



ShIPLEY

DEVELOPMENT FRAMEWORK



Invest in Shipley

The gateway to Airedale



Foreword

‘ShIPLEY – space to breathe, grow and thrive’

4 ShIPLEY has the opportunity to become a sustainable and thriving area of Bradford District, with a new residential offer, vibrant and updated town centre, alongside the World Heritage Site of Saltaire and a bolstering visitor economy. Capitalising on the Bradford City of Culture opportunity, ShIPLEY will continue to attract creative businesses, new start-ups and future residents wanting to benefit from excellent connectivity and quality of living.

ShIPLEY’s Development Framework identifies the potential for new development and investment focused on ShIPLEY Town Centre, alongside the creation of new residential neighbourhoods which will make the most of ShIPLEY’s connectivity as well as its’ canal and riverside setting. ShIPLEY town centre will be better connected with Saltaire, through improved walking and cycling links and the creation of a heritage trail to encourage visitors to make the most of an enhanced amenity offer within the town centre.

The Development Framework identifies key constraints and opportunities for change. It builds upon the success of ShIPLEY’s Towns Funding programme, having secured £25m in July 2021, identifying future phases of development to build upon those which are already in receipt of funding, such as the proposal for ShIPLEY’s new market square.

Over the next 15-20 years, the Development Framework will help the Council deliver our ambitions for ShIPLEY, delivering transformational change, both in terms of the built environment as well as generating social and economic benefits for existing residents and businesses within ShIPLEY. This Development Framework sets out how these benefits could be realised through the identification and prioritisation of development sites, opportunities to improve connectivity, amenities and public open spaces.

ShIPLEY must respond to the current retail trends, recognising that we need to diversify our town centre and improve the offer for our residents and businesses, as well as attract visitors, encouraging them to visit ShIPLEY town centre as well as the World Heritage Site and attractions within Saltaire.

ShIPLEY has a wide range of opportunity sites, including significant Brownfield Land which is prime for redevelopment but needs a strong vision, which this Development Framework will provide, alongside public sector investment to unlock these opportunities. We need to provide for new housing sites as well as creating opportunities for high-quality employment, encouraging our existing businesses to stay in ShIPLEY and scope for them to expand and grow as their needs change.

All of this will take time to be delivered, but this Development Framework is the start of setting out a long-term vision for ShIPLEY, which will help secure its long-term economic growth.

ShIPLEY, the gateway to Airedale, will be revitalised to be a **people and family-focused** town centre, with a diverse and creative offering. It will combine **world-class heritage** and culture alongside quality amenities, access to nature, parks and public spaces which are well connected together, making it easy for residents and visitors to experience all that ShIPLEY has to offer – both within Saltaire and the wider ShIPLEY area.

There is a need to tackle health inequalities and poverty – ensuring good access to public services, schools, healthcare, and high quality housing for all to benefit from including **affordable housing**.

Access to ShIPLEY’s canal and river will be opened up to create new public realm, spaces to dwell and enjoy and new waterside housing developments, making the most of **repurposing ShIPLEY’s industrial heritage**.

ShIPLEY will continue to be a **‘making place’**, maximising the area’s manufacturing assets and wealth of talent, to innovate and grow, **creating a thriving and sustainable neighbourhood** within the regional city of Bradford.





Foreword

This vision aligns with the adopted Development Plan and current vision for Shipley Towns Fund and is underpinned by a series of guiding objectives:

01 A family-friendly town

Repurposing the heart of the town centre to create a family-friendly space – considering diversifying uses, providing playspace and family-friendly activities.

02 A green and healthy environment

Low carbon to be embedded into new development, to align with Bradford Clean growth agenda including adapting existing buildings to mitigate against climate change, promoting sustainable travel solutions and improving access to Shipley's countryside, Bradford Beck and the canal.

03 Town centre living

Delivering a mix of well-designed new homes to encourage new families to live in the area, including high-quality affordable offer, alongside housing for young professionals.

04 Strengthening connectivity with Saltaire

Addressing the barriers to connectivity for walking and cycling across Shipley and Saltaire, and promoting greater use of public transport – particularly addressing the barriers between the railway station and town centre, and active travel links between Saltaire and Shipley.

05 Community and market at its heart

Social value to be at the heart of regeneration – ensuring that future growth is inclusive, creating positive outcomes for all, and fostering Shipley's community spirit, centered around Shipley as a market town – with key events and local, affordable food offer.



06 Creativity and makers

Making the most of existing technology and media businesses in the locality to foster an entrepreneurial and creative spirit, encouraging residents to work within Shipley rather than commute out.

The vision and objectives are supported by key development principles and an indicative spatial framework for Shipley. This identifies five Character Areas across Shipley and puts forward potential interventions, from both a development and place-making perspective, that could be adopted by the Council, key landowners and developer partners to help realise the vision.



**Councillor
Alex Ross-Shaw**
City of Bradford
Metropolitan
District Council



The Development Framework proposes:



1,700

NEW HOMES, INCLUDING
A NEW WATERSIDE
LIVING QUARTER



5 HA

HIGH-QUALITY
EMPLOYMENT LAND
UNLOCKED



3.5 HA

NEW AND
ENHANCED
PUBLIC REALM



NEW ACTIVE TRAVEL
ROUTES, IMPROVING
THE EXPERIENCE FOR
WALKING AND CYCLING



A MORE PERMEABLE AND CONNECTED
TOWN CENTRE, WITH DIRECT LINKS
FROM SHIPLEY RAILWAY STATION



Waterside Living



01

Introduction & Overview

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01. Introduction & Overview

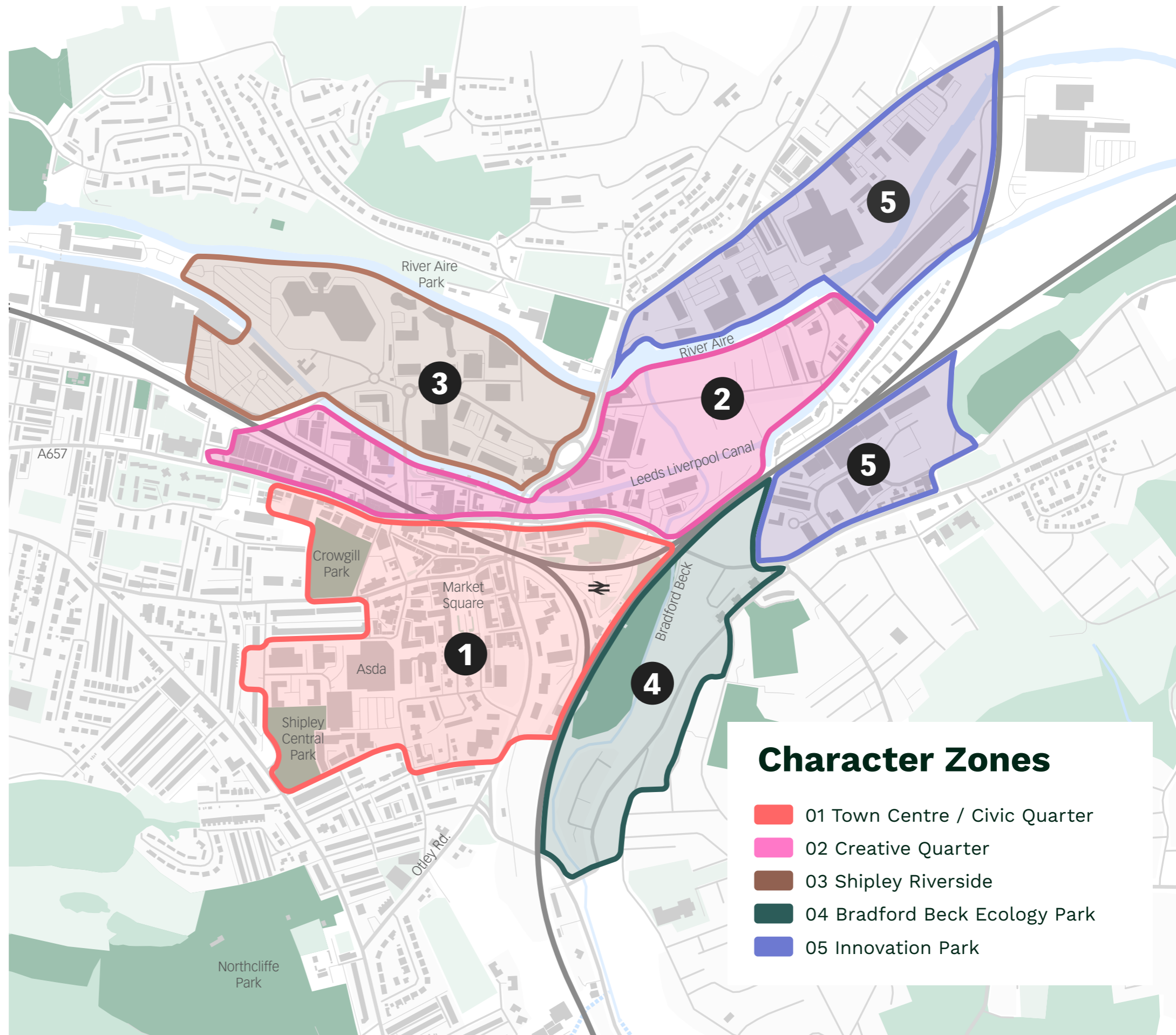
This Development Framework has been prepared by the City of Bradford Metropolitan District Council (“the Council”) to guide the future development of Shipley, a key part of the Regional City of Bradford, which has the potential to deliver 1,700 new homes and unlock 5ha employment land.

The Development Framework area covers approximately 150 hectares (ha) centred on Shipley town centre, approximately 5km to the north of Bradford city centre. The Development Framework boundary extends to include land along both banks of the River Aire stretching from Saltaire in the west, past the northern part of Shipley town centre, to the large industrial area to the east including a small area of land between Otley Road and the River Aire which falls within Baildon. The Development Framework also encompasses Shipley railway station to the east of the town centre and an area of mostly vacant land beyond.

The Development Framework is focused on those parts of Shipley which have the most potential for future development opportunities, mainly comprising the town’s existing economic hubs and adjoining areas of underutilised land. This boundary has been derived based on the ‘evidence of need’ for intervention and responding to how the place functions as opposed to administrative boundaries. The wider area surrounding the Development Framework boundary is primarily characterised by residential neighbourhoods which together form part of Bradford’s northern suburbs, situated within the lower reaches of Airedale.

Shipley has the opportunity to be transformed and regenerated into a sustainable and thriving area, aligned with the Government’s Levelling-up agenda. Developing Shipley to its full potential will make a significant contribution to Bradford’s housing and employment requirements, as well as Leeds City Region’s growth ambitions.

It recognises the important work done to date in Shipley, building on the success of Towns Fund and the agreed Towns Fund vision, and involves key partners and stakeholders in its development.





01. Introduction & Overview



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▸ The old Congregational Church

Purpose of the Development Framework

This Development Framework sets out the overarching vision, objectives and development principles for the regeneration of Shipley over the next 15-20 years. This vision and objectives have been shaped and informed by local stakeholders' views, and has been refined following public consultation in Autumn 2023.

The role of the Development Framework is to act as a guide for development within Shipley, as well as encourage and attract new investment into the area. It provides clear principles which promote social, economic and environmental benefits. These principles are informed by Shipley's

local context, and are underpinned by the strategic and policy context both nationally and locally. The development principles are applied in this document both in terms of the regeneration of the town as a whole, and through specific interventions within several distinct Character Zones.

The ambition is that the Development Framework will enable future development within the town to deliver lasting improvements which have tangible impacts for local people, supporting Shipley's progression into the future by celebrating its best features and providing achievable, targeted solutions to the challenges which it faces.

Stakeholder Engagement Approach

A 6-week public consultation exercise has been conducted, which ran between 9th October 2023 and 22nd November 2023. Members of the public were encouraged to take part in this consultation exercise. Views and comments received on the 'draft' document have been taken into account to help shape and inform this 'final' Development Framework.

Following the consultation period, all comments have now been reviewed and fed into the Development Framework document where appropriate. A Consultation Statement has also been prepared which will accompany the final Development Framework. The Consultation Statement will be prepared in accordance with the Council's Statement of Community Involvement (SCI) (2017) and will confirm who has been consulted with during the preparation of the Development Framework, an overview of the main issues raised by consultees, and how the issues have been addressed within the Development Framework.

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02 Drivers for Change

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02. Drivers for Change

The vision for the regeneration of Shipley town centre and identification of key development opportunity sites as part of this Development Framework will create the conditions for attracting inward investment into Shipley and the wider Bradford District.

There is an opportunity to catalyse on the potential that Bradford UK City of Culture brings as well as the recently announced Strategic Place Partnership between the West Yorkshire Combined Authority and Homes England as part of the West Yorkshire Devolution Deal. This highlights the importance of a place-based approach to regeneration and new housing delivery.

Shipley is such a well-connected place, with journey times via train into Bradford at 10 minutes and Leeds at 15 minutes, yet the road network which surrounds the railway station means that it's isolated from Shipley town centre, creating a barrier for people living, working and wanting to visit the town centre. The low-grade development along Saltaire Road provides a poor gateway into Shipley's heart, and fails to encourage the many tourists attracted to Saltaire's World Heritage Site into Shipley.

Redevelopment of key sites and addressing these barriers and constraints will help to positively change the perceptions of Shipley, repositioning Shipley as an attractive place to live, start a business and visit as part of the District's wider tourism offer.

Shipley's Development Framework sets out a bold and ambitious vision to support this change. Shipley has huge potential to introduce new urban living opportunities as well as high-quality business premises which will unlock Bradford's economic potential.



Salts Mill





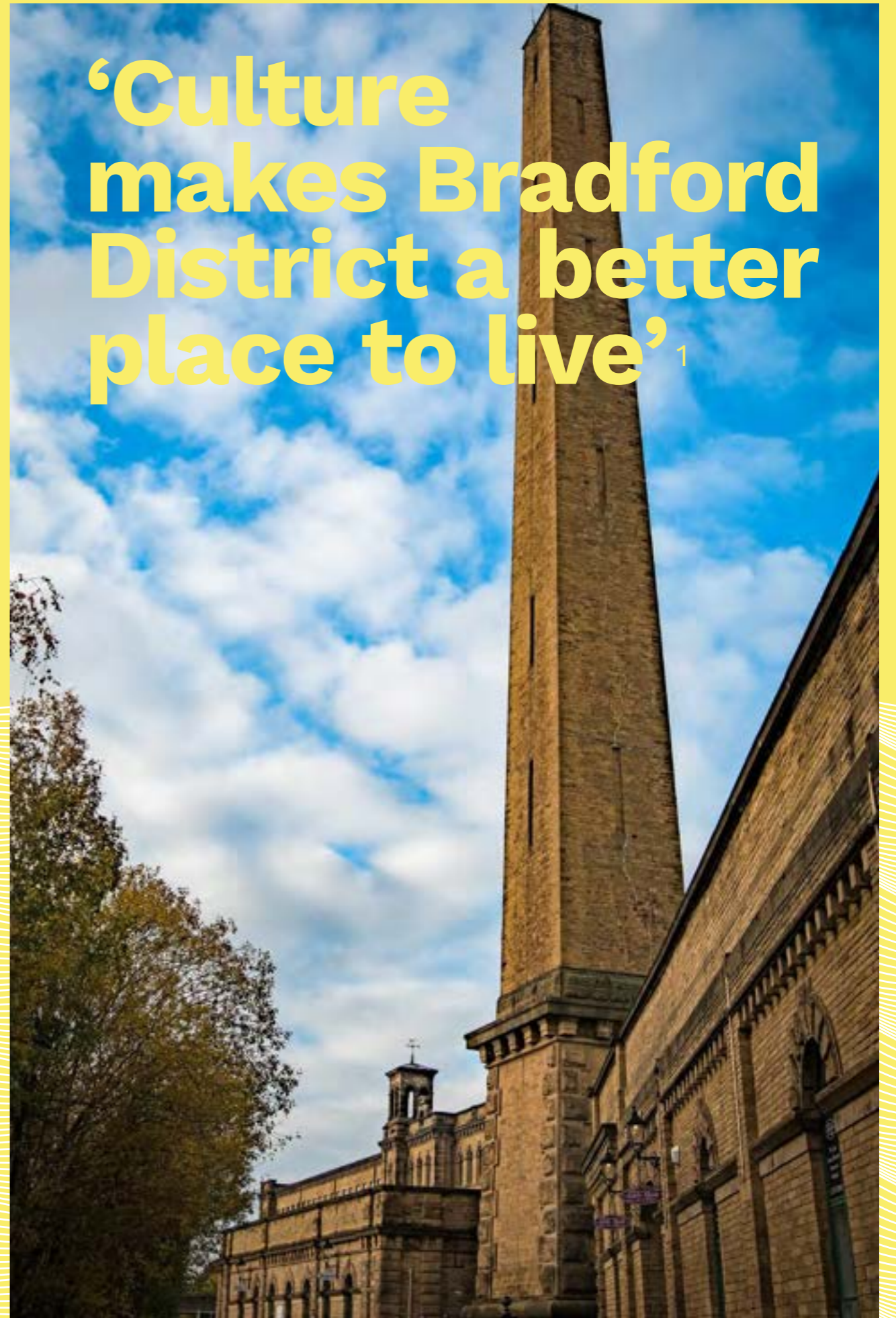
02. Drivers for Change



Market Square

‘Culture makes Bradford District a better place to live’¹

Salts Mill



Creating a thriving, sustainable town centre

ShIPLEY Town Centre has the opportunity to be regenerated, creating an improved offer to meet local needs but also attract in new visitors who are attracted to the heritage assets and cultural offering of Saltaire. This will include a greater diversity of uses, providing new leisure opportunities, encouraging café culture around a reimagined ShIPLEY Market Square and introducing a new residential offer, which in turn will increase footfall and the vibrancy of the town centre. The impetus to change is due to the changing nature of the high street, with reduced reliance on traditional retail, in part due to the shift to online shopping, and increased consumer expectation for town centres to provide a ‘experiential’ offer, blending together retail alongside leisure, places to eat, drink and socialise, as well as a place to host events and festivals.

Responding to the opportunities from Bradford UK City of Culture

Bradford is UK City of Culture 2025 and as such is expected to deliver more than 1,000 performances and events, including 365 artists commissions, major art festivals and national and international collaborations. This is an opportunity for the whole of Bradford District and not just to benefit Bradford City Centre. Previous host cities of this prestigious award have secured millions of pounds of investment and it has acted as a catalyst to deliver creative place-making and cultural-led regeneration. The opportunity in ShIPLEY therefore, and across the Airedale Valley is immense. Events will naturally be attracted to Salts Mill, Saltaire, but such events could equally be hosted in the heart of ShIPLEY Town Centre, making the most of a more flexible Market Square and ShIPLEY’s high quality parks, including Crowgill Park.

¹ Culture and Me Survey 2020



02. Drivers for Change



Prosumax

Creating the conditions for businesses to collaborate and innovate

Bradford was voted one of the best place to start a business² and the quality of the existing businesses within Shipley in advanced manufacturing, engineering (including some businesses supplying the space industry) as well as the cluster of creative industries is important to Shipley's lifeblood. The area around Dockfield Road can become a vibrant employment quarter, ensuring that the existing Business Development Zone is safeguarded and enhanced, promoting the opportunity for businesses to expand and grow their operations as well as encouraging higher value jobs. Using the Development Framework as a tool to promote the potential within Shipley and the scale of ambition and expertise of the place is important.

² Fasthosts (2021) – Bradford was listed as 15th out of 85 cities in the UK as one of the best places to start a business, due to the District's high business birth rate, low office rental costs and internet connectivity.

³ Policy HO1 (Core Strategy 2017)

Leeds to Liverpool canal footprint



Delivering new high-quality housing to meet local needs

The District needs to deliver significant levels of housing growth by 2030³, including more affordable housing. In order to release the pressure on Green Belt and greenfield sites, and in line with National Planning Policy there is huge potential within sustainably connected places, such as Shipley to increase the scale of residential development and broaden the opportunity of housing types and tenures. There is the opportunity to attract new young professionals and young families into Shipley, who can benefit from the improved offer within the town centre and the ambition to be a family-focused place. This includes diversifying the housing mix and tenure including more rental opportunities as the Build-to-Rent sector expands within Bradford.

Alongside creating new housing there is also the potential to address the quality of the existing housing stock, exploring opportunities for improving energy efficiency and quality of the housing condition. This includes tackling deprivation challenges within key neighbourhoods, such as Windhill, Wrose and the area immediately surrounding Shipley town centre.

Making the most of Shipley's sustainable connections

Shipley's location and quality of public transport connections via rail and bus affirms the area's potential to grow as a sustainable part of Bradford District. Positively Shipley already benefits from much of the existing infrastructure which is needed to support the delivery of new housing and employment opportunities. The scale and amount of brownfield land, disused buildings and inefficient use of space (for example, car parking) means that Shipley has existing assets that can be readily used to deliver growth. The opportunity to consolidate surface car parking and reprovide this in a more coherent and planned manner for example will create additional land for redevelopment, improved active travel connections such as provision of a multi-modal transport hub, whilst helping to create a more beautiful place at the same time.

The uniqueness of Shipley's triangular railway station provides for a centrally-located development opportunity, which could deliver new mixed-use development and make more of the station car park. In doing so, this delivers better local connections directly into Shipley town centre, linking between existing residential communities to the west of the railway station.



03 Local Context

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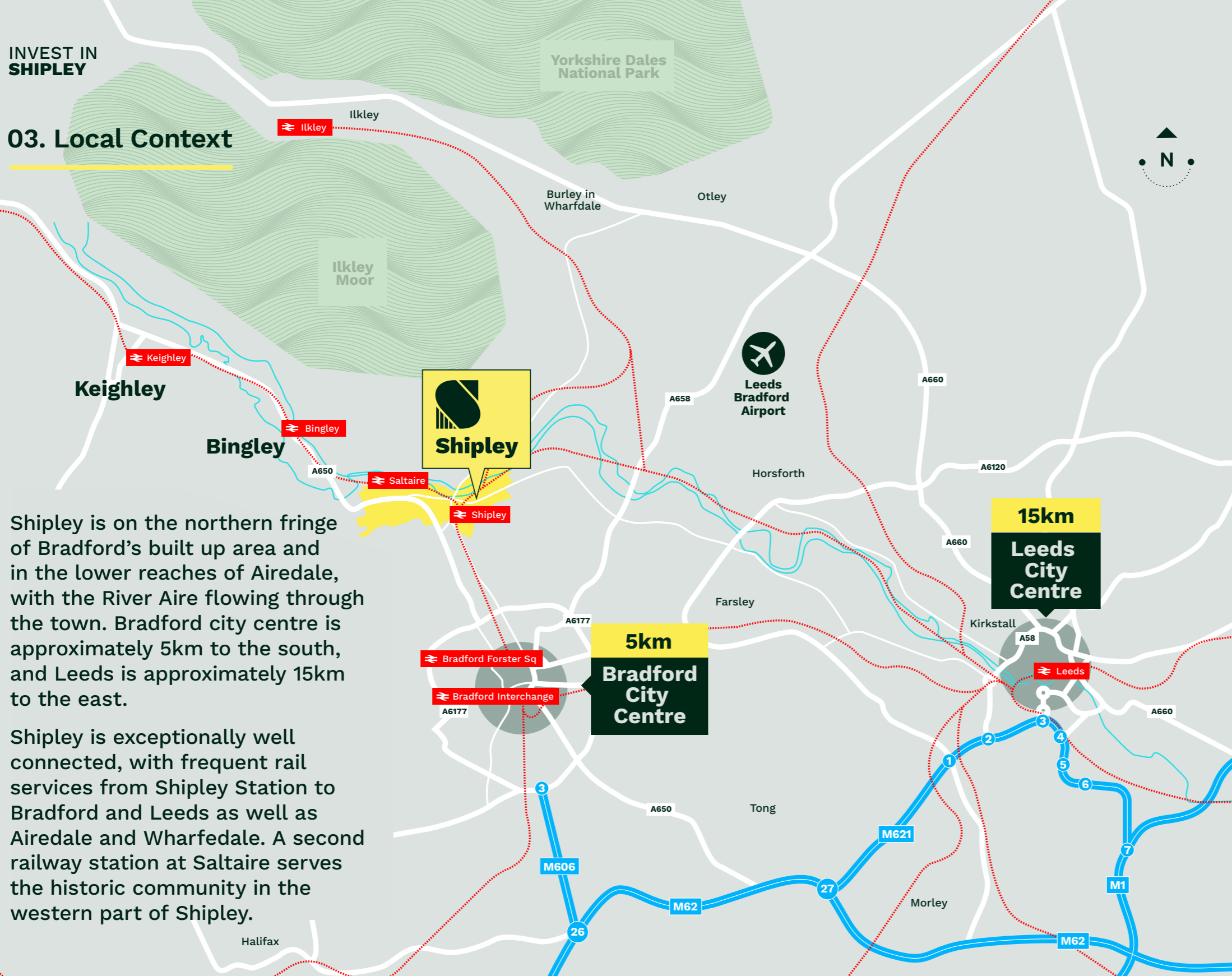
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03. Local Context

ShIPLEY is on the northern fringe of Bradford's built up area and in the lower reaches of Airedale, with the River Aire flowing through the town. Bradford city centre is approximately 5km to the south, and Leeds is approximately 15km to the east.

ShIPLEY is exceptionally well connected, with frequent rail services from ShIPLEY Station to Bradford and Leeds as well as Airedale and Wharfedale. A second railway station at Saltaire serves the historic community in the western part of ShIPLEY.



ShIPLEY forms part of the Regional City of Bradford, together with Lower Baildon and as such is a key area of focus for new development and investment as well as a priority for regeneration, as highlighted by its identification as a Spatial Priority Area (SPA)⁴.



Well Connected



BRADFORD FORSTER SQUARE

10 MIN TRAIN



LEEDS CITY CENTRE

15 MIN TRAIN



LEEDS BRADFORD AIRPORT

20 MIN DRIVE

⁴ Investment Location SPA, confirmed by WYCA, 10th December 2020
<https://westyorkshire.moderngov.co.uk/documents/s18099/Item%208%20-%20Spatial%20Priority%20Areas%20Refresh.pdf>



03. Local Context

Evolution of Shipley



28 Map of Shipley, 1840s

1770s

- ▶ Completion of Leeds and Liverpool Canal and Bradford Canal, allowing the export of goods across both sides of the Pennines.

Early 19th Century

- ▶ Shipley is a relatively small town clustered around the crossroads of key historic routes close to today's town centre.
- ▶ Growth of the textile industry is catalysed by the establishment of steam powered spinning mills.

1840s

- ▶ Completion of the Leeds and Bradford Railway, including the diverging line to Skipton which forms the distinctive triangular shape of the railway station.

1850s

- ▶ Completion of Salts Mill and Saltaire railway station as the first phases of Titus Salt's model village.

Late 19th Century

- ▶ Shipley experiences rapid growth as a commercial and industrial centre.
- ▶ Industry dominates the north of the town, while streets of mostly terraced housing stretch to the south and west, bridging the open space between Shipley and Saltaire.



Map of Shipley, 1890s

1890s

- ▶ Opening of Shipley Glen Tramway.

1920

- ▶ Roberts Park gifted to Bradford Council.

Early 20th Century

- ▶ Shipley's exponential growth as a commercial centre continues, led by industrial uses including textiles, machinery and iron.
- ▶ Bradford's northern suburbs reach Shipley, housing the region's industrial workers in compact terraces.
- ▶ Detached and semi-detached housing had appears in the west of the town.

1960s

- ▶ Slum clearance and renewal projects involves the demolition of heritage assets including Shipley Old Hall, Shipley Hall, and the Fox and Hounds Hotel.



Map of Shipley, 1940s

Mid 20th Century

- ▶ Redevelopment of Shipley town centre erodes much of the historic street pattern.
- ▶ Modernist town centre created, with the new Market Square forming the centrepiece and incorporating an open market and central hub for bus services.
- ▶ Drastic increase in car ownership leads to the expansion of roads and junctions within the town centre.

1980s

- ▶ Further clearance makes way for the town's library, swimming pool, health centre and Asda store.

1986

- ▶ Production ceases at Salts Mill.

2001

- ▶ Saltaire recognised as a UNESCO World Heritage Site.



03. Local Context

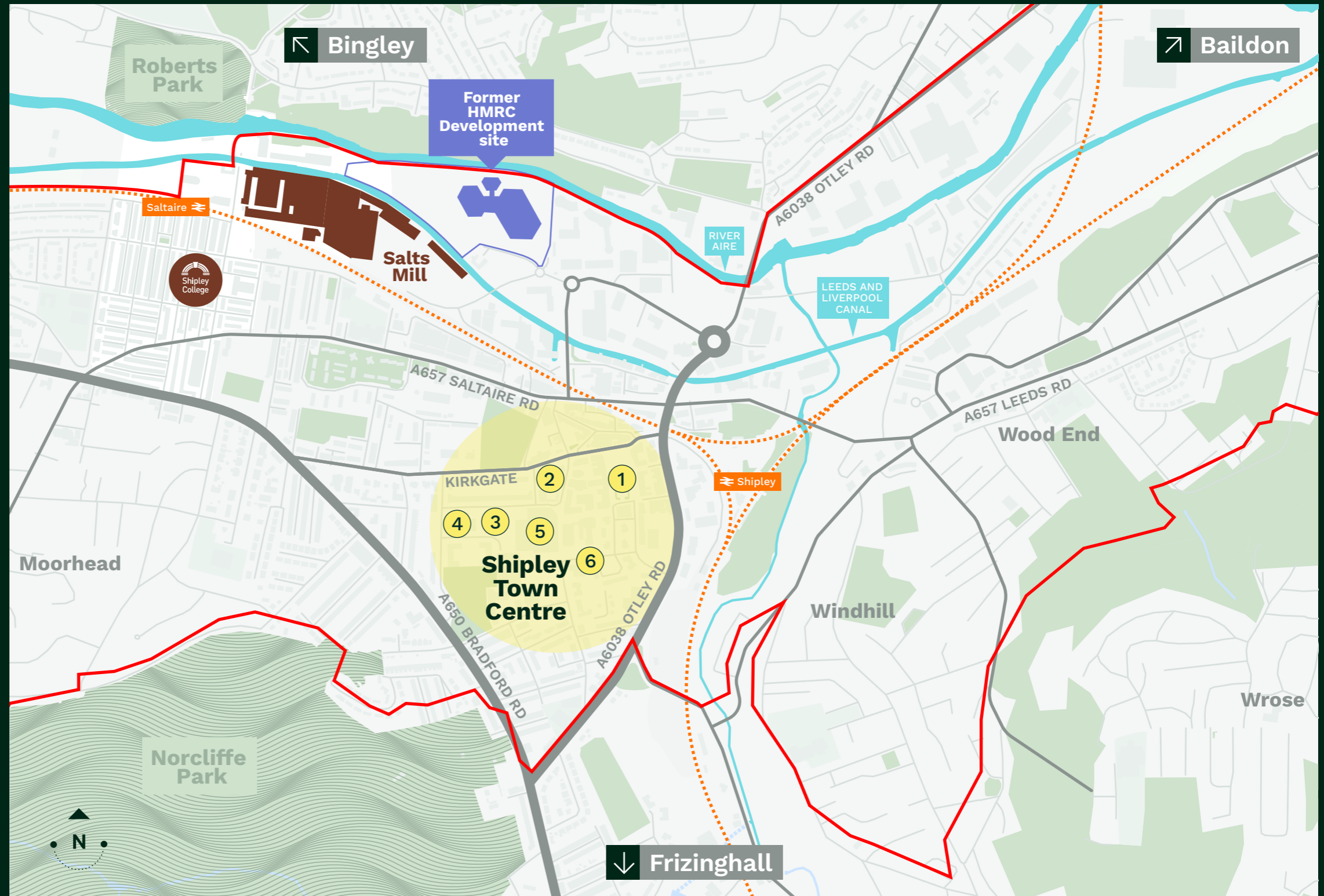
ShIPLEY Today

Owing to its rich industrial history, Shipley benefits from two well-utilised hubs for retail and commerce, the first within the main town centre and the second less than 1km away at Saltaire. These retail hubs are supported by employment areas located primarily along the River Aire.

Suburban residential neighbourhoods radiate out from the town centre, reflecting that many of Shipley's residents are employed in Leeds and Bradford due to convenient transport links.

Key Assets

- 1 Market Square
- 2 Town Hall
- 3 Shipley Medical Practice
- 4 Shipley Swimming Pool
- 5 Asda
- 6 Shipley Library
- Shipley Boundary



ShIPLEY Town Centre

ShIPLEY Sports Centre

ShIPLEY Sports Centre

Market Square





03. Local Context

Local Distinctiveness

Salts Mill



ShIPLEY Glen Tramway



Salts Mill



As a town with a strong industrial heritage, ShIPLEY is home to many historic buildings and features which should be taken into consideration as the town develops.

ShIPLEY town centre, in contrast to Saltaire, has relatively few heritage assets which are statutory listed. There are several high quality examples of buildings in the local vernacular style within ShIPLEY town centre which nevertheless contribute to its setting and character.

▶ The **UNESCO World Heritage Site** at Saltaire attracts c. 250,000 visitors each year to the unique model village built by textile businessman Titus Salt between 1851 and 1876. Almost all of the buildings within Saltaire are listed by Historic England given the significance of the village in providing a surviving representation of the country's industrial past.

▶ **Salts Mill** was converted into a modern retail and commercial centre following its closure as an operational site in 1986.

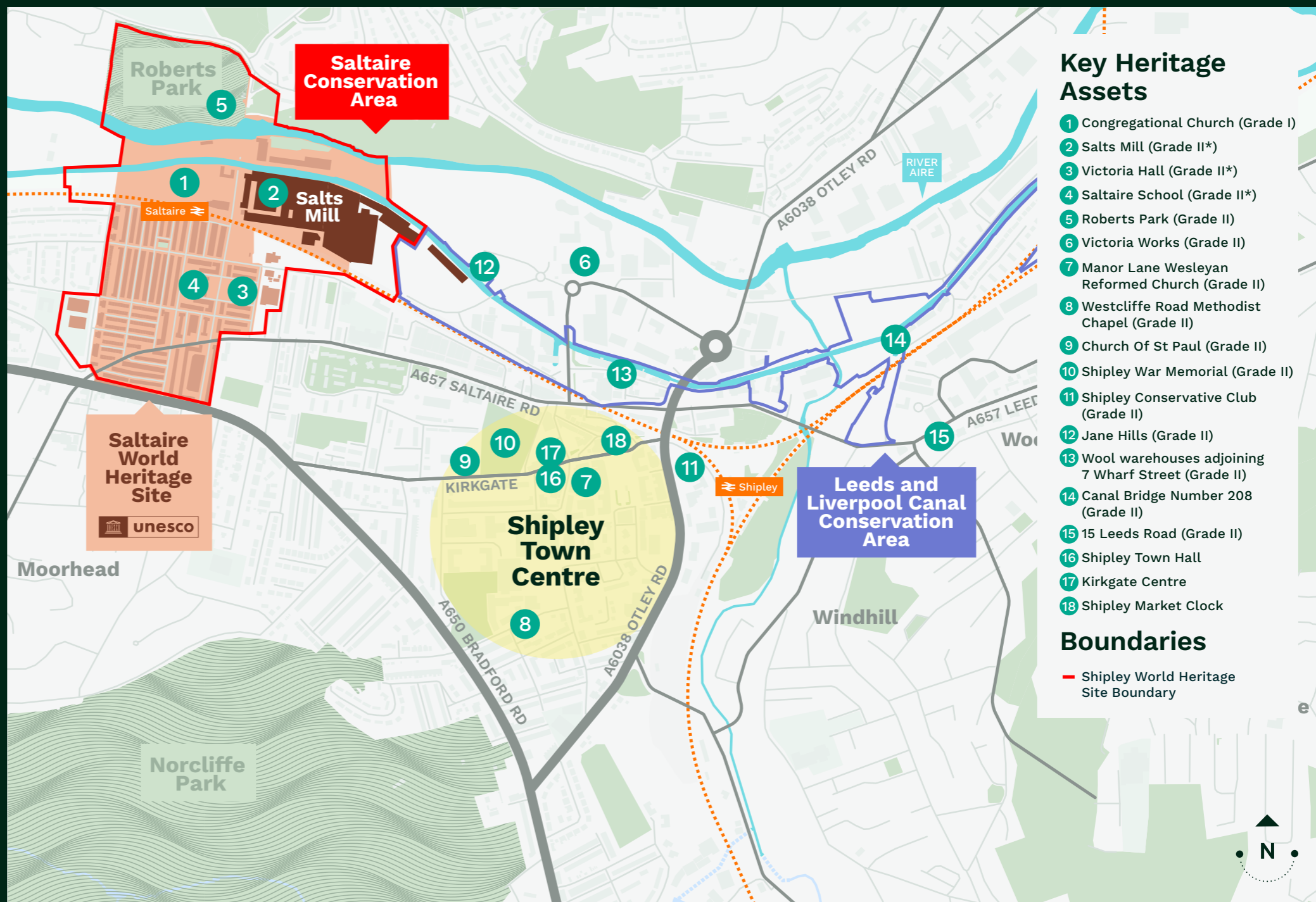
▶ The **1853 Gallery** within Salts Mill houses a permanent exhibition of works by David Hockney, supplemented by visiting exhibitions and a range of shops and studios.

▶ The **Leeds and Liverpool Canal** was built to connect Leeds and Bradford to the Liverpool Docks and onwards to the rest of the world. Originally carrying coal and textiles, it is now used by recreational boats and as an attractive route for pedestrians and cyclists.

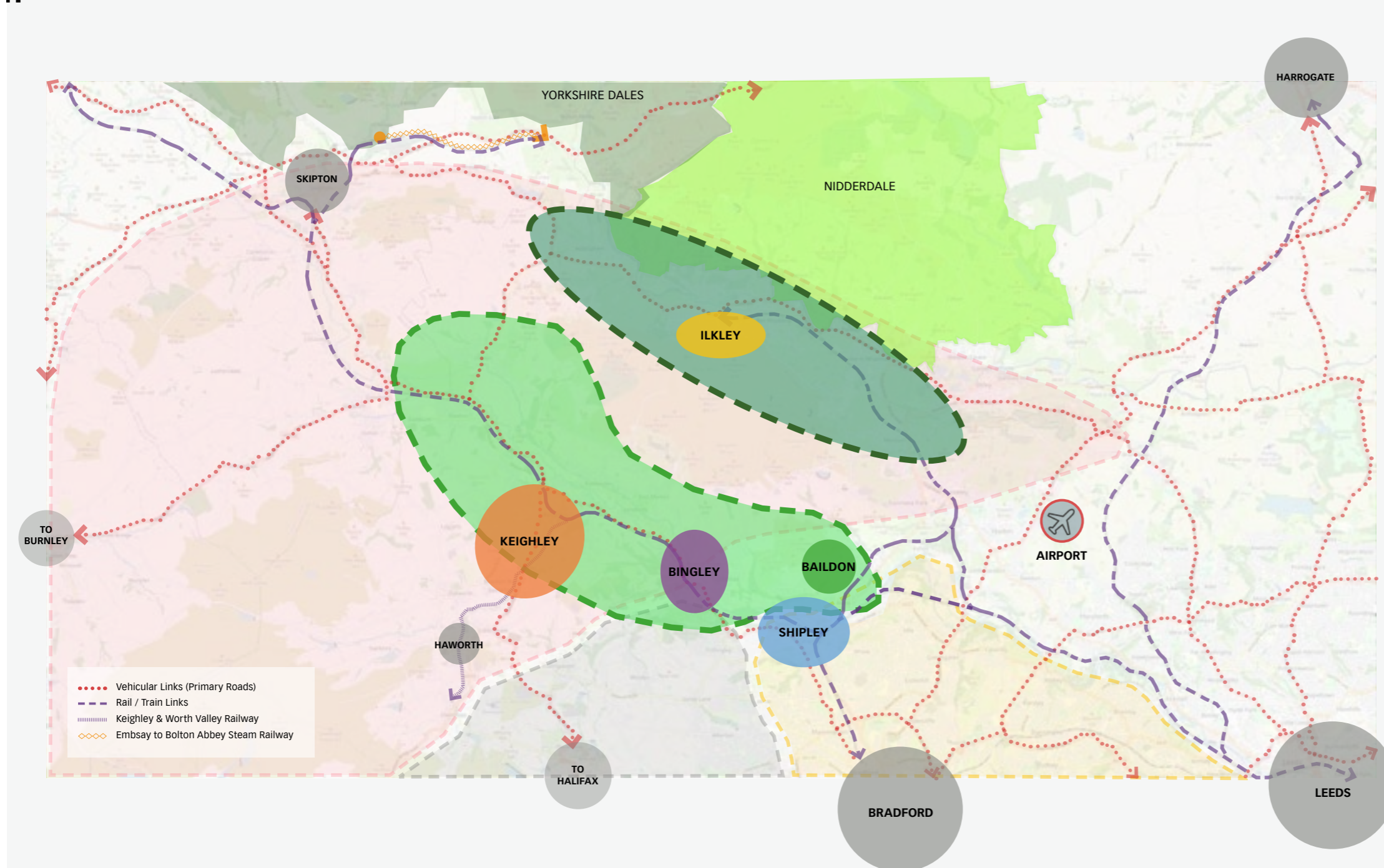
▶ The **ShIPLEY Glen Tramway** is among the oldest working cable tramways in Britain.

▶ The **Aire Sculpture Trail** connects ShIPLEY town centre and Saltaire.

▶ **Gallows Footbridge** crosses the canal along the path of an ancient right of way.



Environment



Key

- AONB
- National Park
- Airedale
- Wharfedale
- South Pennines
- Regional City of Bradford
- Yorkshire Southern Pennine Fringe

Landscape

Shipley's location on the River Aire means that parts of the town are low lying, including Shipley town centre, Saltaire, and the commercial areas which adjoin them to the north. The railway and canal both follow the course of the Aire, with the interactions between these three routes' paths along the valley defining an important part of Shipley's landscape character.

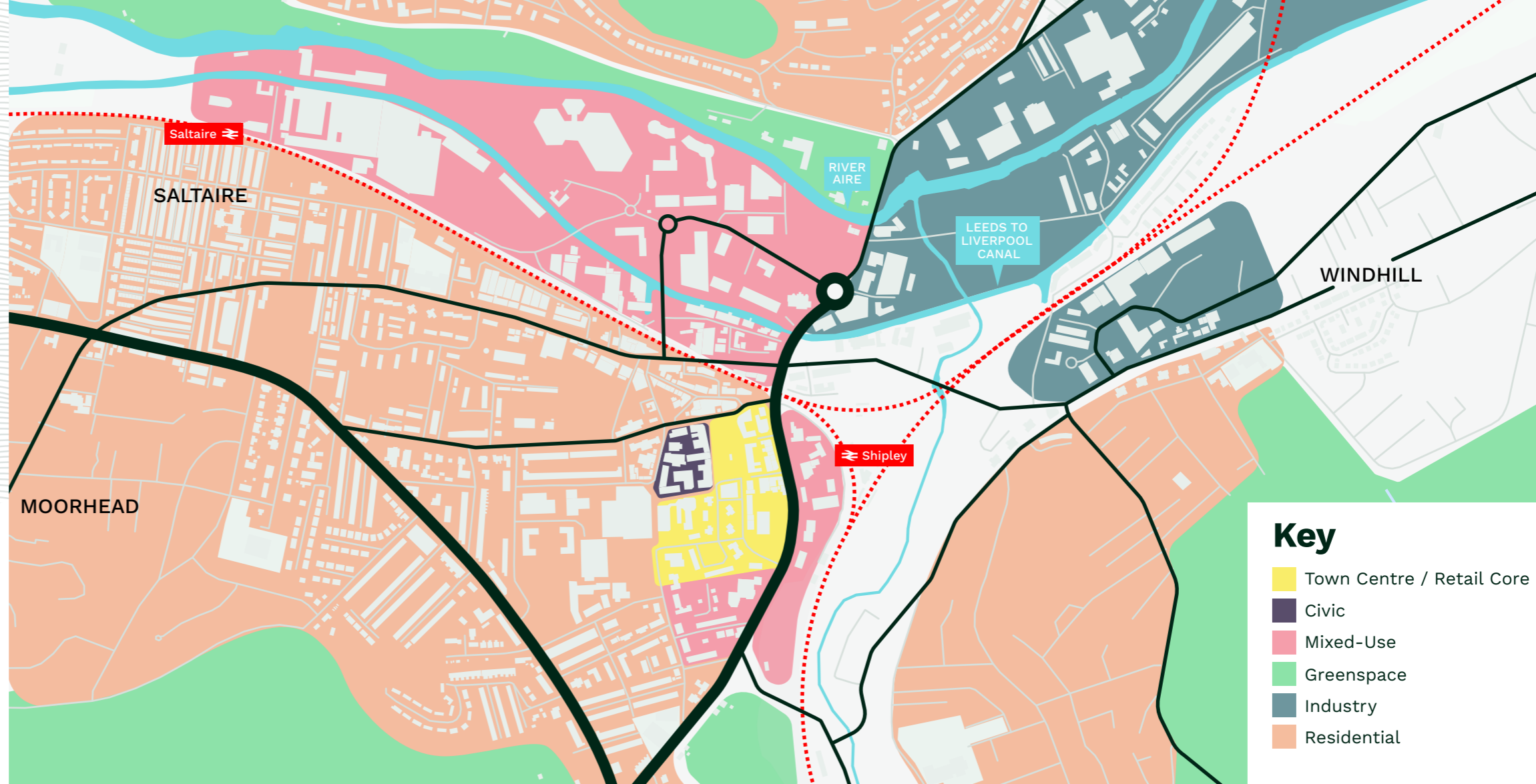
Flood Risk

Parts of Shipley are at risk being impacted by flooding. The Environment Agency identifies that the greatest risk of flooding is around the River Aire and Bradford Beck.

Blue Green Infrastructure

Shipley forms part of a key Green Infrastructure Corridor for Bradford District, with the River Aire and the Leeds and Liverpool Canal forming an important blue/green corridor and habitat network running west to east alongside the Bradford Beck.

03. Local Context



Key

- Town Centre / Retail Core
- Civic
- Mixed-Use
- Greenspace
- Industry
- Residential

Salts Mill & Canal

The town's primary commercial hub is focused around Market Square in Shipley town centre, a substantial pedestrianised open space which hosts a regular outdoor market.

The Shipley Underground Market to the north hosts a variety of permanent stalls and holds regular community events.

As the centrepiece of Shipley's 1960s redevelopment, Market Square is fronted on all sides by modernist buildings including the Arndale Shopping Centre to the south and the distinctive Shipley Market Clock which stands over the square to the north.

There are several national high street retail and food & beverage chains in this area, along with a large format Asda store.

A secondary centre is located less than 1km to the west in Saltaire, focused around the shops, restaurants and commercial space in Salts Mill. Saltaire was designed to be a self-sufficient community, including a school, library and concert hall. Many of these buildings are now occupied by Shipley College, whilst Victoria Hall is still utilised as an events space for public use.

To the north of Shipley town centre along the River Aire is a substantial employment area, stretching from the former HMRC offices close to Salts Mill through to the large CarnaudMetalbox factory 1.5km to the east. Business sectors represented include advanced manufacturing, metals, printing and paper, food packaging, and wholesale and logistics.

