







Figure 6 Illustrative Masterplan



ILLUSTRATIVE MASTERPLAN

Figure 6 presents the illustrative vision for the town and its quarters. Set out below are key changes proposed for each quarter. The rest of the chapter outlines more detailed proposals for each quarter.

Town Quarter Tactics

Blackburn Road

Prioritise the revitalisation of Blackburn Road as the towns 'high street' by investing in the distinctive Market and surrounding space as the heart and unifying hub of the town. Strengthen this role by the relocation of the bus station, refurbishment of historic buildings, public realm investment, introducing new development and supporting local and independent retailing.

Arndale

Redevelop the Arndale Centre as a shopping place with good quality modern retail units and environment, well integrated into surrounding streets. Relocate the bus station to Crawshaw Street to create a transport interchange at the heart of town. Create a more attractive and accessible environment around the Viaduct roundabout.

Cannon Street

To breath new life into the grandest part of town by the restoration and re-use of heritage buildings for residential and leisure uses.

Enhance the heritage character of buildings and streets and spaces through restoration of architectural features, structures and St James Churchyard.

The Grange

To create a new mixed use neighbourhood, retaining and enhancing important employment uses and historic features and introducing new residential and modern workspace development. Create a new park in the heart of the area around Broad Oak Water and provide strong pedestrian, cycle and green routes to the town centre and surrounding areas.

Scaitcliffe

To contribute to the wider regeneration of the Platts Lodge and Woodnook area by creating a strong link to the town centre, reusing and refurbishing historic mill buildings and introducing new mixed uses. Creating an attractive gateway around the relocating station building of a high quality design to enhance the adjacent Conservation Area around Cannon Street. Ensuring new development enhances the biodiversity and heritage value of the area.

Hyndburn Road

This area will continue its role as an important employment and commerical area with a new business hub, to diversify the economy, providing higher value employment and new office space. Blackburn Road, Hyndburn Road and the Viaduct roundabout will be enhanced as key routes and town centre gateways. Hyndburn Lodge will be a focus for environmental improvements opening up this recreational resource for the wider community. Over time the 'big box' retail and leisure sheds could be redeveloped for a mix of uses that provide better integration with the town centre.

Eastgate

Improve the environmental quality of Eastgate by creating more of a boulevard character, with new planting to define the route and screen unsightly buildings, public realm improvements, enhanced pedestrian crossings and in the longer term built development along its frontage. Key gateways to the town at Abbey St, Whalley Road and Burnley Road will be better defined and create attractive arrival points to the town centre.

The preferred option plan at Figure 7 demonstrates how the masterplan can be progressed and delivered on a project by project basis. This includes development recently completed or under construction. Individual development and environment proposals are indicated.



Preferred Option Plan

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Figure 7 Masterplan



Edge of Town Centre

Many British towns have areas adjacent to the character displaying poor linkages and integration central core which offer significant redevelopment of such areas with the town centre and residential opportunities. In Accrington these areas are to the east of Eastgate and to the north and south of Hyndburn Road. These areas were commonly older residential and industrial areas and railway land.

Many of these former uses have now relocated or disappeared and been replaced by roads, car parks and lower value 'shed type" retail and warehouse uses. The urban form in these areas (known as 'shatter zones') is incoherent and of indeterminate

hinterland.

In the future reintegrating such areas back into the urban fabric should be explored in new development. This will involve development responding to a clear set of streets, strong and active street frontages that create attractive and pedestrian friendly environments as well as high quality arrival points to the town centre.

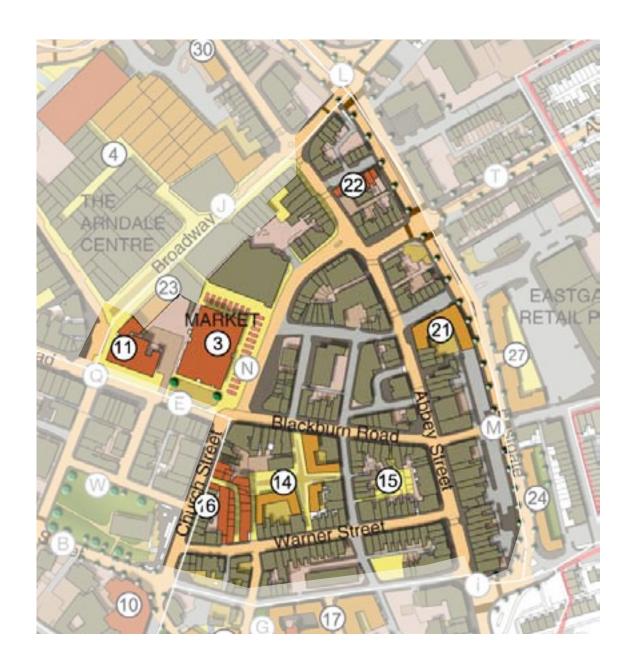




BLACKBURN ROAD QUARTER

The Blackburn Road quarter includes the heart of the town based around the Market Hall. Whilst the Arndale Quarter provides for modern retail and national retailers the Blackburn Road area is the focus for the towns independent and distinctive retail offer. This is anchored by the indoor and outdoor markets and complemented by properties along Blackburn Road, Warner Street and Abbey Street.

Given the importance of Blackburn Road it is not as lively and vibrant as it should be. The masterplan focuses priority on revitalising Blackburn Road as the towns "High Street" and principal shopping and commercial hub.





- (Q) To improve the public realm quality
 of Blackburn Road by either partial •
 pedestrianisation or using the principles of
 shared surfaces to ensure vehicular speeds
 are low and pedestrians are prioritised.
- (11) Create a more prominent and better quality
 heart of the town by refurbishing the Town Hall
- (3) Refurbish the Market Hall and introduce new uses. Enhance the Market Pavillions by new canopies, stall layouts and public realm
- (E) Improve the space in front of the Town Hall and Market Hall to create a unifying Market Place and focus for activity, events and gatherings
- (N) Development of a new Market Square (following relocation of bus station) for events, parking and outdoor market along Peel Street.

- (16) Restore the Victorian Arcade and introduce new cafes, restaurants at ground floor and residential in upper floors to create focal point linking Blackburn Road area to Warner Street and the Grange.
- Improve access through and the environment of courtyard spaces such as Bridge Street (14) and Thompson Court (15) and investigate use for new development.
- (22) Refurbishment of retail properties on Water Street
- (21) Redevelopment of Charlie Brown site for new retail/office use or car parking

All the quarters that make up the town share a boundary with Blackburn Road, so if it is easy for people to access Blackburn Road then access to the other quarters of the town will be easier, to the benefit of those businesses and retailers. This includes Warner Street and Abbey Street.

Much of the town's intrinsic character and finest buildings are located along the high street of Blackburn Road. As such it should be a prominent route within the town with easy access for shoppers, visitors and residents. To achieve this will require better access and movement for vehicles and pedestrians and public realm improvements to create a better quality environment and setting for buildings. This will require exploring the merits of opening up or pedestrianising Blackburn Road, and which ever option is proposed, ensuring traffic control through best design practice principles (such as shared surfaces which help to reduce the negative impacts of traffic).

