



## Lutterworth Town Centre Masterplan

December 2019



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# Executive Summary

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A high quality public realm has the potential to drive forward the economic health and physical environment of Lutterworth town centre and the wider area. Since medieval times the town centre has developed around a fine grained network of streets, some notable landmark buildings and acted as a market place for the surrounding townships. Local residents are proud of their town centre and have noted the strong community spirit, unique history and built heritage.

However, in recent years the road system, traffic and some post war developments have undermined the town centre and this has challenged the quality of the environment for pedestrians and resulted in poor first impressions of the place. The town centre masterplan addresses these issues and highlights a number of opportunities. These include improved pedestrian priority across the network of streets with better crossing facilities and linkages to shops and facilities across the town. The character areas – Church Street, Lutterworth Lanes, Northern Gateway, Market Place and Southern Gateway would be enhanced with a high quality treatment, with the opportunity to increase the mix of uses and attractions to maximise dwell time from visitors and residents. In addition, the masterplan provides a strategy for development of a consistent public realm for the key streets and spaces, with details for materials, trees, street furniture and lighting.

The masterplan recognises Lutterworth's important heritage with St Mary's Church dating back to the 13th Century, John Wycliffe's translation of the bible into English, the coaching inns dating from the 18th and 19th Centuries and the first jet engine pioneered by Frank Whittle in the mid-20th Century. With an enhanced setting to these assets and improved linkages, there is opportunity to harness tourism activity bringing valued income to local businesses and the economy.

Harborough District Council, working in partnership with locally based stakeholders, can bring forward these town centre improvements over the next 10-15 years. Taken together, the town centre masterplan could be one of the components for driving forward Lutterworth town centre's economy and physical quality. Implementing the proposals could radically improve the town's image and provide a catalyst for inward investment.

The Masterplan document is sub-divided into the following chapters and they set out the process and findings of the commission.

## Chapter 1: Introduction

## Chapter 2: Lutterworth Timeline

A description of the town and its history.

## Chapter 3: Lutterworth Today

An overview of opinion and research into the future of the high street, the planning policy context, the property market assessment and consideration of urban fabric and access and movement.

## Chapter 4: Engaging with Local People

A summary of the interviews, 'roadshow' exhibitions and workshops held with the general public, the Town Council and Retail Forum during the course of the commission.

## Chapter 5: Vision

This presents the vision and aims for Lutterworth town centre.

## Chapter 6: Proposals

This presents the proposals for the networks of streets and alleyways including the public realm palette. It also includes concepts for Lutterworth Lanes.

## Chapter 7: Delivery and Implementation

Demonstrates the approach for delivering the masterplan proposals.

# 1.0 Introduction

## 1.1 Introduction

The Environment Partnership (TEP) Ltd, Mott MacDonald and Intali were commissioned by Harborough District Council to prepare a Vision and Masterplan for Lutterworth Town Centre in January 2019 (to be referred to as the Masterplan). The remit of the Masterplan is to ensure the future viability and vitality of the town centre and secure its role as a local destination for retail, leisure and hosting community networks and events. The Masterplan will also form part of the evidence base that will inform the implementation of relevant policies for the Harborough Local Plan (2019).

## 1.2 The Purpose of the Vision and Masterplan

The Vision and Masterplan sets a clear framework to ensure the future viability and vitality of the town centre over the next 10-15 years. There are a number of aims:

- Set out a clear strategy and vision for the future of the Town Centre's in accordance with current local, regional and national strategic priorities
- Improve the physical appearance of Harborough's Town Centres making them a more welcoming and attractive environment for all users
- Improve access to the town centres whilst addressing existing transport issues including its relationship with parking around the town centre
- Increase the number of people visiting Harborough's Town Centres for shopping and other purposes and improve the retail experience for visitors
- Encourage a vibrant and safe economy at all times of the day
- Maximise new development opportunities, including a mix of uses to maximise the sustainable offer
- Support the assembly of funding for implementation and resources

## 1.3 Masterplan Process

The consultant team has developed the Masterplan through an iterative process working closely with the Council, stakeholders and local people. The masterplan evolved through a series of workshops and interviews that were held to stimulate discussion and debate key points during the design process. These included:

- Initial briefing by the Council
- Stakeholder interviews
- February Roadshow Consultation
- Client steering group workshop
- Lutterworth Town Council workshop
- Lutterworth Retail Forum workshop
- Client visioning workshop
- May Roadshow Consultation

Feedback received during these sessions informed the emerging proposals and helped to shape the masterplan.

## 1.4 Evidence base

The Masterplan has also been informed by a number of supporting documents. These are listed on the contents page and referred to in the Masterplan document.



High Street



Church Street



Roadshow Consultation



# 1.0 Introduction



Study Area

## 1.5 Lutterworth in 2019

Lutterworth is located in south west Leicestershire in an area known as the 'Golden Triangle' centrally positioned between Leicester, Market Harborough, Rugby and Coventry and inside the M1, M6 and M69 motorway network. Being located inside the 'Golden Triangle' means Lutterworth has easy access to the wider motorway network. The town has a population of approximately 10,000 inhabitants, although this is set to increase with the planned urban extension to the east of the M1, expected to deliver 1,260 homes by 2031. The Magna Park distribution site is on land 1.5 miles west of the town centre, separated by from the town by farmland. It is the largest single employment centre in the District in terms of land (223 hectares) and approximately 9300 jobs.

## 1.6 Study area

The study area follows the town centre boundary as defined in the Harborough Local Plan (2019). However, the Masterplan also considers the town centre in the context of the wider area.

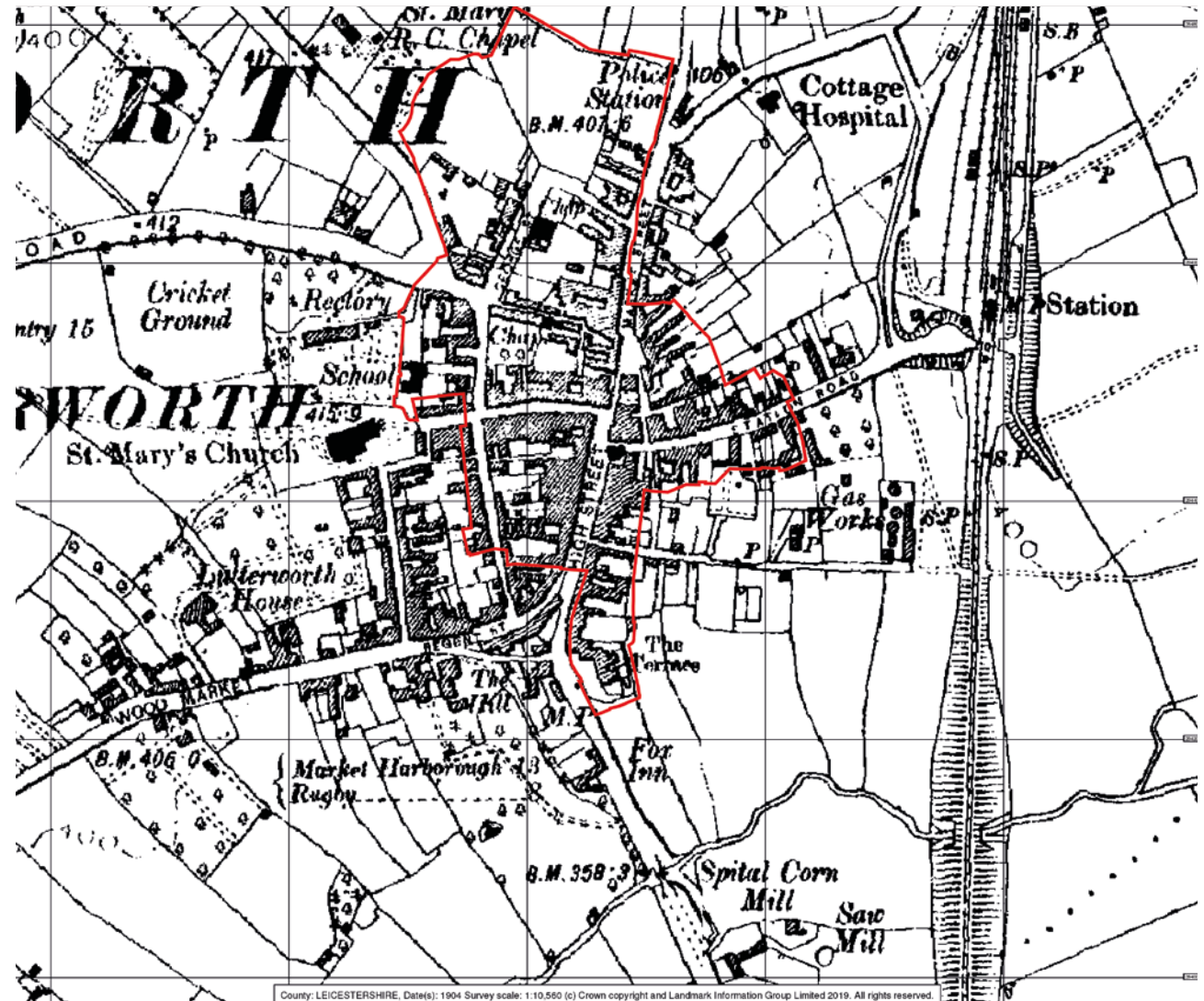


## 2.0 Lutterworth Timeline

### 2.1 Historic Development

Lutterworth dates back to the Anglo-Saxon period and is mentioned in the Domesday Book (1086), with a population of approximately 28 households at that time. In 1214 an annual charter was granted to hold a market in Lutterworth for the sale of livestock and dairy produce and this was extended in 1414 to a weekly charter.

Early development followed a compact medieval street pattern on either side of High Street, including the market place. The half-timber framed Shambles public house on High Street is representative of the time and parts of St. Mary's Church date back to the 13th Century. John Wycliffe, rector at the church, translated the bible from Latin to English between 1374 and 1384.



Plan of Lutterworth Town Centre (1904)



## 2.0 Lutterworth Timeline



*Church Street*



*Greyhound Inn*

During the 18th and 19th Centuries the town became an important posting station for stage coaches on the London to Chester turnpike and the new coaching inns on High Street became a popular stopping off point. This included the Greyhound, Denbigh and Hind Hotels, which are still present today.

The Town Hall on High Street dates from the early 19th Century but the expansion of the town was limited during the Victorian period (1840-1900) until the arrival of the railway and station in 1899. Station Road linked the railway to High Street and the town centre.

During the late 1930s and early 1940s Frank Whittle pioneered the design of the gas turbine for jet propulsion. In 1936, Power Jets Ltd was formed in Lutterworth to develop the engine off Leicester Road. The first 'jet engine' powered the specially designed Gloster E28/39 aeroplane which made its maiden flight in 1941. A full size replica of the aircraft has been installed on the roundabout to the southern entrance to Lutterworth.

Much of Lutterworth's expansion came during the 20th Century, with some additional growth in the 21st Century. Lutterworth's footprint now extends east as far as the former railway line (closed in 1962), south towards the River Swift, west to Brookfield Way and north along Leicester Road.



*Hind Hotel*



*Aircraft at Whittle Roundabout and St. Mary's Spire*

## 3.0 Lutterworth Today

### 3.1 Introduction

This chapter sets out the various aspects that affect Lutterworth town centre today. It begins with the latest research and opinion on the future of the high street. The chapter then sets out the planning context, an assessment of the property market and an appraisal of the town centre's urban fabric and how it is served by access and movement.

### 3.2 Future of the High Street

The economic climate of the High Street has changed as consumer patterns have evolved towards online shopping and 'out of town' retail centres. This has challenged the role and function of the high street. As part of the commission, research as to the future role of the high street has been undertaken. This is summarised below, with more detail in Appendix F Future High Street Research.

Making Sense of Mixed-Use Town Centres (2019) by Turley, a national planning and development consultancy, sets out a series of sense checks to ensure sustainable, attractive and functioning mixed-use centres.

Turley's report sets out a five point approach to making sense of mixed-use town centres:

- See the bigger picture – profile the demand and needs that town centres can help to meet in the future
- Understand the whole place – discover what is unique, what works and what could be improved
- Put people at the heart – create an opportunity for interested parties to help shape the future
- Complete a commercial sense-check – ensure proposals are viable and deliverable
- Establish principles for mixed-use town centres – positively encourage and guide investment in town centres

The approach is applicable to owners, operators and local authorities looking to positively guide development and create investor confidence. This commission is underpinned by the five point approach recommended by Turley.

The Rise of Clicks and Mortar (2019) by Clare Colman considers how online brands are complementing their offer, in terms of comparison retail, with real life retail spaces and it offers advice to traditional retailers wanting to compete. Colman describes how customers, having narrowed their search for products online, like 'face to face' contact with the retailer and expertise behind the product or brand.

There is also evidence that prior to opening a shop, retailers are backing up their online operation with 'pop-up' shops to allow purchasers to 'touch and feel' products. As the business grows, retailers take a lease and open up a shop.

During February 2019, the Urban Design Group (UDG) hosted a conference for practitioners and local authorities engaged in the Future High Street Fund programme. Key observations from the day included:

- Local economic multiplier - spend through local businesses will circulate within the town and add to activity
- Expand the non-retail side of the economy
- Investing in the pedestrian environment delivers more pounds
- Inject life through festivals and markets



Mixed use town centre, Altrincham



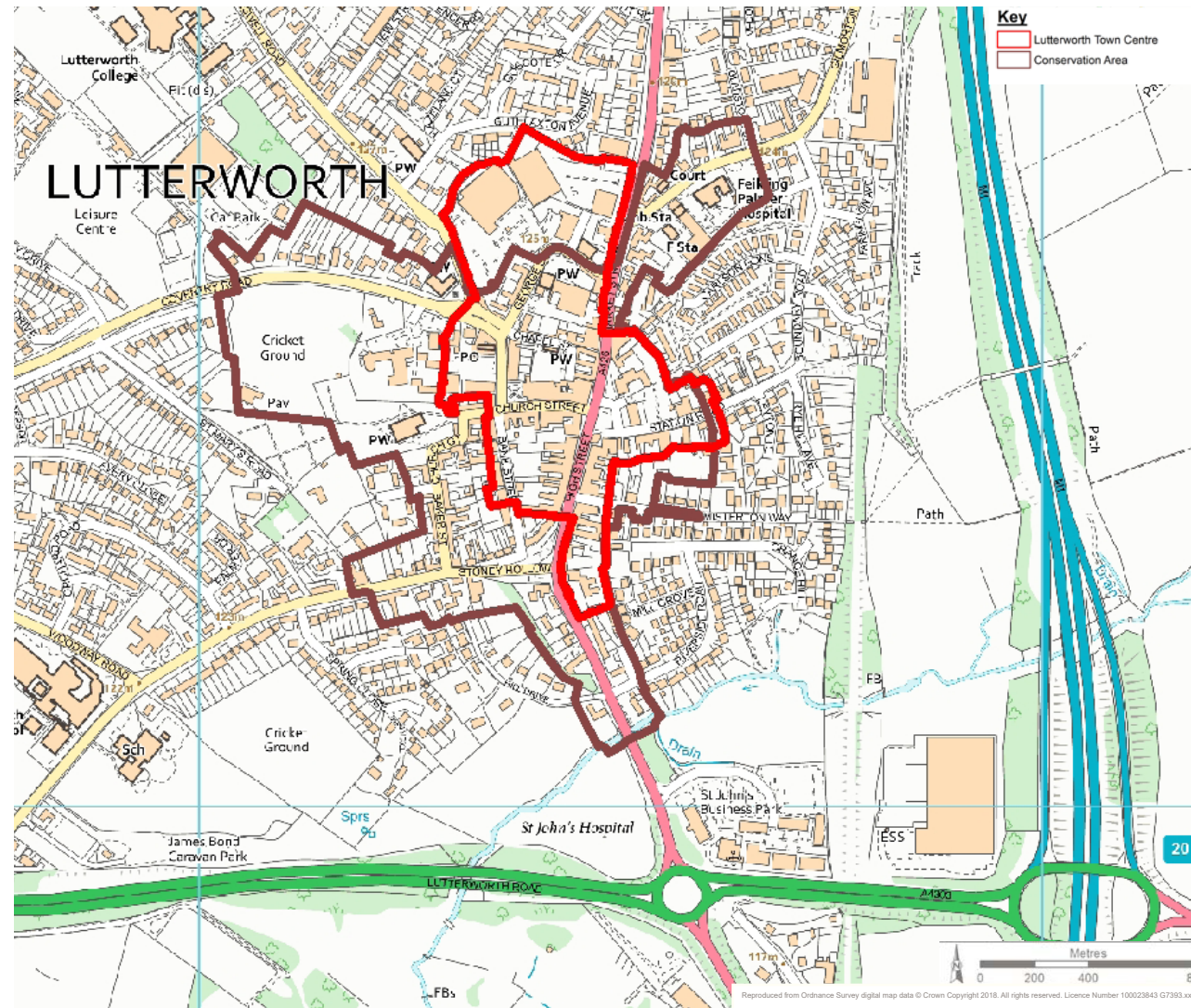
"Pop up" shop, King Street, Manchester



Credit: Lutterworth Town Council  
Lutterworth Christmas Lights



## 3.0 Lutterworth Today



Relevant Planning Policies

### 3.3 Planning Context

Harborough Local Plan 2011-2031 sets out the strategy for the future development of Harborough District up to 2031 and replaces policies in the Core Strategy and 2001 Local Plan. The Local Plan was adopted on the 30th April 2019.

