realm enhancement

 Improved gateways into Oldham Town Centre

 Long-range landscape outlooks towards Oldham's surroundings



→ FIGURE 5.11 PROPOSED OLDHAM WAY
IMAGE CREDIT: PLANIT



Strategic landscape corridors to encourage wildlife and connections to nature

- Oldham Edge through the Linear Park to the west and down to Alexandra Park to the south: Create accessible and active landscapes between these destinations by enhancing the corridor with mature planting, wildlife habitats, SUDS, and biodiversity features. Implement measures to protect existing trees, while integrating wildflower planting and native vegetation for enhanced environmental sustainability.
- Oldham Way: Opportunity to encourage a strategic wildlife corridor through implementing an alternative management strategy. Planting of wildflowers, reducing areas of closely mown grass and creating pockets of native, wildlife friendly planting.

→ FIGURE 5.12 LANDSCAPED STREETS
IMAGE CREDIT: PLANIT



Accessible and balanced landscaped streets

- Create an interconnected network of softer streets throughout the Town Centre, where active travel will be prioritised.
- Ensure these streets provide high quality pedestrian and cycle connections through the Town Centre and onto the surrounding strategic green spaces (particularly Alexandra Park, Oldham Edge and Glodwick Lows).
- Protect the existing mature trees along these routes and encourage new street tree planting.
- Explore the implementation of SUDs and areas of native planting to expand wildlife corridors through the Town Centre.
- Introduce changes in priority at key crossings to prioritise active travel routes across vehicular corridors.

→ FIGURE 5.13 PUBLIC REALM IMPROVEMENTS ON ALBION STREET. IMAGE CREDIT: PLANIT



Public realm enhancements, maximising the opportunities for softening of the streetscape

- Encouraging the introduction of street trees, soft planting areas and SUDs solutions wherever possible to create an attractive, more resilient and wildlife friendly Town Centre for all.
- Proposals for additional street trees and planting need to be carefully considered and not be positioned so as to obscure positive buildings or block views.

→ FIGURE 5.14 PROPOSED PUBLIC REALM ENHANCEMENTS
IMAGE CREDIT: PLANIT



Key junctions for public realm enhancement

- These are key moments in the Town Centre where landscape interfaces meet.
- These areas become moments within the public realm which provide an opportunity to stop and dwell, to enhance the pedestrian experience within the Town Centre.
- Retail uses should have the opportunity to spill out into these areas through generous areas provided to pedestrians, created through the reconsideration of the space given to vehicular movement.
- Pedestrian/ cycle crossings should be prioritised to ensure positive interfaces with active travel routes.
- Opportunity to integrate existing trees and provide new trees and soft areas of landscape to enhance the wider landscape corridors across the Town Centre to provide seasonal interest and shelter.
- Explore the integration of new public art features to mark these key nodal points within the Town Centre.

→ FIGURE 5.15 EXAMPLE OF PEDESTRIAN AND CYCLIST PRIORITISATION. IMAGE CREDIT: PLANIT



Improved gateways into Oldham Town Centre

- Opportunity to improve the pedestrian and cycle access into and from town centre along the strategic movement corridors.
- Careful consideration of existing junctions to improve the priority of pedestrians and cyclists, downgrading these key gateways from a vehicular perspective to provide wide, level, clear, safe and high-quality crossing points to encourage sustainable and active modes of travel into the Town Centre.

→ FIGURE 5.16 FORMER NATWEST BANK, OLDHAM MUMPS
IMAGE CREDIT: PLANIT (FIONA FINCHETT)



Long range landscape views looking towards Oldham's surrounding natural assets

- Wherever possible, public realm enhancements should celebrate Oldham's unique backdrop and work with long range 'borrowed' landscape views to enrich the public realm.
- Celebrate Oldham's visual assets and connect to its wider landscape, opportunity to include informative signage.

→ CHAPTER 5
TOWN CENTRE VISION, PRIORITIES & OBJECTIVES

→ FIGURE 5.17 PROPOSED LINEAR PARK PLAY SPACE
IMAGE CREDIT: PLANIT



Play and active landscapes within the public realm

- Town centres make great meeting locations for social interactions. They therefore provide perfect opportunities to provide play and leisure focussed landscapes that encourages children and adults alike to play and interact throughout streets and spaces.
- The Linear Park and Market Place provide opportunities for new focal points for play and active landscapes to be delivered.
- All new areas of public realm, whether spaces or streets should explore the opportunity to encourage playful activities, for all ages and abilities, throughout the Town Centre, whether permanent or temporary.

→ FIGURE 5.18 SUSTAINABLE URBAN DRAINAGE SYSTEM
IMAGE CREDIT: PLANIT



Implementation of sustainable urban drainage solutions

- All new areas of public realm should explore the delivery of sustainable drainage solutions.
- These can be delivered in many forms, and can be used to slow down run off, collect water temporarily to reduce unplanned surface water flooding or can simply use water as a feature within soft planting areas.
- Preference should be given to multi-functional sustainable drainage systems, and to solutions that offer Green Infrastructure benefits and allow surface water to be managed via infiltration wherever possible.
- A detailed surface water drainage strategy will be developed for each site as they come forward. The aim will be to restrict the rate of surface water run-off from new developments.

→ FIGURE 5.19 OPPORTUNITIES TO IMPROVE BIODIVERSITY
IMAGE CREDIT: PLANIT



On-plot landscape enhancements

- Landscape design should be considered within all development sites within the Town Centre.
- Opportunities to enhance biodiversity on-plot should be explored through planting and features which encourage wildlife.
- Mature trees should be retained and new tree planting provided.

→ FIGURE 5.20 USING SIGNAGE FOR IMPROVED WAYFINDING.
IMAGE CREDIT: PLANIT



Wayfinding and signage improvements

- Clear wayfinding and signage opportunities should be explored across the Town Centre to link key destinations and assets.
- Signage should be provided in a clear and legible form for all people and should not clutter the public realm.
- Different forms of signage should be considered, including signage which informs and educates such as nature based and heritage based signage.
- Specific trails and routes through the Town Centre should be considered, which can be playful within the streetscene. These could be temporary or permanent and should embrace the different characters of Oldham e.g. heritage trails, art routes and family trails.

→ FIGURE 5.21 IMPROVED TOWN CENTRE PUBLIC REALM
ALONG ALBION STREET. IMAGE CREDIT: PLANIT



Design for all to feel welcome, comfortable and safe

- All elements of Oldham Town Centre should feel comfortable, safe and welcoming to all and welcoming to all taking account of relevant standards and guidance.
- New areas of public realm must carefully consider the use of lighting, overlooking onto routes, clear signage and a choice of routes to ensure spaces are inclusive.
- The public realm must feel well loved and well managed to ensure all feel welcome to visit.
- The Safer Parks for Women and Girls Guidance document provides an invaluable resource for all public realm design, and should be referred to for all public realm design.
- New lighting must be planned carefully to ensure residential amenity is maintained and energy consumption minimised.

→ FIGURE 5.22 BRINGING PUBLIC ART AND CHARACTER INTO THE PUBLIC REALM.
IMAGE CREDIT: PLANIT



Character, heritage considerations and ensuring the Town Centre feels like Oldham

- All new elements within the public realm should explore the opportunity to tell the story of Oldham, and enhance the character of the Town Centre.
- Art and sculptural opportunities should be considered, serving as elements for informal recreation and education through the streets and spaces.
- Planting also has the opportunity to provide a character. A combination of native and climate resilient species should be used, to respond to drier summers and warmer winters. Species will be selected based on biodiversity value in conjunction with Oldham's in-house Parks and Greenspaces team.

Sustainability Framework

The accompanying Sustainability Framework establishes key performance indicators (KPIs) to support the sustainable redevelopment of Oldham Town Centre. The framework sets out guidelines and targets for decarbonising heat, reducing embodied carbon, integrating circular economy principles, and improving energy efficiency.

It also includes wider environmental targets to deliver on healthy buildings and communities, responsible water use, ecology, and biodiversity. The Sustainability Framework can help to guide a scheme that is future proofed and resilient to changing climatic conditions.

Key themes of the Framework include:



Climate Change Mitigation & Resilience

This theme covers climate change mitigation and resilience via target setting for net zero whole life carbon emissions and through adoption of circular economy principles such as minimising waste in all life cycle phases (demolition, excavation, construction, and operations) and reusing material. In addition, it considers the prevention of overheating and management of flood risk and water efficiency to adapt to more extreme future weather events brought about by warmer summers and forecasted changes in precipitation.

- Operational Energy Use Intensity
- Whole Life Carbon
- Space Heating Demand
- Low and Zero Carbon Technologies
- Waste – Demolition, Excavation and Construction
- Waste – Operational
- Materials – Recycled Content
- Water Efficiency & Recycling
- Overheating

Health, Wellbeing & Community

This theme focuses on the delivery of spaces that enhance human health and wellbeing. It considers the ways in which the design of our physical environment can influence health and wellbeing. This includes setting daylight and artificial light levels, developing strategies for mitigation of pollutants that impact air quality, and improving acoustic quality. In addition, active travel will be promoted via enhancements to cycling infrastructure, and Oldham's character and identity will be celebrated through designs that reflect the local culture, heritage, and history of place.

- Indoor Air Quality
- Outdoor Air Quality
- Indoor Light Quality
- Indoor Acoustic Quality
- Connection to Place
- Cycling Infrastructure

Biodiversity & Ecology

This theme is centred around the enhancement of Oldham's ecology and biodiversity via the consideration of Green Infrastructure (GI) in design. This builds upon Oldham's established GI priorities.

- Biodiversity Net Gain
- Urban Greening Factor
- Green Infrastructure
- Flood Risk Management
- Ecological Management and Maintenance
- Connection to Nature

Social Value Strategy

Uplift Every Resident

Working in collaboration with Social Value Portal the accompanying strategy aligns with the ambitions of Draft Oldham Local Plan Policy IN3, providing specific measurable targets for future town centre development.

→ FIGURE 5.23 SOCIAL VALUE



In addition to the provision of the Draft Local Plan the following specific principles have been developed for the town centre in order to uplift every resident. The final Development Framework and Social Value Strategy, to be developed with the local community, will provide a series of locally specific principles and KPI's:

Develop a Social Value Strategy

This will follow a four-step process including assessing needs, engaging with the community, development of set of interventions and working with local partners to deliver these. Once completed, management and monitoring against objectives will be undertaken.

Deliver initiatives with the local community - not for them - and ensuring they are meaningful and inclusive, evolving as community needs change, such as:

- Provide and prioritise training, employment and business opportunities for Oldham residents;
- Raise people most in need out of poverty and reduce inequalities;
- Contribute to protecting and enhancing the natural, built and historic environments;
- **Encourage proposals to embed social value by** committing to unlock value across the lifecycle of the development in accordance with the Social Value Strategy which is being prepared for the area; and
- **Celebrate success of best-practice social value delivery by** sharing learning so others can refine their own delivery strategies. Always look to improve how social value can be unlocked further at every stage.

Meanwhile Use Strategy

It is recognised that the transformation of the town centre is a multi-phase project and during ongoing construction works the centre must remain a vibrant and attractive place for people to live, work and visit.

In order to ensure this, a Meanwhile Use Strategy is required to build up a specific programme of defined events and uses that deliver, promote and sustain the delivery of the Town Centre Vision. This framework should establish placemaking and meanwhile uses across available sites and buildings, as the town centre transforms.

→ FIGURE 5.24 MEANWHILE USES



The Meanwhile Use Strategy should build upon the existing opportunities and potential of the town centre, including vacant heritage buildings of architectural interest, recent public realm improvements and proximity of public transport to the retail core.

The placemaking and meanwhile uses should focus on the following key themes:

	Experience Summer festivals, live music, immersive art
	Art & Culture Studio space, art installations, maker's markets
	Wellness Gym space, health food pop-ups, active travel initiatives
	Community Networking events, community venue, meeting spaces
	Amenities Street food market, cycle repair, pop-up retail
	Commercial Car parking, advertising, storage

The proposed meanwhile uses should encompass the whole town centre rather than one specific location, ensuring the footfall is sustained as the core sites are developed. Events and activation should be planned throughout the year, ensuring that the town centre is consistently a destination of choice. Collaboration with local organisations is key and will assist in enhancing the social value associated with the redevelopment of the town centre.

Chapter 6.

Character Areas & Opportunities

The Development Framework divides the town centre into **five distinct character areas** each of which has a role to play in shaping its future transformation.

Town Centre Character Areas

CHARACTER AREA 1	
Civic & Residential Quarter	126
CHARACTER AREA 2	
Retail Core	156
CHARACTER AREA 3	
Cultural & Creative Quarter	166
CHARACTER AREA 4	
Eastern Edge & Oldham Mumps	168
CHARACTER AREA 5	
Western Edge & Educational Quarter	196

Within the character areas there are a series of opportunity sites that will contribute to achieving the vision, priorities and strategic objectives for the town centre.

As established in the draft Local Plan, the creation of opportunities for residential living across the town centre is a key part of the Creating a Better Place programme. By delivering around 2,000 new homes across the town centre, in line with Draft Local Plan allocations, the Development Framework will ensure that the following underutilised brownfield sites are efficiently and effectively utilised thereby reducing pressure on greenfield sites across the borough.

→ Civic Centre and Queen Elizabeth Hall	128
→ Former Magistrates' Court and Manchester Chambers	138
→ Former Leisure Centre	146
→ Henshaw House	158
→ Prince's Gate and Mumps (incl. Wallshaw Street)	170
→ Bradshaw Street	180
→ Waterloo St	188



→ FIGURE 6.1 CHARACTER AREAS

→ The following section sets out a high-level brief for each of the core and opportunity sites and establishes key development principles including preferred potential land use, layout and scale, access and movement and landscape and public realm.

CHARACTER AREA 1

Civic & Residential Quarter

The Civic and Residential Quarter covers key elements of the Town Centre including the Civic Centre and Queen Elizabeth Hall, former Magistrates' Court and Manchester Chambers, former Leisure Centre and Tommyfield Market, Oldham Leisure Centre, Oldham Integrated Care Centre and the Mecca Bingo site. It has excellent sustainable transport accessibility with Oldham Bus Station and the King Street Metrolink stop providing onward travel to destinations across Greater Manchester.

The redevelopment of the Spindles Town Square Shopping Centre represents a key element of the Council's wider regeneration ambitions for the Town Centre and will facilitate the creation of new flexible high quality office use including co-working space, rationalisation of retail space, creation of a new archive space and construction of a new market hall and event space. Once complete this will enable the Council to relocate all functions and staff from the Civic Centre to the upper floors of the Spindles and also create a new home for Tommyfield Market thereby freeing up these sites for redevelopment.