The towns finest assets of the Town Hall, Market Hall and Victorian Arcade need investment in their physical condition as well as finding more sustainable uses and better management and promotion. Part of their rejuventation will rest of improving the environment and setting around them as well as ensuring access for pedestrians and parking for shoppers.

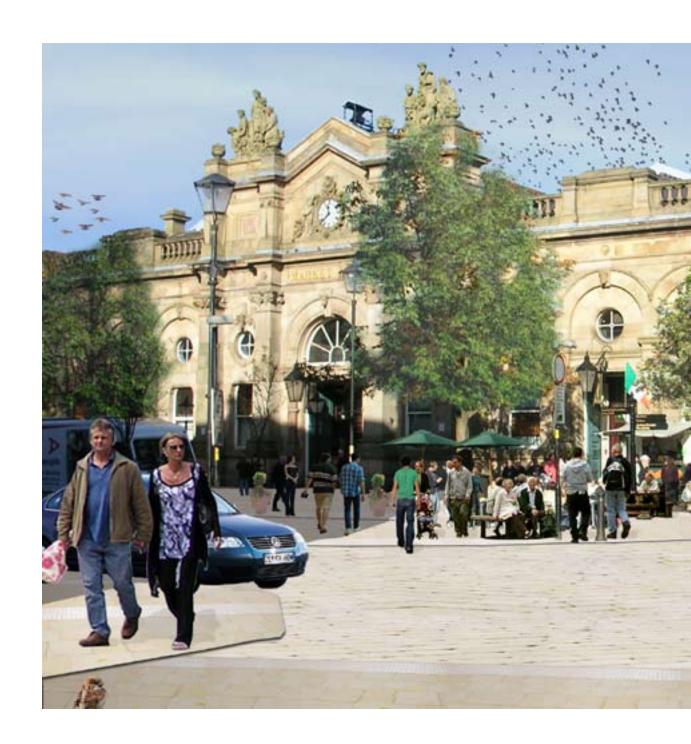


Market

The Market as a key destination and landmark building provides a unifying role at the heart of pedestrian circuits around the town linking individual quarters together. Strengthening these pedestrian circuits will require improving the activity and quality of buildings fronting these routes and creating a high quality and consistent streetscape. This will assist in the 'readibility' of the town.

Both the indoor market and outdoor market need investment to secure their sustainability. The indoor market requires investment in the structure and fittings as well as the conversion of the upper floor spaces. This could include a new cafe and managed workspace units. The Market Hall is set to receive £1.6 million of funding from the Local Enterprise Growth Initiative. The outdoor market could be improved to provide a more effective and attractive layout and design that would increase the popularity and trading of the market. This should be based around

- creating a more active and animated frontage to the outdoor market
- creating a more traditional market character
- opening up the attractive Market Hall elevation
- reconfiguring stall layouts to support better trading
- improving the public realm around the market once the bus station has relocated, creating a flexible and attractive setting for Market activities







Indicative image of how the Market Place could look in the future

The current market pavilions structure is not entirely sympathetic to the Market Hall elevation. A lighter canopy structure could be installed with traditional market stripes to provide a more attractive and sensitive design which would enhance the character of this part of town.

In addition the shape and size of the current stalls could be improved to assist trading along with the clustering of particular goods such as fish, fruit and vegetables. The popularity of such stalls requires their positioning at the entrance of the market to animate the street and attract people in.

An effort to establish more local produce stalls and a farmers market on a monthly basis, together with more themed events (plants, books, antiques etc) would bring new and more people into the town and widen the market's appeal. Public realm improvements around the market should encourage people to linger



Traffic is controlled so pedestrians dominate over the car.

by the provision of attractive streetscape materials, planting, seating and lighting. The space would also offer an opportunity for public art to enhance local and cultural identity.



Skipton's high street is a generous and flexible space that adapts to uses throughout the week



Stalls selling food attract the most customers and are in prominent locations

Skipton in North Yorkshire exemplifies a successful historic market town. At the heart of this success is a very popular market. The market is spread along the length of its high street which is kept open to traffic, where its activity spills out onto the street creating much animation and interest. On non-market days the space for stalls is used for on street parking, supporting the businesses and shops along the high street.



The English Market, Cork, a covered food market with a popular cafe upstairs, is a Cork institution.



Bolton Market with cafe on mezzanine floor

Town Hall

The greater use of the town hall and creating an attraction in its own right would resonate with the importance and interest of the building which was originally erected in memorial to the former British Prime Minister Sir Robert Peel, whose family were once one of the largest landowners and employers in Accrington. A new museum, interpretation or exhibition space could be established in the building to celebrate and promote the town's history. For example housing permanant exhibitions of the Accrington Pals, Tiffany Glass and Accrington Stanley and celebrating the towns industrial heritage and pioneers. The building could also be used more intensively for conference use, events and weddings etc.







To left and above, public realm improvements at St Georges Square and Bridgegate, Hebden Bridge which demonstrate good quality consistent materials, and well integrated street furniture, seating and car parking





Good quality shop frontages, Bath



Proposed improvements to Blackburn Road outside the Town Hall, incorporating a 'shared surface'.

Warner and Abbey Street

Some of the specialist retailers in this area attract people from out of town especially for their services and products. This is a strength to be built on.

Like cafes, restaurants and bar uses, specialist and independent retailers benefit to an extent from clustering and mutual marketing. This is an approach the retailers in the Warner Street area have tried to adopt and should be further supported. There is some evidence of uses in the Warner Street area changing from retail with shopfronts to some professional



services. This creates dead frontages and reduces pedestrian flows and trade. It is recommended that this change of use is controlled through the planning change of use system as it threatens to dilute the special character and potential vibrancy of the Warner Street area. In addition relaxed on street parking restrictions should be adopted to support such businesses.

High quality and consistent shop front improvements and public realm improvements to the Abbey and Warner Street area should also be implemented to support the quality of the shopping environment in this area of town and better define the quarter (such as restoration of architectural features and reexposing the cobbled setts). As Warner Street is one of the oldest streets in the town, some expression of public art and streetscape work could be promoted in the area.

Victorian Arcade

The Victorian Arcade is another unique and interesting building in the heart of the town and should be restored to its former glory. It provides quite an intimate and interesting ground floor space which would lend itself to eating and drinking places.



Illustrative image of a refurbished and converted Victorian Arcade generating activity out onto Warner Street and providing a well used route

It also provides an important route from the Blackburn Road area to The Grange and Warner Street. The ground floor units could provide a cluster of cafes and restaurants which could be jointly marketed as a destination in the town. This would also bolster the

attractiveness of Warner Street. These eating places could focus on dishes that used local Lancashire produce and complement the role of the Market where you can buy such produce. Upper floors could be converted to residential uses.

Courtyard Spaces

There are a number of hidden courtyard spaces in the Blackburn Road area. These are currently used for servicing, storage and parking. Some are large enough to be redeveloped into useable spaces and could also provide pedestrian routes connecting streets. These could be redeveloped as a focus for bistros and restaurants with upper residential uses.



