

# HYDE SPOKE, WE LISTENED!

Over 1500 people took part in our initial fact-finding exercise with over 1300 online questionnaire responses and around 200 people attending in person events including the 'pop-up shop' event in the Clarendon Centre. Your feedback is important and has shaped our plans.

*"Restore the old library, open this and Town Hall up for events, markets, live music etc. Set higher standards for shop frontages. Set targets / achieve better mix of independent shops, don't enable concentration of cheap food outlets. Establish food and veg / farmers markets. Increase pedestrian areas. Improve the aesthetic."*

**It is positive that respondents feel Hyde needs to change. Out of the 1339 respondents, only 4 feel the town centre should stay as it is.**

*"Invest in the empty historic buildings to create places for culture and events. Improve the food, drink and retail offering with independent shops/restaurants in Market Square and on the high street. Make Hyde a nice place to go in the evening with bars/restaurants (this would also mean the need for improved lighting and later public transport coming out of the town centre). More people living in the centre would be good."*

**Top priorities include: more local, independent shops, cafés and restaurants; better maintenance of building fronts; more green space, public furniture & planting; and better spaces for events, festivals, community and cultural activity.**

*"Create spaces for children and young people. Encourage restaurateurs to open businesses in empty buildings. Invest in small, independent businesses. Add more green spaces"*

*"Improve Market Square, make this the central focus for the town, improve public realm, introduce more greenery, make it a place that residents and visitors want to sit and hang out in. Programme with high quality events and markets. Utilise the Town Hall for cultural and community uses. Consider traffic calming measures to improve the setting of the Town Hall and enable spill-out on to an improved market square."*



*"Attract smaller independent retailers, cafés, etc. Make better use of the old historic buildings. Create events that attract the community."*

*"Make more streets traffic-free so that it's more pleasant to walk around. Build cycling infrastructure to help people get to the town centre without needing a car, and to help them get around the town centre safely."*

# 01 Masterplan: Key Objectives

The feedback from our engagement has been considered and has shaped the vision, development objectives and designs for key areas of the town centre.

The Vision for Hyde Town Centre is mapped out to provide a future path for growth and regeneration. Key development objectives are set out to guide new development, strengthen Hyde's USP and deliver this Vision.

## Key Development Objectives:

### 01. Celebrate & Enhance Hyde's Culture & Heritage



The best of Hyde will be celebrated and given a new lease of life by bringing key buildings back to life through creative re-use, and enhancements of facades.

### 02. Create a Safe, Desirable & Healthy Place to Live



Putting people at the heart of transformation, Hyde will provide new high-quality homes for all. Supported by first-class public services and excellent transport links.

### 03. Enhance Active Travel & Better integrate Vehicles



The Masterplan will enhance connectivity across the town centre, provide wider access to more sustainable and healthy ways to travel, and create a safer town centre.

### 04. Enhance Character, Place-making & the Environment



The Masterplan will create public spaces which are attractive, inclusive and encourage events, celebration and activity. It will create a comfortable environment for everyone to use.

### 05. Unlocking the Town Centre Edges



Potential for the unforgotten edges of the town centre to be realised by introducing new and enhancing existing connections. Redeveloping these areas will provide the space for the town to grow.

