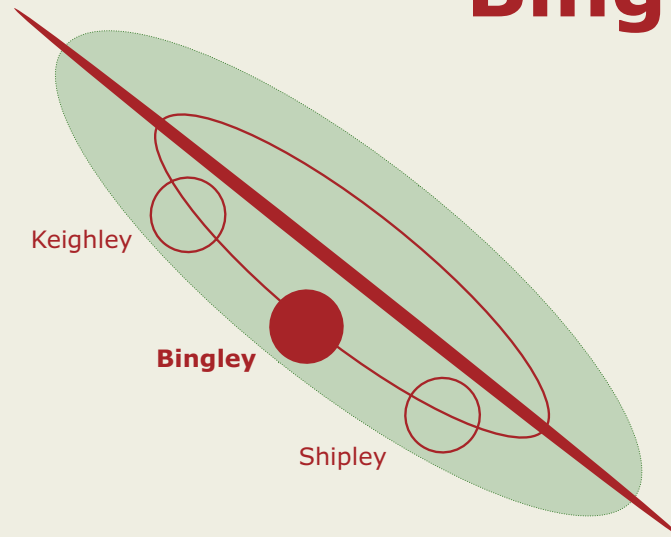


# Bingley Town Centre

A Masterplan & Strategy for Airedale



An Annex to

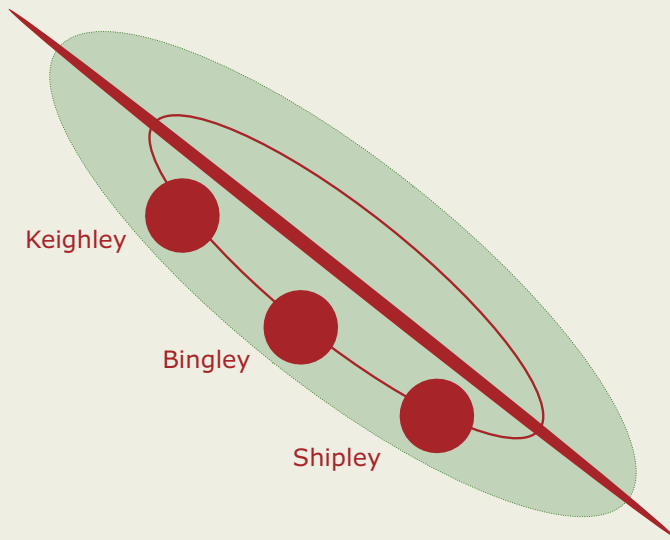
**Airedale Corridors**

A Masterplan & Strategy for Airedale



# Contents

<b>1.0</b>	<b>Positioning Bingley</b>		<b>2.0</b>	<b>Vision for Bingley Town Centre</b>	
1.1	The Brief	1	2.1	Vision	15
1.2	The Airedale Masterplan	1	2.2	The Role of the Town	15
1.3	The Vision for Airedale	2	2.3	The Identity of the Town	15
1.4	Bingley at the Crossroads	3			
1.5	The Masterplan Process	3	<b>3.0</b>	<b>Change in Bingley</b>	
1.6	The Masterplan Purpose	3	3.1	Masterplan Concept	17
1.7	Masterplan Status	3	3.2	Key Catalysts for Change	17
1.8	Location	5	3.3	Development Projects	18
1.9	History	5	3.4	Transport Projects	20
1.10	Setting	6	3.5	Environmental & Public Realm Projects	21
1.11	Town Centre Description	6			
1.12	Built Form	8	<b>4.0</b>	<b>Making Change Happen</b>	
1.13	Access	8	4.1	Delivery	23
1.14	Retail	9	4.2	Timetables	24
1.15	Catchment	11	4.3	Funding	25
1.16	Residential	11	4.4	Closing Statement	26
1.17	Other Land Uses	11			
1.18	Masterplan Context	12			
1.19	Views of the People of Bingley	12			
1.20	Priorities for Change	13			



# 1.0 Positioning Bingley

The Masterplan for Bingley town centre has been produced as a supplement to the Airedale Masterplan. The vision, objectives and interventions described by the Airedale Masterplan are supported by the proposals set out in this document. The Airedale Masterplan sees the strengthening of Bingley town centre as a priority project that can contribute to the re-invigoration of the valley as a whole. Bingley is already an attractive place but it has many areas that would benefit from improvement and the town cannot afford to be complacent about its long-term future. The Bingley Town Centre Masterplan sets out a vision for the sympathetic and ambitious transformation of the town centre.

## 1.1 The Brief

The starting point for the Bingley Town Centre Masterplan is the brief document produced by the City of Bradford MDC for the Airedale Masterplan and Strategy. The brief makes it clear that the central purpose of the Airedale Masterplan is to deliver the 2020 Vision that was identified for the area during 1999 as a result of extensive public consultation. The 2020 Vision sets out a positive future for the settlements of Airedale based on high-quality research and development activity, supported by manufacturing, set within a well-connected and attractive context.

The brief identifies that the principle towns of Airedale must play a major role in the transformation of the valley and that town specific sub-area masterplans should be produced for Keighley, Shipley and Bingley to guide urban renaissance and regeneration.



Bingley's Historic Core Flanked by the River Aire

## 1.2 The Airedale Masterplan

The Airedale Masterplan recognises the critical importance of the town centres in contributing towards the regeneration of the valley. The three town centres all require significant intervention if they are to realise their full potential and make a significant contribution to a change in the perception and performance of Airedale. Reinvigoration of the town centres via improved commercial, physical, cultural and social provision, will support Airedale in becoming a place that is perceived by residents, workers and investors as a place for long term commitment. Civic pride in the town centres must be encouraged and the Airedale Masterplan identifies wide ranging positive change throughout the valley that can contribute towards this objective.

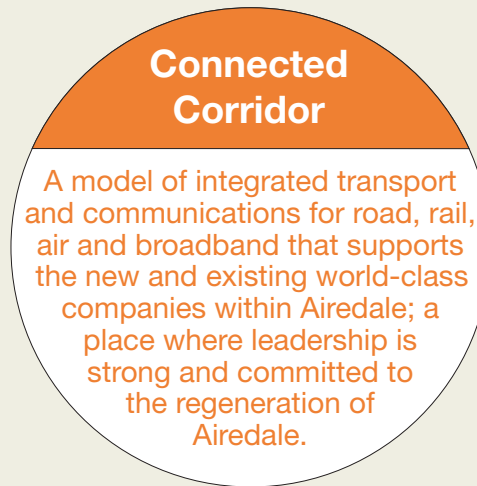
The Airedale town centres are physically very different but all have been weakened during the post war period by significant redevelopment which has often been of a modest quality. The towns must now demand that new development, infrastructure and public realm is of the highest quality in order to secure the confident and successful future that they must all expect.

Despite the erosion of their historic cores, all three towns retain enough quality fabric to ensure that the successful transformation of their central areas is deliverable. It is essential, however, that inappropriate development both in terms of use and design is prevented, as further erosion of the architectural and townscape quality of the Airedale towns (and a reduction in the diversity of their retail offer) would frustrate positive change.

The balance between the needs of pedestrians and motorists lies at the heart of many of the challenges facing the Airedale towns. The dominance of central parking; the poor quality street furniture, lighting and highways signage; narrow pavements; barriers to access and a lack of controlled crossings all help to limit the appeal of the town centres. It is a valley wide objective of the Airedale Masterplan to address these highways and public realm issues.

### 1.3 The Vision for Airedale

The vision for the valley described by the Airedale Masterplan consists of the following elements:



### 1.4 Bingley at the Crossroads

The Airedale Vision can only be delivered if the ‘shop windows’ of the valley, the highly visible town centres, match the aspirational future described by the vision. Weak, degraded urban cores dominated and fragmented by traffic served by mediocre facilities will frustrate the delivery of the Airedale Vision. Conversely strong, attractive, vibrant, diverse and inclusive urban cores will accelerate it. The latter requires that important investment and policy choices will have to be made that will ultimately shape the future of the valley and Bingley for many years. The Bingley Town Centre Masterplan identifies some of the changes that will be required to help deliver the positive future that the town deserves and needs.

