

Lutterworth Town Centre Regeneration Project  
Vision and Masterplan Study

# Vision and Masterplan

August 2006

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## Vision for Lutterworth Town Centre

Lutterworth Town Centre will be a place of **choice** and **quality**. It will provide for local needs, but beyond this, offer a good range of **specialist shops and services**, providing something different to nearby centres and within an attractive and pleasant environment reflective of its history and place. There will be a good range of places to **eat and drink**. Traffic will be calmed and the town centre made more **pedestrian friendly**. The town will develop its positive image as a quintessentially English market town. Local businesses will enjoy the **benefits** of the improvements and **local people** will enjoy using their town centre much more.





# Foreword

A lot has happened over the last year since the idea of developing a Vision and Masterplan to help regenerate Lutterworth Town Centre was first proposed. We have been fortunate to be working with such a committed and creative consultancy team as that at Taylor Young, GVA Grimley & Faber Maunsell. They have come to know Lutterworth: its heritage, its issues and its potential, as well as many people who have lived here for years. We believe that the proposals contained in this Vision & Masterplan hold out the prospect of transforming the centre of Lutterworth and making it a thriving market town, in which we can all be happy to live, work & socialise. What has been particularly encouraging has been the level of public interest shown in the proposals and the strong support for many of the central ideas.

The hard part of turning the vision into reality now begins and its success will depend crucially on the ability of our various local authorities and community organisations to work positively & collaboratively on this joint enterprise. On the evidence of this last year the signs are good and whilst there is much hard work ahead, this can only mean that the prospects for Lutterworth are bright.

I hope that we can continue to work together to implement the vision.

**John Turner – Chairman, Lutterworth Improvement Partnership**  
On behalf of the Town Centre Regeneration Steering Group.



# Preface

On first impression, you might think that the Vision and Masterplan is principally about improving the look and environment of the town centre and, to an extent, you would be right. More than this though, the plan is fundamentally concerned with enhancing the economic prospects of the town. This will involve supporting existing and new businesses and the vitality and viability of the town centre.

To achieve greater vitality and viability it will be important to create a better town centre where people feel safe and where the environment is of a high quality. Improved streets and spaces can support greater footfall which can potentially translate into greater spend within the town centre. There is then a powerful relationship between a quality town centre environment and the future economic success of the town. This concept is vital.

The plan includes a great many ideas and potential projects which can individually and together make the difference for Lutterworth. Many of these ideas are not new and many of them are likely to seem like common sense. Improving Church Street as a key shopping street and providing more space for shoppers and pedestrians is a simple idea which can make a major difference to people's enjoyment of that street.

There are, though, some new and challenging ideas about how to improve the town centre. Change is often challenging, particularly in smaller towns like Lutterworth where any new development can have a profound change of the look of the town. Quality of new development will need to be of the highest order. Where quality can be assured we are confident that the ideas will make a positive contribution to the town centre.

Right from the start of our work it was clear that Lutterworth has major potential and a very strong starting point in terms of regeneration. In truth the hard work starts once the Masterplan is completed, and now there is much to be done. Many of the ideas will rely on local developers and landowners, because the public sector cannot do everything. Partnership working by all stakeholders will be important.

Finally, our team would like to thank all those people who have contributed to the Masterplan and consultation. We would like to wish all involved in the regeneration of Lutterworth Town Centre every success in the future as you strive to improve the town and implement the Plan.

**Andrew Clarke – Associate, Taylor Young**

On behalf of the Consultant team (Taylor Young, GVA Grimley  
and Faber Maunsell)



# Introduction 1

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# 1 Introduction

1.1 A consultant team comprising Taylor Young, GVA Grimley and Faber Maunsell was appointed in December 2005 by Harborough District Council to prepare an integrated Vision and Masterplan for Lutterworth Town Centre. The project has been managed by a Steering Group, which includes representatives of Lutterworth Improvement Partnership; Lutterworth Chamber of Trade & Commerce; Lutterworth Town Council; Harborough District Council; and Leicestershire County Council.

1.2 This is the final report of the study and constitutes the Vision and Masterplan for Lutterworth Town Centre. A Baseline Report and an Options and Consultation Report preceded and underpin this final report.

1.3 The work provides what we believe to be a feasible, affordable and integrated Vision and Masterplan for Lutterworth Town Centre. The plan is challenging and ambitious and it sets an exciting new agenda for the town centre. Proposals have been endorsed through consultation, with projects well supported by key stakeholders, local residents and businesses.

1.4 After the general introduction in this section, Section 2 summarises the findings of the Baseline and Options and Consultation reports. Section 3 sets out the strategy approach for the Masterplan. Section 4 details the final Masterplan projects and Section 5 explains the delivery strategy for those projects.

## The Purpose of the Vision and Masterplan

1.5 The Vision and Masterplan sets a clear framework for the improvement of Lutterworth Town Centre over the next 10-15 years. It serves a number of purposes including:

- Identifying the latent regeneration opportunities within the town centre, recognising limited land and development potential.
- Establishing how the town centre shopping experience and environment could be improved to support local businesses.
- Positioning the town centre's strategic traffic problems at the heart of the improvement agenda to help make the case for a real solution in the medium to long term.
- Making practical recommendations for how the impact of traffic in the town centre can be mitigated in the short and medium term.
- Informing planning policies in the emerging Local Development Framework for Harborough District and informing planning decisions.
- Establishing a strategy and focus for the town centre, identifying how it could develop its role and offer to sustain its economic future.
- Setting out a menu of specific regeneration projects.
- Providing a basis for securing funding for town centre improvements from the public sector and attracting appropriate investment in the town centre from the private sector.
- Supporting existing businesses through action on all the above.
- Raising confidence and giving assurance that a long term plan is in place.

1.6 Making a start on projects now is an important recommendation of the report and, whilst the plan looks to the long term, it is clear that early action to win the hearts and minds of local people will be essential.

1.7 The study area is the 'town centre' of Lutterworth, illustrated opposite. The boundary is indicative only; whilst it includes the town centre shopping and business areas, areas and issues outside this boundary may also have relevance to the study.



*The Masterplan study area*





# The Need for Action **2**

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## 2 The Need for Action

2.1 The preparation of a Vision and Masterplan for Lutterworth Town Centre has provided a unique opportunity to consider its future. This Masterplan sets out what we believe are good ideas that can help to improve the town. Good ideas are not, however, limited to a masterplan. Everyone with an interest in the town is challenged to respond to this Masterplan either by helping to implement the ideas in this report, or by coming up with other constructive ideas for improving the town and acting on them.

2.2 Whilst there is a clear mandate for action within the town centre, it is striking that Lutterworth is not a failing place. Despite horrendous traffic problems, the town centre is not in imminent threat of terminal decline. People and the place endure, but the town centre carries on underachieving. The town centre's vitality and viability continue to be undermined by an environment which holds back the true potential of the place.

2.3 In the longer term the health of the town centre cannot be assured and remedial action is needed now to halt and reverse decline. The challenge for the Masterplan is to identify a strategic direction and coordinated interventions, which together act to 'set the town centre free' and enable it to become all that it could be.

2.4 Fundamental to this ambition, is addressing the traffic issue. Allied to this is the economic case for the town centre. What should the town's focus be? What is its role and purpose in a modern context and how can it become a more successful place? Linked in to both the traffic issue and economic case is the place-making agenda, which considers how the environment in the town centre can be improved.

2.5 The baseline work established a number of masterplanning issues in relation to traffic, economy and place-making, as summarised on the following page. Integral to this is the concept that the traffic, the economy and the environment are inherently linked and that to achieve maximum impact, the traffic issue needs to be tackled directly in one shape or form. Notwithstanding this, it is vital that the Masterplan does not hang on delivering long term projects that cannot be assured, so proposals need to provide a staged approach to projects and initiatives.

## Strategic Objectives

### ECONOMY

1. Bring new investment into the town centre, particularly more and better shops.
2. Support existing businesses and encourage new businesses, strengthening the traditional heart of the town centre.
3. Help create a stronger brand identity and unique selling points.
4. Attract people from Lutterworth to visit the town more often.
5. Help secure regeneration funding for town centre improvement projects.

### ENVIRONMENT

11. Make the town centre environment a place for people, not dominated by cars and parking.
12. Improve the traditional character of the town centre, focusing on High Street, Market Street, Church Street and Market Place.
13. Make the best of the town's heritage buildings and built environment.
14. Bring more 'green' into the town centre, such as floral displays and at gateways.
15. Improve the streetscape and open spaces in the town centre.

### ACTIVITIES AND USES

6. Develop high quality specialist and independent shops and services in the traditional town centre.
7. Promote ground floor uses in the town centre to be mainly shops, cafes/ restaurants.
8. Strengthen and improve the quality and management of the market.
9. Promote high quality and more diverse evening uses which can have a broad appeal and attract people to the town at night.
10. Make new space for community uses in the heart of the town centre to provide a focal point for public uses.

### TRANSPORT AND ACCESS

16. Reduce traffic impact in the heart of the town centre, especially from HGVs.
17. Improve the quality of signage in the town centre to make it easier to find the way around.
18. Improve walking and cycling links to and within the town centre.
19. Make the town accessible throughout for people with disabilities.
20. Improve the quality of car parks and links to the car parks.
21. Improve connectivity between key attractions in the town centre.



# Strategy Response 3

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### 3 Strategy Response

3.1 Visions can sound somewhat nebulous in isolation. The remainder of this section sets out strategy behind the Vision, which focuses on three important linked issues:

- **Economic Strategy**
- **Place Making Strategy**
- **Traffic / Access Strategy**

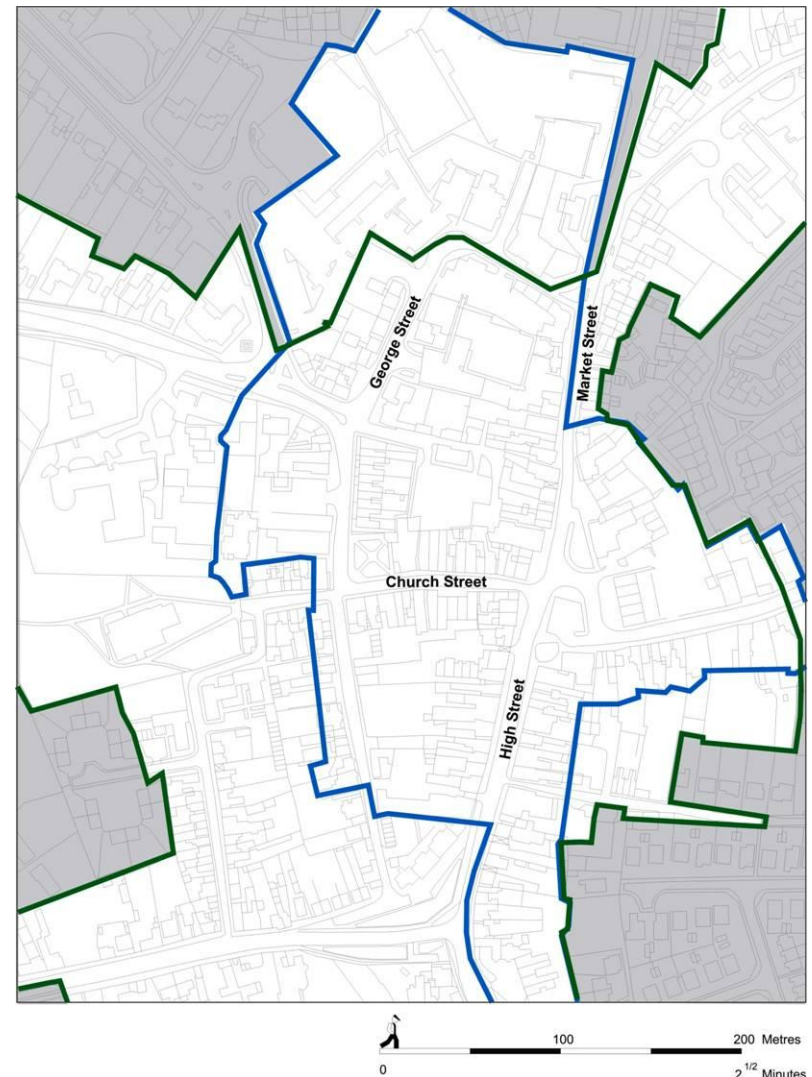
3.2 The strategy response to each of these issues is detailed in this chapter. It is very much focused on townscape, heritage, shopping and business. As such, it is considered that the Conservation Area and the Shopping and Business Area are two very important local planning policy designations. The plan opposite illustrates their boundaries.

3.3 At the end of this section the three issues of economy, place making and traffic/ access are drawn together on a plan to illustrate their spatial context and the concept for the Masterplan.

3.4 It is worth keeping in mind, that the Masterplan is not an end or solution in itself; it is the town centre's strategic plan and direction. It sets out what could and should be done, and the next steps will be implementing the Masterplan and delivering its strategy. It is vital that all partners and stakeholders in the town are committed to delivering the Vision and Masterplan.

#### Local Plan Designations

- Shopping and Business Area
- Lutterworth Conservation Area



## Economic Strategy

3.5 The Masterplan must support the economic prosperity of Lutterworth Town Centre to secure its sustained vitality and viability. In the face of modern threats and reflecting latent opportunities, the plan should position the town for new development and investment, and support existing businesses. This section describes our view of what the economic future of the town should focus on.

### ***Supporting Existing Businesses***

3.6 There are a number of businesses in the town centre, some of which have been trading for a long time, and others that are relatively new. Although there are few vacant units, it appears that some shops and services are struggling to stay open in the face of high rents and lack of custom. The impact of traffic on the shopping environment and the domination of certain types of shops and services make the town less attractive to customers.

3.7 Businesses need to be supported in a sustainable way. One off payments, such as grants or rent subsidies, will not improve the conditions for trade, and therefore will not resolve the issue in the long term. Instead, the quality and appeal of the town centre need to be improved to make it a better place to shop and spend time. Restriction of traffic, improved parking areas and crossing points would make the town centre more attractive to people using the shops. This would enable free and safer movement around the shops, with more space and more attractive surroundings.

3.8 With an improved environment and strengthened customer appeal, new investment and business will be attracted to the town centre, widening the range of shops and services available. Increased trade for businesses would make relatively high rents on shop units less of a problem.

### ***Positioning the Town Centre's Retail Offer***

3.9 Due to the size and relative location of Lutterworth, it is clear that the town centre will not attract 'large multiple high street retailers', albeit larger convenience stores do feature in the town at present. Accepting that this retail sector will not form part of the town's economic prosperity helps to frame an approach which is more bespoke and specialist and which sees Lutterworth Town Centre as providing a different offer to larger competing centres.

3.10 Lutterworth should focus on developing niche retail markets and high quality specialist and independent shops, which offer a service that typical national 'high street stores' cannot match. This will not only position the town centre as distinct from other centres, but also develop an offer in the historic town centre, which is attractive and different from the large scale convenience stores in the northern part of the town.

3.11 Specialist and independent shops and services can often develop a loyal following and where large numbers of these are located together, these can draw trading strength from each other. Through collective trading strength, diverse small scale businesses, can become a selling point for the town centre and create a special brand identity. Securing a greater critical mass of such uses, will be essential. Measures to support the vitality of existing shops and businesses and to encourage appropriate new shops and businesses to start up in the town centre will be important.

3.12 This independent and specialist approach could embrace high order comparison goods, as well as high quality convenience goods. The two sectors can combine in the independent sector. Uses such as speciality delicatessens, master butchers and wine merchants offer scope to capitalise on the food, eating and drinking aspect of the town. Locally grown farm products, especially organic foods, have seen a rise in

demand in the last few years and could provide another aspect to this offer.

3.13 There is a limited higher order goods offer in the town and developing this sector based on wider improvements in the town centre will be important, albeit expectations for this sector need to be carefully managed. Boutique type uses and the craft retail sector also provide opportunities. A significantly improved environment (and a solution to the traffic problem) would undoubtedly greatly assist the retail sector. Due to competition from highly accessible nearby centres, the size of the town centre, and its ability to attract visitors, this higher quality end of the market may always be limited.

3.14 Some such businesses already exist in the town centre, with several independent and family owned shops committed to success of the town. Many other businesses provide a decent local offer which meets the needs of local people and add to the vitality of the town. The focus on a more distinct and high quality brand is not about gentrifying the town, or fundamentally changing people's retail habits. It is about making Lutterworth Town Centre feature to a greater extent on people's list of where to shop, spend time and visit. For some local people this will mean attracting them to use their town centre for the first time.

### ***'Lifestyle'/ Non-Essential Higher Order Uses***

3.15 Higher order retail uses and the eating and drinking focus, should be complemented by other high quality services, such as hair and beauty salons. These can add another dimension to the boutique market of the town centre. There are already several such uses in the town centre and sustaining this sector will be important in creating a robust and high quality offer.

### ***The Food and Drink Offer and Evening Economy***

3.16 Food and drink provides an important opportunity for the town centre. Lutterworth has a tradition for food, drink and produce, and events such as Feast Week provide local interest and a focal point within the calendar. The town centre already has reasonably good food and drink outlets, but these need to be enhanced to provide more better quality places to eat and drink in the evening, and also in the daytime. These could include 'gastro-pubs', as well as restaurants and bistros. Focusing on eating and drinking is important to ensure the evening economy of the town is inclusive and diverse. This aim could be undermined if one type of use such as a weekend drinking culture dominated.

3.17 Similarly, daytime cafes, which serve good coffee, are important to help reinvent the town from a traditional 'tea and teacake' offer to something more up-to-date which will have a broader appeal. This is not about changing the town altogether, but taking the town's offer to the next level and to entice back people who are using other centres. With measures to calm traffic and enhance the streetscape, pavement cafes could strengthen this sector and help to transform the street scene. Developing this idea, the lunchtime market could provide opportunity for further growth in the town, including business lunches.

3.18 Considering the issue of licensed premises, the town centre seems short of a contemporary 'wine bar' type use, which is sufficiently different in terms of its design, interior and its target market to appeal to a more sophisticated market. Many such 'light and airy' establishments – often with freshly cut flowers and a good choice of wine - are springing up in many small to medium sized market towns, and these help enormously to broaden the appeal of the town centre in the evening. The aim should be to bring a more contemporary and cosmopolitan feel to the town centre. In warmer months, if the street environment is significantly improved, alfresco eating and drinking could be an option in new courtyards and open spaces.



3.19 Developing critical mass in this sector is vital, as is developing the brand identity. This will be based ultimately on the range and quality of the offer, but the businesses themselves may need support in terms of a radically improved public realm and environment. Identifying Feast Week as an important annual event, lifting the quality by working closely with local businesses to offer something people will be interested in and programming events and activities will provide a really unique selling point for the town. Seeing this event as a 'festival of food' and a business opportunity for the town to reach new markets, local and further afield, should help to focus attention on what could be achieved.

3.20 Certainly, businesses should work together as part of this festival to attract new customers. This will link well with regional and county initiatives to promote food and drink and local produce.

3.21 Businesses working together should be a theme for the economic future of the town centre. The philosophy should not be of competition between proprietors for a limited slice of custom, but as a collective group seeking to increase the offer, attracting more people to the town. The concept is that more and better uses will help to 'grow the offer' and attract more people, rather than simply dividing up the existing spend yet further.

3.22 The threat from 'out of town' pub restaurants and other centres needs to be taken seriously if the evening economy is to be sustained, let alone strengthened. The town centre should offer diversity and choice of places to eat which are locally run, authentic and of high quality. Out of town type uses are more standard and mass produced, but their biggest strength is convenience, with a safe environment and plentiful car parking close to hand. These qualities need to be rivalled if the businesses in the town centre are to compete with similar uses elsewhere. Hence support from the public sector to create a safe and attractive environment is vital.

### ***The Cultural and Leisure Market***

3.23 Leisure and cultural uses could further support the evening economy of the town centre. This is a difficult market to deliver in small towns such as Lutterworth, where the trend has been for uses such as cinemas to gravitate to larger centres, or to highly accessible out-of-town locations. There are limited cultural and leisure uses in the town centre at present, and measures to improve this situation should be supported. New attractions are likely to be small scale in nature, but there may well be scope for creating a range of new facilities in a flexible building to include a cinema and performance space. The Wycliffe Rooms appear to be an ideal venue for such uses, having previously been a cinema.

### ***Securing the 'Heart' with an Integrated Community Centre***

3.24 Community uses provide another important sector within the town centre and offer significant scope to develop footfall and vitality in the town. The relocation of the Post Office from High Street to George Street has illustrated the impact that the relocation of a single use can have within a town centre the size of Lutterworth. Careful consideration of how community uses can best assist continued regeneration will be required.

3.25 Fundamentally, the relocation of existing community uses and the introduction of new community uses within the town centre offers scope to develop a new focal point and activity hub. In addition, there is a powerful economic case for integrating several community 'type' uses in one public building on publicly owned land in the centre. In terms of operational efficiency and also as the land 'freed-up' by an integrated building may well help to support the viability of the scheme.

### ***One Stop Shop - Volunteer Centre***

3.26 The Wycliffe House One Stop Shop (OSS) at Gilmorton Road is a valuable asset of the town. It is nationally recognised as an exemplar project and provides a home and focus for the voluntary and community sector, with over 50 voluntary groups making use of the facilities on offer. The voluntary sector provides one means by which direct action could be organised to improve the town centre environment and retaining close links with this organisation will be important.

3.27 Whilst the Masterplan does not make any direct physical proposals which will directly affect the OSS, the strategy does underline the scope for the voluntary sector to contribute to regeneration in the town centre. Ideas to improve the street environment and the pedestrian environment could have direct benefits for the OSS in terms of better walking links to the town.

### ***The Business and Professional Sector***

3.28 There is a strong business and professional sector within the town centre, although this appears limited by available space. There is scope for some growth and consolidation of this sector, to provide additional small business space. However, such development would need reasonable levels of car parking, which may be difficult to achieve in the centre of the town. The recent developments at St. John's Business Park, which have proved extremely successful, illustrate the potential of this format of office space in the town. The baseline work highlighted the need to create a new commercial space in the town centre matching the quality of developments like St. John's, to make speculative development viable. Identifying central sites for this type of development will be challenging.

3.29 Increasing the opportunity for more people to work within the town centre will help support vitality and viability. Furthermore, linking developments like St. John's Business Park to the town centre will help to draw strength from this new business park on the edge of the town. Business support facilities within the town centre could assist the many small and independent enterprises within the town and take advantage of the town's strategic location. For example, meeting and modest conference type facilities could form part of a new business centre for Lutterworth.

### ***The Significance of Heritage Townscape***

3.30 The types of uses described as being part of a successful future for Lutterworth, the higher end specialist and independent retailers, the café, bistro and lifestyle uses, all derive benefit from a high quality heritage setting. More fundamentally, an attractive heritage setting is often a prerequisite for such uses to survive. It is a testament to the quality of the historic town centre – even with the traffic – that some of these uses already exist. Enhancing the heritage townscape and perhaps, more urgently, public realm quality, will be essential to develop the full potential of the town centre. Historic buildings, a comfortable, safe and attractive environment should all form part of the brand identity of the town for local people and from further afield such that it offers an 'experience' which other places cannot.

### ***The Importance of the Shopping Environment and Image***

3.31 Undoubtedly the key to a more sustainable and successful retail and service sector will be the quality of the town centre environment. This is not just the buildings. It is critical that the quality of the streets and spaces in the town centre are significantly improved as 'people places' and an environment in which people can enjoy their spend time.

3.32 The volume of traffic travelling through the town is recognised as a problem in terms of air quality, safety and noise. It is absolutely fundamental to recognise this major barrier to the potential future of Lutterworth Town Centre. It is, and will be a recurring theme, but creating a town centre for people, and not for through traffic, should be a guiding principle to unlock greater vitality and viability to assist local businesses. With traffic managed more effectively, more pedestrian space could be created and a more distinct and high quality shopping and town centre environment created.

3.33 As referred to earlier in the report, this aspiration cannot wait until the traffic problem is solved altogether, as this could take many years, by which time the vitality and viability of the centre and its businesses could have been eroded further. Hence action is needed immediately to address this important issue.

### ***The Role of the Town's Market***

3.34 Protecting and enhancing the market will be a vital part of the town's future. More needs to be made of the existing market to strengthen its identity and broaden the range of goods and services. Raising the quality should be a key aspiration, as should developing the market into more specialist areas. The 'knock on' impacts from this should encourage further specialist shops.

3.35 These ambitions are easier to describe than implement, and attention will need to focus on the management of the market and its role as an important part of the town centre's new future. The location, accommodation and type of market and its management have all been considered as part of the masterplanning process. The market is important to the town, but without significant improvement it will add little in terms of its regeneration.

### ***Capitalising on the Local Population – The 'Local Visitor' Market***

3.36 The baseline has shown that Lutterworth has a relatively affluent population, with a high proportion of potentially higher earning and higher spending 30 - 50 year olds. Spending on comparison goods was noted to be slightly higher than the national average, but it was unclear whether this potentially captured market is making full use of their town centre. Family housing features strongly around the town centre and tapping this important family market will be important as well as attracting local people generally.

3.37 The town centre must win a 'greater share' of the 'spending power' of local people. It is our view that there is latent spend within the community which could be captured if the town offered more of what people want in a more appealing environment. These 'local visitors' (people who live near the town, but rarely use it) are an important and often forgotten target market that can be won back through investment in the town centre. Targeting these people would have a more profound effect and be more realistic than setting out a grand plan to turn Lutterworth into a major regional tourist destination.

### ***Tourism Opportunities***

3.38 A regional tourism attraction should not be discounted as part of a new future for the town, and ideas have been suggested for a national jet engine centre, reflecting the history of the town and Sir Frank Whittle and/or something related to John Wycliffe. The existing local history museum at the One Stop Shop at Gilmorton Road provides a valuable facility, but the idea of an attraction at a regional scale would be something very different in both scale and nature.

3.39 Given limited space within the town centre it is unlikely that such a major new development could be included within the town. Notwithstanding this, there may be opportunities for linked trips to the town centre from a development nearby.

