

Scrutiny Committee

Tuesday, 11th October, 2022, 6.00 pm

Shield Room, Civic Centre, West Paddock, Leyland, PR25 1DH

Supplementary Agenda

I am now able to enclose, for consideration at the above meeting of the Scrutiny Committee, the following information:

5 Penwortham Masterplan

Report of the Director of Planning and Development attached. (Part One)

(Pages 25 - 118)

Gary Hall
Chief Executive

Electronic agendas sent to Members of the Scrutiny Committee

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Report of	Meeting	Date
Cabinet Member (Planning, Business Support and Regeneration)	Scrutiny Committee	Tuesday, 11 October 2022

Penwortham Masterplan

Purpose of the Report

- To provide an update to Scrutiny Committee on the work on the Penwortham Masterplan

Recommendations

- That the Scrutiny Committee note the update in this report, the early final draft of the Masterplan, the consultation report and the presentation at the Committee
- That Scrutiny Committee provide any comments which can be forward to the Cabinet meeting that considers the final Masterplan.

Reasons for recommendations

- Scrutiny Committee have asked for an update on the Penwortham Masterplan.

Other options considered and rejected

- There are no other options.

Corporate priorities

- The report relates to the following corporate priorities: (Please bold one)

An exemplary council	Thriving communities
A fair local economy that works for everyone	Good homes, green spaces, healthy places

Background to the report

- The Council has been working on a new Masterplan for Penwortham since late 2020. In April 2021 Hemingway Design and GLHearn were successful in winning a competitive tender to develop a new Masterplan to cover the areas of Liverpool Road, Kingsfold and Middleforth in Penwortham.

Agenda Item 5

8. In developing the Masterplan the consultants have carried out a series of engagement and consultation with the local community, businesses and key stakeholders. This has included the following:
 - a. Public consultation on key issues and questions in August 2021 via online survey and drop in events
 - b. Public consultation and stakeholder events throughout July and August 2022 on a draft masterplan
 - c. Separate engagement door to door with businesses
 - d. Engagement with ward members and the Town Council
9. The final consultation was recently held and as this report is being written the consultants are finalising the consultation report and responses to it and an update can be provided to the meeting in the presentation. However, an interim statement of consultation is attached as an appendix to this report.
10. The final masterplan is nearing completion taking account of all the key comments received and an early Final Draft of this is attached at Appendix A. It must be stressed that this is still being finalised and will be presented to Cabinet for final ratification.

Next Steps

11. Following Scrutiny Committee consideration, the Masterplan will be finalised with Officers and GLHearn/Hemingway Design and will then be considered by Cabinet more than likely in November 2022.
12. Assuming the Masterplan is ultimately adopted then work will progress on how to bring forward the Masterplan and deliver the aspirations. This will be considered in future Cabinet and Council reports.

Climate change and air quality

13. The work noted in this report does not impact the climate change and sustainability targets of the Councils Green Agenda and all environmental considerations are in place.

Equality and diversity

14. The design in the masterplan has sought ensure access for all.

Risk

15. The key risk for the project is not being able to deliver the full scope of the masterplan due to increasing construction costs.

Comments of the Statutory Finance Officer

16. The report provides an update on the work that has been undertaken on the Penwortham Masterplan; there are no direct implications arising from the report at this stage.

Comments of the Monitoring Officer

17. The report is for noting and discussion by Committee. There are no direct legal implications arising. Ultimately it will be for Cabinet to decide whether to adopt the masterplan..

Agenda Item 5

Background documents

There are no background papers to this report.

Appendices

Appendix A – Early Final Draft of Penwortham Masterplan (Split in 9 parts)

Appendix B – Report of Consultation (Split in 4 parts)

Report Author:	Email:	Telephone:	Date:
Jonathan Noad (Director of Planning and Development)	jnoad@southribble.gov.uk	01772 625625	30 th September 2022

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PENWORTHAM MASTERPLAN

LOWER
PENWORTHAM

RIVER RIBBLE

PENWORTHAM

PRESTON

Penwortham
Golf Course

Penwortham
Priory Academy

Blashaw
Wood

Penwortham
Girls' High
School

Hurst Grange
Park

Penwortham
Holme
West

A5072

B5254

A582

Pope Lane

A59

A59

A5071

A583



Introduction
The Project
Role of the Masterplan
Our Approach



Study Location
History
Planning Policy
Community Assets
Sustainable Transport
Character
Public Realm
Highways & Parking
Retail
Social Economic Overview
Property Market Assessment
Retail & Leisure Study
Constraint & Opportunities



Vision & Objectives



Final Consultation
& Option Testing



Masterplan Framework
The Masterplan
Design Principles



Adoption & Delievery



INTRODUCTION

01

THE PROJECT

The Penwortham of today is a much changed and developed town but one that has kept its very own sense of community and pride



HemingwayDesign and GL Hearn have been appointed by South Ribble Borough Council to prepare a masterplan for the Liverpool Road, Kingsfold and Middleforth area of Penwortham. This report presents the current situation of the areas today, where they would like to be, and how they can get there.

All proposals have been influenced and reviewed by the Community and Stakeholders through an extensive consultation process.

The Penwortham of today is a much changed and developed town but one that has kept its very own sense of community and pride. The town now consists of three main shopping areas; Middleforth, Kingsfold and Liverpool Road, the latter of which runs through the town on the A59

LIVERPOOL ROAD DISTRICT CENTRE

The Liverpool Road shopping area has changed since the introduction of the bypass, the new Tesco and its associated junction. Through traffic has reduced, leaving the District Centre with unsuitable infrastructure and an opportunity to decrease the priority of the vehicle and focus more on the human experience.

Another aspect of this project is to create an environment that supports the independent nature of the retail and food and beverage offer; increasing footfall by creating a street that is vibrant, animated and safe for pedestrian users.

The way communities want to interact with the high street has changed and Liverpool Road needs to celebrate and embrace this cultural shift.

MIDDLEFORTH & KINGSFOLD

To ensure the other Local Centres within Penwortham are not negatively impacted by the improvements to the Liverpool Road area the masterplan will also look at Middleforth and Kingsfold. Although these areas are not of the same scale as the District Centre they are still key hubs within their local community with opportunities to refresh the retail offer and ensure their longevity as valuable and convenient retail resource.

Since the pandemic residents have a new appreciation for their local businesses and community infrastructure and this masterplan needs to ensure that Penwortham adapts and flourishes under these new conditions.



ROLE OF THE MASTERPLAN

A masterplan must be built on engagement with the local community and act as builder of consensus while acting as a framework for regeneration and to attract private sector investment

A masterplan is a dynamic long-term planning document that provides a conceptual layout to guide future growth and development. Masterplanning is about making the connection between buildings, social settings, and their surrounding environments.

A masterplan includes analysis, recommendations, and proposals for a site's population, economy, housing, transportation, community facilities, and land use. It is based

on public input, surveys, planning initiatives, existing development, physical characteristics, and social and economic conditions.

A masterplan must also be built on engagement with the local community and act as builder of consensus while acting as a framework for regeneration and to attract private sector investment.

As regeneration initiatives are generally long-term propositions, it is important to consider the master

plan as a dynamic document that can be altered based on changing project conditions over time.

This masterplan sets out a long term vision for all three study areas based on community and stakeholder engagement, adopted strategic documents and the design team's flair for creativity and innovation.

It will identify a set of interventions as part of a holistic

strategy that when delivered will celebrate Penwortham's character, strengthen its identity and regenerate its key high streets to meet the current and future needs of the users and shop owners.

Finally the report contains a viability section that provides high level cost estimates, suggested delivery routes and indicative phasing proposals.



OUR APPROACH

Any successful masterplan requires a robust methodology that is strictly adhered to throughout the life of the project. This agreed approach helps to create a masterplan that meets the needs of the Client, community and stakeholders.

The Masterplanning process was delivered over 3 key stages:

UNDERSTANDING THE SITE:

Once all the baseline information was assembled the design team carried out a series of site visits and consultations to improve their understanding of how the area operates.

Analysing plans and reports was valuable and provided a practical insight into the area but speaking with the community and spending time in the area was invaluable to our understanding of the issues and identifying possible solutions.

With the baseline information gathered the team then carried out an intense study of the area to identify all the constraints and opportunities.

CONFIRMING THE VISION:

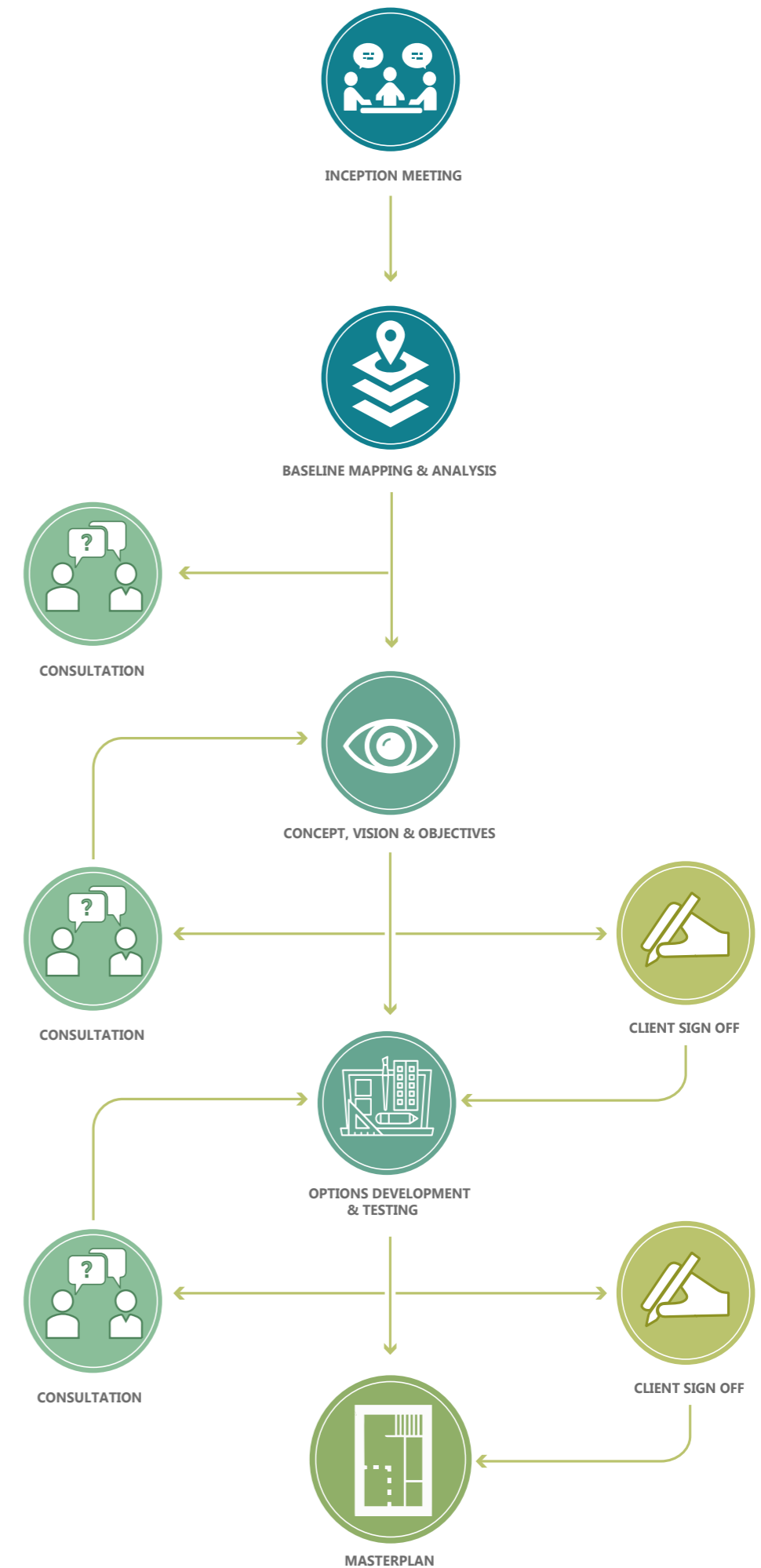
The results from the first Stage, including all Consultation were evaluated and, in combination with the South Ribble Borough Council's initial brief and adopted planning strategies, used to confirm a vision for the masterplan. Design principles were defined that, when applied, ensured the project objectives are achieved. This framework was cross referenced for every design decision during the design process.

In this phase we explored the methods and prepared a range of outline proposals that will achieve the project objectives. These option testing presentations were a condensed version of the final masterplan; a series of plans that communicated the proposals and aspirations but produced efficiently and to act as a catalyst to encourage comments and feedback.

DELIVERY:

The final masterplan chapter contains a set of robust proposals that are based on the findings from the previous stages and the stakeholder's needs and aspirations.

The proposals have been shaped through rigorous testing and consultation. The framework principles defined at stage 2 will have informed all design decisions and led to a set of plans, diagrams and images that combined meet the objectives and vision



BASELINE & ANALYSIS

02



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STUDY AREAS

Penwortham is split into two areas; Lower Penwortham and Higher Penwortham, both with their own independent character, heritage and identity.

Penwortham is a town of circa 25,000 residents within the Borough of South Ribble. It is regionally accessed via the Junction 1 of the M65, close to the intersection of the M6 and M61.

It is bordered to the north and north east by the River Ribble and Preston City Centre, to the east by Bamber Bridge, to the south by Leyland and to the east by the Sefton boundary.

Penwortham is split into two areas; Lower Penwortham and Higher Penwortham, both with their own independent character, heritage and identity. Liverpool Road is located within Higher Penwortham, while Kingsfold and Middleforth is within Lower Penwortham.

LIVERPOOL ROAD

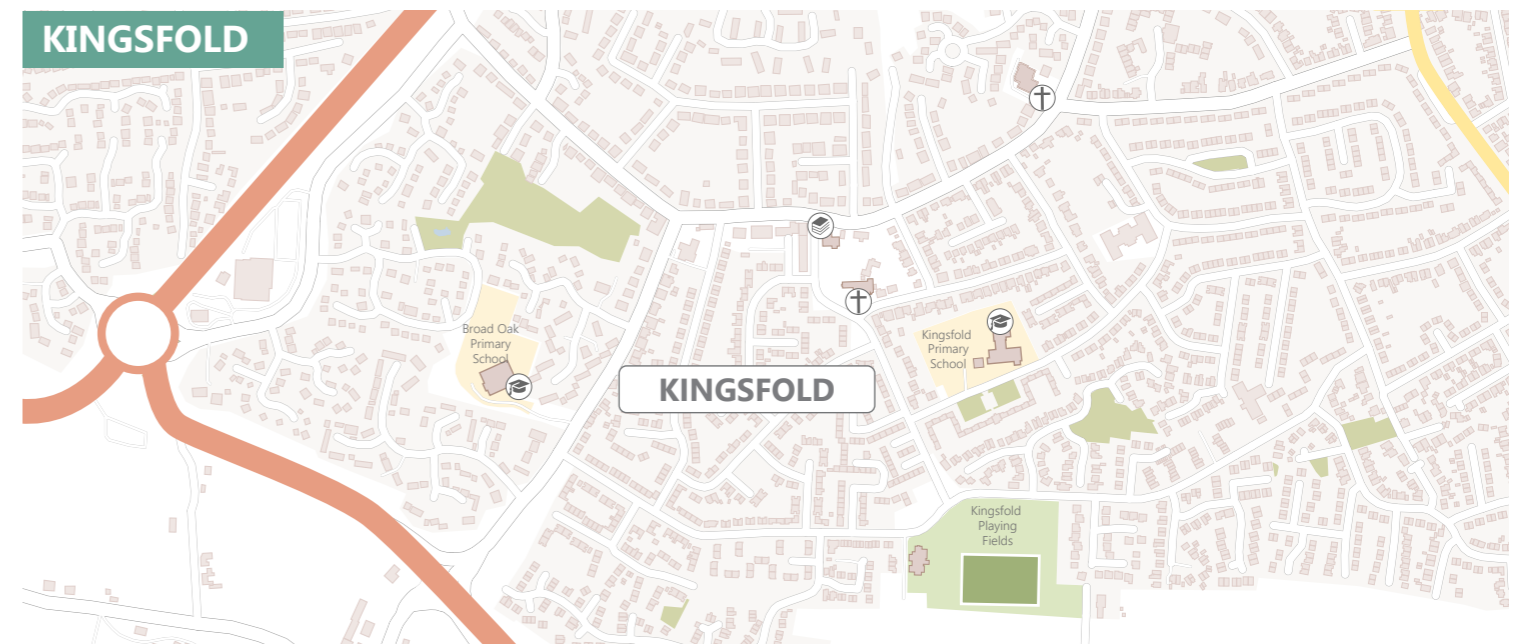
The Liverpool Road District Centre is located on the A59 in the north of the borough. The study will concentrate on the retail area from Crookings Lane to the Priory Lane junction but also take into account connectivity to the local community assets.

KINGSFOLD

The Kingsfold study area will be centred around the Local Centre boundary; around the junction of Cop Lane and Pope Lane, taking into account the Hawksbury Drive shopping area and adjacent greenspace.

MIDDLEFORTH

This lower Penwortham Local Centre is concentrated along Leyland Road from the Marshalls Brow roundabout to junction with Riverside Road, adjacent to the River Ribble.



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HISTORY **PENWORTHAM**

Penwortham has a rich history dating back to Saxon times and has developed gradually during the past 1000 years to become the Penwortham we recognise today.



Penwortham's name derives from Pen, meaning a hill; weid, meaning a ford, and ham, meaning a settlement. Penwortham was listed in the Domesday Book as "Penverdent" and its heritage dates back to Saxon times (410-1066), evidenced by the remains of Saxon castle located at Castle Hill in the north east corner of the borough. Gifted to Roger the Poitevin as a reward for participation in the Battle of Hastings, its location, adjacent to the River Ribble, enabled the Lordship to control movement and trade along the water body. Castle Hill is now designated as a Scheduled Monument. The legend of the Penwortham Fairy Funeral is a legend which is based around Castle Hill. This English Folklore legend is written about in literature and the legend goes that a Fairy Funeral seen on the road running through Penwortham Wood would forecast death.

Further development took place in 1075 with the creation of Penwortham Abbey which functioned for over 450 years, until dissolved by Henry VIII in 1535. Some remains can still be

visible in the grounds around the existing Parish Church of St Mary that replaced the Abbey in the 15th Century.

Preston Priory; a large Jacobian mansion built by the Fleetwood family in 1535, was eventually demolished in 1912 to allow for the expansion of Penwortham Village and the associated housing. The New Penwortham Bridge of 1915 linked Penwortham to Preston City Centre. In 1911 the Lancashire and Yorkshire Railway ran through Penwortham (Cop Lane Station), however was closed in the 1960s and the A582 Penwortham Bypass (Golden Way) now runs through the station and along the former railway route.

The later introduction of the A59, formalising this east to west route dating back from the 18th Century, connected the Liverpool Road area to the surrounding settlements, allowing the Penwortham population to begin to grow. This growth acted as a catalyst for the schools, shops, parks and homes that are still present today.



HISTORY HIGHER PENWORTHAM

1890

Penwortham is a small settlement centred around Liverpool Road consisting of roughly 50 homes. The Water Tower and Fleece inn can be seen here.

1910

Higher Penwortham has grown, increasing numbers of houses are being built in the areas. The first traces of shops on Liverpool Road can be seen here.

1930

Penwortham has grown into a neighbourhood similar to today's size and scale. Liverpool Road is now a key connection and Hub to Penwortham.

1990

Penwortham is very similar to what we see today. Liverpool road has become a main vehicular connection. Multiple schools, shops & local amenities now present.

The first signs of Higher Penwortham as we recognise it today began in the 1920s, however there were older buildings present in this location before this date. Buildings of note include the Fleece Inn and adjacent Water Tower. The Fleece Inn, built in the 18th Century is Grade II listed and retains its original use. The Water Tower, completed in 1890 by Lawrence Rawstorne, was built to provide the town with a water supply. It continued in this capacity until 1895 when new water pipes and a mains system were installed in what was then a village. It has since been converted into a private residence. Penwortham Conservation Area covers part of Liverpool Road, including the Fleece Inn and Water Tower.

Liverpool Road today mainly consists of pre-war residential housing converted to retail with the occasional purpose built retail block or semi-industrial type. This organic growth of the retail offer is one of the reasons Liverpool Road District Centre is so successful today; it has developed out of the needs of the community rather than those of a developer. Another reason for its success is the rise of the food and drink and night-time offer that is resistant to the competition from online shopping

Due to the reduced traffic instigated by the new bypass, Liverpool Road is now predominantly a destination for the local community to access retail, services and food and drink provision and future development of the road should reflect this.



HISTORY LOWER PENWORTHAM

1890

Lower Penwortham is a small settlement consisting of few homes and farms set in an extremely rural area.

1910

Lower Penwortham hasn't grown in size or scale. There has been very little development of this area especially around Pope Lane.

1960

By 1960, Lower Penwortham has begun to develop which is primarily centered around Pope Lane. Increasing numbers of houses are being built in the areas.

1990

By 1990, Lower Penwortham is very similar to what we see today. Massive development has happened over the last few years, multiple shops and local amenities now present.

Lower Penwortham was formed of three former villages, Kingsfold, Middleforth and Charnock and although it was established as a settlement at a later date, its residential use pre-dates Higher Penwortham.

This area developed during the Victorian period with the rise of the cotton industry which is evidenced by the large numbers of terraced housing along Leyland Road and the surrounding streets.

The north to south through route dating back to the early 18th Century roughly follows the line of the current Pope Lane and Marshalls Brow route and connected Penwortham Hall to surrounding villages. Penwortham Hall is Grade II Listed, dating back to 1801, and was built by John Horrock's, founding partner of Horrocks, Miller and Co., the largest cotton firm in Preston. Penwortham Hall has now been converted into private residential apartments.

