

Report to Economy & Environment Overview and Scrutiny Panel

Agenda
Item:
A.5

Meeting Date: 14th August 2014
Portfolio: Economy, Enterprise and Housing
Key Decision: No
Within Policy and Budget Framework: Yes
Public / Private: Public

Title: **Carlisle City Centre (Draft) Development Framework**
Report of: Director of Economic Development
Report Number: ED 30 14

Purpose / Summary:

To update Members of the Economy and Environment Overview and Scrutiny Panel on the recommendations and key proposals within the draft City Centre Development Framework, including the arrangements associated with the current public consultation.

Recommendations:

That Members note the content of the report.

Tracking

Executive:	N/A
Overview and Scrutiny:	14 th August 2014
Council:	N/A

1. BACKGROUND

- 1.1 GVA were appointed in June 2013 to prepare a Development Framework to guide future development in Carlisle City Centre to 2030. A key objective of the study is to identify suitable locations within the city centre to accommodate future development to meet identified needs, and specifically those relating to additional retail and leisure floorspace.
- 1.2 The requirement to prepare a Development Framework was prompted by the findings of the [Carlisle Retail Study](#)¹, prepared by GVA on the Councils behalf in August 2012. This study concluded that there was a significant quantitative and qualitative need for new Class A1 comparison (non-food) retail development within Carlisle over the period to 2030.
- 1.3 The [National Planning Policy Framework](#)², to which all Local Plans must be in conformity with, is categorical in requiring that identified needs for new development are met in full. It also requires that in so far as retail needs are concerned, the priority for meeting such needs should be within existing town and city centres, subject to the availability of suitable development sites.
- 1.4 The 2012 [Carlisle Retail Study](#) identified that there was a limited availability of potential development sites within the existing City Centre Primary Shopping Area (PSA) which could accommodate substantive new retail development to meet the identified future needs. Consequently, if appropriate sites within or immediately adjacent to the City Centre PSA cannot be identified within deliverable timeframes, the Council would be required to identify less central sites to meet the needs arising. It is therefore critical that appropriate sites within the City Centre are identified to meet future needs, and the CCDF seeks to identify what if any options exist to achieve this objective, in order that these can then be taken forward through the emerging Carlisle Local Plan (2015-2030).
- 1.5 Work on the CCDF has broadly followed a six stage process, as illustrated in Table One. The release of the current draft CCDF represents stage five of this six stage process.

Stage 1	Information review and analysis of City Centre area
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¹ GVA (2012) Carlisle Retail Study. Available at URL: http://www.carlisle.gov.uk/downloads/FINAL_REPORT_web_2012.pdf

² CLG (2012) National Planning Policy Framework. Available at URL: <https://www.gov.uk/government/publications/national-planning-policy-framework--2>

Stage 2	Identification of opportunities, constraints, key issues and initial ideas and options for change
Stage 3	Consultation and feedback on initial ideas and options
Stage 4	Refinement and identification of Preferred Option(s)
Stage 5	Consultation and feedback on Preferred Options
Stage 6	Final report and recommendations

Table 1 – Six Stage CCDF Process

2. IDENTIFIED DEVELOPMENT NEEDS

- 2.1 The [Carlisle Retail Study](#) was commissioned as a key component of the evidence base for the emerging Local Plan to assess future need for new retail and leisure provision within Carlisle. The study was informed by a healthcheck assessment (looking at existing performance including vacancies) and robust primary research including household telephone and shopper surveys.
- 2.2 With the aim of proactively planning for the enhancement of Carlisle as a vital and vibrant city centre destination, the study set out a number of recommendations. It identified that notwithstanding that the City Centre was performing well in many regards, that in order to deliver a step change in its performance to enable it to better perform its sub-regional function, a projected increase in the overall market share is estimated to generate capacity for an additional 18,200 sqm comparison (non food) retail floorspace by 2030. This level of floorspace is broadly equivalent in size to three adult football pitches.
- 2.3 The assessments which support these conclusions take account of projected expenditure levels based on a number of factors including projected population increases and demographic changes within the wider sub-regional catchment that Carlisle, from a retail perspective, serves. In this regard it is pertinent to note that from a retail catchment perspective Carlisle extends to cover a population of approximately half a million people. Such assessments also take account of the changing nature of retailing habits including increased internet shopping and other trends.
- 2.4 Importantly the study concluded that the market share enhancement will only be achieved if the new provision which comes forward is of genuine quality to add to the existing clothing and fashion offer in particular. It further recognised that the

balance between attracting new retailers to the city and facilitating new opportunities for existing retailers to upsize will be particularly important to ensure that any new scheme(s) does not lead to the significant displacement of retailers from the existing primary shopping area.

- 2.5 The CCDF has been developed within this context in response to the recommendations within the [Carlisle Retail Study](#). It also responds to the requirements of the [NPPF](#) to meet identified needs in full. The levels of need identified within the study are considered to remain robust and therefore considered to constitute an appropriate basis from which to continue planning for future retailing needs within Carlisle, both through the CCDF and emerging Local Plan.

3. CCDF KEY DRAFT RECOMMENDATIONS AND PROPOSALS

- 3.1 An initial public consultation was held in November of last year which focused on defining and analysing key character areas and setting out issues and initial options within each of these areas. Since then technical information such as design work and transport analysis together with the responses received and engagement with landowners and officers at both the City and County Council have all been used to refine the draft development framework further.
- 3.2 Each of the character areas has now been categorised according to their potential for future change and prospective scope for intervention, drawing on the analysis undertaken to date. Those areas with the highest potential for change were identified as being the Citadel and the Area North of Lowther Street including Rickergate.
- 3.3 The recommendations for the Citadel area relate to pursuing a mixed use redevelopment opportunity which will present itself following the relocation of Cumbria County Council offices to new ones in Botchergate. The evidence supports however that the Citadel is unlikely to be suitable for major retail redevelopment given the absence of a strong frontage and therefore logical link with the existing primary shopping area, which reflects that much of the opportunity is backland in nature. Alternative uses suggested for this area include offices, residential, leisure, further education and ancillary car parking. Other recommendations relating to the Citadel area relate to improving access to Carlisle Rail Station, enhancing the public realm and securing viable future uses for the statutory listed Citadel structures and other important heritage assets.
- 3.4 The area to the North of Lowther Street including Rickergate has been identified as the preferred option to accommodate the majority of the required additional retail

floorspace as part of a wider mixed use comprehensive redevelopment proposal including leisure uses, new residential units and car parking provision. Two options have been identified within this area as a means of fulfilling this objective. The two primarily differ in that one option includes the retention of the Civic Centre Tower (Option A) whilst the other assumes that the entire Civic Centre site would be comprehensively redeveloped (Option B).

- 3.5 Both options would see existing premises on Warwick Street cleared to make way for a new leisure hub and new public realm. Both also propose the introduction of residential units on Corporation Street, the conversion of the old police station to new retail premises, the clearance and redevelopment of the more recent courts building for retail units, and enhanced public realm throughout. Option B has been recommended as the preferred option given that it would result in a greater level of retail floorspace and is considered to be a much more commercially attractive proposition.
- 3.6 A [consultation leaflet](#) which constitutes a concise executive summary of the CCDF report is appended to this report. This summary leaflet provides greater details on the recommendations for all of the character areas and the preferred option in responding to identified retail needs, including graphics to illustrate the draft proposals. **This [summary leaflet](#) should be read in conjunction with this report to provide a fuller understanding of the key recommendations and proposals to emerge from the draft CCDF.**

4. CURRENT CONSULTATION

- 4.1 A five week period of public consultation commenced on the draft CCDF on Monday 28th July. Interested parties have until Monday 1st September to submit comments on the draft. The consultation material comprises of the [draft CCDF report](#), a [consultation leaflet](#) which essentially constitutes an executive summary of the report, and [a response form](#) which aside from inviting general comments also seeks views on a number of prescribed questions.
- 4.2 Consultation efforts have sought to mirror those employed with regards to previous consultations on the emerging Local Plan, and the November 2013 consultation on earlier CCDF work, and are therefore in accordance with the approach to consultation set out in the Council's adopted Statement of Community Involvement.
- 4.3 Aside from the consultation material being available through the Council's website, reference copies have been deposited at Carlisle Central Library and the Civic Centre. Specifically for the convenience of Members, copies of the consultation

material have also been deposited in each of the Group rooms within the Civic Centre.