Eton Star Oldham

Eton Star Oldham is a proposed new sixth form college proposed at the site of the current Tommyfield Market, which will be funded by the Department for Education. The proposals for the site are currently at design development stage. Eton Star Oldham will

provide a high-quality, academically focussed teaching and learning environment, together with wrap around spaces and support to enable aspiring local pupils to benefit from a rigorous and rounded education which broadens the opportunities available to them both during and after their sixth form studies.

The building will accommodate approximately 480 pupils and have a range of engaging learning spaces supported by lecture halls, dining / cafes, library and associated study and social areas. It is likely to be three storey and take up a large proportion of the current car park and outdoor market site, as well as taking advantage of the existing and new public and sustainable transport options, plus public realm opportunities. It will benefit from the latest low carbon design and technologies and will be developed in full coordination with the Local Authority planning and highways teams and the phases of the wider regeneration.

The Civic and Residential Quarter will be the focus for the Council's ambitions to deliver a diverse new residential offer in the Town Centre, driving density on key brownfield sites. New homes will be supported by complementary active ground uses along key frontages alongside new public realm and landscaping. There is also an opportunity to refurbish certain existing landmark buildings within the area to create new high-quality hotel and commercial space that will complement future residential development.

The following pages provide development principles for:

- 01. Civic Centre & Queen Elizabeth Hall
- 02. Former Magistrates' Court & Manchester Chambers
- 03. Former Leisure Centre



→ FIGURE 6.2 CIVIC & RESIDENTIAL QUARTER CHARACTER AREA



→ FIGURE 6.3 CIVIC CENTRE & QUEEN ELIZABETH HALL



→ FIGURE 6.4 FORMER LEISURE CENTRE

→ Future development proposals and planning applications should come forward in accordance with the Development Framework and demonstrate compliance with wider aspirations for the Town Centre.

Civic Centre & Queen Elizabeth Hall

The Civic Centre is identified in the Draft Local Plan as a proposed allocation for housing capable of delivering circa. 600 new homes. It represents the largest of the Core sites within the Town Centre and its phased redevelopment following vacant possession is fundamental to success of the Development Framework.

The following development principles have been informed by site specific baseline analysis contained at **Appendix C**.

The proposals for this site have been developed alongside the proposals for the Former Magistrates' Court located immediately to the south. These sites are closely aligned, and the indicative designs reflect this through careful consideration of the interactions and interfaces between them. Once developed the area will be experienced as part of a unified neighbourhood which shares a common design language and promotes seamless movement between the sites.

The potential re-use and retention of all existing buildings has been appraised against a series of criteria by the design team as a starting point in developing the proposals. The findings of this exercise are presented at **Appendix D** and have guided the preferred illustrative designs.



→ FIGURE 6.5 CIVIC CENTRE

Civic Centre & Queen Elizabeth Hall



Layout & Scale

Layout

The illustrative proposals envisage a series of ‘C-shaped’ residential blocks, creating a resident’s courtyard space between them. The entrance to the residents courtyard is aligned through the centre of the site, allowing residents to enter each of the blocks from a key street.

A ‘L-shaped’ block has been proposed along Cheapside to create a strong frontage to the bus interchange and to interface more effectively with the proposed new public realm square.

The existing Civic Tower will remain to the south east corner.

Scale

The existing 15 storey Civic Tower represents a landmark in the Town Centre at 53 metres high. Subject to detailed assessment of key heritage views and structural surveys, there is a potential for a sensitively designed vertical extension to the tower of up to 3 stories.

The indicative storey heights for the remainder of the site have been established based on retaining key views and working with the existing levels. On this basis, it is proposed that massing steps down from Cheapside to Rochdale Road with heights ranging from 10-6 storeys. Should future proposals seek to deviate from this then heritage and townscape justification should be provided.

In line with Draft Local Plan policy D4 taller buildings should be of exceptional design quality, adhere to sustainability standards and consider sunlight daylight and wind micro-climate impacts.



Key Considerations

- How existing buildings, such as the landmark Civic Tower, are addressed from a design perspective.
- Significant east-west level changes.
- Lack of pedestrian permeability and poor interaction at street level between the site and surrounding streets.



Land Use

In line with Draft Local Plan allocation H13 the site is considered suitable for high density residential led development. It is anticipated that this will largely be in the form of new build apartments (Use Class C3) although other housing types should also be explored, including ground floor duplexes where practicable, together with affordable housing.

To complement residential uses, active ground floor commercial uses (Use Class E) are encouraged, especially along Rochdale Road, West Street and Cheapside, thereby providing animated frontages which create a positive streetscape.

There is also an opportunity to re-use and refurbish the existing landmark Civic Tower to create a new hotel (Use Class C1) to meet identified needs.



Landscape & Public Realm

Proposals should explore a new public realm square between the Civic Tower and Cheapside which acts as a key point of interest and activates the landscape.

Enhanced pedestrian permeability and accessibility, though the site and buildings should be embedded within future proposals better linking Rochdale Road with Cheapside (east/ west) and also New Radcliffe Street with West Street.

Proposals should consider private residential outdoor space, which varies in feel from the publicly accessible public realm.



Access & Movement

Controlled servicing of the site should be prioritised from New Radcliffe Street with the existing West Street access converted to an emerging access only.

Proposals should explore the re-use of the existing underground car park or the podium level of residential blocks for parking provision. Given the sustainable location of the site and to avoid car dominance it is anticipated that a reduced car parking provision could be delivered on site.

Electric charging points to be provided in line with Draft Local Plan policy T4 with 20% active charging facilities and the remaining passive provision.



Utilities

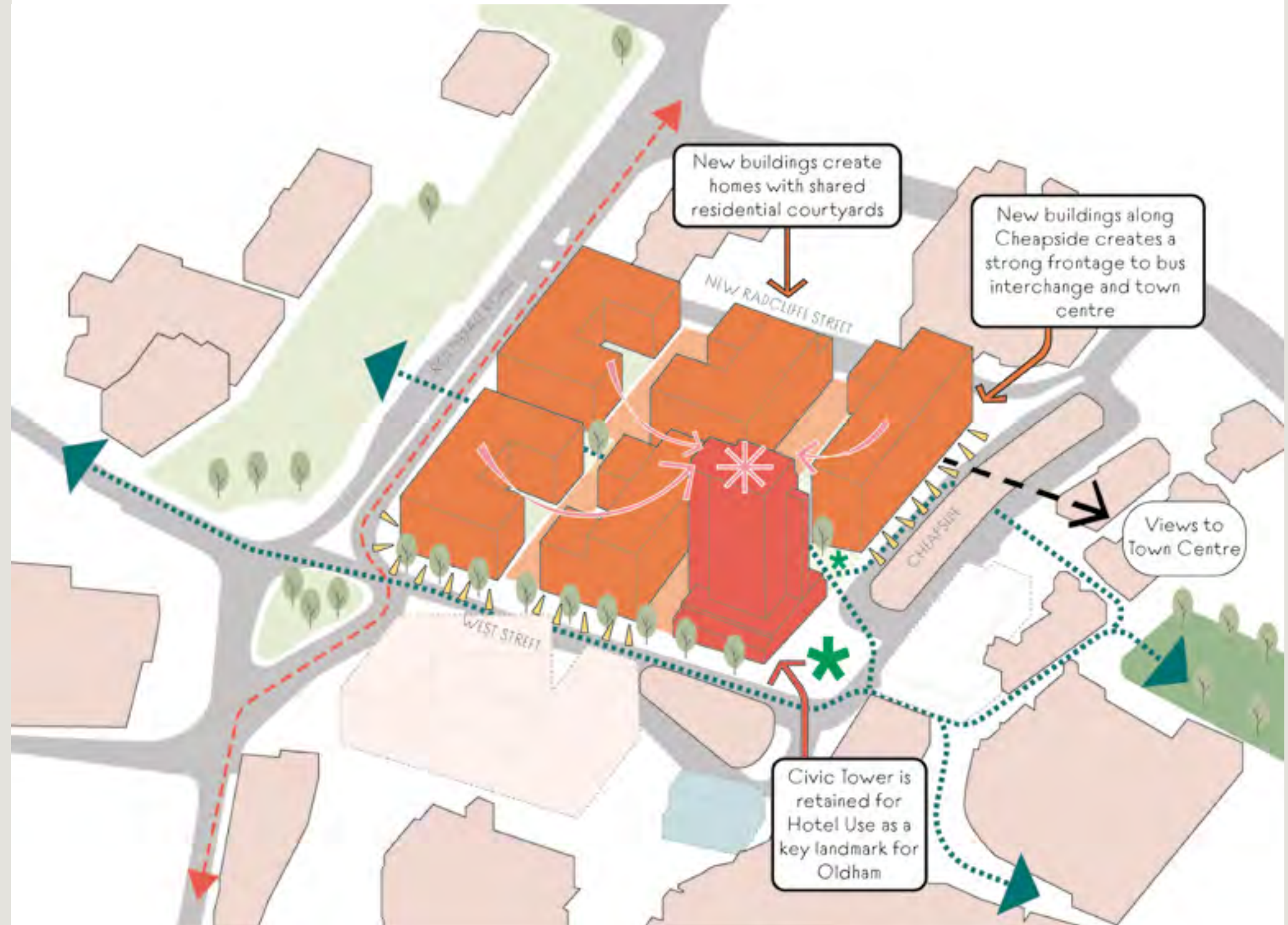
An Existing Infrastructure Report has been prepared which indicates that there will be no requirement for major diversion works to be undertaken to facilitate redevelopment however, a new electrical sub-station may be required.

Consideration should be given to Minewater Heat Network connection points within the new development.

Fibre to the Premises (FTTP) broadband should be provided as part of new developments.

Civic Centre & Queen Elizabeth Hall

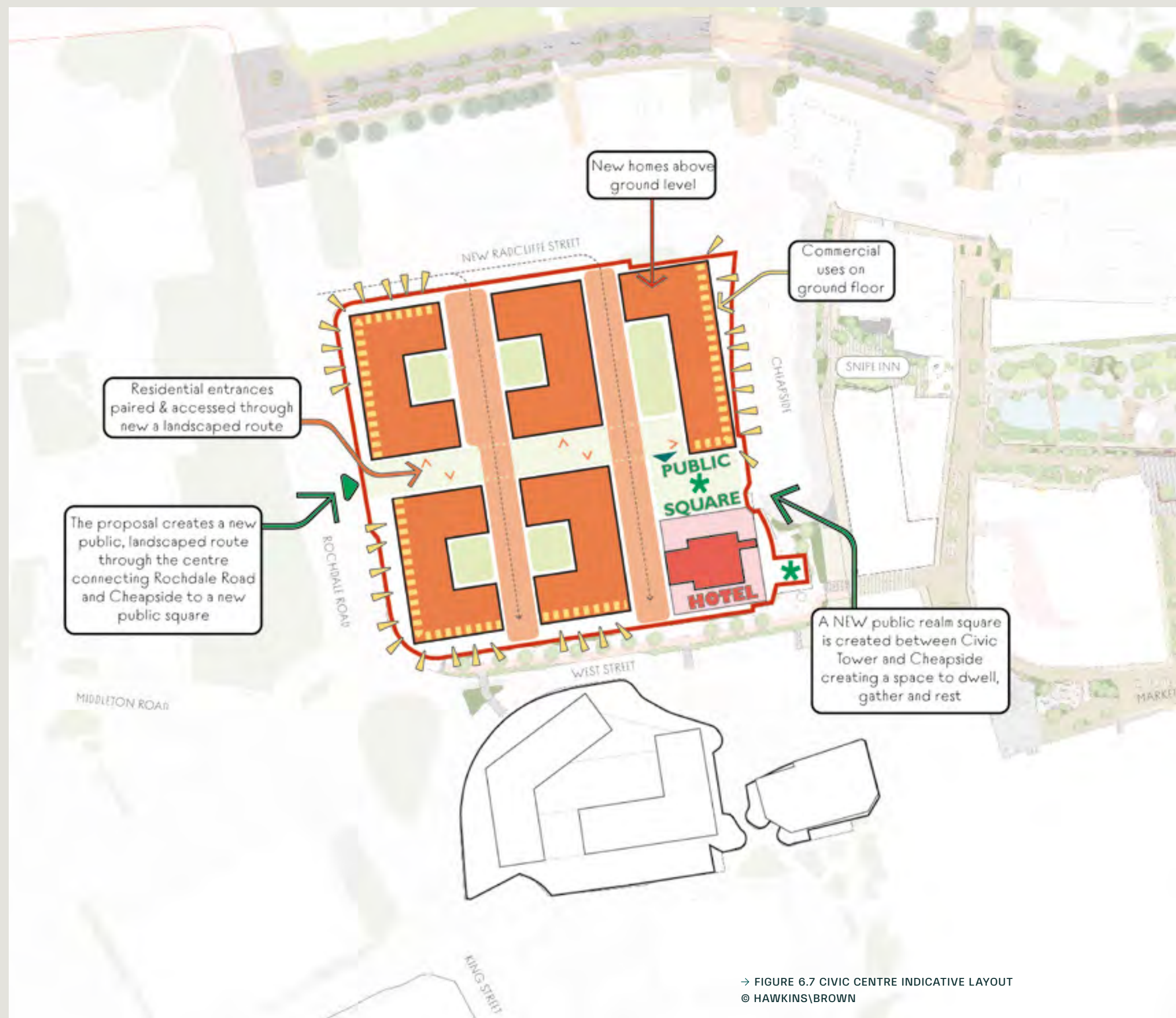
- Residential Use
- Hotel Use
- Retail Use
- Resident's External amenity
- Opportunity to retain existing vegetation
- Service and surface car parking
- Opportunity for commercial frontage
- Indicative service route
- > Residential entrance
- ✱ Point of interest/activation in landscape
- - - Key vehicular route
- - - Key pedestrian route



→ FIGURE 6.6 CIVIC CENTRE INDICATIVE SCALE AND MASSING
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Civic Centre & Queen Elizabeth Hall

