

ORDSALL



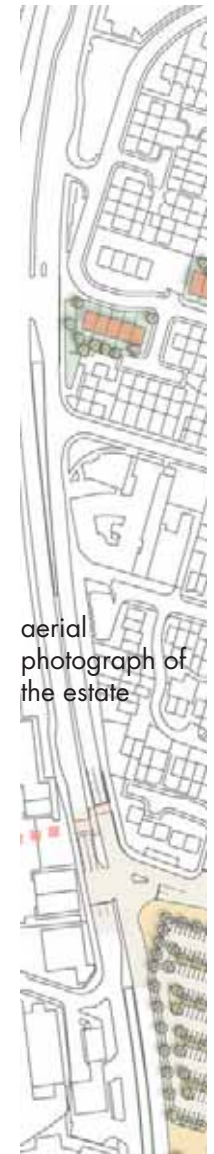
introduction

BPTW

In November 2003 Salford City Council joined forces with local developer LPC and consultants BPTW, to identify ways of funding improvements to the external environment and community facilities on Ordsall Estate. Consultation with the Development Working Group set up by the Ordsall and Langworthy Community Committee identified that, whilst significant improvements have been made in recent years to the housing on the estate, there are still areas where residents would like to see enhancements to the appearance of open spaces as well as upgrading lighting, safety and security throughout.

BPTW have carried out survey and consultation work and have reported to client, working group and cabinet meetings to discuss progress at all stages of the programme. We have collated historical, contextual and site specific information to enable us to build up a picture of the estate and its surroundings. We have also carried out consultation by listening to the views of residents, workers on the estate and other interested agencies in order to develop an understanding of how Ordsall could be changed for the better and meet people's needs and aspirations. In December 2003 we undertook a Walking Audit of Ordsall, with residents and other people interested in the estate, to gain as much insight as possible into problems and opportunities on the estate. We have also consulted regularly with the Development Services Directorate and the Housing Services Division of Salford City Council to discuss their views and aspirations for the area. Meetings have also been held with the NHS PCT, regarding healthcare facilities in the area, and with Trafford MBC and Peel Holdings, regarding the possibility of forging links with Cornbrook Metrolink Station.

An exhibition of ideas for the improvement of Ordsall and its surroundings was held between 17th and 25th April at Ordsall Hall. Residents and other interested parties were invited to see and comment on the ideas shown. Over 300 people attended the exhibition and the ideas on display generally received overwhelming support. A questionnaire and comments book were used to record people's views and ideas. The analysis of results and comments is contained in appendix 12.



aerial photograph of the estate

The proposals include new community facilities, a new improved retail centre, traffic calming, alleygating, new and improved roads, footpaths and cycleways and new play areas and open spaces, all of which will benefit from improved lighting and security. In addition, new housing developments on vacant sites will improve the appearance of the estate and the surrounding area, it will provide additional security by overlooking roads, paths and open spaces and will provide greater housing choice for local people. Whilst the new housing development will be an essential part of funding the environmental improvements, it is proposed that much of it will be affordable for Ordsall residents. The retention of the existing community on Ordsall Estate has been fundamental to the development of our ideas and, wherever possible, the proposals have been achieved

Summary

As stated elsewhere in this report the purpose of the framework for improvement is to provide environmental and infrastructure improvements to the estate and surrounding areas, to realise community facilities, to provide a better housing mix and to reduce the perception of crime in the area.

The development indicated on the framework plan is intended to vary the housing mix and give people more choice, to create natural surveillance to new and existing streets and to provide private sector funding for the improvements described above.

In order to realise funding that we feel will be required to carry out environmental improvements we have suggested a fairly high amount of housing within the estate. It may, however, be possible to reduce this as land values rise and other funding services are utilised. This will require an assessment of housing need and the amount of environmental improvements the council wish to realise. Whatever the requirement for housing on the estate it is important to establish some ground rules which should be followed to ensure the success of the framework plan.

All developments have been located in order to overcome the problems created by housing facing inwards, rather than providing nature surveillance to the main routes through the estate. In order to increase the feeling of personal security and to encourage walking and cycling this is an important factor to be retained.

It is felt that the larger sites and those facing the park would be appropriate for higher density development than other sites surrounded by the existing housing.

New development facing main routes should have the most activity surrounding them. In locations such as Phoebe Street, Robert Hall Street and the new routes, we have suggested a mix of flats, family housing and mixed use retail or community facilities.

Framework Plan

To the edge of the park we have suggested some larger family housing and flats to provide natural surveillance to the park and a pedestrianised promenade running along the northern boundary.

