

# Stoneygate Regeneration Framework





**Buttress**



**GILLESPIES**



# Executive Summary

## 1. Introduction

Preston City Council, with the support of Lancashire County Council and Homes England, has appointed Nexus Planning with WSP, Buttress Architects, Colliers International, Eastham and Co and Gillespies, to prepare a regeneration framework masterplan for the Stoneygate area of Preston city centre.

Stoneygate covers around 25 hectares and collectively represents perhaps one of the largest regeneration opportunities in the city centre. The framework masterplan and associated Vision for Stoneygate will act to co-ordinate and encourage the actions of both public and private sector partners in the regeneration and development of Stoneygate as a mixed use 'urban village'.

Preston City Council intend to adopt the Framework Masterplan as a Supplementary Planning Document (SPD) so that it can contribute to the management of development in the area. The strategy for Stoneygate builds on and complements other initiatives in the city centre and Preston as a whole, and in particular contributes to meeting the objectives of the Preston City Centre Plan, the Preston Housing Zone and the associated City Living Strategy and Prospectus.

The Framework Masterplan reflects baseline survey and assessment work and stakeholder consultation undertaken by the consultant team. Further public consultation will be required to adopt the framework as a supplementary planning document.

## 2. Policy Context

The Development Plan for Stoneygate comprises the Central Lancashire Core Strategy, the Preston Local Plan Site Allocations and Development Management Policies (for those areas outside of the city centre) and the Preston City Centre Area Action Plan. The Preston Local Plan (2015) does not deal with the city centre directly, although it does establish a number of development management policies which are relevant. The emerging draft City Transport Plan is also a consideration.

There is a strong policy basis for the Stoneygate Framework Masterplan with particular support for the delivery of a high quality 'urban village' environment which respects the distinctive character and heritage of the area, whilst creating new linkages to and around the area, particularly for pedestrians and cyclists. This is reflected in the scope and content of the Framework Masterplan.

## 3. Area Appraisal

Stoneygate is a large area, extending from the heart of the city centre, and including Queens Retail Park in the east and the Cardinal Newman College to the south. It therefore comprises a number of distinct areas, which require different approaches to design and development. The historic core around Stoneygate (the street) and up to Avenham Street is of a finer grain than other parts of the area, with a more intimate urban form, although in some places much of the built form has been lost. The Horrocks Quarter, east of Manchester Road, is on a bigger scale with more scope for large-scale development. South of Queen Street, aside from the substantial exception of Cardinal Newman College, the area mainly consists of residential development.

The street and public realm environment in the area is adequate at best, with one or two notable and positive exceptions. This detracts from the quality and investment potential of Stoneygate. There are few east-west links beyond the principal streets of Church Street and Queen Street which impacts on the potential vibrancy of the area.

The townscape, land use and ownership analysis points to a series of 'gap' sites in the Stoneygate area. These are a combination of vacant, derelict and underused sites as well as a number of surface level car parks. They range from small infill sites to more significant opportunities such as the former Horrocks Mill site. These 'gap' sites detract from

the sense of place and vibrancy of Stoneygate. A key objective of the strategy is to bring about more beneficial uses of these sites for new homes, workspace and other facilities.

## 4. Property Market Considerations

Stoneygate has inherent potential due to its proximity to the heart of the city centre, and has many of the factors that can make it a successful area. However, aside from a small number of notable exceptions, there has been little in the way of recent property market activity. This is particularly the case in the residential sector which is the key opportunity to deliver the scale of investment and development required to capitalise on the opportunity of Stoneygate, and to provide the backdrop for the creation of the new businesses and other uses that will help animate the area.

However, the fundamental changes that are occurring with the regeneration of the city centre are rapidly changing perceptions and creating new opportunities for inner area areas such as Stoneygate. Market research has identified a steady increase in demand for city centre living opportunities over the last 12 months.

Stoneygate 'Urban Village' therefore has significant potential. However, it will be important to create the conditions where the market can develop to realise this Vision. The public sector will have a key role to play in this respect, through promoting the area, facilitating the private sector, encouraging enterprise and importantly, through investing in infrastructure and the public realm. It will also be important to work closely with the key existing stakeholders that will be instrumental in bringing forward change.



