

Appendices

1. BASELINE REPORT
2. COMMUNITY CONSULTATION
3. MARKET SQUARE OPTIONS APPRAISAL





01

BASLINE REPORT



contents

| | |
|---|----|
| 1. UNDERSTANDING CLITHEROE TODAY | 6 |
| 2. PROPERTY MARKET REVIEW & PLANNING POLICY | 22 |
| 3. CLITHEROE'S FUTURE - first thoughts | 26 |

1 | understanding clitheroe today

INTRODUCTION

This appraisal has been informed by desk based reviews and site visits over a number of days. We have reviewed the study area set out in the Brief and extended the boundary north to create a distinct study boundary that is contained by the wider residential neighbourhoods enclosing the town centre.

Clitheroe presents a number of key challenges to be resolved and opportunities to be realised. They are considered here in detail under four headings.

Place

- townscape

People and prosperity

- land and buildings
- landscape, streets, squares and courtyards
- community hubs
- investment, performance and flexibility

Connections

- arrival, destinations, barriers and connections

Town management

- lead agencies and partners

The key challenges and opportunities are summarised under **Clitheroe today – headlines**





PLACE



PEOPLE AND PROSPERITY



CONNECTIONS



TOWN MANAGEMENT



place | townscape

OVERVIEW

Clitheroe is set within the outstanding Ribble Valley. Clitheroe Castle, set on a prominent hill, is the most recognised feature when approaching the town. The Castle is also the most prominent feature within the town. It provides a valuable landmark for those exploring the town's streets and courtyards.

Clitheroe is a town revealed as an intricate sequence of streets, squares and courtyards. The Castle is the most influential structuring element within the town. Castle Gate defines the transition from the Castle grounds onto Castle Street, leading north to Market Place. The Square was the historic setting for markets and remains as the definitive point at which all approach routes into the town from the north converge.

Together, the Castle, Castle Gate, Castle Street and Market Place provide the 'visual spine' of the town. All town approaches lead here, and a sequence of finer grain courtyards and passage ways connect the eastern and western town extents to this seam of activity. This prominent historic role is reflected in the consistency and quality of buildings enclosing this spine, with the most notable town landmark buildings defining key corners and enclosing Market Place.

The building pattern and streetscape enclosure remains intact, with a fine grain building pattern of consistent scale and materials enclosing meeting points, revealing passageways into courtyards and framing views and vistas. Changes in building frontages and scale, and variations in street width creating distinctive corners and meeting points. King Street and Moor Lane are also well defined streetscape connecting Castle Street to the wider neighbourhoods.

There is a sequence of passageways connecting Castle Street to small courtyards and backlands. They create more contained, intimate places connecting the town 'high street' to the neighbourhoods to the immediate east and west. The courtyards to the east are more structured and active. To the west, the passageways lead into car parks and 'backlands'.

The residential neighbourhoods to the north are structured around Church Street and York Street. They remain intact with limited changes to their overall pattern, providing high quality townscape assets connecting into Market Place.

The streets and buildings to the east of Castle Street are more fragmented. They are characterised by an interrupted building

pattern that has been eroded through incremental housing infill, clearance for car parking, and the construction of larger format industrial, employment and retail premises with associated parking and forecourt areas. The cumulative impact of these changes is particularly apparent along the Queensway – Peel Street – Waterloo Road corridor. The lack of continuity and enclosure, larger building scale and more industrial construction creates a poor quality visual frontage for the town onto this strategic, prominent north south connection.

CHALLENGES:

in summary, the challenges are:

- 1 Preserving and enhancing the fine buildings and streetscapes of Castlegate, Castle Street, Market Place, King Street and Moor Lane



- 2 Restoring the fragmented building patterns and streetscapes to the east and west of Castle Street, including the Clitheroe Market



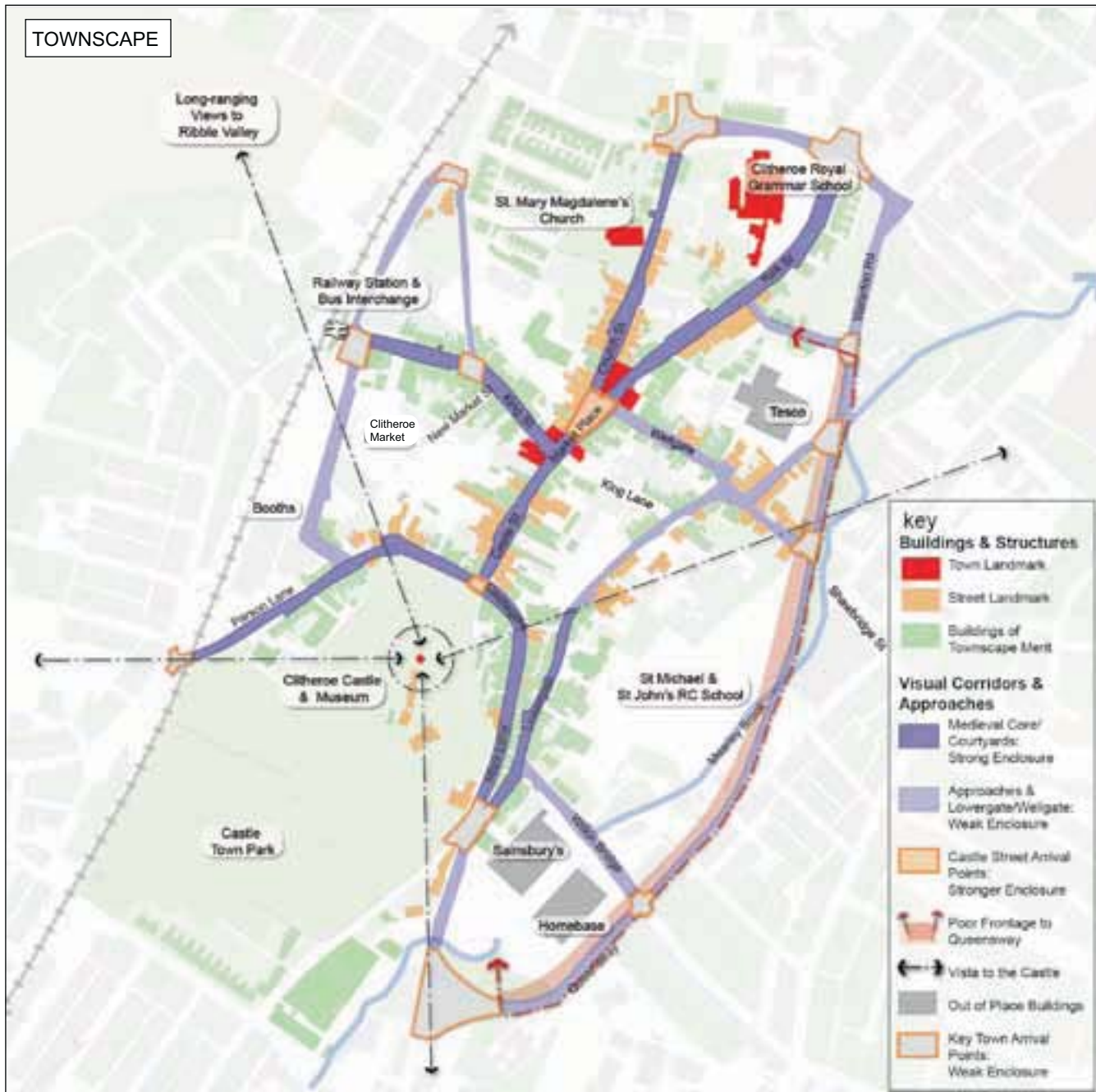
- 3 Creating a clear hierarchy and sequence of streets and spaces away from Castle Street



- 4 Dealing with the eyesores and poor quality buildings and site frontages, particularly those along prominent approaches and arrival points



TOWNSCAPE



OPPORTUNITIES: in summary, the opportunities are:

1 Realising the strength of Castle Street and Market Place as the 'visual spine' of a wider hierarchy of streets and places



2 Creating new developments and investment to restructure those parts of the town that are fragmented and disconnected



3 Realising the potential of the courtyards and passageways to provide more intimate and contained places and experiences



4 Mearley Brook as a natural feature with the potential to strengthen local distinctiveness and provide a focus for environmental improvements for several key town approaches and arrival points



people & prosperity | land and buildings

OVERVIEW

Clitheroe's origins as a market town has created a diversity of uses and activities within a compact town centre. There are a significant number of well established residential communities within the heart of the town, offering a diversity of homes including family living. More recent residential developments are of a higher scale and density relative to more established neighbourhoods.

Beyond the historic core, the residential neighbourhoods to the north and west are well defined, with a clear relationship and connections into the town centre. They are well supported by schools, community, cultural and health facilities that are close by and also serve the wider town centre and population. To the east and south, the transition is much more interrupted. The exception is the more distinct residential neighbourhood contained between the historic core and Mearley Brook focused around St Michael and St John's Church, School and playing field.

Most visitors arrive by car, rail and bus arrive to the north west of the historic core, and move into, through and around the northern extents of Castle Street and King Street. Castle Gate and Moor Lane have lower levels of pedestrian footfall. Moor Lane also has a steeper gradient and narrower pavements, placing pedestrians closer to moving cars and making it harder for pedestrians to pass each other. These aspects appear to impact upon pedestrian footfall, and there are a higher proportion of void retail premises along Moor Lane relative to other parts of the town.

Castle Street and King Street form the towns 'high streets' and focus for pedestrian activity, converging at the Market Place – a popular meeting place. Castle Street is the key destination, with its easier gradients and easily understood meeting points – the Market Place and Castle Gate - at its northern and southern extents respectively.

These 'high streets' and the wider retail offer provide an independent and boutique retail experience, with fresh produce, food, furniture, jewellery, toys, clothing and fine dining well represented. The more independent, established businesses are being joined by new faces with more regional profiles, most notably the Olive Press and Piccolino's brasseries. Pubs and bars are well represented across the town, with a number providing accommodation also. The choice of hotels appears limited.

National retailers are clustered in larger format retail stores with their own free car parking which tends to contain pedestrian

activity away from the town centre. The most significant cluster is in the east, along the lower ground fronting onto the Queensway – Peel Street – Waterloo Road corridor. The Sainsbury's store appears to stand alone, with pedestrian movement between Tesco's and the town core seeming more apparent. To the west, the Booth's store is much closer and appears to encourage pedestrians to also walk closer into the town.

At a finer grain, there are mixed use, independent projects being brought forward providing smaller units for start ups and shared services. They are supporting a diversity of uses from dance studios, to offices, retail and cafes/restaurants. They are realising the opportunities created by the courtyards and backlands located very close to the highest footfall locations – Castle Street and King Street – and close to town centre services and related businesses.

There is a distinct civic hub providing a transition from the retail core to the residential neighbourhoods to the immediate north. This hub includes the Library, Ribble Valley BC and Clitheroe Town Council, together with the Health Centre.

Between the historic core and the Queensway – Peel Street – Waterloo Road corridor to the east, land uses are inconsistent. This neighbourhood, Wellgate, includes employment sites, car parking, and larger format retail stores. These fragmented land uses and associated townscape disconnects the wider residential neighbourhoods to the east from the town.

Between the historic core and the railway to the west, Clitheroe Market creates a poor quality experience for those arriving by rail, bus and car. The layout of the market stalls is poorly related to the pedestrian connections from the wider street network. The stalls also appear dated and overwhelmed by the open nature of the site, car park and associated car movements. When the market is not open, the site seems vast and under utilised, given its prime location adjacent to public transport and car parking arrival points.

CHALLENGES:

in summary, the challenges are:

- 1 Identifying a role for the town extends to the south and east to complement the more established 'high streets', courtyards and residential neighbourhoods to the north



- 2 Increasing vacancy and lack of investment leading to poor quality environments, particularly along Moor Lane and other key approaches



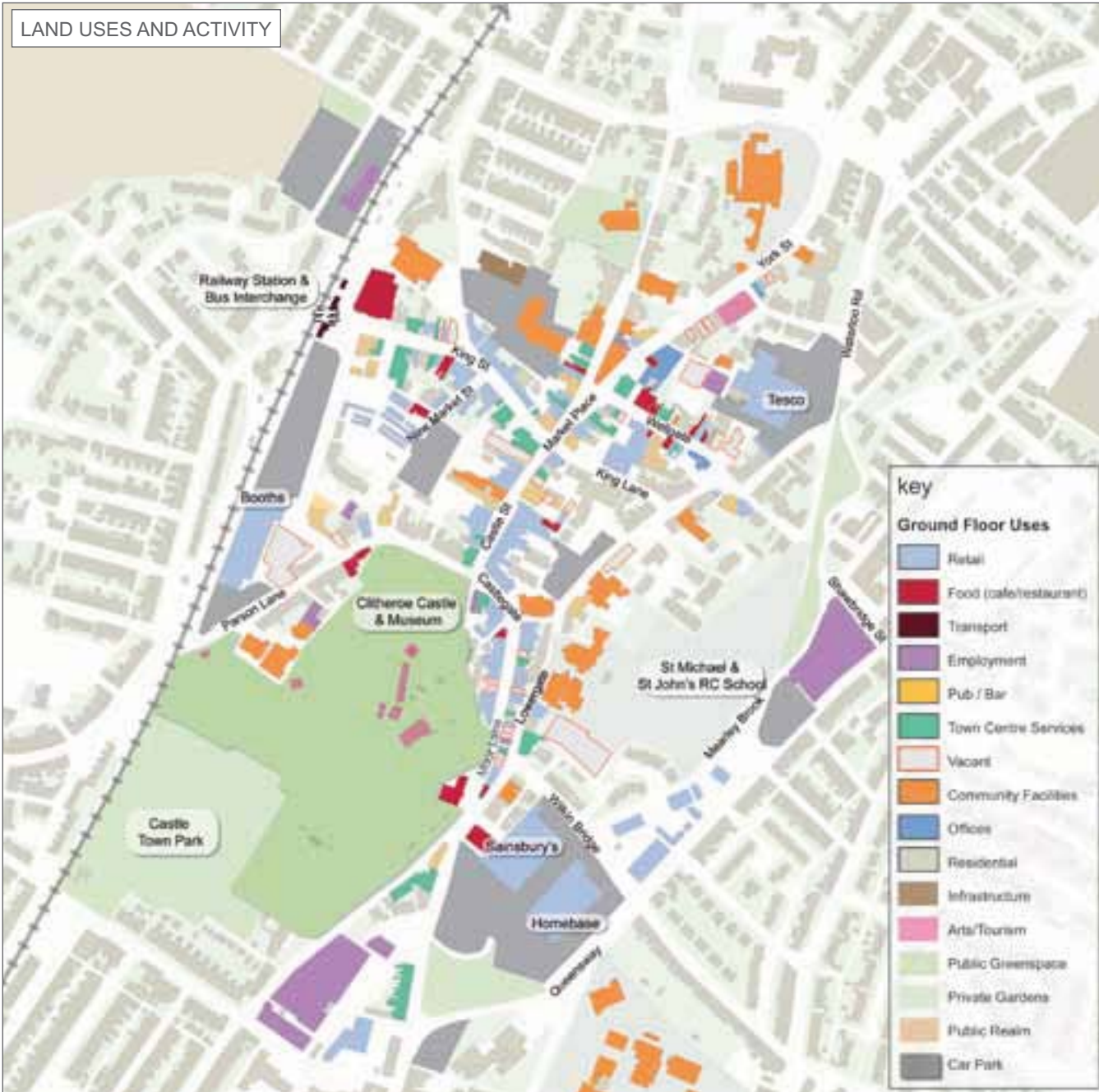
- 3 Poor representation of larger retailers to provide anchors within the historic core



