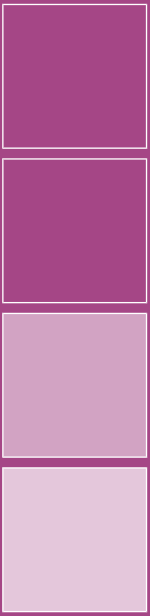
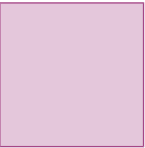
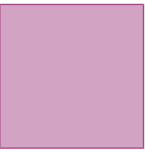
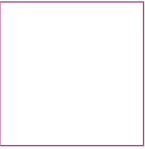
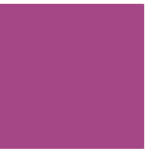


**Appendix 8 Stakeholder Event Invite
and Presentation**



Stakeholder Event Letter Invite



Our ref: HTCSM

Your ref:

Date: 2 September 2015

Dear Sir or Madam,

**DRAFT HARROGATE TOWN CENTRE STRATEGY AND MASTERPLAN:
INVITATION TO ATTEND A STAKEHOLDER BRIEFING**

Harrogate Borough Council will be undertaking public consultation on a Draft Harrogate Town Centre Strategy and Masterplan between 4 September and 16 October 2015. As part of the consultation arrangements, we would like to invite you to attend a stakeholder briefing on **Thursday 17 September at 5:30pm in the Rooftops Suite, The Yorkshire Hotel, Prospect Place, Harrogate.**

The briefing will involve an introduction from Cllr Rebecca Burnett, Cabinet Member for Planning and Sustainable Transport, followed by presentation on the purpose and content of the draft strategy and masterplan by Jonathan Wadcock from Peter Brett Associates, and finish with a questions and answers session.

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

The Draft Harrogate Town Centre Strategy and Masterplan features:

- a summary of the findings of a comprehensive assessment of the current situation in the town centre
- a vision of what the town centre could be like in 2025 along with a number of strategic objectives that would be necessary to achieve that vision;
- a masterplan for the centre of the town and an outline of the projects and proposals relating to the plan
- policy recommendations for how to manage the town centre and
- a plan for implementing the changes proposed in the draft masterplan

The consultation document and supporting information will be available on the council's website from Friday 4 September at: <https://consult.harrogate.gov.uk/kse/>

To reserve your place at the stakeholder briefing please reply directly to this e-mail by Wednesday 9 September.

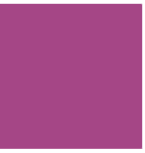
If you have any queries or would like further information regarding the briefing please contact James Langler at planningpolicy@harrogate.gov.uk

Yours faithfully

Tracey Rathmell
Principal Planning Policy Manager
E-mail: planningpolicy@harrogate.gov.uk
Tel: 01423 500600

If you are replying to this communication by post, please ensure that you use the address at the bottom of this letter.

Stakeholder Event e-mail Invite



Harrogate Town Centre Strategy and Masterplan

Stakeholder Briefing – Thursday 17 September

The Yorkshire Hotel, Harrogate



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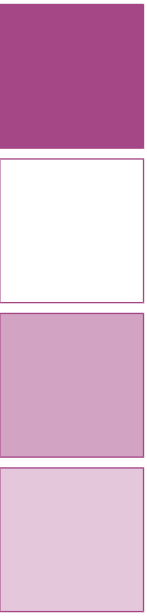
To reserve your place at the stakeholder briefing please reply directly to this e-mail by Wednesday 9 September

If you would like any further information regarding the briefing please contact Planning Policy at PlanningPolicy@harrogate.gov.uk or on (01423) 556642

to get involved visit:

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

Stakeholder Event Presentation





Harrogate Town Centre Strategy and Masterplan

Stakeholder Briefing – 17 September 2025



Briefing Agenda

- 17:30 Sign-in and refreshments
- 17:45 Introduction by Cllr Rebecca Burnett,
Cabinet Member for Planning and
Sustainable Transport
- 17:50 Presentation by Jonathan Wadcock,
Peter Brett Associates
- 18:20 Questions & Answers
- 19:00 Close