4.4 An exhibition displaying details of the development framework can be viewed in the Civic Centre throughout the consultation period. Public drop in sessions where officers will be available to answer any queries regarding the consultation material will also be held on:

- Saturday 9th August, 10am - 4pm at the Assembly Rooms in the Carlisle Tourist Information Centre
- Wednesday 20th August, 11am - 3pm at the Best of Carlisle Market, Carlisle City Centre.

4.5 The consultation has been promoted through the Council's website, written notifications to those who have registered an interest to be kept informed of Local Plan or CCDF matters, a press release and through a number of posters. Flyers have also been produced and deposited at key locations around the City Centre. Awareness of the consultation has also been aided by a strong media interest in the draft CCDF, with a number of radio and television interviews having been conducted as part of wider coverage.

4.6 Prior to the consultation being announced publically, a presentation on the draft CCDF was given to informal Council. This was followed by an email to all elected Members inclusive of a copy of the presentation. Email notifications were also sent to staff within the Civic Centre in order to provide reassurances over the future of the City Council given the proposals to demolish the building. The Save Our Streets community group were briefed via telephone in advance of news on the consultation breaking, and an invitation extended to meet with officers to discuss the proposals during the consultation. Letters doing likewise were hand delivered to residents and businesses within Rickergate, and a verbal briefing was given to the management of the Lanes Shopping Centre.

4.7 Officers have already responded to a number of requests from interested parties to discuss the draft CCDF proposals in more detail, and will continue to do so throughout the course of the consultation.

5. NEXT STEPS

5.1 Following the close of consultation, responses will be analysed and will be considered in the preparation of the final CCDF Report. Beyond this the recommendations and proposals within the final CCDF will be used to inform the

relevant aspects of Carlisle's emerging new Local Plan (2015-2030), and specifically the 'publication' draft of this plan which will be subject to its own consultation in early 2015.

- 5.2 In order to support that the eventual preferred option(s) for new development taken forward through the Local Plan are suitable, available and deliverable, further and more detailed work will be undertaken. Such work will include building on work conducted to date to ascertain whether proposals can be developed within the timescales envisaged, are viable in cost terms, that they respond well to market demand and that the impacts of any development on infrastructure, including the highways network, is understood and appropriate mitigation measures identified if necessary. In this latter regard this work will be achieved through the process of the Council's Infrastructure Delivery Plan which will consider such impacts in the context of all of the development proposals within the emerging Local Plan, and therefore the cumulative impacts of these.

6. CONCLUSION AND REASONS FOR RECOMMENDATIONS

- 6.1 Members are asked to note the content of the report in order that they are aware of and understand the recommendations and key proposals within the draft City Centre Development Framework, including the arrangements associated with the current public consultation.

7. CONTRIBUTION TO THE CARLISLE PLAN PRIORITIES

- 7.1 The City Centre Development Framework will support, both directly and indirectly, a number of the corporate priorities including:
- Promotion of Carlisle as a prosperous City, one in which we can all be proud.
 - Supporting the growth of more high quality and sustainable business and employment opportunities.
 - We will develop vibrant sports, arts and cultural facilities, showcasing the City of Carlisle.

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**Appendices
attached to report:**

- **Carlisle City Centre Draft Development Framework Consultation Leaflet**

Note: in compliance with section 100d of the Local Government (Access to Information) Act 1985 the report has been prepared in part from the following papers:

- **None**

CORPORATE IMPLICATIONS/RISKS:

Chief Executive's -

Community Engagement –

Economic Development –

Governance –

Local Environment –

Resources -

GVA has been appointed to prepare a Draft Development Framework for Carlisle City Centre to guide the consideration of future development opportunities in the City to 2030. A previous consultation was undertaken in November 2013 and the following boards present the work that has been undertaken to refine the initial ideas / options and identify a preferred option.

Aims and Objectives

The Draft Development Framework has the following key objectives:

- To guide future development in the city centre to 2030;
- To identify suitable locations within the city centre to accommodate future development to meet identified needs;
- To identify potential timeframes for development/delivery;
- To incorporate the views of the community in preparing options for future development; and
- To ensure the work forms part of the Council’s evidence base for the Local Plan which will inform development options and future strategy for the City Centre.

Planning Policy Context

NPPF requires local planning policy to:

- Promote competitive town centre environments;
- Adopt the sequential approach to development – ‘centres first’ followed by edge and then out of centre;
- Allocate a range of suitable sites to meet identified future needs;
- Assess the potential to expand centres to ensure sufficient supply of sites; and
- Identify the timescales for delivery.

It is recognised that out of centre retail development could undermine the vitality and viability of Carlisle City Centre.

The Draft Development Framework therefore seeks to address the requirements of National Planning Policy in identifying potential sites to meet future identified needs.

Retail Context

City-wide Retail Study (2012) conclusions:

- Quantitative need for c. 18,000 sq. m (200,000 sq. ft) of Class A1 non-food retail floorspace across the city by 2030;
- Limited availability of sites within the existing City Centre Primary Shopping Area (PSA) to meet current and future needs;
- Existing retailers and key department stores in the City Centre trading from relatively constrained units (size, configuration, age);
- Carlisle lacks prominent mid-to-high range retailers; and
- In retail catchment terms the City centre caters for almost 500,000 people.

