



Loughborough Town Centre Masterplan

Visioning Workshop

VISIONING WORKSHOP FORMAT OF THE DAY

- 1 Welcome and Introduction Richard Bennett / David Hankin (CBC)
- 2 Loughborough - BID Perspective Jonathan Hale (BID)
- 3 Presentation - Our understanding of the town Hugo Nowell (UIS)

Workshop (5.00 - 6.30pm)

- 4 Baseline sense check Workshop Groups
- 5 Towards a Vision Workshop Groups
- 6 Potential options / interventions Workshop Groups

Feedback

- 7 Steering Group - Expressions of Interest All
- 8 Close and Future Programme David Hankin (CBC)



OUR UNDERSTANDING OF THE TOWN

URBAN
INITIATIVES
STUDIO

OUR TEAM



URBAN DESIGN / VISIONING /
PLANNING / ENGAGEMENT



PROPERTY ADVICE
AND DELIVERY



OUR BRIEF

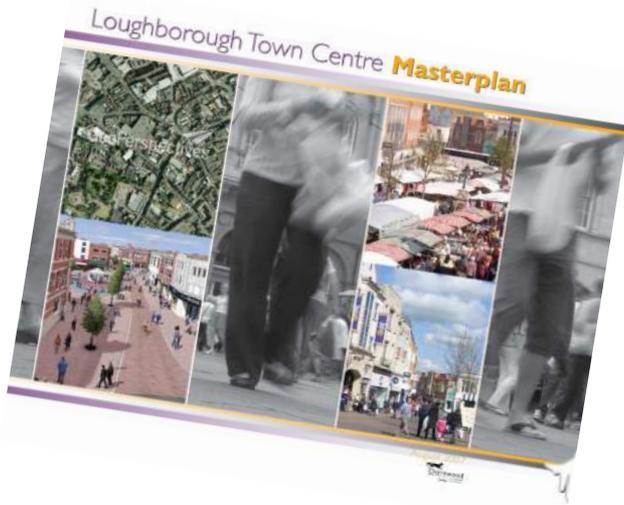
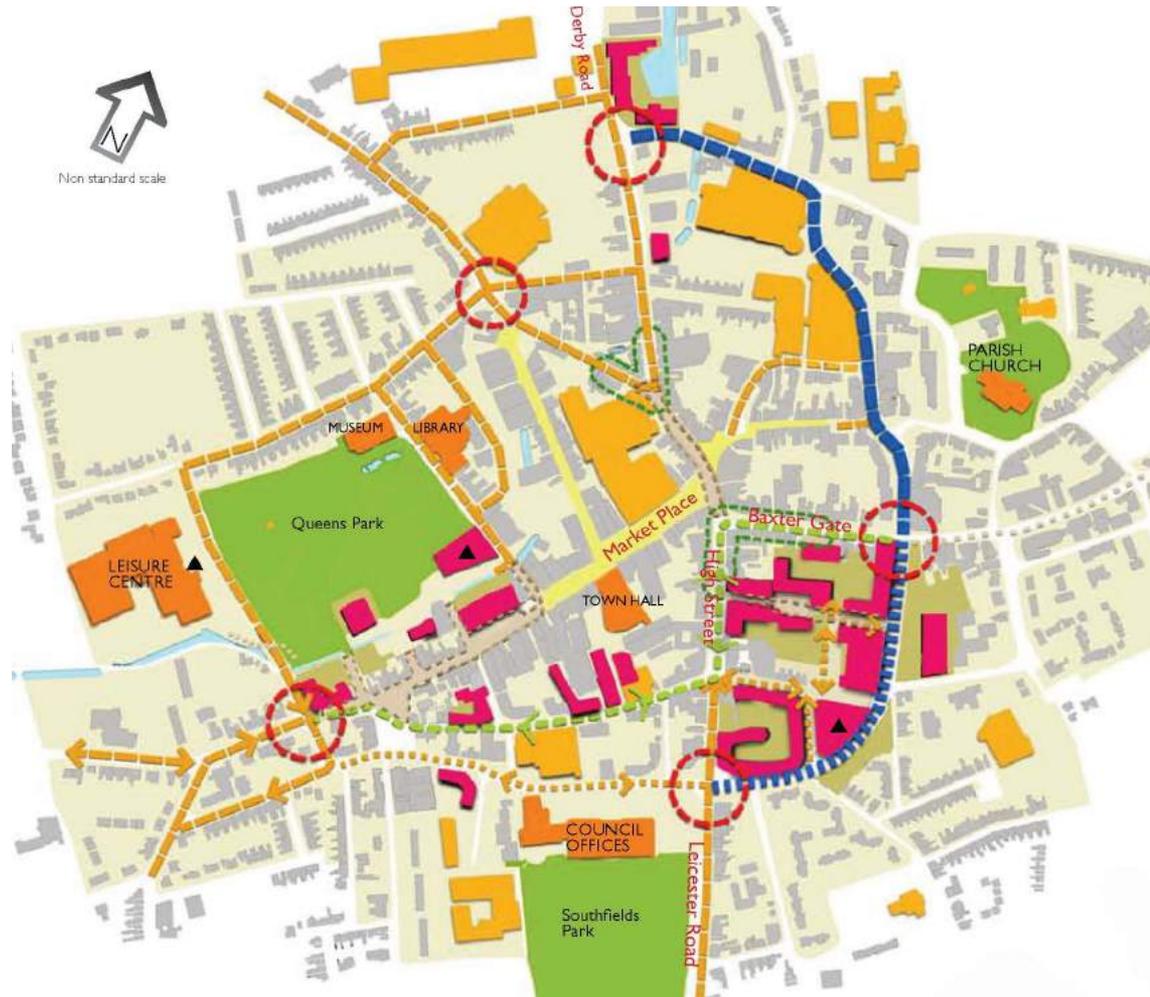
- To ensure the future **vitality** and **viability** of Loughborough Town Centre to sustain and enhance its position in the hierarchy of shopping centres and to service effectively the needs of an expanding community
- **Review** and refresh the **vision** and objectives of the 2007 masterplan
- **Review previous priorities** and the identify **additional areas for intervention**
- Prepare a new updated **framework masterplan**
- Prepare a supporting **investment plan** and **implementation strategy**
- Support physical interventions with an effective **management, marketing and promotional strategy**



Review of the 2007 masterplan

2007 MASTERPLAN: THE VISION

Loughborough will be a successful, attractive and vibrant place and improve its relative position in the hierarchy of town centres year on year



2007 MASTERPLAN ACHIEVEMENTS: MOVEMENT

- Successful completion of the Inner Relief Road Transport Scheme
- Successful completion of Eastern Gateway project at the station
- Improved bus provision including quality bus hubs and lighting
- Improved cycle routes and parking



2007 MASTERPLAN ACHIEVEMENTS: PUBLIC REALM

- Station forecourt improvements
- Improvements to Swan Street / High Street
- Improved public realm at Baxter Gate



2007 MASTERPLAN ACHIEVEMENTS: DEVELOPMENT

- Partial redevelopment of the former General Hospital site / Baxter Gate site



OTHER DEVELOPMENTS SINCE 2007

- Magistrates Court on Jubilee Way
- Eastern Gateway site adjacent the railway station
- Student housing and Travel Lodge on Derby Road

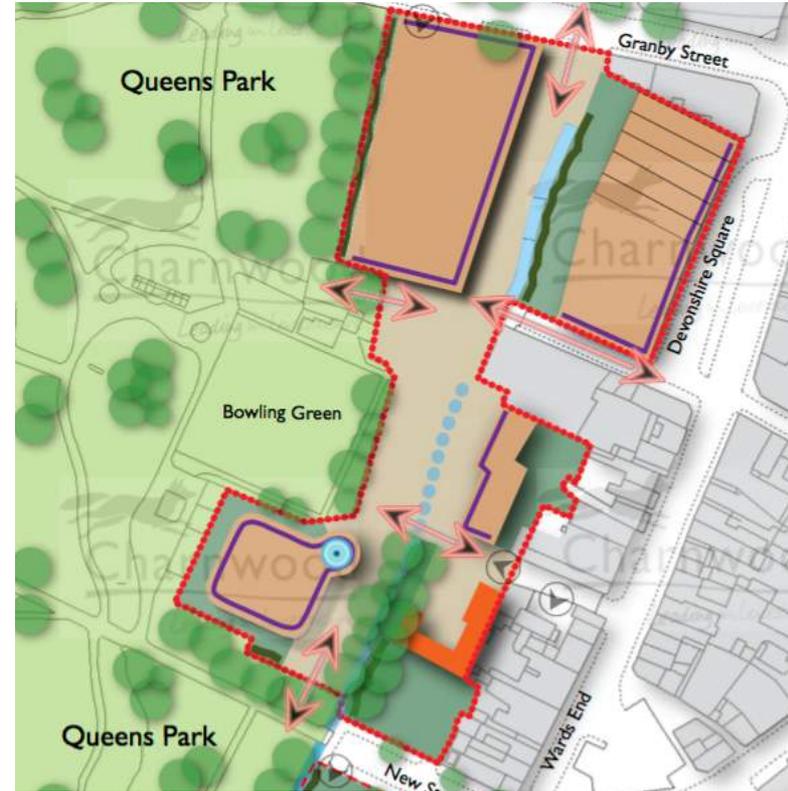


2007 MASTERPLAN: STILL TO BE DONE

- Remainder of former General Hospital site / Baxter Gate and Aumberry Gap site



2007 MASTERPLAN: STILL TO BE DONE



- Redevelopment of Devonshire Square

2007 MASTERPLAN: STILL TO BE DONE

Bedford Square / Wards End / Southfield Road including:

- Re-design of Bedford Square
- Making Southfield Road two way
- Redevelopment of Southfield Road Car Park and former Magistrates Court Car Park
- Improved pedestrian links from Southfield Road and Wood Gate to Devonshire Square / Market Place





What has changed since 2007?

KEY CHALLENGES FOR THE BOROUGH

2011-2028 Adopted Core Strategy:

