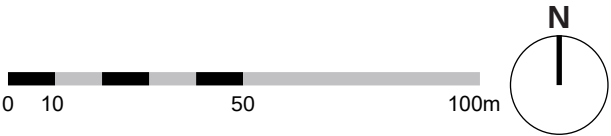
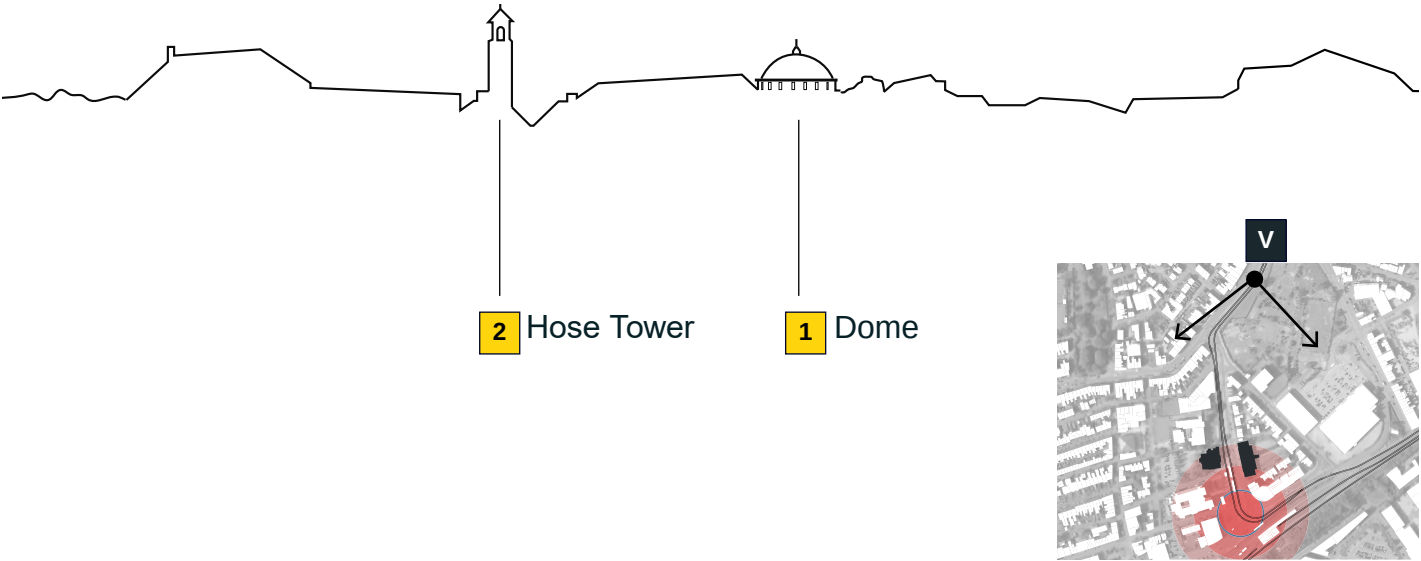


Site & Analysis . Landmarks and Key Views

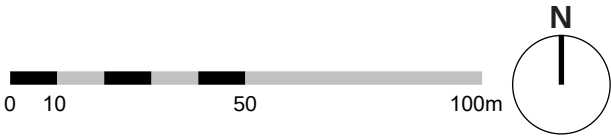


- Key:
- Community Square
 - Urban Fabric
 - Roadway
 - Sidewalk
 - Landmark - Roman Catholic of St John the Batiste Dome
 - Landmark - Greater Manchester Fire Service Museum Hose Tower



- Key Views
- View From Drake Street

Site & Analysis . Key Buildings, Uses and Active Frontage

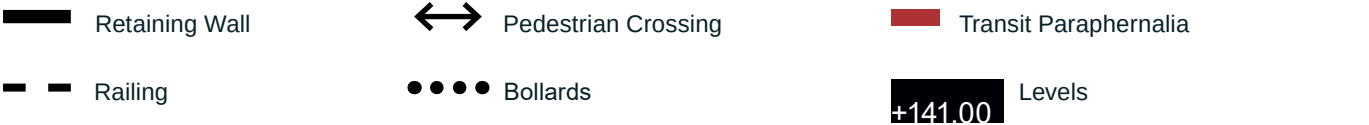
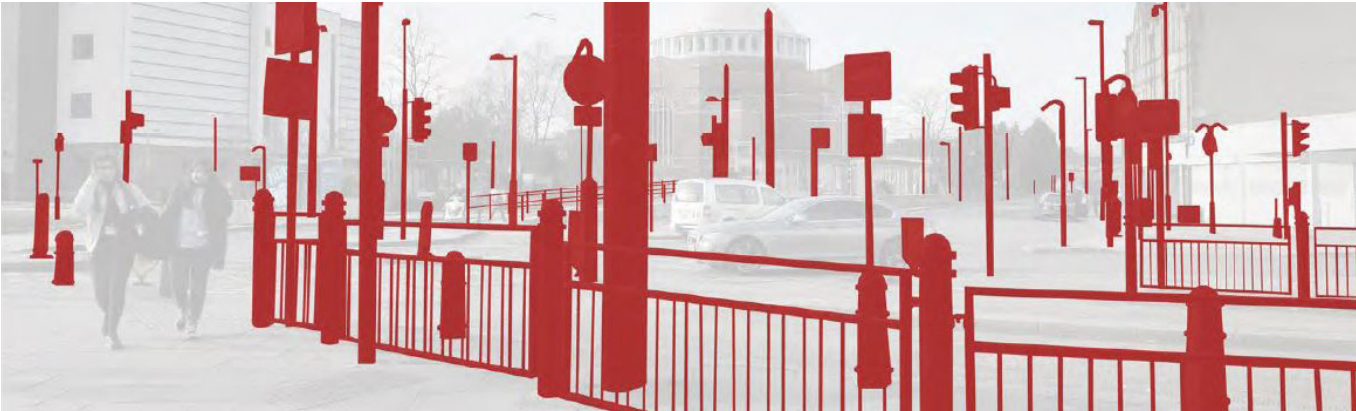
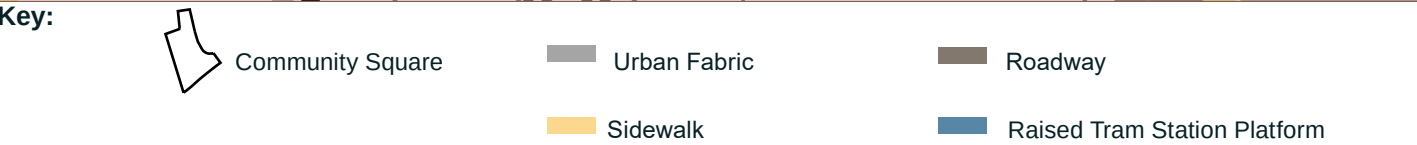
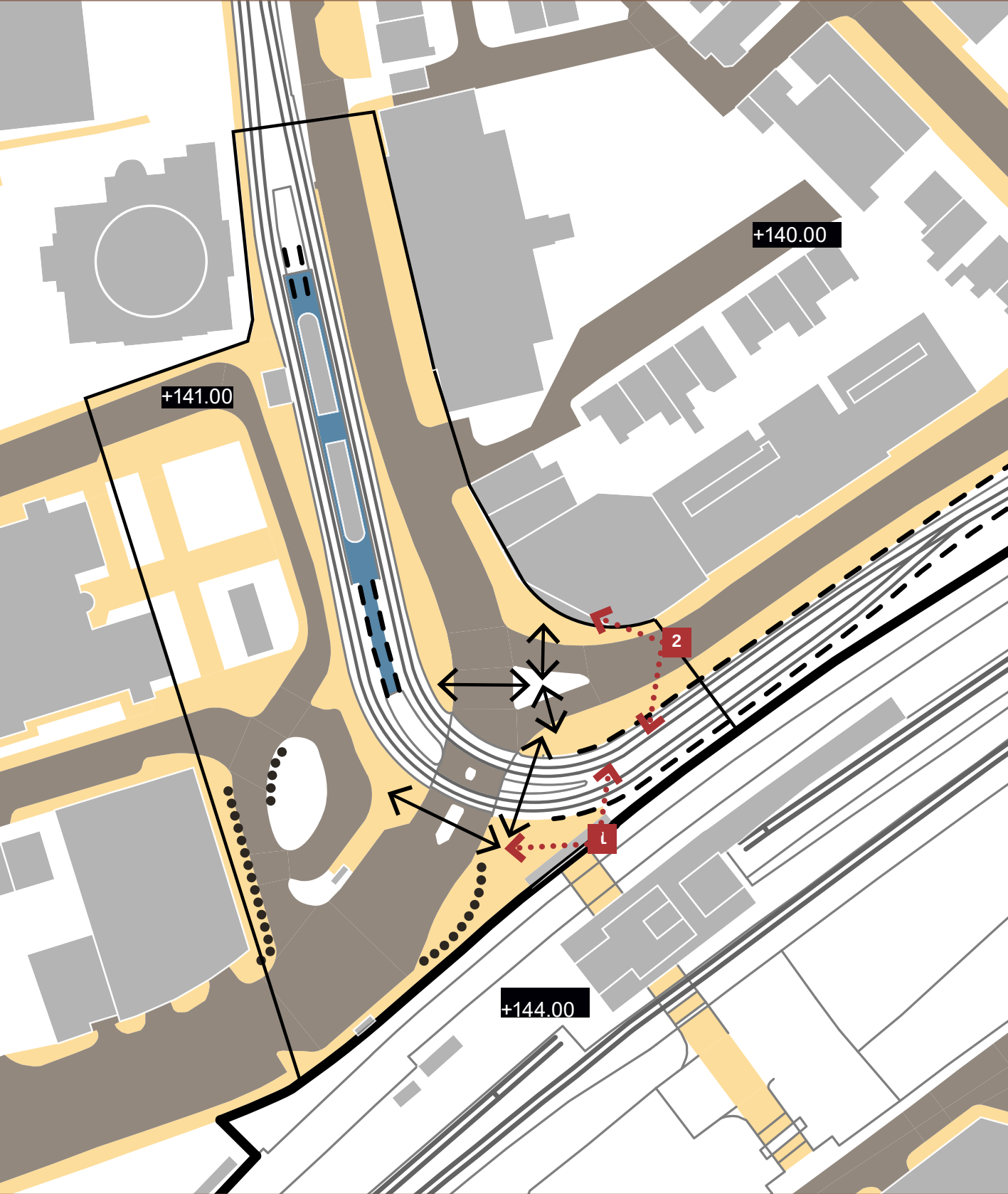


