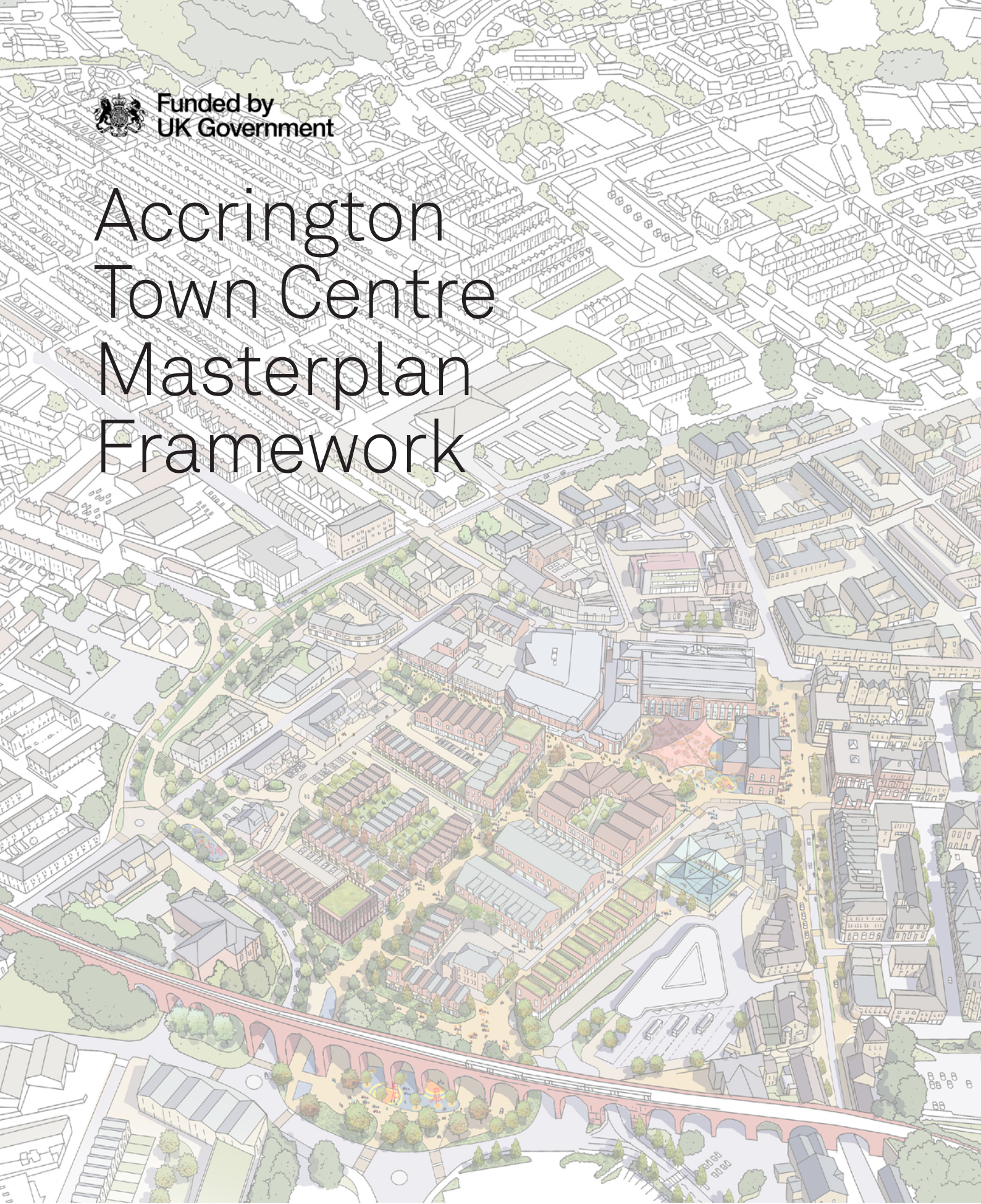




Funded by
UK Government

Accrington Town Centre Masterplan Framework



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Accrington Viaduct

Foreword

Hyndburn Borough Council has an overarching vision to positively transform Accrington Town Centre, building on the existing progress which has already been achieved with Levelling-Up Funding in Accrington Town Square.

This Town Centre Masterplan Framework promotes a long-term vision for the Town Centre, building on the town's existing assets and opportunities. It identifies new development opportunity sites, encourages the better use of existing buildings and spaces, broadens the mix of Town Centre uses and shows the potential to both improve, and create new high-quality public spaces which will help deliver an improved Town Centre environment for all to benefit from.

Our aim is for Accrington Town Centre to better meet the needs of our existing communities, businesses and be attractive to visitors, as well as create a Town Centre that new residents will be proud of. We recognise the huge opportunity that comes with the development of Huncoat Garden Village, and the addition of circa 1,500 new households in Hyndburn in years to come, and we want to ensure our Town Centre is fit for the future to attract these new families, as well as create the right environment for new businesses to establish themselves in.

The transformation of our Town Centre is progressing – with the redevelopment of the historic Grade II listed Market Hall as a food and drink venue, converting Burtons Chambers into a successful co-working office space and undertaking essential repairs to the Market Chambers building ahead of conversion to a new cultural venue, as well as shop front improvements to make a visible impact on the town square.

We want to build upon the great work that is already taking place in Accrington, ensuring that the town and its people benefit from this investment. We want to work with existing communities, businesses and stakeholders in Accrington to deliver this Framework, and create a positive Town Centre for the future.

Councillor Munsif Dad BEM JP

*Leader
Hyndburn Borough Council*

Accrington Town Centre Masterplan Framework will help unlock the following:



Creation of **new high-quality housing** within the Town Centre



Creation of a **new linear park** along Eastgate to make it easier for people to walk and cycle



A new Viaduct Park, celebrating the Grade II listed Viaduct



New active travel routes, better connecting the Town Centre with existing communities



High-quality street greening, including planting of new trees



Diversifying the mix of uses within the Town Centre, to include housing, opportunities for new cafés and restaurants, leisure activities, and co-working/office space



Attracting up to **820,000 visitors** a year into Accrington Town Centre



Accrington Arndale Shopping Centre

01 Introduction

Hyndburn Borough Council and Lancashire County Council are working together to deliver positive change for Accrington Town Centre. The Masterplan Framework has been developed as a guide to inform planning and development decisions within the Town Centre.

The Masterplan Framework sets a 15 year vision for the Town Centre, identifying the short, medium and long-term opportunities for Accrington.

Introduction

In 2005 Hyndburn Borough Council created the Accrington Town Centre Strategy. This strategy highlighted that Accrington Town Centre was facing major challenges due to changes in shopping habits. It was also recognised that Accrington has the potential to enhance the quality of the environment and position itself as a competitive visitor destination.

Purpose of the Masterplan Framework

Our work and vision for Accrington, helps to build upon the key principles set out within the Town Centre Strategy, and provide a clear framework to shape and encourage new development and investment into the town over the next 15 years. Our Masterplan Framework aims to deliver positive change across Accrington Town Centre – helping to broaden the offer, introducing new high-quality housing, fit-for-purpose commercial spaces to attract an improved retail and leisure offer, new public spaces, greener streets, and a more attractive environment for visitors to spend time in. The Framework has been prepared to align with existing and emerging planning policy, the endorsed Town Centre Investment Plan (TCIP, 2022) and the Council's Corporate Strategy (2023-2028).

The masterplan framework covers an area of 45 Hectares, including the historic core of the town centre.

Status & Alignment with Existing Planning Policy

The Masterplan Development Framework (MDF) will support the Council's emerging Local Plan, which is targeted for adoption in 2026, and aligns with more recent work undertaken as part of Accrington's Town Centre Investment Plan (TCIP). Once endorsed by the Council, the MDF will be a material planning consideration, and therefore be used by the Council's planning team, when they determine planning applications in the Town Centre.

The Masterplan Development Framework, including the accompanying Illustrative Masterplan, acts as a guide to future development across Accrington

Town Centre. It does not supersede adopted planning policy and any planning application for detailed proposals would need to be considered in the context of all adopted and emerging local planning policy and national guidance.

Delivery Partners

Hyndburn Borough Council have played a key role to date in promoting the regeneration of Accrington, forming the Accrington Town Centre Partnership, preparing the Town Centre Investment Plan (TCIP) 2022-2032. The TCIP acts as a guide for decision making and springboard for future funding and investment, setting out around £70 million of potential investment projects. The TCIP projects are predicted to generate up to £9.6 million for the local economy each year, draw in up to 820,000 visitors annually, and support hundreds of new jobs. The Council made a successful bid to the Government's Levelling Up Fund to be awarded the full amount of £20 million. The Council pledged match funding of £2m and also created a £2 million contingency reserve to support the transformation of Accrington Town Centre and secured additional funding from a range of sources including Heritage Lottery Grants.

Lancashire County Council are working closely with Hyndburn Borough Council on a range of projects. The County Council pledged £1.5 million of match funding towards the public realm transformation of the Market Hall and land acquisition of Market Chambers, seeking to increase footfall as part of wider plans for the town centre and adding weight to the successful Levelling Up Fund bid.

The Team

Jon Matthews Architects, Planit and CBRE, along with support from other technical specialists were assembled to prepare and shape this Masterplan Framework. The framework is designed to be flexible – being able to respond appropriately to market changes over the next 15 years. It has been shaped through engagement with the local community and stakeholders, but we recognise that this engagement needs to be ongoing. The Councils remain committed to engaging with the community and local stakeholders in delivering the opportunities that are set out within this Masterplan Framework.



Accrington Town Centre Masterplan Framework Study Area

Strategic Regeneration Context

Accrington is the largest town within Hyndburn Borough, bordering the Ribble Valley to the north, Burnley to the east and Blackburn with Darwen to the west.

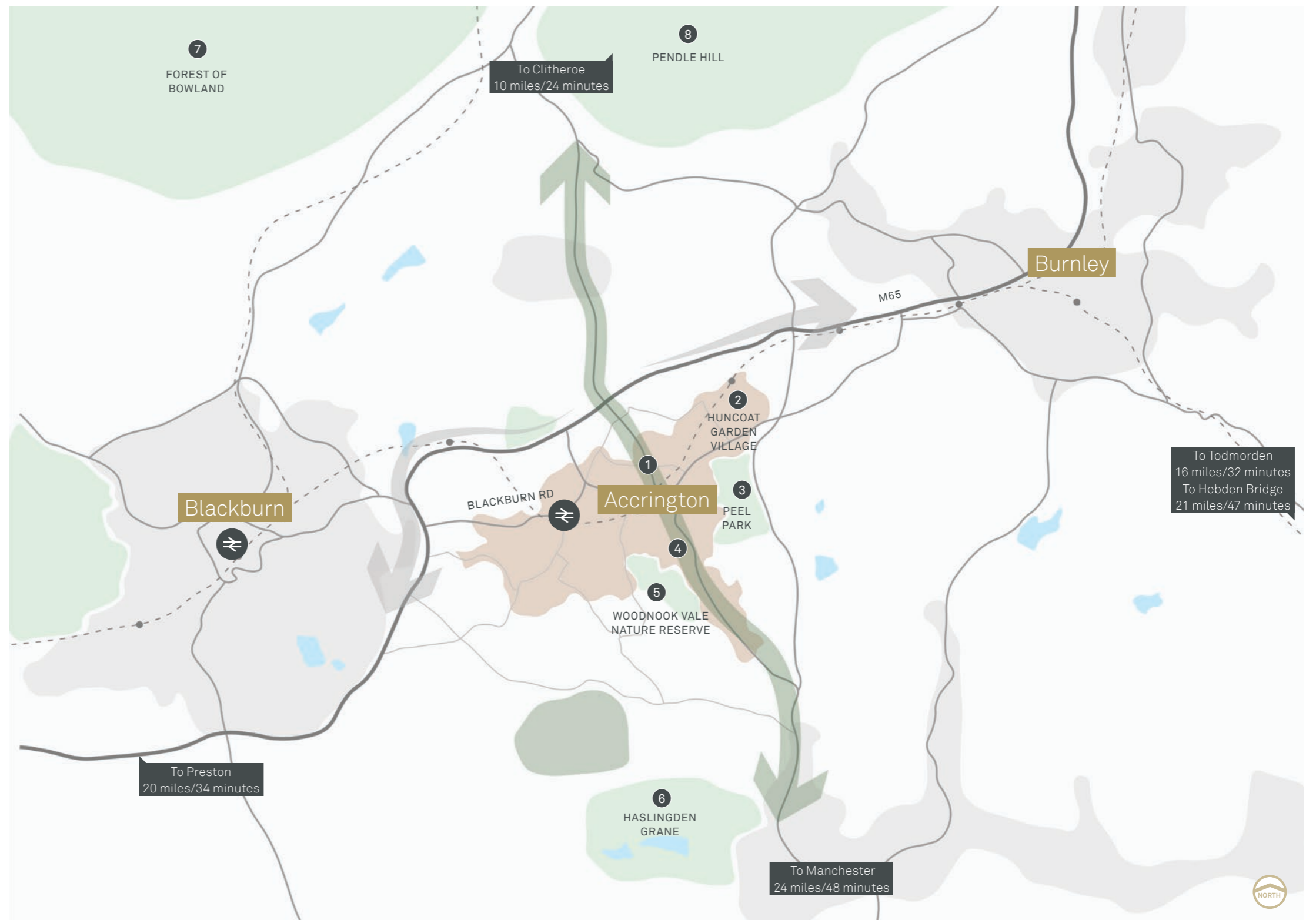
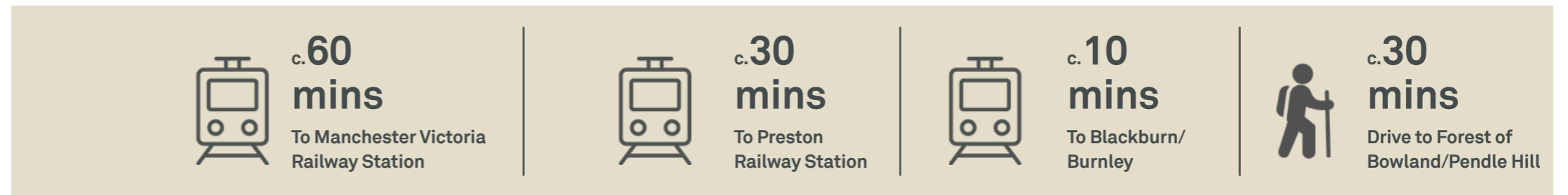
Hyndburn Borough is home to circa 83,000 residents and is made up of the town of Accrington and the outlying townships. Accrington is the Borough's principal town and has a population of 34,897. Lancashire, which includes Hyndburn, is home to around 1,235,354 people and has seen an increase of just over 64,000 residents in the period 2011-2021, an increase of approximately 5.5%. The county covers a variety of contrasting landscapes including coast and hills, thriving independent businesses, a diverse heritage, and world class logistics port, all accessible from across the UK by six major motorways and within an hour's drive of two international airports.

The town is served by good public transport connections with the main railway station being redeveloped in 2011, a new bus station was opened in 2016 within the heart of the town. The city of Preston is located approximately half an hour from Accrington with Manchester City Centre accessible in less than an hour by car or train.

The unique landscape of the Forest of Bowland & Pendle Hill are both easily accessible within a half hour and are popular tourist destinations within the region of Lancashire.

Key

- 1 Accrington Town Centre
- 2 Huncoat Garden Village - Approved masterplan for over 1,800 homes
- 3 Peel Park The Coppice - Local nature reserve & public park
- 4 Oak Hill Park - Oldest park in Accrington
- 5 Woodnook Vale Nature Reserve - Second largest Nature Reserve in Lancashire
- 6 Haslingden Grane - Largest publicly access open space in the town
- 7 Forest of Bowland - Area of Outstanding Natural Beauty
- 8 Pendle Hill - Popular hiking trail





02

Understanding Accrington Town Centre

Building on the town's strategic context, we have undertaken extensive baseline analysis of Accrington Town Centre to reveal its strengths, challenges, and opportunities for growth. The extensive site analysis and urban appraisal work - included as an appendix - provides an up-to-date understanding of the current use and operation of Accrington Town Centre, as well as its historic, social, operational, and economic context. This section of the document summarises the key findings from this analysis.

Accrington's Wider Context

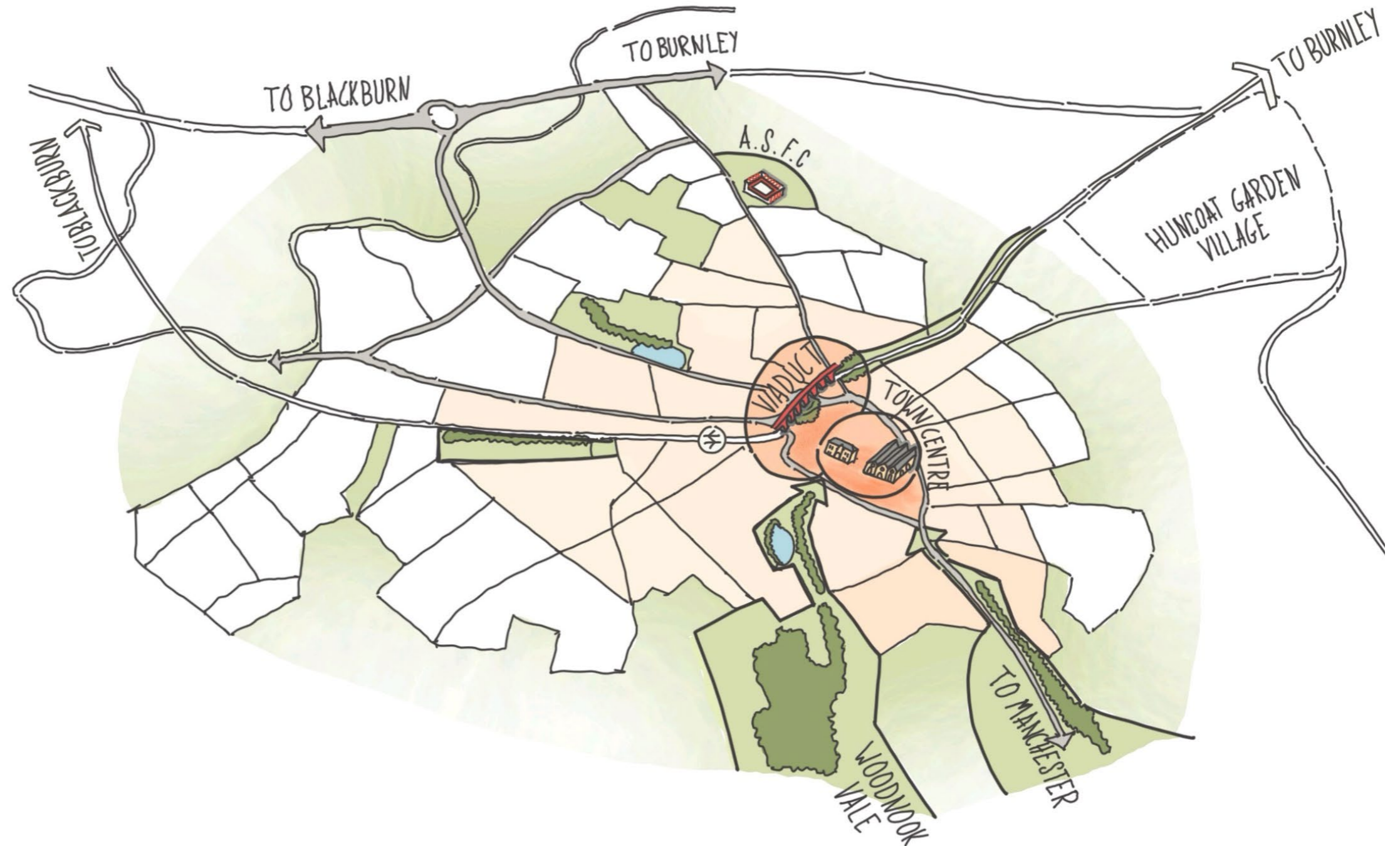
Accrington sits within a natural bowl, surrounded by green hills of the Pennines with the Hyndburn River running through the town. This natural ring of green rolling hills is visible throughout the Town Centre, creating a distinct backdrop to the town and inspiring a rooted connection between the town and the landscape in which it sits.

The diagram opposite conceptually illustrates this ring of green around the town, whilst also highlighting the strategic road and rail connections that connect the town to surrounding infrastructure, and neighbouring towns and cities.

The diagram opposite highlights a number of strategic greenways which extend from the surrounding green ring into the Town Centre, offering important ecological and movement connections between these hinterland landscapes and the Town Centre.

Despite their valuable functions, these green connections are currently being underutilised and overlooked. Opportunities should be explored to extend these green corridors through the Town Centre, maximising access to green space and opportunities for urban greening, whilst accentuating the town's identity as an active feature in the wider Pennine landscape.

Accrington Town Centre's wider context in relation to its green setting



Key considerations

→ Accrington benefits from a number of important green links connecting the Town Centre to the surrounding rural hinterlands. Opportunities may be explored to accentuate these connections, improving links to wider landscapes and bringing the surrounding green character further into the town.

Accrington's Historic Evolution

Accrington's position on the confluence of several water courses made it an attractive location for industry and the town grew rapidly from the mid to late 18th century, becoming a world-renowned centre of engineering with an innovative spirit. Whilst many of Accrington's historic industrial activities are no longer present, many remnants of this industrious past survive today through the town's historic urban fabric.

The history, development, and character of Accrington Town Centre has been researched and recorded within the Accrington Town Centre Heritage Appraisal which forms part of the Appendix to this document.

The map below displays mapping of the town's early period of growth circa 1830. Many of the primary roads are present today, forming the town's recognisable structure and network of streets.

A noticeable feature of this map is the River Hyndburn. The watercourses were hugely influential in the growth and industrialisation of the town but have been largely culverted within the Town Centre, limiting opportunities to understand the town's early development.



Historic map of Accrington Town Centre circa 1830



Town Hall and Blackburn Road, circa 1889



Accrington Market Hall, circa 1900



The Old Tannery on Eastgate, circa 1900

Key considerations

Our research reveals a wide range of opportunities to enhance the town's surviving heritage. In order to achieve this, we have highlighted the following key considerations:

- In considering character areas and future uses within the Town Centre, importance should be given to retaining retail in historic shopping areas where there are historic shopfronts (i.e. along Blackburn Road, Warner Street and the southern end of Abbey Street).
- To support the Masterplan Framework, consideration may be given to reviewing and expanding upon existing historic shopfront design guidance.
- Public realm enhancements along the historic shopping streets should take account of the predominant traditional building palette (sandstone) and consider measures to reduce the dominance of on-street car parking.
- The Grade II Listed Accrington Viaduct is a key heritage asset within the town's retail core and should be celebrated as a defining feature of the town.
- New buildings within the town core should seek to reflect the existing context in the colour and materials palette to harmonise and visually re-connect the historic townscape.
- Including trees and planting to extend the verdant character of the Christ Church Conservation Area towards the Town Centre.
- Future proposals should seek to provide opportunities to better connect the Town Centre with its natural heritage through visual and physical linkages to the surrounding hillsides and exploring opportunities for de-culverting and improving interaction with the watercourses that run through the Town Centre.

Accrington's Heritage Context

The masterplan boundary includes two key Conservation Areas; Accrington Town Centre Conservation area & Christ Church Conservation area, which is located southeast of the town centre.

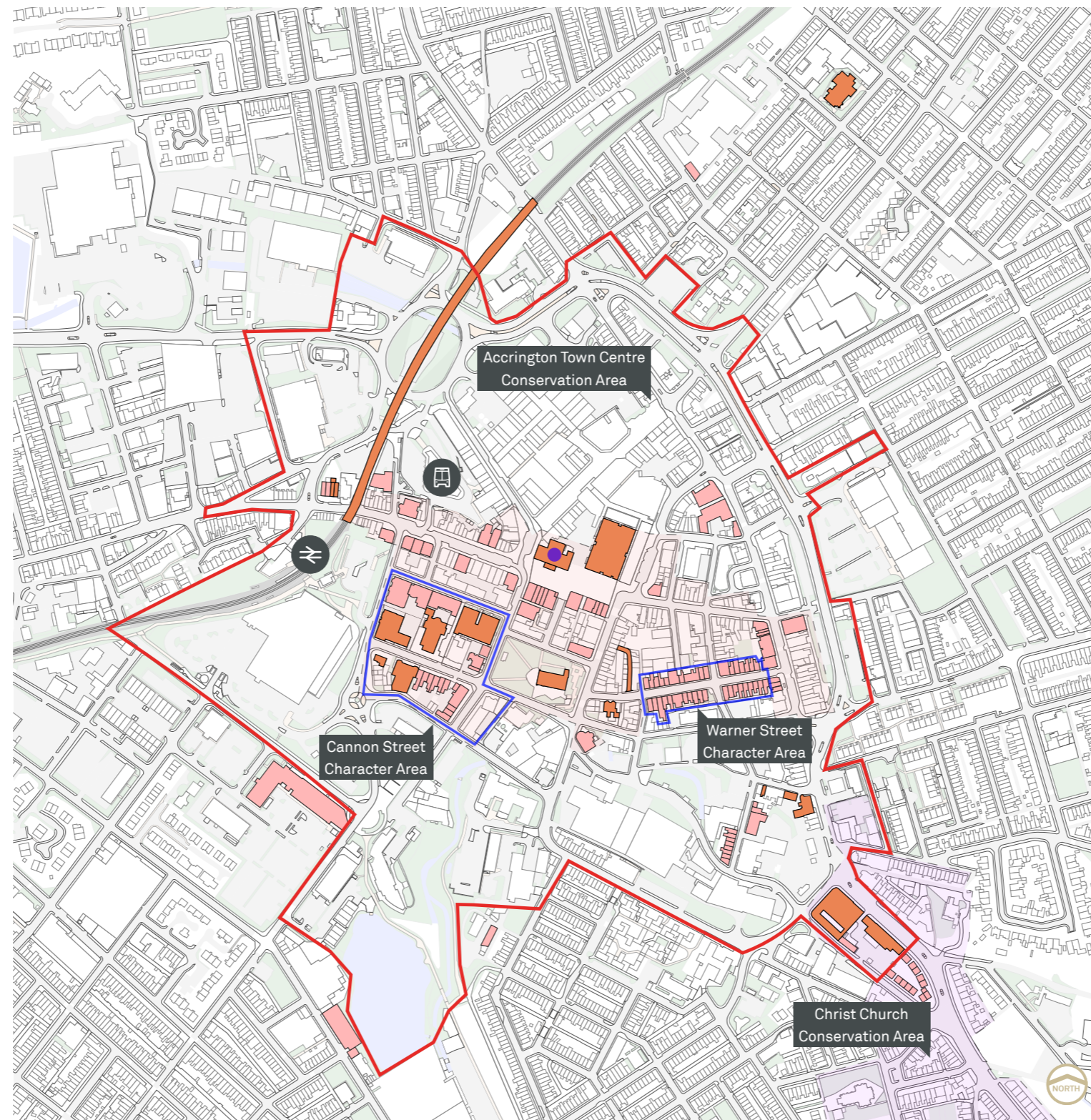
Accrington Town Centre Conservation Area was designated in 1976 and extended in 1979 and 1991 and now incorporates much of Accrington's centre. The area is arranged around the east-west axes of Blackburn Road, Cannon Street and Warner Street.

