Shipley Town Centre
A Masterplan & Strategy for Airedale

An Annex to
Airedale Corridors
A Masterplan & Strategy for Airedale
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1.0 Positioning Shipley

The Masterplan for Shipley 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 Shipley town centre as a priority project that can contribute to the re-invigoration of the valley as a whole. The future success of Shipley is tied to unlocking the potential of three of its major assets; the Market Place, its proximity to the Railway Station and its proximity to Saltaire. The Shipley 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 Shipley 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.

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:

**Creative Corridor**

Internationally recognised for its focus on commercial research, design and development of products and services; a place specialising in innovation and business start-up driven by the widespread integration of digital technology in Airedale.

**Connected Corridor**

A model of integrated transport and communications for road, rail, air and broadband that supports the new and existing world-class companies within Airedale; a place where leadership is strong and committed to the regeneration of Airedale.

**Lifestyle Corridor**

Draws on the raw material of the outstanding rural landscape, town centres, World Heritage Site and waterways to provide a highly desirable quality of life; a place that is well-educated, diverse and cosmopolitan in its outlook and proud of being Airedale.
1.4 Shipley 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 Shipley for many years. The Shipley Town Centre Masterplan identifies some of the changes that will 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 Shipley 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 weaknesses, satisfy identified needs and contribute to the delivery of policy and Airedale Masterplan objectives.

1.6 The Masterplan Purpose

The Shipley 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 Shipley 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.
1.8 Location
Shipley and Saltaire are situated about one mile apart from each other on the southern slopes of the Aire valley. Shipley is located about two and a half miles north of Bradford city centre and nine and a half miles to the west of Leeds city centre. The valley of Bradford Beck connects to the valley of the River Aire to the east of Shipley town centre and both river valleys accommodate railways making Shipley an important railway junction linking routes to and from Bradford, Leeds and Keighley. The River Aire and the Leeds and Liverpool Canal help to define the northern edge of Saltaire where they run in parallel. The river and canal are separated from Shipley town centre by the extensive and occasionally dominant road system which is located on the southern and western valley sides.

1.9 History
Shipley is first referred to in the Domesday Book of 1086, although the settlement remained modest until the arrival of the industrial revolution. In the 1770s the Leeds and Liverpool Canal arrived and with it, industrialisation. By 1822 there were three worsted mills and several woollen mills in what was rapidly becoming an industrial town. Shipley continued to thrive throughout much of the C19th and saw little change during the pre-war period. Following the war the wholesale redevelopment of the commercial centre of Shipley combined with the clearance of back-to-back housing and the building of new housing transformed the appearance of the town. The steady decline of the textile industry throughout the post war period has left an economic, social and environmental legacy that Shipley is only now beginning to recover from.
1.10 Setting
Shipley should benefit from its proximity to Saltaire but to achieve this the town must reinvent its central area. At present Saltaire does not look towards Shipley and Shipley does not look towards Saltaire. The challenge is to identify what these two distinct settlements can offer to each other that would be of benefit to both.

Shipley town centre is surrounded to the immediate west and south by residential development, the village of Saltaire merging with Shipley about one mile to the west. The town centre is dominated by its market place which is overlooked by its eccentric yet distinctive clock tower. The market place disregards context and struggles to create a strong sense of place.

There are significant areas of high quality townscape within Shipley, particularly to the west of the town centre, but these are fragmented and fail to effectively connect Shipley to Saltaire. The quality of the public realm within Shipley is generally poor and limited and struggles to make a positive impact on the overall perception of the town. Levels of frontage activity within Shipley are low and are generally confined to the blocks surrounding the market place. Inactive frontages close to the town centre make many routes feel unsafe and thus compound problems of disconnection.

1.11 Town Centre Description
Shipley town centre is dominated by its market place which is overlooked by its eccentric yet distinctive clock tower. The performance of this space, its use, the buildings framing it and access to it are critical to the future success of Shipley. The market place is set piece of late 1950’s and early 1960’s urban planning which was bold and confident in its conception but now appears as dated, dull and unremarkable. The market place disregards context and struggles to create a strong sense of place.
Nearby, Saltaire is an almost uniformly stone built settlement whereas Shipley is a stone town with a brick heart (i.e. the blocks enclosing the market place). Both Shipley and Saltaire are dominated by two and three storey development. The mill buildings within the Aire valley and civic and religious buildings are generally three storeys or over. The market place clock tower and mill chimneys form the most significant landmarks. The buildings of Saltaire are generally of a high quality and form an exceptional composition. In contrast, buildings of modest quality dominate the centre of Shipley.

