



Levelling Up Longridge



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By 2028, Longridge will be regarded by its residents as a vibrant town in which to live, work and play, having retained its historic centre and its blend of urban and rural characteristics.

Residents will have access to a range of public services, healthy leisure activities and designated green spaces, whilst community facilities in the town will be improved and enhanced. Existing employment areas will be protected and opportunities for business expansion identified.

1.0

Strategic Overview

Longridge Overview

1.1 Longridge Profile

Longridge is a market town nestled in the picturesque Ribble Valley. The town is also on the edge of the ancient Forest of Bowland, which was designated as an Area of Outstanding Natural Beauty (AONB) in 1964.

Historic Context

The advent of the railway saw other industries opening in Longridge - including four large steam-powered cotton mills and brass and iron foundries. Rows of terraced houses were built for the workers at Stonebridge and on new streets constructed off Berry Lane. This led to substantial growth over the second half of the nineteenth century - transforming Longridge from a thriving village to a fully-fledged town.

Many of the traditional industries of Longridge declined or ceased altogether during the 20th Century. Following the final closure of the railway in 1967, the former line has been largely built over and the quarries and textile mills that it served have either found alternative uses or been cleared for development.

2011 Census

Longridge has a population of approximately 38,000 and the 2011 Census shows that 46.7% of Longridge residents were aged over 45, compared to 44% for Lancashire as a whole. The high proportion in the town shows its increasing attractiveness for retirement and the need to provide suitable accommodation for residents reaching old age.

The census shows that almost 30% of Longridge residents were aged under 25 – an indication that in the future there will be a need for more affordable housing to retain these individuals in the locality.

Neighbourhood plan

Six objectives have been outlined to achieve the Longridge Neighbourhood Development Plan vision.

Objective 1 - To help manage future housing growth in Longridge

The level of housing growth in Longridge has been set through the Ribble Valley Core Strategy. By 2028 a minimum of 1,160 new homes will be built in Longridge.

Housing development proposals to address affordability and housing needs for older and younger people.

Objective 2 - To ensure a suitable level of infrastructure is in place

Any significant growth in the area should consider extra strain on existing services and infrastructure and address the needs.

Objective 3 - To protect local character, heritage and landscape

All new development proposals will only be supported when they are of good design that responds positively to the local character and distinctiveness of the surroundings.

Objective 4 - To maintain and enhance local shops and services

The neighbourhood plan seeks to support and facilitate appropriate retail development in the main centre of Longridge town as defined in the emerging Housing and Economic Development Plan Document.

Objective 5 - To protect and enhance community facilities

The community facilities are all considered to be essential to retaining the health and vitality of the area.

Objective 6 - To protect and enhance local employment opportunities

It is important that Longridge continues to perform an economic role by providing local employment opportunities. This will ensure the community is more balanced and does not become a dormitory, commuter town.







Strategic Overview

1.2 Identifying Zones

Zones outlined within the Longridge Neighbourhood Plan 2018 - 2028

-  Conservation Areas
-  Housing Developments Under Construction
-  Housing Developments in for Planning Permission

Town Zones

-  Zone 01 - Town Centre
Longridge town centre maintains an active high street with approximately only 1 vacant unit.
-  Zone 02 - Key Employment Areas
Important employment areas are identified that are supported by the neighbourhood plan.
-  Zone 03 - Key Outdoor Leisure
Outdoor leisure areas deemed important for both resident well being and with significant economic value.
-  Zone 03 - Key Green Spaces
Key green spaces are identified that are protected from development coinciding with the protection of land within green belt areas.



Strategic Masterplan

1.3 Existing Overview

The following map identifies specific properties outlined in the Longridge vision document and places them in relation to the town centre and other key existing sites.

Many of the properties are located along or around the main high street on Berry Lane. The high street has many active shopfronts with high business occupancy rates.

