



**WATERFOOT MASTERPLAN**

**DRAFT TOWN CENTRE MASTERPLAN**



# PRESENTATION STRUCTURE

## INTRODUCTION

### SETTING THE SCENE:

- STRENGTHS
- OPPORTUNITIES
- OBJECTIVES

## POSITIONING IDEAS AND CONCEPTS

## EARLY PROPOSALS FOR DISCUSSION



# INTRODUCTION

## FIRST AND FOREMOST:

- WE ARE ROSSENDALE RESIDENTS OF 44+ YEARS
- TWO OF OUR TEAM ARE FORMER PUPILS AT BRGS
- WE ARE PASSIONATE ABOUT ROSSENDALE AND ITS FUTURE
- WE HAVE INTRINSIC LINKS TO THE LOCAL COMMUNITY

## OUR BACKGROUND:

- PRACTICING URBAN DESIGNER FOR 25 YEARS
- EXTENSIVE EXPERIENCE DELIVERING REGENERATION PROJECTS BOTH NATIONALLY AND INTERNATIONALLY
- OUR PRACTICE IS BASED IN RAWTENSTALL
- WE HAVE A PASSION FOR PROJECTS THAT BENEFIT THE LOCAL COMMUNITY AND CREATE SUSTAINABLE TOWNS FOR THE FUTURE.

## OUR APPROACH:

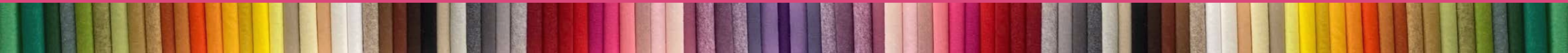
- TO ENGAGE WITH THE LOCAL COMMUNITY AT ALL STAGES
- TO IDENTIFY SHORT TERM PROJECTS THAT CAN HAPPEN QUICKLY
- TO CREATE A FLEXIBLE FRAMEWORK TO ALLOW IDEAS TO BE TESTED BEFORE IMPLEMENTATION
- TO PROPOSE MEDIUM AND LONGER TERM PROJECTS THAT REQUIRE PRIVATE INVESTMENT AND FUNDING TO COME FORWARD.



S Q U A R E   Y A R D



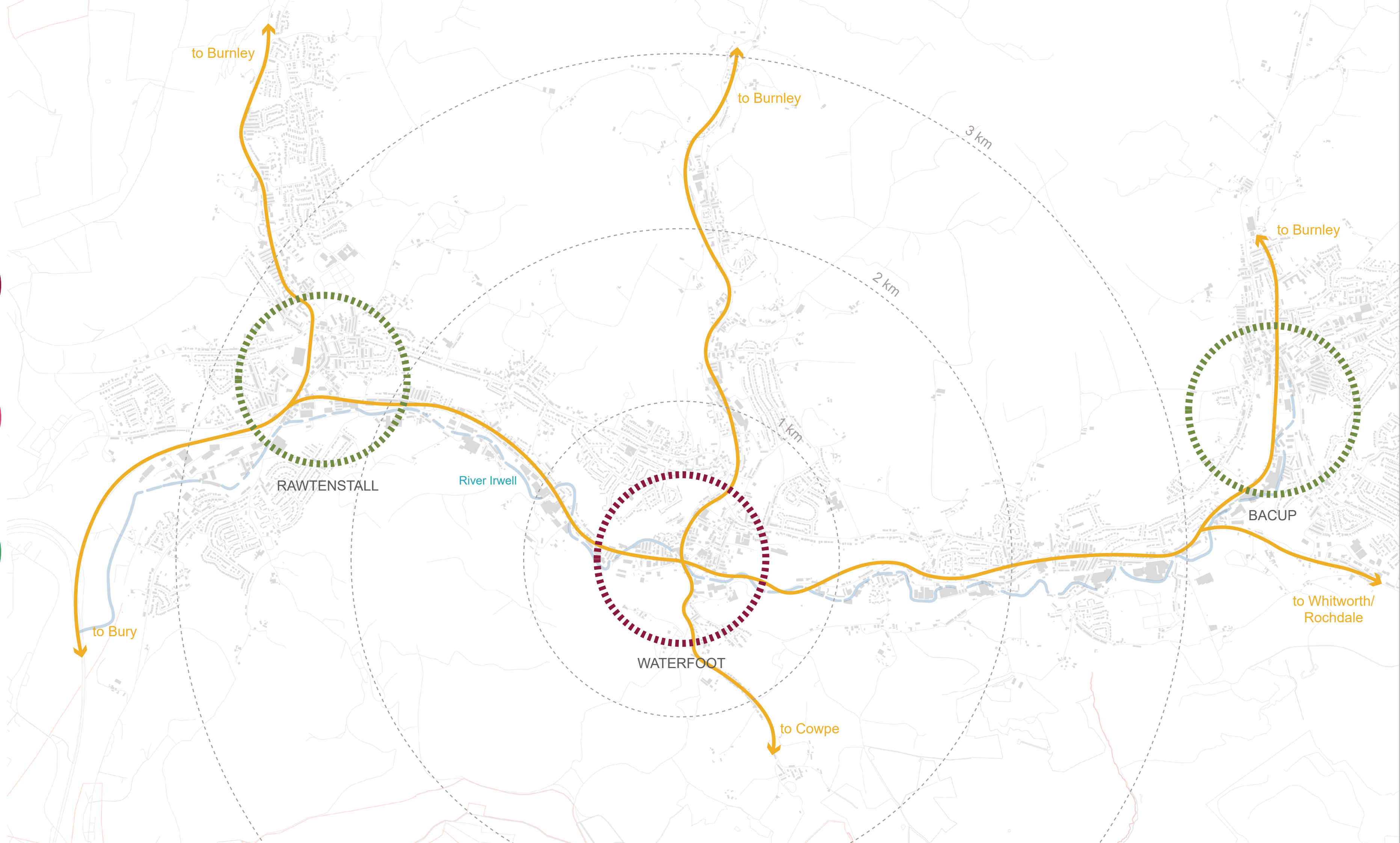
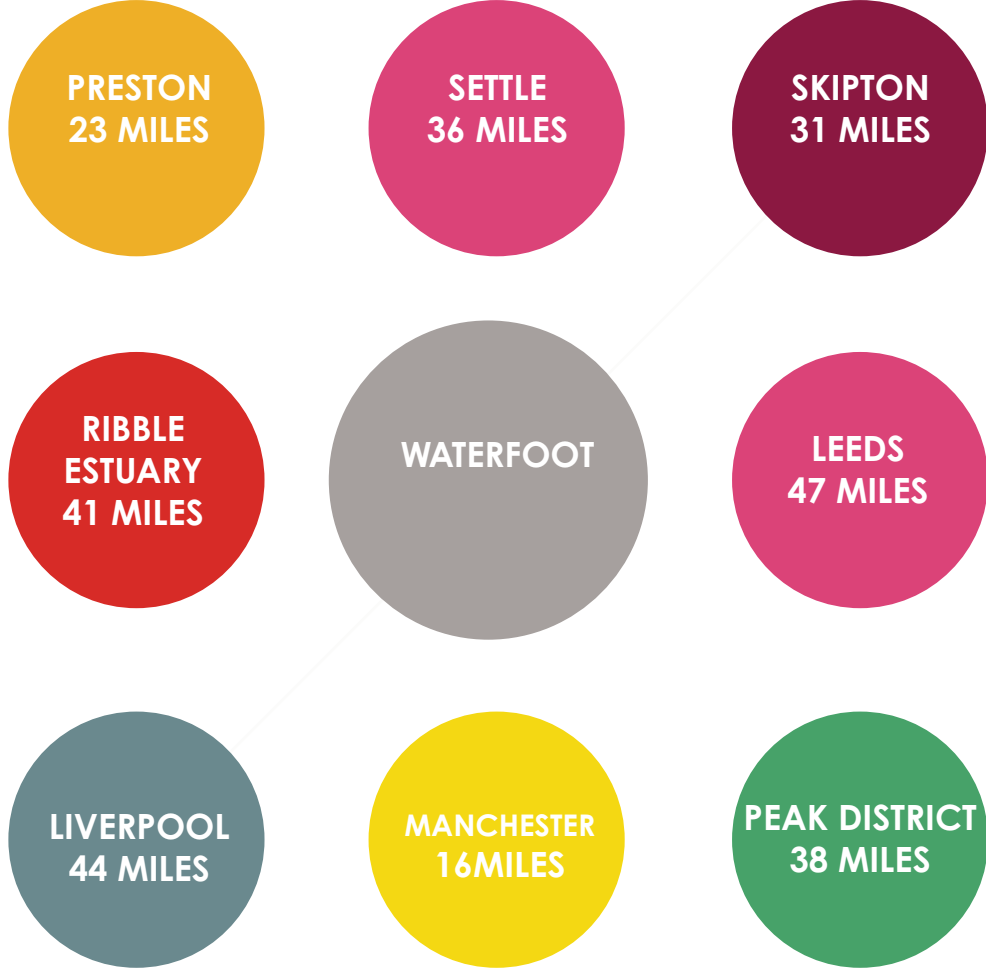
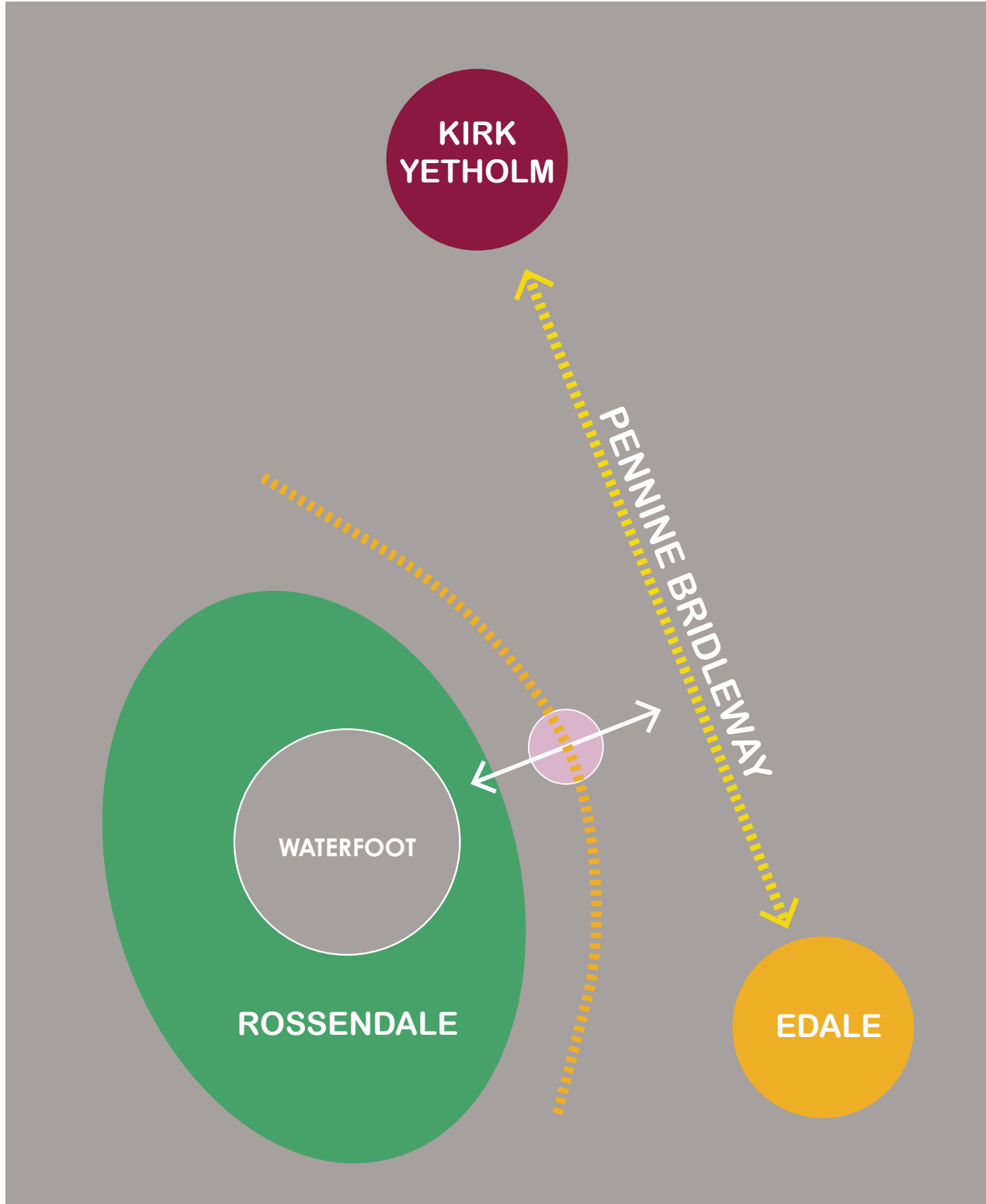
# SETTING THE SCENE





