



Market Place Development Brief

WSP Group and Atisreal for Ryedale District Council
and Yorkshire Forward



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Prepared by	Peter Farnham	Paul Comerford		
Signature				
Checked by	Stuart Baillie	Paul Comerford		
Signature				
Authorised by	Paul Comerford	Paul Comerford		
Signature				
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WSP Development and Transportation
Buchanan House
24-30 Holborn
London
EC1N 2HS

Tel: +44 (0)20 7314 5000
Fax: +44 (0)20 7314 5111
<http://www.wspgroup.com>

Market Place



1.1 OVERVIEW

- Public realm improvements to the Market Place set over three phases:

Phase 1

- Pedestrianisation of the northern side of the Market Place

Phase 2

- Creation of a new southern terrace linking in with Phase 1

Phase 3

- Rearrangement of car parking provision East and West of the Church

Benefits

- Creation of high quality multi-purpose public spaces for events, potential new markets, outdoor eating and drinking
- Redirection of traffic and implementation of two-way traffic system with pinch point for traffic calming
- Streetscene and environmental improvements
- Relocation of Saturday market and possibly farmers market

1.2 SITE CONTEXT

Description of current site

The Market Place is the historic heart of Malton with a rich built environment comprising high quality shop frontages looking onto St. Michael's Church. A high quality building to the north east of the Church is the former Town Hall (currently the Tourist Information Office and Malton Museum). The majority of buildings fronting onto the Market Place are listed and retain many original features. The buildings facing the Market Place contain a mixture of retail and leisure uses (mainly drinking and dining establishments) with storage and office space above. A number of units are currently empty.

Set back from the south-western end of the Market Place, the Milton Rooms provide a community venue and are fronted by car parking provision. Its frontage is of a limited visual quality however a planning application was submitted by the Milton Rooms Management Committee and was approved in February 2008 for an extension and frontage improvements. The Milton Rooms Committee and the Council are also investigating potential options and funding for a makeover of the Milton Rooms. The Fitzwilliam Malton Estate has submitted a planning application to develop the land adjacent to the Milton Rooms to provide some closure of the Market Place frontage.

Sections of the Market Place are paved using York Stone paving and cobbles; a limited area was enhanced with higher quality surfacing materials in the early 1990s. However these are also accompanied by expanses of tarmac for both road surfaces and footpaths. Public spaces within the area, together with temporary road closures, provide space for the weekly Saturday market and occasional events.

Traffic circulates in a one-way direction around the Market Place. Although this allows a continual movement of vehicles, it dominates the Market Place and interferes with pedestrian movement across the area and effectively makes the centre of the Market Place a traffic island.



Car parking is provided to the east and west of St. Michael's Church with additional provision along the eastern edge of the Market place, fronting the shops. The current layout and quantity of parking provided dominates large portions of the Market Place to the detriment of public space and pedestrian accessibility.

Current Use(s)

Market Place contains a large proportion of Malton's leisure uses (dining and drinking) and retail units. It also hosts a number of offices and provides a proportion of the town centre's short-term parking provision.



Utilities and Servicing

Servicing and deliveries for the properties facing the Market Place are carried out at the front of the properties and some properties along the southern edge are serviced from the rear.

1.3 PLANNING POLICY CONTEXT

Local Planning

Local Development Framework (LDF)

Considerable work was undertaken on the Ryedale LDF, however the Council's Core Strategy was found unsound on a limited number of issues in January 2007. Work is underway to prepare a revised Core Strategy, together with a Facilitating Development DPD which will take forward new allocations and revise existing commercial limits and development limits. Whilst the LDF is still at an early stage, the work and supporting studies undertaken for the Core Strategy, including the Inspector's Report, are material considerations in determining planning applications.

Local Plan

The site falls within both the defined Town Centre Commercial Limits and Malton Conservation Area.

