



## Introduction

3.1 This section of the Framework Masterplan provides a brief overview of the existing context for regeneration and development in Stoneygate. This provides the platform for developing the masterplan strategy.

3.2 Baseline survey work has been prepared by the consultant team and is incorporated into this document.

3.3 Further details of the baseline work is appended to this document and comprises:

- Historical Development
- Townscape and Character
- Listed Buildings and Conservation Areas
- Land Ownership (indicative)

## Location

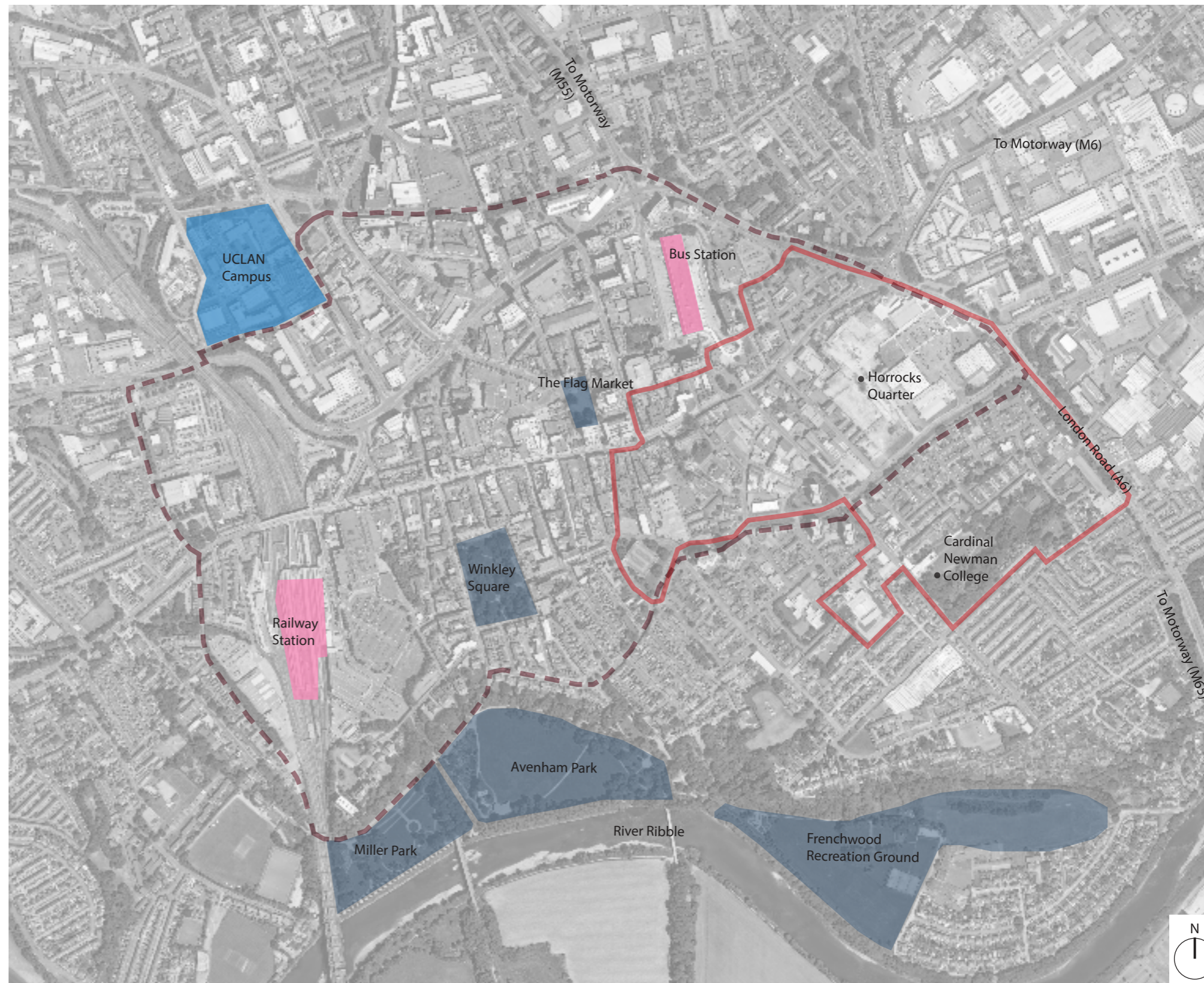
3.4 Stoneygate is located within Preston city centre with the exception of the area south of Queen Street, which contains the college and residential areas. It is outside of the Primary Shopping Area to the east, however it contains part of the extension to the Primary Shopping Area as identified in the City Centre Plan. It is bounded by the Bus Station to the north, London Road (A6) and the Inner East Preston neighbourhood Plan Boundary to the east, the Avenham neighbourhood to the south and the Winckley Square Opportunity Area to the west. Much of the area is distinctly different in character from other parts of the city centre, with significantly less footfall and activity in Stoneygate, with the exceptions of that generated by Cardinal Newman College and Queen Retail Park.

