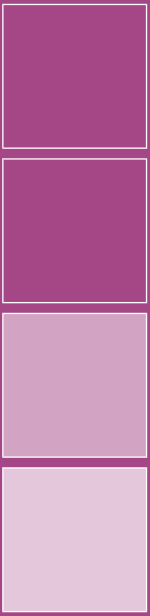


**Appendix 1 January 2015 Consultation  
Feedback Report**





**Harrogate Borough Council**

**Harrogate Town Centre Strategy & Masterplan -  
Summary of Feedback from Public Exhibition -**

February 2015

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# 1 INTRODUCTION

- 1.1 - In May 2014 Harrogate Borough Council commissioned Peter Brett Associates and Environmental Associates to prepare the Harrogate Town Centre Strategy and Masterplan (HTCSM) on its behalf. The main objective of this work is to provide a comprehensive assessment of the strengths and weaknesses of the town centre and to develop a vision and physical masterplan for the centre, including deliverable area-based projects and proposals. The Council intends to adopt the HTCSM as a Supplementary Planning Document which will be used to deliver town centre improvements, attract inward investment and inform development management decisions.
- 1.2 - Between 13<sup>th</sup> and 17<sup>th</sup> January 2015 the Council undertook a public exhibition at St Peter's Church on Cambridge Street in Harrogate. The purpose of the exhibition was to give interested parties, including residents, businesses and other stakeholders, a chance to view and comment on the draft vision and objectives for the town centre, together with a number of potential masterplan projects.

**Figure 1: Photos of the public exhibition at St Peter's Church, Harrogate**



- 1.3 - Officers from the council's Planning Policy Team and representatives from Peter Brett Associates and Environmental Associates attended the exhibition on Friday 16 January (between 11.00am and 4.00pm) and Saturday 17 January (between 10.00am and 3.00pm) to discuss the proposals with those attending and answer questions. A feedback form containing a number of questions relating to the exhibition material was available at the exhibition (Appendix A). People could either complete the form at the exhibition and place in a box provided or take the form away to complete at their leisure and post back to the council.
- 1.4 - A press release (Appendix B) was sent to local media in the week before the event and generated a lot of interest with articles placed in the Harrogate Advertiser, Yorkshire Post and other local media, along with interviews on Stray FM and BBC Radio York. This was

accompanied by e-mails to specific local stakeholders and Council Members, along with information items in newsletters prepared and released by the Council's Planning Policy and Economic Development teams before the event.

1.5 - Copies of the exhibition boards (Appendix C) and feedback form were provided on the Council's website throughout the exhibition period along with copies of the Baseline Report and Future Options Paper for the emerging strategy and masterplan. These documents, excluding the feedback form, will remain on the Council's website whilst the strategy and masterplan is being prepared and can be viewed at:

<http://www.harrogate.gov.uk/plan/Pages/harrogate-town-centre-strategy.aspx>

1.6 - The purpose of this document is to provide a summary of the feedback received during the public exhibition.

## 2 SUMMARY OF FEEDBACK FROM PUBLIC EXHIBITION

2.1 - This section contains a summary of the feedback received during the public exhibition on the Harrogate Town Centre Strategy and Masterplan. In total 122 responses were received via the feedback form, letters and e-mails. A number in brackets following a comment indicates the number of respondees that made a similar response.

### Q1. Do you agree with the proposed vision and strategic objectives for the town centre strategy and masterplan?

	Number	%
Responses to Q1	89	100%
Yes	56	63%
No	33	37%

### Q2. If you answered 'no' could you please explain why you disagree and how you think the vision or objectives should be changed?

- Proposals are too biased towards the perceived needs of visitors and should concentrate more on the residents of Harrogate (5).
- Concerned about how much the improvements will cost and how it will be funded (5).
- Disagree with car parking spaces being removed e.g. Odeon car park and James Street (3).
- Disagree with loss of flora features/grassed areas which help to attract visitors to the town (3).
- Like the vision but doubt the practicalities.
- The visions and objectives should be clearer and not so wordy.
- The strategy does not appear to cover the concern about prime retail space being used for restaurants.
- Need inclusion of a vision about green space and green infrastructure.
- The Stray and Valley Gardens need linking with green space.
- Shouldn't be looking towards trying to attract a new type of visitor.
- How can Harrogate build on its spa heritage when most of the buildings have either been destroyed or taken over by commercial enterprises?
- Need to make Harrogate a 'town for all ages'.
- Is there scope to extend the indie/vintage vibe which is present in some areas of the town?

**Q3. Do you support the draft proposals for the area around the Cenotaph and Prospect Gardens?**

	Number	%
Responses to Q3	93	100%
Yes	60	65%
No	33	35%

**Q4. If you answered ‘no’ could you please explain why? Are there any different or additional features that you would like to see as part of the proposals for the Cenotaph and Prospect gardens?**

- Disagree with the outdoor dining/sitting area (13):
  - we don’t have the right weather, it’s too windy;
  - it will encourage late night drinking, more smoking;
  - the war memorial should be respected.
- Disagree with the closure of Cambridge Crescent and removal of parking spaces next to banks, shops and Betty’s (12):
  - the elderly need this access;
  - security issues;
  - parking is needed to attract visitors to the town.
- Re-instate the public toilets at the Pier Head/provide public toilets in the Montpellier area (11).
- The green grassed area should not be replaced by hard landscaping as it is unique to Harrogate (6).
- The area needs to stay as it is (7).
- Disagree with closing off Prospect Gardens to through traffic (6):
  - will sterilise Parliament Street.
  - traffic drives slowly now so isn’t dangerous.
- The proposals take away from the ‘charm’ of the town (3).
- It is a waste of money (3).
- Alternative parking provision should be made (2).
- Instead of outdoor performance space, the proposal should consider a small area for young children with seating for parents (2).
- The Montpellier area should have a market area (2).
- Parliament Street should be made two-way again (2).
- A pedestrian underpass at the ‘Betty’s’ crossing point should be considered (2).
- Montpellier Hill is too narrow to cope with additional through traffic.
- Unsure what will happen to reduce the A61 traffic between the Cenotaph and - Montpellier Hill. -
- Gardens should be left a “no performance hub” – want peace and quiet.