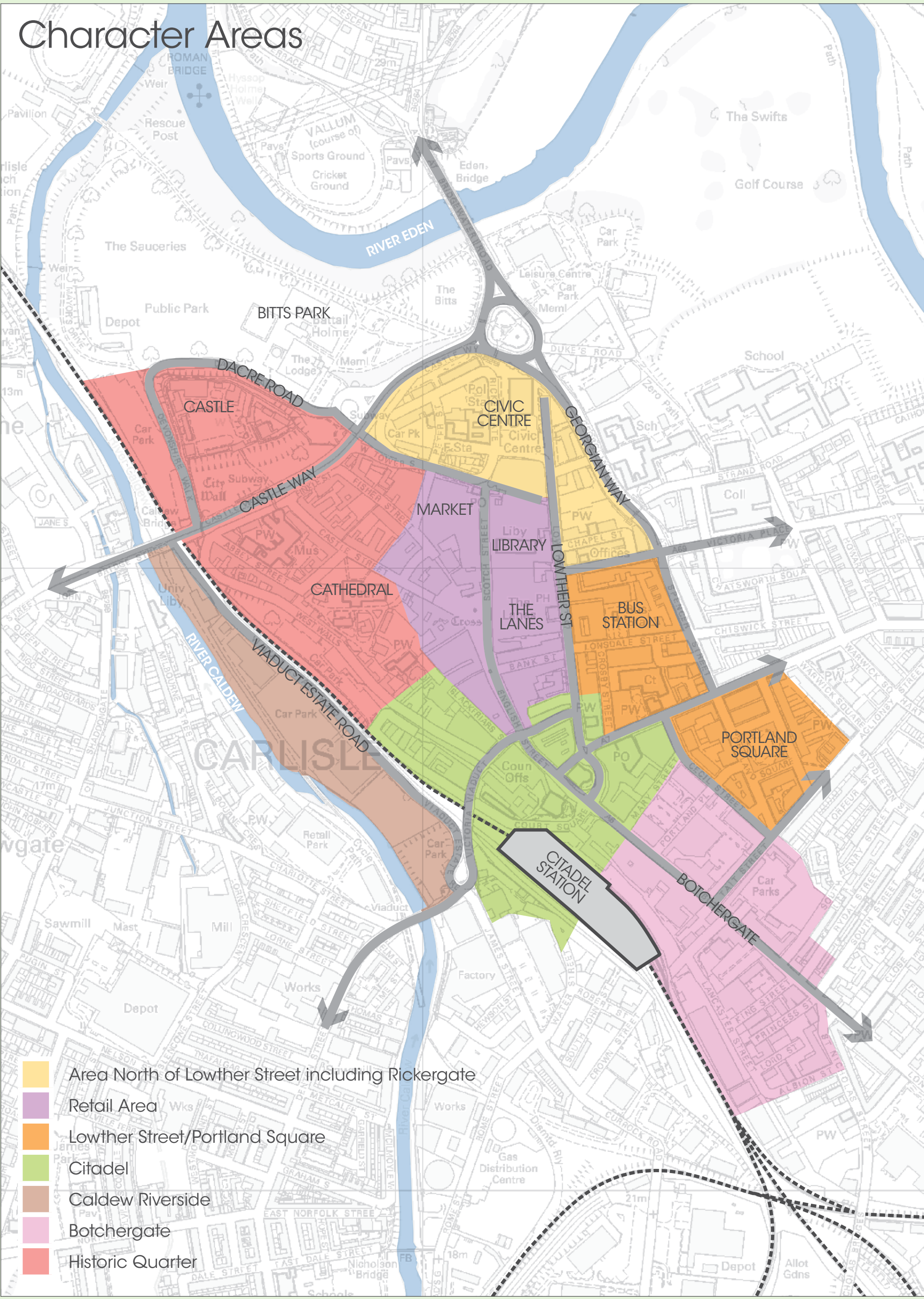
Current Issues:

- City Centre facing significant competition from out-of-centre retail destinations;
- Without identifying appropriate range of suitable and deliverable sites then City Centre vulnerable to competition; and
- Inability to meet latent retailer demand for new premises in Carlisle – retailers could gravitate to less constrained out-of-centre locations.

Where We Are Now

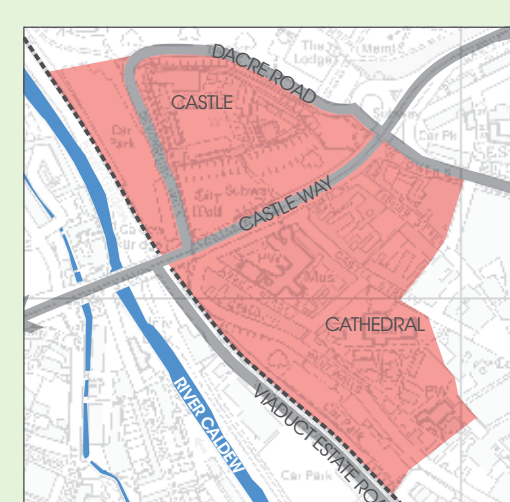
The Draft Development Framework is a six stage process. We are currently at Stage 5: Consultation and feedback on preferred options Recommendations

Stage 1	Information review and analysis of City Centre area
Stage 2	Identify opportunities, constraints, key issues and initial ideas and options for change;
Stage 3	Consultation and feedback on initial ideas and options
Stage 4	Refinement and identification of Preferred Option(s)
Stage 5	Consultation and feedback on preferred options Recommendations
Stage 6	Report and Recommendations



Detailed analysis of the character, opportunities and constraints and ideas regarding future options for change for each respective character area were set out in the previous public consultation exercise in November 2013. The detail below summarises this analysis so as to provide a baseline context for this preferred option consultation exercise.

Historic Quarter

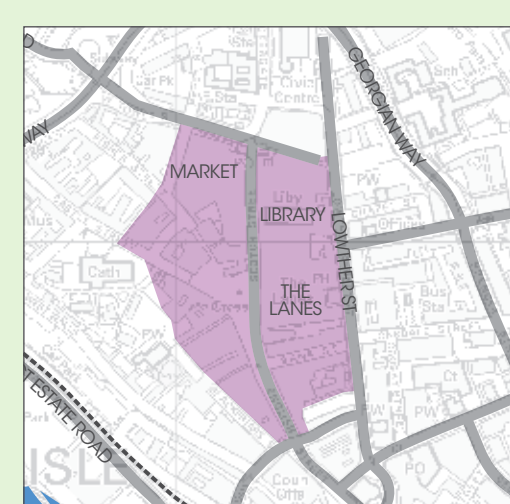


Character: the area is an established conservation area with a number of iconic listed buildings and structures including the Castle, Cathedral and City Walls. There is an attractive public realm

(landscaping, surfaces, buildings etc.) and opportunities for outdoor congregation. The area also includes Tullie House Museum and Art Gallery which is a major tourist destination.

Key Issues: Castle Way severs the Castle from the wider Historic Quarter resulting in constrained pedestrian movement to the west and north. The railway and changes in levels further restricts movement. The former Hooper's department store is presently vacant and was an important destination between the City Centre Primary Shopping Area and the Historic Quarter.

Primary Shopping Area (PSA)

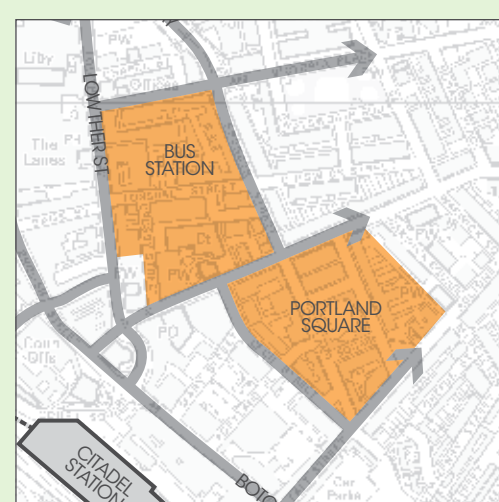


Character: the PSA is linear in configuration and extensively covered by a conservation area designation with a number of historic buildings and structures including the iconic Old Town Hall.

The western side of the PSA fronting on to English Street comprises substantial retail and commercial buildings inter-dispersed with modern 'infill' retail units. The Market Cross is a prominent and popular public realm area in the centre of the PSA. The Lanes Shopping Centre is a modern mall destination located to the east of English Street which is physically and visually integrated with the wider historic PSA. The area also includes an indoor market.

Key Issues: whilst the historic and linear nature of the City Centre PSA is a significant asset, it also constrains future potential for new development without substantial physical intervention. There are limited infill opportunities. Access, movement and car parking availability are also key issues.