3.5 Stoneygate is a gateway to the city centre from the south and east. Stoneygate offers the opportunity to extend the character of the city centre eastwards, extending the city centre 'offer' and better connecting local communities into city centre facilities and opportunities.

## Key

- City Centre Boundary
- Masterplan Boundary

Figure 3: Context Plan





**Townscape Character**

- 3.6 A townscape analysis of Stoneygate identifies both opportunities and challenges to be considered through the Masterplan strategy.
- 3.7 'Stoneygate' is a large area, extending from the city centre to the 'edge of centre' Queens Retail Park in the east and the Avenham residential area 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.
- 3.8 Manchester Road is a key link, certainly north south – but also potentially, and importantly, east west, between the Horrocks Quarter and Queens Retail Park and the historic core of 'Stoneygate'.
- 3.9 The Stoneygate area boasts a number of characterful buildings, a number of which are listed and many of which are considered to have local heritage value. St John's Minster and Arkwright House (on Stoneygate) are significant city landmarks and Grade II\* heritage assets.
- 3.10 Church Street, Manchester Road, Grimshaw Street and to a degree Queen Street provide a very clear structure to the area, however the lack of pedestrian friendly east west linkages significantly reduces the permeability of the area, whilst the poor quality environment in key places, notably along Manchester Road between Church Street and Queen Street, currently detracts very significantly from the sense of place. However improvements to the public realm and pedestrian environment are a clear objective of the City Centre Plan (Policy OP4)
- 3.11 The existing figure ground plan (Figure 4) illustrates the range of building density and typology across Stoneygate.

Figure 4: Existing Figure Ground (not to scale)



**Key**

- Site Boundary
- Buildings within Masterplan Area
- Buildings Outside of Masterplan Area





# 3.0 Stoneygate - Area Appraisal

## Land Use

Figure 5: Existing Land Use

3.12 South of Queen Street, education and residential are the predominant land use. To the north of Queen Street land use is a mix of light industrial, some residential, community uses, commercial and retail (notably along Church Street and of course the Queens Retail Park). Other significant uses in the area are surface level car parking (usually on unmade gravel) and vacancy and under use, either of sites or buildings. There is very limited greenspace, other than around St. John's Minster, and within the College grounds.



- Key
- Education
  - Vehicle & Transport
  - Residential
  - Retail
  - Entertainment & Culture
  - Industrial/ Commercial





'Gap Sites'

Figure 6: Gap Sites

3.13 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. They also provide significant opportunities for new uses, development and activity. A key objective of the strategy is to bring about more effective use of these sites for new homes, workspace and other facilities.





**Accessibility and Movement**

- 3.14 In general, accessibility and movement in and around Stoneygate favours the motorist over pedestrians and cyclists.
- 3.15 Severance is a major factor, caused by both the lack of safe, direct pedestrian and cycling routes and by vehicle dominated street design. There is also a lack of permeability, with limited east west linkage across the area as a whole.
- 3.16 Within the historic core around St. John’s Minster, there is a denser existing street pattern including some east-west links, but a lack of onward connectivity, activity and natural surveillance detract from quality and utility of routes in this area.
- 3.17 Manchester Road (and Church Row), between the Bus Station and Cardinal Newman College, is necessarily well used by college students. However the quality and safety of the route is poor. The workshop with college students highlighted safety concerns both in terms of personal security and traffic. The crossings at Queen Street and the area at Lark Hill Road on Manchester Road raised particular concerns. The relative high speeds of vehicles on the one-way section of Manchester Road and close to the College were also noted.
- 3.18 The dominance of vehicular traffic is exacerbated in some areas as a result of the approach to traffic management and circulation. The existing bus routes to and from the bus station north of Church Street encourage relatively high bus speeds and currently incorporate few traffic calming or pedestrian / cycle priority measures. In a similar manner, Queen Street has a wide carriageway encouraging higher vehicle speeds and is heavily trafficked by vehicles accessing city centre car parks and rat-running through the south of the city centre towards the Winckley Square and rail station areas. Measures should be explored to minimise vehicle speeds and lower traffic levels, potentially in the form of speed restriction zones or carriageway narrowing.
- 3.19 There are also numerous, often informal, at grade car parks in Stoneygate, particularly to the south of Church Street. In some areas these are attracting significant car movements to otherwise quieter, back streets between Queen Street and Church Street, resulting in a further barrier to pedestrian and cycle movement. Whilst the Bus Station car park is close to the area, roads and the layout of the Bus Station as well as a lack of visibility from Church Road combine, with pricing, to limit the role that plays as a parking resource for Stoneygate.
- 3.20 The Lords Walk, Percy Street Derby Street, Church Walk area is a focus for bus movements to and from the Bus Station. Roads in the area are predominantly one way, with generous carriageways and with no on-street parking. This creates an environment where vehicular and in particular bus movements dominate at the expense of the quality of place and the pedestrian environment. It is currently very much an area to move through rather than dwell.

