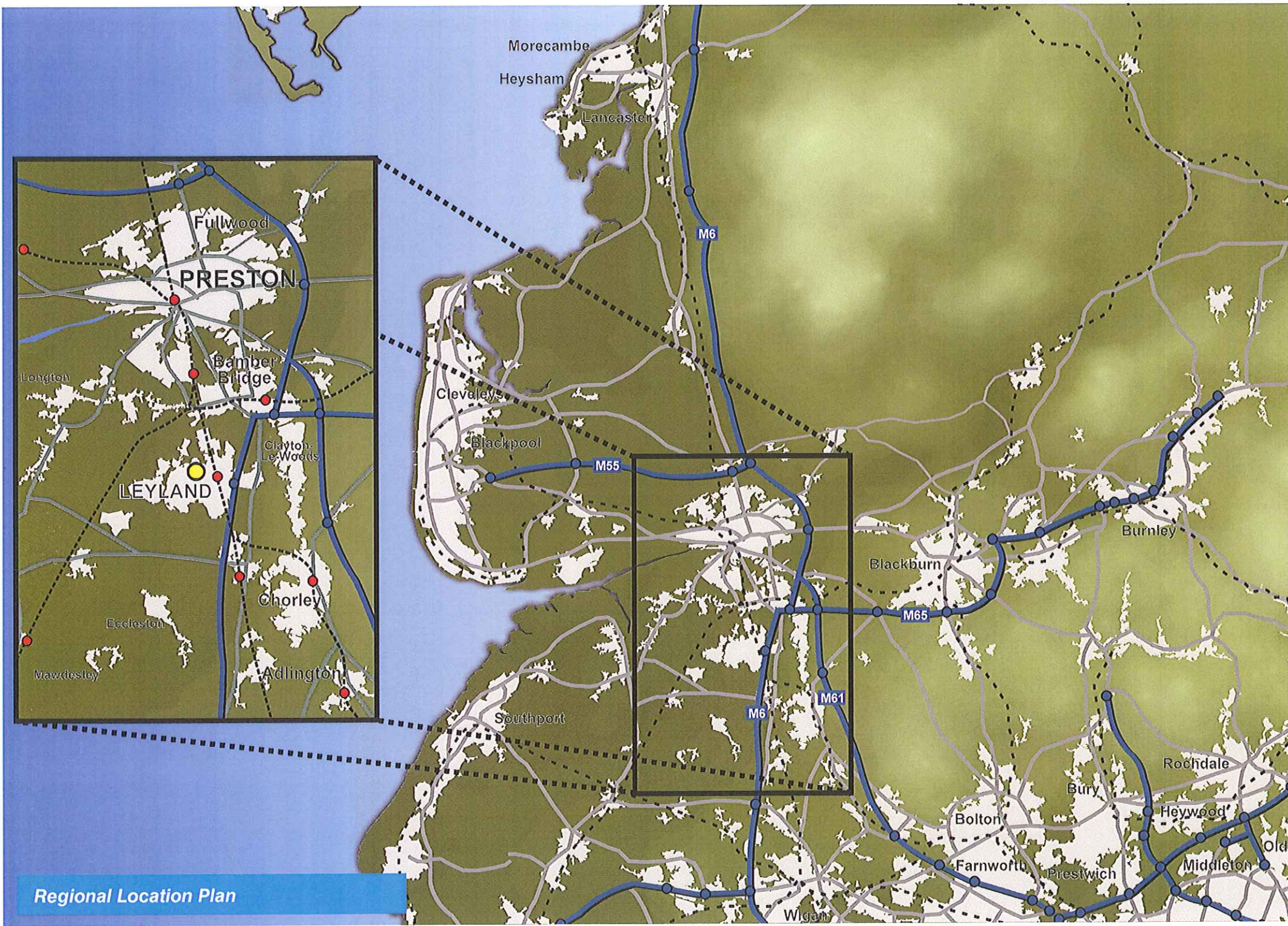




Leyland Town Centre Masterplan

Vision and Masterplan

February 2007



Regional Location Plan

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Appendices (Separate Documents)

Appendix 1: Sustainability Appraisal Report

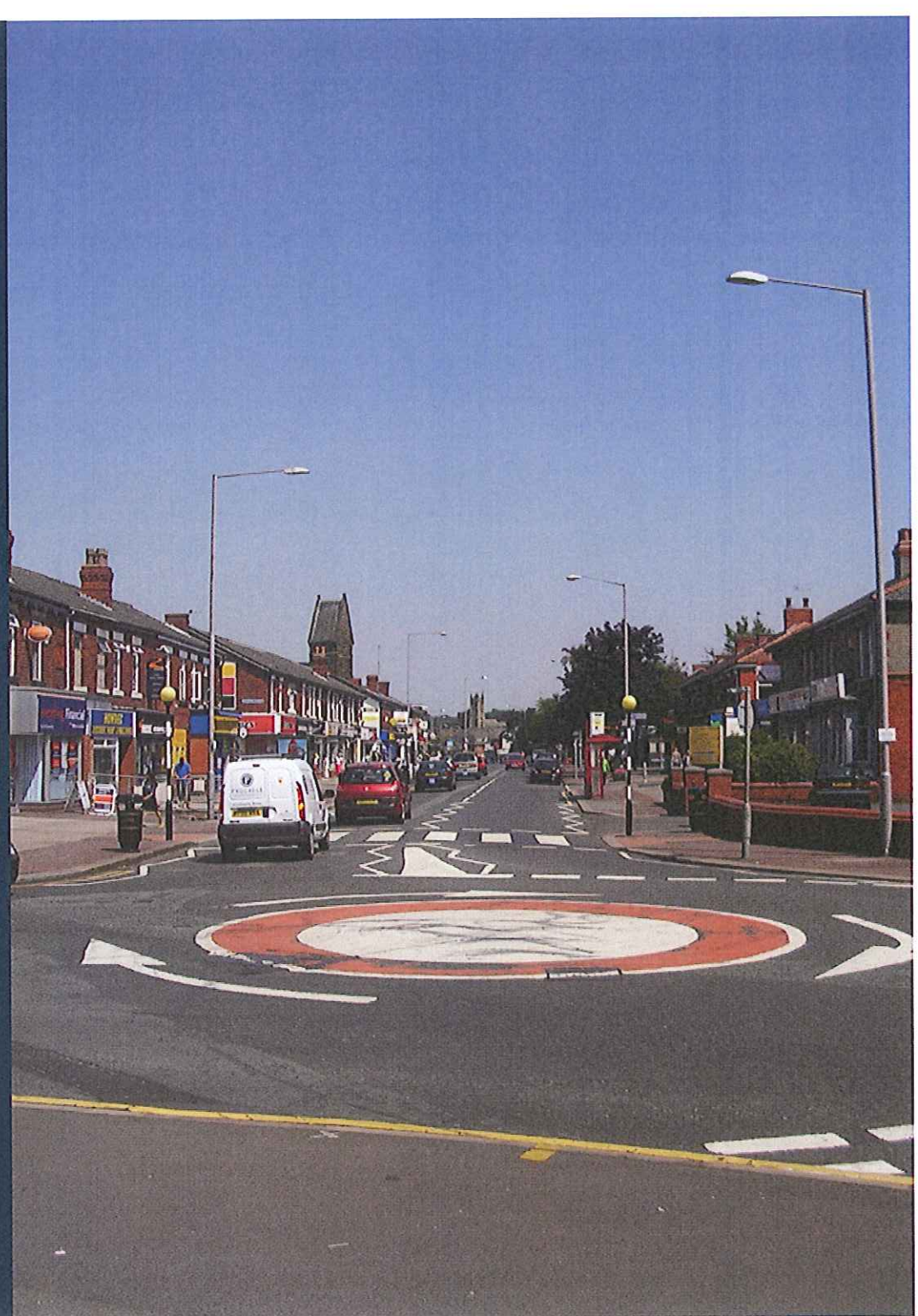
Appendix 2: Consultation Report (Summary)

