



## Market Harborough Town Centre Masterplan

**PRESENTATION TO  
COUNCIL**

**20JUNE 2022**

# ***Market Harborough – A Very Special Market Town***

- **Welcoming Market Harborough** - Create a more pedestrian friendly Town Centre that provides a strong sense of arrival and opportunities for residents and visitors to enjoy the many spaces and activities available.
- **Healthy Market Harborough** - Prioritise walking and cycling from the wider town across the Town Centre to reduce the impact of motor vehicle emissions and their effects on people's health and contribution to climate change.
- **Vibrant Market Harborough** - Enhance Town Centre character areas to diversify the mix of uses, activities and events to maximise vibrancy, that extends into the evening and over the weekends. Suggested Town Centre character areas are: High Street North, Cultural Quarter, Civic Heart, St Mary's Place and Market, St Mary's Road and Railway Station Gateway.
- **Enterprising Market Harborough** - Encourage the tradition of enterprise including the promotion of multifunctional uses in the Town Centre with more support and space for independents and co-workspace facilities for smaller businesses.
- **Sustainable Market Harborough** - Plan sustainably for future growth with Town Centre governance structure and to meet needs for work, retail, food and drink, residential and community use. Balance these needs with requirements for biodiversity and flood risk management.

# ***Welcoming Market Harborough***

- W1: **Remodel station approach** to create pedestrian and cycle friendly space and routes to town centre
- W2: **Improve pedestrian and cycle links from station** approach to Millennium Mile route along the River Welland
- W3: Work with partners to **enhance arrival space outside the Market** and along the St Mary's Place
- W4: **Remodel the Square** as a multi-functional events and civic space with high quality lighting
- W5: Enhance the public realm in the **cultural quarter**
- W6: Work with partners to make Adam and Eve Street and other town centre streets **more pedestrian and cycle friendly**
- W7: Provide **wayfinding courtyard spaces**, burgage plots and passageways on High Street as part of the town's distinct offer
- W8: Provide **orientation points** (QR codes and town centre map) in car parks & wayfinding to nearest arrival space
- W9: Implement **small garden spaces** on land next to public car parks
- W10: Enable the **Commons car park** to better accommodate events linking with the Square

## ***Welcoming Market Harborough (cont)***

- W11: Provide **‘feature’ banners and signs** for cultural quarter and independent business on Church Street
- W12: Provide signs fixed to wall to promote **cultural quarter**
- W13: Provide ‘Brown’ signs to direct visitors to **Union Wharf** (Grand Union Canal network)
- W14: Explore opportunities for **‘Park and Ride’** facilities
- W15: Implement **gateway feature to railway bridge** on eastern approach along Rockingham Road
- W16: Provide signs with **parking information on main approach routes** into town centre
- W17: Provide **‘Welcome’ banners** on main approach routes
- W18: Enhance pedestrian’s experience along **St. Mary’s Road** with new street trees, surfacing and public art features
- W19: **Greening, with trees, shrubs and hard landscape** to roundabout at junction to Kettering Road and Springfield Street
- W20: Improve **facilities for people with disabilities**, including Shopmobility and accessible toilets
- W21: Review **town centre parking** to ensure it supports the principles of the Town Centre Masterplan

# ***Healthy Market Harborough***

- H1: Promote **20-minute neighbourhood** with Council promotion events
- H2: Engage **Sustrans** active travel officer to encourage walking and cycling in the town
- H3: Provide signs to **promote Memorial Gardens**
- H4: Provide **cycle crossing on Springfield Street** to accommodate NCN Route 6 to leisure centre and Brampton Valley Way
- H5: Improve **wayfinding for NCN Route 6** south of Springfield Road
- H6: Install **new cycle parking** in arrival spaces
- H7: **Promote existing secure bike hub** at Station Approach
- H8: Install **secure cycle parking** at Symington Building
- H9: Extend **covered motorcycle and cycle parking** at Commons car park
- H10: Enhance the **visual appearance of post-war buildings** with contemporary cladding or green wall (Tesco site on the Square)
- H11: Promote **green wall** potential to buildings enclosing Memorial Gardens
- H12: Enhance linkages from pedestrian route along **River Welland to St.Mary's Road**
- H13: Enhance **linkages from the town centre to Welland Park** with improved public realm and signs
- H14: Explore opportunities to **improve traffic movement and pedestrian priority**



