

7.0 Development Briefs

Strategic Development Opportunities

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Having undertaken a detailed analysis of Loughborough Town Centre a number of development opportunities have been identified. However, two key development opportunities in the Town Centre will be critical to the overall success of the masterplan. These sites are:-

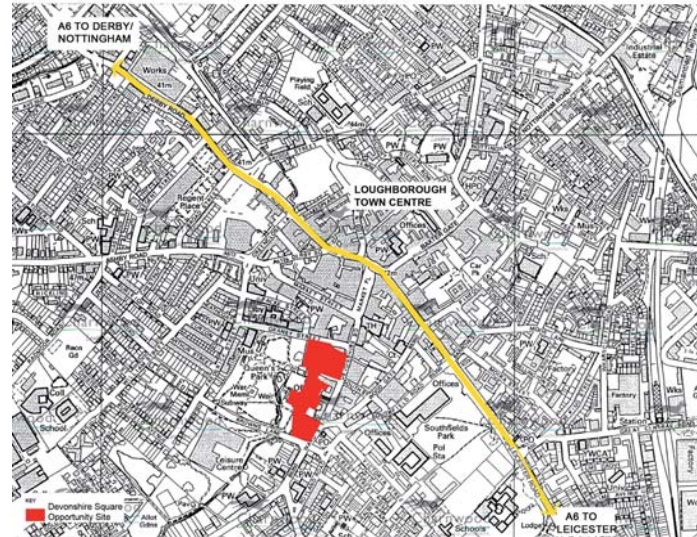
- i) Devonshire Square
- ii) Former General Hospital Site and Aumberry Gap

Both of these sites have been considered as development opportunities for a number of years and are included within Charnwood Borough Council's adopted Local Plan.

DEVONSHIRE SQUARE DEVELOPMENT BRIEF

Location

This site is located within the southernmost part of Loughborough Town Centre, approximately 250 metres south of the A6. The M1 J23 is approximately 5 km to the west of the town centre and is connected by the A512. Vehicles travelling to the site from the M1 can reach it via alternative main routes.



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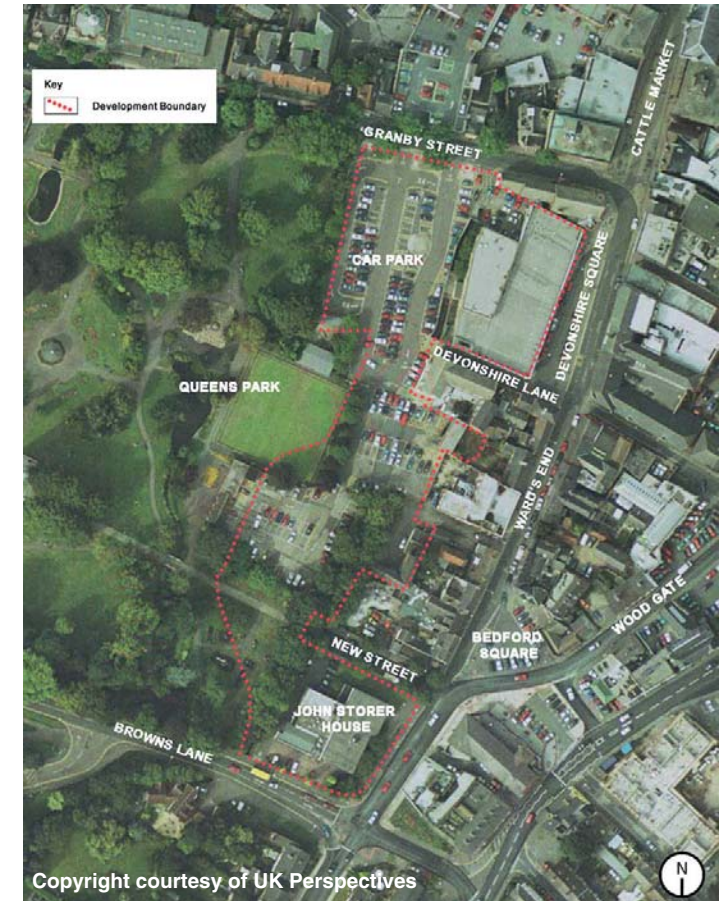
Existing Site

The site area is 1.35 hectares and its boundaries are formed by Queens Park to the west (public open space), Brown's Lane to the south, Ward's End and Devonshire Square to the west and Granby Street forms the northern boundary.

Purpose and Status of the Brief

The status of the brief is informal and is intended to facilitate site development and support site specific planning policies

The purpose of this brief is to show how comprehensive redevelopment could be undertaken on a key town centre opportunity site in accordance with relevant planning policies.



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Strategic Development Opportunities



Ownership and Current Use

Existing site uses include are as follows:

- Granby Street public car park, which occupies the majority of the site
- number of retail units facing Devonshire Square
- A small number of commercial units and lock ups
- John Storer House (Charnwood CVS)
- Eastern areas of Queen's Park (including Bowling Green and park compound).

Queen's Park and Granby Street public car park is owned by Charnwood Borough Council and the remainder of the site is in multiple private ownerships.

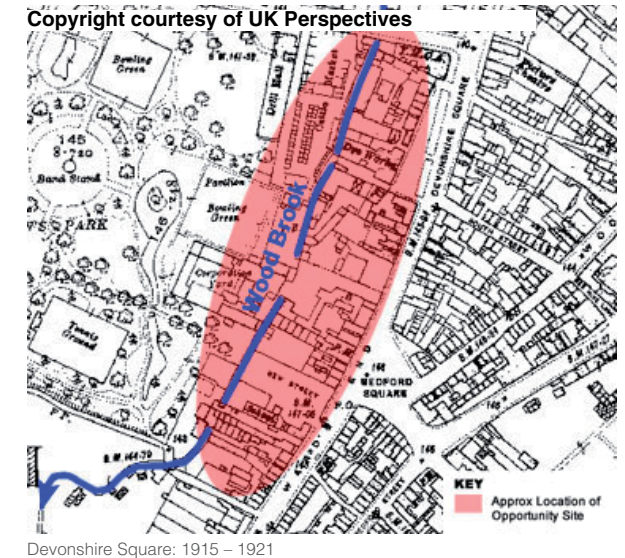
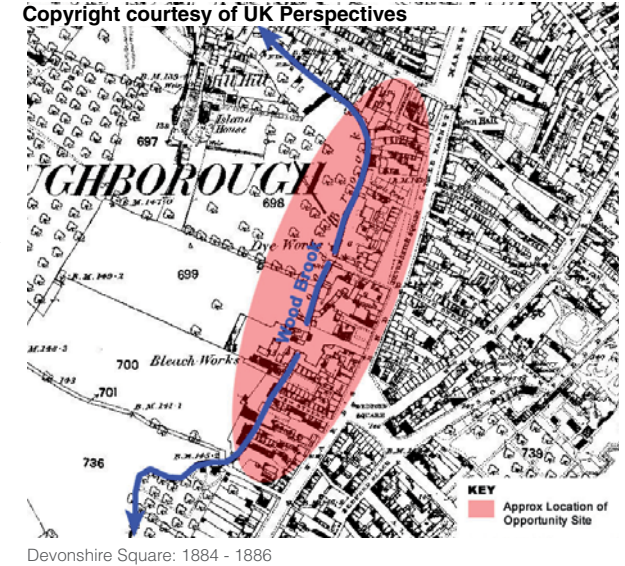
Historical Use

Devonshire Square: 1884 - 1886

This red area on the adjacent map shows the approximate location of the present development opportunity site. At this time the stream, Wood Brook, acted as a barrier between built form and the open fields to the west. The cattle market was the dominant feature in the north of the site but little of the built form from this time remains.

Devonshire Square: 1915 - 1921

Major changes to the area have occurred by this time with the building of Queen's Park and the introduction of new development extending west onto the other side of Wood Brook. The cattle market was relocated to the west of the brook and several of today's key buildings fronting Devonshire Square were built. Wood Brook was realigned to facilitate development in the north of the site.



Strategic Development Opportunities

Planning Policy

A number of general policies apply to all development within The Borough of Charnwood Local Plan (Adopted January 2004) and should be observed to ensure development proposals are in compliance.

The table shows the key planning policies relating to this opportunity site

Policy	Summary
Environment Policy 3 (EV/3): Archaeological Sites of County and Local Significance	The site falls within an Archaeological Alert Zone and as such an evaluation of archaeological interest is required.
Environment Policy 10 & 13 (EV/10 & EV/13): Development / Advertising in Conservation Areas	Part of the falls within the Queens Park Conservation area and new development within this area should enhance area and new development within this area should enhance area
Environment Policy 18 (EV/18): Open Spaces of Special Character	Queens Park is designated as such and development proposals should respect the existing amount of open space and its overall design
Environment Policy 20 (EV/20): Landscaping in New Development	A high standard of landscape design will be required given the presence of the Conservation Area and an Open Space of Special Character
Environment Policy 27 (EV/27): Protection of Floodplains	The opportunity site lies within the flood plain of Wood Brook therefore consultation with the Environment Agency.
Population and Housing Policy 3 (H/3): Density	Given the site's proximity to the Town Centre, residential development should be a minimum of 40 dwellings a hectare.
Population and Housing Policy 5 (H/5): Affordable Housing on Unallocated Sites	The Borough Council will seek to negotiate an element of affordable housing based upon the identified need in the area.
Transport Policy 13 (TR/13): Access for Cyclists and Pedestrians	A cycle route is planned for Ward's End, adjacent to the opportunity site, for which the Borough Council will seek to negotiate a contribution towards its development
Central Areas & Shopping Policy 2 (CA/2): Acceptable Uses in the Loughborough Core Area	Planning permission for ground floor development will be granted for shops (A1), financial and professional services (A2) and food and drink (A3) subject to certain conditions.
Central Areas & Shopping Policy 3 (CA/3): Acceptable Uses in the Loughborough Outer Area	In addition to the above uses, planning permission for ground floor development will be granted for hotels (C1), nonresidential institutions (D1), places of assembly and leisure (D2) subject to certain conditions.
Central Areas & Shopping Policy 4a (CA/4a): Devonshire Square Opportunity Site	Provides the general policy and design context for the site which is expanded upon within this brief
Central Areas & Shopping Policy 7 (CA/7): Pedestrian Preference in Loughborough Town Centre	The Borough Council will seek a contribution towards a redesign of Devonshire Square to limit vehicular access and give greater preference to pedestrians.
Central Areas & Shopping Policy 11 (CA/11): Use of Upper Floors	Residential use of upper floors is encouraged within opportunity sites.

