

An aerial photograph of a town center, likely Accrington, showing a mix of residential and commercial buildings. A prominent long, low building with a series of gabled roofs runs horizontally across the middle. To its right is a larger, more complex building with multiple courtyards. The streets are filled with cars, and there are patches of greenery and trees. On the left side of the image, there are several vertical white bars of varying heights, some of which are partially obscured by the text.

REDEFINING ACCRINGTON



This section describes the vision and strategy which will drive and direct the masterplan and regeneration of the town centre. This includes a series of themed aims and objectives for regeneration, design, public realm, heritage and transport strategies to underpin these principles

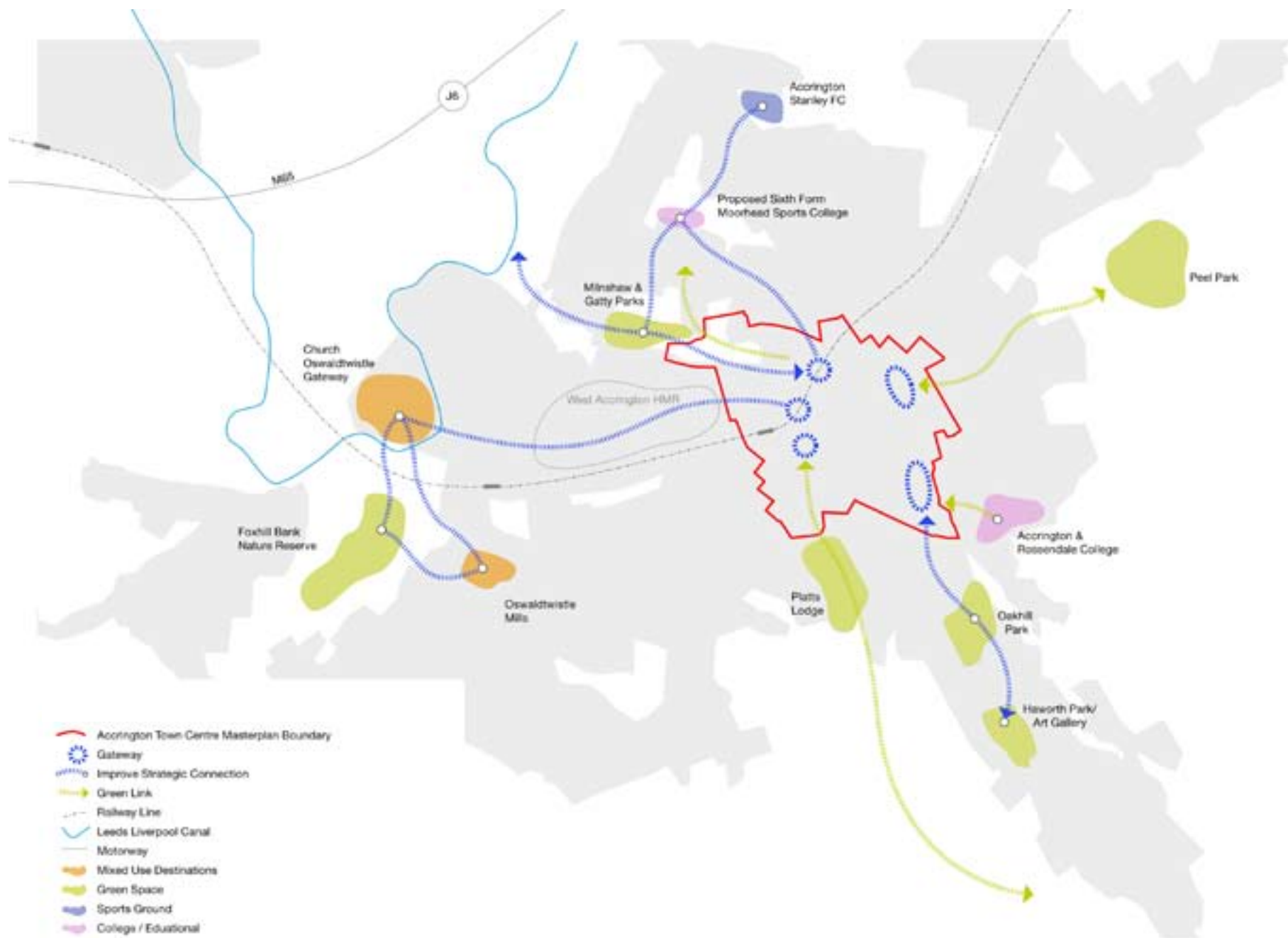


Figure 18 Strategic Spatial Framework



THE TOWN CENTRE AND PLACE-MAKING

Hyndburn is within a period of significant transformation with the impact of regeneration programmes, such as housing market renewal, expected to have significant positive impacts on the Borough's environment, community and economy.

Sustainable change within these neighbourhoods can be further strengthened by a more vibrant and competitive town centre. The strong relationship of the town centre and its residential hinterland is essential to the success and regeneration of both.

Hyndburn Borough Council has an overriding vision to make Hyndburn "a better place to live, work and visit". The role of the town centre has an important role to play in improving the quality of life in the wider Borough through providing jobs, services and amenities for local residents, workers and visitors in an attractive safe and distinctive environment.

Accrington town centre should be the main focus for shopping, culture and employment in the Borough and meet the needs of its diverse and cosmopolitan community.

The environmental assets of the borough should be capitalised on and successfully connected to neighbourhoods and the town centre.

Figure 18 shows the place-making and image building opportunity across the Accrington area. The better linking and promotion of these assets, as well as offering economic, social and environmental benefits to residents, also provides a fantastic opportunity for promoting the area as an interesting place to live, work and play. This is not just important in terms of 'place-marketing' but also in terms of local identity and cohesion.

On a strategic scale the town centre needs to make the most of its proximity to key spatial and environmental assets that complement and support the role and function of the town centre.

This ranges from ensuring local students in the new Sixth Form and Accrington and Rossendale College frequently use and visit the town centre, to capturing the trade that currently Oswaldtwistle Mills enjoys in the town centre, to extending the visitor offer of the town centre to the canal, adjacent parks and Art Gallery.

These attractions comprise key green spaces and parks :

- Leeds-Liverpool Canal
- Foxhill Bank Nature Reserve
- Milnshaw Park
- Peel Park
- Oakhill Park

and other destinations for employment, education and culture

- Accrington & Rossendale College
- Oswaldtwistle Mills
- Church/Oswaldtwistle Gateway
- Haworth Art Gallery
- Planned New Sixth Form College
- Accrington Stanley Football Club

This place making opportunity for the wider Accrington area involves defining and improving the functional and physical connections between these areas in the Borough's regeneration, so a sequence of attractions and destinations is created. At present the impacts and benefits of these areas are not fully harnessed due to lack of marketing, barriers to movement, fragmented development and poor environmental quality.

The value of the Borough's parks could be further spread into adjacent neighbourhoods and the town centre by creating 'landscape fingers' using tree planting, landscape and high quality public realm treatments to help make these connections. Directional signage and public art of a consistent and locally distinctive treatment can also help strengthen these connections.





TOWN CENTRE VISION AND STRATEGY

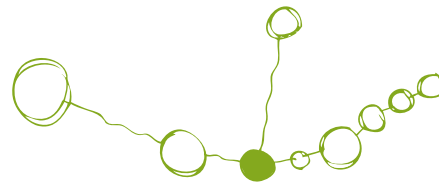
Vision

Accrington will become a vibrant floral market town with an excellent quality of place at the heart of Pennine Lancashire.

Strategy Aims

Accrington is the largest town centre in the Borough but is currently under-performing. It has suffered from competition by competing centres and out of town retailing and subsequent retail leakage. Rather than try and compete with other out-of-town retail centres, by generic approaches to development and design Accrington should emphasise its **traditional character and appeal** of the place and build on its strengths which are the Market and its independent retailers clustered around Warner Street and Abbey Street. The potential to attract multiple retailers to the town rests on the redevelopment and modernisation of the Arndale Shopping Centre which has become outdated and unattractive.

The town centre now needs to adopt a **multi-stranded retail strategy** that attracts in additional multiple retailers but also bolsters the traditional and independent retail sector.



The towns offer also needs **diversifying**. Diversity is an essential attraction for the shopper and visitor. This relates to the diversity of the shopping offer and the environment and helps to create a destination and linked and longer trips. Current deficiencies which need to be addressed include office, residential, leisure and cultural uses.

There is also a notable absence of restaurants with a weak evening economy. Opportunities to improve this offer exist around Cannon Street, Church Street and the Victorian Arcade.