### 06. Create a Vibrant, Diverse & Sustainable Town Centre

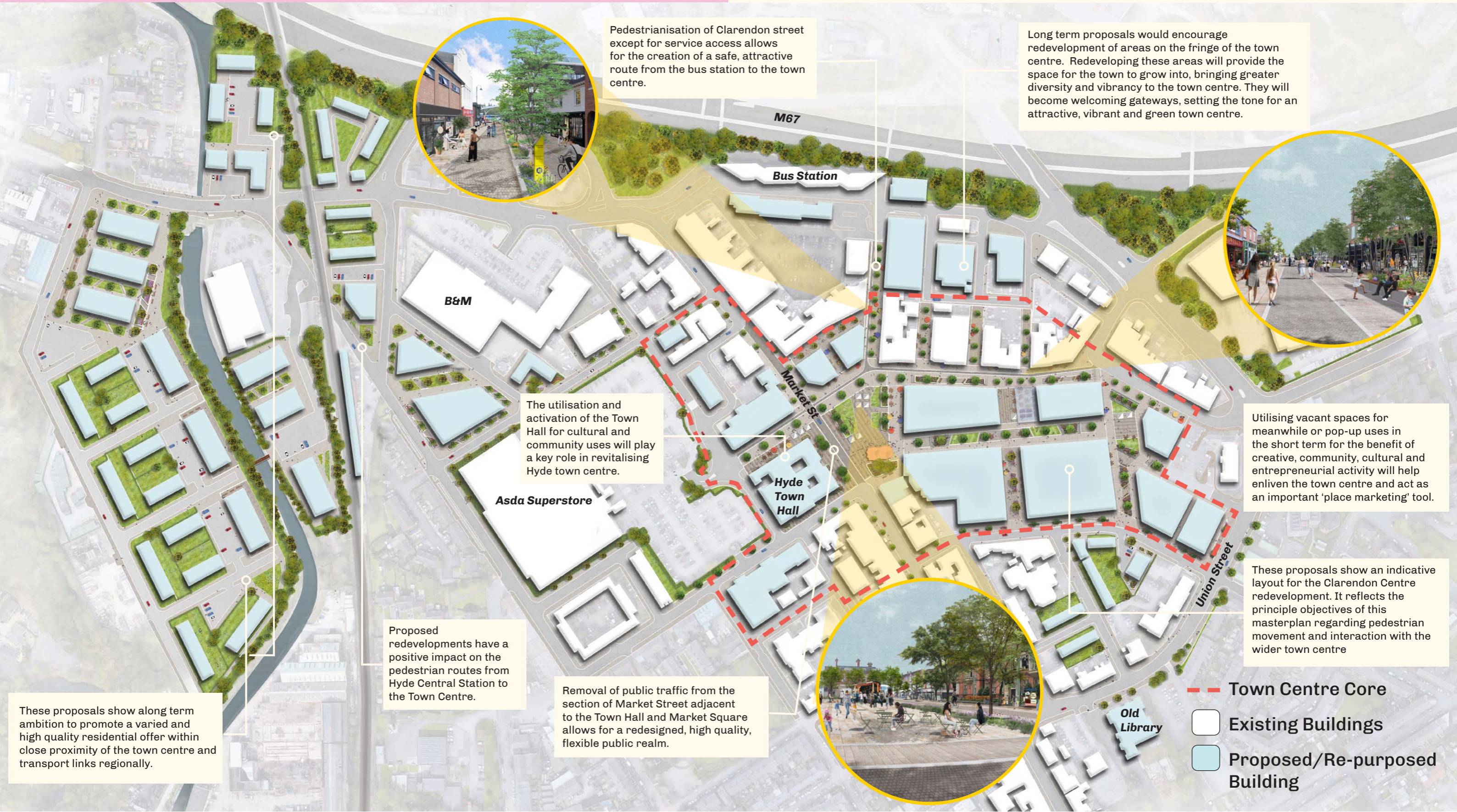


The masterplan will create opportunities for people to spend time in the town centre in a variety of ways, encouraging people to stay longer and experience more that Hyde has to offer.



# 02 Illustrative Masterplan

**The Vision:** Hyde town centre will become a place known for its beating independent cultural heart, with a culturally focused, re-imagined Town Hall and a rejuvenated Market Square that encourages socialising and events. High quality sustainable town centre homes, independent retail and great transport links will allow Hyde to flourish and find its own unique identity within the context of Greater Manchester and the North West.



Pedestrianisation of Clarendon street except for service access allows for the creation of a safe, attractive route from the bus station to the town centre.

Long term proposals would encourage redevelopment of areas on the fringe of the town centre. Redeveloping these areas will provide the space for the town to grow into, bringing greater diversity and vibrancy to the town centre. They will become welcoming gateways, setting the tone for an attractive, vibrant and green town centre.

The utilisation and activation of the Town Hall for cultural and community uses will play a key role in revitalising Hyde town centre.

Utilising vacant spaces for meanwhile or pop-up uses in the short term for the benefit of creative, community, cultural and entrepreneurial activity will help enliven the town centre and act as an important 'place marketing' tool.

These proposals show an indicative layout for the Clarendon Centre redevelopment. It reflects the principle objectives of this masterplan regarding pedestrian movement and interaction with the wider town centre

These proposals show along term ambition to promote a varied and high quality residential offer within close proximity of the town centre and transport links regionally.

Proposed redevelopments have a positive impact on the pedestrian routes from Hyde Central Station to the Town Centre.

Removal of public traffic from the section of Market Street adjacent to the Town Hall and Market Square allows for a redesigned, high quality, flexible public realm.

