



2020

WARRINGTON TOWN CENTRE MASTERPLAN

Warrington Means Business

Warrington Borough Council

Warrington & Co.

foreword



"We have great pleasure outlining our updated masterplan for the future of Warrington's Town Centre and the large scale Warrington Waterfront development area. It sets out our ambitions for the place to 2040, outlining quick wins as well as our longer term plans.

This flexible masterplan forms a part of our Warrington Means Business economic growth programme. It will

give Warrington a vibrant and attractive Town Centre at the heart of our growing town and a place for our residents and businesses to be proud of – a hub to our community and a focus for culture and leisure.

Our Town Centre projects are already coming to fruition: the new Time Square leisure development has started to trade and our Palmyra Cultural Quarter is coming alive as a colourful destination of high quality restaurants and bars. We have recently given consent for over 700 new homes in the heart of our town.

This is an updated and revised masterplan. It takes into account the successes we've had since the first version was published in December

2016. Accompanying this document we have produced a fully digitised and interactive version of the masterplan that is a more proactive tool in supporting developers, designers and decision-makers and will be more useful in promoting and delivering our ambitions for our Town Centre".

Cllr Russ Bowden, Leader, Warrington Borough Council.

The Town Centre Masterplan is about inclusive growth – enabling local people to participate in and enjoy the benefits growth will bring.



01 | Introduction

Warrington is one of the most economically successful towns in the UK today. Its future is assured by its wonderful location and its connectivity, the entrepreneurial character of its people and its businesses, its attractiveness to investors and its cultural offer. Through the New Town period, Warrington grew from a small town of around 70,000 people to the town it is today with a population of over 210,000 people. It is one of the largest free-standing boroughs in the North of England. This economic success has further been promoted through the Town's economic development programme 'Warrington Means Business' (WMB) since its first publication.

Warrington requires a vibrant, dynamic and colourful Town Centre – a heart

to the place. This is what this revised masterplan aims to achieve. It will focus on clear priorities – both short-term quick wins and longer term transformational investments. It will build upon what's special about our Town Centre – particularly its cultural assets, its locational advantages, attractive architectural form, its waterfronts and its green space setting.

This Masterplan is not a policy document – it is a programme of work for public sector partners (Warrington Borough Council and Warrington & Co) and a portfolio of investment and business opportunities for the private sector. This masterplan nestles within the wider economic growth programme provided by Warrington Means Business and the Warrington New City growth concept - a

priority within the Cheshire & Warrington Sub-regional Economic Plan and Local Industrial Strategy.

Warrington is also central to the Northern Powerhouse – a national growth priority and the Council is working strongly with Transport for the North to reinforce Warrington's connectivity.

The aspiration is to create a Town Centre that's distinctive, safe, vibrant, green and colourful – a great place to live, work, do business and enjoy – a real Heart to our growing town.



02 Masterplan Structure

Reinforcing the heart of Warrington

The Town Centre Masterplan comprises the following programme components:

- Circular Parklands
- Rediscovering the River
- Changing our Main Shopping Streets
- A Place of Culture
- Town Centre Living
- A Focus for Business
- Keeping the Town Centre Moving & Connected
- Development Quarters
- Development Guidelines
- Management & Maintenance





Town Centre Masterplan Vision

03

Circular Parklands

Warrington's framework for green spaces & links

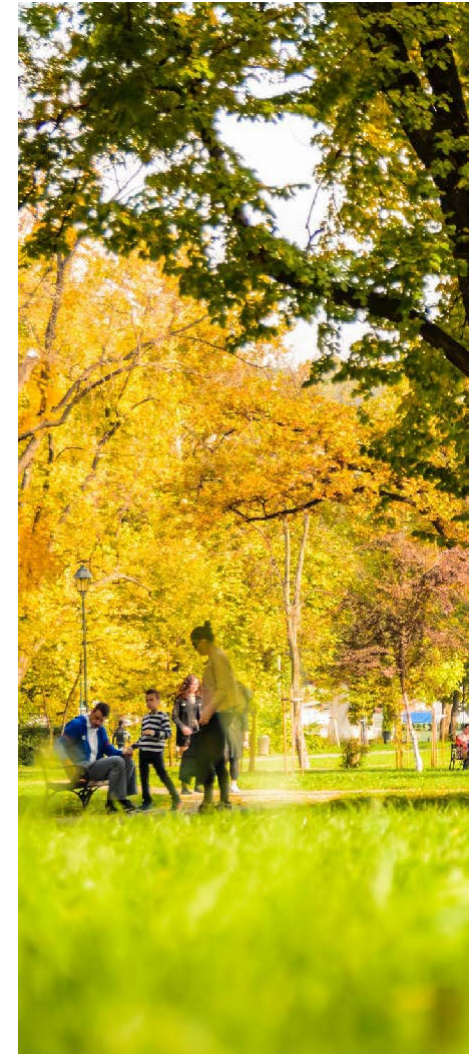
Warrington has a unique framework of open spaces that link or can be linked to form a full green ring around the Town Centre. Sankey Valley, Orford, Victoria and Blackbear parks, together with Arpley Meadows are the major components of this circuit and numerous smaller areas of open space make up the ring.

This 'circular parkland':

- Provides a distinctive setting for the Town Centre and its developments
- Provides an important leisure resource for residents and visitors to enjoy
- Provides a framework for sustainable and active travel – cycling and walking
- Links with the Mersey Valley green corridor and nature reserves
- Captures green routes radiating out from the Town Centre and links them together.

This green ring will be made more complete and its elements will be enhanced through a programme of specific green space improvements projects, street enhancements and through the development of major Town Centre regeneration schemes.

Circular Parklands - the green route linkages of this parkland circuit will be reinforced to strengthen what is one of Warrington's most unique and distinctive assets.





Sankey Valley Park

Paddington
Meadows

Victoria Park

*River
Mersey*

Manchester Ship
Canal

Moore Nature Reserve

Warrington's circular parklands



04

Rediscovering the River

Making the most of one of the most famous rivers in the world

The River Mersey is one of Warrington's greatest assets and is one of the main reasons for the town's existence and growth. It is one of the world's most famous waterways and Warrington is now rediscovering the fact that it is a waterfront town and celebrating its river.

The Town Centre masterplan seeks to further reinforce the River Mersey as a key feature of the town by:

- Progressing new development areas orientated towards the river
- Ensuring development areas fronting the river are strong and special with the best in design and quality
- Ensuring continuous attractive waterfront promenades and walking and cycling routes along the river to promote active travel and critical linkage through the Town Centre
- Making sure that the parks and open spaces along the river are reinforced and new spaces are created
- Enhancing existing bridge crossings and introducing additional bridges to enhance connectivity and provide active travel opportunities

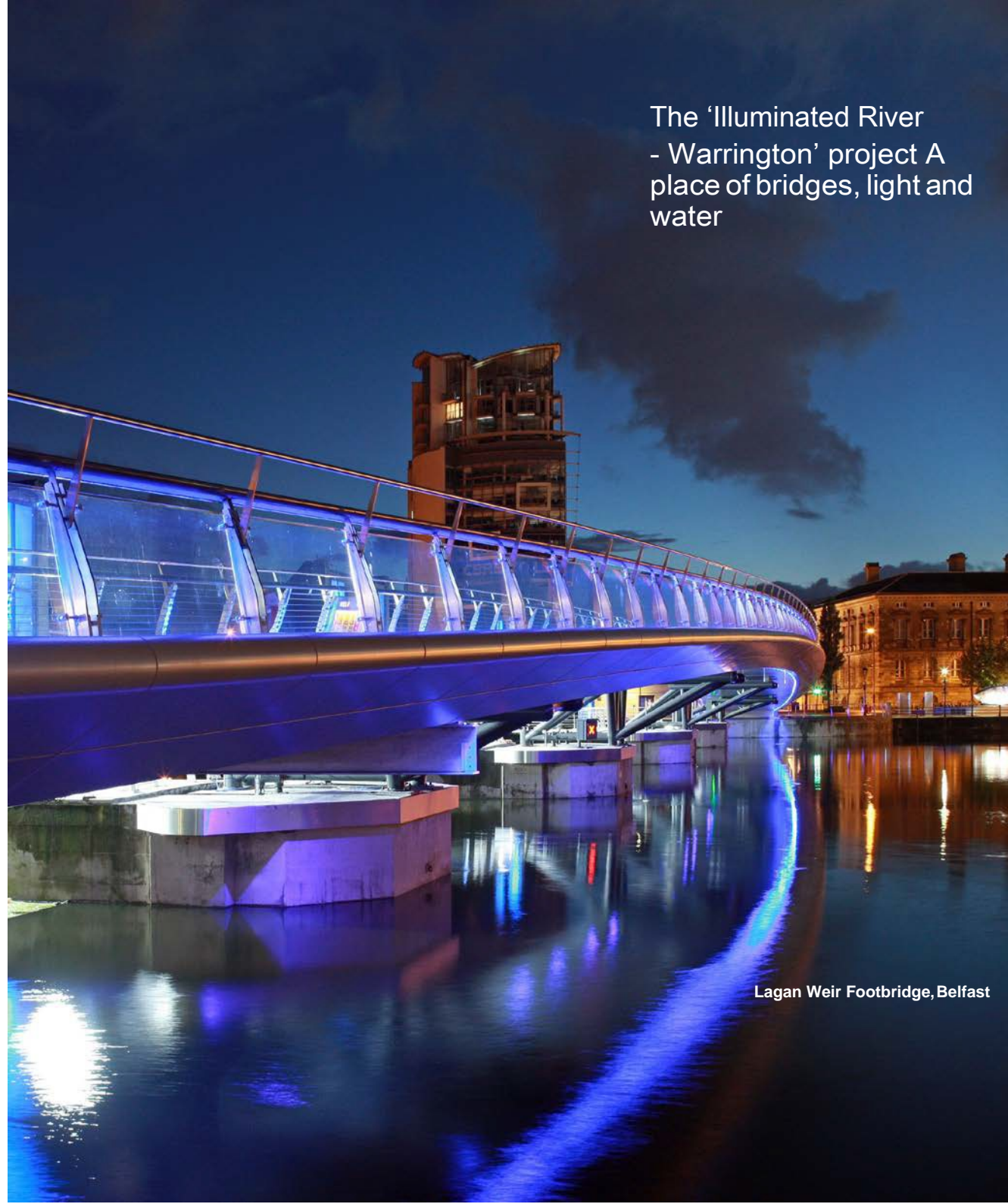
Rediscovering the drama and heritage of being a waterfront town.

