

# MANCHESTER SCHOOL OF ARCHITECTURE

## WOODLEY REVIVAL

### Agenda

In this live project we will partner with Institute of Place Management, to design and develop a community vision for Woodley, a district centre in Stockport, Greater Manchester. **An Urban Insertion** with the aim of broadening social productivity and community involvement. This project will allow you to explore & develop principles on an Urban Scale understanding the surroundings through research and developing a masterplan. You will produce design proposals for a series of unique spaces within the site, creating illustrative visuals, graphics, sketches and drawings. The project provides an opportunity to express creative artistic ideas along with analytical research in an exciting and locally valued site.

Visit [msa.ac.uk](http://msa.ac.uk) for more information

MANCHESTER  
1824  
The University of Manchester



Manchester  
Metropolitan  
University



Institute of Place Management

MSA  
LIVE 23

## Team

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## Partners

The Teenage Market is a UK-based company that empowers young entrepreneurs and performers by providing them with a platform to showcase their talents and products. Their goal is to support and encourage young people in their entrepreneurial endeavours, helping them gain experience and exposure.

Joe Barratt, the co-founder of The Teenage Market and Fellow of the Institute of Place Management (IPM), brings a fresh and innovative perspective to the Woolley project. Drawing upon frameworks such as the High Street Task Force's '4 R's of Renewal' and the concept of a 20-minute neighbourhood, the project aims to design place interventions and high-concept visions for development.

As a Junior Fellow at the IPM, Joe specializes in developing successful creative projects in town and city centres. The collaboration with The Teenage Market seeks to foster participatory planning and place-making, actively involving the local business community, small shopkeepers, and nearby residents in shaping the future of the area.

In the context of the Woolley project, The Teenage Market's involvement brings fresh perspectives and innovative ideas to the table. The project aims to create a vibrant and inclusive environment that fulfils the needs and aspirations of the local community.

# Agenda

## Woodley Revival

Our project focuses on a specific part of the Woodley area, aiming to revitalize the aging 1960s shopping precinct through sustainable urban development. In collaboration with the Institute of Place Management, we are working towards designing and implementing a community vision for Woodley, which will serve as a district center in Stockport, Greater Manchester. The primary objective of our project is to enhance the attractiveness of the area and revitalize its appeal, ultimately attracting people back to the location. Central to the project's vision is the promotion of physical health and mental well-being, the investment in high-quality public spaces, and the creation of additional community areas. By enhancing the appeal of the area, we seek to elevate Woodley's status as an attractive place to live and work. Simultaneously, it is crucial to ensure the continued engagement and involvement of the existing demographic, including elderly pensioners and working-class residents. Recognizing the growing concern surrounding anti-social behavior and crime, our project prioritizes the establishment of safer environments, particularly during nighttime. This involves designing spaces that are secure and welcoming, incorporating suitable lighting, surveillance measures, and fostering a sense of community ownership and responsibility. By addressing this issue, we aim to create a sense of security and well-being among residents and visitors alike. Collaborating with the Institute of Place Management, our project offers a unique opportunity to explore and develop principles of urban design on an impactful scale. Through extensive research and the development of a masterplan, we aim to gain a comprehensive understanding of the site and its surroundings. This will guide us in producing design proposals for a series of distinct spaces within the precinct, utilizing illustrative visuals, graphics, sketches, and drawings. The project encourages both creativity and analytical research, allowing us to express artistic ideas while considering the local significance of the site. By combining these elements, our project strives to transform Woodley into a vibrant and socially productive community, where residents actively participate in shaping their environment. Through sustainable urban development, we aim to create an inclusive and appealing district center that enhances the quality of life for its residents and fosters a strong sense of place. Through planning and design, we seek to create an environment that caters to the needs and preferences of the community, offering a range of amenities, services, and engaging public spaces. By doing so, we aspire to reinvigorate the area, encouraging people to return and once again embrace the district as a desirable place to live, work, and visit.



# Decoding Woodley

Woodley is a residential area located in the borough of Stockport, Greater Manchester, England. Situated on the eastern outskirts of Stockport, Woodley offers a suburban environment with a mix of residential properties and green spaces. The neighborhood is characterized by its predominantly residential streets, featuring a range of housing options such as detached houses, semi-detached properties, and terraced homes. Woodley benefits from its proximity to several parks and recreational areas, providing residents with opportunities for outdoor activities and relaxation. Residents of Woodley have access to a variety of amenities and services. The area has a selection of local shops, supermarkets, and convenience stores, ensuring everyday needs are met. Additionally, there are several schools and educational institutions in the vicinity, making it a suitable location for families with children. Transportation options in Woodley are convenient, with good road links to nearby towns and cities. The A560 road passes through the area, connecting it to Stockport town center and other major routes. Bus services also serve Woodley, providing connections to neighboring areas. Woodley offers a suburban lifestyle within easy reach of urban amenities. Its residential character, green spaces, and convenient location make it an appealing choice for those seeking a peaceful community atmosphere while still being close to the amenities and transportation links of Stockport and the wider Greater Manchester area.



