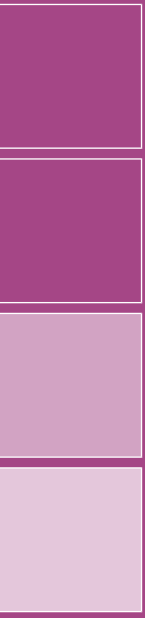


**Appendix 3 Draft Strategy and Masterplan -
Summary of Key Issues**



Draft Strategy and Masterplan - Summary of Key Issues 3

Appendix 3 Draft Strategy and Masterplan - Summary of Key Issues

Town Centre Vision: The vision set out at page 17 of the document seeks to articulate the preferred approach to the development of the town centre in a short statement. Do you have any comments to make on the Town Centre Vision statement?		HBC Response	
Key Issues	Comment ID		
Does the Council have the ability to maintain staff, expertise, understanding and general mandate to accomplish all that the Strategy asks?	4	The Council has the necessary skills and experience to manage the implementation of the masterplan projects.	
What is the connectivity with the other towns in the district?	4	The focus of the strategy and masterplan is on Harrogate town centre. The role Harrogate town centre plays in the district is something for the emerging Local Plan to consider. However, a strong and vibrant town centre has knock-on-benefits for the rest of the District.	
The vision requires less car use, more walking, public transport and cycling use.	13	Agree. The projects set out under the movement strategy and public realm strategy seek to improve and promote sustainable transport options making them a more attractive and viable alternative to the car.	

3 Draft Strategy and Masterplan - Summary of Key Issues

Town Centre Vision: The vision set out at page 17 of the document seeks to articulate the preferred approach to the development of the town centre in a short statement. Do you have any comments to make on the Town Centre Vision statement?		
Key Issues	Comment ID	HBC Response
Don't plan the town centre traffic in isolation without considering congestion in the rest of the town.	13	Agree. As part of the evidence base to the emerging Local Plan the Council is undertaking traffic modelling work that will identify what changes to the road network are required to accommodate growth on the highway network over the plan period, and will in turn inform the development of masterplan projects.
It is essential that the ability to park remains in all Harrogate's shopping streets.	29, 46, 61	<p>Noted. It is important to ensure a good level of access and parking provision for those wishing to come to Harrogate by car and it is also important to ensure good access by walking, cycling and public transport.</p> <p>The Council, together with North Yorkshire County Council, will review the on and off-street parking regime to ensure the efficient use of these facilities. This review will look at supply and demand of the town centre car parks and on street parking to ensure an appropriate level of parking is provided in the town.</p>

Draft Strategy and Masterplan - Summary of Key Issues 3

Town Centre Vision: The vision set out at page 17 of the document seeks to articulate the preferred approach to the development of the town centre in a short statement. Do you have any comments to make on the Town Centre Vision statement?		
Key Issues	Comment ID	HBC Response
<p>Support the vision:</p> <ul style="list-style-type: none"> ● bold and forward looking ● reducing the number of cars is the key to an improved public realm space ● unique facilities for conferences 	30, 47, 68, 69, 70, 80, 208, 92, 129, 311, 180, 293	Noted.
Should remove all through traffic from the town centre	180	This is not proposed as part of the strategy and masterplan.
<p>Disagree with the vision:</p> <ul style="list-style-type: none"> ● no pedestrianisation ● no outdoor dining ● all areas fine as they are ● weather inappropriate for the outdoor plans ● inadequate consultation ● retail uses need protecting from leisure uses ● doesn't really say anything ● assumptions are uncosted and unsupported 	79, 100, 114, 115, 204, 129, 130, 131, 138, 143, 140, 146, 155, 163, 172, 182, 186, 189, 240	<p>Disagree. The strategy and masterplan proposals are intended to assist the overall economic prospects of the town and ensure that it can compete with rival destinations both now and in the future. Whilst the town currently performs well, it is important that this position is maintained in the future.</p> <p>There has been extensive consultation with both individual stakeholders and the general public. The Council will continue to work with all relevant stakeholders in developing and delivering projects. The</p>

3 Draft Strategy and Masterplan - Summary of Key Issues

Town Centre Vision: The vision set out at page 17 of the document seeks to articulate the preferred approach to the development of the town centre in a short statement. Do you have any comments to make on the Town Centre Vision statement?		
Key Issues	Comment ID	HBC Response
The vision should include and promote the role and importance of culture.	36	<p>comments raised during consultation will be considered when drawing up project designs.</p> <p>All projects will be carefully planned and scrutinised to ensure that funds are spent efficiently. Detailed costings will be identified as and when</p> <p>Agree. It is recommended that the vision is amended to include reference specifically to the importance of culture to the centre:</p> <p>Recommended change:</p> <p>Page 17 - Amend the vision so that it reads:</p> <p>'By 2025 Harrogate Town Centre will be a leading UK destination for culture, shopping, leisure and business tourism. The unique qualities of the town centre will be enhanced to provide a distinctive visitor</p>

Draft Strategy and Masterplan - Summary of Key Issues 3

Town Centre Vision: The vision set out at page 17 of the document seeks to articulate the preferred approach to the development of the town centre in a short statement. Do you have any comments to make on the Town Centre Vision statement?		
Key Issues	Comment ID	HBC Response
		<p>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:</p> <ul style="list-style-type: none"> • public realm of an outstanding quality; • a special blend of retail, leisure and cultural uses; • unique facilities for conference and events; and • integrated and sustainable transport infrastructure. <p>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.'</p>

3 Draft Strategy and Masterplan - Summary of Key Issues

Town Centre Vision: The vision set out at page 17 of the document seeks to articulate the preferred approach to the development of the town centre in a short statement. Do you have any comments to make on the Town Centre Vision statement?		
Key Issues	Comment ID	HBC Response
Disagree with the statement that on-street parking visually obstructs the street scene and limits pedestrian movement.	1	Noted.
Additional proposals include: <ul style="list-style-type: none"> more children/family friendly areas Montpellier Square should be looked at Town Centre management should be revisited and encouraged 	42	Noted. The Baseline Report prepared to inform the strategy and masterplan highlighted that Harrogate lacks a key attraction, particularly from the perspective of a family friendly wet weather venue. The draft strategy and masterplan proposals identify a number of opportunities for increasing and improving visitor attractions, such as at the HIC. These suggestions will be considered when bringing forward masterplan projects.
Needs to balance the needs of visitors and existing residents. Too focused towards visitors.	46, 72, 114, 199, 206, 130, 143, 146, 155, 349	Agree in part. The strategy and masterplan has been drawn up with this in mind. Residents will also benefit from the masterplan proposals.

Draft Strategy and Masterplan - Summary of Key Issues 3

Town Centre Vision: The vision set out at page 17 of the document seeks to articulate the preferred approach to the development of the town centre in a short statement. Do you have any comments to make on the Town Centre Vision statement?		
Key Issues	Comment ID	HBC Response
Proper provision of public toilets should have been considered.	72	Noted. This matter will be considered when bringing forward masterplan projects.
Night-time economy should not be allowed to damage residential use of the town centre.	72	Agree. The draft strategy and masterplan recommends that a co-ordinated strategy is prepared by the various organisation with an influence on, and responsibility for the management of, the evening economy in due course. The draft strategy and masterplan highlights a number of actions that should be considered to take account of the changes to the town centre that may occur as a result of the masterplan proposals.
Lacks reference to increasing and improving visitor attractions.	329	Disagree. The vision does refer to importance leisure uses. The draft strategy and masterplan proposals identify a number of opportunities for increasing and improving visitor attractions, such as at the HIC, Crescent Gardens and in creating more spaces for outdoor events.

3 Draft Strategy and Masterplan - Summary of Key Issues

Town Centre Vision: The vision set out at page 17 of the document seeks to articulate the preferred approach to the development of the town centre in a short statement. Do you have any comments to make on the Town Centre Vision statement?		
Key Issues	Comment ID	HBC Response
		The Baseline Study prepared to inform the strategy and masterplan highlighted that Harrogate lacks a key attraction, particularly from the perspective of a family friendly wet weather venue.
Vision should be amended to read "enhanced conference and events facilities to ensure existing venues remain attractive and unique".	329	Disagree. This proposed change is not considered necessary.
Vision is wishful thinking not backed up with detailed, concrete proposals.	111	Disagree. The vision is based on the evidence collected as part of the Baseline Report to the strategy and masterplan. The projects contained in the draft strategy and masterplan have been developed to achieve the vision and are all considered to be achievable over the masterplan period.
Vision should be redrafted to reflect the Strategic Option 1 - Managed Growth.	125	Disagree. As set out in the draft strategy and masterplan, the 'managed growth' option is not considered to be sufficiently ambitious and could leave the town centre

Draft Strategy and Masterplan - Summary of Key Issues 3

Town Centre Vision: The vision set out at page 17 of the document seeks to articulate the preferred approach to the development of the town centre in a short statement. Do you have any comments to make on the Town Centre Vision statement?		
Key Issues	Comment ID	HBC Response
Vision isn't really unique to Harrogate.	140, 157, 161, 175	vulnerable to future market changes as well as competition from other destinations. Disagree. At the heart of the vision is the premise that the unique qualities of the town centre are enhanced to provide a distinctive offer that differentiates Harrogate from competitors.
Vision is too ambitious, hugely optimistic and based largely on business tourism.	4, 345	Disagree. Vision statements by their very nature are aspirational but it is not considered to be unrealistic. In many respects Harrogate town centre already achieves aspects of the vision, the purpose of the strategy and masterplan is to maintain and improve in this position. The statement encompasses not only business tourism but also retail, leisure, tourism, transport and the public realm.
Based on limited evidence and small household survey.	153	Disagree. The vision is based on a comprehensive Baseline Report that considers a wide range of factors including

3 Draft Strategy and Masterplan - Summary of Key Issues

Town Centre Vision: The vision set out at page 17 of the document seeks to articulate the preferred approach to the development of the town centre in a short statement. Do you have any comments to make on the Town Centre Vision statement?		
Key Issues	Comment ID	HBC Response
		the environment, transport, business and property markets, national trends in town centre development and the current performance of the town. This review was supported by a survey of visitors to the town and local businesses.

Table 3.1 Summary of Key Issues: Town Centre Vision

Draft Strategy and Masterplan - Summary of Key Issues 3

The Preferred Option Enhanced Growth: The preferred option for the future development of the town centre is 'Enhanced Growth' and the reasons for this choice are set out on page 16 of the document. Do you have any comments to make on the council's preferred option?		HBC Response
Key Issues	Comment ID	
The system of consultation is not user friendly.	29	Noted. The Council will seek to continually improve the consultation portal and respond to peoples comments and suggestions. The system used is employed widely by other local authorities across the country. Whilst people were encouraged to respond online, responses sent in via letter and e-mail were still accepted.
Agree with the option of enhanced growth: <ul style="list-style-type: none"> • seems to be logical • depends on having adequate infrastructure to sustain it 	30, 42, 47, 72, 80, 208, 92, 184	Noted.
Growth is not the be-all and end-all in life. We need consolidation and improvement of the exiting size of Harrogate, which is loved and appreciated because it offered a different experience to that of other towns or cities.	46	Agree. The town centre vision set out in the draft strategy and masterplan document recognises the importance of the towns unique qualities and seeks to enhance and build on them. The majority of the strategy and masterplan projects are focussed on improving on the current strengths of the centre and enhancing what is already here.

3 Draft Strategy and Masterplan - Summary of Key Issues

The Preferred Option Enhanced Growth: The preferred option for the future development of the town centre is 'Enhanced Growth' and the reasons for this choice are set out on page 16 of the document. Do you have any comments to make on the council's preferred option?			
Key Issues	Comment ID	HBC Response	
Who is going to pay for all these schemes?	61	The Table on page 44 of the draft strategy and masterplan document sets out potential funding sources for the various masterplan projects.	
If you provide family facilities where will they park their cars?	61	Noted. The Council, together with North Yorkshire County Council, will review the on and off-street parking regime to ensure the efficient use of these facilities.	
Policies JB2 and JB4 do not support the preferred option. There is no mention in either policy of supporting the growth of the leisure and tourism sectors or improvements to the town centre's environment.	329	<p>Disagree. There are clear links between the strategy and masterplan and the implementation of these two Core Strategy policies.</p> <p>Policy JB4 relates to retail and town centre development and identifies a range of measures by which the role of Harrogate town as a sub regional town will be reinforced. Namely through:</p> <ul style="list-style-type: none"> • expansion of its main shopping area; • additional food and particularly non-food shopping floorspace; 	

Draft Strategy and Masterplan - Summary of Key Issues 3

The Preferred Option Enhanced Growth: The preferred option for the future development of the town centre is 'Enhanced Growth' and the reasons for this choice are set out on page 16 of the document. Do you have any comments to make on the council's preferred option?		
Key Issues	Comment ID	HBC Response
		<ul style="list-style-type: none"> • construction of a modern transport interchange; • enhanced office and hotel provision and increased town centre residential development; • pedestrian and environmental improvements; • management of on and off street parking. <p>Policy JB2 offers support to the towns conference and business tourism industry through, amongst other measures, increasing hotel provision in Harrogate town centre, and supporting the expansion and re-development of the Harrogate International Centre.</p>
The Strategic Options section should have been written in plain English.	111	Noted.

3 Draft Strategy and Masterplan - Summary of Key Issues

The Preferred Option Enhanced Growth: The preferred option for the future development of the town centre is 'Enhanced Growth' and the reasons for this choice are set out on page 16 of the document. Do you have any comments to make on the council's preferred option?		HBC Response
Key Issues	Comment ID	
<p>Support Strategic Option 1: Managed Growth:</p> <ul style="list-style-type: none"> the town centre is fine as it is do not waste money on Strategic Option 2 which provides no significant benefits the Council does not have the skill set or resources to deliver Strategic Option 2 	115, 125, 129, 140	<p>Disagree. As set out in the draft strategy and masterplan, the 'managed growth' option is not considered to be sufficiently ambitious and could leave the town centre vulnerable to future market changes as well as competition from other destinations.</p> <p>All projects will be carefully planned and scrutinised to ensure that funds are spent efficiently.</p> <p>The Council has the necessary skills and experience to manage the implementation of the masterplan projects.</p>
<p>Concentrate on making what we have work better.</p>	114	<p>Noted. The town centre vision set out in the draft strategy and masterplan document recognises the importance of the towns unique qualities and seeks to enhance and build on them. The majority of the strategy and masterplan projects are focussed on improving on the current</p>

Draft Strategy and Masterplan - Summary of Key Issues 3

The Preferred Option Enhanced Growth: The preferred option for the future development of the town centre is 'Enhanced Growth' and the reasons for this choice are set out on page 16 of the document. Do you have any comments to make on the council's preferred option?			
Key Issues	Comment ID	HBC Response	
<p>The document is based on a small survey and ignores those aspects which don't fit with the proposed conclusions:</p> <ul style="list-style-type: none"> • more, cheaper, better parking • different or better shops 	153	<p>strengths of the centre and enhancing what is already here.</p> <p>Disagree. The vision is based on a comprehensive Baseline Report that considers a wide range of factors including the environment, transport, business and property markets, national trends in town centre development and the current performance of the town. This review was supported by a survey of visitors to the town and local businesses.</p> <p>The Council, together with North Yorkshire County Council, will review the on and off-street parking regime to ensure the efficient use of these facilities.</p>	
<p>Object to the proposed masterplan:</p> <ul style="list-style-type: none"> • elderly need easier access to shops • town needs more parking not less • no charging for evening and Sunday parking 	157	<p>Noted. The Council, together with North Yorkshire County Council, will review the on and off-street parking regime to ensure the efficient use of these facilities.</p>	

3 Draft Strategy and Masterplan - Summary of Key Issues

The Preferred Option Enhanced Growth: The preferred option for the future development of the town centre is 'Enhanced Growth' and the reasons for this choice are set out on page 16 of the document. Do you have any comments to make on the council's preferred option?		HBC Response
Key Issues	Comment ID	
<ul style="list-style-type: none"> ● James Street working well ● sample size is too small ● weather not good enough ● Council do not have the skills to see it through 		<p>The Council will seek to work with all relevant stakeholders in developing and delivering projects. This will include engagement on the details and design of public realm improvement projects to ensure that parking and servicing arrangements are appropriate and the needs of vulnerable groups are met.</p> <p>North Yorkshire County Council have taken the decision to postpone the introduction of evening and Sunday parking charges until all parking tariffs in the town have been reviewed, both on and off-street.</p> <p>Whilst James Street has successfully evolved into Harrogate's premier shopping street the quality of the public realm and the streets ability to act as a key pedestrian route is compromised by visual clutter (mainly created by on-street clutter) and relatively narrow pavements.</p>

Draft Strategy and Masterplan - Summary of Key Issues 3

The Preferred Option Enhanced Growth: The preferred option for the future development of the town centre is 'Enhanced Growth' and the reasons for this choice are set out on page 16 of the document. Do you have any comments to make on the council's preferred option?	
Key Issues	Comment ID
	HBC Response
	<p>The vision is based on a comprehensive Baseline Report that considers a wide range of factors including the environment, transport, business and property markets, national trends in town centre development and the current performance of the town. This review was supported by a survey of visitors to the town and local businesses.</p> <p>The strategy and masterplan proposals seek to create spaces that have the flexibility to hold events and offer the opportunity to offer al fresco dining that would complement the existing retail activity in the town centre. It is not expected that this activity will occur all year round, although there are already numerous examples in the town where this already occurs (including establishments on James Street, Montpellier Hill, Station Square and Commercial Street, Cafe Nero and Starbucks on Cambridge Street,</p>

3 Draft Strategy and Masterplan - Summary of Key Issues

The Preferred Option Enhanced Growth: The preferred option for the future development of the town centre is 'Enhanced Growth' and the reasons for this choice are set out on page 16 of the document. Do you have any comments to make on the council's preferred option?			
Key Issues	Comment ID	HBC Response	
		Harrogate Brasserie and North Bar on Cheltenham Parade, and Baltzersens on Oxford Street).	
		The Council has the necessary skills and experience to manage the implementation of the masterplan projects.	
Traffic lights and crossing at Cheltenham Parade/Lower Station Parade have been a spectacular failure and are dangerous.	182	Noted. These comments will be forwarded to North Yorkshire County Council.	
If it ain't broke don't fix it.	182	Noted. The strategy and masterplan proposals are intended to assist the overall economic prospects of the town and ensure that it can compete with rival destinations both now and in the future. Whilst the town currently performs well, it is important that this position is maintained in the future.	