Key

Bus Route

Proposed Surface Parking

Bus Stop

Shopfronts

High Street

Main Roads

Key Outdoor Spaces

Community Assets

1. Youth & Community Centre
2. Longridge Library
3. Longridge Civic Hall
4. Over 60's Club

Leisure Assets

1. Heritage Centre
2. St. Wilfreds Club
3. Longridge Sports & Social Club
4. Conservative Club
5. Palace Cinema
6. Skate Park

Places of Worship

1. St. Pauls Church
2. St. Wilfreds Church
3. Christ Church

Supermarkets

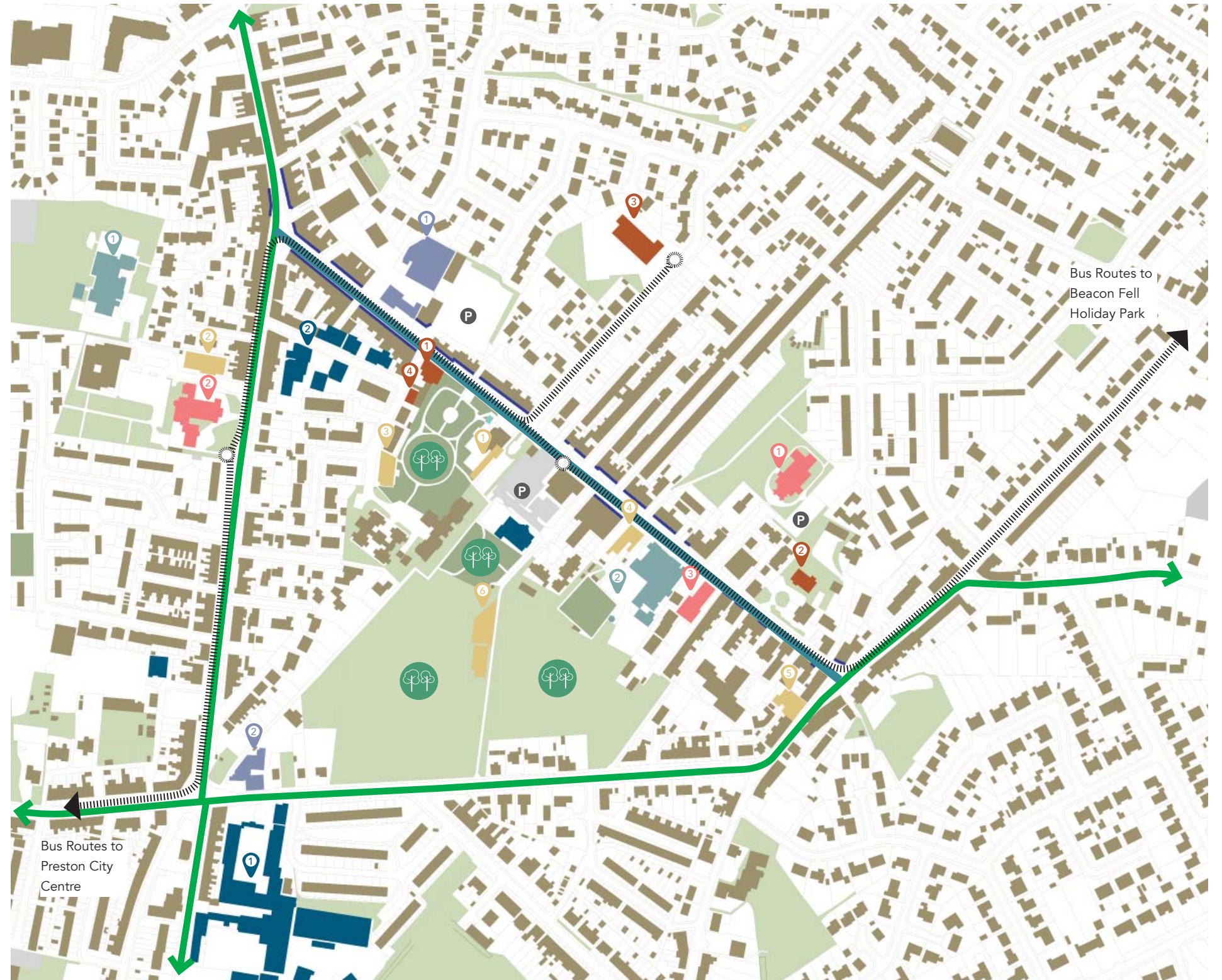
1. Booths
2. Texaco Garage

Key Employment Areas

1. Queens Mill Commercial Area
2. The Old Corn Mill Industrial Estate

Schools

1. St. Wilfrid's Primary School
2. Longridge C of E Primary School



2.0

Emerging Strategy

Strategic Masterplan

2.1 Opportunities and Constraints

Key

- 1 Opportunity to divert traffic and create more pedestrian space along the high-street
- 2 Improve connections to the high street from residential areas and green spaces through public realm improvements
- 3 Blank façades facing onto Towneley Gardens. Opportunity to activate and bring uses into the green space
- 4 Activating green space by providing upgraded play facilities and improving connection to the high street
- 5 Opportunity to equally disperse shared work facility and start up units throughout the town, ranging from vacant first floor units to work share clusters
- Potential development sites
- Work share cluster
- New leisure/community use
- Residential/community hub
- Town centre residential development
- New footpaths/walking routes to connect spaces
- Public realm intervention to improve connection to high street
- Proposed One-way Vehicle Route to increase pedestrian presence on the high street
- Inactive frontage