Today Lower Penwortham is principally residential and serviced by a Local Centre located at the junction of Pope Lane and Cop Lane. Buildings generally date back to the mid 20th century, however the Black Bull Inn, located at the junction of Pope Lane and Woodville Road, dates back to the early 1800's. This pub, which is still true to its original use, was built as a small private brewery and the grain used was grown at the farm across the road.



1890



1910



1960



1990

PLANNING POLICY

Local planning policy relevant to Penwortham consists of the Central Lancashire Core Strategy (July 2012), the South Ribble Local Plan (July 2015) as well as the Penwortham Town Neighbourhood Development Plan 2016 – 2026, which was adopted in 2017.

CENTRAL LANCASHIRE CORE STRATEGY

The Central Lancashire Core Strategy, which covers all three Central Lancashire authority areas – Preston City, South Ribble Borough and Chorley, is the strategic document of the Development Plan and sets the overall strategic vision for the area over the period 2010-2026.

VISION FOR CENTRAL LANCASHIRE IN 2026

The Core Strategy states that:

“By 2026 Central Lancashire will be recognised as a highly sought after place to live and work in the North West. The character of the City, towns and villages will reflect their individual historic and cultural heritage, with high quality designed new buildings enhancing their local distinctiveness. There will be improved transport connections within Central Lancashire and to wider regional, national and international destinations. Neighbourhoods will be safe, clean and sustainable with healthy, highly skilled and diverse communities. Residents will have easy access to public services, good jobs and decent, high quality affordable homes.”

MANAGING & LOCATING GROWTH

In accordance with Policy 1 of the Core Strategy (Locating Growth), the settlements south of the River Ribble, including the regeneration of Penwortham District Centre alongside some greenfield development in the South of Penwortham will be a key focus for growth and investment.

SUSTAINABLE TRAVEL

The Core Strategy recognises the need to promote sustainable modes of transport and improve the road network. Policy 3 (Travel) supports the improvement of pedestrian facilities, by delivering high quality designed town centre paving schemes and ensuring urban and rural paths and footways are safe and secure to members of the public. The Core Strategy aims to improve opportunities for cycling through the delivery of on-road cycle lanes and related road junction improvements to increase safety of cyclists. The Strategy also mentions the improvements to the road network, including the Penwortham bypass and improving the A582 and linking it to the A59.

HOUSING

The Central Lancashire Core Strategy seeks to deliver sufficient new housing of appropriate types to meet future requirements over the plan period by making efficient use of land whilst respecting the local character of surrounding areas and increasing the supply of affordable housing and special needs housing. Housing Delivery policy states that South Ribble will deliver 417 dwellings per annum, of which, in urban areas of the district, a target 30% of market housing delivery should be affordable.

ECONOMIC PROSPERITY

Penwortham District Centre must ensure that it continues to provide for local needs through continued retail and leisure investment. Policy 11 (Retail and Town Centre Uses and Business Based Tourism) states that retail and other town centre uses of a scale appropriate to the retail hierarchy and in sustainable locations will be supported, provided that the development respects the character of the centre, including its architectural and historic interest and assists in maintaining its existing retail function. The mix of uses within Penwortham District

Centre should be maintained, improved and controlled so as to appropriately meet the needs of the local community. Supporting community facilities is also essential to supporting the local economy, whilst contributing to community cohesion. As a result, the strategy aims to ensure that local communities have sufficient community facilities provision that are accessible to all, whilst resisting the loss of existing facilities.

DESIGN

Placemaking principles should be promoted to enhance the character and local distinctiveness of Central Lancashire’s built environment, by encouraging high quality design of new buildings whilst protecting, conserving and enhancing places of architectural value and their distinctive character. As a result, measures to protect and enhance the historic environment, heritage assets and their settings will be supported in line with Policy 16 of the Core Strategy (Heritage Assets). New buildings should be designed to be sympathetic to the character and appearance of the local area, particularly in terms of their siting, layout, scale, materials and landscaping. Such schemes

must link in with surrounding movement patterns and should provide open space and enhancements to the public realm.

OPEN SPACE & GREEN INFRASTRUCTURE

The Core Strategy recognises the importance of managing and improving Central Lancashire’s green infrastructure, particularly improvements to the river valley networks including the River Ribble at Penwortham.



PLANNING POLICY SOUTH RIBBLE LOCAL PLAN

The South Ribble Local Plan (2012 – 2026), adopted in 2015, forms part of the statutory Development Plan for South Ribble. It identifies and allocates land required over a 15 year period in order to achieve the vision for growth as outlined in the Central Lancashire Core Strategy. The Plan aims to ensure that, by 2026, the pattern of development in the borough is sustainable with the necessary infrastructure, homes and jobs being available for all in a quality environment.

Liverpool Road, serving as the spinal cord through the Penwortham community, is allocated as a District Centre on the Local Plan Policies Map. Policy E4 of the Local Plan, which specifically relates to District Centres, states that such areas will be protected and enhanced to maintain their vitality and viability. Planning permission will be granted for new buildings, the redevelopment of existing sites, extensions to, or change of use of existing buildings for Retail Uses (A1), which will be encouraged to achieve a minimum of 60% of the overall units, as well as Cafes and Restaurant uses (A3). Applications for other district centre uses, including A2 (Financial and Professional Services), A4 (Drinking Establishments) and B1 (Offices) will be permitted where this would not harm the sustainability of the shopping area.

Additionally, Kingsfold is allocated as a Local Centre. Policy E5 of the Local Plan relates to Local Centres, which states that A1 (Retail) uses

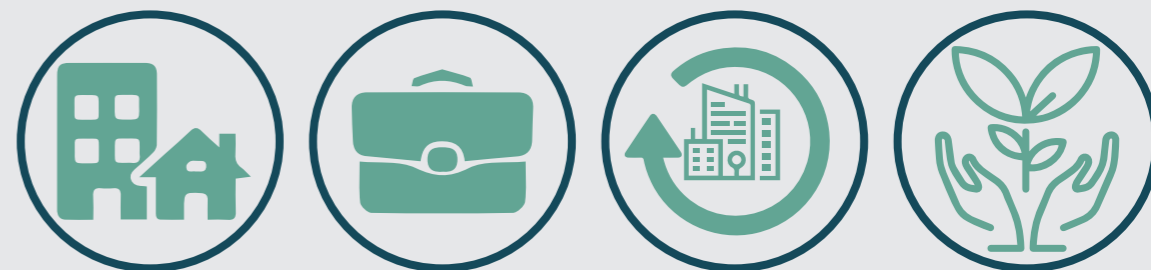
will be protected and enhanced wherever possible in order to achieve a minimum of 60%. Similarly, to District Centres, other uses including A2 (Financial and Professional Services), A3 (Cafés and Restaurants) and A4 (Drinking Establishments), and B1 (Offices) may be appropriate where it does not undermine the sustainability of the shopping area.

However, since the publishing of the Local Plan, changes to the use classes came into force in September 2020, which have removed classes A, B1 and D1, applicable to retail, office and non-residential institutions and assembly and leisure uses, and the new Class E now encompasses commercial, business and service uses. Planning permission is not required for changes of use within the same use class. The new Class E allows for a mix of uses to reflect changing retail requirements and therefore, provides more flexibility to have a number of uses along existing high streets

that were previously confined to Class A (retail) uses. Consequently, landowners, occupiers and other business operations with the benefit of Class E uses will now have a much broader array of options available to them in terms of possible uses of their units.

As mentioned, Penwortham is also defined on the Local Plan Policies Map as an existing Built-up Area and consequently, proposals will be supported for the re-use of undeveloped and unused land and buildings, or for their redevelopment, as long as the proposals comply with the requirements for access, parking and services; are in keeping with the area's character and appearance; and will not negatively impact on the amenities of nearby residents and occupiers.

by 2026 vision



sustainable travel



Housing

417 dwellings per annum
with 30% affordable housing



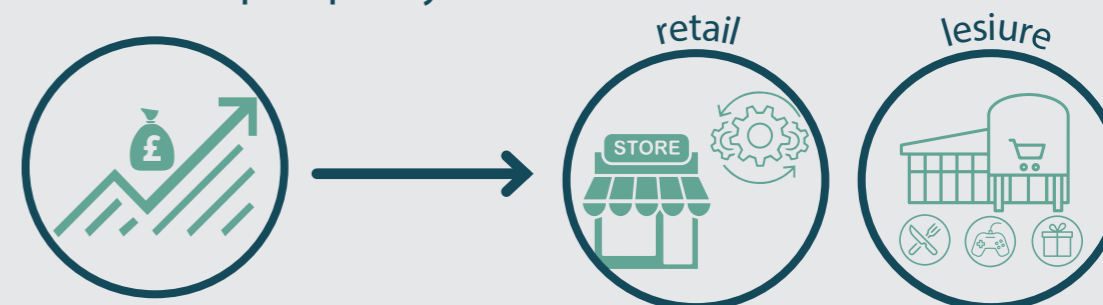
Design



open space



economic prosperity



PLANNING POLICY

PENWORTHAM TOWN NEIGHBOURHOOD DEVELOPMENT PLAN (NDP)

The Penwortham Town Neighbourhood Development Plan seeks to enable the town to continue to thrive as a vibrant and distinctive destination, by supporting its growth whilst conserving and protecting its unique character and heritage

The Penwortham Town Neighbourhood Development Plan seeks to enable the town to continue to thrive as a vibrant and distinctive destination, by supporting its growth whilst conserving and protecting its unique character and heritage.

The NDP sets out the following objectives:

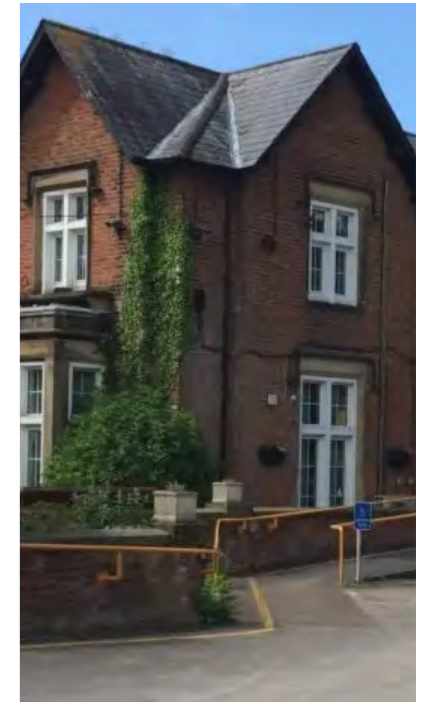
- To encourage a thriving and prosperous community delivering an excellent quality of life.
- To help to promote a thriving and distinctive local economy meeting local employment needs.
- To support measured and appropriate sustainable development to allow all members of the community the opportunity to remain a part of it.
- To endorse policies that have a positive effect on the environment such as reducing or removing flood risk, mitigate climate change, reduce carbon footprints and protect open spaces.
- To maintain open spaces and a high quality natural environment to promote healthier lifestyles.

The Penwortham Town NDP details a number of buildings and structures within the town, the Penwortham List, which contribute to the local character and distinctiveness of the town of Penwortham.

The buildings on the Penwortham List are:

- Galloway's Howick House, Howick Park Avenue, Penwortham, PR1 0LS
- King George V playing fields gate posts
- The Coach House, Hurst Grange Park, Hill Road, Penwortham, PR1 9XH
- The Lodge, Hurst Grange Park, Hill Road, Penwortham, PR1 9XH
- Penwortham Library, Liverpool Road, Penwortham, PR1 9XE
- Legrow's, 32 Manor Lane, Penwortham, PR1 0SY
- Fisher's Row, No.190, 192, 194, 196 & 198 Cop Lane, Penwortham, PR1 9AB
- New Acre Cottages, No.122, 124, 126 & 128 Cop Lane, Penwortham, PR1 0US
- Woodlands, 111 Cop Lane, Penwortham, PR1 9AH
- The Black Bull Inn, 83 Pope Lane, Penwortham, PR1 9BA
- Kings Fold Farm, Pope Lane, Penwortham, PR1 9DE
- The Methodist Chapel, 153 Leyland Road, Penwortham, PR1 9SU
- Rosefold and Addison's Yard, Penwortham, PR1 9XX
- The Water Tower, 2 Cop Lane, Penwortham, PR1 0SR
- Manor House, 8 Greenbank Road, Penwortham, PR1 9QN
- Penwortham Priory Cross
- Manor Cottages (former Penwortham Workhouse), Greenbank Road, Penwortham, PR1 9QN
- Front Wall and green space at "Chandos", Hill Road
- Numbers 6 and 8 Liverpool Road

Policy 1 of the NDP (Development affecting property included in the Penwortham List) states that any extensions or alterations to these buildings should be designed sympathetically, and relate appropriately in terms of siting, style, massing, height and materials. Additionally, any proposals within the setting of these properties must clearly demonstrate that they have taken into account their significance.



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COMMUNITY ASSETS

Penwortham has a range of community assets that are accessible by sustainable means from the three study areas.

It is the role of the masterplan to integrate the surrounding community provision into the vision, ensuring the community are aware and have safe, clear access to available facilities.

The following facilities are all located within a 10min walk of the study

LIVERPOOL ROAD

areas:

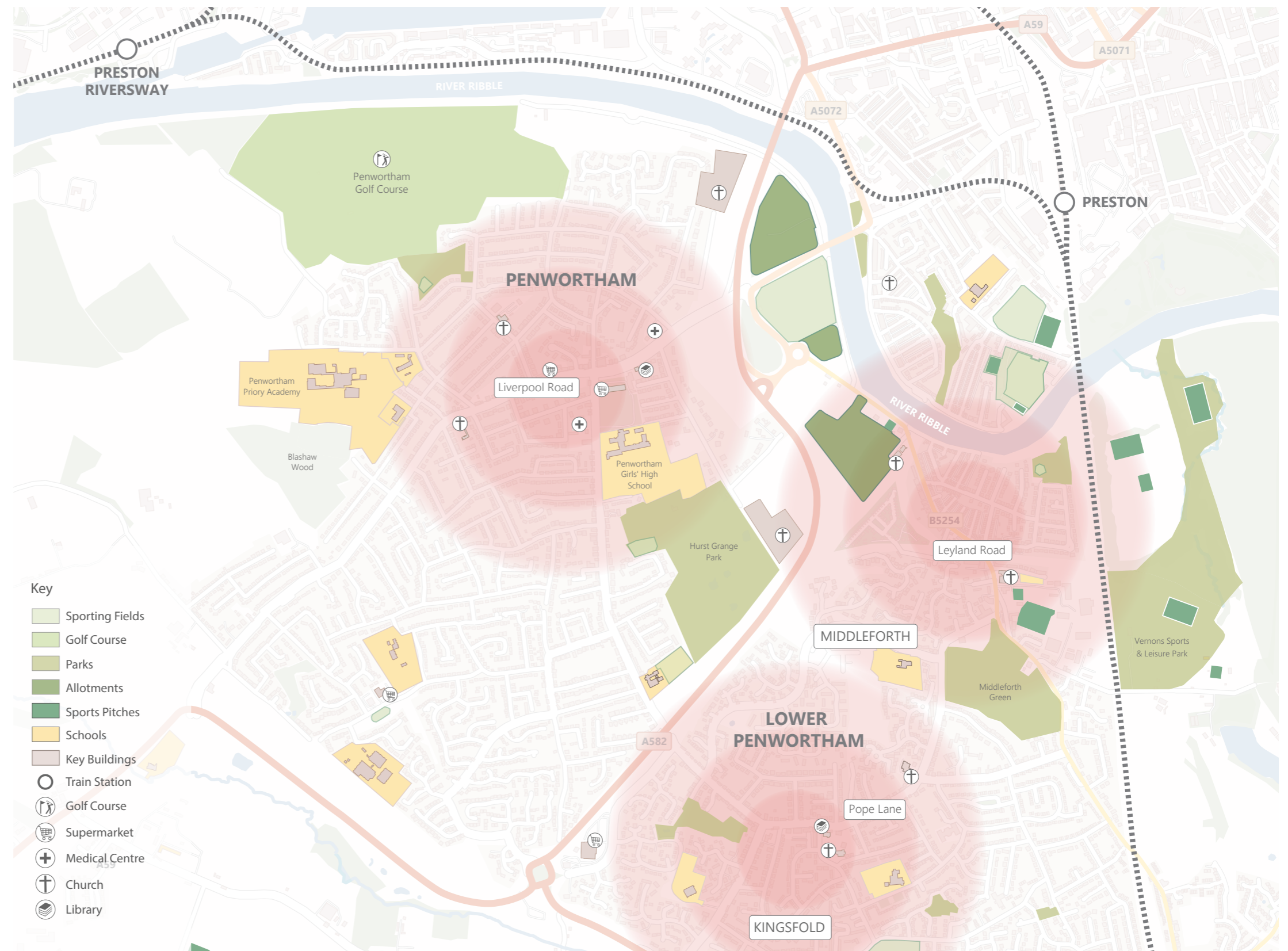
- Hurst Grange Park
- Penwortham Golf Club
- Prory Leisure Centre
- Cop Lane Health Centre

KINGSFOLD

- River Ribble Walks
- Kingsfold Library
- Kingsfold Medical Centre
- Kingsfold Playing Fields

MIDDLEFORTH

- Marsh Way Park
- Penwortham Cricket Club
- Vernon Carus Sports Club
- River Ribble Walks
- Middleforth Green Park
- Woodland Grange



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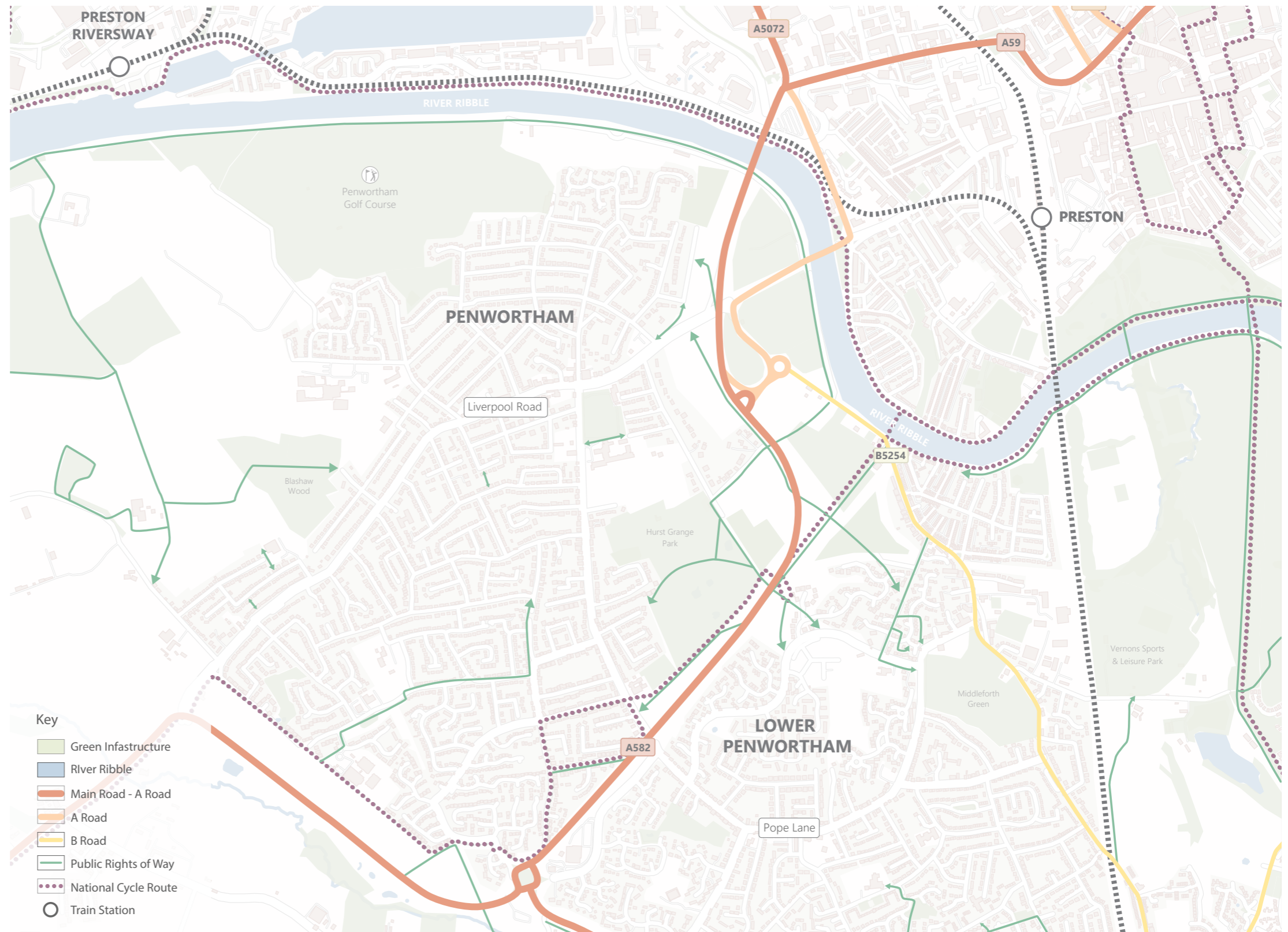
SUSTAINABLE TRANSPORT

Sustainable transport makes positive contributions to a community's sense of wellbeing in addition to contributing to carbon reduction and the associated health benefits.

The masterplan aims to promote sustainable travel by improving the cycleway and footpath network and ensure public transport is easily accessible.

This plan shows the location of existing Public Rights of Ways, cycle ways, train stations and key bus routes. This baseline information will be used in the next stage to identify gaps in the routes which will be defragmented within the masterplan proposals.

We will also identify where future sustainable transport links need to be created, including the introduction of electric vehicle charging points.



