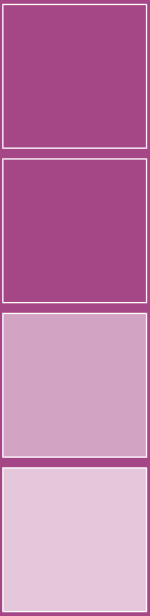


Appendix 6 Leaflets and Flyers



Draft HTCSM Consultation Leaflet



Harrogate Town Centre Strategy and Masterplan

Public Consultation: 4 September - 16 October 2015



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

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

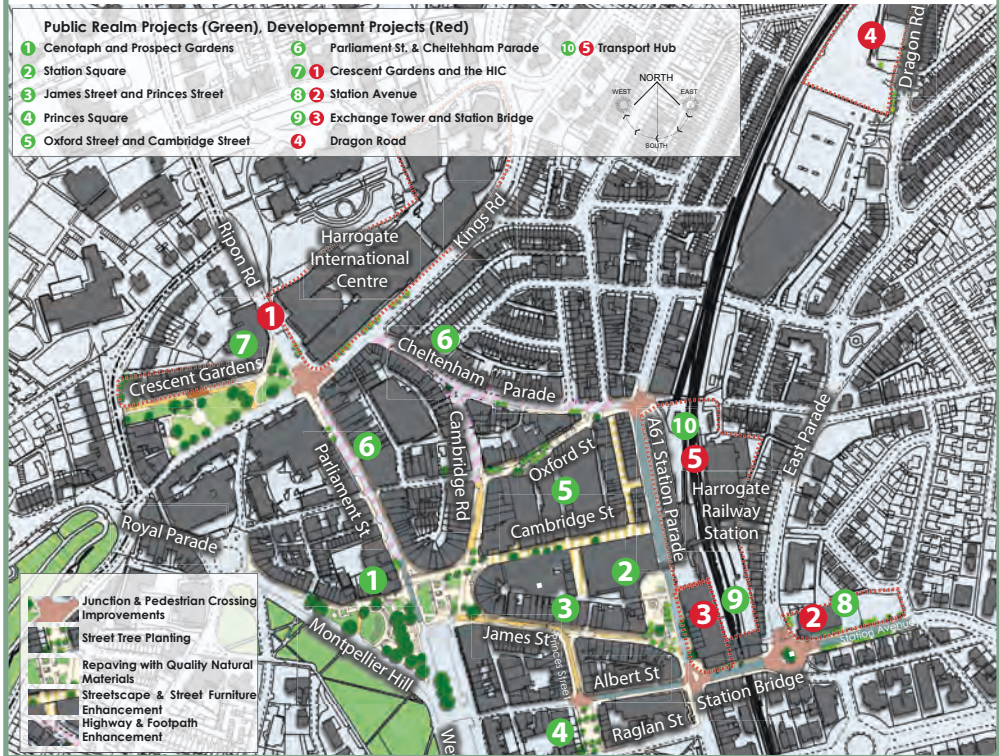
'By 2025 Harrogate Town Centre will be a leading UK destination for shopping, leisure and business tourism. The unique qualities of the town centre will be enhanced to provide a distinctive visitor offer that differentiates Harrogate from its regional and national competitors. This distinctiveness will be characterised by an exceptional town centre environment, the key components of which will be:

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

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

The Town Centre Masterplan

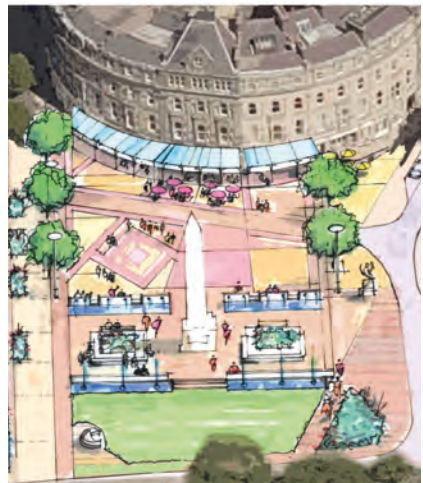
The masterplan sets out a series of projects and policy recommendations designed to deliver the vision. These include key opportunity sites and public realm improvements for Harrogate town centre as shown on the plan below.



