

# Loughborough Town Centre: Appraisal of Alternative Directions for Future Growth

## 1. Introduction

- 1.1. Charnwood Borough Council is producing planning documents which may have implications for those who own land or who run a business in the Loughborough Town Centre. As someone who has an interest, or someone who represents someone with an interest in the town centre, we are writing to you to invite you to participate in this process. Your views on this document will help to ensure that any future planning policies are based upon well-founded evidence.

## 2. Background

- 2.1. The planning system consists of a range of documents which guide how plans are prepared at the local level. Below is a brief summary of the documents which have been used in preparing this paper.

### *National Planning Policy*

- 2.2. National Planning Policy Statements (PPSs) provide government policy, guiding decisions on planning applications and how plans are made at the local level. There are numerous PPSs, but for town centres the key document is PPS 4 (Planning for Sustainable Economic Growth). A key objective of PPS 4 is for town and village centres to be vital and viable, and to this end, it encourages retail, office and leisure developments to be focussed on centres. PPS 4 also includes practice guidance on how to produce a town centre strategy which has been followed by Charnwood Borough Council in producing this paper. PPS 4 identifies the need to identify the amount of town centre development that will be needed over a given time, and to examine options as to how this can be accommodated within boroughs/ districts. Many of the subjects covered in the attached appraisals are taken from PPS 4.
- 2.3. For further information:

[www.communities.gov.uk/publications/planningandbuilding/planningpolicystatement4](http://www.communities.gov.uk/publications/planningandbuilding/planningpolicystatement4)

### *Regional Planning Policy*

- 2.4. The East Midlands Regional Plan sets a context for plan making at the local level, and is also used to determine planning applications. Although the coalition government has clearly indicated it intends to abolish regional plans, for the time being it remain part of the planning system. The Regional Plan encourages development to be concentrated in and around urban areas.

2.5. For further information:

[www.gos.gov.uk/497296/docs/.../East\\_Midlands\\_Regional\\_Plan2.pdf](http://www.gos.gov.uk/497296/docs/.../East_Midlands_Regional_Plan2.pdf)

### *Borough of Charnwood Local Plan*

2.6. The Local Plan was adopted in 2004 and is currently the Plan (together with the regional plan) against which planning applications are assessed. The Local Plan currently defines a Town Centre Core Area in which proposals for retail, office and leisure uses are focussed. The Local Plan includes allocations of land called 'Opportunity Sites' around the town centre which gives specific guidance as to the type and form of development that would be allowed. These opportunity sites include the following:

- Policy CA/4(a) Devonshire Square, Opportunity Square, Loughborough
- Policy CA/4(b) Fennel Street, Baxter Gate and Leicester Road
- Policy RT/21 Grand Union Canal Opportunity Site
- Policy E/10 Land Between Burder Street and the Midland Main Line

2.7. Map 2 outlines Borough of Charnwood Local Plan policies that relate to the town centre and other opportunity sites.

2.8. For further information:

[www.charnwood.gov.uk/pages/adoptedlocalplan](http://www.charnwood.gov.uk/pages/adoptedlocalplan)

### *Supplementary Planning Documents/Loughborough Town Centre Masterplan*

2.9. Supplementary Planning Documents expand upon policies in the Borough of Charnwood Local Plan providing detailed design principles for areas of potential development.

2.10. Supplementary Planning Documents that relate to sites with the Loughborough Town Centre include:

- Devonshire Square Development Brief
- Former General Hospital and Aumberry Gap Development Brief

2.11. The Loughborough Town Centre Masterplan provides a vision and detailed guidance on the future development for the town centre area.

2.12. For further information:

[www.charnwood.gov.uk/pages/supplementaryplanningdocuments](http://www.charnwood.gov.uk/pages/supplementaryplanningdocuments)

## Local Development Framework

- 2.13. The Local Development Framework (LDF) is a series of documents which are being prepared to replace the Local Plan. The main document within the LDF is the Core Strategy which will guide where major development, including housing and employment, will be located across Charnwood over the next 20 years. The Core Strategy will include policies for town and village centres across Charnwood. Such policies will set a framework for how centres may grow or change over time, and in the case of Loughborough, how future large-scale development may be accommodated.
- 2.14. For further information:
- [www.charnwood.gov.uk/pages/charnwood2026](http://www.charnwood.gov.uk/pages/charnwood2026)

## 3. Work Done So Far

- 3.1. Planning officers have compiled a range of evidence which tells us amongst other things:
- The scale of retail and other town centre uses we need to plan for;
  - An audit of our centres assessing their ‘health’ in terms of their physical environment and how they meet the needs of our communities; and
  - An examination of national policies and other strategies which may have a bearing on our planning approach.
- 3.2. Further information on work done so far can be found on our website:
- [www.charnwood.gov.uk/pages/retailandleisurestudy](http://www.charnwood.gov.uk/pages/retailandleisurestudy)  
[www.charnwood.gov.uk/pages/retail\\_and\\_town\\_centres](http://www.charnwood.gov.uk/pages/retail_and_town_centres)
- 3.3. A crucial element of our work is to engage those who have retail and commercial expertise so that we can understand whether alternative planning proposals are deliverable. The borough council held a meeting on 5<sup>th</sup> January this year with individuals who have an expertise of retailing or town centre development. The notes of this meeting and a list of those involved, is available on the borough council’s website. This first meeting enabled a broad understanding of current market considerations and the scope of town centre development in our borough.
- 3.4. The borough council also held a meeting on 26<sup>th</sup> January with a broader range of stakeholders, and a note of this meeting is available on our website. This meeting enabled the council to gain an understanding of a broader range of issues and aspirations for our town and village centres.

### *What are we asking you in this Consultation?*

- 3.5. We are inviting your comments on a series of appraisals for different 'zones' around Loughborough Town Centre. The zones about Loughborough Town Centre Core Area, as defined in the Local Plan, and have been identified as national planning policy would identify them as preferable locations for town centre development<sup>1</sup>.
- 3.6. Each zone around the town centre has been appraised against a series of social, economic and environmental criteria which have been derived from guidance in national planning policy<sup>2</sup>. In addition to this, consideration has been given to how development within each zone could contribute to the vision expressed in the Loughborough Town Centre Masterplan.
- 3.7. A key aspect of the appraisal process is a broad judgement about the commercial viability of delivering significant new development, and these views are based upon the discussions that we have had so far with different town centre stakeholders.
- 3.8. We want to ensure that these judgements are soundly based, and so in considering your response you may want to consider the following questions:
  - Do you agree with the judgements that have been reached? If not, what evidence is there to support an alternate view?
  - Are judgements between zones consistent with each other? If not how could they be made consistent?
  - Do you agree with the judgements we made in the Sustainability Appraisal and Equalities Impact Assessment?
- 3.9. If there are areas of disagreement it would be helpful to have specific suggestions as to how the appraisal should be amended.
- 3.10. We have also included an Equalities Impact Assessment and a Sustainability Appraisal which are required as part of the planning process, and are also inviting comments on these documents.
- 3.11. The appraisal will complement the evidence to support the development of planning policies. It is not an expression of planning policy in itself. The appraisal will be used by the borough council, along with other evidence to inform a final decision on a planning approach to Loughborough Town Centre.
- 3.12. I would emphasize that the development of planning policies is still at a formative stage and no decisions have been made. We believe strongly in keeping the process as open as possible to ensure the best strategy is identified for Loughborough Town Centre and for the wider borough.

