

## **OBJECTIVE 9: PENRITH TOWN CENTRE**

6.74 **To preserve 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.**

### 6.75 **Policy 15 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 key gateways to the town centre and main throughroutes;
2. To incorporate native species of street trees and other planting at key gateways and throughroutes;
3. Measures to improve the environment for walking and cycling, including possible pedestrianisation of areas in the town centre;
4. Public realm and street furniture that meets the needs of town centre users, is consistent in design and style, can be easily maintained and avoids clutter;
5. Provides suitable signage directing users to key locations and buildings.

### **Supporting Town Council Actions**

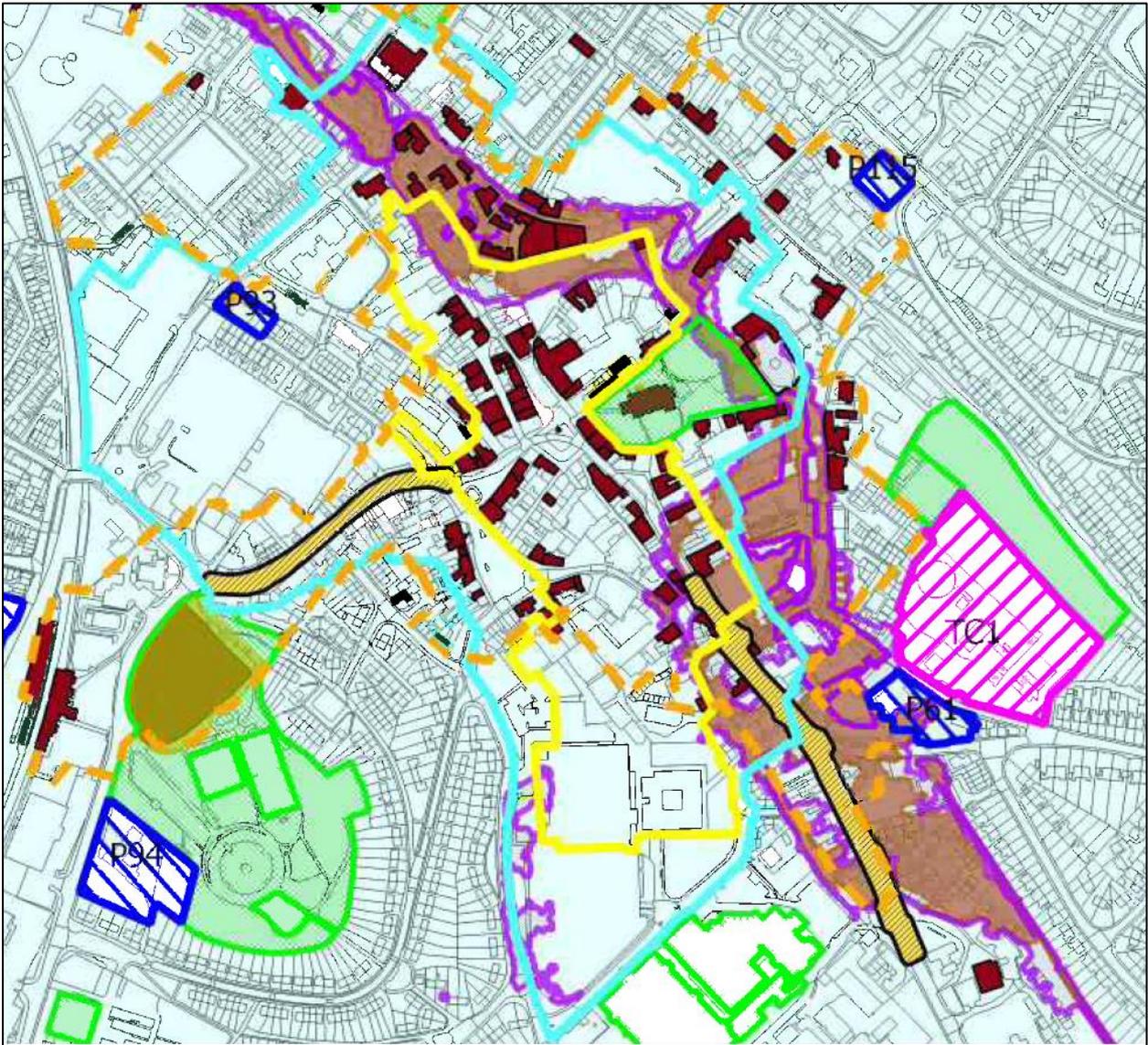
- To work with the District Council to develop a thriving monthly market / farmers market and explore the potential of transfer of the town's Market Charter back to the Town Council.
- To explore with Sainsbury's the impediments to the population of the empty retail premises in New Squares.
- To develop a style guide on future street furniture, signage, soft and hard landscaping, lighting and their on-going maintenance.
- The town is not large enough to accommodate areas specific to particular offerings so we should encourage a mix of retail premises in Middlegate, Devonshire Street, King Street, Corn Market, Great Dockray and the pedestrianised area centred on Angel Lane.
- To work with property owners and Eden District Council to re-designate Castlegate as residential.