- Key:**

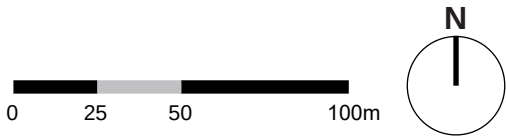
 - Community Square
 - Urban Fabric
 - Active Frontages
- 0** St John's Roman Catholic Primary School
 - 1** Roman Catholic of St John the Batiste Church - Key Building
 - 2** Greater Manchester Fire Service Museum - Key Building
- 3** Pennine Care NHS Rochdale - Key Building
 - 4** Rochdale Station
- 5** Haji Cash & Carry
 - 6** Residential
 - 7** Vacant Buildings
 - 8** Cycle Hub
 - 9** Regenerative Substation



Site & Analysis . Public Realm Comfort & Safety and Street Clutter



Site & Analysis . Public Realm Comfort and Safety



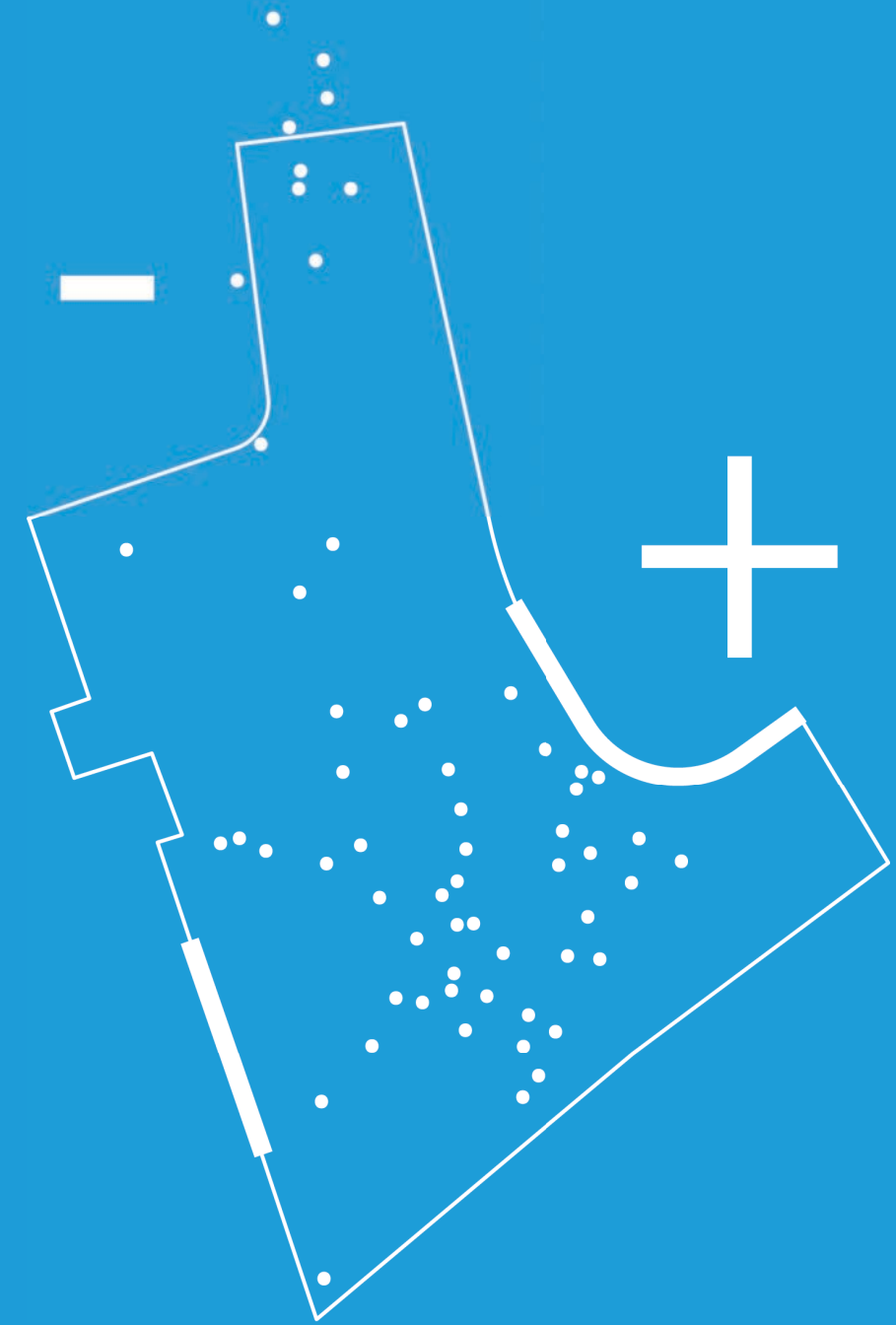
Key:

- Community Square
- Urban Fabric

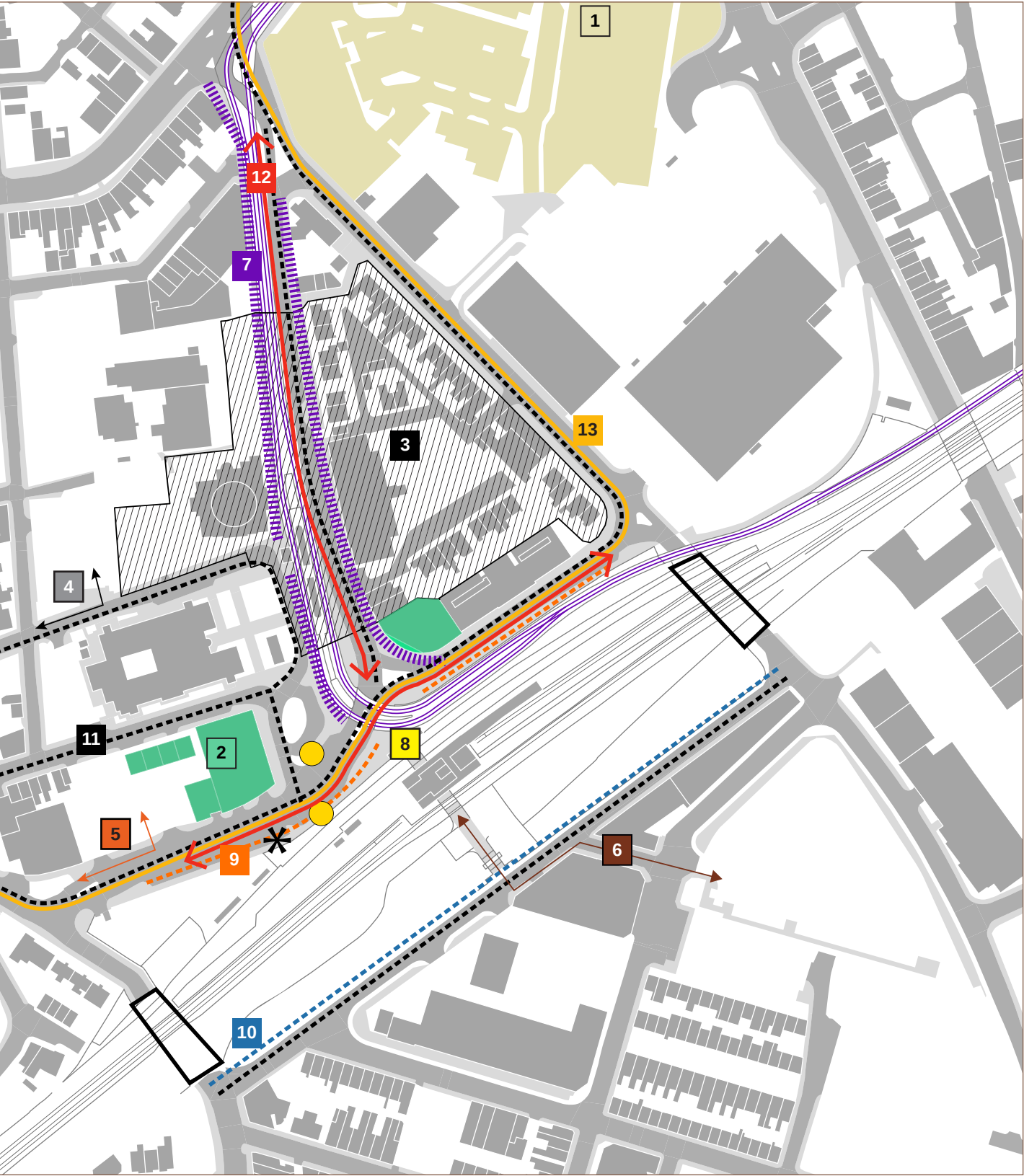
General feeling is of an unsafe / unpleasant / uncomfortable environment

