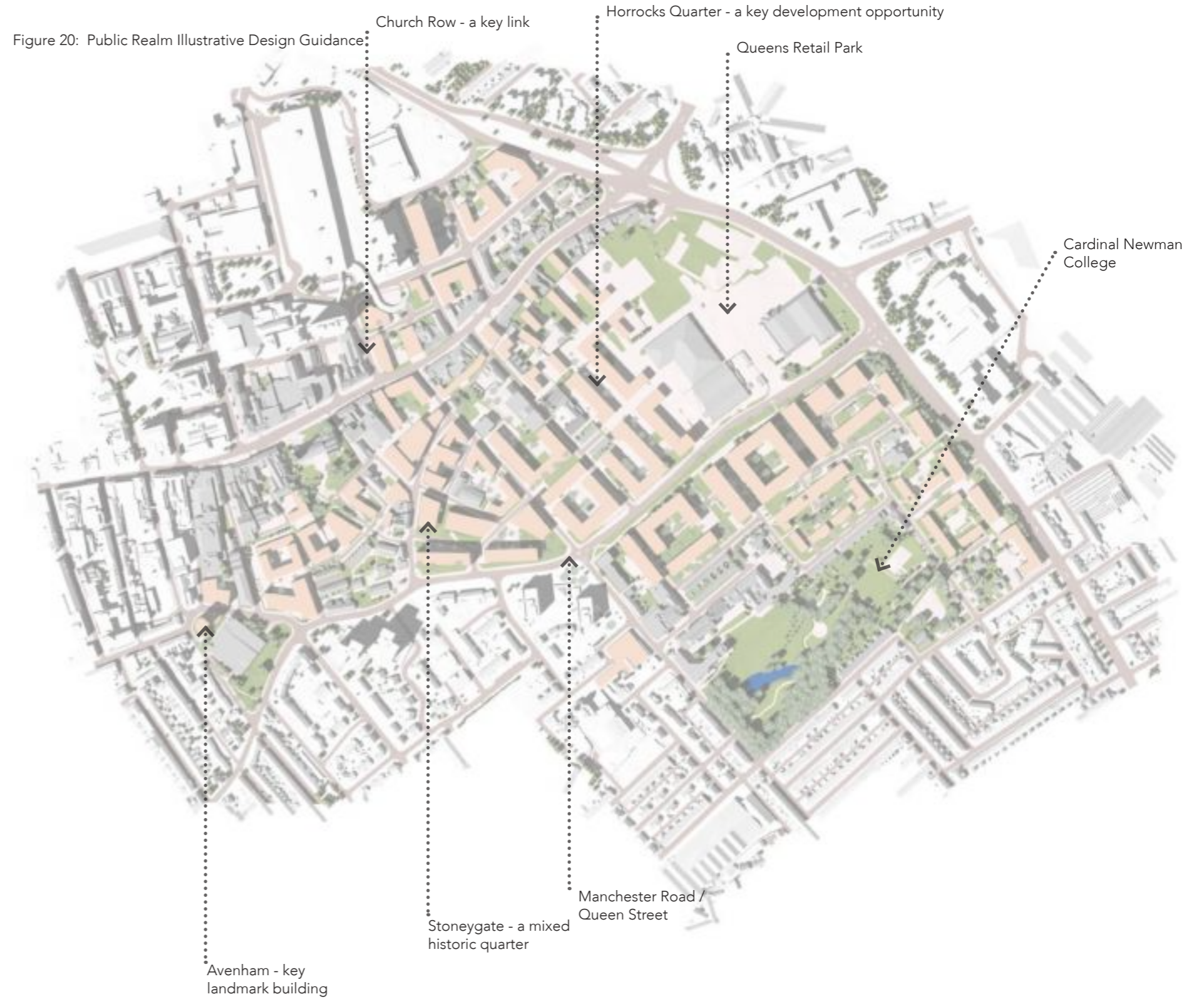




9.0 Key Areas and Projects: Illustrative Design Guidance

Introduction

- 9.1 This section of the Framework Masterplan report provides further illustrative design guidance on the regeneration areas of Stoneygate, Horrocks Quarter/Grimshaw Street and Percy Street/Church Street. Some key principles for considering the regeneration of Queen Street and Cardinal Newman College in the future are also presented.
- 9.2 This further design guidance considers in more detail how the design principles of massing, views, new routes, spaces, active frontages and buildings of townscape value can be applied to these specific areas and projects. Further details, including potential site capacities, are included in the area profiles appended to this report (refer to Appendix 5). These are provided for each area other than for Queen Street / Cardinal Newman College where the regeneration strategy and potential remains to be defined.
- 9.3 It is acknowledged there will need to be a degree of flexibility in developing and considering detailed design proposals as new information and site constraints emerge. However the core principles outlined in this Framework Masterplan should be the starting point for developing proposals and should provide the benchmark against which consistency with key objectives, not least high quality design, are tested.



Stoneygate – The Historic Core