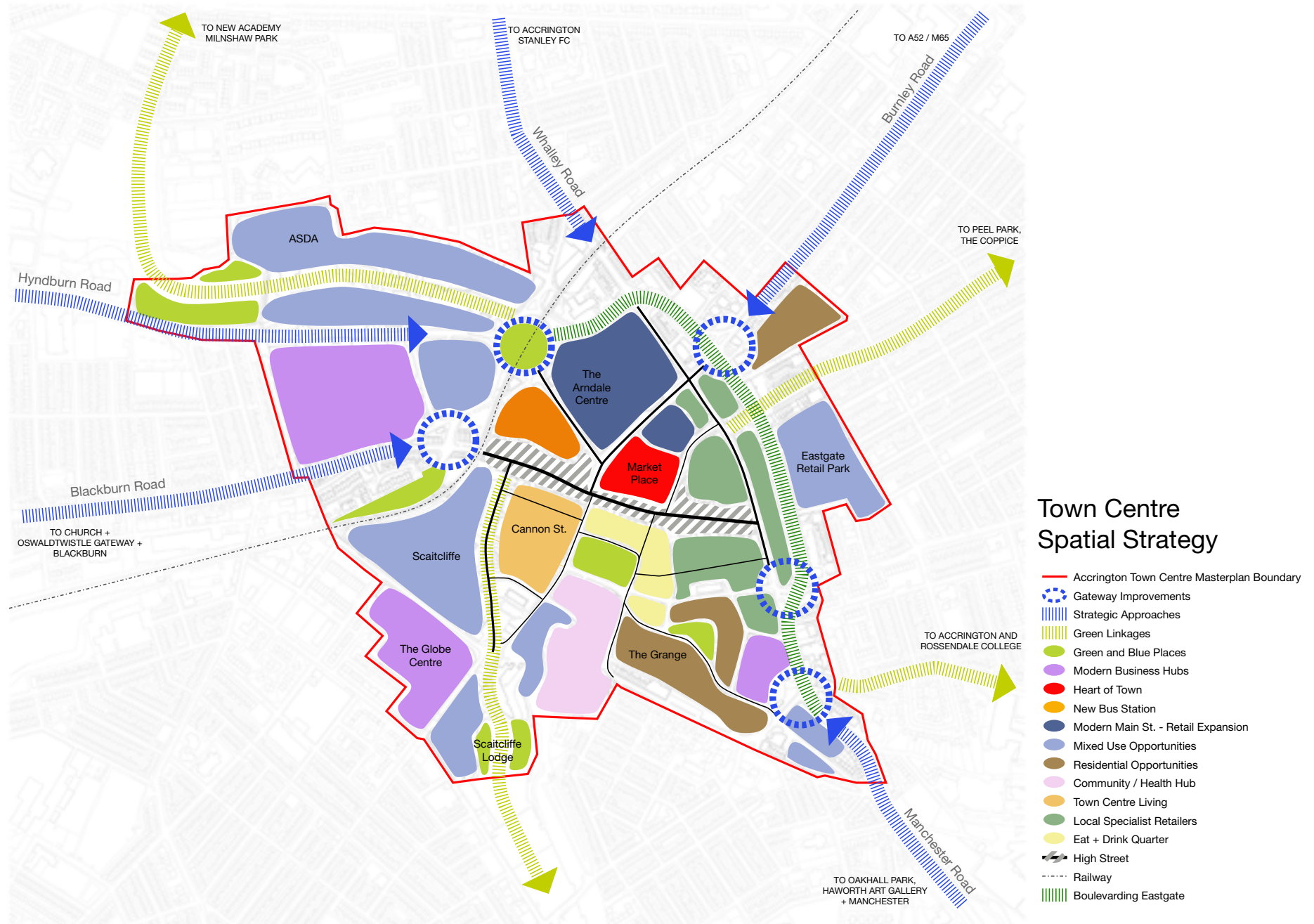
Proposals for new business and workspace hubs will **increase economic activity** and business start up and entrepreneurialism in the town. A planned new sixth form and the recent investment in Accrington and Rossendale College will improve educational and training opportunities in the town.

There is great potential to capitalise on Accrington's significant **heritage value** through the revitalisation of Blackburn Road the town's distinctive high street, and the restoration of some fine heritage buildings and their settings, such as the Town Hall, Market Hall and Victorian Arcade as well as buildings within the Cannon Street area. There is also much to celebrate and promote of the towns heritage and industrial pioneers which could take place in such buildings.

Improvements to the **public realm and green spaces** of the town, creating new distinctive and exciting civic spaces will complement the investment in buildings. The new Pennine Squared project around Peel Street and the Market Hall will act as an exemplar project creating a special space for Accrington's residents, workers, shoppers and visitors and will provide a new focus for town centre events and activities. Other new public space opportunities can be harnessed in The Grange area of town around Broad Oak Water and around the new train station. In addition linking the town centre to environmental assets surrounding the town, such as Woodnook Vale, Peel Park, Oakhill Park and the Leeds-Liverpool Canal will increase the town's attractiveness as a destination.

The flagship project in terms of improving the town's **accessibility** is the proposed new bus station which will bolster the retail heart around the Arndale, Blackburn Road and Market and provide a new high quality gateway and arrival point to the town. Improvements to streets and gateways will also improve the image and perception of the town as well as support easier movement.

The Town Spatial Framework at Figure 20 identifies recommended land uses and spatial principles to guide more detailed development and design considerations.





MASTERPLAN AIMS AND OBJECTIVES

To direct and guide the implementation of the vision for the town and define projects and local improvements a series of aims and objectives have been developed. The 6 key aims as originally set out in the Town Centre Regeneration Strategy are:

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

Objectives and proposed ‘tactics’ to progress these aims for the town centre are set out below:

Strengthening the Retail Provision in the Town Centre

Preston is the key shopping destination in Lancashire, and that is set to improve further with the forthcoming Grosvenor scheme. Blackburn, Bury and Rawtenstall are all implementing town centre shopping schemes. This will increase competition and attract trade away from Accrington if it does not start to improve its retail offer. Blackburn, Burnley and the Whitebirk Retail Park represent the strongest competition to Accrington.

Even as the town diversifies retailing will remain central to its future. The competition is now not just from out of town retail parks but also other town centres improving and increasing the shopping offer providing better shopping experiences as shopping is now firmly established as a leisure activity. This places much more emphasis on the quality of the experience and environment and diversity of attractions on offer.

The town centre represents the largest cluster of retailing and services in the Borough. However it is under-performing at present with a number of weaknesses in its retail offer and choice of shops that must be addressed. Convenience floorspace (food) is under-represented, there is a lack of choice of outlets and the comparison (non-food) offer is becoming dominated by discount retailers. There is a higher number of vacancies than competing centres particularly around the prime pitch along Broadway and in places a poor shopping environment. All of these factors affect the number of people visiting the centre and its vibrancy and vitality.



To provide additional comparison retail in the town centre in larger units

The redevelopment and growth of the Arndale Centre as the main shopping centre for multiple retailers in the town is a key priority of the masterplan. This will ensure that retail development can play an active role in regenerating the town. The town is under-represented by major retailers, especially fashion retailers. At present a lack of larger retail units on offer is placing limitations on attracting larger format retailers to anchor the centre.

The absence of significant anchor stores is an issue to be addressed. Such stores with their reliable, extensive product range and quality service attract many shoppers due to the choice they provide. This heavy footfall in turn benefits smaller shops who benefit from the passing trade.

Unless larger units are created in an attractive shopping environment the town will not be able to attract the larger national high street multiples. A key priority therefore is to provide large retail units by the remodelling and extending of the Arndale Centre. This is identified in the spatial plan as 'modern main street', extending from Union Street along Broadway to Whalley Road.

To provide additional convenience retail in the town centre

The convenience sector within the town centre is under-represented, limited to a small Marks and Spencers and Iceland. Edge of centre stores include an ASDA, Aldi and Netto, but the frequency of linked trips between these stores and the town centre is low. As such a significant new convenience store in the town centre would assist in attracting trade and footfall into the centre benefiting other traders. This should be located as close to the main retail pitch around the Arndale as possible to ensure linked trips and efficient use of the multi-storey car park.

To enhance the retail quality of the current offer

People look for both choice and quality in visiting town centres. Improving the quality of the retail offer relates to both the Arndale Centre and the smaller retailers on the surrounding streets at the heart of the town. The lack of interest shown by national retailers regarding the Arndale, in part due to the small size of units, is also compounded by the low quality environment of the shopping centre. This is a view also expressed by shoppers. The car park in particular is not an attractive environment and many of the frontages and spaces around the Arndale contribute nothing to the rest of the town. Accessibility by all modes of transport

should also be improved. A significantly improved design which reinforces the town's character with high quality public space and street frontages should be at the core of the centre's remodelling.

To support the improvement and refurbishment of the Market Hall and Pavillions

The town's Market is a key attraction bringing a unique quality to the town centre. This should be the focus for further investment. It makes a valuable contribution to local retail choice, diversity and activity in the heart of the town and can act as a further draw for shoppers and visitors if the environment of both the buildings and spaces were improved.

The Market Hall is to receive £1.6 million of public sector funding; part of this will help create a high quality retail environment within the Market Hall which is in great need of investment in the physical fabric and interior of the building.





To support existing and future independent retailers

The aspiration to become a high quality market town needs to involve supporting local retailers and local produce through events such as the Pennine Lancashire Festival of Food and Culture. Further investment should be targeted on linking the main streets where these services and products are available together through public realm treatments, shop front improvements, signage, marketing and promotion. On Street parking regulations have now been changed to better support these retailers. It is important that the character of these streets along Warner Street and Abbey Street is protected. The concentration of active frontages along these streets should be maintained and change of uses to professional and financial services and uses which do not tend to have shop fronts should be resisted and controlled through the planning system.

To create clearer pedestrian retail circuits

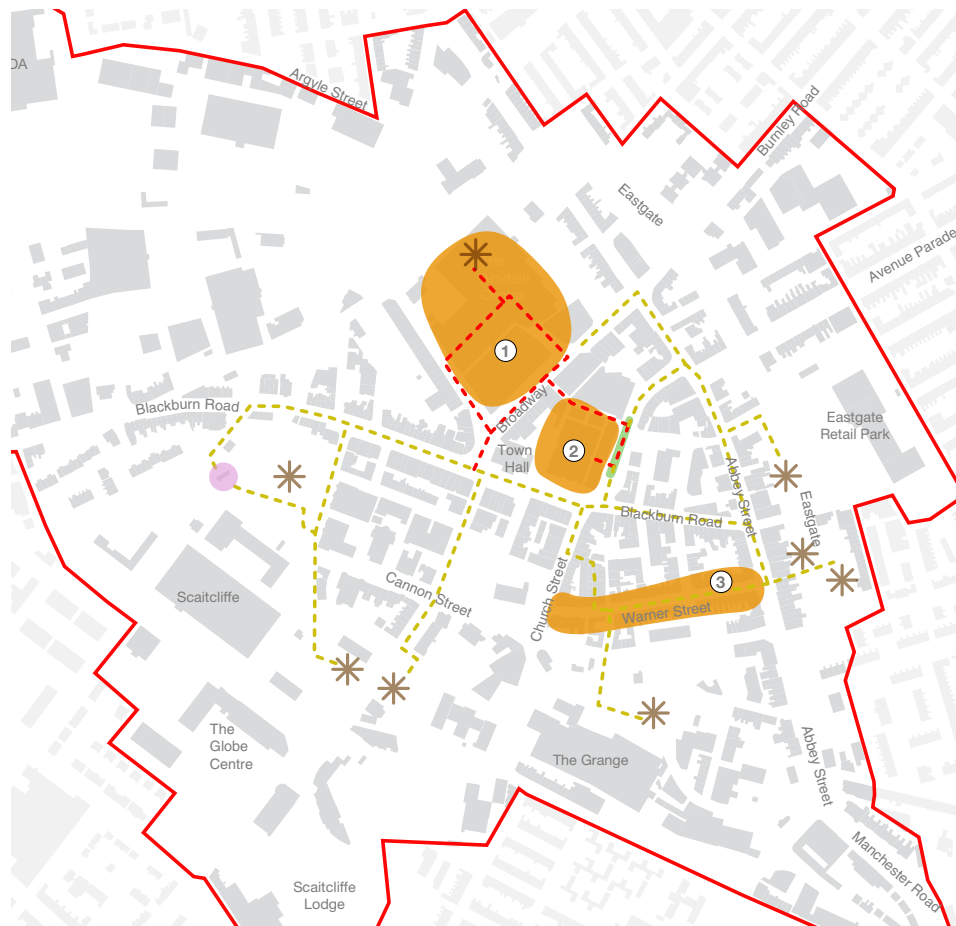
Whatever way people arrive to the town, we all become pedestrians. Pedestrian footfall and passing trade is very important from a retail perspective. Strong pedestrian circuits improve the attractiveness and competitiveness of a town centre linking arrival points with the main retail areas along continuous (i.e. with no backtracking) and active frontages. Active frontages between destinations are very important. Even a small number of empty/low value shops or banks, travel agents financial services can deter shoppers from continuing along a street. Therefore it is important for traditional centres to manage pedestrian flows to benefit local retailers.