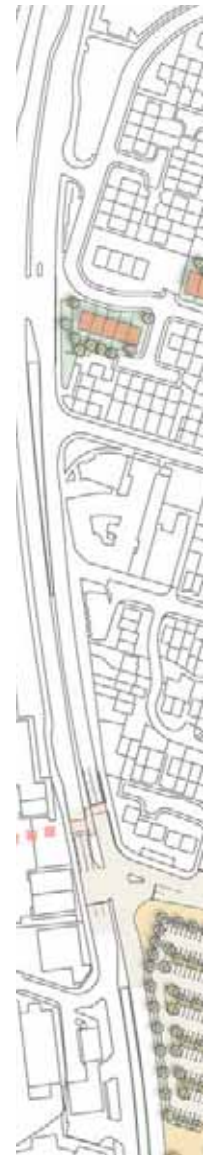
At the entrances to the estate at Monmouth Park and West Park Street we have encouraged some public space linking with primary pedestrian routes through the estate and beyond. These squares require natural surveillance if they are to encourage people into the estate and we have suggested some low rise flats surrounding them to create greater activity.

Following the options appraisal we have indicated several opportunities for retail developments. In order that these benefit from natural surveillance and extended activity these are mixed with housing in the form of flats above.

The main retail facility has been located to the west of the estate on Trafford Road. This is intended to be a major local retail facility serving Ordsall and Salford Quays areas. There is also a need for more day to day facilities within the estate and, due to the lack of security that has brought about the decline of existing facilities, these have also been incorporated into areas of new housing accommodation.

A new pedestrian route is proposed linking Phoebe Street with Tatton Street. Houses, shops and potential community facilities face each other across this route, protecting each other from crime. This will enable activity to be increased around the community café and link improved routes through the estate.

There will be a need for further retail facilities in other parts of the estate such as Ordsall Lane and these should be included in later phases.



Other community facilities such as a healthcare centre, have been suggested. We have indicated where these might be located to serve the existing community, at the heart of the estate, and to serve the wider community, on the community campus and new retail centre. Further consultation is required to establish the requirement for such facilities in the area before the actual locations can be determined, however the plan is flexible in allowing this to develop with the regeneration process.

It is important to understand that much of the existing community feels let down by the perception of services having been removed from the estate. Should further services be perceived to be located away from the heart of the estate then the effects could be detrimental to the regeneration of Ordsall. Consultation should, therefore, be carried out with residents as well as service providers during the redevelopment process.

One of the main initiatives suggested by the framework plan is to encourage walking and cycling and to encourage people from outside Ordsall to come into the estate to use the facilities. One of the main ways we have attempted to encourage this is by redevelopment of the existing north-south route and by the inclusion of a new east-west route. The east-west route is of primary importance in achieving greater permeability of the estate, since it links Salford Quays with Cornbrook. The proposed footbridge is obviously an important part of the regeneration of this area and its ability to be seen as part of a larger regeneration underway in Manchester and Salford. A direct link to Anchorage Station and the Quays is similarly important. Both of these initiatives will require capital funding and compulsory purchase to provide these links.

Play facilities will be an important part of any improvement framework. We understand that Salford City Council are currently consulting on the need for play facilities in the Ordsall and Stowell areas. The framework plan acknowledges this and makes some suggestions for possible locations.

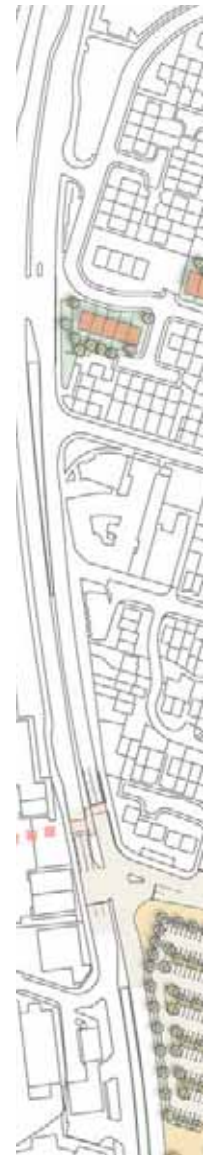
Locally Equipped Play Areas (LEAPs) should be located within 400m of the families they are intended to serve. We have suggested Ordsall Park and three other locations on the estate. For these areas to be useable they need to benefit from natural surveillance, so we have located them close to existing housing wherever possible. This may be contrary to planning policy, however the framework plan could reallocate space when decisions have been reached through consultation.

