

Blackburn Town Centre Investing in the Future



Working together for Blackburn
Town Centre Regeneration

Blackburn Town Centre Strategy
for 2003 ~ 2008



Contents



	Page
Foreword	03
1. Introduction	04
Background	
Building on achievements	
The Consultation	
2. Key issues facing the Town Centre	06
Vitality and viability	
The demand and availability of retail floorspace	
Competitive pressure	
3. The way forward	08
Action plans	
Delivery	
4. Proposed action plan to implement the Strategy Update	10
Employment and Prosperity	10
Culture and Life	12
Movement and Transport	14
5. Measuring the success of the strategy	16
6. Be part of Blackburn Town Centre Regeneration	17
7. Proposed Town Centre Districts	18
Cathedral Quarter	
College and Creative Quarter	
Commercial District	
Town Centre Retail Core	
Northgate	
Audley Retail and Leisure Parks	
Bus and Train Stations	



Foreword



Blackburn has a fantastic future. It has a strong and loyal population, award winning businesses and a Council committed to its growth and regeneration. The last five years have seen a number of key projects being developed as part of the multi-million pound Town Centre Action Plan 1998-2001. These projects have created a platform for the next exciting phase of regeneration to begin.

In consultation with local stakeholders and communities an updated Strategy has been prepared which seeks to further establish Blackburn Town Centre as a premier shopping, working, living and visitor destination. It aims to bring a variety of social, economic and cultural benefits to the town, complementing existing heritage and development.

The Strategy Update is not a masterplan, but a flexible framework based on the three strategic themes of Prosperity and Employment, Culture

and Life and Movement and Transport.

Guided by this new Strategy and working in partnership, I am confident that together we can make Blackburn a more prosperous, vibrant and attractive place for everyone.

Councillor Bill Taylor, *Leader, Blackburn with Darwen Borough Council*



Blackburn Town Centre Investing in the Future



To be successful, the Town Centre needs to attract further investment in a number of key areas. The new Strategy will help us to access sufficient funds for new projects, attract new investment, businesses and visitors and to fully realize the potential for Blackburn's future.

The new Strategy represents a real opportunity for Blackburn and with public support behind the plans outlined in this document we can now look forward to the start of the next exciting phase of regeneration for the Town Centre.

Councillor Andy Kay, *Executive Member for Regeneration*



1. Introduction

Background

The original Strategy for Blackburn Town Centre was produced and approved in late 1998. This resulted from the successful bid for £2.5m European Regional Development Funds (ERDF) and the Town Centre Study from Donaldsons (in conjunction with Symonds Travers Morgan and the Civic Trust Regeneration Unit).

The Strategy complemented the Borough's Local Plan and supported the Regeneration Strategy, centring round the three strategic themes of:

- ◆ Prosperity and Employment
- ◆ Culture and Life
- ◆ Movement and Transport

Building on achievements

The 1998 Strategy provided the context for the expenditure of the £2.5m of ERDF support through a 'Town Centre Action Plan' during 1998-2001. This allowed the development of a broad programme of activity and investment, including:



- ◆ removal of through traffic from Town Centre streets, development of the 'Orbital Route' around the Town Centre and the construction of the Barbara Castle Way Extension
- ◆ major environmental and pedestrian enhancements in Church Street and Darwen Street
- ◆ phase I of the Lower Audley development with 55,000 sq. ft. of retailing
- ◆ multi-million pound refurbishment of the passenger facilities at Blackburn Railway Station
- ◆ Blackburn Cathedral restoration programme with works to the Lantern Tower and the East End completed
- ◆ Townscape Heritage Initiative (THI) established to improve historic buildings in the 'Heritage Corridor' of Church Street / King Street with funding from the Heritage Lottery Fund
- ◆ Community Safety initiatives including extension of the CCTV system and the 'Safer Streets' initiative of the Crime and Disorder Partnership
- ◆ successful bids to fund major refurbishments of cultural facilities at Blackburn Central Library and the Museum and Art Gallery
- ◆ a series of new pieces of public art for the Town Centre
- ◆ a package of business support and marketing initiatives
- ◆ attraction of Capita Business Services to establish in partnership with the Borough Council a regional business centre

The completion of this expenditure provided a timely opportunity to review the Strategy and produce an updated version for 2003-2008. The new Strategy puts forward revised programmes and actions, which seek to continue the regeneration of the Town Centre in the most effective and appropriate way.



The Consultation

The Strategy has been finalised in consultation with a wide range of organisations, individuals and stakeholders. The consultation took place between September and December 2002 and the feedback obtained has been reviewed and incorporated. Particular consideration has been made as to the priorities set within the Strategy by weighing up public opinion, strategic objectives, real benefits to the town and deliverability. We are confident that the process means the town as a whole is committed to achieving the plans set out in the following pages and believe that this is the way forward for Blackburn Town Centre.





2. Key issues still facing the Town Centre

The following key points and issues have been identified from both a review of the original Town Centre Strategy and detailed consultation.

