

Ashton-under-Lyne Town Centre

Visioning & Development Opportunity



1. Setting the Scene

2. Setting out the Challenge

3. Aligning Planned Change

4. A Shared Vision for Ashton

5. Strategic Objectives for Ashton

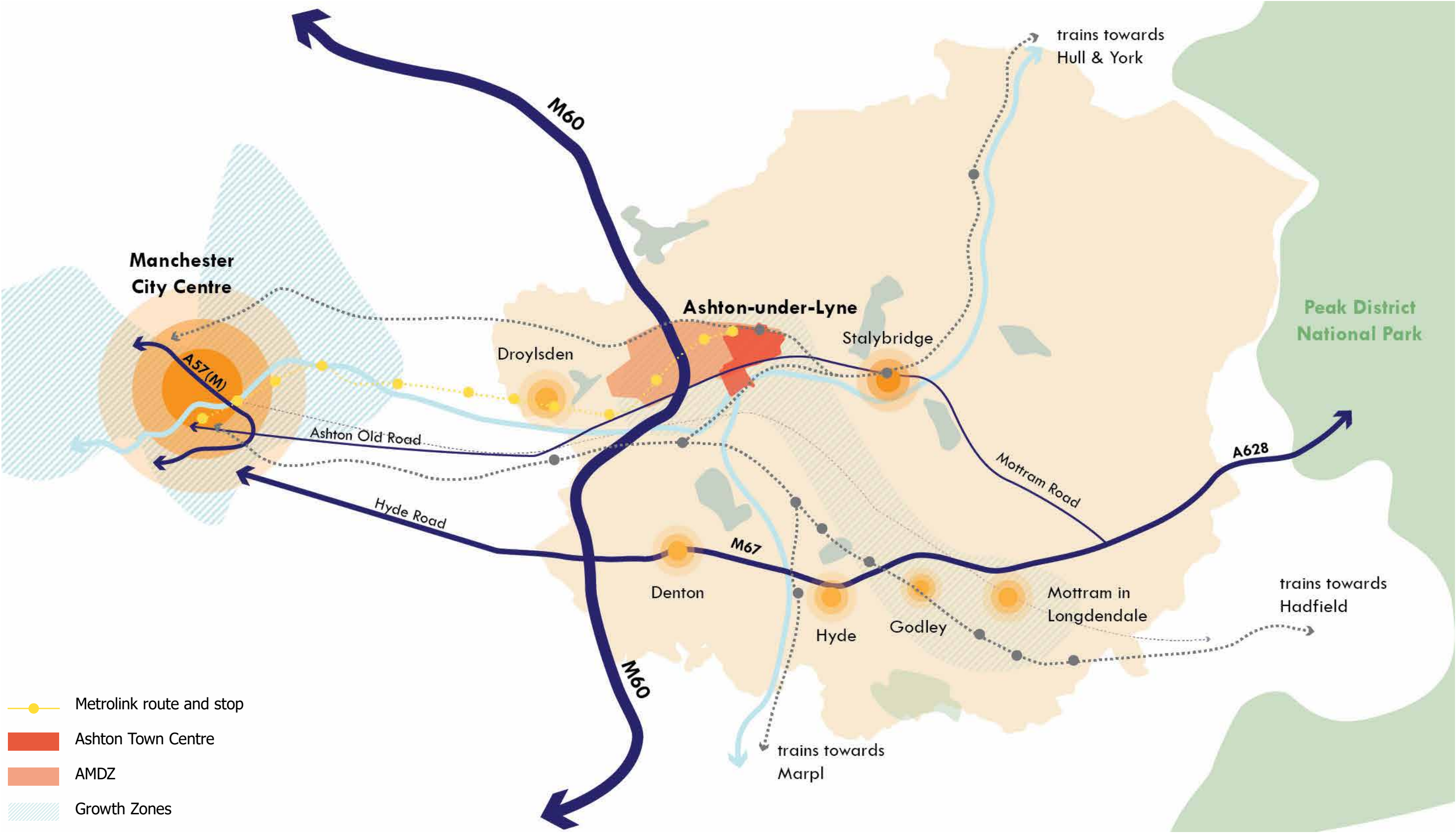
6. Developing the Plan Further

7. Masterplan Frameworks

8. Character Areas

9. Strategic Delivery Considerations

1. Setting the Scene



1. Setting the Scene



2. Key Advantages

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High levels of public transport access



Emerging investment in public realm and market



Active retail activity and community engagement



Significant urban heritage



Emerging development, focussed around affordable town centre housing



Green space in close proximity to town centre



Distinctive and characterful street grid



Local creative culture

2. Key Challenges

6



Unrealised development potential



Barriers to surrounding public green spaces



Vacant historic buildings



Poor legibility and poorly defined streets



Substantial areas of surface parking



Vehicular focussed streets and junctions



Routes that feel unsafe



Landmark buildings as missed placemaking opportunities

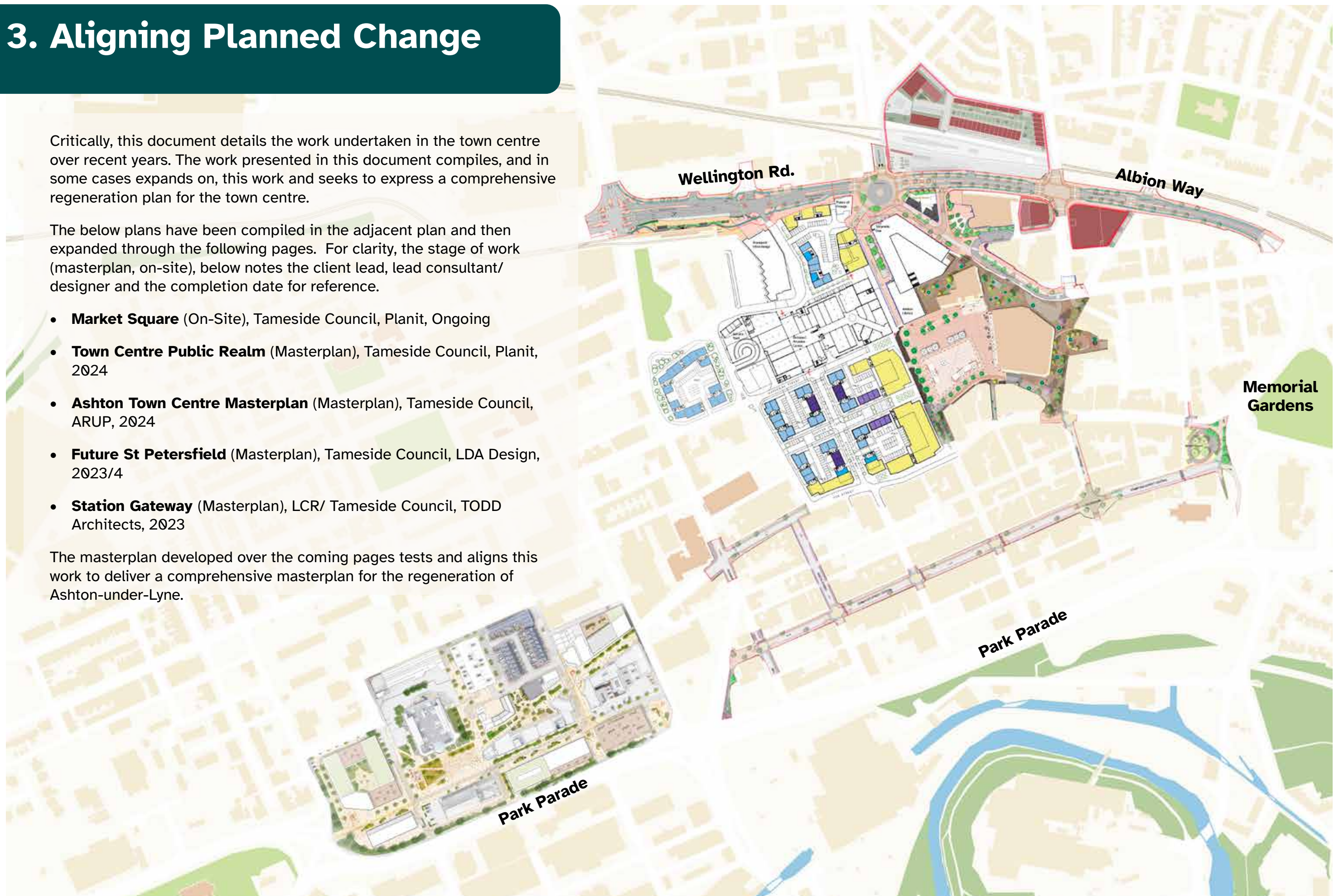
3. Aligning Planned Change

Critically, this document details the work undertaken in the town centre over recent years. The work presented in this document compiles, and in some cases expands on, this work and seeks to express a comprehensive regeneration plan for the town centre.

The below plans have been compiled in the adjacent plan and then expanded through the following pages. For clarity, the stage of work (masterplan, on-site), below notes the client lead, lead consultant/ designer and the completion date for reference.

- **Market Square** (On-Site), Tameside Council, Planit, Ongoing
- **Town Centre Public Realm** (Masterplan), Tameside Council, Planit, 2024
- **Ashton Town Centre Masterplan** (Masterplan), Tameside Council, ARUP, 2024
- **Future St Petersfield** (Masterplan), Tameside Council, LDA Design, 2023/4
- **Station Gateway** (Masterplan), LCR/ Tameside Council, TODD Architects, 2023

The masterplan developed over the coming pages tests and aligns this work to deliver a comprehensive masterplan for the regeneration of Ashton-under-Lyne.



4. A Shared Vision for Ashton

Ashton-under-Lyne is beginning a new chapter — one that places its **historic market** at the heart of a renewed, people-first town centre. Shaped by its **industrial and Victorian heritage**, and inspired by civic leaders like Hugh Mason, Ashton will re-stitch itself into a **vibrant, walkable centre** where public spaces, streets and heritage buildings bring people together.

Ashton-under-Lyne will be a great place to live, offering leisure, work places and retail on your doorstep. Town centre living will be With strengths like **Tameside College, Ashton Old Baths** and **St Petersfield**, the town will support enterprise and creativity, re-emerging as a town centre **proudly woven from heritage, community and opportunity**.



A Distinctive Town Centre

Reflect the industrial heritage and modern character of Ashton-under-Lyne.



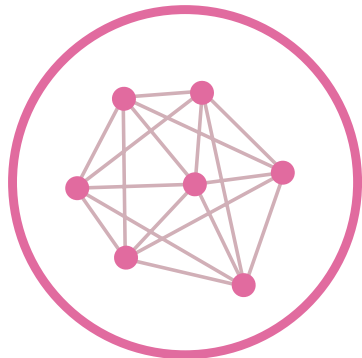
A Beautiful Town Centre

Delivering a new era of design quality for Ashton-under-Lyne, delivering beautiful modern architecture, new benchmarks in public realm and active, green streets.