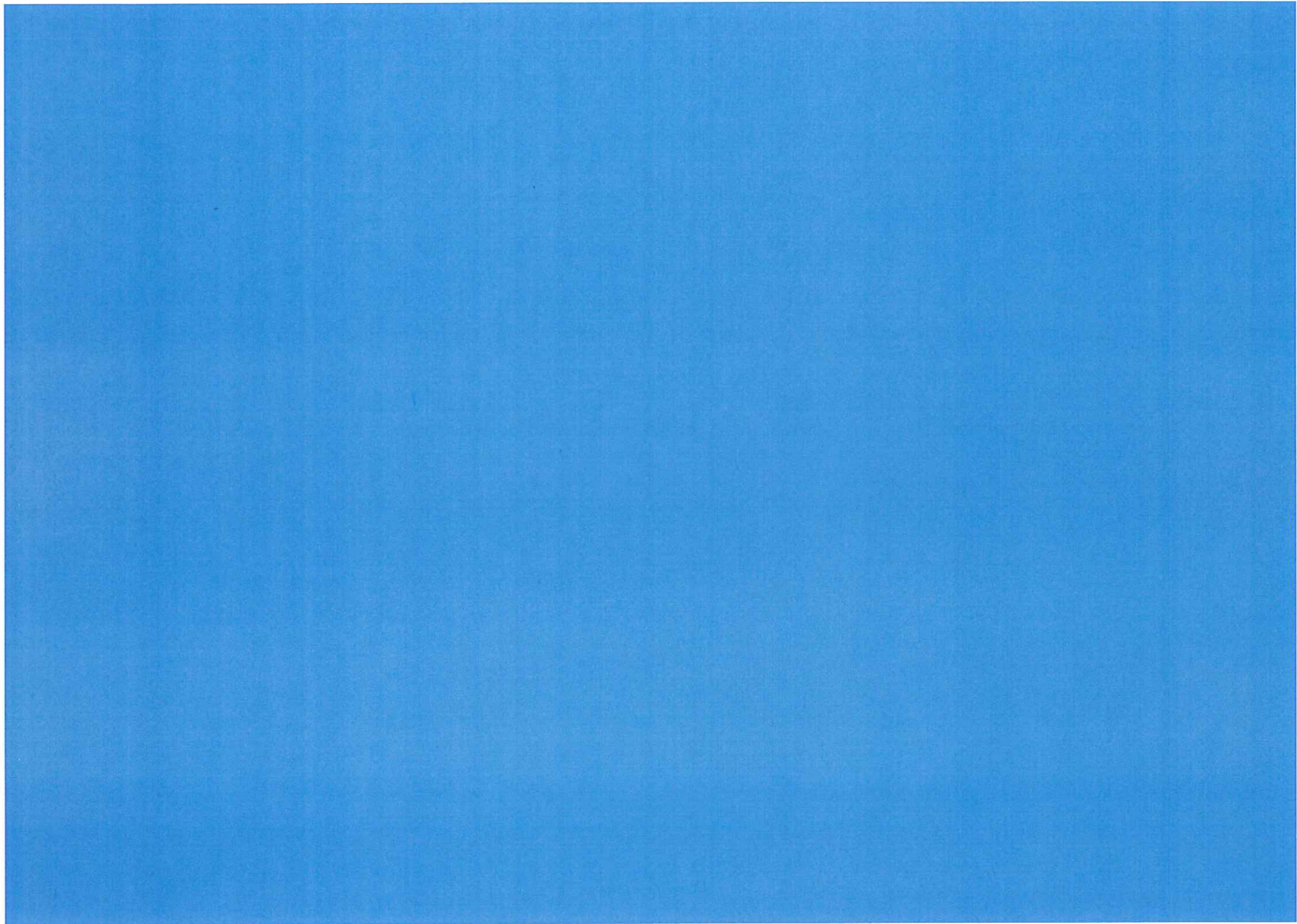
Appendix 3: Glossary

Supporting Documents

1: Baseline Report

2: Options Report





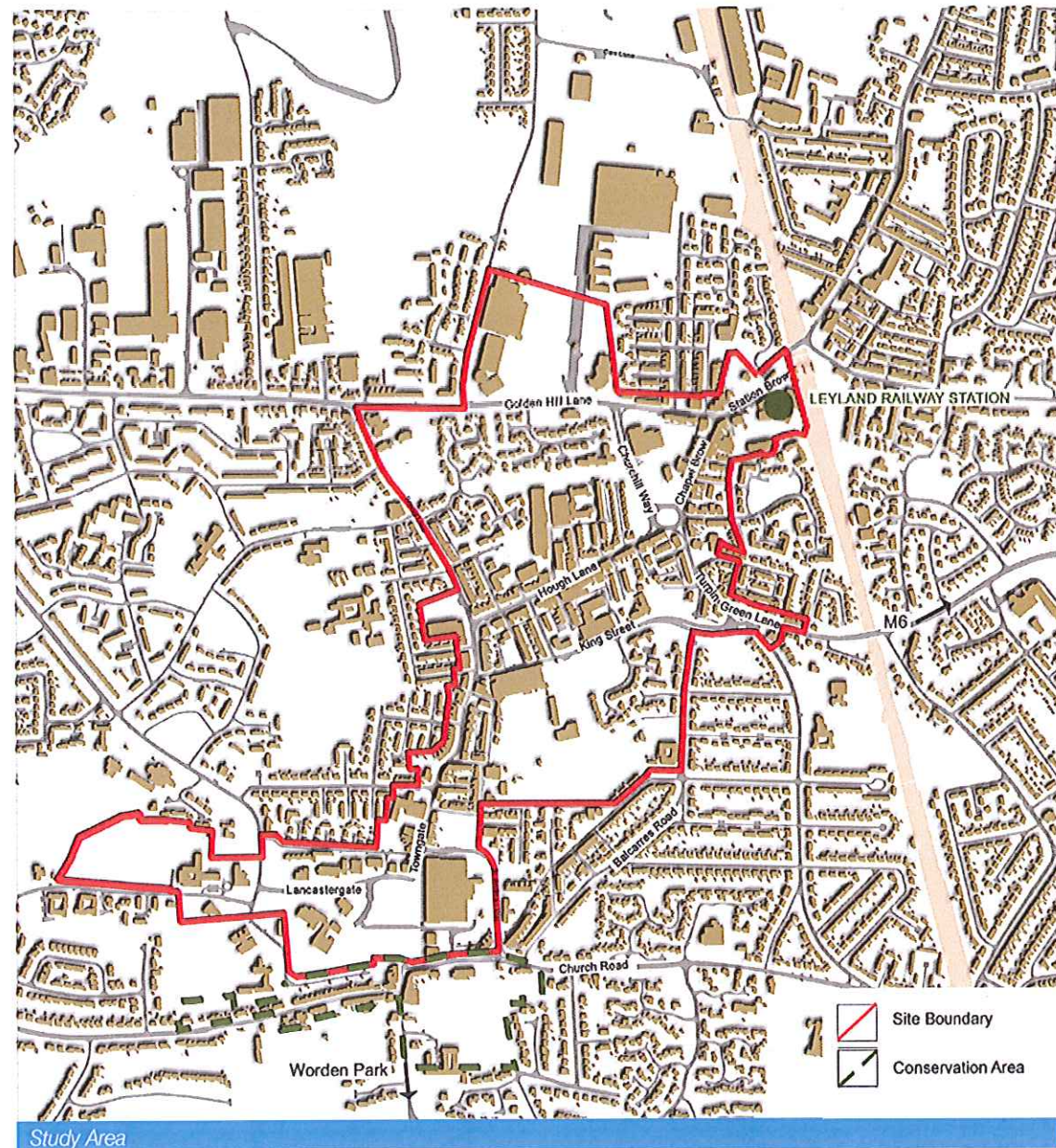


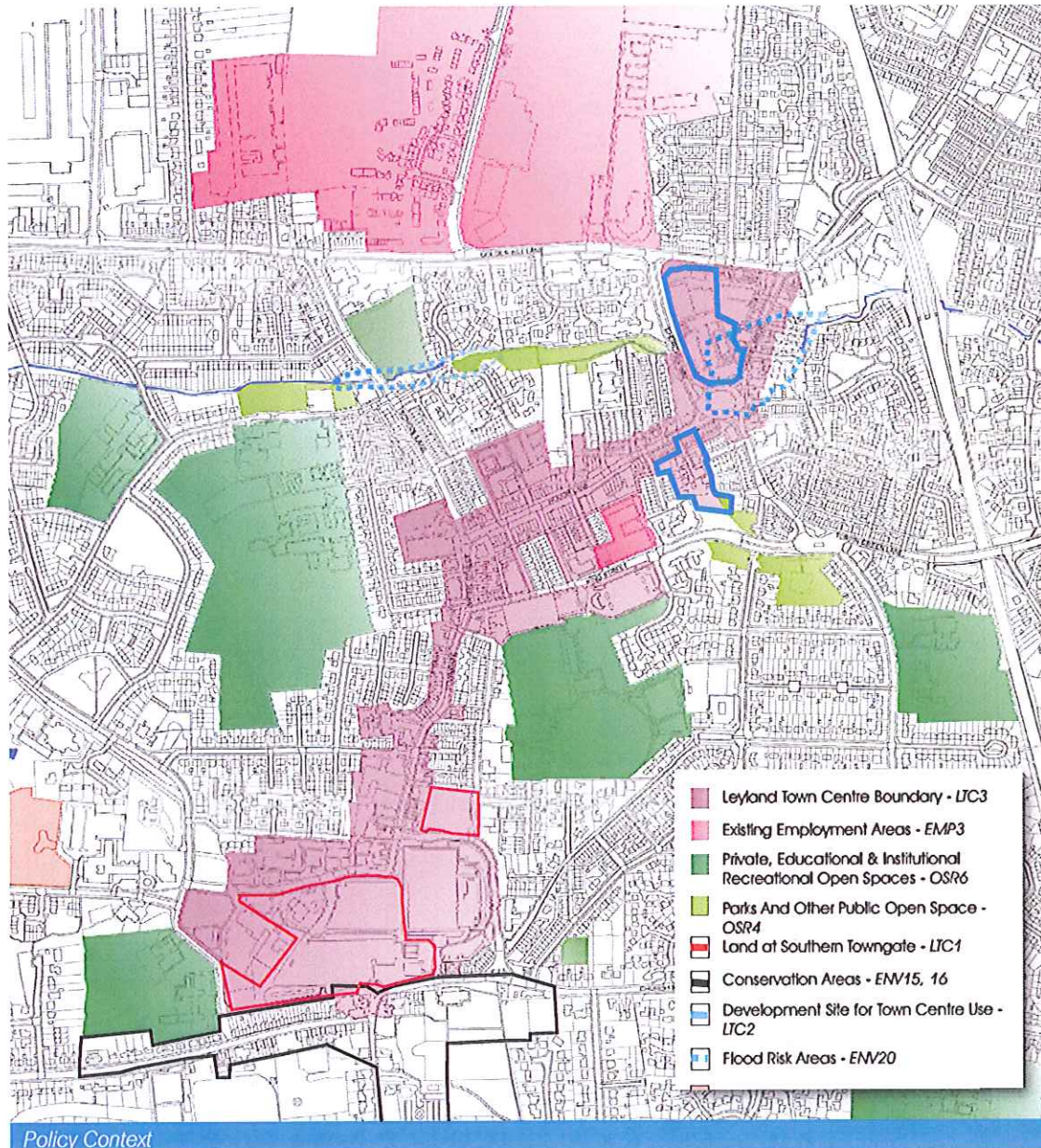
Executive Summary

Introduction

In October 2006 South Ribble Borough Council commissioned a Masterplan for Leyland Town Centre with the principle aim of providing a 'comprehensive Masterplan for the regeneration of Leyland Town Centre to help promote and co-ordinate on-going regeneration and redevelopment'. The Masterplan will also inform the preparation of the Local Development Framework (LDF).

The consultants appointed to undertake this important piece of work is a multi disciplinary team led by Taylor Young, a company of regeneration practitioners, planners, urban designers, landscape architects and architects; regeneration, property, planning consultants BE Group; transportation and movement experts Faber Maunsell; Investment and funding consultants Riddelltps Limited and environmental consultants Enviros.

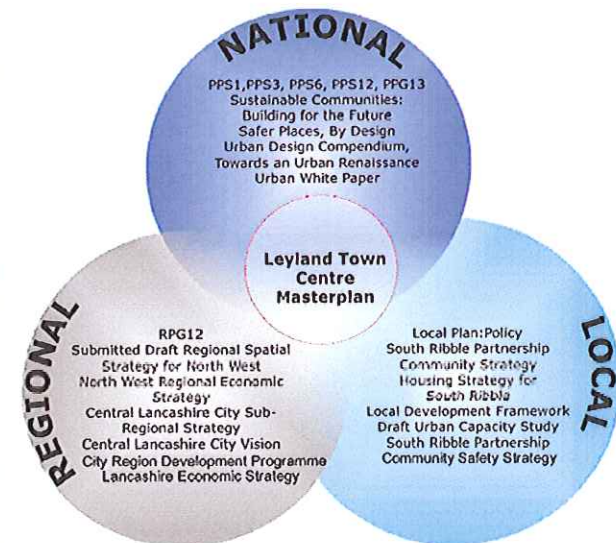




Process

The process of developing the Masterplan has been intense, encompassing a wide range of activities aimed at:

- Understanding the national, regional, sub regional and local perspective;
- Appreciating the trends and forces at work, both locally and in global economy;
- Identifying the needs and aspirations for the future; and
- Setting the direction and mechanism for meeting the requirements.



Key elements of the process have included;

- Technical research of local, regional and national material on a wide range of subjects including sustainable urban growth, design and built form, future transport systems and new approaches to providing civic amenities and facilities;
- Local area analysis of the built form, urban design, public realm, transport, landscape and property;
- Consultation with local stakeholders; and
- Regard to other proposals and projects.

Each of these elements has been considered in the context of the need to reinforce Leyland within the sub region in defining it as an interesting and distinctive place to live, work, shop and visit.