Linkages between key areas in the retail sector of Accrington need to be enhanced. As Figure 20 demonstrates the current retail circuit of any significance is limited to the loop that is created within the Arndale Centre from the multi-storey car park along Cornhill Arcade, Union Street, Broadway and Cornhill. A second circuit exists from the bus station on Peel Street into the Market. On market days this extends to meet up with the Arndale/Broadway circuit through Market Way. On non-market days however with a largely dead frontage along this route footfall is less. Warner Street and Abbey Street are connected by much weaker pedestrian linkages in part due to the poor environment, vacancies and discount retailers between the Market around Peel Street which acts as a block to movement.

Figure 21 shows the proposed pedestrian circuits to support movement between key retail destinations. This includes the relocation of key arrival points such as the railway station and bus station closer to the retail core to support pedestrian movement and takes account of a new retail destination on the former skills site. The relocation of the Bus Station will assist with strengthening the pedestrian linkages to the Warner Street area by the improvement of Peel Street's environment.

The route defines primary links between the 4 key retail destinations of the Arndale Centre, Market, Warner Street area and Former Skills Site through streets that should largely be retail or have active frontages. Signage, public realm treatments and shop front improvements should be targeted within these areas to create a clear and legible retail circuit around the town.

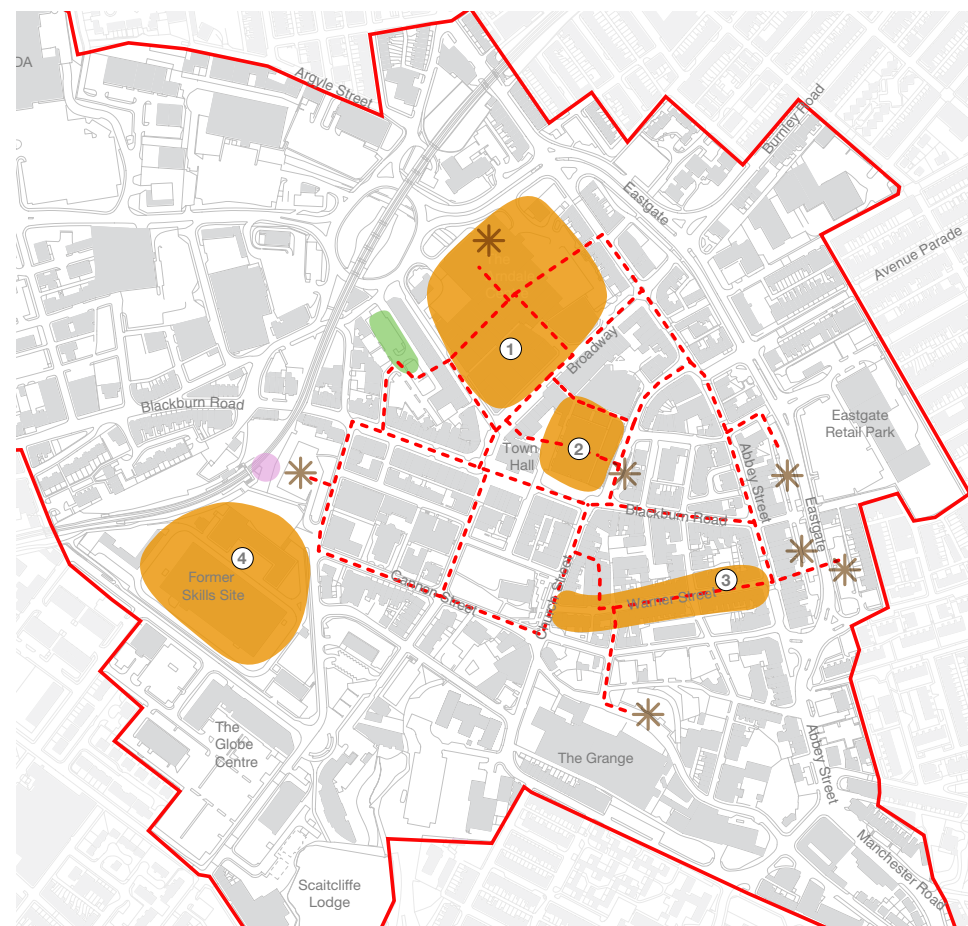
Figure 22 shows how the 4 retail destinations, town centre gateways and primary arrival points overlap and significantly are connected together by the spine of Blackburn Road and the proposed public transport hub of the Bus Station and Train Station and multistorey car park.



Existing Town Centre
Retail Circuits



Figure 20 Existing Retail Circuits



Proposed Town Centre
Retail Circuits



Figure 21 Proposed Retail Circuits



- Retail Destinations
- Public Transport Hub
- Blackburn Road
- Multi-Storey Car Park
- Town Gateways

Figure 22 Destinations and Arrivals

Becoming a Visitor Destination

To provide better connections to other borough attractions such as Oswaldtwistle Mills and Haworth Art Gallery

A key strand in increasing the role of the town centre as a tourist destination is to link in with existing destinations around the town that pull people in to the area. Selling the town's tourist destinations in a joint marketing and branding strategy will support visits to the town centre. Equally building on the very successful marketing strategy of Oswaldtwistle Mills and working with the company to extend the frequent coach trips that visit the complex to stop off at the town centre and other assets such as the Haworth Art Gallery and its impressive Tiffany Glass collection should be a top priority.

To create more diverse uses in the town centre

To support the town centre becoming more of a visitor destination, it needs to offer a patchwork quilt of diverse experiences, this includes shopping, eating and drinking. Opportunities for these latter uses can be tapped in the Cannon Street area as part of the quarter's redevelopment. This would complement the employment hub around the Globe and new Health Centre as well as the expanding residential population. Such uses tend to exist on streets with good footfall, in compact clusters and prosper where a village type and more distinctive and intimate environment can be created. The area around St James Church, Blackburn Road and Warner Street,

anchored by the unique Victorian Arcade, have the potential for such a cluster to serve town centre users. The town is also poorly served by cultural venues for the arts and music. Opportunities to integrate such uses in the redevelopment of key buildings should be explored.

A clear gap in the leisure and business tourism offer at present is a good quality hotel. The opportunities provided by many underused distinctive buildings, such as the Town Hall and buildings in the Cannon Street area should be fully explored for such a use.

Maintaining the range of public and community services within the town also help to keep it busy and this should be considered when new locations are sought for such uses. The recent new Health Centre will support this function.

To make better use of the Town Hall as a visitor destination.

The Town Hall is a prominent building of great cultural and historic resonance to the town. It is greatly underused having lost its original function. The large dance hall inside the building is used for some weddings, conferences and events and there is a small Tourist Information Centre on the ground floor. The Tourist Information Centre does not have a prominent shop frontage and appears quite hidden away. Re-locating this use to somewhere more prominent and adjacent to a key arrival point may be worth considering.

The Town Hall's location at the heart of the town and its distinctiveness offer considerable scope for creating a destination, although any single stand-alone use would be difficult to sustain. A new and reinvigorated role is required. Potential uses to be explored include a greater use as a wedding, events and conference facility, cultural and recreational uses and a museum and exhibition space of Accrington's heritage. Additional specialist retailing could also work in the building.

To promote the heritage interest and value of the town

Accrington has much to promote in terms of heritage and local distinctiveness. It has an interesting story to tell about its evolution and development. This ranges from its industrious pioneers and inventors, to its buildings to specific events. These various strands need to be interpreted and celebrated in a modern high quality environment at the heart of the town. Specific proposals are outlined in more detail in the Heritage Strategy.

Enhancing the Quality of the Environment

To restore interesting and characterful buildings for active uses and enhance their settings

The town clearly has a historical resource of some interest and value. Of concern is the dilution of this character by the lack of investment in historic buildings and their deterioration, in some cases



at significant risk, and the cumulative impact of insensitive alterations. The Heritage Strategy explores the proposals to be taken to address this situation including better enforcement of changes through the planning system and the use of grants to restore, reuse and refurbish historic buildings and structures.

To link the town centre to its surrounding parks and green spaces

The Council is focusing investment on its Parks through a major capital investment. There are aspirations to develop additional local nature reserves (such as Peel Park and Woodnook Vale), and improve the recreational role and access to the Coppice area and Peel Park. Linkages, both functional and visual, to these environmental assets should be enhanced. This will promote the diversity on offer in the town centre, so after a shop, or something to eat or drink, walking out to these green spaces is an interesting and attractive option. Other towns promote such walks through maps and directional signage boards around the town. These help promote the walking and cycling routes available and can point out features of interest along the way.

To enhance and create a network of civic and green spaces within the town centre linking quarters to the high street

The creation of a high quality public realm in the town centre is a regeneration priority for the Council. The Floral Market Towns Initiative is intended to create a

sense of civic pride and more attractive public spaces through hanging baskets and flower towers. The Public Realm Strategy sets out the proposed approach to public realm and landscape improvements within the town centre to ensure that the individual quarters within the town are linked by attractive streets and spaces to support the pedestrian environment, footfall to the key retail areas and create an attractive and distinctive place.

To introduce landscape buffering to sites and properties that create visual blight (e.g. backs of properties, courtyards etc.)

There are a number of areas around and within the town centre that present poor frontages onto the public realm. Cumulatively the poor visual quality of these areas can create negative perceptions of the town. A targeted and co-ordinated approach should be implemented to screen and soften these areas through appropriate landscaping. The backs of properties that face onto Eastgate would benefit from structural tree planting which would complement the aspiration to create more of a boulevard along this road, creating a street of a more civic scale. Other sites within the town which would benefit from screening include the south service yard at the back of 2-16 Broadway which supports those retailers and the Market Hall.

To develop a continuous, linked green infrastructure network of greenspace, connecting neighbourhoods

with the town centre and integrated into the public realm and streetscape.