- A water feature on the green in front of the cenotaph would enhance this key site.
- There should be provision for cycles to cross through the road closures.
- Need to ensure the funds are available to maintain the improvements.
- The present boules court is a waste of space.
- The 'Montpellier' Stray area should be incorporated into the Prospect Gardens proposal and provide picnic benches, play area, sculpture/art area etc.
- Disagree with closing Montpellier Parade to traffic as it would increase congestion on Parliament St, Crescent Gardens and Crown roundabout.
- These proposals lack traffic management input.
- The proposals do not reflect the reality of the A61.
- The town needs more parking spaces not loss of spaces.
- A central piazza is not appropriate for Harrogate which is centred on the wells.
- Remove vehicle access on Montpellier Hill and create steep, semi-covered (glass) terrace for use by the businesses.
- The Cenotaph itself needs cleaning and repairing.
- The plans go against disabled access.
- Need to make sure that the grassed performance area does actually have a benefit to the town.
- Need to maintain/improve access for businesses e.g. access to Montpellier Parade.
- Parking should not be removed from Parliament Street.

**Q5. Do you support the draft proposals for the area around Station Parade and Station Square?**

	Number	%
<b>Responses to Q5</b>	85	100%
<b>Yes</b>	67	79%
<b>No</b>	18	21%

**Q6. If you answered 'no' could you please explain why? Are there any different or additional features that you would like to see as part of the proposals for Station Parade and Station Square?**

- Need to improve the area between the bus station and the rail station. Preferably with the development of new retail and better linkages (3).
- Disagree with loss of parking (2).
- Disagree with pedestrianisation (2).
- Concerned about the cost (2).
- Traffic management has been ignored in these proposals (2).
- Don't like silly follies, arches, covers, maypoles (2).
- Plans look like a theme park (2).



- Need more focus on the actual station.
- The plans do not resolve parking problem.
- The area needs to stay as it is.
- Station Square is not worth spending the money on.
- Alternative parking should be provided.
- All this area needs is some cheaper changes such as traffic calming.
- Want to see more detailed plans.
- Plans need more ambition.
- Make sure the fully-integrated bus and trains station are enclosed.
- Copthall Bridge House needs to be demolished and replaced with buildings more 'in keeping'.
- Provision of self-cleaning, cast iron pay toilet on Station Square.
- Obvious routes to shops should be carefully marked e.g. paving/signage.
- Green and floral aspects should be kept.
- Need to ensure there is easy drop-off and pick-up by taxis and cars close to the station.
- How can it be an integrated transport interchange if housing/offices are placed in area 3 on plan.
- The bus station should be moved to area 3 on plan.
- The proposals do not take into account the redevelopment of the 'Beales' site.
- Query whether new office and residential development is necessary.

**Q7. Do you support the draft proposals for the area around Crescent Gardens and the Conference Centre?**

	Number	%
<b>Responses to Q7</b>	77	100%
<b>Yes</b>	46	60%
<b>No</b>	31	40%

**Q8. If you answered 'no' could you please explain why? Are there any different or additional features that you would like to see as part of the proposals for Crescent Gardens and the Conference Centre?**

- Question the need for another hotel (12).
- Council offices should be retained in Crescent Gardens (10).
- Council offices should not be converted into a hotel (9).
- Question the positioning and scope of the 'Family Visitor Attraction' (6).
- Need to address the buildings on the corner of Kings Road/Cheltenham Crescent (5).
- Proposals need to be tied in with the Royal Hall plans (4).
- Should be a water feature on Crescent Gardens (2).
- The hotel proposal should include more parking (2).

- Plans are not imaginative enough.
- HIC Hall M should be demolished and the 1835 Spa Rooms should be rebuilt.
- The proposals are a waste of money.
- Loss of too many parking places important for the Royal Hall.
- The plans are ignoring the Pump Museum which needs to be one of the highlights of this area.
- The attractive, serene area would be spoilt.
- No change needed.
- Retaining office space in the town centre is crucial to ensuring the town centre remains vibrant.
- No pedestrianisation.
- Harrogate is lacking in an exhibition space for residents.
- The exhibition halls around the Royal Hall should be removed and the area restored to the original rose gardens/walks.
- Disagree with the reduction in traffic on the 'cut-through' road in from of the George Hotel as useful for residents to the west of the town.
- Have the Royal Hall Restoration Trust been consulted?
- The Mercer Gallery needs expanding to enable it to continue mounting high quality exhibitions.
- Crescent Gardens toilets should be opened up and refurbished.
- If Hall Q is underused by HIC, could an alternative use for residents and visitors be found?
- Disagree with the use of Hall Q for a large scale restaurant.
- Hall Q could include an ice-rink, laser tag, indoor activity centre, dry ski slope.
- Improved access to the Mercer gallery should be included.
- The Mercer Gallery should be moved to the ground floor of Crescent Gardens.