The policies relevant for Lutterworth town centre include:

- Policy SS1 The Spatial Strategy (see part extract below)
- Policy GD5 Landscape and Townscape Character
- Policy GD8 Good Design in Development
- Policy HC1 Built Heritage
- Policy RT1 Provision of New Retail Uses
- Policy RT2 Town and Local Centres
- Policy RT3 Shop Fronts and Advertisements
- Policy RT4 Tourism and Leisure

#### Policy SS1 The Spatial Strategy

The spatial strategy for Harborough District to 2031 is to manage planned growth to direct development to appropriate locations, in accordance with a settlement hierarchy. Lutterworth is a Key Centre in the hierarchy, along with Broughton Astley. A Strategic Development Area (SDA) is proposed on land east of Lutterworth for approximately 1,260 dwellings to 2031.

## 3.0 Lutterworth Today

### 3.4 Property Market

Intali undertook a property market report during February 2019 to establish a 'health check' of the town centre. It assessed retail demand, retailer perceptions and an analysis of the current retail stock in the context of neighbouring retail developments. 'Blockages' to the future viability and vitality were identified, supported by an assessment of retail rents, values and future trends. Stakeholder consultation was undertaken with some local agents to verify the findings of the study.

Large retail space (Morrisons and Waitrose) makes up almost 50% of the units and uses in the town centre and provides 50% of total car parking. Outside the national supermarkets, A1 retail occupies a further 30% of the units and uses with the remainder made up of food and beverage, financial services and offices. This demonstrates that there is some transitioning from retail towards wider uses. The vacancy rate is very low suggesting that the uses in the town centre are complementary and currently meet resident's needs.

However, Lutterworth has very significant competition from Fosse Park (Leicester) and Elliot's Field (Rugby). These are large out of town retail facilities with national retailers, free parking and within 30 minutes from Lutterworth by car. As a way to start to address this competition, local agents consider that some additional national retailer or leisure operator presence could serve as an anchor to the town centre. However existing retail units are not of sufficient size to accommodate the required floorplate. There are insufficient vacancies to combine existing retail units to create larger spaces, and fragmented ownership also prevents proactive developments by landlord. This suggests that some new development is required to accommodate a national retailer or leisure operator.



*Velvet Interiors and Coffee Bar, George Street*



*Costa, George Street*



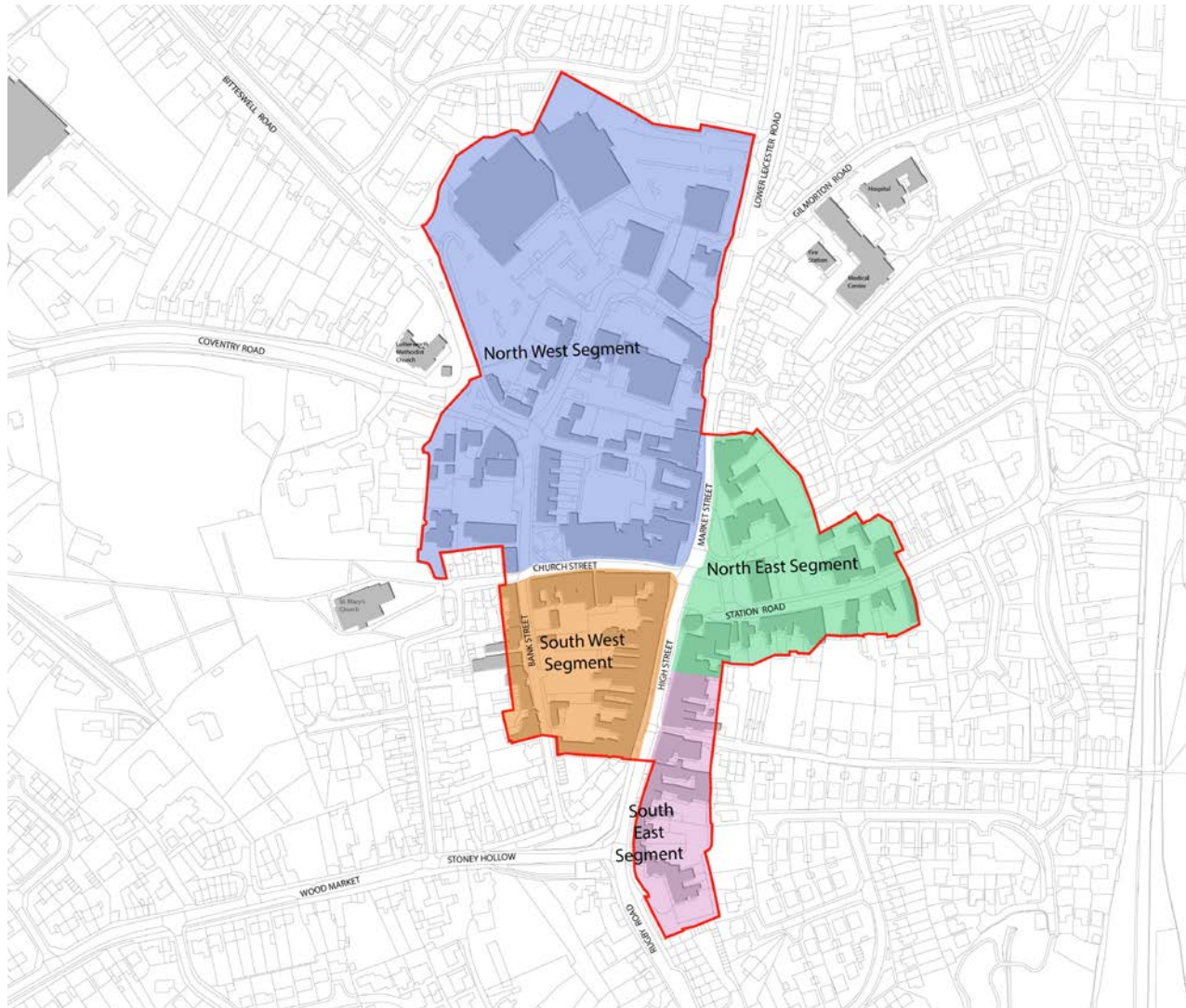
*Active ground floor and residential upper floors, Market Street*



*Waitrose, Lower Leicester Road*



### 3.0 Lutterworth Today



Lutterworth Town Centre "Segment" Plan

The property market report also considers the relationship of units and uses in relation to the layout of the town centre. The busy nature of High Street and Market Street and limited controlled crossing points creates a severing effect through the town centre and this could be evidenced by the general shift of retail activity to the west of High Street and Market Street, indicated by the north west segment on the plan opposite. The recommendation, agreed with the client group is to focus any short to medium term interventions on the area between the strongly performing independent uses on Church Street and the large supermarkets north of George Street. While the pedestrian environment and crossing points along High Street and Market Street need to be addressed to support the existing uses and activities and to ensure that the severing effect is reversed.

## 3.0 Lutterworth Today

### 3.5 Urban Fabric

#### Land Use

In addition to the retail, food and drink, financial services and uses described in the property market section, there are a number of civic, community and religious buildings and residential properties in the town centre. A number of off street parking areas are also evident.

Station Road, Bell Street, High Street, Market Street, Church Street, George Street form the main shopping streets complemented by food and drink, hotel, professional services and residential uses.

Civic and community buildings include the Town Hall on High Street, the town council on Coventry Road and the Wycliffe Rooms and library, both on George Street. There are a number of religious buildings including the Parish Church of St Mary at the end of Church Street, the Christian Fellowship Church on Chapel Street, the United Reformed Church on George Street and the Methodist Church on Coventry Road.

Large car parks front the two large supermarkets, with smaller car parks to the rear of development accessed from George Street, Chapel Street and Station Road.

### 3.6 Townscape Quality

Much of the town centre is designated as a conservation area incorporating the medieval core, extending south to the River Swift, north to include the Police Station complex at the junction of Leicester and Gilmorton Roads and westwards to include the significant open space of the cricket ground beyond the extensive churchyard of the Parish Church of St Mary. The Edwardian homes on the Coventry Road entrance to the town, and Woodmarket the former route to Coventry are also included.

Throughout the conservation area buildings date from various periods, including; medieval, Georgian, Regency, Victorian and Edwardian. A large number of the older buildings have listed status, with a particular cluster near to the intersection of High Street, Church Street, Market Street and Station Road.

The relative narrow width of some of the streets (Church Street, Chapel Street and George Street) is characteristic of the medieval origins of the town centre creating a distinctive sense of enclosure.

The part of the town centre not included in the conservation area is land to the north of George Street including the two large supermarkets and associated car parking. The remodelling of George Street as a one way road system combined with large car parks fronting the supermarkets undermines the sense of townscape quality.



Wood Market



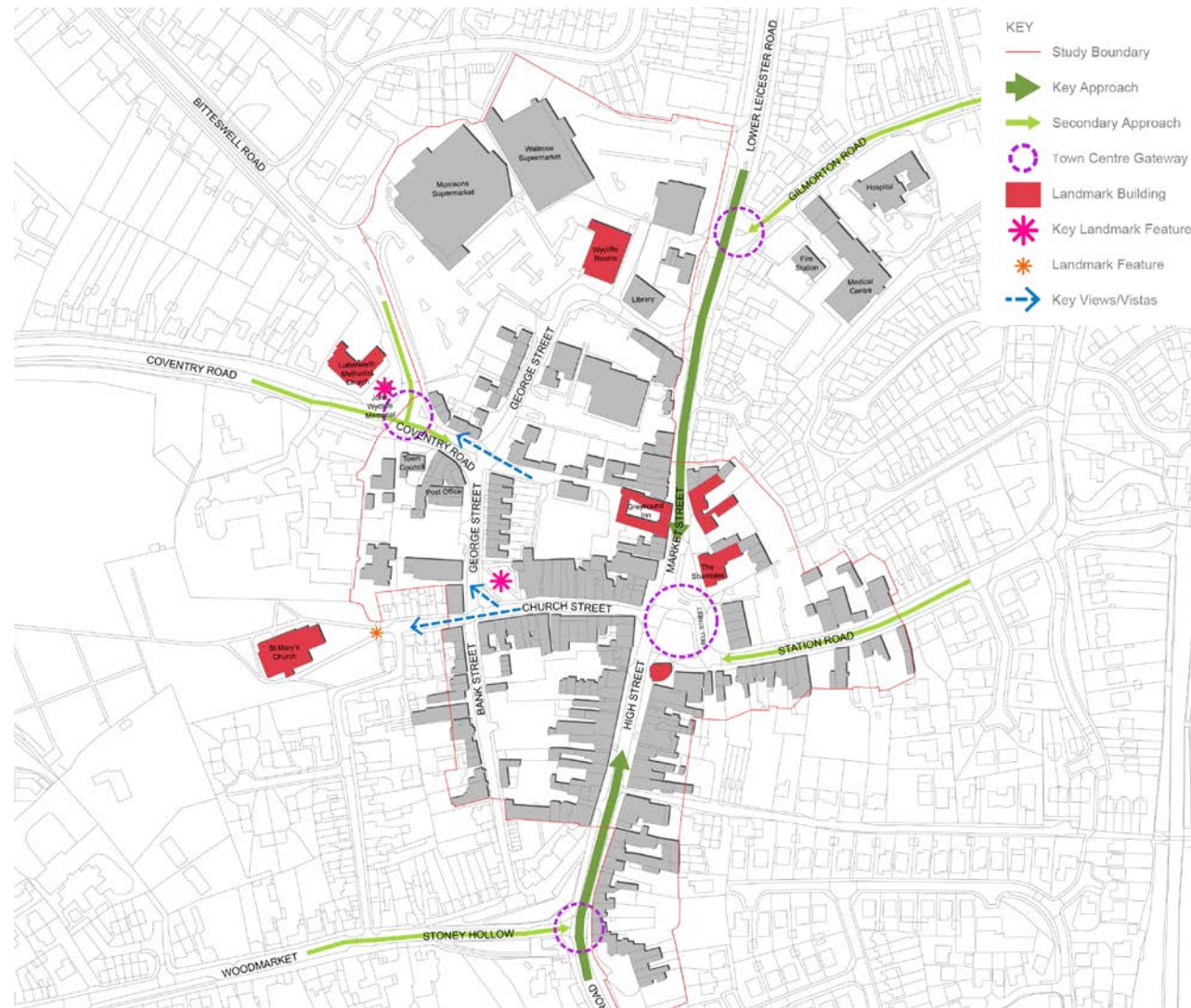
Church Street



Wycliffe Memorial and Methodist Church



## 3.0 Lutterworth Today



Legibility Plan

### 3.7 Legibility

Legibility is important in defining the image and perception of the town centre, along with the ability of people to find their way around. Lutterworth has good legibility due to its varied architecture, street pattern and clear approaches. Legibility is usually defined in terms of gateways and approaches, landmarks and views and involves the interaction of building form, streetscape and open space.

Gateways and approaches into Lutterworth define entrances into the town centre and points of arrival and they also influence first impressions of the town. Lutterworth's key approaches are formed by Rugby Road, Coventry Road and Lower Leicester Road and they enter the edge of the town centre at 'perceived' gateways. The respective gateways are at: Rugby Road and Stone Hollow, Coventry Road and Bitteswell Road and Lower Leicester Road and Gilmorton Road. Lutterworth has a number of landmark buildings and features that 'stand out' from the neighbouring area:

- The Parish Church of St Mary's forms a landmark at the western edge of the town centre due to its larger scale and position on higher ground.
- The Lutterworth Methodist Church and Wycliffe Memorial form distinctive structures and are highly visible at the junction of Coventry Road and Bitteswell Road.
- The Wycliffe Rooms is a large Art Deco building is highly present on George Street.
- The Greyhound Coaching Inn, the Manor House, Town Estates Office and Shambles Inn are a grouping of distinctive buildings that frame Market Place as it tapers northwards.
- The Town Hall is highly visible on the corner of High Street and Station Road.
- The white horses on the embankment at the corner of High Street and Stoney Hollow

## 3.0 Lutterworth Today

### 3.8 Views

There are several important views that convey the character and sense of place of Lutterworth. This includes the view along Church Street towards the Parish Church of St Mary. Progressing along the same street, the slightly staggered intersection of Church Street and George Street by the Memorial Gardens gives prominence to the view of the building form at the north west corner of the intersection. Another important view is experienced from the eastern end of Coventry Road looking towards the Wycliffe Memorial and Methodist Church. The view is framed by buildings fronting Coventry Road.

### 3.9 Public Realm

Public realm is defined as areas available for public use including; streets, pavements, parking areas, squares, parks and gardens. The elements that form the public realm are surfacing materials, street furniture, signs, lighting, public art and soft landscape. A successful public realm enables people to move easily through an area. It contributes to a high quality environment and there is evidence that it is effective in attracting people and increasing 'dwell time'.

Much of Lutterworth town centre's public realm is experienced from its streets and pavements as people walk from their arrival point to their destination. There are also two public spaces; the Market Place and Memorial Gardens. The Market Place hosts the weekly market, accommodating car parking for the remainder of the time. The space is severed by the configuration of Bell Street which increases the sense of highway dominance. The Memorial Gardens is an open space on the north east corner of Church Street and George Street. It includes a network of footways connecting the memorial and a shelter. There are also grassed areas, hedges and several mature trees.

### 3.10 Public Realm Elements

The quality of the detailing of the public realm is varied and has had limited apparent recent investment. The use of traditional details and materials is limited and the town centre largely has a tired and dated appearance with a variety of different surfacing materials and street furniture. The inconsistent approach provides an incoherent public realm that does little to enhance the image of town centre.