Cenotaph and Prospect Gardens

The Cenotaph is a focal point of the town centre surrounded by some of the town's finest Victorian architecture. Proposals here include:

- Improving pedestrian links between Cambridge Street and the Montpellier Quarter.
- Redesigning the public realm, creating space for informal recreation and events.
- The closure of Cambridge Crescent and Montpellier Parade to general traffic and the removal of on-street car parking.
- The creation of a tiered performance space at Prospect Gardens.



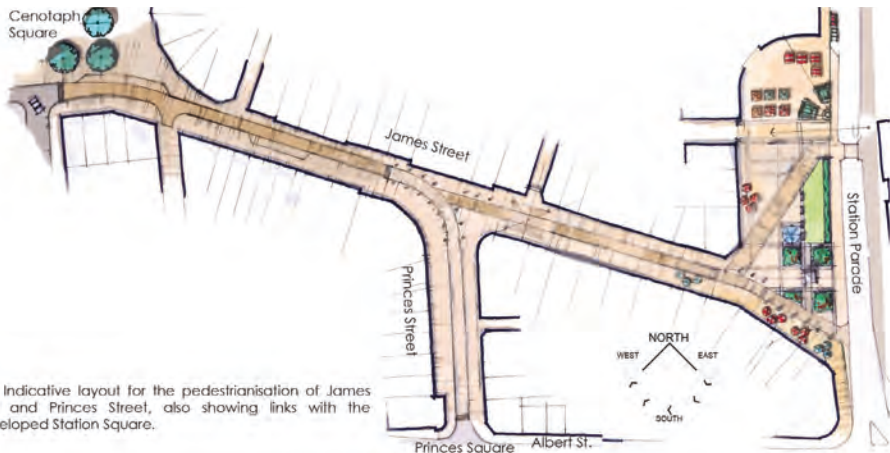
Station Square and Station Parade

Station Square is the gateway to the town centre for visitors arriving by train. However, it currently suffers from a disjointed appearance that makes it difficult for visitors to orientate themselves on arrival, and also suffers from the environmental impacts of the A61 at Station Parade. Below is an artist's impression of the potential redevelopment of Station Square that would address these issues and complement plans to improve facilities at the train station.



James Street and Princes Street

James Street has evolved into one of the town's premier shopping street and acts as an important east-west route connecting Station Square to the Cenotaph. Subject to an assessment of the traffic impact, it is proposed that James Street is fully pedestrianised, maximising the benefits to the pedestrian environment.



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

Station Avenue

The strategy and masterplan proposes the redevelopment of the car park adjacent to the Odeon cinema on Station Avenue to introduce new family leisure facilities, such as a modern bowling alley, whilst retaining the existing car parking at ground floor level.



Other Masterplan Projects

The consultation document sets out a range of other projects, including:

- Improving the attractiveness, legibility and safety of Parliament Street and Cheltenham Parade for pedestrians.
- The rationalisation of car parking and new tree planting in Princes Square.
- Improving connections between the bus and train stations through new development.
- The use of Hall Q of the HIC for a family-orientated visitor attraction.
- The potential redevelopment of the HIC holding area off Dragon Road.
- Securing a suitable redevelopment of the council's Crescent Gardens offices and remodelling the gardens opposite.

Implementation Plan

The document also includes an implementation plan identifying lead organisations for delivering projects, potential partners, proposed phasing and funding sources.

How can you get involved?

The Draft Harrogate Town Centre Strategy and Masterplan is available to view at <http://consult.harrogate.gov.uk> where you can respond online.

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

Whilst we would encourage people to respond online, responses can be e-mailed to planningpolicy@harrogate.gov.uk or posted to Planning Policy, Planning and Development, Harrogate Borough Council, P.O. Box 787, Harrogate, HG1 9RW (please remember to provide your name and postal address).

The closing date and time for responding to the consultation is 4:30pm on Friday 16 October 2015.



Draft HTCSM Consultation Flyer





Harrogate Town Centre Strategy and Masterplan Public Consultation: 4 September - 16 October 2015



Residents, businesses and community groups have the opportunity to share their views on the future development of Harrogate town centre during a six week consultation.

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

Copies of the consultation document are available to view in all of the district's libraries, at the main council offices in Crescent Gardens, Harrogate, at Ripon Town Hall and Knaresborough House.

To view the document and respond online visit:

<https://consult.harrogate.gov.uk/kse/>

Responses can also be sent to planningpolicy@harrogate.gov.uk or posted to Planning Policy, Planning and Development, Harrogate Borough Council, P.O. Box 787, Harrogate, HG1 9RW (please provide your name and postal address).

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