The Canal Road Corridor is an important link between Shipley and Bradford city centre to the south. The corridor is a key location for growth in the area, catalysed by the substantial development of New Bolton Woods into a high quality neighbourhood supported by new community facilities.



Shipley Market Clock & Market Square

Scale & Density

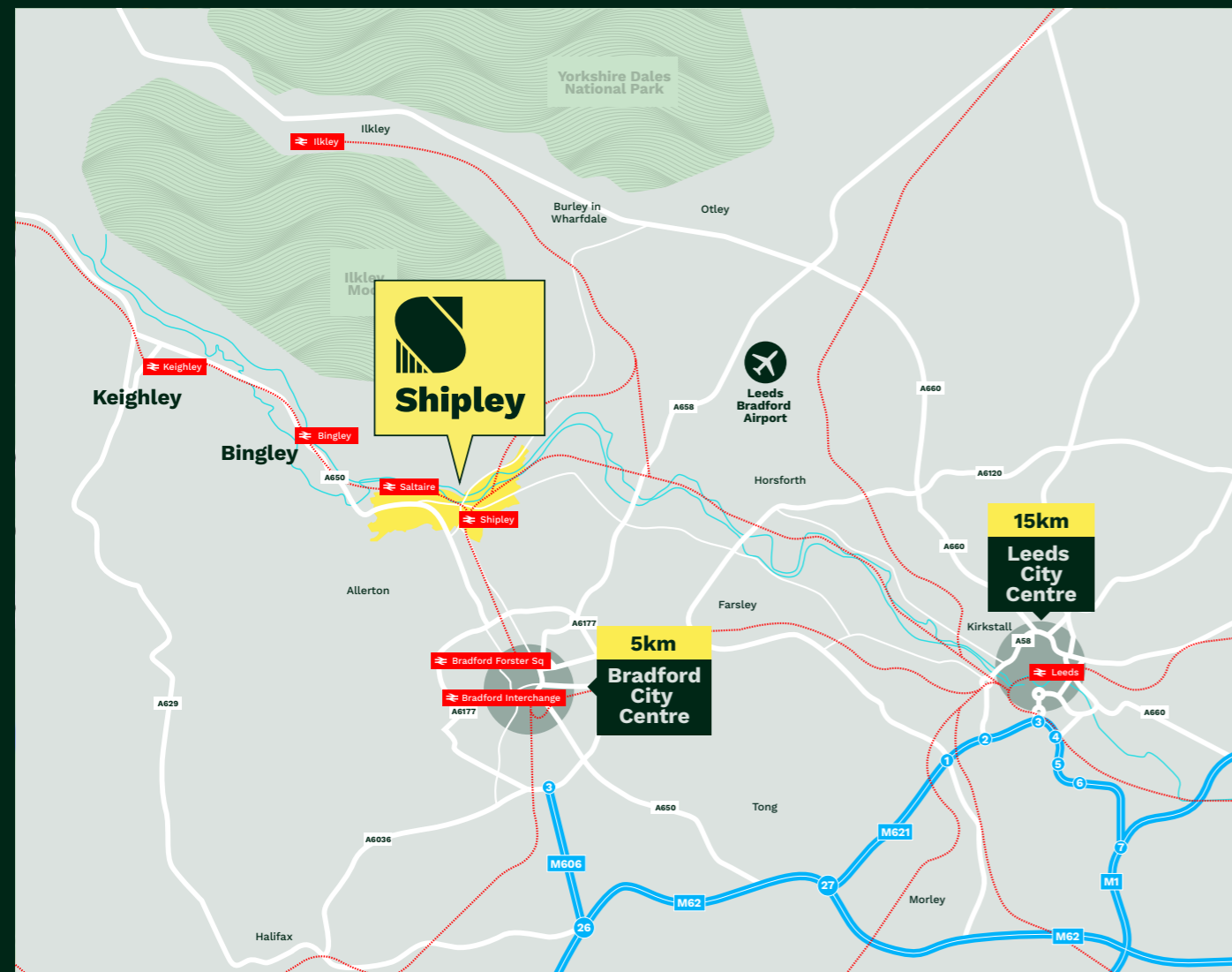
The suburban parts of Shipley are generally characterised by residential buildings of two to three storeys. The town centre is more varied although still generally low rise, with the more prominent buildings generally reaching four storeys. The buildings with the most significant scale tend to be the former mills which lie along the River Aire.

Housing typologies within Shipley include dense Victorian terraces, post-war social housing developments in and around the town centre, and lower density detached and semi-detached housing further to the west.

Residential densities within Shipley range from the tight knit terraced streets of Saltaire to large detached villas within the Moorhead neighbourhood just 500m further west, although much of the town's housing stock comprises typical semi-detached suburban homes.

03. Local Context

Movement & Connectivity



 **7 MILES**
TO LEEDS
BRADFORD AIRPORT

 **10 MINS**
TO BRADFORD
FORSTER SQUARE

Road

Shipleigh is located at the crossroads of several historic routes which connect Leeds and Bradford with the Yorkshire Dales.

Car ownership is low in comparison to the surrounding areas, however there are localised traffic problems along the primary thoroughfares through the town, notably on weekdays at peak times.



8 MILES TO M62 J26
11 MILES TO M602 J1



39.3%
OF HOUSEHOLDS HAVE NO ACCESS TO A CAR (Census 2021)

Public Transport

Shipleigh and Saltaire railway stations provide fast and frequent connections to Bradford, Leeds, Skipton and beyond.

Shipleigh is well served by bus services which are focused around Market Square. Bus routes connect Shipleigh with Bradford city centre and its suburbs, Leeds Bradford Airport, and surrounding towns including Bingley, Keighley and Baildon.

The West Yorkshire Transport Strategy 2040 seeks to provide better integration between bus and rail and ensure that bus travel is consistent, integrated, affordable and accessible.



BUS IS THE MOST USED PUBLIC TRANSPORT MODE

Active Travel

Shipleigh is generally well connected to its surroundings through high quality walking and cycling routes, particularly along the route of the canal (National Cycle Network Route 696) and the greenway to Bradford city centre (National Cycle Network Route 66).

However, there are several challenges which need to be addressed, particularly in parts of the town centre which are dominated by a car centric environment. Major roads including Otley Road, Commercial Street and Briggate present substantial barriers to pedestrian movement. These roads psychologically segregate parts of the town centre due to their scale, the lack of safe crossing points, and the intensity of traffic.

Stakeholder engagement has revealed that the pedestrian connections between the town centre and Shipleigh railway station at its eastern edge are considered to be low quality, presenting a poor 'front door' perception of Shipleigh.



15 MINS
TO LEEDS
TRAIN STATION

Shipleigh Train Station



Shipleigh Train Station




03. Local Context

Socio-Demographics

There are high levels of inequality across Shipley, with the sub-area containing some of the most and least deprived neighbourhoods in the country. Deprivation is particularly present within Shipley town centre, in contrast to the relative affluence of Saltaire and areas to the west.


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BRADFORD IS THE YOUNGEST CITY IN THE UK, BUT 

1 IN 6

RESIDENTS IN SHIPLEY ARE **OVER THE AGE OF 65**


(Census, 2021)

BRADFORD IS DIVERSE 

1 IN 3

RESIDENTS IN BRADFORD ARE BLACK, ASIAN OR MINORITY ETHNIC (BAME)


(Census, 2021)

PARTS OF SHIPLEY ARE WITHIN THE 

10%

MOST DEPRIVED AREAS IN ENGLAND

(IMD, 2019)

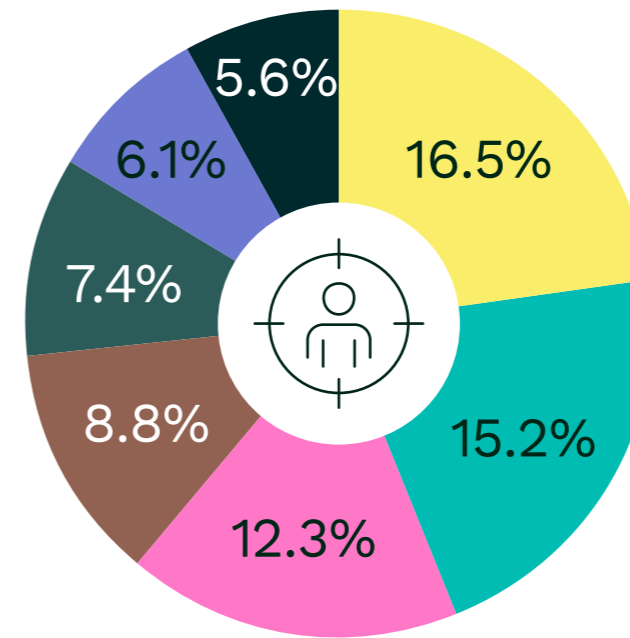


20%

OF RESIDENTS IN SHIPLEY ARE BAME

(Census, 2021)

Main industries by employment



Key

-  Human Health & Social Work
-  Wholesale and Retail Trade
-  Education
-  Manufacturing
-  Public administration
-  Construction
-  Professional, Scientific & Technical Activities

(Shipley Sub-Area, Census, 2021)

Education & Skills

SHIPLEY COLLEGE OFFERS



APPRENTICESHIPS



COURSES FOR SCHOOL LEAVERS AND ADULTS



COLLABORATION WITH LOCAL EMPLOYERS

5KM



TO BRADFORD UNIVERSITY

Diverse range of residents includes:



41

- ▶ Younger couples and families looking for a vibrant town centre offer
- ▶ Families with limited budgets living in low-cost housing
- ▶ High-earning families living affluent lifestyles
- ▶ Elderly people with assets living independently

▶ Shipley Swimming Pool





03. Local Context

Market Insight

Housing

Delivering new housing is a key part of the overall development strategy for Shipley. Bradford's housing supply has been negatively impacted by demolitions and a slow-down of build rates due to the Covid pandemic. The resulting rental and house price growth in Shipley has been higher than for Bradford district as a whole.

Much of the building stock in Shipley town centre is now not fit for purpose, having been built in the 1960s. This represents an opportunity to focus on brownfield land redevelopment and support the regeneration of Shipley town centre.



Waterside Housing

PRIVATE RENTED
SECTOR IN SHIPLEY IS
EXPECTED TO GROW BY

18%

OVER THE
NEXT 5 YEARS

(Tableau, 2023)



£267,000

AVERAGE NEW BUILD
PROPERTY PRICE

(LandInsight, 2022-24)



**£900
PCM**

RENT FOR A 2-BED FLAT

(Rightmove Current Listings, May 2024)



Produmax, Business Development Zone



Shipley Underground Market

Employment

Shipley has historically been an area of industry, specifically textiles, with the Leeds and Liverpool Canal acting as important infrastructure for these historic uses. Shipley's employment focus is to the north of the town centre along the River Aire. There is a modest office market in the town driven by smaller scale units to accommodate and expand existing businesses.

Existing sectors include:

- ▶ **Advanced engineering and innovation including:**
 - Space industry components – Teledyne Defence & Space
 - Radio frequency and microwave design – Radio Design, Slipstream Design
 - Medical technology – Ortho-Care, Salthaus Product Design
- ▶ **Brewing** – Saltaire Brewery, SALT
- ▶ **Creative industries hub in Saltaire**
- ▶ **Home grown local businesses and start-ups**
- ▶ **Successful co-working spaces** – Regus, Salts Works
- ▶ **Reasonable demand from local occupiers**
- ▶ **Lower price point for industrial sites and stock than comparable markets**

Retail & Leisure

Several national high street chains are located in and around Market Square, supported by a large format Asda store. The built environment is dated and there are numerous vacancies in the town, presenting a significant opportunity to renew the retail experience.

Market Square is home to the Shipley Open Market, and the Shipley Underground Market is located across Kirkgate to the north. Towns Funding has been secured to improve the public realm in Market Square and allow flexibility of the space and market offer. The Underground Market has a high vacancy rate and is in need of refurbishment to better integrate it with the town.



2

Distinctive Markets



**Catchment of
99,000**
Total population within the
Shipley Primary Retail Market
Area (Promis 2023)

5.7%
market share held by town
centre supermarkets (Bradford
Retail and Leisure Study, 2019)



**Per capita retail spending
above PROMIS average
17%**
Vacant units in Shipley
town centre (Goad 2022)



03. Local Context

Opportunities & Constraints

Constraints



- ⊗ Poor sense of arrival at Shipley Railway Station and challenging to navigate the triangular station layout/ multiple platforms as well as connecting into Shipley Town Centre
- ⊗ Road network acting as a barrier to pedestrian and cyclist movement
- ⊗ Inequality across Shipley including pockets of local deprivation in contrast to relative affluence of Saltaire and Moorhead
- ⊗ Traffic congestion and poor air quality along key highway routes into and through the town
- ⊗ Pedestrian and cycle links between Shipley and Saltaire are piecemeal and low quality (e.g. Saltaire Road and Commercial Street)
- ⊗ Retail vacancies and voids alongside prominence of lower-grade premises
- ⊗ Limited market for commercial office space
- ⊗ Limited scope for urban extensions due to challenging topography and restrictions of surrounding Green Belt
- ⊗ Relative lack of green space close to the town centre, with poor integration of existing green spaces (e.g. Crowgill Park, Central Park, Bradford Beck)
- ⊗ Under-utilisation of heritage assets within Shipley town centre, many of which are in poor states of repair
- ⊗ Parts of the Leeds and Liverpool Canal fronted by architecturally insensitive buildings which contribute negatively to the urban environment
- ⊗ Commercial activity spread between two focal points at Shipley town centre and Saltaire

A detailed analysis of the Shipley Development Framework area has been undertaken to fully understand the challenges and opportunities of the area and respond to the local context. This included site walk-overs to establish key assets alongside development opportunity sites. Key issues including legibility and permeability of the area have been considered, including the ease at which pedestrians and cyclists can access the primary shopping area.

Opportunities



- ✓ Scale and quantum of brownfield sites which could be redeveloped for alternative uses
- ✓ Recognising the Leeds and Liverpool Canal as important blue infrastructure
- ✓ Potential to strengthen existing active travel routes
- ✓ Potential to modernise 1960s town centre to meet current standards
- ✓ Excellent public transport links to the surrounding area including Bradford, Leeds, Airedale and Leeds Bradford Airport
- ✓ Continuing industrial presence in the town following centuries of importance as a manufacturing hub
- ✓ Pivotal location as the gateway between Bradford and Airedale
- ✓ Pedestrianisation of public realm and existing Market Square as a potential flexible events space with scope for future greening
- ✓ Iconic Clock tower within Shipley town centre acts as a landmark within the town with the opportunity to be incorporated as part of future redevelopment
- ✓ Saltaire and World Heritage Site attracting 250,000 visitors a year and example of model village, with key heritage assets
- ✓ Diverse demographic including substantial proportion of young and aspiring families
- ✓ Promoting Shipley's distinctive identity as a successful and forward looking town



04 ShIPLEY'S VISION

46

47



04. Shipley's Vision

'Shipley – Shining as one'

Shipley, the gateway to Airedale, will be revitalised to be a people and family-focused town centre, with a diverse and creative offering. It will combine World-class heritage and culture alongside quality amenities, parks and public spaces which are well connected together, making it easy for visitors to experience all that Shipley has to offer – both within Saltaire and the wider Shipley area.

Access to Shipley's Canal and River will be opened up to create new public realm, spaces to dwell and enjoy and new waterside housing developments, making the most of repurposing Shipley's industrial heritage.

Shipley will continue to be a 'making place', maximising the area's manufacturing assets and wealth of talent, to innovate and grow, creating a thriving and sustainable neighbourhood within the Regional City of Bradford.

Shipley's vision is underpinned by a series of strategic objectives:

01

A family-friendly town

Repurposing the heart of the town centre to create a family-friendly space – considering diversifying uses, providing playspace and family-friendly activities.

02

Town centre living

Delivering a mix of well-designed new homes to encourage new families to live in the area, including high-quality affordable offer, alongside housing for young professionals.

03

Strengthening connectivity with Saltaire

Addressing the barriers to connectivity for walking and cycling across Shipley and Saltaire, and promoting greater use of public transport – particularly addressing the barriers between the railway station and town centre, and active travel links between Saltaire and Shipley.

04

A green and healthy environment

Low carbon to be embedded into new development, to align with Bradford Clean growth agenda including adapting existing buildings to mitigate against climate change, promoting sustainable travel solutions and improving access to Shipley's countryside, Bradford Beck and the Canal.

05

Community and market at its heart

Social value to be at the heart of regeneration – ensuring that future growth is inclusive, creating positive outcomes for all, and fostering Shipley's community spirit, centered around Shipley as a market town – with key events and local, affordable food offer.

06

Creativity and makers

Making the most of existing technology and media businesses in the locality to foster an entrepreneurial and creative spirit, encouraging residents to work within Shipley rather than commute out.





05

Development Principles



05. Development Principles

A series of guiding development principles have been established which are cross-cutting and align back to the vision and strategic objectives, and respond to the strategic and local context. These principles are considered within each Character Area.



Development Principle 1:
Bolstering economic growth



Development Principle 2:
Celebrate and enhance
designated heritage assets



Development Principle 3:
Provide beautiful and
characterful architecture
and placemaking



Development Principle 4:
Put people and families at
the heart of regeneration



Development Principle 5:
Achieve the highest
standards of sustainable
design and biodiversity
net gain



Development Principle 6:
Promote new inclusive
and accessible routes
and public spaces



05. Development Principles

Development Principle 1: Bolstering economic growth



Delivering a diverse range of uses

Providing for a diverse range of uses within the town centre beyond a traditional retail offer, will help to broaden the town's appeal to prospective visitors, and create a reason for people to visit and spend time in Shipley. This mix of uses is evident within Saltaire which provides for residential, alongside educational uses (such as Shipley College), food and beverage businesses, and independent shops set within Victorian heritage. In contrast, the offer within Shipley town centre is more limited to lower quality retail provision (with the exception of some better known brands such as Home Bargains, Superdrug and Holland & Barrett), a large Asda convenience foodstore and some community uses such as the library, Town Hall and Post Office.

As evidenced through the visual appraisal and town centre health check of Shipley, there is a reduced food & beverage offer within Shipley's retail core (comprising national chains including Costa coffee overlooking the Market Square, Greggs and Subway, alongside several local independent businesses) and a limited wider leisure and evening economy offering. Vacancy rates are higher as a result.

Any development coming forward therefore needs to consider a mix of uses to appeal to a broader demographic, encouraging activity through the daytime and into the evening.

The specific mix of uses will be determined by the market, but key sites (as highlighted within the spatial framework) could be catalysed by public sector intervention. This could include

the opportunity to regenerate Shipley Market, and the potential to introduce educational uses, such as an additional hub of Shipley College within Shipley town centre (as opposed to solely being concentrated in Saltaire).

Emerging Local Plan

The specific housing mix including typologies and tenures will be determined through the policies in the emerging Local Plan and as specific site allocations come forward. Likewise, the emerging Local Plan will ensure a robust alignment between employment and housing land release, making sure that this is carefully balanced and responds to local needs.

Indicative Image



Delivering a new housing offer

There is a need for new homes within Shipley town centre and the wider locality to meet local housing need and provide a range of tenures and house types. The existing housing stock needs to be diversified and expanded further to meet the needs of young professionals and attract new families into Shipley, maximising the opportunity for people to live close to a key public transport hub and well connected railway station. Providing housing for young people will be particularly important in ensuring that Shipley is well positioned to grow and develop by retaining and attracting the next generation of residents and workers. It is also important to ensure that Shipley caters for the more vulnerable groups and supports the improvement of Shipley's existing housing stock, such as that in Windhill and Wrose, including provision of affordable housing.

The spatial framework identifies sites which could come forward for new housing development, and make the most of Shipley's excellent railway connections. At the same time, increasing the local population of Shipley will support the provision of new and improved services and amenities within Shipley town centre, helping to generate more footfall and disposable income.

Mix of Housing Types

A range of housing types will be encouraged to provide a range of unit sizes, including mid-to-high rise apartment buildings and low-rise townhouse terraces. The conversion of existing buildings will also be supported subject to viability, including the opportunity to include residential uses within the upper level of commercial buildings, including upper levels of existing retail units.

Affordable housing will be actively encouraged to be included within new residential proposals, in line with existing planning policy.

Subject to market analysis and locational requirements, Build to Rent accommodation is also appropriate to come forward within Shipley, making the most of sustainable transport connections.

Employment Land

Existing businesses will be supported to grow and expand within the proposed Business Improvement Zones, particularly those which are in high-value employment sectors, including advanced manufacturing. Redevelopment of existing employment sites, where appropriate, will be considered for alternative uses (such as residential) in line with adopted planning policy.

The regeneration of Shipley will support the creation of more modernised business premises.



05. Development Principles

Development Principle 2:

Celebrate and enhance designated heritage assets



Diverse Urban Setting

ShIPLEY contains a range of different urban settings and distinct character areas, ranging from the low-rise apartment blocks around Central Avenue, waterside mill buildings, to the grid patterned two-storey terraces which comprise the successful Saltaire model village and residential areas off Bradford Road, ShIPLEY. ShIPLEY's regeneration should draw upon these urban settings, ensuring that development proposals respect and seek to contribute positively to the distinctive character of each area.

ShIPLEY Conservative Association



Celebrating Heritage Environment

There is an opportunity to improve, promote and enhance ShIPLEY's unique qualities to encourage footfall, increase dwell time, and promote the area as a place people choose to live, spend time in or work within. This includes enhancing ShIPLEY's heritage assets, including Listed Buildings and Registered Parks and Gardens, but also those buildings and features, such as ShIPLEY's clock tower, which are not necessarily listed but provide a unique quality and local distinctiveness which adds to the quality of the place, as well as provide key vistas and orientation landmarks to assist visitors.

ShIPLEY has the potential to use these key heritage assets as focal points to tell the story of the town, from its origins as an industrial mill town at an important canal and railway junction, through to its extensive modernist redevelopment in the 1960s centred around a substantial market square.

Church of St Paul



Repurposing Heritage Assets

Heritage and locally-distinct buildings will be encouraged to be re-used, where this is viably feasible. Of particular prominence are the various mills and warehouses which can be found mainly along the Leeds and Liverpool Canal. These buildings provide an opportunity to deliver high quality commercial and residential spaces which celebrate their industrial heritage.

There are a wealth of buildings within ShIPLEY which are strong examples of the historic vernacular building style, typically comprising two to three storeys with prominent sandstone frontages. While many of these buildings are well occupied, opportunities for sensitive repurposing should be welcomed where proposals would optimise their use and return them to a good condition.

Proposals should seek to improve and enhance ShIPLEY's 1960s modernist developments wherever possible, ensuring high quality materials and active frontages so that these buildings make a positive contribution to their setting.

ShIPLEY Town Centre





05. Development Principles

Development Principle 3:

Provide beautiful and characterful architecture and placemaking



The Council will advocate and promote good quality design, through adhering to key urban design principles as set out within the Homes and Neighbourhoods: A Guide to Designing in Bradford SPD and the emerging Bradford District Design Code. Government guidance on 'Building Beautiful' and the National Design Guide's 10 characteristics of well designed places can also help individual schemes to deliver the required level of quality and consider sustainability, quality of design, layout, and materials.

New development within Shipley will need to:

- ▶ Consider people with disabilities in terms of accessibility around buildings and the inclusion of considerate welfare facilities.
- ▶ New homes should achieve the Homes Quality Mark and adhere to the Nationally Described Space Standards to ensure suitable room sizes within dwellings.
- ▶ Adopt a fabric-first approach to minimise heat loss or heat gain, maximise the use of natural light, include low energy lighting systems, and include low temperature heating and cooling systems based on heat pumps where practicable.
- ▶ Maximise the use of land through efficient building layouts.
- ▶ Use materials that: respond and enhance the existing palette of colours in the surrounding vicinity; are of high-quality; and complement and respect heritage assets.