- Town Centre Core
- Existing Buildings
- Proposed/Re-purposed Building

# 03 Development Quarters

The masterplan proposals have been divided into four quarters. These zones are dictated by a combination of the dominant land use and character of the area and help give the proposals rationale and legibility.



## Town Centre Core

Diversifying the town centre core creating a vibrant mixed use environment including retail, leisure and residential. Relocated markets, enhanced pedestrian permeability town and a high quality, flexible public realm.

The area will also breathe new life into existing historic buildings and assets which are currently under used and appreciated.

## Western Residential

This quarter's proximity to the station and canal make it an ideal area for residential growth. New high quality canal side apartments and family housing, with easy access into the Manchester city centre and the neighbouring countryside, would make this area a desirable place to live.

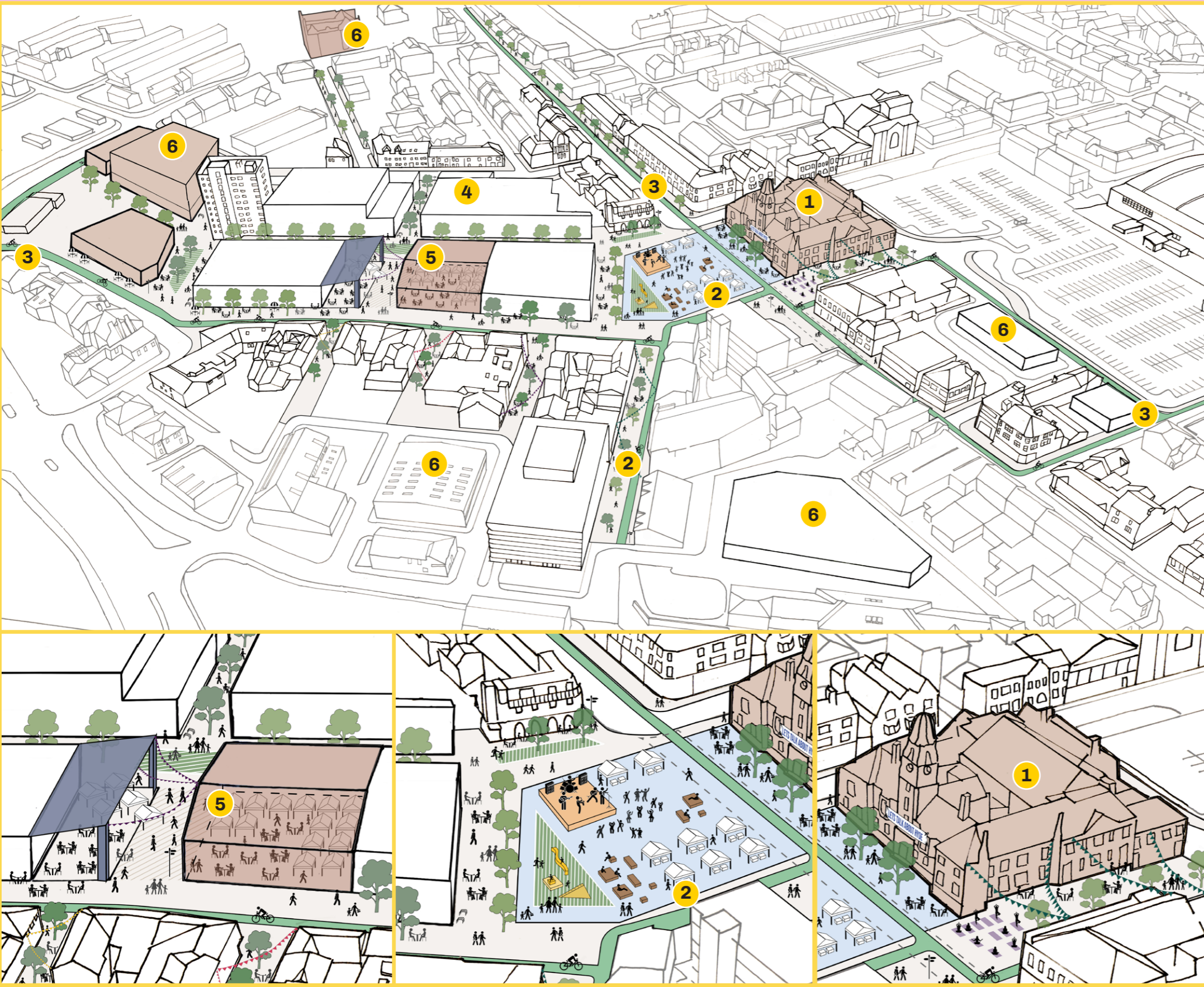
## Southern Residential

Residential focused mixed use re-development that builds upon the re-imagination of the adjacent Clarendon Shopping Centre.