Table 3.2 Summary of Key Issues: The Preferred Option - Enhanced Growth

Draft Strategy and Masterplan - Summary of Key Issues 3

Vision and Strategic Objectives General Comments: If you have any further comments you wish to make on the vision and strategic objectives please make them below.		
Key Issues	Comment ID	HBC Response
<p>Inadequate consultation:</p> <ul style="list-style-type: none"> ● not widely advertised ● all residents should have been notified ● not everyone has computer access ● online portal is very difficult to use ● not allowed enough time ● local councillors should have canvassed views ● document too full of "council speak" ● there should be a consultation with all the owners and occupiers of the retail sector of Harrogate. 	235, 290, 47, 111, 196, 199, 129, 130, 225, 345, 157, 269, 177, 180, 240, 212, 308	<p>Disagree. The consultation on the town centre strategy and masterplan was publicised in the local press, on the radio, social media and by letter and e-mail to stakeholders, businesses and local residents.</p> <p>A six week consultation period meets with government regulations and is considered sufficient time to enable people to review the document and make a response.</p> <p>Public drop in events and a two week exhibition were organised in the town centre so that people could view the strategy and masterplan proposals and speak to council officers.</p> <p>Whilst people were encouraged to respond online, responses sent in via letter and e-mail were still accepted.</p>
Harrogate needs a Civic Centre accessible to all in the centre of town.	22	Noted.

3 Draft Strategy and Masterplan - Summary of Key Issues

Vision and Strategic Objectives General Comments: If you have any further comments you wish to make on the vision and strategic objectives please make them below.		
Key Issues	Comment ID	HBC Response
Agree with the 'Enhance Growth' option.	213	Agree.
Instead of trying to change Harrogate, just make improvements for the elderly e.g shop access.	266	Noted. The strategy and masterplan proposals are intended to assist the overall economic prospects of the town and ensure that it can compete with rival destinations both now and in the future.
Support pedestrianisation in the town.	30, 92	Agree.
Disagree with pedestrianisation in the town.	285, 227, 154, 184, 247	<p>Noted. The pedestrianisation proposals contained in the draft strategy and masterplan are part of a package of projects aimed at improving economic prospects of the town and ensuring that it continues to compete with rival destinations both now and in the future.</p> <p>However, in view of the comments received during the consultation it is recommended that the proposed public realm improvements to existing pedestrianised areas are prioritised first and then rolled out to other streets. This will allow more time to assess the potential impact of pedestrianisation proposals on</p>

Draft Strategy and Masterplan - Summary of Key Issues 3

Vision and Strategic Objectives General Comments: If you have any further comments you wish to make on the vision and strategic objectives please make them below.		
Key Issues	Comment ID	HBC Response
		<p>traffic movements, parking and local businesses, and for engagement with relevant stakeholders.</p> <p>Recommended change:</p> <p>Page 45 - Reschedule the James Street/Princes Street project to take place after the proposed works to Oxford Street/Cambridge Street and Parliament Street/Cheltenham Parade.</p>
Harrogate needs a ring road and better bus services.	46, 92, 114	<p>Noted. The need for a relief road is being investigated by North Yorkshire Council alongside traffic modelling work being undertaken as part of the evidence base to the emerging Local Plan. This work that will identify what changes to the road network are required to accommodate growth on the highway network over the plan period and will in turn inform the development of masterplan projects.</p>
General support for the masterplan and the objectives.	287, 208, 227, 281, 353, 220 (HE)	Noted.

3 Draft Strategy and Masterplan - Summary of Key Issues

Vision and Strategic Objectives General Comments: If you have any further comments you wish to make on the vision and strategic objectives please make them below.		
Key Issues	Comment ID	HBC Response
Must ensure that good quality materials are used if any of the schemes are carried out	287	Agree. The town centre design principles set out in the draft strategy and masterplan encourage the use of high quality traditional materials in new development and public realm improvements (including street furniture and signage).
Disagree with the masterplan: <ul style="list-style-type: none"> ● waste of public money ● misguided ● cause disruption to businesses ● plans only benefit tourists not residents 	273, 339, 274, 277, 253, 125, 131, 321, 243, 327	<p>Disagree. These proposals are intended to assist the overall economic prospects of the town and ensure that it can compete with rival destinations both now and in the future. All projects will be carefully planned and scrutinised to ensure that funds are spent efficiently.</p> <p>All construction work creates disruption. However, projects will be planned and managed to minimise any disruption caused to businesses and residents.</p> <p>The Council will seek to work with all relevant stakeholders, including the public where appropriate, in developing and delivering projects. Further analysis of the</p>

Draft Strategy and Masterplan - Summary of Key Issues 3

Vision and Strategic Objectives General Comments: If you have any further comments you wish to make on the vision and strategic objectives please make them below.		
Key Issues	Comment ID	HBC Response
		risks and mitigation required will be undertaken where appropriate and necessary in developing projects. Residents will benefit equally from the masterplan proposals.
Discrepancies on the maps: <ul style="list-style-type: none"> dashed green line with arrows on Parliament St is not explained red asterisks need explanation what are the 3 dots below the one on Cheltenham Parade 	72	Noted. These comments will be considered and addressed where necessary in the final strategy and masterplan document.
Redevelopment of the train station should be top priority.	92	Agree. The Transport Hub project is identified as a high priority in the draft strategy and masterplan.
There is a need for a family-orientated facility in the town.	92	Agree. The Baseline Report prepared to inform the strategy and masterplan highlighted that Harrogate lacks a key attraction, particularly from the perspective of a family friendly wet weather venue. The draft strategy and masterplan identifies a

3 Draft Strategy and Masterplan - Summary of Key Issues

Vision and Strategic Objectives - General Comments: If you have any further comments you wish to make on the vision and strategic objectives please make them below.		
Key Issues	Comment ID	HBC Response
An area for a regular market would benefit the town.	92, 29	number of locations where a family-orientated facility could be provided. Agree. The draft strategy and masterplan identifies opportunities to create range of spaces for outdoor events, including the potential to host markets, to complement and expand existing events programmes and enable the integration of shopping activity and entertainment.
Option 2 is unclear and woolly. What does "diversify the town centre's offer" actually mean ?	329	Noted. This means that proposals under this strategic option will seek to expand what the town centre has to offer to residents and visitors (e.g. through the provision of a all-weather family friendly attraction that is currently lacking in the town).
Traffic congestion in the town as a whole needs sorting before the town centre.	227, 161, 175	Noted. As part of the evidence base to the emerging Local Plan the Council is undertaking traffic modelling work that will identify what changes to the road network are required to accommodate growth on the highway network over the plan period, and will in turn inform the development of

Draft Strategy and Masterplan - Summary of Key Issues 3

Vision and Strategic Objectives General Comments: If you have any further comments you wish to make on the vision and strategic objectives please make them below.		
Key Issues	Comment ID	HBC Response
Need for more everyday, budget stores.	221	masterplan projects. This will take into account current volume of traffic and assumed future growth. Noted.

Table 3.3 Summary of Key Issues: Vision and Strategic Objectives - General Comments

3 Draft Strategy and Masterplan - Summary of Key Issues

Public Realm Strategy The public realm strategy seeks to respond to Strategic Objectives 1, 2 and 3 and can be read on pages 20-22 of the document. Do you have any comments to make on the public realm strategy?		
Key Issues	Comment ID	HBC Response
<p>Support the pedestrianisation of James Street and Princes Street:</p> <ul style="list-style-type: none"> ● give pedestrians and cyclists more space ● create better, safer environment ● reduces pollution ● must make sure doesn't impact on other roads in the town centre 	19, 31, 21, 230	<p>Agree. Whilst James Street has successfully evolved into Harrogate's premier shopping street the quality of the public realm and the streets ability to act as a key pedestrian route is compromised by visual clutter (mainly created by on-street clutter) and relatively narrow pavements. The comments raised during consultation will be considered when drawing up project designs.</p> <p>However, in view of the comments received during the consultation it is recommended that the proposed public realm improvements to existing pedestrianised areas are prioritised first and then rolled out to other streets. This will allow more time to assess the potential impact of pedestrianisation proposals on traffic movements, parking and local businesses, and for engagement with relevant stakeholders.</p> <p>Recommended change:</p>

Draft Strategy and Masterplan - Summary of Key Issues 3

Public Realm Strategy The public realm strategy seeks to respond to Strategic Objectives 1, 2 and 3 and can be read on pages 20-22 of the document. Do you have any comments to make on the public realm strategy?		HBC Response
Key Issues	Comment ID	
Could James Street have on-street parking removed, but still allow through traffic?	55	<p>Page 45 - Reschedule the James Street/Princes Street project to take place after the proposed works to Oxford Street/Cambridge Street and Parliament Street/Cheltenham Parade.</p> <p>Noted. The draft strategy and masterplan recognises that the implementation of this project will be subject to the findings of modelling work that will consider the implications of these changes on the movement of traffic within the town centre. Should this work demonstrate that the full pedestrianisation of James Street is unfeasible the Council will consider the other options explored during the development of the draft strategy and masterplan as alternatives, namely partial pedestrianisation and pavement widening.</p> <p>In view of the comments received during the consultation it is recommended that the proposed public realm improvements to existing pedestrianised areas are</p>

3 Draft Strategy and Masterplan - Summary of Key Issues

Public Realm Strategy The public realm strategy seeks to respond to Strategic Objectives 1, 2 and 3 and can be read on pages 20-22 of the document. Do you have any comments to make on the public realm strategy?		
Key Issues	Comment ID	HBC Response
Oxford Street needs improving as one side has thriving shops and the other side has backs of shops and imposing walls.	55	<p>prioritised first and then rolled out to other streets. This will allow more time to assess the potential impact of pedestrianisation proposals on traffic movements, parking and local businesses, and for engagement with relevant stakeholders.</p> <p>Recommended change:</p> <p>Page 45 - Reschedule the James Street/Princes Street project to take place after the proposed works to Oxford Street/Cambridge Street and Parliament Street/Cheiltenham Parade.</p> <p>Noted. The proposal to make improvements to the public realm in Oxford Street will seek to address this issue through good design, materials and reconsidering how people use the street.</p>

Draft Strategy and Masterplan - Summary of Key Issues 3

Public Realm Strategy The public realm strategy seeks to respond to Strategic Objectives 1, 2 and 3 and can be read on pages 20-22 of the document. Do you have any comments to make on the public realm strategy?		
Key Issues	Comment ID	HBC Response
		The Council will contact operators on the south side of the street to discuss the possibility of reopening entrances onto Oxford Street and creating a more active frontage onto the street.
Support the creation of opportunities for cultural activities.	37	Agree.
Support projects that improve the ambience of streets and more planting, street furniture, cycle racks, market and performance space should be generally encouraged.	48, 198, 185	Agree.
Disagree with the pedestrianisation of James Street/Princess Street: <ul style="list-style-type: none"> businesses rely on shoppers having on-street parking would create a ghost town increase anti-social behaviour push congestion onto other roads impact on disabled people learn lessons from Oxford Street 	284, 48, 275, 198, 117, 280, 291, 144, 150, 159, 169, 278, 179, 185, 322, 239, 309, 294, 295, 254, 306, 340	Noted. Whilst James Street has successfully evolved into Harrogate's premier shopping street the quality of the public realm and the streets ability to act as a key pedestrian route is compromised by visual clutter (mainly created by on-street clutter) and relatively narrow pavements.

3 Draft Strategy and Masterplan - Summary of Key Issues

Public Realm Strategy The public realm strategy seeks to respond to Strategic Objectives 1, 2 and 3 and can be read on pages 20-22 of the document. Do you have any comments to make on the public realm strategy?		
Key Issues	Comment ID	HBC Response
<ul style="list-style-type: none"> plan for residents not just tourists presence of cars gives the street vitality has the council considered shared space 		<p>The draft strategy and masterplan recognises that the implementation of this project will be subject to the findings of modelling work that will consider the implications of these changes on the movement of traffic within the town centre. Should this work demonstrate that the full pedestrianisation of James Street is unfeasible the Council will consider the other options explored during the development of the draft strategy and masterplan as alternatives, namely partial pedestrianisation and pavement widening.</p> <p>The Council will seek to work with all relevant stakeholders in developing and delivering projects. The comments raised during consultation will be considered when drawing up project designs.</p> <p>In view of the comments received during the consultation it is recommended that the proposed public realm improvements to existing pedestrianised areas are prioritised first and then rolled out to other</p>

Draft Strategy and Masterplan - Summary of Key Issues 3

Public Realm Strategy The public realm strategy seeks to respond to Strategic Objectives 1, 2 and 3 and can be read on pages 20-22 of the document. Do you have any comments to make on the public realm strategy?		HBC Response
Key Issues	Comment ID	
		<p>streets. This will allow more time to assess the potential impact of pedestrianisation proposals on traffic movements, parking and local businesses, and for engagement with relevant stakeholders.</p> <p>Recommended change:</p> <p>Page 45 - Reschedule the James Street/Princes Street project to take place after the proposed works to Oxford Street/Cambridge Street and Parliament Street/Cheiltenham Parade.</p>
Opposed to the use of public money for these projects that will not benefit the town.	126, 272, 166	Disagree. The strategy and masterplan proposals are intended to assist the overall economic prospects of the town and ensure that it can compete with rival destinations both now and in the future. All projects will be carefully planned and scrutinised to ensure that funds are spent efficiently.
Too much paving is envisaged at the expense of 'green areas'.	73	Noted. This matter will be considered when drawing up project designs.

3 Draft Strategy and Masterplan - Summary of Key Issues

Public Realm Strategy The public realm strategy seeks to respond to Strategic Objectives 1, 2 and 3 and can be read on pages 20-22 of the document. Do you have any comments to make on the public realm strategy?		
Key Issues	Comment ID	HBC Response
James Street, Princes Square and the Cenotaph are the best parts of the town so don't need improvement - direct attention to the bus station instead.	280	<p>Noted. In view of the comments received during the consultation it is recommended that the proposed public realm improvements to existing pedestrianised areas are prioritised first and then rolled out to other streets. This will allow more time to assess the potential impact of pedestrianisation proposals on traffic movements, parking and local businesses, and for engagement with relevant stakeholders.</p> <p>Recommended change:</p> <p>Page 45 - Reschedule the James Street/Princes Street project to take place after the proposed works to Oxford Street/Cambridge Street and Parliament Street/Cheltenham Parade.</p>
Support the proposals for Prospect Gardens: <ul style="list-style-type: none"> welcome the larger pavements and better crossings on Parliament Street 	55, 283	Agree.

Draft Strategy and Masterplan - Summary of Key Issues 3

Public Realm Strategy The public realm strategy seeks to respond to Strategic Objectives 1, 2 and 3 and can be read on pages 20-22 of the document. Do you have any comments to make on the public realm strategy?		
Key Issues	Comment ID	HBC Response
<p>Disagree with the proposals for Prospect Gardens:</p> <ul style="list-style-type: none"> ● loss of beautiful garden ● outside dining inappropriate because of the climate ● does the traffic really inhibit the pedestrian flow ? ● people need access to the shops around the Cenotaph ● disagree with the pedestrianisation ● not sure money is being well spent here 	<p>21, 342, 48, 197, 198, 117, 133, 271, 223, 236, 309</p>	<p>Noted. However, there are opportunities to enhance the role of the Cenotaph area as as the focal point of the town centre, improve links between the town's centre's retail core and the Montpellier Quarter, and enhance the interface between the town centre and the Stray.</p> <p>The illustrations shown in the draft strategy and masterplan are indicative only. The detailed designs for projects will be drawn up in consultation with relevant stakeholders. The comments raised during consultation will be considered when drawing up project designs.</p> <p>All projects will be carefully planned and scrutinised to ensure that public funds are spent efficiently and where their will be recognisable benefits.</p>
<p>A "Harrogate Building Code" should be incorporated into the strategy to establish materials, height, scale and character.</p>	<p>21</p>	<p>Noted. The draft strategy and masterplan sets out a number of town centre design principles that should be applied to new development within the centre.</p>

3 Draft Strategy and Masterplan - Summary of Key Issues

Public Realm Strategy The public realm strategy seeks to respond to Strategic Objectives 1, 2 and 3 and can be read on pages 20-22 of the document. Do you have any comments to make on the public realm strategy?		
Key Issues	Comment ID	HBC Response
St Peters Church should be consulted and kept informed at all future stages in the process.	261	Agree. The Council will seek to work with all relevant stakeholders in developing and delivering projects.
The proposals set out in the consultation document do not incorporate all of the improvements required to secure the necessary uplift to the town centre.	330	Noted.
Better signage to multi-storey car parks and toilets should be provided.	150	Noted. This matter will be considered when bringing forward masterplan projects.
The train station should be improved.	150	Agree. The Council will be working in partnership with North Yorkshire County Council and other interested parties to develop a more detailed masterplan for the Transport Hub project.

