

Strategic Masterplan for Wigan South Central: Summary

Wigan Council

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Wigan South Central Area

Wigan South Central has the potential to create a new gateway to the Borough and town, showcasing Wigan's natural and heritage assets whilst creating new buildings fit for residents and business occupiers in the 21st Century.

Wigan South Central accommodates a number of the Borough's major opportunity sites:

- Westwood Park - the proposed development of our award winning Westwood Park into the largest clothing and textile industry centre in Europe
- Pemberton Colliery - the redevelopment of this former coal mine into a destination for modern employers offering high quality employment opportunities and housing
- Wigan Pier Quarter - this internationally recognised destination celebrating our industrial heritage

However, there are key challenges that must be addressed to enable the area to fulfil its potential:

- Poor connections to the strategic road network and congestion on local road network
- Lack of profile and poor image despite heritage assets and green environment
- Low levels of economic activity, a predominantly low skill workforce

- Limited ability to attract new residents (especially in the target knowledge based sectors) due to limited housing offer and broader quality of life issues

A comprehensive approach will prevent piecemeal development and ensure that the area fulfils its potential enabling the benefits to spread to the wider area.

Vision

This Strategic Masterplan will reposition Wigan South Central as a high quality location in which to live, work, visit, invest and do business in order to complement the transformation of the town centre and support the wider regeneration of Wigan Borough and the North West.

Strategic Objectives

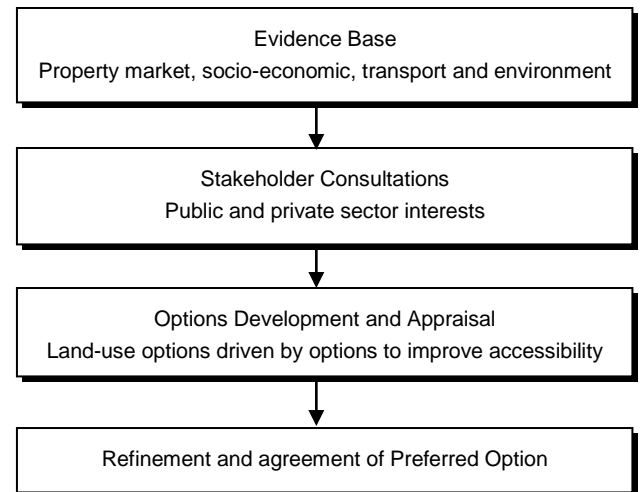
The vision is supported by a series of strategic objectives which also support the Council's corporate objectives and regional objectives, they are to:

- Improve accessibility (public and private) within and to Wigan South Central
- Make Wigan South Central's natural assets a catalyst for repositioning the area
- Ensure that development opportunities are maximised to attract high value employment
- Ensure Wigan South Central meets investment criteria of target sectors - *the right housing, the right skills, the right facilities and attractive environment*

- Ensure that existing residents benefit from new opportunities; and attract new residents into Wigan South Central
- Ensure transformation of Wigan South Central brings wider benefits to the rest of Wigan Borough

Rigorous Process

The Strategic Masterplan has been developed through the following stages:



Guiding Principles

Successful delivery of the Masterplan will be underpinned by the following guiding principles:

- Being strategic
- Thinking long term

- Being innovative
- Guiding by strong leadership
- Deliverability

Strategic Masterplan Themes and Sub-Areas

The Strategic Masterplan is underpinned by four cross cutting themes:

- Accessibility
- Heritage
- Green space and waterways
- Enterprise, education and skills

Wigan South Central has been divided into six sub-areas:

- Pier Quarter
- Town Centre
- Westwood Park
- M6 Gateway and Pemberton
- Robin Park and the North West Corridor
- Worsley Mesnes and Parson's Meadow

For each area the Strategic Masterplan sets out a vision, priority actions, phasing and indicative costs and outlines the key delivery steps.

Key Actions

Enhancing accessibility is crucial to delivery of the vision for Wigan South Central.

- Undertaking detailed feasibility of transport proposals and securing land required to deliver infrastructure requirements
- Secure delivery of the link between the A49 and the south the town centre via Westwood Park
- Enhance access to the strategic road network through establishing a link between the A49 and junction 26 of the M6, in part via Pemberton Colliery
- Reduce congestion around Saddle Junction and the Pier Quarter by implementing the short term road scheme (separation of inbound and outbound traffic and providing a new connection to the improved Saddle Junction) and in the long term implement the full Southern Relief Route
- Deliver the Transport Hub (physical connection of Wigan Wallgate and North Western stations) to raise the profile of rail connections and improve the quality of the environment
- Prepare an Area Action Plan for the Pier Quarter to investigate development opportunities and constraints in detail, ensure sites are bought forward in a strategic manner and guide the public and private sector actions to transform the area
- Support the regeneration and restoration of high profile sites and heritage assets - Eckersley Mill and Trencherfield Mill

- Secure anchor uses in the Northern Crescent to balance the impact of the Grand Arcade on the focus of the town centre
- Negotiate with Chinamex to ensure all new buildings on the site promote high quality design and demonstrate continued commitment to excellent standards of environmental sustainability
- Ensure that the land and property offer across the Borough is appropriate to enable the spin off opportunities that the investment in Westwood Park will generate are embraced
- Securing appropriate provision for the expansion of Wigan and Leigh College's higher education offer
- Enhance public realm at key gateways and along key corridors - improving the route between the Pier Quarter and the Transport Hub along Wallgate is a particular priority
- Reinforcing Wigan Flashes as the focal point of the Greenheart initiative through promoting the creation of a visitor centre to act as a landmark gateway, opening up views from routes through the area and improving linkages to the surrounding areas
- Enhancing routes for pedestrians and cyclists along the canal and river from the Flashes through the Pier Quarter and to the north west of the town centre

Indicative Outcomes

Delivery of the masterplan as envisaged could deliver the following outputs over the next 15 years:

- In the order of 240,000 sq m of modern office space
- Up to 35,000 sq m of modern industrial space
- In the order of 55,000 sq m of warehouse space
- In the order of 6,000 sq m of retail space
- In the order of 2,500 new homes
- 3 hotels, new car parking and a new school

Realising the Masterplan

The public and private sector will need to work in partnership to deliver the masterplan. We anticipate the following delivery mechanisms will be required:

- Wigan South Central Partnership - a partnership of public and private partners with interests in the area who will provide the Masterplan's vision and guide its implementation
- Wigan South Central Delivery Team - a dedicated team sitting within Wigan Council who will be responsible for the day to day delivery of the Masterplan. The team will include experts in planning gain negotiations, CPO and transport
- Joint Vehicle to deliver the proposed Pier Quarter Area Action Plan

- Individual partnership agreements to bring forward individual sites

The Strategic Masterplan provides the framework to enable partners to prioritise and co-ordinate their activity and harness the huge opportunities that exist in Wigan South Central. No single agency can deliver the strategy alone, it will be joint effort.

The Strategic Masterplan for Wigan South Central

