

# **A Masterplan for the Regeneration of Bradford-Shipley Canal Road Corridor**

**Simon Woodhurst**  
Regeneration Development Manager

**City of Bradford Metropolitan District  
Council**



# What is a Masterplan ?

- A blueprint for the future
- A Comprehensive long range plan to set policies on growth and development
- A guide for local decisions on uses of land and provision of public facilities.

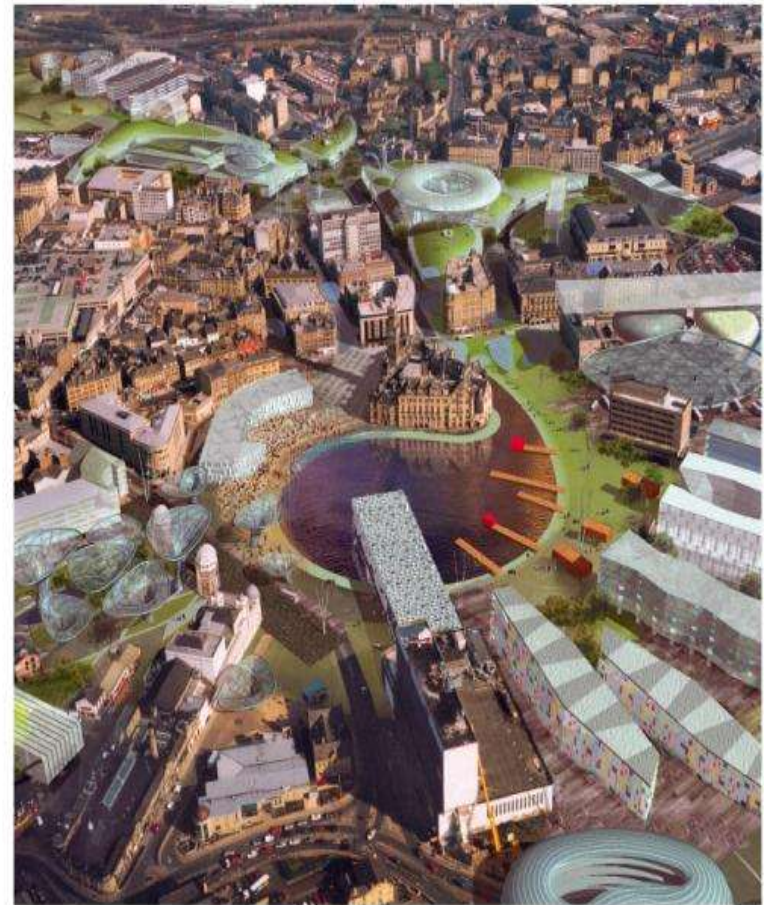


# What makes a Good Masterplan?

A successful Masterplan must be:

- **Visionary:** it should raise aspirations and provide a vehicle for building consensus and implementation
- **Inclusive:** the result of full participation of communities and other stakeholders
- **Deliverable:** it should take into account implementation and delivery routes
- **Integrated into the Planning System**
- **Flexible:** providing basis for market changes, negotiation and dispute resolution

THE BOWL AS IT COULD BE.





# Why Does Bradford need another Masterplan?

Because we have ambitions:

**Bradford's Sustainable Community Strategy states:**

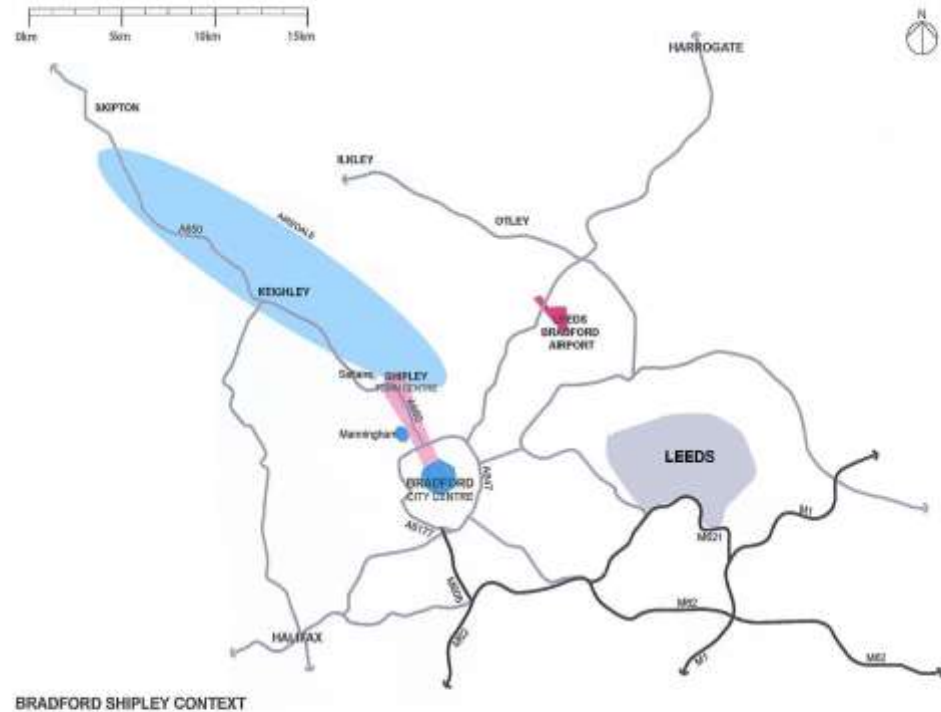
**'By 2020 Bradford will be a vibrant, prosperous, creative, peaceful, diverse and inclusive place where people are proud of their shared values, and work together to secure this vision for future Generations'.**

## Because we have Needs:

- A young, growing and ethnically diverse population
- High levels of unemployment and worklessness
- Low Skills levels
- Local economy over dependent on the Public Sector
- Poverty and inequality is high
- Too many low skilled jobs and too few high value jobs
- Struggling Property markets restricting Investment and Development growth
- Need to provide additional 48,000+ new homes by 2026 to accommodate growing local population