9.4 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 reflects its historic value, the well-established street pattern, the existing community and other assets, as well as 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 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 Horrocks Quarter, to new homes on Avenham Street, to the College and the rejuvenated communities along Queen Street.

9.5 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.

9.6 The area around St. John's Minster, up to Arkwright House along Stoneygate itself and including the Warehouse nightclub and properties on St John's Place, is the natural heart of the area. Public realm improvements 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.



9.7 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.

9.8 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.

9.9 It is therefore proposed that the public sector work with the local creative community to establish an artist studio in the area.

Key projects for the historic core of Stoneygate are:

- Public realm improvements (Figure 21, Figure 22)
- The creation and protection of east - west linkages (Figure 15)
- The fostering of creative and other micro businesses (Active Frontages Figure 17)



Protecting view to St. John's Minster



Protected pedestrian route.



Create clear vistas, currently blocked by existing building.



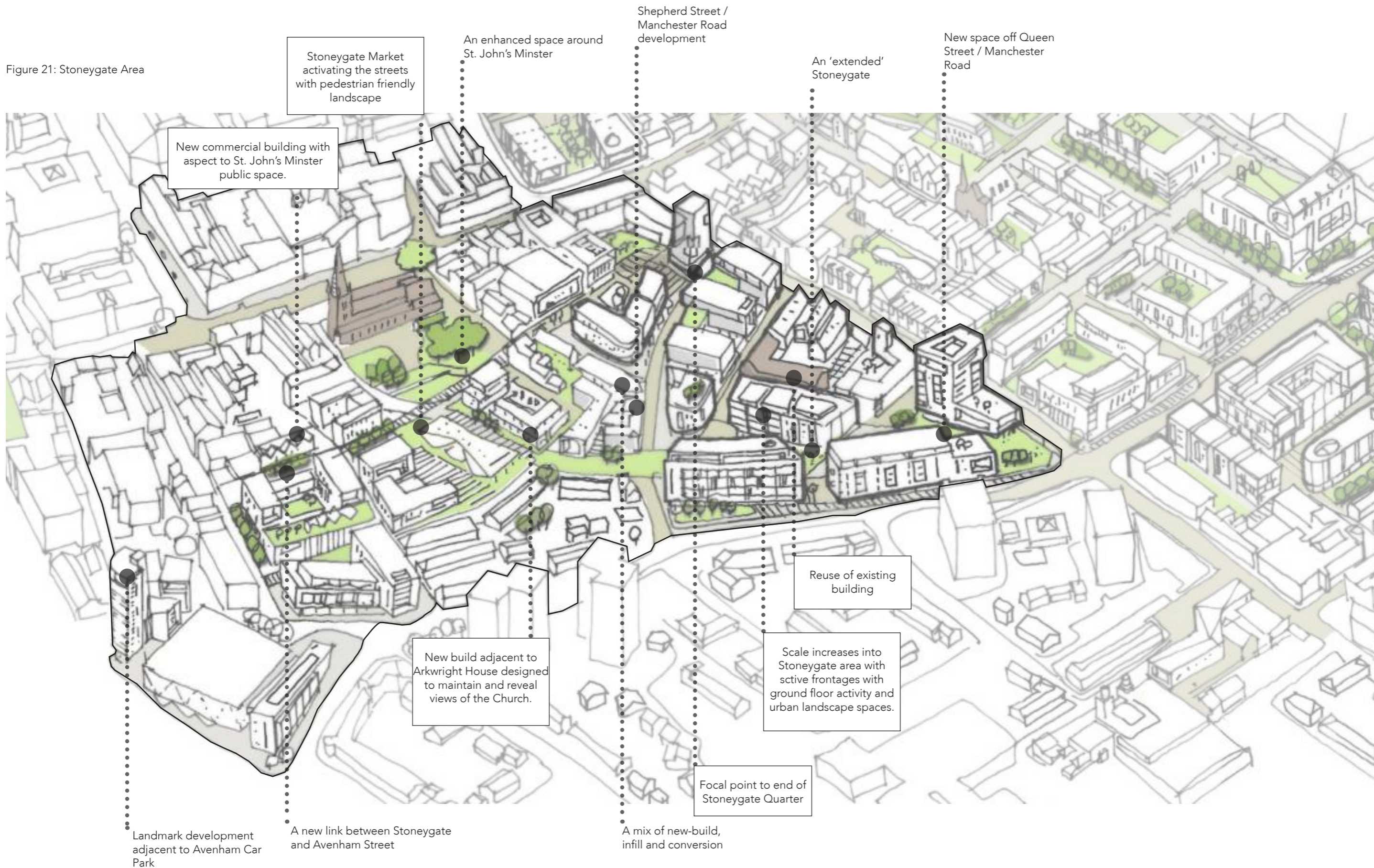
View towards Avenham Lane from St. John's Place.