Land use within central Shipley is dominated by retail activity, with Asda being the largest single retail outlet. Retail activity manages to extend about one block out from the market place to the north where it reaches Commercial Street. Those passing through the town north-south on Otley Road would see little evidence of the retail centre. The food and drink offered within Shipley is concentrated along the principle east-west routes of Commercial Street and Westgate. Leisure uses are distributed around the periphery of the town centre. Large floorplate employment sites dominate the valley floors. Beyond the town centre and the valley floor Shipley rapidly becomes residential in character.

Saltaire is a largely residential area, although the Salts Mill complex houses a mixture of food/drink, leisure, retail and employment uses. Victoria Street and Bingley Road in Saltaire contain a strong mix of quality independent food/drink, office and retail outlets.

The town centre of Shipley is generally well used. However many buildings that effect the setting of the central core appear to be under-utilised. The major areas of opportunity are located to the east of the centre off Otley Road. Other areas of opportunity are located within the Aire and Bradford Beck valleys. Much of the built fabric of Shipley could benefit from intensified use and refurbishment.
1.12 Built Form
Shipley was a largely stone built town until the redevelopment of its core took place during the late 1950’s and early 1960’s. The new retail heart of the town was conceived to provide a distinct contrast to what had preceded it. As a result, alien forms and materials were introduced to the town and although the new development must once have looked bold, positive and confident, this is not how it is perceived today. The widespread use of exposed concrete to express often modest building designs has left parts of the centre of Shipley looking tired. The combination of comprehensive town centre redevelopment and road widening has left central Shipley with a deficit of high-quality buildings. Buildings of quality which have survived are often dispersed and therefore have little positive townscape impact. Westgate is arguably the only surviving attractive street within central Shipley.

1.13 Access
Road and rail routes from Airedale and Wharfedale to Leeds and Bradford meet at Shipley, making it a key strategic location for transport infrastructure. An excellent rail service operates direct from Shipley to Leeds city centre in 14 minutes and with one stop to central Bradford in 10 minutes. The station is isolated from the town centre by main roads and poor walking routes and the station infrastructure is dispersed and dominated by car parking. There is no dedicated bus/rail interchange facility.

Shipley town centre is enclosed on three sides by strategic roads. This serves to remove through traffic from the town centre but creates a barrier to access. Roads around the town are congested at many times of the day because of capacity-limited junctions. The town centre is served by an on-street bus terminal and the shopping area is partly pedestrianised. Shopper parking is limited and dispersed around the fringes of the shopping area. On-street parking is widely available but a lack of police enforcement means time limitations, designed to encourage convenience shopping, are regularly abused.
1.14 Retail

Shipley has a population of 15,700. Its retail offer was centred on the Market Square and the Indoor Market, where following their construction between 1959 and 1961, Shipley was held as a national example of a market town, renowned for its shopping variety. The construction of the Asda superstore and an associated precinct along Well Croft has changed the town’s retail dynamic with the supermarket now the dominant retail destination. This has resulted in a decline in the streets on the east side of the Market Square, where retail footfall is no longer naturally drawn. This is illustrated by the closure of the large Co-op on the corner of Market Square and Kirkgate and the loss of the Post Office from Market Street to Asda.

Given its proximity to Bradford and Leeds by both road and rail, Shipley is regarded as a predominantly convenience town and as such there is little current interest from national comparison retailers. The convenience nature of the retail offer is reflected by the perception of the town’s core customer as the elderly and mothers with small children. A study undertaken by Colliers Erdman Lewis in 1999 identified a need of 238 sq.m. of floorspace by 2001 and 1342 sq.m. by 2011 for comparison goods retail. This quantitative need is disputed by the Town Centre Management, who believe that there are enough existing units to cater for demand. Due to the proximity to Bradford and Leeds there is unlikely to be immediate strong demand for quality units suited to the needs of multiple retailers.