3.40 Within the town centre there could be scope to support the tourist offer, including a dedicated tourist information point. However, it is not considered an appropriate step to relocate the museum back into the town, rather the museum should be promoted in its present location.

### ***Brand Identity and Marketing***

3.41 Lutterworth needs to consider its image and identity. A stronger brand identity for the town needs to be developed. This should help to communicate the positive aspects of the town to market it more positively to local people and to visitors from across the county and further afield.

3.42 The brand should be based around a number of key aspects of the town, some of which are already in place, and some of which need strengthening and improving. These aspects include, the town's social history, its old buildings and townscape, its open spaces and environment, but most important its uses and businesses, which can attract people to spend time and money in the town.

3.43 The town's social history and heritage is one existing aspect of which much more could be made. Its independent and specialist retail offer is another important aspect to the brand, but one which needs to be strengthening and supporting. Making people aware of what the town already offers will be an important first step. Attracting more people to the town to use the existing shops will be necessary to encourage and support more specialist type uses in the future.

3.44 The market is another aspect that could offer positive marketing potential, albeit the market itself needs to be strengthened as a distinct project. The market offers potential as a real draw for the town and improving and publicising it is important. To an extent this is already happening and it is our recommendation that more resources are assigned to strengthen this aspect of the town and its promotion.

3.45 The town's buildings and public realm are other aspects where quality needs to be communicated. More must be made of the historic character and the town's older buildings and the strategy supports measures which help to communicate the town's heritage and special buildings more clearly. The quality of the street environment needs improvement before it can be marketed strongly as a reason to visit. The signage and wayfinding aspects also need to form part of a much stronger collective brand through improvements to the public realm.

### ***Regeneration Funding***

3.46 Lutterworth is not a failing place or a deprived area, and therefore there are not vast public funding opportunities for regeneration projects. However, there are funds already available, most of which were identified in the baseline stage of this study.

3.47 Public funding opportunities should be taken advantage of wherever possible, and targeted towards those projects which will have the greatest impact and be a catalyst for further public and private investment. The Masterplan, if adopted by Harborough District Council, would be a basis and evidence for funding bids. The delivery section identifies the projects that are a priority and those which could potentially be publicly funded, even in part. The scope for private investment must not be overlooked. With a framework for the direction of the town, the local authority must work with developers and investors to encourage investment in the appropriate areas of the town, in keeping with the vision for the town.

## Place Making Strategy

3.48 The approach to the masterplanning of Lutterworth focuses on the quality of the place now and in the future. The central aim is to make a better place which can support greater levels of social and economic activity. Creating a better place is seen as an important catalyst for the town's regeneration and a means by which new and existing businesses can be supported. Place making focuses on the physical characteristics of the town and the setting that the buildings, streets and spaces provide for town life.

### ***A Strong Starting Position***

3.49 Lutterworth has a head start in terms of 'making a place' on account of its heritage setting. The town's buildings, particularly the Regency and Georgian buildings, are key assets to place making. The character of the town should be one of its selling points and part of its appeal, offering potential to elevate it above potential competitors.

3.50 However, the quality of the built heritage cannot be properly appreciated whilst the town centre environment is dominated by traffic. Improving the quality of the environment and public realm to 'live up to' the older buildings will be important to complete what could be a very special town centre environment.

3.51 Fundamental to this will be the need to manage traffic more effectively. By doing so, it will be possible to rediscover the quality of the streets and spaces as places for town life.

### ***Investing in a Town Centre Experience and its Image***

3.52 The experience provided by Lutterworth Town Centre is of critical importance to people's own enjoyment and continued use of the town. Transforming the image is particularly important since this will help to attract new people to the town. The image and the experience are derived to a large extent from the physical qualities of the town, which now need to be significantly improved.

3.53 Investing in measures which improve people's experience of the town centre will be vital towards securing long term success. This is about improving the environment in the town centre as a basis for better trading conditions. Public investment in the physical quality of streets and spaces and buildings will be the catalyst for private investment in the town centre. This might include enhancing central streets to create a distinct and striking heart for the town, as well as improving the gateways and arrival points, including the main car parks, where many people arrive in the town centre.

### ***A Step Change in Public Realm and Streetscape Quality***

3.54 Traffic management is the key to unlocking quality in the town centre. In High Street, for example, the streetscape is sound, but heavy traffic causes dirt and creates a hostile pedestrian environment. In Church Street, shoppers are subservient to cars which are either on the move, or parked up, and Market Street cuts off Market Place from shops along Church Street. With traffic managed better, pedestrian movement and the quality of the pedestrian environment will be improved.

3.55 The shopper environment requires further improvement in terms of the amount of space allocated to pedestrians. This will be informed to a large degree by the scope for traffic calming and parking arrangements. The High Street and Market Street route is important, as is Church Street, and these streets should form the basis of a new and strengthened pedestrian 'spine' for the town. Linked to this, the quality of open spaces within the town will need specific attention to enhance them as focal points for pedestrian activity - these include Market Place, the Memorial Gardens and traditional courts.

3.56 In addition, the town centre would benefit from a good 'de-clutter', in terms of signage and infrastructure. Superfluous columns, signs and other equipment are detracting from the quality of the spaces and the setting of the buildings. A much more simple and sympathetic approach to street design and infrastructure is needed, which reflects the qualities of a rural market town.

### ***A Network of Quality Open Spaces***

3.57 The town centre's open spaces need to become more distinctive and recognisable, playing a more active role in people's use of the town centre. The Market Place / Shambles frontage open space forms the heart of the town, but needs significant improvement to recreate a striking focal point and centrepiece for the town. Providing a public space rather than car parking is a key aim. Reconsidering how the space is used and its role in the town centre has helped to inform ideas for this area's regeneration. Our recommendation is that the space is improved in terms of its quality, but reduced in its scale to accommodate a new public building within the heart of the town.

3.58 This concept makes the other streets and spaces close by even more important. Shambles Court needs improvement as does Shambles frontage. Church Street needs significant change to create a high quality street environment for people. The town's traditional courts and yards

offer an intimate scale and experience and are important to the town. Remaking these courts at George Square, Chapel Street and Shambles Court is important, and conserving the attractive courtyard at the Greyhound Coaching Inn should be a priority. The Memorial Garden is another important space, but here the quality of the space is already high and the garden well used.

### ***Reclaiming Space from Highway for Public Spaces and Places***

3.59 It is essential that the town centre is more pedestrian friendly and that more space is provided for pedestrians for shopping and enjoyment of the town centre. The Masterplan has provided the opportunity to look afresh at how the town and its streets and spaces are working and how they might be improved. A clear message has been to redress the balance between the car and the pedestrian in favour of pedestrian movement. Rationalising access arrangements and redesigning streets and spaces to reclaim space for people should be a key aim.

### ***Improvements to Town Centre Public Car Parks***

3.60 The town's three central public car parks require improvement and refurbishment. These spaces are many people's first impression of the town centre and are therefore important arrival points. As such, these spaces and the pedestrian routes to the shops and services need improvement.

3.61 The large areas of car parking in private ownership and associated to the retail developments in the northern part of the town centre provide a further source of car parking for the town. The aim should be to use this space more effectively, for instance, could parking here support evening uses at the Wycliffe Rooms out of core shopping hours?



### ***Signage, Branding and Street Clutter***

3.62 The experience of the town centre, whether on foot or in a vehicle, is much degraded by the inconsistent, excessive and misleading signage, and the copious amounts of obstructive street clutter.

3.63 Signage for vehicles directs traffic to the wider route network, but fails to direct local routes, particularly to car parking. Route signage needs to be rationalised to that essential to direct to car parks, with details of long/ short stay and numbers of spaces available. Signage for pedestrians is also poor. Few routes through the town are signed, and wayfinding could be greatly improved by the installation of 'finger post' signs to main features of the town, such as the Town Hall, the Library, the Church, etc. This would improve connectivity between the supermarkets and the historic town centre, making routes between the two more legible.

3.64 Street clutter is particularly a problem around Market Place and High Street. The collection of utilities equipment boxes, telephone boxes, litter bins and street name signs at Market Place almost impede access to the space. Barriers to protect pedestrians from traffic are unsightly and crossing points are few and far between.

### ***Shopmobility***

3.65 The provision of a shop mobility centre at one of the town centre's public car parks is an important recommendation of this study building upon the earlier access study (prepared by consultants JMP). In our view this facility should either be located in the refurbished Station Road, or George Square car parks. The former, in our view, is the preferred location, although further investigation and consultation will be required to confirm this view. Either way, such a Shopmobility scheme will better assist people with impaired mobility to access the town centre.

### ***Public Toilets***

3.66 Public toilets are provided at present within George Street car park. These facilities are expensive to operate and provide a somewhat poor service. There is consensus that something needs to be done. Our recommendation is that new public toilets should be provided within a new public building where they can meet modern standards in disabled access, hygiene and maintenance, fit for local people and visitors.

### ***Making the Most of Townscape Heritage***

3.67 Ongoing regeneration grant initiatives are encouraging the restoration and refurbishment of the town centre's historic buildings to good effect. The Heritage Economic Regeneration Scheme (HERS), Living Over the Shop (LOTS) and Working Over the Shop (WOTS) schemes have all helped to secure improvements to the integrity and the attractiveness of many older buildings in the town centre. These initiatives must continue and help to secure further improvement to the town's many historic buildings which are in need of refurbishment and improvement. Such public sector grant assistance can help to encourage businesses to invest in improvements to their own building / accommodation and support high quality restoration of attractive historic buildings.

3.68 The manner in which buildings are being restored and refurbished is important, and work to date demonstrates a high quality approach. The use of appropriate colour finishes to the many rendered and stuccoed properties has helped to create a lively and striking street scene along High Street. This sensitive and creative approach to restoration is supported as a means of underlining the image and identity of the town centre.

3.69 However, restoration is not just about the distinctive Regency buildings on High Street. There are many other less imposing buildings that require attention to create collective value across the town. There are

buildings, such as the former Sherrier School, which pose particular regeneration challenges in terms of their internal functionality as well as external appearance. The heritage grants should be used to support viability and add value to such schemes where necessary.

### ***Targeting Detractors to Quality***

3.70 Improving the image and identity of the town is not just about focusing on the attractive historic buildings. The town's character and sense of completeness is undermined by several modern buildings and vacant sites where built quality is much poorer than the historic precedent. For the town's historic character to form part of its unique selling point, the buildings that are 'detractors' to this character will need to be targeted for remedial action to minimise their detrimental impact.

3.71 Given that most of the buildings considered as detracting from the character of the town accommodate viable businesses and have a significant latent value, it is likely that external refurbishment will be the best option for improving the appearance as part of a more attractive town centre. In some cases redevelopment may be an option where values can be uplifted by more intensive development. Where vacant sites are causing the problem, securing appropriate and high quality redevelopment should be a priority.

3.72 In truth, there are not significant numbers of 'problem sites / buildings', but such buildings are particularly damaging where they occupy prominent locations within the town. This is not about targeting all modern buildings because the town does offer some good examples. The challenge in future will be to design new buildings in the town centre, which are more appropriate to its particular character. This need not mean fitting in or 'dumbing down' and the precedent for creative use of colour in town provides scope for exciting architecture.

### ***Improvements to Shop Fronts***

3.73 The design of shop fronts has a particularly important impact on the quality and image of the town. Within the heart of the town, the frontages of shops and businesses are prominent, lining the streets and creating the link with the public realm. Consistently high quality of shop fronts, designed within a theme, can help create unity, a sense of continuity and a better brand for the town. Features which are distinctive within the town centre include decorative hanging signs and traditional English blinds.

### ***Al Fresco Eating and Drinking***

3.74 There are a number of traditional pubs, a few restaurants and a couple of cafes in Lutterworth Town Centre, but there are few opportunities for al fresco eating and drinking. Almost all spaces outside pubs, cafes and restaurants have been given over to car parking. Where pub 'gardens' exist they are in the car parks or left over space behind the buildings and do not make attractive spaces. The space needs to be recaptured for people.

3.75 Improvement of the environment and public realm, including the restriction of traffic and parking, in Shambles Court and Church Street presents the perfect opportunity to create pavement cafes and spill out space for tables and chairs from adjacent businesses. During periods of fine weather, people could sit outside for a coffee, a drink or a meal, meet friends and relax. However, there is an important balance to be met. Where tables and chairs are outside, they must not cause an obstruction or encourage anti-social behaviour. Maintenance is also an issue, businesses must be prepared to clear up after their customers, outside, as they would inside.

3.76 It is important that these types of spaces meet the aspirations of a range of people, though perhaps not all in one venue. A particular type of



use, pubs for example, should not be permitted to dominate the alfresco offer. There should be places suitable for parents with young children to meet in the day time, for families, for friends to meet, for groups and couples to meet for drinks or dinner in the evening.

### ***The Evening Environment***

3.77 At present the town's evening environment is functional at best. Significant improvement in the lighting of streets, spaces and buildings can create a more distinctive and attractive look for the town centre after dark. Whilst some heritage buildings are lit (the Shambles pub, the Greyhound hotel), there is scope to increase this significantly in terms of coverage and quality. The public realm also needs to be improved after dark to create an attractive, eye-catching and safe environment.

### ***Identifying Development Opportunities***

3.78 The quality of new development will be vital to reinforce the traditional character, scale and quality of the town centre. However, the town centre does not, on the face of it, provide lots of 'easy' development sites. New development on more challenging sites is an important part of the Masterplan and will include redeveloping sites which are presently home to poor quality, or low density development inappropriate to the town centre. Sites along High Street, Market Street, Market Place, Church Street and George Street are particularly important because they present the public face for the town.

3.79 The Masterplan identifies development opportunity sites which can support new investment in the town centre for mixed use development and for new uses including activity generating uses. The scope for new development to influence footfall and the pattern of uses in the town centre is considered with a view to re-establishing the heart of the town centre which has shifted away from High Street in recent years. It is important to recognise that without the prospect of major gap funding, new

development within the town centre must be deliverable within the realities of the property market. This will have implications for individual sites and for the town as a whole where uses, attractions and facilities will need to be balanced together.

### ***A Greener Town Centre***

3.80 Lutterworth is an attractive rural market town. Its hinterland is formed by many rural villages and it nestles within an attractive and sometimes striking agricultural belt of rural Leicestershire. Despite clear efforts to 'green' the town centre, the town itself does not live up to its attractive setting, and the landscape which surrounds the town does not permeate as much as it might into the town. More opportunities for greenery and planting are needed in the town centre to provide visual, ecological benefit and, not least, respond to the problems of heavy traffic.

### ***Active Ground Floor Uses***

3.81 The town centre should be a focus for activity generating uses at street level. The core town centre area is defined on the plan at the beginning of Chapter 3, this shows the areas where active ground floor uses should be encouraged and where necessary protected. These uses support vitality and economic activity. However, the particular threat from loss of shop fronts to residential uses is very real.

3.82 The Masterplan suggests a hierarchy of uses starting with those facilities which are most desirable in the town centre core area. First are shops, services, restaurants and cafes. Pubs may fall into this category, but only where they offer good overlooking of the street and/or views into the premises, and where they are open in the day time as well as the evening. Next come business and professional uses, including banks, building societies and estate agents. Thirdly come residential developments and conversions, though these should not be at the expense of viable commercial uses (in line with Local Plan Policy LW/9).

## Traffic / Access Strategy

### *Traffic Impact within the Town Centre*

3.83 Traffic has a profound negative impact on the quality and experience of Lutterworth Town Centre. The main problem is the large volume of through traffic on the A426 passing through the heart of the town, and in particular the large volume of heavy goods vehicles (HGVs). It is many people's number one problem with the town centre, as was well documented at the public consultation.

3.84 'Solving' the traffic problem will be complex and is likely to take a long time. As a result, it is important to consider traffic issues in Lutterworth at both strategic and local levels. At a strategic level, consideration is given to potential options for 'solving' the traffic problem in the town centre. At a local level measures are identified which could improve the situation, as part of a longer term plan.

3.85 A reduction in traffic through the town centre, particularly in the numbers of HGVs, could have the following significant benefits:

- Improvement in air quality.
- Reduction in traffic noise.
- Reduction in town centre congestion.
- Perceived safety benefits.

3.86 Given the central importance of the traffic issue, a 'do nothing' option is, in our view, unacceptable. Since it may not be possible to secure strategic intervention to deliver a 'solution' to the problem, it is essential that local action is prioritised to alleviate the present situation. These local measures are themselves likely to throw up difficulties in implementation, so clarity that local action is fundamentally necessary to sustain the town centre's economic future will help to position these measures within the Masterplan.

### *The Strategic Transportation Dimension*

3.87 Whilst a reduction in vehicle volumes through Lutterworth would have a positive local effect, it can only be achieved at a more strategic level, as alternative routes for through traffic could only be outside of the study area. This has been an ongoing issue for many years and, although its resolution is outside the remit of the study, several alternatives are identified which could deliver a 'solution' to the traffic problem through (incrementally more radical degrees of) significant intervention:

- **Option A: "Minimal" Western Relief Road.** This involves essential junction improvements along Brookfield Way / Bill Crane Way to complete the partially constructed 'Western Relief Road'.
- **Option B: Western Relief Road.** This includes a more comprehensive completion of the Western Relief Road including new sections of carriageway between Brookfield Road and Bill Crane Way. This is the most advanced in policy terms (support in Harborough Local Plan and mention in Local Transport Plan).
- **Option C: Eastern Routes to M1 junction 20.** This would involve the construction of new sections of roads to run alongside the motorway and linking to the existing roundabout Junction 20 with the A426 north of the town centre.
- **Option D: New M1 junction, 20A.** This would involve creating a new motorway junction from the M1 to the north of the town centre.

3.88 Any of these options could bring about the change required in the town centre with respect to significantly reduced traffic volumes. This is because the one constant in each would be an HGV ban through the heart of the town centre.

3.89 The impact on wider traffic movements would clearly be different under the various options, but the benefit to the town centre would be the same. Each option will bring with it potential problems. The different options will also involve varying levels of cost and intervention. Each option is illustrated and described in more detail in Appendix 1 to the Options and Consultation Report.

3.90 Taking strategic action to reduce the volume of traffic, particularly HGVs, through the town will, without doubt, bring about transformational change. Whilst going a long way to secure a brighter future for the town, achieving the HGV ban will not be the panacea and hence supporting and complementary action is also needed.

### ***Local Transport Interventions***

3.91 Some form of strategic intervention is part of the preferred approach, but accepting that this is likely to be some way off, it is important that more local action is taken to deliver improvements on the existing situation in the short to medium term. Local action will focus specifically on the ways in which existing traffic is managed in the town centre and consider how the impact of current levels of traffic could be reduced.

3.92 These measures would focus specifically on Church Street and George Street. The concept for George Street includes creating two-way traffic movements. Hence vehicles would no longer need to travel into the heart of the town from the north to turn right into Church Street, in order to access Coventry Road and beyond. Banning the right turn into Church Street would simplify traffic movements in Market Street and take full advantage of the improved George Street link. The George Street link would require improved junctions to Coventry Road and to Market Street and there will be options for the alignment of this route where it meets Market Street.

3.93 Church Street offers scope for differing degrees of intervention with progressively more emphasis on pedestrian priority including the removal of parking and widening of the footway, pedestrianisation during core shopping hours, and full pedestrianisation. The importance of Church Street as the focus for shopping in the town centre means that measures to create a more pedestrian friendly environment are particularly important here.

3.94 These local transportation projects would be far easier to achieve with a reduction in traffic through the town and would logically be early phases of a longer term plan. However, it is our view that these projects could be delivered on the basis of existing traffic levels.

### ***A Better Town Centre for Pedestrians***

3.95 This section has already outlined the ways in which the town centre could be improved for pedestrians. Creating a more pedestrian friendly town centre is a cornerstone to the Masterplan strategy. This will include doing everything possible to manage traffic more effectively through the town centre to reduce its impact.

3.96 Walking and cycling links to the town centre from surrounding communities are important. These should be improved to create safe and attractive routes which encourage people to travel to the town centre by means other than the private car where this is a realistic option.

3.97 The only cycleway facilities provided so far are alongside the completed sections of the Lutterworth 'Western Relief Road'. Lutterworth Improvement Partnership (LIP) has published a cycling strategy (the Lutterworth Cycle Network Plan) which makes a number of recommendations and proposals, including a cycling network. However, heavy traffic volumes provide a barrier to the provision of attractive cycling facilities in the town centre core.

### ***Accessibility for All within the Town Centre***

3.98 Future improvements to the town centre can secure positive benefits in terms of designing for access for all. Improvements for people with impaired mobility should be a priority to create an inclusive and welcoming environment. This aspiration embraces the design of the public realm and pedestrian crossing facilities, as well as the design of buildings and entrances to shops and facilities. Providing a Shopmobility service in the town should be a priority.

3.99 LIP has commissioned two consultant reports, one considering the provision of a Shopmobility scheme and one considering general access for those with learning difficulties or sensory impairments. The reports have made a number of recommendations, and the provision of a Shopmobility scheme in one of the town centre car parks is considered viable. Implementation of the recommendations of the reports should be considered. The town centre environment would be significantly improved not only for those with impairments, but also for able-bodied pedestrians.

### ***Signage and Wayfinding***

3.100 The issue of signage and wayfinding has already been touched on earlier in this section. The aim should be to help people, particularly new visitors, to find their way to the main facilities the town has to offer, such as the main shopping streets. The best places to do this is by inherent townscape qualities where the environment is legible and understandable. A plethora of signs should be avoided in favour of thoughtfully considered and discrete wayfinding features, well located at arrival points and gateways. These might include a small number of finger pointers, gateway arrival signage and orientation panels at key arrival points such as car parks.

### ***Public Transport***

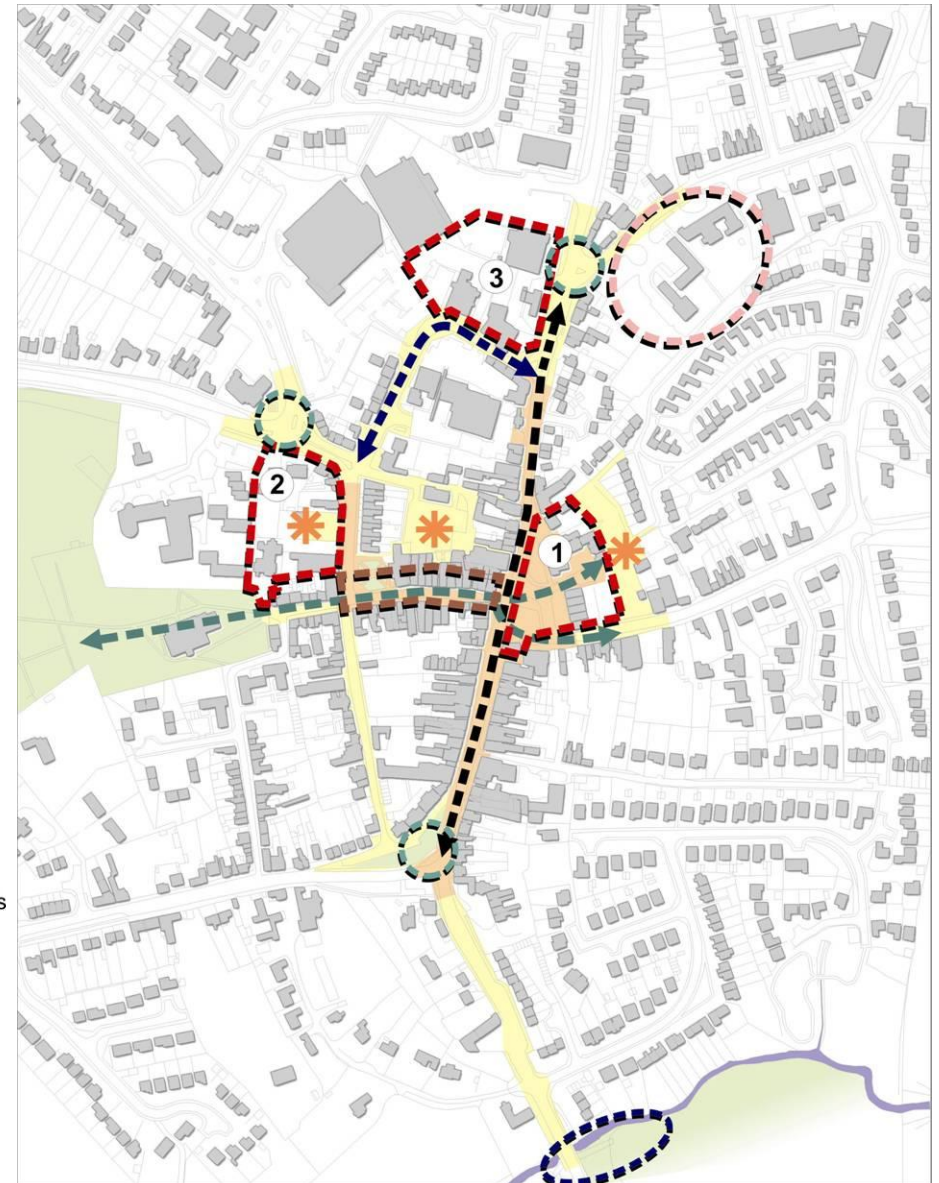
3.101 Lutterworth is not served by rail, and although it is served by buses, the destinations offered and the frequencies of services are limited. Rugby, Leicester, Hinckley, and Market Harborough are the main destinations which can be reached from Lutterworth by bus. However, these services are infrequent and only run during the day from Monday to Saturday. There are no evening services and only a two-hourly service (to Leicester) runs on Sundays.

3.102 The Masterplan would support improvement in the level of public transport service provision, particularly where at present no service is provided at all. The existing level of provision makes it very difficult to suggest real alternatives to the private motor car. The voluntary sector has helped to fill this gap in terms of the vulnerable, and Lutterworth Community Transport scheme is providing a valuable service to the community. The partners behind this organisation, including HDC and LCC, will need to continue to support the initiative in addition to campaigning for an improved level of bus service for Lutterworth, with the appropriate service providers.



