

Luton High Town

MASTERPLAN

JANUARY
2016



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The Masterplan has been brought forward within and builds upon the existing and current planning framework, specifically the High Town SPD (2007) including the East Village Design Codes (2009), the existing Local Plan 2001-2011 and the emerging Local Plan 2011-2031. The High Town Masterplan takes forward existing and emerging policy, providing guidance and evidence to support and assist in the delivery of the development plan.

Subject to responses following the publication of the Masterplan the Council will, in due course, consider if the document should be adopted as a Supplementary Planning Document.

INTRODUCTION

1.0

1.0 INTRODUCTION

1.1 Background and Status

Luton Borough Council (LBC) appointed BDP and a team of consultants including GL Hearn, Kevin Murray Associates, Odyssey Markides, John Montgomery and Richard Rees to prepare a Masterplan and Delivery Strategy for the central area of High Town in Luton (known as the “High Town Masterplan”). The project has been undertaken in two stages: stage one being the baseline analysis including identification of the key development sites and stage two outlining the overall Masterplan and Delivery Strategy. This report is the final output of the work undertaken.

The initial research and identification of the key issues, opportunities and constraints have informed the development of the overall Masterplan concept and design options for the specific sites. Public consultation has been integral to the preparation of the masterplan which is summarised in a separate annex.

The results of this initial baseline stage are summarised in the first chapters of this document which is also available as a separate report.

1.2 The Study Area

High Town is strategically located on the fringe of Luton Town Centre, to the north of the railway line and the town’s transport hub. The emerging Local Plan recognises High Town as an area with capacity to grow with further sustainable investment as well as an important neighbourhood centre at the heart of Luton’s diverse community.

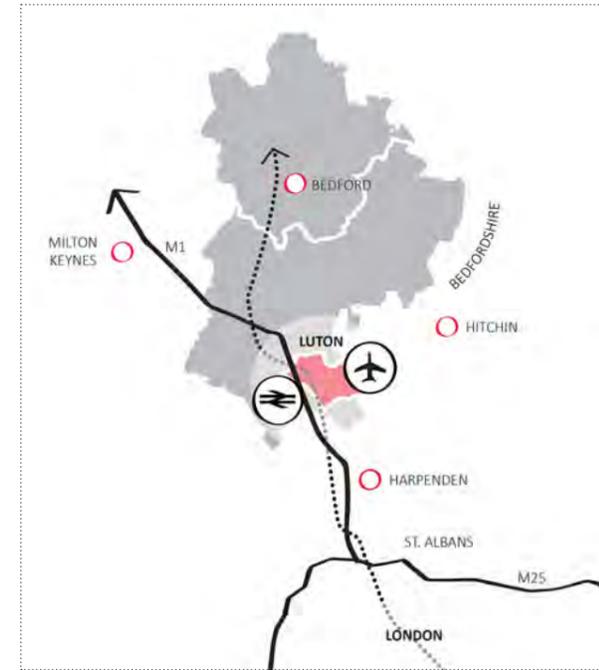


Figure 1
LUTON IN THE
CONTEXT OF
BEDFORDSHIRE

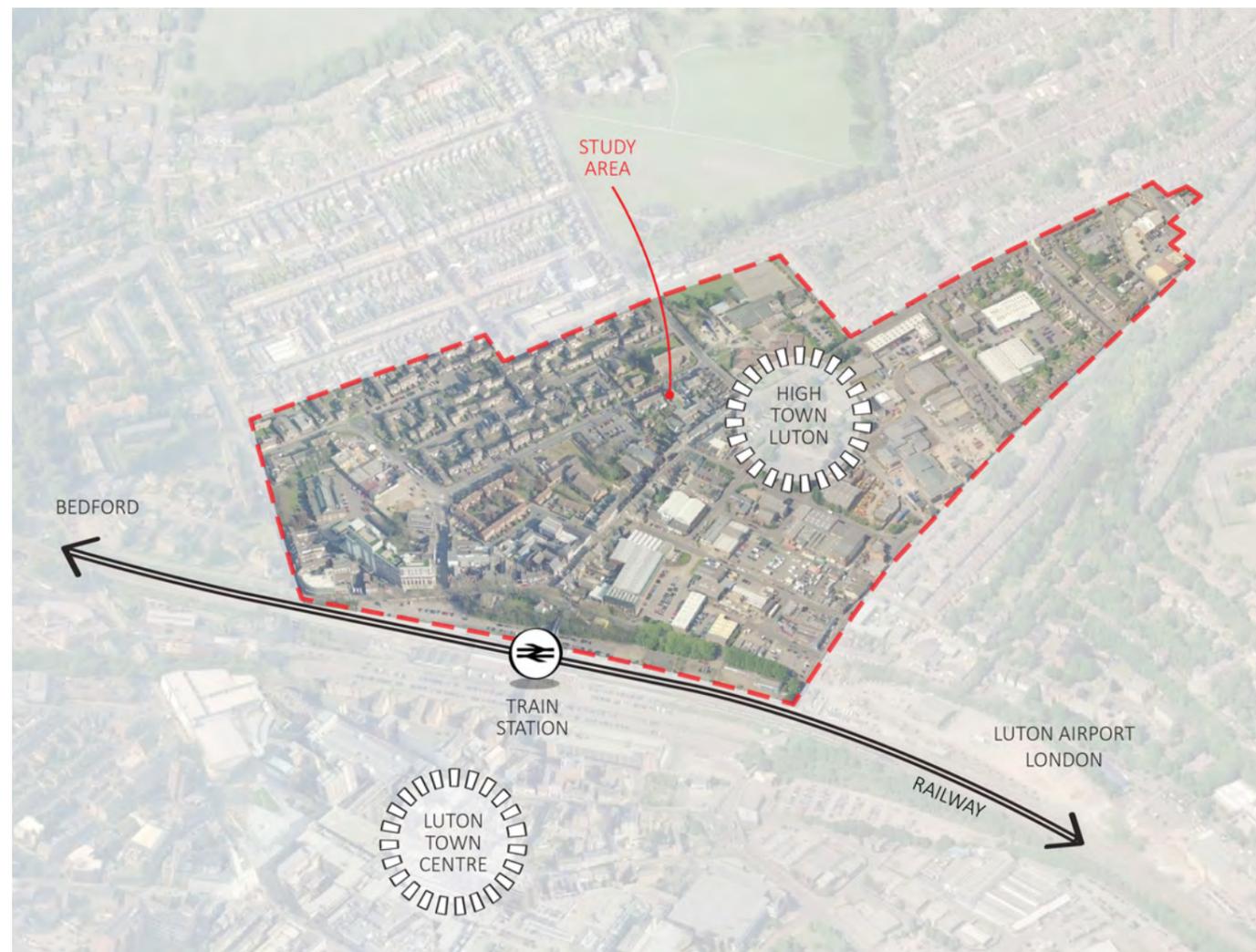


Figure 2
THE STUDY AREA

Site and Character Areas

High Town is located in the central area of Luton, adjacent to Luton railway station. It is conveniently located immediately to the north of Luton town centre, separated from it by the railway. A pedestrian bridge passing through the railway station is the main pedestrian connection between High Town and Luton town centre.

The High Town study area is approximately 27 hectares and includes the central area of High Town, High Town Road and a mix of residential, employment and community areas. The study area is very diverse in character and some of the key character areas have been defined below:

- 01. Old Bedford Road:** An area of mixed-use developments
- 02. Paths Estate:** A housing estate currently experiencing significant anti-social behavior problems
- 03. Back of High Town Road:** The area includes a mix of uses which support the High Street including car parking and servicing but also residential, surgery and elderly accommodation
- 04. Midland Road and High Town gateway:** This area is dominated by a recently completed multi-storey car park and railway footbridge connecting High Town to Luton station and the town centre
- 05. High Town Road:** High Town Road forms the spine of High Town Conservation Area and naturally acts as the centre of High Town

06. East Village: This area of underused land is occupied predominantly by light industrial buildings and warehouses

07. Land North-East of High Town Road: This area is characterised by light industrial uses and includes some preserved Victorian houses as well as educational and community facilities.

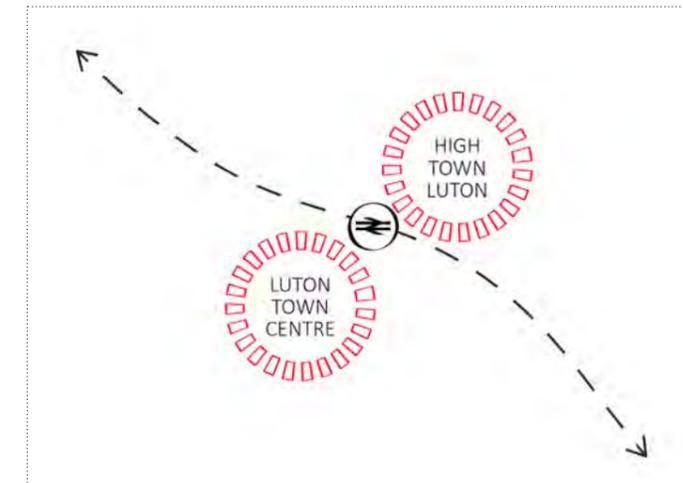


Figure 3
 LUTON STATION ACTS LIKE A PIVOT FOR THE TWO PARTS OF THE TOWN

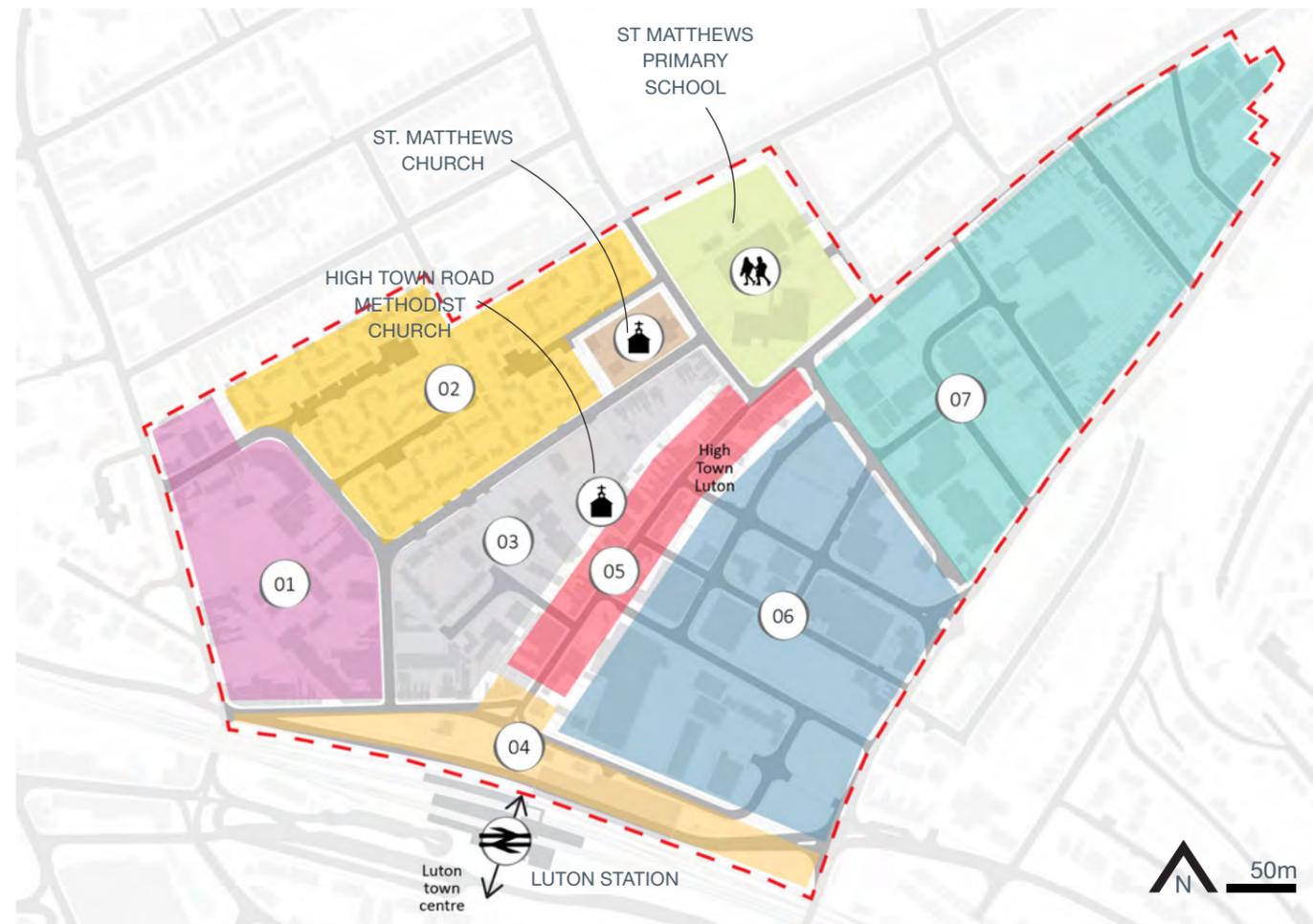


Figure 4
 PLAN OF HIGH TOWN SHOWING THE STUDY AREA AND EXISTING CHARACTER AREAS

1.0 INTRODUCTION

1.3 The Opportunity

The Masterplan and Delivery Strategy aims are to stimulate the regeneration of High Town through a combination of both private and public investment and will contribute to the achievement of the objectives of the Luton Local Plan including enhancement of the conservation area and other heritage assets.

The Masterplan delivers a set of development principles and parameters and policy approaches for the study area, which have been tested for viability and discussed with the local community members and stakeholders in three stages of consultation.

1.4 The Masterplan and Delivery Strategy Process

The Delivery Strategy comprises an overall strategy together with a number of development option appraisals setting out the parameters for key opportunity sites, viability considerations and illustrates the best delivery mechanism and options to achieve the objectives and visions for the wider area.

The key focus areas for the project have been:

- the marketability and viability, including appropriate densities of development;
- identifying requirements in terms of health, housing, education, job creation, retail offer, leisure and services
- the need to create a vibrant and safe neighbourhood, with a mix of residential, retail and commercial activities.

The Masterplan ideas, content and format have been developed in collaboration with a broad range of community organisations, stakeholder bodies, and local individuals, as well as with Council departments.

The community-facing engagement has involved three stages in High Town:

- 1) Scoping ideas and aspirations – July-August 2014
- 2) Review of emerging plan direction and content - November-December 2014
- 3) Review of draft Masterplan and understanding of key actions required to deliver it – January-February 2015

Details of the various events and feedback elements are provided in the separate Annex: Public Engagement.



Figure 5
PHOTO FROM THE
SECOND STAGE OF
CONSULTATION

HIGH TOWN CONTEXT

2.0

2.0 HIGH TOWN CONTEXT

Figure 6
LUTON CONTEXT AND
LINKAGES

2.1 Transport and Access

Context and Linkages

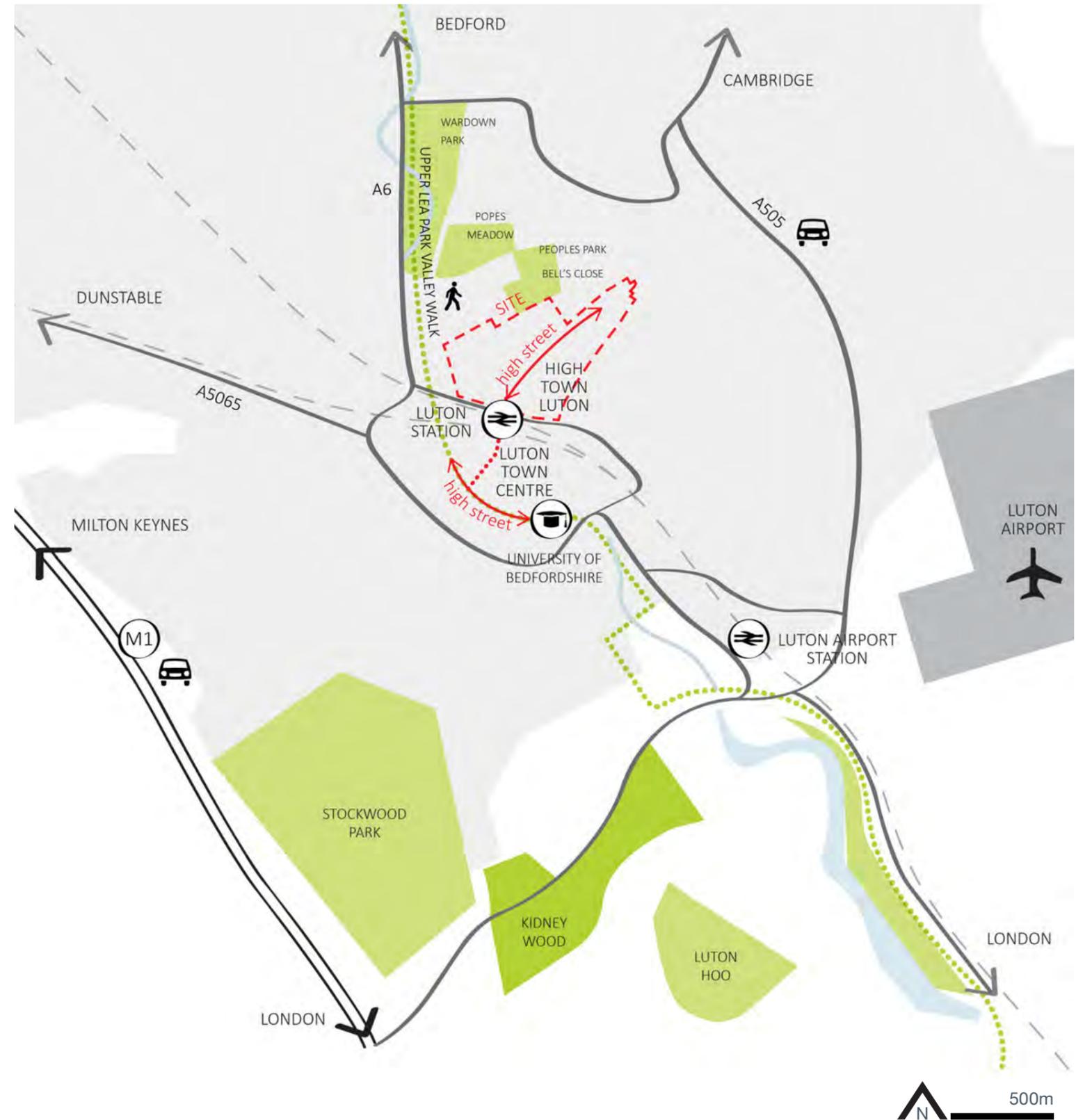
'Luton is recognized as a key growth area in the East of England and a priority area for economic regeneration. It is expected to be the focus for significant economic and housing growth in coming years that will be supported by existing and improved transport links'. (High Town SPD, 2007)

The town of Luton is strategically located in Bedfordshire, 30 miles North of London.

It benefits from exceptionally good connections to southern England by road and to other parts of the UK and abroad via London Luton Airport, one of England's major airports, located roughly 2.5 km east of the town centre.

Luton train station is operated by Govia Thameslink Railway (GTR). Trains go north to Bedford, Leicester, and Sheffield amongst other destinations, while southbound trains include destinations such as Luton Airport Parkway, St. Albans, London, Gatwick Airport and Brighton.

A fast train journey to London St. Pancras International is 37 minutes on a GTR service and only 23 minutes on the limited stop East Midlands train. The journey to Bedford is 15 minutes and St. Albans is 11 minutes away.



2.0

2.0 HIGH TOWN CONTEXT

Good connections with the City and other parts of the country are also represented by the motorway network: Luton is located 20 miles from Milton Keynes and 30 miles from London via the M1 (located roughly 2 km away from the town centre).

The Luton Town Centre Transport Scheme and the Relationship with the High Town Area

High Town is well connected to the public transport network and benefits from its proximity to the Inner Ring Road which has recently been completed.

The Luton Town Centre Transport Scheme (LTCTS) which was opened in September 2014 includes a new link road and improved traffic circulation on the north side of the town centre. This has many benefits for the High Town Area:

- Improves the pedestrian and cycle access into the town centre including the closure of Guildford Street to through traffic
- Increased connectivity between High Town, the bus and rail stations as well as the town centre
- Improvement of pedestrian road safety and reduction in accidents
- Eases traffic congestion on Midland Road and High Town Road as well as most other roads in the area with increased accessibility for residential and retail developments

Car Parking Facilities

Car parking facilities in the High Town area comprise a mixture of on-street spaces, public off-street and private off-street (residential and business use).

Overall, it is estimated that there are around 360 on-street spaces within the area. These comprise a mixture of pay and display, residents, loading and shared spaces. The hours of operation for the majority of the area are Mon-Fri, 9am to 5pm with the High Town Road area being Mon-Sat, 8am to 6pm. Outside of these hours, most of the streets are covered by single yellow lines that provide further opportunities for parking in the evenings and at weekends.

There are currently around 990 public off-street spaces within the area. However, the location of the station multi-storey car park at the southern boundary of the area (with 729 spaces) is unlikely to be attractive for the general parking requirements for the High Town area as a whole. The remaining spaces (264 in total) are accommodated on 7 sites at various locations.

Some initial surveys of usage have been undertaken for both on-street and off-street facilities and at various times of the day and week. The results of these are reported in more detail in section 5.5 but in general, there appears to be some spare capacity in both on-street and off-street facilities, although the extent varies depending on location, time of day and day of the week.

Public Transport

High Town is an extremely accessible location benefitting from good access to both rail and bus networks which reduces dependency on private cars.

Consequently it will be an attractive location for residential and retail development.

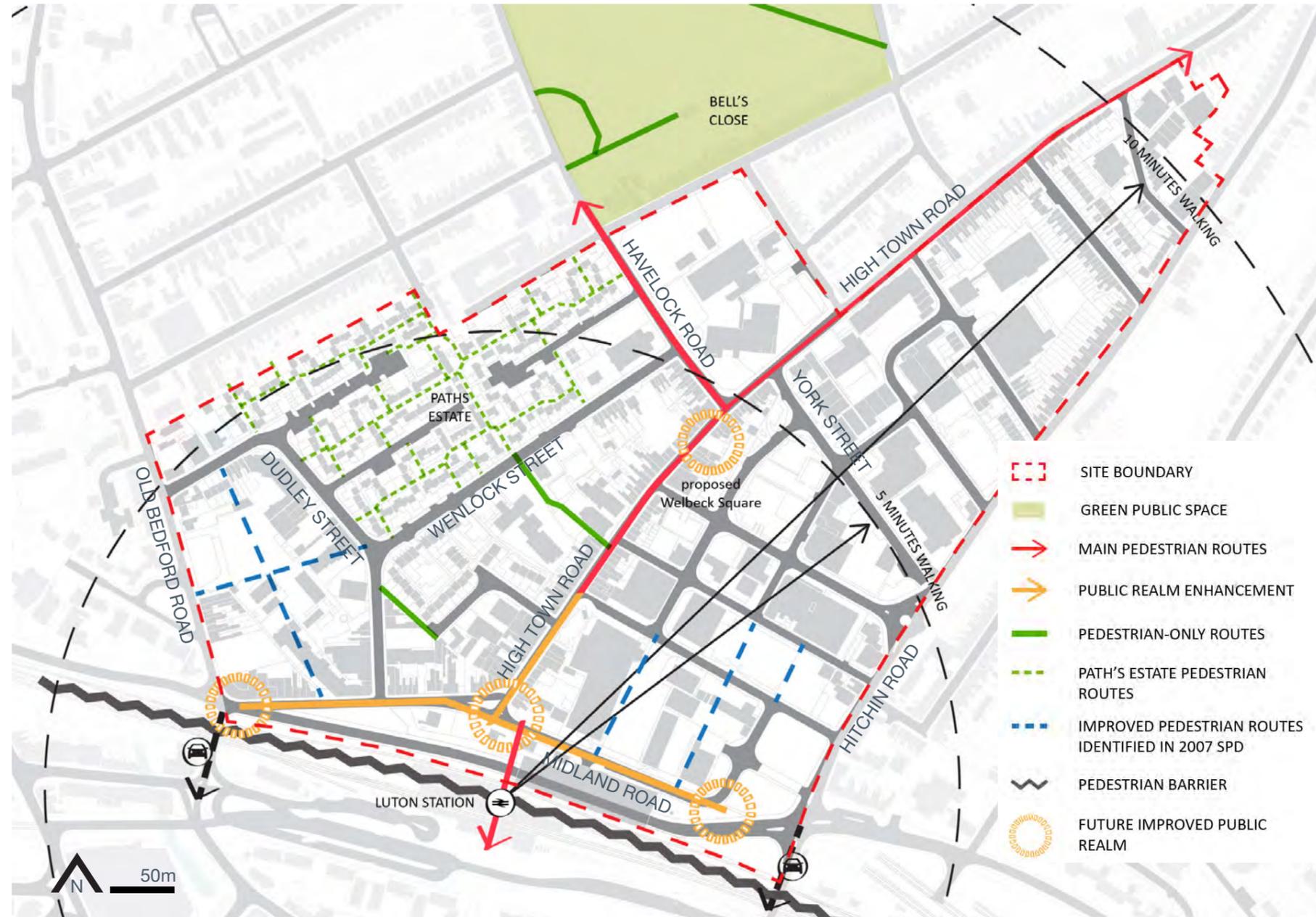
Regeneration projects such as the High Town Masterplan will have a positive effect on the Luton Dunstable Busway and other services as increased population will generate more trips, therefore contributing to the viability of the network and ensuring its future success.

2.0 HIGH TOWN CONTEXT

Pedestrian Movement

Currently pedestrian movement is concentrated along the High Town Road as the connecting streets generally lead to industrial buildings and car parks. In general there is a lack of surveillance along pedestrian routes; to the east there is a lack of footpaths and active street frontage while to the west, the Paths Estate has an abundance of footpaths but lacks many vehicular routes, contributing to a lack of permeability and adequate surveillance as well as issues associated with anti-social behaviour.

To the south, the gateway into High Town from the town centre fronts the pedestrian railway bridge and has attractive proportions and a positive sense of enclosure. However this area lacks adequate pedestrian connections, linked by two narrow footpaths alongside roads running underneath the railway at each end of Midland Road.



2.0

2.0 HIGH TOWN CONTEXT

2.2 Policy Context

Status of Planning Policy

The planning policy review provides a high-level overview of some of the key themes, which will influence the High Town Masterplan. The review does not form an exhaustive catalogue of policies but focuses on some of the policies most relevant to High Town.

The policy framework within LBC is currently in a transitional phase, between the saved policies contained within the Luton Local Plan 2001–2011 (March, 2006) and the emerging policies within the Luton Local Plan 2011–2031.

It is anticipated that the Luton Local Plan 2011–2031 will be adopted in late 2016, following approval from full council. Given that this masterplan is due to be published before the adoption of the Luton Local Plan 2011–2031, this policy review has considered both the saved policies from the Luton Local Plan 2001–2011 and the Luton Local Plan 2011–2031.

The adopted and emerging policy framework relevant to the High Town Masterplan is as follows:

National:

- National Planning Policy Framework (NPPF) (March, 2012) – while some reference is made to the NPPF, it is not covered in detail because the emerging policies in the Luton Local Plan 2011–2031 are in conformity with it.

- National Planning Policy Guidance (NPPG) (March 2014 and subsequent alterations)

Local:

- Luton Local Plan 2001–2011 (March, 2006)
- High Town, Luton Supplementary Planning Document (SPD, July, 2007)
- High Town East Village Design Codes (appendix to the High Town Luton SPD) (July, 2009)
- Shopfront Design Guide (1993)
- Designing for Sustainability – A Summary of Good Practice (2003)
- Designing for Community Safety in a Quality Environment (2003)
- Planning Obligations SPD (September, 2007)
- Emerging Luton Local Plan (LLP) 2011 – 2031

In addition to the above adopted or emerging policy, reference has also been made to the following strategies and technical evidence:

- Luton Town Centre Development Framework (2004)
- High Town Conservation Area Management Plan (2008)



Figure 8
PLANNING POLICIES
AFFECTING HIGH
TOWN

2.0

2.0 HIGH TOWN CONTEXT

2.0

Key Themes

A review of the planning policy framework identified a number of key themes.

A Complementary Neighbourhood Centre

Emerging local policy sees High Town redesignated from a District Centre to a Neighbourhood Centre (LP21 of the LLP 2011-2031) which is reflective of its location adjacent to the main town centre and the lack of a bank and/or post office or substantial retail offer. This redesignation will better suit the area's scale and size, especially around the train station while also complementing the retail offer of Luton Town Centre (SO4 and LP3 of the LLP 2011-2031).

Policy LP10 of the LLP 2011-2031 anticipates that High Town can accommodate around 750 new residential units and 350 new jobs and the plan sets out the following vision for High Town:

"The vision for the area is to create a more sustainable residential-led mixed use neighbourhood including small scale offices / workshops, live-work units (with opportunities for start-up business and creative activities) and increased retail provision which will enhance the area, with better pedestrian access and permeability, more public open space and an enhanced natural environment."

Significant private sector investment will be needed to capitalise on the opportunities for a vibrant historic mixed use neighbourhood with opportunities for start-up business and creative activities, acting as a complementary centre to Luton.

