

OBJECTIVE 8: PENRITH TOWN CENTRE

To conserve the historic and notable buildings and improve the appearance of Penrith town centre to increase its attractiveness as a place to visit for both the local community and visitors.

Policy 13 Penrith Town Centre Improvements

Development to improve the appearance of the town centre will be supported. Where appropriate, new development should seek to include or make contributions to the following:

1. Improve the key gateways (entry points such as Castlegate, Bridge Lane and Ullswater Road) to the town centre and the main routes through the town.
2. To incorporate native species of street trees and other planting at key gateways and through routes.
3. Measures to improve the environment for walking and cycling, including possible pedestrianisation of areas in the town centre.
4. High quality public realm, including public art, that meets the needs of all town centre users and that includes street furniture that is consistent in design and style with that in the Town Council style guide (see Supporting Town Council Actions), can be easily maintained and avoids clutter by way of over-provision and poor siting of street furniture.
5. Provide suitable signage directing users to key locations and buildings.

Supporting Town Council Actions

- a. To work with Eden District Council to develop a thriving monthly market/farmers' market and explore the potential transfer of the town's Market Charter to the Town Council.
- b. To explore with the owners the impediments to the letting of the empty retail units in New Squares and to explore the option of using open space in this area for events and functions.
- c. To develop a style guide on future street furniture, signage, soft and hard landscaping, lighting and their on-going maintenance.
- d. To identify support packages to encourage a mix of retail premises in Middlegate, Devonshire Street, King Street, Corn Market, Great Dockray and the pedestrianised area centred on Angel Lane.
- e. To work with property owners, EDC and stakeholders to enhance the gateways, in particular Castlegate.
- f. To support the 'Keep Penrith Clean' campaign and Plastic Clever Penrith.

- g. To work with Penrith Business Improvement District (BID) and Chamber of Trade to encourage local retailers and restaurants to use, and publicise their use of, local products in order to encourage a reputation with residents and visitors of Penrith as a 'Food Town'; and
- h. To work with Eden District Council, Penrith BID and the Chamber of Trade to encourage shopfront improvements.

Background and Justification

- 6.54 Strategic planning policy for Penrith town centre is set in the ELP 20142032 (**Figure 11**) including the boundary of the town centre and the defined Primary Shopping Frontages. The PNDP does not seek to amend or duplicate these policies but seeks to provide more detailed supporting planning policy and Town Council actions. This is particularly important given the challenges facing all town centres as shopping habits continue to change.
- 6.55 The PNDP also seeks to support the work of BID which is a partnership between businesses and organisations that are based in the centre of Penrith, including the Town Council, working together to improve trading conditions in the town.
- 6.56 The BID has the mission to:
1. Create a desirable and safe environment for visitors and the community with a clear identity of Penrith.
 2. Building relations with the towns businesses to support and develop business practices.
 3. Attract, retain and promote quality businesses and retail that support the community.
 4. To promote economic development and multi-media marketing services.
 5. To ensure accessibility into Penrith for traders and their stakeholders.
- 6.57 The range of measures identified in Policy PNDP13 will help to support the work of the BID and to provide a planning framework within which future decisions can take place.
- 6.58 Where public realm improvements impact on the highway, consultation should take place with Cumbria County Council and such improvements should take into account the Penrith Transport Improvements Study.
- 6.59 With town centres in general facing challenging times a variety of initiatives will be supported such as the community initiative to bring the Two Lions building back in to use. This Grade I listed building in New Squares, owned by EDC has the potential to be used for community use such as exhibition space, a gallery, a tourist information centre or a community hub.

