



11

The Masterplan  
Strategy

## SECTION 11 - THE MASTERPLAN STRATEGY

### 11.1

The aim of this regeneration exercise is to make a substantial difference to the canal area by enhancing the environment, making a significant improvement to the economy of the town and providing facilities for local people. The strategy will put forward a series of proposals, which taken together, will have a material impact and will make a real difference, not only in the area of the canal, but to the town as a whole.

A key reference document for this Study is the South Lakeland Community Strategy, prepared by the Strategic Partnership in May 2004.

There are three measures in the Strategy which refer specifically to Ulverston and which have given the Project Team a broad framework within which the masterplan has been developed.

#### Market Towns Initiative

- Focusing resources and investment from a wide range of agencies in the 'holistic' regeneration of South Lakeland's Market Towns. Initially concentrating on Ulverston/Low Furness and the Lakes Market Towns Initiative.

#### Support the special development of Market Towns

- Maintain the special role of Market Towns as centres for shopping, local services and community facilities, taking care to retain their distinctiveness and develop their unique selling points whilst maintaining and enhancing their contribution to fostering community well-being.

#### Target Deprivation

- Stimulate regeneration and workforce development in those parts of the District with the most serious deprivation records and where opportunities for environmental enhancement and re-use of brownfield sites exist, with East and South Ulverston requiring early attention.

The proposals in this masterplan are a mixed use development providing employment, tourism and recreation facilities and some housing, within an enhanced environment. They respond to the points in the Vision within SLDC's Strategic Plan:

- Homes which meet need
- Opportunities for enjoyment
- Quality jobs in a diverse economy
- Good transport facilities
- A high quality environment
- Healthy and safe communities

The proposals can be described in relation to specific geographical locations within the Study Area.

- Canal Head and land to north of canal – key strategic sites
- Mixed use area - area adjoining North Lonsdale Road to east of railway bridge – local significance
- Steel Street area and Kennedy Street area - local significance
- The Elms – local employment opportunity
- Canal Foot – recreational potential
- Land to north of canal – informal recreation with some commercial opportunities at Rame Farm

### 11.2 Canal Head and Land to North of Canal

The most important element in this study is the creation of a more attractive entrance to

Ulverston, as an amenity and as a Gateway entrance to the Furness Peninsula. The assembly of land at Canal Head is the key to achieving this objective. This requires that the auction mart reorganise its site thus releasing land for development. The company are prepared to do this and may also need to acquire the former abattoir site in order to relocate some of its servicing facilities. The site of the scrap yard and the Canal Tavern will also need to be brought into the redevelopment.

Access directly from the A590 will not be allowed for any new development and therefore vehicular access will be via the roundabout servicing Booths. Additional car parking will be needed to serve any development and this can be provided to the rear of the Glass Centre served by a new road.

It is accepted that land assembly required for this exercise will take time and therefore the proposals will need to be phased.

### 11.3 PHASE 1

Phase 1 requires little land assembly and could be implemented relatively quickly.

### 11.4 SITE E

Land to the rear of the Glass Centre is proposed as a technology park. The site is included within the settlement boundary of the Local Plan although it is not specifically allocated for development. The land is in the ownership of GSK and the Auction Mart Company and could be available for development in the short term.

Access will be provided from the A590 using the existing roundabout serving Booths. The site will be developed in a parkland setting to a very high standard of design. It will meet a demand for this type of site which has been identified in consultations with existing local companies who are seeking to relocate, and who would otherwise have to move away from Ulverston to find suitable accommodation. The site could

contain an innovation centre to encourage research and develop new products.

