

# 3

## Vision and Planning Framework Objectives

### 3.1 Vision

The new CBD for Preston will deliver modern, high-quality and sustainable office development set in attractive public realm and supported by a complementary mix of other uses – an offer that is currently lacking in the city centre.

Building on the existing business activity in the city, the new CBD will provide an engine of growth and prosperity harnessing the University's innovation and entrepreneurship and the locational benefits of being next to the main line railway station at the heart of the rail network and at the mid-point of Britain.

The quality of the public realm will positively define the area creating opportunities for activity and enjoyment. Supported by a range of complementary uses, such as café-bars, restaurants and hotels, the new CBD will become vital and vibrant throughout the day and evening.



### 3.2 Land-use objectives

- To provide up to around 175,000 m<sup>2</sup> of high quality modern office development to enable Preston city centre to become a growth centre for enterprise and the knowledge economy. The provision of new public realm is critical to setting the standard for the development and defining the new commercial district.
- To provide a range of complementary uses such as hotels, conference facilities, residential (including live-work units), restaurants and pubs and small-scale retail facilities. (4)
- To create a sustainable, mixed use and economically viable development facilitating both day and evening activity.

### 3.3 Urban Design objectives

- High quality, well-designed new buildings that contribute positively to their surrounding environment and create a distinct cohesive identity for the new CBD.
- Retention of heritage assets and the best of the other existing buildings. Protection of the key vistas referred to above.
- The creation of new public spaces that are vital, attractive and set the context for development.
- Improve the existing public realm and promoting linked corridors of environmental improvements.
- To better integrate the area with the remainder of the city centre and the UCLan campus.
- An urban structure that repairs, and integrates with, the existing urban grain.
- To improve pedestrian and cycling accessibility by the creation of safe and legible routes between UCLan, the railway station and the remainder of the city centre.
- To deliver a development that supports a mix of uses that contribute to the area's vitality and viability.

### 3.4 Transport objectives

- A development which is accessible by sustainable transport options.
- Enhanced pedestrian links to bus and rail facilities.
- Maximised opportunities for cycling.
- To appropriately manage the impact of the development on the wider highway network.
- To ensure that the development complements the City Centre Movement Strategy (due for completion mid-2011).
- To appropriately manage car parking levels within the development.
- To support Preston railway station's role as a regional gateway.

### 3.5 Sustainability objectives

- To create an environment that is resilient to the impacts of climate change, particularly higher peak temperature.
- To ensure the highest possible standards of energy performance in new development.
- The aspiration is to deliver buildings to BREEAM "Outstanding".
- Reduce the need to travel through improved connectivity, particularly enhanced broadband connections throughout the area. The area will be connected to super-fast broadband in the near future through a joint venture agreement facilitated through Lancashire County Council.
- To reduce energy consumption, the use of materials and the creation of waste through the adaptation and re-use of heritage assets where possible



## 4

# Guiding Development Principles

## 4.1 Land Use Principles

To meet the identified need for additional office floorspace in central Preston, new buildings in the CBD should predominantly fall within the Business Class (Class B1) of the Use Classes Order. (5)

A number of Key Development Sites offering potential for redevelopment have been identified. A capacity analysis has estimated that the whole of the new CBD area could accommodate up to approximately 175,000 m<sup>2</sup> of additional B1 floorspace, although this is an indicative figure based on estimated site capacity and should not be regarded as a ceiling.

In order to create a vital and vibrant place both during the day and in the evening, it is recognised that the area should also contain a variety of smaller-scale supporting land uses. These may comprise small convenience retail units, restaurants and cafes, bars, hotels, residential units (including live/work units), medical and educational uses. There may also be scope for the inclusion of leisure uses on certain sites.

It is acknowledged that the Key Development Sites will come forward through a phased approach and that the sites and potential quantity of development will offer a pipeline of supply for about 15 years into the future.

## 4.2 Urban Design Principles

### Design and Layout

- The creation of high-quality frontages to Ringway and Corporation Street to provide a strong identity to the new CBD, including high quality hard and soft landscaping.
- Development fronting onto Ringway should be designed to support improved pedestrian accessibility across this major traffic corridor.