Harrogate Town Centre Strategy & Masterplan

Stakeholder Event – 17th September 2015

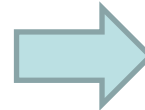
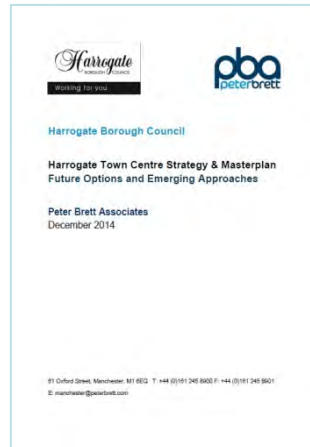
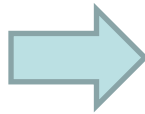
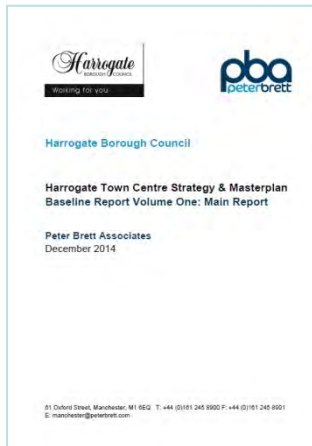


Introduction

The Consultant Team and its Brief



The Masterplan Process



Baseline Findings

Harrogate is a healthy and successful town centre with many existing assets.

- Harrogate dominates shopping patterns within its catchment area and generates an annual turnover from retail activity in excess of £300 million.
- Over the last ten years Harrogate has improved its position relative to other town centres with a good mix of national and independent operators.
- The town centre has a low vacancy rate that is well below the UK national average and few derelict or underutilised sites.
- The HIC and business tourism make a significant contribution to the local economy and allow the town centre to ‘punch above its weight’.
- The high quality of the town centre environment is critical to the positive views of visitors to the town centre.



