



PENWORTHAM MASTERPLAN

PENWORTHAM

LOWER
PENWORTHAM



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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:

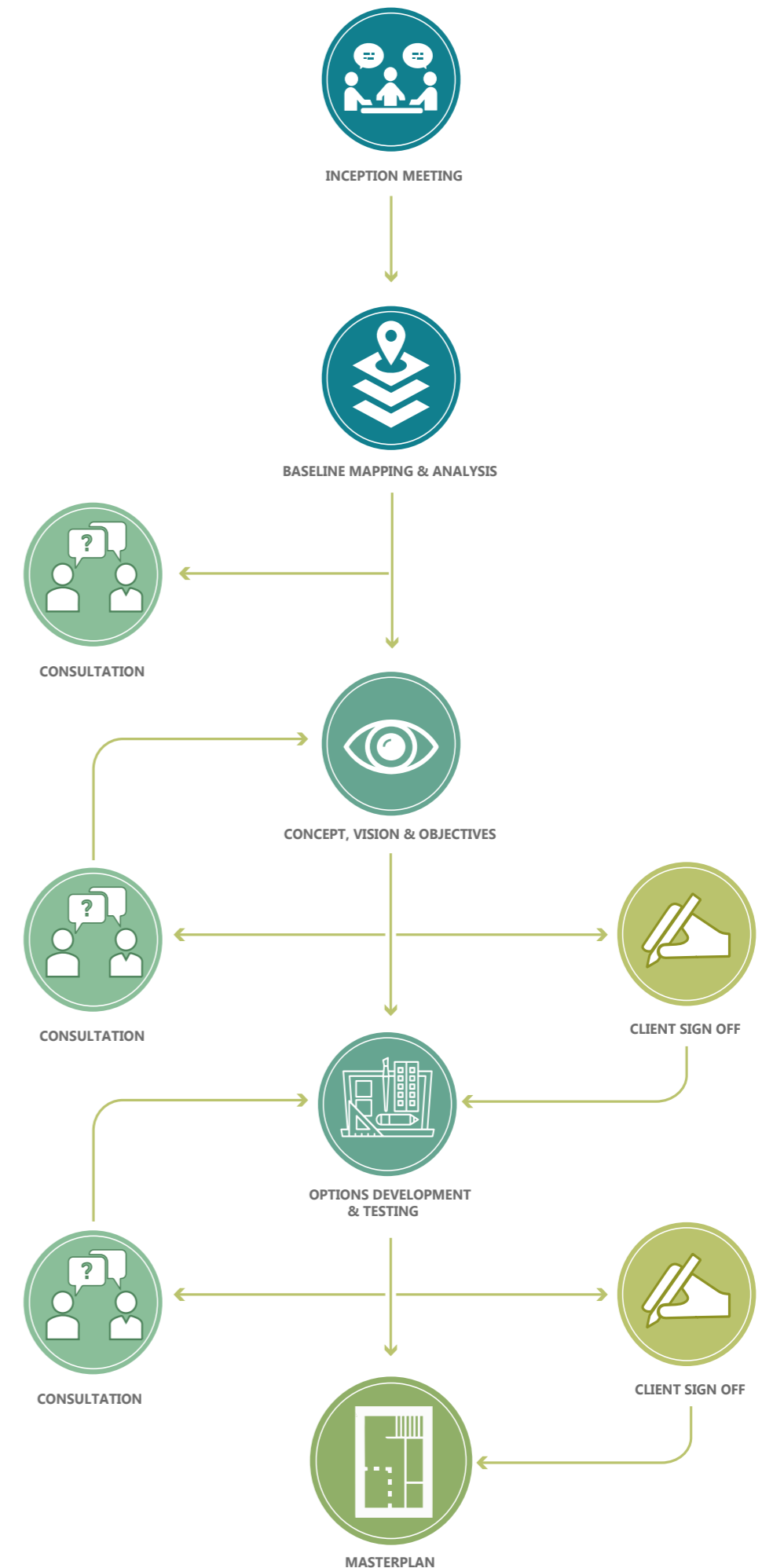
The results from the first Stage, including all Consultation were evaluated and, in combination with the South Ribble Borough Council's initial brief and adopted planning strategies, used to confirm a vision for the masterplan. Design principles were defined that, when applied, ensured the project objectives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