Neighbourhood play areas (NEAPs) should be located within 1000m of the houses they are intended to serve. Ordsall Park is located in a position to serve the whole of Ordsall and the areas of Stowell and Salford Quays. We would therefore suggest that the park is improved to provide facilities that may be determined by further consultation.

As an extension to the framework plan areas we have excluded the canal side. Following other initiatives in the area and on the other side of the River Inwell, this is an area that could have a major contribution to the regeneration of Ordsall. We envisage any development of this area opening up to Ordsall with direct links being forged with the estate and the Quays beyond.

The riverside walk would also provide a link between Castlefields and Salford Quays that currently does not exist in a safe form for pedestrians and cyclists.

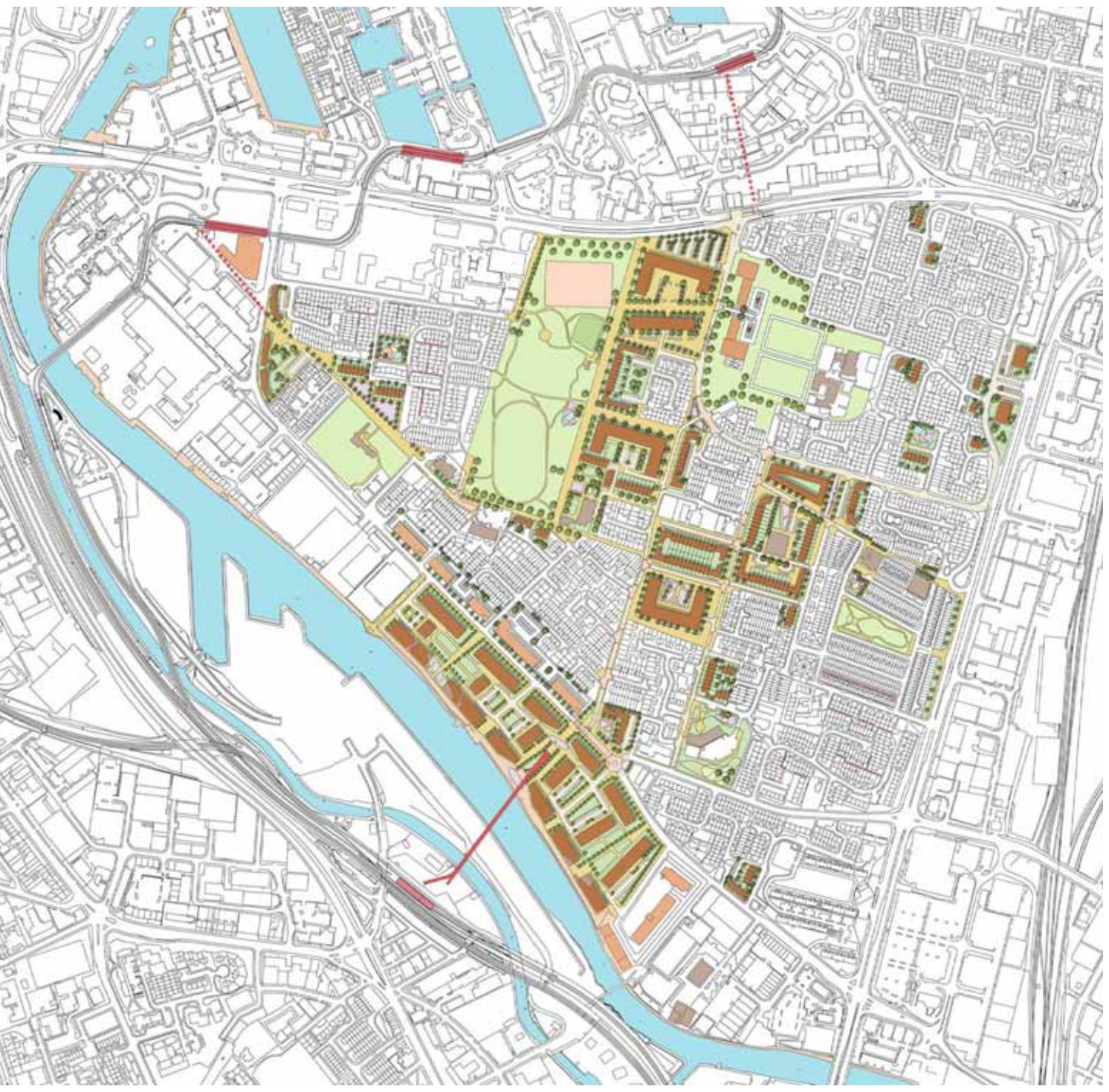
Although this is seen as a longer term aspiration, the regeneration of the canalside is vital to the success of the regeneration of Ordsall in terms of breaking down the physical barriers and forging links with other parts of the city. Sensitive development, including retail and recreational facilities as well as parks and public spaces, will improve access and security in the area and will encourage investment and interest.