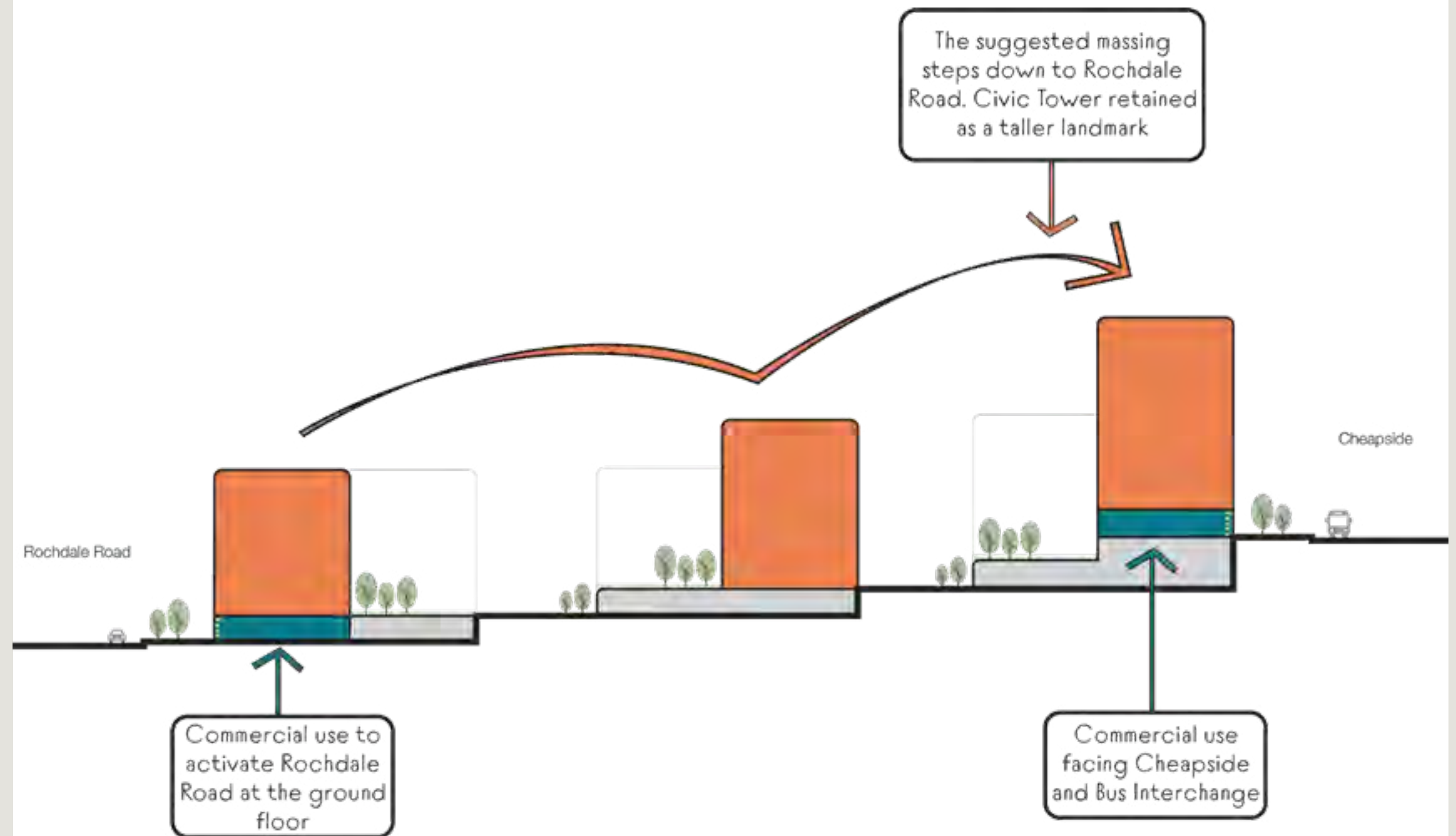
- Residential Use
- Hotel Use
- Retail Use
- Resident's External amenity
- Opportunity to retain existing vegetation
- Service and surface car parking
- Opportunity for commercial frontage
- Indicative service route
- > Residential entrance
- ✱ Point of interest/activation in landscape
- Key vehicular route
- Key pedestrian route



→ FIGURE 6.7 CIVIC CENTRE INDICATIVE LAYOUT
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Civic Centre & Queen Elizabeth Hall

- Residential Use
- Hotel Use
- Retail Use
- Resident's External amenity
- Opportunity to retain existing vegetation
- Service and surface car parking
- Opportunity for commercial frontage
- Indicative service route
- > Residential entrance
- * Point of interest/activation in landscape
- > Key vehicular route
- > Key pedestrian route



→ FIGURE 6.8 CIVIC CENTRE INDICATIVE LEVELS
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Former Magistrates' Court and Manchester Chambers

The Former Magistrates' Court is identified in the Draft Local Plan as a proposed allocation for housing capable of delivering circa. 225 new homes. The former Magistrates' Court is a cleared site following the demolition of all buildings in 2019. Manchester Chambers is currently in use as a commercial building.

The following development principles have been informed by site specific baseline analysis contained at **Appendix C**.

The proposals for this site have been developed alongside the proposals for the Civic Centre site located immediately to the north. These sites are closely aligned, and the indicative designs reflect this through careful consideration of the interactions and interfaces between them. Once developed the area will be experienced as part of a unified neighbourhood which shares a common design language and promotes seamless movement between the sites.



→ FIGURE 6.9 FORMER MAGISTRATES' COURT & MANCHESTER CHAMBERS

Former Magistrates' Court and Manchester Chambers



Key Considerations

- Given the proximity of the site to the bus station, potential noise, vibration and air quality impacts should be assessed and where necessary mitigated.
- Addressing level changes.
- Interfaces with the bus station.
- Requirement to maintain servicing routes through Manchester Chambers.
- Existing trees and mature vegetation to the west of the site.



Layout & Scale

The illustrative proposals envisage two 'L shaped' blocks, creating private residents' courtyard space between. The entrance to the blocks would need to be aligned to levels on West Street as this would be the primary frontage facing on to the bus station.

Block 1

The proposed 'L-shaped' block facing onto the West Street and King Street will occupy a key gateway corner of the site. It is anticipated that it will extend to 7 storeys in height which will positively tie in with the lower elements of Block 2.

Block 2

The second proposed 'L-shaped' block located near Manchester Chambers has a split-height massing ranging from 10 storeys to the east and 7 storeys to the west. The storey heights are based on primary elevations facing towards the town centre, with height stepping down towards King Street.

Should future proposals seek to deviate from the proposed scale parameters then heritage and townscape justification should be provided.



Utilities

An Existing Infrastructure Report has been prepared which indicates that there will be no requirement for major diversion works to be undertaken to facilitate redevelopment.

Fibre to the Premises (FTTP) broadband should be provided as part of new developments.



Land Use

Former Magistrates' Court

In line with Draft Local Plan allocation H13 the site is considered suitable for high density residential led development. It is anticipated that this will largely be in the form of two new build apartment blocks (Use Class C3) although other housing types should also be explored, including ground floor duplexes where practicable, together with affordable housing.

To complement residential uses, active ground floor commercial uses (Use Class E) would be encouraged on the corner of King Street and West Street (Block 1) and facing on to the public realm adjacent to Manchester Chambers (Block 2). It is anticipated that retail and food and beverage uses may be most appropriate in this location.

Manchester Chambers

The retention and refurbishment of the existing building will be supported. It is anticipated that the Chambers will accommodate commercial uses on the ground floor, potentially including ground floor retail, café, gym (Use Class E) or food and beverage space (Sui Generis), with offices (Use Class E) envisaged for the upper floors. Sensitively designed works to the modern rear of the building in order to rationalise the built form could be supported subject to them not being of greater scale than the existing.



Landscape & Public Realm

Existing mature vegetation and trees to the west of the Magistrates' Court should be retained where feasible. If this is not practicable then tree replacement should be provided in accordance with Draft Local Plan Policy N4.

The illustrative proposals for the site suggest that an internal courtyard could be created in the heart of the development to provide private residential amenity.

The proposal should consider the relationship between former Manchester Chambers and Magistrates' Court tying into key public realm moment at West Street and Market Place.



Access & Movement

Primary vehicle access will be achieved via an existing access point off Manchester Street to the south-east. Pedestrian access will principally be from West Street/ public realm around the bus station to the north.

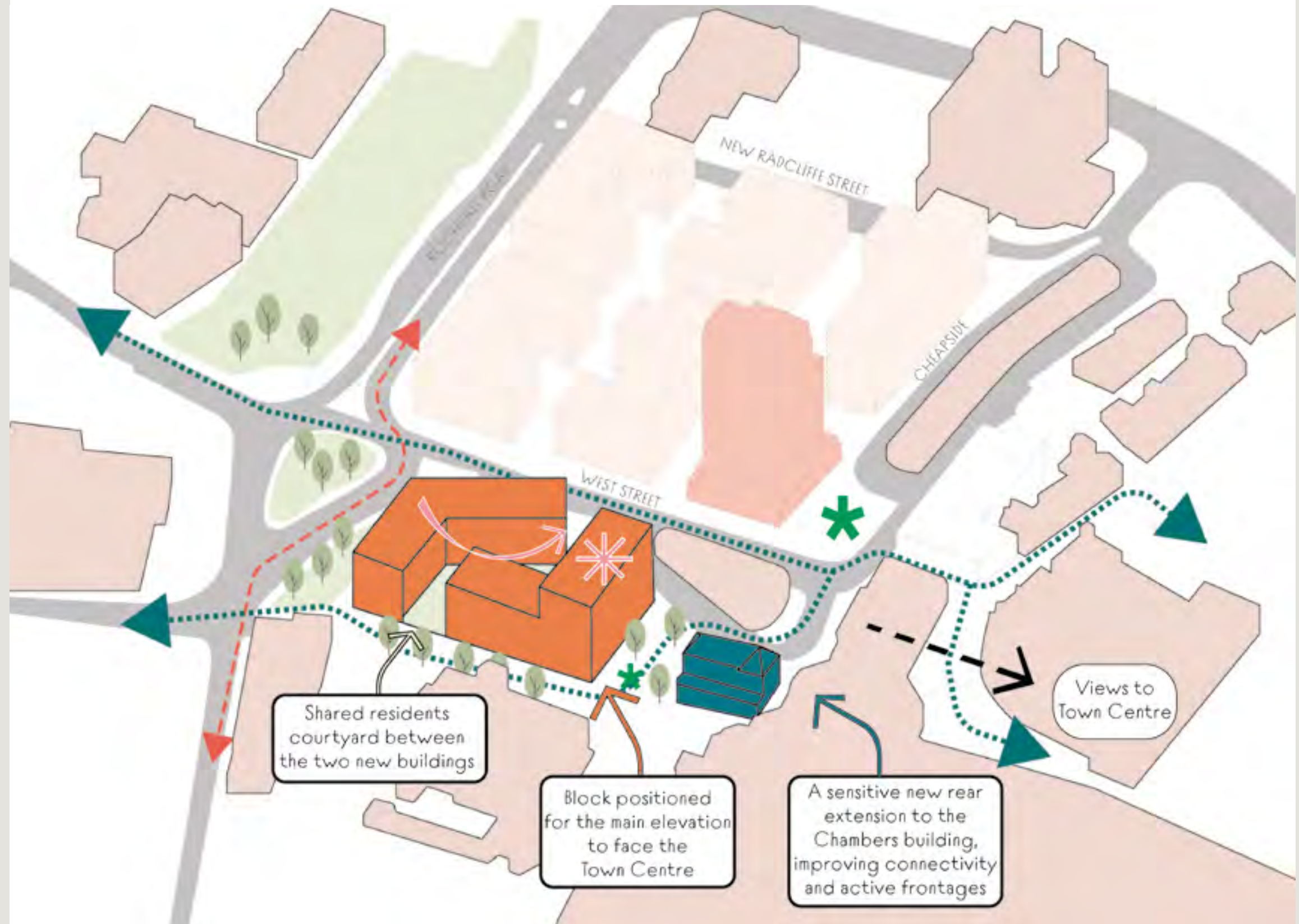
A new turning head may be required between the former Magistrates' Court and Manchester Chambers to facilitate vehicle movements/ servicing within the site.

Utilising the existing site levels, podium resident car parking should be explored. Given the sustainable location of the site and to avoid car dominance it is anticipated that a reduced car parking provision could be delivered on site.

Electric charging points to be provided in line with Draft Local Plan policy T4 with 20% active charging facilities and the remaining passive provision.

Former Magistrates' Court and Manchester Chambers

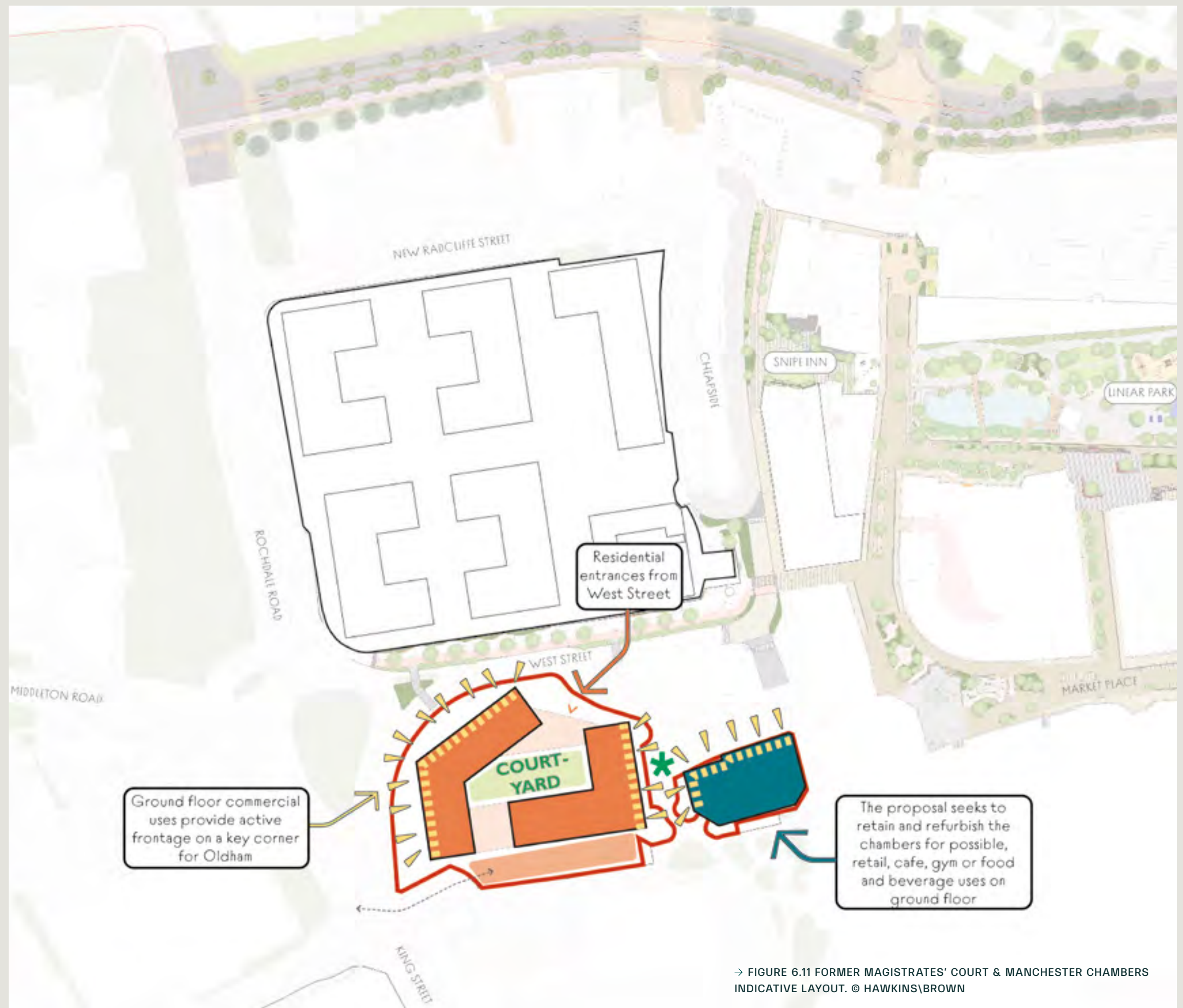
- Residential Use
- Hotel Use
- Retail Use
- Resident's External amenity
- Opportunity to retain existing vegetation
- Service and surface car parking
- Opportunity for commercial frontage
- > Indicative service route
- > Residential entrance
- ✱ Point of interest/activation in landscape
- -> Key vehicular route
- -> Key pedestrian route



→ FIGURE 6.10 FORMER MAGISTRATES' COURT & MANCHESTER CHAMBERS
INDICATIVE SCALE AND MASSING. © HAWKINS\BROWN

Former Magistrates' Court and Manchester Chambers

- Residential Use
- Hotel Use
- Retail Use
- Resident's External amenity
- Opportunity to retain existing vegetation
- Service and surface car parking
- Opportunity for commercial frontage
- Indicative service route
- Residential entrance
- ✱ Point of interest/activation in landscape
- Key vehicular route
- Key pedestrian route



→ FIGURE 6.11 FORMER MAGISTRATES' COURT & MANCHESTER CHAMBERS INDICATIVE LAYOUT. © HAWKINS\BROWN

Former Leisure Centre

The Former Leisure Centre site is identified in the Draft Local Plan as part of a proposed allocation for housing, alongside Tommyfield Market and the Linear Park, capable of delivering circa. 250 new homes. The former Leisure Centre is a cleared site following the demolition of all buildings in 2016. It is currently in use as a public car park and immediately adjoins the future linear park to the south.