- Emotive heat mapping records users perceptions of a street/ place against an established criteria of emotional responses:
- Feels Unsafe / Unpleasant / Physically Difficult to cross
 - Can be uncomfortable / feels safe away from conflict points
 - Feels safe & comfortable
 - Pleasurable / Attractive Environment
 - High quality / Destination - Space is a draw in itself

Constraints and Opportunities

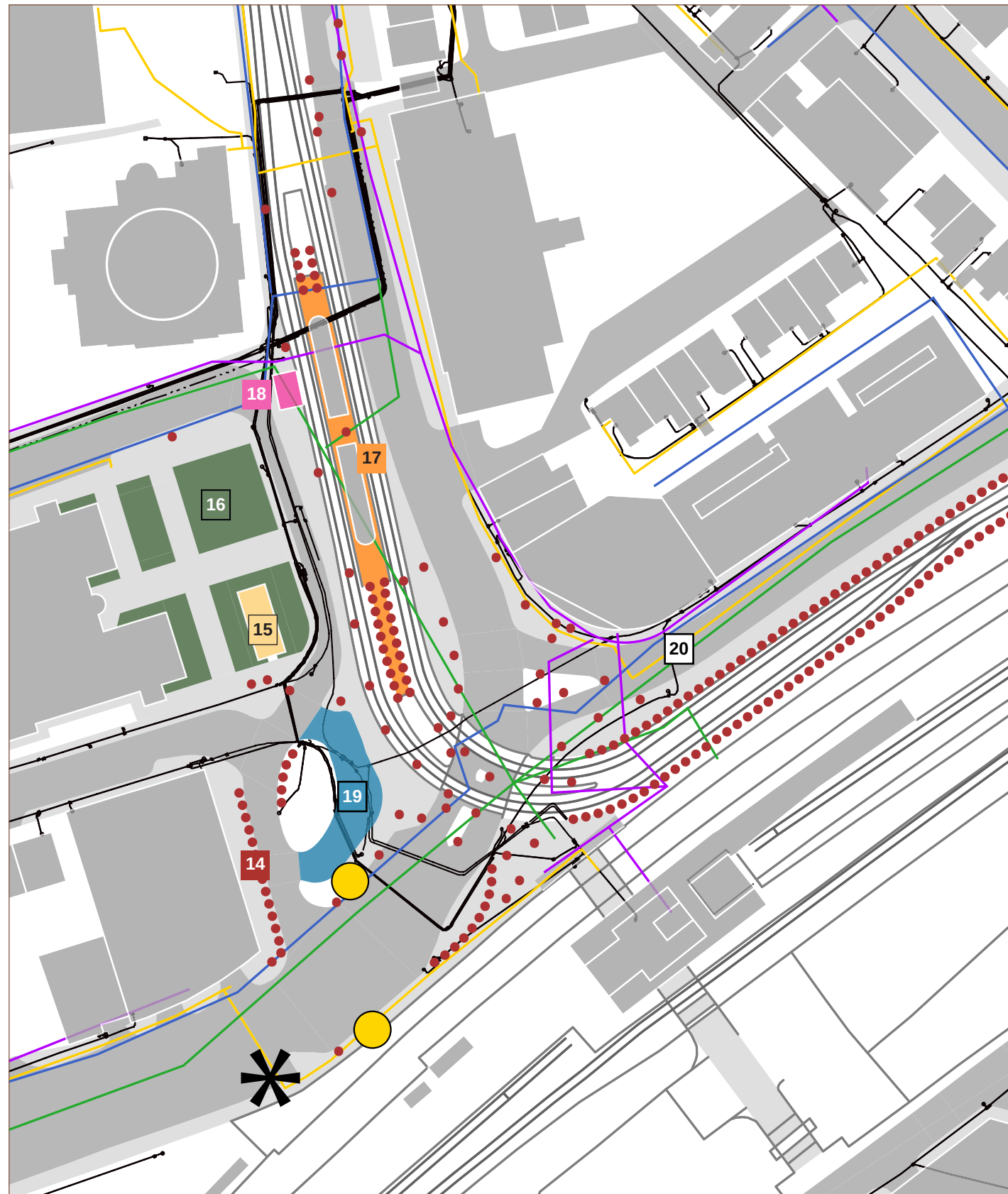


Site & Analysis . Constraints Analysis 1/2



- 1** Derelict site provides poor visitor arrival experience when coming from/to the railway station
- 2** Poor urban morphology and vacant buildings provides a lack of urban fabric value and an unsafe perception
- 3** Maclure Road Conservation Area. Inappropriate setting from buildings
- 4** Provide access to Nye Bevan House parking on Dowling Street
- 5** Retain access for businesses on the Worldwide Foods/Haji block
- 6** Poor pedestrian route to park and ride facility
- 7** Tramway track results in a poor East/West pedestrian connectivity including segments of segregated right-of-way
- 8** Rochdale Station provides poor arrival/ departure experience
- 9** Poor quality of vehicular drop off / pick up
- 10** Miall Street - narrow road with vehicles mounting kerbs
- 11** Lack of road hierarchy. Vehicular access with poor-quality space and layout. The road network is narrow and combine driveway with parallel car parking. Existing vehicular access inadequate to new uses
- 12** Lack of natural navigation and wayfinding from/to town centre and local communities
- 13** 471 Bus route and Bus Stops
- Low Bridges
- 3 x disabled car parking spaces

Site & Analysis . Constraints Analysis 2/2



14 Street Clutter - Transit paraphernalia with visual impact and potential pedestrian hazards



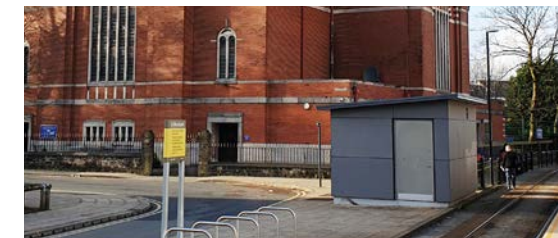
15 Cycle Hub location and separation from Station