Lowther St / Portland Square

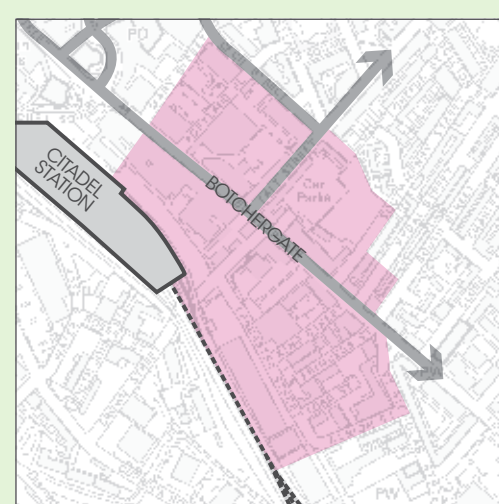


Character: the area comprises a mix of retail, commercial and residential uses. Portland Square is an important conservation area with a number of listed buildings centred around an

attractive garden square. Lowther Street is a secondary retail area with a number of shops and commercial uses. The area is the primary north – south route through the city centre for public transport with the bus station as an important hub.

Key Issues: the relocation of Cumbria County Council offices to Botchergate will reduce footfall in the area and potential alternative viable uses for vacated premises will be required. There are significant vehicle movements along Lowther Street given the number of car parks.

Botchergate



Character: the gateway to the City Centre from the south, Botchergate is a mixed-use area and the main focus of the City Centre evening economy with a number of pubs, clubs, restaurants and

takeaway uses. The multiplex cinema is a key attraction.

Key Issues: the evening economy uses generate some environmental and visual amenity issues relating to blank day-time frontages. The new Cumbria County Council offices will significantly increase day-time footfall in the area and provide the stimulus for further investment. There are multiple ownerships in the area and physical intervention will be a challenge.

Caldew Riverside



Character: the area is detached from the wider City Centre by the railway line and significant changes in levels. Currently there are a mix of low grade commercial and leisure uses along with

extensive areas of surface car parking and the area includes a number of vacant sites.

The site is under-utilised although a significant proportion of the site is subject to planning permission for a new Tesco superstore.

Key Issues: the site is in mixed ownership and Tesco has an extant planning permission. Whilst the site is an important brownfield regeneration opportunity, it is detached from the City Centre and would effectively function as a standalone destination with limited prospects of physical integration.

Citadel

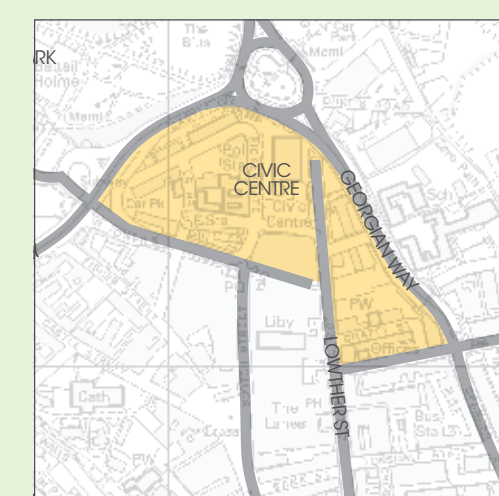


Character: a key City Centre gateway extending from the railway station to the PSA. The area is covered by a conservation area designation which includes the railway station, Station Square

and the iconic Grade I listed Citadel buildings. More modern buildings to the rear of the Citadel structures accommodate a mix of retail and commercial uses. Cumbria County Council offices are located to the rear. The Crescent is a busy thoroughfare and comprises retail and leisure uses including a number of restaurants, bars and takeaways.

Key Issues: the relocation of the County Council to its new offices on Botchergate provides an opportunity to secure new viable uses for surplus sites and also the Citadel structures. The relocation of The Pools to the Sands Centre from the rear of the station also provides opportunities to review how approaches to the station function.

Area North of Lowther St including Rickergate



Character: A mixed-use area located between the PSA to the south and key transport routes and Bitts Park to the north. The area comprises residential, civic and administrative uses (City Council offices,

police station and Magistrates Courts). The area is well defined by Georgian Way to the north and West Tower Street to the south. There are a number of surface car parks.

Key Issues: a significant proportion of the site is within public ownership and is relatively under-utilised with surface car parks and large building footprints. Pedestrian connectivity to the PSA and changes in levels are key issues for the wider site.

On the basis of the initial options and ideas presented through the November 2013 consultation, we have undertaken further analysis to identify the potential for future change within each of the character areas. This board summarises the technical work which underpins the development of the preferred options. On the basis of this analysis, each of the character areas is categorised below according to the potential for change and prospective scope of intervention.

What have we done since

GVA led the consultant team and undertook the planning and development analysis. BDP prepared the urban design / landscape analysis and concept plans. The transportation analysis was undertaken by Hyder and Montagu Evans provided broad brush viability and property market advice.

This work has included:

- Physical Capacity and Design Analysis of the Area to the North of Lowther Street including RickerGate;
- Transport Analysis of the Area to the North of Lowther Street including RickerGate and the Station/Citadel;
- Engagement with Officers at Carlisle CC and Cumbria CC on all character areas;
- Initial engagement with public sector land owners in the Area to the North of Lowther Street including RickerGate;
- Commercial advice / soft market testing in the Area to the North of Lowther Street including RickerGate.

An updated Draft Development Framework document has now been drafted.

Potential for Change

Each of the character areas has been categorised according to their potential for future change and prospective scope of intervention. This is illustrated on the plan to the right and draws upon the analysis undertaken to date.

Low Potential For Change/ Intervention:

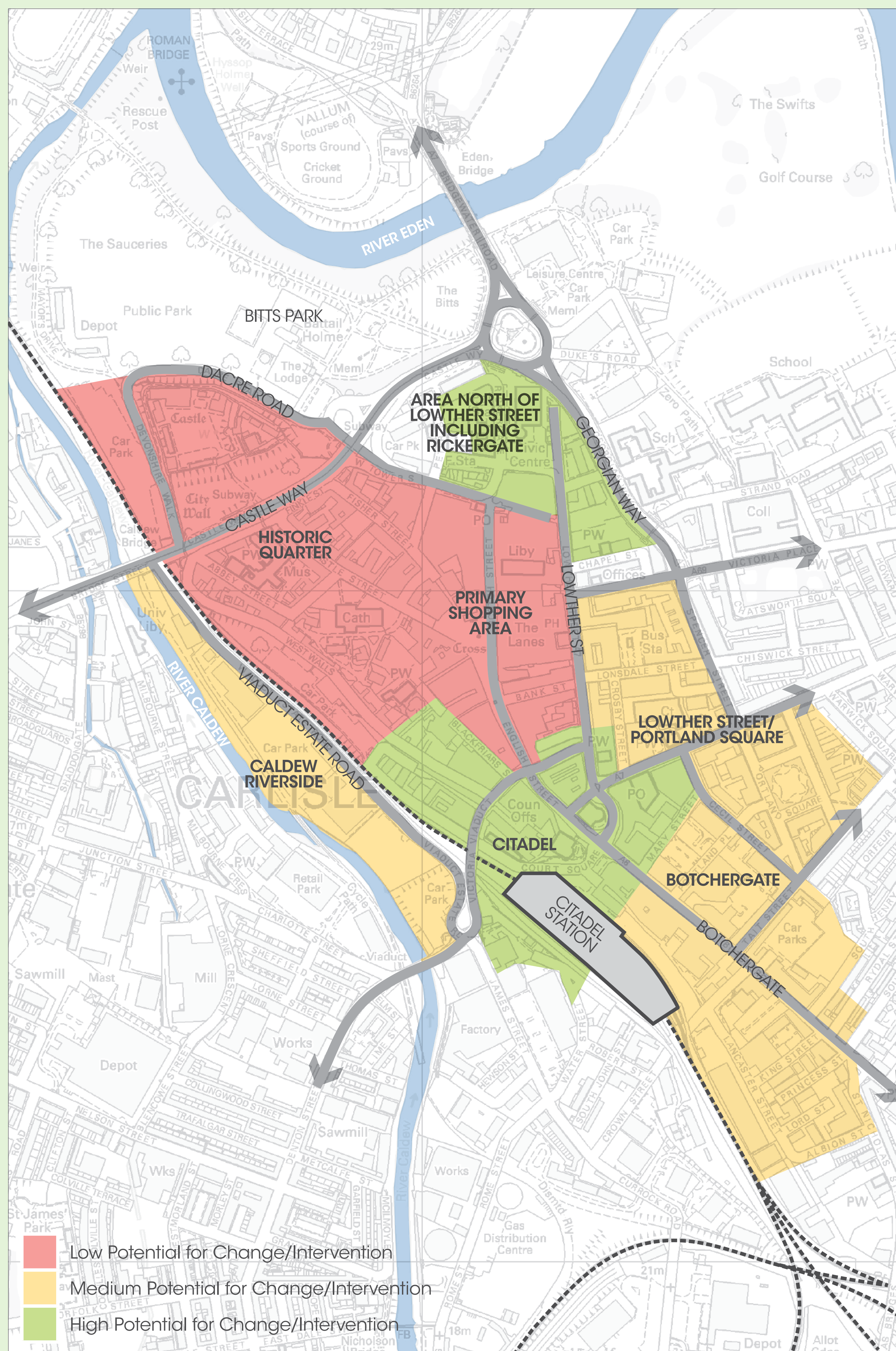
- Historic Quarter; and
- Primary Shopping Area;