Example of town centre restaurant use in historic building in Buxton



Victorian Arcade, Leeds



Georges Yard, Barnsley



Indoor Arcade off Sadler Gate in Derby with active cafe use at entrance to attract people into the space and animate the street



Use of courtyard space for restaurants and cafe use, Old Blacksmiths Yard, Derby



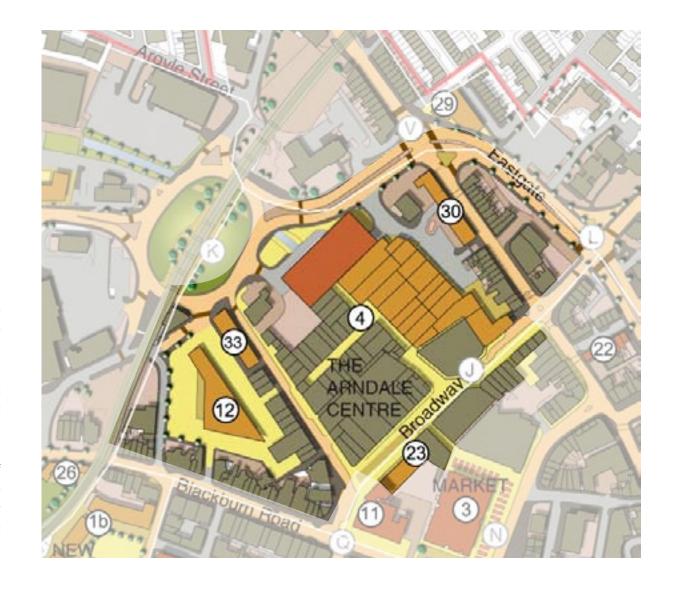


ARNDALE QUARTER

The Arndale Quarter is dominated by the Arndale Shopping Centre, an indoor shopping centre built in the 1980s with a large multi-storey car park.

The centre has a number of design and layout deficiencies which limit its attractiveness to the market and potential occupiers as well as potential customers.

These include the outdated architectural quality of the building, an oversized servicing yard, unattractive frontages and under-sized retail units. The multi-storey car park has a poor quality environment and is also not very user-friendly.





- (12) Relocate the bus station to Crawshaw Street creating a new town centre gateway and new 12 stand bus interchange.
- (33) Redevelopment of former Kwik Save building for new retail development as part of bus station gateway to town and Viaduct Gateway improvements
- (4) Extend and remodel existing retail units by using upper floors and extending floorplates to create larger units and attract major retailers into the town.
- (4) Use the current oversized servicing yard for new retail extensions and a new unit facing Broadway improving this frontage.

- (30) Potential to expand retail development up to Eastgate by removal of poor condition properties on Whalley Road creating new attractive frontage to Eastgate and better impression of the town at a key arrival point.
- (J) Public realm improvements to Broadway to potentially provide partial canopies, increase landscaping and improve seating
- (23) Remove or refurbish 2-16 Broadway and replace with high quality new retail building with larger retail units with an attractive frontage onto Broadway. Address poor quality service yard to rear by screening/redevelopment

In addition to current vacancies the underperformance of the centre is also illustrated by the increasingly low quality offer and vacant properties on streets surrounding the centre. A common theme from the consultation was the lack of fashion retailers in the town centre.

The shopping centre has become outdated and needs comprehensive redevelopment in order to expand and improve the quantity and quality of the retail offer in the town centre. Redevelopment of the Arndale Centre should transform it from a shopping centre to a shopping place. This will need to address the current largely introverted nature of the centre by creating more active frontages and seamless routes into the store from surrounding streets including more attractive 'front covers' to Eastgate and the Viaduct Roundabout which occupy an important gateway to the town. The remodelling of the Centre should create larger trading units with more diversity in terms of architectural style and treatments. This will integrate the centre better with its surroundings strengthening the pedestrian circuit to the rest of the town.

Broadway

Broadway and Union Street as primary town centre shopping streets also need improving. Particular focus should be targeted on the current eyesore buildings of 2-16 Broadway and the former Kwik Save store, the low architectectural quality and design of which undermine the quality of the shopping experience in the prime retail area. Both, given their central location, offer retail redevelopment opportunities.

Despite recent public realm improvements to Broadway it was felt during consultation that the area still needs some shelter through maybe partial canopies, softening through more sensitive landscaping and more comfortable seating areas. It was also recognised that the street is quite wide and would benefit from animation through outdoor events and stalls.





Indicative image of proposed new bus station



Modern mixed use development, Bath



Bus Station

The area behind Union Street, adjacent to Crawshaw Street is currently very underutilised given its location. The site has been assessed as the most appropriate site for the new bus station given its proximity to the heart of the town, the prime retail shopping streets, Blackburn Road and access to the highway network. The integration of this area back into the town centre, specifically the Arndale Shopping Centre, Broadway and Blackburn Road will be essential to ensure ease of movement for bus station users.



Above example of good quality bus interchange at Norwich

Far left. Example of good quality modern retail environment at Boston, Lincolnshire. Left, Complementary uses supermarket next to Farmers Market, Bath







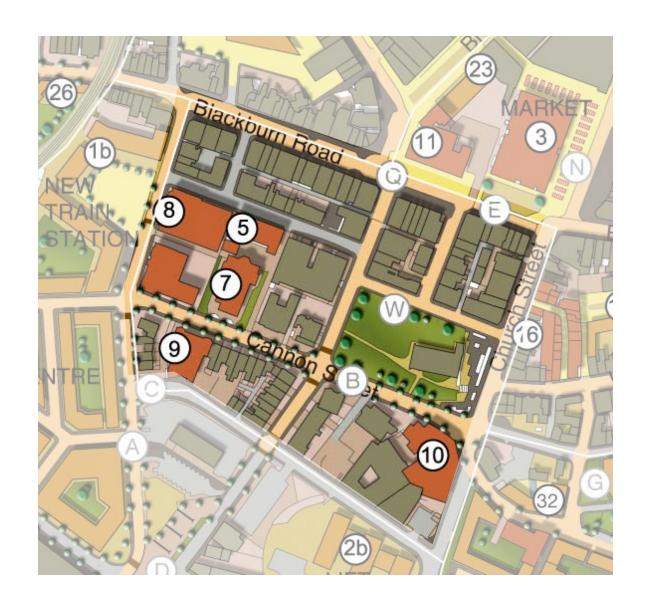


CANNON STREET QUARTER

This area lies within the town centre conservation area but also forms a distinctive character area of its own. It is perceived as the 'grandest' area of town.

Cannon Street shares a number of common features, including a predominant development period, a prevalent original function and a consistent design approach, and as such the area can be considered to have its own identifiable character.