The town centre’s key retailer is Woolworths, positioned overlooking the west side of the Market Square which underwent extensive refurbishment and pedestrianisation in 1996. Away from Asda, the west side of the Market Square is seen as the town’s prime pitch, with a number of national multiple retailers in addition to Woolworths, including Boots the Chemist, Superdrug and New Look.
The markets at Shipley played a key part in the town being admired nationwide for its shopping diversification in the 1960s. The town has three market days: Monday, Friday and Saturday, each based on the Market Square in the centre of town. There are 47 fixed stalls creating an inflexible space in what is a large area. There are currently between 3 and 7 stall vacancies, depending on the day.

The indoor market offers a complementary range of goods to the outdoor market and has 42 stalls, of which 4 are currently vacant. Proposed redevelopment of the market building is currently an area of contention. The owners of the market building have considered plans for the demolition of the town’s iconic clock tower in order to create a new entrance to the building. At present there has been no development on this front and the building still remains in need of considerable investment.

Given its location and facilities, Shipley is currently viewed as a ‘functional’ town rather than a ‘pretty’ or ‘quaint’ market town. Its retail offer is consistent with this role.

Various proposals have been made in an attempt to reinvigorate the outdoor market, the latest of which involves taking down the fixed stalls and introducing new “barrow” style units to promote a continental style market. These plans are currently under discussion.
1.15 Catchment
The relatively low catchment of Shipley is affected by the proximity of the town to the major centres and its reliance on convenience goods shopping, rather than comparison goods retailers that may prove more attractive to the town’s catchment. The town attracts only 11.7% of its primary catchment, 3.7% secondary, 1.7% tertiary and less than 1% of its quaternary. These figures appear to be reflective of a relatively low sphere of influence of the town due to the reasons discussed previously.

1.16 Residential
The residential stock within Shipley, as with other areas within Airedale, is predominantly made up of houses. Residential units within Shipley are largely owner occupied and have shown significant price growth over the last five years. There has been some recent new-build residential development in and around Shipley and the conversion of Victoria Mills into residential apartments is proving popular, despite its unpromising immediate context. The target market of commuters are likely to be attracted to the area by relatively affordable property close to the excellent rail links to nearby commercial centres.

The Shipley residential market is perceived to benefit from the Saltaire ‘halo effect’, particularly to the west of the town centre. Many of the brownfield development sites benefit from proximity to water and good public transport links. Opportunities for new residential development lie largely with mill conversion and brownfield development. Shipley, on balance, has is perceived as a weaker residential location than Saltaire and Baildon but the pioneering development of Victoria Mills signals both developer and market confidence in Shipley as a residential location. The Victoria Mills development appears to have already triggered further regeneration activity.

1.17 Other Land Uses
Social housing extends into the heart of Shipley town centre in the form of small blocks in the area south of the Market Square. To the west of the town centre is Shipley Town Hall, around which lie a number of office buildings, which represent the only real business area within the town centre. There is also a growing employment area to the north of Commercial Street. However, the nature of this busy road dictates that the centre is somewhat cut off from the town centre core.

The area between Otley Road and Shipley railway station is taken up by industrial land that includes a former garage site. Several of these sites are currently vacant.
1.18 Masterplan Context

The Airedale Masterplan envisages that a number of important investment projects should be brought forward in the vicinity of Shipley. Most of these projects are focused on stimulating investment in high-quality employment. This will result in significant high-value job creation and as a consequence spend on local goods and services should increase.

Dockfield Road is located to the north-east of the town centre and will be promoted as an area for mixed use development. The Advance Digital Institute could be located here and become the focal point of Shipley Digital Village. The whole area will be opened up to new development by the introduction of new and improved highway infrastructure.

1.19 Views of the People of Shipley

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 Shipley. General conclusions of the consultation process identified that the people of Shipley value their proximity to nearby cities as well as their environment and community. The principle concerns raised related to traffic congestion, the condition of the town centre, the condition of the environment and, critically, the poor image of the town.
1.20 Priorities for Change

Central Shipley currently looks tired, dated and neglected and it is clear that the community are concerned that the condition of their town centre environment is having a negative impact on the image of the town. The central area, focused on the Market Square, needs to be reinvigorated as an attractive, accessible, flexible and vibrant space. Movement to and from the town centre should be encouraged by developing and improving walking routes generally, with links to and from Saltaire, the station and the canal treated as priorities.