02



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

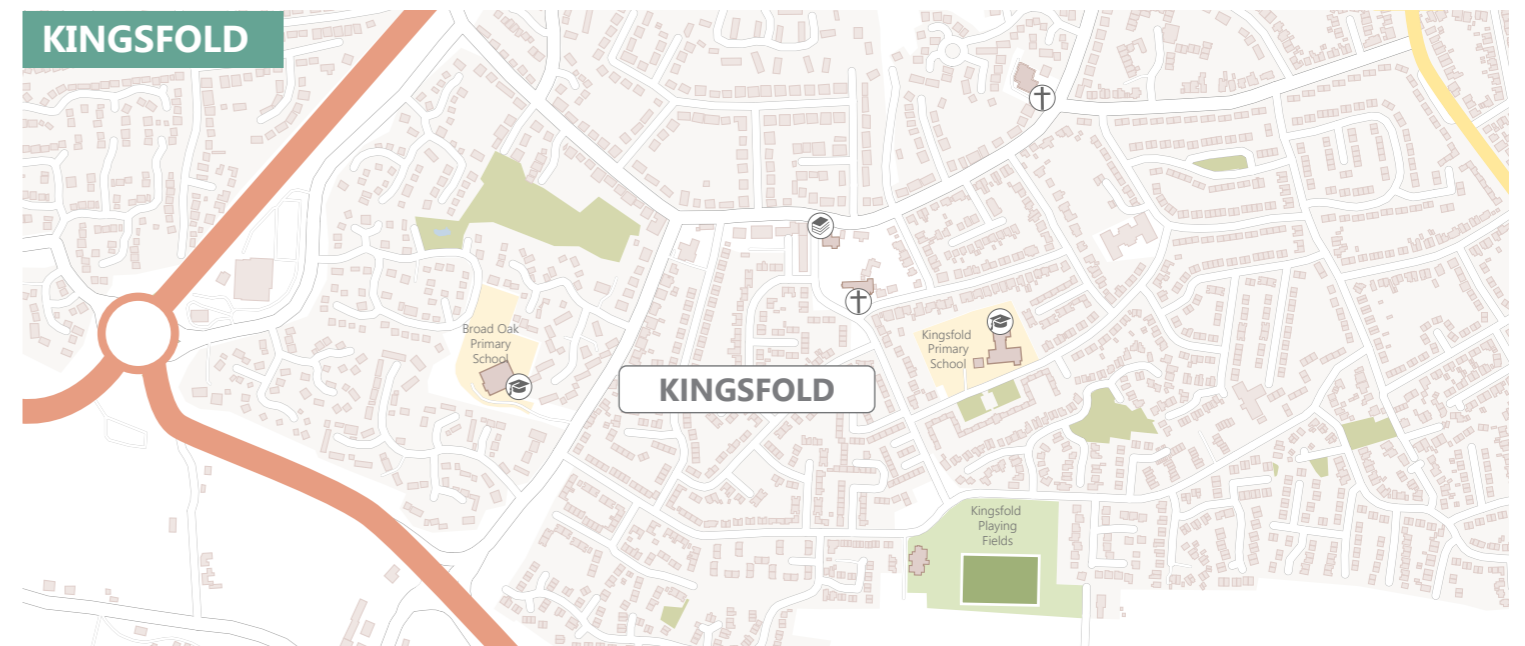
The Liverpool Road District Centre is located on the A59 in the north of the borough. The study will concentrate on the retail area from Crookings Lane to the Priory Lane junction but also take into account connectivity to the local community assets.

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.



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.

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.

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.

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.

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.



HISTORY LOWER PENWORTHAM

1890

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

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.

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.