CHARACTER LIVERPOOL ROAD

What was once a single track connecting Preston to west Lancashire containing just the Fleece traveller's inn, has grown into a hub of retail, services and food and drink provision for the surrounding community.

Until recently Liverpool Road was a key transitional route for users travelling from Preston and the Fylde Coast to West Lancashire and Sefton. The construction of the new by-pass reduced congestion and the District Centre is now primarily a place only visited by residents of the local area. This change has resulted in infrastructure that is under capacity and not appropriate for its new identity; roads are wider than necessary, it is a safer place for pedestrians and cyclists, and the noise and pollution associated with heavy vehicle traffic has drastically reduced. Wide pavements and areas of public realm allows for informal spillout of shop in the form of seating, gardens, and displays, although some of these areas are utilised as parking provision.

The majority of buildings are either one or two storeys and the vertical to horizontal ratio is high, creating an open character, but one that is dominated by infrastructure. The new junction at Priory Lane reinforces this and you get a sense that the area is designed for vehicles rather than people.

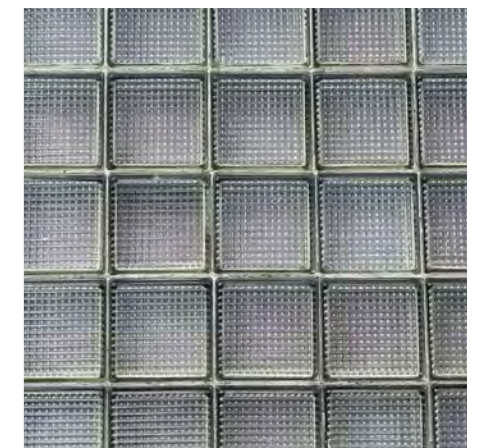
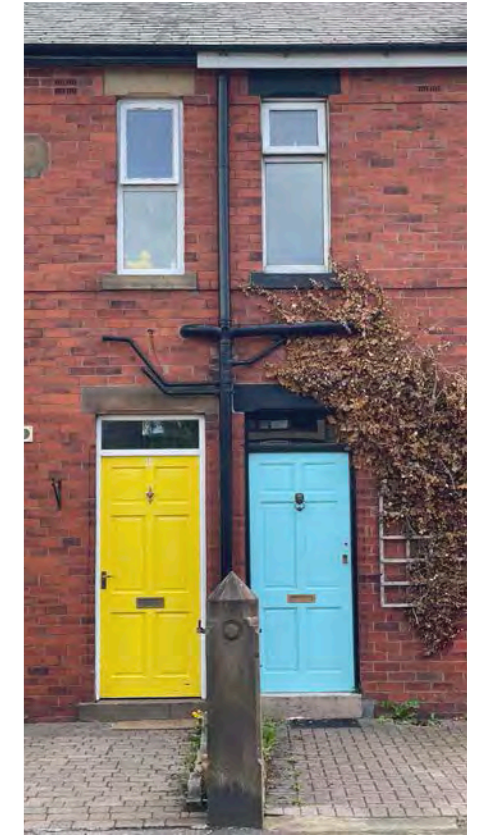
A combination of flat topography and a straight carriageway allows for long vistas along the whole of the shopping area.

ARCHITECTURE

The character of the site is dominated by the historically significant Water Tower and Fleece Inn, but the high value buildings are in the minority.

The majority of buildings are shops, converted post 1920 residential houses, with the occasional purpose built retail units. Much of the building styles and architecture are typical of the local vernacular but with the occasional poor quality building that is out of character.

The purpose build retail units date back to the later periods of the late 20th century, and in contrast, these buildings are not architecturally positive in their style. An example of this is at no. 52 to 58 Liverpool Road, which can be seen in juxtaposition to the neighbouring positive architecture, which is now occupied by Costa Coffee.



CHARACTER LIVERPOOL ROAD

Natural gateways have formed at either end of Liverpool Road; from the north in the form of the Water Tower which creates an impressive feature at the entrance, and from the south at the location of the old Police Station, which is now an attractive Veterinary Clinic.

Another example is at no. 40 Liverpool Road, which is occupied by a Spar convenience store.

Although there are some chain stores along the road, shops are primarily independent and run by community members which creates an entrepreneurial spirit with an almost quaint character.

There have been some more modern alterations recently, where the frontages and signage of the shops and restaurants have been greatly improved and updated. An example of this is at no.10-16 Liverpool Road, where the shops and bars now host spill out seating areas.

PUBLIC REALM

The public realm is functional only. Tarmac paths and forecourts offer robust, low maintenance surfaces but have a negative influence on the character. There is a clear demarcation of different surface treatments separating the Council owned adopted footpaths from the

private.

Street furniture is limited and, like the shop frontages, there doesn't appear to be any coherent coordinated design strategy. Liverpool Road does give the feeling that the shop owners want to make a difference. An increasing amount of shops are utilising the outdoor space to create cafe spill outs and outdoor dining. Accelerated by the pandemic Liverpool Road is at the forefront of the change in South Ribble lifestyle and the new appreciation of shopping, eating and drinking local. This gives the Masterplan something to celebrate and encourage.

GREEN INFRASTRUCTURE

Soft landscaping varies along the road, however there is a general absence of street trees along the length of the road. The "green heart" of the area is around the junction of Queensway. The mature trees and ornamental shrubs within BonBons Cafe and Lime Bar create a different, softer character to the other areas of Liverpool Road and one that should be expanded throughout.



CHARACTER KINGSFOLD

Kingsfold is located on the busy Pope Lane / Cop Lane route that links Higher and Lower Penwortham and benefits for passing trade.

Kingsfold was historically agricultural land but is today a small District Centre arising through the need of local stores associated with the growing population post 1950s. The centre provides the local community with convenience stores, a public library and green amenity space.

Kingsfold is located on the busy Pope Lane / Cop Lane route that links Higher and Lower Penwortham and benefits for passing trade.

The Shampan building has recently been demolished and work is underway for a new retail and take-away development with associated parking.

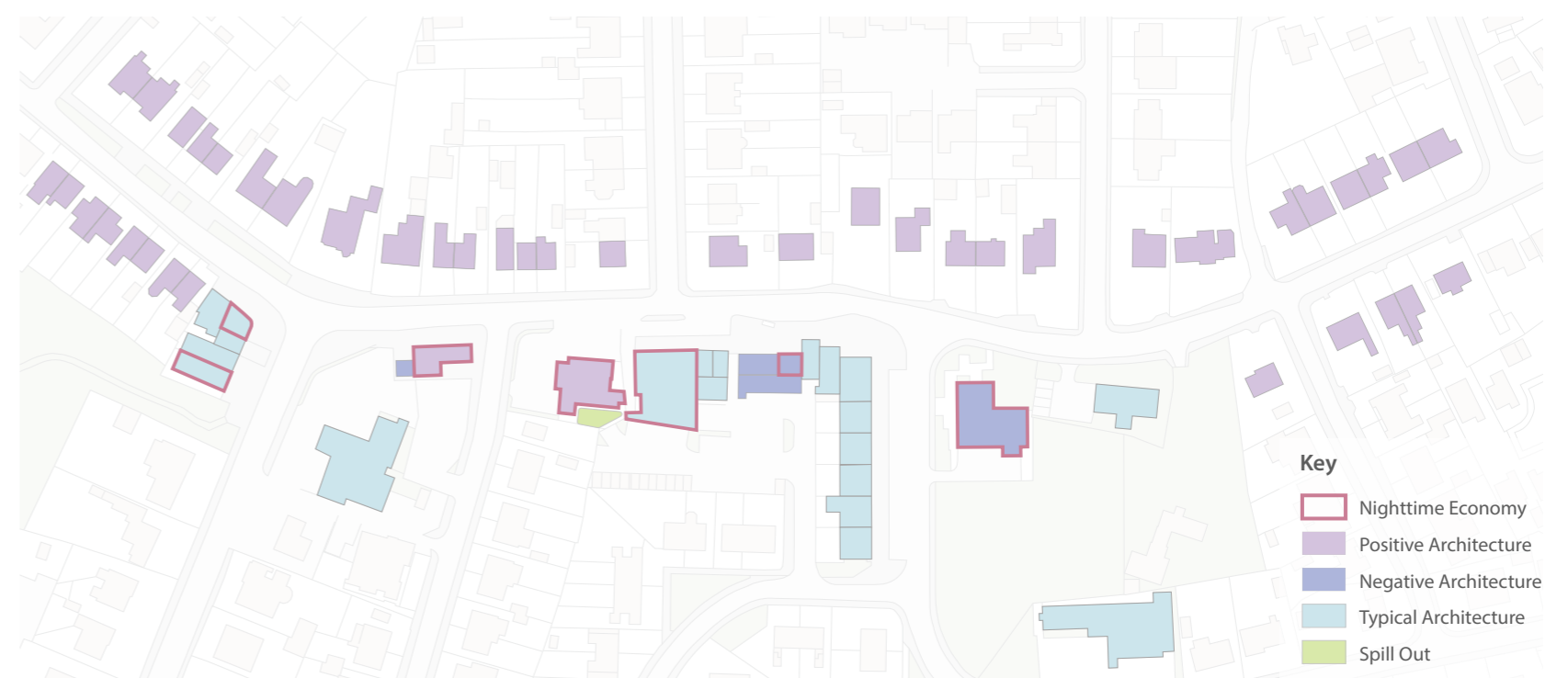
Parking is sufficient for visitor numbers with parking available at the Coop frontage and rear and outside the Hawkesbury Drive shops.

ARCHITECTURE

Kingsfold centre's buildings contain a mix of purpose built retail with 1st floor residential, a historic public house and associated converted cottages, a library and a number of retail units converted from 1960s residential buildings.

The majority of development dates back to the 1960 with the exception of the public house and adjacent cottages, which are now Goodwin's Fish and Chips. The newer buildings in the area do not contain the same architectural merit as the original buildings.

Shop fronts are of mixed colours and styles with no coordination but are not particularly unattractive, well maintained and are held in high regard by the local community.



- Key**
- Nighttime Economy
 - Positive Architecture
 - Negative Architecture
 - Typical Architecture
 - Spill Out

CHARACTER **KINGSFOLD**

The Hawkesbury Drive greenspace is the area's best feature. Framed by the original farm house, the Library and Kingsfold Methodist Church, the green space provides a break in the architectural fabric and provides a valuable community asset.

PUBLIC REALM

The public realm is functional and has signs of previous planned improvement with small areas of block paving, street furniture and planters. The majority of surfaces are bitmac while street furniture is a mix of black powder coated mild steel, concrete and stainless Steel.

GREEN INFRASTRUCTURE

Street trees located within the public realm contribute to its character and green the areas but, due to inadequate tree pit size, are damaging surrounding surfaces and creating a hazard.

The raised planters are too small and not in sufficient numbers to make a positive impact on the environment.

The library benefits from the adjacent mature trees and greenspace. This typical municipal 1970s building could look unattractive in a different setting but here it contributes to place-making.

The Hawkesbury Drive greenspace is the area's best feature. Framed by the original farm house, the Library and Kingsfold Methodist Church, the green space provides a break in the architectural fabric and provides a valuable community asset. Mature parkland trees line Hawkesbury Drive creating an attractive avenue while forming a gateway into the space.

While this green space adds to the aesthetic quality of the local centre some simple amenity interventions, such as paths and seating, can ensure the space is used more frequently and in all weathers, while additional boundary planting will help mitigate the impact of increased usage from the surrounding residential properties.



CHARACTER MIDDLEFORTH

Middleforth also has excellent connections to Preston town centre, the River Ribble and adjacent green amenity routes

Middleforth Local Centre is located along Leyland Road extending from Penwortham Methodist Church at the north, adjacent to the River Ribble, and Marshalls Brow junction to the south, adjacent to Penwortham Cricket Club

Rather than being a destination for the wider community, Middleforth's primary offer is to provide accessible retail and services to the local community. The elongated core contains a number of local convenience shops, services, and leisure facilities.

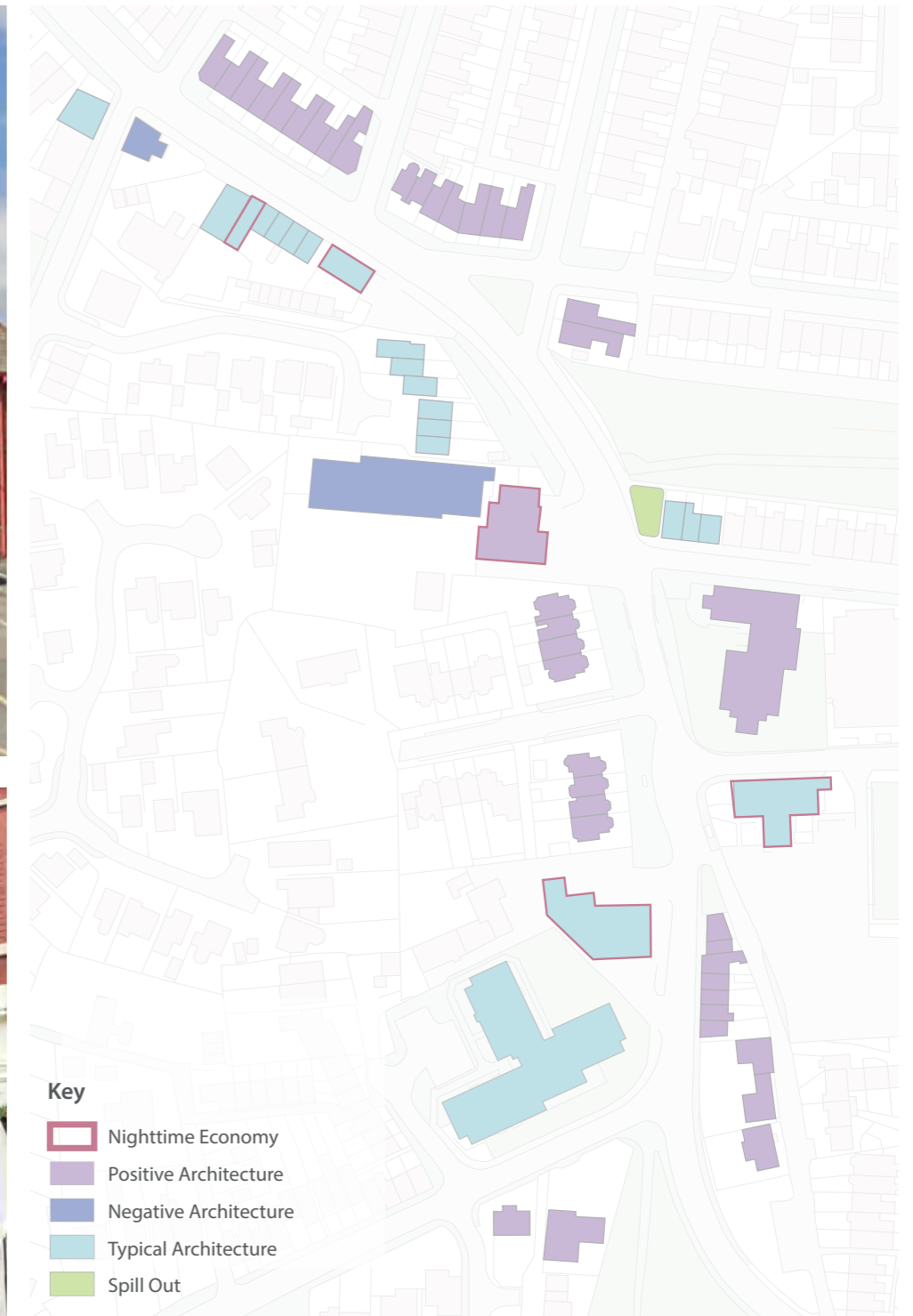
Leyland Road is dominated by vehicles, either through the on road parking of the terraced housing or from the heavy through traffic.

Middleforth also has excellent connections to Preston town centre, the River Ribble and adjacent green amenity routes, although bus access to Liverpool Road is not available.

ARCHITECTURE

Shops are mainly converted post 1920 residential houses that provide a holistic character between residential and commercial. The only newer developments along Leyland Road are the petrol station and Barrel & Bean / Motorworx sites. The poorer quality of these building have a detrimental affect to the aesthetic quality.

Located centrally, the fire station and St Mary Magdalen's Church, provide community facilities within buildings of historic and architectural merit. This is supplemented by the pocket park at the Hawkhurst Road junction which provides a break to the housing arrangements and creates an attractive focal point along the road.



CHARACTER MIDDLEFORTH

Street furniture consists of street lighting, pedestrian barriers and bollards that are there to control movement rather than offer any amenity.

PUBLIC REALM

The public realm to the north is dominated by on-road parking associated with the adjacent terraced housing. The occasional front garden conversion to off-road parking damages the attractive typical low wall and rail private boundary and can cause a hazard for pedestrians. Centrally and to the south of the Leyland Road on street parking is controlled through double yellow lines and bollards, creating a more open character where footpaths and the distance between building become wider.

Street furniture consists of street lighting, pedestrian barriers and bollards that are there to control movement rather than offer any amenity.

The surface treatment is bitmac with concrete road kerbs, that while function, safe and well maintained, suffers from a patchwork appearance due to years of service repairs.

GREEN INFRASTRUCTURE

Leyland Road greening comes from the hedges and trees within the front gardens of the private houses. The public realm is purely hard surfacing apart from a small area of amenity grass and the planting within the Hawkhurst Road pocket park.

Green amenity routes are directly accessible from Leyland Road including an attractive link to Vernon Carus sports fields. Green links also provide easy access to Middleforth.



HIGHWAYS AND PARKING

Penwortham Town Centre is bisected southwest to northeast by the A59 Liverpool Road which provides a convenient route to/from Preston.

In December 2019 the Penwortham bypass (John Horrocks Way) was constructed along the south eastern side of Penwortham between the A59 Liverpool Road and A582, connecting the existing Broad Oak roundabout. Alongside a number of complimentary town centre and A59 Corridor Improvements it was hoped to encourage through-traffic away from the A59 Liverpool Road and aim to make best use of the highway space made available through a reduction in traffic flows.

From the new bypass signal junction at the western end of Penwortham, the A59 Liverpool Road is approximately 7.3m wide carriageway with residential frontages characterised by driveway car parking and dropped kerb accesses. Advisory cycle lanes (1.5m approx.) run in both directions. There is little or no evidence of on street parking. As you head east however between Blashaw Lane and Medway there tends to be a greater predominance of indiscriminate verge-side and footway parking. From Crookings Lane eastwards, the A59 is a wide single carriageway road approximately 12m in width with a central hatched area to provide refuge for right turning vehicles. Frontages are

predominantly residential or retail with unrestricted on street parking. Parking is indiscriminate in nature with both parking on kerbs as well as within footways. The advisory westbound on-road cycle lane is largely obstructed with short term on street parking and loading.

Further west close to the shops and adjacent to Lawrence Road there is evidence of large numbers of off-road parking both informal and within formalised parking bays. A large free car parking area of 40 spaces on the north side of Liverpool Road is largely underutilised mainly due to the unrestricted opportunities to park outside frontages along the A59.

Heading further east towards Queensway, parking is formalised into bays without waiting restrictions. An additional 0.5m hatched buffer zone to the parking, affords some protection to on road cyclists. Beyond Queensway, on-street parking has been largely removed and parking is mainly off road within private parking areas. The absence of on road car parking allows the advisory cycle lane to remain relatively unhindered by parked cars.

Frontage forecourt parking predominates on the northern side



of Liverpool Road opposite the Fleece, as far as Kew Gardens. To the rear of the Spa convenience store, there is additional customer parking for approximately 20 vehicles.

Prior to the signal junction at Cop Lane / Priory Lane on the north side of the A59 there is a 25m length of short stay parking (30mins). The Fleece Inn opposite also provides approximately 50 free car parking spaces although mainly for customers.

A key finding from our research, and one that needs to be addressed through the proposals, is that the availability of free community parking within the new Tesco car park is not widely know by the users of Liverpool Road.



RETAIL

LIVERPOOL ROAD

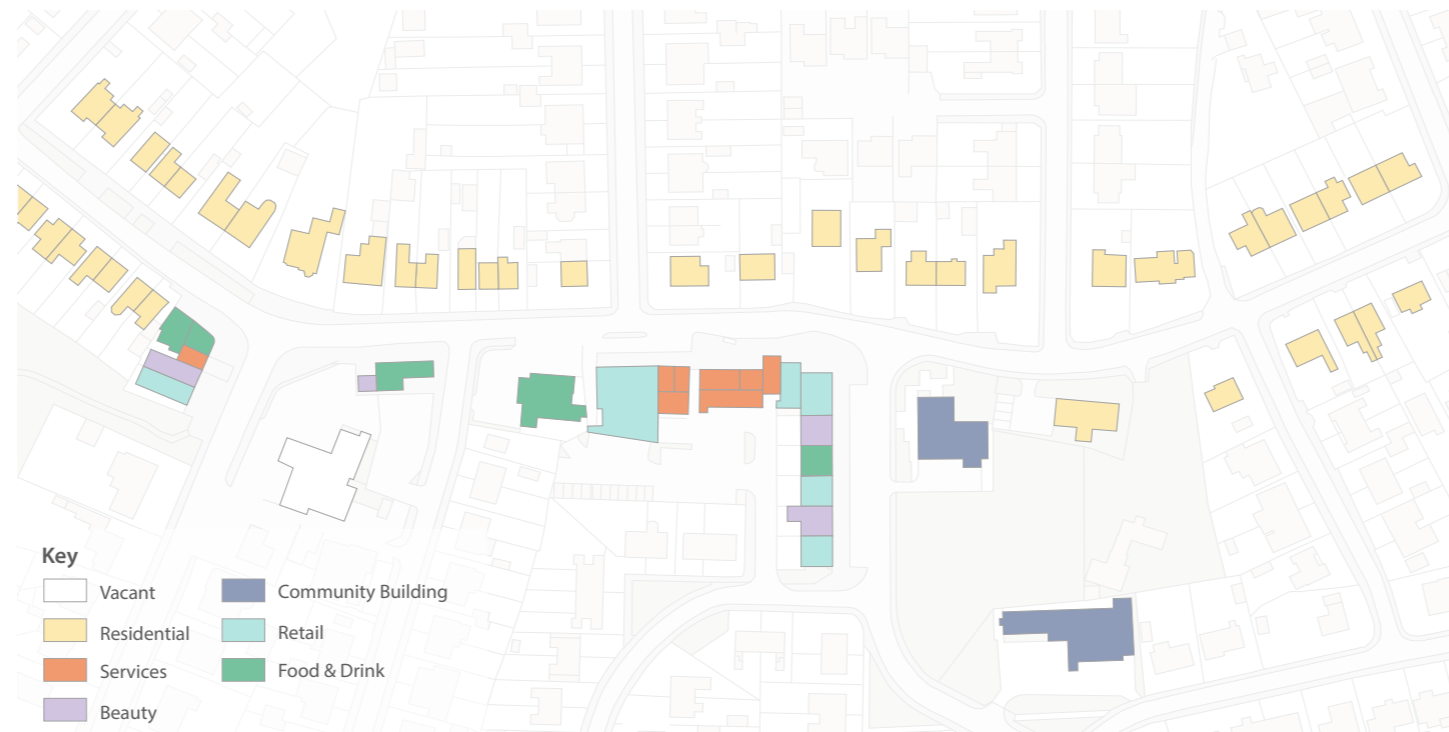
Liverpool Road contains a mix of convenience retail, service offers and a growing number of food and beverage outlets that are creating a popular evening economy.