This type of development also addresses issues raised in SLDC's Economic Development Strategy, referring to the serious and continuing loss of high-grade, professional/commercial employment coupled with low wage, low skilled economy, leading to a lack of choice and quality of employment in the future. Referring to the SWOT Analysis in the Economic Development Strategy, this development:

Builds on strengths:

- Sound base of technology and knowledge based companies

It addresses weaknesses:

- Lack of choice and availability of higher skilled, higher paid jobs
- Acute shortage of quality strategic and local employment sites
- Limited private sector investments, particularly in the west of the district

and it considers future threats:

- Increasing trend to lower wage, low skill economy
- Limited employment options

There are also relevant sections of the Strategic Partnership's Community Strategy which support this proposal:

- Assist new and indigenous businesses with growth potential and high value, higher wage employment opportunities and support their growth and development with practical advice and financial assistance where necessary
- Aim to encourage inward investment and sustainable development by businesses, groups and individuals who share a vision to contribute to the long term well-being of the community

- Increase the opportunities for graduates studying elsewhere to return to live and work in South Lakeland after qualifying
- Improve the range and choice of opportunities for nurturing new businesses and supporting and expanding existing ones through the provision of a range of sites and premises
- Bringing forward new quality business parks in Kendal and Ulverston to meet identified needs

### 11.5 SITES A and B

This aspect of the proposals depends upon the construction of the new road described above which would allow sites A, B and C (part) to be served and would create an alternative route to the canal towpath, meaning that the existing access onto the A590 adjacent to Canal Tavern would only serve that property and the scrap yard.

The development proposed in Sites A and B comprises:

- Boat hire/boat trips
- Tourism based businesses
- Craft units
- Relocated auction rooms/multi use building
- Cycle hire/walking centre
- Long and short stay car parking
- Public toilets
- Public realm/events area

The heritage/visitor centre is sited at a strategic location on the edge of the water, possibly even projecting over the water, overlooking the basin and also with views down the canal. The centre will be an attraction for all ages and will fulfil a number of functions. It can be developed as a gateway centre for the Furness Peninsula, helping to market attractions throughout the wider Furness area, as well as Ulverston itself. It can house the Ulverston Heritage Centre, which is interested in a site at Canal Head, and

is pursuing the possibility of a joint venture with the Laurel & Hardy Museum. The centre will interpret the maritime, industrial and cultural history, and could also display local landscape and wildlife. It will also have a café overlooking the waterside and be the booking office for boat hire and boat trips on the canal. Boat trips and boat hire on the canal would appeal to target markets and ensure repeat visits. Jetties will be provided for the boat hire and boat trips. The centre could also provide office space for the project management and site maintenance of the canal.

Tourism based businesses, similar to the Glass Centre housing Cumbria Crystal and Heron Glass, are proposed. They will add to the tourist attraction and help to bring further visitors to the existing businesses. Furness Fish has expressed an interest in relocating to provide a large manufacturing/sales area. A viewing area could be incorporated to enhance the visitor experience. Other businesses processing local produce could be interested in other units.

Craft units are also proposed in this area, where local artists and crafts people can work and talk to visitors and sell their goods. A craft village, bringing other artists and craftspeople to complement the glass makers already located nearby would create a critical mass to attract more visitors to the town and would provide opportunities for additional events and festivals.

The Auction Mart Company have indicated that they wish to relocate their auction rooms from the town centre to provide more space and improved servicing. A site close to the visitor centre has been indicated. It is intended that the building be multi-function so that it can be hired out for gatherings, events etc at certain times. It could also accommodate associated small specialist sales businesses, such as antiques, collections and crafts.

A cycle/walking centre is proposed within the car park area, leading to the towpath on the

north side of the canal. It will be the cycling hub" envisaged in the Cumbria Cycling Strategy, providing secure cycle storage, changing and clothes drying facilities, a meeting point, cycle hire, refreshments and information for both cyclists and walkers. Attached to this building will new public toilets. It would be desirable to formalise cycling on the tow path as it offers safe cycling which would appeal to families. There could be short circular routes developed as well as links into existing cycle networks.

Site B will be a largely pedestrian area with footpath access along the canal. The site will be hard and soft landscaped as an events area, related to the multi use function rooms. Such events could be linked to the natural and cultural heritage of Ulverston, to enhance its reputation as a festival town.