#### Surfacing materials

Traditionally surfacing in the town centre would have used Yorkstone paving with granite setts and kerbs. There are some limited examples of these materials at the gate to the Parish Church of St Mary at the end of Church Street and in Memorial Gardens. There is also some evidence of granite kerbs on Bank Street, with setts forming vehicular crossings to footways.

Footways are predominantly surfaced in asphalt, concrete paving or concrete paviors, with standard concrete kerbs and asphalt carriageways. Concrete tactile paving highlights pedestrian crossings.



Gateway to St Mary's Church



Memorial Gardens



Memorial Gardens



## 3.0 Lutterworth Today



*Public realm elements*



*Finger post sign, Market Street*



*York stone paving and setts, Memorial Gardens*

### Street furniture

Existing street furniture in the town includes: seating, bins, bollards, planters, tree grilles and guards, cycle stands, railings, bus shelters and signs. Street furniture within the town centre varies in different areas and consists of a mix of designs, colours and materials. A mix of heritage and more modern 'off the shelf' products are used.

Despite this, there is some continuity of colour and style with a suite of blue painted seats, bins, bollards, planters, bus shelters on High Street, Market Street and Bell Street. Outside the 'suite' of street furniture, there are several 'brushed steel' bicycle stands on the pedestrian route linking Bell Street and the Station Road car park. In the vicinity of the library there are black painted bin and bollards and wooden benches. There are black railings and a low wall boundary treatment at Memorial Gardens, with black bins and metal seats painted black. In the Gardens, there are also some seats with steel frames and timber slats for sitting.

### Lighting

There is a consistent use of lighting columns and luminaires on the main streets in the town centre, although they have a functional appearance and detract from the quality of the public realm. Columns reach a height of approximately eight metres are painted in neutral colours.

In the Station Road car park the lighting columns have a 'bow top' shape at their highest point, with an attachment to cylindrical shaped luminaires.

Temporary lights that hang across Church Street are installed for the Lutterworth Lights event using temporary fixings.

### Signage

There is limited signage and interpretation, apart from an information board for the town centre on George Street, a community notice board at Bell Street and directional finger post signs at Bell Street, Market Street and Memorial Gardens. The posts and frames to these signs are painted blue.

### Public art

With the exception of some small statues and stone features in Memorial Gardens there are currently no public art features in the town centre.

### Soft Landscape

The pavement fronting buildings and relatively narrow footways means that soft landscape features are limited. However, there are some street trees and planters along Bell Street, with its relatively wide footways and some trees and hedges associated with the grassed areas of the Memorial Gardens. There is also some greening of Greyhound Coaching Inn courtyard, with some small trees and shrubs in pots.

## 3.0 Lutterworth Today

### 3.11 Access and Movement

#### Strategic Road

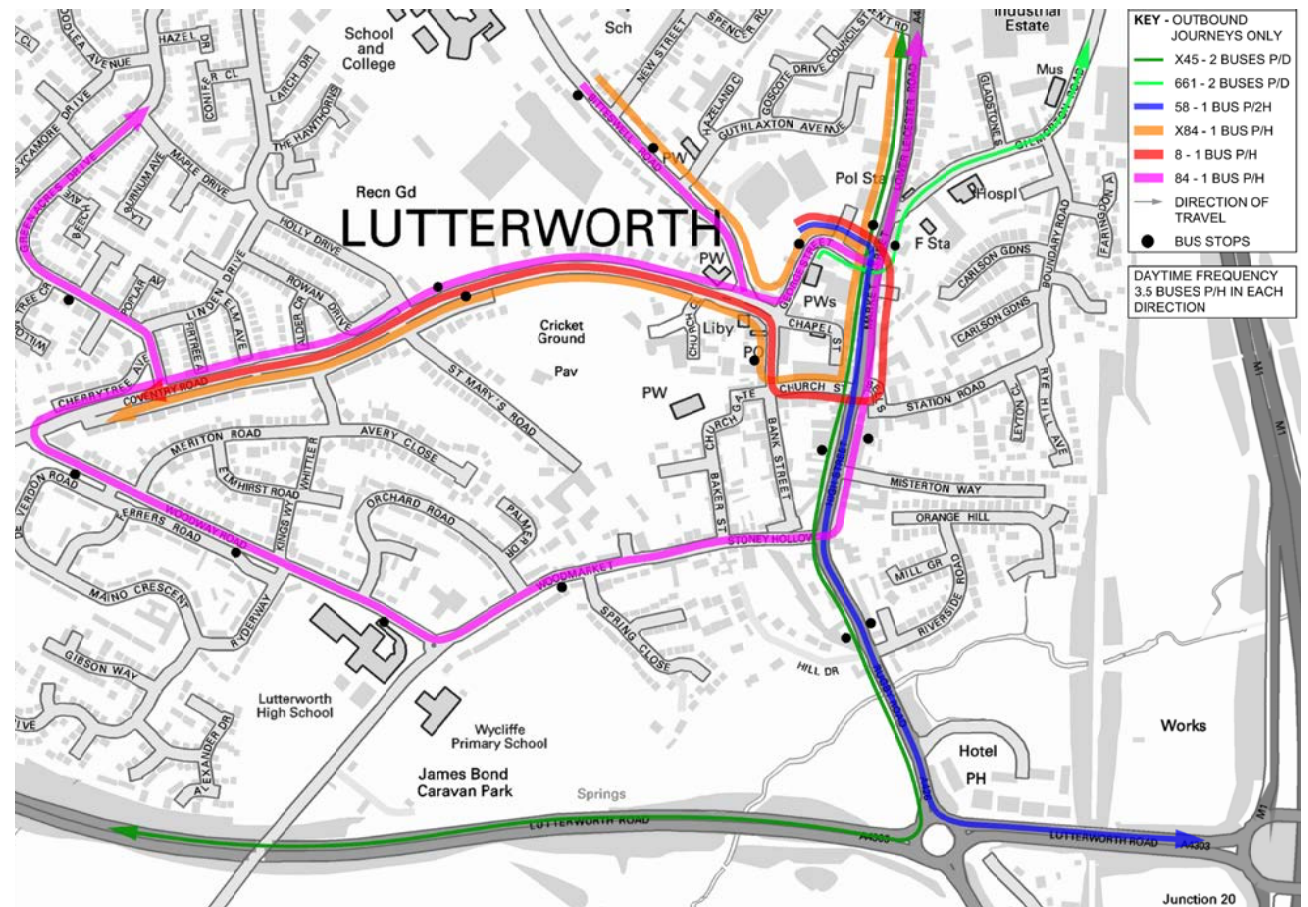
Lutterworth sits within the boundaries of the M1, M6 and M42 motorways, an area referred to as the 'Golden Triangle' for logistics companies due to its excellent highway connectivity. These links have supported the success of the town's major employment site, Magna Park, and delivered excellent connectivity to regional and national destinations. Strong highway connectivity means key regional centres across the Midlands are all accessible within a typical 60-minute drive from the town centre, offering advantages and disadvantages for the town. On one hand, workers are able to easily commute from Lutterworth to employment opportunities in large neighbouring centres such as Leicester, Coventry and Birmingham, as well as Magna Park. However, as a result of these journey times, residents of Lutterworth are able to easily access attractive retail offers in areas such as Leicester's High Cross and Elliott's Field in Rugby.

#### Public transport

Lutterworth is served by six core bus routes, delivering connectivity for the town to key local and regional destinations including Hinckley, Leicester, Market Harborough and Rugby. Lutterworth town centre is served by a maximum 3.5 buses per hour in each direction during the weekday daytime. Evening and Sunday services are limited and analysis of any available bus patronage data will be important in being able to consider potential changes to the network.

#### Pedestrian movement and severance

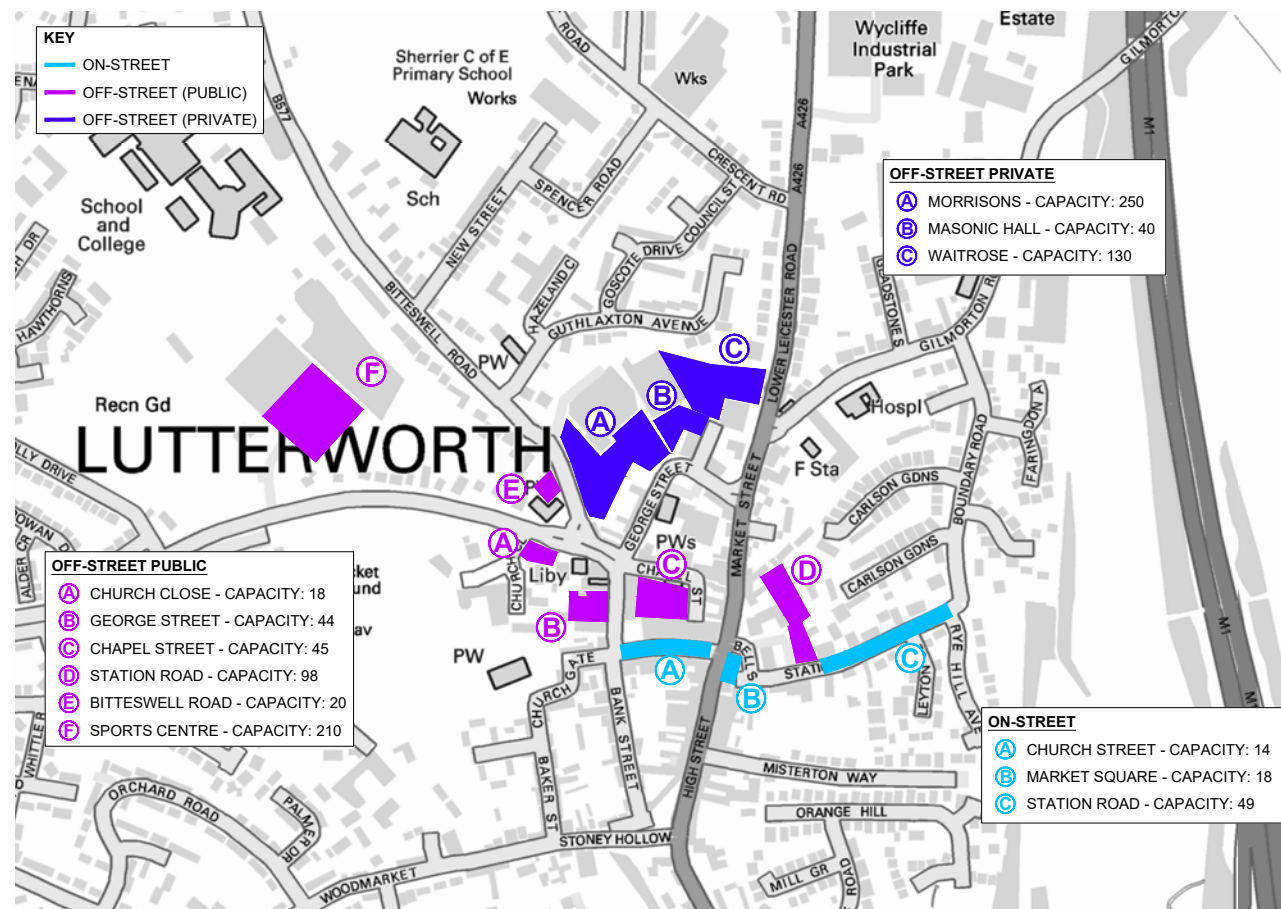
Pedestrian severance on High Street and Market Street is an issue as there is only one controlled crossing point on the section of High Street between Stoney Hollow and George Street, and the lack of crossing facilities for pedestrians, combined with the wide road and high traffic flows, creates a poor quality environment for pedestrians.



Bus Routes



## 3.0 Lutterworth Today



### AQMA

An Air Quality Management Area (AQMA) has been in place at the north end of the Lutterworth town centre since 2001, covering Market Street and its junctions with George Street and Walker Manor Court. To assist with the drive for air quality improvements in Lutterworth, it is advantageous to keep levels of acceleration and deceleration in vehicles using Market Street corridor as low as possible. There is consequently a need to deliver a continual flow of vehicles through the area, minimising the requirement for stopping at traffic lights.

### Parking

A review of the Harborough Parking Strategy (2016) confirms that there are 205 publicly accessible car parking spaces located across four sites in the town centre. Data from the Parking Strategy indicated that the car parks are operating at, or close to, full occupancy on weekdays, with 99% occupancy in the three short stay car parks between the hours of 12:00 and 15:00. This occupancy is likely to be tied to users of the core retail area focused on Church Street and the cluster of white-collar businesses in the town centre. Saturday parking demand however showed a different trend, with a maximum average occupancy across the three short stay sites of 65%.

Following the recommendation of the Strategy, free 30-minute 'pop-in' spaces have been added to Chapel Street car park, building on the successful 'pop and shop' model that has been established in Market Harborough. On-street parking is limited to 30-minute bays on Church Road and Market Square, with further uncontrolled bays on Station Road.

Assessments of future off-street parking demand indicates that demand could not be satisfied in Lutterworth in 2030 and that additional weekday parking will be required.

### Parking

## 4.0 Engaging with Local People

### 4.1 Introduction

Engaging with stakeholders and local people formed an important component of the Masterplan process as they brought their experience and excellent knowledge of Lutterworth, put forward recommendations and were able to test the emerging proposals.

Three types of engagement were used in the consultation: interview, workshop and roadshow exhibition. The timings of the various types of engagement are listed below:

- Stakeholder interviews – January and February 2019
- Roadshow Exhibition – February 2019
- Lutterworth Town Council workshop – February 2019
- Retail Forum workshop – April 2019
- Lutterworth Town Council workshop – April 2019
- Roadshow Exhibition – May 2019

A summary of the findings of the engagement are outlined below and presented on a topic basis.

### 4.2 Stakeholder Interviews

Lutterworth Retail Forum is an active stakeholder group with over 30 members involved in retail or related activity. During the early part of the process, six stakeholder interviews were undertaken with six business owners, including the chair of the Retail Forum.

Their comments have been arranged below by theme or topic.

#### Unique Lutterworth

The Masterplan should promote the unique history of the town and present it well to visitors and tourists, including John Wycliffe's as bible translator and rector at the Parish Church of St Mary's between 1374 and 1384; Lutterworth's

importance as a posting station for stage coaches during the 18th and 19th Centuries and Frank Whittle's pioneering of the gas turbine for jet propulsion during the late 1930s and early 1940s.

#### Events

Quarterly events are promoted in the town centre, including; Carrot Trail, Elf Trail, Taster Trail and Lutterworth Lights. These should be encouraged as they draw footfall and increase dwell time in the town centre. Events do require intensive organisation and in some cases a road closure of Church Street.

#### Independent Retail

Given the competition from alternative 'out of town centre' destinations and 'online retail', independent businesses should promote the personal and knowledgeable service they provide to customers to regain a competitive edge.

#### National Retailer or Restaurant

A national retailer and restaurant could complement the existing town centre offer and provide a draw to additional footfall. The independent cycle shop and Costa Coffee on George Street were cited as complementary. Cyclists visit the shop for purchases and then spend time in Costa Coffee for refreshment.

#### Community Facilities

The library is a good resource but it appears to be underused. Stakeholders suggested that a café or meeting space inside the facility could improve the attractiveness and vitality of the facility.

#### Parking

The large supermarkets offer one and half hour free parking and stakeholders were keen for the return to free



Image courtesy of  
Lutterworth Town Council

Lutterworth Christmas Lights

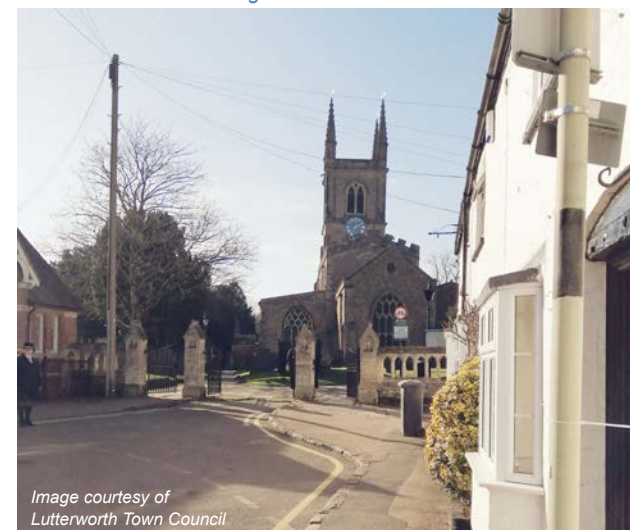


Image courtesy of  
Lutterworth Town Council

St. Mary's Church



## 4.0 Engaging with Local People



*The Greyhound Hotel*



*Roadshow Consultation, February 2019*

one hour parking in the public car parks. To assist with Lutterworth's attractiveness for tourism, a request was made for visitor coach parking on Station Road.