- 4 Clitheroe Market is a poor quality experience disconnected from other attractions and thoroughfares



LAND USES AND ACTIVITY



OPPORTUNITIES:
in summary, the opportunities are:

1 Emergence of new developments offering start up space with servicing demonstrating the flexibility of streets and buildings to provide a platform for more diverse uses and activities, including town centre employment, residential, arts and leisure



2 Diversity and independence of town centre uses and activities - independent retail: food, clothing, jewellery, furniture, bars and restaurants, hotels



3 Significant intervention in Clitheroe Market to create a larger scale development opportunity capable of connecting Castle Street, King Street and the car parks, station and bus interchange to the northeast of the historic core



4 Reconsider the structure of the western extents/ frontages of Castle Street as part of the proposals for redevelopment of the Market Square



people & prosperity | landscape, streets, squares & courtyards

OVERVIEW

The landscape, streets, squares and courtyards of Clitheroe are valuable assets. The most dramatic asset is the Castle and its grounds, with the mature tree groups providing a strong visual connection to the wider countryside setting and the Town Park to the immediate south. The Castle has benefited from significant investment and now offers a high quality environment and visitor experience, a valuable starting point and benchmark for the wider town.

Castle Grounds are also a valuable, well managed asset in close proximity to the town centre. It is hidden by the topography and tree cover of the Castle, and as such is to a large degree dislocated from the historic core and remains unrealised in terms of its potential as a destination.

Mearley Brook is also a hidden asset. Its route through the town is screened by bridge abutments and boundary treatments, and is culverted to provide land parcels for more recent retail and employment developments along the Queensway: Peel Street: Waterloo Road corridor. This corridor dominates approaches to the town and has no local distinctiveness or sense of arrival.

There are incidental greenspaces along the eastern edge of Peel Street. Despite their isolation and close proximity to the noise, dust and fumes of passing traffic, they remain popular as places to stop and rest. A larger greenspace is contained between Peel Street and the historic core. The potential of this greenspace is contained as access is restricted to St Michael and St John's School.

These landscape features provide the setting for Clitheroe's streets, squares and courtyards. Castle Gate, Castle Street and the Market Place provide the 'visual spine' of the town and define the historic core. The town's northern and southern approaches converge here.

Church Street, York Street and King Street connect to Market Place from the north and west. They provide the focus for pedestrian activity, animated by the close proximity of civic buildings, public transport and private car arrival points. Parsons Lane and Moor Lane connect to Castle Gate from the south. They are less animated.

Together, these streets are well defined by strong streetscape frontages, and clearer roles and identities relative to the wider town. The quality of the streetscape is undermined by through

traffic, narrow pavements, and the tired appearance of the pavements, signing and street furniture. This appears to have displaced, or at least contained, the extent and diversity of many street activities.

Elsewhere, streets and squares have a more intermittent enclosure, and their roles and identities are not as easily understood. This is particularly apparent for those streets acting as 'eastern and western approaches', connecting Castle Street to the Queensway: Peel Street: Waterloo Road corridor in the east, and Station Square in the west. As a consequence, the impact of traffic is particularly acute. The quality of pavements, signing, street furniture and building frontages is also poorer relative to other parts of the town.

Within the town structure, there is a finer grain of streets, squares and 'backlands'. A sequence of courtyards connects Castle Street to the car parks and more fragmented parts of the town to the east. They provide more intimate places and encourage surrounding building uses 'outside' – eating, drinking, stalls and displays. The location of car parking to the east encourages pedestrians to pass through on their way to Castle Street.

Connections from Castle Street to the west are much more limited. Two passageways are present. Both are less apparent, lead into car parks or 'backlands', have limited or no active frontages or clear connections to Clitheroe Market.

Clitheroe Market is a poor quality environment. The buildings, stalls and streetscape are poor quality and tired. It is disconnected from the activity and identity to the wider historic core, in particular the 'visual spine' of Castle Gate: Castle Street and the Market Place.

CHALLENGES:

in summary, the challenges are:

- 1 Identifying a role for the town extends to the south and east to complement the more established 'high streets', courtyards and residential neighbourhoods to the north



- 2 Increasing vacancy and lack of investment leading to poor quality environments, particularly along Moor Lane and other key approaches



- 3 Poor representation of larger retailers to provide anchors within the historic core



- 4 Clitheroe Market is a poor quality experience disconnected from other attractions and thoroughfares



LANDSCAPE AND PUBLIC REALM



OPPORTUNITIES:
in summary, the opportunities are:

1 Reconnect and reveal valuable assets – castle, parks, streets and squares, courtyards



2 Manage the car to allow streets and squares to return to market town activities – markets, trading, events, meetings, festivals...



3 Celebrate approaches and hidden arrival points to the town and the historic core



4 Create a quality public realm that responds to and strengthens local distinctiveness



people & prosperity | community hubs

OVERVIEW

Clitheroe has a diversity of residential properties across the town centre. This is a positive and valuable aspect that provides a real opportunity to consider how more residents and families may be attracted in the future.

The more established and robust neighbourhoods to the north and west are well defined. They are well supported by schools, community, cultural and health facilities that are close by and also serve the wider town centre and population.

To the east and south, residential communities are more fragmented and interspersed with a wider mix of uses. Whilst in principle mixed use neighbourhoods are an ideal, in Clitheroe the immediate environment for those living to the east and south is a challenge. The impact of car and freight traffic, and associated noise, dust, fumes and vibration, is immediate for those more historic building groups fronting directly onto narrow pavements. For more recent residential developments structured around courtyards and mews, these impacts appear to be less of an issue.

The residential neighbourhood contained between the historic core and Mearley Brook focus around St Michael and St John's Church, School and playing field. Together, these assets create a distinct community hub.

The town centre is the focus for community services for a wider population, in particular the civic and health services focused to the northwest and close to the rail and bus stations. For those close enough to walk, there are clear and direct routes into the town centre from the north and west. From the east and south, local communities appear to be disconnected by the vehicular movements along the Queensway – Peel Street – Waterloo Road corridor.

CHALLENGES:

in summary, the challenges are:

1 Established residential neighbourhoods immediately outside the historic core are increasingly dominated by larger scale retail and employment development, and car traffic circulating around the town



2 Residential neighbourhoods to the east of the town are more fragmented than more successful, consistent neighbourhoods to the north



3 The Castle Grounds and Mearley Brook Park are valuable recreational assets. They remain hidden and disconnected from those residents living in the town centre who have no other immediate greenspace



4 The Queensway – Peel Street – Waterloo Road corridor disconnects communities to the east of the town from community hubs in the town centre



people & prosperity | investment, performance & flexibility

OVERVIEW

Condition is considered to be a long term measure of investment activity and confidence. The more challenges property owners and businesses are facing in generating a return, the less likely they are to invest in property repairs and maintenance. Over time, this will inevitably lead to a deterioration in building condition, and potentially partial or complete building vacation.

Lack of investment in individual properties may also be a disincentive for other property owners to invest, as building groups, streets, blocks and neighbourhoods become seen as poor quality locations that are unable to attract investment.

Conversely, the future course for such neighbourhoods is often shifted onto a more positive route through structural decisions to change the role, identity and mix of uses. Whilst often triggered by individual building conversions, there is often the need for a clearer commitment across a range of interested parties to deliver more integrated and consistent investment and change.

There are clear patterns in regard to investment, building condition and vacancy across Clitheroe. There is clear correlation between land and building uses, pedestrian footfall and building condition and vacancy.

The properties along the Castle Gate: Castle Street: Market Place 'visual spine' are in better condition relative to other parts of the town. Elsewhere, building condition is fair to poor. The exceptions are the contained residential building groups and neighbourhoods to the north and east of the historic core, together with civic buildings and places of worship.

There are distinct clusters of poorer building quality and vacancy, most notably entire town blocks and building groups along Moor Lane, Parsons Lane and King Street, and standalone sites and buildings including Clitheroe Market, Greenacre Mill and the Health Centre.

Conversely, the focus of investment is at individual building level, in particular conversions involving change of use to food and drink, and residential. Some of the most prominent – Piccolino's, the Emporium, etc – realise the potential of larger scale, historic landmark building that have more extensive floorplates, associated parking and servicing, and more generous settings at key squares with wider pavements.

More significant, standalone investment has focused upon the creation of larger scale retail stores to the east and west of the town.

As a consequence, with the exception of Clitheroe Market, the majority of future, short term development opportunities are further finer grain and individual plot/building conversions and redevelopment. Many of these potential sites are part of wider town parcels characterised by poorer building condition, raising the need for clear decision to be made in regard to their future roles and identities to give greater investor clarity and strengthen confidence.

Larger scale, medium to longer scale opportunities will need to consider existing properties to become vacated or work with occupiers to relocate to more appropriate locations – with the associated risks and costs.

CHALLENGES:

in summary, the challenges are:

- 1 The distinct contrast between the condition and performance of the Castle Gate: Castle Street: Market Place 'visual spine' relative to the wider town centre



- 2 Distinct clusters of building groups in poorer condition and with more concentrated vacancy rates – Moor Lane and Wellgate



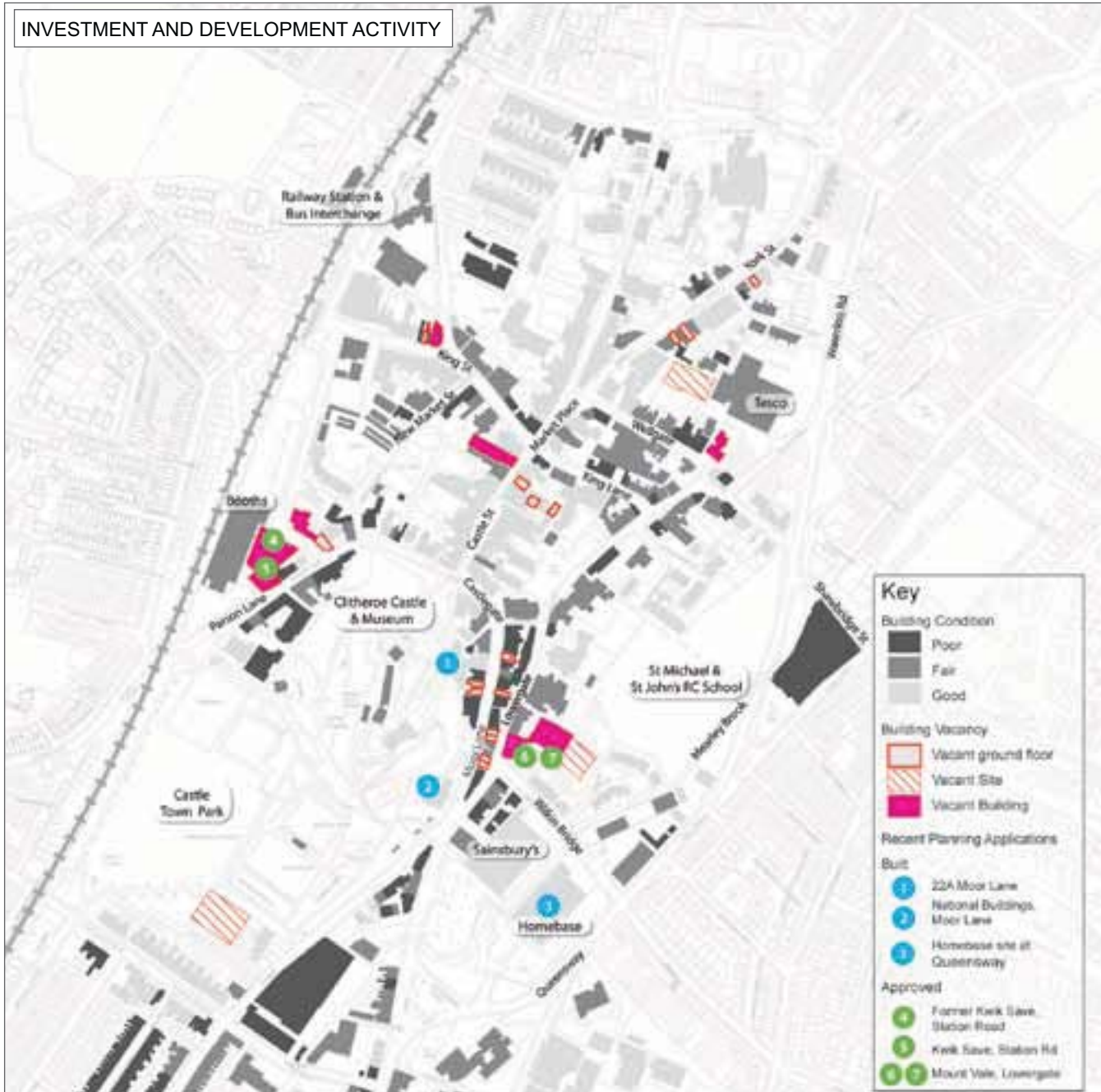
- 3 The fine grain of development parcels and building pattern requiring coordinated intervention across a range of interested parties



- 4 The apparent trend of decreasing viability of historic town centre uses on the more peripheral streets of the historic core, precluding repairs and maintenance and setting a course for further deterioration in building condition



INVESTMENT AND DEVELOPMENT ACTIVITY



OPPORTUNITIES:
in summary, the opportunities are:

1 The inherent flexibility of development parcels to accommodate a wider diversity of uses and respond more immediately to changes in use



2 The need to think more creatively about the future roles and identities of distinct parts of the town to consider more significant changes than those available at the individual property level



3 The need for an integrated approach across a range of interested parties to deliver more diverse and stronger neighbourhoods and communities



4 The ability to intervene at a fine grain to introduce new development and uses in those locations that are better performing and need strengthening and improved management, rather than more significant change



connections | arrival, destination, barriers and connections

OVERVIEW

Clitheroe is well connected to the wider region through its rail and bus stations located to the immediate northwest of the historic core. The railway line is situated just 5 minutes walk from Castle Street, with good connections to nearby towns. All bus services in Clitheroe pass via the interchange at the railway station and around the town. There are no bus services along Castle Street between Moor Gate and King Street.

There is little evidence of cycling being encouraged in the town centre. Some cycle lanes are provided at junctions. Cycle parking in the centre is not provided, apart from at the interchange and the supermarkets.

The towns streets, squares and courtyards provide a fine grain of pedestrian connections and truly walkable neighbourhoods. At present, the underlying potential is overly influenced by the movement of vehicles through the town. The priority given to vehicular movement, together with the lack of pedestrian crossing points and clear waymarking and signing, creates pedestrian barriers.

Castle Street has benefited from widening pavements and pedestrian crossing points and this work could be developed to further improve the environment for pedestrians and to create a clear 'spine' and focal point for the town.

The most significant impact is caused by the treatment of the Queensway: Peel Street: Waterloo Road corridor forming the eastern edge of the town centre. These three streets join to form the route of the A671, part of the north south strategic highway network through the Ribble Valley. The treatment of these streets – building frontage and quality, signage, junction geometry – together with the volume and speed of through traffic has created a road which bypasses the town. This corridor is poorly related to its setting, has no local distinctiveness and fails to articulate the quality and diversity of the town to drivers.

There are numerous connections from this wider corridor into the town. However, access and circulation is managed through a one-way system with a 30mph speed limit. This on going traffic circulation impacts upon the quality of the pedestrian environment, particularly in those locations where pavements are narrow.

This is particularly apparent in Moor Lane, Castle Gate, Castle Street and the Market Place. Much of the traffic is heading for the short stay car parking located in the historic core, and the more widely available on street parking.

There are three main short stay public car parks in historic core, providing approximately 200 spaces. Railway View Avenue car park is easily accessible from the north-west and has good pedestrian connections into the town via King Street or Church Street. New Market Street and Lowergate car parks are both very central, but require drivers to drive through the town centre to access them. The pedestrian routes into the town centre from these two car parks are very unclear and unwelcoming, through private land or up steep steps.

Car Park charges are perceived to deter shoppers by local traders. Free on-street parking is available on most roads, generally for 1-2 hours Monday to Saturday between 9am and 7pm. Booths, Sainsbury's and Tesco's car parks, situated at the edges of the town centre, provide free parking and alternatives for those able to walk into the historic core.

Whilst this availability of car parking in close proximity to the shopping streets is valuable, there is a need to define a more appropriate balance between pedestrian priority and accessibility in the historic core.

There is also a clear relationship between car parking, pedestrian footfall and circuits, and consequent vacancies. The location of car parking to the east of the historic core encourages pedestrians to move through and animate the courtyards.

CHALLENGES:

in summary, the challenges are:

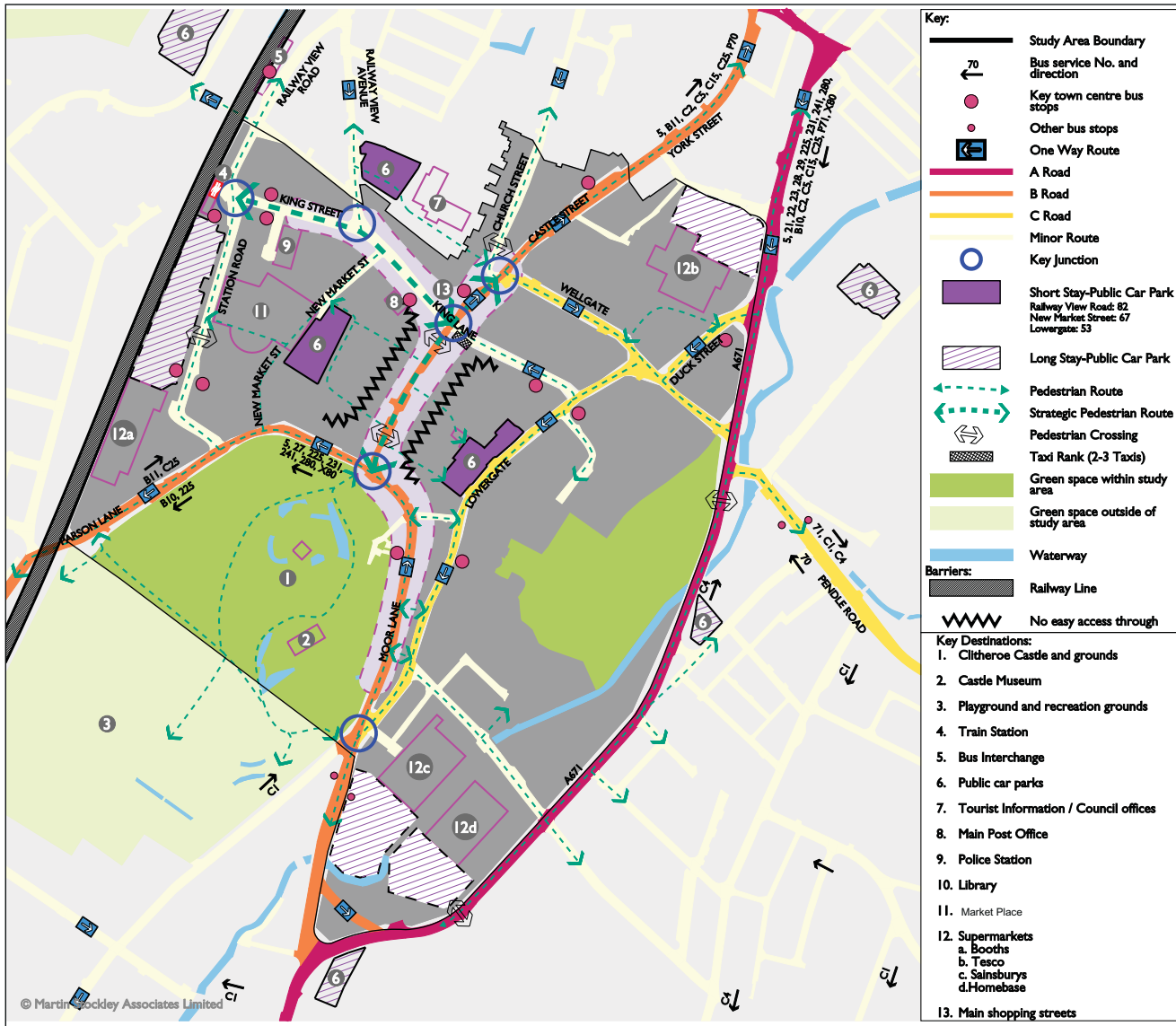
1 Traffic management - Whilst the one way streets prevent unwanted through traffic, they may encourage faster speeds and traffic looking for parking or finding their way around to orbit around the town. Key approaches and arrival points do not signal any sense of arrival and are traffic dominated

2 Pedestrian barriers - The balance of pedestrians and cars appears to be weighted towards cars, with all traffic directed through the historic core, and limited crossing points or cycling facilities. The fine grain street network is under-used as waymarking and signage is poor. Pedestrian activity is contained to the most apparent and direct routes from the rail and bus stations and car parks to the Castle Street and King Street.

3 Car parking - Car parking is perceived as being expensive and not sufficient. Local visitors would like to see additional on-street parking spaces. Car parks are generally full, but Market Street car park has free spaces on non market days (Clitheroe Health check)

4 Gateways / Arrival points - The key gateways to the town are traffic dominated and do not offer a sense of arrival nor do they advertise the town to passers by. Visitors to the town may not realise they have arrived until they are in the historic centre – this can add to the perception that they must park centrally rather than on key approaches. Large numbers of vehicles pass along the A671 daily and treatments along this linear gateway and at access points from the road could raise the profile of the town and attract new visitors.

MOVEMENT AND CONNECTIONS



OPPORTUNITIES: in summary, the opportunities are:

1 Traffic management - A review of the one way system, signage and routes to the public short stay car parks may provide opportunities to reduce the volume of cars entering the historic core. The gateways and key junction sites provide great opportunities to provide civilized spaces with provision for all road users alike.

2 Pedestrian connectivity - Improved waymarking and signage, together with the creation of a wider diversity of destinations across the town may encourage pedestrians to move beyond Castle Street and King Street and into the wider network of streets, squares and courtyards reducing the dominance of vehicles throughout the town will allow streets to be designed to respond to, and encourage pedestrian activity.”

3 Car park strategy - In order to reduce unnecessary traffic through the town centre, signage and routes to the public short stay car parks should be reviewed. Whilst on street parking can lead to unnecessary levels of traffic within the town centre, it often has an important roles to play in reducing vehicular speeds, demarcating the carriageway and animating the streetscape.

4 Gateways / Arrival points - The gateways/arrival points should clearly give the visitors a sense of arrival and clearly define expected behaviour, such as slow speeds, pedestrian priority etc. There is opportunity along the A671 to advertise the town to passers by and encourage them to visit the town.

clitheroe today | headlines

SUMMARY

Clitheroe is a place of many places. The town's rich history provides a diverse townscape of landscape, parks, streets, squares and courtyards as the setting for independent shops, restaurants, galleries and museums. The town is also a place to live and work, with all the parts necessary for a truly sustainable community. Most of all, Clitheroe is distinct – a valuable attribute in times increasingly dominated by the rise of the 'clone town'.

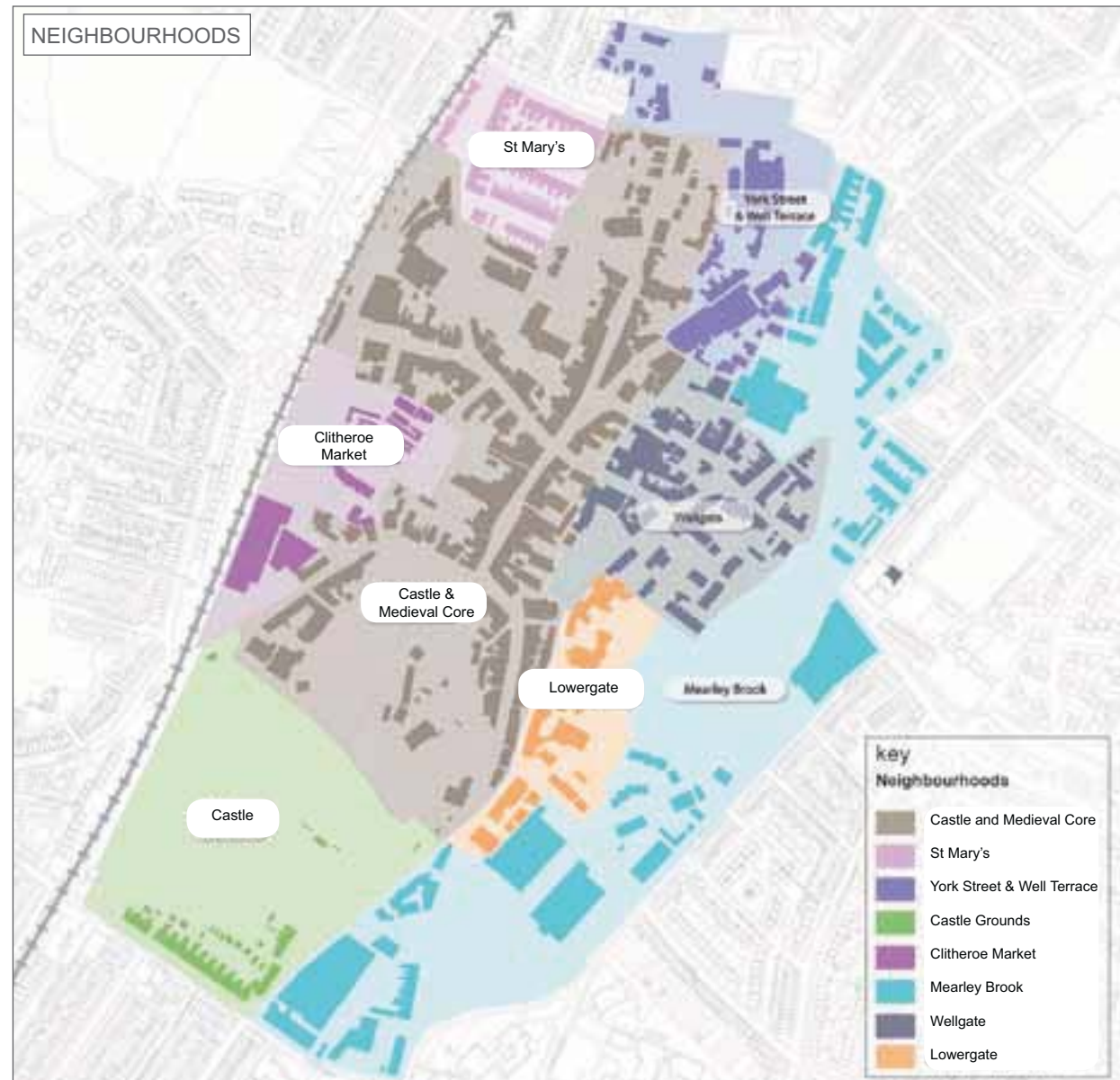
From our appraisal of the townscape, uses and activities and connections, the town is best defined as distinct neighbourhoods, each with their own particular characteristics, communities, roles and identities. Thinking of Clitheroe as a place of many neighbourhoods provides a valuable and robust starting point from which a wider range of more specific strategies and actions may be drawn.

