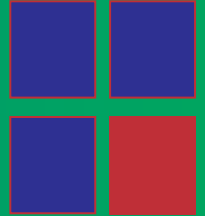


# WIGAN PIER QUARTER

## Strategy & Masterplan



August 2003



## INTRODUCTION

This Strategy and Masterplan sets out the framework for the sustainable development of the Wigan Pier Quarter over the next 10 –15 years. The Strategy and Masterplan will be brought about by a partnership of public and private investment, and following further consultation with local residents, businesses and all users of the area.



## 2. THE VISION

A lively mixed use quarter providing a home for businesses, jobs, housing, leisure and tourism

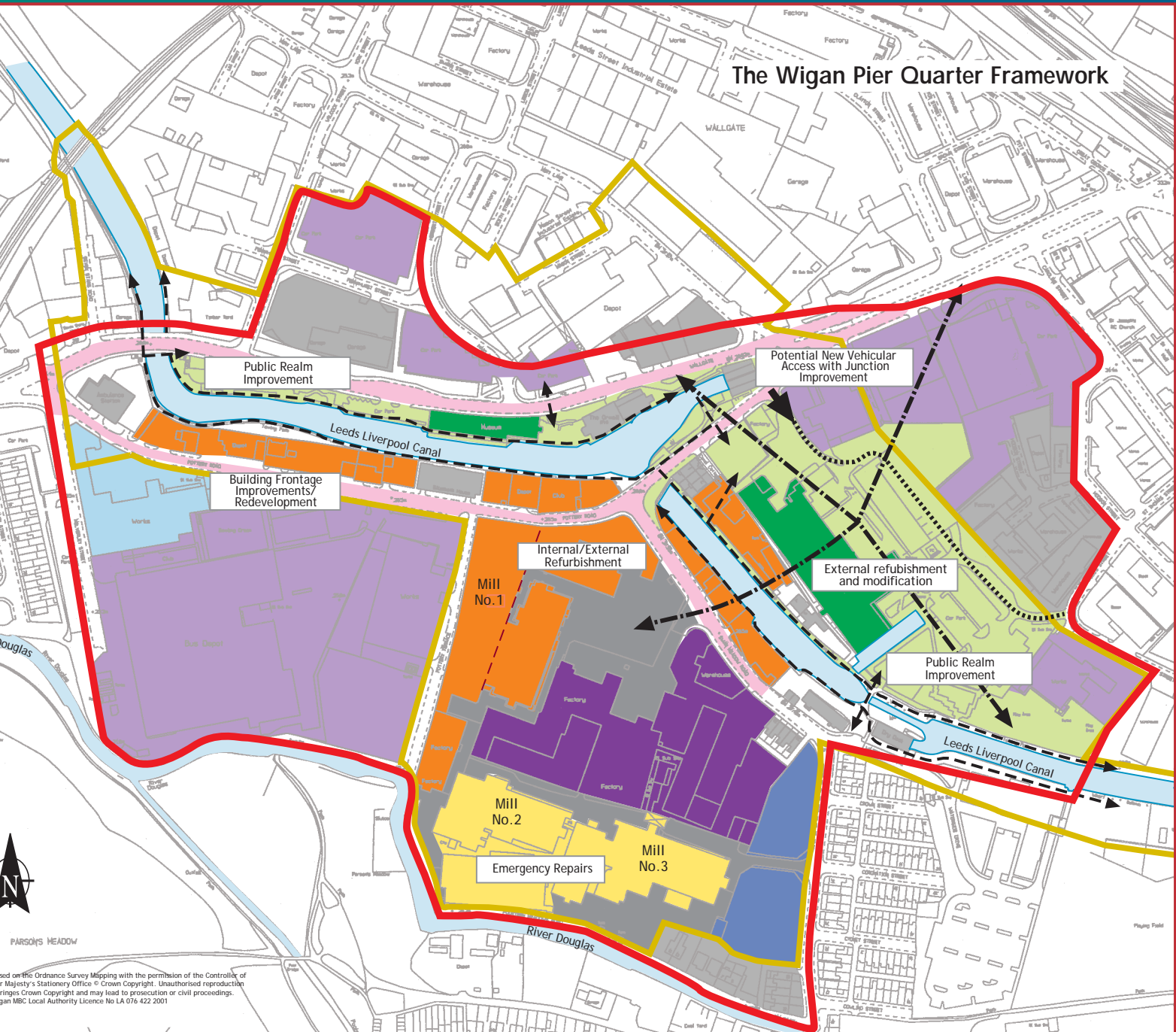
- An area which provides jobs for local people
- A place where the true heritage value is realised
- A high quality public realm which reflects the importance of the area
- An area which is accessible and connects with the town centre, other facilities and local communities
- A place where the full potential of the canal and river is recognised