A Liveable Town Centre

Deliver affordable, sustainable and well-designed new homes, offering a mixture of tenures to create new vibrant and engaged town centre communities.



A Connected Town Centre

Maximise the Ashton-under-Lyne's significant connectivity across Greater Manchester to deliver an exemplar in sustainable and active movement.



A Natural Town Centre

A greener town centre which connects to surrounding parks, green spaces, canals and rivers; utilising nature based solutions to enhance biodiversity and deliver healthier lives in the town centre.

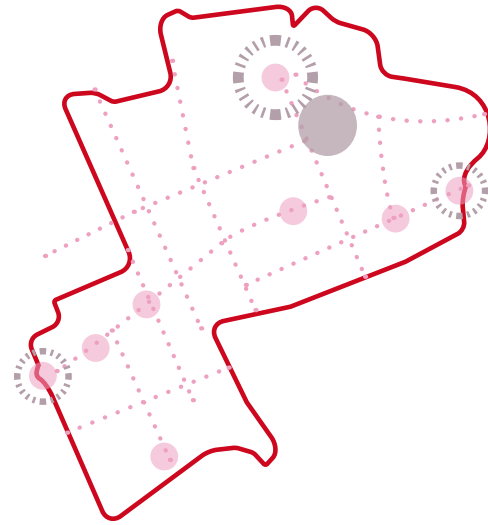


A Creative & Independent Town Centre

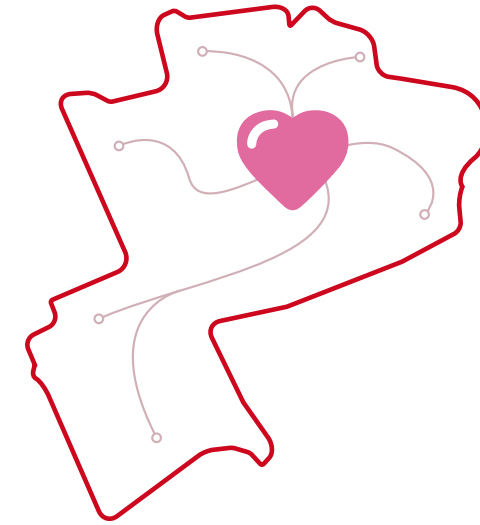
Embrace the independent and creative industries within the town centre which currently flourish in the town centre and afford them the opportunities to flourish, providing space to grow and evolve.

5. Spatial Drivers for Ashton

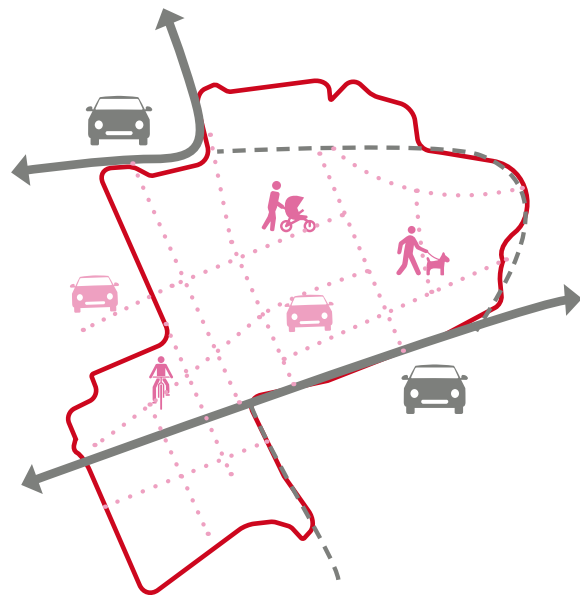
The following spatial drivers form the basis of the framework defined in this document and will spearhead change in the town centre.



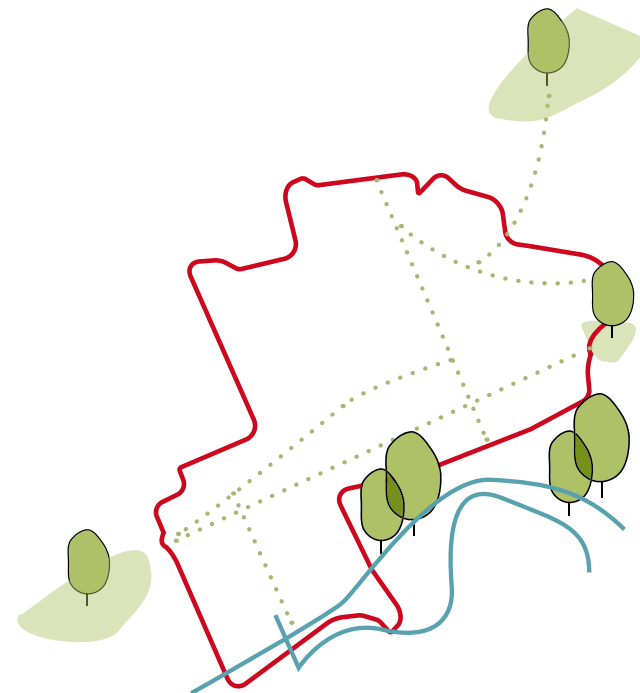
1. Improve the town centre's public squares, connecting streets and pedestrian gateways



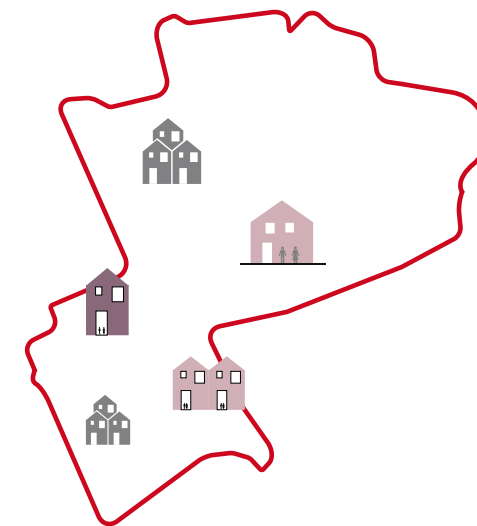
2. Deliver an active and distinctive heart to the town centre, focussed around Ashton Market Square



3. Reduce the need to access the town centre by car and move vehicles to the edge

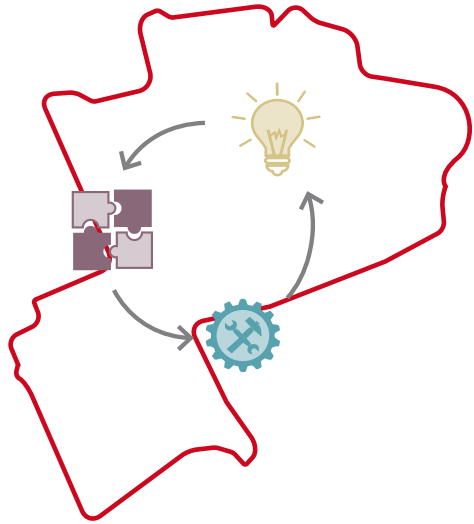


4. Create legible and green connections to surrounding green spaces, the canal and the River Tame

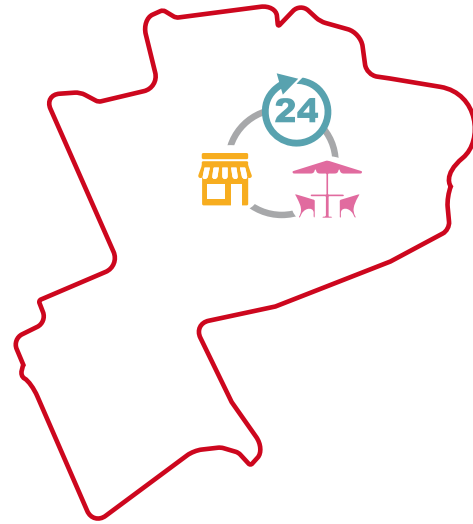


5. Unlock characterful new residential development

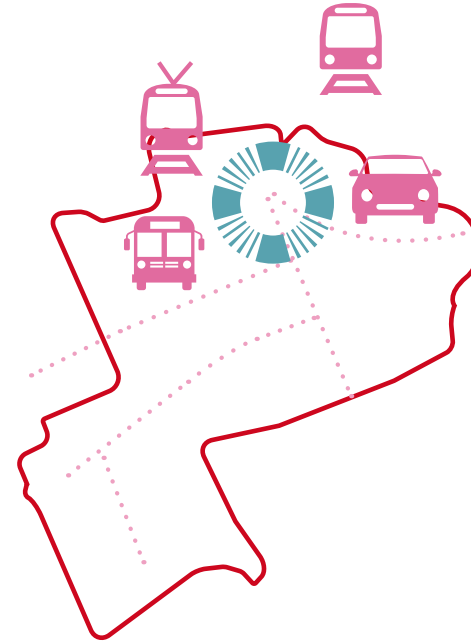
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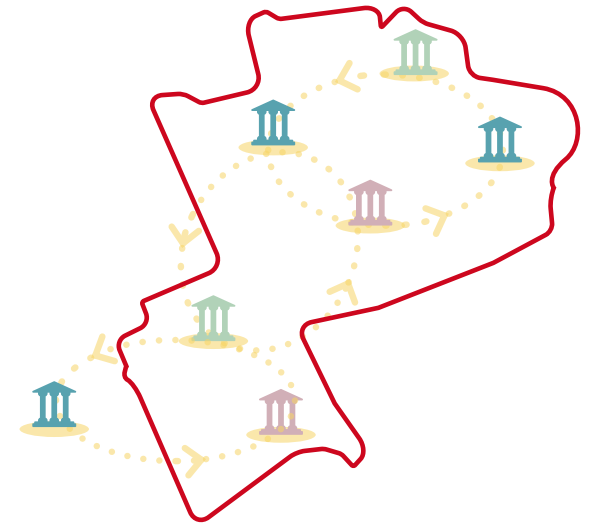
6. Create opportunities for innovation, enterprise and creativity