These developments address issues in SLDC's Economic Development Strategy. Referring to the SWOT Analysis in the Economic Development Strategy, these developments:

Build on strengths:

- Emerging local "town based" initiatives and partnerships
- Growth sectors include tourism, the arts and leisure

Address weaknesses:

- Acute shortage of quality strategic and local employment sites
- Limited private sector investments, particularly in the west of the district

It takes account of opportunities:

- To further develop and improve the quality of the tourist infrastructure
- Increase interest in local products

Consider future threats:

- Limited employment options

Relevant sections of the Strategic Partnership's Community Strategy which support these proposals are:

- Support and develop cultural and creative industries (with new media and IT as one key 'cluster' alongside the visual arts and historic heritage) together with heritage related opportunities for job creation and business expansion
- Lake District Renaissance: A programme to lift the quality of experience for visitors to the Lake District and sustainable tourism practices – reinforcing high standards of environment, customer service, the visitor experience and value for money
- Prioritise and lobby for Public Realm improvement schemes and visitor services which directly affect quality and accessibility

Sections of SLDC's Cultural & Arts Strategies which support these proposals are:

- Develop the potential of the creative industries across the District and maximise the impact of national, regional and county objectives
- Maximise the tourism potential offered by the District's existing and planned cultural assets.
- Develop a coordinated, high quality programme to improve the public realm and access to it
- Recognise the value and support the needs of existing and developing events, shows and festivals
- The creative industries in South Lakeland will have continued to grow

## 11.6 PHASE 2

Phase 2 requires a land assembly exercise involving the scrap yard (and possible relocation) and the Canal Tavern, as well as the

Auction Mart Company acquiring land to enable them to reorganise their site and create land for development. Therefore this phase of development will take longer to implement.

## 11.7 SITES C and D

This site is the key to improving the entrance to the town as it bounds the A590 along Canal Head. It is proposed that part of the development on this site will be served from the north and part from the south, off North Lonsdale Road. Discussions with the Highways Agency have indicated that a small amount of land within the Auction Mart site would be needed for an improvement to the access onto the A590, permitting a mini roundabout to be created. The existing, unsatisfactory access onto the A590 serving Canal Tavern and the scrap yard can be closed as a result of this development. There is the possibility in any redevelopment of this site to construct the footpath fronting the A590 into the site as part of the development, and allow the Highways Agency the opportunity to widen the carriageway along this section. No discussions have, however, taken place with the Highways Agency regarding this suggestion.

Development proposals for this site include:

- Redevelopment of abattoir site to become part of Auction Mart site
- Hotel, function rooms
- Waterside restaurant
- Bar/cafe
- Leisure facility
- Access and car parking
- Public realm and access to waterside

A prerequisite of the redevelopment at Canal Head will be the reorganisation of the Auction Mart to create available land. This will require the acquisition of the adjacent vacant abattoir site to provide alternative servicing areas for the mart. It would be possible to provide an experience for visitors, to view the animals and see auctions taking place. This could be a

popular attraction for families and, with interpretation, could help to improve awareness and understanding of South Lakeland's farming industry and local food products. The Auction Mart Company have indicated that their car parking area could be made available to the public on non auction days.

A landmark hotel is proposed to provide for visitors staying in Ulverston. It will be built in a prime location on the A590 and also with views straight down the canal. There is likely to be demand for some new accommodation if the town is to attract its share of the predicted overall growth of tourists in the county. A good quality, hotel, with around 50 rooms, offering medium priced accommodation would meet the needs of coach parties and independent visitors as well as business visitors. There was strong support for a hotel serving the business market, in our consultations with local businesses. They indicated that they currently have to use hotels closer to the motorway for their business visitors. There is a local demand also for a venue for functions, which could be provided by a hotel of this nature.

The waterside restaurant will be sited adjacent to the hotel, and it could be operated with the bar/cafe, or as a separate business. It will take full advantage of the water front environment and together with the bar/café will contribute towards a lively sense of place.

A bar/café is also proposed, which will have a water frontage and outside tables. It will operate as a day time café and night time themed bar, such as a wine bar.

The leisure facility could be developed as part of the hotel, offering a pool, gym, dance studio and beauty treatments, with the services offered to guests and to the local community through a membership arrangement. Alternatively, the health club could be a separate facility which may also offer alternative holistic therapies.

Access and car parking will need to be from the Booth's car park and also from North Lonsdale Road.

