

Lutterworth Lanes Proposals

Assessment, Issues and Strategy Relating to Property Matters

Prepared by

Intali Property Strategy

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A Introduction

1. As part of the preparation of a new Lutterworth Town Master Plan, we completed a Market Report in February 2019 to provide professional input relating to retail demand, retailer perceptions, analysis of retail stock, rents, values and trends.
2. As part of this work we were investigating “blockages” to the growth of the town and noted the following Key Points:
 - a) KP 10 – Large retail space makes up almost 50% of the total retail offering in the town.
 - b) KP 11 – Large retail space provides 50% of total car parking in the town centre
 - c) KP 16 – The town centre is fragmented and has poor connectivity. The only connection to the retail areas is the crossroads of Church Street/High Street/Market Street.
 - d) KP 17 – this crossroads is blighted by heavy traffic and single crossing point.
 - e) KP 18 – The draw of large retail space suggests that the west half of the town offers the most immediate opportunities to improve connectivity.
3. Following submission of this report, we were asked by TEP to consider areas of the town most suitable for development in advance of a Visioning Workshop with the client.
4. We identified three areas of the town which were based on the fragmentation identified in the Market Report. The North West quadrant of the town was identified as the likeliest area for cost-effective and short/medium-term development to positively impact the Town.
5. Based on this finding, TEP developed the “Lutterworth Lanes” concept which was presented to HDC at visioning workshops on February 27 and April 10, 2019.
6. The key aims of the concept are to create an alternative network of pedestrian priority routes across the town linking the large retail space in the North to George Street, Church Street and Market Street.
7. The routes would be fronted by shops, food and beverage units and businesses. It envisions some outdoor space for “pop-up” market stalls and cafes.
8. This concept is considered an appropriate solution to the public engagement responses which highlighted heavy traffic and narrow pavements being a significant problem in the town centre.
9. Based on the responses of HDC we then investigated ownership of the Lutterworth Lanes area and engaged with the main land owner to assess their initial reaction to the Lutterworth Lanes proposals.
10. This report summarises work to date and suggests a process for moving the concept forward.

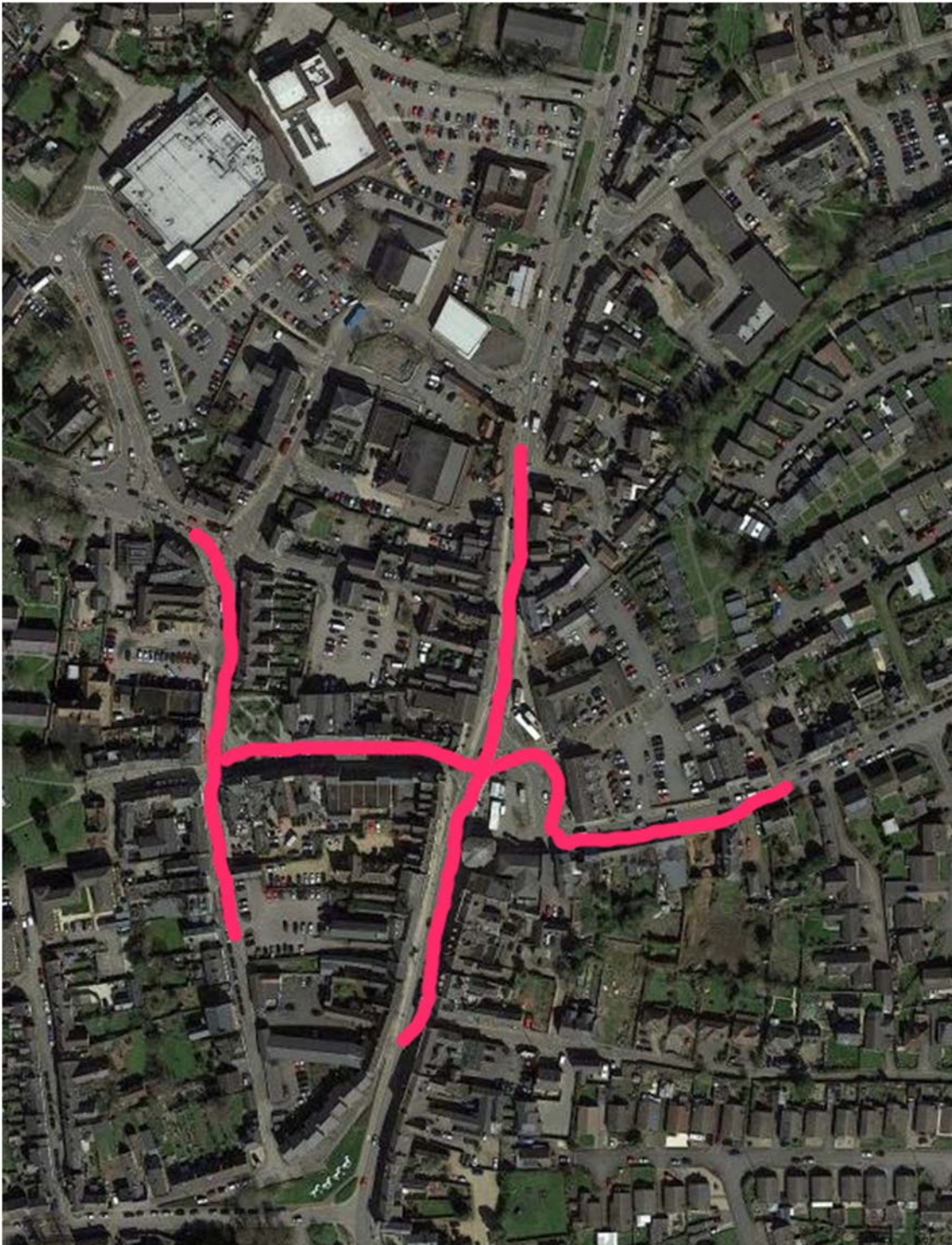
B Executive Summary

11. The North West Segment of the town offers the opportunity for the greatest impact of development within the short/medium-term.
12. 50% of the site is within single ownership, although this is complicated by the Co-op having let their landholding to Factory Shop.
13. Other landowners include HDC, the Official Custodian for Charities and CSW Properties. All are likely to understand that the proposals put forward will improve the value of their land holdings in the medium/long-term.
14. We have had initial consultation with both the Co-op and the Factory Shop and both parties are interested in discussing the proposals further. However, to confirm their support we will need to provide more detailed proposals in terms of plans, timescales and deliverability.
15. We recommend that initial drawings and proposals are prepared and that formal consultation with all the key owners identified begins.
16. We have set out a strategy for progressing these proposals from this point and have addressed funding considerations.
17. We consider that Lutterworth Lanes offers a realistic and cost-effective opportunity to improve pedestrian connectivity, increase the amount of small retail space, improve values and create a secure focal point for the town.

C Identification of Areas for Development

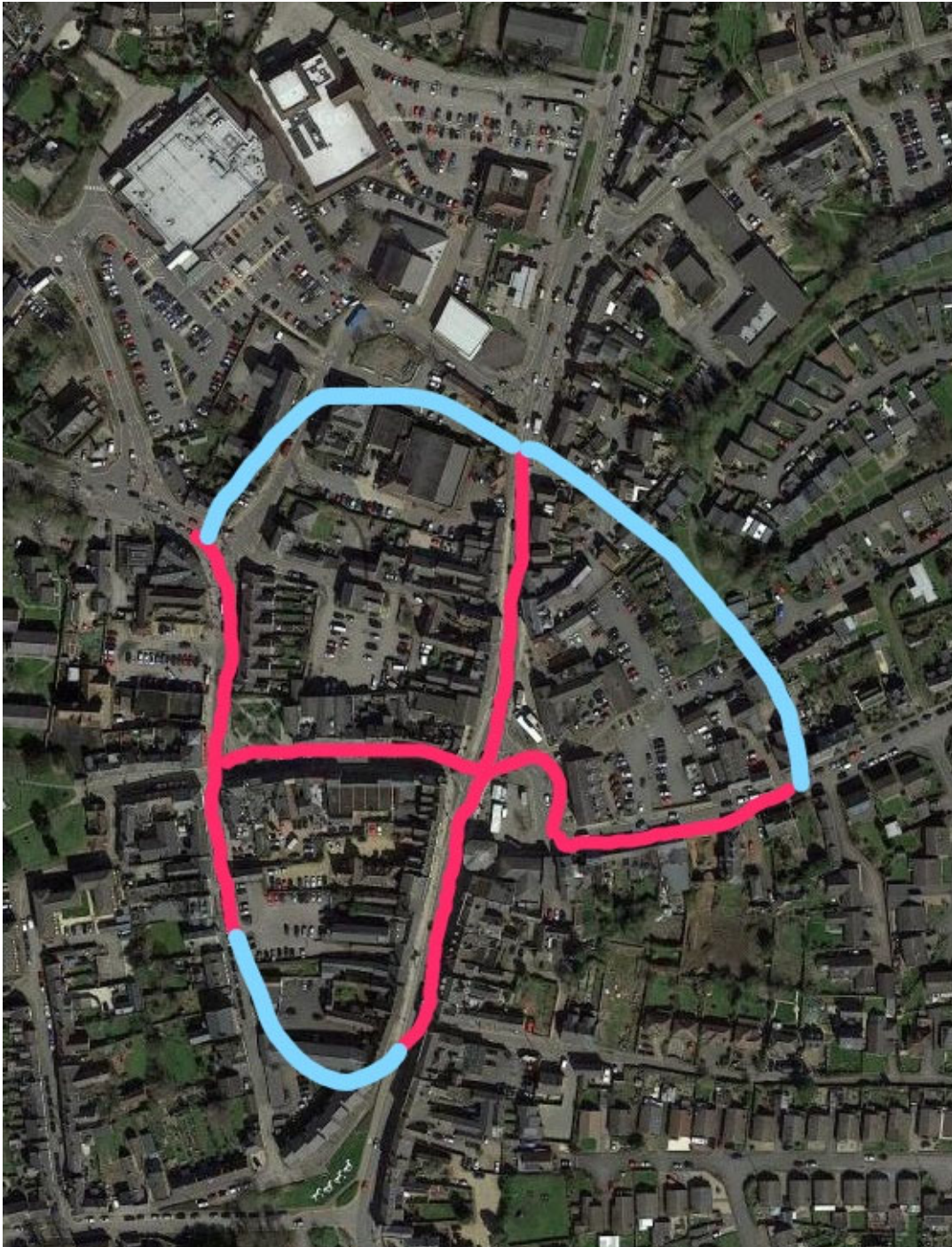
18. The Market Report identified that the Town Centre is significantly fragmented as demonstrated by the aerial photograph below with key retailing frontages highlighted.

Image 1: Fragmentation of Town Centre



19. TEP requested that we identify the areas of the town most suitable for development based on our Market Report and to assist with the consideration of development proposals put forward by HDC at Bell Street.
20. Using the fragmentation plan as the basis for division of the town centre we identified three separate areas which we considered had potential for medium/long-term improvement and development.

Image 2: Areas Identified for Development



21. The above image clearly identifies three separate areas:

North West Segment

22. An area of land bounded by Market Street in the East, Church Street in the south and George Street in the west and north.
23. This area of land is directly to the south of the town's main retail space occupied by Waitrose, Morrisons and Factory Shop.

South West Segment

24. An area of land bounded by Church Street in the North, Bank Street in the West and both sides of High Street to the east. High Street and Bank Street meet at the southern tip of the land identified.
25. As a result of the relative popularity of Church Street and George Street, some retailing was noted to have developed on Bank Street which led to the identification of the South West segment.
26. There are existing and established retail users on both Church Street and High Street, although the Market Report noted that many former retail users have been replaced by office occupiers on High Street.

North East Segment

27. The North East segment encompasses the existing Market Place, mixed use buildings to the east side of Market Street and secondary retail areas along Bell Street.
28. The area contains established retail units on Bell Street and incorporates a large car park owned by HDC and some of the town's more interesting (and listed) buildings.

D Assessment of Areas for Development

North West Segment

29. As Waitrose and Morrisons have approximately 50% of the town's car parking this area is readily accessible to pedestrians without significant infrastructure investment.
30. With 50% of the Town's retail space located directly to the north, and the majority of the remaining retail space being contained within this area, any development in this the identified segment would be likely to have the most significant impact on the town as a whole.
31. The centre of this segment already has access from George Street in the West via Chapel Street. This leads to the HDC owned car park and provides access to the Greyhound Hotel and provides a pedestrian link to Market Street.

South West Segment

32. This area of land is already partly connected to the town's main retail offering at Church Street, and to a lesser extent at High Street.
33. There is a large area of open but privately owned land to the centre but we have been able to identify that this is not in single ownership. Indeed, our initial title investigations revealed a complex structure of ownership to the open areas of land within the segment.
34. There is no public parking within this segment and although the area does offer medium/long term development potential, we consider that it is not as deliverable as the North West segment.

North East Segment

35. This segment has clear potential for future development, especially as the major landowner is HDC.
36. This segment also benefits from established retail uses on both sides of High Street/Market Street and at Bell Street.
37. However, as identified in our Market Report, the area of land within the segment (to the east of High Street/Market Street) contains a relatively small proportion of the town retail space.
38. In addition, the difficulties of linking the retailing on the West and East sides of the town appear to be unresolvable in the short-term, although this situation would change significantly were the Lutterworth East Extension to incorporate a bypass of the town centre.

