

Creation of a Mobility Hub

Noting the aspiration to create an important gateway to the city centre, forming an interchange that allows rail passengers to swap onto active and shared transport modes to access the city, it is proposed that a Mobility Hub be created to the east of the railway station.

This Mobility Hub can build upon the existing Cycle Hub at the station, with the aim being to provide a facility that creates a one-stop shop, providing a user-friendly interface that links together a range of facilities including:

- Public transport information for buses, the park-and-ride service and trains, potentially including the sale of tickets;
- Information on walking and cycling routes, including walking routes to bus stops on Fishergate and taxi facilities;
- Secure cycle parking, sales and maintenance;
- Shower and locker facilities for cyclists and pedestrians;
- Charging points for electric vehicles (including cars, cycles, scooters and motorcycles), and somewhere for people to wait;
- Waiting area, café and / or shared workspace and meeting rooms including for rail passengers;
- The operation of a car club including parking;
- Hire of cycles, electric cycles and electric scooters plus safety equipment;
- The promotion of apps and technology to increase mobility and connectivity; and;
- Ancillary uses such as tourist information and click & collect storage for parcel deliveries.

Noting that Preston Station currently serves a large number of passengers who are interchanging at the station, this facility would provide further opportunities for these passengers to work at the station or seek refreshment between trains. Alternatively, the facilities could be used by people based in Preston who wish to work or meet with people arriving on the train.

Provision of Missing Active Travel Links

The Mobility Hub will form the focus for active and sustainable travel across the city centre, creating an opportunity for people to swap seamlessly between modes. However, its success is reliant on a number of barriers to movement being removed, building upon the innovative infrastructure design work that has already been completed by the county council.

This provides an opportunity to significantly improve a number of pedestrian and cycle links. These include:

- A route from the Mobility Hub onto Fishergate, making use of the proposed public space to the east of the railway station;
- A route from the Mobility Hub to the east, via Garden Street to Winckley Square;
- A route from the Mobility Hub to the south, under Vicar's Bridge to Avenham Park and the Guild Wheel cycle route;
- A new entrance to the station from the west, with an active travel route making use of Christian Road between Fishergate to the north and Miller Park to the south, linking with National Cycle Route 62 (this will improve general accessibility to the station but is not intended to provide east-west access for non-station users);
- A new north-south route for pedestrians and

cyclists between Ring Way and Fishergate, to the west of County Hall;

- An enhanced east-west route between Bow Lane and the University, making better use of Marsh Lane to create a cycle route in either direction; and
- Linkages to the councils' proposed infrastructure improvements across the city centre, including across Ring Way.

Once complete, these routes will facilitate active travel across the area and ensure excellent links between the four quadrants surrounding the railway station.



Reducing the Need to Travel

In order to achieve one of the key principles of this strategy, to reduce the need for people to travel, it is essential that the right mix of land uses are proposed. Mixed development consisting of commercial and public sector office space, residential development, other mixed commercial and education floorspace is proposed.

This broad mix of land uses will allow people to live, work and study in Preston without the need for a car. However, this strategy is dependent upon the provision of high quality, direct active travel routes, excellent public transport services and a car parking policy that makes people think about how they should travel.

Balanced Car Parking Strategy

The following paragraphs summarise potential approaches that could be taken for each of the existing car parking areas within the SQRF area. As well as individual considerations, the car parking strategy needs to form part of the overall area wide movement review referenced above, and on an area wide basis include consideration of:

- Current and future car parking provision and arrangements;
- Car parking accumulations;
- Typical weekday and weekend parking levels and patterns;
- Car parking preferences between, for examples, surface and multi-storey options;
- Charging;
- Restrictions; and
- EV Charging Point provision.

There are currently approximately 2,800 car parking spaces around the station. Of these, 1,025 are located in the multi-storey station car park and are intended to be long-stay spaces

for passengers. It is expected that these spaces remain, as passenger numbers are predicted to significantly increase over the next 10 years and car parking will be required.

However, there is the possibility that the demand for long-stay car parking will decrease, as more people work from home and business-related travel for meetings decreases, as a result of changing work patterns and technology. Therefore, the use of this car park should be monitored and opportunities for some of the car parking spaces to be used as short stay parking should be explored.

This monitoring exercise should be expanded to inform the overall level of car parking that needs to be provided for the Framework area, possibly through the provision of Framework specific car parking standards for different types of development. However, the current expectation is that the overall volume of car parking will decrease.

Adjacent to the station car park is the Fishergate Centre car park, consisting of 720 short stay car parking spaces. It is intended that these spaces will be lost, although there will be an opportunity to replace some of this car parking within the basements or on the ground level of the residential and commercial units proposed.

The existing Fishergate Centre car park is currently accessed via both Butler Street and the Charnley Street tunnel that links Corporation Street with the car parks via a tunnel underneath Fishergate and the Fishergate Shopping Centre. Whilst this tunnel is privately owned and only operates one-way in a southbound direction, opportunities for maintaining this route, including making it two-way, should be explored. Whilst the development of Station East is not dependent upon it being maintained, it's use would result in a better vehicular access arrangement, reducing the volume of traffic

passing along Butler Street and Fishergate towards Fishergate Hill.

Turning to County Hill, it should be noted that the parking strategy for this quadrant will be dependent upon the future working practices at County Hall, including the County Council's working from home and flexible working policies. Noting that there are currently over 600 car parking spaces at County Hall, it is accepted that there should be some restriction placed on the number and availability of parking spaces moving forward.

With the development of County Hill resulting in the loss of significant parking provision, it is proposed that a multi-storey car park (MSCP), consisting of approximately 400 car parking spaces would be required and would be best located off Bow Lane and facing onto Ring Way. In addition to County Hall staff, these spaces could be used to serve the wider Preston Station Regeneration Framework area and are positioned such that they would usefully intercept vehicles arriving in Preston from the west before they reach the core area of infrastructure improvements proposed by the city council.

This interception of cars, alongside the promotion of Preston's Portway Park & Ride site, is in keeping with UCLan's car parking strategy which aims to provide parking away from the central campus in order to promote a healthier, pedestrian-friendly environment.

In relation to the railway station, this strategy will assist in reducing traffic using Fishergate and Butler Street to access the station MSCP, enhancing what will become key active travel routes and public realm.

6.9 Digital Infrastructure

The government's "UK Digital Strategy (2017)" sets out the importance of providing world class digital infrastructure to improve connectivity. To achieve its gigabit commitments the government is investing £5bn through the 'Outside-In' programme to deliver gigabit speeds to the hardest-to-reach communities in the UK.

The Station Quarter will be a key location in Preston city centre for office-based business and services, attracted by excellent transport connectivity, high quality placemaking and adjacent city centre cultural and leisure attractions and the nearby UCLan campus. Ensuring that development is future-proofed with suitable digital infrastructure is also key to the vision for the area. To future-proof digital connectivity, developers should provide full fibre, or fibre to premises, wherever possible. New builds are encouraged to register early with digital infrastructure providers.

PCC and LCC will work with investors, developers and occupiers to identify appropriate solutions and technologies, to ensure digital infrastructure is delivered to support the developments that can be integrated within a wider city centre plan for digital infrastructure.

The county council is developing a strategy for the installation of 5G infrastructure on highway street lighting assets where safe to attach, including installation of smart devices to provide real time data to assist and improve council services. This could include;

- To inform routine maintenance proactively rather than a traditional periodic regime to make better use of resources;
- To remotely adjust lighting levels based on road use;
- To remotely collect anonymous traffic and pedestrian volumes to inform where resources should be directed to improve areas of high footfall;
- To allow air quality measures to be collected and presented in a readable format via the cloud and linked to the council app to show people healthy routes, or routes to avoid local flooding or high polluting areas day to day.



Communication Hubs in Manchester City Centre © JCDecaux UK

Proposals By Quadrant

7

7.1 Preston Station

Figure 7.1.1: Station Scope Area

Context

Located at the heart of the Station Quarter, the Grade II listed Preston Station provides the main focal point around which the Station Quarter revolves.

Preston is an important regional and national station, with approximately five million train passengers passing through each year. It has a particularly important function as an interchange station with many passengers alighting and re-embarking without leaving the station. Everyday 7,500 passengers enter the station, which is conservatively expected to increase to 10,000 passengers per day by 2037.

Services from Preston include Avanti West Coast trains to London, Glasgow and Birmingham; TransPennine Express trains to Manchester, the Lake District and Liverpool; Northern Trains to Blackpool, York, Barrow and Carlisle, and Caledonian Sleeper trains to London and Scotland.

Working with the rail industry partners remains a priority for LCC and PCC in order to facilitate the development of the area.



HS2 Proposals

HS2 will reinforce Preston’s position as a strategic rail hub providing shorter travel times to key destinations and enhanced capacity for new local train services on existing lines. The proposed reconfiguration of Preston Station to enable HS2 includes:

- Extension of Platforms 3 and 4 to accommodate HS2 trains
- Reopening of the former ‘parcels platforms’ as Platform 0 / 00
- Construction of a new public footbridge and reopening existing subways to Platform 0 / 00

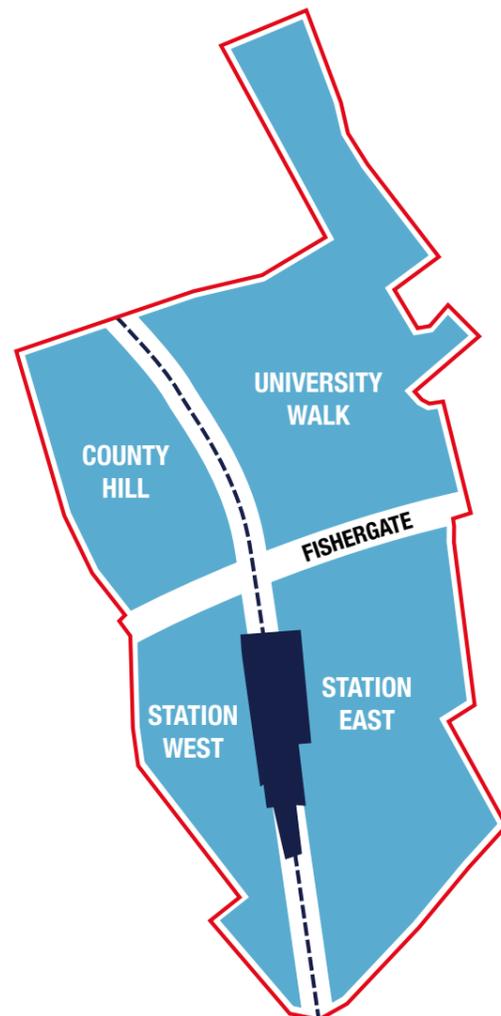
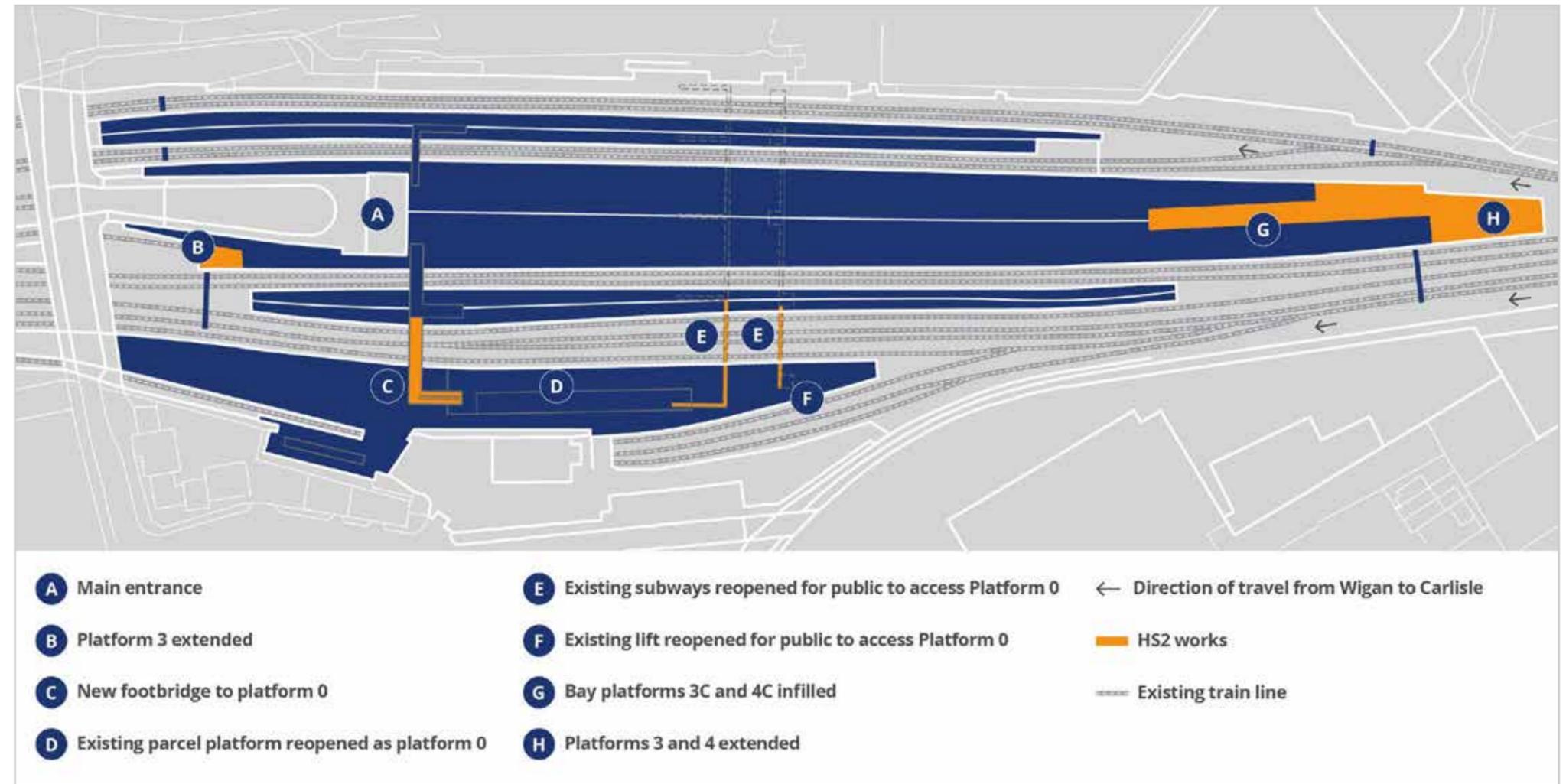


Figure 7.1.2: Preston Station HS2 Proposals © HS2 Ltd

Proposed development of Preston station to support HS2 services



Movement

The station is currently served by two entrances, with one being on Fishergate and the other being on Butler Street. The use of these entrances varies between station users, their destination in the City and onward mode of transport.

The Fishergate entrance maintains a forecourt that is served by a taxi rank and a 'kiss and drive' drop-off facility. It is well used by people interchanging with buses on Fishergate and for those heading west and north including to UCLan and County Hall.

The Butler Street entrance provides an access that is used by another taxi rank, drivers parking in the station MSCP (1,025 spaces) and Fishergate car parks (720 spaces), as well as people cycling to the Cycle Hub and people wishing to access the Fishergate Shopping Centre and commercial core to the east. Butler Street also benefits from a 32-space short stay car park (maximum duration of stay of 20 minutes), a taxi rank and train replacement bus services.

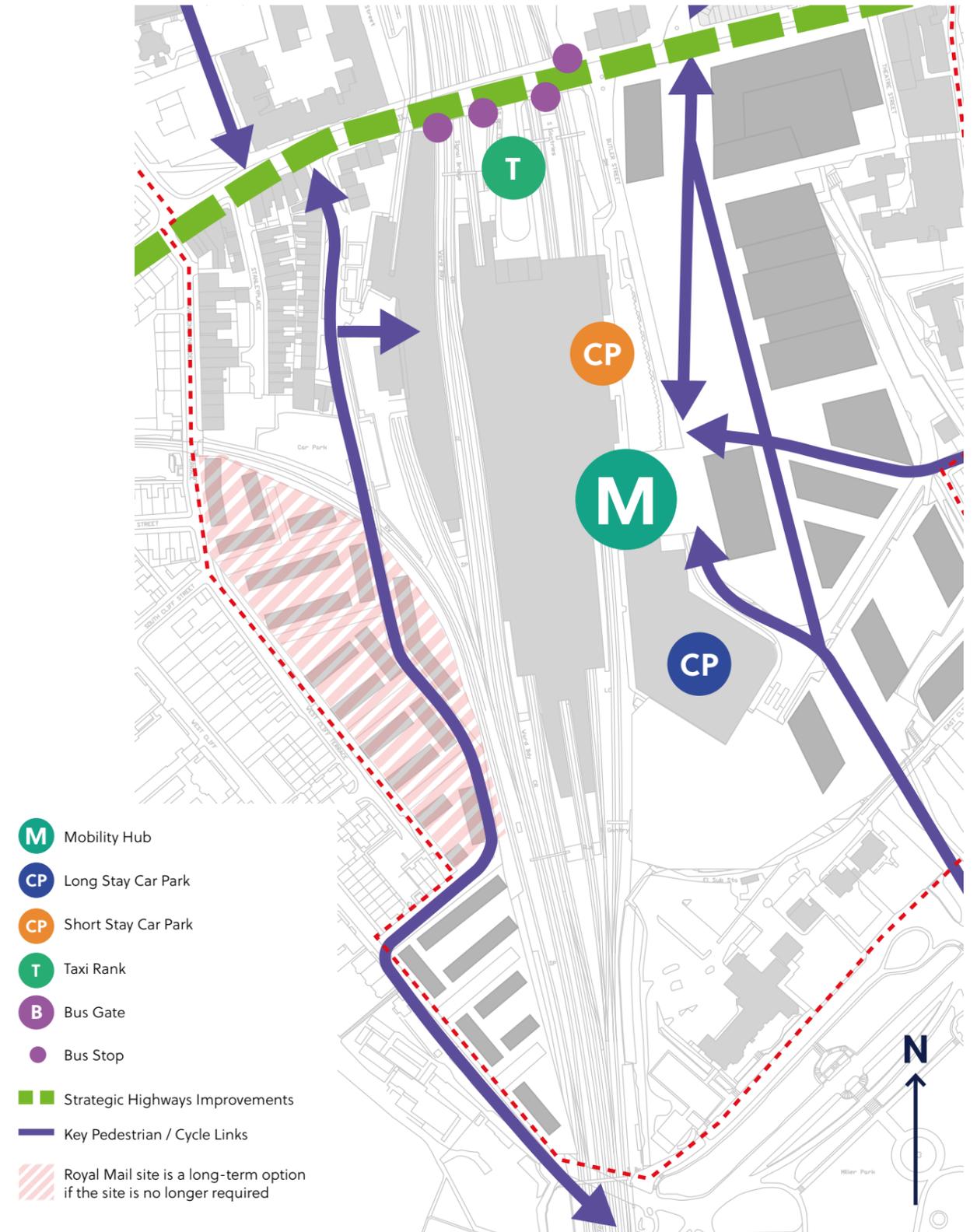
The segregation of travel modes will remain, although enhanced information and signage can be provided within the station and around its perimeter including at the Mobility Hub.

It is proposed that an enhanced entrance on Butler Street will become the new main entrance to the station, being located next to the proposed Mobility Hub and leading to a public square with active travel routes to Fishergate, Winckley Square and Avenham Park. The removal of shopper car parking and the provision of interceptor car parks on the approach to the station will help to reduce traffic flows on Butler Street, making it a pleasant environment for pedestrians.

A third entrance to the station could also be provided onto Christian Road in the long term to serve Station West.

Within the station itself there is a need to improve circulation. This includes increasing the capacity of footbridges and subways and enhancing routes for disabled people. With the opening of a western entrance there is also scope to enhance the overall permeability of the city, providing an alternative means of crossing the Station Quarter in an east - west direction other than the Fishergate Bridge.

Figure 7.1.3: Preston Station Transport and Movement Strategy



Land Use

As well as a gateway to the city, the station should be a destination in its own right. In order to provide for the needs of passengers and enhance the customer user experience there is a need to ensure the provision of high quality passenger facilities as part of any future investment in the station. In addition to improved accessibility, ticketing/information, waiting and catering facilities for passengers, consideration should also be given to workspace and meeting facilities for small businesses, to cater for more flexible and collaborative working styles

Built form and Identity

The station was opened in 1838 by the North Union Railway, and extended in 1850 by the East Lancashire Railway. Today, the station is Grade II listed, retaining many of its original features. Any works to the station itself will need to be sensitive to the character and form of the station, whilst creating a high quality 21st Century travel experience for all users.

Public Realm

It is proposed to transform the eastern entrance of the station by creating a major arrival space. This open, inviting plaza should form a nodal point for new and enhanced pedestrian routes between the station and city centre. Alongside a new western entrance, it is also expected that an arrival and orientation space will be formed on Christian Road.



7.2 Station East

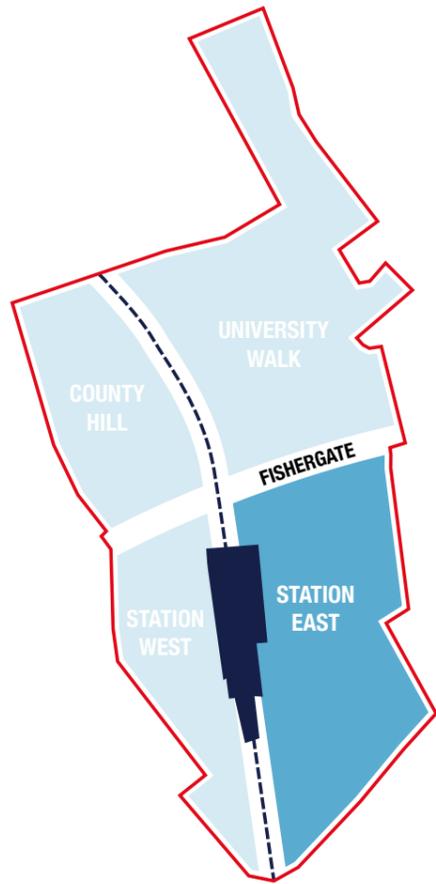
Context

The area to the east of Preston Station offers significant potential to create a truly fitting gateway to Preston City Centre. Formed around an enhanced eastern entrance to the station, the scale of the area and the limited number of ownerships involved offers great potential to bring forward a comprehensive scheme that could act as a catalyst for the wider regeneration of the Station Quarter. Facilitating the development of the area, working with the owners of the Fishergate Centre, will be an early priority of LCC and PCC.

Figure 7.2.1: Station East Scope Area



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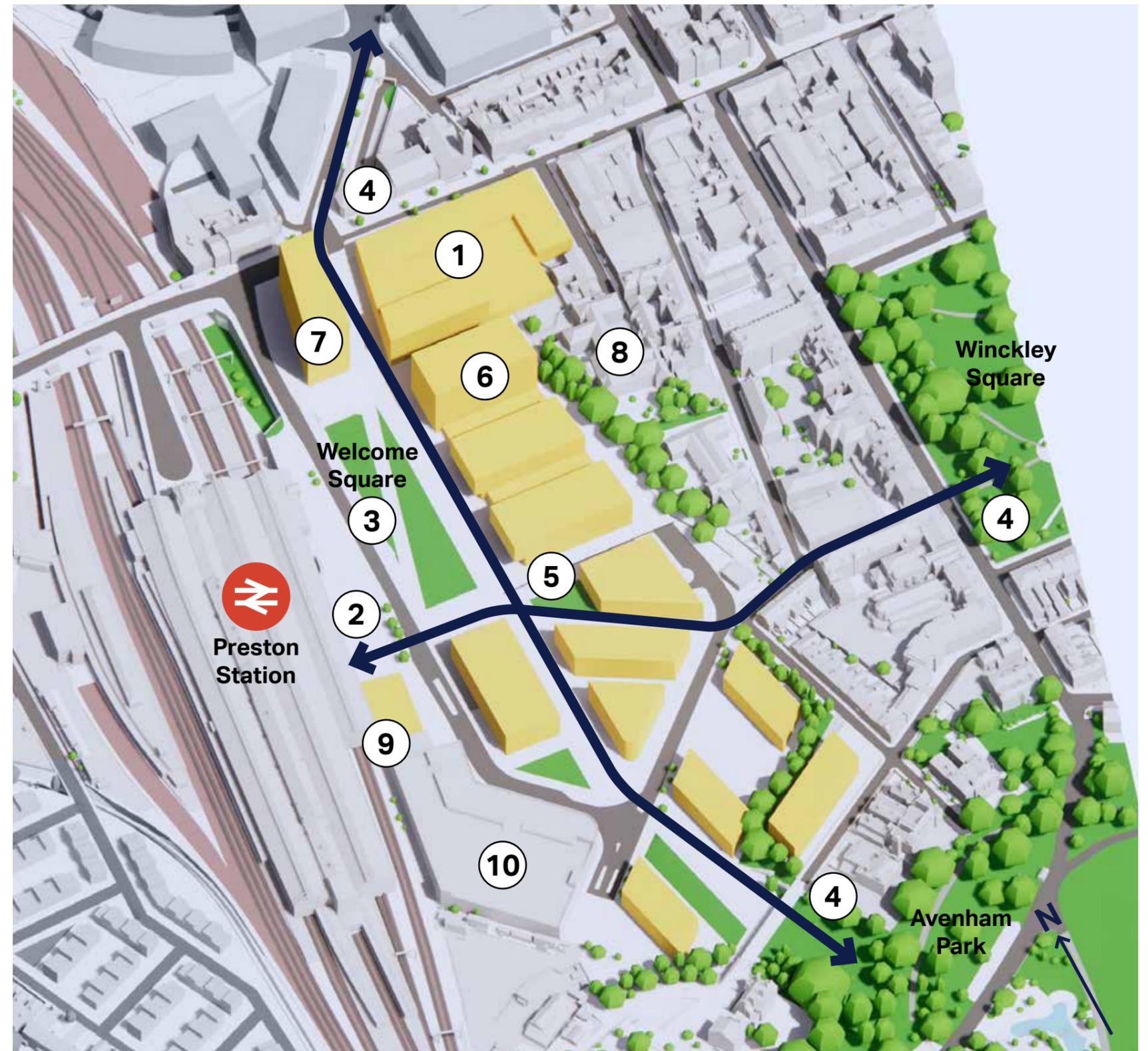


Development Objectives

Figure 7.2.2 provides an illustration of how the redevelopment of Station East could be realised. The development objectives are:

1. Comprehensive redevelopment of the Fishergate Centre and existing surface car parks to form a transformational city quarter with a strong sense of place, orientated around the Butler Street station entrances and a new public square.
2. Enhancement of the station's eastern entrance, potentially including relocated ticketing facilities, reflecting this key linkage to the city centre.
3. Creation of a high quality arrival space (public square) associated with the station entrance.
4. New and enhanced pedestrian linkages through the area, connecting the station entrance Fishergate, Winckley Square and the parks.
5. Creation of a street network that connects into the wider street pattern, enclosed and defined by strong building frontages and high quality design.
6. A mix of uses within Use Class E, with a significant cluster of Grade A office accommodation focused around the station entrance and residential uses towards the south.
7. Development of scale around the new public square and opportunities for tall buildings at the junction of Fishergate and Butler Street (with due consideration given to the impact on local views and designated heritage assets).
8. Retention and refurbishment of the listed St Joseph's Orphanage.
9. Creation of a Mobility Hub building upon the existing Cycle Hub.
10. A balanced approach to ensuring sufficient car parking is provided whilst alternative modes of transport become more attractive than the car.

Figure 7.2.2: Station East Masterplan Vision



Land Use

The Fishergate Centre and its associated surface car park are allocated within the Primary Shopping Area, but it is acknowledged that the nature of retail is changing. The expectation is that whilst there will still be active ground floor retail uses on key frontages, the overall quantum of development within Station East will be biased towards other main city centre uses that come under Use Class E. The full or part redevelopment of the Fishergate Centre for mixed-use buildings will therefore result in a reduced number of retail units and increased opportunity for leisure, food and beverage, and conferencing facilities alongside hotel and apartment uses on upper levels.

There is also a particular aspiration to form a cluster of Grade A commercial office accommodation in Station East, with occupiers benefitting from commuter access via train and bus and the station entrance arrival space providing the 'front door' to the development. This could be complemented by a mixture of ancillary retail / leisure / food and beverage amenities at ground / first floor level to activate the public realm and routes connecting to other city centre destinations. It is expected that the quantum of office development will need to be flexible, allowing for a mix of individual office buildings and grouped blocks with common concourse areas able to accommodate a larger corporate or public sector user.

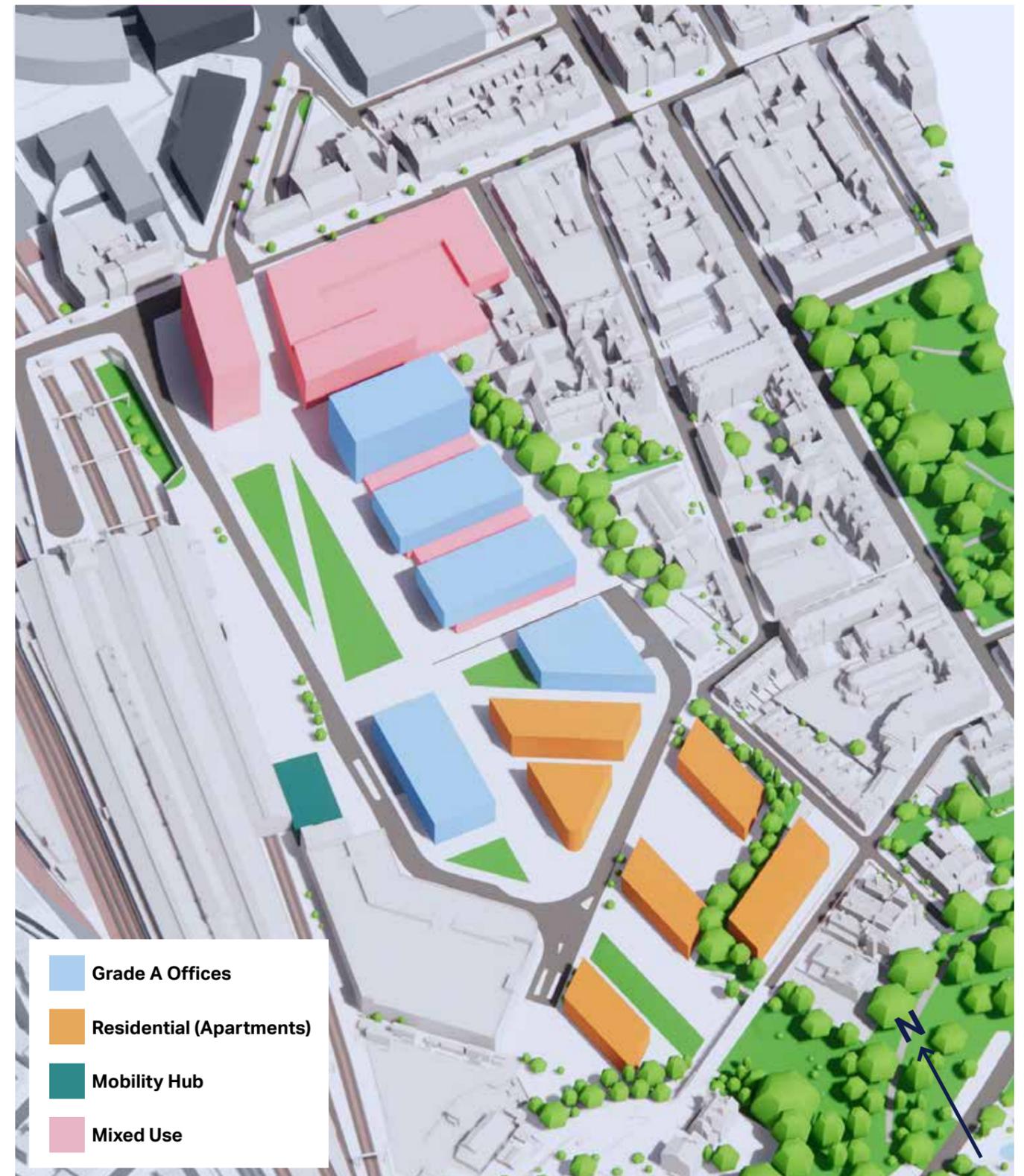
Educational or innovation space would sit well alongside offices, complementing the occupants and acting as an additional draw and could well be linked to UCLan, bringing this important Preston brand to this prime city gateway.

In the southern part of the site it is considered that city centre living, including the potential for high quality housing should mix well in this locality, complementing the adjacent Avenham neighbourhood and benefitting from linkages to Avenham and Miller Parks and the riverside.

Figure 7.2.3 provides an illustration of the broad pattern of proposed uses with a mix of uses south of Fishergate leading to a central office quarter and residential uses to the south.

Acceptable uses	Use Classes
Offices	Class E
Retail	Class C1
Leisure	Class C3
Food/beverage	Sui-generis (MSCP, Conferencing, Pubs and Drinking Establishments)
Residential – Apartments	
Hotel	
Conferencing	
Health	
Multi Storey Car Park	

Figure 7.2.3: Station East Illustrative Land Use Mix



- Grade A Offices
- Residential (Apartments)
- Mobility Hub
- Mixed Use

Movement

Station East provides a great opportunity to meet many of the core transport principles. This begins with the two existing station accesses onto Fishergate and Butler Street. It is proposed that the Fishergate access maintains its use by taxis, for drop-off trips and by bus passengers, with the focus for other modes shifting to the east with the creation of a public space and Mobility Hub. The Mobility Hub will build upon the existing Cycle Hub, creating opportunities for people to easily interchange between modes of transport, including passengers who wish to travel across the city.

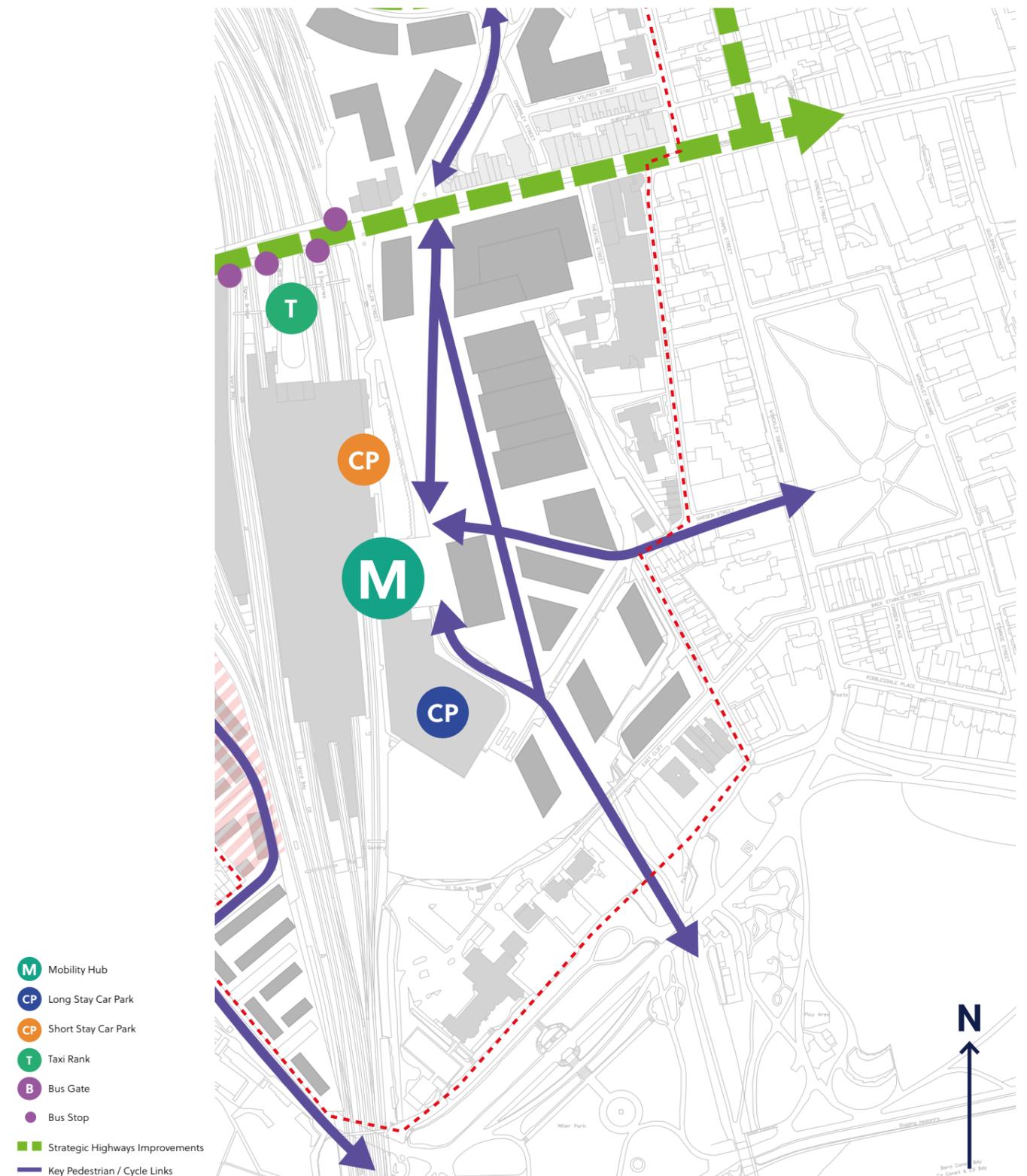
The Mobility Hub will also assist in transforming the station into a destination in its own right. In addition to hiring bicycles, e-bikes, e-scooters, using a car club or charging an electric vehicle, facilities will be available for pedestrians or cyclists to have a shower, use a waiting room, buy a coffee or use a shared workspace. Furthermore, the Mobility Hub will become the focus for active travel in the city centre, with important linkages being created to the north, east and south. These routes will run from the Mobility Hub to Fishergate, to Winckley Square via Garden Street and through to Avenham Park under Vicar’s Bridge.

Whilst over 700 parking spaces will be lost as a result of development on the Fishergate Shopping Centre car park, a suitable balance can be achieved if some public car parking can be provided within the proposed commercial and residential development, noting that car park free residential and commercial development may be acceptable taking into account the location and accessibility of Station East.

The existing Fishergate Centre car park is currently accessed via both Butler Street and the Charnley Street tunnel that links Corporation Street with the car parks via a tunnel underneath the Fishergate Shopping Centre. Whilst this tunnel is privately owned and only operates one-way in a southbound direction, opportunities for maintaining this route, including making it two-way, should be explored. Although the development of Station East is not dependent upon it being maintained, it’s use would result in a better vehicular access arrangement, reducing the volume of traffic passing along Butler Street and Fishergate towards Fishergate Hill.

Furthermore, with passenger numbers expected to increase, it is proposed that the 1,025 long-stay car parking spaces found in the station’s multi-storey car park will remain. However, as a result of a possible change to train passenger numbers as a result of changing work practices, it is hoped that some of the long stay car parking could become permanent short stay car parking.

Figure 7.2.4: Station East Transport and Movement Strategy



Built form and Identity

The full or part redevelopment of the Fishergate Centre and associated surface car parks offers an incredible opportunity to form a new high quality addition to the built fabric of the city centre. Focused around the arrival to the city centre from the Butler Street station entrance, there is a need to create a strong sense of place. The development site provides the scope for truly transformational development and design should be of the utmost quality, signalling a fresh, contemporary image of the city centre.

The comprehensive development of this area should focus on creating a new grid of open streets and spaces that connect into the wider street pattern and new / improved desire lines. This should be complemented by new buildings that promote the continuity of street frontages and the enclosure of spaces to clearly define public and private areas.

The main focal point will be a substantial civic square enclosed by a cluster of office buildings on its eastern frontage. As a series of buildings they should read as one development with a strong sense of group value through a coordinated approach to layout, scale, massing and materials that should extend to the mixed use area to the north. There is scope to deliver buildings of scale, the site at the corner of Fishergate and Butler Street in particular occupies a landmark position, but consideration will need to be given to the setting and key views of the Grade II listed St. Joseph's Orphanage Complex and Winckley Square Conservation Area.

The residential element to the south of the character area should also have a strong identity. Whilst the design approach will be contemporary, there is a need to acknowledge the wider context, which includes a number of heritage assets and the domestic scale of properties on East Cliff Road. Notwithstanding the need for sensitivity there will be some scope for taller buildings, particularly to define the gateway between the parks to the south and the wider development to the north.

- 1 Metaswitch HQ, Enfield
- 2 Atria, Edinburgh
- 3 One Angel Square, Northampton
- 4 Hyatt Regency Hotel, Manchester
- 5 ITREZ, Glasgow



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Public Realm and Nature

Welcome Square is the main focus of Station East and is conceived as a linear open space forming the point of arrival to the city centre from Preston Station and a nodal point between new streets linking Fishergate (and University Walk beyond) to the north, Winckley Square to the east and the parks to the south. Given the desire lines afforded by a new grid of streets and the continuity of active frontages at ground floor, this area is regarded as being an active well-used public space on natural lines of travel and with good passing and natural surveillance.

The public realm should be of a quality befitting the status of this development and its connections into the high quality environment of Fishergate. A neutral palette of hard materials with a pedestrian priority aesthetic that tie into Fishergate will help create a cohesive public realm identity. Variation within the palette in key locations will help define areas of importance and building thresholds.

In addition to hard surfaced areas, it is envisaged that Welcome Square and its wider environs (particularly connections to the parks) should have substantial provision for green infrastructure and SUDs. Whilst Welcome Square itself is conceived as primarily an urban environment, street trees and ornamental planting should provide green infrastructure and reduce heat island effects.