Protected view.

9.0 Key Areas and Projects: Illustrative Design Guidance

Figure 21: Stoneygate Area



Stoneygate: Illustrative Design Guidance

Scale and Mass:

9.10 Existing masses mostly 2-3 storey in height, low rise industrial building. By increasing general scale (placing masses of 4-6 storey around outer periphery of area, and buildings of smaller scale, 2-3 storey, around St John's Minster and Arkwright house), buildings are positioned to follow the historic street pattern of Shepherd Street Syke Hill and Stoneygate.

9.11 New gateway buildings of 8-9 storey are positioned at key entrances to the area. These are at Grimshaw Street and Manchester Road. These focal points frame views towards the Minster, and provide an interesting roofscape. The natural dip in the site, allows the buildings to create an interesting roofscape.

9.12 Back of pavement developments of residential allow the creation of internal courtyards and permeable, semi private spaces.

Views:

9.13 Using heritage assets as anchor-points, the key views of Stoneygate are directed towards St. John's Minster from Church Road (north). Avenham Car Park (south-west), and Manchester Road, roundabout (south-east). Visual links from the Stoneygate area are improved through scale and massing, paralleled within the Horrocks site, and therefore framing the key view down Manchester Road towards Cardinal Newman College. With the route's safeguarding and improved pedestrian / cyclist access, this will encourage the pedestrian commute between city centre and College.

10-12 storey (Stoneygate to Avenham Lane/ Manchester Rd. Roundabout, as gateway into area)



Key Spaces:

9.14 Area around St. John's Minster to be sheltered from busy Church Road, sheltered by mass, and thus improved urban public realm. The corner of Stoneygate by Manchester Road roundabout will follow the urban grain and create a pleasantly sheltered urban open space. Open urban space surrounding Oak Street to be enclosed by massing to redirect pedestrian footfall towards public realms on either side of road.

9.15 The key existing space is around St. John's Minster, although this comprises a number of somewhat distinct areas. The other key space is close to the junction with Manchester Road, where a new public plaza will be created that will be full of life and vitality. This can be used for events and markets having good access from Manchester Road.

9.16 Routes have been designed to encourage circulation /movement across the area, especially linking to the Horrocks Quarter and to Percy Street. A network of primary streets are balanced with narrower pedestrian focussed routes. This street pattern links the key spaces. These routes pick upon the existing historic street pattern through Shepherd Street and showcase the existing historic landmarks such as Arkwright House at key points.

New routes:

9.17 General implementation to create quality east-west linkages, in particular, connecting Stoneygate to the adjacent Horrocks site.

Buildings 4-5 storey (around Laurel Street)



Buildings 2-3 storey (around Arkwright House)



Varied fenestration patterns.