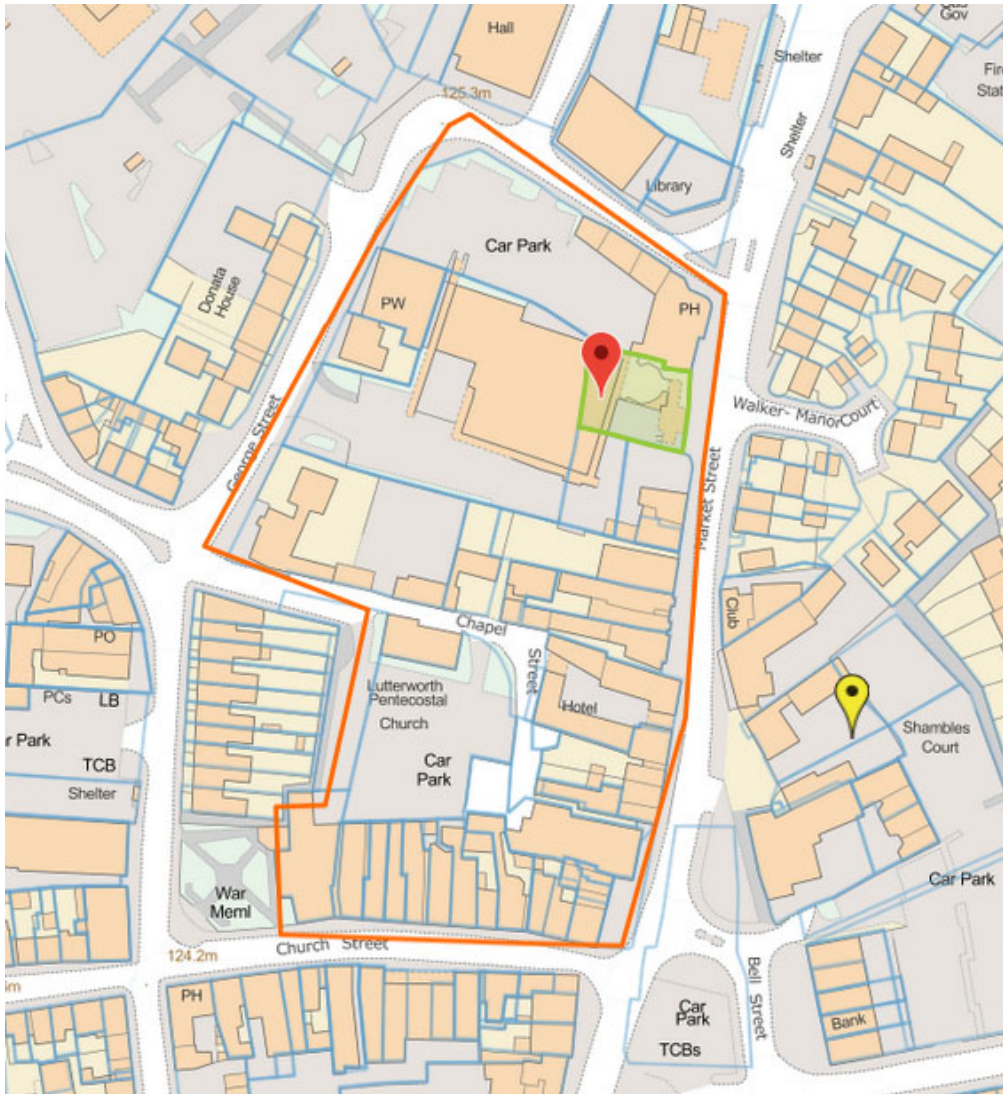
Conclusion

39. The North West segment was therefore considered the most deliverable of the three areas identified.

E The North West Quadrant - Ownership

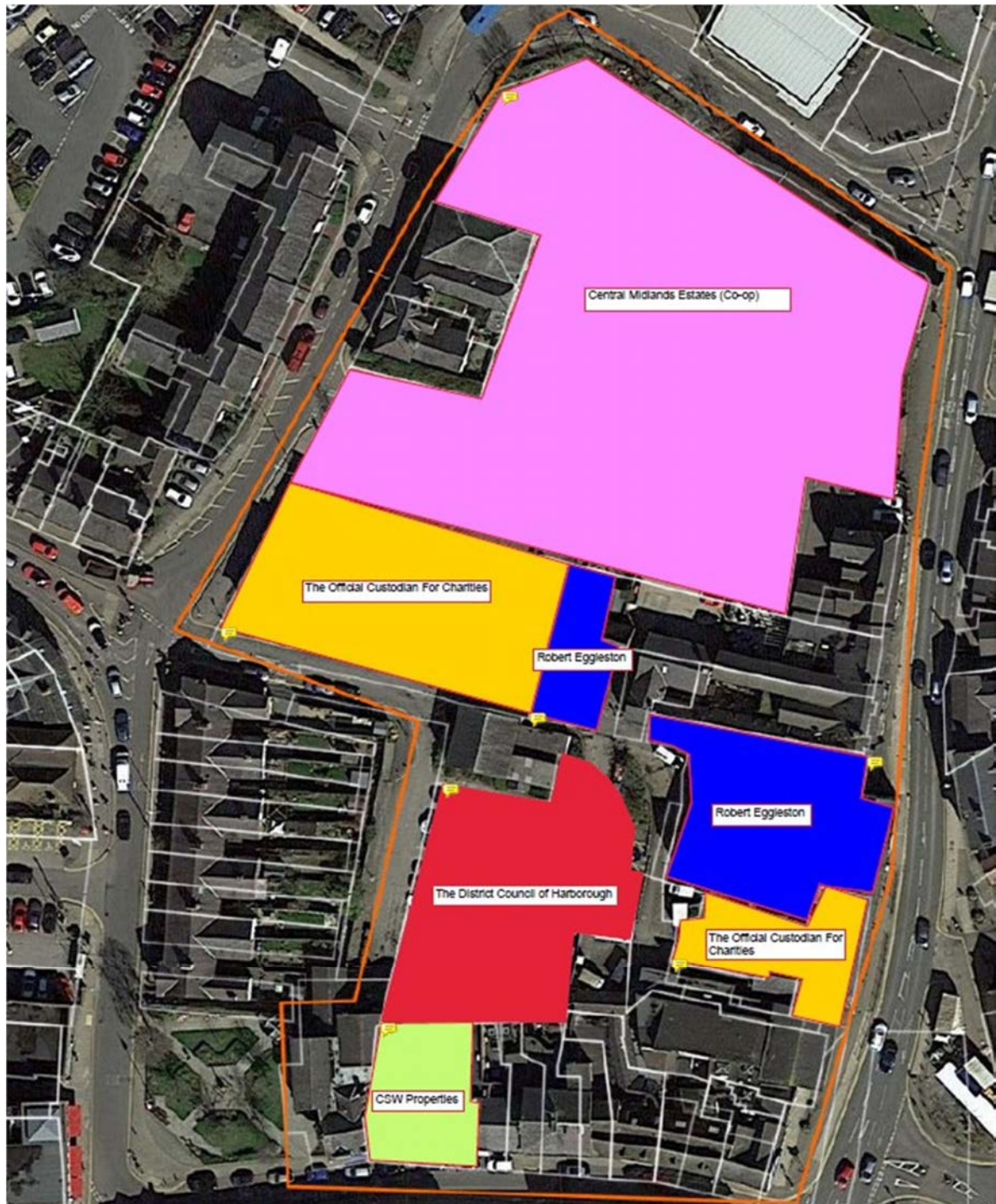
40. The North West segment comprises a site area of some 3.72 acres bounded by Market Street in the East, Church Street in the south and George Street to the west and northern boundaries.

Image 3: OS Plan of North West Quadrant



41. The site is held in 41 separate titles, 40 of which are registered with one title being unregistered.
42. The largest part of the site in single ownership is a 1.24 acre parcel held in four separate titles but all owned by Central Midland Estates (part of the Co-op group). This comprises approximately one third of the land.

Image 4: Key Owners in North West Quadrant



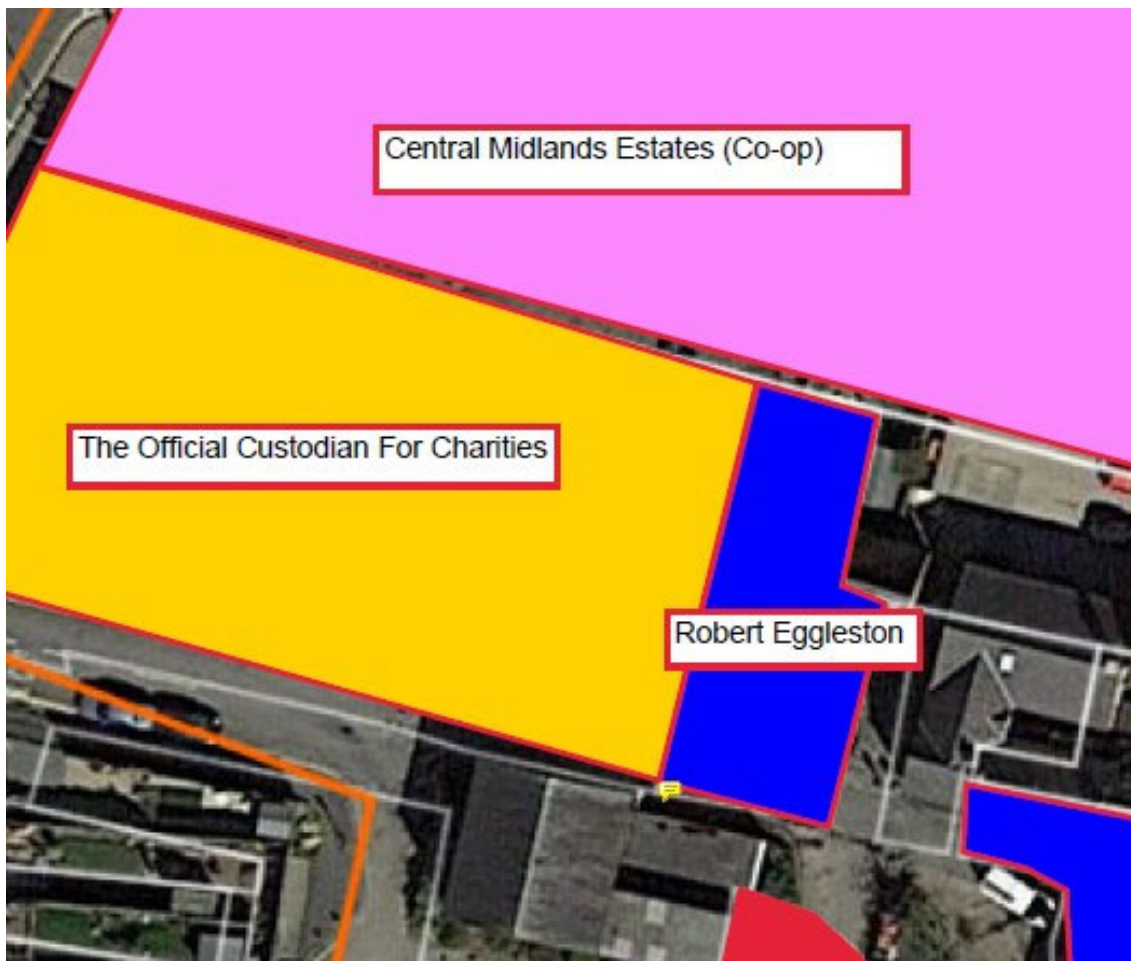
43. Other key elements of the site are owned by:
- a) Harborough District Council
 - b) Official Custodian for Charities
 - c) CSW Properties
 - d) Robert Eggleston
44. Full details of ownership are provided in Appendix I

F Issues

North-South Access

45. There are many areas that can provide access into the Co-op owned land from Waitrose and Morrisons, and thereafter there are many potential routes south.
46. However, there is currently no permeability at the centre of the site and we consider there are only two potential areas to create a link into other land ownerships.

Image 5: North South Access Ownership



47. The Robert Eggleston land is a private residence and we felt it would be unlikely that access could be secured at this point.
48. However, the Gideaons International building (registered in the name of the Official Custodian for Charities) offers far more scope.

49. Their building at 24 George Street is a substantial and attractive three storey building and for the purposes of the Lanes concept, has a large area of open land and under-used car parking at the rear.
50. The rear land is currently walled and gated to the south and walled to the north boundary with the Co-op land. Clearly security is and will be an issue for the Gideons.
51. However, this land offers the most realistic area to create and landscape an access between the north and south parts of the of the Lanes area.

Church Street Access

52. At present there is no direct access to Church Street from the car park land at the centre of the site owned by HDC.
53. Ideally there would be at least one link into the existing retail, and the ideal place would be into the one area of open space in the town centre at Memorial Gardens.

Image 6: Access to Church Street/Memorial Gardens



54. However, this is a very “hard” boundary and will prove difficult to deliver.
55. To create an access at this point would inevitably require the acquisition of at least some land and buildings from a property held by private individuals with no other land holdings in the area.
56. The ideal solution would be the acquisition of the whole and then a re-alignment of the buildings linking Memorial Gardens to the car park, but this would represent a significant investment relative to the remainder of the land assembly.