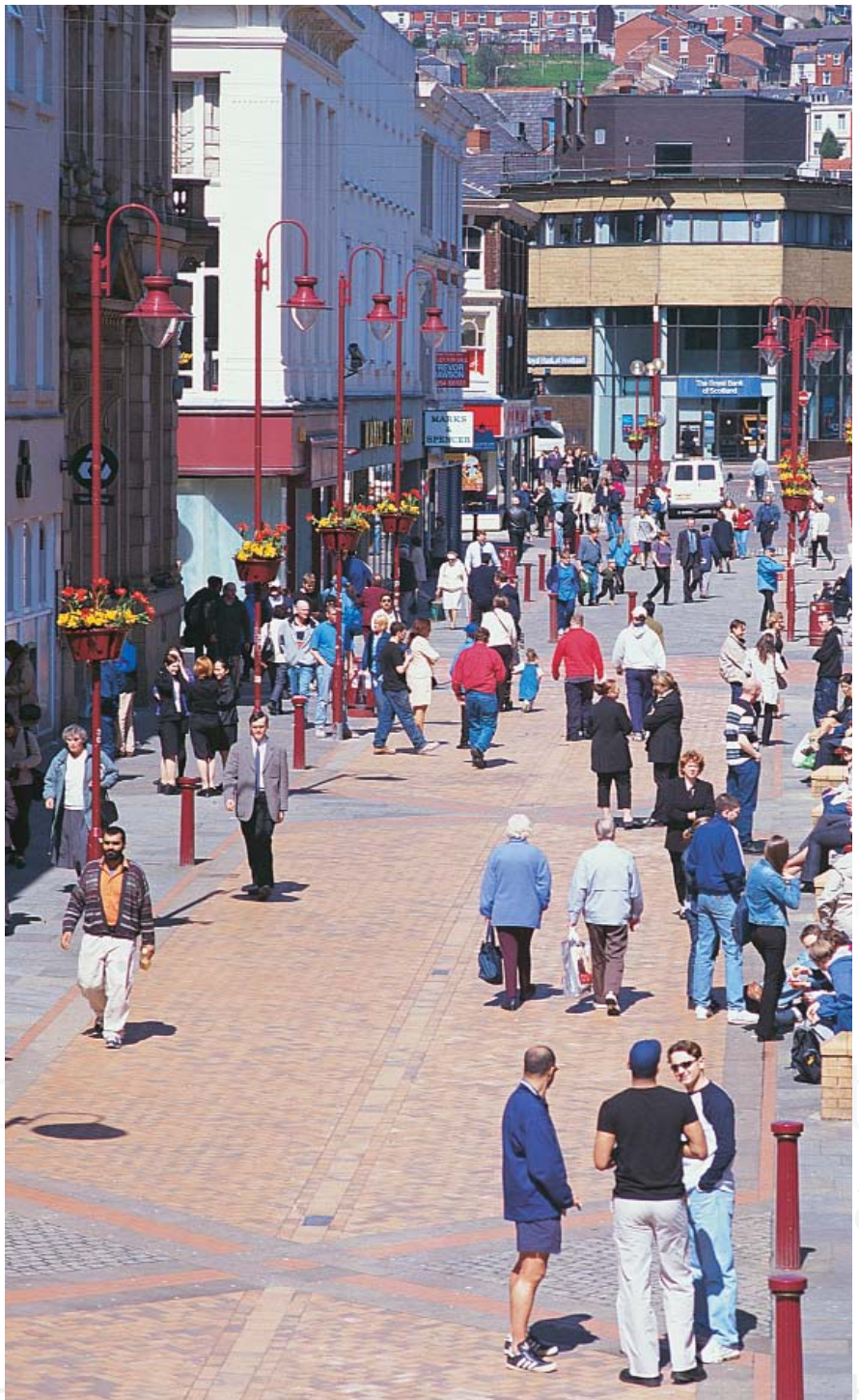
Vitality and viability

From a number of key indicators Blackburn Town Centre enjoys a relatively healthy level of vitality and viability:

- ◆ Retailer confidence appears high
- ◆ Customers are generally satisfied with retail provision
- ◆ Crime rates are declining
- ◆ Vacancy rates not above national average
- ◆ Good access (parking/public transport)
- ◆ Marks & Spencer, Debenhams, the Markets and Morrisons are strong retail attractions

But, a number of weaknesses were identified:

- ◆ The effective catchment population appears to have contracted since the 1980's
- ◆ Leakage of expenditure to other competing centres is increasing
- ◆ Vacancy levels are increasing
- ◆ Very little growth in Zone A rental levels during the latter part of the 1990's
- ◆ Strategic shift in retail profile (based on presence of multiples)
- ◆ Weakness in range and quality of fashion retailers compared with nearby centres
- ◆ Most interest in the town is from 'Value' or discount traders





The demand and availability of retail floorspace to accommodate growth

Based on anticipated growth in the spending power of the catchment population up to 2006, the maximum demand for further retail space is estimated at 19,593 sq. m gross, although an element of this is unlikely to be realised. In order to address this the recently adopted Borough Local Plan has sought to provide a broad portfolio of sites that will prove attractive to a range of development on prime and secondary retail pitches in the Town Centre and on a number of edge of centre sites. Currently capacity exists for 11,059 sq. m (business-based) and 16,402 sq. m (goods based).

Competitive pressures

The Town Centre is a sub-regional centre for shopping and tertiary education and acts as a focus for cultural, social, business and community life in the Borough and East Lancashire.