Defined by Willow Street to the north, Eagle Street to the west, Paradise Street to the south and by St James' Street to the east, this characterful area is dominated by major mid to late nineteenth and early twentieth century civic buildings, including Cannon Street Baptist Church,





- (9) Prevent the further deterioration of the Conservative Club by Council intervention and securing the building. Promote this landmark building as a flagship heritage project
- (8) La-de-das: Currently being converted to residential uses
- (7) Baptist Church: Currently being converted to residential uses
- (5) Former Sunday School. Short term Council intervention to secure building and prevent further deterioration. Future restoration and conversion to residential and cafe, restaurant uses
- (W) Create a better quality green space around St James Church to increase its use and enhance its attractiveness.
- (B) Tree planting and street scape improvements to Cannon Street including improved pedestrian crossing at junction with St James Street to support pedestrian movement from the Globe area into town.
- (10) Redevelopment of Barnes Furniture Store for mixed uses to provide landmark corner site

Accrington Conservative Club, the former Eagle Street Liberal Club and Carnegie Public Library, which are supported by a collection of fine residential terraces on St James' Street. The area currently forms the traditional office location for in some cases longestablished local firms, such as solicitors (e.g. Farleys) and accountants (e.g. Mayes). These are clustered on Willow Street, Paradise Street and St James Street. The Council itself has offices on Cannon Street. The area is strategically placed between the town centre and the evolving employment hub around the Globe Centre and the new health centre.

Re-use of heritage buildings

There are a number of vacant and poor condition heritage buildings. These include the Cannon Street Baptist Church, the former Sunday School, La-dedas (former Liberal Club) and the Conservative Club. These properties blight the area and are a focus for fly-tipping and vandalism, exacerbated by the lack of security provided.

Due to its location, character and size of buildings it does lend itself to residential, town centre living. This market is currently being tested by the planned conversions of La-de-das and the Baptist Church for such uses. In the longer term characterful buildings could be converted for high quality cafes and restaurants. The urban grain and village feel to the area and its cohesive but individual character would support these uses. As the working and living population of the quarter increases the critical mass of trade for such commerical activities would be in place.

Given the lack of a good quality hotel in the town it is also proposed that the Conservative Club could be promoted for such a use. Perhaps specifically targeted at business tourism with complementary conference and training facilities. The reuse and refurbishment of the Conservative Club is likely to provide a catalyst for further regeneration in the area, but will require public sector funding to support its regeneration given the evident scale of disrepair.

In the shorter term buildings in disrepair should be targeted for Council intervention and enforcement action. The buildings should be secured to prevent further decline. Given the heritage value of the area it should be targeted for a Townscape Heritage Initiative scheme

The heritage character of buildings can be enhanced through the restoration of architectural features and structures. Insensitive buildings such as the Barnes Furniture Store also negatively impact on the character of the area and should be redeveloped using more appropriate design treatments.

Conversion of heritage building to restaurant use, with public realm improvements, Glasgow



Attractive streetscape linking city centre to green oasis, Winckley Square Preston





Attractive and well used pocket park with railings, pathways and seating areas, Bath

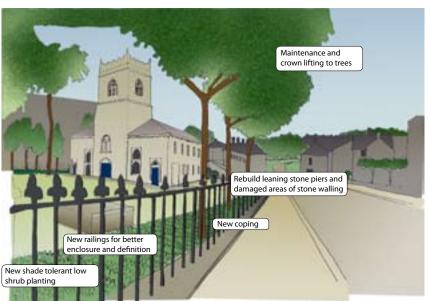


Public Realm and Green Space

In addition, to complement the weath of heritage buildings and features in the area, Cannon Street should be targeted for public realm improvements as the predominant pedestrian link into the town centre.

The green area around St James Church is one of the few in the town centre. The churchyard is currently bounded by low stone walls but the cast iron railings which once surmounted the walls have since been lost and as such the open space seems to 'leak' out into the surrounding streets. Its enhancement as a key town centre green space is proposed.

Below, enhancements to St James Church area

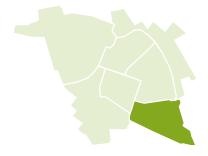






Indicative image of improvements to Cannon Street





THE GRANGE QUARTER

The Grange is located at the southeastern edge of the town centre. To the south is the residential neighbourhood of Christ Church, while the north and west sides adjoin the civic and retail streets of the town centre core. Movement is channelled around the area rather than through it.

At the confluence of two watercourses, the area was the location of the important mediaeval Grange, around which one of the earliest settlement clusters evolved. Echoes of the past remain in the street names – Black Abbey Street acknowledges the founders of the Grange landholdings, the monks of Fountains Abbey in Yorkshire.



- (19) Create new landmark gateway on the Spring Gardens/Manchester Road site for residential use.
- (25 and 6) To restore and refurbish the Magistrates Court (following relocation) and former Fire Station Complex for mixed use development. Potential for new development on existing vehicular depot site.
- (17, 18, 31 and 32) To redevelop the area to the south & north of Grange Lane for a mix of housing, including flats, townhouses & mews.
- (20) Creation of new managed workspace and workshop units
- (H) Create a new park in the heart of the area around Broad Oak Water
- (G) Creation of new pocket park at Cross Street
- (O) Creation of new courtyard public space to contribute to sequence of spaces from Oakhill Park to the town centre
- (P) Public realm improvements at the Toll
 House to contribute to improving town centre
 approach

Although very historic, the Grange mostly falls between central Accrington's two designated conservation areas. Employment in the form of light-industrial workshop uses occupy the south edge. Residential terraces are found on Jacob Street and Wellington Street.

Surface car parking takes up a considerable amount of space around the area, making it one of the predominant land uses. There is a patch of public open space in the centre of the Grange. There are also a number of derelict and underused plots of land.

The 1933 Fire, Police and Magistrates complex by Sir Percy Thomas is amongst the finest architecture in the borough, and provides a memorable strategic gateway feature.



There are some historic industrial buildings that also add interest, as does the sloping, stepped topography that drops down to the water.

Core to the character of the Grange is the open area around the watercourse. Bounded by the winding Grange Lane, traversed by the small river and covered in mature trees, the open heart gives the quality of an ancient village green to the Grange, even though the south of the Grange is made up of old industrial buildings.

The absence of built form with active frontages overlooking the space means this asset is little used and feels incidental. The water is only exposed from its culverts in small lengths.

Derelict and underused space is the main negative aspect of this area and underpins the dominant impression of neglect. This historic area is falling well short of its potential with much land under-used and in poor conidtion.

Example of new courtyard housing and green pocket park



New Uses and Grange Park

Proposals for the area focus on retaining those buildings of townscape and historic value and redeveloping other sites for new uses, predominantly for town centre housing but also for new modern workspace and workshop units. Two major open spaces are proposed along Broad Oak Water and Cross Street to enhance the character of the area and provide for greater use and activity.

The Magistrates Court and Fire Station complex provides the opportunity for a transformational gateway project at the Manchester Road gateway to the town.

The site forms an important focus point from the College into town. The potential to attract students into the town should be maximised by providing high quality cafe and bar type uses in this area. The quality of Grange Lane needs upgrading to provide a high quality link between the towns two conservation areas.

There is potential for some re-location of industrial uses in the area. The feasibility of this, particularly involving those to the south of Grange Lane would need further consultation with the site occupiers.



Creating vibrant town centre water spaces, Hebden Bridge.



Hulme Park, example of hard and soft surfacing



New urban courtyard housing, Temple Quay, Bristol.