16 Establish public realm with trees

17 Raised tram station platform and access ramp blocking pedestrian flow

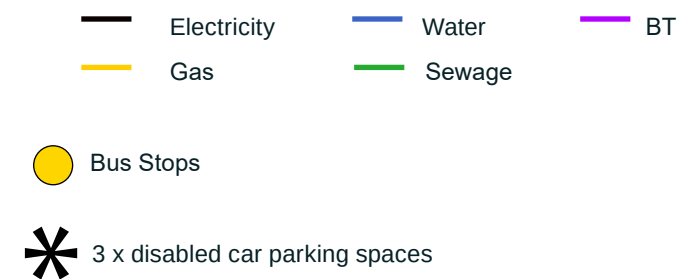


18 Substation location and visual impact

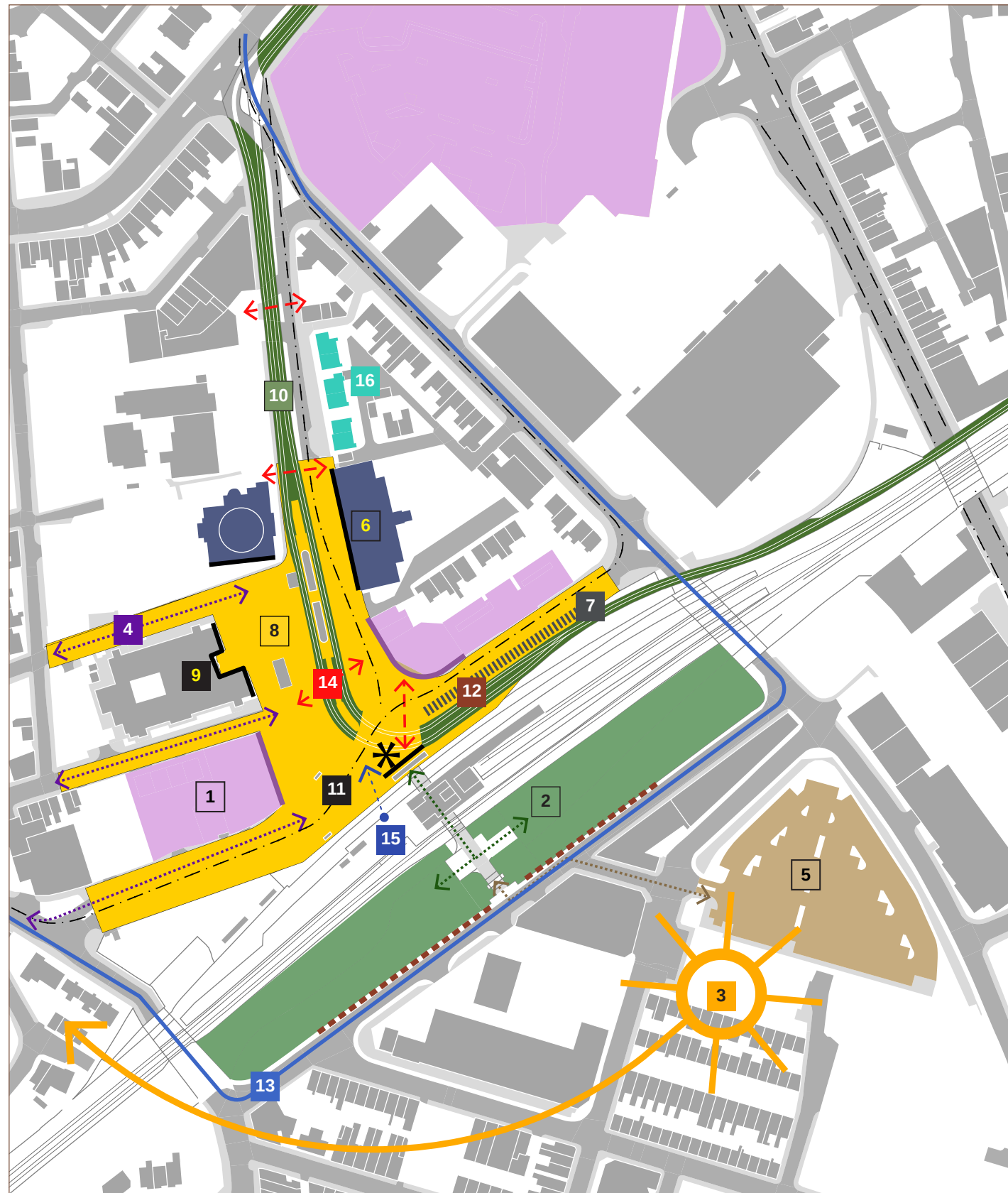


19 Taxi Drop-off - Segregated traffic mode

20 Existing Utilities Network:



Site & Analysis . Opportunities



- 1** Development opportunities. Improve urban fabric uses and active frontages
- 2** Existing self seeded woodland to be retained and enhanced. Opportunity to give access to public and facility to community
- 3** Sun-path exposure. Find the hot spots
- 4** Opportunity to reconnect and establish a physical and psychological link with Milkstone community
- 5** Improve connectivity and “safety” to Park and Ride
- 6** Opportunity to celebrate historic buildings and provide appropriate setting
- 7** ■■■■ Opportunity to transfer/relocate disabled car parking. To Station Road [East] or Park and ride instead?
- 8** Opportunity/Indicative multi-use community square. Opportunity for a new vehicular free traffic model
- 9** Opportunity to improve and enhance existing active frontages
- 10** Opportunity to improve the sustainability and aesthetic of the tramway. At the same supporting and enhance the lack of green spaces/corridors
- 11** Opportunity to improve and enhance pedestrian / cycle way network natural navigation / wayfinding
- 12** Opportunity to relocate taxi rank, pick-up & drop-off and Bus Stops to North Sattion Road
- 13** Opportunity to divert 471 Bus route towards Miall Street.
- 14** Opportunity to improve and increase East/West connectivities and pedestrian safety
- 15** Maintain and enhance views towards Museum Hose Tower and St John the Bastille Church
- 16** Rochdale non-designated heritage assets
- *** Opportunity to improve station sense of arrival and gateway experience

SWOT Analysis



SWOT Analysis

Strengths

1. Footfall from station provides activation
2. Listed buildings and conservation area provides high quality setting
3. Church/Fire station tower as landmarks
4. Community facility neighbours– Health centre / School / Church
5. Established interchange (Bus/METRO/Train) facility
6. Council landownership of some adjacent future development plots
7. Existing engagement with Historic England/Officers/MSA
8. Longer views to surrounding countryside
9. Local community offer: Food/Theatre
10. View from station
11. Increased footfall on local rail service

Opportunities

1. Create more space and comfort for pedestrians and cyclists
2. Enable places to stop - face to face interactions for local community
3. Create a gateway to the town
4. Provide an appropriate setting for the heritage assets
5. New museum attracts broader demographic from across GM
6. Encourage active travel through a 'streets for all' approach
7. Create a flexible space for events and activity
8. Masterplan proposals: new residents / community growth / local spend /employment
9. Square as a platform for events and activity to enliven the space
10. Co-design with local communities/stakeholders
11. Incorporate community food/theatre offer into place
12. High quality public realm will increase land values and development viability of plots around the square

Weaknesses

1. Extremely poor arrival experience - street clutter a particular issue
2. Disjointed and low quality public realm - lack of coherent character in streetscape
3. Segregated modes create complex/severed urban realm
4. Vehicles dominate the space – issues of safety and air quality a place to pass through
5. Navigation and wayfinding is poor
6. Very low levels of green spaces and green infrastructure
7. Low bridges limit options to relocate buses

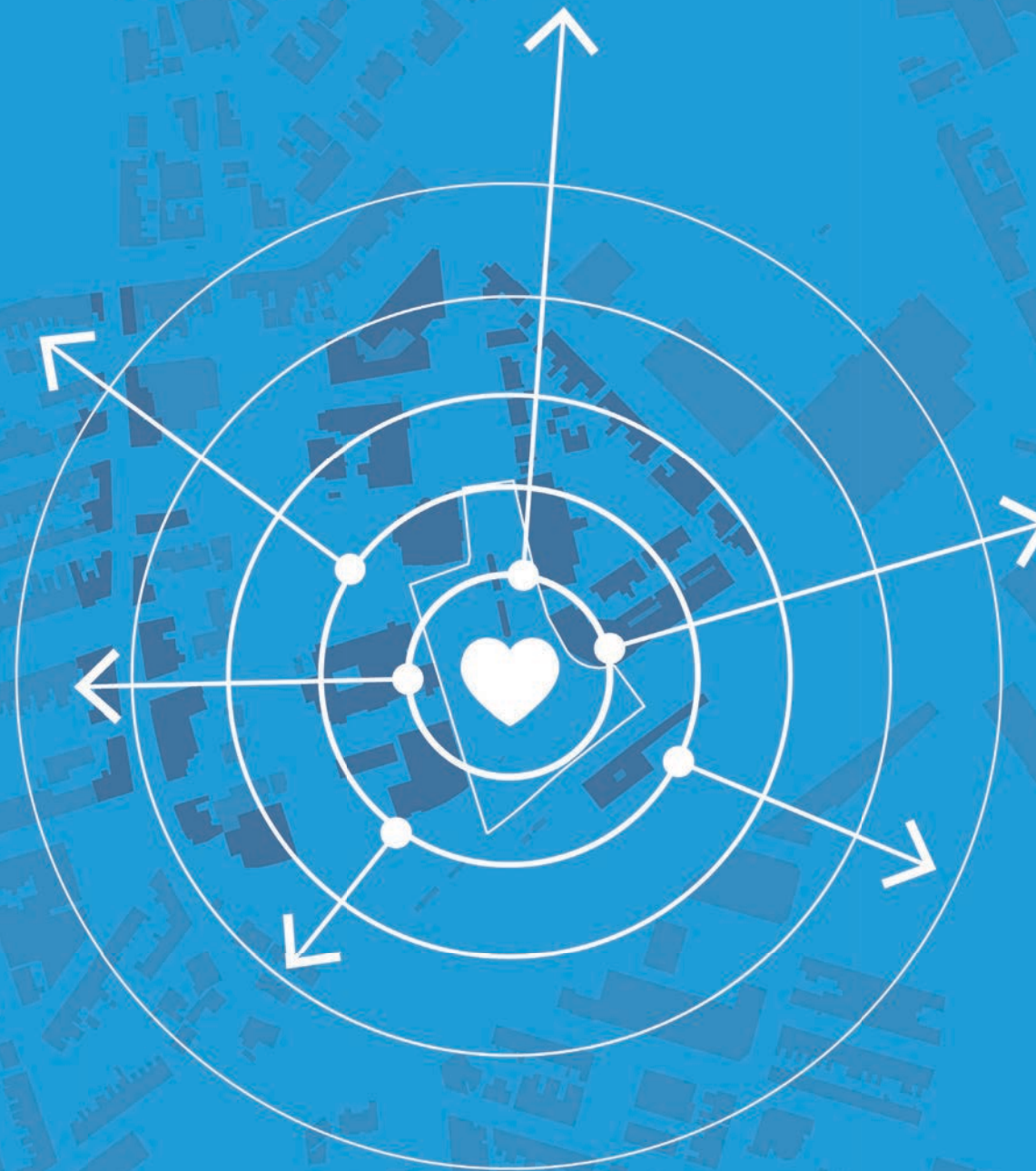
Threats

1. Funding for delivery of change
2. Non 'buy in' from community – engagement is key
3. Complexity of relocation of bus routes/stops / taxi ranking / pickup
4. Incorporation of CTU requirements
5. Restrictive working around Metrolink

Vision

Vision

Create a distinct, attractive and appealing community environment that provides a modern identity, exceptional gateway experience and setting for adjacent heritage assets. Beyond a high quality public realm, utilise the square as a catalyst for growth within the Station / Milkstone neighbourhoods.