But, there is increasingly strong competition from out-of-town retail parks/stores, nearby Town Centres such as Preston, Bolton, Burnley and attractive 'Market Towns' such as Clitheroe and Skipton, all with a recently improved 'offer'.

There are also threats to the town from:

- ◆ an increasingly mobile population aided by good road links
- ◆ potential growing impact of e-commerce
- ◆ polarisation of retail activity in larger centres

Priority issues identified for the Town Centre

To ensure the successful future of Blackburn Town Centre there is a need to:

- ◆ strengthen the retail base by:
 - ensuring that modern retail accommodation with large, flexible floorspace is available for national multiple retailers
 - securing the refurbishment of Phase II (Lord Square) of the shopping centre
- ◆ a continuing development and investment strategy for the Blackburn Markets complex and the site it occupies
- ◆ ensuring the development of vacant sites and properties
- ◆ provide new space and sites for development and investment
- ◆ conserve and make the most of the towns heritage
- ◆ establish a range of marketing and promotional techniques to increase Blackburn's client base
- ◆ make the Town Centre an attractive place and ensuring that it becomes a destination of choice
- ◆ promote of the Town Centre as an employment location
- ◆ ensure that facilities and services are available to and accessible by all sections of the community
- ◆ address issues of severance to 'knit' the whole together
- ◆ exploiting the potential of the Town Centre being the hub of the sub-regional rail and bus network and the investment in the Boulevard bus/rail interchange
- ◆ improving the range of leisure and visitor attractions as part of the total Town Centre offer
- ◆ ensuring that the Town Centre can become a major force in the regeneration of the whole Borough



3. The way forward

Coupling the achievements to date with the consultation results and combining the existing and emerging policies with current development interest allows the pursuit of a realisable ambition for Blackburn to be the premier centre for retail, leisure and culture in East Lancashire.

This can be achieved through the long-term development of:

‘a vibrant Town Centre of sustained economic success and a focus for its community. A town centre with a strong identity, where a unique sense of place is fostered through distinct ‘quarters’ of complementary activity which are well connected and people can move easily and safely between. The creation of a town with a range of activities throughout the 24-hour cycle. A Town Centre that is coherent, user friendly and lively with convenient access.’

The Strategy Update proposals therefore aim to:

- ◆ Create and enhance Blackburn Town Centre as a sub-regional retailing and employment centre servicing the residents, businesses and visitors in East Lancashire.
- ◆ Reduce unnecessary through traffic and pollution in the Town Centre and enhance transport choice and accessibility.
- ◆ Create an attractive, safe and accessible environment where residents and visitors will want to shop and spend leisure time and in which businesses will wish to invest.
- ◆ Provide space for development, since future investment decisions will depend heavily on the availability of sites and premises, which meet user requirements.
- ◆ Increase inter-linkages between Town Centre areas.





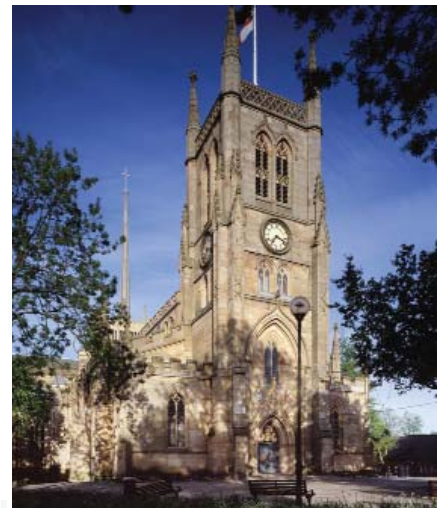
Action plans

A series of detailed Action Plans will be drawn together around the original three strategic themes, which look at physical and economic development, culture and life and transport. These plans will outline actions, which will help implement the Strategy.

Delivery

The funding for the changes to the town centre will come from a range of sources. Blackburn with Darwen Borough Council will be investing significant sums of its own resources in this process. It is expected also that major funding will be attracted from the private sector. A bid is currently being prepared to the North West Development Agency for £12 million funding to kick start the next phase of regeneration, related to new retail investment, improved public spaces and key commercial projects.

Whilst it is envisaged that the Council will take a lead in pulling all of this together, we are seeking to identify key partners who want to work with us in regenerating the town centre. This will include local partners such as retailers, traders and landowners, but we also want to talk to major developers and investors with specialist interest in Town Centre Development.



We intend to reform the Town Centre Partnership so that the implementation of the strategy can be supported through concerted action. Dedicated staff are to be appointed to steer through the changes.