## Spatial Concept

3.103 The strategic issues of the economy, environment and traffic / access, discussed above, have a physical context within the town centre and can therefore be represented on a plan. This spatial concept plan is illustrated opposite and is the starting point for Masterplan projects. It sets out, in spatial terms, the fundamental areas for change and improvement in the town centre.





# Masterplan Projects 4

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## 4 Masterplan Projects

4.1 A number of specific projects will need to be delivered to implement the Masterplan framework. Some of the projects involve proposals for development, redevelopment and refurbishment, where there are potential sites that could be assembled. Other projects recommend improvements to the town centre's environment and appearance.

4.2 The projects fall into two broad categories, the catalyst projects and a range of supporting projects. The distinction is based on their relative complexity and impact, with catalyst projects being more involved, but offering significant individual impact. The supporting projects do nevertheless offer scope to improve significantly the town centre, both through those which target individual buildings and sites, and those which can be applied across the whole of the town centre, such as improving shop fronts and architectural lighting.

4.3 This chapter describes the Masterplan projects within these two broad categories, starting with the catalyst projects and followed by the supporting projects. Plans, sketches and photographs are included to illustrate each project. A composite plan illustrating the physical projects is at the very end of this report (page 107).



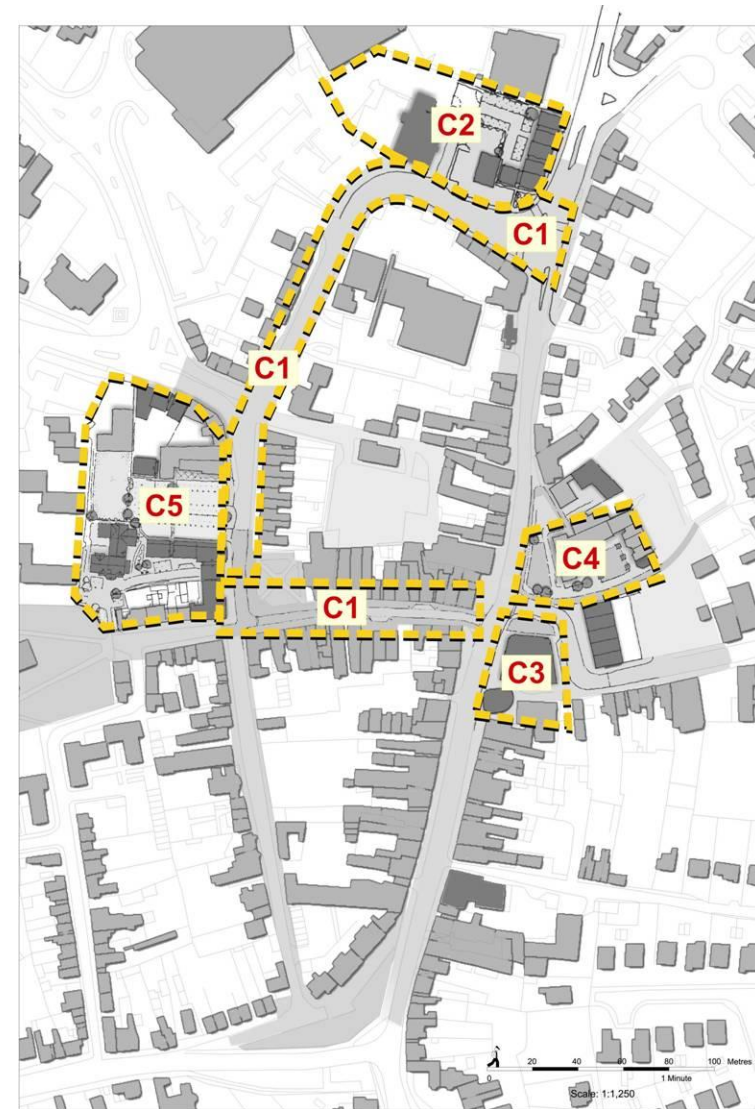
## Catalyst Projects

This section describes the Masterplan's catalyst projects. These are projects which all have the potential to transform radically and enhance the town centre and take it to 'the next level'.

Each project has its own challenges and will require focused attention to deliver. This section helps to define the nature and scope of these projects and considers what needs to be done to move these forward.

In summary, these catalyst projects are:

- **C1 - Church Street Shopping Environment Scheme**  
(Improved shopper / pedestrian priority in Church Street enabled by George Street becoming two way)
- **C2 - Northern Gateway Sites**  
(A collection of underused and largely unattractive sites which create an uninspiring arrival point in town from the north, with significant potential for improvements)
- **C3 - Community Resource Centre / Heart of the Town Project**  
(A new community focal point and community heart)
- **C4 - Shambles Court / Frontage Regeneration**  
(Redevelopment of existing frontage open space and courtyard area to create new usable public open spaces)
- **C5 - Former Sherrier School / George Square Redevelopment**  
(A comprehensive redevelopment at the heart of which is the regeneration of the underused school building)
- **C6 - Managing and Improving the Market**  
(Strengthening the Market Town identity and offer)
- **C7 - Lutterworth Strategic Traffic Study**  
(A detailed study tasked with making recommendations to resolve the town's traffic problem)



*Plan of Catalyst Projects*

## CATALYST PROJECT - C1

### Church Street Shopping Environment Scheme

#### *The Challenge*

4.4 Church Street is a prime shopping street. Its intimate scale and narrow frontages create a varied and busy street scene. However, the traffic and on-street car parking create problems for pedestrians and undermine the shopping experience.

4.5 The challenge is to redesign the street to recreate a safer and more attractive shopping environment, where the shop fronts are more visible and where pedestrians have greater freedom and take precedence over cars. This project is effectively about recreating a traditional street environment.

#### *Description*

4.6 Changing the traffic and parking arrangements on Church Street will be necessary to improve the street and make it a more pleasant and attractive shopping environment. Our recommendation, which was supported through public consultation, is to exclude traffic from this street within core shopping hours. Rising bollards and associated signage can restrict traffic turning into this street from High Street. Church Street itself should then be significantly improved in terms of its streetscape and public realm, renewing surfaces and furnishings. It will be important that the character of the street is retained through the refurbishment.

4.7 To enable this change in traffic function in Church Street it will be necessary to secure wider infrastructure improvements to create two-way traffic access along George Street. This will require remodelling to the carriageway as well as remodelling of the junctions with Market Street and Coventry Road.

4.8 Improved pedestrian crossing facilities will be needed along George Street, although two-way traffic will help to slow traffic naturally. From an initial site assessment and indicative layouts, third party land will be required to deliver this project.

4.9 The re-design of Church Street will create new loading bays and car parking spaces for evening use when the street would be re-opened to traffic. These bays would be essential for the operation of the shops along Church Street. Clearly there would need to be some adjustment in delivery times, but this is common practice already in many town centres.

#### *Rationale*

4.10 Excluding traffic will shift the function of the street in favour of the pedestrian and street life. The street can become a safer and more attractive shopping environment. The setting of the shops will be improved and there will be new space for pavement café seating and pavement displays.

4.11 Clearly some on-street car parking will be lost directly outside the shops. In our view the impact of this on trade will be offset by the improvement to the streetscape. In town centres – and particularly in core shopping streets – it is unusual that cars can be parked directly outside shops. This arrangement is more usual in local and district centres. Furthermore, concerns have been raised over loss of passing trade and lack of prominence by restricting car access in core trading hours. We contest this concern and underline the strategic location of Church Street as a key shopping and linking street.

4.12 The concept to remove cars and parking when people want to shop in the town is underpinned by the concept that this street needs to look and feel like a thriving town centre street rather than a small district centre. It is also worth noting that the turnover of these parking spaces is limited and that the Masterplan includes improvement to existing public car parks and links into the town from them, two of which are very close to Church Street.

4.13 Finally, by removing cars from this street it will be possible not only to create more space for pedestrians, but also to achieve other objectives, such as running street markets in the space. It is worth bearing in mind that the design aim is not to pedestrianise the street, but to enhance the environment to create more space for people to enjoy in the town centre free from the impact of traffic. This will to some extent compensate for High Street which will remain busy.

### Key Aspects

- Rising bollards to restrict traffic access into Church Street from High Street within core shopping hours – timing to be confirmed (suggestion - between 10am and 4pm)
- A comprehensive landscape scheme to improve significantly the quality of the streetscape – materials and furnishings.
- On-street parking to be removed – with new loading bays designed into a comprehensive landscape scheme.
- Loading bays can be used for short stay car parking in the evening, when the street is open to traffic.
- Wider footways and refurbished carriageway create wide and accessible space for shoppers.
- Improved setting of shops along Church Street.



*Church Street as existing (bottom);  
and, as it could be if following  
improvements (top)*



## Design Considerations

- Retain the character of a historic street, with footways and carriageway.
- Ensure the carriageway is at an operational minimum width whilst also providing loading bays.
- Create a clutter free street with regulatory signage kept to a minimum and, where possible, mounted on timber bollards.
- Timber bollards are preferred to give a rural and high quality impression.
- Include in the design tall hanging basket features, to serve the function of bollards and introduce colour and greenery into the town centre.
- High quality natural materials are preferred for surfaces which should be designed to be simple, robust, durable and attractive.
- Ensure up-stand on kerb is minimal to encourage accessibility across the street.

## Project Links

4.14 Achieving two-way traffic movements along George Street is likely to be a pre-requisite to achieve restricted traffic access to Church Street in retail hours. To achieve two-way movement along George Street it is likely that third party land at the former squash club site would be needed to deliver a new junction at Market Street.

*Plan showing potential scheme for improvements to carriageways, footways and soft landscaping, following pedestrianisation of Church Street in core hours.*



## Other Options Considered

4.15 Full pedestrianisation was considered, but this has been discounted for security and urban design reasons. An environmental scheme, whereby the road remains open to traffic, but parking is removed was also discounted because this would not have the required transformational impact. Furthermore it would prove practically impossible to enforce no parking along Church Street while ever it remains open to traffic. Banning the right turn into Church Street from the north (Market Street) was considered impractical while George Street remained in its present format.

## Potential Outputs

- Refurbishment of Church Street will include new surfaces, furnishings and traffic calming - 140m length section of street to be renewed - with a typical cross section of 12m.
- Traffic control regulations which close off Church Street to traffic in core retail hours with relevant signage and rising bollards.
- Outputs from Northern Gateway (Two-way traffic flows on George Street) will be necessary to achieve pedestrianisation of Church Street.



Examples of bollards (above) - rising and timber



Traffic and parking on Church Street detracts from the appearance of shops fronts and the pedestrian environment (to)



Example of street market (left)

## CATALYST PROJECT – C2

### Northern Gateway Sites

#### *The Challenge*

4.16 In comparison with the highly attractive historic town centre heart, the northern part of the town centre is much poorer in terms of its buildings and its landscape. Defining the northern gateway to the town is an attempt to recognise this specific part of the town and prioritise its improvement to create a more attractive and more welcoming approach to the heart of the town.

4.17 This northern part of the town has changed significantly over recent years and has been particularly badly affected in urban design terms by modern retail development. The large areas of car parking and standard design of the buildings offer little to the town other than providing the requisite large scale convenience layout that the town's community clearly needs. Buildings like the Wycliffe Rooms are lost in a sea of car parking and hard standing. The very fact that the two large retail developments and the Wycliffe Rooms all have their own separate car parks further separates and segregates the area. This is reinforced by the changes in levels on site and the related boundaries and indirect pedestrian routes. The challenge for this area is to create a more integrated layout and offer, where the individual plots and buildings create collective value.

4.18 The Wycliffe Rooms is a building of some architectural quality. Its art deco design is unusual within the town and, as a former cinema, its layout lends itself to gatherings and 'arts type' uses. This building could offer much more to the town centre as a regenerated cultural and arts venue where a range of uses – including a cinema - could combine to create a new attraction for the town and the wider communities.

4.19 Other buildings in this area offer less scope for re-use and a clearer mandate for redevelopment. The vacant and windowless former squash club is a key detractor to character and townscape and is a priority for appropriate redevelopment. The adjacent petrol filling station also offers little to the town and, whilst such facilities are needed in market towns like Lutterworth, this is clearly not the most appropriate site so close to the town centre.

4.20 It is important to improve the northern gateway to link the town centre with the strengthening focus on new and improved civic and healthcare uses at Gilmorton Road. This will mean improving the pedestrian links at the junction of Market Street, George Street and Gilmorton Road, as well as improving the environment and appearance of the town at this location. This involves effectively extending the town centre 'feel' and environment to these facilities.

#### *Description*

4.21 There are several individual aspects of the regeneration of the northern gateway area. However, before going into each in detail four common objectives for the area are set out. The first is that George Street becomes two-way. The second is that a comprehensive view be adopted for car parking and pedestrian movement across this area. The third is that the quality of built frontages to George Street and Market Street are improved. The final objective is that pedestrian facilities in this area are improved to create a more pedestrian friendly part of town.



4.22 Turning specifically to the redevelopment projects in this area, it is our view that the future of the Wycliffe Rooms can have a significant positive impact of the future of the northern gateway and town centre as a whole. The concept for a creative, arts based facility merits further investigation. Uses such as a performance space, cinema, theatre, learning, creative and work spaces, meeting rooms, a café and gallery all require investigation as a next step. This is an exciting concept. The project may have a commercial bias, it could be based on public sector arts and education, it could be a combination of the two or perhaps some form of trust. At this stage, the specific nature of the scheme would need further scoping. There may be potential for modest extension of the building to create things like disabled upper floor access, a striking new entrance and purpose built creative workspaces.

4.23 The former squash club and petrol filling station are very important sites. These sites may be regenerated individually, but together they would provide greater scope for transformational change. A further reason for looking at these two sites together is that preliminary highway drawings suggest that the most suitable new junction at Market Street / George Street requires land from both. The adjacent social club could also form part of a redevelopment concept, though this should not be a priority for public intervention.

4.24 Uses on the former squash club and filling station will need to reflect the 'edge of town centre' location and it is unlikely in our view that shops in this location would prove viable. Residential development is one sensible option where densities should create an urban rather than suburban form. At the consultation exhibition the prospect of a new (or relocated) car showroom was suggested, and there may be some merit in a high quality scheme of this nature. Irrespective of the nature of development, a high quality design will be required given the prominence of the site. It is highly likely that third party land will be required at the former squash club to deliver a two-way link along George Street and the requisite junction improvement at Market Street / George Street. This should influence the development approach to the site significantly. In our view the site would still remain viable for development even if the junction were incorporated.

### ***Justification***

4.25 There is a clear need to improve the appearance and vitality of the town in this area. The one asset it possesses is land in relatively low value use as car parks, vacant sites, a petrol filling station and former cinema. Radical action is needed to secure a more successful future, regenerating the area to attract new higher value uses and development of a high standard of design, which can also improve the vitality and viability of the town centre. Recognising that this area falls outside the historic centre provides scope for creative design and striking new buildings which can create impact and help support an improved sense of place.

## Design Requirements

### *Wycliffe Rooms*

- Any redevelopment must be sensitive to the external appearance of the existing building.
- Any extension to the building should be visually light and clearly identifiable from the original building, using glass and steel may be an appropriate approach.
- Lighting of this building will be important where it is to be used for evening activities such as a cinema or theatre.
- The setting and appearance of the building should be enhanced.
- Dedicated car parking may need to be limited and scope to utilise existing car parks on nearby retail developments, particularly as the hours of intensive (public) use between the two facilities may be different.

### *Former Squash Club site (and Petrol Filling Station)*

- New built development should help to form (and turn the corner) at the redesigned junction at George Street and Market Street creating a local landmark.
- Buildings could be set back a modest distance from Market Street and from George Street, although the need to create a high quality frontage to both streets should be a priority.
- Buildings up to three storeys will be appropriate on this site.

## Project Links

4.26 The key linkage is between the projects for two-way George Street and Church Street. The critical issue is that development of sites – particularly the squash club site - does not prejudice the delivery of the two-way road and junction. Third party land will be needed to deliver this infrastructure and, as a result, consideration will need to be given as to how this land is brought forward to deliver the remodelled road and junction.

## Other Options Considered

4.27 The former De Bradelei Mill building (now vacant) was considered as part of a wider comprehensive redevelopment option for this area, and was earmarked for new higher density town centre living opportunities. However, it is now understood that the owners of the site have transferred the lease to a discount food store and therefore, in the short to medium term, the prospect of redevelopment on this site seems unlikely. Notwithstanding this, it is our firm recommendation that redevelopment of the former De Bradelei Mill site could bring benefits in townscape and development terms. From a development perspective, more people living close to the town centre could support vitality and viability. Furthermore, the reduction in scale of retail on this site may help to reinforce and reduce the draw away from the town's traditional shopping heart as a result of retail uses on the northern edge of the town.



*The former squash club and petrol filling station – potential redevelopment sites to improve this area of the town (above)*



### Potential Outputs

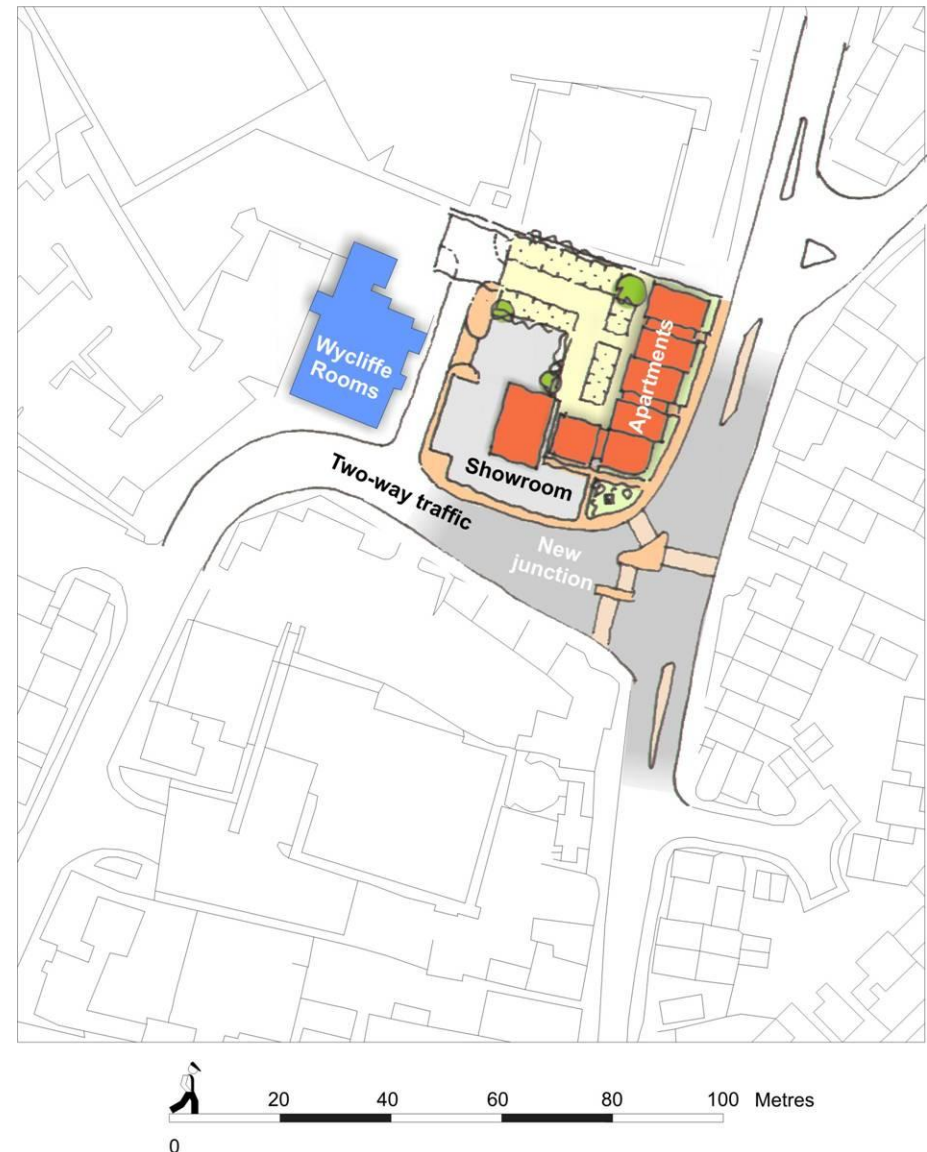
- 2 new junctions along George Street at Market Street / George Street and at Coventry Road / George Street.
- Redesign of George Street carriageway to create two-way section of street – approximate length of works 194m.
- Development opportunity site at former Squash club (1,220m<sup>2</sup>) and petrol filling station (525m<sup>2</sup>)

*Note: Part of the former squash club site is likely to be needed to deliver the two way George Street link – best estimates are that a strip of approximately 5-10 metres may be needed to deliver the road and the junction. Additional detailed work is now needed, but the critical importance of the former squash club site is underlined.*

*Given the level of detail our team has been able to go into on this project it has not been possible to set out budget costs for the development of this project. Costs for public realm works would be more straightforward to identify as a next step, but costs for new highway and junctions may be more difficult to establish based on the need for detailed design work and possible third party land requirements. Cost issues would need to be considered as a next step.*

*Plan to show indicative road and junction alignment, with footprints for potential new development (far right)*

*Example of apartments fronting main road (right)*



## CATALYST PROJECT – C3

### Community Resource Centre / Heart of the Town Project

#### *The Challenge*

4.28 This will be an ambitious project and one which will need a commitment to the very highest standards in design and architecture, but the rewards could be significant. The challenge is to create a community focal point in the heart of the town next to and linking with the existing Town Hall. This will involve combining different community service uses in one state of the art building which is well integrated with the Town Hall.

4.29 The concept relies upon developing existing public space adjacent to the Town Hall. This space is currently used as a small car park and for the market, therefore communicating the design concept to use this space more intensively, and for higher community value, will be a challenge. Assurances will need to be in place that an improved location for the market and improved car parking facilities will be provided.

4.30 Even considering the positive attributes of this scheme, the concept is likely to be emotive. This should not detract from the fact that this is a massive opportunity to reinvigorate the heart of the town.

#### *Description*

4.31 The project will draw together a number of existing uses within the town centre and provide central support services such as a combined reception, office and meeting space. The uses include:

- A new state of the art library
- District / County Council counter and back of house services
- The Job Centre
- Age Concern office space (scope for multi-use office space)
- New public toilets (to replace those at George St. car park)
- A (small) tourist information point
- Internet access point

4.32 The initial indicative design work has taken into account the space requirements set out in the existing 'Access Centre' study which considered the needs of the Councils and the Library. Further work will be needed to confirm that the site can also meet the needs of the Job Centre and Age Concern, and we are confident that a design can be generated that meets all of these needs in a building which fits well with the Town Hall.

4.33 Linkages to the Town Hall are important. A major advantage of this site is that the Town Hall and its excellent internal space can add to the offer and utility of the new public building. A new integrated building will upgrade the Town Hall's facilities (access and toilets etc.) and will help to secure the building's restoration and long term maintenance.

## ***Justification***

4.34 The Community Resource Centre will help to secure a strong community focus for Market Place and counter the drift in footfall towards George Street. Alternative locations for the library and other public uses at the Sherrier School would only further undermine the traditional heart of the town centre.

4.35 The new building would be 'state of the art' in terms of accessibility, space standards, sustainability, informational technology and architecture. The concept will also support significantly improved access to, and management of the existing Town Hall, which would be used as a community space.

4.36 Developing the community building on the site adjacent to the Town Hall is important because as publicly owned land, development costs and project viability would be significantly improved. There are no other centrally located publicly owned sites of sufficient scale and prominence.

4.37 It is worth considering that historically there was a building in this location, so putting back a new building is actually working with the traditional grain of the town and the pattern of original development.

4.38 Additionally, the space vacated by the numerous public uses around the town centre creates a range of commercial opportunities in the form of new sites, or conversion to shops or other town centre uses, which can provide space for new investment in the town centre.

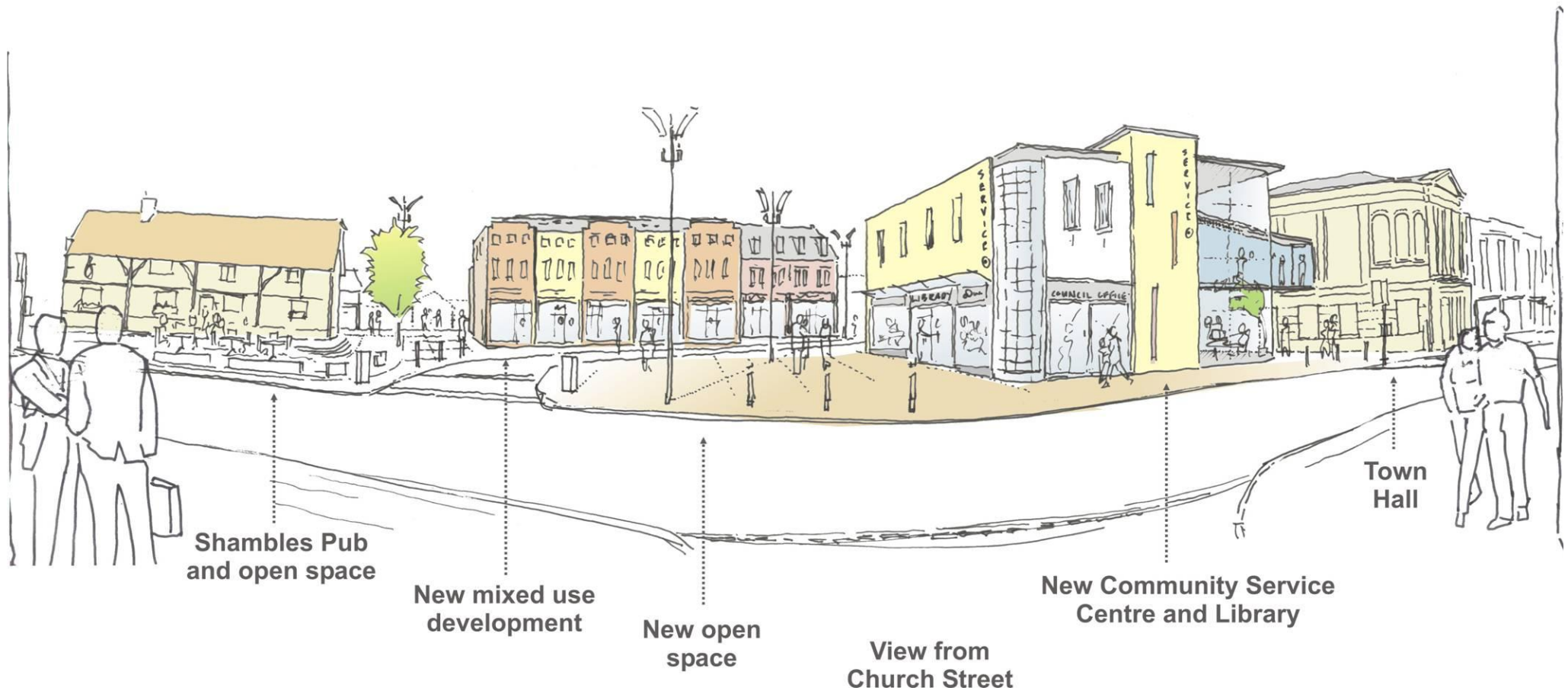
4.39 In our view the market will not suffer from its partial relocation. The improvement of the market is itself a catalyst project and the Masterplan makes plain the need for this. There is likely to be some space for a smaller number of stalls on the existing Market Place, whilst new locations for stalls include a pedestrianised link into Station Road Car Park from Market Place and Church Street.