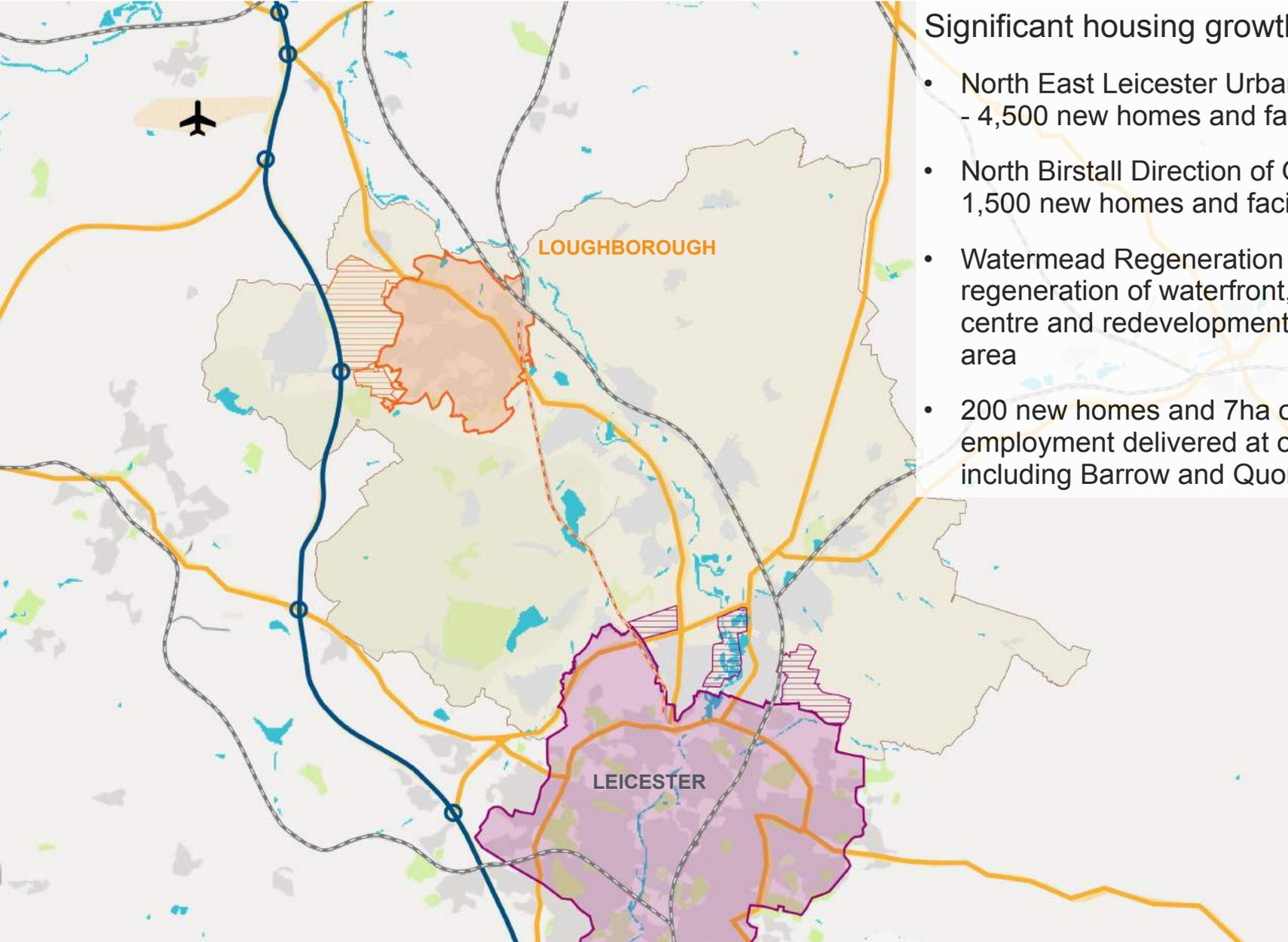
- **Growing population:** set to rise from 166,000 in 2011 to 194,600 by 2028 with a need for 13,940 additional homes
- **Supporting services:** A need for new jobs, shops, culture and leisure opportunities to support the growing population
- **Shopping and leisure:** Increasing competition from other settlements notably Derby, Leicester and Nottingham, means that improvements need to be made in Loughborough
- **A lack of green spaces and leisure facilities** across the Borough
- **Heritage pressures:** some of the Borough's heritage may be at risk from development
- **Maintaining settlement and landscape identity:** the design of new buildings has not always responded to local character

STRATEGIC LOCATION



- Derby, Leicester and Nottingham city centres are improving their offer

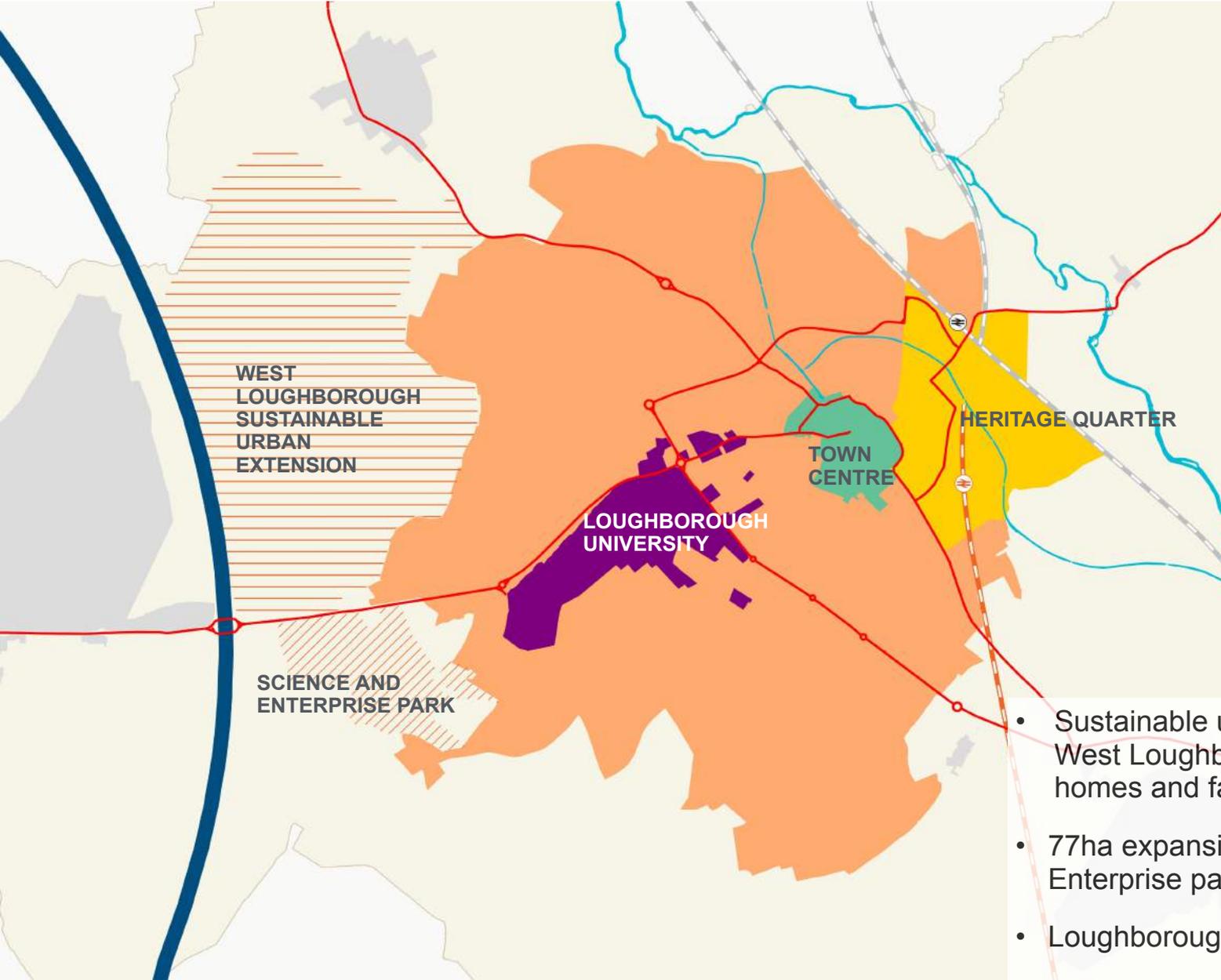
HOUSING GROWTH ACROSS THE BOROUGH



Significant housing growth

- North East Leicester Urban Extension - 4,500 new homes and facilities
- North Birstall Direction of Growth - 1,500 new homes and facilities
- Watermead Regeneration Corridor - regeneration of waterfront, canal and centre and redevelopment of industrial area
- 200 new homes and 7ha of new employment delivered at other centres including Barrow and Quorn

GROWTH AND OPPORTUNITY IN LOUGHBOROUGH



- Sustainable urban expansion at West Loughborough - 3,000 new homes and facilities
- 77ha expansion of Science and Enterprise park in campus setting
- Loughborough University

THE GROWTH OF INTERNET SHOPPING



Internet sales now represents 15% of all sales (Oct 2016)

LOVE LOUGHBOROUGH BID

Aim to make Loughborough a destination of choice for shoppers and visitors and a vibrant location for businesses and residents

Four main initiatives

- **Shout about Loughborough**
Marketing and promotion
- **Enjoy Loughborough**
An attractive safe and clean town
- **Business Support and Added Value**
Services, support and training to support businesses
- **Vision and Strategy**
Lobbying and advocating on behalf of the town



LOVE
Loughborough

LOVE LOUGHBOROUGH BID

In the last 5 years the BID has:

- Invested £1.2 million of levy into **30 new business initiatives** to boost trade and footfall
- Provided **business development, support and training to over 200 businesses**
- Contributed over **250,000 hours of volunteer time** from Board members to support the BID
- Become a **Portas Pilot Town** attracting £100,000 of funding and support



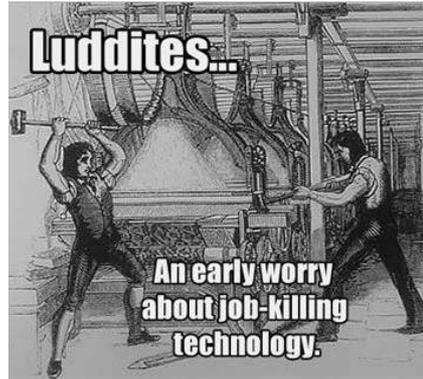
LOVE
Loughborough





Understanding the place

LOUGHBOROUGH: EARLY HISTORY



- A Saxon town, mentioned in the Domesday Book with a population of approx. 200 people
- 1221 Charter granted for Loughborough fair
- By 1600 the market town had grown to 2,000 people
- 1622 A fire destroys many buildings
- 17th Century framework knitters made woollen stockings in the town
- 1778 Loughborough Canal opens – linked to Grand Union canal
- Between 1801 and 1841 population grew from 4,500 to over 10,000
- 1816 Heathcoat and Boden's Mill sabotaged by Luddites worried about machines replacing labourers
- 1839 the first steam operated hosiery factory was opened in Loughborough. Growth in hosiery brings associated bleach and dye works
- Other notable industries included the world's largest bell foundry John Taylor and Co., The Falcon Works that made steam trains and cars and Empress Works that made cranes.

LOUGHBOROUGH: HISTORIC PLAN 1884



- 1840 Railway arrives in Loughborough
- 1855 Town hall built

LOUGHBOROUGH: EARLY 20TH CENTURY



- 1899 Queens Park opened
- 1905 Carnegie Free Library opened opposite the park
- 1909 Technical Institute founded (becomes Loughborough University in 1966)
- 1914 Wills and Hepworth publish first Ladybird books – printed in Loughborough until 1998
- 1922 Carillon War Memorial erected in the park
- 1901 -1951 population grows from 21,000 to 37,000



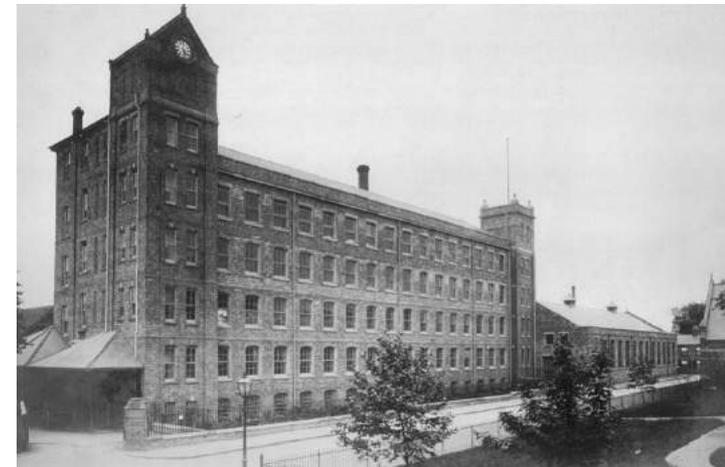
LOUGHBOROUGH: HISTORIC PLAN 1947



LOUGHBOROUGH: LATE 20TH CENTURY



- 1960's textile and hosiery industry at their peak and attracted many people from India and Bangladesh (industry declines in 1990's)
- 1966 Loughborough University founded
- 1972 Carillon shopping centre opens (refurbished in 1992)
- 2002 Rushes shopping centre opens
- 2010 Tesco's opens in former Woolworths store
- 2014 Jubilee Way inner relief road opened
- 2016 Cineworld opens at Baxter Gate