Planning Constraints

A number of planning constraints have been identified from the Borough of Charnwood local plan (Adopted January 2004)



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Site Analysis

The earliest of the historical plans showed a good relationship between the open space, Wood Brook and built form. The culverting and realignment of Wood Brook over time enabled development to extend west towards Queens Park. The original development has now gone and the land is used for public car parking (Granby Street.) The consequence of this is a poor interface between the public open space of Queens Park and the shopping area of Devonshire Square / Wards End, which provides a primary retail frontage to the town's Core Area.

There are a number of good quality Victorian buildings occupying prominent positions adjacent to the opportunity site. They are clustered around the northern part of the site and are constructed from similar materials to each other but the poor quality built form between them reduces their impact on local character.



Western and Devonshire Square



The Mart



The corner of Devonshire Lane/ ward's End



Woodbrook

Strategic Development Opportunities

The modern alignment of Wood Brook defines the edge between built form and public car parking / public open space. For the most part, this feature is hidden by vegetation or is in culvert beneath the Granby Street car park.

A 1960's development block in the north of the site, previously a Tesco store with car parking above. Access to the car park no longer remains, the development is effectively single storey only. This development does not provide a positive contribution to the street scene.

An equally poor development, in terms of its contribution to the local architectural quality, is John Storer House (Charnwood CVS). This two-storey building is now designated 'unfit for purpose' but is well used by the local community. The site is located on a key route into the town centre but the building quality does not currently reflect the site's importance.

Buildings facing onto the public car park create an unattractive built edge to the public car park, creating a poor image of a key arrival area for the Town Centre.



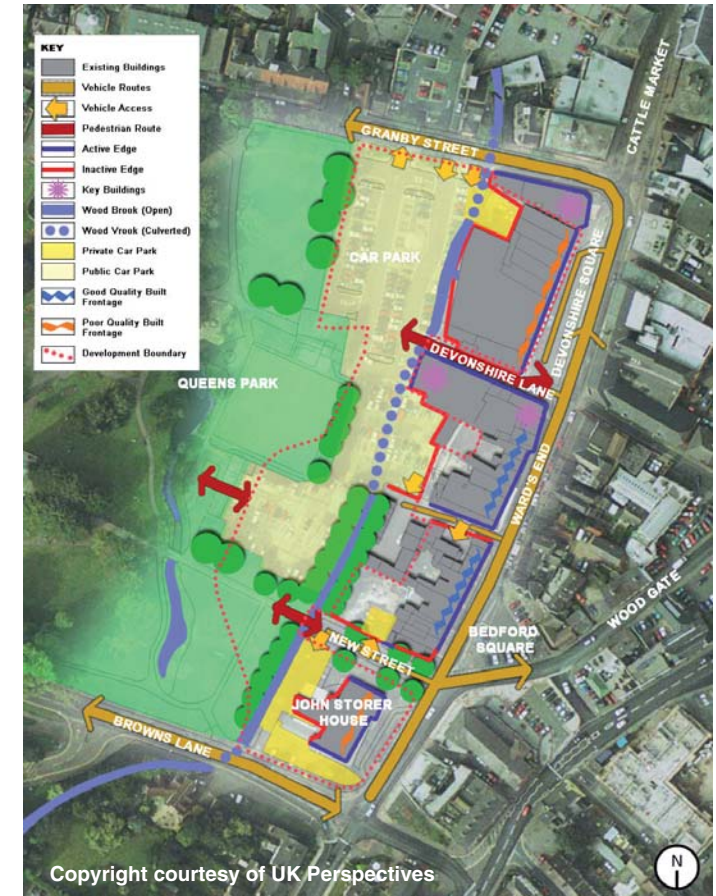
Ex Tesco Supermarket



Rear of Ex Tesco Store



John Storer House



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Site Analysis

Strategic Development Opportunities

Built Form and Layout

In order to facilitate development, Wood Brook should be diverted to the west of its current alignment. This will enable the creation of a positive water feature overlooked by high quality development. It will also help overcome objections from the Environmental Agency, with regard to culverting existing water courses. Consultation with the Environment Agency will be required to determine the detailed design of the diverted watercourse.

There are three key aims that new built form must satisfy:

- To provide a high quality frontage onto Devonshire Square
- To provide a building of local landmark quality to replace John Storer House
- To create an active development frontage to overlook Queen's Park and the realigned Wood Brook



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Development options & principles



Devonshire Lane



Devonshire Square

Devonshire Square:

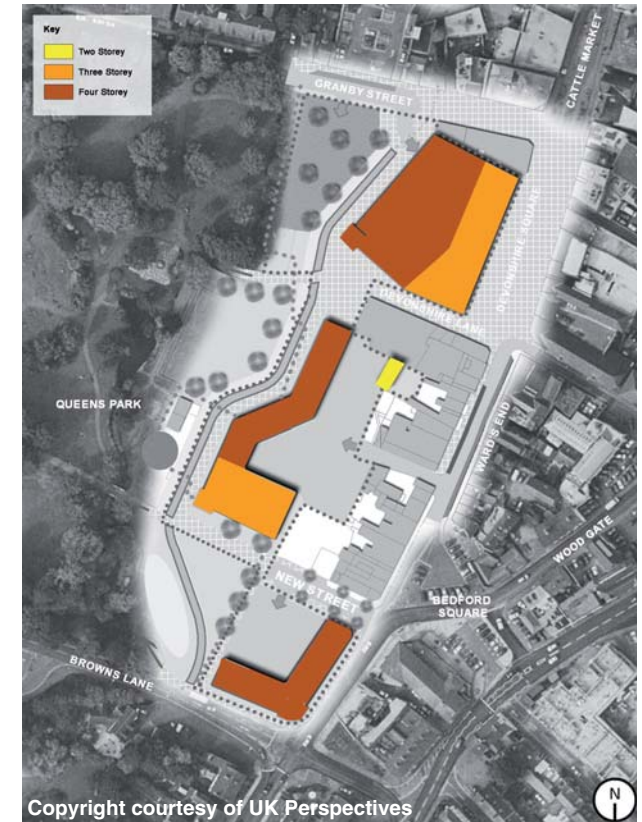
a building height of three stories must be achieved to overlook Devonshire Square and should be stepped up to four stories to overlook Queen's Park.

Central Development:

A building height of four stories is required for the northern half of the development to match the adjacent existing built form. This can be reduced to three stories towards the southern half of the development.

Southern Development:

this development is required to be three stories high.



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Devonshire square

Strategic Development Opportunities



Massing

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Land Use

Devonshire Square:

Uses facing onto Devonshire Square and Devonshire Lane are to be predominantly shops at ground floor with residential uses at first and second floors. An Arts Centre with associated community uses could be accommodated within the western half of the development. Live work uses may also be acceptable in this location above ground floor uses.

Central Development:

John Storer House is required to be relocated onto this site. Additional development is to be predominantly residential.

Southern Development:

this site is suitable for residential or office accommodation

Public Realm

Queen's Park:

the diverted Wood Brook creates the opportunity to improve the park's eastern boundary. The redesigned eastern boundary will require the following to be addressed:

- remodelling of the play area in the park's south-eastern corner
- relocation of the park's compound to the south of the existing public toilets
- removal / reduction of the bowling green
- retention of existing trees
- soft landscaping proposals to connect the existing park with Wood Brook

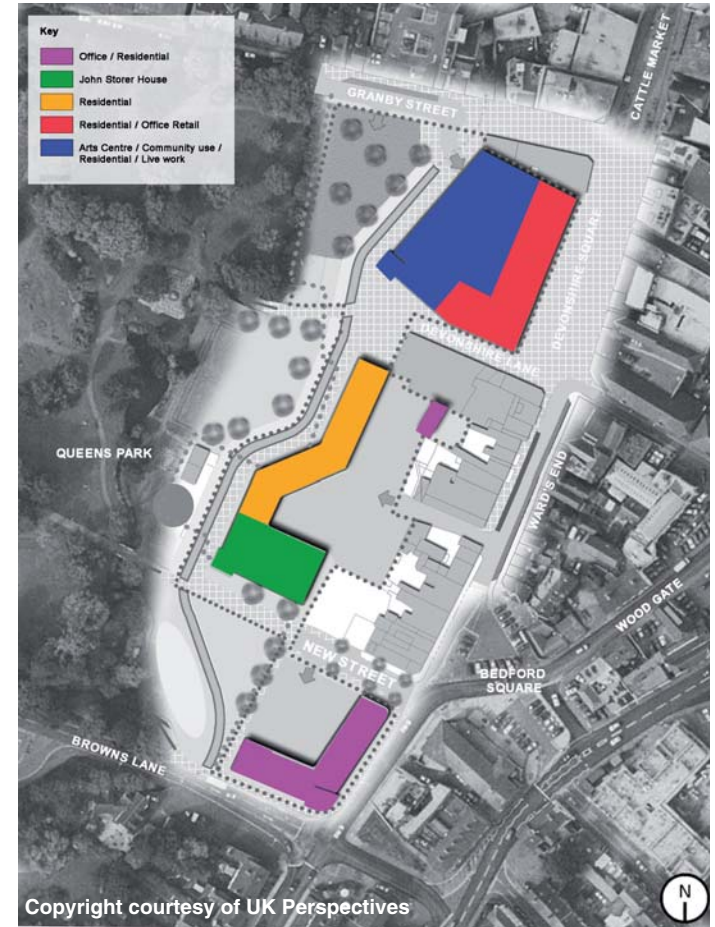
Pedestrianisation:

Traffic proposals connected with the Town Centre Masterplan have determined that Devonshire Square and the eastern section of Granby Street could be pedestrianised. This also enables the pedestrian preference area to extend south from the Cattle Market. Devonshire Lane is proposed to lead into a new public square that leads directly into Queen's Park via a new pedestrian route. The proposal also creates a public route along the full length of the park's eastern boundary, overlooking Wood Brook.