4.40 Finally, it will be important to emphasise that this is not a commercial development. In our view the upgrading of a public space to a public building and resource to the benefit of the community is very important. A purely commercial scheme on this site should not be supported in the same way as a community led development.

## ***Key Aspects***

- A new state of the art Community Service Centre building / resource in the heart of the town.
- Improving and linking in the Town Hall as an integral part of the development concept
- A high quality new public building on public land creating a valuable new facility
- New investment on sites vacated by relocated uses from around the town centre.
- A high quality building which enhances the town and respects the Town Hall
- New public toilets within the building, where their quality and condition (management) can be assured.

*Market Place – as it could look with a new Community Resource Centre linked to the Town Hall and refurbished shop fronts on Bell Street*





### ***Design Requirements***

- The new building must be designed and constructed to the highest standards and be sensitive to the historic context.
- The new building should be sympathetic to the setting and design of the Town Hall, but clearly distinguished through the use of simple contemporary architecture.
- The new building should be set back from and visually separated from the existing building to avoid the impression that the new building is an extension to the Town Hall.
- The concept of an enclosed first floor steel and glass walkway connecting the town buildings should be considered.
- The materials and finish should be as high quality as those used for the traditional building. Steel, glass and render could provide a contemporary interpretation of the original building.
- The scale and massing of the new building should be sensitive to the established scale and proportion of the existing building.
- The siting of the new building should maintain views from the top of Market Street of the prominent corner of the Town Hall by stepping back from the traditional building line.
- Development should be an exemplar in environmentally sustainable design and should be fully accessible to people with impaired mobility – including the Town Hall as well as the new building.
- The new building should enable full accessibility into the Town Hall and provide a high quality entrance and reception to the historic building.
- The topography of the site is a key design challenge, and the new building should respond positively to site levels and reflect the prevailing building heights along the street.

### ***Project Links***

4.41 Since this project looks to integrate a number of other civic and community uses from across the town centre, it has a number of important linkages as set out earlier in this section including; the library, Council facilities, the Job Centre, Age Concern and new public toilets. It will be important to coordinate the project and draw together the key stakeholders to work together positively to a common objective.

4.42 The future of the former Sherrier School will also be important. There have been suggestions that this building could be used for a replacement library. However, it is our view that public uses need to be focused in the town heart and not tucked away in the Sherrier School. The next section considers the future of the former Sherrier School as an integral part of the redevelopment of the George Square area.

### ***Other Options Considered***

4.43 At consultation the option for a new public open space and the refurbishment of the Town Hall in isolation were tested. This more modest concept was well supported, perhaps not least because the development option was a fundamental change from the existing situation, which some people may not have been able to visualise fully, or simply may not have felt was appropriate. Whilst we have taken consultation findings very seriously indeed we are of the view that this project is so important that the limited nature of the consultation and feedback do not merit its removal from the Masterplan.

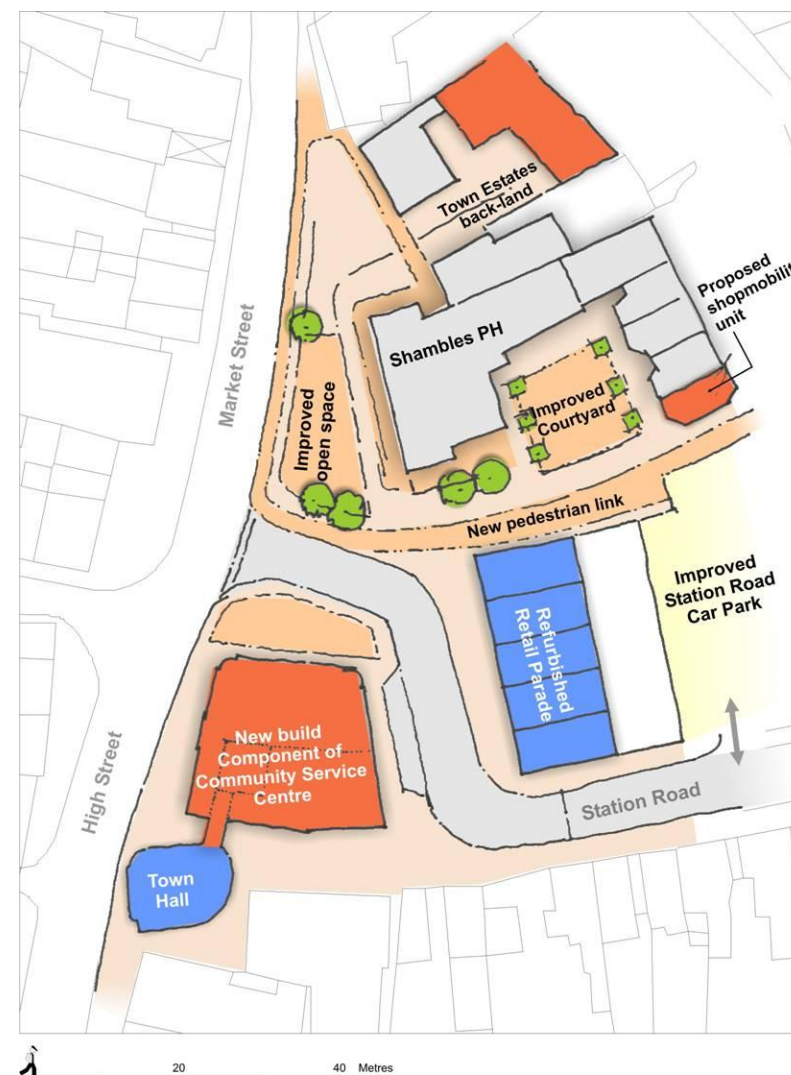
4.44 Progressing with the development option, significant further consultation will be needed through the process. It is our view that the future of the Town Hall in isolation may be unsustainable and that the public open space will make the centre look a little better, but will not provide the transformation change and generate the required footfall to secure the heart of the town.

## Potential Outputs

- New public building with a footprint of approximately 443m<sup>2</sup>. Accommodation to be provided over 2 floors (in 2 story building), but with double height atrium as part of reception and central service core for lift / stairs and other infrastructure along with access corridor to Town Hall. Anticipated floor space outputs might be expected in the order of:
  - Double height reception = 70m<sup>2</sup>
  - New Library at ground floor = 200m<sup>2</sup>
  - New District & County Council help desks at ground floor = 45m<sup>2</sup>
  - New job centre across ground (45m<sup>2</sup>) and first floor(120m<sup>2</sup>)
  - Ground floor toilets 50m<sup>2</sup>
  - Shared office and meeting space at upper floor 80m<sup>2</sup>
  - Back of house facilities including kitchen and staff toilet and storage at 60m<sup>2</sup>.
- The Town Hall space would be enhanced by the new community building.
- Improved public space adjacent to the new building and lay over space alongside a slightly re-aligned Station Road.

*Note: outputs are based on illustrative plans only and more detailed design work will be needed to confirm the capacity of the site. More detailed work will also need to consider in greater detail the space requirements for the public building.*

*At this stage it is very difficult to calculate costs for this project given the level of detail that our team has been able to go into for this project. It may be harmful to suggest budget costs for capital works and operation at this stage, which may well be vastly different from reality depending on the delivery route. Further work will be needed to progress with more detailed design and feasibility of projects based on the plan. In addition, the potential values from the disposal of publicly owned land or savings on rented space (if this is the case for some public uses in the town) may well make the scheme more viable, but again it has not been possible to ascertain this information at this stage of the project development. Again further work will be needed here.*



Market Place – footprints of potential new development

## CATALYST PROJECT – C4

### Shambles Court / Frontage Regeneration

#### *The Challenge*

4.45 The Shambles area is one of the town's most striking and prominent areas. Viewed from High Street and Market Street the vernacular timber framed and thatched Shambles public house is one of the town centre's most distinctive buildings. However, the setting of this building is less impressive. The frontage space is little more than a car park most of the time, and the courtyard space to the rear is also underused. Traffic accessing Station Road car park further undermines and cuts off pedestrian activity at the courtyard.

4.46 Physically, the design of these spaces needs a major upgrade to create usable and enjoyable public spaces. The challenge on the frontage space is to use design to mitigate (as far as is possible) the impact of the road and through traffic, and to encourage activity within this small space, both from the pub and also on market day. The challenge in the courtyard is similarly to bring life to the space, but here, design should help to connect the courtyard with the wider public realm and provide space for use as a pavement café / alfresco eating and drinking space.

4.47 As well as the physical aspects of the space design, a further challenge will be to improve disabled access to the town centre, and this is where the linkage with the Station Road car park project is important. In addition to new disabled car parking in the car park, providing a new shop-mobility service in this area will also be important.

#### *Description*

4.48 The project consists of 4 important aspects.

4.49 The first is the removal of access to Station Road car park between the Shambles pub and the retail parade, and the creation of a new wide pedestrian-only route in its place. Access and egress to the car park will be taken from the existing exit on Station Road, behind the retail parade. As part of the alteration of the access arrangements to the car park and the creation of the new pedestrian space, the alignment of Station Road as it sweeps through Market Place should be reconsidered. It is our view, based on preliminary drawings (see plan, page 42) that this road could be slightly narrowed and moved closer to the retail parade. The benefit of this alteration would be more space for the community resource centre building and less dominance of vehicular movements in this area.

4.50 The second aspect of this project is the refurbishment of the existing Shambles courtyard space and removal of parking to create a new usable public space. This space could become a pleasant outdoor seating area used more intensively for alfresco eating and drinking, and could also provide some additional space for the market.

4.51 It will be important that through regeneration this space becomes more prominent and accessible. At present it gives the impression of being at the back of the town, but with improvement to the car park and the surrounding public realm, this space will become a natural focal point within the refurbished streetscape.

4.52 As well as the physical design of the space at Shambles Court, the uses around the space will play an important part in bringing this area back to life. There should be a focus on eating and drinking to create a strong focus for the evening environment. Uses such as a new restaurant, bistro, or sandwich shop could complement this space and help create a more vibrant and attractive space. Proposals for the town heart include relocating the Job Centre and this would free up a unit for such uses.

4.53 The third aspect is an extension to the existing courtyard made possible by the removal of the car park entrance road as described above. This new building could be used for a new Shopmobility service centre.

4.54 The final aspect of this project is the improvement of the open space in front of the Shambles pub. The basic concept is to remove car parking from this space and renew the public realm and landscape to create a more sheltered and comfortable flexible open space. This space will be used for the market when it is in operation and as a new public open space when it is not. Introducing trees in this space can provide shelter in the town centre, although views to the Town Hall and Shambles Pub would need to be retained.

### **Justification**

4.55 In their present condition, the spaces in the Shambles area are a major missed opportunity and an asset which, in our view, the town centre cannot afford to undersell. Several traditional courtyards have been lost over recent years and this project gives the opportunity to enhance and improve a courtyard which is right in the heart of the town centre. The frontage space similarly underperforms as it is affected significantly by traffic. Redesigning this frontage area could create an attractive and more sheltered area which is more pedestrian friendly. Both spaces benefit from a south facing aspect and will catch the evening sun. As a result, this space will lend itself to alfresco eating and drinking.

4.56 The more sheltered courtyard, in particular, could become an enjoyable outdoor room in warmer months. The new pedestrian only link from Market Place to Station Road car park will improve the sense of arrival in the town centre and enable more space for the market. The Shopmobility aspect of the project is well located right on the existing car park and this will provide a new facility for the local population.



*Shambles Court as existing (bottom); and, as it could be (top)*



### Design Requirements

- The frontage open space redesign will need to respond innovatively to the site levels to create open spaces which are suitable for pavement cafe type spaces.
- The design of all new public spaces will need to be flexible enough to accommodate the market when it is in operation.
- The courtyard space will be enhanced by attractive parasols, tables and chairs. The dual use of this space will need to be possible, and storage areas for chairs and tables, and for market stalls, will need to be considered.
- It is envisaged that these spaces should be used in the day but also in the evening, and so attractive lighting will be important.
- Tree planting and landscaping on the frontage open space will help to provide shelter and greenery in the heart of the town. Trees will need to be carefully selected and sited so as to provide screening and relief from the road, but avoid obscuring the Town Hall and Shambles public house.
- The redesign of these spaces will need to be coordinated with other proposed town centre streets and spaces.

### Project Links

4.57 This project is linked to the improvements to Station Road car park. Rationalising access to the car park from Station Road and removing the access road that bisects the retail parade and the Shambles pub is vital to unlocking greater vitality and more public space in this area.

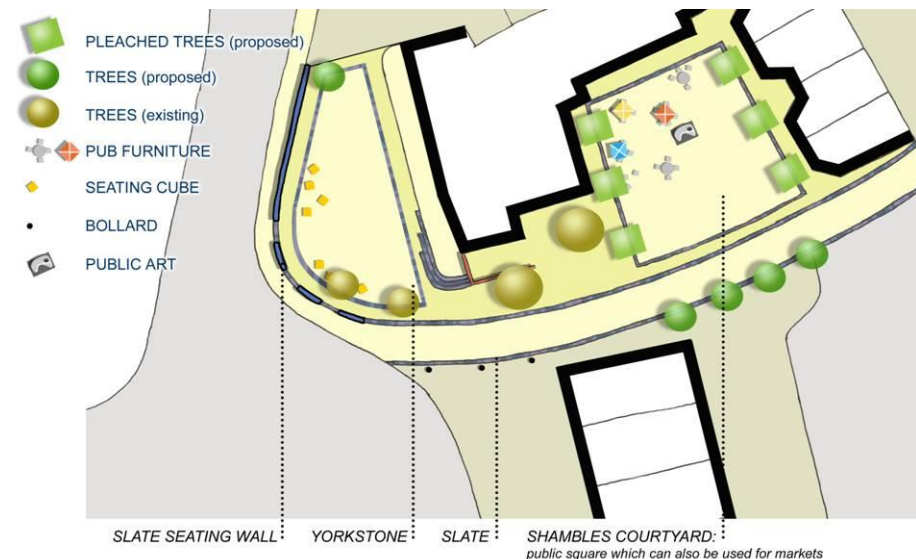
### Other Options Considered

4.58 There are not many options for this area. One aspect of the scheme which may change is the provision of the new Shopmobility unit in the extended court development. This could, under different circumstances, become a purely commercial development, or a mix of the two.

### Outputs

- Extension to 2 storey building would create 32m<sup>2</sup> at ground floor and the same space at first floor.
- Rationalised access to Station Road car park
- Re-aligned Station Road through Market Place
- Improved frontage open space
- Improved courtyard space for alfresco eating and drinking

*Note: Outputs are based on illustrative plans only. At this stage it is very difficult to calculate costs for this project given the level of detail that our team has been able to go into. It may be harmful to suggest budget costs at this stage which may well be vastly different from reality. Further work will be needed to progress with more detailed design and feasibility of projects based on the plan.*



*Plan to show landscaping improvements at Shambles frontage and Shambles Court (above)*

## CATALYST PROJECT – C5

### Former Sherrier School / George Square Comprehensive Redevelopment

#### *The Challenge*

4.59 The challenge for this area will be to pull together several separate sites and buildings to create an improved car park, high quality new retail and mixed use development and the re-use of the former Sherrier School. The concept is to recreate George Square, by enhancing the car park to feel like a quality space, within which a proportion of cars are allowed to park, and to surround this space / car park with high quality new development.

4.60 Redevelopment should also radically improve the appearance of this part of the town centre, which suffers from a number of inappropriate buildings out of keeping with the traditional character of the town. The modern building (funeral directors) that overlooks the existing car park offers no overlooking and limited interest for this space. A key aim is to bring the former Sherrier School into more active economic use and this will be challenging from a commercial, architectural and access point of view.



*Example of car parking  
as part of a landscaped  
public space*

#### *Description*

4.61 This area includes a number of important parcels of land, buildings and uses. These include:

- The former Sherrier School
- The existing library site
- The existing car park
- The existing public toilets
- The modern retail and office building on the corner of George Street and Church Gate
- The modern building and associated land at Co-op Funeral Services
- The Montessori School
- The Council owned car park on Coventry Road

4.62 The proposal for this area is a comprehensive redevelopment utilising public sector land holdings to facilitate private investment in new buildings whilst retaining and improving the existing car park. The proposal also includes privately owned land where refurbishment and redevelopment can uplift the quality of the built fabric and introduce new and more appropriate uses to intensify activity. Development of this nature will need to be commercially viable and so generate value from the site in terms of new higher value uses – retail and residential will be important to the concept for change. There may also need to be a relocation strategy, in which public sector may need to assist in terms of uses which are no longer considered appropriate for this area, but which nevertheless need to be located within the town or District.

4.63 The proposal to relocate the existing Library to the Community Resource Centre will provide a publicly owned site which can support new commercial development in this area. There has been new investment in shops and in flats above shops and it is considered that this form of development could extend across the existing library site. New development will look outwards from the site overlooking Coventry Road and the existing car park. Proximity to the existing electricity sub station may be a constraint for new development overlooking the car park.

4.64 The former Sherrier School should be refurbished and converted to residential use. This would be a commercial development and would help to bring this attractive but somewhat neglected building into more active economic use. The nature of this building will require a bespoke architectural approach and the resulting space could provide new residential opportunities in the heart of the town centre. Access is particularly challenging, given site levels and the requirement to retain the historic wall on Church Gate. The most suitable solution would be to take access to the rear of the existing undertakers, which itself is an important development opportunity.

4.65 Other uses for the Sherrier School may prove viable if public sector funding can be secured and ideas such as a business centre have been put forward. The access and parking constraints have undermined concepts for business, but the Masterplan would support business uses as an alternative to residential development (or as part of a mixed use scheme) where viability could be assured. One positive aspect of a purely commercial residential scheme would be that the disposal of the building and the change of use through the planning process could generate value to re-invest on the site, nearby or within the town centre, based on the projects identified in this Masterplan.

4.66 Considering the Funeral Director's premises, it is clear that this site needs to be considered alongside the refurbishment and re-use of the former Sherrier School based on the access considerations described previously. This site is very important to the town centre, occupying a

prominent location. The proposal is for the existing use to be relocated and for the site to be redeveloped for a new mixed-use development including retail at ground floor and residential development above. These new uses can reinvigorate George Square and transform the appearance of this part of the town centre.

4.67 Next door to the Funeral Director's, the modern retail (ground floor) and office (upper floor) building on the corner of George Street and Church Gate requires attention to improve its visual appearance in the town centre. This building is likewise prominent and has a vista along Church Street. Many people consider this building to be one of the most inappropriate in the whole town centre, perhaps because of its prominent visibility from the Memorial Gardens. Our recommendation is to refurbish this building to enhance its appearance.

4.68 The car park itself should be enhanced and upgraded to modern standards in terms of layout, disabled access and security. The quality of this area as a space is also important, and improvement works should recreate a more attractive and pedestrian friendly environment.

4.69 The existing public toilets which are located in this space should be relocated to the new community resource centre where the quality of provision can be improved and maintenance more easily assured. Timing will be important and we would recommend that the existing facility be retained in the short to medium term until the new community building is delivered. Where the car park is redeveloped before the Community building, a temporary facility should be provided in the town centre.

4.70 The redevelopment and re-use of Montessori School site was proposed at the public consultation. However based upon the feedback from consultation and the potential difficulty and cost of relocating the school, it was considered that the possible benefits of this aspect of the scheme did not sufficiently outweigh the potential costs and that as a result the School should remain in the short and medium term.





## Justification

4.71 Improving this part of the town centre is important because it forms a significant arrival point. At present the condition of the environment, both in terms of landscape and development is poor. Regeneration – this has started already with the redevelopment of and around the new post office – can help to uplift this part of the town and tackle two of the town's buildings which detract from the historic character.

4.72 The former Sherrier School is a significant commercial opportunity for the town. The present use of the building as a store for County Council artefacts is an under use of this important building. Since it is in public ownership there is an opportunity to enable new investment in the town and control the quality of the scheme. The Sherrier School is also one of the town's most attractive Victorian buildings and as such its prominence and setting should be enhanced. At present this building is somewhat hidden and isolated. Refurbishment could bring life, activity and overlooking to the area.

4.73 The Funeral Director's is, we understand, a viable business, but a business that does (in our view) not need to be located within the heart of the town. In its present use the building offers little to the vitality and viability of the town centre. It has no active frontage and the appearance of the building overlooking the car park is bleak and unattractive. The proposed redevelopment will, as described, transform the look of this part of the town, but will also provide new uses which can create activity through the day and in the evening. Introducing residential uses will help create a safer and more comfortable evening environment. The key theme in this part of the redevelopment will be intensity, because it will be the new high value uses that make the redevelopment possible.



*Sketch of how the George Square redevelopment could look (top left).*

*The current view (bottom left)*

4.74 The redevelopment of the Library site can enhance the gateway to the town centre at Coventry Road. Carefully designed new development on the Library site would not only enhance the setting of Coventry Road but also the car park. The development could also generate value, some of which could be re-invested in the new library (which will be created as part of the town heart project).

### Key Aspects

- Relocation of the Library and redevelopment of the site for shops at ground floor and apartments above.
- Removal of the existing public toilets to be replaced by new toilets as part of the new community service building in Market Place.
- Redevelopment of the Co-op Funeral Directors site for new retail units at ground floor and apartments above.
- A new access secured to the former Sherrier School across the Funeral Director's site.
- Refurbishment and re-use of former Sherrier School for high quality bespoke apartments
- Remodelling and refurbishment of existing car park to create a new public square.
- Facade improvements / refurbishment of modern development at the corner of George Street and Church Gate.

*Pavement cafes  
and al fresco  
eating and  
drinking can  
bring activity to  
the town centre  
environment  
(right)*



*Former Sherrier School/ George Square  
– footprints of potential new development*

## ***Design Considerations***

- The setting and appearance of the former Sherrier School should be enhanced through its re-use.
- The building itself should be refurbished in such a way that insensitive additions to the original building are removed and any new structures and extensions are sensitively designed, noticeably different and subservient to the original building.
- The boundary wall formed to Church Gate from the school should be retained. This should remain a pedestrian access to the site with car access from George Street.
- Where possible, new frontages, windows and doors should be designed to overlook the car park to create improved natural surveillance.
- Redevelopment and refurbishment of modern buildings should be simple in design and reflect traditional materials, colours and designs to repair the historic fabric of the area.
- The design of the space itself should be of a high quality. Given its prominence, the specification of this space should be higher than both Chapel Street and Station Road. These other car parks are to the back of blocks and have quality spaces nearby in terms of Church Street and Shambles Court respectively. George Square is both a car park and a public space and should be designed as such.
- Trees and greenery should be designed into the new car park to create a softer and more attractive environment.
- The layout and design of the car park should provide an appropriate provision of disabled parking spaces.
- Lighting of the car park will be important and this (as with the point above) is a wider issue for all town centre public car parks.

## ***Project Links***

4.75 Most of the projects associated with this catalyst project form part of the project itself. There are several key components of the concept which have been discussed in this section. Delivery of this concept will be challenging based on the varied ownerships, uses and businesses.

4.76 One specific wider issue will be the impact of proposed changes to Church Street, with George Street in terms of access and egress to the car park from George Street. This site overall should benefit from the improvements in Church Street.

## ***Other Options Considered***

4.77 Early concepts for this area included more radical options to redevelop the Montessori School site and the Council car park on Coventry Road. Options for these areas included a consolidated single car park and the redevelopment or re-use of the school building. In view of feedback from consultation and the potential scale or relocation costs (even if the school were a willing party) it was considered that relocating the school may be a step too far at this stage and might divert funding away from projects which were more important to the town centre proper. It may be sensible to consult the school in due course to consider the feasibility of including it in the redevelopment proposal in the longer term.

4.78 As noted previously, residential and possibly business uses could support the refurbishment of the former Sherrier School, assuming different delivery approaches. Another option would be to accommodate relocation of the town's Library. It is our strong recommendation that important public uses and resources should be located in the heart of the town centre in purpose built new accommodation. However, if the town heart project is not deliverable, then the relocation of the library into the former school may provide an appropriate alternative position utilising publicly owned land.



### Potential Outputs

- Refurbished car park space / open space.
- Refurbished building at corner of Church Gate / George Street.
- New mixed use development on the existing Funeral Directors site to include retail units (2@70m<sup>2</sup> / 1x75m<sup>2</sup> / 1@100m<sup>2</sup>) and 8 x 2 bed apartments (@65m<sup>2</sup> approx.) over 2 upper floors.
- Redevelopment of existing library site to include retail units (2@70m<sup>2</sup> / 1@150m<sup>2</sup>) and 8 x 2 bed apartments (@65m<sup>2</sup> approx.) over 2 upper floors.