The following development principles have been informed by site specific baseline analysis contained at **Appendix C**.



→ FIGURE 6.12 FORMER LEISURE CENTRE

Former Leisure Centre



Key Considerations

- Proposals need to be sensitively designed given potential heritage impacts on Grade II* Listed Church of St Mary and St Peter and the Oldham Town Centre Conservation Area to the south.
- Articulation of the Linear Park frontage and breaking up the massing.
- Addressing level changes including with the future Linear Park.
- Interactions with St Mary's Way to the north.
- Existing trees and existing mature landscaping to the west and east.
- Potential impacts in terms of sunlight daylight and wind.



Layout & Scale

The illustrative proposals envisage two 'L shaped' blocks, creating private residents' courtyard space between. The entrance to the courtyard is aligned with the landscape strategy for the Linear Park for level access, allowing residents to enter each of the blocks from the more private courtyard space.

Each of the blocks has a split-height massing. The storey heights have been established based on retaining key views with a sympathetic approach taken to heritage and residential amenity in respect to dwellings located to the north.

Block 1

The proposed 'L-shaped' block facing onto Lord Street and St Mary's Way will be split level, ranging from 8 storeys to the west and dropping down to 5 storeys in the east.

Block 2

The second proposed 'L-shaped' block facing onto the Linear Park and St Mary's Way will also be split level, ranging from 8 storeys to the south and dropping down to 5 storeys in the east. This block will benefit from both significant frontage onto the Linear Park and a south-facing orientation for maximised daylight.

Should future proposals seek to deviate from the proposed scale parameters then heritage and townscape justification should be provided.



Land Use

In line with Draft Local Plan allocation H13 the site is considered suitable for high density residential-led development. It is anticipated that this will largely be in the form of two new build apartment blocks (Use Class C3) although other housing types should also be explored, including ground floor duplexes where practicable, together with affordable housing.

To complement residential uses, active ground floor uses could be appropriate facing on to Lord Street to the west (block 1) and facing on to the linear park to the south and St Mary's Way to the east (block 2). These ground floor uses should activate the key route between the site and the linear park. In terms of potential uses, research indicates that there is a requirement for an early years nursery in this location together with retail and café space (Use Class E).



Utilities

An Existing Infrastructure Report has been prepared which indicates that there will be no requirement for major diversion works to be undertaken to facilitate redevelopment however, a new electrical sub-station will be required.

Consideration should be given to Minewater Heat Network connection points within the new development.

Fibre to the Premises (FTTP) broadband should be provided as part of new developments.



Landscape & Public Realm

The key route along the southern edge of the site and Linear Park will be defined by the proposed level change of the north of the site. This should incorporate access points to commercial units within the ground floor of the southern block providing active frontages.

Existing mature and high-value trees, especially category A specimens, should be retained where feasible. If this is not practicable then tree replacement should be provided in accordance with Draft Local Plan Policy N4.



Access & Movement

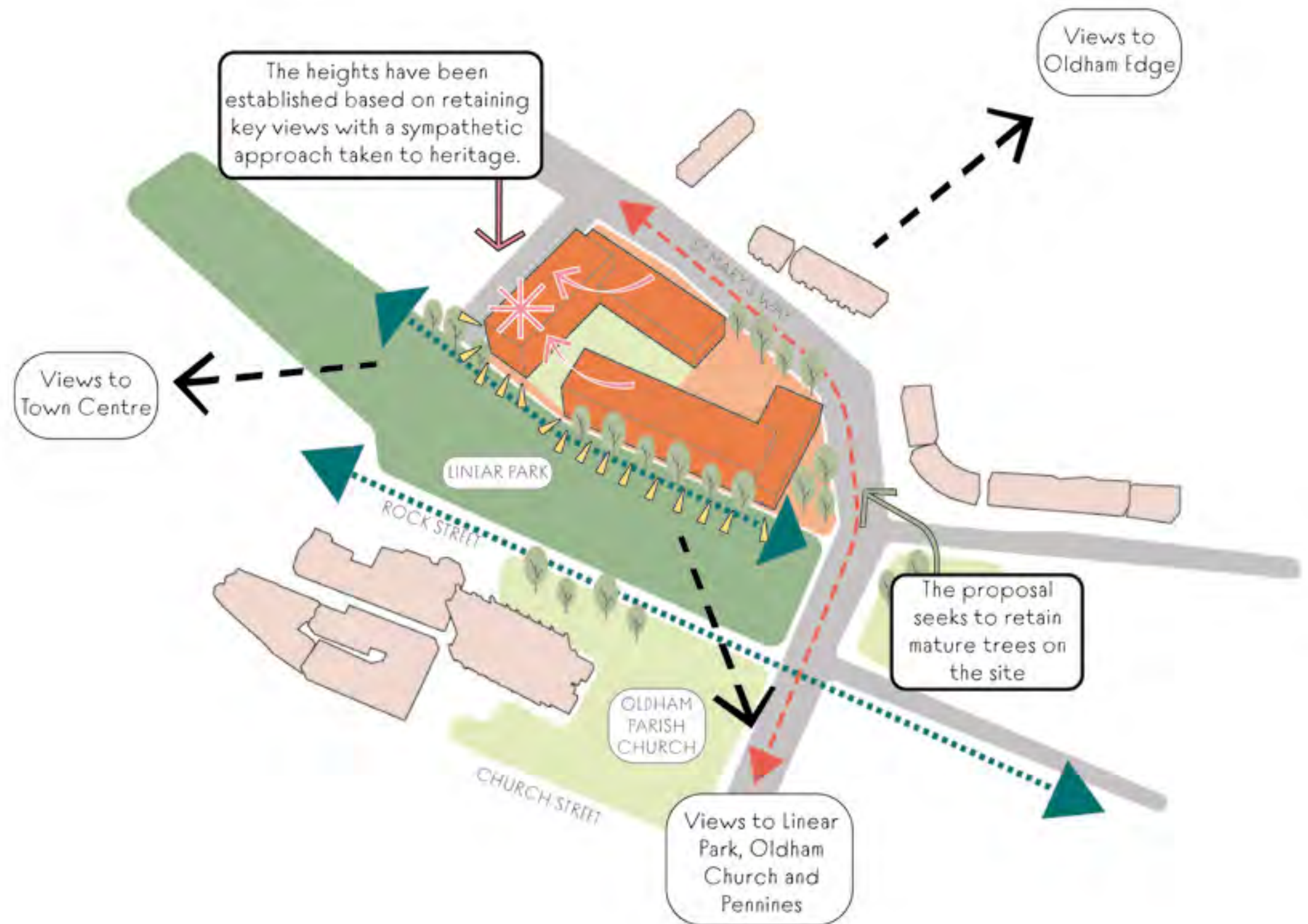
Primary vehicular access will be achieved into the site via Lord Street to the west. This will enable resident access to a limited number of car parking spaces and also servicing of the residential blocks. Vehicles will exit the site from a 'left only' egress onto St Mary's Way. This will need to be sensitively designed to interface with Accessible Oldham interventions, including new cycle routes, proposed for St Mary's Way.

Given the sustainable location of the site and to avoid car dominance it is anticipated that a reduced car parking provision could be delivered on site.

Electric charging points to be provided in line with Draft Local Plan policy T4 with 20% active charging facilities and the remaining passive provision.

Former Leisure Centre

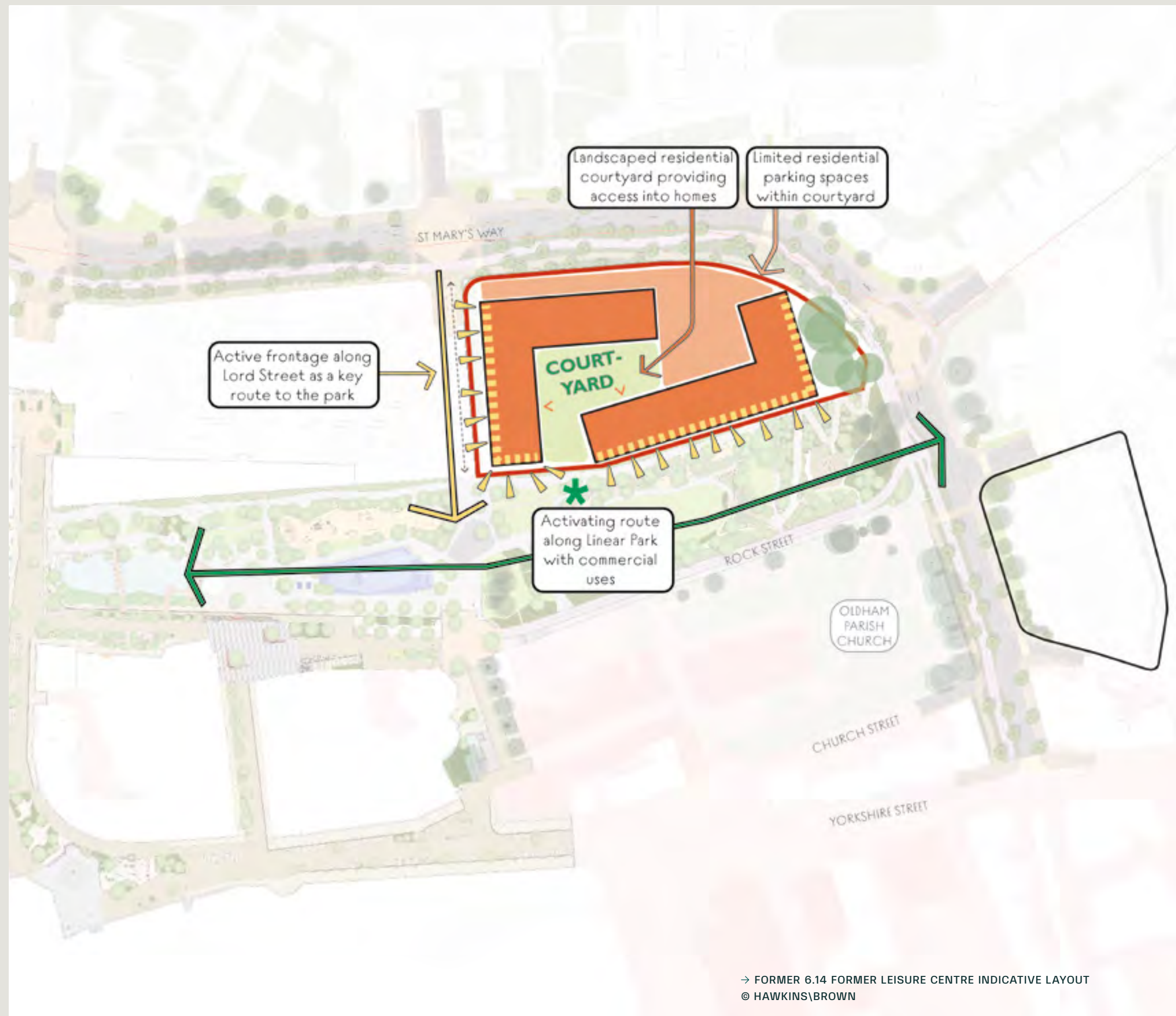
- Residential Use
- Hotel Use
- Retail Use
- Resident's External amenity
- Opportunity to retain existing vegetation
- Service and surface car parking
- Opportunity for commercial frontage
- Indicative service route
- Residential entrance
- Point of interest/activation in landscape
- Key vehicular route
- Key pedestrian route



→ FIGURE 6.13 FORMER LEISURE CENTRE INDICATIVE SCALE AND MASSING
© HAWKINS\BROWN

Former Leisure Centre

- Residential Use
- Hotel Use
- Retail Use
- Resident's External amenity
- Opportunity to retain existing vegetation
- Service and surface car parking
- Opportunity for commercial frontage
- Indicative service route
- Residential entrance
- ✱ Point of interest/activation in landscape
- ➔ Key vehicular route
- ➔ Key pedestrian route



→ FORMER 6.14 FORMER LEISURE CENTRE INDICATIVE LAYOUT
© HAWKINS\BROWN

Former Leisure Centre

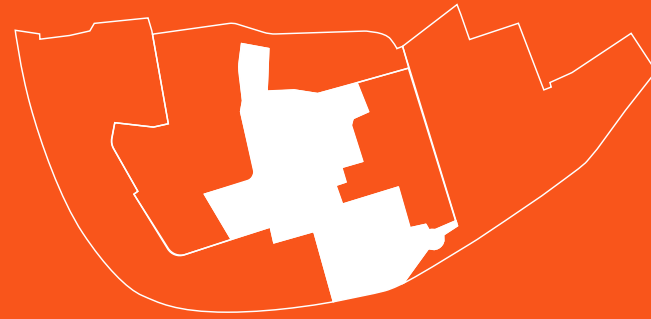
- Residential Use
- Hotel Use
- Retail Use
- Resident's External amenity
- Opportunity to retain exisitng vegetation
- Service and surface car parking
- Opportunity for commercial frontage
- Indicative service route
- > Residential entrance
- * Point of interest/activation in landscape
- > Key vehicular route
- > Key pedestrian route



→ FIGURE 6.15 FORMER LEISURE CENTRE INDICATIVE LEVELS
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CHARACTER AREA 2

Retail Core



The Retail Core will be the focus for an enhanced, vibrant and sustainable retail offer, including the relocated Tommyfield Market in the Spindles Town Square Shopping Centre. Retail uses will be consolidated to the ground floor of the shopping centre, linking into the new market through a retail 'loop' that will provide shoppers with a better experience. This will be supported by quality office space for both private sector tenants and Oldham Council and event space linked to Parliament Square that will boost the cultural, leisure and entertainment offer within Oldham.