Delivering High Quality Homes

Delivering housing at an appropriate level to meet local requirements in terms of quantum, mix, size and tenures that offer local residents choice of where to live and address issues of affordability and overcrowding is important in the local area (SO3 of the LLP 2011-2031). There is a recognised need to provide 17,800 new homes borough wide. With a deficiency in land currently available to meet this need, High Town is identified as a key area in which these needs can be partly met.

Density and Mix

By increasing densities within the Masterplan area, High Town could assist in meeting the identified need across all tenures (High Town SPD (July 2007) and LP10 of the LLP (2011-2031). A mix of densities will be encouraged without resulting in the over-intensification of the area (LP15 of the LLP 2011-2031). A minimum density of 50 units/ha or more will be sought in order to ensure the viability of local

uses, services and the transport network (H3 of the LLP 2001-2011).

In addition a mix of housing size, type and tenure will be encouraged (LP15 of the LLP 2011-2031). The mix requirement for all tenures over the plan period is set out in the 2014 Luton and Central Bedfordshire SHMA Refresh and set out in figure 9 below.

Affordable Housing

The need for affordable housing both across the borough and within High Town will be met through compliance with emerging policy which prescribes that 20% affordable housing units or the equivalent contribution towards off-site provision will be required for all schemes that deliver a net gain of dwellings (LP16 of the LLP 2011-2031).

Luton Housing Mix (Luton & Central Bedfordshire SHMA Update 2015 (NB: totals may not add due to rounding))

	Market Housing		Affordable Housing		TOTALS	
	No	%	No	%	No	%
1 bedroom flat	160	1.5	260	3.6	320	1.8
2 bedroom flat	110	1	1,240	17.2	1,350	7.6
2 bedroom house	1,390	13.1	1,140	15.8	2,530	14.2
3 bedroom house	7,380	69.6	3,530	49	10,910	61.2
4 bedroom house	1,300	12.3	1,070	14.9	2,590	14.6
5 bedroom house	220	2.1				
	10,660	100	7,200	100	17,800	100

Figure 9
LUTON HOUSING
MIX LUTON
& CENTRAL
BEDFORDSHIRE
SHMA UPDATE
2015
(NB: TOTALS MAY
NOT ADD DUE TO
ROUNDING)

2.0 HIGH TOWN CONTEXT

2.0

Student Accommodation

Being within 1km of the university and close to established public transport routes connecting directly to sites of further education, High Town may be a suitable location for student housing. (LP17A, LLP 2011-2031).

Encouraging Local Economic Development

The Masterplan will build on the diverse business community that exists in the area, ensuring it is strengthened and protected to provide residents with a competitive offer of services and access to local employment. Employment provision will be achieved (within a projected capacity of 350 jobs) by developing small scale offices, workshops, live work units and retail ancillary to residential in the place of lower density, existing employment land (LP10, LLP 2011-2031).

Proximity to the Creative Quarter also presents an opportunity to accommodate a proportion of Luton's growth of cultural and creative industries (LP11, LLP 2011-2031). By introducing a mix of café culture and night-time economy with galleries, workshops and leisure facilities, the use of the area would increase beyond daylight hours creating a more vibrant and attractive place.

Supporting a Healthy Community and Environment

An important part of the Masterplan will be supporting the development of a healthy, cohesive and diverse community which endeavours where possible to ensure that resident's social needs are met locally by appropriate community infrastructure (paragraph 69 of the NPPF, Objective 7, LLP 2011-2031). In addition it should support health promoting behaviours.

Education

The emerging local plan identifies that there is a shortage of both primary and secondary school provision within the central area of Luton where considerable housing provision is likely to come forward. Given the expected increase in housing within High Town Masterplan area and its proximity to the central area of Luton, education provision for this area needs to be considered and addressed as part of the overall strategy for the central part of the borough. High Town has a primary school which has recently been expanded and so while local plan policy encourages the development and expansion of educational facilities (LP24, LLP 2011-2031), further strategic discussions are required which will cover areas throughout the central part of Luton to explore the potential to contribute towards school places within High Town.

Leisure

The Masterplan will seek to retain the existing leisure facilities located within the study area including fitness centres, childcare centres and dance theatre academies (LP24 of LLP 2011-2031). Luton's increasing population means that there is a need to ensure new leisure facilities are also provided as part of the Masterplan to adequately serve local residents, especially young people (LP10 of the LLP 2011-2031).

Open Space

The Masterplan area lies within the central area of Luton, which has a high population but the second-lowest provision of green spaces. There are access problems to areas of small amenity and larger, natural and semi-natural spaces. Access to allotments is also challenging as the nearest

(oversubscribed) plots are located at the top of surrounding hills. It is important that opportunities are realised to enhance provision, access and the quality of High Town's open spaces as well as local biodiversity (SO 10 of the LLP 2011-2031 and the High Town SPD, 2007).

New developments will also be required to ensure that they provide adequate green space to meet demand arising as a result of the development, either through on-site provision or off-site contributions (LP27 of the LLP 2011-2031).

Conservation and Design

Conservation Areas

The majority of the retail core of High Town falls within the High Town Conservation Area. The protection of historic features and buildings will be an important part of the Masterplan in order to protect and enhance the historic significance and character of the area (High Town Area Management Plan, 2008 and the High Town SPD, 2007) leading to the removal of the conservation area from being 'at risk'.



Figure 10
CHILDREN
PLAYING
FACILITIES AT
PEOPLES PARK
(ON HAVELOCK
ROAD)

2.0 HIGH TOWN CONTEXT

2.0

Listed Buildings

There are a number of statutorily and locally listed buildings within the masterplan area, specifically along High Town Road including the Grade II Listed Painters Arms and the Grade II Listed High Town Methodist Church and Hall. The setting and character of these buildings as well as those identified as important for their heritage value will need to be preserved and enhanced by promoting development of an appropriate scale and quality.

High Quality Design

Good planning is indivisible from good design and plays a pivotal role in creating healthy and inclusive communities (NPPF, 2012 and LP25 of the LLP 2011-2031). The Masterplan will promote design quality that enables this including but not limited to:

- Enhancing the character and distinctiveness of the area by responding positively to the townscape and site context;
- Creating a safe and uncluttered public realm which benefits from pedestrian priority and active edges for all ages;

- SITE BOUNDARY
- CONSERVATION AREA
- STATUTORY LISTED BUILDINGS
- LOCALLY LISTED BUILDINGS
- KEY UNLISTED BUILDINGS
- BUILDINGS MAKING A POSITIVE CONTRIBUTION TO THE AREAS CHARACTER
- BUILDINGS POTENTIALLY MAKING A POSITIVE CONTRIBUTION TO THE AREAS CHARACTER



Figure 11
PLAN SHOWING
LISTED BUILDINGS
AND CONSERVATION
AREA IN HIGH TOWN

2.0 HIGH TOWN CONTEXT

- Optimising the potential for higher densities where appropriate;
- Creating safe and secure public environments, which are sufficiently lit and overlooked at different times of the day; and
- Designing to support healthy lifestyles and improved mental wellbeing for residents.

Building Heights

Previous policy documents have highlighted the potential to incorporate taller buildings in certain locations within the Masterplan to support the intensification of the area and to accommodate a significant proportion of the identified housing need. These locations include:

- The potential for developing buildings in excess of six storeys at the eastern and western gateways of Midland Road (High Town SPD, 2007);
- The potential for buildings between four and six storeys at the southern end of High Town Road in order to demarcate the significant gateway formed by the entrance to Luton Station and High Town Road;
- The East Village is identified as being a suitable location for buildings of three and a half storeys, although taller buildings of four storeys would be acceptable along Midland Road and Hitchin Road (The East Village Design Codes, 2009).

Sustainability

The Masterplan will promote the development of a sustainable community through a range of

innovative approaches including the promotion of a mix of uses, public transport, cycling and walking, the use of low carbon technologies and encouraging waste efficiency and recycling.

All development will contribute to the mitigation of and adaptation to climate change (LP37 of the LLP 2011-2031) with the overarching goal being to reduce energy demand through the energy hierarchy, including passive design and meeting carbon reduction targets set out in Building Regulations Part L.

The Masterplan will also have consideration to emerging policies including LP37 of the LLP 2011-2031 that requires planning applications to explore opportunities to generate energy from low/zero carbon sources on site or connect to a decentralised energy network. Other policies which will have to be considered include LP28, LP31 and LP38.

Flood Risk

Surface water sources present the primary risk of flooding to the Masterplan area as a consequence

of the rapid increase in large areas of impermeable surfaces, without concurrent upgrading of the sewer systems. Future development within the study area should aim to reduce the overall flood risk, specifically through the design and layout of schemes that enhance natural forms of drainage and give priority to sustainable drainage systems (SuDS) (LP36 of the LLP 2011-2031).

The High Town Masterplan has brought forward within and builds upon the existing and current planning framework, specifically the High Town SPD (2007) including the East Village Design Codes (2009), the existing Local Plan 2001-2011 and the emerging Local Plan 2011-2031. The High Town Masterplan takes forward existing and emerging policy, providing guidance and evidence to support and assist in the delivery of the development plan.

Subject to responses following the publication of the Masterplan the Council will, in due course, consider if the document should be adopted as a Supplementary Planning Document.

2.0

2.0 HIGH TOWN CONTEXT

2.3 Commercial and Property Context

Commercial and Property Analysis

Long recognised as an area for potential growth and regeneration, the High Town area has remained unexploited for a number of reasons, including adverse property market conditions and fragmented ownership patterns. The Masterplan will be a key tool to promote and facilitate the delivery of new development through managed and phased development. Its implementation will result in significant change in the area and create a critical mass of new development opportunities, widening the attractiveness and adding to the vibrancy of the area.

Traditionally Luton's economy was focused on several different types of industry particularly automotive manufacturing, engineering and millinery. More recently there has been a move towards a service-based economy especially retail and the airport sectors. There is also a large student population in the area and includes one of two key campuses for the University of Bedfordshire.

Strategic Context

The town centre has undergone some recent regeneration including upgrades to the town's bus and rail stations as well as improvements to the town's urban environment including the redevelopment of St. George Square, town hall square and the Bute Street area. There are also a number of significant developments underway/ in the pipeline including the 55-acre mixed-use developments at Napier Park and expansion of the Butterfield Business and Technology Park.

Residential Commentary

Given the aspirations for High Town, the prevailing national and regional market conditions and GL Hearn's own local market research it is likely that residential typologies will form the predominant use in the area. Moreover new build residential is likely to be a key value driver and as such forms the focus of the following property market analysis. The following provides commentary on regional housing dynamics before focusing of the local market characteristic. This study was undertaken against a positive market residential sentiment with the national and local housing dynamics as follows.

Regional Residential Context

Pre-2007 the residential market was defined by a high identified need for new housing, constrained supply and forecasted continued growth in property prices. Development funding was more readily available and there was strong government policy support for urban living leading to a focus on high-density apartment schemes.

Following the property crash in 2008, the economy was slow to recover and developers generally minimised their risk by focusing on small to medium sized opportunities, principally around lower density housing schemes.

Since 2010 there has been a greater air of enthusiasm returning to the residential sector with growth being created by the improvement in the availability of cost credit supplemented by government schemes such as 'Funding for Lending' and 'Help to Buy'. The strongest growth has been seen in London and the South East with residential commentators revising their future forecast upwards on the back of the governments housing growth agenda.



2.0 HIGH TOWN CONTEXT

Property Type	Avg. Current Value	Avg. £ per sq ft.	Avg. Beds	Avg. £ Paid (last 12m)
Detached	£319,728	£234	3.7	£273,572
Semi-detached	£203,565	£224	3.0	£189,201
Terraced	£163,541	£206	2.6	£152,844
Flats	£115,782	£189	1.6	£101,516

Figure 12
TYPICAL HOUSE PRICES IN LUTON
(ZOOPLA)

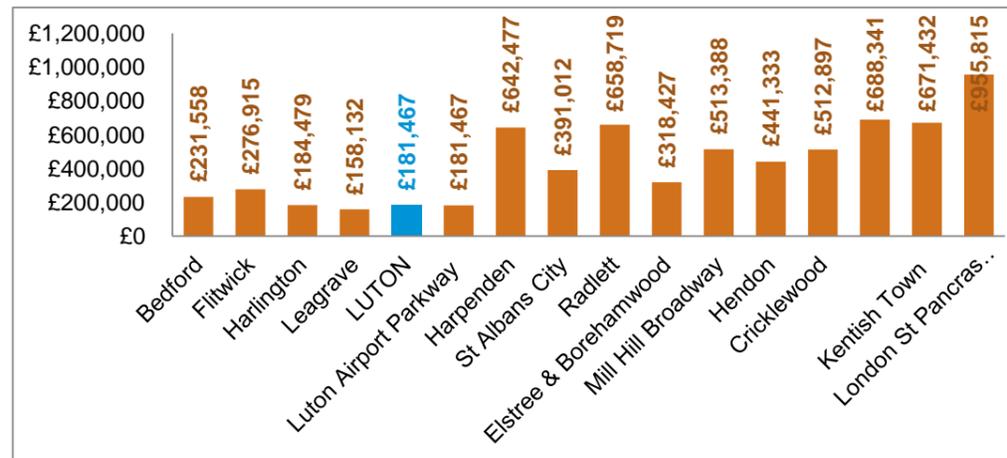


Figure 13
AVERAGE HOUSE PRICE ON BEDFORD
TO LONDON TRAIN LINE (2013 - 2014)

Town	Population (Approx.)	Train Times (Approx.)	London Train Station	Average House Price (2013-2014)
Hemel Hempstead	94,932	30 mins	Euston	£324,940
Harlow	82,059	30 mins	Liverpool Street	£187,603
High Wycombe	120,256	30 mins	Marylebone	£252,057
Maidenhead	63,580	30 mins	Paddington	£418,242
Slough	155,298	30 mins	Paddington	£238,254
Rochester	62,982	40 mins	St Pancras	£196,216
LUTON	211,228	30 mins	St Pancras	£181,467
Bromley	16,826	20 mins	Victoria	£343,971
Guildford	77,057	40 mins	Waterloo	£430,881
Kingston	43,013	30 mins	Waterloo	£418,242
Woking	105,367	30 mins	Waterloo	£368,912

Figure 14
HOUSE PRICES IN SETTLEMENTS C.
30 MINS BY TRAIN FROM LONDON
STATIONS (SOURCE: CITY POPULATION /
ZOOPLA / NATIONAL RAIL / ZOOPLA)

Local Market Context

The local residential market has been predominantly focused on flatted development in the town centre with houses delivered in outlying areas. Local agents indicated that there is strong demand for lower-end properties and the buy-to-let market has been boosted by commuter demands.

Over half of recent residential development has been outside of central Luton with only 30% being delivered in the central area while the predominance of development schemes of 10 units or less illustrates the infill nature of the market as well as the lack of availability of larger sites in the borough.

The main focus of activity in High Town has been around the Old Bedford Road area with a number of conversions of former factories and employment premises to apartments. There has also been a strong rental demand for apartments in this location. In the East Village there has been interest from Registered Providers in particular with a small housing scheme delivered just south of Charles Street.



2.0 HIGH TOWN CONTEXT

2.0

According to Nationwide House Price Index (Q1 2015) the average house price in Luton currently stands at circa £219,000, which represents an annual sales value increase of 9%. This compares to a UK average of 5.9% and in London 12.7% over the same period.

To put these prices into context research was undertaken to compare property prices along the Luton train line and in other towns within a similar travel time to London's main train stations. This analysis indicates that Luton property prices are at the lower end of the spectrum, indicating the town has the potential for good residential growth if the right product and environment could be created. A steady demand for apartments has been reported with particularly strong rental demand.

Affordable Housing

Given the value characteristics of Luton, development viability will be particularly sensitive to affordable housing levels.

LBC's policy on affordable housing is set out in the emerging local plan which, reflecting more recent viability analysis, identifies a policy objective of 20% affordable housing on qualifying sites.

The Council's housing viability study (2013) highlighted the challenge of delivering affordable housing with very low levels being secured on private sites and the majority delivered on public sector sites through the 'New Homes for Luton' initiative or where LBC and their development partners were lead landowners/developers.

Commercial Market Overview

Given the character and scale of the High Town study area, it is recognised that opportunities for non-residential uses will also be created. Whilst in overall terms the commercial uses will be ancillary to predominantly residential use, incorporating a mix of commercial opportunities as well as cultural and community space will be essential to extended hours of activity and creating vibrancy in the regeneration area.

Retail and Commercial Leisure Market

On a national basis the retail property market has experienced significant difficulties during the recession as consumer spending was reined in, internet retailing grew and competition increased. Retail vacancy rates also increased and are currently running at circa 14% nationally.

Some sub-sectors of the retail market have countered this general trend, particularly food and drink which has performed well and seen continued growth. In general centres that have been able to grow this offer have been more resistant to the downturn with shoppers increasingly combining retail and leisure activities.

The convenience sector has also continued to grow, meeting essential rather than discretionary shopping needs. In particular there has been a growth in small convenience stores with most of the main supermarket chains expanding aggressively. This trend is expected to continue for a few years.

In Luton, retail and service activity is concentrated along both sides of the pedestrianised St. George Street, the Mall Shopping Centre and the streets linking these two areas. In 2012 vacancy rates in the town centre were 18%, 4% higher than the national average while rental rates are broadly in line with comparable retail centres such as St. Albans. High Town's primary USP is its proximity to the Town Centre retail core. Within the study area retail provision is concentrated along High Town Road and comprises largely independent stores. Rental values are currently prohibitively low for new commercial development but reflective of the poor quality of the units available and the current nature of the area.

A critical mass of new residential development would create an environment that would appeal to a wider range of retailers/operators. This change will take time but as the area evolves it envisages a growth in demand for the area including a mix of retail, convenience food, cafes and restaurants which would be ancillary to residential provision and not compete with the town centre provision. Also, given the scale of the regeneration and the existing building stock, there is also a good opportunity to enhance the SME and creative industry sector within the area.

2.0 HIGH TOWN CONTEXT

2.0

Employment Market

Whilst Luton has traditionally been regarded as an industrial town, in recent years it has become home to a number of larger national and international companies, attracted by the excellent transport links and lower overheads. Take up rates have been inconsistent over the past decade and these are often skewed by large corporate deals, thus Luton is seen as a secondary office location, retaining its image as an industrial blue collar town.

Currently demand for office space is low to moderate and predominantly for smaller units by local firms. Supply is split between good quality, out-of-centre office parks and Luton Town Centre, with office space in the latter now obsolete but there is demand for more modern units. Reflective of this is the domination of out-of-town market take up in Luton largely due to the availability of land and space, with significant developments like Napier Park and Butterfield Park in the pipeline.

In terms of future provision, there are a number of better-connected sites in the town which are capable of accommodating any future B1 accommodation as the economic climate improves and therefore a large B1 offering is not expected within the Masterplan area.

With regard to industry, much of Luton's industrial stock is contained in small/medium-sized industrial estates in suburban and out-of-centre locations including Sundon Industrial Estate and those along Dallow Road. There is reasonably good demand for industrial space in Luton generally, but little available supply and no new space currently being built. It is also reported that the main shortages are for smaller industrial units as well as more modern industrial units within easy reach of the road network. LBC's employment land review (2013) identified very few obvious sites where such shortages could be met by providing new premises across a range of unit sizes.

Typically industrial rents in Luton are between £4.00 - £7.00 psf. There have been a number of recent industrial deals in Luton and these are consistent with these valuations including:

- London Car Parts Limited has taken 2,557 sq ft (237 sq m) of industrial space at Holly Street Trading Estate (LU1) £12,000 pa, equating to £4.69 psf (£50.52 psm).
- An undisclosed tenant has taken 27,493 sq ft (2,554 sq m) of ground and first floor industrial space at Luton Enterprise Park (LU3) an undisclosed landlord on confidential terms. Lambert Smith Hampton Ltd acted on behalf of the undisclosed landlord. The quoting rent was £108,597 pa, equating to £3.95 psf (£42.52 psm).

The East Village area is a mixed employment area including office, industrial, residential, educational and leisure uses. If the masterplan vision for the East Village is to be recognized this will involve the displacement of some poorly performing employment accommodation.



Figure 15
THE EAST VILLAGE AT
THE MOMENT, A MIXED
EMPLOYMENT AREA

2.0 HIGH TOWN CONTEXT

2.0

Conclusions

The Masterplan proposals are for a mixed-use approach with the key theme being a transition from an employment-led industrial landscape to a new residential-led mixed-use area, promoting the Council's Development Plan policy for comprehensive regeneration of the area. This major transition will require a phased approach within the overall confines of the comprehensive masterplan strategy.

With renewed activity in the property market in recent years, the South East and London residential development market is very strong, not only in 'international' quarters but also in the 'intensification' areas around key transport nodes suggesting Luton as an appropriate area for redevelopment.

With regard to values, existing use values and therefore site assembly costs are comparatively high. There will also be significant infrastructure requirements to facilitate the scale of change envisaged. New build values are still relatively low and as such development viability is of concern.

The High Town area, whilst in part underused and vacant, also contains a number of existing occupiers providing local employment. Some owners will seek unrealistically high values for their land, extinguishment payments for the closure of their business and others will fight redevelopment plans.

2.4 Socio-Cultural Context

Cultural Analysis

High Town is emerging as a cultural destination with growing numbers of artists and creative businesses taking up residence there, having spread northward from Luton's Creative Quarter which is located north of the town centre in an area around Bute Street. This area is home to many cultural venues and facilities including Bedfordshire University's school of art and design and the Hat Factory which is occupied by almost 30 creative businesses, this area is developing closer links with High Town as a place for artists to live and work.

Further developing these links, the Masterplan suggests the use of ground floor units as live/work spaces, studios and offices while the vacant and underused sheds and workshop buildings to the east might be redeveloped to include housing and facilities such as showrooms, galleries and workshops.

The property market baseline has confirmed this as feasible, identifying the High Town area as an appropriate location for a new high quality residential living environment that could include a complementary mix of employment, retail and commercial leisure uses.

Figure 16
THE HAT INDUSTRY
REPRESENTS A
SIGNIFICANT PART OF
LUTON'S CULTURAL
HERITAGE



**UNDERSTANDING
HIGH TOWN**

3.0

3.0 UNDERSTANDING HIGH TOWN

3.1 Constraints and Opportunities

The urban design and transport analysis highlighted a series of opportunities and constraints for the study area that are summarised in the following list and illustrated on the next page.

Opportunities



Opportunity areas for potential organic developments



The presence of large and well-used green public spaces (Bell's Close, People's Park) representing a positive asset for High Town



A series of 'soft sites', where land assembly would potentially be easier in terms of ownerships than for other sites



Uniqueness and strong identity of the place defined by the distinct historic character of the High Street within the Conservation Area; the presence of several landmark listed buildings; and a vibrant artistic environment (art manufacture etc.)



Potential for creating some 'gateway areas' marking the start and the end of the High Street and the new downgraded Midland Road, the main gateway to High Town being the square in front of the station entrance connecting many of the pedestrian routes



Proximity to the train station as many of the sites are located within 5 minutes walking distance from the station



Main pedestrian movement links, intersecting at the station entrance



A series of existing views from High Town Road towards the surrounding hills, defining the visual structure of High Town and supporting the legibility of the place



Potential to improve the permeability of the land west of the High Street and the Paths Estate, opening up new routes



Approved/under construction new residential developments positively contributing to growth of High Town



Approved new foodstore on the High Street, acting as an anchor on High Town Road and enriching the shopping offer of the area

Constraints



The Paths Estate, a largely permeable residential block experiencing anti-social behaviour issues



Barriers to pedestrian movement, such as the railway and the new Inner Ring Road



Single pedestrian link to Luton Town Centre via the railway bridge at the station



Land ownership largely fragmented around the site

3.0

3.0 UNDERSTANDING HIGH TOWN

Figure 17
OPPORTUNITIES AND
CONSTRAINTS HIGHLIGHTED
BY THE URBAN DESIGN AND
TRANSPORT ANALYSIS



3.0

3.0 UNDERSTANDING HIGH TOWN

3.2 Land Ownership

Even though Luton Borough Council owns large parts of the study area, land ownership is largely fragmented in the area, especially in the East Village.

A closer investigation of the single properties and their current status identified some 'soft sites', in which the land plots for redevelopment would potentially be easier to assemble than in other areas. Figure 18 identifies these sites and how they could be assembled to start triggering the development process.

- - - SITE BOUNDARY
- LBC OWNERSHIP
- LBC LEASED LAND
- PRIVATE OWNERSHIP
- THIRD PARTY OWNERSHIP
- ADJACENT SITES
SAME OWNERSHIP)
- POTENTIAL LAND ASSEMBLY
- SUB-STATION
- SHORT LEASE (<20 years)



Figure 18
PLAN SHOWING BUILDING
OWNERSHIPS IN THE STUDY
AREA

3.0 UNDERSTANDING HIGH TOWN

3.3 Developments in Progress

The diagram to the right shows the status of some on-going / approved / waiting for approval developments within the study area boundary. The analysis shows that the majority of the new development is planned in the west side of High Town, in particular around the Old Bedford Road.

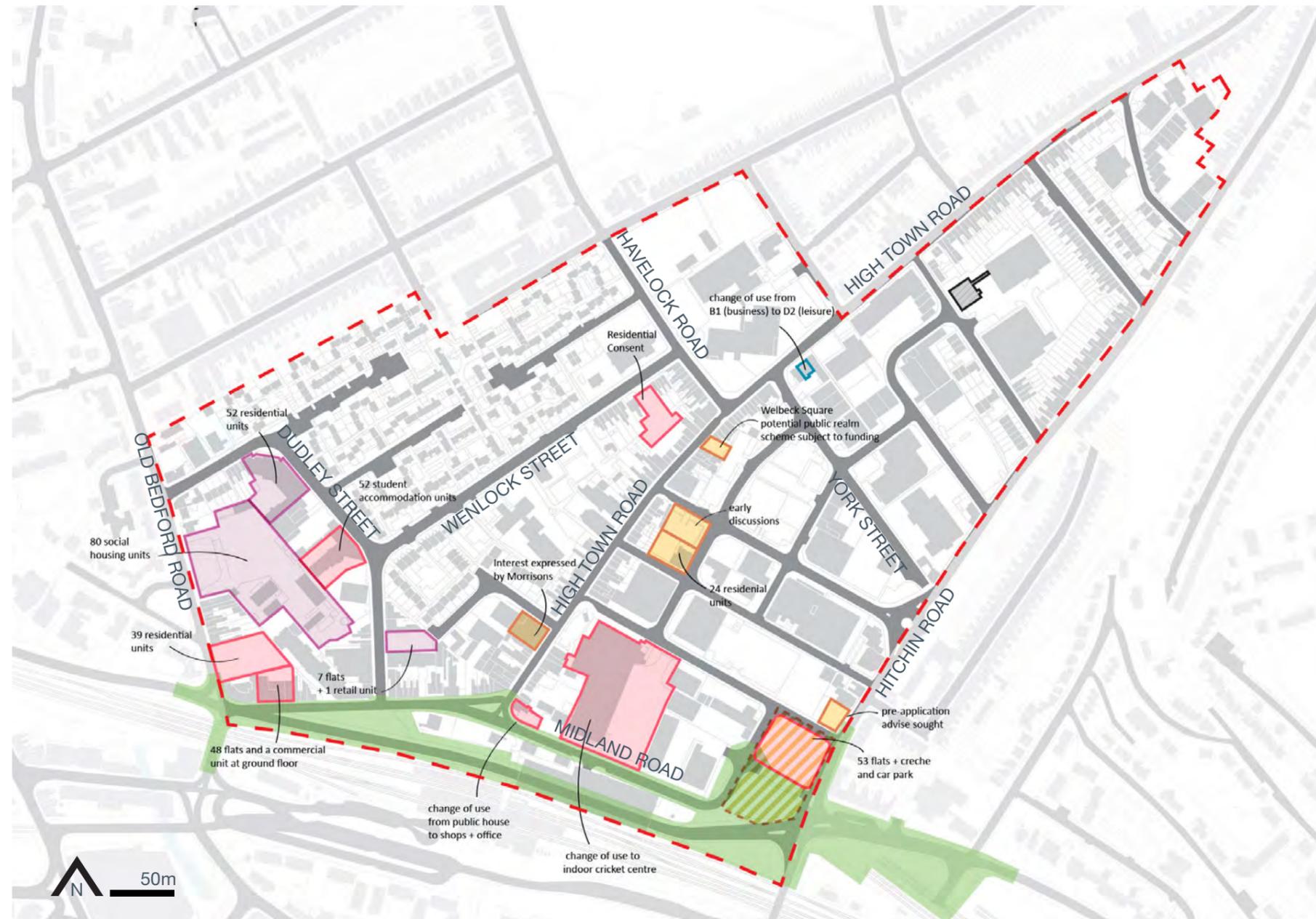
The approved change of use of the Comau building (warehouse and car park on Midland Road) also represents a significant constraint against the organic development of East Village, given that it is envisaged that redevelopment of this site would deliver a new through route from the station to the rest of High Town.

Another key area, the plot at the southern end of High Town Road, is largely under-used and derelict. In particular the ex-Railway Tavern (on the east side), right in front of the railway station bridge, has been through a complicated ownership history and after a recent fire, has been listed as a community asset, with the right for a community group to buy.