TOWN CENTRE: HERITAGE



**ASHBY ROAD
CONSERVATION AREA**

**CHURCH GATE
CONSERVATION AREA**

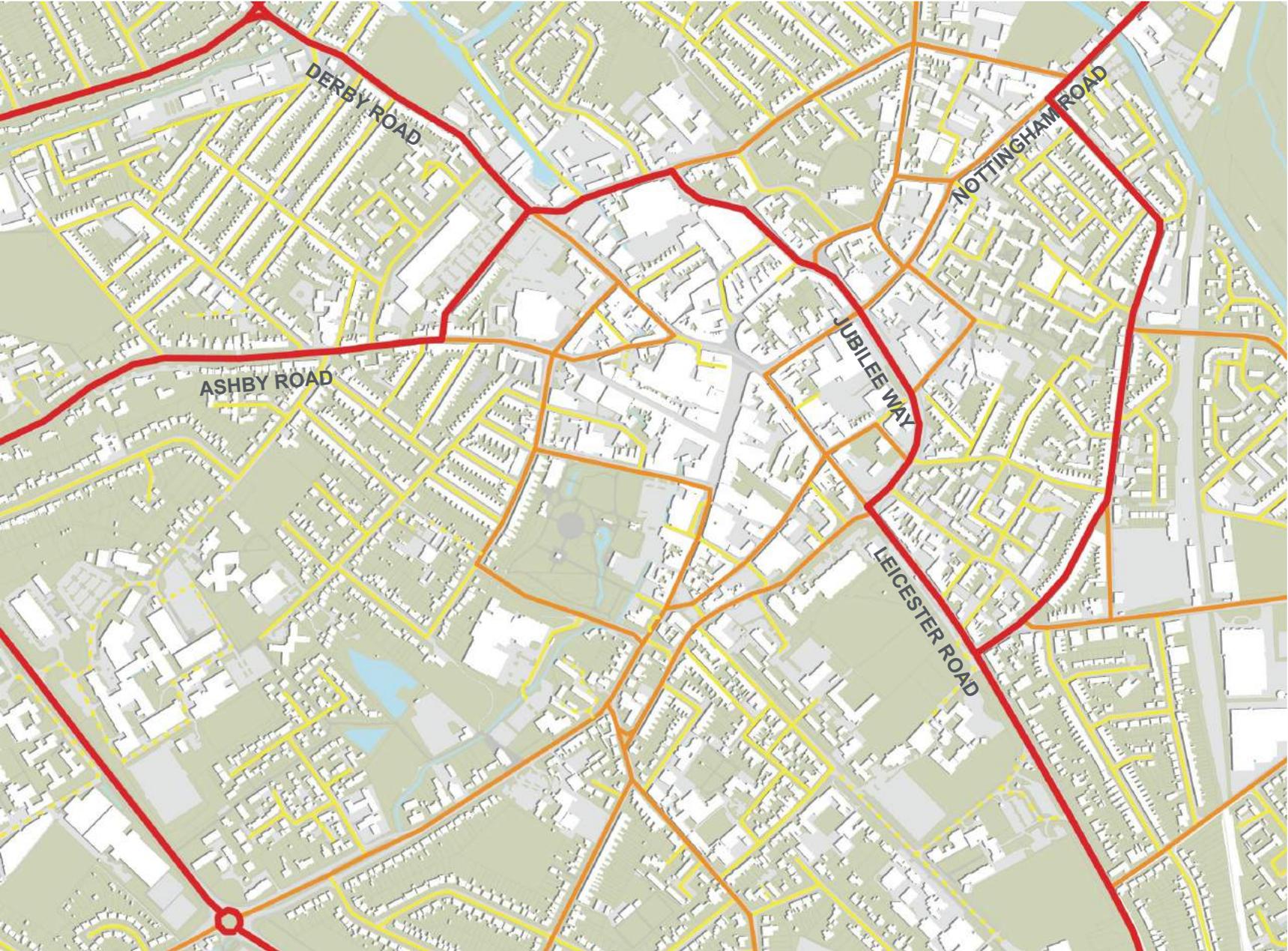
**QUEEN'S PARK
CONSERVATION AREA**

**LEICESTER ROAD
CONSERVATION AREA**

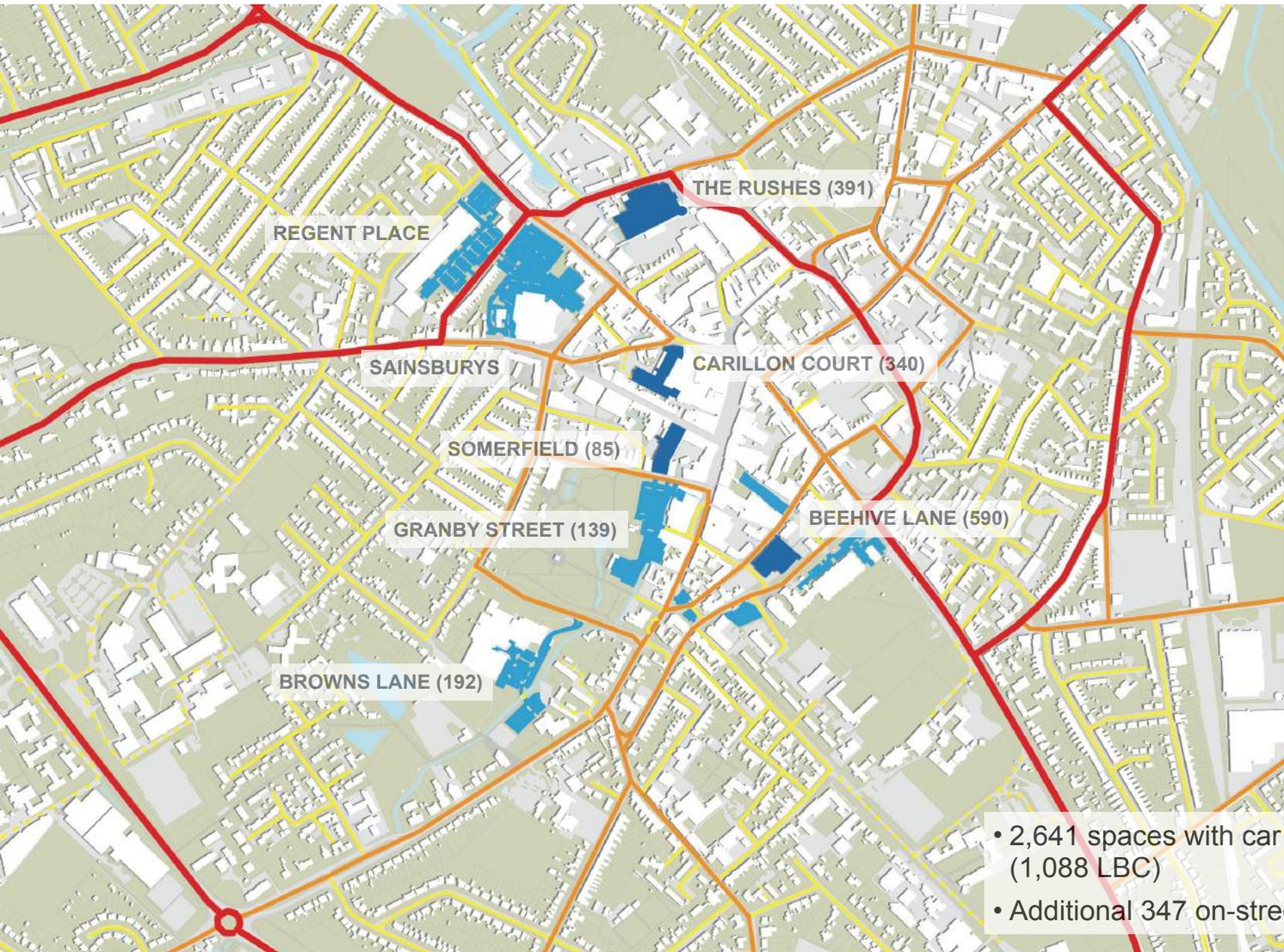
**EMMANUEL CHURCH
CONSERVATION AREA**

**VICTORIA STREET
CONSERVATION AREA**

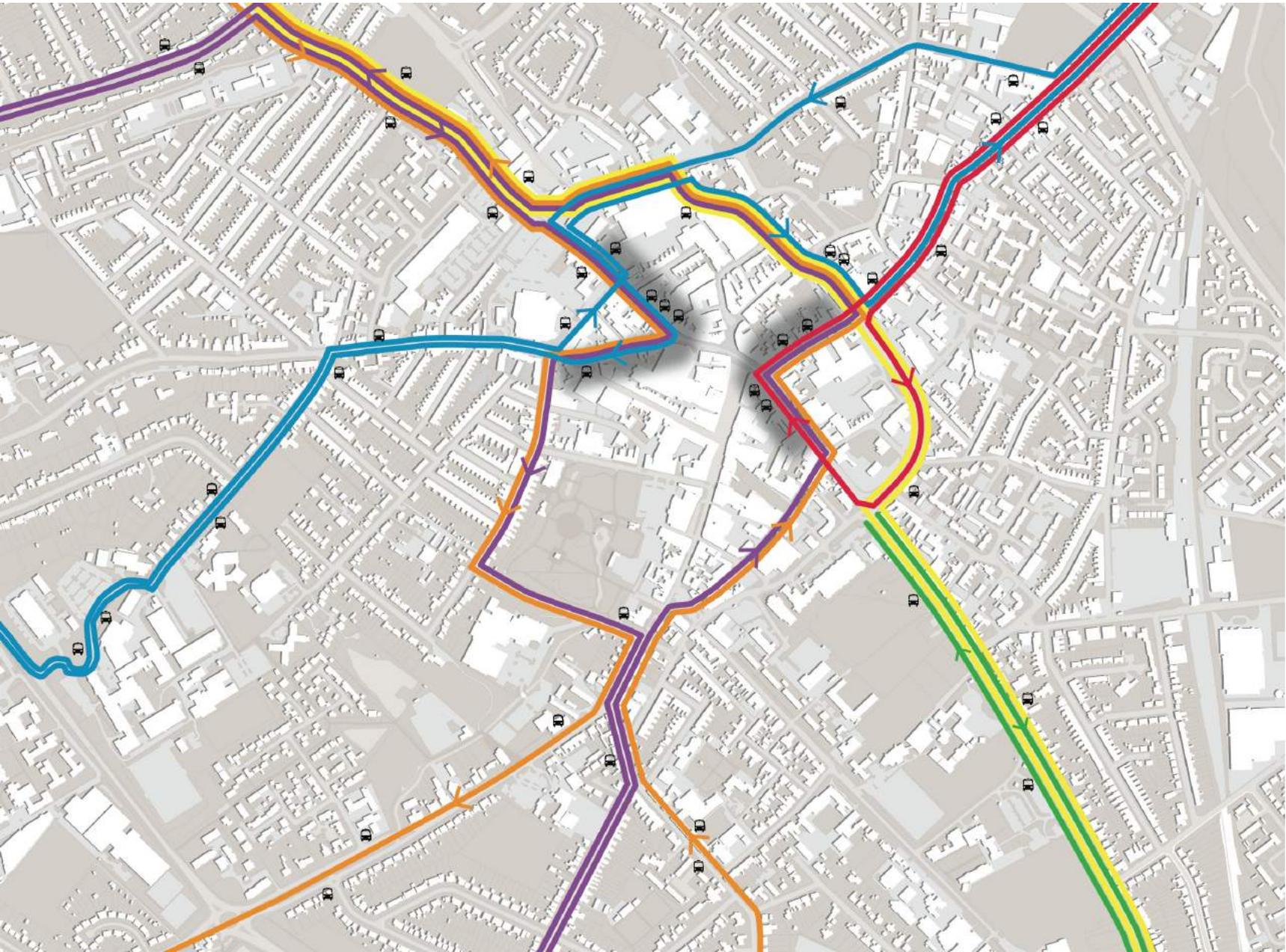
TOWN CENTRE: MOVEMENT



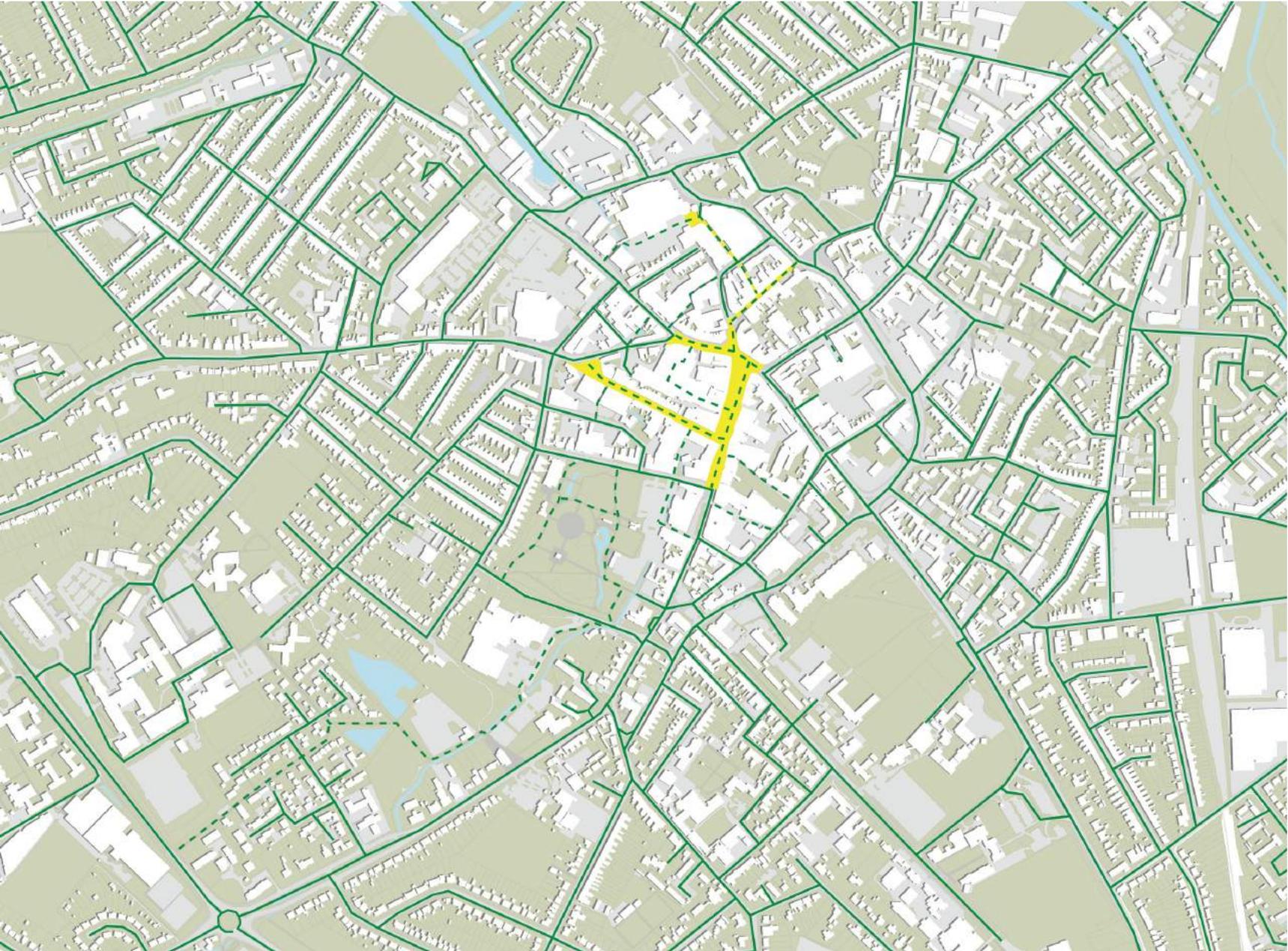
TOWN CENTRE: CAR PARKING



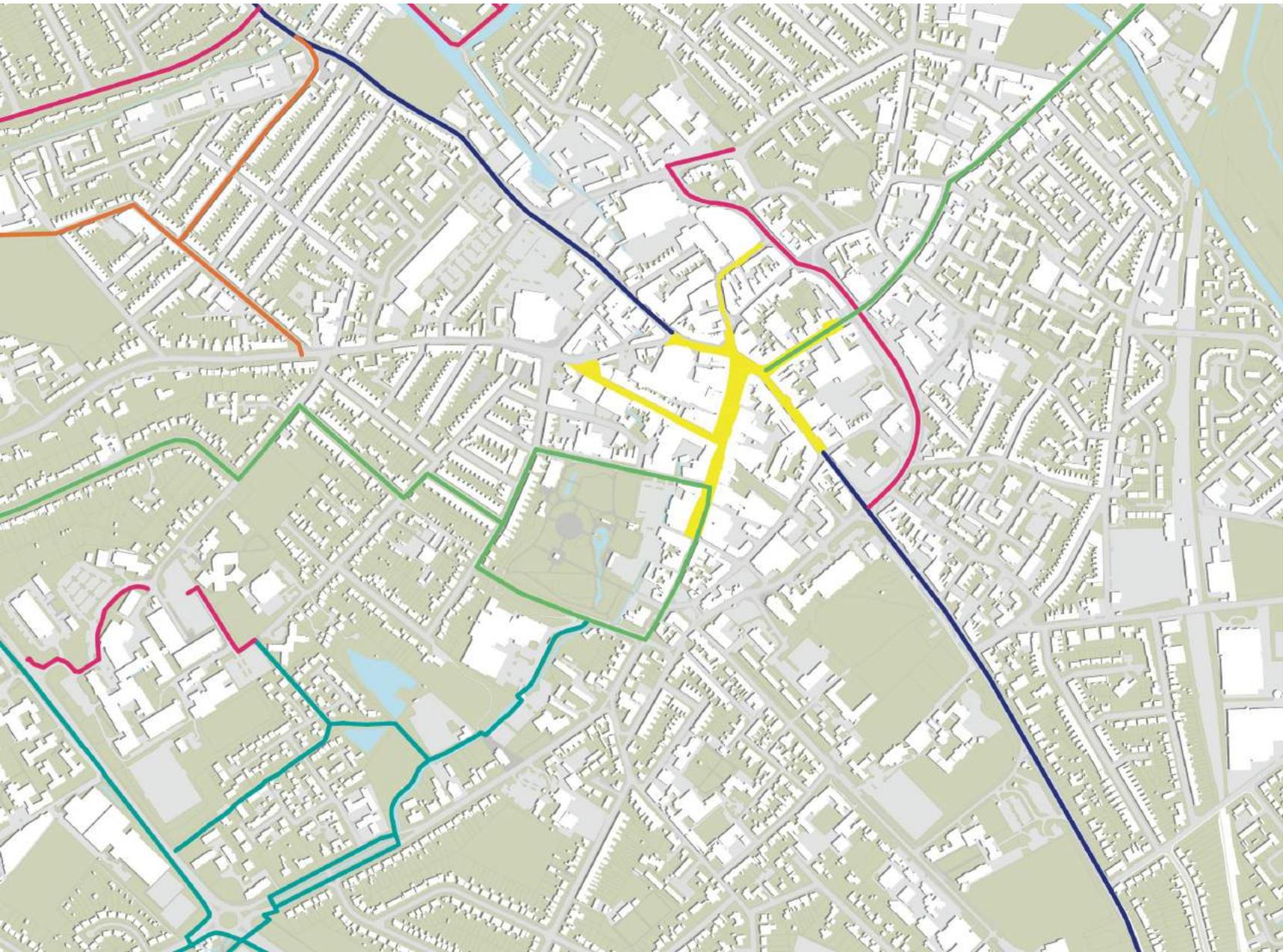
TOWN CENTRE: PUBLIC TRANSPORT



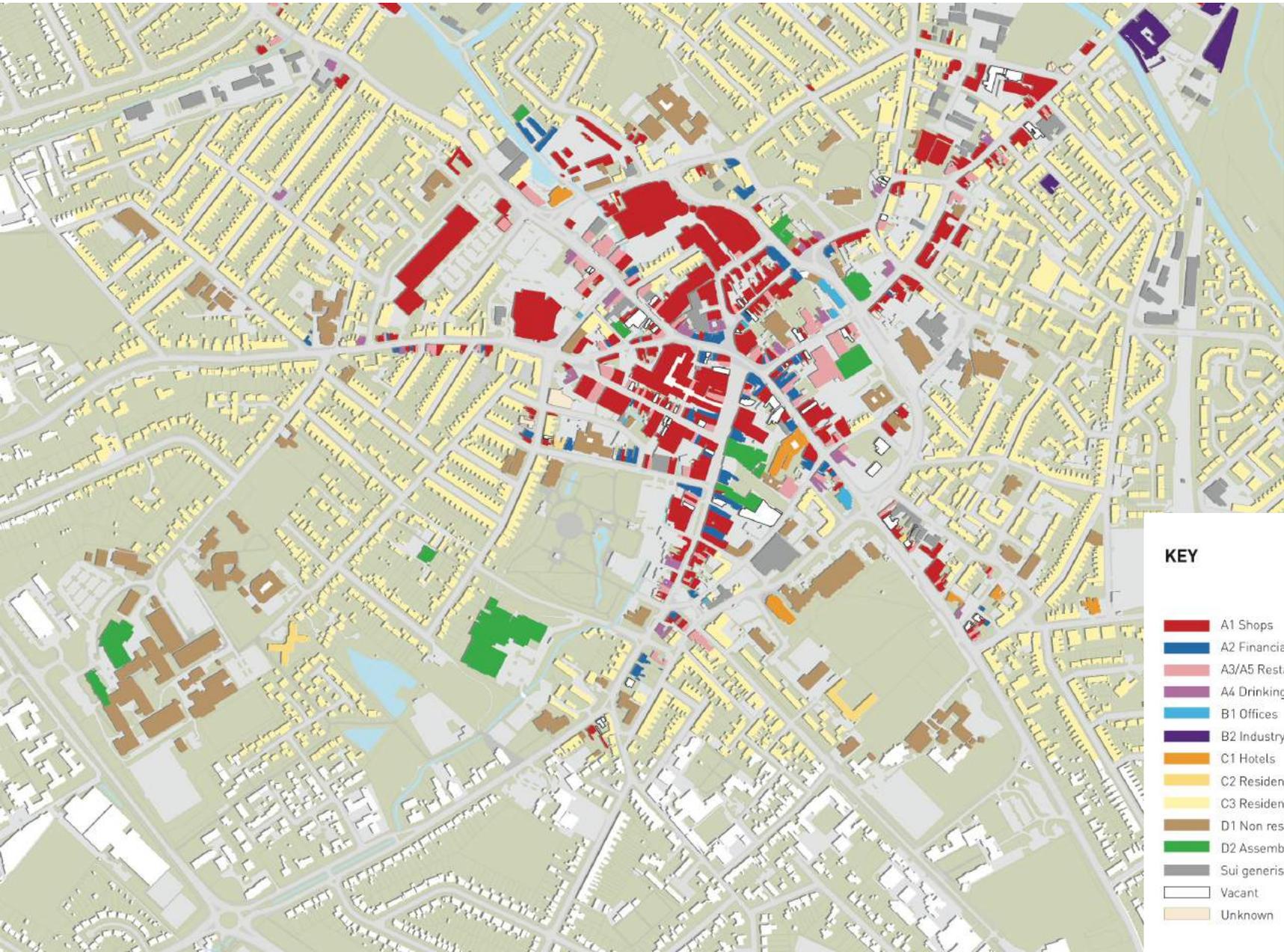
TOWN CENTRE: PEDESTRIAN MOVEMENT



TOWN CENTRE: CYCLE ROUTES



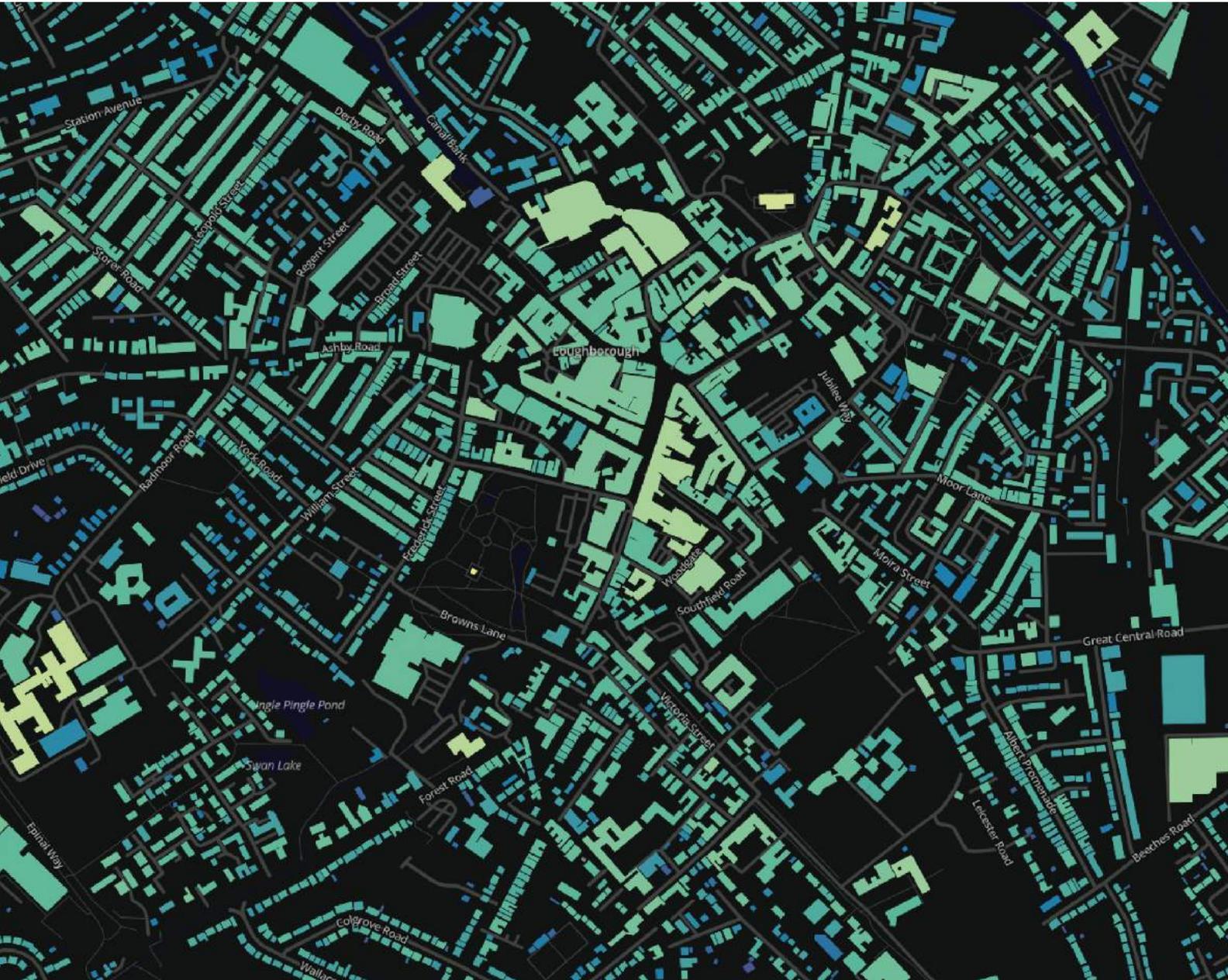
TOWN CENTRE: LAND USES



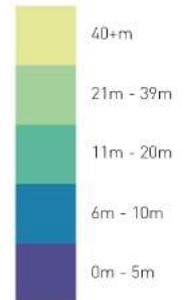
KEY

- A1 Shops
- A2 Financial and professional services
- A3/A5 Restaurants and takeaways
- A4 Drinking establishments
- B1 Offices
- B2 Industry
- C1 Hotels
- C2 Residential institutions
- C3 Residential
- D1 Non residential institutions
- D2 Assembly and leisure
- Sui generis
- Vacant
- Unknown

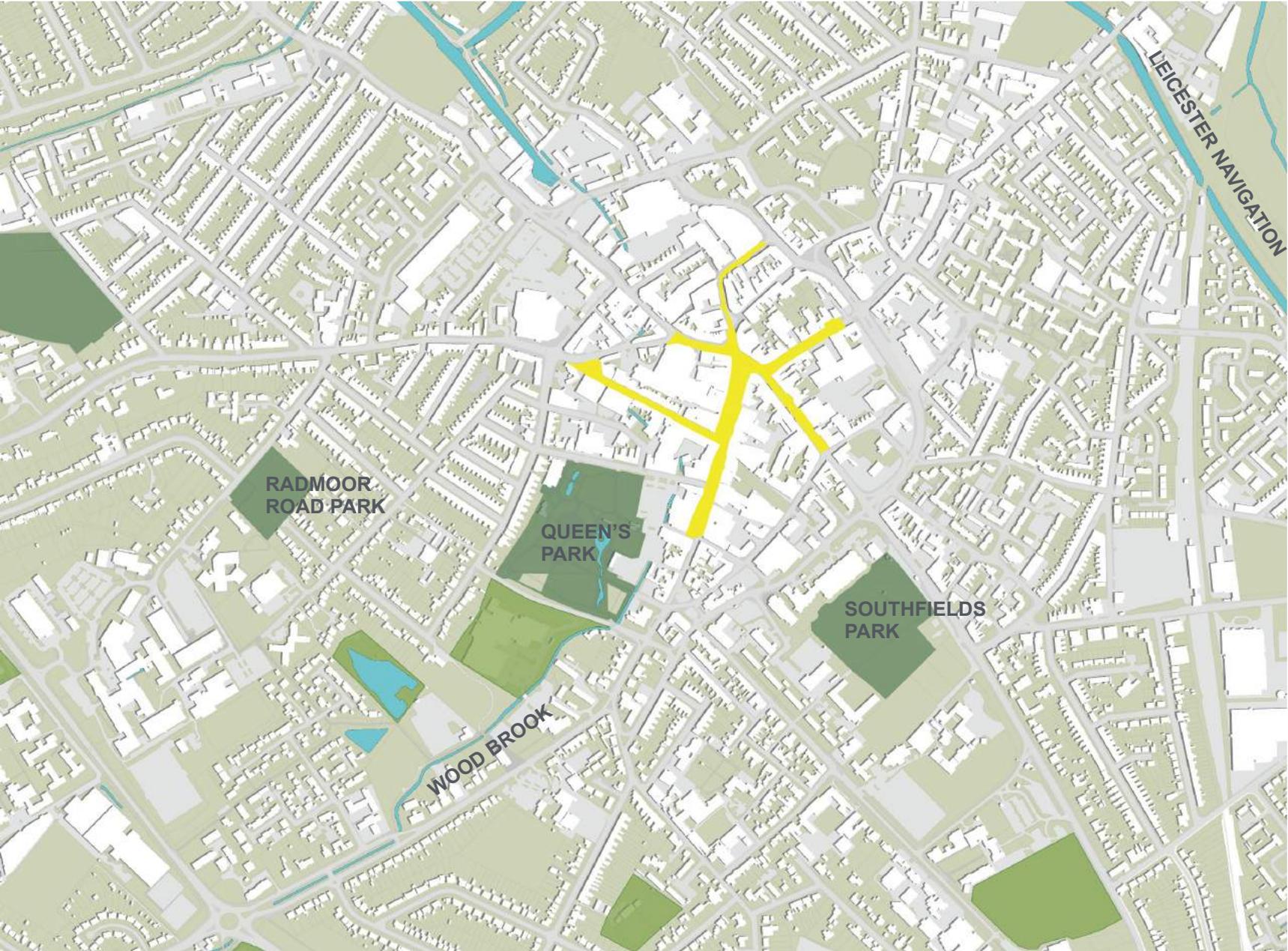
TOWN CENTRE: BUILDING HEIGHTS



KEY



TOWN CENTRE: OPEN SPACES



TOWN CENTRE: FLOOD RISK



TOWN CENTRE: CHARACTER AREAS



CHARACTER AREAS



- Core retail focus for the town
- Some distinctive historic fabric
- Grand civic scale space provides strong identity
- Meeting place for events and town centre activities

OPPORTUNITIES

- Improve connections and interface with rest of town to maintain the primacy of Market Place
- Extend programme of events / specialist markets