- ▶ Preserve key views and make the most of gateway locations through appropriate scale and massing of development. Where development could have an impact on key views associated with a heritage assets, a townscape and visual impact analysis may be required to support the planning application for the proposed development.

- ▶ Encourage active frontages including supporting active uses at ground floor levels to promote vibrancy and footfall, particularly for those sites within the defined town centre boundary. This will help encourage a mix of activity throughout the daytime and evening and provide a mix of uses which support existing and proposed residential communities.



10 Characteristics of Well Designed Places
(National Design Guide Extract)

Wayfinding

An improved clear legible wayfinding strategy will be introduced across within Shipley to direct pedestrians and cyclists.

Public Art and Play

Place-making through the inclusion of public realm or public art will also be considered, which will integrate Shipley's heritage and cultural assets to provide interest and support legibility of the place and wayfinding.

Suitably located benches and places to dwell will also be provided throughout areas of public realm.

Waterside Housing, Shipley



¹³ https://www.udg.org.uk/sites/default/files/publications/files/14JULY20%20BFL%202020%20Brochure_3.pdf

05. Development Principles

Development Principle 4:

Put people and families at the heart of regeneration



Safe and Inclusive Spaces

One of Shipley's core strengths is its nature as a diverse town with a rich history influenced by people from all walks of life. This framework seeks to promote Shipley as a place which is inclusive to all, regardless of age, gender, ability, or cultural background. This can be achieved through purposeful engagement with local people of all demographics through every stage of the development process, from the production of this framework through to the delivery and operation of each phase.

Operational measures such as regular cleaning and maintenance, CCTV cameras, security patrols and proactive policing are important factors in ongoing safety, however in order to be truly inclusive all buildings and public spaces should include public safety as a primary consideration from the earliest phases of design. They should also consider how to foster a tangible perception of safety for their users.

Features which will help to promote public safety include active frontages and overlooked spaces, which provide 'eyes on the street' to deter crime. Ensuring that buildings and street layouts are sensible and logical helps people to navigate safely and confidently while also reducing the risk of security blind spots. Sufficient and widespread street lighting is essential for people to feel safe while walking in the evenings and at night time.

Family Friendly

Spaces will be designed to specifically to cater for families and children to ensure that Shipley's regeneration is accessible to all, including young families. Pedestrian and cycle routes will be designed with families and children in mind, making sure that footpaths can accommodate parents with prams, and cycle lanes are suitable for younger and less confident cyclists.

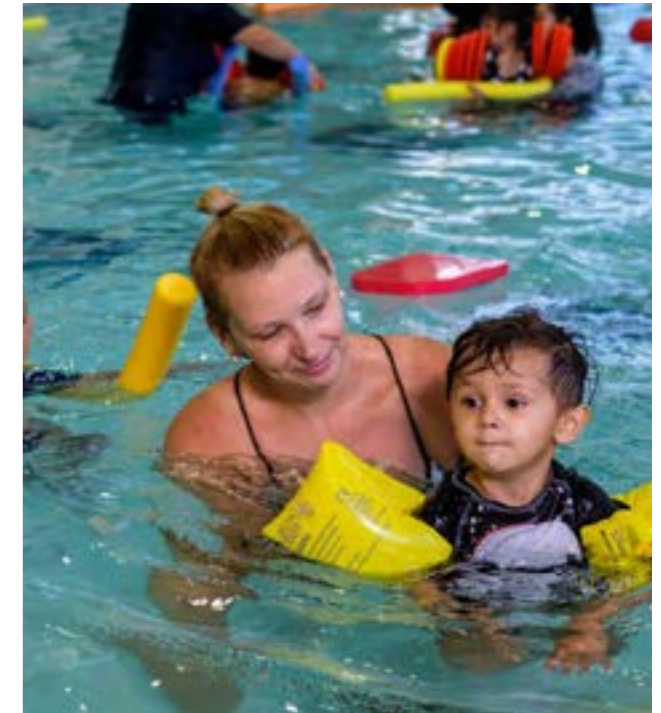
Market Square will become a hub for families by providing a safe space for children to play and roam at the heart of the town centre. Play facilities will be sensitively integrated into the revamped outdoor market and events space to create a thriving destination which offers excitement for parents and children alike. Toilets and changing facilities will be included and conveniently located, alongside spaces for family oriented businesses which can greatly enrich the experience of visiting Shipley with young children.

Social Value

The framework aims to put people at the heart of regeneration by embedding social value into all development proposals. This will require thorough engagement with the community to identify what social value looks like for Shipley, and what interventions will benefit local people the most. Bradford Council will coordinate a unified approach to delivering social value through collaboration with investors, developers, local residents, businesses and other community stakeholders.

Examples of how social value can be embedded into development proposals include measures to:

- ▶ **Incorporate community facilities and publicly accessible spaces within developments which can be used and enjoyed by local people.**
- ▶ **Partner with businesses in the community through supply chains and procurement.**
- ▶ **Employ workers from the local area during a project's construction phase.**
- ▶ **Engage with local schools and colleges to provide commercial insight and opportunities for work experience.**
- ▶ **Support local initiatives spearheaded by community organisations and volunteers.**



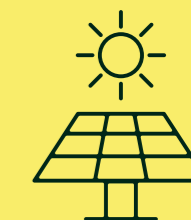
ShIPLEY Sports Centre



05. Development Principles

Development Principle 5:

Achieve the highest standards of sustainable design and biodiversity net gain



Clean Growth

Bradford Council declared a climate emergency in 2019, identifying it as the defining issue for local government requiring urgent and significant action. This declaration included a commitment to growing the green economy through new jobs, investment and innovation focusing on sustainable economic growth. Bradford Council subsequently joined the Leeds City Region Climate Coalition which aims to achieve net zero carbon by 2038.

Bradford Council issued the Sustainable Development Action Plan in 2020 to set out the actions that it proposes to take in order to tackle the climate emergency.

These actions are arranged around three key areas of activity:

- ▶ **Leading by example with a focus on embedding climate action into strategic planning, key strategies, procurement and financial decisions.**
- ▶ **Leading with partners and communities through collaboration to promote environmental resilience and ensure sustainability in new development and infrastructure.**
- ▶ **Making the case for change through strengthening the case for sustainable development and positioning Bradford as the right place to invest in clean growth.**

Development proposals within Shipley should seek to promote clean growth in alignment with Bradford Council's approach

to climate action. A focus on sustainability should be closely incorporated into each scheme's design at an early stage to maximise the resulting benefits and mitigate the environmental impact as far as possible.

There is a need to ensure that development and placemaking in Shipley adapts and responds to the effects of climate-change, including the challenges of flood risk which needs to consider how existing development and homes are protected and safeguarded in addition to unlocking development for new housing.

Biodiversity Net Gain

The Environment Act 2021 introduces a requirement for development proposals to demonstrate a minimum of 10% net gain in the site's biodiversity value. This came into force for major developments in February 2024, with small sites following in April 2024. In practice, the requirement for Biodiversity Net Gain (BNG) means that schemes will need to leave the natural environment in a measurably better state than it was beforehand, with an uplift of at least 10%.

The emerging Bradford District Local Plan adds further detail around how development can promote biodiversity in the varied habitats and environments present within Bradford District. It sets out that proposals should seek first to achieve BNG within the development site. Where this is not possible, BNG should be provided in alternative locations in the immediate vicinity, followed by strategic areas within Bradford District. Interventions should

focus on boosting local biodiversity profiles, and consider their impacts on social wellbeing.

Development in Shipley should, as far as possible, seek to incorporate this uplift on site and through close collaboration with the local community. The positive enhancement of local wildlife and habitats within the town and its environs represents an important feature of successful regeneration which delivers tangible local benefits.

Sustainable Design

Development proposals within Shipley should promote sustainability at all stages of design. This begins with utilising brownfield sites for development to make the best use of previously developed land. There is substantial brownfield land suitable for redevelopment within Shipley, particularly around the canal and within the industrial areas to the north of the town. The climate impact of regeneration can be reduced substantially by focusing new development on brownfield sites in these areas.

Where brownfield sites contain existing buildings, options for repurposing the space should be explored in favour of demolition, if an appropriate alternative use can be found. Factors including the building's condition, structural safety, layout, form and contribution to its surroundings should be taken into consideration to ensure that the resulting scheme is high quality.

If a building is not in a suitable condition to be reused, retrofitting can deliver substantial environmental benefits compared to demolition

and redevelopment. This is largely because all of the materials in the existing building will need to be disposed of, with concrete being particularly problematic due to its high carbon content. The construction materials used in the new development also carry their own carbon footprint. When retrofitting, the embodied carbon of the existing building can be retained, reducing the development's waste and minimising requirements for new materials.

Where developments propose new buildings, they should have a focus on sustainable design. Development proposals should consider layout and massing to maximise sunlight and daylight, utilise sustainable building materials wherever possible, include sustainable urban drainage systems, and promote active travel for all residents, workers and visitors.



Street Greening, Ilkley



05. Development Principles

Development Principle 6:

Promote new inclusive and accessible routes and public spaces



Accessibility and Connectivity

ShIPLEY already benefits from excellent connections to its surroundings, with much of West Yorkshire easily accessible by road, rail, bus and pedestrian/cycle routes. The connections within the town itself are less successful, particularly around the town centre where the various travel modes tend to compete for the limited space available.

An important feature of ShIPLEY's regeneration will be to deliver improved connectivity in the town, with a focus on linking key nodes within and around the town centre. Clear and obvious signage for these connections should also be provided so that walking routes can be well utilised even by those who may not be familiar with the area.

Providing safe and convenient connections in this way will help to combat social exclusion, which occurs when individuals are not able to access the facilities services they need day to day due to physical and psychological barriers to movement. Addressing these barriers will be central to this framework, with interventions in each Character Area identified to deliver tangible improvements to people's ability to access key services and amenities.

Development proposals should contribute to making ShIPLEY an inclusive place which is accessible to all. This requires developments to ensure all buildings and public spaces are fully accessible to those with mobility impairments, and also to consider how the urban environments which are created and enhanced are attractive, safe and embody a sense of ownership for the people who use them.

Promoting Active Travel

Around 40% of households in ShIPLEY do not have access to a car. This is in part due to the high quality public transport options available, however it also reflects the socio-demographic make up of the town. It is important that this sizeable minority is sufficiently provided for through extensive and safe routes for walking, cycling, and other forms of micro-mobility. Pedestrians and cyclists, including those with restricted mobility, should be given priority wherever possible to ensure that developments create a welcoming environment which is designed for people, rather than only for vehicles.

A common challenge throughout ShIPLEY is the prioritisation of road space, where the limited space available is often taken up by large road junctions with little provision for more vulnerable road users. This is a typical challenge in towns and cities across England and around the world, however in each case the solution requires an understanding of local behaviours and patterns of movement.

Proper engagement with local people is vital to ensure that interventions to promote and facilitate active travel are appropriate and are likely to be successful at providing safe journeys for those walking and cycling. The Baildon Cycle Vision presents an example of how residents can shape active travel initiatives which will benefit local people and help to deliver positive change. In doing so, this is likely to further reduce private car use and result in benefits through reducing both local pollution and carbon emissions.

Provide new spaces for the community and visitors to enjoy

The framework will support the enhancement of existing public spaces within ShIPLEY, along with the creation of new open spaces wherever possible as part of development proposals. Providing spaces where people feel comfortable and engaged will help to promote ShIPLEY as a desirable place to visit and spend time in. This requires careful attention to the appearance, activation and safety of public spaces and routes throughout the town centre to provide a well thought out visitor experience.

Market Square will be revitalised as a family friendly, affordable and flexible space which will act as a centrepiece to showcase ShIPLEY. Further benefits to the visitor experience could be achieved by modernising the buildings and façades surrounding the square, as well as connections from the square to surrounding facilities including the train station, Asda superstore and canal.

Other important public spaces which can be enhanced to form a positive contribution to the urban setting include the canal towpath and its surroundings, the Leeds and Liverpool Canal towpath, Bradford Beck, ShIPLEY Central Park, Crowgill Park, and the green space along the banks of the River Aire.

Parks also play an important role in contributing to quality of place and its effects on health and wellbeing and biodiversity. While increasing the quantum of greenspace within ShIPLEY is a key consideration, it is

also vital to improve connections between existing areas of greenspace to broaden their accessibility and deliver wider benefits.



Cycle Network, ShIPLEY



Indicative Event Space Image



06 Spatial Framework

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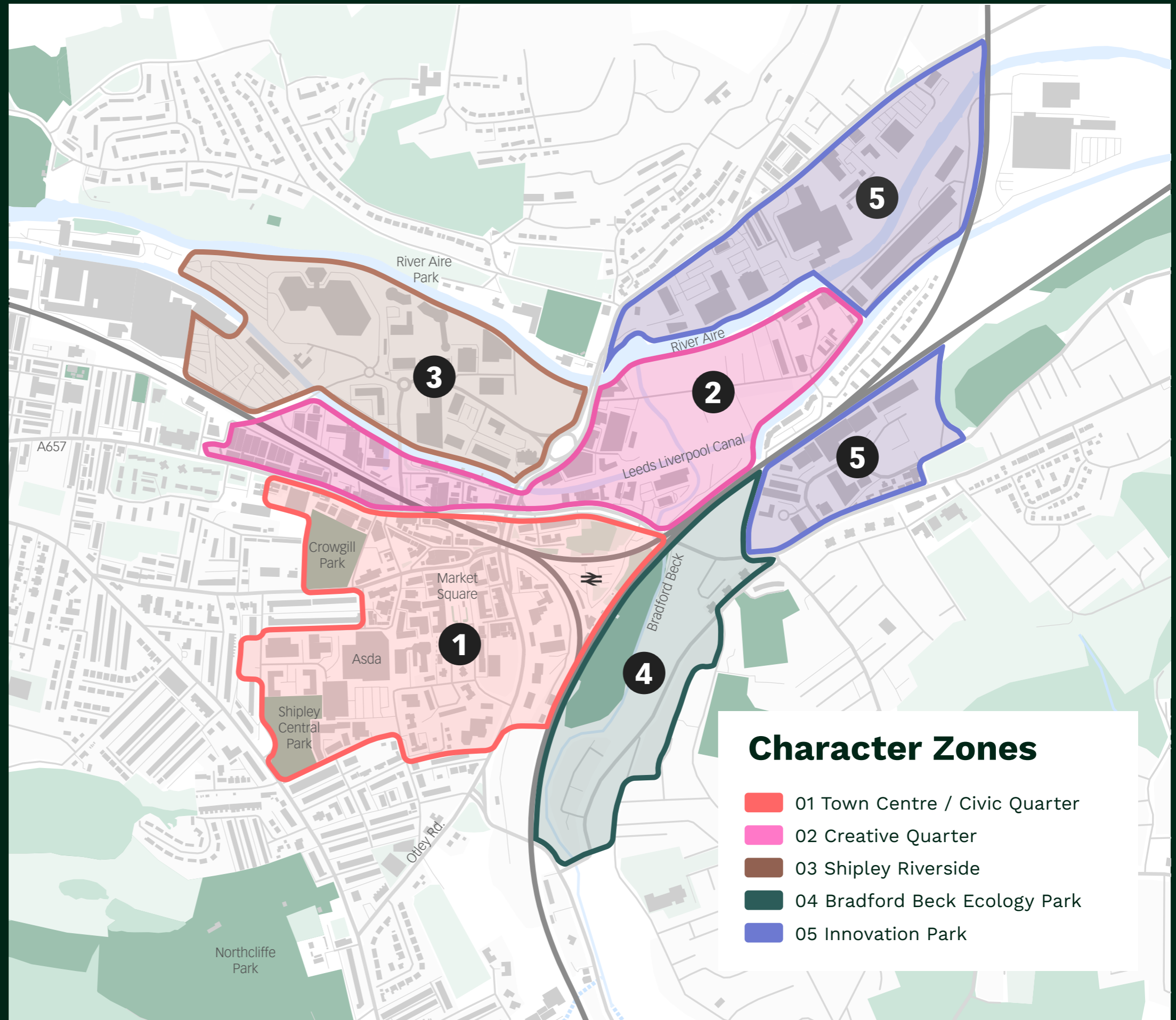
06. Spatial Framework

Character Areas

A series of **five Character Areas** have been defined for **Shipley** which recognise the existing qualities and character within each area as well as the character and type of uses that could be provided as part of the **future vision for Shipley**.

The proposed interventions within each of the Character Areas are indicative; the delivery and phasing will be dependent on funding availability, scale of public sector intervention required, market appetite and landowner aspirations and requirements. This spatial framework however demonstrates how the overarching vision could be achieved over the time horizon set out within this Development Framework.

The following sections set out the specific Character Areas in more detail, outlining the development opportunity and approach in terms of transport and movement and public realm.





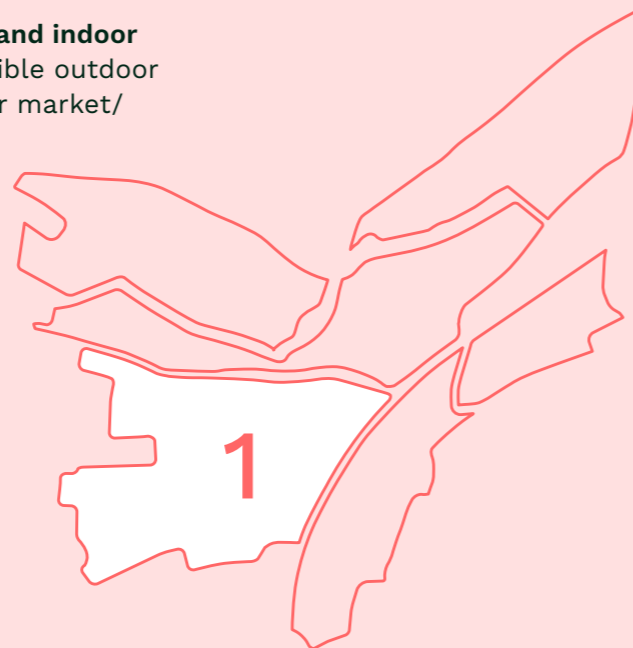
06. Spatial Framework

Character Area 1: Town Centre/ Civic Quarter

Consolidation of traditional retail uses, alongside the introduction of a diverse range of uses and amenities will create a more experiential offer within the heart of Shipley.

Key development sites include:

- ▶ **Shipley Railway Station** – introducing new mixed use development and creating an active travel hub at the station to improve and promote connections with Shipley town centre, including a proposed new footbridge.
- ▶ **Shipley Clock Tower** – repurposing the iconic Clock Tower to create a visitor attraction.
- ▶ **A revitalised Shipley outdoor and indoor market** – creating a more flexible outdoor market square and new indoor market/food hall.
- ▶ **Residential sites** – Improving the residential offering, including a more diverse town centre living offer.



Overview

The Town Centre/ Civic Quarter Character Area comprises an area of 28 ha of land which encompasses the Primary Shopping Area and Shipley Railway Station. The Character Area is bounded by the Railway line to the east, Red Bank Allotments to the south, Bradford Road to the south and west, St Paul's Road/ Crowgill Park to the west, and Saltaire Road to the north.

The Character Area comprises a mix of existing uses including primary retail and town centre uses, civic uses (including Shipley Library and

Town Hall), key areas of public realm including Shipley Market Square, Crowgill Park and Shipley Central Park and pockets of residential, including specialist housing.

The Area is bisected by major highways – Otley Road (A6038) cuts through the Character Area and acts as a barrier for movement by foot or bicycle east-west. This impacts pedestrian travel-time to access the railway station, which is sited to the east of Otley Road.



06. Spatial Framework

Character Area 1



Market Square



Market Stall



The Arndale Market



Existing Retail Offer



Shipley Town Hall



Asda Supermarket



01. Existing Uses

Existing uses within the Town Centre and Civic Quarter include key retail uses, such as the Arndale Shopping Centre which was built in the late 1950s as the main retail anchor during Shipley's post-war redevelopment. Key amenities remain today, including Asda supermarket, Post Office, Westcliffe Medical Centre and Shipley Medical Practice, Shipley Library, Shipley swimming pool and various retail uses. Shipley Library is located at the heart of the town centre and provides an essential local service including an Enterprise Hub opened using money from the Towns Fund. Positively a large part of Shipley is pedestrianised, including the Market Square and the primary pedestrian/ cycling link between Asda to the Market, via Manor Lane and Well Croft. A pocket of residential is located off Central Avenue and comprises housing stock managed by Incommunities.

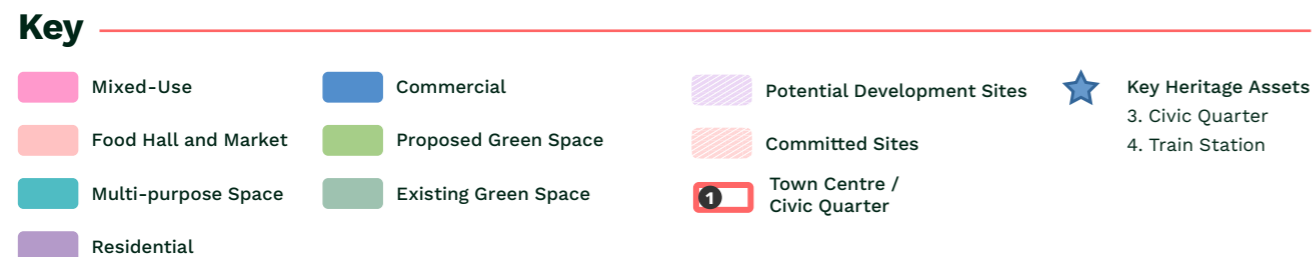
Other established residential areas sit just beyond the edge of this Character Area, and are located to the south and west.

Shipley Railway Station is located to the east of this Character Area, segregated from the town centre core by Otley Road, but provides regular services to Leeds, Bradford Forster Square, Ilkley and Skipton.

06. Spatial Framework Character Area 1



Town Centre / Civic Quarter - Proposed Development Sites



02.

Proposed Interventions and Land Use

The Town Centre / Civic Quarter provides a significant opportunity for change, extending beyond the current projects which have been identified as part of Towns Funding investment. The key vision for Shipley's retail core is to create a more diverse and experiential offer which encourages people to come into Shipley for socialising, with an improved food and beverage offer as part of a new market hall and opportunity for a new cultural and heritage experience. Shipley's retail core will also continue to be a place where people can access key services and amenities, including the library, access services for medical needs and go about their day-to-day lives.

Potential interventions therefore could include the following:

- ▶ **ShIPLEY Railway Station**, providing the potential for a new mixed-use development comprising residential and commercial uses, and complementary food and beverage offer for rail passengers, which will be better connected by a new footbridge into the retail core.
- ▶ **ShIPLEY Clock Tower** – repurposing the iconic Clock Tower to create a visitor attraction and viewing platform towards Baildon Moor and surrounding countryside. The redevelopment of the surrounding site, which currently houses Shipley's Underground Market, could provide for new mixed uses within the town centre, including high-quality residential.
- ▶ **A revitalised ShIPLEY outdoor and indoor market** – creating a more flexible outdoor market square to host regular markets as well as events, alongside an improved new indoor market and offer including food stallholders housed within a new Food Hall, as well as potential for new small business start-ups and creatives.
- ▶ **Residential sites** – Improved residential offering in the town centre core through a well designed mixed community which targets increased densities. This could include enhancements to existing social housing stock, new residential developments at a range of tenures to the south of the enhanced Market Square, and making more of existing retail and commercial buildings by introducing residential above shops.
- ▶ **Civic Quarter, including Town Hall** – Shipley's Neo-Georgian town hall could be used for broader non-civic uses such as an event space. The Town Hall should be retained as a focal point for the surrounding buildings, which could be opened up to create an attractive courtyard leisure offering within Windsor Court. Adjacent blocks could come forward for residential, making the most of the proximity of Crowgill Park.
- ▶ **Heritage restoration** - potential to focus on the restoration and repurposing of listed buildings and other heritage assets, for instance the Conservative Club which is need of upgrading.



