



A Strategy for Malton Town Centre
WSP Group and Atisreal for Ryedale District
Council and Yorkshire Forward

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Executive Summary

STUDY OBJECTIVES AND SCOPE

WSP and its co-consultants Atisreal were commissioned in March 2007 by Ryedale District Council and Yorkshire Forward to carry out a Malton Town Centre Renaissance and Enhancement Study. The information from this study will be used to help guide planning policies and proposals in the Ryedale Local Development Framework, and will influence the activities of Ryedale District Council and partner organisations. The recommendations will help guide development and land use changes within the two towns over the next 15 years to ensure a successful and prosperous Malton and Norton.

The Study is founded on the potential of ten development sites (indicated on the map below) within Malton to contribute to the above aim. The sites include four key town centre sites; the Livestock Market area, Wentworth Street Car Park, Wheelgate and Market Place together with six other sites; Greengate, Pasture Lane, East Mount, York House, The Mount Hotel and Highfield Lane.

The Strategy concludes that collectively through development and enhancement the key town centre sites can play a key role in defining Malton's future. Action is required to both plan for sites that need appropriate future uses defining and address the retail expenditure leakage from Malton. One critical linkage is the support and structuring of pedestrian flows between the sites to encourage increased local retail spending and retention of people within the town centre for longer periods including enhancing opportunities for café / dining / leisure activities.

A set of separate development options were produced for each site after each was analysed in terms of urban design, town planning, financial viability, traffic management and parking. The public's views on each site and potential development options were sought through significant consultation in 2007 and 2008 to help guide the study. In addition to public consultations, dedicated consultations were carried out with local retailers, the farming community, all Ryedale residents (through Ryedale News) and Year 9 of Malton School.

MALTON'S ROLE

Malton is identified in the Yorkshire and Humber Regional Spatial Strategy as the Principal Town for Ryedale. Therefore it is the focus for future housing, employment, shopping, leisure, education, health and cultural activities in the district.

A key strength of Malton is that it is a "genuine market town" which offers a wide range of independent retailers but has the potential to provide a wider range of convenience and comparison retailing for the local population. Malton's town centre has a particularly rich historic built environment hosting many Grade II listed buildings that only strengthen the genuine market town feel. A driving force of this strategy for Malton is to ensure that developments within Malton capitalise on this major asset through major public realm improvements centered around the Market Place.

Though much of Malton's identity lies in its lack of multiple retailers, the need to secure suitable multiple retailers is vital to ensure a successful economic future for the town to complement and support independent traders.

It is critical to improve the retail vibrancy of Malton, the quality of retail on offer, increase shopper visits and encourage longer shopping dwell times in Malton if the retention of shoppers is to be significantly improved. A significant proportion of comparison goods expenditure leakage is attributed to Monks Cross Shopping Park, York City Centre and Scarborough. In order to address this leakage we consider that a mid to high quality supermarket is essential and would provide balance to supermarket offer currently in Malton and Norton. We believe that the introduction of such a facility would attract new shoppers whilst increasing footfall for the benefit of independent retailers in the town. The introduction of a new mid to high quality supermarket has been demonstrated elsewhere to often provide a significant boost to the local independent retail provision on offer, rather than damaging the local economy. The supermarket should be supplemented by new retail premises in the town centre that meet the requirements of high street retailers, including those in sectors such as men and women's clothing, which are currently under-represented in Malton. This will also help to reduce leakage of shoppers to centres outside of Ryedale. Malton's provision of evening and Sunday dining / entertainment services can also be improved and would help to reduce the current loss of expenditure by local residents and visitors. Town centre activity should also be increased through new residential development, which is urgently required to meet the area's housing needs. There is also scope to rationalise and improve town centre parking and to enhance cultural facilities through the ten sites in this Study.

THE KEY SITES

The four key sites (Livestock Market area, Market Place, Wentworth Street Car Park and Wheelgate) provide a "once in a generation opportunity" to plan comprehensively for the future to help enhance and improve Malton's town centre.

THE LIVESTOCK MARKET

The Livestock Market area presents a unique opportunity to contribute to the future development of Malton due to its close relationship to the other key town centre sites and its potential ability to substantially improve the retail offer and draw of Malton town centre. It also offers the opportunity for additional town centre housing to be brought forward as part of a mixed use retail, residential and parking scheme.

Whilst the Livestock Market operation is of economic and social benefit for Malton and the surrounding area and should be retained within the town, outside of market days and the monthly farmers' and poultry market, this key town centre site is underutilised and provides a poor quality built environment as a contrast to the rich mix of historic buildings in the adjacent Market Place. We consider that the Livestock Market does not represent the most beneficial use of this very central site and should be relocated to an edge of centre location. The opportunity exists at the Pasture Lane site for a relocated Livestock Market. This would see the Livestock Market retained within Malton and could potentially provide a location for associated businesses, or a wider usage of a new building such as at Thirsk Farmers Auction Mart and Bakewell's Agricultural Business Centre. However, this is likely to require an element of further development on the former Showfield Site to subsidise the cost of providing new premises for the Livestock Market.

By planning for the current site as a whole (as opposed to retaining a market operation on part of the site) the weight of the opportunity is increased by way of its capacity to address both retail and residential needs. The redevelopment would provide a new destination within Malton and present a genuine opportunity for the provision of new

public spaces and enhancements to the existing infrastructure and surrounding buildings.

The Livestock Market area holds the potential to support the flow of pedestrians around the town centre by creating a key destination point. It could also provide a significant element of the public parking provision, releasing pressure from the other key sites, in particular within the Market Place where the space can then be enhanced. The preferred development option therefore provides a mix of retail outlets, public spaces, parking and housing for the Livestock Market area.

WENTWORTH STREET CAR PARK

Wentworth Street Car Park is currently used for public car parking and provision of parking for Livestock Market related vehicles. The site's size and location suggests that it has the potential to significantly contribute to the regeneration of Malton's town centre. The car park is heavily underutilised, currently operating at 20-25% of its capacity. This low level of use indicates that the site has the capacity to accommodate additional uses while retaining the majority of the parking provision (utilising a decked design). However, it will be important to provide long stay facilities elsewhere if redevelopment of the site should affect the current parking regime. Parking provision for Livestock Market related vehicles would be relocated next to a relocated market, potentially to the Pasture Lane site.

The layout and location of Wentworth Street Car Park provide the opportunity for a new retail destination on the northern edge of the town centre comprised of a mid to high quality supermarket operator. In terms of an estimate of timescale and driven by both highways requirements and retail capacity issues it is likely that this could happen in the medium term (from 2013). The eastern upper level of the site would be well suited to residential development in the form of flats to ensure greater amounts of activity on the site outside of the operating hours of the retail provision.

However although supported in the 2007 consultations, the August 2008 consultation (Appendix C) saw less support for residential development at Wentworth Street Car Park. Although there is a defined need for affordable housing in Ryedale, concern was also expressed over the loss of car parking spaces at this location (though 66% did agree with retaining 2/3 of parking). As such an alternative approach to developing a supermarket and housing at the same time, would be to develop a stand-alone supermarket initially, retaining at least 80% of the current parking at Wentworth Street. Subject to enough car parking capacity being available in the future, once a supermarket has been developed on the site, the housing element on the eastern side could then go ahead.

Depending on the ownership arrangements in the future and any planning conditions, we would advocate the store operator providing not less than 3 hours of free car parking at Wentworth Street Car Park. This would satisfy the strong desire expressed at the 2008 consultation for free parking (which 88% of people supported on Wentworth Street). Providing this would allow for linked trips between the proposed supermarket and the rest of Malton town centre, creating an important new gateway into the heart of Malton. It would also substantially enhance the retail circuit and flow of pedestrians between the Livestock Market area, the Market Place, Wheelgate and Wentworth Street.

THE MARKET PLACE

An improved pedestrian environment through enhanced public spaces in Malton's town centre would offer a significantly improved experience in which to connect with local traders, the community and the historic environment. This enables Malton to be seen as an attractive destination in itself, in contrast to the offer of out of town retail centres (which will always provide a different scale of retailing to Malton), and would address widespread public concerns about conditions for shoppers and pedestrians that have been detailed in the Malton Transportation Strategy and the Roger Tym Retail Study. There is potential to create new public spaces and key enhancements that would include the proposed public realm improvements within the Market Place and enhanced linkages through improved footpaths along Wheelgate and Princess Road / Wentworth Street.

The preferred development scenario for the Market Place is focused on improving the public spaces of the area by balancing the relationship between the pedestrian and vehicular traffic/parking. The preferred short term development scenario envisages the pedestrianisation of the north stretch of the Market Place, with the later development of a series of terraces to the north and west of St. Michael's Church. This will significantly enhance the attractiveness of the historic Market Place and enable it to become a more active public space. As all key site developments come forward the Market Place will become the focus of activity within Malton.

We consider that the Market Place with the proposed improvements, together with the changes to the other key sites can enhance its place as the heart of Malton from a social perspective by being a destination and place to enjoy in itself.

WHEELGATE

Wheelgate is the prime thoroughfare for Malton and the current principal retail destination. There is clear potential to improve the pedestrian and built environment, addressing issues of pedestrian / vehicle conflict that lessen its attractiveness to shoppers. The preferred development option, given Wheelgate's key linkages to the Market Place, Livestock Market area, Wentworth Street Car Park and Yorkersgate, is to enhance the public realm through widened pavements, improved streetscenes and enhanced shop fronts.

The four key sites comprising Wheelgate, the Market Place, the Livestock Market area and Wentworth Street Car Park should have a complementary and non-competitive relationship and be clearly linked together by strengthened and better signed pedestrian routes and the Market Place itself.

OTHER SITES

There are a number of other sites within Malton that can make a positive contribution to the strategy for Malton town centre. Together they can provide valuable opportunities for enhancement, re-use and redevelopment. The former Showfield at Pasture Lane provides the most appropriate location for a relocated Livestock Market that is still within walking distance of the town centre whilst offering potential for associated, enabling uses on a larger site.

Land between Greengate and Wheelgate, subject to landowner negotiations, has the potential to offer a new delivery route for the eastern section of retail units along Wheelgate, so reducing current difficulties caused by service vehicles. There would be great benefit to achieving this but the proposed route now looks unachievable but an

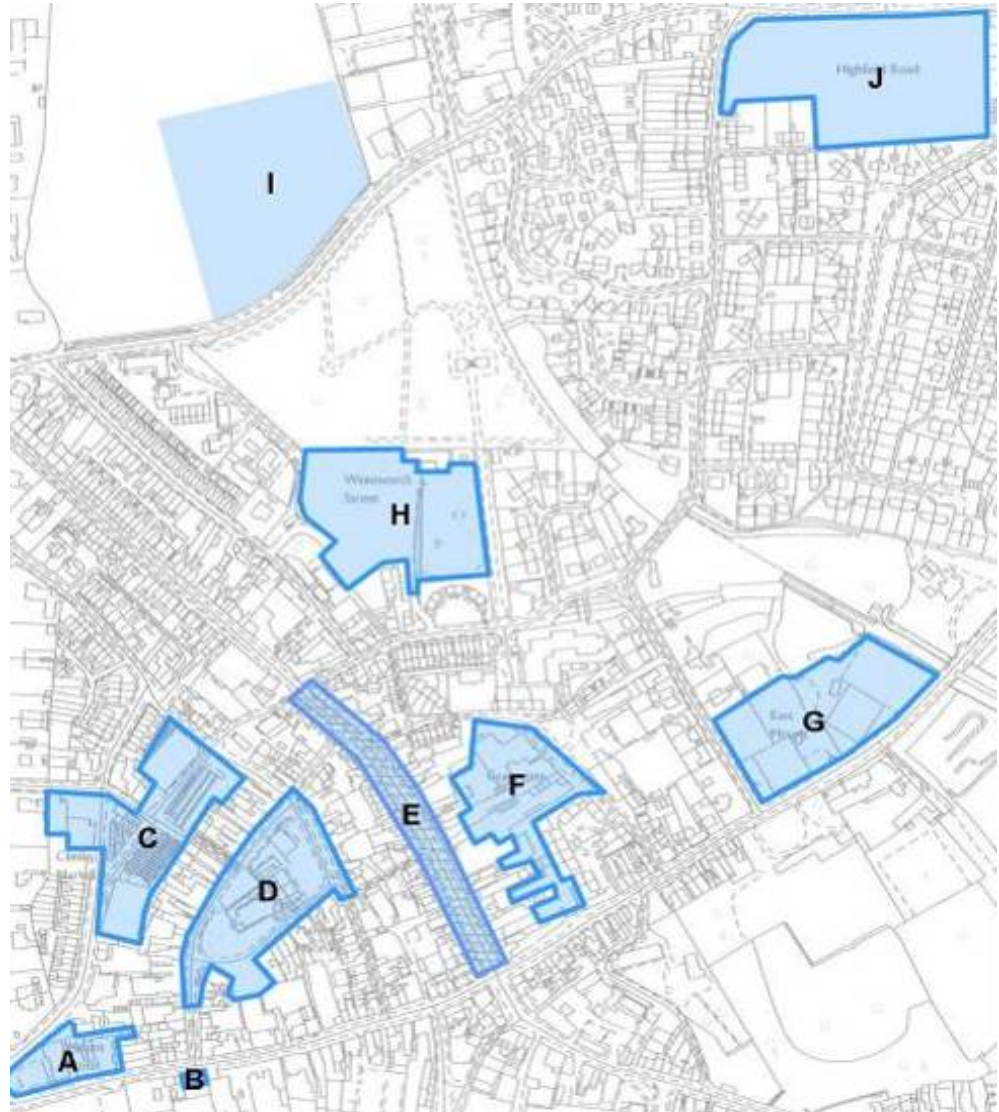
alternative solution should still be sought if highway and ownership considerations can be satisfied.

East Mount will potentially see a relocation of the Malton Tennis and Bowls Club. If this were to happen the preferred option is for the creation of new residential apartments along Old Maltongate and the creation of semi-detached town houses along East Mount.

York House is perhaps Malton's finest building and has the potential for the re-use of prestigious historic building and for community uses or a museum.

The Mount Hotel is a very important town centre gateway site. The main building requires a beneficial reuse through its conversion to high quality apartments or short let holiday apartments or 'apart-hotel', as a conventional hotel use appears unlikely. The quality of the recreational space at Highfield Lane has the potential to be improved, but the site is not currently suitable for development.

A map of the sites with proposed uses is found overleaf.



	Site	Proposed Use
A	Mount Hotel	High quality residential apartments or short let apartments
B	York House	Museum / Community use / offices
C	Livestock Market area	Mixed-use development (retail / residential / parking)
D	The Market Place	Improved public realm and new pedestrian priority areas
E	Wheelgate	Improved pedestrian / shopping environment
F	Greengate	New delivery route for eastern section of Wheelgate
G	East Mount	New residential apartments and housing
H	Wentworth Street Car Park	Mixed use development (supermarket / parking), (supermarket / residential / parking)
I	Pasture Lane	Relocated Livestock Market and enabling development
J	Highfield Lane	Continuation of recreation use with potential improvements

1 Introduction

1.1 THE PROCESS



St. Michael's Church

WSP and its co-consultants were commissioned in March 2007 by Ryedale District Council and Yorkshire Forward to carry out a Town Centre Renaissance and Enhancement Study. The information from this study along with the 2004 River-Rail Corridor Redevelopment Study will be used to help guide planning policies and proposals in the Ryedale Local Development Framework, and will influence the activities of Ryedale District Council and partner organisations. The recommendations will help guide development and land use changes within the two towns over the next 15 years to ensure a successful and prosperous Malton and Norton.