Warrington - A Place of Bridges & Water:

The 'Illuminated River'

Warrington is a place of bridges. Within the wider Town Centre there are numerous bridges over the River Mersey and Manchester Ship Canal. This multiplies with bridges and viaducts over roads and railways and numerous structures carrying services and utilities over rivers and canals. These are special structures that reflect Warrington's history and its evolution as a place. These structures are real opportunities for public art and to tell Warrington's stories – particularly through the use of light. A programme of enhancements to existing and new bridges in collaboration with artists will reinforce and reintroduce Warrington as a waterfront place and tell the Warrington story in a truly dramatic way – The 'Illuminated River – Warrington' project is proposed.

The 'Illuminated River'
- Warrington' project A
place of bridges, light and
water



Lagan Weir Footbridge, Belfast

Changing our Main Shopping Streets

Reacting to Change

Internet retailing and the change in which people now shop is having significant impacts on high streets across the UK, and Warrington's shopping areas are no different. To reinvigorate these areas will require creativity and the need to explore the introduction of other uses to replace retailing:

- **Encouraging alternative uses** - cafés and restaurants with active frontages and outdoor eating and drinking areas to create 'people places' and transform the town centre into an attractive social and leisure destination
- **New more creative uses** - changing the use of former shops into new space for small businesses to set up and expand, particularly new digital businesses taking advantage of all the attractions and connectivity that working in the

Town Centre brings

- **Residential conversions** – the conversion of tired and outdated commercial and office premises to provide new homes
- **Living Over the Shop** - the refurbishment and conversion of upper floors to new apartments turning vacant and underused space into new homes right in the heart of the Town Centre
- **'Meanwhile Uses'** – the temporary reuse of empty retail and commercial space to provide cheap premises for new businesses. This will include the use of temporary structures such as shipping

containers to provide business premises and innovative hotel rooms as has been spearheaded by projects such as 'Box Park'. These will create affordable space for new businesses to start up and create life and activity pending the permanent redevelopment of premises and sites.

Meanwhile and pop-up uses - reusing space for temporary, affordable and colourful activities



Pop Brixton



Warrington delivers a wide and varied cultural programme from grass roots community organisations through to award winning venues and a strong contemporary arts offer. As an example the whole of the Town Centre's paving and street works and its 'Guardians' were designed and delivered as a single art installation.

The Town Centre has a wealth of culture – from its Museum and the Pyramid and Parr Hall to its outdoor park venues and sports stadia.

Its community based culture is strong and its talent is growing. Warrington's sporting prowess is part of the town's make-up. Warrington's flood defences were also designed as public art. Warrington's events and festivals are second to none.

Using the recent Warrington Culture Commission's findings, the Cultural partnership grows from strength to strength and Warrington's culture and distinctiveness forms an integral part of the development of our Town Centre.

Town Centre Public Realm Framework

The key streets in the Town Centre have already been successfully pedestrianised and enhanced to a high quality. The Council has extended environmental improvements to some of the adjoining streets – Lower Bridge Street and the Cultural Quarter. It is proposed to extend the enhancement of the public realm still further in parallel with the regeneration and development of the Town Centre.

The Council published a Public Realm Framework for the Town Centre in 2009. This outlined a strategy for the improvement and maintenance of public spaces and streets. It also outlined street design principles, surfacing materials, street furniture and lighting. This framework will be updated and reissued and used to guide the design of Town Centre enhancement schemes and should be used by all town centre developers and investors to create an integrated character and reinforce the Town Centre's sense of place.

New Major Public Spaces

Two new significant public spaces are proposed:

- Time Square
- Riverfront Plaza





Bridge Street



Treatment of Core Town Centre Streets

The proposed treatment of core streets will be:

- **Pedestrianised Routes** – streets that are predominantly pedestrianised with very limited vehicular access for time limited loading and unloading. These streets will be Warrington's activity areas for street markets and fairs, for example Bridge Street
- **Enhanced Shared Routes** – these streets will be shared between pedestrians and vehicles, with a clear emphasis towards maximising the space for pedestrians and minimising the space for vehicles. These streets will be prioritised for uses such as street cafes and pop up market stalls, for example Springfield Street, streets around Palmyra Square and Lower Bridge Street

- Enhanced Streets** – streets that will be enhanced environmentally. They will still retain their vehicular role, however they will be improved by street tree planting, paving, parking bays and new street furniture. The extensive use of street tree planting will help transform the image and feel of the town centre. For example – the wide Scotland Road will be transformed into a tree lined urban boulevard with enhanced public realm as part of the redevelopment of Town Hill, Cockhedge. The routes between Bank Quay rail station and the Cultural Quarter will be enhanced. As part of the re-engineering of traffic in Winmarleigh Street, this route will be enhanced as a grand avenue linking the Golden Gates and Centre Park.



Animating Streets and Spaces

The Council and its development and investor partners are committed to creating new public spaces and improving existing ones in our Town Centre. The Town Centre Business Improvement District partnership will lead on their animation. The focus will be:

- **Alfresco eating and dining in our key streets and spaces** – Time Square and the Old Market Square will deliver with outdoor space for the market cafes and family restaurants. Restrictions and requirements will be streamlined and reduced to enable this to happen more easily and quickly.
- **Street entertainment** – this can create more colour and activity but it can also provide an easy venue for up and coming talent
- **Street Markets** – street markets are already a feature of the Town Centre with Farmers Markets, Makers Markets and Christmas Markets. It is proposed to make Warrington a town of markets – with regular outdoor markets with vibrant stalls and pavilions throughout the year – food, vintage, books, flowers etc.
- **Events and festivals** – Warrington already has excellent festivals and some attractive outdoor venues – Victoria Park, The Fish Market, Queens Gardens and Bank Park. Time Square and Riverside Plaza will create two new wonderful venues. We will ensure that there is a partnership programme of events and festivals throughout the year to use these venues to the full, to enhance the vibrancy of the town centre and to provide more for visitors and residents to do and see throughout the day and throughout the year.







Public Art

In 2010 the Council produced its Strategy for Public Art Development – this is still relevant today and will be reissued to emphasise the creative framework for Warrington based on three themes.

- Sources of Wonder
- Navigating Warrington
- A Sense of Occasion

Sources of Wonder

Warrington is rich in jewels and sources of wonder – its architectural detailing, its bridges, the Museum collections – many of these wonders are linked to events, its industrial heritage and its people. However, the stories of these events and people are not told. The Town Centre will be enhanced and enriched through presenting and interpreting these assets more effectively, as an example the new Time Square car park is designed with reference to Warrington's wire manufacturing past. A Warrington Story Telling project will be developed together with the interpretation of these stories through public and street art and installations.

Navigating Warrington

Warrington is a town that has been built on movement – crossings of the river, the Ship Canal, railway lines and bridges. Green open spaces and connecting landscapes and waterways are part of Warrington's fabric. Gateway and landmark sculptures are part of Warrington's landscape. Expanding and highlighting these place markers will aid orientation and a sense of place for both residents and visitors alike and place markers will tell Warrington's stories where they happened.

A Sense of Occasion

Warrington is rich in collective activities – music festivals, food festivals, markets and sporting events. It is also rich in the variety of venues for such occasions – its parks, stadia, outdoor and the covered market, Parr Hall and the Pyramid Arts Centre. The Town Centre's sense of occasion will be reinforced through an enhanced programme of events and activities. Warrington has also been chosen as a key venue for the Rugby League World Cup in 2021 – a clear endorsement of its ability and success in hosting such collective activities.