- Encourage development at Devonshire Square and improve access to Queen's Park

1 MARKET PLACE

CHARACTER AREAS



- Mixed quarter with some significant vacant sites and under-utilised buildings
- Northern and eastern approach to town
- Secondary retail frontages on main streets
- Some significant new buildings – Cineworld, Magistrates Court
- Relief road – Jubilee Way



ISSUES / OPPORTUNITIES

- Baxter Gate offers a significant development opportunity
- Potential to enhance image and arrival experience through new development
- Improve streetscape

2 BAXTER GATE / HIGH STREET

CHARACTER AREAS



- Historic quarter and oldest part of the town
- Structured around All Saints Church
- Fine grain historic fabric (medieval and Georgian)
- Independent shops on pedestrianised Church Gate

ISSUES / OPPORTUNITIES

- Improve interface with rest of centre
- Enhance setting of historic buildings

3 CHURCH GATE

CHARACTER AREAS



- Western approach to the town on Derby Road and Ashby Road
- Fragmented urban fabric
- Poor quality frontage and streetscape on arterials
- Large floorplate retail with associated car parking
- Area is at risk of flooding



OPPORTUNITIES

- Enhance streetscape and reduce dominance of vehicular modes
- Improve connectivity with adjacent parts of the town
- Encourage infill development to consolidate street frontages

4 THE RUSHES / DERBY ROAD

CHARACTER AREAS



- Secondary pedestrianised retail street
- Mixed fabric with 20th Century additions including Art Deco buildings
- Cafes and restaurants / some residential in upper floors