Activate public green

Public realm improvements

Safe pedestrian crossing

Anchor site

Shopfront improvements

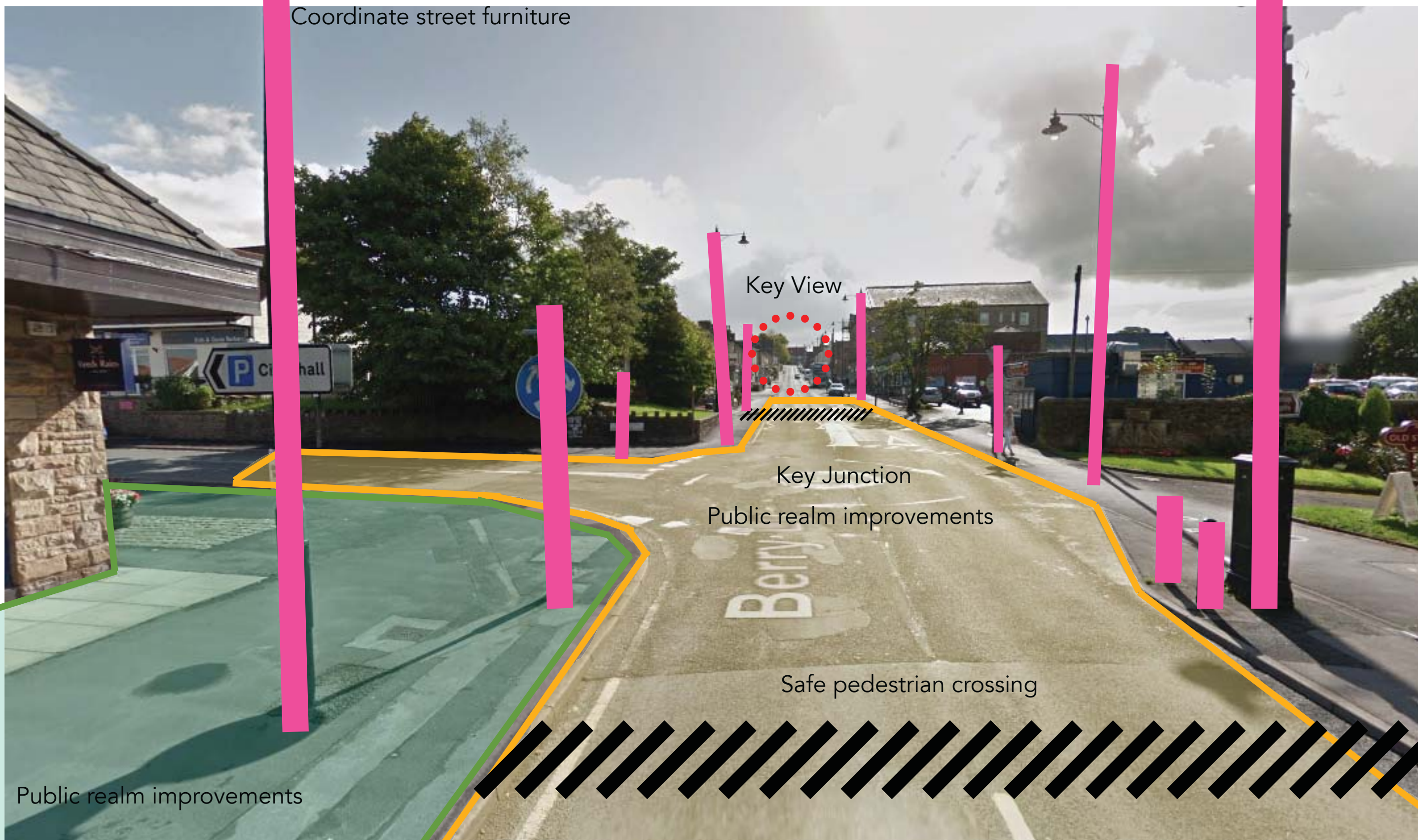
Potential for one way traffic

Cycle Lane

Relocate street parking

Public realm improvements

Coordinate street furniture



Key View

Key Junction

Public realm improvements

Safe pedestrian crossing

Public realm improvements



Activate first floor

Shopfront improvements

Public realm improvements

Bus Stop

Opportunity to reduce road width in areas to create planting zones, parklets and cycle path