*Note: Outputs are based on illustrative plans only. At this stage it is very difficult to calculate costs and values for this project given the level of detail that our team has been able to go into for this project. It may be harmful to suggest costs and values at this stage which may well be vastly different from reality. Further work will be needed to progress with more detailed design and feasibility of projects based on the plan.*



*Example of sensitive new development respecting historic character of neighbouring buildings (above)*



*Examples of pavement cafes and public spaces (above)*

## CATALYST PROJECT – C6

### Reconsidering the Management and Quality of the Town's Historic Market

#### *The Challenge*

4.79 The Masterplan process has confirmed the importance of the market to the town. The market is not just important in itself; it brings people to the town and supports the town centre's shops. People value the market and it brings a special character to the town. However, it is our view that the market is not fulfilling its potential and that scope exists to re-organise how the market operates to improve its offer and its appeal.

4.80 The time is appropriate to consider how the market operates now, and how it can become more popular and successful in the future. The Masterplan provides the means by which the various interests and stakeholders can consider together how best to take forward the market. The challenge will be to work positively together to create new management structures which best meet the needs of the town and the existing and future stall holders.

#### *Description*

4.81 The plan suggests some recommendations, but it is clear that more detailed work will be needed to move forward with this project.

4.82 The first recommendation is that the physical infrastructure – the market stalls themselves – need attention. The appearance of the market is very important to the character of the town centre and it is our view that, at present, the stalls do not create the image and identity of a high quality place. Practical issues, such as how the stalls are 'set-up' and 'dismantled', how robust they are, as well the protection they offer from rain and sunlight, are just as important as the colour of the canopies. New

products are available, which are not only of attractive appearance, but also score highly on these practical points.

4.83 A town centre location for the market is clearly important and we are making a strong recommendation that the market should be partly relocated and extended to take account of opportunities (and requirements) from other projects. The concept is for the market to form an important link between Station Road car park and George Street. This will create a street market which benefits from space reclaimed from highway, both around the Shambles area and along Church Street. Clearly, proposals for the town heart project mean that fewer stalls can be located in the existing market space. However, some stalls can still be located on part of this space and on the frontage to the Shambles public house.

4.84 It is important to recognise that the relocated market will be just as prominent and more closely related to the town's shops. In our view, using the more limited space within the town centre will be more intensive and more effective in supporting footfall and vitality for the stalls.

4.85 This initial investment will need to be matched by a robust management structure in order for the market to be successful. The market benefits the town and as a result the town has a vested interest in securing its future. Vesting responsibility for the market in the town is clearly important, but the existing arrangement, where Town Estates fulfil this role is a concern, as it appears that this organisation has limited capacity to take the market beyond its present arrangements. This is not a criticism of Town Estates, more a recognition that the existing



management structure is not ideal and that Town Estates might be better suited managing their property interests better to serve their charitable objectives.

4.86 The question of who else should manage the market is a central one. In our view it is unlikely that a dedicated market operator will come forward, although this option could be tested. Our recommendation is that the public organisations with responsibility for sustaining the health of the town centre and which have a natural interest in the success of the market – The District Council and Town Council – should be the leading contenders. The capacity of each will need to be considered carefully, as will the role of the County Council. Practical management issues such as the setting-up and dismantling of the stalls also needs consideration.

4.87 A longer term improvement strategy for the market needs to be drafted which sets out not only how the 'weekly' market will operate but also how specialist markets can be attracted to the town centre. A major market opportunity could be to extend the sale of fresh local produce. This could be achieved through expansion of the existing farmers market. Retaining and attracting good quality stall holders that add value to the market will be important, albeit a balance needs to be struck so that existing businesses are not unduly threatened.

4.88 Inevitably, given the wide scope of this plan and the complexity of the issues involved in the market, much more work is now needed to move this project forward.

## ***Justification***

4.89 A vibrant and popular town market is integral to a successful town centre and its businesses. The market can attract people, who might not otherwise use the town, to visit and spend time and money in the centre, not only at the market, but also in other shops, cafes and pubs.

4.90 Part of the problem with the existing market is its poor appearance and lack of identity, largely due to the different styles of stalls presently in use (with stall holders supplying their own stalls). The quality of the goods on offer could also be improved. Stall holders are likely to be servicing many other markets across the area and so discussion with them and with other markets in the District and County might assist to inform better practice in Lutterworth.



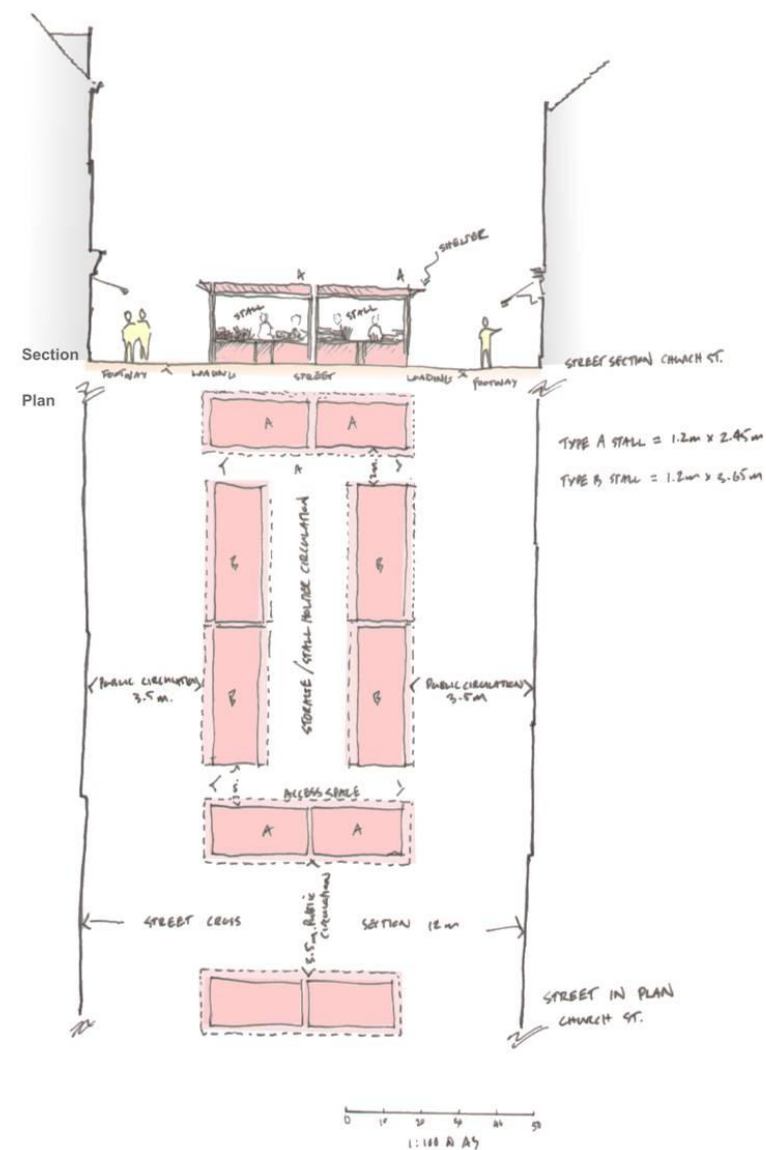
*Co-ordinated and eye-catching stalls  
can boost the attraction of a market to  
both customers and traders*

## Design Requirements

- The design of the stalls should be coordinated and attractive.
- The market stall canopies should be traditional, using colours that are striking but not garish and which can help to reinforce a sense of quality and uniqueness.
- Light coloured covers for stalls will generally not wear well, whereas darker colours, such as green, will wear much better.
- The location of the stalls should be as level as possible. Where spaces are being redesigned and refurbished consideration should be given to terracing the spaces to provide level surfaces for stalls.
- Stalls located in Church Street should not undermine the linkages across the street or the access to existing shops and businesses. The space available in this street should influence the specification of the stalls selected and their layout. (see plan below for stall layout ideas).
- Storage of the stalls should be in a secure compound located close to the market (in Station Road car park for example).

## Project Links

4.91 The relocation of the market is reliant on making Church Street a pedestrian street for the core shopping hours, which we have seen is itself enabled by redesigning George Street as a two-way road. The alteration to access and egress to Station Road car park also has an implication as to where the market can go. Furthermore, the community heart scheme and new public building in the heart of the town will also have a significant bearing on the market. These linkages are vital and, whilst we have endeavoured to create projects which are as far as possible independent, the location of the market is clearly influenced by a great many other masterplanning issues.



Elevation and plan sketch to show potential for 'street market' in Church Street

## Other Options Considered

4.92 Clearly one approach could be to improve the market in situ and, if the community heart project proves unviable in the short and medium term, this could be an option. However, it is our preference that in a 'no community heart building' option the market should still partly relocate along Church Street and towards Station Road car park (between the pub and the retail parade) where infrastructure projects can be delivered. This would enable a dedicated public space to be created in the heart of the town.

## Outputs

- Initial design work indicates that a street market in Church Street could deliver 48 new market stalls (24 @ 1.2m x 2.5m / 24 @ 1.2m x 3.65). See plan below for illustrative layout and detail.
- 3 new stalls could be accommodated in front of the new community building (community heart) with a further 3 stalls located in the pedestrianised space between the retail parade and the Shambles pub and 3 more on the Shambles frontage space. (all assumed at 1.2m x 3.65).

*Note - Different size of stall and formats may influence the outputs in terms of numbers of stalls. Under the recommended design there could be up to 57 small and medium sized stalls in the new street market.*

*At this stage it is very difficult to calculate costs for this project given the level of detail that our team has been able to go into for this project. It may be harmful to suggest budget costs for capital works and operation at this stage, which may well be vastly different from reality depending on the delivery route. Further work will be needed to progress with more detailed design and feasibility of projects based on the plan.*



*The existing market has some attractive stalls already (left)*



*Example of street market with smart canopies and quality produce (left)*



## CATALYST PROJECT – C7

### Lutterworth Strategic Traffic Study

#### *The Challenge*

4.93 This is a non-physical project, it advises a further consultancy study. Whilst this project might not 'solve the traffic problem' directly, its recommendations should provide a clear way forward that balances all the relevant issues.

4.94 The masterplan has helped to confirm the importance of addressing the traffic problem within the town centre. This issue is central to the regeneration agenda for Lutterworth. At consultation, local people were united in identifying traffic and HGVs in particular, as their number one issue in the town centre. However, it was important that the masterplan did not focus purely on the strategic traffic issues at the expense of other issues.

4.95 The Masterplan Report (this report) and the Options and Consultation Report set out the strategic traffic issues and suggest potential options which now need to be developed and tested in greater detail.

#### *Description*

4.96 The strategic transport study should firstly identify the most appropriate option of reducing through traffic in Lutterworth, and secondly, provide the best possible supporting case for that option to be funded and delivered. This must look at the traffic issues outside of Lutterworth, as this wider level context and justification is essential for seeking strategic change to the highway network.

4.97 It is envisaged the work would need to include the following aspects:

- Review of Masterplan option ideas in detail to consider issues of feasibility and deliverability.
- Consideration of other options if necessary or appropriate.
- Review of policy which may support or otherwise inform the options and proposals.
- Review of other available information and identification of new data needed perhaps destination / origin
- Meetings with the relevant stakeholders to discuss the various options, including Leicestershire County Council (LCC) as highway authority, the Highways Agency (HA), and Harborough District Council (HDC) as the local planning authority.
- Surveys (vehicle volumes, origin destination and/or number plate recognition surveys).
- Prediction of future traffic conditions.
- Identify an appropriate 'preferred' option – methodology would need to be agreed for choosing the option, factors could include ease of implementation, cost, timescales and so on.
- Preliminary design.
- Scheme appraisal in line with NATA guidelines.
- Agreement in principle with key stakeholders.
- Consultation.
- Stats enquiries.
- Scheme construction costing.
- Identify land requirements.
- Discuss/identify funding sources/mechanisms.
- Summarise above steps in study report.

4.98 The cost of the study is likely to be in the range of £50,000-£60,000 + VAT, but excluding data costs, survey costs, and other expenses. Whilst this could be subject to change depending on the level of detail required for the work we would emphasise the importance of the commission towards providing a robust and deliverable solution to the traffic problem.

4.99 The appointed consultants would need to work closely with Leicestershire County Council in particular and the County Council will need to play an active part in writing the brief, commissioning and managing the work.

4.100 Either before or as part of the strategic transport study it is recommended that the public sector stakeholders identify the key businesses who presently contribute a high proportion of HGV' movements through the town (such as Croft Quarry) and meet with these organisations to discuss options to mitigate their impact on the town centre.

### **Justification**

4.101 This project is an essential next step towards resolving the traffic issues affecting the town centre. Traffic in town has a profound effect on the quality of the town centre and in our view this has a major impact on commercial viability and economic success. As noted, consultation has established that traffic is a major issue with local people. It would be easy to write at length regarding the necessity for and justification of this project, but often fewer words can have more impact. **Therefore put simply, there is no more important project for the town in our view.** Whilst many other projects can deliver local benefits, all of these other projects will be strengthened by the resolution of the traffic problem. Although the proposed new study might not be able to 'solve' the problem directly, it is a key next step in the process to defining and justifying a workable solution.

### **Design Requirements**

4.102 At this stage it is not possible to set out what the design requirements for this project should include in as much detail as some of the other catalyst projects. It is though worth stating that any new traffic and highway infrastructure should be designed so as to be attractive and pedestrian friendly where relevant and that costs for any scheme should make proper provision for design quality.

### **Project Links**

4.103 The potential for this study to identify a workable solution has benefits across the town centre for all businesses and all people living, working and visiting the town centre.

### **Outputs**

4.104 At this stage detailed technical outputs are not possible to define. The study should though set out the preferred scheme which is supported by the key stakeholders and upon which a detailed delivery plan can be developed for the project from detailed design to construction.

#### Note

*At this stage it is very difficult to calculate costs for delivering the study. We have suggested a budget cost based on the initial scope of works proposed. This will need further consideration as a brief is written and tasks are identified. A cost saving on this budget cost may be possible where the appointed consultant works closely with Leicestershire County Council.*

## Supporting Projects

4.105 The Supporting Projects include:

- **S1 - Car Park Improvements and links to Car Parks**  
Create more attractive arrival points to the town which are well linked to the shopping areas.
- **S2 - High Street / Market Street Improvements**  
Improvements to streetscape and the upgrade of existing pedestrian crossing facilities.
- **S3 - Town Lighting Project**  
Ensure that through careful architectural lighting the town's most striking historic buildings are not lost after dark. Supporting this, improved white lighting in core streets and open spaces for a safer and more pleasant environment.
- **S4 - Wayfinding and Signage**  
Improvements to the branding and signage within and to the town centre aiding legibility and adding to identity.
- **S5 - Shop Front Improvements**  
Continued grant support for property owners and building tenants who invest in more attractive and well designed shop fronts.
- **S6 - Townscape Improvements**  
Continued grant support for property owners and building tenants who invest in sustaining historic buildings and improving their external appearance.
- **S7 - Co-op Frontage Site Redevelopment**  
Shop front infilling to the existing Co-op pagoda style structure on Market Street to generate economic activity, an improved street scene and an enhanced arrival point to the nearby retail area.
- **S8 - Town Estates Properties on Market Street**  
Conversion of existing houses into shops at ground floor and apartments above to bring greater life and vitality to the street, and opportunities for new businesses in the heart of the town centre.



*Plan of Supporting Projects*

- **S9- Town Estates 'Back-land' site East of Market Street**  
Redevelopment of an underused back-land area for live/ work accommodation.
- **S10 - Former Post Office Regeneration**  
Refurbishment and re-use of this prominent building on High Street to add to the attractiveness and vitality of the High Street.
- **S11 - Church Gate Improvements**  
Streetscape improvements to create a more attractive approach to the Church and an attractive link into a refurbished Church Street.
- **S12 - Bank Street Improvements**  
Modest improvements to the street environment and to boundaries along this town centre street.
- **S13 - River Swift and Southern Gateway Project**  
Improve the visual appearance of the bridge and the waterside to create a more distinctive arrival point in town and a more prominent and accessible waterside.
- **S14 - Regents Court Landscape Project**  
Redesign the existing planted area and to create a more attractive arrival point.

## SUPPORTING PROJECT – S1

### Car Park Improvements and Links to Car Parks

4.106 Environmental improvements are proposed for the three main public car parks in the town centre at Station Road, Chapel Street and George Square. These should create safer and more attractive spaces at arrival points in the town centre and provide linkage into the town centre for pedestrians. The refurbishment of these car parks should take into account the following:

- High standards in disabled access and parking space provision and location.
- Encouraging more sustainable travel by including secure cycle storage.
- Decent lighting to car parks and their links at night to create safer places.
- Providing welcome panels at car parks to help visitors orientate themselves.
- Improving boundaries to the car parks to 'soften' their edges and make them more attractive.
- Encouraging tree planting in car parks to help define spaces and routes, and add to environmental quality.

4.107 The existing parking charges are generally considered to be contributing positively to the town.



*Example of car park improved by soft landscaping, lighting, boundary treatments and quality surfaces (above)*

*Station Road car park as existing (right)*





4.108 Challenges for Station Road car park focus on the need to rationalise access and egress. There are also pedestrian routes across this car park linking residential areas to the town centre which need improvement. The existing crash barriers also need to be removed and replaced by a more attractive boundary treatment. The boundary of the car park to Station Road should be significantly improved, with simple railings replacing the low wall.

4.109 Station Road itself would benefit from some improvements to its public realm and street furnishings. Station Road shops run into Market Place and they need to feel included in the town centre through the design of the public realm.

4.110 Challenges at Chapel Street car park include the poor quality boundaries and the unclear delineation of public space and private service areas. Storage areas and private boundaries are undermining the quality of the space. Pedestrian linkages to Memorial Gardens (Church Street) and Market Street need improvement in terms of signage and lighting. The link to the Memorial Gardens (via Chapel Street) also needs improved edges and boundaries to adjacent residential properties.

4.111 Challenges at George Square car park include the need for its redesign alongside wider regeneration in this area. For this reason this project may need to be undertaken later on in the process. The existing public toilet in this space needs careful consideration, the long term preference is to see this relocated to a new community building. The car park at this location needs to be designed to a higher specification in terms of surfaces than either of the other two car parks, since George Square is more visible within the heart of the town centre. This project has been included in the Catalyst Project for the George Square area.



*Example of car park improved by soft landscaping, quality surfaces and footways (left)*

## SUPPORTING PROJECT – S2

### High Street / Market Street Improvements

4.112 It is evident that investment has been made in public realm along High Street and Market Street. Surfaces and furnishings appear in good order generally, although they 'dirty more quickly' given the high levels of traffic along these streets. The existing environment meets basic needs and looks reasonable in its condition. The biggest problem along these streets is the traffic, which the Masterplan cannot resolve in the short term. Hence this project is concerned with how the existing situation can be improved assuming traffic remains heavy along this route for the foreseeable future.

*Example of road and footway surface treatments to indicate arrival and slow traffic (below)*



### ***Pedestrian Crossing Facilities***

4.113 Improved pedestrian crossing facilities are required both in High Street and in Market Street. The aim should be to make crossing the busy road easier and provide stronger connections east-west through the heart of the town. The existing signalised crossing should be upgraded and replaced with a new puffin crossing. In addition, a new signalised pedestrian crossing should be provided north of Church Street, which could take the form of a puffin or toucan crossing, the latter would provide a pedestrian and cycle crossing facility.

4.114 Despite the relatively close proximity of these two facilities it is, in our view, imperative to allow people walking along Church Street towards the Market Place and Shambles area to cross Church Street, and take an indirect route along High Street. Many people 'take their chances' and cross on the desired line in any case. It is our view that, given the significant impact of traffic in the town, this improved pedestrian crossing provision is vital to redress the balance of accessibility in the heart of the town.



*Improvements are needed to pedestrian crossings on Market Street and High Street.*

## ***The footways and carriageways***

4.115 Narrow footways and pinch points are a problem at certain locations in Market Street, as pictured right. It may be difficult to address this through the redesign of the highway alignment to create much more pedestrian space. However, we would encourage this situation to be assessed by the Highway Authority and kept under review if no action can be taken presently with the aim of improving the situation in the longer term.

4.116 Effective traffic calming measures along High Street will be difficult to achieve whilst levels of traffic and particularly HGV traffic through the town remain at their existing levels. We recommend that modest improvements are made to the carriageway ahead of, at and between pedestrian crossing areas, where different surface finishes can improve the look of the street and the effectiveness of braking.

4.117 A new pedestrian footway is recommended along part of Rugby Road outside the Fox Inn public house where at present no footway is provided and the carriageway extends over a large amorphous area.

4.118 The cleansing regime in High Street and Market Street may benefit from a review. More regular jet washing of the footways can help to address the impact of the traffic through the town.

4.119 Improvements to High Street and Market Street should integrate with works to Church Street and Market Place.

## ***Street Lighting***

4.120 Lighting along these two important routes is important and upgrading the existing would significantly enhance the environment after dark. The present lighting provision offers functional illumination of the carriageway for traffic purposes. The quality of yellow light provided is poor in terms of the pedestrian environment masking the colours and quality of buildings and public realm, as well as making it difficult to distinguish other people clearly. Upgrading to new white light along these two streets should be a priority, particularly for pedestrian footways and crossing locations. (See following Town Centre Lighting Project)



*Pinch points on Market Street footways (above)*

*Street clutter along High Street (left)*



## SUPPORTING PROJECT – S3

### Town Centre Lighting Project

4.121 Good quality urban lighting is important to create a more attractive, safe and active town centre environment after dark. A better night time environment will help to support the restaurants, bars and pubs that make up the evening economy. The projects to improve High Street and Market Street (above) and the town centre car parks (see page 57) include provision to upgrade lighting. The lighting project embraces these and many other aspects of the night time environment, the core aspects of which are the lighting of public realm and buildings.

#### *Lighting the Public Realm*

4.122 The public realm – the streets and open spaces of the town centre – are very important, and at night these need to feel safe, bright and attractive. The first aim of the lighting project should be to undertake a detailed audit to record the performance of existing lighting provision. This will need to be a technical exercise to ascertain the nature and quality of light, but there is also value in undertaking this audit from a 'lay-persons' point of view, investigating and recording any problem dark spaces and places which could potentially be unsafe. The town centre and the pedestrian links to it need to be considered.

4.123 Based on this investigation, a plan should be prepared which sets out a range of actions to improve the quality and provision of lighting. This might include upgrading existing luminaires, as well as recommendations for new infrastructure. The lighting plan should recognise opportunities to integrate light into the improved public realm in key projects, such as the Church Street project, where major change may be possible.

4.124 The importance of quality white light is emphasised, as pictured below. Pedestrian scale lighting is also important, as the present provision of lighting is very much a traffic oriented, functional solution. Creative lighting and the use of colour can add interest to the public realm and mark out routes or focal points.



*Yellow street lighting (above) currently used is not as effective as white lighting (left) and should be replaced*

## Architectural Lighting

4.125 Considering the buildings; it is apparent just how many of these are 'lost' after dark, as the whole character of the town centre changes. It is a colourful and attractive town by day, but at night the existing lighting makes the town look much more ordinary. Given the attractiveness of so many of the town's buildings, it is our recommendation that architectural lighting be prioritised and an exemplar of best practice developed.

4.126 The focus should be on the town centre's most attractive historic buildings, at least initially. The ambition should be to retain the visual presence and attractiveness of these buildings in the street scene after dark. There are many effects that can be applied to the illumination of buildings which range from floodlighting to accent lighting of details, or a combination of both. Care should be taken to create an effect which is sensitive to and enhances the building. Care will need to be taken to manage such architectural lighting and a coordinated approach is needed. Lighting should not be used in a competitive manner where one building is lit to 'outshine' another. The use of colour should be controlled and generally only one colour should be used.

4.127 Colour is very important. Lutterworth has many coloured facades, and using the same colours for lighting can reinforce the character of the buildings. Care should always be taken not to create a garish effect. For the town's paler coloured buildings, it will be important to consider whether the finishes are warm or cool in their tone, and match architectural lighting accordingly.

4.128 In any lighting plan for the town, minimising light pollution and integrating lighting units carefully into public realm and onto buildings will be important. In future, with much more effective and creative lighting, the town centre's attractiveness and distinctiveness can continue in to the evening, appearing vibrant and striking.

4.129 Improving the look of the town centre after dark can bring economic benefits, and is not simply about providing a more attractive appearance. A grant assistance scheme could be developed to extend the heritage initiative. The public sector is likely to need to take a lead role and the Town Hall and the jet installation should be early targets for action.



*Architectural lighting makes the Shambles pub and the Greyhound Inn stand out at night (above).*

*Example of architectural lighting, complementing building tone and character (right)*





## SUPPORTING PROJECT – S4

### Wayfinding and Signage

4.130 The town has much to offer. Its buildings are attractive, its history fascinating and visitor numbers are quite high. However, the 'Lutterworth Brand' identity needs some significant work to highlight the special and interesting features to both local people and visitors. Investing in improved signage and wayfinding features can help to develop this brand identity, and create a stronger sense of place and distinctiveness. The ideas in this section can help to communicate and promote better what the town has to offer.

#### Gateway Signage

4.131 The jet installation on the roundabout on the southern approach to the town centre already creates a focal point and distinctive feature close to the town centre on the A4303. However, the standard highway signage, which greets people arriving from Rugby Road, is much less striking. It should be replaced and upgraded to a more attractive and appropriate bespoke design. New gateway signage should be designed to reflect the historic character of the town centre, and be clear, distinctive and robust.



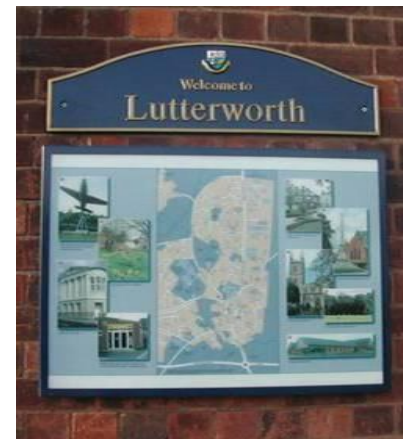
*Jet installation focal point at town centre gateway (far left)*

*Unattractive generic highway signage welcoming people to the town centre (left)*

#### Lutterworth Town Trail

4.132 An updated and enhanced Town Trail is proposed, which will create a walking route linking the town's most important heritage buildings, places and spaces. The trail will need to be specially designed and be more innovative than just a map with text. Information plates and directional signage in streets and on buildings would mark the route. A specific brief will need to be developed for this project.