Medium Potential For Change/ Intervention:

- Botchergate;
- Lowther Street/Portland Square; and
- Caldew Riverside;

High Potential For Change/ Intervention:

- Citadel, and
- Area North of Lowther Street Including RickerGate



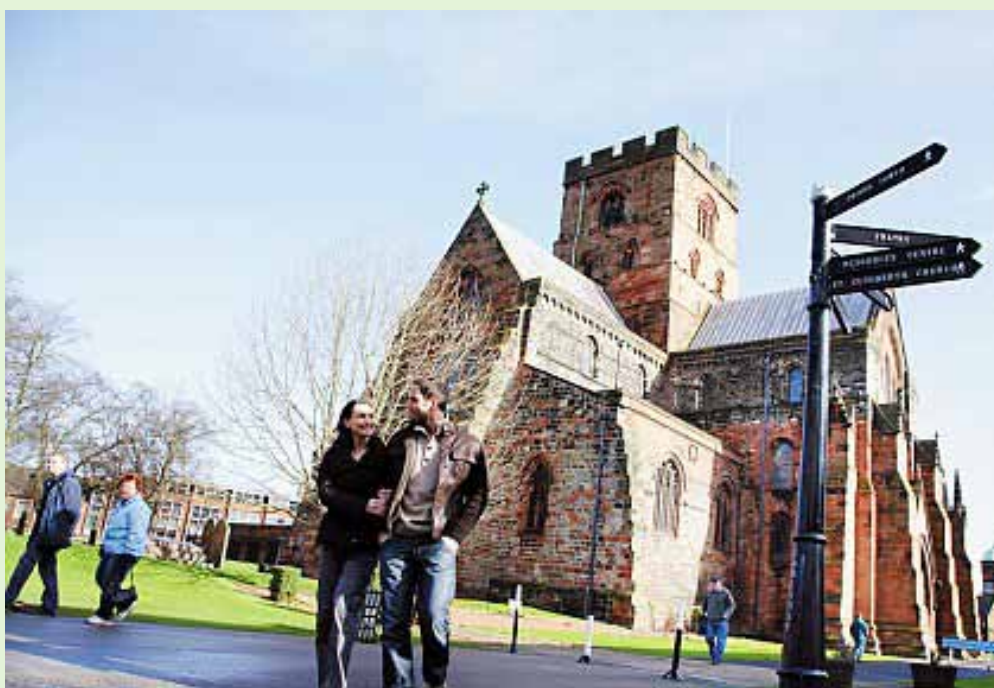
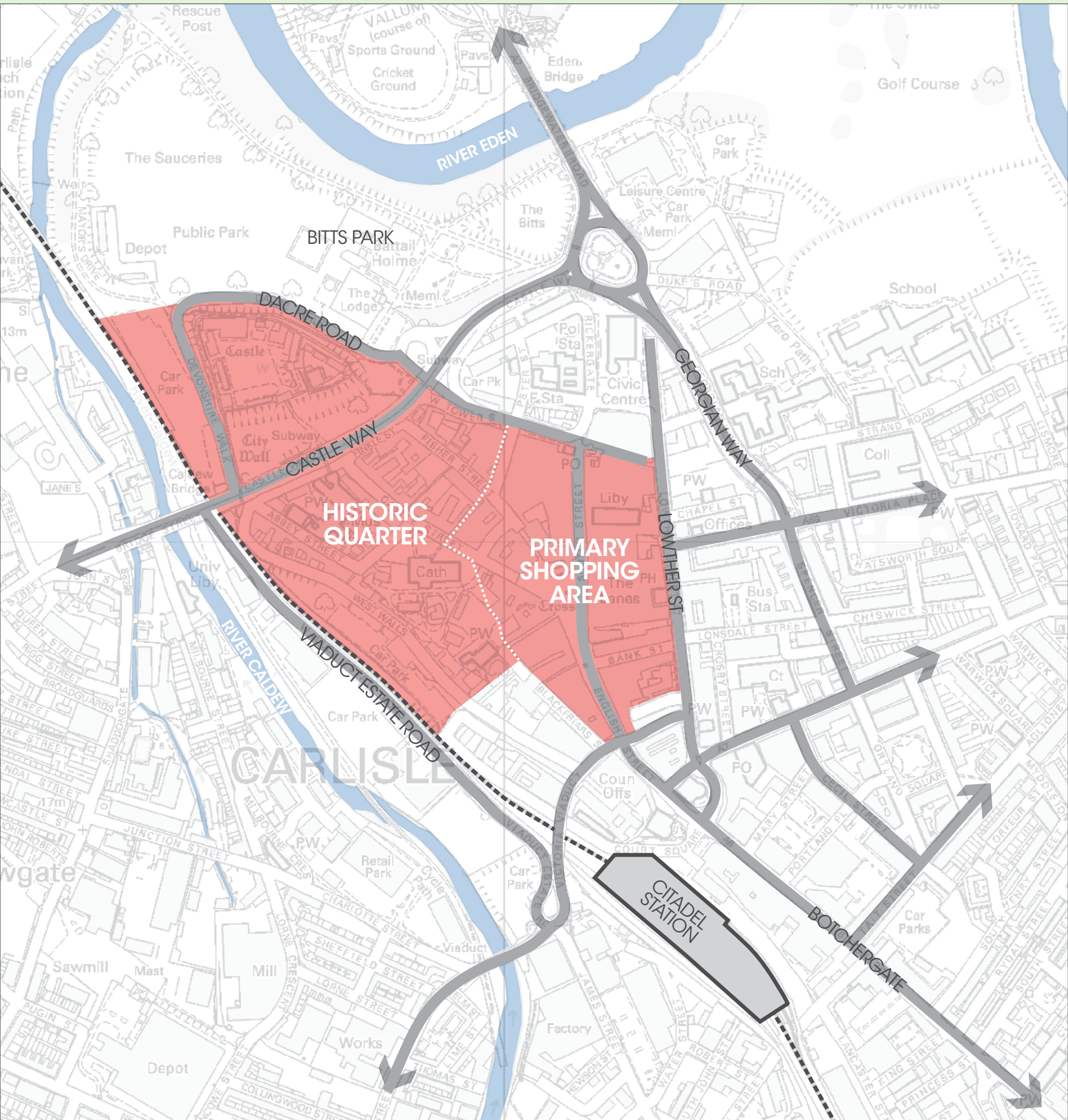
This Board presents the guiding principles which will be used to promote and enhance the Historic Quarter and the Primary Shopping Area in the future. The emphasis for these character areas should be active management rather than significant physical interventions.