Cycle route

Planting/parklet zone

Activate first floor

Shopfront improvements

Public realm improvements



Existing residential

Key View

Bus stop

Development site opportunity

Formalised parking

Seating along route

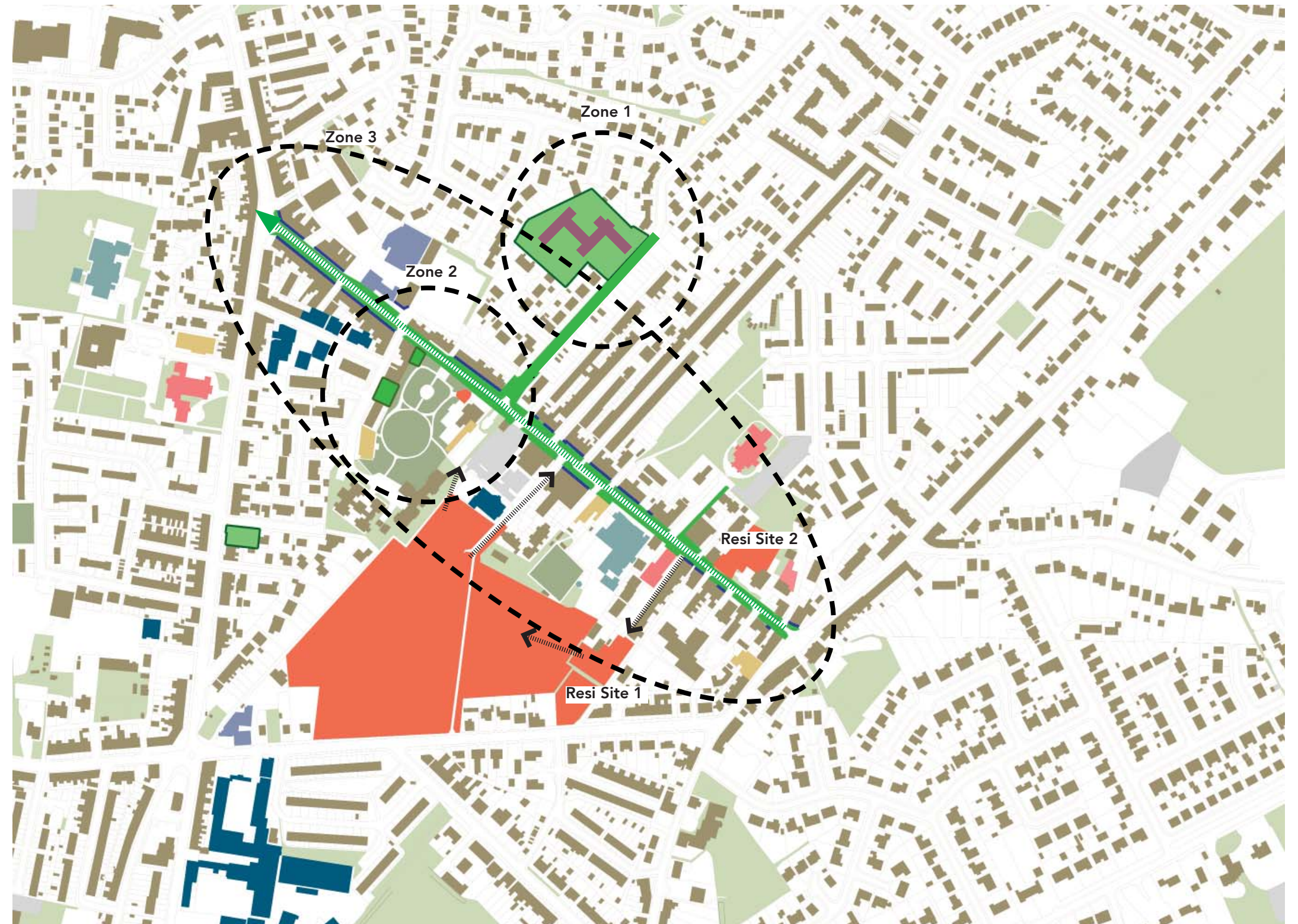
Public realm improvement

Strategic Masterplan

2.2 Emerging Strategy

Key

-  Development Opportunities (working with existing tenants and occupiers)
-  Local Suggested Development
-  Public Realm Improvements
-  High Street Shopfronts
-  Proposed One-way Vehicle Route
-  Key Pedestrian Connectivity