06. Spatial Framework Character Area 1

A place to dwell and socialise, including a revitalised Market Square

ShIPLEY has the potential to create a more family-friendly town which makes the most of the existing parks and greenspaces, existing pedestrianised area and Market Square. Positively the Market Square has already secured Towns Funding to be redeveloped, creating a more flexible space to hold markets and events through removing the fixed market stalls. The area would then become a multi-purpose event space.

This area has the potential to be enlarged through the removal of the fixed surface car park to the south, and creating this as a spill-out area to complement a new Food/ Market Hall to the south of the Square, transforming the Arndale Shopping Centre as well as a green pocket park and play space. The new Market Hall would include a food and drink offer to attract a broader demographic into the town, with the potential to extend the hall's opening times to provide an evening economy offer which is family-friendly. Further leisure space could also be created over time within Windsor Court.

Public realm improvements could be delivered to soften the hard pedestrian environment within Well Croft/ Manor Lane, introducing more tree planting and seating which in turn would help to attract new uses and businesses into the vacant units.

Introducing a diversity of uses

New uses will be introduced into the heart of ShIPLEY town centre, responding to the ongoing trend of contracting retail and the need to find other town centre uses which people will benefit from and which have the potential to generate new activity and footfall. This includes residential, leisure and service uses to meet local needs but also respond to the opportunity of attracting tourists into the heart of ShIPLEY. Where viable, the reuse and repurposing of existing buildings will be

encouraged. This includes making the most of the existing floorspace within the town centre, such as introducing service and leisure uses to the upper levels of the existing perimeter blocks around the Market Square.

There is currently a limited evening economy in ShIPLEY town centre currently and as such there is the potential to reinvent the town's restaurant offer and introduce new leisure uses, for example, a family-friendly dining offer which would attract people into the town centre and enable them to dwell in the town centre for longer. This could make more of the pedestrianised area in Well Croft, and encourage new leisure uses to occupy the vacant retail/ commercial units which front onto this space.

Visitor attraction, culture and heritage

ShIPLEY's clock tower is iconic and represents an important vista and landmark for the town but is in need of repair. The structure occupies a prominent position in the heart of the town centre and is visible from all directions. There is the opportunity therefore to regenerate the clock tower and use this as a visitor attraction and viewing platform, as part of a wider heritage and cultural trail which connects into Saltaire Model Village.

The clock tower sits alongside ShIPLEY's existing Market Hall which comprises an underground market at basement level and retail units at ground floor level, but which is currently under-utilised. The building has four levels in total. Further feasibility or redevelopment of this plot could be considered to accommodate more diverse uses, for example the potential to create an innovation hub which would bring together research and industry.

A significant proportion of visitors to Saltaire are day-trippers, resulting in a missed opportunity for the area and wider District. To capitalise on the opportunity for overnight stays, new hotel accommodation could be provided in the vicinity, including repurposing

non-listed heritage assets for this purpose. There is the potential to develop the Civic Quarter as a new destination for the town, focusing on a mix of speciality shops and services, café/bars, incubator workspace, boutique hotel, alongside town centre living.

A new Residential Quarter

Established residential areas are closely located to the heart of the town centre, enabling the creation of a sustainable live/work/play neighbourhood. Much of this stock is affordable or social rented tenures and there is scope to move away from this mono-tenure approach, to introduce a wider range and mix of tenures, including aspirational housing which is attractive to young professionals, downsizers and young families.

In the longer-term, there is the potential to replace the post-war blocks immediately to the south of Market Square, with medium density terraces and squares which respect the historic grain, and provide this range of tenures.

Developing on appropriate infill sites as and when they become available should also be encouraged, as well as considering residential uses for upper floors on some of the existing commercial units, where this is viable.

Shared office hub/ education

ShIPLEY benefits from pockets of high-value employment, with a cluster of industries around technology and advanced manufacturing. There is the potential to better exploit this knowledge and bring together research, skills development, training and industry, and explore the opportunity for an innovation and training hub or centre, which could include an off-shoot of ShIPLEY College. This would help to support upskilling in the local area and align with the training needs of local employers.

ShIPLEY Railway Station

The opportunity site within the centre of ShIPLEY Railway Station together with the level changes between the station and ShIPLEY town centre provides the ability to consolidate existing surface car parking and provide a mixed use scheme comprising commercial office use/ scope for co-working space, ancillary food & beverage uses, alongside improved station amenities and mobility hub (car parking, EV charging, cycle hire). These uses would benefit from the site's excellent national connections.



▼ Diversity of Uses



▼ ShIPLEY Train Station



06. Spatial Framework Character Area 1

Station footbridge

A key move arising from this will be to create a new pedestrian/cycle bridge to better connect the station into Shipley town centre without having to cross Otley Road.

It will be important to ensure that this is fully accessible, utilising ramps or lifts as opposed to solely restrictive stepped access. The new pedestrian bridge at Newport Station in South Wales is a recent example of a high quality accessible station footbridge which has transformed the accessibility of the station and surrounding area.

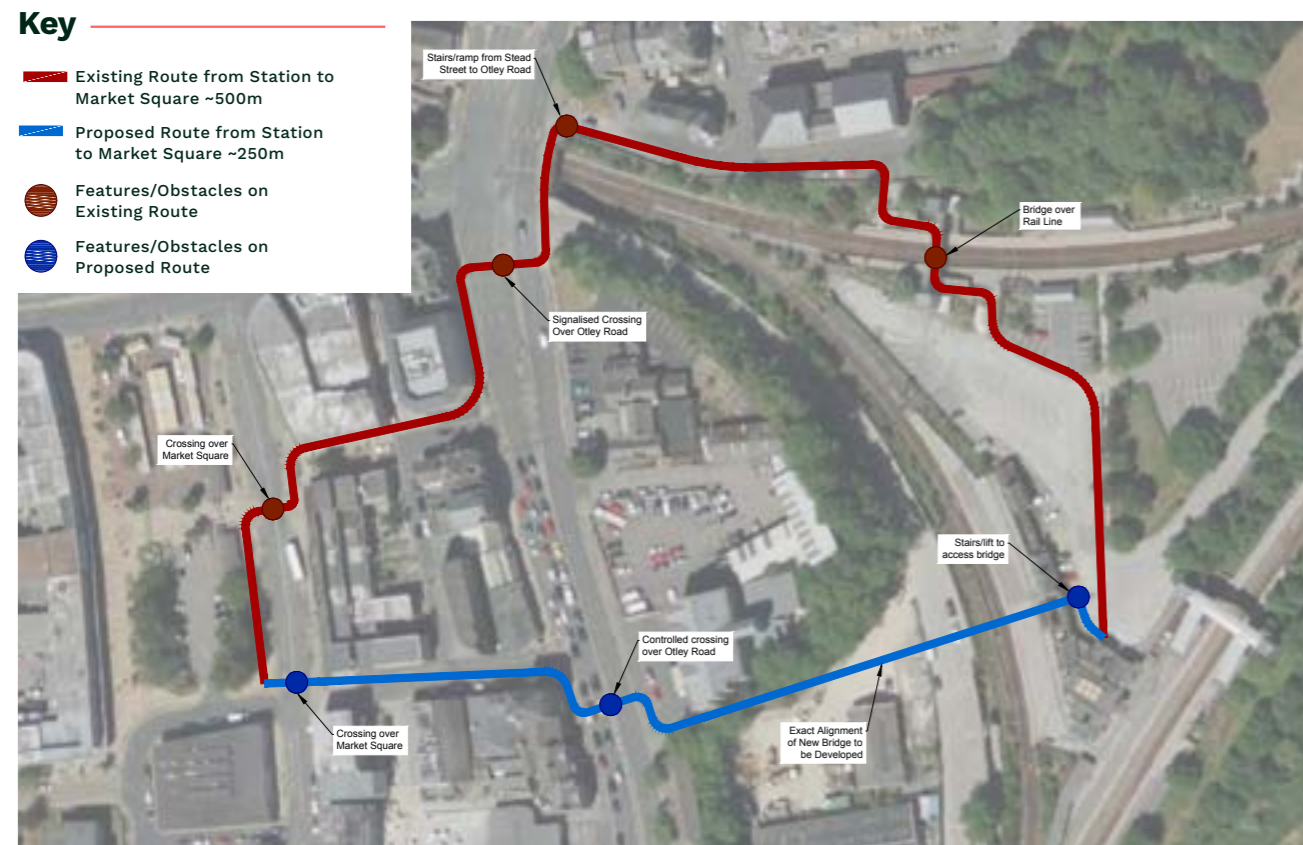


Newport Station Bridge - Source: Grimshaw Architects



Newport Station Bridge - Source: Grimshaw Architects

06. Spatial Framework Character Area 1



Indicative Route Plan - Source: WSP

Station footbridge

A key proposal is to provide a more direct link from Shipley Station to and from the town centre. This can form part of a much wider east-west corridor which allows pedestrians to avoid the need to travel via the Otley Road/Leeds Road/Saltaire Road junction to the north, diverting away from desire lines and crossing the most heavily trafficked junction into the town centre.

The diagrams on this page show how a route could connect Market Square to the station, via Dale Street, almost halving journey distance for pedestrians and cyclists. Such a route would be much more intuitive and could act as a key gateway to the town centre. Dale Street itself is lightly trafficked and could be redesigned into a 'shared space' environment. A formal crossing of Otley Road in this vicinity would allow pedestrians to cross in safety before a new structure that linked down, using a gentle slope over Station Road and the Railway itself would land pedestrians in the heart of the 'station triangle'

This in itself could become a feature of the town, and act not only as a route from station

to town centre, but as part of a wider east-west network, linking canals and development potential to the east with the town centre and land to the west, potentially forming part of a longer route to and from Saltaire.

Similar structures are common in other UK towns and cities – for example within Newport Station redevelopment in Gwent or closer to Shipley at Manchester Piccadilly where a new bridge over the lower level street, combined with redevelopment of buildings and places has changed desire lines to and from parts of the city centre, where previously circuitous routes were the alternative.

The three diagrams demonstrate an approximate alignment, which would benefit from using level differences between Otley and Station Roads. They also show the relatively distances of current against future routes and the levels to explain the nature of where a structure would be created (not necessarily in one span). While a simple bridge may be more cost effective, the potential to make this a green or living bridge could add significantly to wellbeing and image in the town centre, linking to the attractive Market Square.



Indicative Aerial Plan - Source: WSP



Footbridge in Vigo, Northern Spain



Indicative Section Plan - Source: WSP

06. Spatial Framework Character Area 1

03. Movement and Connectivity

Whilst Shipley is well connected via public transport to the wider District and beyond, the connectivity and permeability of the place is poor, particularly the experience within the Town Centre/ Civic Quarter Character Area as a pedestrian or cyclist and the ease at which people can move from the retail core to the railway station and vice versa. Connectivity and movement is a key priority which needs addressing and should complement site-specific development proposals. It is likely that these interventions would need to be public-sector led, to establish an improved environment and public realm and provide confidence to those owners and occupiers in the locality.

Key moves proposed include:

- ▶ **Pedestrian connectivity improvements within the Market Square to downgrade Kirkgate to a more accessible surface, with potential expansion to include Westgate to further expand the pedestrian core**
- ▶ **Rationalisation of existing bus laybys within Kirkgate to improve pedestrian safety and create easier access to the east side of the new Market Square.**
- ▶ **Creating a new pedestrian route through the existing Shipley Market Hall site to the Canalside and Saltaire beyond; including creating a prominent entrance from the market square to encourage access into the market and through to Westgate.**
- ▶ **Improvements between Market Square and the train station, including along Otley Road to create a more attractive environment for sustainable travel modes, such as improved pedestrian crossings.**

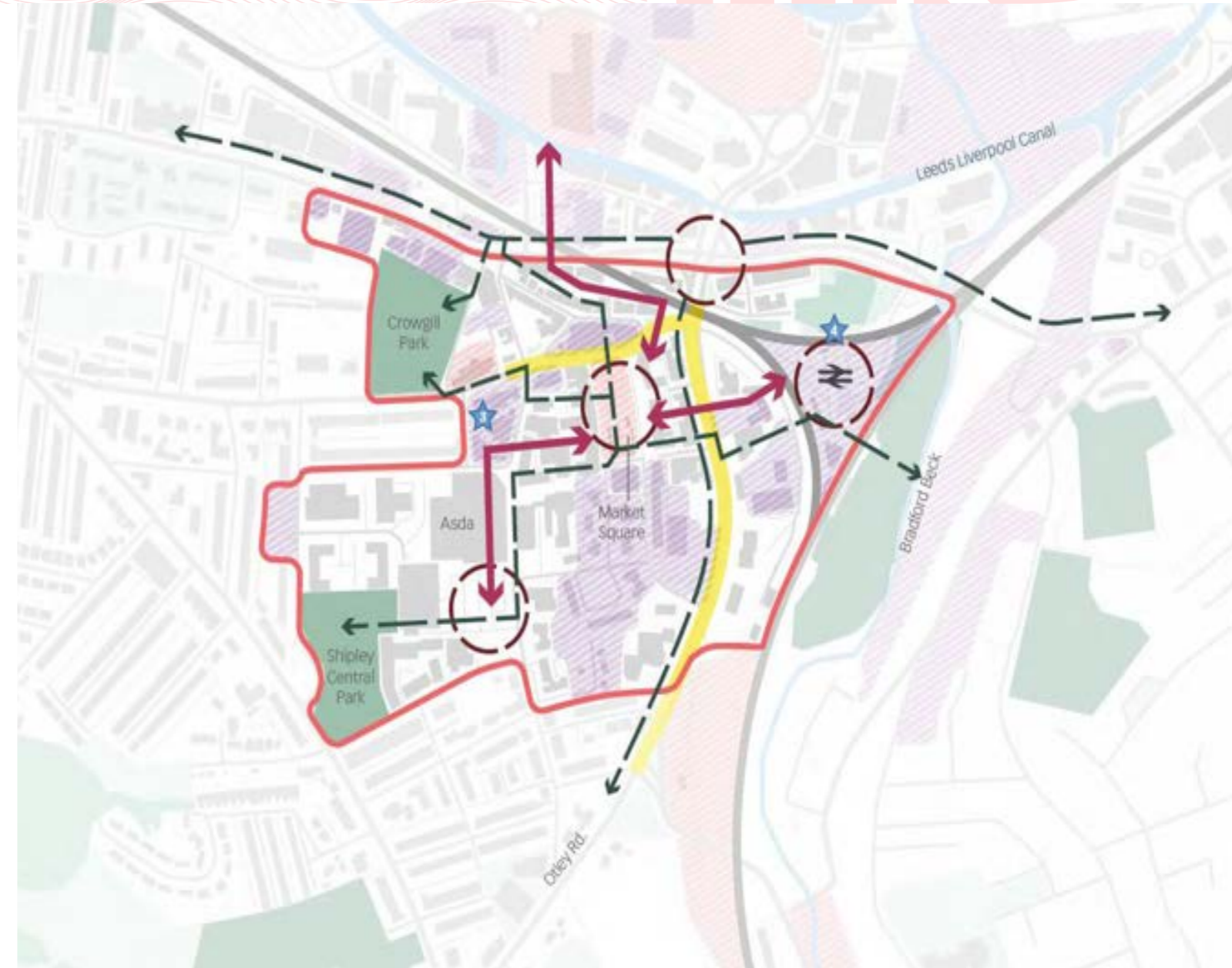
- ▶ **Promoting pedestrian connectivity and safety generally from the surrounding suburbs into the town centre.**
- ▶ **Creating a direct pedestrian route from Market Square to the Civic Quarter (alongside the Christian Life Church), line with active frontages.**

04. Public Realm

Public realm, which comprises the public spaces (green and hard landscaped areas) within Shipley, could be enhanced further to create the spaces that people want to spend time in and enjoy. Shipley already benefits from pedestrianised areas such as Well Croft, but these are uninviting, cold and lack vibrancy and colour. There is little in the way of nice seating and soft landscaping, including street trees to soften the space. Well Croft also has challenges for those with accessibility and mobility issues. There is therefore the potential to enhance the existing landscape ensuring that the level changes are accessible and inclusive to all.

05. Design Principles and Considerations

The appearance of existing buildings will be encouraged to be refreshed. This includes the key buildings which are centred around the Market Square, which would benefit from over-cladding to improve their appearance and enhance the overall quality of the built environment.



▶ Town Centre / Civic Quarter - Gateway Connections

Key

- | | | | |
|----------------------|---------------------|-----------------------------|-----------------------------|
| Existing Green Space | Key Gateway | Road Improvement Corridor | Key Heritage Assets |
| Gateway Connections | Active Travel Route | Potential Development Sites | 3. Civic Quarter |
| | | Committed Sites | 4. Train Station |
| | | | Town Centre / Civic Quarter |

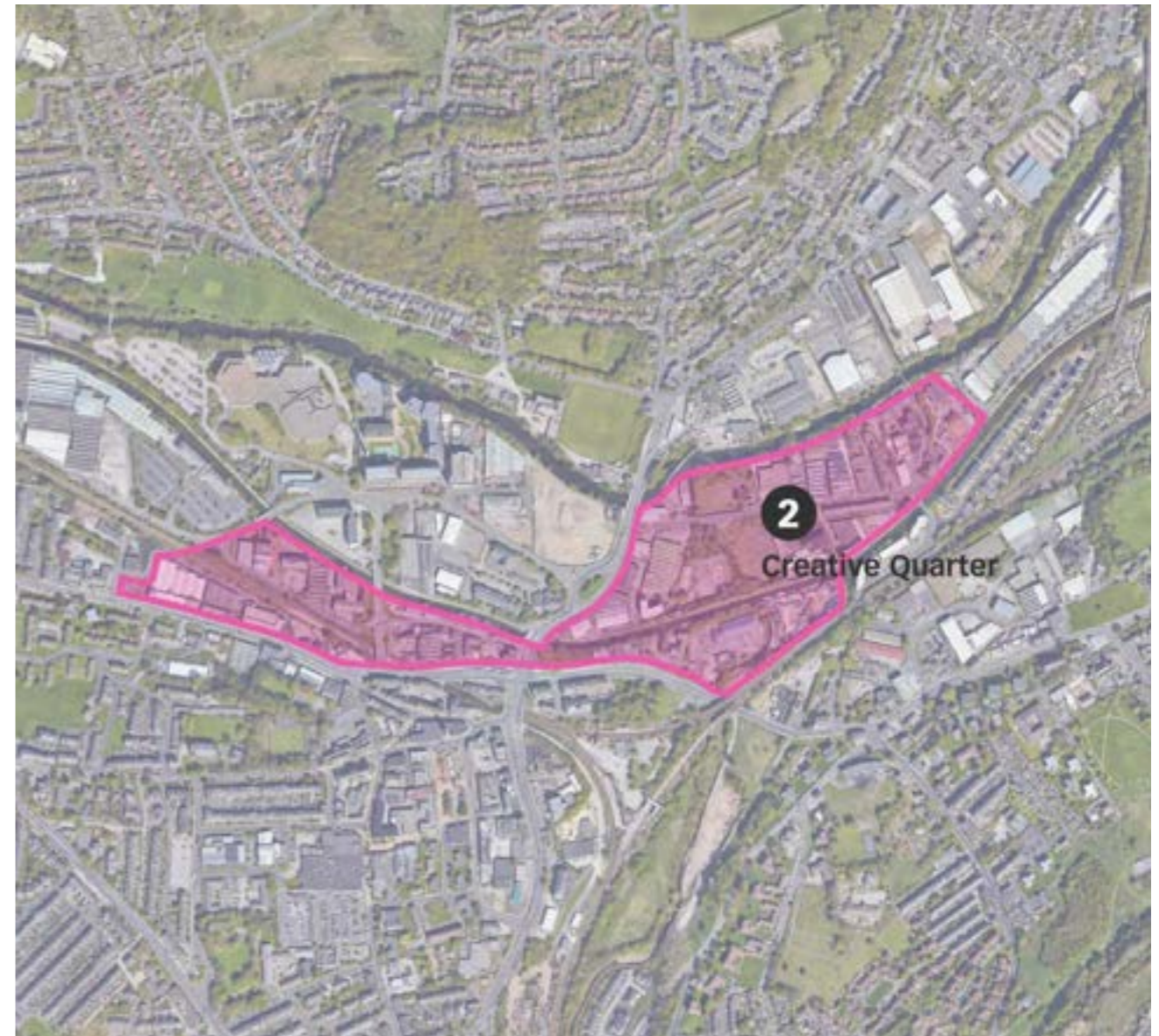
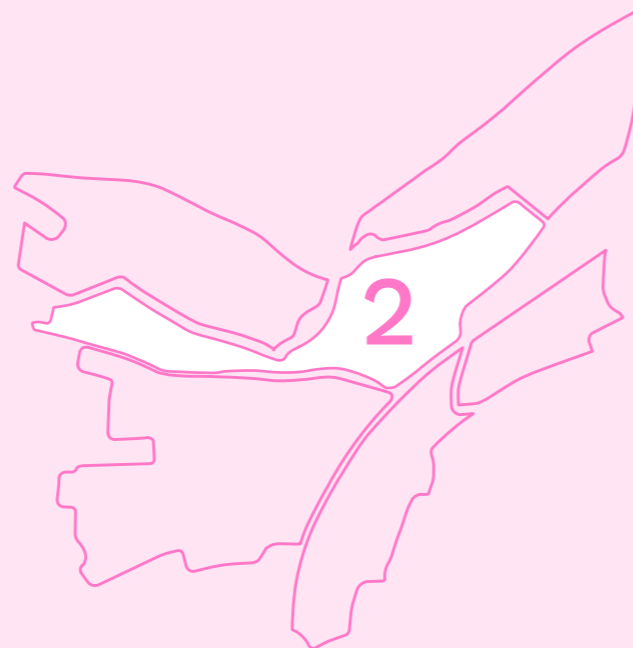
06. Spatial Framework

Character Area 2: Creative Quarter

Expansion of the existing creatives and maker's businesses to create a new creative quarter within Shipley which will be supported by new residential living, making the most of Shipley's waterside assets.

Key development opportunities comprise:

- 86 ▶ **Residential Waterside Living** – Making the most of brownfield sites adjacent to the Leeds and Liverpool Canal, which are currently used for industrial processes and uses and could be repurposed for future waterside living opportunities.
- ▶ **Creative and maker space** – Building on the success of Wharf Street Studios, making the most of the existing creatives and makers community to create a new creative quarter in the town.
- ▶ **Canalside Heritage Walk** – Improving the walking and cycling environment and active travel connections to better connect Saltaire with Shipley town centre and established residential communities.
- ▶ **Ancillary leisure uses** – Food and leisure uses will complement the Creative Quarter and provide amenity for a new residential community.



Overview

The Creative Quarter Character Area comprises an area of 19 ha of land located to the north of Shipley Town Centre, north of the A657 (Saltaire Road). This includes land which is bisected by the Leeds Liverpool Canal, and bounded by the River Aire at its most northerly point. The area is presently very mixed, incorporating commercial uses, industrial uses providing home to established manufacturing businesses, food & beverage, creative uses and co-working space (Wharf St Studios) and pockets of residential. This area is within Shipley's Business Development Zone which recognises the potential of the area to *'become a distinctive urban quarter where manufacturing, enterprise and creative industries sit comfortably with a mix of other*

*uses*¹⁴. Through this Development Framework however, and given the canal and riverside setting, there is the potential to introduce more residential-led developments as part of the overall mix.

