



Ryedale District Council

REPORT TO: Policy & Resources Committee

DATE: 2nd October 2008

REPORTING OFFICER: Head of Economy & Housing, Julian Rudd

SUBJECT: Malton Town Centre Strategy – Consultation Update

WARDS AFFECTED: Malton & Norton directly, adjacent areas indirectly

1.0 PURPOSE OF REPORT

- To consider headline information from the consultation responses gathered at the Malton Town Centre Strategy 'Have your say' event on 29 and 30 August 2008.
- To agree next steps in progressing the Town Centre Strategy and related actions.

2.0 RECOMMENDATION

- a. That this Council welcomes the significant public response to the 'Have Your Say' event and takes account of the consultation responses alongside all other relevant information in agreeing the Malton Town Centre Strategy and related actions at a forthcoming meeting of this Committee;
- b. That the Resources Working Party considers current opportunities to undertake physical improvements to public areas in Malton Town Centre.

3.0 REASONS SUPPORTING DECISION

- 3.1 To supplement consultation carried out previously on the emerging Strategy (which included a 2007 event that was attended by over 250 people) a 2-day consultation event was held in the Milton Rooms, Malton, on 29 and 30 August 2008. This was well attended by over 1500 people: the most successful consultation event that the District Council has ever held. This provided over 500 detailed questionnaire responses from individuals, couples and families.

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4.0 INTRODUCTION

4.1 This Report does not seek to finalise the Malton Town Centre Strategy; this will occur at a future meeting when all the detailed information required will be presented. Instead this report presents the headline information from the significant public consultations undertaken. It is the start of the “place shaping” of Malton Town Centre.

4.2 In March 2007, a partnership of WSP planning and regeneration, Atisreal property consultants and Bauman Lyons architects were appointed to carry out the Malton Town Centre Renaissance Study. The requirement was for a comprehensive overview of the potential of ten identified areas for redevelopment and enhancement, and recommendations about the most suitable future strategy to be adopted towards each site in order to deliver the aims of the project.

4.3 The key objectives for the Study included: -

- Development that expands and strengthens the sub-regional role of Malton/Norton and which assists in bolstering Malton’s role as the main service centre for the remainder of Ryedale.
- Strengthening of Malton as a quality retail centre that Ryedale residents are more likely to use for their shopping needs. Address identified retail deficiencies and support and facilitate new development, redevelopment and enhancement that will address the significant leakage of local shoppers to adjoining areas and general retail health issues, including under representation in certain sectors.
- Implement enhancements to Malton Market Place and Wheelgate, and lift the overall quality and visual appearance of the historic town centre.
- Investigate successful relocation of the Livestock market to alternative site within or adjacent to Malton.
- Enhance town centre café bar/restaurant/pub activity and increase opportunities for outdoor drinking and eating in attractive surroundings.
- Encourage an enhanced specialist retail sector, including an enhanced role for the markets, in particular the farmers market, and increased opportunities to purchase locally produced food.
- Create a significantly more active and more public town centre, with new quality public space provided.
- Enhance Malton town centre as an environment for pedestrians and shoppers and create environments that have safe and convenient access for the motor vehicle but which have priority given to pedestrians in appropriate areas.
- Maintain an accessible and viable town centre, and improve town centre parking facilities to help support other key objectives.

5.0 POLICY CONTEXT

5.1 The Study deals with proposals linked closely to achieving the Council's priority of providing opportunity and choice for all in housing and employment. There are also strong positive associations with other Ryedale District Council priorities of diverse and vibrant communities and a sustainable built and natural environment. There is a strong positive relationship between this Study and the aims and action plans of the Access and Communication, Developing Opportunities and Landscape and Environment Themes of the Ryedale Community Plan.

6.0 REPORT

6.1 Attached at Annex A is quantitative analysis of the 509 questionnaire responses received at and since the Milton Rooms event. For each of the eleven questions asked on the questionnaire the analysis sets out the number of people (and percentage splits) who supported, rejected or were unsure about the proposals put forward by WSP for each of the sites / buildings in the Town Centre Strategy.

6.2 The analysis of the responses received shows that:

Reuse of Livestock Market site for WSPs mixed use proposal (retail, residential, public space, parking) on the basis that the Livestock market was relocated

- 55% supported the proposed residential development; 35% did not.
- A majority (61%) supported the retail proposals whilst 34% did not.
- 71% supported the approach to new public spaces, with only 19% opposed these.