The Study sets out a comprehensive overview and strategy for Malton town centre, with particular reference to ten selected potential development sites within Malton, and to make individual assessments and recommendations for each site. These ranged from high profile town centre areas to sites on the edge of the town centre and within adjacent residential areas. The sites are:

- Livestock Market area
- Market Place
- Wentworth Street Car Park
- Wheelgate
- Greengate
- Pasture Lane
- East Mount
- York House
- The Mount Hotel
- Highfield Lane

Of these ten sites, four key town centre sites were identified. These are:

- Livestock Market area
- Wentworth Street Car Park
- Wheelgate
- Market Place

Town Centre Strategy

This Town Centre Strategy provides the overview and masterplan element of the Study. Part one of the Strategy assesses the town centre in terms of successes, failures, threats and opportunities and goes on to look closely at pertinent retail issues. Part two identifies the key objectives for the Town Centre Strategy, (based on earlier studies and information in part one) and details the recommended approach to the four key sites that present significant opportunities to improve the retail health, culture / leisure activity provision and public realm of the town centre. The Strategy concludes that working together these sites can play a key role in securing a successful and prosperous future for Malton. A critical linkage is the support and structuring of pedestrian flows between the sites to encourage increased local retail spending and retention of people, including making use of dining / leisure activities. Another key connection is the possible funding linkages established by developer contributions or enabling development, for example to assist in funding public realm improvements in the Market Place.

Development Options

A set of development options were produced for each site after being analysed in terms of urban design, town planning, financial viability, traffic management and parking. The impact of site development options were also considered in relation to the whole town to understand any effect on formal and informal linkages between the sites and adjacent areas.

The public's views on each site and potential development options were sought through consultation events to help guide the study. In addition to public consultations during 2007 and 2008, specific consultations were also carried out with local retailers, the farming community, Town and Parish Councils, Malton School and the readers of Ryedale News.

Background Documents

The recommendations and findings of the following documents have been taken into account as part of the production of this strategy.

- Urban Capacity Study (2005)
- Retail Capacity Study (2006)
- Malton and Norton Transportation Strategy (2005)
- Car Park Strategy Report (2005)
- Ryedale Housing Needs & Housing Market Survey (November 2007)
- River Rail Corridor Study (2004)
- Jacobs Consultancy Highways Report - August 2008
- Roger Tym and Partners Retail Update - September 2008

Part One – Key Drivers

2 Malton Town Centre Overview

Malton is identified in the Yorkshire and Humber Regional Spatial Strategy as the Principal Town for Ryedale. Therefore it is the focus for future housing, employment, shopping, leisure, education, health and cultural activities in the district. In order to improve and enhance Malton's current offer, we need to understand this in the context of how it currently performs. The following section gives an overview of the existing characteristics of Malton's town centre in terms of successes, failures, key issues and threats and opportunities.

2.1 SUCCESSFUL MARKET TOWNS

Market towns in the UK are intrinsic to the rural landscape and environment. They help provide vibrant hubs for communities and links to the rural hinterlands. There are approximately 900 market towns, each with different characteristics and at different levels of overall health. One of Yorkshire Forward's flagship projects is the Renaissance Market Towns (RMT) programme which recognises the role of market towns and seeks to ensure that,

"The regions' 'rural capitals' are places where people want and are able to live, work, invest and visit."

Market towns must adapt to changing pressures if they are to successfully continue providing this role. In setting out a strategy for Malton and Norton's future, it is essential to assess the town's current strengths and weaknesses.

Current Successes

Independent retail offer

Malton offers an attractive shopping environment for the local population with numerous independent local retailers and some multiple retailer representation. Roger Tym & Partners' (RTP) Ryedale Retail Capacity Study (2006 and update in July 2008) indicated a reasonable sized convenience sector due to the town being well serviced by a large number of independent bakers, butchers, greengrocers and fishmongers, compared to other similar sized towns. They account for 21 units, 10.1% of the total units in the town centre compared to the UK average of 9.4%. This presents an opportunity to build on this already strong representation, to form a unique identity for Malton. Such a move would be bolstered by recent national campaigns to reduce the amount of 'food miles' associated with transporting food, utilising locally sourced products with clear provenance.

However the RTP studies also identify a key deficiency of the offer in Malton. In particular, the presence of women's, girls and children's clothing outlets. Additionally Malton contains only one men's and boys' wear shop and four mixed and general clothing stores presenting a lower representation than the UK average.

Though much of Malton's identity arises from its strong independent retail offer, the need to secure suitable multiple retailers to complement and support independent traders, is vital to ensure a successful economic future for the town. This is considered further in the 'key opportunities section' below. .

"Genuine" market town

A key strength of Malton is that it is a "genuine market town" due to its traditional setting, its 'working town' feel, an active Livestock Market, a strong independent retail offer, and its range of facilities and employment opportunities. 48% of respondents to the initial public consultation viewed Malton's genuine market town feel as their most liked aspect of the town. These qualities need to be reflected and strengthened through the redevelopment of these key sites, if Malton is to continue to fully benefit from this role.

Good quality historic built environment with strong potential

As a key feature that compounds the benefit of Malton's genuine market town feel, the town centre has a historic built environment hosting many Grade II listed buildings. The majority of these buildings are located around the Market Place with some positioned along Wheelgate and Yorkersgate, specifically the Old Mount Hotel and the York House. A driving force of this strategy is to ensure that developments within Malton capitalise on this major asset through public realm improvements. The existing public realm has the potential to be far better utilised and improved in terms of quality. These spaces combined with a series of newly created spaces, better uses for historic buildings within the town and new developments, can contribute to and define a new sense of place for Malton.



Market Place shop frontage

Engaged community groups

Malton and Norton have numerous community groups utilising formal and informal linkages. The business community is represented by the "Malton and Norton Business in Action" group which shares members of its management team and steering group with other local community groups. Business in Action provided input into the town centre retailers' questionnaire to help guide the content.

We have discussed the study as it has developed and have consulted with Malton Town Council, Norton Town Council, the Malton and Norton Area Partnership and Thrive.

Failures

Retail expenditure leakage

Despite being the dominant comparison retail centre in Ryedale, Malton struggles to retain an acceptable level of comparison goods expenditure with the town centre retaining only 17% of the overall comparison sector expenditure of the residents of the OCA (more detail is provided on page 16). The surrounding retail centres attract considerable convenience expenditure from within the Ryedale catchment area, causing substantial leakage from Malton town centre. The main outflow of convenience expenditure to named stores include the Morrisons store at Scarborough (9% of the total expenditure from the OCA / £6.8 million), Asda at Monks Cross in York (7% / £5 million of leakage), Tesco Extra at Clifton Moor retail park in York (5% / £3.9m) and Sainsburys at Monks cross (3% / 2.5m of leakage). In total £90m of retail spending by Ryedale residents is 'lost' to other centres outside of Ryedale annually.

It is critical to improve the retail vibrancy of Malton, the quality of retail on offer, increased shopper visits and longer shopping dwell times in Malton, if retention of shoppers is to be significantly improved. This can only begin to be achieved with suitable anchor tenants. The Fitzwilliam Estate has struggled to encourage multiple fashion retailers to take units in the town, either because of limitations in the size of units available or because of insufficient critical mass in the town. New retail development needs to occur on appropriate town centre sites to address this significant level of leakage and to greatly improve the quality and appeal of Malton town centre. The Livestock Market area and Wentworth Street Car Park have clear potential to significantly address these issues.

Decline in retail rankings

Although Malton's retail provision and importance is greater than any comparable area within the Ryedale district, it is essential to take a wider view. The town's position in the MHE index (the shopping index created by Management Horizons, which reviews the top 1,672 retail centres in the UK based on a weighted count of non-food retailers against other centres within the UK) shows a worrying decline for Malton in the retail hierarchy index between 2000 and 2008 of 215 places, from 880 to 1095.

The lack of a balanced supermarket offer

Malton and Norton are currently home to three supermarkets, including Morrisons (37,700 sq ft, gross), Netto (9,709 sq ft, gross) and Jacksons (9,800 sq ft, gross), the latter selling a limited range of Sainsbury's products. However, the town lacks a mid to high quality supermarket offer such as Marks & Spencer's Simply Food, Waitrose or Sainsburys. The need for a mid to high quality supermarket is essential to balance the current range of supermarket offer, as well as encouraging the more affluent shopper into Malton. We believe that the introduction of a mid to high quality supermarket tenant would, in addition to other physical improvements and strengthening of the retail offer, help to retain expenditure within the OCA and attract new shoppers to Malton. The additional footfall generated by a mid to high quality supermarket would support and complement independent retailers through linked shopping trips.

Lack of appropriately sized retail units

The supply of appropriately sized retail units within Malton's town centre is limited. This is indicated by the analysis of the most recent FOCUS listing in May 2005 that shows a disparity between the size required and size available within the town. This indicates that retailers 'mean minimum sales areas' requirement for Malton is 3,450 net sq ft. Local agents confirm that much of the historic property in Malton town centre has floorplates which are less than 2,000 net sq.ft. Our analysis of GOAD data shows units within Malton have an average size of 1,650 net sq.ft and that the available vacant units are of a similar size.

The AMION Consulting study (2002) also suggests that whilst there is a constant demand for retail units in Malton from multiple national retailers, the modern, purpose built units they require are not available in the town.

In order to secure key anchor tenants, suitable shop units (in terms of size, configuration and trading environment) must be provided. Currently poor or irregular floorplates, low ceiling heights, and internal obstacles are common features throughout the property stock and these discourage active interest from many high street retailers. Although

there is some limited scope for redevelopment of the existing stock, modern retail developments are needed to address tenant needs.

Lack of national multiple retailers

The representation of a number of key retail sectors is currently deficient within Malton, most notably fashion, in comparison with other similar sized market towns. The “Malton Health Check” within RTP’s study confirms this fact, indicating both ladies’ wear and men’s wear operators, which are key barometers of a retail centre’s strength, are well below the national average. This problem is also indicated by an abundance of gifts and fancy goods shops, which have limited mass appeal.

Appropriate connections with A64

Malton and Norton do not benefit from a direct junction between the A64 Bypass and the B1257 road from Hovingham. This leads to additional traffic traveling through the town centres adding congestion to the local highway network. It has a specific impact on Wheelgate, causing greater amounts of traffic to travel along the road negatively affecting the pedestrian environment. Additionally there is limited movement at the Musley Bank and Brambling Fields A64 junctions at Malton and Norton, causing considerable through traffic along the main town centre thoroughfares including Yorkersgate and Castlegate.

Market Place parking layout

The RTP study suggests that parts of the town centre are undermining its overall attractiveness. For example, the potential of Market Place as an attractive heart to the town is undermined by the presence of somewhat chaotic car parking.

Lack of Quality Signage

Signing for both drivers and pedestrians to and from the town centre is recognised as inadequate by the Malton and Norton Transportation Strategy of 2005. Many drivers may pass through Malton without realising there is an attractive Market Place behind Wheelgate and Yorkersgate. Wentworth Street Car Park in particular is poorly signed, making its substantial provision of long-stay parking difficult to access.

Evening / Sunday economy not reaching its full potential

Malton’s current provision of evening dining / entertainment services is limited and leads to a loss of expenditure from local residents and evening visitors. There is significant scope to further develop Malton’s evening economy, despite recent improvements. RTP’s telephone survey noted that approximately one third of surveyed households who considered Malton the nearest centre within Ryedale, also considered its leisure facilities to be lacking.

Improving the evening economy would also increase the amount of activity and natural surveillance in the town centre outside of normal opening hours, helping to tackle crime and anti-social behaviour.

The current limited Sunday economy in Malton needs to be substantially strengthened particularly through the extension of opening hours of shops, cafés and restaurants to help support the tourist offer and Malton’s secondary role as a tourist attractor.

Lack of high quality public space / footways

As stated above, Malton has a good quality historic built environment with strong potential for improvements. The current provision of dedicated public space is limited, extending to the Market Place areas to the east and west of St. Michael's Church that are defined by the surrounding parking provision. Other spaces include the snickets/alleyways extending from the Market Place.

The "need to improve public realm" was the third most popular option (15%) when asking the general public what aspects they disliked about Malton Town Centre. The Norton/Malton Health Check Report stated that the public favoured pedestrianisation of the Market Place.

Footways in the town centres are also considered to be of an inadequate width (Malton and Norton Transportation Strategy, 2005) particularly within the Market Place, on Norton Road, Railway Street, York Road, Wheelgate, The Shambles, Saville Street and in the area surrounding the Livestock Market. There is a lack of pedestrian accessibility often exacerbated by delivery vehicles parking on the pavements (particularly in Wheelgate) due to a lack of rear servicing and a reluctance to obstruct the carriageway and thus traffic flows within the towns.

Threats

Livestock Market area: outside operational hours

The Livestock Market area is currently used on average twice a week for trading purposes and once a month for the farmers' and poultry markets. Outside of these times this prominent town centre site is underutilised, providing an inefficient space for informal car parking. The physical condition of the site and buildings is poor with limited access for larger scale vehicles associated with current Livestock Market trading.

Expenditure leakages

In the last twenty years there has been a trend to develop shopping centres in sub-regional and regional centres such as York and Leeds. As a result, many medium sized towns and smaller market towns have suffered as larger multiple retailers have tended to concentrate their requirements in bigger stores in the larger centres such as Monks Cross Shopping Park.

For Malton, this trend has resulted in the leakage of a significant proportion of comparison goods expenditure to other centres. The majority of this leakage has been attributed to York City Centre which accounts for 26% (£31.5 million) of the available expenditure within the OCA according to RTP's study. In addition, significant leakage of convenience expenditure is also lost directly to Monks Cross Shopping Park. RTP's 2006 study noted £5 million of convenience expenditure is lost to the Asda, and £2.5 million to Sainsburys each year.

Market towns such as Malton and Norton tend to provide the convenience shopping facilities for their immediate catchment area, while shoppers are attracted to the larger sub-regional/regional centres to do their once/ twice monthly comparison shopping. To counter the dominance of the larger centres, it is important that market towns strengthen their convenience offer and expand their comparison shopping facilities, in particular for leisure wear and consumer durables.

Malton, as a market town, has the opportunity to provide a unique offer that is not served by the larger, homogenised centres. The combination of easy access, independent retailers and spaces to dwell in a pleasant environment, is an attractive draw for residents, shoppers and visitors. However this needs to be achieved in combination with a wider retail offer.

Quality of Supermarket

A threat to the balanced expansion and widening of the retail offer of Malton would be the substantial loss of convenience capacity through either the opening of another low to medium quality large trolley based supermarket or the significant expansion of one of the existing such stores in the town. This would fail to diversify the Malton's retail offer. However, we consider that given the size constraints of suitable sites in Malton town centre, as well as associated highways and parking issues, that opportunities of this type would be limited.

Internet shopping

Accountants Price Waterhouse Cooper recently issued a report outlining the extent of the UK's consumers growing preference for online shopping, concluding it has consistently exceeded analysts' expectations. However, the total of food and non food online shopping is still a relatively small percentage of the overall total. Whilst the way consumers shop is undoubtedly changing, we do not believe the case to be so great to undermine the retail sector within Malton. This is particularly the case for market towns whose historic setting and strong independent offer are an attraction in themselves.