This area is important given it is a gateway area through which visitors first experience Shipley when arriving from the west and north of the District (via Saltaire). At present the quality of the area is influenced by highway infrastructure and a dominance of vehicles and traffic, together with low-grade 'ribbon development' along Saltaire Road. The experience within the heart of the Character Area is pleasant, benefiting from the peaceful nature of the Canal and environment that this creates, but more could be done to showcase the opportunity of this asset.

¹⁴ Bradford District Business Development Zone (2019)



06. Spatial Framework Character Area 2



Canal Creative Quarter



Theatre Creative Hub



New Build Housing

01. Existing Uses

This area is currently characterised by a mix of uses, likely due to the organic nature as to how the Character Area has developed over time. There are newer pockets of residential which are located side-by-side with industrial uses which could create future amenity issues for residents due to noise, odour, etc, as well as restricting potential operational flexibilities for business occupiers. As established employment sites become available, for example where businesses are considering alternative premises, a need for expansion space or downsizing, there is the potential for selective sites to come forward for alternative uses (subject to meeting local planning policy criteria), which could include additional residential.

Existing uses add to the richness and unique character of this area and should be celebrated. This includes creative, maker spaces within Wharf St Studios, Q20 Creative Arts Hub, Saltaire Brewery, independent food & beverage outlets (Waterside Bistro & Bar, Tapas Tree) and former mill/industrial buildings which front onto the Canal.

Existing office uses are present along the canal, including Merchants Quay in the former Orbic Works, Mercury Quays in the former Ashley Mill, and Salt's Wharf which is home to Packetts Insurance Brokers.

This area is within the Saltaire World Heritage Site buffer zone and incorporates the Leeds and Liverpool Canal Conservation Area, which runs the length of the canal.

This Character Area also includes some Listed buildings/ structures:

- ▶ **Canal Warehouse, Wharf Street (Grade II), part of which is now used for co-working and creative space (Wharf St Studios);**
- ▶ **Canal Bridge no. 208, Leeds and Liverpool Canal (Grade II).**

Sensitive conversion and/or incorporation of these heritage assets needs to be encouraged through this Development Framework, as well as making more of the canal and the river as an asset, a tranquil place to visit and to enjoy, ensuring that any new developments help ensure inclusive access to the waterside.



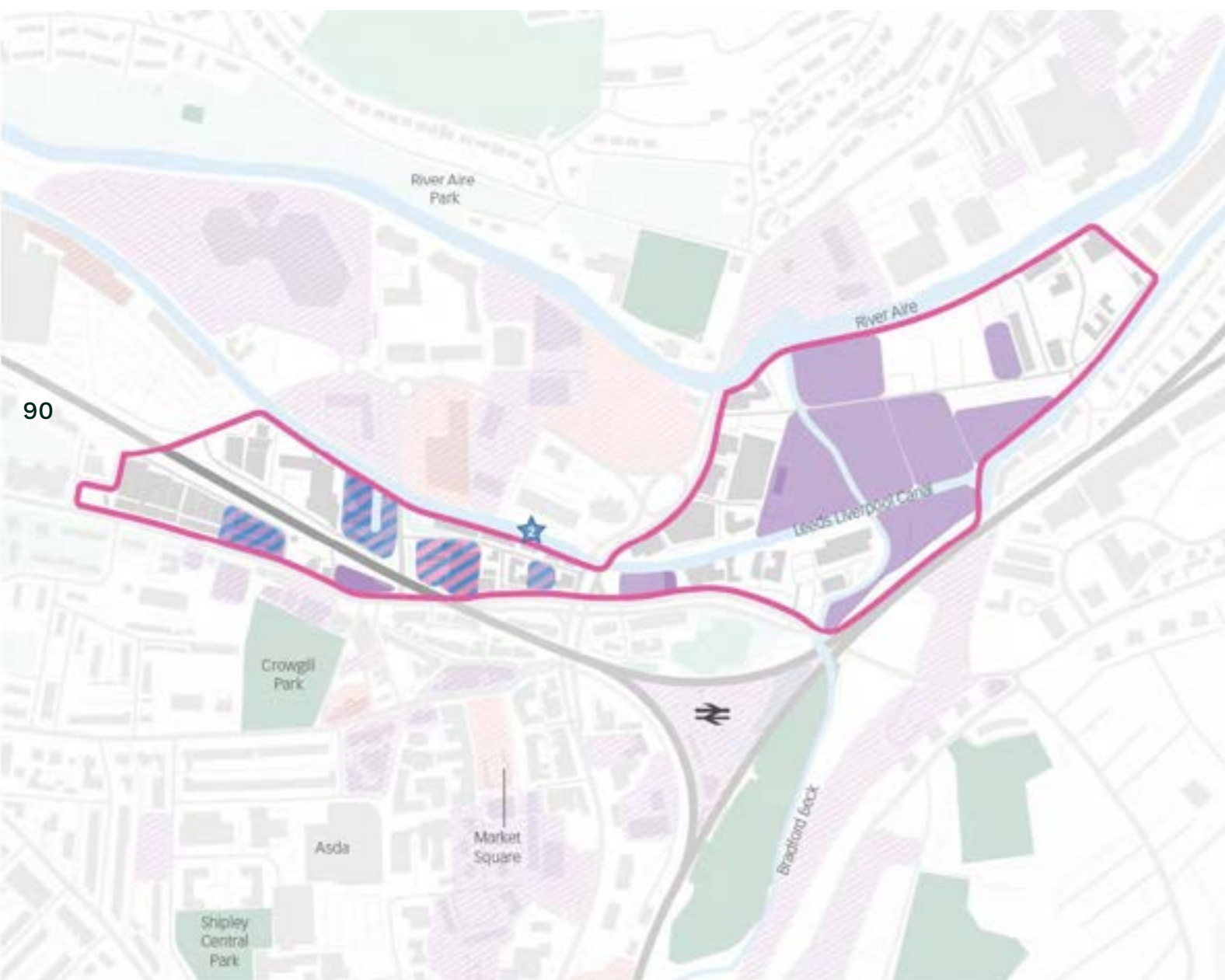
Waterside Bistro



Listed Canal Bridge



06. Spatial Framework Character Area 2



Creative Quarter - Proposed Development Sites

Key

Residential	Commercial OR Residential	Potential Development Sites	Key Heritage Assets
Existing Green Space	Commercial OR Mixed-Use	Committed Sites	2. Canalside
			Creative Quarter



02.

Proposed Interventions and Land Use

The Creative Quarter Character Area's overarching aim is to celebrate more of the uniqueness of the area, the thriving independent businesses, creatives and entrepreneurial spirit. This amenity alongside the blue infrastructure of the canal and river is also very attractive for future residential communities. The proposed interventions in this Character Area include:

- ▶ **Encouraging Creatives, Makers and Innovation** - providing a focus and incubator for new, 'green' and innovative technologies and creative industries. Repurposing existing buildings will be encouraged for new creative start-ups, building off the back of Bradford's City of Culture.
- ▶ **Residential Waterside Living** - introducing additional residential accommodation through sensitive conversion of existing heritage buildings, such as the Canal Company Warehouse, accompanied by new build development which is sympathetic to the historic character.
- ▶ **Promoting thriving independents** - This area already has a cluster of thriving independent hospitality and leisure businesses, including Waterside Bistro and Tapas Tree which add to the leisure offer and support the town's evening economy. Similar food & beverage uses will be encouraged to locate in this area as well as the retail core, to broaden Shipley's leisure and family-friendly offer.

- ▶ **Road corridors activated and environmentally improved** - Redeveloping poorly utilised and vacant sites with active ground floor uses along the Saltaire/Leeds Road (including the Market Store building) and Otley Road corridors which will improve the streetscape, sense of arrival, public

realm and safety, and will allow better use of the sites.

A thriving Leisure and evening economy offer

As the gateway area into Shipley from Saltaire, there is the potential to broaden out the offer for waterside dining, cafés and bars which complement the offer within the heart of the town centre. The principle focus of this will be Wharf Street, which boasts an attractive heritage setting adjacent to the canal and which is already home to several existing restaurants.

More could be made of the Wharf Street area to encourage new creatives and makers alongside food and beverage uses as and when sites and buildings become available, and encouraging dual uses of buildings (for example the Salvation Army building could provide a community café). Improvements to the public realm in this area would also be beneficial, reducing on-street car parking and making more of the pedestrian link-through to the canal beyond.

A key consideration will be the connectivity between Wharf Street and the town centre, to prevent the proposed hospitality area feeling cut off from the wider commercial hub to the south, and instead acting as a coherent gateway to the town centre from the north. Connections from Wharf Street to the rest of the Creative Quarter Character Area will also be important to position it as a focal destination for residents and workers within the area.

The existing surface car park along Wharf Street could be repurposed to deliver a more productive use of the site space for example, subject to the results of a wider car parking survey and strategy.



06. Spatial Framework Character Area 2

Revitalising key heritage buildings

Former warehouse/ industrial buildings will be adapted for a range of uses including maker/creator, leisure and residential uses, helping to shape the Creative Quarter into a truly mixed use area. The distinctive canalside setting has a wealth of historic buildings which were originally used in connection with Shipley's trade and industry.

While many of these buildings are already in productive uses, there are several others which would benefit from high quality refurbishment or conversion to secure the best outcome for their ongoing maintenance and preservation.

Heritage buildings with potential for conversion include:

- ▶ **Former Canal Company Warehouse** – red brick storage warehouse by Victoria Street Bridge, built by the Leeds and Liverpool Canal Company and currently occupied by various commercial tenants including a furniture retailer.
- ▶ **Commercial Mills** – collection of former textile buildings fronting Upper Ashley Lane, occupied by a range of businesses.
- ▶ **Glovers Wharf** – 19th Century warehouse positioned between Briggate and the canal.
- ▶ **Junction House** – 3 storey vernacular style canal building in poor state of repair.
- ▶ **Junction Mills** – early 19th Century mill complex with previous planning permission for conversion and redevelopment into 93 apartments (ref. 11/05724/FUL).
- ▶ **Dockfield Mills** – former textile mill fronting the canal, now known as Staveley House and occupied by various commercial tenants.

Residential Quarter

As businesses seek to relocate and sites become available for redevelopment, those parcels fronting onto the canal and River Aire will be supported as future residential areas, with a focus on high-quality aspirational housing to attract in new young professionals and families into Shipley, which will help to broaden the demographic of the town. Development should be at higher densities with a mix of townhouses and apartments in order to diversify the housing stock in Shipley, which is currently dominated by typically suburban houses.

New residential development will sit alongside commercial uses where these are retained within the Character Area, as well as a small amount of proposed commercial space. Interweaving uses in this manner is already a key characteristic of the Creative Quarter, with examples including the historic terraces along Dockfield Road and Dockfield Place adjacent to light industrial units, and the Boatmans Wharf apartment block which is entirely surrounded by various employment uses.

Where this interweaving of residential and employment uses is proposed, it will be important to ensure that residential amenity is included as a key consideration at the earliest stages of design. The objective here is to ensure that uses are compatible and that sufficient mitigation measures are taken to reduce conflicts of interest, maintaining the amenity of residents while also reducing the risk of complaints against commercial occupiers.

Co-working and making space

The Creative Quarter Character Area will retain its role as the focus for Shipley's design and creative sectors. This part of the town is already home to numerous businesses which promote innovation and creativity, and this is something that the Development Framework seeks to further enhance.

Bradford Council is committed to making sure the district is at the cutting edge of clean growth. In practice this means attracting innovative businesses which identify and produce solutions to the challenges presented by the ongoing climate emergency. Industries which fall within this category

include renewable energy, sustainable construction methods, advanced materials, and environmental sciences. The Creative Quarter will be an ideal location for businesses engaged in these green technologies, placing Shipley at the forefront of innovation in sustainability.

Converted heritage buildings will provide a fitting environment for sustainable and creative businesses, fostering the imagination of workers through striking workspaces with a focus on high quality design. They will sit alongside the leisure and hospitality uses around Wharf Street and the residential developments throughout the Character Area to create a genuinely mixed use district.



▶ Shipley Canal from Victoria Street

06. Spatial Framework Character Area 2

03. Movement and Connectivity

Integral to this Character Area is the ease at which pedestrians and cyclists can access and connect with Shipley town centre and the relationship between this area, Saltaire and Shipley town centre. The quality of the environment along the canal and the foot/cycleways between Saltaire and Shipley are already well-utilised and offer a pleasant experience which avoids the busyness and dominance of the highways.

94 Saltaire Road should be made more attractive as an alternative walking and cycling route, for instance through the inclusion of trees, cycle lanes and planting to promote better active travel links to Saltaire. This should be supplemented by high quality cycle connections, including a links between Saltaire Road, Leeds Road, the Canal Road greenway, and the existing canal towpath.

The canal path extends from this area through to Bingley to the west and beyond. Local walking routes are promoted and encouraged, which take in assets such as Shipley Glen¹⁵. There is the potential to broaden the places of interest, local industrial heritage and culture located between Saltaire and Shipley town centre as well.

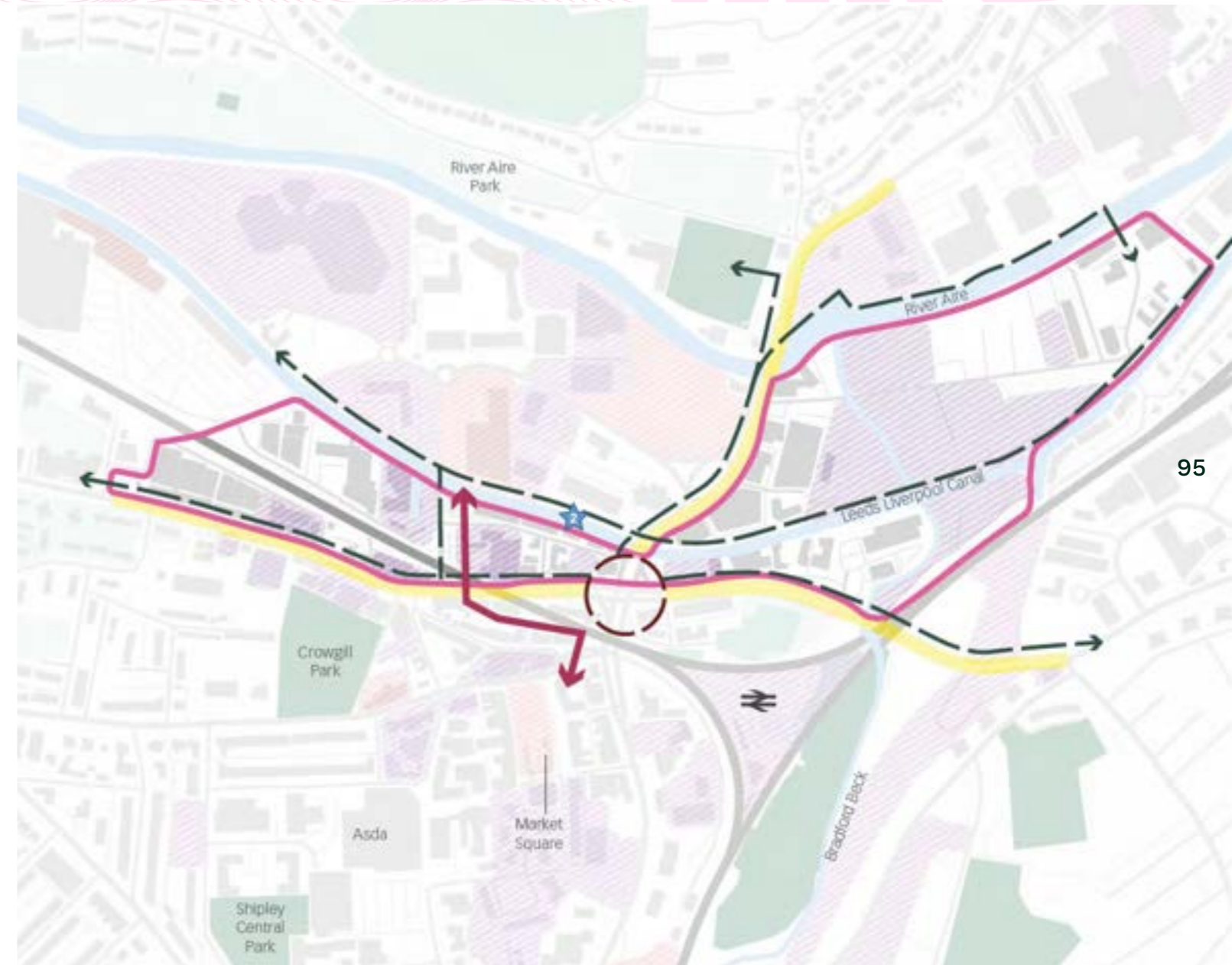
In comparison with the footpath along the River Aire to the west of Otley Road which is host to the Aire Sculpture Trail, there is no or limited access along the south bank of the river to the east of Otley Road. This disrupts the footpath network at this point, albeit the network continues along the northern bank of the River leading towards Denso Marston Nature Reserve, although it varies significantly in quality. There are opportunities to provide

access to the riverfront through future development. It will be necessary to ensure a joined up approach so that a cohesive urban environment can be achieved through the various phases of development.

Softening the roads which define the southern edge of the Creative Quarter will be especially important to entice pedestrians across Commercial Street and Leeds Street. The junction with Otley Road in particular is car dominated and provides little comfort for cyclists and people wishing to cross on foot. Because these roads currently present significant barriers to movement, it will be necessary to transform the streetscape into an environment which is designed at a human scale, rather than overly engineered roads designed primarily for the throughput of vehicles.



Active Travel Signage



Creative Quarter - Gateway Connections

Key

- Existing Green Space
- Key Gateway
- Potential Development Sites
- Key Heritage Assets
- Gateway Connections
- Active Travel Route
- Committed Sites
- 2. Canalside
- Creative Quarter
- Road Improvement Corridor

¹⁵ <https://www.visitbradford.com/things-to-do/leeds-liverpool-canal-p1622641>



06. Spatial Framework Character Area 2

04. Public Realm

- ▶ Uniform design language of public spaces
- ▶ Unlikely to be substantial areas of open space so lean into urban / industrial heritage to provide character in smaller spaces
- ▶ Courtyard proposed within conversion of Junction Mills – similar could be applied elsewhere

05. Design Principles and Considerations

- ▶ Heritage led, high quality design with a focus on materiality and sensitivity.
- ▶ Development should consider how to future proof potential flood risk implications.
- ▶ Adapting former warehouse/industrial buildings, combined with contemporary infill for a mix of maker/creator, leisure and residential uses.
- ▶ Mid rise to complement mills – diverse mix of building styles but sharing an industrial theme
- ▶ Redeveloping poorly utilised and vacant sites with active ground floor uses along Leeds and Otley road corridors to improve the sense of arrival, public realm and safety.



Warehouse for Redevelopment



Waterside Living



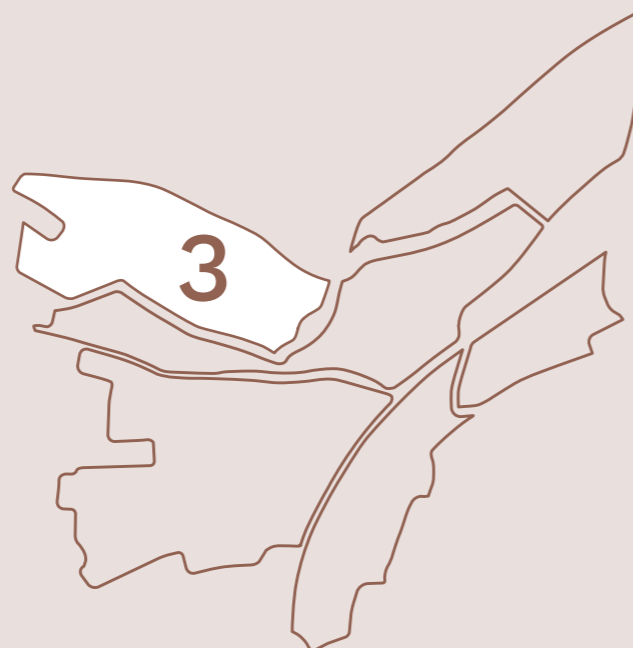
06. Spatial Framework

Character Area 3: ShIPLEY Riverside

Realising the opportunity of the canal and riverside sites which are located between Saltaire and Shipley town centre, consolidating the area into a thriving multi-generational neighbourhood.

Key development opportunities include:

- ▶ **Residential Living** – Encouraging the re-use of brownfield sites including the former HMRC site for high-quality residential living in an attractive waterside setting. These sites have the potential to deliver around 580 homes.
- ▶ **Waterside Activation** – Improving the waterside setting through promoting active frontages and exemplary architecture along the canal and river. This will enhance the character of the area by taking advantage of the existing blue infrastructure which currently varies substantially in quality and utilisation.
- ▶ **Diversifying Uses** – Shipley Riverside will be home to a wider variety of uses and housing typologies to ensure that it is an inclusive community. This will include consideration of supported accommodation, affordable housing tenures, hotel provision, and a residential care home.
- ▶ **Retail Integration** – The Shipley Wharf Retail Park is nearing completion, anchored by a new Lidl store. It will be important to consider the retail park's wayfinding, pedestrian crossings and wider connectivity to address the concerns raised during the determination of the planning application. However beyond these approved retail uses, the focus for this area moving forwards is envisioned to be new residential and commercial uses.



Overview

This Character Area incorporates land sited to the north and east of Saltaire's model village (World Heritage Site) and is situated between the River Aire to the north and the Leeds and Liverpool Canal to the south. The area includes a mix of existing uses ranging from commercial office accommodation, residential apartments within the sensitively converted Victoria Mills development, residential care home, hotel, convenience big-box retail and manufacturing/industrial uses. As with the Creative Quarter Character Area, this area provides a gateway and transitional area from Saltaire to the west into Shipley Town Centre, and therefore its future role and character is important to reflect upon in this context.

The location of the two key blue infrastructure assets (the River Aire and Leeds and Liverpool Canal) also provide an opportunity to reposition the area, with the potential to shift its

character from a mix of non-complementary uses to one which focuses on residential and commercial office use.

Despite this, this area is already changing with the introduction of a new edge of town retail park in this location. Lidl supermarket was permitted in November 2020 and planning permission has recently been granted for a new big box retailer (Home Bargains) to be delivered in the near future. Whilst this scheme misses the opportunity to create a higher quality waterside development and making the most of an important gateway site, there has been positive change in the wider locality with a new Extra Care scheme. There remains the opportunity to positively influence the Character Area to reduce car-dependency, improve the environment for pedestrians and cyclists and bring forward quality residential development in a sustainable location.



06. Spatial Framework

Character Area 3

01. Existing Uses



ShIPLEY Riverside includes a mix of existing uses which have been developed over time as the former mill buildings which were located here have since closed down. The area was previously occupied by Airedale Mills, Victoria Works and Canal Iron Works, alongside residential terraces. Of these, Victoria Works/ Mills, comprising three Grade II listed buildings, remains and has been sensitively converted in 2003-2008 providing 449 apartments (including Vivo Serviced Apartments) as part of a community with leisure uses and amenities for residents.

The remaining mill buildings have been demolished and redeveloped to create the mix of uses that we see today. This includes the development of Quayside during the 1990s, which included a public house, hotel, vehicle retail, office accommodation and industrial uses (now used by a clothing wholesaler).

Alongside this a 66 bed care home was completed in 2022 and will be accompanied by 56 new retirement apartments which are currently being built on site (planning reference 21/03758/MAF).

Uses within the west of the Character Area include office accommodation providing a home to Incommunities' headquarters and Ortho-Care Ltd. The now former HMRC office covers a 5 hectare site which was vacated in December and has now received planning permission for residential development (planning reference 22/04182/MAF).