4. Proposed plans for the Blackburn Town Centre

Theme 1

Employment and Prosperity

To build on the existing employment base of the Town Centre and retention of employment in retail, leisure and commercial sectors by:

- ◆ diversification of the range and scale of retail offer
- ◆ marketing of Town Centre sites to leisure operators to build on current private sector interest in the M65 corridor catchment area
- ◆ increase supply of quality and appropriate sized Town Centre commercial floorspace
- ◆ creating a range of appropriate accommodation to provide facilities for short and long term visitors
- ◆ providing education and skills training linked to new and existing employment in the Town Centre
- ◆ identification and promotion of development opportunities in the Town Centre
- ◆ target public sector funds to support new and existing private sector investment in new build and refurbishment
- ◆ job creation through the promotion of the Town Centre as a location for new business and commercial investment
- ◆ provide business support services to improve competitiveness and increase employment within the Town Centre economy
- ◆ investment in key infrastructure projects e.g. site servicing and/or reclamation, site assembly and environmental enhancement works

Initiatives and developments that will be encouraged in the Town Centre are listed below. Realistically we will not be able to undertake all of these at once and have therefore prioritised them individually as ★★★ high priority and ★★ medium priority, this is not to say that some are not important in achieving the strategy objectives. (project sites referenced to map on page 18)

Shopping Centre phase II (Lord Square)

Expansion of retail core and provision of modern retail floorspace. Liaison with landowners and encouragement of alternative proposals. ★★★ (map ref. 1)

Salford and Penny Street development sites

Expansion of retail core and provision of modern space. Liaison with landowners and encourage implementation of planning permission. Assist assembly of site. ★★ (map ref. 2)

Pavilions and Church St

Expansion of leisure and retail core and environmental improvement of Cathedral Precinct. Encourage refurbishment and extension of buildings through Townscape Heritage Initiative. ★★★ (map ref. 3)

Lower Audley development

Reinforce leisure zone and link to the Town Centre core through redevelopment of the railway station and Darwen Street gateway improvements. Encourage implementation of Phase II and assist assembly of site. ★★★ (map ref. 4)

Prospect Mill development site

Expansion of employment opportunities. Possible site assembly assistance. ★★ (map ref. 5)

Refuge House

Expansion of employment opportunities. Encourage refurbishment by landowners. ★★ (map ref. 6)

Preston New Road/Alma Street development site

Expansion of employment opportunities, provision of modern commercial floorspace. Improvement of 'gateway' site. Realise assembly of site, planning/design advice and market site. ★★ (map ref. 7)

Cicely Lane/Thwaites Estate Office

Prominent largely vacant site and buildings suitable for mixed uses that will extend Town Centre offer. Liaison with landowners and encouragement of proposals. ★★ (map ref. 8)

Blackburn College development programme

Strengthening the provision of education facilities, serving the sub-region. Identification and provision of sites to aid development programme. Creation of a distinct, attractive and coherently laid out campus. ★★★ (map ref. 9)

Fleming Square

Key link in Heritage Corridor area between Church St and King St. Encourage conservation and refurbishment of historic and perimeter buildings. Environmental improvements to public space. ★★★ (map ref. 10)

King Street historic properties

Including 33 King Street, Hornby House, Kings Head Building & 1-3 Prince's St. Conservation and reuse of key listed buildings in the Heritage Corridor area through Townscape Heritage Initiative to provide refurbished commercial floorspace and expansion of employment opportunities. Fund feasibility studies into reuse potential. ★★★ (map ref. 11)



Railway Station frontage block

Conservation and reuse of vacant listed building. Provision of refurbished commercial and leisure floorspace.

★★ (map ref. 12)

Central Police Station, Northgate

Conservation and reuse of listed building when vacated. Provision of refurbished commercial floorspace. Commission feasibility study into reuse options with owners.

★★★ (map ref. 13)



Russell St / Grimshaw Park and Freckleton St / Sumner St development site

Comprehensive redevelopment of vacant and under used land and premises to provide modern larger retail units for bulky goods sales. Assist with site assembly and liaise with other landowners to encourage proposals.

★★★ (map ref. 14)



Montague St Link Rd frontage sites

Prominent largely vacant areas of land suitable for mixed uses, including provision of modern business and commercial floorspace. Complete assembly and servicing of site. Prepare planning/design guidelines and undertake marketing.

★★ (map ref. 15)



Markets appraisal

Respond to changing nature of customers and markets as part of Town Centres U.S.P's (Unique Selling Points) Undertake customer surveys and prepare 5 year Strategic Plan for development and investment.

★★★ (map ref. 16)

Asian Business Quarter

Investigate potential for enhancing the commercial vitality of Victoria St/Randall Street area and linking it across Barbara Castle Way to the town centre.

★★★ (map ref. 17)

Hotel Development Initiative

Provision of visitor accommodation to improve the attractiveness of the Town Centre. Commission Feasibility Study into size, nature of market and viability of sites. Actively promote development opportunity to hotel/leisure sector.

★★

Vacant Property and Floorspace Initiative

Encourage wider mix of uses for existing property to increase choice and attract investment. Undertake research to identify potential new uses and demand. Promote initiative with owners. Carry out development appraisals and identify funding packages.

★★★

Enabling development and land assembly

Identify and make available a range of sites for development. Create site purchase opportunities. Use of CPOs, development appraisals and development packaging.

★★★

Property Facelift Scheme and Business Support Initiative

Achieve increased employment by encouraging new businesses. Improve the buildings to improve image and confidence, generate activity and support conservation measures.

Shopfront Improvement/Facelift Grants and Block Improvements for shops and commercial properties.

★★★

Marketing of Blackburn Town Centre

Marketing locally to update residents and businesses and regionally to improve Blackburn's profile and attract inward investment. Approval and launch of the updated Strategy, preparation of Marketing Action Plan and Vision document. Preparation of Town Centre development pack for investors.

