

**APPENDIX 2(ii):
STRATEGIC PRIORITIES FOR REGENERATION**

PROJECT: LOUGHBOROUGH TOWN CENTRE – DEVONSHIRE SQUARE

Loughborough Town Centre – Devonshire Square	
Vision	A development of urban design and architectural excellence that will transform an existing discordant building and extensive car parking areas into a vital part of the town centre offering a varied mix of uses, an innovative approach to the treatment of the public realm and Wood Brook, and a harmonious relationship with Queen's Park. (<i>Devonshire Square Development Brief [SPD adopted March 2007]</i>)
Description	The potential redevelopment site area extends to approximately 1.35 ha. Almost half of the site is currently in public ownership and devoted to surface car parking (0.68ha) of which 0.16ha is located within the old walled pig market adjoining Bleach Yard giving access to Wards End/Bedford Square. The main frontage of the site to the principal shopping thoroughfare falls within a number of private ownerships including a community facility (John Storer House) on 0.21ha and a dated commercial unit on a 0.22ha site.
Deliverables	<p>The range of deliverables will be dependent upon the extent of site assembly and participation of adjacent land owners.</p> <ul style="list-style-type: none"> ▪ Devonshire Square/Devonshire Lane is suitable for retail uses at ground floor with a mix of residential and office development at first and second storey level. An Arts Centre with associated community uses could be accommodated within the western part of the site overlooking Queen's Park. ▪ The central part of the site could accommodate a relocated John Storer House and/or residential development. ▪ The southern part of the potential site is most suitable for residential or office accommodation and would need to provide for the relocation of John Storer House should that site contribute to the overall scheme.
Planning Policy	<p>POLICY CA/4(a) of the adopted Borough of Charnwood Local Plan advises:</p> <p><i>Planning permission will be granted for the redevelopment of the Devonshire Square Opportunity site provided the ground floor uses fall primarily within the following classes (as defined by the Town and Country (Use Classes) Order 1987):</i></p> <ul style="list-style-type: none"> i) <i>shops (Class A1);</i> ii) <i>financial and professional services (Class A2); and</i> iii) <i>food and drink uses (Class A3).</i>

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And provided the development would:

- a) avoid partial redevelopment where such an approach would prevent or seriously prejudice the redevelopment of the remainder of the defined Opportunity Site;*
- b) orientate primary frontages towards pedestrian preference areas where possible;*
- c) retain buildings which make an individually important contribution to the existing townscape;*
- d) create new areas of open space for repose and public interaction with pedestrian links to Queens Park;*
- e) screen from wider view service areas and storage compounds;*
- f) respect through design, scale, mass and materials, the local tradition of individual buildings sharing common building lines enclosing Devonshire Square; and*
- g) make a positive contribution to the vitality of the town centre; in particular elements of housing should be provided wherever possible and preferably at first floor and above.*

In addition the Borough Council will seek to negotiate reasonably related contributions to assist in the provision of those elements of the Loughborough Inner Relief Road necessary to service adequately the redevelopment proposed.

Planning History	There is no relevant recent planning history.
Issues	<p>With the completion of the Rushes Centre the balance of the town centre has shifted eastwards; that shift might be expected to be compounded by the delivery of the Loughborough Transport Scheme which will see the substantial removal of through traffic on the former A6 corridor encouraging the consolidation of retail and commercial interest in that area.</p> <p>The Devonshire Square/Bedford Square area may become increasingly marginalised as a primary retail destination and may need to develop an alternative complementary offer such as entertainment and leisure in order to remain a vital and viable part of the town centre.</p> <p>In the interim there is the prospect of a more limited development based on the former walled pig market (currently providing 62 parking spaces) utilising adjacent vacant land at Bleach Yard with the potential to deliver elements of housing, offices and commercial development allied to the provision of a pedestrian link between the retained Granby Street car park & Wards End.</p>
Interventions/ Actions	1 Re-establish contact with the owners of the “Devonshire Square” property to determine their appetite for redevelopment, particularly within the entertainment and leisure sector.

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- 2 Engage with commercial interests in the locality to explore the opportunities for developing an entertainment and leisure quarter focused on Devonshire Square.
- 3 Consider a smaller scheme relying upon the redevelopment of the former Pig Market site along with Bleach Yard delivering improved connectivity between the Granby Street car park and Wards End/Bedford Square in accordance with the principles set out in the Public Realm Strategy.
- 4 Engage the Business Improvement District Board to establish a framework for co-operation and local business support in securing the redevelopment of the site.