

## Appendix 3: Display Boards

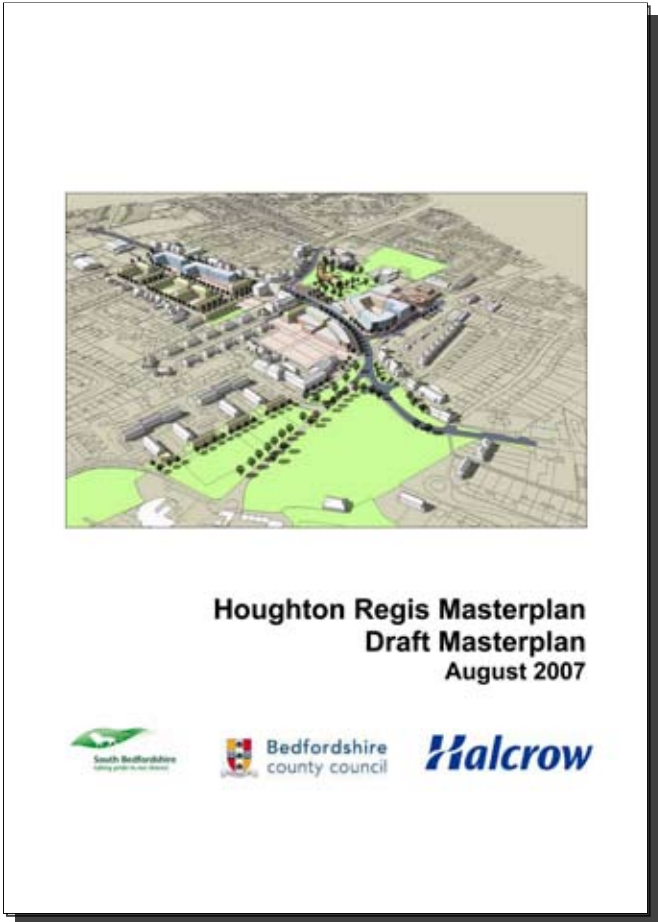
# Houghton Regis: *Town Centre Masterplan*

## What is a Masterplan?

A Masterplan is a document that sets out a framework for new development to take place over time.

A Masterplan is accompanied by a map that shows where new development will be located.

A Masterplan also describes over what length of time development should take place and where funding could come from to pay for it.



There are some great parts of the town centre but also some that could be improved.



## How will it all be paid for?

- Some public funding will be needed to pay for infrastructure such as:
- Changes to roads, footpaths and cyclepaths
  - Public transport improvements
  - Public realm improvements; seating, lighting, paving, landscaping

Most of the development will be paid for by the private sector. Some section 106 funding will be available for the above improvements.

## Why does Houghton Regis need a Masterplan?

Houghton Regis is part of one of the Government's Growth Areas.

This means that the town is likely to see large numbers of new houses built to the north (could be about 25,000).

Houghton Regis' town centre shopping, leisure and employment facilities will not be able to cope with this additional demand.

This Masterplan provides Houghton Regis with a brand new 21st Century opportunity to create a town centre with facilities that benefit both existing and new communities.



## How long will it all take?

Some development can take place straight away, once planning permission is received.

Some development will take place in relation to demand generated from the Growth Area and may not take place until much later.

In total, the proposals look ahead about 15 to 20 years.

It is important that the Masterplan remains fairly flexible so that development can respond to market conditions over time.





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The Masterplan covers Houghton Regis Town Centre and incorporates the Conservation Area