---

<sup>1</sup> Planning Policy Statement 4: Planning for Sustainable Economic Growth defines a sequential test for identifying appropriate town centre sites for development which are those which are well integrated and closely related to the Primary Shopping Area of a town centre. Policies EC5 applies

<sup>2</sup> Planning Policy Statement 4: Planning for Sustainable Economic Growth Policy EC 5 and EC16

## 4. Structure of Each Appraisal

- 4.1. Section 6 provides a zone by zone analysis. The appraisal of each zone follows the same format, with commentary using the same headings. These headings are set out below, as well as an explanation of what specific factors have been considered for each.

### Availability

*In assessing availability regard will be had to legal or ownership problems, multiple ownerships, ransom strips, tenancies, operational requirements and the willingness of owners to sell*

### Suitability

*In assessing suitability regard will be had to policy restrictions, physical problems or limitations, potential landscape or conservation impacts, potential environmental conditions experienced by potential users of the proposal.*

### Viability

*In assessing viability regard will be had for market factors, cost factors and delivery factors. Section 2 provides a general context for economic consideration which affect viability.*

### Potential regeneration benefits

*In assessing regeneration benefits regard will be had to: physical regeneration, employment opportunities redevelopment of brownfield land and increased investment opportunities.*

### Potential to tackle social exclusion

*In assessing the role in social inclusion regard will be had to the impact upon on identified priority neighbourhoods and those deprived areas which lack access to a range of services and facilities.*

### Impact upon investment

*In assessing the impact upon investment the following have been considered:*

- 1. the impact of the proposal on existing, committed and planned public and private investment in a centre or centres in the catchment area of the proposal*
- 2. also includes whether there is opportunity for the redevelopment and replacement of out-dated facilities*

*Key town centre investment opportunities include:*

- Loughborough Town Centre Transport Scheme( including the Inner Relief Road)*
- Bedford Square/ Wards End*
- Queens Park/ Devonshire Square/ Granby Street*
- Parish Green*

### Impact upon vitality and viability

*In assessing the impact upon vitality and viability regard will be had to local consumer choice and the range and quality of the comparison and convenience retail offer.*

### Impact upon allocated sites

*These sites include those which are allocated in the Borough of Charnwood Local Plan.*

### Impact upon in-centre trade/ turnover

*In the context of a retail or leisure proposal, whether the proposal is of an appropriate scale (in terms of gross floorspace) in relation to the size of the centre and its role in the hierarchy of centres (If located in or on the edge of a town centre)*

### Contribution towards the vision in the Loughborough Town Centre Masterplan

*The vision for the Loughborough Town Centre Master plan is arranged under 4 themes which are set out below. Each zone has been assessed for how it contributes towards the town centre vision. Factors such as creating distinctive new buildings, street furniture and public art and protecting heritage are considered neutral as can be achieved in all alternative locations around Loughborough Town Centre, and depend upon the merits of individual designs rather than location. All new developments also offer potential to develop or enhance existing character areas.*

<b>An Accessible Town Centre</b>	<b>Achieving High Quality Design and Development</b>
<ul style="list-style-type: none"><li>▪ Easy for people to get to with public transport at its heart</li><li>▪ Clear, safe and well located parking</li><li>▪ Easy for people of all abilities to use and move around within the centre</li><li>▪ Walkable with the Market at its centre and the major uses within a ten minute walk</li></ul>	<ul style="list-style-type: none"><li>▪ For buildings and public spaces</li><li>▪ Clean and safe by day and in the evening</li><li>▪ A mix of quality retailers – both national and independent</li><li>▪ Redevelopment of poor quality buildings and sites</li></ul>
<b>Based on Sustainable Development Principles</b>	<b>Creating a Distinctive Character</b>
<ul style="list-style-type: none"><li>▪ In transport and building design</li><li>▪ Encouraging energy and biodiversity</li><li>▪ Respect for the needs and amenities of Town Centre residents</li><li>▪ Encouraging mixed-use developments on all sites and adaptable building design</li></ul>	<ul style="list-style-type: none"><li>▪ Retaining the Town's unique assets – its scale, compactness, mix of uses and distinct character areas</li><li>▪ Protecting the Town's rich architectural heritage</li><li>▪ Distinctive new buildings, street furniture and public art</li><li>▪ Developing the centre's cultural and leisure attractions</li><li>▪ Inclusiveness through active participation of all sections of the community in events and activities</li></ul>

## 5. Comments Applicable to All Zones

- 5.1. Initial consultation with stakeholders who have commercial background suggest the following conditions affect Loughborough.
- 5.2. Current national market conditions make town centre development commercially very challenging, largely as a result of an economic slow-down which has been experienced for 3-4 years. A combination of factors has resulted in a high degree of caution amongst investors, the limited availability of bank finance, and depressed high street spending.
- 5.3. For many retailers Loughborough has the right demographics, prosperity and scale, but factors associated with its physical environment and availability of suitable units prevent some retailers from having a representation in the town.
- 5.4. Significant town centre developments are only likely to be successful if anchored by a major retailer. There is a view that Loughborough is unlikely to attract interest from a major non-food operator such as Debenhams or John Lewis who tend to focus their operations in larger centres. The most likely way of securing a tenant to anchor a retail led town centre development is by a food store.
- 5.5. Stakeholder consultation also suggests that policy should be broader than land use planning, and should seek to complement the activities of other public and private sector organisations. There is a need to capitalise on what makes Loughborough distinctive, including its market, its blend of national and independent retailers, its high quality green spaces, and its compactness.
- 5.6. Some comments received from stakeholder consultation indicate that opportunities in the Core Town Centre area should be exploited before looking to expand the town centre.

## 6. Appraisals

### Red Zone Appraisal

**(The Red Zone is the preferable location in which to focus retail and other town centre development, given current national planning policy).**

<b>Zone</b>	Red Zone
<b>Definition in terms of Sequential Test</b>	In Centre (Primary Shopping Area)
<b>General Description and Background</b>	The Red Zone comprises the Loughborough Town Centre Core Area as defined in the Borough of Charnwood Local Plan.