The Pyramid

The Pyramid's mission is to provide emergent artists, from all artforms, with the facilities and support to progress from the amateur to the professional. Its vision is to be the number one choice for networking, development and showcase opportunities for emergent artists from the region.

Its aims are to:

- Provide networking opportunities for organisations and individuals from the creative industries;
- Bridge the gap between academic achievement and employment within the creative industries, through FE / HE qualifications, career development opportunities, professional advice, support and mentoring;
- Provide high quality facilities and equipment for emergent artists to experiment with and showcase their art form;

- Host a Digital Hub for local start-ups to encourage innovation, collaboration and networking in order to inspire and support the next generation of creative talent.

This vision would create a modern cultural and social space in the heart of the Cultural Quarter which would add value to Warrington's tourism and economic offer. The addition of an attractive, welcoming façade on the Museum Street side of the building will support an enhanced public realm on the route from Bank Quay railway station to the new Time Square development. The redevelopment will create a thriving community hub which will house a makerspace facility, rehearsal and performances, a quality food and drink offer and other creative spaces, making a valuable contribution to the growth of our creative economy.

Warrington Museum and Central Library

Warrington Museum has nationally recognised status as a fully Accredited Museum and many of its collections are recognised as of national and international importance. The Museum's vision is to create a cultural heritage resource for the 21st century for the local community and a key visitor attraction within the Cultural Quarter, complementing proposals for the redevelopment of the Pyramid Art Centre.

The shared vision is to develop a central heritage and learning hub, exploring the story of our changing town and the people who have shaped Warrington's history and culture to improve the experience of existing users and attract new audiences through:

- Enhanced educational facilities;
- Links to LiveWire's network of

libraries and community hubs to create an inclusive offer across the neighbourhoods;

- Improved digital access to the town's heritage collections;
- The use of creative digital technologies to enhance visitor experience;
- Contributing to the wellbeing agenda by creating new opportunities to engage with a wider variety of community partners and facilitate more group visits.

The revitalised offer will meet the specific needs of Warrington and its communities whilst creating a key visitor destination in the Cultural Quarter and complementing landmark regeneration schemes such as Time Square and the Cabinet Works site to enhance the rejuvenated town centre offer.

Residential development with more people living in Warrington's Town Centre is fundamental to the future of the place and therefore central to this masterplan. This will drive vitality, activity and retail foot-flow, reinforce Warrington's sense of place and enable regeneration, as well as providing new homes for local people. It will change the face of the new Town Centre. Higher density residential development in the Town Centre and Warrington Waterfront is therefore a key element of Warrington's revised Local Plan.

Research undertaken by the Cheshire & Warrington LEP reinforces the opportunity of urban living in the centre of Warrington – particularly to provide the homes that young people find attractive with the wider regional connectivity they need.

The Council, Homes England, the Local Enterprise Partnership & Warrington & Co working closely together to deliver a programme of over 8,000 new homes in the heart of the town.

All the Development Quarters outlined in this document comprise significant housing development. In total over 8,000 new homes will be provided within the Town Centre and Waterfront by 2040.

Residential developments in the Town Centre and Waterfront will be to a high density – in the form of town houses and apartments. The intention is to achieve residential densities of 240 units per hectare in the heart of the Town Centre – producing a compact and dense urban core to the Town.

Additionally, further housing priorities are:

- **Residential development in and around public transport hubs** – Bank Quay Gateway, Waterfront, Stadium Quarter and Eastern Gateway
- **Living Over the Shop** – revitalising our high street - Bridge Street, Sankey Street, Buttermarket Street and Haymarket Street
- **The re-use of outdated and redundant office and vacant retail buildings to provide new homes** – either through redevelopment or conversion
- **Accelerated delivery** – bringing homes forward at pace through modern methods of construction
- **Redevelopment of small vacant and infill brownfield sites** - as well as the larger residential sites identified
- **Exploring more innovative methods of providing new homes** - that are more affordable and quicker to build, particularly for younger people.
- **Providing self-build and custom build homes** – enhancing the opportunities for developing unique and low cost homes
- **Providing a range of tenures** – to buy, to rent and shared ownership
- **Ensuring homes are affordable** Ensure that local people can afford to live and thrive in the Town Centre.
- **Supporting less car dominated development and lifestyles** by developing housing schemes which promote walking and cycling, encourage and support public transport and better managed car parking.
- **Prioritising public sector owned land for residential development.**



Positive Delivery

Warrington & Co, the Council's growth and regeneration partnership, are tasked with leading the positive delivery of new homes in the Town Centre – working with Homes England, the Government's housing delivery agency, the private sector, Registered Providers and investors. Warrington & Co will support investors, help to bring sites forward, develop, with Homes England, the necessary support packages and will help unblock housing development sites. Site assembly will be a key role for the Council.

Warrington's Local Housing Company

The Council has established a local housing company - Incrementum as another vital tool to deliver more homes – particularly on Council owned land. Incrementum will develop and manage new homes and will work with partners and land owners on joint housing schemes. Its priority will be to provide homes to rent, however, it will also explore delivering other residential tenures where appropriate to create mixed tenure schemes.

New higher density homes and new places to live is a priority in the Town Centre, particularly for young people – a focused approach to urban living





Warrington Town Centre, a heart of the Town with its excellent public transport connectivity, will be the priority for business development and growth. Four particular locations will be the focus.

- **Stadium Quarter** – a new central business location opposite Central Rail Station and the Bus Interchange - building upon 'The Base' business incubator and University Technical College
- **Bank Quay Rail Hub** - commercial space as part of the redevelopment of the station to provide one of the best connected business locations in the UK – at the intersection of HS2/WCML, Northern Powerhouse Rail and other local and regional rail routes - The Warrington Central Business District.
- **Southern Gateway, Riverfront** – a location for new office development overlooking the proposed new Riverfront Plaza

- **Port Warrington** – a new port based offices, logistics and manufacturing location with its connections to the Manchester Ship Canal, West Coast Mainline rail network and new access infrastructure – adjacent to the Bank Quay Rail Hub.

Town Centre Hotels

The Town Centre has very few hotels. However, as an important business location and a driver of economic growth it should have more. Our research and market analysis concludes there is growing demand for more bed space and a real opportunity. We are in discussions with a number of developers and specific operators, who are interested in bringing forward hotels in the town. They have looked at occupation figures and income and have made specific offers to bring forward a development on two sites in the Town. The above key business

locations are also priorities for new hotel development coupled with a more boutique offer in the Time Square and the Cultural Quarter area.

The Town Centre will be a focus for new businesses and hotel development putting business at the heart of Warrington

Warrington Central Business District (CBD)

A new Business District Centred on a National Rail Hub at Bank Quay

The development of the National Rail Hub at Bank Quay Station will provide a transformational focus for a new business area at what already is a centre for national travel but will be enhanced

through the proposed arrival of HS2 and Northern Powerhouse Rail. The new station will become the heart of a new Warrington's Central Business District (CBD) – comprising:

- An enhanced and extended Centre Park Business Park
- An enhanced and redeveloped Wilson Patten Street
- The cluster of waterfront development sites fronting onto Bridgefoot
- The Warrington Waterfront Business Hub

This cluster of sites centred on the rail station will create a new and exciting place to invest, live and do business along Warrington's riverfront right in the heart of Warrington. A well connected and sustainable CBD with all the cultural and leisure opportunities the growing Town Centre will offer.



Warrington Central Business District

Keeping the Town Centre Moving & Connected

Major transport initiatives and improving access

Enhancing Warrington's transportation network and its connectivity are vital for the growth of the Town, the Town Centre in particular – to tackle congestion and to enable growth and increased economic and cultural activity.

The Council's Local Transport Plan (LTP4, 2019) established an integrated strategy and programme of work to enhance Warrington's connectivity by all modes, enhance network resilience, enable development and tackle congestion and air quality issues, and has a strong focus on supporting the Town Centre. The key elements of LTP4 for the Town Centre are:

A National Rail Hub in the centre of Warrington at the intersection of HS2 / West Coast Main Line and Northern Powerhouse Rail routes

A National Rail Hub at Bank Quay Station

Connectivity is one of the key reasons for Warrington's economic success. We need to maintain this market edge or the town's growth potential will be limited. There are some key national / regional opportunities that are being grasped:

- **High Speed 2 / West Coast Main Line** – the high speed rail services from London to the North and Scotland – North / South national rail movement.
- **Northern Powerhouse Rail** – the higher speed services from Liverpool to Manchester and beyond – East / West national rail linkages.

These routes cross in Warrington – and we are working well to ensure that they will interconnect in the Town Centre – creating a nationally significant rail hub at Warrington Bank Quay Station.