**Q9. Do you support the draft proposals for the area around James Street and Princes Square?**

	Number	%
<b>Responses to Q9</b>	86	100%
<b>Yes</b>	59	69%
<b>No</b>	27	31%

**Q10. Which of the three options for pedestrian improvements to James Street and Princes Street do you prefer?**

	Number	%
<b>Responses to Q10</b>	60	100%
<b>Option 1: Full Pedestrianisation</b>	29	48%
<b>Option 2: Pavement Widening</b>	14	23%
<b>Option 3: Partial Pedestrianisation</b>	17	28%

**Q11. If you do not support the proposals and options for James Street and Princes Square could you please explain why? Are there any different features that you would like to see as part of these proposals?**

- James Street should not be pedestrianised (20):
  - need to leave some traffic access around town;
  - it provides good west to east access;
  - reduce congestion on other town centre streets.
- Disagree with the loss of parking (11):
  - it will affect the shops;
  - it will affect people with mobility problems (10).
- Leave as it is (5).
- Princes Street should be cleared of parked cars to make it more attractive (3).
- Don't use block paving in this pedestrian area as it always needs maintenance.
- James Street should be pedestrianised between 9am and 6pm.
- The entire top half of James Street should be pedestrianised to provide seating for restaurants.
- A large crossing should be inserted at the Jigsaw end.
- Has parking for the new cinema in Beales been considered?
- Need to address some of the dull back street 'walkthroughs' onto James Street.
- Princes Square should be made into a garden.

**Q12. Do you have any other comments on the proposals or the wider town centre strategy and masterplan?**

Traffic/Transport/Parking

- Good idea to reduce town centre traffic and increase pedestrianised streets (7).
- Bypass needed (7).
- Lack of alternative new parking (6).
- Need to consider Park and Ride – Leeds Rd, Ripon Rd, Skipton Rd, Wetherby Rd (5).
- No provision in the study for improved traffic management in and around Harrogate (3).
- Would like to see more traffic management considerations (3).
- Need to impede traffic running through the town (3).
- Oxford Street should be opened up to traffic and on-street parking (2).
- Should have 20mph speed limit throughout (2).
- Look again at diversion of A61.
- Don't interfere with the traffic flow.
- Include more cycle locking rails.
- Overall concerns about loss of parking.
- West Park and Parliament Street should be pedestrianised.

- The masterplan should address issues such as heavy through traffic etc.
- Need to revisit the whole parking charges, disk parking debate.
- Should examine possibilities for parking beneath squares.
- Need more motorcycle parking.
- Infrastructure and amenities must be considered together.
- The schemes do not illustrate the impact of closed traffic routes – traffic calming is needed not closure.
- Could we consider ‘Boris Bikes’?

### Design

- Keep heritage style lamp posts (2).
- Need to provide good quality surfacing, lighting and locally distinctive materials (2).
- Increase number of trees (2).
- Concrete and asphalt need to go and be replaced with pedestrian style paving.
- Need to engender young people – use contemporary materials.
- Improve Kings Road/Parliament Street shops and frontages.
- Uplight the cenotaph.
- A bias towards paving instead of grass and planting would be wrong for Harrogate.
- Careful consideration of design is needed.
- Need to retain the uniqueness of Harrogate and not let it become like ‘any other town centre’.
- There is no mention of Town Centre Conservation Management Plan or a Design Guide.
- It would be good to build in some specific design around a dementia friendly environment.

### Features

- The town does not need any more restaurants/bars (4).
- New public toilets generally (4).
- No mention of a market (2).
- Need another department store.
- There should be more seating and litter bins near the Stray.
- Introduction of a ‘Peace Garden’ with new monument.
- Introduction of ‘big screen’ events on the Stray.
- Should provide a Harrogate Spa Trail (leaflets and signposts).
- Gateways need to be created where certain retailers are not permitted e.g. charity shops, bookmakers.

### Station Avenue

- A casino should not be included as it is not in keeping with the town (13).
- Support for bowling alley (7).

- Development at Odeon Cinema needs care as it's a listed building (2).
- Odeon – leisure centre great idea.
- Leave the Odeon cinema alone.
- Use Odeon site for housing.
- What about alternative parking?

#### Oxford Street

- Need to include environmental improvements in Oxford Street (3).
- The 'boring' link from Cambridge Street to Oxford Street should be improved as it is an important link for encouraging shoppers to migrate to Oxford Street (3).
- The back doors of Boots and Primark onto Oxford Street should be reopened (2).
- Support the proposals for Oxford Street.
- Should introduce some modest playground equipment.
- Cycle parking provision.
- The street would benefit from some sort of 'Entertainment Area' adjacent to the Theatre but the pedestrian flow should not be impeded.

#### Dragon Road

- Any reference to moving the holding area from Dragon Road should be deleted as Dragon Road is not town centre.
- Didn't understand the Dragon Rd proposals.
- Query the residential proposals – how many units, affordable, parking?

#### Consultation

- Lack of effective consultation – period should be longer, more advertising of the proposals (3).
- Have Visit Harrogate been involved?

#### General

- It is a waste of money (7).
- Need to consider initiatives for independent retailers (3).
- Don't feel the percentage of the population with mobility issues has been taken into consideration (2).
- The Council to be congratulated on this long overdue plan (2).
- The strategy must be sympathetic and supportive of the traders residing within it (2).
- Pleased that the consultants recognised the attractiveness of Harrogate Town centre as it stands so that it only needs to be "enhanced" and not radically changed.
- It is car parking and the cost of it that will be the key to visitor volumes.
- The strategy is very poor.
- Concerned that consultants are not local.

