

## 2.1 VISION

*The vision for the Eastern Gateway is to create a dynamic, active, mixed use area which is of exceptional design quality with safe and efficient links to Wigan town centre and the wider area.*

- 2.1.1 This Planning Guidance hopes to balance the development potential of the Eastern Gateway with sustainable design principles and the protection and enhancement of the environment, heritage and of present and future residents.
- 2.1.2 The guidance aims to revitalise this area of Wigan in a manner which compliments and interacts with other more dominant town centre uses whilst still increasing its critical mass. It is important that the Eastern Gateway does not detract from the town centre but functions as a sustainable and distinct district of it.
- 2.1.3 It is anticipated that regeneration will attract a greater number of people and businesses into the area thereby increasing its overall appeal. Existing retail and entertainment uses will be strengthened by introducing additional commercial, retail (local order) and leisure opportunities and new residential communities.
- 2.1.4 As part of the vision, major gateways into the town centre should be reinforced with bold and innovative buildings. Gateway developments in combination with other buildings will create an interesting and varied urban environment. Balanced with this is the need to protect and enhance the strong heritage qualities of the area and its listed buildings through adaptive re-use and the construction of appropriate new built forms.
- 2.1.5 The guidance promotes best practice in urban design and sustainable development and will ensure a built form which is modern yet integrates into Wigan's historic pattern of development. The aim is to stimulate a built form which is of a high environmental quality, using the principles of sustainable development at its core. In addition, improvements will be made to the ecological environment in the Eastern Gateway, which includes the River Douglas.
- 2.1.6 The objectives seek to 'open up' the Eastern Gateway ensuring that pedestrian and cycling linkages to the town centre and Scholes are significantly improved. A key element of the document is to ensure that buildings on strategic sites fit into improving the overall accessibility of the area. Giving pedestrians and disabled people priority at major crossing points will improve the safety of

roads in the Eastern Gateway and will provide direct and easy access to the town centre.

- 2.1.7 It is considered that the Planning Guidance will bring a new vitality and viability to the area, and establish a high quality level of development which will be attractive to everyone.

## 2.2 OBJECTIVES

2.2.1 The vision for the Eastern Gateway is underpinned by eight key objectives which are:

### OBJECTIVE 1

#### An Area with a Dynamic Mixed Use

Create a dynamic mixed use area which is integrated with the town centre creating a sustainable community, where residential, retail, commercial, entertainment and leisure facilities are all located within close proximity.

2.2.2 Different uses that successfully share sites and buildings add to the economic and social vitality of a town centre. The Eastern Gateway should provide a complementary mix of working, shopping, living and playing.

2.2.3 In the medium term, the Eastern Gateway has the potential to supply a large amount of

development floorspace on the fringe of Wigan town centre. In terms of the mix of uses, it is important to balance the use of potential development sites with other regeneration schemes underway in the borough, including Eckersley Mill, Trencherfield Mill and the Northern Crescent. Residents of the Eastern Gateway should have the opportunity to live, work, shop and play all within the same area without the need for private transportation. The appropriate mix of uses should relate to the findings of the Key Local Surveys prepared as part of the LDF process.

2.2.4 Parking is a crucial consideration for both mixed uses and the town centre generally, as is the breakdown between short and long stay spaces. The Eastern Gateway is highly accessible by public transport, walking and

cycling and this should be reflected in the amount of on-site car parking required for schemes.

#### Policy 1a

2.2.5 The Eastern Gateway should have an emphasis on providing a mix of quality residential units in a manner which promotes sustainable living. Residential development activity is driven by the need to establish a sense of place within the Eastern Gateway, an area that houses and supports a significant local population. It should also reflect the excellent location of the area, just 400 metres from the town centre.

#### Policy 1b

2.2.6 Single use residential schemes will generally not be acceptable and should include a proportion of non-residential uses. In particular, active uses should be located on the ground floor on principle vehicular and pedestrian routes and fronting public open spaces.

**Policy Ic**

2.2.7 The Eastern Gateway should contain an element of commercial development, mainly in the form of small and medium scale offices. There is potential demand for larger floorplate offices which requires that future developments be flexible and easily adaptable for new uses.

**Policy Id**

2.2.8 Where appropriate, retail facilities should consist predominately of ground floor units for small scale, local order shops. These should provide a service for the resident population and should in no way detract from the viability of the town centre. In particular, retail uses should be encouraged where there is high pedestrian footfall to activate street frontages.

**Policy Ie**

2.2.9 Leisure and community facilities which are appropriate for the

local area should be encouraged to broaden the offer for residents of the Eastern Gateway and surrounding areas.

**Policy If**

2.2.10 Other uses which may be considered appropriate include:

- Tourism, including hotels;
- Knowledge based employment including live/work units; and
- Essential infrastructure and facilities.

**Policy Ig**

2.2.11 Redevelopment should include provision and improvement of high quality multi-functional areas of open space, to include possible spaces for new pieces of public art.

**Policy Ih**

2.2.12 The redevelopment of the Eastern Gateway should allow for the complete reorganisation and rationalisation of the parking

supply in the Eastern Gateway. Not only does the area need to serve the demands of future uses but it also has an important role to play in providing general town centre parking. A Parking Strategy and a Transport and Access Assessment should be undertaken in the area.

**Policy Ii**

2.2.13 The potential for constructing a new multi-storey car park at a suitable location to replace the current piecemeal supply should be investigated as part of the Parking Strategy.

**Relevant Policy Links**

**UDP:** EM1B, EM1C, EM1D, EM2A, R1B, R1D, R1E, R1G, R1H, EV1A, EV1B, EV3A, EV3C, EV3D, EV4A, EV4B, A1C, A1D, A1E, A1U, S1E, S1F, C1A, C1H, G1A, G1B, G1C, G1D.

**Local:** Re-use of Employment Land SPD; Affordable Housing SPD; Local Key Studies. **National:** PPS1.

**OBJECTIVE 2**

**An Area with a Gateway to Wigan Town Centre**

Create an area which acts as the principle Gateway to the town from the south and east.

2.2.14 Gateway developments can act as important landmarks and entry points into urban areas. They can mark the transition point from the outlying residential and industrial areas into the town centre, providing residents and visitors with a sense of arrival. They can also increase the legibility of areas to improve navigation and direction around a town.

**Policy 2a**

2.2.15 A primary gateway into the town should be developed around the junction of Millgate and Riverway (**Figure 2.1**). The Gateway should be developed and further enhanced though junction and

road remodelling and the possible creation of new public spaces (See Objective 3). Taller buildings may be appropriate at this location, subject to surrounding context and environmental and design impacts (See **Objective 4**).

**Policy 2b**

2.2.16 A secondary gateway into the town should be developed at the junction of Riverway and Darlington Street (**Figure 2.1**). Street corners should be reinforced with landmark buildings at this location along with the addition of defined urban spaces.

**Relevant Policy Links**

**UDP:** EM1B, RID, EV3A, EV4A, A1A, A1B, A1D, A1E, A1F, A1G, A1R, A1S, A1U, S1E, S1F, C1A, G1A, G1B.

**National:** PPS1.