Although there are some chain stores along the road, shops are primarily independent and run by community members which creates an entrepreneurial spirit with an attractive and valuable community character.



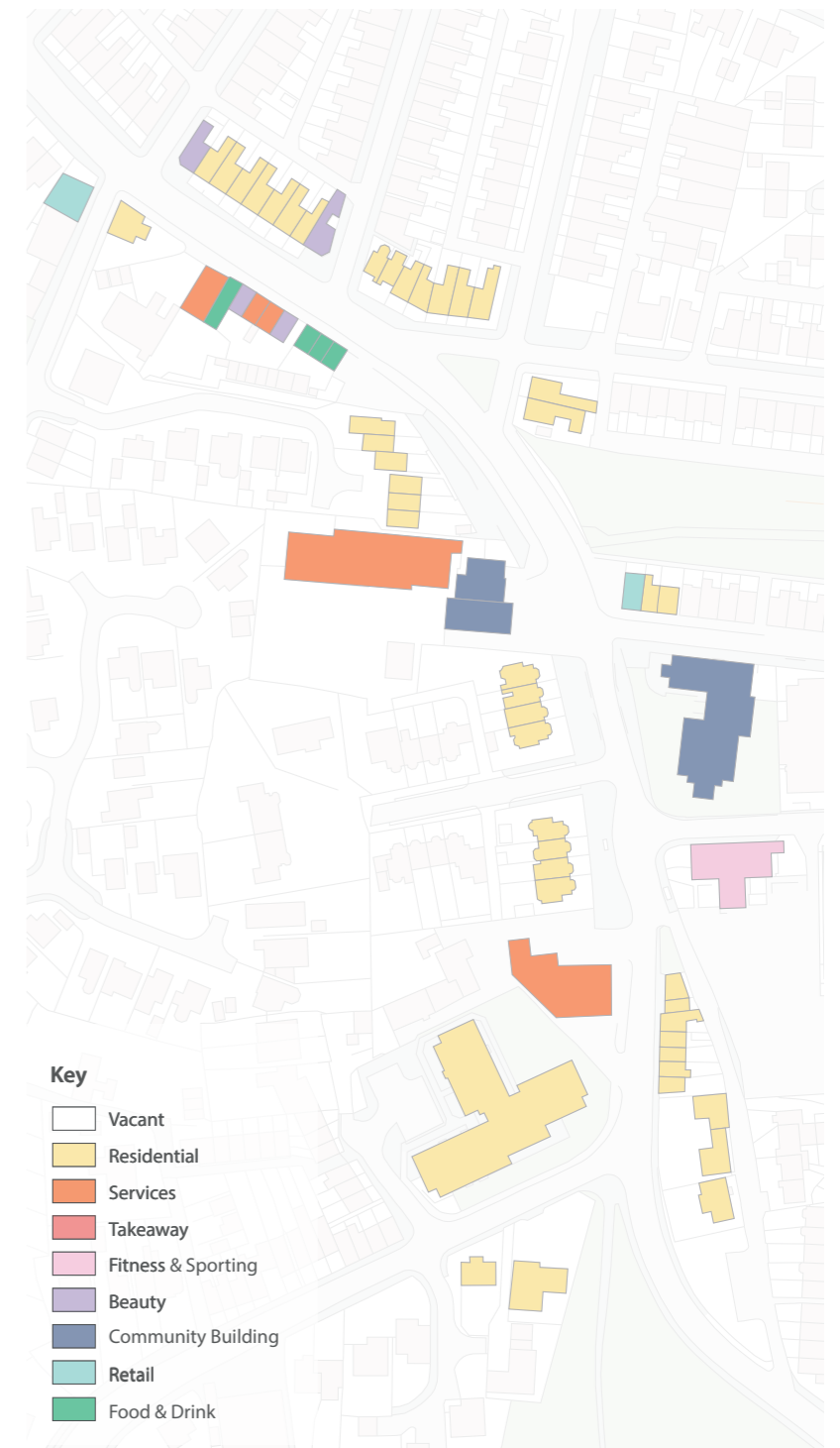
KINGSFOLD

Kingsfold's condensed centre offers a range of convenience stores for the local community. These are supplemented by a small number of F&B outlets and a community library.



MIDDLEFORTH

Middleforth's centre is fragmented along Leyland Road and contains only a small number of retail units. The most popular being the Spar and petrol station.



SOCIAL ECONOMIC OVERVIEW

DEMOGRAPHICS

According to the mid-year estimates published by the Office of National Statistics (ONS) in 2019, and based on the parish boundary, which includes the wards of Howick & Priory, Broad Oak, Middleforth and Charnock, 22,766 people live in Penwortham. 60.7% of the area's total population are of working age (15 to 64), slightly below the north west average of 63.2%. 16.7% of Penwortham's total population is aged between 0 and 14, which is again slightly lower than the regional average of 18.0%. Subsequently, 22.5% of the town's population is aged 65 and over, which is greater than the north west's average of 18.7%. It is evident that Penwortham is attractive to those of retirement age, however it is important that investment supports the provision of facilities for all ages.

INCOME AND DEPRIVATION

Based on the Middle Super Output Layers (MSOAs) that make up the Penwortham parish boundary, the average annual household income for the area for the financial year ending March 2018 (£45,025) is higher than the regional average of

£36,361. However, there are evident variations in terms of average incomes across the parish, from £51,600 in the more rural, north-western Penwortham to £37,100 in and around Kingsfold.

The Indices of Multiple Deprivation (IMD), published in 2019, measures relative levels of deprivation in 32,844 small areas or neighbourhoods termed Lower Super Output Areas (LSOAs) in England. Whilst Penwortham contains some of the least deprived LSOAs in England, there are wide disparities in levels of deprivation across the parish. Based on overall IMD rank of England's LSOAs, Higher Penwortham is within the least deprived decile. However, parts of Kingsfold in southeastern Penwortham and LSOAs to the south of Middleworth Green in lower Penwortham are within the third most deprived decile.

ECONOMY AND EMPLOYMENT

At the time of the Census (2011), 32.8% of households situated in Penwortham Parish contained no adults in employment. This is only slightly lower than England's average of 33.3%, but lower than the

regional average of 36.4%. Despite this, data from the Census shows that 65.8% of all economically active residents aged between 16 and 74 were in employment. This compares to 68.4% for the North West and 70.5% for the UK. The lower levels of employment in Penwortham would explain the disparities in deprivation across the parish and whilst education attainment levels in the area are higher than the regional average, with 32.6% of residents having obtained a Level 4 qualification or higher compared to the regional average of 28.8%, this is helping to ensure a comparatively high average income for Penwortham.

HEALTH

Penwortham is a relatively healthy parish. The percentage of residents that assessed themselves as being in 'bad or very bad' health stands at 5.0% of the population, which is in line with the national average of 5.6% evidenced in the 2011 Census.

EDUCATION

Three high schools are located in Penwortham, specifically Penwortham Girl's High School situated on Cop Lane; Penwortham Priory Academy on Crows Hill Road, north

of Liverpool Road; and All Hallows on Crabtree Avenue. Due to the close proximity of these schools to the district centre, there is a relatively high footfall along Liverpool Road both mid-week and during the weekend, which helps to sustain a diverse type of retail offer that appeals to the whole community.

The Penwortham population is relatively well educated compared to the regional average. According to the 2011 Census, 30.5% of residents had Level 4 qualifications and above, and are therefore are educated to higher than secondary education level, compared to the regional average of 24.4%. However, 18% of the Penwortham population have no qualifications, compared to 24.8% of the North West's population.



PROPERTY MARKET ASSESSMENT

RESIDENTIAL

The residential market in and around Penwortham is characterised by a mix of pre-war housing built along the A59 and around the junction with Cow Lane/Priory Road and later post war housing built between the 1960s and 1990s. The stock is comprised of predominantly private traditional 2, 3 and 4 bed houses and bungalows with front and back gardens and curtilage parking.

According to data provided by Rightmove, over the last year, residential properties in Penwortham had an overall average price of £205,955. The majority of dwellings sold were semi-detached properties, which averaged a selling price of £180,487. Detached properties sold for an average of £278,943, whilst terraced properties sold for £137,700. Over the past year, sold prices in Penwortham increased by 2% on the 2018 peak of £190,148. Rightmove data shows that the overall average house price over this period in the North West was £219,101, with the lowest prices experienced in Lancashire (£187,176). Therefore, prices in Penwortham are cheaper than the regional average, which explains, based on Census (2011) data, why levels of home ownership within the parish are considerably higher than both the regional and national averages.

80.3% of households within Penwortham are owned, compared to the regional average of 64.5%. As a result of the high levels of home ownership, the percentage of private rented and social rented households is comparatively low. As a result of Penwortham's housing mix in favour of home ownership, the town is more attractive to homeowners than private renters.

Penwortham's housing offer is heavily dominated by semi-detached properties. At the time of the Census (2011), over half (53.1%) of households were semi-detached, with over a quarter (25.8%) of dwellings being detached. Consequently, terraced properties comprise only 11.3% of Penwortham's residential units, significantly below the North West average (30%). Flats comprise less than 10% of units.

NEW BUILD AND PIPELINE RESIDENTIAL DEVELOPMENT

A review of the new build residential market and the current sales and asking prices of recent developments has been undertaken for Penwortham.



PROPERTY MARKET ASSESSMENT

HARDWICK GRANGE

Outline planning permission was granted in April 2018 (Ref: 07/2016/0614/OUT) for the erection of Retirement Living Accommodation to deliver 51 one and two bedroom apartments, together with communal facilities, landscaping and car parking following demolition of the existing St Mary's Church Hall located on the western side of Cop Lane in Penwortham. The application was submitted McCarthy & Stone and the apartments are for the over 55 age group.

The asking prices for these apartments, which are located approximately 0.2 miles from Penwortham town centre, range between £195,000 for a 1 bedroom apartment and £240,000 for a 2 bedroom apartment. Based on asking prices, values per square foot are reaching between £300 and £395psf. Rental values for a 2 bedroom apartment are achieving £1,510pcm.



ST MARY'S PARK

Following outline approval in April 2014, reserved matters permission was granted in August 2015 for the erection of 281 dwellings with associated infrastructure and landscaping at the former Lostock Hall Gas Works site (ref: 07/2015/0315/REM), which is accessed from The Cawsey off Leyland Road to the south-west. The scheme by Morris Homes offers a range of 1, 2, 3, 4 and 5 bedroom homes, with asking prices ranging from around £220,000 for a 3 bedroom semi-detached house and c.£480,000 for a 4 bedroom detached house. Based on asking prices, values per square foot are averaging between £225psf and £240psf.



PENWORTHAM MILL

Two planning applications were submitted at the end of 2020 relating to land adjacent to Penwortham Mills and the Former Sumpter Horse Pub on behalf of Trafford Housing Trust and Lidl Great Britain. A hybrid application (ref: 07/2020/01034/ORM) was submitted for the former Penwortham Mills site which seeks full planning permission for the erection of a new Lidl store and the erection of 117 dwellings, alongside outline permission for a phased residential development comprising up to 184 dwellings. In addition, for the land containing the former Sumpter Horse Pub, a full planning application has been submitted for the demolition of the vacant public house and the erection of 29 dwellings with associated vehicular access off Leyland Road, landscaping and car parking (to include car park provision for existing dwellings located on Leyland Road. Trafford Housing Trust acquired both the Penwortham Mills and former Sumpter Horse site in April 2019, which previously had planning permission for 385 new homes with access provided off Leyland Road. This permission was secured by Bovis Homes in 2015. However, both the recently submitted applications are currently awaiting a decision.



THE MALTINGS

Outline Planning permission (ref: 07/2016/0614/OUT) was granted in March 2018 to deliver up to 62 dwellings on previously developed land at The Maltings, situated in South Penwortham, approximately 1.2km southeast of Penwortham District Centre. Subsequently, Linden Homes has delivered a collection of 2 bedroom apartments, alongside 2, 3 and 4 bedroom homes on the 4.2 acre site that was previously owned by the Homes and Communities Agency. The first phase was completed in 2018.



RETAIL

Penwortham offers a sustainable, predominantly independent retail offer, which doesn't compete with online shopping and neighbouring Preston City Centre. Existing shops within the town centre provide local residents with food outlets, services including a dentist surgery, banks, estate agents and opticians, restaurants, bars and local convenience stores, particularly the Spar and Tesco. The retail offer largely serves local residents who live in Penwortham and footfall is relatively high during the day as a result of its emerging 'café culture' resulting from Salvatore's, Costa, Tap and Vine and the Cow Shed, with outside seating enabling spill out onto the pavements of Liverpool Road. In addition, prior to the Covid-19 lockdown, Penwortham's night time economy was on the rise, with recent new bars such as Lime, the Tap and Vine and Salvatore's supplementing the popular Fleece Inn and providing an alternative to compete with the pub scene in nearby Longton and the larger scale bar scene in Preston.



SOUTH RIBBLE RETAIL & LEISURE STUDY

As part of the South Ribble Retail and Leisure Study, which was produced by WYG and published in September 2017, in-street surveys were conducted by NEMS in November 2016 to better understand the shopping habits, views and behaviours of visitors within the district centre at the time of the survey.

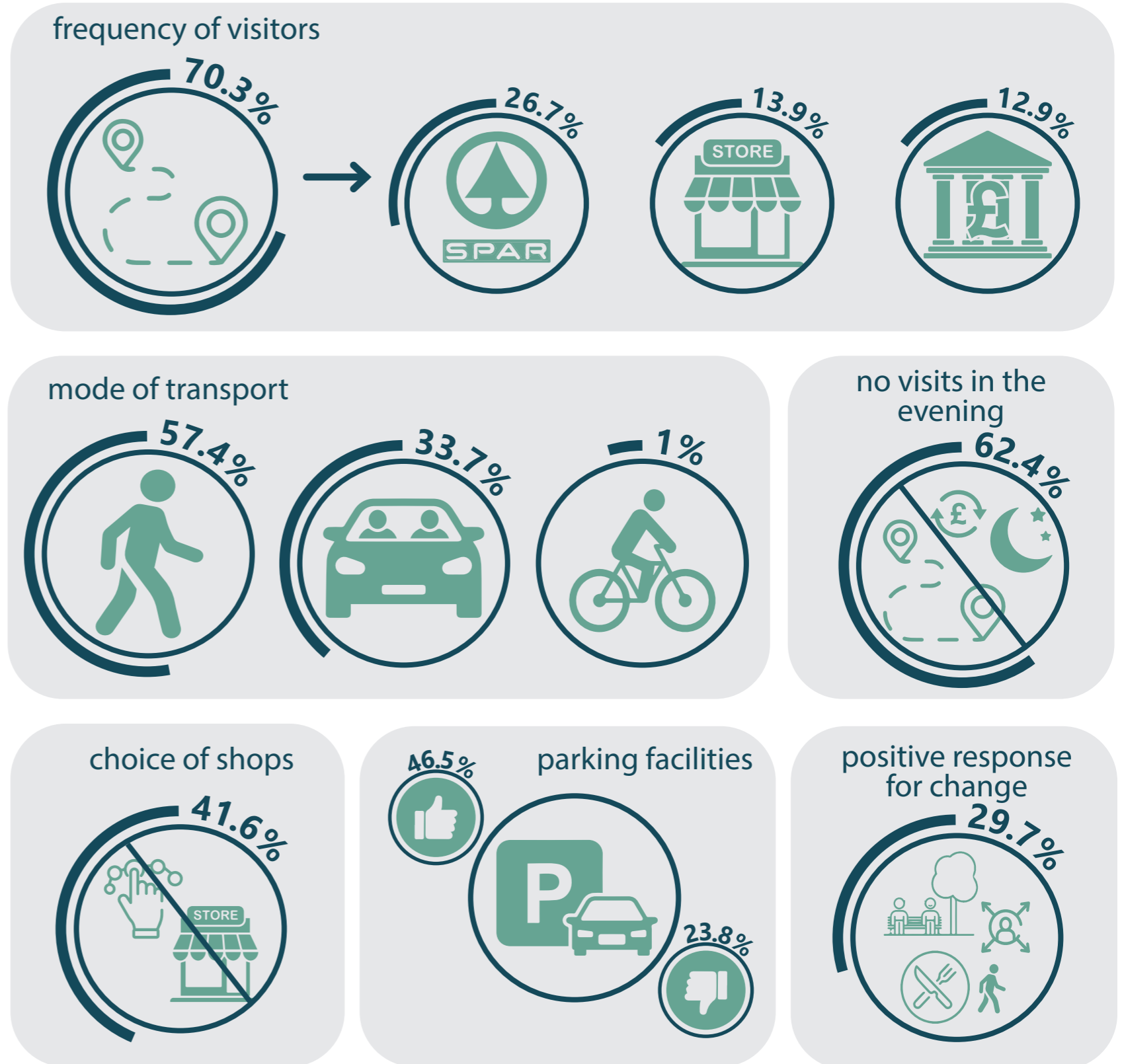
70.3% of people chose to visit and shop in Penwortham due to its close proximity to their homes. The main reason for choosing to visit the centre on the day of the survey, and selected by 26.7% of respondents, was to shop at the Spar on Liverpool Road. 13.9% of respondents were in Penwortham to browse in the shops, whilst 12.9% of people were there to visit the bank, building society or post office.

The majority of people, and over half of respondents (57.4%), had walked into the town centre. 33.7% had driven into the centre, whilst only 1% of people had cycled.

The survey concluded that the Penwortham district centre was perceived poorly in respect of the choice of shops, with 41.6% of respondents indicating that the centre's offer was worse than other similar centres. Additionally, over half (50.5%) of respondents stated that the choice of national multiples was worse in comparison to other centres and lacked a choice

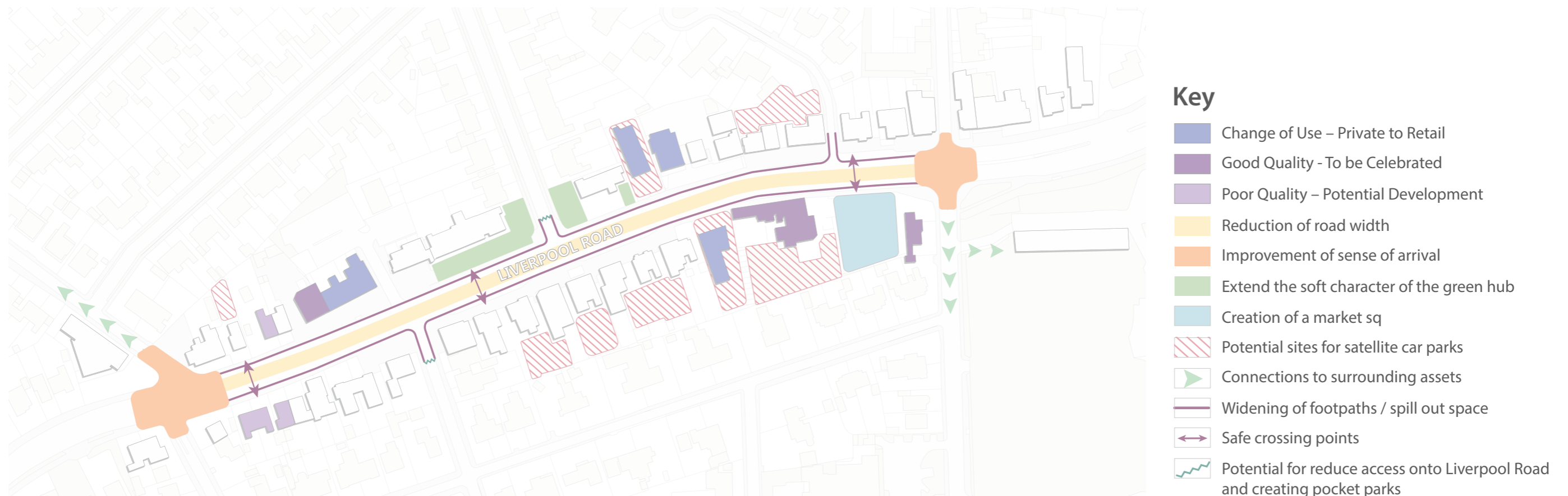
of recognised high street retailers. However, 46.5% of people believed that Penwortham's car parking facilities were similar to other centres, whilst 23.8% responded that facilities were worse than other areas.

People stated that the preferred type of leisure facility they would like to see in Penwortham town centre were more restaurants and cafes, with improved entertainment and activities for young people. In terms of identifying measures which respondents considered would help to improve Penwortham district centre, nearly one-third of respondents (29.7%) mentioned that Liverpool Road needed a general face lift to improve the identity of the area; fill the vacant units and improve the quality of shops; and reduce traffic congestion within the centre. The largest perceived weakness of Penwortham was the choice and range of non-food shops. As a result, and due to a limited night-time economy at the time of the survey, 62.4% of people never visited Penwortham in the evening.



OPPORTUNITIES LIVERPOOL ROAD

	DESCRIPTION	ACTION
HERITAGE & HISTORY	Quality Historic buidling such as the Fleece, Water tower, Costa Coffee buildings	Celebrate these buildings by providing a suitable setting
INDEPENDANT RETAIL	A mixed retail offer predominaly owned by community businesses	Create infrastructure that allows these shops to flourish and promote community startups.
COMMUNITY SPACE	Opportunity to create a community focal point	Create a Civic Square in the heart of the area that can cater for community events
COMMUNITY ASSETS	Accessible local assets such as Hurst Park, Priory Leisure and Health Centre	Improve linkages, signage and promotion of these facilitie
ROAD / FOOTPATH ALIGNMENT	The current carriageway is too wide for current traffic volume	Reduce the carriageway and widen the public realm
GREEN INFAStructure	Quality soft landscaping is limited to the spaces around the Queensway / Liverpool Road junction	Extend this character along the whole length of the District Centre
SUSTAINABLE TRAVEL	Cycle routes cycle parking and accessible public transport to comply with LCC's	Safe, quality cycle routes that are integrated into the public realm
PARKING	keep parking in key locations rather than spread across site	Reduce on road and forecourt parking as much as possible through the creation of satellite car parks
CAFE / SPILL OUT	Active frontages and café spill outs add animation to the streetscape	Create the setting and infrastructure for more
GATEWAYS	Create a sense of arrival for visitors to the know they are entering a new place.	Suitable gateway locations would be at the Priory Lane and Crookings Lane junctions



CONSTRAINTS LIVERPOOL ROAD

	DESCRIPTION	ACTION
VEHICLES	Liverpool Road is currently dominated by vehicles, both in the road and within the public realm	Reduce the vehicle speed and amount of forecourt parking, safe crossing points, potential side road closure
PARKING ON PAVEMENT	Car Parking dominates the public realm, creating an unsafe and unattractive environment	Consolidate through the creation of satellite car parks
POORER QUALITY BUILDINGS	A small number of poor quality building have a negative affect on the overall character	Consider demolition or refurbishment
TOPOGRAPHY	Level changes around the Fleece Inn need to be addressed in a more attractive manner	Extend public realm and incorporate into design
SHOP FRONTAGES	Shop frontages are uncoordinated and have a negative impact on character and perception	Adopted design guidance
PUBLIC REALM	The public realm is formed from poor quality and uncoordinated materials	New materials and coordinated furniture



Key

- Poor quality – detrimental effect on character
- On street & forecourt parking has a negative impact on the streetscape
- Unsafe crossings
- Busy Junctions
- Over Engineered Junction
- Level change by Fleece Inn
- Negative impact on character

OPPORTUNITIES KINGSFOLD

	DESCRIPTION	ACTION
INDEPENDENT RETAIL	A mixed retail offer predominally owned by community businesses	Create infrastructure that allows these shops to flourish and promote community startups.
COMMUNITY SPACE	Opportunity to create a community focal point	Create a Civic Square in the heart of the area that can cater for community events
COMMUNITY ASSETS	Accessible local assets such as Hurst Park, Priory Leisure Centre and Health Centre	Improve linkages, signage and promotion of these facilities
GREEN INFRASTRUCTURE	Room for more trees and shrubs and general greening	Street trees, planters and increase biodiversity within the green space adjacent to library
SPILL OUT AREA	Active frontages and café spill outs add animation to the streetscape	Create the setting and infrastructure for more outdoor seating



Key

- Change of Use – Private to Retail
- Poor Quality – Potential Development
- Traffic Calming & Improved Connections
- Improvement of sense of arrival
- Extend the soft character of the green hub
- Creation of a market sq
- Potential sites for satellite car parks
- Increased public realm
- Spill out space

CONSTRAINTS KINGSFOLD

	DESCRIPTION	ACTION
POORER QUALITY BUILDINGS	A small number of poor quality buildings have a negative affect on the overall character	Refurbishment, artwork, green-walls
SHOP FRONTAGES	Shop frontages are uncoordinated and have a negative impact on character and perception	Adopted design guidance
PUBLIC REALM	The public realm is formed from poor quality and uncoordinated materials	New materials and coordinated furniture

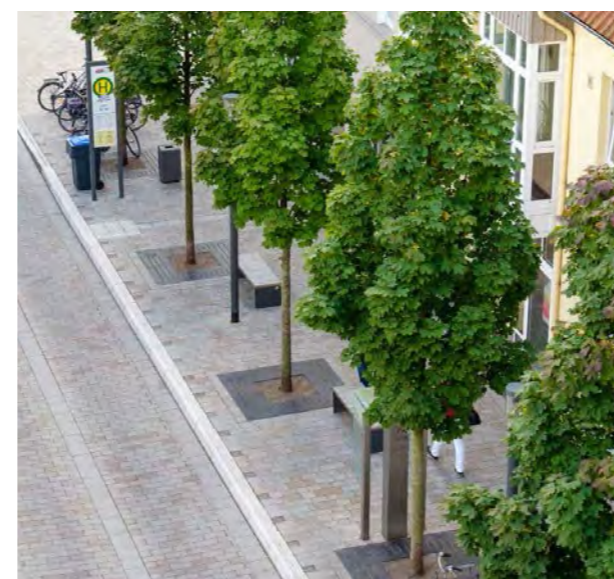


Key

- Poor quality – detrimental effect on character
- On street & forecourt parking has a negative impact on the streetscape
- Poor transition from private to public
- Uncoordinated materials

OPPORTUNITIES MIDDLEFORTH

	DESCRIPTION	ACTION
HERITAGE AND HISTORY	Quality Historic building such as St Mary Magdalen and the Fire Station	Celebrate these building by providing a suitable setting
INDEPENDENT RETAIL	A mixed retail offer predominaly owned by community businesses	Create infrastructure that allows these shops to flourish and promote community startups.
COMMUNITY SPACE	Opportunity to create a community focal point	Create a Civic Square in the heart of the area that can cater for community events
COMMUNITY ASSETS	Accessible local assets such as Hurst Park, Priory Leisure Centre and Health Centre	Improve linkages, signage and promotion of these facilities
GREEN INFRASTRUCTURE	Room for more trees and shrubs and general greening	Introduce street trees, planters and boundary hedging
SPILL OUT AREA	Active frontages and café spill outs add animation to the streetscape	Create the setting and infrastructure for more outdoor seating

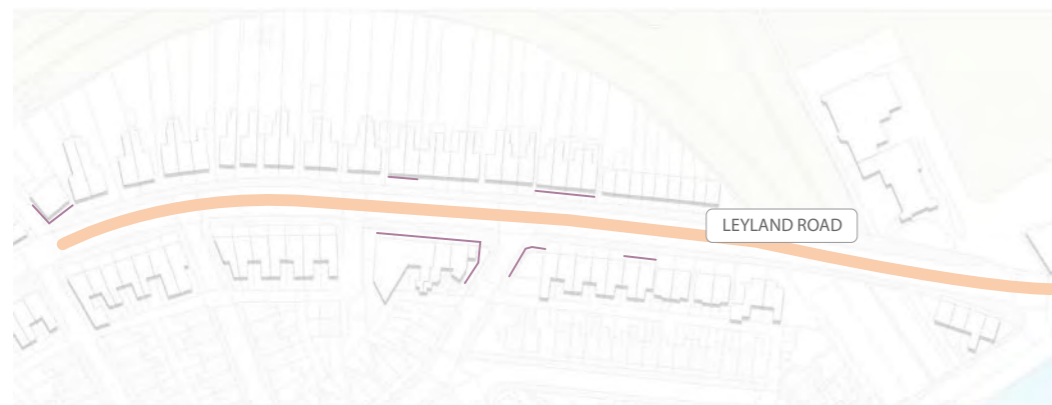


Key

- Poor Quality – Potential Development
- Good Quality - To be Celebrated
- Traffic Calming & Improved Connections
- Improvement of sense of arrival
- Extend the soft character of the green hub
- Pocket space potential development
- Open up existng green space
- Connections to surrounding assets
- Widening of footpaths / spill out space

CONSTRAINTS MIDDLEFORTH

	DESCRIPTION	ACTION
POORER QUALITY BUILDINGS	A small number of poor quality buildings have a negative affect on the overall character	Refurbishment, artwork, green-walls
SHOP FRONTAGES	Shop frontages are uncoordinated and have a negative impact on character and perception	Adopted design guidance
PUBLIC REALM	The public realm is formed from poor quality and uncoordinated materials	New materials and coordinated furniture



Key

- Poor quality – detrimental effect on character
- Lack of connection to existing green space
- Poor transition from private to public
- Uncoordinated materials



WHERE WOULD
WE LIKE TO BE?

03



VISION & OBJECTIVES

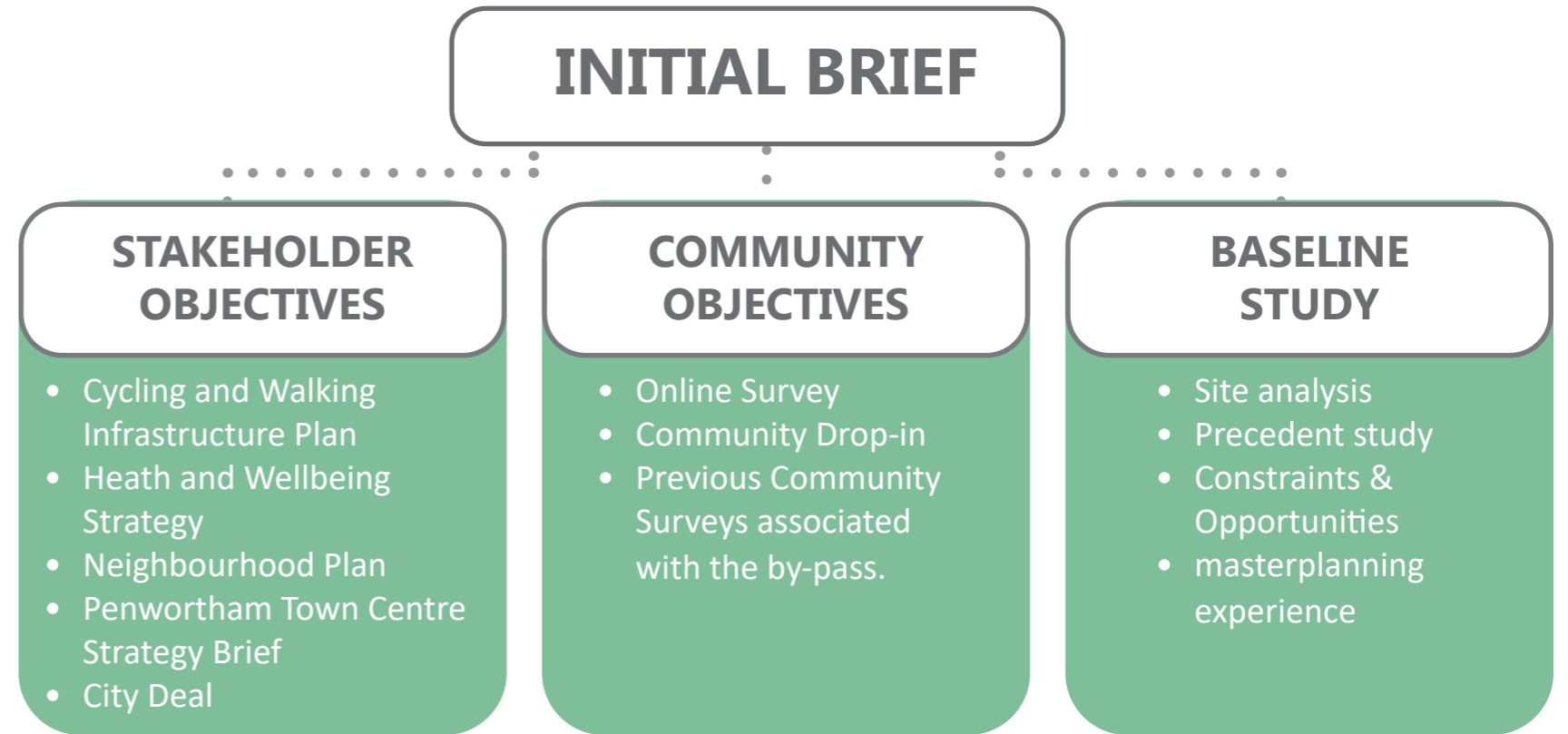
This unique vision is ambitious, long term and far reaching yet ultimately practical, pragmatic and deliverable.

This vision encapsulates an aspirational yet, ultimately, deliverable set of objectives which are based upon its current successes and takes into account significant stakeholder and community feedback and current adopted planning strategies.

The analysis of information detailed to the right, when combined with the design team's experience, has allowed us to formulate the draft masterplan vision. At the early stage of the masterplan process, the vision was still under development and was subject to further consultation with both stakeholders and the wider community.

This established final vision is ambitious, long term and far reaching yet ultimately practical, pragmatic and deliverable. The vision will lead the development and has helped to confirm the validity of all interventions and proposals outlined in the rest of this document.

For a masterplan to be successful all interventions must work towards a common goal and throughout this document all our work will be benchmarked regularly against the masterplan vision and design principles.



THE MASTERPLAN VISION

The creation of vibrant safe and successful centres for those who live, work and visit the area, and that continue to thrive under the stewardship of the community. Places that celebrates their history but also looks to the future; evolving to meet changes in retail use, demographics and environmental awareness and to recognise the area as a sustainable heart of the community.

The delivered vision will create high quality public realms, accessible to all, regardless of age or ability. A re-energised network of streets and spaces which are attractive and flexible creating a setting for successful businesses to add all year round activity and contribute to the area's existing independent identity.

Proposals will promote sustainability, the environment and wellbeing through green infrastructure, encouraging walking and cycle, facilitating community interaction and carbon reduction.

VISION & OBJECTIVES

This masterplan will provide a clear structure to guide and validate the implementation of a set of key development opportunities, public realm improvements and smaller scale 'easy win' projects which will work together enable Penwortham to continue to flourish.

It will be guided by a set of priorities which will be set out to deliver the vision. Below are the draft objectives and proposed 'tactics' to progress these aims for the area. These will be further developed and amended as necessary throughout the masterplan consultation process.



Health & Wellbeing

Promote healthy lifestyles and create a safe place for the community

- Promote cycling and walking via safe footpaths and cycle ways
- Increase access and awareness of surrounding health and activity facilities.
- Promote and create the infrastructure for community gatherings and places to meet.
- Reduce car dominance to create safer, more pleasant streets.
- Inclusive, diverse and welcoming
- Access to high quality green space within the heart of the community.



Vibrancy

A successful and robust high street offering activity and attractions.

- Promote community use of buildings and opportunity for entrepreneurship.
- A retail offer for all ages and abilities.
- An active street; places for shop spill out, meeting places and pocket parks,
- Reduce the dominance of the road to maximise the public realm
- A flexible space to cater for a range of events
- Branding and event promotion
- Support and build the independent culture



Character and Place

Enhancing the quality of the local environment, embracing Penwortham's heritage and culture

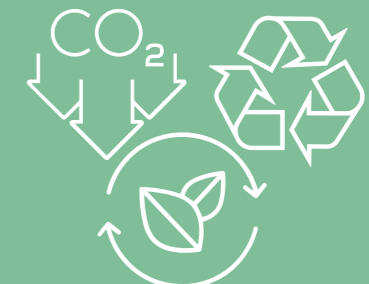
- Strengthen the current sense of place and character
- Celebrate the existing built assets; the Water Tower and Fleece Inn
- Identify opportunities to improve the visual aesthetic of the areas.
- Green infrastructure: street trees and gardens.
- Gateways and a sense of arrival
- High quality materials and coordinated street furniture
- Pocket parks and meeting places
- A Market Square for events and gathering



Viability

Realistic and deliverable proposals that will change the future of Penwortham

- A scheme that complies with the relevant funding requirements.
- Realistic and achievable interventions
- A considered phasing plan
- Promoting economic growth and job creation.
- Flexible design solutions that can cater for changes in lifestyle and uses
- Forward thinking to ensure any proposals meets the future needs and wants of the local community.



Sustainability

Contribute to carbon reduction and playing our part to reduce climate change

- Promoting sustainable travel
- Green Infrastructure and Sustainable Urban Drainage Solutions
- Recycled materials and sustainable design specification
- Promote renewable energy
- Increase biodiversity
- Improved air quality and pollution reduction
- Reducing waste
- Local products and local shoppers
- Community initiatives
- A robust retail offer

OPTION TESTING

04



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FINAL CONSULTATION **LIVERPOOL ROAD**

LIVERPOOL ROAD

Testing of sketch designs in order to identify and develop a preferred option took place through a series of engagement meetings. Presentations initially to Council officers and members helped shape the design prior to presentations to stakeholders and local residents.

Jan - March 2022 - Presentation to Council and Council Members

June 2022: Stake Holder Presentation and engagement event (attendance 42)

June 2022: Public drop in event (attendance 103)

Digital Engagement website: Penworthamfutures.co.uk July - August 2022. (211 digital visitors)

LCC consultation via emails and Teams meeting throughout design development. Formal feedback received on 9th August 2022. See appendices for further details.

Engagement and presentation to Galloway's took place on 16th June 2022.

The stake holder event on 28th June, 2022, at the Venue was advertised through a letter drop for every business, social media

postings, shop front posters and announcements via the Liverpool Road Business Community. The event took the form of a formal presentation followed by a live Q&A. Paper feedback forms were also provided.

The public consultation took place on the 30th June, 2022, also at the Venue, and took the form of an informal drop in with 4 staff on hand to individually present the proposals and answer any queries. Paper feedback forms were again available.

A website containing all the consultation information and a page to leave feedback went live following the public consultation and ran throughout July.

Overall feedback was very positive and the process was extremely valuable to the design process. The following comments were recurring themes and have been adopted by the preferred option masterplan.

- Do not close Queensway
- Make the road safer for pedestrians
- Make the street greener
- Provide safe crossing points
- Allow adequate room for deliveries

- Introduce short stay car parking
- Disable bays to be included throughout the street
- Promote F&B and the night-time economy

KINGSFOLD AND MIDDLEFORTH

Due to the scale of the Kingsfold and Middleforth interventions these engagement sessions were carried through two drop in events. One at Kingsfold Library on the 1st April, 2022, and at St Mary Magdalen's Church on 28th April, 2022.

Again valuable feedback was received that influenced the final design.

See appendices for further details.