Highway and Access

The development replacing John Storer House will be accessed via New Street and parking is to be accommodated within an internal courtyard. New Street is required to be extended to provide a turning head and the opportunity for formalise on-street parking should be examined. The central development will be accessed from Ward's End via an unnamed street and parking for the development will be accommodated within the internal parking courtyard. John Storer House

The northern development is to be access via Granby Street and all parking / serving is to be accommodated internally.



Landuse

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FORMER GENERAL HOSPITAL AND AUMBERRY GAP INFORMAL DEVELOPMENT BRIEF

Purpose and Status of the Brief

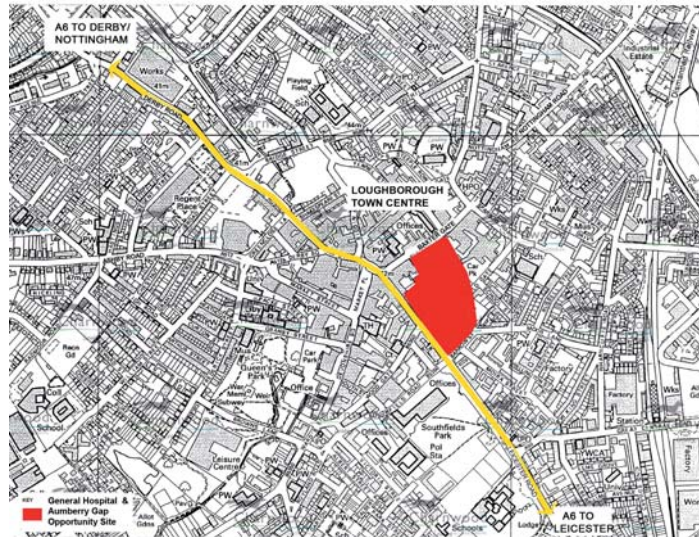
The purpose of this brief is to demonstrate how comprehensive redevelopment could be undertaken on a key area of Loughborough Town Centre. A number of separate development sites are included within this area but the key sites are the opportunity sites of Aumberry Gap and the Former General Hospital Site (including Primary Care Trust ownership) identified in the Local Plan.

The status of the brief is informal and is intended to facilitate phased site redevelopment and support site specific planning policies.

The Site

Context

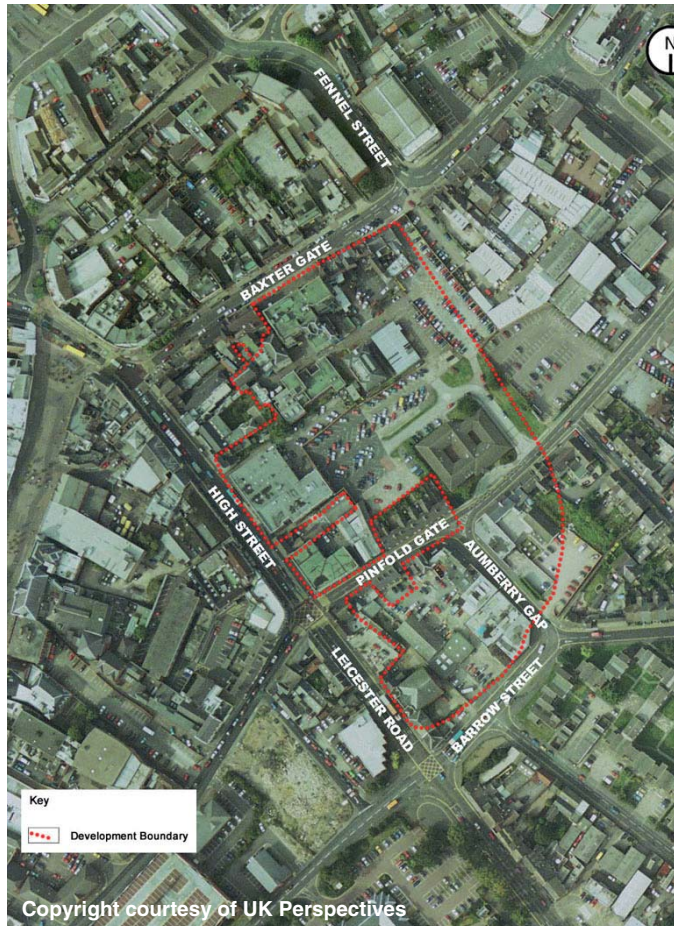
The site is located within the easternmost part of Loughborough Town Centre and directly adjacent to the A6 that bisects the town centre. The M1 J23 is approximately 5km to the west of the town centre and is connected by the A512 (Ashby Road.) Leicester is located approximately 18 km to the south and Nottingham lies approximately 20km to the north



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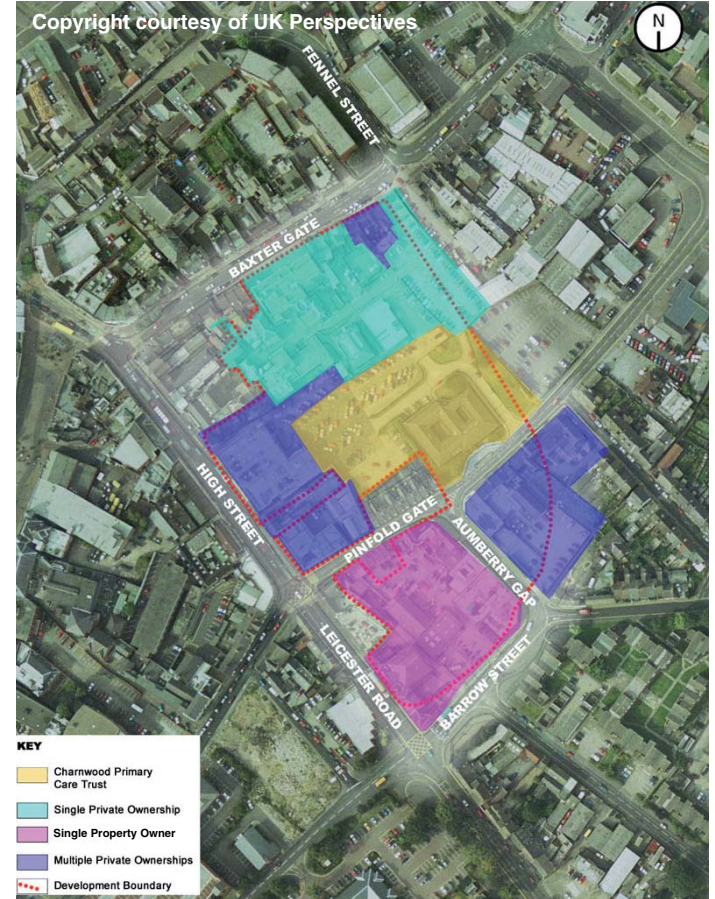
Existing Site

The total site area is approximately 2.8 hectares and its boundaries are the proposed Inner Relief Road that will connect Barrow Street with Fennel Street (eastern and southern boundaries), Baxter Gate (northern boundary) and Leicester Road / High Street (western boundary.) Existing site uses include:



Key
- - - - - Development Boundary

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KEY
 Charnwood Primary Care Trust
 Single Private Ownership
 Single Property Owner
 Multiple Private Ownerships
 Development Boundary

Existing Site

- Health Centre
- Commercial
- Residential (above ground floors)
- Shops
- Light Industrial
- Office
- Hotel

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Opportunity Site: 1884 - 1886



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Opportunity Site: 1921 - 1951

The red area on the above map shows the approximate location of the opportunity site. The road network is fully developed 1884, which is fully enclosed by development. Manufacturing premises occupy a significant area on the north side of Pinfold Gate. The plan shows the road currently known as Aumberry Gap was originally known as Cemetery Place. The manufacturing premises off Pinfold Gate have been demolished by this time. The open space created by the demolition in combination with the private gardens creates a significant open area in the centre of the development block. Which is currently used as a surface level car park

Planning Policy

A number of general policies apply to all development within The Borough of Charnwood Local Plan (Adopted January 2004) and should be observed to ensure development proposals are in compliance.

The table shows key planning policies relating to this opportunity site:

The opportunity site has a number of buildings of architectural merit, some of which are also listed. None of the key buildings are sited in prominent positions but they do enhance local character.

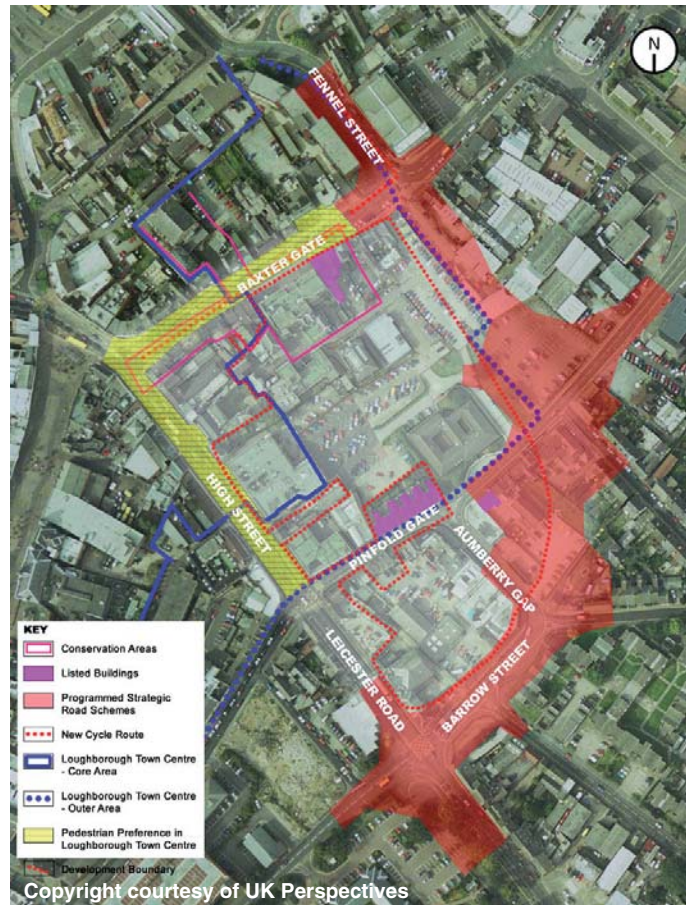
The listed row of terraces on Pinfold Gate is now isolated amongst modern development but future development proposals have the potential to improve built form relationships.