7. Refocus the retail offer within the town centre



8. A highly connected and activated town centre gateway into the town centre



9. Reframe historic landmarks in the town centre and reconnect them with the community

7. Masterplan Frameworks

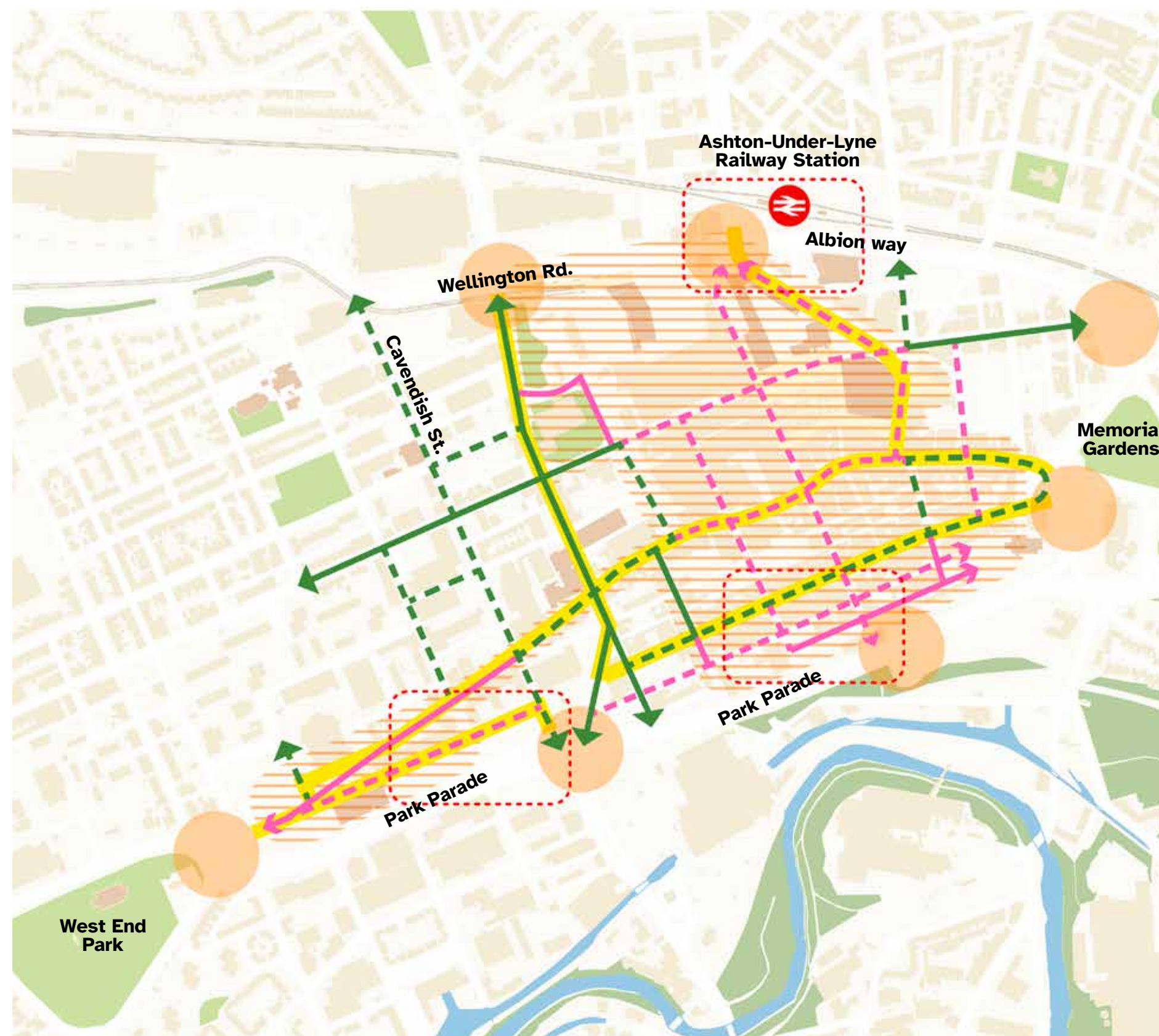
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Pedestrian Access

The Town Centre Public Realm Strategy (Planit - 2023) and the Future St Petersfield Masterplan (LDA - 2023/24) put forward a people-first vision which aims to create a pedestrian friendly town centre. The plan adjacent summarises proposals outlined in the public realm strategy, and associated movement strategy. The key interventions include:

- **Old Street:** Enhanced pedestrian environment connecting West End Park, St Petersfield, the town centre and Memorial Gardens
- **Albion Way:** Improved connection to Railway Station via pedestrian crossing of Albion Way
- **Cavendish Road:** Creating an improved route that balances vehicular and pedestrian needs
- **Stamford Street - West & Central:** Improved pedestrian connections along Stamford Quarter improving links to St. Petersfield and St. Michael's Church
- **Pedestrian Priority Zone:** Enhanced pedestrian routes within the town centre, Stamford Quarter and St. Petersfield

- Proposed Equal priority streets
(Route from 'A Public Realm Strategy - Tameside)
- - - Proposed Equal priority streets - LDA Proposal
- Proposed Pedestrian Priority Streets
(Route from 'A Public Realm Strategy - Tameside)
- - - Proposed Pedestrian Priority Streets - LDA Proposal
- Proposed Cycling Corridors
(Route from 'A Public Realm Strategy - Tameside)
- Proposed Pedestrian Crossing Points
- Pedestrian Priority Zone
- Proposed Area for Multi Storey Car Park



7. Masterplan Frameworks

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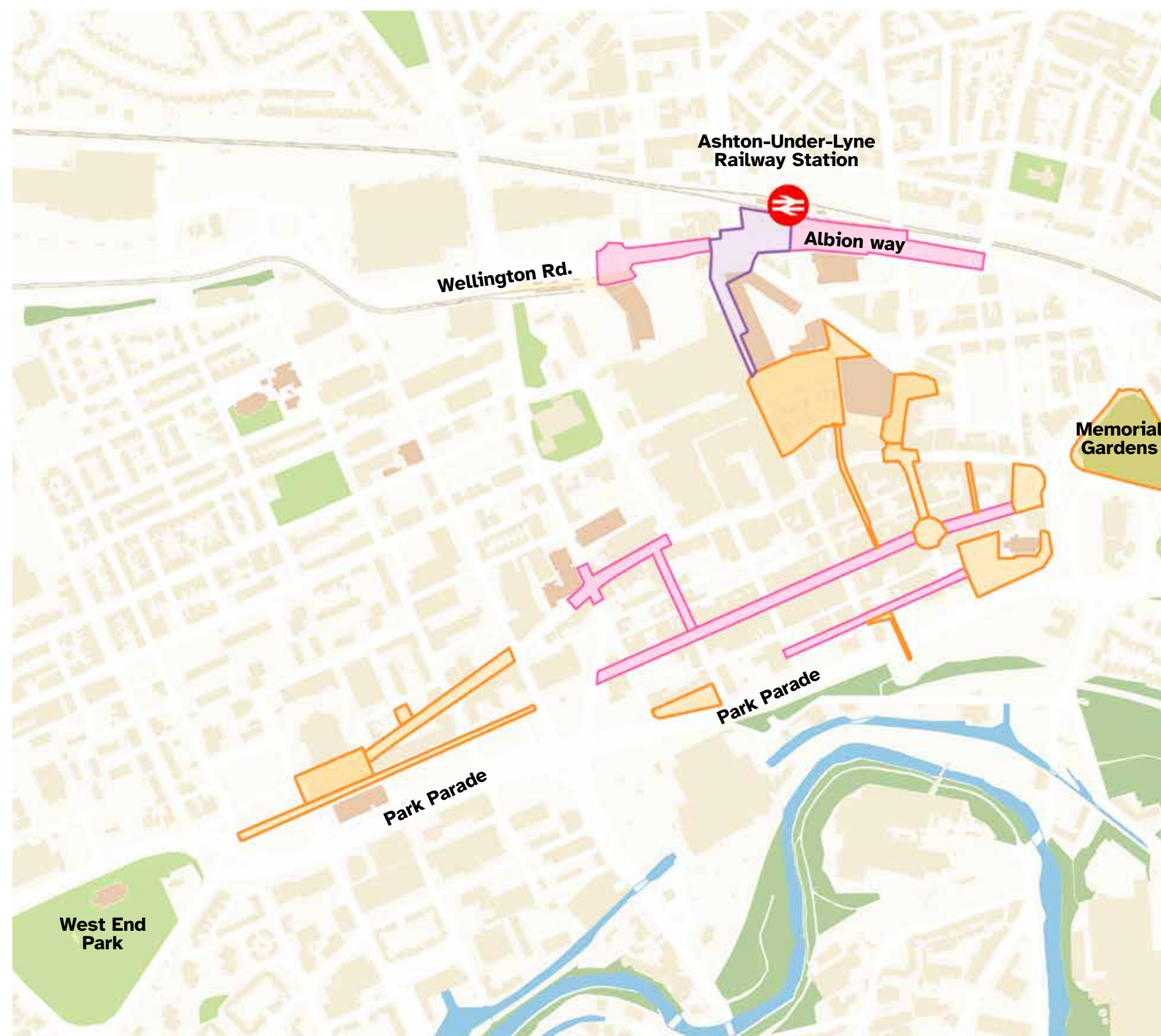
Public Realm & Placemaking

The adjacent plan builds on the plans set out in the Town Centre Public Realm Strategy, St Petersfield Masterplan and outlines further key opportunities (Stamford Quarter and links to Memorial Gardens).

Key interventions proposed:

- **Improved Station Arrival:** Station square, albion way crossing, Warrington Street/ Wellington Rd arrival.
- **Enhanced Interchange Link:** enhanced Albion Way corridor to increase connectivity between Tram, Bus and Rail.
- **Market Square and Market Street:** first phase Market Square on site with later phases unlocking wider street enhancements and eastern connections.
- **Henry Square:** Deliver enhanced square aligned with Future St Petersfield Masterplan.
- **Pedestrian Streets:** Deliver enhanced pedestrian environments around key streets and junctions on Stamford Street (West and Central, Fleet Street, Old Street and George/ Grey Street).
- **Green Space:** Improve connections to surrounding green space at Memorial Gardens, West End Park and a potential new space around St Michaels Parish Church.

-  Highway Enhancement
-  Public Realm Enhancement - Arrival
-  Public Realm Enhancement - General