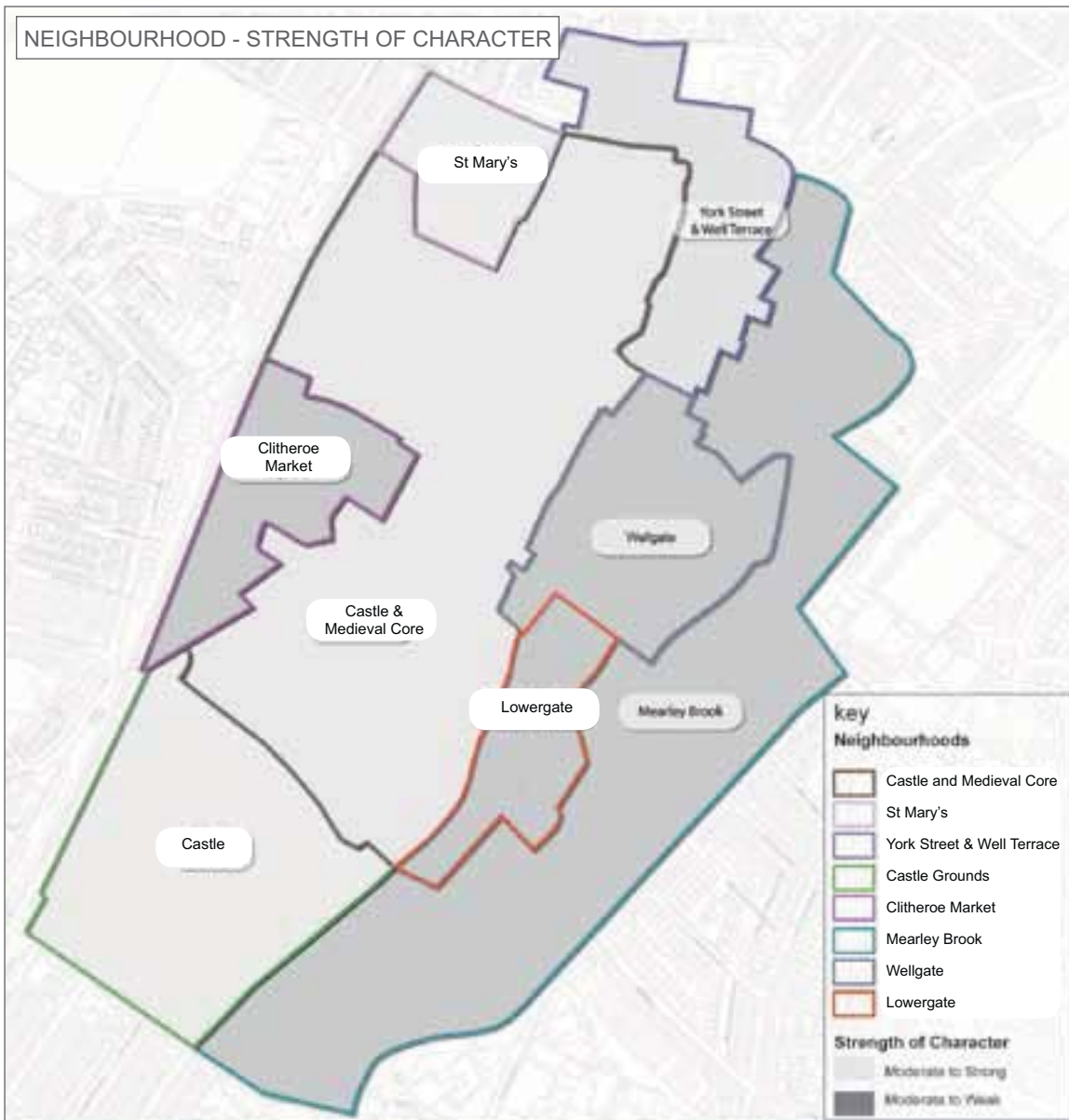
The neighbourhoods, in no particular order of priority, are:

1. St Mary's
2. Castle & Medieval Core
3. Clitheroe Market
4. Castle Grounds
5. York Street and Well Terrace
6. Mearley Brook
7. Wellgate
8. Lowergate

Whilst the neighbourhoods are a valuable, Clitheroe faces many challenges. There is a real contrast in the 'performance' of the neighbourhoods, as shown in our consideration of uses and activity, building quality, vacancy and connections. The Castle and Medieval Core, St Mary's, York Street and Well Terrace, and Castle Grounds are more 'intact' with more clearly defined roles and identities – their sense of place is stronger.

In contrast, the remaining neighbourhoods are more fragmented, with less well defined roles and identities – their sense of place is weaker.





1 castle & medieval core



2 st mary's



3 york street & well terrace



4 castle grounds



5 clitheroe market



6 mearley brook



7 wellgate



8 lowergate



2 | property market review & planning policy

JULY 2009 PROPERTY MARKET

This chapter provides a summary of the retail health check prepared as part of the Ribble Valley Employment Land and Retail Study followed by a more detailed consideration of the local property markets in Clitheroe to help inform the vision and strategy for the long-term regeneration of the town centre. The findings have been informed from a desktop review of key documents/reports supported by discussions with local agents and officers of Ribble Valley Borough Council.

RETAIL HEALTH CHECK SUMMARY

The retail health and performance of the town centre has recently been assessed as part of the Ribble Valley Employment Land and Retail Study prepared by the Business Environments Group in December 2008. The study provided a detailed assessment of the retail health of the town centre based on the review of key indicators of vitality and viability as required in the Planning Policy Statement (PPS) 6.

The findings of the retail health check showed that Clitheroe is the largest retail centre in the Ribble Valley serving a local catchment population of approx 14,000 people. It maintains a strong independent retail offer but is grossly under represented by national retailers with only 2 of the top 20 national retailers present including Boots and Lloyds Pharmacy.

The retail offer is supported by a permanent market open three days a week and comprising of 41 outdoor cabins and 31 temporary stalls. However as with many markets nationwide the market has been in decline in recent years with an increasing number of vacancies and reduced footfall with a recent householder survey recording that less than one percent of households in the catchment visit the market.

Demand within the town centre is skewed with strong demand from independent retailers seeking smaller units resulting in few vacant units and strong rental values and yields and weak demand from national retailers largely due to the availability of larger quality retail units and the lack of existing national retailers to anchor the retail offer.

However despite the strong local demand for retail space the town is experiencing a decline in shopper numbers and trade and for its size captures a very low market share of retail spend with leakage to the larger retail centres of Preston, Blackburn, Burnley, Accrington and Nelson. For example Clitheroe only attracts 22

percent of the available retail goods spend from its catchment compared to towns of a similar size and catchment such as Melton Mowbray which captures 37 percent of spend. Analysis of the composition of the retail offer and spend shows that the towns retail economy is dominated by convenience goods shopping which is the main reason shoppers visit the town. The findings of the shopper and retailer survey's show that the main concerns are the poor variety of shops and limited number of national retailers, poor parking, high business rates and the poor quality of the market.

To address the weakness of the existing retail offer and concerns of shopper and retailers the study recommended that a further 6,000 sq m. of quality new retail floorspace is needed to attract a greater number of national retailers and help maintain and improve its existing market share.

The redevelopment of the markets area has the potential to contribute to the identified retail need and provide a critical mass of quality new retail floorspace to attract a number of national retailers.

Table 1 provides a summary of the findings of the assessment according to the key indicators of vitality and viability.

RESIDENTIAL

The residential property market at the local, regional and national level is undergoing a major slump with demand for new properties stifled by restrictive lending and higher borrowing costs resulting in limited movement in the market over the last 12 months, falling house prices and few new build developments coming on stream. Our review of the local property market in Clitheroe recognises that an assessment of demand based on recent Land registry data on sales and house prices will not provide a true measure of the latent demand that exists in the local housing market stifled by difficult borrowing conditions. Our analysis therefore provides a more detailed analysis of housing market trends prior to the onset of the global credit crisis supported by discussions with local agents to provide an up to date picture of the market today and into the future.

The character of the existing housing stock within the town centre is comprised of a mix of traditional pre 1919 terraced housing and flats located in and around the town centre with older semi detached and detached properties located on the edge of the town centre and in outlying estates. Analysis of the 2001 census

shows that the dominant house types are terraced housing (41%) and semi detached housing (34%) which together account for approx 75% of the total housing stock with flats and detached housing accounting for approx 11% and 12% of the total housing stock respectively.

A number of private retirement apartment schemes exist within the town centre including Bowland Court and Well Court that provide a total of 85 1,2 and 3 bed elderly care apartments.

Table 2 provides a summary of house price trends for the BB7 Post Code area and shows that house prices increased year on year until the onset of the national housing market slump in 2008 when the trend for increasing prices began to reverse with a 12.5% decrease in house prices recorded during the first 6 months of 2009.

Table 3 provides an analysis of average house prices by house type for the BB7 postcode area which shows large increases in house prices for all property types, (excluding the anomaly in the data for flats during 2007 when a large decrease was recorded) until the slump in the housing market in early 2008 when prices began to fall with detached and semi detached properties seeing the largest drop in prices of any house type. The figures for the first six months of 2009 show a variable picture of the market with large decreases in prices for detached and semi detached properties and strong increases in prices for terraced properties.

An analysis of planning application data over the last 3 years provides an indication of the level of future development activity within the area with a number of major new housing schemes proposed in and around the town including:

- **Barrow Brook Business Village** - a proposed development by Newclose Properties of 55 new mixed tenure homes and 31 live-work units
- **Primrose Village** - a proposed development by Beck Homes with the conversion of the existing Primrose Mill and redevelopment of the wider site into a scheme of 165 mixed tenure homes to include 27 affordable dwellings

The limited number of planning permissions granted for new housing within the area despite high demand is due to the policy of Ribble Valley Borough Council that restricts all housing development within the Borough due to the oversupply of new housing in relation to the Joint Lancashire Structure Plan housing targets.

Table 2 Average house prices and annual change % 2006 -2009

| | 2006 | | 2007 | | 2008 | | 2009* | |
|-----|-----------|-------------------|-----------|-------------------|-----------|-------------------|-----------|-------------------|
| | Ave Price | Annual % increase | Ave Price | Annual % increase | Ave Price | Annual % increase | Ave Price | Annual % increase |
| BB7 | 198,605 | 5.6 | 219,328 | 9.4 | 220,0666 | 0.3 | 192,482 | -12.5 |
| UK | 165974 | 4.9 | 180237 | 8.0 | 174,632 | -3.2 | 153,895 | -13.4 |

Source: Land Registry, 2009

* Data for 2009 is based on the first 6 months of the year

Table 3 Average house prices by house type in the BB7 Postcode Area

| | Detached | | Semi Detached | | Terraced | | Flats | |
|-------|-----------|-----------------|---------------|-----------------|-----------|-----------------|-----------|-----------------|
| | Ave Price | Annual % change | Ave Price | Annual % change | Ave Price | Annual % change | Ave Price | Annual % change |
| 2006 | £349,314 | 12.4 | £183,906 | -1.73 | £147,274 | 6.1 | £139,613 | 8.8 |
| 2007 | £399,958 | 12.6 | £213,774 | 13.9 | £156,406 | 5.8 | £115,043 | -21 |
| 2008 | £370,978 | -7.8 | £215,793 | 0.93 | £155,496 | -0.58 | £127,592 | 9.8 |
| 2009* | £333,055 | -11.3 | £182,127 | -18.4 | £163,344 | 4.8 | £122,750 | -3.9 |

Source: Land Registry, 2009

* Data for 2009 is based on the first 6 months of the year

The potential to develop new housing in and around the town centre remains good with the analysis of house price trends and future development activity showing strong demand for a range of new housing from 1/2 bed apartments through to 3/4 bed homes. Discussions with local residential agents indicate that demand locally is improving with a large number of enquires for properties at the lower to medium end of the market at the £125,000 - £300,000 price range.

Demand also exists for new elderly care accommodation to meet the needs of an ageing population as evidenced in the recent Strategic Housing Market Assessment that forecasts a large increase in the retirement age population within the Borough.

The market area has the potential to accommodate an element of new housing in the form of town houses and apartments including retirement apartments as part of the mix of uses for the area.