- To launch a Mayoral 'Keep Penrith Clean' campaign;
- To work with the BID and Chamber of Trade to encourage local retailers and restaurants to market the fact that they use the products of local primary and secondary processing in order to encourage consumption by residents and visitors and develop a reputation for Penrith as a 'Food Town'; and
- To work with Eden District Council, Penrith BID and the Chamber of Trade to scope the formation of a shopfront facelift scheme

### **Background and Justification**

- 6.76 Strategic planning policy for Penrith town centre will be set in the Local Plan (Figure 11). This emerging document sets out key elements of future planning policy such as the boundary of the town centre and defines the 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.
- 6.77 The PNDP also seeks to support the work of Penrith Business Improvement District (BID). The BID 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.
- 6.78 The BID which has the mission to:
- Create a desirable and safe environment for visitors and the community with a clear identity of Penrith.
  - Building relations with the Districts businesses to Support and develop business practices
  - Attract, retain and promote quality businesses and retail that support the community
  - To promote economic Development and Multi Media marketing services.
  - To ensure accessibility into Penrith for traders and their stakeholders.
- 6.79 The range of measures identified in Draft Policy PNDP15 will help to support the work of the BID and to provide a planning framework within which future decisions can take place.

**Figure 11. Penrith Town Centre, Emerging Eden Local Plan 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
- Policy DEV2 - Water Management and Flood Risk  
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#### Decent Homes for All

- Housing Allocation
  - Reserve Housing Site
  - Mixed Use Allocation
  - Gypsy and Traveller Site
- Policies AL1, AP1, KS1, PEN1  
Policy PEN1  
Policies AL1, PEN1  
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
  - Limestone Pavement Order
  - Local Nature Reserve
  - National Nature Reserve
  - Regionally Important Geological and Geomorphological Site
  - Site of Special Scientific Interest
  - Special Area of Conservation
  - Special Protection Area
  - Ancient Woodland
  - Area of Outstanding Natural Beauty
  - Wind Energy Suitable Area
  - Proposed Air Quality Management Area
  - Groundwater Source Protection Zone 1
  - Groundwater Source Protection Zone 2
  - Conservation Area
  - Historic Parks and Gardens
  - Listed Building
  - Scheduled Ancient Monument
- Policy ENV1 - Protection and Enhancement of the Natural Environment, Biodiversity and Geodiversity  
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Policy ENV1 - Protection and Enhancement of the Natural Environment, Biodiversity and Geodiversity  
Policy ENV2 - Protection and Enhancement of Landscape and Trees  
Policy ENV3 - The North Pennines Area of Outstanding Natural Beauty  
Policy ENV6 - Renewable Energy  
Policy ENV7 - Air Pollution  
Policy ENV9 - Other Forms of Pollution  
Policy ENV9 - Other Forms of Pollution  
Policy ENV10 - The Historic Environment  
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#### Thriving Communities

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

## Relevant District Planning Policies:

### Core Strategy:

- CS1 Sustainable Development Principles
- CS2 Locational Strategy
- CS12 Principles for Economic Development and Tourism
- CS15 Tourism and the Visitor Economy
- CS23 Hierarchy of Retail Centres

### Eden Local Plan 2014-2032

EC7 Town Centres and Retailing

**Penrith Town Council Strategic Priorities:** Economic Development; Transport; Growth.

## 6.80 Policy 16 Shopfront design

To maintain the quality, character and distinctiveness of Penrith town centre new shopfronts should meet the following:

scale, style of the existing building and any existing shopfront of the building. The overall aim should be to retain and replace existing traditional and period features and style, where possible;

2. Signage should respect the age and character of the building in their size, materials and detailing;
3. Security grilles and shutters should be internal and allow views of internal space and lighting in order to avoid dead frontages; and
4. Blinds or awnings when used should replace traditional blinds and "blind boxes", or use an acceptable contemporary alternative.



## **Background/Justification**

- 6.81 Penrith's history and character 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 the attractiveness of the town. The buildings and spaces and the design of shopfronts is an important part of this character. Penrith has many good quality shopfronts of differing designs and historical periods.
- 6.82 Draft Policy PNDP16 seeks to set detailed planning policy for new and alterations for shopfronts when planning permission is required. This policy should be read in conjunction with Eden District Council's *Shopfront and Advertisement Design* Supplementary Planning Document.

## **Relevant District Planning Policies:**

### **Core Strategy:**

CS1 Sustainable Development Principles  
CS2 Locational Strategy  
CS12 Principles for Economic Development and Tourism  
CS15 Tourism and the Visitor Economy  
CS17 Principles for the Built (Historic) Environment  
CS18 Design of New Development  
CS23 Hierarchy of Retail Centres

## **Eden Local Plan 2014-2032**

EC7 Town Centres and Retailing

**Penrith Town Council Strategic Priorities:** Economic Development; Transport; Growth.