(5) The Town and Country Planning (Use Classes) Order 1987. More specifically uses falling within B1(a) (use as an office not falling within class A2 (financial and professional services)) and B1(b) (use for research and development of products or processes) will be supported, but uses falling within Class B1(c) (for any industrial process) will not be encouraged.

- The layout of the Key Development Sites (see Section 5) should promote pedestrian and cycling permeability through them to connect and relate to the existing street network and access to public transport. Where appropriate new links should be created onto Friargate to support its integration with the wider CBD area and its regeneration as a mixed use leisure and specialist retail area.
- The layout and design of buildings should create vistas and visual punctuation in the streetscape including appropriate emphasis to prominent corners. This should include provision of new public spaces within development sites where possible.
- Service areas and car parking should be well screened, particularly adjacent to Ringway and Corporation Street so that they do not adversely affect the quality of the streetscape or amenity of pedestrians. Where changes in level allow, service access and car parking should be at basement level.

### Scale and Massing

- The size and location of the Key Development Sites will allow varying densities and heights of development to be created. The scale and massing of development should relate to the type and size of space which they enclose. More information on the number of storeys that would be appropriate for each site is given in Section 5.
- The junction of Ringway and Corporation Street is a location that can accommodate taller landmark buildings to define and create a major gateway into the city centre enhanced by public realm and traffic management improvements.
- Another secondary location for landmark buildings is at the junction of Corporation Street and Fylde Road roundabout.

## Public Realm

- Development blocks should be capable of an appropriate level of subdivision to allow for the creation of a lively and active street frontage at ground floor and to support activity throughout the day and evening. Both existing and new routes and spaces should also be overlooked by active ground floor frontages.
- Development should show how it meets the urban design objectives of the City Council's Public Realm Framework. In particular public spaces within the development should be engaging, distinct in character and contribute to the attractiveness of the new CBD as a place to work.
- Public areas should be designed to be people-friendly and allow the opportunity for leisure and cultural activity. Public art should be incorporated into the design of buildings or within on-plot public realm where appropriate.
- The opportunity to introduce appropriate traffic calming measures and to create shared spaces on minor streets within and adjacent to the Key Development Sites should be explored through any development proposals. This is to support safe pedestrian & cycle movement through the area.
- As part of the development of any of the Key Development Sites the developer will be expected to submit a Public Realm Management Strategy which establishes responsibility for maintaining high standards of design, management and maintenance of the public realm within their ownership.

The above principles are summarised in the New CBD Illustrative Masterplan (Fig 6).

## Historic Environment

- There is a presumption in favour for the retention and adaptive re-use of all historic assets within the new CBD.
- Where historic assets form part of, or are immediately adjacent to Key Development Sites, schemes will need to demonstrate how they will be integrated into the wider scheme. This will include reference to layout, scale, massing, detailed design and proposed uses.
- The adaptive reuse of historic assets should include the repair and refurbishment of missing or damaged features. For example this could include traditional shopfronts or window patterns.
- The sensitive redevelopment of gap sites or sites occupied by buildings that do not make a positive contribution to the character of the area will be encouraged.
- Any new development proposals to Friargate should respect its historic scale and pattern of development. This would include reference to historic plot widths and building layouts and heights.
- Any new development proposals should respect, and where possible enhance, the setting of heritage assets both within the new CBD and any designated assets that lie adjacent to it.
- Any new development proposal must include an assessment of the site's archaeological significance. This should demonstrate how it supports the proposed design solution and help identify the level and extent of any recording required.

