



**LETCHWORTH TOWN CENTRE STRATEGY STAKEHOLDER GROUP  
WORKSHOP NOTES ON LAND USE AND COMMUNITY FACILITIES  
18<sup>TH</sup> JANUARY 2006.**

**Group A                      Facilitators Simon Young/Melissa Tyler**

**Workshop 1 Land Use:**

<b>Strengths of Letchworth Garden City Town Centre</b>	<b>Weaknesses of Letchworth Garden City Town Centre</b>
<ul style="list-style-type: none"> <li>• Environment, wide paths etc, gardens</li> <li>• Relative safety</li> <li>• Range of facilities in town centre (e.g.: station, library, station)</li> <li>• Morrisons – brings people into town centre</li> <li>• Number of speciality shops – good range as long as not too much of certain types</li> <li>• Some good independent shops and restaurants</li> <li>• Range of shops and potential</li> <li>• Town centre still retains character as a town</li> <li>• Relatively large area of town centre (incl. parks – Broadway, Howard Gardens)</li> </ul>	<ul style="list-style-type: none"> <li>• Lack of flagship/ department store</li> <li>• Lack of restaurants</li> <li>• Lack of quality clothing shops</li> <li>• Disjointed – variety of locations of shops and limited connectivity</li> <li>• Too many of certain types of shops (e.g.: cards, hair, nails etc)</li> <li>• Police station not open long enough and not enough Police presence in town centre</li> <li>• Too many/over zealous traffic wardens – should be done by Police?</li> <li>• Media coverage of town centre is poor/negative</li> <li>• Variety of signs related to parking is confusing/not helpful to shoppers</li> <li>• ‘Nose in’ rather than parallel parking</li> <li>• Confusion between roles of Council(s) and LGCHF</li> <li>• Lack of facilities for children &amp; teenagers</li> <li>• Location of parking and ease of ‘in &amp; out’ for cars and pedestrians needs improving to support footfall and connectivity</li> </ul>

<b>What are the opportunities for change?</b>	<b>What factors should be taken into consideration when considering such opportunities for change?</b>
<ul style="list-style-type: none"> <li>• W1 – LGCHF proposals around Arena will help deliver department store/flagship</li> <li>• W2- will help deliver dept store/flagship</li> <li>• W3 – will help to deliver dept store/flagship. Increased footfall to support above 3</li> </ul>	<ul style="list-style-type: none"> <li>• Closer working between landowners and planning authority</li> <li>• Flagship stores in right sized premises would compliment specialist stores</li> <li>• LGCHF/NHDC should be more flexible re: allowing A3 uses</li> <li>• ‘Deadland’ alongside railway ideal for parking – help to address residents</li> </ul>

<ul style="list-style-type: none"> <li>• W4 – LGCHF proposals help deal with disjointed aspect of town centre. Also helps bring Wynd into town centre and generate more footfall</li> <li>• W5 – More competition will address this issue</li> <li>• W6 – Design aspects of town centre development needs to be ‘safe in design’ to help design out problems</li> <li>• W7 + W13 – Need to review need for, location &amp; reliance of on-street and balance of off-street provision</li> </ul>	<p>parking issues to favour town centre users</p>
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**How do the opportunities for change compare with the Letchworth Garden City Heritage Foundation (LGCHF) proposals**

- In general LGCHF proposals compare very well with issues raised
- Opportunities for rationalising parking provision i.e where, how, signage
- Opportunity to tidy up appearance of rear of shops especially The Wynd
- LGCHF proposals for ‘playbarn’ would meet need for young children – eating facilities for older children
- Need something else for older children – burn off energy  
Eg: better facilities at parks, youth clubs, community centres, craft ideas
- Makes more efficient use of land especially Arena

**Workshop 2 Community Facilities & Retail:**

<b>Mix &amp; types of land uses</b>		
<b>Right balance?</b>	<b>Location?</b>	<b>Any improvements</b>
Restaurants help general footfall		
Flagship retailers likely to include own café/restaurant		
Need to avoid over provision of uses that usually only open at night		
Better use of Howard Gardens/Lady Howard Hall for community/leisure facilities – Library /museum also on this site		

**Location of main retail core? (See Plan Attached)**

- Commerce Way/ top of Leys Avenue/  $\frac{3}{4}$  of Eastcheap  
Now extends to include Morrisons  
Footfall along Arena Parade increased
- Possibly move some of the specialist shops into core area
- Possibly enhance market to make more attractive

**Should these areas be protected from other land use activities?**

- Need to get more residents in town centres – where do people park, help town centre from safety perspective
- Need to try and maintain some retail uses in fringe areas to promote footfall