Green infrastructure has been defined by Natural England as a 'network of protected sites, nature reserves, green spaces and greenways' that is intended to 'provide for multi-functional uses including habitats and wildlife, recreational and cultural experience, as well as delivering ecological services, such as flood protection and microclimate control'.

It is proposed that a hierarchy of green spaces along environmental corridors and watercourses will inform the landscaping for the new developments, forming a green infrastructure that creates opportunities for biodiversity through reference to the surrounding natural habitats and landscape character. This could be achieved by the development of public realm guidance that incorporates a palette of native flora and habitat types that should be used.

To maximise the contribution that habitats and greenspace can make to the control of run off and flood alleviation.

Given the issue of potential flooding in the town centre there will be a need for alleviation measures. Greenspace can form a key component of flood management. Streetscape and public realm should be designed to minimise the area of sealed surfaces and incorporate large trees.



To create a route and parking strategy based on strengthening the High Street

This should try and use Sustainable Drainage Systems wherever possible, with features such as permeable surfaces, swales, ponds, and soakaways to increase retention times. Measures to control and reduce run-off should include measures to create opportunities for naturalised vegetation and for the establishment of wetland habitats. In line with Environment Agency initiatives existing culverts could also be removed and naturalised in order to reduce the flow rate and create wetland habitats in places.

Improving Access, Movement, and Transport

To restore the role of Blackburn Road as the town's High Street

Blackburn Road is the town's original high street where public transport (through the tram) and commercial and retail activities were once concentrated and the street thrived. Over time footfall has reduced and it no longer feels the same hub of activity. Blackburn Road is important in that it links all the quarters within the town together, so if you get people onto Blackburn Road you are more likely to get them to these quarters. To revive the prominence of Blackburn Road as a town centre destination will require focusing active and mixed uses around it. Providing an active street frontage and ensuring it is accessible by all modes of transport to support businesses and this activity.

The routes to and through the town centre should support access by all modes of transport. Movement from the town's gateways and arrival points to the retail streets should be easy and convenient whether by car, bus, foot or cycle. Parking locations should support this network, strengthening ease of access to the heart of the town and high street. Better access to the town centre can improve its economic and retail performance which will in turn have a positive impact on the town's vitality and viability. This requires integrating land uses and transport and creating attractive and recognisable routes and arrival points.

To identify a new site for a bus station that supports the wider regeneration of the town.

A new bus station is required for the town centre. The location of this needs to support wider regeneration in the town by being closely located to the primary retail area, being convenient for bus users, minimising environmental impact and providing good access to the wider road network. This site has been identified at Crawshaw Street.

To rationalise surface car parking to free up strategic sites and improve the quality of the environment.

Large amounts of surface level parking in and around the town currently detract from the town's overall appearance and are not maximising the regeneration opportunity. Redevelopment of such sites for development should reduce the visual impact and land take of parking by exploring well-designed multi-storey and undercroft parking solutions to meet the needs of town centre users.

To create quality gateways at key arrival points to the town and provide clear direction.

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. Town Centre gateways should announce positive arrival points to the town with high quality public realm, good quality pedestrian crossings and environment and clear directional signage to the town.



Promoting Investment and Business Development

An employment land study (February 2008) has been carried out for Hyndburn Borough Council to inform future requirements and a portfolio of sites for employment and the development of planning policy with the Local Development Framework.

To create new modern office workspace and assemble high quality employment sites

The employment land study found that there is a need across Hyndburn for new modern, employment facilities. The existing stock provides a significant amount of low quality employment space that is attractive only to low end occupiers to whom rent is the main factor when deciding on location.

There is a need for further office space in the town centre to replace old and outdated stock, provide for modern business needs and support the diversification of the economy. Creating the right physical infrastructure and environment for new business is a key objective guiding the town centre's regeneration. Historically office space has been provided in business park locations near the M65 corridor. New modern office accommodation with larger floorplates should be provided in the town centre to help support its role and function and also provide service sector jobs for people living in surrounding neighbourhoods. There is a demand for flexible easy in and easy out office accommodation

in the town centre and move on accommodation for some of the businesses within the Cannon Street area which need to modernise and expand.

The Hyndburn Road and Eastgate quarters provide suitable locations for such uses. New managed workspace is planned in a new business hub in the Blackburn Road area. Opportunities for creating additional managed workspace, incubator units and small office spaces and workshops should be explored in the Blackburn Road area. Refurbishment opportunities for office development should be targeted within the upper floors of properties on Blackburn Road for smaller businesses.

To consolidate existing industrial uses through relocation and release sites for new modern employment and housing development.

As there are few vacant sites available in the town centre, site assembly and redevelopment will be needed to provide for new office accommodation. This will require the consolidation and relocation of uses, such as manufacturing and industrial uses, that would be better located elsewhere in the Borough. This would allow for their better operation and also expansion if required. The Grange area of the town centre offers the greatest opportunity to assemble new sites for development.

To develop local enterprise, start up businesses and skills

A key initiative to help implement his objective is the joint LEGI (Local Enterprise Growth Initiative) "Great Goals". Hyndburn is benefiting from a share of the £23.4 million of funding as of April 2007. A key project related to the town centre is the establishment of an "enterprise haven" within the Market Hall. This will support the establishment of small businesses and address the barriers holding back enterprise. It will provide targeted support, financial assistance and business expansion and also hot desk facilities and modern incubator space.

To encourage new residential living in the town centre

One of the roles increasingly played by town centres is as a location for residential development. This helps to sustain activity and animation within the town centre into the evenings and weekends, supports the redevelopment of upper floors of buildings and the increased spending power supports local businesses and the evening economy.

The greatest scope for new residential development is within the Grange area. The integration of this quite underutilised part of town would have a significant





regeneration impact, increasing the population and demographic mix of the town and providing greater spending power could encourage new retail and economic growth. Opportunities for new residential development through refurbishment are within the upper floors of the Victorian Arcade and within various historic buildings in the Cannon Street area. These would provide mainly flatted accommodation which would be aimed at younger, single person or couple households. Nearby cafes, restaurants and bars would complement the lifestyle offer that could be achieved in these areas.

To promote areas of the town for new mixed use development.

A process of land use restructuring will be appropriate in parts of the town over time, as existing uses become unviable and new uses become more attractive commercially. Areas of mixed use have been identified along the town centres edge, along Eastgate and Hyndburn Road. Retail, residential, leisure and employment uses will all be appropriate here. A key physical objective is to ensure that the redevelopment of these areas creates better integration of such sites with the surrounding neighbourhoods and town centres through good urban design that creates strong frontages and a series of attractive spaces, buildings and streets.

Improving Educational and Training Opportunities

To provide A level provision in the Borough offering children the opportunity for further education without leaving the Borough

This is being progressed through proposals to develop Moorhead High School as a sixth form academy. The academy which would offer academic and vocational courses and will provide a critical educational resource in the Borough improving educational opportunities for young people in Hyndburn, retaining and attracting new families to the area, supporting the renewal of the housing market and improving skills and business in the town.

To improve vocational training and qualifications through the further investment and development of Accrington and Rossendale College.

The College has invested £16 million in the new Broad Oak Campus which opened in September 2007, marking the biggest change in the College's 50 year history. This is a massive commitment by the College, ensuring that learners and residents have some of the most advanced facilities in the UK. It also reinforces the College's national reputation for its Centre of Vocational Excellence (COVE) status for construction related skills.

The College is also playing an important partner role in the Constructing the Future (CTF) project, launched by Elevate through the Housing Market Renewal programme. Through investment in Housing Market Renewal, the Elevate programme will have a significant impact on the construction industry in Pennine Lancashire with increased demand for skilled local labour, qualified contractors and suppliers.

To ensure that these demands are met to the benefit of local residents and businesses, Constructing The Future offers residents the opportunity to improve skills, gain qualifications, improve employability and access employment. CTF provides an integrated approach linking in with all of the key Pennine Lancashire Colleges through themes including construction, regeneration skills, customer service management and business skills.





Reinforcing the fact that Hyndburn takes its workforce seriously, significant investment is being made in apprenticeship programmes and the College is working closely with Hyndburn Borough Council and other Local Strategic Partnership partners to address the issue of NEETs (young people Not in Employment, Education or Training). The College is teaming up with some of Hyndburn's biggest employers to give young people the chance to work alongside well respected companies.

To enhance educational facilities in the Borough through the Building Schools for the Future Programme

This will be delivered by the Building Schools for the Future programme 2008-2010 and the Primary Capital Programme which commences in April 2009.

To improve access to jobs for local people

Improving educational attainment is essential to ensure that Hyndburn residents can benefit from local job opportunities. Hyndburn Borough Council is providing the infrastructure to promote inward investment and economic growth to provide local job opportunities.

The proposed employment site at Huncoat will provide expansion space for existing companies in the Borough, and relocation space for Inward Investors creating approximately 1000 jobs.

Even more importantly, the proposed Knowledge Park at Whitebirk will generate opportunities for approximately 2000 jobs. This site has been designated as a Strategic Employment Site by the NWDA and it is anticipated that higher value technology and manufacturing companies will be based here.

Not only will skilled local residents mean that local people will benefit from local job opportunities, but also having a well educated and skilled workforce in the Borough will assist in attracting the desired types of business in the first place.

It will be important to discuss with employers their current and projected skills needs in order that we can plan for their requirements. In addition it will be necessary to work with Colleges, the LSC and the NWDA to have the structures in place to provide a rapid response to train and up-skill in specific sectors and disciplines.





21 Cannon Street



43-51 Blackburn Road



63-79 Blackburn Road

HERITAGE STRATEGY

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

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

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.

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 and the Liberal Club on Eagle 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.

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 character 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.

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.



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).

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

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.

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.

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.

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 which in 2008 will take place in May and will be themed 'Ideas and Innovation' – perhaps ideal for a town which experienced so many industrial 'firsts'.

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

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.

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, 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.

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.

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

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 intervention 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.



32 Blackburn Road





Reassess the Accrington Town Centre Conservation Area Boundary

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.

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.

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

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 is suggested that the conservation area boundary be revised.

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.





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

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.

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.

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.

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.

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.





PUBLIC REALM FRAMEWORK

Principles

The public realm is made up of streets and spaces. In Accrington Town Centre this should comprise a network of well-connected streets, linking arrival points, public spaces, squares and parks with places where people live, shop, work and relax.

A successful town centre should have a public realm which promotes lively, bustling street activity, while at the same time providing access to the places for relaxation and recreation which make a town a pleasant place to live in and visit.