Image 7: HDC Car Park towards Church Street/Memorial Gardens



Market Street Access

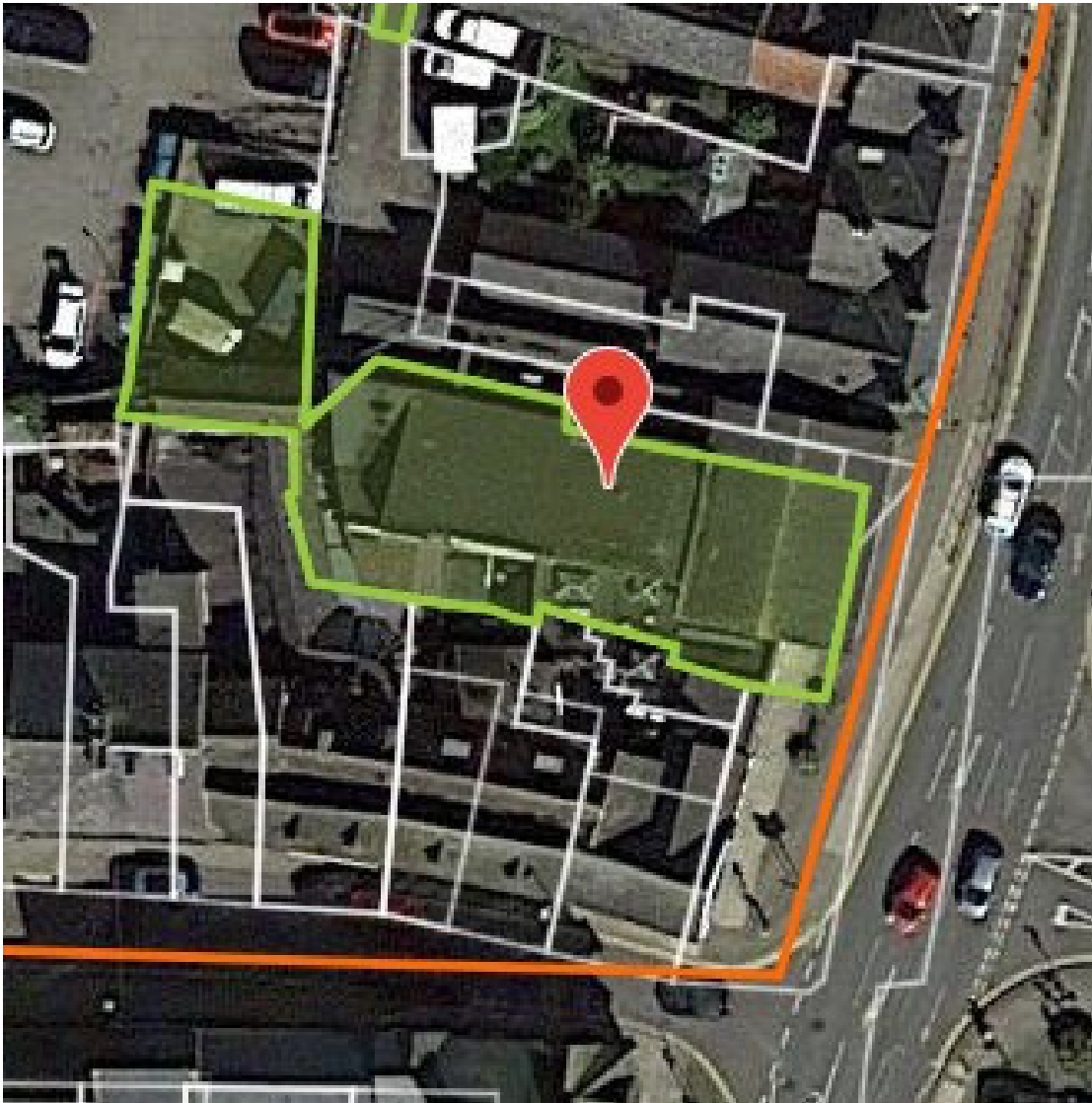
57. There is already an attractive pedestrian access from the car park land to Market Street as part of land owned by Robert Eggleston (the Greyhound Inn).
58. It is clearly in the interests of the Greyhound Inn to encourage use of this walkway and they will be an integral part of planning the Lanes concept.
59. There is a further pedestrian route from the south east of the car park onto Market Street which exits to the north of the former Fords store.

Image 8: Pedestrian Access Adjacent to Former Fords Store



60. However, this area is very narrow, unattractive and clearly has the potential to be gated.
61. This area could be improved with public realm proposals such as surfacing, lighting and overhead “art” features.
62. The landowners of the site are Craven Builders. We have not spoken to them, but we assume that they would take a commercial view of these proposals and see the benefits of improving pedestrian access at this point.

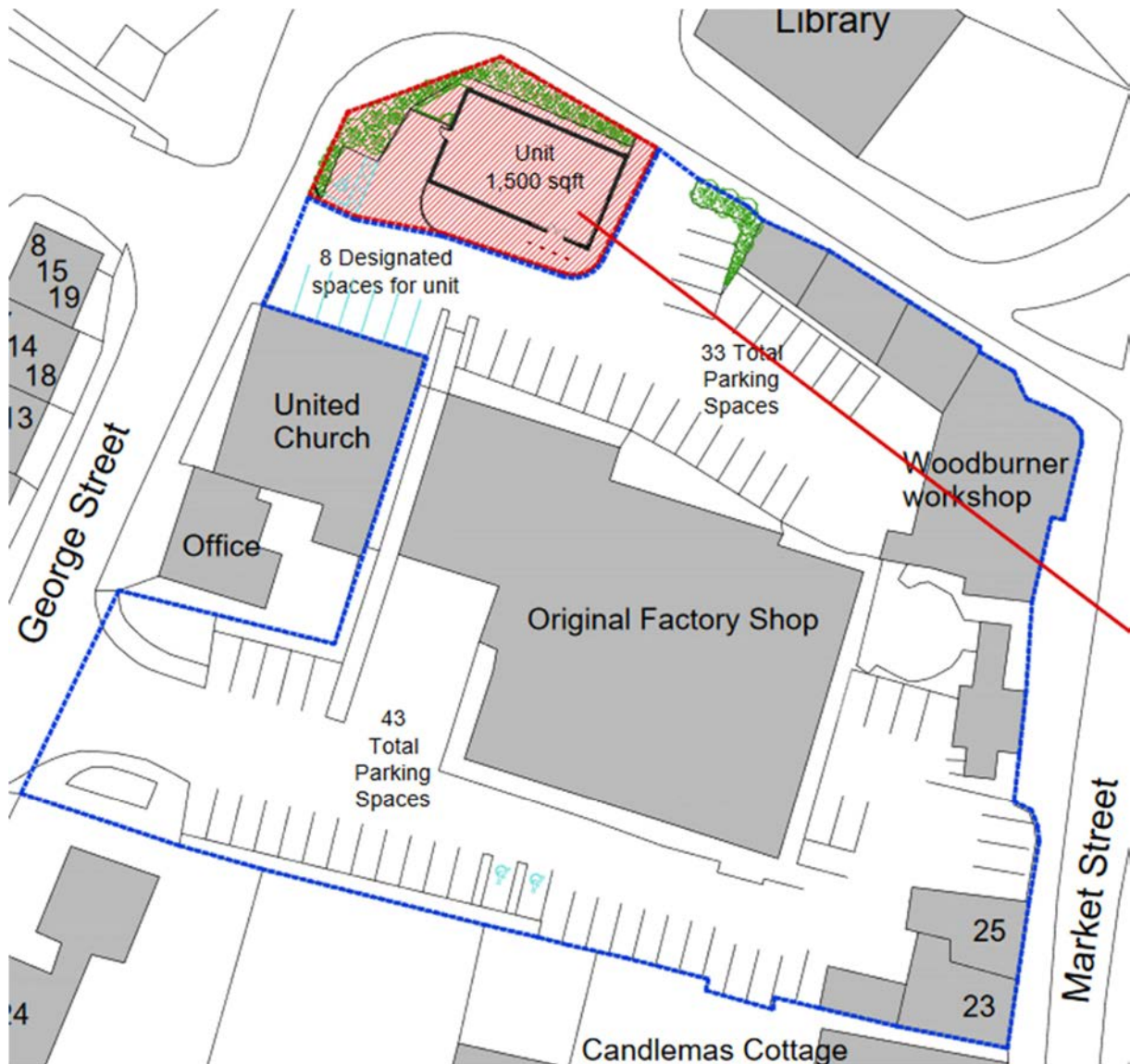
Image 9: Ford Store – Craven Builders



Proposals for New Veterinary Surgery at North West Corner

63. The Co-op have recently secured planning permission for a new retail unit and veterinary surgery on the north west corner of their land holding (Planning Ref: 18/00038/FUL)

Image 10: Planning Proposals Layout



64. Having reviewed these proposals we do not consider that they significantly impinge on the Lanes concept although this corner would be the ideal crossing point from the large retail units into the Lanes area.
65. Development at this point and the associated re-arrangement and improvement of car parking on the Co-op land could be co-ordinated to maximise the benefits of the Lanes scheme.

G Engagement to Date

66. For the purposes of this report we have approached only the Co-op and their tenants, Factory Shop. A copy of our explanatory email is shown in Appendix II.

Co-op

67. The Co-op were very responsive to the proposals acknowledging that increased pedestrian footfall would improve the attractiveness and value of their land holding.
68. The Co-op have recently received consent for the construction of a new 1,500 sq.ft. retail and veterinary clinic on their land at the north-west of their site (currently bounded by temporary concrete bollards).
69. The application sets out a reconfiguration of the car parking arrangements for car parking on their whole site, which appears to begin the process of “opening-up” their land holding to become more pedestrian friendly.
70. However, creating north-south pedestrian accesses would result in their losing one or two car parking spaces on their southern boundary.
71. We therefore consider it important to demonstrate through formal plans and proposals that the Lanes concept and the resultant increased pedestrian traffic is likely to increase the value of their land holding to off-set this loss.
72. The Co-op also said that they would require the support and consent of their tenants (Factory Shop and Woodburner Workshop) before they would support the scheme.
73. We have advised the Co-op that we will resume discussions once we have formal authority to proceed with the Lanes concept from HDC.

Factory Shop

74. Our discussions with Factory Shop were similar to those with the Co-op.
75. In principle they understand that increasing pedestrian traffic is to their benefit although they do have security concerns for the site when their store is closed.
76. We have arranged to meet with their estates manager when he next visits the site (currently anticipated in July) to discuss these issues, but in principle they have no objections at present.

H Strategy Proposed

77. It will be necessary to secure access agreements and land acquisitions to deliver the Lanes concept. Funding is dealt with in Section I but to progress the concept to the point where it can be included as part of the Town Plan we would propose the following strategy:
 - a) Draw up formal plans, sketches and proposals to explain and promote the Lutterworth Lanes concept.
 - b) Secure the formal support of the Co-op and Factory Shop.
 - c) Secure at least one (preferably two) accesses through the centre of the site to allow a pedestrian route from the Co-op land into the southern part of the site.
 - d) Identify and secure routes from HDC land at the centre of the site onto both Church Street and Market Street.
78. Securing identified routes should be through conditional land/property purchase(s), licence or right of way. The conditions of any transaction would relate to approval of the Town Plan and confirmation of funding to deliver the concept.
79. The delivery of Lutterworth Lanes will require significant and controlled discussions with land owners to allow through routes to be created. We estimate that such engagement would require some three to six months to complete.