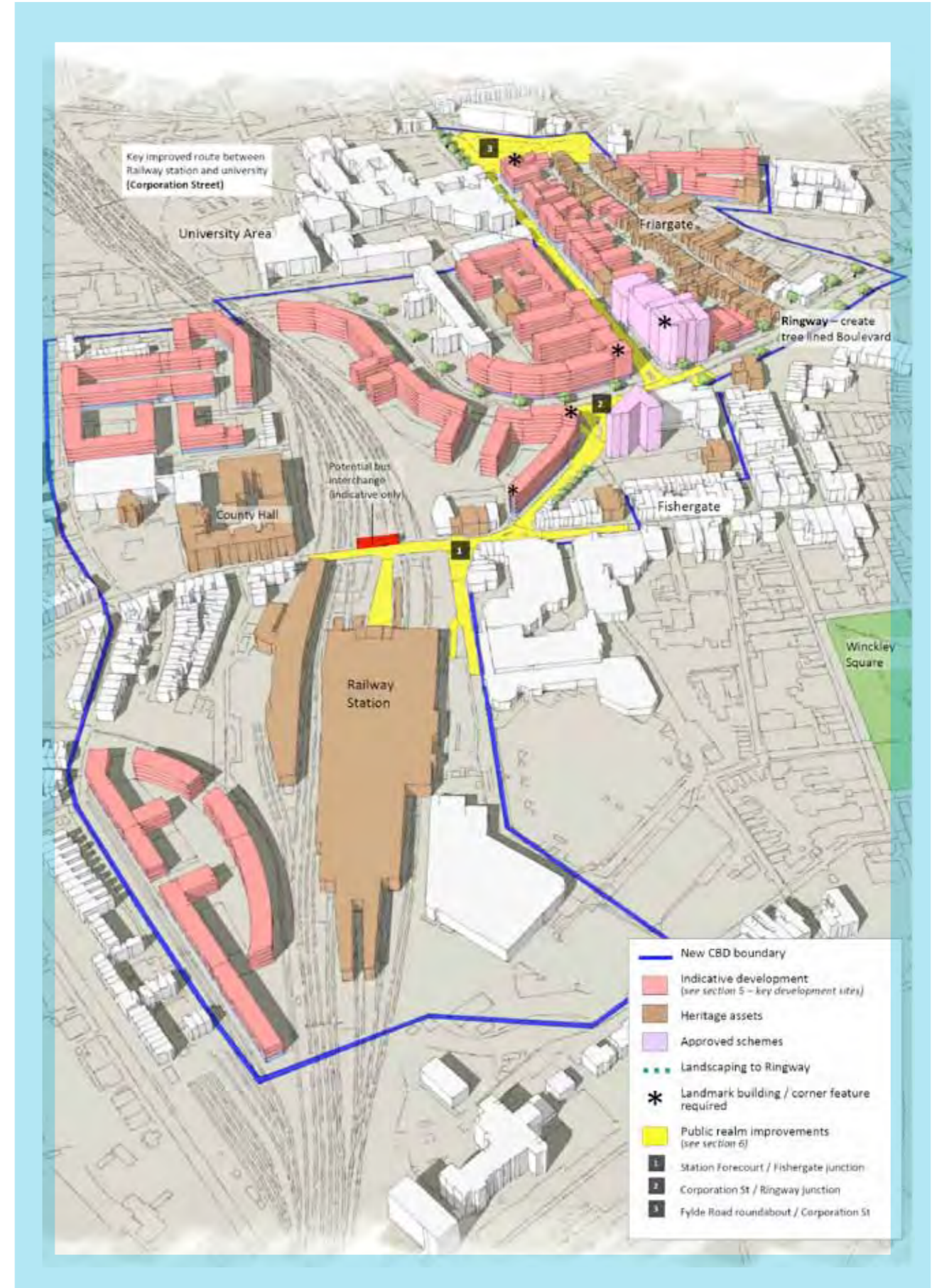


Fig 6 New CBD Illustrative Masterplan

### 4.3 Transport Principles

The new CBD is centrally located within the city centre and in close proximity to the public transport network. It is in easy walking distance of the mainline railway station which provides access to major national locations within two hours and provides commuter access to communities within the sub-region.

The bus network runs along the principal roads within the new CBD with bus stops on a number of corridors around the periphery of the area, giving ready access to residents of central Lancashire and the wider sub-region. The new CBD is also served by buses connecting to park and ride sites.