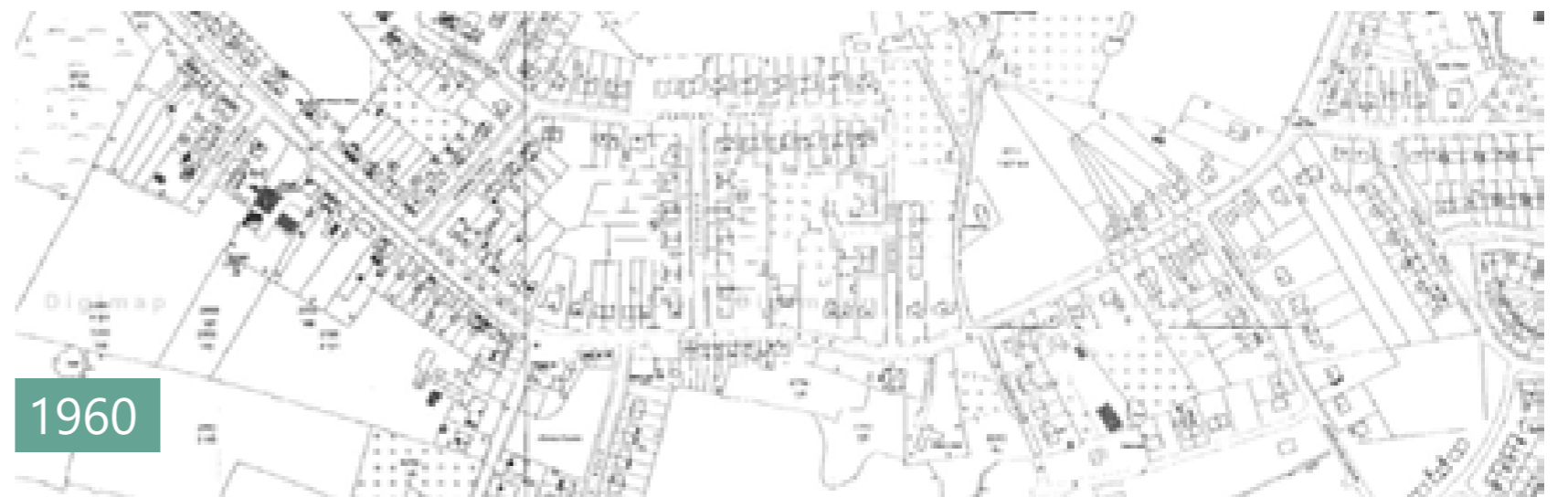
Today Lower Penwortham is principally residential and serviced by a Local Centre located at the junction of Pope Lane and Cop Lane. Buildings generally date back to the mid 20th century, however the Black Bull Inn, located at the junction of Pope Lane and Woodville Road, dates back to the early 1800's. 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.

1910

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

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.



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

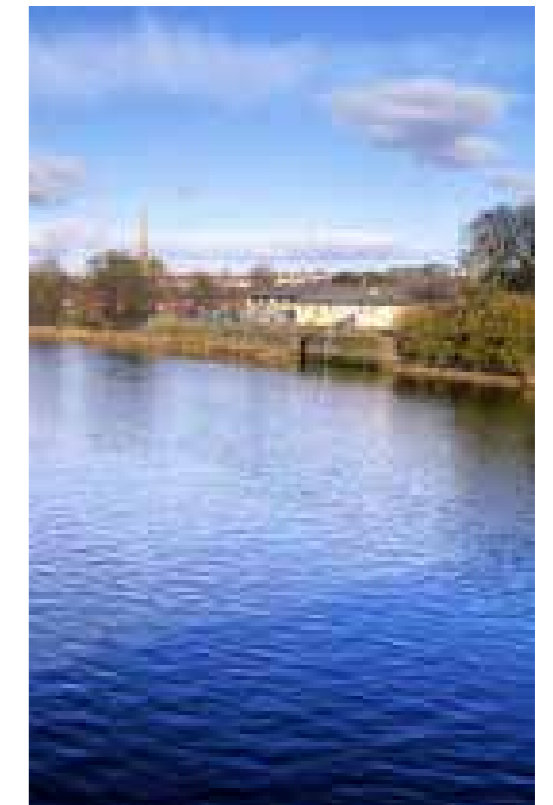
Placemaking principles should be promoted to enhance the character and local distinctiveness of Central Lancashire’s built environment, by encouraging high quality design of new buildings whilst protecting, conserving and enhancing places of architectural value and their distinctive character.