**Improvements to quality, mix and types of shopping and services?**

No comments made

**Other Issues**

No other issues were noted

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**Group B                      Facilitator Margaret Bracey**

**Workshop 1 Land Use:**

<b>Strengths of Letchworth Garden City Town Centre</b>	<b>Weaknesses of Letchworth Garden City Town Centre</b>
<ul style="list-style-type: none"> <li>• Compact centre</li> <li>• Ease of movement</li> <li>• Good streetscape</li> <li>• Railway station close to centre</li> <li>• Wide pavements</li> <li>• Some good independent shops and restaurants</li> <li>• Having a food supermarket in town centre</li> <li>• Mix of businesses banks/office</li> </ul>	<ul style="list-style-type: none"> <li>• Bus information</li> <li>• No integrated transport system (bus, taxi's)</li> <li>• No focal town centre</li> <li>• Lack of community facilities for regular meetings</li> <li>• Dual carriageway limits pedestrian walkways</li> <li>• Lack of range of shops</li> <li>• Quality of cafes limited</li> <li>• Multi-storey car park</li> <li>• Designer label quality</li> <li>• Town centre needs a point of difference specific centre</li> <li>• Town centre requires mix of quality residential</li> <li>• Requires a night time economy</li> <li>• No linkage /route to go into town</li> <li>• Retail is scattered</li> </ul>

<b>What are the opportunities for change?</b>	<b>What factors should be taken into consideration when considering such opportunities for change?</b>
<ul style="list-style-type: none"> <li>• A focused town centre in the centre</li> <li>• Integrated transport system</li> <li>• Focused retail areas</li> <li>• Pedestrianisation</li> <li>• AN anchor store E.g.; Marks &amp; Spencer, Debenhams</li> <li>• Access routes giving better shelter/cover</li> <li>• Look at car parking</li> <li>• Quality residential town centre accommodation</li> </ul>	<ul style="list-style-type: none"> <li>• Keep the character of Letchworth</li> <li>• Pavements in bad state of repair</li>   <li>• With parking</li> </ul>

<b>How do the opportunities for change compare with the Letchworth Garden City Heritage Foundation (LGCHF) proposals</b>
<ul style="list-style-type: none"> <li>• The proposals do not create a town centre</li> <li>• Needs to look at pedestrianisation</li> <li>• No integrated transport system</li> <li>• Not in keeping with the character of Letchworth Garden City</li> <li>• Opportunity in The Wynd and area to cluster like minded retailers</li> </ul>

<b>Other Issues</b>
<ul style="list-style-type: none"> <li>• Library/ Town Lodge corner</li> <li>• Old Grammar School</li> </ul>

**Group B                      Facilitators Margaret Bracey**

**Workshop 2 Community Facilities & Retail:**

<b>Mix &amp; types of land uses</b>		
<b>Right balance?</b>	<b>Location?</b>	<b>Any improvements</b>
Needs a town centre with grouped retailers a mix of shops and food/drink outlets		
High quality residential above shops with appropriate car parking for residents		
Covered walkways		
Community facilities adjacent to town centre not in the town centre		
Police station central		

<b>Location of main retail core? (See Plan Attached)</b>
<ul style="list-style-type: none"> <li>• No core area – Got all the parts, but they need to be consolidated</li> <li>• (A) on map indicates Core leisure</li> <li>• Retail from the core like spokes on a wheel</li> </ul>

<b>Should these areas be protected from other land use activities?</b>
<ul style="list-style-type: none"> <li>• No banks/ building societies</li> <li>• No charity shops</li> <li>• Community facilities in core area</li> <li>• No take aways</li> <li>• No Supermarkets</li> </ul>

<b>Improvements to quality, mix and types of shopping and services?</b>
<ul style="list-style-type: none"> <li>• An anchor store</li> <li>• Counter balance Morrisons with anchor stores</li> <li>• Greengrocers/butchers/hardware store</li> <li>• Open market</li> <li>• Mix of sizes</li> <li>• Individuality of the independents should be kept</li> <li>• Balance of multiples and independents</li> <li>• Avoid cloning!</li> </ul>

<b>Other Issues</b>
<p>Night time security  Rents/leases  Link rents to turnover</p>

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**Group C**

**Facilitators Helen Leitch/James Gran**

**Workshop 1 Land Use:**

<b>Strengths of Letchworth Garden City Town Centre</b>	<b>Weaknesses of Letchworth Garden City Town Centre</b>
<ul style="list-style-type: none"> <li>• Character of town</li> <li>• Not full of pubs – not as much anti-social behaviour</li> <li>• Rail station – proximity to town centre</li> </ul>	<ul style="list-style-type: none"> <li>• No real social activity</li> <li>• Lack of facilities – youth</li> <li>• Lack of focus or ