

Heritage Strategy

7.2 Heritage can act as a driver for change and recovery. History is essential to community spirit and engenders a sense of belonging and identity.

7.3 Accrington’s historic environment has revealed that in addition to an extensive array of heritage assets, the town is the site of a range of industrial ‘firsts’ and has a wealth of individuals from earlier generations who have made a significant contribution to the rest of the world. There appears to be a growing recognition of the role that heritage can play in the future development of Accrington and the following section makes recommendations of how the town’s heritage can be promoted and celebrated so it can contribute to the future economic prosperity of the town. The following set out key objectives to underpin heritage interventions in the town centre:

Protect and Enhance the Historic Resource

7.4 It is of considerable importance that surviving historic buildings and features within the town centre are retained and enhanced as it is these structures that enable the town to project a strong,

distinct and authentic identity and will likely form an important component of its future economy. Perhaps worryingly, the special character of the town is being gradually eroded by under investment, with some buildings and structures in particularly poor condition.

7.5 There are several distinctive and memorable historic buildings within the town centre which are currently vacant, underused or at significant risk, including: the Conservative Club and Baptist Church on Cannon Street. Appropriate new long-term uses would ensure their retention as significant landmarks and components of the historic character of the area and potentially provide additional employment, residential or community spaces.

7.6 In addition, one of the main threats to the town’s special character is considered to be the cumulative impact of numerous alterations, some quite small in themselves, to its traditional and historic buildings. If left unchecked, such works will gradually erode the area’s historic or architectural qualities; however, the opportunity exists to help conserve the char-

acter by controlling alterations and protecting against unsympathetic changes by withdrawing permitted development rights through the implementation of an Article 4 Direction of the Town and Country Planning [General Permitted Development] Order 1995.

7.7 It is usual for Article 4 Directions to be applied exclusively to all or part of a conservation area; however, should a more holistic approach be desired within Accrington town centre, the opportunity exists to implement a direction in specific areas beyond the boundary of the town centre and Christ Church conservation areas following approval from the Secretary of State.

7.8 It may be possible to influence the reintroduction of lost architectural details, undo unsympathetic alterations and encourage essential building maintenance through the use of a Townscape Heritage Initiative [THI]. This would enable building owners to apply for grant monies to regenerate the historic environment from a partnership funded in part by the Heritage Lottery Fund [HLF].

7.9 In Accrington any THI scheme should be concentrated on the town centre conservation area, with a particular emphasis on the east-west axes of Blackburn Road and Cannon and Warner Streets which accommodate numerous historically and/or architecturally significant buildings, including many of the town’s major civic and ecclesiastical buildings. In addition, there is evidence that the special character of historic buildings and features within the town centre is being adversely affected by the public realm that surrounds them. Traditional surfacing materials such as gritstone setts, stone paving slabs and kerbstones are being gradually eroded by under investment or replaced entirely by unsympathetic materials. Inappropriate signage and street furniture also undermine the character of the town and its historic assets. The opportunity exists to produce detailed public realm and streetscape guidance to ensure a historically and architecturally sensitive strategy is applied to all future public realm works within the conservation area and the wider town centre.

Encourage Local Ownership of the Historic Resource

7.10 Accrington’s historic built environment is a major asset which gives the town unique character, charm and significance. However it is vital that local people are able to recognise and understand the value of this historic resource. A number of heritage organisations already exist within the town, including the Hyndburn Local History Society and a family history group who both meet regularly at the town’s main library; however, there remains significant scope to engage with the wider population and further exploit the town’s heritage.

7.11 By involving its local population, Accrington has the potential to make a significant contribution to national heritage events. For example, this could include participation in Heritage Open Days, a European initiative that is coordinated nationally by the Civic Trust in partnership with English Heritage. Running for four days every September, Heritage Open Days allow visitors free access to buildings of heritage and/or architectural interest that are either not usually open to the public, or would normally charge an entrance fee.

7.12 Heritage Open Days typically also includes tours, events and activities that focus on local architecture and culture. In addition, the Local Studies department of Accrington Library could be encouraged to celebrate National Archives Month, which is a national event designed to encourage people to use local history and archives services.

7.13 To further raise public awareness of the breadth of heritage in Accrington, an annual or bi-annual heritage festival could be established within the town. Such a festival could be held to coincide with National History Month, an event that is promoted by The Historical Society, or with Museum and Galleries Month, a UK-wide celebration of museums and galleries, perhaps ideal for Accrington would be a town which experienced so many industrial ‘firsts’.

7.14 Events at the festival should encourage people to participate in what is available locally and could include special exhibitions, talks, tours and historical re-enactments.

Promote the Town as a Heritage Tourism Destination

7.15 Heritage is an extremely important motivator for tourism to and within the UK. However, Accrington currently lacks an obvious destination for heritage tourists. Whilst the Haworth Art Gallery, located to the south of the town centre, does house Europe’s largest public collection of Tiffany glassware and in 2006 collaborated with the town’s main library to hold a 90th anniversary of the Battle of the Somme exhibition, there is no permanent celebration of the town’s involvement in the industrial revolution of the eighteenth and nineteenth centuries nor a promotion of its important social and cultural history.

7.16 A new museum or exhibition space could be established within Accrington town centre to celebrate, interpret and promote the town’s history, its buildings and its influence on the wider world and support the development of Accrington as a visitor destination. There could be permanent exhibitions devoted to Tiffany Glass,

7.17 Accrington Stanley and the Accrington Pals, whilst the town’s industrial heritage should also be recognised. It would be extremely appropriate for this new museum or exhibition space to be accommodated within one of the town’s most important historic buildings, perhaps within the Town Hall on Blackburn Road – a gesture which itself would reflect the importance of the building which was originally erected in memorial to former British Prime Minister Sir Robert Peel whose family were once one of the largest landowners and employers in the Accrington area.

7.18 Visitors to Accrington are currently invited to follow two self-guided walking trails which aim to provide a flavour of the town’s development. The Acorn Trail starts and finishes at the Town Hall and provides an interesting walk, marked by acorn paving slabs, past some of the most historical and architecturally important buildings within the town.

7.19 Alternatively visitors can walk the Accrington Pals Town Trail, which guides

people around the town centre and to historical sites associated with the 11th [Service] Battalion [Accrington] East Lancashire Regiment. Leaflets and maps for both trails are available from the tourist information centre in the Town Hall. It is understood that twilight ghost walks, led by a guide in authentic Victorian costume have recently been held in the town, but there could also be scope to establish a series of organised guided heritage walks which could be programmed to enable visitors to experience different aspects of the town's history.

Investigate and Record the Historic and Archaeological Resource

7.20 Opportunities to build on our knowledge of local history should be embraced by unearthing and identifying, exhibiting and displaying more of the town's heritage. Where major invention through repair, refurbishment, clearance or redevelopment is proposed within the town centre recording of those elements to be lost or destroyed may be necessary if they are considered to be of some historical or archaeological importance.

7.21 Land within the vicinity of Grange Lane and Black Abbey Street has been identified as the likely location of a manorial grange which was established in the area during the twelfth century and as such, given its probable archaeological potential, should be investigated thoroughly prior to any intervention.

7.22 Recording will need to be carried out at a level of detail that reflects the importance of what is being lost or altered; this might include a full building survey, including the extent of survival of the historic interior; a geophysical survey or trial trenching. Any archaeological remains found during these investigations could be displayed within the new museum or exhibition space established within Accrington town centre and used as an educational resource.

Accrington Town Centre Conservation Area

7.23 Hyndburn Borough Council has a statutory duty to ensure that the special character of Accrington Town Centre Conservation Area is preserved and enhanced. The Council acknowledges that designation alone will

not secure the protection and enhancement of the area and that active management is vital to ensure that it can adapt and develop in a positive way.

7.24 There are two conservation areas within the town's urban area. Accrington Town Centre Conservation Area lies within the centre of the AAP, whilst Christ Church Conservation Area is located to the southeast of the town centre and as such only its most northern section falls within the study area boundary.

7.25 A suite of supporting documents have been produced in conjunction with the baseline reports for this AAP and have been approved by the Council.

Re-assess the Accrington Town Centre Conservation Area Boundary

7.26 As part of the character appraisal recently prepared for the Accrington Town Centre Conservation Area, the appropriateness of the current boundary was reviewed following an analysis of the area and of land located immediately beyond the boundary. The masterplan

work recommended the extension of the Accrington Town Centre Conservation Area to incorporate the former Empire Picture House at 1 – 13 Edgar Street.

7.27 Currently located beyond the northwestern boundary, this ornate red brick building is highly-visible within the western part of the conservation area and already contributes significantly to its special architectural interest – it is for these reasons that it was suggested that the conservation area boundary be revised.

7.28 Although it is considered inappropriate to extend the southeastern boundary of the town centre conservation area to incorporate land within the vicinity of Grange Lane and Black Abbey Street, it could be possible to create a visual and/or physical linkage between this important historical area and the town centre and the Christ Church Conservation Areas. This link could be a 'heritage' corridor and could follow the route of the turnpike road or the memory of the culverted Broad Oak Water and could also incorporate the likely location of the manorial grange.

POLICY ATC13 ACCRINGTON
TOWN CENTRE CONSERVATION AREA

The Council will seek a range of enhancements to the Accrington Town Centre Conservation Area. Development proposals should preserve or enhance the character and setting and will be required to:

- Retain buildings which make a positive contribution including listed buildings;
- Enhance or replace buildings/structures which detract from the appearance and character of the area;
- Safeguard important views to, from and within the area[Refer to Policy 7 of the Conservation Area Management Plan];
- Maintain the variety of architectural styles and richness of traditional detailing;
- Retain historically significant features such as boundaries, plot widths, building lines and open spaces;
- Retain and restore traditional features such as shop fronts, walls and paving;
- Development of single buildings with footprints in excess of 200sqm will not be permitted within the conservation area;
- All new development, including extensions and alterations to existing buildings, within and immediately adjacent to the conservation area will respect the historical context, preserve and enhance the character and appearance of the conservation area and accord with local, regional and national planning policy; &
- Applications for the demolition of locally listed buildings and features in the conservation area will be assessed using the criteria set out in PPS5 for the demolition of listed buildings. Applications for alterations and extensions to locally listed buildings and features will also be assessed using the criteria set out in PPS5 for listed buildings.

Spatial Coverage -
Accrington Town Centre
Conservation Area

7.29 Accrington Town Centre Conservation Area was designated in 1976 and extended in 1979 and now incorporates much of Accrington’s civic centre. The conservation area is generally linear in form and is arranged around the east-west axes of Blackburn Road and Cannon and Warner Street.

7.30 The eastern boundary of the conservation area is formed by the railway viaduct that carries the East Lancashire Line between Preston and Colne and by Eagle Street, whilst the northern boundary is formed by the rear of properties on the northern side of Blackburn Road.

7.31 The western boundary follows the rear plots of buildings fronting the western

side of Abbey Street, whilst the southern boundary is formed by the rear of properties on the southern side of Warner Street and Cannon Street and by the junction of Paradise Street with Eagle Street. Varied topography is evident within the conservation area, for example Abbey Street located to the east of the area sits on slightly elevated ground and therefore permits sloping views

down Warner Street towards Church Street which follows the line of the valley bottom.

7.32 There are approximately three hundred buildings within the conservation area. Blackburn Road is dominated by service and municipal uses, including numerous banks and Accrington town and market halls, whilst the Cannon Street area includes a number of

POLICY ATC14 MONITORING & INVESTMENT IN THE ATC CA

The Council will support:

- Opportunities to secure regional and national funding for the preservation and enhancement of statutory listed buildings, locally listed buildings and other historic buildings and features within the conservation area will be actively pursued;
- Opportunities for establishing a conservation fund to assist building owners with the costs of the authentic repair and restoration of original doors and windows or the replacement of inappropriate modern features with appropriate materials and designs will be actively pursued;
- A mechanism for monitoring change and reviewing the conservation area character appraisal and management plan at least once every five years will be developed in accordance with English Heritage guidelines;
- A Local List of buildings and features identified as being of local architectural and/or historical interest as identified in the Conservation Area Management Plan will be added to the Council’s emerging list [Refer to Policy 2 of the Conservation Area Management Plan]; &
- Legislative powers, including the service of Urgent Work Notices, Repairs Notices, Section 215 Notices and Compulsory Purchase Orders [CPO], will be exercised to target key buildings and structures which are considered to be ‘at risk’.

major civic and ecclesiastical buildings, including Carnegie Public Library, St James’ Church, the Baptist church on Cannon Street and the former Liberal Club on Eagle Street, a number of which are grade II listed.

7.33 It is of considerable importance that surviving historic buildings and features within the town centre are retained and enhanced as it is these structures that enable the town to project a strong, distinct and authentic identity and will likely form an important component of its future economy.

Protect the Historic Resource through the Redevelopment of Inappropriate and Unsympathetic Features

7.34 Accrington’s heritage assets make an important contribution to the special character of the town, however a number of buildings and spaces within the town centre are considered to seriously undermine this interest.

7.35 If heritage is to play a fundamental role in the future development of Accrington, it is considered vital that inappropriate, poor quality and unsympathetic buildings and features are targeted for redevelopment.

7.36 Such buildings include: the Telephone Exchange between Bank, Bridge and Infant streets, 2 – 16 Broadway, the former Barnes furniture store at the junction of Church and Cannon Streets and insensitive infill development within the residential areas.

7.37 Development briefs for their replacements should be based on a detailed character understanding of the immediate and wider context. In addition, there are a number of prominent vacant sites within the town that offer enormous potential for redevelopment. The design of future

development should be informed appropriately by the character of the area and should incorporate a strong design philosophy.