★★★

Northgate/Sudell Cross area

Undertake and Implement traffic management and public realm improvements. Establish a series of deliverable building refurbishment and new build services, to enhance townscape.

★★★ (map ref. 18)



Theme 2 Culture and Life

To create a vibrant and attractive Town Centre which encourages users and visitors by:

- ◆ developing and diversifying the cultural and leisure sectors and making them accessible to a wide range of people.
- ◆ a thriving evening economy bridging the day to night economy
- ◆ creating a quality environment through the creation of welcoming gateways, attractive open spaces, well defined pedestrian and cycle routes
- ◆ improving standards of maintenance and design
- ◆ conserving and enhancing the built heritage
- ◆ creating a clear sense of place and defined Town Centre
- ◆ improving personal safety and security, both real and perceived
- ◆ communicating a positive image through focused marketing and promotion
- ◆ encouraging an increase in the Town Centre residential community to enhance vitality and support Town Centre regeneration
- ◆ supporting and extending Town Centre Management initiatives
- ◆ providing an accessible, inclusive environment

Initiatives and developments that will be encouraged in the Town Centre are listed below. Realistically we will not be able to undertake all of these at once and have therefore prioritised them individually as ★★★ high priority and ★★ medium priority, this is not to say that all are not important in achieving the strategy objectives (project sites referenced to map on page 18).

Develop the culture and leisure sectors

Create a vibrant environment to encourage longer visits through a wider range of activities on offer. Encourage cultural linkage and live street entertainment. Involve local businesses and users to develop a cultural identity through arts and media activity. Preparation of Cultural Strategy and 3 year Arts Plan. Refurbishment of the cultural resources including Museum and Art Gallery, King George's Hall and Library. Improved promotion of 'Waves' leisure facility.

★★★

Extend the evening economy

Preparation of Evening Economy Strategy to expanding the evening offer to a wider audience over a wider period of time. Encourage extension of core retail hours and promote Town Centre as an early evening destination in conjunction with operators and other Town Centre partners.

★★

Create a high quality and well managed and maintained public realm

Improve environment to create a better first impression and attract more people to the town. Review floral displays, street furniture, signs and 'visual clutter' and budget allocations. Define a programme of environmental enhancements and prepare Public Realm Management Plans. Set clear standards for Town Centre services and examine opportunities for establishing 'Gold Zones'. Encourage local business involvement and sponsorship. Identify suitable space within the Town Centre to accommodate public performance areas. ★★★

Conserve the built heritage and raise design standards

Enhancement of heritage architecture to help create a quality identity and reduce long term maintenance costs. Use of Conservation Strategy, grants, guidance and Townscape Heritage Initiative. ★★★

Make the Town Centre safe

Create a relaxed and safe atmosphere for visitors throughout day and evenings. Promotion of existing security measures including CCTV. Develop new initiatives in partnership with evening economy operators. Continue 'Safer Streets' Initiative.

★★★

Marketing and promoting the whole Town Centre offer

Raise the profile of Town Centre to wider and larger catchment area. Promote more clearly the arts, culture, entertainment and retail offer. Support of Town Centre marketing campaigns and events programme. ★★★

Town Centre Management

Review current Town Centre Management arrangements, to include role and responsibilities, resources and funding. Appraisal of possible new initiatives e.g. Business Improvement Districts, Urban Rangers, Town Centre Wardens. Maximise involvement and contribution from Town Centre partners/stakeholders. ★★★

Development of Cathedral Precinct

Protecting and improving the Cathedral grounds as a place of beauty and tranquility. Working with the Cathedral on their Development Plan for housing, offices and community facilities. ★★★ (map ref. 19)



'Gateway' Improvement Initiative

Provide a welcoming quality environment on the 6 main approaches to the Town Centre, to improve image and raise civic pride. Prepare comprehensive facelift/improvement proposals in partnership with property/landowners. Investigate feasibility of developing 'Asian/Cultural Gateway'.

★★★

Corporation Park

Enhancement of historic Corporation Park on edge of Town Centre boundary. Promote as a user-friendly public space and encourage increased usage by visitors, workers and residents through improved links to the Town Centre.

★★★ (map ref. 20)

Living Over the Shop (LOTS) and Housing Association Management Agreement (HAMA)

Reuse of vacant floorspace, increase in activity and personal safety and ensures buildings are kept in good repair. Undertake survey to identify potential partners, funding sources and demand. Promote initiative to owners/housing associations.

★★

Security measures to properties

Reduce actual and perceived crime through Crime & Disorder Strategy, Secured by Design Initiative, design guidance and possible grant assistance.

★★★

Public art and lighting up the Town Centre

Create a unique identity, sense of place and a more pleasant environment to attract more visitors and enhance image. Celebrate key buildings and the environment through creative lighting. Implementation of Public Art Strategy.

★★

Disabled Discrimination Act implications and initiatives

Ensure properties comply with the Act by October 2004, particularly in public buildings and on grant assistance projects. Consider and publicise implications of Code of Practice/Building Regulations. Adjust grant regimes.

★★

Monitoring the competitive environment/assessing threats

Secure the future prosperity and vitality of the Town Centre by being able to react to external pressures. Devise Key Performance Indicators. Undertake new Retail Capacity study and closely monitor threats.