Well - designed streets can enhance pedestrian movement and footfall, helping to extend activity across a town centre. Active public places like squares and courts provide a setting for positive social interaction which is at the heart of an enjoyable visit to town.

A good public realm is also a vital part of the identity of a town. It will enhance the setting of the town's architectural heritage and is a major contributor to a sense of place and civic pride.

Purpose

The purpose of the framework is to define the role and function of these streets and spaces and integrate them within a network which will connect and enhance the key development and transport proposals in the masterplan. The public realm framework will inform a more detailed public realm strategy, design briefs and guidance for these streets and spaces. The quarter proposals in Chapter 4 provide some illustrative ideas of how the public realm in the town could be improved.

Future interventions and investment in the town centre should seek to improve the existing public realm as well create new public places. The consultation showed that there is a desire among many local people to see a greener town centre.

The public realm strategy at Figure 23 describes a network of public places organised at three spatial levels

The Green Network

At a strategic, cross-town level, Accrington should make the most of its proximity to wider environmental assets such as the Leeds Liverpool Canal, Hyndburn Lodge, Woodnook Vale Country Park along the Hyndburn Greenway and Platts Lodge, Peel Park and Oakhill Park, by making attractive walking and cycle ways along green routes.

A continuous network of tree-lined corridors and green routes will transform perceptions of the town as a green and attractive place to live, while delivering important environmental functions such as flood protection and micro-climate control. These green links should provide for multi-functional uses such as access to nature and wildlife, recreational facilities to promote better health and meeting places to improve social cohesion. By connecting the wide range of cultural experiences and events which take place throughout the borough, the Green Network will become a considerable opportunity for marketing and place-making, with the Town Centre at its heart.



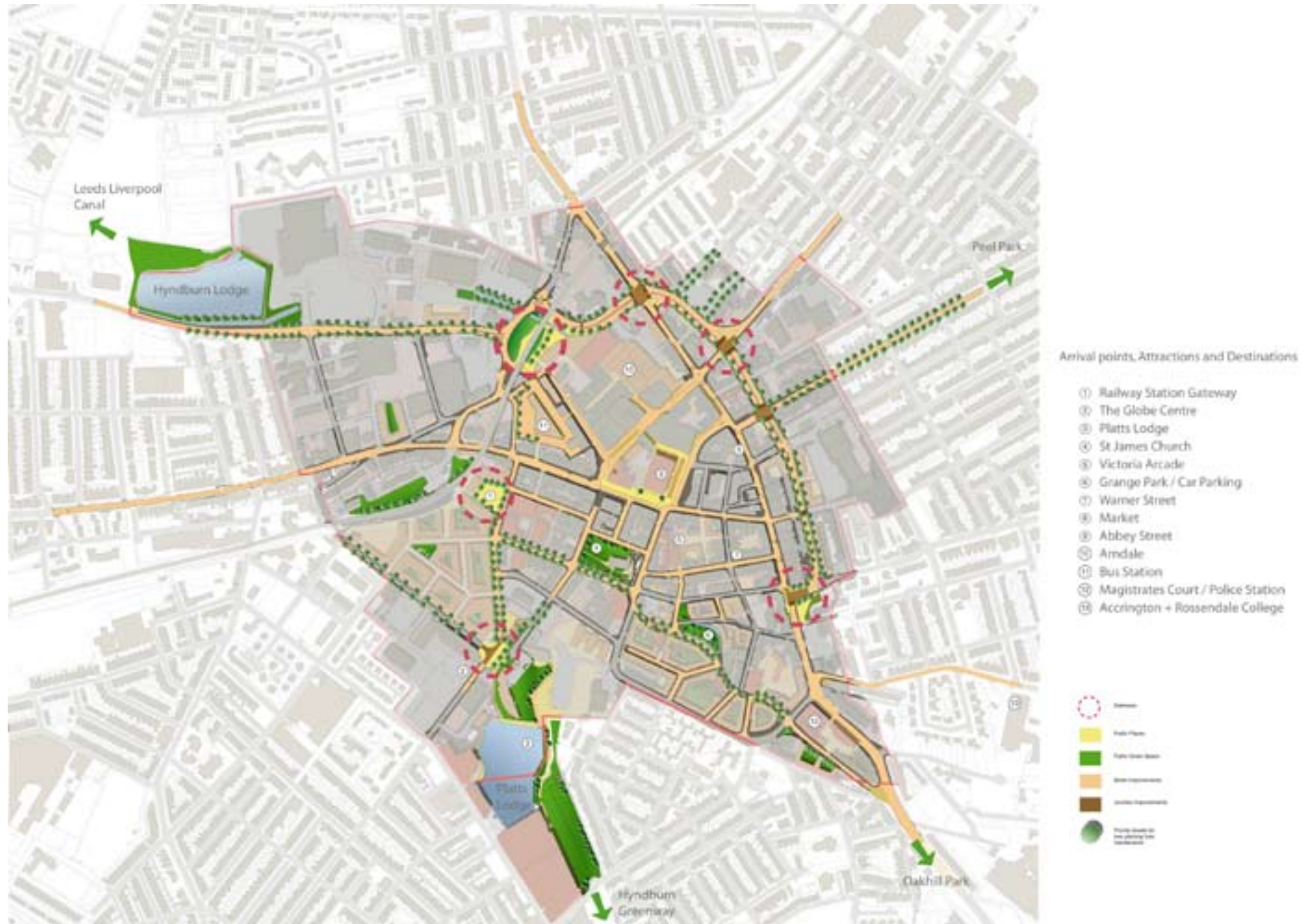


Figure 23 Public Realm Strategy





- Boulevard
- Main Street
- High Street
- Streets
- Lanes and Arcades

Figure 254 Street Hierarchy Plan



The Town Centre Streets Network.

The street network within and around the town centre is confusing and inconsistent. A number of busy roads need to be navigated to get into the core of the town centre. Patterned surfaces and a mixture of materials, and street clutter result in a complicated streetscape and restrict the ability to understand and move around the town. Many of the public realm treatments also do not enhance or reflect the character of the buildings in the town.

The street network should be the connecting link between the towns quarters, its attractions, destinations, and places of arrival. The street network is the primary means by which people access the town, and from it gain their first impression of the place. The network should therefore be easily navigable and present a coherent and attractive setting for the town.

The strategy identifies the importance of making a well-connected, pedestrian friendly environment in which vehicle and cyclist access is balanced with the requirements of people for comfortable, stimulating and enjoyable surroundings.

The street network should make it easy to find ones way around the town, and organised as a hierarchy, in which boulevards and main streets which cross and surround the town centre are complemented by active high streets, quiet streets and intimate lanes to

create a distinctive town centre. These typologies should be consistent so the character of the street does not change dramatically, thereby creating confusion for drivers and pedestrians. This street hierarchy is outlined in Figure 24. The hierarchy comprises

- Boulevards
- Main Streets
- High Streets
- Streets
- Lanes

These typologies are derived from those identified in the Design Manual for Streets.

Main Streets

Main Streets provide the primary cross-town connections and through routes taken by most of the vehicular traffic into and through Accrington. In the past these were streets typically lined with shops and businesses, because these were normally highly active and visible frontages. More recently, road widening and traffic geometries have combined to obliterate many of these attractive frontages and now are traffic dominated. The public realm strategy envisages these streets being improved by the introduction of new developments which will front onto these streets, or by the improvement of the pedestrian environment.

Boulevards

These are a special type of main street that should be lined with trees to make an attractive environment for pedestrians, as well as improving perceptions for drivers and passengers. The green setting for the boulevard will connect with nearby avenue and tree planting to reinforce the impression of Accrington as a green town.

High Streets

High Streets are the busy, bustling streets where pedestrians come and go, where shop and business frontages of buildings open directly onto the street and where people should enjoy the cheerful welcoming character of a market town like Accrington. Abbey Street, Broadway and Blackburn Road are all streets which should fulfill this role by supporting a diverse range of shops, cafes and other facilities, be being uncluttered and promote frequent and comfortable pedestrian movement and lined with continuous and active building frontages where the activity and life within a building is visible through windows and doors onto the street.

The design of high streets should encourage defensive driving behaviour, footways should be barrier free and surface materials should be chosen for their robustness and ease of movement for pedestrians. Materials should be consistent and emphasise the continuity of the street, thereby increasing legibility. Wide kerbs and carefully integrated drop kerbs should be designed in conjunction with tactile paving at crossings to ensure safety for all.





The Town Centre Spaces.

Streets

Streets are the network elements which connect parts of the town centre together. In Accrington they should be organised to support the local walking network, connecting pedestrians from local housing and business areas.

Lanes

Lanes and arcades are normally short and connect between streets and into the inner areas of building groups. They provide convenient connections and short cuts between streets and in the case of arcades, covered streets for shopping and other activities.

Streetscape materials should be used to reinforce the perception of continuous streets which encourage pedestrian circuits through the town centre.

More detailed guidance entitled Streetscape Design Principles is provided in an Appendix to this main report.

At a local level, the town centre needs to create a range of high quality public places which provide a setting for public events and activities and gives identity and clarity to arrival points. The strategy identifies two types of public space;

- Public Green Spaces
- Public Places

Public Green Spaces

Public Green Spaces are passive tranquil spaces for relaxation. In Accrington, these places are often associated with the watercourses and the strategy identifies the need for enhanced and new green spaces around Hyndburn Lodge, St James Church, The Grange and Platts Lodge. New tree planting could be introduced to these surrounding streets to reinforce the perception of the town as a green and pleasant place.

Public Places

Public Places are more active, where people meet and activities animate the public realm. These spaces announce ones arrival in the town centre, and they are prominent and criss-crossed by pedestrians. These spaces are animated by surrounding buildings frontages, and are normally mostly hard surfaces with carefully placed trees and other features such as artwork, lighting, fountains and statuary. The strategy

identifies new public places around the Magistrates Court complex, the Viaduct Gateway (Accringtons most distinctive and memorable feature) and the new bus station and around the town centre gateways at Whalley Road, Burnley Road, Abbey Street and the Railway Station.

The strategy recognises the importance of the Town Hall and Market Hall as two of the most important buildings in the town centre and the need to enhance the setting of these distinctive local landmarks as a priority. The relocation of the bus station provides the opportunity to transform Peel Street adjacent to the Market Hall, and the strategy recommends the creation of two worldclass public spaces to host a range of activities such as outdoor markets and major public events.

The creation and enhancement of new public spaces and streets should build on Accrington's local heritage and distinctiveness and creatively use the sense of place, historic townscape and local landmarks in future design, landscape and public art. This can help to build positive associations of the area to attract visitors and build community pride and market demand.