Although only a few historic buildings now exist, their modern replacements have continued to ensure that for the most part, continuous building lines are in place. This ensures a distinction between public and private spaces.

Although the opportunity site does have some good quality built form, mostly concentrated around Baxter Gate, a significant length of site frontage is of poor quality.

Built form fronting Leicester Road and the High Street, within the development boundary, does not match the quality elsewhere in the Town Centre

Localised areas of poor built form detract from adjacent good architecture such as the northern end of Baxter Gate and corner of Leicester Road and Barrow Street, which are key gateway sites



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Planning restrictions

Policy	Summary
Environment Policy 3 (EV/3): Archaeological Sites of County and Local Significance	The site falls within an Archaeological Alert Zone and as such an evaluation of archaeological interest is required.
Environment Policy 5 (EV/5): The Setting of Listed Buildings	Planning permission for development which would adversely affect the setting of a listed building will be refused.
Environment Policy 7 (EV/7): Demolition of Listed Buildings	The site contains a number of listed buildings within the development boundary. Proposals that require their demolition will require listed building consent.
Environment Policy 10 & 13 (EV/10 & EV/13): Development / Advertising in Conservation Areas	Part of the site falls within the Church Gate Conservation area and new development within this area should enhance /preserve its character.
Environment Policy 20 (EV/20): Landscaping in New Development	A high standard of landscape design will be required given the presence of the Conservation Area and the aspirations for high architectural quality.
Population and Housing Policy 3 (H/3): Density	Given the site's proximity to the Town Centre, residential development should be a minimum of 40 dwellings a hectare.
Population and Housing Policy 5 (H/5): Affordable Housing on Unallocated Sites	The Borough Council will seek to negotiate an element of affordable housing based upon the identified need in the area.
Transport Policy 2 (TR/2): A6 Inner Relief Road	Planning permission will not be granted for development that would prejudice the construction of the Inner Relief Road.
Transport Policy 13 (TR/13): Access for Cyclists and Pedestrians	A cycle route is planned for Baxter Gate, adjacent to the opportunity site, for which the Borough Council will seek to negotiate a contribution towards its development.
Central Areas & Shopping Policy 2 (CA/2): Acceptable Uses in the Loughborough Core Area	Planning permission for ground floor development will be granted for shops (A1), financial and professional services (A2) and food and drink (A3) subject to certain conditions.
Central Areas & Shopping Policy 3 (CA/3): Acceptable Uses in the Loughborough Outer Area	In addition to the previous uses, planning permission for ground floor development will be granted for hotels (C1), non-residential institutions (D1), places of assembly and leisure (D2) subject to certain conditions.
Central Areas & Shopping Policy 4a (CA/4b): Fennel Street, Baxter Gate and Leicester Road Opportunity Site	Provides the general policy and design context for the site which is expanded upon within this brief.
Central Areas & Shopping Policy 7 (CA/7): Pedestrian Preference in Loughborough Town Centre	The Borough Council will seek a contribution towards a redesign of Devonshire Square to limit vehicular access and give greater preference to pedestrians.
Central Areas & Shopping Policy 11 (CA/11): Use of Upper Floors	Residential use of upper floors is encouraged within opportunity sites.

Strategic Development Opportunities

Development Option and Design Principles

Built Form and Layout

This design option is based upon available information on the proposed alignment of the Inner Relief Road. The large opportunity site contains a number of separate development phases which are detailed on the next page.



Site Analysis



No 56 Baxter Gate: Former Hospital building



Nos. 8 – 13 High Street



Pinfold Gate: Row of 10 original terraces, all listed buildings



Northern area of Baxter Gate



No 54 Baxter Gate: Listed Building



Corner of Leicester Road & Barrow Street

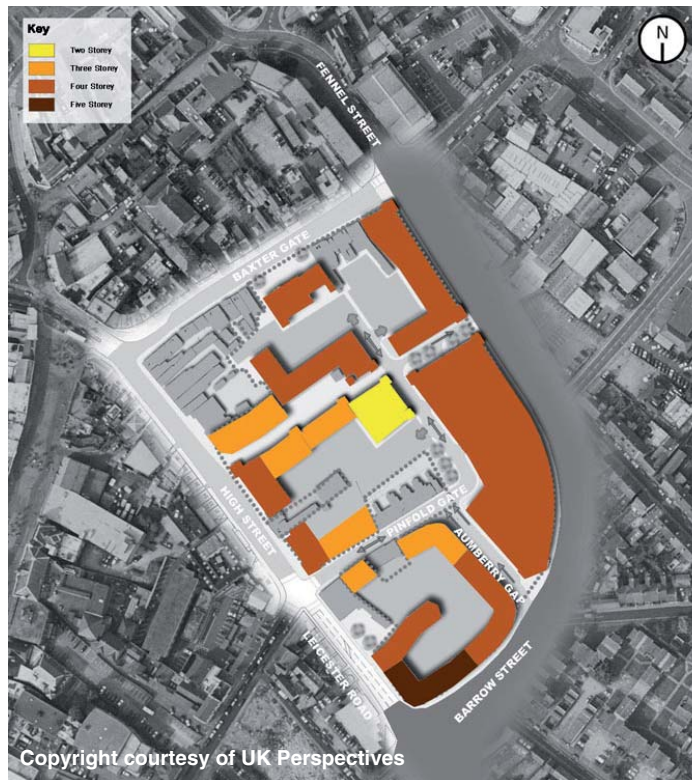
Strategic Development Opportunities

There are several key aims that new built form must satisfy:

- To provide a high quality frontage overlooking the proposed Inner Relief Road
- To provide a building of landmark quality at the key gateway of Leicester Road / Barrow Street and the corner of Baxter Gate / Fennel Street
- To define a new pedestrian route through the opportunity site to link the proposed public car park and new Magistrates Court with the Town Centre
- Respect existing built form, particularly the listed terrace on Pinfold Gate and listed property on Baxter Gate.



Massing



Inner Relief Road Frontage: a building height of four stories should be achieved along this road to provide the necessary enclosure with the potential to reduce in height towards the centre of the development, addressing any sensitivities.

Aumberry Gap: this key gateway site should provide a storey height of five on the southern corner and reduce to three stories on Aumberry Gap, respecting the two-storey listed properties situated opposite.

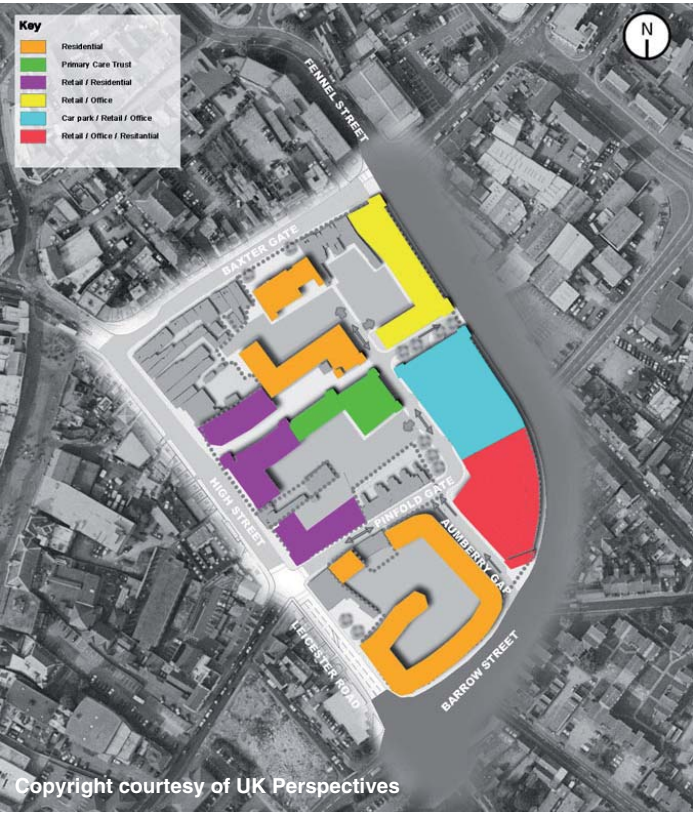
Pedestrian through route: the new Primary Care Trust building is proposed to be a minimum of two stories high with potential for a three-storey extension. The three storey building height continues until reaching the High Street where upon a building height of four stories is possible.

Strategic Development Opportunities



Phase	Description
Phase 1: Aumberry Gap	the development of this site could proceed in advance of the construction of the proposed Inner Relief Road due to the location of the site's road access on the existing highway network.
Phase 2: Charnwood PCT	a new building could be constructed in the existing car park whilst the present building continues to operate. Access to the site would be via the existing arrangement until further development phases are undertaken. This development could also be completed in advance of the proposed Inner Relief Road.
Phase 3: Strategic Car Park	this phase of development requires land assembly and the PCT to sell their unused landholdings. Once achieved the internal road network can be built allowing direct access to the new PCT building, a connection onto the proposed Inner Relief Road and access to Phase 4 development. When construction of the strategic car park is completed the proposed changes to traffic flows on Pinfold Gate and Aumberry Gap can be undertaken. This development may require the Inner Relief Road to be completed before construction of the built form begins.
Phase 4: Former General Hospital Try to secure pedestrian route through this site from Magistrates Court.	the completion of the internal road network will secure direct access to this development. The western half of the proposed development could be completed prior to the completion of the proposed Inner Relief Road, whilst the eastern half is more dependent on an alignment. A possibility exists to develop the site at an early date by creating an access on Baxter Gate but this would require the demolition of property number 52 or 53. When the direct vehicular access is secured as part of Phase 3, the earlier access could be pedestrianised or new development created.
Phase 5: High Street	the redevelopment of this site is not dependent on other phases but development pressure would increase once the proposed strategic car park opens and the desire for a direct pedestrian link into the town centre increases. This development could form phase 4 of the overall scheme as it is not dependent on the redevelopment of the Former General Hospital site.
Phase 6: Charnwood PCT	Upon completion of the new pedestrian link, this phase of development can be undertaken to complete the enclosure of the route. Vehicle access would be via the PCT car park
Phase 7: Pinfold Gate	The expectation is redevelopment of this site would become more attractive as high quality adjacent developments are built