- MSCP on Granby Street / Packe Street corner is an eyesore
- Area is at risk of flooding



5 MARKET STREET

OPPORTUNITIES

- Improve connectivity with adjacent areas including link to Queen's Park
- Encourage further residential uses within upper floors

CHARACTER AREAS



- Ornamental Park
- Civic buildings – library, museum and war memorial
- Poor interface and connectivity with Market Place and Wards End and with leisure centre
- Area is at risk of flooding

OPPORTUNITIES

- Enhance access and links to town centre and leisure centre
- Provide overlooking on southern edge through development at Devonshire Square
- Improve access to Wood Brook as a linear route to the town

6 QUEEN'S PARK

CHARACTER AREAS



- Attractive fine grain historic fabric
- Mix of higher end independent shops and cafes
- Narrow footways
- Bedford Square is the southern gateway to the town centre but is dominated by car parking

OPPORTUNITIES

- Enhance streetscape and southern gateway into town at Bedford Square
- Encourage further independent specialist shops and restaurants to strengthen the offer and character



7 WARDS END / BEDFORD SQUARE

CHARACTER AREAS



- Fragmented area with some larger scale buildings
- Mixed office, residential and civic function
- Southfields Park isolated from centre
- Lacks a coherent design language

OPPORTUNITIES

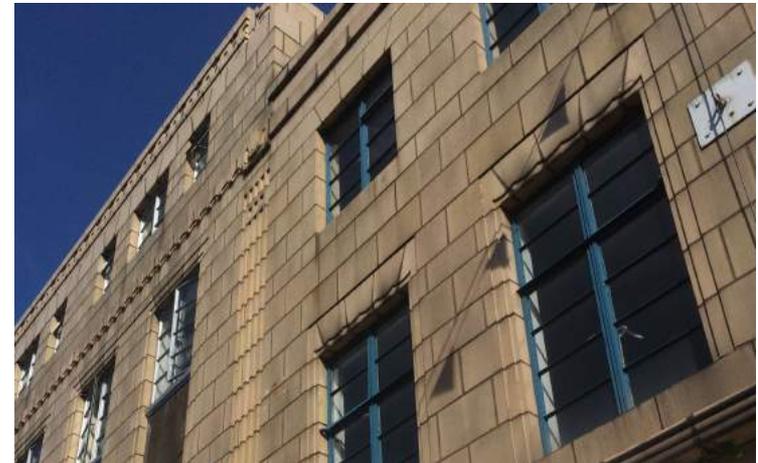
- Consolidate gap sites to enhance area
- Change one way working on Wood Gate and Southfield Road to two way
- Improve access to Southfields Park