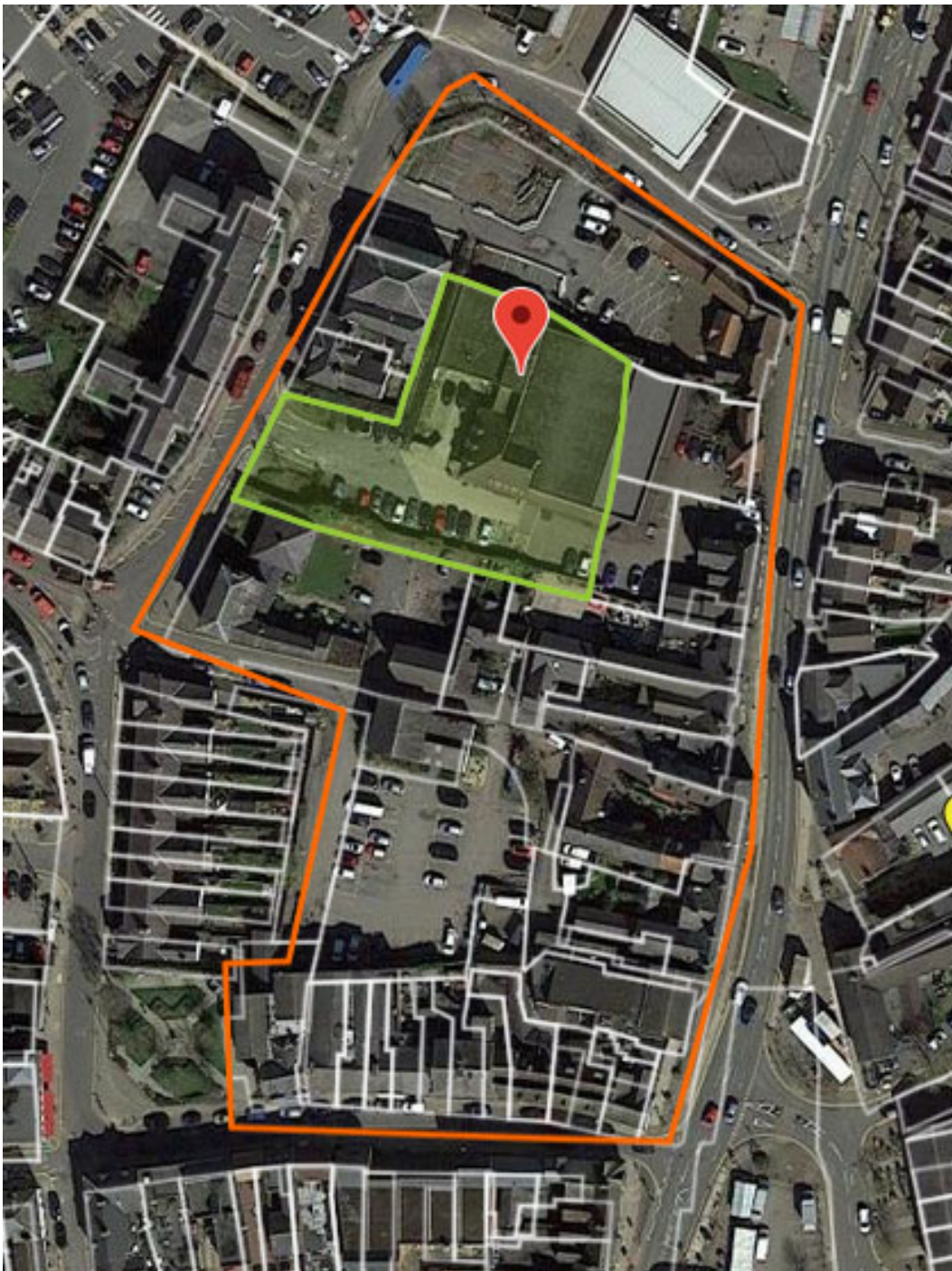
I Funding

80. We appreciate that funding such a proposal will not be straightforward and therefore the overall strategy should be one of co-operation with existing land owners, highlighting the benefits of increased pedestrian traffic over their land and the consequent potential to increase both value and use.
81. There are three key areas where investment/funding are likely to be required.
- a) Negotiating access to provide a link from north to south. We have identified the Gideons land as being the most likely point of access and, if they are prepared to release a small proportion of their car park land, the cost of land purchase and associated fees should be considered.
 - b) Creating a new access into Church Street is likely to require a whole property acquisition and as such be the largest item of expenditure in the project. At this stage, we do not see a way of creating a link to Church Street without a purchase although that may become apparent as more detailed discussions with land owners progress.
 - c) The costs of creating a suitable pedestrian environment for the whole area which in turn is likely to encourage the increased use of the site for retail, leisure, “pop-up” markets and provide a safe focal point for the Town Centre.

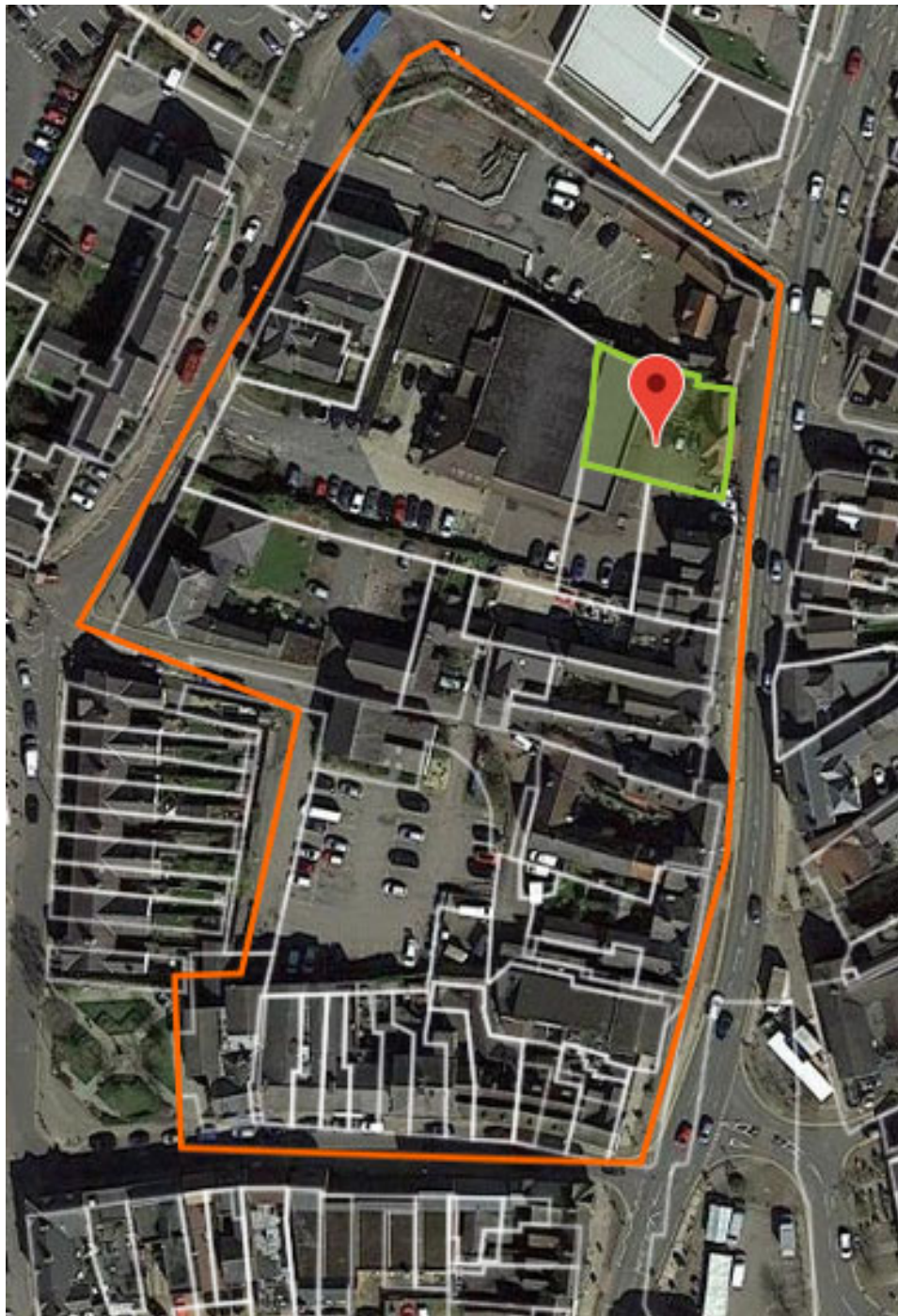
31 Market Street - Central Midlands Estates



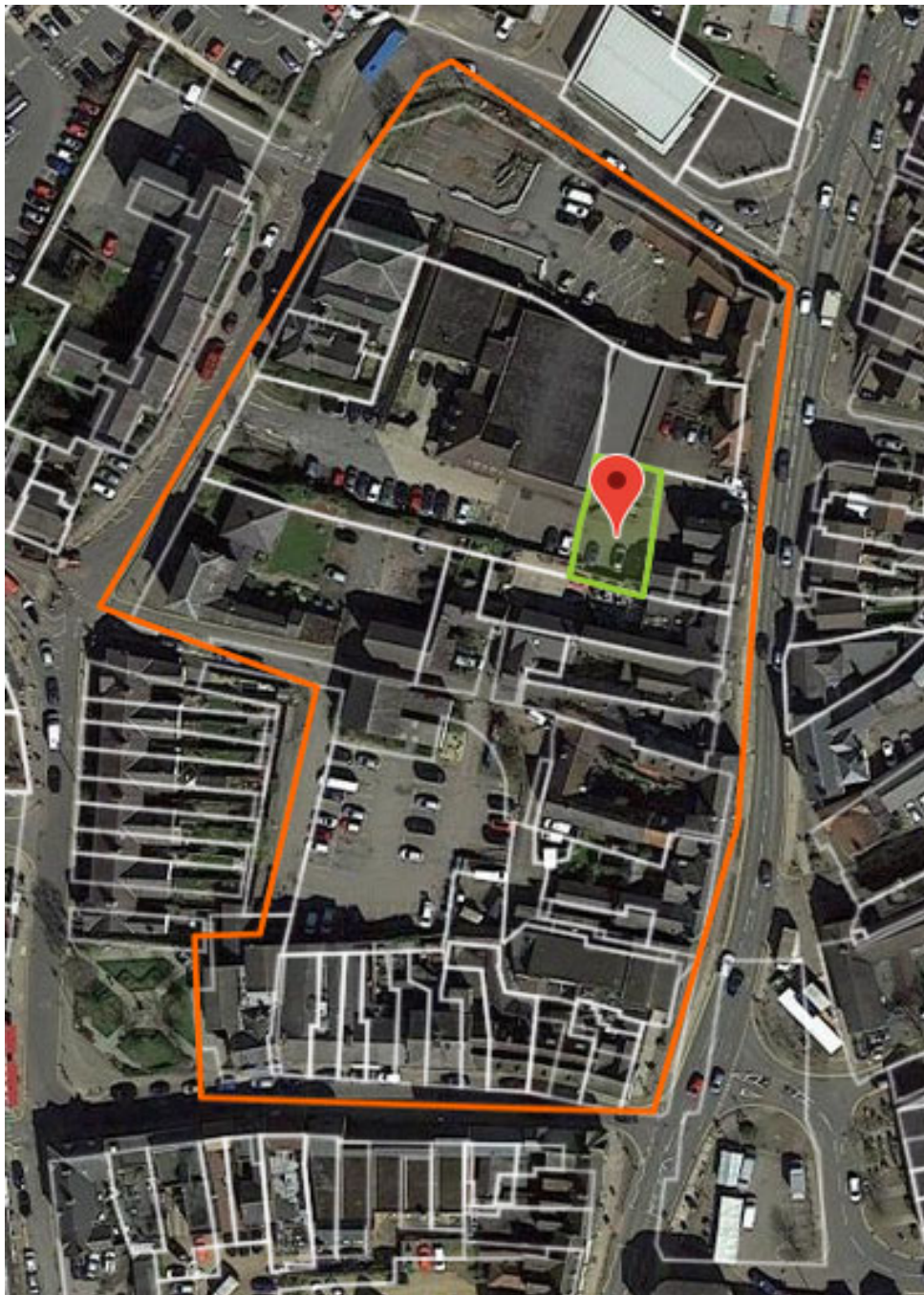
26 George Street - Central Midlands Estates



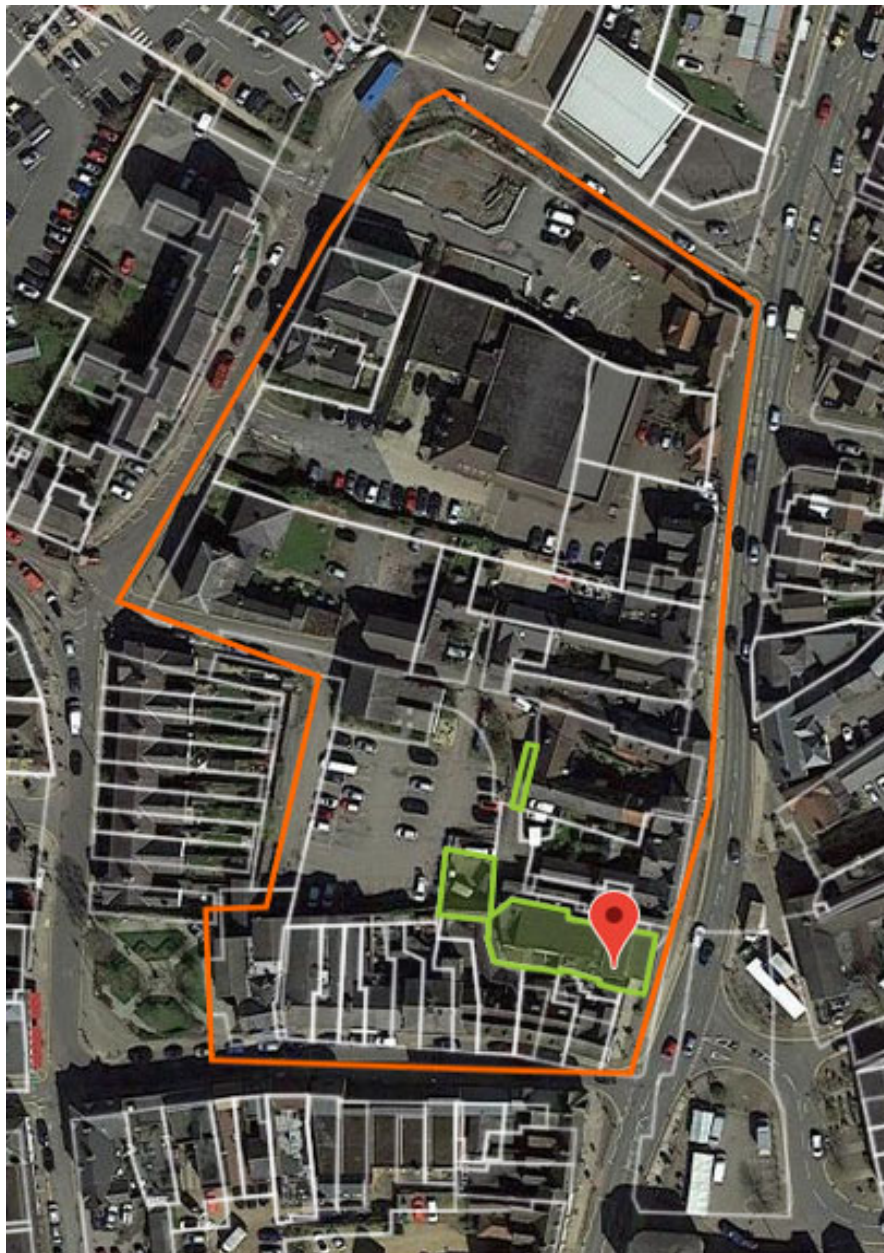
29 Market Street - Central Midlands Estates