Example of new courtyard town housing, Belper





Indicative image of new housing around Grange Park

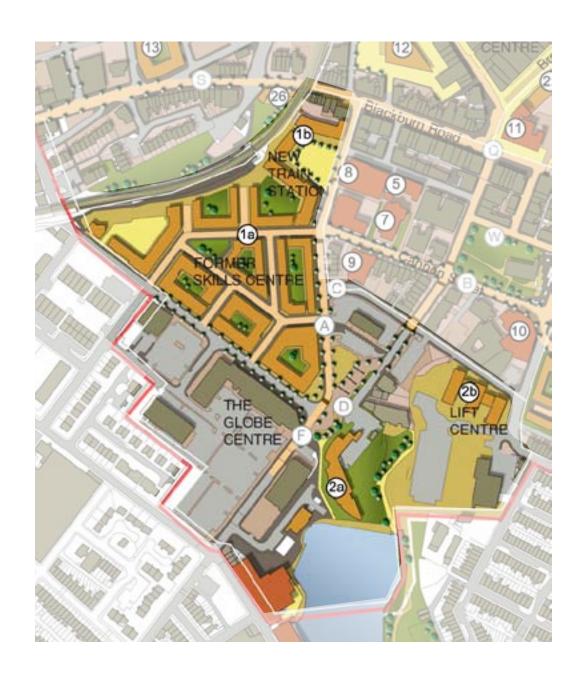




SCAITCLIFFE QUARTER

This area is to the south west of the town centre and is currently an area under transformation with the new Waterside apartments, retail and office development.

A very good quality and distinctive place has been created by the investment in the Hyndburn Greenway, located on the former track bed of the rail line that linked Accrington to Manchester. The area has significant environmental, biodiversity and recreational value.



- (1a) Planning permission for new supermarket
- (1b) Planning permission for New Train Station with new waiting and ticketing facility
- (2a) New apartment block of waterside apartments completed
- (2b) New Health Centre recently opened
- (A) Eagle Street improvements, including tree planting, lighting and streetscape enhancements
- (C) Pedestrian crossing improvements at Paradise Street and Eagle Street junction
- (D) Potential signalisation, resurface cycleway, footway and replace existing crossing with Toucan crossing
- (F) Globe Square. Enhance the space with planting and lighting to define new crossing

It is also adjacent to the Cannon Street conservation area and lies at the interface between the town centre and surrounding neighbourhoods

A supplementary planning document (SPD) has been produced by the Council for the Platts Lodge area, which includes the southern part of the Scaitcliffe Quarter around the lodge This guidance encourages the mixed use regeneration of the area, including its mill buildings, enhancement of the heritage character of the area and the protection of the lodge as a key environmental asset with much wildlife value (designated as a Site of Local Nature/Biological Importance and wildlife corridor).

The Globe

The Globe Centre is an example of a successful refurbishment scheme for largely office and workspace use and is now a significant town centre employer. The potential spending of employees in the building could be more effectively captured in the town centre.

It has a very large car park to the rear which could be put to more effective use for town centre users especially at weekends. The car park is also mostly impenetrable to pedestrians except for one entrance. Some footpaths could be provided through this large site to better integrate the area with its surroundings.

Railway Station

The environmental and built quality around the railway line and station is low with poorly maintained land and property. This creates a poor rail gateway to the town.

The area feels quite intimidating at times with little activity or natural surveillance in the area. Investment is however being targeted at the train station to provide a new ticket and waiting facility to the east of the line closer to the town centre. This should provide for a better quality and safer environment. The opportunity to create a new town centre gateway and public space around the train station should be maximized and successfully integrated with the surrounding area.

Former Skills Centre

The most significant development opportunity site, in the town centre, the former skills site is currently unoccupied and its mostly dead frontage along Eagle Street and Scaitcliffe Street does little to animate this part of town. Planning permission has recently been granted for a new supermarket. Providing a compatible use and strong linkage between the Globe Centre, Scaitcliffe Lodge and town centre will be very important to the area's wider regeneration. The articulation of key elevations should enhance the character of the adjacent conservation area and a positive pedestrian environment and crossings provided.



Eagle Street/Globe Square

Eagle Street is a fast route with the current mini roundabouts providing little positive pedestrian facility or environment. In addition little definition is provided to this route through landscaping. The role of the Globe roundabout in linking Scaitcliffe Lodge, Eagle, Street, Cannon Street and the town centre is important.

To better extend the Hyndburn Greenway into the town new tree planting and landscaping should be promoted along Eagle Street. A new pedestrian crossings is proposed at the Globe roundabout with complementary planting and lighting to better define this important junction and focal point.



Building on the recent investment and high quality environment created around Platts Lodge







Above Globe Roundabout. Below, Eagle St







Well-designed train station, cycle parking and public space, Amsterdam.



Above, Reuse of historic Gibson Mill, Hebden Bridge for visitor uses



Above, Town centre mixed tenure apartment block, Chorlton, Manchester



Below, Well-designed mixed -use town centre food store with residential above and undercroft car parking, Ripponden, West Yorkshire.





HYNDBURN ROAD QUARTER

This area is to the far west of the town centre masterplan area and accommodates the towns peripheral commerical areas, retail parks and part of the Blackburn Road local centre which extends all the way to the Church Gateway. The area comprises Hyndburn Retail Park (home to Asda, Homebase and Aldi) , Accrington Industrial Estate and Hyndburn Lodge to the north of Hyndburn Road.

To the south up to Blackburn Road is a commerical area including Jewsons, ATS Euro Master, Dalton & Co printers, Tommy Blank Tyres and a variety of building, construction, printing and automotive businesses. Many of the businesses also appear to be trading locally with each other and rely on each others services, suggesting a strong local business network.



- (U) Improve the views, access and environment around Hyndburn Lodge and the River Hyndburn.
- (R) Creation of green routes along
 Hyndburn Road and the River Hyndburn
 to improve gateway into town and improve
 linkages to the lodge
- (13) Create new business hub between Ellison Street and Blackburn Road for managed office workspace of a high quality design.
- (K) Enhance the Viaduct Roundabout to create a better gateway environment
- (26) Create new gateway building (office and retail) to Blackburn Road and Paxton Street to mark important arrival point to town centre
- (S) Improving the Blackburn Road Gateway and vista through the bridge by treeplanting, enhancing the public realm, lighting up the bridge

The Viaduct Leisure Park is located to the east of this and includes a cinema, superbowl and McDonalds. The site feels quite isolated and is a focus for antisocial behaviour. The future viability of these uses has been questioned during the consultation. Certainly the built form and design of this important site could be improved to improve the setting of the viaduct and integration with the town centre to provide a mixture of uses such as larger footprint retail and or office/leisure.

This area and Hyndburn Road Retail Park can benefit from redevelopment in a similar approach to that proposed for the Eastgate area, through the wrapping of the big-box style developments by smaller blocks with active frontages until comprehensive development becomes viable.

Business Hub

A study has been commissioned by Hyndburn Borough Council to review the future of the Blackburn Road corridor. This has analysed the needs of local retailing, existing businesses and has identified prospects to introduce new employment into the area to help diversify the economy and provide job opportunities for new and existing residents. The new business hub has been incorporated into the masterplan. The area due to its location would appear to offer further opportunities for higher value employment and new office floorspace. This would require land assembly.