The principal town centre weaknesses relate to the quality of the built environment, the quality of walking routes and the distribution and quality of retail activity. These weaknesses are all brought together within the market square at the very heart of Shipley and can be summarised as follows:

- Lack of a credible counter balance to the pull of Asda
- Fragmented retail frontage along Well Croft that fails to effectively tie Asda into the town centre
- Lack of a northern retail anchor or composite retail attractor
- Disconnection between the town centre and Saltaire, the station and the canal and poor walking routes between these destinations
- The under performance of the Market Square as the town’s principal public open space
- Lack of variety and quality of retail units
- Poor quality of public realm within the retail environment
- The absence of high quality built environment within the heart of the town and the domination of ugly and poor quality buildings
- Parked cars and buses occupying key space in the heart of the town

The interventions described by the 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 Shipley.
2.0 Vision for Shipley Town Centre

2.1 Vision
Shipley needs to reposition itself as an equal but distinct partner to Saltaire. It should develop facilities that Saltaire is unable to and should seek to support Saltaire. Both settlements will benefit from active mutual support. Shipley should develop its role as a convenience retail and service centre, an attractive market town and a well connected location.

2.2 The Role of the Town
Shipley will be situated between a range of easily accessible high-value destinations including the new Shipley College site, the improved station and interchange, Saltaire and a range of new business locations. The benefits of proximity to be derived from these existing and future centres of activity will allow the centre of Shipley to be transformed to a centre for the provision of goods and services from an attractive yet compact core.

The vision for Shipley can be summarised as follows:

• Shipley will grow as a strong, diverse and attractive local shopping destination.
• Shipley to develop as an equal partner to Saltaire in a mutually supportive and beneficial partnership.
• Shipley to improve the quality of its central core and pedestrian access to and from it.
• Shipley to exploit its excellent rail communications to the full advantage of the town.

2.3 The Identity of the Town
Shipley will grow as a convenient retail and service centre focused on serving the local residential, business and education communities. As nearby proposed business, education and residential development grows and diversifies over the coming years so the strength of retail and service offered within Shipley will grow in support.

The prominent topographical location of the town and its situation on the junction of major transport routes make Shipley a natural gateway to Airedale. Conversely, Shipley is also a gateway to both Bradford and Leeds. It is principally through the railway station and the adjacent new employment and residential development that the value of the gateway will be captured.
3.0 Change in Shipley

3.1 Masterplan Concept

The Shipley Town Centre Masterplan is focused on establishing an attractive context to encourage healthy retail, business, social and cultural activity. This will require the current Market Square to be reinvented as a flexible and vibrant place where local people (including those from Saltaire) would chose to visit. A commercially successful town centre will benefit all users of the town. Safe and legible walking routes into the town centre from neighbouring communities and important wealth generating locations are a key feature of the Masterplan.

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

- Make the heart of Shipley distinct, attractive, safe, accessible and vibrant.
- Connect the heart of Shipley to a diverse range of existing, potential and proposed catchments with high quality public realm and walking routes.
- Ensure that the retail performance of the town centre is developed as an effective complementary counterbalance to Asda.
- Capture the benefits of proximity derivable from Saltaire and the railway station.

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 Shipley. These fall into three categories:

- Development Projects
- Transport Projects
- Environmental and Public Realm Projects

These are described in more detail as follows:
3.3 Development Projects

New Market Square
The Market Square lies at the heart of Shipley. Improving the performance of this space is central to unlocking the full potential of the town. The market appears popular and well used but due to the nature of the fixed stalls it has a monopoly on the use of what should be a flexible multifunctional space. The Market Square is currently dominated by buses to the east, car parking to the south, fixed stalls and trees centrally and poor quality development around the perimeter making improvement almost impossible to avoid. As a priority the Market Square should be reduced in size to create a smaller, more intimate and vibrant space for the market.

New Market Hall
The new Market Square should be served by a new market building located within the existing Market Square that will provide at least one high-quality building fronting the square. This building should have retail and food/drink frontage around its external perimeter, enlivening the surrounding streets and spaces, and should have two storeys of residential accommodation above. The residential element will assist with viability and will also provide natural surveillance for the town centre. It is recommended that this building should be constructed from natural stone allowing Shipley to reconnect with its quality-built heritage which is currently excluded from the town centre.
New Town Square
A new smaller square should be provided to the south of the proposed new market building. This space should be seen as complementary but distinct from the new Market Square. This square is located on the important new cross town route from the station and college area to the town centre and Asda, and so will become an ideal place for social activity. The south facing frontage of the new market building would be a strong location for bars, cafes or restaurants. The two squares will provide Shipley with contrasting outdoor rooms offering flexibility and choice for public outdoor activities in central Shipley. Furthermore, the introduction of more intimate spaces and variety allows visitors and residents alike the opportunity to explore and devise differing routes around the central area, in contrast to the current arrangement.

