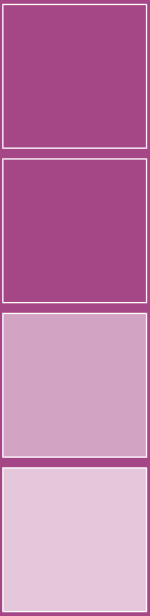


**Appendix 2 Draft Strategy and Masterplan  
Exhibition**





# HARROGATE TOWN CENTRE STRATEGY AND MASTERPLAN

## Welcome and Introduction

In light of the challenges facing town centres nationally, Harrogate Borough Council 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 vision for its future, recognising the importance of the town centre to the local economy. Once adopted, the strategy and masterplan will be used to deliver town centre improvements, attract inward investment and inform planning decisions.

This exhibition presents the council's vision for the town centre in 2025, the strategy for its future development, and information on a selection of the projects that form part of the overall masterplan.

The draft town centre strategy and masterplan is the subject of public consultation between **4 September and 16 October 2015**. The full draft strategy and masterplan document is available to view at <https://consult.harrogate.gov.uk/kse/> where you can respond online.

Copies of the document are also available to view in the council's Crescent Garden office in Harrogate, at Ripon Town Hall, Knaresborough House, and in all libraries the district's libraries.

Responses can also be sent into:

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

Post: Planning Policy, Planning and Development, Harrogate Borough Council, P.O. Box 787, Harrogate, HG1 9RW



The Draft Harrogate Town Centre Strategy and Masterplan sets out Harrogate Borough Council's strategy for the development of Harrogate town centre in the period to 2025. The masterplan seeks to deliver town centre improvements, attract inward investment and inform development management decisions within the town centre.

The document sets out the following vision for the town centre:

"By 2025 Harrogate Town Centre will be a leading UK destination for shopping, leisure and business tourism. The unique qualities of the town centre will be enhanced to provide a distinctive visitor 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."





# HARROGATE TOWN CENTRE STRATEGY AND MASTERPLAN

## Harrogate Town Centre in 2015

The draft town centre strategy and masterplan for Harrogate has been 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.

The baseline report concluded that Harrogate was performing well and that the key strengths of the town centre at present include:

- 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, there are a number of areas for improvement that provide 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.

A copy of the baseline report can be found at <https://consult.harrogate.gov.uk/kse/>





# HARROGATE TOWN CENTRE STRATEGY AND MASTERPLAN

## The Proposed Vision

On the basis of the 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.

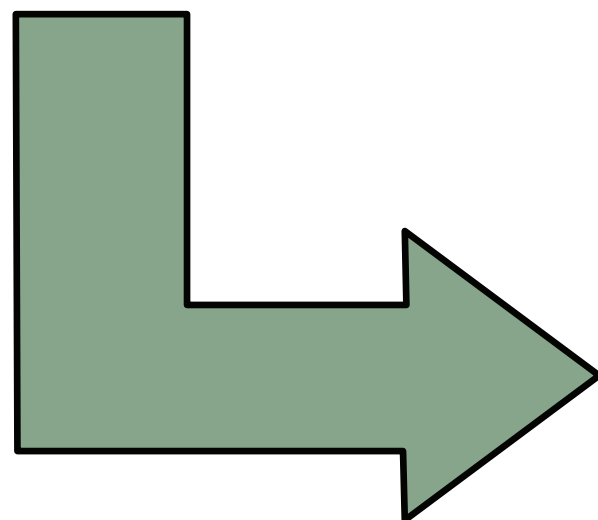
***'By 2025 Harrogate Town Centre will be a leading UK destination for shopping, leisure and business tourism. The unique qualities of the town centre will be enhanced to provide a distinctive visitor offer that differentiates Harrogate from its regional and national competitors. This distinctiveness 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 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 describes how the vision and the strategic objectives will be delivered. It also explains how the individual masterplan projects support the overall strategy. The document contains three inter-related sub-strategies 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.

Proposals for **Town Centre Management**:

- Controlling the mix of uses in the town centre to ensure all parts of the centre remain vibrant and attractive.
- A strategy for the management of the evening economy.
- A Destination Management Plan and associated events management coordination.
- A review of the car parking regime within the town centre ensure facilities are used efficiently.