Hyndburn Lodge

Hyndburn Lodge, the previous Hag Bleach Works Reservoir constructed in 1840, is a popular destination for anglers but has limited access for the public. Its boundary with the ASDA site comprises harsh steel palisade fencing and all gates to the waterbody are locked.

Thus this relative oasis of water and green space is out of reach to the local community. The pedestrian route to the lodge from the town centre requires navigating a series of car parks and perimeter walls if Hyndburn Road itself is avoided. A key outcome of the consultation was to improve this important recreational space and better link it to the town centre. Planting to Hyndburn Road and along the route of the River Hyndburn will further strengthen these connections.

Viaduct Roundabout

The Viaduct provides Accrington's most memorable feature and imposing gateway to the town. Improving the viaduct roundabout gateway will include providing better pedestrian crossings, this is particularly important to support the relocation of the bus station facility at Crawshaw Street. In the longer term creating a more positive built frontage would enhance its setting together with improved soft and hard landscaping. A detailed traffic assessment would be required to inform this proposals.

Blackburn Road Gateway

The gateway to the town centre where the railway runs over the road adjacent to Paxton Street is dominated by the bridge feature. However the setting of this distinctive feature is weakened by poor public realm, street clutter and a poor quality building at the junction of Paxton St and Blackburn Road. A key proposal is to improve the condition of properties and streetscape at this important arrival point to the town centre, which should also encourage footfall between Blackburn Road local centre into the town centre



Below a positive pedestrian environment at viaduct at Buxton.

Left, lighting up special features can add to sense of place





Sustainable office building



Right, indicative image of improvements to Hyndburn Lodge area.









EASTGATE QUARTER

The Eastgate area is dominated by the bypass formed by the road itself which effectively cuts off links between the town and its eastern surroundings. Gateways to the town which terminate on Eastgate are not positive and in general channel traffic around the town not into it. It is this barrier effect that the masterplan seeks to address.

This area previously was well integrated with the rest of the town when Abbey Street, an original turnpike road, formed the function of the main route through the town. At this time the street was well lined with frontage commercial buildings and strong and legible junctions were formed at the largely residential streets which intersected Abbey Street.





- (I) New high quality town centre gateway at Abbey Street by reconfiguring the junction and public realm improvements.
- (L) Improve Burnley Road gateway by reopening Burnley Road to vehicular traffic at Whalley Road and simplifying junction.
- (V) Improve gateway at Whalley Road by simplifying junction and creating new better quality frontages.
- (M) Improve the environmental quality of Eastgate by creating a 'boulevard' through new tree planting, better pedestrian crossings and attractive new development creating a stronger frontage to this road.
- (T) Improve the route from the town centre up Avenue Parade to the Coppice by landscaping and better pedestrian crossings.

Following the demolition of a number of buildings to construct Eastgate, the sites flanking this road have been largely developed for large shed type buildings set back from the road with large areas of surface parking. This dead frontage creates weak definition to this main route, lacking animation and activity. Pedestrian linked trips from the retail park are not encouraged by the form of development, highway infrastructure and location of pedestrian crossings.

In addition the backs of many properties have been of exposed along this route, despite some attempt at screening, many in a poor condition. Finally the public realm treatment of the road is quite poor with the design of the road favouring the movement of vehicles rather than pedestrians and cyclists.

These three factors together create a low quality environment, presenting a poor front cover to the town centre and weak walking connections from the surrounding neighbourhoods.

Eastgate Improvements

Before comprehensive redevelopment of the area around Eastgate becomes viable, an active and mixed use frontage could be provided. This could accommodate larger commercial units. The accessibility of this area to the M65 corridor and Manchester Road could make it attractive for modern office space.

The role of Eastgate within the centre of Accrington is proposed to be improved adopting the principles of 'Manual for Streets' and the forthcoming 'High Street Renaissance' DfT document. The following measures are proposed:

- Creation of a 'shared' surface feel to reduce traffic speeds and increase pedestrian permeability, though a small upstand is maintained (about 30mm) between footway and carriageway, in order to assist visually impaired pedestrians.
- Removal of all guard rail
- Removal of central reservation to reduce severance, replacing with low level planting in flower beds, and a cycle parking facility
- Introduce direct crossings on pedestrian desire lines
- Narrowing junction profiles, creating 'gateway' sites, or public realm opportunities
- Reducing carriageway widths where possible and appropriate.
- Creation of some on street parking to serve local amenities.





Above, Direct crossing on pedestrian desire line.



Above, No need for guard rails, Maid Marion Way, Nottingham



Trees to soften visual impact of surface parking



Boulevard treatment for Eastgate by planting along central reservation.













DELIVERING ACCRINGTON

Accrington Town Centre will require a strategic framework for project implementation in order to deliver the proposed Masterplan option. Therefore, co-ordination arrangements need to be put in place to ensure all the key stakeholders come together to provide an appropriate and coherent response to the challenges of regenerating the Town Centre.

The Delivery Strategy will provide a broad framework for bringing together the various stakeholders that need to be involved in delivering the framework.

The establishment of an officer led implementation group acting on behalf of a Town Centre Partnership to assist with the day to day implementation of the strategy is a proposal worth considering.

There are a number of organisations that will be involved in the implementation of the Strategic Framework. Delivery will be led by the public sector partners (for example the Council, NWDA, PLLACE, LEP and others) but also, from the private sector through developers who either own land or buildings, or have competitively won the right to develop

Governance & Resourcing

The role of a Partnership Board would include both overseeing the Town Centre Regeneration programme, as well as managing the delivery of specific elements of the Strategic Framework.

This would be a true multi-agency partnership, and accords with other best practice models for area based regeneration.

Typical representation on the Board would be drawn from public, private, and community stakeholders such as Lancashire County Council, LCDC, HBC, Elevate, Accrington and Rossendale College, Town Centre Business Forum. This would build upon existing forums through re-focussing on new priorities.

Working on behalf of the Partnership Board and ultimately reporting back to it, an officer implementation group is suggested which would be made up of senior representatives of the key stakeholders to bring together appropriate agencies when required.

The Implementation Group would typically have a Project Manager, and would comprise Officers from:

- Planning
- Transportation
- Policy and Programmes
- Finance
- Environmental Management
- Regeneration/Economic Development

It will also liaise with 'other' relevant delivery arrangements for complementary projects to ensure synergy, transparency and co-ordination of any activity taking place in the Town Centre.

In terms of prioritising action and managing resources it would be appropriate to target those investment areas where change is planned in the shorter term first. These would include the Arndale quarter to bring forward and integrate projects in that quarter. This includes the bus station, public realm improvements, the Arndale Centre.

The second priority investment area would include Blackburn Road and projects including the relocation of the bus station, the design competition for Peel Square, the Market Hall refurbishment and LEGI proposals and improvements to Blackburn Road, including the integration of the planned East Lancashire Rapid Transit Route.