7.38 Imaginative design can make the historic environment part of the future as well as the past and all new buildings must be sited so as to retain existing buildings lines and open space, whilst the density, scale, proportions, height, fenestration and materials should accord with their surroundings.

8.0 Transport and Access

Key Objectives:

- 8.1
- Improving Access, Movement, and Transport
 - Strengthening the Retail Provision in the Town Centre
 - Becoming a Visitor Destination
 - Enhancing the Quality of the Environment
 - Promoting Investment and Business Development

Policy Context for Chapter 8	Transport & Access
National Policy	PPG13: Transport PPS1: Delivering Sustainable Development PPS4: Planning for Sustainable Economic Growth PPS12: Local Spatial Planning
Regional Spatial Strategy September 2008	Policy DP5 – Manage Travel Demand Policy RT1 – Integrated Transport Networks Policy RT2 – Managing Travel Demand Policy RT3 – Public Transport Framework Policy RT4 – Management of the Highway Network Policy RT9 – Walking 7 Cycling
Saved Policies Hyndburn Local Plan 1996	Policy TR1 – Transport
Publication Edition Core Strategy, March 2010	Policy A2 – Accrington Town Centre Policy A4 – Accrington Bus Station Policy T1 – Improving Connectivity Policy T2 – Cycle and Footpath Networks Topic Paper: Transport & Accessibility
Sustainable Community Strategy 2008 - 2018	A place with a thriving economy and sustainable market towns – ‘create attractive, clean and safe towns that are easily accessible with a wide variety of shops where people choose to spend their leisure time’.
Other Sources	Walking Strategy Cycle Strategy Parking Study WSP – Transport Baseline Study 2008 Lancashire Local Transport Plan 2006 – 2010 East Lancashire Rapid Transport Scheme Masterplan Baseline Studies

Transport Framework

Introduction

8.2 The purpose of the transport framework is to set out principles and concepts for improvements to accessibility and the street network across the town centre. These principles both underpin the land use and urban design proposals in the masterplan. The framework does not provide a detailed highway and technical assessment of the concepts proposed, but does intend to inform this further feasibility work.

8.3 The detailed transport implications of new developments and the transport proposals associated with any specific development will be considered and derived during the Transport Assessment [TA] and planning application process. The supporting Transport Strategy to this AAP identifies types of measures and initiatives that could accompany future development proposals or be brought forward by the Council. It is outside the scope of this study to assess the impact in traffic terms of the transport measures proposed. However, WSP as part of the baseline consider that these highway measures could be

appropriate for the area. It is, however recommended that further studies are commissioned to assess the detailed traffic implications of some of these proposals.

8.4 National, regional and local transport policy and guidance aims to deliver an integrated land uses and transportation systems. By influencing the location, mix of land uses, density and design of sites more sustainable transport choices are promoted. Furthermore it guides new development to environments where it is safe and highly accessible for people to access jobs, shopping, leisure facilities, services and their homes by walking, cycling and public transport. In particular this includes city and town centre locations. Therefore masterplanning the town centre of Accrington for new development is an appropriate and realistic approach to meet sustainable transport objectives.

8.5 A key principle of the transport framework recognises that streets make up a large part of people’s experience of a place and need to combine a range of functions [not just vehicle traffic] to

work effectively for all their users. Good urban design can ensure that this function of streets as places is combined with their role as part of a movement network for vehicles. The Government in recent years has published ‘Manual for Streets’ and the ‘High Street Renaissance’ DfT [Department for Transport] documents describes the best practice of mixed priority routes and presents a philosophy of street treatments which encourages the population of the street by users of all modes of transport. Where appropriate this approach restricts motor vehicle speeds which therefore discourages high traffic flows.

8.6 In preparing the transport framework the following matters will have to be taken into account:

- The Local Transport Plan proposals including the rail station improvements, relocation of the bus station and the East Lancashire Rapid Transit system;
- A town centre location with good transport links from arrival points to key destinations;
- The need to maximise

- 1.7 accessibility to key services, particularly by walking, cycling and public transport;
- A desire to minimise the adverse traffic impacts of development proposals;
 - Work towards shifting the competitive advantage for sustainable modes of travel over the private car, especially public transport, in providing for key journeys;
 - The balance of land uses that will encourage more walking trips, in particular commuting, retail and education trips;
 - To identify the role of key streets in the town centre; and
 - Evolving working practices including home/flexible working.
- 1.8

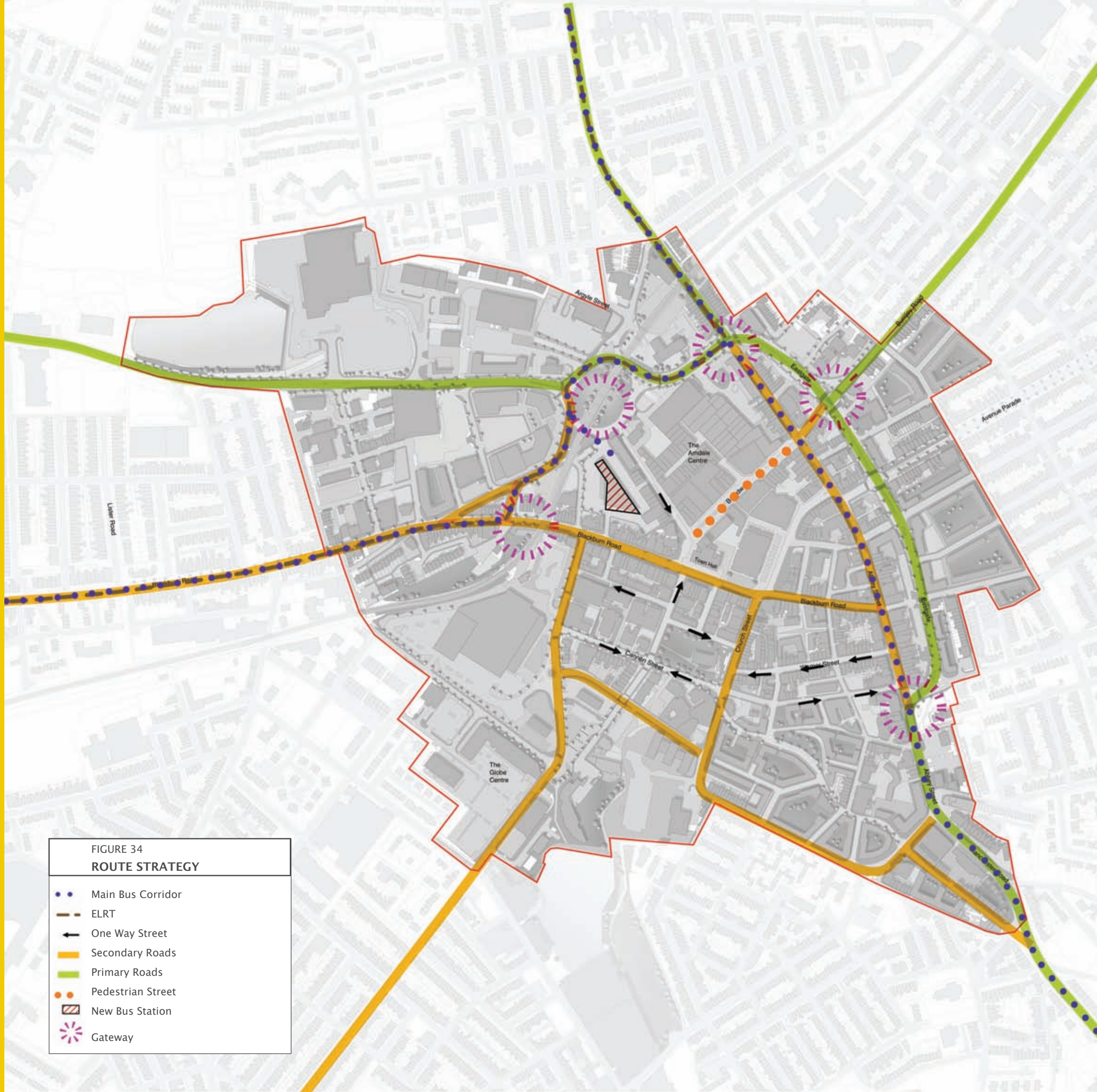


FIGURE 34
ROUTE STRATEGY

- Main Bus Corridor
- ELRT
- ← One Way Street
- Secondary Roads
- Primary Roads
- Pedestrian Street
- ▨ New Bus Station
- ✱ Gateway

POLICY ATC15 TOWN CENTRE ROAD NETWORK

Through partnership working with Lancashire County Council Highways, the implementation of the Proposal Sites and policies in this AAP and the determination of planning applications, the Council will:

- Seek to balance competing needs on the town centre road network, including the need to maintain traffic circulation and minimise congestion with opportunities to give greater priority to pedestrians, cyclists, public transport users and people with disabilities;
- The street network should be the connecting link between the towns quarters, its attractions, destinations, and places of arrival;
- Making a well-connected, pedestrian friendly environment in which vehicle and cyclist access is balanced;
- Materials which are fit for purpose should be used to reinforce the perception of continuous streets which encourage pedestrian circuits through the town centre;
- Continue to reduce vehicle access, where feasible, within the town centre and implement pedestrian and cycle priority schemes to improve the environmental quality of the streets;
- Seek to ensure that servicing and delivery arrangements meet the reasonable needs of business through improved off-street servicing and loading facilities. Where possible, these should be underground or through rear servicing and should also provide for adjacent properties; &
- Review signing and implement an integrated signing strategy for vehicles, buses, freight, pedestrians and cyclists.

8.7 An integrated approach is proposed to be adopted for the transport measures and schemes which are proposed to cater for the growth in trips associated with the masterplan proposals.

- 8.8 In summary the integrated transport framework will seek to:
- Ensure high quality pedestrian and cycle links;
 - Ensure public transport is highly accessible for trips to and from Accrington Town Centre and key origins and destinations in the surrounding area;
 - Assist in the delivery of the new bus interchange and East Lan-

- cashire Rapid Transit to achieve a step change in public transport to cater for demand and further encourage use of public transport;
- Create an attractive and safe town centre street environment for all users;
 - Manage parking provision within this central area of Accrington, through inclusion of a parking strategy that balances this need with wider objectives; and
 - Establish a Framework to encourage the development of travel plans from the start to ensure travel choices are available from the outset of any new development.

Route Strategy

- 8.9 The future route strategy at Figure 34: Route Strategy for the town centre of Accrington will be strongly influenced by the relocation of the bus station. The principal road links serving Accrington town centre are:
- A680 Manchester Road to the south towards Baxenden, Haslingden and linking with the A56 and ultimately M66 to Bury and Manchester;
 - The A680 Whalley Road to the north linking the town with Clayton Le Moors and onwards to Clitheroe. The A680 also forms the Eastgate bypass of the town centre, which

- loops around the town centre immediately to the north and east;
- The A679 Hyndburn Road which leads into Blackburn Road to the west, linking with Blackburn and the M65 via the A6185. Blackburn Road within Accrington is classified a 'C' road but is a key artery west from the town centre; and
 - The A679 Burnley Road to the north east, provides a connection towards Burnley. This route also links with the A56.

POLICY ATC16 ACCESSIBILITY – GATEWAYS & APPROACHES

The Council will support the Key Proposals for the creation of quality gateways at key arrival points into Accrington Town Centre. Key Proposal locations include:

- Eastgate;
- Eastgate/Abbey Street;
- The Viaduct Roundabout; &
- Eagle Street/Scaitcliffe St.

8.10 Through traffic has, to a large extent, been removed from the town by the construction of the A56 Accrington Eastern Bypass. In the town centre itself, any through traffic is predominantly accommodated on Eastgate. It is this road, and the viaduct roundabout, which vehicles will continue to use to access the town centre when approaching from the south east, east, north and northwest. From the Abbey St junction on Eastgate, through to the Viaduct Roundabout, the aim will be for traffic to utilise this primary road as the main through route in the town centre. However, the aim is to revitalise this street through the introduction of improved pedestrian facilities, parking and landscaping to minimise potential severance and create a ‘living’ street.

8.11 The secondary town centre access routes will be formed by Blackburn Road, Ormerod St/Eagle St, Church St, Paradise St, Abbey St and

a route through the Grange area [Wellington St]. The role of these streets is to facilitate traffic circulation and access to the local streets.

8.12 It is also proposed that Abbey Street/part of Whalley Road becomes a bus corridor to and from the south. To assist in facilitating this arrangement it is proposed that the southern section of Whalley Road from the Burnley Road junction to Eastgate is converted to bus [and access] only northbound. Therefore at the junction with Eastgate buses would only be able to exit northbound.

8.13 For bus services, Manchester Road, Whalley Road, Burnley Road and Blackburn Road will continue to form the principal routes out of the town centre to surrounding towns, linking Accrington with, in particular, Manchester, Burnley and Blackburn. However, services will now concentrate on the routes leading to the Crawshaw Street bus station site.

8.14 The future route strategy will need to accommodate the East Lancashire Rapid Transit [ELRT]. The ELRT is anticipated to provide a high quality bus based system, which will need to be integrated into the public transport network of the town and the new bus interchange proposals.

Town Centre Gateways

8.15 Linked to the Route Strategy will be the creation of a number of Gateways to the town centre area. The objective of these Gateways will be to create ‘connected streets’, memorable spaces that define a high quality sense of arrival to the town centre with high quality public realm, built frontages and pedestrian crossings.

1.16 As stated previously the detailed transport implications of new developments and the transport proposals associated with any specific development will be considered and derived during the preparation of

8.17 Transport Assessments to accompany planning applications. This Transport Strategy seeks to identify the types of measures and initiatives that should accompany the development proposals and will improve the transportation system of Accrington. It is considered that the following proposals are appropriate for the area and have been guided by best practice.