# Masterplan Corridor Strategic Context



# Canal Road Corridor Masterplan Area

## Key Features:

- **5 Km Corridor**
- **Natural valley bottom**
- **Linking key Urban Centres**
- **Existing Water Infrastructure**
- **Main Transport Route**
- **No single dominant Community**
- **Existing Mixed Use**
- **Development Constraints**
- **Market underperformance**

## An Area of Opportunity not Need





# Transport Infrastructure





# Green & Water Infrastructure



# Housing



# Retail





# Business



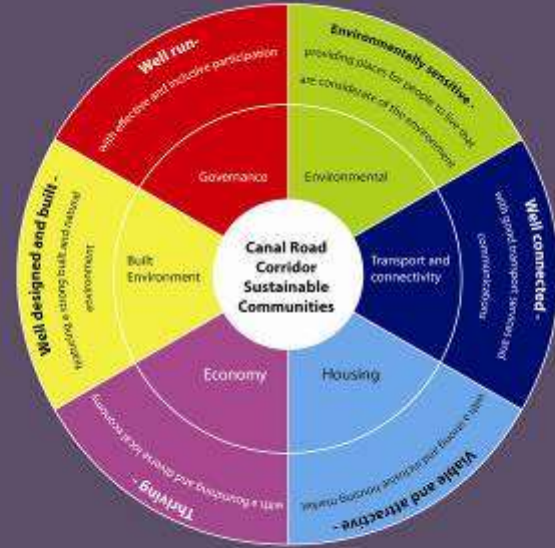
# The Consultant Team

- **BDP – Masterplanning, spatial planning, urban design, landscape design, sustainability, consultation**
- Lambert Smith Hampton – Development, market appraisal and analysis, delivery, implementation
- Inner City Solutions – Economic impact, social economic and housing analysis
- Waterman – Transport infrastructure, transport planning, flood risk
- Gleeds – Cost management



# Agenda for Change

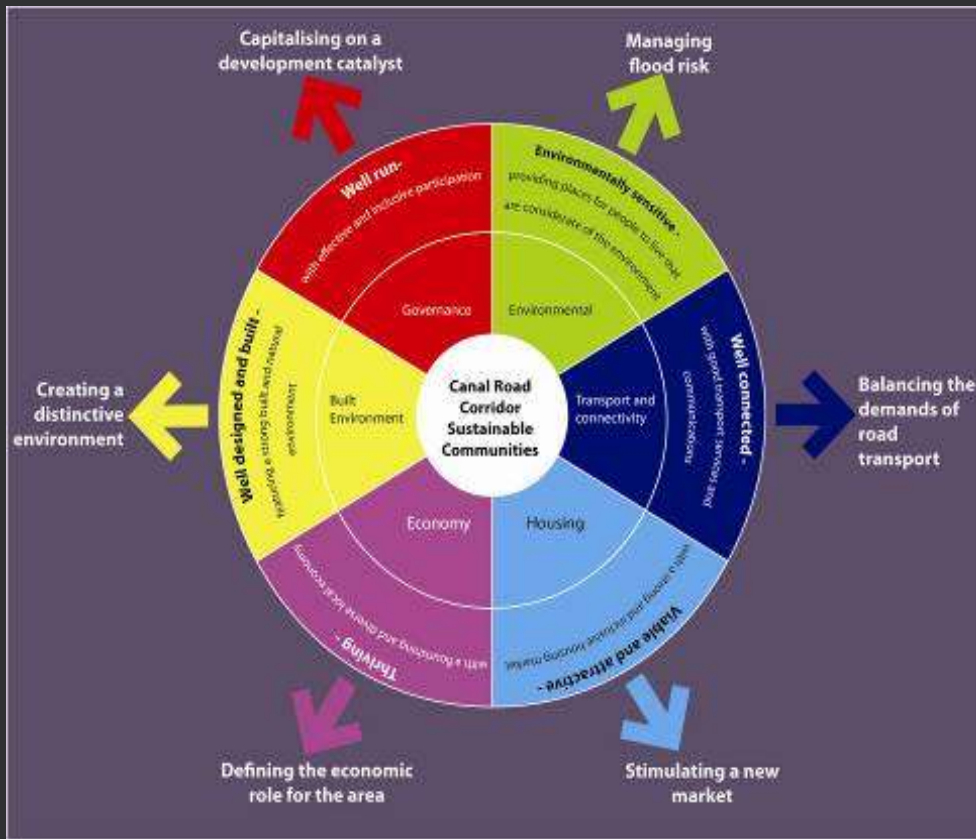
*“To create an ambitious and evolving plan to comprehensively regenerate the Bradford Shipley Canal Corridor, which delivers a series of sustainable neighbourhoods that integrate high quality mixed use development and strategic infrastructure improvements.”*