# CONTEXT OF THE MASTERPLAN

WHAT IS THE PARTICULAR ROLE OF WATERFOOT IN THE WIDER CONTEXT OF ROSSENDALE AND BEYOND?





# HISTORICAL CONTEXT

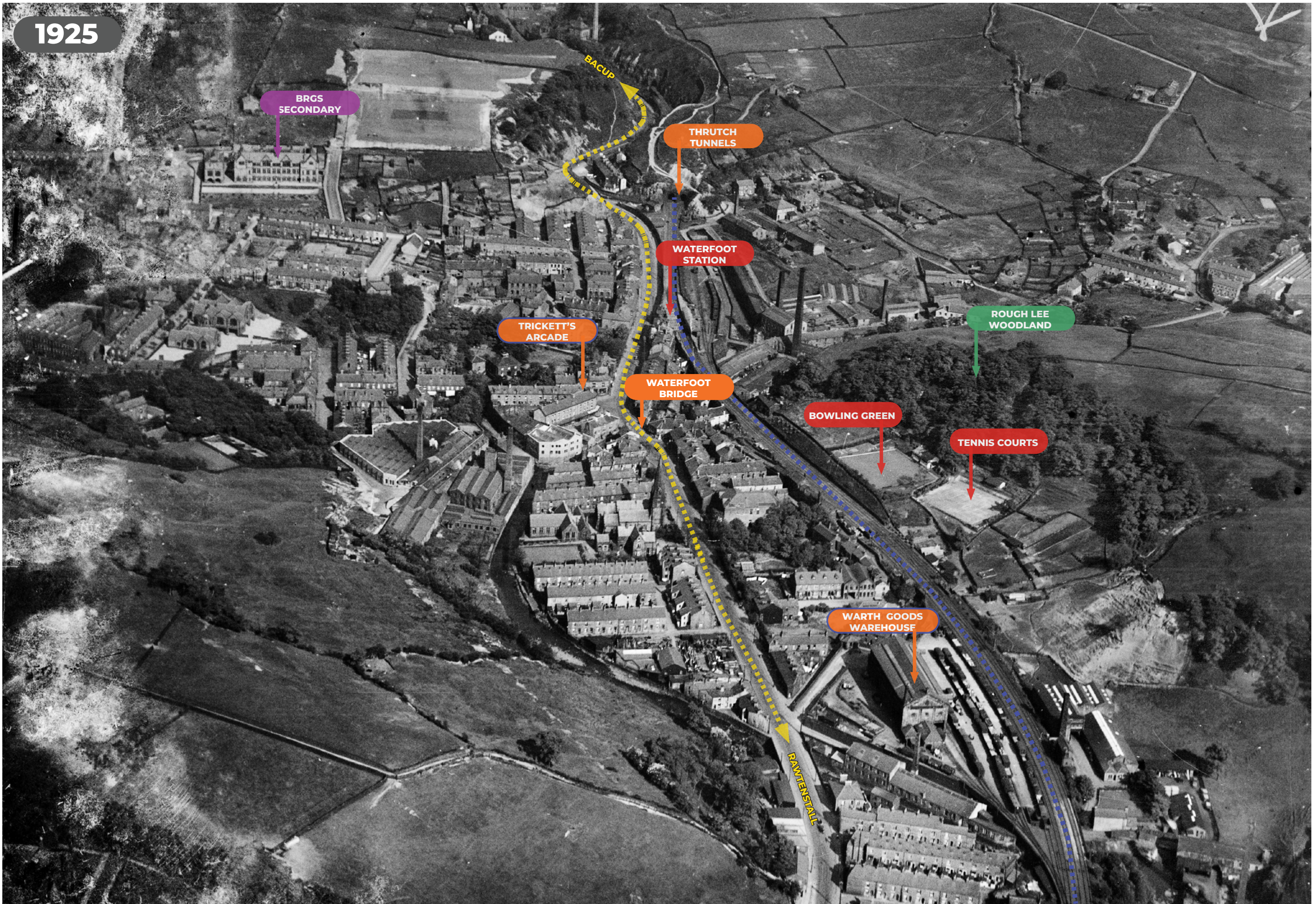
- Waterfoot was originally known as ‘The Waterfoot’ which is a place where two rivers meet.
- The area was largely uninhabited prior to the industrial revolution, with the population centred at that time on the ancient trade routes through Newchurch following the line of Newchurch Road and Booth Road.
- The arrival of the railway in 1848 saw rapid development in Waterfoot.
- The railway station was named ‘Newchurch Station’ as Waterfoot was an extension of Newchurch at that time.
- The town unofficially got its name when the Post Office arrived in 1851 and was named ‘Waterfoot Post Office’.
- In 1881 the railway station was renamed ‘Waterfoot for Newchurch’.
- The plentiful supply of high quality ‘soft water’ in the area drove the industrial revolution as it does not leave unwanted calcium deposits and is perfect for washing cotton.
- ‘Cooperation’ in Waterfoot in the 1860’s ensured ‘The Golden Valley’ wealth was distributed evenly with workers holding shares in the mills they worked in.
- Waterfoot is home to Gagghills Mill founded by Henry Trickett who also built the Victoria Arcade. At one point Gagghills was the largest slipper factory in the world, employing over 1000 people and manufacturing 72k slippers per week.
- Trickett introduced profit sharing, sick pay, and holiday clubs long before they became part of the industrial scene. He treated his staff well; the 6 people he employed at the start were still with him 30 years later.