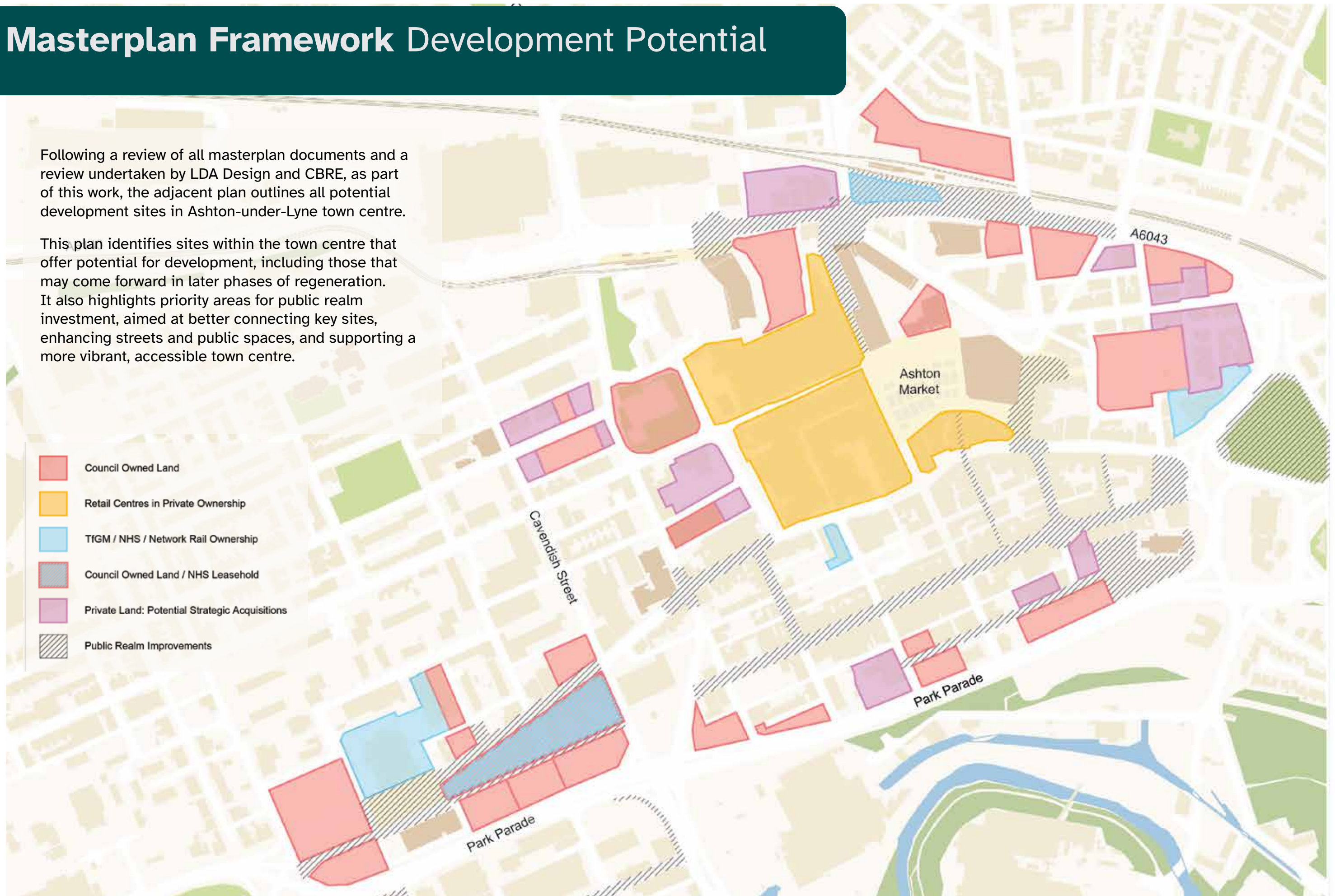


Masterplan Framework Development Potential

Following a review of all masterplan documents and a review undertaken by LDA Design and CBRE, as part of this work, the adjacent plan outlines all potential development sites in Ashton-under-Lyne town centre.

This plan identifies sites within the town centre that offer potential for development, including those that may come forward in later phases of regeneration. It also highlights priority areas for public realm investment, aimed at better connecting key sites, enhancing streets and public spaces, and supporting a more vibrant, accessible town centre.

-  Council Owned Land
-  Retail Centres in Private Ownership
-  TfGM / NHS / Network Rail Ownership
-  Council Owned Land / NHS Leasehold
-  Private Land: Potential Strategic Acquisitions
-  Public Realm Improvements

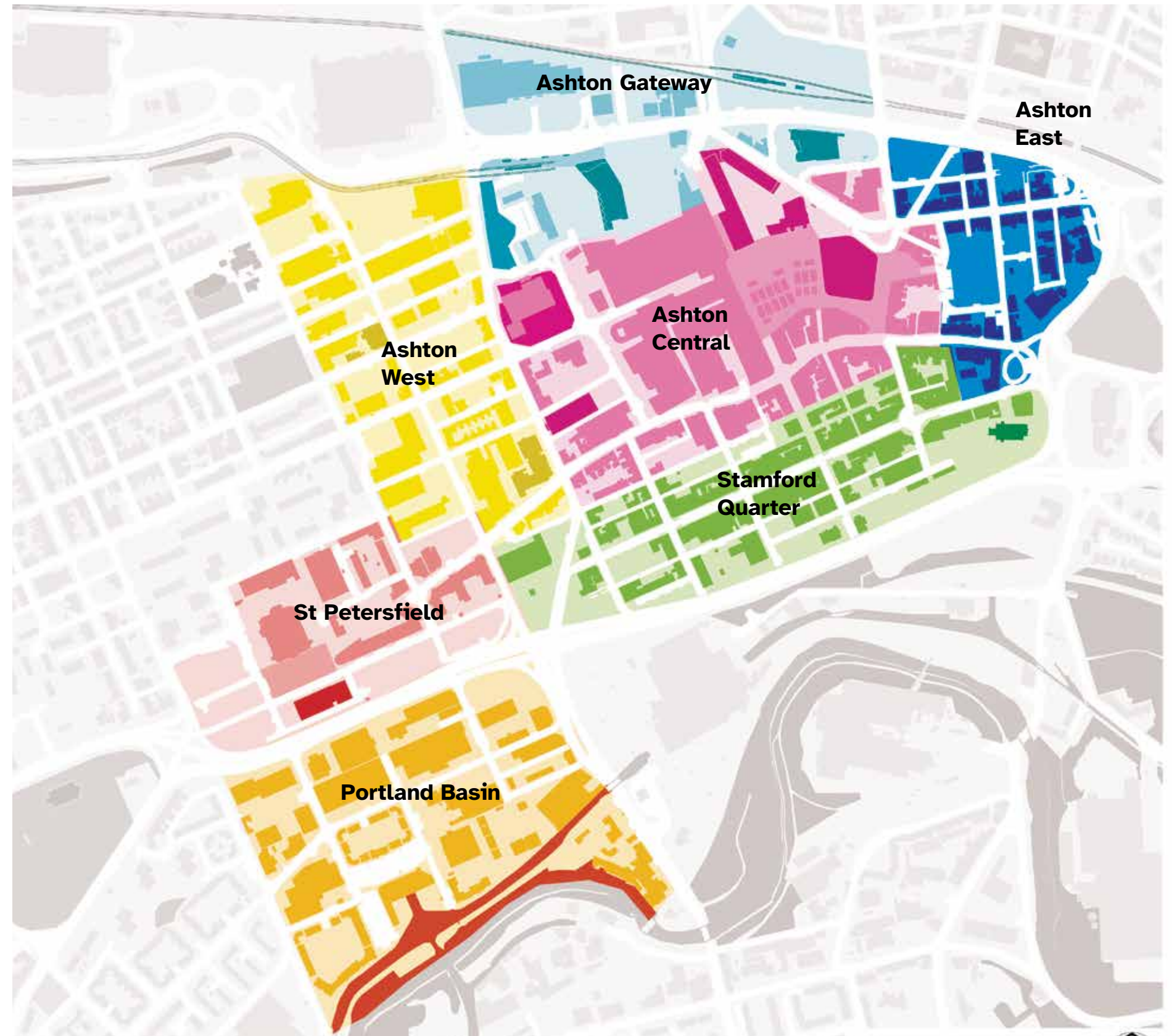


8. Town Centre Character Areas

The character area approach provides a framework for shaping Ashton-under-Lyne into a series of distinctive, interconnected neighbourhoods, each responding to the unique qualities, opportunities and challenges of its location. By understanding the town centre as a collection of overlapping places, from civic and commercial hubs to historic streets, gateways, and emerging employment clusters, this strategy supports a more diverse, vibrant and inclusive centre.

The character areas build on the previous Town Centre Strategy SPD (2010) and updates this thinking to both align with the emerging plans for the town centre and also reflect the development and placemaking potential in the town centre, defined within this document.

Each character area sets the foundation for tailored interventions in land use, public realm and movement, helping to ensure development reinforces local identity while contributing to the wider vision for Ashton's renewal.



Ashton Gateway Vision

The Ashton Gateway presents a major opportunity to shape a distinct and **connected neighbourhood** at the town's **northern arrival point**. With unrivalled access to train, tram and bus services, it is ideally placed for **high-density, mixed-use, transit-oriented development**. Public realm improvements and better pedestrian links across the A6043 can **reconnect the station with the town centre**, creating a more welcoming gateway. By repurposing **underutilised plots**, this area can support new homes, workplaces and public spaces — helping to stitch Ashton back together and set a benchmark for sustainable, people-first regeneration as **a key destination within Greater Manchester**.

Overcoming barriers to movement



Improved Town Centre arrival experience



Creating a hub at the heart of a transit-oriented neighbourhood.



Connecting with active travel corridors

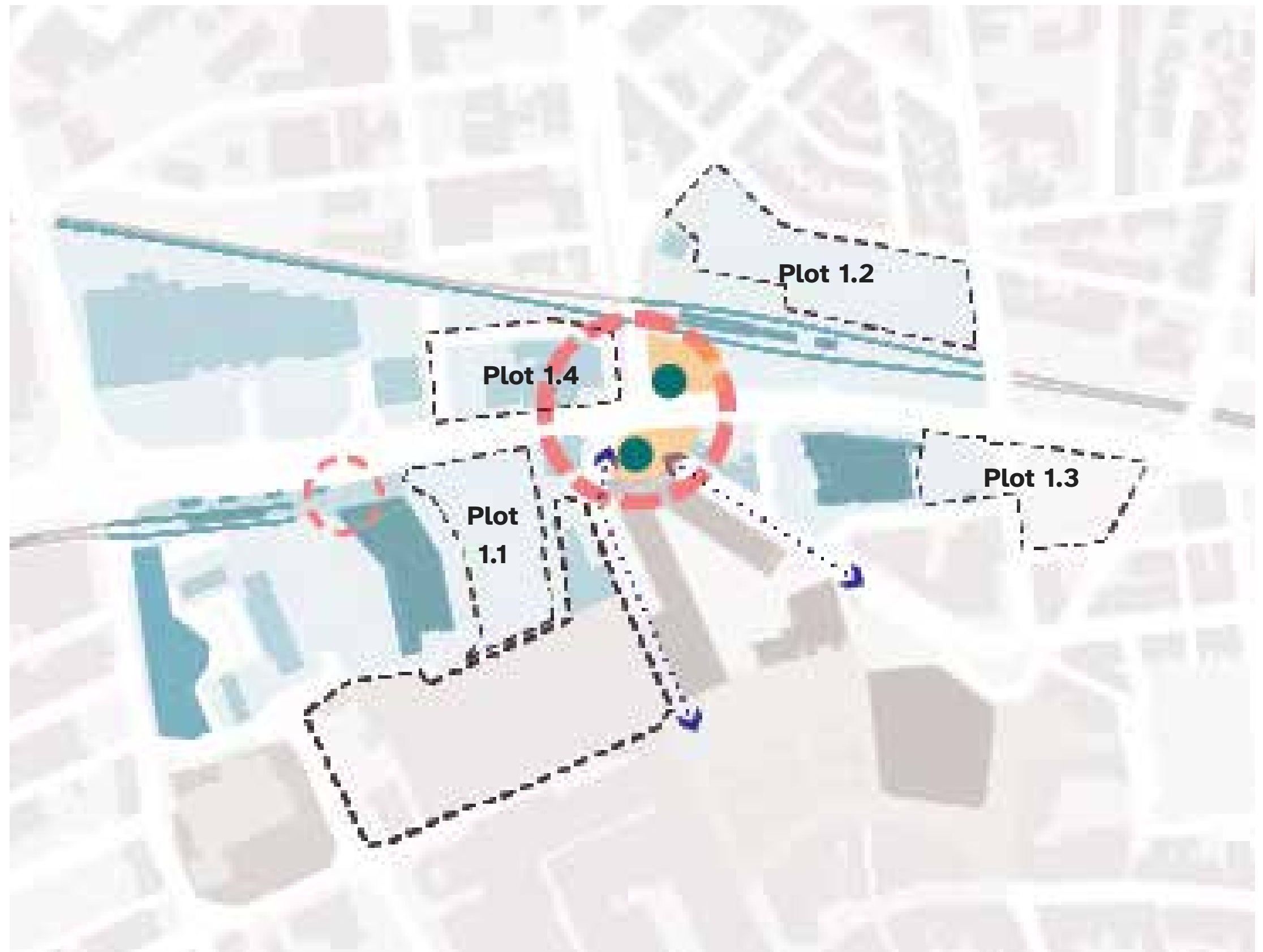
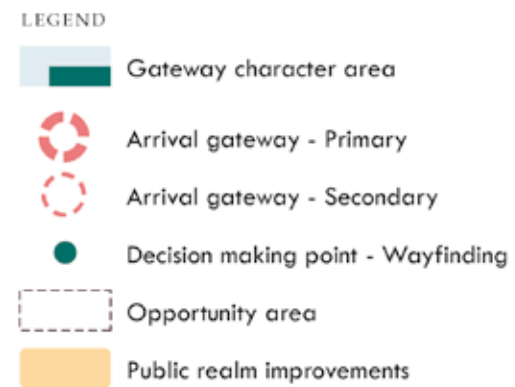