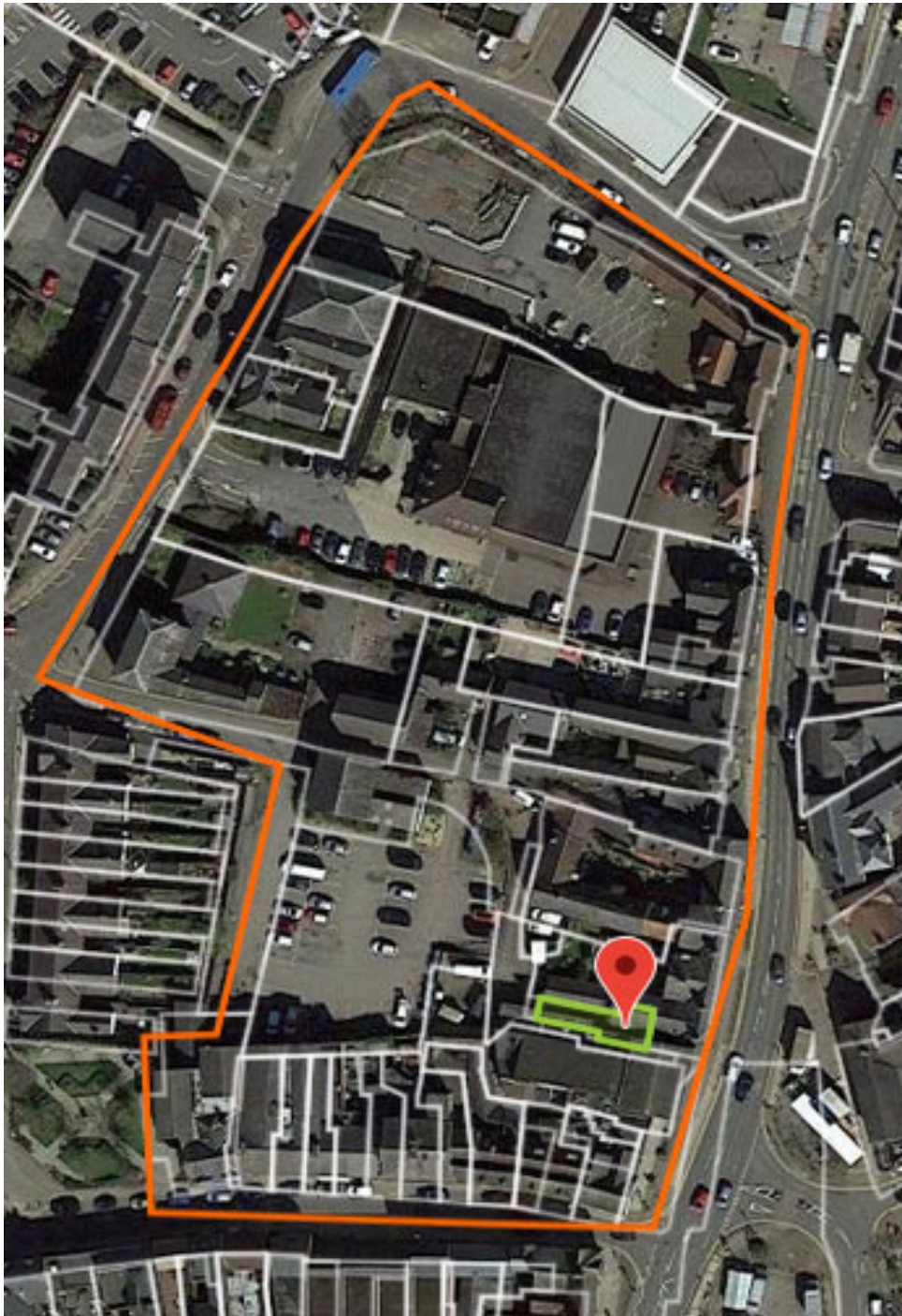
Rear of 23 Market Street - Central Midlands Estates



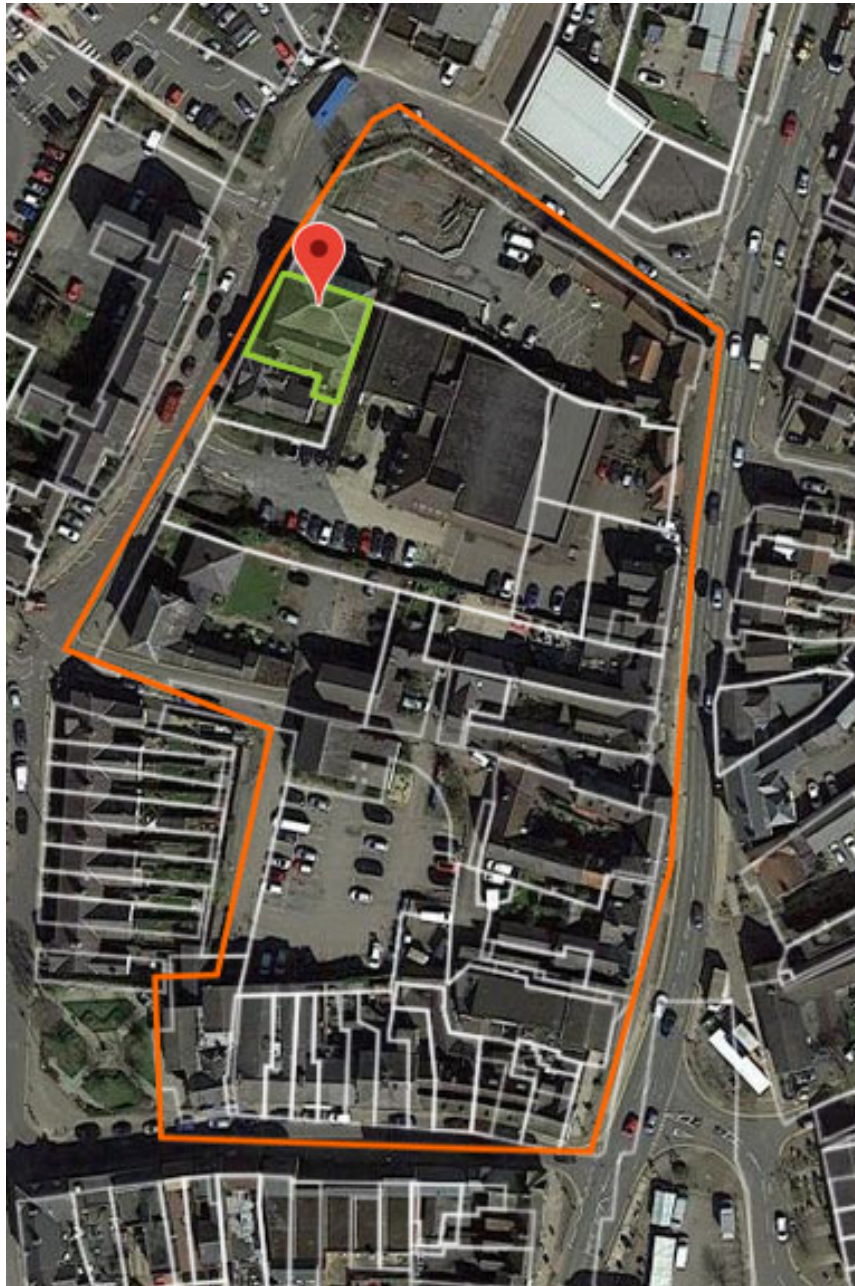
1 Market Street - Craven Builders



1a Market Street - Craven Builders



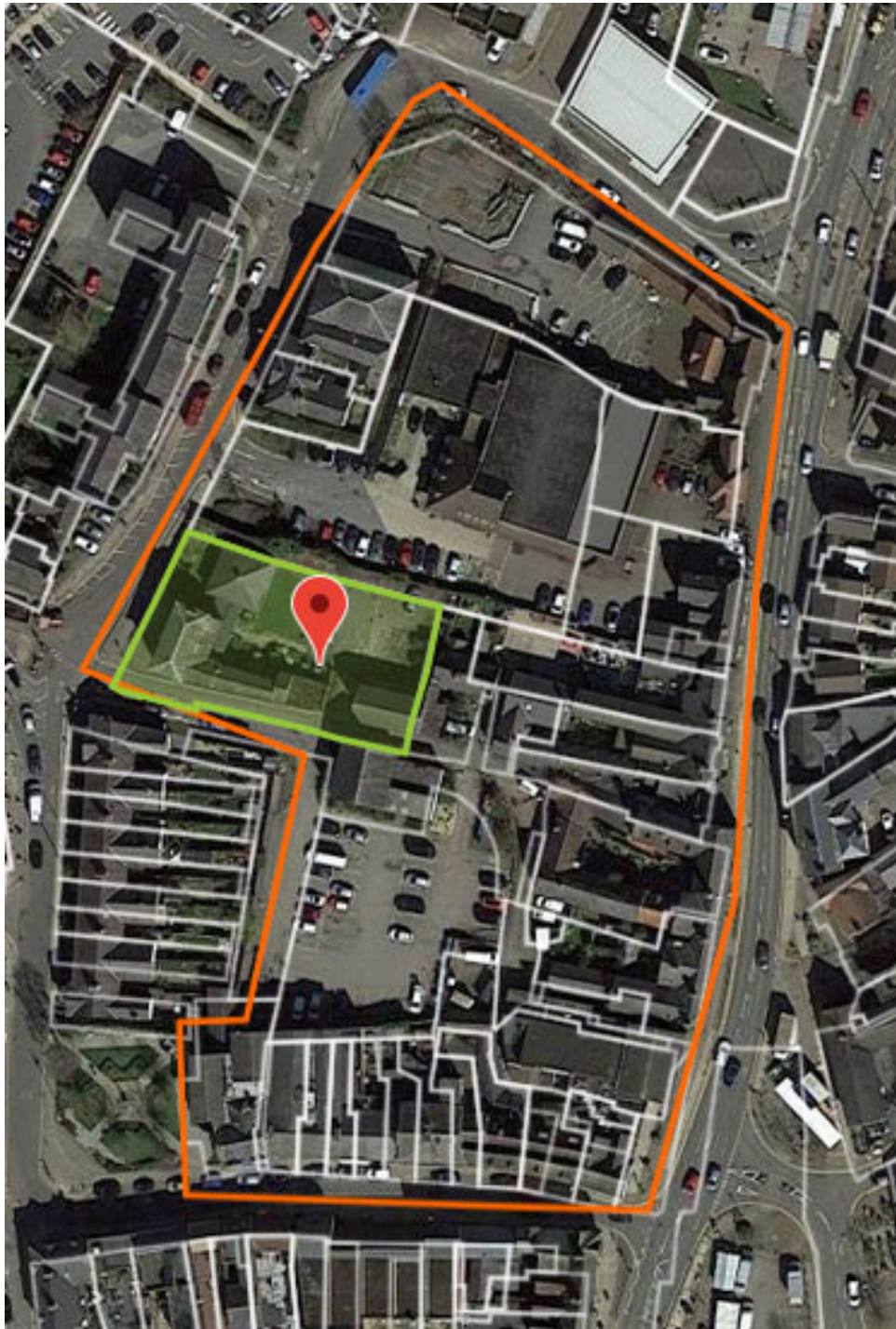
United Reformed Church - East Midlands Synod