9.18 Existing severance areas (such as Boltock St. and Lennox St.), are extended to create a more seamless flow of routes through the area. A clear route from Church Street (north-west) to Manchester Road roundabout (south-east), will create a smooth transition from Stoneygate to Queen St. / College development area through Stoneygate's historic core. This will both improve the quality of commute for college staff and students and enhance accessibility into Stoneygate's historic core.

9.19 A network of cycle and pedestrian friendly routes through the development site will further celebrate the area's buildings of townscape value.

Active frontages:

9.20 Frontages should be designed to encourage vitality around key spaces. In the streets residential development should have high quality features and frontages.

9.21 Active frontage is encouraged along the perimeter of the civic spaces and corner plots.

Proposed

View from Syke Hill towards St. John's Minster



Proposed

View from Queen Street / Manchester Rd. along 'extended' Stoneygate



9.0 Key Areas and Projects: Illustrative Design Guidance

Public Realm

The principles for the public realm in this area are:

- More lively atmosphere and spaces;
- Café/restaurant seating areas;
- Define edges of central square within the space – trees, features;
- Larger water feature, larger rills, small splash area and / or central square 'carpet';
- More intensively lit space but still using funky lighting;
- Feature vegetation;
- Space for a small, occasional market;
- Green roofs on buildings.

New public spaces will be a mix of green urban space with planting and routes through. High quality landscape with street furniture and features to encourage play and events.



9.0 Key Areas and Projects: Illustrative Design Guidance

Church Street / Percy Street

- 9.22 This area is located to the north of the development plan bounded by the ring road and Church Street. The area has some significant buildings of scale and contains the Preston Bus Station building that is Grade II Listed .
- 9.23 The street scene is poorly defined in places, with gap sites around the Bus Station ramp as well as low quality insular buildings with poor frontages. It is not a welcoming place as a public transport entrance into Preston.
- 9.24 The strategy here will be to embrace the spaces and the character of the area whilst maintaining and creating linkages into the other parts of the framework, such as Horrocks Quarter and Stoneygate.
- 9.25 New buildings will create urban spaces and new routes through.
- 9.26 The use of the area is a mix of residential and commercial developments. The commercial is high rise while the residential and surrounding buildings are 2-3 storey.



Preston Bus Station



View towards northwards from Hammond's Row.



View towards Preston Bus Station from Derby Street.