Welbeck Square, an under-used plot of land adjacent to High Town Road, has been designated as a new public square and is in the council's 2015/16 capital programme.

- SITE BOUNDARY
- DEVELOPMENT APPROVED
- INNER RING ROAD RECENTLY COMPLETED
- CONSENT NOT YET BEEN GRANTED
- EARLY STAGES OF INTEREST
- DEMOLITION APPROVED
- APPLICATION REFUSED

Figure 19
PLAN SHOWING NEW DEVELOPMENTS IN PROGRESS OR IN THE PROCESS OF BEING APPROVED



3.0 UNDERSTANDING HIGH TOWN

3.4 Key development sites

The analysis of land ownership and developments in progress enabled the identification of key development sites that form the basis of the Masterplan.

These sites have been identified as potentially easier to assemble, enabling quicker delivery of development because they are under the same ownership or owned by the Council. They are also not located where developments have already been approved and are not subject to specific delivery issues.

The majority of these sites are located within the East Village on existing industrial areas with none of the chosen sites containing existing residential developments.

-  SITE BOUNDARY
-  KEY DEVELOPMENT SITES
-  AREAS WITH SAME OWNERSHIP
-  HIGH TOWN ROAD AS A KEY DEVELOPMENT SITE



Figure 20
PLAN SHOWING THE IDENTIFIED
KEY DEVELOPMENT SITES

DESIGN PRINCIPLES

4.0

4.0 DESIGN PRINCIPLES

4.1 A Vision for High Town

The Masterplan is based on a series of key actions to contribute to making High Town a more vibrant neighbourhood, improving the overall image, perception and wellbeing of residents within the area.

The area has a strong identity of place that the Masterplan aims to build upon while also strengthening the mix and viability of employment, residential, live/work and creative industries in the area.

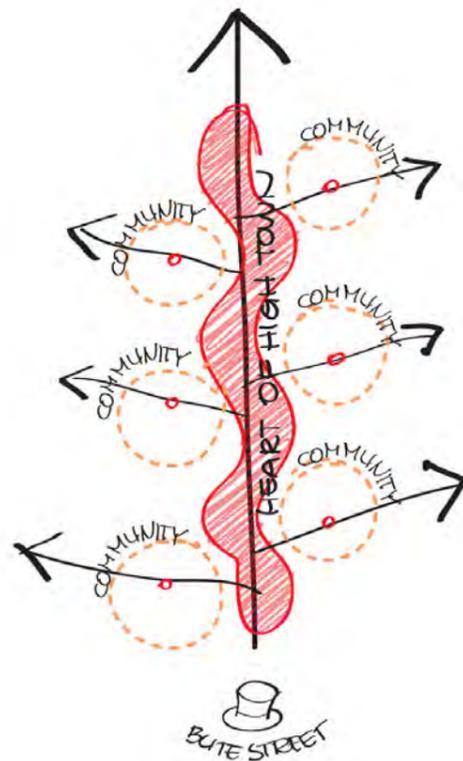


Figure 21
CONCEPT SKETCH OF
THE VISION FOR HIGH
TOWN

The Masterplan aims to provide for additional housing which will increase the population locally, supporting and making viable local services that would serve the community, not only within High Town but the wider Luton area as a whole. Consequently, the Masterplan will support the enhancement of both the physical and social

environment, helping to improve people's quality of life, now and in the future. This will include building on community identity and cohesion by creating good links to health promoting facilities, retail and facilities such as GP surgeries and gyms. It will also enhance walking and cycling routes, create opportunities to improve physical activity and instill confidence amongst residents to interact socially.

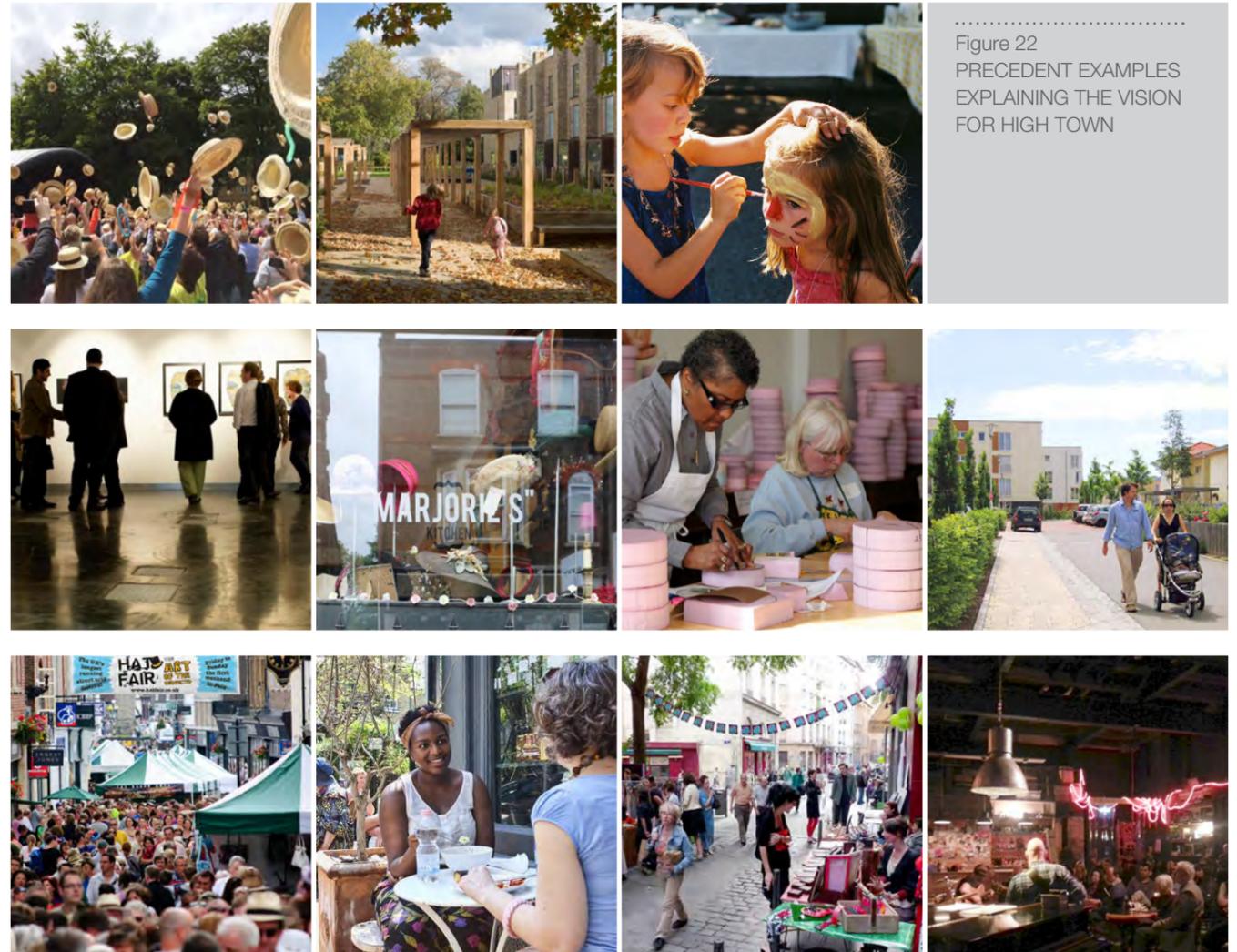


Figure 22
PRECEDENT EXAMPLES
EXPLAINING THE VISION
FOR HIGH TOWN

4.0 DESIGN PRINCIPLES



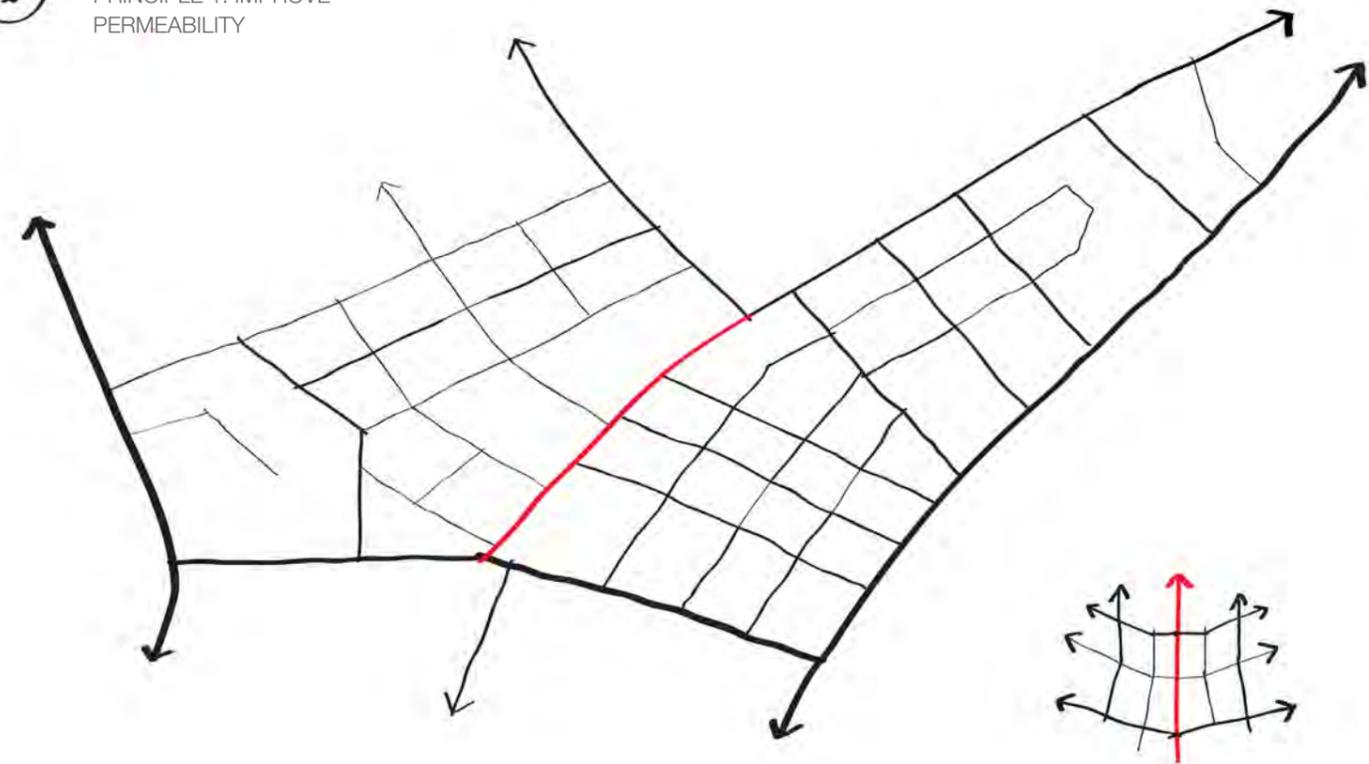
4.2 Design Principles

The Design Principles underpin the Masterplan and Delivery Strategy and seek to address the challenges currently faced by High Town while also embracing the opportunities for progression and betterment of the area (identified in Section 3.1). These diagrams illustrate the Design Principles as concepts that seek to:

- 1) Improve permeability and legibility throughout the Masterplan area, creating a grid-like pattern of streets and spaces.
- 2) Create a defined hierarchy of streets to improve legibility of the study area.

①

Figure 25
PRINCIPLE 1: IMPROVE PERMEABILITY



②

Figure 26
PRINCIPLE 2: CREATE A HIERARCHY OF STREETS

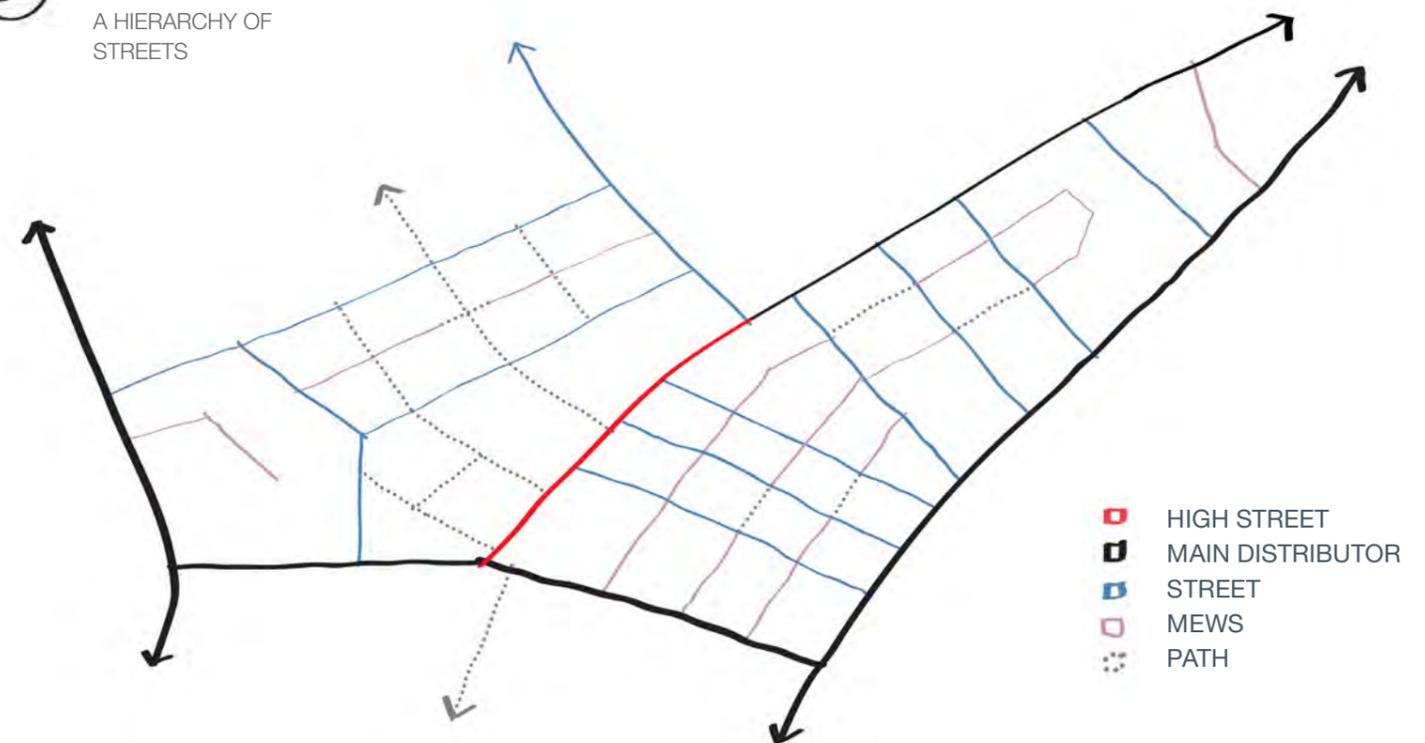


Figure 23
HIGH TOWN ROAD
TODAY



Figure 24
EXAMPLE OF A LIVELY
STREET WITH THE
SAME SENSE OF
ENCLOSURE AND
SCALE AS HIGH TOWN
ROAD



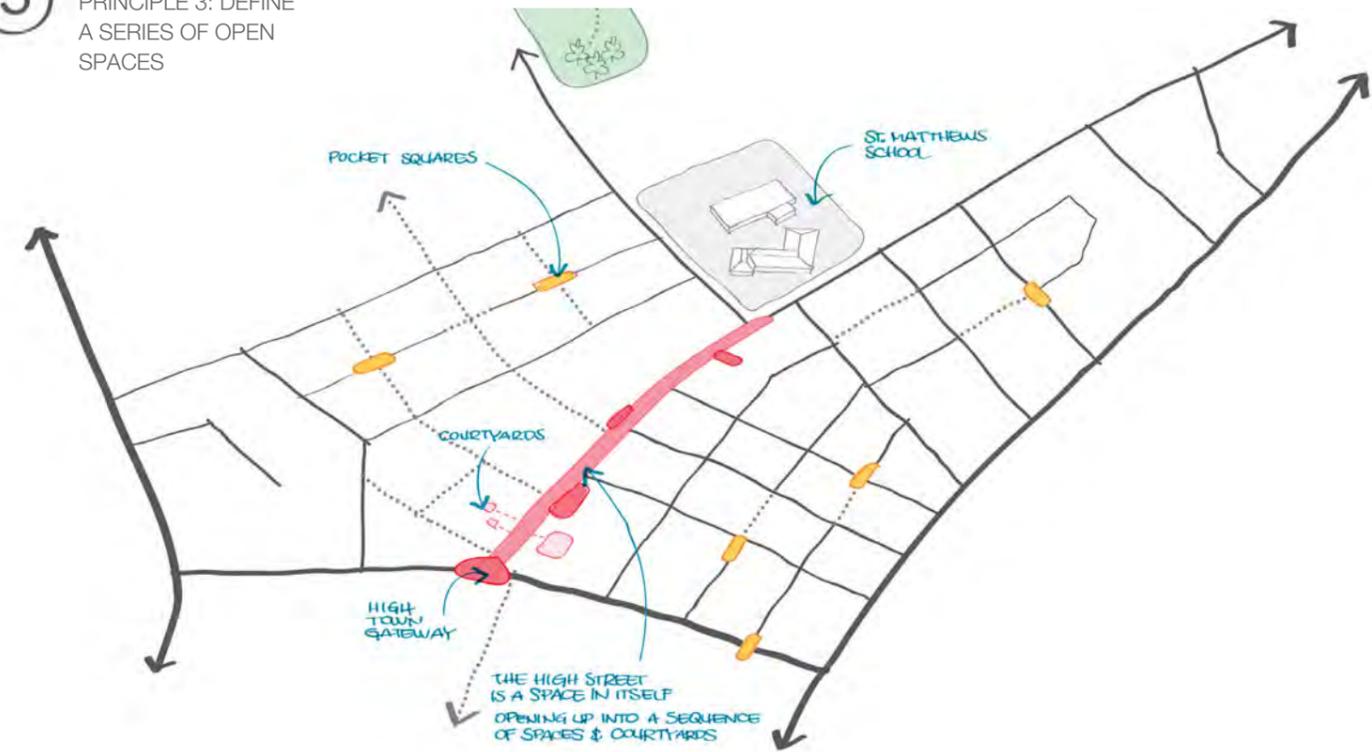
4.0 DESIGN PRINCIPLES

4.0

3) Define a series of open spaces, squares and courtyards throughout the study area, the series of spaces along High Street being most crucial to the Masterplan especially the gateway space by the train station.

4) Create new and improved sets of street frontages and landmarks along the improved street pattern, further enhancing the character and attractiveness of the area.

3) Figure 29
PRINCIPLE 3: DEFINE
A SERIES OF OPEN
SPACES



4) Figure 30
PRINCIPLE 4: DEFINE
NEW AND IMPROVED
SETS OF STREET
FRONTAGES

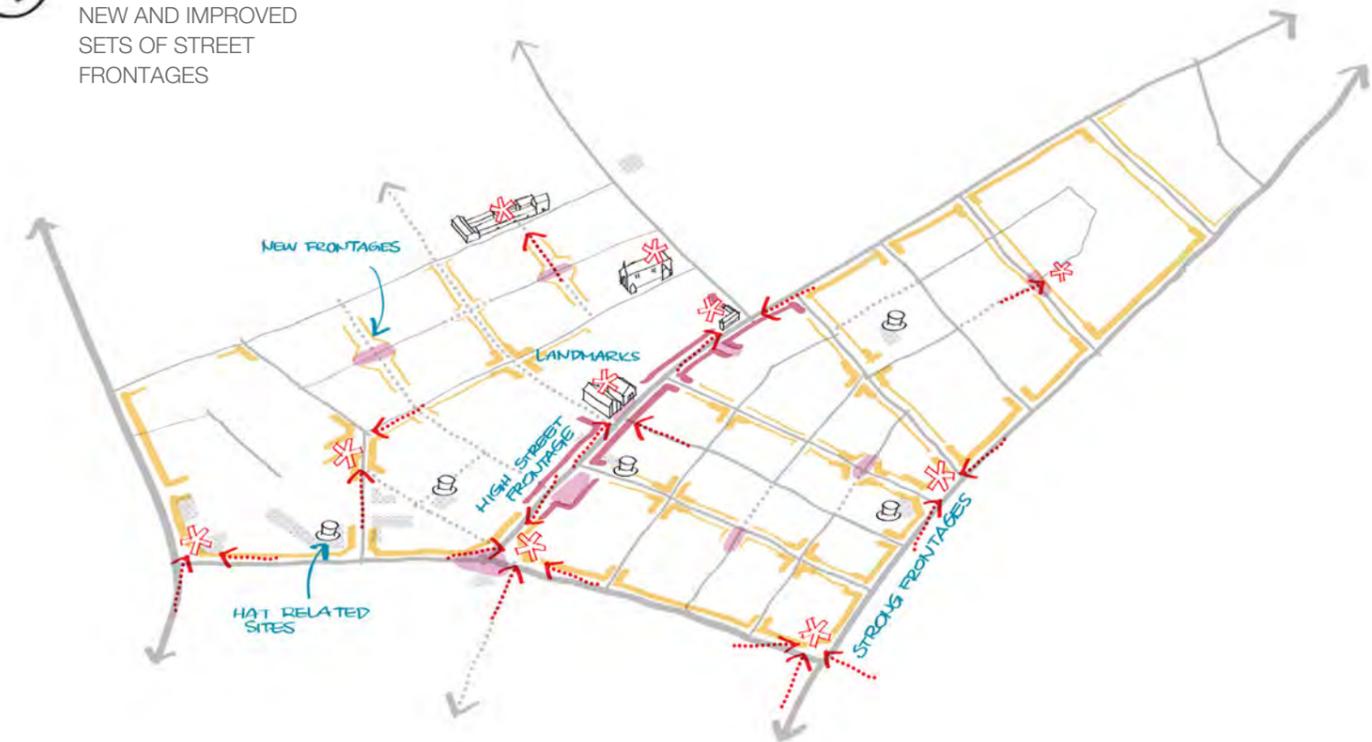


Figure 27
INDOOR COMMUNITY
ACTIVITIES IN HIGH
TOWN (CHRISTMAS
FESTIVAL 2014)



Figure 28
EXAMPLE SHOWING
THE POTENTIAL FOR
OUTDOOR ACTIVITIES
THAT WOULD SUIT
THE SCALE AND
CHARACTER OF HIGH
TOWN



4.0 DESIGN PRINCIPLES

4.0

5) Define a range of activity zones from areas of higher activity (i.e. commercial) to lower activity (i.e. residential) within the Masterplan area. Each zone would have a different character and concentration of activities, in order to create a coherent vision for High Town.

6) Create an overall environment that promotes good health and wellbeing, through encouraging active lifestyles and promoting opportunities for social interaction for all ages.

5

Figure 31
PRINCIPLE 5: DEFINE
A RANGE OF ACTIVITY
ZONES

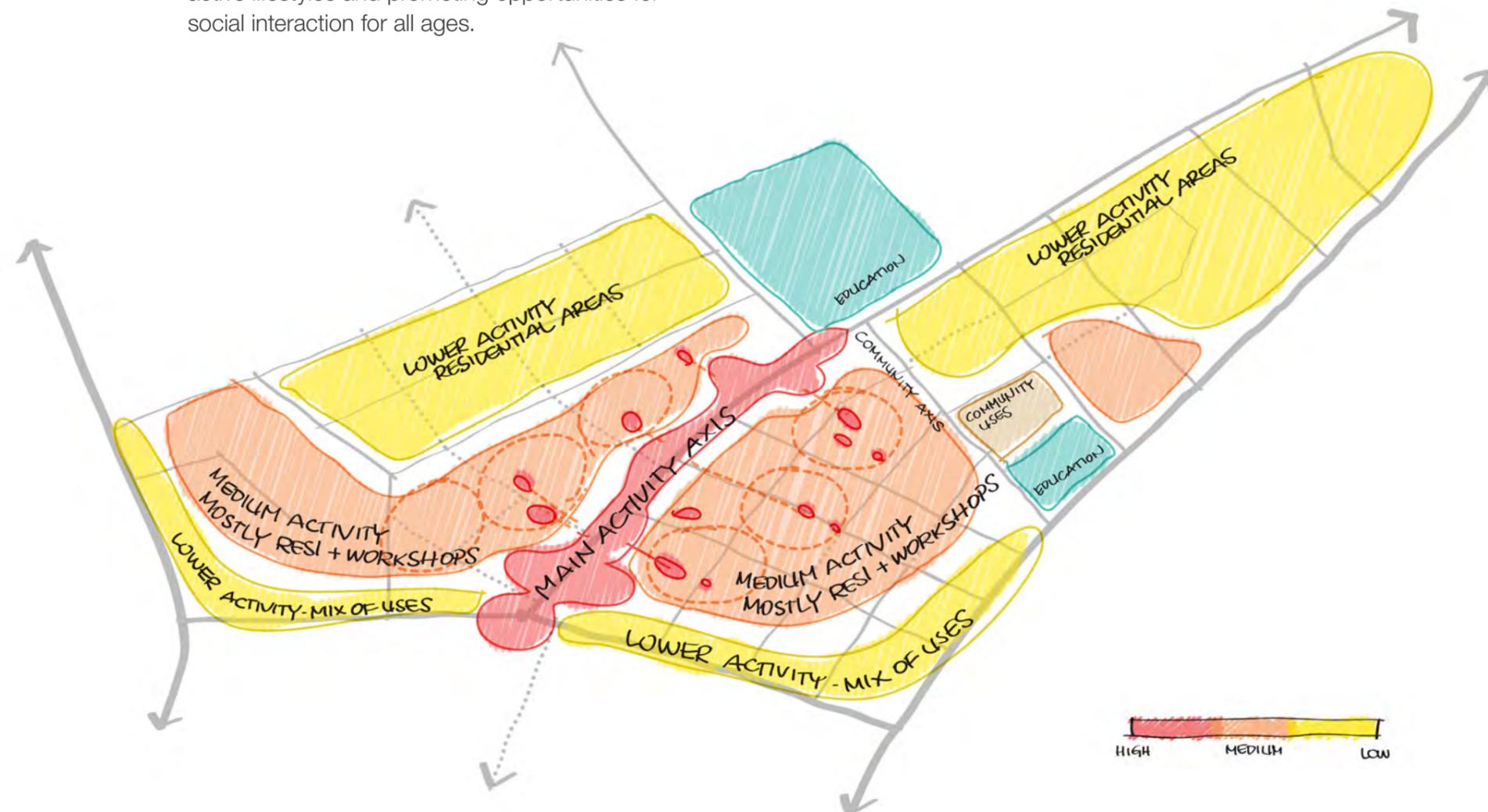


Figure 32
EXAMPLE OF ACTIVE HIGH
STREET (CORK)



**ILLUSTRATIVE
MASTERPLAN**

5.0

5.0 ILLUSTRATIVE MASTERPLAN

5.1 Residential Typologies

Houses Mix

A wide variety of housing typologies has been investigated as part of the Masterplan. Those typologies deemed most viable and most complementary to the existing scale and character of High Town are traditional 3/4 bed townhouses to more modern hybrids including courtyard houses and maisonnettes.

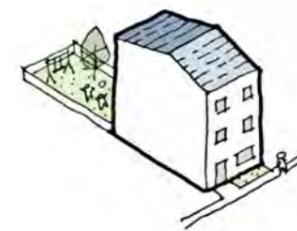
The townhouses benefit from a private back garden while the courtyard houses are self-contained with their own private amenity space incorporated within a courtyard and terrace.

The maisonettes have a smaller building volume, sized more like apartments rather than large family houses. Accommodated within an independent building, the maisonettes have no garden but do incorporate a private terrace at upper floor level.

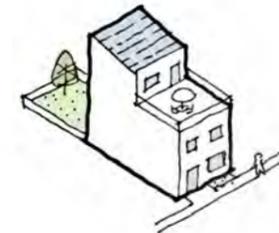
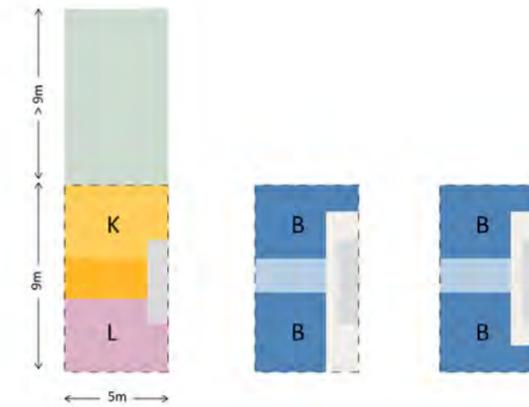
With the exception of the courtyard typology that integrates off-street parking within a private garage located within the building footprint, all parking spaces are located within the curtilage of the development.

