

Introduction

7.1 The Vision for Stoneygate is underpinned by an illustrative masterplan, a Framework Masterplan and a series of design principles. These are considered in this and the following sections. These principles are then drawn together in section 9 for a number of the key areas and projects in the form illustrative proposals and associated design guidance.

Regeneration Framework Masterplan

7.2 The Framework Masterplan defines a number of key linking regeneration corridors and a series of distinct, yet related, development areas. The Framework articulates the role of these corridors and development areas and the way in which together they will capitalise on the opportunities to deliver comprehensive urban renewal. The Framework Masterplan is illustrated in Figure 10.

7.3 The Framework comprises the following regeneration corridors which in most cases also act as the interfaces between the principal development areas:

- 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 it 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 St John's Minster on Church Street, along Stoneygate itself and, currently, through to Queen Street via Syke Hill

7.4 These corridors establish the structure for the masterplan area, and, along with the improvement of existing and the creation of new, east-west linkages, will form the 'backbone' to a regenerated Stoneygate. 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. An improved public realm along these corridors will foster increased connectivity with the city centre; in turn encouraging increased footfall and underpinning increased investor confidence.

7.5 These corridors define and link the key development areas of the Stoneygate Framework Masterplan strategy. These areas have distinct, but complementary roles, which are a function of their location, history, ownership profile and potential for change in the short and longer term. Similarly, the approach to delivery and the role of the public sector varies. These development areas are:

- The historic Stoneygate area, from the 'burgage' plots of Main Sprit Wiend and Avenham Street through to Manchester Road, and encompassing, amongst other things, St John's Minster, Arkwright House and the historic route of Shepherd Street;
- The Horrocks Quarter/Grimshaw Street

- The housing and Cardinal Newman College area south of Queen Street along Manchester Road; and
- The Percy Street area, north of Church Street

Figure 10: Framework Masterplan



Corridors	Regeneration Areas
(M) Manchester Road	① Stoneygate - Historic Core
(C) Church Street	② Horrocks Quarter
(Q) Queen Street	③ Percy St. / Church St.
	④ College / Queen St.

Regeneration Corridors

7.6 As noted earlier, the Framework Masterplan comprises four regeneration corridors. The improvement of these corridors will be central to the success of the strategy, aligned with the regeneration and development of adjacent areas. Development of sites along and around these corridors will in turn support the vibrancy of these routes.

7.7 The role and regeneration objectives of each corridor vary but key themes are the improvement of environmental quality, pedestrian and community safety and the development of key gaps sites. The corridors will play a fundamental role in increasing the profile of the area and importantly bringing in more people and activity to the area. The corridors are an integral part of the public realm and movement strategies outlined later in this section.

Church Street

7.8 Church Street is a key historic route into the city and at its 'upper' end, from St John's Minster onwards, forms part of the increasingly vibrant city centre. East of the Minster (and Guild Row which marks the current extent of the Church Street / Fishergate public realm improvements) footfall and townscape quality falls away significantly. However the street remains an important east west link through the area and its success as a vibrant, safe street will be fundamental to the success of the strategy as a whole, linking, as it can do, Queens Retail Park and the Horrocks Quarter, Cotton Court and the historic Blue Bell Public House, Manchester Road and the 'frontage' of the historic core of Stoneygate, into the heart of the city centre.

7.9 The strategy for 'lower' Church Street is to rediscover its mixed use commercial, retail and housing role, through a combination of an improved public realm, the protection of buildings of heritage value, the development of gap sites, the redevelopment of poor quality sites and frontages and the improvement of access for cars, at least for the short to medium term to support the early phases of development. Improvements to Church Street should be considered in the context of the proposals for housing on the former Horrocks Mill site, a potentially short term opportunity, and, in the medium to longer term, the radical redevelopment of the areas either side of Church Street at Church Row and the eastern corner of Church Street / Manchester Road. Improvements on Church Street should be timed to encourage and facilitate the development of the Horrocks Mill and the Blue Bell pub car parks sites which in turn will increase footfall and activity in this area to the benefit of other regeneration projects.

Figure 11: Illustrative Framework Masterplan



7.10 Public realm improvements on Church Street should emphasise what it is – a natural ‘extension’ to the heart of the city centre.

7.11 The opportunity should be taken to provide access any significant to residential development on the Horrocks site via a new street linking to Church Street. The new street should be designed so as to be in keeping with the character of Church Street and should ideally be framed by back of pavement development. The new street (and the associated development of the Horrocks site) should not provide a route for vehicles through to Queen Street. Similarly, it should not be used as an additional access or egress to Queens Retail Park on to Church Street. If the redevelopment of the Horrocks site is commercial or retail led then pedestrian and cycle only access from Church Street may be appropriate.