Public Transport

Accrington Bus Interchange

- 8.18 The Peel St Bus Station is a poor arrival facility to the town. The poor quality environment, operation and location of the Bus Station had led to alternative arrangements being considered. Various alternative locations for a new bus station facility have been explored as part of the masterplanning process.
- 8.19 The masterplan has identified Crawshaw Street as the preferred location for the new Accrington Bus Interchange for a number of key reasons:
- Retail location: the site is better placed than other options in relation to the retail core of the town, in particular with excellent access to the Arndale, Blackburn Road and the Market Hall;

POLICY ATC17 PUBLIC TRANSPORT

The Council will:

- Support and work with partners on the new site for a bus station on Crawshaw Street that supports the wider regeneration of the town;
- Support the East Lancashire Rapid Transit Route initiative; &
- Support and encourage key links with the newly refurbished train station.

- East Lancashire Rapid Transit: the site is ideally placed to serve the proposed East Lancashire Rapid Transit corridor in the town centre;
- Rail integration: a genuine public transport interchange with the railway station would be created by relocating the bus station to Crawshaw Street. Other potential sites are significantly further from the rail station;
- Crawshaw Street land availability: the land for the interchange is already owned by the local authority, making delivery significantly more straightforward than other options;
- Bus network: the Crawshaw Street site is well placed in relation to the overall bus network within Accrington, with good access from and egress to all major routes including Eastgate and Blackburn Road;
- Blackburn Road: the site is ideally situated close to Blackburn Road, which has been identified through the masterplan for re-establishment as the town’s main high street and key destination;
- Layout: the site shape is more flexible than others, and is likely to be less limiting in terms of layout options;
- Pedestrian Circulation: the location of the Crawshaw Street site, immediately to the west of the town centre, creates an opportunity for ‘walk through’ town centre patronage when combined with bus stops on Eastgate/Abbey Street to the East of the town centre;
- Ability to create a high quality gateway to the town on a prominent site; &
- Constraints of other sites: Significant site considerations exist at the alternative sites at Eagle Street, Whalley Road and Peel Street which limit the suitability of those sites.

8.20 The scheme developed on behalf of Lancashire County Council must meet the following objectives:

- Provide an effective and long term solution to local public transport requirements in Accrington and support strategies to increase bus travel;
- Integrate with the larger development strategy for the town centre through the Accrington Town Centre Masterplan;
- Provide a high quality facility that will meet passenger needs and contribute to raising the profile of the town centre;

- Accommodate the needs of bus operators;
- Provide interchange facilities for other modes of travel, including taxis and cycling; &
- The provision of the bus interchange has to be closely coordinated with the development proposals emerging from the masterplan study. In particular the integration of the interchange into the retail core which will maximise footfall and potential revenue opportunities for the facility.

8.21 The table below summarises walking distances to key facilities within the town centre. This highlights that all key local facilities are within 250 metre or a few minutes walk of the bus interchange.

Bus Interchange to:	Distance
Arndale	100m
Broadway	150m
Rail Station	250m
Market Hall	200m
Town Hall	200m

8.22 In conjunction with the relocation of the bus station to the Crawshaw Street area, an opportunity has been identified to improve pedestrian crossings in the vicinity of the viaduct roundabout.

8.23 The detailed transport implications of new developments and the transport proposals associated with any specific development will be considered and derived during the Transport Assessment [TA] and planning application process.

8.24 The proposed bus station scheme on the Crawshaw Street site that was granted Planning Permission in December 2009 has been designed to accommodate future demands of the bus network and bus users in Accrington. The design is based on anticipated future

bus services – including the proposed Pennine Reach Bus Rapid Transit services. The preliminary analysis of the location has shown that the site is able to accommodate the future demands of the bus network in Hyndburn.

8.25 One of the key benefits of Crawshaw Street site is the ability to remove bus movements from key roads in the town centre [such as along Blackburn Road]. The design gives options for bus routes to reach the bus station – including options on routing buses via Peel Street or Abbey Street as required in the future.

8.26 A traffic assessment was undertaken by LCC for the proposed Crawshaw Street bus station which was presented as supporting evidence at the planning application stage.

East Lancashire Rapid Transit Route

8.27 The key objective of the East Lancashire Rapid Transit [ELRT] project is to develop an integrated public transport system with improved bus infrastructure and better links to and between rail services across East Lancashire. A range of public transport, highway improvements, traffic management and softer options such as integrated ticketing between public transport operators are proposed. The ELRT is anticipated to provide a high quality bus based system which will need to be integrated into the public transport network of the town and the new bus interchange proposals.

Railway Station

- 8.28 Accrington Railway Station is within the masterplan. The station is currently a small, two-platform facility with limited passenger provision housed in a small and out-dated station building. The station is served by stopping trains on the Preston to Colne line and the Roses Route from Blackpool to York. Each of these services generally provides an hourly frequency in each direction.
- 8.29 Lancashire County Council have undertaken refurbishment of the station which will greatly improve the standard of passenger facilities provided, and better integrate the station with the town centre. The planning permission covers the

demolition of the existing station building, erection of a new building, modifications to the existing car park layout and improvements to the existing pedestrian routes into and through the site. This proposal will better integrate the station with the town centre and in particular with a future bus interchange situated at Crawshaw Street.

Blackburn Road Improvements

- 8.30 Blackburn Road forms Accrington's main high street. However, the current configuration of traffic circulation does not support this. The Government in recent years has published 'Manual for Streets' and the 'High Street Renaissance' DfT documents

which describes the best practice of 'Mixed Priority Routes'. They present a philosophy of street treatments which encourages population of the street by users of all modes, but restricts motor vehicle speeds and therefore discourages high traffic flows. The current situation includes the section in front of the town hall and market hall of Blackburn Road as a one-way street for buses only, which is not adhered to by some highway users and vehicles occasionally travel through this point at high speeds. There are two options for improving Blackburn Road which need to be subject to public consultation. These are pedestrianisation or opening up Blackburn Road to traffic.

Pedestrianisation

8.31 This option closes Blackburn Road in front of the Town Hall and Market Hall to through traffic, creating a pedestrianised area. The aspiration to change the current arrangements has been influenced by the need to remove a perceived safety problem. The main advantages of pedestrianising this area are:

- Removing potential vehicle/pedestrian conflict;
- Stopping rat-running through this area; &
- Creating a pedestrian friendly environment.

8.32 The preferred option and alternative option propose opening St James Street to one way traffic north-bound. This will improve vehicle circulation in this area. The solution would be linked to proposals to create a safe pedestrian/cycle environment linked with the proposals to introduce improved cycle provision along this link. [Figure 35: Pedestrianisation of Blackburn Road]

Opening Up Blackburn Road as the Town’s High Street

8.33 The second option is to re-open the road to traffic. However a balance needs to be struck between

allowing traffic through Blackburn Road to town centre amenities and discouraging large volumes of traffic which have undesirable consequences for the town centre environment. An alternative approach is illustrated at Figure 36: Opening Up Blackburn Road.

8.34 A shared surface approach could be successfully adopted to improve accessibility and the public realm. This would involve Blackburn Road only being used by essential vehicles accessing the premises and facilities in the area and will not be used by through traffic. Through traffic will be deterred through design, creating a shared surface, traffic access

controls and the provision of on street parking.

8.35 Creating a shared surface and not pedestrianising the section in front of the town hall and market hall does not preclude the option of closing this part of Blackburn Road for events or on specific days. Bollards such as those identified could be introduced to enforce and manage this arrangement.

8.36 Overall, the adoption of shared surfaces has been very successful in a number of British town and city centres when used in preference to full pedestrianisation, or a conventional, fully segregated carriage-way/footway arrangement.



FIGURE 35
PEDESTRIANISATION OF BLACKBURN ROAD

- ← One Way Street
- ← New One Way Street
- Pedestrianised Street
- Pedestrianised and access only
- Pennine Square with Parking
- Shared Surface High Street

Eastgate and its Gateways

8.37 Providing town centre access links involves a design-led approach. This recognises that streets and junctions are places for people as well as channels for traffic. At present Accrington's town gateways are designed for the latter. A better balance needs to be struck between all users of streets in and around the town. Gateways announce the quality and identity of town centres. The experience of arrival and departure is an important component of a visit to a town centre and should be subject to specific design and planning initiatives. At present Accrington's town centre gateways are confusing and unattractive and do not enhance the visitor experience to the town centre.

Eastgate

8.38 One of the benefits of Accrington town centre is its relatively compact size and large walk in residential areas that surround it. Many residents cross Eastgate to get into town. As such the pedestrian environment and ease of crossings are an important consideration for the masterplan to address. In addition Eastgate as a "place" represents the front cover to the town, being the most prominent street in the town centre. At present the environmental quality of Eastgate does not positively contribute to the townscape and pedestrian desire lines are not catered for.

8.39 The role of Eastgate within the centre of Accrington is proposed to be improved

adopting the principles of 'Manual for Streets' and the 'High Street Renaissance' DfT document. The following measures are proposed:

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

8.40 The following Figure 37: Design Concept for Eastgate seeks to illustrate these design principles and best practice approaches.



FIGURE 36
OPENING UP OF BLACKBURN ROAD

- ← One Way Street
- ← New One Way Street
- Pennine Square with Parking
- Shared Surface High Street

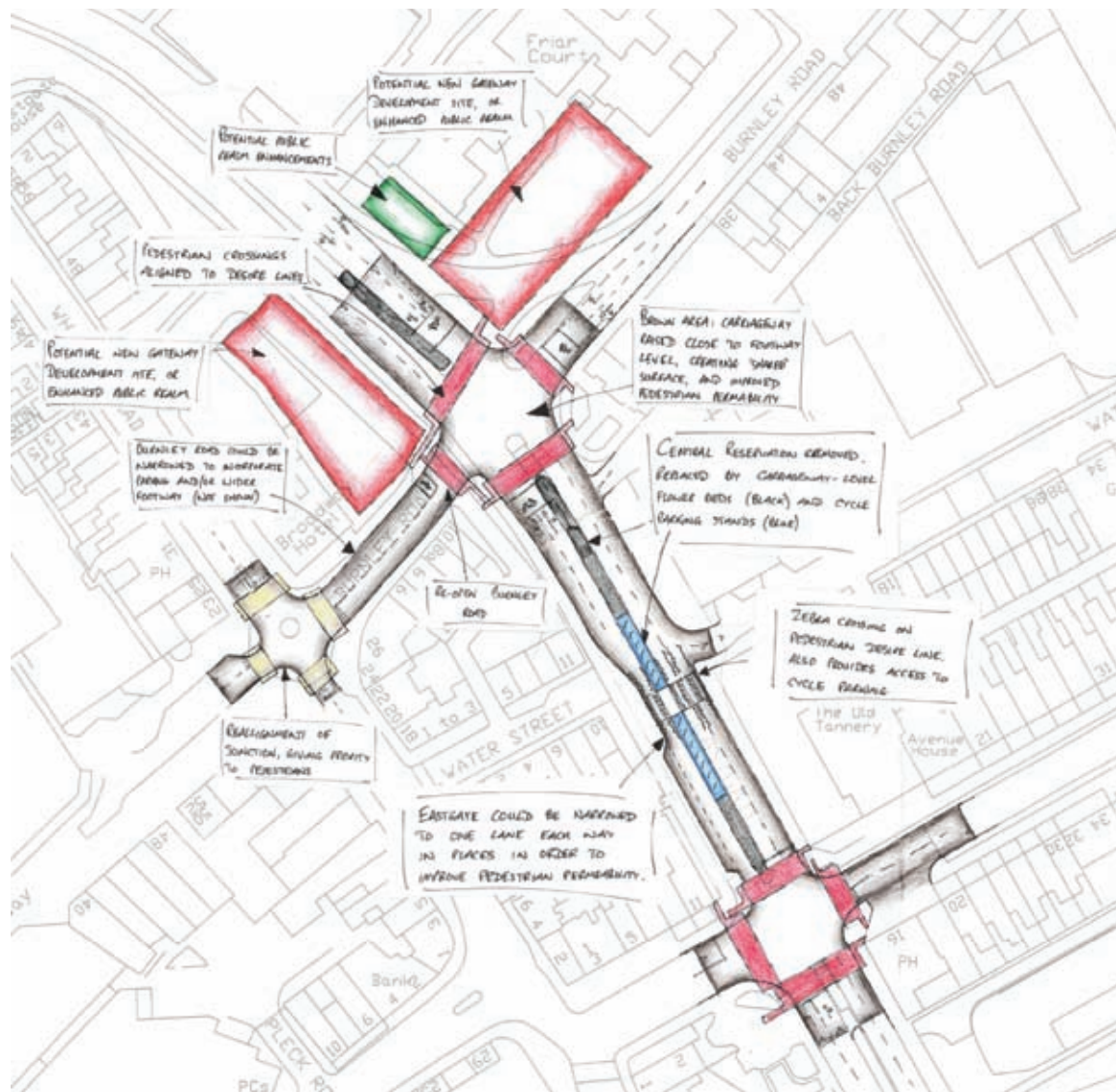


FIGURE 37
DESIGN CONCEPT FOR EASTGATE

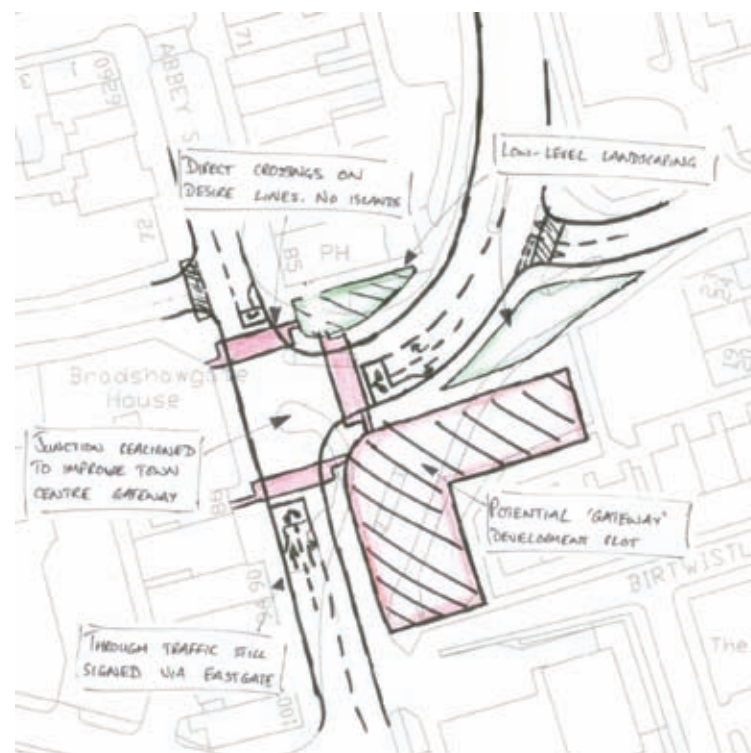


FIGURE 38
DESIGN CONCEPT FOR
ABBAY STREET GATEWAY

POLICY ATC18 PEDESTRIAN ENVIRONMENT

The Council will improve the walking environment by continuing the programme of pedestrian priority schemes and improvements to pedestrian routes identified through the masterplanning process.