Saved Policies:

- R3 – Town Centre Commercial Limits
- R9 - Shopfronts
- L6 – New public open space
- L7 – Public open space
- T7 – Parking
- T10 – Public Rights of Way and pedestrian facilities
- U3 – Surface water run-off
- ENV7 - Landscaping

Conservation Area(s)

- Malton Conservation Area 3



Listed Buildings

Grade II:*

- St. Michael's Church

Grade II:

- Tourist Information Office and Malton Museum (former town hall)
- Milton Rooms
- 1, 3, 4, 5, 7, 9, 11, 12, 13, 14, 15, 16, 17, 18, 20, 21, 22, 23, 24, 25, 26, 27, 28, 29, 30, 32, 35, 36, 38, 40, 42, 44, 46, 47, 48, 49, 51, 53, 57, 59, 61, 48-54 Market Place.
- 10 St. Michael Street
- 9, 11, 13, 14, 15, 16 Finkle Street
- 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 13, 14, 15, 16, 17, 18 Market Street
- 12, 14, 16 Saville Street

Regional Planning

Regional Spatial Strategy for Yorkshire and the Humber

- YH1 – Overall approach and key spatial priorities
- YH2 – Climate change and resource use
- YH4 – Working together
- YH6 – Principal Towns
- Y1 – York Area sub area policy
- ENV9 – Historic environment
- E2 – Town centres and major facilities
- E7 – Rural economy
- T2 – Parking policy



Other Guidance / Related Studies

Retail Capacity Study (2006)

The preferred development option will help address the qualitative needs of “vehicular-pedestrian conflict” and the “chaotic car parking” that are highlighted in the Study and which serve to undermine the overall attractiveness of the Market Place. The infringement of vehicles on the public spaces within the Market Place has restricted the development of a Sunday / evening economy and weakened the area’s central role in the community. To address these issues, vehicular traffic in the Market Place needs to be decreased with areas dedicated to pedestrian / dining / leisure uses.

Malton and Norton Transportation Strategy (2005)

The Strategy suggests three potential options for improving the pedestrian environment and parking layout. Initial investigation of potential options was carried out by NYCC and included public consultations. The Ryedale Area Committee examined the results of this and decided not to progress any of the options at that time (ahead of any decisions about the future of the Livestock Market and other town centre sites). The subsequent result was that recommendations for further work were given. Other recommendations of the strategy included a new 20 mph zone for the Market Place. The Market Place is also indicated to be part of the North-South Spine cycle route.



Car Parking Strategy Report (2005)

The preferred development option will result in a loss of parking provision within the Market Place. However, this loss in provision would be mitigated by the increased parking provision as part of the Livestock Market area development.

River Rail Corridor Study (2004)

The Market Place does not relate directly to the sites identified within the River Rail Corridor Study. However it will partially address the overarching need for improved community facilities through the preferred development option providing new public space. In improving the Market Place public spaces, the Sunday / evening economy will be enhanced and will help to strengthen the Market Place's role as the centre of Malton. This process may help to encourage investment in the River Rail Corridor identified sites.

Jacobs Consultancy – Transportation Review and Strategy (2008)

This transportation review of the Town Centre Strategy for Malton considers the proposed option for the market place and is reported on below.

1.4 PREFERRED DEVELOPMENT OPTION

Description

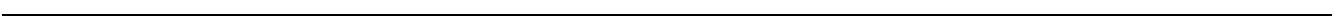
The option for the Market Place is focused on improving the public spaces of the area by balancing the relationship between the pedestrian and vehicular traffic/parking by removing potential conflict.

The preferred development option has been adjusted to be set out in three phases:

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

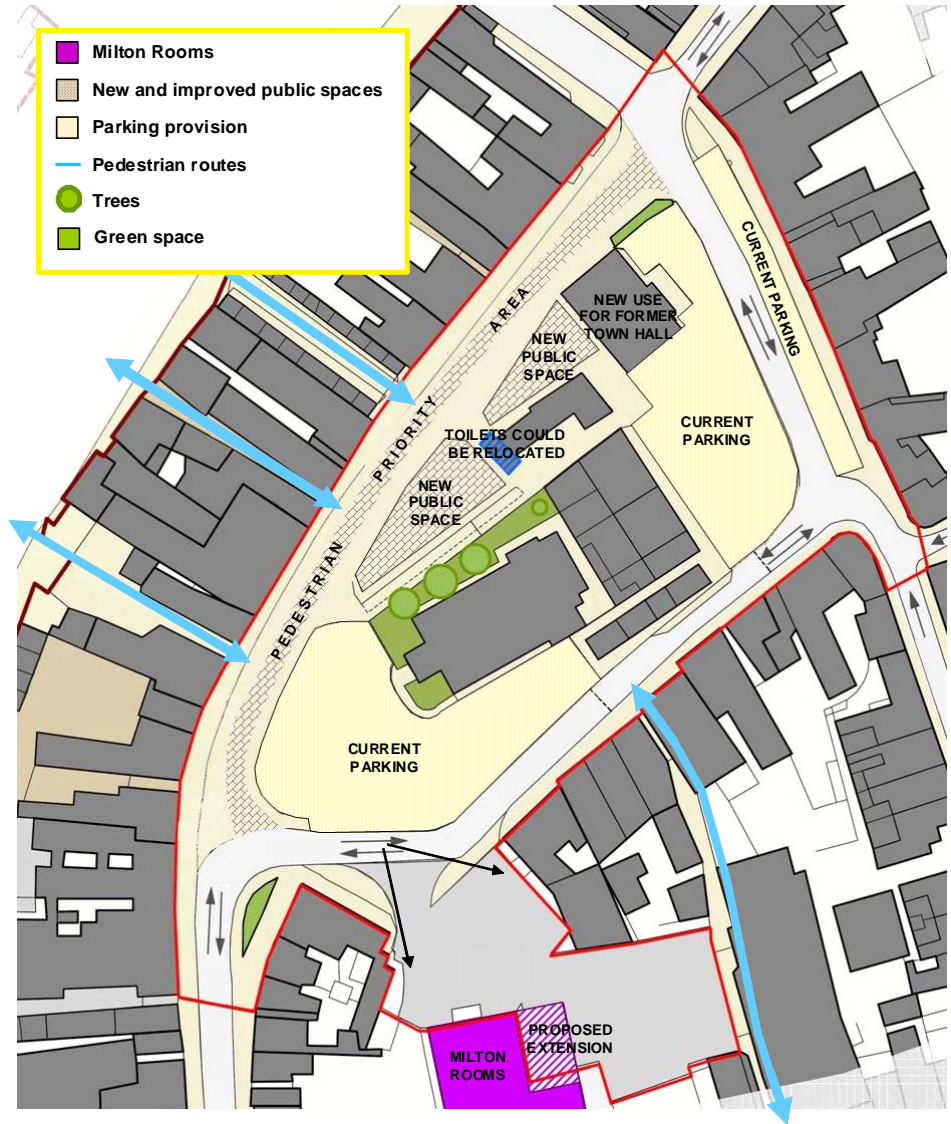
Phases 2 & 3: Creation of a Southern Terrace on the Western side of the Market Place and rearrangement of spaces to the Eastern and Western section to create more public space.

This will significantly enhance the attractiveness of the historic Market Place, enabling it to become a more active public space hosting numerous events. This will attract more trade and potential tourism to Malton. The improvements are detailed in the plans and visualisation overleaf.