Relevant District Planning Policies:

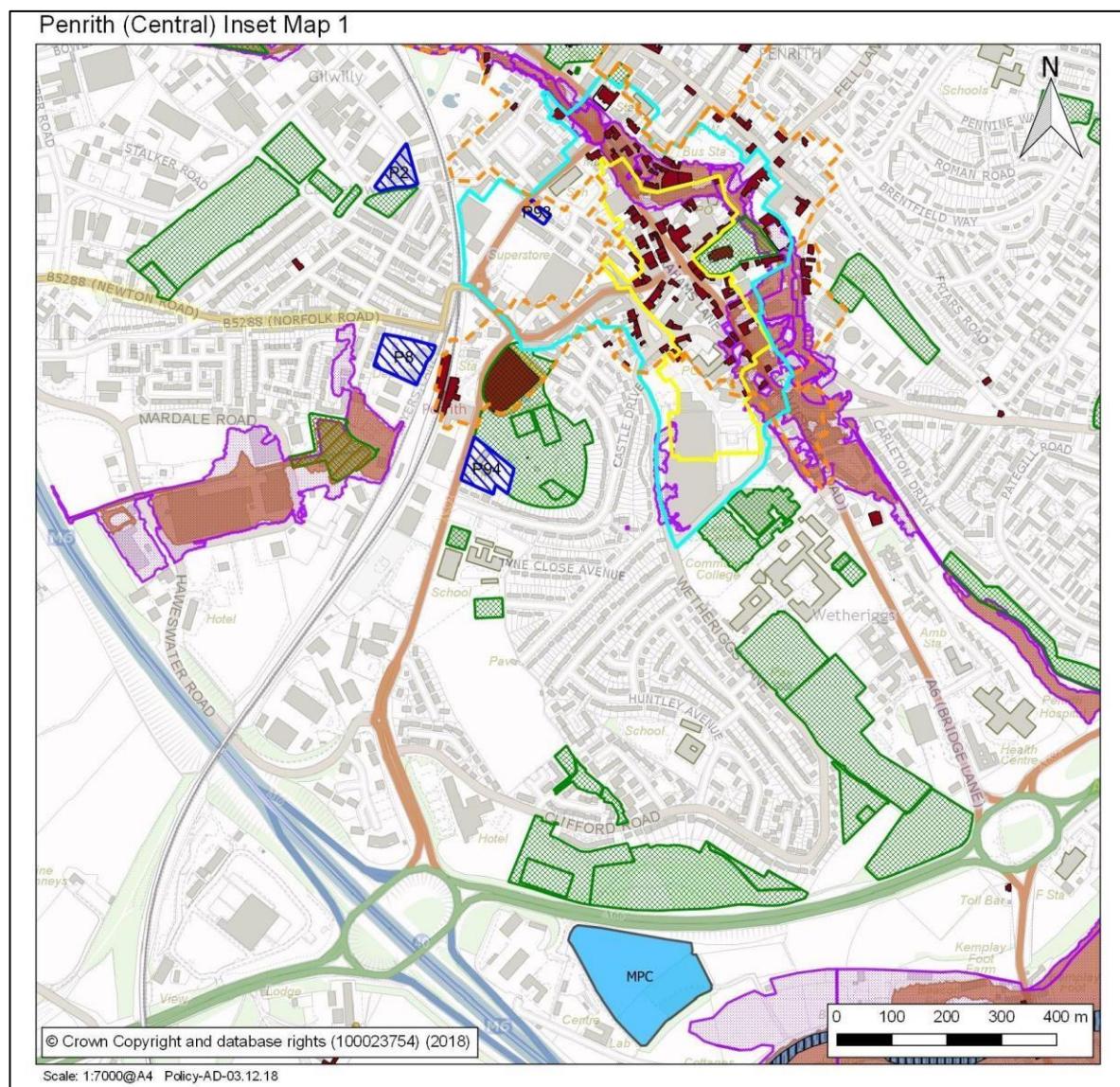
Eden Local Plan 2014-2032:

EC7 Town Centres and Retailing

Penrith Town Council Strategic Priorities:

Economic Development; Transport; Growth.