### 1.5 The Masterplan Process

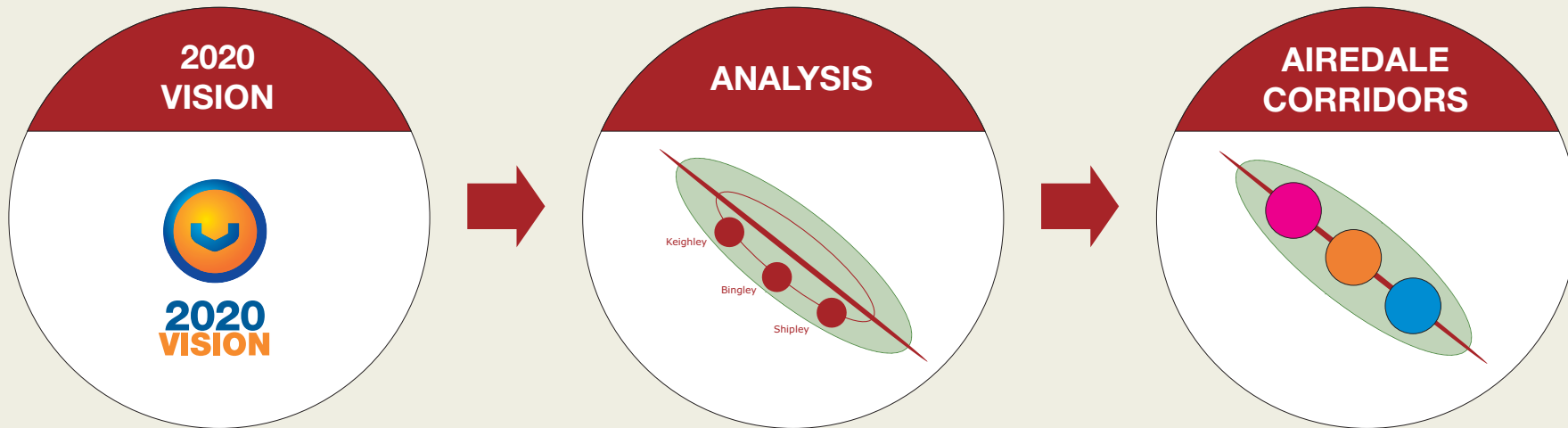
The research that has informed the production of the Bingley Town Centre Masterplan has been gathered as an integral part of the wider Airedale Masterplan process. Public consultation, stakeholder interviews, field survey work as well as desk based research has all contributed to the content of the masterplan. Where possible interventions have been identified that address identified weakness, satisfy identified needs and contribute to the delivery of policy and Airedale Masterplan objectives.

### 1.6 The Masterplan Purpose

The Bingley Town Centre Masterplan has been produced to direct policy and investment within the central area of the town in a degree of detail that is not possible within the overall Airedale Masterplan.

### 1.7 Masterplan Status

It is assumed that the City of Bradford MDC will adopt the Bingley Town Centre Masterplan as an integral supplement of the Airedale Masterplan. It is the intention of Bradford MDC that the Airedale Masterplan will be translated into planning policy, within the Bradford District Local Development Framework, as soon as is practicable.





SKIPTON

ILKLEY

SILSDEN

BURLEY IN  
WHARFEDALE

OTLEY

river aire

STEETON

Leeds and Liverpool canal

MENSTON

RIDDLESDEN

GUISELEY

KEIGHLEY

YEADON

**BINGLEY**

BAILDON

HARDEN

river aire

HAWORTH

SHIPLEY

CULLINGWORTH

COTTINGLEY

WILSDEN

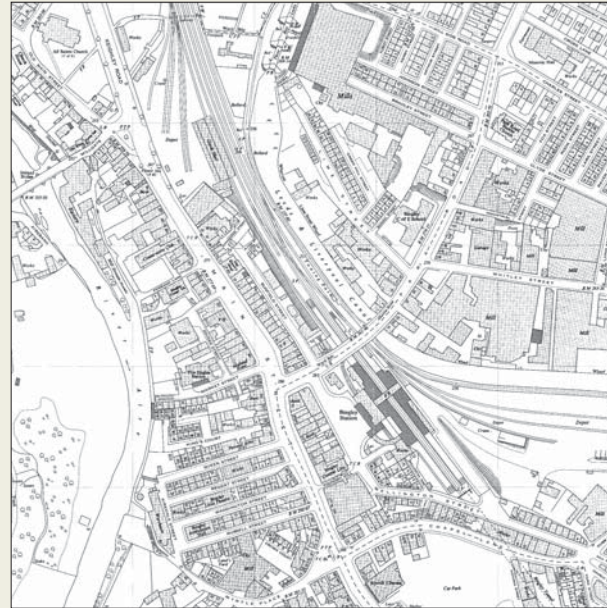




Bingley Late C19th

### 1.8 Location

Bingley is situated in the valley of the River Aire about six miles to the north-west of Bradford and about twelve miles north west of Leeds. Keighley is located about three miles to the north-west of Bingley. The town is situated on, and divided by, the major transport corridor that connects the West Yorkshire conurbation with the Yorkshire Dales by road, railway and canal. The River Aire skirts the town to the west and separates the urban area from attractive open countryside beyond.

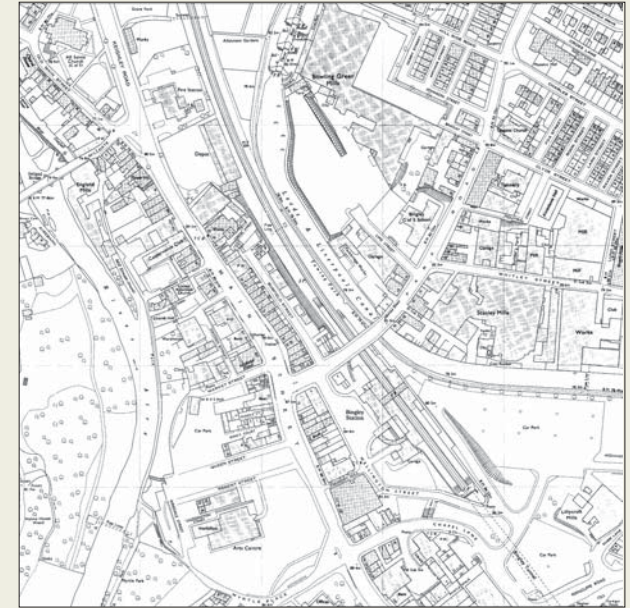


Bingley Early C20th

### 1.9 History

The earliest written record of the Bingley was in the Domesday book of 1086. At the time the Lordship of Bingley included Baildon, Cottingley, Eldwick, Harden, Marley and Micklethwaite and was an area of wood and pasture. Bingley has long been an important town in its context, as it had its own church and was granted a market charter from King John in 1212.

Agricultural and cottage textile activities in Bingley made it more prosperous than both Bradford and Leeds during the Medieval period. Transport connections historically supported the growth of the town situated on a main coaching route through the region, with the opening of the Leeds & Liverpool Canal in the eighteenth century, and the railway in the nineteenth century, spurring on later industrial growth.



Bingley Mid C20th

During the post war period central Bingley suffered considerable clearance to make way for Myrtle Walk Shopping Centre, Jubilee Gardens and the Arts Centre, and the Bradford and Bingley headquarters.



Quaker Steps with the Myrtle Walk Shopping Centre Beyond

### 1.10 Setting

Bingley is an attractive small town that has many significant assets that are not currently fully exploited. Whilst the canal and its impressive lock systems could offer much to the town, if better access and interpretation could be provided, it is the river valley to the west that provides Bingley with the most exciting opportunity to redefine itself.