Salts Mill Road



InCommunities HQ



Salts Mill Road

06. Spatial Framework Character Area 3



02. Proposed Interventions and Land Use

Alongside the existing development pipeline in this area (ShIPLEY Wharf Retail Park and new retirement apartments), there is the potential to unlock additional sites for residential development and ensure that wider public realm, including wayfinding and active travel connections are maximised to encourage the link back to ShIPLEY town centre.

A new residential quarter

ShIPLEY Riverside is already home to a successful residential development at Victoria Mills, which demonstrates how apartment living at a higher density can be supported within this location. The proposed redevelopment of the former HMRC site embodies similar design principles, incorporating a mix of apartment buildings and townhouses with a high quality of design and consideration of public realm.

Opportunities for higher density residential redevelopment are envisaged within the remainder of the Character Area where sites become available. The overarching objective will be to create a residential led neighbourhood which supports households of all kinds, attracting a variety of people from all walks of life. The inclusion of affordable tenures, housing for older residents, and aspirational family housing will all contribute to achieving this diversity.

Areas to the north of the canal present opportunities for new residential sites, providing existing businesses are able to relocate or consolidate operations. There will be opportunities to soften the car parking areas in this location

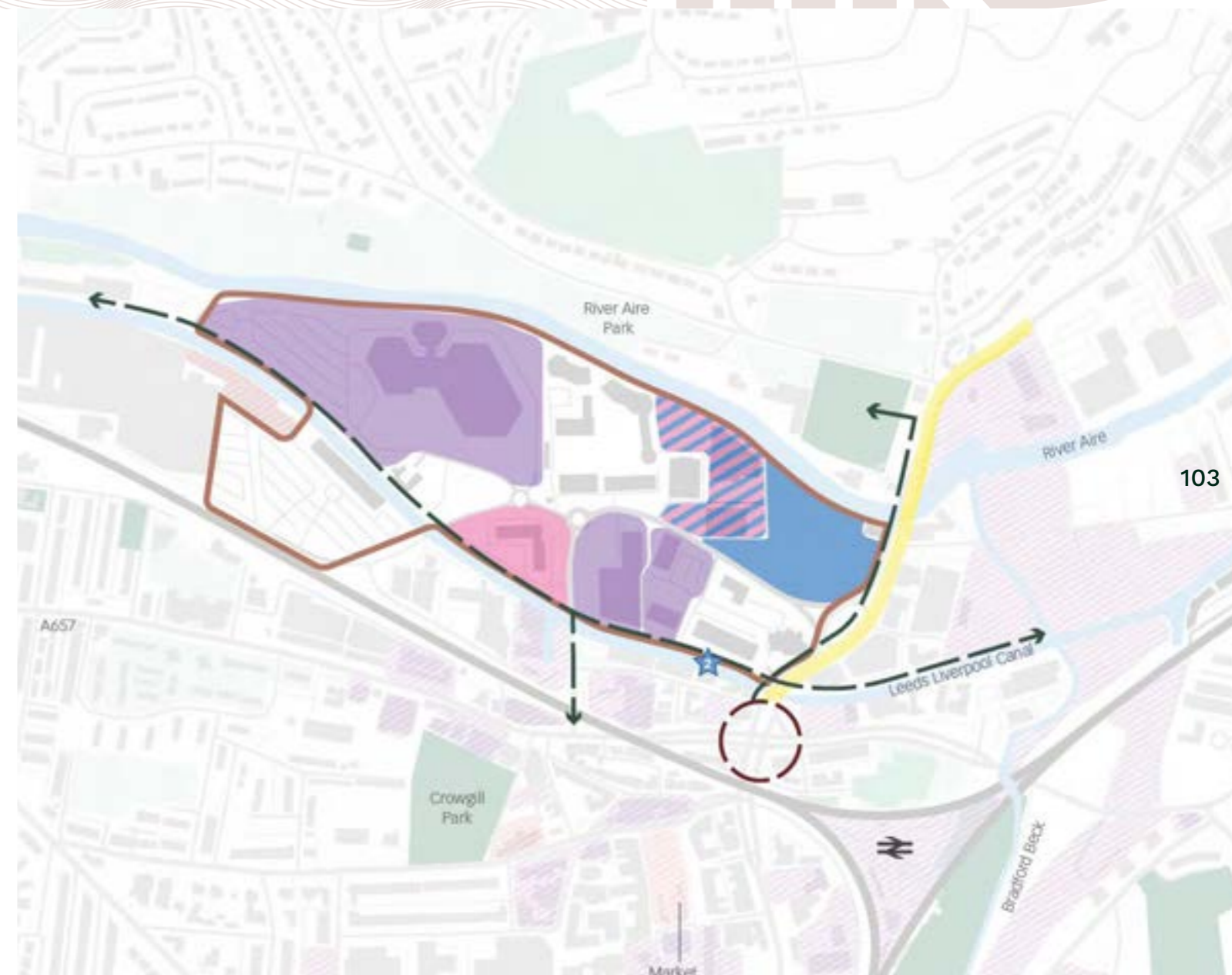
There will be a focus on wellbeing within residential developments, emphasising the ability to connect residents with nature and promoting a healthy lifestyle. The relationship between buildings and their surroundings will be a central feature of proposals, with an intention that people are naturally drawn to a more active and healthy lifestyle through careful design, exemplary landscaping and the inclusion of sustainable features.

Relocation of existing business/ commercial uses

There are a variety of existing businesses and commercial tenants within the Character Area, many of which have been in situ for several decades. These premises currently sit alongside the more recent residential developments and the ShIPLEY Wharf Retail Park which is nearing completion.

The Development Framework seeks to maintain a mix of uses within ShIPLEY Riverside, but with a focus on improving the efficiency of sites to allow for higher density development. This will depend upon identifying suitable options for the reprovion or relocation of existing occupiers, so that businesses can be retained in the local area wherever possible.

Where uses are compatible with residential development, for instance in the case of office occupiers, they could be redeveloped within the Character Area. This may allow for the release of some land which is currently underutilised, while retaining the businesses to promote a genuinely mixed use character.



ShIPLEY Riverside - Proposed Development Sites and Movement

Key

- Mixed-Use
- Commercial
- Active Travel Route
- Key Heritage Assets
- Residential
- Commercial OR Mixed-Use
- Potential Development Sites
- 2. Canalside
- Existing Green Space
- Key Gateway
- 3 ShIPLEY Riverside
- Road Improvement Corridor
- Committed Sites



06. Spatial Framework Character Area 3

This may necessitate the relocation of businesses which occupy larger premises to allow for these sites to be unlocked for development. The phasing strategy within this Development Framework recognises that many of these opportunities will only be possible in the longer term given the unique circumstances of each business and the recent investment that has been undertaken at several premises. It is considered that as businesses consider their operational requirements and estates strategies, discussions can then be undertaken on the basis of the informed strategy for this Character Area to determine how to progress sites as they become available.

Bradford Council will provide support to existing businesses within Shipley Riverside where they are considering relocation. This will help to identify alternative sites which satisfy the requirements of each business, along with considering the most appropriate strategy for vacation and disposal of potential development sites.

03. Movement and Connectivity

Existing footpaths are present along the River Aire, which include the Aire Sculpture Trail, which is located to the south of the River Aire. The Sculpture Trail is accessed off Otley Road, leading through the Character Area to Salts Mill and Saltaire to the west. The enhancement of these routes will be prioritised to promote it as a convenient and interesting connection along the riverfront.

The canal towpath through this area is well utilised as an attractive, traffic free route from Salts Mill to Shipley town centre. The access point at Victoria Road is frequently used by pedestrians to continue in towards Market Square to the south. A key intervention will be to improve this and other connections to the canal to provide a more attractive pedestrian experience, with a focus on ensuring that the route is accessible to all.

The redevelopment of Shipley Riverside should also seek to improve permeability through the area. At present there are large sites which are generally inaccessible to the public. This creates barriers to movement which could be addressed through breaking down the urban grain.

The main vehicular route through Shipley Riverside is Salts Mill Road, which runs from west to east and is the main point of access for the Salts Mill visitor car park to the west. The eastern end of Salts Mill Road connects to Otley Road at a large roundabout which is relatively hostile to pedestrians and cyclists. In order to address this, protected cycle routes should be introduced along Salts Mill Road with consideration of how they interact with Otley Road. Controlled pedestrian crossings should also be provided in this location.

04. Public Realm

Reducing the scale of surface car parking around the Quayside development would present an opportunity to create new amenity for hotel guests, business occupiers and future residents.

The Aire Sculpture Trail runs from Otley Road/ Baildon Bridge along the footpath running alongside the River Aire through to Salts Mill, at which point it joins up with the Leeds Liverpool Canal. There is the potential to extend this further, encouraging a wider cultural and heritage trail which connects in with Shipley Town Centre and the Canal footpath which runs from Otley Road to the east.

Improvements to the waterside setting are proposed within the Saltaire Riverside development at the former HMRC site. This includes a riverside park along the River Aire in the north of the site, and sensitive treatment of the canal frontage and tow path at the site's southern boundary.

05. Design Principles and Considerations

- ▶ **Developing vacant sites and relocating inappropriate uses to create a new high quality residential neighbourhood with an accent on 'wellbeing';**
- ▶ **Promoting facilities for senior living and caring;**
- ▶ **Promoting the hospitality sector, including hotel and leisure uses; and**
- ▶ **Developing high quality landscape and waterside amenity.**

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▲ Aire Sculpture Trail



▲ Newly regenerated development of apartment buildings by the River Aire



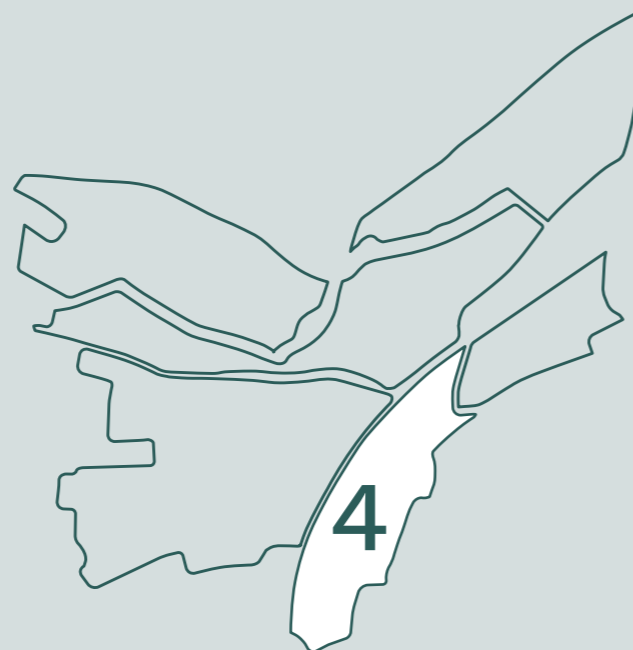
06. Spatial Framework

Character Area 4: Bradford Beck Ecology Park

Bradford Beck has the potential to be positioned as a new urban park which provides new amenity to support future residential as well as an ecological corridor to the east of Shipley town centre and railway station.

Key development opportunities include:

- ▶ Promoting an active travel corridor between Shipley Town Centre, the emerging waterside communities and Bradford.
- ▶ Focusing on enhancing health and wellbeing through nature and enabling access to all to benefit from this improved greenspace.
- ▶ Providing housing opportunities, particularly focusing on sites to the east of the new open space.
- ▶ Restoring the Carnegie Library to a productive use which benefits the local community.
- ▶ Could potentially incorporate/ renew existing residential blocks off Carnegie Drive as part of any future development.
- ▶ Cycling and walking route linking National Cycle network route 66 to Shipley (Proposed Greenway).



Overview

The Bradford Beck Ecology Park Character Area is situated to the east of the town centre, focused around the watercourse which runs through its centre. The Character Area comprises a 13 hectare area located to the east of Shipley railway station and the railway line, extending across the beck and up the opposite bank to encompass Crag Road and an area of housing beyond. There is also an area of new build housing at Beck View Way in the south of the Character Area.

Bradford Beck runs through Shipley to the east of the railway as it flows from Bradford city centre into the River Aire to the north. This part of the beck is mostly hidden away from public view and has poor accessibility from Shipley town centre. There is an opportunity to open this space up to provide public access, and

transform it into an attractive open space with a focus on promoting the area's ecological value.

The route of the former Bradford Canal runs through the Character Area, broadly following the route of Bradford Beck. This canal was built as an extension of the Leeds and Liverpool Canal to provide access to the industrial centre of Bradford, however it was closed for use in 1922 and subsequently filled in. There were proposals to restore the canal in the early 2000s, however this never reached fruition.

There is now a well utilised pedestrian and cycle route along the route of the former canal, which is designated as the National Cycle Network's Route 66. This connects with the Leeds and Liverpool Canal towpath to the north, and continues as a mostly segregated cycling route into Bradford city centre to the south.



06. Spatial Framework

Character Area 4



Leeds Road



Dock Lane



Bradford Beck

01. Existing Uses

The land within the Character Area is mostly open space, although its condition varies substantially. The banks of Bradford Beck become steep slopes rising significantly to either side, making the landscape in this area distinctive and somewhat dramatic. This also presents barriers to movement given the steep gradients, and potential development is constrained as a result of this topography.

While much of this space is publicly accessible, it does not present as a welcoming open space, and its contribution to the local urban environment is poor. There is no access from the west due to the railway line and topography, meaning that access from the town centre is entirely cut off with the only available routes being via Leeds Street in the north or Valley Road to the south.

The Carnegie Library sits on the corner of Leeds Road and Crag Road in the north east of the Character Area. The building was built in 1905 following a donation by philanthropist Andrew Carnegie. It occupies a distinctive corner position of the busy road junction

and despite its heritage value has become derelict following a lack of maintenance.

Along Crag Road in the east the Character Area are a series of social housing blocks which are in a poor state of repair. They include the three blocks known as the Crag Road flats which are being considered for potential improvements by Incommunities, and a further six blocks to the east of Crag Road which are allocated in the emerging local plan for redevelopment into 30 dwellings.

Planning permission was granted in June 2014 for a substantial development covering almost all of the Character Area to the west of Crag Road. The proposal was for a Morrisons superstore in the northern part of the site, a small mixed use hub immediately to the east of the station, including a new station access, and housing within the southern part of the site. Part of the housing at Beck View Way was completed in 2018, however the permission for the remainder of the site has lapsed and is no longer being brought forward.

06. Spatial Framework

Character Area 4

02. Proposed Interventions and Land Use

Bradford Beck Ecology Park has the potential to become an attractive, publicly accessible destination which provides a vastly enhanced open space close to Shipley town centre. The Character Area will support the development of housing which complements the ecology park through careful siting and design, and a focus on sustainability.

Creation of a new Ecology Park

The Development Framework proposes the creation of the Bradford Beck Ecology Park as a new public space. This will be within 300m of Market Square, meaning that with accompanying connectivity improvements the park will be easily accessible from the heart of the town centre. It will also help to draw people to the eastern part of Shipley, activating what is currently an underused part of the town.

The Ecology Park will be subject to detailed design and feasibility studies to ensure that it is deliverable and to promote the best practice in sustainability. The focus will be on attracting local wildlife through habitat creation and soft landscaping which is suitable for local species. This will create a space which is specifically intended to bolster biodiversity within Shipley, contributing to wider ecological benefits throughout Bradford District by adding to the tapestry of green and blue infrastructure within the region.

The Ecology Park will be designed to provide a mix of spaces which variously cater to biodiversity and for the public to enjoy the green space.

Enhancing health and wellbeing

The housing and other uses which are brought forward within the Bradford Beck Ecology Park Character Area are intended to have a focus on their connection to nature and their interaction with the adjacent open space. It is envisaged that the Bradford Beck Ecology Park will become an exemplary open space which blends ecological benefits with a focus on wellbeing in an urban environment.

The Character Area will offer substantial wellbeing benefits through easy access to pleasant spaces to spend time and linger in. A focus on creating and enhancing active travel routes will encourage residents to be active and choose more sustainable modes of transport, particularly when visiting Shipley town centre which is in close proximity. The area's residents and visitors will be further enhanced by the open character and dramatic landscape of the area.



Bradford Beck Ecology Park - Proposed Development Sites and Movement

Key

- Mixed-Use
- Residential
- Proposed Green Space
- Existing Green Space
- Key Gateway
- Active Travel Route
- Road Improvement Corridor
- Potential Development Sites
- Committed Sites
- ★ Key Heritage Assets
4. Train Station
- 4 Bradford Beck Ecology Park



06. Spatial Framework Character Area 4

03. Movement and Connectivity



Providing housing opportunities

Opportunity sites within the Character Area have the potential to accommodate up to 160 dwellings. They are focused along Crag Road, including an allocated site encompassing the social housing flats to the east of Crag Road, and another housing allocation covering an area between Crag Road and the railway station. Consideration of how this latter housing allocation interacts with the proposed Ecology Park will be required to ensure that the proposed uses can coexist and complement each other.

Housing will be provided at a range of tenures, with a focus on how affordable housing can be incorporated to ensure that the existing social housing tenants are not displaced from the area. Complementary uses will also be encouraged where they add to the visitor experience of the Ecology Park, especially around the proposed connection to the station.

Restoring the Carnegie Library

The Carnegie Library has important heritage value in this part of Shipley and should be sensitively restored. Since its construction the building has been variously used as a library, ballroom and lecture theatre, demonstrating its rich history and the original intentions of the philanthropist Andrew Carnegie.

Planning permission was granted in August 2021 for the conversion of the building to provide seven apartments for supported living. If this scheme does not come to fruition, any alternative proposal should similarly seek to restore the building as a valuable asset for the benefit of the local community in Windhill.

The active travel route along the former Bradford Canal is well utilised and maintained to a high standard as it traverses the Character Area. There are also footpaths which run to the west of the beck, however these are not suitable for people with accessibility requirements. Improving accessibility within the area will be an important intervention to ensure that the Ecology Park is suitable for all people of all abilities.

It will also be important to prioritise connections between the new neighbourhoods along the Leeds and Liverpool Canal and the existing active travel network along the former Bradford Canal. This will enable the new residents of these emerging neighbourhoods to take advantage of the existing connectivity that Shipley offers, affording convenient access by foot or bike into Bradford city centre and beyond.

The previous planning permission for the Character Area included the provision of a new underpass through the southern end of Shipley railway station, connecting both with the main station platforms and with Station Road on the western side of the station. A key intervention will be creating a new route between Bradford Beck Ecology Park and the town centre which implements a similar route through the station. This will help to connect the new and existing homes in this area and throughout Windhill with Shipley town centre.

A new eastern station entrance will form part of the proposals to improve accessibility at the station, and will allow access from Bradford Beck directly into the station facilities and onwards to the town centre. This will help to connect Shipley with the new and existing homes in this area and throughout Windhill.

04. Public Realm



► Focus on setting of Bradford Beck

► Emphasising dramatic topography

► Focal point around new station entrance / route to town centre

05. Design Principles and Considerations



► Sustainable design

► Sloping site will require unique solutions



Bradford Beck

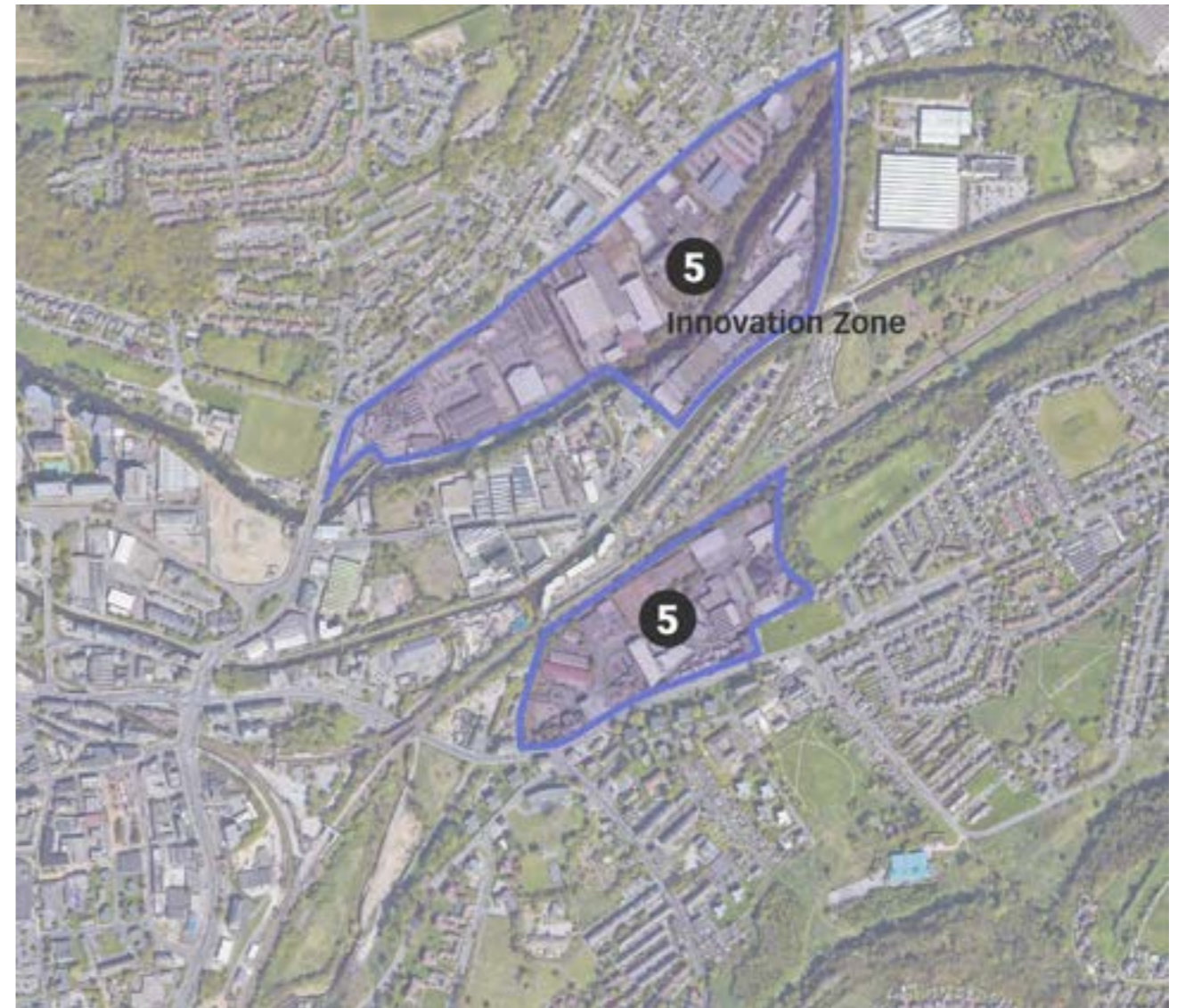
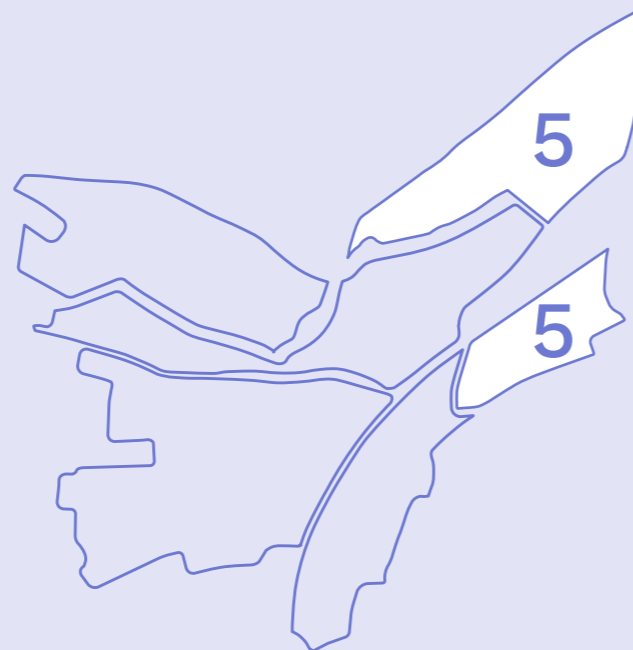
06. Spatial Framework

Character Area 5: Innovation Zone

Supporting and expanding existing businesses will be a key focus of the Innovation Zone Character Area, along with attracting new businesses which may be relocating from elsewhere within Shipley.