Eastgate/Abbey Street Gateway

8.41 A priority gateway for enhancement should be the Eastgate/Abbey Street junction which forms the main entry and arrival point to the town centre from the south. Presently, this location does not provide a clear announcement of arrival in the town centre. This is due to the configuration of the junction, poor visibility into the town and visual clutter from highway infrastructure and signage. To the first time visitor, it is not readily apparent where the town centre is, or how to get there.

8.42 A realignment of the Eastgate/Abbey Street junction is therefore proposed which is aimed at creating a more defined gateway into the town centre from the southern approach. Through traffic would still be signed to the east along Eastgate.

8.43 The revised configuration will seek to provide more of a sense of place, create improved crossing points and clearly identify the location of the town centre. The new arrangement could be created by using potential highway land and re-arranging the car parking area.

8.44 An alternative option to improve the gateway would involve reducing the highway and signage clutter and providing some high quality directional signage and landscaping. A similar philosophy is adopted for the Burnley Road junction. Currently traffic is restricted from travelling straight on across Burnley Road towards the town centre. It is envisaged that opening this street to local access traffic will also create an attractive gateway to the town centre.

8.45 Figure 38 illustrates the Design Concept for Abbey Street Gateway to Town.

suggested that the options for improving this important gateway are investigated once the likely cumulative traffic impact of these developments is known.

8.47 The changes could include rationalisation of the highways and bus priority. More specifically it is suggested that the improvements include enhancing pedestrian crossing facilities. Particularly to improve pedestrian linkages to the proposed new bus station facility and town centre. The crossing points highlighted on Figure 39: Pedestrian Crossings are recommended for new measures such as:

- Zebra crossings;
- Puffin crossings; &
- Raised crossings where pedestrians give way to traffic.

The Viaduct Roundabout Gateway

8.46 An important gateway particularly from the west of the town is the Viaduct Roundabout. This point of the town centre and transport network has great potential to be enhanced. However, due to the grant of planning permission for the Tesco and the new bus interchange it is

8.48 It is essential that all crossings are sited on the desire lines and therefore create clear and direct points in which to cross the road.



FIGURE 39
PEDESTRIAN CROSSING
XXX

POLICY ATC19 CYCLING/CYCLE PARKING

The Council will:

- Maintain and extend cycling routes;
- New sites developed should provide for cycle spaces of the overall spaces allocated for vehicles in accordance with RSS – North West Regional Parking Standards;
- Improve secure cycle parking, requiring development proposals to provide secure cycle parking commensurate with user needs in accordance with relevant standards; &
- Work with businesses and other organisations through travel planning initiatives, to secure improved cycle parking provision and changing facilities for employees at the workplace and transport interchanges.

Furthermore, it is recommended that all crossing points are raised and therefore do not have dropped kerbs to create an attractive crossing point for all users, in particular the disabled and people with prams.

Eagle Street/
Scaitcliffe Street

8.49 Improvements are also proposed at the Eagle Street/ Scaitcliffe Street junction to improve the highway and gateway on this link into the town centre area. The key focus of the improvements in this area are aimed at reducing vehicle speeds along Eagle Street and improving conditions for pedestrians and cyclists.

8.50 The concept sketch [Figure 40: Concept Sketch for Eagle Street/ Scaitcliffe Street] shows a scheme which improves pedestrian and cycle crossing facilities on the key desire line between Scaitcliffe/Globe area and the town centre and calms the existing Globe roundabout to create a more approachable environment for pedestrians and cyclists. The cycle facilities at the junction are proposed to connect to a further pro-

posal on St James Street, which provides connection between the town centre and the National Cycle Network. A concept sketch of the St James Street scheme is shown at Figure 41: Design Concept for St James.

Walking and Cycling

8.51 Figure 39: Pedestrian Crossings identifies the main pedestrian crossing points in the town centre. The transport framework supports

the creation of an inviting environment for pedestrians and cyclists. This will require improving existing crossings and routes across the town as outlined in this section. The walking and cycling strategy adopts the principles of Planning Policy Guidance 13 [Transport], namely that walking is the most important mode of travel at the local level and offers the greatest potential to replace short car trips, particularly under two kilometres. Improvements to pedestrian crossings are highlighted throughout this section.

8.52 Furthermore, cycling has the potential to substitute for short car trips, particularly those of less than five kilometres. The network of high quality routes within the town centre area will ensure different land uses will be readily accessible on foot and by cycle.

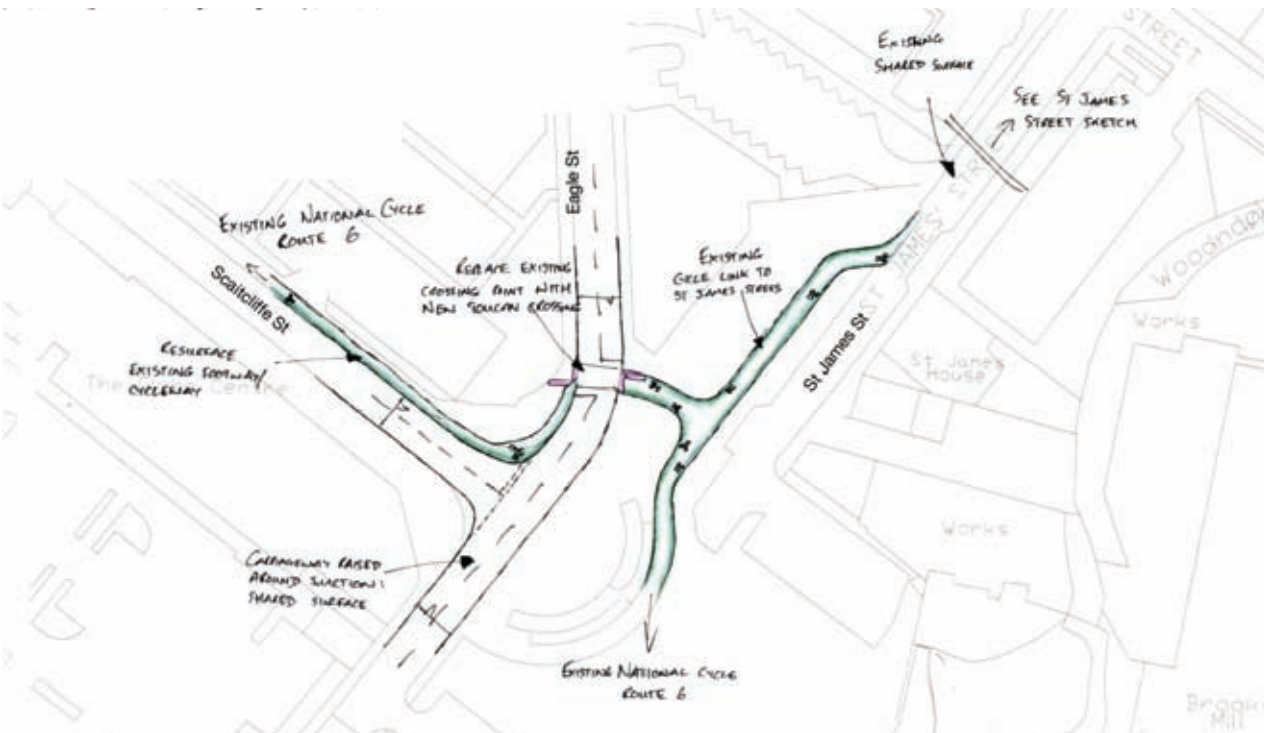


FIGURE 40
DESIGN CONCEPT FOR EAGLE STREET /
SCAITCLIFFE STREET

- 8.53 The assessment and consultation elements of the masterplan study have identified a key missing link for pedestrians and cyclists between the Globe Roundabout area and the town centre. It has been identified that this is an important link for two key reasons:
- Providing connectivity to the town centre from the National Cycle network: there is no existing convenient route to accomplish this due to the design of the one way system, which is unsympathetic to cyclists; &
 - Linking the employment sites at the Globe and Scaitcliffe House with the town centre. In particular, poor pedestrian crossing provision has been identified at the junctions of St James Street with both Paradise Street and Cannon Street.

St James Street Improvements

- 8.54 In addition to improving the provision for these sustainable modes of transport, the scheme also opens up the northern end of St James Street to Blackburn Road, thus providing improved connectivity to the revitalised High Street. A concept design of suggested improvements for this key link is shown at Figure 41: Design Concept for St James Street.

POLICY ATC20 TOWN CENTRE PARKING

The Council will work with Lancashire County Council and partners, including businesses, car park operators, landowners and developers to make better use of car parking capacity.

- To create a route and parking strategy based on strengthening the town centre;
- To rationalise surface car parking to free up strategic sites and improve the quality of the environment
- Publicise car parks, consider optimum pricing arrangements and improve signing;

Through the determination of planning applications, the Council will:

- Require parking provision for development sites within the AAP area are to be within the high quality interceptor car parks and/or contributions towards sustainable forms of transport, access, safety and environmental improvements; &
- Seek parking provision for other development/uses in accordance with RSS – North West Regional Parking Standards, or S106 financial contributions towards sustainable forms of transport, access, safety and environmental improvements and improvements to car parks.

Through its roles as a highway authority and car park operator the Council in partnership with LCC Highways will:

- Ensure generous and convenient on and off street parking provision for blue badge holders in accordance with relevant standards; &
- Maintain and improve parking for ‘powered two wheelers’ [motor bikes and scooters]

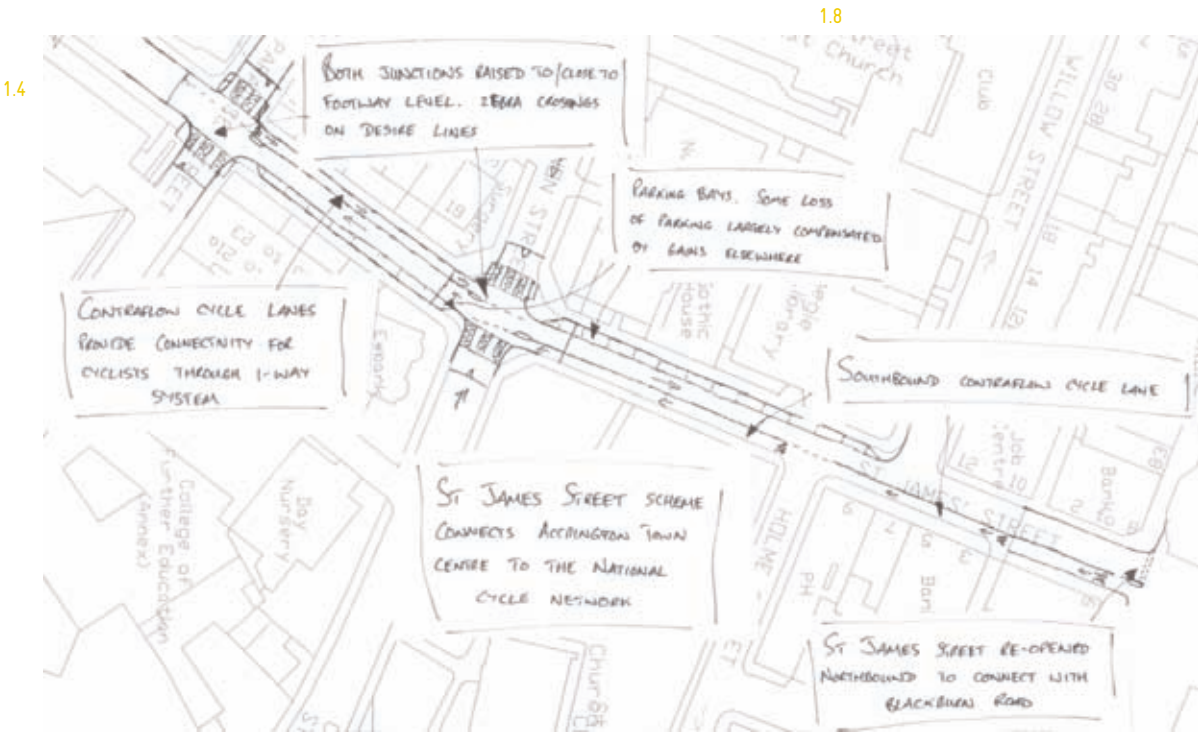
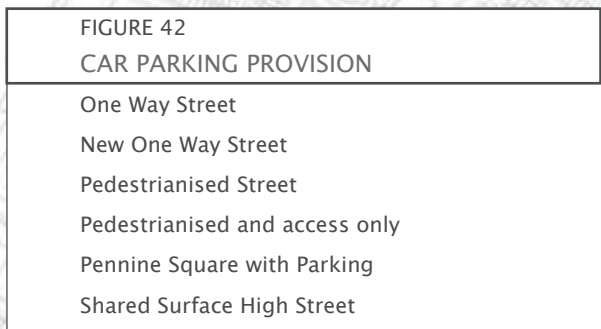