There are approximately 300 buildings within the Conservation Area, many of which are municipal or civic use. Including the Grade II* listed Town Hall building which was constructed as the Peel Institution between 1857-8 as a memorial to former Prime Minister Sir Robert Peel. During the 19th Century, the Peel family was one of the largest landowners and employers in the Accrington Area.

The Grade II listed Market Hall is located next to the Town Hall - it was constructed in 1868. The western boundary of the Conservation Area is formed by the Grade II listed railway viaduct which dates back to the mid 1800's.

The Christ Church Conservation Area was designated in 1976 and extended in 1979. This area is a key arrival point from car when entering the town centre along Manchester Road.

- Key**
- Site Boundary
 - Grade II* Listed
 - Character areas
 - Grade II Listed
 - Historic significance
 - Accrington Conservation Area
 - Christ Church Conservation Area
 - ⊕ Train station
 - ⊞ Bus station



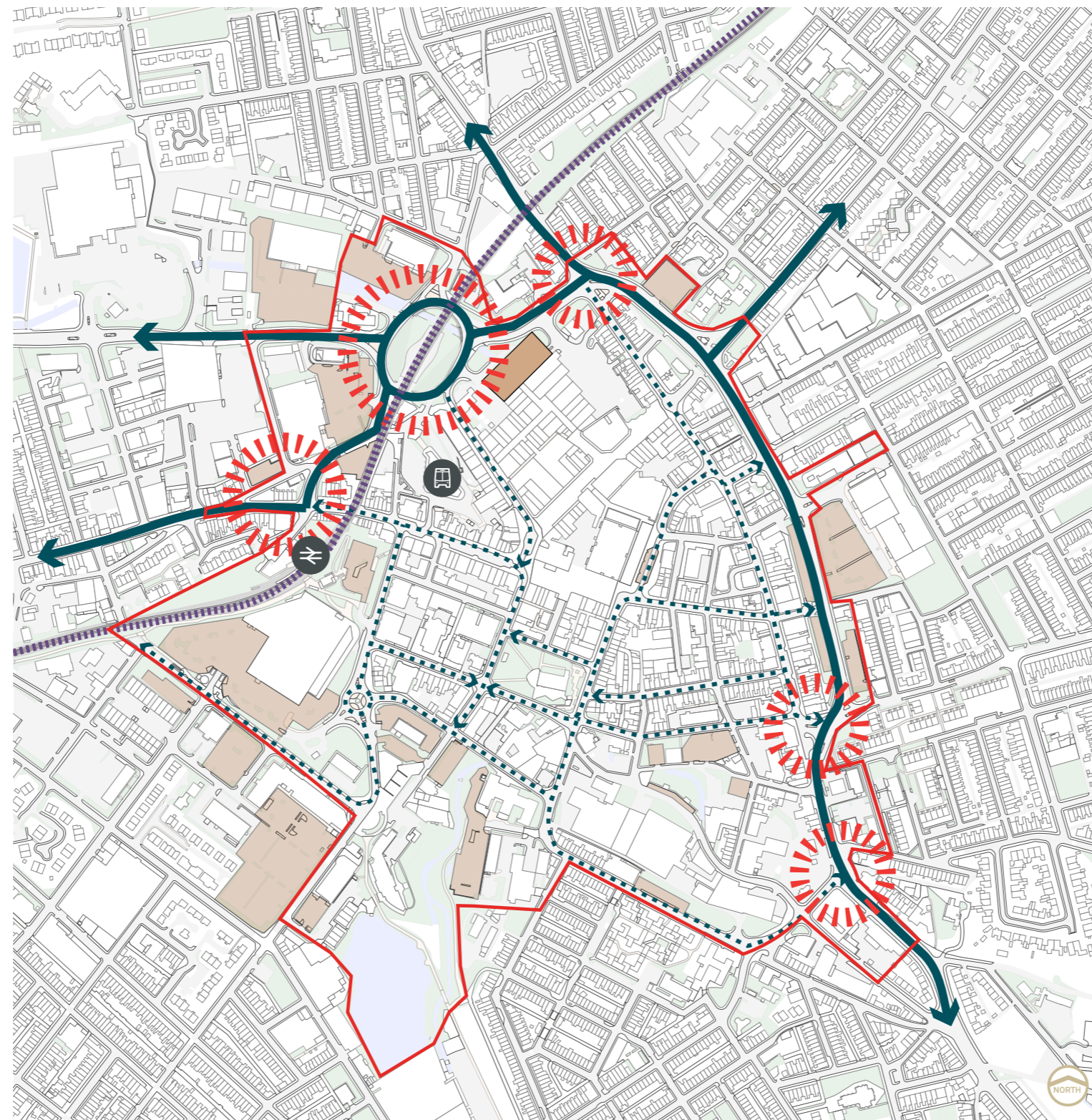
Key considerations

- The site boundary includes Accrington Town Centre Conservation Area & Christ Church Conservation Area.
- The entrances into the Town Centre Conservation Area are neither legible nor welcoming.
- There is a poor sense of arrival within the Christ Church Conservation Area which is the key arrival point by car from the Manchester.
- There are two areas within the Town Centre Conservation Area which are considered to be noticeably different in form; Cannon Street Character Area & Warner Street Character Area.
- Cannon Street Character Area is dominated by major mid - late 19th century/ early 20th century buildings, including Carnegie Public Library, Cannon Street Baptist Church and a fine collection of residential terraces on St James' Street. There is a consistent use of gritstone materiality giving the area a strong cohesive identity. Many buildings within the Cannon Street area are set back from the pavement.
- The skatepark and car parking along the street create a barrier and lack of legibility and connectivity between these two areas to the detriment of the Conservation Area and its appreciation and vitality. There is an opportunity for public realm improvements along St James' Street and the location/use of the skatepark.
- Warner Street Character Area is formed by rows of two storey terraced buildings constructed during the 1820s. Many independent shops and businesses now occupy the area.

Movement & Access

Accrington is currently dominated by a road network that severs central neighbourhoods from the Town Centre and creates an unsafe and unattractive environment to walk around. This has knock-on effects of reducing footfall within the Town Centre. Eastgate in particular is a significant dividing feature between the Town Centre and people living to the east of the town, and doesn't encourage people to walk and cycle into town.

Moreover, there is a surplus of parking space within the Town Centre, with over half of the parking spaces being empty on a typical weekday. This reinforces that driving is the natural mode of transport to reach the Town Centre.



- Key**
- Site Boundary
 - ← Primary vehicle routes
 - ← Secondary vehicle routes
 - Surface parking
 - Multi-storey parking
 - - - Railway line
 - ✶ Key junctions
 - 🚉 Train station
 - 🚌 Bus station

Key considerations

- Eastgate is one of the main vehicular routes through the town centre. It severely impacts the pedestrian connectivity between the residents to the north east of the site and the town centre.
- There is an opportunity for improved pedestrian crossings and cycle routes along Eastgate.
- Blackburn Road links through to the heart of the town centre including the pedestrianised Market Square.
- Broadway is a primary pedestrianised route located next to the existing Arndale shopping centre.
- Secondary pedestrian routes connect the south & west of the town to the centre.
- St. James' Church yard is the only meaningful green space within the Town Centre.
- The train station was redeveloped in 2011 and has good accessibility.
- The bus station was redeveloped in 2016 and is located within the heart of the Town Centre, closely linked to the Town Square. However the sense of arrival, orientation and legibility is challenging as it is located to the rear of the buildings on Union Street.
- The town centre is uniquely surrounded by many green spaces but there is a lack proper pedestrian links from the Town Centre.
- Footfall between Accrington & Rossendale College & Tesco superstore is very busy throughout the day.

Pedestrian Movement & Green Space

The topography surrounding Accrington is quite unique. The town centre sits within a bowl and is surrounded by green hills of the Pennines.

Accrington's position on the confluence of several watercourses was a contributing factor in its rapid industrial growth during the 1850's.

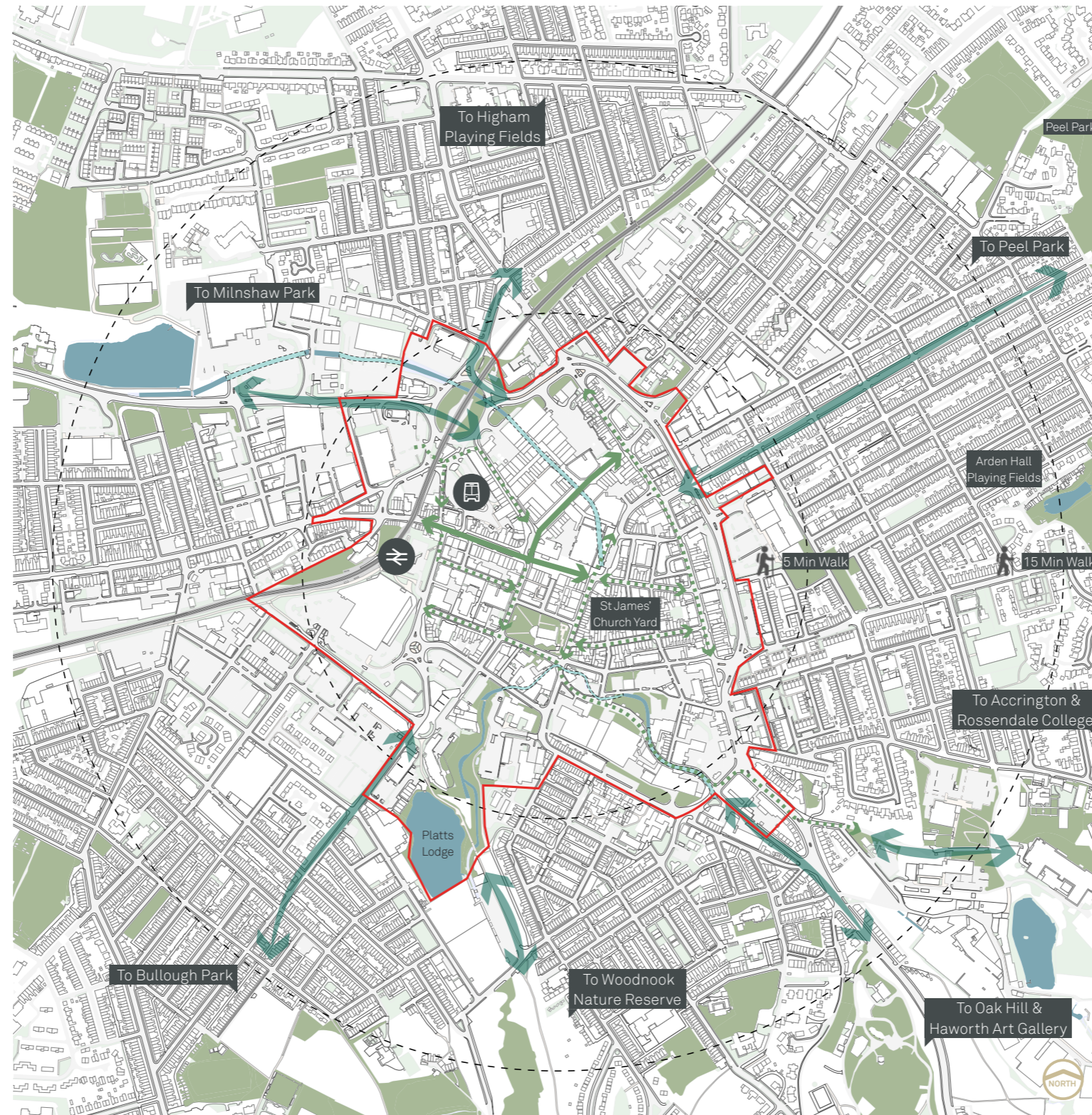
The river Hyndburn runs through the Town Centre, however it was culverted to provide further developable areas.

There are many watercourses still visible within the town centre today, including Platts Lodge. The area is currently used as a fishing venue.

Peel Park is located to the north east of the town centre, providing a children's play area, games area, tennis courts and bowling green. The area is also next to the largest Local Nature Reserve in Lancashire. The summit of the park is known as 'The Coppice' provides magnificent views across the town.

Woodnook Vale Nature Reserve has over 50 hectares of woodland located to the south of the town centre. The area includes a 2.8km leisure track along the disused Accrington to Manchester railway line.

There is limited green space within the masterplan framework boundary - existing green spaces are limited to the St.James' Church yard, the area below the viaduct and Grange Lane/Black Abbey Street.



- Key**
- Site Boundary
 - Primary pedestrian movement
 - Secondary pedestrian movement
 - Water
 - Green space
 - Green space connections
 - Hyndburn River
 - Train station
 - Bus station

Key considerations

- Unique topography, the town centre sits in a bowl surrounded by the Pennine Hills.
- Majority of green space is outside the masterplan framework boundary. There is an opportunity to improve the pedestrian connectivity to the green spaces on the periphery.
- Platts Lodge body of water currently used by the fishing community, there is an opportunity to establish this area as a new leisure facility for the town.
- The town centre is surrounded by many Local Nature Reserves including Peel Park - which is the second largest nature reserve in Lancashire.
- Woodnook Vale Nature Reserve is a key area of green space to the south of the town, there is an opportunity to improve the walking routes to this space.
- The River Hyndburn runs through the town centre and is culverted in many areas. There is an opportunity for the landscape to be improved in the areas where the river is visible to re-engage the town with this watercourse.

Understanding the Structure of the Town Centre

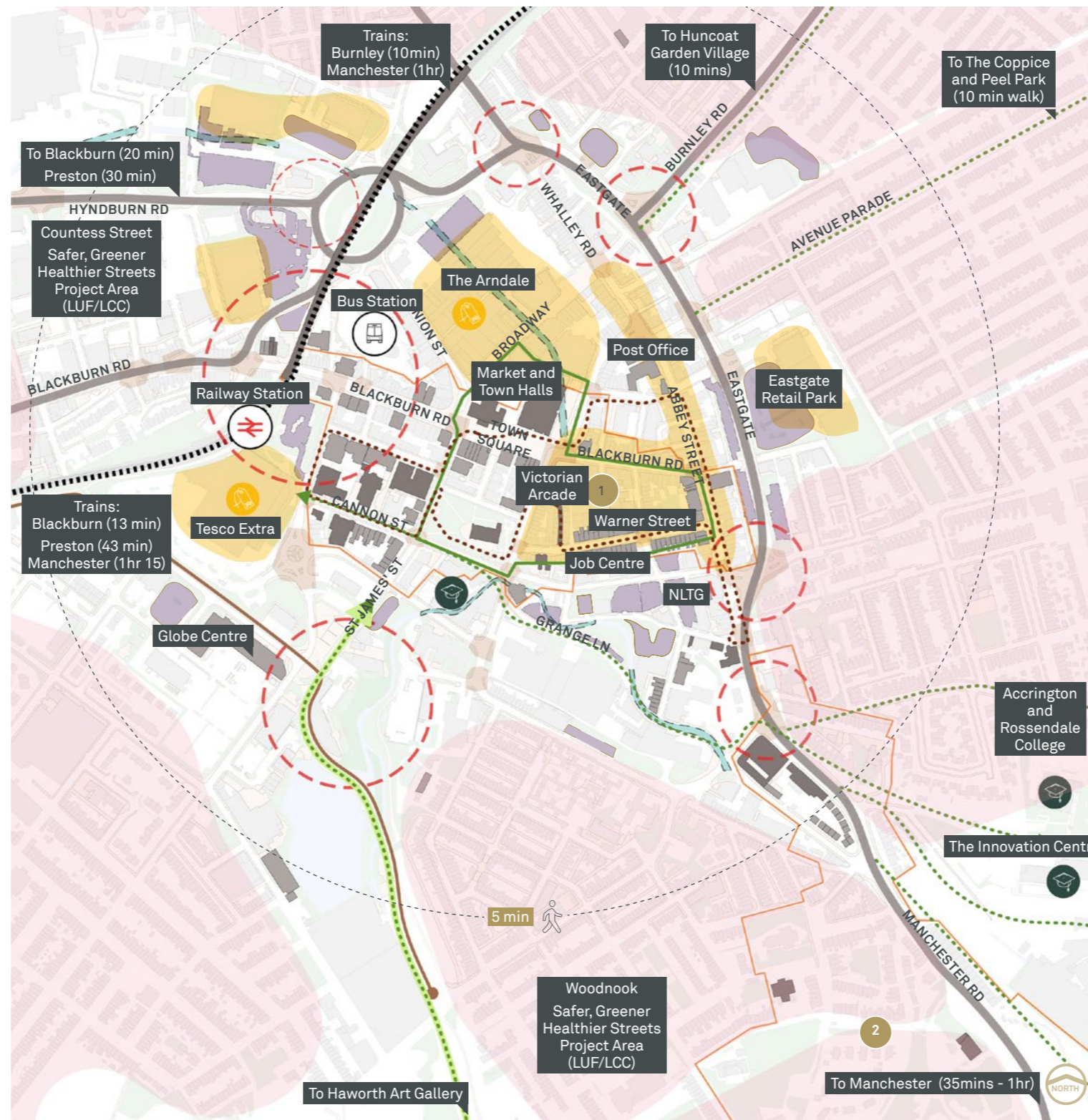
An important part of our urban appraisal process has been to conduct on-the-ground observational analysis. This reveals an understanding of the structure of the town and the qualitative aspects of the Town Centre that are otherwise hard to capture.

Accrington Town Centre benefits from a clear and legible structure:

- The Town Hall, Market Hall and Town Square offering a celebratory anchor and central destination at the heart of the town
- A series of radiating streets extend outwards from this nucleus, supporting the town's prominent shopping environments
- An outer road encircles the town carrying traffic around and out of the Town Centre via strategic arterial roads.

These core features, as illustrated in the adjacent plan, define the historic, cultural, and economic hub of the town.

- Key Features**
- Surrounding residential communities
 - Railway
 - Main arterial roads
 - National Cycle Network Route 6
 - Local walking routes
 - Accrington Greenway
 - Accrington Acorn Trail
 - Main arrival points / junctions
 - Junctions difficult to navigate
 - Accrington Acre
 - Conservation Areas:
 - Accrington Town Centre CA
 - Christ Church CA
 - Listed buildings
 - Buildings of historic significance
 - Retail
 - Education
 - Old river routes



Accrington Town Centre Structure Plan

Key considerations

- Accrington benefits from easy access to the M65 and A56, connecting with Manchester and surrounding Town Centres.
- A series of arterial roads connect directly into the Town Centre, with strategic movement bypassing the town core via Eastgate and Hyndburn Road.
- Hyndburn Road and Eastgate experience the town's greatest traffic numbers and currently present a heavily car dominated environment.
- The town benefits from extensive free car parking, both on-street and within designated car parks. Encouraging many visitors to access the town by car.
- The town benefits from good public transport links, offering a regular service to surrounding towns and cities.
- Arrival points into the town are poorly defined with little sense of arrival or signage to attract people into the Town Centre.
- The Town Centre presents a potential over-provision of retail spread across competing streets, detracting from the success of the Town Centre as a whole.
- The town benefits from two conservation areas and a significant number of impressive heritage buildings.
- Wider Council-led interventions are starting to have positive impacts on areas surrounding the Town Centre.
- A number of strategic green links connect the Town Centre to surrounding countryside and parklands.
- The River Hyndburn has undergone significant culverting, with little of the river visible within the Town Centre.
- A significant number of residential communities are within walking distance from the Town Centre, but often face barriers to connectivity due to challenging topography and road severance.

Experiential Challenges

To develop proposals which future-proof the town, we must first observe the experience of its use today, exploring the challenges, whilst revealing the opportunities for future proposals to improve on.

Experiential Challenges

Opportunities for the Masterplan Framework



Visiting Accrington

- **Retail offer reflects the decline of UK high streets** - limited offer and lack of major retailers to attract people into the Town Centre.
- **Retail, food and beverage, and services are spread across competing streets** - little recognisable focus of activity limits opportunities for shared visits and prosperity.
- **The Town Centre is dominated by vehicle movement** - lack of safe crossings, narrow pavements, little encouragement to dwell and spend time and money in the town.

- Diversify the offer, increasing footfall for a mix of uses, ensuring a vibrant Town Centre.
- Create a clear strategy for clustering complementary uses to focus activity.
- Public realm improvements to limit car dominance and encourage greater pedestrian footfall.



Transport & Movement

- **Accrington has good transport links but lacks a sense of arrival** - with limited wayfinding and connectivity to local assets and destinations.
- **Key arrival points into the Town Centre are currently dominated by road infrastructure** - the Viaduct offers the only recognisable landmark of arrival, but is detached from the town by road infrastructure.
- **Parking provision dominates the Town Centre** - accentuating a time-limited culture of targeted trips into town by car with little opportunity for browsing.

- Create defined gateways at all points of arrival with uplifting wayfinding encouraging use of the Town Centre.
- Explore opportunities to remodel parts of the network to create exemplar people-friendly public spaces, streets, and routes.



Town Centre Uses

- **Limited evening economy** - few businesses are open into the evening, with no recognisable focus, limiting economic activity. This accentuates problems with perceptions of safety and security across the Town Centre.
- **Lack of quality guest accommodation and hotels** - limited options for overnight stays and increased spending within the town.
- **Limited engagement with the public realm** - narrow pavements and lack of engaging use of public spaces.

- Introducing complementary new uses, markets, leisure and events to help expand the evening economy and engagement with public realm. Longer opening times and hotel provision to support family friendly evening activation.
- Opportunity to review licensing policies.



Living in Accrington

- **Housing in the Town Centre is poor quality with a limited range of housing types** - high proportion of HMO properties, and little offer to attract a more diverse population.
- **Several neighbourhoods surrounding the Town Centre present pockets of severe deprivation** - poorly performing health, well-being, and quality of the life outcomes contribute to a sense of desperation in the vitality of the Town Centre.

- New development should seek to diversify the residential offer, whilst remaining affordable, to meet demand and attract Accrington's resident and young people to repopulate the centre.
- Support opportunities to promote healthier, happier lives, integrated within the community.



Culture & Community

- **Community infrastructure could be improved** - limited and disjointed social and community facilities.
- **Perceived lack of cohesion between communities and minority groups** - exacerbating divisions and perceptions relating to Town Centre use by different groups.
- **The town hosts a small number of successful events through the year** - limited programme of events and cultural opportunities.

- Promote opportunities to improve and diversify the provision of and access to sports, leisure, and cultural facilities.
- Opportunities for increased community participation, supporting local prosperity and enabling a greater sense of ownership and social integration.

What you've said...

"There are currently too many similar shops (betting shops, charity shops, and 'discount' shops) and this lack of diversity is obviously pushing people away."
Public consultation response

What makes Accrington Town Centre Special?

What you've said...

"More open spaces, building on Accrington's strengths, preserving what we have, more trees, just what Accrington needs."
Public consultation response

Accrington benefits from a wealth of characterful buildings and landscapes, and a mix of independent businesses. Together, they contribute to the town's engrained attractiveness and sense of place.

Strengths



Rich History & Heritage Buildings

- **The Town Centre presents a rich history, with multiple buildings of heritage significance** - these tell the story of the town's proud identity as an innovative manufacturing and market town that continues to the present day.
- **The town boasts a distinctive palette of materials and unified architectural features** - representing the town's prosperous past and enduring character.



Unique Landscape & Street Character

- **Accrington is surrounded by green rolling hills** - setting a verdant tone for a landscape palette to be extended through the town.
- **The town's characterful stone buildings and terraced streets help define this uniquely Pennine landscape** - offering a backdrop of quality and unique identity on which to design for the future.



Active Local Economy

- **Accrington supports a wide range of local, independent businesses** - offering the opportunity to shop and work locally, and enjoy the town's unique character and charm.
- **Warner Street, Abbey Street, Victoria Arcade, and the Market Hall** - each present their own characterful mix of businesses and street environments, helping to set Accrington apart from other neighbouring centres.



Diverse Local Community

- **Accrington is a diverse place** - home to an active network of community groups, supportive independent businesses and cultural/religious institutions, which together contribute to a strong community spirit in the town.
- **Residents are proud of their town** - popular feedback from engagement was a desire to come together to support the growth of the Town Centre.
- **Accrington Stanley FC and the Haworth Art Gallery** - representing strong cultural drivers.



Gateway to the Pennines, Ribble Valley & Forest of Bowland

- **Multiple natural assets are within close proximity to the Town Centre** - Accrington is well connected to a range of nationally significant landscapes, supported by ample walking and cycle routes with large local parks and green spaces also close by. These offer an opportunity to encourage active lifestyles and attract people to the town in order to access these unique landscapes.

Opportunities for the Masterplan Framework

- Celebrate existing heritage buildings, bringing them back to life, animated as the unique features of the town.
- Tell the industrial, cultural and social story of the town's past, present and future through bold artworks, buildings, and landscapes.

- Celebrate the town's topography and distinct streetscapes through unifying shop front improvements.
- Draw the surrounding hillside landscapes through the town, creating a landscape palette that replicates the town's natural setting.