### Road Network

Congestion, including frequent heavy goods vehicles (HGV) passing through on High Street and Market Street causes a poor quality pedestrian environment and has a negative impact on business.

Several stakeholders commented on the benefits of the one way system along Church Street and George Street. The system allows visitors to get an initial sense of what the town centre offers and businesses can present their 'shop window'.

In terms of deliveries to some of the older buildings, these can only be made from the street and are not feasible from the rear. The timing of deliveries cannot be predicted and sometimes delivery vehicles block the road. It would be desirable to have more dedicated loading bays.

### Greyhound Hotel

The Greyhound is one of the original coaching inns and the 34 bedroom hotel has good occupancy rates, typically with business clients during the week and leisure clients over the weekend. Lutterworth's central location on the UK road network means it is a convenient location for accommodation. The owner confirmed that online booking has improved the popularity of the Greyhound.

### Lutterworth East

Town centre businesses should maximise the opportunities presented by the town's expansion to the east. It would be important to capture new resident's spending in the town centre rather than leakage to other destinations.

### 4.3 Roadshow Exhibition (February 2019)

The February Roadshow Consultation event was held on a weekday (11am-4pm) in Waitrose supermarket in the town centre. Several exhibition boards were presented to elicit discussion and attendees were able to draft comments on small cards and attach them to the relevant position on a plan of the town centre.

Attendees raised similar comments to those reported from the stakeholder interviews.

In addition they raised the following:

- Lack of provision of shops for families and child friendly cafes
- Lack of gift stores for browsing
- Need for a better mix of specialist shops; bookshop, bakery, shoe shop, temporary 'pop-up' shops
- Town centre quiet from Saturday lunch time, so more attractions during the weekend to include family friendly restaurants and events
- Existing quarterly events need better publicity
- Market place needs reinvigorating
- Strong support for a bypass to the town forming part of the Lutterworth East development
- There are many clubs and societies in the town making for strong community networks
- Better signs to assist with wayfinding to shops, facilities and places of interest
- More pedestrian friendly streets as existing footways are narrow and there are few crossing points
- Areas for sitting
- More space to host community events
- Cycle routes and cycle parking facilities
- Potential new premises for Lutterworth Museum adjacent Shambles Inn

## 4.0 Engaging with Local People

### 4.4 Town Council workshop (February 2019)

The town council raised similar comments to those reported above and confirmed the strength of feeling that a bypass is needed for the town and that it should form part of the Lutterworth East development. The town centre needs to be more pedestrian friendly to increase dwell time and better harness its existing assets.

### 4.5 Retail Forum workshop (April 2019)

The principles of the emerging town centre masterplan were presented to representatives of the town council. Those present were supportive of the principles, particularly the proposals to improve the public realm and create more pedestrian priority streets. Attendees considered that this would increase 'dwell time' in the town centre.

Additional comments not previously raised included:

- Car park at the leisure centre should be promoted more as there is good capacity for parking and there is a high quality walking environment along Coventry Road into the town centre

### 4.6 Town Council workshop (April 2019)

The principles of the emerging town centre masterplan were presented to representatives of the town council. Those present were supportive of the principles, particularly the Lutterworth Lanes concept.

Additional comments not previously raised included:

- Need shops and businesses to open for longer period over the weekend to maximise attractiveness of town centre and dwell time
- Max Electrical on Church Street has a franchise with Euronics. This is a very good model where a local business has the backing of an international retail group (association). Could this be replicated for other businesses in the town centre?



*Church Street, highway priority*



*High Street, view north*



## 4.0 Engaging with Local People



Roadshow Consultation



Courtyard to Shambles Inn

### 4.7 Roadshow Exhibition (May 2019)

Additional comments not previously raised are outlined below:

#### Road network

- Weight limit should be applied to vehicles travelling on High Street and Market Street
- Lack of compliance with the 30mph zone in town centre
- Close Bell Street to make larger pedestrian friendly market space

#### Pedestrian friendly spaces

- More pedestrian friendly spaces removed from the main road network
- Improve south facing courtyard to Shambles Inn
- Remodel Station Road as a public space

#### Parking area at Co-op site opposite Wycliffe Rooms

- Remodel to provide cafes, shops and market stalls

#### Old Sherrier School and George Street car park

- Opportunity to refurbish the Victorian building for re-use
- Make George Street car park a public space

#### Welcome to Lutterworth pack

- Such a pack would provide useful information for newcomers and visitors

#### Lutterworth Lanes

There were a number of positive responses to the Lutterworth Lanes concept on the exhibition boards. This is covered in more detail from page 44

## 5.0 Vision

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### 5.1 The Vision

The previous sections established the 'live' town centre issues and views of local people and stakeholders within the town centre. Chapter 5.0 Vision puts forward a vision, with a number of aspirational but achievable goals, for the coming ten years and beyond. The vision is expanded by five key aims and these set out the priorities for investment in the town centre in the future and form the context for the proposals presented in Chapter 6.0.

#### People, Pride and Place

People make Lutterworth great. There are strong community networks in Lutterworth and this defines the town centre and makes it the vibrant, well used and loved place it is today. The vision aims to strengthen this community spirit and build on the business enterprise across the town centre.

Pride will be strengthened by creating the highest quality public realm that unifies the town centre and strengthens the market town character of Lutterworth. This will create a public realm that meets people's expectations and ensures the town thrives.

Lutterworth will be enhanced as a place with all things distinct or special to the town celebrated. First impressions of the town centre will be enhanced by improving the approaches and strong links with the surrounding neighbourhoods.

The Vision includes five key aims:

**Redress the Balance** - create a pedestrian friendly town centre that provides opportunities for people to meet and relax

**Unify the Town Centre** - create a consistent and cohesive town centre that is distinctive

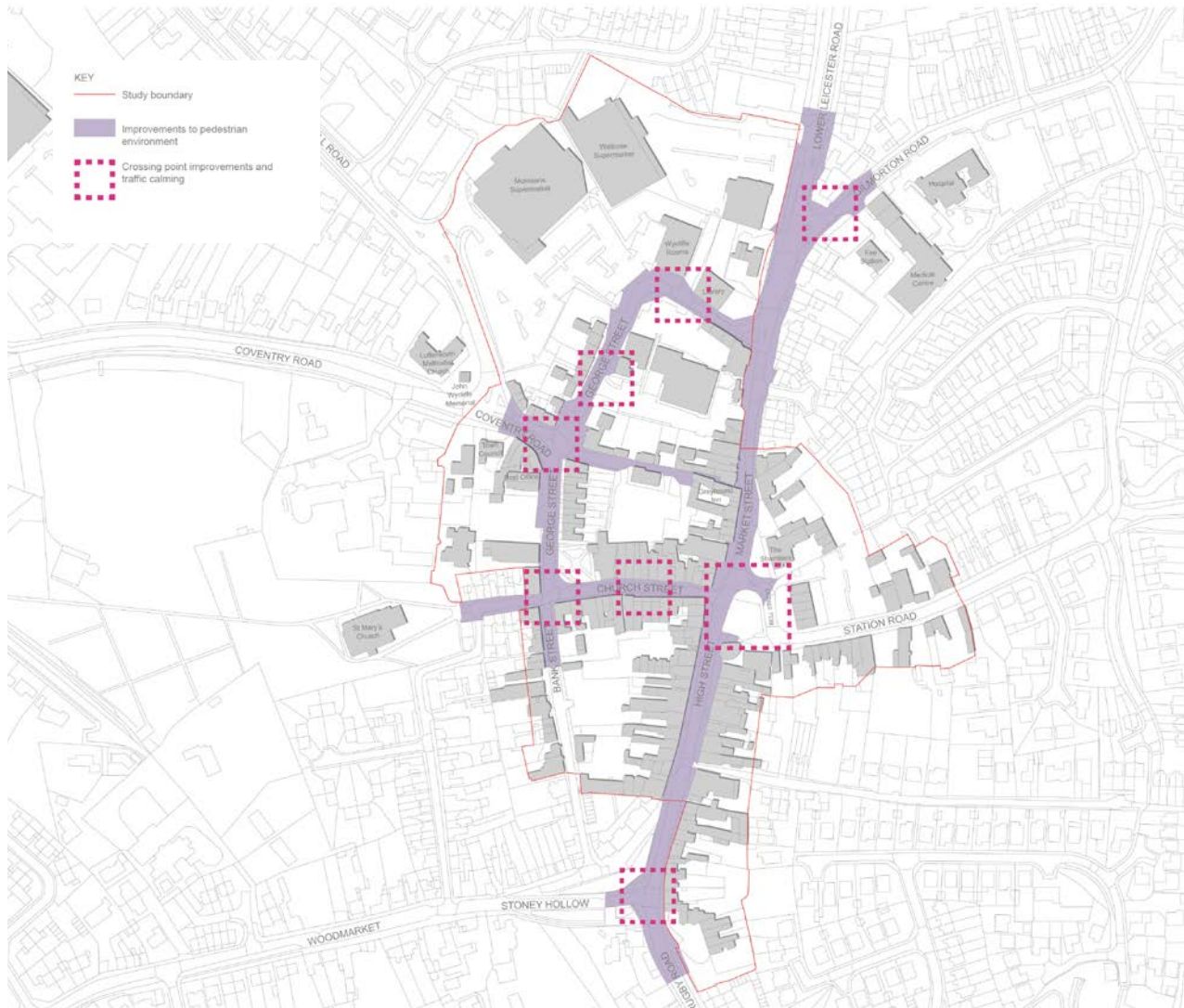
**Enhance First Impressions** - clearly define approaches to Lutterworth and develop welcoming gateway entrances that provide a strong sense of arrival

**Connect People and Places** - connect and enhance the town centre and developing strong links with neighbouring residential communities

**Celebrate Character and Community** - strengthen the market town character of the town centre through high quality design and pedestrian centred spaces that respect the Conservation Area and provide opportunities for people to meet, socialise and celebrate



## 5.0 Vision



*Redress the Balance*

### 5.2 Redress the Balance

Create a pedestrian friendly town centre that provides opportunities for people to meet, relax and socialise

- Promote a walkable town centre
- Address vehicle dominance through footway widening, carriageway narrowing and junction re-alignment
- Reduce vehicle speeds at key locations through public realm treatments and clear crossing points
- Provide public spaces for people to meet, socialise and relax, including redefining the heart of the town at Market Place
- Develop safe and appropriate vehicle loading at suitable times and places



*Pedestrian Crossing, Sheffield*

## 5.0 Vision

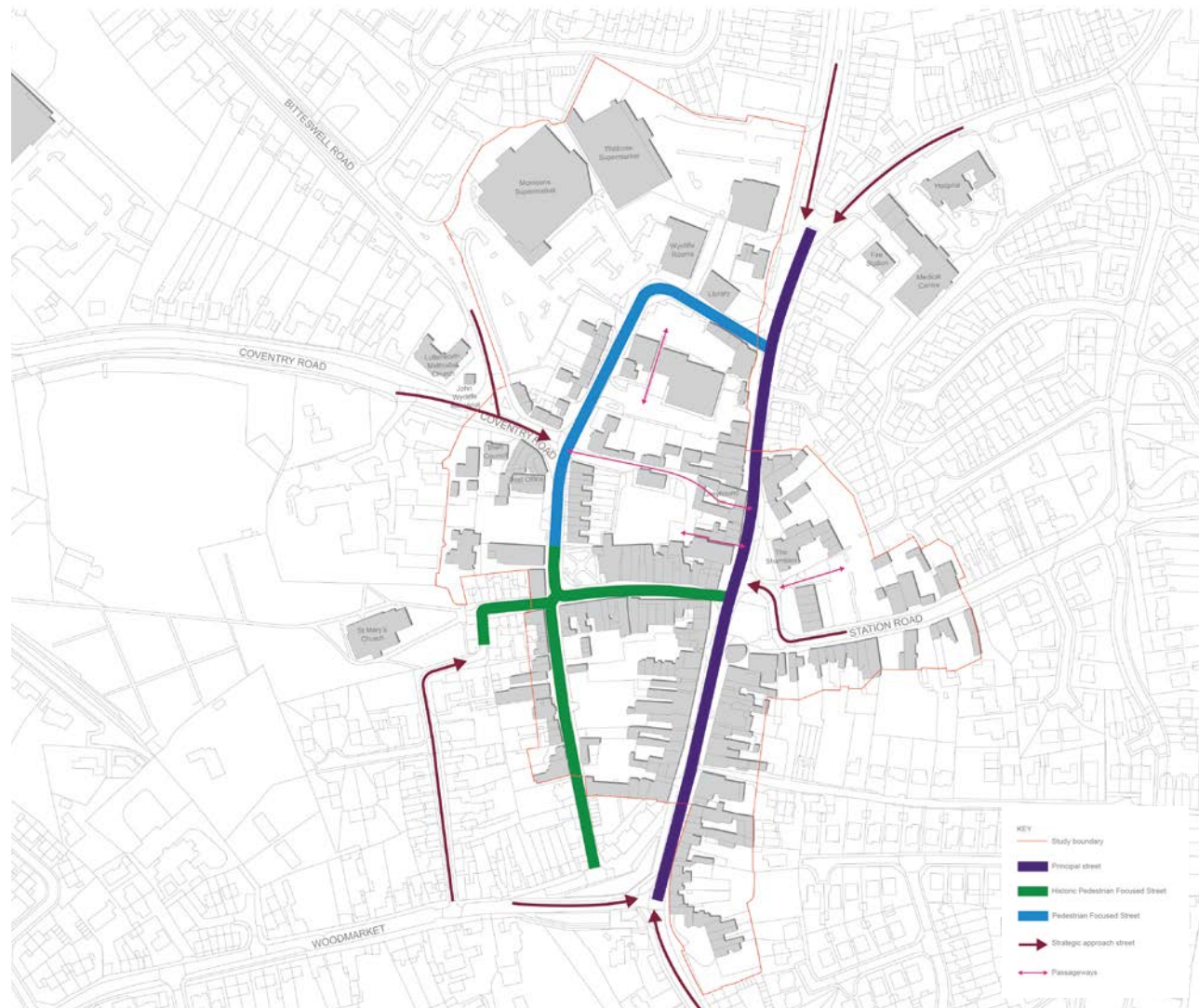
### 5.3 Unify the Town Centre

Create a consistent and cohesive town centre that is distinctive

- Develop a street hierarchy within the town that provides clear and legible streets, and strengthens the historic street pattern
- Provide a consistent palette of materials and street furniture to unify the town centre and enhance the market town character
- Develop a unified style and colour palette that is suitable for the market town character whilst complementing the historic fabric and more recent developments