8 WOOD GATE / SOUTHFIELDS PARK

CHARACTER



ART DECO HERITAGE



CORE STRATEGY POLICY RECOMMENDATIONS

Policy CS9 - Town Centres and shops

- *70% of all additional floorspace for main town centre uses across the Borough to be in Loughborough town centre*
- *Desire for development in the town centre to reinforce walkable, legible character of the town and improve the character and appearance of the town - especially at gateways*
- *Ensure the comprehensive re-development of opportunity sites*
- *Focus new retail uses to the south-east of the town centre (Baxter Gate) and Devonshire Square*
- *Enhance pedestrian routes between Baxter Gate, Church Gate, Market Place, Devonshire Square and green spaces*
- *Promote heritage features*

The Core Strategy anticipates approx. 5,000sqm net food retail floorspace; 17,700 -22,700 sqm net non-food floorspace and 5,400 sqm commercial leisure



Understanding the market

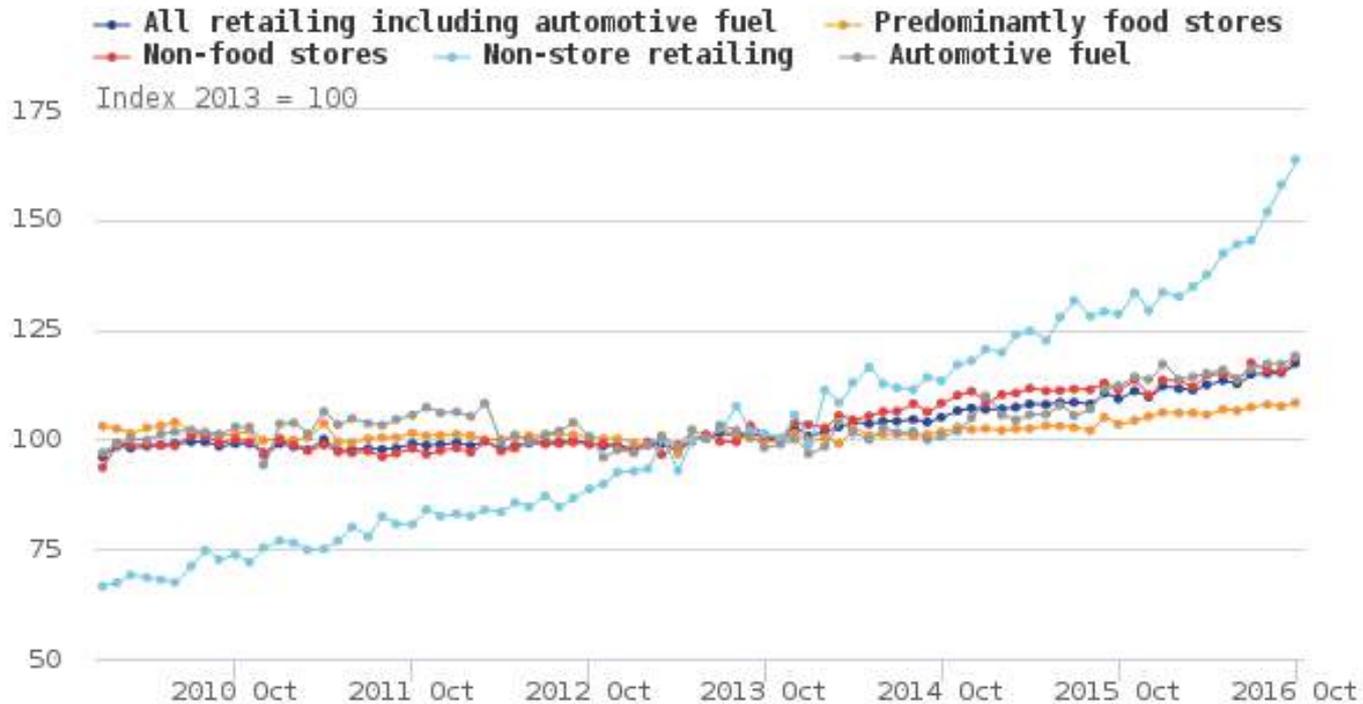
TOWN CENTRE: PROPERTY MARKET

RETAIL: UK TRENDS

- Continued challenges to high street environment
- Fundamental shift in ways people shop
- New development largely focussed on out of town and top 20/30 centres
- Larger units generally favoured by chains
- Planning for growth in Loughborough's retail capacity - how to deal with?

TOWN CENTRE: PROPERTY MARKET

RETAIL SALES GROWTH



Sales growth in all sectors: signs of current consumer boom

TOWN CENTRE: PROPERTY MARKET

RETAIL GROWTH SECTORS

- Convenience; not large foodstores.
- Discounters and value oriented (food and non-food).
- Upsizing by fashion/homeware retailers
- Restaurants, cafés, takeaways.
- Some services: health, bookmakers, financial / professional services.

Potential scope for Loughborough to capture these trends

TOWN CENTRE: PROPERTY MARKET

LOUGHBOROUGH'S RETAIL MARKET

- Good indicators:
- Low vacancies.
- Modest, stable rents and yields.
- Good mix of independent and chains.
- But only modest demand (A3-A5, discounters)

Overall: more challenging to immediately justify very large scale additional retail development from demand perspective

TOWN CENTRE: PROPERTY MARKET

LEISURE

- Continued growth: especially cinemas and gyms e.g. Baxter Gate, Pure Gym in Loughborough
- Leisure adds diversity.....but not especially viable
- Think about 'leisure/culture' in wider context – events, place, activity

Modern shopping and town centres are about experience

TOWN CENTRE: PROPERTY MARKET

HOTELS

- Good growth in hotels in last few decades.
- Particularly strong in budget and boutique.
- Emergence of apart hotels.
- Loughborough already has fairly good representation – Travelodge, Premier Inn, Ramada.

Room for more? Possibly.....likely drivers: student growth, business.

TOWN CENTRE: PROPERTY MARKET

RESIDENTIAL

- Demand in Loughborough more focussed on family homes.
- But still core targets for central Loughborough living:
 - Student accommodation
 - Private rental
 - Retirement
- Flats and townhouses more likely.
- Possible new build and refurbishment.

Residential uses could be a key contributor in shaping centres of the future, including in Loughborough



Towards a Vision

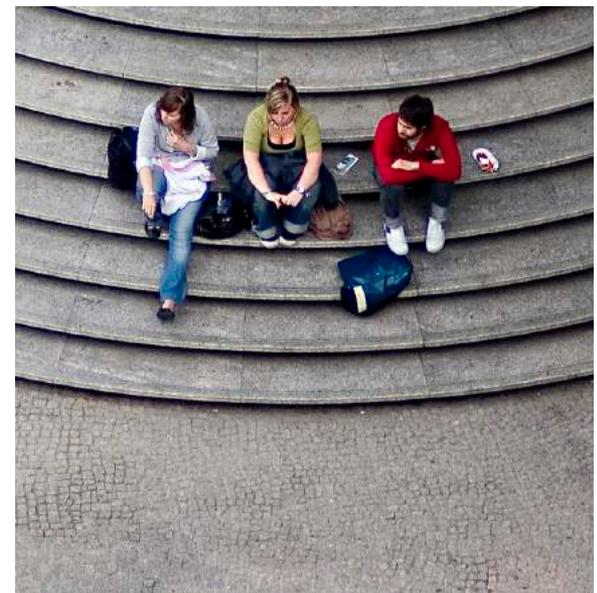
ROLE OF TOWN CENTRES

- It's a **choice**
- It's **convenience**
- It's **combining** the **necessary** with the **pleasant**
- It's **social**
- It's **cultural**
- It's **enjoyment** and **fun**
- It's **daytimes** and **evenings**