Higher residential densities in the most sustainable location

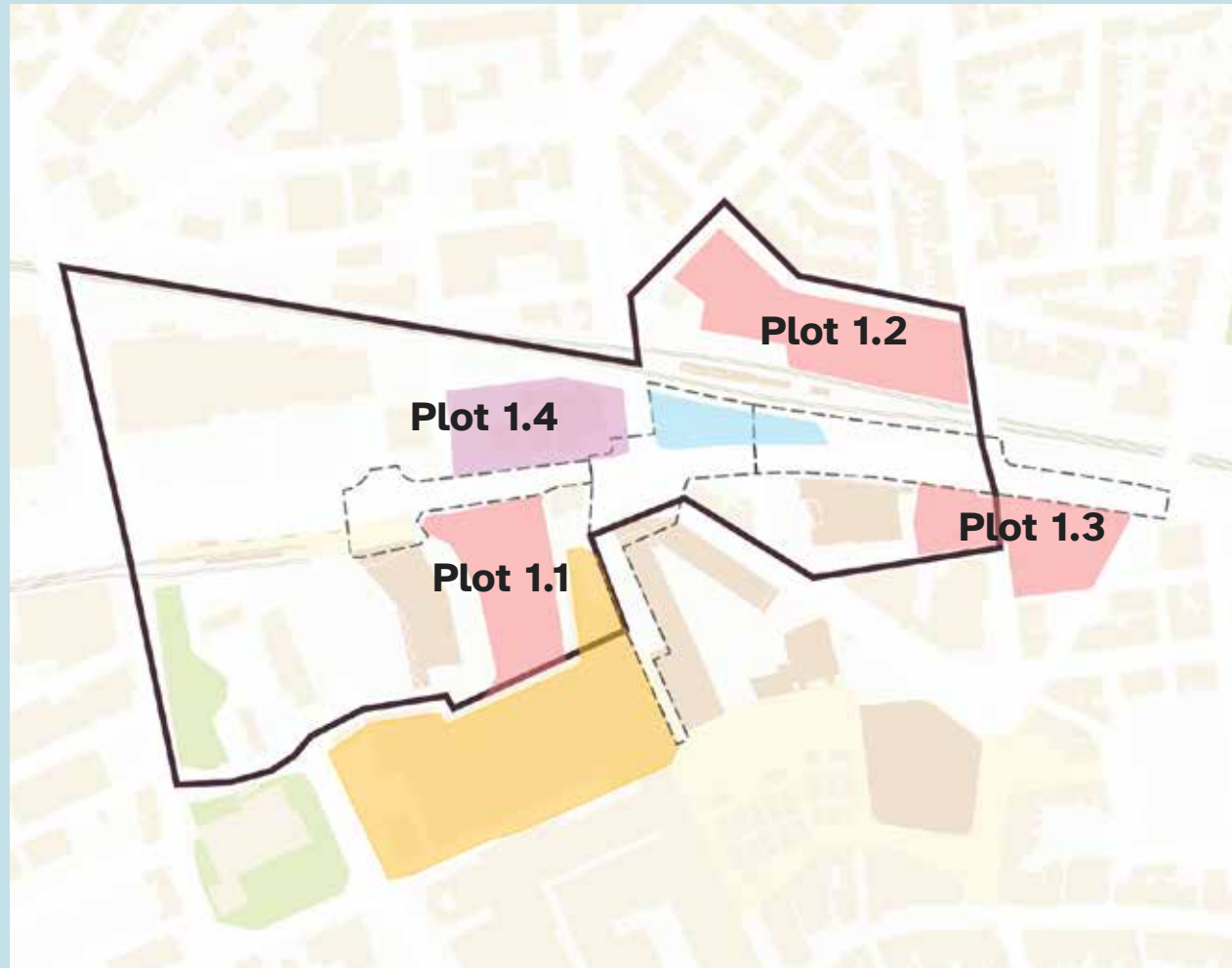


Improving connections to Tameside College





Ashton Gateway Delivery



Plot	Description	Future Use	Size (sqm)	Residential Capacity	Commercial Capacity
1.1	Bounded by Wellington Road and Warrington St, east of Bus Station and north of Arcades Shopping Centre	Mixed Use	4,484	Circa 100 dwellings*	Circa 2,200 sqm*
1.2	Union St Car Park	Residential	6,535	Circa 60 dwellings*	
1.3	Camp St Car Park	Mixed Use	1,240	Circa 100 dwellings*	Circa 620 sqm***
1.4	Block bounded by West St, Turner Ln and Wellington Rd	Mixed Use	4,330	Circa 90 dwellings**	Circa 2,100 sqm***

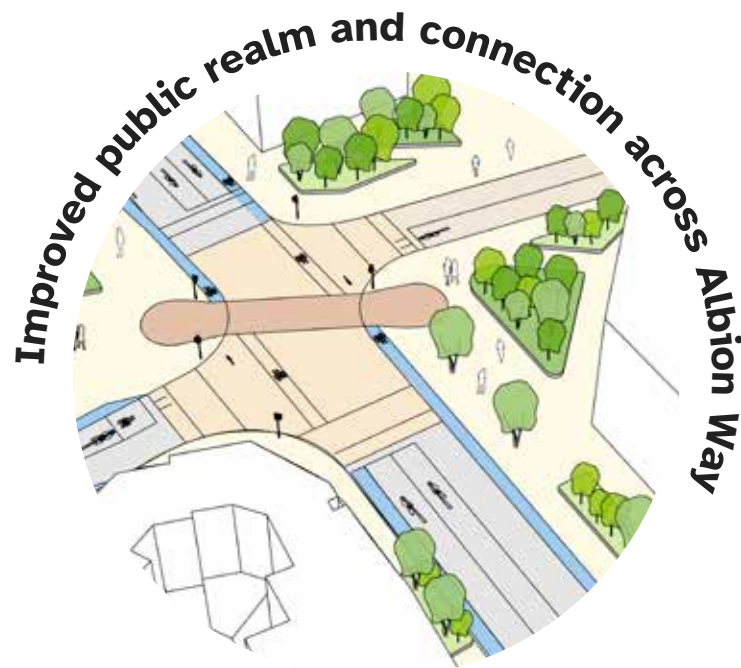
* Dwelling numbers based on previous site capacity testing

** Dwellings numbers based on a minimum net density of 120 dwellings/ha in designated town centres like Ashton, dropping to 70 or 50 depending on distance from centre/public transport. Based on Strategic Housing and Economic Land Availability Assessment (SHELAA)

*** Assumes 50% plot area

Ashton Central Vision

Ashton Central is the **civic and historic heart** of the town, **anchored by the Market Square, Town Hall, Ashton Library and key retail centres**. With close access to tram, bus and rail services, it offers exceptional potential for **higher-density, mixed-use development** that respects and enhances its heritage. Public realm improvements and a shift towards **pedestrian-oriented streets** can reinforce the Market Square as Ashton's primary public space and gathering point. With opportunities to introduce **new homes, workspaces, culture and leisure uses**, Ashton Central can re-establish itself as the vibrant **heart of the town**, where a rich mix of uses and a diverse community make it the **focal point for daily life** and activity in Ashton-under-Lyne.