Part-redevelopment of Wentworth Street Car Park

- The results showed 47% in favour of a 'good quality supermarket' on part of this site and 45% opposed.
- The results showed 46% opposed to 'Flats on the upper level' with 38% supporting this.
- A clear majority (66%) wished to 'Retain two thirds of the site for car parking' with only 22% against
- The majority (88%) supported 'Free car parking for shoppers' using the proposed supermarket.

Pedestrianisation of the northern side of the Market Place

- There is a majority in favour of this project with 62% backing pedestrianisation of the northern side of the Market Place and only 26% against. 12% are unsure. Some 46% of people would choose a more extensive car free area and a further 25% are undecided about that. These views are consistent with the 2007 Town Centre Strategy consultation when 69% supported closing the northern side of the Market Place to traffic and 53% backed a wider pedestrianisation.

Improvements to Public realm in Wheelgate

- A two to one majority (58% to 28%) supported wider pavements on the northeastern side of Wheelgate and a strong majority (79%) supported improved shopfronts and street scene.

Rear delivery route for Wheelgate

- 72% backed a new rear delivery route for Wheelgate and 21% were unsure.

Redevelopment of Malton Tennis and Bowls Club site for residential use provided that sports facilities are relocated

- There was almost a three way split between those who supported the proposed residential development (39%), those who were unsure (31%) and those who were opposed (30%).

Conversion of Mount Hotel to residential apartments

- A clear majority (72%) backed residential conversion and only 13% opposed this.

Re-use of York House

- The preference was for re-use of the building for a museum (36%), although there was notable support for a Tourist Information Centre (26%) and Community use (25%).

Improved play / sports facilities at Highfield Rd

- A clear majority (67%) supported this and only 7% were opposed.

Relocation of Malton Livestock Market to former Showfield site, with additional development to help fund the relocation

- The clear majority (70%) supported the relocated market and enabling redevelopment, with a further 9% unsure. 21% were opposed.

Improved Milton and Assembly Rooms

- The strong preferences for use of an improved Milton and Assembly rooms were music / arts events and plays/theatre. The third and fourth most popular choices were an art gallery and lettable space for functions.

- 6.3 The Town Centre Strategy, including decisions on the approach towards the key sites (such as the Livestock Market, Market Place and Wentworth Street Car Park) will be decided at a subsequent meeting when all necessary information will be available, including reports about lessons learnt during trips to Beverley and Hexham, traffic modelling, retail capacity assessment and all consultation information. Where appropriate, capital and revenue bids will then be submitted and considered for those projects that require a District Council financial input.
- 6.4 Although the Strategy will not be decided until a future meeting there is preparatory work that can be undertaken at this stage to discuss the potential for joint working with partners to take the strategy forward. Also, there is some scope for involvement in small-scale projects to improve public areas within the town centre ahead of the Strategy being agreed. This approach should exclude strategically significant projects (which are the business of the Strategy) and therefore be limited to areas that don't affect the road network. It is proposed that the next meeting of the Resources Working Party considers details of any such potential partnership projects.

7.0 OPTIONS APPRAISAL & RISK ASSESSMENT

7.1 At this stage, the proposal is to consider the consultation responses and take account of these alongside other information in agreeing the Strategy and related actions at a future meeting. The recommendation also seeks endorsement for preliminary discussions on the potential for joint working to progress aspects of the Strategy once it is agreed. These recommendations are low risk.

7.2 The recommendation to progress small-scale physical improvements to public areas of the town centre will require further exploration, which will then be considered by the Resources Working Party. The provisos that schemes must involve partnership working and not impact on the road network means that higher risk projects will not be taken forward through this short-term approach and that efficient use of resources is achieved.

8.0 FINANCIAL IMPLICATIONS

8.1 The only financial impacts that may arise from these recommendations are capital costs associated with any small-scale partnership schemes to improve public areas within Malton town centre. These will form a bid for inclusion in the capital programme.

9.0 CONCLUSION

9.1 The 'Have your say' event has been a considerable success. It encouraged many local people to attend and to provide their views on how to improve Malton town centre. This has shown certain issues where there is a relatively clear public view and other issues that are much more finely balanced.

9.2 The District Council must now work quickly to consider these responses alongside the range of additional information that has been gathered since March 2008. A Strategy and actions are required that can be implemented with partners to the considerable benefit of Malton and Ryedale.