## What key issues can the Masterplan help to address?



No identifiable High Street or heart to the Town Centre



Congestion, use by HGVs and lack of safe places to cross the High Street



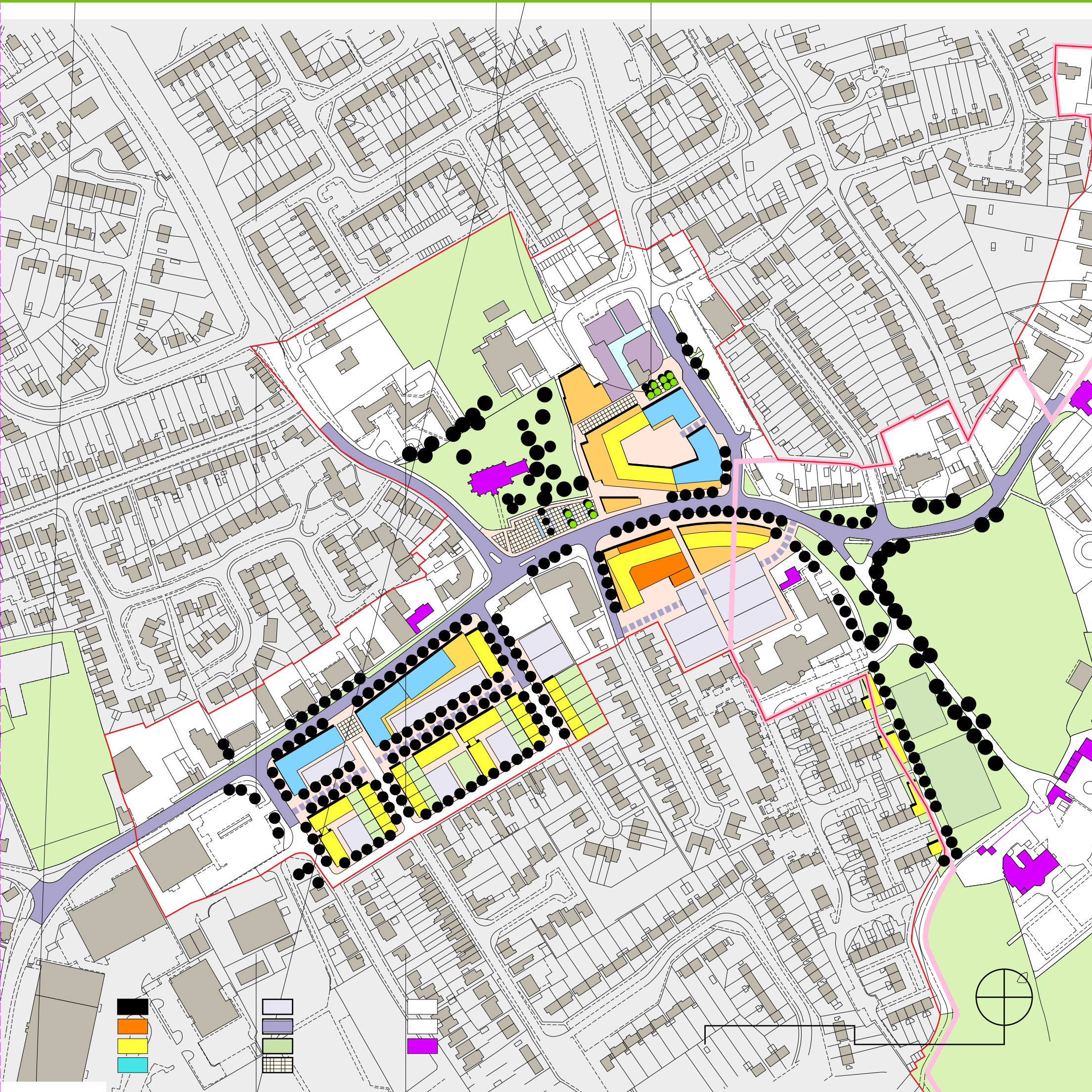
Loss of historic buildings and heritage



Vacant and derelict sites





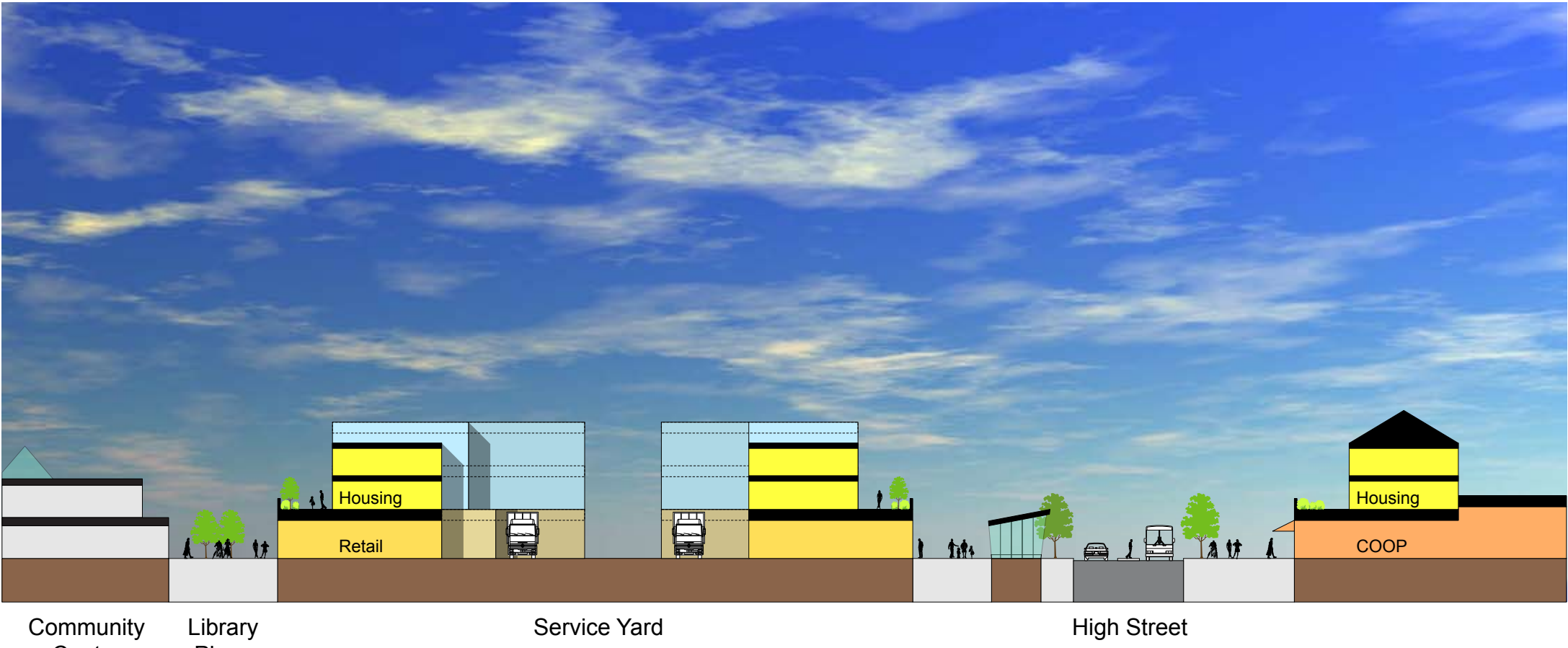




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Section A-A



Section B-B

Illustrative Cross-Sections through the proposed development

## What is the big idea?

The idea behind the Masterplan is to bring back an identity for the town and to create a place where existing and new residents will want to visit, work and live.

In the short term, the western end of the High Street will be moved slightly southwards, to allow for wider footpaths and better pedestrian movement.

In the long term, the existing High Street could become a pedestrian priority zone, along with cyclists, public transport and servicing only.

Other traffic would use a new street located to the south (see Section A-A).

The proposals are not expected to reduce local traffic, as the town centre will become a new destination. However, the Dunstable Northern By-pass will remove non-essential HGVs from the High Street and the High Street will be easier to cross.

New development, new and improved public spaces and respect for Houghton Regis' heritage will all help to create a vibrant town centre.



In Cheltenham, vibrant high streets are created by active ground floor uses addressing the street, allowing for spill-out space and seating.



In Manchester, high quality public spaces have helped create a new identity and heart to a central area.



In Oxford, buses share the main shopping street, with pedestrians and cyclists.



In Bath, the main street has been redesigned so that pedestrians & cyclists have priority yet vehicles still use the street.



# Houghton Regis: *Town Centre Masterplan*



Aerial View across The Green looking to the Town Centre

New buildings, street patterns, public realm and landscaping proposals respect and enhance the town’s history and heritage.

The Masterplan respects the Conservation Area and the setting of its historic assets. This is apparent when proposals are viewed in 3D.



**Church / Green View** – A new visual link is created between the Church and The Green, through high quality building and street design, and landscaping.



**Library Boulevard** – View towards All Saints' Church along new pedestrian link, connecting pedestrians into the development from Tithe Farm Road.



**Church Vista** – View from High Street towards Church is created via Bedford Square building set back and iconic building framing the view.