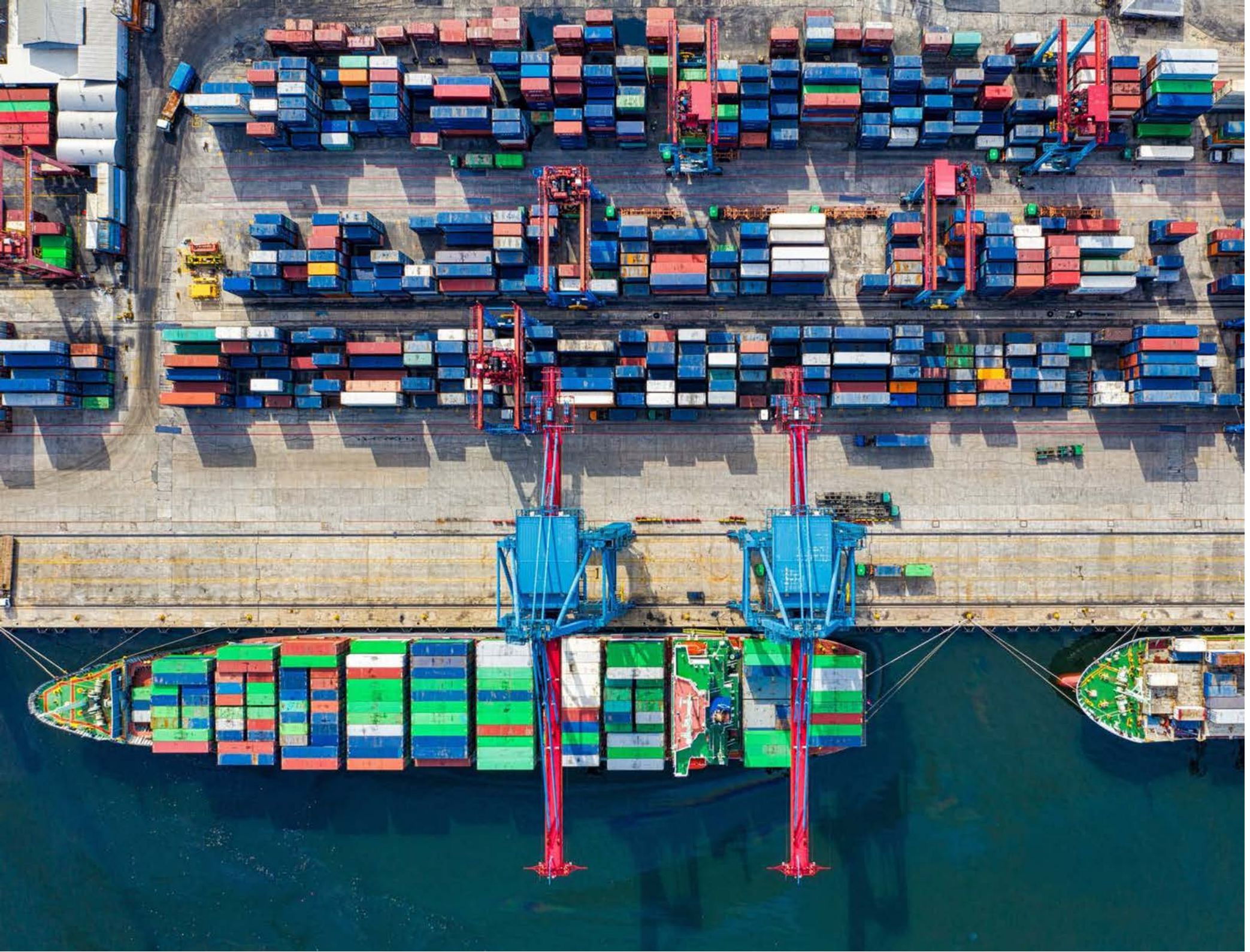
A new major international port based employment area at Port Warrington with new access and direct links to the national rail freight network.

A Multi-Modal Freight Interchange at Port Warrington

The Manchester Ship Canal is an increasingly important strategic trading and communication route. The improvement of Port Liverpool has enhanced its world trading position. Opportunity exists for the enhancement and development of Port Warrington as a major location for port based logistics and manufacturing, with improved access arrangements and direct links between the port and the West Coast Main Line. A multi-model port facility. The Warrington Waterfront development and infrastructure programme will enable this rare opportunity. The Council will work with Peel Ports to explore the opportunity for a 'free port' at Port Warrington.



Port Warrington



Warrington's New Local Transport Plan - The First and Last Mile

Warrington's new local transport plan aims to transform the Town's local transportation network and increase the use of more sustainable modes of travel. The focus for this plan and associated delivery programme is on the 'first and last mile' – i.e. improving the last mile of any journey into or the first mile out of the Town Centre for pedestrians, cyclists and buses. This 'Last Miles' covers the whole of this Masterplan geography.

The Local Transport Plan in the Town Centre seeks to:

Increase walking and cycling

- The delivery of Warrington's Local Cycling and Walking Infrastructure Plan (LCWIP)

- The Go Dutch approach
- Primary radial routes into the Town Centre and crossing barriers caused by the existing road network
- Routes within the Town Centre
- Routes along Warrington's riverfront
- The use of Warrington's Central Parklands as a cycling and walking circuit serving all parts of the Town Centre and linking Primary Radial routes and adjacent neighbourhoods
- Improved cycle parking provision throughout the town centre with cycle parking 'hubs' which are secure, covered and close to workplaces/destinations
- Publicity and Promotion of this new integrated network

Transforming public transport:

- Enhancing bus penetration and Facilities, improving access and reducing journey times

- Exploring a bus-based mass transit system moving people faster and more conveniently into and out of the Town Centre
- Supporting opportunities for service level enhancements and working with operators
- Enhancing local rail services on the CLC line.

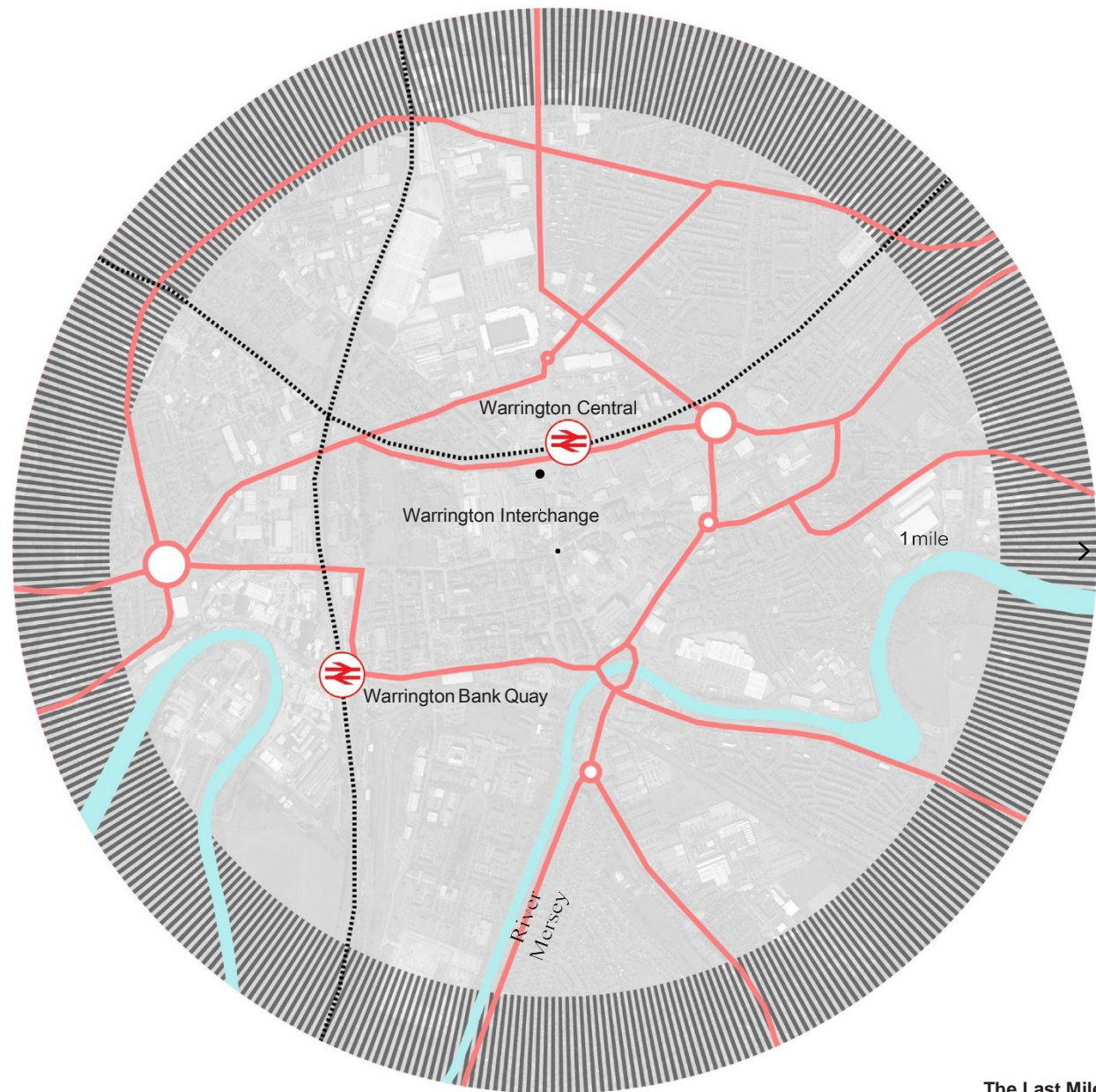
Managing the demand for private car travel through:

- Comprehensive behaviour change programmes aimed at promoting and supporting residents, employees, shoppers and visitors to reduce the use of cars to and within the town centre
- Delivered and monitored through a new town centre wide travel plan
- Reviewing the price and availability of parking in the town centre
- Exploring the re-allocation of road space to more sustainable modes, e.g. enhanced bus lanes and cycle lanes.