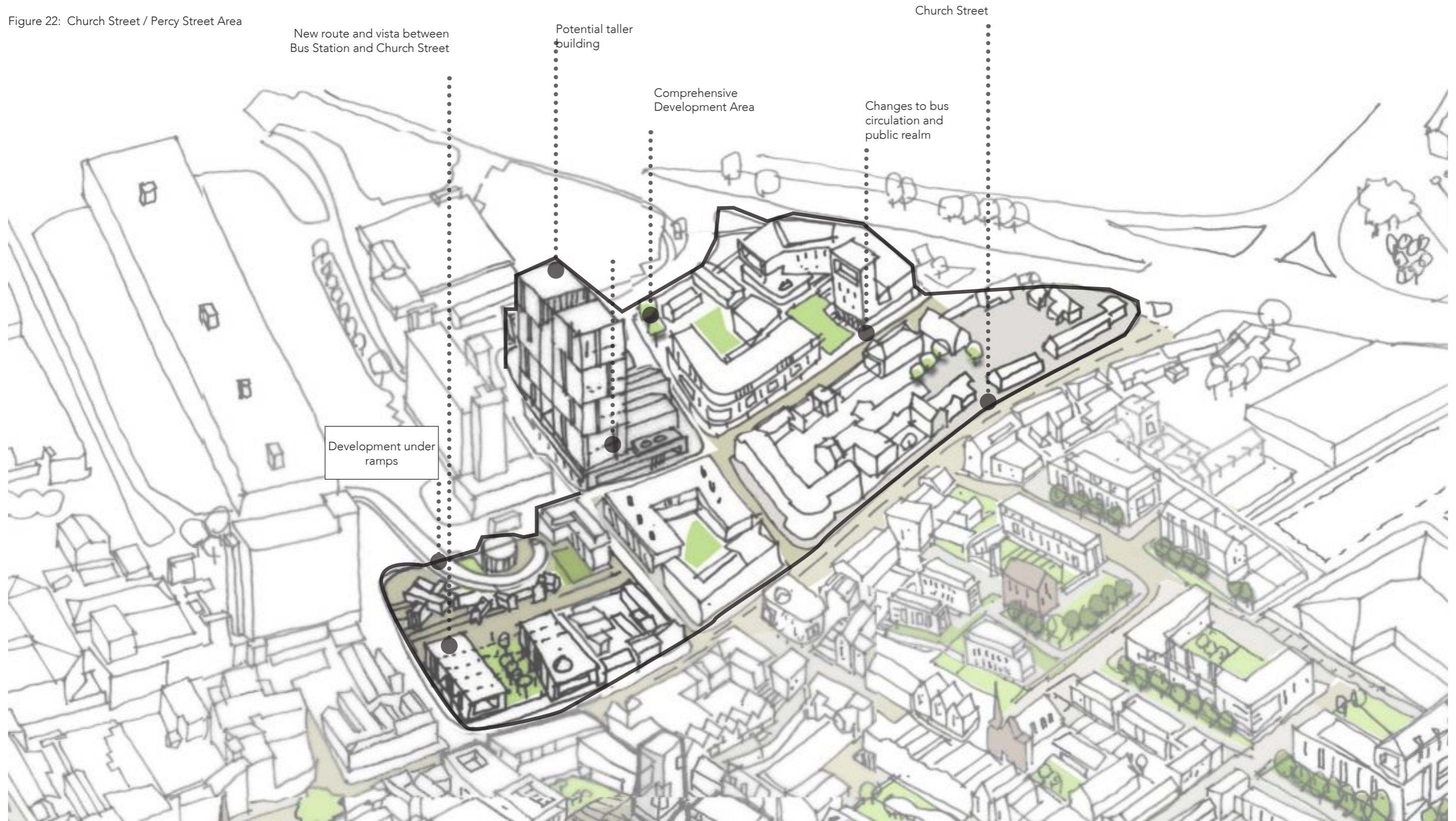


View down Church Street.



View towards Preston Bus Station from Percy Street.

Figure 22: Church Street / Percy Street Area



9.0 Key Areas and Projects: Illustrative Design Guidance

Church Street / Percy Street : Illustrative Design Guidance

Scale and Mass:

- 9.27 The scale as existing is varied with buildings 2-3 storey adjacent to office buildings at 14 storey. The bus station is also a strong architectural piece long and horizontal at 5 storey.
- 9.28 In order to create a more pleasant environment for dwellers between Church St. and Percy St., buildings of 2-4 storey in height will create shelter from heavy traffic on London Road, and balance the massing scale across the site (in very close proximity to Preston Bus Station).
- 9.29 With the existing building height in the area, an adjacent complementary block is proposed to serve as a visual marker at the site entrance.
- 9.30 Massing footprint will be back of pavement and create a series of engaging and accessible courtyard areas.
- 9.31 To reinforce the gateway to the area along Percy Street, a taller building is suggested to the edge of around 5-6 storeys.

Views:

- 9.32 The view from the Bus Station to Cotton Court should be maintained to provide a visible destination point for the new Horrocks Quarter. Creating a new permeable urban space on the site adjacent to Church Row will encourage this. There will be a route from the Bus Station through the new space across Church Street into Cotton Court . This will then link further down towards Cardinal Newman College.

Key Spaces:

- 9.33 The site underneath the ramps has the potential to create a new urban space and is considered a prime location for the public realm.

Active frontages:

- 9.34 Buildings will be primarily residential with robust frontages well landscaped in the urban setting. They should consider habitable spaces and their position to the street scene. Reuse of existing building fabric to create new and exciting developments and reimagine the tired building stock should be undertaken.
- 9.35 The larger buildings should be designed to respect the key approaches and avoid dead frontages to Percy Street.

Buildings 2-4 storey in height around Percy St.



Focal site suggested to be re-appropriated for commercial use found between Derby St. and Pole St.



Focal site suggested to be re-appropriated for commercial use found between Derby St. and Pole St.



Existing taller residential complex towards bus station should be improved.