Lighting, formal and informal seating, sculpture, water features and signage will offer opportunities to create a legible and memorable public realm at this key arrival point. Positive articulation of topography using steps, ramps and terracing integrated into the public realm design should create an accessible quarter and improve the dialogue between buildings and the public realm.



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© David Millington



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- 1 Manchester Science Park
- 2 Manchester Business School
- 3 Blackburn Cathedral Quarter
- 4 Exchange Square, Manchester
- 5 Cathedral Gardens, Manchester

7.3 University Walk

Context

University Walk is currently an area of mixed activity focused on Corporation Street, which provides a direct connection and key desire line between the station and UCLan's campus. Whilst strong areas of townscape fabric exist on Fishergate and towards the upper section of Corporation Street, much of the urban fabric is poor quality and ill-suited to what should ideally be an intense urban corridor between UCLan and the station. There is great opportunity to re-imagine low intensity uses and create an enhanced urban quarter befitting this central location. Working with UCLan, landowners and developers the aspiration is to form an Innovation District with UCLan being the anchor institution to a wider agglomeration of education, enterprise and commercial activities.

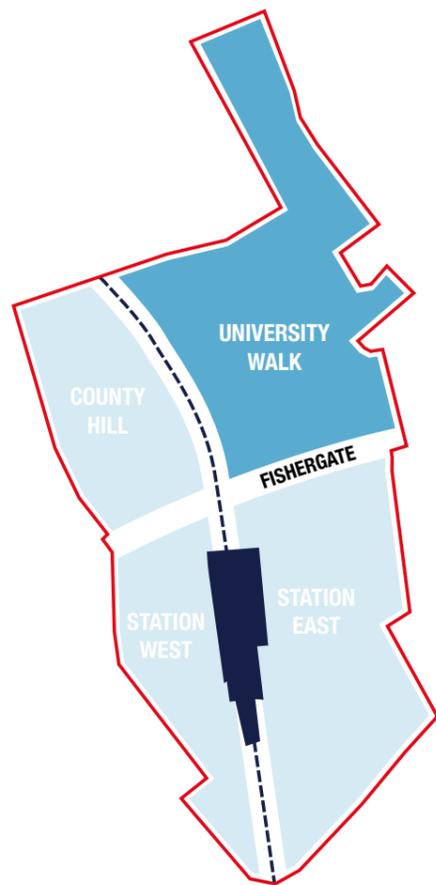


Figure 7.3.1: University Walk Scope Area



Development Objectives

Figure 7.3.2 provides an illustrative vision of how the redevelopment of University Walk could be realised. The development objectives are:

1. The comprehensive redevelopment of the area between Fishergate and Heatley Street to create a seamless high quality urban environment that forms a strong relationship between the station and UCLan.
2. Highway works on Corporation Street as well as its interface with Ring Way to create a more comfortable and desirable walking and cycle route from Fishergate to Adelphi Square, complementing the enhancements to Friargate.
3. Improvements to the public realm of Corporation Street to create an attractive setting, building on the enhancement of Fishergate, Friargate and the new Adelphi Square.
4. Improvements to the wider public realm including enhanced pedestrian priority and new open spaces to create a campus environment.
5. A focus on education, enterprise, health and commercial uses with active frontages on Corporation Street that showcase activity and open innovation.
6. Development of new high quality buildings within perimeter blocks that enclose, frame and animate Corporation Street.
7. New buildings of scale alongside Ring Way (up to seven storeys) with sufficient public realm and pedestrian circulation at street level.
8. Retention and refurbishment of heritage buildings on Corporation Street.
9. A balanced approach to ensuring sufficient car parking is provided whilst at the same alternative modes of transport become more attractive than the car.

Figure 7.3.2: University Walk Masterplan Vision



Land Use

It is expected that education, enterprise and commercial uses will form a core part of the land use mix. This could include new accommodation for UCLan and complementary activity, shared workspace and centres for innovation and commercialisation. With these being the anchor uses they should ideally have prominence on Corporation Street and Ring Way.

Alongside these main uses, a range of complementary activities should provide amenity and social opportunities and contribute to a vibrant urban environment. In particular, ancillary retail / leisure / food and beverage uses at ground floor level should activate frontages on Corporation Street. There is also scope for a proportion of residential and hotel uses to form part of the mix, provided these do not dominate the overall balance of uses.

Figure 7.3.3 provides an illustration of the broad pattern of proposed uses with a focus on Education, Enterprise and Innovation uses facing on to Corporation Street and Ring Way.

Acceptable uses	Use Classes
Retail	Class E
Leisure	Class F1(a) Provision of education
Food/beverages	Class C1 Hotels
Education	Class C2 Residential Institutions
Business – enterprise, innovation and managed workspace	Class C3
Health	Sui generis (Pubs and Drinking Establishments)
Residential (as part of mixed use schemes)	

Figure 7.3.3: University Walk Illustrative Land Use Mix



Movement

University Walk provides a focus for educational and innovation uses along the Corporation Street corridor, creating a busy active travel route that can make use of the proposals already being progressed by the county council. Not only do these provide enhanced walking and cycling facilities, they also propose the diversion of bus services from Friargate which is to be partly pedestrianised.

The end result will be a dynamic and attractive corridor that will better link UCLan with the station and other commercial development to the south. This corridor would also benefit from improved cycle facilities along Marsh Lane, linking University Walk with County Hill. Cyclists are only provided with separate westbound infrastructure, and the environment could be improved for pedestrians and cyclists as Marsh Lane passes underneath the railway.

The provision of additional public car parking in this area needs close scrutiny, because of the university's increasing demand for car parking and the loss of 175 spaces that will occur as a result of the proposed development mix. Again, a balance needs to be reached to ensure sufficient car parking is provided whilst at the same time alternative modes of transport become more attractive than the car. Available alternatives within the UCLan Travel Plan should be promoted



Physics of Medicine, Cambridge University

Figure 7.3.4: University Walk Transport and Movement Strategy



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Built form and Identity

The successful integration of this area into the fabric of the city centre requires a specific focus on Corporation Street and the area between Heatley Street and Fishergate. The aspiration is to form a seamless urban street with a strong sense of continuity and enclosure, framed by new high quality buildings. There is an opportunity to create a prestigious setting that showcases innovation and enterprise and this offers considerable creative potential in terms of architectural form, design and materials. In particular there is scope to showcase activity and 'open innovation' through transparent ground floor spaces.

The existing street structure should define a series of perimeter blocks. These should address and enclosure adjacent streets with Ring Way, in addition to Corporation Street, providing a high profile frontage that demands a fitting response. There is scope for buildings of scale alongside Ring Way (up to seven storeys) to form landmarks but a corresponding need to ensure new buildings do not overpower the public realm by providing sufficient circulation and spill out space at street level.

New buildings should respond in scale to the more intimately scaled heritage buildings on Corporation Street, Fishergate and the Grade II listed Hosiery House. Those on Corporation Street have refurbishment potential, offering scope to bring currently vacant buildings back into use and enhancing those that have been insensitively altered over time.



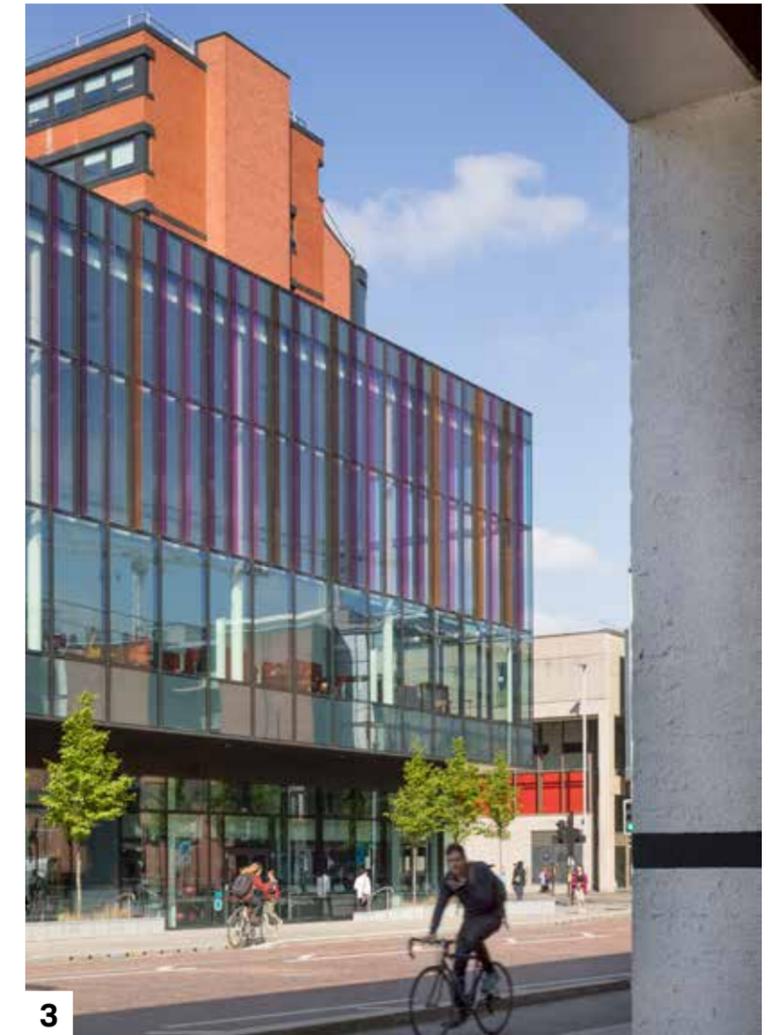
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- 1 Strathclyde University TIC
- 2 University of Strathclyde
- 3 Manchester Business School
- 4 University of Roehampton Library
- 5 Wrexham Park Hospital

Public Realm and Nature

Corporation Street should read as a seamless high quality space from Fishergate to Adelphi Square, similar to proposals being taken forward for Friargate. This should tie into the palette already established on the southern section of Corporation Street to create a legible and consistent route. Highway works associated with the downgrading of Ring Way will be critical to enhancing this connection, creating more direct and easily navigable road crossings and widened pavements.

Alongside enhancements to pavements and surfacing, new lighting, signage and green infrastructure should be incorporated into the public realm to elevate the overall quality and character of the environment. This will also aid way-finding, with gateway features such as portals and outdoor artwork providing further opportunities to define a sense of place and aid navigation at key junctures.

In addition to enhancing the linear connectivity of Corporation Street, there is also a need to ensure a balance of break-out / dwell space along the route. This will create variation and interest but also allow greater scope for spill out and animation. One such opportunity is the junction of Corporation Street and Heatley Street, which utilising the current parking area is identified as a new urban space (Heatley Place). To create a sense of place and identity this should incorporate features of interest, potentially public art, seating and green infrastructure. There may also be scope to re-imagine Heatley Street itself as a pedestrianised public space, especially east of Corporation Street alongside UCLan's Livesey House.

Falkland Yard is identified within the core of the redeveloped area south of Ring Way and west of Corporation Street. This is proposed to create a focal point to the development block, forming an intimate urban space that could also incorporate green infrastructure.

- 1 *Manchester Science Park*
- 2 *Clanbrassil Street, Dundalk*
- 3 *Halkin Arcade, London*
- 4 *Westgate Centre, Oxford*
- 5 *Guildhall, Exeter*



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7.4 County Hill

Context

The imposing County Hall buildings on Fishergate Hill are the focal point to this character area, which includes the main offices and meeting place for the county council as well as Preston Registration Office and Lancashire Archives. The rest of the site (accounting for approximately 50% of the area) is currently used for surface car parking. Following the impact of the COVID-19 pandemic and changes in work patterns there is scope to reconsider this area, most specifically the opportunity to reduce and consolidate car parking in order to better utilise land for other activities. Facilitating the development of the area, working with LCC should therefore be a key priority of the city council and its partners.