Bingley town centre is bounded by extensive woodland immediately to the west with the residential areas of Ferncliffe and Priesthorpe to the east beyond the railway and relief road. The urban core of the town finishes just beyond the parish church to the north and a residential area bounds the town centre to the south. The quality of much of the environmental and residential context within which the town centre is framed is very high. The transport corridor that separates the commercial core from its residential hinterland to the east is not entirely satisfactory in terms of both its visual intrusiveness and the physical barrier it establishes. The pedestrian and highways bridges over the relief road and canal provide linkage but the quantity and quality of these walking routes could be improved.



Bingley's Rural Setting

### 1.11 Town Centre Description

Bingley town centre is dominated by the linear Main Street which runs along the ridge of a low hill. The character of Main Street has been transformed by the recent opening of the Bingley Relief Road. The removal of traffic congestion from the town centre has substantially improved the quality of the retail environment but the Main Street has the feel of a highway without traffic, whereas it should feel like a busy shopping street.

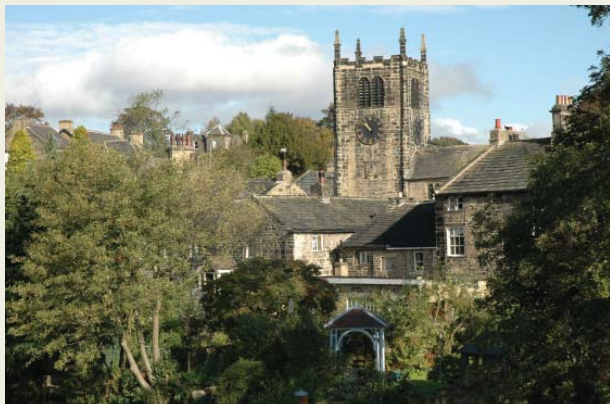
The vibrancy of the Main Street is compromised by the limited number of shops with almost a quarter of the main shopping street being dominated by Jubilee Gardens. This valued public space provides a strong green link to Myrtle Park and the woodland beyond but is almost certainly too big, too poorly defined and fails to provide any sense of enclosure in a key central location. The space currently is devoid of any clear use and contributes to compromising the vibrancy of this part of the town centre.



Existing Streets & Landmark Buildings

The Myrtle Walk Shopping Centre is dilapidated, dated and ugly. Despite this the centre still houses much of the town centre retail floor space. Myrtle Walk provides the southern anchor for the retail core, houses the major multiple retailers within the town and also marks the southern gateway - all roles that a redeveloped site will continue to fulfil.

The northern section of Main Street lacks any anchor or strong destination and north of Park Road the retail offer begins to weaken. North of the Queens Hotel a combination of the car park, non-retail activity and voids combine to terminate retail activity before Millgate and the river crossing are reached. This effectively separates the historic core around the parish church from the commercial core. The two parts of the town clearly need to be reconnected.



The Parish Church Within its Attractive Setting



Existing Conceptual Land Use

There are significant areas of high quality townscape within Bingley, particularly around the conservation area centred on the parish church and around the Whitley Street mill complex to the east of the town centre. Good quality public realm is concentrated within the conservation area and the west side of the town centre. Levels of frontage activity within central Bingley are very low for a retail environment.

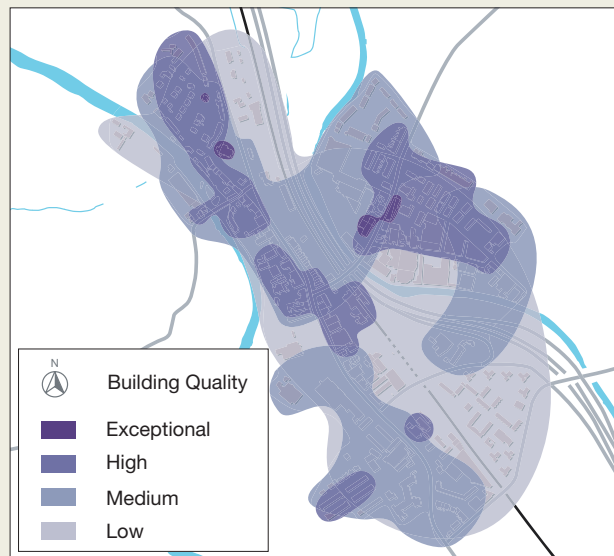
Bingley is an almost uniformly stone built settlement with the brick built Myrtle Centre and the Bradford and Bingley offices providing the most notable exceptions within the central area. Bingley is dominated by two and three storey developments with only the Bradford and Bingley office building rising beyond, to six storeys. This building dominates the centre of Bingley due to its height which is compounded by its prominent situation. The Bradford and Bingley offices and mill chimneys form the most significant landmarks. Many of the buildings of central Bingley are of good quality but even more are unremarkable. The overall composition is, however, stronger than the sum of the parts. The non-contextual nature of Bradford and Bingley and the Myrtle Centre tend to weaken this generally strong composition.

Land use within central Bingley is dominated by retail activity, with the concentration of activity being located between the Myrtle Centre and Park Road. Generally, central Bingley displays a healthy mix of complementary uses including food and drink, office, leisure as well as retail. Employment dominates the valley floor to the east of the town centre with residential buildings beyond.

The major areas of opportunity are located to the east of the centre around Whitley Street, the Myrtle Centre and to the north. There are also a number of smaller infill and reuse opportunities within the town centre. Much of the built fabric of the under-used employment areas could benefit from redevelopment, or reuse and refurbishment.

### 1.12 Built Form

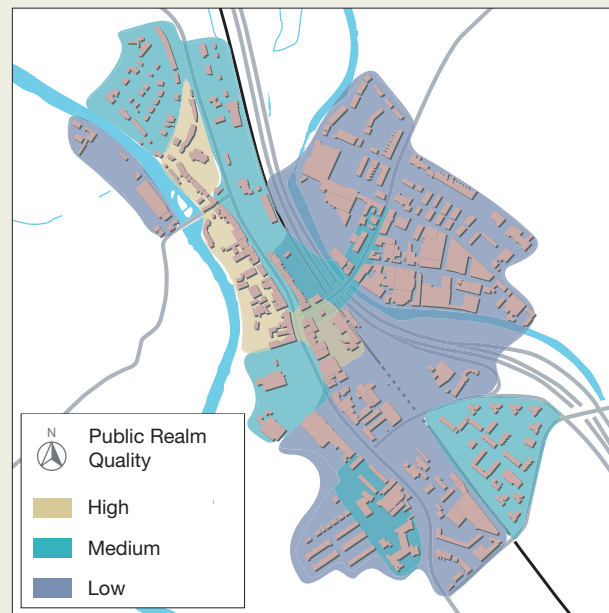
Bingley has undergone much alteration to its built form since the early 20th century, but the ancient street pattern relating to various stages of historical development has changed very little within the conservation area.



Bingley Existing Building Quality

The Old Town around All Saints Church is the most ancient surviving part encompassing one of the earliest thoroughfares through the region and Bingley's oldest surviving buildings. It is believed that the completeness of pre-industrial form is rare and therefore special within a region that underwent mass redevelopment in the nineteenth century. Many of the buildings in this area are listed for their individual historic and architectural interest. All Saints Church and Ireland Bridge are Grade II\* listed and are considered to be the two most important buildings in Bingley. Surrounding these are a number of vernacular style cottages (some of which are listed) of local materials constructed using local craftsmanship techniques.

The buildings to the north and south represent a movement away from the vernacular form within nineteenth century redevelopment. These buildings represent a significant age in Bingley's development and are built of local stone. The Victorian town's civic and commercial buildings are retained on the Main Street, some converted to other town centre uses. It is the width of the streets that distinguish these areas from the old town. The narrow grid like back streets retain their historic flags and setts contributing to the character. Within the steep Victorian residential area to the north are a number of Victorian terraced, semi-detached and detached properties set back from the street in small gardens defined by low stone walls.