Table 3.4 Summary of Key Issues: Public Realm Strategy

Draft Strategy and Masterplan - Summary of Key Issues 3

Visitor Strategy: The visitor strategy will help to deliver Strategic Objectives 3 and 4 and can be read on page 23 of the document. Do you have any comments to make on the visitor strategy?		HBC Response
Key Issues	Comment ID	
The town needs more activities for families/teenagers.	268, 283, 356, 230	Agree. The Baseline Report prepared to inform the strategy and masterplan highlighted that Harrogate lacks a key attraction, particularly from the perspective of a family friendly wet weather venue. The draft strategy and masterplan proposals identify a number of opportunities for increasing and improving visitor attractions, such as at the HIC.
Support for the Royal Hall Restoration Trusts plans: <ul style="list-style-type: none"> improve the Halls setting 	21, 73	Noted. The Royal Hall Restoration Trust have unveiled their own vision document for Crescent Gardens , taking in the Royal Hall and its surrounds. The Council wishes to work with the Royal Hall Restoration Trust and other relevant stakeholders in shaping the future of this part of the town.
The redevelopment of Crescent Gardens: <ul style="list-style-type: none"> should reflect surrounding buildings would not necessarily be enhanced by a conversion to a hotel Crescent Gardens should remain as Council offices 	21, 86, 96, 300	Noted. The Council has decided as part of its accommodation strategy to release Crescent Gardens in order to consolidate into a new office building on the Knapping Mount site. The draft strategy and masterplan identifies a range of potential uses that could be accommodated within

3 Draft Strategy and Masterplan - Summary of Key Issues

Visitor Strategy: The visitor strategy will help to deliver Strategic Objectives 3 and 4 and can be read on page 23 of the document. Do you have any comments to make on the visitor strategy?		
Key Issues	Comment ID	HBC Response
		Crescent Gardens. A change of use to this building would require planning permission, at which stage proposals would be open to public scrutiny, and there would be an opportunity for the public to submit their views.
Support the redevelopment of Crescent Gardens.	48	Agree.
Support improvements to the HIC: <ul style="list-style-type: none"> improve servicing arrangements provide a new all weather visitor attraction needs to offer more to residents 	48, 73, 133, 230	<p>Agree. The Harrogate International Centre is to develop a new masterplan for the conference and exhibition centre.</p> <p>The Baseline Report prepared to inform the strategy and masterplan highlighted that Harrogate lacks a key attraction, particularly from the perspective of a family friendly wet weather venue.</p> <p>The comments raised during consultation will be considered when drawing together the masterplan.</p>

Draft Strategy and Masterplan - Summary of Key Issues 3

Visitor Strategy: The visitor strategy will help to deliver Strategic Objectives 3 and 4 and can be read on page 23 of the document. Do you have any comments to make on the visitor strategy?		
Key Issues	Comment ID	HBC Response
Tourism is important and needs to be supported.	286, 355	Agree. The strategy and masterplan proposals are intended to assist the overall economic prospects of the town and ensure that it can compete with rival destinations both now and in the future. The document recognises the importance of tourism to the town and district's economy.
Expecting to be able to park in the town centre is outdated and unrealistic.	31	Noted.
Support an improved transport hub.	48, 73, 300	Agree. The Council will be working in partnership with North Yorkshire County Council and other interested parties to develop a more detailed masterplan for the Transport Hub project.
We need more discount stores in the town.	262	Noted.
Toilets in the town centre need addressing: <ul style="list-style-type: none"> retention, re-instatement or new facilities 	73, 254	Noted. This matter will be considered when bringing forward masterplan projects.

3 Draft Strategy and Masterplan - Summary of Key Issues

Visitor Strategy: The visitor strategy will help to deliver Strategic Objectives 3 and 4 and can be read on page 23 of the document. Do you have any comments to make on the visitor strategy?		
Key Issues	Comment ID	HBC Response
<p>Leisure facilities at Station Avenue:</p> <ul style="list-style-type: none"> • must not result in the loss of car parking • must take account of the listed cinema building • support plans for all weather/family attractions along Station Avenue. 	73, 230	<p>Noted. As a result of the concerns raised by residents and the Citizens Advice Bureau regarding a development of this site, and the availability of potential alternative sites in the town centre for leisure development (i.e. HIC Hall Q and Dragon Road), it is recommended that the Station Avenue project is removed from the masterplan.</p> <p>This would not preclude a development proposal coming forward on this site in the future. However, any development proposal should take into account the concerns raised during this consultation.</p> <p>Recommended change:</p> <p>Pages 23, 26, 38 & 44-46 - Delete page 38 and remove all other references to the Station Avenue project from the strategy and masterplan.</p>

Draft Strategy and Masterplan - Summary of Key Issues 3

Visitor Strategy: The visitor strategy will help to deliver Strategic Objectives 3 and 4 and can be read on page 23 of the document. Do you have any comments to make on the visitor strategy?		
Key Issues	Comment ID	HBC Response
The Tourist Information Centre is in the wrong place. A new manned facility should be located in or near to the transport hub or Victoria Centre.	86, 198, 218	Noted. This matter will be considered when bringing forward masterplan projects.
All weather attractions can be found throughout the area, Harrogate does not need one.	335	Noted. Whilst there are already all-weather attractions in Harrogate and the surrounding area the Baseline Report prepared to inform the strategy and masterplan highlighted that Harrogate lacks a key attraction, particularly from the perspective of a family friendly wet weather venue. Certainly in comparison with Leeds and York, Harrogate has nothing to rival Jorvik, the Chocolate Stories or the Royal Armouries.
The area around the Cenotaph should not be turned into a space for outside events.	335	Noted. However, there are opportunities to enhance the role of the Cenotaph as as the focal point of the town centre, improve links between the town's centre's retail core and the Montpellier Quarter, and enhance the interface between the town centre and the Stray.

3 Draft Strategy and Masterplan - Summary of Key Issues

Visitor Strategy: The visitor strategy will help to deliver Strategic Objectives 3 and 4 and can be read on page 23 of the document. Do you have any comments to make on the visitor strategy?		
Key Issues	Comment ID	HBC Response
More cycle routes and facilities should be provided in the town.	97	<p>The draft strategy and masterplan identifies opportunities to create number of spaces for outdoor events to complement and expand existing events programmes and enable the integration of shopping activity and entertainment.</p> <p>The illustrations shown in the draft strategy and masterplan are indicative only. The detailed designs for projects will be drawn up in consultation with relevant stakeholders. The comments raised during consultation will be considered when drawing up project designs.</p> <p>Agree. A number of the projects contained within the strategy and masterplan provide an opportunity to improve cycle infrastructure in the town and improved connections between existing recognised routes and town centre facilities, particularly the train and bus stations. The Council will continue to work as part of the Harrogate Cycle Forum to deliver the</p>

Draft Strategy and Masterplan - Summary of Key Issues 3

Visitor Strategy: The visitor strategy will help to deliver Strategic Objectives 3 and 4 and can be read on page 23 of the document. Do you have any comments to make on the visitor strategy?		
Key Issues	Comment ID	HBC Response
		<p>schemes set out in the Cycling Delivery Plan, a number of which relate to masterplan projects.</p> <p>The town centre design principles encourage new developments to incorporate dedicated facilities for cyclists such as cycle parking facilities, storage and signage where appropriate.</p>
<p>The strategy should give support to other facilities or initiatives that are important for business tourism (e.g. conference facilities in hotels).</p>	330	<p>Noted. There are already local and national planning policies in place that effectively managed the development/expansion of facilities that support business tourism.</p>
<p>Welcome proposals for new spaces for outdoor events:</p> <ul style="list-style-type: none"> ● extend to include street cafes ● is there scope for open markets in Harrogate? 	330, 355, 169, 160	<p>Agree. The draft strategy and masterplan identifies opportunities to create number of spaces for outdoor events to complement and expand existing events programmes and enable the integration of shopping activity and entertainment.</p>

3 Draft Strategy and Masterplan - Summary of Key Issues

Visitor Strategy: The visitor strategy will help to deliver Strategic Objectives 3 and 4 and can be read on page 23 of the document. Do you have any comments to make on the visitor strategy?		
Key Issues	Comment ID	HBC Response
The strategy should not just be about visitors to the town but should be for residents also.	198, 117, 156, 187	Agree. The strategy and masterplan has been drawn up with that in mind. Residents will also benefit from the masterplan proposals.
More should be made of Harrogate being a spa town.	300	Agree. The draft strategy and masterplan identifies a number of opportunities to build on the towns historic spa heritage, including the potential for spa facilities within a new hotel at Crescent Gardens, as part of a themed visitor attraction in underused space in the HIC and reflected in the design of the proposed public realm improvements.
Waste of public money.	126	Disagree. These proposals are intended to assist the overall economic prospects of the town and ensure that it can compete with rival destinations both now and in the future. All projects will be carefully planned and scrutinised to ensure that funds are spent efficiently.
People need to be able to park:	133, 156, 159, 185	Noted. It is important to ensure a good level of access and parking provision for those wishing to come to Harrogate by car

Draft Strategy and Masterplan - Summary of Key Issues 3

Visitor Strategy: The visitor strategy will help to deliver Strategic Objectives 3 and 4 and can be read on page 23 of the document. Do you have any comments to make on the visitor strategy?		HBC Response
Key Issues	Comment ID	
<ul style="list-style-type: none"> the strategy conflicts with what people say they want - cheaper and better parking the majority of people travel by car 		<p>and it is also important to ensure good access by walking, cycling and public transport.</p> <p>The Council, together with North Yorkshire County Council, will review the on and off-street parking regime to ensure the efficient use of these facilities. This review will look at supply and demand of the town centre car parks and on street parking to ensure an appropriate level of parking is provided in the town.</p>
<p>We need to do more to attract and promote independent retailers:</p> <ul style="list-style-type: none"> provide smaller, more affordable retail units 	218, 230, 236	<p>Agree. One feature of Harrogate town centre is the number, strength and quality of the independent retailers. This is recognised in the draft strategy and masterplan as one of the centres assets. This matter will be considered when bringing forward masterplan projects.</p> <p>Recommended change:</p> <p>Page 25, add the following text at the end of the Controlling the Mix of Uses section:</p>

3 Draft Strategy and Masterplan - Summary of Key Issues

Visitor Strategy: The visitor strategy will help to deliver Strategic Objectives 3 and 4 and can be read on page 23 of the document. Do you have any comments to make on the visitor strategy?		
Key Issues	Comment ID	HBC Response
Pedestrianisation together with reduced and more expensive parking will damage the town.	242	<p>'In order to support the town's strong independent sector, and provide suitable space for new business start-ups, the Council will encourage developers to provide a mix of unit sizes, including smaller units, in new retail and leisure developments in the town centre.'</p> <p>Disagree. The Council, together with North Yorkshire County Council, will review the on and off-street parking regime to ensure the efficient use of these facilities.</p> <p>The Council will seek to work with all relevant stakeholders in developing and delivering projects. This will include engagement on the details and design of public realm improvement projects to ensure that parking and servicing arrangements are appropriate and the needs of vulnerable groups are met.</p>

Draft Strategy and Masterplan - Summary of Key Issues 3

Visitor Strategy: The visitor strategy will help to deliver Strategic Objectives 3 and 4 and can be read on page 23 of the document. Do you have any comments to make on the visitor strategy?		
Key Issues	Comment ID	HBC Response
<p>There needs to be less focus on eating and drinking:</p> <ul style="list-style-type: none"> opportunities for al fresco dining are restricted by weather 	254, 295	<p>Disagree. The Harrogate Retail Study prepared as part of the evidence base to the Local Plan highlighted that Harrogate town is currently a vital an viable centre with a healthy mix of retail, leisure and other supporting facilities.</p> <p>The strategy and masterplan proposals seek to create spaces that have the flexibility to hold events and offer the opportunity to offer al fresco dining that would complement the existing retail activity in the town centre. It is not expected that this activity will occur all year round, although there are already numerous examples in the town where this already occurs (including establishments on James Street, Montpellier Hill, Station Square and Commercial Street, Cafe Nero and Starbucks on Cambridge Street, Harrogate Brasserie and North Bar on Cheltenham Parade, and Baltzersens on Oxford Street).</p>

3 Draft Strategy and Masterplan - Summary of Key Issues

Visitor Strategy: The visitor strategy will help to deliver Strategic Objectives 3 and 4 and can be read on page 23 of the document. Do you have any comments to make on the visitor strategy?		
Key Issues	Comment ID	HBC Response
The theme of water and green areas is welcome.	254	Agree.

Table 3.5 Summary of Key Issues: Visitor Strategy

Draft Strategy and Masterplan - Summary of Key Issues 3

Movement Strategy: The movement strategy seeks to respond to Strategic Objectives 2 and 5 and can be read on page 24 of the document. Do you have any comments to make on the movement strategy?		
Key Issues	Comment ID	HBC Response
<p>Object to the closure and pedestrianisation of James Street:</p> <ul style="list-style-type: none"> an alternative east west route must be provided. 	3	<p>Noted. Whilst James Street has successfully evolved into Harrogate's premier shopping street the quality of the public realm and the streets ability to act as a key pedestrian route is compromised by visual clutter (mainly created by on-street clutter) and relatively narrow pavements.</p> <p>The draft strategy and masterplan recognises that the implementation of this project will be subject to the findings of modelling work that will consider the implications of these changes on the movement of traffic within the town centre. Should this work demonstrate that the full pedestrianisation of James Street is unfeasible the Council will consider the other options explored during the development of the draft strategy and masterplan as alternatives, namely partial pedestrianisation and pavement widening.</p>

3 Draft Strategy and Masterplan - Summary of Key Issues

Movement Strategy: The movement strategy seeks to respond to Strategic Objectives 2 and 5 and can be read on page 24 of the document. Do you have any comments to make on the movement strategy?		
Key Issues	Comment ID	HBC Response
		<p>The Council will seek to work with all relevant stakeholders in developing and delivering projects. The comments raised during consultation will be considered when drawing up project designs.</p> <p>In view of the comments received during the consultation it is recommended that the proposed public realm improvements to existing pedestrianised areas are prioritised first and then rolled out to other streets. This will allow more time to assess the potential impact of pedestrianisation proposals on traffic movements, parking and local businesses, and for engagement with relevant stakeholders.</p> <p>Recommended change:</p> <p>Page 45 - Reschedule the James Street/Princes Street project to take place after the proposed works to Oxford Street/Cambridge Street and Parliament Street/Cheltenham Parade.</p>

Draft Strategy and Masterplan - Summary of Key Issues 3

Movement Strategy: The movement strategy seeks to respond to Strategic Objectives 2 and 5 and can be read on page 24 of the document. Do you have any comments to make on the movement strategy?		HBC Response
Key Issues	Comment ID	
The foot bridge between the Victoria Shopping centre to the car park remain unfinished. This needs completing.	280	Noted. This issue will be looked at in developing plans for the Transport Hub project.
A lot of the time it is unnecessary for people to access the town by car.	20, 31	Agree. The projects under the movement strategy and public realm strategy seek to improve and promote sustainable transport options making them a more attractive and viable alternative to the car.
Support initiatives for cycling: <ul style="list-style-type: none"> safe and segregated cycle routes are needed to persuade people to cycle create dual use on the centres wide pavements new cycling signs are welcome Close Coach Road to cars and use as a cycle way 	20, 97, 150, 156	Agree. A number of the projects contained within the strategy and masterplan provide an opportunity to improve cycle infrastructure in the town and improved connections between existing recognised routes and town centre facilities, particularly the train and bus stations. The Council will continue to work as part of the Harrogate Cycle Forum to deliver the schemes set out in the Cycling Delivery Plan , a number of which relate to masterplan projects.