- Continue to support start-ups, pop-ups, and local business through reduced rents, incubator projects and scaling up opportunities from market to high street.
- Celebrate small businesses and create characterful streetscapes to new businesses and customers.

- Consolidate and bring together community organisations and spaces, creating a symbiotic hub of community life.
- Promote opportunities for community participation, and increase the provision of, and access to, community facilities and cultural assets.

- Define and enhance green links to surrounding destinations with improved pedestrian and cycle connectivity.
- Introduce opportunities for outdoor activities to act as a further draw to enthusiasts and active tourism.



St. James Church

03 The Vision

Informed by our analysis, as well as feedback from the multiple engagement events undertaken to date, the following Vision Statement, aims, actions and drivers have been developed to guide future development opportunities across the Town Centre.

Together, these respective elements provide a holistic framework for delivery, ensuring future development is coordinated, and focused on achieving the vision for Accrington.

The Vision Statement

The Accrington Town Centre Investment Plan (TCIP) described a vision for Accrington to become a vibrant, bustling, and proud market town.

Building on this aspirational vision, and incorporating the findings and opportunities revealed through the appraisal process, we have created a revised Vision Statement to that set out in the TCIP. The revised statement (opposite) aims to retain the passion and ambition of the original, whilst introducing complementary and deliverable interventions to help steer the town's future growth, inward investments and decision making.



Accrington Town Centre Investment Plan 2022-2032

“

Accrington is a **proud market town steeped in industrial, cultural, and architectural heritage.**

Celebrating this unique character, the Town Centre will become a **vibrant, bustling and thriving place.** Revitalised heritage buildings and streets will **welcome visitors and locals** to sample the best of Lancashire's home-grown produce and diverse mix of local eateries, browse independent shops and cultural venues, and relax in family friendly green spaces.

Accrington will **promote direct connections** to the delights of the surrounding Lancashire countryside. **Verdant green and blue corridors** will reflect the area's landscape character, while vibrant open spaces and animated waterways will reinforce the town's identity as a gateway to the Pennines, Lake District, Ribble Valley, and Forest of Bowland.

The Town Centre will boast a **permeable network of safe and attractive cycling and walking routes**, connecting surrounding communities into the heart of the town. New homes, businesses, leisure and community activities will drive a growing Town Centre population.

Building on the town's legacy of hard working and dedicated entrepreneurs, **distinct neighbourhoods will support communities of innovative and complimentary enterprises.** New attractive, dynamic and accessible public, social and commercial spaces will host numerous popular events, with **diverse leisure facilities** for all ages, supporting flourishing business communities to prosper and grow.

We are proud of our history and look forward to a renewed and exciting future.

”

Big Ambitions for Accrington - The Vision Aims

The Vision Statement has been informed by community engagement, and captures the essence of their collective ambition. Building on the Vision Statement, we have identified five vision aims for the Masterplan Framework to achieve over the next 15 years.

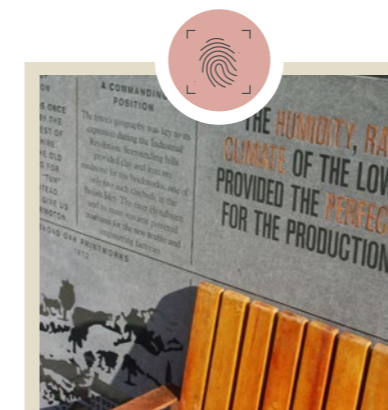
The vision aims are described across the following pages, exploring how the vision for Accrington might be achieved and the benefits it could bring. They are presented to guide future action and intervention across the Town Centre, providing opportunities and a holistic framework for delivery, ensuring future development is coordinated, whilst focused on achieving the vision.



Celebrate Accrington's Unique Identity

What you've said...

"I feel its important to keep the heritage buildings and ensure all buildings are well maintained - particularly Blackburn Road."
Public consultation response



Celebrate Accrington's Unique Identity

Make the most of Accrington's best assets - its natural setting, its heritage buildings, and its innovative spirit - to attract visitors and enhance the lives of residents.

The town's future success and its ability to overcome contemporary challenges will depend upon its ability to remain a desirable place to live, work, and visit. Many of Accrington's distinctive features are fundamental to this desirability, in particular its built heritage. The Masterplan Framework therefore seeks to make the most of Accrington's unique identity, through improved public realm, refurbishment of existing heritage buildings, and recognition of prominent memorials and community buildings.

How can this be achieved?

- Celebrating the Town Hall and Market Hall as the heart of the town and centre of activity and vibrancy - building on the success of completed and emerging projects surrounding the Town Square.
- Retaining and encouraging contemporary re-imagining of heritage assets, bringing new life and activities into these defining features of the town.
- Improving the setting of heritage buildings, ensuring they remain prominent along key vistas, with enhanced views towards them, while enhancing the public realm surrounding them - allowing the town's heritage buildings to tell the story of the place.
- Ensuring the gateways are reflective of the history of the town will not only help to communicate this to visitors but will also act to announce arrival into the Town Centre.
- Building on the town's industrious and agricultural past, bringing food, food production, and industry back to the Town Centre, with opportunities for allotments, urban farming, and light industry.
- Integrating heritage buildings within new development, improving their setting and allowing building lines, materials, and prominent uses to inform the design approach.
- Celebrating Accrington's artists in the streetscene, commissioning local public art across the town.
- Creating spaces across the Town Centre for a programme of community events and activities throughout the day and night, and across the year.

What are the benefits?

- **Celebrating and integrating heritage buildings into development** - retains the character of the town, building on the best of existing assets, retaining interest and identity.
- **Building on Accrington's vibrant cultural activities** - encouraging more people to visit and engage in the Town Centre, bringing life, energy and investment to the town throughout the day and year.
- **Building on the town's past and present businesses and industry** - creating a homogeneous landscape of businesses routed in the town with a clear ambition for future growth.
- **Promoting local businesses, producers, and makers** - supporting investment in local business and retaining money in the local economy.

Encourage Enterprise & Economic Growth



Encourage Enterprise & Economic Growth

Reinvigorate the Town Centre by supporting opportunities for future inward investment, championing local independent businesses and start-ups, and promoting employment and training opportunities.

Our vision aims to pro-actively address the Town Centre's principle challenge of adapting to a declining retail market. Key to this will be the introduction of a new, more diverse, mix of uses in strategic locations across the Town Centre to attract footfall and create a dynamic and vibrant 24 hour economy.

Including improved education and training opportunities for residents, particularly young people, seeking to support a diverse workforce and improve the town's prosperity.

How can this be achieved?

- Providing a mix of uses and employment areas within distinct character areas across the Town Centre.
- Consolidating commercial uses, creating distinct clusters of symbiotic businesses.
- Co-locating opportunities for living, working, and industry.
- Revitalising and clearly defining a hierarchy of shopping streets, supporting the existing local economy.
- Promoting meanwhile uses and activities that stimulate local business and attract new investment to deliver regenerative projects.
- Providing a range of commercial space to attract a mix of businesses of varying sizes, with space to stay and grow within the Town Centre.
- Championing existing small businesses set within distinct character areas.
- Revitalise and incentivise the transformation of existing heritage buildings, welcoming options for innovative uses and activities.
- Encouraging links to, and partnerships with, Accrington and Rossendale College and The Innovation Centre.
- Creating a vibrant cluster of opportunities for learning, training and apprenticeships with local businesses.
- Encouraging a shop window approach to putting industry and commerce on show, inspiring engagement and interaction with local industry.
- Developing attractive locations for a night-time economy - food, drink, culture and family activities.

What are the benefits?

- **Diversifying the Town Centre offer** - reducing the reliance on retail, targeting fewer empty shops, offering them to a wider variety of uses.
- **Supporting opportunities for learning, training, and entry to businesses and skills** - attracting people into the Town Centre, supporting local businesses, retaining skills, and promoting local growth sectors.
- **Clustering symbiotic businesses** - creating distinct destinations, supporting knowledge and skills sharing.
- **Promoting food, drink, and a diverse night-time economy** - extended visitor hours, broadening reasons for visiting, increased spending.
- **Creating active, attractive, and high quality environments** - attracting a higher quality of businesses and a clientele with higher spending powers to support the growing Town Centre economy.

Green the Town Centre



Green the Town Centre

Reconnect Accrington to the surrounding Pennine landscape and introduce natural systems back to the Town Centre.

Our vision aims to build on the town's existing natural features, learn from surrounding landscapes, to create an extended network of green links, productive open spaces, and healthy streets. New street trees, climate conscious planting, active play features, and pocket public spaces could adorn the Town Centre, aiming to create a safer, healthier, and greener Town Centre for all.

How can this be achieved?

- Bringing the green character of the surrounding countryside into the Town Centre, amplifying the town's identity as a gateway to the unique landscapes of the Pennines, Ribble Valley and Forest of Bowland.
- Creating new and improved destination green spaces, amplifying nature while creating vibrant play, leisure and social spaces.
- Improve efficiency of major road junctions to reduce the footprint, releasing space for greening and improved pedestrian / cycle movement.
- Creating a sustainable, flood resilient public realm, blending ecology with urbanity, inviting users to engage with nature.
- Activating the town's green and blue assets through play, sport and leisure - maximising the town's existing assets to bring life, energy and increased visitor numbers to the Town Centre.
- Unlocking access to the town's wider context of green spaces and landscape connections.
- Delivering multi-layered green infrastructure to enjoy the 'green' in all its forms.
- Reduce on-street parking spaces, offering space back to pedestrians, public realm and opportunities for planting.

What are the benefits?

- **Maximising opportunities for Town Centre greening** - stitching the town into its significant landscape setting, supporting climate resilience and urban cooling, supporting biodiversity and natural drainage systems.
- **New and improved parks and open spaces** - promoting healthy lifestyles, access to play, sport and leisure uses, while encouraging people to stay longer in the Town Centre and increase the likelihood of spending.
- **Making vehicle junctions more pedestrian friendly and reducing on-street parking** - offering spaces back to green space, creating attractive and colourful routes, encouraging people out of their cars to use safe and comfortable streets.



"The Warner Street area should be main focus. Small independent shops, pop-up speciality bars."

Public consultation response

Connect Communities



Connect Communities

Create an environment that better connects surrounding communities into the Town Centre, supports active movement, enables healthy lifestyles, and brings the community together within an active and productive Town Centre.

Our vision aims to strengthen connections between Accrington Town Centre and the wider community by making busy roads easier to cross and more pedestrian friendly, whilst promoting opportunities for participation in, and collaboration between, community activities.

How can this be achieved?

- Making Eastgate more pedestrian friendly, reducing the car dominated barrier, removing urban clutter, improving pedestrian crossings, and creating a safe, attractive and active route for pedestrians and cyclists.
- Defining attractive key gateways which celebrate the points of arrival into the Town Centre.
- Creating safer, direct routes to the Town Centre from surrounding neighbourhoods, drawing communities to engage in the Town Centre.
- Improving the pedestrian and cycling permeability and connectivity, by making vehicle dominated roads more pedestrian friendly and supporting safe and comfortable movement.
- Providing improved access to existing and new green spaces.
- Supporting community activities in Town Centre spaces and buildings, bringing residents into the town.
- Utilising the Market Hall and Town Hall as a community resource offering meeting places, key services and social opportunities.
- Extending and providing clear pedestrian priority spaces which interconnect, guiding visitors through the Town Centre.
- Providing new and connected cycle routes, extending the existing network.
- Enhancing permeability, connectivity, and wayfinding through the Town Centre.
- Improving accessibility for people living with a range of disabilities or mobility / accessibility needs.

What are the benefits?

- **Connecting deprived neighbourhoods into the heart of the town** - supporting a sense of community investment, ownership and pride, while encouraging greater access to and use of Town Centre services and offers.
- **Improvements to busy, vehicle dominated roads** - encouraging use of active travel routes, improving air quality, pedestrian safety and comfort.
- **Improvements to health deprivation** - new green spaces, improved active travel routes, and sports activities encourages greater movement and engagement with active lifestyle opportunities.
- **Creating connected and safe pedestrian and cycle routes** - supporting healthier lifestyle choices and levels of comfort and enjoyment of the Town Centre by all users.

Repopulate the Town Centre



Repopulate the Town Centre

Repopulate the Town Centre throughout the day and night, attracting diverse user groups within a family friendly environment.

Our vision aims to introduce a mix of uses into the Town Centre, including housing, leisure, play, community and cultural spaces, and workspaces to reduce the over-reliance on retail.

Re-populating the Town Centre will help increase footfall, improving feelings of safety, security, and comfort for residents and visitors.

How can this be achieved?

- Optimising strategic development sites, delivering new homes within characterful Town Centre neighbourhoods.
- Delivering a mix of housing tenures to attract a wider range of demographics.
- Embracing opportunities to transform existing buildings into attractive residential accommodation that deliver contemporary standards of living.
- Promoting modern developments which reflect and re-interpret the Accrington vernacular.
- Reinforcing active frontages onto key movement routes, ensuring streets are safe and active.
- Building new homes within walking distance of the Town Centre, allowing residents to benefit from central services and facilities.
- Providing a mix of accommodation to attract a broad variety of tourists and visitors to visit and stay in Accrington.
- Providing a mix of leisure, play, and visitor attractions, alongside greater commercial spaces to increase the Town Centre's daily population.

What are the benefits?

- **Delivering new, high quality, residential led development** - providing statement improvements in key locations, encouraging further investment and funding within the town.
- **Creating a balanced mix of residential house types and tenures** - encouraging diverse communities, a mix of demographics, and broader spending powers.
- **Renovating existing buildings for a varied mix of uses** - bringing new life to existing buildings, activating formally vacant frontages, supporting carbon targets, celebrating the town's vernacular.
- **Increasing residential living and activities** - supporting active streets and spaces throughout the day and night, creating a safer and more vibrant place.
- **Growing the Town Centre's daily population** - supporting the town's day and night-time economy and encouraging wider investment.

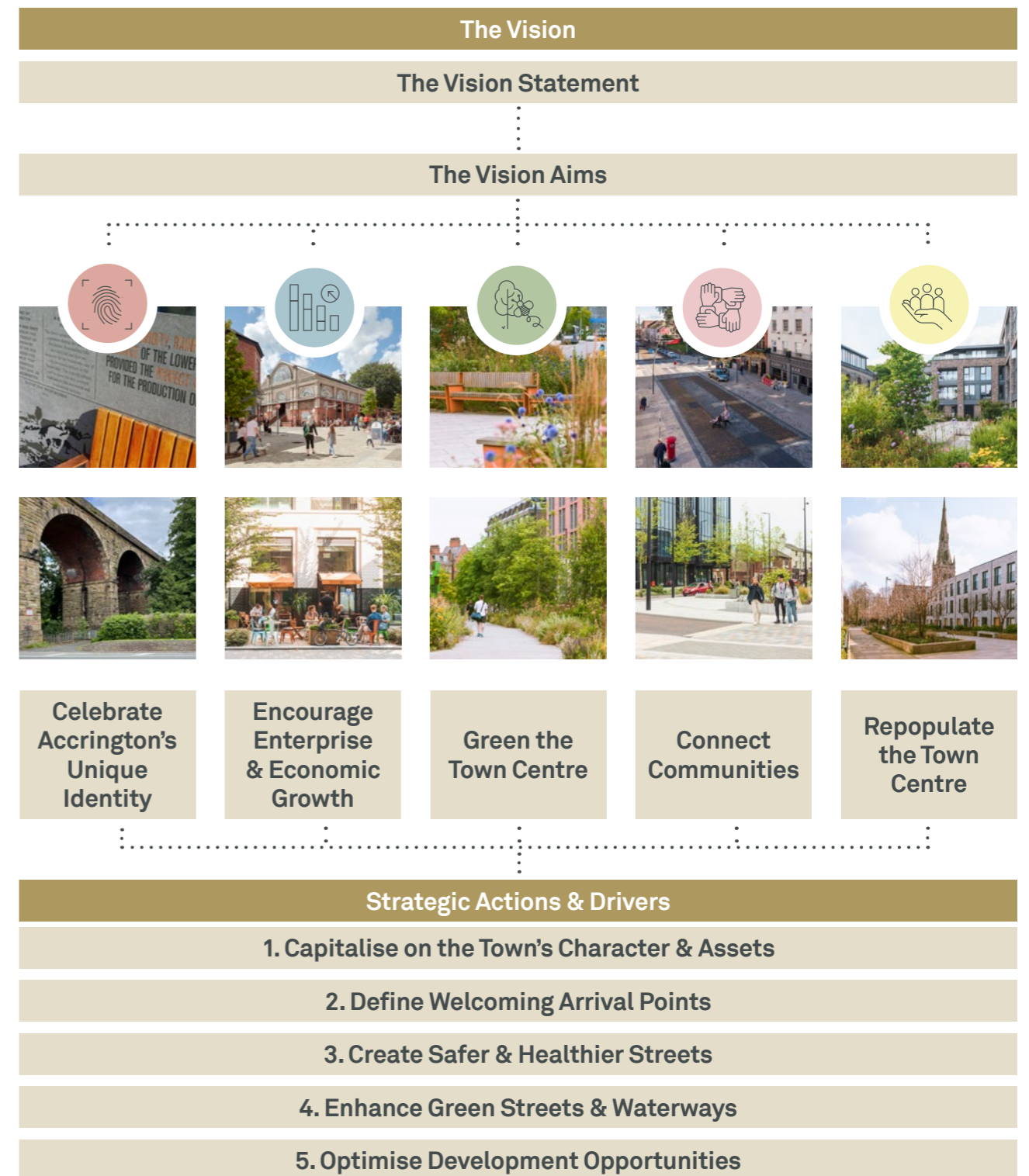


"Accrington needs more homes."
Public consultation response

Strategic Actions & Drivers

In order to achieve the vision aims and deliver on these strategic outcomes, it is important to define a set of targeted and achievable actions and drivers. Furthermore it is essential that these incorporate spatially driven interventions, creating a clear design framework, allowing future works and development proposals to be brought forward within a holistic strategy.

The following pages present the Masterplan Framework's strategic actions and drivers across five overarching themes. Each theme sets out the key actions and design drivers to be used to deliver the holistic vision for Accrington. An accompanying strategy plan identifies the deliverable spatial locations - streets, spaces, and individual sites - where future interventions could be developed, establishing the overarching strategies to be agreed and utilised to steer future projects.



1. Capitalise on the Town's Character & Assets

Accrington is a town with a distinct story - a fascinating history of innovation, distinctive landmark buildings and open spaces, and a popular local economy.

We want to capitalise on the town's unique story, characterful streets, and key assets, to create a series of distinct neighbourhoods and quarters. Whilst these should be individually defined by a symbiotic mix of uses and activities, collectively they will form a complementary platform on which the town can grow.

Strategic Actions & Drivers

- Through community collaboration, create a series of neighbourhoods and quarters across the Town Centre.
- Build on existing uses, activities, businesses, historic buildings, character, and assets to create unified cultural brand identities for each neighbourhood.
- Create a platform and structure for community leadership, self-organisation and order within each neighbourhood.
- Build on the success of the Town Hall, Market Hall, and Town Square improvements, and distinct character of surrounding streets to define the heart of the town.
- Capitalise on the Arndale opportunity site and Viaduct roundabout to create a vibrant and green mixed-use neighbourhood.
- Build on the industrious character of Grange Lane to become a living, working, innovative enterprise zone.

Spatial Strategies

Creating a patchwork of distinct character areas inspired by key assets:

- Build on the success of Town Square improvements and refurbishments
- **The Heart of the Town**
- **Grange Lane** - a skills, innovation, and enterprise zone
- **The Viaduct & Arndale** - A new green neighbourhood

- **Eastgate Corridor** - Green Eastgate and unify Abbey St and Whalley Rd as a lively community street and evening destination
- **Southern Quarter** - Civic, Health, and Community quarter
- **Station Quarter** - An animated and industrious arrival point to the town



Capitalise on the Town's Character and Assets Plan

2. Define Welcoming Arrival Points

Poor and undefined points of arrival is one of the key takeaways from both our urban appraisal and feedback from stakeholders.

This strategy aims to improve the arrival experience to the town, and ultimately reduce the number of cars moving into and through the Town Centre, in turn opening up opportunities to enhance the pedestrian environment and sense of place.




The strategy is focussed around three key interventions: to create celebrated and welcoming arrival points into the Town Centre; define a perimeter road around the town with clear and smart wayfinding signage directing visitors towards consolidated strategic car parks; and create safe, comfortable, and enjoyable pedestrian routes into the heart of the town.





Strategic Actions & Drivers

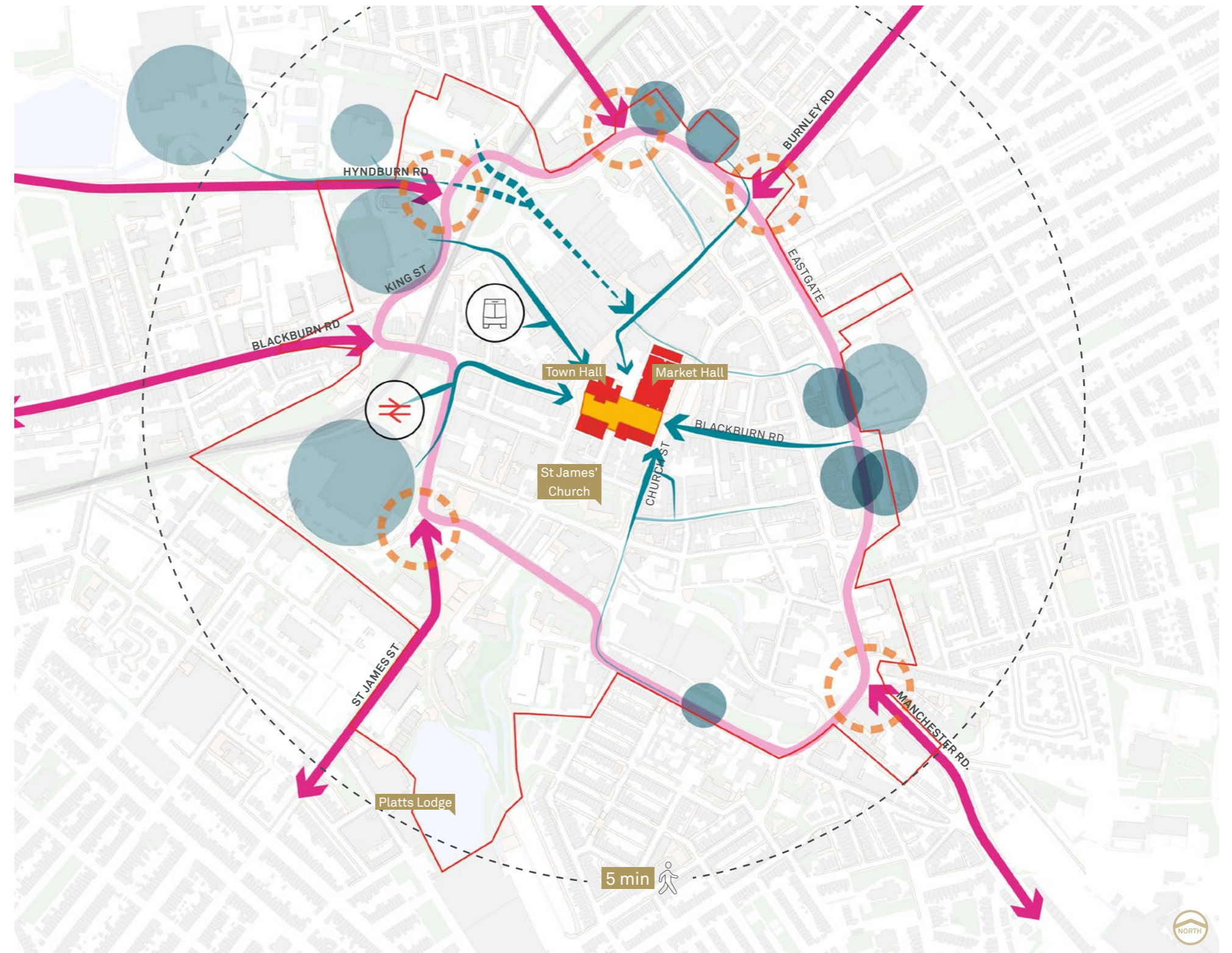
- Major junctions at the termination of primary vehicle routes are key historic nodes, marking arrival points into the town. These gateways could be transformed to become defined focal points and attractive arrival spaces.
- Art installations and pedestrian focussed public realm improvements at new gateways could create an enhanced sense of arrival.
- Improved signage to guide visitors around the Town Centre to strategic car parks, avoiding movements through the centre, therefore limiting vehicles within the town core.
- Improvements to strategic car parks to make them enjoyable and easy to use and access the Town Centre from.
- Create safe, active, and green routes from the car parks into the heart of the town, encouraging greater footfall along key shopping streets of Blackburn Road, Abbey Street, Broadway, Warner Street, and Church Street.

Spatial Strategies

Improve existing vehicle movement, and define and animate key public transport and vehicular arrival points:

-  Build on the success of Town Square improvements and refurbishments
-  Signposting along primary vehicle routes into Town Centre
-  Create defined arrival points advertising arrival gateways into the Town Centre

-  Define strategic vehicular route around the Town Centre (the 'ring road')
-  Retain and signpost strategic car parks on the perimeter road, encouraging visitors to park and walk into the Town Centre
-  Improve and animate existing pedestrian routes into the Town Centre
-  Potential new animated pedestrian routes into the Town Centre



Define Welcoming Arrival Points Plan

3. Create Safer & Healthier Streets

Accrington currently offers a confusing and disjointed pedestrian experience.