Bingley Existing Public Realm Quality

### 1.13 Access

The completion of the A650 Bingley Relief Road in 2003 has substantially reduced traffic levels, removed congestion and significantly improved the environment of Bingley town centre. It has also reinforced the separation of the town centre from the main residential areas to the east of the town centre. These routes are constrained by the road, rail and canal alignments that separate the town centre from the main residential areas.

The town centre is well served by bus and rail services, although Bingley railway station is isolated from the main bus stops and has limited car parking capacity. Bus services link surrounding settlements to stops on Main Street. An improved link between bus and rail facilities will enhance interchange. Integrated ticketing and timetabling for feeder services will make rail use more attractive.

In the town centre there is a shortage of car parking space and an imbalance between the location and availability of long and short stay spaces. Plans to reduce highway space, reconfigure junctions, widen footways and improve the town centre pedestrian environment are being progressed, funded by receipts from the relief roads compulsory land purchases.



A650 Bingley Relief Road Adjacent to the Airedale Railway Line

### 1.14 Retail

Bingley's retail offering is of a linear nature centred along Main Street, with a concentration of national multiple retailers, including Boots, Clinton Cards and Morrisons, at the southern end around the Myrtle Walk Shopping Centre. On the opposite side of Main Street, this area of the town is dominated by the Bradford and Bingley offices and the Jubilee Gardens, these together taking up a substantial proportion of the western side of Main Street resulting in a diluted and one-sided prime retail area.

Until the recent opening of the Bingley bypass Main Street was routinely congested during the day by through traffic, resulting in a retail experience that was unappealing. The opening of the bypass has removed much of this through traffic, relieving the town of its congestion and leading to proposals for traffic calming and pedestrian friendly improvements on Main Street between Park Road and Ferncliffe Road.



Main Street Looking South

The fortunes of the retail offer of Bingley rest predominantly on the potential redevelopment of the Myrtle Walk Shopping Centre. The centre is currently in a poor condition and has a high vacancy rate. The existing anchor store is Morrisons supermarket with a lease which expires in 2006. The future of this store remains uncertain. The most important factor influencing the development of Myrtle Walk is the intentions of major food retailers. Bingley is a target market for supermarket operators, as demonstrated by ongoing developer interest in the Auction Market sites, to the north of the town centre. Myrtle Walk is the only suitable location for a supermarket in the town centre and an anchor supermarket retailer will be a necessity for any major redevelopment.

The town's market and library are located within the Myrtle Walk development and the Council has previously required their inclusion in any redevelopment proposals. The railway passes to the east in a shallow tunnel which precludes major redevelopment above it and plans for a new link road to the rear of Myrtle Walk have also frustrated development. This combination of existing factors currently constrains market led regeneration of the existing retail facilities.



Chapel Lane Looking East

Bingley currently has a small open air market located to the rear of the Myrtle Walk Shopping Centre. The market opens on Wednesdays, Fridays and Saturdays and has eight stalls. Although these are generally all occupied, stall holders are dissatisfied at the lack of support the market receives from the council. It is felt that the market performs reasonably well, except when affected by inclement weather. Nevertheless, redevelopment of Myrtle Walk should be combined with the relocation of the market to a high profile central location befitting of a “market town”.

At present the town’s retail offering is geared to convenience shoppers, but given the level of wealth of residents within the town and its surrounding villages there are a number of small comparison retailers who have recently begun trading, apparently successfully, at the higher end of the market. Although Bingley is always likely to be overshadowed due to the proximity of larger centres it appears that there is room for growth in the comparison goods market, particularly if the town can capitalise on its potential for growth in the residential market. This retailing expansion is likely to be centred on independent retailers rather than nationals.

The town will only become attractive to multiple retailers should modern units be provided within the proposed Myrtle Walk redevelopment.

With the relief road completed and the prospect of extensive remodelling of Main Street, there is a strong degree of optimism among the traders in Bingley.

### 1.15 Catchment

As a small retail centre Bingley has a lesser shopping catchment than its neighbouring centres and this is dispersed over a smaller geographical area. The town does however attract a greater proportion of its primary catchment (19.7%) than the larger town of Shipley, reflecting the significance of Shipley's proximity to the larger conurbations. The total catchment for Bingley extends out towards Skipton, Ilkley, Bradford, Halifax and Burnley without including the towns themselves. However, those from the furthest distances are likely to number few and visit irregularly. The majority of the town's shopping catchment is based locally and is attracted by the location convenience of the town centre.



Bingley in Context

### 1.16 Residential

The residential stock within Bingley, as within other areas of Airedale, is predominantly made up of houses. The bulk of the housing stock in Bingley is owner occupied and this stock has seen significant price growth over the past five years (85% price rise between 1999 and 2004). There has been significant house building activity in the vicinity of Bingley recently and more is planned. Much of this new development pays lip service to context through the use of stone but otherwise uses alien forms and layouts.

Bingley is a popular and affluent town that benefits from good schools and an attractive environmental setting. There is a perceived demand for period homes within the Bingley area which is stronger than that for contemporary stock. This may simply reflect the modest quality of the new housing. The property market in Bingley has not been tested with high-quality new housing or with town centre residential units. There is however, significant current developer interest being shown in edge of centre sites where vacant mill buildings present opportunities for residential conversion and re-development. There is every possibility that pioneers could well be rewarded for testing these markets, especially where proximity to public transport, retail and environment can all be exploited.