3.21 Stakeholder engagement indicates college students make extensive use of local bus services, accessed largely via the Bus Station but also some utilising stops on London Road (accessing bus services to and from the south).

Car Park behind Cardinal Newman College



Manchester Road / Queen Street Crossings.



Lords Walk / Percy Street



Images: Queen Street Pedestrian Crossing at junction with Manchester Road. Manchester Road is a popular route for pedestrians, although the environment is poor, Bus route along Lords Walk from bus station, Shared cycleway/footway on London Road, On-street parking along Avenham Street Existing Desire Lines.



**Property Market Conditions**

- 3.22 Stoneygate is currently an intriguing proposition in market terms. It has inherent potential due to its proximity to 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, such as Cotton Court and the emerging projects at Glovers Court and the former Horrocks Mill site, there has been little in the way of 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 taking place through the regeneration of the city centre, and the rapidly changing perceptions of it as an investment location, are creating new opportunities for inner areas such as Stoneygate.
- 3.23 Stoneygate 'Urban Village' has the potential to position itself towards people who want the benefits of living close to the city centre. This would include current Preston residents that are now established in their careers and ready to set roots in a place where commuting is not an issue and where the city centre 'offer' is to hand. This vision is however, dependent on creating an environment of exemplar quality (green spaces and good design) with excellent connections (including ICT, plus public transport and attractive walking and cycling routes) through the area. It also needs to be perceived as a safe neighbourhood and one where facilities (including schools, leisure amenities and shops) are excellent.
- 3.24 Whilst there are some significant, potentially short-term opportunities to capitalise on, 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 investment in infrastructure. It will also be important to work closely with key existing stakeholders that will be instrumental in bringing forward change.
- 3.25 Based on new build developments currently being marketed, it is considered that sales values can generate positive investment returns for investors on 'development ready sites' and contribute to building the 'feel-good factor' of residential led regeneration in Preston.
- 3.26 Colliers and Eastham and Co have identified a steady increase in demand for apartments in new build developments over the last 12 months with young professionals moving into the city centre in larger numbers than ever before and many moving back from Manchester to Preston where rents and prices are more affordable to commute back in. Colliers have also identified a significant increase in demand from retirees/ downsizers selling larger houses in the suburbs and renting or buying apartments in and around Winckley Square.
- 3.27 Looking ahead, it is considered that the rental market has significant growth potential as the Council's City Living strategy takes effect and more businesses move into the city. As part of this picture there is evidence of an increased number of enquiries from corporates, such as the NHS, LTHTR and BAE looking for new build apartments to house employees as the current offering in the city is no longer up to standard.

- 3.28 Preston therefore has the potential to be an attractive proposition for the investment community. From a relatively low base, there is great scope for values to increase rapidly. The support from the City Deal partners means that there is an ability to access development finance funding and wider support from the public sector as the fledgling market matures.
- 3.29 However, notwithstanding this positive picture, values are not at a point where more difficult, smaller sites in emerging areas such as Stoneygate can readily come forward. Larger sites, with a strong covenant behind them, such as a Registered Provider, are likely to be deliverable at this stage. However, open market new build housing schemes on smaller and medium sized sites (which aside from the former Horrocks Mill site are the principal supply in Stoneygate) are going to be more challenging. This is particularly the case where significant pre-development work and expenditure is required (which again is the case for most sites in the Stoneygate area).
- 3.30 As such, many sites will not currently be viable without public sector support in some form. However, it is considered that with sustained, focussed public sector investment in the public realm, targeted land assembly and regeneration more broadly, there is potential to create a platform to move the area forward. Moreover, the fundamental changes that are occurring in the city, around Preston Market, the new Shankly Hotel, the anticipated arrival of HS2, the better-connected University campus and the new leisure quarter are rapidly changing perceptions of Preston. This will create new opportunities for Stoneygate.
- 3.31 As part of this approach, the City Council should encourage and facilitate those projects that are coming forward in the short term, not least the Brookhouse site (Horrocks Mill), as positively as possible. These early projects will be key to demonstrating the market and adding to the vibrancy in the area, in turn, increasing market interest.



Church Street looking towards the Horrocks Quarter