- Some of the proposals would dilute the cultural ethos of the town.
- Concerned about practicalities.
- Valley Gardens should not be divorced from the centre by major traffic routes.
- Very positive ideas.
- The strategy and masterplan must not be considered only in terms of enhancements for visitors.
- Civic and public outside spaces should not be provided at the expense of on-street parking.
- No plans for Commercial Street are included even though it is mentioned in the baseline report.
- The main routes into the town need to become “modern gateways”.
- Need to dress up vacant shops.
- The plans lack imagination, ambition and inspiration.
- Improve the quality of retailers in Cambridge Street.
- The strategy looks at the town centre too much in isolation. It needs to look at ways of encouraging visitors to Harlow Carr and the Yorkshire Showground to visit the town centre as well.
- It should include proposals regarding links between the ‘Beales’ site and the town centre.
- Has the pedestrianisation of Albert Street and/or Princes Street been considered?

### **3 NEXT STEPS**

- 3.1 - The feedback received during the public exhibition will be considered by the Council and its consultants when deciding what should be included within a draft strategy and masterplan document.
- 3.2 - In order to adopt the strategy and masterplan as a Supplementary Planning Document (SPD) the Council must first subject the draft document to a formal six week consultation. The Council intends to undertake this consultation at the same time as it consults on the emerging Local Plan during July/August 2015.
- 3.3 - Following the completion of the consultation on a draft strategy and masterplan the Council will consider whether changes to the document are necessary as a result of the response received before the strategy and masterplan is formally adopted by Full Council.

**APPENDIX A FEEDBACK FORM**





# FEEDBACK FORM

**Thank you for taking the time to provide feedback. Your views are very important to us.**

1. - Do you agree with the proposed vision and strategic objectives for the town centre strategy and masterplan?

Yes

No

2. - If you answered 'no' could you please explain why you disagree and how you think the vision or objectives should be changed?

3. - Do you support the draft proposals for the area around the Cenotaph and Prospect Gardens?

Yes

No

4. - If you answered 'no' could you please explain why? Are there any different or additional features that you would like to see as part of the proposals for the Cenotaph and Prospect Gardens?

5. - Do you support the draft proposals for the area around Station Parade and Station Square?

Yes

No

6. - If you answered 'no' could you please explain why? Are there any different or additional features that you would like to see as part of the proposals for Station Parade and Station Square?



# FEEDBACK FORM

7. - Do you support the draft proposals for the area around Crescent Gardens and the Conference Centre ?

Yes

No

8. - If you answered 'no' could you please explain why? Are there any different or additional features that you would like to see as part of the proposals for Crescent Gardens and the Conference Centre?

9. - Do you support the draft proposals for the area around James Street and Princes Square?

Yes

No

10. - Which of the three options for pedestrian improvements to James Street and Princes Street do you prefer?

Option 1       Option 2       Option 3

11. - If you do not support the proposals and options for James Street and Princes Square could you please explain why? Are there any different or additional features that you would like to see as part of these proposals?

12. Do you have any other comments on the proposals or the wider town centre strategy and masterplan? -

**Please place this form in the box provided or return it to Harrogate Borough Council by email or post:**

E-mail: [planningpolicy@harrogate.gov.uk](mailto:planningpolicy@harrogate.gov.uk)

Post: Planning Policy, Harrogate Borough Council, Knapping Mount, West Grove Road, Harrogate, HG1 2AE

**The exhibition material, baseline report and other supporting information is available at [www.harrogate.gov.uk](http://www.harrogate.gov.uk)**



**MEDIA RELEASE**

**MEDIA RELEASE**

**MEDIA RELEASE**

**DATE PRESS RELEASE ISSUED: Tuesday 6 January 2015**

### **Harrogate Town Centre Strategy and Masterplan – Public Exhibition, January 2015**

Residents, businesses and community groups have the opportunity to share their views on the future development of Harrogate town centre at a special exhibition later this month.

In light of the challenges facing town centres nationally, Harrogate Borough Council recently appointed planning consultancy, Peter Brett Associates, to prepare a strategy and masterplan for Harrogate town centre.

The main objective of the strategy and masterplan is to provide an assessment of the strengths and weaknesses of the town centre and to develop a vision and design for the future which will ensure Harrogate's economic prosperity.

A baseline report has now been produced which will be used to develop the town centre strategy and masterplan. The report shows the current composition and performance of the town centre, its physical environment, infrastructure, and provides information on the local property market.

The report also includes the results of a survey of over 100 town centre businesses who were asked for their views and aspirations for the town, and 300 shoppers who gave their opinions on the key attractors and detractors of the town.

The public exhibition, which will take place between Tuesday 13 January and Saturday 17 January in the glazed foyer at St Peter's Church on Cambridge Road in Harrogate, will provide interested parties with the chance to see the draft vision and objectives for the town centre, together with a number of potential masterplan projects.

Officers from the council's Planning Policy Team and representatives from Peter Brett Associates will be attending the exhibition on Friday 16 January (between 11.00am and 4.00pm) and Saturday 17 January (between 10.00am and 3.00pm) to answer any questions. A feedback form providing the opportunity to comment on the proposals will be available to complete.

The exhibition material, feedback form and supporting information including the baseline report, will also be available at [www.harrogate.gov.uk](http://www.harrogate.gov.uk) from Tuesday 13 January. Following the exhibition, Harrogate Borough Council will consider the feedback received before further developing the draft strategy and masterplan. A six week public consultation will then be held later in the year.

Councillor Michael Harrison, Cabinet Member for Planning said: "Harrogate town centre plays a pivotal role in driving the local economy. It is the district's largest retail, leisure, business and tourist destination, a major conference and exhibition venue, and an important source of local employment.

“Towns around the country are facing a number of challenges such as the growth of online shopping, pressure from out of centre retailing and supermarkets, and reduced town centre footfall. It is crucial that we do all we can to ensure the future of Harrogate town centre – and part of this must be the design of the town itself and how we can improve upon the visitor experience and encourage more people to visit.

“Once it has been developed the strategy and masterplan will be used to deliver town centre improvements, attract inward investment, and will inform development decisions in the town.