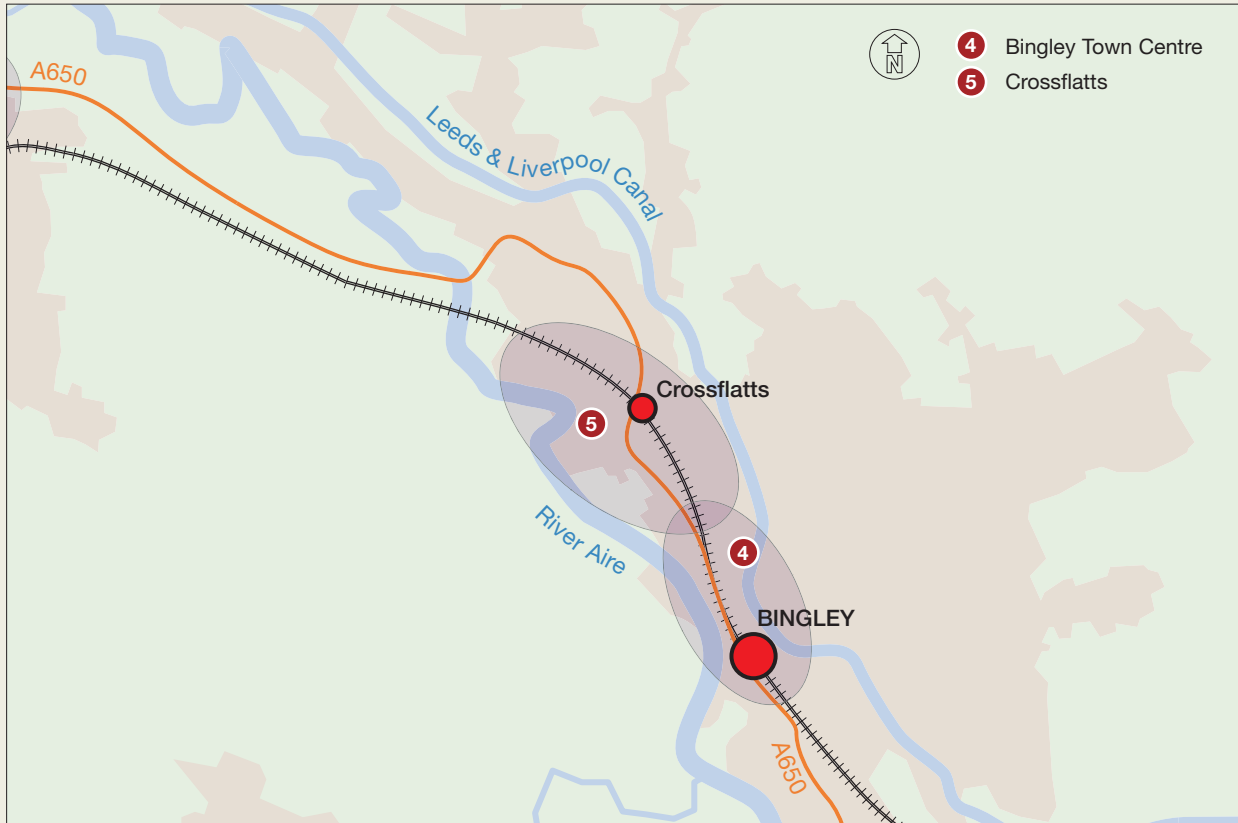
Cemetery Road, Bingley



Bingley Arts Centre

### 1.17 Other Land Uses

The town centre in Bingley is dominated by the offices of Bradford & Bingley and civic space in the form of the Bingley Arts Centre and Little Theatre within the Jubilee Gardens. To the rear of the Bradford & Bingley offices lie more buildings in civic use, including the Town Hall and health centre, together with the town's swimming pool and gym. In addition there is Myrtle Park, which is successfully used each summer as the venue for the 'Bingley Agricultural Show', 'Music at Myrtle' and 'Party in the Park' events.



Masterplan Context: Areas for Change



High-quality Business Premises

### 1.18 Masterplan Context

The Airedale Masterplan envisages that a number of important investment projects are taken forward in the vicinity of Bingley. Most of these projects are focused on stimulating investment in high-quality research and development and employment. This will result in significant high value job creation and as a consequence spend on local goods and services should increase. Immediately to the north of Bingley town centre the proposed Creative Enterprise Zone includes the establishment of the Airedale Science and Business Park on the Auction Market site as well as improvements to the existing Castlefields Industrial Estate.

### 1.19 Views of the People of Bingley

As part of the Airedale masterplan process extensive public and stakeholder consultation was undertaken between October and November 2004. This included events to engage the community within Bingley. General conclusions of the consultation process identified that the people of Bingley value their environment and community. The principle concerns raised related to the condition of the town centre and frustration about delays to implementing long promised improvements following the opening of the relief road.



Public Consultation





Myrtle Walk Shopping Centre

### 1.20 Priorities for Change

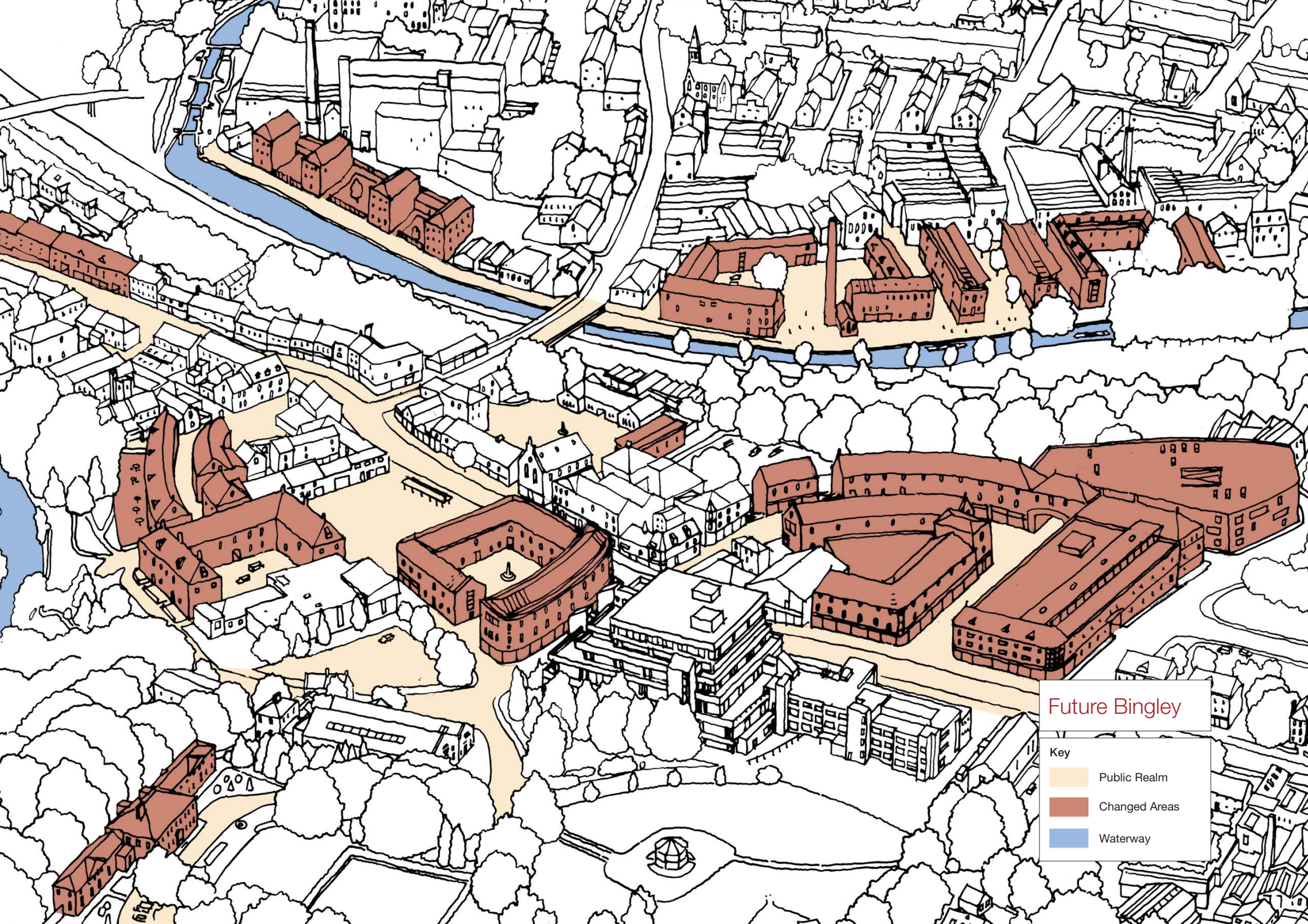
It is clear that despite the relative quality of Bingley there are problems with the content and environment of the town centre. The community recognise this and are concerned about it. As a priority, the struggling Myrtle Walk Shopping Centre should be replaced by a contemporary shopping street anchored by a high quality new foodstore. This should be modelled on the scale and forms of the existing town centre and should be supported by new multi-storey car parking that can serve the town centre as a whole. In addition, the hole in the Main Street retail environment caused by Jubilee Gardens needs to be plugged. Although popular with some, the gardens are little used and contribute nothing to the retail environment.

Other priorities include the improvement of the station forecourt (a key gateway to the town) and the links from the station to the town centre, the exploitation of the exceptional views over the Aire gorge within the town centre, the improvement of public realm (including the removal of highways clutter) throughout the town centre and the introduction of convenient public transport facilities and short stay car parking to enhance accessibility from surrounding areas.

The principle town centre weaknesses relate to the quality, quantity and distribution of the retail content of Bingley. These weaknesses can be summarised as follows:

- Poor quality southern retail anchor that does not match the aspirations of the town
- Unbalanced and fragmented retail frontage compounded by substantial non retail activities within the core area
- Lack of a northern retail anchor or composite retail attractor
- Disconnection between the historic and retail cores, weakening both
- The use of high value central area sites for car parking
- Lack of variety and quality of retail units
- Poor quality of public realm within the retail environment
- The isolation of positive supplementary civic attractors from the core
- The neglect of the natural setting of the central area (that should provide the town with its major point of difference).

The interventions described by this masterplan are aimed at addressing these weaknesses but must be viewed as component parts of a unified strategy that seeks to deliver the aspirational vision for the future of Bingley town centre.