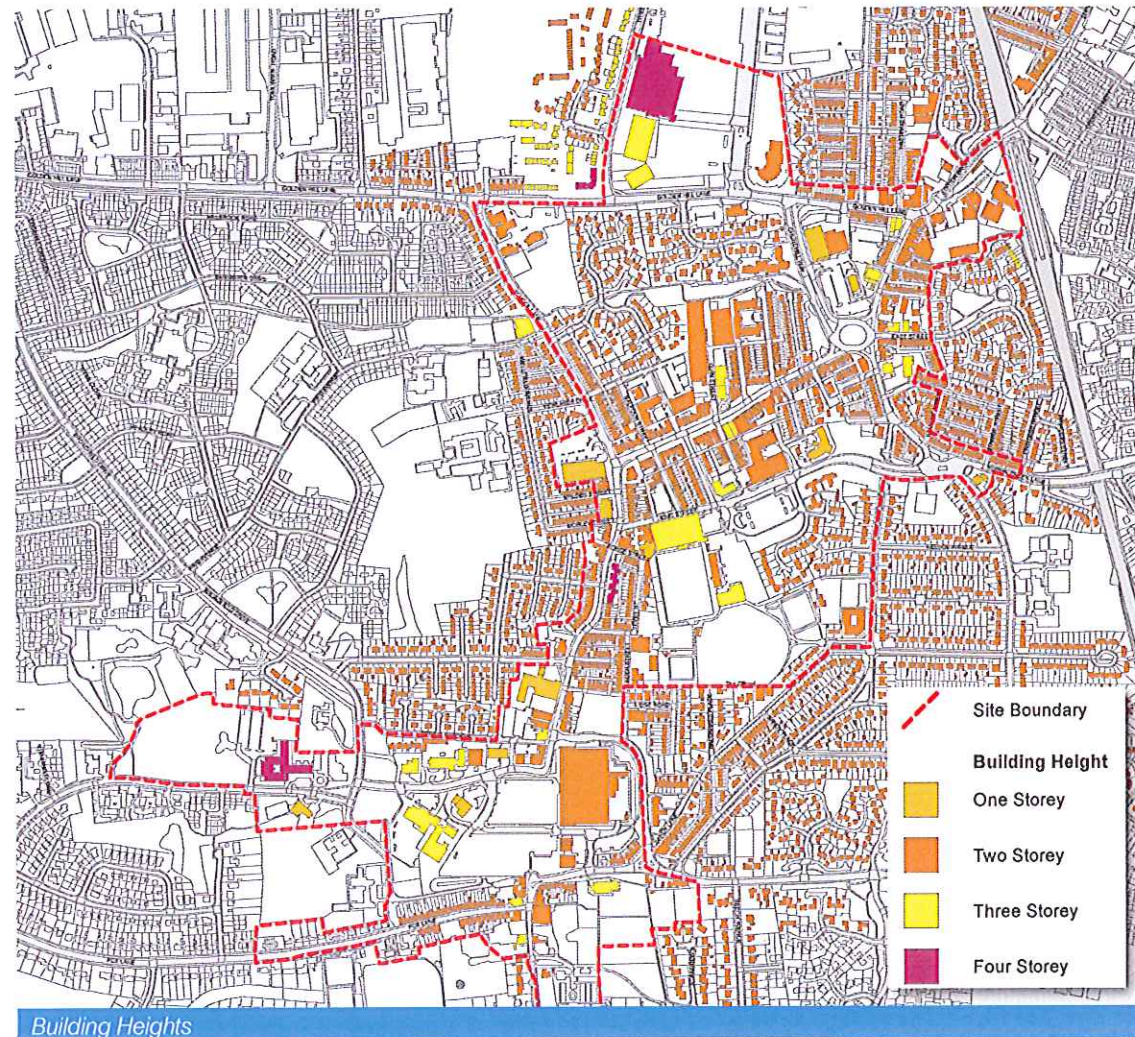
The Masterplan report represents the conclusion of a series of stages. The other stages act as supporting documents to this report:

- Baseline Report (October 2006)
- Sustainability Appraisal Scoping Report (December 2006)
- Options Report (December 2006)
- Consultation Report (January 2007)

They have all played a key role in establishing the overall vision, direction, identifying and testing specific projects and proposals throughout the Masterplan preparation period.

It is important to note that the Masterplan for Leyland is a visioning exercise that defines overall strategic principles. The Masterplan does not provide specific fixed proposals for individual sites.

It does however define the context and overall parameters to take ideas forward for the future benefit of the Town Centre as a whole.



Challenges and Opportunities

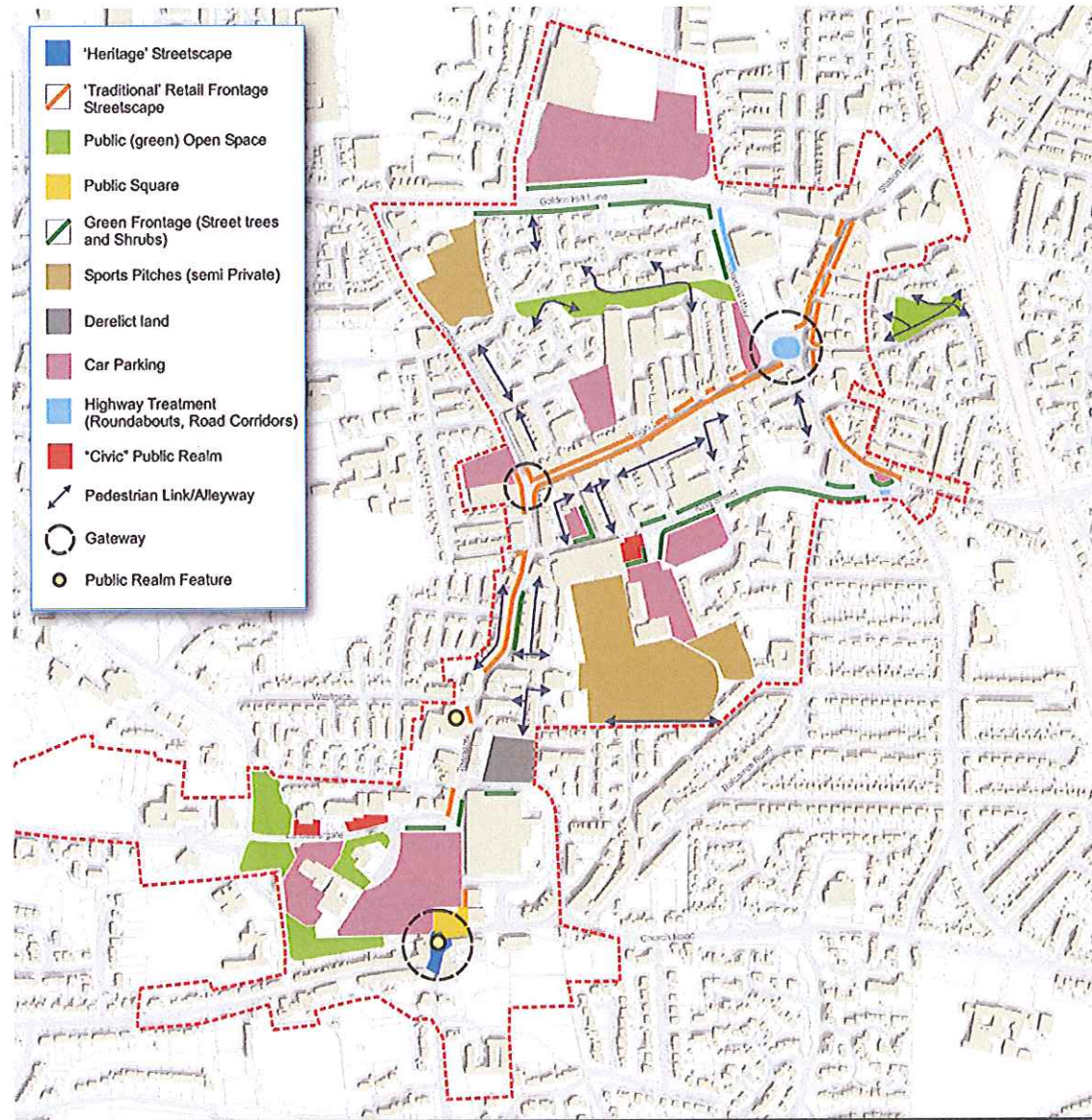
A number of challenges and opportunities were identified as part of the baseline studies. These are summarised in the pages that follow;