Residential area



Train station



Existing green space



Church

## Circulation Analysis

As the center of Woodley, Woodley Precinct gathers various activities (shopping, leisure, medical, etc.) required by the public. At the same time, the flow of people from surrounding churches, schools, clubs, residential areas and other places gather here, but the function is too single and traditional, which obviously cannot meet the activity needs of all people.



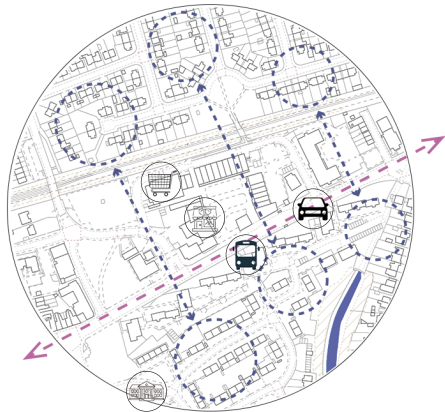
In a corner of Market Street, there is an unexpected sight—an abandoned toilet. Rather than disregarding or removing it, there is a unique plan in place to preserve and repurpose the toilet for public use. The preservation of the abandoned toilet for public use demonstrates a commitment to sustainable practices and repurposing existing resources.

The grocery shop's strategic location on Market Street makes it easily accessible to the entire community. Its convenient position allows residents to conveniently access fresh produce, household essentials, and a wide range of groceries without having to travel far.

Despite being open for business, this particular shop on Market Street has not been receiving the desired level of foot traffic and visitors. Is it because of the existence of Iceland? Maybe a business needs to be changed? Perhaps a change of clientele is required?

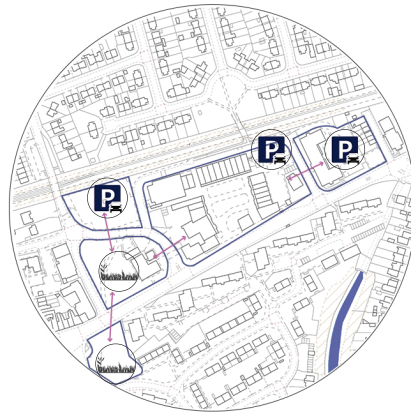
The central green space that occupies a sizable area holds tremendous potential as a community attraction and a gathering place for visitors. Despite its current underutilization, there is a strong desire to revitalize and transform it into a vibrant hub of activity.

# Swot Analysis



## Strength

The site is located in the heart of the Woodley area, and next to the main road. As the center, it connects the residential area on both sides of the north and south, and becomes a center place for people to gather and relax



## Weakness

The disadvantage is that the fragmented plots do not maximize the value of the site. The abandoned green space should be a good resource, and scattered parking lots occupy most of the space, wasting a lot of land