The whole development will be a high quality waterfront development and attention will be given to the public realm. Public access will be maintained around Canal Head with a pedestrian route onto the town centre. Interesting spaces, reflections and views will be created within the design together with water features. Lighting will be a feature to create an exciting night time environment.

Within the phase 2 proposals there is the opportunity to consider a foot bridge over the canal from the north to the Auction Mart site. This will allow easy access between sites A, B and E with site D and also allow the possibility to connect through the railway bridge between the abattoir site and the Acrastyle site once it has been redeveloped. This will connect the footways on both side of the canal and provide a return walk along the canal, crossing also at the proposed new footbridge at the location of the existing low level rail bridge to GSK. Both bridges will be designed to allow navigation, either by height or by mechanical means, and should be design features.

These proposals address issues in SLDC's Economic Development Strategy. Referring to the SWOT Analysis in the Strategy, these developments:

Build on strengths:

- Emerging local "town based" initiatives and partnerships
- Growth sectors include tourism, the arts and leisure

They address weaknesses:

- Acute shortage of quality strategic and local employment sites
- Limited private sector investments, particularly in the west of the district

- Changing trends in agriculture

They take account of opportunities:

- To further develop and improve the quality of the tourist infrastructure
- Strengthen links between agriculture, food products and the tourist industry

and they consider future threats:

- Limited employment options

Relevant sections of the Community Strategy which support these proposals include:

- Provide ongoing support for farming and food industries through the tracking, branding and promotion of higher value local produce and identification of new marketing opportunities (including those linked to biodiversity and organic farming).
- Lake District Renaissance: A programme to lift the quality of experience for visitors to the Lake District and sustainable tourism practices – reinforcing high standards of environment, customer service, the visitor experience and value for money.

### **11.8 Mixed use area - Area adjoining North Lonsdale Road to east of railway bridge**

The overriding strategy for this area is a mixed development of housing and new workshops, whilst creating opportunities to allow existing businesses to grow.

In order to resolve some of the existing access difficulties and poor relationships of land uses the suggested strategy for this area, to be achieved in the medium term, is to encourage housing development along the water front where the environment is pleasant, to present a good face to other side of the canal and to reintroduce public access along canal, whilst

encouraging business uses along the North Lonsdale frontage where vehicular access is better.

### 11.9 Acrastyle site

Acrastyle need to relocate in order to expand to meet demands for their products. The site is very attractive, set around the basin in the canal, and it is proposed that this be allocated for residential development, tied to a planning obligation that the company relocates within Ulverston. It is important to create a public pathway along the canal as part of any development proposals. Discussions are on going with SLDC officers to achieve a satisfactory outcome.

### 11.10 Schooners Wharf

This is a site, set back from North Lonsdale Road, fronting the canal. In line with the above strategy it is recommended that the site be developed for housing purposes to enhance the canal frontage and create a public access route along the canal. This could be part private and part social housing provision. Home Housing are known to be interested and have been in contact with the developer.

Site contamination and access may cause problems. A joint access with the adjoining Acrastyle site may ease access problems along North Lonsdale Road.

### 11.11 Travis Perkins

There are no proposals for this site. Access for commercial vehicles is not ideal but by steadily implementing the strategy outlined above, of separating housing and business uses, access may be able to be improved over time. Car parking has been provided on land on the opposite side of North Lonsdale Road.

### 11.12 Mixed Industrial Area

This is a very untidy area with unmade roads and some very poor quality buildings. Access

from North Lonsdale Road is difficult. Nevertheless the area houses a number of small businesses that are surviving and some which are thriving. The medium to long term proposal is to provide alternative workshop accommodation close by and encourage businesses to relocate, in order to develop this site for social housing with public access along the canal. This section of footpath would connect with the existing open space owned by SLDC thus completing the footpath route. The site has a good aspect over the water and a good quality development would enhance the view from across the canal.

Access would need to be rationalised and land contamination measures put in place.

### 11.13 G W Waites

G W Waites are a well-established and stable company. They own a derelict building and vacant land adjacent to their premises. It is proposed that the building be demolished, part of this land should be reserved for their future expansion and the remainder be sold to SLDC in order to assemble a site for workshop development.