Strategic Development Opportunities



Phase	Landuse
Phase 1: Aumberry Gap	Residential uses are proposed for this site and student accommodation may be suitable due to the requirement for lower car provision.
Phase 2: Charnwood PCT	A new healthcare facility
Phase 3: Strategic Car Park	A 300 space multi –storey car park is proposed with a frontage of ground floor shops facing the Inner Relief Road with offices / residential above. The southern end of the development is proposed as a mixed-use scheme with retail on the ground floor and residential / office accommodation on upper floors
Phase 4: Former General Hospital	The internal buildings are proposed for residential uses. The building facing the proposed Inner Relief Road is suitable for retail on the ground floor and office uses on upper floors
Phase 5: High Street	Ground floor uses are to be shops with residential / office accommodation on upper floors
Phase 6: Charnwood PCT	Expansion space for the Primary Care Trust or the site could be sold for a separate development with the potential for shops on the ground floor with residential uses above.
Phase 7: Pinfold Gate	Shops on the ground floor with residential / office accommodation on upper floors

8.0 Public Realm Strategy

Public Realm Strategy

8.0 Public Realm Strategy

The key public realm intervention is the proposed pedestrian link through the opportunity site which connects the proposed Magistrates Court and public car park with the Town Centre. The buildings along the route are designed to lead pedestrians through the route and towards a proposed pedestrian crossing on the High Street. The buildings widen out in the centre of the route to form an informal square and create the potential for a café area on its north side.

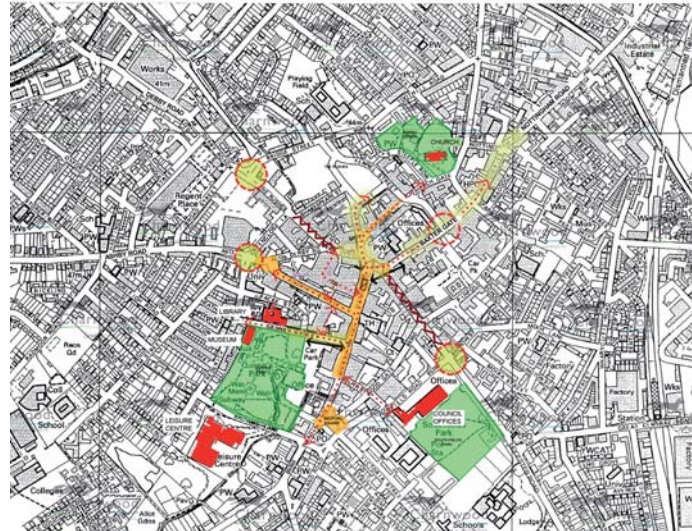
8.1 Objectives

The principal objective of the Public Realm Strategy is to promote attractive quality safe public spaces and routes. The spaces combine as part of an interconnected network to enhance the setting of Loughborough's historic townscape and facilitate pedestrian movement for all.

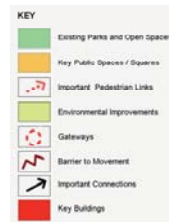
The Masterplan identifies a number of existing public space enhancement and the potential for the creation of a number of new public spaces that will help to create a series of high quality pedestrian priority links.

It was recognised from the outset that improvements to the public realm have to be made in parallel with identified development opportunities and with changes in the main strategic transport movements. Key urban design principles have evolved from this approach to the Town Centre and may be summarised as follows:

- Improve ease of movement within the central core between Market Place and The Rushes; between the Leisure Centre and Queens Park and from Southfield Road to the Market Place
- Reduce the severance created by the A6 within the Town Centre
- Create a network of interconnected public spaces
- Ensure the creation of a new boulevard to the north east of the Town Centre does not create a barrier to pedestrian movement
- New spaces are overlooked by high quality development with active uses on the ground floor
- Reduce the speed of traffic and remove the one-way system around Southfields Road/ Woodgate



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Public Realm Strategy

8.2 Loughborough public realm proposals

Loughborough town centre is based along a linear stretch of interconnected squares and spaces. Currently positive experiences of moving through these spaces are hampered by narrow and fragmented footways, excessive and inappropriate parking, and poor quality materials and furniture provision.

Enhancements to the public realm primarily in the environs of the squares will both reinforce and complement the urban design and transport interventions. Together the cumulative improvements will address the lack of legibility of the town centre for shoppers, workers and visitors. The proposals will create a series of spaces that are attractive, welcoming and accessible for all. The balance between vehicular and pedestrian priorities can be addressed through parking provision which is better integrated in to the streetscape to ensure a coordinated design that minimises potential conflict between different users.

The designs for the public spaces will reflect the historical character of the town whilst putting forward contemporary design solutions. There is a need to have a unifying theme rather than a range of street furniture types. The choices of materials will reflect existing materials in the town centre and complement building facades. Integral planting can soften the interface between buildings, provide seasonal interest and diversity, whilst emphasising the newly created spaces.

Overall the public realm design approach makes the best use the towns existing assets and constraints and creates potential for lively spaces in the centre of the town.

Public Realm Strategy

8.3 Strategic Public Realm Enhancements and New Public Spaces

The masterplan identifies the need for a unified town centre core and provides concept designs for the following public spaces.

1) Swan Street/ High Street

Swan Street adjacent to the Market Place has the potential to become a key public space in the Town Centre reducing severance between The Market Place and The Ruses. The design of this space will depend upon the implementation of a new boulevard to the north of the town centre and whether buses are allowed to pass along this street or whether full pedestrianisation takes place.

2) Bedford Square/ Ward's End

Bedford Square is currently used as a surface car park. The masterplan identifies the potential to remove through traffic and redesign this space to create a new public square. Opportunities exist to provide new high quality development to the south of this square with active uses on the ground floor.

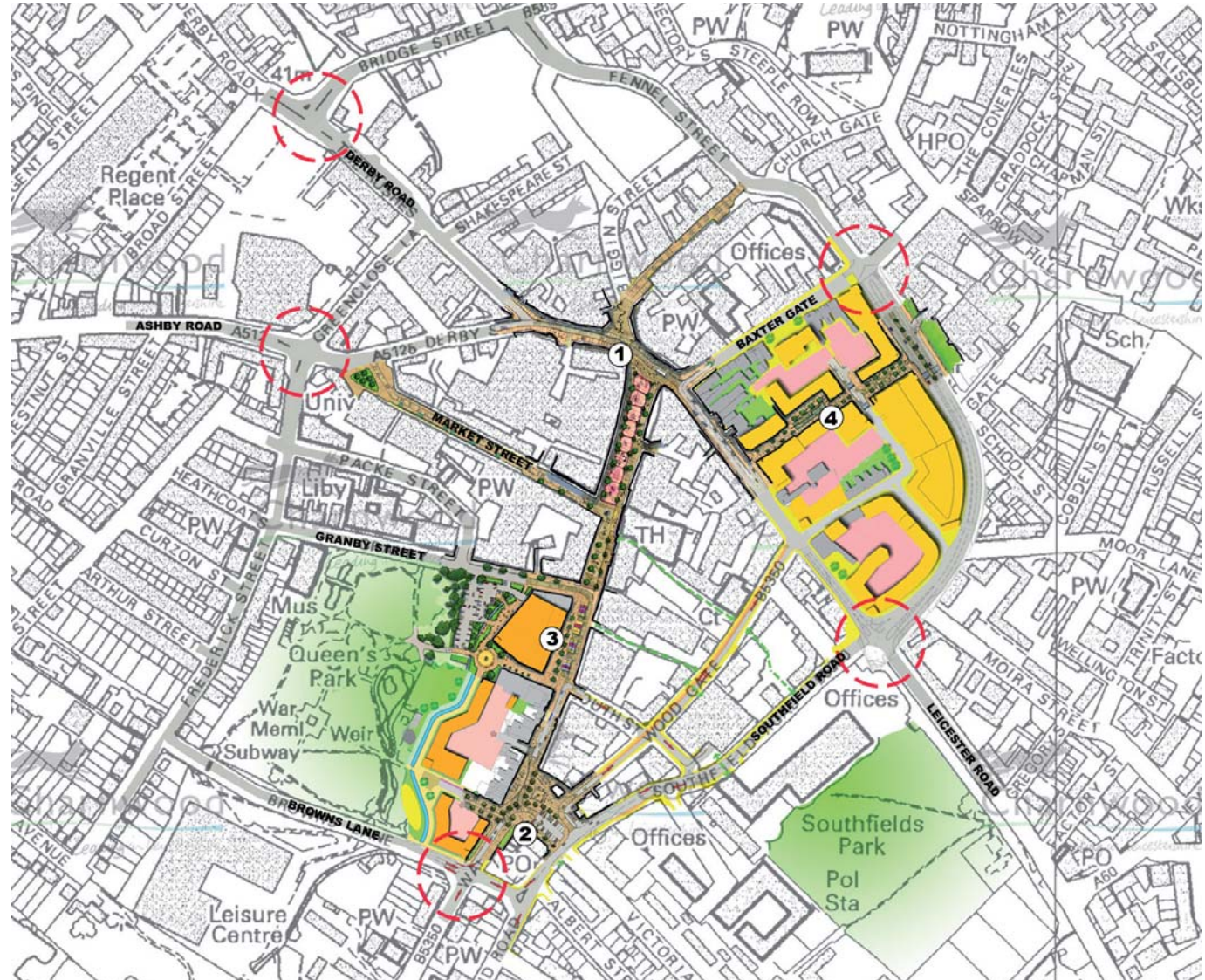
3) Queens Park/ Devonshire Square /Granby Street

Some preliminary design work has been undertaken by Bellinger Design (Landscape Architecture) looking at how Queen's Park can be redesigned. The masterplan has identified the potential to provide new high quality development overlooking Queen's Park. There is the opportunity to redirect Wood Brook into Queen's Park and create a positive water feature. The masterplan proposes to extend Queen's Park onto part of Granby Street car park and create a new urban public space that links Queen's Park with Devonshire Square and the Market Place. This space will be surrounded by 2/3 storey high quality development including the provision of a new arts facility. Cafes/ bars and restaurants on the ground floor would help create a lively and vibrant public space.