Central Area Frontages
The masterplan does not envisage or propose the replacement of the buildings to the east and west of the Market Square. It is anticipated, however, that once transformation of the town centre is underway the improved value of retail and other town centre uses will allow frontage improvements to be carried out by owners. This should be encouraged by the Shipley Town Centre management team who should also promote good shop front and facia design. The reorganisation and redevelopment of this key area of Shipley should be subject to an architect developer competition. This should cover the sites of the old market hall, the new market building and the two squares. Market and community representatives should be included on the judging panel.

Old Market Hall
The existing Market Hall should be removed. This quirky and distinct building provides an effective barrier between the Market Square and Westgate, the route to Saltaire and potential links to the canal. Although some residents have expressed affection for the Market Tower, this structure is poorly maintained and now provides a highly visible sign of under-investment and neglect.

The scale of investment required to refurbish the building, to a standard compatible with aspirations of the town centre, is likely to prove prohibitive. A new mixed use building with retail facilities fronting the Market Square and Westgate should be divided by a gateway entrance, with steps and a ramp, creating a powerful sense of arrival for those waking to the town centre from Saltaire or from the canal.
Well Croft – Central Avenue

Asda is a principal retail destination in Shipley but is located away from the central core to the west. It is important that shoppers visiting Asda are given every encouragement to undertake combined shopping trips. To this end, Well Croft must be enhanced as a retail street, linking Asda to the market area/new market building.

Well Croft currently has limited retail activity on it despite high levels of footfall. In order to strengthen it the existing residential block on the corner of Well Croft and Central Avenue should be replaced with a new building housing retail at ground level and residential above. This building will help provide retail enclosure to the new square as well as consolidating Well Croft as a retail street. The area will also benefit from the introduction of a more active frontage to the library building, possibly incorporating a café or internet café, with separate and direct access to the street, and the re-establishment of the on-street Asda entrance at the end of the street.

Otley Road Developments

The Airedale Masterplan has identified that there are a number of opportunity sites to the east of Otley Road located between the town centre and the railway station. Proposals for these sites include the new Shipley College Creative Arts and Digital building and adjacent business uses. The development of these sites, together with those located around the station, will generate considerable additional demand for the retail and other services provided by the town centre.
3.4 Transport Projects

Many of the Shipley town centre proposals are based upon the strengthening of links from the town centre to the railway station, the canal, Asda and Saltaire, helping to reintegrate the traditional retail core with anchor sites around it. These links are vital but will only be delivered once the underlying traffic and railway station problems have been addressed.

Shipley Eastern Link Road

A key catalyst for the regeneration of the area is the proposed Shipley Eastern Link Road which incorporates a second river crossing to the east of the area and provides vehicular access to the Dockfield Lane regeneration zone. The new link will provide traffic relief on the congested Otley Road around the town centre and provides opportunities to reallocate road space for cyclists, pedestrians and bus priority measures, as well as reconnecting the town centre to the railway station.

A further benefit of the new link is the anticipated traffic relief on the congested Leeds Road to the east of the town centre. This will address congestion issues that currently constrain development of the area around Bradford Beck, allowing regeneration projects to proceed and providing first-class links between Windhill, the railway station and the town centre.

Online improvements on the A650 between Otley Road and Saltaire Roundabout, combined with traffic reduction initiatives discussed elsewhere, can result in a significant improvement that will reduce delays. Existing proposals to improve Canal Road from Bradford to Shipley will compound existing problems in Shipley and should be deferred until the Shipley Eastern Link Road is completed.

Shipley Gateway Interchange

The proposed eastern link road will create an opportunity to develop the existing railway station as the Shipley Gateway Interchange. This project should include measures to improve pedestrian and cyclist links between the railway station and the town centre in conjunction with redevelopment of Otley Road frontage sites between the town and the station.

A key feature of the interchange is the proposal to relocate the existing station car parking to a new multi-story site between the town centre and the station, to be constructed on existing employment land at the bottom of Station Road. This could be topped by office space at the Otley Road frontage level and incorporate facilities for bus/rail interchange and easy-access through routes, making the car park equally attractive for town centre visitors. It will also release the existing station triangle for mixed use allocations, creating a highly accessible residential and leisure area within the station site.