# ***Vibrant Market Harbourough***

- V1: Work with partners to redevelop **former Harbourough Rubber site** including listed building
- V2: Promote and enhance the range of cultural assets to support the development of a **Cultural Quarter**
- V3: Explore opportunities to increase and promote high quality **public art and heritage interpretation**
- V4: Encourage mix of uses in **St Mary's Place** to promote evening economy and food and drink opportunities
- V5: Support **St Dionysius Church** with remodelling of internal space for multi-functional community use
- V6: Explore opportunities to develop a town centre **cinema** to provide a new cultural and leisure offer
- V7: Promote Church Square as **outdoor performance space** as part of the Cultural Quarter
- V8: Recreate **tradition of wall painting** and advertising to gable walls
- V9: Promote food and drink opportunities, including **outdoor seating and tables** on The Square and other suitable locations
- V10: Support **town centre living**, especially converting under-utilised space above shops as apartments

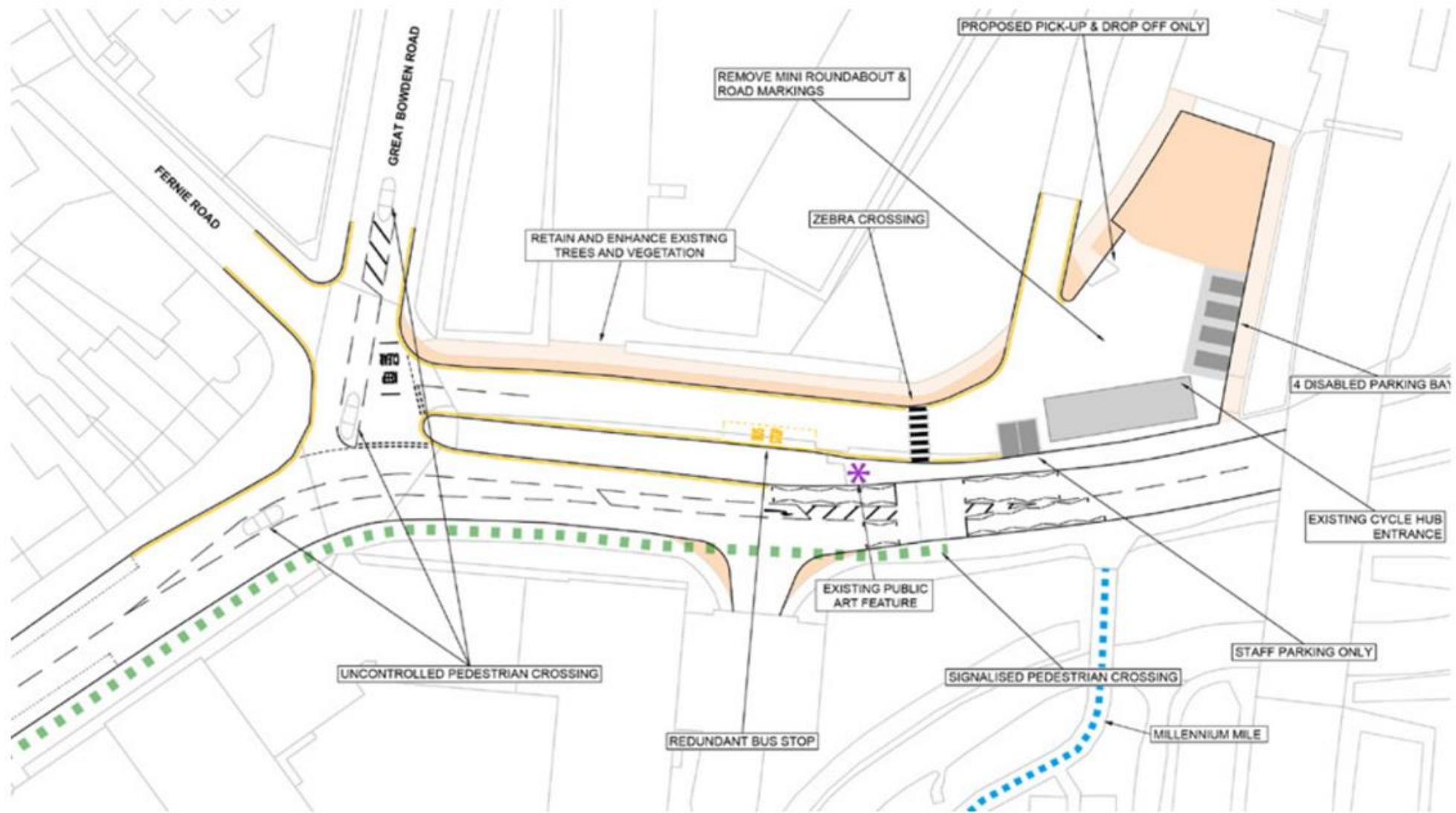
# ***Enterprising Market Harbourough***

- E1: Support networking and ecosystem for **independent businesses**
- E2: Work with partners to promote **co-workspace facilities**
- E3: Extend Council support for **shop front improvements**, including shop front canopies
- E4: Promote **mix of uses at railway station** gateway
- E5: Promote **tourism and leisure site on St Mary's Road** (Local Plan Policy RT4)
- E6: Remodel **the Square** as a multi-functional events and civic space to support traders and local businesses
- E7: **Enhance the public realm** in the cultural quarter to support events, traders and local business
- E8: **Remodel Tesco building** with improved elevational treatment and construction additional storey if feasible
- E9: Remodel **Market Hall** for increased retail, food, drink, entertainment and evening economy