Figure 7.4.1: County Hill Scope Area



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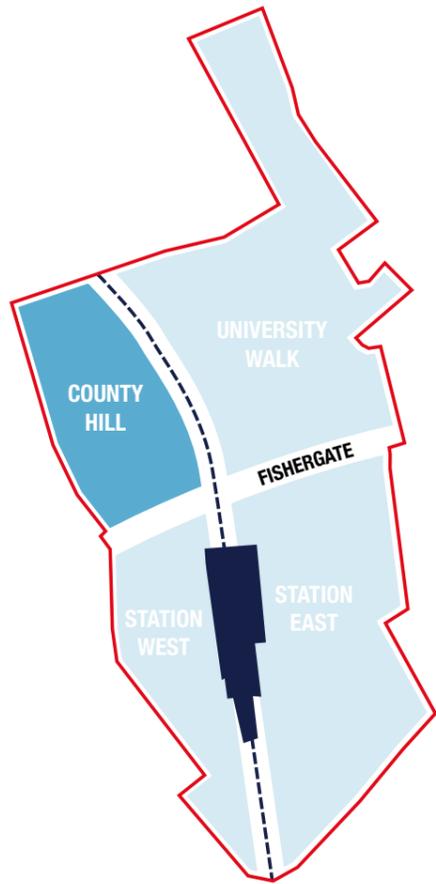
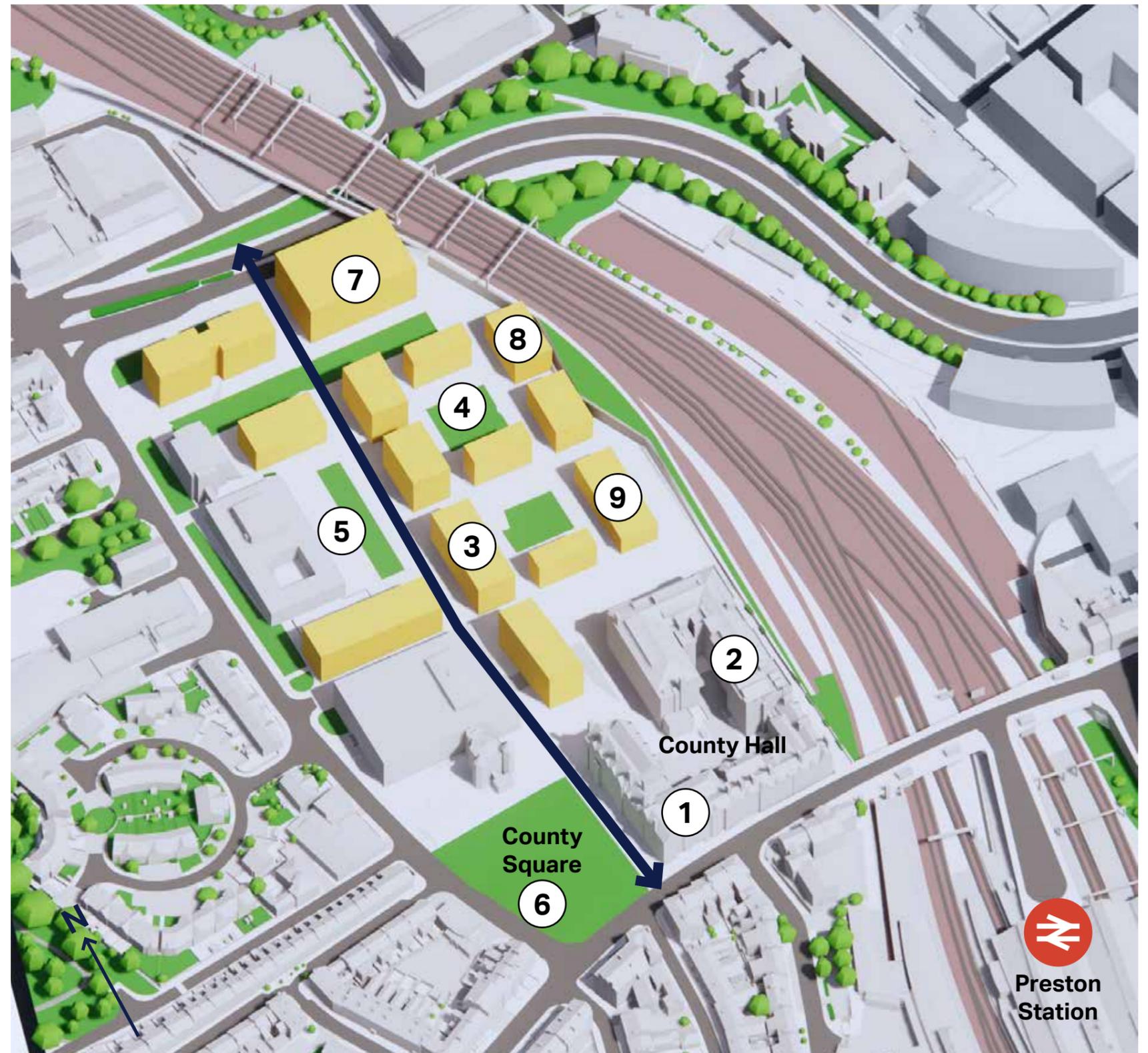


Figure 7.4.2: County Hill Masterplan Vision

Development Objectives

Figure 7.4.2 provides an illustrative vision of how the redevelopment of County Hill could be realised. The development objectives are:

1. The ongoing occupation of the area by the county council alongside the consolidated use of land to introduce new uses and form a new urban quarter.
2. The retention of the historic county hall complex and the sensitive refurbishment of buildings as necessary to sustain their use over the long term.
3. New uses to be biased towards housing and ancillary amenities.
4. Development of new high quality buildings within perimeter blocks that enclose, frame and animate a grid of open streets and respond to the setting of heritage assets.
5. New streets designed to create a pedestrian focused campus environment including provision of a spine route through the site connecting Fishergate and Marsh Lane.
6. Creation of high quality open spaces as part of the restructuring of the area including the formation of a pocket park on the corner of Fishergate Hill and Bow Lane.
7. Consolidation of existing car parking and new requirements generated by the development in a new multi-storey car park.
8. Development of scale along the edge of the rail infrastructure, taking advantage of the change in topography to enable panoramic views and vistas across the city and conceal back-of-house or infrastructural uses against the bridge.
9. Sensitive development at an appropriate scale in the vicinity of the existing County Hall complex so as not to detract from its historical and architectural significance.



Land Use

The ongoing occupation of the County Hall buildings by the county council is expected, with the dominant uses continuing to be offices and non-residential institutional uses such as the county archives. Should this change in the future then conversion into business space, hotel and residential as part of a wider mixed use city centre neighbourhood would be considered suitable uses.

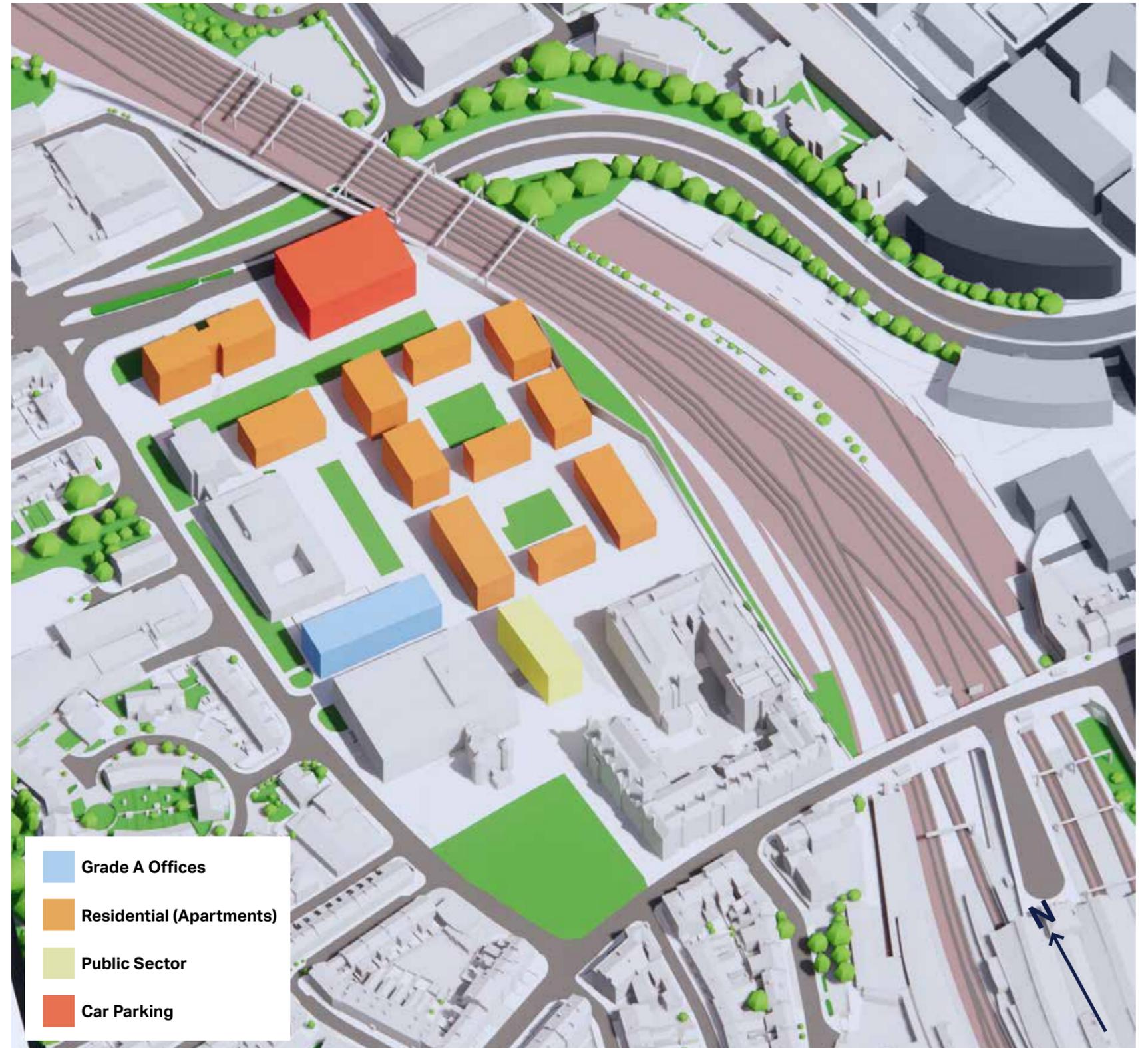
The surface car parks north of County Hall provide a significant site for a comprehensive development of several buildings that create a distinct neighbourhood, potentially with other ancillary uses to provide social infrastructure. Perception wise, the Fishergate site is an attractive city living destination, being centrally located adjacent to the station and its future HS2 provision but with proximity to UCLan and the new office development.

The residential perimeter blocks should be scaled appropriately so as to take full advantage of the changes in level where the train tracks emerge from under Fishergate to bridge over Ring Way and Marsh Lane.

Figure 7.4.3 provides an overview of the intended use classes within County Hill, with office and public sector buildings filling gaps between the existing council offices and residential blocks occupying the remainder of the site.

Acceptable uses	Use Classes
Offices	Class E
Business – enterprise, innovation and managed workspace	Class C3
Residential - Apartments	Class C1
Hotel	Sui-generis (MSCP, Conferencing)
Conferencing	
Multi Storey Car park	

Figure 7.4.3: County Hill Illustrative Land Use Mix



Movement

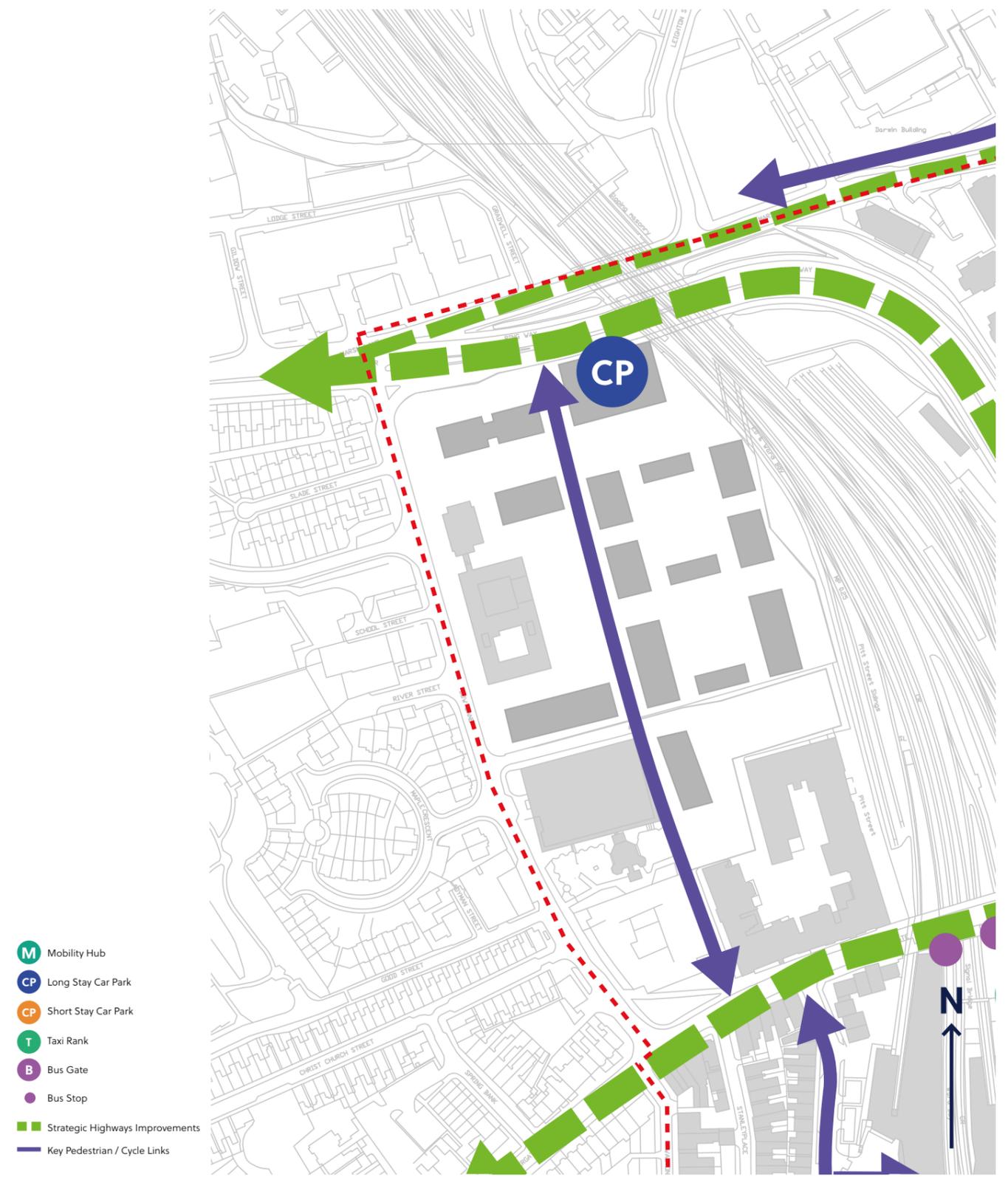
New working practices and travel to work patterns may coincide with a reduction in the demand for car parking, meaning that demand for the more than 600 car parking spaces that are currently freely available to County Hall staff may be reduced. Indeed, a reduction in car parking at County Hill, will allow residential development to the north of the area and to the south of Ring Way.

It is recognised that some car parking will be required to serve County Hall and the surrounding area, and it is therefore proposed that a multi-storey car park consisting of approximately 400 spaces be provided on Ring Way, accessed via Bow Lane. This would serve staff at Lancashire County Council whilst also providing some public car parking that would help to reduce vehicular movements within the city centre to the east by intercepting them on their route. This is likely to require Lancashire County Council to carefully consider their parking policies for staff and visitors as well as their Travel Plan measures to encourage travel by alternative modes of transport. Provision of disabled car parking to serve County Hall, the Registration Service and the Archives will be need to retained, as will an amount of general car parking for ceremonies undertaken at the registration service.

Active travel linkages will be improved, through the provision of a new north-south route between Fishergate and Ring Way, passing through the heart of County Hill.

Furthermore, making use of the county council’s proposals for Ring Way, pedestrians and cyclists will be able to cross Ring Way and make use of an improved Marsh Lane to access University Walk and areas to the east.