Key development opportunities include:

- ▶ **Promoting industry** – Encouraging the retention and expansion of industrial uses on appropriate sites, including businesses engaged in the world-class engineering sector and other green technologies.
- ▶ **Active travel** – Ensuring that pedestrian and cycle interventions are integrated into the Innovation Zone.



Overview

The Innovation Zone Character Area is located to the east and north east of Shipley town centre. It comprises two areas which both share the same character and land uses. The larger area is located along the River Aire as it flows towards Leeds, with its northern boundary defined by Otley Road. The smaller parcel is situated between the Airedale railway line and Leeds Road. In total the Innovation Zone comprises 23 hectares.

The Innovation Zone is the location of much of Shipley's industry and commerce, with larger plots which are home to wide variety of commercial premises. The area provides

employment for people throughout Shipley and the wider Bradford District and beyond.

Nearly all of the Character Area is within 1km walking distance of Shipley town centre and railway station. This connectivity positions the Innovation Zone as a highly sustainable location for businesses, with workers having convenient access to public transport and essential services and retail.

Most of the Innovation Zone is identified within Bradford Council's emerging local plan as falling within an Employment Zone. The larger northern area also forms part of the Shipley Business Development Zone.



06. Spatial Framework

Character Area 5



Produmax Engineering



Produmax Business Development Zones



KD Plastics



01. Existing Uses

The Innovation Zone is the main location for industrial uses within Shipley and as such is home to many of its businesses. Sectors which are represented include:

- ▶ Textiles & clothing
- ▶ Precision engineering
- ▶ Logistics & distribution
- ▶ Packaging & plastic products

There are also retail uses within the Innovation Zone, including large format stores along Otley Road (Wickes, Topps Tiles, B&M Home) and several vehicle sales and maintenance businesses. There is a limited presence of offices and residential uses in the northern reaches of the Character Area close to Otley Road, along with a Nuffield Health fitness and wellbeing centre.

Within the Innovation Zone there are several vacant or underutilised sites which could be developed into industrial premises subject to undertaking appropriate technical due diligence.

The Saltaire Brewery and taproom are also located adjacent to the northern part of the Innovation Zone, drawing visitors to this part of the town and diversifying Shipley's manufacturing sector.

06. Spatial Framework Character Area 5

02. Proposed Interventions and Land Use

Development within the Innovation Zone will focus on promoting precision engineering, green industries and innovation on appropriate sites. The expansion of existing businesses will be prioritised to ensure that they can utilise their sites as efficiently as possible and remain within Shipley. Proposals which seek to modernise and upgrade premises will be supported.

The Development Framework also identifies a series of potential opportunity sites within this area which have capacity to accommodate additional businesses. This will be particularly important to ensure that any businesses which relocate from opportunity sites within the town centre can be kept within the town on sites which are suited to their needs. The Innovation Zone's sustainable location close to Shipley town centre will help to attract businesses to this location and provide a positive environment for workers.

Complementary uses will also be supported where they support the advancement of the Character Area into a thriving hub for innovative businesses, focused on advancing Shipley and Bradford's position as a leading centre for clean growth.

03. Movement and Connectivity

A footpath runs along the north bank of the River Aire through the Innovation Zone, connecting Otley Road with the Denso Marston Nature Reserve further along the river to the east. The path varies substantially in quality, with the section immediately to the east of Otley Road presenting as particularly poor and not welcoming to users. There is potential to improve the connections and pedestrian/ cyclist experience as the riverside path meets Otley Road through the light industrial premises at this point.

04. Public Realm

- ▶ Activation of riverside where possible
- ▶ Focus on interface with key arterial roads (Leeds Road, Otley Road)

05. Design Principles and Considerations

- ▶ Retain industrial character and encourage the adaption and retention of character buildings as well as drive forward quality standards within the area.



▶ Innovation Zone - Proposed Development Sites and Movement

Key

Proposed Green Space	Commercial	Key Gateway	Innovation Zone
Existing Green Space	Commercial OR Residential	Active Travel Route	Potential Development Sites
Committed Sites	Commercial OR Mixed-Use	Road Improvement Corridor	



07 Phasing & Delivery

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07. Phasing & Delivery

Delivery Partners

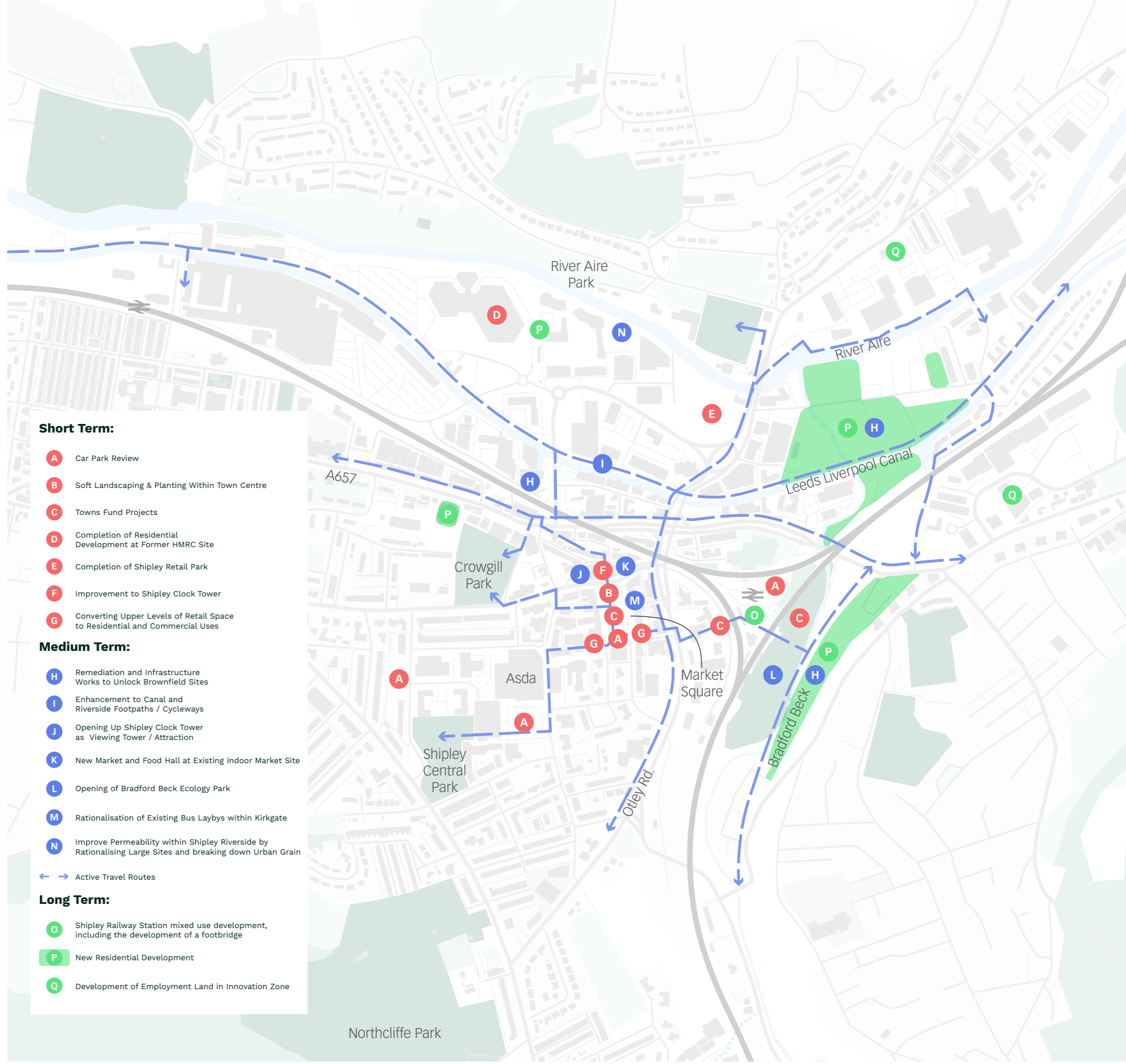
The key delivery partners for Shipley Development Framework are the City of Bradford Metropolitan District Council, Shipley Town Council and individual landowners within the Framework area, as well as future investors and/or developers attracted to the opportunity within Shipley. These partners may also be supported by wider governance arrangements and/or Boards that are established in the area.

The Council will work alongside landowners and partners to bring key sites forward, as well as supporting the delivery of key infrastructure projects, aligned with the Council's emerging Local Plan, Economic Growth Strategy and Clean Growth Strategy as these are endorsed and adopted. Whilst the intention is for the Council to lead on future funding bids to help unlock key infrastructure, there is no secured funding at this stage to deliver these projects or the interventions as set out within this Development Framework.

The Development Framework sets out a vision for the next 15-20 years and over this time horizon there are more immediate, short-term opportunities as well as medium to longer-term. The short-term opportunities in part have already been identified through the Shipley Towns Fund Board and Shipley's Town Investment Plan (TIP).

Phasing Plan

An indicative phasing plan has been prepared for Shipley Development Framework to outline the potential public and market-led interventions that could come forward over the next 15-20 years. It is important to note that the delivery timeframes will be dictated by funding availability and scale of market-led activity and interest over this time period.



Short Term:

- A** Car Park Review
- B** Soft Landscaping & Planting Within Town Centre
- C** Towns Fund Projects
- D** Completion of Residential Development at Former HMRC Site
- E** Completion of Shipley Retail Park
- F** Improvement to Shipley Clock Tower
- G** Converting Upper Levels of Retail Space to Residential and Commercial Uses

Medium Term:

- H** Remediation and Infrastructure Works to Unlock Brownfield Sites
- I** Enhancement to Canal and Riverside Footpaths / Cycleways
- J** Opening Up Shipley Clock Tower as Viewing Tower / Attraction
- K** New Market and Food Hall at Existing Indoor Market Site
- L** Opening of Bradford Beck Ecology Park
- M** Rationalisation of Existing Bus Laybys within Kirkgate
- N** Improve Permeability within Shipley Riverside by Rationalising Large Sites and breaking down Urban Grain

← → Active Travel Routes

Long Term:

- O** Shipley Railway Station mixed use development, including the development of a footbridge
- P** New Residential Development
- Q** Development of Employment Land in Innovation Zone



07. Phasing & Delivery

Short Term (0-5 years)

Short-term opportunities for Shipley are those which could feasibly come forward within the next 5 years. There is also the potential to bring forward more immediate interventions in the next year, which would start to positively change the perception of Shipley for existing residents, business occupiers and investors over the longer-term.

More immediate opportunities could include the following:

- ▶ Preparation of a Shipley focused Investment and Delivery Plan to identify a clear route-map to project delivery, including key infrastructure required to unlock development.
- ▶ Scope to introduce a Shipley Business Improvement District (BID) providing additional support to invest in and regenerate the town's public spaces and amenities.
- ▶ Car parking review and strategy to help determine the potential for future development sites.
- ▶ Hosting more events within Shipley Town Centre, including the potential to broaden out the Saltaire festival to become the Shipley and Saltaire Festival and building upon Bradford City of Culture 2025 events programme.
- ▶ Establishing an 'Invest in' Shipley brand, which would showcase the opportunities and potential within Shipley, include support for place-marketing, as well as investor and business relations. As part of this, create a Shipley Place Board with key stakeholders and businesses with a vested interest in the town alongside the Council and Town Council.
- ▶ Introducing more soft landscaping, planting and colour within the heart of the town centre and pedestrianised areas. This could include temporary planters in the more immediate term.

Those opportunities in the short-term include:

- ▶ Completion of Shipley's Towns Fund projects – including a revitalised Market Square, improved active travel routes to link with the railway station and Saltaire, and enhancing Bradford Beck to renaturalise its flow and create new open space.
- ▶ Encourage pop-up shops within existing vacant units, which could be used for creative and community uses and support new business start-ups.
- ▶ An improved wayfinding strategy which links Saltaire with Shipley Town Centre and introduces more public art.
- ▶ Securing additional funding to de-risk and unlock potential development sites within Shipley, including funding which could be used to remediate brownfield sites and undertake land assembly in readiness for development.
- ▶ Completion of the former HMRC site delivering high-quality residential development.
- ▶ Completion of Shipley retail park (Home Bargains) which is market-led.
- ▶ Improvements to Shipley Clock Tower to create a positive icon for the town
- ▶ Encouraging upper levels of retail space to be used for alternative uses, including residential and commercial uses (e.g. serviced office space) where appropriate.
- ▶ Feasibility work to scope and inform the construction of a new footbridge and pedestrian route from the town centre to the railway station in the longer term.

Medium Term (5-10 years)

- ▶ Undertaking remediation and infrastructure works needed to unlock more complex brownfield sites for redevelopment. This could include sites at Central Avenue, Otley Road, Ashley Lane and Crag Road.
- ▶ Enhancements to canal and riverside footpaths/ cycleways through the use of public art, heritage trails, better publicity and opportunities for new planting/ landscaping and places to dwell along the route.
- ▶ Creation of a more established creative quarter within Shipley, including improvements to public realm and assembling sites for redevelopment to encourage market-led investment and attract new occupiers and creatives to set up.
- ▶ Exploration of opening up Shipley Clock Tower as a viewing tower and attraction alongside a Shipley museum.
- ▶ Creation of a new market and food hall to replace Shipley's existing offer
- ▶ Establishing improved amenity and accessible greenspace for Shipley with the opening of Bradford Beck Ecology Park.
- ▶ Promoting pedestrian connectivity and safety from the surrounding suburbs into the town centre.
- ▶ Rationalisation of existing bus laybys within Kirkgate to improve pedestrian safety and create easier access to the east side of the new Market Square.
- ▶ Exploration of measures to improve permeability within Shipley Riverside by rationalising large, inaccessible sites which act as barriers to movement. This could be addressed through breaking down the urban grain prior to development.

Long Term (10 years plus)

- ▶ Shipley Railway Station mixed use development, including the development of a footbridge connecting the railway station with Shipley town centre.
- ▶ Relocation of existing businesses (where businesses are willing and able to do so) to a more-focused Business Development Zone in Shipley, releasing these sites for redevelopment, including more residential uses.
- ▶ Development of land for high-quality residential, including land adjacent to the newly created Bradford Beck Ecology Park.
- ▶ Development of land for high-quality employment opportunities.



Appendix A

Strategic Regeneration Context





Appendix A. Strategic Regeneration Context

This section summarises relevant **national, regional and local policy and strategies** which underpin the proposals within this SRF.

National

The UK Government has a target to deliver 300,000 new homes each year to address the growing backlog of housing delivery, provide for projected population growth, and support ambitions for economic growth.

In common with many town centres, Shipley has seen footfall decline and vacancy rates rise. Substantial challenges exist for high streets which have not been able to adapt and diversify in the wake of Covid 19, including rising costs and the continued dominance of online retail.

Levelling up the United Kingdom White Paper (2022)

Seeks to spread opportunities to the places where they are most needed, including boosting productivity, bolstering skills, health and wellbeing, restoring local pride, improving housing quality and creating safer neighbourhoods.

UK Innovation Strategy (2021)

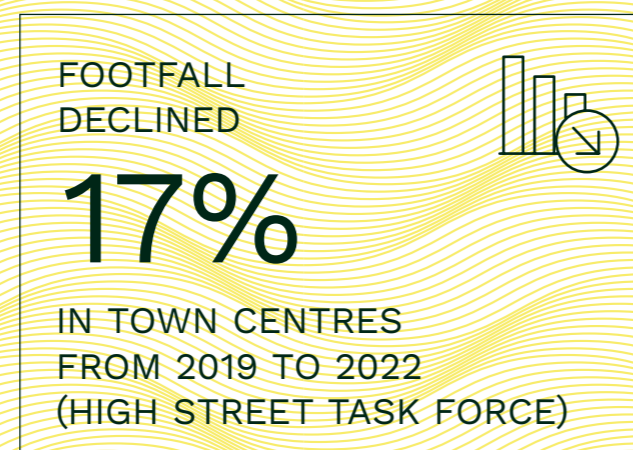
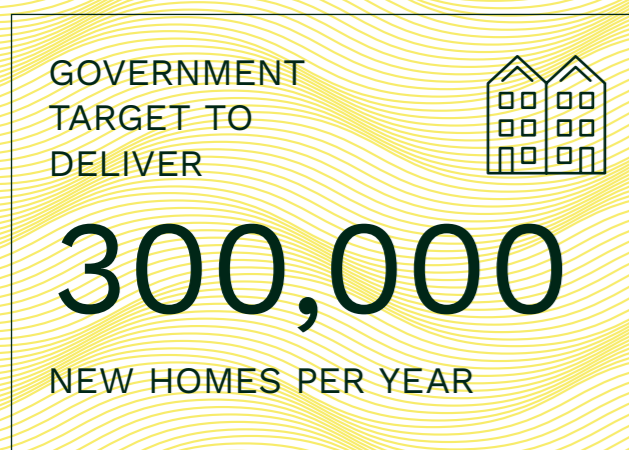
Sets out Government's long-term plan for delivering innovation-led growth by creating the right conditions for businesses to innovate, developing research and development capacity, and supporting links between research and industry.

Build Back Better High Streets (2021)

Affirms Government commitment to supporting high streets as a driver for local economic growth, with a focus on place-making, green infrastructure, active travel, improving safety, and celebrating culture and heritage.

National Model Design Code (2021)

Provides detailed guidance on the production of design codes, guides and policies to promote successful design, and acts as a toolkit for local authorities to successfully implement this.



Leeds City Region

West Yorkshire Strategic Place Partnership being developed between West Yorkshire Combined Authority and Homes England to secure greater collaboration towards three strategic objectives:



Accelerate housing delivery and regeneration through 'investment ready' proposals



Create sustainable neighbourhoods which align with net zero carbon ambitions



Improve the supply and quality of affordable housing

The Canal Road corridor towards Shipley is identified as a key focus area and an investment location.

The West Yorkshire Plan 2040

Affirms key missions to deliver transformational change across West Yorkshire. A primary mission is to create a more prosperous West Yorkshire by growing high-value employment opportunities, supporting existing businesses and investing in skills and talent through partnership working.

Leeds City Region Housing Vision (2018/19)

Sets out a collective vision to create inclusive neighbourhoods and quality of place alongside the delivery of 65,000 new homes over the next 5 years.

West Yorkshire Combined Authority Transport Strategy 2040

Seeks to provide world-class, well-connected transport that makes travel around West Yorkshire easy and reliable. It highlights focal areas for housing and jobs growth within Bradford City Centre and the Shipley Canal Road Corridor, as well as key towns across Airedale.

Strategic Economic Framework for West Yorkshire (2020)

Sets out an overarching vision for West Yorkshire 'to be recognised globally as a place with a strong, successful economy where everyone can build great businesses, careers and lives supported by a superb environment and world-class infrastructure'.

Local Industrial Strategy (2019)

Key aims are increasing productivity, skills, innovation and infrastructure investment, addressing health challenges, improving overall quality of life, and unlocking the potential of places to tackle inequality.





Appendix A. Strategic Regeneration Context



ECONOMY WORTH
£9.5BN
A YEAR



2ND
HIGHEST LEVEL OF
ENTREPRENEURSHIP
(PWC)



TOP 20
CITIES FOR BUSINESS
GROWTH (SUNDAY
TIMES 2020)



HOME TO OVER
16,000
BUSINESSES

SECTOR STRENGTHS

MANUFACTURING

FOOD & DRINK

DISTRIBUTION & LOGISTICS

FINANCIAL SERVICES

DIGITAL

HEALTH & SOCIAL CARE

Bradford District

Bradford District Plan 2021-2025

Confirms the Council's ambition to provide a better, fairer and more inclusive future for Bradford. It aims to grow high-value businesses in innovative sectors and support skills development by capitalising on sector strengths. Bradford will grow its green economy, ensuring the infrastructure is in place to support climate change resilience and the transition to net zero carbon.

The Plan identifies five core outcomes:



Bradford Housing Strategy 2020-2030

Sets out key objectives to secure the delivery of 1,703 new homes per annum including 411 affordable homes. There is also a focus to reduce the proportion of empty homes in the district, improve housing conditions, and reduce homelessness.

Pioneering, Confident & Connected – Economic Strategy for Bradford District 2018-2030

Outlines plans to grow the economy by more than £4bn, providing 20,000 new jobs and recognising the importance of Bradford's young and enterprising population.

Culture is Our Plan – City of Bradford Cultural Strategy 2021-2031

Confirms the importance of culture in Bradford's economic recovery through a vision which celebrates creativity, delivers positive cultural impact and promotes a thriving, diverse and sustainable cultural and creative sector.

Environmental Improvement Plan (2023)

Sets out a 25 year plan comprising 10 objectives to better the environment for future generations, embedding the UN's Sustainable Development Goals to help achieve these goals domestically and drive progress internationally.

Bradford Local Infrastructure Plan (2021)

Confirms the scale of infrastructure needed to support Bradford's proposed growth.

Proposals include:

- ▶ Enhancing green spaces
- ▶ New dedicated walking and cycling routes
- ▶ Platform and capacity improvements on the Airedale line
- ▶ £2.5m rail parking package at Shipley station
- ▶ Exploration of Skipton to Colne railway re-opening
- ▶ Road improvements to ease congestion and improve bus reliability

Shipley Town Investment Plan 2021

Aims to unlock regeneration and growth opportunities through £27m Towns Funding for several projects in Shipley town centre.



Appendix A. Strategic Regeneration Context

Planning Policy

National Planning Policy Framework

(2023) Outlines the importance of providing a range of housing (type and tenure), including provision of affordable housing, to create mixed and balanced communities. The creation of new communities should reflect the area's economic potential, realise net environmental gains, provide good connectivity to services and employment opportunities, make the most of masterplans to ensure high quality development comes forward, and have a realistic approach in terms of how sites come forward and are delivered.

Bradford Council Local Plan

Core Strategy (2017)

Sets out a number of sustainability and transport policies which are relevant to the Development Framework: Policy SC1 Overall Approach and Key Spatial Priorities, SC2 Climate Change and Resource Use, Policy SC3 Working Together, Policy SC4 Hierarchy of Settlements, Policy SC5 Location of Developments, Policy SC6 Green Infrastructure as well as sub area policies– AD1 Airedale, AD2 Investment Priorities, PN1 South Pennine Towns and Villages and PN2 Investment Priorities for the Pennine Towns and Villages.

Replacement Unitary Development Plan (RUDP) 2005 (Saved Policies)

Adopted in 2005, and policies were saved by the Secretary of State in 2008. A number of policies have not been deleted by the Core Strategy Development Plan Document (DPD) and other Local Plan documents.

Shipley and Canal Road Corridor Area Action Plan (2017)

Provides the statutory planning framework to guide the regeneration of the Shipley and Canal Road Corridor up to 2030.

Homes and Neighbourhoods: A guide to designing in Bradford (2020)

Helps to ensure the creation of healthy communities where people can flourish through new housing developments, and highlights Bradford's varied history, settings and landscapes.

Bradford Council Emerging Local Plan 2020-2038

The emerging plan sets out the draft housing policies to meet the growth needs of the District over the next 15-20 years. The draft plan is due to be published for public consultation in summer 2024.

Emerging Baildon Neighbourhood Development Plan

In 2022 Baildon Town Council resolved to re-commence work on the plan. A neighbourhood area designation was originally approved in 2015.