The boundary for the Retail Core is in line with the key diagram for the town centre that was presented as part of the draft Local Plan, as this is felt to more closely align with the spatial experience of the town centre by its current users. The Retail Core has excellent sustainable transport accessibility with bus stops and Oldham Central Metrolink stop providing onward travel to destinations across Greater Manchester.

Elements of the Oldham Town Centre Conservation Area fall within the Retail Core which should be protected and enhanced. There is an opportunity to enhance the public realm, tying into wider upgrades across the Town Centre. The Retail Core will remain the key focus for retail, food and drink, offices and leisure uses including the nighttime economy.

The following pages provide development principles for:

- 01. Henshaw House
- 02. Metropolitan Place



→ FIGURE 6.16 RETAIL CORE CHARACTER AREA



→ FIGURE 6.17 HENSHAW HOUSE



→ FIGURE 6.18 METROPOLITAN PLACE

→ Future development proposals and planning applications should come forward in accordance with the Development Framework and demonstrate compliance with wider aspirations for the Town Centre.

Henshaw House

The Henshaw House site is identified in the Draft Local Plan as a proposed allocation for housing capable of delivering circa. 45 new homes. The building is located on Cheapside adjacent to the recently approved Snipe Gardens opposite the bus station.



Key Considerations

- Location in the heart of the town centre.
- Challenges in relation to servicing of the site following changes to West Street.
- Limited public realm.



→ FIGURE 6.19 HENSHAW HOUSE

Henshaw House



→ FIGURE 6.20 HENSHAW HOUSE, AERIAL IMAGE



Land Use

In line with Draft Local Plan allocation H13 the site is considered suitable for residential development. It is anticipated that this would be in the form of a change of use from office to residential with associated internal works.

To complement the residential uses, active ground floor retail uses on the corner of Cheapside and Market Place would be retained with the potential to create new ground floor retail/ café (Use Class E) and F&B (Sui Generis) uses along Cheapside.

Should further design feasibility work indicate that the conversion of the building to residential apartments over commercial uses is not feasible (for technical or viability reasons) then the full or part demolition of the existing building to create new purpose built residential development should be explored.

If it can be demonstrated that the above residential options are not feasible or viable the Council may consider the refurbishment and re-use of the building for ongoing commercial office and retail uses.



Layout & Scale

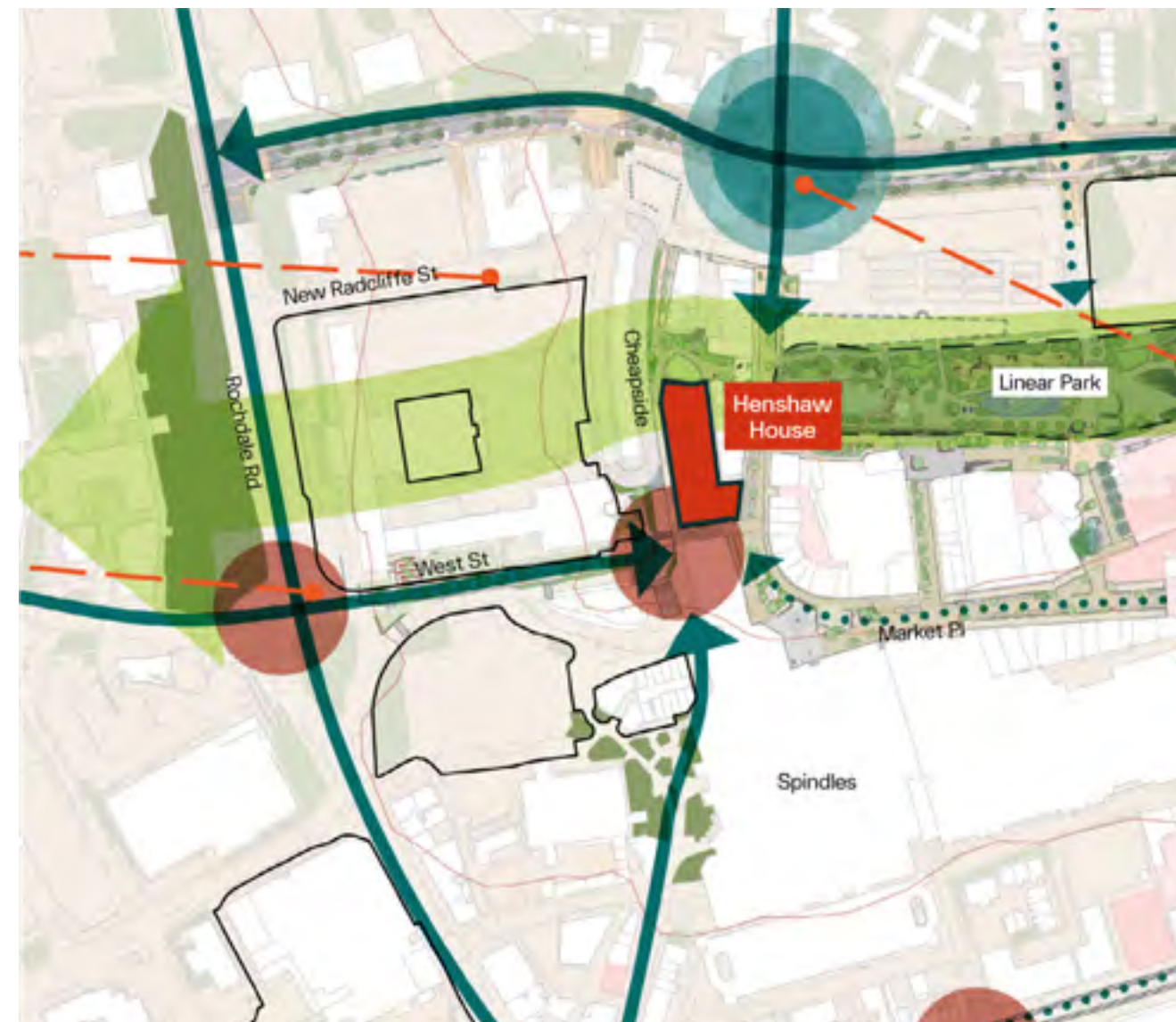
The building is expected to hold the primary frontage along Cheapside and Market Place. Improvements should be made to allow for better interaction and animation at street level particularly to the north adjoining snipe gardens (following demolition of the Snipe Inn).

The existing building is part 3 part 4 storeys. Should it be demolished as part of future redevelopment then the scale of any new building should be justified in townscape terms taking into consideration the surrounding context and character.



Utilities

Consideration should be given to Minewater Heat Network connection points within the new development.



→ FIGURE 6.21 HENSHAW HOUSE KEY OPPORTUNITIES. FIGURE CREDIT: PLANIT



Landscape & Public Realm

Opportunities for landscape and public realm improvements are limited however future proposals respond positively to Council led public realm upgrades in the local vicinity.

New developments should explore whether biodiversity enhancements, potentially including green roofs, could be incorporated within designs.



Access & Movement

The proposals would be 'car free' with no parking being provided due to the sites highly sustainable location and in response to the constrained nature of the plot. Servicing of the building will likely need to be from Market Place to avoid impacts on bus movements on Cheapside.

Metropolitan Place

Metropolitan Place is an existing office building situated on Hobson Street adjacent to the Sainsbury's supermarket in the Town Centre.



Key Considerations

- Location in the heart of the town centre.
- Conversion challenges due to the depth of floorplates.
- Potential amenity issues relating to the adjacent supermarket service yard.



→ FIGURE 6.22 METROPOLITAN PLACE

Metropolitan Place



→ FIGURE 6.23 METROPOLITAN PLACE, LOOKING SOUTH
IMAGE CREDIT: PLANIT



Land Use

The suitability of converting the existing building has been explored however, due to the narrow depth of the footprint and need to incorporate a new core it is considered to be too narrow for residential purposes.

Therefore, in land use terms the building is proposed to remain in commercial office use (Use Class E) with opportunities present to refurbish the internal space and façade to create an interesting co-working/ office space.

Currently the ground floor active frontage is limited and there is an opportunity to improve its integration with Hobson Street to create an attractive welcoming impression. The Council would support the incorporation of suitable commercial uses on the ground floor including café, food and beverage and gym/wellbeing space.

Should a comprehensive demolition and re-build scheme be proposed then a contextual approach to design and townscape should be taken together with detailed justification.



Landscape & Public Realm

Opportunities for landscape and public realm improvements are limited given the footprint of the building within the site however future proposals respond positively to the local context taking into account the wider landscape strategy presented in this Framework.

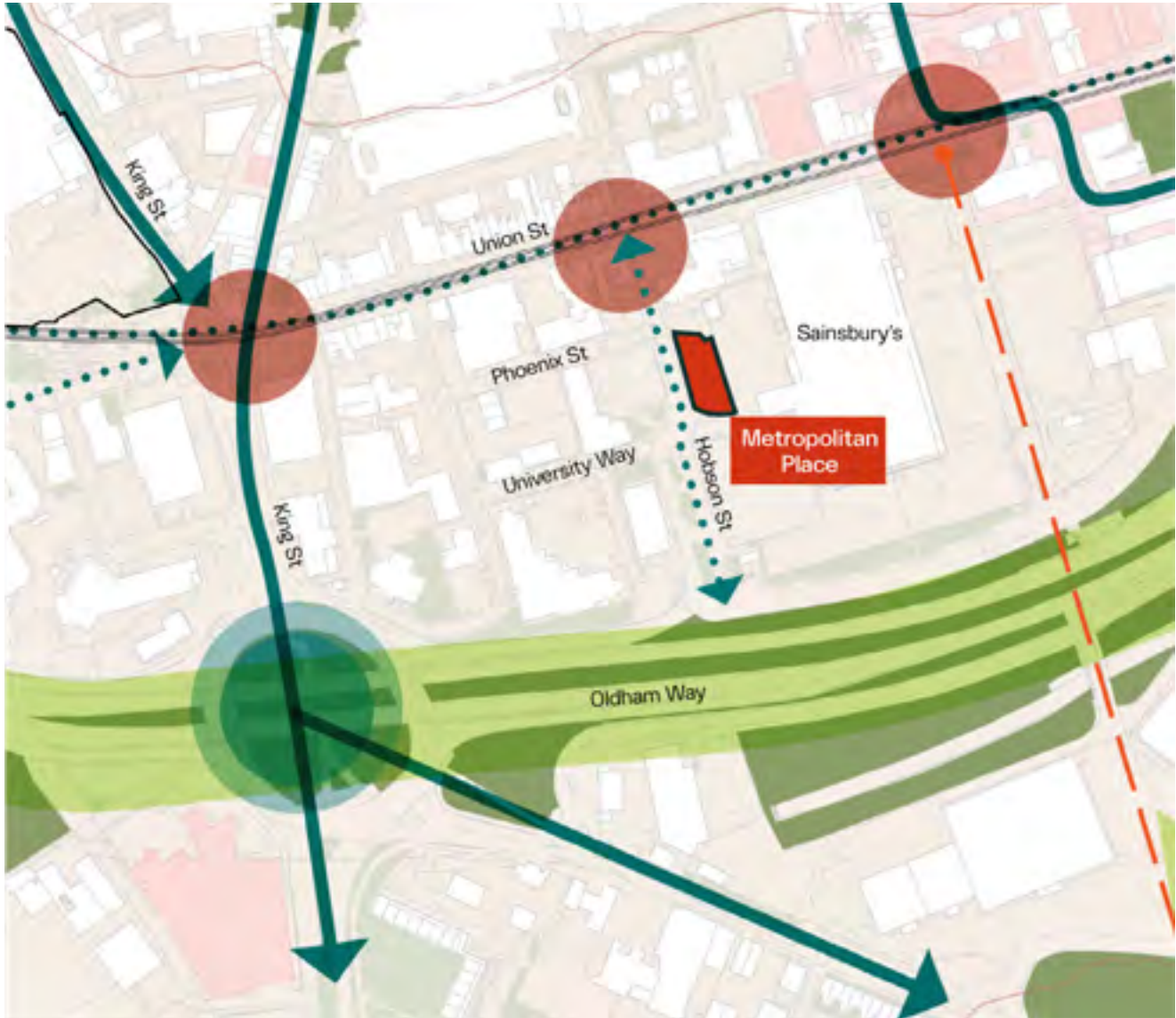
Existing trees are should be retained and enhanced where practicable. Existing landscape threshold/ defensible space to the north and south to be maintained and enhanced with public realm and landscape improvements.

Opportunities to enhance biodiversity on and around the existing building should be explored.



Utilities

Consideration should be given to Minewater Heat Network connection points within the new development.



→ FIGURE 6.24 METROPOLITAN PLACE KEY OPPORTUNITIES. FIGURE CREDIT: PLANIT



Layout & Scale

The building is expected to hold the primary frontage along Hobson Street by opening up the façade and improving building access points. Improvements should be made to allow for better interaction and animation at street level.

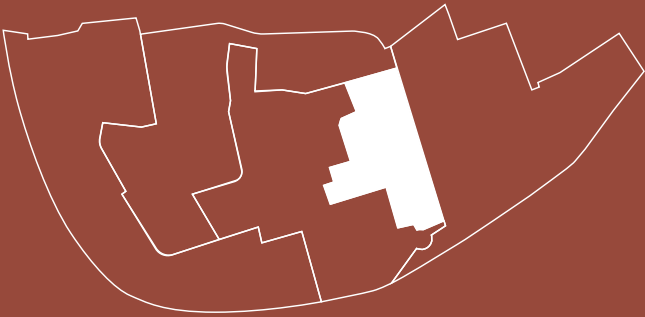


Access & Movement

The proposals would be 'car free' with no parking being provided due to the site's highly sustainable location and in response to the constrained nature of the plot. Servicing of the building will continue in line with current arrangements from Galway Street, via Hobson Street.