★★★

'Themed districts' for the Town Centre

Create a clear sense of place and a unique identity to encourage more and longer visits.

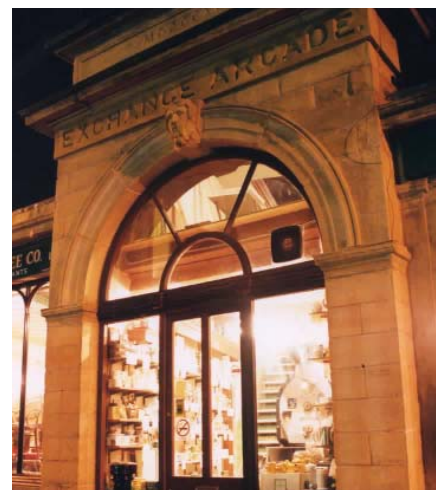
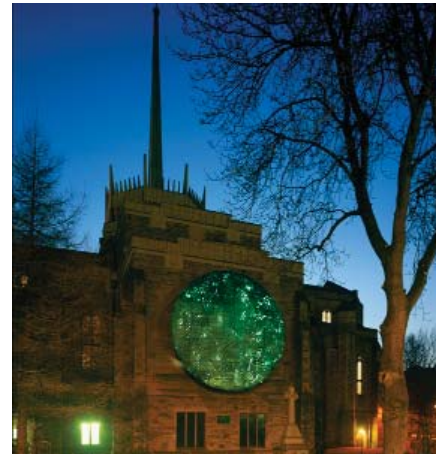
Investigate potential for well-defined and identifiable 'districts' and the potential for developing their uniqueness. (see back pages - Proposed Town Centre Districts)

★★★

Develop Town Centre Tourism and Increase Visitors

Preparation of Tourism Strategy (including Town Centre focus) and creation of new Visitor Centre. Undertake visitor research and encourage customer care training.

★★★





Theme 3 Movement and Transport

To create an accessible, safe and efficient Town Centre by:

- ◆ reduction of through traffic and severance
- ◆ promoting sustainable transport
- ◆ use of practical cost effective measures for traffic management and calming
- ◆ improving linkage and pedestrian domination
- ◆ convenient and efficient parking provision for short stay users
- ◆ clear directional signage into and around the Town Centre for users and visitors
- ◆ priority within the centre for pedestrians, cyclists and public transport
- ◆ ensuring good access and movement for the mobility disadvantaged
- ◆ providing access for service traffic supporting Town Centre uses
- ◆ maximise accessibility for the socially excluded through choice of means of transport

Initiatives and developments that will be encouraged in the Town Centre are listed below. Realistically we will not be able to undertake all of these at once and have therefore prioritised them individually as ★★★ high priority and ★★ medium priority, this is not to say that some are not important in achieving the strategy objectives (project sites referenced to map on page 18).

Orbital Route and signage schemes

Complete the Orbital Route with Barbara Castle Way Extension (linking Montague Street/Barbara Castle Way) to remove extraneous through traffic. Improve accessibility to and around Blackburn with signage and electronic variable message signs. ★★★

Increase footfall between Town Centre districts

Remove severance and extend retail core by reducing extraneous through traffic and environmental improvements. Improve safety and convenience of movement for pedestrians. Incorporate protected crossing phases for pedestrians in new and existing traffic signal installations ★★★

Town Centre Bus Strategy

Attract more visitors by improving and enhancing the bus service network. Increase the accessibility of services. Establish Public Transport Operators Forum. Quality Bus Infrastructure/ Bus priority measures. ★★★

Promoting Cycling to the Town Centre

Reduce use of private cars by promoting sustainable transport, Town Centre Cycleway as part of National Cycle Network and the towns cycle parking facilities. ★★

Other traffic management measures

Management of traffic around a series of complex junctions on the Orbital Route and extra pedestrian crossings introduced through phase I of SCOOT system. ★★★





Sustainable Parking Strategy for Blackburn Town Centre

Maintain access to the Town Centre by car for non-work purposes by changing charging regimes to promote short stay parking. Promote sustainable transport through preparation of Green Travel Plans by major Town Centre employers. Reduce impact of overspill parking on surrounding residential areas by introducing Residents Only parking schemes around Town Centre. Introduction of decriminalised parking enforcement regime. Consultation on Strategy to be completed. ★★★

Providing attractive and secure car parks

Promote the viability and safety of Town Centre, attract visitors and present a welcoming image. Gain 'Secure Car Park' status for principal Town Centre car parks and marketing of facilities. ★★

Secure Transport Route Initiative

Promote a safe travelling and waiting environment at Station/Boulevard Interchange and approaches. Promote use of public transport. Participation in 'Secure Transport Route' Steering Group and delivery of Action Plan. ★★

East Lancs Rapid Transit Initiative

East Lancs 20/20 Vision and Spatial Plan. Integration of Rapid Transit into Public Transport Service Network. Participation in project development. ★★★

Boulevard Public Transport Interchange

Better management of Boulevard and integration of services. One-stop shop for transport users and visitors to enhance public transport infrastructure. Increase accessibility of services and introduction of 'Real-Time' Information System. Review waiting and other facilities and develop public-private management partnership. ★★★ (map ref. 21)