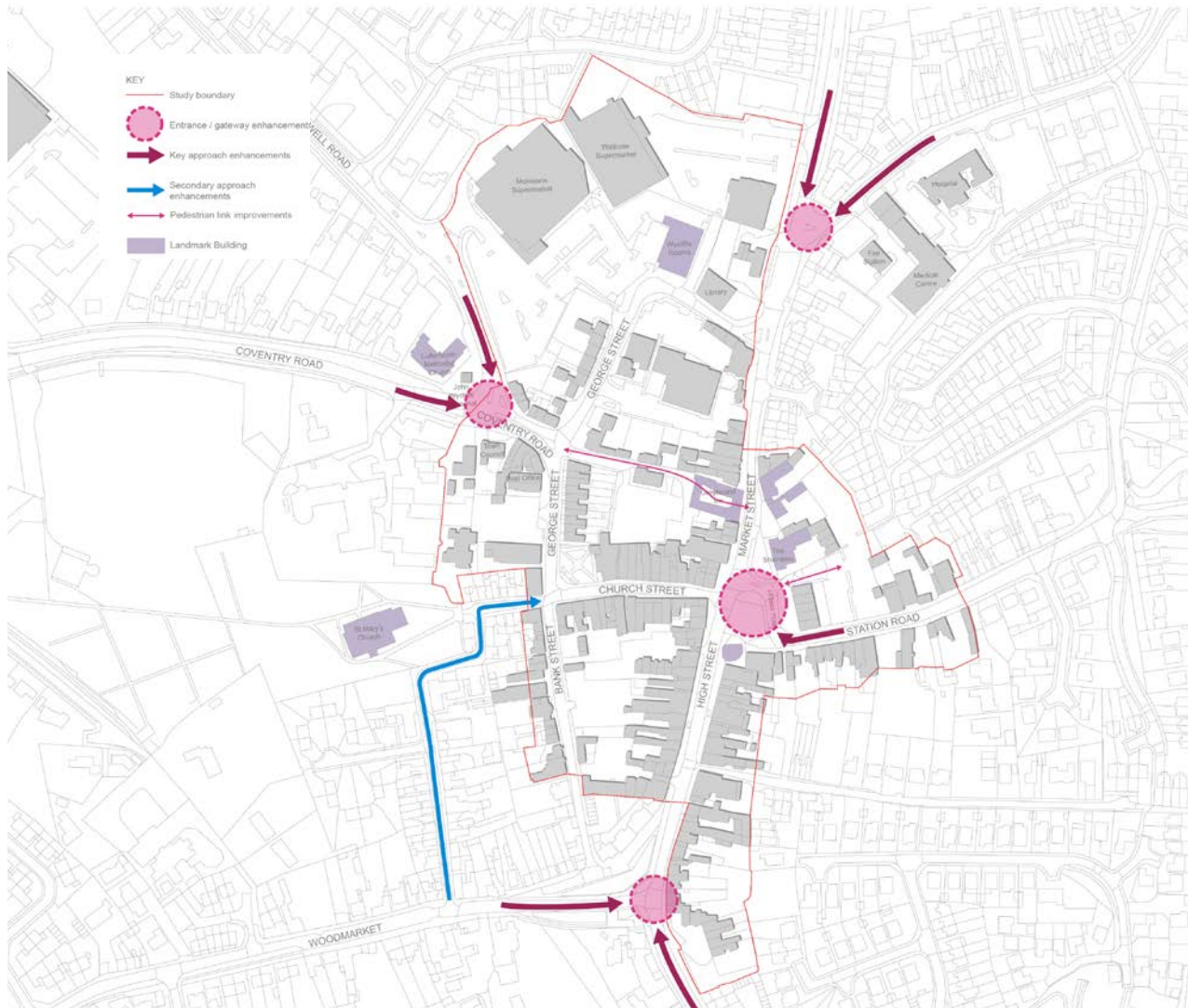
Town Centre, Chester



Unify the Town Centre



## 5.0 Vision



*Enhance First Impressions*

### 5.4 Enhance First Impressions

Clearly define approaches to Lutterworth and develop welcoming gateways that provide a strong sense of arrival

- Enhance approaches to the town centre for pedestrians, cyclists and vehicles
- Develop clear entrances and gateways that provide a strong sense of arrival
- Develop clear and accessible links to and from car parks and public transport hubs



*Gateway Feature, Altrincham*

## 5.0 Vision

### 5.5 Connect People and Places

Connect and enhance the town centre and develop strong links with residential neighbourhoods

- Improve pedestrian access routes and links within the town centre
- Connect town centre with existing pedestrian links to residential neighbourhoods
- Develop signs and waymarking to improve access and connect the town centre and tourism opportunities



Existing pedestrian access through the Greyhound Inn towards Market Street



Connect People and Places



## 5.0 Vision



*Celebrate Character and Communities*

## 5.6 Celebrate Character and Community

Strengthen the market town character of the town centre through high quality design and pedestrian centred spaces that respect the Conservation Area and provide opportunities for people to meet, socialise and celebrate

- Build on the market town character and use it to sell the towns location as a tourism hub
- Animate the town centre through a series of public squares and spaces providing opportunities for events and places to meet
- Celebrate and enhance key spaces and historic buildings through high quality design and detailing that respects the Conservation Area
- Use public art and bespoke design to celebrate the towns history, improve legibility, define gateways and create unique places
- Repair and regenerate areas away from the Conservation Area



*King Street festival, Manchester*

## 6.0 Proposals

### 6.1 Public Realm Framework

Chapter 5.0 set the vision and aims for Lutterworth town centre with a focus on people, pride and place. Chapter 6.0 sets out more of the detail required to deliver the vision through public realm treatment and remodelling of some of the spaces and uses in the town centre.

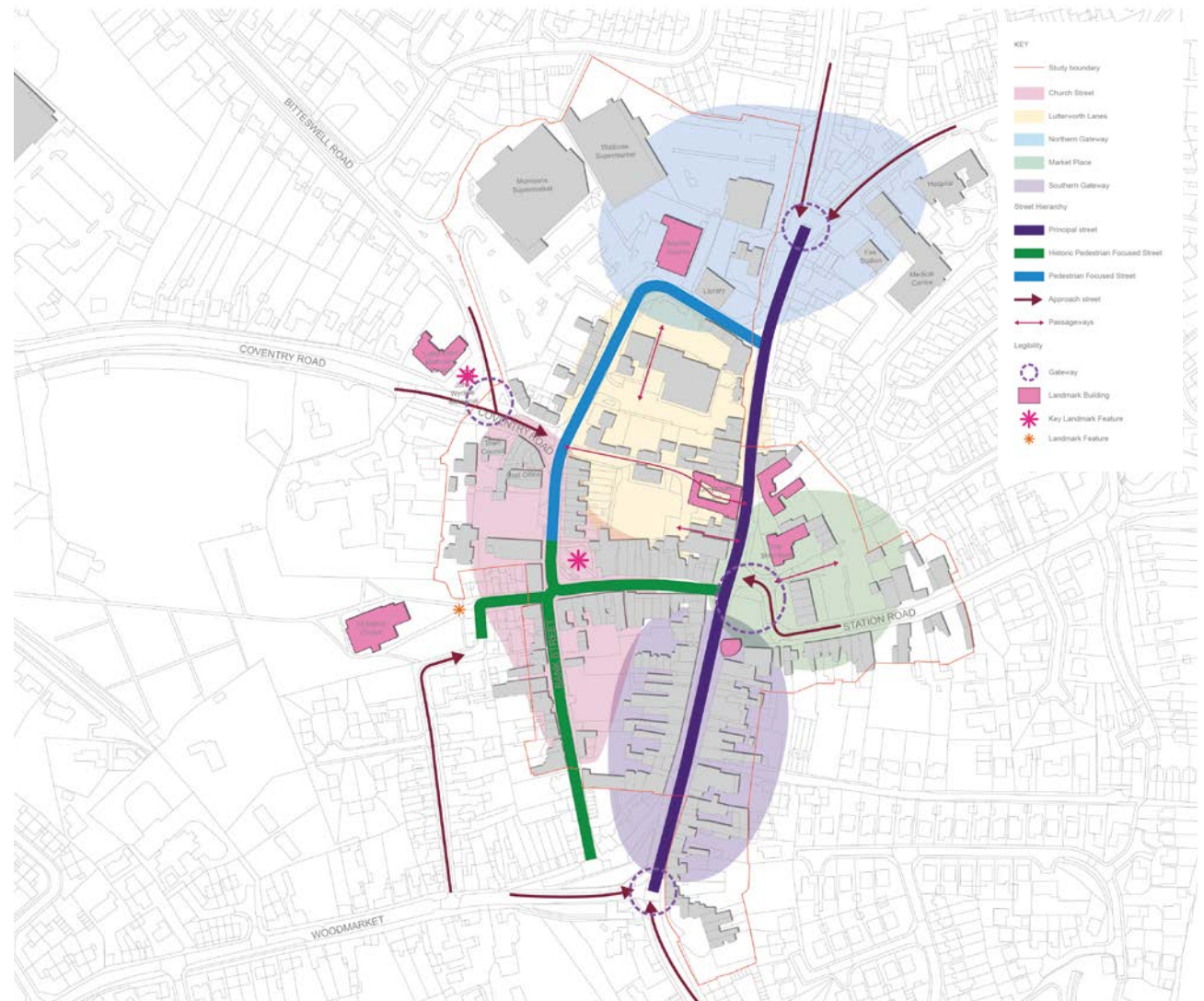
The public realm framework plan confirms the location for the proposals for the network of streets and spaces across the town centre.

More specifically the chapter sets out:

- Enhancements to the street hierarchy and public realm
- Description of public realm elements

The chapter then continues to present more specific proposals for:

- Church Street
- George Street
- Northern gateway
- Southern gateway
- Lutterworth Lanes
- Market Place



Public Realm Framework



## 6.0 Proposals

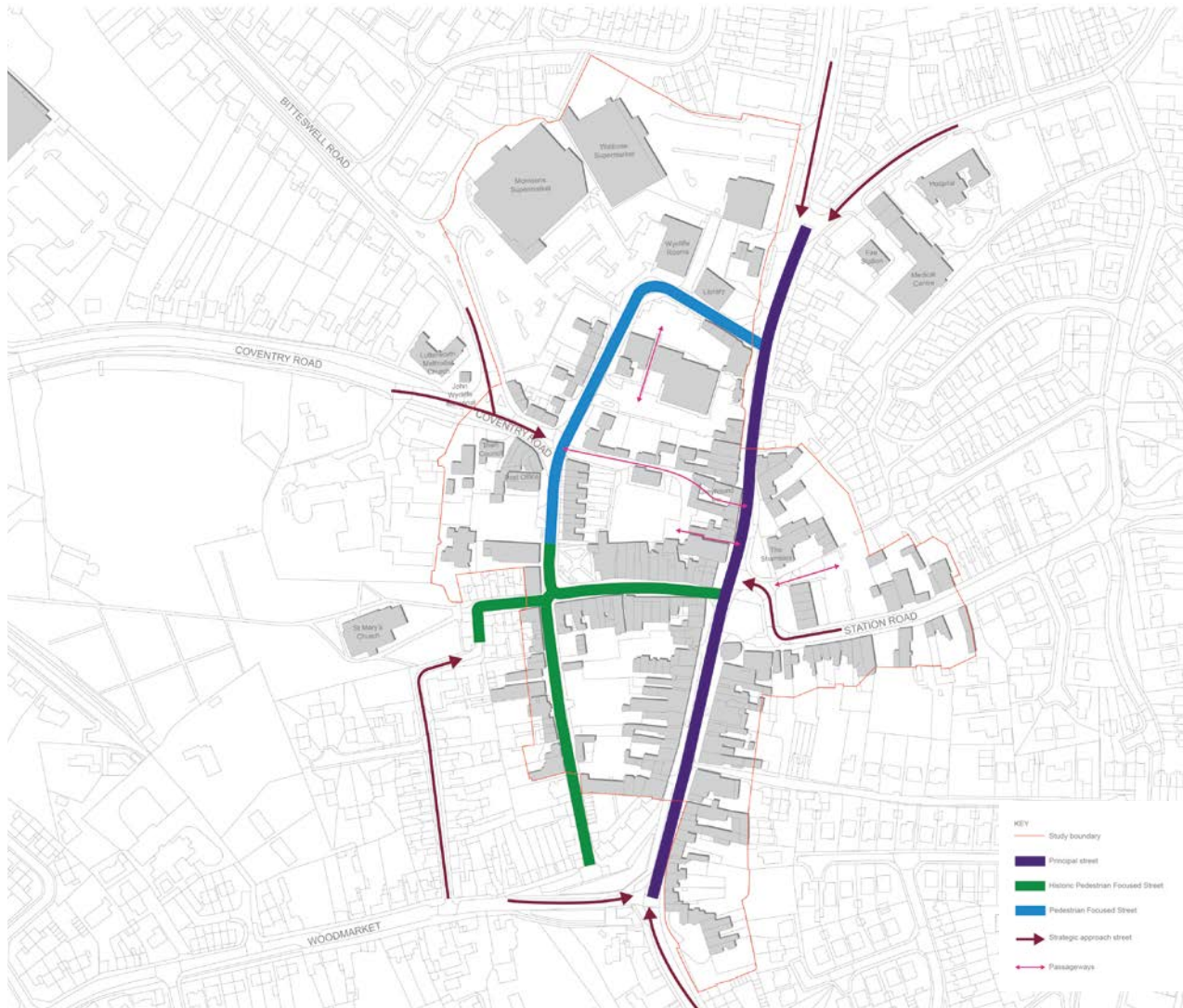
### 6.2 Street Hierarchy and Public Realm

A legible town centre with a strong identity must include a hierarchy of streets and spaces with a clear role and function. This should identify key gateways and approaches into the town centre and define important links and key streets. Lutterworth town centre already has the basis of a strong street hierarchy due to the main through routes, retail streets and historic street pattern. The street hierarchy illustrated opposite is developed to strengthen this and is defined by street scale, function, movement and the historic core.

In keeping with 5.2 Redress the Balance (page 20) and to assist with making the streets more pedestrian friendly, consultant highway engineers have recommended that the town centre becomes a 20mph zone, with threshold details to the carriageway at the northern end of Market Street and southern end of High Street to reinforce the proposed 20mph zone signs. Where feasible footways would be widened and carriageway widths reduced. Raised uncontrolled crossings are also proposed in various locations to assist pedestrians and to help reduce traffic speeds. Additional loading bay and bus stop markings are proposed to assist with traffic management.

In addition to the engineering measures the hierarchy will be developed through a consistent and cohesive approach to surfacing materials, street furniture, signage and lighting that will unify the town centre. Streets will be designed for pedestrians, giving priority over vehicles wherever possible. The street hierarchy consists of five types of route identified below:

- Principal street
- Historic pedestrian focussed street
- Pedestrian focussed street
- Approach street
- Passageway



Street Hierarchy



### 6.3 Principal Street

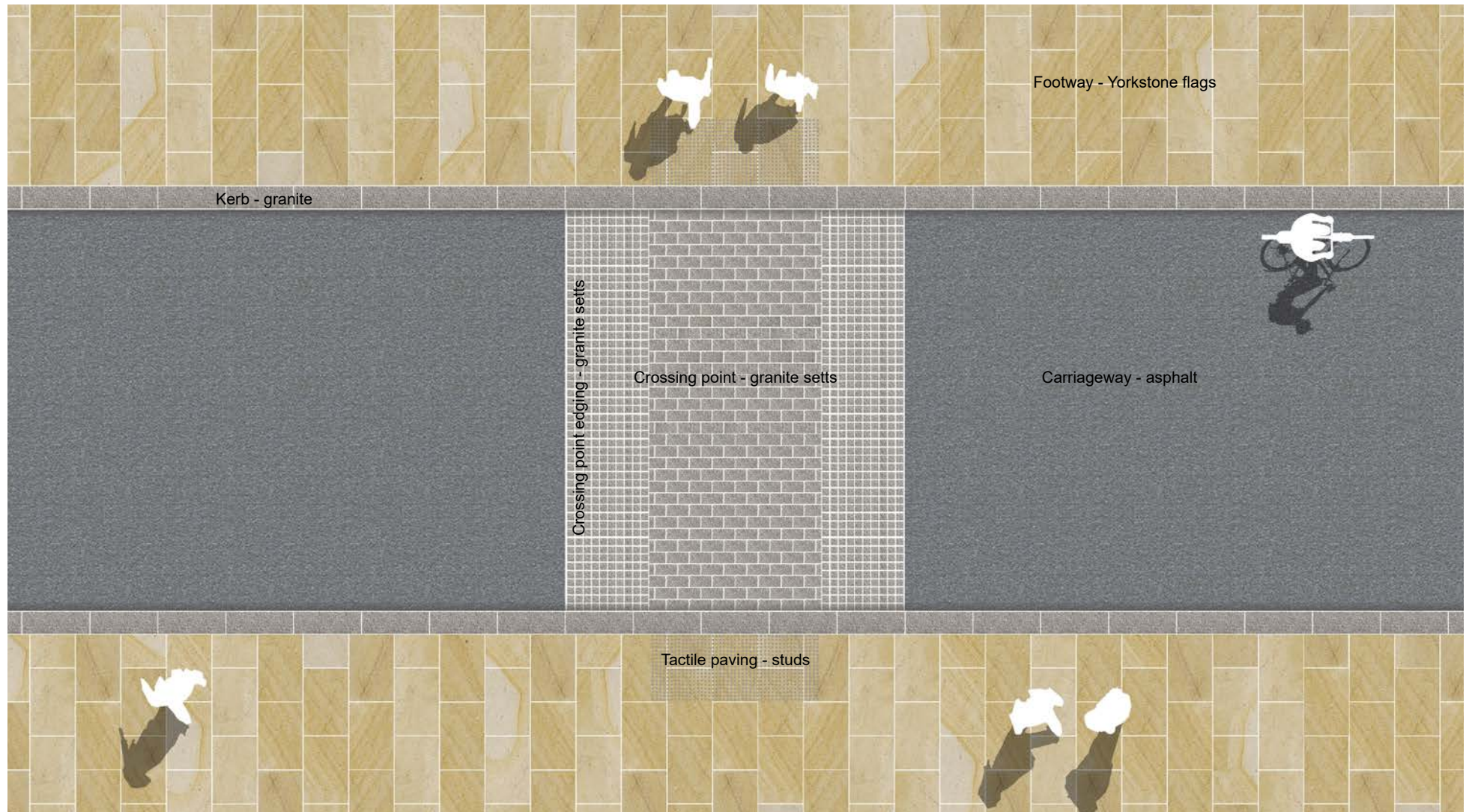
## Design Principles

- 
- The map shows the study area in Coventry, bounded by a red line. The principal street, Bank Street, is highlighted in dark blue. The map includes labels for various streets: Bitteswell Road, Coventry Road, Woodmarket, Station Road, and Bank Street. Key locations marked include the Museum Supermarket, Station Supermarket, Waffle House, Larder, John Wrights Menswear, St Mary's Church, and the Medical Centre. A key in the bottom right corner identifies the red line as the 'Study boundary' and the dark blue line as the 'Principal street'.