CHARACTER AREA 3

Cultural & Creative Quarter



The Cultural and Creative Quarter, centered around the historic core of the town centre and the Council's Creative Improvement District (CID), will be the focus for our nighttime and visitor economy, providing an improved food and drink offer, expanded entertainment and leisure sector and cultural attraction.

The re-use of existing listed buildings on Union Street and surrounding streets will make space for live performance, including a heritage buildings strategy and home for Oldham Coliseum, and the Prudential Building will be renovated to create innovative and flexible office space aimed at attracting creative and digital businesses to Oldham. The Egyptian Room in Oldham Town Hall will be transformed into a high-quality food and drink destination.

The Cultural and Creative Quarter is closely aligned with and will complement both the Civic and Residential Quarter and Retail Core. Development in this character area should be of high-quality and positively respond to surrounding heritage assets including the Oldham Town Centre Conservation Area together with Listed Buildings in the vicinity.

Opportunities for public realm improvements and enhanced wayfinding should be explored, in line with wider town centre strategies, given the areas' central location and distinctive architecture.

Whilst there are no core or opportunity sites within this character area the Council continues to progress with a number of regeneration projects which will transform this part of the Town Centre, dramatically enhancing cultural and creative provisions for the benefit of Oldhamers.



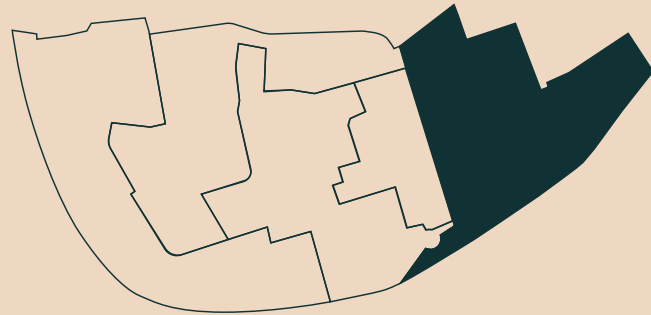
→ FIGURE 6.25 KEY BUILDINGS, CULTURAL & CREATIVE QUARTER. IMAGE CREDIT: PLANIT (FIONA FINCHETT)



→ FIGURE 6.26 CULTURAL & CREATIVE QUARTER CHARACTER AREA

CHARACTER AREA 4

Eastern Edge & Oldham Mumps



The Eastern Edge and Oldham Mumps character area is a key gateway into the town from the east. The area will be the home of the Minewater Heat Centre and incubator space (Green Shoots) from which a district heat network will be delivered that will extract heat from water in disused mines underneath Oldham Town Centre to create an environmentally friendly power source that will help deliver our ambitions for carbon neutrality.

The area will also be focussed on the re-use of underutilised existing surface car parking to deliver high-density residential development. Prince's Gate will be the focus of this residential hub, maximising the efficient use of brownfield land next to Oldham Mumps Metrolink stop and Oldham Way. The gateway location provides an opportunity to create a landmark building anchoring the eastern end of the town centre from the Civic Centre in the west. There is also an opportunity for a new supermarket food store.

The delivery of new active ground floor frontages and improvements to the public realm, especially on the corner of Yorkshire Street, Mumps and Prince Street, will animate this end of the town centre, creating a distinctive new neighbourhood. Whilst development of scale is encouraged in this location consideration should be given to local context including Listed Buildings within and adjoining the area.

The following pages provide development principles for:

- 01. Mumps, Wallshaw Street and Prince's Gate
- 02. Bradshaw Street Car Park
- 03. Southgate and Waterloo Street



→ FIGURE 6.27 EASTERN EDGE & OLDHAM MUMPS CHARACTER AREA



→ FIGURE 6.28 MUMPS, WALLSHAW STREET AND PRINCE'S GATE



→ FIGURE 6.29 SOUTHGATE AND WATERLOO STREET

- Future development proposals and planning applications should come forward in accordance with the Development Framework and demonstrate compliance with wider aspirations for the Town Centre.

Mumps, Wallshaw Street & Prince's Gate

The Mumps and Wallshaw Street and Prince's Gate sites are identified in the Draft Local Plan as proposed allocations for housing capable of delivering circa. 100 and 300 new homes respectively.

The Mumps and Wallshaw Street site has been cleared and is currently vacant whilst the Prince's Gate site is in use as public car park.

The following development principles have been informed by site specific baseline analysis contained at **Appendix C**.



→ FIGURE 6.30 MUMPS, WALLSHAW STREET AND PRINCE'S GATE, AERIAL IMAGE

Mumps, Wallshaw Street & Prince's Gate



Utilities

An Existing Infrastructure Report has been prepared which indicates that significant drainage infrastructure crosses the site including main branches and culverts. The principal challenge is the brick built large diameter sewer that is between 7-11 metres deep, being designated as critical A. While it may be possible to divert this type of drainage, it will be challenging and so consideration should be given to designing the buildings around the drainage. An easement of 12m will need to be maintained around the drain. Smaller drains around the site may be easier to divert and any that are less than 450 millimetres in diameter may be diverted by contractors other than United Utilities.

In addition to drainage it is considered that phased installation of three electrical substations may be required to facilitate the proposed development.



Layout & Scale

Mumps and Wallshaw Street Block 1

The proposed residential development will be broadly 'L-shaped' with deck access to the rear. The homes will benefit from south facing orientation and maximised daylight. The apartment block should sympathetically respond to neighbouring properties including 17-21 Mumps and also take into account the existing footpath to the TfGM car park to the rear. In terms of scale it is suggested that up to 5 storeys could be appropriate in this location.

Block 2

The proposed smaller commercial/ community unit should positively address the corner it sits on and also the adjacent Grade II Listed National Westminster Bank Building. The height of building should positively relate to its context and be no more than 5 storeys in height.

Prince's Gate

Prince's Gate is a key gateway into the town from the East and as such any new residential development should respond positively to this in terms of quality of design and scale. The site has the ability to deliver a range of building heights up to approximately 13 storeys. The illustrative scheme is reflective of this which shows a building of 13 storeys on the corner of Oldham Way and Mumps stepping to 8 and 6 storeys moving west across the site.

The retail unit is proposed to be located adjacent to the existing Prince Street access and occupy the west parcel of the site. Opportunities to include residential use over the retail use to make more efficient use of the site could be explored taking into account structural and viability considerations.



Land Use

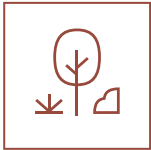
Mumps and Wallshaw Street

In line with Draft Local Plan allocation H13 the site is considered suitable for high density new build residential led development (Use Class C3) given its location adjacent to the Mumps Metrolink Stop. The main residential block (Block 1) is proposed on the corner of Beever Street and fronting Mumps. A smaller commercial/ community building (Block 2) with ground floor retail space (Use Class E(a)) on the corner of Mumps and Wallshaw Street, which will complement proposals on Prince's Gate, is also proposed.

The continuation of appropriate active ground floor commercial uses (Use Class E) from Yorkshire Street along Mumps is encouraged.

Prince's Gate

In line with Draft Local Plan allocation H13 the site is considered suitable for high density new build residential apartment development (Use Class C3) following removal/ relocation of the currently underutilised Council owned public car park.



Landscape & Public Realm

There are significant opportunities to improve the public realm around the north west corner of the site, at the junction of Princes Street, Mumps and Yorkshire Street, better interfacing with Oldham Mumps Metrolink stop. Pedestrian connectivity to the wider town centre should be enhanced.

Any ground floor active frontage should animate the public realm and areas around buildings.



Access & Movement

Mumps and Wallshaw Street

Pedestrian and service access is anticipated to be from Beever Street to the west in respect of Block 1 and off Wallshaw Street in relation to Block 2.

Prince's Gate

Primary vehicular and service access will be achieved via a modified existing access point off Prince Street to the south-west. Pedestrian access will principally be from Mumps to the north-west.

Due to existing constraints and sustainable location the Mumps and Wallshaw Street developments are proposed to be 'car free' developments.

Prince's Gate will incorporate surface level car parking. Given the proximity to the Metrolink stop the residential developments will have limited car parking provision although this will be offset with enhanced cycle storage.

Mumps, Wallshaw Street & Prince's Gate



Key Considerations

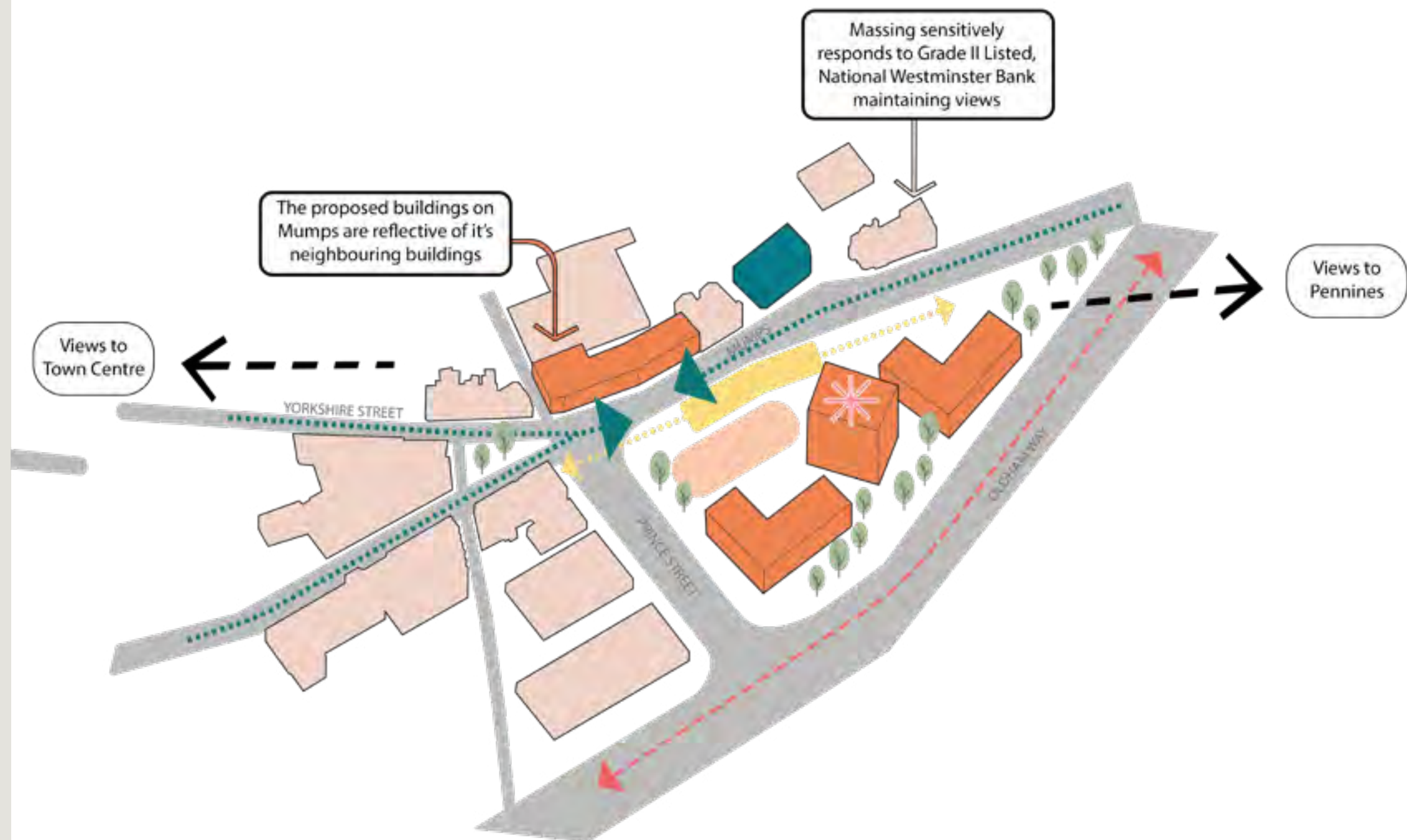
- Addressing the loss of car parking.
- Addressing level changes across the Prince's Gate site interfaces with surrounding streets and Mumps Metrolink stop public realm.
- Sensitivity of Grade II Listed National Westminster Bank building located adjacent.
- Relationship with TfGM's car park to the rear of the Mumps and Wallshaw Street sites.
- Access arrangements into the Prince's Gate sites off Prince Street/ Oldham Way.
- Improving pedestrian connections to Yorkshire Street.
- Maintain a 12m easement around the deep sewer to the north west of the site.
- High quality façade treatment to the supermarket commensurate with Prince's Gate key gateway location.
- Ensuring taller buildings meet the requirements of the Building Safety Act 2022 in terms of fire safety in residential buildings.
- Residential amenity – ensuring that any air quality or noise impacts associated with Oldham Way are mitigated through the design of the new buildings.



→ FIGURE 6.31 MUMPS, WALLSHAW STREET AND PRINCE'S GATE, AERIAL IMAGE

Mumps, Wallshaw Street & Prince's Gate

- Residential Use
- Hotel Use
- Retail Use
- Resident's External amenity
- Opportunity to retain existing vegetation
- Service and surface car parking
- Opportunity for commercial frontage
- Indicative service route
- Residential entrance
- ✱ Point of interest/activation in landscape
- Key pedestrian route
- Key vehicular route
- Listed building



→ FIGURE 6.32 PRINCE'S GATE AND MUMPS INDICATIVE SCALE AND MASSING. © HAWKINS\BROWN

Mumps, Wallshaw Street & Prince's Gate

- Residential Use
- Hotel Use
- Retail Use
- Resident's External amenity
- Opportunity to retain existing vegetation
- Service and surface car parking
- Opportunity for commercial frontage
- Indicative service route
- Residential entrance
- Point of interest/activation in landscape
- Key pedestrian route
- Key vehicular route
- Listed building



→ FIGURE 6.33 PRINCE'S GATE AND MUMPS INDICATIVE LAYOUT. © HAWKINS\BROWN

Bradshaw Street Car Park

The Bradshaw Street Car Park site is identified in the Draft Local Plan as a proposed allocation for housing capable of delivering circa. 150 new homes. The site is currently in use as a public car park.



→ FIGURE 6.34 BRADSHAW STREET CAR PARK, AERIAL IMAGE

Bradshaw Street Car Park



Key Considerations

- Proximity to the Grade II* Listed Church of St Mary and St Peter.
- Sensitively addressing any potential impacts on heritage assets, key views and townscape through further detailed assessment and quality of design.
- Addressing the loss of car parking.
- Significant level changes across the site.
- Existing planting around the edge of the site.



Layout & Scale

The proposed building is expected to hold the primary frontage along St Mary's Way and extend along Rock Street, positively addressing existing buildings, including Oldham Parish Church and the Leisure Centre.