Background Papers:

Draft Malton Town Centre Strategy March 2008

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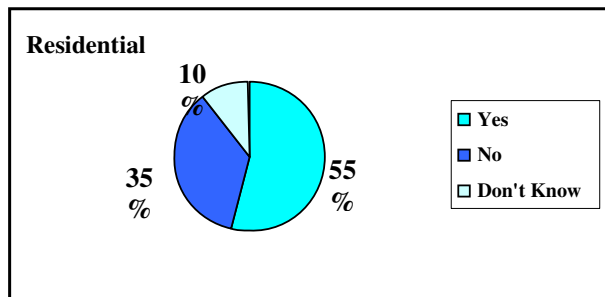
1 Consultation Results from Milton Rooms event

1.1 LIVESTOCK MARKET -

QUESTION 1 - DO YOU AGREE WITH THE PROPOSED USES FOR THE SITE IF THE EXISTING LIVESTOCK MARKET IS RELOCATED?

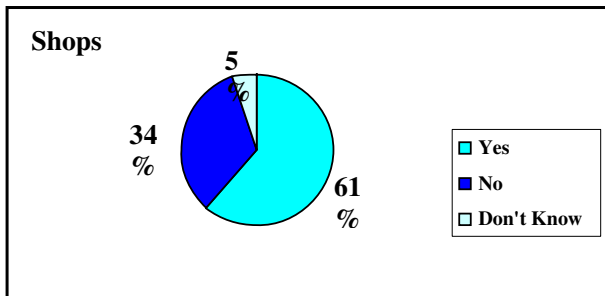
Residential

Yes	263
No	172
Don't Know	50



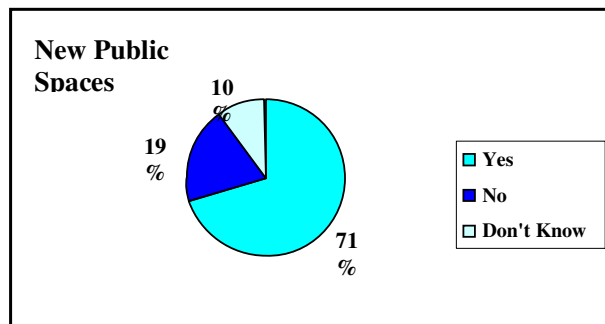
Shops

Yes	306
No	170
Don't Know	24



New Public Spaces

Yes	337
No	93
Don't Know	49

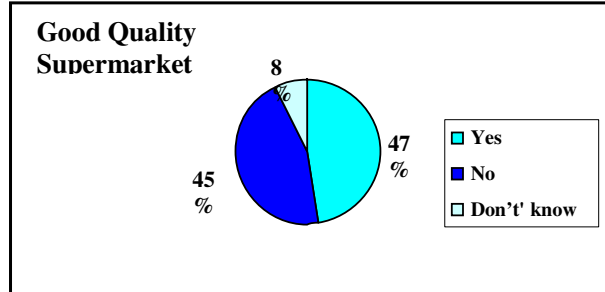


1.2 WENTWORTH STREET CAR PARK

QUESTION 2 - DO YOU AGREE WITH THE PROPOSED USES FOR THE SITE?