4) General Hospital Site/ Inner Relief Road

The General Hospital is a key development site in Loughborough Town Centre but it also provides the opportunity to incorporate a new public space well overlooked by new development and a direct pedestrian link to the magistrate court.

The masterplan also highlights the need to ensure that the Inner Relief Road does not become a barrier to pedestrian movement and is of a scale that fits with the existing urban fabric and hierarchy of streets.



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Public Realm Strategy

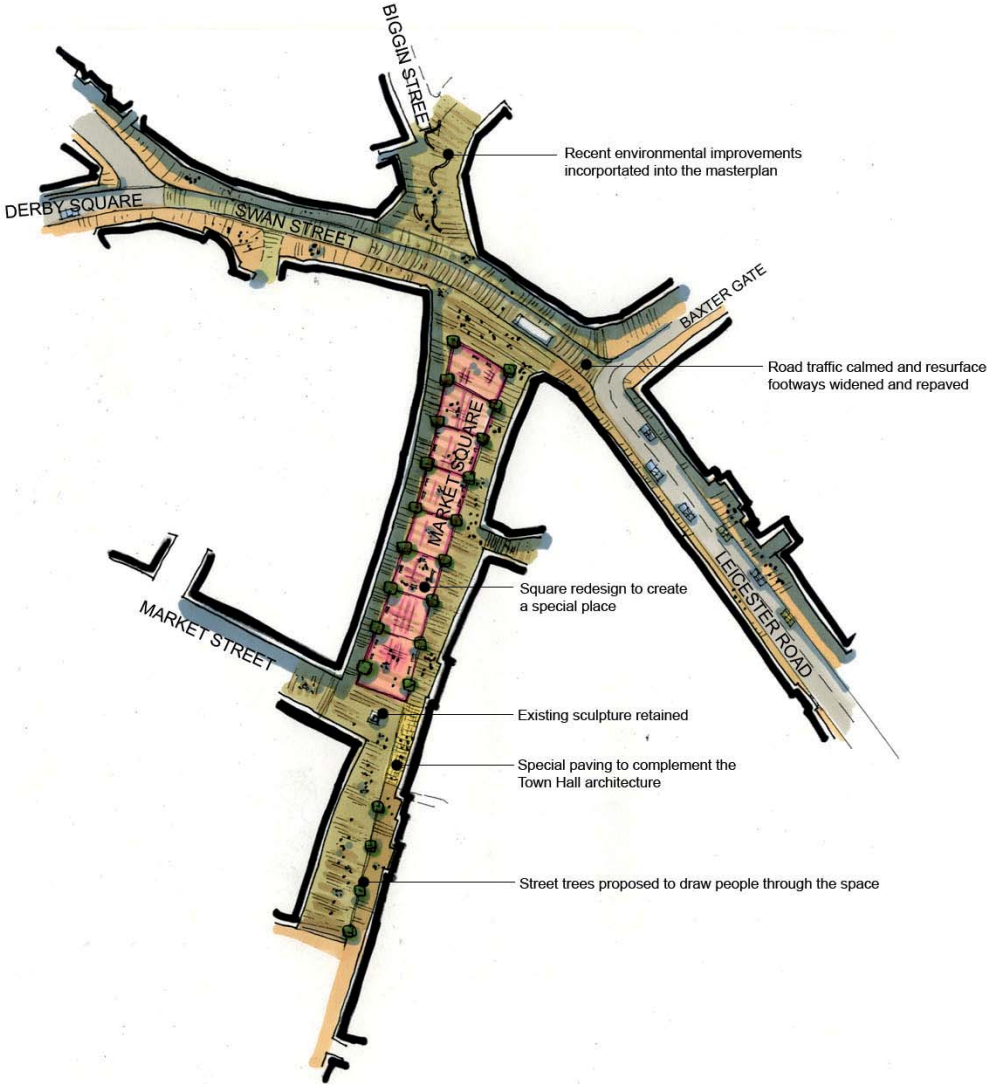
1) Swan Street/ High Street

At present the A6 through the town centre creates significant severance between the Market Place and the Rushes

The proposed design for Swan Street/ High Street allows for the implementation of a one year trial to allow buses only to pass through this space. In the longer term there is the option to completely pedestrianise this link.

The public realm improvements will

- Help to reduce the barrier to north/south pedestrian movement in the town centre
- Integrate with recent environmental improvements on Biggin Street
- Improve surfacing, street furniture and lighting
- Widen pavements where possible on Leicester Road/ Baxter Gate
- Incorporate high quality on-street bus hubs on Baxter Gate and Derby Square
- Incorporate new street trees to create an improved sense of place and to soften surrounding buildings
- Create an attractive space that in the longer term can be used for a range of events and activities



Public Realm Strategy

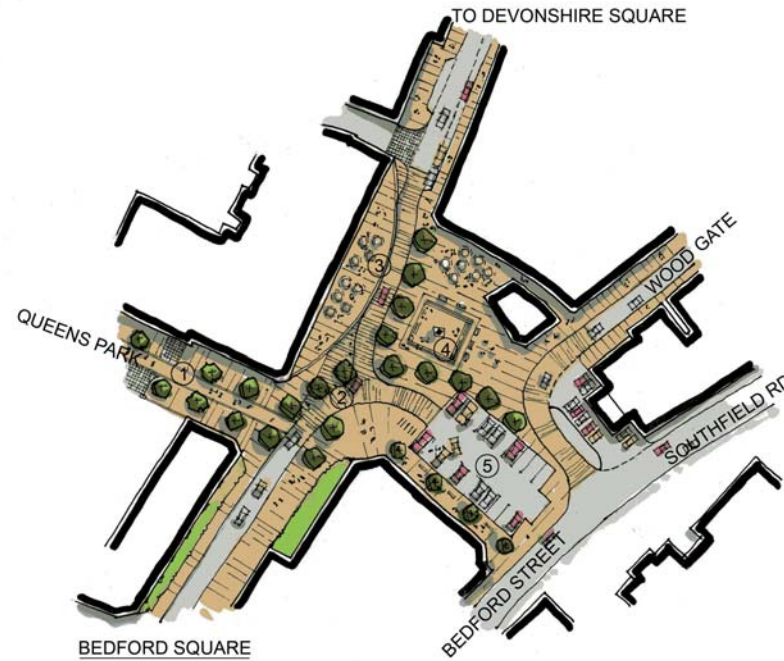
2) Bedford Square and Wards End

The existing square has the potential to become a high profile quality public square which will greatly improve first impressions of the town centre.

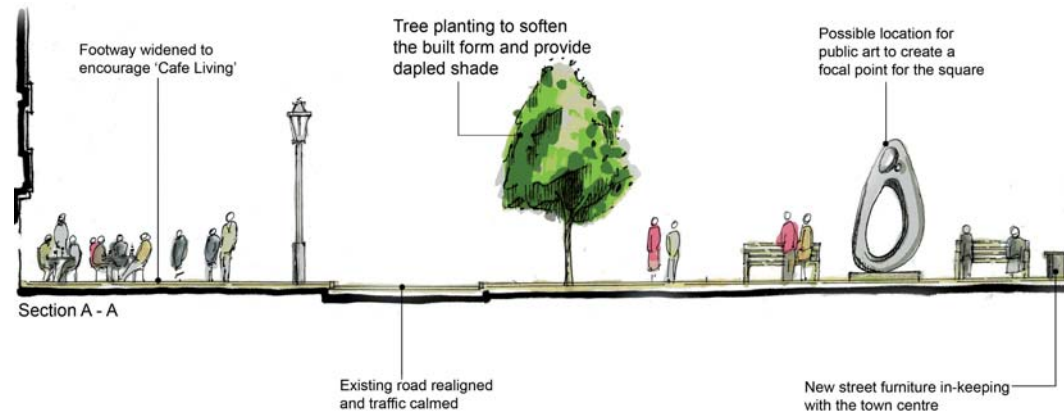
The square is the southern gateway to the town centre and the main formal entrance into Queen's Park with a vista to the Carillon tower, a local landmark. Bedford Square is currently dominated by car parking, and the wide, busy road network.

The public realm improvements would

- Create a gateway square into the town centre that would act to draw visitors into the centre. This reinforced by the central location for a public art feature to create a focal point for the square.
- Emphasise the walkway to Queens Park by improving the materials and street furniture. On-street car parking will be relocated and the remaining walkway enhanced through additional tree planting and specially tailored paving.
- Discourage through-traffic with street calming measures and increase the efficiency of the car park to the south east to readdress the balance between pedestrians and vehicles. Along Wards End existing pinch points will be eliminated by reducing the road width, whilst existing on-street parking will be maintained
- Improving the pedestrian experience will encourage visitors to linger longer in the square. Increasing the widths of the footways, and introducing outside eating areas will contribute to a more pedestrian friendly attractive environment.



1. Queen's Park Main Pedestrian entrance emphasised with new trees and special paving
2. Existing roads traffic calmed with new surfacing
3. Footways widened and pinch-points removed to create a safer environment
4. Possible location for new Public square and art work
5. Existing parking realigned to make more efficient use of the space. Footway widened and trees planted



Public Realm Strategy

3) Queens Park, Devonshire Square and Granby Street

The existing square is lacking a coherent sense of place and is dominated by vehicles, car parking, and bus stops. The existing spaces do not function well as part of the public realm in providing safe pedestrian friendly areas.