FIGURE 41
DESIGN CONCEPT FOR ST JAMES



Parking Strategy

Cycle Parking

8.55 Increased public cycle parking provision is proposed to be provided within the town centre area and in the vicinity of key new developments. It is envisaged that the majority of this increased provision will be built into the proposed improvements to the public realm. In terms of planning for cycle parking, a number of key principles are noted:

- Cycle parking needs to be convenient for all trip generating land uses. Cycle parking should therefore be scattered in clusters, as opposed to centralised. Notwithstanding this, some centralised hubs of parking will be provided, for example at the new bus interchange and the rail station;
- Cycle parking should be placed closer to the entrances of key trip generating land uses than the [non-disabled] parking for private cars. This should be less than 25m from the final destination point [building entrance]. To

1.4

achieve this it is generally considered that town centre cycle parking should be located in small clusters approximately 50m apart;

- All cycle parking should be located so that there is benefit from good natural surveillance: busy, well lit town centre streets at the front of buildings are always preferable to dark back alleys;
- Where possible, cycle parking should be covered. However, convenience of location is much more important than the need for cover. Therefore, if it would be inappropriate to provide cover at a particular location due to aesthetic considerations, then no cover will be provided; &
- Cycle stands should always be simple and easy to use. The commonly used ‘Sheffield’ stand type is considered to represent the best compromise of security, ease of use, cost and space considerations.

Car Parking

8.56 Hyndburn Council currently operate seventeen public off-street car parks within the study area, with the exception of the multi-storey car park at the Arndale, which is privately owned.

Figure 42: Car parking Provision shows the capacities and any parking restriction associated with these car parks. There are a number of small car parking sites within the town centre area and in particular within The Grange area of the town. Through the development of the masterplan the opportunity to rationalise some of the car parking has been identified.

8.57 Figure 42 also shows the car parking sites that are proposed to be redeveloped and the proposed parking sites.

8.58 It is estimated that there will be a reduction of approximately 294 car parking spaces as a result of the development proposals. However, to replace a significant proportion of this loss in parking two new car parking sites are proposed the first within the Grange area and the second within the Skills Centre area.

8.59 In addition, it is estimated that the on-street stock of parking could be increased within the town centre area through the provision of approximately 50 car parking spaces. These would mainly be provided in the Peel Street area.

8.60 Figure 42 demonstrates that there will be a shortfall in public car parking of approximately 50 car parking spaces. This is not anticipated to be a specific problem for parking in the town centre for the following key reasons:

- Proposed car parking provided as part of the development proposals will provide additional car parking for the new town centre land uses. The new car parking will have a phased introduction and it is anticipated that the new provision will be mainly accommodated in undercroft and multi-storey car parking and not in surface facilities;
- The function of a large number of the existing public car parks in the town centre is for commuter car parking, particularly in the

Grange and Scaitcliffe areas. Land use changes will rationalise the parking requirements in these areas and should accommodate this car parking within the new development proposals.

- The opportunity to increase the utilisation of the Arndale car park; &
- Exploring opportunities for other car parking sites to be added to the general stock of public car parking at certain times. For example, utilising car parking at the Globe on Saturdays for shoppers.

8.61 It is recommended that a detailed parking strategy is developed to address parking demands in and around the town centre from shoppers, businesses and commuters. This should also review other related parking matters such as increasing on street parking opportunities close to the main retail areas and the provision of motorcycle parking. A further issue that this strategy will need to address is the provision of taxi ranks within the town as this will need to be managed along with the on-street parking.

Travel Planning

8.62 Travel Plans are a package of measures and mechanisms designed to reduce car use and promote more sustainable modes of transport. A framework travel plan could be established for the town centre of Accrington, to ensure a range of travel choices are available and encouraged through the phased introduction of development and infrastructure proposals. This will provide a structure and guide for detailed travel plans for individual land uses or zones and occupiers.

8.63 Within the framework, subsequent, occupier specific travel plans will focus on the implementation of measures that are considered capable of delivering an identified level of change in favour of the alternative modes of transport, primarily walking, cycling and public transport. A toolkit of measures will be provided that both discourage car use and encourage\create demand for these alternatives. This toolkit will also have other policy benefits, contributing to improvements in health, education, quality of life and economic competitiveness.

8.64 Measures to influence travel behaviour are likely to include a commitment to raise awareness of travel options amongst residents, employees and people visiting Accrington Town Centre. This will be achieved through the dissemination of information such as:

- Alternative mode travel information i.e. public transport timetables, walking and cycling route maps and plans;
- Public transport information website addresses such as Transport for Lancashire, Traveline and Transport Direct; &
- Car sharing schemes.

8.65 Measures to discourage car use and create demand for alternatives are likely to include:

- Site specific parking management initiatives;
- Provision of quality infrastructure for walking and cycling. This will include high quality cycle parking and the provision of showers; &
- Provision of quality infrastructure for public transport.

8.66 This will include up-to-date information [potentially real time] on public transport services within individual land-uses as appropriate. In addition, financial incentives to promote public transport patronage could also be facilitated.

8.67 It is recognised that an opportunity may exist to create a Travel Management Association for the town centre area of Accrington that would incorporate the role of a Travel Coordinator.

8.68 The overarching vision of the TMA would be to promote the sustainable transport agenda through partnership working within the community. Hyndburn Borough Council and Lancashire County Council could work together with the town centre management team to implement and develop such an initiative.



9.0 Town Centre Management

Key Objectives:

- 9.1
- Becoming a Visitor Destination
 - Enhancing the Quality of the Environment
 - Improving Access, Movement and Transport
 - Promoting Investment and Business Development
 - Strengthening the Retail Provision in the Town Centre
 -

Policy Context for Chapter 9	Town Centre Management
National Policy	PPS1: Delivering Sustainable Development PPS4: Planning For Sustainable Economic Growth PPS12: Local Spatial Planning
Regional Spatial Strategy September 2008	Policy DP1 – Spatial Principles Policy DP2 – Promote Sustainable Communities Policy DP3 – Promote Sustainable Economic Development
Saved Policies Hyndburn Local Plan 1996	Policy R1 – Primary Zone for Accrington Policy R2 – Use Classes Policy R3 – Non Major Retail Development
Publication Edition Core Strategy, March 2010	Policy A2 Accrington Town Centre
Sustainable Community Strategy 2008 – 2018	A place with a thriving economy and sustainable market towns – ‘create attractive, clean and safe towns that are easily accessible with a wide variety of shops where people choose to spend their leisure time’.
Other Sources	Masterplan Baseline Studies

POLICY ATC21 MANAGING THE TOWN CENTRE

The Council will work with partners to provide a clean, safe, friendly, well managed and well maintained town centre in the daytime and at night.

Key Partners include: Local businesses, private land and property owners, the police and local community.

The Council will continue the Accrington Town Centre Regeneration Board and develop other groups which will help in the delivery of the AAP.

A clean, safe, friendly and well maintained town centre, which balances the needs of its users, is a basic civic requirement and will make the town centre more attractive to residents, visitors and investors. It is a key supporting activity for the achievement of other spatial objectives, which seek to boost the economy, enhance the range of attractions and improve the quality of the environment.

Accrington Town Centre is constantly changing. Managing these changes successfully requires a good understanding of the ways in which the town centre is being used [or not being used] and by whom. It also requires an understanding of changes in market conditions and the dynamics of the evening and night time economies.

At present the Town Centre Regeneration Board [TCRB] that is in place provides the primary forum for debate about key town centre operational issues. Recommendations of the Board are subject to the review and endorsement of Cabinet.

It is the intention to create an Accrington Town Centre Development Board [TCDB] which will look at the wider strategic view of the town centre and Hyndburn as a whole as part of the wider sub regional and regional economy. Whilst the TCRB will still be in operation, it is felt that establishing a Strategic Development Board is crucial to the delivery of the AAP.

- 9.2

This AAP identifies a number of performance indicators for the AAP as a whole and for Accrington Town. This approach will allow a strategic framework for Town Centre Management to be developed and implemented that will build the evidence base for the town centre and will assist its regeneration in the future.
- 9.3

A future Town Centre Management Team can provide services to create a safer, cleaner environment with added security. Initiatives to
- 9.4

provide 'Safer' streets and help overcome fear of crime are important and include: the provision of uniformed and trained community rangers, co-ordinated with CCTV, police and community support officers to manage anti-social behaviour; installing help points; upgrading street lighting in areas of need; assisting all town centre car parks to achieve the 'Park Mark' award and the implementation of a scheme for improved mini-cab facilities.
- 9.5

Accrington has the potential to become a significant attraction as a hub of evening entertainment. An 'After Dark Strategy' should be developed that will help to guide and improve the management of the town centre at night to reduce associated adverse impacts.
- 9.6

It will have to link to this Area Action Plan and to the Council's State-ment of Licensing Policy and complements other Borough strategies that
- 9.7

deal with crime, disorder, anti-social behaviour and visitor management. It aims should be promote the night- time economy whilst balancing the need to protect the amenities and quality of life of residents living in and around the town centre. It should addresses issues related to licensing, planning, management, maintenance, policing, crime and anti-social behaviour and late night transport in a holistic manner and set out a series of key actions.

10.0 Infrastructure Provision and Flood Risk

Key Objectives:

- 10.1
- Enhancing the Quality of the Environment
 - Improving Access, Movement and Transport
 - Improving Educational and Training Opportunities
 - Promoting Investment and Business Development
 -

Policy Context for Chapter 10	Infrastructure Provision and Flood Risk
National Policy	PPS1: Delivering Sustainable Development PPS12: Local Spatial Planning PPS22: Renewable Energy PPS25: Development and Flood Risk
Regional Spatial Strategy September 2008	Policy DP1 – Spatial Principles Policy DP2 – Promote Sustainable Communities Policy DP3 – Promote Sustainable Economic Development Policy DP4 Make the Best Use of Existing Resources and Infrastructure Policy EM15 – Framework for Sustainable Energy in the Northwest Policy EM16 – Energy Conservation and Efficiency Policy EM17 – Renewable Energy
Saved Policies Hyndburn Local Plan 1996	Policy TR1 – Transport Policy E3 – Environmental Enhancement and Protection
Publication Edition Core Strategy, March 2010	Policy ENV1 – Green Infrastructure Policy ENV2 – Sustainable Development and Climate Change Policy HC2 – Leisure and Health Policy ED1 – New and Improved Education Policy T1 – Improving Connectivity Topic Paper: Infrastructure
Sustainable Community Strategy 2008 – 2018	A place with a thriving economy and sustainable market towns – ‘create attractive, clean and safe towns that are easily accessible with a wide variety of shops where people choose to spend their leisure time’.
Other Sources	Strategic Flood Risk Assessment Phase 1 [SFRA] Forthcoming Supplementary Planning Document [SPD] – Developer Contributions Masterplan Baseline Studies

POLICY ATC22 TOWN CENTRE INFRASTRUCTURE

The Council will keep under review infrastructure capacity and additional requirements for education, healthcare and community facilities, waste disposal and utilities resulting from the development proposals set out in this AAP and will work with developers, utility companies and the Primary Care Trust to ensure the provision of adequate infrastructure to support proposed development.

- 10.2

In respect of water supply, drainage and sewerage infrastructure, engagement with utility companies and energy suppliers must identify a need for investigations to establish infrastructure requirements and the impact of the development proposed in this AAP on the existing network. Associated studies and upgrading of the network may be required, which may need to be funded by developers.
- 10.3

Developers will need to assess the waste water capacity both on and off the site to serve new development and demonstrate that proposals will not lead to overloading of existing waste water infrastructure and problems for existing or new users. New development will require separate foul
- and surface water drainage/ sewerage, as drainage of surface water to foul sewers is a major contributor to sewer flooding.

10.4

Provision should be made for surface water to drain to ground, watercourses or surface water sewers. In terms of water supply, developers will be required to pay for any mains diversions and new off-site infrastructure resulting from development proposals.

10.5

For individual development schemes, developers need to contact United Utilities at an early stage to discuss sewerage and sewage treatment, available capacity and infrastructure requirements to ensure that these essential services are provided effectively.
- 10.6

Town centre activities generate significant amounts of waste and the challenge of managing waste in a sustainable way in the future is considerable. The Council will work with LCC to ensure development proposals should include appropriate facilities to minimise waste and maximise recycling and accord to the principles set out in the Joint Lancashire Minerals and Waste Development Framework and the Publication Core Strategy DPD, March 2010.

POLICY ATC23 FLOOD RISK MANAGEMENT

Flood Risk Assessment [FRA] will be required for major development proposals within Flood Zone 2 and 3. The FRA should be commensurate with the degree of flood risk posed to and by the proposed development and meet the requirements of PPS 25 and the Hyndburn BC SFRA.

- 10.7

New development will need to avoid increasing flood risk. Parts of the town centre are within flood Zone 3 and Flood Zone 2 on the Environment Agency flood-map. Flood risk is an issue within the town centre. There are no formal flood defences maintained by the Environment Agency within the masterplan area.
- 10.8

Several culverted water-courses are within the town centre including the River Hyndburn, Woodnook Water, Pleck Brook and Broad
- 10.9

Further flood modelling will be required to identify the likely frequency and impact of flooding within the town centre. Following the guidance in PPS 25, the planning
- 10.10

Figure 19: Flooding and Watercourses demonstrates that the location of the AAP area has a risk of fluvial flooding from the River Hyndburn and Woodnook
- authority will endeavour to direct development to areas of least risk by applying the sequential approach.

The Council have just completed work on the Phase 1 Strategic Flood Risk Assessment [SFRA] that details further information on flood risk.

POLICY ATC24 S106 PLANNING OBLIGATIONS AND DEVELOPER CONTRIBUTIONS

There is a presumption that appropriate new development within the town centre will contribute towards the cost of delivering public infrastructure, including improvements to facilities and the environment and provide affordable housing by means of Planning Obligations, in accordance with Circular 05/2005 Planning Obligations [or subsequent legislation] and forthcoming Core Strategy and Development Management Policies.

water, with large portions of the area being identified as being within Flood Zone 3 and 2. The confluence of the two rivers is also located in the town centre on Church St. The area within the AAP is also subject to risk of flooding from non-fluvial causes. This relates to capacity issues and possible blockages of culverts.

10.11 The Council will enter into negotiations with applicants for planning permission and prospective developers to seek the provision of facilities, or a contribution towards the full cost of

requirements made necessary by and related to the proposed development, that is fairly and reasonably related in scale and kind to the proposed development and its impact on the wider area.

10.12 Further guidance will be provided in a subsequent SPD on the Council's approach to planning obligations and developer contributions across the Borough. Such improvements to facilities or the environment may include: affordable housing; access, public transport, walking, cycling and car park improvements; safety and

security measures; public realm, open space and environmental improvements; public art; learning and skills; healthcare facilities and services; education, community and voluntary sector facilities; children's play and childcare provision; and utilities infrastructure.



PART C

SPATIAL QUARTERS



FIGURE 44
QUARTERS PLAN

- AAP Boundary
- Town Centre Quarters
- Gateway
- Approach to Centre

PART C SPATIAL QUARTERS

11.0 Quarter Areas and Proposal Site Policies

Town Quarter Tactics

- 11.1

Figure 43 and Appendix 2 presents the Accrington Town Centre Area Action Plan Proposals Map and its Quarters. Set out below are key changes proposed for each quarter. The rest of the chapter outlines more detailed proposals for each quarter through Quarter Base Planning Policies. Planning Policies of Part B of this AAP should be read alongside Quarter Base Policies of Part C of this AAP.
- 11.2

Proposal Sites and Environmental Improvements for the town centre are cross referenced through numbering and lettering accordingly on the Proposals Map and should be viewed in conjunction with this AAP.
- 11.3

It should also be noted that some of the identified sites have now been granted Planning Permission and have subsequently been developed out and others are awaiting development. These schemes have largely been developed
- oper led with some joint working with the Council.
- 11.4

The Council recognizes that the work at the masterplanning stage identified the Proposal Sites/Environmental Improvements and this AAP document is a vision and planning policy guidance place-making tool to assist with the detailed development and delivery of them.
- 11.5

Detailed briefs are to be developed on the back of this AAP document that will build upon the current work to deliver actual schemes on the ground. Slightly ahead of the AAP process, detailed briefs for specific sites/buildings have already been produced through planning applications and have largely been funded by developers. The Council has also embarked with development partners in producing development briefs for some of the identified sites. These will be detailed further in this Chapter.
- 11.6

– Figure 44: Quarters Plan
- 11.7

Blackburn Road – Prioritise the revitalisation of Blackburn Road as the towns ‘high street’ by investing in the distinctive Market and surrounding space as the heart and unifying hub of the town. Strengthen this role by the relocation of the bus station, refurbishment of historic buildings, public realm investment, introducing new development and supporting local and independent retailing.
- 11.8

Cannon Street - To breathe new life into the grandest part of town by the restoration and re-use of heritage buildings for residential and leisure uses. Enhance the heritage character of buildings and streets and spaces through restoration of architectural features, structures and St James Churchyard.
- 11.9

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

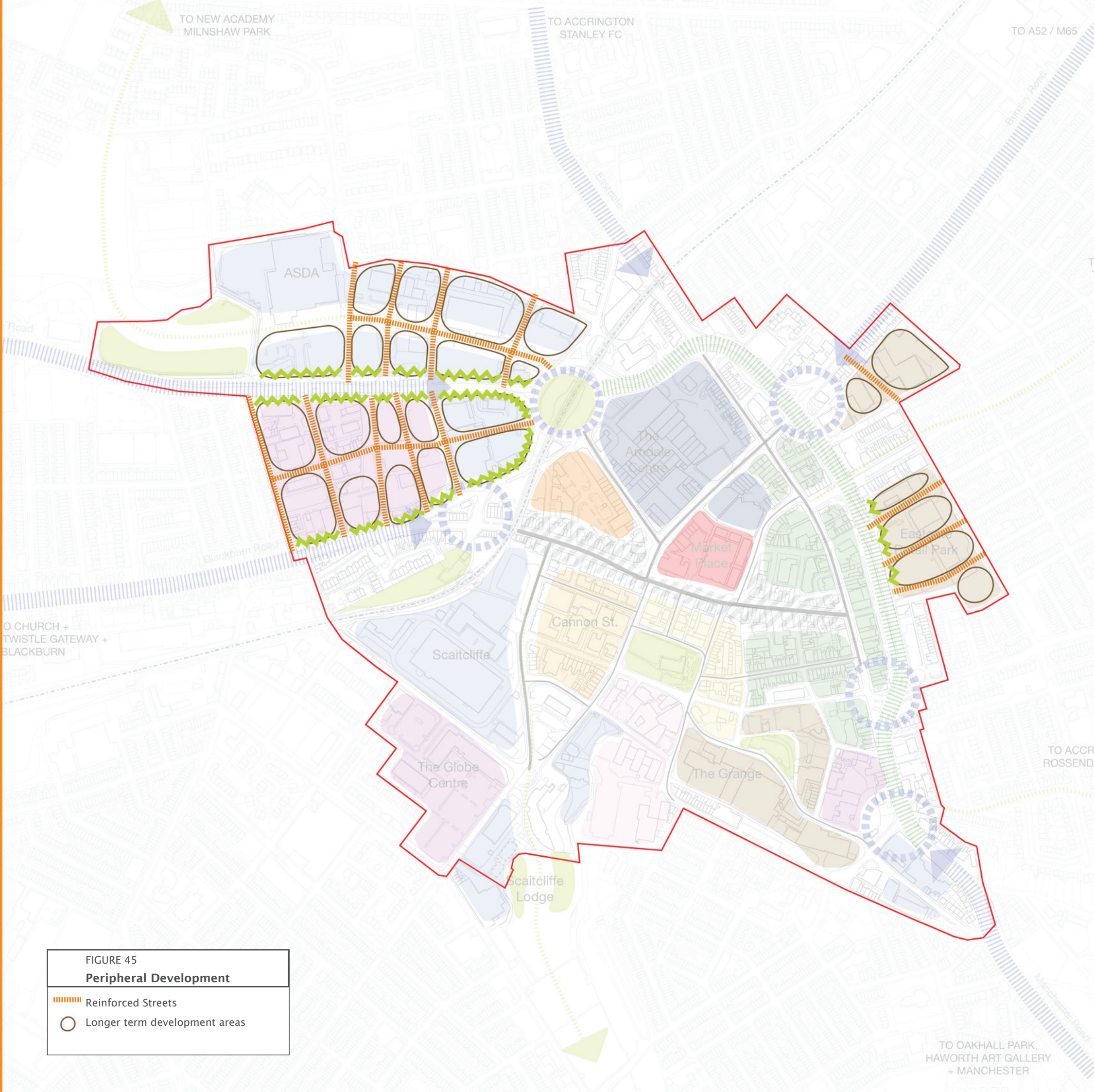


FIGURE 45

Peripheral Development

- Reinforced Streets
- Longer term development areas

11.10	and surrounding areas.	11.12	tion with the town centre.				
	<i>Scaitcliffe</i> – To contribute to the wider regeneration of the Platts Lodge and Woodnook area by creating a strong link to the town centre, reusing and refurbishing historic mill buildings and introducing new mixed uses. Creating an attractive gateway around the relocating station building of a high quality design to enhance the adjacent Conservation Area around Cannon Street. Ensuring new development enhances the biodiversity and heritage value of the area.		A potential for this would be the redevelopment and re-modelling of the existing Viaduct Leisure Park site that could potentially be a mix of retail, office and leisure uses that would utilise the existing site more efficiently and create improved linkages to the core town centre together with providing re-location options for existing business at the Eastgate Retail Park.	11.15	enhanced pedestrian crossings and in the longer term built development along its frontage. Key gateways to the town at Abbey St, Whalley Road and Burnley Road will be better defined and create attractive arrival points to the town centre.	11.18	and lower value ‘shed type’ retail and warehouse uses. The urban form in these areas [known as ‘shatter zones’] is incoherent and of indeterminate character displaying poor linkages and integration of such areas with the town centre and residential hinterland.
11.11		11.13	<i>Eastgate</i> – To redevelop the Eastgate Retail Park site and existing buildings along Eastgate in part with strong mixed-use frontages to Eastgate together with sensitively designed residential development with a mix of units and open space aligned to the rear of the mixed-use elements. To also redevelop the former Volvo dealership site for residential development with a mix of units.		The Accrington Town Centre Area Action Plan Proposals Map and its Quarters at Figure 43 and Appendix 2 demonstrates how progress can be delivered on a project by project basis. This includes development recently completed or under construction. Individual development and environment proposals are indicated on plan.		In the future reintegrating such areas back into the urban fabric will be explored in new development. This will involve development and the reorganization of land uses responding to a clear set of streets, strong and active street frontages that create attractive and pedestrian friendly environments as well as high quality arrival points to the town Centre. [Figure 45: Peripheral Development]
	<i>Hyndburn Road</i> – This area will continue its role as an important employment and commercial area with a new business hub, to diversify the economy, providing higher value employment and new office space. Blackburn Road, Hyndburn Road and the Viaduct roundabout will be enhanced as key routes and town centre gateways. Hyndburn Lodge will be a focus for environmental improvements opening up this recreational resource for the wider community. Over time the ‘big box’ retail and leisure sheds could be redeveloped for a mix of uses that provide better integra-	11.14		11.16	Edge of Town Centre		
			Improve the environmental quality of Eastgate by creating more of a boulevard character, with new planting to define the route and screen unsightly buildings, public realm improvements,	11.17	Many British towns have areas adjacent to the central core which offer significant redevelopment opportunities. In Accrington these areas are to the east of Eastgate and to the north and south of Hyndburn Road. These areas were commonly older residential and industrial areas and railway land.		
					Many of these former uses have now relocated or disappeared and been replaced by roads, car parks		

FIGURE XX
ACCRINGTON TOWN CENTRE AREA
ACTION PLAN PROPOSAL MAP

- Public space
- Street Improvements and crossings
- Greenspace
- Water
- Refurbishment building
- New building
- Completed Project
- Crossings
- AAP Boundary
- Town Centre Boundary
- Primary Retail
- Secondary Retail
- Town Centre Conservation Area
- Suggested extension to Conservation Area





Accrington Town Centre Area Action Plan Proposal Map

Proposal Sites

- | | |
|----------------------------------|--------------------------------------|
| 1a Former Skills Centre | 18 Broad Oak |
| 1b Train Station | 19 Spring Gardens |
| 2a Scaitcliffe Lodge | 20 Jacob Street |
| 2b New Health Centre | 21 Charlie Browns |
| 3 Market Hall | 22 Water Street |
| 4 Arndale | 23 2-16 Broadway |
| 5 Former Sunday school | 24 Barnes Street |
| 6 Fire Station | 25 Wellington Street |
| 7 Baptist Church | 26 Paxton Street |
| 8 La-de-das | 27 The Fort |
| 9 Conservative Club | 28 Hyndburn Road/
Viaduct Gateway |
| 10 Barnes Furniture Store | 29 Derby Street |
| 11 Town Hall | 30 Whalley Road |
| 12 Cranshaw Street bus station | 31 Grange Lane |
| 13 Blackburn Road/Ellison Street | 32 Cross Street |
| 14 Bridge Street | 33 Union Street |
| 15 Thompson Court | 34 Stanley Street |
| 16 Victorian Arcade | 35 Park Street |
| 17 Oak Street | 36 Water Street |

Environmental Improvements

- | | |
|-----------------------------------|---------------------------------------|
| A Eagle Street | M Eastgate |
| B Cannon Street | N Peel Street Square |
| C Paradise/Eagle St junction | O Wellington Square |
| D Scaitcliffe/Ormerod St junction | P Toll House Square |
| E Market Square | Q Blackburn Road /
St James Street |
| F Globe Square | R Hyndburn Road |
| G Cross Street | S Blackburn Road Gateway |
| H Grange Park | T Avenue Parade |
| I Abbey Square | U Hyndburn Lodge |
| J Broadway Canopy | V Whalley Road |
| K Viaduct Square | W St James Churchyard |
| L Burnley Road | |