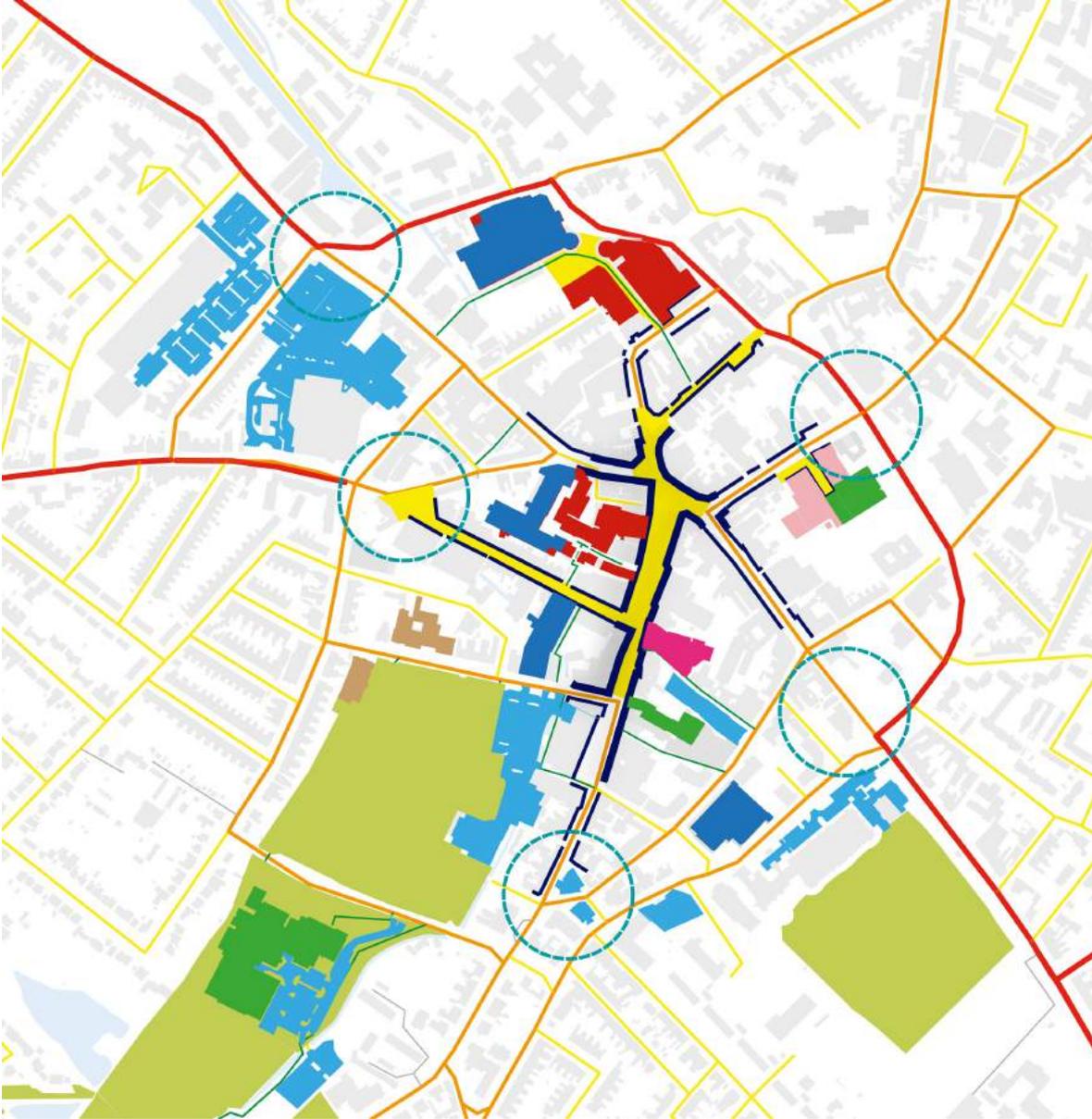
ROLE OF TOWN CENTRES

It's the **experience....**

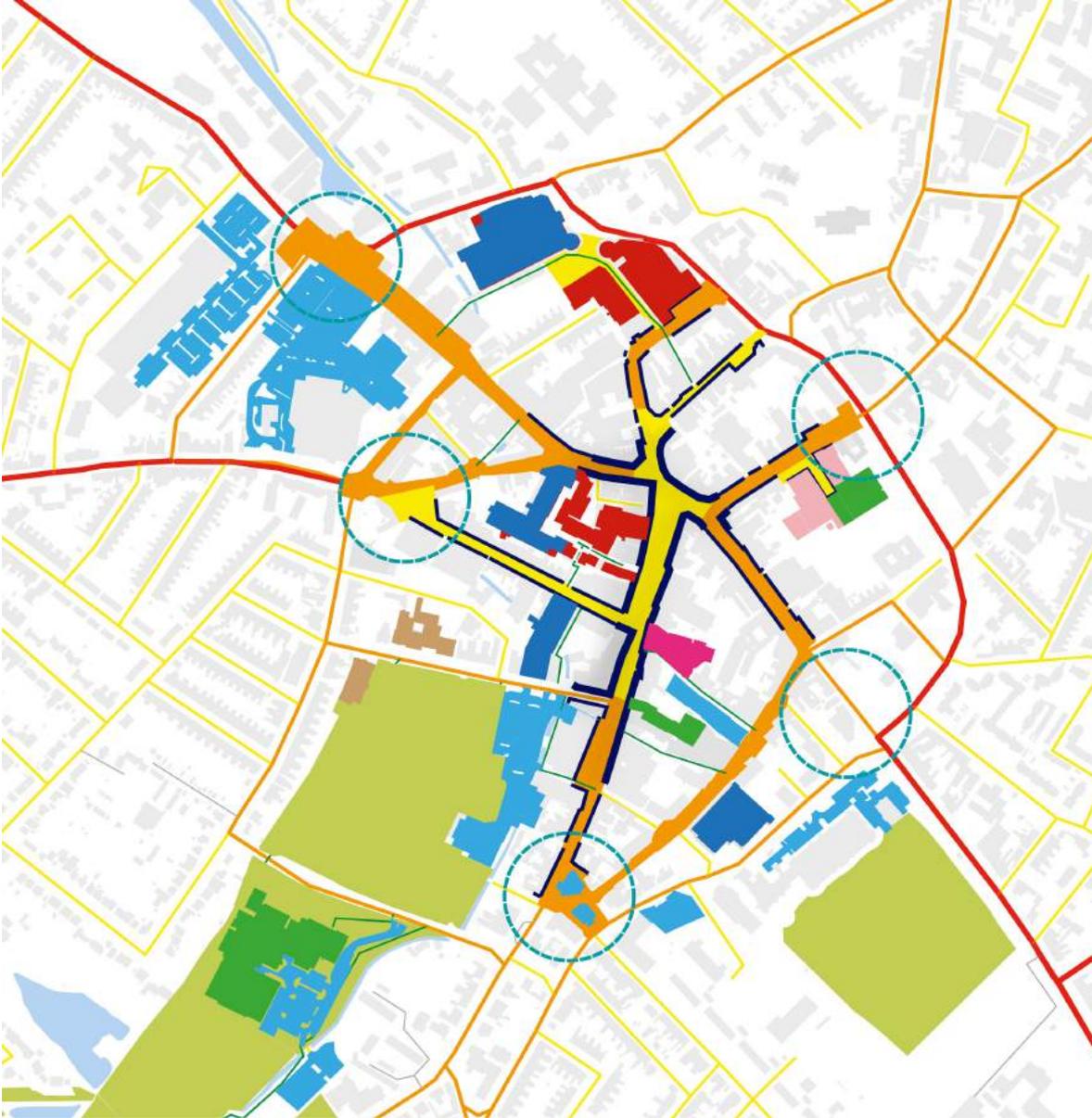


A DOZEN IDEAS

for Loughborough town centre

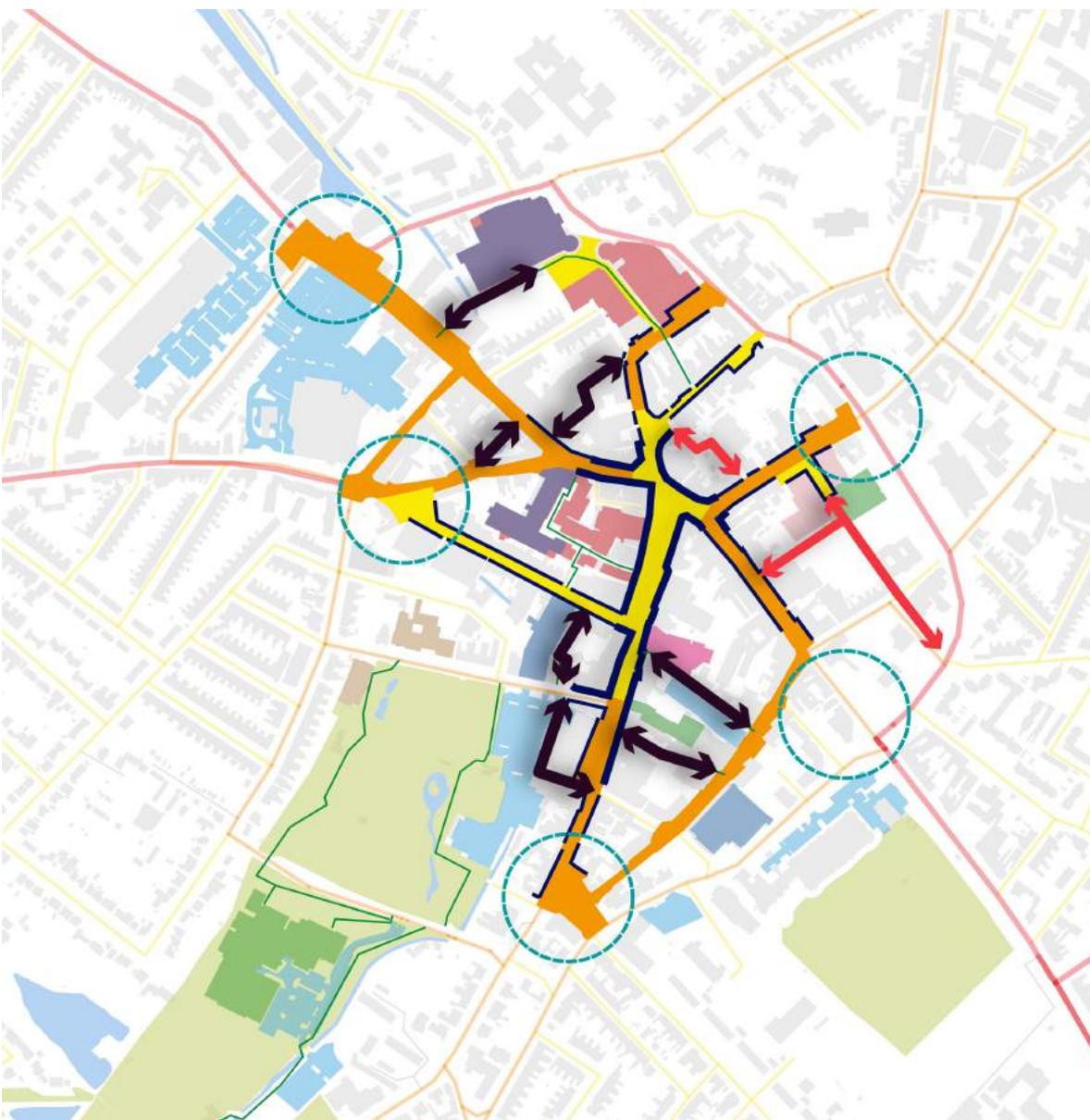


0 CURRENT TOWN CENTRE



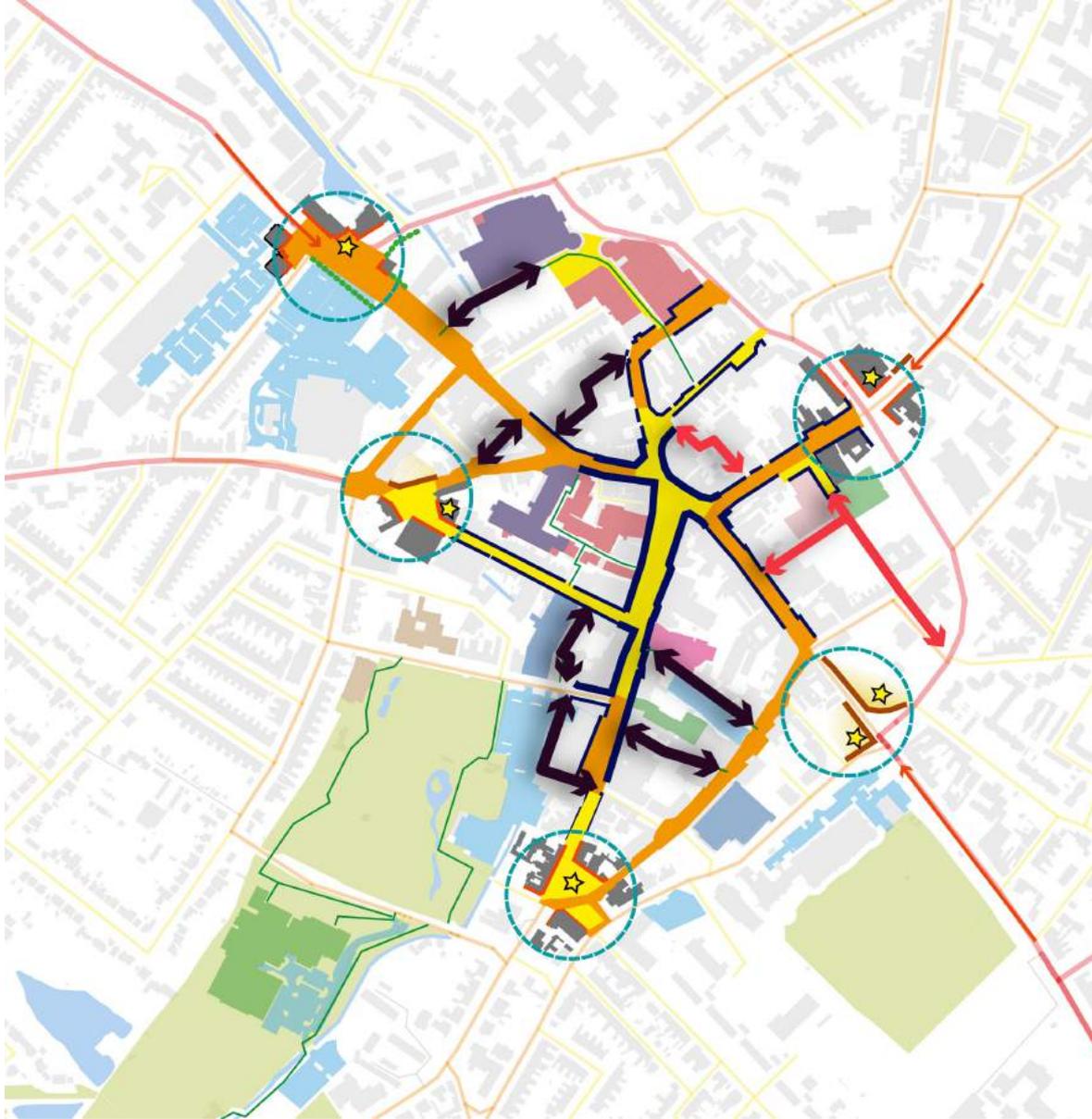
- Create a more attractive pedestrian environment
- Improve approaches and routes into the town centre and link town centre attractions
- Create retail loops
- Make Loughborough Town centre a destination of choice