A new approach to public and private car parking:

- Providing new, more conveniently located, public car parking structures at key gateways and transport hubs – replacing surface car parking sites freeing these sites up for redevelopment for new homes and other developments
- Review of parking strategy and standards
- Allowing and enabling car free residential and other developments in the Town Centre – developers making a financial contribution to more sustainable transportation modes rather than providing car parking.



The Last Mile

Providing critical priority transport infrastructure:

Major new transformation projects:

- Centre Park Link Road (currently on-site)
- The Waterfront West Link Road (funding approved)
- Minor improvements:
- To key junctions and highways to enhance the efficiency and resilience of the Town Centre highway network
- To build in enhanced and prioritized provision for buses, cyclists and pedestrians.

Enhancing the environment of key streets:

- Shared space streets to promote increased street activity – street cafes and events
- Making streets more attractive to be in and for pedestrians to enjoy
- Developing a coherent suite of Street Furniture and surfacing treatment – for both the Council and private developers to use – to create a high quality and distinctively Warrington street scene to be enshrined in a new Town Centre Street Scene Guidance Framework
- Providing opportunities for public art – to reinforce the Town Centre's distinctiveness and tell its stories and explore its rich heritage.

Provision for new transportation technologies – helping to tackle climate change and air quality issues in the Town Centre:

- Electric vehicle charging facilities
- Smart ticketing and digital information services for public transport
- Autonomous and connected Vehicles

Warrington First and Last Mile Project – transforming the way people travel to, use and feel about the Town Centre



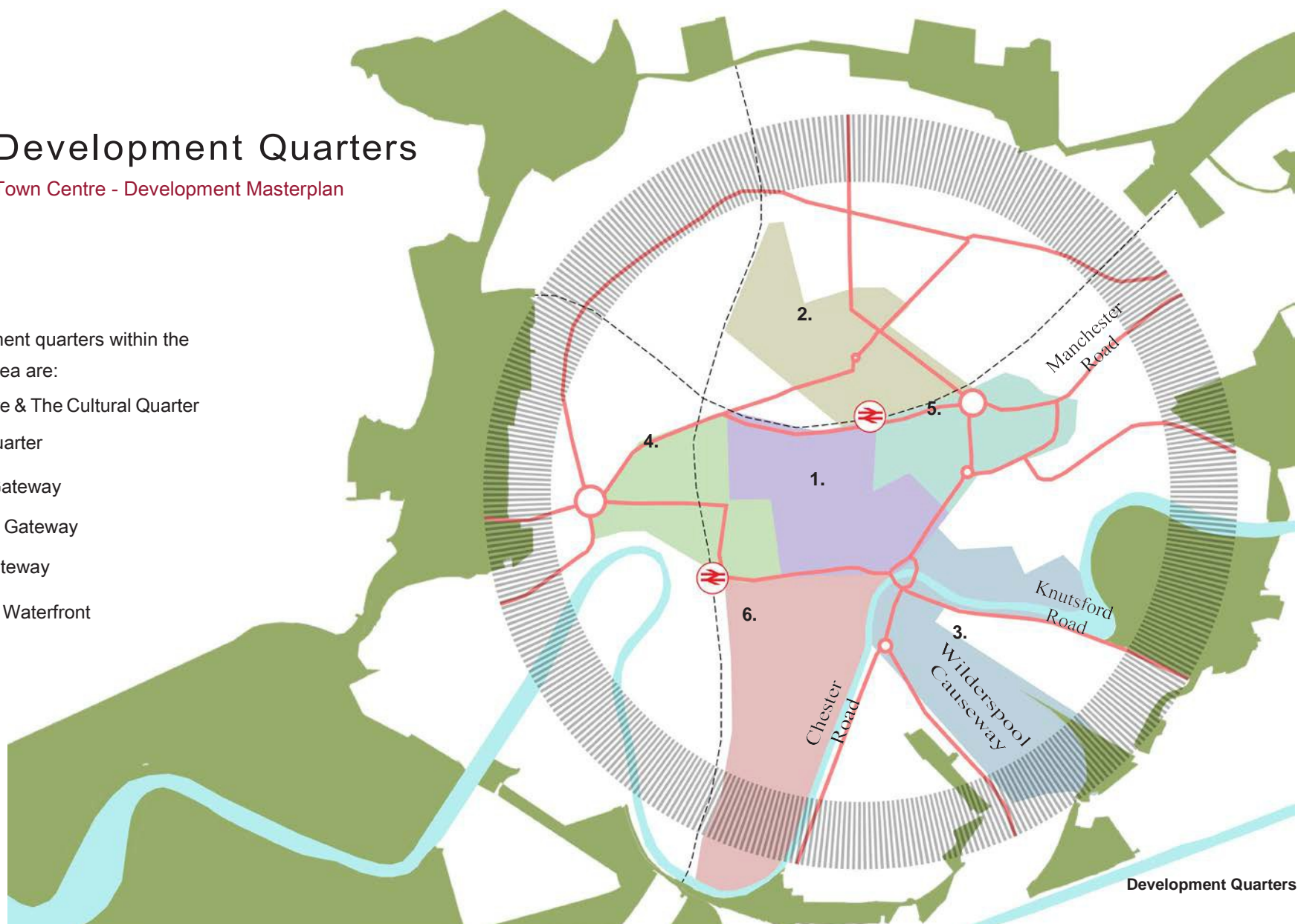


10 | Development Quarters

Town Centre - Development Masterplan

The development quarters within the masterplan area are:

1. Time Square & The Cultural Quarter
2. Stadium Quarter
3. Southern Gateway
4. Bank Quay Gateway
5. Eastern Gateway
6. Warrington Waterfront





Time Square

A new major leisure development and the Town's cultural heart. This area is at the core of the regeneration of the Town Centre – containing many of the Town's cultural and heritage assets, events venues and the largest current redevelopment project at Time Square.

Time Square and The Cultural Quarter - a vibrant and colourful cultural heart to the town

Phase 1

The first phase of this development is currently underway. It comprises:

- New Market Hall
- Multi-screen cinema
- Restaurants
- New offices
- New retail units
- New 1,200 space multi-storey car park

This vibrant development is set around a new public square, which will become a major new dynamic outdoor venue at the heart of the Town with outdoor markets and eating, family play and events. It will be colourful and animated on a continual basis – both by day and

in the evening. The scheme is on site, well advanced and programmed for completion in 2020. The Time Square development is a partnership between the Council and Muse Developments enabled by Warrington & Co.

Phase 2

Phase 2 of this scheme completes and redevelops the block south of Academy Way to Mersey Street and Bridge Street – creating a new frontage to the River Mersey. This would further enrich the mix with new homes, a new hotel, offices and food store development. Phase 2 is still in an early stage of design and development. The frontage of this development to Mersey Street and the riverfront will be important together with the opportunity to create a gateway feature at the corner of Mersey Street and Bridge Street through a landmark building - a new image for the Town Centre from the south.





Time Square

Cultural Quarter

The Cultural Quarter is developing as the heart of Warrington's cultural scene – with a range of attractive boutique restaurants and bars opening, together with Parr Hall and the Pyramid Arts Centre and venue – all set around a beautiful enhanced formal urban park–Queens Gardens.

The aim is to complete the gaps in its unique and attractive built form, along with reinforcing its cultural qualities and as the location for attractive bars and restaurants. At the same time ensuring that these uses live happily with people living in the area.

Cabinet Works

The Cabinet Works area is one of the most important redevelopment areas in the Cultural Quarter. It comprises the block consisting of Bridge Street / Sankey Street / Rylands Street / Cairo Street.

It sits at the 'join' between Palmyra Square, Bridge Street and Time Square. As such, its redevelopment is important to the regeneration of the Town Centre. However, the area has many vacant buildings together with poor and outdated premises. The Cabinet Works building itself and the adjacent building have been demolished for public safety reasons.

The sensitive and careful redevelopment of the block comprising the Cabinet Works site is a priority – for a mix of town centre uses including new

homes, business space and leisure and hospitality venues. The critical part of the redevelopment scheme will be to reinforce and create new, interesting pedestrian links and spaces between Bridge Street and Palmyra Square.