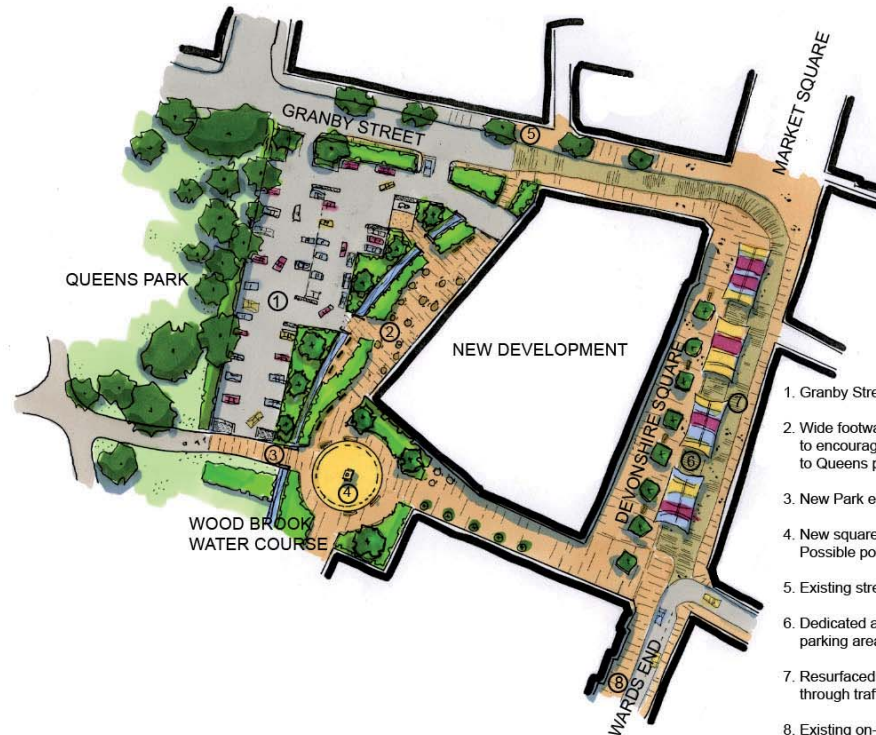
Pedestrian movement is hindered from Wards End to Market Place by a central reservation island and narrow footways.

The existing pedestrian entrance to the car park is via a back alleyway where poor lighting and materials hinder access and create a poor impression to the town centre.

The public realm improvements would

- Create multi-purpose square that is flexible and addresses the competing needs of the community throughout the day. Space would be provided to allow the market to function whilst allowing delivery access to the business.
- Create attractive footways through quality resurfacing treatments and introducing better lighting and street furniture to create a continuous streetscape from the town centre along Wards End to Bedford Square.
- Allow car access to the square during the evenings for parking. This would encourage a vibrant and busy nightlife and provide additional parking for the cinema and proposed adjacent arts complex. The parking bays would be fully integrated into the design to ensure a cohesive design where the carriageway does not dominate the streetscape.
- Improve the Granby Street car park with new layout and surfacing materials. The car park would be used by both park and town centre users. Shrub planting and trees will soften the hard surface and create a transitional zone from the park to the town centre. The proposed built form would create a strong edge and frontage to the car park. The frontage would be further enhanced with tree and shrub planting along Granby Street. The master plan also identifies the opportunity to open up the culverted Wood Brook to create a stream corridor and a water feature with a series of pedestrian bridges.
- Provide a through link with Queens Park connecting the park with the town centre and promoting usage of the park as a throughway.

Devonshire Square and Granby Street car park would be surrounded by 2/ storey, high quality development which would include the provision of a new arts centre. Cafes/ bars and restaurants could be located on the ground floor to encourage vibrant and lively public spaces.



1. Granby Street Car park resurfaced and set out
2. Wide footway with screening from the carpark to encourage 'cafe living' and provides a frontage to Queens park.
3. New Park entrance allowing pedestrian through traffic
4. New square linking the park with Devonshire square. Possible position for sculpture.
5. Existing street trees reinforced
6. Dedicated area for market stalls which serves as parking area during evening
7. Resurfaced road. Access only during daytime, through traffic during the evening
8. Existing on-street parking retained and footway widened to create a safer pleasanter environment.

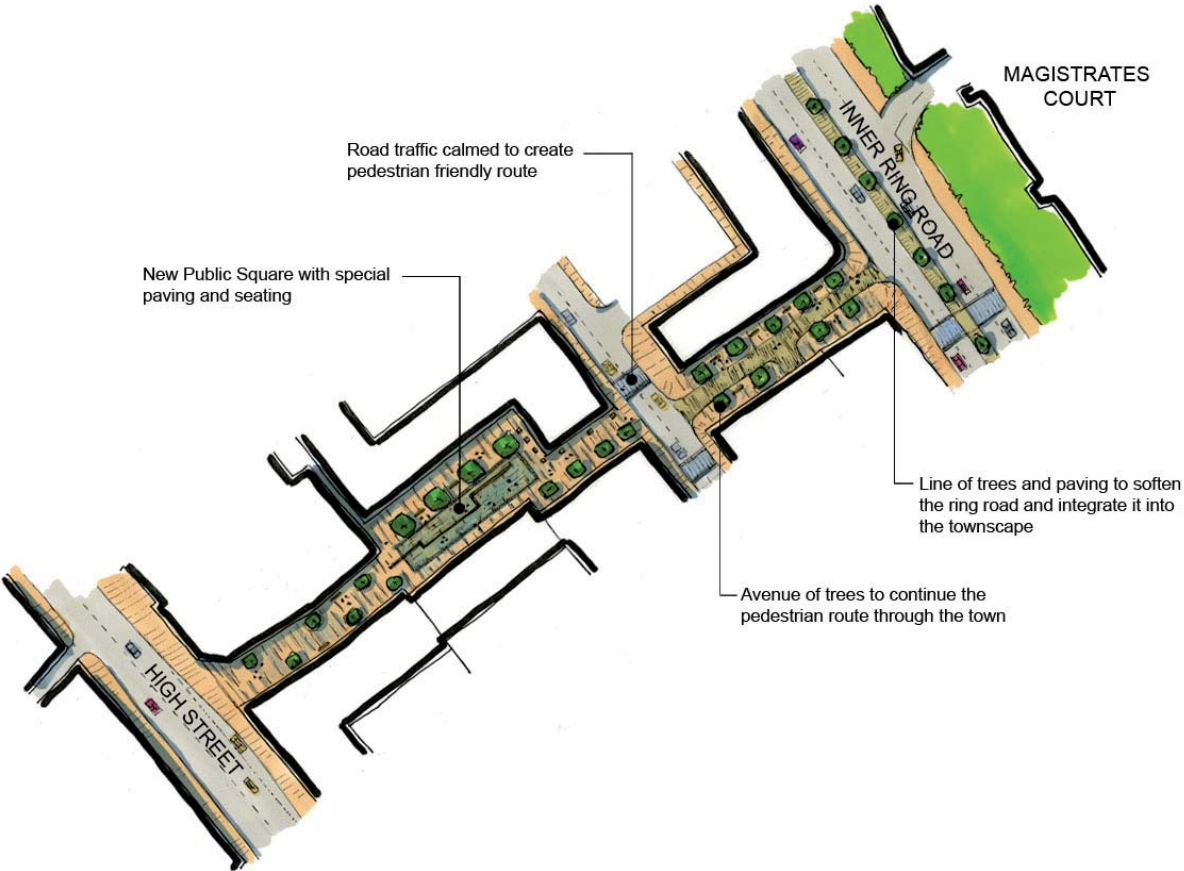


Public Realm Strategy

4) General Hospital Site and Inner Ring Road

The General Hospital site is seen as a key development site within Loughborough Town Centre. It also provides the opportunity to incorporate a new public space and pedestrian link to the Magistrates Court. Materials and street furniture need to reflect those of the rest of the town centre to create a seamless link through the town centre.

The new inner link road would need to be carefully designed in order that it does not create a barrier to pedestrian movement. The scale of the road needs to reflect the scale of the existing urban fabric and hierarchy of the street. Selective careful choice of sort and hard materials will aid integration into the overall scheme for the town centre.



Design Palette

Design Palette

Currently there is a wide range of different furniture and surfacing treatments in evidence across all the spaces that make up the public realm. They make a contribution to a disparate and incoherent sense of character across the town centre. In addition in some cases furniture which is in poor condition or is poorly sited detracts from the function of the spaces.

A new approach to furniture and surfacing treatments is needed which integrates the whole public environment and signals in design terms the quality of the key public spaces in the town centre.

A cohesive design scheme can utilise a common palette of surfacing and furniture elements to create a recognisable identity for the public spaces in the town centre. Replacing the current furniture with modern suite of complementary elements, including bins, benches, bollards, cycle racks etc will create new spaces that work to address the needs of pedestrians. This should be supported by a quality surfacing and subtle detailing to create well designed spaces.

The integration of public art should also be considered. This can play an important part in enlivening the atmosphere and quality of public spaces as well as enhancing local character and distinctiveness and acting as a vehicle for involving local artists and schools.