## 3. THE CURRENT POSITION

The Wigan Pier Quarter acts as a Gateway to the town with 2 major radial routes, Pottery Road and Wallgate, passing through the Centre of the area and along the eastern edge. The area is strategically placed between the town centre and the Robin Park leisure and retail complex. The area has a diverse character and range of uses, including the Wigan Pier tourism and heritage complex adjacent to the Leeds-Liverpool Canal, older industrial and mill buildings, post war industrial and commercial buildings and small pockets of housing.

The Wigan Pier Conservation Area, centred around the Canal was designated by the Council in 1987 and contains a number of important listed buildings. Several major developments have taken place within the area over the past 20 years or so including the Wigan Pier tourist facility and more recently the Wigan Investment Centre at Waterside Drive. However, many of the older industrial buildings have suffered from under use and a lack of investment and the benefits of the earlier investment in the Wigan Pier project have not 'rippled out' to adjacent commercial and industrial areas. The main environmental problems stem from the dominance of traffic and the severance of different parts of the Pier Quarter by heavily trafficked routes.

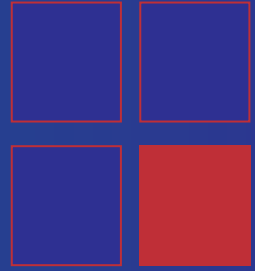




## 4. OPPORTUNITIES

The Wigan Pier Quarter and other adjacent areas provide a number of opportunities for development and investment, which are shown in the framework plan.





**Notation**

-  Phased Redevelopment/Parking/ Servicing/Landscaping
-  Development Opportunities
-  Business Development Site
-  Residential or compatible business development
-  Leisure/Business/Creative Industries Developments
-  Business/other uses
-  Existing Private Parking/Servicing/Landscaping for phased improvement
-  Existing buildings likely to remain in existing uses
-  Tourism/heritage uses with potential for additional related Leisure or Commercial and/or residential uses
-  Existing Parking/Servicing/Landscaping to be improved or with potential for infill development
-  Highway Improvements/public transport and cyclist priority /Traffic calming/pedestrian improvements
-  Existing main Pedestrian Links to be improved
-  Potential key pedestrian spine routes (*diagrammatic*)
-  Vehicular Route (*diagrammatic*)
-  Pier Quarter boundary
-  Conservation boundary/THI Boundary

## 5. WHAT NEEDS TO BE DONE ?

The Strategy needs to take an integrated approach to the building works required and the proposed access and public realm improvements which include public areas, the street scenes and the canal towpath.

It is recognised that the transformation of the area will take several years and will require a phased approach, although several of the public realm works and urgent building repairs can be carried out in the short term.

The strategy is based upon 'Conservation - led' Regeneration, but allows for new high quality developments which enhance the character of the area. This approach is taken in order to build on the underused heritage assets of the area and to promote its special historic character.

The Council will work closely with property owners and English Heritage to ensure that new developments and alterations to buildings are in keeping with the historic character of the area.

The existing well known Wigan Pier tourist facilities will remain as a vital attraction within the area. The works proposed will improve the environment around the tourist facilities and help to spread its benefits to a wider area.

The Masterplan illustrates the proposals for the area.



The actions proposed :

### Removal of the barrier effect of Pottery Road

The proposed construction of the Wigan Integrated Transport Scheme will remove some of the existing through traffic and enable traffic calming and traffic management works to be carried out along Pottery Road and Swan Meadow Road. These works will include bus and cycle priority measures along Pottery Road and new pedestrian crossing facilities.