A new bus/rail interchange above the new car park should accommodate a terminating point for bus services. Operators should continue to serve the market square, but it is important to reduce the visual impact of bus parking on active retail frontage. In addition, a frequent town centre ‘hopper bus’ should be established to link the interchange to local attractions including Saltaire’s Visitor Centre, the Inland Revenue offices, the canal area, Asda and the market square.

Improved Pedestrian Links

Traffic reduction on Otley Road will allow for improved pedestrian links from the town centre to the proposed Shipley College site and interchange development. The college and the station will be connected to the town centre of Shipley by an attractive, legible and safe walking route that will encourage increased footfall within the central core and result in new retail frontage between Otley Road and the Market Square. The town centre will also benefit from new trade resulting from regeneration in the area that will bring students, office workers and commuter residents into the town centre catchment.
Railway Station Link
Unlocking the benefit derived from the railway station is vital to Shipley's future success. The town and the station must be better integrated with the provision of a direct and safe walking route. The significant level difference between the station and the town centre will require a solution that incorporates lifts, ramps, stairs and escalators to ensure accessibility for all.

Managed Car Parking Space
Shipley's role as a convenience centre must be supported by conveniently located shopper parking provision. The removal of the bus station and the redeveloped market place provides an opportunity to provide convenient short stay space in the central area on non-market days. The proposed station car park will provide weekend town centre capacity and the existing parking provision to the rear of the bowling alley should be increased through clearance of vacant properties to support the south eastern corner of the town centre. Improved enforcement of restrictions will release on-street capacity for shoppers with long stay users parking in more remote locations. Proposed Saltaire visitor parking will provide additional parking capacity for the town centre on market days.

Address Highways Congestion
Several key road transport routes converge around Shipley town centre. The proposed Shipley Eastern Link Road will provide an opportunity to reconnect Shipley town centre to Shipley railway station and improve access to public transport as described above. The link also releases development opportunities in the Dockfield Road area and will relieve congestion on Leeds Road and Otley Road.

A new tunnel link from Cottingley Bar to Canal Road is not an essential element of the masterplan proposals, though it is not precluded by the proposed Eastern Link Road. Such a scheme should only be promoted as part of a wider regional highways strategy. On line improvements on the A650 between Otley Road and Saltaire Roundabout, combined with traffic reduction initiatives discussed elsewhere, can result in a significant improvement that will reduce delays. Existing proposals to improve Canal Road from Bradford to Shipley will compound existing problems in Shipley and should be deferred until a Shipley Eastern Link Road is completed.
3.5 Environmental Projects

Shipley - Saltaire Link

Central to strengthening the pedestrian links between Saltaire and Shipley is the physical transformation of Saltaire Road via the introduction of visual interest, activity and an improved environment. At present the mid-point of the pedestrian journey between the two centres is its least interesting and thus presents the optimum location for intervention. This is the location where the new hotel, visitor car park and possible visitor centre should be located, creating a pause point along the route between the two centres and also providing a start point for short foot journeys to both Saltaire and Shipley. This site should be viewed as a gateway/arrival point for both centres and the Visitor Centre should address Shipley’s role in the Saltaire story.

The public realm connecting the two centres should be of a uniform quality benchmarked against the best in Saltaire and should run seamlessly between Saltaire and Shipley. Public realm improvements should aim to provide an environmental quality on Saltaire Road that resembles that on Victoria Street.

Tree planting should be introduced but this must be balanced with the need to provide effective street lighting and thus ensure 24-hour safety and security. Wider footpaths, additional crossings, reduced highways signage and the introduction of co-ordinated street furniture should all contribute to improving the journey between the two centres. Saltaire Road will become a safe and attractive walking route that will generate additional footfall and thus lead to an improved context for new and improved ground level commercial activity, further strengthening the route quality.

Town Centre

The central area of Shipley needs to have its public realm renewed to a standard that would be expected within Saltaire. This does not mean that identical materials and details should be used, although there should be consistency of approach and quality. The key areas of town centre where new public realm will be a priority are:

- The new Market Square
- The new Town Square
- Well Croft
- Westgate
- The canal pedestrian link route
- The railway station pedestrian link route

These public realm improvements should be carried out to a consistent and high standard and will cover lighting, signage, surfaces, street furniture and, where appropriate, planting. Public art works could be incorporated and this could be a project for the Shipley College.
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 Shipley 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 Shipley as a gateway to Airedale and the cities of Leeds and Bradford.