Pedestrian accident reduction

Improve pedestrian spaces and facilities and Town Centre Traffic Management. Local Transport Plan/PSA targets for road safety. ★★★

Provision for people with restricted mobility and elderly people

Increase the mobility of the elderly and access for the disabled by improving the pedestrian environment. Facilitate access to opportunities for the socially excluded. Provide disabled parking space, dropped kerb provision and audible warnings. 'Shopmobility' Scheme reintroduced. Review of voluntary and community transport. Consider opportunities for provision of 'e-services'. ★★★

Freckleton Street Bridge Replacement

Replace Freckleton Street Bridge, a 100 year old road over rail bridge, which forms part of the Orbital Route. The existing bridge is no longer structurally capable or wide enough for current and projected weight of traffic. This project will also help to regenerate a sizeable area of under utilised or disused brownfield land on the South West of the Town and improve the gateway on the popular A666 approach. Major Local Transport Plan project ★★★ (map ref. 22)



5. Measuring the Success of the Strategy

In planning the future of the Town Centre for the next 5 years, it is important that progress and success are measured. This could be achieved by a variety of methods:

- ◆ Prepare Base Line Study/ Position Statement
- ◆ Devise and apply a set of Key Performance Indicators
- ◆ Monitoring of the standard indicators of economic growth and wealth e.g. census data, number of new business start ups and job creation
- ◆ Annual update and monitoring of the Planning and Policy Guidance Note No.6 Indicators of Vitality and Viability
- ◆ Record the increase in new floorspace development by sector
- ◆ Annual survey of trips by all modes to the Town Centre as part of the Local Transport Plan Annual Progress Report
- ◆ Record shifts in consumer behaviour and attitudes by using results from the pre - strategy shoppers survey and future shoppers surveys carried out by either the Council or applicants
- ◆ Gauge the success of measures along Church Street and King Street by the number of new occupiers and the duration of occupation
- ◆ Recording and publicising of achievements





6. Be Part of Blackburn Town Centre Regeneration

This is an exciting time for Blackburn. Much has been achieved over the last few years and much more will be achieved over the next five. Under the guidance of this Strategy and in partnership we can continue the transformation of Blackburn Town Centre.



Blackburn is already a thriving town and the possibility for new opportunities is ever expanding. As new developments take shape the town will become more dynamic and prosperous and a place that businesses, residents and visitors will be proud to be a part of.

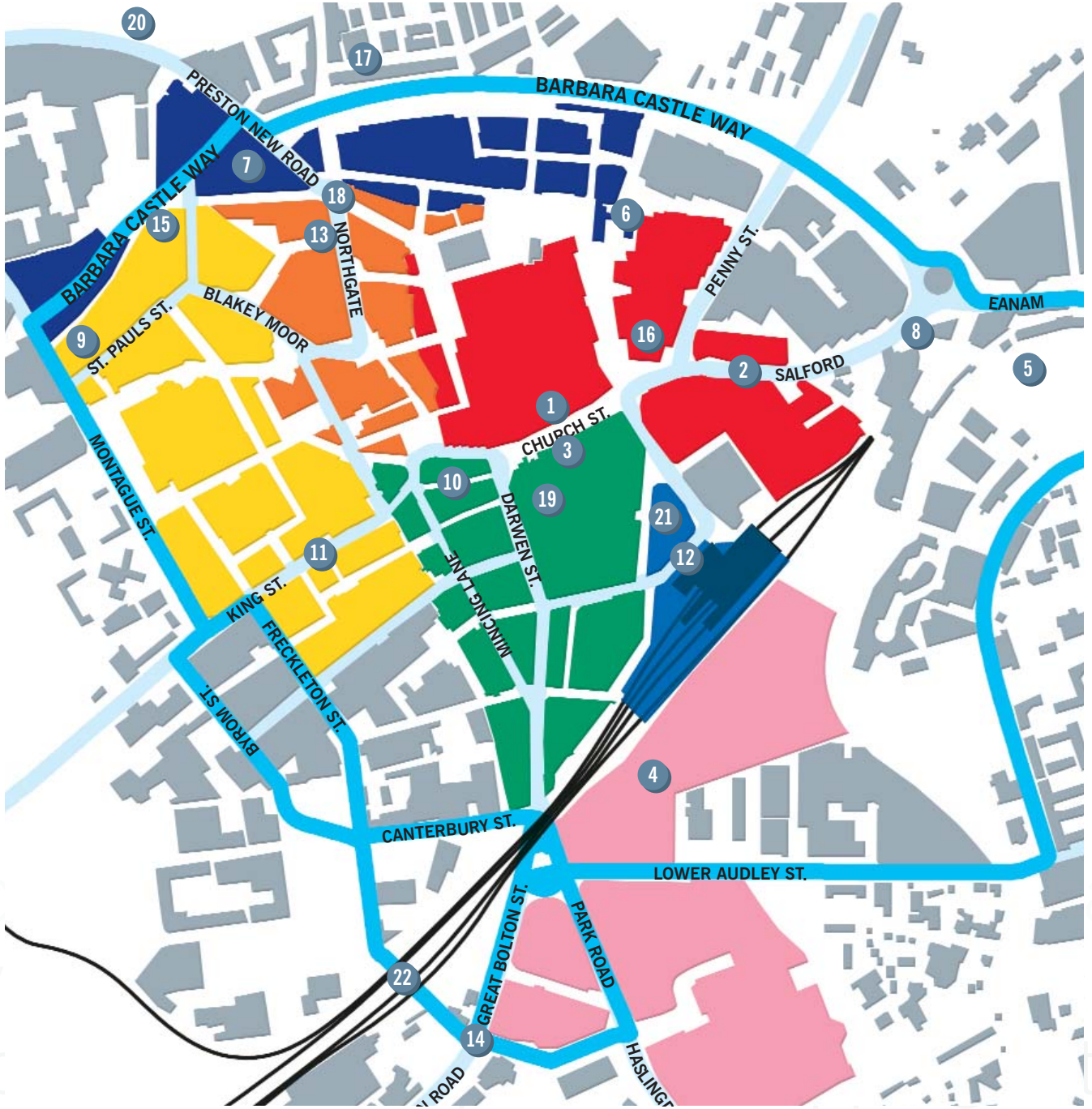
Blackburn with Darwen Borough Council welcome enquiries about the regeneration of the Blackburn Town Centre and the opportunities currently available. If you would like further details on the Strategy or any of the projects listed, please contact 01254 585630 or visit www.blackburnworld.com