#### Available:\*

There are a number of different ownerships within the red zone. Carillon Court Shopping Centre is believed to be under the single ownership of an investment company. Similarly a number of units from 1 Market Street towards Somerfield supermarket are believed to be under a single ownership of an investment company. The red zone also contains Devonshire Square Opportunity Site covered by Policy CA/4(a) of the Borough of Charnwood Local Plan. It is thought that this site is under multiple ownerships including the borough council and private landowners. The rest of the red zone is believed to be under smaller land ownerships.

The red zone includes few vacant or under-used sites. There is an area of parking with access from Packe Street (also extending into the orange zone) which may also provides potential available land for potential town centre development. There may be opportunity to redevelop the ageing multi-story car park on Granby Street, which lies behind Somerfield Supermarket. The Granby Street Multi-story Car Park also extends into the orange zone.

There have been a limited number of planning applications for significant new floorspace in recent years. The extension of the unit currently occupied by Wilkinson's on The Rushes resulted in addition of 2000sq metres and is now built. A recent planning application for an extension to Carillon Court includes proposals for 1750 sq metres of retail floorspace, has not yet received planning permission. Besides the permissions identified above, there are few available sites for similar sized extensions within the red zone.

#### Suitable:\*

The southern end of the red zone around Wards End lies within the Queens Park Conservation Area. An area including Church Gate and Baxter Gate lies within the Church Gate Conservation Area. The red zone is considered to be a suitable location for town centre development, given its 'in-centre' classification in terms of national planning policy.

Part of the red zone lies within an area of medium flood risk (flood zone 3a).

\* Please see section 4 of this paper for more information about the range of factors that have been considered in this section

Viable:\*

The recent planning application to extend the Carillon Court indicate that retail led development may be viable. It is not known whether a larger scale development, possibly involving major demolition is viable in the current economic climate. Zone A retail rents are higher in the red zone than other zones around Loughborough Town Centre, with highest rents focused upon the Market Square and Carillon Court. Development involving major reconfiguring of site and/or demolition would tend to involve greater costs, and for this reason redevelopment is more likely to occur close to the Market Place where rents and land values tend to be higher. Ownerships close to the Market Place tend to be more complex and fragmented making large scale redevelopment more difficult.

Regeneration Benefits:\*

The red zone contains the main focal point for Loughborough Town Centre including the Market Place and Town Hall. Redevelopment in the red zone has the potential to bring about significant regeneration benefits. The red zone adjoins all other zones around the town centre and so regeneration benefits are likely to be experienced more widely. There is the potential to bring about brownfield opportunities, increase employment and also stimulate wider investment, given the significance of the red zone for Loughborough Town Centre.

Role in Social Inclusion:\*

Neighbourhood priority areas are located in east and west Loughborough. The red zone is the most accessible by public transport and centrally located. Redevelopment in the red zone may be of benefit to these priority neighbourhoods by widening the range of services and facilities available to people in these areas.

Impact upon Investment:\*

Development in the red zone has great potential to contribute towards planned public investment, including towards the Loughborough Inner Relief Road, Bedford Square/ Wards End, Queens Park/ Devonshire Square/ Granby Street and Parish Green.

Impact on Town Centre Vitality and Viability:\*

The red zone contains the main focal point for Loughborough Town Centre including the Market Place and Town Hall. Redevelopment in the red zone has the potential to bring about significant benefits not just for the immediate zone, but more widely around the town centre. Development in this zone has the greatest potential to increase vitality and viability.

---

\* Please see section 4 of this paper for more information about the range of factors that have been considered in this section

Impact upon Allocated Sites:\*

*The Devonshire Square Town Centre Opportunity Site lies part within the red zone. Redevelopment in the red zone is likely to have a positive impact upon this allocated site.*

*Development in the red zone may also have an impact upon Town Centre Opportunity Sites between Baxter Gate and Pinfold Gate and Aumberry Gap, allocated through Policy CA1(b) of the Borough of Charnwood Local Plan. Development in the red zone has the potential to absorb demand making development less likely at the opportunity sites. In the longer term, the potential success of the opportunity sites is strongly linked to there being a vibrant and vital core area. Development in the red zone is likely to be of longer term benefit to the town centre opportunity sites identified in the Local Plan*

The impact of the proposal on allocated sites outside town centres being developed in accordance with the development plan:\*

*There are two allocated sites outside Loughborough Town Centre which may potentially be affected by development in the red zone. These two sites are land between Burder Street and Midland Mainline and the Grand Union Opportunity Site. These sites are covered by policies E/10 and RT/21 of the Borough of Charnwood Local Plan respectively. Development of both of these sites is well-advanced. Overall it is considered that development within any of the town centre zones would have limited impacts on allocated sites in these out of centre locations.*

The impact of the proposal on in-centre trade/turnover and on trade in the wider area:\*

*The red zone is defined as 'in-centre'. By definition town centre development in this zone would have a positive impact upon 'in-centre' trade. It would also have a positive impact on trade in the wider area.*

Contributions Towards The vision for Loughborough Town Centre Masterplan:\*

*Providing it is of high quality, development in the red zone is compatible and highly supportive of the Loughborough Town Centre Master plan Vision.*

---

\* Please see section 4 of this paper for more information about the range of factors that have been considered in this section

## Green Zone Appraisal

<b>Zone</b>	Green Zone
<b>Definition in terms of Sequential Test</b>	Edge of Centre (50m from Primary shopping Area)
<b>General Description and Background</b>	<p>The zone extends northeast from the edge of Loughborough Town Centre Core Area. It includes buildings on either side of Baxter Gate and extends towards Pinfold Gate. The zone includes the Local Plan opportunity site along of the former general hospital site.</p> <p>Adjoining the zone is opportunity site identified in the Local Plan bordered by Aumberry Gap, Barrow Street and Leicester Road. This opportunity site is considered within this appraisal.</p>

Available:\*

Within the green zone there are a number of derelict/ underutilised areas which are in several different ownerships. Within the site bounded by the High Street, Baxter Gate, Pinfold Gate and the line of the proposed Inner Relief Road, there are 3 significant land ownerships. Moorfield Group owns the former general hospital and the land immediately behind the frontage. The Primary Care Trust owns the land including the health centre fronting Pinfold Gate. Units 8-13 High Street are believed to be under separate ownership. The land ownerships Moorfield Group, PCT and 8-13 High Street equate to a combined land area of approximately 1.59 hectares. The area of land bounded by Barrow Street, Aumberry Gap and Leicester Road is believed to be under one ownership. The rest of the ownerships within the green zone consist of smaller individual commercial and residential units.

There has been on-going negotiations for a number of years between the various land owners within the Local Plan Opportunity site, with a view to bringing forward a comprehensive scheme and which meets requirements of all parties.