Illustrative Masterplan Framework

5. Stakeholder Engagement

In preparing the Framework document the consultant team have undertaken a number of meetings with landowners, developers and other stakeholders and held three stakeholder events, one for a small number of Cardinal Newman College students and two for a wider group of stakeholders. This consultation has provided a very useful snapshot of views. Consultation on the SPD can further broaden the debate around the emerging strategy.

6. Stoneygate – Vision

In the light of baseline work and stakeholder engagement, the following Vision for the Stoneygate area is proposed:

**Stoneygate - a distinctive, characterful, sustainable, vibrant and successful 'urban village' that the City can be proud of, providing a safe, engaging, connected, enterprising, inclusive, people orientated environment for local residents, students, businesses, community groups and visitors.**

7. Vision Objectives

In delivering on the Vision, the following objectives are established:

- To create a new, vibrant 'urban village' in Stoneygate combining existing and new, high quality, bespoke, development;
- To work with the existing community and other partners to ensure that the benefits of regeneration are widely felt;
- To safeguard those parts of the existing built environment that contribute to the character, heritage and distinctiveness of the area and can contribute to its future;
- To create an attractive environment that places an emphasis on the safety and utility of streets and routes for pedestrians and cyclists;
- To reduce the dominance of traffic, whilst maintaining appropriate vehicle access and movement;
- To support and foster the continued success of Cardinal Newman College through the creation of a high quality environment that meets its current and future needs, as well as a better integration of the College with the surrounding area;
- To support the significant improvement of the environment;
- To improve the quality and quantity of homes in the area for new and existing residents;
- To use high quality, sustainable design to drive regeneration;
- To focus public sector activity and investment to unlock the potential of Stoneygate.

8. Framework Masterplan and Design Principles

The Vision for Stoneygate is underpinned by a Framework Masterplan and a series of design principles.

The Framework Masterplan defines a number of key linking regeneration corridors and a series of distinct, yet related, development areas. The regeneration corridors are:

- Church Street - as it links eastwards from Preston city centre to London Road. Church Street acts as the thread binding the Horrocks Quarter into the historic core of Stoneygate and into the city centre.
- Manchester Road (including Church Row) - a key north-south link between Cardinal Newman College and the residential communities around Queen Street to the

- city centre and the Bus Station, a key focus for public transport.
- Queen Street – as leads from London Road through to Avenham and, via Cross Street, to the historic Winckley Square. The Queen Street corridor is a key gateway to Stoneygate and the city centre.
- Stoneygate - the principal pedestrian route from the St. John's Minster on Church Street, along Stoneygate itself and, currently, through to Queen Street via Syke Hill.

The significant improvement of the environmental quality and vibrancy of these corridors through traffic management, public realm improvements, the enhancement and re-use of some key buildings and the development of key sites, will be central to delivering the Stoneygate strategy.