An uncoordinated approach

The relationship between the four key sites and the other six sites is vital to securing an integrated approach for Malton's town centre. Without this joined-up approach, the beneficial inter-linkages from a physical and financial perspective would be decreased and weakened through a piecemeal development process.

This coordination of the potential development of sites is detailed in this document and within each site's development brief.

Key opportunities

The four key sites (Livestock Market area, Market Place, Wentworth Street Car Park and Wheelgate) provide a "once in a generation opportunity" to plan comprehensively for the future to help enhance and improve Malton's town centre. Issues relating to this opportunity include:

Improved local economy due to a new mid to high quality supermarket

When looking at the potential for providing new anchors store for Malton's town centre as a catalyst for development, a department store and supermarket were considered.

The viability of a department store is restricted and usually generates a limited land value, if at all. The majority of department store developments take place as part of a large shopping centre where the values generated from the unit shops are sufficient to substantially subsidise the costly fitting out of the department store and are rarely found in market towns. In the case of Malton, with its relatively limited catchment area, the likelihood of attracting a traditional department store is low because of insufficient trading potential.

In considering the introduction of a supermarket, this format of store has a greater feasibility value when compared to a department store due to its potential to generate a positive land value and was therefore selected from the two options. In addition to the greater feasibility of the supermarket, mid to high quality operators are also shown to generate new shopping activity within town centres, as discussed later in this document.

The introduction of a new mid to high quality supermarket has been demonstrated elsewhere, to often provide a significant boost to the local independent retail provision on offer, rather than damaging the local economy. We have analysed a number of examples of similar towns to Malton where this has happened in recent years and details of these are set out at Appendix A.

Use of the Livestock Market area

The Livestock Market area presents a unique opportunity to contribute to the future development of Malton due to its close relationship to the other key town centre sites and its potential ability to substantially improve the retail offer and draw of Malton Town Centre (as was concluded in the 2006 Roger Tym Study of Ryedale). It also offers the opportunity for additional town centre housing to be brought forward as part of a mixed use retail, residential and parking scheme. Whilst the Livestock Market operation is of economic and social benefit for Malton, outside of market days and the monthly farmers' and poultry market, this key town centre site is underutilised and provides a poor quality built environment as a contrast to the rich mix of historic buildings in the adjacent Market Place. The current use is therefore inefficient and would be suited to an edge of centre location.

Use of Wentworth Street Car Park

Wentworth Street Car Park is currently used for public car parking and provision of parking for Livestock Market related vehicles. The car park is heavily underutilised, currently operating at 20-25% of its capacity. This is compared to 111% for the Market Place, as highlighted in the 2005 Malton and Norton Transportation Strategy.

This low level of use indicates that the site has the capacity to accommodate additional uses while retaining the majority of the parking provision. However, it will be important to provide long stay facilities elsewhere if redevelopment of the site should affect the current parking regime. Parking provision for Livestock Market related vehicles would need to be relocated as part of any scheme.

Improved public spaces

An improved pedestrian environment through enhanced public spaces in Malton's town centre would offer a significantly improved experience in which to connect with local traders, the community and the historic environment. This enables Malton to be seen as an attractive destination in itself, in contrast to the offer of out of town retail centres, and would address widespread public concerns about conditions for shoppers and pedestrians that have been detailed in the Malton Transportation Strategy and the RTP Retail Capacity Study. There is potential to create new public spaces and key enhancements would include the proposed public realm improvements within the Market Place and enhanced linkages through improved footpaths along Wheelgate and Princess Road / Wentworth Street.

Opportunities exist to improve both Wheelgate and the Market Place to strengthen the attraction of these principal areas to local shoppers and visitors. This will lead to an increase in the opportunities to retain visitors in Malton and enjoy the town centre across the day and evening. The growing trend towards local food sourcing can be strengthened through regular events operating within the Market Place itself, such as a more regular Farmers Market.

Strengthened retail offer

Malton needs to strengthen its retail offer if it is to reverse expenditure leakage to neighbouring retail centres. This is analysed in more detail below.

Improved evening and Sunday economy

There have been recent positive moves in improving Malton's provision of evening and Sunday leisure activity, with new restaurants and cafés opening in and around the Market Place. However there is still significant potential for an improved evening and Sunday leisure scene.

By encouraging the development of the Livestock Market area and improving the public realm in Market Place we believe a vibrant “café, restaurant and bar culture” could be created. The emergence of café / bars is a strong trend throughout much of the UK and fundamental to the attractiveness of many similar sized towns as Malton. Creating these opportunities in the Livestock Market and Market Place will begin to increase the pedestrian flow of shoppers through the town, in turn increasing visitor hours and extending shopping time lengths, thus increasing spending in the town's retail outlets. This is a gradual process but important to encourage a step change.

3 Overview of Malton's Retail Sector

3.1 RETAILING TRENDS OVERVIEW

Current national retail trends indicate a strong bias towards the discount sector, both food and non-food. Of the latter, this is particularly the case for the fashion sector, fuelled from cheap imports from the Far East. Fashion retailers such as Primark, Peacocks, Ethel Austin, Bon Marche, New Look continue to thrive because of low prices and constant availability. The middle section of the market has, in the many cases moved towards the discounted sector, however, there is a proportionally small but consistent percentage of shoppers who are faithful to the designer branded market. Currently Malton's retail offer is skewed towards the discount and low cost sector but without representation from fashionable high street clothing brands that command destination trips. The Roger Tym and Partners study of July 2008 states that "the majority of comparison shops in Malton, including the fashion stores, are focused towards the lower end of the market. There is limited representation from higher or even middle-order fashion outlets". Therefore it is essential that a rebalancing between the quality and discount sectors is achieved.

At present, Malton's supermarket provision serves the low price and discount end of the food spectrum. Securing a mid to high quality supermarket would generate interest from similar quality and complementary retailers helping to create a cluster of similar quality retailers.

Covenant strength is an important trade element particularly in terms of retail development. Covenant strength examines the business model of a particular business/retailer, weighing up the suitability and likely success of a proposed tenant. A company's trading accounts over a minimum of three years maybe examined, to give an idea of the financial viability and the likely security of rental income to the landlord from the business. However, landlords have to balance the certainty of a rental stream against providing a varied mix of occupiers. This is important to give a development its particular character and vital to attracting a sufficient number of customers/shoppers.

Many multiple retailers will have a recognised institutional covenant strength compared to that of the non-multiples, namely local or regional retailers, regardless of their standing in the retail sector.

By way of an example, catalogue retailers such as Argos, are multiple retailers who provide a very strong covenant but sell everyday comparison goods. They present a relatively easy way for shoppers to access a substantial range of goods, comparable to a small department store. Such a retailer, if they were located in Malton would help reduce expenditure leakage from this sector, especially to Monks Cross Shopping Park.

3.2 CURRENT POSITION

Currently within Malton there are 53 multiple and 256 non-multiple retailers, giving a total of approximately 300 shop units (calculated by the GOAD locator database). The RTP study of 2008, (Appendix D) identifies a requirement of up to 231,467 sqft (net) of comparison floorspace and up to 36,328 sq ft (net) of convenience floorspace in the Ryedale OCA to 2026. As the Principal Town for Ryedale, this requirement is expected to substantially be addressed in Malton.

The retailer representation in Malton compares favourably with other retail centres within the Ryedale District Council catchment area (the OCA). Pickering and Kirkbymoorside, for example, have 140 shop units and 55 shop units respectively. RTP's study, when examining comparison shopping patterns, shows Malton to have the highest market share for clothes and shoes, DIY and decorating goods, domestic appliances, furniture, carpets and soft household furnishings and for specialist comparison goods shopping within the Ryedale OCA.

However, RTP's study shows these majority market shares (of households in the OCA) to be relatively low:

- Clothes and shoes – 10%
- Furniture, carpets and soft household furnishings – 9%
- DIY and decorating goods – 13%
- Domestic appliances – 17%
- Specialist comparison goods – 10%

These relatively low levels are especially prominent when compared with centres outside the Ryedale OCA (figures taken from the RTP study):

- York City Centre is the prime destination for clothes and shoes shopping for 35% of all households in the survey area, ahead of Scarborough Town Centre and Monks Cross Shopping Park, with market shares of 20% and 14%, respectively. The clothes and shoes market share of 'York' is even greater if out-of-centre facilities within the City of York Council boundary are taken into account, with York city centre, Monks Cross Shopping Park and Clifton Moor Retail Park together achieving a clothes and shoes market share of 53 per cent;
- York City Centre also achieves the highest market share of centres outside the OCA for furniture, carpets and soft household furnishings (20%), with the three main York centres (City Centre, Monks Cross and Clifton Moor) achieving a combined market share of 35%;
- The B&Q Warehouse at Hull Road, York, is an important destination outside the OCA for DIY and decorating goods shopping, achieving an overall market share of 19%. In addition, Scarborough Town Centre has a market share of 15% for this category of comparison goods;
- Scarborough Town Centre is the main spend location outside the OCA for households shopping for domestic appliances, achieving an overall market share of 15%; and
- York City Centre is an important location for specialist comparison goods shopping for 29% of all households in the OCA (the three main York centres – City Centre,

Monks Cross and Clifton Moor - achieve a combined market share of 40% for this category of goods), ahead of Scarborough Town Centre which achieves a market share of 16%.

These figures highlight the extent of the expenditure leakage and the loss of local shoppers to larger centres outside Ryedale, and are a major concern. It is critical that Malton improves its appeal and retail offer to address this economically damaging and environmentally unsustainable trend.

RETAIL CAPACITY UPDATE 2008

Ryedale District Council commissioned retail consultants Roger Tym & Partners to produce an update of the 2006 Retail Capacity Study, which forms a key part of the evidence base for the Local Development Framework (See Appendix D). The main purpose of this update was to roll forward shopping capacity figures to cover the plan period 2026 in line with the current Regional Spatial Strategy for Yorkshire and the Humber.

REVISED RETAIL CAPACITY FIGURES

In terms of non-food comparison retailing, the figure has jumped from approx 75,350 sq ft (net) in 2015 to approx 231,467 sq ft (net) by 2026. This is a significant increase, but care needs to be taken with this figure due to the aggregation of certain assumptions. However it is clear that there is a large quantitative need for non-food retailing, particularly in the fashion sector.

For the food sector, known as 'convenience' shopping, there is an increase from approx 28,406 sq ft (net) (as defined by the 2006 study for the period to 2015) to approx 36,328 sq ft (net)(for the period to 2026). This is a more modest increase due to the nature of this sector, but indicates that Malton could support a further large supermarket or two medium sized food operators by 2026. The update projects for three time periods, short term. The implication of these figures is that there is not enough new retail capacity in the short term to support a supermarket on Wentworth Street Car Park, but after 2013 there is sufficient capacity for a store of 29,000 sq ft (net). However, if an existing food store were to close in the meantime, this would release some retail capacity to bring forward any supermarket proposals on Wentworth Street in advance of this.

MALTON 'HEALTHCHECK'

Overall Malton is still assessed as a 'healthy' town centre in terms of its vitality and viability. This has not changed significantly since the previous assessment in 2006.

However there are signs of poor performance. Malton has slipped down the retail rankings (a measure of a town centre's retail performance) significantly since 2003/4, from 912th to 1095th in 2008. This contrasts with nearby Driffield (which has a similar population to Malton and Norton, which has improved from 800 in 2003/4 to 797 in 2008. Driffield is therefore now placed 298 places higher than Malton.

The health check still notes the same property configuration deficiencies in Malton (a common issue with market towns), as it has a lack of appropriate sized retail units which appeal to multiple retailers.

The update re-confirms the key deficiency of lack of clothes retailers in Malton, in particular menswear and childrens wear. This gap in offer results in Ryedale shoppers choosing to travel to the larger centres of York and Scarborough, resulting in a poor retail retention rate in Malton.

Food retailing in Malton is particularly singled out for tending towards the discount sector. The update identifies that there is a qualitative need for 'higher order provision', especially given the demographic profile of the wider catchment area.

As in the 2006 study, pedestrian/vehicular conflict is singled out as a negative qualitative factor for attracting shoppers to Malton. They suggest that there is a need for some car free areas in the centre, and that pedestrianisation of parts of Market Place recommended in this strategy would help to achieve this.

DEVELOPMENT OPPORTUNITIES FOR ADDRESSING RETAIL DEFICIENCIES

The update re-assesses potential retail development sites. It reaffirms that the Livestock Market represents the best opportunity in Malton as it is close to the town centre. As a redevelopment purpose built retail units can be provided, attracting multiple retailers. In particular Roger Tyms suggest that it can address key gaps in the 'comparison' offer in Malton, such as clothes shopping.

Wentworth Street Car Park is classed as an 'edge of centre' site. The consultants note that it is potentially suitable for food retailing in the medium term. However they note that access is currently a constraint and would need to be improved of any redevelopment took place.

Pasture Lane is classed as an 'out of centre' site which is therefore sequentially less preferable for retailing than the central and other edge of centre sites. They also note that there are currently access and environmental constraints to the site which would need to be overcome. The consultants acknowledge however that the site would be appropriate for a relocated livestock market, as it would free up the existing livestock market to be redeveloped.

3.3 FUTURE POSITION

Malton's identity is as a historic attractive market town, largely in single ownership, which has an extensive independent retailing offer in certain sectors. However by remaining static in retail terms, the economy of the town will not grow to its full potential and leakage of expenditure to surrounding towns will not be arrested and reversed. The existing retail stock must be expanded and developed properly in order to attract new retailers and leisure operators / restaurateurs to address this substantial expenditure leakage.

Although Malton's retail provision and importance is greater than any comparable area within the Ryedale district, it is essential to take a wider view. The town's position in the MHE index (the shopping index created by Management Horizons, which reviews the top 1,672 retail centres in the UK based on a weighted count of non-food retailers against other centres within the UK) shows a worrying decline for Malton in the retail hierarchy index between 1995 and 2008 of 354 places, from 741st to 1095th. In contrast, the RTP study stated that comparator centres improved their rankings in the MHE Index between 1995 and 2008. York experienced modest improvement, rising from 26th position in 1995 to 23rd in 2008, although it has slipped from 15th position in 2000. Harrogate, Scarborough, Northallerton, Beverley and Selby all also improved their MHE Index ranking between 1995 and 2004.

It may be the case that Malton has not seen the introduction of non food multiples in the numbers that other towns have of similar size and ranking, such that Malton has slipped by default relative to others. Without significant regenerative steps, Malton will continue to regress in terms of retailing importance, due to the enhanced performance of other centres.

Malton will continue to suffer from discretionary expenditure leakage to other retail centres, for example to York, if no appropriate retail units and physical enhancements are provided in Malton. The MHE index shows a consistent decline in Malton's position in the last 13 years.

The Livestock Market does currently generate a degree of expenditure within the town centre through regular weekly visits by its users. When carrying out the town centre retailers' questionnaire, 38% of local retailers reported a positive effect on their business on market days. Whilst we conclude above that the current location of the market is an inefficient use of that site and that it should be relocated within the town, if the Livestock Market were to cease trading altogether this would represent a further threat to trading levels.

Wheelgate, the "high street" of Malton, may be subject to some potential improvements in multiple representation over time, as the Fitzwilliam Estate has appointed specialist retail agents Fawley Watson Booth. They are actively marketing available shops in Malton with a view to improving the retail provision. However, the success of their marketing will be tempered by the stock of dated, irregular and inadequate sized shops units that are currently available. The supply of new units in Wheelgate, aside from 44-46 Wheelgate (the previously burnt out unit) is low.