Indicative Plan – Phase 1

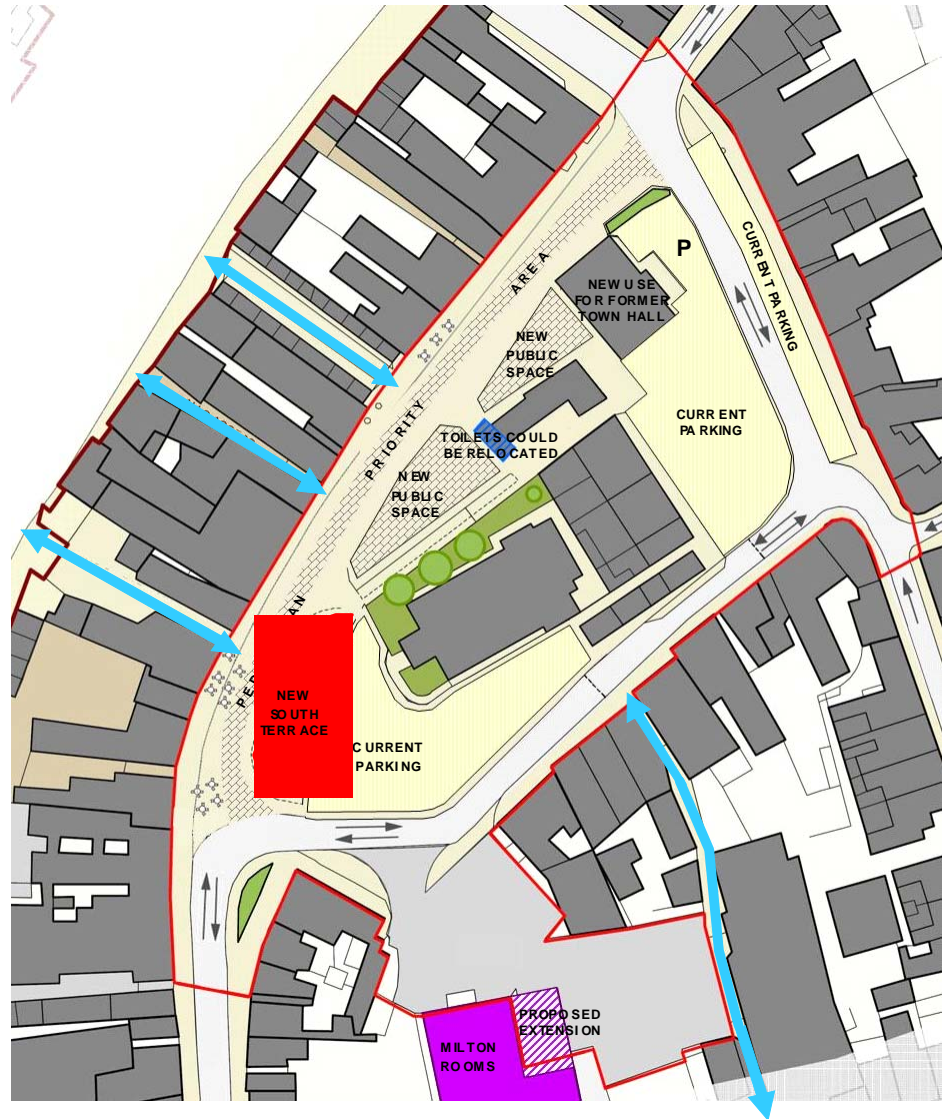
Short term





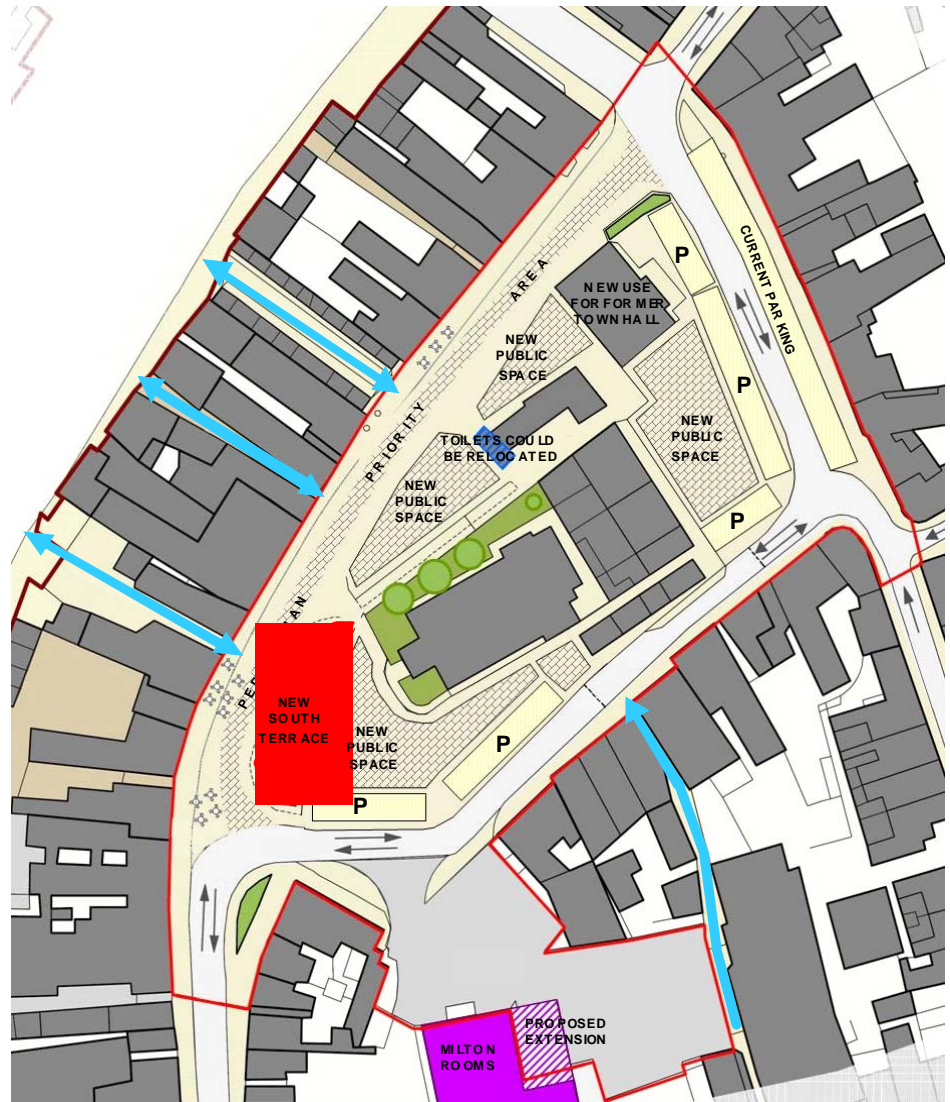
Indicative Plan – Phase 2

Medium to long term



Indicative Plan – Phase 3

Medium to long term





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 the York House Development Brief.

Potential key linkages

Livestock Market

The Livestock Market area and the Market Place sit adjacent to one another with buildings facing onto both sites. The preferred development options for each site complement one another and strengthen Malton town centre in terms of the:

- Pedestrian and retail linkages;
- Retail offer and health;
- Public realm and spaces;
- Streetscape and signage;
- Historic built environment; and
- Parking provision.

Direct linkages between the sites include the Livestock Market area development and the relocation of some of the Market Place's public parking provision to the decked car park as proposed in the Livestock Market area development brief.

Wheelgate

The preferred options for both sites look to improve the retail environment for the town centre by improving and supporting retail / pedestrian linkages and enhancing the public realm / streetscapes.

Wentworth Street Car Park

The preferred development options for the Market Place and the Wentworth Street Car Park are critical to the regeneration of the town centre in improving the retail offer and evening / Sunday economy.



Linkages include:

- Pedestrian and retail linkages;
- Streetscape and signage; and
- Parking provision.

Free parking for 3 hours on Wentworth Street will attract more shoppers into the Market Place.

York House / Milton Rooms / Former Town Hall

These improvements should ideally be delivered in conjunction with the beneficial re-use of York House. York House provides a potential new venue for a museum and community uses.

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 former Town Hall, which would benefit from an enhanced setting (particularly if used for a restaurant / café) in an area that would be likely to see more footfall.

Urban Form

Layout

The proposals will initially see the pedestrianisation of the north stretch of the Market Place followed later by the development of a new South Terrace of the current road, west of St. Michael's Church as a longer-term goal.

The public toilets could be relocated elsewhere in the Market Place to allow the development of three terraces to expand public space for leisure activities and public events; however this is not a vital element of the scheme.

Further public space will be improved east of the Church, south of the Tourist Information Office following the rearrangement of car parking spaces. Footpaths will be widened along the south stretch of the Market Place to help define the distinction between the pedestrian realm and road.

Public realm improvements will reflect the local heritage and include new signage, street furniture and lighting.

Materials

Materials should be selected from a palette of local and natural materials with consideration given to local heritage, longevity and maintenance costs. Particular consideration needs to be given to the selection of surfaces for public spaces to provide a high quality built environment.

Movement and parking

Traffic Management

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 on the northern side. 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 should

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 Jacobs and NYCC 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.