URBAN DESIGN FRAMEWORK

The urban design objectives are concerned with all elements of physical development which come together to create a place. All new development should build these principles into their design, following a detailed site and character analysis.

Character - To enhance identity and sense of place

It is important to appreciate the character of the area whilst encouraging the communities living in Accrington to create a place with a strong identity through the building style and public realm treatment. The use of local building materials and the restoration of lost traditional architectural detailing, boundary treatments and streetscape details (such as gritstone setts) should be encouraged to enhance Accrington's character.

Although Accrington is famed for the production of dense red bricks known as 'Accrington Bloods', the town is notable for its lack of brick built structures. The majority of buildings have been traditionally constructed from locally quarried Carboniferous gritstone composed of coarse sand grains.

A Conservation Area Character Appraisal and Management Plan has been produced by Paul Butler Associates. These reports evaluate the buildings and features that contribute to the character of the town centre conservation area and set out proposals to protect and secure the heritage asset.

These includes identifying buildings and features which could be added to the Council's emerging local list, identifying key views and vistas to be protected such as the views of The Coppice from Abbey St and Avenue Parade, and recommending development proposals to replace buildings which have a seriously negative impact upon the visual quality of the area

Safety and Inclusion - Ensuring places are safe, secure and welcoming for all

Safety and inclusion is at the heart of the sustainable communities. This can be achieved through the building form ensuring that all routes and spaces are overlooked and ensuring that buildings are secure by design and accessible for all. The cohesion and inclusion of the local community in the regeneration of their neighbourhood is also key to promoting an area that people feel a sense of ownership and belonging.

Diversity – Providing variety and choice

Diversity is an important principle of urban design, making places appeal to the widest possible range of users, providing choice and richness to the urban environment. Developments should:

- Provide a variety of functions and uses;
- A mix of uses within streets and individual buildings;
- Create a range of streets, spaces and routes;
- Create diversity in unit sizes and rents;

- Reflect the diversity and heritage of the area in the design of the public realm and public art;
- Provide opportunities for a variety of people to live in the area in a range of housing types and tenures; and
- Demonstrate how a broad cross section of the community will be involved in overall regeneration proposals.

Ease of Movement – Ensuring places that are easy to get to and move through

This is key to developing a more sustainable town centre. The life-blood of any place is circulated by its network of streets and spaces, which should be permeable on foot and express a clear hierarchy. New development should ensure:

- The creation of a clear hierarchy and permeable network of roads, footpaths and public spaces;
- A clear way-marking signage system linking key destinations and arrival points
- Prioritising the movement of pedestrians and cyclists; and
- Recognising the need to maintain car access without allowing cars to dominate the environment.

Legibility – Ensuring places that can be easily understood

The sustainable development of Accrington will create a place that is easily understood with a distinctive, memorable and attractive environment.





To enhance the legibility of the area new development can improve the image and identity of a place and should incorporate:

- Easily understood buildings with clear well placed entrances;
- Existing and new landmarks and focal points;
- Strong relationships to existing and new vistas, views and view corridors;
- Clear and easily navigable routes;
- Gateways to particular areas;
- Appropriate materials and lighting;
- Public art; and
- Signage and way-markers.

With its undulating topography Accrington has excellent and distinctive views to surrounding countryside, as well as some notable landmark buildings. The impact of these should be maximised and development form shaped to respond to these townscape assets, for instance by opening up or framing key view corridors and building focal points around interesting buildings.

Adaptability – Anticipating the Need for Change

An area which is adaptable to change is a place where buildings can be used for a variety of uses without the need for large scale clearance. New public buildings should be flexible enough to adapt to changes in

economic trends and lifestyles to reflect the needs of the community. A town centre which can adapt will:

- Have a development layout with a block shape and size that allows for future flexibility (grid pattern and perimeter block)
- Encourage the flexible use of space;
- Create buildings that are adaptable to a variety of present and future uses; and
- Reuse and enhance historic buildings and spaces.
- Simple, uncluttered useable public spaces

These principles should be adopted in new development.

Good Streets and Spaces – Creating places with attractive outdoor places

Streets and spaces should ideally be overlooked with continuous and active street frontage. Public realm should be enclosed by well proportioned buildings and should be designed imaginatively with high quality materials. Good development will:

- Demonstrate how public spaces and routes will be distinctive, lively and pleasant to use;
- Recognise the importance of a feeling of safety and security;
- Create an environment that is uncluttered and easily maintained;
- Make use of public art;
- Make use of well-designed lighting and street furniture;
- Recognise the importance of creating spaces that are accessible to everyone; and

- Showing how attractive and robust planting to encourage biodiversity will be incorporated into new development

Sustainability – Minimise the impact on our environment

National planning policy guidance requires planning authorities, developers and other partners in the provision of new development to encourage the delivery of sustainable buildings. Accordingly planning policies should support innovation and investment in sustainable buildings. All developments in Accrington need to be designed in a way that minimise impacts on the environment through reducing demands on energy, conserving water, reducing and managing waste and greening the environment. The Code for Sustainable Homes and Lifetime Home standards should inform new residential development design.

Key principles to inform new development are:

- Reduce energy demands on new development;
- Incorporate renewable energy measures;
- Incorporate water conservation and sustainable urban drainage where appropriate;
- Create provision for the sustainable management and discharge of waste; and
- Make a positive contribution to the greening of the urban environment.



TRANSPORT FRAMEWORK

Introduction

The purpose of the transport framework is to set out principles and concepts for improvements to accessibility and the street network across the town. 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.

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. This Transport Strategy 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 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.



National, regional and local transport policy and guidance aims to deliver an integrated land use and transportation system. 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.

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 motor 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's recently published 'Manual for Streets' and the forthcoming 'High Street Renaissance' DfT (Department for Transport) document 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.

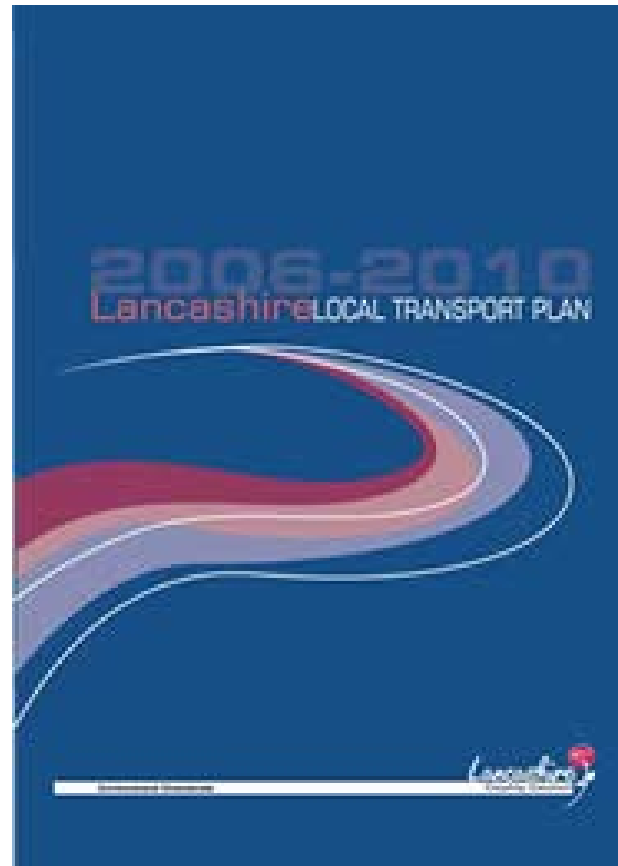
In preparing the transport framework the following matters have been taken into account:

- 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 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

Kensington High Street

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. 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 Lancashire 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.



The Lancashire Local Transport Plan includes significant proposals for transport in Accrington



High quality facilities for walkers and cyclists will be promoted



Route Strategy

The future route strategy at Figure 25 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.
- The A679 Burnley Road to the north east, provides a connection towards Burnley. This route also links with the A56.

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 north west. 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. This approach is presented further in subsequent sections.

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.

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 Rd 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.

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.

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.



The Lancashire Way

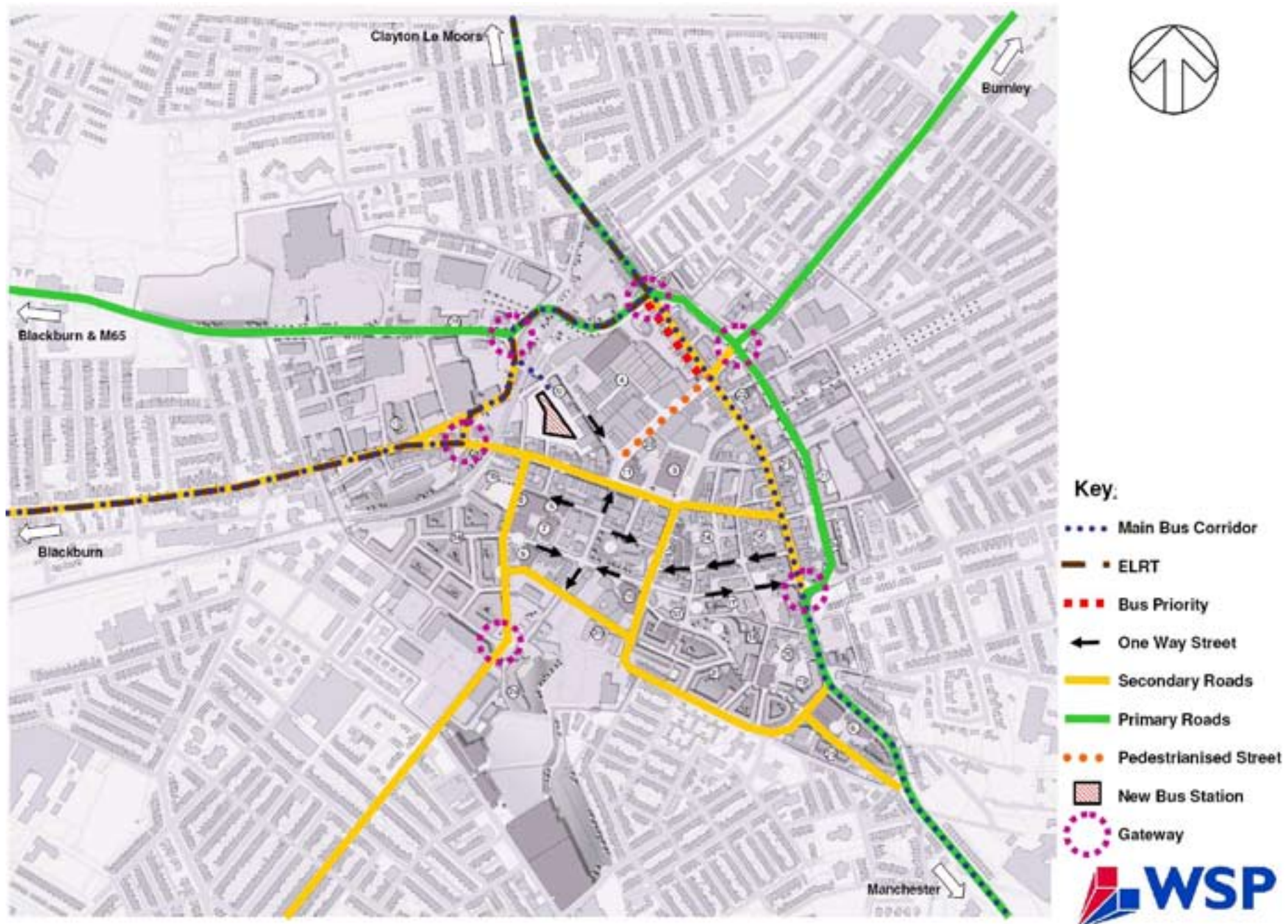


Figure 25 Route Strategy

Public Transport

Town Centre Gateways

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.