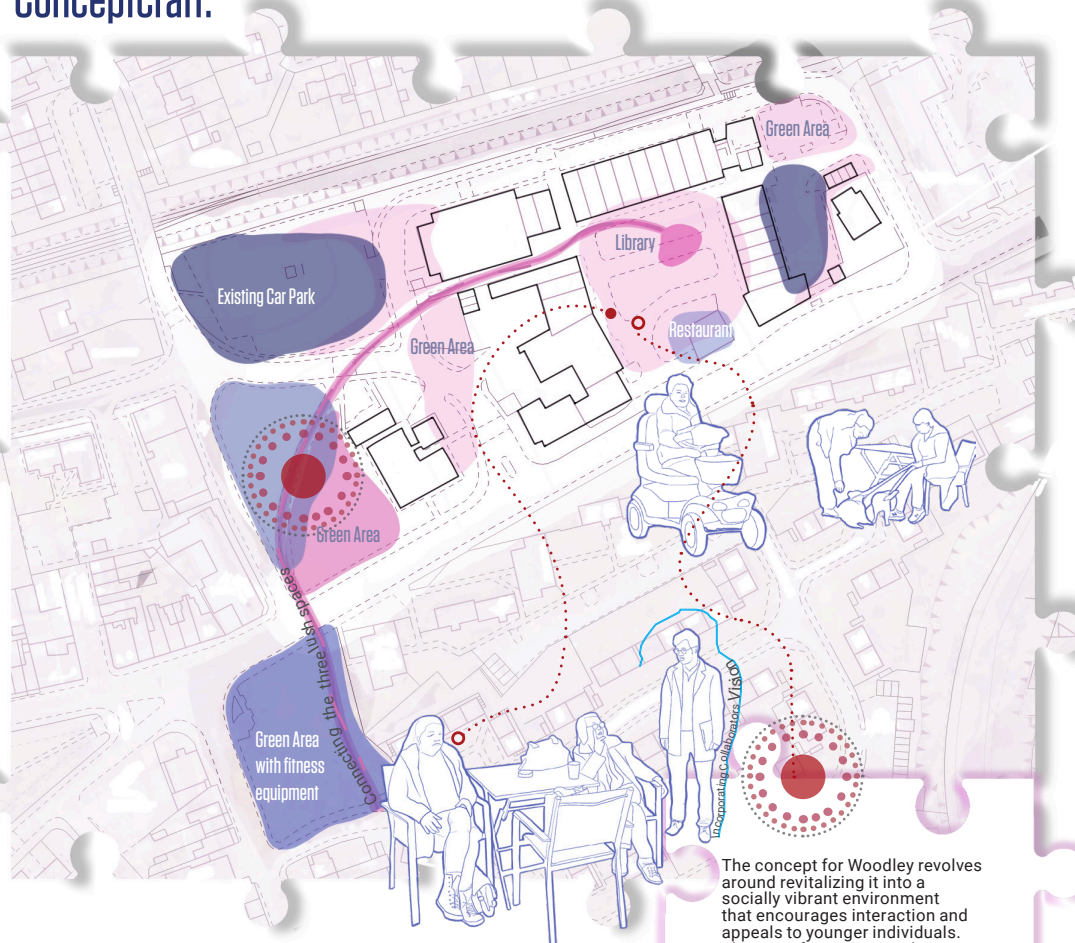
## Opportunity

At the same time, the site has great opportunities. If the whole is connected to each other and more public functions are added, there is no doubt that the communities on both sides will be closely connected



## Threats

The only threat that exists is a security issue. Woodley's disused railway and the backsides of buildings have become a hotspot for crime following the stabbing. Therefore, it is urgent to improve this problem



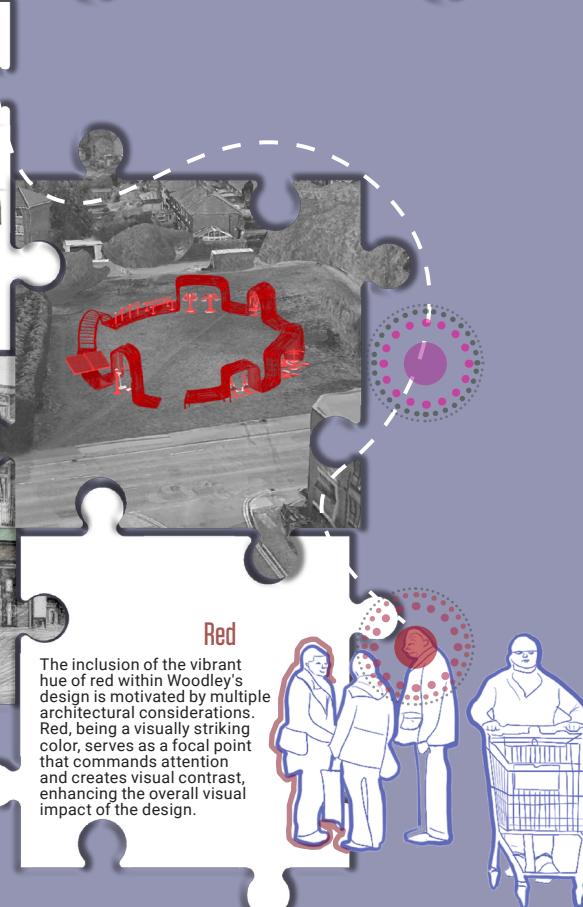
The concept for Woodley revolves around revitalizing it into a socially vibrant environment that encourages interaction and appeals to younger individuals. This transformation involves incorporating vibrant and lively spaces throughout the area. Additionally, the inclusion of restaurants and fitness facilities as functional amenities aims to enhance user engagement, infuse vitality, and attract a broader audience to Woodley's space.



Covered Pathways



Preserving the current surroundings



Red

The inclusion of the vibrant hue of red within Woodley's design is motivated by multiple architectural considerations. Red, being a visually striking color, serves as a focal point that commands attention and creates visual contrast, enhancing the overall visual impact of the design.