3 Draft Strategy and Masterplan - Summary of Key Issues

Movement Strategy: The movement strategy seeks to respond to Strategic Objectives 2 and 5 and can be read on page 24 of the document. Do you have any comments to make on the movement strategy?		
Key Issues	Comment ID	HBC Response
<p>Support the transport hub project:</p> <ul style="list-style-type: none"> this should be the number one priority how will you persuade the landowners and private developers? a brief should be prepared urgently redevelop both the bus and train stations this should not be dependent on the upgrading of the railway line 	21, 55, 73, 86, 210, 300	<p>The town centre design principles encourage new developments to incorporate dedicated facilities for cyclists such as cycle parking facilities, storage and signage where appropriate.</p> <p>Agree. The Council will be working in partnership with North Yorkshire County Council and other interested parties to develop a more detailed masterplan for the Transport Hub project.</p>
<p>Improve the frequency/quality of bus services into the town:</p> <ul style="list-style-type: none"> work with bus companies consider more radical alternatives e.g. franchising 	31, 86, 97, 203	<p>Noted. The Council will continue to work with North Yorkshire County Council and transport operators and seek to influence the quality and frequency of services.</p>

Draft Strategy and Masterplan - Summary of Key Issues 3

Movement Strategy: The movement strategy seeks to respond to Strategic Objectives 2 and 5 and can be read on page 24 of the document. Do you have any comments to make on the movement strategy?		HBC Response
Key Issues	Comment ID	
<p>It is unrealistic to think that the strategy will encourage a modal shift to walking, cycling and the use of public transport:</p> <ul style="list-style-type: none"> the layout of the town centre will remain unchanged no part of the town will be any more convenient that is already is the topography of the town does not make it attractive to cyclists the bus services are being cut 	330	<p>Noted. The projects under the movement strategy and public realm strategy seek to improve and promote sustainable transport options making them a more attractive and viable alternative to the car.</p>
<p>Opposed to the removal of town centre car parking:</p> <ul style="list-style-type: none"> use of multi-storey car parks for short stays is unattractive there is no indication of the total spaces to be lost 	207, 203, 133, 150, 348, 160	<p>Noted. The Council, together with North Yorkshire County Council, will review the on and off-street parking regime to ensure the efficient use of these facilities.</p> <p>The Council will seek to work with all relevant stakeholders in developing and delivering projects. This will include engagement on the details and design of public realm improvement projects to ensure that parking and servicing arrangements are appropriate and the needs of vulnerable groups are met.</p>

3 Draft Strategy and Masterplan - Summary of Key Issues

Movement Strategy: The movement strategy seeks to respond to Strategic Objectives 2 and 5 and can be read on page 24 of the document. Do you have any comments to make on the movement strategy?		HBC Response
Key Issues	Comment ID	
<p>Car parking arrangements:</p> <ul style="list-style-type: none"> introduce disc parking on Coach Road more parking would need to be provided to compensate for any lost disabled parking spaces should remain close to the shops update the methods by which people can pay for parking 	31, 55, 150	<p>Noted. The Council, together with North Yorkshire County Council, will review the on and off-street parking regime to ensure the efficient use of these facilities. These suggestions will be considered in undertaking this review and when bringing forward masterplan projects.</p>
<p>Consider introducing park and ride scheme again.</p>	31, 55, 292, 203, 187	<p>Noted. As stated in the masterplan document, the Council will continue to review opportunities to provide park and ride facilities for the town centre, and in particular any opportunities associated with the upgrading of railway infrastructure.</p>
<p>Support a signage strategy:</p> <ul style="list-style-type: none"> clear town centre signage is important it would make a positive contribution to the appearance of the town centre identify opportunities to remove signs as there is too much clutter in certain areas 	48, 330, 150	<p>Agree. It is intended that improved signage would be provided as part of the public realm improvements across the town and as part of the movement projects set out in the strategy and masterplan (building on the Open Harrogate wayfinding work undertaken by North Yorkshire County Council through the Local Sustainable Transport Fund).</p>

Draft Strategy and Masterplan - Summary of Key Issues 3

Movement Strategy: The movement strategy seeks to respond to Strategic Objectives 2 and 5 and can be read on page 24 of the document. Do you have any comments to make on the movement strategy?		HBC Response
Key Issues	Comment ID	
The traffic issues of the whole town need to be addressed before changes any changes are made in the town centre.	48, 55, 203, 348	Noted. As part of the evidence base to the emerging Local Plan the Council is undertaking traffic modelling work that will identify what changes to the road network are required to accommodate growth on the highway network over the plan period, and will in turn inform the development of masterplan projects.
The plans appear to show Parliament Street being pedestrianised and traffic being rerouted down Montpellier.	119, 126, 159, 160, 259	Noted. The strategy does not propose to pedestrianise Parliament Street and direct all traffic down Montpellier. The only Streets where pedestrianisation is being considered are James Street, Princes Street, Montpellier Parade and Cambridge Crescent. Recommended change: Page 19 - Amend the masterplan context plan to correct the depiction of the one-way vehicular circular route around the town centre.

3 Draft Strategy and Masterplan - Summary of Key Issues

Movement Strategy: The movement strategy seeks to respond to Strategic Objectives 2 and 5 and can be read on page 24 of the document. Do you have any comments to make on the movement strategy?		
Key Issues	Comment ID	HBC Response
<p>Traffic movement:</p> <ul style="list-style-type: none"> there are too many traffic lights and they are out of sync which each other there must be a way to have cars moving in both directions through the town the existing system encourages faster traffic speeds 	355, 259	Noted. North Yorkshire County Council will be involved in developing any of the projects that may have an impact on the road network.
The town needs bypass.	187	Noted. The need for a relief road is being investigated by North Yorkshire Council alongside traffic modelling work being undertaken as part of the evidence base to the emerging Local Plan.
The centre needs electric car charging points.	289	Noted. The Council recognises the importance of having a suitable network of charging points, and that Harrogate Town Centre is likely to be a key focus for future demand for electric power for cars. Work is due to be undertaken in due course to assess the potential of a range of sites across Harrogate Town Centre and the wider district to deliver charging infrastructure.

Draft Strategy and Masterplan - Summary of Key Issues 3

Movement Strategy: The movement strategy seeks to respond to Strategic Objectives 2 and 5 and can be read on page 24 of the document. Do you have any comments to make on the movement strategy?		HBC Response
Key Issues	Comment ID	
<p>Support improving connections between key destinations across the town centre:</p> <ul style="list-style-type: none"> ● between the station and the town centre across Station Parade and Station Square ● consider introducing a trolley bus to link the lower (HIC, Valley Gardens) and higher (railway station, shops) levels of the town ● perhaps use overhead walkways in the area of the HIC ● introduce a Council operated hop-on hop-off tour bus covering Harrogate, Knaresborough and Ripon. 	73, 228, 292, 330, 160	<p>Noted. The draft strategy and masterplan projects propose a number of measures that would help to improve connections between key destinations across the town centre. The measures suggested will be considered when drawing up project designs.</p>
<p>The movement strategy would produce no significant benefit and would be a waste of money.</p>	126	<p>Disagree. The strategy and masterplan proposals are intended to assist the overall economic prospects of the town and ensure that it can compete with rival destinations both now and in the future. All projects will be carefully planned and scrutinised to ensure that funds are spent efficiently.</p>

Table 3.6 Summary of Key Issues: Movement Strategy

3 Draft Strategy and Masterplan - Summary of Key Issues

Town Centre Management Strategy: If you wish to make any comments on the town centre management strategy please make them below.		
Key Issues	Comment ID	HBC Response
Every new retail and commercial development should attain secured by design accreditation. Design and access statements should make clear how crime and the fear of crime has been considered.	23	Noted. The Council will consider the need to introduce such a requirement in drafting development management policies for the emerging Local Plan .
Harrogate has too many restaurant and bars: <ul style="list-style-type: none"> they cause crime in the evenings. 	268, 31	Noted. The Harrogate Retail Study prepared as part of the evidence base to the Local Plan highlighted that Harrogate town is currently a vital an viable centre with a healthy mix of retail, leisure and other supporting facilities. However, it is recognised that certain leisure uses can cause problems particularly in the evenings. The draft strategy and masterplan recommends that a co-ordinated strategy is prepared by the various organisation with an influence on, and responsibility for the management of, the evening economy in due course.
Evening and Sunday parking charges should not be introduced:	21, 351, 198, 355	Noted. North Yorkshire County Council have taken the decision to postpone the

Draft Strategy and Masterplan - Summary of Key Issues 3

Town Centre Management Strategy: If you wish to make any comments on the town centre management strategy please make them below.		
Key Issues	Comment ID	HBC Response
<ul style="list-style-type: none"> this would stifle the evening economy and activities in the town centre consider giving residents a time limited free parking pass 		introduction of evening and Sunday parking charges until all parking tariffs in the town have been reviewed, both on and off-street. Harrogate Borough Council will be involved in this review.
<p>The buildings at the corner of Kings Road and Cheltenham Parade need to be either demolished or renovated. Use compulsory purchase powers.</p>	31	Noted. Two separate planning permissions have recently been granted for the conversion of the properties on the corner of Kings Road and Cheltenham Crescent to provide retail uses at ground floor with residential apartments and an apartment hotel above. The details for these two applications can be found on the Councils Public Access website (application references: 14/01492/FUL and 14/02523/FULMAJ).
<p>Primark and Boots should be encouraged to reopen their rear doors onto Oxford Street.</p>	31	Agree. The Council will contact both operators to discuss the possibility of reopening entrances onto Oxford Street and creating a more active frontage onto the street.

3 Draft Strategy and Masterplan - Summary of Key Issues

Town Centre Management Strategy: If you wish to make any comments on the town centre management strategy please make them below.		
Key Issues	Comment ID	HBC Response
Encourage the use of space above shops for residential use.	48, 67, 198	<p>Agree. The Council published Draft Development Management Policies for consultation at the end of 2015. Included within draft Policy EC2: Town and Local Centre Management is the following policy statement on the use of upper floors in town centres:</p> <p>"Proposals involving residential or office development above ground floor premises within town or city centres will be permitted provided that they will not cause unacceptable planning problems for other adjacent land uses. In addition, development at ground floor should not compromise the current use, or future reuse, of upper floors".</p> <p>Recommended change:</p> <p>Page 25, add the following text at the end of the Controlling the Mix of Uses section:</p>

Draft Strategy and Masterplan - Summary of Key Issues 3

Town Centre Management Strategy: If you wish to make any comments on the town centre management strategy please make them below.		HBC Response
Key Issues	Comment ID	
		'Proposals to reuse vacant space above shops in the town centre for residential or another alternative suitable use should be encouraged to bring this space back into active use and add to town centre vitality.'
Use 'quick wins' by concentrating on already pedestrianised/public spaces first.	55	<p>Agree. The James Street & Princes Street project could be rescheduled to take place after other planned public realm improvements.</p> <p>Recommended change:</p> <p>Page 45 - Rescheduled the James Street/Princes Street project to take place after the proposed works to Oxford Street/Cambridge Street and Parliament Street/Cheltenham Parade.</p>
Need a realistic view of what people will be willing to accept before making changes (i.e. parking costs, public transport costs, park and ride facilities, walking distances from parking).	55	Noted. The Council will seek to work with all relevant stakeholders, including the public where appropriate, in developing and delivering projects. Further analysis of the risks and mitigation required will be

3 Draft Strategy and Masterplan - Summary of Key Issues

Town Centre Management Strategy: If you wish to make any comments on the town centre management strategy please make them below.		
Key Issues	Comment ID	HBC Response
Support the use of Article 4 Directions to control permitted development.	73, 335	undertaken where appropriate and necessary in developing projects. Noted.
Market forces should determine the mix of uses in the town centre.	330	Noted. The draft strategy and masterplan recognises that the town is currently a vital and viable centre with no pressing requirement to make use of policy tools to proactively manage the mix of uses beyond current measures. However, this position may change, particularly with changes in permitted development rights, and the Council will continue to review the need to take a more proactive role should the need arise.
Pedestrianised areas: <ul style="list-style-type: none"> • can become intimidating at night: • those streets with parking continue to be used 	73, 156, 158	Noted. These matters will be considered when drawing up project designs. The pedestrianisation proposals contained in the draft strategy and masterplan are part of a package of projects aimed at

Draft Strategy and Masterplan - Summary of Key Issues 3

Town Centre Management Strategy: If you wish to make any comments on the town centre management strategy please make them below.		
Key Issues	Comment ID	HBC Response
<ul style="list-style-type: none"> Cambridge Street and Station Square need improving with quality stone paving and street furniture elderly people need parking close to the town centre 		<p>improving economic prospects of the town and ensuring that it continues to compete with rival destinations both now and in the future.</p> <p>In view of the comments received during the consultation it is recommended that the proposed public realm improvements to existing pedestrianised areas are prioritised first and then rolled out to other streets. This will allow more time to assess the potential impact of pedestrianisation proposals on traffic movements, parking and local businesses, and for engagement with relevant stakeholders.</p> <p>Recommended change:</p> <p>Page 45 - Reschedule the James Street/Princes Street project to after the proposed works to Oxford Street/Cambridge Street and Parliament Street/Cheltenham Parade.</p>

3 Draft Strategy and Masterplan - Summary of Key Issues

Town Centre Management Strategy: If you wish to make any comments on the town centre management strategy please make them below.		
Key Issues	Comment ID	HBC Response
Beware of changing the character of the town through development and excessive paved and pedestrianised areas.	73, 160	Noted.
Opposed to the removal on car parking.	73	Noted. The Council, together with North Yorkshire County Council, will review the on and off-street parking regime to ensure the efficient use of these facilities. The Council will seek to work with all relevant stakeholders in developing and delivering projects. This will include engagement on the details and design of public realm improvement projects to ensure that parking and servicing arrangements are appropriate and the needs of vulnerable groups are met.
New event spaces and space for al fresco drinking/eating are misguided proposals given the climate.	73, 158, 187	Disagree. The draft strategy and masterplan identifies opportunities to create range of spaces for outdoor events to complement and expand existing events programmes and enable the integration of shopping activity and entertainment.

Draft Strategy and Masterplan - Summary of Key Issues 3

Town Centre Management Strategy: If you wish to make any comments on the town centre management strategy please make them below.		
Key Issues	Comment ID	HBC Response
<p>Evening economy:</p> <ul style="list-style-type: none"> consider closing certain streets in the evening to create spill out spaces do not prevent the concentration of drinking establishments - groupings act as safe environments 	330, 218	<p>The strategy and masterplan proposals seek to create spaces that have the flexibility to hold events and offer the opportunity to offer al fresco dining that would complement the existing retail activity in the town centre. It is not expected that this activity will occur all year round, although there are already numerous examples in the town where this already occurs (including establishments on James Street, Montpellier Hill, Station Square and Commercial Street, Cafe Nero and Starbucks on Cambridge Street, Harrogate Brasserie and North Bar on Cheltenham Parade, and Baltzersens on Oxford Street).</p> <p>Noted. The draft strategy and masterplan recommends that a co-ordinated strategy is prepared by the various organisation with an influence on, and responsibility for the management of, the evening economy in due course. The draft strategy and masterplan highlights a number of actions</p>

3 Draft Strategy and Masterplan - Summary of Key Issues

Town Centre Management Strategy: If you wish to make any comments on the town centre management strategy please make them below.		
Key Issues	Comment ID	HBC Response
<ul style="list-style-type: none"> antisocial behaviour at night in the town is under-reported HBC must adopt the legal instruments necessary to prevent late night antisocial behaviour 		that should be considered to take account of the changes to the town centre that may occur as a result of the masterplan proposals.
<p>Improve the quality/number and signage to public toilets in the town centre.</p>	150	Noted. This matter will be considered when bringing forward masterplan projects.
<p>James Street should not be pedestrianised:</p> <ul style="list-style-type: none"> the traffic and parking add life to the street and the cars are not an eyesore pedestrianised streets are desolate at night 	158, 169	<p>Noted. Whilst James Street has successfully evolved into Harrogate's premier shopping street the quality of the public realm and the streets ability to act as a key pedestrian route is compromised by visual clutter (mainly created by on-street clutter) and relatively narrow pavements.</p> <p>The draft strategy and masterplan recognises that the implementation of this project will be subject to the findings of modelling work that will consider the implications of these changes on the movement of traffic within the town centre.</p>

Draft Strategy and Masterplan - Summary of Key Issues 3

Town Centre Management Strategy: If you wish to make any comments on the town centre management strategy please make them below.		
Key Issues	Comment ID	HBC Response
		<p>Should this work demonstrate that the full pedestrianisation of James Street is unfeasible the Council will consider the other options explored during the development of the draft strategy and masterplan as alternatives, namely partial pedestrianisation and pavement widening.</p> <p>The Council will seek to work with all relevant stakeholders in developing and delivering projects. The comments raised during consultation will be considered when drawing up project designs.</p> <p>In view of the comments received during the consultation it is recommended that the proposed public realm improvements to existing pedestrianised areas are prioritised first and then rolled out to other streets. This will allow more time to assess the potential impact of pedestrianisation proposals on traffic movements, parking and local businesses, and for engagement with relevant stakeholders.</p>

3 Draft Strategy and Masterplan - Summary of Key Issues

Town Centre Management Strategy: If you wish to make any comments on the town centre management strategy please make them below.		
Key Issues	Comment ID	HBC Response
		<p>Recommended change:</p> <p>Page 45 - Reschedule the James Street/Princes Street project to take place after the proposed works to Oxford Street/Cambridge Street and Parliament Street/Cheltenham Parade.</p>
Oxford Street should be re-opened to traffic.	158	Noted. The draft strategy and masterplan does not propose to reopen Oxford Street to traffic.
The directions and signage to car parks needs to be improved.	355	Noted. It is intended that improved signage would be provided as part of the public realm improvements across the town and as part of the movement projects set out in the strategy and masterplan.
Make the town centre a 20mph zone.	355	Noted. This suggestion will be considered when bringing forward masterplan projects.
Need a clear picture of how many car parking spaces will be lost. How many more days will the town be at capacity with	356	Noted. The Council, together with North Yorkshire County Council, will review the on and off-street parking regime to ensure

Draft Strategy and Masterplan - Summary of Key Issues 3

Town Centre Management Strategy: If you wish to make any comments on the town centre management strategy please make them below.		
Key Issues	Comment ID	HBC Response
these changes? We need to be able to accommodate visitors at all times.		the efficient use of these facilities. In undertaking this work the Council will consider the parking requirements of peak demand periods.
Harrogate has an above average proportion of elderly people. The town needs more surface parking spaces, not less (particularly blue badge).	187	<p>Noted. The Council, together with North Yorkshire County Council, will review the on and off-street parking regime to ensure the efficient use of these facilities.</p> <p>The Council will seek to work with all relevant stakeholders in developing and delivering projects. This will include engagement on the details and design of public realm improvement projects to ensure that parking and servicing arrangements are appropriate and the needs of vulnerable groups are met.</p>

Table 3.7 Summary of Key Issues: Town Centre Management Strategy

3 Draft Strategy and Masterplan - Summary of Key Issues

Town Centre Design Principles: The town centre design principles can be read at page 27 of the document. Do you have any comments to make on the town centre design principles?		
Key Issues	Comment ID	HBC Response
More cycle stands should be provided.	24	Agree. The town centre design principles encourage new developments to incorporate dedicated facilities for cyclists such as cycle parking facilities, storage and signage where appropriate.
Designs are imaginative and should be encouraged.	32	Agree.
Disagree with pedestrianisation in the town.	49, 109, 118, 188	Disagree. The pedestrianisation proposals contained in the draft strategy and masterplan are part of a package of projects aimed at improving economic prospects of the town and ensuring that it continues to compete with rival destinations both now and in the future. However, in view of the comments received during the consultation it is recommended that the proposed public realm improvements to existing pedestrianised areas are prioritised first and then rolled out to other streets. This will allow more time to assess the potential impact of pedestrianisation proposals on