Similar to the previous strategy to define arrival points, this pedestrian and cycle focussed strategy aims to improve the user experience by:

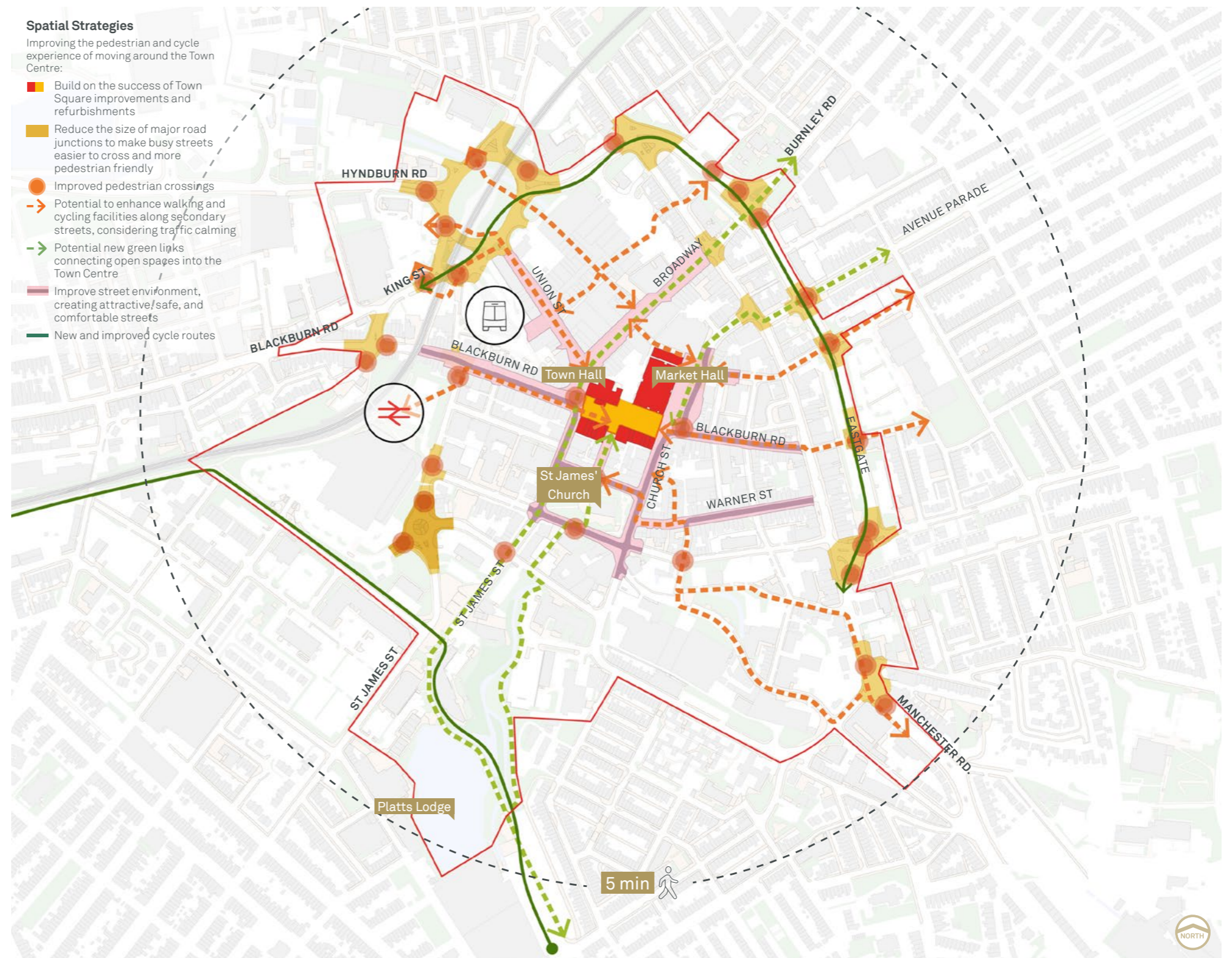
- Improving active modes of travel;
- Creating a more enjoyable, safer, and healthier pedestrian and cycle experience within the Town Centre; and
- Rebalance key streets and junctions to create pedestrian friendly and convenient streets and crossings.

The aim is to start a process of long-term change, delivering small-scale interventions to begin encouraging people out of their cars by creating healthier, people-focussed streets - fewer cars and more walking, wheeling, and cycling through the Town Centre.

All proposals are required to facilitate accessibility for people living with a range of disabilities or mobility/accessibility needs, supporting the inclusivity for different user groups who use space in different ways.

Strategic Actions & Drivers

- Introduce new wayfinding signage at arrival points, directing visitors towards key destinations.
- Reduce the size of major road junctions, offering space for wider footways and street planting.
- Improve crossings at major junctions to make busy streets easier to cross, including Eastgate, Kings Street, and Eagle Street
- Potential to introduce a new separate cycleway along Eastgate stitching into the town's cycle network.
- Potential for traffic calming principles and street enhancements in residential areas, making it easier and safer to walk and cycle.
- Potential to create new street spaces including seating and green infrastructure along strategic green links, connecting surrounding open spaces into the Town Centre.
- Potential to reduce carriageway widths to improve pedestrian environment.



Create Safer and Healthier Streets Plan

4. Enhance Green Streets & Waterways

Accrington is surrounded by verdant landscapes, yet the Town Centre offers little greenery or natural features.

This strategy seeks to draw the influence of green infrastructure from surrounding streets, countryside, parks and waterways into the Town Centre - softening the streetscene, enhance their appearance, and allowing people and nature to thrive.

Creating green, active, and people and nature orientated streets and spaces will help foster an attractive sense of place - providing a reason to come to the Town Centre, and an enjoyable excuse to stay for longer.




Green infrastructure will be key to the town's sustainable transformation, with the added aim to promote local business, and help foster supportive social interactions.





Strategic Actions & Drivers

- Reclaim highway space along Eastgate for people and nature.
- 'Viaduct Park' - re-engineering the roundabout to create an active new community open spaces which could host a vibrant mix of play, sports, growing, and leisure space for all.
- 'Broad Oak Common' - a neighbourhood common at the heart of an active community, offering natural play, communal seating, exercise, and nature.
- Introducing street trees and generous SuDS features to create strategic green links connecting to key infrastructure of the Woodnook Vale, Avenue Parade and Peel Park, the River Hyndburn, and Broad Oak Water.
- 'Broadway Square' - a new public square which could bring nature, play, outdoor dining and social interaction to the heart of the town.

Spatial Strategies

Greening the Town Centre, animating existing streets with trees and planting, and improving existing waterways and open spaces:

-  Build on the success of Town Square improvements and refurbishments
-  Potential to define strategic green links with signage, trees and generous SuDS planting
-  Potential to introduce tree lined streets

-  Potential new and improved green spaces (existing and envisaged) offering colourful public space for play, leisure, and nature
-  Potential to reveal / reinterpret the River Hyndburn
-  Potential to improve water bodies and encourage people to use the water for a mix of leisure activities
-  Potential to diversify the range of activities and biodiversity value



Enhance Green Streets and Waterways Plan

5. Optimise Development Opportunities

Having the right buildings and uses in the right places is crucial to a thriving and successful Town Centre.

The adjacent plan identifies sites which are either in the process of redevelopment, or have been identified as potential places for future redevelopment.

Redeveloping under-optimised or vacant Town Centre assets - particularly those already in public ownership, which can be delivered relatively quickly, in a sensitive and integrated manner - will represent formative catalysts for realising the holistic vision for Accrington Town Centre.

Strategic Actions & Drivers

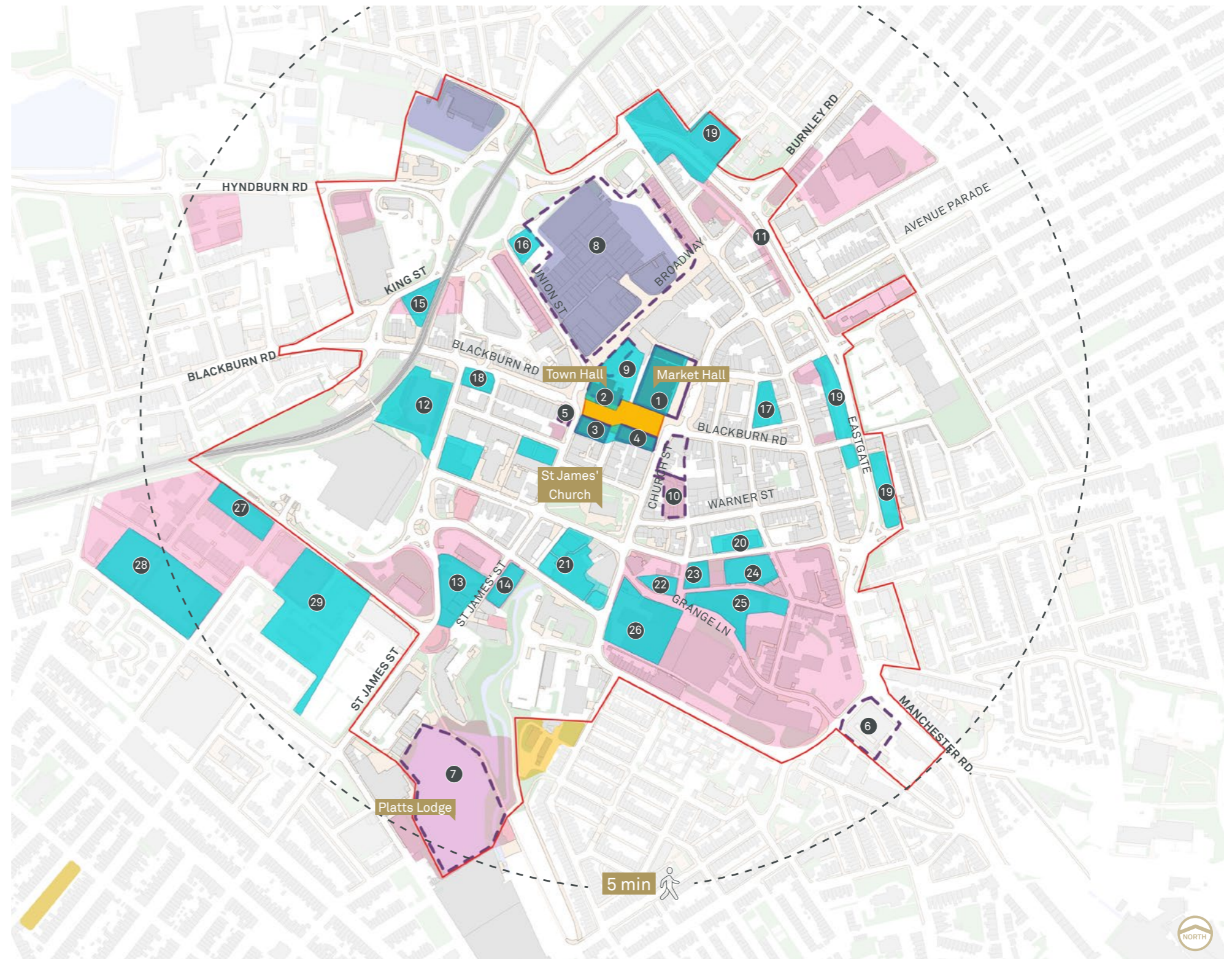
- New development should focus on opportunities for new homes, employment, diversification, innovation and inclusion.
- Redevelopment of the Arndale and Aldi sites should represent the catalyst for change, bringing new homes and mix of uses.
- Development should focus on delivery of quality, affordable commercial space in key locations, and increase the amount of shared workspace or innovation facilities.

Spatial Strategies

Greening the Town Centre, animating existing streets with trees and planting, and improving existing waterways and open spaces:

- Build on the success of Town Square improvements and refurbishments
- Confirmed TCIP projects:
 - 1 Market Hall renovation (LUF)
 - 2 Town Hall facade improvements
 - 3 Burton Chambers (LUF)
 - 4 Market Chambers (LUF)
- Potential future TCIP projects
 - 5 Renovate Former Yorkshire Bank
 - 6 Renovate of Old Police Station
 - 7 Platts Lodge Waterpark
 - 8 Arndale Shopping Centre
 - 9 Town Hall extension demolition
 - 10 2-18 Church Street and Victoria Arcade
 - 11 Eastgate Improvements
- Local Plan Housing Allocation sites
- Sites identified for redevelopment
- Underdeveloped sites that could be optimised for potential future development

- Potential development sites on land under council ownership
 - 12 Train Station Car Park - LCC
 - 13 Eagle Street Car Park & Skatepark
 - 14 Paradise Street Car Park - HBC
 - 15 King Street Car Park - HBC
 - 16 Accrington Social Services - LCC
 - 17 The Brooks Club - HBC
 - 18 109-117 Blackburn Road - HBC
 - 19 Eastgate Car Parks - HBC/LCC
 - 20 Job Centre - HBC
 - 21 New Era Centre - LCC
 - 22 Grange Lane Parking - HBC
 - 23 Black Abbey Street Car Park - HBC
 - 24 Bank Street Car Parks - HBC
 - 25 Black Abbey Street Car Parks - HBC
 - 26 3 Private Leaseholds - HBC
 - 27 Scaitcliffe Street Car Park - HBC
 - 28 Northfield Works - HBC
 - 29 BT Lease - LCC



Optimise Development Opportunities Plan



Accrington Town Hall

04 A Masterplan Framework for Accrington Town Centre

This section presents the Spatial Framework and Illustrative Masterplan for Accrington Town Centre. Together, these establish the town-wide design principles and the overarching spatial strategies to support, inspire, and guide the future regeneration of Accrington Town Centre. These holistic and comprehensive strategies underpin the placemaking principles and potential delivery projects explored in focus across the neighbourhood areas in the following chapter.

The Spatial Framework

The spatial framework plan brings together the ideas captured in the strategic actions and drivers, providing a holistic spatial overview of the vision for Accrington Town Centre.

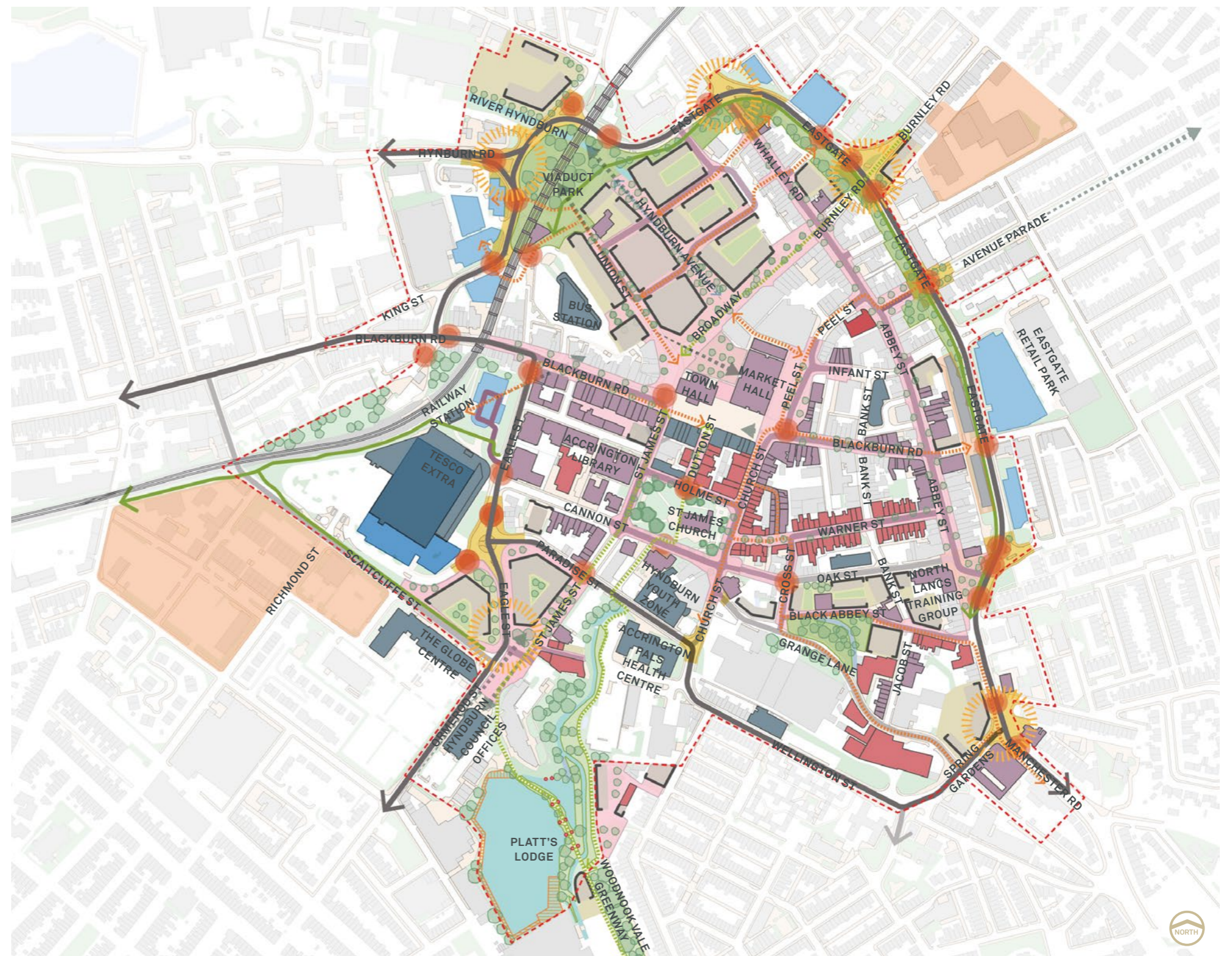
It identifies key locations - streets, spaces, and individual sites - where future interventions could enhance the existing environment and bring new life, activity, and vibrancy to the town's emerging neighbourhoods.

The spatial framework has been developed through collaborative workshops with Hyndburn Borough Council and Lancashire County Council, and in response to feedback from key stakeholders and members of the public.

The illustrative proposals build on the findings from the urban appraisal and incorporate ideas developed through collaboration, to establish a series of deliverable projects and development opportunities to represent the key outputs of the Masterplan Framework.

Key Features

- Town Centre study area
- Potential waterway improvements
- Potential new and improved green spaces
- Potential public realm improvements
- Opportunity to reduce vehicle carriageway
- Opportunity to define key gateway into the Town Centre
- Prominent Town Centre destinations
- Buildings of prominence contributing to the character, use, and activity of the area
- Existing buildings with potential to be renovated to support the aspiration for the neighbourhood - including shop front improvements
- Strategic public car parks
- Key junctions with potential to be made pedestrian-friendly and made more pedestrian friendly
- Proposed development plots
- Potential building layout
- Potential active frontages
- Potential Long Term Development Opportunity Areas
- Potential green links, potential for street planting and informal play
- Potential pedestrian priority routes
- Potential location of new street trees
- Potential improved/new pedestrian and cycle crossing points
- Key views



Accrington Town Centre Spatial Framework plan

The Illustrative Masterplan

The Illustrative Masterplan presents a long term visualisation of what the realised Accrington Town Centre Masterplan Framework could deliver. This includes a wide range of visionary, impactful regeneration led placemaking.

The Town Centre Masterplan framework identifies new development opportunity sites, encourages the better use of existing buildings and spaces and illustrates the potential to create new high quality public spaces which will transform the town centre and create an environment for all to benefit from.

The aim is to create a Town Centre which better meets the needs of the existing community, businesses and create a place that is attractive to live and for people to visit.

The Masterplan aims to build upon and complement the great work that is already taking place to the Market Hall, Burton Chambers & Market Chambers.

The Illustrative Masterplan presents a long term vision to repopulate the Town Centre, encourage new businesses and create a sense of pride for this market town whilst also celebrating its unique sense of character and heritage.



Accrington Town Centre Illustrative Masterplan

Key Features
 Town Centre study area
 Potential Long Term Development Opportunity Areas

Accrington's Town Centre presents an extraordinary opportunity to create a unified, green and uplifting heart to the town. Building on its unique character, the Town Centre can become a vibrant, bustling and thriving place.



Movement Strategy

The design proposals explore conceptual ideas for how to create a more pedestrian-friendly Town Centre. Initial high level transport modelling has been undertaken to support the conceptual ideas to deliver the best outcomes for Accrington Town Centre.

Our Vision for Movement and Active Travel

We envisage a more pedestrian-friendly Accrington Town Centre. Green, convenient and safe crossings will be implemented to increase pedestrian permeability from surrounding neighbourhoods into the Town Centre. Rationalised on-street parking will free up street space to provide wider footways, more areas for café spill out and landscaping features. New cycle infrastructure can also be accommodated.

Wider pavements, new seating and pedestrian orientated streets, will increase accessibility and ease of mobility for various users groups, ensuring the public realm is more friendly to a wider range of pedestrians.

Increased connections between and within the green spaces in the masterplan will create more footfall and a much more pleasant environment for Accrington's residents and visitors to enjoy.



Example of highway improvements creating safe, green and convenient crossings (Preston)



Example of a remodelled street with on-street parking, street trees, and wider pavements (Altrincham)

Off-Street Car Parks

Parking surveys were conducted between Thursday the 22nd of August, Saturday the 31st of August and Saturday the 7th of September 2024 at 13 off-street car parks in Accrington Town Centre. Analysis of these surveys has shown that on Thursday, only 56% of the 1,000 spaces surveyed are occupied, with this figure reducing to 35% occupation on Saturday.

This indicates that there is a significant surplus of car parking space within Accrington Town Centre. This underutilised space could be re-purposed for alternative land uses, such as community parks or new development to support in delivering the Vision.

In the proposed Masterplan, 110 spaces out of the 1,000 within the Town Centre will not be retained. However, even with this loss, there will remain approximately 310 spaces that are surplus to the existing demand. Detailed results of these surveys are outlined in the Appendix.



Example of off-street car parking integrated with landscape



Example of a safe, healthy and green pedestrian route into Town Centre (Sheffield)

On-Street Car Parks

Approximately 131 on-street car parking spaces are proposed to be lost as a result of the illustrative masterplan proposals. The space taken from parking will facilitate wider footways, cycleways and green spaces that will encourage a switch from car transport to active travel modes, particularly for residents that live closer to the Town Centre.

However, those who wish to park in Accrington Town Centre will still have ample capability to do so. The 131 lost on-street spaces can be accommodated in the available 310 off-street car parking spaces. This will leave a remaining surplus of 179 parking spaces within the Town Centre.



Example of on-street car parking integrated into the streetscape (Preston)



Example of on-street parking and loading bays integrated into the public realm with planting and street trees (Altrincham)

Movement Strategy

Future Opportunities

Vehicle Movement

- 1. Viaduct roundabout -** remodel the Eastgate roundabout to create a new public park and make walking, wheeling and cycling into the Town Centre easier, whilst retaining routes for drivers around the town.
- 2. Town Centre Vehicle Movement -** direct drivers around the town via a signposted route. Offering legible vehicle routing and encouraging less vehicle movement through the Town Centre, making it safer and more pedestrian friendly.
- 3. Strategic car parks -** retain the majority of existing public and retail car parks with improved signage to direct visitors towards available parking. Ensuring sufficient parking to meet local needs, with attractive and safe onward walking routes into the centre.
- 4. Commercial servicing -** future proposals will carefully consider the needs of local businesses to ensure ease and efficiency of servicing and access.
- 5. Bus Station -** transport modelling is ongoing to ensure the conceptual ideas will continue to allow convenient access to the bus station.

- 6. Union Street Taxi Ranks -** close Union Street to through traffic, creating a quieter, pedestrian friendly street. We will work with taxi companies to develop a new taxi rank location elsewhere in the Town Centre.

Pedestrian & Cycle Movement

- 7. Eastgate junctions -** opportunities to reconfigure some of the junctions to provide more convenient crossings for local communities to walk and cycle into the town.
- 8. Guided pedestrian routes -** opportunity to create a network of safe, green, signposted, and connected pedestrian friendly routes into the Town Centre.
- 9. Designing for all -** opportunities will closely consider the needs of mobility impaired citizens and inclusive user groups, both for convenient parking and engagement when designing the changes.
- 10. Cycle routes -** opportunity to create a segregated cycleway along Eastgate, connecting into the town's existing, and growing, cycle network.

Key Features

-  Town Centre study area
-  Town Centre strategic car parks to be retained
-  Streets with potential for some on-street car parking to be replaced with planting, seating, and wider pavements
-  Town Centre strategic vehicle loop
-  More convenient crossings
-  Potential improved junctions
-  Potential improved walking routes from car parks
-  Potential improved walking routes to/from local communities
-  Potential new separate cycleways
-  Potential new cycle routes (shared paths)



Vehicle Movement Strategy Plan



Victorian Arcade, Church Street

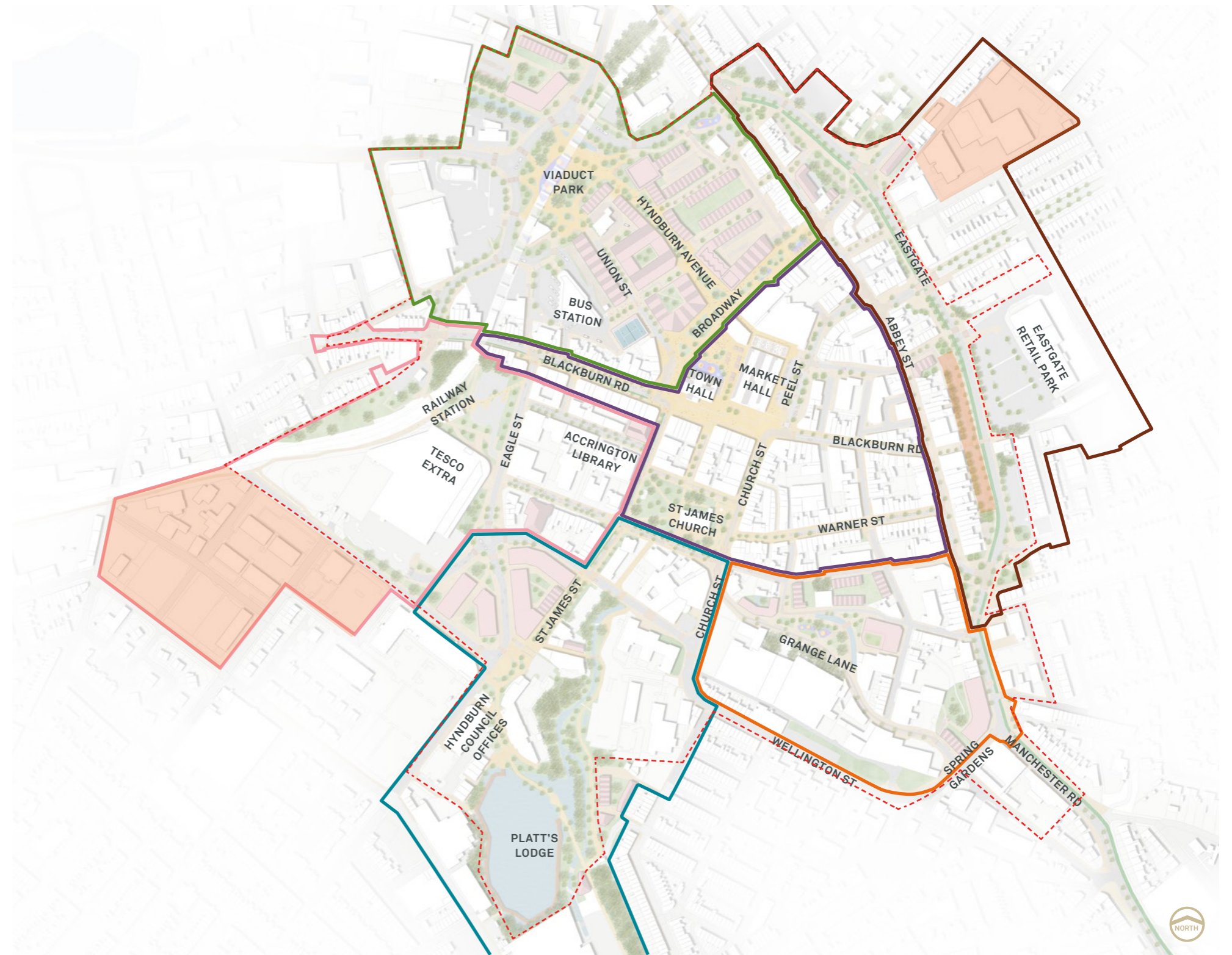
05 The Neighbourhoods

This section breaks the Accrington Town Centre Masterplan into six distinct neighbourhoods. Building on feedback from stakeholder and public engagement, illustrative design principles and key interventions have been developed to help define each of these characterful neighbourhoods. A combination of illustrative plans, diagrams and precedent images reveal how the spatial framework for each neighbourhood could be delivered. A series of future development opportunities identify the key delivery projects which may be delivered to support in realising the vision for Accrington Town Centre.