# STRENGTHS

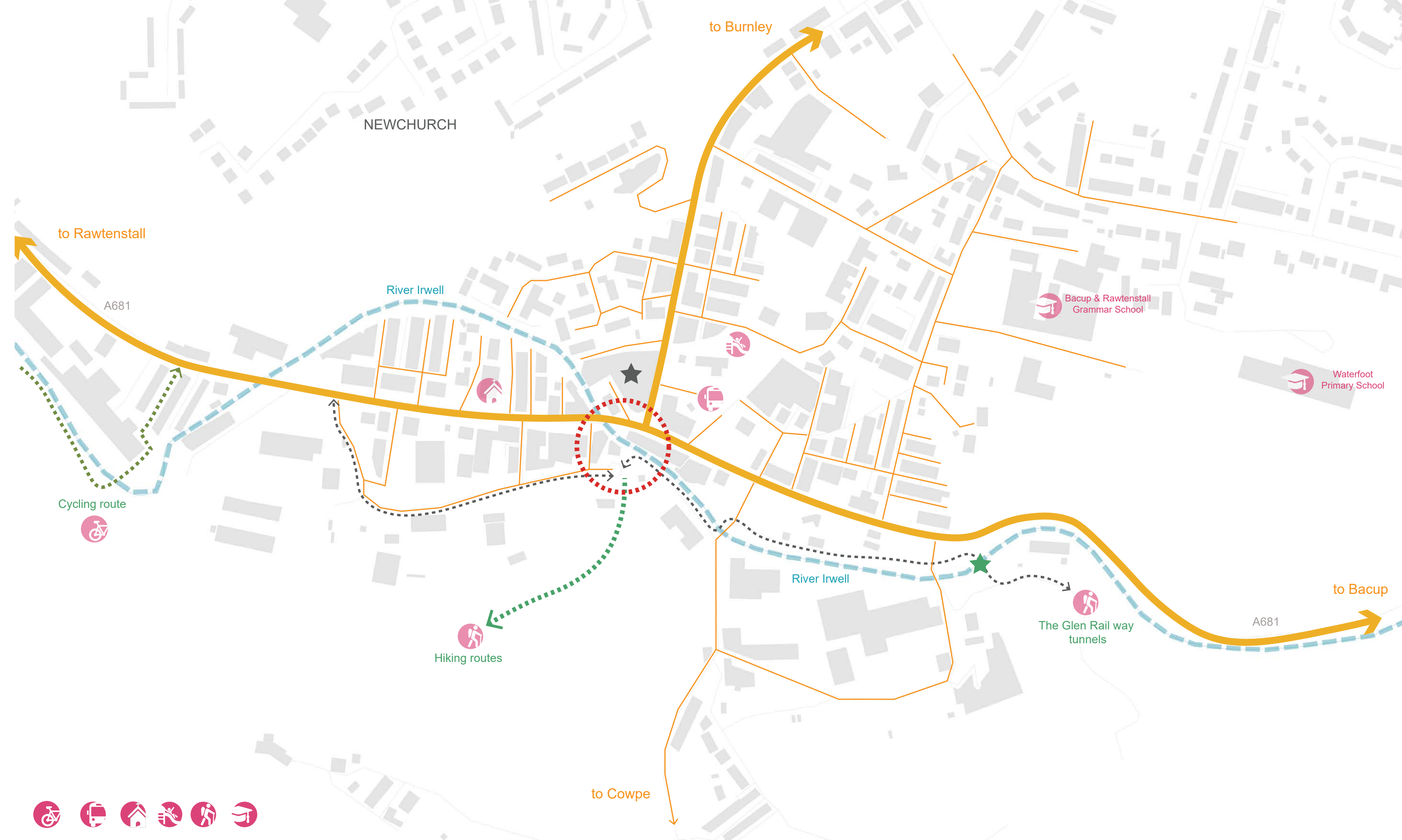
- ▶ STRONG COMMUNITY
- ▶ ATTRACTIVE TOWNSCAPE AND HISTORIC BUILDINGS
- ▶ RICH CULTURAL HERITAGE
- ▶ THRIVING ARTS AND CREATIVE COMMUNITY
- ▶ STRONG HISTORY OF COMMUNITY SPIRIT