## Northern Development Zone

Creating a gateway into the town centre from the north. Improved connections are a key priority for the area, better integrating, bus station and creating safe attractive routes from public transport assets.

# 04 Key Town Centre Proposals



- 1** Re-purposing the Town Hall and the adjacent Market Square as a regionally significant cultural destination. Creating a flexible space to support a programme of cultural and community events and activities to attract visitors into the town centre.
- 2** Pedestrianisation of key areas of the town centre, creating a safe, attractive, green public realm.
- 3** Enhancing connectivity across the town centre, providing wider access to more sustainable and healthy ways to travel, creating a walkable/cycle friendly town.
- 4** Re-development of the Clarendon Shopping Centre, helping to improve permeability of visitors through the town centre and considering it's offer and how it interacts with the neighbouring streets.
- 5** Relocation of the existing indoor and outdoor market facilities into new, flexible units on Market place, diversifying their offer within a prime location.
- 6** Consider key development sites and buildings within the town centre that could be refurbished or re-purposed to create attractive gateways into the area and diversify the town centre offer.

# 05 Hyde Town Hall



**Hyde Town Hall is a locally treasured heritage asset, and its re-use and activation can play a key role in revitalising the town centre.**

The public survey reinforces this, with many respondents expressing desire to see the Town Hall enhanced and utilised for cultural and community uses.

Utilising the Town Hall as community and cultural hub can help to create a more vibrant and liveable town centre, and contribute to the economic, social, and cultural wellbeing of the town centre through: building civic pride and identity, increasing town centre footfall, promoting diversity and inclusion, supporting entrepreneurship, unlocking economic opportunities, and place marketing.

Whilst a detailed study of the Town Hall has yet to be undertaken, there are examples up and down the country of town halls being successfully reconfigured and re-imagined to accommodate a range of functions, unlocking their potential to deliver social value as well revenue for the local area. Future uses and activations within Hyde Town Hall could include: live music, concerts, performances and screenings; creative and wellbeing activities and workshops; public facing cafe/restaurant/bar; flexible office and studio spaces for start-ups and creative industries; youth zone - space and facilities for young people to get together and 'hang out'.



# 06 Market Square



Existing



Artistic Impression: Improved Market Square

The current Market Square doesn't meet its potential due to the surrounding traffic and carriageway, the location of the fixed market stalls, the surrounding vacant units, and its relationship with the adjacent architecture.

The removal of general traffic along Market Street opens an opportunity to improve the relationship between the square and the Town Hall.

The market stalls will be removed, and a clear space allocated along the shopping centre frontage to allow for spill out from the retail units.

Public realm upgrades to Market Square will prioritise the use of the square for cultural events, festival, pop-ups, and placemaking activities that bring vibrancy, excitement, and diversity to the town centre.

Wherever possible existing materials will be re-used.



Flexibility for events and activations



Activity spilling on to the square



Increasing greenery and planting for biodiversity



High Quality Material Palette



Public realm to encourage social interactions



Incidental play

# 07 Market Place & Clarendon Centre



Re-imagining the Clarendon Shopping Centre by restoring pedestrian movement, improving the location of the markets and diversifying the offer creating greater footfall in the heart of the town centre.



Artistic Impression: Pedestrianised Market Place & relocated markets

The masterplan proposes new locations on Market Place for the indoor and outdoor market that are integral to reimagining the shopping centre. The adjacent public realm should reflect the market building by allowing spill out and communal seating.



# 08 Public Realm Improvements



Existing



Artistic Impression: Improved Public Realm Clarendon Street

The impact that quality public realm and materials have on our experience of a place should not be underestimated.

Improved public realm is proposed throughout the masterplan area, creating safe, attractive pedestrian environments that can be enjoyed all year round.

Appropriate paving, street furniture, and planting enhances and complements their location and helps define a specific character unique to the location. A place that feels maintained and appreciated also has a similar positive affect on the users and residents.



Spill out space from cafés & restaurants



Flexible seating & street greening



Infrastructure to promote active travel



Revitalised Shop Frontages and walkways



Flexible public square that can be used for events, with well needed greenery



Public Realm that encourages social interactions and play