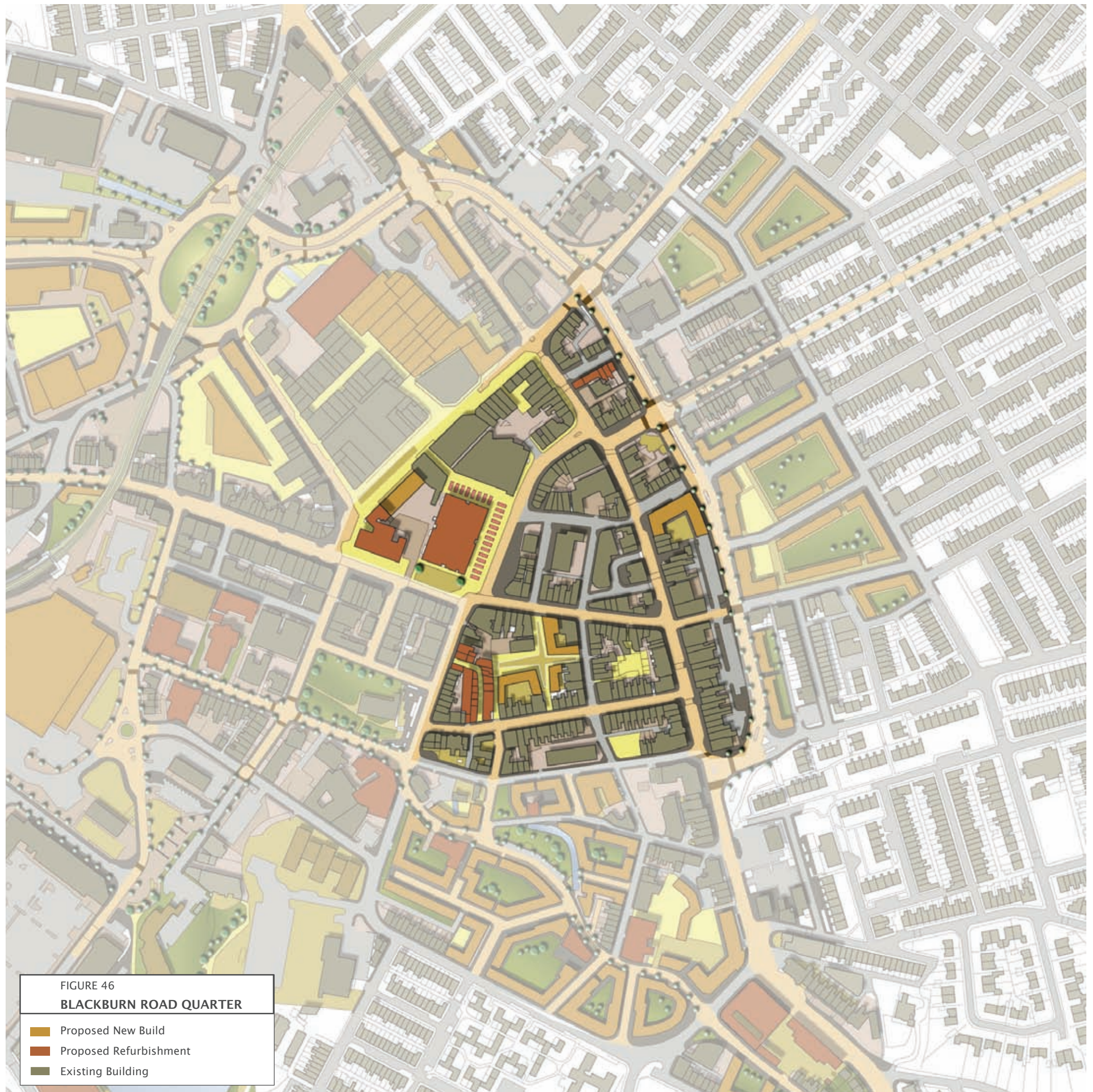
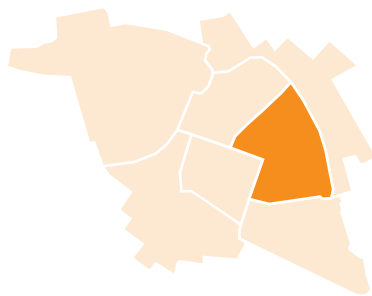


FIGURE 46

BLACKBURN ROAD QUARTER

- Proposed New Build
- Proposed Refurbishment
- Existing Building



PART C SPATIAL QUARTERS
11.0 Quarter Areas and Proposal Site Policies

Blackburn Road Quarter

POLICY AQ1 BLACKBURN ROAD QUARTER

The Council will work with land and property owners and developers to secure the comprehensive development and upgrading of this area, including partial redevelopment to provide high quality development, which should include:

[Q] Improvements to the public realm quality of Blackburn Road by either partial pedestrianisation or using the principles of shared surfaces to ensure vehicular speeds are low and pedestrians are prioritised;

[11] Creation of a more prominent and better quality heart of the town by refurbishing the Town Hall;

[3] Refurbishment of the Market Hall and introduction of new uses. Enhancing the Market Pavillions by new canopies, stall layouts and public realm;

[E] Improving the space in front of the Town Hall and Market Hall to create a unifying Market Place and focus for activity, events and gatherings;

[N] Developing a new Market Square [following relocation of bus station] for events, parking and outdoor market along Peel Street;

[16] Restoration of the Victorian Arcade and introduction of new cafes, restaurants at ground floor and residential in upper floors to a create focal point linking Blackburn Road area to Warner Street and the Grange;

Improving access through and the environment of courtyard spaces such as Bridge Street [14] and Thompson Court [15] and investigating uses for new development;

[22] Refurbishment of retail properties on Water Street; &

[21] Redevelopment of Charlie Brown site for a new retail/office use or car parking.

- 11.20 The Blackburn Road Quarter includes the heart of the town based around the Market Hall. Whilst the Arndale Quarter provides for modern retail and national retailers the Blackburn Road area is the focus for the town’s independent and distinctive retail offer. This is anchored by the indoor and outdoor markets and complemented by properties along Blackburn Road, Warner Street and Abbey Street. [Figure 46: Blackburn Road Quarter]

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

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

11.23 Much of the town’s intrinsic character and finest buildings are located along the high street of Blackburn Road. As such it should be a prominent route within the town with easy access for shoppers, visitors and residents. To achieve this will require better access and movement for vehicles and pedestrians and public realm improvements to create a better quality environment and setting for buildings. This will require exploring the merits of opening up Blackburn Road and if this is to be recommended, how traffic will be controlled through adopting best design principles [such as shared surfaces which help to reduce the negative impacts of traffic].



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

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

Market

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

11.26 Both the indoor market and outdoor market need investment to secure their sustainability. It was identified through the masterplanning stage that the indoor market required investment in the structure and fittings as well as the conversion of the upper floor spaces. This could include a new cafe and managed workspace units. The Market Hall has subsequently received £1.6 million of funding from the Local Enterprise Growth Initiative [LEGI] and the renovations are near completion. The outdoor market could be improved to provide a more effective and attractive layout and design that would increase the popularity and trading of the market. This should be based around:

- creating a more active and animated frontage to the outdoor market;
- creating a more traditional market character;

- opening up the attractive Market Hall elevation;
- reconfiguring and structuring of stall layouts to support better trading; &
- improving the public realm around the market once the bus station has relocated, creating a flexible and attractive setting for Market activities.

11.27 The current market pavilions structure is not entirely sympathetic to the Market Hall elevation. A lighter canopy structure could be installed with traditional market stripes to provide a more attractive and sensitive design which would enhance the character of this part of town or a more radical approach of introducing temporary structures for market days with the wholesale removal of the existing external structures.

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



Artist impression of the renovated indoor market



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



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

11.29 An effort to establish more local produce stalls and a farmers market on a monthly basis, together with more themed events [plants, books, antiques etc] would bring new and more people into the town and widen the market’s appeal. Public realm improvements around the market should encourage people to linger by the provision of attractive streetscape materials, Skipton in North Yorkshire exemplifies a successful historic market town. At the heart of this success is a very popular market. The market is spread along the length of its high street which is kept open to traffic, where its activity spills out onto the street creating much animation and interest. On non-market days the space for stalls is used for on street parking, supporting the businesses and shops along the high street.

Town Hall

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

Warner and Abbey Street

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

11.32 Like cafes, restaurants and bar uses, specialist and independent retailers benefit to an extent from clustering and mutual marketing. This is an approach the retailers in the Warner Street area have tried to adopt and should be further supported. There is some evidence of uses in the Warner Street area changing from retail with shop fronts to some professional services. This creates dead frontages and reduces pedestrian flows and trade. It is recommended that this change of use is controlled through the plan-

ning change of use system as it threatens to dilute the special character and potential vibrancy of the Warner Street area. In addition relaxed on street parking restrictions should be adopted to support such businesses.

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



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



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



Georges Yard, Barnsley & Victorian Arcade, Leeds

Victorian Arcade

- 11.34
- The Victorian Arcade is another unique and interesting building in the heart of the town and should be restored to its former glory. It provides quite an intimate and interesting ground floor space which would lend itself to eating and drinking places.
- 11.35
- It also provides an important route from the Blackburn Road area to the Grange and Warner Street. The ground floor units could provide a cluster of cafes and restaurants which could be jointly marketed as a destination in the town together with exhibition space for the Tiffany Glass collection or local artists. This would also bolster the attractiveness of Warner Street. These eating places could focus on dishes that used local Lancashire produce and complement the role of the Market where you can buy such produce. Upper floors could be converted to residential uses.

Courtyard Spaces

- 11.36
- There are a number of hidden courtyard spaces in the Blackburn Road area. These are currently used for servicing, storage and parking. Some are large enough to be redeveloped into useable spaces and could also provide pedestrian routes connecting streets. These could be redeveloped as a focus for bistros and restaurants with upper residential uses.

Pennine Lancashire Squared – Accrington

- 11.37
- The Pennine Lancashire Squared project grew out of the vision of the late media-guru Anthony Wilson and partner Yvette Livesey for a network of unique and special public squares which celebrate the wonderful civic character of the towns of Pennine Lancashire.
- 11.38
- In 2008, Accrington was one of six of these towns selected to be the subject of an ambitious international design competition, which

would make proposals for a public square at the heart of each town. The town put forward Peels Square as its special location, and Landscape Projects won the competition with a scheme to transform the area around the Market Hall into a setting for events, daytime and evening activity, which celebrates Accringtons identity as a floral market town. Since the competition result was announced, it has become clear that Peel Square is one of several development projects which will shape the future of Accrington Town Centre. These projects are interrelated, both physically and in timescales. For example, the implementation of the Peel Square project is partially reliant on the relocation of the bus station. However, currently each project is being treated separately, leading to the risk that each isolated project will fail to make a coherent and coordinated contribution to the improvement of

- 11.39
- Accrington Town Centre. Regenerate Pennine Lancashire [formerly Elevate] and Hyndburn BC have therefore taken the opportunity to examine the potential for broadening the remit of the Pennine Lancashire Squared project.
- 11.40
- Accrington town centre is in an excellent position to benefit from several significant development projects which will affect its town centre. To ensure the maximum benefit to the town centre, and reinforce its emerging identity as a floral market town, it will be necessary to develop a coordinated approach to change in the town centre. A town centre regeneration plan, focussing on the cultural heart of Accrington, should be developed. This will be drawn up through the collaborative input of the town centre stakeholders. It should build on the recommendations of the Accrington Masterplan, and will be a natural extension of the Pennine Lancashire Squared initiative for Peel Square and Blackburn Road.