# OPPORTUNITIES

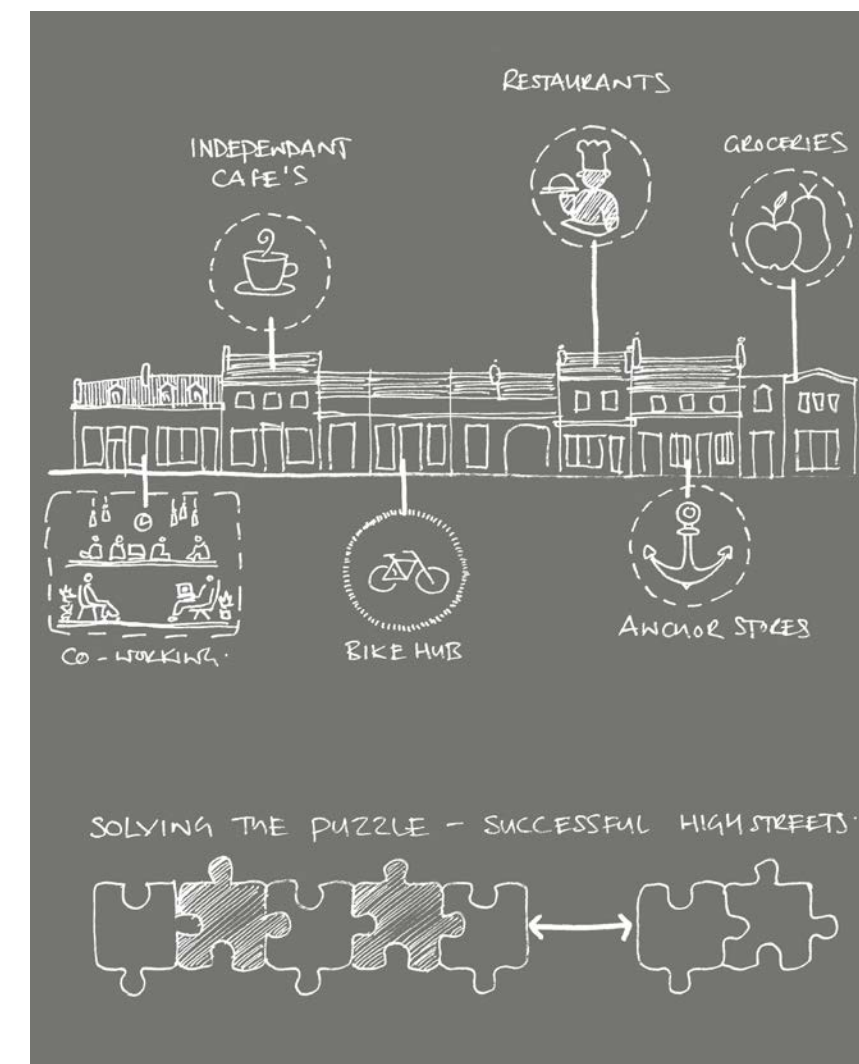
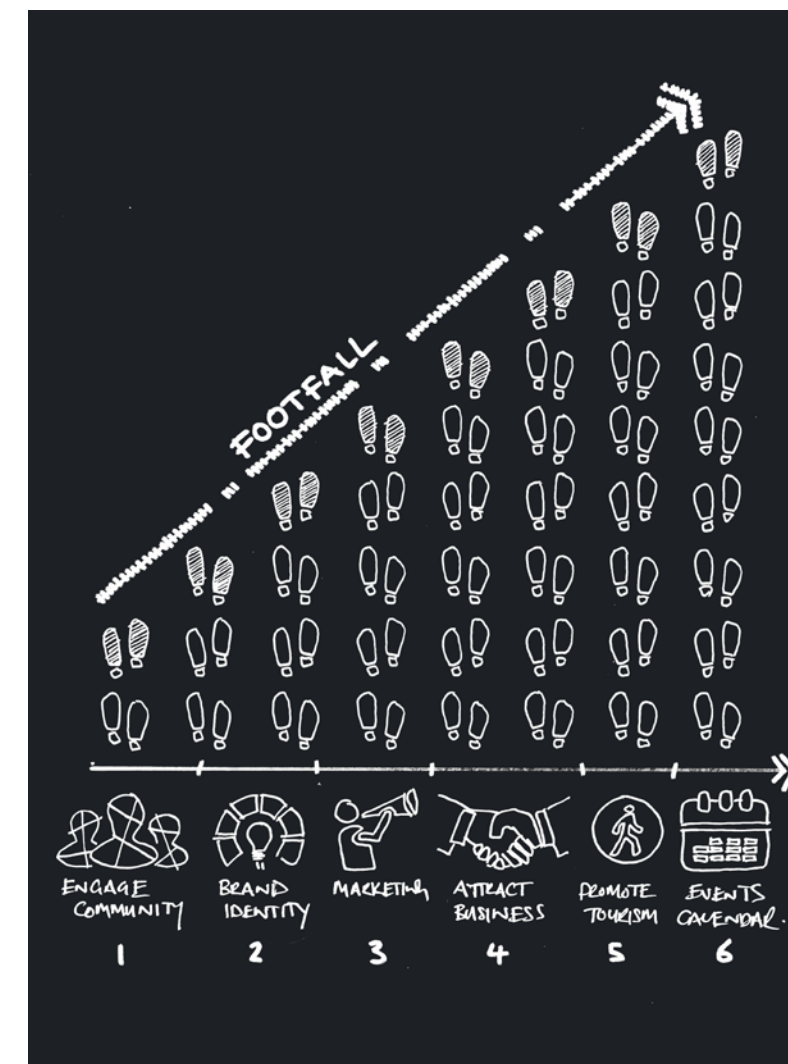
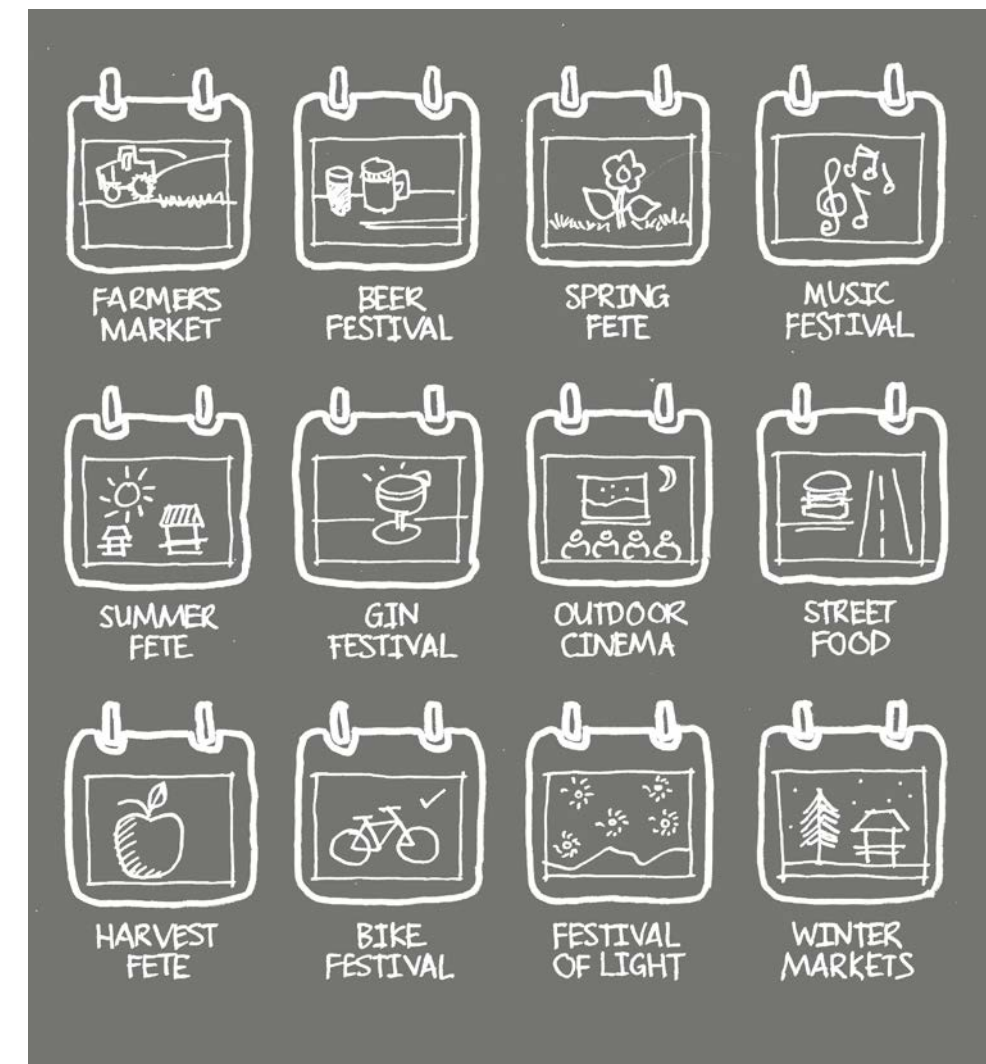
- ▶ HIGH STREET AND VICTORIAN ARCADE
- ▶ ACCESS TO THE RIVERSIDE
- ▶ PEDESTRIAN ENVIRONMENT AND CIVIC SPACE
- ▶ WEALTH OF UNDERUSED BUILDINGS
- ▶ CONNECTIONS TO THE OPEN COUNTRYSIDE





## OBJECTIVES

- ▶ INCREASE FOOTFALL
- ▶ CREATE A CIVIC HEART
- ▶ ENHANCE COUNTRYSIDE AND NATURE CONNECTIONS
- ▶ DEVELOP A VISITOR ECONOMY
- ▶ BETTER LINKS FOR PEDESTRIANS
- ▶ ENHANCED HIGH STREET OFFER AND STREET SCENE



## VISION STATEMENT

**“A PLACE TO RELAX AND UNWIND, A PLACE FOR ADVENTURE, A PLACE FOR ARTS AND CULTURE TO THRIVE, A PLACE FOR ALL”**



# POSITIONING IDEAS AND CONCEPTS









**DEVELOPMENT OPPORTUNITIES** (PLACE NAMES ARE SUGGESTED)

**VICTORIA SQUARE**

**Victoria Parade forms part of this area. Trickett’s arcade which also fronts the square is built in the shape of a ‘V’ to honour Queen Victoria.**