Malton has lower rental levels when compared with comparative nearby centres. Zone A rents in Malton (per square foot) are £35, contrasting with rents in Beverley at £85, Northallerton at £70, Selby at £45, Thirsk at £40 and Whitby at £40. A significant redevelopment of the Livestock Market area and Wentworth Street Car Park to include multiple retailer tenants could have the potential to create the right conditions for an increase in the rental tone within the town by generating increased demand for retail units.

Given the strong risk of decline mentioned above and the confines of the current retail 'stock', the future of Malton's retail offer needs to be addressed urgently. Only through a coordinated development approach, taking account of the key sites detailed in the accompanying site development briefs, can opportunities be maximised to reverse the decline of Malton in the retail rankings.

Malton needs to fulfil its role as the Principal Town for Ryedale as set out in the Regional Spatial Strategy for Yorkshire and Humber. The Council's Local Development Framework will set out a strategy that focuses development on Malton and Norton, which will help to fulfil their role as the principal centre for the District.

We believe there are two key redevelopment opportunities for the improvement of Malton's retail provision, these are the Wentworth Street Car Park and the Livestock Market area. Both these key sites must be planned comprehensively to integrate any development with the improvements proposed for both Wheelgate and the Market Place, and to ensure commensurate benefits for the wider town centre.

Ultimately market conditions will dictate timescales for the development of the livestock market as will the terms of the current lease agreement and negotiations for an acceptable development scheme (including the relocation of the existing market). Market conditions, retail capacity and highway issues will determine the timescale for delivery of our proposals on Wentworth Street car park.

4 Parking

4.1 Parking Impacts

In making our recommendations for the 10 sites, we carefully considered the highway and parking impacts they might have on Malton.

There are many factors to consider in assessing Malton's parking offer. It is not simply about the overall number of spaces available, it is also how well they are currently used (known as the 'utilisation rate'). Elements to consider are:

- Guidance on parking in market towns;
- Guidance on retail space to parking ratios (i.e how many spaces per sq m of retail floorspace); and
- Comparing levels of parking in Malton to other similar towns.

4.2 Proposals affecting public parking provision

Three of the sites would have an impact on Malton's public parking provision. These are:

Livestock Market area

Our proposal for the Livestock Market area would see an increase of 152 parking spaces. The majority of the spaces will be accommodated within a sensitively designed decked car park. Dedicated parking for people in the new houses will also be provided. It is important that redevelopment of this site incorporates adequate parking provision to meet the needs of the new uses, and to compensate for the loss of spaces in the Market Place due to public realm improvements.

Wentworth Street Car Park

The current low utilisation rate of 20-25% indicates that the car park is underused.

Our proposals for Wentworth Street Car Park could initially only see a 20% decrease in the amount of parking spaces currently available. This could rise to 40% if later phases are implemented. However the more efficient use and turnover of spaces would mean that overall more parking capacity would be provided even on a reduced area.

The remaining spaces would be efficiently managed for public parking and parking for the envisaged good quality supermarket. It is likely that parking at the supermarket would be free.

The loss of the parking spaces here would also be compensated by on-site provision at the Livestock Market proposal. Long-stay parking spaces would be reallocated to other Council car parks.

If required there is also potential for new long-stay parking provision on suitable vacant 'brownfield' sites (e.g. those close to the River Derwent) which are not otherwise suitable for development. These would be within walking distance of the town centre.

Current and future parking numbers for the 3 key sites

Site	Current	Proposed	Difference
Livestock Market area	71	223	+ 152
Wentworth Street Car Park	380	230	-150
Market Place	133	103	- 30
Total	584	572	- 12

Market Place

If the northern side of Market Place was pedestrianised (phase 1), it would result in a loss of 30 parking spaces. This loss would be balanced by the additional spaces we propose in the Livestock Market area.

4.3 YORKSHIRE FORWARD PARKING RESEARCH

A good practice guide dealing with parking provision was recently published by Yorkshire Forward¹. The 'Car Parking Research' report looked at how parking can be managed in the region's market towns. This report, based on good practice in other Yorkshire market towns, states the following key points that are relevant to Malton:

- "Parking is not the primary factor affecting retail performance. Rather it is what the town has to offer."
- "It's not about having as many parking spaces as possible, but about ensuring spaces remain available to those who need them most."
- "Better management of parking can enhance public spaces making towns more attractive to visitors, thereby improving their economic vitality."
- "Manage parking to suit your town. Don't let it manage you."

Parking provision would need to be regularly monitored to ensure adequate provision as the town grows in population into the future. This also needs to be complemented with an efficient public transport service to encourage other non-car modes of travel.

Comparing parking in Malton and Norton to similar towns

The amount of parking spaces per person in Malton and Norton in comparison to similar towns in the region is as follows:

¹ RMT Programme: Car Parking Research, Yorkshire Forward, 2007

Parking comparisons and ratios with other market towns

Town	Population	Parking Spaces	Spaces per head
Stokesley	5,570	358	0.064
Malton & Norton	12,120	729	0.060
Northallerton	17,660	1055	0.059
Thirsk	8398	463	0.055
Bedale	4,580	195	0.043
Beverley	30,351	1181	0.039
Pickering	6846	266	0.039
Ripon	16,468	544	0.033
Driffield	11,477	261	0.023

These figures are based on the best information available and only provide a rough guide of parking provision between towns. They do not include dedicated parking facilities for individual stores and supermarkets.

The table shows that Malton & Norton currently has a reasonable amount of parking provision compared proportionately to other centres, although we recognise that this is a only a crude measure of capacity.

Parking

The preferred number of spaces per m2 of new retail space is provided by North Yorkshire County Council's parking standards for market towns:

Town centre / neighbourhood shops	1 space/40m2 Gross Floor Area (GFA)
Supermarkets	1 space/20m2 GFA
Superstores	1 space/18m2 GFA

NYCC Parking Standards

These figures provide guidance on the maximum amount of car parking provision and can be applied to the proposals for the Livestock Market area and the Wentworth Street Car Park:

Comparison between NYCC standards and our proposed parking provision

Site	Parking Standards Figure	Proposed parking provision
Livestock Market area	243 spaces	223 spaces
Wentworth Street Car Park	210 spaces	230 spaces

Part Two - Masterplan

5 Key Objectives for the Town Centre Strategy

The analysis set out above and the conclusions of earlier studies of Malton and Ryedale (in particular the work by Amion and Roger Tym and the Market Town Initiative Healthcheck) have led to the identification of the following key objectives, which guide our recommendations for specific changes within the town centre over the short - medium term and beyond:

- Improving retail health
- Significantly reducing retail leakage
- Retaining and widening the independent retail sector
- Increasing footfall for Malton
- Creating the right conditions / sites / premises for a variety of retailers, particularly within currently weak sectors
- Raising the level of convenience goods retailing
- Enhancing conditions for pedestrians and shoppers
- Broadening the leisure / café / dining provision and improving the evening economy
- Enhancing the Malton farmers and Saturday markets
- Providing a range of housing for Malton town centre
- Resolving the future use of the Livestock Market area
- Ensuring the continuation of a Livestock Market within Malton at an appropriate site
- Enhancing the role of the Market Place as a public space and shopping and leisure area
- Enhancing the built environment and seeking beneficial re-use of key historic buildings
- Effective use of parking provision within Malton
- Enhancing public realm and the attractiveness as Malton as a destination
- Improving and expanding pedestrian flows through Malton town centre

6 Key Sites



Livestock market pens

6.1 LIVESTOCK MARKET AREA

Relationship between the Livestock Market and town

Malton and the Livestock Market's relationship are based on historical ties and the market's influence on the local economy, social activities and physical nature of the town centre.

The past ten years have seen a decline in Livestock Market trading within the UK. 66% of farmers questioned who use Malton's market thought this to be the case in regards to Malton's. Of those who use the market, 100% stated that they make use of "other town centre facilities / services" in Malton suggesting that the market continues to have some impact on the local economy.

The Livestock Market continues to have an impact on the physical fabric of the town centre. Outside of market days and the monthly Farmers' and poultry market, this key town centre site is underutilised and provides a poor quality built environment as a contrast to the rich mix of historic buildings in the adjacent Market Place. Important social links established within Malton over many years need to be maintained for the benefit of Farmers and town centre traders including local banks and associated services required on market days.

Reasons for potential development

The current lease arrangements for the Livestock Market present an opportunity to explore potential future uses for this prominent town centre site. It is understood that a new agreement is being negotiated for a five-year extension to the operators lease with a rolling break clause after two years and a minimum of 12 months as a period of notice. These negotiations are welcomed and would allow for a minimum of three years to plan properly for this site. Planning and funding issues that need resolving can then be critically addressed, in order to secure the provision of an alternative site within Malton for the Livestock Market, with a preference for that being at Pasture Lane. At the August 2008 consultation event 70% of respondents supported the proposed relocation of the Livestock Market and additional development to fund the new Livestock Market. 21% disagreed and 9% did not know.

The Fitzwilliam Malton Estate holds the freehold of the Livestock Market area site and submitted a planning application in August 2007. In addition to this application, other issues concerning the future of the market and the RTP study suggestion to explore the redevelopment potential for the site, mean it is necessary to produce guidance, in the form of a development brief, for any proposed development of the Livestock Market area site to ensure benefits for Malton and Norton as a whole.

The potential of the Livestock Market area to contribute to the future of Malton lies in its size and relationship to the other key town centre sites. The RTP study concluded that the Livestock Market represented "the most sequentially preferable opportunity for accommodating new units suited to the operational requirements of modern retailers".

Links with other key sites

As referred to previously, the rejuvenation of Malton's town centre can only reach its full potential if the sites within this study are looked at together. The Livestock Market area holds the potential to support the flow of pedestrians around the town centre by creating a key destination point. The Livestock Market area could also provide a significant element of the public parking provision, releasing pressure from the other key sites, in particular within the Market Place.

Opportunity for improved retail offer

If developed, the Livestock Market area has the opportunity to provide new shops and restaurants that will help benefit Malton's retail offer by complementing the current provision. A new retail focus would help structure and support pedestrian flows (further information on pedestrian flows is found in Chapter 6) within Malton, resulting in greater "dwell" times for shoppers and an increase in the attractiveness of Malton as a retail centre. This would help to address the heavy leakage of shoppers and Malton's decline in the retail rankings.

Opportunity for increased town centre residential provision

Any redevelopment of the Livestock Market area also has the potential to provide town centre housing in the form of flats and maisonettes above and adjacent to the new retail / leisure units. This new housing would help provide natural surveillance within the town centre and extra activity into the evening.

Overview of Development Options

Three development options were produced following analysis involving financial viability, urban design, traffic and transport and community consultation. These three options were then presented to the public for further consultation to help guide the selection of a preferred development option. The three options included:

Option A

A mix of shops, cafés and housing that includes a 30,000 sq ft (gross) supermarket store.

Parking would be provided in a sensitively designed decked car park and beneath the supermarket at ground level. Housing would be comprised of two-storey maisonettes and flats on the floors above shops, cafés and restaurants facing the square with a new residential area to the south of the new public square.

Retail units including shops, cafés, restaurants and a supermarket would be positioned around the square and along Newgate and Spital Field Court.

This option would involve the relocation of the Livestock Market to a site potentially within Malton.

Option B

A mix of shops, cafés and housing with a retail store (7,500 – 12,000 sq ft gross) but without the supermarket element of option A. This size of store would suit a basket style food store, such as M&S Simply Food.

Parking would be provided in a sensitively designed decked car park. Housing would be comprised of two-storey maisonettes and flats on the floors above shops, cafés and restaurants facing the square with a new residential area to the south of the new public square.

Retail units including shops, cafés, restaurants and a supermarket would be positioned around the square and along Newgate and Spital Field Court.

This option would involve the relocation of the Livestock Market to a site within Malton.

Option C

Retention of a modernised (but smaller) Livestock Market with some housing and a mix of shops, cafés and restaurants.

A modernised Livestock Market is incorporated into the plan, taking up about half the current market area. Housing would be comprised of flats and located on the floors above shops, cafés and restaurants facing the square fronting the Livestock Market and centred on the new square to north of The Shambles. Retail units including shops, cafés and restaurants would be positioned around the square north of The Shambles.

Parking is provided for residents and visitors adjacent to the new square north of The Shambles.

Consultation Results

The August 2008 consultation (Appendix B) recorded the following in response to the question “Do you agree with the proposed uses for the site if the existing livestock market is relocated?”:

Use	Yes	No	Don't Know
Residential	55%	35%	10%
Shops	61%	34%	5%
New Public Space	71%	19%	10%

Option Selection

In selecting Option B a combination of a number of issues provided the ‘weight’ behind the need to comprehensively address the whole of the Livestock Market area and its role in Malton’s future.

The conflicting needs of different users of the Livestock Market area in a ‘shared’ scenario (Option C) would have proved difficult given the needs of retailers, residents and market operators within the current site area. This option would also see a reduced opportunity for car parking within the site that would impact on the potential Market Place improvements.

At the August 2007 52% of the public responses at this second consultation event viewed Option C as their preferred option. However we consider that the viability of this option would lead to a compromised development that did not capture the opportunity to properly plan this site which lies at the heart of the town, or to achieve the transformational development that is required to address the challenges that face Malton.

Option A is rejected because we do not feel the size of supermarket (trolley based and not a basket style food retailer) is appropriate on this site in terms of highways and servicing needs, or in terms of the potential to create a range of units on the site acting as a draw for pedestrians from the Market Place and Wentworth Street Car Park.

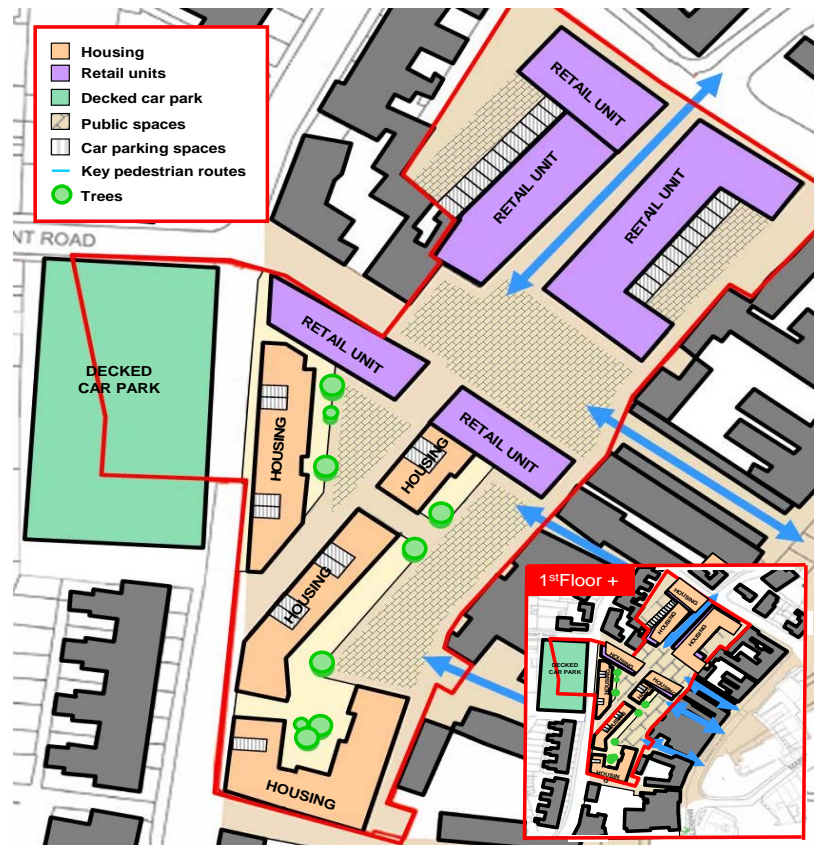
The opportunity exists at the Pasture Lane site for a relocated Livestock Market. This would see the Livestock Market retained within Malton and potentially could provide a location for associated businesses, or a wider usage of a new building such as at Thirsk Farmers Auction Mart and Bakewell's Agricultural Business Centre. If the Livestock Market is not relocated to Pasture Lane it should be relocated within walking distance of the town centre. Whilst there may be potential opportunities closer to the A64, these will sever the benefits of viable and important linkages to the town centre and would not allow those using the market to easily walk to the town centre shops and services.