2.3 Zone 1 - Specialised Accommodation and Community Hub

- Create a new mixed use community hub with specialised accommodation
- Community hub to include shared hall facility and work hub
- Public realm improvements along Calder Ave to form better connections between the development and the high street.



2.4 Zone 2 - Activating Towneley Gardens

- Activate façades facing Towneley Gardens
- Explore options to maximise the use of the existing assets



2.5 Zone 3 - Public Realm improvements

- Option 1 introduces single flow traffic down Berry Lane, using the additional area to form outside seating and wider pedestrian footpaths
- Option 2 uses parklets to informally introduce increase outside seating areas and planting along Berry Lane
- Form new crossings along Berry Lane

- ↔ Key pedestrian crossing points
- Parklet/increased footpath
- Public realm improvements including cycle path



3.0

Public Consultation

3.1 Engagement Strategy

This section outlines the Buttress strategy for engagement with the local community and key stakeholders of Longridge. The outcome of this engagement is to support the Longridge Strategic overview and masterplan.

Buttress invited members of the Town Council and the local community to attend one of two online consultation sessions. The sessions were designed to be engaging and allow discussion and debate amongst those attending.

The aims and objectives of the consultation were to;

- Understand the existing constraints of Longridge
- To present initial thoughts and ideas to the wider community and gather feedback and other considerations.
- To understand what a sense of community means to Longridge
- To use feedback to further develop the strategic masterplan

The table below briefly outlines the consultation approach Buttress used to engage with the local community.

Welcome	<ul style="list-style-type: none"> • Introductions • Zoom etiquette • Outline workshop format • Outline the Levelling up fund
Initial thoughts	Buttress to present initial thoughts and masterplan. Outlining the 3 zones in further detail
Break out groups	Groups to split into 3 smaller groups where they are able to discuss the masterplan and Zone 1, 2 and 3. Each facilitator will rotate to each group ensuring everyone is able to discuss each element.
BREAK	
Main group discussion	Facilitators to discuss the main themes emerging from the discussion and open this to the wider group, forming group consensus.
Close out the session	Buttress to close the session, thanking participants for their time and explain the next step.



3.2 Engagement Feedback

Zone 1 - Specialised accommodation and Community Hub

Outline Proposal

Demolition of the existing civic hall to allow development of a purpose built community hub and residential development on the site.

Key themes

- The civic hall is run down and not fit for purpose
- The civic hall is not flexible and too large for the majority of groups who wish to hire
- A new civic hall/community hub should have more smaller flexible spaces, but also allow the large community gathering space/venue for big events.
- The civic hall is currently in the wrong place as not connected to the high street and doesn't generate natural footfall.
- The hub needs to be better connected to the high street through public realm interventions.
- There is significant residential development within the area, however it is all of a similar type.
- Residential needs of local first time home owners and the elderly is limited and currently not being accommodated for.

Masterplan Updates

- Consideration to the type of residential development
- New community hub which better suits the communities needs. Smaller flexible spaces which can open up for larger events.
- Parking and green space to form part of the community hub development.



Zone 2 - Activating Towneley Gardens

Outline Proposal

Refurbishment of council owned properties facing onto Towneley Gardens to activate the park. Looking at bring new activity into the gardens and using it as an extension to the high street.