The location of the primary entrance is subject to further consideration of the level changes and the proposed finished floor level. This is anticipated along St. Mary's Way or at the junction with St. Mary's Way and Rock Street.

A split-level building is expected, to respond positively to the changing topography along St. Mary's Way. Positive ground floor activity is expected along the length of this frontage.

Massing should consider the sensitive relationship with Oldham Parish Church and the long-range views across to the Moors from the Church. The illustrative design envisages building heights up to 7 storeys.



Utilities

An Existing Infrastructure Report has been prepared which indicates that the site isn't subject to any utility constraints which would preclude and limited the delivery of new residential development. An electrical feed point exists at the south west corner of the site which may need to be relocated as part of future development.



Landscape & Public Realm

Mature trees along the perimeter of the site, the majority of which are category B quality, should be retained where practicable. If this is not feasible then tree replacement should be provided in accordance with Draft Local Plan Policy N4.

Tree retention and additional tree planting is particularly important to achieve along St. Mary's Way and Rock Street, as set out in the Town Centre wide Landscape Strategy. This will result in the building line being set back to accommodate these trees, which in turn will assist in the challenging topography on site and potentially provide additional space for planting and sustainable drainage.

Opportunities for a communal landscaped courtyard at the centre of the site, accessed from the east, should be explored. This is also anticipated to provide a limited quantity of car parking.

The communal courtyard provides the opportunity for a landscaped level change to provide planting and some limited amenity space, to overcome likely level change between the courtyard to the likely finished floor level of the Rock Street frontage.



Access & Movement

A service vehicle loop is proposed from St Mary's Way, onto Old Church Street, Bradshaw Street and then Rock Street. Servicing should be away from the primary frontage of St Mary's Way and is anticipated along Old Church Street, Bradshaw Street and/or Rock Street.

Limited parking opportunities to be provided off Bradshaw Street within a landscaped courtyard or within a parking podium which is to be wrapped in an active frontage along the St. Mary's Way.



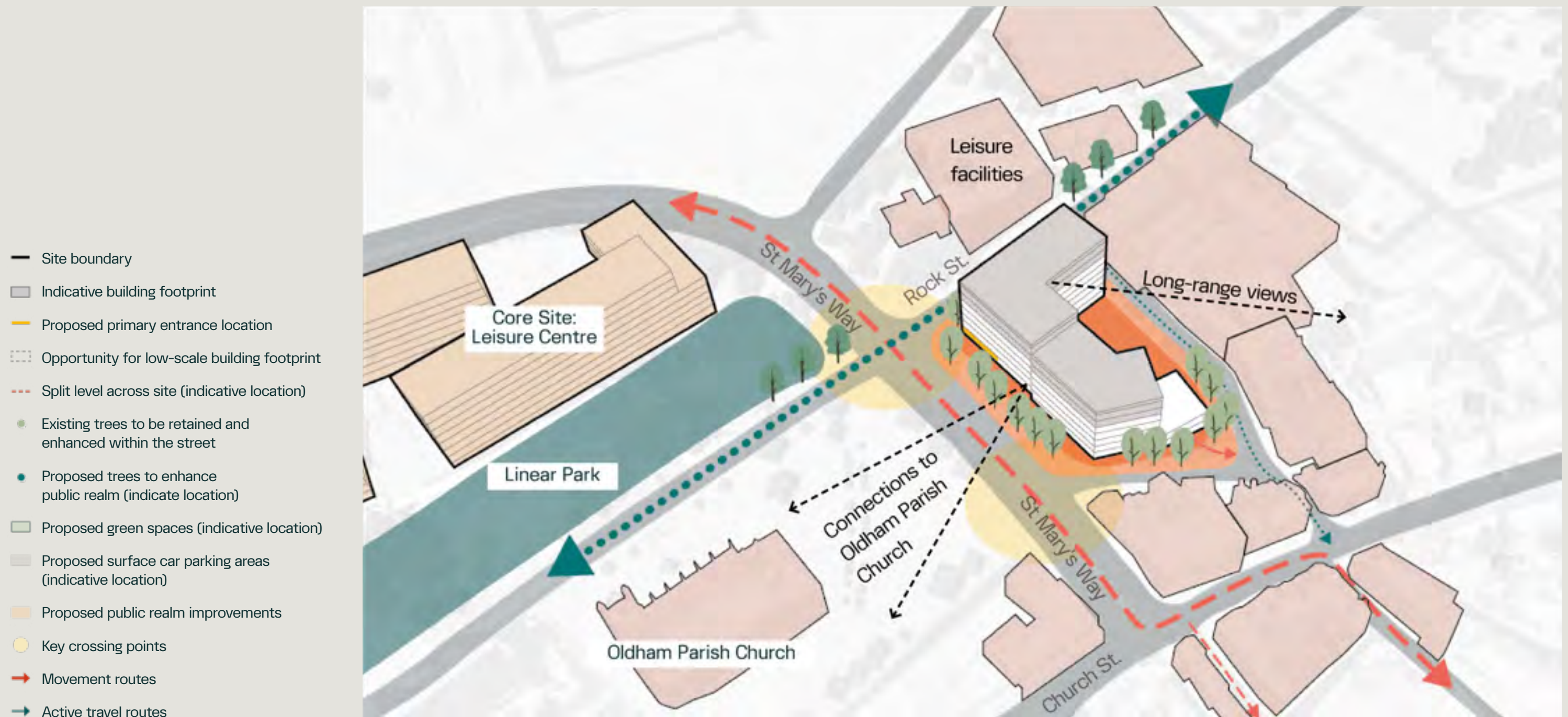
Land Use

In line with Draft Local Plan allocation H13 the site is considered suitable for high density new build residential led development (Use Class C3). Opportunities for the inclusion of active ground floor uses are encouraged, especially on the corner of Rock Street and St Mary's Way.



→ FIGURE 6.35 BRADSHAW STREET CAR PARK, AERIAL IMAGE

Bradshaw Street Car Park



→ FIGURE 6.36 BRADSHAW STREET CAR PARK INDICATIVE SCALE AND MASSING. FIGURE CREDIT: PLANIT

Bradshaw Street Car Park

- Site boundary
- Indicative building footprint
- Proposed primary entrance location
- Opportunity for low-scale building footprint
- - - Split level across site (indicative location)
- Existing trees to be retained and enhanced within the street
- Proposed trees to enhance public realm (indicate location)
- Proposed green spaces (indicative location)
- Proposed surface car parking areas (indicative location)
- Proposed public realm improvements
- Key crossing points
- Movement routes
- Active travel routes



→ FIGURE 6.37 BRADSHAW STREET CAR PARK INDICATIVE LAYOUT. FIGURE CREDIT: PLANIT

Southgate & Waterloo Street

The Southgate and Waterloo site is identified in the Draft Local Plan as a proposed allocation for housing capable of delivering circa. 250 new homes. The site is currently in use as two separate public car parks.



Key Considerations

- Addressing the loss of car parking.
- Significant utility constraints (drainage and gas infrastructure).
- Mature planting around the periphery of the sites.



→ FIGURE 6.38 SOUTHGATE & WATERLOO STREET, AERIAL IMAGE

Southgate & Waterloo Street



Layout & Scale

The proposed buildings are expected to hold the primary frontage along Waterloo Street, returning onto Roscoe Street to create a positive street interface which ties into the surrounding street network and supports and animates the pedestrian and cycle corridors.

The location of the primary entrance is subject to further consideration of the level changes and the proposed finished floor level.

This is anticipated along Waterloo Street or at the junction with Waterloo Street and Roscoe Street.

Massing should consider the sensitive relationship with Oldham Library and Art Gallery and reduce heights to the east. Massing is not proposed to exceed 7 storeys on the Waterloo Street site. Positive ground floor activity is expected along the along Roscoe Street and Mowbray Street.

→ FIGURE 6.39 SOUTHGATE & WATERLOO STREET, AERIAL IMAGE



Land Use

Waterloo Street

In line with Draft Local Plan allocation H13 the Waterloo Street site is considered suitable for high density new build residential led development (Use Class C3). Opportunities for the inclusion of active ground floor uses are encouraged, especially around Waterloo Street and Roscoe Street.

Southgate Street

The Southgate Street site has significant utilities constraints which render this site undevelopable without significant costs to divert the existing deep sewer and replace the gas governor. The car parking could be retained to accommodate coach parking from the heritage buildings strategy and also potentially for meanwhile uses/ public events associated with the Cultural Quarter.



Landscape & Public Realm

Mature trees along Waterloo Street and mature landscape along Rhodes Street are anticipated to be retained, where practicable, with the building line adjusted along Waterloo Street to facilitate this retention. If this is not feasible then tree replacement should be provided in accordance with Draft Local Plan Policy N4.

There is an opportunity for a communal landscaped courtyard at the centre of the Waterloo Street site, accessed from the south. This is also anticipated to provide a limited quantity of car parking.



Access & Movement

Servicing and car parking access is expected from Rhodes Street for the Waterloo Street site and from Mowbray Street for the Southgate Street site.

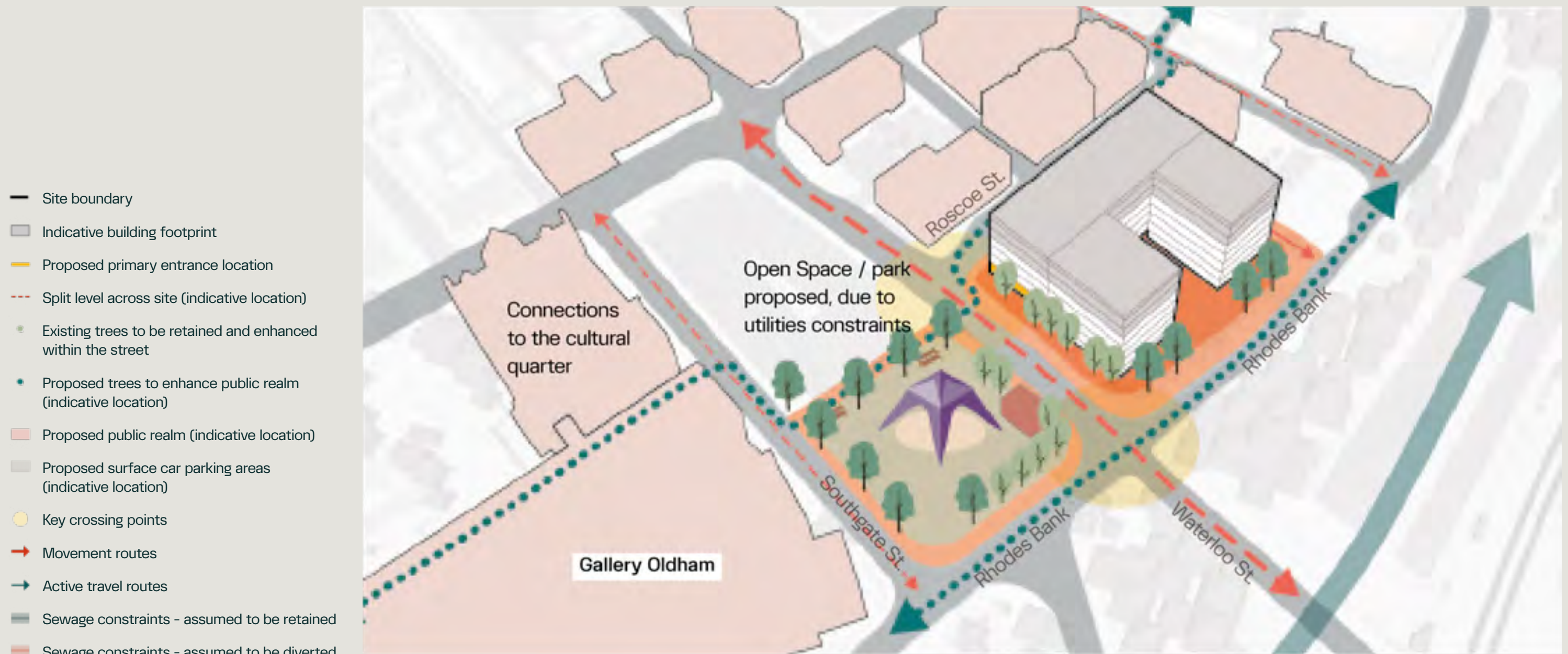
Given the sustainable location of the site limited parking is to be provided within the Waterloo Street development. Southgate Street is to remain as car parking.



Utilities

An Existing Infrastructure Report has been prepared which indicates that significant drainage infrastructure is present in the local area. Whilst it is not considered feasible or viable at this stage to divert the deep sewer which runs across Southgate Street, there is the potential to divert the smaller diameter drainage infrastructure which crosses the Waterloo Street site, subject to further discussion with United Utilities.

Southgate & Waterloo Street



→ FIGURE 6.40 SOUTHGATE & WATERLOO STREET INDICATIVE SCALE AND MASSING. FIGURE CREDIT: PLANIT

Southgate & Waterloo Street

- Site boundary
- ▭ Indicative building footprint
- Proposed primary entrance location
- - - Split level across site (indicative location)
- Existing trees to be retained and enhanced within the street
- Proposed trees to enhance public realm (indicative location)
- ▭ Proposed public realm (indicative location)
- ▭ Proposed surface car parking areas (indicative location)
- Key crossing points
- Movement routes
- Active travel routes
- ▭ Sewage constraints - assumed to be retained
- ▭ Sewage constraints - assumed to be diverted



→ FIGURE 6.41 SOUTHGATE & WATERLOO STREET INDICATIVE LAYOUT. FIGURE CREDIT: PLANIT

CHARACTER AREA 5

Western Edge and Educational Quarter



The Western Edge and Educational Quarter is a key gateway into the town centre from the west. The character area will remain home to high-quality further and higher education establishments, including Oldham Sixth Form College, Oldham College and University Campus Oldham.

The area is bound by and contains, key arterial routes including Oldham Way, Middleton Road and Rochdale Road, which currently act as a barrier to pedestrian and cycle movements.

Opportunities to reduce car dominance and enhance east-west pedestrian permeability should be explored alongside improvements to public realm and landscaping, especially through the Civic Centre site (character area 1). Public realm and landscape improvements should take into account the proposed Quality Bus Transit (QBT) corridor and ensure that proposals are aligned.