“It is important to realise that the concept design, which will be available to see at this initial public exhibition, is still very much in development and will not necessarily reflect the draft Harrogate Town Centre Strategy and Masterplan which will be published later in 2015. But it does give an idea as to what might be possible. The exhibition will give the public the opportunity to give their opinions on these initial concepts, which we will then be able to refine, before holding a public consultation.

“The strategy and masterplan will then be adopted as a Supplementary Planning Document forming part of the development plan for the district and holding weight when making decisions on future planning applications in the town.”

**---ENDS---**

**MEDIA CONTACT:**

**Giles Latham, Communications and Media Manager on 01423 556825 or email [giles.latham@harrogate.gov.uk](mailto:giles.latham@harrogate.gov.uk)**

**APPENDIX C EXHIBITION BOARDS**



# HARROGATE TOWN CENTRE STRATEGY AND MASTERPLAN

## Welcome and Introduction

In light of the challenges facing town centres nationally, Harrogate Borough Council has appointed development consultancy Peter Brett Associates, and urban designers Environmental Associates, to prepare a strategy and masterplan for Harrogate Town Centre.

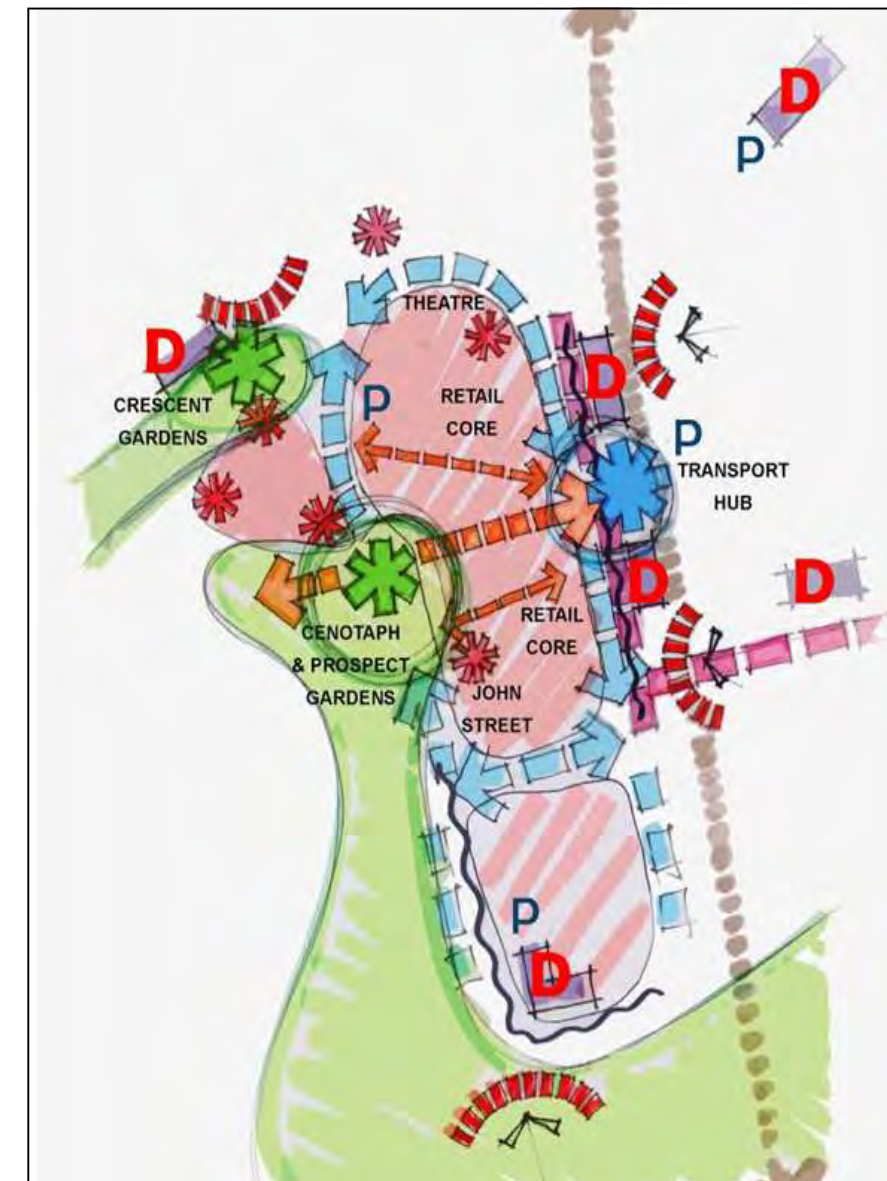
The main objective of the strategy and masterplan exercise is to provide an assessment of the strengths and weaknesses of the town centre and to develop a coherent vision for its future, recognising the importance of the town centre to the local economy. The final strategy and masterplan will be used to deliver town centre improvements, attract inward investment and inform planning decisions.

This exhibition presents our draft vision for the town centre, the broad strategies we have identified for its future development, and some of the individual schemes that could form part of the eventual masterplan. Please note that these schemes are draft proposals and that designs are conceptual at this stage.

The town centre strategy and masterplan will be subject to further public consultation later this year but we are keen to have your feedback on the emerging proposals. Please feel free to complete the feedback forms that are provided and place them in the box, or return them to Harrogate Borough Council by email or post:

E-mail: [planningpolicy@harrogate.gov.uk](mailto:planningpolicy@harrogate.gov.uk)

Post: Planning Policy, Harrogate Borough Council, Knapping Mount, West Grove Road, Harrogate, HG1 2AE -





# HARROGATE TOWN CENTRE STRATEGY AND MASTERPLAN

## Harrogate Town Centre in 2015

The emerging town centre strategy and masterplan for Harrogate is being informed by a baseline report which examined a broad range of issues to assess the existing performance of the town centre. The baseline report was also informed by surveys of visitors to the town centre and local businesses.