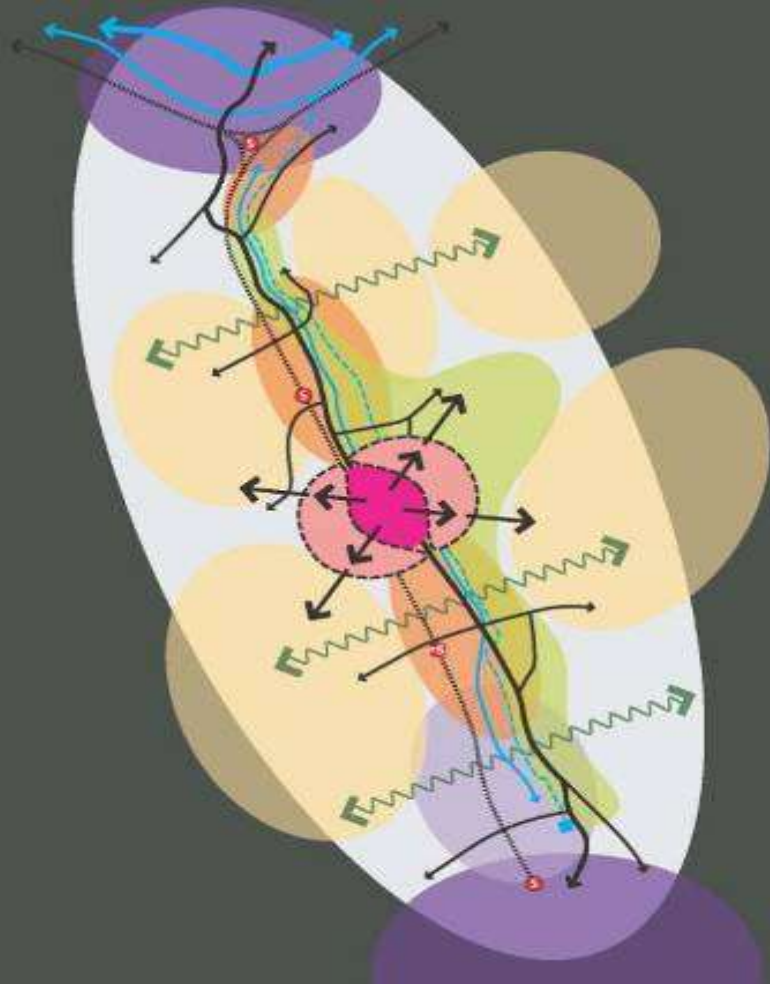
# Addressing the agenda for change

1. Capitalising on a development catalyst
2. Managing flood risk
3. Balancing the demands of road transport
4. Stimulating new markets
5. Defining the economic role for the area
6. Creating a distinctive environment



## The Agenda for Change strands will...

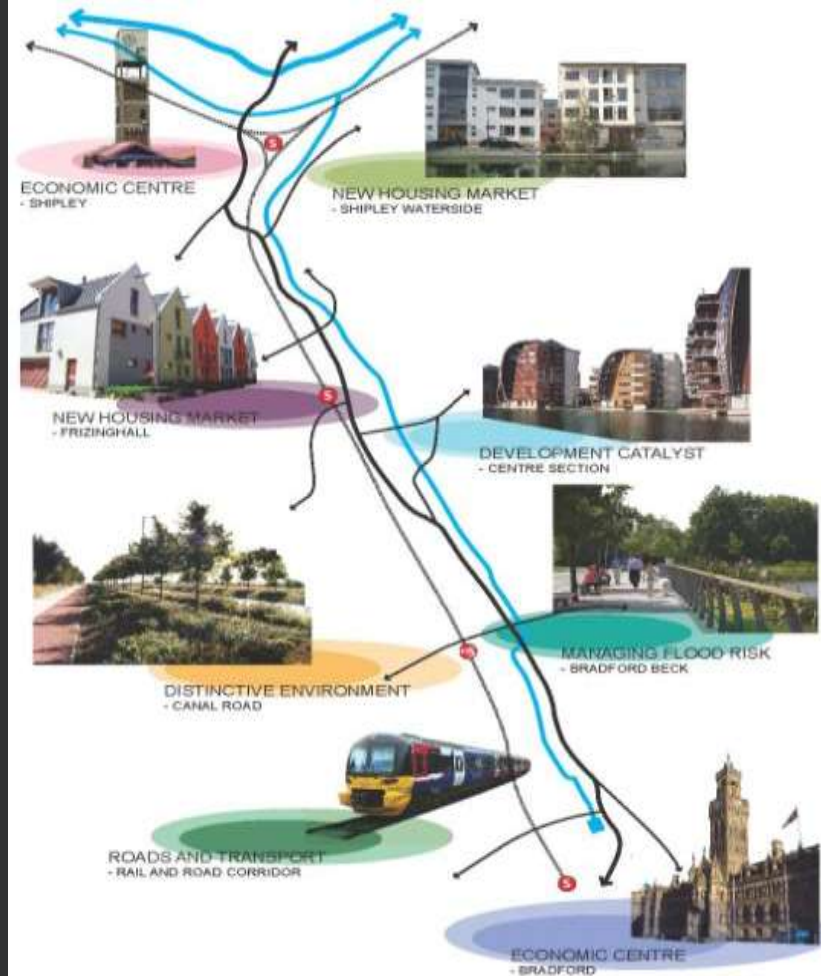
1. Capitalise on an existing catalyst for development
1. Create a distinctive environment
2. Manage flood risk
3. Stimulate markets
4. Define an economic role for the Area
5. Balance the needs of Road Transport



# We will have....

‘An ambitious & evolving plan to comprehensively regenerate the Bradford Shipley Canal Road Corridor delivered through a...  
...a strategic development framework & design philosophy, which sets up a new place & urban ecosystem that is supported by high performance infrastructure’.

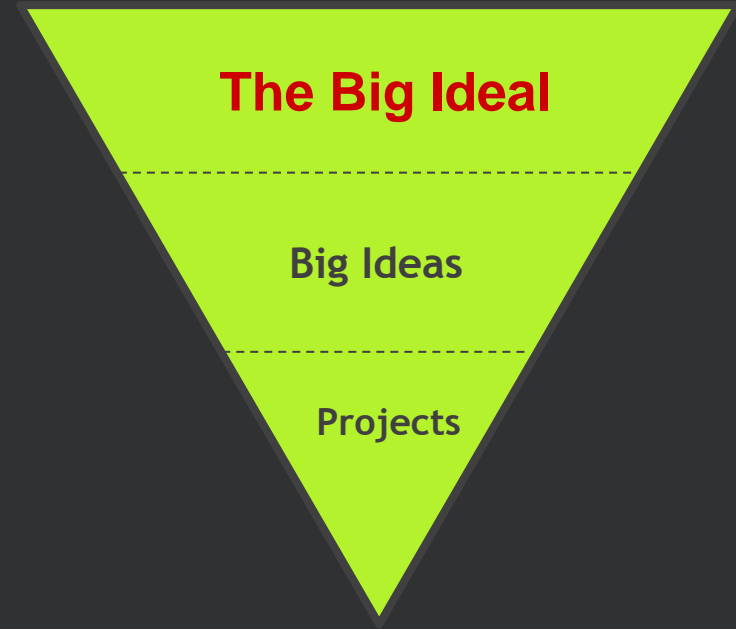
A Masterplan for the Regeneration of Bradford-Shipley Canal Road Corridor