Draft Strategy and Masterplan - Summary of Key Issues 3

Town Centre Design Principles: The town centre design principles can be read at page 27 of the document. Do you have any comments to make on the town centre design principles?		
Key Issues	Comment ID	HBC Response
		<p>traffic movements, parking and local businesses, and for engagement with relevant stakeholders.</p> <p>Recommended change:</p> <p>Page 45 - Reschedule the James Street/Princes Street project to take place after the proposed works to Oxford Street/Cambridge Street and Parliament Street/Cheltenham Parade.</p>
<p>Disagree with plans for the Cenotaph area:</p> <ul style="list-style-type: none"> it is an attractive area that doesn't need changing 	49, 188	<p>Noted. However, there are opportunities to enhance the role of the Cenotaph as as the focal point of the town centre, improve links between the town's centre's retail core and the Montpelier Quarter, and enhance the interface between the town centre and the Stray.</p>
<p>General support for design principles:</p> <ul style="list-style-type: none"> paving on Cambridge St should be replaced support pedestrianisation 	74, 103, 127	<p>Agree.</p>

3 Draft Strategy and Masterplan - Summary of Key Issues

Town Centre Design Principles: The town centre design principles can be read at page 27 of the document. Do you have any comments to make on the town centre design principles?		
Key Issues	Comment ID	HBC Response
The Shopfront Design Guide needs updating.	193	Noted. The Council intends to update the Shopfronts Design Guide once new Local Plan policies are in place.
<p>Disagree with development of Odeon car park for a bowling alley</p> <ul style="list-style-type: none"> ● increased noise, pollution ● impact on Conservation Area ● bowling alley should go in old Comet store 	110	<p>Noted. As a result of the concerns raised by residents and the Citizens Advice Bureau regarding a development of this site, and the availability of potential alternative sites in the town centre for leisure development (i.e. HIC Hall Q and Dragon Road), it is recommended that the Station Avenue project is removed from the masterplan.</p> <p>This would not preclude a development proposal coming forward on this site in the future. However, any development proposal should take into account the concerns raised during this consultation.</p> <p>Recommended change:</p> <p>Pages 23, 26, 38 & 44-46 - Delete page 38 and remove all other references to the Station Avenue project from the strategy and masterplan.</p>

Draft Strategy and Masterplan - Summary of Key Issues 3

Town Centre Design Principles: The town centre design principles can be read at page 27 of the document. Do you have any comments to make on the town centre design principles?		HBC Response
Key Issues	Comment ID	
Who is to pay for replacing shopfronts and reinstating glazed canopies.	118	Noted. The town centre design principles set out in the draft strategy and masterplan are aimed principally at new development that takes place within the centre. The Council would however encourage existing property owners to replace shopfronts that detract from the character of the buildings and to reinstate glazed canopies or introduce new canopies where appropriate.
The town's spa heritage is neglected in the principles which could relate to anywhere.	301	Disagree. The principles reflect and complement the Harrogate Conservation Area Character Appraisal , Heritage Management SPD and Green Infrastructure SPD .
Is the Council capable of implementing the projects?	145	The Council has the necessary skills and experience to manage the implementation of the masterplan projects.

Table 3.8 Summary of Key Issues: Town Centre Design Principles

3 Draft Strategy and Masterplan - Summary of Key Issues

Cenotaph and Prospect Gardens: The Cenotaph and Prospect Gardens project can be read at pages 28-29 of the document. Do you have any comments to make on the Cenotaph and Prospect Gardens project?		
Key Issues	Comment ID	HBC Response
Support the pedestrianisation of Cambridge Crescent.	25, 33	Agree.
Disagree with the proposals; <ul style="list-style-type: none"> ● any redevelopment of the Cenotaph should be modest and respectful ● outdoor dining is inappropriate because of the weather ● the area works well/attractive as it is ● there is too much paving ● opposed to the loss of on-street parking ● it is an exposed site ● a waste of public money ● it would prejudice residents access to local services ● a tiered performance area next to war memorial is insensitive ● performance space not needed 	39, 56, 50, 59, 75, 88, 101, 276, 318, 200, 205, 121, 123, 302, 252, 128, 137, 148, 151, 164, 190, 323, 238, 244, 248, 258, 324	Noted. However, there are opportunities to enhance the role of the Cenotaph as as the focal point of the town centre, improve links between the town's centre's retail core and the Montpelier Quarter, and enhance the interface between the town centre and the Stray. The illustrations shown in the draft strategy and masterplan are indicative only. The detailed designs for projects will be drawn up in consultation with relevant stakeholders. The comments raised during consultation will be considered when drawing up project designs. All projects will be carefully planned and scrutinised to ensure that public funds are spent efficiently and where their will be recognisable benefits.

Draft Strategy and Masterplan - Summary of Key Issues 3

Cenotaph and Prospect Gardens: The Cenotaph and Prospect Gardens project can be read at pages 28-29 of the document. Do you have any comments to make on the Cenotaph and Prospect Gardens project?		HBC Response
Key Issues	Comment ID	
Crescent Gardens rather than the Cenotaph should be the focus for public space and gathering, as per the Royal Hall Restoration Trusts proposals.	39	Noted. The draft strategy and masterplan identifies opportunities to create number of spaces for outdoor events to complement and expand existing events programmes and enable the integration of shopping activity and entertainment. One of these potential spaces is a tiered performance space at Prospect Gardens that would compliment the plans at Crescent Gardens.
General support for the proposals.	331, 282, 214, 357, 183	Agree.
No reference to how a reduction of on-street parking would be addressed.	43	Noted. The Council, together with North Yorkshire County Council, will review the on and off-street parking regime to ensure the efficient use of these facilities. The Council will seek to work with all relevant stakeholders in developing and delivering projects. This will include engagement on the details and design of public realm improvement projects to ensure that parking and servicing arrangements are appropriate and the needs of vulnerable groups are met.

3 Draft Strategy and Masterplan - Summary of Key Issues

<p>Cenotaph and Prospect Gardens: The Cenotaph and Prospect Gardens project can be read at pages 28-29 of the document. Do you have any comments to make on the Cenotaph and Prospect Gardens project?</p>		
Key Issues	Comment ID	HBC Response
Pier Head toilets should be restored.	56	Noted.
Disagree with the re-routing of traffic from Parliament Street.	336	The strategy and masterplan proposals do not involve the rerouting of traffic from Parliament Street. Parliament Street will continue to accommodate two lanes of traffic.
Traffic congestion and the need for a by-pass should be looked at before schemes in the masterplan.	101	Noted. The need for a relief road is being investigated by North Yorkshire Council alongside traffic modelling work being undertaken as part of the evidence base to the emerging Local Plan . This work that will identify what changes to the road network are required to accommodate growth on the highway network over the plan period, and will in turn inform the development of masterplan projects.
The entrance around John Street should be included in the proposals.	331	Noted.
Prospect Place: <ul style="list-style-type: none"> ● could be closed at night to help encourage night time activity ● should be made one-way 	331	Noted. These suggestions will be considered when drawing up project designs.

Draft Strategy and Masterplan - Summary of Key Issues 3

Cenotaph and Prospect Gardens: The Cenotaph and Prospect Gardens project can be read at pages 28-29 of the document. Do you have any comments to make on the Cenotaph and Prospect Gardens project?		HBC Response
Key Issues	Comment ID	
Public realm improvements are needed for less well-supported areas such as Cold Bath Road, Lower Station Parade and Commercial Street.	121	Noted. Subject to the availability of funding, public realm improvements could potentially be rolled out to these areas.
Harrogate has no Cenotaph, the one and only Cenotaph is in Whitehall, London. Harrogate has a War Memorial.	40	<p>Agree. Whilst locally many refer to the town centre war memorial as the Cenotaph, you are correct in saying that the only Cenotaph in England is in Whitehall, London.</p> <p>Recommended change:</p> <p>Throughout the document - replace references to the Cenotaph to either 'Prospect Square' or 'war memorial' as appropriate.</p> <p>Page 28 - following the first reference to the war memorial, insert in brackets 'sometimes referred to as the Cenotaph'.</p>

Table 3.9 Summary of Key Issues: Cenotaph and Prospect Gardens

3 Draft Strategy and Masterplan - Summary of Key Issues

Station Square: The Station Square, (sometimes referred to as Victoria Gardens), project can be read at pages 30-31 of the document. Do you have any comments to make on the Station Square project?		
Key Issues	Comment ID	HBC Response
<p>Support these proposals:</p> <ul style="list-style-type: none"> area needs improvement agree with the water feature agree with stalls on Victoria Centre need some cover from the weather however the end of James Street should be kept open agree with need for new information point 	33, 43, 75, 88, 200, 302, 346, 164, 357, 255	Noted.
<p>Better integrated transport interchange is a key element of this scheme.</p>	43	<p>Agree. The proposal intends to create a new gateway to the town linked directly to improved transport interchange facilities for the town.</p>
<p>Object to the proposals for Station Square:</p> <ul style="list-style-type: none"> far too much paving water feature unnecessary weather in Harrogate not suitable for outside dining/event area too much space given over for outdoor eating well used area now so doesn't need changing 	75, 88, 336, 352, 15, 101, 276, 336, 121, 252, 128, 148, 238, 288, 190, 258	<p>Noted. Station Square is an important gateway to the town centre for visitors arriving by train and bus. However, the square does not currently fulfil its potential due for a number of reasons, such as the disjointed appearance of the space and the environmental impacts of the A61.</p>

Draft Strategy and Masterplan - Summary of Key Issues 3

Station Square: The Station Square, (sometimes referred to as Victoria Gardens), project can be read at pages 30-31 of the document. Do you have any comments to make on the Station Square project?		HBC Response
Key Issues	Comment ID	
<ul style="list-style-type: none"> waste of public money improvements are not necessary disagree with closing off James Street 		<p>The Council will seek to work with all relevant stakeholders in developing and delivering projects. The comments raised during consultation will be considered when drawing up project designs.</p> <p>All projects will be carefully planned and scrutinised to ensure that public funds are spent efficiently and where their will be recognisable benefits.</p>
Disagree with the provision of a event space.	336	Disagree. The proposal seeks to create a space that has the flexibility to hold events, including markets, that would compliment the existing retail activity around the square.
Cycle racks should be provided in Station Square	288	Noted. This suggestion will be considered when drawing up project designs. The town centre design principles encourage new developments to incorporate dedicated facilities for cyclists such as cycle parking facilities, storage and signage where appropriate.

3 Draft Strategy and Masterplan - Summary of Key Issues

Station Square: The Station Square, (sometimes referred to as Victoria Gardens), project can be read at pages 30-31 of the document. Do you have any comments to make on the Station Square project?			
Key Issues	Comment ID	HBC Response	
Station Square would make an ideal town centre children's playground.	83	Noted. This suggestion will be considered when drawing up project designs.	
Any proposals for this area should not involve loss of trees or flowers.	83	Noted. This suggestion will be considered when drawing up project designs.	

Table 3.10 Summary of Key Issues: Station Square

Draft Strategy and Masterplan - Summary of Key Issues 3

James Street and Princes Street: The James Street and Princes Street project can be read at page 32. Do you have any comments to make on the James Street and Princes Street project?		
Key Issues	Comment ID	HBC Response
<p>Object to the pedestrianisation of James Street/Princess Street:</p> <ul style="list-style-type: none"> it will cause problems for the elderly, disabled and people with mobility problems it gives undue priority to tourism at the expense of the local population it will create a concrete, soulless shopping street it will encourage ant-social behaviour it will decrease trade for businesses day and night passing trade is important for this area on-street parking is important for independent traders it will push traffic on other already congested streets it currently provides useful short term parking the short-term is parking needed to access banks etc 	<p>14, 17, 18, 267, 50, 343, 59, 66, 75, 88, 350, 336, 94, 98, 352, 101, 113, 276, 105, 226, 108, 331, 113, 318, 200, 120, 121, 128, 137, 142, 148, 151, 436, 214, 264, 265, 270, 164, 171, 176, 195, 190, 214, 238, 241, 244, 211, 297, 344, 255, 324, 302</p>	<p>Noted. Whilst James Street has successfully evolved into Harrogate's premier shopping street the quality of the public realm and the streets ability to act as a key pedestrian route is compromised by visual clutter (mainly created by on-street clutter) and relatively narrow pavements.</p> <p>The draft strategy and masterplan recognises that the implementation of this project will be subject to the findings of modelling work that will consider the implications of these changes on the movement of traffic within the town centre. Should this work demonstrate that the full pedestrianisation of James Street is unfeasible the Council will consider the other options explored during the development of the draft strategy and masterplan as alternatives, namely partial pedestrianisation and pavement widening.</p>

3 Draft Strategy and Masterplan - Summary of Key Issues

James Street and Princes Street: The James Street and Princes Street project can be read at page 32. Do you have any comments to make on the James Street and Princes Street project?		
Key Issues	Comment ID	HBC Response
<ul style="list-style-type: none"> ● the presence of traffic creates a bustling, pleasant street ● it will have a negative impact on viability and vitality ● need to protect parking spaces ● waste of public money ● it works well as it is ● it will cause problems for deliveries ● it will create parking problems on the free disk zones elsewhere ● St Peters C of E School will be affected by the increased traffic 		<p>The Council will seek to work with all relevant stakeholders in developing and delivering projects. The comments raised during consultation will be considered when drawing up project designs.</p> <p>All projects will be carefully planned and scrutinised to ensure that public funds are spent efficiently and where their will be recognisable benefits.</p> <p>The Council, together with North Yorkshire County Council, will review the on and off-street parking regime to ensure the efficient use of these facilities.</p> <p>In view of the comments received during the consultation it is recommended that the proposed public realm improvements to existing pedestrianised areas are prioritised first and then rolled out to other streets. This will allow more time to assess the potential impact of pedestrianisation</p>

Draft Strategy and Masterplan - Summary of Key Issues 3

James Street and Princes Street: The James Street and Princes Street project can be read at page 32. Do you have any comments to make on the James Street and Princes Street project?		
Key Issues	Comment ID	HBC Response
		<p>proposals on traffic movements, parking and local businesses, and for engagement with relevant stakeholders.</p> <p>Recommended change:</p> <p>Page 45 - Reschedule the James Street/Princes Street project to take place after the proposed works to Oxford Street/Cambridge Street and Parliament Street/Cheltenham Parade.</p>
Support the pedestrianisation of James Street and Princess Street.	26, 33, 43, 354, 315	<p>Agree. Whilst James Street has successfully evolved into Harrogate's premier shopping street the quality of the public realm and the streets ability to act as a key pedestrian route is compromised by visual clutter (mainly created by on-street clutter) and relatively narrow pavements.</p>
Council should look at the health of Oxford Street and Beulah street which have a high turnover and vacancy rate.	331, 350, 18, 318, 270, 171, 176, 241,	<p>Noted. In view of the comments received during the consultation it is recommended that the proposed public realm improvements to existing pedestrianised</p>

3 Draft Strategy and Masterplan - Summary of Key Issues

James Street and Princes Street: The James Street and Princes Street project can be read at page 32. Do you have any comments to make on the James Street and Princes Street project?		
Key Issues	Comment ID	HBC Response
Alternative parking should be provided and publicised.	214, 357	<p>areas are prioritised first and then rolled out to other streets. This will allow more time to assess the potential impact of pedestrianisation proposals on traffic movements, parking and local businesses, and for engagement with relevant stakeholders.</p> <p>Recommended change:</p> <p>Page 45 - Reschedule the James Street/Princes Street project to take place after the proposed works to Oxford Street/Cambridge Street and Parliament Street/Cheiltenham Parade.</p> <p>Noted. The Council, together with North Yorkshire County Council, will review the on and off-street parking regime to ensure the efficient use of these facilities.</p>

Draft Strategy and Masterplan - Summary of Key Issues 3

James Street and Princes Street: The James Street and Princes Street project can be read at page 32. Do you have any comments to make on the James Street and Princes Street project?		
Key Issues	Comment ID	HBC Response
Parking should just be removed down one side of James Street.	331	Noted. The comments raised during consultation will be considered when drawing up project designs.

Table 3.11 Summary of Key Issues: James Street and Princes Street

3 Draft Strategy and Masterplan - Summary of Key Issues

Princes Square: The Princes Square project can be read at page 33 of the document. Do you have any comments to make on the Princes Square project?		
Key Issues	Comment ID	HBC Response
Proposals are to be welcomed.	33, 49, 56, 75, 83, 164	Agree.
Concerned with the reduction in on-street parking provision.	49, 50, 94, 331, 200, 121, 128, 148, 164, 171, 190	Noted. The Council, together with North Yorkshire County Council, will review the on and off-street parking regime to ensure the efficient use of these facilities. The Council will seek to work with all relevant stakeholders in developing and delivering projects. This will include engagement on the details and design of public realm improvement projects to ensure that parking and servicing arrangements are appropriate and the needs of vulnerable groups are met.
Design proposals: <ul style="list-style-type: none"> could go further - create a car-free strip in the centre of the square with grass and trees the totem style fixture shown in the sketch looks inappropriate are nugatory unless combined with a reinstatement of the walls, railings 	56, 75, 83, 331	Noted. The illustrations shown in the draft strategy and masterplan are indicative only. The detailed designs for projects will be drawn up in consultation with relevant stakeholders. The comments raised during consultation will be considered when drawing up project designs.