5.0

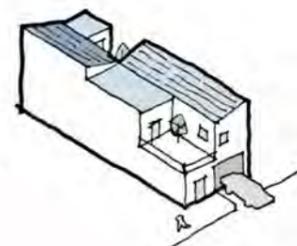
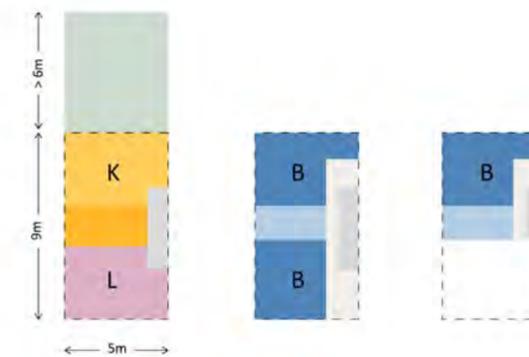
Figure 33
COURTYARD HOUSE
TYPOLOGY USED
IN ACCORDIA,
CAMBRIDGE



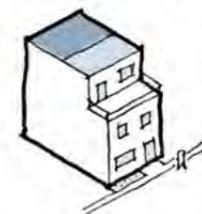
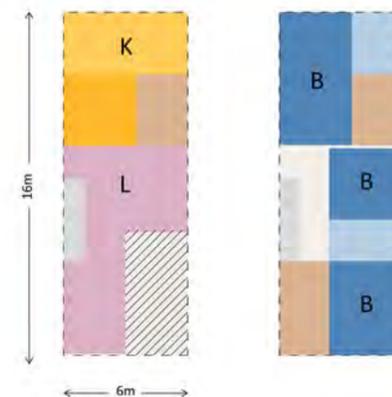
4 bed townhouse
Size $\geq 135m^2$ - 3 storeys
Car park provision: on street
Amenity: back garden



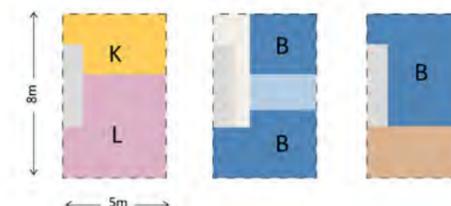
3 bed townhouse
Size $\geq 125m^2$ - 2.5 storeys
Car park provision: on street
Amenity: back garden, terrace



3 bed courtyard house
Size $\geq 150m^2$ - 2 storeys
Car park provision: own garage
Amenity: courtyard, terrace



3 bed maisonette
Size $\geq 93m^2$ - 2.5 storeys
Car park provision: on street
Amenity: terrace



- LIVING ROOM
- DINING ROOM
- KITCHEN
- BEDROOM
- WC
- TERRACE / COURTYARD
- GARDEN
- CAR PARK SPACE

Figure 34
HOUSING TYPOLOGIES
MIX FOR HIGH TOWN
MASTERPLAN

5.0 ILLUSTRATIVE MASTERPLAN

Apartment Mix

The mix of apartment size considered to be most viable and appropriate for High Town, varies from one to three bedroom units.

This mix allows for a diverse range of occupants which would attract a wide variety of people; from single professionals to young couples and families.

The apartment blocks range from two storeys to five storeys with the taller elements occurring in appropriate locations such as at corner plots facing onto busier traffic routes.

The properties are orientated to maximise the availability of natural light throughout the day and they are sized to meet the requirements of the 2009 Design Code for the East Village Masterplan.

In order to facilitate the delivery of the Masterplan, thereby making High Town a more attractive place to live and work or commute, it is key that the quality of new housing is of a very high standard in terms of its architectural form and detailing as well as how it complements the existing built environment.



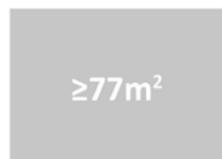
Figure 35
APARTMENT MIX FOR HIGH TOWN
MASTERPLAN: SIZES AND BLOCK
ORIENTATION

apartments

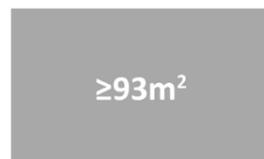
- 1 bed apartment: size $\geq 51m^2$
- 2 bed apartment: size $\geq 77m^2$
- 3 bed apartment: size $\geq 93m^2$



1 bed flat



2 bed flat



3 bed flat



W-E block



N-S block



Figure 36
EXAMPLES OF GOOD
QUALITY NEW HOUSING
DEVELOPMENTS



5.0 ILLUSTRATIVE MASTERPLAN

5.2 Illustrative Masterplan

The Masterplan illustrates how the accommodation typologies described previously would help to shape the new residential areas within the key development sites identified just east of the High Street, highlighted in light blue on the Masterplan, in figure 37.

It also illustrates the new residential developments either permitted or under construction (in pink) that would complement the Masterplan allocation of new housing in order to contribute to the achievement of the housing targets contained within the draft local plan.

Despite being residential-led, the success of the Masterplan also depends on the additional urban design interventions shown on the plan namely the improvements to the High Street, the creation of new public spaces as well as newly improved links to the land west of the High Street and the Paths Estate.

The final design of the Masterplan is the culmination of an extended series of iterations considering economic, ownership, delivery and design factors.

KEY

- | | |
|--|--|
| 01. Proposed gateway space at the station entrance | 11. Paths Estate planned improvements |
| 02. Proposed High Town public square + 5 car parking spaces retained | 12. Proposed Welbeck Square |
| 03. Improved settings in front of Methodist Church | 13. Proposed gateway public space complementing Welbeck Square |
| 04. Widespread improvements to the public realm along High Town Road | 14. St. Matthew's Primary School |
| 05. Additional car parking spaces along Burr Street (approximately 10) | 15. Proposed residential quarter (mix of houses and apartments) |
| 06. Improved links between High Street and Wenlock Street | 16. New streets opened up to improve permeability |
| 07. Wenlock Surgery retained at ground floor | 17. Overlooked green links |
| 08. New developments (in pink) under construction/ approved | 18. Proposed pocket square at the end of Midland Road |
| 09. Midland Road new improved frontage | 19. Proposed residential development allowing access to Irish Forum building |
| 10. New street connecting Midland Road and Burr Street | 20. Proposed residential development off Charles Street |
| | 21. Community Centre |
| | 22. Barnfield College |

5.0 ILLUSTRATIVE MASTERPLAN

- EXISTING BUILDINGS
- NEW BUILDINGS
- DEVELOPMENTS APPROVED/
UNDER CONSTRUCTION



5.0

Figure 37
ILLUSTRATIVE
MASTERPLAN FOR HIGH
TOWN

5.0 ILLUSTRATIVE MASTERPLAN

5.3 Site Breakdown

The Masterplan aims not only to bring forward the required amount of residential units targeted in the Local Plan but also to maintain the scale and character which exists in High Town.

Whilst previous policy has offered the potential for some taller buildings the Masterplan does not propose any buildings which exceed four storeys except for a few five storey buildings in appropriate locations, for example within corner plots facing onto busier trafficked roads.

The key development sites are identified below and the details of each individual site are discussed further in the following pages.

Figure 38
AREA SCHEDULE
OF THE KEY
DEVELOPMENT SITES

	SITE	SITE AREA (m ²)
1	Midland Road	16350
2	Burr Street	6840
3	Duke Street	2960
4	Charles Street	6820
5	Wenlock Street	3360
6	Brunswick Street	9320
7	Dudley Street	1500
8	Concorde Street	2810
9	Hitchin Road	1590
	TOT	51550



Figure 39
AERIAL SKETCH OF THE
MASTERPLAN HIGHLIGHTING
THE KEY DEVELOPMENT SITES

5.0 ILLUSTRATIVE MASTERPLAN

Midland Road (Site 1)

This site is prominently located in a key location at the entrance from the station into High Town. It is also visible from the railway line itself.

Sub-site 1A faces onto the existing Burr Street car park which is proposed as a new public square as part of the Masterplan. The new blocks facing this space would have retail uses at street level, creating an active street frontage (see figure 45 for illustration).

A diverse range of residential typologies is proposed for this site comprising mostly apartments (80%) with some housing (20%) at a density of 144 units/ha that is acceptable due to the proximity of the train station.

The apartments would face onto Midland Road, set back from the street to avoid overshadowing issues from the multistorey carpark. The housing will be located in the internal areas. Some of the units at ground floor level could be live/ work units, possibly accommodating some art related businesses

The buildings respond to the terrain with the height of the buildings stepping down towards the east to match the slope of the terrain.

Two new routes are proposed, connecting Midland Road to Burr Street, improving permeability through the site with all routes benefitting from active frontages, which

Figure 40
DIAGRAM SHOWING
BUILDING HEIGHTS



01 MIDLAND ROAD		TOWN HOUSES			COURTYARD HOUSES		MAISONETTE		HOUSES	APARTMENTS			APTMENTS	UNITS
PLOT AREA (m ²)		3 BEDROOM	4 BEDROOM	TOTAL	3 BEDROOM	TOTAL	3 BEDROOM	TOTAL	TOTAL	1 BEDROOM	2 BEDROOM	3 BEDROOM	TOTAL	TOTAL
		PLOT A	6820	9	0	9	7	7	0	0	16	20	19	20
PLOT B	2810	2	6	8	4	4	0	0	12	7	7	9	23	35
PLOT C	1590	0	4	4	0	0	1	1	5	14	0	0	14	19
PLOT D	1550	4	5	9	0	0	0	0	9	4	4	10	18	27
PLOT E	1820	3	0	3	0	0	0	0	3	18	13	13	44	47
PLOT F	1760	2	0	2	0	0	0	0	2	8	14	9	31	33
TOT	16350	20	15	35	11	11	1	1	47	71	57	61	189	236

Figure 41
TABLE SHOWING
UNIT NUMBERS AND
TYPOLOGIES

5.0 ILLUSTRATIVE MASTERPLAN

5.0

Figure 42
DIAGRAM SHOWING
BUILDING TYPOLOGIES



- 3BED COURTYARD HOUSE
- 4BED TOWNHOUSE
- 3BED TOWNHOUSE
- 3BED MAISONETTE
- 3BED APARTMENT
- 2BED APARTMENT
- 1BED APARTMENT

promotes surveillance and avoids possible security issues. These will also provide alternative routes creating the opportunity for High Town Road to be closed for special events.

A planning application for plots E and F has now been submitted and approved.

Car Park Strategy (see also section on Car Parking Facilities in Chapter 2)

Car parking spaces are mainly provided within courtyards.

Some apartment blocks exploit the difference in level of the terrain by incorporating undercroft car parks, maximising the usable floor area of the buildings as well as the need for parking within the curtilage of the development.

The courtyard houses incorporate off-street parking within the building footprint.

The Masterplan provides for an overall car parking ratio of 0.55 allocated spaces/unit which is considered acceptable given the proximity of the train station and bus interchange. Priority for parking within the curtilage of the development should be given to the 3/4 bedroom units as it is most sensible for them to have a parking provision.

Figure 43
TABLE OF CAR PARK
RATIO IN THE SITE

01 MIDLAND ROAD CAR PARK RATIO					
PLOT	ALLOCATED PARKING SPACES	UNDERCROFT PARKING SPACES	COURTYARD HOUSE SPACE	TOTAL	PARKING RATIO
PLOT A	37	0	7	44	0.59
PLOT B	12	12	4	28	0.80
PLOT C	4	0	0	4	0.21
PLOT D	6	18	0	24	0.89
PLOT E	15	23	0	38	0.81
PLOT F	9	0	0	9	0.27
TOT	83	53	11	147	0.62

5.0 ILLUSTRATIVE MASTERPLAN

5.0



Figure 44
VIEW OF THE BURR
STREET CAR PARK
BEFORE



Figure 45
VIEW OF THE NEW
SQUARE AT THE BURR
STREET CAR PARK
AFTER

5.0 ILLUSTRATIVE MASTERPLAN

5.0

Burr Street (Site 2) and Duke Street (Site 3)

These sites are located at the heart of the East Village where a number of new residential developments have already been completed, specifically those adjacent to Sub-Site 2B along Hitchin Road.

These sites are located further away from the train and bus stations and therefore the densities, mix of heights and typologies changes accordingly.

The overall mix of houses and apartments is more even, with 50% proposed for each. The overall densities of Sites 02 and 03 are 115 and 105 units/ha respectively. This reduction in density from Site 01 is proportionate to the increasing distance away from the train station.

In general, the blocks are three storeys tall with one apartment block which fronts onto Hitchin Road reaching 4 storeys. Some of the units at street level could be live/work units, accommodating some art related businesses (see figure 51 for illustration).

Figure 46
DIAGRAM SHOWING
BUILDING HEIGHTS



02 BURR STREET		TOWN HOUSES			COURTYARD HOUSES		MAISONETTE		HOUSES	APARTMENTS			APTMENTS	UNITS
	PLOT AREA (m ²)	3 BEDROOM	4 BEDROOM	TOTAL	3 BEDROOM	TOTAL	3 BEDROOM	TOTAL	TOTAL	1 BEDROOM	2 BEDROOM	3 BEDROOM	TOTAL	TOTAL
PLOT A	1110	0	0	0	0	0	0	0	0	8	4	4	16	16
PLOT B	5730	7	24	31	0	0	5	5	36	15	6	6	27	63
TOT	6840	7	24	31	0	0	5	5	36	23	10	10	43	79

03 DUKE STREET (L&S)		TOWN HOUSES			COURTYARD HOUSES		MAISONETTE		HOUSES	APARTMENTS			APTMENTS	UNITS
	PLOT AREA (m ²)	3 BEDROOM	4 BEDROOM	TOTAL	3 BEDROOM	TOTAL	3 BEDROOM	TOTAL	TOTAL	1 BEDROOM	2 BEDROOM	3 BEDROOM	TOTAL	TOTAL
TOT	2960	6	11	17	0	0	2	2	19	6	6	0	12	31

Figure 47
TABLE SHOWING
UNIT NUMBERS AND
TYPOLOGIES

5.0 ILLUSTRATIVE MASTERPLAN

Figure 48
DIAGRAM SHOWING
BUILDING TYPOLOGIES



The site also incorporates a new pedestrian route, connecting Burr Street and Duke Street, improving permeability through the site and increasing linkages to the surrounding area.

This route is overlooked by the surrounding houses, the configurations for which are rotated to front onto it. This route and all others benefit from active frontage of the surrounding buildings, avoiding possible security and anti-social behavioural issues.

Car Park Strategy

Car parking spaces are mainly provided within courtyards.

The Masterplan provides for an overall car parking ratio of 0.55 allocated spaces/unit which is considered acceptable given the proximity of the train station and bus interchange. Priority for parking within the curtilage of the development should be given to the 3/4 bedroom units as it is most sensible for them to have a parking provision.

5.0

Figure 49
TABLE OF CAR PARK
RATIO IN THE SITE

02 BURR STREET CAR PARK RATIO					
PLOT	ALLOCATED PARKING SPACES	UNDERCROFT PARKING SPACES	COURTYARD HOUSE SPACE	TOTAL	PARKING RATIO
PLOT A	8	0	0	8	0.50
PLOT B	11	0	0	11	0.17
TOT	19	0	0	19	0.24

03 DUKE STREET (L&S) CAR PARK RATIO					
	ALLOCATED PARKING SPACES	UNDERCROFT PARKING SPACES	COURTYARD HOUSE SPACE	TOTAL	PARKING RATIO
TOT	14	0	0	14	0.45

5.0 ILLUSTRATIVE MASTERPLAN

5.0



.....
Figure 50
VIEW OF THE EAST
VILLAGE BEFORE



.....
Figure 51
VIEW OF THE EAST
VILLAGE AFTER

5.0 ILLUSTRATIVE MASTERPLAN

Charles Street (Site 4)

Site 04 is located to the north of the study area in a much quieter, suburban area of High Town Road and is characterised by low-rise residential housing.

The housing typologies proposed within the site are a mix of three and four bedroom townhouses at a density of 59 units/ha in order to complement the surrounding context.

The proposed layout of the development is a looping cluster of houses with parking located in designated areas at the corners of the site.

The looping configuration of the houses promotes a high level of natural surveillance, facilitating the access and minimising the likelihood of security issues.

The properties also benefit from larger gardens compared to those houses located closer to the train and bus stations.

Figure 52
DIAGRAM SHOWING
BUILDING HEIGHTS



5.0

04 CHARLES STREET		TOWN HOUSES			COURTYARD HOUSES		MAISONETTE		HOUSES	APARTMENTS			APTMENTS	UNITS
	PLOT AREA (m ²)	3 BEDROOM	4 BEDROOM	TOTAL	3 BEDROOM	TOTAL	3 BEDROOM	TOTAL	TOTAL	1 BEDROOM	2 BEDROOM	3 BEDROOM	TOTAL	TOTAL
TOT	6820	20	20	40	0	0	0	0	40	0	0	0	0	40

Figure 53
TABLE SHOWING
UNIT NUMBERS AND
TYPOLOGIES

5.0 ILLUSTRATIVE MASTERPLAN

5.0

Figure 54
DIAGRAM SHOWING
BUILDING TYPOLOGIES



- 3BED COURTYARD HOUSE
- 4BED TOWNHOUSE
- 3BED TOWNHOUSE
- 3BED MAISONETTE
- 3BED APARTMENT
- 2BED APARTMENT
- 1BED APARTMENT

Car Park Strategy

All townhouses within the site have one allocated parking space, located within the courtyards at the corners of the development site.

Overall the ratio of car parking is 1 space/unit which is higher than those sites located closer to the station.

04 CHARLES STREET CAR PARK RATIO					
	ALLOCATED PARKING SPACES	UNDERCROFT PARKING SPACES	COURTYARD HOUSE SPACE	TOTAL	PARKING RATIO
TOT	40	0	0	40	1.00

Figure 55
TABLE OF CAR PARK
RATIO IN THE SITE

5.0 ILLUSTRATIVE MASTERPLAN

Wenlock Street (Site 5)

Site 05 is located to the west of the High Street and is formed of two small sub-sites (5A and 5B) whose redevelopment would address issues regarding the lack of surveillance from inactive building frontages along existing routes, connecting High Town Road and Wenlock Street by improving safety and security, especially after daylight hours.

The mix of housing typologies ranges from 84% apartments situated along Wenlock Street and 16% houses along Albion Road. The overall density is 71 units/ha, which is appropriate considering the densities of surrounding properties.

The proposed apartment block within sub-site 5B on Wenlock Street will retain the existing surgery facility at ground floor level.

The houses proposed within sub-site 5A will front onto Albion Road, providing much needed surveillance over the street which leads to the Walter Wright Hat Factory and is currently characterised by the backs of residential gardens and high fences.

Figure 56
DIAGRAM SHOWING
BUILDING HEIGHTS



05 WENLOCK STREET		TOWN HOUSES			COURTYARD HOUSES		MAISONETTE		HOUSES	APARTMENTS			APTMENTS	UNITS
	PLOT AREA (m ²)	3 BEDROOM	4 BEDROOM	TOTAL	3 BEDROOM	TOTAL	3 BEDROOM	TOTAL	TOTAL	1 BEDROOM	2 BEDROOM	3 BEDROOM	TOTAL	TOTAL
PLOT A	660	0	3	3	0	0	0	0	3	0	0	0	0	3
PLOT B	2700	0	1	1	0	0	0	0	1	9	8	3	20	21
TOT	3360	0	4	4	0	0	0	0	4	9	8	3	20	24

Figure 57
TABLE SHOWING
UNIT NUMBERS AND
TYPOLOGIES

5.0 ILLUSTRATIVE MASTERPLAN

5.0

Figure 58
DIAGRAM SHOWING
BUILDING TYPOLOGIES



- 3BED COURTYARD HOUSE
- 4BED TOWNHOUSE
- 3BED TOWNHOUSE
- 3BED MAISONETTE
- 3BED APARTMENT
- 2BED APARTMENT
- 1BED APARTMENT

Car Park Strategy

Car parking spaces are mainly provided within courtyards.

The Masterplan provides for an overall car parking ratio of 0.57 allocated spaces/unit which is considered acceptable given the proximity of the train station and bus interchange. Priority for parking within the curtilage of the development should be given to the 3/4 bedroom units as it is most sensible for them to have a parking provision.

05 WENLOCK STREET CAR PARK RATIO					
PLOT	ALLOCATED PARKING SPACES	UNDERCROFT PARKING SPACES	COURTYARD HOUSE SPACE	TOTAL	PARKING RATIO
PLOT A	0	0	0	0	0.00
PLOT B	10	0	0	10	0.48
TOT	10	0	0	10	0.42

Figure 59
TABLE OF CAR PARK
RATIO IN THE SITE

5.0 ILLUSTRATIVE MASTERPLAN



.....
Figure 61
ROUTE CONNECTING
HIGH TOWN ROAD AND
WENLOCK STREET BEFORE



.....
Figure 60
VIEW OF THE LINK
BETWEEN THE HIGH
STREET AND WENLOCK
STREET AFTER



5.0 ILLUSTRATIVE MASTERPLAN

Brunswick Street (Site 6)

The site is located on the northern edge of the East Village, adjacent to Barnfield College and the local Community Centre.

5.0

A range of residential typologies are proposed for Site 06, comprising a mix of apartments (80%) and houses (20%) facing York Street, Back Street and Brunswick Street. The overall density is 130 units/ha, efficiently exploiting a number of brownfield sub-sites.

The high percentage of apartments compared to houses is due to the fact that the site is largely fragmented and therefore the development of townhouses has been limited. In terms of heights though the site layout shows lower heights (mostly two and three storey buildings with a four storey exception) in accordance with its location further away from the train and bus stations.

Sub-site 6A has a large footprint and therefore allows for a generous perimeter block development with designated car parking located centrally in the courtyard.

Sub-site 6B proposes a pair of maisonette terraces, framing the new public space within Wenlock Square.

Figure 62
DIAGRAM SHOWING
BUILDING HEIGHTS



06 BRUNSWICK STREET		TOWN HOUSES			COURTYARD HOUSES		MAISONETTE		HOUSES	APARTMENTS			APTMENTS	UNITS
PLOT	PLOT AREA (m ²)	3 BEDROOM	4 BEDROOM	TOTAL	3 BEDROOM	TOTAL	3 BEDROOM	TOTAL	TOTAL	1 BEDROOM	2 BEDROOM	3 BEDROOM	TOTAL	TOTAL
PLOT A	4600	0	0	0	4	4	2	2	6	22	18	14	54	60
PLOT B	1400	0	0	0	0	0	6	6	6	3	6	3	12	18
PLOT C	700	0	0	0	0	0	0	0	0	6	3	3	12	12
PLOT D	3200	9	4	13	0	0	0	0	13	3	6	17	26	39
TOT	9900	9	4	13	4	4	8	8	25	34	33	37	104	129

Figure 63
TABLE SHOWING
UNIT NUMBERS AND
TYPOLOGIES

5.0 ILLUSTRATIVE MASTERPLAN

5.0

Figure 64
DIAGRAM SHOWING
BUILDING TYPOLOGIES



The apartment blocks are predominantly three storeys high with some four storey blocks located at plot corners. Some of the units proposed at ground floor level could be live/work units, accommodating some art related businesses.

All surrounding routes benefit from increased levels of building frontage and therefore are adequately overlooked to minimise any potential security issues.

Car Park Strategy

Car parking spaces are mainly provided within courtyards.

The courtyard houses incorporate off-street parking within the building footprint.

The Masterplan provides for an overall car parking ratio of 0.55 allocated spaces/unit which is considered acceptable given the proximity of the train station and bus interchange. Priority for parking within the curtilage of the development should be given to the 3/4 bedroom units as it is most sensible for them to have a parking provision.

06 BRUNSWICK STREET CAR PARK RATIO					
PLOT	ALLOCATED PARKING SPACES	UNDERCROFT PARKING SPACES	COURTYARD HOUSE SPACE	TOTAL	PARKING RATIO
PLOT A	48	0	4	48	0.80
PLOT B	0	0	0	0	0.00
PLOT C	9	0	0	9	0.75
PLOT D	0	0	0	0	0.00
TOT	57	0	4	57	0.44

Figure 65
TABLE OF CAR PARK
RATIO IN THE SITE

5.0 ILLUSTRATIVE MASTERPLAN

Dudley Street (Site 7)

This site is located in the Old Bedford Road block, an area in which the majority of proposals for new apartment blocks have already been approved.

5.0

In keeping with the surrounding context, the housing typologies comprise 100% apartments. The density is 180 units/ha which is characteristic of the average densities of the surrounding residential developments on the block.

The proposed development within Site 07 is four storeys high on the north side which faces onto Dudley Street while the rest of the development is three storeys tall, all surrounding and internal parking court. These heights are less than the surrounding developments which have an average height of five storeys.

As well as facilitating access directly from the street, some of the apartment cores are accessed via the central parking court that is overlooked by the surrounding residences, promoting a sense of surveillance and security.

Figure 66
DIAGRAM SHOWING
BUILDING HEIGHTS



07 DUDLEY STREET		TOWN HOUSES			COURTYARD HOUSES		MAISONETTE		HOUSES	APARTMENTS			APTMENTS	UNITS
	PLOT AREA (m ²)	3 BEDROOM	4 BEDROOM	TOTAL	3 BEDROOM	TOTAL	3 BEDROOM	TOTAL	TOTAL	1 BEDROOM	2 BEDROOM	3 BEDROOM	TOTAL	TOTAL
TOT	1500	0	0	0	0	0	0	0	0	11	10	6	27	27

Figure 67
TABLE SHOWING
UNIT NUMBERS AND
TYPOLOGIES

5.0 ILLUSTRATIVE MASTERPLAN

Figure 68
DIAGRAM SHOWING
BUILDING TYPOLOGIES



- 3BED COURTYARD HOUSE
- 4BED TOWNHOUSE
- 3BED TOWNHOUSE
- 3BED MAISONETTE
- 3BED APARTMENT
- 2BED APARTMENT
- 1BED APARTMENT

Car Park Strategy

Car parking spaces are mainly provided within courtyards.

The Masterplan provides for an overall car parking ratio of 0.55 allocated spaces/unit which is considered acceptable given the proximity of the train station and bus interchange. Priority for parking within the curtilage of the development should be given to the 3/4 bedroom units as it is most sensible for them to have a parking provision.

5.0

07 DUDLEY STREET CAR PARK RATIO					
	ALLOCATED PARKING SPACES	UNDERCROFT PARKING SPACES	COURTYARD HOUSE SPACE	TOTAL	PARKING RATIO
TOT	20	0	0	20	0.74

Figure 69
TABLE OF CAR PARK
RATIO IN THE SITE

5.0 ILLUSTRATIVE MASTERPLAN

5.0

Concorde Street (Site 8) and Hitchin Road (Site 9)

These two sites are located on the edge of the East Village, both fronting onto Hitchin Road which is one of the primary north-south axes of High Town.

Sites 8 and 9 are more distant from the local public transport stations than many of the other potential development sites. This distance is reflected in the chosen mix of accommodation typologies which is 50% apartments and 50% housing.

Similarly, this has an effect on the housing densities which are 82 units/ha for Site 08 and 57 units/ha for Site 09. This lower density is reflective of the increased distance away from the bus and train stations.

The layout of plot 9 incorporates the existing access route to the Irish Forum site.

Figure 70
DIAGRAM SHOWING
BUILDING HEIGHTS



08 CONCORDE STREET		TOWN HOUSES			COURTYARD HOUSES		MAISONETTE		HOUSES	APARTMENTS			APTMENTS	UNITS
	PLOT AREA (m ²)	3 BEDROOM	4 BEDROOM	TOTAL	3 BEDROOM	TOTAL	3 BEDROOM	TOTAL	TOTAL	1 BEDROOM	2 BEDROOM	3 BEDROOM	TOTAL	TOTAL
TOT	2810	0	6	6	0	0	1	1	7	4	8	4	16	23

09 HITCHIN ROAD		TOWN HOUSES			COURTYARD HOUSES		MAISONETTE		HOUSES	APARTMENTS			APTMENTS	UNITS
	PLOT AREA (m ²)	3 BEDROOM	4 BEDROOM	TOTAL	3 BEDROOM	TOTAL	3 BEDROOM	TOTAL	TOTAL	1 BEDROOM	2 BEDROOM	3 BEDROOM	TOTAL	TOTAL
TOT	1590	0	0	0	0	0	9	9	9	0	0	0	0	9

Figure 71
TABLE SHOWING
UNIT NUMBERS AND
TYPOLOGIES

5.0 ILLUSTRATIVE MASTERPLAN

Figure 72
DIAGRAM SHOWING
BUILDING TYPOLOGIES



- 3BED COURTYARD HOUSE
- 4BED TOWNHOUSE
- 3BED TOWNHOUSE
- 3BED MAISONETTE
- 3BED APARTMENT
- 2BED APARTMENT
- 1BED APARTMENT

Car Park Strategy

Car parking spaces are mainly provided within courtyards.

The Masterplan provides for an overall car parking ratio of 0.55 allocated spaces/unit which is considered acceptable given the proximity of the train station and bus interchange. Priority for parking within the curtilage of the development should be given to the 3/4 bedroom units as it is most sensible for them to have a parking provision.

5.0

08 CONCORDE STREET CAR PARK RATIO					
	ALLOCATED PARKING SPACES	UNDERCROFT PARKING SPACES	COURTYARD HOUSE SPACE	TOTAL	PARKING RATIO
TOT	12	0	0	12	0.52

09 HITCHIN ROAD CAR PARK RATIO					
	ALLOCATED PARKING SPACES	UNDERCROFT PARKING SPACES	COURTYARD HOUSE SPACE	TOTAL	PARKING RATIO
TOT	9	0	0	9	1.00

Figure 73
TABLE OF CAR PARK
RATIO IN THE SITE

5.0 ILLUSTRATIVE MASTERPLAN

5.0

5.4 Overall area schedule

The total number of residential units achieved when the Masterplan is fully implemented is about 600 (598). In addition, over 200 additional new units are already under construction/approved within the Masterplan boundary. This total is in line with Policy LP10 of the LLP 2011-2031 which prescribes that High Town can accommodate around 750 new residential units.