**THE SIDINGS**

**This area which is close to the now demolished train station was previously railway sidings and coal storage to fuel the steam trains.**



**THE OLD RAIL LINE**

**This area runs parallel to the Rawtenstall to Bacup train line which was opened in the mid 1800’s and dismantled in the 1960’s.**



**THE WARTH**

**The site of the former Warth railway goods warehouse with associated railway sidings.**





**DEVELOPMENT OPPORTUNITIES** (PLACE NAMES ARE SUGGESTED)

**MYTHOLME PLACE/GARDENS**

**Former site of Mytholme manor house and gardens. It is the present site of Mytholme Play Park.**



**THE TOLL BRIDGE**

**This area is the site of the original toll bridge that serviced the road between Bacup and Rawtenstall.**



**LITTLE VENICE**

**A local nickname for the area of the Irwell in the centre of Waterfoot. The name was given due to the bridges spanning the river to access the rear of the buildings on Bacup Road.**



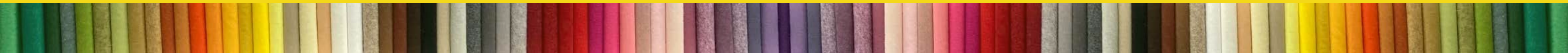
**TRICKETT'S PLACE**

**Named after the entrepreneur Henry 'The Slipper King' Trickett.**





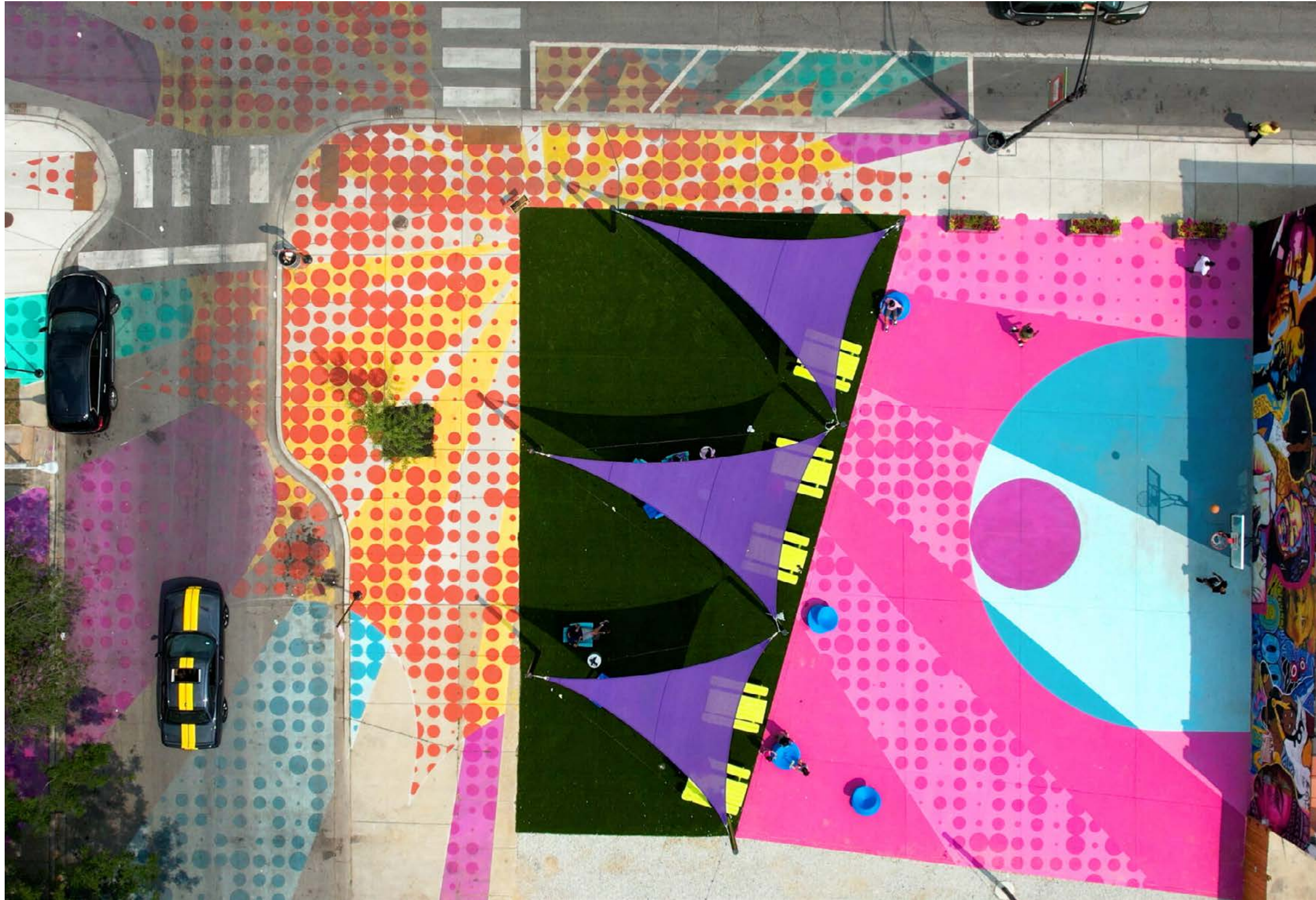
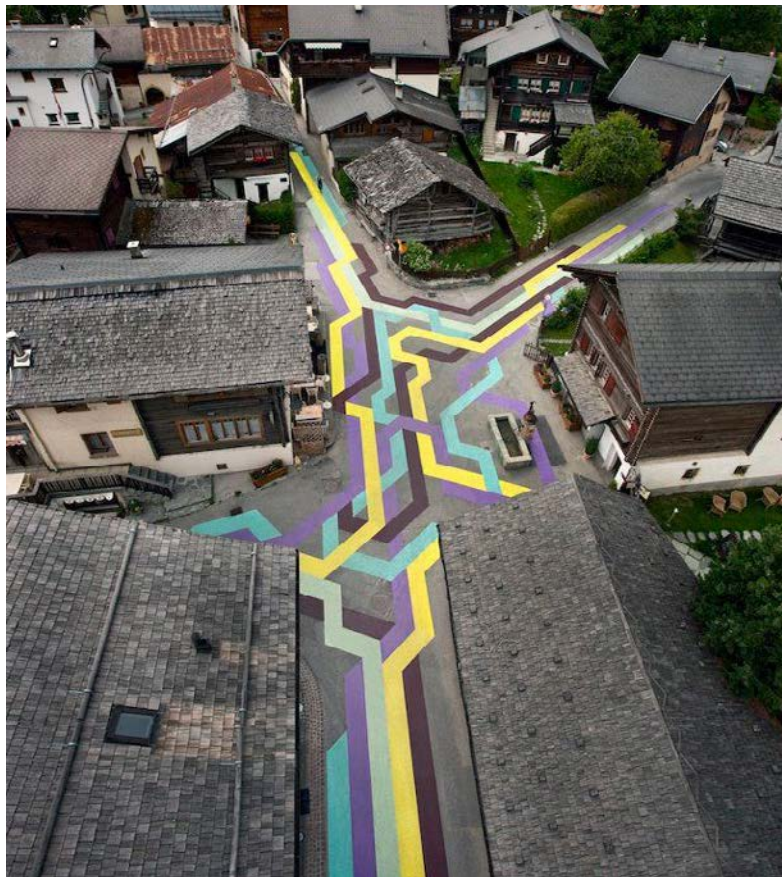
# SHORT TERM/TEMPORARY INTERVENTIONS