The key town centre Gateways will be at:

- Eastgate / Abbey St junction
- Burnley Road / Eastgate junction
- Whalley Road / Eastgate junction
- Viaduct Roundabout
- Blackburn Road

Design concepts for these proposals are presented in subsequent sections.

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 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.

Accrington Bus Interchange

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



Existing Bus Station - Peel Street, has a poor interface with the street



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.
- 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.



Crawshaw Street Area, currently an underutilised gateway to the town

- 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.

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



Indicative image of proposed bus station

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.

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

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.

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 proposed bus station scheme on the Crawshaw Street site will be designed to accommodate future



Accrington deserves an interchange of comparable quality to the award winning facility in Burnley

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

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.

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

East Lancashire Rapid Transit Route



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.



Rail Station

Accrington station is within the masterplan. The station is currently a small, two-platform facility with limited passenger provision housed in a small and outdated 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.

Lancashire County Council plan to undertake a 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.

Existing Conditions at the Rail Station

Blackburn Road Improvements

Blackburn Road forms Accrington's main high street. However, the current configuration of traffic circulation does not support this. The Government's recently published 'Manual for Streets' and the forthcoming 'High Street Renaissance' DfT document which describes the best practice of 'Mixed Priority Routes' 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.



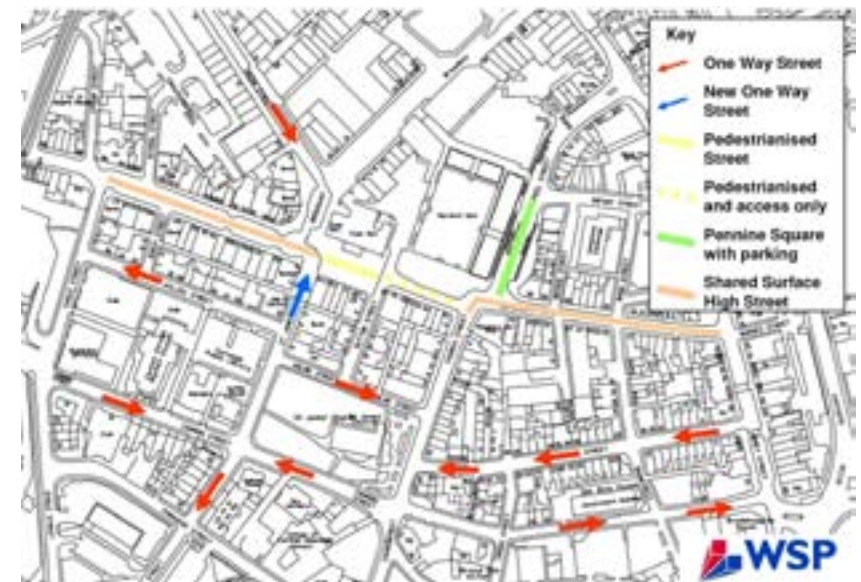
Existing Conditions on Blackburn Road. The current configuration of Blackburn Road does not promote it as Accrington's main high street. Note low footfall and activity



There are examples where careful pedestrianisation has worked effectively and helped to create a safe and vibrant street scene. Above Bridgegate, a pedestrianised street in Hebden Bridge. Below Market Street, Manchester



Figure 26;
Pedestrianisation of
Blackburn Road



Pedestrianisation.

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

The preferred option and alternative option propose opening St James Street to one way traffic northbound. 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

Opening Up Blackburn Road as the Town's High Street

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 below.

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.

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 shown above could be introduced to enforce and manage this arrangement.

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 carriageway/footway arrangement.



Adoption of shared surfaces to good effect in Newcastle

Figure 27; Opening Up Blackburn Road



Above; Shared surface in Edinburgh

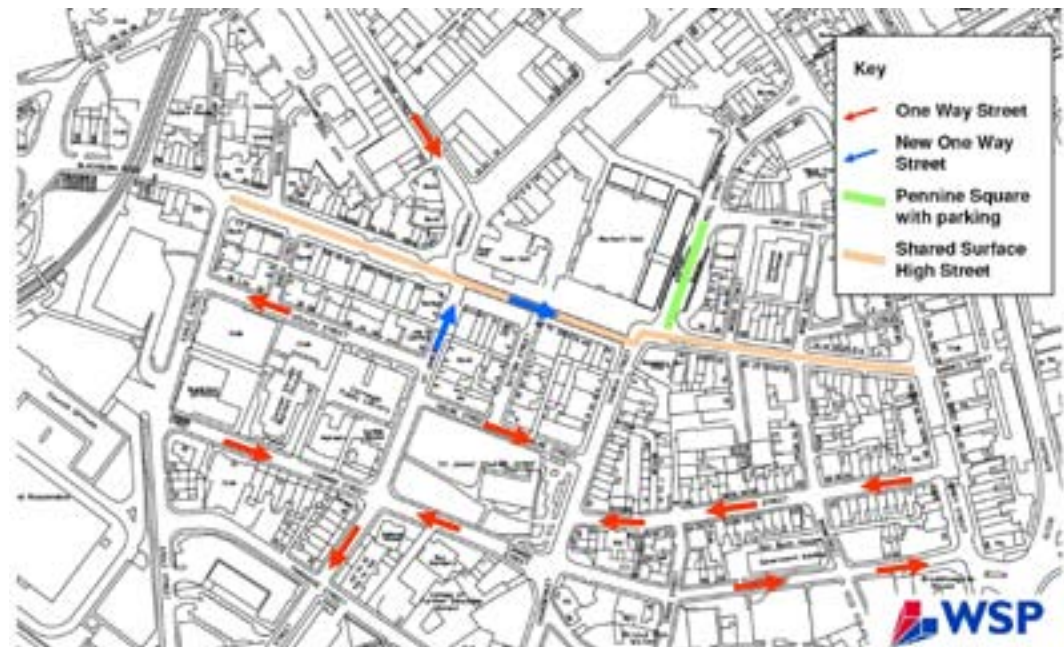


Right; Slowing down traffic speeds

by on street parking and pedestrian

crossings in Bath. Above right; Bollard

operation in Stockport.



Eastgate and its Gateways

Providing town centre access links involves a designed 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

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.



Staggered pedestrian crossing at Avenue Parade



Pedestrian Guard Rail outside retail park



Town Centre Parking , Barnes St/Eastgate



Above and below Water Street/Eastgate



To right, guard-railing along Eastgate



Straight pedestrian crossing point, with guard rails and visual clutter removed. (Maid Marion Way, Nottingham)



Raised flower beds in place of pedestrian guard rails to improve pedestrian permeability and environment (Ledbury)



Boulevard treatment to soften impact of wide road and improve perceptions for drivers and pedestrians. Town Centre parking off boulevard softened by tree planting. (Quimper, France)



Ropewalks, Liverpool. Side street raised to pavement level to create more pedestrian orientated environment



Straight pedestrian crossing point.
Nottingham



Eastgate/Abbey Street Gateway

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.

A realignment of the Eastgate/Abbey Street junction is therefore proposed shown in the sketch opposite 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.

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. An illustrative image of this is provided in Chapter 4 in Eastgate Quarter Proposals.

An alternative option to improve the gateway would involve reducing the highway and signage clutter and providing some high quality directional signage and landscaping.



Abbey Street



Above, the existing Abbey Street junction

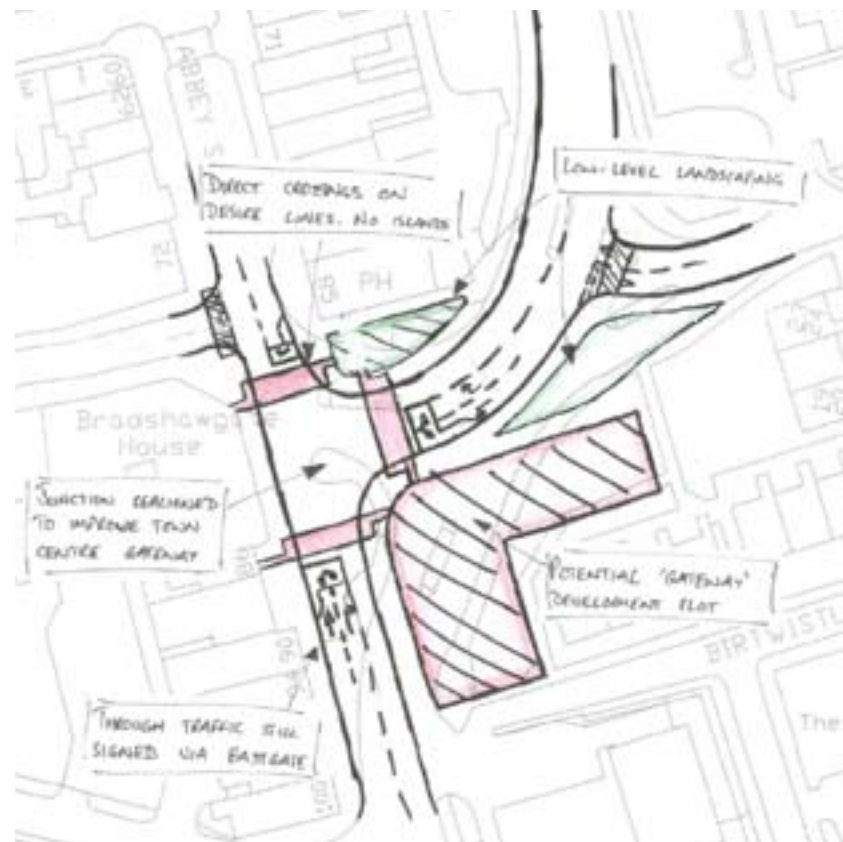


Figure 29 Design Concept for Abbey Street Gateway to Town

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.