## Future Bingley

### Key

- Public Realm
- Changed Areas
- Waterway

# 2.0 Vision for Bingley Town Centre

## 2.1 Vision

Bingley has an opportunity to be regenerated as a distinctive market town that offers an outstanding place to live and visit, that is right at the centre of Airedale. The award-winning relief road has taken traffic out of the town creating the opportunity to build on the significantly enlarged town centre. Key interventions are needed to get the town centre working following the completion of the relief road.

These proposals revolve around re-creating a vibrant, two sided, High Street, anchored by a new retail development at Myrtle Walk which reflects the town's aspirations. New restaurant and leisure developments should utilise the fantastic heritage and views to the north and west of the town. It should continue to build on its waterside attractions of river and canal, and the annual events of the Bingley Show and Party in the Park, in order to become the focus of Airedale's lifestyle corridor.

The vision for Bingley can be summarised as follows:

- Bingley will become the speciality market and retail destination of Airedale through the development of a market that sits at the heart of the town.
- Bingley will seek to replace insensitive and poor quality development throughout the town centre with development which reinforces its market town image.
- Bingley will seek to maximise the potential of its exceptional location by encouraging high quality contextual development that will repair the fabric of the town as well as creating a destination within Airedale.
- Bingley will become a place to visit for food, drink and relaxation.

## 2.2 The Role of the Town

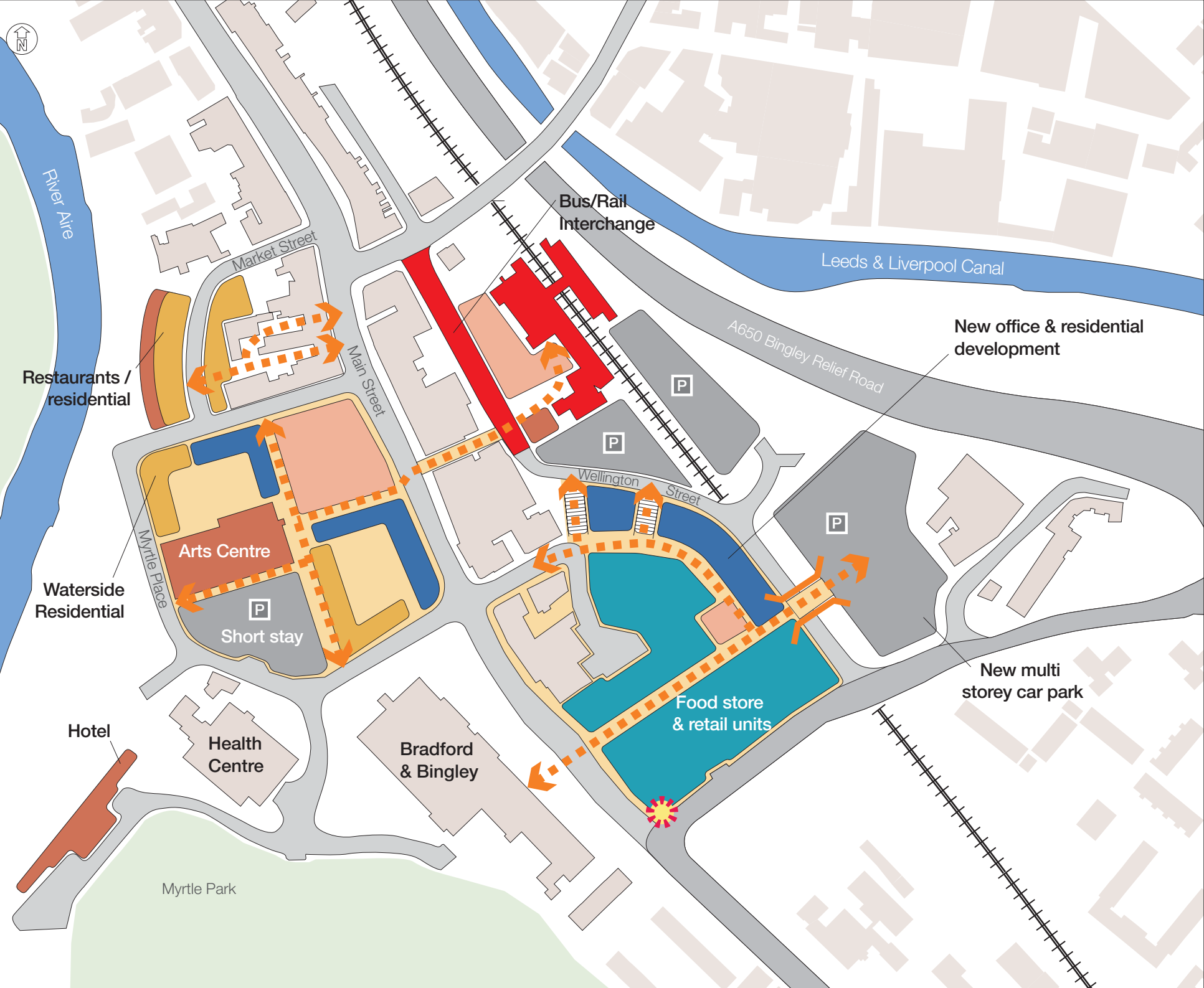
Bingley town centre has to meet the needs of local residents and workers but must also become a retail and leisure destination that is distinct from, and complementary to, the other town centres within Airedale. Small retail units set out along the attractive linear Main Street define the town centre of Bingley. This environment is well suited to small independent traders and speciality retail and the town should encourage this. The re-invigorated market will complement this retail environment and ensure a distinctive identity and role for Bingley within the valley.

## 2.3 The Identity of the Town

The development of a new market located at the heart of the town within a European-quality town square will contribute to clarifying and redefining the identity of Bingley. The square will provide a clear focus to the town that it currently lacks as well as providing a flexible space that can make both a cultural and economic contribution to the life of the town as a whole.

**Key**

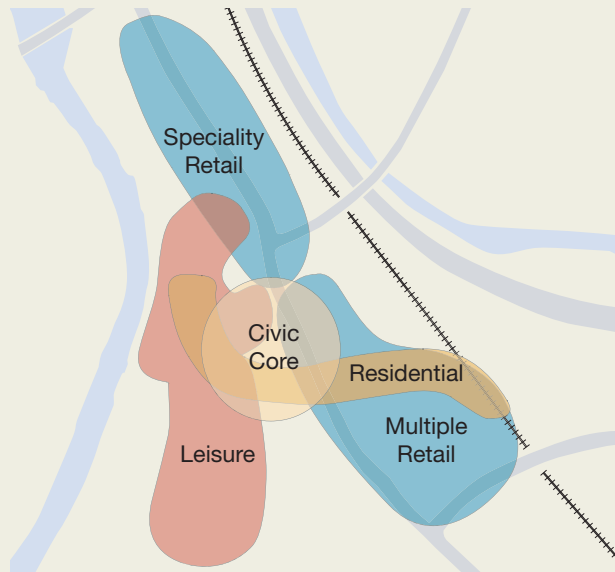
-  Pedestrian Routes
-  Commercial
-  Residential
-  Retail
-  Leisure
-  Improved Public Realm
-  Public Space
-  Car Parking
-  Public Transport
-  New Landmark
-  Waterway
-  Green Area
-  Proposed Bridge



# 3.0 Change in Bingley

## 3.1 Masterplan Concept

The masterplan is focused on the core of Bingley. Its objective is to improve the commercial capacity of the central area by providing improved variety and quantity of space, providing an improved environment and context for retail activity to take place in and by introducing new spaces and buildings targeted at boosting the appeal of the town centre as a destination.