By planning for the site as a whole (as opposed to retaining a market operation on part of the site) the weight of the opportunity is increased by way of its capacity to address both retail and residential needs. The redevelopment would provide a new destination within Malton and present a genuine opportunity for the provision of new public spaces and enhancements to the existing infrastructure and surrounding buildings.

The linked benefits of increased footfall through the Market Place to the new area could include new operators for vacant units on the Market Place together with an enhanced offer from premises backing on to the Livestock Market area.

Overview of Preferred Development Option

Option Overview



The preferred development option, a variation of the above Option B, provides the basis for a mix of retail outlets and housing for the Livestock Market area that we consider will allow for the beneficial redevelopment of the site. The concept is similar to the redevelopment scenario as proposed by the Fitzwilliam Estate in the August 2007 planning application, but has some key variations:

- More housing reflecting the market and affordable need identified in Malton.
- Size and number of retail units will differ; in particular the anchor store would suit a 'basket' style food retailer as opposed to a 'trolley' style large supermarket.
- Greater variety of public spaces.
- Spital Street and The Shambles are retained for delivery and servicing access.

Housing would be comprised of two-storey apartments and flats with a new residential area to the south of the new public square. A portion of housing would be affordable. Housing would also be located above shops, cafés and restaurants facing the square, along the north stretch of Spital Street and would front Newgate and Spital Field Court.

Retail units including shops, cafés and restaurants would be positioned around the square and along the north stretch of Spital Street and would also front Newgate and Spital Field Court.

Retail Considerations

It is important that the retail units must offer the size and the flexibility to capture an appropriate anchor user. A small quality food retailer would typically require circa 7,500 to 12,000 sq ft (gross) of space whereas a larger supermarket would require a minimum of 20,000-30,000 sq ft (gross) and would be best accommodated at Wentworth Street car park in terms of transportation, servicing needs, impact on residents and addressing deficiencies in high street comparison shopping. Other retailers will require flexibility and it is important to be able to offer a range of units to attract the core national brands as well as offering smaller space for local users of between 1,000 to 4,000 sq ft (gross). Unit size is one way in which tenant mix can be controlled but ultimately it requires a letting policy that meets the town's aspirations as diverse retailers can have similar sized units. There is clear potential for courtyards to the rear of properties fronting Market Place to be opened up and work with future development proposals to bring more activity to this underutilised northern flank that currently backs on to the Livestock Market area.

Livestock Market area development tenant mix

In order to underpin the feasibility of the Livestock Market area redevelopment, the presence of key multiple retailers with strong covenants will be important.

While it is not a planning issue for the Council, the tenant mix for the Livestock Market area development needs careful consideration. We consider a high quality small sized food anchor, such as an M&S Simply Food, which generates principally basket/convenience shopping would be appropriate. However, a food anchor is not a prerequisite for this site and a non food anchor could also work on this site depending on highway considerations. Bulky goods retailers would not be appropriate here.

Relocation options for the Livestock Market

Market stays in-situ but reduces in size

This is one option proposed by the tenant, who has indicated that the market would continue to be viable, but there are operational issues to be resolved (e.g. access for HGVs and other vehicles and proximity to residential areas). Fundamentally the ability to significantly alter the retail offer in the town is also reduced and compromised. This option was considered and presented to the public during the second consultation event as Option C for the Livestock Market area. There have also been circumstances when the proximity of a new market to other uses has been the cause of objections from the Meat and Livestock Commission (Hailsham, East Sussex). Results from the farmers' consultation indicated a 50/50 split between those in favour of this option and those against.

Relocate to Pasture Lane

This option was favoured most by the farmers (60% response) when asked that if the market is to relocate, what would be your preferred alternative site. It is also considered a possibility by both the Estate and the market operators. However there are several hurdles to overcome to achieve this outcome:

- It requires the release of land defined in the Ryedale local Plan as a "Visually Important Undeveloped Area";
- It is owned by a separate branch of the Fitzwilliam family – the Fitzwilliam Trust Corporation, who would need to grant a long lease to the market operators; and
- It requires a deliverable source of funding. A new market is not viable on its own as the cost of construction is higher than the end value.

Relocate elsewhere within Malton

There are no other potential sites close to the centre of Malton. Whilst there may be potential opportunities closer to the A64, these will limit the benefits of viable and important linkages to the town centre and would not allow those using the market to easily walk to the town centre shops and services, however a location of this nature would be strongly preferable to the loss of a livestock market completely.

Cease Trading

At present this is not an option for the operators who wish to continue in Malton, nor was it an option thought desirable by the farmers in the consultation. This outcome is also likely to be politically unacceptable to Ryedale District Council. However it remains a possible (but unwelcome) outcome as long as the Estate seeks to obtain possession of the current site and the viability of a new market is uncertain.

Factors impacting on relocation

The following issues will guide the selection of a new Livestock Market site taking into consideration a number of factors:

Place and location

The majority of new Livestock Markets are located on out of town sites with limited access to their market towns. However, those which maintain pedestrian access and links to town centres (such as Bakewell, Derbyshire) have proved successful in retaining the market's contribution to the town's character and in terms of financial viability.

A new Livestock Market in Malton would preferably be within reasonable walking distance of the town centre with well signed pedestrian routes and public realm improvements. The Malton and Norton Transportation Strategy already defines the pedestrian and cycle routes throughout Malton and these would need to relate well to the new market. If the new market relocated to Pasture Lane it could utilise the pedestrian routes along Newbiggin, Middlecave Road and from the proposed development at Wentworth Street Car Park.

Funding

The significant funding shortfall is the biggest barrier to the successful relocation of the market. Unlike most other market sites there is little prospect of major direct funding from the sale of the site as the operators do not own the freehold.

Funding is likely to need to be sought from:

- Release of further development land around a newly developed livestock market and associated parking as 'enabling development'.
- The market operators
- The Fitzwilliam Estate
- The farming community
- Section 106 contributions

Site availability

As the operators do not own the current site a new site will have to be acquired either on a freehold or a long leasehold basis, probably for a nominal sum (and therefore subject to restrictions on use by way of covenants). The ability to attract investment will be reduced if the site is restricted in its alternative uses.

Planning Constraints

A relocated Livestock Market (and potential additional uses) will need to adhere to current and emerging planning guidance in the form of saved policies set out in the Ryedale Local Plan (2002), the Ryedale Local Development Framework and the Yorkshire and Humber Regional Spatial Strategy. These are addressed in the development brief stage of this Study. This Study, once endorsed by the Council, will be a material consideration in relevant planning decisions, and used as evidence to support work on the Council's Local Development Framework. The Study will also guide the Council's economic development activities and work with partners such as Yorkshire Forward.

Highways and Parking Provision

A relocated Livestock Market will need to accommodate sufficient parking for regular and animal transport vehicles suggesting a site outside of a built-up area. Access to the site would need to accommodate both vehicular types in modest quantities twice a week and would be suited to a road capable of higher capacities, which potentially includes Pasture Lane. The amount of vehicles needing to access the site would vary seasonally. Currently markets are held twice weekly on a Tuesday and Friday, except in the summer months when the Friday market is held every fortnight. Larger sales are held 2-3 times a year to coincide with the farming calendar (e.g. sale of lambs / sheep in the Spring). Current usage of the Livestock Market suggests 50 to 100 movements of vehicles during the morning of the sale with a similar number of return movements later in the afternoon. Movements begin before the morning peak rush hour and finish before the afternoon peak rush hour.

Highways modelling by Jacobs concludes that the Pasture Lane / Broughton Road junction will require improvements to ensure that a relocated livestock market, in conjunction with all other proposals on the ten sites, can be accommodated by the highway network.

At the August 2008 consultation event the Decked car park attracted comments due to negative perceptions of multi storey car parks and some considered it inappropriate for this site. We consider that this site does need to provide adequate parking to NYCC standards for both residents and shoppers. This is not possible with purely surface car parking which would mean too few retail and residential units for such a key site. We have not recommended underground car parking as a solution due to viability considerations where, under normal market conditions, a more intensive and inappropriate development in this location would be required in order to tip the balance towards such a solution. It should be noted that convenience retailers have a strong preference for surface car parking. We do not consider reducing car parking in this area to be viable but do strongly recommend that the design of the car park takes full account of its sensitive setting and uses best practice exemplars from around the UK to inform its final design. The structure would be designed to accommodate the three decks of parking within a two-storey building by making use of partially sunken ground floor.



Wentworth Street
Car Park looking north west

6.2 WENTWORTH STREET CAR PARK

Reasons for potential development

The size and location of Wentworth Street Car Park, together with the current low utilisation rate of the parking provision (20-25%) indicates that this is a key underused site that has the potential to significantly contribute to the regeneration of Malton's town centre.

The site has been identified within this Study for potential development due to the following reasons:

Opportunity for improved retail offer

The layout and location of Wentworth Street Car Park provide the opportunity for a new retail destination on the northern edge of the town centre comprised of a mid to high quality goods supermarket operator (such as Sainsburys or Waitrose). Such an operator would help balance the retail hierarchy of Malton's town centre providing a contrast from the lower end supermarket operators such as Morrisons and Netto.

Opportunity for new residential accommodation

The eastern upper level of the site would be well suited to residential development in the form of flats to ensure greater amounts of activity on the site outside of the operating hours of the retail provision.

Ryedale District Council ownership of the site and peripheral land

Ryedale District Council has ownership of the site allowing comprehensive planning. In addition to this, areas of land on its periphery are also owned by the Council, and may be suitable for additional residential development. However, these sites need to be considered as part of the comprehensive redevelopment of Wentworth Street Car Park. More detail is given in the detailed development brief.

Links with other key sites

A retail and residential development at Wentworth Street Car Park would complete and improve the retail circuit and flow of pedestrians through the Livestock Market area, the Market Place and Wheelgate. The site would also act as one of the northern access points to the town centre from a relocated Livestock Market.

Retaining a significant (at least 60%) proportion of the current car parking provision will also provide visitors / shoppers with the opportunity to park near the other three key town centre sites. The supermarket, together with the possibility of around 2 hours of free parking for supermarket users would also add greatly to the appeal of the Wentworth Street Car Park site as a parking facility.

Overview of Development Options

Three development options were produced following analysis involving financial viability, urban design, traffic and transport and community consultation. These three options were then presented to the public for further consultation in August 2007 to help guide the selection of a preferred development option. The three options included:

Option A

This is the least intensive development option, comprising flats along the eastern edge of the upper level of the current car park. This would involve the loss of approximately 20% (80 spaces). A proportion of the housing would be affordable.

Option B

This option expands Option A to include additional housing whilst safeguarding 70% (280 spaces). Housing would be built along the eastern edge of the upper level of the current car park and on a sensitively designed green platform in the northwest area of the site. A proportion of housing would be affordable. Parking would continue on the existing level, with a portion below the western group of housing and the rest south of the platform and adjacent to the eastern housing.

Option C

This option continues the use of a deck to add new uses whilst retaining 60% of parking provision (230 spaces). In addition to new housing, a sensitively designed supermarket would be included. The supermarket would be designed to accommodate a mid to high quality chain and would be situated on the upper floor of the deck with parking below in the northwest area of the site. Housing would be in the form of flats and built along the eastern edge of the upper level of the site on a sensitively designed green platform above parking spaces. A proportion of the housing would be affordable. Parking would be positioned on the existing ground level, beneath the supermarket; adjacent to the new housing; and to the south of the supermarket.

Consultation Results

The August 2008 consultation which presented Option C saw the following results to the question "Do you agree with the proposed uses for the site?":

Use	Yes	No	Don't Know
Good Quality Supermarket	47%	45%	8%
Flats on Upper Level	38%	46%	16%
Retain two thirds of the site for Car Parking	66%	22%	12%
Free Car Parking for Shoppers	88%	7%	5%

Option Selection

Although the public's preferred option in August 2007 was Option A we initially recommended Option C because of the overwhelming potential of this site to contribute to Malton's future through a comprehensive approach to its development. Following the latest consultation in August 2008, there was stronger support for a mid-high range supermarket though less support for the residential element, compared to the previous consultation. Whilst it is recognised by the public that affordable housing is important, there was some concern regarding the loss of spaces in the qualitative results (see Appendix C). However it is interesting to note that 66% of people still agreed with the retention of 2/3 of the existing parking spaces. Unsurprisingly a substantial majority favoured the car parking associated with the development being free.

Taking these results into account, we still believe Option C to be the best option to provide a once in a generation opportunity within Malton to improve the retail offer within the town. However to reflect the latest consultation results, there is now the potential for a two-phased approach. Phase 1 would involve developing the supermarket on its own, retaining 80% of the existing car parking provision. The use of the car park with the supermarket operation would then be closely monitored. Phase 2 would involve the residential element, though this would only be implemented if it could be demonstrated that there was still enough capacity to absorb the further loss of spaces. Of course 2/3 of the current parking levels would be retained under phase 2.