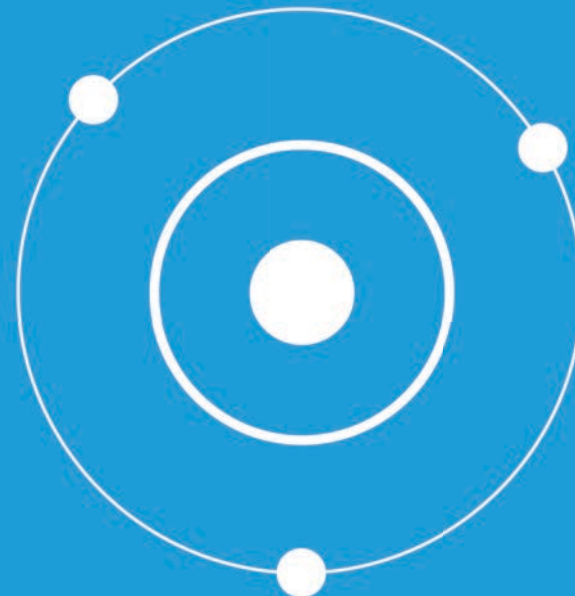


Vision . Project Aims



Movement

Establish a clear hierarchy of movement & access to support a 'Streets for All' approach



Place

Ensure a 'Place led' and contextual approach



Climate

Promote sustainability across all aspects of the design

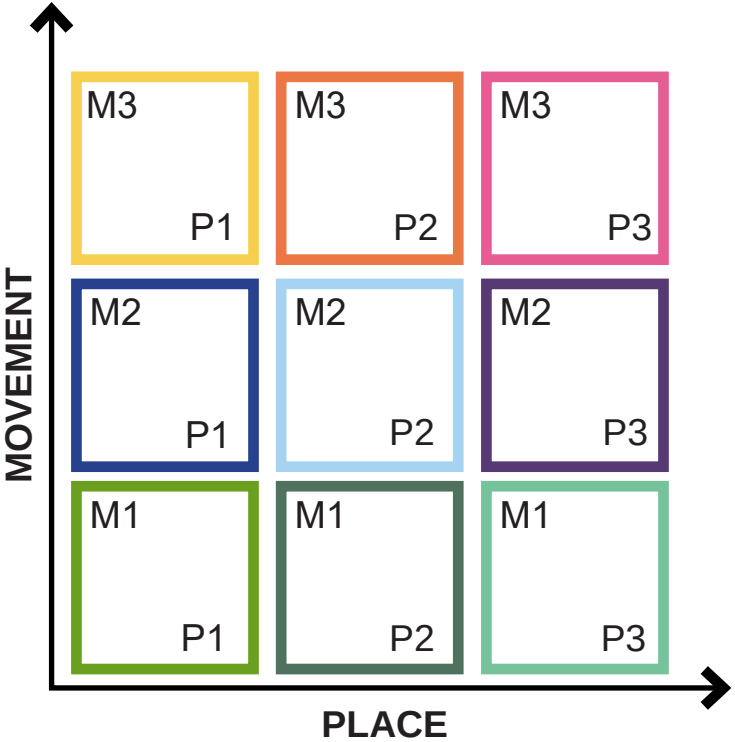
Vision . Project Drivers

1. Provide seamless physical links to the town centre and adjacent communities (existing/ new residents). Stimulate pride through ownership referencing local narratives
2. Create a people first space - Reduce movement conflicts. Consolidate parking/pick up and drop off facilities. Promote active travel
3. Create a space with a strong sense of purpose - a canvas for activity, vibrancy and community, accommodating places for events and to dwell
4. Promote station square area as a Gateway experience for the town and region
5. Ensure an adaptable and 'loose fit' approach to accommodate programming change/use flexibility
6. Enable connectivity. Create a place that facilitates natural navigation through design.
7. Celebrate and provide attractive and vibrant setting for existing heritage assets
8. Provide a green infrastructure hub that can connect into a network of public green spaces
9. Mitigate climate emergency through design
10. Recognise requirements for health and wellbeing

Vision . Movement and Places Aspirational



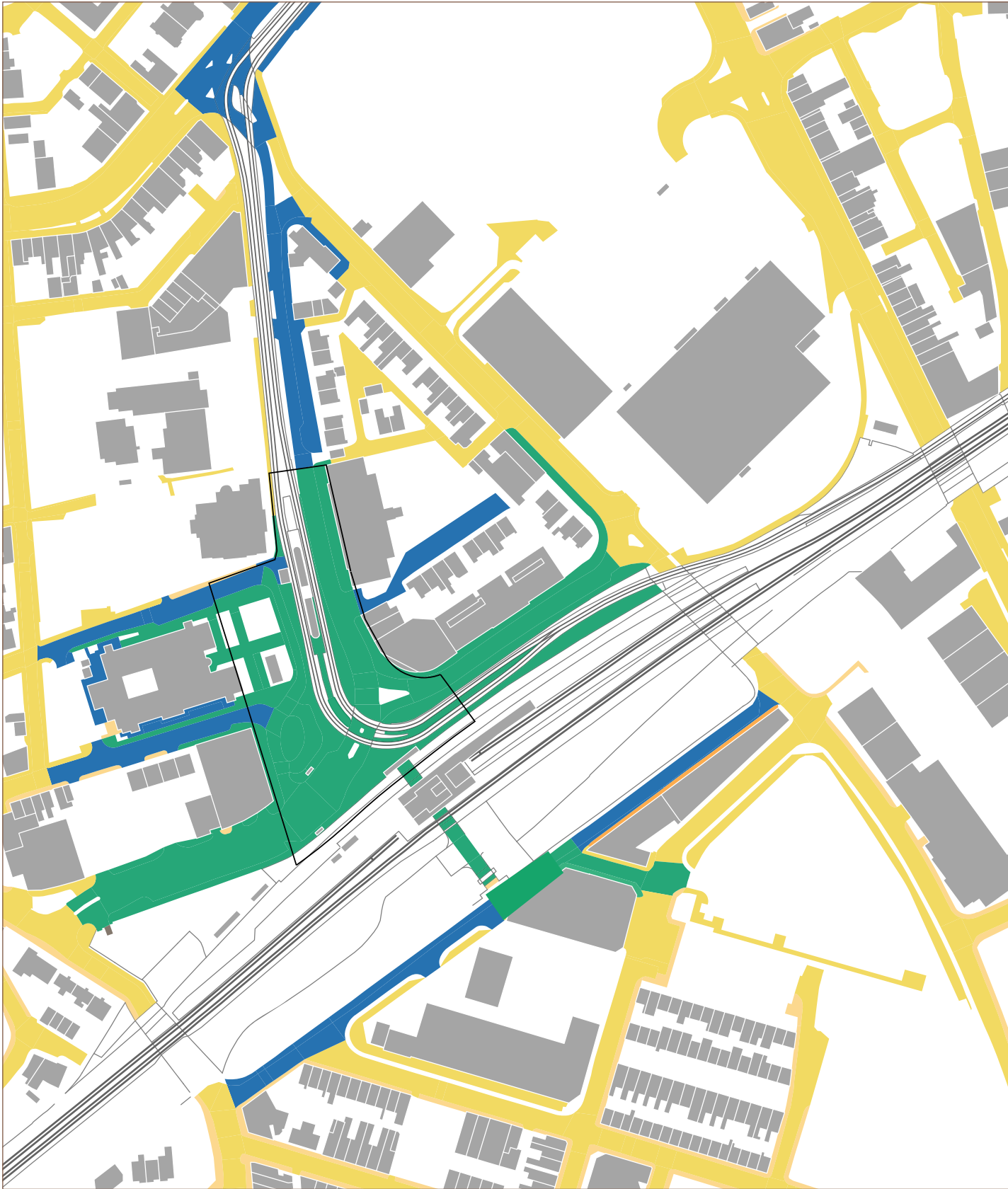
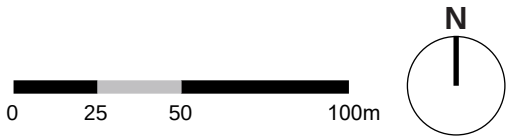
Movement and Place Today



Place / Movement Criteria

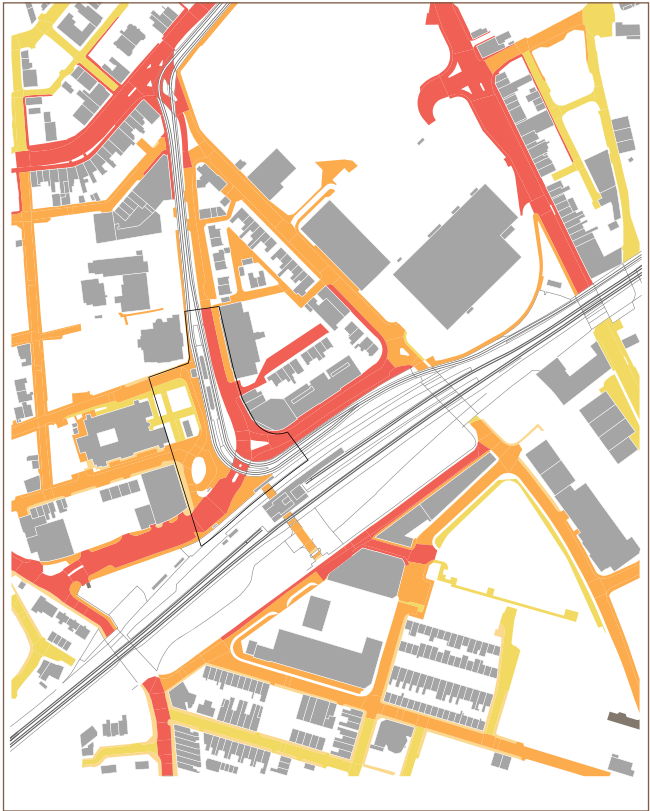
Place Function	Movement Function
P3: Attracts National, Regional, non-adjacent District to District Visitors	M3: Connects local destinations to ensure people and goods can move freely and/or high levels of slower mode movements
P2: Attracts visitors from within the settlements and from Adjacent settlements (City, Town)	M2: Local access by people walking, cycling, using public transport & deliveries
P1: Predominantly local function/negligible attraction	M1: Local access only by people walking, cycling & deliveries

Vision . Public Realm Comfort & Safety Aspirational



Key:

- Community Square
- Urban Fabric



Public Realm Comfort & Safety Today

General feeling is of an unsafe / unpleasant / uncomfortable environment

- Emotive heat mapping records users perceptions of a street/ place against an established criteria of emotional responses:
- Feels Unsafe / Unpleasant / Physically Difficult to cross
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Derisking Activity

Derisking Activity . Summary

02 De-risking Utilities Constraints



North end of Rochdale Station tram stop

- ENW 6-6.6kV Cables
- ENW LV Cables
- UU Water Main
- Cadent Low Pressure Gas Main
- UU Surface water Sewer 300mm
- Abandoned UU sewer

The Western section of this hotspot is directly underneath tram tracks.