These proposals address issues in SLDC's Economic Development Strategy. Referring to the SWOT Analysis in the Strategy, these developments:

Build on strengths:

- Emerging local "town based" initiatives and partnerships

They address weaknesses:

- Acute shortage of quality strategic and local employment sites
- Limited private sector investments, particularly in the west of the district

and they consider future threats:

- Limited employment options

### 11.14 Steel Street Area, Kennedy Street Area and The Elms

The Steel Street area involves land owned by G W Waites and SLDC. The strategy for this part of the Study Area is to assemble land to create a cluster of small workshops to satisfy local demand and to provide relocation opportunities for the many small businesses fronting onto the canal. Access will be from North Lonsdale Road.

The Kennedy Street area has been the subject of development briefs for a number of years and there has been substantial public consultations regarding the future use of land in this area. The key to the redevelopment of this area is the relocation of the SLDC depot. Discussions with the management have concluded that the depot need not be situated in this locality, but needs to be within a one mile radius of the town. Discussions regarding alternative sites for the depot are on going. It has been suggested that the depot could relocate to the nearby Elms site. This would, however, lose the potential advantage of relocating such a use out of this residential area altogether and would also lose the opportunity of using The Elms site for a more advantageous use.

Uses proposed within this area include:

- Land for gardens for residents of Kennedy Street
- Two bungalows for people with learning disabilities to be built by Fair oak Housing Association
- Small social housing unit - six flats for single people
- Up to 10 eco housing units and associated workshops
- Relocation of Rathbones Training Centre from The Elms
- Potential site for skatepark away from canal
- Retain green zone and footpath route adjacent to canal

- New bridge over the canal to replace the sliding rail bridge

It has been a long standing desire of residents in Kennedy Street to acquire land to create larger gardens. This request has been incorporated into the proposals.

Fairoak Housing Association has been in discussions with SLDC for some time, following the Housing Pathways Survey to provide accommodation in this area for people with learning difficulties. A site has been identified in this area for two supported bungalow units and these have been incorporated within these proposals.

A proposed small scheme to provide 6 flats for single people has also been incorporated within these proposals.

A local group of environmental enthusiasts are keen to find a suitable site to erect up to 10 experimental eco houses and our proposals include the principle of development on this site.

In order to make more efficient use of The Elms site, it is proposed to relocate the Rathbones Training organisation into one of the buildings vacated by the SLDC depot.

The Partnership Action Plan refers to the need for a skate park and earlier plans for this area had located it beside the canal. These proposals have relocated the skate park away from the canal and retained the allotments, green open area and footpath alongside the canal.

It is proposed to replace the sliding railway bridge over the canal with a light, contemporary design footbridge. The existing, 1870's sliding bridge structure would be parked in the open position to navigation. The services leading into GSK along the bridge will have to be relocated under the canal as part of the accommodation works. The adjoining lifting tower will be refurbished.

The Elms is a 5 acre, self contained, fenced and landscaped site, which would be ideally suitable as a relocation opportunity for a local company seeking expansion. There is an existing building and scope for additional accommodation together with car parking.

These proposals address issues in SLDC's Economic Development Strategy. Referring to the SWOT Analysis in the Strategy, these developments:

Build on strengths:

- Emerging local "town based" initiatives and partnerships

They address weaknesses:

- Acute shortage of quality strategic and local employment sites
- Limited private sector investments, particularly in the west of the district

and they consider future threats:

- Increasing trend to lower wage, low skilled economy
- Limited employment options

These proposals are supported by the following measures in the Community Strategy:

- Improve the range and choice of opportunities for nurturing new businesses and supporting and expanding existing ones through the provision of a range of sites and premises. Where scope exists these should focus on re-using brownfield sites
- Emphasise both the need and the opportunities for providing local training for trades skills to meet pressing local demands and to raise local environmental quality

### 11.15 Canal Foot – recreational potential

Canal Foot is a destination for walkers and cyclists and it is proposed to improve facilities there. A small car park on land owned by GSK at Hammerside Field will be provided and also a viewing tower, which could be a free standing structure or canopy to enjoy the views across Morecambe Bay and improve interpretation of the wildlife and heritage of the Bay. It will be a focal point for walkers and cyclists using the canal towpath and the Cumbria Coastal Way.