The Neighbourhoods

The Masterplan's six emerging neighbourhoods are identified on the adjacent plan. These neighbourhoods have been defined by the character, uses, and activities which together form the identity of each neighbourhood.

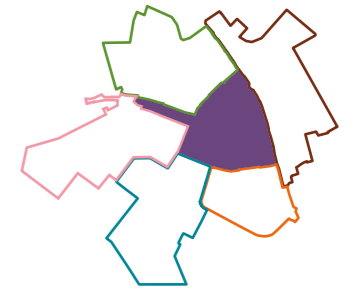
The illustrative design principles and future development opportunities for each neighbourhood are described in detail across the following pages.



Accrington Town Centre Neighbourhoods

- Key Features**
- Town Centre study area
 - The Heart of the Town**
 - Grange Lane** - a skills, innovation, and enterprise zone
 - The Viaduct & Arndale** - A new green neighbourhood
 - Eastgate Corridor** - Green Eastgate and unify Abbey St and Whalley Rd as a lively community street and evening destination
 - Southern Quarter** - Civic, Health, and Community quarter
 - Station Quarter** - An animated and industrious arrival point to the town
 - Potential Long Term Development Opportunity Areas

Neighbourhood 1: Heart of the Town Centre



Neighbourhood Character

The Heart of the Town Neighbourhood represents Accrington's historic centre of life and activity. Inspired by the area's impressive heritage buildings, we envisage a series of improvements to streets and public spaces to encourage people to dwell in and enjoy spending more time in the vibrant Town Centre environment.

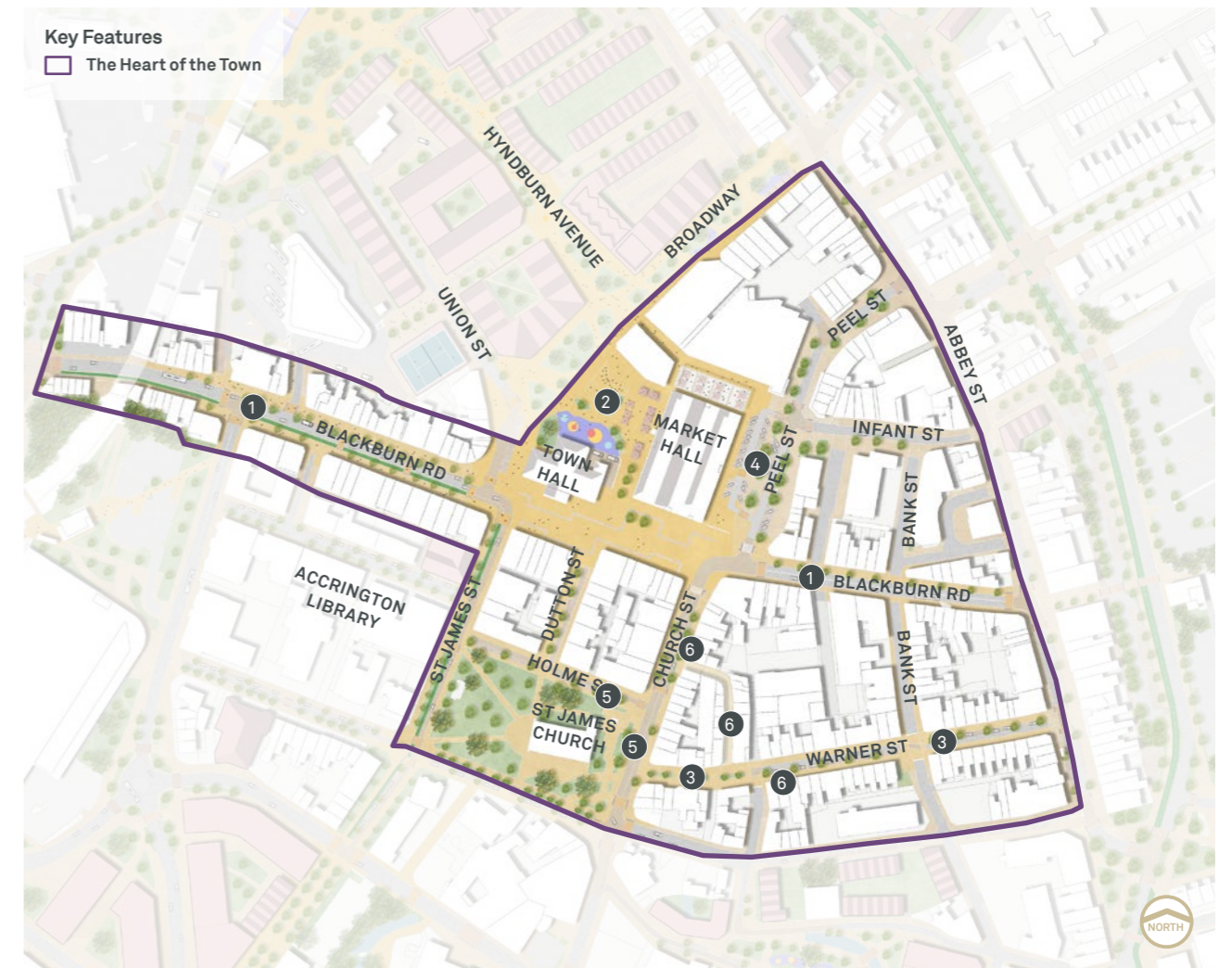
High quality surfacing materials should be used to create a safe, generous, and attractive pedestrian friendly environment.



Existing features of the neighbourhood

Future Development Opportunities

- 1. Blackburn Road** - creating an active, pedestrian friendly street with a diverse mix of shops, food and beverage, commercial and community spaces:
 - Rebalance street to narrow the carriageway, widen footway, offer space for spill out and some on-street parking.
 - New trees and rain gardens, seating, and courtesy crossings to slower vehicle speeds.
 - New designed street lighting to create an attractive and safe environment at night.
- 2. Market Square** - delivering a potential new public square:
 - Offering a themed children's play area, large seating areas to encourage families to dwell and enjoy being in the Town Centre.
 - Stepped seating and a stage space offering opportunities for performances, and outdoor cinema screenings.
 - Spill out space from the Market for outdoor dining throughout the day and into the evening.
- 3. Warner Street** - creating a unique, boutique shopping street with a unified character:
 - Close the western end to through-traffic, creating a public space encouraging a spill out of life.
 - Introduce rain gardens and planting along the street, reducing on-street parking and widening footways to create a lively environment.
 - Shop front improvements create an identity.
- 4. Peel Street** - a cluster of potential food and beverage venues for a vibrant dining square:
 - Narrow carriageway, maximise public realm.
 - New trees and planting, and dining areas.
- 5. St James Church** - balanced streets surrounding the church, creating comfortable place to sit and step away from the busy Town Centre.
- 6. Shop Front Improvements** - potential improvements to heritage shop fronts along key shopping streets creating unified finishes and a distinct identity to these characterful shopping parades, including the popular Victorian Arcade.



Heart of the Town Centre Neighbourhood Illustrative Plan

Best Practice Precedent Examples:



Example of the type of street improvements that could transform Blackburn Road (Stamford New Road, Altrincham)

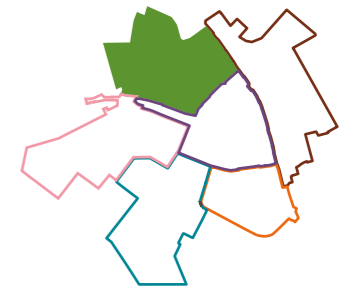


Example of how outdoor dining and greenery can enliven areas around a market hall (Altrincham)



Example of how a greener street environment can improve the setting of a church in a Town Centre (Poynton, Cheshire)

Neighbourhood 2: The Viaduct & Arndale



Neighbourhood Character

This neighbourhood is characterised by the striking Grade II Listed Accrington Viaduct. Standing above the skyline, the Viaduct provides a dramatic landmark to those arriving along Hyndburn Road.

The significant road infrastructure surrounding the Viaduct presents an opportunity to be made more pedestrianfriendly to celebrate this asset and create a pedestrian focussed environment. Together with the opportunity to redevelop the Arndale Shopping Centre site, the area presents the unique potential to create a destination park and vibrant new residential neighbourhood.



Existing features of the neighbourhood

Future Development Opportunities

- 1. Viaduct roundabout** - create a more pedestrian friendly environment and celebratory point of arrival to the town:
 - Reduce the carriageway making it easier to cross and creating more generous public realm.
 - Create two way traffic flow around north side of roundabout, allowing southern section to be removed and become part of Viaduct Park, with pedestrian and cycle routes towards the town centre via Union Street. Improve pedestrian crossings to access the Viaduct Park whilst retaining traffic flows.
- 2. Viaduct Park** - creating a new destination public park celebrating the Viaduct:
 - Create multi-functional space for sports, play, recreation, and connecting with nature.
 - Transform the River Hyndburn into a verdant natural feature.
 - New lighting and pedestrian and cycle routes, creating safe and attractive routes.
- 3. Arndale** - a transformative new community:
 - Introducing a mix of commercial units with large and smaller units for a variety of operators.
 - Delivering mixed tenure and types of homes including family houses.
 - A new green route connecting Viaduct Park to Broadway and the heart of the town.
- 4. Bus Station** - a new welcoming arrival square:
 - Animated arrival square connecting Bus Station to Union Street - a place to dwell and interact.
- 5. Union St** - Improved mixed use street:
 - New mixed use block with shops at ground and apartments above.
 - New street trees, planting and lighting.
- 6. Broadway** - a greener and revitalised high street with trees, planting, seating and play features.
- 7. Hyndburn Avenue** - opportunity for a new pedestrian route following the course of the Hyndburn River, offering a green and safe route.
- 8. Aldi** - a new residential plot overlooking the River Hyndburn natural feature.

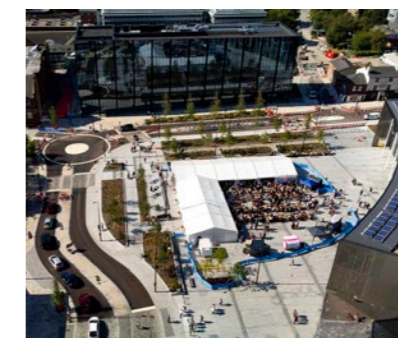


Viaduct Park and Arndale Neighbourhood Illustrative Plan

Best Practice Precedent Examples:



Example of parkland place spaces under a railway viaduct



Example of reducing dominance of roads to create a public space (University Square, Preston)



Example of colourful and welcoming public streets and spaces

Neighbourhood 2: The Viaduct & Arndale

What you've said...

"Would welcome increase in green spaces and joined up cycling/walking routes which are open, well-lit and well-used so they feel like a safe space."
Public consultation response

Realising the Vision Aims

- Celebrate Accrington's Unique Identity
- Encourage Enterprise & Economic Growth
- Green the Town Centre
- Connect Communities
- Repopulate the Town Centre

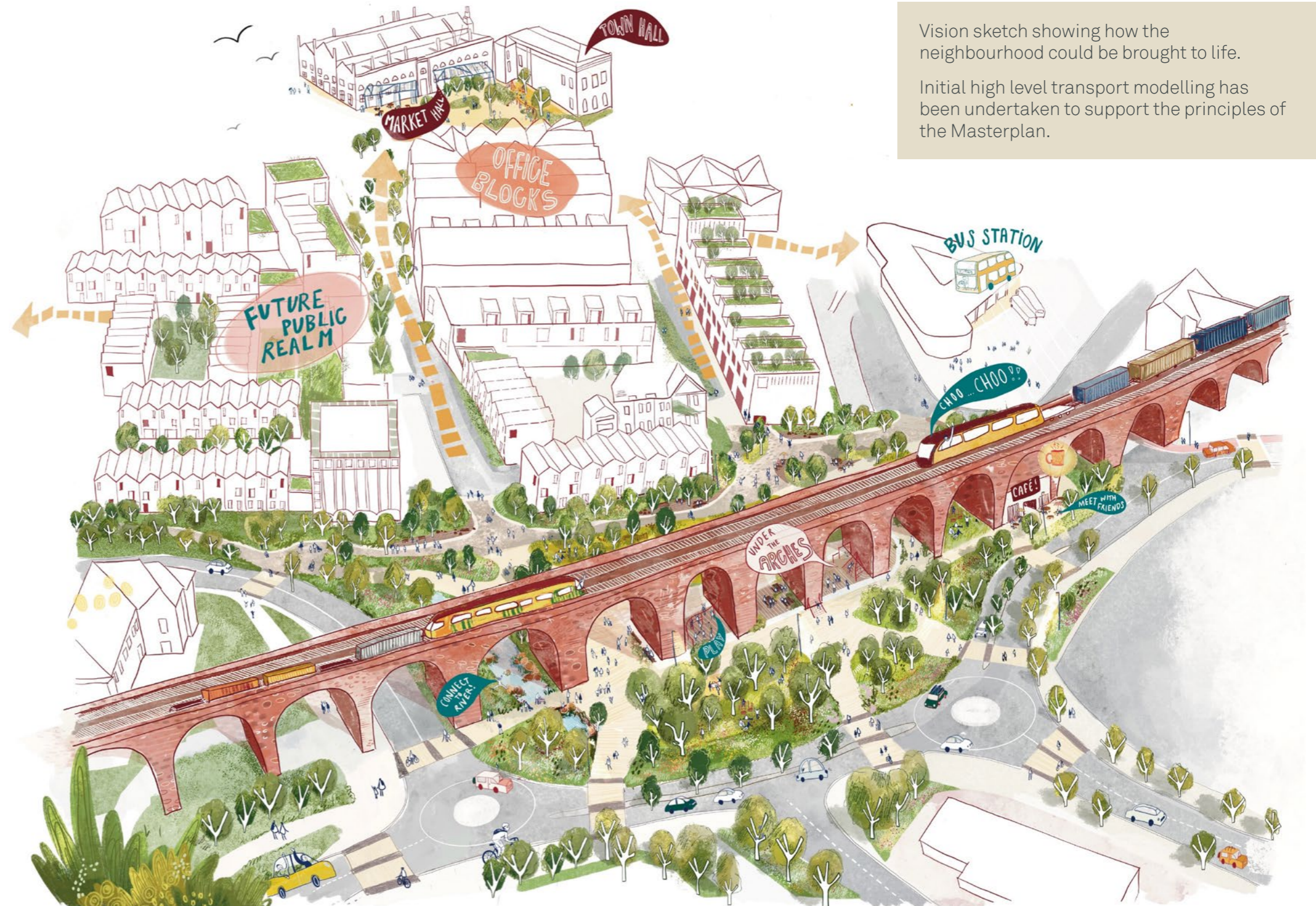
- Celebrate Accrington's Unique Identity**
- Celebrating the Viaduct as a key arrival landmark to the Town Centre by reducing car dominance and creating a destination park under and around the structure. Using the arches for a vibrant mix of uses and activities.
 - Reveal and celebrate the River Hyndburn as an attractive natural feature and important part of the town's heritage.

- Encourage Enterprise & Economic Growth**
- Introduce a new mix of commercial spaces connected by active public realm, creating an attractive landscape for a variety of smaller and larger operators.
 - New homes, a destination park, and a new mix of shops and food and beverage will increase footfall and drive greater spending across the Town Centre.

- Green the Town Centre**
- Creating a new public park with new trees, planting, lawns and rewild the River Hyndburn.
 - Create a new green route connecting the Viaduct to Broadway, new trees and planting along Broadway and Union Street.

- Connect Communities**
- Improving pedestrian and cycle connections into the Town Centre, creating convenient and safe crossings, breaking the barrier presented by King Street and Eastgate.
 - Improve arrival experience from the Bus Station creating an integrated connection with Union Street and the new Market Square.

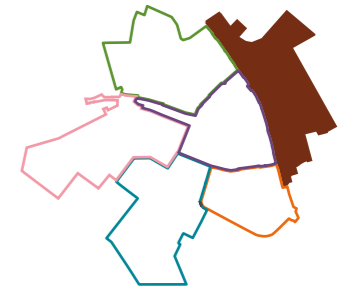
- Repopulate the Town Centre**
- Deliver a mix of homes to attract a new, diverse population into the Town Centre.



Heart of the Town Centre Illustrative Sketch

Vision sketch showing how the neighbourhood could be brought to life.
Initial high level transport modelling has been undertaken to support the principles of the Masterplan.

Neighbourhood 3: Eastgate Corridor



Neighbourhood Character

Eastgate is a key strategic road, but acts as a major barrier for walking and cycling. Key to transforming this neighbourhood is exploring the opportunities to break this barrier and make it easier for pedestrians and cyclists to cross Eastgate and conveniently and safely access the Town Centre

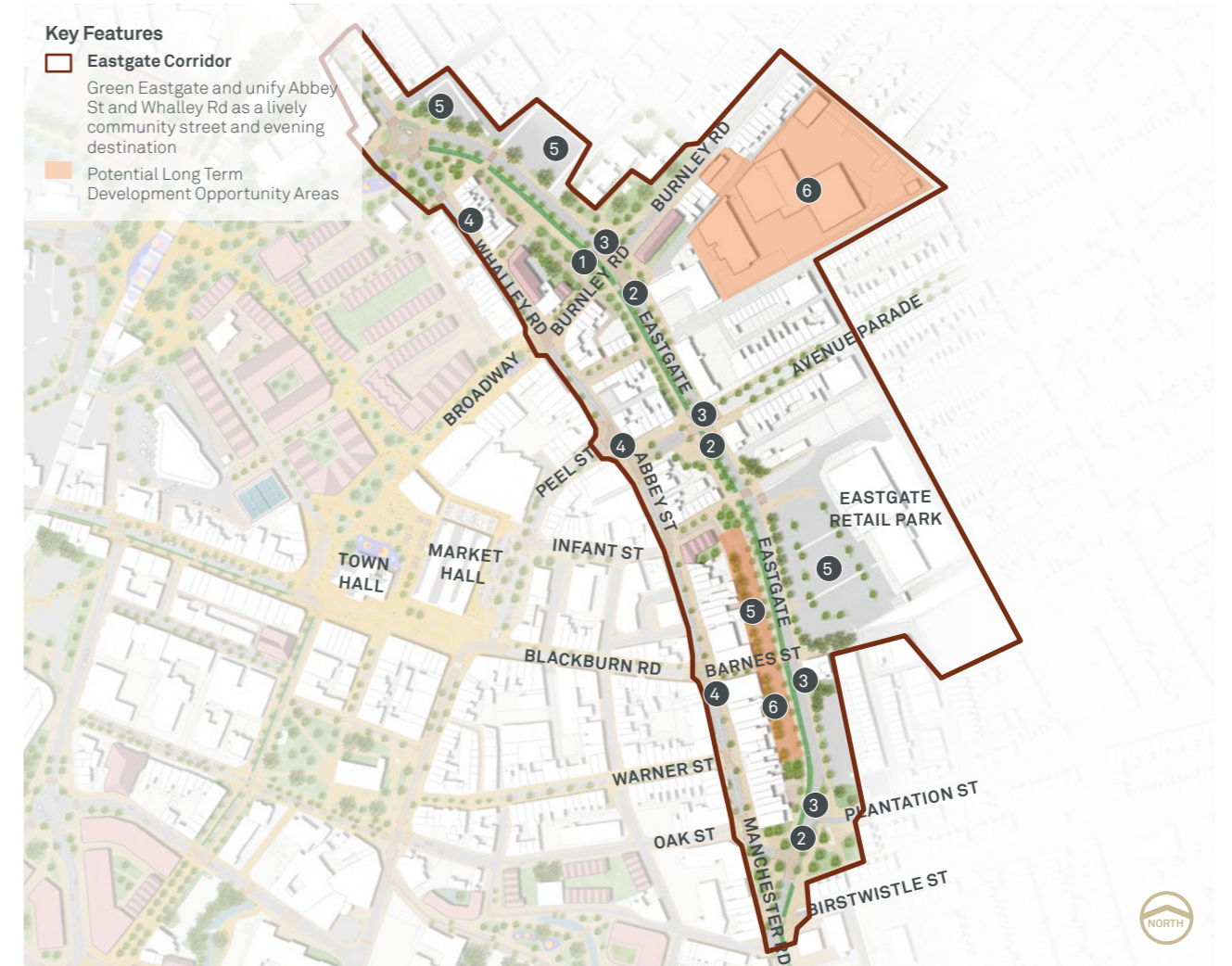
Reducing car dominance, greening, and activating the corridor will create a safe and attractive route around the town, connecting existing communities into the Town Centre.



Existing features of the neighbourhood

Future Development Opportunities

- 1. Greening Eastgate** - create a linear park:
 - Reallocate road space on Eastgate, reducing carriageway width creating space for planting, trees, and play-on-the-way features, softening the car dominated environment and improving air quality.
 - Widen footway and deliver a segregated cycleway to improve movement around the town.
- 2. Improved crossings** - new and improved crossing at key community desire lines, improving access into the Town Centre.
- 3. Reducing car dominance** - opportunity to reduce the size of large junctions to improve pedestrian and cycle safety, create more attractive footways.
- 4. Whalley Road / Abbey St** - defining a characterful new community street:
 - Reduce carriageway width offer space for pedestrians and commercial spill out, and slow vehicle speeds
 - New trees/planting, seating and outdoor dining space to activate and animate the street.
 - Rationalised on-street parking to reduce car dominance.
 - Opportunity to create a sustainable travel street with low traffic, facilitating better bus movements and attractive cycling.
 - New courtesy crossing to make it easier and convenient to cross and access shops.
 - Shop front improvements to unify the street, creating a distinct character that integrates the commercial and community uses into a common community identity.
- 5. Perimeter Car Parks** - retained to offer strategic parking on edge of town with improved pedestrian routes into the heart of the town.
- 6. Potential long term residential development opportunities** - residential-led development to further animate and activate Eastgate:
 - Deliver a mix of new homes.
 - Offer a welcoming outer face to the Town Centre and activating Eastgate with new homes looking onto the new green corridor.



Eastgate Corridor Neighbourhood Illustrative Plan

Best Practice Precedent Examples:



Designated cycle ways promoting safe active travel options on a former dual carriageway (Stretford)



Example of how Abbey St/Whalley Rd could be rebalanced to make it more attractive (Altrincham)



Example of how planting, trees, wider pavements, safe crossings and seating create a more pleasant high street environment (Nelson, East Lancashire)

Neighbourhood 3: Eastgate Corridor

What you've said...

"I like the cycle routes and the additional trees. I would like a cycle path that extends up Avenue Parade & Plantation Street and into town, linking residents to the town centre and the town centre to Arden Hall & The Coppice."

Public consultation response

Realising the Vision Aims

- Celebrate Accrington's Unique Identity
- Encourage Enterprise & Economic Growth
- Green the Town Centre
- Connect Communities
- Repopulate the Town Centre

Celebrate Accrington's Unique Identity

- Celebrate Accrington's historic High Street as a unique community street with a distinct identity and character.
- Bring back to life heritage buildings and celebrate as distinct landmarks.
- Recognise popular social venues and community spaces, offering opportunities for these to spill into the street and interact and activate the life of the street.

Encourage Enterprise & Economic Growth

- Streetscape improvements to Abbey Street / Whalley Road to create a vibrant community street environment, driving footfall, activity and dwell time along the street, encouraging greater spending and attractiveness to new businesses.
- Creating a catalyst to inspire investment into existing properties to be brought back into operation.