COMMERCIAL

The existing office market in Clitheroe is not particularly well developed with a mainly local catchment having developed over many years with the majority of the stock comprised of older

Table 1 Clitheroe Town Centre Retail Health Check Summary

| Summary Data | | | |
|---|---|--------------------------|----------------|
| Population, Census 2001 | 14,701 | | |
| Numbers of units, GOAD, 2008 | 189 | | |
| Total retail floorspace | 28,288 | | |
| Viability Assessment Summary | | | |
| Diversity of Uses and Floorspace | Goods Type | Floorspace (sq.m) | Percent |
| | Convenience | 8,974 | 42% |
| | Non-Bulky comparison | 8,798 | 42% |
| | Bulky comparison | 3,418 | 16% |
| Accessibility, BE Household Survey, 2008 | 82% of respondents said access by car to the town centre is 'good' | | |
| | 69% of respondents said public transport to the town centre is 'good' | | |
| | 61% of respondents said access by foot to the town centre is 'good' | | |
| Pedestrian Flows, BE Household Survey, 2008 | 64% of respondents said that footfall has decreased within the town centre particularly along Castle Street (83% of retailers and Moor Street (75% of retailers) | | |
| | | | |
| Crime and Safety | 81% of households across Ribble Valley said that crime and personnel safety in the town centre is 'good' with only 2% of Clitheroe residents expressing concern in relation to security and personnel safety. | | |
| | None of the retailers surveyed were overly concerned about crime. | | |
| Environmental Quality | 86% of households felt that environmental quality in Clitheroe is 'good' with only 0.9% indicating that any environmental improvements are required in the town | | |
| | | | |
| Retail Shopper Perceptions | Poor variety of shops/too many charity shops | | |
| | Pedestrianise high street (residents) | | |
| | Expensive business rates | | |
| | Poor quality of the market | | |
| | More entertainment facilities | | |
| | Poor parking in terms of provision and cost | | |
| Too many vacant shops | | | |
| Retail Capacity Summary | | | |
| Pipeline Developments, Ribble Valley BC, 2009 | Booths Supermarket have acquired the adjacent Kwik Save unit with planning approval secured to link the two stores | | |
| Retail Floorspace Requirements, BE Group, 2008 | 791-1286 sq.m. Convenience | | |
| | 698 – 6006 sq.m. Comparison – Non Bulky | | |
| | 1181 – 2354 sq.m Comparison – Bulky | | |
| | 2670 – 9646 sq.m. Total | | |

property market review & planning policy

small units located above shops or in converted buildings with a small number of purpose built office schemes located outside the town centre. Typical occupiers include accountants, solicitors, consultants and insurance brokers.

The secondary nature of most of the stock limits rental and yield potential with typical rents ranging from £8 to £10 per ft² for the older traditional space and up to £15-18 per ft² for the newer converted/purpose built space such as the recently converted Fern Court scheme.

Demand for the existing office space within the town centre is relatively weak with approx 10% of the total office floorspace estimated to be vacant and from discussions with local commercial agents there have been very few enquires for take-up received in the last 12 months.

Proposals to establish a major new office and leisure development on a site fronting the A59 on the outskirts of the town centre. Barrow Brook has planning permission to be delivered in the longer term for approx 250,000 sq.ft of new office space ranging in size from 500 sq ft to 30,000 sq ft, a 60-bed hotel and a major new fitness/leisure facility.

The potential for new purpose built office space within the town centre is limited due to the weak local demand for space, low yields relative to the required investment and competition from existing and proposed office schemes located in the sub region such as the Barrow Brook proposals that offer better quality space at similar rents with improved levels of parking.

However despite the lack of demand for traditional office space demand has been identified for freehold premises where local businesses are looking to build their own units as part of an investment plan to support pension provision. In addition there may also be the potential to redevelop/convert some redundant sites/premises on the edge of the town centre for serviced or managed office space to support the needs of start up businesses. The recently completed Fern Court Business Centre provides a number of small managed office units ranging in size from 13 sq ft to 600 sq ft and has proved popular due to competitive rents, flexible terms and shared services helping to support new businesses.

Additional demand may also be generated for quality new office space that is not necessarily location dependant by a review of the public sector office space requirements. This could help to

anchor a mixed use or managed office space scheme and act as a catalyst for the regeneration of the more peripheral areas of the town centre.

LEISURE

The town maintains a relatively strong leisure and entertainment offer for its size and catchment with a good range of pubs, cafes and restaurants located throughout the town centre. The recent addition of a number of quality new regional restaurant chains including Piccolino's and The Olive Press has broadened the appeal of the town centre during the evening for a wider range of age groups.

The Grand Venue located on York Street is a state-of-the-art media venue that houses a performance auditorium, recording studio, rehearsal rooms, a dance studio, cyber café and restaurant. The recent £3m refurbishment of the former Grand cinema was funded by the Lancaster Foundation to provide a much needed new arts and cultural facility for the town, particularly for young people.

Clitheroe Castle is a major heritage asset and tourist attraction within the town and has recently undergone a major restoration programme with the restoration of the Keep and complete refurbishment of the museum. The Castle and its grounds is the major tourist attraction within the town and also provides a valuable recreational resource for the local community that includes Clitheroe Skate Park recognised as one of the best skate facilities in the North West.

The town also maintains a number of privately run gyms and a leisure centre – The Roefield Centre that provides a popular sports and recreation facility for use by the whole community. The Roefield Centre has recently announced plans for a £1.1m refurbishment of the facility to include improvements to its crèche, adventure area, meeting room, aerobics and changing facilities.

Hotel provision within the town centre is limited to a number of pubs and inns that provide mid price rooms including the Swan and Royal, Station Hotel and Victoria Hotel. Outside the town the Ribble Valley maintains a large number of quality country house hotels and inns including the highly regarded Inn at Whitewell and Northcote Manor.

No cinema exists in the town with the nearest cinemas located in Longridge and Blackburn some 10 miles away.

Proposals have been approved for a 60-bed hotel and major new fitness/leisure facility as part of the Barrow Brook Business Village located on the outskirts of the town centre adjacent to the A59.

The potential exist to further improve the existing leisure and entertainment offer within the town through the attraction of new leisure uses as part of the redevelopment of the markets area and more peripheral areas of the town along Moor Street and York Street possibly to include restaurants, bars and coffee shops. Discussions with local agents have highlighted a requirement from Café Nero a regional chain of coffee shops for space in the town centre. The potential to develop new hotel accommodation in the town centre is a long-term proposal that will ultimately depend on the success of the strategy to revitalise the town centre.

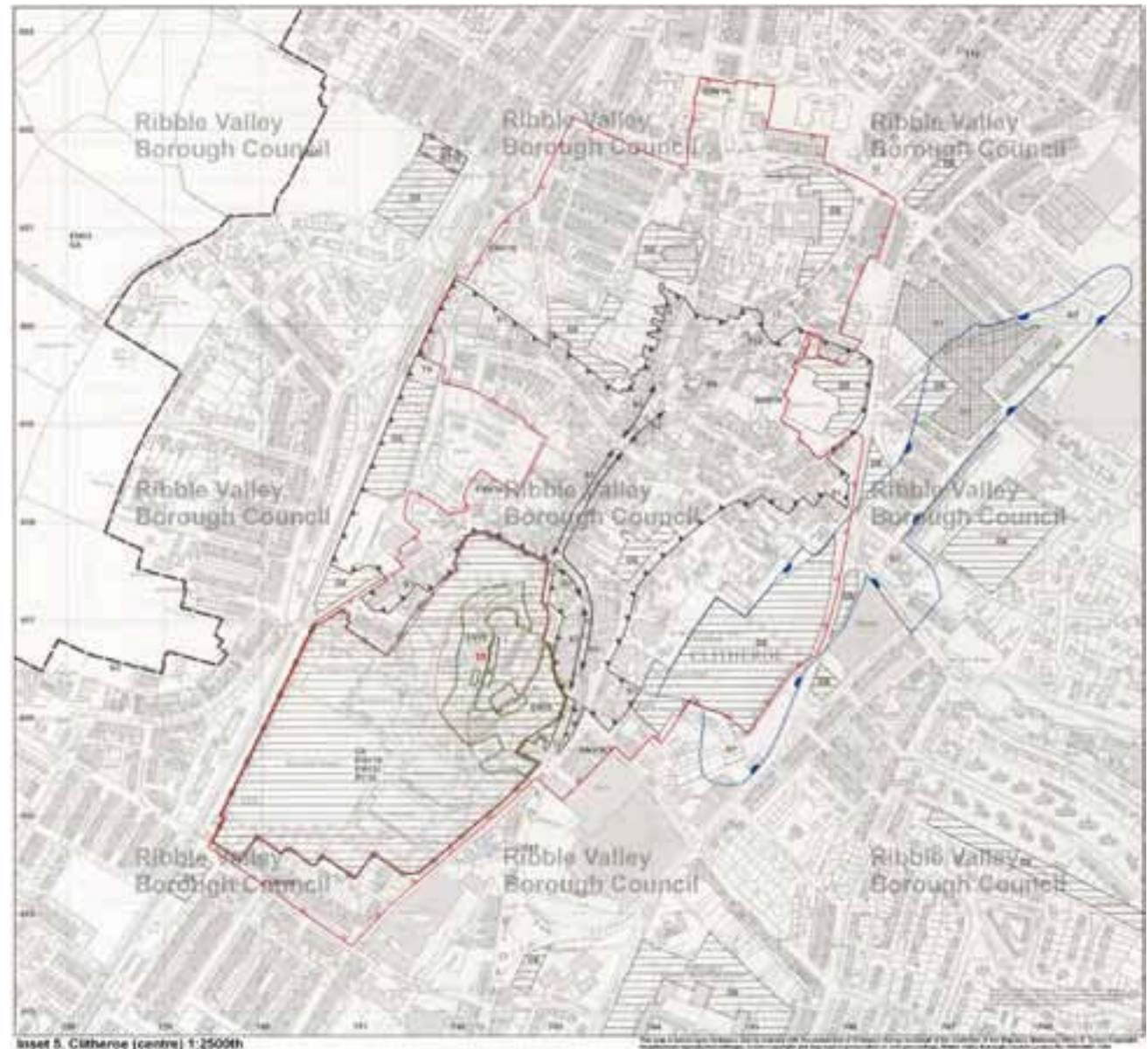
PUBLIC/COMMUNITY

The town centre maintains a number of public/community uses dispersed throughout the town centre including the offices of Ribble Valley Borough Council and Lancashire County Council, Clitheroe Town Hall and offices of Clitheroe Town Council, Clitheroe Library, Police Station, Clitheroe Health Centre, Ribble Valley Registry Office and other community uses.

There has been considerable investment in public and community facilities in recent years with the extension of Ribble Valley Council's offices to the rear of Church Street and the £1.4m refurbishment of the Clitheroe Health Centre located on Railway Avenue View to provide new consulting rooms, reception, meeting room and new lift.

The potential for new public/community facilities is largely dependant on the existing provision and the space requirements of Ribble Valley Borough Council and other public bodies. Discussions with Council officers have identified a requirement for a site/building to accommodate a new Vocational Learning Centre of circa 18,000 sq.ft with the Barrow Brook Business Village a possible location with few other sites available within the town centre to accommodate a facility of the size required. No other requirement for new public/community space has been identified, although it may be desirable to relocate the marriage function of the registry office to a facility within or close to Clitheroe Castle as an attractive setting for civil wedding ceremonies.

PLANNING POLICY



3 | Clitheroe's future: first thoughts

VISION

In response to the key headlines from our appraisal, our first thoughts in setting out a clear vision for the town are:

Clitheroe – a town that is:

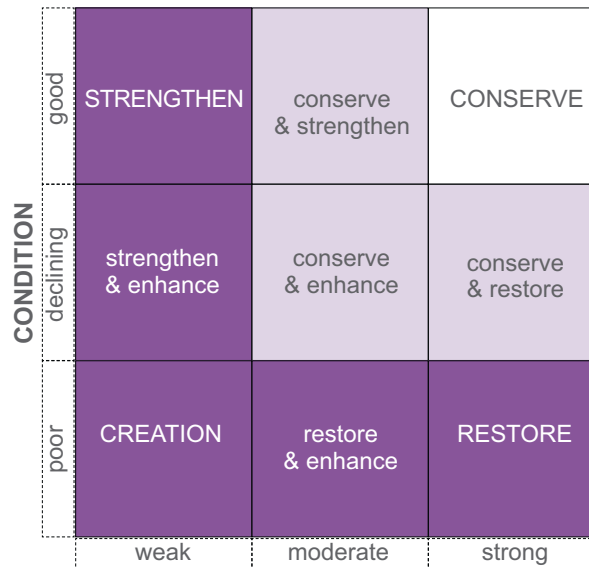
- Vibrant, offering a choice of places to shop, live, visit, stay and work
- Distinct within the Ribble Valley and Pennine Lancashire
- For all seasons with festivals and celebrations throughout the year
- A place to shop, stay and indulge
- Alive with culture and heritage
- Distinct, independent and refined
- Connected to and providing for its communities
- Of pedestrian streets and squares that are easily understood and explored
- Confident, a place to invest with a clear delivery strategy, team and stakeholder forums
- Well known with a clear marketing strategy

RESPONSIVE STRATEGIES

In moving forward into the Vision and Concepts stage, we are proposing to explore this vision in further detail through strategies that respond to the individual aspects of each neighbourhood.

Our appraisal of Clitheroe allows us to distinguish between those neighbourhoods that have a strong sense of place, are performing well and in good condition and therefore require more sensitive actions to strengthen, conserve and enhance; and other areas where the sense of place is less distinct, performance is weaker and where more structural changes are required to create new roles and encourage new activities.

This responsive approach of tailoring the degree or change promoted to the existing strength of character and condition is illustrated below.