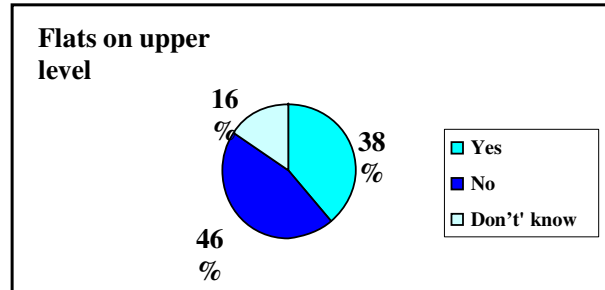
Good Quality Supermarket

Yes	246
No	234
Don't know	39



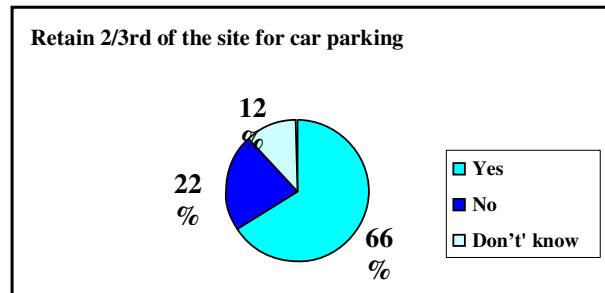
Flats on Upper Level

Yes	182
No	220
Don't know	74



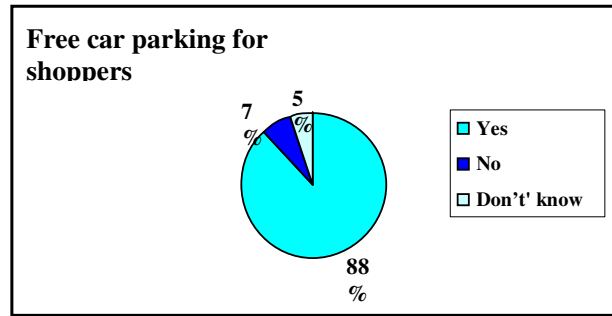
Retain Two- thirds of the site for Car Parking

Yes	315
No	107
Don't know	58



Free Car Parking for Shoppers

Yes	448
No	34
Don't know	26

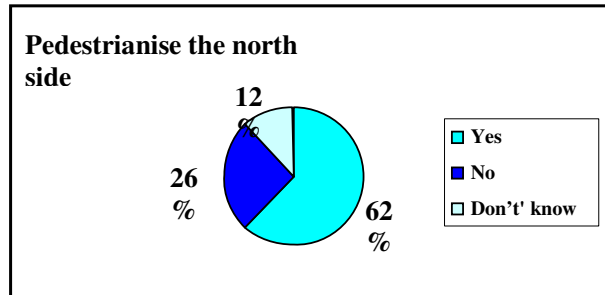


1.3 MARKET PLACE

QUESTION 3 - DO YOU AGREE WITH THE PROPOSED CHANGES FOR THIS AREA?

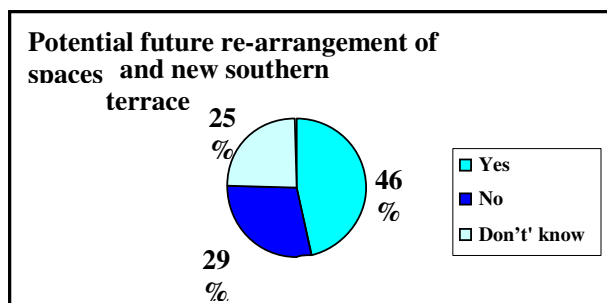
Pedestrianise the North side

Yes	327
No	138
Don't know	63



Potential Future Re-arrangement of Spaces and New Southern Terrace

Yes	220
No	136
Don't know	116

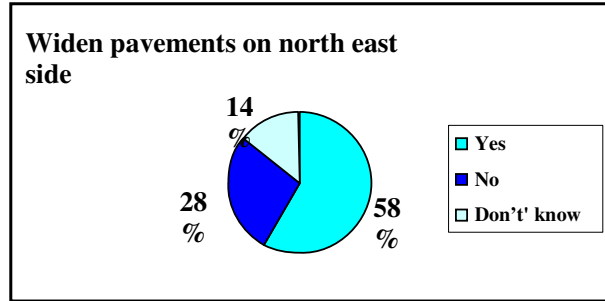


1.4 WHEELGATE

QUESTION 4 - DO YOU AGREE WITH THE PROPOSED CHANGES FOR THE STREET?

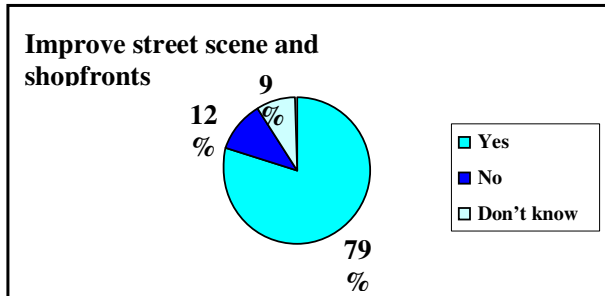
Widen Pavements on North East side

Yes	298
No	143
Don't know	73



Improve Street Scene and Shopfronts

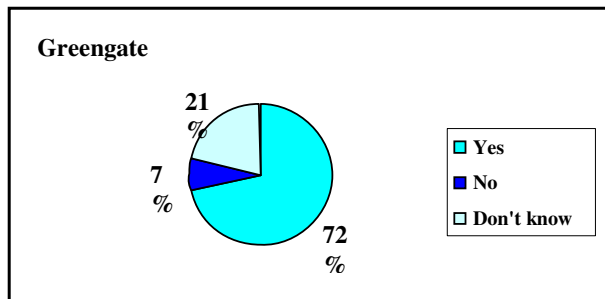
Yes	449
No	65
Don't know	50



1.5 GREENGATE

QUESTION 5 - DO YOU AGREE WITH THE NEW DELIVERY ROUTE BEHIND THE WHEELGATE AREA?