4.133 The design of any information plates and signage will need to be attractive and robust. Issues, such as where plates or signage are located and affixed (including to buildings), will need to be properly considered.



*Existing town trail (above) should be updated and enhanced*

*Example of town trail/ pedestrian signage (right)*



### **Orientation panels**

4.134 Orientation panels, in the three public car parks should be designed to assist people arriving in the town for the first time. These orientation panels should be designed objects, and not simply boards with plans under glass (these exist already). Maps could be cartooned or conceptual in nature, perhaps with a three-dimensional interpretation of the town centre. Ease of understanding is the important requirement. Landmarks should be highlighted, as should key facilities, but not specific shops, which may change and render the installation out of date. The example shown below is a ceramic finished map on a brick plinth, but other materials including more durable metallic finishes such as copper or brass could be used.

4.135 Directional signage should be used sparingly in the town centre. The main signage needed is for walking routes from St. Johns Business Park, from new healthcare facilities and the One Stop Shop in Gilmorton Road, to the town centre. Other potential uses such as the Community Resource Centre and the proposed cultural and arts centre at the Wycliffe Rooms might also benefit from specific signposting for pedestrians (and motorists).



*Example of three dimensional orientation panel (left)*

### **Bespoke Street Name Plates**

4.136 New street name plates – ideally bespoke in design – can add to the interest and identity of the town centre. A new design might include lettering, as well as motifs, derived from the original function of the street or an interesting historic connection. The crafting and manufacture of plates might be based on metallic or ceramic design, perhaps using colour or mono-chrome. Provided that the lettering is legible, and the plates are to an appropriate scale, such designs are usually acceptable to the highways authorities. We would propose that name plates in all of the town centre's main streets be renewed.



*Examples of bespoke street name plates (left)*

### **Highway Signage**

4.137 Modest improvements to existing infrastructure, including rationalising existing street signage and infrastructure, would help to 'de-clutter' the town centre, creating a simpler environment that is more sympathetic to its heritage. Column-mounted signage needs particular attention, as does the directional signage on road surfaces.

### **A Coordinated Approach**

4.138 All of these ideas are bound by the common thread of brand identity. Historically, the town's coat of arms has been used to communicate its identity, but perhaps this project could develop new imagery based around buildings, people or produce, through which the character of the town can be communicated.

## SUPPORTING PROJECT – S5

### Shop Front Improvements

4.139 The existing shop front improvement scheme to enhance the individual and collective quality of shop fronts in the town centre, should be continued. The appearance and brand identity can be significantly enhanced where shop fronts are of a consistently high standard. There are a number of exceptional traditional shop fronts which add to the attractiveness of the town, and reinforce the prominence of the many independent retailers.

4.140 Traditional shop fronts will be appropriate in the town centre, but, where the quality can be demonstrated, more contemporary designs might also be appropriate. The relationship between the shop front and the building itself, is particularly important. Attractively designed shop fronts are needed to develop the brand identity. The Masterplan strategy calls for high quality independent shops, businesses and services to support the economic success of the town centre. For this to happen, and for the shops to become a stronger draw, they must look the part, as well as providing a quality offer.



*Examples of well designed shop fronts and distinctive hanging signs*

### ***Features which should be encouraged***

4.141 In Lutterworth Town Centre, shop fronts should become distinctive by their use of the following features:

- Attractive / decorative hanging signs and name plates.
- Traditional English blinds rather than Dutch canopies.
- Heritage colours, offering harmony and contrast with their neighbours.
- Timber pilasters, fascias and detailing, creating a well proportioned and balanced façade.
- Hand painted lettering, and an emphasis on crafts and detailing, rather than corporate designs.
- Discrete, sensitively designed lighting schemes to the shop front.
- Outdoor display areas and pavement cafes (obstruction to pedestrian movement will be avoided).
- Container planting by the entrances to shops (where space allows). For example, a pair of bay trees in terracotta pots, either side of the main doorway, can be a highly attractive feature.

4.142 Design features which undermine the quality of shop fronts, such as externally mounted security shutters, should be avoided, as should garish colours and internally illuminated box signage. Wherever practical, every effort should be made to design entrances that give easy access to shops for people with impaired mobility, at least in line with DDA requirements.

4.143 It is not considered necessary or fair to increase the level of grant assistance for shop front works on the basis of the Masterplan (other than with inflation perhaps, which could increase costs for the work), as many businesses have already committed their own finance as part of the ongoing scheme.



## SUPPORTING PROJECT –S6

### Townscape Improvements

4.144 In much the same way as the shop front scheme, the existing grant assistance scheme is supported, and should be continued. The aim should be not only to secure the structural integrity of older buildings within the town centre, but also their economic future. To this end, grant assistance needs to be available to help improve the interior specification of the building – effectively its fitness for purpose – as well as its visual appearance and structural condition.

4.145 Key buildings such as the Town Hall are important, but other buildings, which might not be as spectacular individually, are important for their contribution to the streetscape, for instance the conjoined buildings along High Street, Market Street and Church Street.

4.146 The Masterplan calls for detractors to character to be targeted for remedial action. Put simply, this means external alteration to improve the appearance of less attractive buildings in the town centre. These buildings actively undermine the sense of quality and completeness of the town and, since the strategy relies on the traditional character of the town as a selling point, they are just as important to improve as the historic buildings.

4.147 The retail parade, on Bell Street, overlooking Market Place, and the modern building on the corner of Church Gate and George Street, are the priorities because of their prominence in the town centre. Action could be as simple as re-facing with render and replacing windows, doors and shop frontages. It is not about making those buildings look old, rather the aim is to use materials and design to enhance their existing character. Coloured render, glass and steel could be used. Proportions and scale could also be reinforced.



*Townscape quality in the town centre - High Street (top left) and the Town Hall (top right)  
Detractors to townscape quality on Bell Street (bottom left) and the corner of George Street and Church Gate (above)*

4.148 Special attention is drawn to the town's last surviving large coaching inn, The Greyhound Coaching Inn. Every effort must be made to retain this building within its existing use. This is an attractive building and a valuable use for the town, particularly the overnight accommodation it provides. Hence consideration should be given to the needs of this building in its present use. Conversion to residential use may be a threat in future. This Masterplan resists and would not support any heritage grants for such change of use.



*The Greyhound Coaching Inn,  
Market Street*

*Frontage (left) and courtyard (above)*

4.149 Special attention is also given to the Town Hall. This is a very special building. It is unique both externally, in its classical facade of ionic columns, rusticated ground floor and solid pediment, and internally, in terms of its exceptional 'sprung' ballroom civic space. The town needs to make so much more of this building. Notwithstanding the obvious need for a scheme of improvement and modernisation, we have serious concerns over the capability of the building to meet modern requirements, in terms of access and services.

4.150 These concerns will inevitably limit the opportunities for new life and vitality of the building, irrespective of achieving structural soundness and refurbishment. This is one reason why the Masterplan recommends that the Town Hall be refurbished and regenerated, as part of a new larger community resource centre. A new building could support much greater use of the historic space. As noted earlier in this section, the design of any new building will be critical. For example the visual prominence and integrity of the Town Hall must not be compromised. The link between the Town Hall building and the new building will be particularly important visually, and also in terms of permeability. The idea to connect the buildings, by a glass walkway at first floor level, would allow people to walk all around the exterior of the Town Hall and create a clear break between new and old.

4.151 Taking into consideration the proposals for an integrated building, grant assistance for works to the Town Hall must be considered. No works should be undertaken which may preclude the larger development project, but works which would help in any event, such as damp-proofing, could be undertaken.



## SUPPORTING PROJECT – S7

### Co-op Frontage Site Redevelopment

4.152 The entrance pagoda structure fronting onto Market Street, providing a gateway to the Co-op Site, presents a unique opportunity to enhance the street scene and create economic value. With modest intervention, this structure could be remodelled and refurbished to provide a shop unit facing onto Market Street. This new ground floor unit would contribute to the vitality of the town and add activity, interest and life to the area.

4.153 A new link into the Co-op site would be needed and our recommendation would be to dismantle the existing perimeter wall and railings between the pagoda structure and the next shop to the south along Market Street, and create an improved level pedestrian access. Bollards (Timber in keeping with the new public realm design) could ensure only pedestrian access is permitted. There may be merit in removing this boundary in any case to improve overlooking of the car park and enhance the setting of neighbouring shops, which overlook to both Market Street and the Co-op. This action may require the loss of 2 or 3 car parking spaces from the site, which in our view should not be significant. By redesigning this area, a new courtyard would be created.



*The site how it could look  
if redeveloped (top); and,  
As existing (bottom)*

## SUPPORTING PROJECT – S8

### Town Estates Properties on Market Street

4.154 The houses owned by Town Estates, fronting onto Market Street, sever and undermine the continuity of the retail frontage along the street. These properties are right in the heart of the town and, whilst they are occupied and in reasonable condition, they represent a significant lost opportunity for further town centre uses and a stronger, more continuous retail frontage.

4.155 Conversion of the ground floors of these properties to shop units would be more appropriate to their town centre location. The upper floors could be converted to apartments, and this mixed use approach could create a more balanced development. The remodelling of the internal arrangement of the buildings will need to be properly assessed, but in principle, the project seems relatively straightforward. Access and the integration of units may be an issue. The design response might consider the retail unit and flat above together, rather than as separate units, raising the prospect of live-work development. More feasibility work will need to be undertaken to explore this opportunity.

4.156 This project will need to be taken forward sensitively and, in particular, the timescale will need to reflect the situation of existing tenants, to whom these houses are homes. As such, the concerns and needs of residents must be considered. These issues may well dictate that this project is a medium to long term prospect.



*Example of  
apartments above  
shops further along  
Market Street (left)*

## SUPPORTING PROJECT – S9

### Town Estates 'Back-land' Site

4.157 This project seeks to secure the redevelopment and intensification of land and buildings to the rear of the Town Estates office on Market Street. The space is currently used for community uses, accommodating a permanent Age Concern facility. In the medium to longer term, the Masterplan recommends that Age Concern (with the assistance of the public sector and Town Estates) relocate to more appropriate accommodation within the new community resource centre. Consultation with Age Concern is vital.

4.158 Town Estates would then have the opportunity to lead regeneration of the resultant development site, for residential and live-work uses, as part of its charitable remit. The development may even include a small hall or replacement facility for Age Concern, if that were the best solution. Alternatively, Town Estates may choose to realise their asset, and re-invest in other properties within the town, to meet their charitable aspirations. The capacity and charitable status of Town Estates may determine which approach is adopted. Whatever the development concept, there is a clear need to raise the quality of the built fabric on this challenging and prominent courtyard site.



*Town Estates  
'backland' site (left)*

## SUPPORTING PROJECT –S10

### Former Post Office Regeneration

4.159 The regeneration of the prominent former Post Office building on High Street should be high on the action list for the town centre. At present, the building is something of an eyesore, an indication of the problems affecting businesses in the southern part of High Street. Its present condition may well be inadvertently undermining the prosperity of nearby independent shops.

4.160 Mixed use development, with retail / town centre uses at ground floor and residential above, should be the preferred way forward on this site. This would provide an activity-generating ground floor use with more opportunities for town centre living on upper floors. The residential element of the scheme could well be the enabling aspect of the mixed use scheme. It may be difficult to secure a pre-let for the shop unit, and so the design could be flexible to adapt to residential use if an operator did not come forward. The marketing of the retail opportunity must, however, be legitimate, and hence a two-year period of active marketing should be required, with rents in line with local levels. The last thing the project needs is a zero gain, where the upper floors are in residential use but the ground floor remains vacant. Every opportunity must be given to try to attract an operator, as once the ground floor is lost to residential it is highly unlikely to be a shop ever again.

4.161 There may be some scope to extend this site to include the land directly to the rear, currently used as a motor repair garage, to create greater critical mass. This should only happen where the owner and occupier of this additional land (if they are not the same) are positively engaged and supportive of the concept.



*The former Post Office -  
Retail / town centre uses,  
with residential above,  
is the preferred option*

## SUPPORTING PROJECT – S11

### Church Gate Improvements

4.162 The vista to the Church, along Church Street and Church Gate, is an important aspect of the town's character. Improving Church Street will clearly help to enhance people's experience of the town centre. In addition, it is our recommendation that Church Gate also be improved, to create a more attractive apron to the Church and to strengthen pedestrian links to and beyond.

4.163 Improvements should focus on the quality of the street environment, which at present is modest at best. Creating a street which is pedestrian friendly, and where materials, surfaces and furnishings create an attractive environment, should be the objective. The narrow footways and wide asphalt carriageway do nothing to complement or enhance either the Church or the historic buildings in Church Gate itself.

4.164 The design should focus on the following:

- Narrowing the carriageway and widening the footways.
- Creating dedicated parking bays for residents only.
- Renewing the street surface to create a warm and visually attractive finish in keeping with the approach to the Church.
- Replacing double yellow lines with a residents parking zone.
- Use of timber bollards and tall timber hanging basket features (as used in Church Street) to delineate the carriageway, mount signage and accommodate greenery.
- Use of pedestrian accent lighting to the street to create a more intimate scale.
- Illumination of the Church gates.



Church Gate -

*Historically (image from internet above)*

*And as it is today - surfaces, road markings, parking and wheelie bins detract from the character of the street and the vista to the Church (left)*



## SUPPORTING PROJECT –S12

### Bank Street Improvements

4.165 Bank Street is very much a secondary town centre street. Nevertheless, it has its share of attractive buildings, and a number of professional businesses in a range of converted buildings. The employment uses along this street benefit from close proximity to the centre. Bank Street should continue to provide a home for businesses within the town centre, but the quality of the environment could be improved.

4.166 The quality of built development is generally good to fair, with the main problem being missing frontages due to surface level car parks. However, these informal car parks are important for both businesses and residential conversions, so it may not be easy or appropriate to secure new development on any of those sites. There may be some scope for redevelopment of poorer quality buildings and/or development over some of the existing car parks.

4.167 The more practical and straightforward project in Bank Street is to improve the street environment, in particular the boundaries to private sites and buildings. Sites can still have a sense of quality, despite not being built up, if they have good quality boundaries to the street edge. In addition, surfacing of car parks should be upgraded to a good quality. Street lighting, and possibly tree planting at boundaries, might also play a part in enhancing the streetscape along this road.



*Above - Example of how surfacing and boundary treatments can improve the appearance of car parking.*

*Left – Informal car parking off Bank Street degrades its appearance.*



## SUPPORTING PROJECT –S13

### River Swift and Southern Gateway Project

4.168 Many people's first impression of the town centre is entering from the south. With the recent development of the business park, budget hotel and pub restaurant; it is more important than ever that the town improves its southerly gateway.

4.169 This is not just a question of creating a more pleasant looking environment. It is about linking the town centre to this area of major investment and visually signposting those links. There are likely to be many people working and visiting these new facilities. How many business people staying in the hotel might prefer to make a short walk into the town centre for lunch or dinner, as an alternative to the adjacent pub restaurant? Seeing the business park and the other facilities as part of the town centre, and an asset of the town, is important. Taking the view that these facilities are 'out of town' will create missed opportunities.

4.170 The walking link into the town centre is therefore very important. On the road, and visible from the hotel development, a directional pedestrian signpost or 'finger-pointer' should be located showing the walking time to the town centre. One of the orientation panels (see page 67) should also be located at the southern gateway to let people know what is available close at hand, such as the pubs, bars and restaurants and the 'cash-point'. This form of marketing is straightforward and relatively cheap to implement and could help trade in town.

4.171 Gateway signage will be important and has been described earlier in this section. The point to note is that the signage should communicate that people are entering, or are close to, a historic town centre and that it has something to offer. Trading on the historic brand will be a key strategy, and thus the signage must look the part.

4.172 The environmental asset in this part of the town is the River Swift, and the green character of its waterside. There is scope to enhance both the waterside, and the green space, at this location. The aim should be to create a new waterside green space to the south bank of the river. This could be an important linking space between the new development and the town centre. It can also be an asset for the town centre, providing a pleasant amenity space within a short walk. Opening up views of the river will add to local distinctiveness.



*Example of attractive riverside setting made available to the public (above)*

4.173 Opportunities to enhance nature conservation and ecology value at the water's edge will be important. The project could even include an area designed for local school children to visit, and learn about nature, right in their own town. One aspect of this green space project could be recreating the medieval ford across the river or achieving some type of formal public realm which enables people to get close to the water and perhaps in summer wade into the water to cool off.

4.174 Residential amenity to the north bank will need to be protected and so careful consideration of what, if any, facilities are provided beyond, say, benches. Clearly safety concerns will need to be considered carefully, particularly for children at the waterside.

4.175 The river bridge also needs cleaning, as a minimum treatment. It is our understanding that concerns over 'run-off' into the river have precluded this, in the recent past. This issue needs to be resolved urgently to restore the bridge, which is badly affected by traffic fumes. The bridge and the riverside could both be illuminated, as part of the town centre lighting strategy.



*Green space and rivers can be a haven for both people and wildlife (left)*



## SUPPORTING PROJECT –S14

### Regent Court Landscape Project

4.176 The appearance of the southern approach to the town centre will also be enhanced by an improved landscaping treatment to the triangular green space below the Regent Court development. At present this space, and the retaining walls, look only functional and somewhat overgrown.

4.177 The Masterplan suggests ideas for this space, rather than a specific solution. It is suggested that a competition / school project be set up to design this space. This should be a serious proposition, not a platitude where very young children are asked to contribute superficially to a design process. This competition should be aimed at older students and properly resourced to provide both ideas and inspiration. A budget for the works should be set, and the key stakeholders (the Grammar School and the County Council) should work closely on the project, see p97 – S14.

4.178 Initial design ideas could include new feature steps with sweeping tracks, to break up the space, with grassed slopes and box hedging. Or perhaps terraced grassed areas with planted beds stepping down the slope, providing drifts of colour through annuals or shrubs.

4.179 Given the issues of maintenance, security and potential creation of congregating places for 'youths' outside established properties, it is not considered sensible to create places to sit as part of this space, unless consultation with adjacent residents identifies a specific need. Additionally, given the southerly aspect, tall trees, which might block out light to properties and obscure residents' views, should be avoided.



*The space below Regents Court (left) could be greatly improved with new landscaping and planting (example above).*

# Delivery & Implementation **5**

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## 5 Delivery and Implementation

5.1 This section of the report recommends how the Masterplan and its projects could be delivered.

5.2 Given the range and complexity of projects, it is not possible to set out a precise blueprint of what must be done from inception to completion for each project. It is possible to establish key responsibilities, priorities and timescales.

5.3 The emphasis is on providing practical advice for taking projects forward and, importantly, what must be done first. Clearly the catalyst projects are likely to be the more complex, and may inevitably take longer to implement fully. The supporting projects offer potential for 'quick wins', and we identify where early action can deliver local improvements. Additionally, we recommend the further detailed studies needed to take forward the regeneration agenda for the town.

### Delivery Approach

#### *Endorsement*

5.4 It is now essential that the Masterplan is endorsed by all the public sector stakeholders, at a high level, to provide the necessary executive support for its implementation. As a strategic regeneration framework for the town centre, it is not essential that all the parties are signed up to every absolute detail, but it will be very important that the key principles, ideas and catalyst projects can be agreed as a common agenda for the town's improvement.

5.5 Securing this cross-organisational endorsement is a vital next step for the plan. It will be important that all organisations contributing to the Masterplan, as part of the Steering Group, can sign up to the agenda it puts forward. Engagement with these organisations should be at a senior level and through the relevant project leaders.

#### *The Role of Public Sector Stakeholders*

5.6 There are various public and voluntary sector organisations working in Lutterworth for the benefit of the town. These organisations have a responsibility individually and collectively not just to approve the Masterplan ideas, but actively to seek its delivery.

5.7 Working together in an integrated way will be important, but so will focusing on the key deliverables specific stakeholders are charged with. The masterplan suggests a review of how certain activities within the town are delivered, and calls for new ways of working together to ensure the management models are fit for purpose and add value.

5.8 There is no 'magic wand' or 'pot of money' that will make the Masterplan ideas happen by themselves. Therefore, the public sector stakeholders must focus on facilitating and encouraging private investment in the town to lead the regeneration agenda. They must use their powers and resources best to lever in investment, and to support existing businesses. These resources may include their personal skills, planning powers, or land assets.



### ***Embedding the Vision and Masterplan in the Statutory Planning Framework.***

5.9 A key issue for implementation of the Masterplan is how it should be taken forward in terms of the statutory planning framework. Whilst a number of development proposals are made, they are not major schemes. Much of the Masterplan is based upon relatively small scale improvements, or discrete building projects, which collectively will deliver significant change for the town centre. One of the earlier thoughts was to develop the Masterplan into an Area Action Plan (AAP), which would act as a Development Plan Document (DPD) adopted as part of the Local Development Framework for Harborough District.

5.10 Whilst it would be possible to develop an AAP for the town centre, there are a number of reasons why we are not recommending this as an approach.

1. To comply with regulations concerning AAP's it may well be necessary to undergo much of the masterplanning process again, particularly in terms of option development and public consultation and engagement.
2. The scale of development opportunities does not appear to warrant an AAP approach, which is better suited to areas of significant development/ regeneration potential.
3. An AAP for Lutterworth is not included in the Local Development Scheme (LDS) for Harborough District at present and, whilst it would be possible to change this, it would require revision of the LDS.

5.11 This being the case, we believe it is worth exploring the following alternatives to embed the Masterplan proposals in the statutory planning framework:

- Adding any specific site allocations required into other elements of the LDS. This could include the Proposals Map DPD, as well as specific policy DPDs, such as those planned for housing and employment. We would suggest, given the mixed use nature of the Masterplan proposals, that preparation of a Town Centres DPD should be considered, to pick up issues across the town centres in Harborough District, including site allocations.
- Developing the Masterplan into a series of design guidance policies for sites and areas. This could act as informal policy in the interim, before being adopted as a Supplementary Planning Document (SPD).

### ***A Dedicated Project Officer***

5.12 One of the most welcome occurrences during the course of Masterplan study was confirmation that further resources had been secured to fund a further three year post for a dedicated Project Officer. This Officer's role is vital in building consensus and leading the agenda day to day. One key challenge will be to retain a sense of perspective and balance between detailed 'hands on issues' and the strategic principles that underpin the Masterplan. Potentially, this role has the facility to transform the town centre, through dedication of time and effort to work with and alongside a range of partners in implementing the Masterplan.

5.13 The Project Officer should be the key individual, having an overview of all projects which are considered part of the Masterplan. There may also be instances where this officer should lead on the development and implementation of projects where appropriate.

### ***Project Steering Group***

5.14 However, a single person can have only a limited impact. It is vital that the momentum and consensus achieved by the various public sector organisations during the Masterplan study, be maintained. To this end we would recommend that an Implementation Steering Group be set up to lead delivery.

5.15 This group, through a lead project officer, will be tasked with using and translating this implementation section of the report into a programme of works and targets which can drive the regeneration process. The Implementation Steering Group should meet regularly to coordinate activities and progress. The group should be launched with the endorsement of the Masterplan and record progress annually, with targets adjusted accordingly.

5.16 It may be appropriate to consider including members in the Implementation Steering Group additional to those in the Masterplan Steering Group, as the representation from the key players is important. Given the importance of the traffic issue, senior representation from LCC Highways would seem advisable.

### ***Making the most of Publicly Owned Land***

5.17 Using public sector owned land creatively is a clear theme running through the Masterplan. Sites within the town centre are limited; those which are available can command a high price given the relatively buoyant local property market. Using the land that the public sector own to facilitate development and regeneration will be vital to deliver many of the projects in the plan, including the Community Service Centre. It is important to see publicly owned land as both a means of facilitating development directly (i.e. providing the development opportunity itself), and equally importantly as a means of 'recycling' finance within the area. This could be a key way of funding some of the development projects

(particularly the Community Resource Centre/ Heart of the Town Centre Project) so that there is a direct link between disposal of public sector owned land in Lutterworth, and investment in community assets.

### ***Working with the Property Market***

5.18 Local land owners and developers are important in delivering the masterplan. It will be their entrepreneurship, and to some extent risk, that will be needed to deliver some of the development projects called for in the plan.

5.19 The Masterplan, when endorsed, will give confidence to potential investors with regard to the sort of projects that the public sector and the local planning authority (HDC) will support. The aim is to direct the energies and activities of locally active developers in line with the aims of the plan.

5.20 Because there is not major public sector funding, many of the projects in the plan are developmental, rather than regenerative in nature. The distinction is subtle, but important. As far as is possible, the development led projects are geared towards being self funding, rather than requiring gap funding. Hence, the development projects involve unlocking the latent value and potential of underused sites, such as the former Sherrier School and Library site (with alternative library provided).

### ***Controlling the Quality of New Development***

5.21 Using planning and conservation powers, and powers made possible by sale of or ownership of land, the public sector must demand the highest quality of design in all new development in the town centre. To an extent, this can be achieved by embedding the Masterplan in the emerging Local Development Framework, and by developing effective design guidance for the town centre and key sites.

5.22 Whenever major development is planned, the design requirements of the site and rationale for the development must be clearly set out in a Design and Access statement. The proposed development of a Community Resource Centre, more than any other building in the town, will need to be of exemplary design quality. It will need to be a state of the art facility, as well as a fitting response to its extremely sensitive setting. When completed, this building should be a national exemplar of best practice, in terms of the quality of design, construction and functionality.

5.23 Clearly, new development must live up to the historic precedent and respond positively to the townscape legacy. This is not about creating buildings that look old. It is more about creating buildings which are relevant to their setting and which can add to the character of the town. Developers should be clear that, whilst new development and investment in the town centre are key elements of the Masterplan, these cannot be at any price. The quality of new development will be a fundamental factor in assessing its appropriateness.