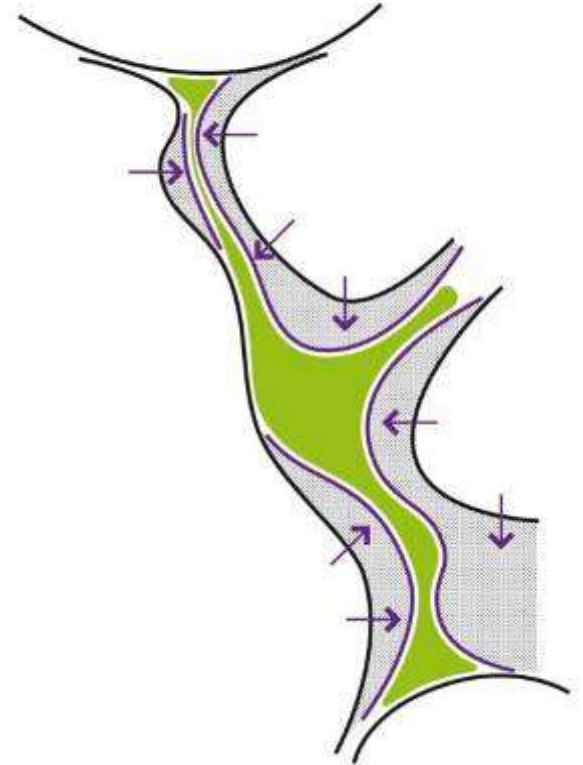
## The IDEAL (framework & philosophy)

- Big Ideals drive the nature of the place and opportunity
- A few big ideas can help to stimulate change and attract investment/interest
- A series of smart projects that can come forward independently but which build towards the bigger picture



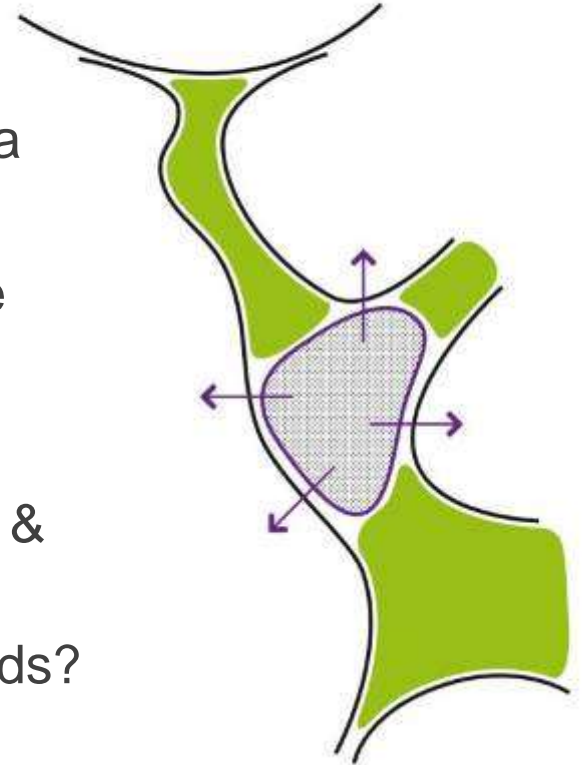
# Ideal #1 Expanded settlements?

- Pro
  - Consolidate existing neighbourhoods
  - Build off existing infrastructure
  - Draw on existing centres and service provision
- Con
  - Lack of transformational impact
  - Little integration – corridor remains as e-w barrier
  - Increase pressure on local transport networks



## Ideal #2 - New Town?

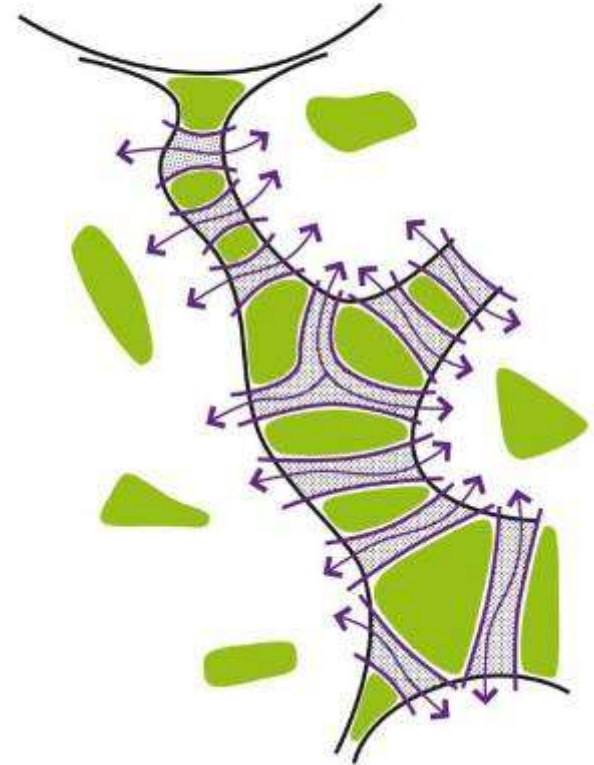
- Pro
- Scale of new development transforms image of area
- 'Start from scratch' - strong place making emphasis
- Brings land in corridor into productive long term use
- Con
- Need for local centre and public services - delivery & phasing?
- Inward looking – links to surrounding neighbourhoods?
- Impact on transport function of corridor?





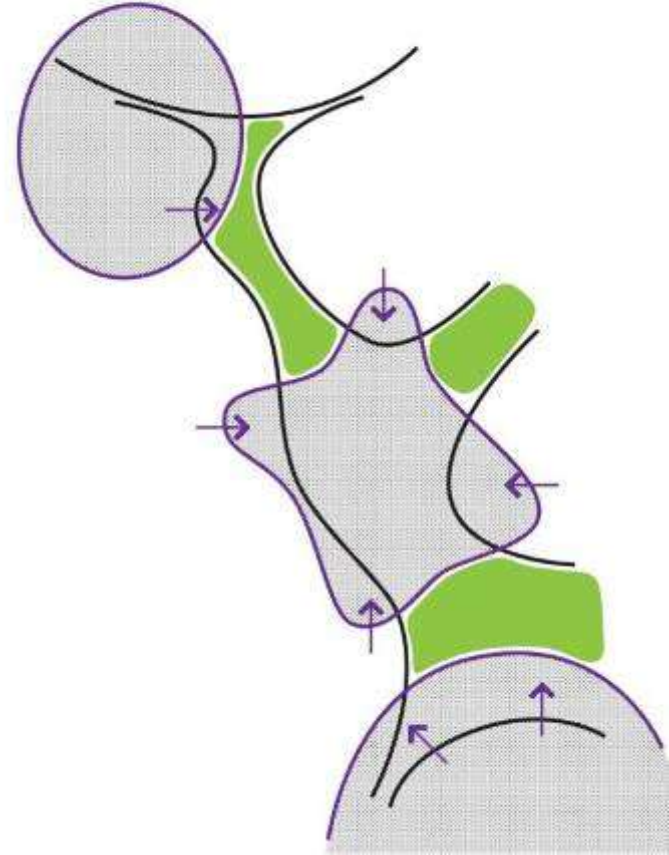
## Ideal #3 - Growth corridors?