03 MASTERPLAN EAST

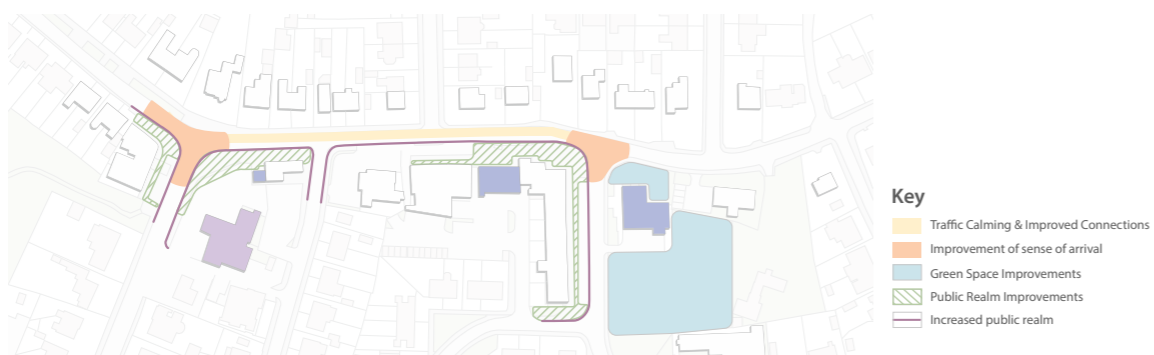


FINAL CONSULTATION **KINGSFOLD AND MIDDLEFORTH**

MASTERPLAN

CONSTRAINTS AND OPPORTUNITIES

	DESCRIPTION	ACTION
INDEPENDENT RETAIL	A mixed retail offer predominantly owned by community businesses	Create infrastructure that allows these shops to flourish and promote community startups.
COMMUNITY SPACE	Opportunity to create a community focal point	Create a Civic Square in the heart of the area that can cater for community events
COMMUNITY ASSETS	Accessible local assets such as Hurst Park, Priory Leisure Centre and Health Centre	Improve linkages, signage and promotion of these facilities
GREEN INFRASTRUCTURE	Room for more trees and shrubs and general greening	Street trees, planters and increase biodiversity within the green space adjacent to library
SPILL OUT AREA	Active frontages and café spill outs add animation to the streetscape	Create the setting and infrastructure for more outdoor seating
	DESCRIPTION	ACTION
POORER QUALITY BUILDINGS	A small number of poor quality buildings have a negative affect on the overall character	Refurbishment, artwork, green-walls
SHOP FRONTAGES	Shop frontages are uncoordinated and have a negative impact on character and perception	Adopted design guidance
PUBLIC REALM	The public realm is formed from poor quality and uncoordinated materials	New materials and coordinated furniture



PROPOSALS



- 1 STREET TREES
- 6 COMMUNITY GROWING AREA
- 9 RESURFACED CARRIAGEWAY AND TRAFFIC CALMING
- 2 SHRUB PLANTING
- 7 READING GARDEN
- 10 GATEWAY FEATURE
- 3 NEW PAVING AND STREET FURNITURE
- 8 COMMUNITY GREEN
- 4 CANOPY
- 5 RESURFACED PARKING BAYS

MASTERPLAN

	DESCRIPTION	ACTION
HERITAGE AND HISTORY	Quality Historic buildings such as St Mary Magdalen and the Fire Station	Celebrate these buildings by providing a suitable setting
INDEPENDENT RETAIL	A mixed retail offer predominally owned by community businesses	Create infrastructure that allows these shops to flourish and promote community startups.
COMMUNITY SPACE	Opportunity to create a community focal point	Create a Civic Square in the heart of the area that can cater for community events
COMMUNITY ASSETS	Accessible local assets such as Hurst Park, Priory Leisure Centre and Health Centre	Improve linkages, signage and promotion of these facilities
GREEN INFRASTRUCTURE	Room for more trees and shrubs and general greening	Introduce street trees, planters and boundary hedging
SPILL OUT AREA	Active frontages and café spill outs add animation to the streetscape	Create the setting and infrastructure for more outdoor seating
SHOP FRONTAGES	Shop frontages are uncoordinated and have a negative impact on character and perception	adopted design guidance
PUBLIC REALM	The public realm is formed from poor quality and uncoordinated materials	new materials and coordinated furniture



- 1 STREET TREES
- 6 20MPH SPEED LIMIT
- 2 SHRUB PLANTING
- 7 GATEWAY FEATURE
- 3 NEW PAVING AND STREET FURNITURE
- 8 NEW GARDEN AREA
- 4 NEW BOUNDARY TREATMENT
- 9 NEW PAVED POCKET PARK
- 5 RESURFACED CARRIAGEWAY AND TRAFFIC CALMING
- 10 POTENTIAL CAFE SPILL OUT

THE MASTERPLAN

05



FRAMEWORK **LIVERPOOL ROAD**

Liverpool Road today is a successful District Centre that provides the community with an balanced mix of retail, services, and leisure facilities. The public realm is tired, the built environment is uncoordinated, and the vehicle holds too much dominance but the street functions as well as can be expected. The number of independent shops and a pro-active community ensures that Liverpool Road is robust to economic change and has a bright future regardless of any interventions. But, due to the reduction of traffic since the introduction of the new by-pass, and the new parking spaces provided by the recent Tesco development, there is an opportunity to transform Liverpool Road into an exemplar street that focusses on the user's experience, promotes sustainability and ensures that the street will continue to thrive for the foreseeable future.

Local and District Centres today face pressures and opportunities that are new to society:

ONLINE

The typical high street contains several vacant units, and the market is starting to reflect that we have more shops than are needed. Over 1000 stores have closed in Britain's top 500 high streets in the first 6 month of 2020 and the trend is showing no signs of slowing. A major reason for this is the rise in online shopping which can offer cheaper and a more convenient

service. Although it is estimated that 80% of all retail is still within traditional shop units.

COVID

District and Local centres seemed to have fared much better than big cities during the pandemic. From 1st March to 30th June, district centres saw footfall drop by only 34.5%. This compares to a drop of 75.9% in cities over the same period. Through the research Future High Streets has done they have seen a trend in District or Local centres being rediscovered through COVID-19. This is may be due to the increase in working from home or the continuation of trends establish during lockdown where only small local walks were allowed.

CARBON REDUCTION AND WALKABILITY

Every aspect of life needs to be reviewed to ensure we are cutting carbon and promoting sustainability. Practical implemented measures do not mean that we need to compromise on our quality of life or convenience, in fact it is the opposite. Promoting sustainable travel, locally sourced grown and purchased products, increased green infrastructure and sustainable energy will all contribute to carbon reduction.

Walkability is one of the High Streets Task Force's top 25 priorities for vitality and viability. During



COVID-19 towns have been prioritising walking and cycling over the car.

Vehicles and parking are not an essential factor for a successful high street. Where towns are removing motor vehicle traffic the results are an increased investment and appreciation of the public realm, of existing shopping areas, and an increase in footfall.

LOCAL

Consumers are buying more local foods than before the Covid crisis. Trends are moving away from visiting out of town supermarkets

and moving towards local produce shops. This has been instigated by recent travel restrictions but has retained since lockdown rules have been removed. A new appreciation of community was also an unexpected benefit.

EXPERIENCE

Younger generations expect more from a high street than just a place to buy products. A high-quality public environment can have a significant impact on the economic life of Local Centres, and is therefore an essential part of any successful regeneration strategy. As towns increasingly

compete with one another to attract investment, the presence of quality public realm and other public spaces becomes a vital business and marketing tool.

The most successful streets have an indoor-outdoor quality where indoor activity spills onto the street - from outdoor café/restaurant seating to programmed events and sporadic activity. Allowing and encouraging existing and new cafes and restaurants to spill out on to the high street and create spaces that encourage sporadic activities such as small scale performances or busking.

ILLUSTRATIVE MASTERPLAN **LIVERPOOL ROAD**





Key

	Two way carriageway
	Pedestrian paths
	Two way cycle lane
	Pedestrian crossings
	Parking bays
	Spill out spaces
	Deck areas
	Wooden benches
	Shrub areas
	Proposed trees

The masterplan's Site Layout achieves the objectives and vision defined within this strategy and responds to the engagement feedback.

Note that the arrangement is only illustrative and only one of a number of ways the vision can be achieved. The design will need to be developed during technical design, and informed by site surveys, to ensure safety and precise compliance with relevant guideline

SPILL-OUT AND PUBLIC REALM LIVERPOOL ROAD

One of Liverpool Road’s main issues that needs to be addressed by this masterplan is the amount of car parking within the public realm. This parking hampers clear and safe pedestrian movement, creates a visual screen to shop fronts and restricts any auxiliary uses associated to the adjacent retail units.

We propose to address this issue by reducing the width of the carriageway which creates space for new parking spaces away from the shop fronts and leave room for the public realm to expand. The carriageway is on average circa 14m wide. This is appropriate for traffic volumes prior to the by-pass. The new by-pass has significantly reduced the amount of through-traffic on Liverpool Road’s retail area and therefore has created an opportunity for reduction in width. Our proposal is to reduce the carriageway width to 6m, the minimum that is still compliant with Lancashire County Council’s (LCC) adoptable standards.



Moving the parking away from the shop fronts creates space for wide pedestrian routes that removes the conflict between pedestrians and vehicles and creates further room for spill out areas.

The spill out areas will:

1) Bring life to the street: people now expect and need more than just retail from their Local Centres,

they want an experience. Outdoor seating areas will bring animation and activity to the streetscape. These outdoor activities also act as a live advertisement for individual shops and the street experience as a whole.

2) Provide spaces for retail units to personalise and expand: A place for shop owners to display their stock in a creative way or create

seating areas for their customers. Our proposal positions these spill-out areas away from shop fronts to create clear walkways and room for the shop fronts to breath. A shops frontage is their primary marketing opportunity and this gives the shops room to “show off”

Vision & Objectives				
Health & Wellbeing				
Vibrancy				
Character & Place				
Viability				
Sustainability				

SPILL-OUT AND PUBLIC REALM LIVERPOOL ROAD

3) Promote community interaction:

New seating areas will provide places for the community to meet and socialise. This is currently evident in the spaces outside the F&B units of Bread and Butter, 1260 Craft and Crust and No.16 On The Hill. The three individual seating areas are a massive success; adding life to the street and are very popular, but together they are more than the sum of their parts, they create an outdoor hub where people move from shop to shop, each unit benefitting from their neighbour and provide an opportunity to meet like minded people.

4) Promote Food and Beverage (F&B) offers and strengthen the evening economy:

Units offering F&B have increased on Liverpool Road during the past 5 years and it is beginning to become a destination for the wider community. A healthy F&B offer has several benefits to the high street; it attracts visitors outside of the usual retail hours, it creates an "atmosphere" that brings life to the street and raises its profile, and it also acts as a catalyst for supplementary businesses opportunities. Lockdown has proven al fresco dining can work in this county and isn't limited to the "continent".

5) Spaces for shelter and ornamental planting

We could only provide spill out areas outside shops that currently provide F&B but this wouldn't allow the street to grow and evolve. Instead we propose flexible zones that can work as spill outs but also a small gardens or sheltered seating areas

Note that our proposals intend to build the infrastructure to these spill out spaces only, including electrical points and any fixing foundation to fencing and shelter structures. We expect the individual shop owners to personalise the space and populate with furniture, display stands etc. Also, as with all our masterplan proposals, it is the principles that need to be implemented rather than the specific layout as unknown constraints may become apparent during technical design and further survey work. We acknowledge that due to potential ownership issues further engagement with the land owners will be necessary to fully implement the vision.



SPILL OUT LIVERPOOL ROAD



FLEXIBLE SPACE LIVERPOOL ROAD

Similar to the spill-out spaces, but at a larger scale and with no direct association with any specific retail unit, the flexible space will provide an opportunity to add life to the street, contribute to visitor's experience and facilitate community interaction. This space will also provide an element of surprise and variety for the visitor which will encourage people to visit Liverpool Road to see what is on even if they do not need to visit one particular shop.

This area will be relatively open with landscape features, including electrical power points, to define the space and create an enclosure. This will be the site for pop-up events such as street markets, live music, Christmas trees and community events.

Careful detailed design and further engagement with land owners is required to ensure that the space doesn't feel redundant during the times when events aren't taking place.



Vision & Objectives				
Health & Wellbeing				
Vibrancy				
Character & Place				
Viability				
Sustainability				

FLEXIBLE SPACE LIVERPOOL ROAD



GREEN INFRASTRUCTURE LIVERPOOL ROAD

Liverpool Road contains many trees and shrubs that provide amenity to the street but it is all within private residential boundaries. The green infrastructure element of our proposals aims to fully green the street with a mix of trees, shrub planting and wildflowers all within the public realm.

Street trees:

Trees are proposed along the length of the Liverpool Road retail core and will provide many benefits to the area:

Biodiversity:

An increase in tree diversity will benefit a host of insects, birds and mammals.

Aesthetic:

We all agree that trees bring a sense of place and maturity to schemes, whilst larger species trees help to create a more human scale to the road

Energy Saving:

It has been proven that large trees located alongside buildings can act as a secondary insulating layer, regulating temperatures around buildings. Deciduous trees can also help keep buildings cool in the summer and warmer in the winter.



Cooling:

Trees provide cooling by shade and evaporation from their leaves; which means that larger canopy species are better. All trees require adequate rooting space and a water source. Direct contact with the earth is preferable.

Property Value:

Tree lined streets have been proven to increase house prices by as much as 15%. Most people choose to live in and/or around trees wherever possible.

Vision & Objectives				
Health & Wellbeing				
Vibrancy				
Character & Place				
Viability				
Sustainability				

GREEN INFRASTRUCTURE LIVERPOOL ROAD

Air Quality:

Trees can help to filter fine particles from the air.

Detailing:

The cost of tree pit construction can be kept to a minimum by providing the appropriate amount of soil in an open tree pit rather than an expensive systems under paving. Wherever possible we've proposed trees in large open beds with supplementary shrub planting.

Shrubs:

As with trees, shrub planting has many benefits apart from the obvious aesthetic improvement. We've used shrubs throughout the street to help define spaces and create enclosures. Using evergreen species we can create year round visual and physical barriers between the carriageway and seating areas that reduce the impact of the vehicle and create spaces that are more welcoming to users. This is particularly important outside 12-16 Liverpool Road where extending the public realm isn't feasible. We also propose a herbaceous mix to supplement the evergreen structure planting to add colour in the summer months that provides a changing aesthetic during the season. Other benefits to shrub planting include increased biodiversity and their benefits to wildlife. The detailed planting

schedule needs to be developed in partnership with SRBC's maintenance department to ensure the beds are maintained to an acceptable standard.

Wildflowers:

We are proposing a long linear line of wildflower planting to separate the carriageway and parking from the cycle lane. In addition to their functional properties wildflowers will again increase biodiversity and provide pollinating insects with a food source.

SUDS:

All planting beds and tree pits will have the additional benefit of providing the infrastructure for rain gardens and SUDS features. This will provide multiple benefits – not only will it form high quality place making, it will also provide water quality improvements for the area as well as amenity and biodiversity benefits too. The beds will reduce surface water runoff and aid surface water treatment – providing water quantity and quality benefits.

These solutions will provide many more benefits than grey piped systems and incorporate the 4 pillars that SuDS components can offer; water quantity, water quality, biodiversity and amenity.



CIRCULATION LIVERPOOL ROAD

Our masterplan proposes clear and independent circulation routes for cyclists, cars and pedestrians. In accordance with statutory guidance the carriageway will remain 2-way but reduce in width to 6m and the cycle way, located on the northern side of the carriageway, will also be 2-way with a width of 3m. Pedestrian routes vary in width but are now free from parked cars and significantly wider than the current arrangement.

Crossings:

We are proposing to increase the amount of formal crossing across Liverpool Road, ideally these will be located on raised carriageway tables to provide easier access and to signal the pedestrians take priority over vehicles. The should be designed in collaboration with LCC to ensure compliance with their design guidance.

Accessibility:

We are also proposing a new controlled crossing along Cop Lane to improve access from the Tesco car park. Again our preference would be for a raised carriageway table.

Visually Impaired:

The design has been reviewed by the sight loss charity, Galloways. Recommendations that need to be incorporated into the detailed



design include changes in texture and colour between different circulation routes, a small lip to edgings that separate circulation routes, tactile paving at crossings and ensuring the appropriate lux levels for street lighting.

Private Access:

Access to private land has been catered for within the design proposals. Further work is required during detailed design to ensure acceptable visibility splays are adhered to.

Vision & Objectives				
Health & Wellbeing				
Vibrancy				
Character & Place				
Viability				
Sustainability				

CIRCULATION LIVERPOOL ROAD



PARKING LIVERPOOL ROAD

The current parking strategy for Liverpool Road consists of on road parking, parking within shop forecourts and satellite car parks located behind shops, adjacent to the Fleece Inn and at the new Tesco development. The current quantity is adequate and, while busy, spaces are always available.

Our proposed parking strategy is to keep the existing number of spaces but relocate the current on road and forecourt spaces away from the shops and adjacent to the carriageway. We also propose to improve the signage to increase awareness of the satellite car parks, especially at Tesco.

To ensure availability of spaces at all times we are also proposing to introduce time restrictions to the new on road parking spaces.

In some circumstance it may be appropriate to provide residential permits to ensure that residents are able to park conveniently close to their home.

Other opportunities for increasing parking is to work with the landowners who have hard standing at the rear of their properties. While parking at the rear of properties is available for customers of the specific shops, they are under utilised and can be easily expanded. This tends to be focussed on the shops around Salvatores and Priory Lane.



Loading bays and refuse collection points have been positioned at 3 key locations along the road and will avoid the current "on road" arrangement that causes congestion and conflict with pedestrians.

Circa 10% of the total 64 parking bays have been allocated for disabled badge users and have been

located throughout the road and specifically adjacent to shops frequented by the elderly, i.e the post office, opticians and dentist,

Vision & Objectives				
Health & Wellbeing				
Vibrancy				
Character & Place				
Viability				
Sustainability				

MATERIALS **LIVERPOOL ROAD**

Paving

A variety of materials should be used across the site to define a legible hierarchy of spaces. This will help to support the character, function and design intent of the specific character area (pedestrian transition, spill out, parking, cycle lane, flexible space, crossings and carriageway) and to create a unified landscape through a palette of high quality and durable materials. This will in turn reinforce a sense of place.

These materials will be used in a contemporary manner to provide a robust and functional public realm. The aim in these locations is to create distinct patterning, with different textures and tones to complement the architecture and reflect the landscape character areas.

These subtle changes may be defined by a simple change in unit size, banding, change in orientation or tactile indication.

Paving finishes would provide comfortable surfacing for wheelchair and pushchair users with adequate slip resistance. All service covers to inspection/manhole chambers would be recessed to take the adjacent paving finish. All covers will be aligned to co-ordinate with the paving orientation.

Ideally the narrowed carriageway

will be surfaced with a buff surface treatment to signify a change from the typical road, with formal crossings raised to slow traffic and provide a flush junction with footpaths.

The cycle lane surface needs to be smooth and in accordance with LTN 1/20 but ideally with a material that feels part of the public realm palette. A contrasting and raised edging must be used for safety reasons.

Street Furniture

A coordinated range of street furniture is proposed to add interest but maintain clarity of design. A palette of contemporary street furniture including way finding signage will be provided with careful coordination of design, colour and location. Good quality furniture will be selected for its robustness, ease of maintenance and aesthetic value. Durability will be vital to achieving a successful public realm ensuring its longevity.

A range of timber seating typologies for individuals and groups would be provided to include; integrated seating fixed to dwarf walls; benches and individual chairs with backs and armrests. The style and location of benches, litter bins, signage and cycle stands will be carefully located and ensure a clutter free environment. All seating and

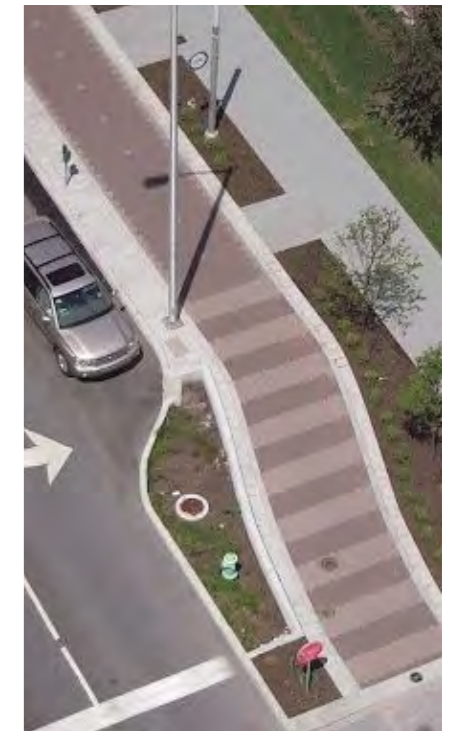
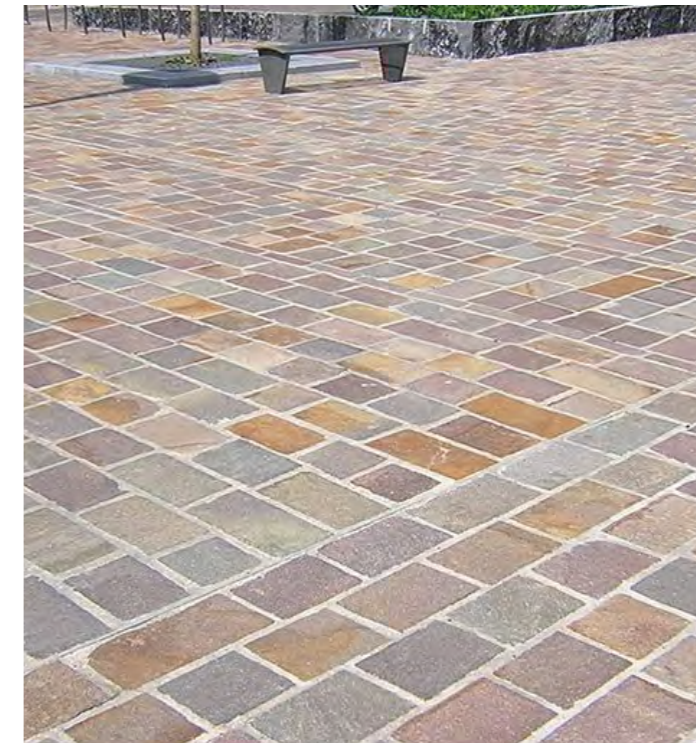
planting is integrated into spill out zones to create enclosure and define the spaces. Raised planters and carefully positioned bollards will offer protection for the public realm and pedestrians.

Wayfinding

Liverpool Road needs a clear wayfinding strategy to create easily navigatable pathways and inform users of surrounding community facilities.

Wayfinding initiatives will support and encourage journeys on foot and guide drivers to the appropriate car parking.

- Create easy to follow walking routes with good sightlines and forward visibility to contribute to personal security and wayfinding.
- Design signage to be appropriate to Liverpool Road's character and add to the sense of place.
- Help to assess and reduce visual clutter.
- Inform visitors of the areas heritage and history.
- Multi-purpose; combine with art, lighting columns, benches, bollards paving and bins.



KINGSFOLD



FRAMEWORK **KINGSFOLD**

Kingsfold is a thriving local centre that provides convenient retail and community services to the local residents. Unlike Liverpool Road it will never be a regional destination but however it does provide a vital role for the local community.

Kingsfold contains a mix of shops covering all convenience needs including a small amount of Food and Beverage. A chemist and library also provides health and wellbeing facilities that are all serviced by local parking.