### ***The Importance of Addressing Traffic Conditions***

5.24 The consultant team is firmly of the view that the major barrier to unlocking the potential of Lutterworth Town Centre is the impact of the existing level of traffic, particularly heavy traffic through the town centre. This impacts on the general environment, acting as a barrier to easy pedestrian movement, and presents a negative view of the town centre as a whole. It also prevents the introduction of very practical measures to support the shopping potential of the centre, including additional on-street car parking on Market Street/ High Street.

5.25 If the town centre is to develop a role as a niche shopping environment, and meet as many of the shopping/ cultural needs of Lutterworth's residents as possible, then the level of traffic needs to change. We have proposed a study be commissioned to address this. We recognise that this is not an easy issue to resolve and potential solutions may have adverse impacts on a number of interests. Nevertheless, our

judgement is that not finding a solution to this problem will hold back the potential of the town centre.

5.26 Whilst we have stressed the importance of resolving this issue, in our view it does not prevent local improvements being made. Whilst wider solutions are sought, key projects such as the Church Street Shopping Environment Scheme can be implemented.

### ***Co-ordinating the quality of public realm works***

5.27 It is not just the buildings that will set the tone for a more attractive, enjoyable and successful town centre. The quality of public realm improvements will be enormously important in creating a more successful and vibrant place.

5.28 New and refurbished streets and spaces must be carefully designed and well coordinated. Co-ordination between the various proposed works is important, as is co-ordination of the new with the old. The town centre already has a particular design language in its materials and furnishings. In improving the public realm, it would not be cost effective to start again and replace all the furnishings and update all the materials. Therefore, the new must be sympathetic to the existing, recognising that a qualitative improvement is necessary.

5.29 It is our recommendation that a public realm strategy be produced as part of any new streetscape works, setting out the appropriate materials and products in the form of a 'Lutterworth Palette'. This can be a range of specifications, including carefully selected natural materials for the most important parts of the scheme. It might also introduce new features, such as the timber bollards and timber hanging basket posts suggested for Church Street. The aim will be to avoid creating a plethora of unrelated features, and enable designers to capitalise on recent public realm improvements.

## Delivering Catalyst Projects

### ***Church Street Shopping Environment Scheme***

5.30 The delivery of the pedestrianisation and environmental improvements to Church Street must be led by the public sector. Achieving the required transformational change, and removing cars from this street in retail hours, will be dependent on securing implementation of two-way movements on George Street. This will require public sector support and funding, as it is a key town centre scheme which can have a profound environmental and economic impact on the quality of the town centre. However, it will also, rely critically upon securing third party land at the junction of George Street and Market Street at the former squash club site.

5.31 To achieve this, the public sector needs to negotiate with the private landowner to assemble the land required for implementation. The nature of negotiations will need to be managed carefully because this is a fundamental aspect of the plan. It may be necessary to consider a land swap with the landowner, whereby publicly owned land is offered as a basis for compensation for land needed by the town to deliver the two-way link. This might involve a town centre site, such as the library site or other land, depending on the requirements of the existing owners of the squash club site. Every effort should be made to achieve consensus and a mutually satisfactory outcome; however, the critical importance of the two-way link is underlined as being at the heart of the Masterplan.

5.32 Once the required land is secured to deliver the George Street two-way highway and infrastructure works, the public sector can then progress the detailed designs for Church Street and secure the relevant permissions.

#### Actions to Implementation:

- Establish scope of works / project group.
- Secure support for highway scheme from Highway Authority.
- Design scheme and establish feasibility and relevant funding arrangements.
- Link to Northern Gateway Sites project – Secure third party land to deliver two-way traffic flows on George Street.
- Detailed design of George Street and Church Street scheme.
- Achieve all relevant consents (planning, highways, etc.) and establish process for construction / delivery.
- Delivery / construction of George Street two-way scheme and Church Street pedestrianisation and environmental improvements.

5.33 **Lead Agency: Leicestershire County Council.** As highway authority, LCC are the most appropriate body to lead on this project, with support from other partners, most importantly, Harborough District Council, Lutterworth Town Council and Lutterworth Improvement Partnership. The County Council also own the existing library, which may be important in securing the required third party land, therefore LCC Estates, as well as LCC Highways departments will need to be fully involved in the implementation of the plan.

*Note: see Project Summary & Implementation Table and Project Delivery Flow Chart*

### **Northern Gateway Sites**

5.34 The redevelopment of northern gateway sites will require the cooperation of individual landowners. The public sector should lead the negotiations to secure land for the George Street two way highway and infrastructure works, with a view to creating practicable development sites in the remaining space. This may involve partnerships with landowners, land swaps, 'buying out' landowners, planning discussions for new development and/ or moves to alternative sites, or potentially compulsory purchase.

#### **Actions to Implementation:**

- Discussions with individual landowners.
- Link to Church Street project - Secure support for George Street two-way highway scheme from Highway Authority.
- Design scheme and establish feasibility and relevant funding arrangements.
- Secure third party land to deliver two-way traffic flows on George Street.
- Consider options to create a large site if necessary, by including petrol filling station.
- Progress other ideas including arts centre at Wycliffe Rooms.
- Delivery of new development on Northern Gateway sites.

5.35 **Lead Agency: Harborough District Council.** As planning authority, HDC are the most appropriate body to negotiate with landowners and progress development proposals. They will need support from the County Council in respect of the highway aspects of the scheme.

### **Community Resource Centre/ Heart of the Town Project**

5.36 The delivery of the Community Resource Centre must be lead by the public sector. Funding will be an important issue, and potential funding and delivery arrangements will need to be considered through a feasibility study. Partnership delivery involving the private sector may be an option, particularly if public sector funding cannot be secured. Funding derived by the recycling of other publicly owned sites (such as the Sherrier School and Library site) is likely to be important.

5.37 Strong management linkages, as well as a direct physical link, with the Town Hall are an important part of the concept. Feasibility work must address the need to meet conservation requirements for the Town Hall, stressing the fact that the proposal will secure the building's long term economic use, and improve and manage its condition. Close working with the Town Hall Charity will be important.

5.38 Initially the public sector should drive further work to establish the feasibility of the project, and the feasibility and design principles for potential development. The linkages to other projects are important to recognise, particularly the regeneration project at George Square.

#### **Actions to Implementation:**

- Facilitate 'visioning' workshop.
- Consider procurement options – look at options for private finance.
- Feasibility / scoping study (consider capital receipt from public land / soft market testing / advice on procurement route / possible funding sources).
- Establish 'in principle' funding arrangements.
- Write development brief and engage with potential private sector partners.
- Possible engagement with private sector delivery partner.
- Selection of partner and contract / detailed scheme design.
- Secure planning and regulatory consents
- New building construction.



**5.39 Lead Agency: Lutterworth Improvement Partnership / Harborough District Council.** Close working with the Town Hall Charity will also be important. This project has a number of elements to it. The initial action will be to refine and develop the concept, and then move on to look at procurement options. Given the number of possible interests, Lutterworth Improvement Partnership would be appropriate to lead on this initial work, with Harborough District Council taking the lead on issues of procurement.

### ***Shambles Court/ Frontage Regeneration***

**5.40** The delivery of improvements to the frontage of the Shambles pub and to Shambles Court will need to be led by the landowners, but with the guidance of the public sector these projects will deliver improvements that are in line with the Masterplan recommendations and correspond with other related projects.

#### **Actions to Implementation**

- Investigate scope of works / feasibility.
- Secure funding and basic scheme design
- Secure all relevant consents and establish construction / delivery route
- Construction of new design to create public spaces and alternative access to Station Road car park.

**5.41 Lead Agency: Leicestershire County Council.** LCC's management of current improvement schemes of this nature, suggests that it would be appropriate that they develop this project, in partnership with the private land owners at the courtyard.

### ***Former Sherrier School / George Square Redevelopment***

**5.42** This project should be led by the public sector, facilitating discussions with all stakeholders and landowners in the project area to agree a way forward. The public sector will also need to lead the assembly of sites, bringing together their land with that in private ownership to create a consolidated area for redevelopment. As the development is likely to be, at least in part, commercially led, the public sector should prepare a brief to guide development before appointing a developer partner to deliver the scheme.

#### **Actions to Implementation:**

- Visioning workshop with key stakeholders.
- Confirm public / private land assets to be included and means of delivery of one 'consolidated' site
- Produce development brief.
- Appoint developer partner.
- Detailed scheme design.
- Secure planning permissions and all other relevant requirements.
- Implement the development

**5.43 Lead Agency: Leicestershire County Council.** As the significant land owner (Sherrier School and Library), LCC would seem an appropriate lead on this project. The District Council, with their land holdings at the car park, could also be a partner. Relevant private sector land owners would also need to form part of any partnership. The role of the public sector will be to enable development and encourage appropriate private sector development.

## ***Managing and Improving the Market***

5.44 The market is currently organised by Town Estates, but its future success is very much in the interest of the public sector. The market needs to be seen as a vehicle to drive regeneration, rather than as a problem that Town Estates have been charged with resolving. The success of the market matters to the town as a whole, as well as to a range of stakeholders including the District and County Councils, the Town Council, and the Chamber of Trade. Developing a mutually satisfactory and effective management regime is now essential.

5.45 Initial discussions should involve Town Estates and the public sector to establish how the market should operate and improve in the future. It is unlikely that a private sector operator will want to run the market. Therefore it will be the responsibility of the public sector to deliver this project. Public funding sources will need to be explored for capital works, and possibly for revenue funding, albeit the aim should be to seek a self sustaining outcome. Whatever the nature of the (possibly new) management regime, the stakeholder/s charged with managing the market should take responsibility for drafting the business plan, securing funding for new stalls and, in due course, re-launching the market.

### **Actions to Implementation:**

- Facilitate 'market futures' workshop
- Establish the appropriate management regime.
- Prepare 5 year Business Plan to guide the management of the market.
- Secure funding for new stalls.
- Extend market to new public space between Shambles Court and the retail parade on Bell Street – subject to delivery of Shambles Court / Frontage Regeneration.
- Following delivery of Church Street pedestrianisation – extend the market across Market Place / Shambles and Church Street

5.46 **Lead Agency: Town Estates Charity / Harborough District Council.** As the current managers of the market, Town Estates Charity is key to its future development. However, the role of the market needs to be viewed as a central aspect of the development of the town centre, and involvement of the District Council will help to achieve this. Consideration will need to be given to the capacity of the Town Council to play a more active role in the market operation. Close working with the County Council, as part of the wider tourism and market trade agenda, will also be important.

## ***Lutterworth Town Centre Strategic Traffic Study***

5.47 A recurring theme throughout this study, are the traffic issues, which cannot be resolved in the remit of the Masterplan brief. However, traffic issues are so significant that they warrant further investigation to seek potential solutions. This should be in the form of an independent study, conducted by specialist consultants appointed and briefed by the public sector. During the preparation of the study the public sector must focus on securing funding to implement the future agreed scheme.

### **Actions to Implementation:**

- Project workshop with key stakeholders.
- Write a brief upon securing funding.
- Information gathering and consultation phase of study.
- Proposals, further consultation and reporting phase of study.
- Implementation plan drafted in response to findings of study.
- Medium to long term - scheme implementation.

5.48 **Lead Agency: Leicestershire County Council.** Whilst this study has much wider consequences, it essentially remains a highway scheme and needs the support of the County Council to progress. It is likely that all of the Masterplan partners would have a significant involvement in this work.

## Delivering Supporting Projects

### ***Car Park Improvements and Links to Car Parks***

5.49 Car park improvements at Chapel Street, George Street and Station Road should be led by Harborough District Council. This project provides scope for early action and a 'quick win'. It will be important that these works are well co-ordinated with other public realm and infrastructure improvements in the town centre. For this reason, it is considered that Station Road could be undertaken first alongside, or as a first phase of the proposed Shambles Court and frontage project. However, George Square car park should be refurbished last out of the three and forms part of the broader catalyst project for this area, which is likely to take longer to deliver.

#### Actions to Implementation:

- Establish work programme for 3 car parks (Station Road, George Square, Chapel Street) and establish funding for 3 projects.
- *(Project link- design and implementation of George Square car park improvements through George Square Redevelopment)*
- Detailed design work for Chapel Square.
- Implementation of Chapel Square scheme.
- Detailed design work for Station Road car park.
- Implementation of Station Road scheme.

5.50 **Lead Agency: Harborough District Council.** HDC owns and manages the car parks at present, and therefore will need to take direct responsibility for delivering this project. Close working with LCC will be important, where the car parking project has a direct relationship with highways improvements.

### ***High Street/ Market Street Improvements***

5.51 The public sector will be responsible for delivering this project. LCC will take lead responsibility in terms of the provision of new pedestrian crossing facilities and infrastructure in the highway and footway. However, its partners at HDC and LTC can contribute in terms of identifying street clutter to be removed and helping to define the nature and extent of the scheme. Funding may be drawn from these three organisations and beyond, but a high proportion of the works needed in the town centre may fall into the maintenance responsibility of LCC.

5.52 Even significant measures such as upgrading the existing pedestrian crossing facilities do not amount to massive amounts of investment when compared to more strategic traffic options, or when judged against the potential local benefits.

#### Actions to Implementation:

- Determine scope of works / funding
- Implement projects which can be undertaken as part of existing maintenance role of Highway Authority, e.g. street clutter removal
- Deliver pedestrian crossing facilities

5.53 **Lead Agency: Leicestershire County Council.** LCC should take responsibility for this project, working in partnership with Lutterworth Improvement Partnership and the Town Council.

## ***Town Centre Lighting Project***

5.54 This is a current project (Town Hall and jet aircraft installation are proposed for illumination) which should continue and be supported. The next step will be to secure funding to prepare a wider scheme for further lighting across the town centre. The scheme should embrace both the illumination of buildings and the public realm, and include both functional lighting and creative lighting. Specific proposals should be included for the lighting of the public realm, since these areas are controlled by the public sector (LCC).

5.55 Whilst individual buildings can be identified as priorities for new (and improved) lighting, since these are (almost all) in private ownership, consultation with owners will be critical in advance of agreeing the scheme. Grant support to meet a proportion of the capital costs will be essential and will need to be carefully considered.

5.56 Clarity over ongoing costs will also need to be given and from our experience high quality (modern) lighting schemes are now very much more affordable. Consideration could be given to best practice for the town in lighting buildings and spaces at an early stage.

### **Actions to Implementation:**

- Deliver pipeline schemes to light the Town Hall and the jet aircraft (on the roundabout).
- Achieve funding in principle.
- Approach specialist lighting consultants to discuss a detailed scheme.
- Agree brief and funding required.
- Draft scheme, including consultation as necessary (*link to shop front and townscape improvement projects*).
- Delivery of new lighting projects.

5.57 **Lead Agency: Lutterworth Improvement Partnership.** LIP should lead delivery and co-ordinate this project, working closely with Leicestershire County Council, the Town Council and Harborough District Council (as Local Planning Authority) and local property owners.

## ***Wayfinding and Signage***

5.58 This project will be lead by the public sector in consultation with local stakeholders. A project brief and funding source must be identified, following which potential designers should be brought in to the scheme to develop ideas and firm up potential costs.

### **Actions to Implementation:**

- Draft a brief for the project.
- Secure funding in principle.
- Approach specialist craftsmen / artists to discuss a detailed scheme.
- Agree brief and funding required.
- Draft scheme, including consultation as necessary (*link to shop front and townscape improvement projects*).
- Delivery of wayfinding schemes and new signage.

5.59 **Lead Agency: Lutterworth Improvement Partnership and Harborough District Council.** LIP and HDC should lead the various elements of this scheme, working closely with the Town Council and Leicestershire County Council (as Highway Authority).

### ***Townscape and Shop Front Improvements***

5.60 Townscape and shop front improvements have already taken place at a number of properties, through ongoing public funding sources. These schemes should be continued and participation by local shopkeepers encouraged by the County and District Council. We would not recommend increasing the proportion or maximum ceiling of the grants other than in line with inflation. The scope for grant funding to cover internal modification and improvements to the function of the buildings is welcomed and should be more pro-actively promoted.

5.61 The public sector could consider developing further guidance for the improvement of shop fronts, for example appropriate windows, doors, signage, colours, and compliance with DDA regulations, as a means of controlling development and to ensure consistency throughout the town centre.

#### **Actions to Implementation:**

- Continue existing delivery approach and actively promote
- Develop further guidance for shop front improvements.

5.62 **Lead Agency: Leicestershire County Council.** LCC should lead this project as a continuation of the existing grant regimes, working closely with property owners / developers.

### ***Co-op Frontage Site Redevelopment***

5.63 The delivery of this project will fall to the existing landowner or a development partner or operator who takes on the scheme. Simply identifying this as a scheme is an important starting point. This is a key missed opportunity and (all things being equal) provides an opportunity to create value and economic return from minimal action. Discussions with the landowners will be vital. The scheme should include enhancements to adjacent open space.

#### **Actions to Implementation:**

- Engage with landowners to consider scope and potential of project.

5.64 **Lead Agency: Private landowner / developer.** Most likely to be the Co-op.



### ***Town Estates Properties on Market Street***

5.65 Despite the loss of floor space within residential units (it is important to recognise that there will not be a loss in the number of units) we promote this project because it creates an active town centre frontage and opportunities for economic investment in the town. Delivered by Town Estates this could offer below market level rents to 'the sorts of businesses which the town needs'. An understanding of the capacity and scope of TE to deliver this project will be important, given their charitable status.

#### **Actions to Implementation:**

- Secure agreement of project in principle.
- Determine exit/ relocation strategies and approaches for existing tenants.
- Determine delivery route considering possibility of trust / charitable development, rather than straight disposal of sites.
- Fix and design schemes.
- Secure planning permission.
- Implement development upon securing planning / other approvals.

5.66 **Lead Agency: Town Estates Charity.** TEC should take lead responsibility in delivering this project, working closely with existing occupiers.

### ***Town Estates 'Back-land' Site east of Market Street***

5.67 Again, understanding the scope for Town Estates to deliver this project within their charitable status will be important.

5.68 The existing offices let to Age Concern could be re-provided in a new more intense / dense mixed use building. Another option would be to seek their relocation to more appropriate office space. If Town Estates were able and willing to deliver this project directly, this would lend itself to a mixed use development with new office spaces and commercial spaces.

5.69 However, it may be necessary / more appropriate to seek to deliver this project as a private development after the site has been 'brought to the market' by Town Estates, in which case it would be unlikely that new office space would be commercially desirable.

#### **Actions to Implementation**

- Secure agreement of project in principle.
- Determine exit / relocation strategies and approaches for existing tenants.
- Determine delivery route considering possibility of Trust / charitable development, rather than straight disposal of sites.
- Fix and design schemes.
- Secure planning permission.
- Implement development upon securing planning / other approvals.

5.70 **Lead Agency: A (local) private sector developer or Town Estates.** Either of the two could take forward the project, under different development scenarios.

### ***Former Post Office Regeneration***

5.71 This project can only be delivered by the private sector. In order to make a genuine attempt to secure the property's commercial use, a minimum two year marketing period is needed. If commercial uses are not secured during that time, there are reasonable grounds to justify the consideration of other uses at the ground floor.

#### **Actions to Implementation:**

- Engage property owners
- Agree marketing strategy for commercial use (for 2 year period)
- 2 year marketing period for commercial use

**Lead Agency: A (local) private sector developer.** Such a developer would be well placed to take forward refurbishment and re-use of the former Post Office.

### ***Church Gate Improvements***

5.72 This is an important linking project between the Church and Church Street. Providing an attractive and continuous high quality pedestrian link between the two through Church Gate will add to the character of the town and the setting of the Church, and would benefit local residents. This scheme should be undertaken as a natural extension to the Church Street project, perhaps as an early action given the cosmetic nature of the work.

#### **Actions to Implementation:**

- Establish the scope of works and consider relative priority to Church Street project.
- Project delivery (as relevant)

5.73 **Lead Agency: Leicestershire County Council.** LCC, as highway authority, should lead on improvements at Church Gate.

### ***Bank Street Improvements***

5.74 This street certainly merits improvement, but since it is not immediately visible from the main shopping streets our recommendation is that it is not undertaken first. It may be possible to enhance this street by encouraging land owners and developers to enhance the boundaries to their site from Bank Street, and small grants could make a big difference.

#### **Actions to Implementation:**

- Establish the scope of works and consider relative priority to Church Street project.
- Project delivery (as relevant)

5.75 **Lead Agency: Leicestershire County Council.** LCC, as highways authority, should lead on the public realm works. Land owners / developers will need to take forward site specific boundary and site related works.

### ***River Swift and Southern Gateway Project***

5.76 There is significant scope to enhance the southern gateway to the town centre at this location. This involves some very straightforward street improvement works as well as a more challenging idea to create a new waterside park and reveal the waterside. There may be some scope for securing private sector finance from later phases of St. John's Business Park (by Section 106 agreement).

#### **Actions to Implementation:**

- LCC to create a brief and investigate scope for project including ascertaining land ownership
- Consider Streetscape improvements as part of High Street project
- Consider Wayfinding infrastructure as part of wayfinding project
- Reveal the waterside and clean the bridge as part of High Street project.

5.77 **Lead Agency: Lutterworth Improvement Partnership.** LIP should lead and co-ordinate this project, working closely with Leicestershire County Council and the Town Council

### ***Regents Court Landscape Project***

5.78 This project provides the opportunity not only to enhance a somewhat overgrown part of the town, but also to do so in a learning partnership with the Grammar School. Involving students in regeneration can often be done in a half hearted way and it will be important to ensure that the key stakeholders are fully committed. It is our view that this should be an annual rather than a one off activity, with the space planted for the short rather than long term – other than some key structural planting perhaps. Funding could be delivered jointly by the school and LCC.

#### **Actions to Implementation:**

- LCC and the school to develop the brief
- Deliver pilot project

5.79 **Lead Agency: Lutterworth Improvement Partnership.** LIP should lead and co-ordinate this project, alongside Leicestershire County Council and the Grammar School.

## Project Summary & Implementation Table

5.80 The following table details important information regarding all the proposed projects, both catalyst and supporting projects, giving important information regarding each project. The physical Masterplan projects are illustrated on the plan opposite.

5.81 It identifies whether projects were supported at consultation and which of the strategic objectives that were identified during the course of the study, the project fits with. This gives an indication of whether the project is in line with what people of the town want and whether it accords with the fundamental principles on which the Masterplan is grounded. Links to other projects are also identified to illustrate where projects may be reliant on delivery of part of another project.

5.82 The benefits of each project in terms of their regenerative impact on the economy, on resolving traffic and transportation issues and on place making and urban design are identified.

5.83 Importantly, the priority level of each project is specified, together with consideration of how difficult it will be to deliver. At a glance, it can be seen from this which projects should be tackled first for delivery.

5.84 The potential timescales and funding sources are given as a broad indication and will need to be refined further as projects are worked up in more detail. However, they assist in understanding the scale of a project and should be a starting point for seeking funding in principle. Funding sources may include all those suggested, or a combination of a few. Additional funding sources should also be sought by the project leads. Organisations are named to lead projects, and each should take responsibility for driving those projects forward.