A sculpture trail and public art will be developed along the canal and help to link Canal Head with the town centre. A thematic link with the public art at Morecambe would help to raise the profile of Ulverston as a destination in the Morecambe Bay area.

The Lock Keepers Cottage, a listed building, will be converted to an interpretation centre featuring the canal and the Hearts of Oak boat will be restored and displayed at Canal Foot, with the possibility of cruises along the water to Canal Head.

These proposals are supported by the following measures in the Community Strategy:

- Support and develop cultural and creative industries (with new media and IT as one key 'cluster' alongside the visual arts and historic heritage) together with heritage related opportunities for job creation and business expansion
- Lake District Renaissance: A programme to lift the quality of experience for visitors to the Lake District and sustainable tourism practices – reinforcing high standards of environment, customer service, the visitor experience and value for money

Sections of SLDC's Cultural & Arts Strategies which support these proposals are:

- Maximise the tourism potential offered by the District's existing and planned cultural assets

#### **11.16 Land to north of canal – informal recreation with some commercial opportunities at Rame Farm**

Facilities for walking can be extended with the creation of short circular walks and some of the land to the north of the canal can be developed as woodland, with the establishment of a country park and interpretation.

It will be possible to examine opportunities to expand facilities at Rame Farm to encourage tourism and help with farm diversification. It may be that the equestrian activities could be extended to include trekking, schooling and training. There may be opportunities for building conversions for holiday lets, related to outdoor activities. Ideas have been discussed only briefly with the owner, but these need to be developed through further discussions and a feasibility study before taking the matter further.

These proposals are supported by the following measures in the Community Strategy:

- Ensure that agricultural practices result in environmental benefits and support the maintenance and enhancement of the countryside

#### **11.17 Strategy for the built and landscaped environment**

These proposals take into account the findings of the landscape and built environment appraisals and make recommendations for new developments that are in keeping with the location as well as strengthening links with the town and local community. The design of new buildings will draw on the vernacular style of the

town as well as structures typical of wharfs and waterside activity, but allow for a contemporary approach. Materials will include stone, slate, timber, glass and steel to help create a quality environment.

The hard and soft landscaping will be designed to complement the new developments. Detailed amenity planting adjacent to buildings and key access points will highlight important features and provide a visual frame within the landscape. High quality paving, decking and surface treatments will indicate a hierarchy of access and movement throughout the whole site. The more formal planting and paved areas near the buildings will give way to grassed areas and shelterbelt planting, using native species to create a visual and environmental link with the surrounding countryside. Pre-emptive planting on key sites such as the Technology Park and proposed car park at Canal Foot will allow trees and shrubs to become established and provide a more effective buffer between the new developments and existing housing and business areas.

There is potential to include artworks at strategic locations throughout the site. These may take the form of commissioned one-off pieces or may be specialized interpretative items or bespoke street furniture, which will help to strengthen the idea of creating a linear park along the length of the canal.

#### **11.18 Canal Head**

The A590 approach to the Booth's roundabout is the main access to the proposed Canal Head development. The key to improvement is to extend and open the views to the canal basin and to provide safer access. New pedestrian links will be provided including the way-marked link between the town and the canal. By re-directing vehicular traffic to Canal Head via the roundabout, the need for the access via Canal Tavern will be removed and this part of the site can be taken wholly into the design.

Established tourist-related businesses including the glass works have already set the scene in this area, but the architectural style of the buildings need not set the standard for the rest of the new development. Buffering in the form of landscaped car parking will help to divide the existing from the proposed and allow the newly emerging Canal Head developments to make their own statement.

#### **11.19**

Site A provides the opportunity for the relocation of the access road and brings people and cars to Canal Head and its new attractions. The heel of the canal basin is the site of a new landmark building – the proposed visitor center, which could be cantilevered out over the basin to create an eye-catching structure that provides excellent views down the canal, but can also be seen from the A590 approach.