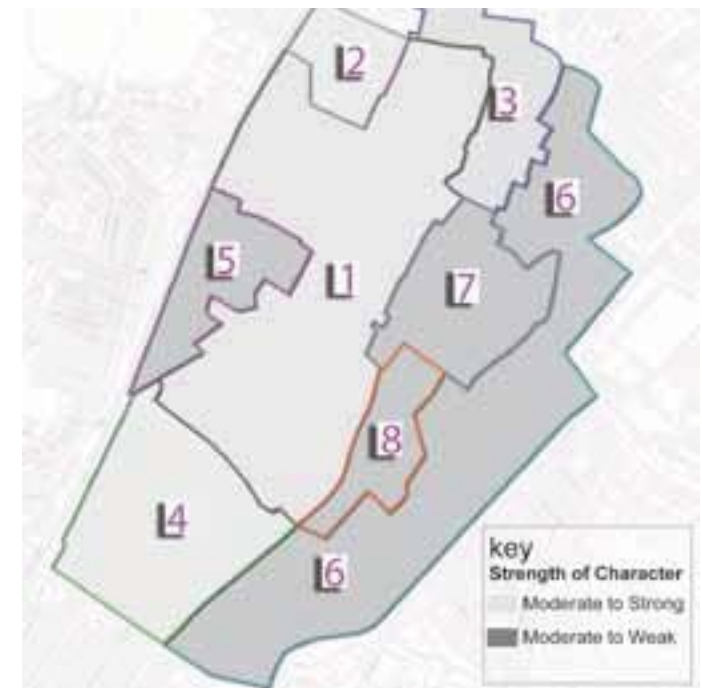
CHARACTER

response strategies

- high
- moderate
- low

Through this approach, this Baseline Paper recommends that the following strategies be considered further through the Vision and Concepts workstage:

| Neighbourhood | Strategy |
|---------------------------------|-------------------------|
| 1. Castle and Medieval Core | Conserve and strengthen |
| 2. St Mary's | Conserve |
| 3. York Street and Well Terrace | Conserve and strengthen |
| 4. Castle Grounds | Conserve and strengthen |
| 5. Clitheroe Market | Create a new identity |
| 6. Mearley Brook | Strengthen and enhance |
| 7. Wellgate | Strengthen and enhance |
| 8. Lowergate | Conserve and enhance |







02

COMMUNITY CONSULTATION

Appendix Community Consultation

INTRODUCTION

The masterplanning process has undertaken comprehensive community and stakeholder consultation to understand how local residents and businesses feel about Clitheroe today, and the changes they would like to see in the future.

Consultation has been through one-to-one discussions, three key events on the 14th August, and a Community Open Day on the 6th and 7th of November.

It is clear that the town is well loved, and seen to have many positive assets that are not being used to their full potential. There is a real consensus of the need for action in Clitheroe, and a broad consensus of the need to attract a greater number and variety of shoppers and visitors to the town.

ONE-TO-ONE DISCUSSIONS

A series of one-to-one discussions were undertaken with agents and prospective developers involved and active within the town.

Key view included:

- The consensus view from local commercial agents in terms of the strength and quality of the existing retail offer was that the town centre whilst maintaining a strong independent offer would benefit from additional national multiple retailers
- The existing retail units in the town centre whilst suitable for the needs of independent retailers often don't meet the requirements of the national multiple retailers
- The town centre needs some quality new retail units to help attract new national multiple retailers and the needs of the larger independent traders
- Demand for retail units is relatively strong reflected in lower than average vacancy rates and stable retail rents in the region of £38-40 per sq.ft
- The existing leisure offer has been strengthened in recent years with the opening of Piccolino's and the Olive Branch with the potential for further new leisure uses as evidenced by a requirement by Café Nero

- The demand for the existing portfolio of office space within the town centre is limited
- The residential market has seen strong growth in line with national and regional trends and despite the recession is still relatively strong particularly at the lower to middle end of the market for properties ranging from 2 – 4 bed in size
- Strong demand exists for elderly housing to include both bungalows and retirement apartments as evidenced by a number of recent retirement apartment complexes in the town centre
- The developers consulted on the options for the markets area supported the principle of a retail led development stressing the need to create a critical mass of new retail/leisure floorspace and a direct link to Castle Street
- In terms of the timing of the redevelopment of the markets area the developers agreed that there is no need to delay in the selection of an appropriate developer partner with the market hungry for good opportunities

A key consultation day was held on the 14th August in Clitheroe town centre. This involved 3 events – a Business Breakfast, a Market Traders Group meeting, and a Stakeholders Workshops. These three focus groups sessions were complemented by an open consultation event over two days (6th/7th November) in Clitheroe town centre.

BUSINESS BREAKFAST – 14TH AUGUST 2009

A Business Breakfast was held early in the morning in Clitheroe to allow those with businesses to manage to be involved. A presentation of early ideas and new directions was given, followed by an open questions and answers session.

Those attending the 'Business Breakfast' underlined the need for immediate actions. Recognising the need to plan for and initiate projects to be delivered over the medium to longer term, the priority is to start delivering a step change in the quality of the experience for those visiting the town in immediate. This

may be 'softer' management projects, beginning with improved co-ordination of resources and services. The focus is upon 'streetscene' issues – street cleaning, signing, lighting, festivals and events, marketing and promotion, management of vacant properties and shopfronts, etc.

Key view included:

- First impressions count and the condition and management of car parks and pedestrian connections into the town is poor
- It is difficult to find your way around the town and understand what places and experiences are there. Improved signing and marketing is needed
- There needs to be a clear balance struck between national multiples and independent's
- There is a need for small flexible employment space and support
- Property prices preclude merging 2 properties into 1. Building conversions/improvements will need to be delivered individually in a flexible way
- The foodstores on the outer reaches of the town operate independently. They need to become part of the town.
- There is a clear appetite for change and many members of the local community are willing to play a role
- Moving the Tourist Information Centre 'off the beaten track' is has lessened its prominence/role
- Cleaner streets and vacant shopfront management is a priority
- Future proposals need to balance the needs of residents with visitors, bring a mix of uses, and ensure that new retail space is tailored to the needs and nature of the town

MARKET TRADERS GROUP – 14TH AUGUST 2009

A meeting was held mid morning in Clitheroe to allow a more detailed and focused discussion regarding the Clitheroe Market with a representative group of market traders, facilitated by Ribbles Valley BC Market's officer. The focus of the discussion was on Clitheroe Market and ideas for how markets may play a greater

role in the identity and prosperity of Clitheroe. A presentation of early ideas and new directions was given, followed by a focused discussion on the role of Clitheroe Market today, and opportunities to be explored in the future.

The Market Traders recognised the need for significant change in the way the Clitheroe Market is structured. The need to reinvigorate the Market was agreed, through physical change, marketing and management. The rearrangement of uses (parking, stalls, and open areas) from several decades ago is felt to be unsuccessful. The need for flexibility on market days and market locations was agreed, together with the need to reconnect Clitheroe Market to the wider town and consider non market activities within Clitheroe Market to attract shoppers and visitors.

Defining improved and active connections to Castle Street was supported. Introducing new retail frontage along these connections was supported as a good way to improve activity and the feeling of Castle Street, the connections and Market Square being part of a connected experience.

Key views included:

- The provision of good facilities for coach drivers is often key to attracting coach visits as they make the decisions where to go! This may include safe/secure lay over locations and toilet/refreshment facilities
- Serving the Market is a key issue that needs to inform any future design development for the Market Square – especially as vehicles are getting bigger/higher
- Being disconnected from Castle Street is a big issue. The idea to connect to Castle Street with routes fronted by shops/uses is a good idea
- The Market needs to give better protection from wind, rain and sun.
- The boundaries and access points need to be much more prominent to capture attention and direct shoppers and visitors into the Market
- Clitheroe Market is too big – its open aspect is too exposed and looks desolate on non Market days. The idea of bringing in new uses to create a smaller market place, potential

indoor parts to the market and a wider range of uses is welcomed. This will need to include adequate parking/ serving

- The Market needs stronger branding and marketing including seasonal events, moving the Market around the town (including Castle Street) and allowing the Market Square to host events/entertainment that is not market/retail based – to attract visitors who may also shop
- The commitment to three trading days needs to be reviewed
- Reconnect the Market with the Ribble Valley – with a focus on local produce, businesses and links to holiday accommodation in and around the town
- Make the town centre and Market work together – the view is that they are thought of as two different and separate things
- Focus more on quality and distinction

KEY STAKEHOLDERS MEETING – 14TH AUGUST 2009

A meeting was held mid afternoon in Clitheroe to allow a more detailed and focused discussion regarding the Market Square with a representative group of market traders, facilitated by Ribble Valley BC Markets officer. The focus of the discussion was on Market Square and ideas for how markets may play a greater role in the identity and prosperity of Clitheroe. A presentation of early ideas and new directions was given, followed by a focused discussion on the role of the Market Square today, and opportunities to be explored in the future.

Key views included:

- Independent retail should be supported, including creating opportunities for young people to start businesses
- Vacant property needs to be brought back into use to bring life into the town. The extent of lease property in Clitheroe seems to discourage property above shops coming onto the market
- Working with the four main supermarkets to encourage longer visits and people to visit the town centre also
- Improved signing to encourage visitors/shoppers away from

the main destinations and into the lesser known/visited places

- The long term viability of the market in its current format is considered to be questionable. Bringing other uses into the space to complement the market/create an attraction on market days is considered to be a potential way forward
- Focus on short, medium and long term projects, not just long term at the expense of immediate action
- Bold pedestrian priority measures for Castle Street to be considered as an equal priority to Clitheroe Market project
- Creating managed workspace through smaller scale conversions and new build is a positive approach to provide a different offer than new employment space on strategic highway connections and junctions
- Strengthen the mixed use nature of the town – residential, shopping, culture, employment, tourism...

COMMUNITY OPEN DAY

A Public Exhibition was held over two days in Clitheroe with press releases and flyers inviting local communities to visit the staffed exhibition to view initial ideas and proposals, discuss ideas, and complete questionnaires. The Exhibition Boards are included at the end of this Appendix.

The Open Day attracted local people and businesses, with circa 240 questionnaires completed and follow on letters sent to the Client Steering Group. There is a clear recognition of the need for change to bring new life into the town. Key issues included car parking and management, the increasing numbers and profile of vacant shops and estate agency boards, and concern that the positive and distinctive sense of place may be eroded by the introduction of 'clone town' developments and stores.

Many responses felt the need for more significant change than proposed through Options 1 & 2 – both of which exclude new development along the connections between Castle Street and Clitheroe Market .

Appendix Community Consultation

Key views included:

- Be ambitious, there is a real need for change
- Quality and independence are very important
- There is support for changing the Market Square. It is the town's singular opportunity to 'wow' visitors and shoppers
- Careful thought is needed to ensure new proposals do not further erode the historic characteristics and identity of the town
- Balance the need for attracting shoppers and tourist with the needs of town centre residents, especially parking
- Improve management and delivery of existing services through more 'joined up' thinking
- Improve the quality and safety of pedestrian connections
- Manage cars better including consideration of closing Castle Street to through traffic
- Breathe new life into the Markets – they are increasingly poor in comparison to other markets that are drawing trade away
- New shops need to balance national retailers with the independent nature of Clitheroe
- There is a real need for a comprehensive review of access and parking, including 'getting around the town', one way traffic, parking and residents parking
- There is a need to focus beyond the usual streets and squares to the wider neighbourhoods and streets – York Street, Wellgate, Moor Lane
- Provide more opportunities for growing local produce in the town – allotments in the parks....
- The town does not offer a coherent shopping experience. There is a need for more depth and marketing of underused assets – courtyards, Moor Lane
- Wellgate is a good location for new homes and workspace
- Have residents and local community groups on the 'Town Team'
- Keep consulting as ideas and projects move forward
- Consult further with young people

SCHOOL CONSULTATIONS

Two focus group meetings were held with local school children and teenagers to gain a more detailed insight into their views of living and learning in Clitheroe.

After being given an overview of the aims of the Masterplan and the reasons behind it a number of questions were posed around what their thoughts were about Clitheroe Town Centre and the town in general as a place to live.

Key views included:

Clitheroe Town Centre and the Market

- Clitheroe is a bit boring from a young persons point of view and many have to travel to other areas for leisure and entertainment purposes
- Increase pedestrian and public areas. There is a need for street cafes – not just quaint tea shops - where people can meet up in the summer (this would also help to increase retail spend in the town at weekends)
- The Market is shut more times throughout the week than it is open

Shopping & Leisure

- Shops don't appeal to younger people buying clothes etc – shops like Mark One/River Island are the kind of outlets Clitheroe needs and maybe a McDonalds/Burger King, and music and games shops
- Shops, again such as: New Look, Tammy at BHS, Peacocks, HMV, Game Shop and massive sweet shop
- Any retail development in Clitheroe should offer younger consumers an entertaining environment with shops selling goods they want with a mix of attractors if they are to be attracted to spend their time and money there
- To link the Market to Castle Street a 'mini' under cover shopping mall could be built that could incorporate something like those described and that way the traditional look of the high street would be unspoilt and with this the town centre would cater for a much wider mix and age of people.

Improvements needed

- There is too much traffic on Castle Street and Moor Lane
- Improve public open spaces and passageways – there aren't many places to sit and enjoy the surroundings and there is also a lack of shelters areas in bad weather.
- More things to do especially weekends – events/festivals and proper market on both Saturdays & Sundays
- Clothes shops
- Clitheroe Market and street entertainment
- Potential for mixed Theatre/Cinema showing latest films etc
- Outdoor cafés

Environmental Issues

- Better street lighting and illuminate significant buildings
- Improvements to pavements, passageways and roads (including disabled)
- Improve signposting, seating, more trees and planting
- The town looks a bit run down in some areas
- Some of the pubs look shabby and need better beer gardens (thinking ahead!!)
- Improve pavements especially for older people
- Public art and live music in the park and other events to make Clitheroe an entertainment centre with high-quality, well maintained public realm.