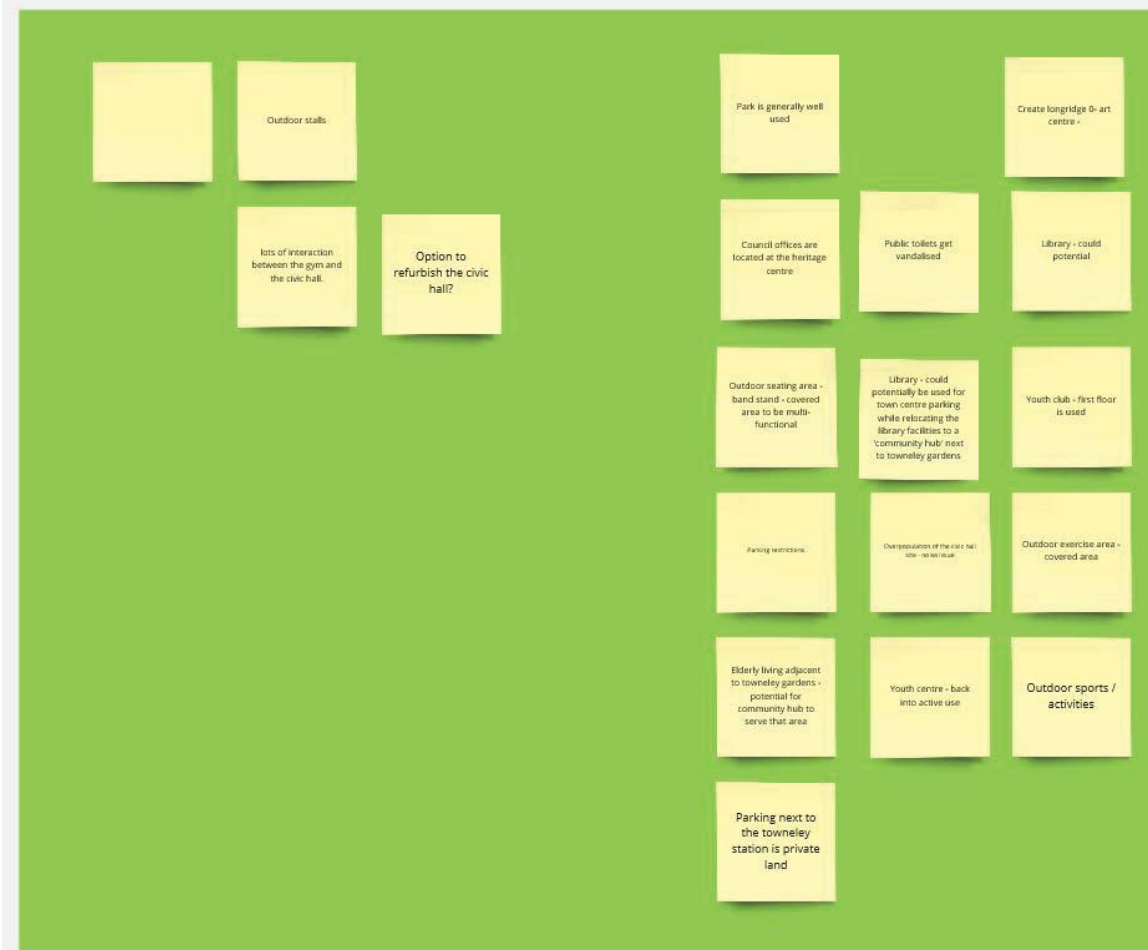
Key themes

- Gardens under used
- The back of buildings back onto the Garden not creating a sense of space.
- It would be good to link the community hub up with the gardens.
- The Over 60s club could move to the community hub and the Gym could be relocated so it is able to interact with the green area.
- Outdoor sports and activities
- Larger entrance to the park
- Better seating
- Pop up stalls and events to take place in the gardens

Masterplan Updates

- Relocation of the over 60s club bring new uses into the property and into the gardens
- Event schedule