Figure 7.4.4: County Hill Transport and Movement Strategy



Built form and Identity

County Hall is a dominant and recognisable Preston landmark and whilst not listed, its retention is expected. In order to sustain its current use or to accommodate new uses, however, there may be a need for sympathetic conversion of the historic structures and redevelopment of the modern estate. Given the status of the complex and its setting within a Conservation Area, any works will be expected to preserve and enhance the special architectural and historic characteristics of the site with specific attention paid to the form, scale, massing and materials of any new buildings.

With regard to the area north of County Hall, this largely cleared site offers considerable creative potential. Whilst there will be a need to respond to the setting of the adjacent County Hall (including the very prominent elevation to Pitt Street), there is scope to explore new approaches to design and community making. Forming a sense of place based around community well-being and sustainability is a particular opportunity and the basis for this will be a well-considered layout, containing well lit, well overlooked and well managed streets and spaces.

The consolidation of car parking to enable development will require the delivery of a multi-storey car park as an initial phase. The scale and bulk of multi-storey car parks can raise challenges in terms of their impact on skyline and adjacent amenity. This will require consideration to ensure the location, scale and mass of the car park is a positive feature.



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© doublespace photography



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- 1 Canalside, Woking
- 2 80 Atlantic Avenue, Toronto
- 3 Palace View, Lambeth
- 4 Eddington, Cambridge
- 5 Eddington, Cambridge

Public Realm and Nature

As previously stated, the character of streets and spaces will play an important role in forming a sense of place. The scale of the site offers considerable potential to eliminate vehicles from within the development and form the basis of a pedestrian focused campus environment, designed around the needs of community interaction rather than that of the vehicle. This framework, overlaid with high quality public realm and a strong landscape setting incorporating SUDs and places to meet and play provides an exciting opportunity to create an attractive, sociable and sustainable community.

The aspiration should be to form a grid of walkable and permeable streets and as a structuring element it is proposed to form a new spine route through the site. This would run along the western frontage of County Hall (historically Jordan Street) and continue north through the site. Intersected by cross streets and open spaces, this route would form a key focal point.

Christchurch Place on the corner of Fishergate Hill and Bow Lane is proposed as a new amenity space. Existing mature trees would be retained and surface car parking relocated to create a pocket park. This would not only provide amenity for employees of LCC but also new and existing residents.

Other spaces identified are County Square and Archives Place. These provide a transition between new and existing buildings but also shared amenity spaces.

Bearing in mind the site includes an existing grid of streets and associated underground utilities within these streets, a balance will need to be struck between their retention and any diversions associated with development.



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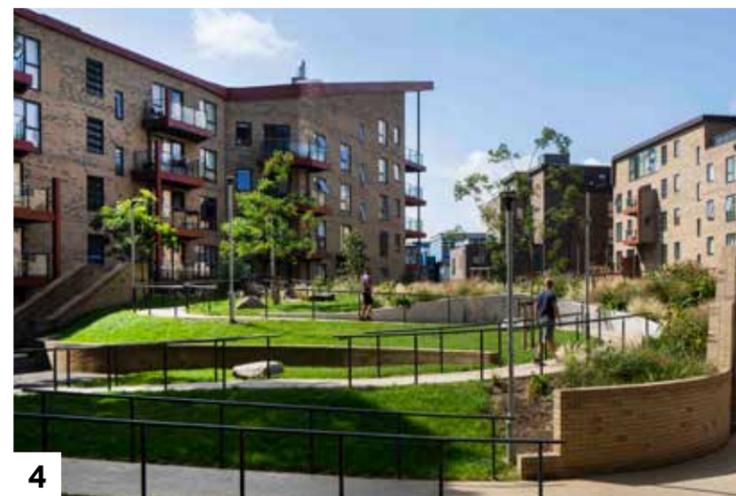
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- 1 *Cornmill Gardens, Lewisham*
- 2 *Manchester Science Park*
- 3 *West Gorton Community Park*
- 4 *Tollgate Gardens, London*
- 5 *Walthamstow Town Centre*

7.5 Station West

Context

Station West includes the former mail platform and modern Royal Mail sorting office, as well as other land associated with rail operations. The future of this area is linked to HS2, with current proposals suggesting the reopening of the mail platform (Platform 0) to provide replacement capacity for the south-facing bay platforms, which would be lost in accommodating HS2. Should this come forward there would be scope to form a western entrance and enhanced connectivity across the railway line through new and extended subways and footbridges.

The timeframe for the delivery of HS2 necessitates a degree of patience with regard to realising the development potential of Station West. Working with partners to realise this significant opportunity for the city and understanding any wider land requirements to service an enhanced railway will be a priority, including understanding implications for Royal Mail's existing operations, as well as any theoretical scope for the long-term redevelopment of its site.

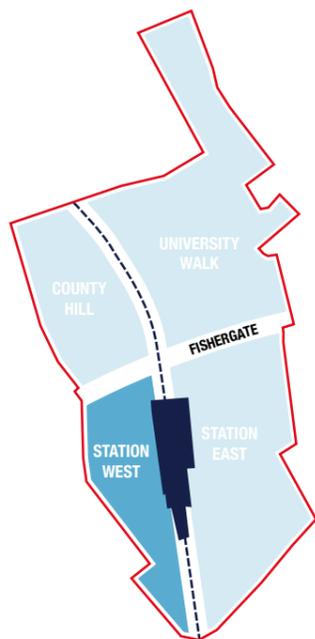


Figure 7.5.1: Station West Scope Area

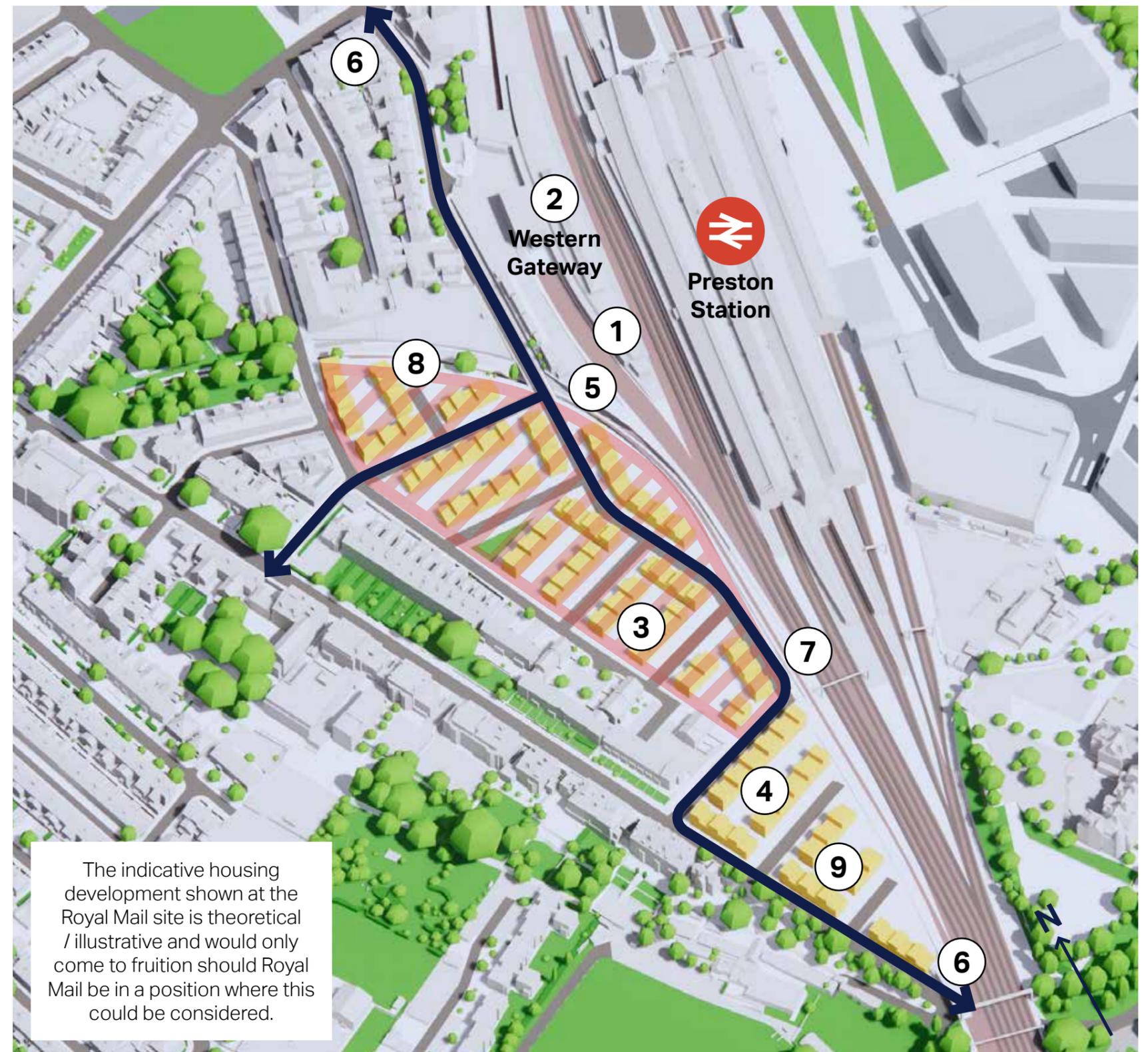


Development Objectives

Figure 7.5.2 provides an illustrative vision of how the redevelopment of Station West could be realised. The development objectives are:

1. Works to Preston Station to accommodate HS2 compatible services at Preston, including use of former 'parcels platforms' for local and regional passenger services.
2. Provision of a western entrance to the station framed by a new arrival space.
3. Flexibility over the long term to redevelop the two main sites currently occupied by Royal Mail and Network Rail for housing. Any long-term redevelopment potential for the site is theoretical/illustrative and would only come to fruition should Royal Mail be in a position where this could be considered.
4. New homes to be of high quality design set within perimeter blocks that enclose, frame and animate a grid of open streets and spaces and respond to the setting of the Fishergate Hill conservation area.
5. Development of a new pedestrian and cycle link between Christian Road and West Cliff.
6. Enhancement of existing pedestrian and cycle routes between Fishergate, Christian Road, West Cliff and the parks.
7. New road network following existing geometry and framing key views of the Park Hotel and County Hall.
8. Retention of the rail line to Preston Docks which tunnels under the site.
9. Strengthening the link between West Cliff and Miller Park by extending the housing provision all the way down the street.

Figure 7.5.2: Station West Masterplan



Land Use

The requirements of HS2 and future rail operations will be a dominating factor in terms of the future use of land as well as the opportunity for new development in this area. This may include new rail infrastructure and buildings but also ancillary uses such as retail, food and beverage and car parking / mobility uses associated with a third station entrance.

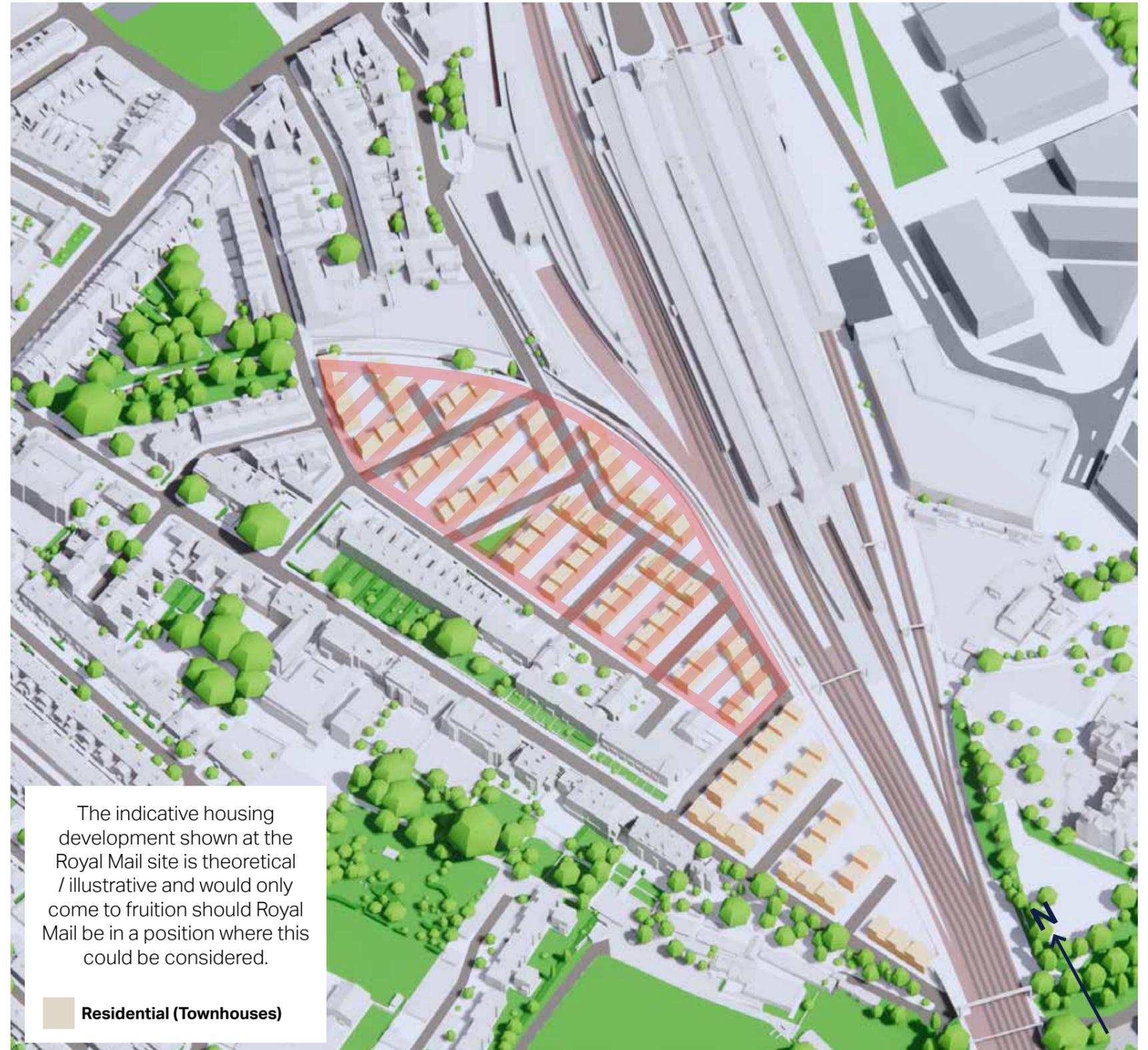
In the longer term, the consolidation of Network Rail operations around the station, alongside a better understanding of the needs associated with HS2, could open up parts of the site for new development.