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 SOUTH RIBBLE LOCAL PLAN

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.

Part of Penwortham District Centre is situated in the Rawstone Road Conservation Area, which includes a small area of commercial properties on Liverpool Road and residential properties on part of Rawstone Road and Mornington Road. In addition, St Mary's Conservation Area is situated in northeast Penwortham in a largely residential area around St Mary's Church and Greenbank Road Conservation Area is located Middleforth adjacent to Middleforth Green. Local planning policy relevant to conserving heritage assets within conservation areas is included within the Core Strategy. However, in relation to the design for new development, policy G17 supports the delivery of new development, including both extensions and free standing structures, as long as the scheme does not harm the existing building, neighbouring buildings or the street scene in relation to its design, height, scale, orientation, massing, density, or use of materials. The development's layout, design and landscape must be of a high quality and sympathetic to the character of the site and local area. The significance, character and setting of a heritage asset must not be compromised. Further-

more, the proposal must not have a detrimental impact on landscape features, including mature trees and hedgerows.

A large area of Green Belt surrounds Penwortham. Additionally, there are a number of areas of allocated Green Infrastructure, including Penwortham Golf Course to the north of the town; Liverpool Road Playing Fields and Penwortham Brow to the east of Liverpool Road; the playing fields associated with the local schools; and Middleforth Green Playing Fields. The Local Plan states that any development proposals should seek to protect and enhance the existing Green Infrastructure.