*The physical Masterplan projects*

	Project		Consultation Support	Regeneration benefits	Transport benefits	Urban design benefits	Fit with Strategic objectives	Priority	Difficulty to deliver	Proposed Timescale	Potential Funding	Lead responsibility	Project links
Catalyst Projects	C1	Church Street Shopping Environment Scheme	High	Very High	High	High	2/3/4/5/7/11/12/13/14/15/16/19/21	High	George Street enabling work may be difficult	1-2 years	LTP / HDC / EMRDA	LCC / HDC	George Street two-way is a vital enabling project (third party land)
	C2	Northern Gateway Sites	Moderate	Modest	High	High	1/2/3/6/12/15	Moderate	Relatively straight-forward	1-3 years	Private / Developer	LCC / HDC (infrastructure) Private Sector (development)	George Street two-way may influence extent of some sites
	C3	Community Resource Centre / Heart of the Town Project	Moderate	Very High	Modest	High	1/2/3/4/5/19/10/	High	Concept is elegantly simple – Heritage issues may complicate	1-3 years	LCC / HDC / Public Private Partnership (e.g. PFI)	LIP (HDC / LCC / THC)	The town's market
	C4	Shambles Court / Frontage Regeneration	High	High	Modest	High	3/11/16/18/20	High	Relatively straight-forward	Potentially achievable within year 1	Private / LCC / HDC	LCC / HDC / Property owners	Car park improvements
	C5	Former Sherrier School / George Square Redevelopment	High	Modest	Modest	High	1/2/3/7/11/13/20	Moderate	Complex by virtue of many stake-Holders	1-3 years	Private / developer	LCC / HDC to facilitate development opportunity	Car park improvements
	C6	Managing and Improving the Market	High	High	None	Modest	2/3/8/12	High	Relatively straight forward	Potentially achievable within year 1	LCC / HDC/ LTC / Town Estates	TEC / HDC/ LTC	Church Street / Shambles Court improvement
	C7	Lutterworth Town Centre Strategic Traffic Study	High (for solution to the traffic problem)	(Of securing a solution to traffic) Very High	High	Very High	2/3/4/5/7/11/12/13/14/15/16/19/21	Urgent	Study will be challenging (delivery difficult)	1-3 years (study) 3-10 years (delivery)	LTP / HDC / LIP / LTC	LCC / LIP	Implications for all



	Project		Consultation Support	Regeneration benefits	Transport benefits	Urban design benefits	Fit with Strategic objectives	Priority	Difficulty to deliver	Proposed Timescale	Potential Funding	Lead responsibility	Project links
Supporting Projects	S1	Car Park Improvements and Links to Car Parks	High	Low	High	High	11/14/15/20	High	Relatively straightforward	Year 1-3 - rolling programme	LCC / HDC / LTC	HDC	Church Street (Station Road car park), George Square
	S2	High Street/ Market Street Improvements	High	Modest	High	High	11/12/14/15	High	Relatively straightforward	Year 1-2	LCC / HDC / LTC	LCC / LIP	Street lighting
	S3	Town Lighting Project	Moderate	Modest	Modest	High	3/12/13	High	Relatively straightforward	Commence year 1 - ongoing	HDC / LCC / LTC / Property owners	HDC / LIP (LCC)	Townscape / shop front improvements
	S4	Wayfinding and Signage	Moderate	Low	High	High	18/20	High	Relatively straightforward	Year 1-2	HDC / LCC / LTC	LIP / HDC	Townscape / shop front improvements
	S5	Shop front Improvements	High	Modest	None	High	2/3/7/12	Medium	Relatively straightforward	Continue existing grant programme	HERS / THI	LCC / Property owners	Townscape improvements
	S6	Townscape Improvements	High	Potentially significant as a whole	None	High	3/12/13/	High	Complex	Continue existing grant programme	HERS / THI	LCC / Property owners	Shop front improvements / Lighting project
	S7	Co-op Frontage Site Redevelopment	Moderate	High	None	Local Benefits	1/4/6/7	High	Straight forward	Potentially achievable within year 1	Private (possibly HERS)	Landowners / developer	Townscape / shop front improvements
	S8	Town Estates Properties on Market Street	Moderate	High	None	Local benefits	1/4/6/7	High	Relatively complex	Medium term	Charity (Town Estates)	TEC	-
	S9	Town Estates 'Back-land' Site east of Market Street	Moderate	High	None	Local Benefits	1/6/13	Medium	Complex	Medium/ Long term	Private	TEC / Developer	New community use building

	Project		Consultatio n Support	Regeneration benefits	Transport benefits	Urban design benefits	Fit with Strategic objectives	Priority	Difficulty to deliver	Proposed Timescale	Potential Funding	Lead responsibility	Project links
Supporting Projects	S10	Former Post Office Regeneration	High	High	None	Modest	1/4/6/7	High	Straight-forward	Year 1-2	Private (possibly HERS)	Landowner / developer	Townscape / shop front improvements
	S11	Church Gate Improvements	Not tested	Modest	None	High	11/12/15	low	Straight-forward	Potentially achievable within year 1	HDC/ LCC	LCC	Church Street environmental improvements
	S12	Bank Street Improvements	Not tested	Modest / low	None	Modest	15/19	Medium	Public realm works straight-forward	Year 2-3	Private	Landowners / LCC	-
	S13	River Swift and Southern Gateway Project	High	Modest	None	High	3/5/12/14	Medium	Straight-forward	Year 1-2	LCC/ HDC (possibly s106)	LIP / LCC	Wayfinding
	S14	Regents Court Landscape Project	Moderate	Modest	None	High	3/5/12/14	Medium	Straight-forward		High School / LIP	LCC / Grammar School	High Street

#### List of Abbreviations:

HDC – Harborough District Council  
 LCC – Leicestershire County Council  
 LIP – Lutterworth Improvement Partnership  
 LTC – Lutterworth Town Council  
 TEC – Town Estates Charity  
 THC – Town Hall Charity

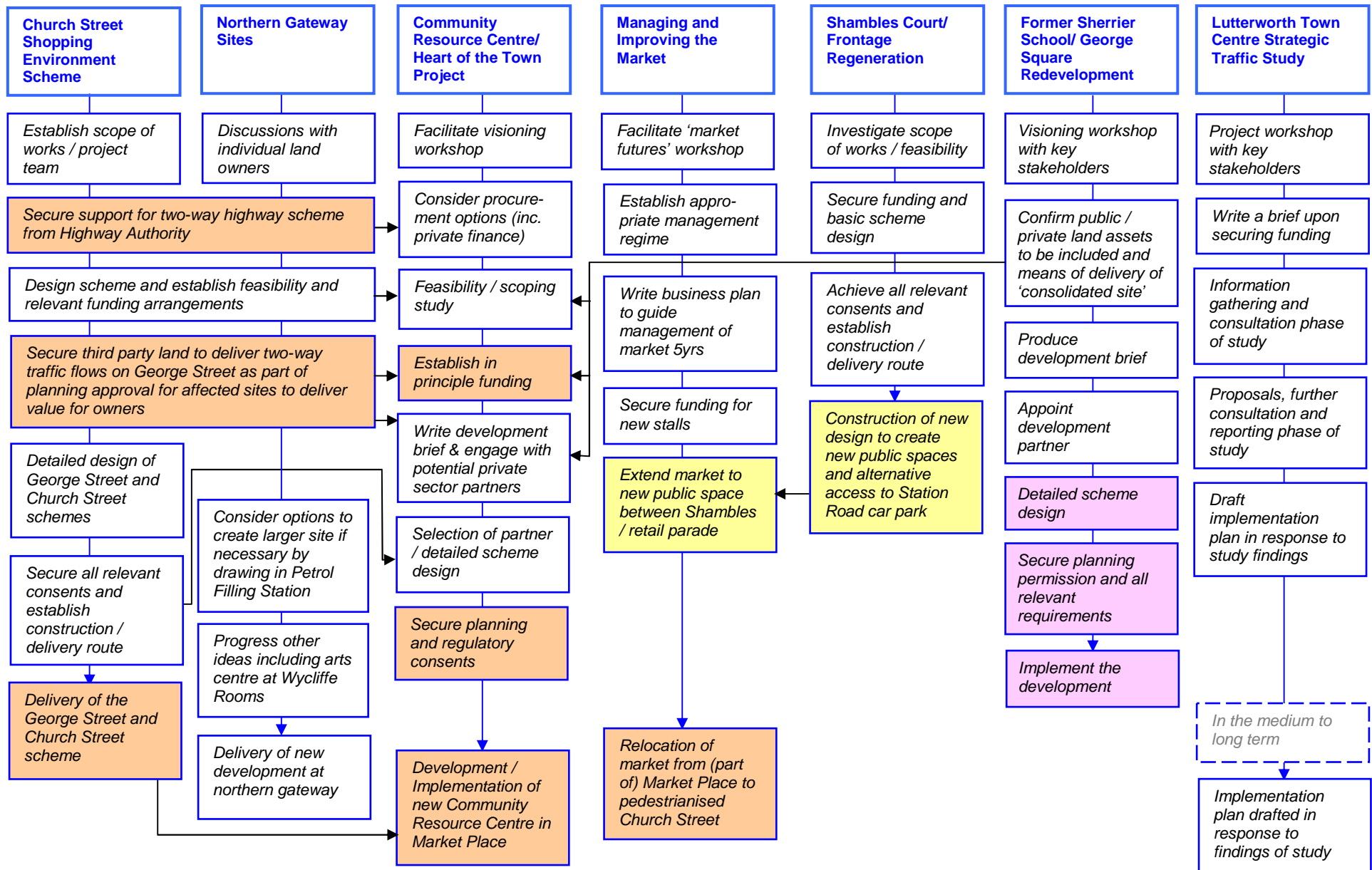
LTP – Local Transport Plan  
 THI – Townscape Heritage Initiative  
 HERS – Heritage Economic Regeneration Scheme  
 PFI – Private Finance Initiative



## Project Delivery Flow Chart

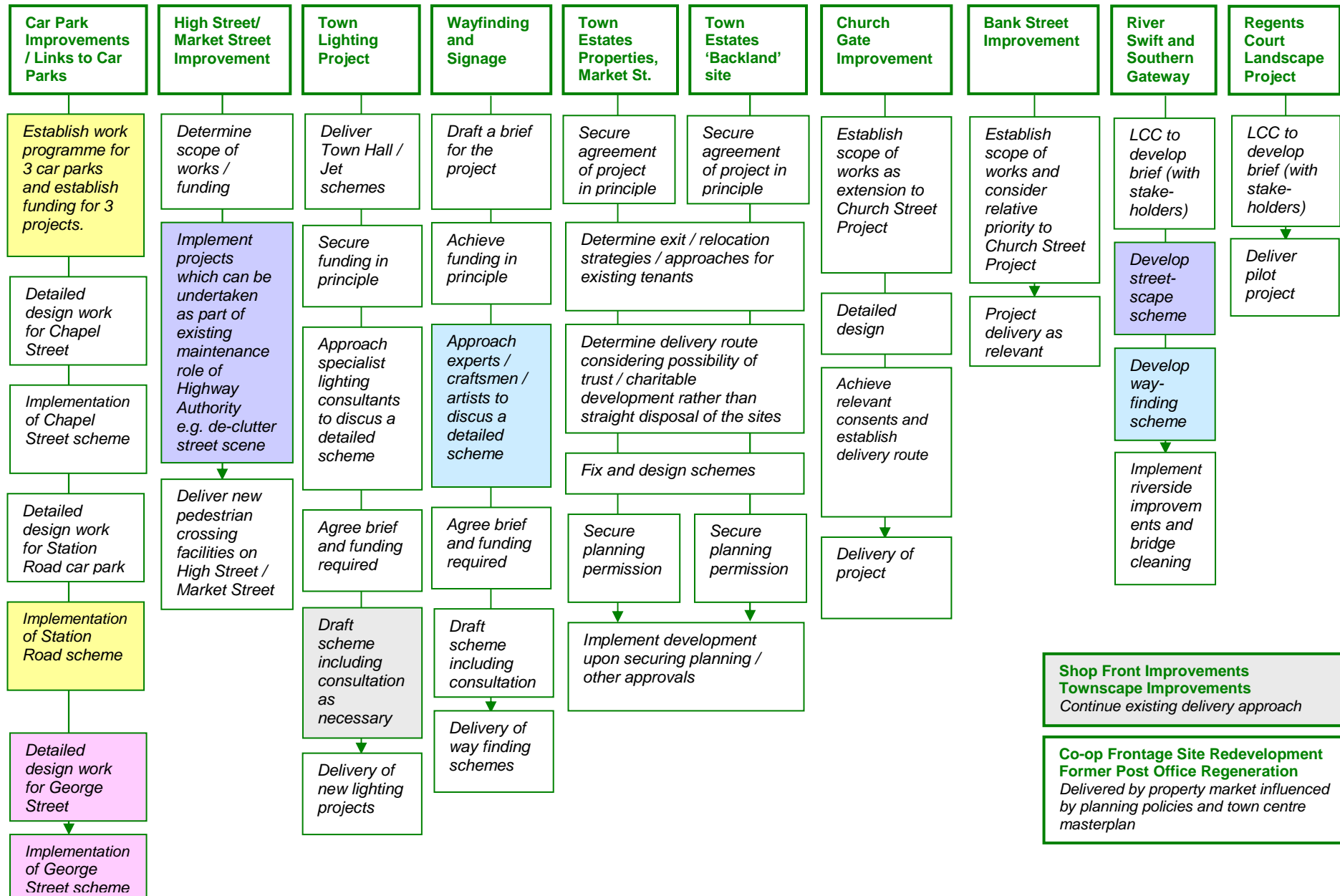
5.85 This chapter of the report has set out, in relation to each of the catalyst and supporting projects, an initial indication of how delivery and implementation can start to be broken down in to tasks and actions. This is summarised on the following flow diagrams, highlighting in colour where delivery of projects are inherently linked. Additionally, although much simplified, the cross linkages between catalyst projects, where actions are dependent on actions within other projects, are shown.

## Catalyst Projects





## Supporting Projects



## Objectives and Strategy to Projects and Actions

5.86 The Masterplan recommendations represent the culmination of the vision and masterplan study. The study has been a journey, from the initial baseline work, to understand the wants and needs of the people and the place, through formation of the strategy, to the detail of individual projects. The final stage of the work has been to interpret the actions needed to implement those projects.

5.87 It is vital that delivery and implementation of projects does not lose sight of the aims, objectives and strategy established at the beginning of the study. For this reason the links between the proposed projects and actions and the objectives and strategy are illustrated on the following table. The table shows that all the projects will go some way to help meet the objectives and strategy aims for the town centre.

	Objective	Strategy Response	Key Related Projects	First Public Sector Actions
ECONOMY	1. Bring new investment into the town centre, particularly for more and better shops	<ul style="list-style-type: none"> <li>Identify appropriate development opportunity sites</li> <li>Redevelopment of existing underused sites</li> <li>Creative use of publicly owned land</li> <li>Create a thriving centre retail environment</li> </ul>	Sherrier School / George Square Redevelopment	<ul style="list-style-type: none"> <li>Visioning workshop with key stakeholders</li> </ul>
			Co-op Frontage Redevelopment	<ul style="list-style-type: none"> <li>Discussions with the owner</li> </ul>
			Town Estates properties: Market Street	<ul style="list-style-type: none"> <li>Secure agreement of project in principle</li> </ul>
			Former Post Office Redevelopment	<ul style="list-style-type: none"> <li>Leave to property market to deliver</li> </ul>
			Town Estates backland sites	<ul style="list-style-type: none"> <li>Secure agreement of project in principle</li> </ul>
			Northern Gateway sites	<ul style="list-style-type: none"> <li>Discussion with individual land owners</li> </ul>
	2. Support existing businesses and encourage new businesses.	<ul style="list-style-type: none"> <li>Support businesses in a sustainable way</li> <li>Improve the appeal and enjoyment on the town centre</li> <li>Enhance shopping environment and overcome impact of traffic through the town</li> </ul>	Church Street improvement scheme	<ul style="list-style-type: none"> <li>Establish scope of works / project group</li> </ul>
			High St. / Market St. improvements	<ul style="list-style-type: none"> <li>Determine scope of works / funding</li> </ul>
			Townscape / building improvements	<ul style="list-style-type: none"> <li>Continue with existing scheme</li> </ul>
	3. Create a stronger brand identity and unique selling points	<ul style="list-style-type: none"> <li>Develop a critical mass on niche markets and specialist / independent shops and services</li> <li>Enhance the environment and visual appearance of the centre</li> <li>Develop specific branding and way-finding</li> <li>Enhance and support the market</li> <li>Promote the town centre actively</li> </ul>	Shop front improvements	<ul style="list-style-type: none"> <li>Continue with existing scheme</li> </ul>
			Way-finding & signage	<ul style="list-style-type: none"> <li>Draft a brief for the project</li> </ul>
			Improving the market	<ul style="list-style-type: none"> <li>Facilitate 'market futures' workshop</li> </ul>
			Town Lighting Project	<ul style="list-style-type: none"> <li>Deliver Town Hall / Jet schemes</li> </ul>
	4. Attract people from Lutterworth to visit the town more often.	<ul style="list-style-type: none"> <li>Enhance the town centre offer for shopping, for lifestyle type uses, and for eating and drinking and the evening economy</li> <li>Create attractive public spaces and calm traffic</li> </ul>	Various environmental projects already set out on this page	(SEE ABOVE)
	5. Help secure regeneration funding for town centre improvement projects	<ul style="list-style-type: none"> <li>Provide a clear role and focus for the town centre</li> <li>Set out clearly and concisely key projects as part of the masterplan</li> <li>Ensure private investment plays a part and that projects work with the property market</li> </ul>	(ALL PROJECTS PROVIDE A BASIS FOR SECURING PUBLIC AND PRIVATE INVESTMENT IN THE TOWN CENTRE)	<ul style="list-style-type: none"> <li>Endorse and champion the masterplan</li> </ul>

	Objective	Strategy Response	Key Related Projects	First Public Sector Actions
ACTIVITIES AND USES	6. Develop high quality specialist and independent shops and services in the traditional town centre.	<ul style="list-style-type: none"> <li>Create a better shopping experience in the town centre</li> <li>Actively market specialist sectors and businesses locally</li> <li>Provide investment in new and existing premises to enable improved facilities</li> </ul>	Townscape / building improvements Shop front improvements <i>(PROMOTE THROUGH EXISTING ACTIVITIES)</i>	<ul style="list-style-type: none"> <li>Continue with existing scheme</li> <li>Continue with existing scheme</li> <li><i>(MARKETING / PLANNING / CHAMBER OF TRADE ACTIVITIES ARE ALL VITAL)</i></li> </ul>
	7. Promote ground floor uses in the town centre to be mainly shops, cafes/ restaurants.	<ul style="list-style-type: none"> <li>Mitigate against change of use through planning powers</li> <li>Positively encourage new shop fronts in the town centre through grants</li> <li>Enhance the street environment and public realm to encourage footfall and greater vitality</li> </ul>	Co-op Frontage Redevelopment Town Estates properties: Market St. Former Post Office Redevelopment <i>(LOCAL DEVELOPMENT FRAMEWORK / EXISTING PLANNING POLICY FRAMEWORK)</i>	<ul style="list-style-type: none"> <li>Discussions with the owner</li> <li>Secure agreement of project in principle</li> <li>Leave to property market to deliver</li> <li><i>(CONTINUE TO IMPLEMENT EXISTING LOCAL PLAN POLICIES TO PROTECT SHOP FRONTS)</i></li> </ul>
	8. Strengthen and improve the quality and management of the market.	<ul style="list-style-type: none"> <li>Improve the town centre shopping environment to create a safe and attractive venue for the market</li> <li>Improve the look, profile and quality of the market</li> <li>Enhance the weekly market and focus on the specialist market sector</li> </ul>	Improving the market	<ul style="list-style-type: none"> <li>Facilitate 'market futures' workshop</li> </ul>
	9. Promote high quality and more diverse evening uses which can have a broad appeal and attract people to the town at night.	<ul style="list-style-type: none"> <li>Develop a clear focus on high quality places to eat and drink and promote the existing successes</li> <li>Manage behaviour and promote a sociable, lively and safe evening environment</li> <li>Support more and better restaurants and café / wine bar style establishments as well as traditional pubs</li> <li>Improve the evening environment through better functional and creative / attractive lighting</li> </ul>	Church Street improvement scheme Shambles Court / Frontage Improvements Town lighting Project <i>(PROMOTE THROUGH EXISTING ACTIVITIES)</i>	<ul style="list-style-type: none"> <li>Establish scope of works / project group</li> <li>Investigate scope of works / feasibility</li> <li>Deliver Town Hall / Jet schemes</li> <li><i>(MARKETING / PLANNING / CHAMBER OF TRADE ACTIVITIES ARE ALL VITAL)</i></li> </ul>
	10. Make new space for community uses in the heart of the town centre to provide a focal point for public uses.	<ul style="list-style-type: none"> <li>Focus on one centrally located integrated community building to house all existing community uses within the town centre</li> <li>Use publicly owned land creatively to support investment and regeneration</li> </ul>	Community Resource Centre Project <i>(THIS PROJECT WILL INVOLVE REMODELLING OF BELL STREET)</i>	<ul style="list-style-type: none"> <li>Facilitate visioning workshop</li> <li><i>(REMODELLING OF BELL STREET SHOULD BE AN INTEGRAL PART OF THE COMMUNITY RESOURCE CENTRE PROJECT)</i></li> </ul>

	Objective	Strategy Response	Key Related Projects	First Public Sector Actions
ENVIRONMENT	11. Make the town centre environment a place for people, not dominated by cars and parking	<ul style="list-style-type: none"> <li>Identify ideas for resolving the traffic problem in town through strategic action.</li> <li>Identify local highway / traffic management measures within the town centre, which can improve traffic management in the town centre</li> <li>Reclaim highway space as pedestrian space</li> </ul>	Lutterworth Town Centre Strategic Traffic Study Church Street Improvement Scheme Shambles Court / Frontage Improvements Car Park improvements and Links to Car Parks	<ul style="list-style-type: none"> <li>Project workshop with key stakeholders</li> <li>Establish scope of works / project group</li> <li>Investigate scope of works / feasibility</li> <li>Establish work programme for 3 car parks</li> </ul>
	12. Improve the traditional character of the town centre, focusing on High Street, Market Street, Church Street and Market Place	<ul style="list-style-type: none"> <li>Focus on the historic aspects of the town as part of the unique selling point of Lutterworth</li> <li>Target detractors to character in the form of buildings which are out of keeping with the traditional feel, and take appropriate remedial action.</li> <li>Recreate traditional streets, spaces and courtyards as part of a high quality public realm network</li> <li>Invest in improved signage, way-finding and branding to reinforce the traditional character.</li> </ul>	Townscape / Building Improvements Church Gate Improvements Bank Street Improvements (CHURCH STREET / MARKET STREET / HIGH STREET PROJECTS)	<ul style="list-style-type: none"> <li>(Focus on the key detractors to character) Approach identified building owners</li> <li>Establish scope of works as extension to Church Street Project</li> <li>Establish scope of works and consider relative priority</li> <li>(SEE THESE THREE PROJECTS SEPARATELY)</li> </ul>
	13. Make the best of the town's heritage buildings and built environment	<ul style="list-style-type: none"> <li>Enhance and conserve heritage townscape, improving elevations and shop fronts restoring buildings where necessary.</li> <li>Ensure that historic building and landmarks are not lost at night and are picked out by lighting schemes</li> <li>Create a heritage experience where the quality of the streets and spaces is a good as the buildings.</li> </ul>	Sherrier School / George Square Redevelopment Town Lighting Project (TOWNSCAPE & SHOPFRONT PROJECTS AS REFERRED TO ELSEWHERE)	<ul style="list-style-type: none"> <li>Visioning workshop with key stakeholders</li> <li>Deliver Town Hall / Jet schemes</li> <li>(SEE THESE PROJECTS SEPARATELY FOR ACTIONS)</li> </ul>
	14. Bring more 'green' into the town centre, such as floral displays and at gateways	<ul style="list-style-type: none"> <li>Enhance arrival points to the town centre and the green edges of the town centre, particularly from the south and from the Cricket oval and church yard</li> <li>Increase the provision of trees and other landscape assets in the town centre</li> </ul>	River swift and Southern gateway / Regent Court Landscape Scheme Northern Gateway sites Church Street Improvement Scheme	<ul style="list-style-type: none"> <li>Confirm project brief with stakeholders</li> <li>Discussions with individual land owners</li> <li>Investigate timber hanging baskets</li> </ul>
	15. Improve the streetscape and open spaces in the town centre	<ul style="list-style-type: none"> <li>Enhance town centre car parks as important arrival spaces and places in the town centre</li> <li>Create new and improved open spaces within a linked network to achieve a 'step change in quality'</li> </ul>	Car Park improvements and Links to Car Parks Shambles Court / Frontage Improvements	<ul style="list-style-type: none"> <li>Establish work programme for 3 car parks</li> <li>Investigate scope for street trees</li> </ul>



	Objective	Strategy Response	Key Related Projects	First Public Sector Actions
TRANSPORT AND ACCESS	16. Reduce traffic impact in the heart of the town centre, especially from HGVs	<ul style="list-style-type: none"> <li>At every opportunity mitigate against the impact of traffic from local interventions which may be more easily implemented, to more ambitious medium term projects and transformational long term projects</li> </ul>	Lutterworth Town Centre Strategic Traffic Study Church Street Improvement Scheme (George Street two-way is an integral part of this projects) High St / Market St improvements (upgraded pedestrian crossing facilities) Shambles Court / Frontage Improvements	<ul style="list-style-type: none"> <li>Project workshop with key stakeholders</li> <li>Write a brief upon securing funding</li> <li>Establish scope of works / project group</li> <li>Determine scope of works / funding</li> <li>Investigate scope of works / feasibility</li> </ul>
	17. Improve the quality of signage in the town centre	<ul style="list-style-type: none"> <li>Improve gateway signage, orientation and way-finding based on a suite of carefully designed and sited features.</li> </ul>	Way-finding & signage	<ul style="list-style-type: none"> <li>Draft a brief for the project</li> </ul>
	18. Improve walking and cycling links to and within the town centre	<ul style="list-style-type: none"> <li>Support improved cycle and pedestrian facilities in the town centre including cycle storage and cycle lanes where possible</li> <li>Seek the implementation of the existing cycle strategy for Lutterworth (LIP)</li> </ul>	Car Park improvements and Links to Car Parks <i>(IMPLEMENTATION OF EXISTING CYCLE STRATEGY)</i>	<ul style="list-style-type: none"> <li>Progress with detailed project design</li> </ul> <i>(REVIEW PROJECT MILESTONES / PROGRESS FOR CYCLE STRATEGY)</i>
	19. Make the town accessible throughout for people with disabilities	<ul style="list-style-type: none"> <li>Provide a Shopmobility service within the town centre</li> <li>Upgrade the public realm and the pedestrian environment better to meet the needs of people with impaired mobility</li> </ul>	Deliver shop mobility through the Shambles Frontage Redevelopment <i>(IMPLEMENT RECOMMENDATIONS OF EXISTING TOWN CENTRE ACCESSIBILITY AUDIT AS FAR AS IS PRACTICAL)</i>	<ul style="list-style-type: none"> <li>Champion specific project and link to improvement of Station Road car park</li> </ul> <i>(ENSURE ACCESSIBILITY AUDIT ISSUES ARE REFLECTED IN NEW DESIGNS FOR TOWN CENTRE STREETS AND SPACES)</i>
	20. Improve the quality of car parks and links to the car parks	<ul style="list-style-type: none"> <li>Refurbish the existing car parks to create a more attractive first impression of the town centre.</li> <li>Enhance existing pedestrian routes from the centre car parks into the main shopping streets</li> </ul>	Car Park improvements and Links to Car Parks	<ul style="list-style-type: none"> <li>Establish work programme for 3 car parks</li> </ul>
	21. Improve connectivity between key attractions in the town centre	<ul style="list-style-type: none"> <li>Create better walking links through the heart of the town, where the threat from traffic and barriers to pedestrians are reduced</li> <li>Improve directional signage and way-finding across the town centre to link up the main destinations</li> </ul>	<i>(VARIOUS STREETSCAPE AND PUBLIC REALM PROJECTS TAKEN FORWARD IN THE FORM OF SEVERAL LINKED AND COMPLEMENTARY PROJECTS AT CHURCH STREET / HIGH STREET / MARKET STREET / ALLEYWAYS / SHAMBLES)</i>	<ul style="list-style-type: none"> <li>Ensure co-ordination of designs by developing an agreed new palette of materials and furnishings.</li> </ul> <i>(A PUBLIC REALM DESIGN GUIDE COULD BE ONE WAY OF AGREEING NEW SPECIFICATION)</i>

## Masterplan Projects Plan