7.12 Church Street contains a number of listed buildings and buildings of local heritage value. This and the established historic street provides a clear framework upon which to build. Development is generally 2 or 3 storey, with some 4 storey development, and this should be reflected in new development with some limited opportunities for distinct, taller buildings. Plot widths should reflect the norm for lower Church Street, rather than some notable exception – such as the former Preston Livery and Carriage Company building.

7.13 The Blue Bell Public House and the adjacent former Preston Livery and Carriage Company building mark a key point along the street frontage when viewed from the city centre (the buildings become visible just to the east of the Minster). Views to the street frontage are considered an important signpost to ‘lower’ Church Street and should ideally be retained. This will influence the approach to the development of the site at the corner of Grimshaw Street.

7.14 Key priority projects for the Church Street corridor which will unlock further potential are:

- Public realm improvements
- Changes to traffic circulation
- The comprehensive improvement and development of the Church Street, Manchester Road, Shepherd Street site;
- A new street into the Horrocks Mill site
- The development of the Blue Bell Car Park site

Manchester Road (including Church Row)

7.15 Manchester Road, including Church Row to the north of Church Street, is the key north-south route in the area linking Cardinal Newman College and housing areas south of Queen Street through to Church Street and, via Church Road, the Bus Station (and Bus Station car park). The distance between the College and the Bus Station is around 600 metres, or around a 7 minute walk.

7.16 Manchester Road is currently a key route for students walking to Cardinal Newman College and as such, during term time and at certain times of day, it is heavily-used by pedestrians. Footfall outside of those times would however appear to be low. There is a significant degree of vacancy and underuse along Manchester Road, north of Queen Street and the environment and sense of personal safety, particularly after dark, is poor. The route therefore wholly fails to capture on the potential activity that the student community could bring to underpin a vibrant street.

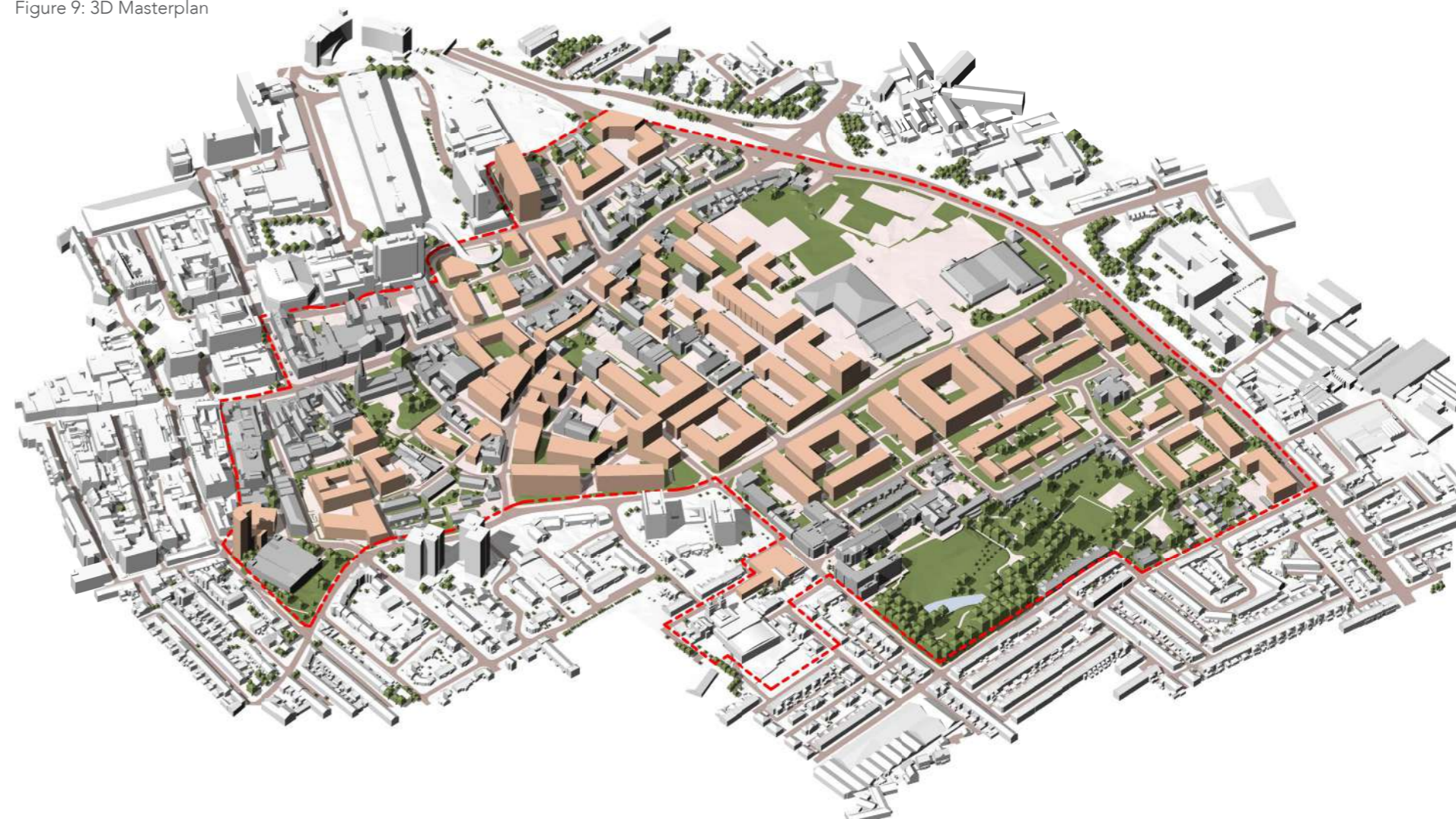
The pedestrian crossings at Church Street and Queen Street are adequate but do not reflect the importance and potential of the route. Similarly, the very ‘standard’ crossing provision fails to properly emphasise pedestrian movement over that of traffic. South of Queen Street, at the entrance to the College at Lark Hill Road, the scale of student numbers at peak times and the location of College facilities (and the shops used by students) either side of Manchester Road creates a further hazard.