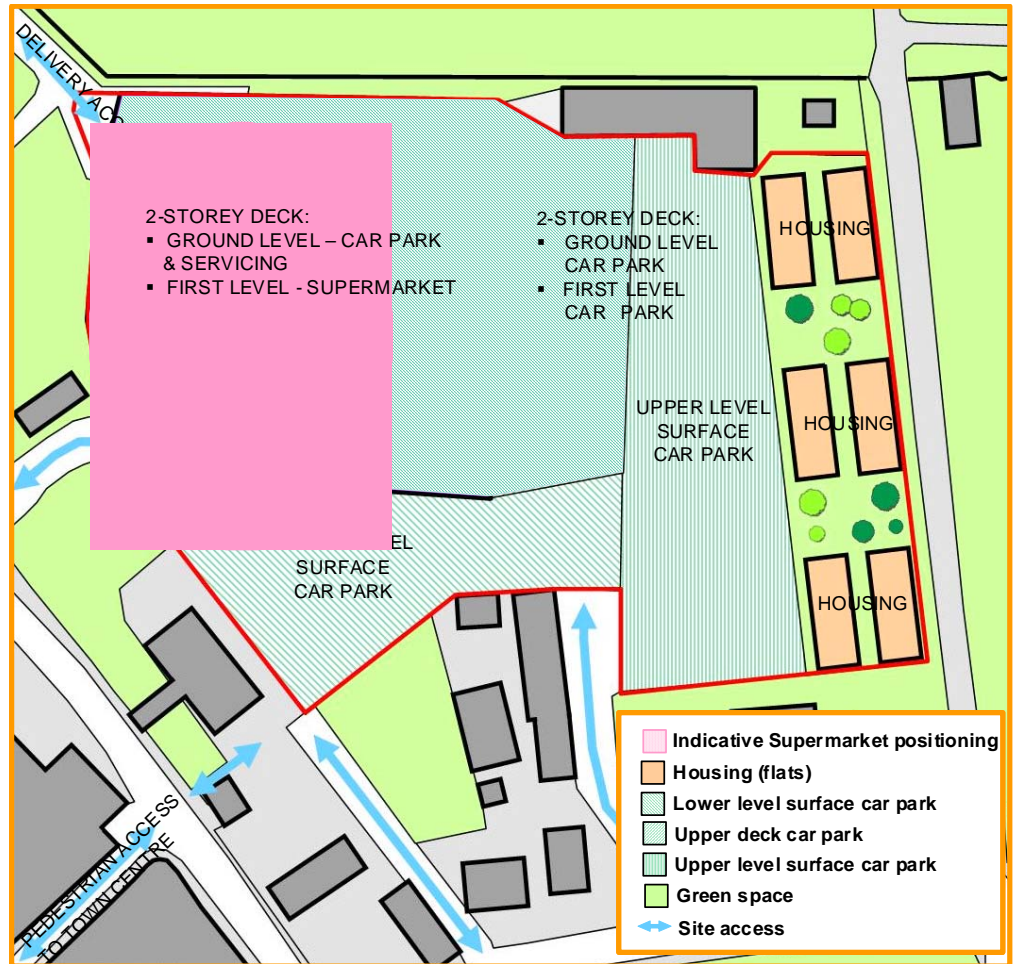
Benefits of the Chosen Option

Wentworth Street Car Park is presently much underutilised in terms of car parking (20-25% of current capacity) but with part development to include a new retail draw, it can act as a genuine town centre car park with improved pedestrian access to the town centre. The development of supermarket here could provide the opportunity for free onsite car parking for the town centre and in this location help establish the new use and enhance the usage and hence pedestrian flows from the site as set out below. As a new retail destination, supported by improved town centre signage, the site can change the flow of pedestrians within Malton and help improve footfall in areas such as the northern section of Wheelgate and Princess Road.

The site's development would generate new pedestrian flows between the car park, Livestock Market, Wheelgate and Market Place with the latter becoming once again the key focal point of the town. In combination with the trips that begin at Morrisons this site would provide an alternative point of origin for car users potentially in combination with a redevelopment of the Livestock Market area. As all developments come forward the Market Place becomes more central to activity within Malton with each key site offering different attractions to visitors. Essentially, with either or both developments the town would see a shift of pedestrians to the North widening the retail core.

The residential element of the preferred option (that could form a separate phase and should be subject to monitoring after development of the supermarket) would provide a proportion of housing development in an edge of town centre location. It would also provide an element of affordable housing. An indicative plan is shown below;

Overview of Preferred Development Option



General overview

The position of the supermarket is purely indicative and shown only to demonstrate that the preference is for it to be as close to the western edge of the site as possible and the town centre. Depending on provision of a suitable alternative site the relocation of Community House could be an advantage in this respect and help address level differences. The preferred development option (Option C) sees the potential for new housing to be provided on the eastern upper level of the site, if and when appropriate and the use of a sensitively designed car parking deck to accommodate a new mid to high quality chain supermarket (20 – 35,000 sq ft gross) while retaining the parking provision beneath.

The supermarket would be situated on the upper floor of the deck with parking below in the northwest area of the site. Housing would take the form of flats and built along the eastern edge of the upper level of the site on a sensitively designed green platform above parking spaces.

Traffic management

The provision of a new supermarket and additional housing to the site, while retaining a significant proportion of public car parking, is likely to create an increased amount of traffic around the site. Additional traffic calming measures should be implemented along the immediately adjacent roads and tributary streets. Delivery traffic would enter the site via the access road from Pasture Lane, whilst other traffic would access the site from current entry points. The Jacobs consultancy report (August 2008) considers that improvements at the Pasture Lane junction and that returning the Mount Crescent junction to a T-Junction will provide more capacity, although a further analysis would be needed if an improvement scheme was to be taken forward.

Car parking

Parking would be positioned on the existing ground level, beneath the supermarket; adjacent to the new housing; and to the south of the supermarket. Under Phase 1 only approximately 20% (approx 70 spaces) would be lost. Under Phase 2 up to 40% of current parking provision would be lost (maximum 150 spaces). However, the current low level of usage (20-25%) and low turnover rates, as mentioned previously, needs to be considered in the light of this.

Adequate long stay car parking on Wentworth Street would need to be relocated to other Council car parks elsewhere in Malton. Our recommended approach to the redevelopment of the livestock market would compensate for the loss of most of the parking spaces at Wentworth Street. However, if necessary in the future there is also potential for new long-stay parking provision on suitable vacant 'brownfield' sites (e.g. those close to the River Derwent) which are not otherwise suitable for development. These would be within walking distance of the town centre. (see Chapter 4)

Pedestrian movement

Improving pedestrian accessibility and permeability will be important to maintain footfall and circulation around the three central locations of the town centre (the Market Place, Livestock Market area and Wentworth Street Car Park). High quality footpaths and good use of appropriate signage as part of a wider town centre strategy will encourage pedestrian access and help remove the perception of the site being inaccessible.

Timescale

The timescale for this site will depend on highways improvements to the Pasture Lane / Broughton Road junction, the food shopping capacity of Malton for a new supermarket. There also needs to be improvements to the vehicular and pedestrian links between this site and the town centre. The retail capacity study carried out by Roger Tym and Partners estimates that there would be sufficient additional food shopping capacity in Malton to accommodate this proposal from 2013 onwards. If there was any reduction in convenience shopping (closure of any supermarket) in the interim this proposal could be brought forward.

The Quality of Retail Offer

It should be noted that the retail capacity figures do not differentiate between the quality of offer, although the value of the broader offer is a key conclusion. The Retail Capacity Update 2008 states that Ryedale and in particular Malton "is currently focused more towards the low and discount-end of the market." The ambition of this element of the strategy is to secure a mid to high quality supermarket to 'balance' the current

convenience offer in Malton (Morrisons and Netto). It may be the case that a food retailer such as Sainsbury's who have expressed an interest in Malton could attempt to prove there is sufficient food retail capacity (purely from a mid-high quality perspective) to enhance the retention of convenience expenditure within Malton.



6.3 MARKET PLACE

Reasons for potential development

The Market Place represents an excellent opportunity to provide high quality public spaces within a historic setting. The current provision of dedicated public spaces is limited within the town centre with little opportunity for outside dining / public events. Improving the public realm was the public's number one choice (34%), at the initial 2007 consultation, for intervention in the Market Place, followed by continuation of the market (28%), improved pedestrian experience (15%), alteration of the parking provision layout (15%) and improved traffic circulation (6%).

Restricted evening economy

The evening economy is restricted due to the current footpaths and road layout of the Market Place. A number of dining and drinking establishments are found looking onto the area but the outside activities are constricted by the lack of adequate space and by being adjacent to the road. Improvements to the Market Place represent the only genuine opportunity to significantly boost the evening economy and help increase the amount of evening activities and natural surveillance within the town centre.

Pedestrian access and road layout

Access across the Market Place and the current public spaces are isolated by the one-way traffic system that circulates around the area, preventing pedestrian access and permeability across the site and to adjacent areas.

Links with other sites

If the Livestock Market area and the Wentworth Street Car Parks are developed, the Market Place will play an important role in linking these sites with Wheelgate and Yorkersgate by providing the axis for pedestrian flows (see section 6.6 for more details). The Market Place has a specific relationship with the potential Livestock Market area development given the proximity of the sites and provision of public spaces.

Malton and Norton Transportation Strategy (2005) suggestions

The Malton and Norton Transportation Strategy provided a number of options for public consultation that suggested a number of improvements to enhance the public spaces within the Market Place. These included:

- Widening of pedestrian areas around the north west side of the Market Place;
- Changes to traffic flows, to include one way into the Market Place and creation of a loop for traffic one way clockwise around the Market Place;
- Pedestrianisation of the south side of the Market Place; and
- Alteration of the parking layout at the west end car park.

Overview of Development Options

Three development options were produced following analysis involving financial viability, urban design, traffic and transport and community consultation. These three options were then presented to the public for further consultation to help guide the selection of a preferred development option. The three options included:

Option A

Option A would involve the rearrangement of car parking spaces within the Market Place. This would improve the public spaces to the east and west of the church whilst increasing the efficiency of car parking with minimal loss of parking provision. The Market Place and adjacent roads would be a 20 mph speed zone. Parking spaces would be retained along the eastern edge of the Market Place.

Option B

Option B would alter the traffic flow to provide improved public spaces along the north of the Market Place. Traffic would move along the south and eastern routes of the area with the northwest stretch of road closed to regular traffic. This area would be open for delivery and service vehicles but would be otherwise pedestrianised using materials sympathetic to the surrounding historic environment.

The parking rearrangements stated in Option A would be included in Option B. However, depending on the selected Livestock Market Option, a portion of parking provision may be relocated to Livestock Market area. This would enable further improvements to the public spaces around the church. Parking spaces would be retained along the eastern edge of the Market Place. Option B would have implications for the Saturday market as traffic would need to continue to use the routes that are currently closed during the event. The Market would probably be relocated to the western side of the church and the pedestrianised area to the north.

Two-way traffic would flow along the south eastern half of the market place to continue traffic circulation. The Market Place and adjacent roads would be a 20 mph speed zone.

Option C

Option C further develops Option B with the development of the South Terrace as part of the proposed pedestrianised area on a level between the road and the current car park. This would provide additional public space and improved pedestrian access across the Market Place to the Livestock Market area. The development of the South Terrace would require the loss of some parking provision regardless of the option selected for the Livestock Market. Parking spaces would be retained along the eastern edge of the Market Place.

Two-way traffic would flow along the south eastern half of the market place to continue traffic circulation. The Market Place and adjacent roads would be a 20 mph speed zone.

Overview of Preferred Development Option

Consultation Results

At the second public consultation (August 2007) Option C received the greatest proportion of votes from the public (53%).

At the August 2008 consultation, three stages to the development of the market place were presented (see plans below). These were:

Phase 1: Pedestrianisation of the northern side of the Market Place.

Phases 2 & 3: Creation of a Southern Terrace on the Western side of the Market Place and rearrangement of spaces to the Eastern and Western section to create more public space.

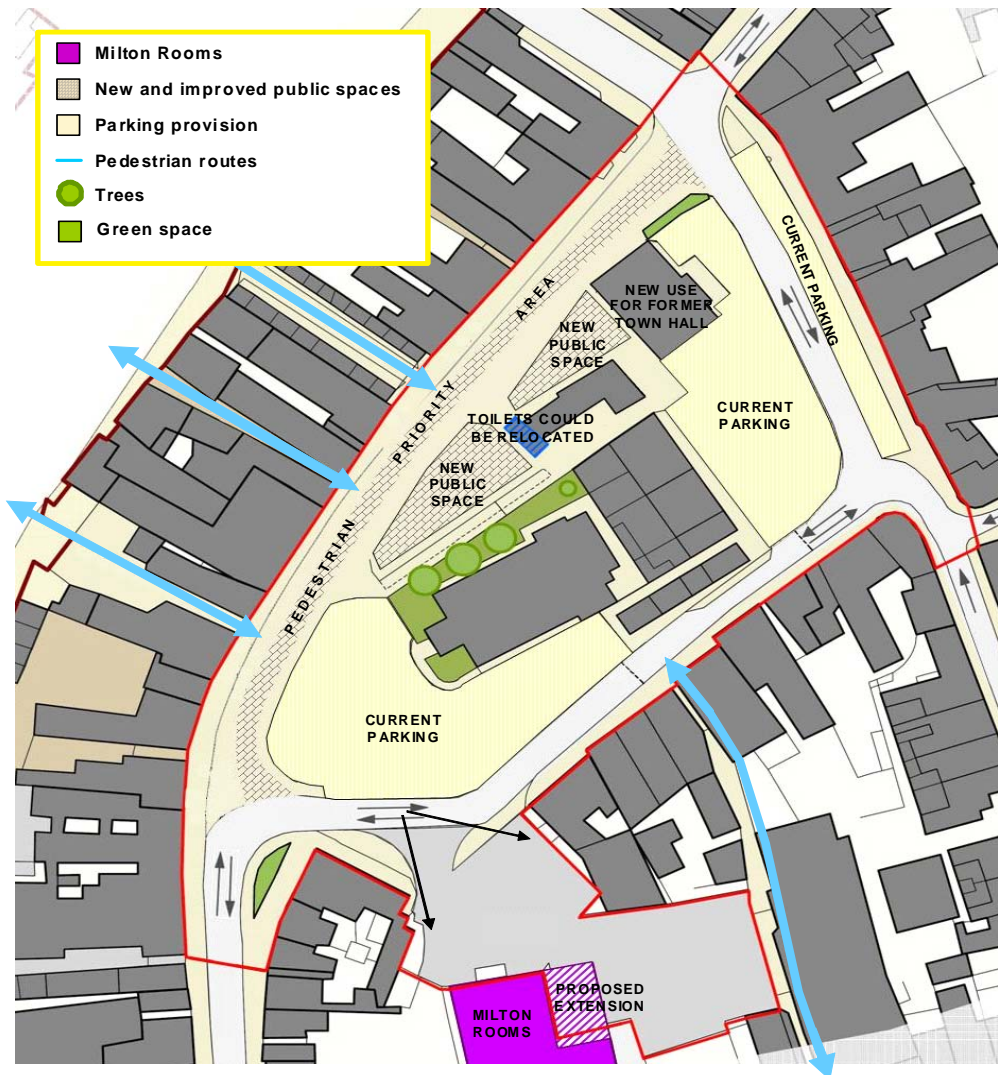
62% of people voted for Phase 1 with 26% voted against and 12% did not know. For Phase 2 and 3 46% voted for and 29% voted against, with 20-25% stating they did not know.

Option selection

We therefore choose Option C which will provide a genuine opportunity for a bold change in the Market Place to make use of high quality spaces and create a mainly pedestrian dominated environment. However we recommended this is done on a phased basis in line with the August 2008 consultation and that it is initially limited to Phase 1.