- Pro
- New development bridges gap – connecting existing communities
- Suited to delivery in phases
- Bring environmental assets into communities
- Con
- Lack of transformational impact?
- Sufficient development scale to cross fund infrastructure investment?

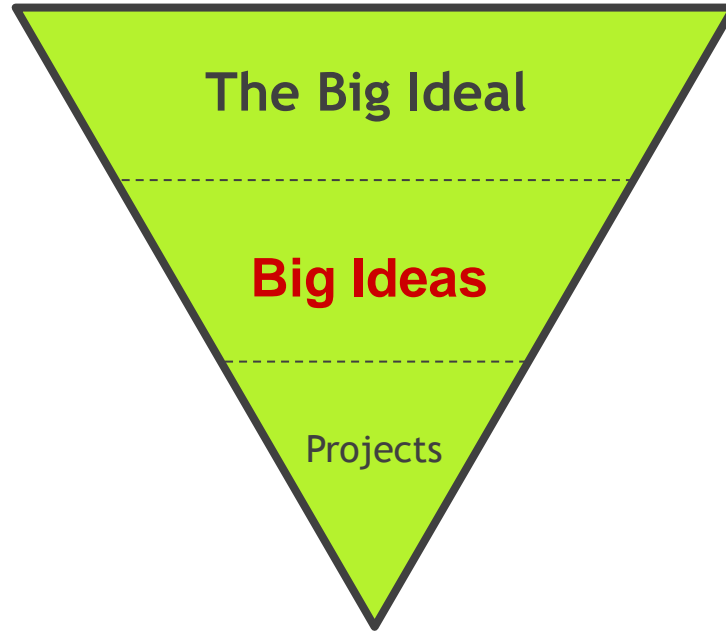


## Ideal #4 -A blend?

- No single right approach - use different tactics to address local context and specific conditions
- Balancing place making aspirations with market reality and deliverability
- Use scale of opportunity to transform the area and reinforce the best of what is there



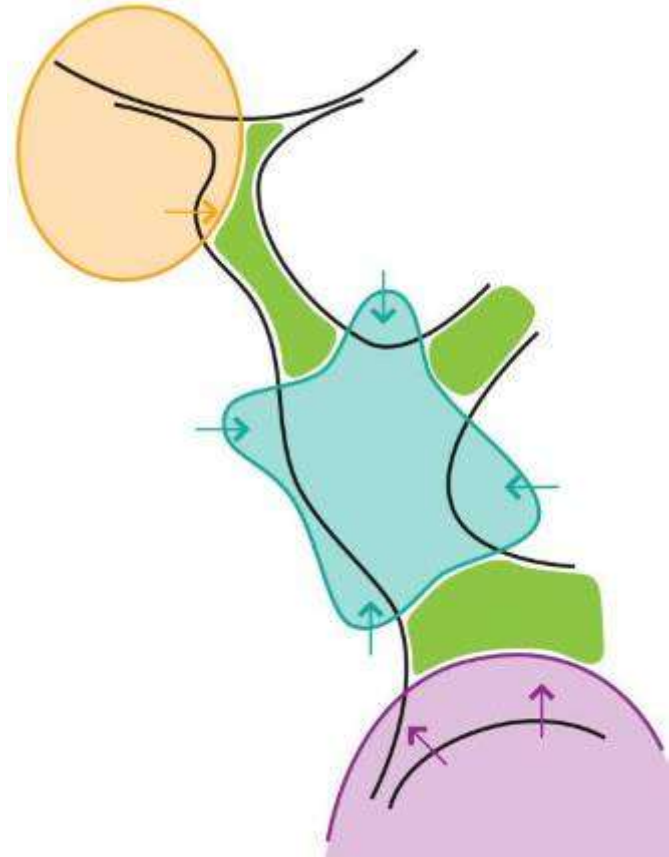
# Beginning to apply the Ideal [framework and philosophy]