Bingley Town Centre Proposed Conceptual Land Use

The principle components of the masterplan are described below and the underlying concept can be described as follows:

- Strengthening the Main Street by introducing highways, lighting and public realm improvement. This becomes the retail promenade of the town.
- Main Street is anchored to the south by a new retail extension to the core that replaces the Myrtle Centre. This includes a foodstore and is supported by a new multi-storey car park that feeds new routes into the core from the east.
- The Main Street is reinforced by the introduction of a new market occupying a new market square surrounded by civic facilities, retail units and food and drink uses. This provides a clear vibrant focus to the town as well as a pause point on the north-south route.
- There is no northern anchor, although it is envisaged that the cluster of small specialist shops and independent retailers will thrive at the northern end of Main Street and that this concentration will be sufficient to form a counterpoint to the southern larger floorplate multiples.

## 3.2 Key Catalysts for Change

The masterplan has identified a range of important physical interventions within the town centre that can contribute towards the delivery of the vision for central Bingley. These fall into three categories:

- Development Projects
- Transport Projects
- Environmental/Public Realm Projects

These are described in more detail as follows:

### 3.3 Development Projects

#### Myrtle Walk Shopping Centre

Despite its generally attractive retail environment, the focus of retail activity within the town is located in the dated and ugly Myrtle Walk. Complete removal of this building should be encouraged, to be replaced by a new, prestigious, retail development, based on extending the existing street pattern of the town. A quality supermarket anchor with more active frontage at ground level would be an important feature and the retail scheme could be complemented by incorporating residential development above. This development would be located on a new pedestrian link from the Bradford and Bingley offices to a new multi-storey car park, thus ensuring strong footfall. Access to the long-stay parking would be from the relief road, so it would not generate town centre traffic.



Myrtle Walk Shopping: Present Day



Myrtle Walk Shopping: Future



Jubilee Gardens: Present Day



Jubilee Gardens: Future

#### Jubilee Gardens Regeneration & Town Hall Hotel

Jubilee Gardens provides a green space at the heart of the town where commercial activity should be located. It is not well used and the design of the landscaping and public realm discourages people to spend time in the gardens. The area should be revitalised with a new town square, surrounded by commercial, civic and social amenities, with space for a new market, providing an attractive and vibrant heart to the town. Civic facilities should be concentrated around Jubilee Gardens to generate additional town centre footfall. This will include a new library and Town Hall providing public facing services displaced by the redevelopment of the existing Town Hall, which is currently located close to the retail core of the town but is hidden from view. It is a high-quality building located in an attractive parkland and riverside setting that presents an opportunity to develop an up-market hotel and small venue conference centre close to the town centre.

### Town Centre North

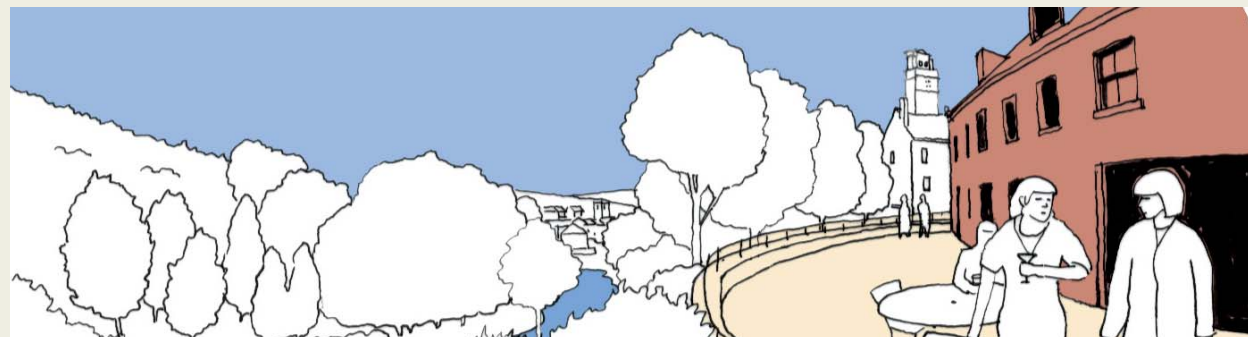
The northern part of the town centre is currently weak, yet it contains the historic core of the town and will benefit from improved public-realm, integrating the heritage quarter to the north with the commercial core. A number of re-use and infill opportunities can help strengthen the Main Street corridor between Ireland Bridge and Myrtle Walk, along with a programme of shop frontage restoration, wider footways and on-street parking.



Town Centre North: Area for Change



Town Centre West: Present Day



Town Centre West: Future

### Town Centre West

The residential population of the town is largely located to the east of the centre, beyond the railway, relief road and canal. Market led residential developments are currently proposed in the area around Whitley Street, on the eastern edge of the town centre. The bigger challenge will be extracting value out of the attractive but less developable areas to the west of the town centre where the wooded valley of the River Aire is currently overlooked by secondary town centre car parking. This area offers an opportunity for up-market restaurants and café bars with desirable residential development. These west-facing sites that have fantastic views and close proximity to the town centre are a major asset for Bingley that must attract development of the highest quality.

### 3.4 Transport Projects

#### Prioritise Pedestrians

The public realm within the retail core should be improved with footways being widened, safe crossing points established, highways clutter removed and sign posting introduced to reflect the new balance between cars and pedestrian. A well connected pedestrian walking network will be the basis for retail success. The anchor development at Myrtle Walk sits on a new pedestrian link from the Bradford and Bingley offices to a new multi-storey car park thus ensuring strong footfall.



Park Road & Main Street Junction

#### Manage Car Parking Space

Further reduction of traffic in Bingley town centre should be resisted to avoid the creation of a ghost town. On-street short stay parking should be incorporated to serve for retail convenience and act as a natural traffic calming feature without allowing the town to become dominated by cars again. Short-stay space should be located to maximise retail convenience with long-stay parking relegated to the periphery. The majority of parking provision should be concentrated between the relief road and the retail core, encouraging access directly from the relief road.

#### Enhance Public Transport Facilities

An improved forecourt outside the railway station should front onto a new bus interchange and create an attractive arrival point and meeting place. The link from the new market square to the railway station forecourt should be reinforced by improving the surfacing and creating a gateway to draw it into the town centre. All rail user car parking should be accessed from Ferncliffe Road, removing all traffic except buses and taxis from the station frontage.

#### Maintain Bus Route Flexibility

Bus services linking the town centre to the surrounding areas require a convenient turning loop. The proposed railway forecourt interchange allows buses to travel between Ferncliffe Road and Market Street parallel to Main Street. The introduction of an access control feature on the new link will preserve the integrity of this public transport corridor whilst creating the option for bus services to loop via Main Street.



Bingley Railway Station Forecourt Today



Future Bingley Railway Station



### 3.5 Environmental & Public Realm Projects

Revitalising the town square will create a multi-functional space that will provide the town with both a public open space and a fitting location for an enhanced market. The square will also help provide Bingley with a clear and easily identifiable centre that will help strengthen the definition and distinctiveness of the town.

Although consideration has been given to the further reduction of traffic in central Bingley this should be resisted. The public realm within the retail core should be improved with pavements being widened and highways clutter removed to reflect the new balance between car and pedestrian established since the opening of the relief road.



The River Aire to the West of the Town Centre



Jubilee Garden: Area for Change

There are historic areas of Bingley which present distinct, market town environments. These will be complimented by improvements to the other areas of the town's public realm, creating better connectivity between the historic areas, the railway station and Main Street.



The Historic Core



# 4.0 Making Change Happen

## 4.1 Delivery

Delivering the Airedale Masterplan is a long term project spread between the years 2005 and 2020. This masterplan identifies a range of projects that will change Bingley town centre for the benefit of the surrounding area. Some of the projects are catalysts that will trigger a chain reaction of regeneration, while others will serve to reinforce the overall quality of Bingley as a gateway to Airedale.

There are obvious benefits to be derived from the co-ordination and integration of investment initiatives within Bingley. There is likely to be considerable public and private sector investment in and around the town over the coming years. Where possible, this needs to be supportive of the overarching vision expressed within the Airedale Masterplan and the objectives of the Bingley Town Centre Masterplan.

Proposals have been developed in such a way that existing barriers to private sector development, such as the existing library, market and road link around the Myrtle Walk scheme, are separated from the developer requirement, thus releasing pre existing restrictive dependencies in order to maximise development coordination potential.