7.17 North of Queen Street, one-way traffic, with limited control on speed, a generous carriageway and relatively narrow pavements, further detract from the quality of this route.

7.19 In the consultant team’s view this understandably feeds into a view from the College that its’ public transport and parking needs, for the sake of convenience and safety, need to be met in, and immediately around, the existing campus. The prospect of an increasingly ‘self sufficient’ College campus would be a significant loss to the wider Stoneygate area. It is therefore proposed that the improvement of Manchester Road is established as a significant and early priority.

7.20 However, given the scale of vacancy and the number of development sites along the route, improvements should be considered in tandem with development projects, and notably the strategy for the Queen Street area and Cardinal Newman College Campus and the related Barnfather site (part of the Horrocks Quarter/Grimshaw Street development area). In doing so, it will be important to consider to what extent environmental and traffic management improvements along Manchester Road can ‘pump-prime’ investment.

Figure 9: 3D Masterplan



- 7.21 Public realm and traffic management improvements along Manchester Road should provide for the creation of three new traffic calmed dual use pedestrian and vehicular ‘spaces’ at the following locations:
- Church Row / Church Street / Manchester Road
 - Manchester Road / Queen Street
 - Manchester Road / Larkhill Road (between the main College Building and the St. Augustine’s New Avenham House area.
- 7.22 The Manchester Road corridor should be developed as a mixed use corridor with active ground floor uses at key locations, notably around the northern end of Manchester Road at Church Row and at the Queen Street junction.
- 7.23 Aside from the Queen Street housing area and the College Campus, the key development projects along the Manchester Road corridor are the Barnfather site, the site at the corner of Church Street, Manchester Road and Shepherd Street, and the Church Row/Derby Street site. These projects are considered further later in this report.
- Key projects for the Manchester Road corridor are:
- Public realm and traffic management improvements
 - The creation at dual use spaces* at Church Row/Church Street/ Manchester Road, Queen Street/Manchester Road and Manchester Road/ Larkhill Road
 - The comprehensive improvement and development of the Church Street, Manchester Road, Shepherd Street site; the Barnfather site, and the land at Church Row
 - The establishment of a regeneration strategy for the area south of Queen Street, including the Cardinal Newman College ‘campus’.
- 7.24 Development should reinforce the character of the street and be back of pavement, with the opportunity taken to include active ground floor uses at the key crossroads. Development should reflect the scale of Church Street at its northern end, but there is a scope for taller developments towards Queen Street.
- 7.25 Importantly, the development should provide for the creation and rediscovery of east-west links, providing pedestrian and cycle linkages across Manchester Road between the Horrocks Quarter (and new residential) and the heart of Stoneygate.
- 7.26 The junction of Church Row, Church Street and Manchester Road is a key focal point. Public realm improvements and comprehensive redevelopment around Church Row to the north and Manchester Road, Shepherd Street to the south, should bring about a radical improvement of this area.