# STREET ART

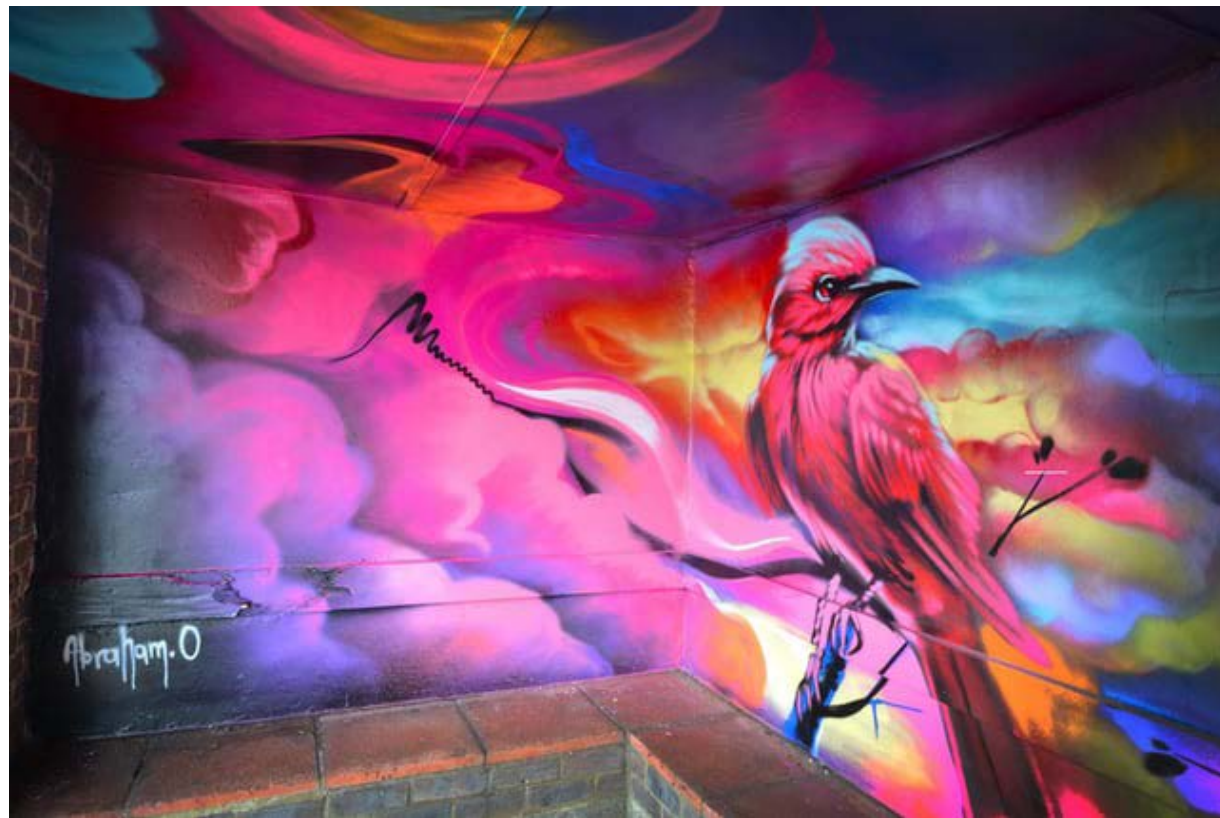
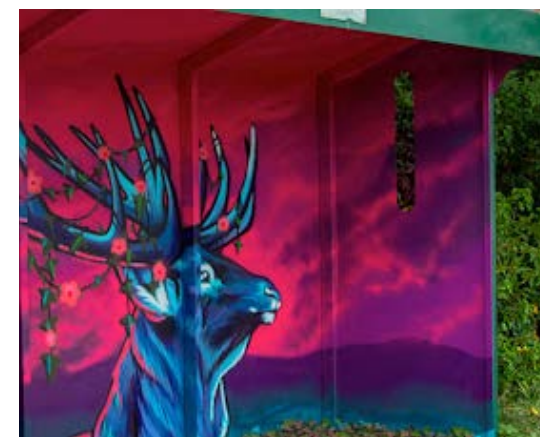
- ▶ TEST INFRASTRUCTURE CHANGES
- ▶ HIGHLIGHT CROSSING POINTS
- ▶ SLOW TRAFFIC SPEEDS
- ▶ CREATE TEMPORARY SPACE FOR EVENTS
- ▶ CREATE INTEREST ALONG MAIN ROAD





# STREET FURNITURE ART

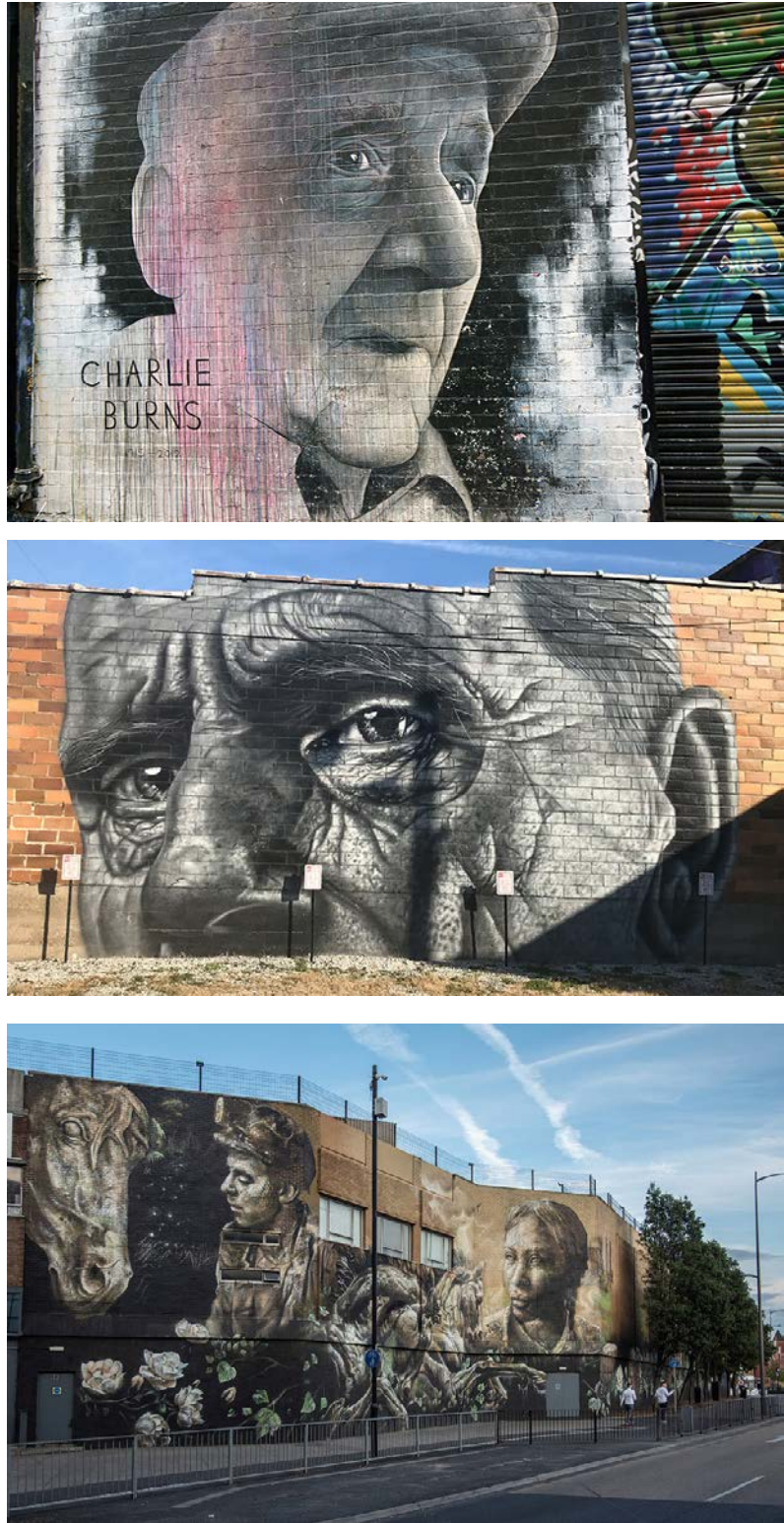
- ▶ IMPROVE STREETSCENE
- ▶ CREATE ARTS TRAIL AROUND TOWN
- ▶ LINK TO CREATIVE EVENTS
- ▶ GENERATE FOOTFALL
- ▶ DRAW WIDER INTEREST
- ▶ DEPICT LOCAL HISTORY





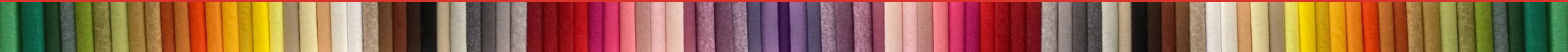
# FACADE ART

- ▶ HIGHLIGHT GATEWAYS
- ▶ ENHANCE POOR FAÇADES
- ▶ PROVIDE A REASON TO STOP
- ▶ HIGHLIGHT LOCAL HISTORY





# SEASONAL INTERVENTIONS





# ILLUMINATED ART

- ▶ SEASONAL EVENTS
- ▶ HIGHLIGHT ARCHITECTURAL FEATURES
- ▶ ENHANCE TUNNEL ENVIRONMENT
- ▶ GENERATE FOOTFALL
- ▶ CREATE NIGHT TIME ECONOMY