ZONE 2 - Activating Towneley Gardens



ZONE 2 - Activating Towneley Gardens



3.3 Engagement Feedback

Zone 3 - Public Realm Interventions

Outline Proposal

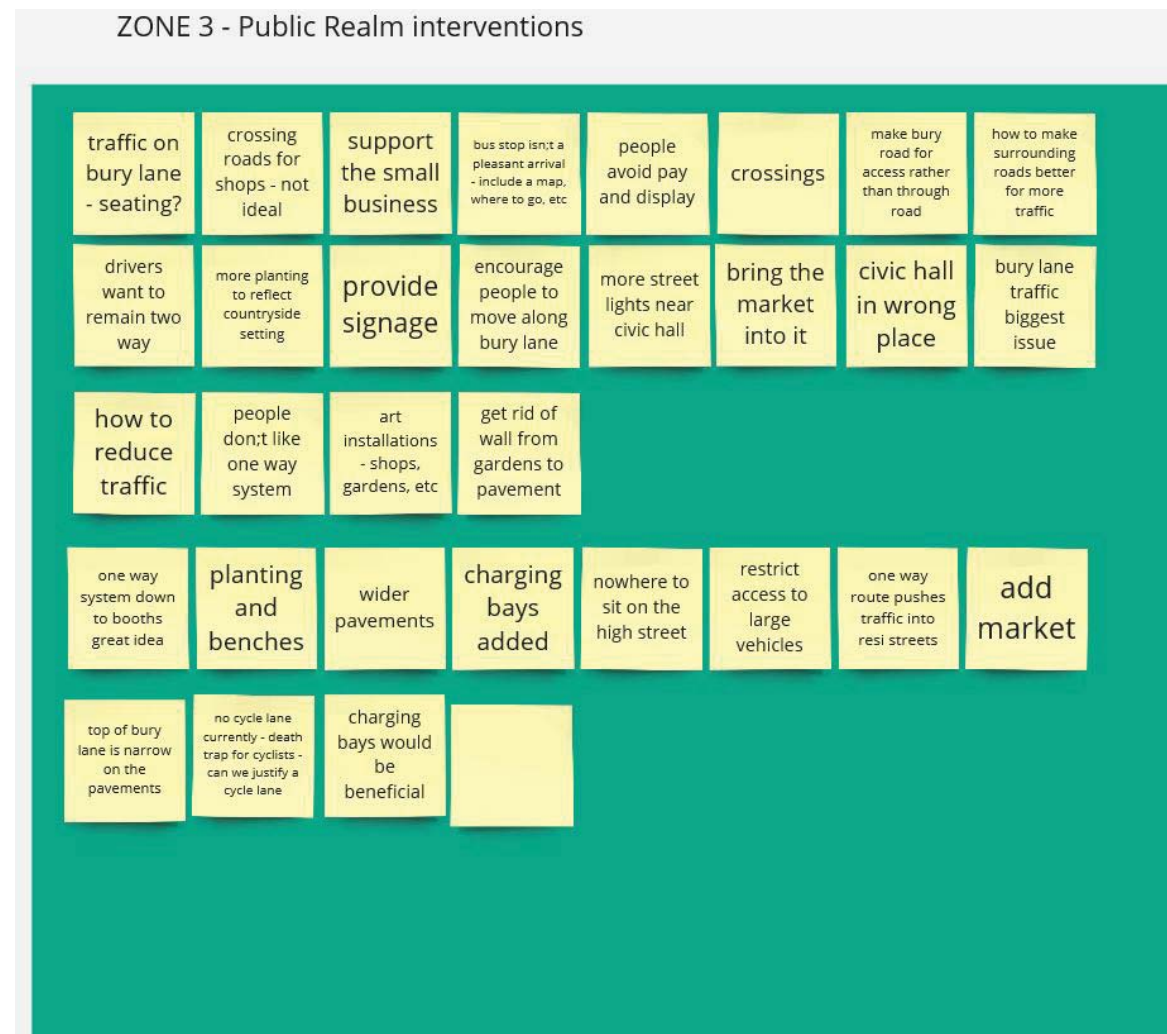
Upgrading the public realm along Berry Street and Calder Avenue to link the community hub to the high street. The proposal looks at restructuring the road to allow clear safe cycle routes, dedicated parking and bus stops.

Key themes

- No real sense of space
- Opportunities to extend public realm area and increase planting
- Outside eating
- Slow Traffic down on Berry Lane
- Safer pedestrian crossings
- More space for pedestrians
- Want to link all interventions through public realm interventions
- Sense of arrive when using public transport.
- Markets
- Art installations
- One way system split the group in two.

Masterplan Updates

- Look at a planting scheme
- Sense of arrival
- Phase public realm improvements
- Strengthen link to community hub



4.0

Proposed Strategy

4.1 Proposed Strategy

Through engagement and consultation a proposed strategy has emerged. The strategy looks at the 3 key zones previously identified but brings these together to form one cohesive scheme.

The scheme develops 2 key sites and links these together through public realm improvements. The public realm improvements also create a sense of place which is unique to Longridge.

Consultation has stressed the need and local desire for a community hub. Long standing events such as the Longridge Band nights hold a special place in the communities calendar and the proposed scheme enhances the offer for more of these types of events to take place by forming two venues, the community hub and the Gardens. The proposed scheme also creates opportunities for smaller groups to come together creating a shared space and a venue for communities within communities.



Longridge Community Gym



Longridge Band



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