# HARROGATE TOWN CENTRE STRATEGY AND MASTERPLAN

## The Town Centre Masterplan

Conference Centre



Crescent Gardens



Cenotaph



Prospect Gardens



Station Parade



Station Square



James Street



Princes Square





# HARROGATE TOWN CENTRE STRATEGY AND MASTERPLAN

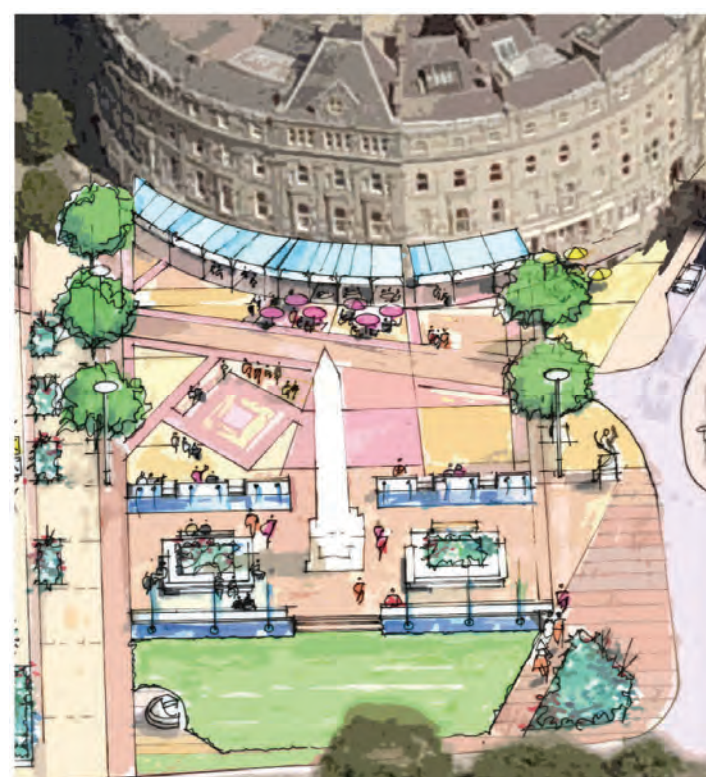
## Cenotaph and Prospect Gardens

### 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 Street.
3. Resurfacing in local materials.
4. Creation of terraces to Montpellier Parade to encourage outdoor dining.



**Left:** Alternative indicative layout of new public square around Cenotaph.

**Right:** New dining terraces on Montpellier Parade and tiered performance space and planting at Prospect Gardens.



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



# HARROGATE TOWN CENTRE STRATEGY AND MASTERPLAN

## 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.

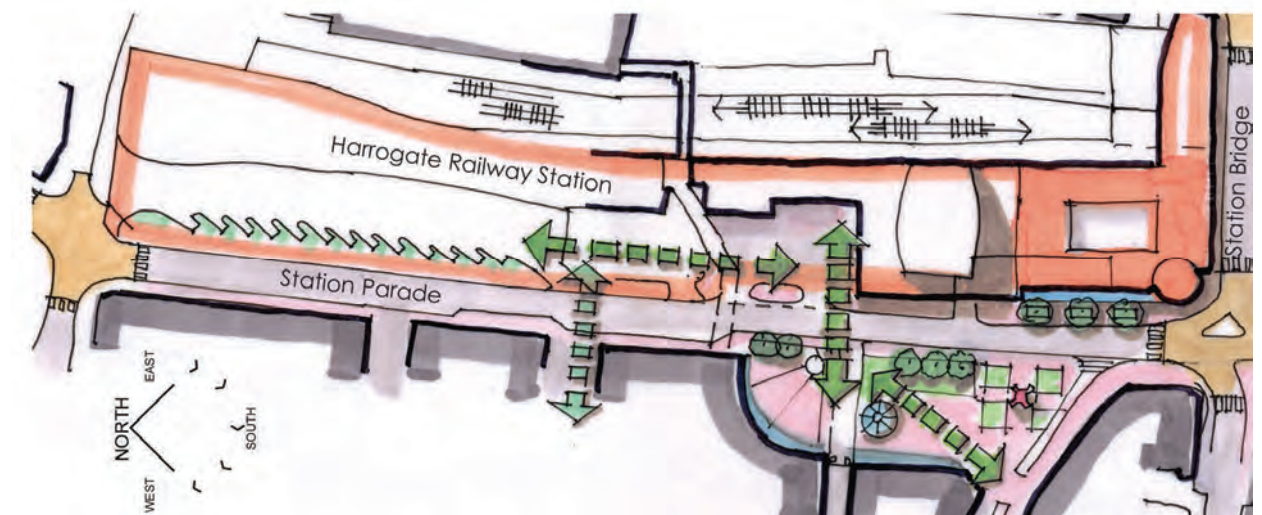
### Indicative Components

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.