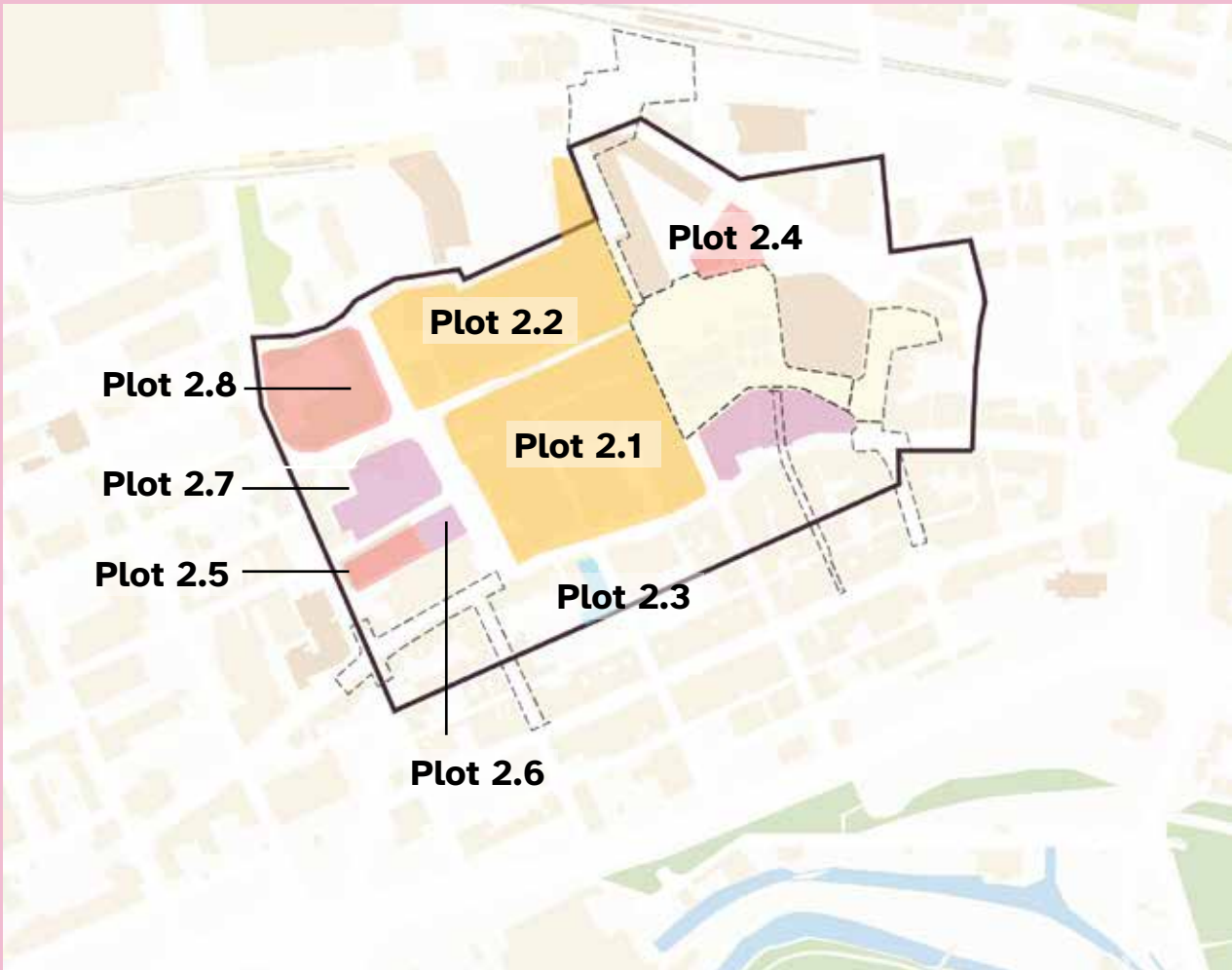
Ashton Central Strategy

LEGEND

- Ashton Central
- Pedestrian only street
- Arrival gateway - Primary
- Arrival gateway - Secondary
- Decision making point - Wayfinding
- Opportunity area
- Public realm improvements



Ashton Central Delivery



Plot	Description	Future Use	Size (sqm)	Residential Capacity	Commercial Capacity
2.1	Ladysmith Shopping Centre	Mixed Use	18.724	Circa 300 dwellings *	Circa 4,200 sqm*
2.2	Arcades Shopping Centre	Retained Arcade	14.110		TBC
2.3	Building to west of Staveleigh Way	Mixed Use	674	<10 dwellings**	Circa 340 sqm***
2.4	Town Hall	Retained Town Hall	1,795		TBC
2.5	Former cinema block	Reuse	1,344		Circa ,1350 sqm
2.6	Surface Parking	Mixed Use	724	<5 dwellings**	Circa 350 sqm***
2.7	Corner plot Katherine St/ Gas St/ Cotton St	Mixed Use	3,288	Circa 20 dwellings**	Circa 1,650 sqm***
2.8	Ashton Leisure Centre	Residential	5,914	Circa 100 dwellings*	Circa 1,400 sqm*
2.9	B&M / Iceland Block	Mixed Use	3,650	Circa 50 dwellings**	Circa 3,650 sqm

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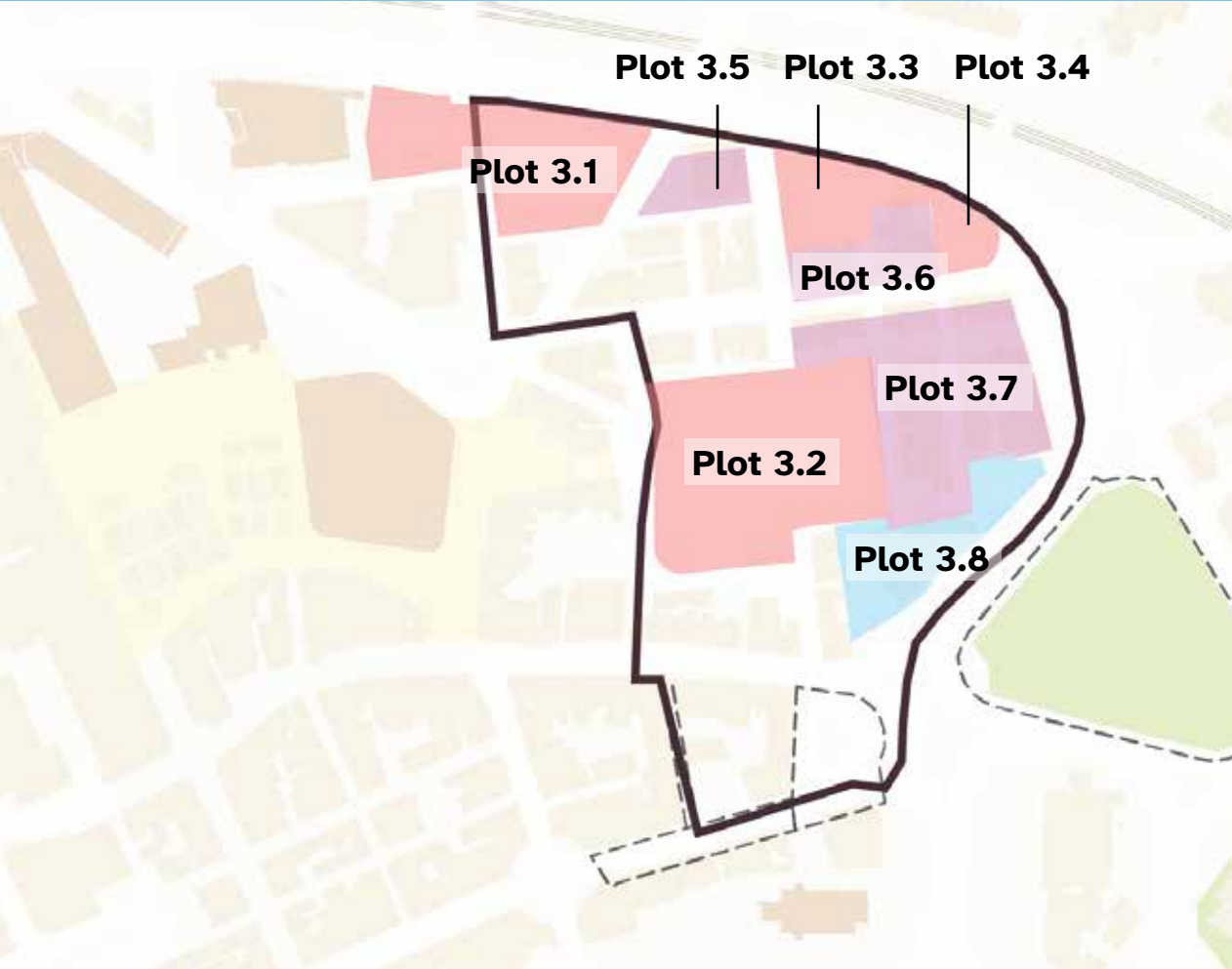
Ashton East Vision

Ashton East offers a major opportunity to transform underused land and create a more **integrated and vibrant eastern gateway** to the town centre. Defined by its **independent high street frontages** along Penny Meadow and Old Street, and backed by extensive areas of surface parking, this area has strong potential to evolve **into a mixed-use, residential-led neighbourhood**. Improved links to key destinations — including **Fletcher Square, the Market Square, and the memorial gardens** — alongside enhanced public realm can help re-stitch this area into the wider town. In the **longer term, relocation of NHS services** to more strategic sites like Ashton Central or St Petersfield could unlock prominent plots for redevelopment. Ashton East can become **a transitional neighbourhood**, bridging the civic heart and surrounding communities — a place that supports independent businesses, introduces new homes, and contributes to a more inclusive and active town centre.





Ashton East Delivery



Plot	Description	Future Use	Size (sqm)	Residential Capacity	Commercial Capacity
3.1	Henrietta St Car Park	MSC	2,799.1		Circa 3,500 sqm*
3.2	Old Cross St Car Park	Mixed Use inc MSC	7,072.1	Circa 40 dwellings**	Circa 1,800 sqm***
3.3	North side of Wimpole St	Residential	1,730.4	Circa 20 dwellings**	
3.4	North side of Wimpole St	Residential	720.0	Circa 10 dwellings**	
3.5	North side of Wimpole St	Residential	903.2	Circa 10 dwellings**	
3.6	North Side of Penny Meadow	Mixed Use	1,511.1	Circa 10 dwellings**	Circa 750 sqm***
3.7	Block bounded by Albion St/Crckets Ln N, Old St, Old Cross St and back of houses on Penny Mdw	Mixed Use	5,577.3	Circa 40 dwellings**	Circa 3,000 sqm***
3.8	Cricketts Lane Health Center	Mixed Use	2,436.1	Circa 30 dwellings**	Circa 1,200 sqm***

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*** Assumes 50% plot area

St Petersfield Vision

St Petersfield will offer something special: a **modern business district** which is **accessible, green** and designed to the **highest sustainability standards**. Its public realm and **placemaking** are paramount, celebrating Ashton's **unique grid-iron street pattern** while elevating the **historic Henry Square** as the primary destination space in this part of the town centre. The spaces will be enlivened by a **diverse mix of uses**, including **residential, creative studios, cafés and communal spaces** which will bring **energy and activity** throughout the day.