→ FIGURE 6.42 KEY BUILDINGS, WESTERN EDGE & EDUCATIONAL QUARTER



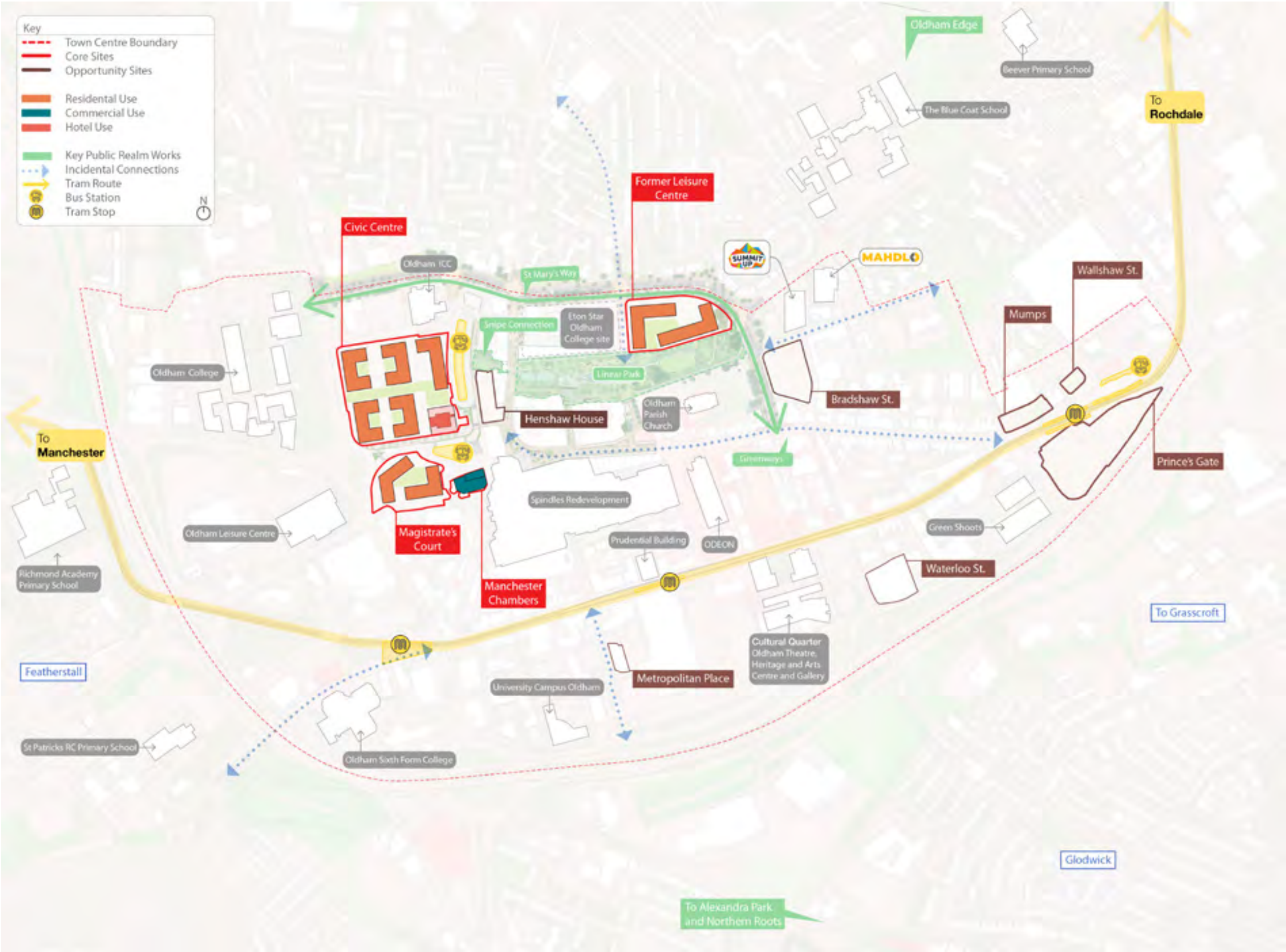
→ FIGURE 6.43 WESTERN EDGE & EDUCATIONAL QUARTER CHARACTER AREA

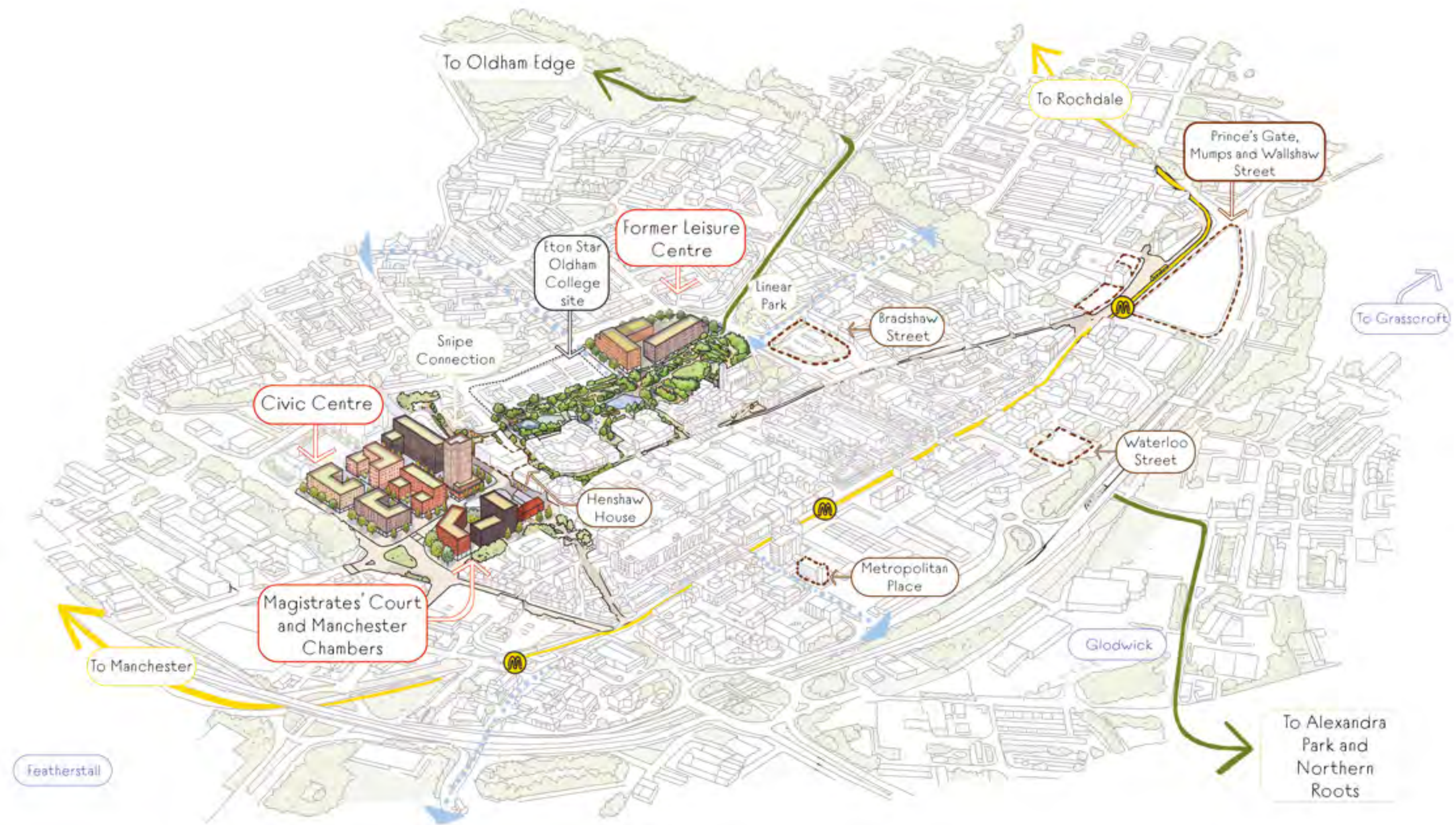
Chapter 7.

Illustrative masterplan

The Illustrative Masterplan shows how the proposed development principles set out in the Development Framework could be delivered over the next 15 years to create a vibrant Town Centre offer that is inclusive for Oldhamers. The proposals will create a thriving place that is desirable to live and spend time in and which reflects the culturally diverse communities of the Borough.

Whilst the Illustrative Masterplan demonstrates the partners' preferred proposals for the Town Centre it is not fixed and will be subject to change as the area evolves.





Chapter 8.

Implementation & delivery

The Oldham Town Centre Development Framework comprises five character areas covering 78.4ha and includes 8 no. Council owned development plots (3 no. core and 5 no. opportunity) which between then will deliver circa. 2,000 new homes.

Implementation & Delivery

The town centre wide strategies and development principles established in this Development Framework acknowledge that the existing baseline will change over the 15 year period of the Development Framework reflecting wider infrastructure works, shifting demands and behaviours and evolving planning policy (national and local). They therefore provide flexibility for the illustrative masterplan to change and adapt over time.

→ FIGURE 8.1 PUBLIC REALM IMPROVEMENTS ON ALBION STREET. IMAGE CREDIT: PLANIT



Phasing

Given the scale and ambition of the proposals and the level of investment required to realise the vision, a phased approach to delivery over the 15 year developer agreement is proposed.

The core sites of Civic Centre, Former Magistrates' Court and Manchester Chambers and Former Leisure Centre are envisaged to come forward first, delivering transformational regeneration which will catalyse wider improvements across the Town Centre. In delivering the Civic Centre site, the proposed development will need to be aligned with achieving vacant possession of all buildings following the relocation of Council staff and functions to the Spindles Shopping Centre. Once the core sites have come forward attention will turn to the opportunity sites toward the end of the 15 year period.

It is critical that the delivery of new development and phasing is undertaken in accordance with a holistic and co-ordinated strategy for new infrastructure (including foul drainage, surface water drainage and water supply) across the area covered by the development framework. This should consider how the infrastructure for each phase interacts with the infrastructure required for other phases.



Planning Obligations

In addition to the above, there may also be requirements to secure development agreements to support the delivery of mitigation measures and local services to support development under Section 106 of the Town and Country Planning Act 1990 and under Section 278 of the Highways Act 1990 (as amended), subject to the provisions of Regulation 122 and 123 of the Community Infrastructure Levy Regulations 2010 or any relevant subsequent legislation.

Future development proposals should have regard to:

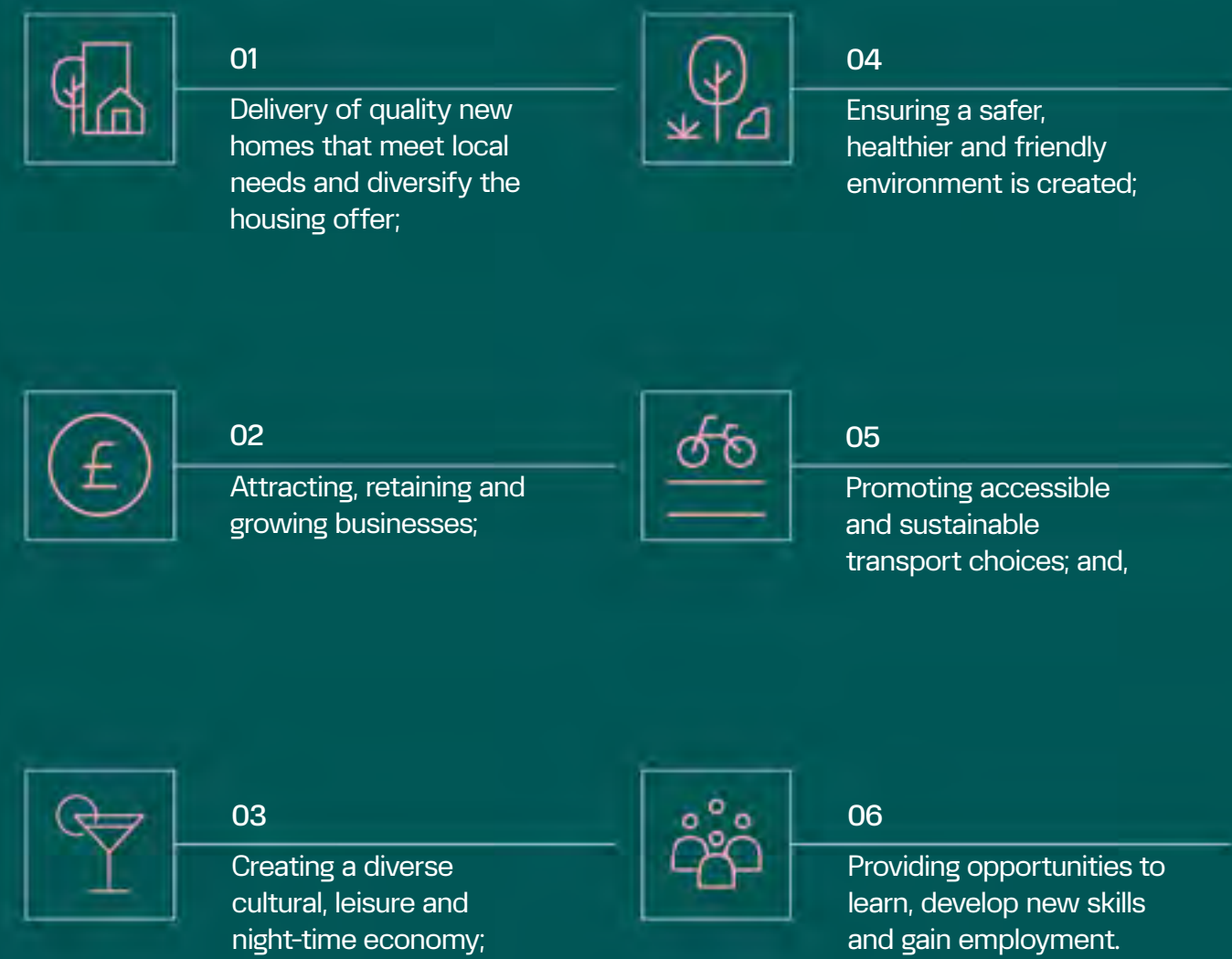
- Joint Core Strategy Policy 25 'Developer Contributions' (until such time as this is superseded by the emerging Local Plan)
- Greater Manchester's Places for Everyone Plan Policy JP-D 1 'Infrastructure Implementation' and Policy JP-D 2 'Developer Contributions'
- Draft Oldham Local Plan Policy IN2 'Planning Obligations'

Conclusion

The Development Framework, which has been jointly prepared by Oldham Council and Muse, provides a joined-up vision for future development and growth of Oldham town centre over the next 15 years.

The framework builds on recent projects and progress made by the Council and provides a consolidated vision for the future.

It defines Core and Opportunity sites to deliver transformational change for Oldhamers, of which some of the key outcomes and aims are:



The proposals and principles will have benefits to existing residential areas within and adjoining the town centre. The framework proposals will seek to enhance permeability with neighbouring communities in order to generate benefits for all that use the town centre.

Whilst the Development Framework is not a statutory document, it will be a material consideration in the determination of any future proposals and therefore will play a key role in ensuring a joined-up vision on deliverability. It has been developed in conjunction with the priorities and policies set out in the adopted and emerging Development Plan.

A successful town centre, where people want to live and spend time in, will act as a catalyst for wider regeneration across the Borough.

MUSE