**Below:** Indicative layout of new Station Square.



**Above and right:** Existing aerial view of Station Parade and view from rail station exit to Station Square.



**Above:** Improvements to pedestrian movements between rail and bus stations, and to Station Square and Cambridge Street.





# HARROGATE TOWN CENTRE STRATEGY AND MASTERPLAN

## 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

- Full pedestrianisation of James Street and Princes Street to its junction with Albert Street, with access for loading only.
- Create shared space on Princes Square with new tree planting.
- Resurfacing in high quality materials.



**Above and right:** Existing view of Princes Square and an artist's impression of a redesigned square.



**Left:** Indicative layout for the pedestrianisation of James Street and Princes Street, also showing links with the redeveloped Station Square.



**Right:** Indicative layout of the new Princes Square with reduced on-street car parking, dedicated "cycle hub" and new planting.





# HARROGATE TOWN CENTRE STRATEGY AND MASTERPLAN

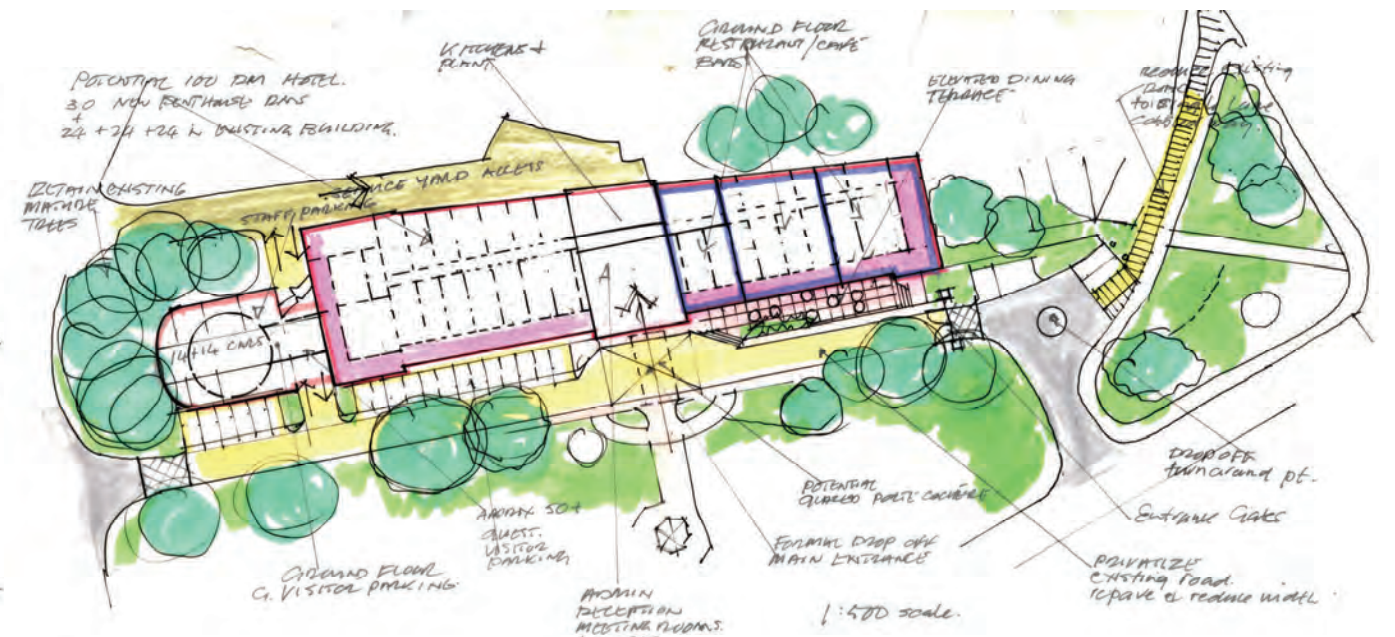
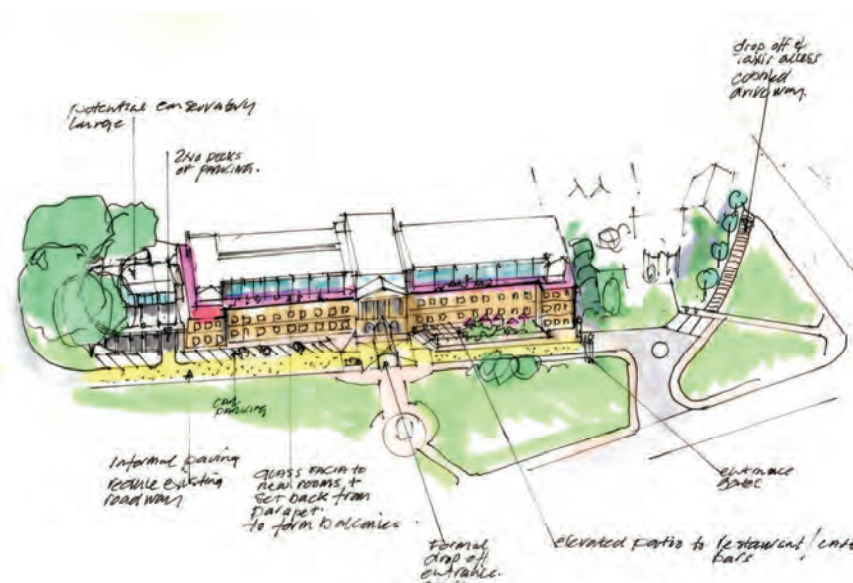
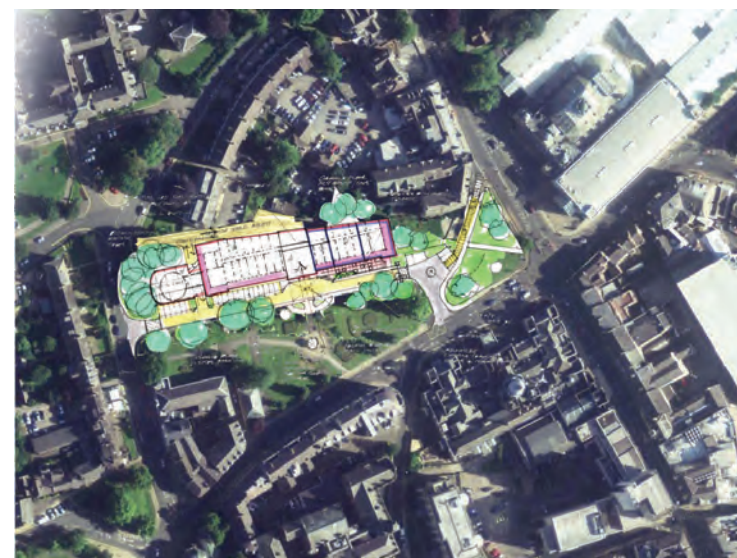
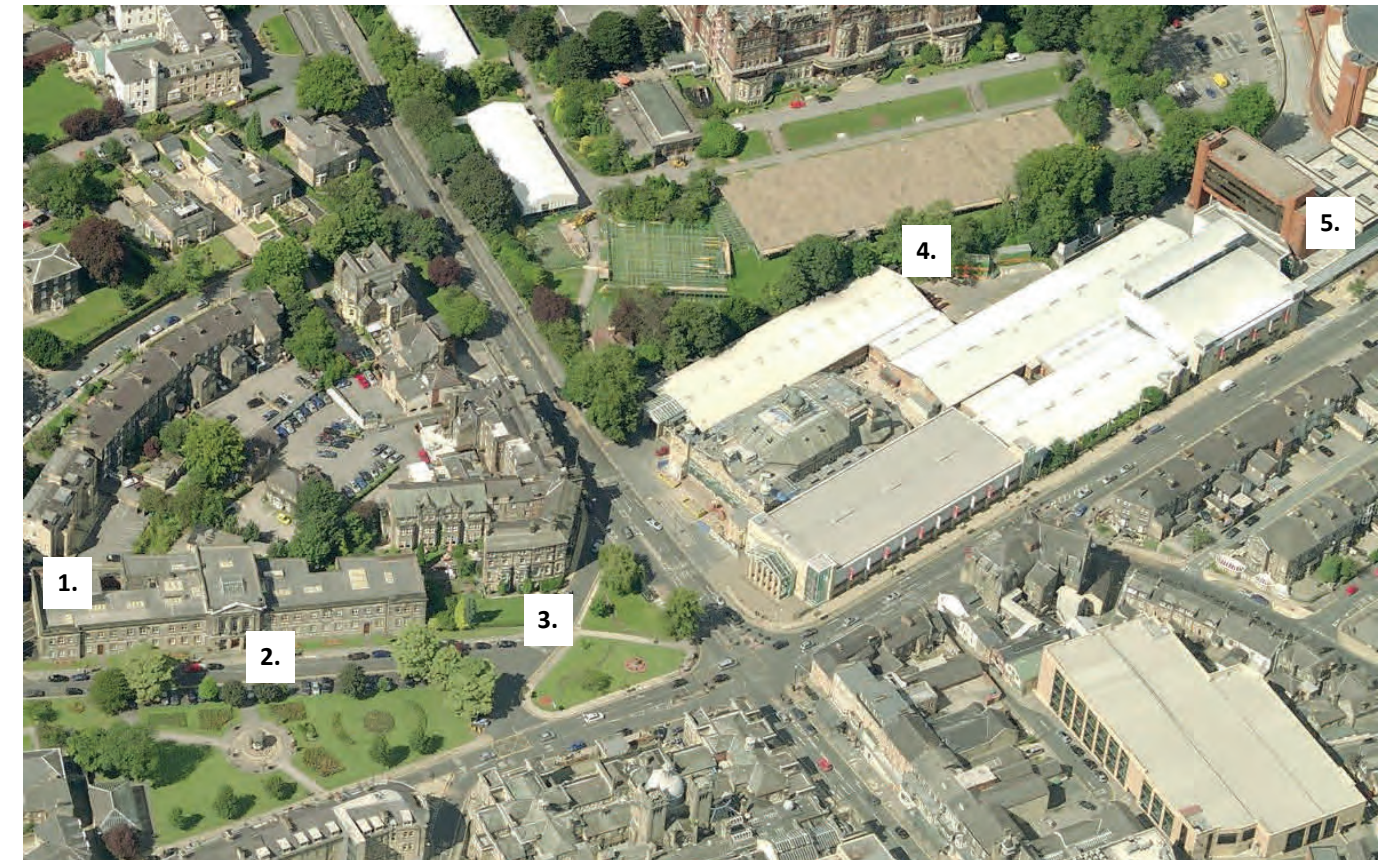
## Crescent Gardens and Harrogate International Centre