Indicative Plan – Phase 1

Short Term

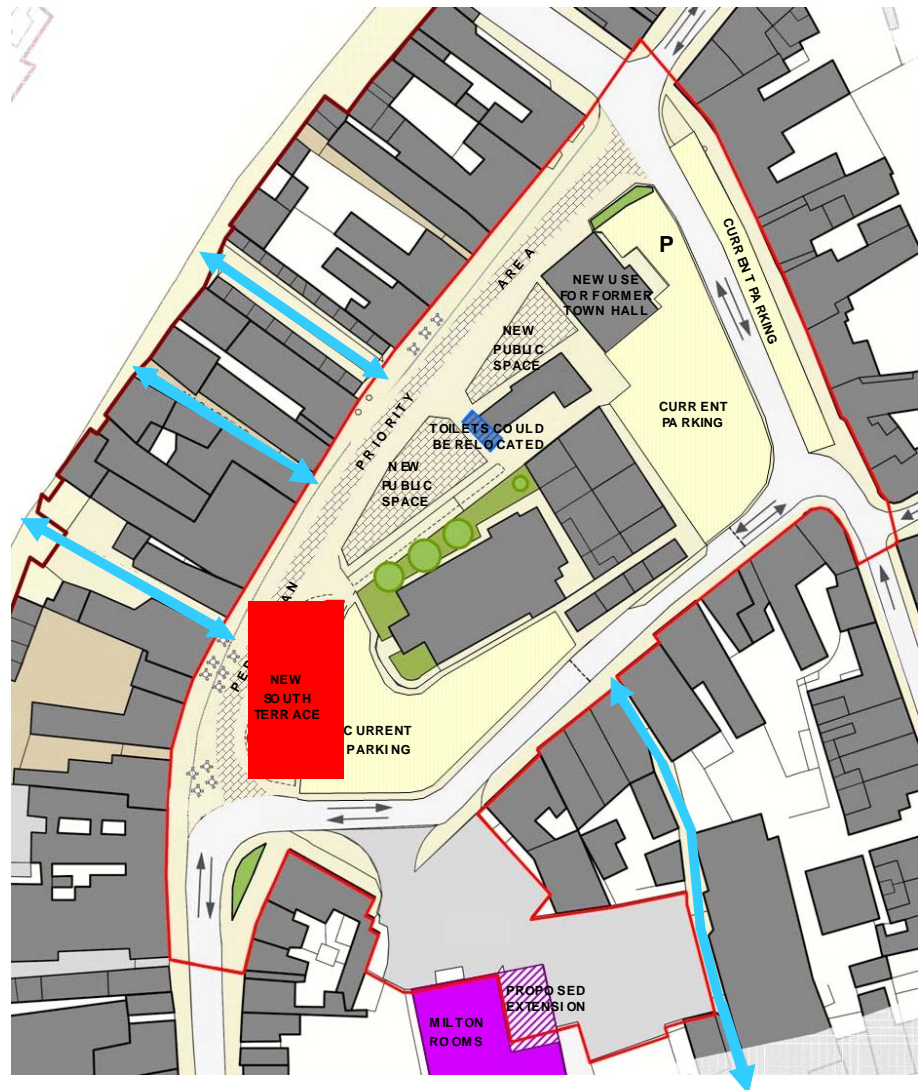


Option Overview

The preferred development scenario for the Market Place is focused on improving the public spaces of the area by balancing the relationship between the pedestrian and vehicular traffic/parking by removing potential conflict.

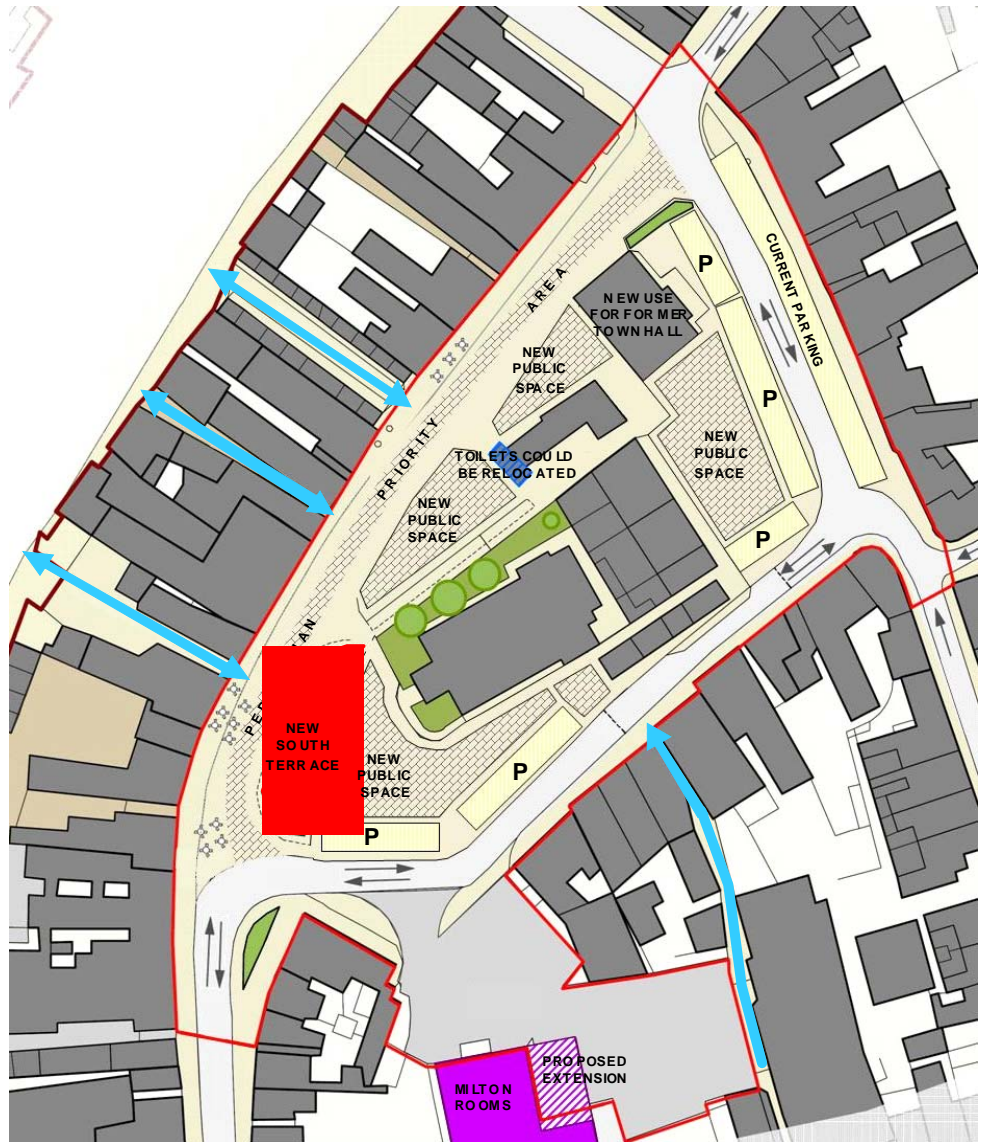
Indicative Plan – Phase 2

Medium to long term



Indicative Plan – Phase 3

Medium to long term



The preferred development scenario will initially see the pedestrianisation of the northern side of the Market Place (Phase 1). This would be followed in the medium to long term by the development of a new terrace south of the current road (Phase 2), west of St. Michael's Church. This new South Terrace will be on a level between the current car park and road to the north. Phase 3 would see a reorganisation of car parking and the creation of more public spaces as shown above. Each Phase will enhance the attractiveness of the historic Market Place, enabling it to become a more active public space hosting numerous events. These improvements are detailed in the plans above and visualisation overleaf.

Visualisation of what Phase 1 improvements to the Market Place could look like



We consider that the Market Place with the proposed improvements, together with the changes to the other key sites can regain its place as the heart of Malton from a social perspective by being a destination and place to enjoy in itself.

Pedestrianisation of the northern side of Market Place presents the opportunity to enhance the café / restaurant offer with a more accessible and pleasant pedestrian dominated environment for outside eating and drinking. This potential for increased evening activities will help boost the evening / Sunday economy and extend trading times in Malton. This section of the Market Place offers stunning views to the surrounding countryside as well as the notable buildings within and surrounding the Market Place.

Markets and Events

These improvements could be further enhanced by a move of the farmers' and poultry market into the Market Place. If this can take place on a more frequent basis, preferably weekly, then this can generate more visits and serve to take advantage of the growing trend and demand for local food and food 'tourism'. This should be linked to enhancements to the current Saturday Market offer which would benefit from a joint location, increasing visibility and therefore trade. Malton with its strong presence of independent retailers is particularly well placed to take advantage of this trend which could be supported by the increased footfall due to the presence of a mid-high quality supermarket at Wentworth Street. The potential for outside events and other markets to utilise the space created by the series of terraces proposed to the northern perimeter of the Market Place can only assist in raising the profile of Malton's attractiveness as a tourist destination. Key to the realisation of such improvements is improved signage to and within the Market Place which can currently be easily missed by visitors.

With a new sense of purpose for the Market Place and improved pedestrian flows through and around it, is the opportunity to link people more readily to areas to the north and south west of the Market Place. These areas include destinations such as an improved and extended Milton Rooms at the south western corner of the Market Place; with pedestrian access to Yorkersgate (via Chancery Lane and other snickets) and York House, arguably Malton's finest building. York House is discussed in more detail in Chapter 7.

Road layout

The pedestrianisation of the north western section of the Market Place will mean that the current one way traffic system is discontinued, enhancing pedestrian movement. Traffic will move along the south and eastern routes of the Market Place in a two-way direction with passing points included at the narrow point between the buildings immediately south of St. Michael's Church. Here the Saturday market will be relocated to the new pedestrian areas within the Market Place to allow traffic flow. Delivery traffic will still be able to access the north western area during specified periods. It is envisaged that these improvements will help slow traffic speeds whilst maintaining a flow of vehicles within a 20 mph speed zone. At the August 2008 consultation a concern was the perceived difficulty for traffic flows around the southern side of the square at the pinch point outside the post office. However NYCC and Jacobs consider that this option is achievable within the current highway boundary. They believe that this pinch point would provide a valuable traffic calming feature for the town as well as potentially deterring through traffic from using this popular pedestrian area. They recommend further work on the layout to ensure the smooth operation of the Market Place.

Timing and linkages

We consider that, subject to funding and the further highways work as indicated above, Phase 1 could happen in the short term alongside proposed improvement to the Milton

Rooms. Malton will become more pedestrian friendly and the Market Place will be a more attractive shopping and leisure destination. These improvements should increase the pedestrian flows and dwell time within this area of Malton and act as a first phase in a step change for Malton that will be genuinely capitalised on when linked with the redevelopment of the Livestock Market area. This would provide a valuable opportunity for a significantly increased programme of town centre events, festivals and enhanced markets.

These improvements should ideally be delivered in conjunction with the beneficial re-use of York House. This combined with a relocated Tourist Information Centre that could potentially be accommodated within the Milton Rooms would allow for a new use for the imposing former Town Hall which would benefit from an enhanced setting (particularly if used for a restaurant / café) in such a central area.



6.4 WHEELGATE

Reasons for Improvement

Wheelgate is the prime thoroughfare for Malton and the current principal retail destination. However there is clear potential to improve the pedestrian and built environment, addressing issues of pedestrian / vehicle conflict that lessen its attractiveness to shoppers.

Preferred Development Option

We propose two phased improvements to Wheelgate:

Phase 1: Widened pavements on north-east side, improved streetscene and enhanced shop fronts.

Phase 2: Further widening of pavements to Butcher's Corner

Consultation Results

The August 2008 consultation results show that 58% agree with the scheme to widen the pavements on the north east side. 79% consider that the streetscene should be improved together with enhanced shopfronts.

The two phases are illustrated overleaf.



- Phase 1: Widened footpaths
- Phase 1: Parking provision
- Phase 2: Potential future widened footpath

Parking and Roads

Car parking provision would be retained at its current levels. Dependent on the potential redevelopment the Wentworth Street Car Park site, pavements could also be widened at the junction of Wheelgate and Princess Street to help calm traffic and support pedestrian access / crossings. This would rebalance the current car domination of Wheelgate and indicate a pedestrian friendly area of the town centre to incoming traffic, encouraging pedestrian flows around the town centre via the Wentworth Street Car Park development. Widening of pavements within the main shopping area is detailed in the plan above.

NYCC consider phase 1 of the Wheelgate preferred option to have a negligible impact on traffic flow. However implementation of phase 2 they consider to be a much longer term option, reliant on numerous highway improvements. The proposals for a rear-delivery access for shops between Greengate and Wheelgate, will have a positive effect on traffic flow on Wheelgate, stopping delivery vehicles from blocking the road.

Enhancement Proposals

We recommend that Ryedale District Council together with NYCC develop more detailed proposals and undertake consultation on potential enhancement schemes on Wheelgate, (including securing the necessary funding), to ensure that a range of options to improve the public realm are brought forward. Potential grant funding needs to be identified and secured to address issues such as shop front quality.

6.5 DEVELOPMENT SCENARIOS

Development of Wentworth Street Car Park and Livestock Market area

The recommendation for Wentworth Street Car Park would be to achieve a supermarket and residential development, thereby creating an additional 20 – 35,000 sq ft (gross) of mid to upper range food retailing, complementing the existing Morrison and Netto superstores to the south of Wheelgate. Inevitably, the supermarket would be designed to suit the requirements of the operator. The immediate impact of a new food store on the Wentworth Street Car Park would be to draw in additional shoppers and help to reduce expenditure leakage from Malton.

The development of the Livestock Market, consisting of a residential element accompanied by a smaller food store, a range of shop units, restaurants, bars and public spaces and parking will help to extend the “retail circuit” and encourage greater pedestrian flow, particularly between Wheelgate and around the Market Place.

The above approach supports the redevelopment of the Livestock Market area. However, we believe that there would be greater success and certainty for any development of the site if it was planned with the development of Wentworth Street Car Park. Coordinating an appropriate mix of uses for each site would be mutually beneficial and would to some extent help define each other through proper planning.

This would be an ideal scenario in that prospective retailers would be complementary rather than competitive. This planned approach should be adopted to avoid uncoordinated and competing interests, to maximise the benefit to Malton as a whole.

A planned approach seeks to secure a mid to high quality food operator on the Wentworth Street Car park and a high quality food market 'basket' store on the Livestock Market, would enable the following range of food offer to be represented in Malton:

- Small discounter e.g. Netto
- A value superstore with non-food e.g. Morrisons
- A middle market food operator e.g. Sainsburys / Waitrose
- A high class pre-cook and chilled food operator. e.g. M&S Simply Food

In the event of this range occurring, it would provide a strong base of retail food provision in Malton and would act as a catalyst in attracting further non-food and leisure retailers.

We envisage, in the case of both the Livestock Market area and the Wentworth Street Car Park sites being developed, an extension of the current catchment area, from a current 10 minute drive time to at least a wider 15-20 minute drive time, as retailers not currently in the area seek to locate into the newly attractive development.

Alternative Delivery Scenarios

Livestock Market area and Wentworth Street Car Park

Given the planning application and emerging landlord and tenant situation concerning the Livestock Market area, we need to consider the development of key sites individually and their consequent effect on each other. Should the development of the Livestock Market area not take place in unison with the development of the Wentworth Street Car Park, we believe the redevelopment potential and regenerative impact of this principal site will remain because of its particular location. Furthermore, in the event that the Wentworth Street Car Park site was developed on its own initially, we believe that there would be a positive spin off effect from the new supermarket/retail offer there onto the Livestock Market area that could improve the viability of its redevelopment. Similarly, we consider that the development of the Livestock Market area would also act as catalyst to the development of Wentworth Street Car Park, provided it did not include a trolley based supermarket operator. It remains essential that the replacement Livestock Market needs to be operational before development occurs at the Livestock Market site.

In the event that the development of the Livestock Market area was delayed because a suitable anchor tenant could not be found or there were insufficient supporting retailers and restaurants tenants available to enable a comprehensive development, then there may be pressure for the development to be phased and developed on an ad-hoc basis. However we strongly feel that this should be avoided. We believe it is essential that a comprehensive development of the Livestock Market area is undertaken given its critical regenerative role for Malton town centre.

Subject to normal market conditions it may be that the value generated from a residential development on first and second floors, above the ground floor retail, may be sufficient to fund the development of the retail ground floor. In effect the residential units would act as a catalyst for the commercial development of part of the Livestock Market area, but again we believe the development would need to come forward on a comprehensive basis.