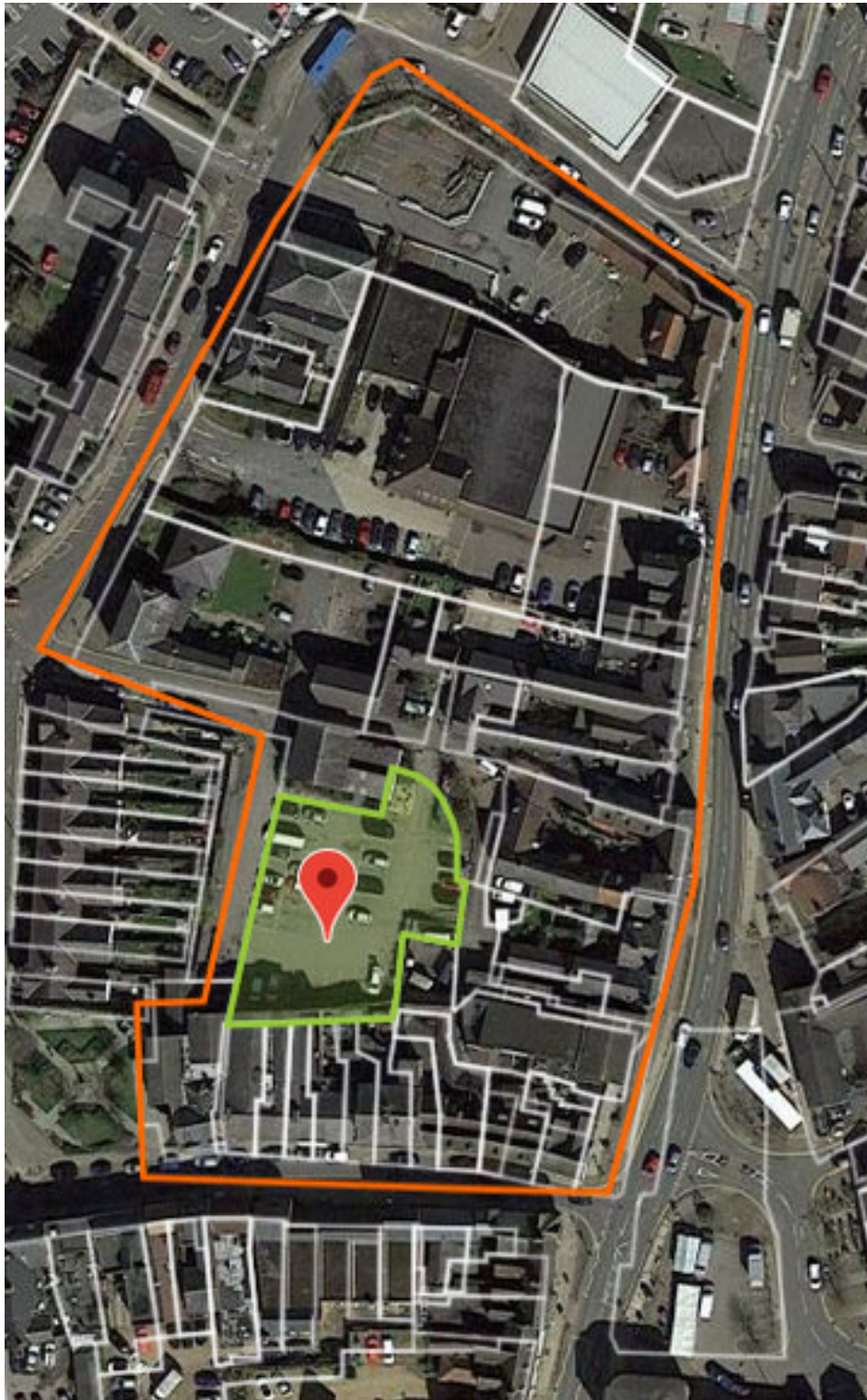
3,5 & 7 Market Street - Official Custodian for Charities



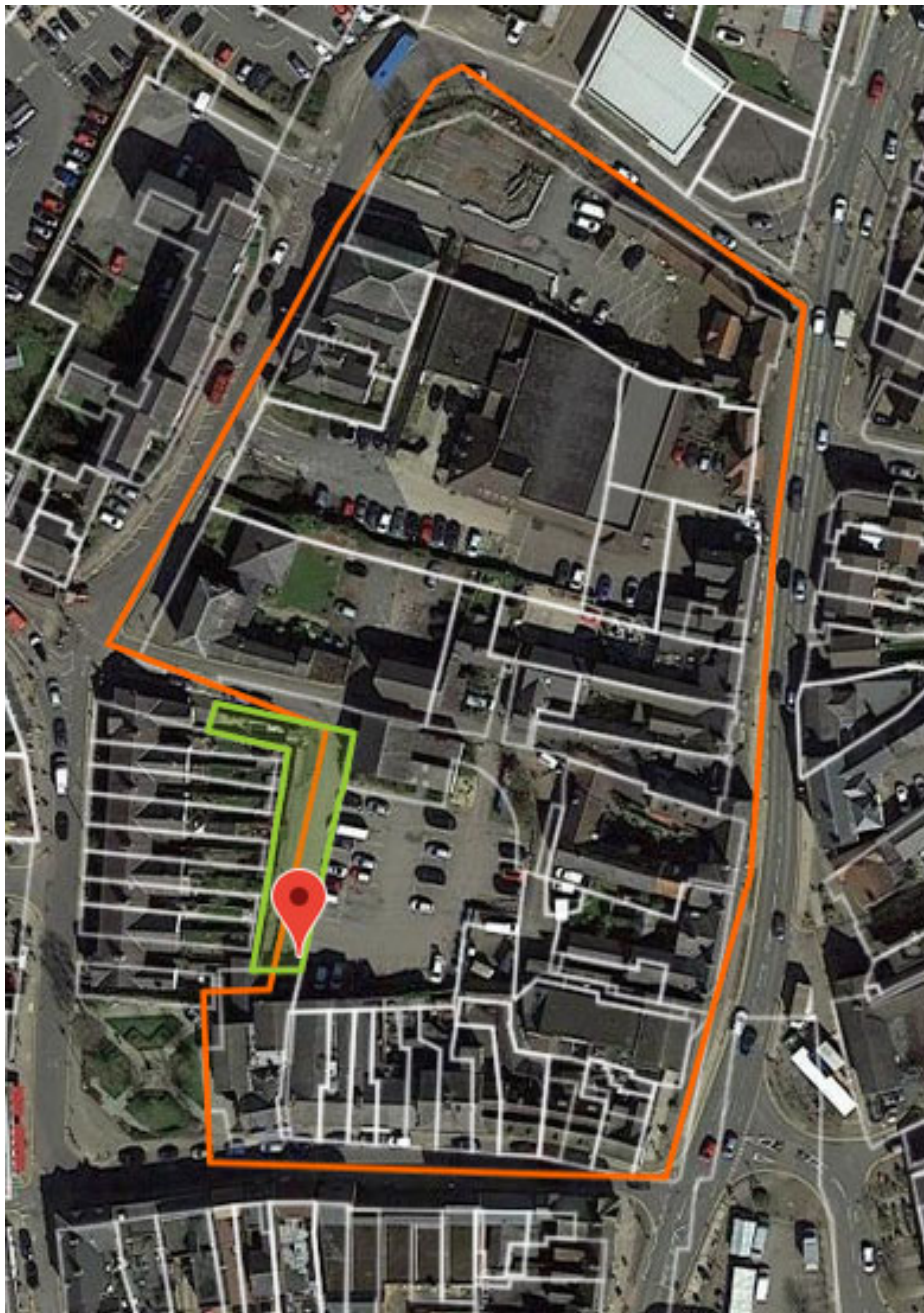
24 George Street (Gideons) - Official Custodian for Charities



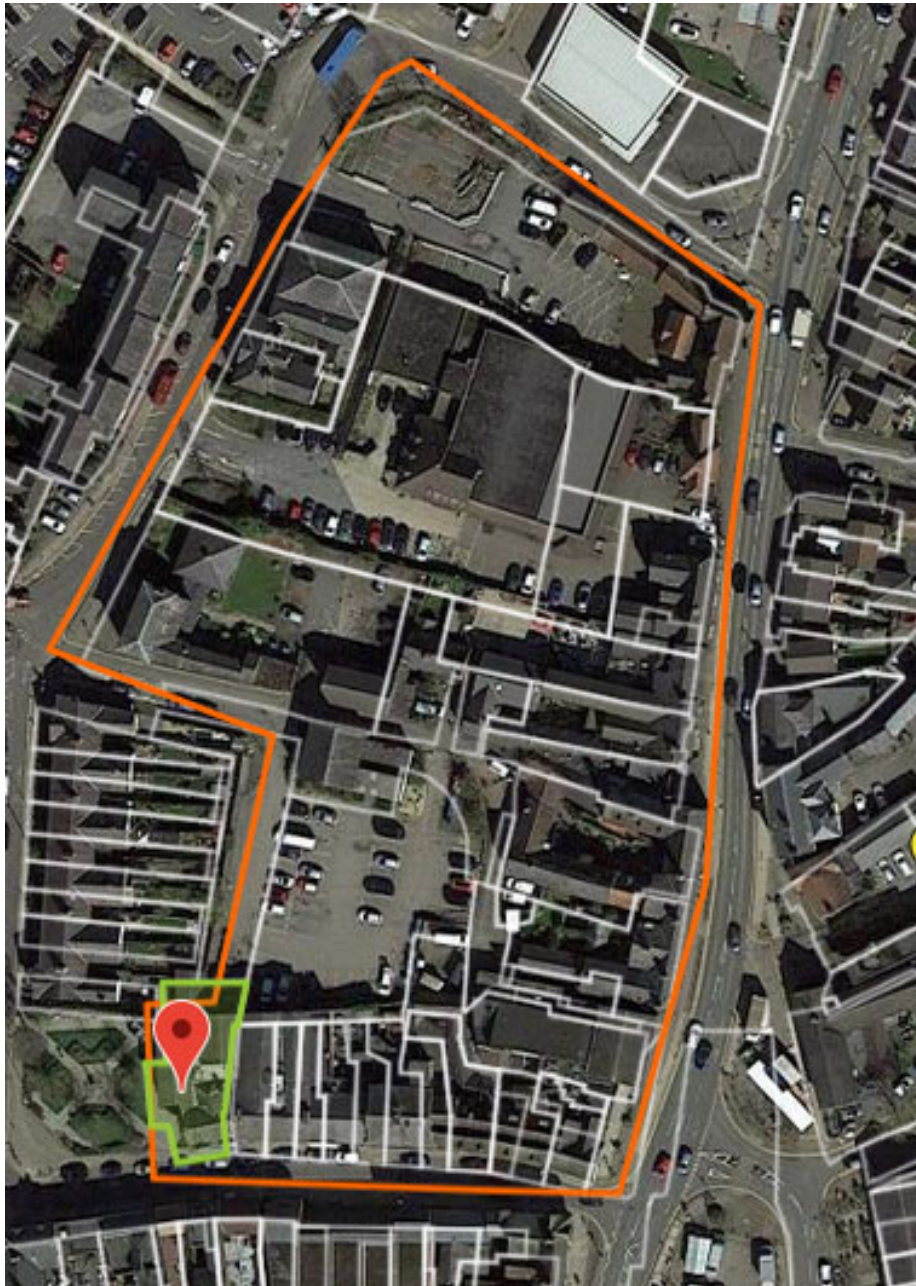
Land on South Side of Chapel Street - HDC



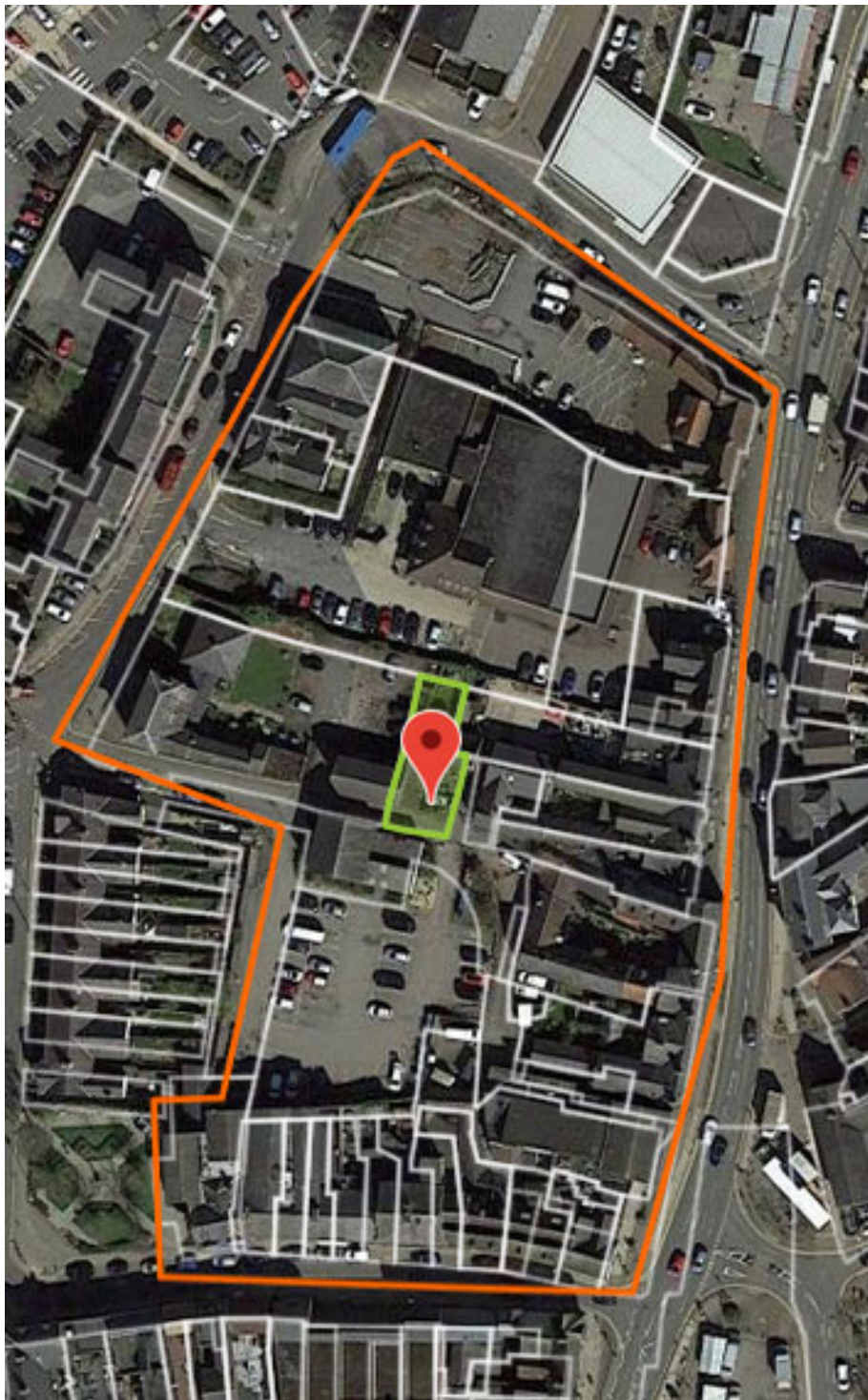
More Land on South Side of Chapel Street - HDC