Proposed

Church Row, view towards Bus Station from Manchester Road

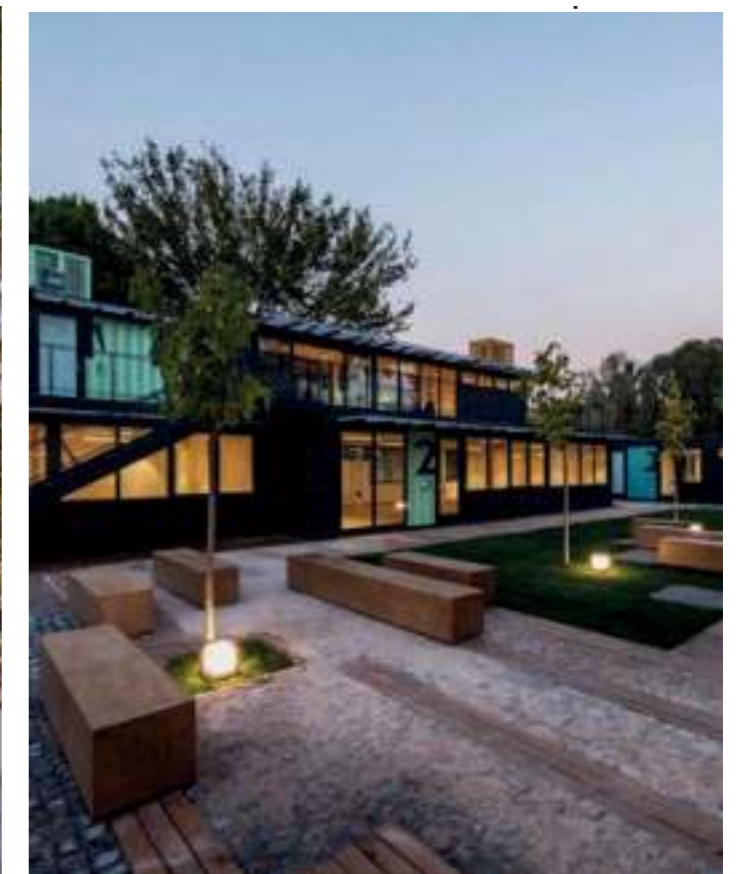


9.0 Key Areas and Projects: Illustrative Design Guidance

Public Realm

The principles for the public realm in this area are:

- Wide footways to accommodate movement (pedestrian/cyclist) to the city centre
- Breakout space for café seating and small offices
- Small water feature such as decorative rills and / or textile patterns
- Intimate lighting/fairy lighting
- Feature sensory vegetation, lots of colour
- Temporary use for the space such as small market stalls/ ping pong table/ outdoor cinema – small independent character to complement the wider market



9.0 Key Areas and Projects: Illustrative Design Guidance

Horrocks Quarter / Grimshaw Street

- 9.36 The Horrocks Quarter is the largest site within the Stoneygate development masterplan. The site is bounded by Manchester Road to the west, Church Street to the north and Queen Street to the South. To the east is the retail park .
- 9.37 From Church Street to the Horrocks Quarter, there is a significant step up in level. However the remainder of the site is level, linking to Queen Street.
- 9.38 Whilst the site may come forward for retail-led development or town centre commercial, it also offers the opportunity to introduce quality housing to the area, which could be a mix of scale 2-3 storey rising to 4-6, and would contain a mix of unit types.
- 9.39 Landscape proposals to the area are key in formulating routes through and new links across the site.
- 9.40 There is an opportunity to define a new character through layout and architecture, which will contribute positively to the masterplan. The site should be permeable and allow pedestrians to use the open spaces within the heart of the development.
- 9.41 New routes across the site and clear vistas are shown in the masterplan vision to link the site. The vision would be for a new east west route from the retail park through the Horrocks Quarter to Stoneygate. The final location of access points and routes will be determined at detail design stage within this overall framework.



View from Dale Street towards Cotton Court.



New route to Horrocks Quarter



Aerial view of Horrocks / Grimshaw area currently.