The overall density of the Masterplan is 115 units/ha, which is slightly higher than the existing Victorian block density of approximately 75-80 units/ha and the density of the Masterplan in the Design Codes for the East Village of between 80-90 units/ha.

This increase in density is allowed by the introduction of a better mix of residential typologies that makes a more efficient use of the development sites without compromising the scale and character of High Town.

Figure 74
RESIDENTIAL
DEVELOPMENTS
APPROVED/ UNDER
CONSTRUCTION NOT
INCLUDED IN THE
MASTERPLAN

DEVELOPMENTS APPROVED / IN CONSTRUCTION	no. of storeys	no. of apartments
1 Duke Street (built)	4	4
19 Hitchin Road (built)	3	12
Walters Yard (Wenlock St)	2	8
144 Midland Road	9	48
6 Old Bedford Road	3	39
Drill Hall (Old Bedford Rd)	5	80
61 Dudley Street	5	52
41 Dudley Street (stu. accom.)	5	33

Figure 75
TOTAL NUMBER OF
UNITS AND BREAKDOWN
OF RESIDENTIAL
TYPOLOGIES

TOT AREA	3 BED TH	4BED TH	TOT TOWNHOUSES	3 BED CH	TOT COURTYARDS	TOT MAISONETTES	TOT HOUSES	1 BEDS	2 BEDS	3 BEDS	TOT FLATS	TOT
52130	62	84	146	15	15	26	187	158	132	121	411	598
							31	0	32	29	69	
							%	%	%	%	%	

5.5 Car parking strategy for new residential developments

The Local Plan sets maximum levels of car parking for broad classes of development as part of a package of measures to promote sustainable travel choices. For residential developments the standards are as follows:

- 1 bedroom – 1 space per dwelling
- 2/3 bedrooms – 2 spaces per dwelling
- 4+ bedrooms – 3 spaces per dwelling

In highly accessible areas, particularly town centres where services are readily accessible by walking, cycling or public transport, the amount of car parking can be restricted to levels below the maximum standards. This can even extend to car free developments for the most accessible sites and where appropriate travel planning measures are adopted.

Based on the location, type of unit and above standards, an assessment has been made of the preferred parking standards for the nine development sites. These are summarised in Figure 76.

The average ratio of 0.55 is considered to be low but acceptable as a starting point due to the proximity of the town centre, rail station and bus interchange. The allocation of spaces will need

to be assessed for each site as the details of development emerge but priority should be given to the 3 or 4 bedroom units. However, the situation will need to be monitored and reviewed on a regular basis to ensure the basic objectives are being met. In general, the expectation for the future would be that as many residents as possible choose not to own a car, but much will depend on the adoption of appropriate and robust travel planning principles. In particular, the adoption of a car club for the High Town area should be seen as a high priority building on the current scheme operated in the town centre. It could then grow in scale and location in line with the development of the key sites.

House Block	Houses	Apartments	Total Units	Car Parks	Parking to Unit (PU) ratio
1 MIDLAND ROAD	47	189	236	147	0.62
2 BURR STREET	36	43	79	19	0.24
3 DUKE STREET	19	12	31	14	0.45
4 CHARLES STREET	40	0	40	40	1.00
5 WENLOCK STREET	4	20	24	10	0.42
6 BRUNSWICK STREET	25	104	129	57	0.44
07 DUDLEY STREET	0	27	27	20	0.74
08 CONCORDE STREET	7	16	23	12	0.52
09 HITCHIN ROAD	9	0	9	9	1.00
Total	187	411	598	328	0.55

Figure 76
RESIDENTIAL CAR PARK
RATIO FOR EACH BLOCK

5.0 ILLUSTRATIVE MASTERPLAN

5.6 Car Parking Strategy for High Town

The focus of the above section of the Masterplan is related to the parking needs of new developments. However, this is only part of the overall supply of facilities in High Town that comprises a mixture of on-street spaces, public off-street and private off-street (residential and business use). Decisions regarding any of these facilities are likely to have an impact on the others.

Any shortfall in parking facilities for new residential developments is likely to place demands on the on-street and public off-street facilities. An assessment has, therefore, been made on the current supply and demand for both these facilities using a combination of parking tickets sold and observations on site at various times of the day and week. This assessment has included some surveys of current usage of the facilities and these are referred to in the following paragraphs.

On-street parking

Overall, it is estimated that there are around 360 on-street spaces within the High Town area. These comprise a mix of pay and display, residents, loading and shared spaces.

The hours of operation for the majority of the area are Mon-Fri, 9am-5pm with the High Town Road area being Mon-Sat, 8am-6pm. Outside of these hours, most of the streets are covered by single yellow lines which provide further opportunities for parking in the evenings and at weekends.

It is clear from the above, therefore, that the capacity of the on-street spaces varies between times of the day, day of the week and type of space/user. It is also clear from the surveys undertaken in February 2015 that there is a wide variation in the demand for spaces between different areas and different times of the day and days of the week.

Nevertheless, in overall terms the results indicate the following:

- Monday 23rd February (2pm to 330pm) – 125 spaces occupied (35% of the total available)
- Tuesday 24th February (7pm to 830pm) – 239 spaces occupied (67% of the total available)
- Saturday 28th February (930am to 11am) – 241 space occupied (68% of the total)

In some areas (e.g. North Street/Cobden Road) there is plenty of spare capacity during the day on a weekday but very little in the evenings or weekends. In other areas (e.g. Brunswick Street/Taylor Street) there is spare capacity in the evenings and at weekends due to it being made up of predominantly commercial uses.

Off-street parking

It is considered that the multi-storey car park at the station is unlikely to be an option for the general parking requirements of the High Town and it has, therefore, been excluded from the assessment. For the remaining car parks there are currently around 264 spaces available in a total of seven sites.

Two of these (Hitchin Road and Taylor Street) are used by LBC staff that are allocated permits, 18 spaces in Hitchin Road and 58 spaces in Taylor Street. Taylor Street is also used as an overflow car park for some staff that have permits for Crawley Road and Vicarage Street car parks.



5.0

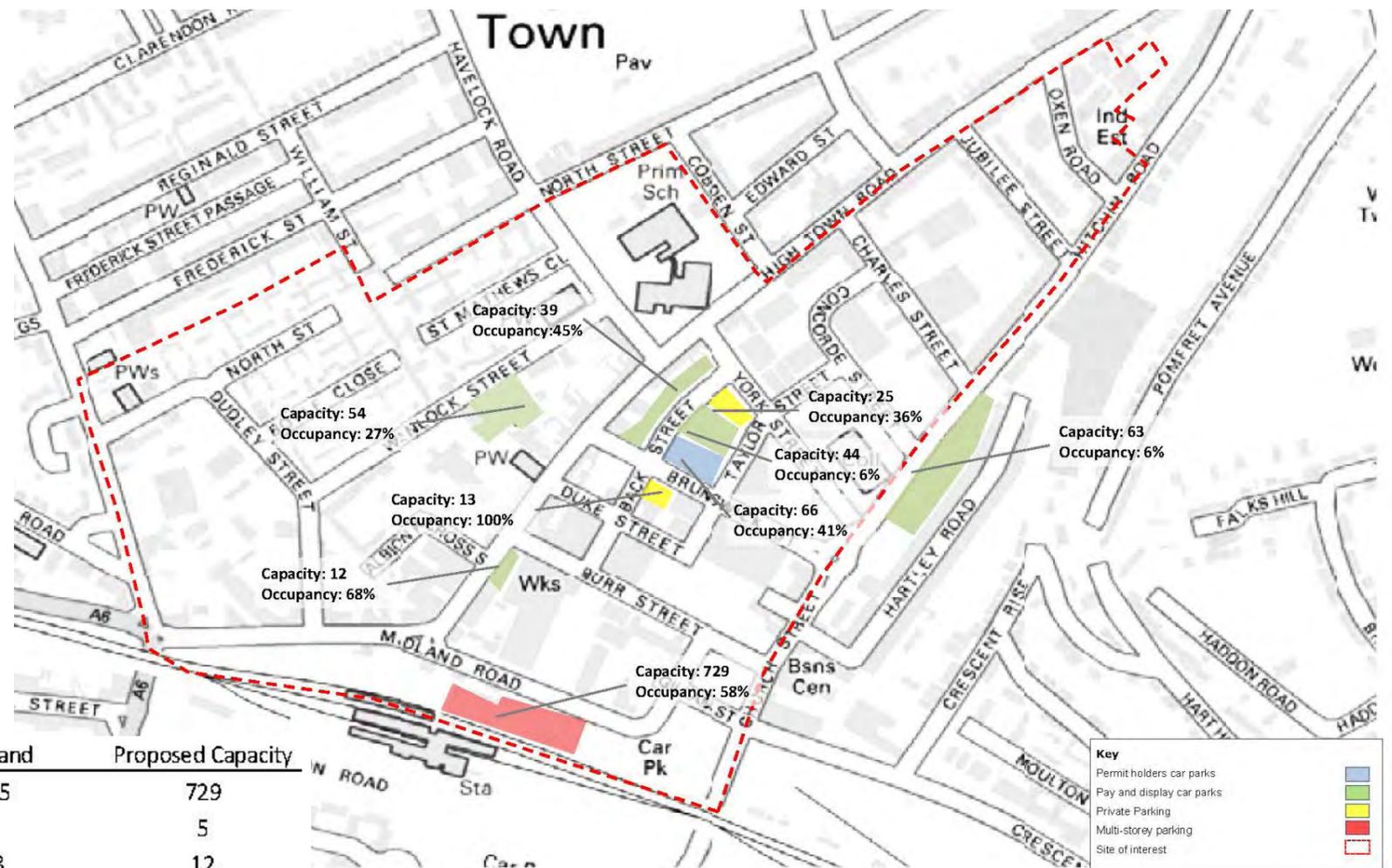
5.0 ILLUSTRATIVE MASTERPLAN

5.0

The seven car parks were included in our recent survey and the results indicate the following:

- Monday 23rd February (2pm to 330pm) – 100 spaces occupied (38% of the total available)
- Tuesday 24th February (7pm to 830pm) – 22 spaces occupied (8% of the total available)
- Saturday 28th February (930am to 11am) – 34 spaces occupied (13% of the total available)

From the above, it's clear that the off-street car parks display a very different pattern of usage from the on-street spaces due primarily to their use for commuter/commercial parking. Those closest to the High Town Road shopping area are well used during the day but those in the commercial area are virtually empty in the evenings or weekends.



Car Park	Capacity	Demand	Proposed Capacity
1. Multi-storey Car park	729	575	729
2. High Town Burr Street	13	8	5
3. Wenlock Street	39	18	12
4. Back Street	39	18	39
5. Taylor Street	44	3	0
6. Brunswick Street	66	27	0
7. Hitchin Road	63	4	0
8. Burr Street	0	0	10
9. Back Street South	0	0	10
Total	993	653	805

Figure 77
DEMAND AND CAPACITIES OF HIGH TOWN CAR PARKS

Figure 78
PARKING CAPACITIES AND OCCUPANCIES

5.0 ILLUSTRATIVE MASTERPLAN

Figure 79
CAR PARKS RETAINED,
REMOVED OR ADDED



Overall summary

Again in very broad terms, taking the combined capacities (621 spaces) and survey results for both on-street and off-street facilities, the results indicate the following:

- Monday 23rd February (2pm to 330pm) – 225 spaces occupied (36% of the total available)
- Tuesday 24th February (7pm to 830pm) – 261 spaces occupied (42% of the total available)
- Saturday 28th February (930am to 11am) – 275 spaces occupied (44% of the total available)

While the above would appear to suggest that there is spare capacity, the situation can vary significantly between areas and at different times of the day and week. As a result, a degree of caution needs to be applied in drawing any firm conclusions without further detailed assessment.

Furthermore, there is likely to be a loss of some of the off-street car parks to new developments with a predicted loss of some 208 spaces resulting in a future capacity of only 56 spaces. Some additional on-street spaces can be accommodated in the High Town area but these are unlikely to amount to much more than 50 spaces. The future overall capacity, therefore, becomes 463 spaces.

5.0

5.0 ILLUSTRATIVE MASTERPLAN

The adoption of an average parking to unit ratio of 0.55 is acceptable as a starting point but the situation should be subject to regular review. It is hoped that as many residents as possible choose not to own a car but much will depend on the adoption of appropriate and robust travel planning principles, in particular the adoption of a car club for the High Town area with incentives for residents at certain times of the day.

The provision of additional permits for residents and extensions to the zone is supported in principle but past experience suggests that not all residents sign up to such schemes. It would be necessary to consult before any schemes were introduced so the results are unpredictable.

Future development

Development will take place over a number of years so there will be opportunities to monitor conditions and review the strategy in light of conditions on the ground. However, sites are already being actively progressed (e.g. Hitchin Road/Gillam Street and Duke Street) where no car parking is being proposed. It will be necessary to keep a close watch on the impact of such developments as they are implemented, both in terms of car parking demand and car ownership.

As a result, it is recommended that in all future developments, a contribution is sought towards the following:

- Undertaking regular reviews of parking demand and supply (including surveys of car ownership)
- Implementing changes to the parking controls (including possible extensions to the residents permit scheme)
- Setting up and coordinating a framework Travel Plan for the area (including the introduction of a car club for the area)

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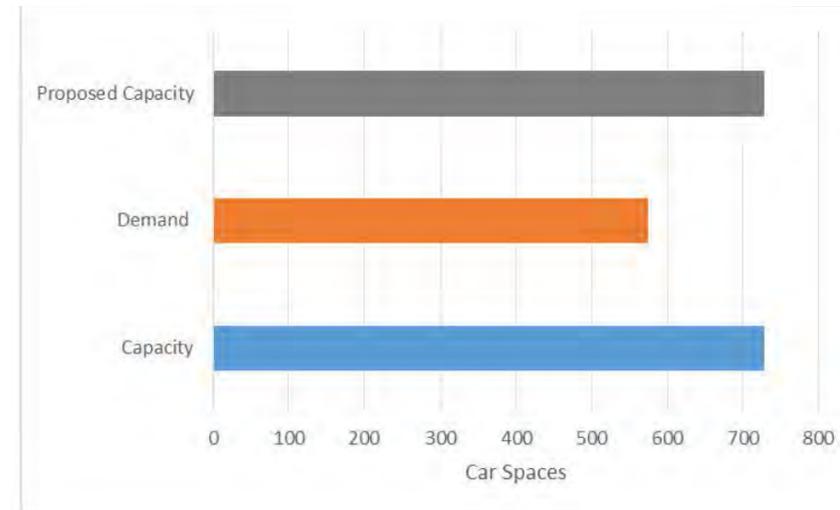


Figure 81
DEMAND AND CAPACITIES
OF MULTI-STOREY CAR
PARK

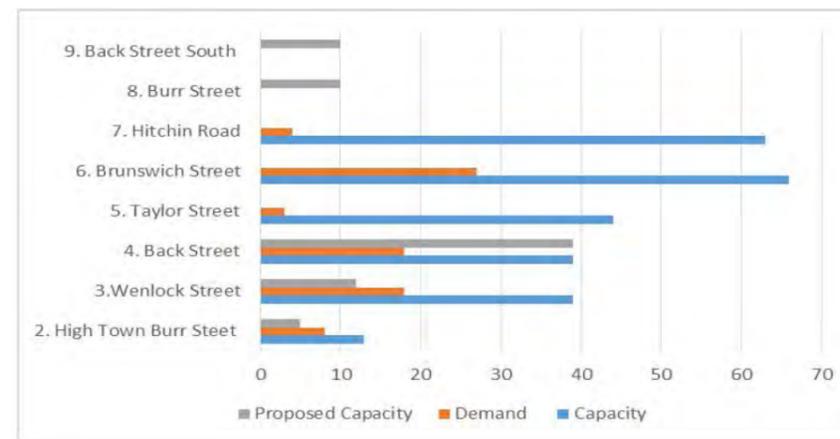
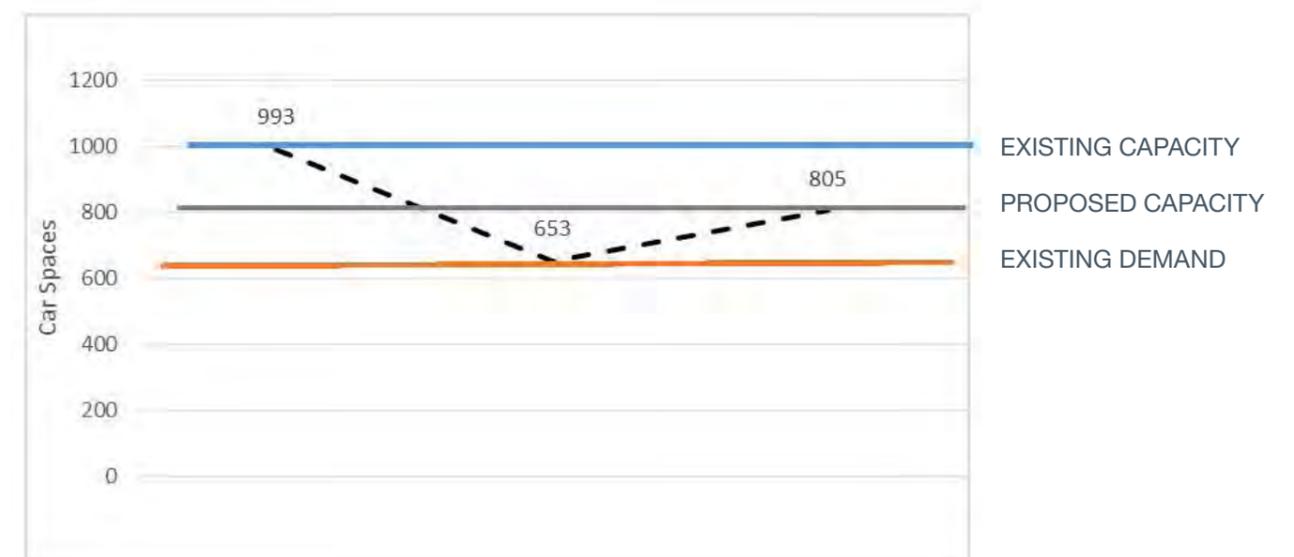


Figure 82
DEMAND AND CAPACITIES
OF SMALLER CAR PARKS

Figure 80
TOTAL DEMAND AND
CAPACITIES OF OFF-
STREET CAR PARKS



5.0 ILLUSTRATIVE MASTERPLAN

5.7 The Paths Estate

The Paths Estate was subject to a regeneration study by HTA in early 2014, which generated options for a minimum, medium and maximum intervention.

The masterplan principles and proposals acknowledge the initiatives and ideas promoted by the HTA report.

It was felt that the minimum intervention was appropriate at this time and a number of initiatives are being implemented, including improvements to the lighting (using LED which will be brighter and more cost efficient) in Berkeley Path.

Other improvements will follow as a programme is agreed with residents.

Amounting to around £1.4 million in total, the improvements include:

- CCTV installation at the entrances of the residential courts
- Residents to take ownership of neglected bits of land where appropriate
- Better signage
- Review access points and close up unnecessary gates
- Consider options to improve parking for residents
- Review use of square and other shared areas

Figure 84
HTA STUDY ON THE PATHS
ESTATE REGENERATION



Figure 83
IMAGES OF PATHS ESTATE
FROM WALKABOUT WITH
RESIDENTS ON NOVEMBER 2014



5.0 ILLUSTRATIVE MASTERPLAN

5.8 High Town Road

The approach to the design and improvements of key streets and spaces, but especially of High Town Road, is to help make the place more attractive and comfortable for users, but also retain its sense of vitality with a range of activities for the community and beyond.

High Town Spine:

Activity within the existing Masterplan area is naturally concentrated along High Town Road and there is potential to build on this to create a central hub of activity that would serve the local community and complement Luton Town Centre.

The street has many positive attributes including:

- Excellent transport connections due to the proximity of the bus and train stations;

- Rich architectural heritage with many high quality, listed and locally important buildings of historic importance.
- Large proportion of specialist and independent retailers offering more than the generic shopping experience

The Masterplan aims to build on these attributes by showcasing the character of the street, acting as a fitting central spine to the surrounding Conservation Area and building on the retail offer in order to create an accessible, vibrant and attractive place to live, work and visit.

A Place for People:

High Town Road is the main pedestrian gateway into the masterplan area and there is the potential to maximise the pedestrianised quality of the street by further encouraging traffic to use Hitchin Road to the east now that the inner ring road is open.

The location of the train station to the south of High Town Road means that the area benefits from excellent transport links and there is an opportunity to increase the attractiveness of High Town for potential visitors by improving the sense of arrival through the Masterplan development.

The smaller streets which branch off to the east and west would benefit from improved street frontage and improved surveillance as a result of the Masterplan while ensuring good links and safe access to the High Street for shoppers.

Through the use of shared space principles and the development of 'squares' along the length of the street, emphasis will be placed more on the experience of the pedestrian, minimising conflict with vehicles and promoting a safer place for people.



Figure 85
HIGH TOWN SPINE

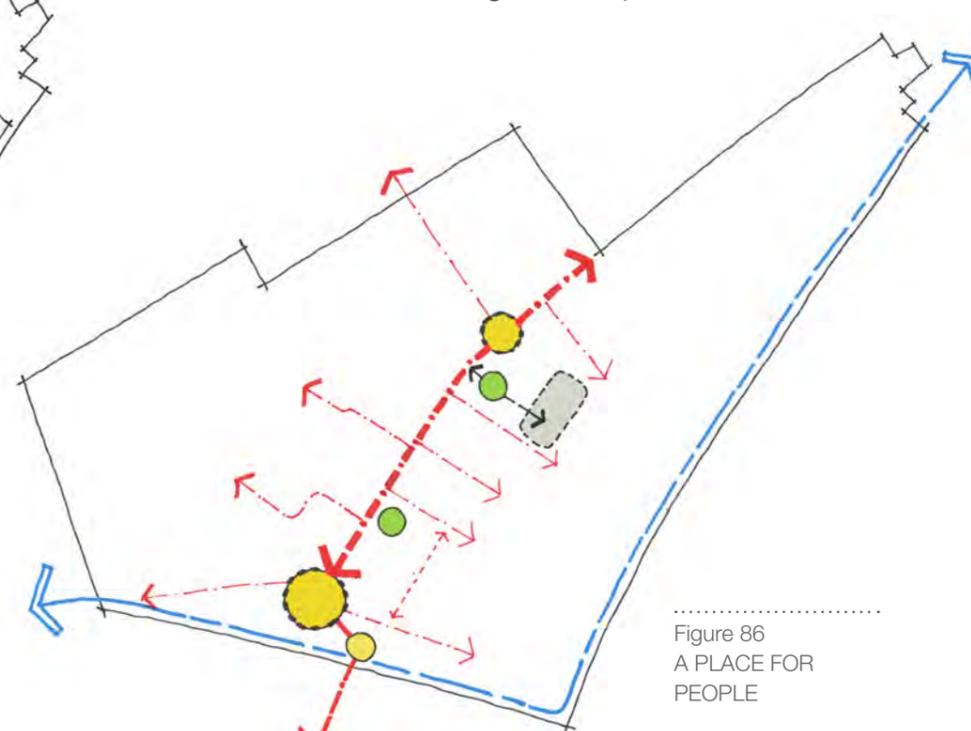


Figure 86
A PLACE FOR PEOPLE

Figure 87
VIEW ALONG HIGH TOWN
ROAD LOOKING SOUTH



5.0 ILLUSTRATIVE MASTERPLAN

Character and Charm:

The area is rich in character and charm specifically because of the great deal of heritage that exists as well as the strong architectural quality of the buildings. Some are listed or noted as buildings of importance including the Methodist Church and The Painters Arms, both of which contribute positively to the townscape and character of the street.

While many of these buildings are in need of care the Masterplan offers the opportunity for future development to build on this character and contribute to the historic setting while also increasing the retail offer of the street, offering new retail units with larger footprints, attractive to current food and retail needs and more inviting building facades.

By building on the bespoke and independent retail offer which currently exists as well as improving the public realm to support trader activity, the Masterplan will promote increased footfall into the area and the creation of a complementary offer to that available in Luton Town Centre.

Connections and Variety:

The Masterplan proposes a series of 'off street' spaces which offer variety and breaks along the long, linear High Street. With connections to a series of courtyards and small public spaces located along the length of High Town Road, the Masterplan enhances the existing street, supporting the new retail offer and encouraging people to move through the street using the proposed off street spaces as areas in which to rest and even congregate.

Links to new developments along the side-streets on either side of High Town Road are also facilitated with the new spaces located in such a manner as to reflect this pattern of connectivity, indicating safe and well overlooked spaces to transition from these areas to the main pedestrian friendly street.

A Green Place:

Despite the urbanity of the surroundings, High Town Road has good access to numerous areas of open space, especially the Peoples Park, located to the north of the High Town Road.

Along the side streets there are good views from High Town Road of Hart Hill to the east while Midland Road to the south benefits from the views of linear strands of mature London Plane trees.

Despite these positive attributes, High Town Road itself currently lacks the same greenness as its surroundings. The Masterplan will increase the number of trees and vegetation along the High Town Road, complementing the visual connections to the surrounding green spaces:

- People's Park
- Views east to Hart Hill
- Mature London Planes on Midland Road



Figure 88
CHARACTER AND
CHARM



Figure 89
CONNECTIONS
AND VARIETY

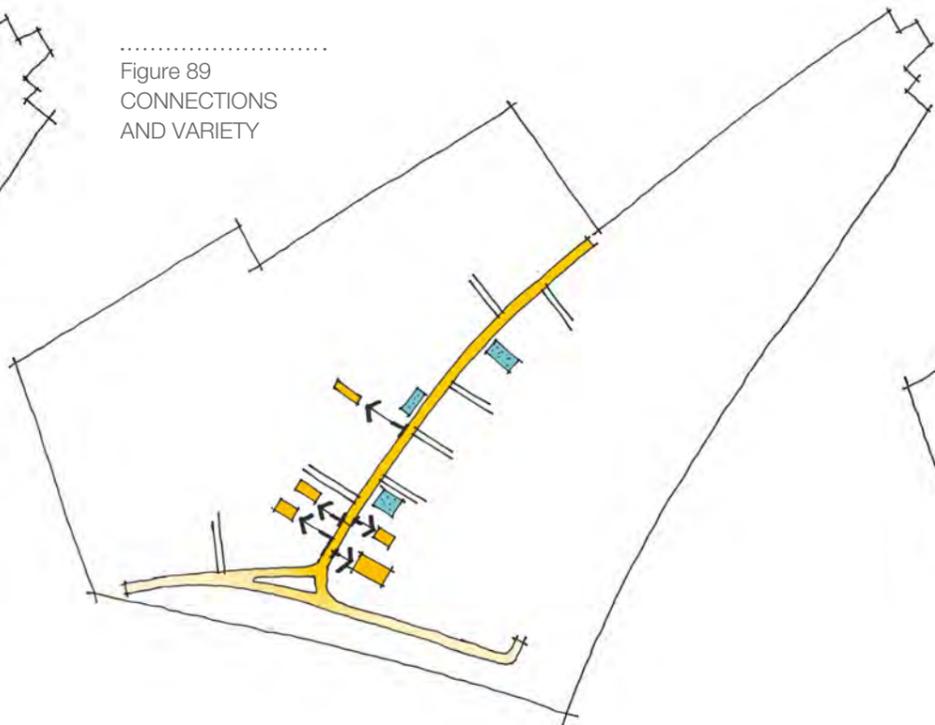


Figure 90
A GREEN PLACE



5.0 ILLUSTRATIVE MASTERPLAN

5.0

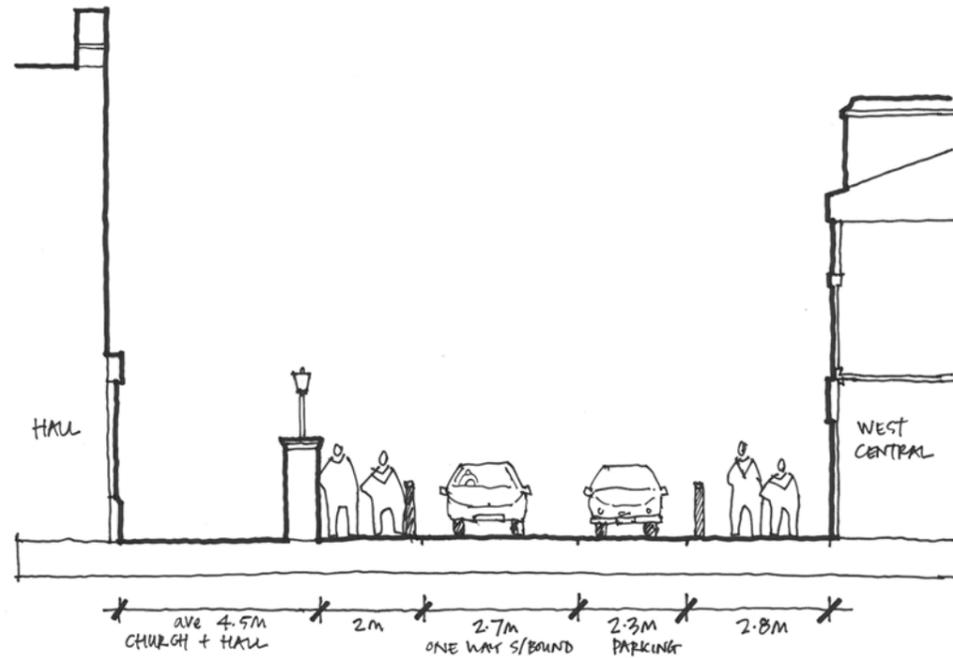


Figure 91
EXISTING SECTION AA AT
THE NORTHERN END OF
HIGH TOWN ROAD

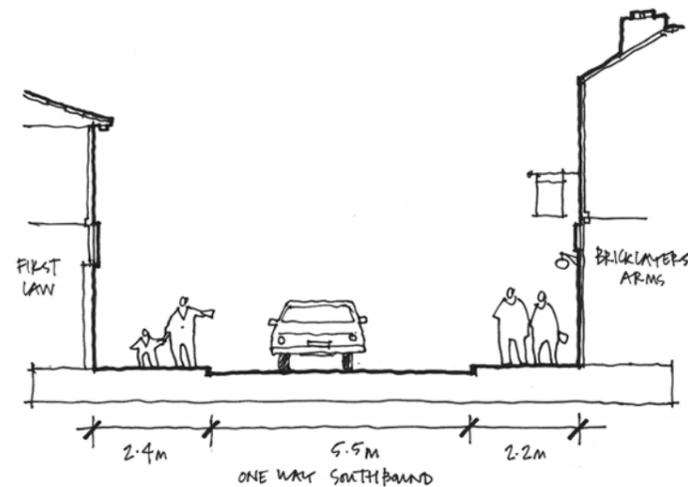


Figure 92
EXISTING SECTION BB AT
THE SOUTHERN END OF
HIGH TOWN ROAD



Existing Sections

Within the Masterplan area, the northern end of High Town Road is approximately 9-10m wide but appears wider due to the Church and Hall forecourt that runs along the edge of the street. There are also zones for on-street parking and loading bays.