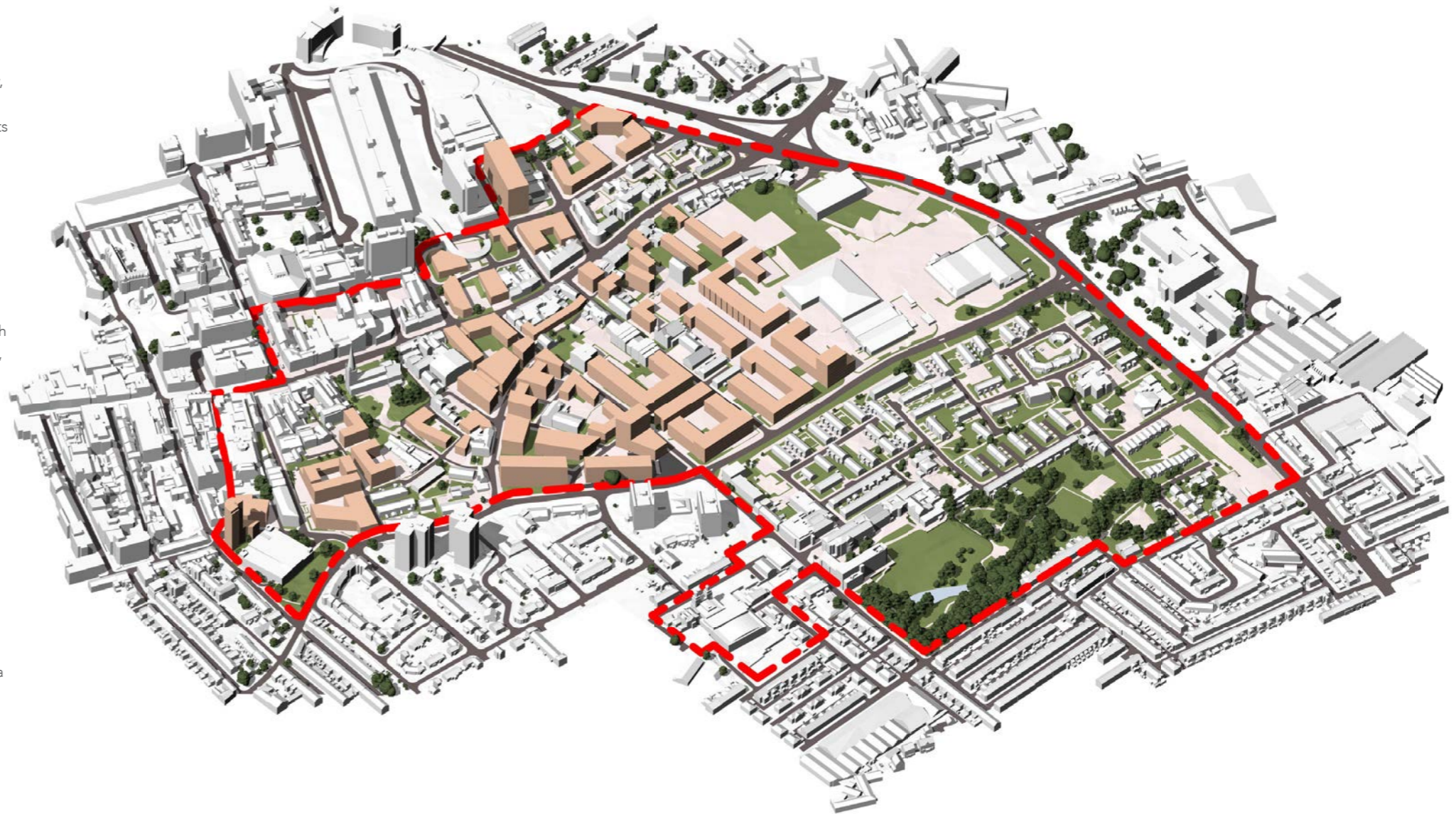
The Framework Masterplan also comprises four regeneration areas: the historic Stoneygate area; the Horrocks Quarter/Grimshaw Street; the Percy Street / Church Street area; and the housing and Cardinal Newman College area south of Queen Street.

Each area has a distinct, but complementary role and will require a different approach to prioritisation and delivery.

• Stoneygate - The Historic Core

The historic core of Stoneygate offers the real potential of mixing urban green space, heritage, landmarks, new and existing businesses, including creative industries, cafes and the like, with new homes in a vibrant and distinctive mix brought to life by much stronger footfall through and past the area – along Church Street, along Shepherd Street to the Horrocks Quarter; to new homes on Avenham Street; to the College and the rejuvenated communities along Queen Street.

The area clearly has the potential to develop as a location of interest, to creative industries, micro business and other entrepreneurs willing to take on older, in some cases unloved, buildings. Whilst the area is unlikely to have the scale of a new City Quarter, or be devoted predominantly to new creative industries, it does have potential to offer a new and additional environment, complementary to places such as Winckley Square.