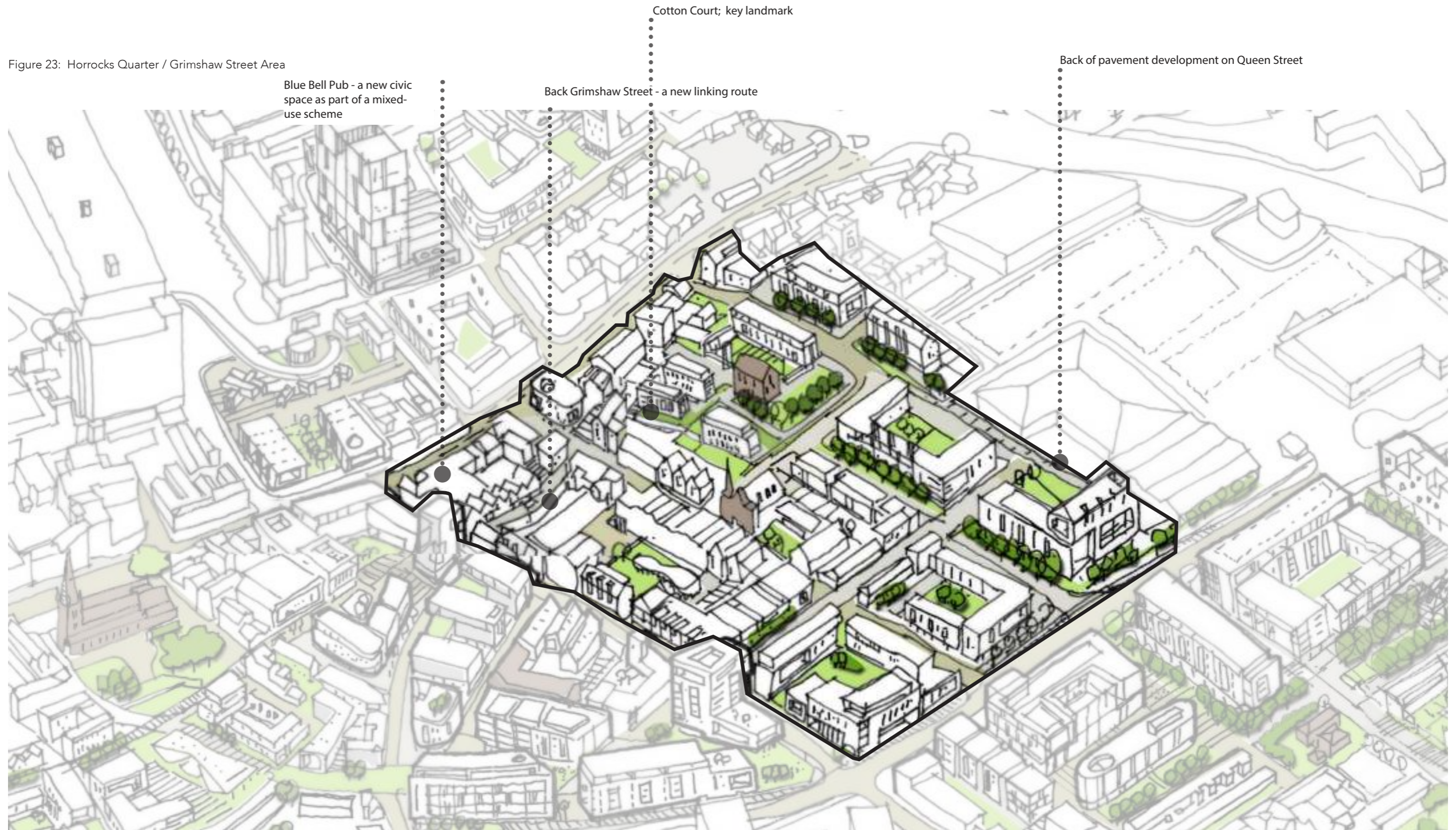
View of Aldi superstore from car park.



View of Seventh Day Adventist Church from Grimshaw Street. grade II Listed.