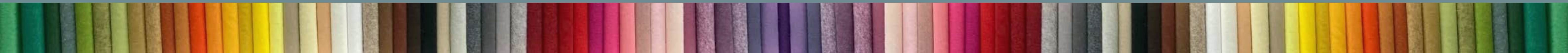
# COMMUNITY EVENTS

- ▶ EXTEND EXISTING CALENDAR
- ▶ EXTEND RANGE OF OFFER
- ▶ GENERATE ANNUAL PROGRAMME
- ▶ DRAW A WIDER AUDIENCE
- ▶ FOOD/MUSIC/ART/CULTURE/MAKERS
- ▶ TEST FUTURE DEVELOPMENT IDEAS





# **MEDIUM TO LONG TERM INTERVENTIONS REQUIRING ADDITIONAL FUNDING**





# ‘MYTHOLME PLACE’ PLAZA DESIGN PRECEDENTS

- ▶ REWORK THE BUS TURNING CIRCLE
- ▶ CREATE SPACE FOR EVENTS
- ▶ CREATE A NEW CIVIC HEART
- ▶ USE NEW PAVILION AS AN ANCHOR
- ▶ INCLUDE A STATE OF THE ART PLAY AREA
- ▶ CREATE A SAFE PLACE FOR FAMILIES
- ▶ LINK WITH PUBLIC TRANSPORT





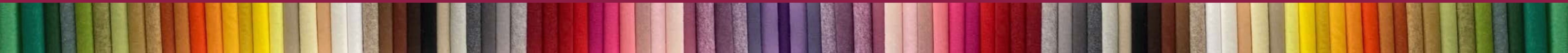
# 'LITTLE VENICE' LINEAR PARK PRECEDENTS

- ▶ INTERVENTIONS WITH THE RIVER
- ▶ NEW ROUTE FOR RECREATION
- ▶ OFFLINE AWAY FROM THE ROAD
- ▶ GREEN SPACE WITH POCKET PARKS
- ▶ ENHANCE BACK OF HOUSE SPACE
- ▶ SAFE PLACE TO RIDE/WALK/RUN
- ▶ PLAY ALONG THE WAY





# **MEDIUM TO LONG TERM INTERVENTIONS REQUIRING PRIVATE INVESTMENT**





**‘THE WARTH’ RURAL ACTIVITIES HUB AND WELLNESS RETREAT** (UTILISING EXISTING HERITAGE BUILDINGS)

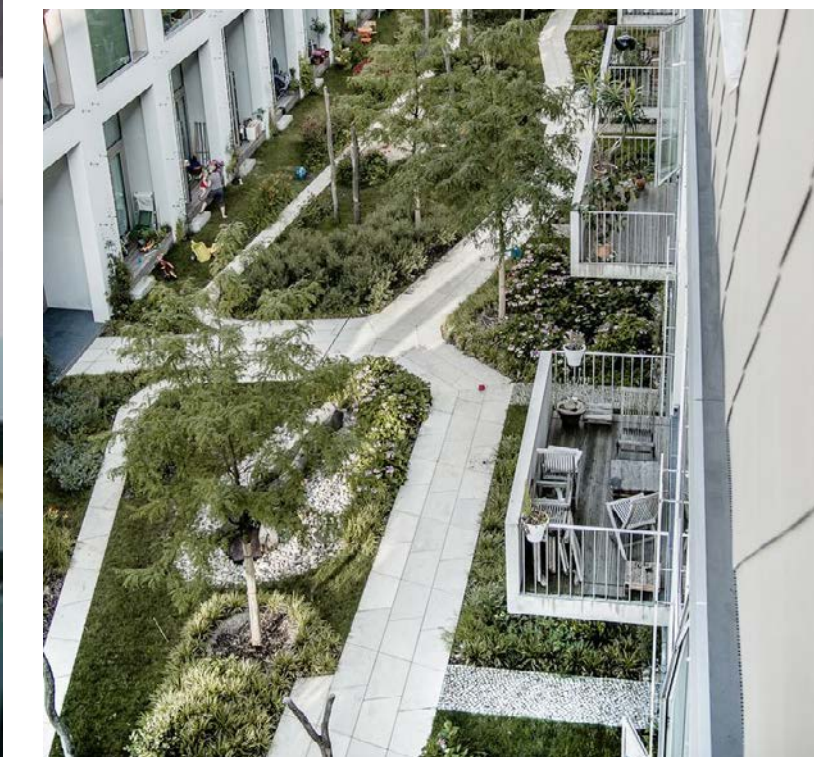
- ▶ CYCLE HUB
- ▶ GYM
- ▶ SPA/WELLNESS
- ▶ POOL/SPLASH
- ▶ CINEMA
- ▶ EATERY
- ▶ HOTEL
- ▶ EVENTS VENUE





# ‘ THE DEPOT’ SUSTAINABLE HOUSING AND VISITOR ACCOMMODATION

- ▶ BRING BUILDINGS BACK INTO USE
- ▶ CREATE VISITOR ACCOMMODATION
- ▶ HOTEL/HOSTEL/BUNKHOUSE/B AND B
- ▶ OPPORTUNITIES FOR LOCAL HOUSING
- ▶ CREATE A NEW RIVERSIDE COMMUNITY
- ▶ TOWN CENTRE LIVING
- ▶ SUSTAINABLE COMMUNITIES