The Viaduct Roundabout Gateway

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 planning applications being brought forward by Tesco and the new bus interchange it is suggested that the options for improving this important gateway are investigated once the likely traffic impact of these developments is known. 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 30 opposite are recommended for new measures such as:

- Zebra crossings
- Puffin crossings
- Raised crossings where pedestrians give way to traffic

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. 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.



Existing highway conditions at the Viaduct Roundabout



Figure 30 Recommended improved pedestrian crossing points

Figure 32 Viaduct Roundabout improvements

Eagle Street/ Scaitcliffe Street

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.

The concept sketch below 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 proposal 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 33.



Existing roundabout at Eagle Street and Scaitcliffe Street

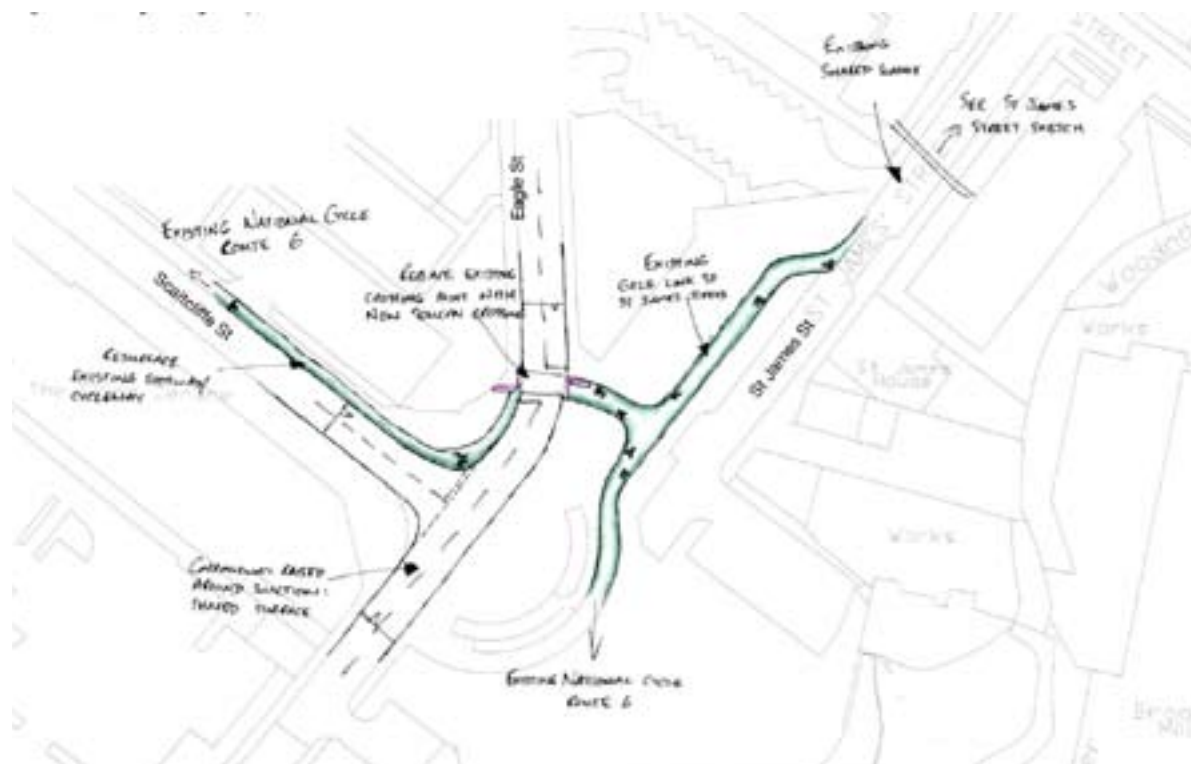


Figure 31 Concept Sketch for Eagle Street/Scaitcliffe



Walking and Cycling

Figure 32 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.

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.

The assessment and consultation elements of the 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:

1. 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.
2. 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

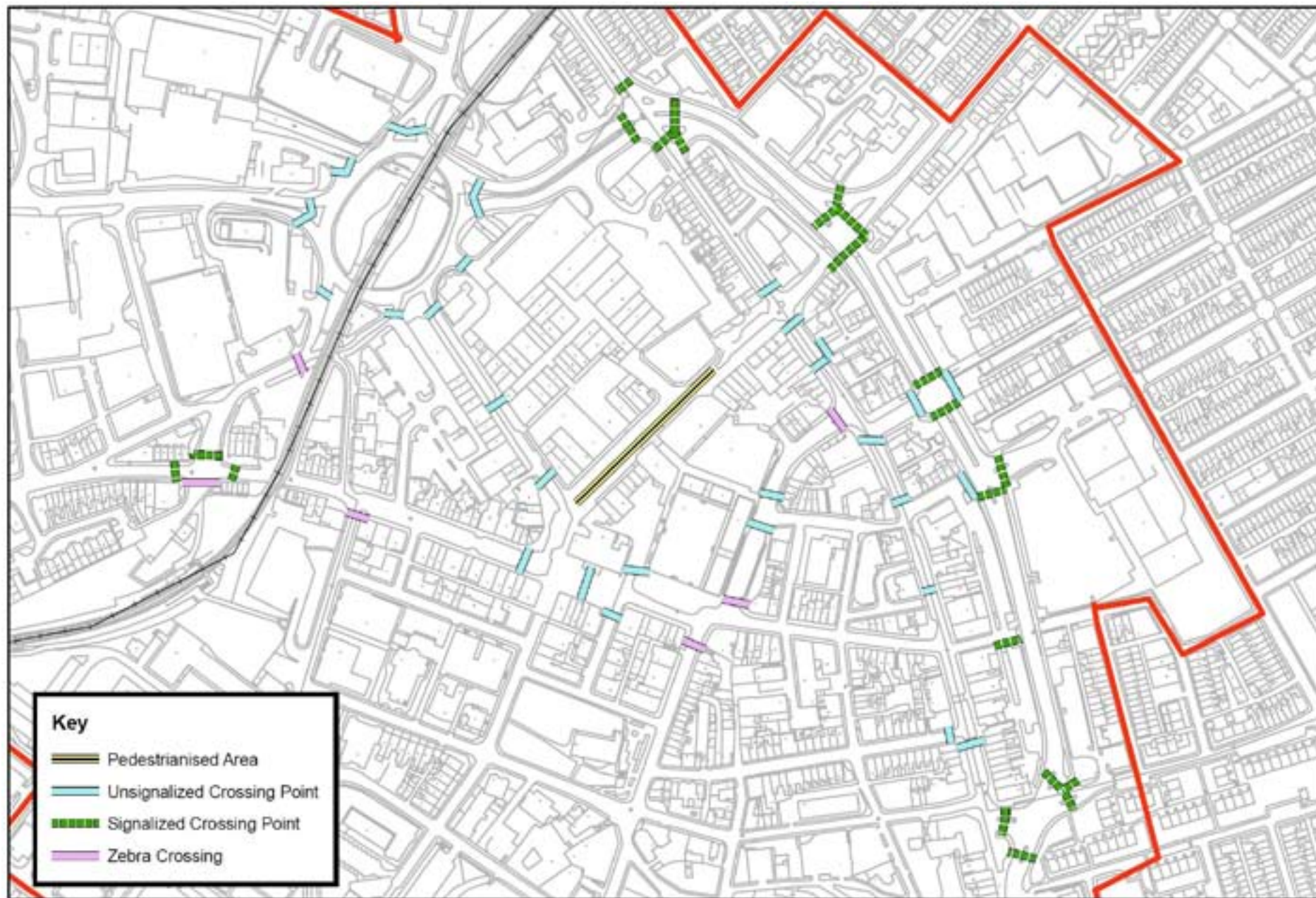


The existing one-way system is impenetrable to cyclists and cuts the town centre off from the National Cycle Network



High quality facilities to encourage higher levels of walking and cycling are central to the Accrington Town Centre Masterplan





NOT TO SCALE

Figure 32 Pedestrian Crossings

St James Street Improvements

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 in the sketch below.



Figure 33 Design Concept for St James Street

PARKING STRATEGY

Cycle Parking

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 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.



Existing Cycle Parking Provision in the town centre. Above, the recommended 'Sheffield' stand type on Union Street, to the left, outside the Town Hall



To the left: Provision of high quality cycle parking, like this example outside the Trafford Centre, close to building entrances will be important to encourage cycle use in Accrington. Above, cycle parking at Cambridge station exemplifies the cycling culture that can be created by local demand met by high quality facilities

Car Parking

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 34 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.

Figure 34 also shows the car parking sites that are proposed to be redeveloped and the proposed parking sites.

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.

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.

The table 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.



Above, a number of small surface car parks are currently available to motorists in Accrington.

Car Park Name	Parking restrictions	Existing Capacity	Future Capacity
Abbey Street	3 hours	55	55
Arndale multi-storey	3 hours (97 spaces are unrestricted)	483	483
Black Abbey Street N	Unrestricted	43	-
Black Abbey Street S	Unrestricted	14	-
Crawshaw Street	3 hours	85	-
Cross Street	3 hours	18	-
Derby Street	Unrestricted	23	-
Dowry Street	Unrestricted	50	50
Eagle Street*	Unrestricted	58	58
Eagle Street/St James St	Unrestricted	19	19
Grange Lane	Unrestricted	23	-
Jacob Street	Unrestricted	14	-
King Street Viaduct	Unrestricted	25	25
Lee Street	Unrestricted	13	-
Oak Street	Unrestricted	31	-
Paradise Street	Unrestricted	35	35
Wellington Street	Unrestricted	30	-
New Sites			
Additional on-street provision			50
The Grange new car park			100
Skills Centre / Rail station			100

* the capacity of the Eagle Street car park will change with the forthcoming redevelopment of the new railway station

Figure 34 Car Parking Provision

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.

Right, existing commuter parking pressures in Scaitcliffe Area.



Car parking demands could in part be met by the shared use of the Globe car park and the multi-storey Arndale.



Travel Planning

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.

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.

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

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.

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.

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.

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