We concluded that Harrogate was performing well and that the key strengths of the town centre at present included:

- The attractive, distinctive town centre architecture and large, well maintained green spaces that provide the town centre with a unique setting.
- The strength and diversity of its retail offer, especially in terms of independent and premium retailers.
- The conference centre and the significant contribution of business tourism to the local economy.
- Good levels of car parking within the town centre and the close proximity of the railway and bus stations.

However, we also considered that there were a number of areas for improvement that provided opportunities to enhance the town centre, including:

- Redevelopment of the 'transport hub' on Station Parade to enhance this gateway to the town centre and provide improved public transport facilities.
- Opportunities to build on business tourism to offer additional visitor attractions and generate a greater number of staying visitors.
- Significant public realm improvements, including measures to reduce the dominance of parking and traffic, and create new spaces for events.
- Opportunities to improve the leisure offer of the town centre, allied to public realm improvements.

Further details of our baseline work can be found at [www.harrogate.gov.uk](http://www.harrogate.gov.uk)







# HARROGATE TOWN CENTRE STRATEGY AND MASTERPLAN

## The Proposed Vision

On the basis of our baseline analysis we have produced a draft a vision for the development of the town centre over the next 15 years. The vision is set out below and is supported by five strategic objectives which will enable it to be delivered.

*'By 2030 Harrogate Town Centre will be a leading UK destination for shopping, leisure and tourism. The unique qualities of the town centre will be enhanced to provide a distinctive offer that differentiates Harrogate from its regional and national competitors. This distinctiveness will be characterised by an exceptional town centre environment, the key components of which will be:*

- *public realm of an outstanding quality;*
- *a special blend of retail and leisure uses;*
- *unique facilities for conferences and events; and*
- *integrated and sustainable transport infrastructure.*

*The realisation of this vision will ensure that important economic benefits are delivered for local residents and businesses, and that opportunities for the sustainable development of the town centre are fully exploited.'*



## The Draft Strategic Objectives

1. - Preserving and enhancing the elements of the town centre environment that make a key contribution to its current success.
2. - Addressing those elements of the town centre environment that detract from the visitor experience and therefore its economic performance.
3. Differentiating Harrogate's offer in the key areas of retail, leisure and events so that it can compete more effectively with regional and national competitors. -
4. - Growing Harrogate's visitor economy by better integrating its existing strengths, broadening its appeal and raising its profile.
5. - Managing the future growth of the town centre to ensure that its existing weaknesses are not exacerbated.



# HARROGATE TOWN CENTRE STRATEGY AND MASTERPLAN

## The Draft Strategy

The town centre strategy will describe how the vision and the strategic objectives will be delivered. It will also explain how the individual masterplan projects support the overall strategy. The strategy will comprise three inter-related sub-strategies which will be supported by proposals for enhanced town centre management.

The **Public Realm Strategy** will:

- Reinforce the visitor appeal of Harrogate by showcasing its architecture and public spaces.
- Create new spaces for outdoor events and provide new opportunities to enhance the leisure offer of the town centre.
- Reduce the negative impacts of traffic and congestion and better integrate key destinations such as the Station, Conference Centre and Montpellier Quarter.

The **Visitor Strategy** will:

- Support Harrogate's role as a leading destination for business tourism and use this as a basis to differentiate the town's visitor offer.
- Recover and promote Harrogate's Spa Town heritage as a means to increase the number of staying visitors.
- Support the integration of the visitor offer (including heritage, shopping, leisure and events) to maximise its appeal.

The **Movement Strategy** will:

- Focus on the Station site to provide a new gateway to the town centre and improve public transport facilities.
- Seek to maximise opportunities for sustainable travel and manage town centre parking effectively.
- Complement the public realm strategy in terms of easing pedestrian movement within the town centre.





# HARROGATE TOWN CENTRE STRATEGY AND MASTERPLAN

## Overview Plan & Key Opportunity Sites

**Conference Centre**



**Crescent Gardens**



**Cenotaph**



**Prospect Gardens**



**Station Parade**



**Station Square**



**James Street**



**Princes Square**



# HARROGATE TOWN CENTRE STRATEGY AND MASTERPLAN

## Key Project - Cenotaph and Prospect Gardens

### Project Objectives

- Enhance role as key public space and a focal point for the town centre.
- Improve links between the main shopping streets and the Montpellier Quarter.
- Improve the interface between the town centre and The Stray.

### Indicative Components

1. Closure of Cambridge Crescent and Montpellier Parade to traffic and removal of on-street car parking.
2. Re-alignment of pedestrian routes from Cambridge Street and improved crossings to Parliament St.
3. Resurfacing in local materials.
4. Creation of terraces to Montpellier Parade to encourage outdoor dining.
5. Creation of tiered performance space on Prospect Gardens and spaces for informal recreation.

**Below and Right:** New dining terraces as viewed from Parliament Street and Montpellier Parade.



**Right:** New tiered performance space and planting at Prospect Gardens, overlooked by dining terraces.



**Above:** Indicative layout of new public square around Cenotaph and redeveloped Prospect Gardens.



# HARROGATE TOWN CENTRE STRATEGY AND MASTERPLAN

## Key Project - Station Parade and Station Square

### Project Objectives

- Create a new gateway to the town centre.
- Create an integrated and improved transport interchange.
- Provide new retail, leisure and office development.
- Improve the appearance of Station Parade.

