



RIVER RIBBLE

PRESTON

Penwortham
Golf Course

Penwortham
Holme
West

PENWORTHAM

Penwortham
Priory Academy

Blashaw
Wood

Penwortham
Girls' High
School

Hurst Grange
Park

LOWER
PENWORTHAM

PENWORTHAM MASTERPLAN

A59

A582

Pope Lane



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INTRODUCTION

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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:

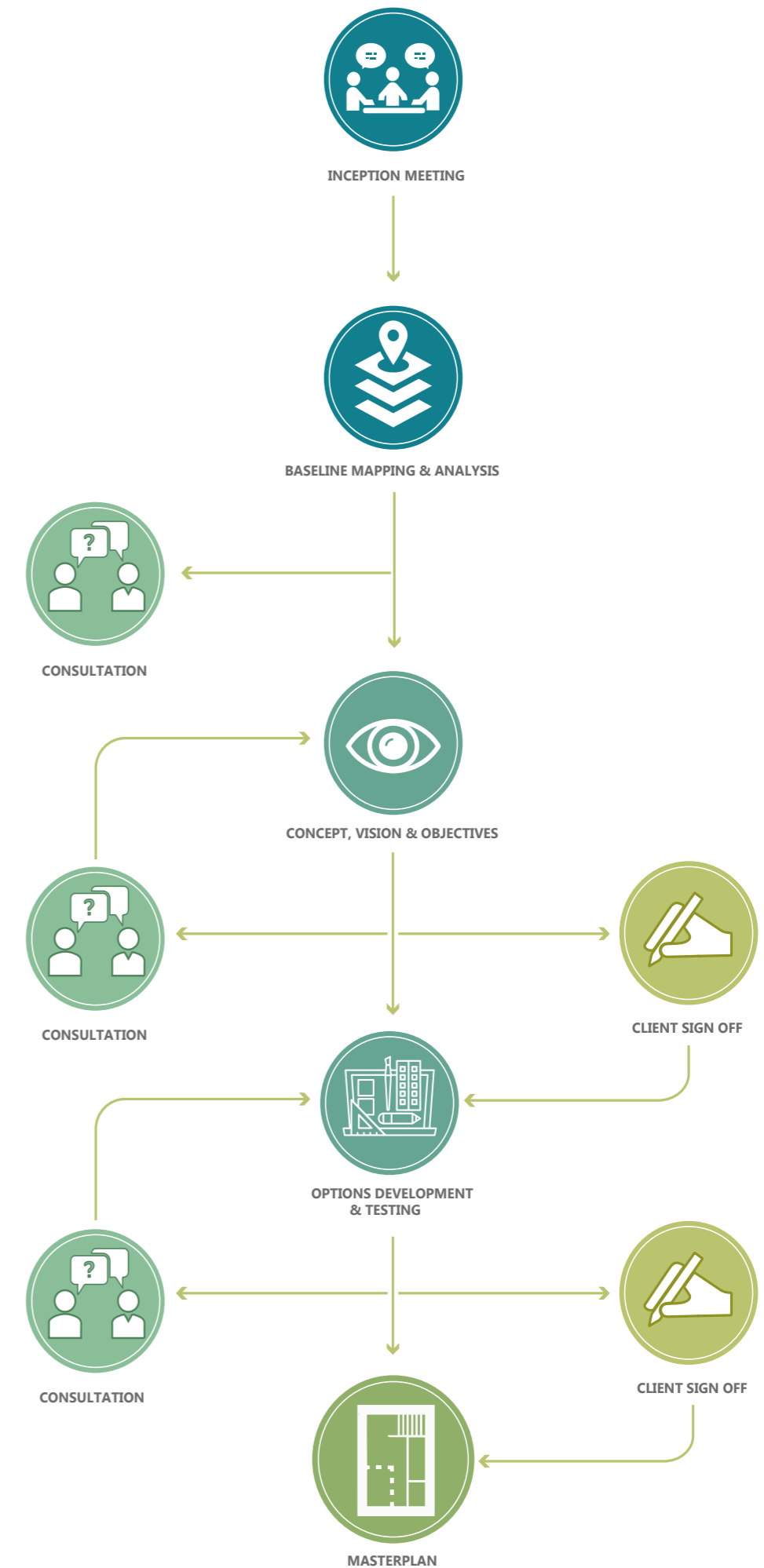
The results from the first Stage, including all Consultation were evaluated and, in combination with the South Ribble Borough Council's initial brief and adopted planning strategies, used to confirm a vision for the masterplan. Design principles were defined that, when applied, ensured the project objectives 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

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