Draft Strategy and Masterplan - Summary of Key Issues 3

Princes Square: The Princes Square project can be read at page 33 of the document. Do you have any comments to make on the Princes Square project?		HBC Response
Key Issues	Comment ID	
<p>and gardens to properties and a coherent approach to signage</p> <ul style="list-style-type: none"> the level of planting illustrated is likely to mask the shop signs to a degree that it will affect businesses 		
It is unlikely that businesses will take kindly to removing their signs.	75	Noted. The Council will seek to work with all relevant stakeholders in developing and delivering projects. In this case the Council would clearly need to engage with local businesses to discuss how to tackle the proliferation of signs that currently exist around the square.
Do not agree with the proposal.	101, 121, 142, 224	Disagree. Princes Square is an attractive square but is currently dominated by car parking and a proliferation of signage.
There are plenty of open spaces for outdoor leisure activity in the town.	200	Noted. The proposal at Princes Square do not involve the creation of a new open space but seek to make aesthetic and operational improvements to the existing square in order to make it a more attractive and inviting space.

3 Draft Strategy and Masterplan - Summary of Key Issues

Princes Square: The Princes Square project can be read at page 33 of the document. Do you have any comments to make on the Princes Square project?		
Key Issues	Comment ID	HBC Response
Remove/replace most of signage and provide a signage design strategy.	302, 148	Noted. The draft strategy and masterplan proposes the rationalisation of existing signage, potentially including dedicated and well designed signage boards set within the square.
A dead area of town.	137	Noted. This is one of the reasons for focusing on this area of the town within the draft strategy and masterplan.
This project would produce no significant benefit: <ul style="list-style-type: none"> a waste of public money 	128, 151, 171, 190	Disagree. All projects will be carefully planned and scrutinised to ensure that public funds are spent efficiently and where their will be recognisable benefits.

Table 3.12 Summary of Key Issues: Princes Square

Draft Strategy and Masterplan - Summary of Key Issues 3

Oxford Street and Cambridge Street: The Oxford Street and Cambridge Street project can be read at page 34 of the document. Do you have any comments to make on the Oxford Street and Cambridge Street project?		
Key Issues	Comment ID	HBC Response
Proposals are to be welcomed. Improvements need to be made.	33, 43, 50, 88, 331, 148, 214, 357, 244	Agree.
There are a number of issues facing Oxford Street, including: <ul style="list-style-type: none"> • poor public realm • backs of shops fronting the street and alleyways • roller shutters • reduced footfall • drainage issues • issues with the night time environment • loading for Cambridge Street stores 	43, 50, 200, 214, 357, 190	Agree. The proposal to make improvements to the public realm in Oxford Street will seek to address these issues through good design, materials and reconsidering how people use the street.
Consider access for buses and taxis on Oxford Street.	50, 302	Noted. This suggestion will be considered when drawing up project designs.
Servicing of premises on Oxford Street could be affected.	75	Noted. The Council will seek to work with all relevant stakeholders, including the public where appropriate, in developing and delivering projects. This will include landowners and traders to ensure that any potential impact on their interests is minimised and wherever possible negated.

3 Draft Strategy and Masterplan - Summary of Key Issues

Oxford Street and Cambridge Street: The Oxford Street and Cambridge Street project can be read at page 34 of the document. Do you have any comments to make on the Oxford Street and Cambridge Street project?		
Key Issues	Comment ID	HBC Response
Effort should be made to re-use traditional cast iron lamp posts.	75	Noted. The town centre design principles set out in the draft strategy and masterplan encourage the use of high quality traditional materials in new development and public realm improvements (including street furniture and signage).
Doubtful about the high expense of repaving these large areas.	75, 128, 171, 190	Noted. All projects will be carefully planned and scrutinised to ensure that public funds are spent efficiently and where their will be recognisable benefits.
The space outside Harrogate Theatre is too narrow and busy. There is more opportunity at the other end of the street.	83	Noted. This matter will be explored as the detailed design for this project are developed, in consultation with relevant stakeholders.
Attention needs to be paid to the alleyway between Oxford Street and Cambridge Street: <ul style="list-style-type: none"> create an arcade with micro units down one side. 	88, 214	Noted. This matter will be explored as the detailed design for this project are developed, in consultation with relevant stakeholders.
I do not agree with this proposal.	101, 151	Noted.

Draft Strategy and Masterplan - Summary of Key Issues 3

Oxford Street and Cambridge Street: The Oxford Street and Cambridge Street project can be read at page 34 of the document. Do you have any comments to make on the Oxford Street and Cambridge Street project?		HBC Response
Key Issues	Comment ID	
Oxford Street, Parliament Street etc. Should be preserved for small traders and shops which enhance the shopping experience and encourage local entrepreneurs.	200	Noted. The draft strategy and masterplan does not propose any changes to the retail premises in either of these shopping streets.
Reinstate the metalwork arcades along Oxford Street.	200, 214	Noted. The town centre design principles set out in the draft strategy and masterplan encourage the use of high quality traditional materials in new development and public realm improvements (including street furniture and signage). Consideration will be given to encouraging shop owners to reinstate metalwork arcades along Oxford Street.
Markets and other events on Oxford Street: <ul style="list-style-type: none"> could be held without the changes proposed would not enhance the retail/business offering of the town 	128, 164	Noted. This matter will be explored as the detailed design for this project are developed, in consultation with relevant stakeholders.
Reopen these roads.	142	Noted. The draft strategy and masterplan does not propose to reopen these roads.

3 Draft Strategy and Masterplan - Summary of Key Issues

Oxford Street and Cambridge Street: The Oxford Street and Cambridge Street project can be read at page 34 of the document. Do you have any comments to make on the Oxford Street and Cambridge Street project?		
Key Issues	Comment ID	HBC Response
Improving the crossing to Commercial Street would be beneficial.	357	Noted. This suggestion will be considered when drawing up project designs.
The introduction of trees would need to be carefully managed.	171, 176	Noted. This matter will be considered when drawing up project designs.

Table 3.13 Summary of Key Issues: Oxford Street and Cambridge Street

Draft Strategy and Masterplan - Summary of Key Issues 3

Parliament Street and Cheltenham Parade: The Parliament Street and Cheltenham Parade project can be read at page 35 of the document. Do you have any comments to make on the Parliament Street and Cheltenham Parade project?		
Key Issues	Comment ID	HBC Response
<p>Disagree with proposals for Parliament Street:</p> <ul style="list-style-type: none"> works well as it is impact on traffic flow through the town street should be two-way Montpellier unsuitable for heavy traffic loss of on-street parking waste of money wider pavements would encourage anti-social behaviour 	<p>40, 43, 56, 75, 101, 200, 128, 142, 137, 151, 270, 164, 224, 171, 176, 244, 255</p>	<p>Noted. Parliament Street forms an important link between the town centres shopping core and the HIC. The project contained in the draft strategy and masterplan seeks to reduce the dominance of vehicles and traffic on this route and create a more attractive and legible pedestrian route. The proposal would involve the rationalisation of on-street parking spaces in places along the street to enable pavement widening and the introduction of soft landscaping. Overall, the changes should be of benefit to both pedestrians and traders located along Parliament Street.</p> <p>The Council will seek to work with all relevant stakeholders in developing and delivering projects, affected including businesses.</p>
<p>Support the pedestrianisation of Parliament Street.</p>	<p>121, 214</p>	<p>Noted. The draft strategy and masterplan does not propose the pedestrianisation of Parliament Street merely the widening of</p>

3 Draft Strategy and Masterplan - Summary of Key Issues

Parliament Street and Cheltenham Parade: The Parliament Street and Cheltenham Parade project can be read at page 35 of the document. Do you have any comments to make on the Parliament Street and Cheltenham Parade project?		
Key Issues	Comment ID	HBC Response
<p>Disagree with proposals for Cheltenham Parade:</p> <ul style="list-style-type: none"> ● loss of on-street parking ● impact on traders 	50, 101, 200, 121	<p>pavements, with new tree planing and improved pedestrian crossing points.</p> <p>Disagree. Cheltenham Parade forms an important route between the train and bus stations and the HIC. The project contained in the draft strategy and masterplan seeks to reduce the dominance of vehicles and traffic on this route and create a more attractive and legible pedestrian route. The proposal would involve the rationalisation of on-street parking spaces in places along the route to enable pavement widening and the introduction of soft landscaping. Overall, the changes should be of benefit to both pedestrians and traders located along Cheltenham Parade.</p> <p>The Council will seek to work with all relevant stakeholders in developing and delivering projects, affected including businesses.</p>

Draft Strategy and Masterplan - Summary of Key Issues 3

Parliament Street and Cheltenham Parade: The Parliament Street and Cheltenham Parade project can be read at page 35 of the document. Do you have any comments to make on the Parliament Street and Cheltenham Parade project?		HBC Response
Key Issues	Comment ID	
Need to ensure that full access is still maintained to Harrogate Theatre.	38	Agree.
Need to improve buildings on the corner of Kings Road and Cheltenham Crescent.	88	Agree. Two separate planning permissions have recently been granted for the conversion of the properties on the corner of Kings Road and Cheltenham Crescent to provide retail uses at ground floor with residential apartments and an apartment hotel above. The details for these two applications can be found on the Councils Public Access website (application references: 14/01492/FUL and 14/02523/FULMAJ).
The town needs a bypass before reducing town centre traffic can be achieved.	94, 171, 176	Noted. The need for a relief road is being investigated by North Yorkshire Council alongside traffic modelling work being undertaken as part of the evidence base to the emerging Local Plan .
The town would recover much of its unique character if the covered arcades outside shops were reinstated.	200	Agree. The town centre design principles set out in the draft strategy and masterplan are aimed principally at new development that takes place within the centre. The Council would however encourage existing

3 Draft Strategy and Masterplan - Summary of Key Issues

Parliament Street and Cheltenham Parade: The Parliament Street and Cheltenham Parade project can be read at page 35 of the document. Do you have any comments to make on the Parliament Street and Cheltenham Parade project?		
Key Issues	Comment ID	HBC Response
Improved signage would be useful.	190	property owners to reinstate glazed canopies or introduce new canopies where appropriate. Agree. It is intended that improved signage would be provided as part of the public realm improvements across the town and as part of the movement projects set out in the strategy and masterplan.

Table 3.14 Summary of Key Issues: Parliament Street and Cheltenham Parade

Draft Strategy and Masterplan - Summary of Key Issues 3

Crescent Gardens and the HIC: The Crescent Gardens and the HIC project can be read at pages 36-37 of the document. Do you have any comments to make on the Crescent Gardens and the HIC project?		
Key Issues	Comment ID	HBC Response
<p>HIC proposals:</p> <ul style="list-style-type: none"> • support the efficient use of HIC • improve the setting of the Royal Hall • the section of Montpellier Road from Crescent Gardens to Ripon Road should be kept open to traffic • support the visitor attraction • visitor attraction should be based on historical themes and spa heritage • welcome demolition of Hall A • consider Hall H as alternative location for leisure use • need to work with owners to improve the north side of Kings Road facing the HIC 	51, 82, 116, 249, 316, 256, 57, 76, 215	<p>Noted. The Harrogate International Centre is to develop a new masterplan for the conference and exhibition centre.</p> <p>The Baseline Report prepared to inform the strategy and masterplan highlighted that Harrogate lacks a key attraction, particularly from the perspective of a family friendly wet weather venue.</p> <p>The comments raised during consultation will be considered when drawing together the masterplan.</p>
<p>Disagree with the HIC proposals:</p> <ul style="list-style-type: none"> • inadequate details provided - no cost/benefit analysis • waste of public money • the existing pedestrian crossing across Ripon Road does not need improvement 	337, 170, 132, 325	<p>Noted. The purpose of the strategy and masterplan is to consider the challenges and issues currently facing the town centre and set out a series of potential projects and policy recommendations to respond to these issues. It is not the purpose of the masterplan to provide the detailed designs or costing of these projects, but simply to</p>

3 Draft Strategy and Masterplan - Summary of Key Issues

Crescent Gardens and the HIC: The Crescent Gardens and the HIC project can be read at pages 36-37 of the document. Do you have any comments to make on the Crescent Gardens and the HIC project?		HBC Response
Key Issues	Comment ID	
<ul style="list-style-type: none"> what is proposed to replace the exhibition space lost by the demolition of Hall A? Hall Q: <ul style="list-style-type: none"> pedestrian routes and neighbouring facilities do not suit a visitor attraction a family visitor attraction is likely to be uneconomic is a long way from the centre of the project area 		<p>identify the opportunities available and any particular considerations or constraints that should be factored into those designs. Project specific evidence and details will be developed in due course as they are brought forward. The Council will endeavour to keep people informed of progress made on projects as they develop.</p> <p>All projects will be carefully planned and scrutinised to ensure that public funds are spent efficiently.</p> <p>A new visitor attraction would only be forthcoming if it was commercially viable.</p> <p>The Harrogate International Centre is to develop a new masterplan for the conference and exhibition centre.</p>
<p>Disagree with the proposals for Crescent Gardens:</p> <ul style="list-style-type: none"> what will happen to the area of parking outside the building? 	116, 337, 303, 44, 215, 57, 81, 260	<p>Noted. The Council has decided as part of its accommodation strategy to release Crescent Gardens in order to consolidate into a new office building on the Knapping</p>

Draft Strategy and Masterplan - Summary of Key Issues 3

Crescent Gardens and the HIC: The Crescent Gardens and the HIC project can be read at pages 36-37 of the document. Do you have any comments to make on the Crescent Gardens and the HIC project?	
Key Issues	HBC Response
<ul style="list-style-type: none"> • hotel looks out of keeping • oppose the move of the council office • should reflect the proposals by the Royal Hall Heritage Trust • opposed to the creation of a pedestrian piazza • European style al fresco dining not appropriate in this climate • weakest section of the proposals • any development should take place within the current footprint of the building and with no additional height 	<p>Mount site. The draft strategy and masterplan identifies a range of potential uses that could be accommodated within Crescent Gardens. A change of use to this building would require planning permission, at which stage proposals would be open to public scrutiny, and there would be an opportunity for the public to submit their views.</p> <p>The Royal Hall Restoration Trust have unveiled their own vision document for Crescent Gardens, taking in the Royal Hall and its surrounds. The Council wishes to work with the Royal Hall Restoration Trust and other relevant stakeholders in shaping the future of this part of the town.</p> <p>The strategy and masterplan proposals seek to create spaces that have the flexibility to hold events and offer the opportunity to offer al fresco dining that would complement the existing retail activity in the town centre. It is not expected that this activity will occur all year</p>

3 Draft Strategy and Masterplan - Summary of Key Issues

Crescent Gardens and the HIC: The Crescent Gardens and the HIC project can be read at pages 36-37 of the document. Do you have any comments to make on the Crescent Gardens and the HIC project?		
Key Issues	Comment ID	HBC Response
		round, although there are already numerous examples in the town where this already occurs (including establishments on James Street, Montpellier Hill, Station Square and Commercial Street, Cafe Nero and Starbucks on Cambridge Street, Harrogate Brasserie and North Bar on Cheltenham Parade, and Baltzersens on Oxford Street).
<p>Support the Crescent Gardens proposals:</p> <ul style="list-style-type: none"> ● must be a hotel ● it should be a private sector development with no public funding ● development should however be on the same footprint ● town would benefit from additional luxury hotel ● support paving in front of Crescent Gardens building ● consider closing Crescent Gardens to traffic ● historic facade should be maintained 	51, 132, 337, 249, 245, 231, 76, 215, 162	<p>Noted. The Council has decided as part of its accommodation strategy to release Crescent Gardens in order to consolidate into a new office building on the Knapping Mount site. The draft strategy and masterplan identifies a range of potential uses that could be accommodated within Crescent Gardens. A change of use to this building would require planning permission, at which stage proposals would be open to public scrutiny, and there would be an opportunity for the public to submit their views.</p>

Draft Strategy and Masterplan - Summary of Key Issues 3

Crescent Gardens and the HIC: The Crescent Gardens and the HIC project can be read at pages 36-37 of the document. Do you have any comments to make on the Crescent Gardens and the HIC project?		HBC Response
Key Issues	Comment ID	
<ul style="list-style-type: none"> ● should connect to Harrogate's spa heritage ● does not currently have suitable access for deliveries and service vehicles to the rear ● adequate parking for local residents needs to be maintained 		
<p>Royal Hall:</p> <ul style="list-style-type: none"> ● should include a cafe ● open the Royal Hall full time as a visitor attraction ● could be used as a gallery space 	215, 256	<p>Noted. The Royal Hall Restoration Trust have unveiled their own vision document for Crescent Gardens, taking in the Royal Hall and its surrounds. The Council wishes to work with the Royal Hall Restoration Trust and other relevant stakeholders in shaping the future of this part of the town.</p>
<p>The area on the corner of Kings Road and Cheltenham Crescent needs attention:</p> <ul style="list-style-type: none"> ● apply S215 powers to make owners tidy up the buildings 	358, 325, 82	<p>Noted. Two separate planning permissions have recently been granted for the conversion of the properties on the corner of Kings Road and Cheltenham Crescent to provide retail uses at ground floor with residential apartments and an apartment hotel above. The details for these two applications can be found on the Councils</p>

3 Draft Strategy and Masterplan - Summary of Key Issues

Crescent Gardens and the HIC: The Crescent Gardens and the HIC project can be read at pages 36-37 of the document. Do you have any comments to make on the Crescent Gardens and the HIC project?		
Key Issues	Comment ID	HBC Response
Where is the Conference Centre holding area to be moved to?	325	Public Access website (application references: 14/01492/FUL and 14/02523/FULMAJ). The draft strategy and masterplan makes it clear that the development of the Dragon Road site would be subject to the relocation of the HIC holding area. At this point in time no alternative location has been identified.
Disappointed that more is not made of this being the centre of Harrogate's historic spa heritage.	358	Noted. The draft strategy and masterplan identifies a number of opportunities to build on the towns historic spa heritage, including the potential for spa facilities within a new hotel at Crescent Gardens, as part of a themed visitor attraction in underused space in the HIC and reflected in the design of the proposed public realm improvements.
Find a use for the redundant listed pavilion.	81	Noted. This suggestion will be considered when drawing up project designs.
The Turkish Baths should be complemented by a more modern spa	215	Noted. The draft strategy and masterplan identifies a number of opportunities to build

Draft Strategy and Masterplan - Summary of Key Issues 3

Crescent Gardens and the HIC: The Crescent Gardens and the HIC project can be read at pages 36-37 of the document. Do you have any comments to make on the Crescent Gardens and the HIC project?		HBC Response
Key Issues	Comment ID	
offering nearby (similar to the Thermae Spa in Bath).		on the towns historic spa heritage, including the potential for spa facilities within a new hotel at Crescent Gardens and as part of a themed visitor attraction in underused space in the HIC.
Plans for additional hotel bed space in the town should be carefully considered to ensure that existing provision of both hotel and guest accommodation is not adversely affected.	316	Agree. National planning policy will be followed when determining the likely impact on the town centre of planning applications for new hotel development.
Create a link between Valley Gardens, Mercer Gallery, Pump Room, Crescent Gardens, Royal Baths and Royal Hall.	215, 303	Agree. The opportunity to create stronger linkages between these locations will be considered in the delivery of proposed public realm improvements and new signage.
The Mercer Gallery is not mentioned - consideration should be given to: <ul style="list-style-type: none"> extending the gallery onto the area of grass to the north of the gallery creating a new entrance onto Crescent Gardens 	81	Noted. There are no current proposals to extend the Mercer Gallery.