Parking Provision

Phase 1 would involve the loss of 30 parking spaces. Phase 2 would see parking provision to the west of the Church partially removed to accommodate a Southern Terrace (resulting in a net loss of 8 parking spaces). For phase 3 parking spaces to the east of the Church would be rearranged, resulting in a net loss of 13 spaces. The implementation of Phase 3 will be subject to the relocation of the coach drop-off area within or close to the Market Place.

A phased approach allows for incremental change to Market Place and the monitoring of the results. The spaces lost here will be replaced on the Livestock Market area.

Pedestrian Movement

The preferred development option's main aim for the Market Place is to create a significantly better pedestrian environment and encourage accessibility and permeability of the area with adjacent key sites such as the Livestock Market area and Wheelgate. Pedestrian priority areas will be created along the north-western side of the Market Place and adjacent to St. Michael's Church through parking layout alterations.

1.5 DELIVERY CONSIDERATIONS

At present the retail offer (including services such as banks and estate agents) on Market Place is secondary to Wheelgate and this is reflected in lower footfall and rents. The proposed improvements would greatly enhance the footfall on both sides of Market Place by supporting flows from Wheelgate to the proposed Livestock Market area development and Wentworth Street. When considered in combination with the other preferred development options of the other key town centre sites, the Market Place improvements could help to create the right conditions for an increase in the rental tone within the town centre by generating increased demand for retail units.

The northern section is likely to appeal to A3 and A4 use food and drink operators with the provision of additional outside public space and increased pedestrian flows between the Livestock Market area and the Market Place. There may be concerns from retailers on the south side of the Market Place over the loss of a portion of the parking provision affecting trade. However, the proposals do not completely remove the parking provision and retain vehicular access. These concerns can be balanced by the increased pedestrian / retail flows between Wheelgate, the Market Place and the Livestock Market area as well as additional parking provision within the latter site. Recent events in the Market Place have proved that extra trade can be generated by the better use of the public space through events.



Generally the proposed improvements would serve to improve and enhance the retail offer within the Market Place and adjacent sites through the structuring and strengthening of retail flows, leading to increased dwell times while reducing expenditure leakage.

Key Partners

- Ryedale District Council
- Fitzwilliam Malton Estate
- North Yorkshire County Council
- Yorkshire Forward
- Retail tenants, including market operator and traders
- English Heritage

Consultation Groups

- Malton & Norton Area Partnership
- Malton Town Council
- Business in Action
- THRIVE
- Retail tenants, including market traders and operator

Phasing and Timetables

Short Term

Action	Responsibility
Confirm formal support of NYCC as highways authority to implement Phase 1 proposals	RDC
Consult with retailers, Malton/Norton Area Partnership, Business in Action and THRIVE regarding the pedestrianisation of the north western area of the Market Place.	RDC/NYCC
Consult with stakeholders, wider community and RDC Conservation Officers regarding design and materials for streetscene improvements	RDC/NYCC
Further Liaison required with NYCC Transport Officers regarding new traffic circulation patterns and its affect on the proper management of traffic in Malton Town centre.	RDC/NYCC
Investigate potential for developer contributions and other funding sources, including NYCC.	RDC
Implementation of Phase 1 and alteration of traffic system/ issuing traffic orders.	RDC/NYCC
Implementation of streetscene improvements	RDC / NYCC
Liaise with Tourism Section of Ryedale District Council, Fitzwilliam Malton Estate and Yorkshire	RDC/NYCC

Tourist Board regarding relocation of facilities and re-use of former town hall for leisure use	
Organise regular events on the new public spaces to support and enhance the vitality of the town centre.	RDC/THRIVE/BIA/FME/NYCC/M&NP

Medium Term

Action	Responsibility
Monitor Traffic and Pedestrian movements	RDC/NYCC
Investigate potential for Phases 2 and 3. Consultation with a wide range of stakeholders on wider or complete pedestrianisation of Market Place, and securing adequate alternative parking provision close to the town centre.	RDC/ NYCC/BIA/THRIVE

Long Term

Action	Responsibility
Maintenance of improvements.	RDC / NYCC/FME