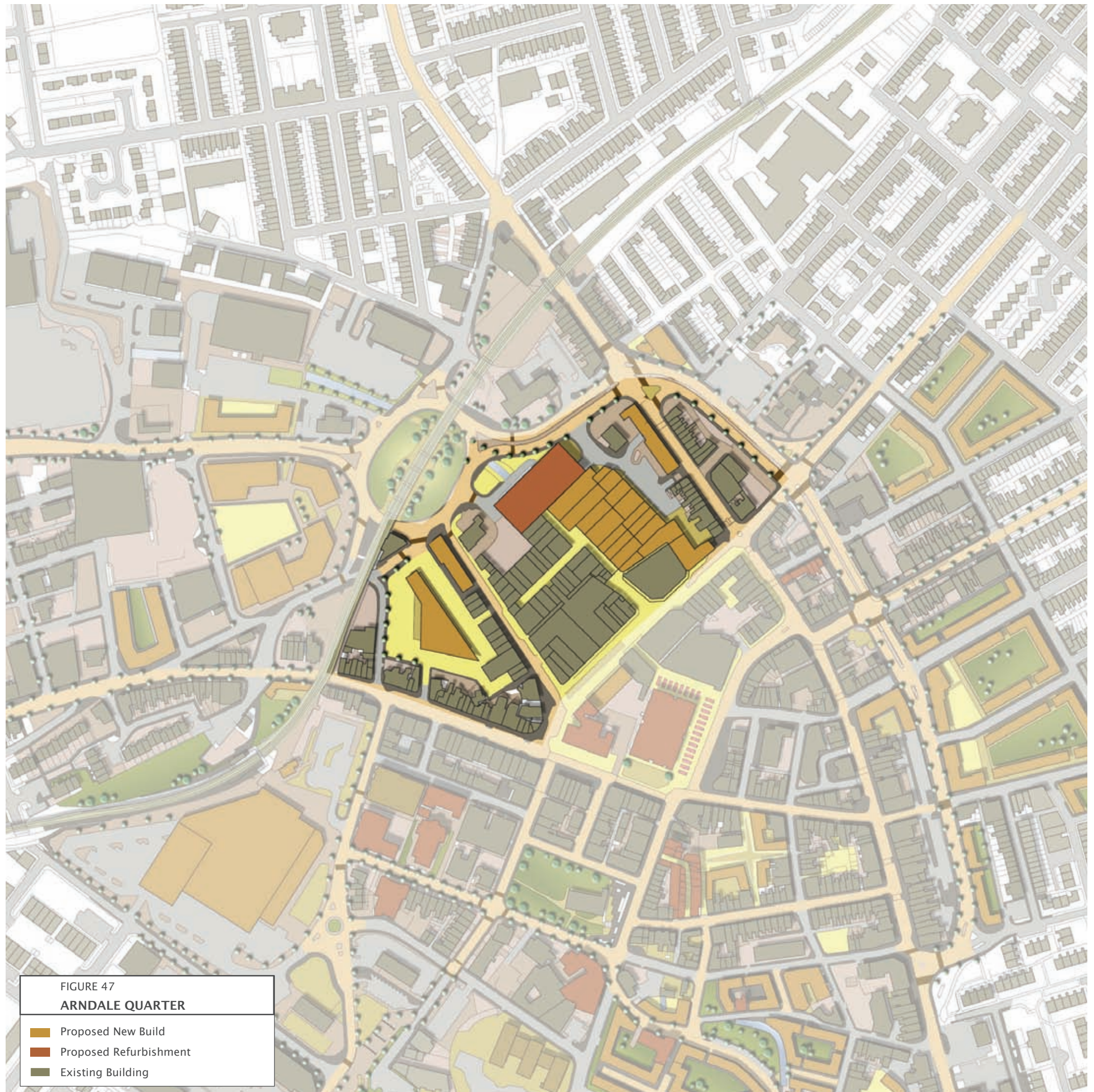
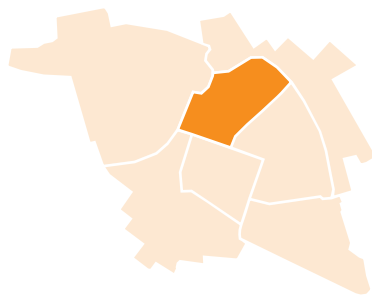


FIGURE 47

ARNDALE QUARTER

- Proposed New Build
- Proposed Refurbishment
- Existing Building



PART C SPATIAL QUARTERS
11.0 Quarter Areas and Proposal Site Policies

Arndale Quarter

POLICY AQ2 ARNDALE QUARTER

The Council will work with land and property owners and developers to secure the comprehensive development and upgrading of this area, including partial redevelopment to provide high quality development, which should include:

- [12] Relocation of the bus station to Crawshaw Street creating a new town centre gateway and a new 12 stand bus interchange;
- [33] Redevelopment of former Kwik Save building for new retail development as part of bus station gateway to town and Viaduct Gateway improvements;
- [4] Extending and remodeling existing retail units by using upper floors and extending floorplates to create larger units and attracting major retailers into the town;
- [4] Using the current oversized servicing yard of the Arndale for new retail extensions and a new unit facing Broadway improving this frontage;
- [30] Potentially to expand retail development up to Eastgate by removal of poor condition properties on Whalley Road creating new attractive frontage to Eastgate and creating a better impression of the town at a key arrival point;
- [J] Public realm improvements to Broadway to potentially provide partial canopies, increase landscaping and improve seating; &
- [23] Removal or refurbishment of 2-16 Broadway and to be replaced with a high quality new retail building with larger retail units, with an attractive frontage and access onto Broadway and addressing the poor quality service yard to rear by screening/redevelopment.

- 11.41 The Arndale Quarter is dominated by the Arndale Shopping Centre, an indoor shopping centre built in the 1980s with a large multi-storey car park. The centre has a number of design and layout deficiencies which limit its attractiveness to the market and potential occupiers as well as potential customers. These include the outdated architectural quality of the building, an oversized servicing yard, unattractive frontages and under-sized retail units. The multi-storey car park has a poor quality environment and is also not very user-friendly. [Figure 47: Arndale Quarter]
- 11.42 In addition to current vacancies the under-performance of the centre is also illustrated by the increasingly low quality offer and vacant properties on streets surrounding the centre. A common theme from the consultation of the masterplan was the lack of fashion retailers in the town centre.
- 11.43 The shopping centre has become outdated and needs comprehensive redevelopment in order to expand and improve the quantity and quality of the retail offer in the town centre. Redevelopment of the Arndale Centre should transform it from a shopping centre to



Indicative image of proposed new bus station



Indicative image of proposed new bus station



Modern mixed use development, Bath



Complementary uses supermarket next to Farmers Market, Bath



Above example of good quality bus interchange at Norwich

11.44 a shopping place. This will need to address the current largely introverted nature of the centre by creating more active frontages and seamless routes into the stores from surrounding streets including more attractive ‘front covers’ to Eastgate and the Viaduct Roundabout which occupy an important gateway to the town. The remodelling of the Centre should create larger trading units with more diversity in terms of architectural style and treatments. This will integrate the centre better with its surroundings strengthening the pedestrian circuit to the rest of the town.

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

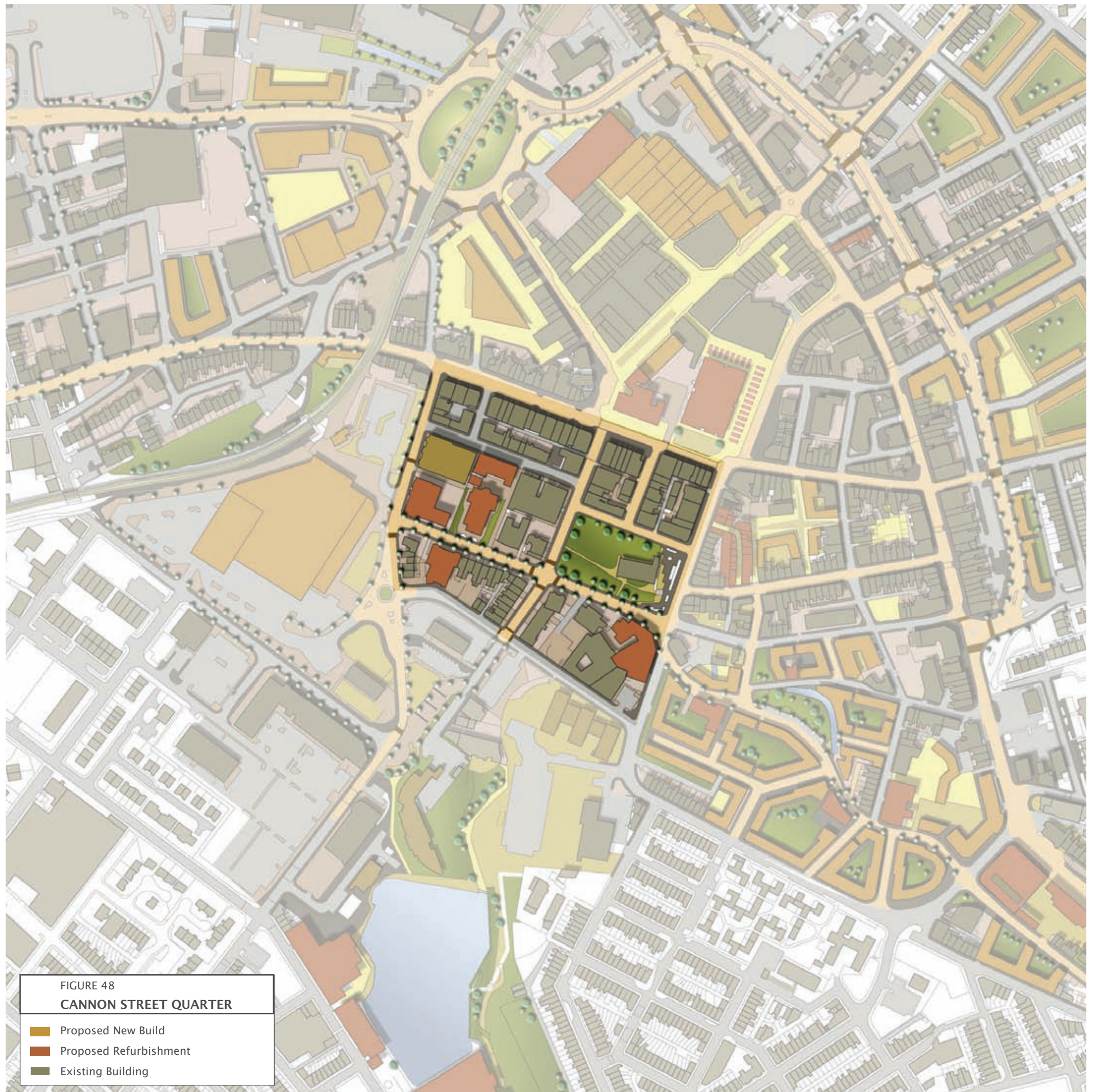
11.46 Despite recent public realm improvements to Broadway it was felt during consultation that the area still needs some shelter through

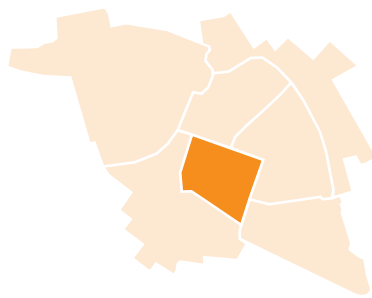
maybe partial canopies, and softening through more sensitive landscaping and more comfortable seating areas. It was also recognised that the street is quite wide and would benefit from animation through outdoor events and stalls.

Bus Station

11.47 The area behind Union Street, adjacent to Crawshaw Street is currently substantially underutilised given its location. The site has been assessed as the most appropriate site for the new bus station [Planning Permission granted by LCC in December 2009 as part of the Rapid

Transit Route bid] given its proximity to the heart of the town, the prime retail shopping streets, Blackburn Road and access to the highway network. The integration of this area back into the town centre, specifically the Arndale Shopping Centre, Broadway and Blackburn Road will be essential to ensure ease of movement for bus station users.





PART C SPATIAL QUARTERS
11.0 Quarter Areas and Proposal Site Policies

Cannon Street Quarter

POLICY AQ3 CANNON STREET

The Council will work with land and property owners and developers to secure the comprehensive development and upgrading of this area, including partial redevelopment to provide high quality development, which should include:

- [9] Preventing the further deterioration of the Conservative Club by Council intervention and securing the building. Promoting this landmark building as a flagship heritage project;
- [8] La-de-dar’s [Former Liberal Club] converted to residential uses;
- [7] Baptist Church: Currently being converted to residential uses;
- [5] Former Sunday School – short term Council intervention to secure the building and prevent further deterioration. Future restoration and conversion to residential and cafe, restaurant uses should be explored;
- [W] Creating a better quality green space around St James Church to increase its use and enhance its attractiveness;

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

11.49 Cannon Street shares a number of common features, including a predominant development period, a prevalent original function and a consistent design approach, and as such the area can be considered to have its own identifiable character. [Figure 48: Cannon Street Quarter]

11.50 Defined by Willow Street to the north, Eagle Street to the west, Paradise Street to the south and by St James’ Street to the east, this characterful area is dominated by major mid to late nineteenth and early twentieth century civic buildings, including Cannon Street Baptist Church, Accrington Conservative Club, the former Eagle Street Liberal Club and Carnegie.

11.51 A Public Library supported by a collection of fine residential terraces on St James’ Street, the area currently forms the traditional office location for in some cases long-established local firms, such as solicitors [e.g. Farleys] and accountants [e.g. Mayes]. These are clustered on Willow Street, Paradise Street and St James Street. The Council itself has offices on Cannon Street. The area is strategically placed between the town centre and the evolving employment hub around the Globe Centre and the new health centre.



Indicative image of improvements to Cannon Street



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



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



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



Enhancements to St James Church Area

Re-use of heritage buildings

- 11.52 There are a number of vacant and poor condition heritage buildings. These include the Cannon Street Baptist Church, the former Sunday School, La-de-das [Former Liberal Club] that has now been converted into apartments] and the Conservative Club. These properties blight the area and are a focus for fly-tipping and vandalism, exacerbated by the lack of security provided.
- 11.53 Due to its location, character and size of buildings it does lend itself to residential, town centre living. This market is currently being tested by the planned conversions of La-de-das and the Baptist Church for such uses. In the longer term characterful buildings could be con-

verted for high quality cafes and restaurants. The urban grain and village feel to the area and its cohesive but individual character would support these uses. As the working and living population of the quarter increases the critical mass of trade for such commercial activities would be in place.

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

sector funding to support its regeneration given the evident scale of disrepair.

- 11.55 In the shorter term buildings in disrepair should be targeted for Council intervention and enforcement action. The buildings should be secured to prevent further decline. Given the heritage value of the area it should be targeted for a Townscape Heritage Initiative scheme [THI].
- 11.56 The heritage character of buildings can be enhanced through the restoration of architectural features and structures. Insensitive buildings such as the former Barnes Furniture Store building also negatively impact on the character of the area and should be redeveloped using more appropriate design treatments.

Public Realm and Green Space

- 11.57 In addition, to complement the wealth of heritage buildings and features in the area, Cannon Street should be targeted for public realm improvements as the predominant pedestrian link into the town centre.
- 11.58 The green area around St James Church is one of the few in the town centre. The churchyard is currently bounded by low stone walls but the cast iron railings which once surmounted the walls have since been lost and as such the open space seems to 'leak' out into the surrounding streets. Its enhancement as a key town centre green space as part of a wider Cultural Quarter is proposed.