3 Draft Strategy and Masterplan - Summary of Key Issues

Crescent Gardens and the HIC: The Crescent Gardens and the HIC project can be read at pages 36-37 of the document. Do you have any comments to make on the Crescent Gardens and the HIC project?		
Key Issues	Comment ID	HBC Response
<ul style="list-style-type: none"> incorporating the redundant Pavilion creating an open air sculpture gallery <p>Consideration of maintaining adequate on-street parking for local residents needs to be included in any plan.</p>	162	Agree. The Council, together with North Yorkshire County Council, will review the on and off-street parking regime to ensure the efficient use of these facilities. This matter will be considered when bringing forward masterplan proposals.

Table 3.15 Summary of Key Issues: Crescent Gardens and the HIC

Draft Strategy and Masterplan - Summary of Key Issues 3

Station Avenue: The Station Avenue project can be read at page 38 of the document. Do you have any comments to make on the Station Avenue project?		
Key Issues	Comment ID	HBC Response
Additional leisure facilities would be welcomed.	44, 237, 245, 256, 358	Agree.
Improving the eastern gateway to the town: <ul style="list-style-type: none"> ● increase soft landscaped areas ● remove existing concrete boundary posts and install art-deco style railings 	65	Noted. These suggestions will be considered when drawing up project designs.
Development of the Station Avenue car park: <ul style="list-style-type: none"> ● need to be sensitive to the listed Cinema ● leisure facilities would be good (e.g. bowling alley) ● another multi-storey car park would be more sensible ● need to be sensitive to adjacent residential areas ● need to ensure there is sufficient car parking ● this is a major priority ● needs to retain car parking 	76, 82, 89, 237	<p>Noted. As a result of the concerns raised by residents and the Citizens Advice Bureau regarding a development of this site, and the availability of potential alternative sites in the town centre for leisure development (i.e. HIC Hall Q and Dragon Road), it is recommended that the Station Avenue project is removed from the masterplan.</p> <p>This would not preclude a development proposal coming forward on this site in the future. However, any development proposal should take into account the concerns raised during this consultation.</p>

3 Draft Strategy and Masterplan - Summary of Key Issues

Station Avenue: The Station Avenue project can be read at page 38 of the document. Do you have any comments to make on the Station Avenue project?		
Key Issues	Comment ID	HBC Response
<p>Opposed to the proposed development of the Station Avenue car park:</p> <ul style="list-style-type: none"> there is no viability evidence for the development of the Odeon cinema site. would result in the loss of valuable parking it would impact on neighbouring residents (including increased traffic, parking on residential streets, road safety, overshadowing, air quality, noise and light pollution) it would increase the volume of traffic, exacerbating existing problems it would be out of character with the conservation area and the listed cinema building 	<p>44, 51, 65, 82, 99, 102, 106, 107, 112, 132, 165, 173, 202, 250, 251, 263, 307, 319, 320, 337, 347</p>	<p>Recommended change:</p> <p>Pages 23, 26, 38 & 44-46 - Delete page 38 and remove all other references to the Station Avenue project from the strategy and masterplan.</p> <p>Noted. As a result of the concerns raised by residents and the Citizens Advice Bureau regarding a development of this site, and the availability of potential alternative sites in the town centre for leisure development (i.e. HIC Hall Q and Dragon Road), it is recommended that the Station Avenue project is removed from the masterplan.</p> <p>This would not preclude a development proposal coming forward on this site in the future. However, any development proposal should take into account the concerns raised during this consultation.</p> <p>Recommended change:</p>

Draft Strategy and Masterplan - Summary of Key Issues 3

Station Avenue: The Station Avenue project can be read at page 38 of the document. Do you have any comments to make on the Station Avenue project?		
Key Issues	Comment ID	HBC Response
<ul style="list-style-type: none"> the scale of the building is too large and out of keeping with the area it would expand the town centre there must be a better sites in the town (such as the former Comet store on West Park) large scale leisure development would be better on the outskirts of town the existing car park is already inadequate to meet demand would be a waste of public money there is no need for new family leisure facilities a bowling alley is unlikely to be a commercial success It will affect the Citizens Advice Bureau (car parking, visibility of the office, overshadowing of reception area) 		<p>Pages 23, 26, 38 & 44-46 - Delete page 38 and remove all other references to the Station Avenue project from the strategy and masterplan.</p>

Table 3.16 Summary of Key Issues: Station Avenue

3 Draft Strategy and Masterplan - Summary of Key Issues

Exchange Tower and Station Bridge: The Exchange Tower and Station Bridge project can be read at page 39 of the document. Do you have any comments to make on the Exchange Tower and Station Bridge project?		
Key Issues	Comment ID	HBC Response
Improvements would be of great benefit to the town.	44, 76	Agree.
Could be designed as one large scheme with the transport hub.	76	Agree. However, this would be subject to the willingness of the landowner to work in partnership with the Council and other stakeholders to develop, design and deliver a project.
Disagree with the Exchange Tower and Station Bridge project: <ul style="list-style-type: none"> would have no significant benefits would be a waste of public money 	132, 173, 245	Disagree. All projects will be carefully planned and scrutinised to ensure that public funds are spent efficiently and where their will be recognisable benefits. The Exchange Tower and properties along Station Bridge are privately owned.

Table 3.17 Summary of Key Issues: Exchange Tower and Station Bridge

Draft Strategy and Masterplan - Summary of Key Issues 3

Dragon Road: The Dragon Road project can be read at page 39 of the document. Do you have any comments to make on the Dragon Road project?		HBC Response
Key Issues	Comment ID	
By relocating the lorry park the site could be released for much needed housing/affordable housing.	44, 116	Agree.
An alternative facility for exhibitor lorry parking needs to be provided to make this deliverable.	44, 76, 116	Agree.
The projects inclusion seems unnecessary and distracts investment from development within the town centre proper.	51, 76, 201, 173	Disagree. The Dragon Road site is within the town centre boundary, as set out in the adopted Local Plan and its redevelopment could offer benefits to the wider town centre.
Part of the site should be retained for HIC overflow parking and coach parking and possible private car parking.	76	Noted. The draft strategy and masterplan recognised that the sites development would be subject to the relocation of the HIC holding area. However, it may be possible to incorporate the holding area within a new development, either in whole or in part. It is also recognised that this site could potentially accommodate a wider range of uses, including offices. Recommended change:

3 Draft Strategy and Masterplan - Summary of Key Issues

Dragon Road: The Dragon Road project can be read at page 39 of the document. Do you have any comments to make on the Dragon Road project?		
Key Issues	Comment ID	HBC Response
		<p>Page 39 - Amend the third sentence of the Dragon Road project to read:</p> <p>Subject to the relocation or incorporation (in whole or in part) of the HIC holding area, the site could be redeveloped for a range of potential uses, including new residential accommodation, retail, leisure and/or offices.</p>
Get on with it.	303	Noted.
Where would local business owners who use this car park be able to park instead?	116	Noted. The Council, together with North Yorkshire County Council, will review the on and off-street parking regime to ensure the efficient use of these facilities.
Inadequate details are provided. In particular, no financial cost/benefit analysis is included.	132	Noted. The purpose of the strategy and masterplan is to consider the challenges and issues currently facing the town centre and set out a series of potential projects and policy recommendations to respond to these issues. It is not the purpose of the masterplan to provide the detailed designs or costing of these projects, but simply to

Draft Strategy and Masterplan - Summary of Key Issues 3

Dragon Road: The Dragon Road project can be read at page 39 of the document. Do you have any comments to make on the Dragon Road project?		
Key Issues	Comment ID	HBC Response
		identify the opportunities available and any particular considerations or constraints that should be factored into those designs. Project specific evidence and details will be developed in due course as they are brought forward. The Council will endeavour to keep people informed of progress made on projects as they develop.
Removing parking would add to the congestion in the town centre and residential streets which other part of the plan are trying to reduce.	173, 191	Noted. The Council, together with North Yorkshire County Council, will review the on and off-street parking regime to ensure the efficient use of these facilities.
Agree. An unattractive start to a fine cycleway.	245	Noted.

Table 3.18 Summary of Key Issues: Dragon Road

3 Draft Strategy and Masterplan - Summary of Key Issues

Transport Hub: The Transport Hub project can be read at pages 40-41 of the document. Do you have any comments to make on the Transport Hub project?		
Key Issues	Comment ID	HBC Response
<p>Consider introducing park and ride:</p> <ul style="list-style-type: none"> the showground is the perfect place for a park and ride Works in Shrewsbury which is a similar size to Harrogate 	16, 34	<p>Noted. As stated in the masterplan document, the Council will continue to review opportunities to provide park and ride facilities for the town centre, and in particular any opportunities associated with the upgrading of railway infrastructure.</p>
<p>Need to consider the volume of traffic coming into town.</p>	16, 341	<p>Agree. As part of the evidence base to the emerging Local Plan the Council is undertaking traffic modelling work that will identify what changes to the road network are required to accommodate growth on the highway network over the plan period, and will in turn inform the development of masterplan projects. This will take into account current volume of traffic and assumed future growth.</p> <p>The proposal to pedestrianise James Street will be subject to the findings of project specific modelling work that will consider the implications of these changes on the movement of traffic within the town centre.</p>

Draft Strategy and Masterplan - Summary of Key Issues 3

Transport Hub: The Transport Hub project can be read at pages 40-41 of the document. Do you have any comments to make on the Transport Hub project?		HBC Response
Key Issues	Comment ID	
<p>Encourage modal shift to cycling, walking and public transport:</p> <ul style="list-style-type: none"> it is not only healthy but it reduces the volume of cars and vehicle emissions create safer cycling routes into the centre and secure parking 	16, 34	<p>Agree. The projects set out under the movement strategy and public realm strategy seek to improve and promote sustainable transport options making them a more attractive and viable alternative to the car.</p>
<p>Public transport is not bad in Harrogate however it is unpredictable - always changing routes, times etc.</p>	35	<p>Noted. The Council will continue to work with North Yorkshire County Council and transport operators and seek to influence the quality and frequency of services.</p>
<p>Support the Transport Hub project:</p> <ul style="list-style-type: none"> coach drop-off points need to be moved from the Montpelier area and incorporated into the transport hub need more clarity about what the redevelopment will look like some residential use should be incorporated most desirable and beneficial project in the strategy should retain the Harrogate Tap should not proceed piecemeal, needs a comprehensive approach 	45, 77, 90, 209, 304, 139, 217, 167, 168, 313, 246, 296, 232, 341, 359	<p>Noted. The Council will be working in partnership with North Yorkshire County Council and other interested parties to develop a more detailed masterplan for the Transport Hub project.</p>

3 Draft Strategy and Masterplan - Summary of Key Issues

Transport Hub: The Transport Hub project can be read at pages 40-41 of the document. Do you have any comments to make on the Transport Hub project?		
Key Issues	Comment ID	HBC Response
<ul style="list-style-type: none"> ● should be a high priority ● long been needed ● more details are needed on what is proposed ● need to consider traffic calming and the forced reduction of traffic levels at certain time of the day on Station Parade ● the existing building is ugly ● needs improved signage 		
<p>Disagree with the Transport Hub project:</p> <ul style="list-style-type: none"> ● should not include further land width reduction on Station Parade ● there is no need another pedestrian crossing on Station Parade ● provides no significant benefits ● waste of public money ● no need for it 	52, 53, 135, 181, 41, 122, 181	<p>Disagree. As a key gateway to the town centre, the bus and train station are the first things that many visitors to the town see - this first impression is very important. Encouraging more people to travel by public transport to the town will help to reduce the level of traffic on town centre streets and be of benefit to the environment. In order to achieve this it is vitally important that the appearance and facilities offered by the train and bus stations are improved, along with their environs, and connections with the wider</p>

Draft Strategy and Masterplan - Summary of Key Issues 3

Transport Hub: The Transport Hub project can be read at pages 40-41 of the document. Do you have any comments to make on the Transport Hub project?		HBC Response
Key Issues	Comment ID	
		<p>town centre. There are significant proven economic benefits associated with developments around rail hubs.</p> <p>The Council will be working in partnership with North Yorkshire County Council and other interested parties to develop a more detailed masterplan for the Transport Hub project.</p> <p>All projects will be carefully planned and scrutinised to ensure that funds are spent efficiently.</p>
Transport hub will only work if the frequency of the bus and train services are improved.	71, 167	Noted. The Council will continue to work with North Yorkshire County Council and transport operators and seek to influence the quality and frequency of services.
Work on a new development brief must proceed ahead of any announcement about rail electrification.	90	Agree. The Council will be working in partnership with North Yorkshire County Council and other interested parties to develop a more detailed masterplan for the Transport Hub project.

3 Draft Strategy and Masterplan - Summary of Key Issues

Transport Hub: The Transport Hub project can be read at pages 40-41 of the document. Do you have any comments to make on the Transport Hub project?		
Key Issues	Comment ID	HBC Response
		The Transport Hub project is not dependent on the electrification of the rail line but should clearly be mindful of the potential design and operational implications that this may have on the project.
The retail premises fronting onto Station Parade should be improved as it is one of the first impressions gained by visitors.	341	Agree. The Council will seek to work with landowners and operators to improve the appearance of the retail premises fronting the square where necessary.
Any improvements should not be at the expense of accessibility by car.	168	Noted. That is not the intention of the strategy and masterplan projects. The strategy seeks to find an acceptable balance between encouraging people to walk and cycle as a viable alternative to the public car and catering for the needs of those who choose to drive into the town centre.
Encouraging public transport usage: <ul style="list-style-type: none"> consider a reasonable 'all day' parking charge for those motorists parking in 	341	Noted. The projects set out under the movement strategy and public realm strategy seek to improve and promote sustainable transport options making

Draft Strategy and Masterplan - Summary of Key Issues 3

Transport Hub: The Transport Hub project can be read at pages 40-41 of the document. Do you have any comments to make on the Transport Hub project?		
Key Issues	Comment ID	HBC Response
the town and transferring onto public transport <ul style="list-style-type: none"> ● consider smart/duel ticketing ● consider using some form of transport App 		making them a more attractive and viable alternative to the car. These suggestions will be considered in taking forward relevant masterplan projects.

Table 3.19 Summary of Key Issues: Transport Hub

3 Draft Strategy and Masterplan - Summary of Key Issues

Pedestrian Movement and Cycle Infrastructure: Information about pedestrian movement and cycle infrastructure can be read at page 41 of the document. Do you have any comments to make on pedestrian movement and cycle infrastructure?		
Key Issues	Comment ID	HBC Response
<p>Encouraging cycling:</p> <ul style="list-style-type: none"> there are not enough cycleways in the town there is still a lot to do before we truly have a good network of routes appreciate the efforts that has been made through signing and making best use of existing roads there needs to be physical separation from vehicles via use of pavements and raised kerbs on routes more cycle training needed encourage businesses and schools to implement measures in their travel plans provide more cycle parking facilities improve signage improving cycling facilities should go hand in hand with improvement to the public realm pedestrianise as much of the centre as possible the design of cycle parking must suit the towns architecture 	16, 27, 34, 35, 58, 64, 229, 77, 90, 167	<p>Noted. A number of the projects contained within the strategy and masterplan provide an opportunity to improve cycle infrastructure in the town and improved connections between existing recognised routes and town centre facilities, particularly the train and bus stations. The Council will continue to work as part of the Harrogate Cycle Forum to deliver the schemes set out in the Cycling Delivery Plan, a number of which relate to masterplan projects.</p> <p>The town centre design principles encourage new developments to incorporate dedicated facilities for cyclists such as cycle parking facilities, storage and signage where appropriate.</p>

Draft Strategy and Masterplan - Summary of Key Issues 3

Pedestrian Movement and Cycle Infrastructure: Information about pedestrian movement and cycle infrastructure can be read at page 41 of the document. Do you have any comments to make on pedestrian movement and cycle infrastructure?		HBC Response
Key Issues	Comment ID	
Improvement for pedestrians and cyclists should not come at the expense of motorists.	52, 58, 168	Noted. That is not the intention of the strategy and masterplan projects. The strategy seeks to find an acceptable balance between encouraging people to walk and cycle as a viable alternative to the public car and catering for the needs of those who choose to drive into the town centre.
Increasing the ease and speed of getting to and from the town by walking and cycling will increase capacity and make the town a pleasanter, safer and more prosperous.	181	Agree.
<p>Opposed to further pedestrianisation in the town:</p> <ul style="list-style-type: none"> it will cause more congestion It will affect businesses in the town people come to Harrogate because they can park within easy walking distance of the shops current pedestrianised areas are not a success 	58, 53, 54, 77, 90, 104, 135, 139, 167, 174	<p>Noted. The pedestrianisation proposals contained in the draft strategy and masterplan are part of a package of projects aimed at improving economic prospects of the town and ensuring that it continues to compete with rival destinations both now and in the future.</p> <p>However, in view of the comments received during the consultation it is recommended that the proposed public</p>

3 Draft Strategy and Masterplan - Summary of Key Issues

Pedestrian Movement and Cycle Infrastructure: Information about pedestrian movement and cycle infrastructure can be read at page 41 of the document. Do you have any comments to make on pedestrian movement and cycle infrastructure?		
Key Issues	Comment ID	HBC Response
<ul style="list-style-type: none"> pedestrianising James Street would have significant knock-on effects for traffic circulation would result in no significant benefits waste of money no changes are necessary the impact of pedestrianisation needs to be investigated undertake pedestrianisation in measured stages and make process consultative 		<p>realm improvements to existing pedestrianised areas are prioritised first and then rolled out to other streets. This will allow more time to assess the potential impact of pedestrianisation proposals on traffic movements, parking and local businesses, and for engagement with relevant stakeholders.</p> <p>Recommended change:</p> <p>Page 45 - Reschedule the James Street/Princes Street project to take place after the proposed works to Oxford Street/Cambridge Street and Parliament Street/Cheltenham Parade.</p>
Consider park and ride.	54	Noted. As stated in the masterplan document, the Council will continue to review opportunities to provide park and ride facilities for the town centre, and in particular any opportunities associated with the upgrading of railway infrastructure.