THE  
ENVIRONMENT  
PARTNERSHIP

## 6.0 Proposals



*Principal Street Concept*



## 6.0 Proposals

### 6.4 Historic Pedestrian Focussed Street

These are the main shopping streets and focus of pedestrian activity in the town centre. They form the historic core and are compact streets with relatively narrow footways. The primary aim should be to enhance pedestrian priority to provide ease of access to ground floor uses and maximise dwell time in the town centre. Design and materials should enhance the Conservation Area. Natural stone materials are proposed for Church Street which forms the direct link from High Street to the Parish Church of St Mary's. George Street is the other pedestrian focussed street and concrete based materials are proposed (with exception of the kerb) that are complementary to natural stone.

#### Design Principles

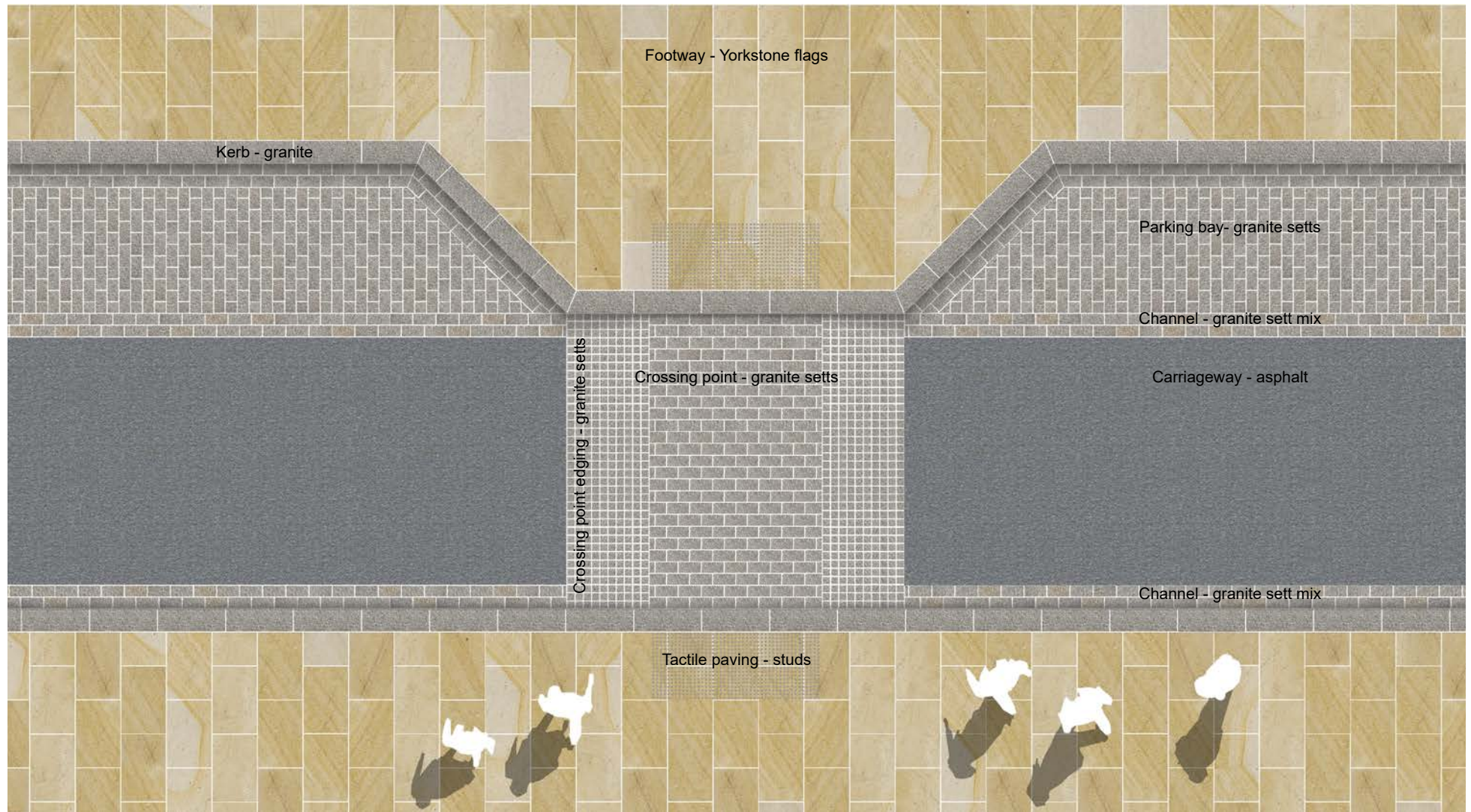
- High quality Yorkstone and granite natural stone surfacing should be used to enhance the historic market town character and match traditional materials used.
- Footways should be widened wherever possible to enhance pedestrian priority and provide more space for people.
- Carriageways should be narrowed where possible to reduce vehicle dominance and slow traffic speeds to the proposed 20mph limit.
- High quality and bespoke street furniture should be used that is distinctive and reflects the heritage feel of the town.
- Raised tables in the carriageway with natural stone should be used at key locations and gateways to calm traffic and enhance pedestrian priority. These should be flush with footways.
- Pedestrian crossing points and vehicle entrances should be enhanced and where possible raised crossings implemented with natural stone surfacing to define routes.
- Loading areas and parking bays should be defined with natural stone setts and channels.



*Historic Pedestrian Focussed Streets*



## 6.0 Proposals



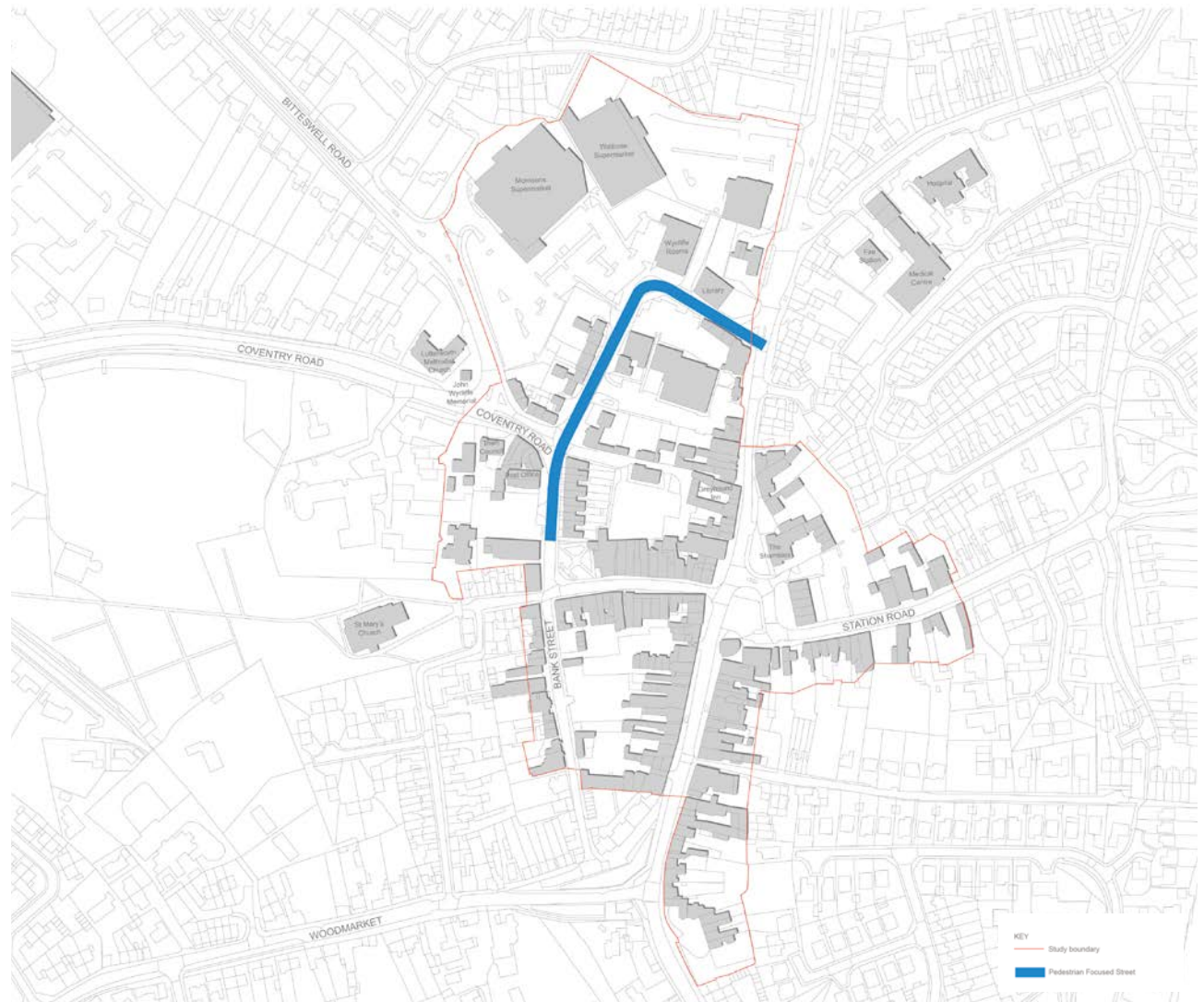
*Historic Pedestrian Focussed Street Concept*

## 6.0 Proposals

### 6.5 Pedestrian Focussed Street

#### Design Principles – George Street

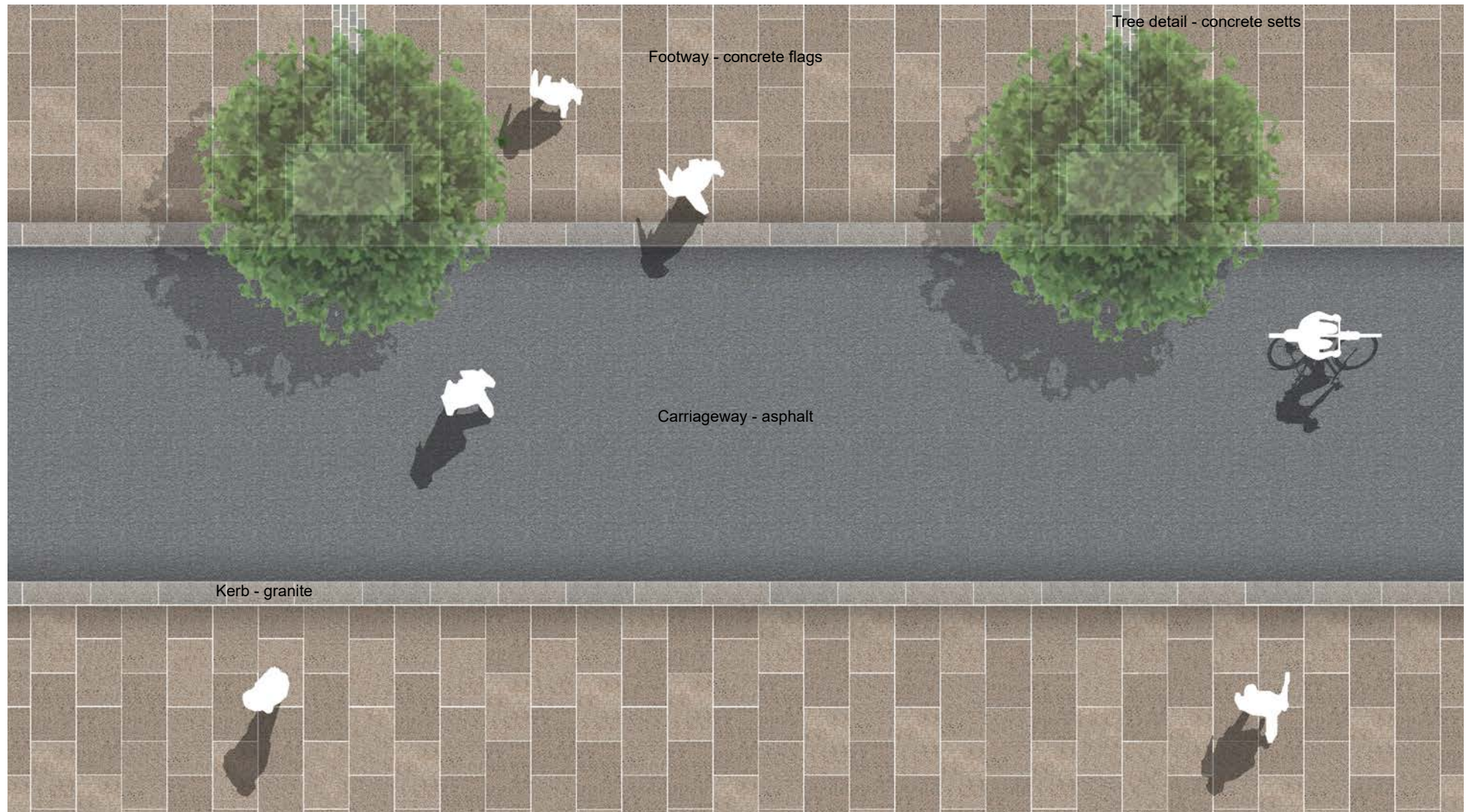
- The proposed concrete based materials will be more economical in terms of cost and will enable a larger area of the town centre's public realm to be improved.
- Concrete flag surfacing should be used to complement the historic market town character.
- Granite kerbs should be used to link the proposed treatments for Church Street and George Street.
- Footways should be widened wherever possible to enhance pedestrian priority and provide more space for people.
- Carriageways should be narrowed to a minimum of 5.5m wide where possible to reduce vehicle dominance and slow traffic speeds to the proposed 20mph limit. .
- High quality and bespoke street furniture should be used that is distinctive and reflects the heritage feel of the town.
- Pedestrian crossing points and vehicle entrances should be enhanced and where possible raised crossings implemented with natural stone surfacing to define routes.



*Pedestrian focussed street - George Street*



## 6.0 Proposals



*Pedestrian Focussed Street Concept*

## 6.0 Proposals

### 6.6 Approach Street

Approach Streets include strategic and local approaches to the town centre.