The street surface and the footpaths are flush with poor delineation between pedestrian and vehicular areas other than bollards which line the street in some parts and lead to the existence of footway pinchpoints which is further aggravated by a plethora of street signage and wheelie bins along footways.



The southern end of the street is typically 10m wide with footpaths of reasonable width for the current volume of pedestrian movement. The carriageway is wide enough to support a single lane for traffic and a parking or loading bay as there is no on-street parking in this area. The bay could be designed as a shared footway box thereby increasing the area of footway when there are no vehicles present.

The appearance of the street is inconsistent and lacks uniformity, a feeling that is exacerbated by numerous drop kerbs and material changes along the length of the street.

5.0 ILLUSTRATIVE MASTERPLAN

Figure 93
CAR PARKING SPACES
ON HIGH TOWN ROAD



Existing Parking

The on-street car parking provision currently available along High Town Road comprises:

- 10 pay & display spaces (30 mins availability)
- 3 spaces which double as loading bays
- 1 dedicated loading bay
- 1 disabled parking space
- 3 permit only parking spaces
- 4 permit only or pay & display parking spaces

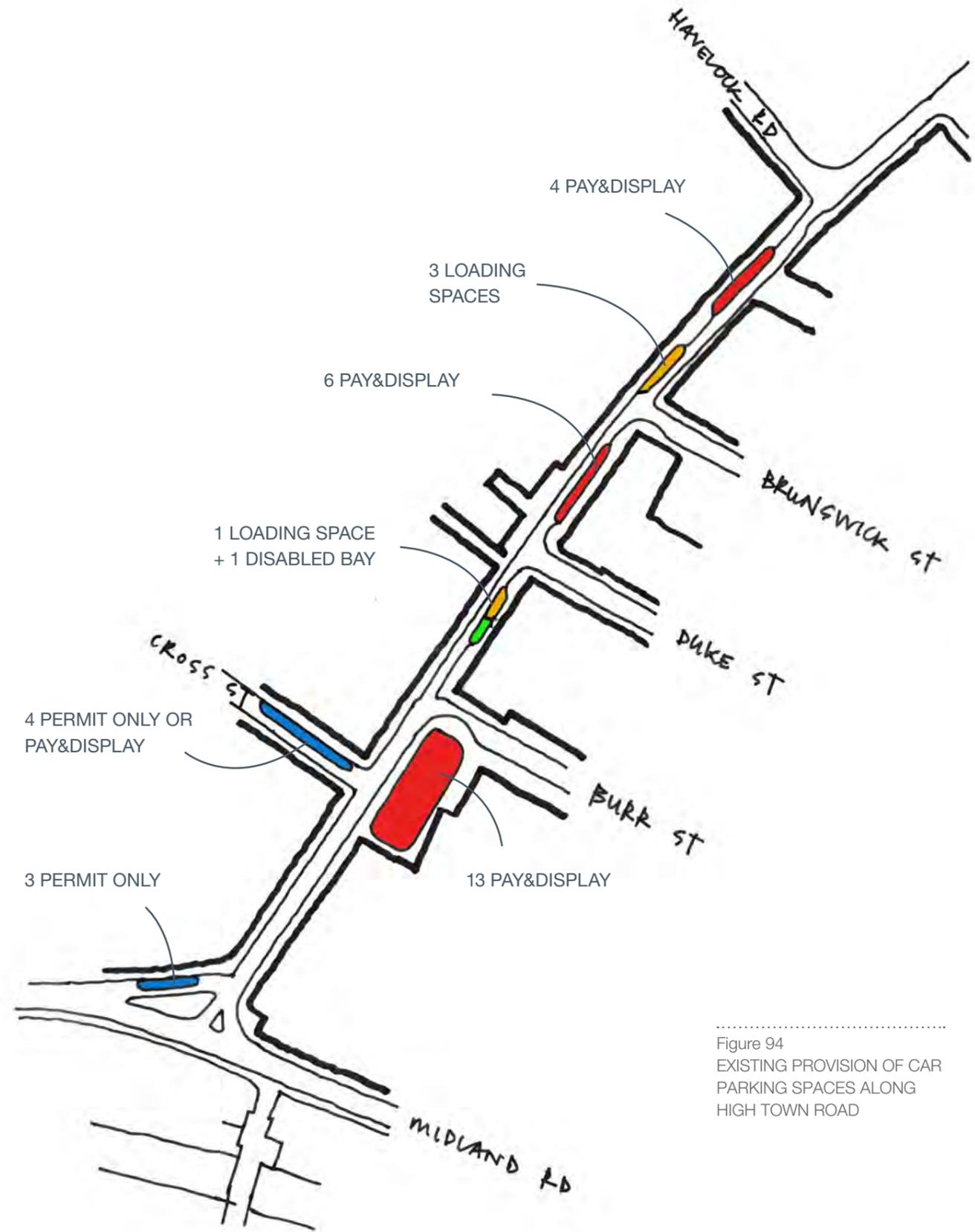


Figure 94
EXISTING PROVISION OF CAR
PARKING SPACES ALONG
HIGH TOWN ROAD

5.0 ILLUSTRATIVE MASTERPLAN

Design Principles

The main design principle for the regeneration of High Town Road is to create a 'working street' yet 'cultural street' by optimising the retail offer of independent, niche businesses that builds on the rich heritage that currently exists in the area.

By maintaining one-way southbound traffic as well as a limited amount of short term on-street parking and loading bays together with the creation of the 'squares', High Town Road will remain accessible to vehicles but will in turn become a much more pedestrian friendly area.

The sequence of shared spaces and public courtyards along the length of the street will allow for a flexible phased approach to the implementation of the improvements while minimising the overall effect on users of the street and maintaining and indeed improving connectivity to the rest of the masterplan area whilst simultaneously improving the opportunities for meeting places.

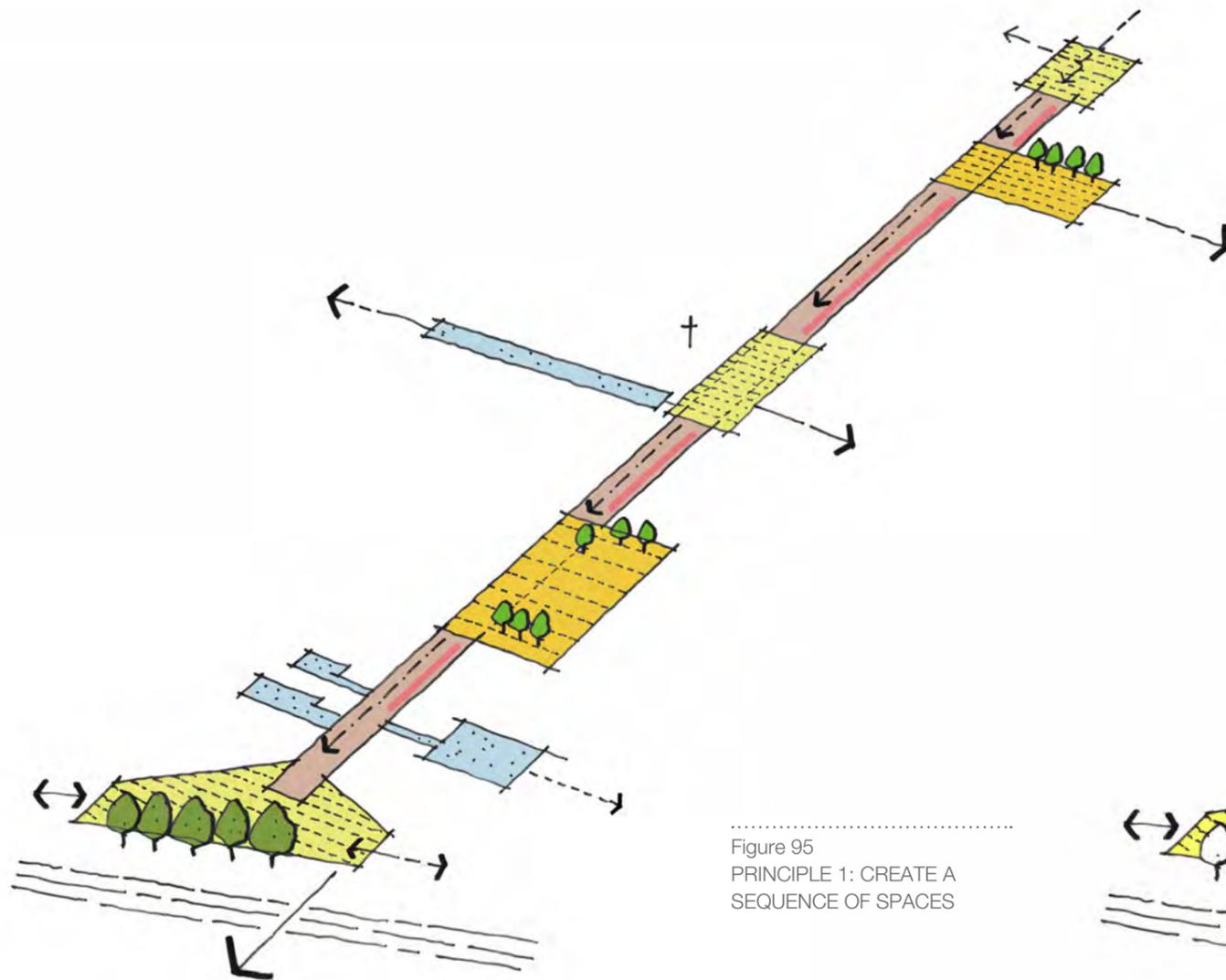


Figure 95
PRINCIPLE 1: CREATE A
SEQUENCE OF SPACES

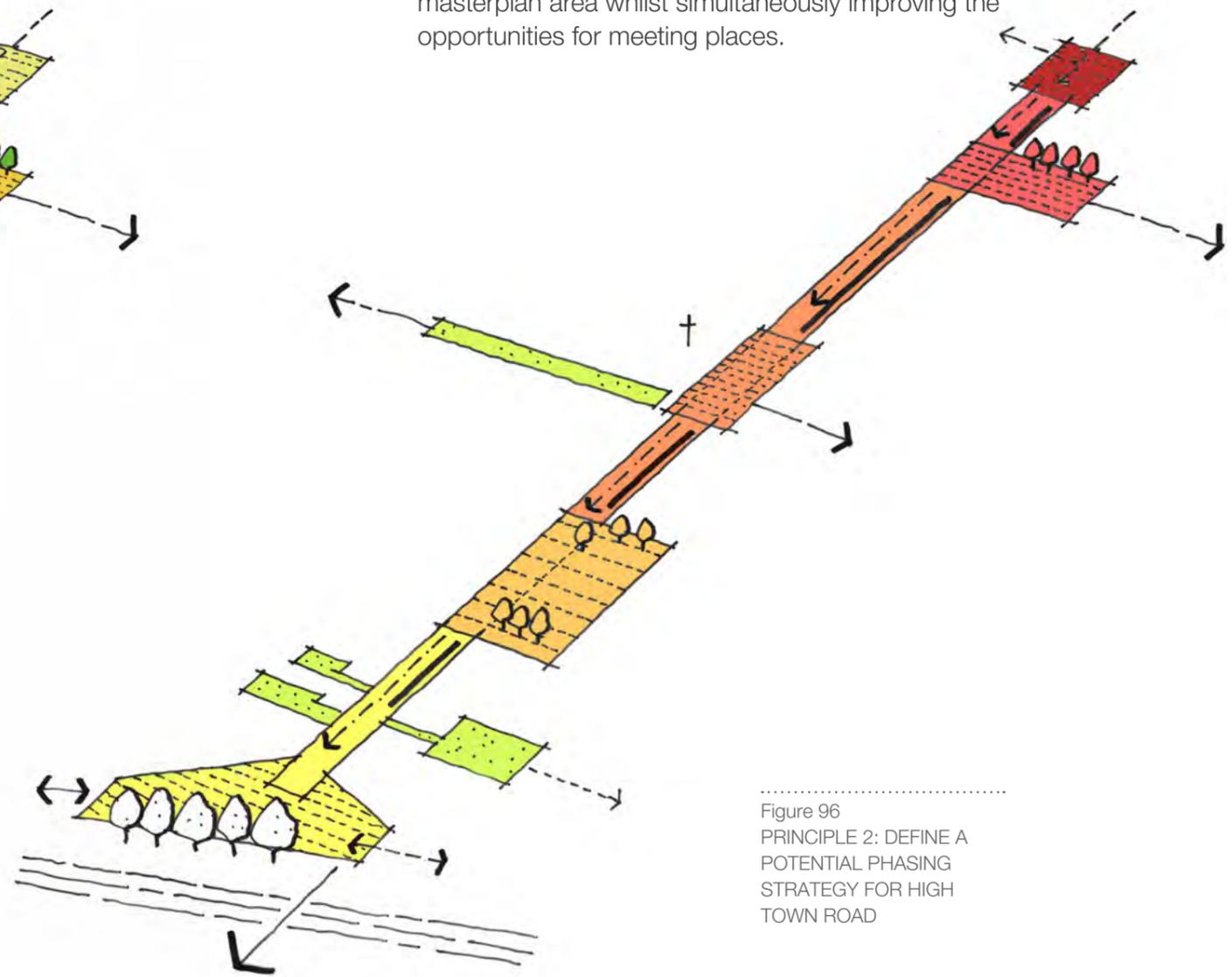


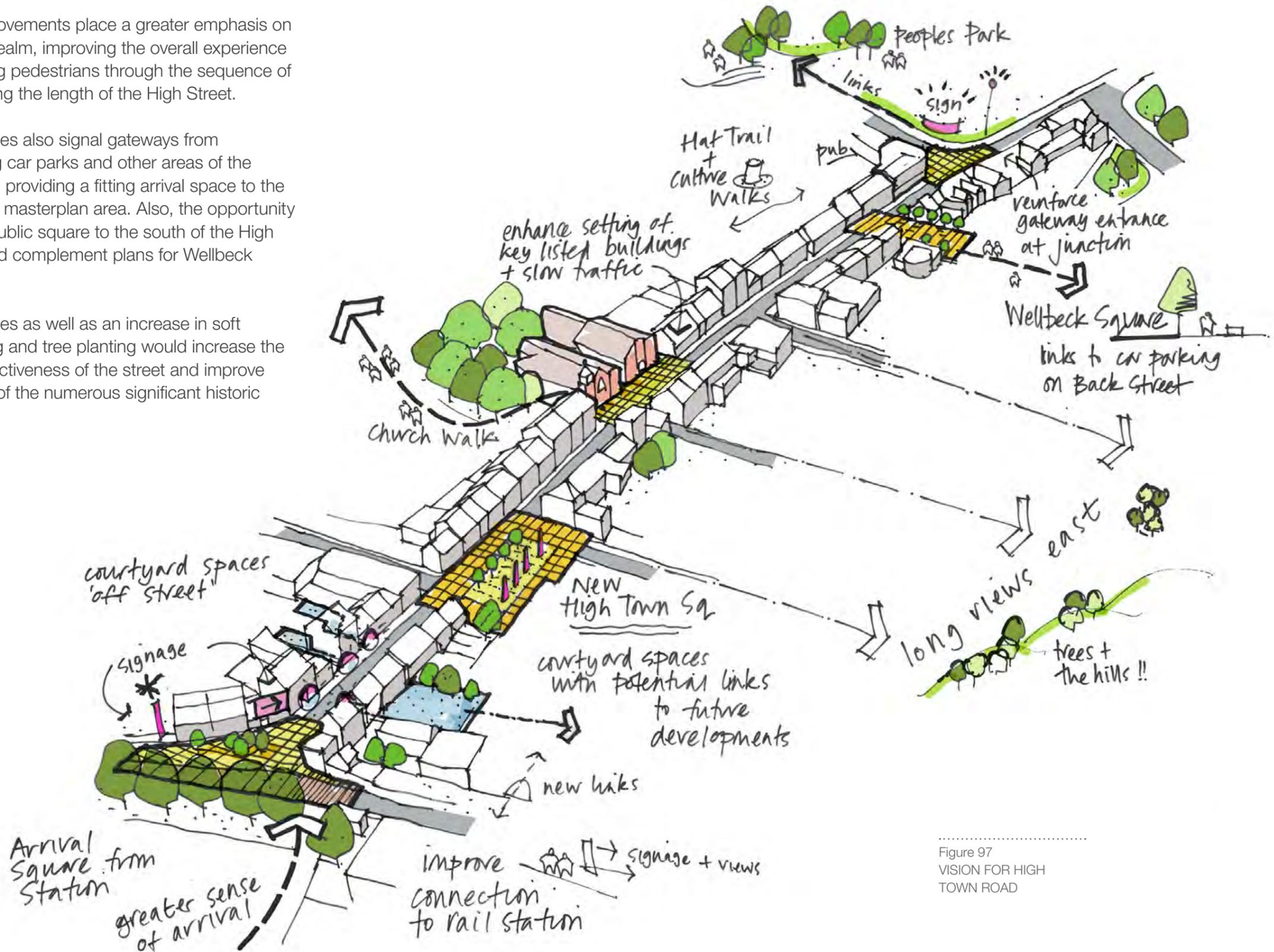
Figure 96
PRINCIPLE 2: DEFINE A
POTENTIAL PHASING
STRATEGY FOR HIGH
TOWN ROAD

5.0 ILLUSTRATIVE MASTERPLAN

These improvements place a greater emphasis on the public realm, improving the overall experience and drawing pedestrians through the sequence of spaces along the length of the High Street.

These spaces also signal gateways from surrounding car parks and other areas of the Masterplan, providing a fitting arrival space to the heart of the masterplan area. Also, the opportunity for a new public square to the south of the High Street would complement plans for Wellbeck Square.

These spaces as well as an increase in soft landscaping and tree planting would increase the overall attractiveness of the street and improve the setting of the numerous significant historic buildings.



5.0

Figure 97
VISION FOR HIGH
TOWN ROAD

5.0 ILLUSTRATIVE MASTERPLAN

A series of design options for High Town Road, from minimum to maximum intervention, are illustrated in the following pages.

Design Option 01: Re-Surface

This is a low intervention option that would entail retaining the existing kerb layout and resurfacing both the carriageway and footpaths with new, consistent materials. The existing traffic flow and parking layout would be retained.

De-cluttering of the footpaths would also be promoted including relocation of bins and removal of excessive signage. Wayfinding material and directional signage would also be improved and there would be minimal adjustments to existing street lighting. This will aid movement throughout the area but also support older people by promoting a dementia friendly environment.

Design Option 02: Rationalise the Carriageway

Building on the improvements contained in Option 01, build-outs of the footpaths would be provided to create a uniform carriageway width and widening of the footpath south of Burr Street would have the same effect.

Junctions would be rationalised to improve pedestrian safety with the existing traffic flow and on-street parking allocations retained. The extent of sett usage could be reviewed to provide a more uniform, even surface for pedestrian.

Figure 98
HIGH TOWN ROAD
OPTION 01

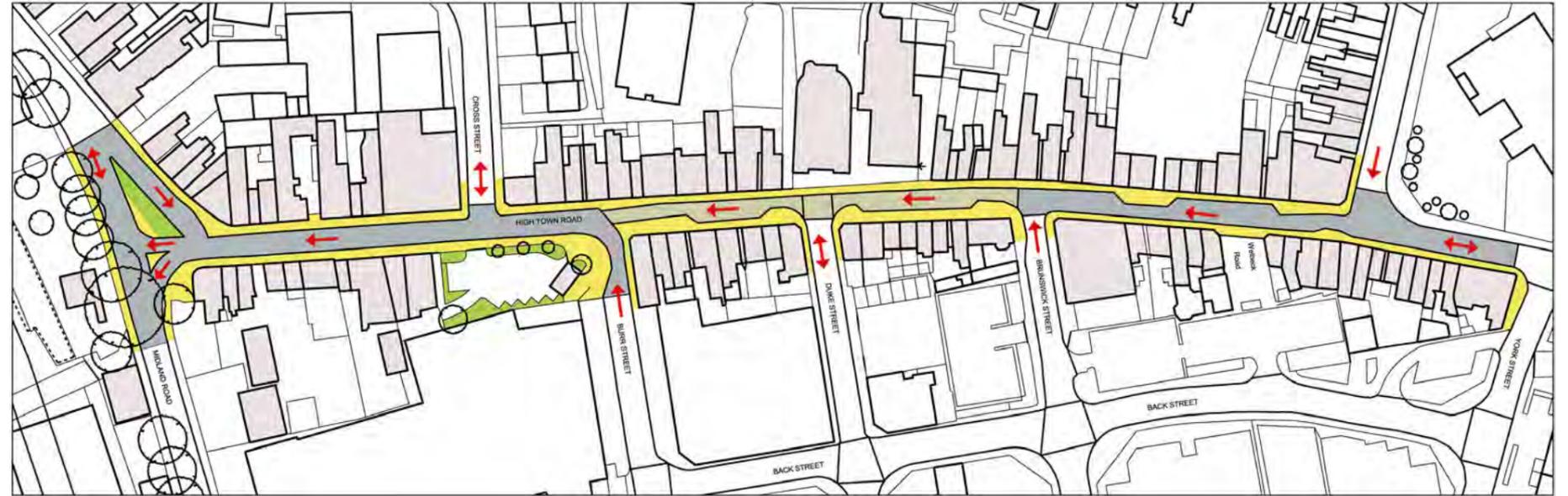


Figure 99
HIGH TOWN ROAD
OPTION 02



5.0 ILLUSTRATIVE MASTERPLAN

Design Option 03: Establish Gateways

This option builds on Options 1 and 2 by reorganising access arrangements to facilitate the creation of a new square at Midland Road. Changes are also proposed to create a public space in the vicinity of Duke Street that would provide an appropriate setting to the Church and Hall.

Parking and loading bay arrangements would also be rationalised and reorganised along the southern side of the street with an additional seven car parking spaces provided, compared to the existing situation.

These could be constructed in the form of 'shared' footway loading/parking bays giving more space back to pedestrians when not being used by vehicles.

Design Option 04: Establish Squares

This option is the most comprehensive and includes the improvements contained in the other three options, as well as the retention of southbound vehicular movements. In addition, Burr Street car park would be removed and replaced with a shared public space to be known as High Town Square.

This option strongly reinforces the principles contained within the Masterplan proposals to support local retail while placing an increased focus on the pedestrian experience and maintaining sufficient vehicular access to the street and car parks. Loading provision would be increased and the loss of parking would be mitigated on adjacent streets.

The effect on parking would be:

- 15 Pay & Display spaces available
- Two loading bays
- One disabled parking space
- Three Pay & Display / shared loading spaces
- Removal of seven P&D spaces (could be reduced to 5)
- Loss of three permit only spaces

Figure 100
HIGH TOWN ROAD
OPTION 03



Figure 101
HIGH TOWN ROAD
OPTION 04



5.0 ILLUSTRATIVE MASTERPLAN

High Town Square

This key space at the southern end of High Town Road is currently occupied by a car park that contains 13 spaces. As a currently under-utilised facility, it would become a new public square as part of the Masterplan, surrounded by retail units including a proposed convenience store. The existing public toilet facility could also be converted to a kiosk for cafe or retail uses.

This space would be large enough to host local events such as festivals, markets, pop-up retailing, exhibitions, cultural events and activities. Some of the car parking spaces would be retained along the High Street, with approximately 10 spaces relocated along Burr Street.

Figure 102
HIGH TOWN SQUARE

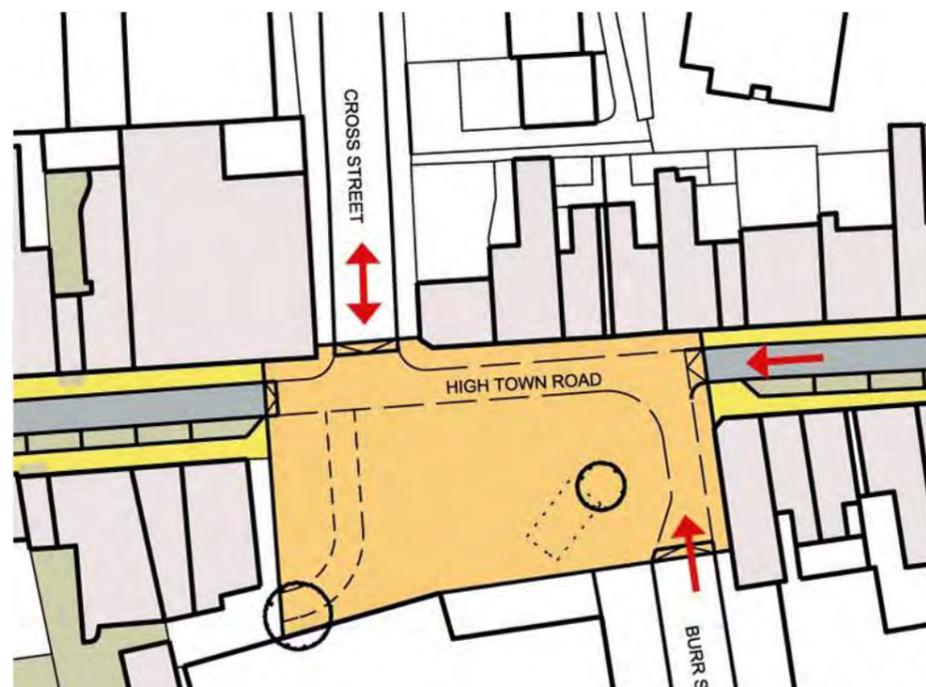


Figure 103
CONCEPT FOR HIGH
TOWN SQUARE

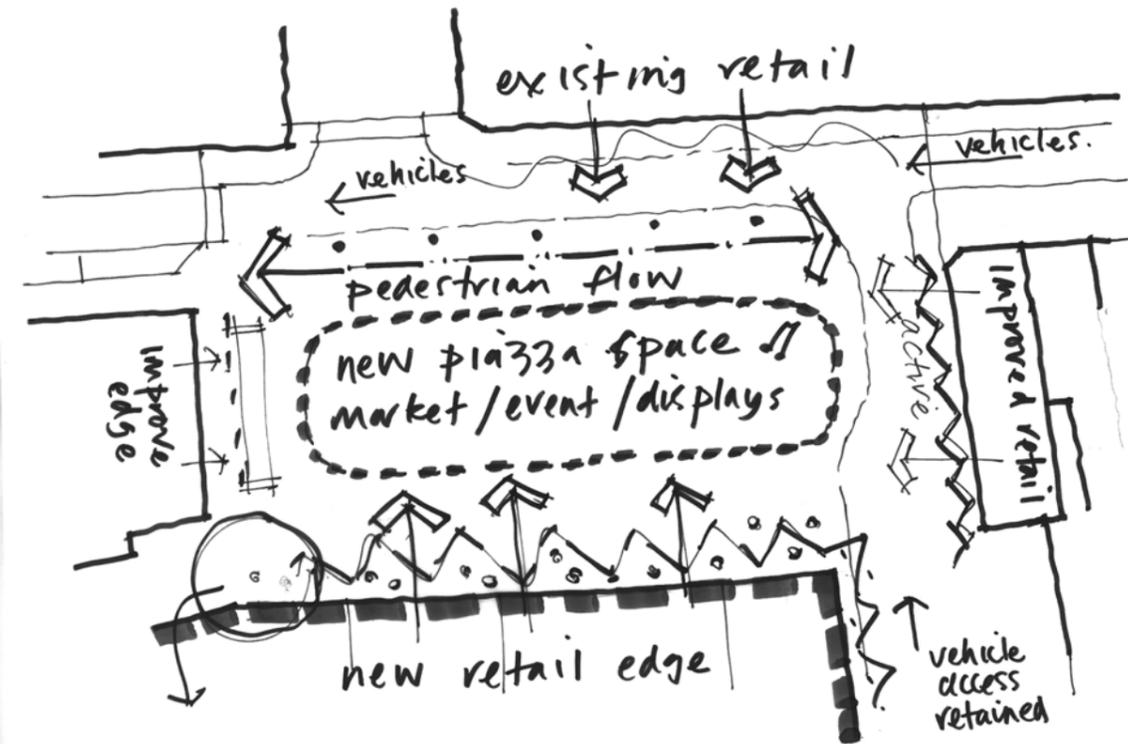


Figure 104
THE EXISTING SPACE
OCCUPIED BY THE CAR
PARK



5.0 ILLUSTRATIVE MASTERPLAN

5.0

Figure 108
INDICATIVE DESIGN FOR THE
NEW SQUARE BASED ON HAT-
MAKING INSPIRATION



Figure 105
A PLACE FOR CULTURAL
EVENTS, PERFORMANCES
AND ACTIVITIES



Figure 106
A PLACE FOR MARKETS AND
POP UP RETAILING



Figure 107
HAT-MAKING RELATED
INSPIRATION: HAT BLOCKS,
FABRIC DYES, HAT STITCHING

5.0 ILLUSTRATIVE MASTERPLAN

Midland Road Square

This key space, located at the entrance to High Town from the train station is currently home to a simple junction and its redevelopment would signal the beginning of the regeneration of the area.