There are obvious benefits to be derived from the co-ordination and integration of investment initiatives within Shipley. 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 Shipley Town Centre Masterplan.

Proposals have been developed in such a way that existing barriers to private sector development, such as highways severance, the town centre environment and onerous residential planning conditions are separated from the developer requirement in order to maximise development 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 Shipley town centre is in harnessing the private sector’s enthusiasm for residential development around the well connected railway station. The success of recent developments including Victoria Mills, has generated significant demand for residential developments in the vicinity of the railway station.

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.

Without major investment to deliver the Shipley Eastern Link Road the existing traffic severance on Otley Road will remain and congestion will increase with traffic levels likely to grow as development in Wharfedale and regeneration in Airedale and Bradford continues. Delays to the progress of delivery of this catalytic project present a key risk to Shipley’s regeneration.
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.

Short term projects in Shipley should be focused on redeveloping the market square area to encourage new and desirable residential development in the heart of the town centre and reinvigorate the existing markets and surrounding retail facilities. The proposed Shipley College development on Otley Road will provide the first wave of improvements in links between the railway station and the town centre. Longer term projects including the Eastern Link Road and the public transport interchange must be progressed through outline design and funding procedures to ensure delivery at the earliest opportunity. Improvements to the railway station environment and a town centre hopper bus will improve connectivity to the town centre in the interim.

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.

Key medium term projects in Shipley should include the delivery of the Shipley Eastern Link Road and the associated improvements in accessibility to the town centre and the railway station. The redevelopment of the former indoor market will bring more high-quality residential accommodation to the town centre and the regeneration of Well Croft will include new retail premises that complete the transformation of the central zone. Improved links to Saltaire and the canal will reinforce the connection to adjacent leisure destinations and new office accommodation on Otley Road will increased daytime footfall to the town.

The long term projects are strategic for 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.

The key long term projects in Shipley are the proposed Public Transport Interchange which will provide integration between the town centre and the railway, a dedicated bus station, significant parking stock to accommodate rail commuters and town centre shoppers, and opportunities for further development of retail and employment space in a highly accessible 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. This masterplan aims 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 Shipley is likely to be funded from a variety of sources. The catalyst for change is the private sector’s enthusiasm for residential development around the well connected railway station. The sale of publicly owned land will facilitate the development of a new market hall and generate funds to improve the town centre’s external spaces. The residential component of the market hall will underwrite the cost of its development, which should be exempt of affordable housing conditions to maximise the quality of the new facility.

These improvements in the heart of the town centre area will encourage the owners of existing properties around the square to invest in redevelopment to provide additional residential space above the existing retail units facing on to the market hall. Existing retail frontages should also be improved at this time and some retail property on the southern fringe of the centre may be converted to residential uses to address perceived oversupply of retail floor space.

Residential values should also support the redevelopment of the former indoor market to open up links to Saltaire and the canal. Throughout this process any planning gain should be reinvested in further public realm improvements, supplemented by funding from the Heritage Lottery Fund and tourism sources to enhance links to the Saltaire World Heritage Site.

Other proposals for town centre developments will be funded from a variety of sources. The Otley Road opportunity sites are eligible for Objective 2 funded land purchase under the IDP process and Shipley College’s new development will be funded by the private sector, supported by the Learning Skills Council. Other project funding details are included in the Project Register above.

### Table: Corridor Projects Responsibility Key Partners

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4.4 Closing Statement

Shipley’s regeneration proposals will be driven by the buoyant local residential market and the delivery of improved access from the central area to Shipley’s surrounding assets, the railway station, the canal and Saltaire. This masterplan provides a vision for the regeneration of a town centre that has become isolated and undervalued. It provides a framework that will encourage and assist with delivery of lasting positive change, enabling Shipley to be transformed into a busy convenience centre and a high-quality gateway to the regenerated Airedale.
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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(Masterplanning and Urban Design)

Civic Regeneration
(Education and Skills and Training)

Colliers CRE
(Land and Property)

Charles Monck Associates
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Stephen Feber
(Tourism and Leisure)

Bradford University
(Stakeholder Participation)

Consortia of Ethnic Minority Organisations
(Steering Group Member)

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