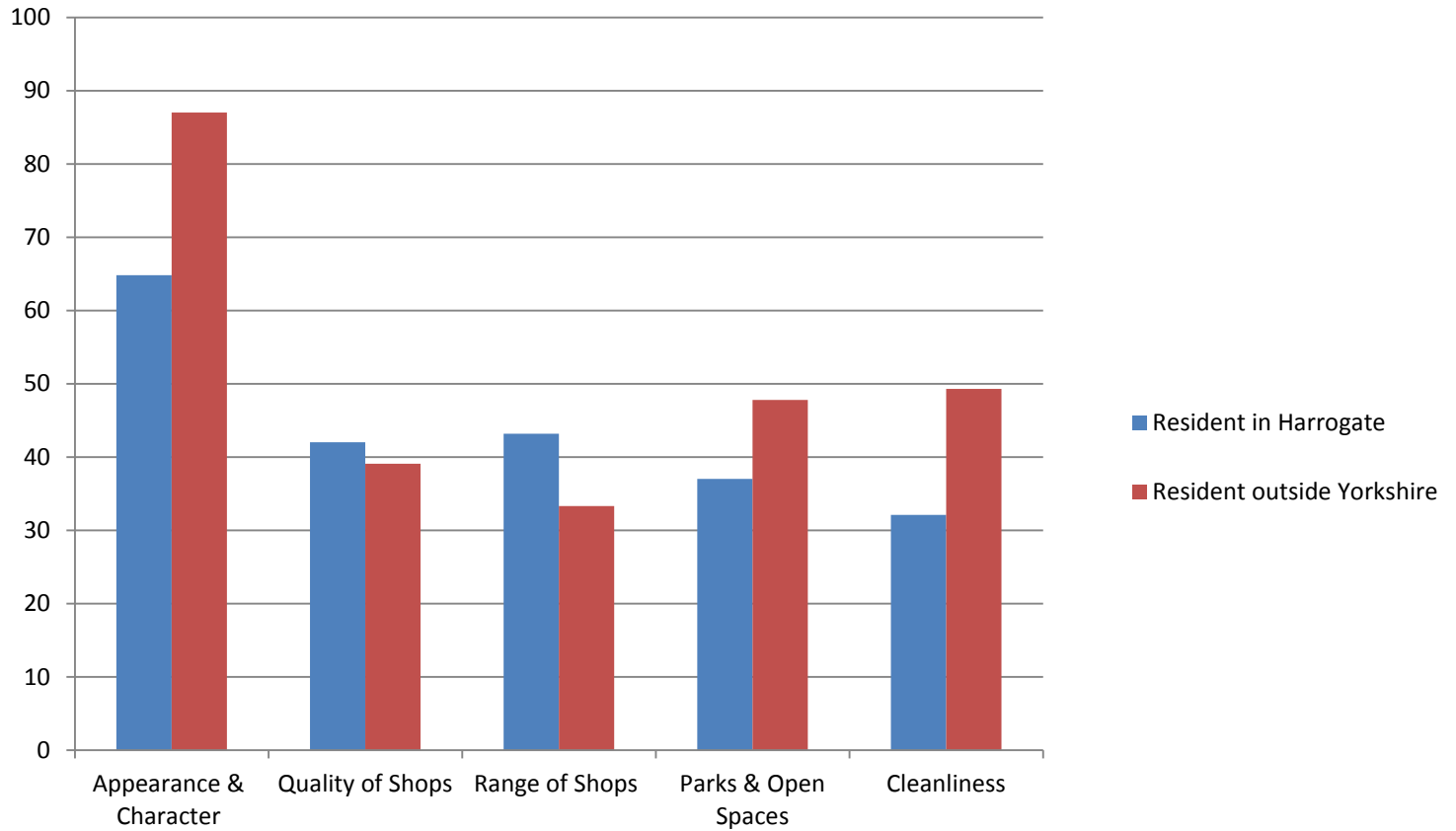
Baseline Findings

Centre	Market Share (%)		
	Clothing & Footwear	Furniture	Electrical
Harrogate Town Centre	38.4	21.4	20.6
Leeds City Centre	11.0	8.8	3.8
York City Centre	6.8	3.8	2.0

Centre	Javelin Venuescore Ranking		
	2006	2010	2013
Leeds	6	5	4
York	26	30	26
Harrogate	73	51	55
Royal Tunbridge Wells	61	58	51
Cheltenham	20	30	39



Baseline Findings



Baseline Findings

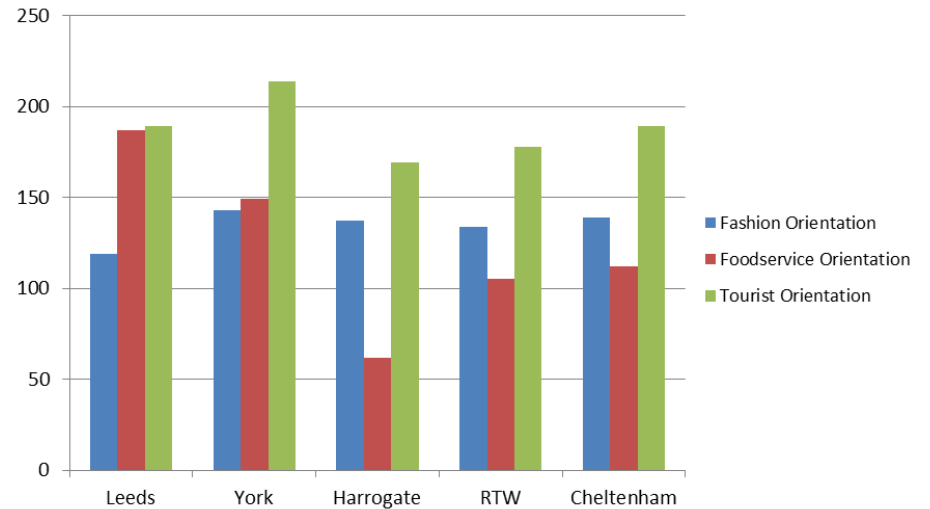
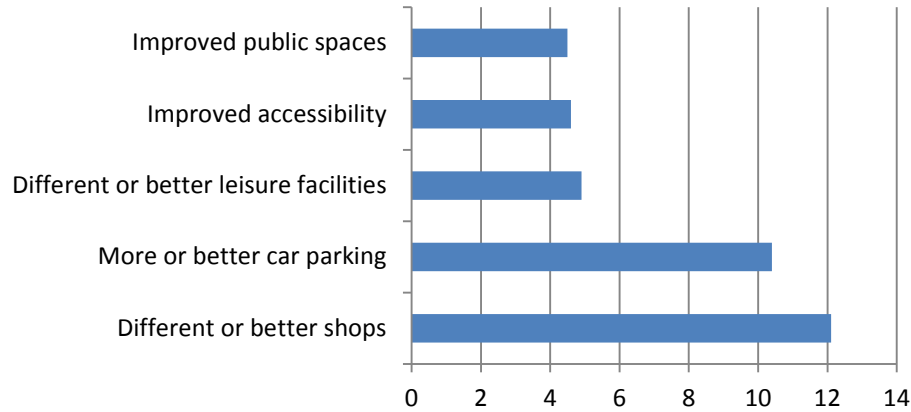
There are a number of potential areas for improvement which would enhance the performance of the town centre.