- Stoneygate**
- 7.27 Stoneygate; the route runs through the historic core of the area from Syke Hill, past Arkwright House to the path alongside St John’s Minster. This is a valuable link between the city centre and the heart of the area and one which showcases a number of the area’s distinctive townscape assets, not least the open area around St John’s Minster. In many ways, it is the natural desire line between locations such as the College and the city centre. However, this otherwise strong route is currently diluted and hidden to the south west, as it links into Syke Hill to the rear of Oakham Court. As part of future development, it is proposed to seek to create a strong and direct ‘extension’ to Stoneygate through to Queen Street, potentially close to its junction with Manchester Road. This will create a strong, new pedestrian corridor opening up views of the Minster, and linking Queen Street and Manchester Road directly into the heart of the city centre.
- Queen Street**
- 7.28 Queen Street is currently the principal vehicular gateway to the area, linking as it does to the A6 London Road and on to the city centre via Winckley Square. The route serves a number of the key traffic generating locations in the area, notably Queens Retail Park, Cardinal Newman College, Avenham Multi-storey car parking and nearby surface level car parks, notably Avenham Street.
- 7.29 Whilst Queen Street will remain a busy road for much of its length through the area, certainly between London Road and Syke Hill, it has the character of a by-pass rather than an urban street. Development, and in some places pedestrian footpaths, are set back from the road in a wide corridor. This fosters a sense of the dominance of the car, and a disconnect between either side of Queen Street, leaving areas to the south of Queen Street markedly outside of the potentially more ‘city centre’ type character areas to the north. The route offers little sense of place and its character is dominated by its role as a transit route. Development along Queen Street, notably at the Horrocks Quarter and at the junction of Manchester Road, as well as other locations in the longer term, should seek to establish Queen Street as an urban street with development at ‘back of pavement’ along a more defined street. At Manchester Road, a new dual use ‘space’ should be created through traffic calming, public realm works and associated development to create a safe and attractive crossing point for pedestrians.
- Development Areas**
- 7.30 Alongside the regeneration corridors are a series of development areas, the regeneration and development of which will deliver an enhanced environment, new and improved homes, commercial and other space. Each area has a distinct, but complementary role and will require a different approach to prioritisation and delivery. These are considered here in turn.
- Stoneygate - The Historic Core**
- 7.31 The historic core of Stoneygate is defined as the area around and south of Church Street between Main Sprit Weind and Manchester Road and south to Avenham Lane. It includes Avenham MSCP, St John’s Minster and the historic routes of Stoneygate itself and Shepherd Street.

- 7.32 The approach to unlocking the potential of the historic core of Stoneygate is likely to be more organic, but no less important, than elsewhere in the area, with a series of smaller scale developments, led principally by the private sector as the profile and quality of the area develops. This approach reflects its historic value; the well-established street pattern; the existing community and other assets; the relatively high quality of the environment, certainly when compared to Manchester Road; and the nature of the sites available. In many ways the long term success of the area is dependent on the its linkages to the wider Stoneygate area and its potential role as a focal point for the new ‘Urban Village’. It 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 Horrock Quarter; to new homes on Avenham Street; to the College and the rejuvenated communities along Queens Street.
- 7.33 Importantly, the historic core can, in the short term, provide a touchstone for showcasing the potential of the wider area and importantly creating a new profile for Stoneygate, encouraging a virtuous cycle of increased interest and investment.
- 7.34 The area around St. John’s Minster, up to Arkwright House, along Stoneygate itself, including the Warehouse nightclub and properties on St John’s Place, is the natural heart of the area. Public realm improvement in this area should reinforce its character and ‘urban space’ role. Views of the Minster and the route to it along Stoneygate should be protected and enhanced through new development. The opportunity should be taken through development to create new east - west pedestrian links from this area toward Glovers Courts, which, through new development at Shepherd Street, will link up to Manchester Road, and on to the Horrocks Quarter.
- 7.35 Between Shepherd Street and Oak Street the townscape is poorer with few heritage constraints on development. Development in this area should however retain and extend views of the Minster and the associate urban space through to Queen Street.
- 7.36 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, where artists and others can add life and vibrancy to a mixed community and play an important role at the forefront of re-imagining the area – to the very significant benefit of the wider area. It is therefore proposed that the public sector work with the local creative community to establish an artist studio in the area. Key themes of the strategy for the historic core of Stoneygate are:
- Public realm improvements
 - The creation and protection of east - west linkages
 - The fostering of creative and other micro businesses

* ‘Dual use spaces’ refers to spaces and routes that continue to be used by vehicles, but their speed and dominance is reduced, creating a significantly improved environment for pedestrians.