The redevelopment of the burnt-out Railway Tavern building which fronts onto the space would be key to the success of this new gateway space.

The key design principles that underpin the square are:

- Unification of the surface treatment to create a more visual coherent space
- Creation of a shared space so vehicles feel secondary within the area, which could also be extended to include a section of Midland Road to link with the station
- Support business use by creating an active space, fronted onto by surrounding commercial units
- Simplify vehicle access onto Midland Road
- Provide a central green lawn with seated walls as an informal gathering space
- Increase the provision of soft landscaping, to complement the green character of Midland Road and improve urban biodiversity
- Create an opportunity for art and wayfinding signage to mark the entrance to High Town Road
- There is also the opportunity to extend the 'shared surface' treatment to include a section of Midland Road incorporating the existing zebra crossing opposite the station.

Figure 109
MIDLAND ROAD
SQUARE



Figure 110
MIDLAND ROAD
DESIGN OPTION 01



Figure 111
MIDLAND ROAD
DESIGN OPTION 02

5.0 ILLUSTRATIVE MASTERPLAN

Figure 113
VIEW OF THE ENTRANCE
TO HIGH TOWN FROM THE
TRAIN STATION BEFORE



5.0

Figure 112
VIEW OF HOW MIDLAND
SQUARE AFTER



5.0 ILLUSTRATIVE MASTERPLAN

5.9 Cultural Revitalisation Strategy

High Town has a thriving community with an emerging but strong cultural scene, which represents an opportunity and a starting point to elaborate a strategy for the revitalisation of the area. This could involve seven inter-locking strands of work:

- The mix of land uses and activities, including the evening economy and artistic uses
- Cultural and artistic activities and events
- The public realm – spaces, pavements and links to adjoining areas
- Lighting
- Marketing and cultural tourism
- Connections to Bute Street cultural quarter
- The Hat industry heritage

Land Uses and Activities: Art, Design, Cuisine

New Uses

The Masterplan seeks to promote the diversification of the range of ground floor uses along High Town Road, and to achieve a mix of opening hours across the day and evening. Uses and activities should include one or two additional restaurants and cafes which are in keeping with the culture and identity of High Town - and also arts-based businesses - but also a few more antique shops, boutiques and shops selling design objects. This would blend with the

staple businesses along High Town Road, notably the grocery stores and hairdressers. A cue might be taken from successful high streets in culturally important areas such as Temple Bar in Dublin, Darby Street in Newcastle NSW or Spitalfields.

Evening Economy – pavements and spaces

Where restaurants and cafes are encouraged, serious consideration should be given to widening pavements and where feasible the creation of small urban spaces to facilitate the setting out of tables and chairs and active use of the street space.

The evening environment should be addressed, as it is currently unsettling and badly lit. Lighting should be improved with perceptions of pedestrian safety in mind. Locations of the evening economy should be well-lit but not overly bright to prevent light pollution. Side streets and passageways should also benefit from improved lighting schemes. There is also scope for artistic lighting by way of installations, use of colour and shop-front design.

Shopfront Improvements

A desirable initiative will be to replace solid steel shop shuttering with more attractive see-through fittings. This should be accompanied by a programme to upgrade shop frontages, improve the design of window displays, and promote the lighting of shop windows at night.

Arts and Cultural Activity

Galleries and Flexible Spaces

Some of the new activity to be seeded on High Town Road should include private sector or third sector galleries. If possible these should include flexible display areas that can be used for performance events such as lectures, recitals, book readings and poetry readings. Marjorie's Café currently performs this role as does the Freeholder public house. Two or three additional spaces would suffice.

In this way, empty shop units could become pop-up venues for use as private galleries, arts retailing and possibly small live music concerts. A programme could be set up to help artists and would-be business-owners take out leases on such spaces by means of rent guarantees and short-term licences.



Figure 114
THE JAZZ CLUB IN HIGH
TOWN

5.0 ILLUSTRATIVE MASTERPLAN



Artist Workspaces

There would appear to be growing demand for artists' studios in Luton. Part of this could be met by the use of the upper floors along High Town Road and its immediate environs for artists' live-work units.

In addition, vacant industrial sheds within the High Town area could be used, at least on a temporary basis, for low costs artist studios and workshops. This might, for example, include activities such as print-making, screen printing, pottery kilns and so on.

Creative Industries – Adjacent Sites

There would appear to be an opportunity to include mixed-use elements as part of the larger redevelopment sites that are intended for new housing. These would preferably be quiet activities such as galleries and showrooms, or suites of digital media offices.

Animation

It would be desirable to continue support of the High Town Festival, and to increase its scope and reach within the locality. The appointment or secondment of an animateur or curator for High Town is a possibility, although this role could be performed by Luton Culture. Early identification of suitable small-scale outdoor venues and exhibition areas, for example Burr Street Car Park and other pocket urban spaces should also be considered.

Public Realm – Spaces, Paths and Meaning

The public realm, comprising streets, spaces, pathways and meeting places, should be seen as a cultural entity and not just a collection of physical linkages. A key means by which this can be achieved is by delivering a coordinated strategy for public art and environmental improvements for the High Town area and also for the Town centre. This would help to project meaning into the built environment by using it to tell the story of High Town, public/installation art and places to gather. New small spaces should be created, certainly at the entry point to High Town from Luton Railway Station. There might also be one or two pocket parks or squares (High Town Square, Midland Road Square, Welbeck Square as described in section 5.8), and the selective widening of footpaths. In addition, and where appropriate, street furniture may play a dual function of promoting spontaneous play for young people.

New and improved links to adjoining area and new development sites will also be important, particularly in relation to back courtyards and the new developments to the east.

Lighting

Coordinated improvement of street lighting along High Town Road and in rear courtyards and alleyways is important for a number of reasons:

Safety – Prostitution.

A consolidated campaign to remove street prostitution for the area would be aided by improved lighting of alleyways.

Ambient – evening economy

Street lighting needs to support the evening economy, that is to provide warm white light and better illumination.

Artistic and Architectural

One or two light sculptures should be considered.

Shop-window lighting

Much can be achieved by having well-lit window displays at night.

5.0 ILLUSTRATIVE MASTERPLAN

5.0

Marketing and Cultural Tourism

High Town should be promoted as a distinct destination within Luton, appealing to alternative art enthusiast, people interested in design, evening economy customers and those interested in the hat industry.

To facilitate this, a marketing campaign over a period of 2-3 years would be desirable. This should include a digital portal for High Town and would provide a unique selling point (USP) for High Town within a wider Cultural Tourism Plan for Luton. This should identify High Town's existing and probable cultural assets, and establish a High Town brand and marketing plan

The aim would be to attract more overnight visitors to Luton.

A key component would be using the Hats Trail to promote Luton, especially Bute Street and High Town, as a heritage destination. The existing Hat Trail document provides a good basis for a marketing and cultural tourism focus within High Town.

Figure 115
LOCAL ARTIST'S
LUTON INSPIRED
ILLUSTRATIONS



Connections to Bute Street Cultural Quarter

Links between High Town and the Bute Street area are already established as many artists and creatives live and/or work in both areas. Despite this not being evident from the built form, an exciting opportunity exists to project High Town's identity as a creative place by devising a space and/or large public art work between the Railway Station and Bute Street, the Hat Factory and other creative managed workspaces.

There is potential to exploit the hat theme through public art, street furniture and branding/interpretation.

The Hat Industry Showroom

The Hat Industry is a central part of Luton's history, but it is also a living industry that operates mainly from premises in and around High Town. We would encourage a concept study into the setting up of a Live Hat Industry Showcase. This might be a showcase for local products but also for the imagination of young designers in Luton. As such it would be a collaboration between manufacturers, makers and designers and the university.

Such an initiative could be backed by the establishment of a managed workspace for graduate milliners, aimed at enabling more of them to set up businesses in Luton.

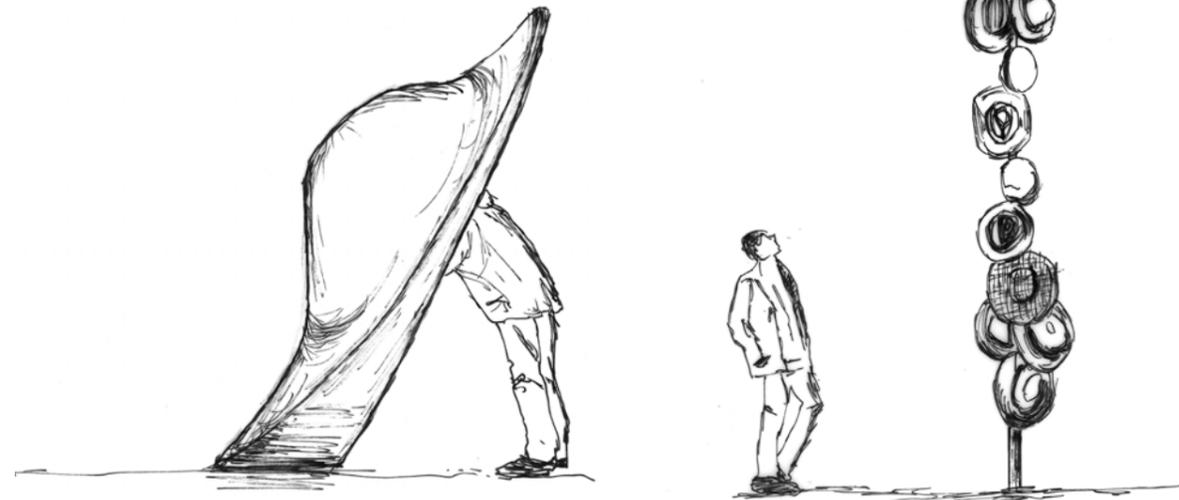


Figure 116
SOME INITIAL SKETCHES
OF THE BUTE STREET-
HIGH TOWN ART
PROJECT

DELIVERY STRATEGY

6.0

6.0 DELIVERY STRATEGY

6.1 Introduction

6.0

The following section outlines how the Council will oversee the implementation of the High Town Masterplan.

The Masterplan and delivery strategy, which builds upon and works within the existing policies of the SPD and the Local Plan, seeks to build on the recent town centre regeneration initiatives including ongoing upgrades to the town's bus and railway stations as well as improvements to the town's urban environment including the redevelopment of St George Square adjoining the Mall shopping centre. More widely High Town is seen as one of a series of priority projects that will make Luton a more sustainable and attractive place to do business, visit and live.

Key initiatives include:

- Napier Park - a 55 acre mixed-use development on the former Vauxhall Motors car plant
- Butterfield Park – a major Business and Technology Park set in 85 acres parkland
- Marsh Farm – a comprehensive Estate Renewal Project including a new District Centre
- Luton Airport – continued growth aspirations
- Power Court – mixed-use scheme to the south east of the town centre adjacent to University of Bedfordshire

The regeneration of High Town is an ambitious and challenging project. It requires significant issues to be addressed, including the re-location of a number of businesses, the assembly of financially viable development parcels, delivery of new public realm and infrastructure and the development of new residential linking into a reinvigorated High Town Road.

The overarching purpose of the Masterplan is to set out a clear and coherent vision for the development of the High Town area, to enable development to come forward on a phased basis while ultimately delivering a comprehensive enhancement of the area. This will give investors/developers confidence there is planning support and commitment to deliver the identified opportunities.

Set out in Section 5 is an illustration of how each of the Key Development Sites may come together. It is recognised that the timescale for delivery of individual projects will be influenced by a range of factors including funding, ownership and availability of sites and alternative solutions may arise through discussions with particular landowners.

Whilst many sites are expected to come forward over the next 5 years or so, the Masterplan as a whole is likely to be delivered over a 10 -15 year period given the complexities which are likely to be present in some locations. Accordingly it focuses on key objectives and principles to guide future development rather than setting out a fixed and prescriptive vision.



Figure 117
CONSTRUCTION SITE IN
THE EAST VILLAGE

6.0 DELIVERY STRATEGY

Why High Town?

The Masterplan has been produced against a backdrop of a positive market sentiment, especially in respect of the residential development sector. That said, Luton has a particular set of economic challenges, most notably the town's comparatively low-end sales values compared to many of its neighbouring towns.

This can be perceived as a threat or an opportunity for the Masterplan area (and Luton in general) in that London and the more affluent areas of Bedfordshire and neighbouring Hertfordshire are now considered by many to be increasingly unaffordable. As a result, it is expected that potential housebuyers will widen their search areas and locations like Luton which benefit from strong transport links into London, are likely to see increased demand and ultimately some upward pressure on values. This also makes a location like High Town more attractive to developers given that in the short term at least, land is more affordable and subject to less competition.

Given High Town's existing historic fabric, its established community, excellent accessibility located next to Luton train station and its close proximity to the extensive retail and leisure amenities of the town centre, High Town is well positioned to capitalise and to this end the Masterplan provides a framework and illustration of how the area could come forward.

Successful delivery of the Masterplan will provide:

- Around 750 new homes for families, the young and elderly, including private sale and affordable housing
- Significant public realm improvements along High Town Road, which will help to re-inforce its position and help to bring back into use underutilised properties
- Creation of a range of new employment, retail and cultural uses along High Town Road
- The creation of two new public squares improving community cohesion and reducing social isolation
- High quality environment – buildings and landscape; and
- Improved accessibility and connectivity to local shops, community services and amenities

6.2 Viability

It is recognised that viability for new development in High Town is challenging and is likely to remain so in the short to medium term. This is as a result not only of the historically lower values referred to above but also due to the fact that large areas of it are already intensively developed.

Even in higher value locations, existing use value of standing buildings can act as a disincentive to development and this situation is exacerbated where residential values are lower. However, the viability equation can be expected to improve over time as residential values grow, particularly given that there is unlikely to be a similar upward pressure on values of existing buildings, much of which can be considered secondary stock at best.

It must also be acknowledged that the reasons for holding land will differ from one landowner to another and by the same token, the attractiveness of bringing land forward for development will also vary. Within the Masterplan area there are examples of landholdings with high values arising from existing income streams that are unlikely to be viable for development even in the longer term. Others may present difficulties in securing vacant possession due to the length of existing leasehold interests.

There will also be sites purchased at high historic values which may represent a significant disincentive to bring forward development regardless of current value, albeit that development may become more attractive over time as it becomes clear that existing use values are unlikely to rise.



6.0 DELIVERY STRATEGY

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However, there are also some 'softer' sites within the masterplan area that do not have the same physical or financial constraints on development and might be expected to come forward in the shorter term.

One of the key advantages of the masterplan approach is that development can be delivered on a piecemeal basis within the context of a clear framework that will ensure they will ultimately be knitted into a coherent whole. Early delivery of sites will also start to change the tone of the area and establish it as a residential location that will attract interest from buyers and developers. This in turn can be expected to feed into value growth and enhanced viability for some of the more marginal sites.

During the preparation of the Masterplan, there has been an on-going assessment of viability and individual development appraisals have been undertaken on each of the sub plots which have helped shape the final proposals. The appraisals provide only an indication of viability and are subject to change due to a number of factors, including changing market conditions, refinement of proposals, detailed infrastructure and cost information, as well as phasing and the approach to implementation. However, the appraisals have helped provide proposals for High Town that over the masterplan period can realistically be expected to be deliverable albeit subject to realistic levels of value growth in some cases.

Partnership Working

Achieving the vision for High Town will be challenging. Whilst the Masterplan does provide a framework to enable individual landowners to bring forward piecemeal development which will contribute to the overall vision, the prospects of delivery can be expected to be enhanced and accelerated through a partnership approach with a higher quality outcome also being achieved.

The Masterplan will provide the basis for partnership working in bringing forward opportunities and for the co-ordination of public and private sector investment. Such an approach will ensure that the efforts exerted by individual partners and stakeholders in progressing their individual agendas will be consistent with and supportive of the vision, aims and guidance of the Masterplan.

In this sense the Masterplan provides a key tool in promoting and facilitating development and regeneration of the town centre.

During the evolution of the Masterplan, the Council has engaged with a number of the private landowners to understand their future operational business needs and aspirations. High Town already has a strong, active community that has been involved in the development of these and previous proposals and will need to continue to be involved in the delivery of projects

The Council is committed to ongoing and meaningful engagement with all stakeholders, including landowners, public sector partners, local traders, utility providers and voluntary and community sectors to ensure that the vision for High Town is implemented.



Figure 118
WORKSHOP ON HIGH
TOWN MASTERPLAN
DURING CONSULTATION
STAGE 3

6.0 DELIVERY STRATEGY

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Council's Role

The public sector controls a relatively small number of sites within the masterplan area, with the larger proportion of the area remaining in private ownership. It will use this to have a direct influence over the development process and delivery to help to establish the masterplan vision.

Compulsory purchase is one of the tools open to a local authority in the delivery of area-wide regeneration proposals. Whilst it would not rule this out as one of a number of delivery mechanisms, the Council's preference is to take a more collaborative approach, playing a role of 'project champion' and acting as a co-ordinator to ensure that as far as is possible all stakeholders are pulling in the same direction whilst still acknowledging their need to reflect their own circumstances and requirements, both financial and operational.

In particular, the Council will need to:

- Ensure that the masterplan proposals are brought forward in a holistic and progressive manner through its planning, economic and social roles;
- Proactively encourage developers to embrace the quality agenda required by the Masterplan;
- Promote the need for co-ordinated public sector funding support to deliver key infrastructure and public realm projects required early on to facilitate private sector funding;

- Actively seek out sources of grant funding which can assist in delivery;
- Champion the complex projects which will initiate wider change within High Town;
- Prepare projects which can then be taken on by private and public sector partners;
- Assist parties in ensuring that development and public realm proposals are of the highest design quality and
- Use its own landholdings to deliver exemplar new development which will assist in establishing the area as an attractive place to live and work.

The Council will work with investors/developers to establish a clear indication of how each project fits into the overall vision for High Town. The Council will seek to ensure, through the use of conditions and/or planning obligations, that new development provides for the planning benefits that are necessary to support and serve proposed new development in High Town.

It will also act as 'honest broker' where required to assist in individual landowners forming partnerships to deliver wider land parcels where there is scope to secure marriage value and enhance development viability and deliverability.

There are other related areas in which the Council can assist landowners in bringing forward development. Where relocation of existing landowners is required, the Council may be able to offer or source alternative premises to aid in securing vacant possession.

It can also provide a source of expertise to support development, procurement and delivery to assist parties contemplating bringing land forward for development.

Where infrastructure or public realm improvements will enhance prospects of viable development, it will investigate sources of funding that would enable early delivery.

As well as scheme specific infrastructure, this will also include consideration of improvements to High Town Road and particularly the delivery of the proposed new public squares.

6.0 DELIVERY STRATEGY

6.3 Site Specific Delivery Mechanisms

As has been explained above, the masterplan area is in a multitude of individual ownerships, each of which will be subject to differing physical, occupational and financial issues.

The Council has therefore not sought to put forward a fixed and overly prescriptive phasing plan – the Masterplan should allow individual building plots to come forward in a number of permutations and sequences whilst still contributing to the envisaged end position.

Having said that, there are clearly some sites for which early delivery will contribute more to the successful overall delivery of the Masterplan either through scale or location.

In particular, Site 1 – Midland Road – is a large site located directly adjacent to the station and early delivery of this will significantly enhance the juxtaposition between the core town centre and the masterplan area and add to its attractiveness as a residential community, building on the established

retail location of High Town Road. This site is a priority for the Council.

The Council is proposing to take a bespoke approach to each of the development sites and the various subplots, using the full range of tools at its disposal to assist parties in bringing forward development. The tables below set out its current thinking on each site, both in terms of likely content, timing of delivery and the role that the Council may play. However it needs to be recognized that these timescales have an element of aspiration about them reflecting the hoped for impetus delivered by this Masterplan and do not in all cases accord with the estimated phasing of sites as set out in the Council's wider local plan evidence base.

The site specific measures should be read alongside the more general elements of the Council's role which have been outlined above.

The Council will also give consideration to the purchase of land where this will assist early delivery.

Residential Summary		
Timescales	Years	Total Residential Units
Short Term	1 - 3	259
Medium Term	3 - 5	262
Long Term	5+	77
Total		598

Figure 119
SUMMARY OF RESIDENTIAL
DELIVERY TIMESCALES

Figure 120
LOCATION PLAN



6.0 DELIVERY STRATEGY



Site 1 – Midland Road	
Total Site Area ha (acre)	1.64 (4.04)
Proposed Masterplan Content	236 Dwellings
Ownership	Plot A – Private Plot B – Private Plot C/D – Private Plot E/F – Public / Private
Current Use	<p>The Midland Road opportunity area comprises 6 sub plots and 4 development opportunities. Below is overview of current use on each of the sub-plots.</p> <p>Plot A – is a privately owned large site extending to approximately 1.64 hectares. The site comprises a single large warehouse building (with ancillary office space) covering approximately 50% of the site. The remainder of the site is utilised for car parking. The building is currently used for a range of community uses / short term commercial lettings.</p> <p>Plot B – is a privately owned medium sized site extending to approximately 0.28 hectares. The site fronts onto Burr Street and is currently vacant following the relocation of Travis Perkins. The site comprises a series of industrial buildings which are in general are of poor quality.</p> <p>Plot C/D – are owner occupied by Pact Engineering. The site is a medium sized site which extends to approximately 0.32 hectares. The site comprises two buildings utilised as office and manufacturing space and also has loading areas and dedicated staff car parking. We understand that Pact Engineering is a 24 hour operation.</p> <p>Plot E/F – is a large corner site extending to approximately 0.36 hectares. The site is currently within a mix of ownerships with the Council owning a proportion of the site, which was acquired to facilitate road improvements. The site is currently cleared and a planning application has now been submitted.</p>

Timescales	Plot A – Medium Term (Years 3 – 5) Plot B – Medium Term (Years 3 – 5) Plot C/D – Longer Term (Years 5 +) Plot E/F – Short Term (Years 1 – 3)
Council’s Role / Key Actions	<p>Plot A</p> <ul style="list-style-type: none"> Site is a strategically important site and has been the subject to recent discussion between the landowner and the Council The Council’s role will be primarily as facilitator Enter into dialogue with the landowner using the Masterplan as a consultation tool Assist landowner with identifying possible alternative premise for existing tenants Assist landowner to promote site in line with the principles set out in Masterplan <p>Plot B</p> <ul style="list-style-type: none"> Council role is primarily as facilitator Enter into dialogue with the landowner and occupational leaseholders using the Masterplan as a consultation tool Assist landowner to promote site in line with the principles set out in Masterplan <p>Plot C/D</p> <ul style="list-style-type: none"> Existing operational business Periodically review (every 12 months) the landowner’s / business intention Enter into dialogue with the landowner using the Masterplan as a consultation tool <p>Plot E/F</p> <ul style="list-style-type: none"> Part owned by the Council Determine current planning application for the site Facilitate partnership to promote high quality scheme for combined ownership

6.0 DELIVERY STRATEGY

6.0

Figure 121
LOCATION PLAN

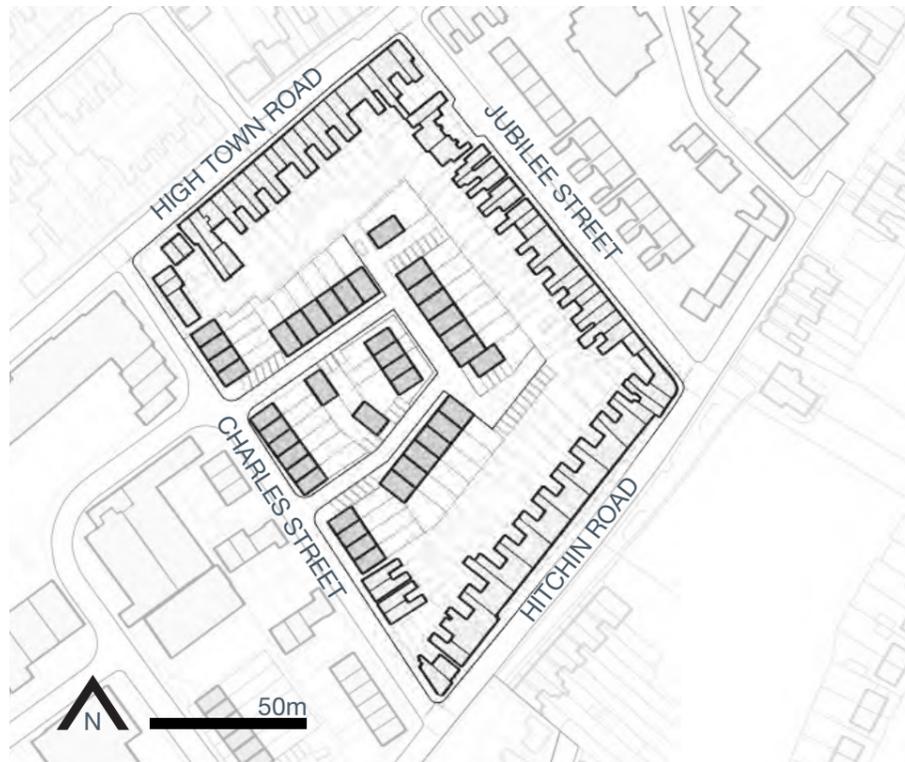


Site 2 – Burr Street	
Total Site Area ha (acre)	0.68 (1.69)
Proposed Masterplan Content	79 Dwelling
Ownership	Private
Current Use	Site 2 consists of 2 sub plots under single ownership. Site 2 is a large site extending to 0.68 hectares. The Site comprises largely surface car parking area and yard area. This includes an office building and MOT centre, which are located fronting Back Street. We understand the office building is currently occupied by the Bedfordian Business School.
Timescales	Medium Term (Years 3 – 5)
Council's Role / Key Actions	<ul style="list-style-type: none"> • Council role is primarily as facilitator • Enter into dialogue with the landowner using the Masterplan as a consultation tool • On behalf of the landowner undertake further capacity and viability testing to establish likely capital receipt and extent of private sector interest • Assist landowner to promote site in line with the principles set out in Masterplan

Site 3 – Duke Street	
Total Site Area ha (acre)	0.30 (0.73)
Proposed Masterplan Content	31 Dwelling
Ownership	Private
Current Use	Site 3 is a large strategically located site on the corner of Hitchin Road and Brunswick Street. The site extends to approximately 0.3 hectares and operates as the Lok and Store Storage facility. The site has a high building coverage.
Timescales	Longer Term (Years 5 +)
Council's Role / Key Actions	<ul style="list-style-type: none"> • Council role is primarily as facilitator • Enter into dialogue with the landowner using the Masterplan as a consultation tool • Assist landowner with identifying possible alternative premises for existing business • Assist landowner to promote site in line with the principles set out in Masterplan