Any developments should provide a suitable and appropriate density of low-rise houses, creating perimeter blocks where possible and avoiding having new house frontages facing onto existing house backs.

Figure 7.5.3 illustrates the proposed land use, with the new townhouses filling the southern end of the site and the northern area being left as existing for future HS2 and rail related uses.

Acceptable uses	Use Classes
Residential - Townhouses	Class C3
Rail-related infrastructure including car parking	Sui-generis (Rail related infrastructure)

Figure 7.5.3: Station West Illustrative Land Use Mix



The indicative housing development shown at the Royal Mail site is theoretical / illustrative and would only come to fruition should Royal Mail be in a position where this could be considered.

Residential (Townhouses)

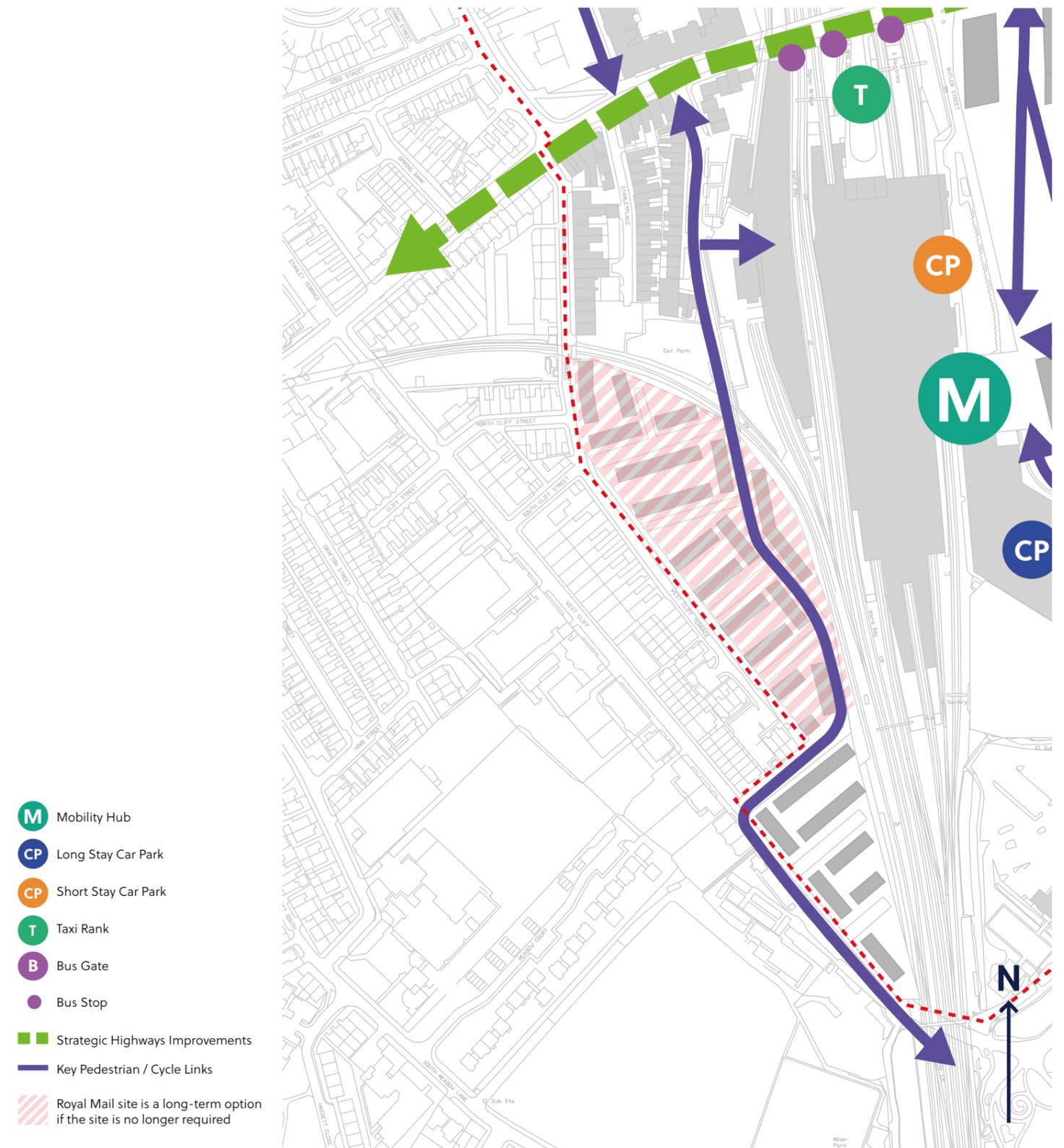
Movement

The introduction of HS2 and the future local rail services will require the re-use of existing platforms to the west of the station. The development of Station West therefore provides an opportunity to create a new western entrance to the station, creating a more direct link with the residents to the west of the station and south of Fishergate Hill.

Removing this barrier will be further enhanced by the creation of an active travel corridor that links together a new area of residential development with Fishergate Hill to the north and Miller Park to the south, making use of Christian Road.

The link to Miller Park also provides opportunities for residents to the west to access the Guild Wheel cycle route via Avenham Park and gain access to National Cycle Route 62, which runs for over 200 miles between Fylde and Selby in North Yorkshire.

Figure 7.5.4: Station West Transport and Movement Strategy



- M Mobility Hub
- CP Long Stay Car Park
- CP Short Stay Car Park
- T Taxi Rank
- B Bus Gate
- Bus Stop
- ▬ Strategic Highways Improvements
- ▬ Key Pedestrian / Cycle Links
- ▨ Royal Mail site is a long-term option if the site is no longer required

Built form and Identity

The opportunity to bring the western side of the station into use, poses an interesting opportunity to form a third station entrance. Whilst it would be expected that it would serve mainly the local residential catchment, as a gateway and point of arrival, the design of any structure should respond accordingly to this status. The mail platform is not listed, but forms the wider setting to the listed station and Fishergate Hill Conservation Area, which will also necessitate a sensitive approach.

Any long-term redevelopment of the Royal Mail site for housing should be complementary to the wider residential setting of the Fishergate Hill Conservation Area. This area, characterised by its finely grained street pattern and domestic scale, provides the model for what would be expected to be a development of townhouses and apartments of 2-3 storeys based on a permeable layout of streets and spaces. Whilst other visual cues in terms of materials and rhythm can also provide design inspiration, pastiche should be avoided and new homes should be a contemporary to our times. This should particularly reference sustainability requirements, harnessing the latest technology and construction methods.

Any long-term development shown at the Royal Mail site is theoretical / illustrative and would only come to fruition should Royal Mail be in a position where this could be considered.



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- 1 Eddington, Cambridge
- 2 Sheerwater, Woking
- 3 Timekeeper's Square, Salford
- 4 Trent and Dove, Burton-on-Trent
- 5 The Neighbourhood, Salford

Public Realm and Nature

Any proposed entrance to the station should also have an arrival space to welcome visitors and aid navigation. Whilst the Western Gateway public space is unlikely to be as grand as Welcome Square, it will provide a focal point and should be high quality. It is envisaged more as a hard surfaced space, providing a seamless connection between the station and the wider area, which will also require public realm works to enhance Christian Road and linkages to Fishergate.

In the long-term, in order to open up the Royal Mail site, which would only come to fruition should Royal Mail be in a position where this could be considered, the extension of Christian Road to form new links to West Cliff, West Cliff Terrace and South Cliff Street is illustratively / theoretically proposed. The character of these streets will play an important role in forming a sense of place and it is conceived that whilst there may be a need for vehicle access, pedestrians and cyclists should dominate.



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- 1 *Canalside, Woking*
- 2 *Manchester Science Park*
- 3 *Walthamstow Town Centre*
- 4 *Timekeeper's Square, Salford*
- 5 *The Neighbourhood, Salford*

Delivering The Vision

8

8.1 Intended Outcomes

The SQRF has been prepared by PCC, LCC and UCLan and sets a new Vision for Preston Station Quarter. It is a statement of intent by the partners of their commitment to deliver the transformation of the Preston Station Quarter. The preparation of the SQRF has created a momentum which now needs to be continued by the development and delivery of priority actions.

The SQRF seeks to deliver investment and development across the Station Quarter which captures the unrealised potential of the western part of the city centre, underpinned by the value and importance of Preston Station as a key transport hub and City Gateway, and a comprehensive and strategic approach to new land uses, development, public realm and connectivity.

As a long term strategy, phases of development are expected to take place over a period of 10-15 years. Nevertheless the SQRF seeks to enable a coordinated and complementary approach so that individual development proposals contribute to the delivery of the shared vision for the area.

The SQRF is expected to deliver the following outcomes in line with the nine objectives (see Section 1) established for the Station Quarter:

1. The strategic planning and regeneration of the Station Quarter

The application of the SQRF principles will result in the coherent and transformational development of several key and underutilised sites around Preston Station, delivering a westward expansion of major development within the city centre that becomes a destination in its own right, but with stronger connections to the rest of the city centre and north to the UCLan masterplan campus. The Station Quarter will be transformed from an underwhelming

arrival experience, dominated by surface car parks, lacking any sense of place and without clear onward routes, into a true city gateway; with a strong sense of arrival, a vibrancy arising from a mix of appropriate city centre uses accommodated in a distinctive urban townscape, within a high quality public realm setting that also signposts routes to Preston's city centre cultural, commercial and educational destinations.

2. Capitalising on the increasing footfall associated with the growth of rail services at Preston station

Growth in regional and national rail connectivity, through enhanced local rail services and future HS2 compatible services will be facilitated through station and rail infrastructure improvements, including better passenger facilities, station access and circulation. The already strong footfall will grow with increasing rail services and modal shift to more sustainable travel options. The future land uses around the station will also reflect the strong footfall and benefit from the high levels of pedestrian activity through the daytime and until late at night, which will increase the pedestrian perception of safety in the area in the evenings.

3. Capitalising on connectivity

The new developments in the Station Quarter will both accommodate and capitalise on footfall driven by people arriving and leaving the city by train and also using a new active travel hub at the station. New buildings will front and have active frontages animating key routes from the station to city centre destinations including Fishergate, UCLan, Winckley Square, County Hall and towards Avenham and Miller Park.

4. Design quality, intensification and enhancement of public realm

The SQRF illustrates the significant development potential of the planned urban townscape which represents a considerable densification of the area in comparison to the existing low density character, with significant areas dominated by surface car parking and depots occupied by rail maintenance teams and the Royal Mail for example. The SQRF sets out the urban design principles including movement infrastructure, development sites, massing and character that delivers significant development in a way that strengthens the sense of place and identity. The Station Quarter will become a recognisable and valued part of Preston city centre.

5. Diversifying the economy of the city centre including enhancing 'liveability'

The movement away from retail as the dominant, defining role of the city centre is widely recognised. The SQRF will strongly contribute to the diversification of the city centre, including reinforcing and restoring civic and commercial functions such as higher education, business and culture, whilst also reversing trends of declining city centre residential populations and meeting increased demands for city centre leisure and entertainment.

The SQRF demonstrates the position of the area to accommodate a new Central Business District offering Grade A office space, growing Preston's role as a public sector hub but also providing new build floorspace for locally-grown and relocating private sector business; some attracted simply by the excellent connectivity of the Station Quarter and the wider amenities of Preston's hinterland, others by proximity to UCLan or association with the growing advanced technology economy of Lancashire. The SQRF will also increase UCLan's presence in

the city centre, through better connections from the station to the heart of the UCLan campus, but also through the development of facilities and businesses that service and spin out from the University, its students, staff and visitors. A successful, attractive and vibrant city centre is a key consideration in decision making for students making their university choices. The SQRF supports the potential to bring enhanced university presence into the city centre.

Enhancing the 'liveability' of Preston's city centre is a key objective of a number of partners and the SQRF demonstrates the potential of the area to accommodate a significant number of new homes, including apartments and townhouses. These will support the wider aspirations of improving the choice, quality and sustainability of homes in the city centre. Potential also exists to enhance the student accommodation offer, though these will be evaluated in the context of existing provision and need – including a premium student accommodation offer which will reinforce the attractiveness of UCLan.

6. Establishing Preston city centre as a location for national and international investment

The SQRF provides a rare opportunity to meet a large scale public sector or other office relocation requirement from the Southeast of England in a city centre location adjacent to a major rail station. The SQRF helps to inform the business case for selecting the Station Quarter, illustrating the wider vision for the area and the catalytic impact of any such investment. The SQRF establishes the added value of a strategic investment in this location.

7. Reinforcing a local character and identity

Preston station is a listed building and the SQRF includes elements of three surrounding conservation areas. Far from being a constraint, these heritage assets will inform a detailed building and urban design response that recognises the particular character and identity of Preston. This will ensure that the future Station Quarter has a strong sense of place, encourages high quality design of individual phases of development and engenders a strong sense of pride in all those who work, live in or visit the area.

8. An environmentally sustainable, low-carbon community

The SQRF promotes sustainable development to meet the local and national policy objectives for low / zero carbon development. This includes infrastructure including EV charging points, encouragement of low or zero carbon on-site energy generation, and green roofs and walls to support biodiversity.

9. Remodelled road and transport infrastructure

In order to unlock development, the SQRF progressively removes the existing surface car parking dominating a number of key sites, reorganising provision in strategic locations to accommodate those who travel by car. This provision will be influenced by strategic transport, highways and analysis of car parking demand and also of the surrounding highway network being undertaken by county and city councils as well as the objectives of individual development sponsors. The strategic work will include the promotion of investment in sustainable infrastructure, including active travel modes. This is intended to help reduce city

centre car journeys, control movement through and around the city centre, and promote change in travel behaviours by city centre users.