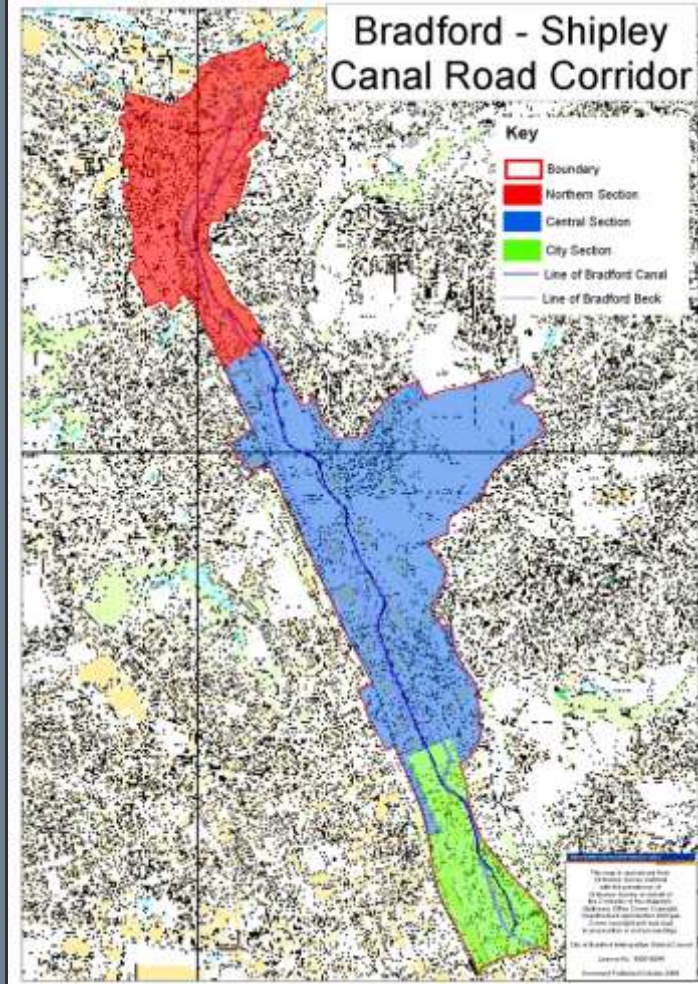
# The big ideas

- 1 Taking advantage of physical capacity to generate a new place at the heart of the area
- 2 Introduce enhanced Green Infrastructure to lift land values and attract investment – The Restored Canal?
- 3 Reshape Shipley Town Centre to broaden its market, maximise its potential and build on emerging strengths



# PUBLIC & PRIVATE SECTOR PARTNERSHIP

- DELIVERY IN 'BITE SIZE CHUNKS'
- HARNESSING PRIVATE SECTOR  
EXPERTISE AND FINANCIAL MUSCLE
- USING PUBLIC SECTOR ASSETS TO  
MATCH PRIVATE SECTOR FUNDING

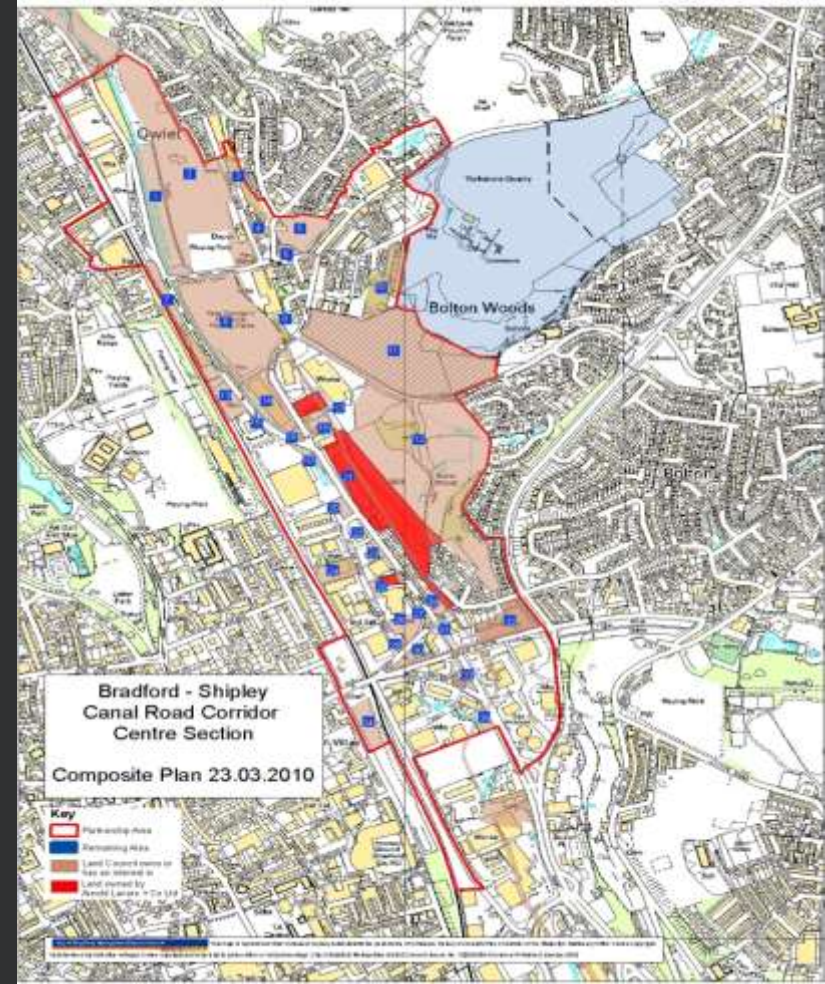


# Big Idea #1

Take advantage of physical capacity to generate a new place at the heart of the area'

Centre Section Joint Venture Area

An 'Asset Based' JV Company  
Bradford Council & URBO  
Regeneration Ltd.,





# Big Idea #1

## URBO Regeneration Ltd

- Available assets
- Track Record



## **Big Idea #2:**

**Introduce enhanced Green Infrastructure to  
lift land values and attract investment**

**A restored Bradford Canal?**

### **Technical Feasibility**

#### **Quantities:**

- 5km of canal
- up to 11 locks
- 4 new road bridges
- 2 new aqueducts
- 7 refurbished bridges
  - 2 wharfs





Current

Possible







**Current**

**Possible**





Current

Possible



# Big Idea #1

But what's the point?

Est. Cost £50m +

Benefits:

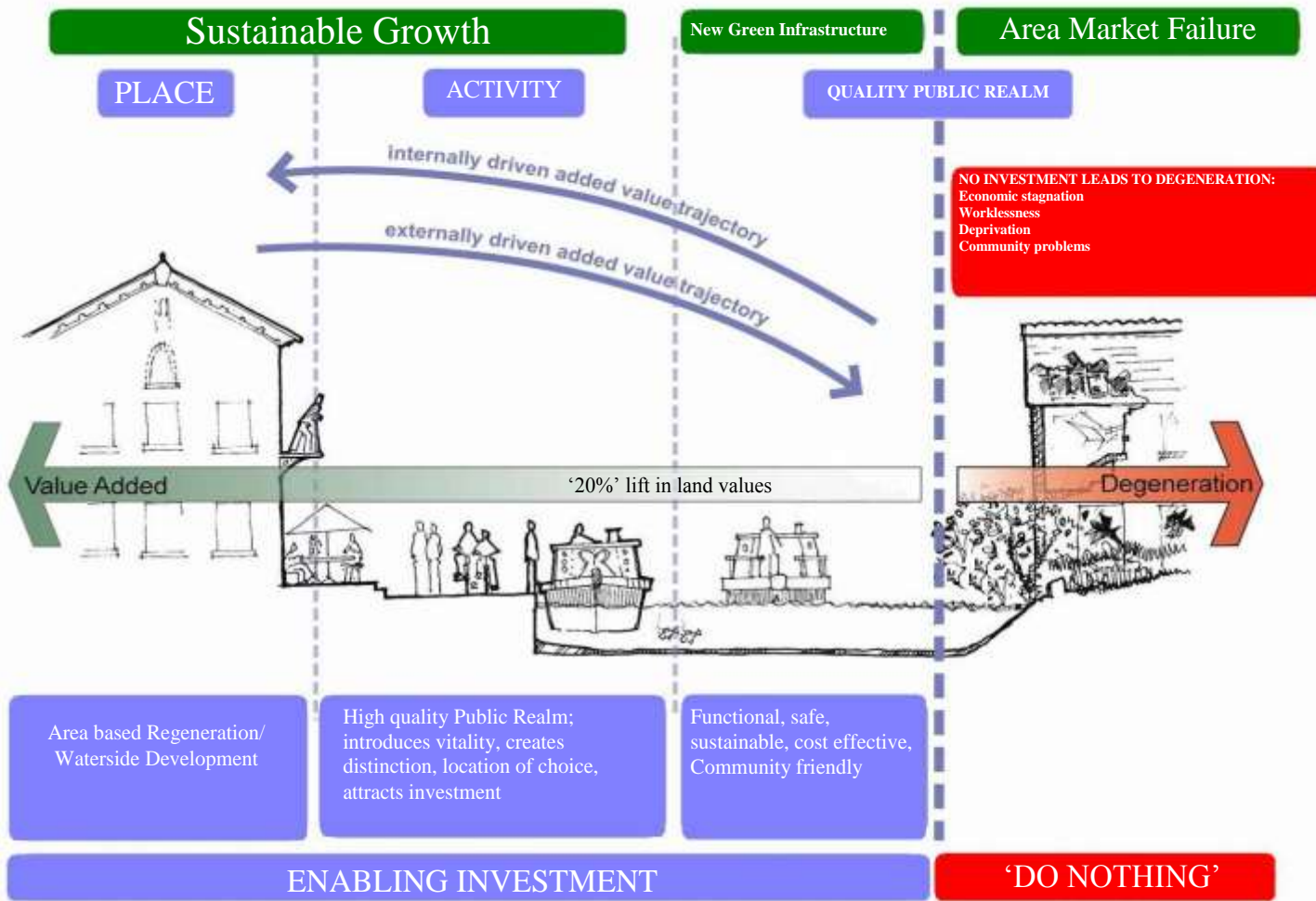
Construction Jobs

New leisure uses

Improved environment

The Key!