Bridge Street North (West side) has many vacant shop units and vacant upper floors. It is unlikely for shops to return to all of these vacant units, therefore it is proposed that the alteration, refurbishment and reuse of these attractive buildings (particularly the upper floors) would provide new homes and space for new businesses right in the heart of the Town Centre.

Warrington & Co have produced a framework masterplan for the Cultural Quarter. This is currently being updated and an implementation plan and programme is in the course of preparation.



Palmyra Square

Palmyra Square and Queens Gardens is one of the jewels of the Town Centre:

- A fine urban square with a fine townscape and attractive gardens
- A relatively secluded area away from the main traffic through routes in the Town centre
- An emerging café / bar scene resulting from the investment decisions of small local entrepreneurs that should be nurtured and expanded
- A successful cultural offer provided by Parr hall and the Pyramid – that should be built upon

This cafe scene activity is presently concentrated around Springfield Street. The Council has already provided an off street area in Queens Gardens and enhanced Springfield Street for alfresco activity – local café / bar owners are encouraged to use this facility to create an active and attractive outdoor street scene. The Makers Market in Palmyra Square is a welcome addition – this activity will be expanded to reinforce what has already become a new colourful cultural destination in the heart of the Town.

Garven Place

The redevelopment of the Leigh Street Baths site into the Bath Street Health & Wellbeing Centre means that Garven Place is available for redevelopment. Surrounded by attractive heritage and Listed Buildings, the Garven Place site comprises the former clinic site and the adjoining public car park (Council owned). The Listed Bank House (now vacant) will also be incorporated into the development area (albeit retained and carefully refurbished). This site will be redeveloped as a small mews of new town-houses. The important axial route from the Legh Street entrance of Golden Square to the Town Hall / Bank Park will also be retained and enhanced. The public car park will be re-provided as part of the scheme. The Council is currently actively exploring development partners for this project.

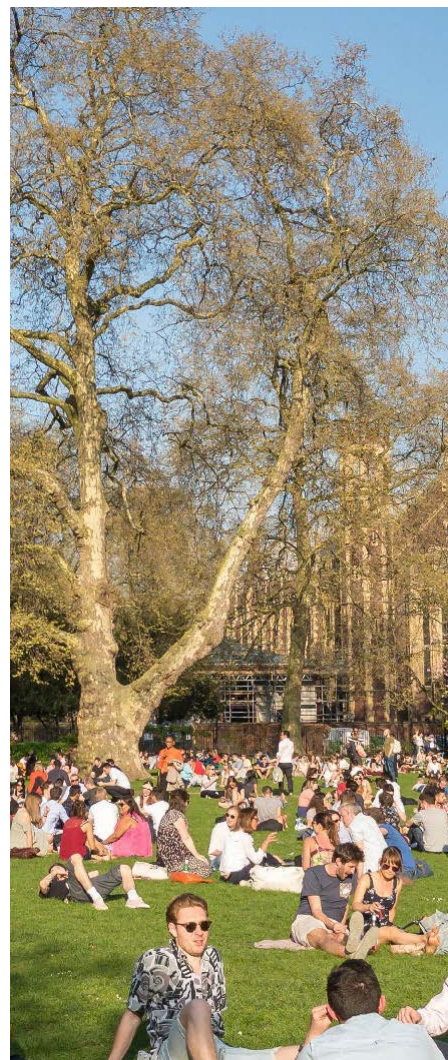


Bank Park

The Bank Park area covers not only the open space itself, but also the built up areas immediately adjoining the Park. The Council has over the last three years been remodelling and updating Bank Park – making it into one of Warrington's premier outdoor event venues.

Both the historic layout of the park and the bowls pavilion has been reinstated together with the provision of all-weather artificial bowling greens and facilities. A new play area has been provided and the lighting and park furniture has been improved. The park will be positively promoted and actively used as a venue, for example for music festivals and fairs. The café in the pavilion will be open and will provide a destination within the park, with its alfresco facilities and deck chairs for people to enjoy on fine days.

The Town Hall's Golden Gates have been refurbished to bring them back to their original glory and the offices of Golden Gates Housing Trust (part of the Torus Group), Bank Park House, has been completed and are occupied.



Golden Square

Golden Square is a successful and attractive shopping destination and a valuable town centre partner. As a destination in its own right Golden Square plays an important part in attracting a large number of people to the Town Centre, the further development of the Town's leisure offer is viewed as being complimentary to and supportive of this. The owners and operators of Golden Square will be supported and encouraged to further develop and enhance the centre's offer – particularly hospitality in the Old Market Place as a place for enjoyment, leisure and performance, to build on the events that are already, very successfully, held in and around Golden Square.



Stadium Quarter

A new place to live and do business with Central Station at its heart

This is a large mixed use redevelopment area bounded by Winwick Road, Dallam Lane, Tanners Lane and the rail line focused on Warrington's transport hub set around the home of Warrington Wolves Rugby League Club. Phase 1 of the Stadium Quarter is already underway with the successful completion of 'The Base', Warrington & Co's business incubator, and Warrington's engineering based University Technical College. The Warrington Youth Zone provided by On-Side is programmed to start on site in 2020 – providing much need and exiting new opportunities for young people easily assessable in the heart of the Town.

The remainder of phase 1 of the Stadium Quarter will be a new high density land mark, mixed user residential and business district located in the heart of Warrington, it will benefit from excellent connectivity by all types of public transport with Central Rail Station with its direct links to Manchester and Liverpool and beyond and more locally with links to Warrington West Station serving Omega, Lingley Mere, Chapelford and Birchwood Station connecting Birchwood EZ to the Town Centre.

The modern Bus Interchange, providing direct bus services from the whole of Warrington and nearby surrounding areas, and Golden Square Shopping Centre with its large car park – will all combine to make this area hugely attractive as a place to live and do

businesses. This is enhanced further by Warrington Bank Quay Station with inter-city connections to London, Birmingham and Scotland, being only 10-15 minutes-walk away. The rail station and its magnificent frontage and forecourt will be the heart of phase 1 of the Stadium Quarter.

The development of further phases of the Stadium Quarter will comprise:

- **Major improvements to Central Station** – with its reorientation to its former entrance and the provision of an attractive 'Station Square' to enhance its setting.
- **A new multi-storey car park** – to serve the rail station, Stadium Quarter and the Town Centre generally.



- **The redevelopment of vacant and underused sites and buildings** – mending the areas urban form and creating an attractive new place:

Winwick Road (West) – a major new high density residential, hotel and office scheme completing Stadium Quarter phase 1 and completing the base / UTC block - A major development of some 600 homes.

John Street – already with planning consent a major new residential apartment project comprising some 362 new homes adjacent to Central Station

Silver Street – creating a gateway into the Town Centre and the Stadium Quarter redevelopment area.

Dallam Lane (North) - the area around the Central Trading Estate and Asda depot – a new residential redevelopment area and a site for the relocation of the Warrington's Own Buses bus depot

Pinner's Brow – a new residential / commercial area – at the gateway to the Town Centre

Lythgoes Lane – a new frontage onto this key route into the Town Centre.



The Stadium Quarter

Southern Gateway

River front businesses and homes

The Southern Gateway development area sits astride the River Mersey and along Wilderspool Causeway. The proposal is to create:

- A new town centre waterfront residential area at the Wharf.
- A new riverfront commercial area fronting onto the south side of Bridgefoot - part of the Warrington Central Business District.
- A new residential community alongside Wilderspool Causeway to Loushers Lane – linking Warrington Town Centre and Stockton Heath.

The Council and Langtree Group have formed a joint venture company, Wire Regeneration, to progress the

development of the Southern Gateway. To date a masterplan has been produced and Wire Regeneration is progressing its redevelopment and investment plans. The key output is to deliver over 1,300 new homes in the Southern Gateway – right in the heart of the Town Centre, together with a transformed river front overlooked by new and attractive commercial floor space.

The brief for this area is to:

- **Create a new square as an enhanced setting for St. James' Church**, bounded by a mix of buildings – offices, hotel, homes and ancillary retailing.
- **Provide a cluster of landmark buildings fronting onto the River Mersey and Bridgefoot** – at Old

Street, Bridge Street and the former Mr. Smith's site.

- **Provide a major new area of waterfront public open space** - improving the setting of the cenotaph and creating a riverside walkway/cycleway.
- **Enhance the Wilderspool Causeway viaduct** - as an important gateway onto the Town Centre and one of Warrington's many bridges
- **Create a residential community comprising town houses and traditional terraced streets** – within a formal network of streets and spaces linking into the adjoining residential streets.