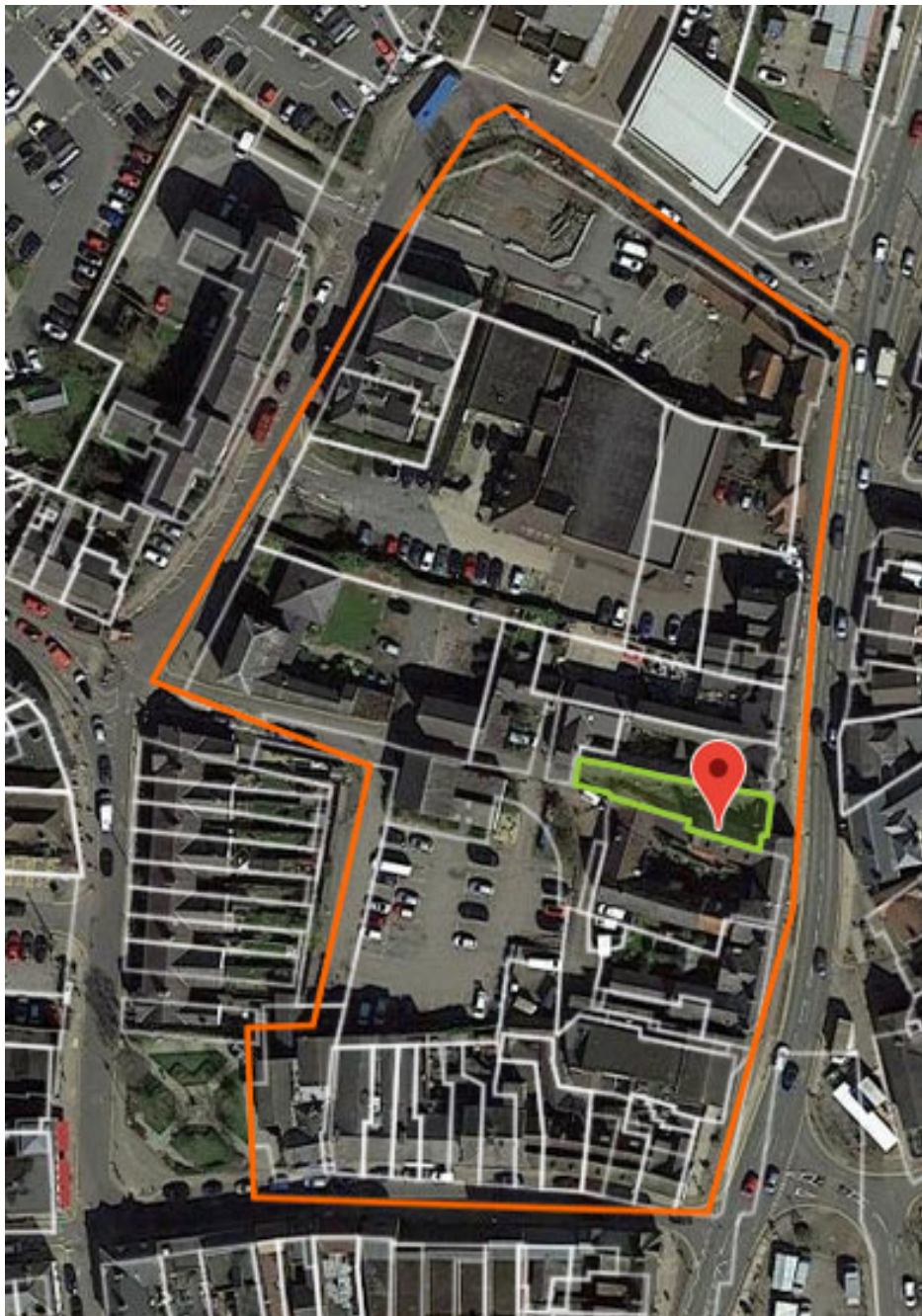
24 Church Street - John, Phillip & Graham Stretton