Historic Quarter

- Limited (if any) Physical Intervention/Redevelopment;
- Increase Pedestrian Permeability and Accessibility (Castle Way);
- Promote Key Attractions (Museum, Castle and Cathedral);
- Maintain and Enhance Attractive Public Realm;
- Focus on uses and activities which complement and enhance the character of the area; and
- Potential for more outdoor seating and pedestrian activity.

Primary Shopping Area

- Limited (if any) Physical Intervention/Redevelopment;
- Increase Pedestrian Permeability and Accessibility;
- Promote Flexibility in Secondary Areas (Off Pitch);
- Maintain and Enhance Attractive Public Realm;
- Maintain and Enhance Transport Movement Circulation; and
- Manage Parking Capacity.



Carlisle City Centre Draft Development Framework

Medium Potential for Change / Scope for Intervention

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This Board presents the guiding principles which will be used to promote and enhance the Botchergate, Lowther Street/Portland Square and Caldew Riverside character areas in the future. These areas require active management but also have potential for new development.

Botchergate

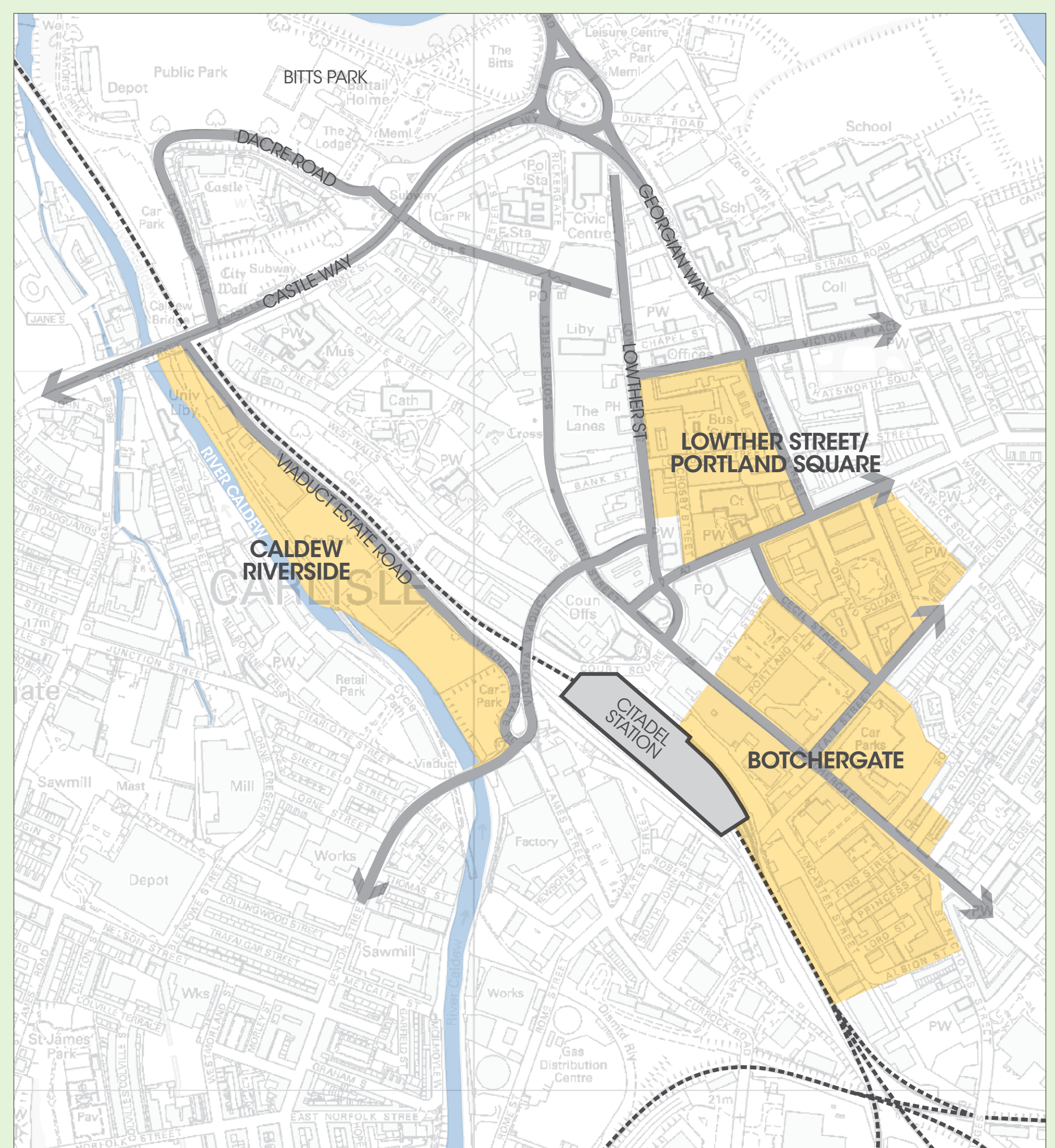
- Build Upon New County Council Office Anchor;
- Increase Pedestrian Permeability and Accessibility;
- Promote Flexible Uses in Secondary Areas (Off Pitch);
- Improve Public Realm – Gateway from the South;
- Implement the adopted Conservation Area Management Plan and reduce the risk posed to the Conservation Area as a heritage asset;
- Manage the Evening Economy (Land Use and Environmental);
- Enhance Transport (Movement) Circulation (where possible); and
- Manage Parking Capacity.

Lowther St / Portland Square

- Limited Physical Intervention in Portland Square due to the conservation area and historic buildings;
- County Council relocation provides opportunities to encourage a viable new mix of uses (residential, employment);
- Opportunity to redevelop surface car park on Lowther Street;
- Encourage flexible mix of uses on Lowther Street;
- Improve public realm and viability of uses around the bus station;
- Opportunity to address physical barrier of Lowther Street by improving permeability and ease of access to PSA;
- Improve public realm where opportunities arise;
- Enhance transport (movement) circulation (where possible); and
- Manage parking capacity.

Caldew Riverside

- Assist in expanding the City's Green Infrastructure network through the creation of a riverside walk/cycle way.
- Brownfield Regeneration Opportunity;
- Implemented Foodstore Consent (Tesco); and
- Potential for mix of uses to complement (but not compete) with the City Centre.



This Board presents the guiding principles which will be used to promote the Citadel/Station and Area to the North of Lowther Street including Rickergate in the future.

Citadel / Station

- Significant Enhancement of Station Public Realm;
- Improved Gateway (Station Square to Citadel);
- Limited Physical Intervention at Station Square;
- English Street/Rear of Citadel - Mixed Use Redevelopment Opportunity (Public Ownerships);
- Opportunity to Secure Viable Use for Listed Citadel Structures; and
- Public realm enhancements to English Street (where possible).

Area North of Lowther St including Rickergate

Option A: Retain Civic Centre Tower

Whilst the Civic Centre tower is retained under this option, there are significant physical interventions proposed, including:

- Construction of new development on the footprint of the Civic Centre buildings which are to be demolished (excluding tower);
- Construction of new development on the adjacent existing car park;
- Demolition and redevelopment of existing police station / courts buildings (Old Police Station façade to be retained);
- Demolition of existing premises along Warwick Street;
- Pedestrianisation of Rickergate;
- Creation of a new vehicular access from Georgian Way.