Funding

Current Government thinking strongly favours the delivery of public investment through public/private partnerships. It is vital to the delivery of any Strategic Framework that the private sector is engaged and encouraged to bring forward projects utilising public sector investment. The private sector is likely to be more readily responsive to this challenge if the requirements for securing public sector investment make it:

- transparent and painless
- accessible
- responsive
- well managed

Public sector funding which can assist in the regeneration of the Town Centre would be delivered through a number of different agencies which include:

- European Regional Development Funds
- Regional Development Agency Funds
- Hyndburn Borough Council
- Lancashire County Council
- ELEVATE Housing Market Renewal initiative
- Local Economic Growth Initiative
- English Partnerships
- Heritage Lottery Funding
- English Heritage Funds

Each of these funding sources has its own set of criteria for investment, different application and approval processes and time scales. Consequently, obtaining such funds is often perceived by the private sector as rather daunting and difficult to achieve.

A short term action to begin the delivery process would be to develop funding applications through 2 separate but interlinked channels – the PLLACE/RDA Initiative, and the Heritage Lottery funded THI programme:

- PLLACE the core team have approved the Business Plan for 2008/9 and it is proposed to submit an Application for funding based on the financial information and timetable in the Masterplan report, and discussion with the Council and PLLACE Core Team
- North West Development Agency Sub Regional Action Plan
- Northwest European Regional Development Fund Programme
- Townscape Heritage Initiative A conservation area management plan has already been produced as part of the Masterplan document which could be used as the basis for discussion with the Heritage Lottery Fund to consider a bid for the Warner Street/Cannon Street area.

IMPLEMENTATION PLAN

The details of individual projects are outlined below in Figure 9

Development Project/Planning Status	Description of existing proposals and recommendations	Quarter
1a. Former Skills Centre	Apprroved planning application on large part of the site for Tesco superstore.	Scaitcliffe
1b. Train Station	New waiting area and ticket facilities. Planning permission	
2a. Scaitcliffe Lodge	Under construction new 6 storey building 45 flats, retail unit, café and office unit.	
2b New Health Centre	Recently opened	
3. Market Hall	LEGI funded initiative to refurbish the market hall with new mezzanine floor and new business incubator units on the upper floor	
4. Arndale	To redevelop the Arndale centre to integrate into the town centre and provide a better gateway into the town.	
5. Former Sunday School (Opium nightclub, Cannon Street	Secure building to prevent further deterioration. Reuse and refurbishment of building for residential, café /restaurant use	
6. Fire Station	Refurbishment and conversion to residential, restaurant and leisure uses	The Grange
7. Baptist Church	Planning permission for conversion to 16 flats	Cannon Street
8. La-de-das	Planning permission for conversion to 40 flats	Cannon Street
9. Conservative Club	Secure building to prevent further deterioration. Refurbishment and conversion to hotel, conference, restaurant, residential uses	Cannon Street
10. Barnes Furniture Store	Redevelopment of gateway site for new retail/mixed use/leisure	
11. Town Hall	Refurbishment for interpretation/local history centre, tourist information, café, weddings/conferences etc	Blackburn Road
12. Crawshaw St Bus Station	New bus station. Provision of 12 bays, including the removal of shops on Union Street providing better integration of bus station with the Arndale and Blackburn Road.	
13 Blackburn Road Business Hub	Creation of new office/business cluster	Hyndburn Road
14. Bridge Street	Redevelopment of area for retail and cafes/bars to create link from Blackburn Road, Bridge Street to Warner Street, create courtyard space, link to Victorian Arcade	
15. Thompson Court	Create courtyard space and surrounding active uses	Blackburn Road
16. Victorian Arcade	Refurbishment for retail and café/restaurants, potential link through with Bridge street	
17. Oak Street	Redevelopment of parking area for residential/live work units/managed workspace/craft workshops	The Grange
18. Broad Oak	Redevelopment of land to east and west of Jacob Street for residential	
19. Spring Gardens	Planning permission for residential	
20. Jacob Street	Redevelopment of site for residential as part of the Grange proposals	
21. Charlie Browns	Redevelopment of Charlie Brown block for mixed/retail uses or parking area	Blackburn Road
22. Water Street	Refurbishment of block for mixed/retail uses	Eastgate
23. 2-16 Broadway	Redevelopment of 2-16 Broadway for new retail block and square to link Broadway to Market and Blackburn Road.	Arndale
24. Barnes Street	To develop the existing parking area for new commercial development to provide a strong edge and attractive frontage to Eastgate	Eastgate
25. Wellington Street/Grange Lane	Redevelopment of vehicle depot site to provide new residential development and define link between Grange Lane to Oakhill Park and town centre.	
26. Paxton Street	Redevelopment of low quality one storey corner block at junction with Blackburn Road for new gateway development retail and office	Hyndburn Road
27. Stanley Street	Development of new office/retail block with larger floorplates and to define the edge and improve the frontage to Eastgate	Eastgate
28. Hyndburn Road/Viaduct Gateway	New mixed use development as part of viaduct gateway improvement	Hyndburn Road
29. Derby Street	New mixed use development as part of Whalley Road gateway improvement	Eastgate
30. Whalley Road	New mixed use development as part of Whalley Road gateway improvement	Eastgate