4,500 sqm of commercial



An opportunity to offer modern business district with town centre living



Up to 350 homes



Potential for paramount public realm and placemaking



Western gateway into the town centre for pedestrians and cyclists

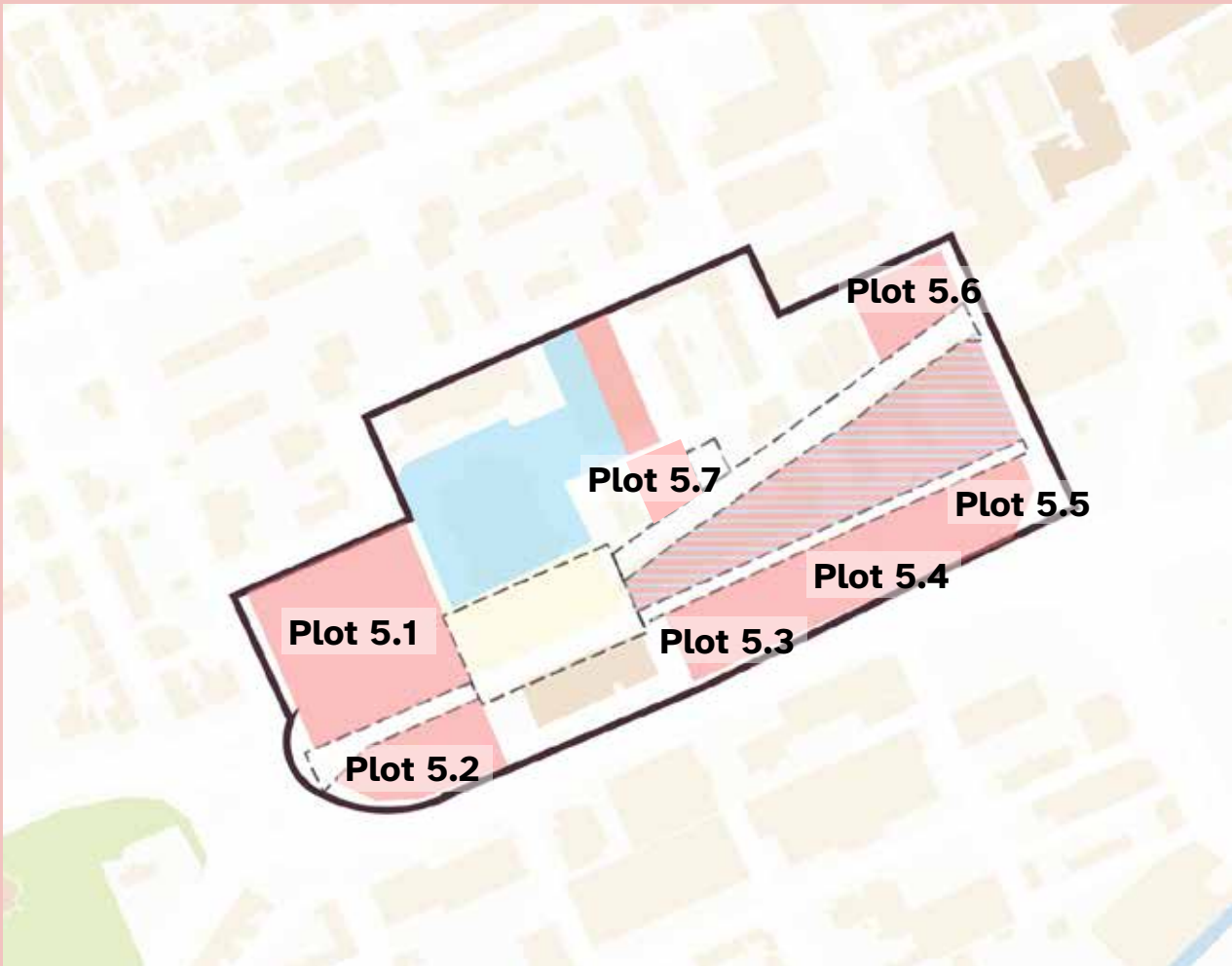


Unique grid-iron street pattern





St Petersfield Delivery



Plot	Description	Future Use	Size (sqm)	Residential Capacity	Commercial Capacity
5.1	Corner plot Margaret St/ Hodgson St/ Welbeck St S	Mixed Use	7273	Circa 200 dwellings*	Circa 370 sqm*
5.2	Corner plot Park Parade/Margaret St	Mixed Use	2212	Circa 40 dwellings*	Circa 900 sqm*
5.3	Plot off Stamford St West by Ashton Old Baths	Office / Resindetial	1,108		Circa 3800 sqm*
5.4	Plot off Stamford St West	Hotel	2179		130-160 keys*
5.5	Corner plot Cavendish St/ Park Parade	MSCP/ Commercial	2,633		260 car parking spaces*
5.6	Corner plot Cavendish St/ Old St	Residential	1,535	Circa 40 dwellings*	Circa 400 sqm***
5.7	Plot off Dale St E	Office / Studio	837		Circa 1000 sqm*

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*** Assumes 50% plot area

Stamford Quarter Vision

Stamford Quarter has the potential to become a **distinct, characterful neighbourhood** rooted in Ashton's **rich architectural and civic heritage**. Centred around **Stamford Street Central and Church Street** and framed by landmark **views to St Peter's and St Michael's Parish Churches**, the area is defined by its fine-grain **Victorian streets and civic buildings**. Surface parking and underused sites offer opportunities for new **residential-led development, community spaces, and local services**. Church Street, in particular, provides a unique chance to frame **St Michael's as the heart** of a new neighbourhood. With investment in public realm and key connections to Ashton Central, Stamford Quarter can grow into a **well-connected, walkable neighbourhood** — one that celebrates its historic identity while supporting a new generation of town centre living.

Up to 290 new homes



Surface car parks offer plenty of opportunities



Defined by a grid of traditional streets, Victorian buildings, and landmark views



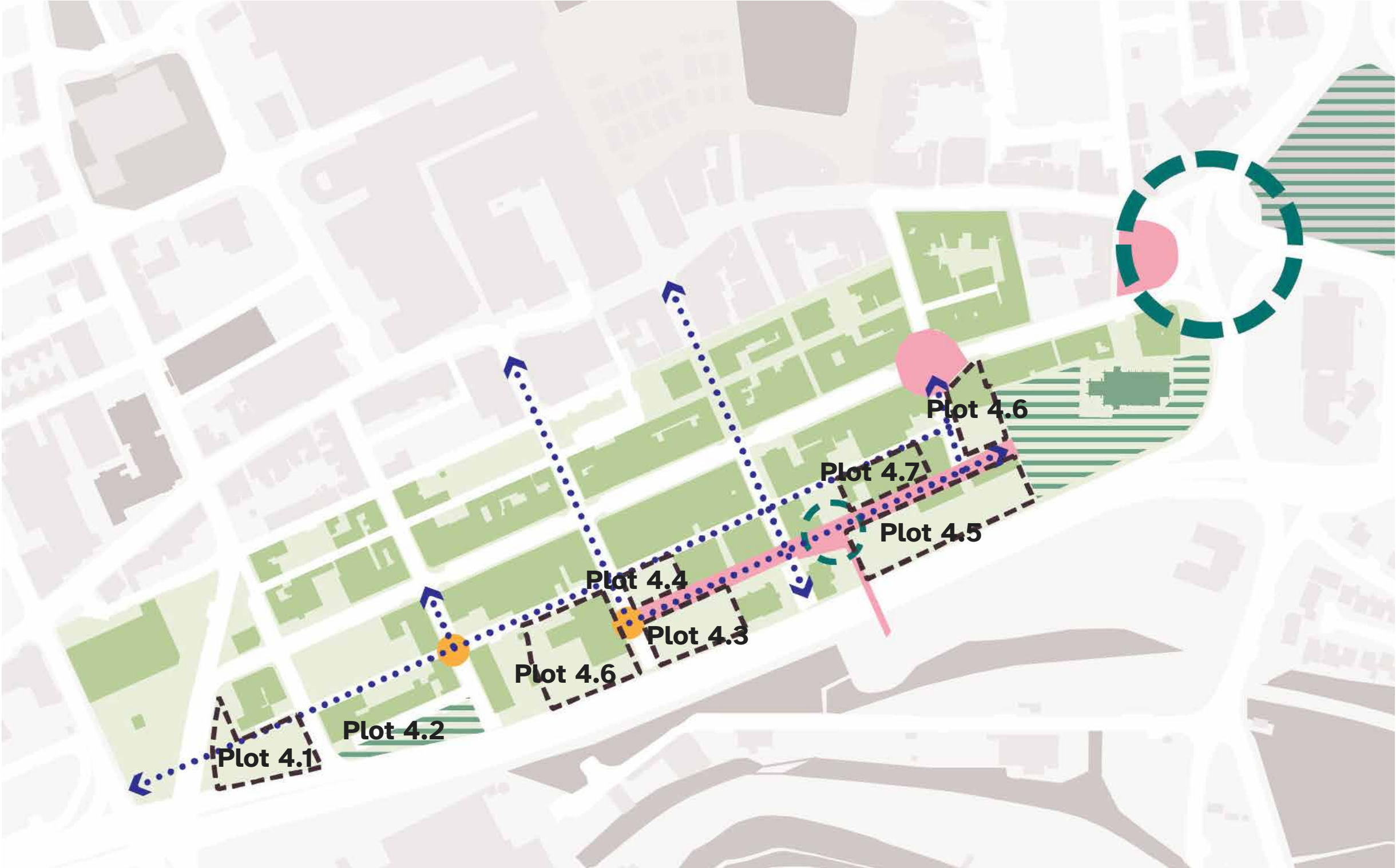
Residential-Led Neighbourhood



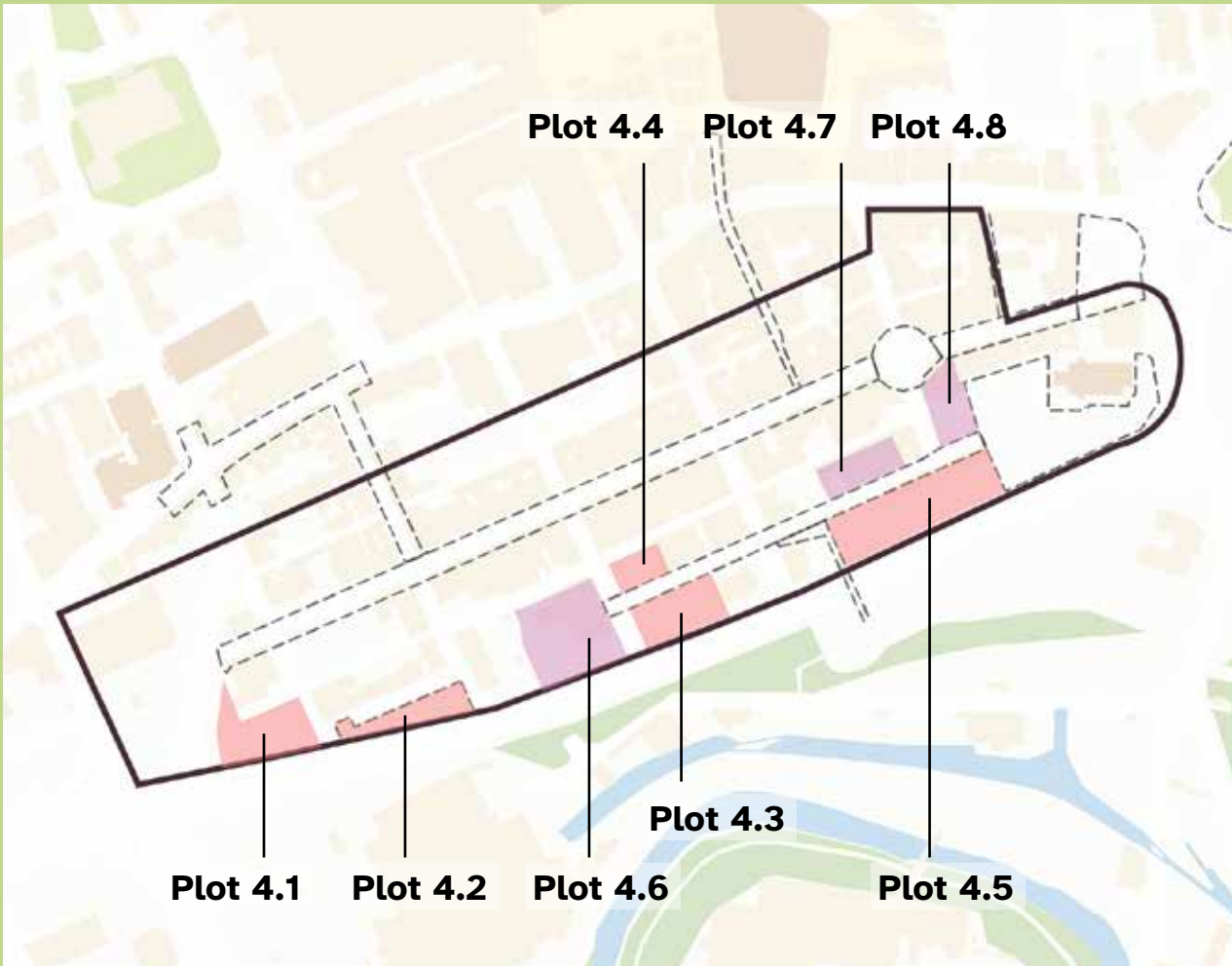
Higher residential densities in the most sustainable location