The Eastern side of this hotspot is within the footpath fronting on to the old fire station building - issues with working near residential properties and on pedestrian routes.

Appropriate traffic management for Maclure Road will apply.

Immediately north of Rochdale Railway Station

- ENW LV Cables
- Cadent Low Pressure Mains
- Openreach
- UU Combined sewers: 300mm, 450mm & 525mm
- UU water main

Consider metrolink working safely guidelines for any works within tram track area.

Appropriate traffic management for junction between Maclure Road and Station Road will be required in the event of any works being carried out.

Proximity to the northern entrance to Rochdale Railway station (access to Rochdale town centre 0.5 miles to the north). High foot traffic will have to be considered prior to any works.

Hot Spots Identified - note to avoid intrusive works in key areas i.e. tree planting/water features/public realm structures/ foundation

RISK

02 De-risking Stakeholder Consultation

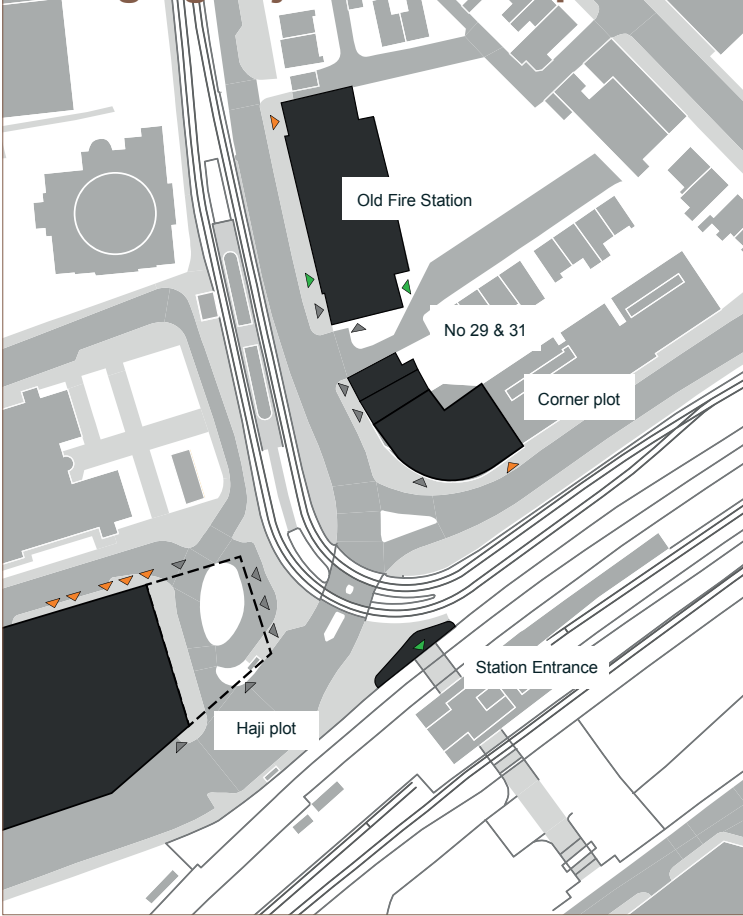
- ✓ Lead Members
- ✓ Rochdale Officers
- ✓ Historic England
- ✓ TfGM
- Local Community Leaders
- ✓ Metrolink
- ✓ Network Rail
- ✓ Utility companies / Statutory Undertakers
- NHS - Nye Bevan House
- Tenant and property owners
- Key Landowners

02 De-risking Stakeholder Responses

- Space for a piece of public art.
- Potential for fountain/water feature
- Higher quality environment/finishes
- Use railway viaduct for interactive artworks.
- Demonstrate the benefits for the local community
- Maintain vehicular access for residents in Fire Station Yard or create alternative
- Space for rail replacement buses
- Maintain vehicular access for resident car parking at top of Maclure Road or create alternative
- Space for Fire Station spill out and exhibitions
- Good positive feedback
- Important to commence dialogue with community in next stage of works to establish local needs and potential public realm features/activities/etc.
- Continuous engagement with key stakeholders

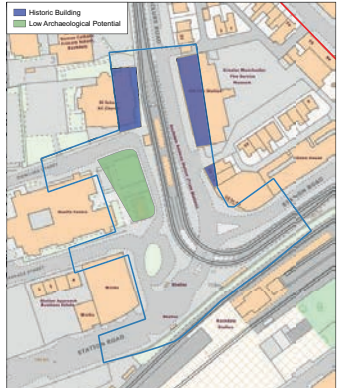
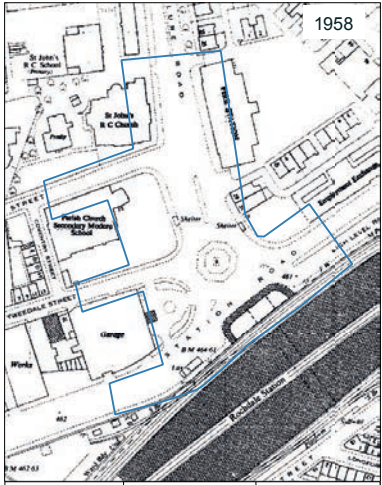
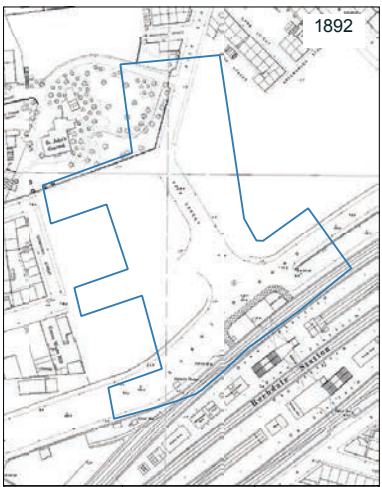
RISK

02 De-risking Emerging adjacent developments



- Ongoing two way dialogue with development plot designers essential to ensure opportunities are maximised for all parties
- Positive enclosure of the square to the West and East
- Framing views of the Fire Station and St John the Baptist Church
- Potential change of building footprints
- Increase of residential uses - footfall
- Square to be overlooked by new residents
- Active frontages to the square provide activation
- New access/parking/loading layouts may be required
- New station arrival / departure experience

RISK



- No significant show stoppers in study area
- Be aware of some sensitive buried elements and historic buildings within the study area
- Review report outputs to weave historical narrative into the story of the square

RISK

Framework . Overlay - Heritage Assets Setting and Key Views



Key:

 Key Views

 Historic Landmarks

 Heritage Assets

 Urban Fabric

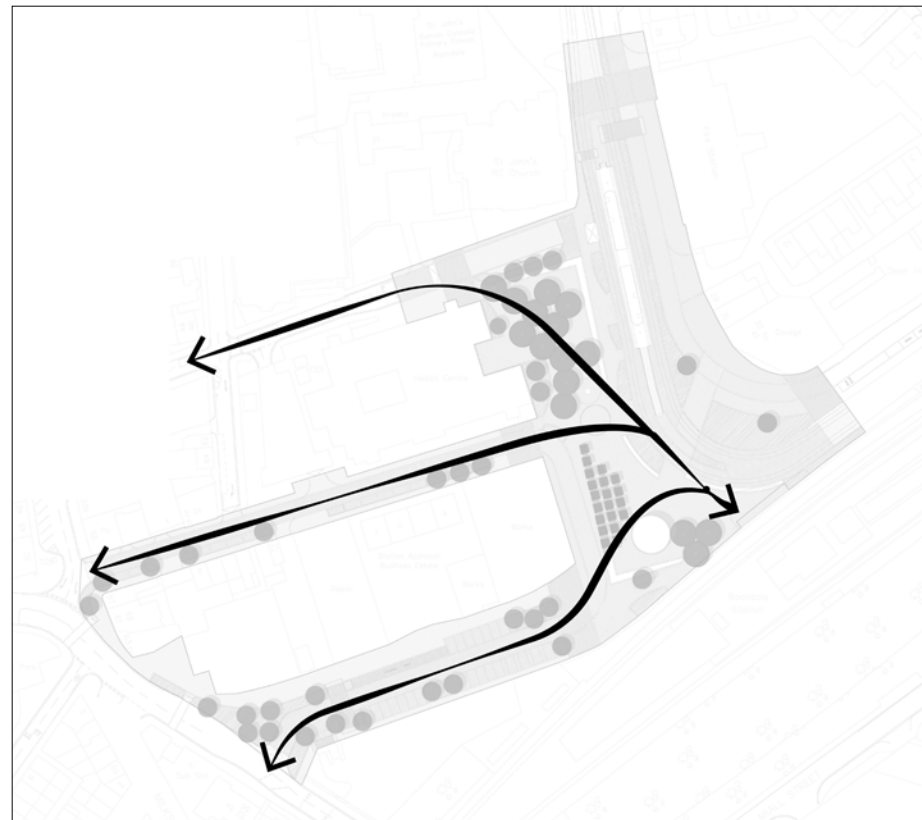
NOTE: Stage 1 Framework Plan with Heritage recommendations

Attributes of heritage assets and their physical surroundings considered:

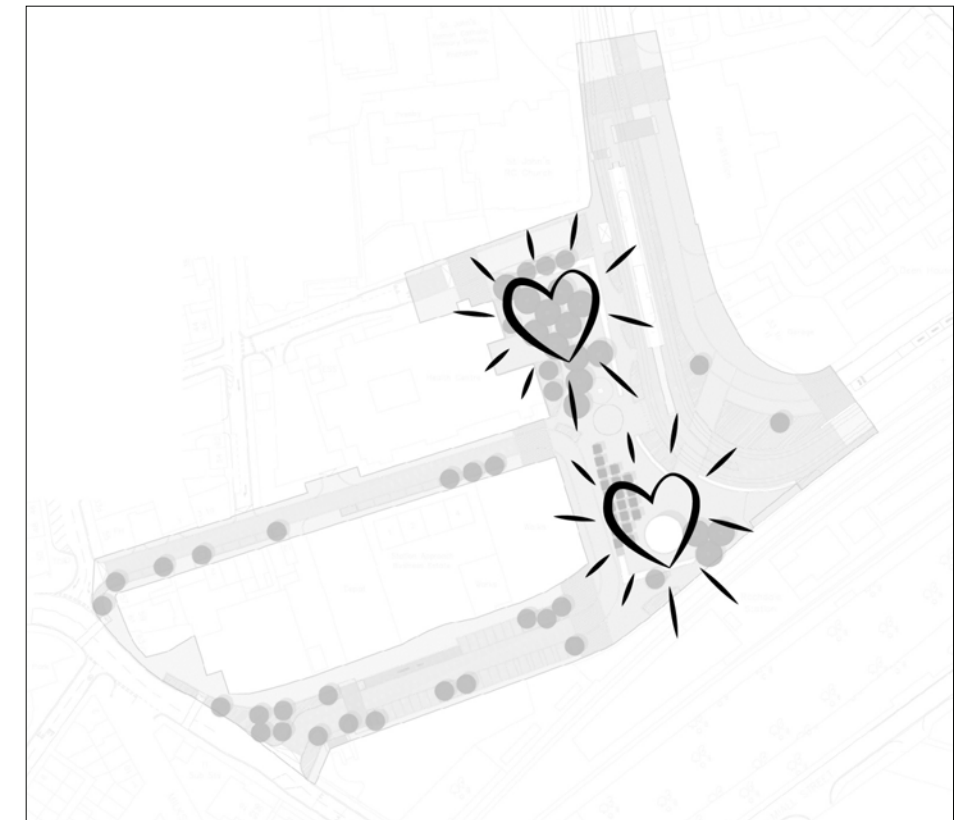
- Location and siting of asset e.g. position in relation to key views, facade orientation, elevation of asset feature e.g. hose tower and dome
- Form and appearance of Station Square proposals
- Wider effects of Station Gateway Masterplan
- Permanence of Station Square proposals

Enhancement of heritage assets and their setting to be achieved by:

- Assembly of heritage assets along the northern and eastern enclosure of the square contribute to positive pedestrian experience, especially while connecting to Rochdale town centre via Maclure Road. Proposed public realm components and historic facades act as landmarks to guide pedestrians.
- De-cluttering and revealing the facades/features of heritage assets as a sequence of framed views on a journey through the square an integral part of the Framework design.
- Removal of vehicular traffic allows better/ considered appreciation of heritage assets by residents and visitors.
- Opportunity to enhance curtilage with sympathetic and quality surfacing materials.
- Enabling new experience of heritage assets by activating frontages e.g. business/museum spillout and the placing of public realm components e.g. seating.



Reconnect & establish physical and psychological links with shops and business in the wider Milkstone community



The multi-use Plazas as the new heart for community business and recreation

Design Objectives

Station Square will provide a series of key design objectives.

These are described in this section add:

Reconnect establish a physical and psychological link with shops and business in the wider Milkstone community;

The multi-use Squares as the new heart for the community business and recreation;

Sense of arrival and welcome gateways to new Square;

Visual focal points design;

Celebrate and new sense of arrival on Rochdale Station;

Drop off and Pick up spaces around the Station;

Features inform movement and define spaces;

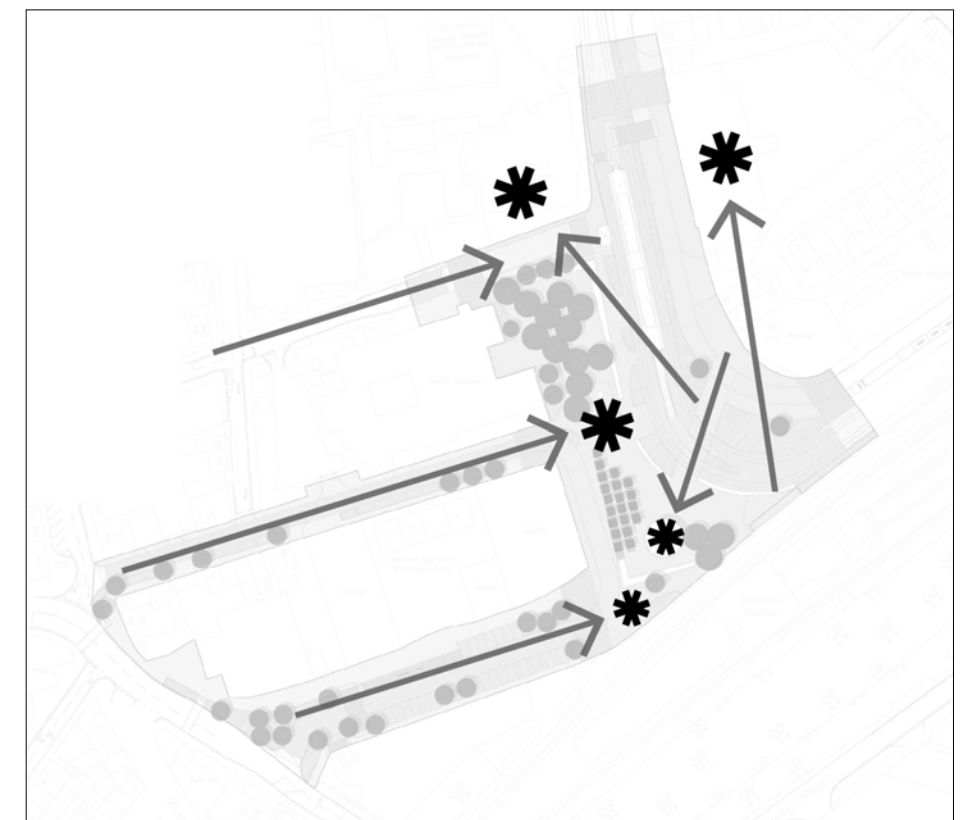
Walking friendly street design;

Improve and increase North&South and East&West connectivity and pedestrian priority and

Involving public space and squares with formal and informal nature. Tree planting to achieve, open and enclosure spaces , human scale and improve GI and sustainability.