Draft Strategy and Masterplan - Summary of Key Issues 3

Pedestrian Movement and Cycle Infrastructure: Information about pedestrian movement and cycle infrastructure can be read at page 41 of the document. Do you have any comments to make on pedestrian movement and cycle infrastructure?		HBC Response
Key Issues	Comment ID	
There is not enough space for people to walk through the bus station without difficulty, and almost impossible with a bike.	229	Noted. This issues could be looked at in developing plans for the Transport Hub project in partnership with the landowner and operator of the bus station.
Quality floorscape and street furniture required: <ul style="list-style-type: none"> new signage needs to suit the towns architecture. 	77, 304	Agree. The town centre design principles set out in the draft strategy and masterplan encourage the use of high quality traditional materials in new development and public realm improvements (including street furniture and signage) and, where contemporary materials are used, ensuring that they are of a high quality and harmonise with existing buildings.
Disagree with pavement widening to Parliament Street and Cheltenham Parade.	338	Disagree. The purpose of the proposed improvements to Parliament Street and Cheltenham Parade is to reduce the dominance of vehicles and traffic, and to create a more attractive and legible pedestrian routes on these main thoroughfares between the HIC and the towns retail core.

3 Draft Strategy and Masterplan - Summary of Key Issues

Pedestrian Movement and Cycle Infrastructure: Information about pedestrian movement and cycle infrastructure can be read at page 41 of the document. Do you have any comments to make on pedestrian movement and cycle infrastructure?		
Key Issues	Comment ID	HBC Response
People need to be able to park their cars or they will not visit the town.	139	<p>Noted. It is important to ensure a good level of access and parking provision for those wishing to come to Harrogate by car and it is also important to ensure good access by walking, cycling and public transport.</p> <p>The Council, together with North Yorkshire County Council, will review the on and off-street parking regime to ensure the efficient use of these facilities. This review will look at supply and demand of the town centre car parks and on street parking to ensure an appropriate level of parking is provided in the town.</p>

Table 3.20 Summary of Key Issues: Pedestrian Movement and Cycle Infrastructure

Draft Strategy and Masterplan - Summary of Key Issues 3

Parking Management: Information on parking management can be read at page 41 of the document. Do you have any comments to make on parking management?		
Key Issues	Comment ID	HBC Response
<p>Effort should be made to persuade people to change the way they travel short distances where possible, making it more convenient, safe and enjoyable for them to do so.</p>	28	<p>Agree. The projects under the movement strategy and public realm strategy seek to improve and promote sustainable transport options making them a more attractive and viable alternative to the car.</p>
<p>Car parking:</p> <ul style="list-style-type: none"> introduce disc parking on Victoria Avenue where it meets Queens Road, Coach Road and Park Avenue if more pedestrianisation takes place, alternative parking needs to be provided that is convenient, attractive, cheap and well signposted a residents scheme for free parking would encourage more locals to use town centre shops make short-stay parking cheaper and long-stay parking more expensive introduce meters that allow payment by mobile phone and other cashless methods build additional car parking: 	34, 35, 52, 45, 71, 217	<p>Noted. The Council, together with North Yorkshire County Council, will review the on and off-street parking regime to ensure the efficient use of these facilities. These suggestions will be considered in undertaking this review and when bringing forward masterplan projects.</p>

3 Draft Strategy and Masterplan - Summary of Key Issues

Parking Management: Information on parking management can be read at page 41 of the document. Do you have any comments to make on parking management?		
Key Issues	Comment ID	HBC Response
<ul style="list-style-type: none"> • underground car park under West Park • multi-storey on Dragon Road car park • Multi-storey on existing Station Avenue car park • HIC (Hall Q) • multi-storey over the bus station and rail track with link to Victoria car park 	58, 41, 53, 54, 77, 90, 104, 304, 139, 167, 168, 222, 174, 326, 296, 296	<p>Noted. The Council, together with North Yorkshire County Council, will review the on and off-street parking regime to ensure the efficient use of these facilities.</p> <p>The Council will seek to work with all relevant stakeholders in developing and delivering projects. This will include engagement on the details and design of public realm improvement projects to ensure that parking and servicing arrangements are appropriate and the needs of vulnerable groups are met.</p>
<p>Opposed to the loss of on-street parking:</p> <ul style="list-style-type: none"> • there is not sufficient space capacity in the multi-storey car parks • it will force people to park in peripheral residential areas where there are already problems • it will disadvantage blue badge users (who do not just use designated bays) • visitor numbers would diminish • people do not like multi-storey car parks 		

Draft Strategy and Masterplan - Summary of Key Issues 3

Parking Management: Information on parking management can be read at page 41 of the document. Do you have any comments to make on parking management?		HBC Response
Key Issues	Comment ID	
<ul style="list-style-type: none"> it could be retained with improved crossing points, signs and some widened pavements the Council should public how many spaces will be removed a proper investigation of this proposal is needed people want to park close to their destinations and will not walk from the outskirts of town what additional car parking is proposed to counteract those lost? 		
<p>There is a growing body of evidence that small businesses consistently over-estimate how many customers arrive by car and numerous studies show that introducing bike lanes has lead to higher sales as people spend more time on high streets transformed into nicer places.</p>	62	Noted.
<p>Present availability of on-street parking is particularly widespread in Harrogate and this encourages motorists to drive right into the centre.</p>	313	Noted.

3 Draft Strategy and Masterplan - Summary of Key Issues

Parking Management: Information on parking management can be read at page 41 of the document. Do you have any comments to make on parking management?		
Key Issues	Comment ID	HBC Response
Multi-storey car parks are pedestrian unfriendly - they need better lighting and wider pavements. The appearance of the West park multi-storey is dreadful.	84, 35	Noted. The Council, together with North Yorkshire County Council, will review the on and off-street parking regime to ensure the efficient use of these facilities.
Survey town centre employees and find out how they are travelling to work. Could they walk, cycle or take public transport?	34	Noted. The Council will look at census travel to work data for the town centre area to understand the possibilities for more sustainable travel.
Consider introducing park and ride: <ul style="list-style-type: none"> • use showground parking and route past schools (Oatlands Drive) which are closed at weekends • contracted in for peak periods • needed at the north and south entrances to Harrogate • park and ride does work in other areas • if economic to do so 	35, 77, 135, 217, 326, 257	Noted. As stated in the masterplan document, the Council will continue to review opportunities to provide park and ride facilities for the town centre, and in particular any opportunities associated with the upgrading of railway infrastructure.
Need to analyse the specific needs of the over 65s.	41, 71	Noted. The Council will seek to work with all relevant stakeholders in developing and delivering projects.

Draft Strategy and Masterplan - Summary of Key Issues 3

Parking Management: Information on parking management can be read at page 41 of the document. Do you have any comments to make on parking management?		HBC Response
Key Issues	Comment ID	
HBC needs to work with NYCC to implement a sympathetic parking strategy.	52	Agree. The Council, together with North Yorkshire County Council, will review the on and off-street parking regime to ensure the efficient use of these facilities.
<p>Opposed to introducing evening and Sunday parking charges.</p> <ul style="list-style-type: none"> ● it will affect churches Sunday congregations ● have time limited free parking instead ● it is clearly a revenue raising exercise 	52, 167, 234	Noted. North Yorkshire County Council have taken the decision to postpone the introduction of evening and Sunday parking charges until all parking tariffs in the town have been reviewed, both on and off-street. Harrogate Borough Council will be involved in this review.
If people cannot use their car to get to the town centre they will just go somewhere else.	71	<p>Noted. It is important to ensure a good level of access and parking provision for those wishing to come to Harrogate by car and it is also important to ensure good access by walking, cycling and public transport.</p> <p>The Council, together with North Yorkshire County Council, will review the on and off-street parking regime to ensure the efficient use of these facilities. This review will look at supply and demand of the town</p>

3 Draft Strategy and Masterplan - Summary of Key Issues

Parking Management: Information on parking management can be read at page 41 of the document. Do you have any comments to make on parking management?		
Key Issues	Comment ID	HBC Response
Parking management should be a high priority.	217	<p>centre car parks and on street parking to ensure an appropriate level of parking is provided in the town.</p> <p>Agree. The Council, together with North Yorkshire County Council, will review the on and off-street parking regime to ensure the efficient use of these facilities. In recognition of this the Parking Management project will be made high priority and moved forward in the phasing of projects.</p> <p>Recommended change:</p> <p>Page 44 - Change the priority of the Parking Management project from moderate to high.</p> <p>Page 45 - Move the Parking Management project ahead of the Oxford Street/Cambridge Street project in the phasing table.</p>

Draft Strategy and Masterplan - Summary of Key Issues 3

Parking Management: Information on parking management can be read at page 41 of the document. Do you have any comments to make on parking management?		
Key Issues	Comment ID	HBC Response
Harrogate is an events town and must cater for the peak demand for parking to avoid damaging its reputation as a visitor destination.	217	Agree. The Council, together with North Yorkshire County Council, will review the on and off-street parking regime to ensure the efficient use of these facilities. In undertaking this work the Council will consider the parking requirements of peak demand periods.

Table 3.21 Summary of Key Issues: Parking Management

3 Draft Strategy and Masterplan - Summary of Key Issues

Project Priority, Funding and Delivery: The Project Priority, Funding and Delivery table can be read at page 44 of the document. Do you have any comments to make on the Project Priority, Funding and Delivery table?		
Key Issues	Comment ID	HBC Response
Harrogate in Bloom would like to be involved in any consultation regarding changes to parks, open spaces and Prospect Gardens.	60	Agree. The Council will seek to work with all relevant stakeholders in developing and delivering projects, including Harrogate in Bloom.
Save money by not spending large sums on pedestrianisation.	78, 149	Disagree. Appropriate funding sources for the public realm improvements are still to be identified. These proposals are intended to assist the overall economic prospects of the town and ensure that it can compete with rival destinations both now and in the future. All projects will be carefully planned and scrutinised to ensure that funds are spent efficiently.
Concentrate on the better projects like Royal Hall area, Princes Square and the Transport Hub.	78, 149	Noted. The Crescent Gardens/HIC and Transport Hub projects are phased to take place at the start of the strategy period. The Princes Square project however is due to take place after the proposed changes to James Street/Princes Street. This is in order to roll out the public realm improvement in a logical order of works and to minimise disruption to town centre businesses.

Draft Strategy and Masterplan - Summary of Key Issues 3

Project Priority, Funding and Delivery: The Project Priority, Funding and Delivery table can be read at page 44 of the document. Do you have any comments to make on the Project Priority, Funding and Delivery table?		HBC Response
Key Issues	Comment ID	
Concentrate on existing pedestrianised areas first before embarking on new areas.	91	<p>Agree. The James Street & Princes Street project could be rescheduled to take place after other planned public realm improvements.</p> <p>Recommended change:</p> <p>Page 45 - Reschedule the James Street/Princes Street project to take place after the proposed works to Oxford Street/Cambridge Street and Parliament Street/Cheiltenham Parade.</p>
Important to pull together all interested parties and stakeholders.	305	<p>Agree. The Council will seek to work with all relevant stakeholders in developing and delivering projects.</p>
Set up a Business Improvement District.	85	<p>Noted. Business Improvement Districts (BID) are business led partnerships which generate a levy from business rate payers to fund initiatives which will improve their local trading environment. Whether a proposed scheme goes ahead is determined by a ballot of the businesses affected. Whilst the strategy and</p>

3 Draft Strategy and Masterplan - Summary of Key Issues

Project Priority, Funding and Delivery: The Project Priority, Funding and Delivery table can be read at page 44 of the document. Do you have any comments to make on the Project Priority, Funding and Delivery table?		
Key Issues	Comment ID	HBC Response
		masterplan does not propose to instigate the setting up of a Business Improvement District, the Council would explore this option should a proposal come forward from local businesses.
The projects will result in unnecessary disruption and inconvenience.	136	Noted. All construction work creates disruption. However, projects will be planned and managed to minimise any disruption caused to businesses and residents.
Further engagement with the public and stakeholders is required before any of these schemes are implemented to understand their impact.	85, 312	Agree. The Council will seek to work with all relevant stakeholders, including the public where appropriate, in developing and delivering projects. Further analysis of the risks and mitigation required will be undertaken where appropriate and necessary in developing projects.

Table 3.22 Summary of Key Issues: Project Priority, Funding and Delivery

Draft Strategy and Masterplan - Summary of Key Issues 3

Phasing to 2025: The Phasing to 2025 table can be read at page 45 of the document. Do you have any comment to make on the Phasing to 2025 table?		
Key Issues	Comment ID	HBC Response
Concentrate on existing pedestrianised areas first before embarking on new areas.	91	<p>Agree. The James Street & Princes Street project could be rescheduled to take place after other planned public realm improvements.</p> <p>Recommended change:</p> <p>Page 45 - Reschedule the James Street/Princes Street project to take place after the proposed works to Oxford Street/Cambridge Street and Parliament Street/Cheiltenham Parade.</p>
Just concentrate on the Transport Hub/Gateway scheme.	305	<p>Agree in part. The Transport Hub project is a key priority of the strategy and masterplan. Work on the feasibility and design for this project is due to commence immediately but, due to the complexity of the scheme, will take time to deliver as reflected in the phasing table. Other projects can and should also be progressed alongside work on the Transport Hub.</p>

Table 3.23 Summary of Key Issues: Phasing to 2025

3 Draft Strategy and Masterplan - Summary of Key Issues

Delivery Risks and Mitigation: The Delivery Risks and Mitigation table can be read at page 45 of the document. Do you have any comment to make on the Delivery Risks and Mitigation table?		
Key Issues	Comment ID	HBC Response
In view of likely delay to rail electrification, some clearer action in mitigation is needed.	91	<p>The Transport Hub project is not dependent on the electrification of the rail line but should clearly be mindful of the potential design and operational implications that this may have on the project.</p> <p>The frequency of trains between Harrogate and Leeds will rise from two per hour to four per hour during the day by December 2017 and an extra later train will run between Harrogate and York. Rolling stock will be improved by 2020 and there are various other improvements planned as part of the new rail franchise, such as staffing at more stations and enhanced ticketing opportunities. The Council will be working with North Yorkshire County Council and Arriva to maximise the benefits to Harrogate and to ensure that stations across the district, particularly Harrogate, fulfil their potential in both rail passenger and more general transport hub terms.</p>

Draft Strategy and Masterplan - Summary of Key Issues 3

Delivery Risks and Mitigation: The Delivery Risks and Mitigation table can be read at page 45 of the document. Do you have any comment to make on the Delivery Risks and Mitigation table?		HBC Response
Key Issues	Comment ID	
		<p>Recommended change:</p> <p>Page 45 - Amend comments in the phasing table relating to the Transport Hub project to read:</p> <p>Subject to the preparation of site masterplan, land assembly and funding. Plans should not compromise the future electrification of the line. Extended implementation period for complex scheme.</p>
Transparency and openness needed. Work with the people.	305	Agree. The Council will seek to work with all relevant stakeholders, including the public where appropriate, in developing and delivering projects. The Council will endeavour to keep people informed of progress made on projects as they develop.
There is a significant risk of damaging James Street. Were the project to fail then many other worthy projects would lose public support. On the other hand retailers	219	Agree in part. The Council will seek to work with all relevant stakeholders, including the public where appropriate, in developing projects. This will help

3 Draft Strategy and Masterplan - Summary of Key Issues

Delivery Risks and Mitigation: The Delivery Risks and Mitigation table can be read at page 45 of the document. Do you have any comment to make on the Delivery Risks and Mitigation table?		
Key Issues	Comment ID	HBC Response
and property owners may support it if changes are seen to be successful elsewhere in the town. Mitigate risk by re-prioritising James Street later.		<p>minimise the risks both during and after their delivery. However, it is agreed that the James Street & Princes Street project could be rescheduled to take place after other planned public realm improvements.</p> <p>Recommended change:</p> <p>Page 45 - Reschedule the James Street/Princes Street project to take place after the proposed works to Oxford Street/Cambridge Street and Parliament Street/Cheltenham Parade.</p>

Table 3.24 Summary of Key Issues: Delivery Risks and Mitigation