**Church Plaza** – the heart of Houghton Regis and a great new opportunity for a multi-use public square that can be used for functions, events, markets, kiosks, meeting people and sitting out. Dual use by All Saints' Church for parking on Sunday mornings, with a small element of disabled parking.



**Cumberland Square** – A new public space along the High Street that can accommodate ground floor spill-out activities and provide a pedestrian link to the residential community.



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## What happens next?

The Masterplan is still in Draft and is now being consulted on for 6 weeks, until Friday October 19th 2007.

All comments will be received, logged and considered.

Appropriate changes will then be made to the Masterplan and it will be adopted as a Supplementary Planning Document, part of Luton and South Bedfordshire's Local Development Framework.

The Masterplan is also subject to Sustainability Appraisal. Any changes to the Masterplan following consultation will be appraised and incorporated.

The Masterplan will be considered as a material consideration in any future planning applications for the Study Area.

## What do we want you to think about:

### The High Street concept?

Do you support or object to the proposals for:

- An enhanced High Street in the short term?
- A new street realignment, allowing for the High Street to become pedestrian and cyclist priority in the long term?



High Street improvements



Bedford Square redevelopment

## The Development sites?

Do you support or object to the proposals for:

- High Street West
- Queen Street / King Street
- Bedford Square
- Co-op site
- The Green

Do you have any comments on the mix or type of uses, building heights or facilities that are needed in the town?



## How you can get involved?

Please take a response form and a FREEPOST envelope, fill in the questions and let us know any other comments you may have.

Send the form back to us by Friday October 19th 2007 at the latest.

If you require a copy of the Masterplan document, you can view it at:  
[www.southbeds.gov.uk/.....](http://www.southbeds.gov.uk/.....)

There are three other Supporting Documents that accompany the Masterplan, which can also be viewed on the web site;

- Baseline Report, July 2007
- Issues and Options Statement, August 2007
- Draft Sustainability Appraisal Report, August 2007

If you require any further information, please contact South Bedfordshire Council on:  
[01582 474067](tel:01582474067).

## Improvements to the public realm?

Do you support or object to the proposals for;

- Church Plaza
- Library Boulevard
- Cumberland Square
- The Green

Do you have any comments on the type of improvements in these areas; street furniture, lighting, landscaping?