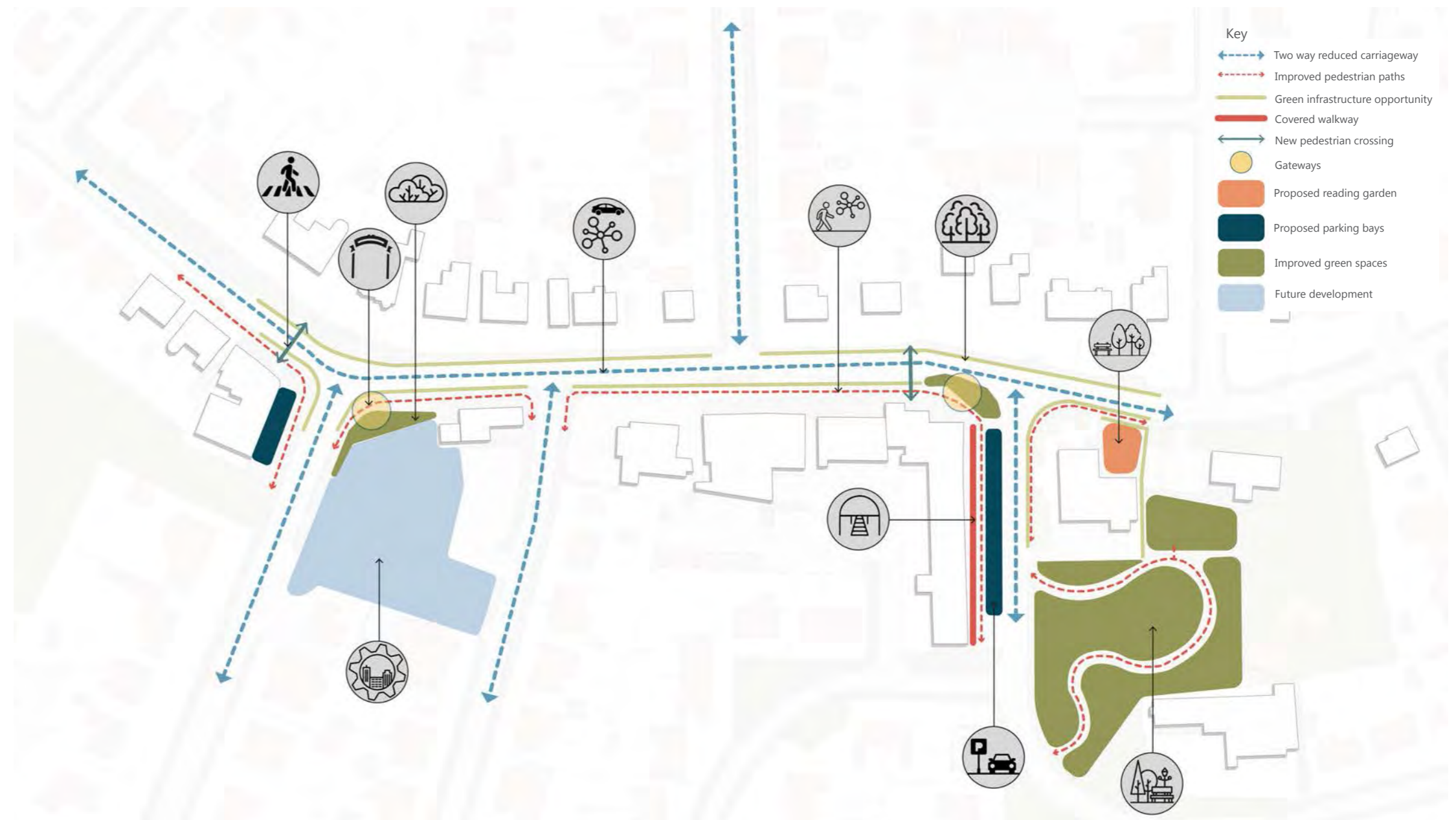
The following proposals combine improving the aesthetic, without making significant changes to its function, improving safety and making the most of the available open space and library building.

Environmental Improvements:

General resurfacing and refurbishment of the public realm and street furniture, including new street trees and ornamental planting.

Safety:

Reduction of the vehicular speed limit on Cop Lane to 20mph and new formal pedestrian crossings. Rationalise parking to limit pedestrian and vehicular conflict.



Perception:

Gateways to signal arrival at Kingsfold Local Centre. Strengthen and celebrate its unique identity and improve its "sense of place"

Open Space:

Kingsfold contains a large open space consisting of amenity grass and mature trees. Small scale intervention can transform this space and turn it into a greater asset to the local community.

There is also an opportunity to improve the service that the library building offers to residents. Apart from improving its setting though public realm and planting interventions there is an opportunity to create a reading garden that is access directly from the library.

Please note that at the time of producing this report the Shampan development is in the planning stage only. Our masterplan has used the validated planning drawings as the baseline.

ILLUSTRATIVE MASTERPLAN **KINGSFOLD**



PUBLIC REALM **KINGSFOLD**

Kingsfold will be transformed just by resurfacing with quality materials and a introducing a new range of coordinated street furniture. Our masterplan proposes natural stone paving to all pedestrian areas with smaller unit sizes (<100x200mm) for area at risk of vehicular traffic. Parking areas should be paved with a 100x200 tegular type sett and permeable where possible to introduce SUDS to the area.

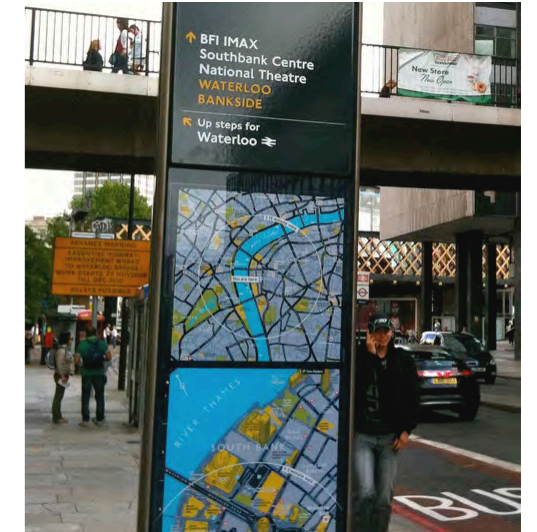
New street furniture, consisting of benches, bollards, signage, bins, cycle stands, tree grilles and lighting columns, should be selected from a single off-the-shelf product range to ensure coordination and reinforcement of the site's character.

Limiting vehicular speed to 20mph is critical to improving safety and this should be done via a raised table with a contrasting colour. This will warn motorists of a change in priority and also have a positive impact on place making. Formal crossing should also be introduced to provide safer circulation.

Gateway features should be introduced at either end of the centre. Bespoke vertical signage containing "Kingsfold" and combined with the new 20mph speed limit will reinforce its identity and provide a sense of arrival for visitors.

An additional intervention that could potentially change the way the Hawkesbury Drive shops operate would be to add a linear canopy cover the footpath between the shops and car park spaces. This shelter would provide opportunities for shops to "spill out" on the public realm and initiate an element of al-fresco F&B.

If possible the Shampan development Planning Conditions should enforce a design palette that matches these public realm proposals.



GREEN INFRASTRUCTURE KINGSFOLD

Kingsfold Local Centre is already relatively green due to the number of trees located within private gardens at the back of the footpaths, amenity shrub and standard tree planting within the streetscape. The open spaces associated with the Library and adjacent green also have a significant impact on the area's character.

Our masterplan proposes to increase the green infrastructure through additional street tree and ornamental planting at key areas within the public realm.

Shrub planting should be used to highlight key spaces, such as the gateways, provide enclosure to make a place feel more attractive and quieter or to guide pedestrian movement. Species should be a mix of evergreen, deciduous and herbaceous to offer all year round interest. Planting in raised planters may need to be considered depending on the location of underground services.

The location and detailing of tree planting needs to be carefully considered. Poor planning in the past has led to trees that have become a hazard or offer little in terms of placemaking. Trees should be of small scale when located

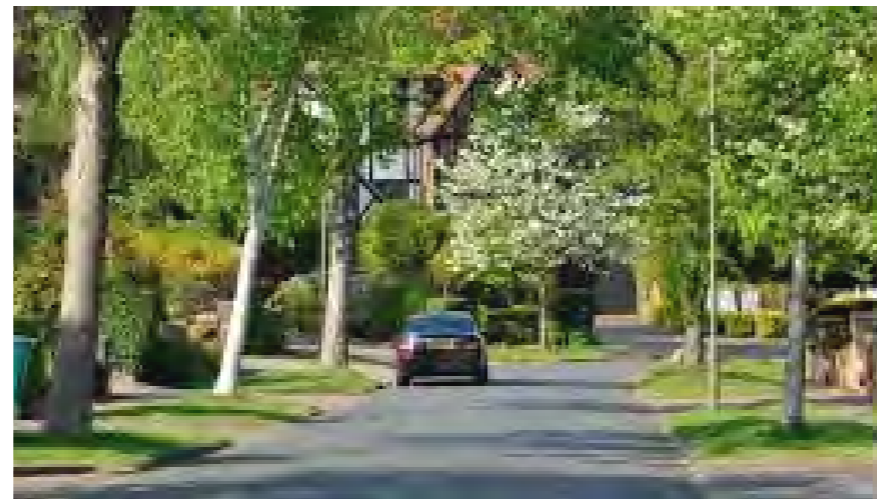


within the public realm and design with adequate soil and root-barriers to avoid future maintenance issues. The library gardens and adjacent greenspace offer opportunities for larger tree species.

Private shop owners should also be encouraged to green their shop fronts. Hanging baskets and the associated fixings could be provided to each shop with the maintenance duties falling on the shop owner.

Vision & Objectives				
Health & Wellbeing				
Vibrancy				
Character & Place				
Viability				
Sustainability				

GREEN INFRASTRUCTURE KINGSFOLD



PARK KINGSFOLD

The library building has a fantastic setting of parkland on one side and shrub & tree planting screening it from the carriageway on the other. Additional tree planting within the existing shrub beds and grass verges, with small sections of new paving, will reinforce the visual appearance of the main entrance and raise its profile for a relatively small expense.

There is also an opportunity to make a “reading garden” for users of the library. Accessed via the library building the space needs to include communal seating screened from Pope Lane by new secure fencing and planting to create a private and intimate courtyard space.

Located on Hawksbury Drive, adjacent to the Library is a large open space containing amenity grass and mature parkland trees around the perimeter. This space has the opportunity to become a community green for the local residents. Simple crushed stone footpaths and timber seating will provide the routes for circulation so the space can be used throughout the year. Areas of wildflower can also be introduced to define spaces, increase biodiversity, improve the summer aesthetic, and reduce maintenance requirements. All proposals need to be sympathetic to its attractive existing character.



There is also an opportunity to create a community focal point. This could be in the form of reinforced grass grids that provide the infrastructure for pop up markets or community events or as a secure community growing area.

Signage and info-boards along the boundary with Hawksbury Drive should be introduced to raise the space’s profile within the local area.

Vision & Objectives				
Health & Wellbeing				
Vibrancy				
Character & Place				
Viability				
Sustainability				

PARK KINGSFOLD



MIDDLEFORTH



FRAMEWORK MIDDLEFORTH

As with Kingsfold, Middleforth acts as a local centre providing convenient retail services to the local community. Shops and facilities are spread out in a linear manner along a 600m stretch of Leyland Road, starting at the north by Riverside Road and ending in the south at the junction with Marshall's Brow. The main community focal point along the road is the space around Margaret Road Hawkhurst Road junction.

The local centre contains a number of historically relevant buildings that contribute to create a distinct sense place. St Mary Magdelene Church and the opposite fire station in particular create a positive character for the central area of the road.

The masterplan proposes general environmental improvements focussing on improving the aesthetic of the area through improved public realm surfaces, coordinated street furniture, improved boundaries and more green infrastructure. There is also an opportunity to improve the small central civic space.

Environmental Improvements:

General resurfacing and refurbishment of the public realm and street furniture, including new street trees and ornamental planting.



- Key
- Two way carriageway
 - Pedestrian paths
 - Proposed trees
 - New surface dressing and contrasting colour
 - Multi use surface
 - Community space and branding
 - Improved green spaces



- Key
- Two way carriageway
 - Pedestrian paths
 - Proposed trees
 - Improved green spaces

Safety:

Reduction of the vehicular speed limit on Leyland Road to 20mph and new formal pedestrian crossing.

Perception:

Gateways to signal arrival at Middleforth Local Centre strengthen and celebrate its unique identity and improve its "sense of place"

Open Space:

Middleforth contains a small civic space adjacent to Margaret Road. The arrangement and treatment of this area can be improved so the space acts as a key focal point.

There is also an opportunity to improve the green spaces at the

entrance to the woodland walk path. Improved wayfinding signage can also help inform the local community and visitor of the existing amenity spaces.

Opportunities to create additional open space are limited due to the restriction of the carriageway and built environment.

ILLUSTRATIVE MASTERPLAN MIDDLEFORTH

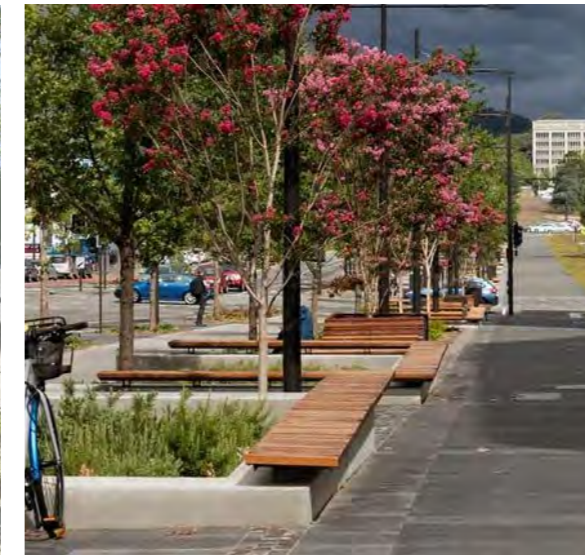


PUBLIC REALM MIDDLEFORTH

Middleforth's public realm is predominantly bitmac, with a patched appearance due to years of works to underground services. In some areas the footpaths are over 6m wide providing opportunities to introduce new green infrastructure features. Ideally the whole of the footpath network should be resurfaced with natural stone paving but this may not be viable due to the cost. Instead we propose focussing on a resurfacing around the key areas of the street. These areas can be expanded if additional budget comes available. Note that any footpaths with potential for vehicle over-run should be paved with 200x100mm sets to avoid rocking and eventually cracking.

New street furniture consisting of benches, bollards, signage, bins, cycle stands, tree grilles and lighting columns should be selected from a single off-the-shelf product range to ensure coordination and reinforcement of the site's character.

Limiting vehicular speed to 20mph is critical to improving safety and this should be done via new surfacing with a contrasting colour and texture to the existing surface. There is also a potential for a raised table around the central space adjacent to Hawkhurst Road. Formal crossing should also be introduced to provide safer circulation.



Gateway features should be introduced at either end of the centre. Bespoke vertical signage containing "Middleforth" and combined with the new 20mph speed limit will reinforce its identity and provide a sense of arrival for visitors.

Boundary treatments to properties should also be reviewed with aspirations to create a single high quality consistent treatment along the length of the road.

Vision & Objectives				
Health & Wellbeing				
Vibrancy				
Character & Place				
Viability				
Sustainability				

GREEN INFRASTRUCTURE MIDDLEFORTH

Middleforth's Local Centre lacks consistent green infrastructure and is only significantly present in private gardens, road side verges and at the entrance to the woodland footpaths.

Out masterplan proposes to increase the green infrastructure through additional street tree and ornamental planting at key areas within the public realm.




Shrub planting should be used to highlight key spaces, such as the pocket park, and where footpaths are wide enough to accommodate new planting beds. Species should be a mix of evergreen, deciduous and herbaceous to offer all year round interest. Planting in raised planters may need to be considered depending on the location of underground services.

The location and detailing of tree planting needs to be carefully considered to avoid and loss of parking. Trees should be of small scale when located within the public realm and design with adequate soil and root-barriers to avoid future maintenance issues. The spaces either side of the woodland path offer opportunities for larger tree species.

Private shop owners should also be encouraged to green their shop fronts. Hanging baskets and the associated fixings could be provided to each shop with the maintenance duties falling on the shop owner.



Vision & Objectives				
Health & Wellbeing				
Vibrancy				
Character & Place				
Viability				
Sustainability				

Key	
	Improved green spaces
	Proposed street trees
	Proposed shrubs and hedges

GREEN INFRASTRUCTURE MIDDLEFORTH



ADOPTION & DELIVERY

06



ADOPTION AND DELIVERY

Masterplans are of no value unless they can be delivered. Grand ideas are no more than that if they are not viable or cannot be funded. The masterplan has been developed with this very much in mind. We recognise that the Council will not be able to deliver the master plan on its own. Other public sector agencies will be important potential partners and can help access funding sources. However, the key to long term successful sustainable delivery will be to continue to engage with local people and businesses and share the delivery of the masterplan.

Our delivery plan is realistic and is informed by market intelligence, construction costs and the availability of public sector funds to close any funding gap.

For a masterplan to be complete it must be supported by, and identify, a clear delivery mechanism. If a masterplan is seen as little more than a map of the area, indicating different current and proposed usages, it will have less meaning for the communities affected. Without a clearly delineated time frame, it is unlikely to be effectively implemented. This masterplan is therefore a device for building

widespread support for a sequence of actions that will unfold over several years.

To take the masterplan proposals forward a delivery strategy has been prepared that includes:

Programme and phasing;

- Funding and finance.
- Delivery mechanisms;
- Policy interventions; and
- Nest steps and actions

The development strategy / phasing approach that underpins the masterplan is founded upon four key principles. These are:

- Establish early momentum – visible development activity on site, to retain community support / enthusiasm and realise the benefit of the commercial development sectors existing development ambitions. Early wins are crucial to win over those that feel let down by past delays and disappointments
- Maximise funding from existing partners such as Lancashire County Council's City Deal to support the delivery of key early win public realm and streetscape proposals.

- Prioritise early development opportunities on public land or third-party land in association with key partners.

- Support the development of interventions that conform with the overall masterplan Vision and Objectives.

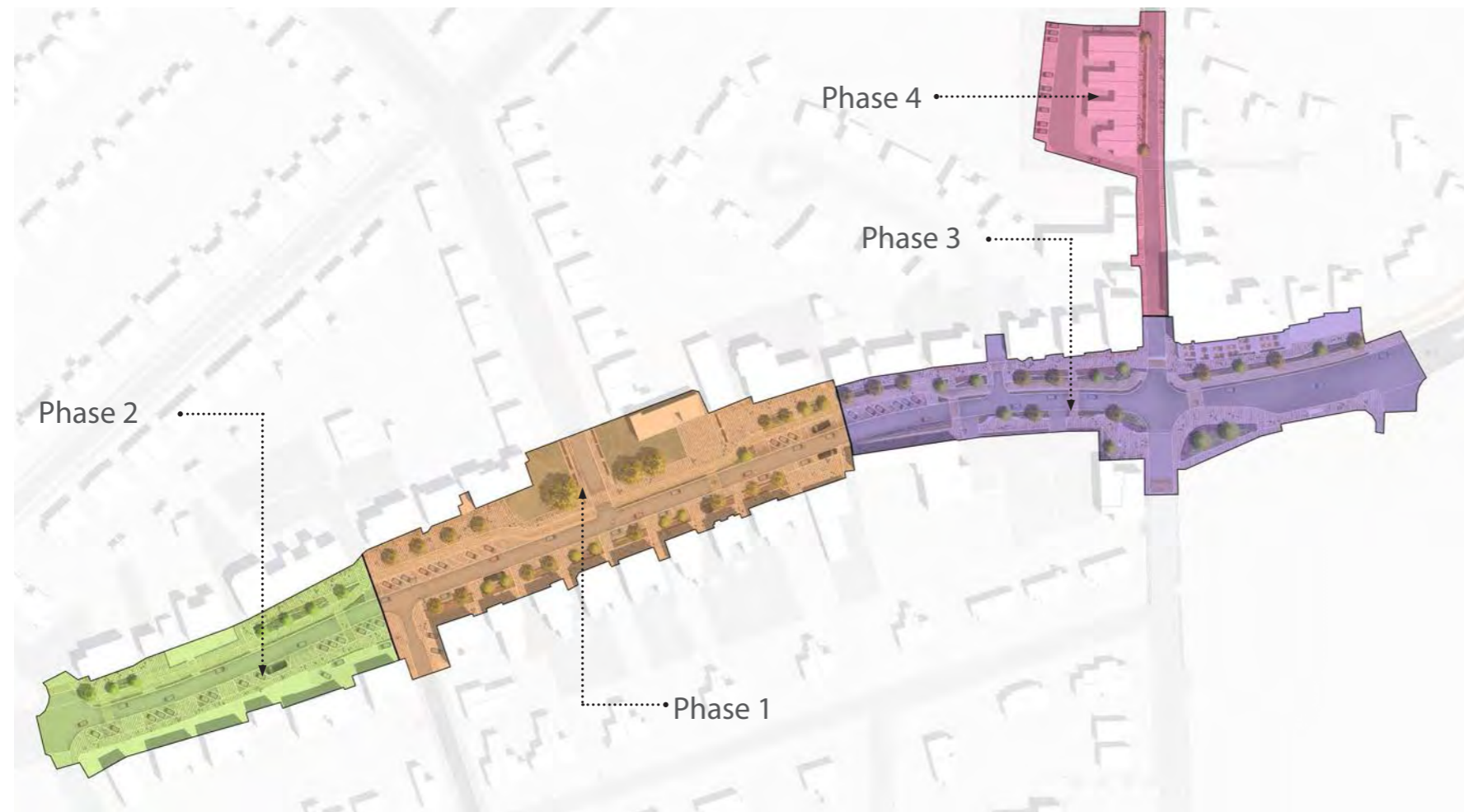
The proposals shown in Chapter 4 range from relatively modest projects such as tree planting and wayfinding to more significant infrastructure changes such as narrowing Liverpool Road. The timeline for completion of these proposals is roughly 3 years and not all projects are mutually exclusive. Certain projects provide improvements to Liverpool Road, Middleforth and Kingsfold in their own right, while other projects are part of a critical phasing plan, and need all phases in order to meet the objectives.

The phasing plan will be fluid and able to adapt to changing priorities, available funding and changes to the baseline.



PROGRAMME AND PHASING

LIVERPOOL ROAD



PHASING STRATEGY

The first phase needs to set the tone of the development to gain momentum and create community excitement. Phase 1 focusses on the central zone of Liverpool Road and consists of spill out areas and the flexible space.