# ***Sustainable Market Harbourough***

- S1: Establish **core team of Council Officers and stakeholders** to lead the delivery of the town centre masterplan
- S2: Reconfigure streetscene on **Upper High Street to enable street tree planting**
- S3: Provide **charging points for electric vehicles** in public car parks
- S4: Install **trees and rain gardens** to perimeter of Commons Car Park
- S5: Support **Harbourough in Bloom** with sites for planting and planting material
- S6: Provide **interpretation** to convey the need for flood risk management and to encourage biodiversity in the Welland river corridor
- S7: Encourage riparian owners to comply with their responsibilities under the **Welland for People and Wildlife Project**
- S8: Support Welland Rivers Trust and local interest groups such as Market Harbourough Nature Group and Harbourough Litter Pickers in the **management of the river corridor**
- S9: Make the **river more visible** through the implementation improvements to the water channel
- S10: Undertake more **intensive vegetation control** in more visible sections of the river corridor such as the St Mary's Place pedestrian bridge
- S11: Extend **tree planting** adjacent pedestrian route between St Mary's Place bridge and Northampton Road
- S12: Encourage **seasonal wildflower meadows** along upper slopes of river corridor next to St Mary's Place
- S13: Provide **'avenue' tree planting** along River Welland corridor pedestrian route (adjacent Brooklands Gardens)
- S14: Reprofile short section of the riverbank south-west of Commons car park to allow the **river to 'meander'** and to provide access to the watercourse
- S15: Support building owners and occupiers with **solar panel installation**
- S16: Promote **recycling and waste separation** across the town centre





# MARKET HARBOROUGH RAILWAY STATION APPROACH- PROPOSALS



# THE SQUARE - PROPOSALS



# FEEDBACK & COMMENTS