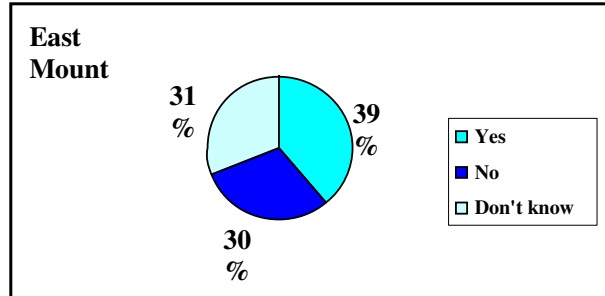
Yes	366
No	37
Don't know	110



1.6 EAST MOUNT

QUESTION 6 - DO YOU AGREE WITH THE PROPOSED NEW RESIDENTIAL APARTMENTS AND HOUSES?

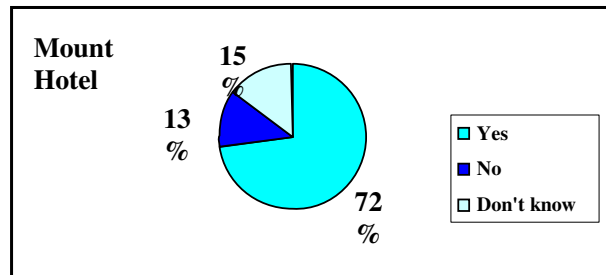
Yes	194
No	153
Don't know	156



1.7 MOUNT HOTEL

QUESTION 7 - DO YOU AGREE WITH THE PROPOSED HIGH QUALITY RESIDENTIAL APARTMENTS?

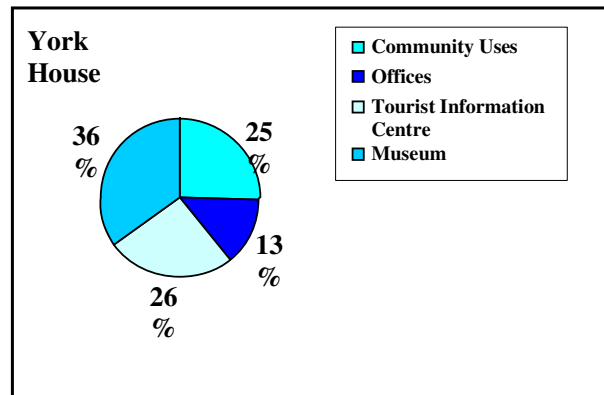
Yes	375
No	67
Don't know	76

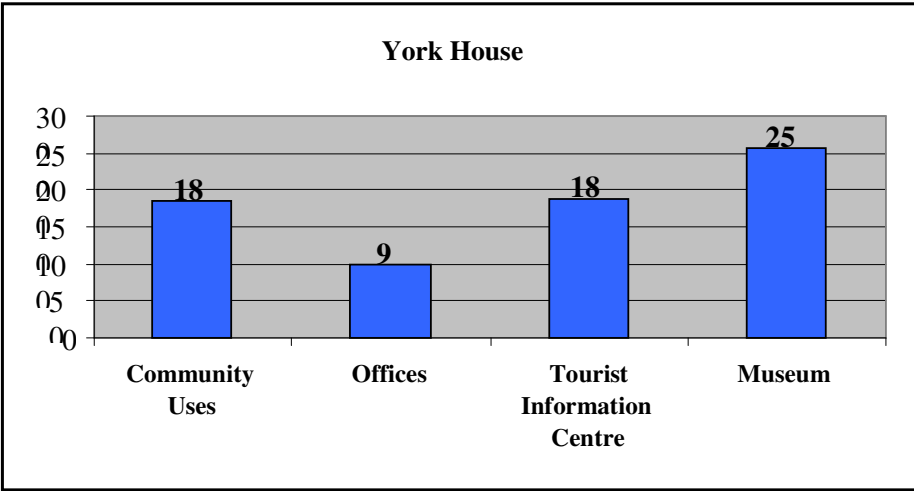


1.8 YORK HOUSE

QUESTION 8 - WHICH USE DO YOU PREFER FOR THIS BUILDING?