Existing Materials in Loughborough



9.0 Overall Masterplan

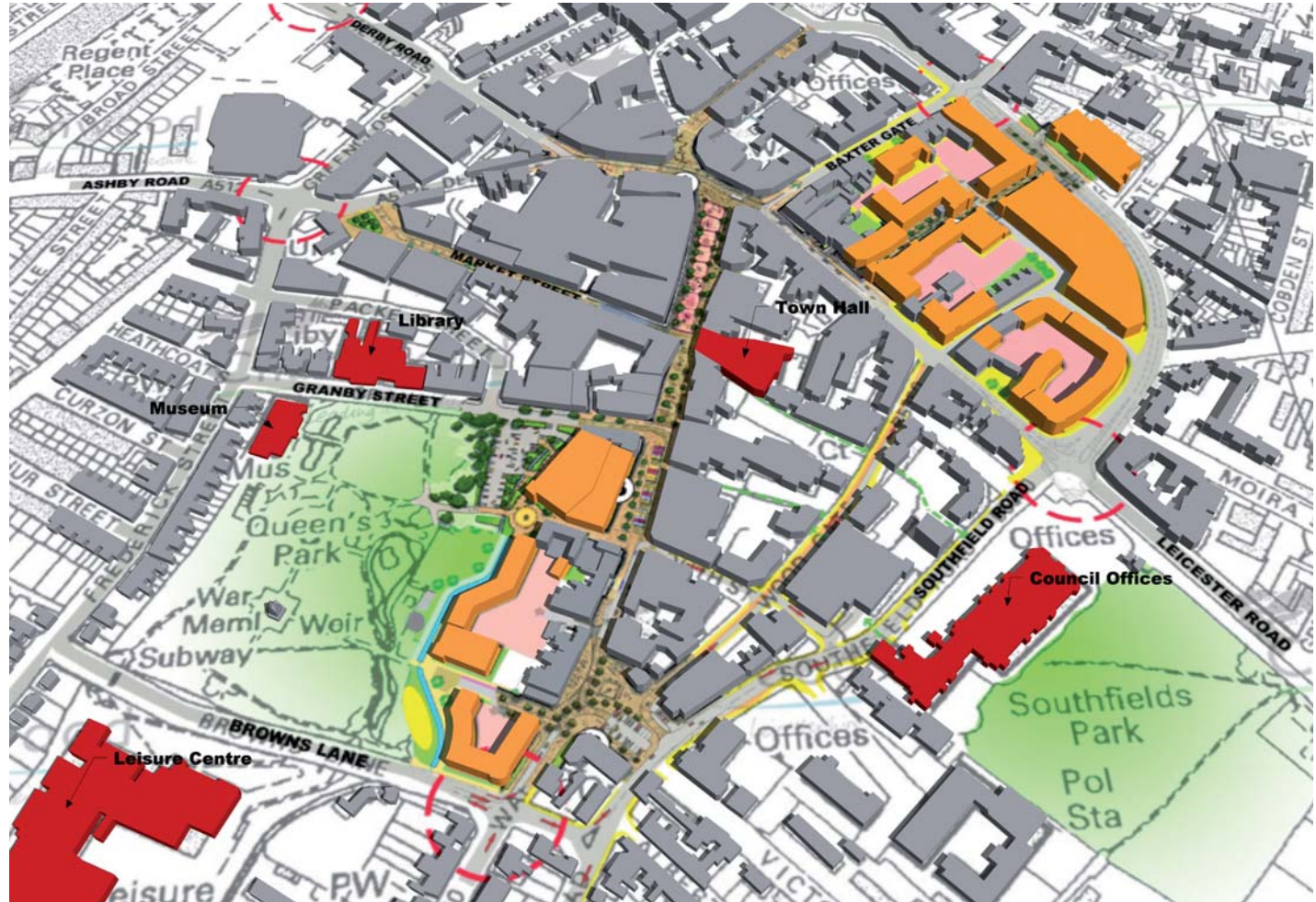
Overall masterplan

Overall masterplan

Overall Masterplan

The overall masterplan draws together the key development areas and public realm improvements for Loughborough Town Centre. It provides a clear vision for the future enhancement and development of Loughborough Town Centre over the next 5-15 years. The masterplan identifies the following potential outputs over this period:

- New and improved public spaces, including the improvement of Swan Street/ High Street, Bedford Square/ Ward End, Devonshire Square/ Granby Street/ Queens Park
- The creation of a new mixed use development on the former Hospital site incorporating residential, retail, new health facilities, new public space and a 300 space strategic car park
- The provision of a new Inner Relief Road designed as a high quality boulevard
- The pedestrianisation of High Street/ Swan Street
- The provision of high quality on street bus hub at Baxter Gate/ High Street and Derby Square
- The provision of a new cultural quarter which will incorporate a new arts facility and a range of restaurants and bars to enliven the night time economy
- The redevelopment of the Devonshire Square Development Site with high quality mixed use development
- An improved Queen's Park
- An improved facility to replace John Storer House which is fit for purpose
- Provision of a number of strategic car parks
- Improvement of pedestrian and cycle links between the railway station and the town centre
- Improvement of pedestrian links between the Council Offices and Leisure Centre To the town Centre
- The removal of the one way system along Southgate and Woodgate



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10. Implementation Strategy

Implementation Strategy

Implementation Strategy

Loughborough has entered a period in its development where major opportunities for change and regeneration can be realised. These are outlined in the masterplan and urban design action plan and include the potential to increase the attractiveness of the town centre, provide additional retail and residential development, improve key public spaces and improve cultural and leisure facilities.

Public Sector Funding

There are funding opportunities available to Charnwood Borough Council which must be captured and maximised if the regeneration strategy is to be successful and sustained in the longer term. Leicestershire County Council with Support from Charnwood Borough Council is seeking funding through the Local Transport Plan for the provision of the Inner Relief Road. This is a key project that will enable in the longer term to reconnect either side of the town centre which has been severed for many years by the A6.

Opportunities to ensure “Green flag” status for Queen’s Park and a Heritage Lottery bid should be pursued

This momentum needs to be maintained and accelerated. To be successful action needs to be on a large scale and sustained for at least 5 to 10 years. The delivery mechanism for Loughborough needs to be seen in the wider context of funding from East Midlands Development Agency through Leicestershire Sub Regional Strategic Partnership.

Private Sector Funding

The actions currently being proposed and implemented will increase investor’s confidence and help create an environment for investment. Funding through private sector investment will be crucial in making things happen on the ground.

Private sector investment has been identified on a number of sites including both the Former General Hospital Site and Aumberry Gap. An ongoing dialogue is required with these developers and consortiums to ensure high quality development can be achieved on these important sites.

Section 106 Contributions

To ensure that development in Loughborough enhances the local environment, provides adequate community facilities and promotes urban regeneration Charnwood Borough Council should seek to enter into legal agreements with private developers under Section 106 of the Town and Country Planning Act 1990. This could include agreements for:-

- The improvement, extension and creation of new public spaces
- Amending traffic circulation and improving facilities for pedestrians and cyclists
- Affordable housing
- Contributions to community facilities and provision of additional school spaces

In determining the extent of such obligations consideration will need to be given to the financial viability of schemes.

The masterplan and urban design action plan provide a rationale for securing funding for new projects by demonstrating they form part of a comprehensive and coherent regeneration strategy for the town centre.

The urban design action plan provides a recommended programme in terms of short, medium, long term actions/ projects, it is recognised that should circumstances change Charnwood Borough Council will be able to change its priorities and bring forward medium/long term and new projects. The urban design action plan brings together all site specific, infrastructure and public realm proposals under one plan.

As with all masterplans the deliverability of proposals is always sensitive to the market, changing priorities and a lack of funding being made available. In certain circumstances it may be appropriate to utilise compulsory purchase powers, identify sources of gap funding or increase development value through the density of development.

We would recommend that the action plan is utilised as a working document that is reviewed on an annual basis to take account of changing circumstances and progress.

Action Plan

Loughborough Masterplan Action Plan

Short Term 2006 - 2008

No	Action	Potential Funding Sources	Leadership and Key Stakeholders
S1	Commission car parking survey to review the current charging regime and the forthcoming Decriminalised Parking Enforcement (DPE) and ensure a balance of supply and demand for car parking is met.	CBC LTP	CBC
S2	Commission detailed modelling work for Loughborough Town Centre to test in more detail the transport proposals as outline in draft masterplan	LCC LTP	CBC LCC
S3	Prepare Green Flag application for Queen's Park. Make budget provision of £300 000 in the 2006/07 capital programme to cover the anticipated cost of proposals	HLF – Urban Parks Programme ODPM Liveability Funding CBBC	CBBC
S4	Identify suitable site for relocation of Queen's Park Bowling Green Identify suitable site for relocation of Queen's Park Bowling Green	N/A	CBC
S5	Prepared detail space brief for new Arts and Community Facility for Queen's Park Devonshire Square	Arts Council Private Sector/ s106	CBC
S6	Commission feasibility study of opening up Wood Brook and creating new permanent water feature	HLF – Urban Parks CBC	CBC
S7	Prepare Development Brief for Old Magistrates Court	LSEP CBC	CBC consultants
S8	Pursue options to provide additional markets in the town centre	N/A	CBC
S9	Pursue further discussion with key landowners in order to unlock potential development sites	N/A	CBC consultants
S10	Meet with PCT and discuss proposals to provide new facilities as part of a phased development of the former general hospital site	N/A	CBC PCT
S11	Support County Council in funding bid of new Inner Relief Road, ensuring proposals do not provide barrier to pedestrian movement	N/A	LCC CBC
S12	Provide New Magistrate Court on far side of Inner Relief Road	LCC	LCC
S13	Provide improvement to Parish Green	CBC HLF	CBC
S14	Review one way bus operation on Swan Street/ High Street	N/A	CBC LCC
S15	Develop marketing strategy for the Town Centre	N/A	CBC Chamber of Trade Town Team
S16	Engage with major retailers and developers and promote investment in the town	N/A	CBBC Chamber of Trade

Action Plan

Action plan - Medium Term 2008-2012

NO.	Project	Potential Funding Sources	Leadership and Key Stakeholders
M1	Provide new strategic car parks at the Leisure Centre and on the former general hospital site	Private Sector	CBC Private Sector
M2	Provide new Inner Relief Road	Central Government - DFT	LCC
M3	Implement changes to one way system on Southfield Road and Woodgate.	LTP LCC	LCC CBC
M4	Implement public realm improvements to Bedford Square and Wards End	CBC	CBC
M5	Provide new bus hubs on Baxter Gate and Derby Square	LTP LCC	LCC
M6	Implement public improvements at Ashby Square, Market Street/ Market place/ High Street	CBC	CBC
M7	Implement public improvements as part of proposed redevelopment of former hospital site	Private Sector	Private Sector
M8	Provide new Arts facility adjacent to Queen's Park	Arts Council LSEP	CBC Arts Council
M9	Improve railway station forecourt to provide improved gateway	Network Rail Central Trains	Network Rail Central Trains
M10	Improved pedestrian route from Station to Town Centre along Nottingham Road	ILTP	CBC LCC

Action Plan Long Term 2012-2020

The masterplan and action plan will need to be reviewed on a regular basis to ensure that it is kept up to date and accommodates changing circumstances.

Phasing of new development sites and integration with the Inner Relief Road may be required if slippage in deliver of IRR occurs.

11.0 Next Steps

Next Steps

Next Steps

Following internal consultation with officers and members of Charnwood Borough Council offices will seek approval by Cabinet on 18th May 2006 to go out to public consultation. Following this we will undertake the following tasks:-

- Presentation to Loughborough's Town Team
- Preparation of exhibition for public consultation in June/ July 2006
- Refine of final masterplan

The final masterplan report will be submitted to Charnwood Borough Council by 31st August 2006.

ATKINS

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