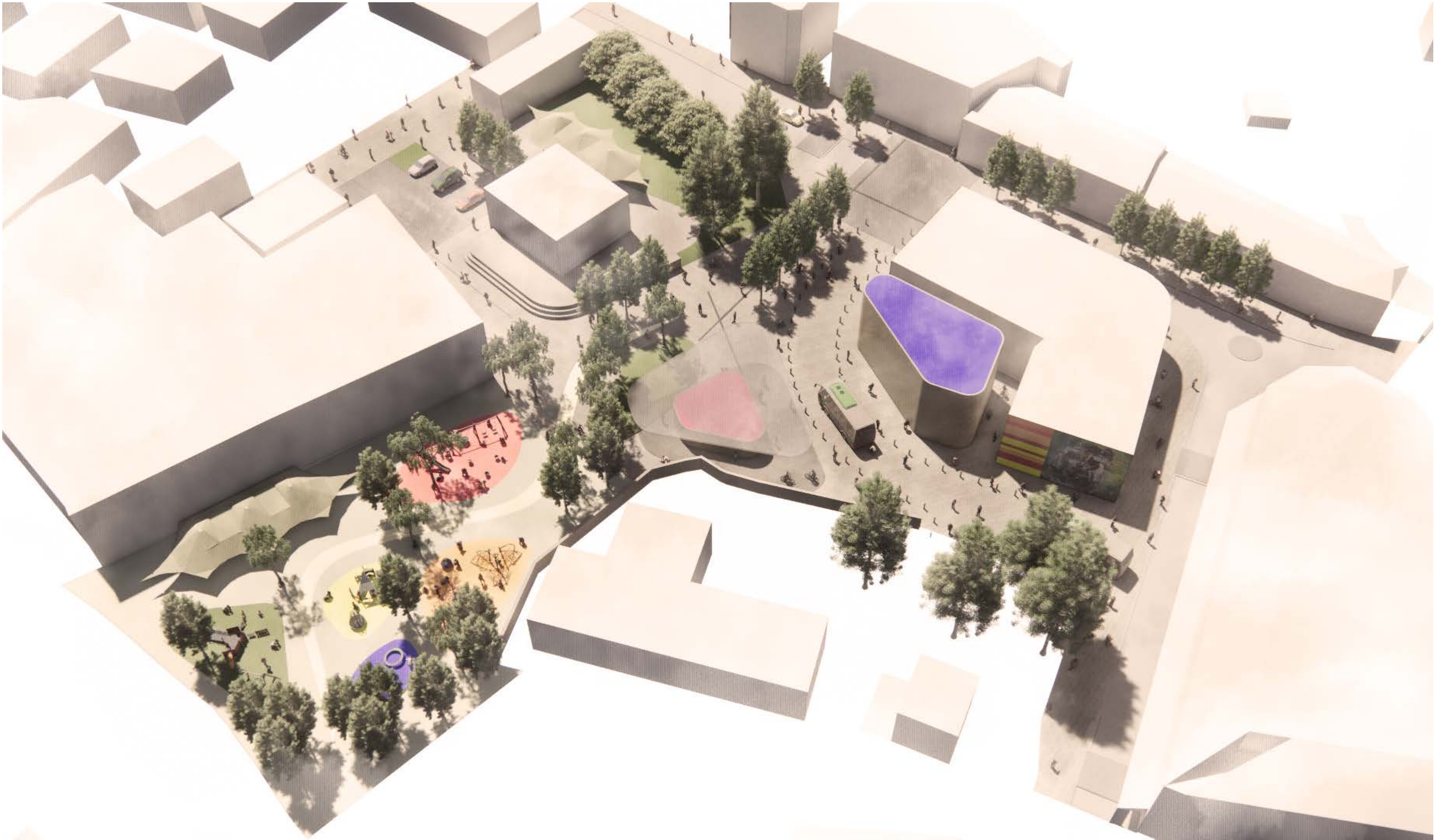


# EARLY DESIGNS FOR DISCUSSION





DEVELOPMENT SITE 1 - 'MYTHOLME PLACE AND GARDENS'





## DEVELOPMENT SITE 1 - 'MYTHOLME PLACE AND GARDENS'





## 'THE OLD RAIL LINE' - LINEAR PARK CONCEPTS



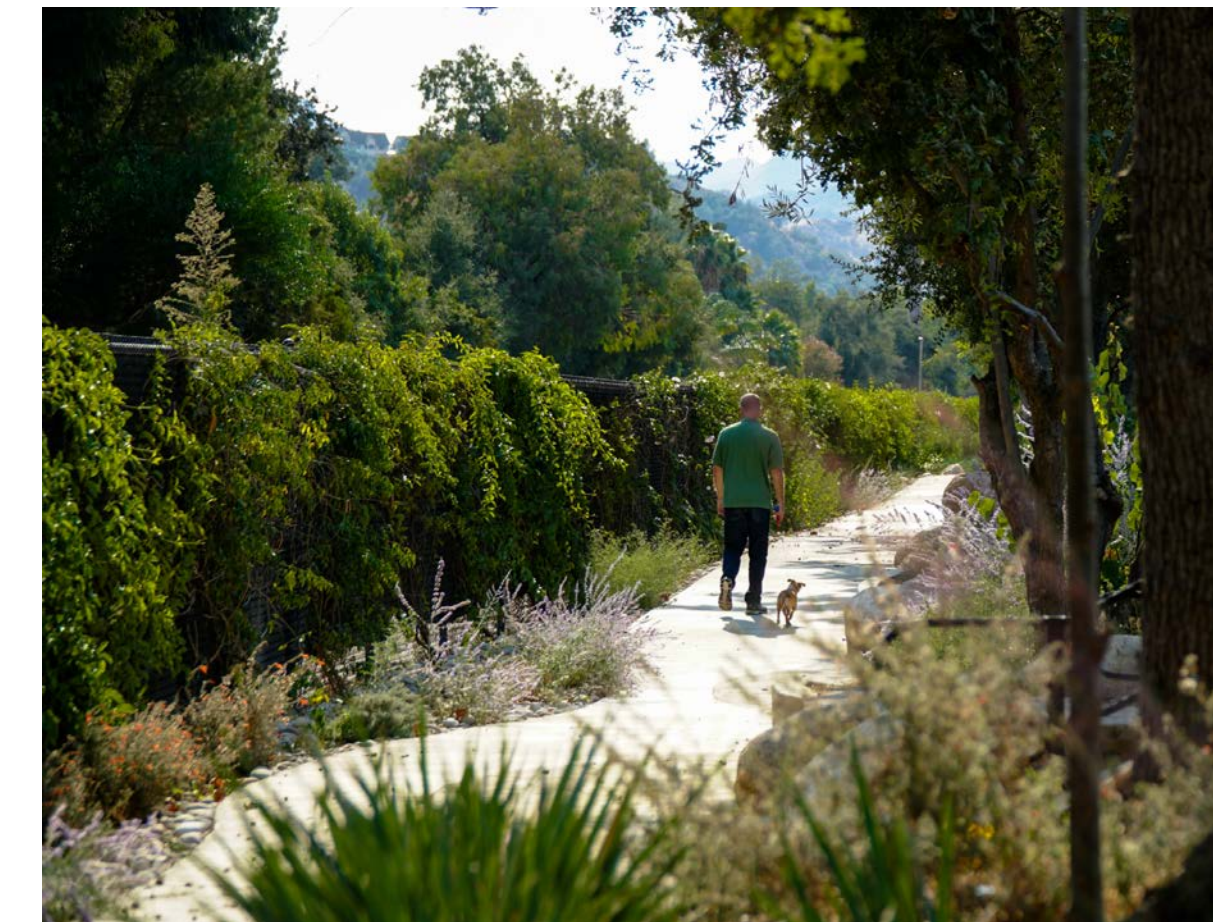


## 'LITTLE VENICE' - RIVERSIDE PARK CONCEPTS



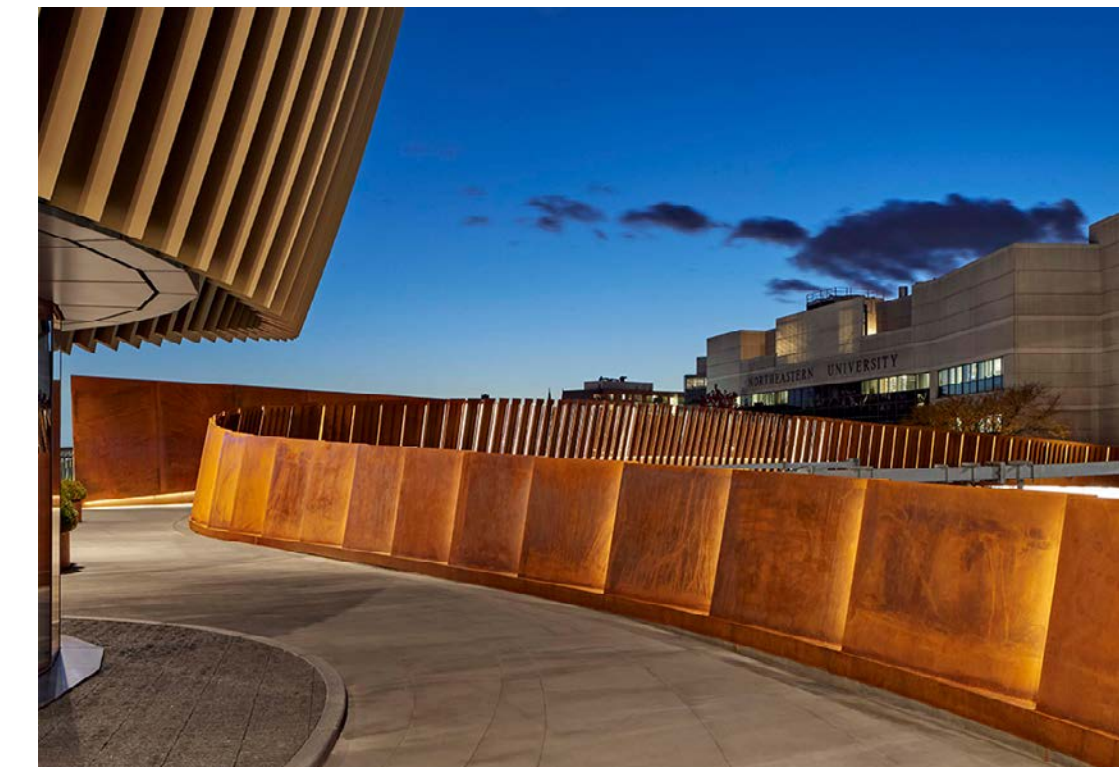


# 'LITTLE VENICE' - RIVERSIDE PARK CONCEPTS





## 'THE TOLL BRIDGE' NEW CONNECTION TO RIVERSIDE PARK





**END OF REPORT**