Suitable:\*

The General Hospital Development Brief Supplementary Planning Document and Loughborough Town Centre Masterplan provide development and design principles covering parts of this zone. Part of the zone lies within Church Gate Conservation Area which also affects Baxter Gate frontage of the Local Plan Opportunity Site. (Policy CA/4(b)) The green zone also contains a number of listed buildings.

The green zone would be classed as edge of centre in terms of the definitions within Planning Policy Statement 4.

The opportunity site at Aumberry Gap/ Barrow Street is classed as edge of centre in terms of national planning policy, but is more distant and detached from the primary shopping area within Loughborough.

\* Please see section 4 of this paper for more information about the range of factors that have been considered in this section

There are potential limitations in gaining vehicular access to the site as it adjoins the proposed Loughborough Town Centre Transport Scheme (Including Inner Relief Road) Road (LIIR). A lack of certainty about the future funding and delivery of the LIIR may affect the suitability of the site.

Viable:\*

Please see general comments about market considerations. The planning requirements for the site as set out in the Loughborough Town Centre Masterplan may affect the type and format of development that may be acceptable on opportunity site, which may affect potential of this site to be developed.

The delivery of the Inner Relief Road is very significant to the potential viability of development within the green zone. The Green Zone has a constrained road network, particularly Pinfold Gate and Aumberry Gap. The potential for significant development to occur without the Loughborough Town Centre Transport Scheme (Including Inner Relief Road) Road is far from certain and would require discussion with the highway authority.

Regeneration Benefits:\*

The redevelopment of the hospital site at Baxter Gate and Aumberry Gap would have significant benefits in terms of physical regeneration as the site and its street frontages include many redundant and underutilised buildings, some of which are the focus of vandalism. The sites form an important entry to the town centre from both the east and from the south. The design of the new Magistrates Court was conceived as part of a new townscape as part of wider redevelopment of the area. Redevelopment within the green zone may enable the completion of townscape that has been planned through the Borough of Charnwood Local Plan.

The green zone contains relatively large amounts of underutilised land and therefore it is considered to have potential for significant additional employment opportunities.

Redevelopment would involve the re-use of brownfield land.

Baxter Gate currently has high vacancy levels, and many of the buildings are poorly maintained. Development within the green zone has the potential to act as a significant draw for shoppers, increasing footfall and helping to refocus the centre of the town towards the Market Place, and to promote investment in Baxter Gate and its immediate surroundings.

Role in Social Inclusion:\*

An area to the East of Loughborough is identified as one of the priority neighbourhoods in Charnwood. The green zone lies to the east of the town centre and therefore any employment, retail or community facilities provided would be close to those residents in the priority neighbourhood in East Loughborough.

---

\* Please see section 4 of this paper for more information about the range of factors that have been considered in this section

Impact upon Investment:\*

*There may be the potential to help to support the inner relief road, and support improvements to the public realm in Loughborough. The redevelopment of the opportunity sites within the green zone more generally offers the potential to stimulate private sector investment along Baxter Gate and High Street, which has significant levels of vacancy.*

Impact on Town Centre Vitality and Viability:\*

*The site has the potential to improve town centre vitality and viability by providing local consumer choice and the range and quality of the comparison and convenience retail offer. The site offers the potential for comprehensive development which is well integrated with the primary shopping area of Loughborough which may help to improve the vitality and viability of Loughborough Town Centre. This potential integration of the green zone with the rest of the town centre is dependent upon the design of the public realm, the attractiveness of built frontages and securing other road improvements.*

Impact upon Allocated Sites:\*

*The former hospital site is allocated as an opportunity site within Borough of Charnwood Local Plan. Redevelopment in the zone would have a positive impact on this allocated site, supporting objectives within the Borough of Charnwood Local Plan, if this is done in a comprehensive manner.*

*Redevelopment in the green zone may have an impact on the opportunity site on Devonshire Square (allocated through Policy CA/4(a) of the Borough of Charnwood Local Plan). Initially impacts upon Devonshire Square would be negative if development occurs within the green zone, as both areas would be in competition for retail/other investment. In the long-term, development in the green zone could have positive impacts upon the Devonshire Square site, as the retail profile and physical environment of the town centre as a whole is improved.*

The impact of the proposal on allocated sites outside town centres being developed in accordance with the development plan:\*

*There are two allocated sites outside Loughborough Town Centre which may potentially be affected by development in the green zone. These two sites are land between Burder Street and Midland Mainline and the Grand Union Opportunity Site. These sites are covered by policies E/10 and RT/21 of the Borough of Charnwood Local Plan respectively. Development of both of these sites is well-advanced. Overall it is considered that development within any of the town centre zones would have limited impacts on allocated sites in these out of centre locations.*

---

\* Please see section 4 of this paper for more information about the range of factors that have been considered in this section

The impact of the proposal on in-centre trade/turnover and on trade in the wider area:\*

*The green zone is outside the Loughborough Town Centre Core Area, but within Loughborough Town Centre Outer Area and would be classified as edge of centre. In terms of the former hospital site, provided there were appropriate design measures to ensure the good physical integration of the site with its surroundings, there is scope for linked trips and positive impacts upon in-centre turnover. Development of the former hospital area may also have a positive impact upon trade along Baxter Gate, which has significant vacancy levels, as highlighted by 2008 Town Centre and Retail Study.*

*Whilst the site along Aumbery Gap/ Barrow Street is within 250m of the Primary Shopping Area, and classed as edge of centre, the site does not offer the same level of integration as the rest of the green zone. Consequently redevelopment of main town centre uses at the Aumbery Gap/ Barrow Street site offers less potential to increase in-centre turnover and trade.*

*Given that Loughborough is at the top of the retail hierarchy in the borough, the scale of development that could be accommodated in the green zone is considered appropriate for the location.*

Contributions Towards The vision for Loughborough Town Centre Masterplan:\*

*The green zone is located close to Loughborough Market Place and would contribute towards the vision for Loughborough as being compact and walkable, with the Market Place at its centre. Provided the site is developed with accompanying improvements to the public realm and pedestrianisation of the area linking it to the Market Place, the site would be accessible for all pedestrians. The site is also located adjacent to existing main bus stops along Baxter Gate and the High Street, and also to potential bus hubs identified in the Town Centre Masterplan. The Supplementary Planning Document for the former hospital and the Town Centre Masterplan includes provision for a strategic car park. serving eastern approaches to Loughborough Town Centre.*

*Development in the green zone would also allow the redevelopment of poor quality buildings and land. Redevelopment in the green zone is likely to affect the appearance and the setting of the conservation area and of listed buildings. The green zone contains sufficient vacant and under used land for comprehensive development to occur which has the potential to offer a variety of purpose built retail units. Such units would have the potential to attract national retailers and independent retailers alike.*

*There are residential properties along Pinfold Gate which could be affected by development within the green zone. These residential properties are also listed buildings.*