Green the Town Centre

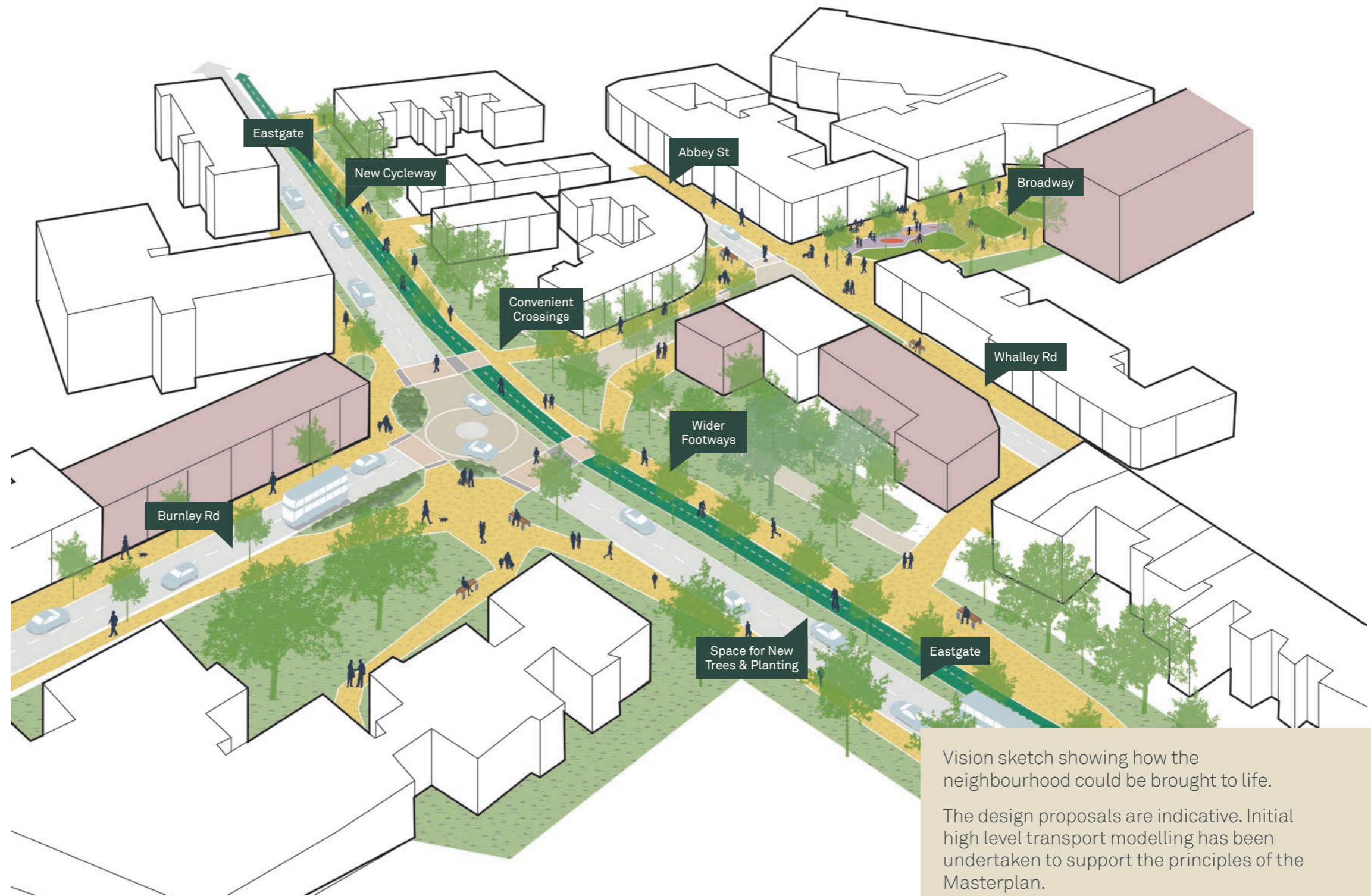
- Transforming Eastgate into a green corridor surrounding the Town Centre with a connected sequence of pocket parks, rain gardens and soft planting.
- New street planting along Abbey Road.

Connect Communities

- Improving crossings over Eastgate to improve access to the Town Centre from surrounding communities.
- New cycleway creating a safe and convenient route around the Town Centre.

Repopulate the Town Centre

- Opportunity for future development delivering new homes.

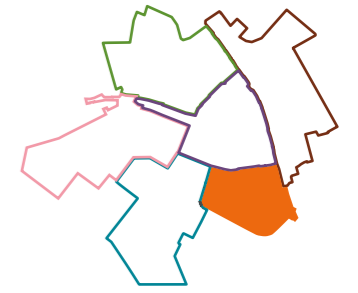


Eastgate Illustrative Sketch

Vision sketch showing how the neighbourhood could be brought to life.

The design proposals are indicative. Initial high level transport modelling has been undertaken to support the principles of the Masterplan.

Neighbourhood 4: Grange Lane



Neighbourhood Character

Building on the success of the area's existing mix of light industrial activities, Grange Lane could be transformed into an innovative new neighbourhood boasting a creative mix of employment, homes, and industrial uses.

Retaining and enhancing the existing character to welcome a symbiotic community of creatives / makers / entrepreneurs, light industrial activities, and residents. Creating new physical and collaborative connections to the Accrington & Rossendale College and Innovation Centre.



Existing features of the neighbourhood

Future Development Opportunities

- 1. Grange Park** - a new community common:
 - Creating a community common at the heart of the neighbourhood - a gathering place for community life.
 - Introducing play, seating, and outdoor exercise facilities, creating a safe and attractive place for all.
 - Rewild the River, improving biodiversity and a healthier ecosystem.
- 2. Junction Improvements** - creating an attractive arrival point to Accrington:
 - Creating a threshold moment signposting the point of arrival into the Town Centre. Creating a welcoming and impressive first impression.
 - New landmark residential development accenting key views into the town.
- 3. Street improvements** - making Grange Lane and Black Abbey Street safer and greener whilst retaining serving to existing businesses:
 - New street trees, planting, and courtesy crossings designed to slow vehicle speeds, creating a pedestrian first streetscape.
 - New public realm materiality to create a unified landscape throughout the neighbourhood.
- 4. Innovative Workspace** - new and refurbished buildings growing an innovative and industrious community:
 - Delivering a mix of units and spaces for small to large businesses and enterprises to join and grow within this creative neighbourhood.
 - New workspaces at ground level activating the streetscene encouraging a tangible connection to the creative activities throughout the community.
- 5. Accrington & Rossendale College & Innovation Centre** - improving connections through the neighbourhood and enhance links with its' skills (NLTG & Job Centre) and work offering.
- 6. New Homes** - a mix of home types that build on area's success as a place to live and work.



Grange Lane Neighbourhood Illustrative Plan

Best Practice Precedent Examples:



Example of industrial heritage buildings brought back to life through improved public realm



Example of how a park with riverside play can activate and improve an industrial area in a town



Example of improved signage/public art to improve sense of arrival to an employment area.

Neighbourhood 4: Grange Lane

What you've said...

"An area long in need of development and preserving old and industrial buildings is always good if done in the right way."
Public consultation response

Realising the Vision Aims

- Celebrate Accrington's Unique Identity
- Encourage Enterprise & Economic Growth
- Green the Town Centre
- Connect Communities
- Repopulate the Town Centre

- Celebrate Accrington's Unique Identity**
- Retain and refurbish the area's industrial buildings creating a distinctive and characterful neighbourhood, bringing new life to the town's industrial past.
 - Rewild the River and celebrate Grange Lane as following the former course of the River Hyndburn.

- Encourage Enterprise & Economic Growth**
- Retain and enhance the town's industrial activities, creating a neighbourhood that embraces innovation and enterprise.
 - Deliver a mix of units and spaces to encourage businesses and enterprises to grow within the neighbourhood.
 - Create physical and collaborative connections to the College and Innovation centre to create attractive opportunities for young people to be retained in the town.

- Green the Town Centre**
- Create a new community common green space.
 - Rewild the River.
 - New street trees and planting to increase biodiversity and soften the streetscape.

- Connect Communities**
- Creating new links to Accrington & Rossendale College and Innovation Centre, integrating them into the heart of the town.
 - Stitch together the town's neighbourhoods and key destinations via guided routes.

- Repopulate the Town Centre**
- Introduce a mix of home types and tenures including live / work units.



Grange Lane Illustrative Sketch

Diagram showing how Grange Lane could be transformed into an innovative new neighbourhood and act as a link between Accrington and Rossendale 6th Form College and the Town Centre.

Neighbourhood 5: Southern Quarter



Neighbourhood Character

Representing the southern point of arrival into the Town Centre, this neighbourhood presents a lush natural landscape and unique social asset. A celebration of Woodnook Vale and Platts Lodge offer the opportunity to draw the surrounding Pennine landscape into the heart of the town, creating a playful, active and biodiverse setting for community recreation. At St. James Street these landscapes converge with employment and community anchors such as the Globe Centre and Accrington Pals Health Centre. There is an opportunity to create a community cluster, connected together and into the Town Centre via good quality unifying public realm.



Existing features of the neighbourhood

Future Development Opportunities

- 1. Platts Lodge Lake** - creating a water sports and leisure destination:
 - Restoration of Platts Lodge for safe recreational use for swimming, kayaks, paddle boarding, complementary sauna uses, and all weather spectator spaces.
 - Introduce a board-walk and landing area for entering the water and enjoying the water's edge.
 - Ecological restoration of the natural environment to promote a healthy ecosystem.
- 2. Platts Lodge Pavilion** - a new community space and cafe:
 - Delivering a statement pavilion building that offers the opportunity for a cafe and commercial / community facilities to encourage residents and visitors to use Platts Lodge.
 - Potential to store and operate a kayak and paddle board rental scheme.
- 3. Hyndburn Greenway** - improved footpath and green route, connecting through to Paradise Street and on to the Town Square:
 - New wayfinding connecting leisure destinations along the Woodnook Vale, including the Haworth Art Gallery into the heart of the town.
 - New lighting and public realm improvements along the greenway and an extended section to connect through to Paradise Street.
- 4. Cotton Street Mill** - a new residential community:
 - Renovate the historic mill into new homes surrounded by new family houses.
 - Create a balanced surface community with a distinct identity and character.
- 5. Arrival Point Apartments** - new residential buildings creating a stronger arrival point:
 - Deliver a pair of apartment plots which together create a defined threshold and strong arrival point into the town.
 - St. James Street south of Paradise Street closed to vehicle traffic with new link into the Waterside Apartments car park directly from Eagle Street.

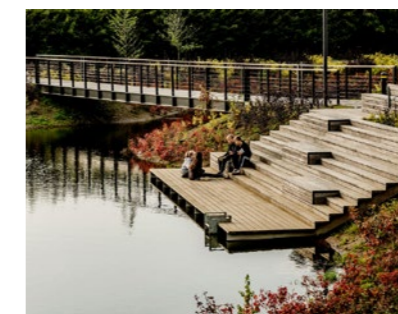


Southern Quarter Neighbourhood Illustrative Plan

Best Practice Precedent Examples:



There is an opportunity to revitalise Platts Lodge with a new community waterside pavilion



Introduction of board walks to enable Platts Lodge to become an open water leisure space



Example of how potential new residential development could help define a safe and attractive arrival point to the Town Centre

Neighbourhood 5: Southern Quarter

What you've said...

"I welcome improvements to the town to create a place that encourages people to socialise (cafes/bars) and encourages people to be healthy (sports, walking routes, green spaces.)"

Public consultation response

Vision sketch showing how the neighbourhood could be brought to life...

Realising the Vision Aims

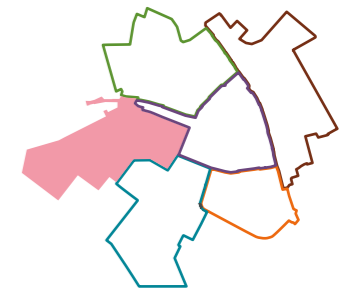
- Celebrate Accrington's Unique Identity
- Encourage Enterprise & Economic Growth
- Green the Town Centre
- Connect Communities
- Repopulate the Town Centre

- Celebrate Accrington's Unique Identity**
 → Restoration of a unique landscape within the Town Centre to create a leisure destination.
 → Refurbishment of existing heritage buildings and used as primary features within new developments.
- Encourage Enterprise & Economic Growth**
 → Creating new leisure activities and visitor attractions, drawing visitors into the town and encouraging access to and investment in other Town Centre uses and businesses.
- Green the Town Centre**
 → Restoration of existing water body and surrounding natural landscapes to create biodiverse and healthy ecosystems.
- Connect Communities**
 → Extending and enhancing the greenway connecting the surrounding pedestrian network into the Town Centre.
- Repopulate the Town Centre**
 → Delivering new homes within clusters of defined community developments.



Southern Quarter Illustrative Sketch

Neighbourhood 6: Station Quarter



Neighbourhood Character

The neighbourhood presents a good mix of retail, employment, office, and residential uses. Building on this stable base, the area could become a lively residential neighbourhood, with good pedestrian, cycle, and public transport connectivity to the Town Centre and beyond.



Existing features of the neighbourhood

Future Development Opportunities

- 1. Railway Station Arrival - improved station arrival plaza:**
 - Improved wayfinding signage directing visitors towards primary destinations across the Town Centre.
 - Improved public realm treatments creating an impactful and attractive arrival experience.
 - New seating and planting to create an all weather non-commercialised space that is a safe and comfortable place to dwell and wait.
 - Delivering a new cycle and postal collection hub.
- 2. Willow Street/Cannon Street - streetscape improvements:**
 - Wider pavements, new street trees and planting to create more attractive setting for homes and offices with retained car parking provision.
- 3. Crown Street potential development area**
 - opportunity to create a new mixed use community with homes alongside new light industrial units providing attractive new homes for new and existing businesses.
- 4. Tesco Roundabout - reducing the size of the roundabout:**
 - Reduce the size of the roundabout and width of the arrival roads to create a pedestrian friendly, accessible environment along Eagle Street.
 - New planting and improved public realm.
 - New courtesy crossings to improve connectivity and movement



Station Quarter Neighbourhood Illustrative Plan

Best Practice Precedent Examples:



Example of how enhanced public realm can improve the sense of arrival at the railway station



Potential light industrial/business start up units with enhanced public realm



Example of reducing carriageway and roundabout to offer space back to pedestrians (Adelphi Square, Preston)

Neighbourhood 6: Station Quarter

What you've said...

"Upgraded housing with pleasing green spaces will attract families."
Public consultation response

Realising the Vision Aims

- 
 Celebrate Accrington's Unique Identity
- 
 Encourage Enterprise & Economic Growth
- 
 Green the Town Centre
- 
 Connect Communities

- Celebrate Accrington's Unique Identity**
→ Improve the arrival experience into Accrington by rail, creating an attractive plaza with legible signage connecting to key destinations.
- Encourage Enterprise & Economic Growth**
→ Improve the public realm around existing business units to create a more desirable setting.
→ Opportunity to create a distinct industrial community surrounding Crown Street.
- Green the Town Centre**
→ Maximising opportunities for planting and greening Eagle Street.
- Connect Communities**
→ Improve connections across Eagle Street.
→ Improvements to Railway Station creating a safe and comfortable facility and encouraging more people to access the town by rail.



Diagram showing how the Station Quarter could connect in to the heart of the Town Centre and Platts Lodge.

Station Quarter Illustrative Sketch

06 Implementing the Masterplan Framework



Implementation & Delivery

Accrington Town Centre Masterplan Framework sets out a 15-year vision, recognising that the proposals and interventions put forward within this document will take time to deliver. This delivery strategy provides an indication as to the potential phasing of the proposals across the six neighbourhood areas. It is important for the Masterplan Framework to remain as a flexible tool, responding appropriately to market and economic conditions, as well as evolving local and national planning policy.

As such, our suggested phasing and Illustrative Masterplan can be reviewed and refreshed over the time period of the Masterplan Framework. Our approach also recognises that the Council needs to work with existing landowners and stakeholders within the town, given the Council's land ownership within the Town Centre is limited.

Delivery Partners

Hyndburn Borough Council (HBC) and Lancashire County Council (LCC) are the key public sector delivery partners driving forward transformational change and helping to realise the vision for Accrington Town Centre. LCC will be responsible for securing the necessary funding and implementing the highway-related projects (for example, the proposals for Eastgate). HBC will also lead on securing public-sector subsidy and support for the projects and priorities as set out within the Masterplan Framework. At the same time, the Councils recognise that key stakeholders and landowners already vested in the Town, will be important to work in partnership with, to ensure that the proposals are a success. This includes existing businesses, tenants and the local community, as well as wider stakeholders, such as Homes England and the new Lancashire Combined County Authority (CCA), who will be integral in delivering the ambition for the Town Centre.

An overview of the key roles and responsibilities is provided in table 1 on page 106.

A Delivery Strategy plan has been prepared which identifies the short-term as well as early mean-while use opportunities for the Town Centre, opportunities which could come forward in years 5-10 of the Masterplan Framework (i.e. Medium-Term opportunities) and those which will take longer to achieve (10 years plus) in recognition of the enabling work that is needed to be undertaken over the lifetime of the Masterplan Framework.

As with the Masterplan Framework, the Delivery Strategy is intended to be flexible to respond to changing market conditions, developer and investor interest. There is also the potential that projects and interventions could be delivered earlier than proposed (for example, if funding is secured that could unlock development).

The Delivery Strategy reflects on those projects which are standalone opportunities, as well as those projects and sites which are interdependent on new infrastructure coming forward.

Infrastructure Requirements

Infrastructure will be key to unlock development opportunities and realise the vision and objectives for the Masterplan Framework. This will require strong collaboration with partners, including LCC as Local Highways Authority, as well as alignment with stakeholders such as Network Rail (for the area around Accrington Railway Station).

Whilst the public-sector will be preparing funding bids to secure funding of key infrastructure, Section 106 contributions will be sought from landowners as projects come forward. The timing of the delivery of the infrastructure will be dependent on receipt of funding for the specific projects.

Monitoring and Review

This Masterplan Framework provides key partners, landowners, businesses and the local community with a proposed vision for the creation of a successful Town Centre. The masterplan which accompanies this document is illustrative only and the document is intended to be flexible to respond to changing market conditions over time. The Masterplan Framework will be monitored, and formal reviews undertaken when and where appropriate.

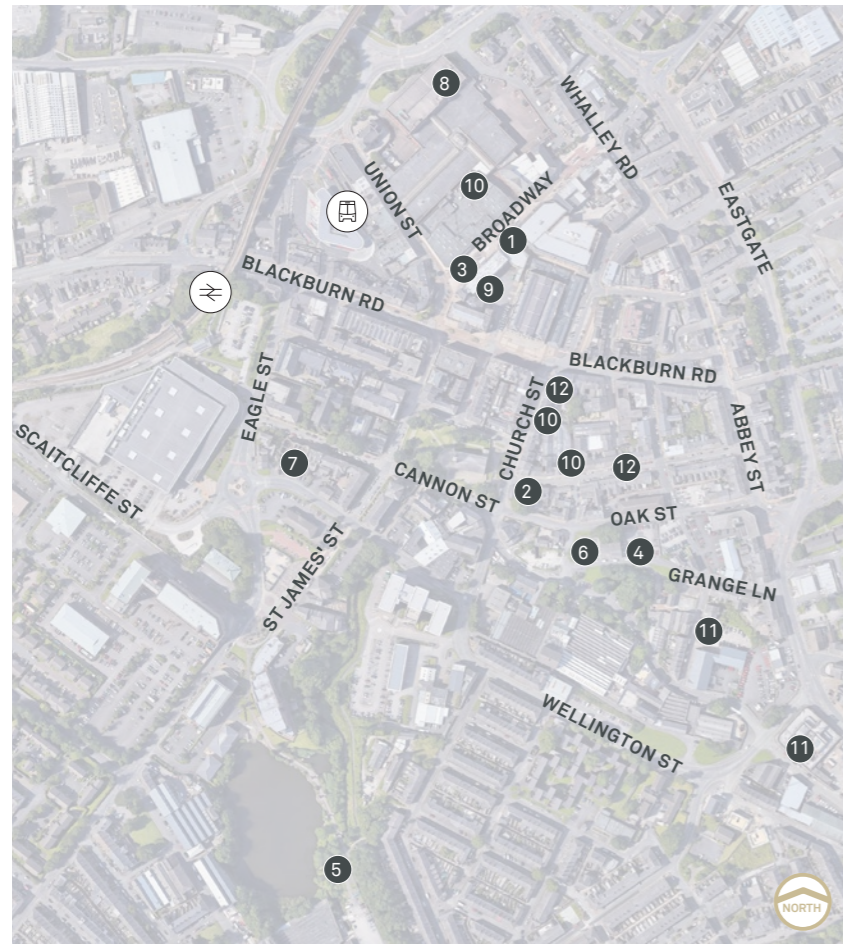
Place Management & Maintenance

The future management and maintenance of development, public realm and new public spaces will need careful place management to ensure the quality of the place can be maintained in perpetuity, and to realise the vision and objectives of the Masterplan Framework. Place management and associated ongoing revenue and maintenance costs will need to be factored into future funding bids/allocations.

Meanwhile Initiatives - Catalysts for Positive Change

Prior to the commencement of medium and long term interventions throughout the town, there is a distinct opportunity to deliver shorter term, temporary, or even pop-up projects and installations. Meanwhile projects created and delivered early in the process offer the opportunity to maintain positive momentum, test and trial innovative ideas, whilst boosting the reputation and activity of the Town Centre.

Meanwhile interventions should explore a wide range of opportunities for creating small, low cost, high impact changes to galvanise community focussed activities, reinvigorate unloved spaces and empty shop units, and create embryonic activities that can start to grow the character of the town's new neighbourhoods. The following pages set out a variety potential meanwhile interventions that could be delivered across Accrington Town Centre to kick start the process of change and bring new life, activity and greenery to the town:



Potential locations for meanwhile initiatives

Temporary Landscape and Public Realm Works

1. Temporary planters and street furniture - start to green the Town Centre with simple, flexible and mobile planters.



2. Warner Street temporary closure as a vehicle through-route - planting boxes placed at end of road to trial closing access to Church Street, creating a public space.



3. Street furniture and artwork - bringing colour, activity and life to the public realm with opportunity for the community to contribute to the design and storytelling.



Temporary Work and Community Spaces

4. Temporary workspace / makers yards / embryonic workspaces - small work spaces to grow a creative new business community.



5. Temporary community pavilion - create a space for the community to bring new life to a forgotten area of the town.



6. Temporary leisure and food and beverage venues - creating a creative quarter focussed on leisure, socialising and the evening economy.



Meanwhile Gardens, Sports and Leisure

7. Community garden - a space for the community to come together, get involved in the Town Centre and create a space for nature and learning.



8. Temporary sports pitches - making use of vacant land to offer sports pitches and attract more people into the Town Centre.



9. Temporary cultural spaces - outdoor cinema screenings, theatre / performance spaces, workshop spaces.



Temporary use of Existing Buildings

10. Pop-up shops - reuse existing vacant units for short let, low cost pop-up shops.



11. Temporary co-working / businesses space - temporary reuse of vacant buildings for co-working or small businesses, community or cultural uses.



12. Shopfront improvements - low cost improvements to shopfronts to amplify personality, identity, and vibrancy to shopping streets.



Short-Term Opportunities (Years 0-5)

Short-Term Opportunities & Interventions

1. **Town Square Projects that are already underway** – Market Hall, Burton's Chambers, Market Chambers, shopfront improvements.
2. **Delivery of public realm works to Peel Street** - due to complete in late 2025.
3. **Demolition of the Town Hall Extension.**
4. **Introducing greening of the town centre** - opportunity for temporary planting along Broadway, Blackburn Road, Peel Street and Warner Street start to green the Town Centre with simple, flexible and mobile planters.
5. **Arndale** - Review delivery approaches for the existing Arndale Shopping Centre to consider delivery options, design approach and funding strategy.
6. **Eastgate and Viaduct Park** - Undertake further transport modelling and detailed design for highways improvements to Eastgate and Viaduct roundabout, including developing the Business Case for funding.
7. **Prepare Long-Term Plan for Accrington, to access further funding for delivery.**
8. **Implementation of meanwhile use strategy.**
9. **Temporary closure of the western part of Warner Street to private vehicles** - meanwhile strategy testing how this is received, with the ambition to deliver a permanent med-term project.
10. **Engaging with third party landowner to explore delivery for Platts Lodge.**
11. **Design wayfinding strategy, including implementing proposals for new Railway Station Square.**
12. **Create a Shopfront Design Guide** - to establish the principles of good design, and potential to create funding through the Long-Term Plan for Towns to support existing businesses in improving their shopfronts.
13. **Roll-out comprehensive events programme in collaboration with local businesses.**
14. **Undertake more detailed car parking strategy** - Understand opportunities for consolidating and coordinating car parking across the Town Centre.



Indicative Short-Term Opportunities Plan

Medium-Term Opportunities (Years 5-10)

Medium-Term Opportunities & Interventions

1. **Implement public realm/ street greening strategy** - Including wayfinding, with a focus on Broadway, Blackburn Road, Warner Street, St. James Street, and Abbey Street.
2. **Deliver a new Market Square for Accrington.**
3. **Warner Square** - Closure of Warner Street (Western side) to private vehicles (subject to further transport studies).
4. **Arndale** - Commence works on Arndale shopping centre & Union Street (subject to funding/ delivery solution secured), alongside public realm improvements to Broadway and surrounds - including demolition of existing MSCP.
5. **Commence works for Eastgate (linear park) and Viaduct Park.**
6. **Delivery of new housing on current Aldi site (market-led)**
7. **Whalley Road / Abbey Street** - Bring forward and review Council-owned sites along Whalley Road, Abbey Street.
8. **Grange Lane** - Bring forward development parcels around Grange Lane for redevelopment (housing/ workspaces) along with the central park and surrounding public realm.
9. **Potential for infill plots to come forward for development across neighbourhood areas.**
10. **Platts Lodge** - Bring forward landscape works to Platts Lodge and transformation into a leisure destination.
11. **Eagle Street roundabout** - highways works to reduce the dominance of Eagle Street roundabout and make it more pedestrian-friendly.
12. **Railway Station** - arrival square improvements including wayfinding signage, seating and planting.



Indicative Medium-Term Opportunities Plan

Partner Roles & Responsibilities

Project	Project Lead	Delivery Partners	Neighbourhood Area	Potential Funding Streams
Eastgate & Viaduct Park	Lancashire County Council	Hyndburn Borough Council, Lancashire Combined County Authority	Arndale & Viduct Eastgate Corridor	Transport related funding
Town Hall Market Square	Hyndburn Borough Council	MHCLG	The Heart of the Town	Long Term Plan for Towns (MHCLG)
Arndale Shopping Centre	Hyndburn Borough Council	Lancashire County Council, landowner and existing businesses, Homes England/ MHCLG	Arndale & Viduct	Long Term Plan for Towns (MHCLG), Homes England Brownfield, Infrastructure & Land Funding (BIL)
Re-use of existing Heritage assets, including Victorian Arcade	Hyndburn Borough Council	Landowners and existing businesses	The Heart of the Town Grange Lane	Long Term Plan for Towns (MHCLG), match funding from landowners.
Council-owned Development sites (Housing-focused)	Hyndburn Borough Council	Landowners and existing businesses	Eastgate Corridor Grange Lane Southern Quarter Station Quarter	Long Term Plan for Towns (MHCLG), Homes England Brownfield, Infrastructure & Land Funding (BIL)
Public realm, streets and highways	Hyndburn Borough Council	Hyndburn Borough Council, Lancashire Combined County Authority	The Heart of the Town Grange Lane Southern Quarter	Transport related funding

Table 1: Partner Roles & Responsibilities



07 Appendices

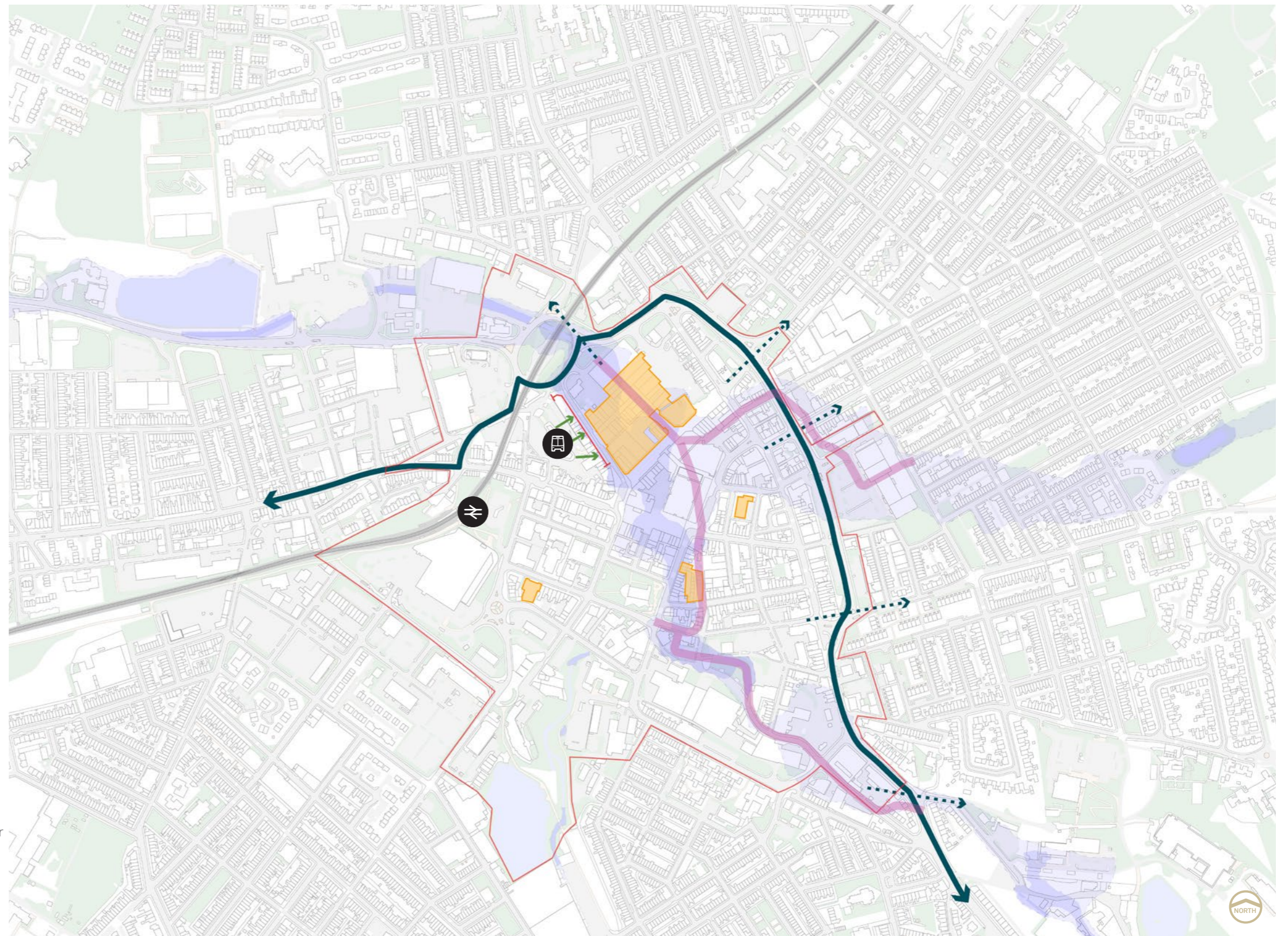


Warner Street

Site Analysis

Constraints

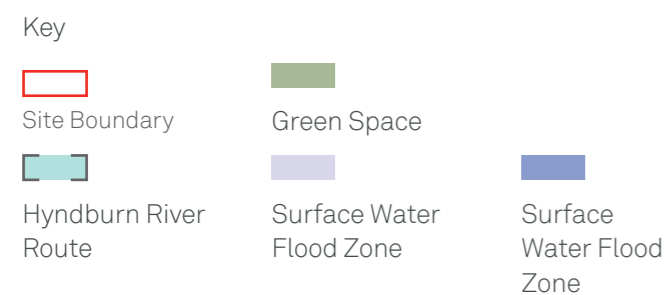
- Hyndburn River runs partly culverted through the Town Centre, it sits in Flood Zone 3.
- The Arndale is a significant development plot within the Town Centre, not within Council ownership.
- The Victorian Arcade, is run down & not within Council ownership.
- Conservative Club - derelict listed building.
- Telephone Exchange - visually dominant.
- Eastgate Ring Road creates a hard boundary with challenging pedestrian permeability.
- Wayfinding to Bus Station is challenging through existing arcade route.
- Working within the conservation area could be a constraint.



Site Analysis

Surface Water Flooding

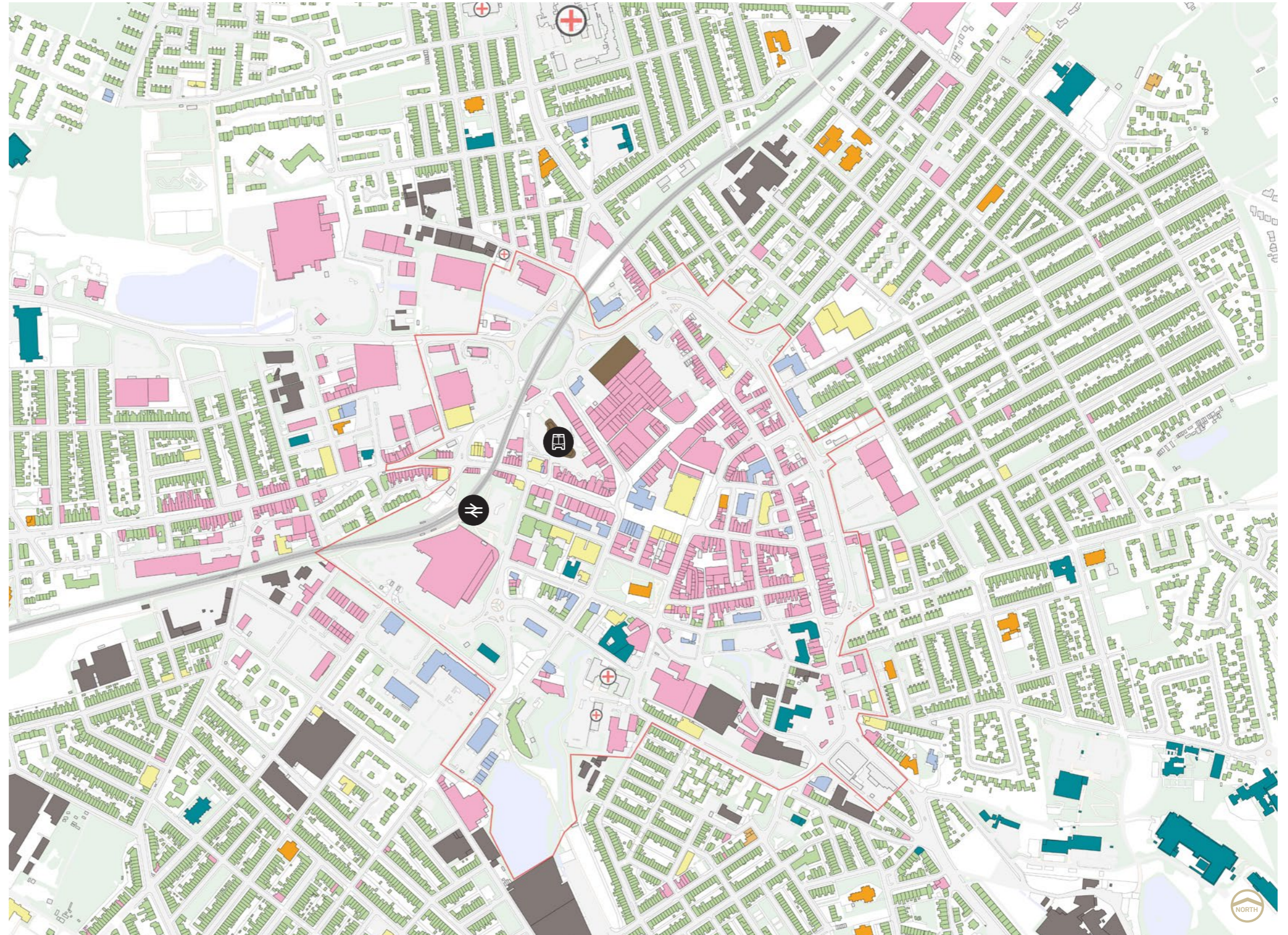
- Surface water flooding occurs along the path of Hyndburn River and Woodnook Water.
- The Town Centre has little natural drainage in place to alleviate surface water flooding.
- SuDS needed to minimise the wide scale surface water flooding across the town.



Site Analysis

Ground Floor Use

- Over provision of retail within the Town Centre.
- The town is surrounded by residential zones, of mixed demographics.
- Education & Enterprise use is concentrated along Grange Lane, linking through to Accrington & Rossendale College.



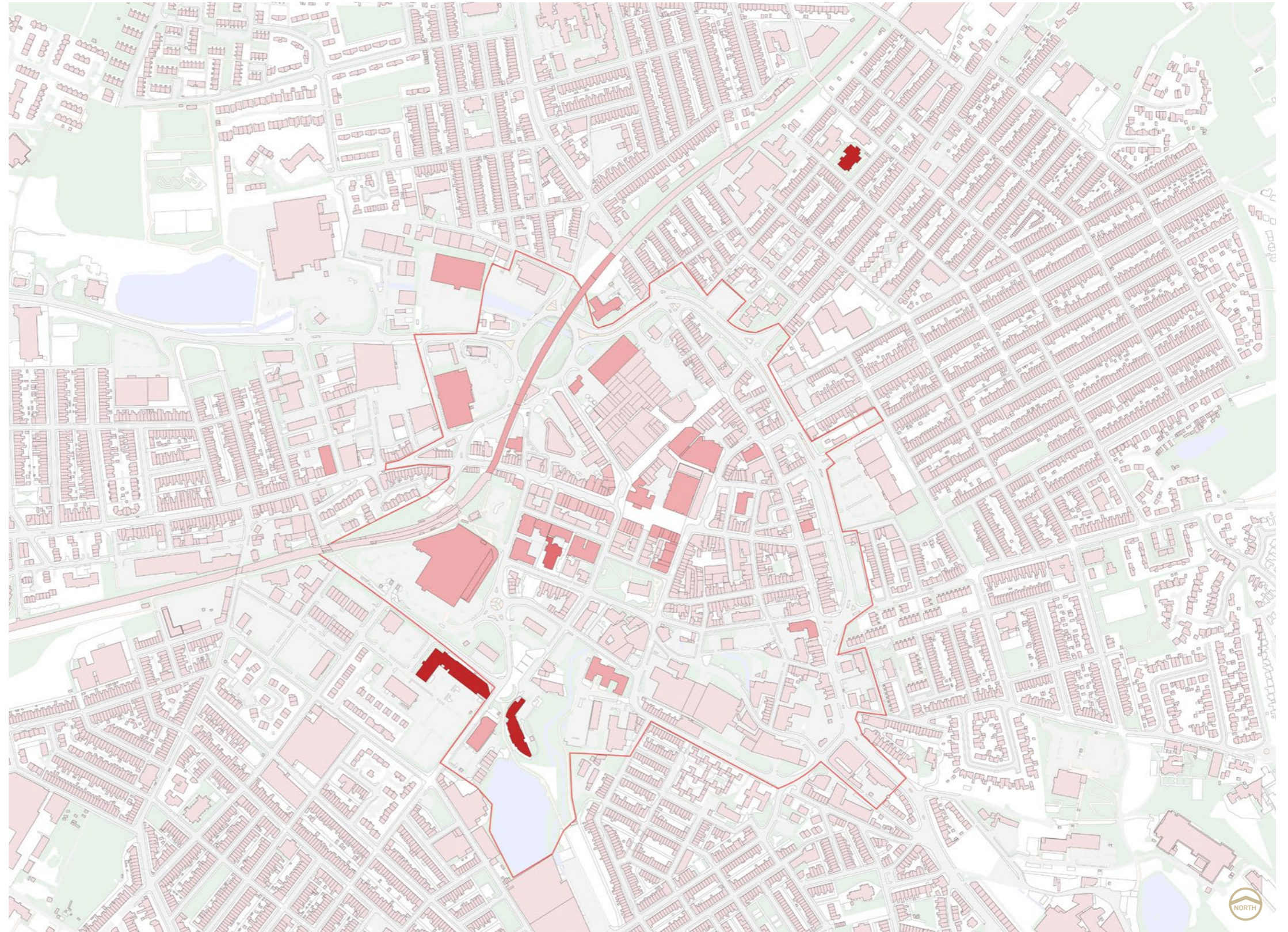
Key

- | | | |
|---------------|-------------|-------------|
| | | |
| Site Boundary | Leisure | Residential |
| | | |
| Religious | Retail | Hotel |
| | | |
| Office | Transport | Industrial |
| | | |
| Education | Bus Station | Health |
| | | |
| Train Station | | |

Site Analysis

Existing Building Heights

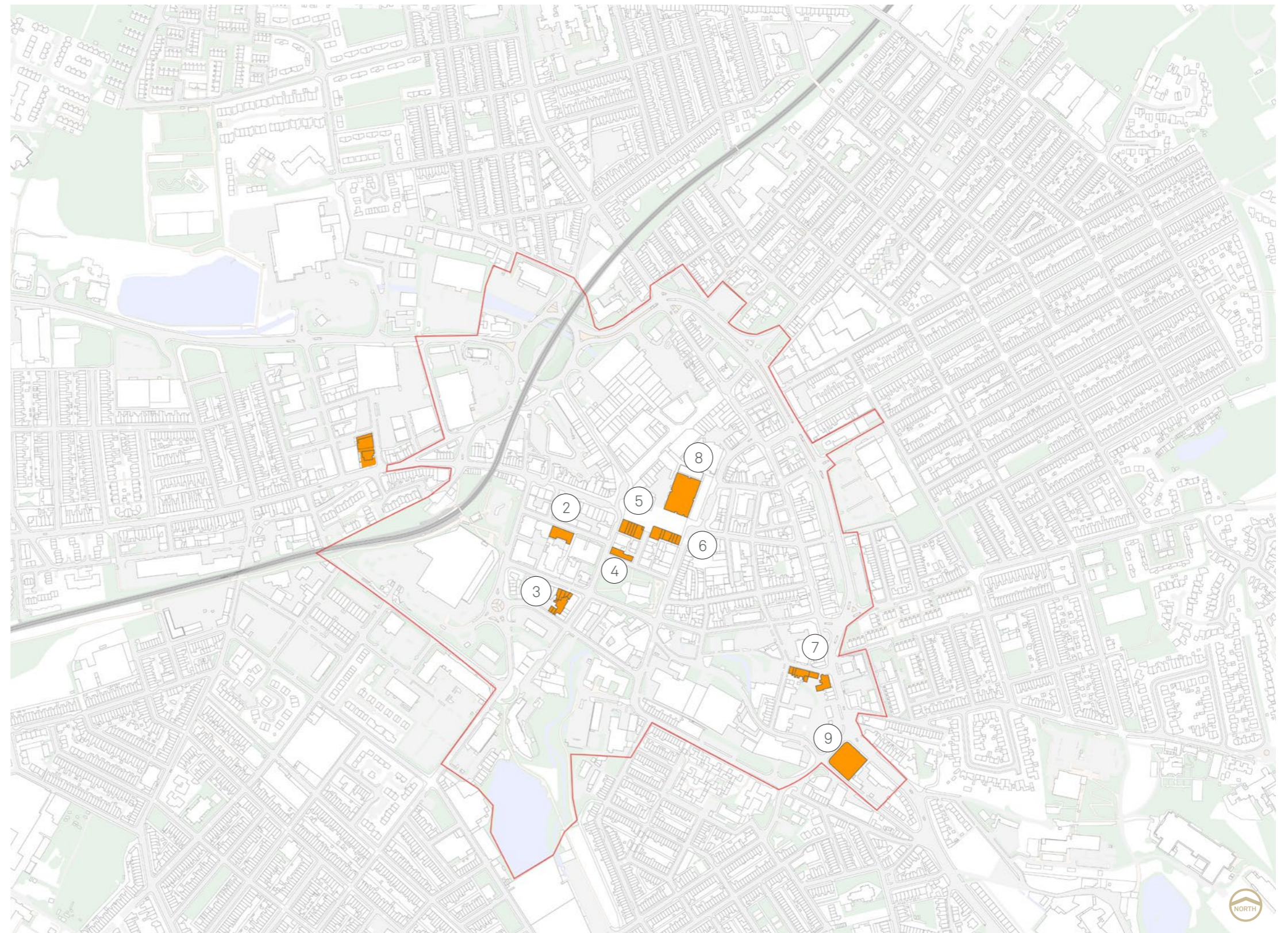
→ The Town Centre is predominantly low rise with many buildings either G+1 or G+2 storeys.



Site Analysis


Emerging Planning Proposals

- Council owned land is indicated as chance for emerging proposals.
- The orange indicates planning approval or submission.



Key

1. Parsonage House
2. Berkley Club
3. Barlow Rowland Solicitors
4. Former Bees knees Public House
5. Burton's Chambers
6. Market Chambers
7. Vacant
8. Market Hall
9. Former Police Station

-  Site Boundary
-  Planning Approved or Submitted

Site Analysis

Emerging Planning Proposals



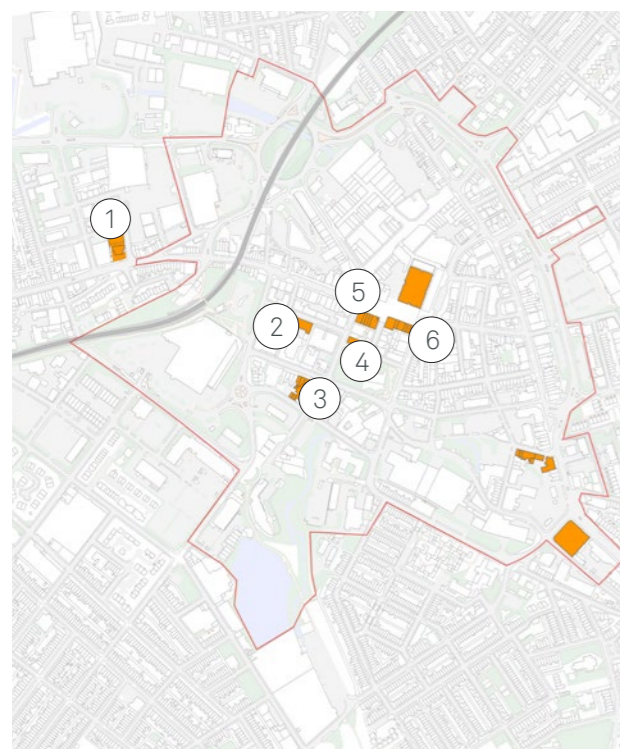
1 - Parsonage House, Blackburn Road- Granted Planning Permission. Conversion of a 2 storey and basement nursery into a 4 storey apartment building.



2 - Berkley Club, Willow Street- Approved. Change of use from nightclub into 14 no flats.



3 - Barlow Rowland Solicitors, St James Street- Approved Change of use from offices to dwelling house.



Key Plan



4 - Former Bees Knees Public House, St James Street- Approved Change of use of former public house to 13 apartments.



5 - Burton's Chambers, Blackburn Road- Approved external alterations and improvements to the building facade.

Site Analysis

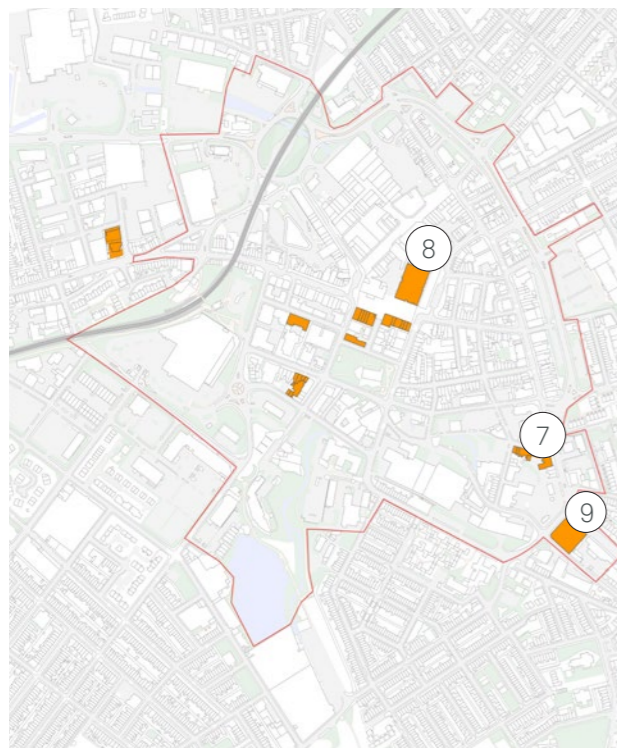
Emerging Planning Proposals



6 - Market Chambers, Blackburn Road- Approved.
Change of use of the building to provide a new cultural and community facility.



7 - Vacant, Black Abbey Street- Application submitted
Conversion from retail to dwelling house with 10no. apartments.



Key Plan



8 - Market Hall, Blackburn Road- Approved.
Change of use to provide indoor retail, food and beverage market and indoor play area. Installation of three permanent external cabins on Market Way.



9 - Former Police Station, Manchester Road- Application submitted.
Conversion & extension of former Law Courts & Police station to offices, cafe & 25no. apartments.