CLITHEROE TOWN CENTRE MASTERPLAN

'A place of many places' community consultation day

6-7th November 2009
Ribble Valley Borough Council Offices



Ribble Valley Borough Council



MARTIN STOCKLEY ASSOCIATES
Consulting Engineers

TURLEYASSOCIATES

1 Why does Clitheroe need a masterplan?

The Clitheroe Town Centre Masterplan has been commissioned by Lancashire County Council's Economic Development Department, Lancashire County Developments Limited (LCDL), Ribble Valley Borough Council (RVBC) and Ribble Valley Strategic Partnership (RVSP).

This exhibition is about the future of Clitheroe and the masterplan aims to focus priorities for improvement and change across the town centre. Times are changing and Clitheroe must compete and respond to keep existing shoppers and visitors and attract new people to the town. We have many incredible town assets and individual successes and this exhibition invites you to talk about what needs to change and what needs to be improved.

The Town Centre Masterplan will enable us to:

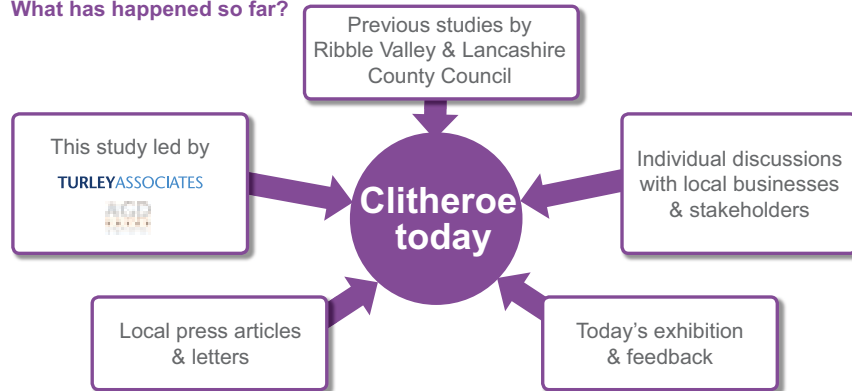
- respond positively to changing times
- continue the momentum generated by Pennine Lancashire Squared project - the proposals to improve the Market Square
- set a long-term vision and agreed way forward to help coordinate future change
- identify the main priorities for investment



2 Clitheroe today

It is important that any future change strengthens the town's existing assets and focuses upon the places that perhaps are not working as well. Since starting the masterplan in June 2009, the Project Steering Group - Lancashire County Council's economic development department, Lancashire County Developments Limited (LCDL), Ribble Valley Borough Council (RVBC) and Ribble Valley Strategic Partnership (RVSP) - has undertaken a number of discussions with groups in the business and local community to find out what aspects of the town are working well and which are not working so well.

What has happened so far?



From this work, the most recurring questions that people want to talk about are:

- do all the town's streets and places work as well as they could do?



- how could you better arrive and get around the town?



- how could we all work better together to deliver improvements?



What do you think?

- ? Have we got these questions right?
- ? Have we missed anything?

3 A place of many places

Clitheroe is already a place of many places. The town's rich history provides a diversity of landscapes, parks, streets, squares and courtyards as the setting for independent shops, galleries and museums. Each place is distinct, with its own particular characteristics, communities, roles and identities. Identifying these places will help us to consider the bigger picture and help to focus areas for change.

What are the different places that make up Clitheroe?



What do you think?

- ? Do you recognise these places?
- ? What makes them recognisable?



4 Where should we start?

Thinking of Clitheroe as a place of many places, provides a starting point from which more specific improvement projects may be coordinated. It is clear from the work and discussions to date that some of the places that we have identified are working better than others. We have thought about the different places (from board 3) and set out our ideas on how each place should be taken forward.

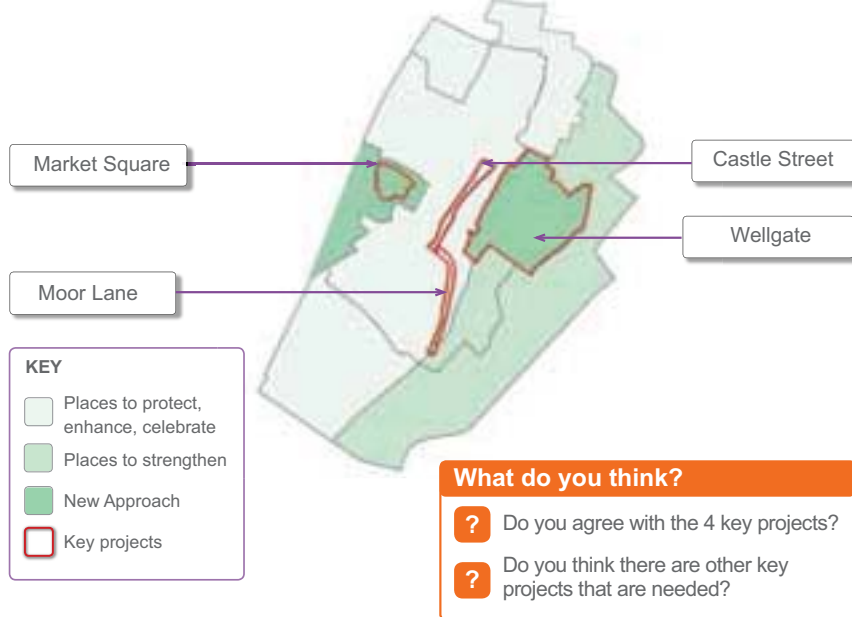
The table below shows which places we think are special and need to be protected and enhanced, those which could be strengthened and those where a new approach is needed.

| Places to protect, enhance, celebrate | Places to strengthen | New approach |
|--|--------------------------------|-------------------------------|
| - St Mary's - York Street & Well Terrace - Castle Park - Castle & Medieval Core | - Lowergate - Mearley Brook | - Wellgate - Market Square |

Strategy for improvement

To help to prioritise improvement projects across the town centre and to prompt new investment, we have identified key projects that we feel are able to attract a wider range of shops, investment and visitors. Boards 5-8 will present to you our initial ideas for these places.

The 4 key projects the masterplan will address are:



5 Market Square

Market square is currently a poor quality experience disconnected from other town centre attractions. As a key historical component of the town centre, here are some ideas for improvement.

How can the Market Square be improved?



6 Castle Street

Castle Street is the historic focal point of Clitheroe connecting the historic Castle with the Market Place, proposed Market Square and its shops and amenities.

How can Castle Street be improved?



7 Moor Lane

Moor Lane is an important shopping street, and is also an important approach and link. It connects the historic centre of Clitheroe with key arrival points and car parks, the market square and the town's shops and services.

How can Moor Lane be improved?



Lancashire
County Council



Lancashire
County Council

8 Wellgate

Wellgate has an important role within the town centre, acting as a link to the town centre from neighbouring residential areas to the east.

How can Wellgate be improved?



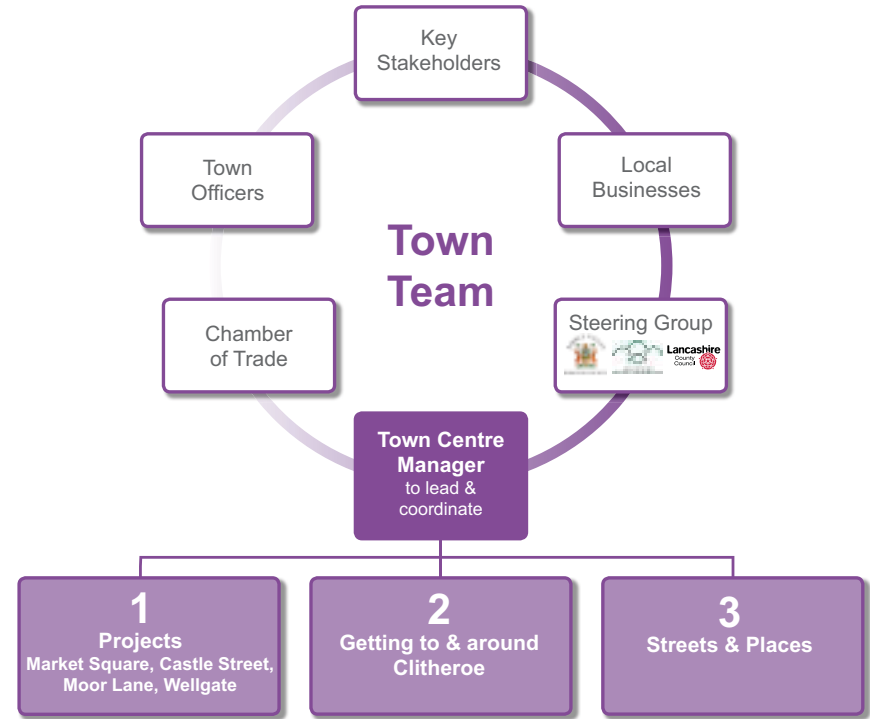
What do you think?

- ? What do you think about these ideas?
- ? Have we missed anything?

9 Bringing it all together

From discussions with local stakeholders and businesses, there is a need for a more coordinated approach to the management and maintenance of the town centre. As such, the creation of a 'Town Team' of key officers, stakeholders and businesses is proposed, together with the appointment of a Town Centre Manager.

What could the team be?



What do you think?

- ? Who do you think should be in your town team?
- ? What do you think are the most important things to do?



10 First steps... the Market Square

You may have seen over the last year proposals for the Pennine Lancashire Squared project which set out new ideas and proposals for the Market Square.

In bringing forward the Clitheroe Town Centre Masterplan, the idea of a new Market Square has been considered. It is proposed to extend the project to include all of the streets and squares enclosing the market – Castle Street, King Street, Station Road - and think about introducing new uses into the town centre to help a refreshed Market Square to thrive.

What could this place be?



The benefit of this approach is the opportunity to connect the Market Square to the surrounding shops, streets and places.

The next board illustrates some of our early ideas... take a look!

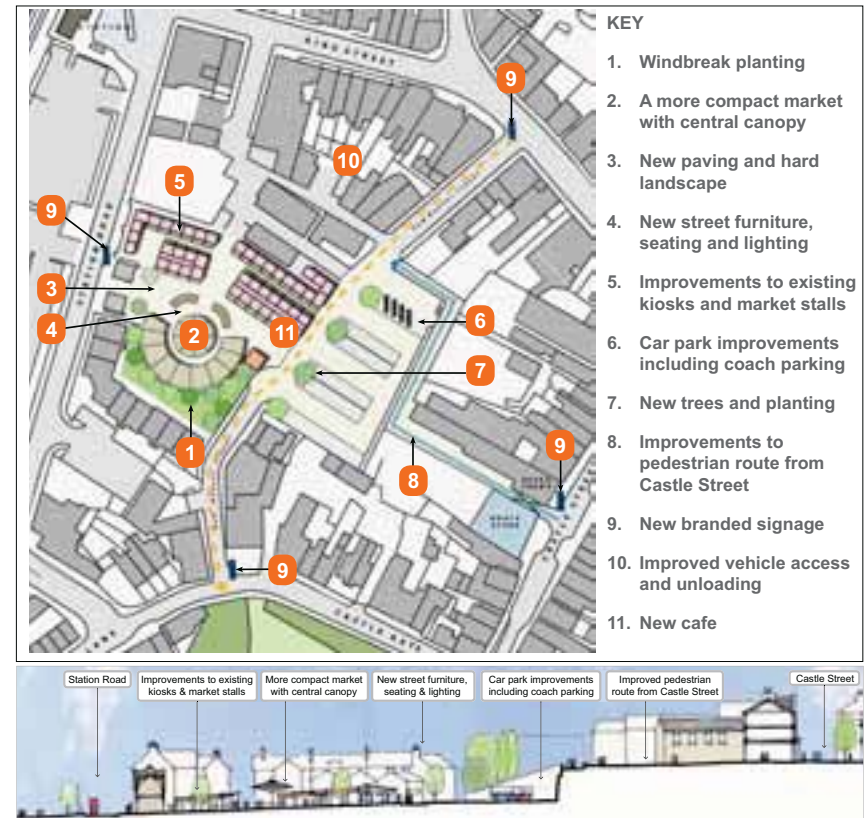
What do you think?

- ? What do you think of the ideas?
- ? How should we make a start?



11 Market Square: Option 1

Refresh - Clitheroe Market as a civic square with parking and improvements



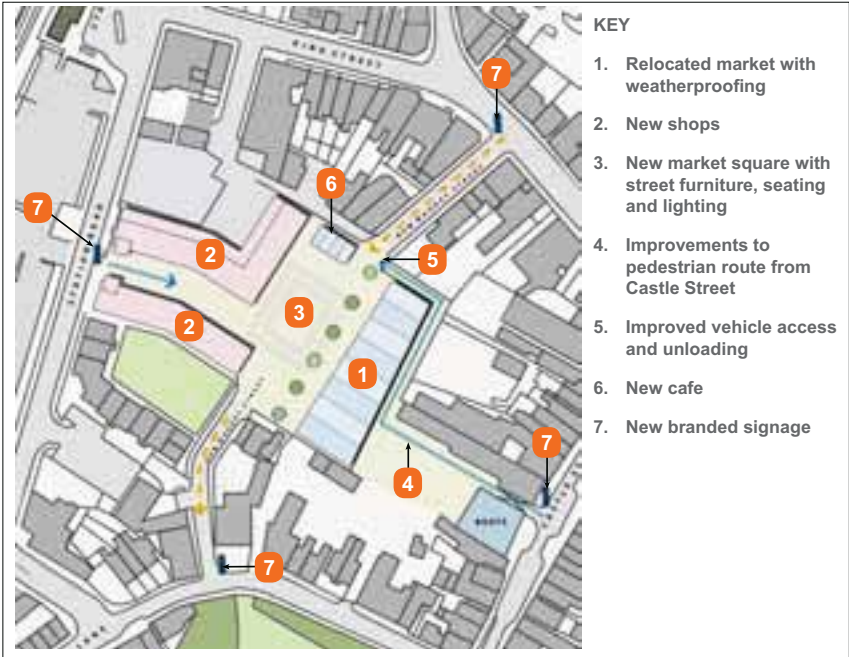
What do you think?