---

\* Please see section 4 of this paper for more information about the range of factors that have been considered in this section

## Brown Zone Appraisal

<b>Zone</b>	<i>Brown Zone</i>
<b>Definition in terms of Sequential Test</b>	<i>Edge of Centre 50m (from Primary shopping Area)</i>
<b>General Description and Background</b>	<i>The zone extends northwest from the edge of Loughborough Town Centre Core Area, and is bounded by Fennel Street, Bridge Street, The Rushes and Biggin Street. The site was comprehensively developed in 2003 as retail led, mixed use development and comprises purpose built retail units and some flats.</i>

**Available:\***

*The Rushes development is believed to be under a single ownership It is not considered to be available for redevelopment.*

*The brown zone also contains a car mechanics area, dry cleaners and funeral directors which a significant area of surface car parking.*

**Suitable:\***

*The Borough of Charnwood Local Plan includes Policy CA/4 (b) relating to the site, specifically allowing a range of uses, including retail, office, hotels, food and drink services and residential. The brown zone would be classed as edge of centre in terms of the definitions within Planning Policy Statement 4. There are no significant physical or environmental reasons which may prevent redevelopment.*

**Viable:\***

*Given that The Rushes development forms such as significant component of this zone, it is unlikely that further significant redevelopment would be viable. There may be more limited potential for development of the areas of the brown zone adjoining the motor mechanics and dry cleaners.*

**Regeneration Benefits:\***

*Given that most of the zone has recently been redeveloped, any further redevelopment would offer limited additional benefits in terms of regeneration. The redevelopment western portion of the brown zone, including the surface car park, would offer the potential to improve the entry into the town centre from the north.*

---

\* Please see section 4 of this paper for more information about the range of factors that have been considered in this section

### Role in Social Inclusion:\*

*The East of Loughborough is identified as one of the priority neighbourhoods in Charnwood. The brown zone lies close to this area of relative deprivation. Redevelopment of this area would not result in any significant benefits, as the area has only recently been redeveloped.*

### Impact upon Investment:\*

*The redevelopment within the zone has already secured contributions towards public transport and public realm improvements. Potential to create additional investment over and above existing contributions would be linked to whether there was potential to redevelop this site. As has already been noted potential for redevelopment of this site may be limited*

### Impact on Town Centre Vitality and Viability:\*

*Recent stakeholder consultation suggests the Rushes Shopping development has helped to improve Loughborough Town Centre vitality and viability through increased footfall and physical improvement to various parts of Loughborough Town Centre. The potential for redevelopment and therefore the potential to increase viability and vitality are limited given that the site has only been recently redeveloped, and such benefits have already been realised.*

### Impact upon Allocated Sites:\*

*The area within the brown zone is allocated within the Borough of Charnwood Local Plan under Policy CA/4 (b). Given that recent redevelopment has already taken place, it is considered unlikely that redevelopment would occur, and if it does it is unlikely for there to be additional impact over and above the existing situation.*

*Redevelopment in the brown zone may have an impact on the opportunity site on Devonshire Square (allocated through Policy CA/4(a) of the Borough of Charnwood Local Plan). Given that recent redevelopment has already taken place, it is considered unlikely that redevelopment would occur, and if it does it is unlikely for there to be additional impact over and above the existing situation.*

### The impact of the proposal on allocated sites outside town centres being developed in accordance with the development plan:\*

*There are two allocated sites outside Loughborough Town Centre which may potentially be affected by development in the brown zone. These two sites are land between Burder Street and Midland Mainline and the Grand Union Opportunity Site. These sites are covered by policies E/10 and RT/21 of the Borough of Charnwood Local Plan respectively. Development of both of these sites is well-advanced. Overall it is considered that development within any of the town centre zones would have limited impacts on allocated sites in the out-of-centre locations.*

---

\* Please see section 4 of this paper for more information about the range of factors that have been considered in this section

The impact of the proposal on in-centre trade/turnover and on trade in the wider area:\*

*The site is outside the Loughborough Town Centre Core Area, but within Loughborough Town Centre Outer Area and would be classified as edge of centre. There is a good degree of integration of the zone with the core area of Loughborough Town Centre, with linkages with the existing street pattern. Pedestrian access from Loughborough Market Place is affected by the need to cross the A6 road.*

*Given that Loughborough is at top of the retail hierarchy in the borough, the scale of development that could be accommodated in the brown zone is considered appropriate for the location.*

*Recent stakeholder consultation suggests the Rushes Shopping development has helped Loughborough Town Centre vitality and viability through increased footfall and trade within the Loughborough core area. It is unlikely that further redevelopment would increase this positive impact.*

Contributions Towards The vision for Loughborough Town Centre Masterplan:\*

*The brown zone is located close to Loughborough Market Place and would contribute towards the vision for Loughborough as being compact and walkable, with the Market Place at its centre. The site is adjacent to existing bus stops along the Rushes and proposed bus hub along Ashby Square. The site already offers clear, safe and well located car parking. There is a reasonable degree of integration of the zone with the Core Area of Loughborough Town Centre, with linkages with the existing street pattern. Pedestrian access from Loughborough Market Place is affected by the need to cross the A6 road. Redevelopment of land around vehicle repair centre dry cleaners could form a gateway to the town centre, as envisaged in the masterplan.*

*The Rushes development offers a mix of retail units with the potential to be occupied by national and independent retailers. As the site is already occupied by a comprehensive development, there is limited potential to redevelop poor quality buildings and sites.*

*There are new residential properties within the Rushes development, and adjoining the site upon Shakespeare Street. Development within the zone has demonstrated that the amenities of town centre residents can be respected.*

---

\* Please see section 4 of this paper for more information about the range of factors that have been considered in this section

## Blue Zone Appraisal

<b>Zone</b>	Blue Zone
<b>Definition in terms of Sequential Test</b>	Edge of Centre 50m (taken from the nearest part of the Blue Zone to Loughborough Primary Shopping Area).
<b>General Description and Background</b>	<p>The zone extends northwest from the edge of Loughborough Town Centre Core Area from Derby Square/ Ashby Road. It includes buildings and land either side of Greenclose Lane, and includes Sainsbury's supermarket. The zone is bounded by Broad Street, Ashby Road and The Rushes.</p> <p>Adjoining the blue zone is Regent Place Retail Park which is included within this zone for the purposes of this appraisal. This retail park is included as it is a large area of retail development under a single ownership, the potential redevelopment of which may have significant implications for Loughborough Town Centre.</p>

**Available:\***

Sainsbury's supermarket is in one ownership, believed to be owner occupied. Land south east of Greenclose Lane is believed to be under more than one ownership, part of which is currently being redeveloped for student accommodation. Regent Place is under a single ownership, believed to be a pension fund.