Development Context

Site Context



1. Town Hall



2. Arndale



3. Broadway



Key Plan



4. Market Hall



5. Viaduct



6. Bus Station

Development Context

Site Context



7. Mechanics Institution



8. Train Station



9. Platts Lodge



10. St James' Church



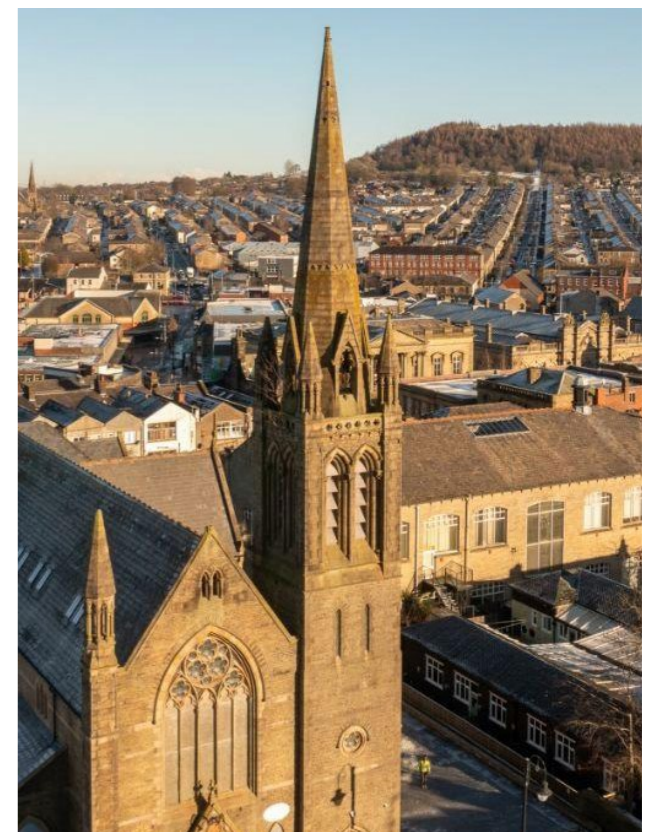
11. Victorian Arcade



12. Arndale MSCP



13. Market Chambers



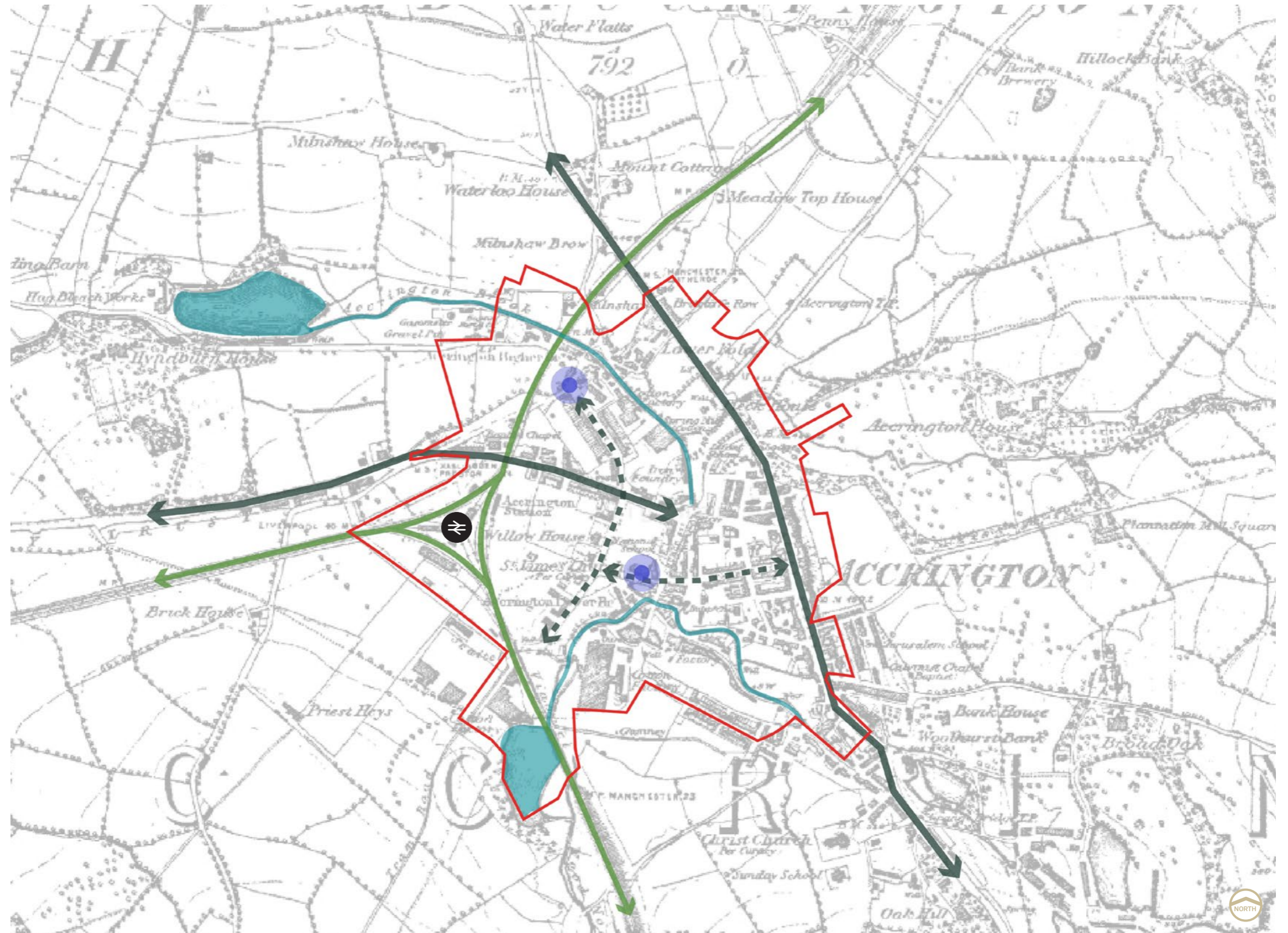
14. Spire Court

Development Context








Historic Development

Up to 1840's

- Property concentrated along Eastgate and Blackburn with minimal secondary connections.
- Town of two halves with nodes at Bull Bridge and St James Church
- The river ran straight through the Town Centre.
- The train had a 3 way junction.
- St James Church had been constructed.
- Woollen cloth industry from the 16th century with domestic textile industry being combined with agriculture
- Investment and growth in the textile industry from late 18th century



Key

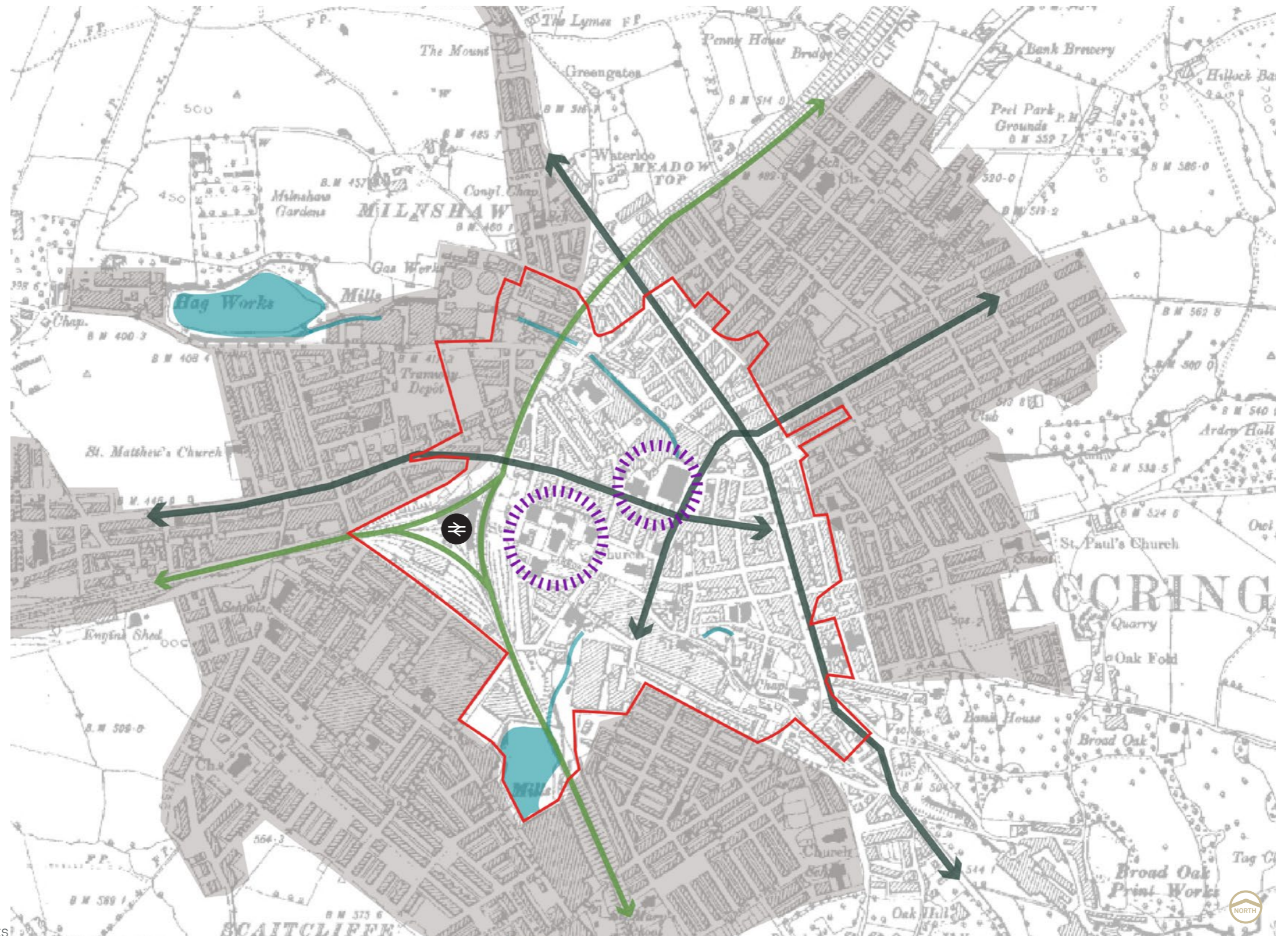
		
Site Boundary	Water Ways	Town Nodes
		
Trainline	Primary Routes	Secondary Routes
		
Train Station		

Development Context








Historic Development

1890

- The Town Centre is heavily developed as better connections are created into the Town Centre.
- Historically significant buildings like the Town Hall and Market Hall have been constructed due to innovative work from Peel and Hargreaves.
- The river Hyndburn begins to be diverted.
- The train had a 3 way junction.
- Large amount of residential development occurring around the town.
- World renowned centre for engineering.



Key

	Site Boundary		Water Ways		Town Centre Densification
	Trainline		Primary Routes		Key Developments
	Train Station				

Development Context









Historic Development

1910

- The ring roads completed with a new connection between Eastgate and Blackburn Road.
- The Arcade is constructed on a key connective route to St James' church
- The river continues to be diverted.
- The train had a 3 way junction.
- Further residential development occurring around the town.



Key

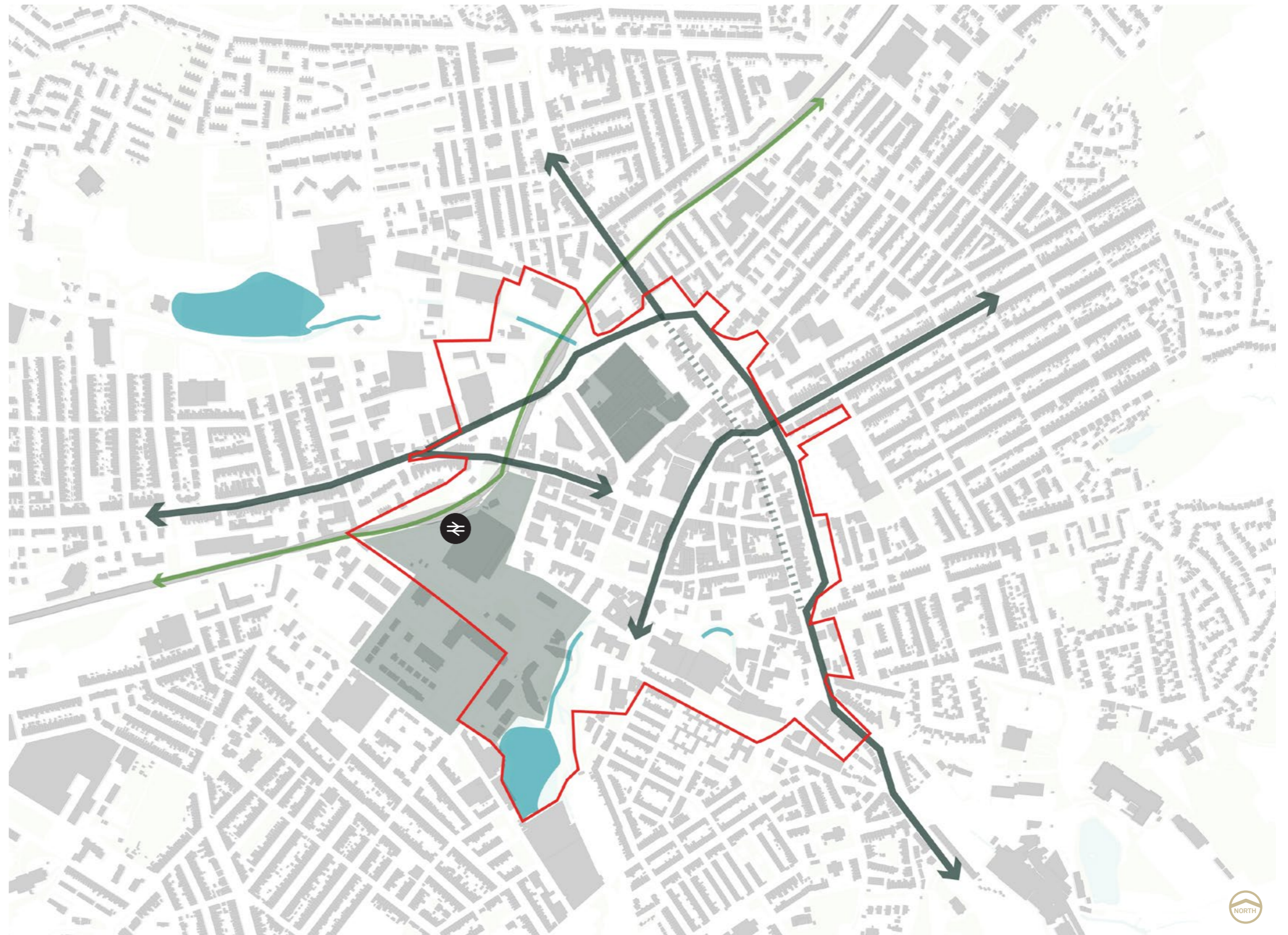
		
Site Boundary	Town Centre Densification	Town Nodes
		
Trainline	Water Ways	Secondary Routes
		
Train Station	Primary Routes	

Development Context






Historic Development

Current

- Eastgate diverted to help with traffic
- The Arndale is further developed into the shopping centre
- The river has been diverted.
- Recent development from the 1980's is to the south of the railway, including the Tesco superstore and the council headquarters.



Key

- | | | |
|---|---|---|
|  |  |  |
| Site Boundary | Trainline | Town Centre Densification |
|  |  |  |
| Train Station | Water Ways | Primary Routes |

Development Context

Historic Context Photos



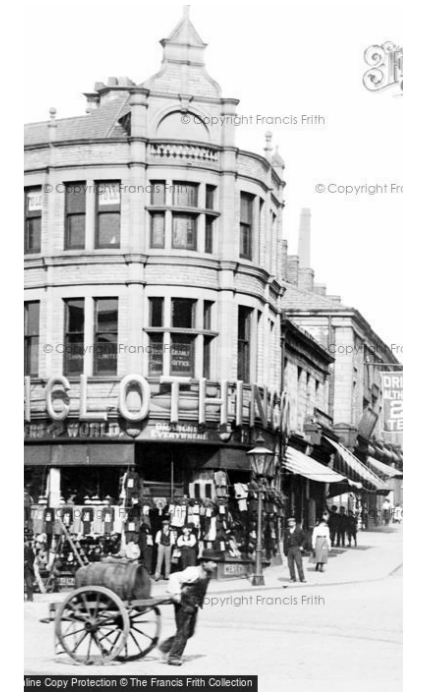
Whalley Range, 1915



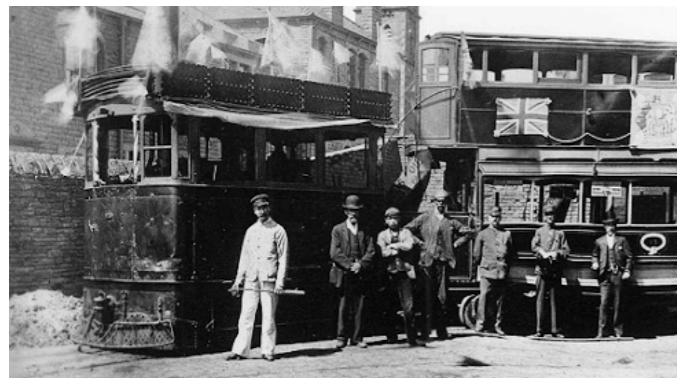
Aerial view, early 1980's



Accrington Arcade, 1987



Blackburn Road, circa 1899



Accrington Steam Powered Trams, 1886-1907



Town Hall and Blackburn Road, circa 1900's



Sunken Gardens previously on Broadway, 1958



The Old Tannery on Eastgate, circa 1900's



Accrington Market Hall, 1900's

Development Context

Listed Buildings



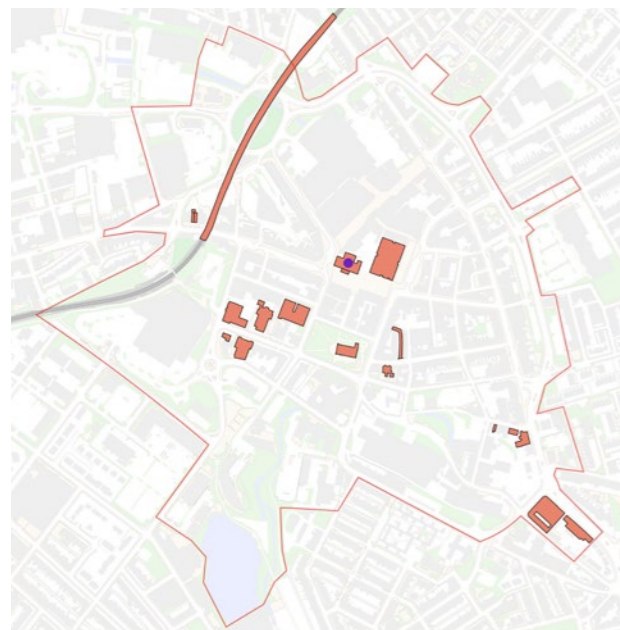
Magistrates Courts Police Station, Grade II listed, 1935



Baptist Church, Grade II listed, 1874



Cannon Street and Old Peoples Day Centre, Grade II listed, 1865



Key Plan



Warners Arms, Grade II listed, 1843



Carnegie Public Library, Grade II listed, 1908



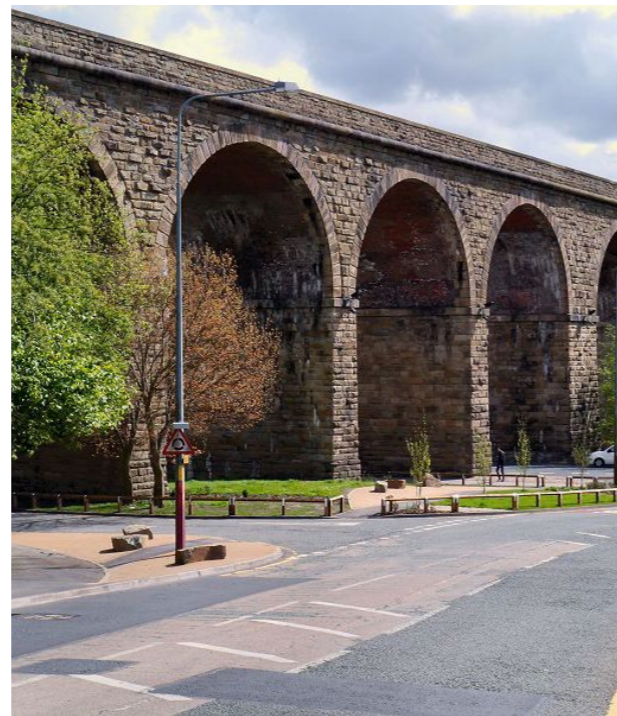
Mechanics Institute, Grade II listed, 1878

Development Context

Listed Buildings



Victorian Arcade, Grade II listed, 1896



Viaduct, Grade II listed, 1847



Conservative Club, Grade II listed, 1891



Church of St James, Grade II listed, 1772



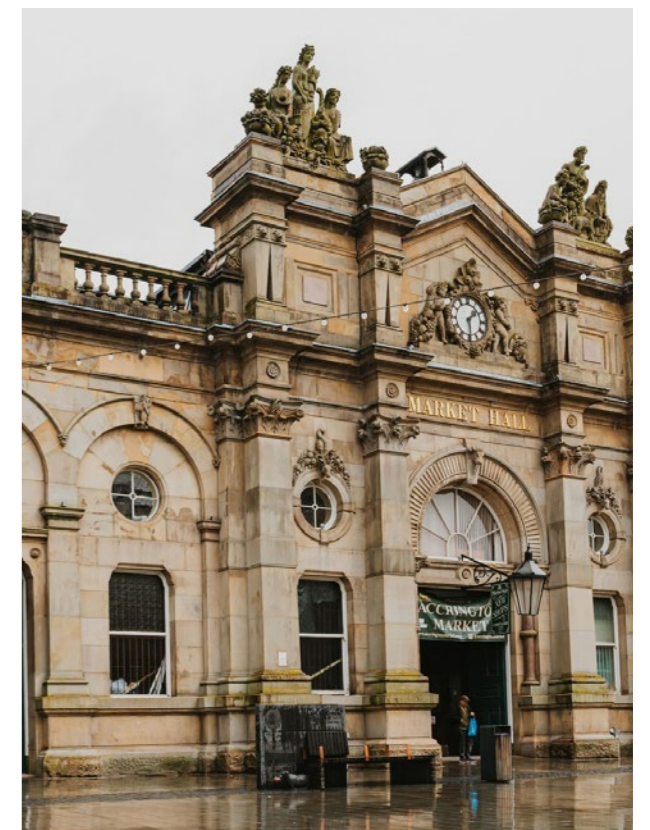
Town Hall, Grade II* listed, 1857



Fire Station, Grade II listed, 1933



Former Red Lion Inn, Grade II listed, 1800



Market Hall, Grade II listed, 1868

Development Context

Historic Significance

Nori Brick

The Nori Brick was produced in Accrington and is known as the hardest and densest brick in the world. It was used in the Empire State Building and Blackpool Tower.

Calico Printing & Robert Peel

Robert Peel founded a calico printing works in Church, used the first Spinning Jennies and established Accrington as a major centre for textile printing.

Cotton Weaving & The Hargreaves Family

James Hargreaves invented the Spinning Jenny in 1767. John Hargreaves, son of Thomas built Broad oak Mill in 1834 for cotton weaving. Thomas Hargreaves founded Warner street and his son Benjamin founded a library at the national school and influenced the other public works of the Mechanics institute and the Peel institution, later to become the Town Hall.

Tiffany Glass Connections

The Haworth Art Gallery contains Europe's largest collection of Tiffany glass presented to the town by Joseph Briggs, an Accrington man who had joined Tiffany's in the late 19th century and eventually become art director and assistant manager

Accrington Pals

The 'Pals' battalions were a peculiarity of the 1914 - 1918 war and were conceived by Lord Kitchener, the secretary of state for War, who believed that men would enlist more willingly if they could serve with their friends, neighbours and colleagues. When the battalion finally disbanded in 1919, a total of 865 men had been killed. Their names are now recorded on an imposing white stone cenotaph which stands in Oak Hill Park to the south of the town.

Accrington FC

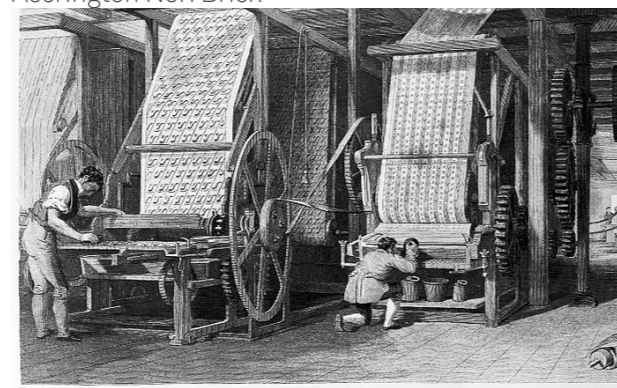
Accrington FC., Was amongst the twelve founder members of the Football League in 1888. The current football team is known as Accrington Stanley.

Domestic Textile & Agricultural Industry

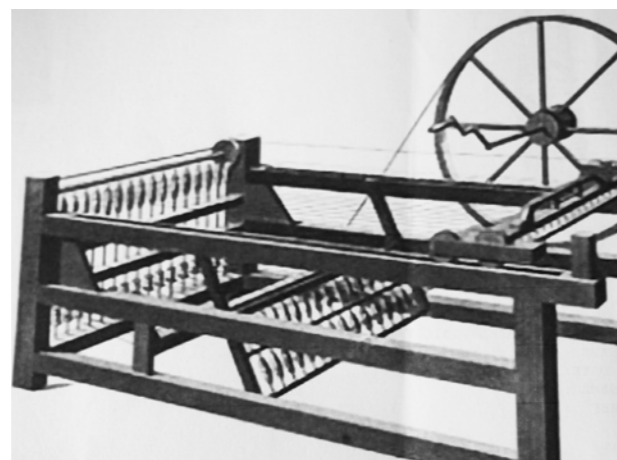
Prior to the industrial revolution Accrington was a small town that focussed on domestic textile industry and agricultural endeavours. The industrial revolution brought about rapid and great growth for the town.



Accrington Nori Brick



Calico Printing Process



Spinning Jenny that Robert Peel pioneered the use of in Calico Printing



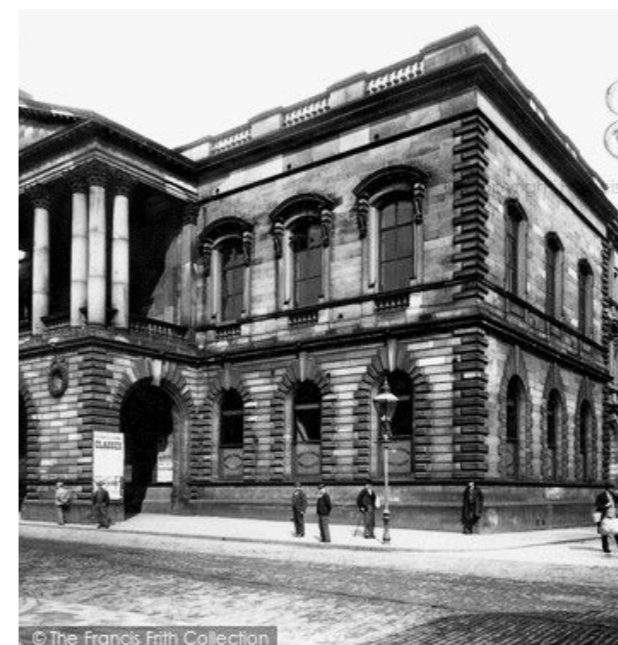
Cotton Weaving at John Hargreaves Broad Oak Mill



Accrington Nori Brick Factory



Tiffany Glass Collection at Haworth Art Gallery



Peel Institution (Now the Town Hall) influenced by Benjamin Hargreaves



Accrington Pals



Accrington Pals Memorial



Accrington FC, one of twelve founding the football league in 1888

Development Context

Cultural Events

EcoFest

The free, family-friendly festival will spread awareness about environmental action, provide free crafting activities for children, sell vegan food & traditional crafts, showcase local charities and artists

Accrington Soap Box Challenge

In 2022 the challenge saw around 15,000 people flock to the town to enjoy a fantastic day of racing. A fast race down the 170-metre long track, participants come up against jumps, water pumps, pit lanes and more surprises along the way.

Accrington Food & Drink Festival

The food festival has local, regional and international food stalls, a wonderful display of local Lancashire produce inside the Accrington Market. There is also a stage which hosts a variety of events throughout.

Oak Fest

Oak Fest is a new music festival that Hyndburn debuted in 2023 and it had an audience of over 4850 attendees. Held in the surroundings of Oak Hill Park in Accrington, Oak Fest is a celebration of music, culture, community, and unity.



EcoFest



EcoFest



Accrington Soap Box Challenge



Accrington Soap Box Challenge



Accrington Food & Drink Festival



OakFest



Funded by
UK Government