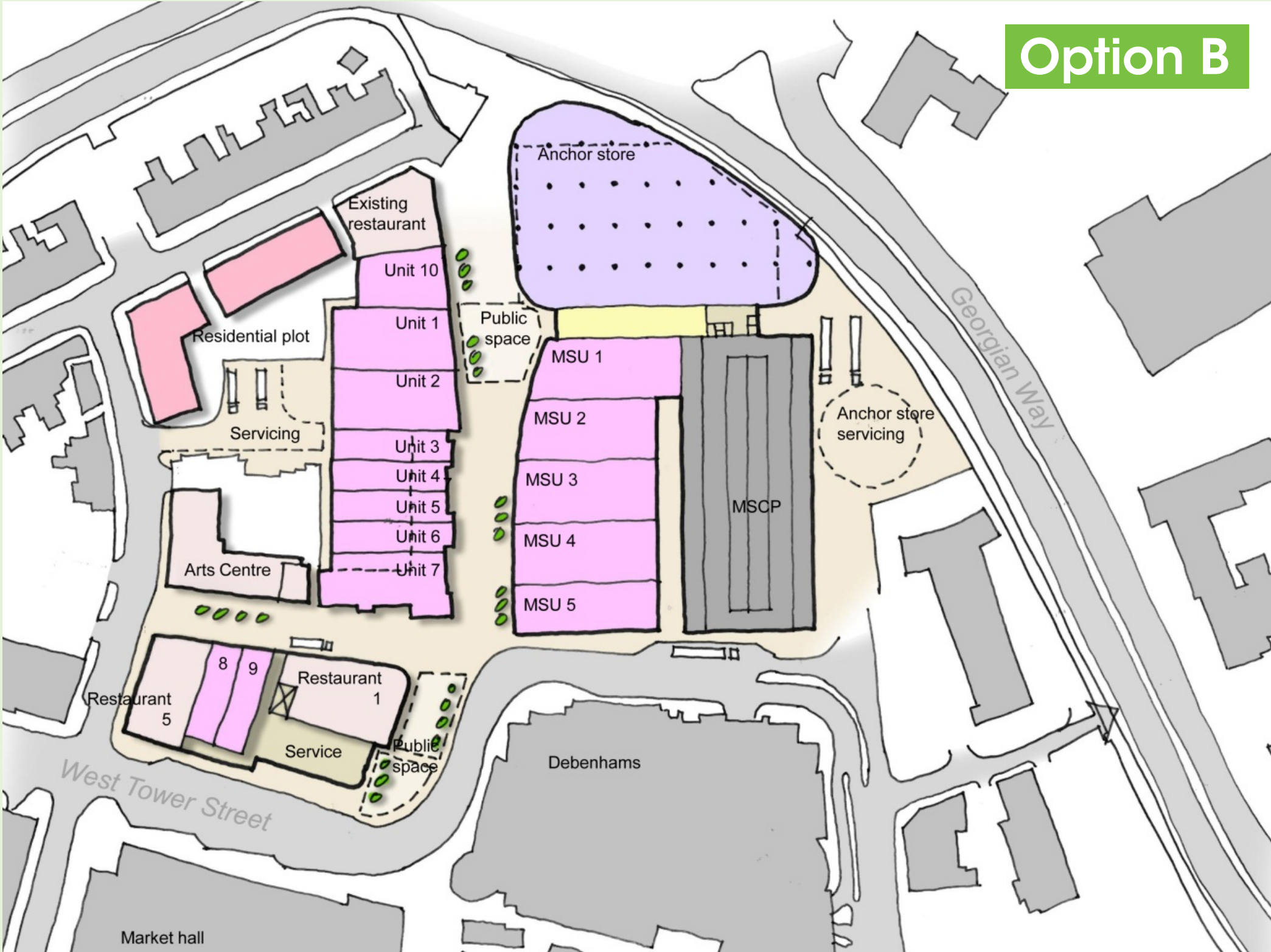
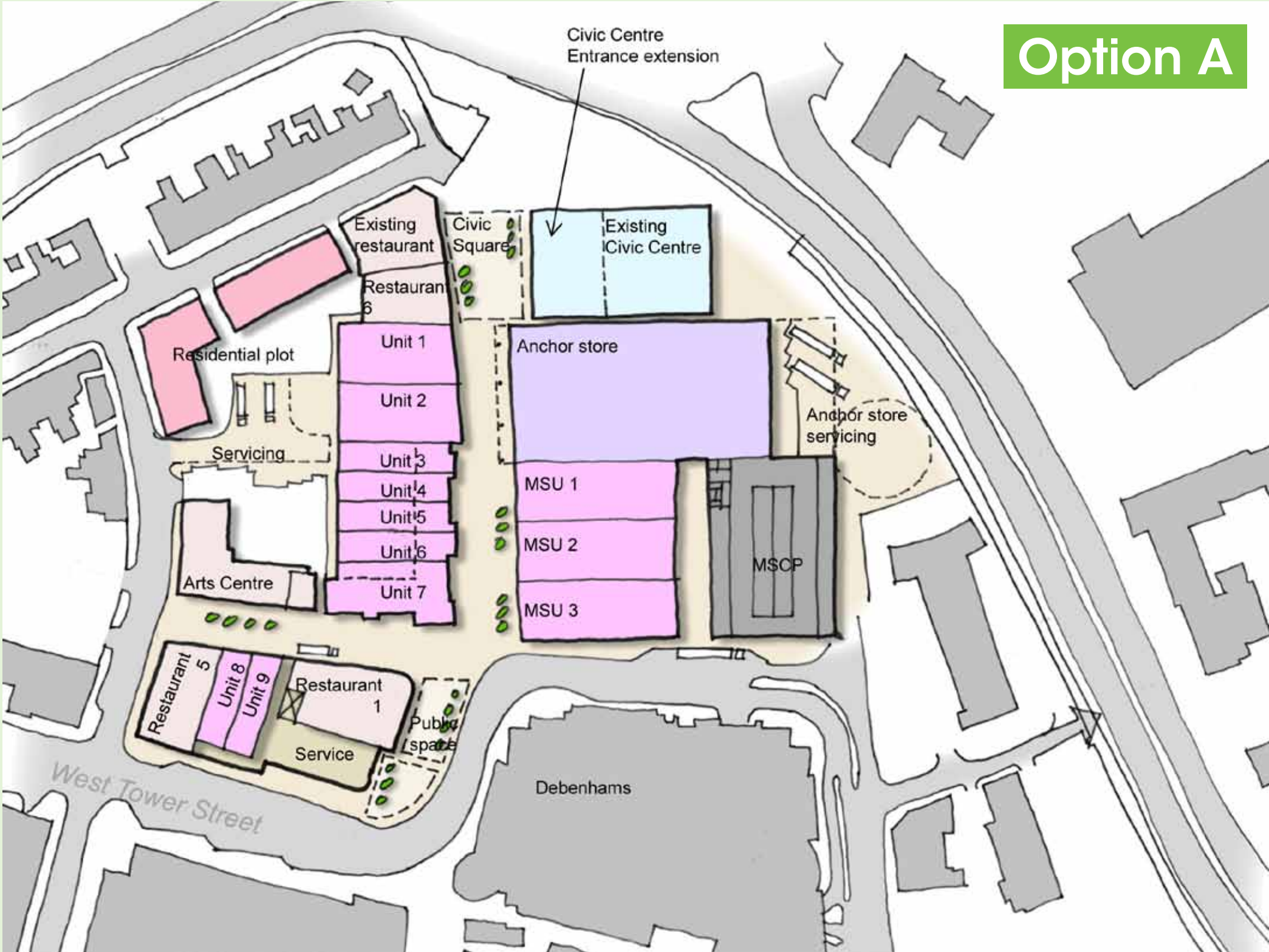
Option B: Comprehensive Development of Civic Centre Tower

The interventions are the same as under Option A with the exception that:

- The Civic Centre would be demolished and the site would be subject to comprehensive redevelopment;
- The Anchor Store is slightly larger and has a higher quality of space;
- The unit next to the existing restaurant would be used for retail as it is located on the Anchor Store retail circuit; and
- The large retail units on Rickergate would be double height, providing more floorspace.