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



Baseline Findings

Percentage of Respondents



Strategic Options

Managed Growth

- continuation of the town centre's recent growth and place it on a sustainable footing so that any competing pressures could be 'managed'.
- focus on addressing issues that currently detract from the performance of the town centre.

Enhanced Growth

- build on the town centre's existing success to ensure that its strengths are developed and integrated
- assumes a higher level of intervention and will seek to do this by targeted investment to expand the town centre's 'offer' in an organic manner.

Strategic Reorientation

- more significant change in the role of the town centre facilitated by significant levels of intervention.
- recognise the current strengths seek to develop other strengths that might serve different markets or open up new opportunities for town centre development.



Strategic Objectives for Town Centre Masterplan

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



Vision for Harrogate 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 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.'



Town Centre Strategy

Public Realm Strategy

- Reinforcing the visitor appeal of Harrogate by showcasing its architecture and public spaces.
- Creating new spaces for outdoor events to complement existing indoor event facilities and provide new spaces for markets.
- Better integrating key destinations to improve the functioning of the town centre and reduce the negative impacts of traffic.

Visitor Strategy

- Support Harrogate's role as a leading destination for business tourism.
- Expanding the visitor offer as a means to increase the number of staying visitors.
- Support the integration of the visitor offer (including heritage, shopping, leisure and events) to maximise its appeal.



Town Centre Strategy

Movement Strategy

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

Town Centre Management

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



Public Realm Projects

Cenotaph and Prospect Gardens

- enhance the area's role as a key public space and focal point for the town centre;
- improve links with, and provide a gateway to, the Montpelier Quarter; and
- improve physical and functional links between the town centre and The Stray.



Station Square

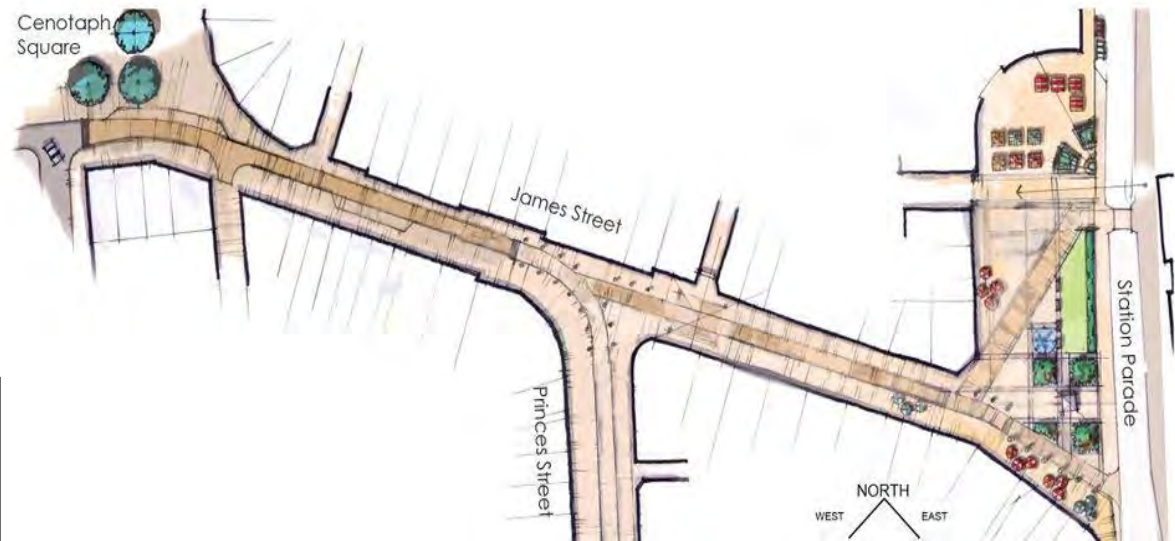
- create a new gateway to the town centre and showcase the architecture of buildings to the west of Station Parade;
- create a space for events, including markets, that would complement existing retail activity; and
- provide a clearer pedestrian route to James Street and onwards to destinations on the western side of the town centre.