### Indicative Components

1. Redesigned Victoria Gardens to reveal the monument and a new water feature.
2. A new multifunctional Station Square with visitor information point.
3. New office or residential development.
4. New drop-off/taxi facilities and the integration of the bus and railway stations.
5. Expanded/relocated Station booking hall and new retail/food and drink units.



**Above and below:** Existing aerial view of Station Parade and existing view from Harrogate Station entrance towards Station Square.



**Right and above:** Indicative layout of new Station Square and proposed view from entrance to Harrogate Station.



# HARROGATE TOWN CENTRE STRATEGY AND MASTERPLAN

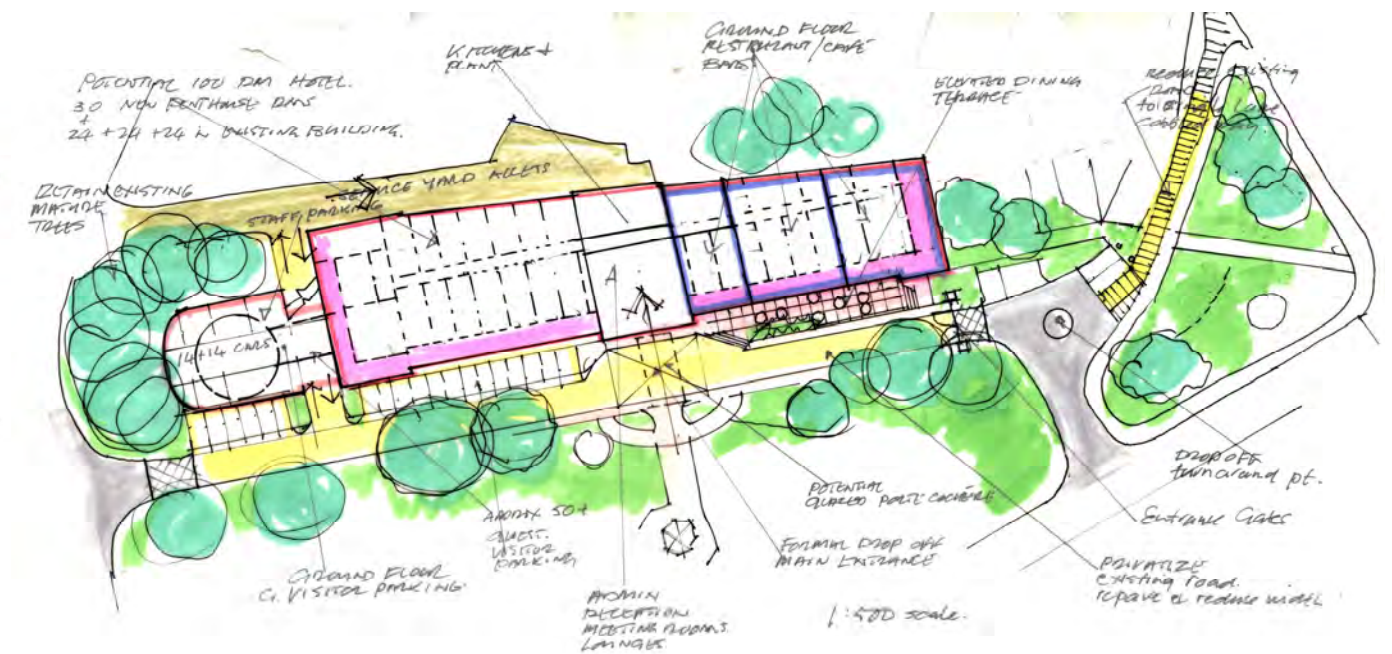
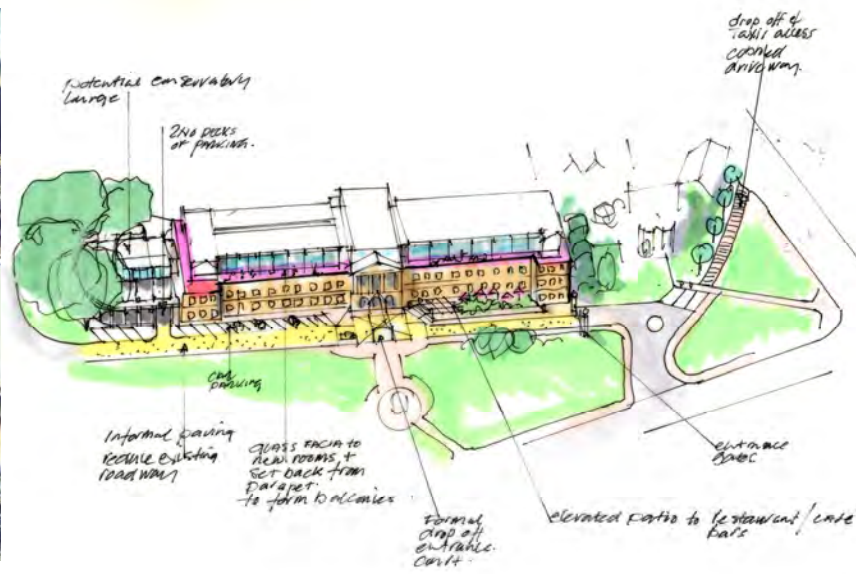
## Key Project - Crescent Gardens and Harrogate International Centre

### Project Objectives

- Provide a new high quality Spa Hotel.
- Encourage the use of Crescent Gardens and links to Valley Gardens.
- Provide a new all-weather, family orientated visitor attraction.

### Indicative Components

1. - Redevelopment and refurbishment of the Council Offices at Crescent Gardens for a Spa Hotel.
2. - An improved forecourt area to integrate the proposed hotel with Crescent Gardens.
3. - New features, such as a water fountain, at Crescent Gardens to encourage its use by visitors to the - conference centre. -
4. - Improve the servicing of the Conference Centre and links with the Majestic Hotel.
5. - The re-use of Hall Q at the Harrogate International Centre for a family visitor attraction.