6.0 DELIVERY STRATEGY

Figure 122
LOCATION PLAN



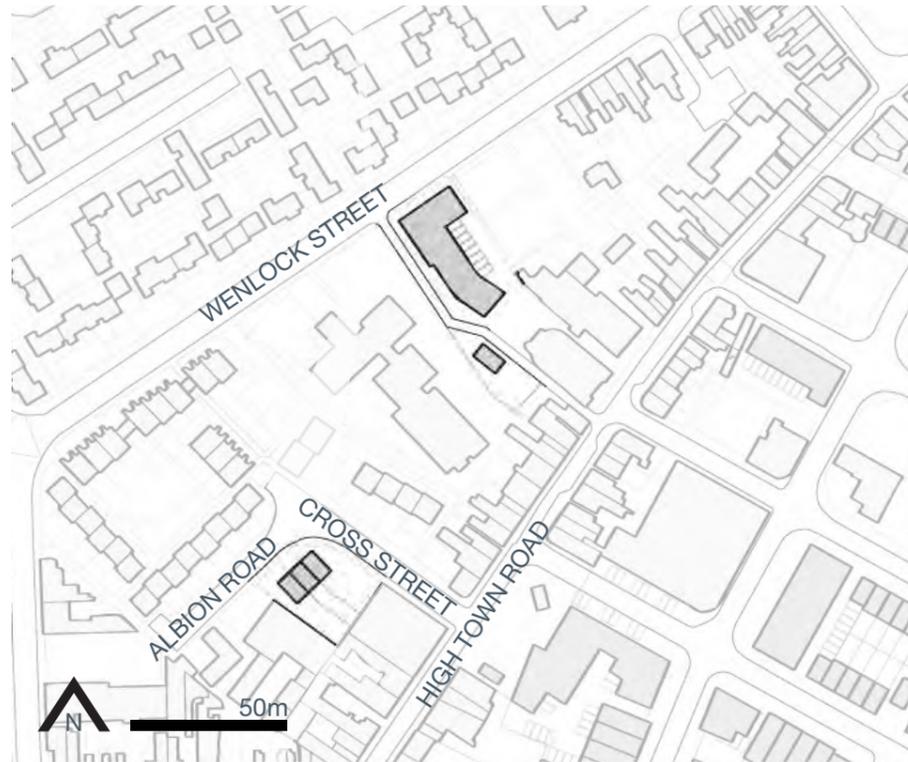
Site 4 – Charles Street	
Total Site Area ha (acre)	0.68 (1.69)
Proposed Masterplan Content	40 Dwellings
Ownership	Private
Current Use	Site 4 is located on the fringe of the Masterplan area fronting Charles Street. Site 4 is a large regular shaped site extending to 0.68 hectares and surrounded on three sides by terraced houses. The site, which is known as the Charles Street Business Park comprises two buildings, a warehouse and a single storey multipurpose business unit currently fitted out for office use as well as circa 110 car parking spaces.
Timescales	Short Term (Years 1 – 3)
Council’s Role / Key Actions	<ul style="list-style-type: none"> • Council role is primarily as facilitator • Enter into dialogue with the landowner using the Masterplan as a consultation tool • Assist landowner with identifying possible alternative premises for existing tenants • Assist landowner to promote site in line with the principles set out in Masterplan



6.0 DELIVERY STRATEGY

6.0

Figure 123
LOCATION PLAN



Site 5 – Wenlock Street	
Total Site Area ha (acre)	0.34 (0.83)
Proposed Masterplan Content	24 Dwellings
Ownership	Plot A - Private Plot B - Public
Current Use	<p>Site 5 comprises two sub plots. Plot A is situated at the corner of Cross Street and Albion Road a short distance from High Town Road. The site has a 3 storey building which comprises part office park workspace. The site backs onto a Council owned property which formerly housed the Noah Enterprise but has recently been sold to Morrisons for an M Local format convenience store.</p> <p>Plot B is a small linear site accessed off Wenlock Street and extends to 0.27 hectares. The site is public owned but is currently utilised as a doctors surgery (Wenlock Surgery). The existing property is single storey and of relatively poor quality. The site also adjoins the Wenlock Street pay and display public car park.</p>
Timescales	Plot A – Medium Term (Years 3 – 5) Plot B – Medium Term (Years 3 – 5)
Council's Role / Key Actions	<p>Plot A</p> <ul style="list-style-type: none"> • Council role is primarily as facilitator • Enter into dialogue with the landowner using the masterplan as a consultation tool • Assist landowner to promote site in line with the principles set out in Masterplan <p>Plot B</p> <ul style="list-style-type: none"> • The site is with public sector freehold but operated as Doctors Surgery • Identify future operational needs of the Doctors surgery and assist with relocation • Subject to identification of suitable alternative premises identify procurement and disposal strategy • Implement development proposals in line with the Masterplan principles

6.0 DELIVERY STRATEGY

6.0

Figure 124
LOCATION PLAN



Site 6 – Brunswick Street	
Total Site Area ha (acre)	0.93 (2.30)
Proposed Masterplan Content	129 Dwellings
Ownership	Plot A/B - Public Plot C – Private Plot D - Private
Current Use	Plot A / B – is large publically owned sites comprising a mix of public and private surface car parking. Combined the sites extend to 0.6 hectares. Plot A/ B are located a short distance from High Town Road accessed via Brunswick Street Plot C – is a small site accessed of Brunswick Street and situated behind the properties fronting onto High Town Road. The site is currently used for surface car parking but has been subject to residential development proposals. Plot D – is a strategically located site located at the corner of Hitchin Road and Brunswick Street. The site is owner occupied and with the site is utilised for sales and storage of plant machinery. The site comprises a mix of industrial building and open storage.
Timescales	Plot A/B – Medium Term (Years 3 – 5) Plot C – Short Term (Years 1 – 3) Plot D – Longer Term (Years 5+)
Council's Role / Key Actions	<p>Plot A/B</p> <ul style="list-style-type: none"> • Large publicly owned site • Undertake further assessment of car parking requirements for High Town in the context of the Masterplan proposals • Undertake further capacity and viability testing to establish and potentially soft market testing to establish extent of developer interest • Develop procurement and marketing strategy to maximise private sector interest • Produce a marketing and disposal brief • Progress with a marketing and disposal exercise <p>Plot C</p> <ul style="list-style-type: none"> • Council role is primarily as facilitator • Enter into dialogue with the landowner using the Masterplan as a consultation tool • Assist landowner to promote site in line with the principles set out in Masterplan <p>Plot D</p> <ul style="list-style-type: none"> • Council role is primarily as facilitator • Enter into dialogue with the landowner using the Masterplan as a consultation tool • Assist landowner with identifying possible alternative premise for existing tenants • Assist landowner to promote site in line with the principles set out in Masterplan

6.0 DELIVERY STRATEGY

6.0

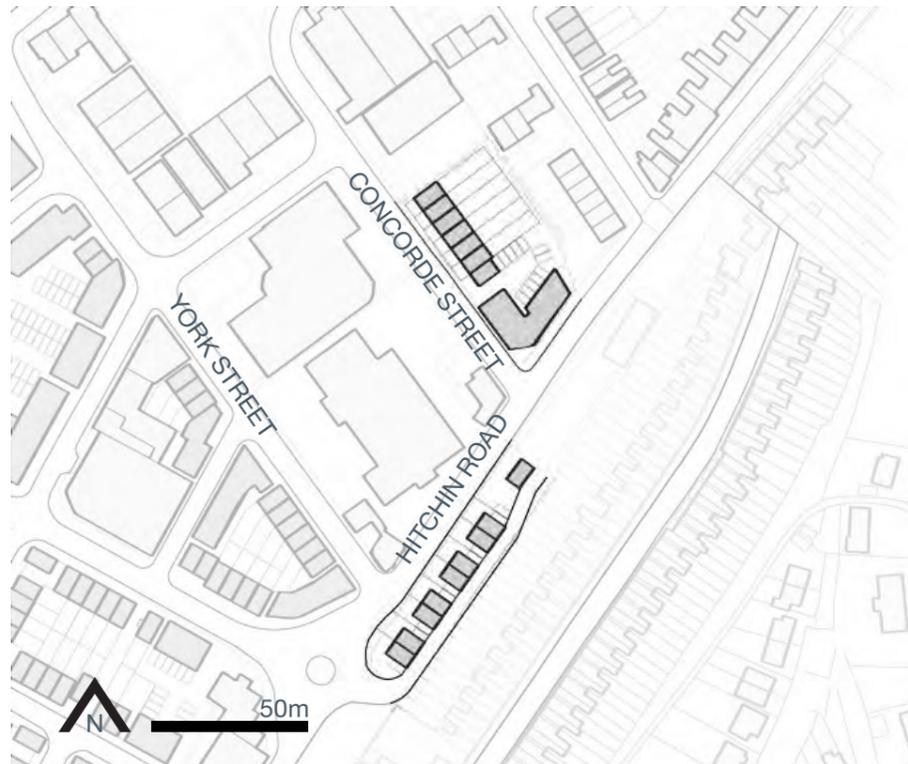
Figure 125
LOCATION PLAN



Site 7 – Dudley Street	
Total Site Area ha (acre)	0.15 (0.37)
Proposed Masterplan Content	27 Dwellings
Ownership	Private
Current Use	Site 7 is privately owned and extends to approximately 0.15 hectares. The site is located directly opposite Boyle Close which runs through the Paths Estate. The immediate surrounding will shortly be subject to significant change. The Council owned former Drill Hall site is the subject to well advanced proposals for the development of 80 dwellings within two apartment blocks. We understand that the legal agreement will shortly be signed with a development partner with start on site later in 2015. There are a number other sites which benefit from a mix of residential and student housing planning permissions. The subject site currently comprises a single storey industrial unit with parking and storage to the front.
Timescales	Short Term (Years 1 – 3)
Council's Role / Key Actions	<ul style="list-style-type: none"> • Council role is primarily as facilitator • Enter into dialogue with the landowner using the Masterplan as a consultation tool • Assist landowner to promote site in line with the principles set out in Masterplan

6.0 DELIVERY STRATEGY

Figure 126
LOCATION PLAN



Site 8 – Concorde Street	
Total Site Area ha (acre)	0.28 (0.69)
Proposed Masterplan Content	23 Dwellings
Ownership	Public
Current Use	Site 8 is a publically owned site leased to Barnfield College and used for college parking. The Site is located on the corner of Hitchin Road and Concorde Street. The site is of regular shape and extends to 0.28 hectares.
Timescales	Medium Term (Years 3 – 5)
Council's Role / Key Actions	<ul style="list-style-type: none"> Continue to monitor future operational needs of the College. Possibility to consider alongside future of Hitchin Road Car Park in terms of car parking provision On the assumption site was no longer required for college parking identify procurement and disposal strategy Implement development proposals in line with the Masterplan principles

Site 9 – Hitchin Road	
Total Site Area ha (acre)	0.16 (0.39)
Proposed Masterplan Content	9 Dwellings
Ownership	Public
Current Use	Site 9 is a surface car park extending to 0.16 hectares. The car park is linear in nature and located adjacent to Hitch Road although there is a level change between the car park and Hitchin Road (in part).
Landownership	Public
Timescales	Short Term (Years 1 – 3)
Council's Role / Key Actions	<ul style="list-style-type: none"> A publicly owned site in a non-strategic location Undertake further capacity and viability testing to establish and potentially soft market testing to establish extent of private sector interest Develop procurement and marketing strategy to maximise private sector interest Produce a marketing and disposal brief Progress with a marketing and disposal exercise

6.0

6.0 DELIVERY STRATEGY

6.4 Indicative Phasing Plan

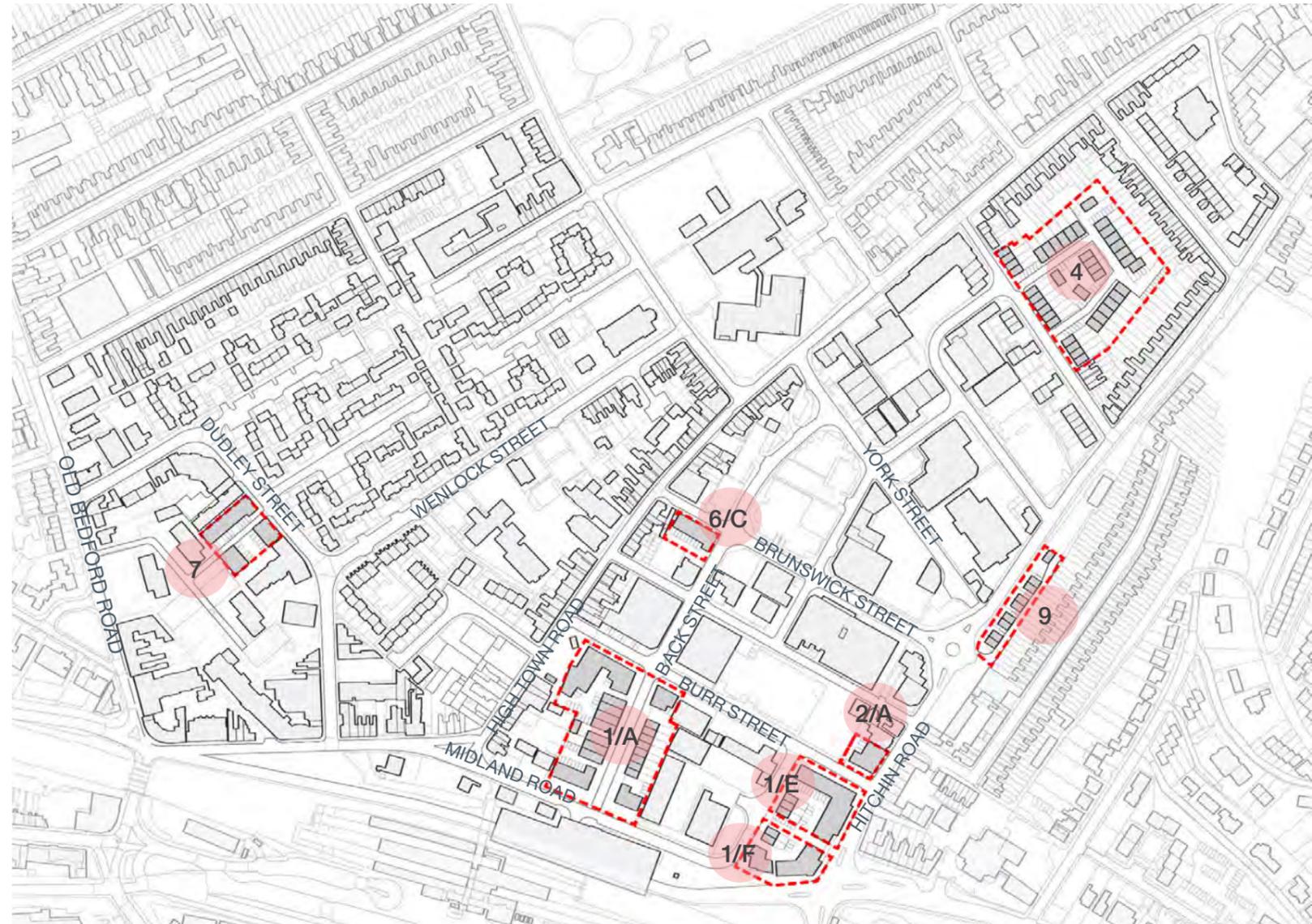
The site delivery timescales described in the previous sections are summarised in the following tables.

The indicative programme and phasing strategy for the High Town Masterplan is also outlined.

Phase 1 - Short Term - 1-3 years

Site Name / Area	Plot Number	Short Term 1 - 3 years
1) Midland Road	Plot A	X
	Plot B	
	Plot C	
	Plot D	
	Plot E	X
	Plot F	X
2) Burr Street	Plot A	X
	Plot B	
3) Duke Street		
4) Charles Street		X
5) Wenlock Street	Plot A	
	Plot B	
6) Brunswick Street	Plot A / B	
	Plot C	X
	Plot D	
7) Dudley Street		X
8) Concorde Street		
9) Hitchin Road		X

Figure 127
SITES MORE LIKELY TO
COME FORWARD IN PHASE
1: SHORT TERM (1-2 YEARS)

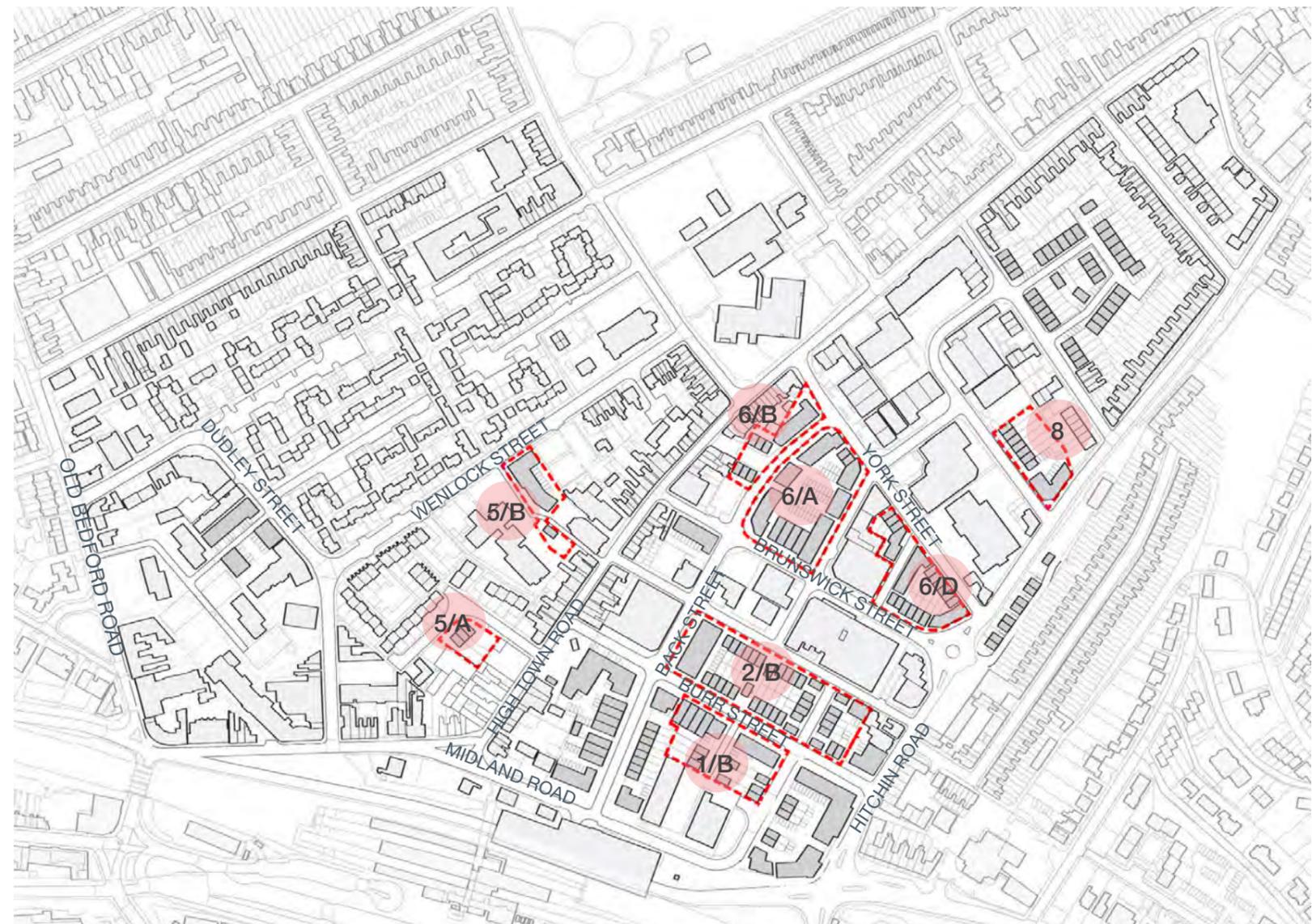


6.0 DELIVERY STRATEGY

Figure 128
SITES MORE LIKELY TO
COME FORWARD IN PHASE 2
MEDIUM TERM (3-5 YEARS)

Phase 2 - Medium Term - 3-5 years

Site Name / Area	Plot Number	Medium Term 3 - 5 years
1) Midland Road	Plot A	
	Plot B	X
	Plot C	
	Plot D	
	Plot E	
	Plot F	
2) Burr Street	Plot A	
	Plot B	X
3) Duke Street		
4) Charles Street		
5) Wenlock Street	Plot A	X
	Plot B	X
6) Brunswick Street	Plot A / B	X
	Plot C	
	Plot D	X
7) Dudley Street		
8) Concorde Street		X
9) Hitchin Road		



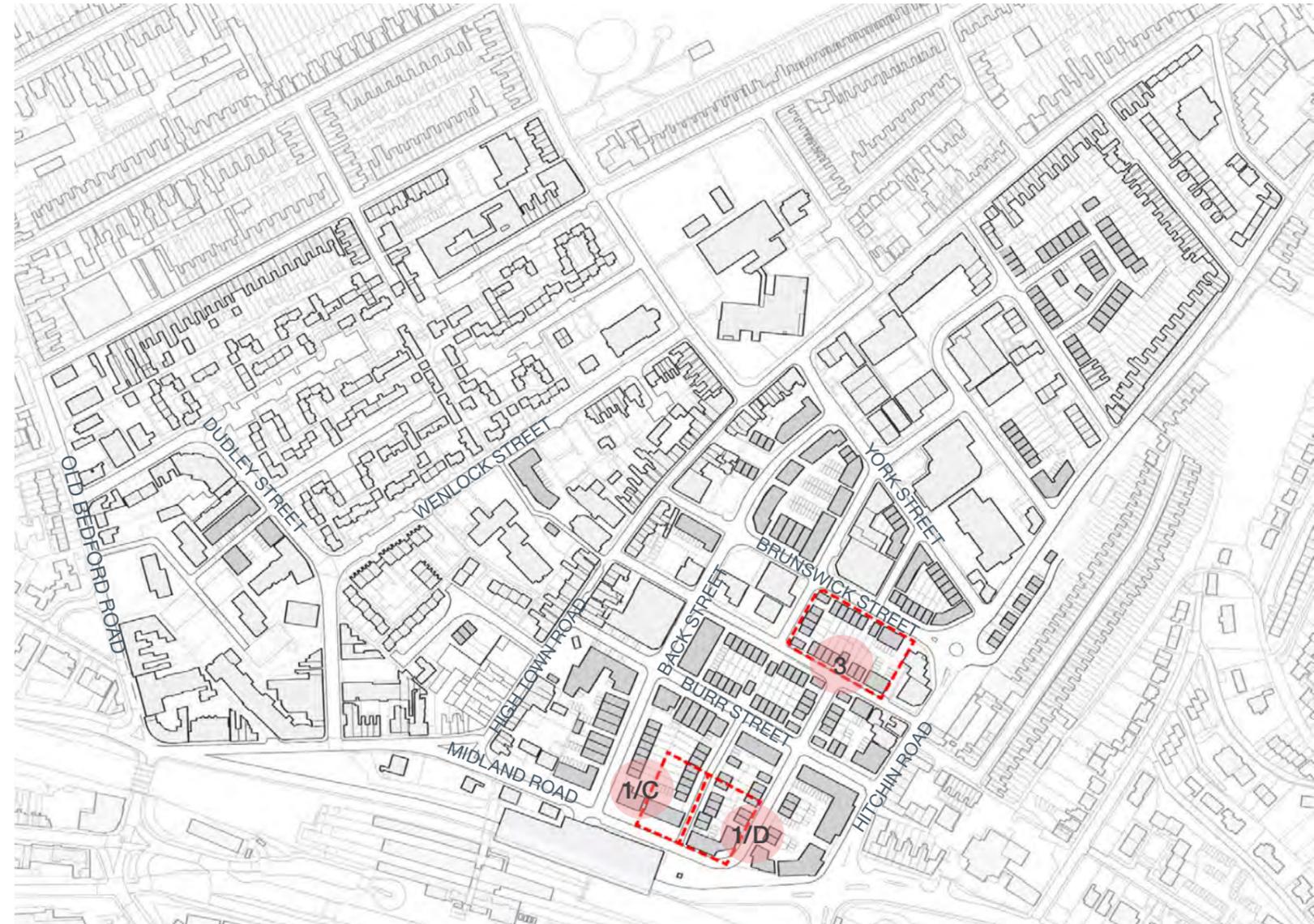
6.0 DELIVERY STRATEGY

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Phase 3 - Long Term - 5+ years

Site Name / Area	Plot Number	Long Term 5 + years
1) Midland Road	Plot A	
	Plot B	
	Plot C	X
	Plot D	X
	Plot E	
	Plot F	
2) Burr Street	Plot A	
	Plot B	
3) Duke Street		X
4) Charles Street		
5) Wenlock Street	Plot A	
	Plot B	
6) Brunswick Street	Plot A / B	
	Plot C	
	Plot D	
7) Dudley Street		
8) Concorde Street		
9) Hitchin Road		

Figure 129
SITES MORE LIKELY TO
COME FORWARD IN PHASE 3
LONG TERM (+5 YEARS)



6.0 DELIVERY STRATEGY

6.5 Next Steps

Recommended Future Action

1) Design Guidance

To ensure the quality of the specific housing sites meets the emerging urban village type aspirations, and is co-ordinated between sites to offer a strong sense of place, to consider a review to consolidate and update design guidance to set the appropriate quality placemaking for the whole area. This would inform design development, especially for housing and mixed-use activity, on matters such as scale, frontage activity, materials and parking. Until such a review is carried out existing guidance set out in the High Town SPD (2007) and the East Village Design Codes SPD (2009) will be retained. Policy LP25 of the Luton Local Plan 2011-31 includes a proposal for a Design Review Panel which could assist in the future provision of design guidance.

There is also a need for a review of parking supply and demand for the High Town area together with a programme for monitoring on a regular basis as sites are developed.

2) Streetscape Design Coordination

To complement the focus on sites and buildings, there is an equivalent need to determine clear place quality standards in the provision of street design including for shared surfaces, parking and loading areas, pedestrian and cycle routes and surfaces. This should also include street furniture, signing, lighting and planting.

3) Formation of High Town Vision Delivery Group

To co-ordinate and take forward the various elements of the masterplan, both within and beyond the Council, we recommend the formulation of a cross community partnership, focused on delivery of the component parts of the plan. This would team up the various delivery arms of the Council, with heritage, community, education, arts and housing bodies. Involvement in the group would be based on role and ability to deliver on the projects in the plan. However it is recognized that this will require considerable input from a wide-range of bodies and so this recommendation is dependent upon the availability of resources.

4) High Town Vision Delivery Workshop event

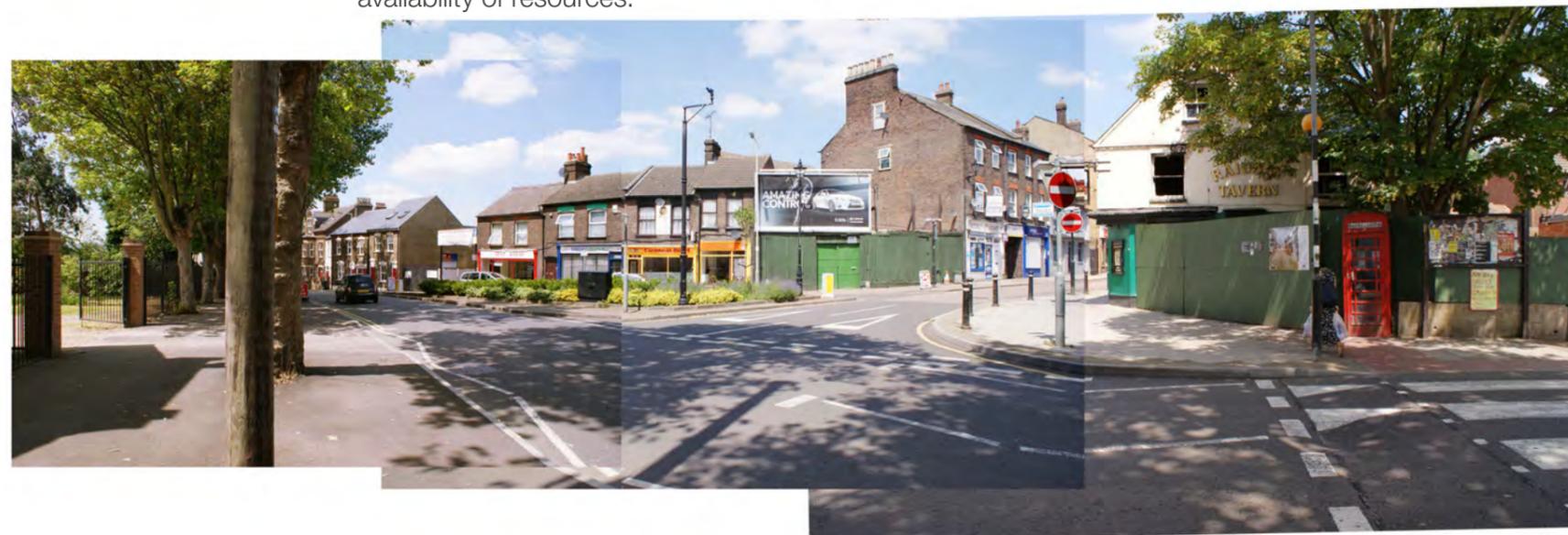
A 'carry forward' event for a range of local stakeholders, after finalisation and publication of the Masterplan, as a basis to build institutional and organisational capacity around the way forward. This would:

- Present and explain the strategy
- Identify the specific projects and programmes
- Explore strategies and options for delivery
- Consider the linkages between the town centre and High Town
- Promote the implementation of the heritage/ cultural trail in High Town and
- Encourage the local community to promote their local area through continued events and access to funding.

The output would be a delivery strategy with clarity on the roles of different organisations and groups.

6.0

Figure 130
THE MAIN GATEWAY AT THE END OF
THE PEDESTRIAN BRIDGE.
THE REHABILITATION OF THE RAILWAY
TAVERN (ON THE RIGHT) IN ACTIVE
USES AT GROUND FLOOR WOULD BE
ONE OF THE QUICK WINS FOR HIGH
TOWN



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