- ? Do you think this is a good idea?
- ? What are the most important things to see happen?
- ? Do you think this will attract more shoppers/visitors?



12 Market Square: Option 2

New approach - Clitheroe Market with new shops, attractions, a civic square and parking



- KEY**
1. Relocated market with weatherproofing
 2. New shops
 3. New market square with street furniture, seating and lighting
 4. Improvements to pedestrian route from Castle Street
 5. Improved vehicle access and unloading
 6. New cafe
 7. New branded signage



What do you think?

- ? Do you think this is a good idea?
- ? What are the most important things to see happen?
- ? Do you think this will attract more shoppers/visitors?





Domine Star Products
White
Lemon

Domine Star Products
Orange and Lemon
Marmalade

Mrs Darling
Raspberries

Mrs Darling
Strawberry & Apple

Mrs Darling
Blackberry & Apple

Handmade in the UK
BISCUITS LIT
OATS



03

OPTIONS APPRAISED

Appendix Market Square Options Appraisal

INTRODUCTION – THREE OPTIONS

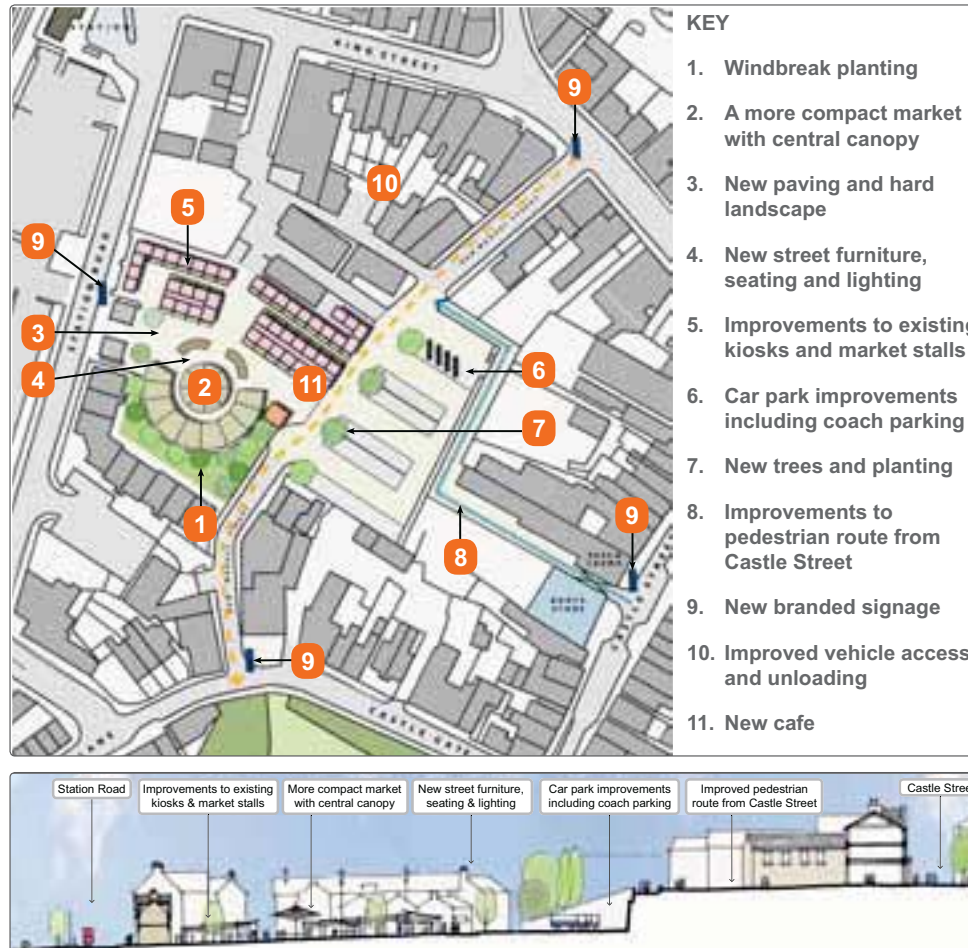
In considering ideas for Clitheroe Market, there options for change have been appraised exploring varying degrees of intervention. The options have been appraised a set of criteria agreed with the Steering Group as:

- Town Centre Vision and Goals
- Deliverability
- Developer Testing
- Community Consultations
- Strategic Fit

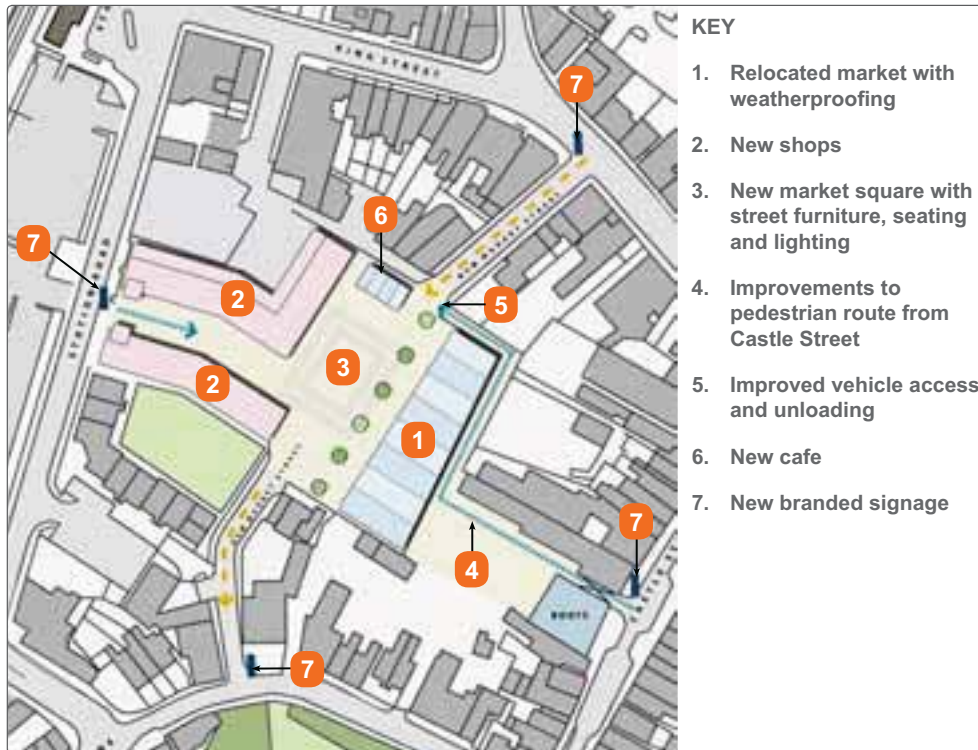
The three options are illustrated across the page. The plans demonstrate how differing degrees of intervention may be delivered. They are illustrative and the preferred option will need to be more explored further through additional concept and design development.

The preferred option is **Option 3**.

OPTION 1



OPTION 2



KEY

1. Relocated market with weatherproofing
2. New shops
3. New market square with street furniture, seating and lighting
4. Improvements to pedestrian route from Castle Street
5. Improved vehicle access and unloading
6. New cafe
7. New branded signage



OPTION 3



Appendix Clitheroe Market Options Appraisal

OPTIONS APPRAISAL

To identify the preferred strategy for Clitheroe Market, the three development options have been considered against the agreed criteria. The appraisal is summarised in the Options Appraisal Table. A more detailed consideration is set out below in regard to Deliverability, Developer Testing, Community Aspirations, and Strategic Fit.

Vision And Goals

The options have been appraised against their broad ability to contribute to the delivery of the Vision and 10 Goals, as set out on the Clitheroe Town Masterplan.

The Vision and 10 Goals are:

Our Vision is...

Clitheroe – a place of many places that is...

1. recognised as one of the most diverse places in the Ribble Valley
2. distinct, independent and refined
3. vibrant, offering a choice of places to shop, visit, stay, live and work
4. alive with culture and heritage
5. for all seasons with events, festivals and celebrations throughout the year
6. connected to & provides for its community
7. of streets and squares that are easily understood and explored

8. connected to its region and landscape
9. confident, a place to invest with a clear delivery strategy
10. well managed by its civic, business and residential communities

Deliverability

The options have been assessed against the key factors that determine a project's deliverability including the capacity of the market to deliver the proposals, the ability to acquire the necessary land and property to facility the proposed development, the financial viability of the proposals in terms of providing sufficient value to cover the costs of the scheme and the ability to secure funding and finance to deliver the proposals.

Market Testing

A key aspect of understanding the deliverability of the proposals for Clitheroe Market is to test the options with the market to ensure that the development proposals are realistic and broadly deliverable.

To this end we have reviewed the three options for the Markets Area with a number of developers including Maple Grove Developments, Sheppard Developments and Bolsterstone Plc.

The views of the developers regarding each option are summarised below.

- **Option 1 Minimal Change** – all the developers commented that option 1 is a purely public realm scheme with no development and therefore no developer interest.
- **Option 2 Moderate Change** – the views regarding option 2 were consistent in that the developers felt the option fails to address some of the fundamental requirements of a retail led scheme for the area in that it does not create a direct link between the existing 'high street' on Castle Street and the town's main retail anchor – Booths Supermarket on Station Road. It also does not provide enough critical mass of new retail floorspace to address the weakness in the existing retail offer and to ensure the scheme is financially viable. The consensus view was that the option was commercially undeliverable.
- **Option 3 Comprehensive Change** – option 3 was universally welcomed by all the developers in that for a town the size of Clitheroe it provides sufficient critical mass of new retail to meet the capacity for new retail floorspace and crucially creates the required direct retail link between the existing 'high street' on Castle Street and the main retail anchor – Booths Supermarket on Station Road. Maple Grove Developments commented that other than some minor refinements they would be prepared to explore a detailed scheme based on the development principles identified within the comprehensive option as drawn.

| Town Framework | Option | | Town Centre Vision and Goals | | | | | | | | | | Delivery | Community Aspirations | Strategic Fit | Total Score |
|----------------|--------|---|------------------------------|---|---|---|---|---|---|---|---|----|--------------|-----------------------|---------------|-------------|
| | No. | Description | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | Weighting x3 | | | |
| Markets Area | 1 | Minimal - marketing and public realm strategy. | | | | | | | | | | | 3 | 2 | 1 | 23 |
| | 2 | Moderate - relocate market to the current car park with retail led development fronting Station Road. | | | | | | | | | | | 2 | 3 | 3 | 30 |
| | 3 | Comprehensive - redevelopment for retail led mix use. New pedestrian link to Castle Street. | | | | | | | | | | | 1 | 1 | 2 | 31 |

Community Aspirations

The masterplanning process has undertaken comprehensive community and stakeholder consultation to understand how local residents and businesses feel about Clitheroe today, and the changes they would like to see in the future. Consultation has been through three key events.

A full account of the views provided at each key event is provided in Appendix 2: Community Consultation.

The key 'headlines' from each event are:

- A 'Business Breakfast': held in the early morning in Clitheroe to allow those with businesses to manage to be involved. A presentation of early ideas and new directions was given, followed by an open question and answers discussion.
- Market Traders Group: held mid-morning in Clitheroe to allow a more detailed and focused discussion regarding Clitheroe Market with a representative group of market traders. A presentation of early ideas and new directions was given, followed by a focused discussion on the role of Clitheroe Market today, and opportunities to be explored in the future.
- Community Open Day: held over two days in Clitheroe with press releases and flyers inviting local communities to visit the staffed exhibition to view initial ideas and proposals, discuss ideas, and complete questionnaires.

It is clear that the town is well loved, and seen to have many positive assets that are not being used to their full potential. There is a real consensus of the need for action in Clitheroe, and a broad consensus of the need to attract a greater number and variety of shoppers and visitors to the town.

More specifically, the 'Business Breakfast' underlined the need for immediate actions. Recognising the need to plan for and initiate projects to be delivered over the medium to longer term, the priority is to start delivering a step change in the quality of the experience for those visiting the town in immediate. This may be 'softer' management projects, beginning with improved

co-ordination of resources and services. The focus is upon 'streetscene' issues – street cleaning, signing, lighting, festivals and events, marketing and promotion, management of vacant properties and shopfronts, etc.

The Market Traders recognised the need for significant change in the way the Market Square is structured. The need to reinvigorate the Market was agreed, through physical change, marketing and management. The rearrangement of uses (parking, stalls, and open areas) from several decades ago is felt to be unsuccessful. The need for flexibility on market days and market locations was agreed, together with the need to reconnect Clitheroe Market to the wider town and consider non market activities within Clitheroe Market to attract shoppers and visitors.

Defining improved and active connections to Castle Street was supported. Introducing new retail frontage along these connections was supported as a good way to improve activity and the feeling of Castle Street, the connections and Market Square being part of a connected experience.

The Open Day attracted local people and businesses, with circa 300 questionnaires completed. There is a clear recognition of the need for change to bring new life into the town. Key issues included car parking and management, the increasing numbers and profile of vacant shops and estate agency boards, and concern that the positive and distinctive sense of place may be eroded by the introduction of 'clone town' developments and stores.

Many responses felt the need for more significant change than proposed through Options 1 & 2 – both of which exclude new development along the connections between Castle Street and Clitheroe Market.

Strategic Fit

It is important that the projects and proposals fit with the established planning, regeneration and economic policy frameworks and agendas for the town centre. This will be crucial

in determining the likelihood of each option gaining planning permission and receiving political support. Each option is assessed against a different set of policy documents as follows:

- National planning policy (i.e. PPGs and PPSs)
- The Sustainable Communities agenda (i.e. the Northern Way and Sustainable
- Communities Plan)
- North West Regional Spatial Strategy
- Local planning policy – Ribble Valley Adopted Local Plan and emerging LDF