Figure 11. Penrith Town Centre, Eden Local Plan 2014-2032



Key to Figure 11



Planning Policy Team

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Eden District Planning Area Local Plan 2014 - 2032

Policy Map Legend

- Eden District boundary
 - Lake District National Park boundary
 - Local Plan Area boundary

Development in the Right Place

- Flood Risk Zone 2
 - Flood Risk Zone 3
 - Ethylene Pipeline Hazard Area

Decent Homes for All

-  Housing Allocation Policies AL1, AP1, KS1, PEN1
 -  Reserve Housing Site Policy PEN1
 -  Mixed Use Allocation Policies AL1, PEN1
 -  Gypsy and Traveller Site Policy HS7 - Gypsy and Traveller Sites

A Strong Economy

- Employment Allocation
 - Primary Shopping Area
 - District / Town Centre

Policies AL1, AP1, KS1, PEN1
Policy EC7 - Town Centres and Retailing
Policy EC7 - Town Centres and Retailing

A Rich Environment

- | | |
|---|--|
|  County Wildlife Site | Policy ENV1 - Protection and Enhancement of the Natural Environment, Biodiversity and Geodiversity |
|  Limestone Pavement Order | Policy ENV1 - Protection and Enhancement of the Natural Environment, Biodiversity and Geodiversity |
|  Local Nature Reserve | Policy ENV1 - Protection and Enhancement of the Natural Environment, Biodiversity and Geodiversity |
|  National Nature Reserve | Policy ENV1 - Protection and Enhancement of the Natural Environment, Biodiversity and Geodiversity |
|  Regionally Important Geological and Geomorphological Site | Policy ENV1 - Protection and Enhancement of the Natural Environment, Biodiversity and Geodiversity |
|  Site of Special Scientific Interest | Policy ENV1 - Protection and Enhancement of the Natural Environment, Biodiversity and Geodiversity |
|  Special Area of Conservation | Policy ENV1 - Protection and Enhancement of the Natural Environment, Biodiversity and Geodiversity |
|  Special Protection Area | Policy ENV1 - Protection and Enhancement of the Natural Environment, Biodiversity and Geodiversity |
|  Ancient Woodland | Policy ENV2 - Protection and Enhancement of Landscape and Trees |
|  Area of Outstanding Natural Beauty | Policy ENV3 - The North Pennines Area of Outstanding Natural Beauty |
|  Wind Energy Suitable Area | Policy ENV6 - Renewable Energy |
|  Proposed Air Quality Management Area | Policy ENV7 - Air Pollution |
|  Groundwater Source Protection Zone 1 | Policy ENV9 - Other Forms of Pollution |
|  Groundwater Source Protection Zone 2 | Policy ENV9 - Other Forms of Pollution |
|  Conservation Area | Policy ENV10 - The Historic Environment |
|  Historic Parks and Gardens | Policy ENV10 - The Historic Environment |
|  Listed Building | Policy ENV10 - The Historic Environment |
|  Scheduled Ancient Monument | Policy ENV10 - The Historic Environment |

Thriving Communities

- Public Open Space Policy COM2 - Protection of Open Space, Sport, Leisure and Recreation Facilities

Policy 14 Shopfront Design

To maintain the quality, character and distinctiveness of Penrith town centre new shopfronts and alterations to existing shopfronts should take account of the following:

1. The scale and architectural style of the existing building and any existing shopfront. The overall aim should be to seek where possible, the retention and repair of existing traditional and historic features that contribute to the interest of the building and the street frontage.
2. The size, detailing and materials of signage should respect the character and the area within which it is located.
3. Security grilles and shutters should be installed on internal aspects only.
4. Where in use, blinds, blind boxes and awnings should respect the scale and character of the building and the area within which it is located.



Background/Justification

- 6.60 The history and character of Penrith, as a market town, are important to residents and visitors alike. Leisure and tourism are important to the local economy and the town's character and appearance are a fundamental part of what makes it attractive. The buildings and spaces and the design of shopfronts are an important part of this character. Penrith has many high-quality shopfronts of differing designs and historical periods.
- 6.61 Policy PNDP14 seeks to set detailed planning policy for the creation of new, and alterations to existing, shopfronts when planning permission is required. This policy should be read in conjunction with EDC's Shopfront and Advertisement Design Supplementary Planning Document.

Relevant District Planning Policies:

Eden Local Plan 2014-2032:

EC7 Town Centres and Retailing

Penrith Town Council Strategic Priorities:

Economic Development; Transport; Growth.