Southern Gateway

Bank Quay Gateway

A new national rail hub, new homes, and new jobs

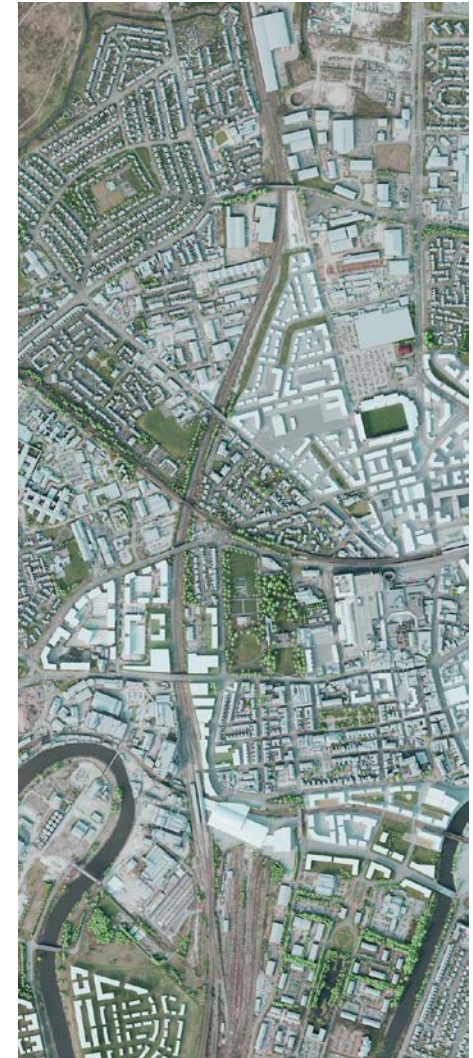
The major national High Speed rail improvements programmed (HS2 and Northern Powerhouse Rail) provide a whole new opportunity for central Warrington – particularly for Bank Quay rail station itself. This rather underused and unappealing area could be transformed into a major redevelopment area – a mixed use new gateway to the Town Centre, focused on a major nationally and regionally important rail hub – the intersection of HS2/West Coast Mainline and Northern Powerhouse Rail.

This development area comprises:

- A redeveloped and expanded rail station at Bank Quay possibly combining the West Coast mainline plus HS2, Northern Powerhouse Rail; and local rail routes with high-level and low level stations with new entrance, ticket and waiting halls, hospitality facilities and shops together with enhanced pick-up and drop-off, car parking and taxi facilities.
- New access points to the west of the station connecting the station to the Warrington Waterfront - which would also allow pedestrians to walk from the Waterfront to the Town Centre – making the new station the focus of new development areas – a new station with 360 degree pedestrian access

- A new rail hub orientated redevelopment area – comprising hotel, retailing, restaurants and offices - all focused on a new Bank Quay station - The Warrington Central Business District.
- A new gateway redevelopment zone - covering the area between Froghall Lane, Sankey Way and the West Coast Mainline with a new enhanced setting to the Sacred Heart Church.

Warrington Central Business District - a new mixed use business area focused on the new national rail hub and the river front - where national east/west and north/south routes cross.





Bank Quay Gateway

Eastern Gateway

A new urban village - Town Hill and St Elphin's Urban Village

The arc of the Town Centre between Horsemarket Street / Town Hill, School Brow and St Elphin's Church is a major opportunity to create a large new residential quarter in the heart of Warrington. The area currently comprises underused land, struggling retail areas and a fractured urban form which detracts both from the Town Centre and the glorious St Elphin's Conservation Area. This should be an attractive urban village anchored by St Elphin's and St Mary's churches rather than one that is dominated by surface car parking, retail sheds and vacant lots. The redevelopment of this area, as a predominantly residential area, would provide over 1000 new homes in the heart of Warrington – a community that would fuel sustainable foot-fall in the Town Centre streets.

The masterplan retains the Sainsbury's foodstore initially, providing a new residential street frontage to the

Sainsburys' Car park – to achieve the improvement of the Conservation Area and the setting of the church. In the longer term, the redevelopment of the whole food store site would complete what would be a new urban village in the heart of the Town Centre.

Its components would be:

- **A high density residential development** – town houses and apartments – set as a formal network of streets and green squares.
- **A strong pedestrian / cyclist movement route/spine**-running through the area from Horsemarket Street / Town Hill to St Elphin's Church– anew Cockhedge Lane providing options to walking and cycle between green spaces
- **A new urban village focused on Town Hill and St Elphin's Church** – providing new homes and enhancing the setting of the Conservation Area
- **A range of densities of**

development – densities increasing from St Elphin's in the East (lower density) to Town Hill where the density becomes more 'town centre' in scale and form.

- **Strong urban frontages to all the key streets** - the retention and 'mending' of the areas historic street pattern
- **Strong at-grade pedestrian crossings** - over Scotland Road, Fennel Street / Brick Street and Church Street and the transformation of these streets from barren strips to urban boulevards – with street tree planting and enhancement and strong frontage redevelopments.
- **The remodelling of Town Hill** and its adjoining sites to provide new homes and the link between this

A new urban village at
Cockhedge and St
Elphin's
- Urban living in the heart
of the Town





Eastern Gateway

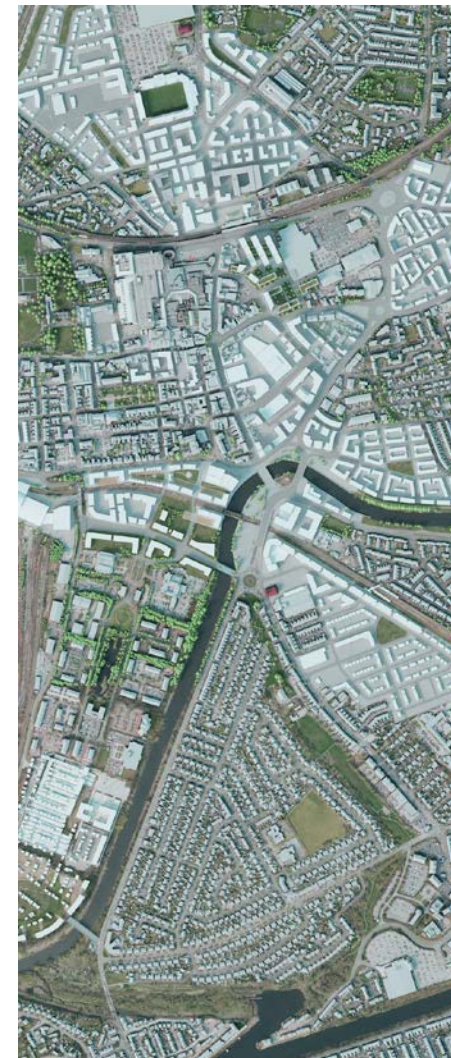
Warrington Waterfront

A new large scale river front development opportunity and a new quarter to the town centre with a new country park at its heart:

The Waterfront development area is one of Warrington's greatest assets and one of its greatest opportunities.

An integral part of the Town Centre, the Waterfront has a number of major advantages:

- **It is located on the Bank Quay Rail Hub** - already a focus of rail connectivity, but with the arrival of HS2 and Northern Powerhouse Rail, Bank Quay's connectivity will be enhanced as a hub of north / south and east / west high speed express national rail connectivity
- **It sits astride one of the world's most well know rivers. The Mersey** – enabling the creation of attractive waterfront development and attractive riverfront walkways and cycle-ways right through the heart of the Town Centre – creating a unique development opportunity and an unrivalled place to live and work
- **It sits along the Manchester Ship Canal one of the busiest commercial waterways in the UK**
Port Warrington currently small and limited by poor access, will become a regionally important business location associated with the Ports international trading linkages through the improved Port Liverpool and Port Salford
- **In the heart of the Waterfront is the Warrington Transporter Bridge** – a Scheduled Ancient Monument – which, when renovated as part of the development of the Waterfront, would provide a real sense of place and a significant historic asset celebrating the town's industrial past
- **The waterfront forms a part of the wider Mersey Forest** – an extensive network of woodlands and green spaces across Merseyside and north Cheshire – giving the waterfront development area a unique setting which it will enhance through the creation of new country parks and green spaces
- **Warrington Waterfront is one of the most significant of the Town's growth and regeneration areas** - it forms an integral development zone right in the heart of the Town Centre – its development and regeneration will have transformational impacts on the wider Town Centre.





Warrington Waterfront - an exciting new connected place to live, work, do business and visit, right in the heart of the Northern Powerhouse

Warrington Waterfront has for some time been identified as a strategic development opportunity to cater for Warrington's housing and employment growth needs into the future. It has always been constrained by a lack of access infrastructure together with the fact that the Arpley Landfill site was operational. The Arpley Landfill site has been closed and is currently being reclaimed. The Council, Warrington & Co and the Homes and Communities Agency have been successfully working closely with Government to enable essential infrastructure provision:

- Centre Park Link and bridge – now on site (completion 2020)
- Waterfront West Link Road – programmed to start 2021 and complete 2024
- Bridgefoot Link Road - yet to be programmed (estimated to start 2024)

The Council has also developed a new masterplan for the development of Warrington Waterfront that defines the routes of these new infrastructure links and the new development areas they enable. These three new links will:

- Open up new land for development
- Strengthen Warrington's highway network resilience
- Tackle air quality issues in the Town Centre
- Provide an additional high-level fixed bridge over the Manchester

Ship Canal – thereby helping to overcome congestion and traffic disturbance due to bridge swings

- Tackle congestion at Bridgefoot – enabling this area to be enhanced and better used as waterfront public space
- Enhance the capacity of the wider Town Centre for additional growth and investment

This infrastructure is being progressed through a package of funding from the Council, Homes England, DfT, the LEP and Government including contributions from the development areas enabled.