1 ENHANCE THE PEDESTRIAN EXPERIENCE



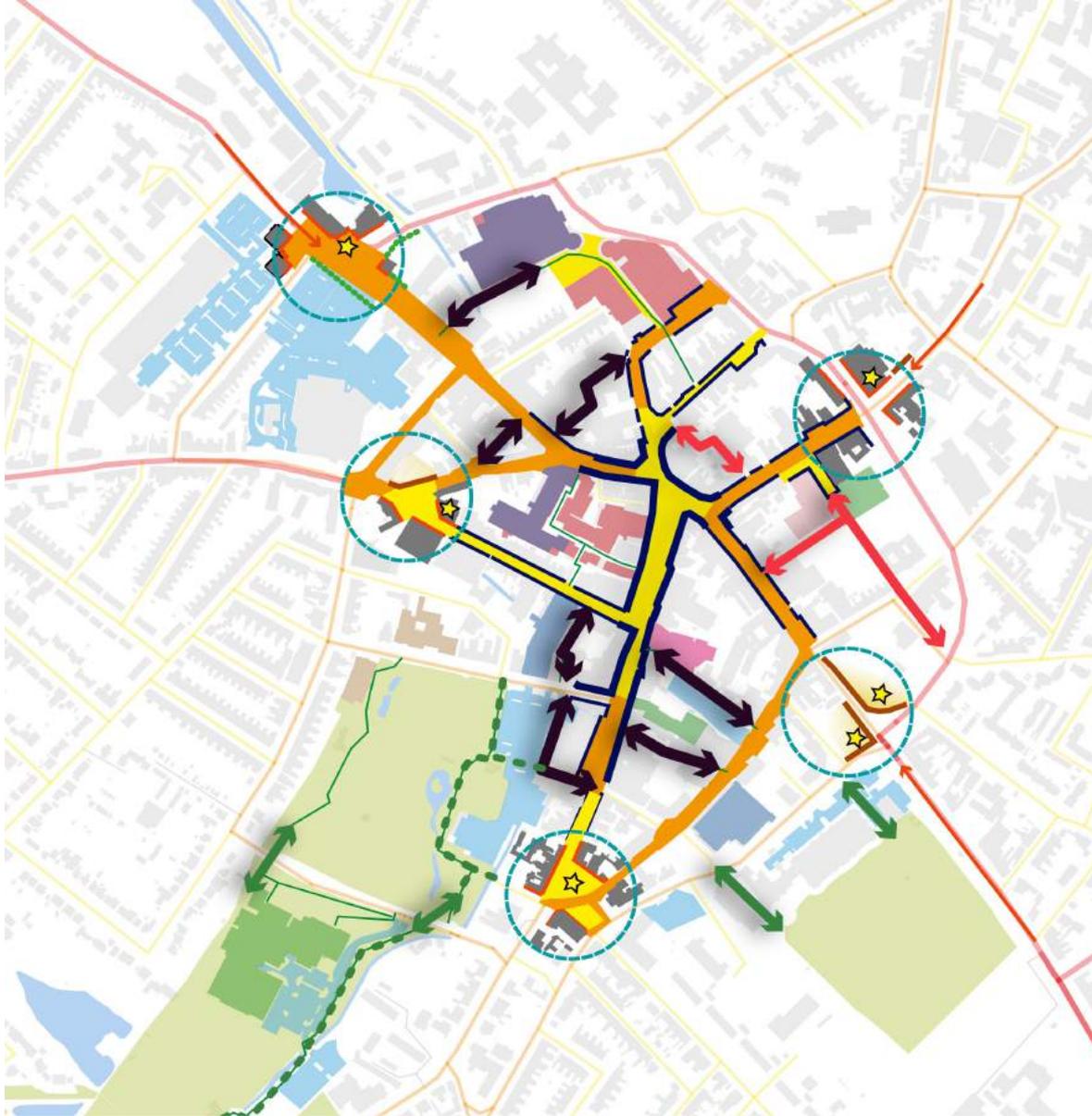
- Enhance lanes and explore potential for more fine grain connections that enhance permeability
- Create retail loops

2 IMPROVE CONNECTIVITY IN THE CENTRE



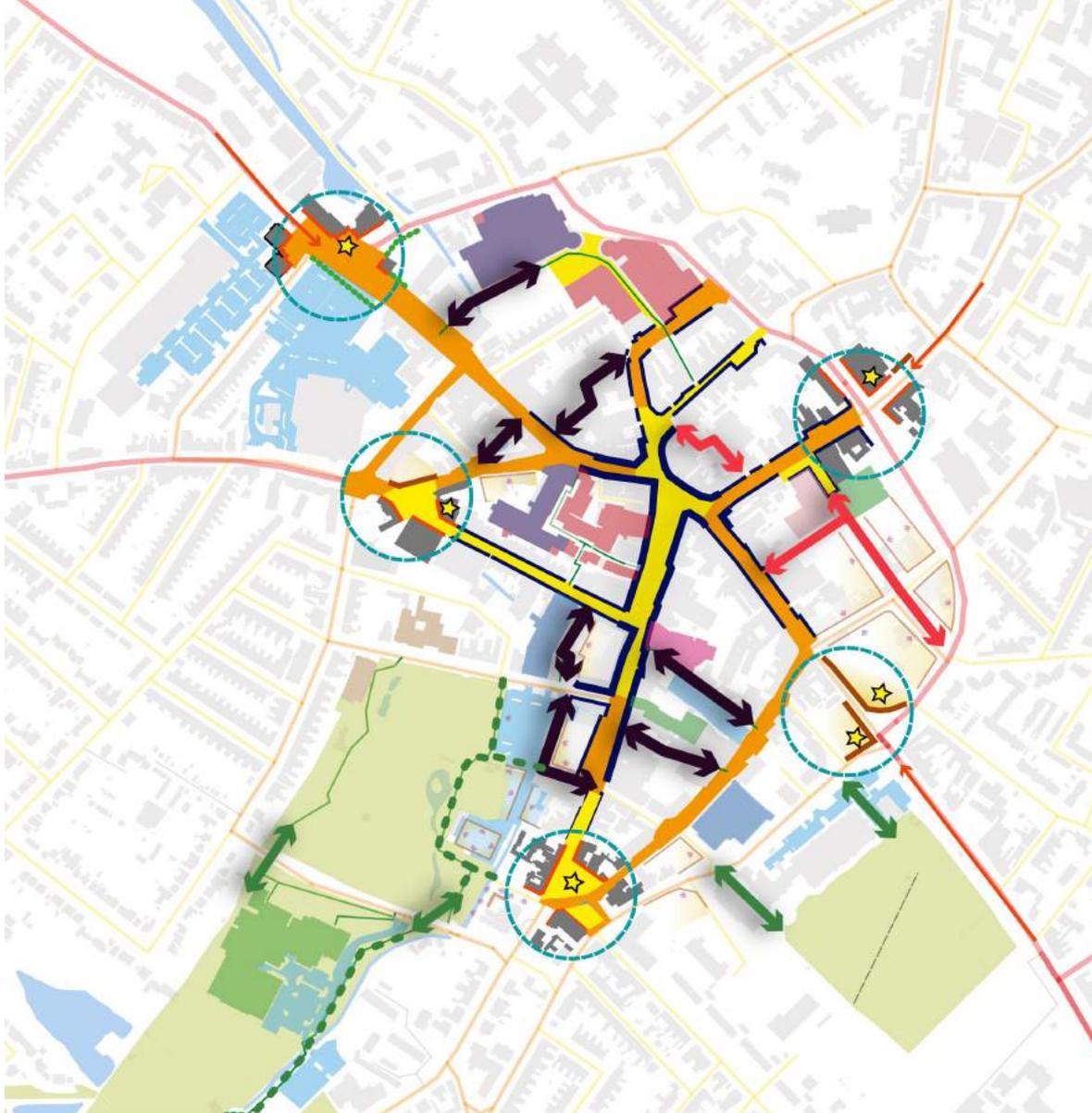
- Create more welcoming entry points into the town through streetscape enhancements on the approaches to the centre
- Promote development that reinforces gateways and provides a positive arrival experience
- Locations to include:
 - Leicester Road / Jubilee Way junction
 - Bedford Square
 - Ashby Square
 - Bridge Street / Derby Road junction
 - Baxter Gate / Jubilee Way junction

3 IMPROVE THE ARRIVAL EXPERIENCE



- Distinctive design to enhance character and identity
- Integrate parks with centre
- Link spaces for an enhanced experience
- Provide frontages overlooking spaces

4 ENHANCE ACCESS AND QUALITY OF PUBLIC SPACES



- Deliver distinctive development that will enhance the town centre offer and help to animate routes and spaces.
- Important sites include:
 - Baxter Gate / Aumberry Gap
 - Devonshire Square
 - Magistrates Court car park
 - Southfield Road car park
 - Derby Square / Carillon Court
 - Ashby Square

5 IMPROVE THE OFFER THROUGH NEW DEVELOPMENT



- Introduce safer cycling routes and adequate cycle parking
- Establish stronger cycle network (University to town centre)
- More attractive walking routes
- Enhanced arrival experience for bus users
- Replacement of one-way routes with two way working (eg Woodgate / Southfield Road)
- Car parking enhancements
- Cleaner vehicles

6 IMPROVE ACCESS BY ALL MODES



- Complement the predominant housing offer
- Young urban professionals and students
- Retirement homes close to amenities
- Bring life to upper floors in the town centre
- Provide additional local demand for shops food and drink uses and leisure facilities

7 TOWN CENTRE LIVING



- Focused mixed-use development including retail, leisure and workspace on larger development sites - these may also include elements of residential at upper levels
- Support the redevelopment of the former School of Art and Design as creative workspace 'The Generator'
- Support the BID's activities

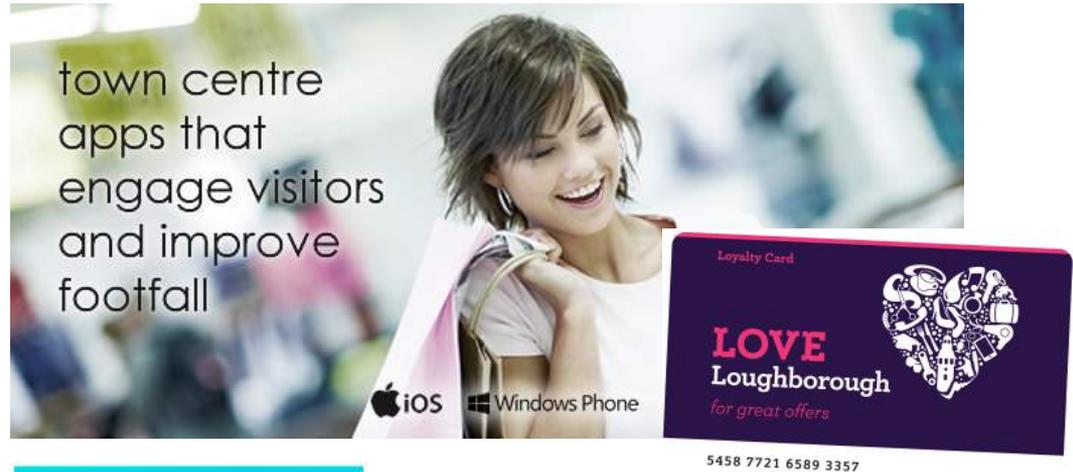


8 CREATE EMPLOYMENT OPPORTUNITIES



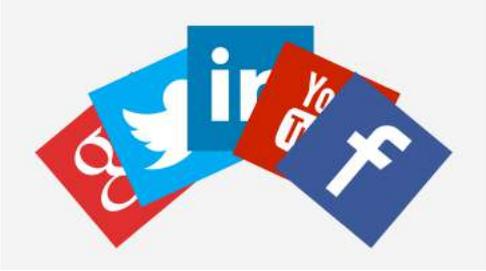
- Compactness – very walkable centre
- Fine grain street frontages
- Range of public spaces
- Historic fabric including Art Deco buildings
- Industrial heritage – bell making, hosiery
- University town / night time economy

9 CELEBRATE THE SPECIAL CHARACTER OF THE TOWN



- Well maintained and clean
- Loyalty benefits
- Passive supervision of space
- Good policing
- Appropriate lighting
- Develop a shared vision
- Town centre apps and wifi

11 CREATING A SAFER, WELCOMING AND VALUED CENTRE



- Work with the BID to create a marketing and promotional strategy for the town

12 SHOUT ABOUT LOUGHBOROUGH!

END