Careful consideration is needed to ensure the infrastructure is in place for future phases. i.e providing temporary additional parking prior to removing spaces in future phases, which can be seen in phase 2.

Phase 3 includes the eastern gateway and completion of the cycle lane and full provision of green infrastructure and spill out spaces. Note that works to the junction may be unviable and may cause community concern due to replacing recent infrastructure works. Retaining the existing junction will not have a significant negative impact on the vision of the masterplan.

To fully complete phase 4 further exploration of purchasing the land behind the retail row in order to remove on street parking that will facilitate wider footpaths and seating areas. Without this land purchase phase 4 may consist of a resurfacing project only.

Phase 1: 6500m² / £1.25M

Focusses on the core F&B area of the street and the creation of the flexible space. Parking number will remain constant due to the new bays included on the northern side of the road.

Phase 2: 2670m² / £0.51M

New spill out areas and the western gateway. This phase includes an increase in parking numbers prior to the works to stage 3.

Phase 3; 4230m² / £0.82M

Works around the Cop Lane junction to create the eastern gateway

Phase 4: 1020m² / £0.21M

Works extended to Cop Lane with an option for off road car parking.

Note that all phasing costs have been determined by applying a percentage of the overall cost estimate based on area.

PROGRAMME AND PHASING

KINGSFOLD



Phase 1: £600,000

Focusses on the main public realm areas around the shopping core.

Phase 2: £150,000

Phase 2 concentrates on improvements to the library area and the creation of the reading garden.

Phase 3; £50,000

The community growing area.

Phase 4; £200,000

Improvements to the community green

Note that there are no specific dependencies between each phase at that the sequence can be changed to suit budget and community needs.

MIDDLEFORTH



Phase 1: £500,000

Focusses on the central area of Leyland Road and consists of new surfacing and planting.

Phase 2: £500,000

Phase 2 see the extension of paving refurbishment and green infrastructure.

Phase 3; £310,000

The refurbishment of the community pocket space.

As with Kingsfold there are no specific dependencies between each phase at that the sequence can be changed to suit budget and community needs

PROGRAMME AND PHASING

LIVERPOOL ROAD	2023				2024			
	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4
Engagement with land owners								
Site Surveys								
Appoint design team								
RIBA Stage 2								
RIBA Stage 3								
Planning Application								
Technical Design								
Contractor Procurement								
Site Works								
Completion								

MIDDLEFORTH	2023				2024			
	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4
Engagement with land owners								
Site Surveys								
Appoint design team								
RIBA Stage 2								
RIBA Stage 3								
Planning Application								
Technical Design								
Contractor Procurement								
Site Works								
Completion								

KINGSFOLD	2023				2024			
	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4
Engagement with land owners								
Site Surveys								
Appoint design team								
RIBA Stage 2								
RIBA Stage 3								
Planning Application								
Technical Design								
Contractor Procurement								
Site Works								
Completion								

FUNDING AND FINANCE

In order to facilitate the delivery of the master plan it will be important to secure grant funding and finance. The Council, which has already been successful in attracting funding, will have a leading role in this and will be expected to be the main driver for securing further funding.

Where the Council is not the owner of the land it may still be possible to secure and provide grant funding for public realm works for private owners if this will contribute to the overall regeneration of the area. The council would normally fund and undertake public realm directly, and if the council adopted it, long-term maintenance costs would be incurred. Therefore, a grant award to allow the developer or private landowner to undertake the work directly, with no liabilities to the council, is an option where the Council does not want to acquire or control the land through tools such as compulsory purchase..

Levelling Up Fund

A £2m bid was submitted in August 2022. The Levelling Up Fund is designed to provide support for Local Authorities in delivering essential development to support the vitality of town centres. The fund will support town centre and high street regeneration, transport projects, cultural and heritage assets. The Council have submitted their bid for the second round of the fund. If successful, the fund will help deliver the projects outlined within the masterplan, providing important investment.

Pension Fund Borrowing

Alternatively, any gap in the project funding could be financed through a forward-funded income strip model with a pension fund whereby, in exchange for security based on income streams the Pension Fund covers capital costs of the development, drawn down as capital costs arise. Depending on the specific deal negotiated with the Pension Fund, the Council would likely receive back costs to planning as a form of return on equity, as well as the residual land value from the development. Pension Fund deals would be available to cover the full extent of capital costs of the development.

Business Improvement District Loan Fund.

The Business Improvement District (BIDs) Fund is an initiative run by Government to assist in developing new BIDs throughout England. BIDs are business led partnerships which are created voluntarily to deliver additional local services and upgrade the local environment for the benefit of business. The fund offers loans between £10,000 and £50,000 which is awarded to successful applicants

Lancashire Enterprise Partnership Growth Deal

The Growth Deal is building on the region's key economic assets including the universities and colleges, Lancashire's Enterprise Zones, the Preston, South Ribble and Lancashire City Deal and high-value business clusters.

Lancashire's Growth Deal programme is fully coordinated with major economic initiatives: the £450m Preston, South Ribble and Lancashire City Deal; the £20m Growing Places Investment Fund; and the Lancashire Advanced Manufacturing and Energy Enterprise Zone Cluster which together are delivering economic growth and prosperity in Lancashire



FUNDING AND FINANCE

Lancashire Enterprise Partnership Growing Places Fund (GPF)

The £20m Growing Places Fund (GPF) is supporting infrastructure, commercial, industrial, retail, leisure and housing development across Lancashire, particularly in areas which face specific economic challenges. To date, the GPF has successfully invested in eleven commercial opportunities in some of Lancashire's most deprived areas and has helped to generate over 2,000 new jobs, approximately 1,125,000 sq. ft. of industrial, commercial, retail and leisure floor space and over 600 housing units. The LEP is keen to hear from developers who are looking to bring forward schemes who may be able to use this funding to unlock their development.

Northern Cultural Regeneration Fund

The Northern Cultural Regeneration Fund will provide blended loan and grant investments of up to £150,000 to creative and culture businesses who deliver social impact to disadvantaged communities and are operating in the 11 northern Local Enterprise Partnership (LEP) areas. The fund is a partnership between delivery lead Key Fund, the Social Investment Business and Creative United.

The Fund provides access to investments of up to £150,000 where up to a third may be provided as a grant.

National Lottery Heritage Fund

The fund distributes National Lottery grants from £3,000 to £5 million and over, funding projects that sustain and transform the UK's heritage. Heritage projects could include conserving and repairing historic building, monuments and the historic environment, as well as conserving museums, libraries and archives.

Money for Heritage Enterprise projects can be used:

- To buy a heritage asset in need of investment
- For essential conservation work, such as structural repairs to a historic building
- To repair and adapt empty and derelict buildings and sites so that they are financially viable and commercially viable if appropriate
- Fit-out of a building to a basic level
- Urgent repairs to prevent deterioration of the asset while you complete detailed planning work
- New temporary structures designed to be used for relevant project development, to support meanwhile uses during the project development phase.

The Masterplan will need to be delivered by a partnership of the public and private sectors and the local community. It is proposed that a Project Steering Group is established with South Ribble Borough Council as the lead alongside other key organisations that operate within the community to include:

South Ribble Borough Council

The lead organisation in the delivery of the Masterplan proposals is the Council who will act as the accountable body in terms of strategy and where appropriate direct project delivery;

- Engagement with the community and stakeholders.
 - Land and property acquisition either through negotiation or via use of its compulsory purchase powers.
 - Funding bids and applications.
 - Establishing the policy basis for the delivery of the Masterplan through the Local Plan and associated Supplementary Planning Guidance.
- It is proposed that an existing officer or new officer is appointed to provide the day to day lead on the ongoing delivery of the Masterplan and to provide lead the Project Steering Group. The Project Steering Group will need to establish clear reporting and operating protocols agreed through a set of Standing Orders.



DELIVERY MECHANISMS

When combined the range of projects proposed in the master plan will improve Penwortham through addressing the multifaceted factors that can make the area more attractive, popular and successful: They will improve the quality of the environment and spaces; how they are managed; and the way these come together to create unique places. The proposals create an appropriate and attractive built form that reflects local history, culture and landscape and provide more effective and accessible spaces and services. Crucially the success of the delivery has been greatly enhanced through the positive engagement and contribution of local people in the process of change.

The delivery strategy is based around the following principles:

- a comprehensive approach to the regeneration of Penwortham, linking together the physical, social, and economic attributes of the area placing the local community at the heart of the plan and striving for continuous rather than intermittent engagement
- generating the participation and commitment of a variety of stakeholders

- achieving a balance between long-term transformation and meeting immediate needs on the ground
- leveraging in a variety of public and private sector funding streams and giving attention to phased interventions
- providing local leadership and
- coordinating the role of different agencies

POLICY INTERVENTION

In order to deliver the Masterplan vision and proposals, it will be important to embed the proposals within the statutory planning framework. This will ensure that applications that come forward in the Masterplan area are determined in relation to the agreed Masterplan objectives and vision. In addition, the provision in policy of the Masterplan proposals will encourage developers to bring forward appropriate developments by providing them with greater certainty of their appropriateness.

The Masterplan Vision document once adopted by the South Ribble Borough Council area will provide the starting point for informing

development and investment decisions in the area but will have little weight in terms of planning policy or development management decisions. It is therefore important that the overall objectives and strategy are reflected in the emerging Central Lancashire Local Plan. To provide further policy detail and weight in development management decisions it is recommended that a Supplementary Planning Document (SPD) is prepared for the study area to provide the policy basis alongside development and design guidance to the proposals.



DELIVERY MECHANISMS

PROCUREMENT ROUTES

On the assumption that the Council acquire/ gain control of all the land and property within the key masterplan intervention areas a number of delivery/procurement routes are available as follows:

Self-Manage / Direct Delivery

The Council seeks its own planning permission and acts in a developer capacity. The Council would control all aspects and retain all proceeds. On completion of the development the Council could elect to dispose of the whole, or part or alternatively retain the units as rental properties to bolster Council revenue income streams.

Procure Developer Partner

The Council would formally appoint a developer partner and enter into a contract with the partner to construct the development. The developer partner would seek planning permission, appoint contractor and complete development. Council would share in the proceeds and could seek other outputs from the partner as part of the procurement process.

It is important that the momentum and good will generated during the masterplan process continues

with the endorsement of the masterplan by the Council and key stakeholders as the basis for its delivery. The community of Penwortham have experienced a number of consultations aimed at improving the area and there is a risk that any current support will be lost if the project fails to progress past the masterplan. Delivery should be in accordance with the Phasing Plan, and the short term projects need immediate consideration. Note that all the designs of the projects shown within the document are for illustration purposes only. Any project that moving forward for delivery must follow the identified principles but the layout and arrangement may differ. All projects should follow the traditional design route of RIBA Stage 2-6. As long as the phasing and principles set out in this masterplan are followed then the objectives and vision will be achieved.

Following the endorsement of the masterplan the early next step actions include:

Short Term

- Identify available funding
- Identify community groups
- Further engagement with shop

owners regarding works to their forecourts.

- Create a community initiative and partnership with local stakeholders
- Preparation of design guide for materials and street furniture
- Create a "sample scheme" to gain interest and momentum
- Site Surveys

Medium and Long term

- Preparation of detailed development programme
- Preparation of detailed public realm and streetscape designs and associated costings to include utilities and traffic/parking regulations surveys
- Preparation of Supplementary Planning Document for the masterplan area
- Preparation of site development briefs



COST ESTIMATE

LIVERPOOL ROAD

The following cost estimates are based on the high level concept design using tested rates. Further development of the design informed by site surveys is necessary to determine costs with more certainty.

General assumptions have been made in terms of the retention and reuse of existing sub-bases, drainage network and levels.

Note that works to the Cop Lane junction have not been included within this estimate.

CONSTRUCTION ESTIMATE - SEE SEPARATE BREAKDOWN					
DEMOLITION & ALTERATION:					
1	SITE CLEARANCE	1.4	HA	£50,000.00	£70,000.00
3	SURFACE WATER DRAINAGE	1,500	M ²	£40.00	£60,000.00
4	UTILITY DIVERSIONS (ESTIMATE)	1	ITEM	£50,000.00	£50,000.00
5	EARTHWORKS FOR PAVING	9,476	M ³	£30.00	£284,280.00
6	EDGINGS AND KERBS	2,186	LM	£100.00	£218,600.00
7	PAVING TO PARKING BAYS	1,348	M ³	£150.00	£202,200.00
8	PAVING TO FOOTPATHS	5,657	M ²	£120.00	£678,840.00
9	PAVING TO CYCLE LANE	1,826	M ²	£50.00	£91,300.00
10	PAVING TO SPILLOUT AND FLEXIBLE SPACE	490	M ²	£120.00	£58,800.00
12	WORKS TO CARRIAGEWAY (SURFACE DRESSING)	3,936	M ²	£20.00	£78,720.00
13	RETAINING WALLS	172	M ²	£150.00	£25,800.00
14	WAYFINDING AND SIGNAGE	1	ITEM	£10,000.00	£10,000.00
15	STREET FURNITURE (ALLOWANCE)	1	ITEM	£100,000.00	£100,000.00
17	LIGHTING COLUMNS (ASSUMING BESPOKE)	1	ITEM	£70,000.00	£70,000.00
18	LANDSCAPING - 20 TREES + TREE PITS	20	ITEM	£4,000.00	£80,000.00
19	LANDSCAPING - SHRUB AND WILDFLOWER	1,500	M ²	£35.00	£52,500.00
CARRIED TO SUMMARY					£2,131,040.00
PRELIMS					£426,208.00
CONTINGENCY					£213,104.00
SITE SURVEYS					£50,000.00
					£2,820,352.00
PROFESSIONAL FEES					£225,628.16
					£3,045,980.16

MIDDLEFORTH

CONSTRUCTION ESTIMATE					
1	SITE CLEARANCE	0.3	HA	£50,000.00	£14,500.00
2	SURFACE WATER DRAINAGE	500	M ²	£40.00	£20,000.00
3	EARTHWORKS FOR PAVING	2,960	M ³	£30.00	£88,800.00
4	EDGINGS AND KERBS	1,481	LM	£100.00	£148,100.00
5	PAVING TO FOOTPATHS	2,960	M ²	£120.00	£355,200.00
6	WAYFINDING AND SIGNAGE	1	ITEM	£15,000.00	£15,000.00
7	STREET FURNITURE (ALLOWANCE)	1	ITEM	£5,000.00	£5,000.00
8	WORKS TO CARRIAGEWAY (SURFACE DRESSING)	1,425	M ²	£20.00	£28,500.00
9	LIGHTING COLUMNS (ASSUMING BESPOKE)	1	ITEM	£20,000.00	£20,000.00
10	LANDSCAPING - 20 TREES + TREE PITS	30	ITEM	£4,000.00	£120,000.00
11	LANDSCAPING - SHRUB AND WILDFLOWER	400	M ²	£35.00	£14,000.00
12	POCKET PARK	1	ITEM	£80,000.00	£80,000.00
13	FENCING	100	LM	£100.00	£10,000.00
CARRIED TO SUMMARY					£919,100.00
	PRELIMS		20%		£183,820.00
	CONTINGENCY		10%		£91,910.00
	SITE SURVEYS	1	ITEM	20,000.00	£20,000.00
					£1,214,830.00
PROFESSIONAL FEES			8%		£97,186.40
					£1,312,016.40

KINGSFOLD

CONSTRUCTION ESTIMATE					
1	SITE CLEARANCE	0.5	HA	£50,000.00	£27,000.00
2	SURFACE WATER DRAINAGE	500	M ²	£40.00	£20,000.00
3	EARTHWORKS FOR PAVING	2,400	M ³	£30.00	£72,000.00
4	EDGINGS AND KERBS	623	LM	£100.00	£62,300.00
5	PAVING TO PARKING BAYS	650	M ³	£120.00	£78,000.00
6	PAVING TO FOOTPATHS	1,200	M ²	£120.00	£144,000.00
7	WAYFINDING AND SIGNAGE	1	ITEM	£5,000.00	£5,000.00
8	STREET FURNITURE (ALLOWANCE)	1	ITEM	£5,000.00	£5,000.00
9	WORKS TO CARRIAGEWAY (SURFACE DRESSING)	2,400	M ²	£20.00	£48,000.00
10	LIGHTING COLUMNS (ASSUMING BESPOKE)	1	ITEM	£10,000.00	£10,000.00
11	LANDSCAPING - 20 TREES + TREE PITS	6	ITEM	£4,000.00	£24,000.00
12	LANDSCAPING - SHRUB AND WILDFLOWER	500	M ²	£35.00	£17,500.00
13	LIBRARY GARDEN	1	ITEM	£40,000.00	£40,000.00
14	GREENSPACE	1	ITEM	£150,000.00	£150,000.00
15	COMMUNITY GROWING AREA	1	M ²	£15,000.00	£15,000.00
CARRIED TO SUMMARY					£717,800.00
	PRELIMS		20%		£143,560.00
	CONTINGENCY		10%		£71,780.00
	SITE SURVEYS	1	ITEM	20,000.00	£20,000.00
					£953,140.00
PROFESSIONAL FEES			8%		£76,251.20
					£1,029,391.20

APPENDICES

07



FINAL CONSULTATION LIVERPOOL ROAD

Feedback was received from Lancashire County Council. The table below summaries the comments, explains how the masterplan has addressed these issues and any residual notes for detailed design.

LCC Comment	Response / Action
<p>No area of protection for parked cars to access boot/tailgate. Large SUV's or vans will extend into footway/planted area or onto live carriageway. I have safety issue with vehicles accessing and egressing parking spaces.</p> <p>The perpendicular parking or echelon parking is a serious concern given the still significant amount of traffic using the road in both directions, I was under the impression that such parking required a set distance to allow vehicles to make a manoeuvre when exiting and not interfering the with traffic flows, but admit this may have changed many years past.</p>	<p>We requested further clarification on this issue and have amended the parking from perpendicular to echelon, all in accordance with the following additional feedback.</p> <p>"There is not actual guidance that I can recall about having a manoeuvring area next to the bays to allow the free flow of traffic to pass whilst vehicles enter and exit the echelon bays. The main guidance on the bays is within the Traffic Signs Manual Chapter 3 (13.6.9) which essentially discusses the angle of the bay being chosen to suit the road width and angled in such a way to encourage drivers to reverse into them so they can drive forwards out as this is safer.</p> <p>Essentially the bays should point away from oncoming traffic to encourage reverse in drive out. The need for a running lane is a weird on as we don't require it with parallel bays where cars stop in the carriageway and then reverse into a bay along the kerb edge!!</p> <p>There is requirement that the bays are able to contain a rectangle no less than 4200mm long and 3600mm wide for disabled bays and not less than 2000mm for normal bays (paragraph 13.6.2)</p> <p>Manual for street discusses echelon parking as well and on page 111 offer views on swept paths and road widths"</p>
What about mobility spaces	These have been added throughout the parking areas as demonstrated on P56/Parking
How will parking areas be managed.	We have proposed a time restrictions. See P56/Parking
Trees obscure visibility at junctions and parking areas	All trees should be specified as 1.8m clear stem and shubs < 1m at junctions and crossings
Safety audit is required once we have agreed drawings	To be carried out at the technical design stage
Pallet of materials will need to be agreed with asset and be in line with those used in the vicinity such as Cop Lane	To be carried out at the technical design stage
Design needs to satisfy LTN 1/20 and other guidance	The outline proposal are in accordance with LTN 1/20 but need further development and consideration at technical design stage.
Design to satisfy vulnerable road users	Comments from Galloway's Society have been incorporated.
How will businesses be serviced (ie deliveries and waste collection)	Delivery / waste collections bays have been incorporated into the masterplan
Trees and planting not to interfere or impede on highway irrespective of user type (as presented impedes on motorised and cyclists)	We are confident our arrangement does not impede on highways but this needs to be reviewed at technical design and form part of the safety audit.
What thought has been given to location of all street furniture such as seating, bins, lighting and signs and their access/maintenance	All to be included but the exact location will be determined at technical design.
I note the cycle lane is kerbed which retains cyclists to the cycle lane but does cause issue with pedestrians (with prams) or mobility impaired crossing as per slide 6.	Regular crossing points with drop kerbs have been included.
Who maintains all planting – it shouldn't be the Highway authority	To be confirmed by SRBC

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Queensway should remain open, as Priory Lane is difficult to negotiate at times due to its layout leaving only Crookings Lane for the vast majority of vehicle access which experience congestion issues with the primary school and the vets generating traffic.	The masterplan has been amended and Queensway will remain open
The proposal shows lots of trading on the Highway which may not be approved and will require licences.	To be explored further at technical design stage
A delineation in the surfacing will be required if some frontage is to remain private and not part of the adopted highway network.	This can be addressed at technical design stage and following further engagement with the land owners.
How does the bi-directional cycle way tie in with uni-directional cycle lanes at the western extent of the Local Centre?	This can be addressed at technical design stage
More detail is needed to understand the proposal at the junction of Cop Lane/Priory Lane. Current arrangement will allow for upgrade for full CYCLOPS which would be the preferred solution, supporting the objectives of the cycle corridor.	This can be addressed at technical design stage
No detail on highway drainage and how this will work for the cycle lane, planting areas (at road level) for example	SUDS drainage is proposed throughout the scheme but detailing is outside of the scope of the masterplan
There will be overrun of green areas where no kerbing is provided. I am not happy with the detail of no kerbing and no protection of verges.	Kerb and edgings heights and protection of open spaces with street furniture will be developed at detailed design
What regard has been had to necessary TRO's	This can be addressed at technical design stage
Further detail is required on highway boundary matters and licencing that may be required	This can be addressed at technical design stage and following further engagement with the land owners.
I would like to see detailed drawing once they are available to enable more comments to be provided.	Noted