9.0 Key Areas and Projects: Illustrative Design Guidance

Figure 23: Horrocks Quarter / Grimshaw Street Area



Horrocks Quarter / Grimshaw Street: Illustrative Design Principles*:

Scale and Mass:

9.42 The site, as an urban housing site, should have a massing appropriate to the scale of the surrounding buildings. Historically, the site had large mills of 6-7 storeys. The blocks to the Horrocks Quarter should have a human scale, and 4-6 storey with height at prominent corners and gateways. Cotton Court is a building of heritage value, and designs should seek to complement this building in a positive way.

9.43 The masses have been positioned to encourage permeability and create blocks of buildings that can define public spaces.

Views:

9.44 The views to Cotton Court from Church Street and back from Cotton Court to Cardinal Newman College across Queen Street should be maintained. A clear, legible visual connection between heritage assets is key to the masterplanning of this area.

Key Spaces:

9.45 A new space around Cotton Court should be created, which leads into pedestrian spaces between the buildings. The car parking strategy is for courtyard developments, enabling the main spaces to be car free. A series of urban spaces with planting and trees to frame views is envisaged.

9.46 A new space should also be created as part of Blue Bell Pub car park development.

Key Routes:

9.47 Easy accessible walking routes are key to the masterplan, linking from Church Street to Cardinal Newman College across Queen Street. The east-west route from the Horrocks site to Stoneygate entering at the roundabout at Manchester Road requires to cut across the Barnfarther site, splitting this plot into two development plots.

9.48 The route along Back Grimshaw Street, between Grimshaw Street and Manchester Road, should be rediscovered as a complementary route.

Active Frontages:

9.49 This area is seen as residential therefore frontages should be led by design. Consideration should be given to the potential of habitable rooms in place to encourage visual intention and passive security to the street.

Design

9.50 Modern design is encouraged in this area with high quality materials which take cues, from the existing context. Brickwork and stone would be appropriate and provide longevity to the area.

* The design principles focus on a housing led scheme, although it is acknowledged that the site is allocated for a mix of town centre uses in the Development Plan, including retail and residential.

Buildings of increased height towards Queen Street



Buildings surrounding Cotton Ct. to be 2-3 storey in height.



Buildings surrounding Cotton Ct. to be 2-3 storey in height.

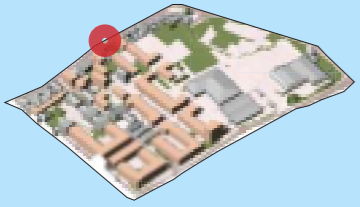


Series of roads and pedestrian areas connecting Cotton Ct. and St. James Vicarage.



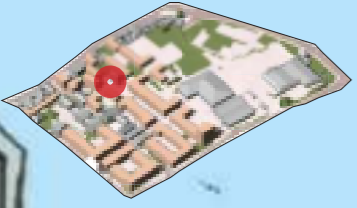
Proposed

View from Church Street towards Horrocks Quarter



Proposed

View towards Cotton Court



9.0 Key Areas and Projects: Illustrative Design Guidance

Public Realm

A rich residential environment should be created with robust carefully considered landscape. Key principles of this should be:

- Wide footways to accommodate movement; (pedestrian/cyclist) to the city centre;
- Breakout space for café seating and small offices;
- Small water feature such as decorative rills and / or textile patterns;
- Intimate lighting/fairy lighting;
- Feature sensory vegetation, lots of colour;
- Temporary use for the space such as small market stalls/ ping pong table/ outdoor cinema – small independent character to complement the larger market and cinema being developed to the north west.



9.0 Key Areas and Projects: Illustrative Design Guidance

Cardinal Newman College / Queen Street

9.51 The local resident community and Cardinal Newman College are key assets for the Stoneygate Masterplan.

9.52 The Manchester Road masterplan 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 community safety, improved access to facilities and public transport and, also, for the College's enhanced profile.

9.53 Within the area, the 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 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 as the local community to develop a detailed strategy, and a joint approach to regeneration). Given the importance of working with 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 the 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;
- St. Augustine's. This should be considered alongside measures to significantly reduce traffic and introduce pedestrian priority on Manchester Road between the main college site and St. Augustine's;
- Pedestrian (and cycle) links, the safety 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

through a somewhat 'ring- road 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 much greater priority;
- Opportunities should be taken to reduce traffic flow on Queen Street.



View from George Street.



View down Larkhill Street.



View up Richmond Street.