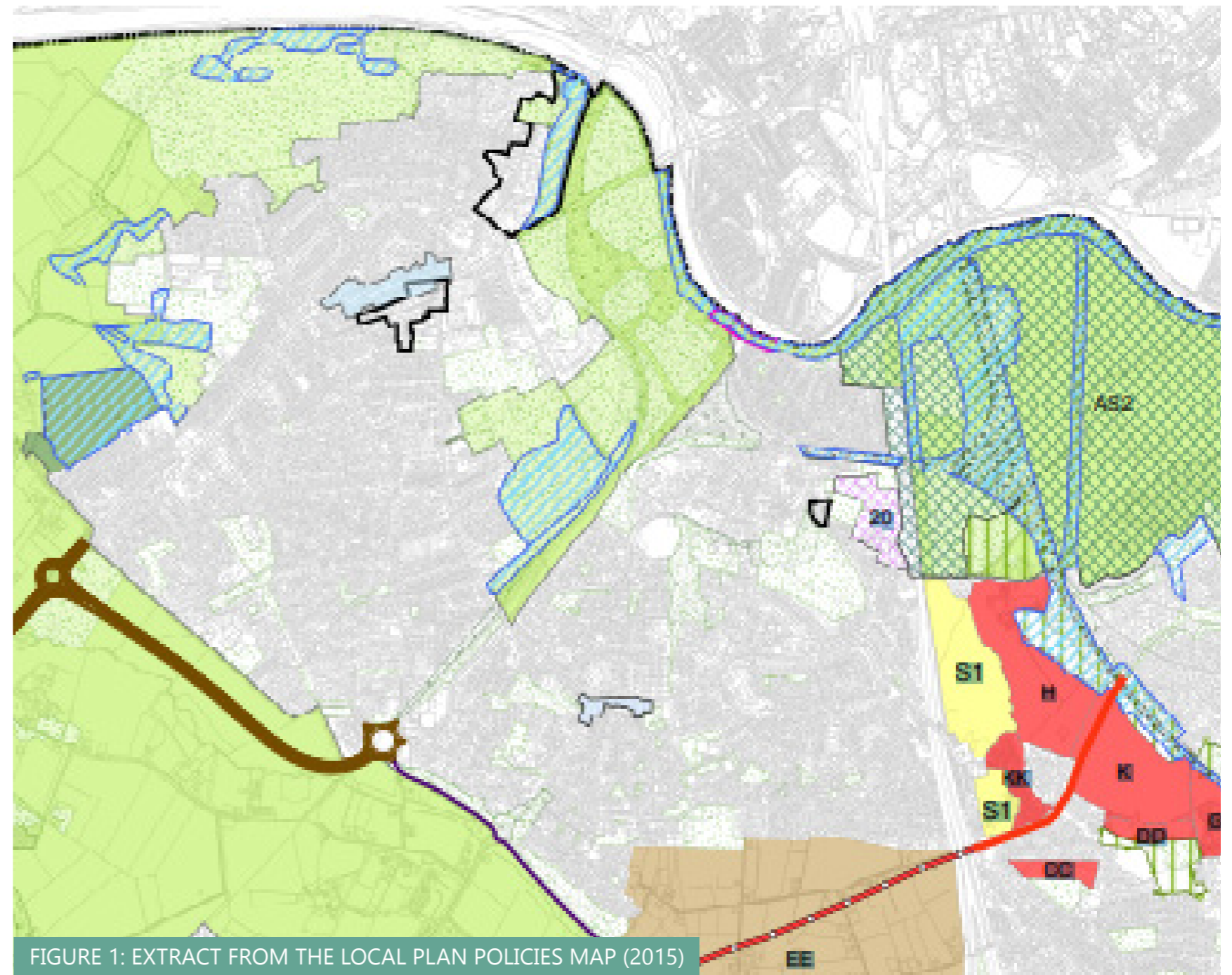


FIGURE 1: EXTRACT FROM THE LOCAL PLAN POLICIES MAP (2015)

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

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The NDP sets out the following objectives:

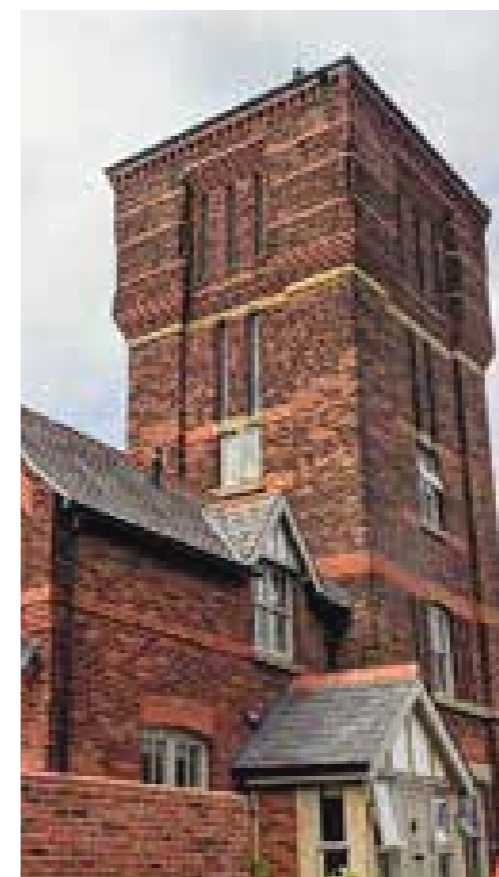
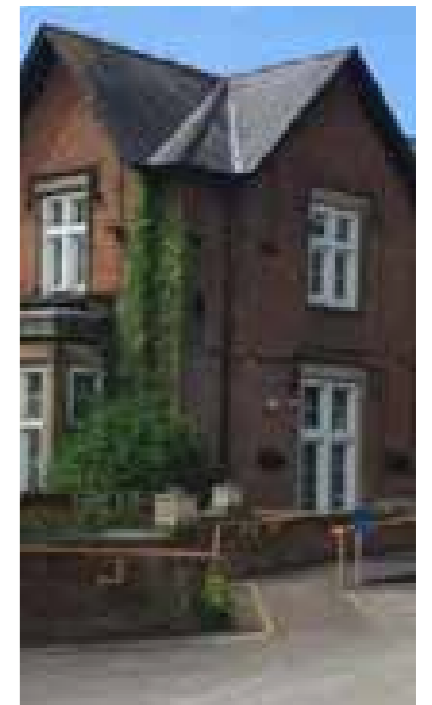
- To encourage a thriving and prosperous community delivering an excellent quality of life.
- To help to promote a thriving and distinctive local economy meeting local employment needs.
- To support measured and appropriate sustainable development to allow all members of the community the opportunity 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.