Above: Artist's impression of potential redevelopment of Station Square



James Street and Princes Square



- closure of James Street and the northern section of Princes Street to general traffic with access for service vehicles only;
- removal of on-street car parking and resurfacing in high quality, local materials;
- de-cluttering of the street scene and the provision of appropriately located street furniture; and
- re-designed layout to Princes Square.



Visitor Projects

Crescent Gardens and the HIC

- introduction of a suitable new use for the former Council offices at Crescent Gardens. Introduction of a new family visitor attraction to Hall Q of the HIC to help diversify the town centre's visitor offer;
- the provision of new service arrangements to the HIC which allow for improved links with the Majestic Hotel and an improved setting for the Royal Hall; and
- encouraging the use of Crescent Gardens and links with Valley Gardens and the Montpellier Quarter.

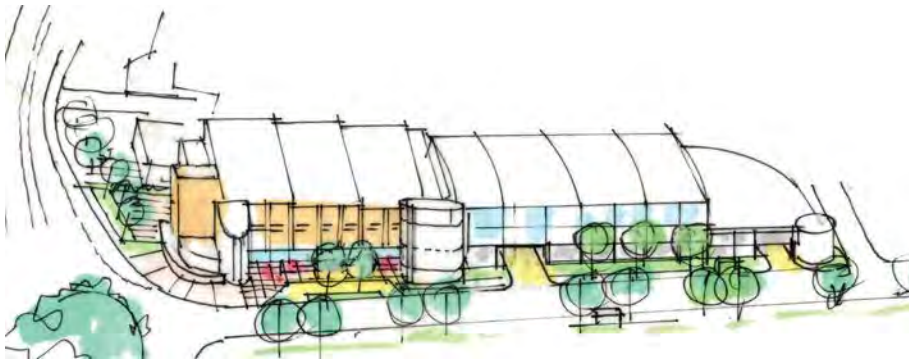


Source: Colour Urban Design Ltd and Marks Barfield Architects



Station Avenue

- the proposed development should complement the listed cinema building in terms of its scale, design and massing. Options to remodel the blank southern elevation of the cinema should be explored;
- existing car parking capacity should be retained at basement or ground floor levels;
- new buildings should step down to the north and east of the site so as to be compatible with adjoining residential development; and
- public realm improvements should be provided to Station Avenue to enhance its role as a gateway to the town centre from the east.