Projects identified in the masterplan will be overseen by the executive body, The Airedale Partnership, but in many cases the responsibility for delivery will lie with other organisations, including Bradford Council, Yorkshire Forward, Metro and the private sector. The key to releasing the potential in Bingley town centre is in harnessing the private sector's enthusiasm to invest in the town to supplement public sector funding, to enable the projects identified to become reality.



Bradford & Bingley: A Major Landowner & Employer

A range of factors could threaten the success of the masterplan and these must be anticipated and carefully managed to minimise any adverse impacts or missed opportunities. A strong project champion and supporting team will help identify risks and determine ways of tackling these, through integrated solutions that are part of a comprehensive masterplan for Airedale.

A key risk to Bingley is the growth of competition from out of town retail schemes. Proposals for developments at the Bingley Auction Mart site to the north, and in Keighley (Asda), will dilute the town centre's potential and represent a significant threat to the regeneration of all the town centres. Strong planning decisions must be taken to prevent such unsustainable developments from progressing.

There are also risks associated with delivering change in and around Jubilee Gardens. Several legal and planning policy hurdles will have to be overcome and the support of Bradford & Bingley, as a key landowner and employer, is essential. The masterplan provides a basis for justifying difficult decisions in order to realise the wider benefits of town centre regeneration.

Bingley is in the fortunate position of having a mature and rising residential property market. The town is outside the Objective 2 funding areas and will not be eligible for such investment. Bingley is in a position where public realm improvements in the town centre can be funded from land and property receipts. There could also be additional funding available from the Heritage Lottery Fund and match funding from Bradford Council for improvements in the Bingley Town Centre Conservation Area. Development in the town centre must be of the highest quality and therefore developers should not be required to provide affordable housing. The increased financial returns on developments must be captured through the planning system and invested in the provision of high quality office and retail space or contribute towards public realm enhancements.

## 4.2 Timetables

This masterplan was launched in March 2005. Three time blocks for projects to be delivered have been identified to take the plan up to 2020; in the short, medium and long term. The timeframes identified are:

- Short Term 2005 - 2008 (3 year period)
- Medium Term 2008 - 2012 (4 year period)
- Long Term 2012 - 2020 (8 year period)

The short term period coincides with the Objective 2 funding period and it is critical that key projects are progressed to secure funding. Funding must be committed by 2006 and spent by 2008, so it is essential that rapid progress is made in the submission of funding applications. During this short term period key projects will require further work in the form of feasibility studies and preparation of outline designs. There will also be relatively simple projects delivered in this period that will require project management.



A650 Bingley Relief Road: Award Winning Catalyst for Regeneration

Short term projects in Bingley should include public realm improvements to Main Street to create an attractive environment for pedestrians and the wholesale redevelopment of Myrtle Walk, including a consolidation of town centre parking facilities. The delivery of initial high quality town centre residential developments will bring wealth and activity and stimulate further private sector investment in the town centre. Improvements to the railway station environment and feeder bus network will also support the growth of the town centre.

The medium term represents a period of intense delivery of major infrastructure projects where developments are initiated that will themselves stimulate further regeneration. This will create large volumes of work for the planning authority and resources need to be committed to ensure that the quality of development is not compromised through lack of management or control.

Medium term projects in Bingley should include the creation of a new town square on Jubilee Gardens and the completion of the public transport interchange at the railway station square. New civic facilities will refocus pedestrian activity in the town square area and further residential development will reinforce the emergence of Bingley as a leisure destination. The old town hall will become a hotel to provide an attractive venue for business conferences and a base for leisure visitors. The majority of the masterplan projects will be delivered by 2012.



Bingley Town Hall

The long term projects are strategic for Bingley, Airedale, Bradford District and the City Region and will take time to plan, fund, design and implement. These projects will require promotion and steering from very early on in the delivery programme to ensure successful delivery in the long term. Longer term projects in Bingley will be market led, including improved specialist retail, enhanced leisure facilities and an ever growing demand for residential and business accommodation. Bingley's market position will provide testament to the successful transformation of the town as a highly desirable location.

### 4.3 Funding

The regeneration of Airedale is critical to Bradford District and the City Region and consequently requires substantial funding, equivalent to the resources channelled into Bradford city centre. The proposed role for Airedale as a centre for commercial research and development is vital for the Yorkshire and Humber Region and its contribution towards the Northern Way and should be supported with the resources accordingly. The majority of central government funding is being channelled into health, education and transport. The Airedale Masterplan looks to make the most of these resources by co-ordinating it in such a way as to achieve maximum benefit for regeneration. Consequently education establishments and new developments are closely linked to employment sites and located in such a way as to complement other regeneration initiatives.

The conditions and infrastructure need to be put in place so that private developers are encouraged to invest. In the short and medium term there may be a requirement for public private partnerships to be developed to implement difficult or marginal projects through gap funding. There has to be an acceptance that the strength of the residential market must be harnessed to deliver state-of-the-art office premises through mixed use schemes. The balance of this will change as the economy matures and develops so that high quality business space can be delivered on its own. Private land owners dominate throughout Airedale and strong working relationships will be required to deliver change.

The delivery of projects in Bingley is likely to be funded from a variety of sources. The initial works to improve the Main Street environment are being funded by land receipts secured during the relief road project. A similar model can be followed to deliver other public sector schemes through the sale of land and property including the existing town hall and the western car parking area for high-value residential and leisure

uses. This capital pot can also be supplemented by contributions secured through s106 agreements with residential developers in the town centre and surrounding fringe areas and through public sector funding including Local Transport Plan and Heritage Lottery Fund. The development of a major civic centre in the existing Jubilee Gardens should also draw upon funding available to the wide range of local authority departments that will benefit.

Corridor	Projects	Responsibility	Key Partners
Rural	Myrtle Park	Bradford Council	Developers
	Waterside Improvement & Access	Bradford Council	British Waterways
Creative	Small Scale Office Developments	Developers	Bradford Council
	The Learning Line	ShIPLEY College	Metro
Connected	Bus/Rail Interchange	Metro	Bradford Council
	Bus Feeder Networks	Metro	Bradford Council, Operators
	Town Centre Connectivity	Bradford Council	Developers, Metro
	Car Parking	Bradford Council	Developers, Metro, Network Rail
Lifestyle	Town Centre Living	Developers	Bradford Council
	Myrtle Walk	Halladale Development	Bradford Council, Metro
	Jubilee Gardens	Bradford Council	Bradford & Bingley
	Town Hall Hotel	Developers	Bradford Council

#### 4.4 Closing Statement

Bingley is located at the heart of Airedale and is already a highly desirable and successful residential location which is attracting private sector investment interest following the delivery of the relief road. This masterplan provides a vision for the regeneration of the town centre, currently Bingley's weakest element, so it can be transformed into a thriving retail and leisure centre that is worthy of the wealth surrounding it and can act as a model town centre for the rest of the valley.

Bingley has an opportunity to lead the way in Airedale by making the most of the private sector investment that the town and its surroundings are currently attracting. This masterplan provides a framework that will encourage and assist with the delivery of lasting positive change throughout Bingley Town Centre.



## Acknowledgements

Arup would like to thank all the individuals who took part in the preparation of the masterplan or took part in the consultation process. Particular thanks go to the Airedale Partnership, Bradford Council and Yorkshire Forward for their help and guidance. We would also like to thank the Steering Group for their advice through the development of the masterplan.

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(Project Management, Engineering & Graphic Design)

### Consultants

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(Masterplanning and Urban Design)

#### Civic Regeneration

(Education and Skills and Training)

#### Colliers CRE

(Land and Property)

#### Charles Monck Associates

(Economics)

#### Stephen Feber

(Tourism and Leisure)

#### Bradford University

(Stakeholder Participation)

#### Consortia of Ethnic Minority Organisations

(Steering Group Member)

### Photography

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