- Horrocks Quarter / Grimshaw Street

The scale of the Horrocks Quarter opportunity and the limited number of ownerships involved offer the potential to bring forward a viable scheme at an early point in the regeneration of Stoneygate. Done in the right way this would then act as a catalyst for the regeneration of the wider area. Facilitating development of the area and not least working with the owners of the former Horrocks Mill site should therefore be a key, early priority of the City Council and its partners. Whilst it is acknowledged that the core Horrocks Mill site is identified as being suitable for a range of town centre uses in the Development Plan, this Framework Masterplan considers in particular the scope for residential as the predominant use for development in the area, with the scope for mixed use on key frontages. In developing the strategy for the area it will be important that development opportunities are considered comprehensively in order to ensure a complementary approach and, critically, to ensure that the appropriate links are made, enhancing permeability in the area.

- The Percy Street area, north of Church Street

Overall, there is less potential for transformational change in the Percy Street area than in other areas due to established mix of development in the area, including residential, civic, health and other uses. However, in addition to a number of smaller regeneration opportunities, the area does include the important Church Row / Derby Street site, adjacent to the southern access ramp to the Bus Station Multi-storey car park and on the key pedestrian route between the Bus Station and the Manchester Road corridor.

- Cardinal Newman College / Queen Street

The local resident community and Cardinal Newman College are key assets for the Stoneygate area. The Manchester Road strategy, and to a lesser extent that for the historic core of Stoneygate, will contribute significantly to better connecting this area to the heart of the city centre, to the benefit of community safety, improve access to facilities and public transport and enhanced profile for the College

Cardinal Newman College is keen to explore the scope of expanding its teaching space, improve the visibility of the College and enhance the safety and security of students. Onward Housing, the social housing landlord for the public housing at Queen Street, wishes to consider ways of improving the housing stock and the environment by working with the local community. There is clear merit in these key partners working with the City Council and the County Council (both landowners in the Queen Street area) and the local community to develop a detailed, joint approach to regeneration.

9. Design Principles and Design Guidance

The Framework Masterplan and the approach to key corridors and regeneration areas is underpinned by a series of key design principles that will be used to guide the consideration of development proposals across the Masterplan area. These design principles address:

- Massing and indicative heights
- Key views
- Key new routes
- Key spaces
- Active frontages
- Buildings of Townscape Value

These design principles and the Framework Masterplan approach are reflected in a public realm strategy and an access and movement strategy that bring key themes, principles and proposals together.

Design guidance on how these principles should be applied to specific projects and areas is provided.

10. Delivery

The Masterplan for the Stoneygate area represents an ambitious programme which, if substantially implemented, will radically transform this part of Preston. The area has the potential to deliver 1600 new homes as well as commercial and other floorspace. The Masterplan concentrates on physical development activity as this is the role of this study and it will need to be coordinated with the implementation of the City Deal, the Housing Zone and the City Centre Living Strategy and other initiatives to ensure that education and skills development and business support and other vital services are improved in tandem.

The Vision will not be realised overnight; this is a long-term strategy that will need continued oversight, guidance and promotion by the City Council and its partners. Delivery priorities and the need for investment and intervention will change overtime, so the approach to delivery should be kept under review.

Early actions will however be key – Stoneygate clearly has very significant latent potential. It also benefits from a number of key stakeholders who have a direct interest in the regeneration of the area, and whose efforts can result in significant short-term progress. The confidence of the wider market, of investors, of new businesses and of new residents in the potential of the area certainly needs to be bolstered and the potential to unlock some key sites and initiatives early in the regeneration process will go a long way to fostering greater belief in the area, unlocking, over time, further investment and develop

Key areas for action are:

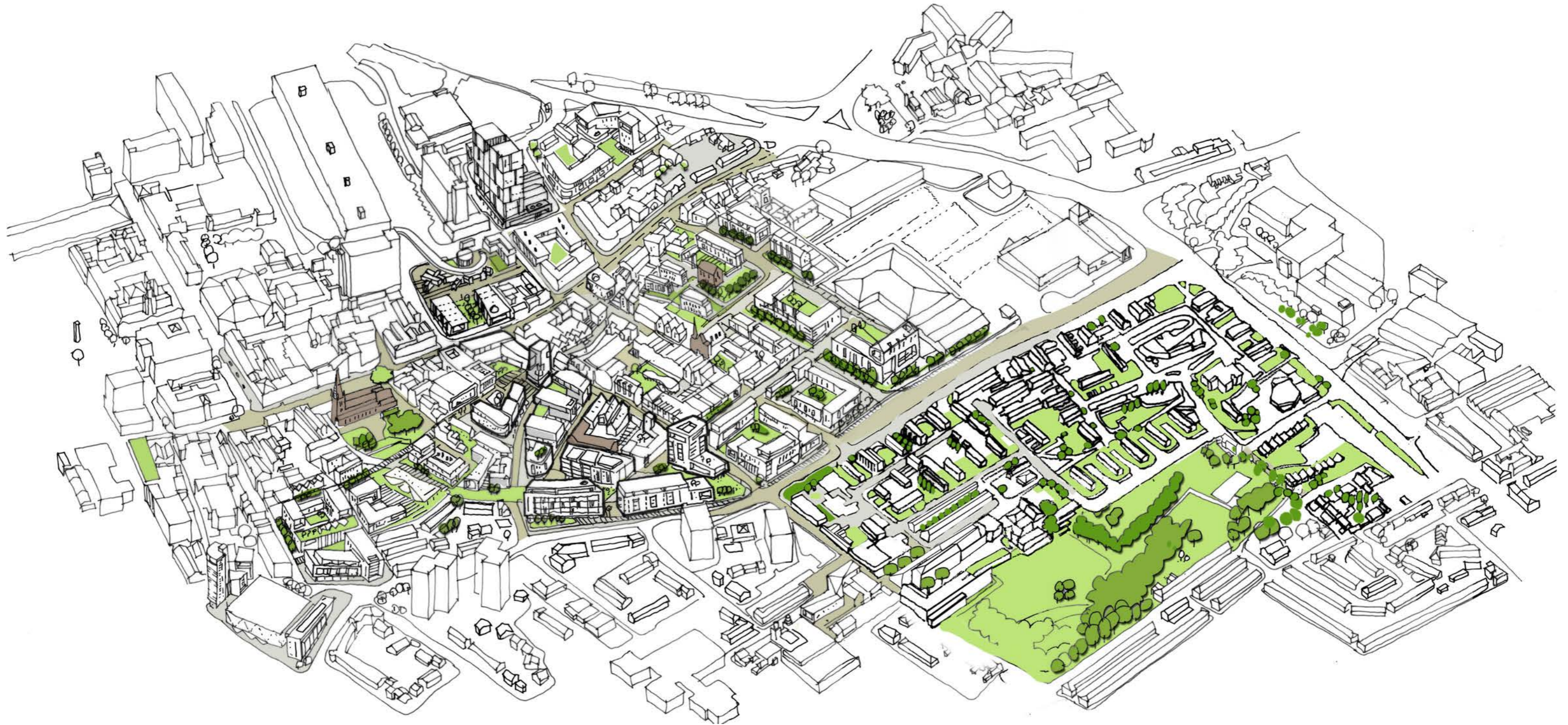
- Continuing to engage proactively with active landowners and developer partners, including Brookhouse, Cardinal Newman College, Onward and the owners of the Barnfather site.
- Adopting a strategy based on this Framework Masterplan as a Supplementary Planning Document;
- Establishing a Project Steering Group to lead the project;
- Creating a communication and engagement strategy;
- Developing and delivering the public sector investment strategy;
- Working with the creative community to develop a presence in Stoneygate;
- Identifying the key focus for public sector investment in the short term, including public realm improvements, and potentially, site acquisition.

11. Acknowledgements

The consultant team would like to thank officers of Preston City Council, Lancashire County Council and other stakeholders for their assistance in preparing this report.



- Key
- Stoneygate
  - Percy Street
  - Horrocks
  - Queen Street



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