**Suitable:\***

The Blue Zone lies close to two conservation areas: the Ashby Road Conservation Area and the Queens Park Conservation Area. There are no physical or access problems with the zone. The blue zone would be classed as edge of centre in terms of the definitions within Planning Policy Statement 4. Regent Place lies only just within 250m of the Primary Shopping Area of Loughborough, at its closest point, and physically is not well integrated due to busy road crossings at Ashby Road and Broad Street. For these reasons it is debateable whether it meets the definition of edge of centre as defined by national planning policy guidance<sup>3</sup>. An alternate definition for the location of Regent Place may therefore be 'out-of-centre'.

Part of the blue zone lies within an area of medium flood risk (flood zone 3a).

**Viable:\***

The viability of a comprehensive redevelopment in the blue zone is closely linked to the business and operational requirements of Sainsbury's supermarket, which is the largest land owner in the zone. Operational requirements for Sainsbury's may be to ensure continuity in their trading operations, and to ensure that the value created by new development outweigh construction costs and disruption to business. The viability of any redevelopment scheme may depend on being able to accommodate increased floorspace and parking. Sainsbury's have secured planning permission to extend their store with decked car parking but have yet to implement this scheme. There may be the potential for

\* Please see section 4 of this paper for more information about the range of factors that have been considered in this section

<sup>3</sup> Planning Policy Statement 4: Planning for Sustainable Economic Growth

*redevelopment in the blue zone if there was a joint scheme between Sainsbury's and the owners of Regent's Place (provided other planning requirements could be met).*

*Construction of student housing accommodation is taking place to the south of Greenclose Lane, and so it is unlikely that this part of the blue zone would be viable for further redevelopment.*

#### **Regeneration Benefits:\***

*The redevelopment of blue zone could bring about physical regeneration through the redesign of large areas of surface car parking and improvements to key street frontages around the existing Sainsbury's supermarket. It could increase the attractiveness of the entry into the town centre from the north along The Rushes and from the West along Ashby Road. Redevelopment could potentially involve increased employment opportunities and would involve the redevelopment of brownfield land. Redevelopment could improve the appearance of Loughborough Town Centre and secure increased investment opportunities.*

*Regent Place Retail Park currently has a number of vacant units which detracts from the town centre from some limited vantage points from the northern part of Loughborough Town Centre. Regent Place Retail Park has a utilitarian appearance typical of retail warehouse design, is approximately 10 years old, and is in a reasonable state of repair. Redevelopment of Regent's Place Retail Park could improve appearance of the site and entry to the town centre, provided the value of the site could secure a high quality design. Redevelopment could offer the opportunity to redevelop brownfield land, increased employment opportunities and increased investment.*

#### **Role in Social Inclusion:\***

*The West of Loughborough is identified as one of the priority neighbourhoods in Charnwood. The blue zone lies to the west of the town centre and therefore any employment and other opportunities provided would be reasonably accessible to those currently living in west Loughborough priority neighbourhood. Given that Sainsbury's supermarket already offers a significant range of goods and services, further redevelopment may not significantly improve the range of services that are on offer to those in the priority neighbourhood. (It may widen the range of comparison goods on offer).*

#### **Impact upon Investment:\***

*Redevelopment in the blue zone may be able to support improvements to the public realm around Loughborough Town Centre, through developer contributions. Potential for developer contributions is considered to be limited. Redevelopment may stimulate investor interest in the surrounding area, including in vacant units within Regent Place Retail Park.*

---

\* Please see section 4 of this paper for more information about the range of factors that have been considered in this section

Impact on Town Centre Vitality and Viability:\*

*Due to relative distance and severance created by Ashby Road, the majority of the blue zone is not as well integrated within the Primary Shopping Area as some other zones around Loughborough Town Centre. The site already offers some choice of comparison and convenience goods. There is potential to improve the quality and range of goods range of goods that are on offer.*

Impact upon Allocated Sites:\*

*Redevelopment in the blue zone may have an impact on the opportunity site on Devonshire Square (allocated through Policy CA/4(a) of the Borough of Charnwood Local Plan). There may be short-term negative impacts upon the Devonshire Square site, if development occurs within the blue zone, as both areas would be in competition for retail/other investment. In the long-term development in the blue zone could have slight positive impacts upon the Devonshire Square site, as the retail profile and entry to the town centre could be improved.*

*Development in the blue zone may also have an impact upon Town Centre Opportunity Site between Baxter Gate and Pinfold Gate which is allocated through Policy CA/(b) of the Borough of Charnwood Local Plan. Development in the blue zone has the potential to absorb significant demand making development in the opportunity zone less likely or unviable.*

The impact of the proposal on allocated sites outside town centres being developed in accordance with the development plan:\*

*There are two allocated sites outside Loughborough Town Centre which may potentially be affected by development in the blue zone. These two sites are land between Burder Street and Midland Mainline and the Grand Union Opportunity Site. These sites are covered by policies E/10 and RT/21 of the Borough of Charnwood Local Plan respectively. Development of both of these sites is well-advanced. Overall it is considered that development within any of the town centre zones would have limited impacts on allocated sites.*

The impact of the proposal on in-centre trade/turnover and on trade in the wider area:\*

*The blue zone is outside the Loughborough Town Centre Core Area, but within Loughborough Town Centre Outer Area and would be classified as edge of centre. Redevelopment in the blue zone has the potential to increase spin-off trade within the primary shopping area of Loughborough, but there would be significant issues with ensuring town centre type development overcomes current lack of integration with the rest of Loughborough town Centre. Given that Loughborough is at top of the retail hierarchy in the borough, the scale of development that could be accommodated in the blue zone is considered appropriate for the location.*

---

\* Please see section 4 of this paper for more information about the range of factors that have been considered in this section

*Regent Place lies only just within 250m of the Primary Shopping Area of Loughborough, at its closest point, and physically is not well integrated due to busy road crossings at Ashby Road and Broad Street. For these reasons it is debateable whether it meets the definition of edge of centre as defined by national planning policy guidance<sup>4</sup>. An alternate definition for the location of Regent Place may therefore be 'out-of-centre'. Due to its detachment and distance from the Primary Shopping Area (relative to other zones around Loughborough), redevelopment at Regent Place may not have as great a potential as other locations around Loughborough Town Centre to generate linked trips and spin-off trading.*

Contributions Towards The vision for Loughborough Town Centre Masterplan:\*

*In distance terms the blue zone is located relatively close to the primary shopping area of Loughborough, but the need to cross a road junction at Ashby Road decreases the attractiveness of walking between the blue zone and the primary shopping area. This dislocation away from the town centre is more pronounced for those less able to move around.*