7. Proposed Town Centre Districts

Blackburn Town Centre Investing in the Future



- Cathedral Quarter
- Town Centre Retail Core
- Retail and Leisure Parks
- College and Creative Quarter
- Northgate
- Transport Interchange
- Commercial District



The development of a series of themed areas or ‘districts’, built on the inherent and distinct uses of existing areas, will help to encourage a unique sense of place within the Town Centre. The proposed districts will be an integral part of the expanding Town Centre and have come from an assessment of the users, businesses, buildings and infrastructure within them. The themes will help us to encourage certain types of use in each area and market the town. Seven potential ‘districts’ have been identified:

Cathedral Quarter

The Cathedral Quarter is dominated by the Blackburn Cathedral Church of St Mary’s. This beautiful and historic area is already home to several of Blackburn’s flagship regeneration projects and has one of the most established identities in the Town Centre.

Characterised by a range of interesting spaces, public art, quality heritage buildings and unique retail businesses along Darwen Street and Church Street, the Cathedral Quarter offers tremendous opportunity for quality retail, leisure and housing regeneration.

College and Creative Quarter

Already attracting over 25,000 students to the Town, the College is a major driver of the Town Centre economy and will continue to grow.

This area also includes part of King Street and many of its key buildings are already part of a planned refurbishment.

The area would suit sensitive investment, targeted towards creative based, high tech businesses. The development of live/work facilities, along with housing for students would be encouraged.

Commercial District

Blackburn has a very good reputation for business. Established Solicitor, Accountancy and Estate Agent professionals have tended to concentrate in this part of the Town Centre. The construction of the Capita Business Centre will strengthen the area’s position as a flourishing commercial district and there will be opportunities for support services to cluster in this area. Further development opportunities created through the construction of the new Barbara Way Extension will be promoted.

Town Centre Retail Core

At the heart of Blackburn’s busy Town Centre is the retail core. This includes King William Street, the Shopping Centre and Markets, with many leading high street names as well as smaller independent specialists. Opportunities here will be promoted for interested national and local retailers and restaurateurs. There are also various potential sites for development to expand this core shopping area.

Northgate

Northgate is the Town Centre’s backbone linking together the College and Creative Quarter, Commercial District and the Retail Core. Shopping, culture and leisure meet here with its diverse mix of shops, pubs, cafes, bars, clubs and entertainment. The area even includes its very own stretch of designer heaven at Sudell Cross. Northgate area is also home to the Library, Museum and Art Gallery, King George’s Concert Hall and Waves Water Fun Centre. Development of the early evening economy, mixed-use developments, quality hotels and up market pubs and restaurants will be welcomed.

Retail and Leisure Parks

The retail and leisure parks situated around the town’s major southern gateway are an integral element of encouraging further growth close to the Town Centre.

Currently operators include the likes of Asda, Halfords, Blockbuster, Wickes, JJB Sports and Blackburn’s Olympic Ice Arena. New developments have attracted both Matalan and Staples to move in and phase 11 of this development should see a new cinema and other leisure facilities. Further development of this kind is to be encouraged, as are links into the Town Centre.

Transport Interchange

A primary public transport gateway for the Town Centre, this transport triangle sits conveniently alongside the Cathedral Quarter. Significantly improved over the last five years, the Boulevard provides a short and pleasant walkway for visitors using public transport between the bus and train stations and the town’s retail core. This is a first stop for many of the town’s tourists and opportunities exist to capitalize on this through retail and leisure.

Other Key Areas within the Town Centre Boundary

The proposals identified in this strategy will affect specific sites and areas within the town centre, but this does not mean that those areas not specifically highlighted will be omitted. There will be a number of town centre wide initiatives that will affect all areas and other projects would come forward over time. We would be interested to talk to any owner of sites or buildings regarding proposals for improvements or enhancements which will benefit the Town Centre.



Council
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2002

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ہذا دستاویز کا اردو ترجمہ چاہنے والوں کو، براہ کرم اپنی فون 01254 585630 نمبر پر ڈیال کریں۔



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