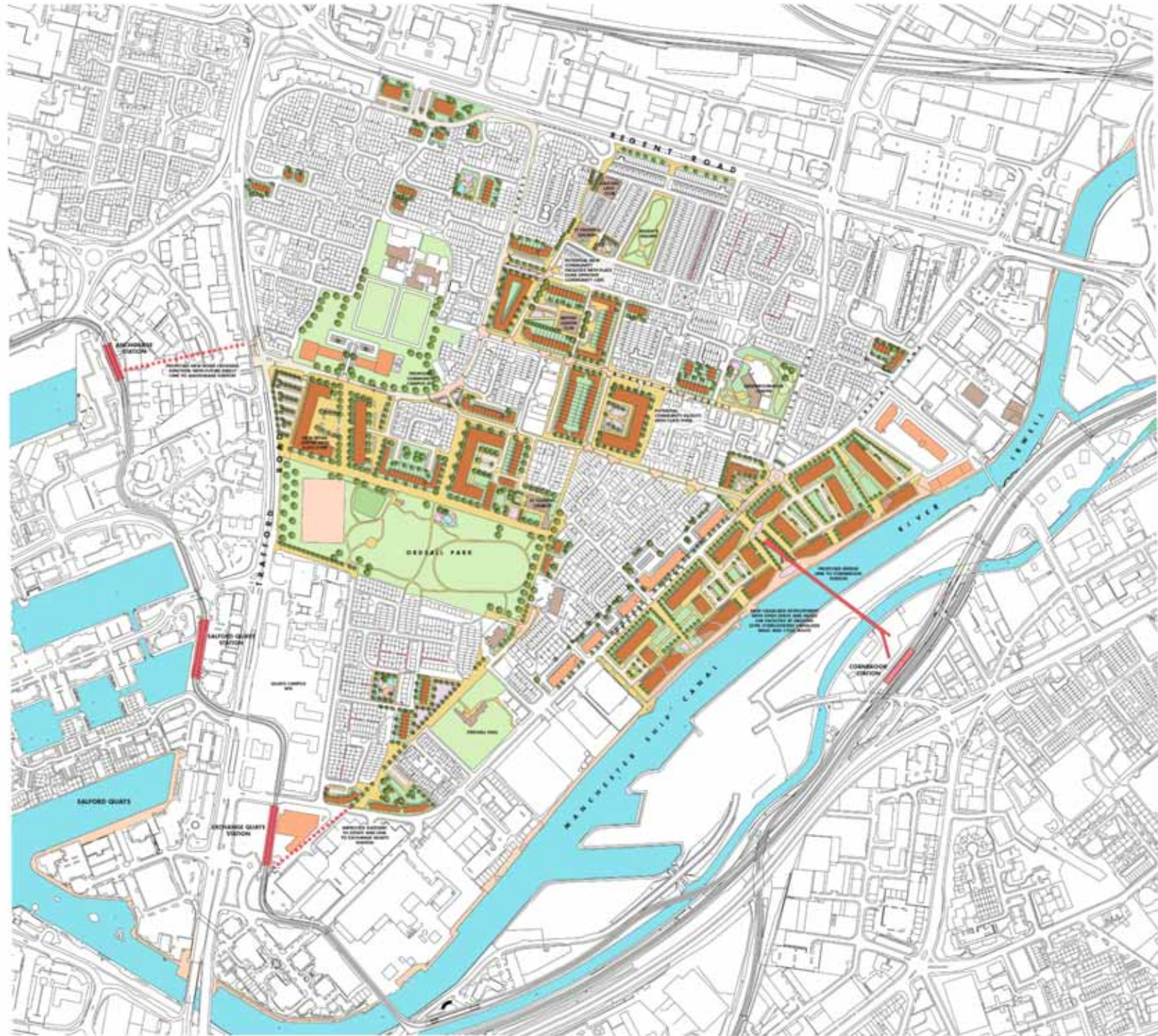


Framework Plan



Framework for Improvement





- LEGEND**
- Proposed new developments
 - Existing landmark buildings
 - Current planning application sites
 - Proposed traffic calming measure to existing or new road
 - Proposed locally equipped area for play (4-8 years)
 - Proposed play equipment location
 - Proposed play equipment location
 - Proposed landscaped open space

Salford City Council

IPG
RESIDENTIAL
CONSTRUCTION

BPTW

SCALE (approximate)
Metres
Yards