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:

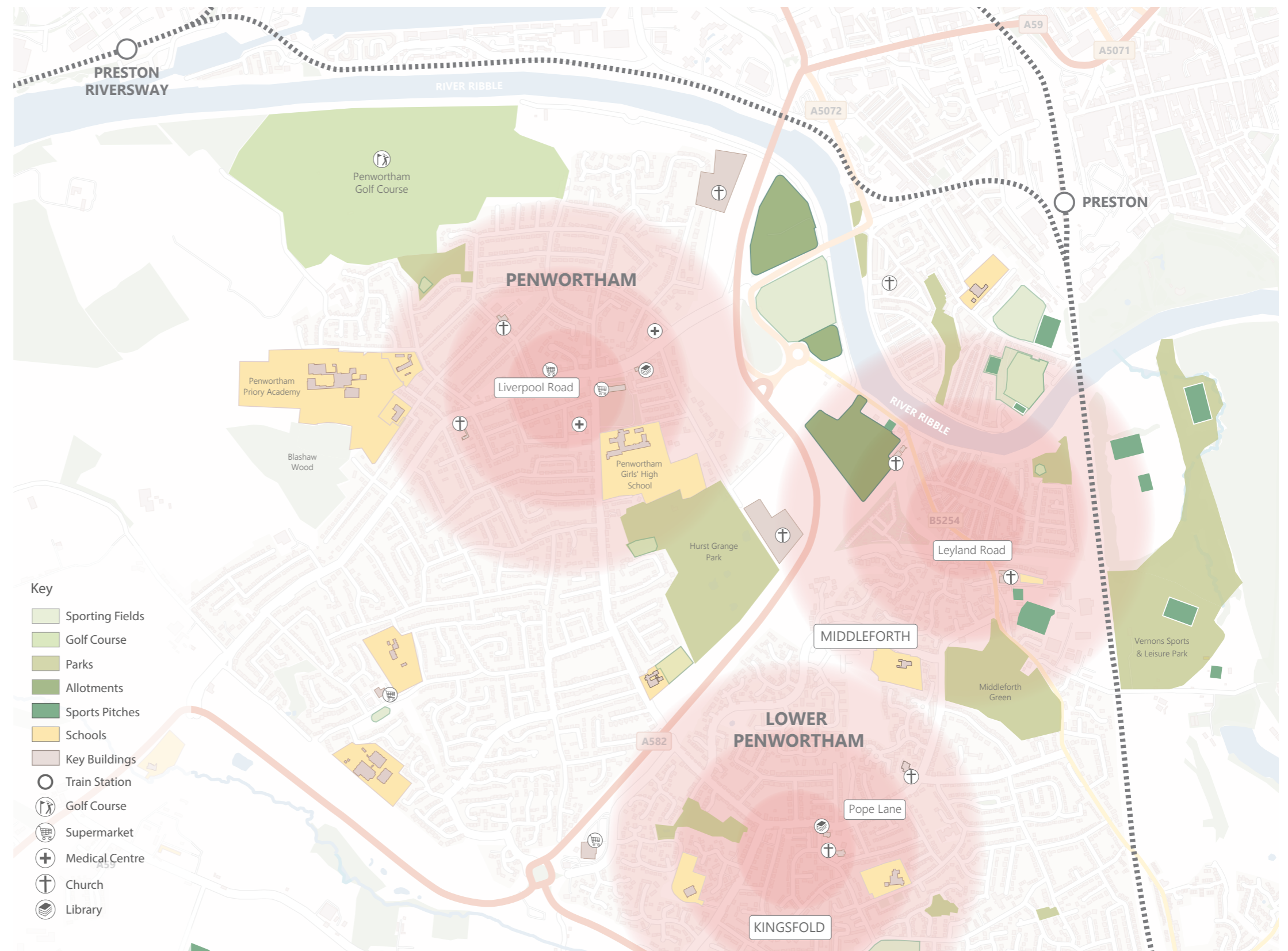
- Hurst Grange Park
- Penwortham Golf Club
- Prory Leisure Centre
- Cop Lane Health Centre

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



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.