8.2 Enabling Delivery

Enabling Delivery

Having established the Regeneration Framework for the Station Quarter, attention now needs to turn to its delivery. This will involve the following stages which are considered in turn below:

- Alignment with wider policy context;
- Establishment of governance structures to determine and oversee delivery;
- Refinement of the strategy and preparation of Quadrant Development Frameworks;
- Determination of strategic interventions; and
- Engagement with key partners to support buy in and participation.

Alignment with wider policy context

The SQRF has established a vision for the Station Quarter to support the wider growth aspirations of the city. It has been prepared and endorsed by key stakeholders including PCC, LCC and UCLan and its delivery has been identified as a strategic priority in the Preston City Investment Plan.

It now needs to be further embedded within the city and county councils' wider policy and strategy. In particular with the emerging local plan policies of the new Central Lancashire Local Plan.

Consideration will be given to preparing a Supplementary Planning Document (SPD) for the Preston Station Quarter in order to provide a clear statement to developers that all future planning applications must demonstrate that they are not prejudicing the comprehensive delivery of the SQRF and align with its priorities

In addition, in determining actions coming out of other strategic documents such as the Greater Lancashire Plan and the City Transport Plan it will be important to ensure that the SQRF and any subsequent SPD provide sufficient evidence to demonstrate the case for investment by relevant partners in the Station Quarter.

Establishment of Governance Structures to determine and oversee delivery

Having established the broad principles that will guide development across the quarter more detailed work is required to support the strategic landowners and other stakeholders to determine detailed proposals within each of the quadrants.

In order to support delivery of the SQRF a Strategic Board and Programme Steering Group are being established to realise the Vision for the

Station Quarter. The purpose of these proposed groups is to:

- Guide, encourage and oversee the ongoing development of projects and activities to achieve the vision set out in the SQRF.
- Develop and implement an ongoing programme of activities and actions
- Ensure that the work of the groups is consistent with the objectives of the PCC, LCC and UCLan, as well as City Deal, the City Investment Plan, the City Centre Plan and the emerging Lancashire Plan.
- Agree joint communication approaches with professional guidance and support from partners' in-house communications teams.
- Prepare and approve quarterly update reports for submission (for information and noting purposes) to the City of Preston Towns Fund Board on the implementation of the Collaboration Plan.

The groups will not be responsible for site specific development; site specific development will be overseen by the individual landowners and developers.

The groups will comprise of key partners including PCC, LCC and UCLan. Other partners will be invited to become involved at appropriate stages and operational project delivery teams will be established to focus on specific actions. Other partners are likely to include the Martin Group, Network Rail and Homes England.

The Strategic Board may determine the need to try to encourage partners to progress specific elements of the SQRF at a quicker pace than is happening on the ground to meet the objectives of the SQRF and/or the city council. In some cases it may be decided that a landowner is not a credible partner and it may be agreed that PCC/LCC or Homes England should intervene to acquire specific sites.

The groups will provide regular update reports for information to the Preston Towns Fund Board.

Refinement of the Strategy and preparation of Quadrant Development Frameworks

Delivery of the SQRF will be assisted by the fact that there is a major strategic landowner within each of the quadrants who will be able to lead on the refinement of the development framework for each of the areas:

- LCC - County Hill
- Martin Group - Station East / Fishergate Centre
- UCLan - University Walk
- Network Rail - Station West

Strategic landowners will drive forward the delivery of the SQRF in terms of the following:

- Determination of Quadrant Development Frameworks
- Engagement with PCC/LCC
- Engagement with other local landowners
- Engagement with other stakeholders
- Agreement of phasing of key sites

Development frameworks will be required to be prepared by the strategic landowners for each of the quadrants to start to identify key opportunity sites, consideration of design, massing and heights and also provide further details on access, public realm and gateways.

In determining the development frameworks each of the strategic landowners will need to engage with the following to both determine the strategy and site specific proposals:

- Individual landowners
- PCC / LCC
- Station Quarter Steering Group
- City of Preston Towns Fund Board

Determination of Strategic Interventions

The SQRF has established expectations around the quality of build, connections through the area by road, cycle and foot, key gateways and open space. The aim being to create people friendly places, to make visiting, working, studying and living in the city centre an attractive and compelling proposition. Further work will be required to determine the following SQRF wide strategies which will need to align with wider city strategies and in due course with the Central Lancashire Local Plan:

- Movement – to ensure the principles of active travel are embedded in development proposals. This will need to align with wider transport proposals and will focus on reducing the need to use cars by supporting walking and cycling
- Car Parking – future development will require the rationalisation of existing car parking, replacing expansive surface car parks with Multi-storey car parks in locations that reduce cross-city traffic. Any interventions in terms of car parking will need to be considered in the context of wider proposals for the city centre and any impacts on the wider highway network as well as potential changes in car ownership
- Public realm - this will need to establish where new open space is required - including its quantum and function - as well as creating a series of links to connect the new areas together and into existing green spaces such as Avenham and Miller Parks.
- Utilities – to establish what investment is needed in terms of energy, water, waste, ground improvements and technology to support investment in the Station Quarter
- Social Infrastructure – as detailed proposals are worked up consideration will need to be given as to what social infrastructure will be required to support the investment

such as new health and education provision. Guidance on expectations on this will be set out in planning policy but consideration should also be given to the quality of existing and future provision

Once these strategies have been prepared consideration will need to be given to how they will be funded and the optimum phasing. Whilst some investment will be able to be delivered via site specific investment and planning contributions some will require additional funding – private and public sector borrowing, support from council capital projects or funding sought from external sources such as further rounds of the Levelling Up Fund. These projects will need to be supported by robust business cases.

Engagement with key partners to support buy-in and participation

The SQRF has started to articulate a new Vision for the Station Quarter. Whilst PCC, LCC and UCLan have been aware of the potential of the Station Quarter for a number of years and the priority has been established in the City Investment Plan, details have not been articulated widely to date.

The new Vision and Objectives now needs to be shared with key stakeholders to encourage them to buy into it and potentially to play a role in its delivery. An Engagement Strategy will be determined by the Steering Group and delivered with the strategic landowners as appropriate. Engagement will be undertaken with the following:

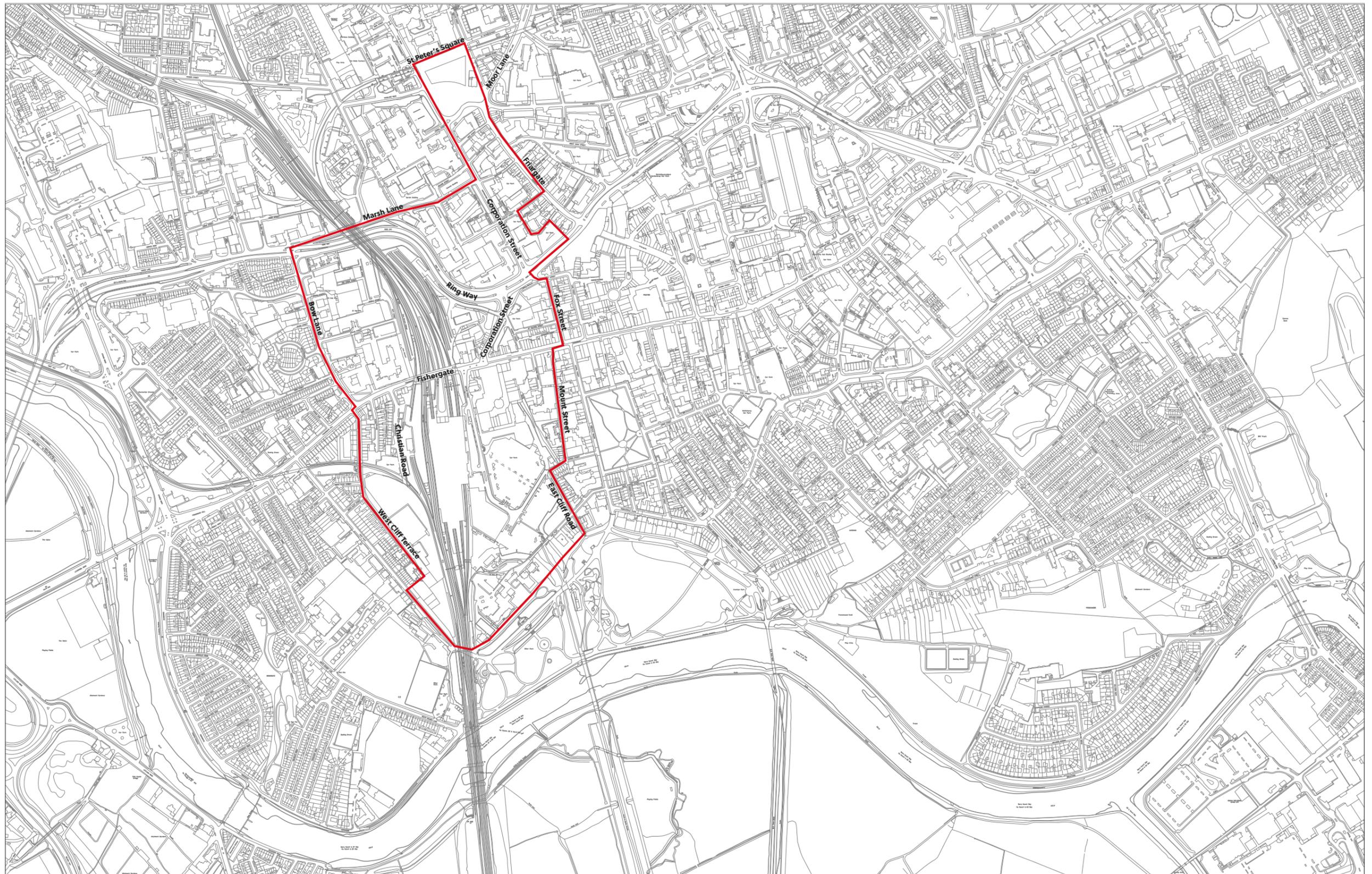
- City of Preston Towns Fund Board
- Stakeholder consulted with as part of the preparation of the SQRF
- Local businesses/groups
- Local residents/community partnerships including students

Ensuring wide buy-in to the vision will support smoother delivery and momentum for change.

Appendix

1

Preston Station Quarter Regeneration Framework: SQRF Boundary Plan



Appendix

2

Planning Policy Framework

The following table summarises the range of policies applicable to proposals for development within the Station Quarter.

Policy Document	Document Link	Policy
Preston City Centre Plan (An Area Action Plan to 2026), adopted June 2016.	Part 1: https://www.preston.gov.uk/media/978/An-area-action-plan-to-2026-part-1/pdf/Adopted-Preston-City-Centre-Plan-June-2016-Part1.pdf?m=636941237047170000	CC1: Model Policy
	Part 2: https://www.preston.gov.uk/media/979/An-area-action-plan-to-2026-part-2/pdf/Adopted-Preston-City-Centre-Plan-June-2016-Part2.pdf?m=636941237661870000	EV1: Main Shopping and Other Main Town Centre Uses
	Part 3: https://www.preston.gov.uk/media/980/An-area-action-plan-to-2026-part-3/pdf/Adopted-Preston-City-Centre-Plan-June-2016-Part3.pdf?m=636941238221030000	SP1: Public Realm Design Principles
	Part 4: https://www.preston.gov.uk/media/981/An-area-action-plan-to-2026-part-4/pdf/Adopted-Preston-City-Centre-Plan-June-2016-Part4.pdf?m=636941238785430000	SP2: Public Realm Improvements
	Policies Map: https://www.preston.gov.uk/media/977/Preston-City-Centre-plan-policies-map/pdf/City-Centre-Policies-Map-Sept-2018-V4-2.pdf?m=636941236310400000	SP3: City Centre Gateways
Preston Local Plan 2012-2026 (Site Allocations and Development Management Policies), adopted July 2015	https://www.preston.gov.uk/media/1952/Preston-s-Local-Plan/pdf/Preston-Local-Plan-2012-2026-8.pdf?m=637056240884300000	SP4: Housing Allocations
		MA1: Pedestrian and Cycling Accessibility
		OP1: Corporation Street
		OP2: Winckley Square
		HS3: Green Infrastructure in New Housing Developments
		HS6: University of Central Lancashire
		HS7: Houses in Multiple Occupation
		EP7: Telecommunications
		ST1: Parking Standards
		ST2: General Transport Considerations
		EN2: Protection and Enhancement of Green Infrastructure
		EN3: Future Provision of Green Infrastructure
		EN7: Land Quality
		EN8: Development and Heritage Assets
		EN9: Design of New Development
EN10: Biodiversity and Nature Conservation		
EN11: Species Protection		
WB1: Protection of Community Facilities		
WB3: Hot Food Takeaways		
Central Lancashire Core Strategy, adopted July 2012.	Part 1: https://www.preston.gov.uk/media/974/Adopted-Core-Strategy-Part-1/pdf/Adopted-Core-Strategy-July-2012-Part-1_1.pdf?m=636941232688970000	1: Locating Growth
	Part 2: https://www.preston.gov.uk/media/975/Adopted-Core-Strategy-Part-2/pdf/Adopted-Core-Strategy-July-2012-Part-2.pdf?m=636941232990930000	2: Infrastructure
	Part 3: https://www.preston.gov.uk/media/976/Adopted-Core-Strategy-Part-3/pdf/Adopted-Core-Strategy-July-2012-Part-3.pdf?m=636941233312300000	3: Travel
		4: Housing Delivery
		5: Housing Density
		6: Housing Quality
		7: Affordable and Special Needs Housing

Policy Document	Document Link	Policy
Central Lancashire Core Strategy, adopted July 2012 (cont.)		9: Economic Growth and Employment 10: Employment Premises and Sites 11: Retail and Town Centre Uses and Business Based Tourism 12: Culture and Entertainment Facilities 14: Education 16: Heritage Assets 17: Design of New Buildings 22: Biodiversity and Geodiversity 23: Health 26: Crime and Community Safety 27: Sustainable Resources and New Development 28: Renewable and Low-Carbon Energy Schemes 29: Water Management 30: Air Quality



**Preston
Station
Quarter**