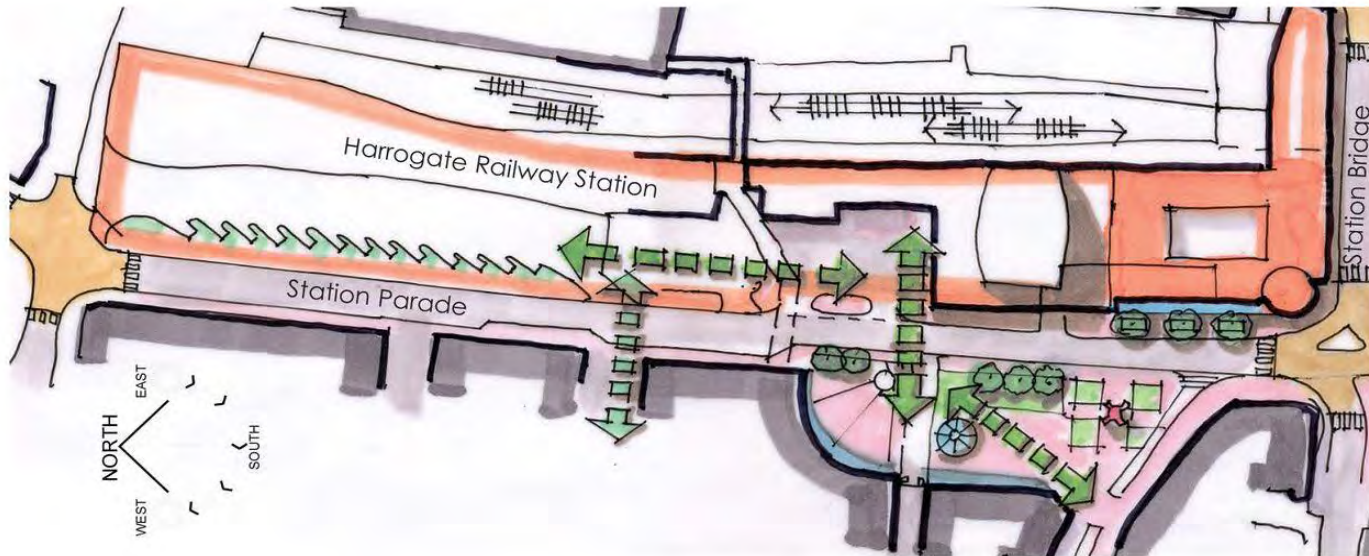


Movement Projects

Transport Hub

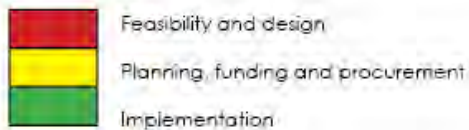
- improved booking hall facilities to the railway station providing new retail and food and drink units;
- retention of the historic building currently occupied by the Harrogate Tap;
- improvement of links between the bus station and railway station to encourage and ease modal transfer;
- maintaining access to the Victoria car park and integrating it with other transport facilities;
- new drop-off and dedicated taxi facilities, exploring potential opportunities to incorporate these on land to the east of the railway line;
- improved facilities providing cycle parking and offering cycle hire facilities for visitors;
- new office and/or residential accommodation at upper floors; and
- public realm improvements to Station Parade, including enhanced links to, and an improved outlook from, Cambridge Street.





Implementation

Project	Priority	2016 to 2020					2021 to 2025				
Cenotaph & Prospect Gardens	High	Red	Yellow	Green	Green						
Station Square		Red	Yellow	Green							
Crescent Gardens & HIC		Red	Red	Yellow	Green	Green					
Transport Hub		Red	Red	Yellow	Yellow	Green	Green	Green			
James St & Princes St	Moderate		Red	Yellow	Green						
Oxford St & Cambridge St				Red	Yellow	Green					
Parliament St & Cheltenham Parade				Red	Yellow	Green					
Exchange Tower & Station Bridge				Red	Yellow	Green					
Pedestrian Movement						Green					
Cycle Infrastructure			Red	Yellow	Green	Green	Green	Green			
Parking Management			Red	Yellow	Green	Green	Green	Green	Green	Green	Green
Princes Square	Low				Red	Yellow	Green				
Station Avenue					Red	Yellow	Green	Green			
Dragon Road						Red	Yellow	Green	Green		



Consultation Arrangements

- **Consultation period – 4 September to 16 October 2015**
- Exhibition at St Peter's Church – 22 September to 4 October
- Officers attending exhibition on Saturday 26 September between 10am – 3pm
- Respond online at **<https://consult.harrogate.gov.uk/kse/>**

Questions?