The County Council as Highway Authority is keen to work with developers from the earliest possible stage to help enable successful development. The County Council recognises the strategic importance of growth in Central Preston and the beneficial impact that this can have for the wider sub-region.

Improving pedestrian links and integrating this area of the centre with the rest of the city centre is a major ingredient of the Vision of this SPD. Therefore safe and attractive pedestrian and cycle routes should be accommodated as an integral part of new developments helping to ensure strong connectivity.

There is good potential for a bus-rail interchange close to the railway station. Support towards public transport provision will be encouraged. The provision of bus stops will accord with the guidelines in the City Centre Movement Strategy (6) and will be agreed with the County Council in consultation with the bus operator following consideration of the Transport Assessment.

(6) The City Centre Movement Strategy is currently being prepared by Lancashire County Council in partnership with Preston City Council and is due to be completed in 2011.



It is not anticipated that significant servicing requirements will be generated by the proposed development uses within the new CBD.

The city centre location of the new CBD offers the advantage that it has easy access to existing car parks. New car parking could be provided as part of individual development plots but will need to be justified within the Transport Assessment including links to and impacts on the highway network.

The County Council is seeking to apply a consistent approach to car parking across the new CBD that makes the most efficient use of parking, including shared-use and the promotion of interceptor car parks where practical. Car parking can be provided for new residents and short-stay visitors to new commercial uses.

Parking provision should not exceed Preston City Council's maximum parking standards.

A Transport Assessment (TA), complemented by an accessibility questionnaire and Travel Plan (with supporting targets and mechanism to satisfy and maintain targets), will accompany planning applications for developments that exceed thresholds set out in the Guidance on Transport Assessment produced by the DfT (2007). The TA should reflect the principles outlined above, clearly building on the opportunities to reduce the need to travel by car resulting in a mode shift to more sustainable modes of travel. In this context priority will be afforded in the following order to pedestrians, cyclists, public transport vehicles, service vehicles and the private motor car.

It is suggested that early discussions are held with Preston City Council and Lancashire County Council to discuss proposals for development and scope the requirements of the Transport Assessment. Developers will be expected to contribute to access and any required mitigation through S106 contributions and/or S278 Agreements as appropriate.

### 4.4 Sustainability Principles

Successful developments are sustainable in both their design and use. They must also be flexible and be capable of adapting as their use changes. The key principles include:

- Siting and layout of buildings should maximise benefit from natural daylight lighting.
- Siting of development should encourage passive solar gain to assist in providing natural lighting and heating.
- Buildings should aspire to 'BREEAM outstanding' (7).
- Minimise energy use in order to reduce CO<sub>2</sub> emissions.

(7) To achieve BREEAM outstanding rating the building must achieve at least an A rating on the EPC scale (A+ best, G is worst). In addition it will be necessary to obtain a BREEAM In-Use Certificate within 3 years of occupation and carry out annual reviews of that survey. It will also be necessary to provide BRE with all of the documentation to form a case study.

- Use of renewable energy will be encouraged in line with the requirements of the Council's Interim Planning Statement 3: Reducing Carbon Emissions in New Development.
- Construction waste should be minimised.
- Develop an operational waste management strategy to encourage waste minimisation.
- Use of re-cycled materials will be encouraged;
- Waste recycling facilities for occupants should be installed in all new buildings.
- Materials should be selected to reduce environmental impact.
- Material with demonstrable high level of environmental certification and timber that is legally sourced should be used.
- The use of water efficient features and systems that help manage and minimise the use of water will be adopted.
- Further reduction in water use can be secured through the recycling of grey water;
- Use of Sustainable Urban Drainage Systems, particularly for new car parks.
- The management of the construction site should conform to a Construction Environmental Management Plan.
- Encourage biodiversity through the use of green and brown roofs and the siting of nest and bird boxes.
- In order to minimise energy consumption, use of new materials and production of waste, there will be a presumption in favour of retaining heritage assets.