- LEGEND
- Stamford Quarter character area
 - Pedestrian only street
 - Arrival gateway - Primary
 - Arrival gateway - Secondary
 - Decision making point - Wayfinding
 - Opportunity area
 - Public realm improvements
 - Green infrastructure improvements



Stamford Quarter Delivery



Plot	Description	Future Use	Size (sqm)	Residential Capacity	Commercial Capacity
4.1	Corner plot Margaret St/ Hodgson St/ Welbeck St S	Mixed Use	1,586	Circa 30 dwellings**	Circa 800 sqm***
4.2	Corner plot Park Parade/Margaret St	Landscape	923	n/a	n/a
4.3	Plot off Stamford St West by Ashton Old Baths	Residential	1,297	Circa 20 dwellings**	Circa 650 sqm***
4.4	Plot off Stamford St West	Mixed Use	553	<10 dwellings**	Circa 300 sqm***
4.5	Corner plot Cavendish St/ Park Parade	Residential / MSC	2,780	Circa 20 dwellings**	
4.6	Corner plot Cavendish St/ Old St	Mixed Use	2,433	Circa 30 dwellings**	Circa 1,200 sqm***
4.7	Plot off Dale St E	Mixed Use	897	<10 dwellings**	Circa 450 sqm***
4.8	Plot off Grey Street	Mixed Use	954	<10 dwellings**	Circa 40 sqm***

* Dwelling numbers based on previous site capacity testing

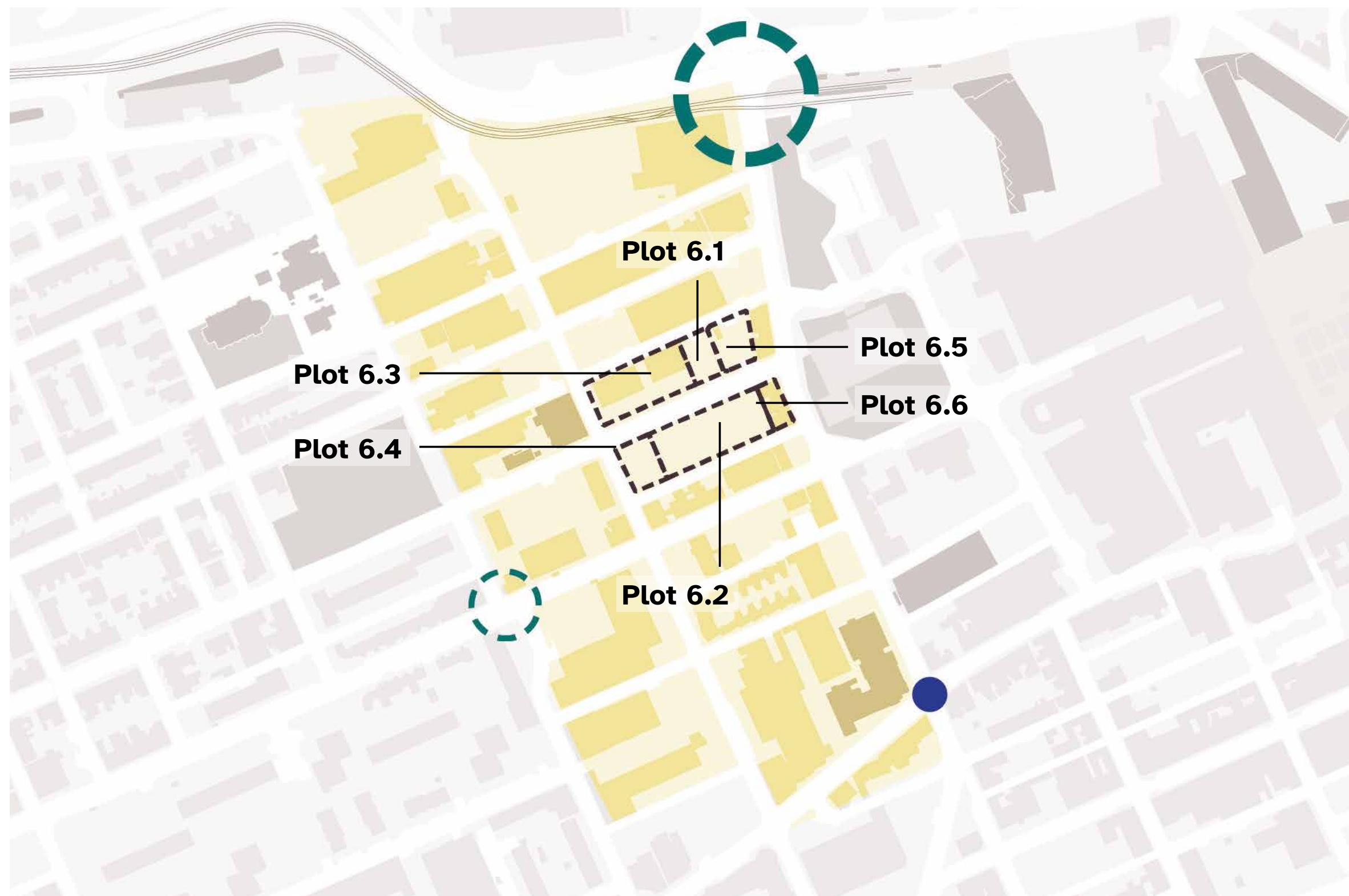
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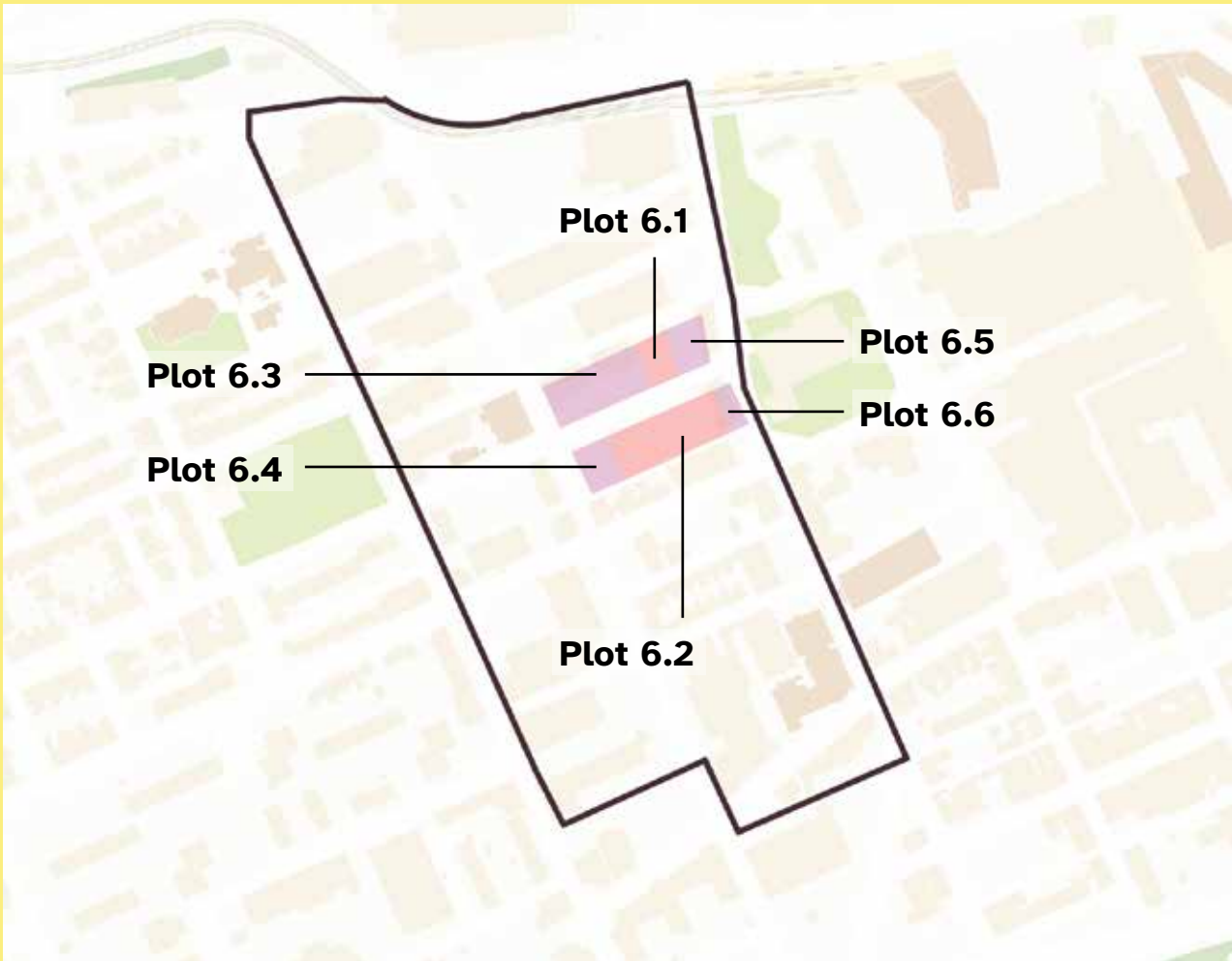
*** Assumes 50% plot area

Ashton West Vision

Ashton West will be a **place of renewal**, delivering development of **vacant and underused land** within this key meeting point between the residential neighbourhoods and the town centre. Development and placemaking interventions will utilise the grid-iron pattern to deliver a **permeable and legible residential community** which maximises links to the town centre amenities and attractions. A **enlivened and sustainable community** will emerge.







Plot	Description	Future Use	Size (sqm)	Residential Capacity	Commercial Capacity
6.1	Land south of Newman Street	Residential	495	<10 dwellings**	
6.2	Land south of Burlington Street	Residential	1,846	Circa 15 dwellings**	
6.3	Corner plot at junction of Newman St. and Cavendish St	Residential	1,581	Circa 10 dwellings**	
6.4	Corner plot at junction of Burlington St and Cavendish St	Residential	568	<10 dwellings**	
6.5	Corner plot at junction of Newman St and Oldham St	Residential	620	<10 dwellings**	
6.6	Corner plot at junction of Burlington St and Oldham St	Residential	319	<10 dwellings**	

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