**Above and right:** Indicative proposals for the re-use of the Council Offices at Crescent - Gardens for a Spa Hotel, potentially adding a 5 star hotel facility to Harrogate's offer. -

# HARROGATE TOWN CENTRE STRATEGY AND MASTERPLAN

## Key Project - James Street and Princes Square

### Project Objectives

- Improve links between Station Square and the Cenotaph.
- Improve the pedestrian environment and de-clutter the street scene.
- Encourage complementary retail and leisure uses.

### Indicative Components

- Widening of pavements and removal/reduction of on-street parking.
- Create shared space on Princes Square with new tree planting.
- Resurfacing in high quality materials.

### Options

There are a number of options for pedestrian improvements to James Street and these include:

1. - Full pedestrianisation of James Street and Princes Street to its junction with Albert Street, with access for loading only. This option would maximise benefits for pedestrians but result in the loss of all on-street car parking.
2. - Pavement widening to James Street only, retaining some on-street parking and the vehicular through-route to Station Parade, but improving pedestrian movement and decluttering the street scene.
3. - Partial pedestrianisation of James Street from its junction with Princes Street to its junction with Station Parade. This would retain some on-street parking and vehicular access to Albert Street.

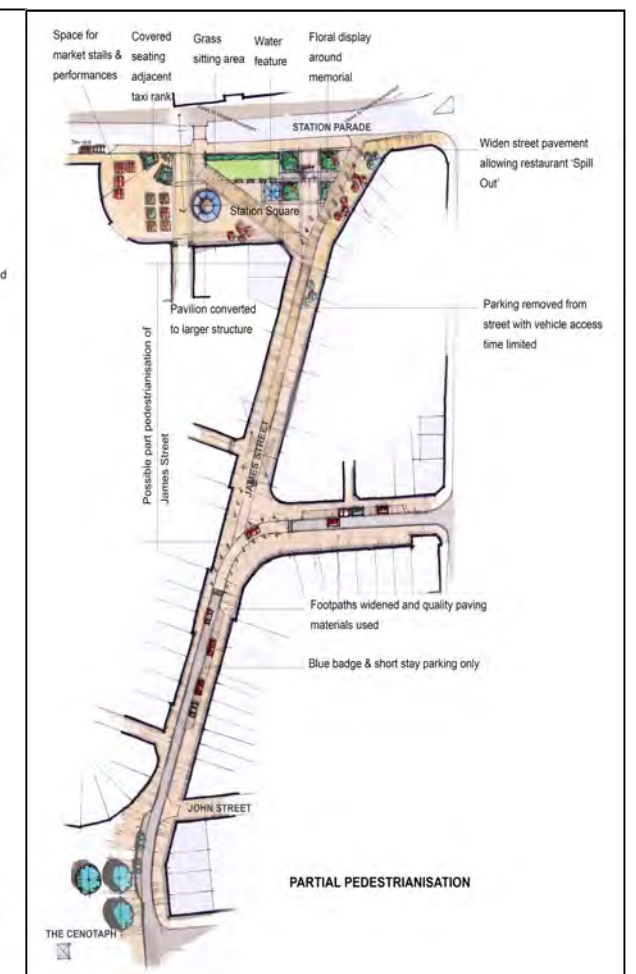
### Option 1



### Option 2



### Option 3



Left and below: existing and proposed view of Princes Square from Raglan Street.



# HARROGATE TOWN CENTRE STRATEGY AND MASTERPLAN

## Other Example Projects

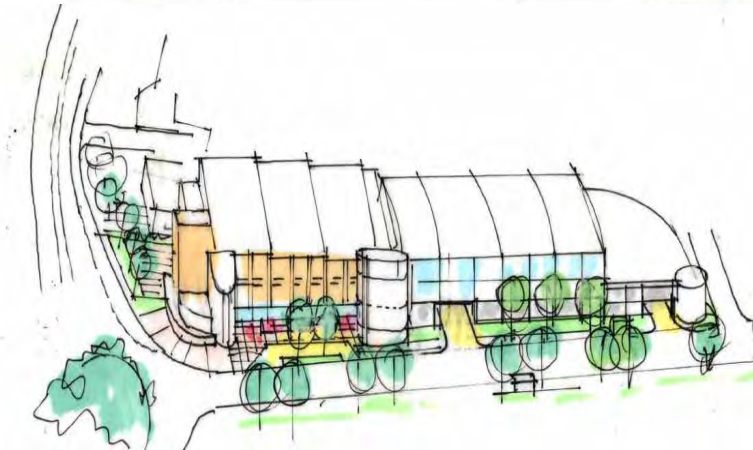
The eventual masterplan will include a range of other projects including new developments and environmental improvements. A number of these projects are shown here but others are likely to include:

- New residential and retail development at West Park on the site of the former Comet store and on adjoining land.
- Environmental improvements to Cheltenham Parade to improve links between the Station and the conference centre.
- Improvements to building frontages on Bower Road and Station Bridge.
- Environmental improvements to Parliament Street to reduce the impacts of traffic and improve links with the Montpellier Quarter.



### Station Avenue

- Potential refurbishment and extension of cinema building to provide new leisure facilities such as bowling or a casino.
- Improvements to Station Avenue to provide an improved gateway to the town centre.



### Oxford Street

- New quality paving materials, seating and tree planting to enhance the sense of place.
- Creation of a performance space at the entrance to Harrogate Theatre.



### Dragon Road

- Relocation of the Conference Centre holding area.
- Residential-led mixed use redevelopment to improve the Dragon Road frontage.