*Regent Place Retail Park is more remote than the blue zone and so the above comments relating to accessibility and integration with the rest of Loughborough Town Centre are more marked in this location. The Loughborough Town Centre Masterplan Vision is to have Loughborough Town Centre as compact and for the Market Place to be at the centre. Should redevelopment for more town centre uses occur in Regent Place Retail Park there is potential that this may 'unbalance' Loughborough Town Centre, with the Market Place on the eastern edge, rather than the centre. There is potential for redevelopment in the blue zone to act as a 'gateway', enhancing the entry to the town centre, as envisaged by the masterplan.*

*Sainsbury's car park is conveniently located for the town centre, offering the potential for linked trips for the supermarket and other shops. Regent Place also offers car parking relatively close to the town centre and there is some potential for linked trips within Loughborough Town Centre, but for the reasons outlined above this potential is reduced due to the site's relative physical detachment.*

*There are existing residential properties adjacent or close to the blue zone and Regent Place Retail Park. Given that there is already an existing relationship between commercial and residential uses, it is considered that redevelopment within the blue zone could be accommodated without detriment to existing town centre residents.*

*Both of Blue Zone and Regent Place Retail Park offer the potential to accommodate significant and comprehensive redevelopment. It should be possible to offer a site which could be taken up by national and independent retailers alike, although this would depend upon the intention of each of the separate landowners.*

---

\* Please see section 4 of this paper for more information about the range of factors that have been considered in this section

<sup>4</sup> Planning Policy Statement 4: Planning for Sustainable Economic Growth

## Orange Zone Appraisal

<b>Zone</b>	Orange Zone
<b>Definition in terms of Sequential Test</b>	Edge of Centre Within 50m of the Primary Shopping Area
<b>General Description and Background</b>	The zone extends south west from the edge of Loughborough Town Centre Core Area. The zone is bounded to the north by Ashby Road, to the west by Frederick Street and Granby Street and also includes land to the rear of Wards End. The southern extremity is Brown's Lane.

**Available:\***

The zone is under multiple ownerships, although the precise number is unknown. The zone includes Loughborough Library, university buildings, John Storer House, together with a number of individual retail, garage, office and restaurant uses. There is no evidence of recent developer interest for any form of major extension or comprehensive redevelopment.

The zone includes limited number of vacant or under-used sites. One site where there may be capacity for further development would be the ageing multi-story car park on Granby Street, which lies behind Somerfield Supermarket. Granby Street Multi-story Car Park also extends into the red zone. The zone includes part of the Devonshire Square Town Centre Opportunity Site (Identified in Policy CA/4 (a) of the Borough of Charnwood Local Plan). This opportunity site includes a surface car park adjacent to Queens Park where there is potential for redevelopment.

There is an area of parking with access from Packe Street which may also provide land for potential extension to existing units.

**Suitable:\***

Queens Park is a significant area of green space close to the Town Centre identified on the Borough of Charnwood Local Plan, with a level of protection afforded through national planning policy. Queens Park directly abuts the orange zone. The majority of the orange zone lies within the Queens Park Conservation Area.

Part of the zone is covered by Policy CA/4a of the Borough of Charnwood Local Plan which relates to an opportunity site at Devonshire Square. Shops, financial and professional services and food and drinks uses are permissible in this location. Policy CA/4a also places certain design criteria, which are taken forward in greater detail through the Devonshire Square Development Brief Supplementary Planning Document. Loughborough Town Centre Masterplan. Achieving adequate vehicular access to major development in this area may also be difficult.

Part of the orange zone lies within an area of medium flood risk (flood zone 3a).

The orange zone would be classed as edge of centre in terms of the definitions within Planning Policy Statement 4.

\* Please see section 4 of this paper for more information about the range of factors that have been considered in this section

Viable:\*

*The shape, general form and policy restrictions of the orange zone make significant or comprehensive development difficult to achieve. The viability of significant development may also be affected by the number of land ownerships in the zone, and by difficulties in gaining vehicular access to the zone.*

Regeneration Benefits:\*

*There are some areas within the orange zone with poorer quality street frontages, most notably the area of Devonshire Square identified in Policy CA/4a of the Borough of Charnwood Local Plan. Redevelopment in this area therefore offers potential to help to physically regenerate the area. Some buildings within the orange zone may be under utilised and may have potential, but compared to other zones around Loughborough there is less opportunity for redevelopment of brownfield land. Given the relative lack of redevelopment opportunities the potential for further employment opportunities is also relatively low.*

Role in Social Inclusion:\*

*Part of the orange zone lies within Loughborough East Priority Neighbourhood. Given the relative lack of redevelopment opportunities, the potential for new employment is correspondingly limited. Redevelopment offers the potential to provide a range of services and facilities to areas lacking in access. A range of services and facilities are however available within 50m of the orange zone in Loughborough Town Centre Core Area.*

Impact upon Investment:\*

*Any redevelopment in this area has the potential to contribute towards the delivery of a number of planned public investments in Loughborough Town Centre, including Bedford Square/ Wards End, Queens Park, Devonshire Square and Granby Street.*

Impact on Town Centre Vitality and Viability:\*

*The orange zone is well integrated to the Primary Shopping Area. The zone already offers some limited choice of comparison and convenience goods. There is potential to improve the quality and range of goods range of goods that are on offer and therefore contribute positively to town centre vitality and viability.*

Impact upon Allocated Sites:\*

*Within the orange zone, the main area with potential for redevelopment is the Devonshire Square Opportunity Site. Redevelopment in this zone is likely to have a positive impact upon this allocated site.*

*Development in the orange zone may also have an impact upon Town Centre Opportunity Site between Baxter Gate and Pinfold Gate which is allocated through Policy CA/(b) of the Borough of*

---

\* Please see section 4 of this paper for more information about the range of factors that have been considered in this section

*Charnwood Local Plan. Development in the orange zone has the potential to absorb demand making development less likely at the Baxter Gate/ Pinfold Gate site.*

The impact of the proposal on allocated sites outside town centres being developed in accordance with the development plan:\*

*There are two allocated sites outside Loughborough Town Centre which may potentially be affected by development in the orange zone. These two sites are land between Burder Street and Midland Mainline and the Grand Union Opportunity Site. These sites are covered by policies E/10 and RT/21 of the Borough of Charnwood Local Plan respectively. Development of both of these sites is well-advanced. Overall it is considered that development within any of the town centre zones would have limited impacts on allocated sites in these out-of-centre locations.*

The impact of the proposal on in-centre trade/turnover and on trade in the wider area:\*

*The orange zone is outside the Loughborough Town Centre Core Area, but within Loughborough Town Centre Outer Area and would be classified as edge of centre. The orange zone is well related and integrated with Loughborough Town Centre Core Area. Redevelopment in the orange zone has the potential to increase spin-off trade within the primary shopping area of Loughborough. Given that Loughborough is at top of the retail hierarchy in the borough, the scale of development that could be accommodated in the orange zone is considered appropriate for the location*