Community Uses	185
Offices	98
Tourist Information Centre	188
Museum	256

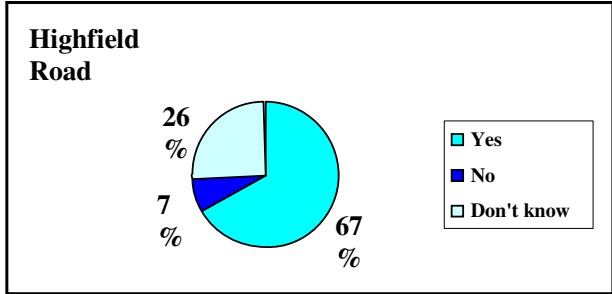




1.9 HIGHFIELD ROAD

QUESTION 9 - WOULD YOU LIKE TO HAVE AN IMPROVED PLAY / SPORT PROVISION AT THIS SITE?

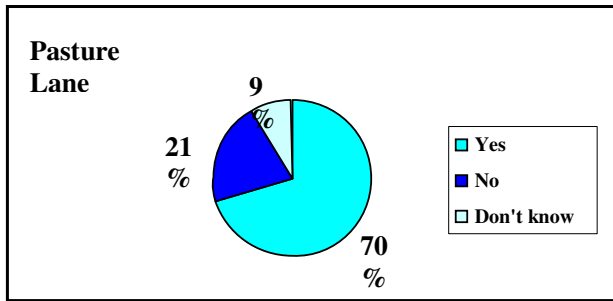
Yes	332
No	34
Don't know	131



1.10 PASTURE LANE

QUESTION 10 - DO YOU AGREE WITH THE PROPOSED RELOCATION OF THE LIVESTOCK MARKET AND ADDITIONAL DEVELOPMENT TO FUND THE NEW LIVESTOCK MARKET?

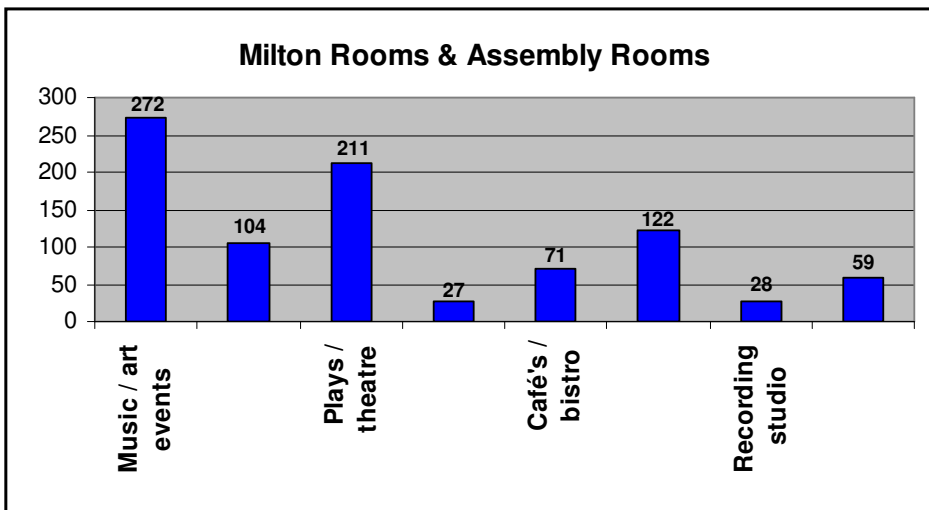
Yes	368
No	108
Don't know	47



1.11 MILTON ROOMS

QUESTION 11 - WHAT WOULD YOU LIKE THE MILTON ROOMS TO BE USED FOR?

Music / art events	272
Parties / functions	104
Plays / theatre	211
Sports Facility	27
Café's / bistro	71
Art exhibitions / galleries	122
Recording studio	28
Community events	59



Other suggestions included- comedy shows, trade shows, auction events, conference facilities, education & training centre, indoor market, charity shops, museum etc.

Milton Rooms & Assembly Rooms