#### Strategic Approach Streets

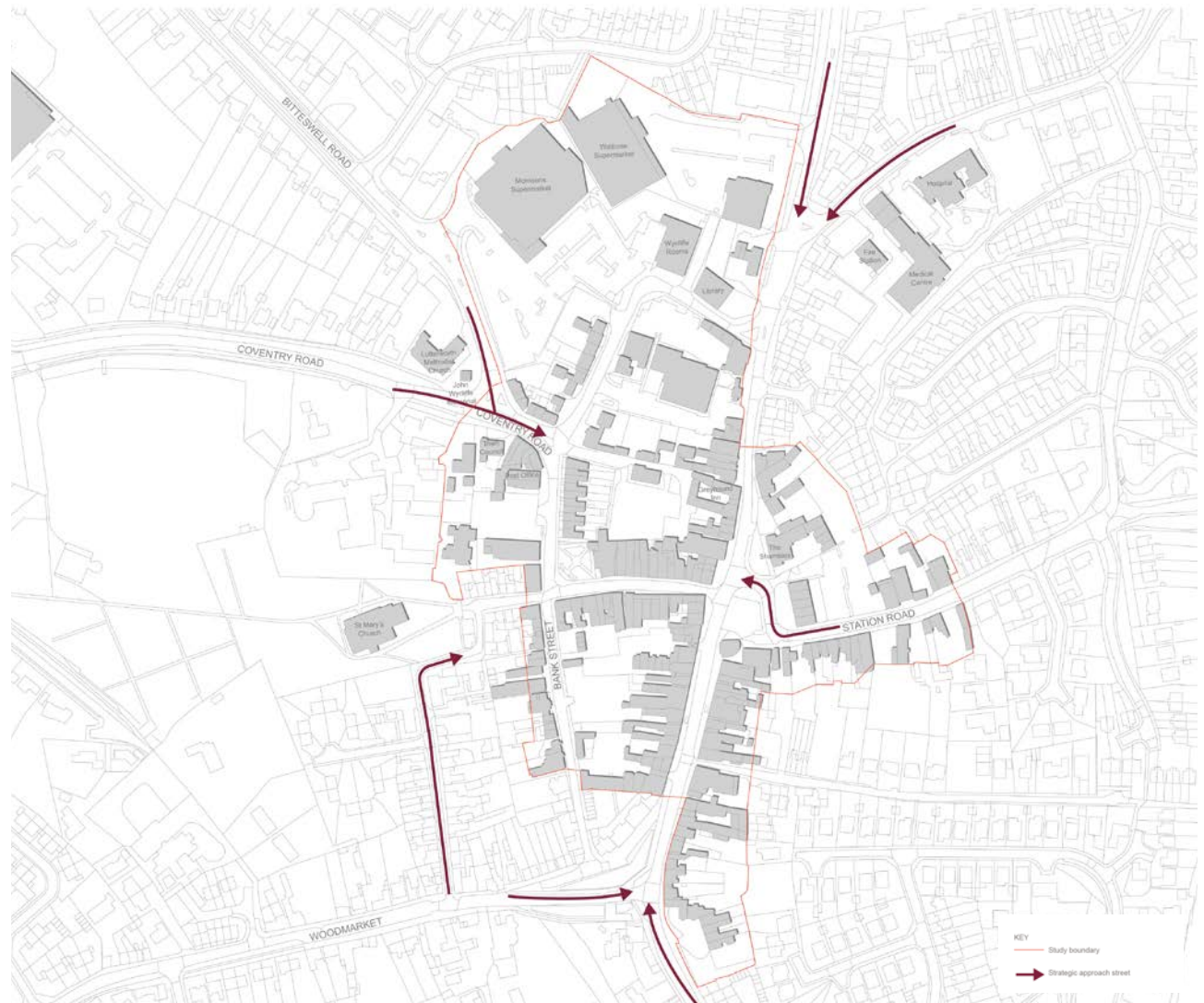
Strategic approach streets are the main routes into the town centre. They provide the entrances and first impressions of the town and should be developed as important gateway routes.

They include Lower Leicester Road, Gilmorton Road, High Street, Coventry Road and Bitteswell Road.

#### Local Approach Streets

Local approach streets are the secondary routes that provide access from the surrounding residential areas into the town centre. They are important local access routes that should be enhanced in the longer term to strengthen access and links with the town centre.

They include: Station Road (east) and Baker Street.

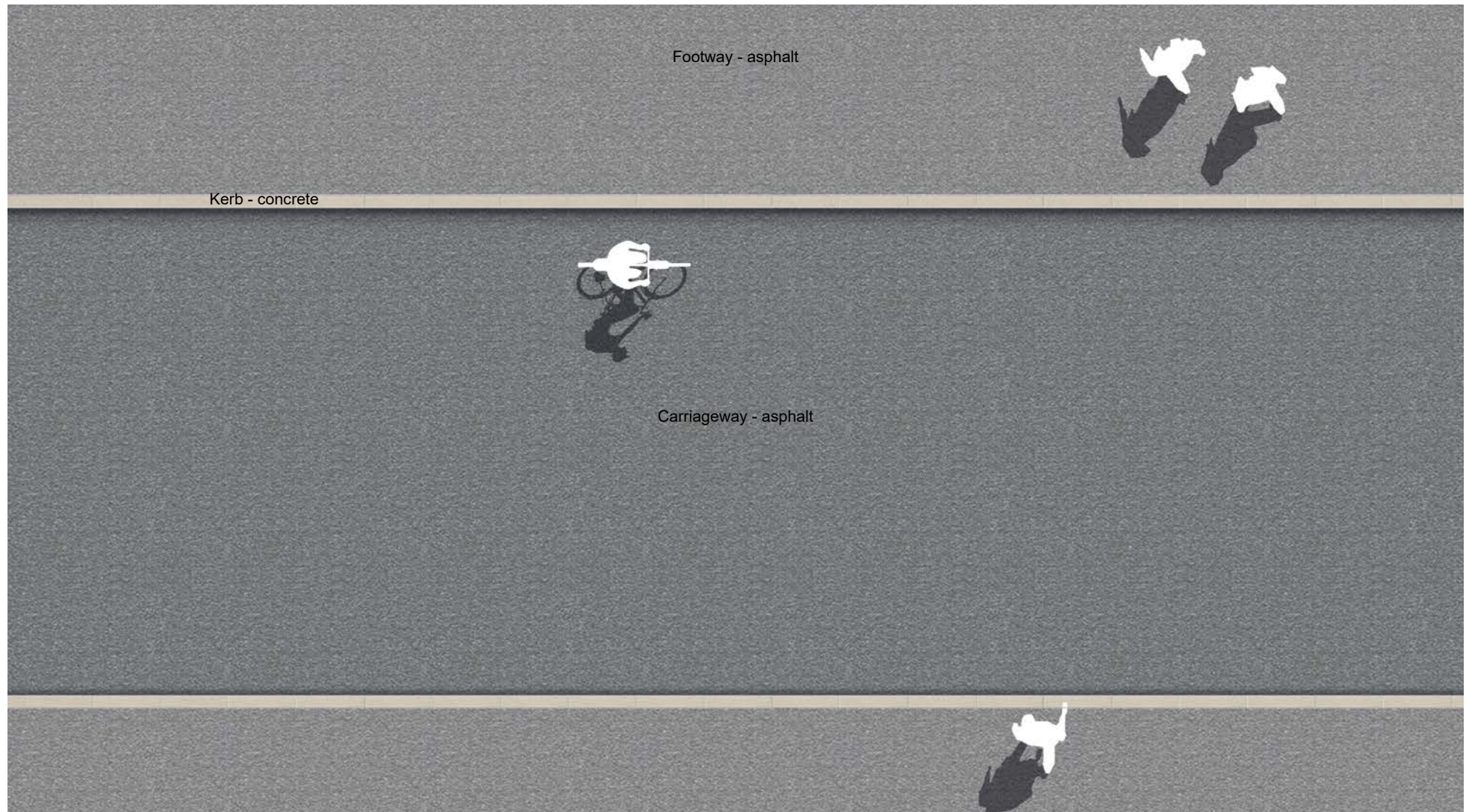


Approach Streets



## 6.0 Proposals

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*Approach Street Concept*

## 6.0 Proposals

### 6.7 Passageway

These are important pedestrian links that provide access between the network of streets and the 'lanes' and courtyards of the town centre.

#### Design Principles

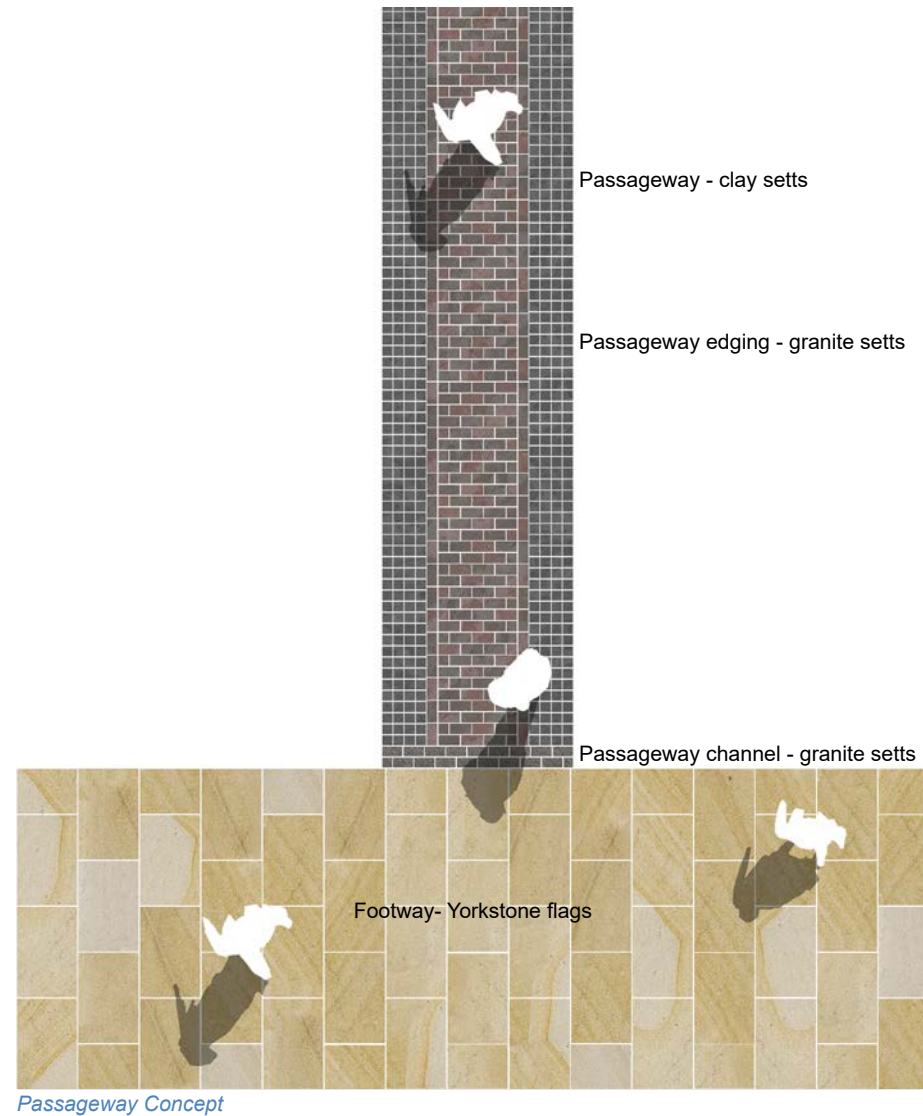
- They require a detailed treatment that respects traditional materials.
- High quality natural stone setts should be used due to the intimate scale of these routes.
- Trims to walls and boundaries should be defined with contrasting setts in a different colour.
- Natural stone drainage channel in a contrasting colour should be installed to the centre of the passageway. Alternatively drainage channels can be located to the building edge if levels dictate.
- Natural stone edgings should be installed at the interface with the adjoining street to clearly define the threshold.
- Name plates fixed to walls should be used to clearly highlight these routes as pedestrian links and features. These should include directional signage identifying where they lead to in order to encourage use.





## 6.0 Proposals

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## 6.0 Proposals

### 6.8 Public Realm Design Elements

Street Type	Kerb and Channel	Footway	Crossing Point	Parking/Loading Bay	Roadway	Planting
Principal Street	Granite kerb	Yorkstone flags	Granite setts edged with small granite setts. Tactile studs	Asphalt	Asphalt	Yorkstone sett tree details
Historic Pedestrian Focussed Street	Granite kerb and granite sett mix channel	Yorkstone flags	Granite setts edged with small granite setts. Tactile studs.	Granite Setts	Asphalt	Yorkstone sett tree details
Pedestrian Focussed Street	Granite kerb	Concrete flags	Granite setts edged with small granite setts. Tactile studs.	Asphalt	Asphalt	Concrete sett tree details
Approach Street	Concrete kerb	Asphalt	Asphalt	Asphalt	Asphalt	Concrete sett tree details
Passageway	Granite setts channel	Clay setts trimmed with granite setts	N/A	N/A	N/A	N/A

#### Public Art

Public art can play an important role in enhancing the sense of place of an area and it is usual practice to involve an artist with a high level of expertise in community engagement from the outset. Engaging local people can help establish relevant themes and encourages a sense of involvement.

The following principles should guide the production of public art.

- The physical form and interpretation of elements should create important gateways, connections and points of interest drawing users through the scheme.
- It should be an integral part of all design briefs for public realm schemes with artists being commissioned to work with the design team from concept stage.
- Public art should be site specific, appropriately located

and bespoke to its location.

- Where appropriate public art should be integrated with elements such as paving or seating
- Components of public art should be low maintenance and robust, and have readily available replacement parts, fixtures and fittings if required.

#### Street Furniture

Street furniture has an important role in contributing to sense of place and supporting a more pedestrian friendly town centre. Street furniture, including seats, litter bins, bollards, guard rails, should be fit for purpose, sustainable through life-time costing and should be of a scale appropriate to its location.

The following principles should be followed in the selection of street furniture.

- It should be robust, appropriate for a historic town centre, simple in design and utilise a limited materials palette of hardwood, galvanised and powder coated paint finishes and hard wearing fixtures and fittings.
- Street furniture should be located as to not clutter the public realm.
- Lighting and signs should be attached to buildings or installed onto dual purpose columns to minimise clutter.
- Components should be low maintenance and have readily available replacement parts, fixtures and fittings.
- Street furniture should be sited where it can accommodate servicing and cleansing. Where vehicle access is required, the paving construction must be sufficiently load bearing.



## 6.0 Proposals



*Typical Litter Bin example*



*Typical Bench example*



*Typical Cycle Stand example*



*Typical Tree Pit surfacing example*

### Soft Landscape

Soft landscape elements, including trees, shrubs, perennials and annuals should be used to soften the built environment and enhance the experience of the town centre. Tree planting can soften views in streetscapes, contribute to a sense of enclosure and provide shade on hot, sunny days.

The following principles should be followed in terms of soft landscape.

- Planting must be sustainable and be in a position where it will be able to survive in its environment and flourish.
- Planting should not be used where it would obscure important views or traffic sight line requirements.
- Tree species chosen should be appropriate for the location, with adequate space to accommodate the eventual mature state.
- Trees avenues should be planted as single species.
- Tree planting locations must consider availability of daylight and avoid underground services to promote successful establishment.
- Tree pits should follow industry guidance in terms of appropriate rooting volume, with underground anchorage systems and irrigation kits. Root barriers should be used when in close proximity to services. Resin bonded surfacing dressing should be used to allow trees to mature without restriction around the main stem.
- On-going maintenance and management of street trees and ornamental planting such as pruning, access, watering, autumn leaves, all need to be accommodated to ensure sustainable soft landscaping elements.

## 6.0 Proposals

### 6.9 Church Street

The Church Street area should support the Conservation Area and enhance the historic street pattern that the town has developed around. Church Street and George Street should be improved to further focus activity in the core of the town centre. The aim of the proposals would be to create greater pedestrian priority through footway widening, informal crossing points and traffic calming along the narrow and compact streets. Public realm proposals should enhance the architecture, features and spaces through bespoke design and detailing.



*Pedestrian crossing, Altrincham*



*Church Street*



## 6.0 Proposals

### 6.10 George Street

The George Street area proposals aim to improve the environment for pedestrians and encourage activity in the town centre. Proposals include footway widening, pedestrian crossings and tree planting to improve the appearance of the street. Concrete paving is proposed for a modern and cost effective outcome.



George Street

Public realm improvements, Hampton

## 6.0 Proposals

### 6.11 Northern Gateway

The Northern Gateway includes part of the Conservation Area and an area to the west of Lower Leicester Road (outside the Conservation Area) characterised by modern buildings and car related activity.

Strong approaches should be developed along Lower Leicester Road and Gilmorton Road that enhance the historic character of the area including the listed Former Police Station building and reduce the effects of the poor quality frontages to the modern development.

The aim of the proposals would be to implement a threshold detail on Lower Leicester Road indicating the northern gateway to the town centre and to create greater pedestrian priority with a town centre 20mph zone, footway widening, informal crossing points and traffic calming along the network of streets.

Street tree planting along the western edge of Lower Leicester Road would improve the experience of the streetscene. There would also be opportunity for public realm enhancements to the space to the east of the library through new paving, street furniture and street trees.



*Opportunity for public realm enhancement to the east of the library*



*Northern Gateway*



## 6.0 Proposals



*Southern Gateway*

### 6.12 Southern Gateway

The Southern Gateway includes part of the Conservation Area, with a number of listed and other historic buildings fronting High Street and Rugby Road.

The aim of the proposals would be to implement a threshold detail on Rugby Road indicating the southern gateway to the town centre and creating greater pedestrian priority with a town centre 20mph zone and surfacing improvements to the footways.