Contributions Towards The vision for Loughborough Town Centre Masterplan:\*

*The orange zone is located close to Loughborough Market Place and would contribute towards the vision for Loughborough as being compact and walkable, with the Market Place at its centre. The zone would be easy for people of all abilities to get to and around, but there may be the need to widen some narrow pavements for increased accessibility. The site is also located adjacent to existing main bus stops along Wards End and is also well related to the main bus stops along the High Street and Market Place in Loughborough. The Loughborough Town Centre Masterplan and Devonshire Square Supplementary Planning Document include the objective of improving or extending the existing car park along Granby Street and which would serve western approaches to Loughborough Town Centre.*

*Development in the orange zone would also allow the redevelopment of poor quality buildings and sites. Redevelopment in the orange zone is likely to affect the appearance and the setting of a conservation area and of listed buildings. Large scale development could affect the setting of Queens Park. The orange zone contains sufficient vacant and under used land to the rear of Devonshire Square for significant comprehensive development to occur and so there is potential to offer a variety of purpose built retail units. There is some but limited potential to attract a number national retailers and independent retailers.*

*There are residential properties along Granby Street, Wards End and Frederick Street which could be affected by development..*

---

\* Please see section 4 of this paper for more information about the range of factors that have been considered in this section

## Yellow Zone Appraisal

<b>Zone</b>	Yellow Zone
<b>Definition in terms of Sequential Test</b>	Edge of Centre Within 50m of the Primary Shopping Area
<b>General Description and Background</b>	The yellow zone extends south east from the edge of Loughborough Town Centre Core Area. The zone includes the rear of properties to Market Place, Cattle Market and Wards End. The main frontage in the zone is to Woodgate, but other frontages include to Southfields Road, Wards End and South Street.

Available:\*

The zone is under multiple ownership, although the precise number is unknown. The zone includes the former magistrate's court, student housing blocks, the rear of the Reel Cinema, together with a limited number of units for retail, and restaurant use. Apart from proposals for student housing, there is no evidence of significant recent developer interest for main town centre uses. The zone includes a number of sites which are unused or partially used, including a recently cleared site south of South Street and also the car park adjacent to Town Hall passage. The car park behind the town hall also extends into the red zone.

Suitable:\*

Part of the yellow zone lies within the Victoria Road Conservation Area and the zone also directly abuts the Queens Park Conservation Area.

The yellow zone would be classed as edge of centre in terms of the definitions within Planning Policy Statement 4.

There are no significant physical restrictions within the yellow zone, but busy roads may affect the general environmental quality.

Viable:\*

The shape, general form and policy restrictions of the yellow zone make significant or comprehensive development difficult to achieve. The viability of significant development may also be affected by the number of land ownerships in the zone. Recent developments of purpose built student flats have included ground floor retail uses, which have failed to let for a number of years, which may be an indication of the poor viability of certain town centre uses in this particular location.

---

\* Please see section 4 of this paper for more information about the range of factors that have been considered in this section

### Regeneration Benefits:\*

*Development in the yellow zone could help to redevelop vacant or under utilised areas of land, notably the car park to the rear of the Town Hall and land at South Street. The potential employment opportunities would be linked to the viability of different types of uses that could be developed on the land*

### Role in Social Inclusion:\*

*Part of the orange zone lies within Loughborough East Priority Neighbourhood. Given the relative lack of redevelopment opportunities, the potential for new employment is correspondingly limited. Redevelopment offers the potential to provide a range of services and facilities to areas lacking in access. A range of services and facilities are however available within 50m of the orange zone in Loughborough Town Centre Core Area.*

### Impact upon Investment:\*

*Any redevelopment in this area has the potential to contribute towards the delivery of a number of planned public investments in Loughborough Town Centre, including Bedford Square, Wards End and Devonshire Square.*

### Impact on Town Centre Vitality and Viability:\*

*The yellow zone is well integrated to the Primary Shopping Area. The yellow already offers some limited choice of comparison and convenience goods. Redevelopment may encourage uses into currently vacant units. There is potential to improve the quality and range of goods range of goods that are on offer and therefore contribute positively to town centre vitality and viability.*

Including local consumer choice and the range and quality of the comparison and convenience retail offer.

### Impact upon Allocated Sites:\*

*Redevelopment in the yellow zone may have an impact on the opportunity site on Devonshire Square (allocated through Policy CA/4(a) of the Borough of Charnwood Local Plan). There may be short-term negative impacts upon the Devonshire Square site, if development occurs within the yellow zone, as both areas would be in competition for retail/other investment. In the long-term development in the yellow zone could have slight positive impacts upon the Devonshire Square site, as the retail profile and entry to the town centre could be improved.*

*Development in the yellow zone may also have an impact upon Town Centre Opportunity Site between Baxter Gate and Pinfold Gate which is allocated through Policy CA/(b) of the Borough of Charnwood Local Plan. Development in the yellow zone has the potential to absorb demand making development less likely at the Baxter Gate/ Pinfold Gate site.*

---

\* Please see section 4 of this paper for more information about the range of factors that have been considered in this section

The impact of the proposal on allocated sites outside town centres being developed in accordance with the development plan:\*

*There are two allocated sites outside Loughborough Town Centre which may potentially be affected by development in the red zone. These two sites are land between Burder Street and Midland Mainline and the Grand Union Opportunity Site. These sites are covered by policies E/10 and RT/21 of the Borough of Charnwood Local Plan respectively. Development of both of these sites is well-advanced. Overall it is considered that development within any of the town centre zones would have limited impacts on allocated sites in these out-of-centre locations.*

The impact of the proposal on in-centre trade/turnover and on trade in the wider area:\*

*The yellow zone is outside the Loughborough Town Centre Core Area, but within Loughborough Town Centre Outer Area and would be classified as edge of centre. The yellow zone is well related and integrated with Loughborough Town Centre Core Area. Redevelopment in the yellow zone has the potential to increase spin-off trade within the primary shopping area of Loughborough. Given that Loughborough is at top of the retail hierarchy in the borough, the scale of development that could be accommodated in the yellow zone is considered appropriate for the location.*

Contributions Towards The vision for Loughborough Town Centre Masterplan:\*

*The yellow zone is located close to Loughborough Market Place and would contribute towards the vision for Loughborough as being compact and walkable, with the Market Place at its centre. The zone would be accessible to types of user. The zone is also close to the main bus stops along the High Street and Market Place in Loughborough. There is a large multi-storey car park at Beehive Lane, which lies on the outside boundary of the yellow zone.*

*The yellow zone does not contain sufficient vacant and under used land for comprehensive development to occur and so there is less potential to offer a variety of purpose built retail units. There is some but limited potential to attract a number national retailers and independent retailers.*

*There are residential properties along Wards End the amenities of which could be affected by development within the yellow zone.*

---

\* Please see section 4 of this paper for more information about the range of factors that have been considered in this section