The following key development areas are proposed:

- **Waterfront East** - Centre Park and Wilson Patten Street:

The redevelopment of the former Spectra Packaging site

and adjacent land for residential purposes (600 new homes).

The redevelopment of land between Wilson Patten Street and Centre Park for a mix of Town Centre uses, including – homes, offices, restaurants and hotels to front onto the riverfront, Wilson Patten Street and Bank Quay rail station

- **Waterfront West** – Arpley Meadows and Forrest Way – a mixed use redevelopment area – for new homes and business space (2,000+ new homes)
- **Port Warrington** – the major expansion of Port Warrington for large scale port based logistics and manufacturing (1m sq.ft), which will be able to provide a tri-modal (rail, water and road) facility and remove a substantial number of heavy goods vehicles from both the local road

and motorway networks via a direct rail connection from the Manchester Ship Canal to the West Coast Main Line – the alignment of which has already been secured

- **New Country Park** - the reclamation and improvement of the Arpley and Gatewarth Landfill sites into a new Country Park which will provide valuable recreation space and will feed directly into sustainable transport links such as the Trans-Pennine Trail
- **Old Liverpool Road** – the regeneration of Old Liverpool Road, enhancing the environment and redevelopment of vacant and under used sites. Detailed proposals will be developed in conjunction with local residents.

This area provides the opportunity for a range of new homes:

- High density apartments and town houses particularly along the river front
- New family homes with gardens
- Provision for new Self-Build and Custom Build homes.

These would be set within a framework of green space with continuous riverfront promenades and walking and cycling routes along the River Mersey – creating an attractive new place to live and linking this area directly to the heart of the Town Centre and to the Mersey Forest Park along the estuary.



A New Riverside Plaza

The development of Waterfront East, the Southern Gateway and Time Square come together at the Warrington Old Bridge and adjacent park. It is proposed that at this point a major new town centre waterfront plaza be created to provide a new civic space and riverside park for Warrington residents to enjoy, to form the context for new riverfront commercial uses, new buildings and form a new improved setting to the town's cenotaph. The new road infrastructure provided as part of the waterfront development area will enable significant improvements and simplification of the highways in this waterfront space, along with public realm gains.

As part of the redevelopment of the Southern Gateway area the Wilderspool Causeway viaduct will be enhanced – as an attractive bridge feature at this key gateway into the Town Centre.

Upper Mersey Valley Forest Park

It is proposed to create a new and improved leisure and open space destination for the residents of Warrington to enjoy. This will involve the creation of a major country park at the former Gatewarth and Arpley Landfill sites – a large area rich in wildlife and biodiversity with the River Mersey flowing through. The country park will stretch from the heart of the Town Centre out to the Fiddlers Ferry Marina area.

Warrington Transporter Bridge

The Transporter Bridge is unique and is a Scheduled Ancient Monument and an important heritage asset. The renovation and improved setting for the bridge will be part of the Warrington Waterfront development.





Interactive Digital Masterplan Model

To support and accompany the Masterplan, a new and innovative digital masterplan model for Warrington Town Centre developed in association with AECOM. Covering the current built form of the whole Town Centre and the Waterfront area it is a 3 dimensional (3D) interactive model. It is available through Warrington & Co. The development illustrations used within this document are taken directly from the model.

This model will be a key tool to help planners, designers, investors and decision makers understand the scale, form and impact of new development proposals. It will also help in the communication of new proposals and promotion of the Masterplan vision and ambitions. The Council expects and encourages designers and developers to make full use of the digital masterplan and insert their schemes into the 3D model to explore and assess the impact of new designs and proposals.

The 3D model will be regularly updated to include new developments on site and those with a current planning consent. It can also be used to vision and model developments at an advanced stage of design for the purposes of public consultation and debate.

Partner and Stakeholder Engagement

It is considered important that partner public agencies, businesses, residents, developers and visitors are fully engaged and can have their say on proposals and on the future development of the Town Centre. It is therefore the intention to consult on the Town Centre SPD, this will allow testing of core principles and help further understand how Town Centre form, function and environmental sustainability can be improved for all.

Places Matter – Independent Design Review.

It will be expected that particularly important proposals and designs on key sites will be subject to an external Design Review through 'Places Matter'. Places Matter is an organisation devoted to generating a strong sense of place in living, working and leisure environments throughout the North West of England. Its design review panels consist of architects, landscape architects, urban designers, town planners, engineers, conservation specialists and sustainability experts. It is currently hosted by the Royal Institute of British Architects (RIBA) at RIBA North offices in Liverpool.



The Warrington Town Centre
Interactive Digital 3D Model will
enable the best in design and
development and support debate
around new developments



Town Centre Urban Design Guidance

To meet the Masterplan vision of economic growth within an attractive and vibrant Town Centre all future development proposals will need to address core urban design principles and associated guidelines on site design and building heights.

Key principles are outlined as part of the approach in the Masterplan and it is the intention that a Town Centre Supplementary Planning Document (SPD) will be prepared. This will address in more detail the spatial pattern across the Town Centre; the urban design standards that will be required for the Town Centre and its associated development quarters and expectations for site specific proposals.

Consideration will be given to:

- **Strategic Links** – the key lines of the movement of people particularly on foot – new buildings along these link routes need to reinforce the street scene and present attractive and active streetfrontages.
- **Nodes** – where these key movement routes meet – these are important places which new building should react to and reinforce.
- **Gateways** – these are places and spaces that mark the entrances to the Town Centre – new buildings need to be particularly well designed to define the gateways more effectively
- **View Corridors** – these outline important corridors which define the character of the Town Centre

and frame important views. Again these corridors need to be framed by important new buildings of high quality and these views should not be interrupted and should be reinforced.

- **Public Open Spaces** – these are key spaces, both hard and soft, which need to be reinforced by new development and are spaces where people meet and interact. Open spaces therefore need to complement and marry with the surrounding buildings and function to connect places and people.

The Urban Design and Building Heights Framework will support designers, developers and decision makers to ensure an exciting and high quality built form

The Building Heights Framework outlines:

In line with the overall approach and aspirations of Warrington Means Business and the Local Plan to maximize the development of brownfield sites and land uses in the Town Centre's urban core, the Masterplan envisages that the density of development including building height will increase. To ensure quality in the streetscape, building height guidance in the SPD will reference existing spatial patterns, interpret the character of development quarters and development sites considering massing; density; building height and building adjacencies including historic buildings and street patterns within the existing built form.

The Town Centre SPD will assist developers and designers as they bring forward proposals and planning applications and ensure that the Council's aspirations for the future Town Centre are positively reinforced.

Street Furniture and Materials

The Council will also produce:

- A Palette of Materials and their use for street and public realm works.
- A Suite of Street Furniture (street lights, benches, bins, fingerposts and information structures, tree grills, cycle stands etc.) to be used in all public realm works.

The Council expects that this standard palette of materials and suite of street furniture to be used by all developers in their schemes and will be used by the Council in all its street works and public realm schemes. This will enable a consistency of street work design, enable individual schemes to contribute their part to wider routes and help create a clear identity and image to the Town Centre. It will also ensure high quality in public realm and street works.

The Detailed Public Realm Materials Pallet and Street Furniture Suite will reinforce the Town Centre's image and ensure quality and consistency





12 | Management & Maintenance

The delivery of this major change programme in the heart of Warrington over the next 25 years means that there needs to be a step change in its leadership, management and its maintenance. Key priorities for this must be:

- Communicating the ongoing changes
- To work closely with traders
- Proactive Marketing – both of investment opportunities but also of events and activities
- The organisation and programming of Town Centre activities, events and festivals
- Co-ordinating and programming of the use of key Town Centre spaces
- Building real partnerships to deliver strong joint working

- Ensuring the Town Centre is well maintained, clean and safe
- Promoting and co-ordinating street cafes and street animation
- Orientation and way marking

This needs to be built upon a key set of real and active relationships.

Business Improvement District (BID)

Warrington's first Business Improvement District went live in August 2018, following a positive vote in March of the same year. The BID will run for 5 years, generating around £1.8m of ring fenced funds to invest in town centre enhancements. The budget will come mainly from a Business Rate levy of 1.5%, however also through match funding with initiatives that complement the objectives of the BID.

The BID has four main themes:

- Destination Warrington: A vibrant, well promoted and high quality town centre
- A Safer Town Centre
- A connected and accessible Warrington
- Doing business in Warrington

The BID Steering Group represent the following sectors:

- Retailing
- Digital Marketing
- Third Sector
- Night-time Economy
- Banking
- Police
- Recruitment

Programme Management & Delivery

The delivery of this revised masterplan will require determined and long term leadership and partnership. Warrington & Co will take the important programme management role and the Council is determined to lead this continuing transformation in partnership with the BID, Homes England, traders, land owners, developers and investors.



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