Towngate



Hough Lane



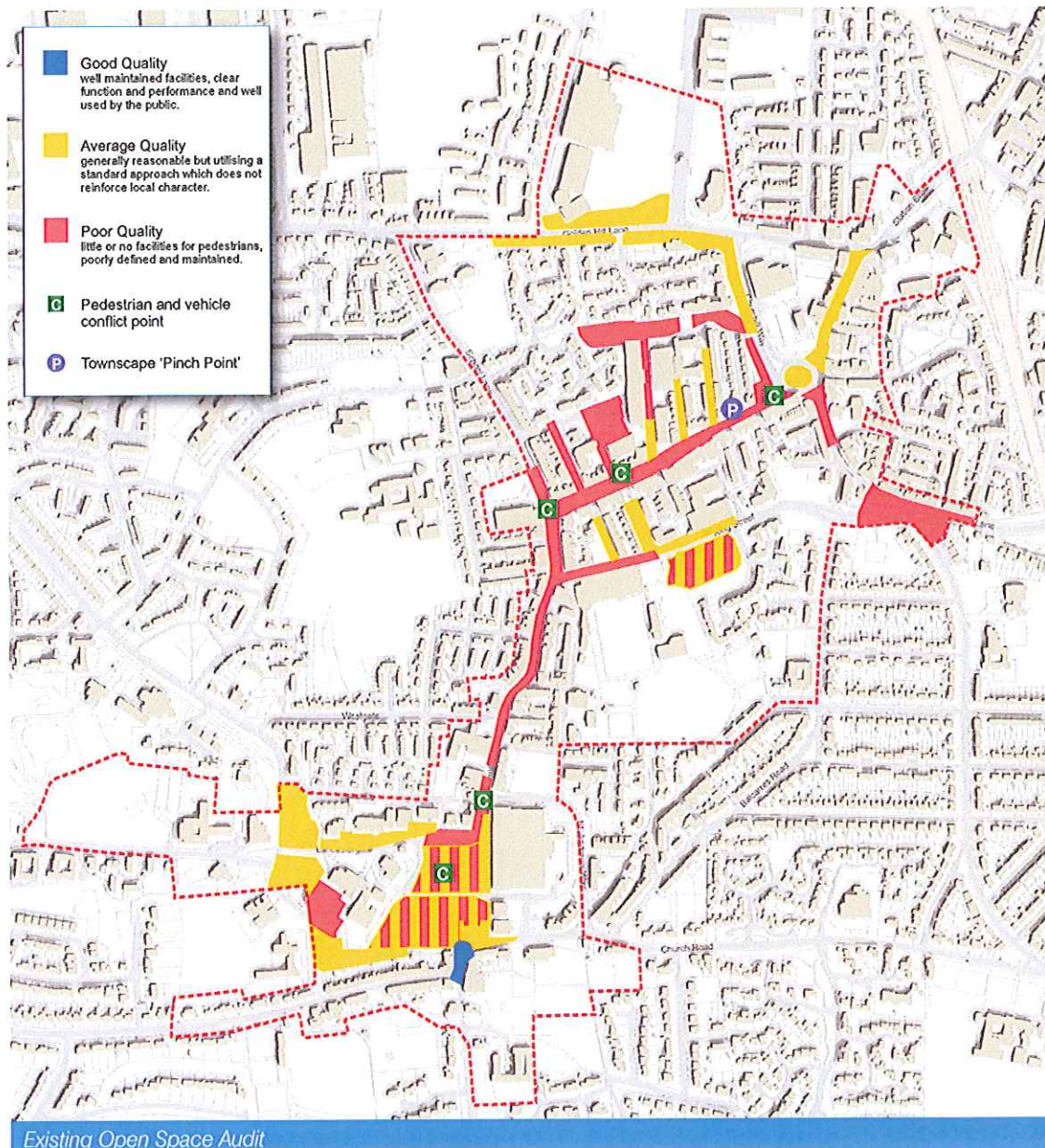
Existing Public Realm Plan

Key baseline findings regarding the context concluded:

- The Masterplan needs to promote Leyland as a strong, vibrant Town Centre at the heart of the Central Lancashire City Region, helping meet the Vision of a City Region with excellent employment opportunities, a range of award winning housing and increasing prosperity and quality of life.
- Leyland's townscape needs to contribute to the City region as a distinctive, well designed environment with a range of leisure and cultural facilities;
- The Masterplan needs to promote Leyland Town Centre as a key shopping area in the borough; and
- New development needs to focus on the upgrading of existing sites and derelict land.



Hough Lane



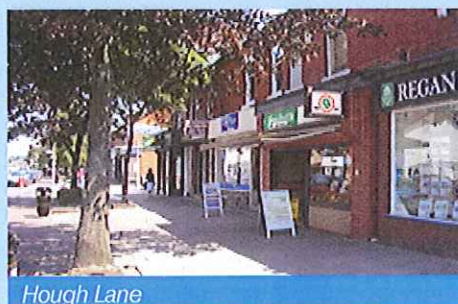
Existing Open Space Audit

Key Baseline findings regarding the Retail Property Market concluded:

- The Town Centre is performing well in terms of uses and occupancy levels with some national multiples but significantly a strong number of local independents;
- The absence of modern larger retail units is a barrier to the introduction of more national retailers; and
- The town acts as an important provider of local services.



Chapel Brow



Hough Lane

Key baseline findings regarding Townscape Analysis concluded:

- Generally poor public realm (quality, performance, functionality / features);
- Street trees make a valuable contribution to local amenity;
- The contribution of residential areas (some of low quality) in the heart of the Town Centre needs to be measured against potential restrictions on traditional Town Centre uses;
- Public realm investment in the Leyland Cross conservation area demonstrates what the rest of the Town Centre should aspire to; and
- There is a need to create a focal point within the Town Centre.



Tesco Car Park

Key baseline findings regarding Access and Movement concluded:

- Problem in finding Hough Lane by car from the M6;
- Poor signage / visual linkage between King Street and Hough Lane;
- Public car parking serving Hough Lane is difficult to access / find;
- Through traffic (east – west) causes traffic congestion;
- Hough Lane congestion caused by conflicts - local traffic/ bus / pedestrian / on street parking;
- Golden Hill Lane / Churchill Way causes severance for pedestrians; and
- Generally poor quality railway station infrastructure and bus stops.

These baseline findings were informed by the research undertaken by the consultant team and also by the various consultations which took place. These consultations are discussed in more detail within the main body of the document and summarised overleaf.



Churchill Way

Consultation

Consultation has formed a key part of this Masterplan process. National guidance and the council's statement of community involvement (SCI) adopted in March 2006 promotes community involvement at every stage, encouraging all sections of the community to seize the opportunity to become actively involved in shaping Leyland Town Centre. Early consultation has allowed the community to identify key issues and options for the Masterplan.

The ongoing engagement of a range of interested parties has influenced the Masterplan. It has informed the draft strategic objectives and emerging options and has contributed to the option selection.

The Consultation events arranged as part of the masterplan process were as follows;

- South Ribble Borough Council Members Workshop 20th November 2006
- Business Workshop 11th December 2006
- Community Drop In Event, 12th December
- Wellfield Business and Enterprise College
- Town Centre Business Survey
- Community Group Workshop 19th February 2007

The feedback from these events was recorded in a consultation feedback report that incorporates the analysis of questionnaires completed by respondents at the public drop in event.

The results of the consultation also informed the preparation of the Strategic Vision and the Options for the Town Centre.

The Strategic Vision

The Masterplan sets out a clear strategy for change in the Town Centre through development activity, environmental improvements and enhancements to accessibility. In this respect it seeks to reinforce the role of the centre in the economic, social and cultural life of the people that use it.

The vision is intended to provide an overarching aspiration against which to assess the merits of development and new investment proposals which emerge within the context of the Masterplan.

The **Vision** for Leyland Town Centre is provided below:

'In 2016 Leyland will be noted as a quality setting for its shopping, strong economy, visitor, heritage and leisure attractions. It will serve a healthy catchment as an accessible and integral part of the wider area.'



Inspirational Images

The realisation of this vision is guided by eight strategic objectives:-

Objectives;

- To establish a distinct role for Leyland within the sub-region;
- To encourage the growth of economic and social benefits for local people;
- To create a safe, distinctive and pedestrian-friendly environment;
- To develop and integrate Town Centre attractions – retail / commercial/ residential/ leisure;
- To evolve the night time attraction of the Town Centre providing a balanced offer for a broad cross section of the community;
- To provide an accessible Town Centre – as part of a hierarchy of users;
- To achieve a sustainable place to shop, live and work; and
- To ensure Leyland Town Centre reflects high quality and inspirational design.

The Role of Leyland Town Centre

Ultimately the role of the Masterplan is to help ensure that the vision is achieved and that Leyland Town Centre fulfils its role as a distinctive, attractive and welcoming centre, and plays its full part in the economic and social performance of the town and the wider environment.

The Vision has been evolving throughout the Masterplanning process and has informed a number of key regeneration themes which have guided the preparation of the Masterplan.

Regeneration Themes

- Promotion of a 'Town Centre Champion' to lead and provide momentum to Town Centre activities;
- Consolidating and enhancing the retail core in the heart of the Hough Lane corridor including a strong open air market offer;
- Enhancing and supporting existing retail in Towngate and Chapel Brow;
- Providing an attractive outdoor environment that encourages evening economy uses;
- Developing complementary roles
 - leisure , residential, specialist shopping
 - for secondary areas;
- Creating opportunities for larger format retail and office uses that are presently unavailable due to existing building footprint restrictions;

- Improving the connections from residential areas to encourage pedestrian patronage of the Town Centre;
- Developing the prominence and accessibility of the Civic Quarter;
- Developing a visitor role based upon Heritage attractions;
- Consolidating attractive car parking and access points at strategic locations across the town; and
- Maximising economic and social benefits for local people.