31. Grange Lane	Redevelopment of area to south of Grange Lane for new green quarter, mixed use, housing, live/work	The Grange
32. Cross Street	New residential block within the Grange area	
33. Union Street	New gateway retail block following demolition of former Kwik Save store	
Environmental Improvements		
A. Eagle Street	Tree planting/paving improvements/lighting	Scaitcliffe
B. Cannon Street	Tree planting/paving improvements/lighting and pedestrian crossing improvements at junction with St James Street and junction of Paradise Street and St James Street	
C. Paradise/Eagle St junction	Pedestrian crossing improvements	
D. Scaitclife/Ormerod junction	Potential signalization, resurface cycleway/footway, replace existing crossing with Toucan crossing	Scaitcliffe
E. Market Square	Create new civic space "heart of the town" outside Market Hall and Town Hall to create improved setting for these "set piece" buildings and gathering space for local people and visitors with quality street surfacing, lighting and low level planting etc. Create flexible space for market days, events and performances	
F. Globe Square	Enhance the space with planting and lighting to define as public place	Scaitcliffe
G. Cross Street	New pocket park	The Grange
H. Grange Park	To unlock the potential of Broad Oak Water and enhance green corridors, create a new park/green oasis to act as flexible space for outdoor events in the summer.	
I. Abbey Gateway	Key Gateway Improvement to town centre: Junction realignment to improve town centre gateway, remove traffic islands, direct pedestrian crossings, low level landscaping, through traffic still signed via Eastgate. Prominent and attractive signage to town centre	
J. Broadway Canopy	Partial canopies over Broadway to provide shelter and more enclosed shopping area.	Arndale
K. Viaduct Park	Enhanced town centre gateway. New public realm and improved pedestrian crossings and routes to town centre and bus station	Hyndburn Road
L. Burnley Road	Key Gateway Improvement: junction realignment, creation of shared surface to reduce traffic speeds and increase pedestrian permeability, removal of guard rail and central reservation, introduce direct crossings across desire lines and narrow junction through public realm and potential new development, re-open Burnley Road to Broadway	
M. Eastgate	To define the road as a boulevard and more attractive edge to the town centre through tree planting to screen the "car parking edge" and rear of Abbey Street properties.	
N. Peel Street Square	Following the relocation of the bus station, the creation of a new public square to animate and improve the environment around the Market Hall as part of the "heart of town". Create a flexible and organic space for market stalls, events and performances and also integrate car parking (approximately 30 potential on street parking bays) for market shoppers. Narrow and raise the carriageway to provide a better quality public realm and shared surface and create zebra crossings on pedestrian desire lines	
O. Wellington Square	Create a new courtyard public square adjacent to the fire station complex along Grange Lane to contribute to the sequence of public spaces from Oakhill Park, Christchurch Conservation Area and Grange Lane, Town Centre	
P. Toll House Square	Public realm improvements as part of town gateway, removal of unsympathetic signage	
Q. Blackburn Road	Redefinition and improvement of Blackburn Road as high street to the town. Option 1: This option closes Blackburn Road in front of the Town Hall and Market Hall to through traffic, creating a pedestrianised area. Option 2: Shared surface along Blackburn Road with one way in front of the Town Hall and Market Place	
R. Hyndburn Road	Creation of green routes along Hyndburn Road and the River Hyndburn to improve gateway approach to the town and re-opening the watercourse, improving linkages to the lodge and Milnshaw Park	Hyndburn Road
S. Blackburn Road Gateway	Improved street environment by tree planting, pavement widening and repaving, public art. Improvements to railway bridge gateway, declutter signage/shop front improvements/planting	
T. Avenue Parade	Public realm pedestrian crossing improvements to enhance the link from the town centre to the Coppice and Peel Park as visitor experience	Eastgate
U. Hyndburn Lodge	To enhance activity and access to the lodge for the public, consider jetties for fishing, footpath improvements and lighting, seating areas, landscape enhancements	
V. Whalley Road	Key Gateway Improvement. Junction realignment, creation of shared surface to reduce traffic speeds and increase pedestrian permeability	Eastagte
W. St James Churchyard	Boundary improvements to the churchyard and integration of clear pedestrian footpaths and seating areas	Cannon Street



The Masterplan Team have undertaken an exercise based on an Impact Matrix methodology and produced a programme covering the first 3 years of the programme, which will form the basis of any funding applications. More details are provided in the delivery plan.

Project No	Project	Potential Funding			
		Source	į		
FLAGSHIP PRO	FLAGSHIP PROJECTS				
1a	Skills Centre Site	Private	!		
	Market Hall				
3	Refurbishment	LEGI/HBC	ŀ		
12	Crawshaw St Bus Stn	LTP/S106/HBC	H		
EARLY WINS			╟		
2a	Scaitcliffe Lodge	Private	l		
2b	Health Centre	PCT			
5	La De Da's	Private	ı		
		NWDA/ERDF/			
16	Victorian Arcade	HLF			
19	Spring Gardens	HBC/NWDA/ ERDF			
Α	Eagle Street	S106/HBC			
В	Cannon Street	S106/HBC/ NWDA/ERDF/ HLF			
С	Paradise Street Junction	S106/HBC/ NWDA/ERDF	-		
D	Scaitcliffe/Ormerod Junction	S106/HBC/ NWDA/ERDF			
D	Globe Square	S106/HBC/ NWDA/ERDF			
Р	Toll House	HBC/NWDA/ ERDF			
R	Hyndburn Rd Landscaping	HBC/NWDA/ ERDF			
Т	Avenue Parade	HBC/NWDA/ ERDF			

FRAMEWORK F	ORMERS	,
		HBC/NWDA/
5	Secure Sunday School	ERDF/HLF
	Secure Conservative	HBC/NWDA/
9	Club	ERDF/HLF
		HBC/NWDA/
10	Demolish Barnes Store	ERDF/HLF
1b	Planning - Train Station	LCC/LTP/S106
15	Thompson Court	HBC/NWDA
	Townscape Heritage	
N/A	Initiative Bid	THI
N/A	PLLACE Bid	HBC/NWDA
16 and 14	Brief for Arcade	HBC/NWDA
	Brief for Magistrates	
6, 25 and Q	Complex	HBC/NWDA
I	Brief for Abbey Street	HBC/NWDA
10, 17, 18, 19,		
20, 31, 32, G		
and H	Brief for Grange	HBC/NWDA
11	Brief for Town Hall	HBC/NWDA
	Brief for B/burn Rd	
13, 26 and S	Gateway	HBC/NWDA
	Brief for Viaduct	
K, 33, 12 and 4	Gateway	HBC/NWDA
24, 21, 27, 29,		
30 and M	Brief for Eastgate	HBC/NWDA
	Design Competition	HBC/NWDA/
N	Peel Square	Elevate

Figure 10 Project Impact & Phasing



Planning Strategy

implementation of the Strategic Framework. To achieve successful implementation and delivery the Framework will require:

- Formal and informal 'buy in' to the Framework by the Council, and partners
- Of equal importance is the 'buy in' of staff in organisations who will be responsible for implementing the Framework and delivering the vision.
- Incorporation of key elements of the Strategic Framework in the statutory planning process to give weight to the proposals both in the determination of planning applications and any subsequent CPO action.

Hyndburn's Local Plan was adopted in 1996 and sets out land use policies for the area to 2006. Local Plan policies have been saved until progress is made with the local development framework. This will be made up of a series of documents covering different aspects of development in the borough. Until the Framework is in place in 2008, the policies in the Local Plan remain in force.

Work is currently underway on the Core Strategy Development Plan Document which sets out a range of options including a preferred option for how the Borough will develop over the next 15

The statutory planning process is a key tool in the years. Consultation on this document is planned for Summer 2008. This is based on the issues and options consultation held in Summer 2006.

> The masterplan currently does not have any statutory weight in the planning system and could only be used as a material planning consideration in the determination of any future planning applications. To give the masterplan statutory status it needs to form part of the Council's Local Development Framework (LDF). The Council believes the best way of taking this forward is the production of an Area Action Plan (AAP) which will form a Development Plan Document (DPP) in the LDF. The AAP features within the Local

Development Scheme (adopted March 2007) and the key dates for taking this forward are set out in the table below at Figure 11.

Where needed, the Council will require site specific development briefs to be produced to add to the policies of the Town Centre AAP. Planning applications will need to be accompanied by carefully explained design statements. These will need to explain how the scheme has evolved to respond sensitively and with quality and innovation both to the site and in the wider area. On all key sites the Council will seek the views of the Regional Design Panel or other expert external

Key Date	Stage	Revised Date
Dec 2007	Evidence gathering including	This has been completed
	consultation on issues	
June 2008	Consultation on preferred	Oct/Nov 08
	options	
October 2008	Consideration of	Nov/Dec
	representations	
Feb 2009	Submission to SoS and 6	No Change
	week public consultation	
July 2009	Public Consultation	No Change
August 2009	Pre-Examination Meeting	No Change
Oct 2009	Examination target date	No Change
April 2009	Inspectors Report	No Change
June 2010	Adoption	No Change

Figure 11 Area Action Plan Programme