### Creation of a new 'Front Door' to Trencherfield Mill

A new pedestrian and vehicle access to the Trencherfield Mill area is proposed from Pottery Road along with improved traffic circulation within the area. This will provide more direct and attractive access to the Trencherfield Mill and Wigan Pier tourist attractions.

### Better walking and cycling routes

A comprehensive network of walking and cycling routes will be created. This will enable people to move more easily about the Pier Quarter and to get in to the area from the town centre and neighbouring areas such as Worsley Mesnes. It will connect jobs in the quarter with local communities.

### Improvements to the Public Realm

The continued improvement of the public realm within the area will be undertaken. In particular, areas around Trencherfield Mill and the Canal Corridor will be subject to high quality treatment, including public art, consistent with the area's tourism and heritage importance.

### Consolidation of Car Parking

As far as possible, public car parking will be rationalised around the Trencherfield Mill area to provide more convenient parking for tourist visitors.

In addition, a series of Key Development Projects have been identified :

### Trencherfield Mill

The aim is to develop Trencherfield Mill as the Tourist Hub of the area and to bring about its full use. The Strategy envisages introducing a lively mix of uses into the building which complement the existing tourist attractions. A comprehensive external refurbishment of the building would also be carried out along with necessary modifications to enable reuse of vacant space.

The mill is seen as a key component in the regeneration of the wider area and has a great deal of unfulfilled potential.



Aerial View from South

Wigan Pier Quarter  
Development Appraisal

taken 11/01/2001



Building Design Partnership

### **Eckersley Mill Complex**

*The Eckersley Mill Complex also provides real potential for a wide range of uses which will create jobs for local people and contribute to a lively, mixed – use quarter. The proposals for the complex include the creation of workspace for cultural industries and new business units within Mill No.1. Additional works within the complex are expected to include access improvements, consolidation of car parking and landscaping improvements. A phased building refurbishment programme is also to be carried out to enable re-use and restore the buildings to their former glory.*

### **Mayors Boatyard, Pottery Road**

*The site is identified for leisure or commercial uses following external and internal refurbishment. Proposals would include a new pedestrian boardwalk along the canal and the potential for a new footbridge across the canal is to be investigated.*

### **Vulcanite Site, Pottery Road**

*Redevelopment of this prominent site for commercial use is an important part of the strategy. The aim is to secure the demolition of existing buildings followed by high quality redevelopment with improved access provision.*

### **British Waterways Depot**

*This site occupies an important canalside location adjacent to Trencherfield Mill. The proposals for this area involve refurbishing existing buildings and opening up pedestrian access through the site.*

### **Pottery Road Corridor**

*A number of small sites provide opportunities for redevelopment for a range of commercial or leisure uses. High quality schemes which reflect the historic canalside location will be encouraged. The general aim along the corridor is to reduce the dominant effects of traffic, provide a safer and more attractive pedestrian environment and improve the quality of buildings.*

## **6. PARTNERS**

The regeneration of the area can only be brought about by an effective working partnership between all the various people with an interest in the area.

These include :

- The main private property owners (Maryland Securities and British Waterways)
- Wigan Council
- English Heritage
- Government Agencies
- Local Residents
- Businesses Operating Within The Area
- Visitors To The Wigan Pier Complex and Canal Users

## **7. CONSULTATION**

The Strategy and Masterplan has been the subject of a public consultation exercise with local residents, businesses, property owners and all users of the area. Throughout the regeneration programme, local 'stakeholders' will continue to influence the development of the area through regular meetings, information days etc.

## **8. DELIVERY**

Funding for the project will come from a number of public sources. These will include the Heritage Lottery Fund, the European Regional Development Fund and the Single Regeneration Budget. This funding will be matched with considerable investment from the private sector. These private sector partners have been involved in the development of the strategy and will play a vital role in its delivery. In recent times there has been significant investment in the Eckersley Mill complex by the private owners, working closely with the Council and English Heritage.

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