The landscape treatment around the new car park parking area will link into the surrounding hedgerows and existing planting to provide a natural fit. The edges of the car park will require shelterbelt treatment with hedgerow and tree planting to provide a visual screen around the gas sub station but also create a wildlife corridor linking with the sensitive areas of the wetland reserve adjacent to the railway.

#### **11.20**

Site B centres round the new developments for tourism-based businesses and will also contain the cycling hire centre. A new footbridge linking the old abattoir site to this new activity area will allow for improved pedestrian circulation and create a focus on the events area adjacent to the canal side. A combination of hard landscaping and planting will provide a suitable venue for organized festival activities or simply informal recreation and new access routes will radiate from this part of the site linking with potential Greenways, cycling routes, nature trails and also to other developments at Canal Head.

**11.21**

Improvements at the Booth's roundabout junction provide an opportunity to develop Site E as the Technology Park. It is sheltered by the railway embankment to the south east and to the south west by existing and proposed buildings. The site falls within the Local Plan area and will have its own link road that need not conflict with users on the rest of the site. Given the size of this proposed development, sensitive landscaping is required to reduce any potential for significant landscape impact. Screening shelterbelts, planted in advance of construction will be well established and new wetland areas and balancing ponds will help to mitigate the potential for flooding in the area. This will also provide an opportunity for habitat creation and enrichment.

**11.22**

Site C is the key area for major redevelopment at Canal Head. The proposed pattern of buildings will relate directly to the canal basin by function, activity and access, providing a marina-like, waterside environment. Consideration of the siting of the buildings should retain a strong visual link with the town center. Creation of new, and use of existing service access will enable the buildings to be accessed from a new opening on North Lonsdale Road and also from behind Booth's supermarket. Full pedestrian access around the canal basin will also mean that the link to the town centre can be realised via Canal Head and North Lonsdale Road. High quality paving, seating, lighting and detailed planting will be used to complete the refurbishment of this part of the site.

**11.23**

If the Auction Mart is able to partly relocate to the redundant abattoir site then any new configuration of buildings can also permit for the improvement in parking provision on Site D. Discussions with the Auction Mart indicate the

potential to allow for additional parking on non-mart days. The new footbridge across the canal will enable coach parties to disembark and move directly to the visitor offer on the other side of the canal. The pedestrian links and circular walks also provide a strong connection to any housing opportunities on the south side of the canal.

**11.24**

Moving down the canal, the general policy will be to consider the whole area as mixed use but with an emphasis on migrating businesses away from the canal side towards the road. The canal side offers the best opportunities for living and recreation and a comprehensive and connecting network of leisure routes could be developed to encourage walking and cycling.

**11.25**

Full navigation of the canal is also essential. At present the sliding rail bridge prevents full use. This could be renovated such to bring it back into the open position and interpretation could be provided as part of a themed walk around the canal. The existing access will need to be maintained and a new footbridge will be located alongside. This will be contemporary in design and will lift or rotate in order to allow for boat passage. The secure boundary alongside GSK will not be compromised by the introduction of watercraft. Willow spiling techniques will be used to provide a physical and permeable barrier, which will also create a green screen between the chemical plant and users on the canal. Provision will be made for green space activities on land adjacent to Kennedy and Steel Street.

**11.26**

The Lock Keepers Cottage at Canal Foot is proposed as a small interpretation centre, focusing on the maritime and industrial heritage of the site and also as a drop-off point for the Hearts Of Oak boat. At present, informal

parking arrangements can lead to conflict with local residents. This will be alleviated by the creation of new parking facilities behind the cottages, which will be screened by the establishment of a substantial shelterbelt. Disabled parking will be provided at Canal Foot along with the opportunity to enjoy the coastline from a proposed viewing platform. This low-key structure will provide shelter and interpretation for visitors. Circulation in this area will be managed through a combination of improved signage and hard and soft landscaping.

**11.27**

The large tracts of land to the north of Rame Farm offer opportunities for increased woodland planting, walks and nature trails as well as commercial development of the Farm itself. Any proposals for this site will be low-key and in keeping with the landscape, providing enrichment and enhancement rather than introducing contemporary elements.