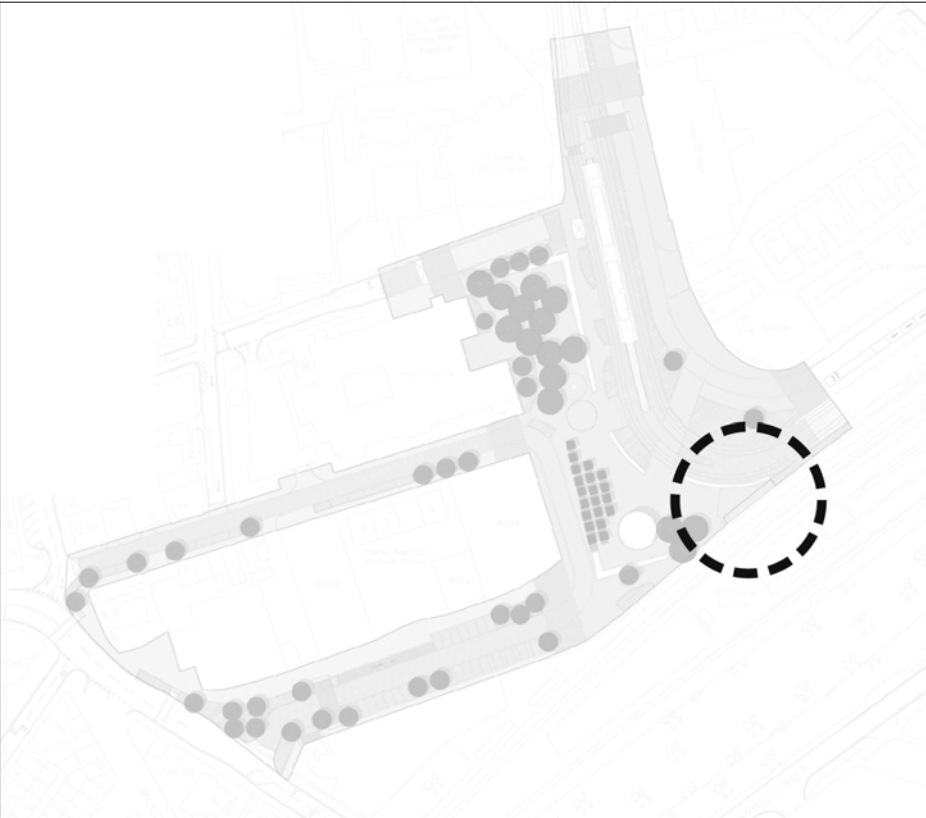


Sense of arrival and welcome gateways to new Square

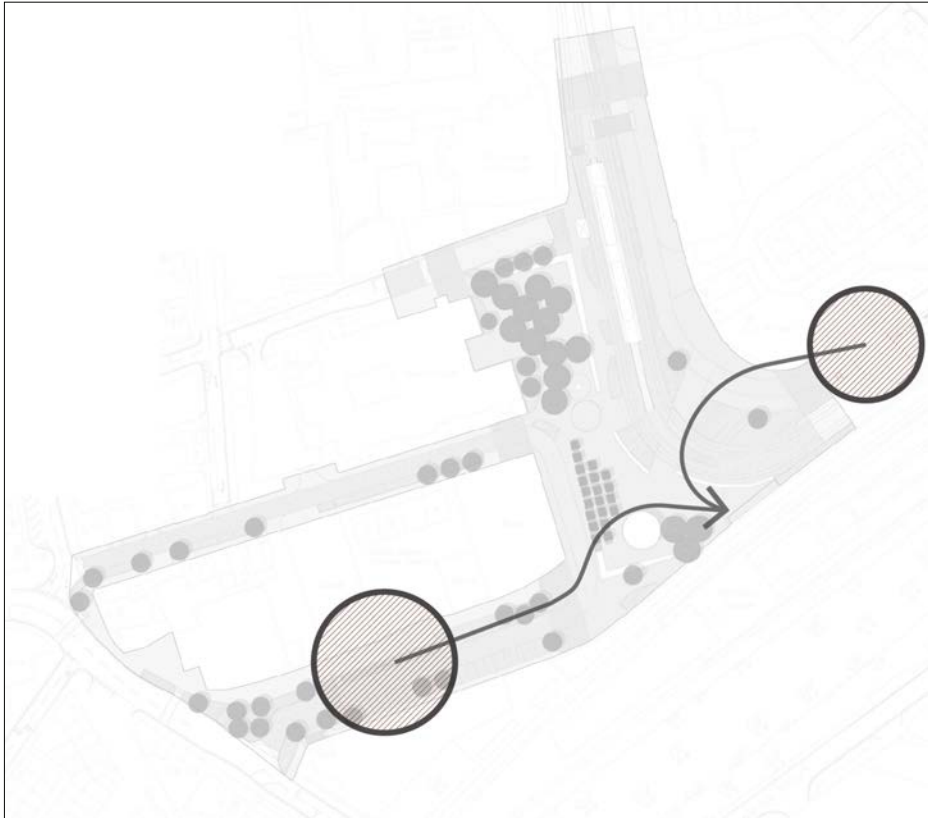


Visual focal points design

Design Objectives



Celebrate a new sense of arrival at Rochdale Station;



Drop off and Pick up spaces around the Station



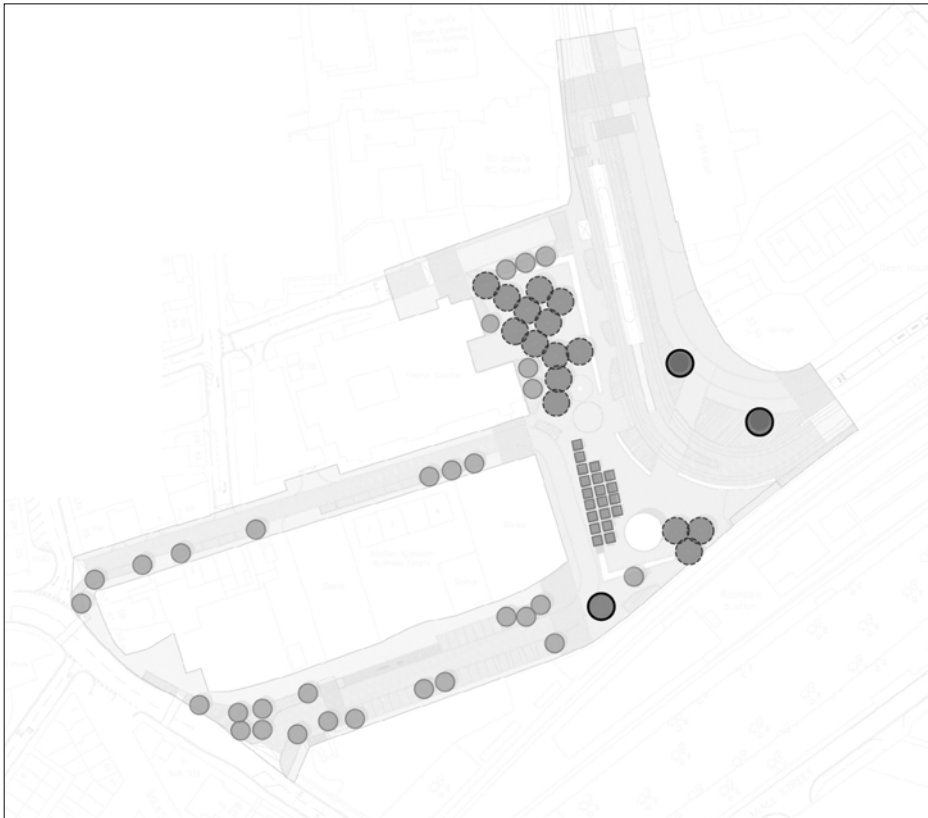
Features inform movement and define spaces



Walking friendly street design



Improve and increase North&South and East&West connectivity and pedestrian priority



Involving public space and squares with formal and informal nature. Tree planting to achieve, open and enclosure spaces , human scale and improve GI and sustainability

Design Statement

Station Square will provide an important and much needed space for local communities and is an exciting opportunity to develop a new civic space to the north of the railway station that can create an enhanced gateway experience to the town, act as a catalyst for investment in the station area, and support the wider regeneration strategy of the town and borough.

The scheme is made up of 2 distinctive character typologies:

- Streets and;
- Square

Streets

These will be pedestrian prioritised routes with and traffic calmed through design. Low kerbs, narrowed carriageways, widened footways and clear movement routes are proposed. High quality block materials, tree planting and integrated Sustainable

Urban Drainage (SUDs) in the form of rain gardens will create decluttered green corridors connecting the Milkstone community to the space. Vehicle parking, loading, access and circulation is incorporated into the design. Taxi ranking is relocated to Station Road (east) as is the bus stop. Thresholds between the streets/Square create a transition point to mark the changing character and emphasise arrival within the square.

Square

The space hosts both activity and movement.

Movements are simplified, reducing conflict points and prioritising pedestrians. Navigation is clear with natural wayfinding driving layout and design. A controlled access and bus route is incorporated within the square along Maclure Rd. Materials are small scale block units and coloured/ textured poured materials that provide a pedestrian character to the square.

Tree Planting/Greening helps to separate modes, adds SUDs and provides sustainability/environmental/biodiversity value.

A plaza is divided in to parts supporting both passive and formal activity. Bespoke furniture clearly defines the space, protecting and controlling movement flows. These provide unique, distinctive and strong features within the space. Outside Nye Bevin house a community garden provides space for informal dwell, meeting friends and health exercise. The space provides a positive heritage setting. Next to the station a more open, flexible area provide a stage for events and activation.. Tree planting humanises scale, creates natural sculpture and seasonal interest.

Design Features:

Viaduct

The Viaduct walls provide a canvas for local street art and green wall panels

which connect the platform park to the square physically and visually.

Surface Materials

Paving materials used to replace the current surface treatments, providing a cohesion across the square that promotes a pedestrian-first environment and community focus, whilst integrating the Metrolink and reflecting the local heritage

Tranquil Green Space

Located in the existing landscaped area outside Nye Bevan House, increased community use, providing a positive heritage setting

Proposed Tree Planting

Tree planting to help define the spaces within the Square, assist with the wayfinding and navigation, humanise the scale, integrating and expanding biodiversity and ecology. Existing trees

will be translocated into the new scheme where possible

Activated Edges and Active Space

Ground floor space immediately outside existing and proposed developments, opportunity to activate space and create a sense of ownership by businesses, provide on-going activity in the Square, maximising sunny spots

Street Furniture & Structures

The provision of street furniture that not only facilitates the interaction of communities, but also assists with wayfinding and navigation, further define the spaces for activity and screening where required, be part of the public art strategy

Special Features

Public art is incorporated within a fulcrum feature along the axis of Lower Tweedale St. An urban feature integrated into the

Key	
0	Rochdale Station
1	Station Square Canopy
2	Bike Storage Canopy
3	Existing self seeded woodland
4	Raised Tram Station Platform
5	New Rochdale Station Square
6	Outddor Coffee Zone
7	Proposed SUDS & Mix Ornamental Planting
8	Art Installation & Key Point Landmark
9	Possible Pop up Commercial Space
10	Bespoke Bench Features
11	Spill out zone under green canopy
12	Sitting Steps
13	Proposed Trees

materials (surface treatments / street furniture / signs), special lighting or public art, will assist in creating a special place, that provides distinction and contributes to town gateway experience, respectful of the heritage assets and local community.

Heritage Assets

Setting and Key View Points De-cluttering and revealing the façades/ features of heritage assets, removal of vehicles allows a more considered appreciation of heritage assets, opportunity to enhance curtilage with sympathetic and quality surfacing materials, enabling new experience of heritage assets by activating frontages.

Designing Within Constraints - Utilities

Recognition of the location and type of utilities that are located within the Square in order to minimise the need to undertake diversions.



St John's Roman Catholic Primary School

Roman Catholic of St John the Batiste Church

Greater Manchester Fire Service Museum

Pennine Care NHS Rochdale

The Curtain Theatre

Dowling St

Lower Tweedale St

Station Rd

Measure Rd

Station Rd

0 10 20 50m



6

5

12

8

4

7

11

5

1

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13

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3