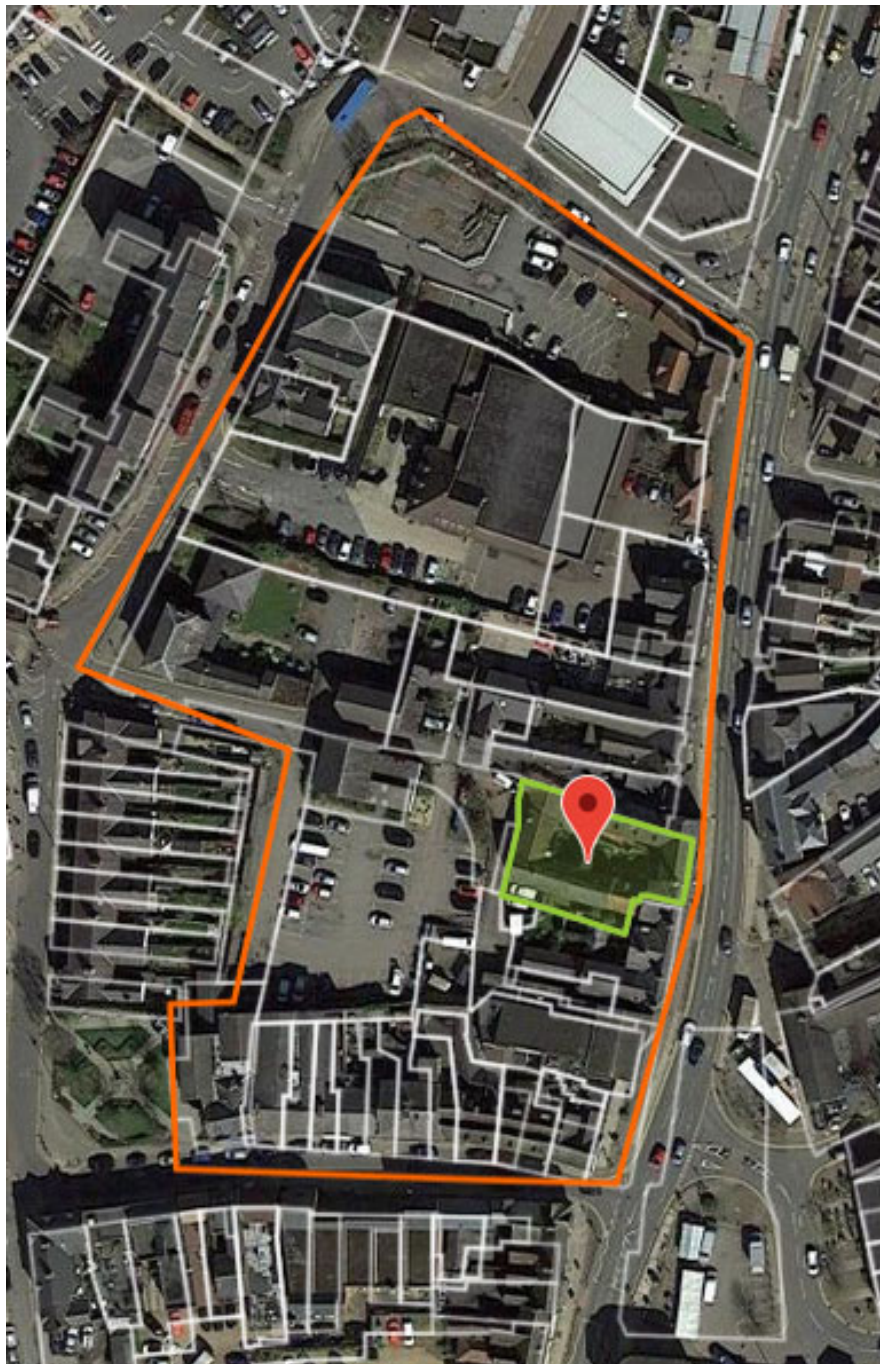
Candlemas Cottage - Robert Eggleston



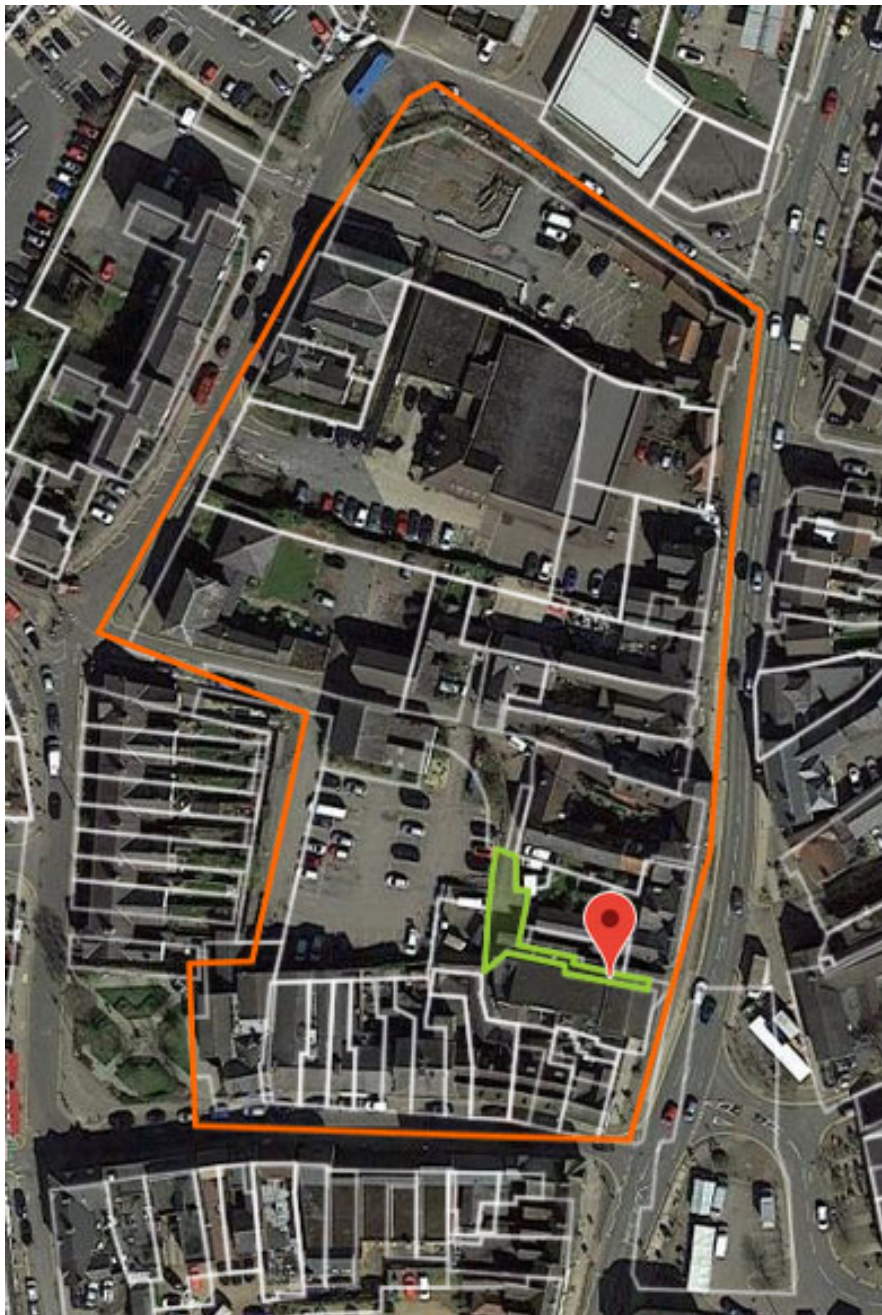
11 Market Street - Robert Eggleston



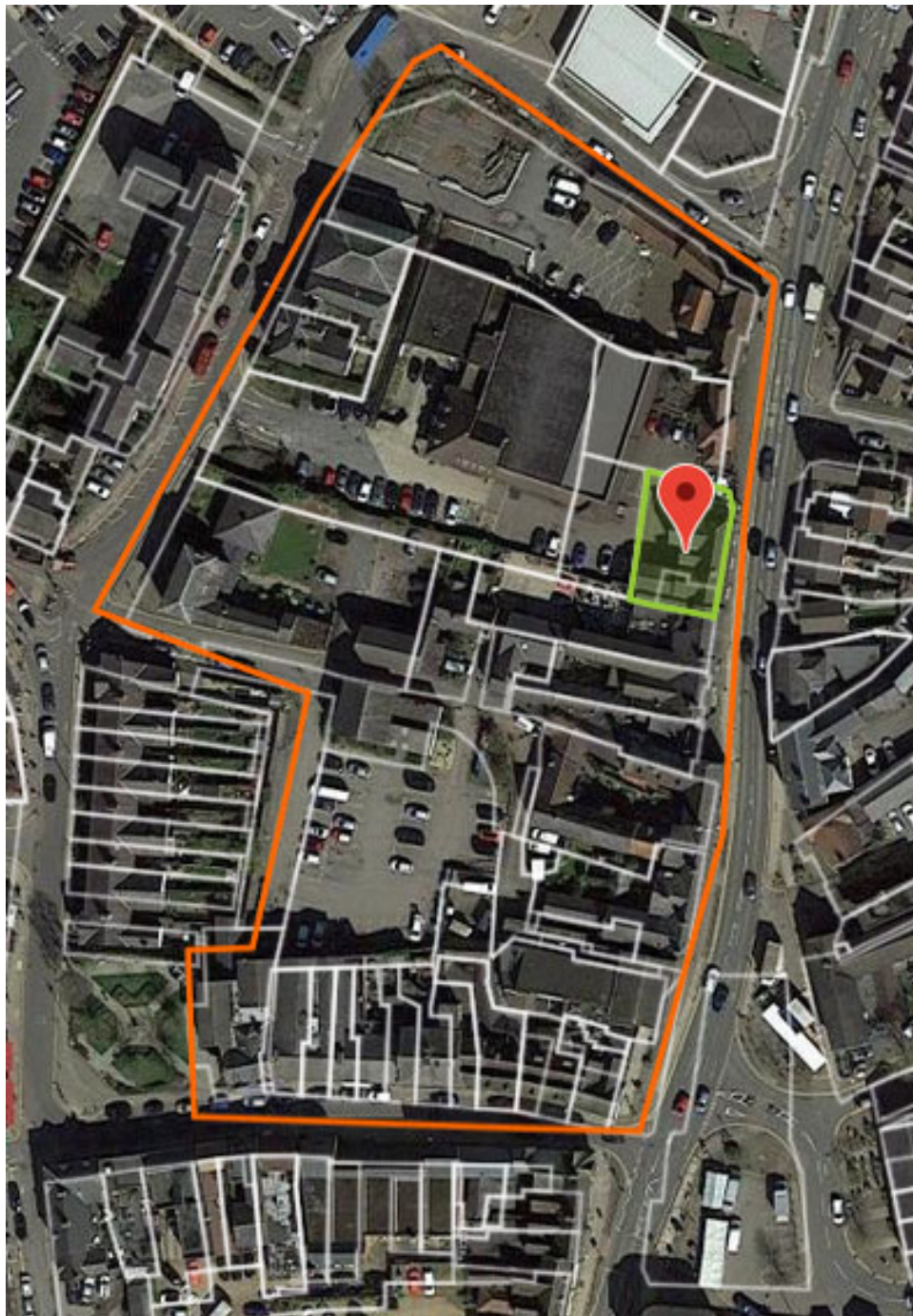
9-11 Market Street - Robert Eggleston



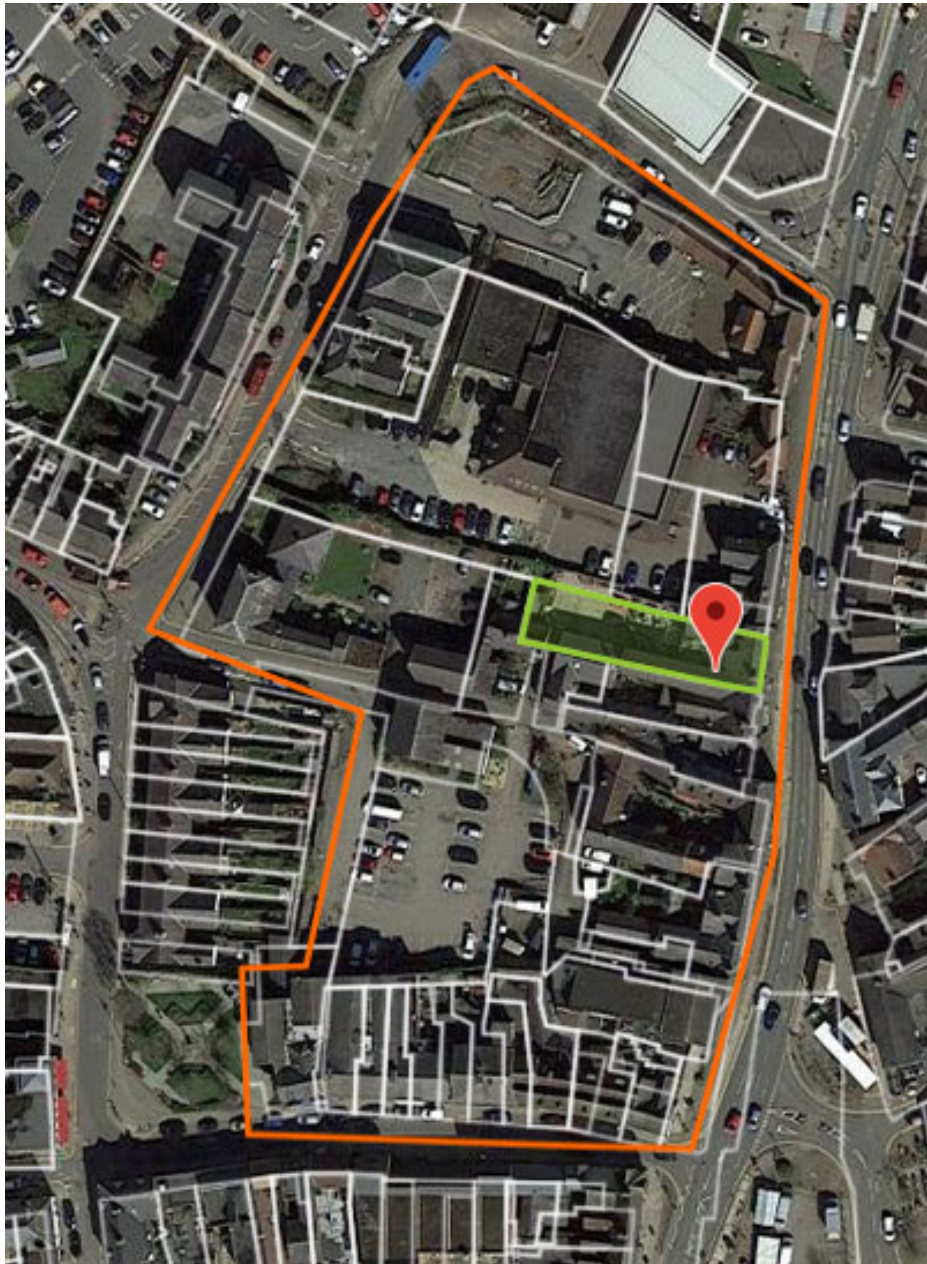
Land on North Side of 1 Market Street - Pearl Wheeler



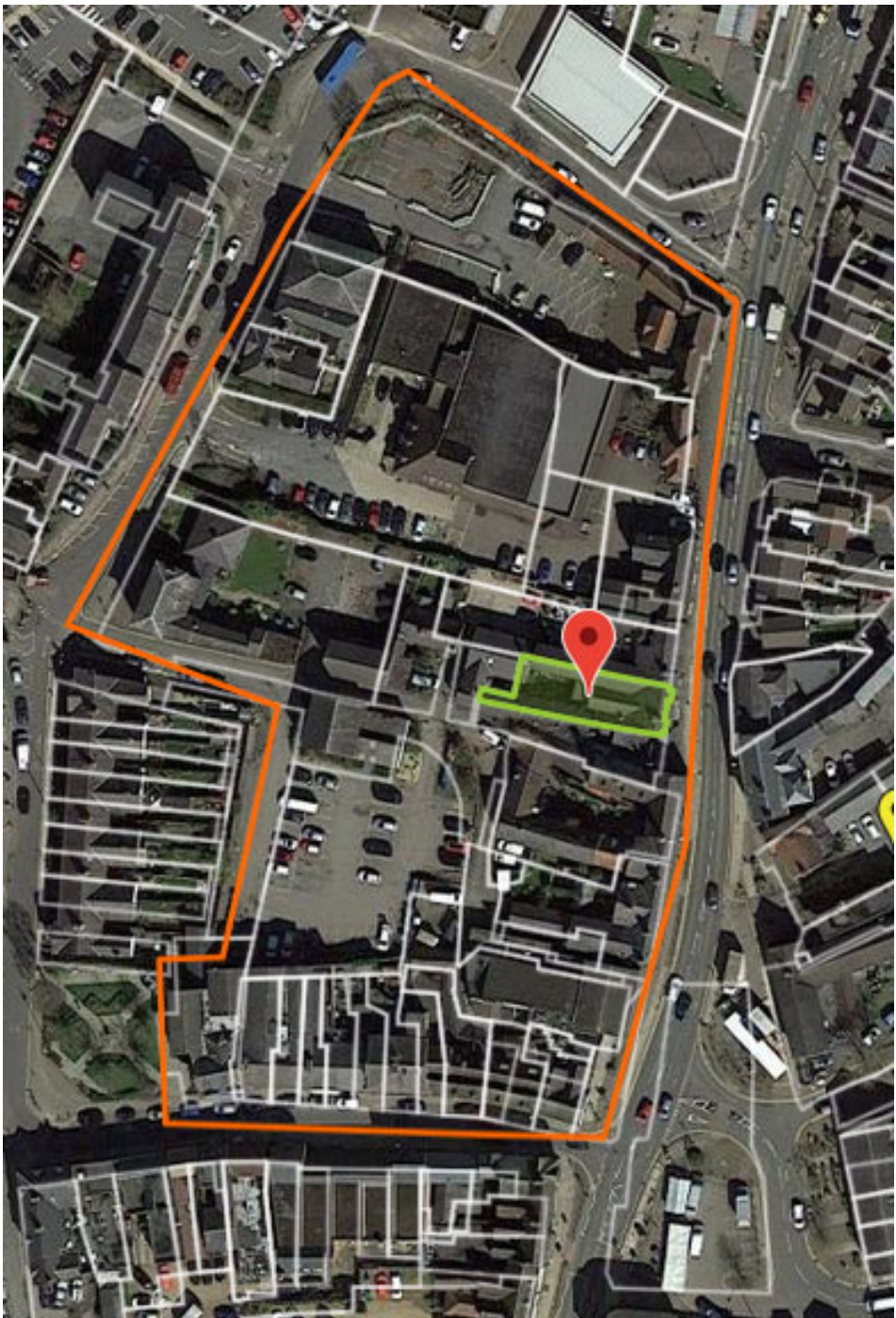
25 Market Street - Allen, Van Allen & Daire



19 Market Street - Christopher McDonagh



17a Market Street - Timothy Ivens



Appendix II

Email to Co-op/Factory Shop

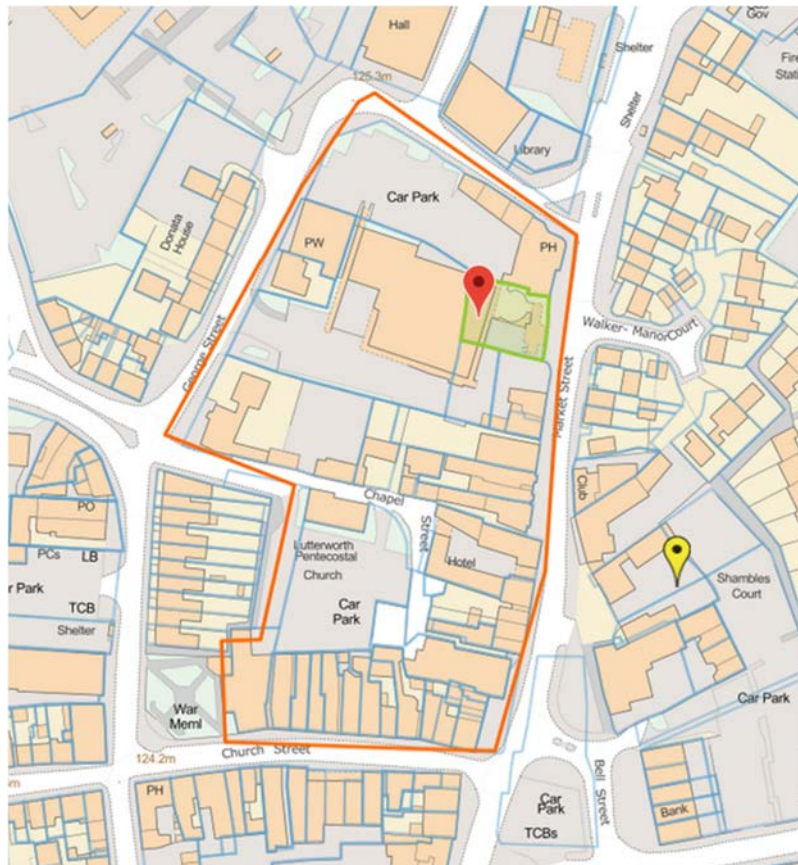
From: Adam Burdett [mailto:adam@intali.com]
Sent: 21 May 2019 13:35
To: Christian Gregory
Subject: Central England Estates Land Holdings Lutterworth

Christian

I have been passed your contact details by your colleague Glyn who tells me that you deal with the Co-op Lutterworth properties.

We are retained by Harborough District Council to assist with the preparation of a new Town Plan and we have some proposals to put forward which we hope will enhance your assets in the town.

Below is a plan of what we are calling the North West Quadrant of the town and you will recognise your assets to the northern half of this area.



Essentially, the idea is to percolate pedestrian traffic through the area outlined in red from the main car parking areas provided by Morrisons and Waitrose. The intention is to bring greater activity into the area and move pedestrian traffic away from the rather narrow George Street and Church Street. By doing so we hope to create additional small-scale retail presence within the area and to give a focus to the town away from the difficult to access market place area.

We are talking to owners of property within the quadrant to see if they would support such a scheme. You will be aware that Harborough District Council already own the car park in the centre and they are keen on the idea in principle.

To be clear, we are not asking for funding but access. I appreciate that much of your landholding in the area is let to Factory Shop and that they will also need to be consulted, but we consider there is a real opportunity for open space development at the north-west corner of your site (which is currently bounded by concrete bollards) to provide an entrance into the area as a whole.

I would be very grateful if you contact me to discuss this further in order that I may answer any questions and learn of any further thoughts you may have on these proposals.

I look forward to hearing from you.

Regards



Adam Burdett
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