These overall regeneration themes ensure that the future of Leyland Town Centre is for the whole community. They have informed an extensive series of options for a range of areas across the Town Centre.

The options are briefly discussed below.

Options Assessment

In response to the challenges and opportunities described previously and as a reaction to analysis of the key consultation feedback, the Masterplan provides a list of potential options for the future of the Town Centre.

These options were specifically designed to deliver the Vision, achieve the desired role for the Town Centre and ensure that the overall regeneration themes are realised. The options were structured into three basic types – site based interventions, environmental projects and supporting largely non- physical

projects. Assessment involved analysis against the agreed principles in the brief, reviewing how well each of the options performs in respect of meeting the objectives (on page 12).

Other strands of assessment considered the deliverability of the project, involving broad financial, property demand, land ownership and political considerations.

The Masterplan encompasses all of these options but also assumes a flexibility that the overarching strategic vision and regeneration themes are more important. Individual projects may emerge at different times but this should not detract from understanding how they fit into this Masterplan.

The following section describes how these individual elements fit together in the overall Town Centre Masterplan

The Masterplan

At the heart of the Leyland Masterplan are a number of key interlinked projects which have the potential to transform the current central area into a vibrant , high quality and integrated Town Centre. As an essential structuring element, the area within the Town Centre boundary has been sub-divided into Seven Character Areas, defined through physical characteristics and existing functions. These areas together with individual ideas and options are described in the diagram overleaf.

Golden Hill

- Reinforce gateway through signage
- Upgrading street scene
- Improvements to Bannister Brook
- Better pedestrian connections
- Make use of under utilised open space with high quality developments

Chapel Brow

- Consider removal of roundabout
- Creation of 'gateway to town'
- New residential retail scheme
- Reduce the severance of Churchill Way

Hough Lane

- New community focus at United Reformed Church, Hough Lane
- Create central recreation
- Relocate council offices
- New frontage for Market
- Parking and pedestrian facilities enhancement

Leyland Museum

- Office opportunities
- Junction improvements
- Higher profile for museum
- Greater density of uses at Town Centre core

Towngate

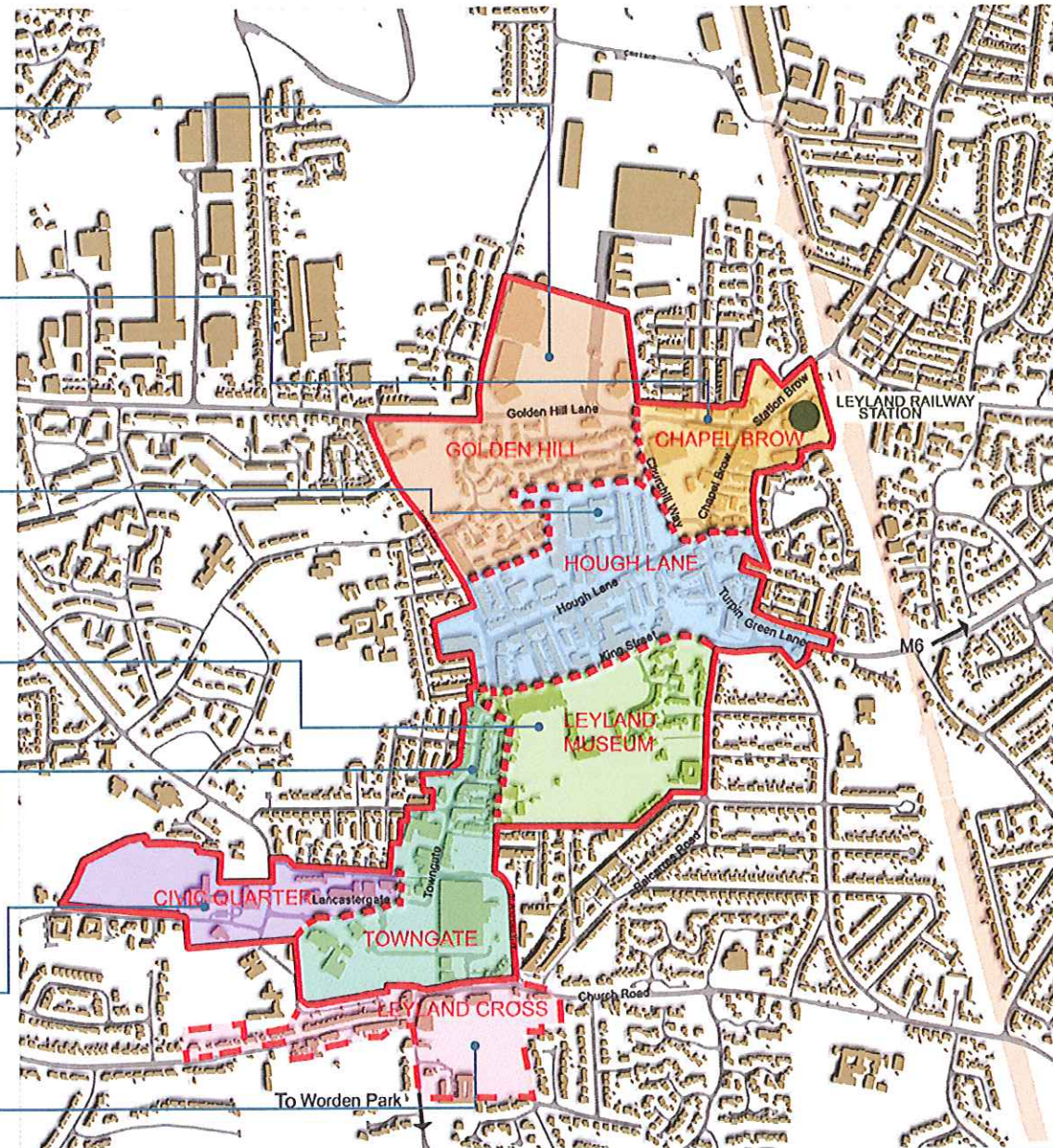
- Development of a complementary leisure/ community use
- Location for the relocated 'What Now?' centre
- Shopfront improvement scheme

Civic Quarter

- Relocation of the council offices to Hough Lane
- Development of residential, which is linked to West Paddock
- Pedestrian links to Shrugs Wood Nature Reserve