In terms of bulky goods and the overall strategy, we consider that the Livestock Market is not well suited for these in terms of highways constraints, compatibility with the objectives of the strategy and the aims of increasing pedestrian (as opposed to vehicle) circulation around Malton. However there may be potential to locate a single non food unit on Wentworth Street Car Park in addition to a supermarket. Such units are best located in an out of centre location. The 2006 RTP study identifies the Woolgrowers site in Norton as a potential location for bulky goods retail units.

If space was available on Wentworth Street Car Park, dependent on the eventual operator of the supermarket, an additional tenant for the site could comprise a catalogue retailer (such as Argos or similar at approximately 12,000 sq ft gross in size). Such a retailer would prove an additional attraction to the majority of the Malton catchment as the product range is considerable. However satisfactory access and servicing arrangements would need to be resolved addressing the HGV requirements of the two tenants. An additional retailer on Wentworth Street Car Park would additionally reduce consumer leakage to other centres outside of the Ryedale OCA.

At the time of reporting the following retailers have expressed interest in Malton.

Sainsburys	Costa Coffee
Argos	Ponden Mill
Halfords	Mountain Warehouse
Bon Marche	Original Factory Shop

Once key elements of this strategy are delivered resulting in an improved retail offer, with appropriately sized units which appeal to retailers, it will be attractive to other retailers who do not currently have a stated requirement. As an example Malton does not appear on the WH Smith list of stated requirements but it is conceivable that they would be interested as part of a wider scheme with compatible retailers.

6.6 PEDESTRIAN FLOWS BETWEEN THE FOUR KEY SITES

The four key sites comprising Wheelgate, the Market Place, the Livestock Market area and Wentworth Street Car Park should have a complementary and non-competitive relationship and be clearly linked together by the Market Place.

As stated above, the development of Wentworth Street Car Park as a high quality mixed use development comprising a supermarket and potentially residential development along with a retail, leisure and residential development on the Livestock Market area site, will help extend the “retail circuit” and encourage greater pedestrian flow between Wheelgate and the Market Place. This is especially so if the supermarket on Wentworth Street car park was located close to the western edge of the site and provides 3 hours of free car parking.

Currently there is limited cause for Wheelgate shoppers to enter the Market Place. If the preferred development options for the Market Place and Livestock Market area were to be implemented, we would expect increased pedestrian flows as people were drawn up through and around the Market Place to the Livestock Market area development and towards Wentworth Street Car Park.

The proposed public realm improvements in the Market Place and consequently increased flow of pedestrians, will create new opportunities for leisure based operators to locate to the attractive listed properties in the centre of the town. These uses will have a complementary regenerative effect by creating more interest for shoppers and tourists/visitors to benefit from and enjoy. Market Place would be enhanced as the heart of Malton, with the strong attractions of the Livestock Market area and Wentworth Street Car Park developments to the north with Wheelgate and Morrison’s supermarket to the south.

Yorkersgate, at the southern edge of the retail core, will benefit from the “ripple” effect from increased visitor numbers that stay longer because of the improved leisure facilities and the potential improvements to Milton Rooms and York House.

There are many factors which make a place attractive and desirable to live, work and visit. Whilst buildings are an essential part of the character of a place, there are many other smaller concerns which cumulatively help to define a town. In conjunction with the site recommendations already covered in this strategy, Ryedale District Council and its partners should work together to seek to improve the provision and quality of public spaces, footpath linkages, signage and interpretation in Malton.



7 Other Sites

The other sites considered as part of this study cumulatively will make a critical contribution to the success of this strategy. Together they provide valuable opportunities for enhancement, re-use and redevelopment of Malton town centre, supporting the recommendations for the key sites outlined in this study. Here we set out the results of the latest consultation (August 2008) and consider timescales in relation to the sites.

Pasture Lane

- Potential location for relocated Livestock Market. 70 % of respondents in the August 2008 consultation considered this site appropriate for the relocation of the Livestock Market and additional development to fund a new Livestock Market.
- A potential short-term extension to the Livestock Market lease in its existing location provides time to plan the relocation of the market to Pasture Lane and to coordinate enabling uses to assist its viability.
- The enabling uses for this site must be considered in conjunction with current and future proposals for the Wentworth Street car park in terms of both compatibility of uses and linkages.
- It is extremely unlikely that a food retail use would be appropriate here as there are sequentially more preferable sites and given its proximity to the Livestock Market. There may be some potential for bulky goods retailing subject to improved road access.
- Access issues to continue to be discussed and progressed with NYCC and Jacobs Consultancy, in particular the upgrading of the Pasture Lane / Broughton Road junction. A grade separated junction with the A64 at Broughton Road is a longer term aspiration and would greatly assist with traffic flows in this part of Malton.

Greengate

- Creation of a new delivery route for the eastern section of retail units along Wheelgate. Investigation required into potential routes.
- 72% agreed with this proposal at the August 2008 consultation.
- Opening up of an enclosed site and underused area.
- Potential for residential development and potentially some parking in the long term, subject to relocation of the BT telephone exchange.

East Mount

- Creation of new residential apartments within three-storey buildings along Old Maltongate and creation of semi-detached town houses along East Mount.
- In the August 2008 consultation 39% of respondents agreed with the reuse of this site for residential development. 31% did not know and 30% did not agree.
- Proposed development would take place if the Malton Tennis and Bowls Club were successfully relocated.

- Buildings would be sensitively designed to complement the surrounding environment.
- Historic layout of buildings is continued along Old Maltongate.
- Retention of green space and historic trees.
- Provides aesthetically pleasing gateway point into Malton town centre.
- Potential for linking Malton town centre with pedestrian and cycling paths along former railway cuttings.
- Archaeological investigations should be carried out.

York House

Re-use of prestigious historic building and grounds for museum or alternative community uses. The Tourist Information Centre could potentially be relocated to the Milton Rooms.

Potential to exploit its significant historical interest from both an architectural and social perspective.

Also potential of access to the riverside via the terraced gardens of York House, to enhance Malton's cultural and social 'offer'.

- The August 2008 consultation provided the following response to the question which use do you prefer for this building.

Use	Respondents	%
Community Uses	185	25
Offices	98	13
Tourist Information Centre	188	26
Museum	256	36

Mount Hotel

- Proposed new use for the Mount Hotel for high quality residential apartments.
- In the August 2008 consultation 72% agreed that this site should be used for high quality residential apartments. 15% did not know and 13% did not agree.
- Improvement to key town centre gateway site
- Conversion of main building to high quality apartments
- Restoration of coach house and stables to residential use
- This use should happen in the short term as it is a key gateway site for Malton and not reliant on linkages to other sites.
- An alternative 'residential' use of the building is short let holiday apartments, or in extending this concept to that of an 'apart-hotel'. The latter is a use that is occurring more frequently in town and city centres as an alternative to a hotel. It is considered that this would be an acceptable use as it provides 'life' once again to a flagship building in Malton.
- Could assist in the required encouragement of tourist activity in Malton if leisure use taken up.

Highfield Lane

- Retention of recreation ground due to contamination and ground instability.
- In the August 2008 consultation 67% stated that they would like to have an improved play / sport provision at this site.
- Potential improvements to the quality of the recreational space.

8 Highways

8.1 JACOBS TRANSPORTATION REVIEW AND STRATEGY

Ryedale District Council commissioned Jacobs to undertake detailed traffic modelling work on the sites considered in the Malton Town Centre Strategy.

The results of this work show that the preferred options for the 10 sites can be accommodated in highway terms, subject to certain improvements. The County Council has considered the Jacob's report and provided comments to RDC based on its findings. It's important to note that the modelling work represents a worst-case highway scenario, as generous and necessarily broad assumptions have been made on the density of development and the likely trip generation.

8.2 PASTURE LANE/BROUGHTON ROAD JUNCTION

The main area identified for improvement through the modelling work is the Pasture Lane/ Broughton Road junction. This would need to be redesigned to increase its highway capacity if development on Pasture Lane and Wentworth Street was to take place. It's interesting to note that even without these proposals being implemented, this capacity would be operating above its technical capacity in the future.

Jacobs have shown two potential options for achieving this additional capacity. Option 1 involves a single mini roundabout connecting Pasture Lane to Broughton Road, together with a T-junction for Middlecave Road and Broughton Road. Option 2 consists of two mini-roundabouts for both the junctions of Pasture Lane and Middlecave Road (see Appendix B). Either of these options would result in a significantly improved operation of this junction, within operational limits.

Jacobs have also considered pedestrian safety indicatively showing 2 'puffin' crossings on Broughton Road and Middlecave Road. Costings haven't been undertaken for the mini-roundabouts, however they would involve little, if any land-take beyond the highway boundary.

As a longer-term option, Jacobs identified that a grade separated junction with Broughton Road and the A64, would offer significant benefits to Malton (the modelling work already assumes the A64 Brambling Fields junction improvement is in place). It would need to be taken forward through the LDF as one of the potential contributions to highway infrastructure.

These junction improvements have an impact on 3 of the sites considered in the study:

- Former Showfield, Pasture Lane;
- The existing Livestock Market (as redevelopment is predicated on the relocation of the market operation to Pasture Lane; and
- Wentworth Street Car Park

Funding and delivery of the Broughton Road/Pasture Lane junction will need to be coordinated to ensure that development in this area could take place comprehensively.

8.3 MARKET PLACE

Traffic modelling shows that pedestrianisation of the northern side of Market Place is a feasible option, in tandem with associated traffic management measures.

8.4 WHEELGATE AND GREENGATE

NYCC consider phase 1 of the Wheelgate preferred option to have a negligible impact on traffic flow. However implementation of phase 2, they consider to be a much longer term option, reliant on numerous highway improvements. The proposals for a rear-delivery access for shops between Greengate and Wheelgate, will have a positive effect on traffic flow on Wheelgate, stopping delivery vehicles from blocking the road.

Appendix A

EXAMPLES OF NEW HIGH QUALITY SUPERMARKETS IN MARKET TOWNS

HEXHAM

Hexham in Northumberland is slightly smaller than Malton and Norton with a population of approximately 11,500 and is the principal town for the Tynedale District. Despite the fact it is slightly smaller than Malton/Norton, it possesses a Tesco Extra, Waitrose, M&S Store and Aldi. It also has well known high street retailers such as Dorothy Perkins and Waterstones. Despite this strong presence from national retailers, Hexham retains a strong independent offer including a local department store. When Tesco planned to take over an existing store in Hexham, there was a perceived threat by local retailers that their business would be adversely affected. This has not proven to be the case, and indeed the latest Tynedale Retail Capacity Study² has shown that Hexham is a healthy, vital and viable centre. Indeed Hexham is an extremely strong retail centre for its size ranking at 485 in the UK MHE Retail Rankings 2008, compared to Malton at 1095.

TELFORD

At Telford, Shropshire, it was found that local retailers responded to, and competed with the new Waitrose. The result was that the quality of retail provision in the town centre was enhanced. This was due to customers visiting the town as a destination in its own right, not just the supermarket. This led to increased footfall, benefiting other retailers from this linked shopping visit.

Similarly The Guild of Fine Foods, whose members represent approximately 20-25% of the deli and farm shop sector in the UK, welcome the provision of "express" style supermarkets, such as M&S Simply Food or Sainsbury's. Their research demonstrates that stores increase the footfall in the village or suburban high street, where the trade may otherwise have gone to a out of town superstore.

BEVERLEY

This has been further evidenced by the study commissioned in 2003 in Beverley by East Riding of Yorkshire Council and Tesco (who had recently opened a new store on the town's former livestock market). This study showed an increase in the town's vitality and viability for investment and a reduced leakage of trade out of Beverley for food shopping. Also, importantly, the presence of a Tesco was shown not to deter new investment in the town centre. This study found that when Tesco opened at a town centre edge site a considerable level of retail expenditure was retained – approximately £3.75 million. This was due to a high level of linked trips combining food shopping at the edge of town, and other town centre shops and services. This retained expenditure was not at the expense independent convenience stores, which have retained their level of presence in the town. New pedestrian routes into the town centre have been created due to Tesco providing 3 hours of free car parking. Additional corporate food store investment has occurred with an M&S Simply Food opening within the town. As a result, overall vacancy rates in the town have since fallen and Simply Food have quickly moved to a larger unit in the town centre.³

² White Young Green for Tynedale District Council (2006) "Retail Study"

³ England and Lyle Town Planners from East Riding of Yorkshire Council (2003) "Beverly Retail Study 2003, volume 1 main report."

ALNWICK

The market town of Alnwick, in the north east of England was subject to a study for the *Journal of Rural Studies*. This study details the link between supermarkets and the sustained use of other services in the market town. The study also highlighted the potential of an enhanced supermarket offer which can “claw back” trade lost to larger urban centres. The study asked local shoppers carrying out their main food shop outside of Alnwick, if they could be encouraged to shop in Alnwick if another improved supermarket was provided. Results showed that 61% of shoppers would be encouraged to do so if this was the case, thereby reducing expenditure leakage. The study concludes by stating, “through careful siting within market towns, supermarkets at least have the potential to provide an important “anchor” for other services within the towns”.⁴

LLANELLI

Llanelli, a town in south Wales was also the subject of a study regarding the retail revitalisation of small town centres. It indicated that small town centres are heavily dependent on the scale, quality and location of the food shopping facilities available, and the spin-off shopping linkages. It also shows in the case of Llanelli, that a sensitively located and appropriately integrated supermarket generated significant linked trips and had significant “positive revitalisation potential”. The food store looked at as part of the study which was edge of centre, showed that the store did not function solely as a one stop shopping destination. Rather it generated a valuable element of spin off shopping activity, enhancing shopping opportunities for those visiting other sites in the town centre.⁵

LUDLOW

In Ludlow, Shropshire, a study conducted three years after the opening of a 22,000sq.ft edge of town centre supermarket found stability in the number of convenience retail units operating in Ludlow town centre and a stable overall shop vacancy rate, at a level significantly lower than the UK average. The report concluded that no evidence could be found that the new store had a detrimental effect on the town centre’s vitality and viability. Instead, the store benefited the town because it retained comparison expenditure leakage which may have been lost through linked trips to other centres.⁶

CALDICOT

Caldicot Council promoted a food store development led regeneration project which sought to address “the town’s current poor trading position”, to “anchor” the town, “instil confidence in the Town’s smaller traders” and “act as a catalyst for future investment into the town centre”.⁷

⁴ Powe.N.A and Bromley.R.D.F (2003). Exploring the current and future role of market towns in servicing their hinterlands: A case study of Alnwick. *Journal of Rural Studies*, 20, 405-18

⁵ Thomas, C.J. and Bromley.R.D.F (2003). "Retail revitalisation in small town centres:the contribution of shopping linkages". *Applied Geography*" 23, 47-71.

⁶ Development planning partnership for Tesco Stores Ltd, 2003, 18. Ludlow: "before and after" study.

⁷ Monmouthshire County Council, 2006. Caldicot regeneration project. News release, 21 March

HORSHAM

In the historic market town of Horsham, Sussex, the provision of a new Waitrose supermarket and car park changed the dynamic of the footfall across the town. Horsham now benefits from shoppers approaching the town from opposite sides for visits to either the Sainsbury's or Waitrose, both of which are within easy walking distance of the historic centre and Market Place. This shift of the centre enabled low quality streets to find new revitalised roles linked to these widened pedestrian linkages such as areas for restaurants and bars / cafes.