The encouragement of the mix of uses on High Street, including retail, leisure and office would also enhance the distinctiveness of this character area.



## 6.0 Proposals

### 6.13 Lutterworth Lanes South

The Property Market section in Chapter 3.0 highlighted the opportunity of the north west segment of the town centre bound by George Street, Market Street, Chapel Street and Church Street. The land is characterised by some Listed buildings, narrow lanes and passageways but also by a 'back-land' area of car parking and rear servicing to shops and businesses.

A review of the approaches taken in the historic market towns of Knutsford and Altrincham and recent work on the Glasgow Lanes Strategy showed the opportunities presented by the regeneration of 'back-land' areas including parking, service yards, lanes and passageways to the rear of main shopping streets. The review presented the opportunity for a network of 'pedestrian friendly' lanes fronted by ground floor businesses including retail, food and beverage, supported by public art, interpretation and 'pop-up' market stalls.

The 'Lutterworth Lanes South' proposals prepared for this back-land area would provide pedestrians with an attractive 'people friendly' environment removed from the main road network but still connecting Market Street, Church Street and George Street with the two main supermarkets to the north.

The proposals make use of the publically accessible areas around Chapel Street car park, with connections along Chapel Street and the passageway through the Greyhound Hotel to Market Street. There is also a passageway from Market Street into the south east corner of the Chapel Street car park.

Chapel Street is a relatively narrow street, with a sense of enclosure, linking George Street to a passageway that ultimately connects with Market Street. On the southern side of Chapel Street is the Chapel Street Christian Fellowship building from the Victorian era.



*Lutterworth Lanes South*



## 6.0 Proposals



*Pedestrian priority street, Knutsford*



*Café space in courtyard, Knutsford*

Lutterworth Lanes would provide new space for independent retailers looking to set up in the town park. A bespoke canopy sheltering a number of market stalls would front a public square and would replace the car park. There would be tree planting along the rear wall to the residential properties on George Street. Access for the servicing of businesses would be maintained, although rationalised to maximise space for a high quality public realm.

The precedent images from Knutsford and Altrincham show how 'back-lands' can be transformed into 'pedestrian friendly' spaces that are economically active with a mix of uses.

A longer term objective would be to provide a pedestrian route linking Church Street with Lutterworth Lanes South.



*New Market Square, Altrincham*



*New Market Square, Altrincham*

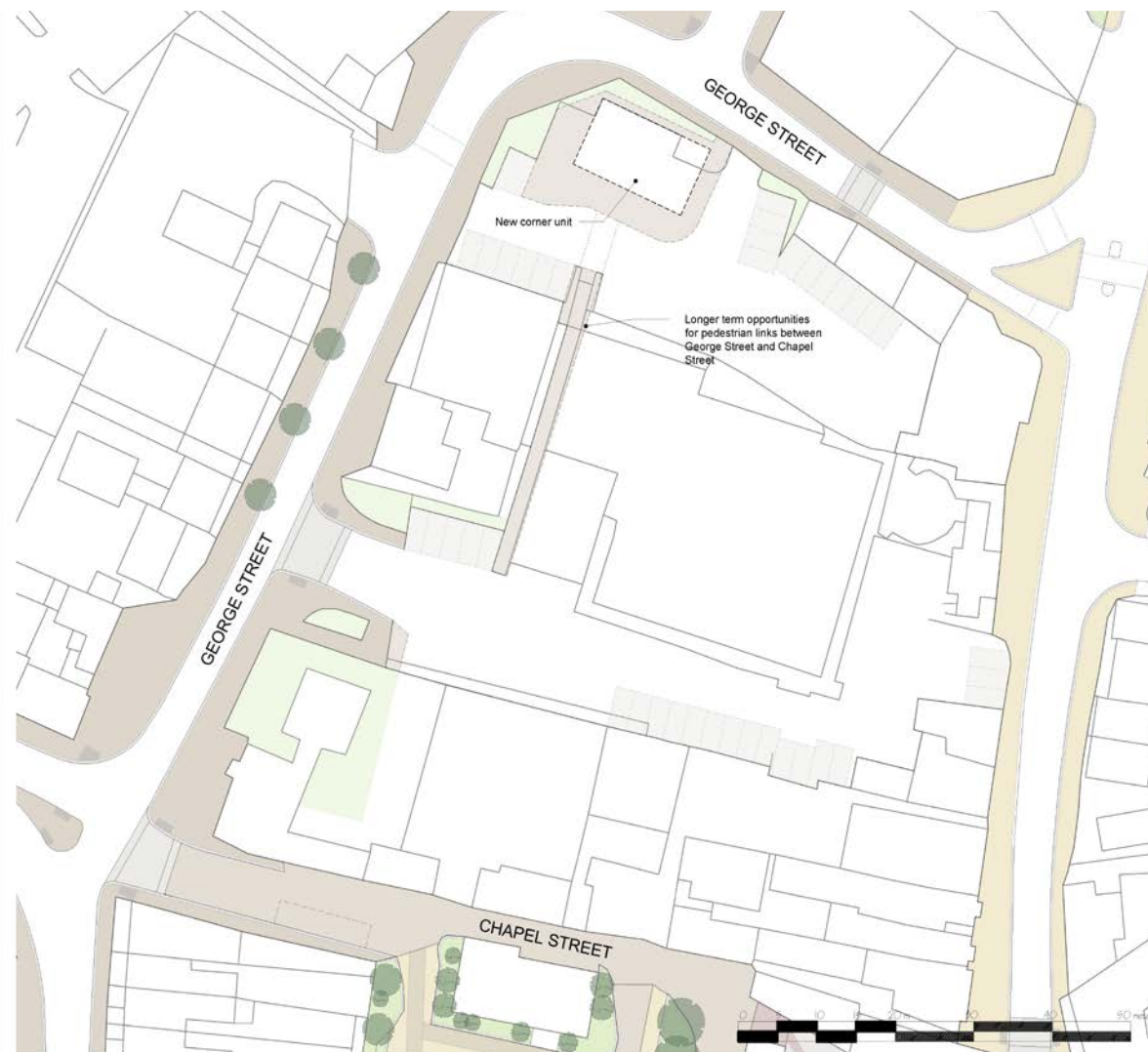
## 6.0 Proposals

### 6.14 Lutterworth Lanes North

The area includes several listed buildings that front onto George Street or Market Street including: Gideons International building, the United Reformed Church and Woodburner Workshop (half-timbered building). The Original Factory Shop building is in the central part of this area of land with a frontage onto Market Street characterised by a 'gatehouse' building. The 'gatehouse' is open to pedestrians and allows people to walk through into the parking area to the eastern edge of the site. A further pedestrian route runs between the rear of the Church and the Original Factory Shop building and links two parking areas. South of the Original Factory Shop is the Gideons International building on the corner of George Street and Chapel Street, with a parking area to the rear of the building.

The proposals for 'Lutterworth Lanes North' are aspirational and would require engagement and co-operation with landowners and some potential remodelling. A continuous pedestrian link from George Street to Chapel Street to be delivered in the longer term.

'Lutterworth Lanes North' would complement the proposals to the south of Chapel Street and would provide pedestrian links from Market Street, George Street with the two main supermarkets to the north. The focus of the proposals would be to improve pedestrian permeability and provide better frontage and presence of the Original Factory Shop.



Lutterworth Lanes North



## 6.0 Proposals

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*Chapel Street looking towards Greyhound Hotel*



*Opportunity to enhance courtyard to Woodburner Workshop*



*Tree lined pedestrian route*

## 6.0 Proposals

### 6.15 Market Place

Market Place is centrally located in the town centre and is historically important to Lutterworth having been granted a weekly charter in 1414. High Street and Market Street pass the western edge, while Bell Street follows a curved route separating Market Place into two parts. The space has a distinctive triangular shape with a broader southern edge while gradually tapering northwards. The Town Hall addresses the south west corner, while the northern part of the space is fronted by three listed buildings: Shambles Inn, the Town Estates Office and the Manor House. This part also has a good southerly aspect.

Today Market Place is defined by areas of public realm and two small areas of parking either side Bell Street. The areas of parking are flexible in that they also accommodate Lutterworth's weekly market, although this has been subject to decline in recent years and is limited to a small number of stalls. In terms of public realm elements pedestrian areas are surfaced with concrete paving and paviers with street furniture including seats, bins, bollards and planters. Several street trees soften the urban nature of the space.

With its close connections to High Street and Market Street, enhancements to Market Place would follow the design principles presented under 6.3 Principal Street (page 27). High quality Yorkstone paving would be used to surface pedestrian areas, retained by granite kerbs. A raised pedestrian crossing point would be provided across Bell Street linking both sides of Market Place. Additional street trees would be provided near to the Bell Street crossing bringing a sense of enclosure and visual amenity. Opportunities for additional seating should be considered outside Shambles Inn capitalising on the southerly aspect and the visual quality of the space fronted by listed buildings.



Market Street



## 6.0 Proposals

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*Market Stall, Market Place*



*Shambles Inn*



*Outdoor seating, Altrincham*



*High quality public space, Altrincham*

## 7.0 Delivery and Implementation

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### 7.1 Introduction

The Lutterworth town centre masterplan includes a series of physical (development) projects and non-physical initiatives. It sets out the projects that will shape the town centre over the next 10-15 years and beyond. It is ambitious, yet flexible to ensure that it can meet changes in circumstances, especially economic and property related.

The masterplan illustrates the vision and potential for change. To be an effective masterplan however, there needs to be a clear understanding of how projects and initiatives could be delivered and programmed. This implementation strategy therefore explains how the key site specific masterplan projects could be delivered and by when, and outlines the key actions which would be required to ensure delivery.

While the implementation strategy discusses the steps to achieve realisation of schemes or delivery of initiatives, it can only be a starting point. There needs to be flexibility to allow the proposals to respond to changes in the property market or challenges that they face.

The delivery plan should be regarded as a 'live' document: periodically reviewing and updating the plan is an important and a necessary process.

### 7.2 Delivery Agencies

The delivery of the masterplan cannot be achieved by the Council acting alone. It will need to be supported by activity from a wide range of stakeholders, delivery partners and agencies – both public and private. Otherwise, the masterplan will not come to fruition. While the Council is expected to perform a key role, other agencies that may be involved with enabling, funding and delivering the projects may include:

- Leicester and Leicestershire Enterprise Partnership (LLEP)
- Leicestershire County Council
- Landowners
- Developers
- Agents
- Businesses
- Utility suppliers

Other organisations may also be identified – or be founded during the lifetime of the masterplan – which may be able to assist in the delivery of projects.

### 7.3 Funding Masterplan Delivery

Project delivery is fully expected to be secured using a combination of public and private sector investment, with the balance of need for funding varying depending on the type, nature, cost and commercial viability of the project. These funds might include:

- LLEP administered grants and funding streams
- Section 106 agreements
- Community infrastructure levy (CIL)
- Developer contributions
- Harborough District Council's Capital Programme
- Lottery funding
- Future High Street fund



## 7.0 Delivery and Implementation

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### 7.4 Delivery Mechanisms

There is a need to consider what delivery mechanisms could underpin initiatives. There is unlikely to be a 'one size fits all' delivery mechanism for projects and the choice should reflect the size, scale and nature of the individual masterplan initiatives. The delivery of the masterplan will require support too through planning mechanisms, such as:

- Local Plan policies
- Supplementary Planning Documents

### 7.5 Site Specific Delivery Mechanisms

A number of delivery mechanisms could potentially be used to deliver site specific physical (development) schemes in the masterplan. Site specific developments can be delivered through three core approaches:

Private sector delivery - where a private sector company delivers a scheme without the need to enter into a property or development agreement with a Council. This typically occurs where the developer controls all the land needed, and the Council does not have land or property interest

Public sector delivery - where the Council (or other public sector body) owns the land, has fully specified the development and procures a construction firm to undertake the development to that specification

Public / private development partnerships the most common form of delivery mechanism used to procure more complex urban regeneration schemes by Councils. The key characteristic is some form of 'core' development agreement in place between a developer and Council (or other public sector body). The development agreement is a legal document which sets out what the scheme will comprise, the roles and responsibilities of the parties, preconditions which must be discharged to enable the development and the financial return to each party on completion of the scheme.

## 7.0 Delivery and Implementation

### 7.6 Action Plan

The projects presented in Chapter 6.0 have been assessed and ranked according to their predicted impact on user experience of the town centre, cost, constraints to delivery and funding (Table 1). Higher scores are attributed to greater predicted impact, lower relative cost, less complex constraints to overcome and likelihood of attracting funding. Projects have been scored on the current situation and each would need to be subject to a robust business plan and as such priorities are subject to change as the masterplan progresses. The 'Action Plan' is flexible and will be reviewed regularly in-line with visitor experience, economic circumstances, and it should be responsive to funding opportunities and other influences.

Although costings are for the individual projects, some may need to be delivered in phases, depending on priorities, constraints and funding.

It should be noted that the decision on implementation might not purely be made on the overall ranking of a project, i.e. a project that has a lower rank overall could still be pursued based on a particular aspect - for example the potential for improving pedestrian priority and movement in the town centre.

Table 1: Action Plan

Impact on experience of town centre (5 – transformational, 1- neutral) Impact on Numbers (5 – high, 1- low) Cost (5 – low, 1 – high) Constraints (Planning, Listed Building etc.) (5 – few complications, 1 – difficult to achieve) Funding – Likelihood of attracting grant funding/ investment from 3rd party (5 – high, 1 – low)

Project	Cost Estimate*	Impact	Cost	Constraints	Funding	Score	Rank
Church Street	£424,550	4	2	4	4	14	Equal 3rd
George Street	£574,175	4	1	4	4	13	Equal 5th
Northern Gateway	£474,200	3	2	5	3	13	Equal 5th
Southern Gateway	£346,450	3	3	5	3	14	Equal 3rd
Lutterworth Lanes South	£541,125	5	2	3	5	15	Equal 1st
Lutterworth Lanes North	Not costed	5	1	1	3	10	7th
Market Place	£410,570	4	2	4	5	15	Equal 1st

\* excludes preliminaries, contingencies & professional fees



## 7.0 Delivery and Implementation

### 7.7 Church Street

Moderate-high impact – the remodelling of the streetscene would enable greater pedestrian priority and ease of movement, improve users' experience of the town centre and enhance the local townscape and key views towards St Mary's Church.

Cost Estimate	£424,550
Impact	4
Cost	2
Constraints	4
Funding	4
Score	14
Rank	Equal 3rd

### 7.8 George Street

Moderate-high impact - the remodelling of the streetscene would enable greater pedestrian priority and ease of movement, particularly enhancing links from Church Street to the two main supermarkets. The project would improve users' experience of the town centre and introduce more street trees to the town centre.

Cost Estimate	£574,175
Impact	4
Cost	1
Constraints	4
Funding	4
Score	13
Rank	Equal 5th

### 7.9 Northern Gateway

Moderate-high impact – the proposals to improve the northern approach to the town centre with street trees, a threshold detail signifying the start of the 20mph zone, footway widening and public realm improvements would enhance the sense of 'arrival' into the town centre.

Cost Estimate	£474,200
Impact	3
Cost	2
Constraints	5
Funding	3
Score	13
Rank	Equal 5th

## 7.0 Delivery and Implementation

### 7.10 Southern Gateway

Moderate-high impact – the proposals to improve the southern approach to the town centre with a threshold detail signifying the start of the 20mph zone, enhanced crossing points and public realm improvements would enhance the sense of 'arrival' into the town centre.

Cost Estimate	£346,450
Impact	3
Cost	3
Constraints	5
Funding	3
Score	14
Rank	Equal 3rd

### 7.11 Lutterworth Lanes South

High impact – the proposals for this 'backland' area would provide pedestrians with an attractive 'people friendly' environment removed from the main road network and providing pedestrian priority routes connecting Market Street, Church Street and George Street with the two main supermarkets to the north. The proposals would provide new space for independent businesses, including retail.

Cost Estimate	£541,125
Impact	5
Cost	2
Constraints	3
Funding	5
Score	15
Rank	Equal 1st

### 7.12 Lutterworth Lanes North

Moderate-high impact - the proposals for this 'backland' area would provide pedestrians with an attractive 'people friendly' environment removed from the main road network and providing pedestrian priority routes connecting Market Street, Church Street and George Street with the two main supermarkets to the north. The proposals would provide an enhanced environment for existing landowners and existing and potential occupiers.

Cost Estimate	Not costed
Impact	5
Cost	1
Constraints	1
Funding	3
Score	10
Rank	7th

## 7.0 Delivery and Implementation

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