Leyland Cross

- Shopfront improvement scheme
- Environmental enhancements



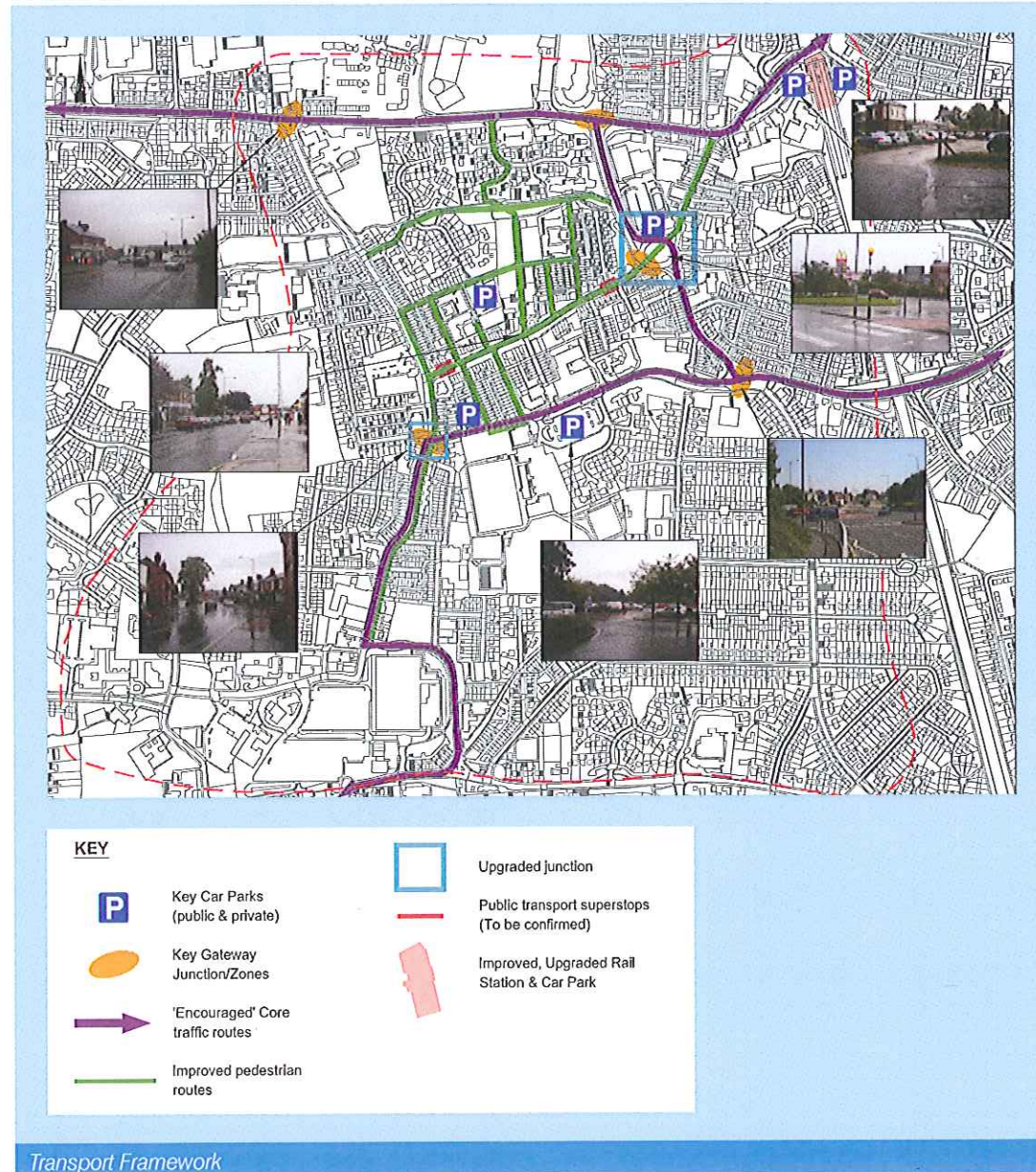
Character Area Definition & Options

Transport Framework & Planning Policy

The masterplan is further informed by a wide-ranging Transport Framework that integrates multi-modal movement issues with physical intervention. The main elements of this Transport Framework are described opposite.

A number of key messages have emerged in the Transport Framework for Leyland Town Centre. These issues are summarised below:

- Promotion of a mixed-use and free-flowing main shopping street that is pedestrian friendly and encourages the efficient flow of a mix of Town Centre users;
- Comprehensive signage strategy for the Town Centre with a special emphasis on the route between the retail core and the M6 motorway;
- Removal of the severance effect of Churchill Way and the junction at Hough Lane's eastern end to make it easier for pedestrians and cyclists to access the retail core from the east;
- Maintain east-west through traffic flow along Golden Hill Lane;
- Upgrade of public transport infrastructure including improvements to the rail station environment, available information, facilities for elderly or disabled users, and security.



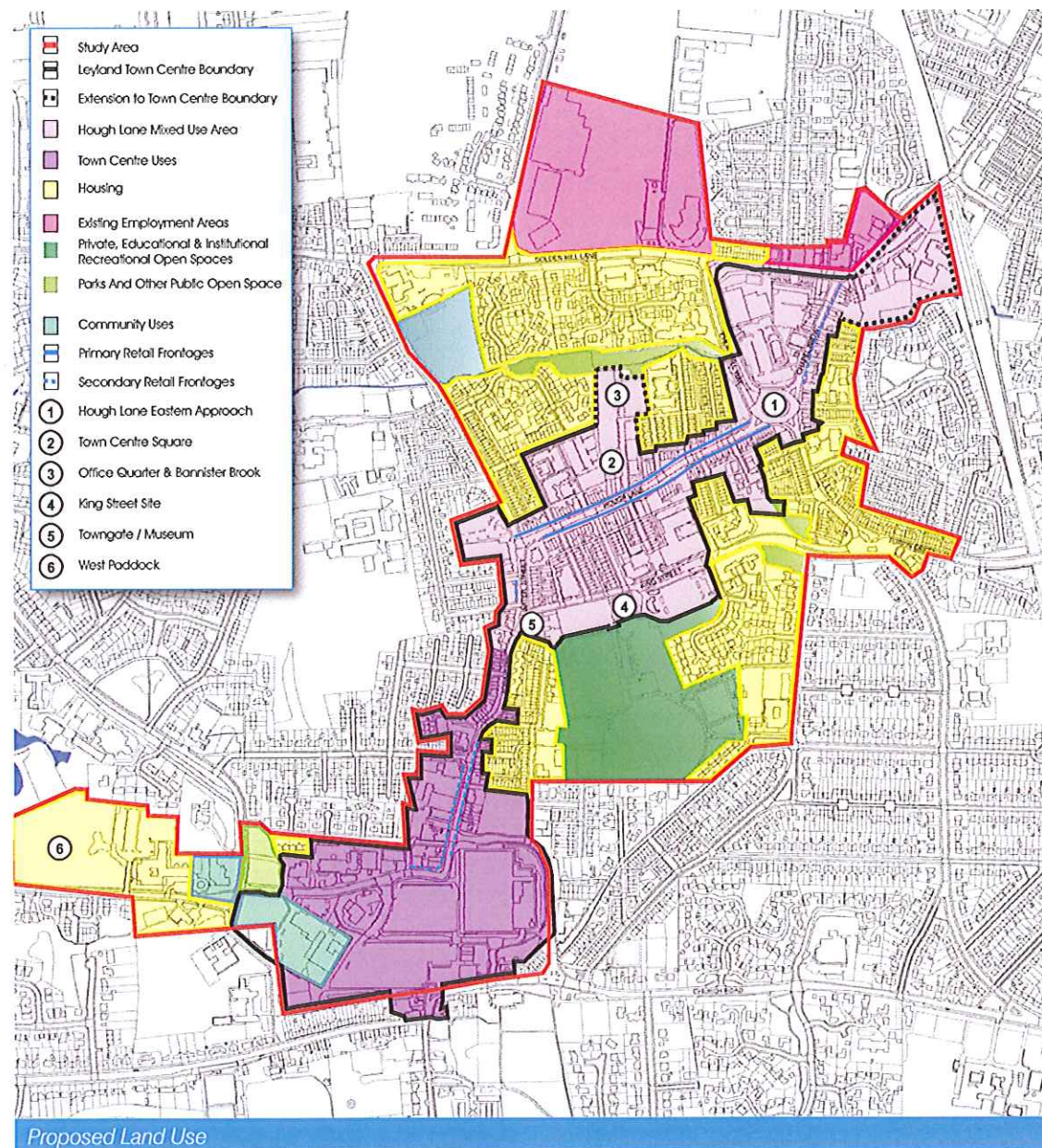
Upgrades of bus stop facilities and inclusion of real-time information displays;

- Opening up of pedestrian walkways and footpaths to the north and south of Hough Lane to encourage pedestrian flow around the entirety of the Town Centre offer, opening up access to Bannister Brook and the new activity on King Street.

The Masterplan will help inform the Core Strategy for Central Lancashire City which sets out a joint vision for Chorley, Preston and South Ribble for the next 10-15 years.

The Masterplan once adopted by the council will be used as material consideration in development negotiations. It will also provide a useful tool for procuring funding or negotiating developer contributions, as well as negotiating improved design outcomes on planning applications.