### Project Objectives

- Introduction of a suitable new use for the Council Offices at Crescent Gardens.
- Encourage the use of Crescent Gardens and links to Valley Gardens and the Montpellier Quarter.
- Provide a new all-weather, family orientated visitor attraction.

### Indicative Components

1. Redevelopment and refurbishment of the Council Offices at Crescent Gardens.
2. An improved forecourt area to integrate the redeveloped building 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, improving links with the Majestic Hotel and the setting of the Royal Hall.
5. The re-use of Hall Q at the Harrogate International Centre for a family visitor attraction.



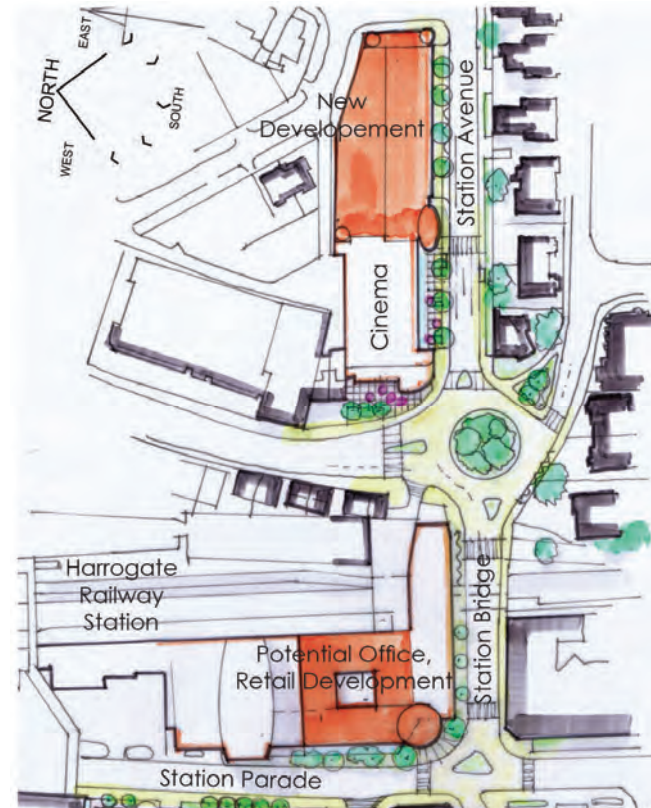
Above and right: Indicative proposals for the re-use of the Council Offices at Crescent Gardens.



# HARROGATE TOWN CENTRE STRATEGY AND MASTERPLAN

## Station Avenue

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



**Left and above:** Artists impression of development along Station Avenue and of public realm improvements

## Dragon Road

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



**Above and left:** Indicative layout of a redeveloped Dragon Road site for residential development and an aerial photo of the site.

## 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.



**Right:** Indicative layout of redesigned Oxford Street with new planting and entrance features to Harrogate Theatre



## Other Example Projects

The draft masterplan includes a range of other projects including new developments and environmental improvements, including:

- 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.