

TABLE I: DEVELOPMENT AND INVESTMENT OPPORTUNITIES

	Opportunity	Action	Lead Agency	Partners	Resources	Timescale
6.1.1	Crab Tree Lane	Long Term Development of site for more beneficial town centre uses	Private owners/ Developer	Wigan Council	Private Funding	Long Term
6.1.2	Thomas Street	Long Term Residential Development Opportunity linked to relocation of industrial development.	Private owners/ Developer	Wigan Council	Private Funding	Longer Term
6.1.3	Bradshaw Street	Development of vacant site	Atherton Estates Investments	Atherton Building Communities	Private Funding / Housing Corporation	2003/2004
6.1.4	St. John Street	Infill Retail Development on garage/vacant site within town centre	Private Owners/ Developer	Wigan Council	Private Funding/ Developers	2003/2004

6. DETAILED PROPOSALS AND OPPORTUNITIES

6.1 Development and Investment Opportunities

The heavily built up nature of the town centre and the close proximity of residential dwellings to the main shopping area means that the opportunities for new development are fairly limited. A number of existing sites and buildings do have potential for investment and job creation and these are detailed below.

6.1.1 Crab Tree Lane (Long Term Development Opportunity)

The site is currently occupied by an established range of general industrial units which could potentially be relocated to a more appropriate industrial location. The site occupies a prime position between the Tesco store and the main shopping street and could be used for a range of appropriate town centre uses such as retail, offices or pub/restaurant.

6.1.2 Thomas Street (Long Term Development Opportunity)

The Site has a long established heavy industrial use. Redevelopment for residential purposes would improve the amenity for adjacent occupiers. Future development on the site should maintain the strong urban form displayed by nearby terraced properties and should be a minimum of 2 storeys in height.

6.1.3 Bradshaw Street

Unightly, vacant site which suffers from unlawful tipping.

The site has potential for residential development, possibly for a sheltered housing block. Access to the site would be provided from Bradshaw Street and development would need to be sensitively designed to avoid disturbance from industrial activities at Victoria Mill. Provision for vehicles servicing Victoria Mill from the Bolton Road access to circulate will also be required as part of any scheme.

6.1.4 St. John Street

A partially vacant garage site adjacent to the Market Place Conservation Area. The site has the benefit of outline planning consent for retail development. Development should be a minimum of 2 storeys in height to reflect the existing character of the area.

TABLE 2: TRAFFIC MANAGEMENT AND CAR PARKING

	Project	Action	Lead Agency	Partners	Resources	Timescale
6.2.1a	Market Street Pedestrian Priority Zone and Associated Works	Finalise detailed designs and implement works monitor impact of scheme	Wigan Council	Atherton Business Partnership /GMPTE/ GM Police/ Atherton Building Communities	Local Transport Plan, Atherton Building Communities/ Potential ERDF Funding	Summer 2001/ Winter 2002
6.2.1b	Market Place Enhancements	Carry out works to create a new Public Space in front of the Parish Church	Wigan Council	English Heritage/ Atherton Building Communities/ Landfill Tax	Heritage Economic Regeneration Scheme/Landfill Tax/ Local Transport Plan/ Atherton Building Communities	Summer 2001
6.2.2a	Town Centre Car Parks (Mealhouse Lane / Alma Street / St.John Street)	Improve road markings, modifications to access points and boundary treatments	Wigan Council	GM Police/ Atherton Building Communities Atherton Business Partnership	Local Transport Plan / Wigan Council	Spring / Autumn2002
6.2.2b	Other proposed Car Parks	Prepare detailed layouts and investigate funding opportunities	Wigan Council	Private Owners	To be identified	2002 onwards
6.2.3	Controlled Parking Zone	Carry out feasibility study and consultation	Wigan Council	Local Residents GM Police	Local Transport Plan	2002

6.2 Traffic Management and Car Parking

6.2.1 The current high levels of through traffic using Market Street, combined with the narrow pavements create a poor quality, dangerous environment for shoppers and users of the town centre. The removal of through traffic from the main shopping areas along Market Street forms a fundamental plank of the strategy to improve the environment of the town centre and to encourage public transport usage and access to the town centre.

The main features of the scheme, which has been developed following extensive survey work and consultations with local people are as follows:-

- a Pedestrian Priority area will be introduced on Market Street between Crab Tree Lane and Hampson Street from 10.30am-4.00pm Monday -Saturday. During these hours general traffic will be restricted, although bus access will be permitted. Outside these hours the street will be opened for local access, deliveries, collecting of heavy goods etc;
- through traffic will be re-directed onto the alternative routes of Gloucester Street, Hamilton Street and Mealhouse Lane (which will become two way along most of its length). Traffic Calming measures will be installed on all these routes to reduce traffic speeds, and other traffic management works implemented on other roads to prevent rat running;
- removing general traffic will enable footpaths to be widened and repaved;
- a new Public Space will be created outside the Listed St John the Baptist Church;
- new street lighting, benches and cycle stands will be included as part of the scheme;
- a comprehensive re-signing programme to direct traffic along the most appropriate routes.

These works will create a safer, more pleasant environment for businesses to operate within and for visitors to the town centre.

The Pedestrian Priority Zone will be introduced on a 12 month experimental basis, during which its effectiveness and impact on the town centre will be monitored.

The above works to the town centre form part of the Leigh- Bolton Quality Bus Corridor Scheme.

As part of this scheme, peak hour bus lanes will be introduced at certain locations, and 2no. Grade I Bus Shelters with improved passenger information, seating and lighting will be erected on Market Street (within the pedestrian priority zone) and on the northern side of Mealhouse Lane.

6.2.2 Existing town centre car parks at Alma Street, St John Street and Church Street are to be upgraded in conjunction with the town centre traffic management works. This will include the remarking of parking spaces, circulation areas and amendments to the existing access/egress points.

Subject to resources, sites for new car parks to tackle problems of local congestion and on-street parking are suggested at the following locations:

Park Street/Bolton Old Road - the proximity of Atherton St Philip's Primary School and several retail units on Bolton Road create a demand for car parking in this locality. Existing mature landscaping around the edge of the site should be retained and supplemented.

Alder Fold Street - a small parcel of land to the rear of Atherton Chowbent Primary School which is currently laid out for informal parking. Future upgrading of this car park could partly lessen pressures on the narrow local streets.

Mayfield Street - visitors to Atherton Baths create problems of on-street parking at certain times. The use of part of the adjacent garden area for visitor/staff parking could help to alleviate these problems. Existing mature planting would need to be retained within a secure, gated car park.

Land at Bag Lane/Mealhouse Lane - residents on Mealhouse Lane currently have limited off-street parking. A small residents only car park served via the existing Police Station parking area could be created following the proposed improvement to this junction. Future relocation of the Police Station to an alternative site could increase the area available for residents parking.

ATHERTON CENTREPLAN

6.2 Traffic Management and Car Parking (contd)

6.2.3 The popularity of town centre car parks at certain times does create some overspill pressures on adjacent residential streets, particularly around the Stanley Street area. In this respect, a potential Controlled Parking Zone is being considered to alleviate these problems and will be the subject of a separate consultation exercise and feasibility study.