The policies can then be adopted in the new Local Development Framework through the Site Specific Allocations, Development Control Policies and Proposals plan, when the new LDF replaces the existing Local Plan. South Ribble Borough Council should consider adopting the Masterplan as an Area Action Plan to focus delivery of regeneration and spatial change under the current Local Plan. The AAP will accord with the Joint Lancashire Structure Plan 2001-2016 which



highlights Leyland as a Main Town and area for growth. Suggested development would be sufficient to support Leyland's role as a key centre for employment and services. The AAP will also have to accord with the emerging RSS (NW) and other regional policy.

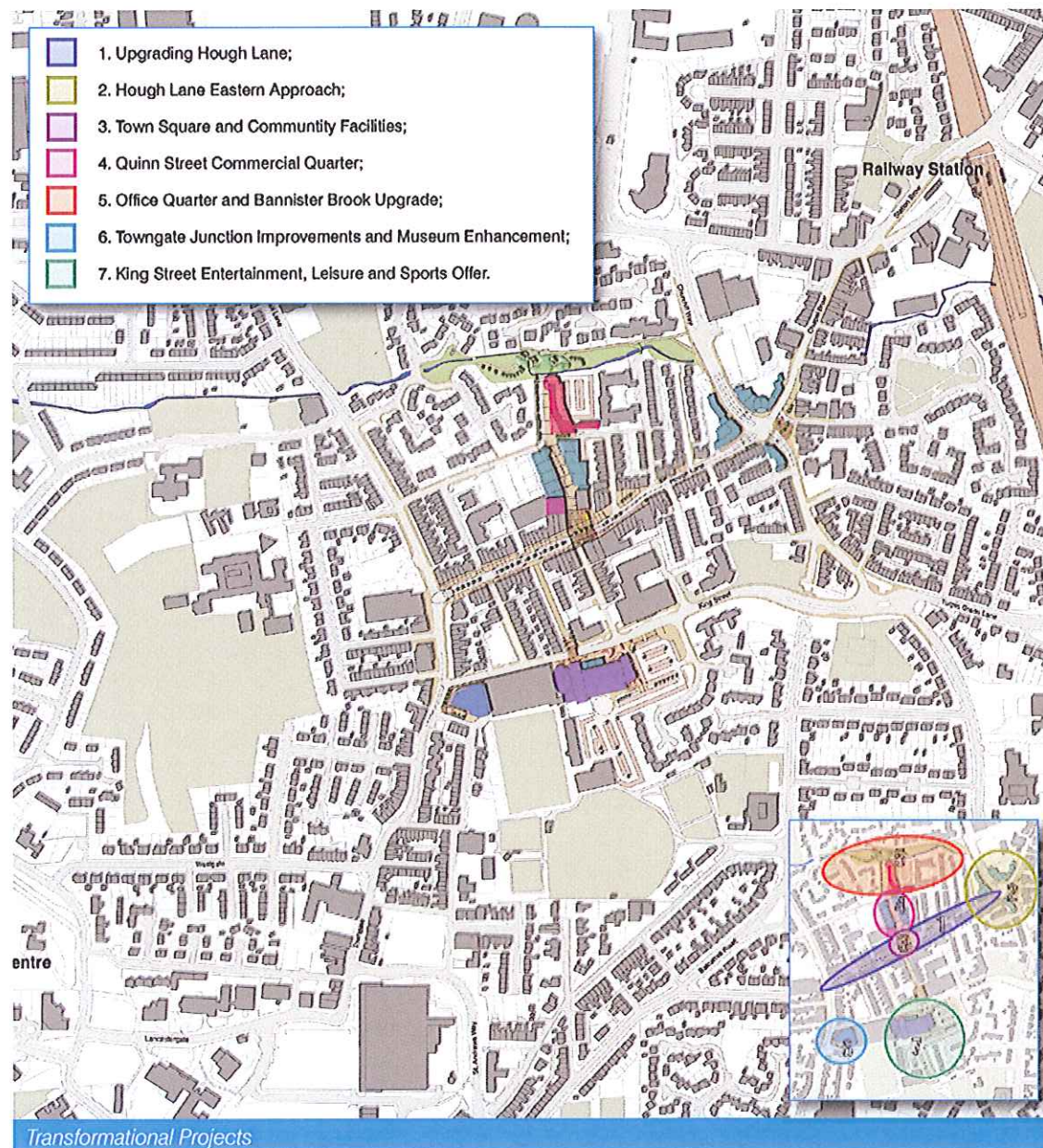
The main policy Land Use changes associated with the masterplan proposals are illustrated in the diagram on the left.

Transformational Projects

The Masterplan report gives indicative guidance for the development of seven transformational projects including specific regeneration objectives that will be achieved through the development and outlining specific design, transport and landscape considerations. This is supplemented by extracts of the indicative masterplan, visualisation as well as inspirational images and supporting text to fully explain the proposals.

The 7 transformational projects are;

- Upgrading Hough Lane
- Hough Lane Eastern Approach
- Town Square and Community Facilities
- Quinn Street Commercial Quarter
- Office Quarter and Bannister Brook Upgrade
- Towngate Junction Improvements and Museum Enhancements



- King Street Entertainment, Leisure and Sports Offer.

The Masterplan and Transformational Projects have been identified and the proposals formulated through careful consideration of the vision for the Town Centre, objectives and principles which formed the options as seen previously. They should be seen as a carefully considered range of proposals which collectively will transform the Town Centre. They are not simply a series of land proposals for individual areas and sites within the Town Centre.

These projects will build upon existing uses and will substantially enhance the range and scale of facilities which the Town Centre offers to the people of Leyland and the wider area. It will also contribute to a better environment, improved connectivity and accessibility.

Each project addresses a number of the components which will make a thriving urban town. Each will make an important contribution to the regeneration of the Town Centre and to achieving the overall Masterplan which will deliver long lasting change ensuring that Leyland is able to meet the aspirations and challenges of the twenty first century.

Making it happen

Successful implementation of the Masterplan will require sustained and coordinated commitment.

South Ribble's adopted Local Plan is 'saved' for three years. The council's core Strategy and Options paper is currently subject to community consultation. Any changes to the Town Centre boundary and primary shopping frontages will need to be incorporated into the revised plan in order to achieve the implementation of the Masterplan.

The council's Local Development Framework will deliver the spatial aspects of regeneration plans for Leyland and Penwortham, Tardy Gate and Bamber Bridge Regeneration Areas. Through various development plan documents (DPD) and supplementary planning documents (SPD's) if necessary. The Masterplan will be recognised in the Council's Core Strategy due for adoption in late 2009.

Next Steps - Key Actions for the Immediate Future

Progress on regeneration must continue to be driven by the continued regular meeting of the Masterplan Steering Group with a changed emphasis away from policy and towards programme delivery – without losing sight of the coordinated approach. A 'Town Centre Champion' will need to be created, supported by key senior officers with the resources, skills and political support necessary to focus on driving the programme forward. The role of the Town Centre Champion will be to undertake a day to day project management role, dealing with implementation, co-ordination and funding issues. The Town Centre Champion will also address ongoing publicity and consultation ensuring that the overall strategic aims of the Masterplan are maintained through the quality of completed projects.

Membership of the existing Steering Group will need to be supplemented with delivery skills – notably in property, design, project management. This may involve public sector officers or continuing consultancy involvement. Continuing engagement with stakeholders outside of the core task group will need to be further developed, including key landowners, developers and local businesses.

The Masterplan once adopted by the Council will be used as material consideration in development negotiations. The Council will need to challenge existing policy in order to deliver the vision for Leyland Town Centre, prior to the SPD or AAP being adopted. This Masterplan will therefore prioritise over existing policy, internal procedures and practice where they are in conflict with aspirations for the Town Centre.

Key projects for the immediate future will include;

- Preparing development briefs;
- Preparing planning briefs;
- Preparing design guidance for individual areas;
- Exploring additional funding sources; and
- Preparing a Town Centre management strategy and business plan in line with the ambitions of the Town Centre Masterplan.

Immediate actions need to focus on Hough Lane Enhancements, the Office Quarter and Bannister Brook Upgrade and Quinn Street Commercial Quarter to ensure that opportunities are not lost. In the longer term successful delivery needs to be monitored against the regeneration programme, strategic objectives and regular Town Centre Health Checks.