Investment value Uplift





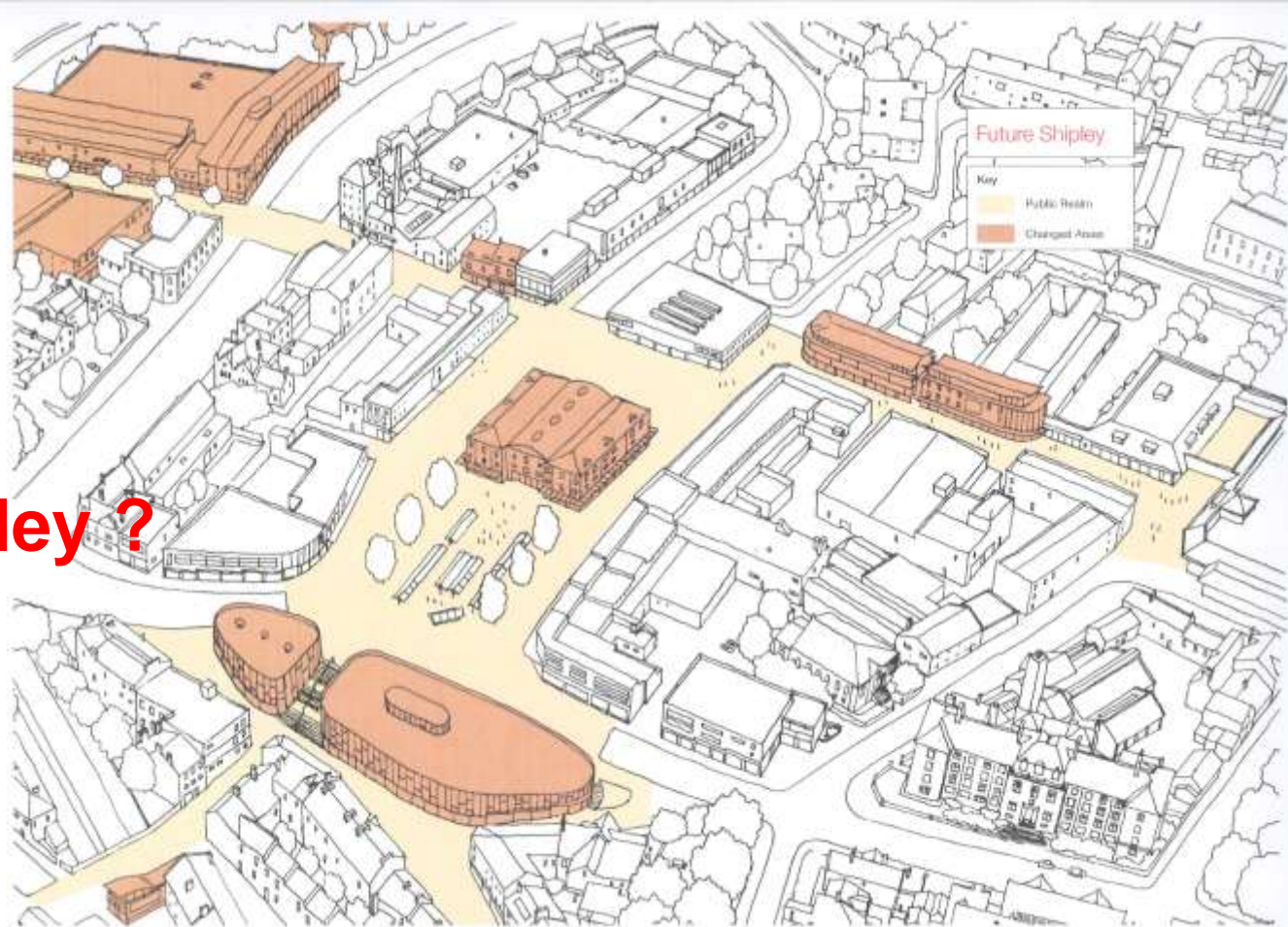
## Big idea #3

# Shipley Town Centre Renewal

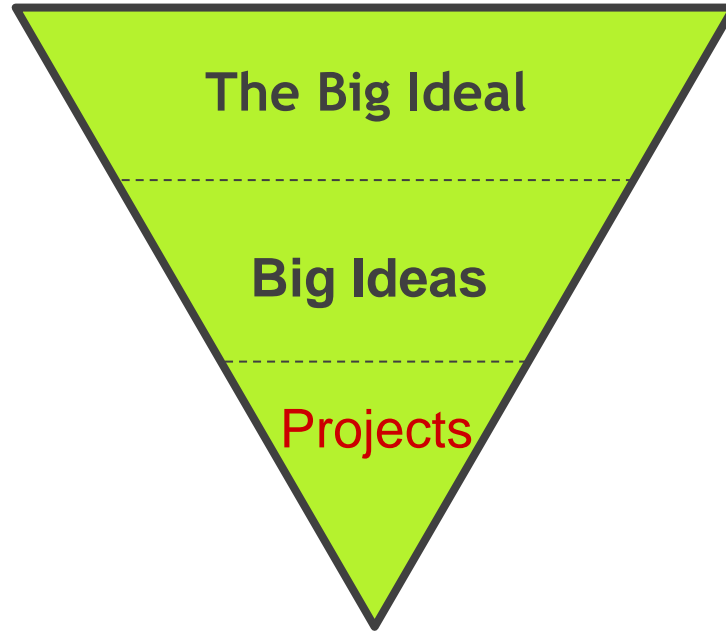




# A Plan for Shipley ?

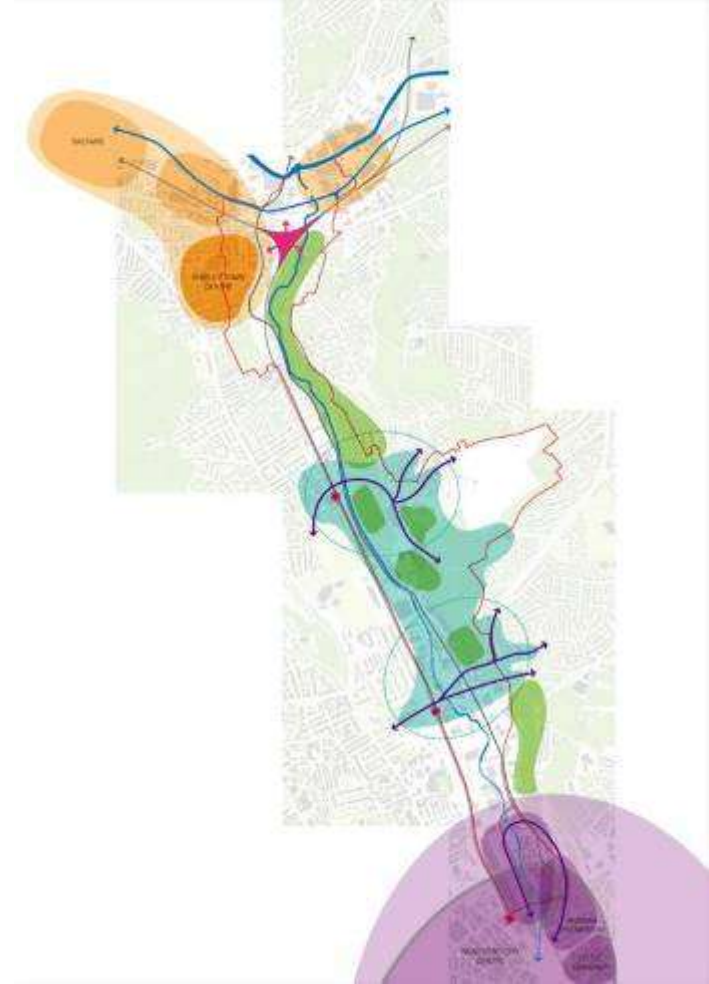


# Beginning to apply the Ideal [framework and philosophy]



# Smart projects

- Breaking big ideas down into a series of Projects
- How interventions might be applied on the ground to build towards the bigger picture
- Shaped by emerging research but also using it to back new ideas for change
- Checking viability of ideas



# The importance of engagement and buy-in across Council Departments and stakeholder groups involved in the Masterplan's preparation and delivery





# Next steps

1. Complete evidence base
2. Stage 1b testing assumptions and agendas to define a vision, objectives and scenarios for change/transformation:
3. Vision, Objectives and Public Launch
4. Preparation of Masterplan
5. Handover to Planning Authority to prepare Area Action Plan
6. Adoption of AAP



# Programme

1. Complete evidence base
2. Testing assumptions & key issues
3. Vision & Objectives (the Ideal)
4. 'Long List' Options (initial Ideas)
5. 'Short List' Options (the Ideas)
6. Completed Masterplan with Preferred Option  
(final Ideas & Smart Projects)
7. Statutory Consultation on Area Action Plan.
8. Adoption of AAP

1. April 2011
2. May/June 2011
3. July/August 2011
4. August/Sept 2011
5. October 2011
6. December 2011
7. March/July 2012
8. December 2012

# Summary

- **An evidenced based Masterplan will provide a blueprint to deliver strategic economic and neighbourhood development**
- **The Masterplan will provide a Sustainable Implementation Plan for the future**
- **We gain Delivery certainty through adoption as Area Action Plan**



A Masterplan for the

# Regeneration of Bradford-Shipley Canal Road Corridor