Pet Friendly

Timber and Steel are recyclable. Timber releases less carbon emissions than Steel during production. Treated timber lasts over 7 years and Steel can last for more than 20 years



Sustainability

Timber is one of the most cosy effective materials compared to Steel. Timber is a thermal insulator, while steel isn't. Transportation of timber contribute 29% to the CO2 emissions which is less than other materials



# Masterplan

MASTERPLAN 1:1250  
Woodley Shopping Precinct

0 10 20 30 50



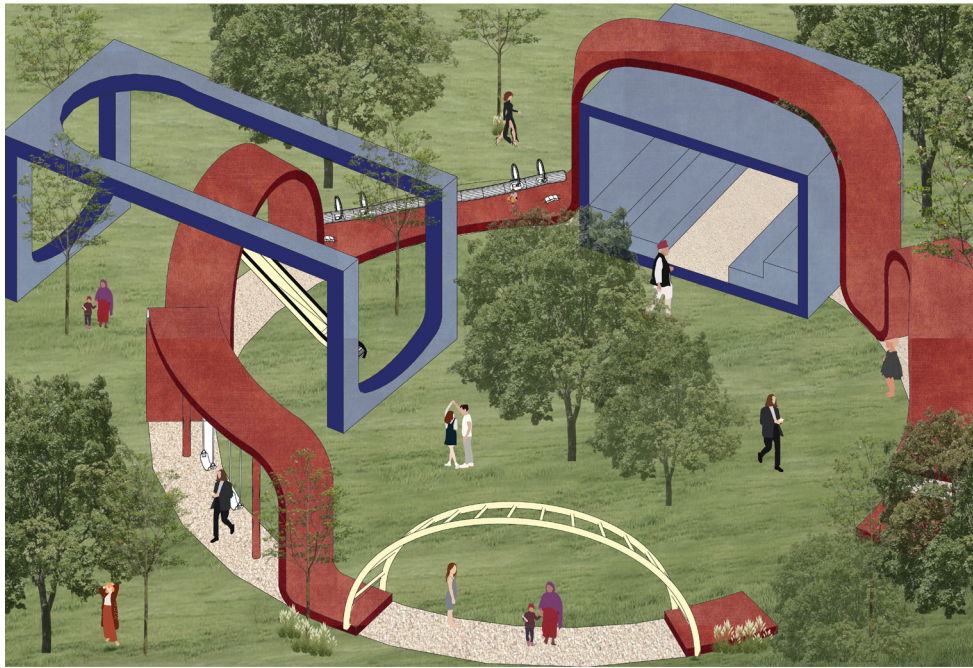
- |                       |                          |
|-----------------------|--------------------------|
| 1 children playground | 11 green area III        |
| 2 green area I        | 12 car park II           |
| 3 red canopy          | 13 dental house          |
| 4 green area II       | 14 car park III          |
| 5 civic hall          | 15 grocery stores        |
| 6 jogging path        | 16 central activity area |
| 7 car park I          | 17 restaurant            |
| 8 Iceland supermarket | 18 outdoor sitting area  |
| 9 grocery stores      | 19 grocery stores        |
| 10 public toilet      | 20 car park IV           |



Component 1 : This component is mainly for elderly people to use



Final visual 1



Component 2 : This is a playground for kids



Final visual 2

## ABOUT

Each year the MSA LIVE programme unites Masters Architecture year 1 students with those in BA year 1 and year 2 and Masters Landscape Architecture 1 in mixed-year teams to undertake live projects with external partners to create social impact.

## LIVE PROJECTS

All MSA LIVE projects are live. A live project is where an educational organisation and an external partner develop a brief, timescale, and outcome for their mutual benefit.

## SOCIAL IMPACT

All MSA LIVE projects have social impact. Social impact is the effect an organization's actions have on the well-being of a community. Our agendas are set by our external collaborators.

## EXTERNAL PARTNERS

MSA LIVE projects work with many organisations: charities, community groups, social enterprises, community interest companies, researchers, practitioners and educators.

## STUDENT-LED

Our MSA masters students take the lead in the project conception, brief development, delivery and co-ordination of a small project. Other cohorts joined for an eventful 2 weeks of activities at the end of the academic year.

## KNOWLEDGE TRANSFER

Working in teams within and across year groups and courses; MSA students participate in peer to peer learning. In addition, collaborators, participants and students engage in the transfer of tangible and intellectual property, expertise, learning and skills.

## LARGE SCALE

This year approximately 650 students from 4 cohorts in MSA have worked on 42 projects with partners.

## QUESTIONS

For questions about MSA LIVE please contact the MSA LIVE team:

**[msalive@mmu.ac.uk](mailto:msalive@mmu.ac.uk)**

## BLOG

**[live.msa.ac.uk/2023](http://live.msa.ac.uk/2023)**

## SOCIAL

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## WEBSITE

**[www.msa.ac.uk](http://www.msa.ac.uk)**