Horrocks Quarter / Grimshaw Street

7.37 The Horrocks Quarter / Grimshaw Street area lies broadly to the east of Manchester Road, between Church Street and Queen Street. The area fronts on to 'lower' Church Street and includes the 'landmark' Cotton Court building as well as the Blue Bell Public House, and the adjacent former Preston Livery and Carriage Company. The area also includes a large area of vacant land to the rear of Church Street, which was previously occupied by Horrocks Mill. The remainder of the former mill site, to the east, has been redeveloped as Queens Retail Park. The retail has continued to progress well despite challenging economic times and contributes to the vitality of this part of Stoneygate. Grimshaw Street runs north-south, parallel to Manchester Road, and includes a number of gap sites and well as sites which would benefit from redevelopment. To the southern side of Grimshaw Street, at its junction with Queen Street, it is bounded on one side by vacant land of the former Horrocks Mill and on the other by the 'rear' of the Barnfather site.

7.38 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 be a key early priority of the City Council and its partners. Whilst it is acknowledged that the core Horrocks Mills site is identified as being suitable for a range of uses in the Development Plan, this Framework Masterplan identifies higher density residential as a potential lead use within the current town centre uses allocation, 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 facilitate the appropriate links being made, enhancing permeability in the area. Consideration should therefore be given the creating a new street onto Church Street to serve part of the residential development. However, this should not serve as an alternative access to the retail park. A new street, or clear pedestrian route, should also be created linking from the Cotton Court area linking through to Queen Street, connecting to an improved housing area south of Queen Street, improving access for those communities to the heart of the city.

7.39 The 'Barnfather' site is another significant opportunity in this area suitable for high density residential with scope for ground floor mixed use on the corner of Manchester Road and Queen Street. Education may also be an appropriate use for all or part of the site. Further design guidance on the development of this area is provided in the next section of this Framework Masterplan.

The Percy Street area, north of Church Street

7.40 The Church Street/Percy Street area comprises the area between Church Row, the Church Street frontage and the area either side of Lords Walk and Percy Street up to London Road to the east. 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. The dominance of bus traffic, the lack of street parking and generally unappealing environment for pedestrians currently limits the potential of the area.

7.41 However in addition to a small number of 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.

7.42 The redevelopment of this site should be delivered within the context of an overarching development masterplan for the site that maximises the potential of the site as a key link between the Bus Station and Manchester Road/Church Street. The scope to open up the vista from Manchester Road to the Bus Station should be fully considered and reflected in design proposal. This will contribute significantly to the better integration of the bus station and the significant car parking resources into the wider area.

7.43 The complementary transport strategy proposes some changes to bus circulation in this area which should provide the opportunity to soften the street environment.

Cardinal Newman College / Queen Street

7.44 The local resident community around Queen Street and Cardinal Newman College are key assets for the Stoneygate area. The Manchester Road strategy, and to a lesser extent, that of 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, improved access to facilities and public transport and enhanced profile for the College.

7.45 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 housing at Queen Street, wishes to consider ways of improving the housing stock and the environment by working with the local community.

7.46 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. Given the importance of working with the existing local residents, it is premature to be definitive about the best way of achieving shared objectives. However, clear principles for an emerging development strategy can be usefully identified. These are:

- Working with the local community;
- Opportunities should be considered to improve the housing environment and housing stock, including scope for new homes;
- Opportunities should be considered for enabling the College to extend its footprint to provide additional teaching space. This could include creating a 'campus' environment to encompass St. Augustine's. This should be considered alongside measures to significantly reduce traffic and introduce pedestrian priority on Manchester Road between the main college and St. Augustine's;
- Pedestrian (and cycle) links, the safety of which should be significantly improved along Manchester Road through to Stoneygate to better link the College and community to the city centre and Bus Station;
- Any development should relate better to Queen Street, contributing to the change in character from a ringroad 'to an urban street';

- The Queen Street - Manchester Road junction should be radically traffic calmed as part of an approach of creating a new urban space, defined by existing and new developments, where pedestrians have a much greater priority;
- Opportunities should be taken to reduce traffic flow and speeds on Queen Street.



Image: Church on Grimshaw Street