Key proposals for both options are as follows:

Use	Option A	Option B
	Quantum (m²)	Quantum (m²)
Class A1 Department Store	8,278	8,688
Retail Units	3,676	5,130
Small Retail Units	2,976	2,976
Restaurant Units	2,272	1,929
Total	17,202	18,723
Residential	31 Apartments	31 Apartments



Carlisle City Centre Draft Development Framework

Option Analysis & Precedents; The Preferred Option

7

This Board presents the analysis of the options for development in the Area to the North of Lowther Street including Rickergate together with a series of exemplar images and artist’s impressions of the preferred option.

The Preferred Option / Comparative Analysis

Whilst both options provide a logical extension to the existing City Centre Primary Shopping Area (PSA), the main difference between the respective options for Rickergate is as follows:

- Option A promotes partial demolition of the Civic Centre (tower retained) whilst Option B identifies total demolition;
- Option B enables more retail development to be delivered given the larger development area;
- Commercial feedback has identified that the size, shape and frontage / prominence of the Anchor Store under Option B is more attractive whereas it is constrained under Option A and does not meet current operator expectations;
- Option B has a stronger retail street / circuit and frontage; and
- Option B provides an increased quantum of car parking.

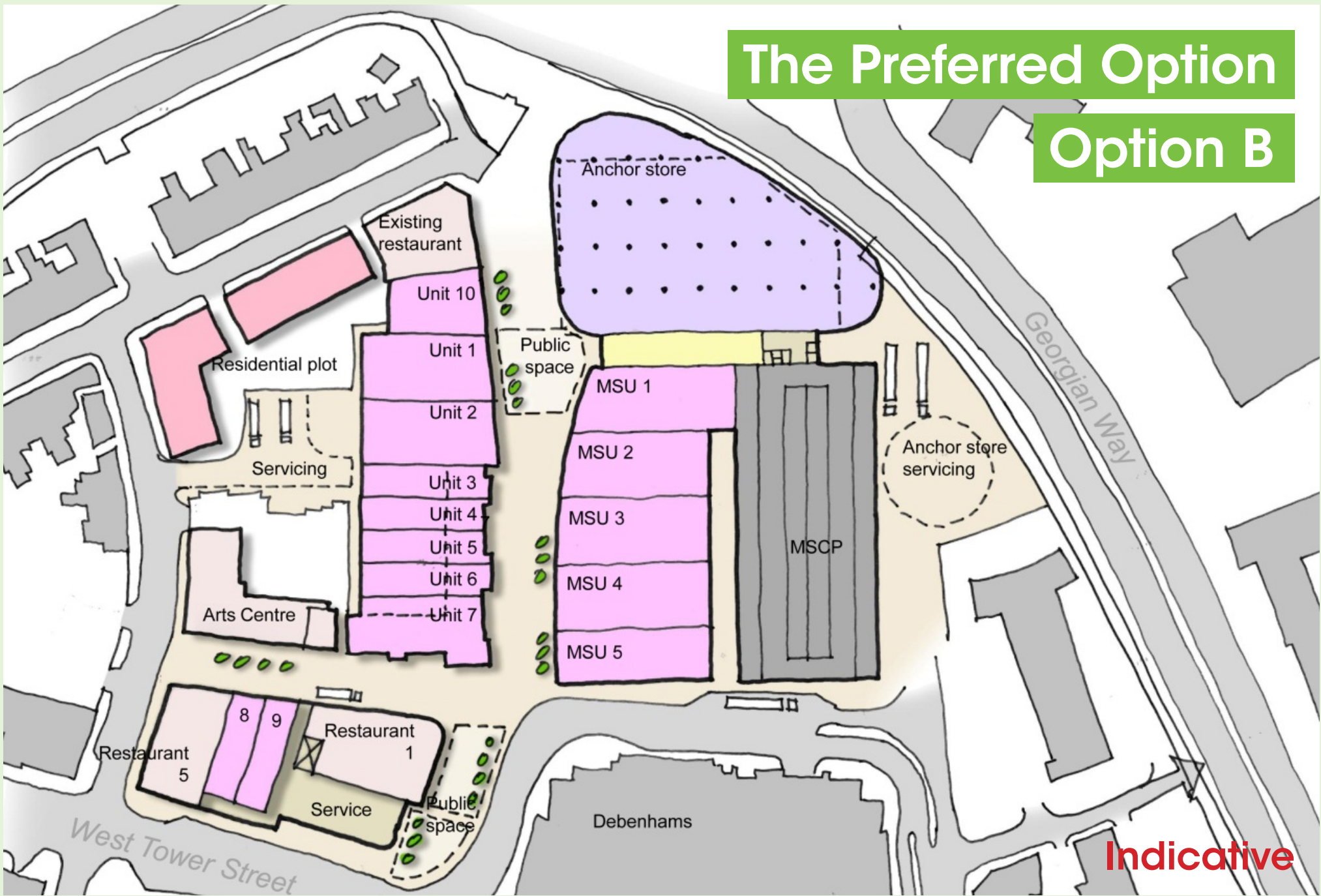
Option B is therefore recommended as the preferred option for new retail-led development in Carlisle City Centre. It would largely but not exclusively meet the quantitative need identified in the City-wide retail Study which the City Council are actively required to plan for.

The Way Forward

It is important that the identified Preferred Option (Option B) is ultimately available, suitable and deliverable. A significant amount of further work will therefore be required to identify whether:

- The site could be made available for development;
- The proposed scheme, which includes relocation of the Council offices and other public sector bodies, is viable in cost terms (funding and investment);
- There is sufficient physical capacity to accommodate the site (highways and other site-specific environmental matters); and
- The proposal is commercially viable in terms of economic returns, land values and levels of potential market demand.

The images below show examples of redevelopment elsewhere whilst the drawings indicate how the scheme may look if development is brought forward.



Carlisle City Centre Draft Development Framework

Have your Say – How to Get Involved

8

An exhibition displaying details of the Draft Development Framework can be viewed in the Civic Centre throughout the consultation period.

Public drop in sessions where officers will be available to answer any queries regarding the consultation material will also be held on:

Saturday 9th August 10am - 4pm at the Assembly Rooms in the Carlisle Tourist Information Centre

Wednesday 20th August 11am - 3pm at the Best of Carlisle Market, Carlisle City Centre.

Further copies of the consultation material and response forms are available on www.carlisle.gov.uk/localplan with reference copies also available at the Civic Centre and the Carlisle Central Library.

We hope that you will get involved in the consultation and look forward to receiving your comments.

Please return your comments before midnight on **Monday 1 September 2014**

If you have any questions regarding the Draft Development Framework consultation or would like any further information, please contact a member of the Planning Policy Team on 01228 817569, or by email to lpc@carlisle.gov.uk

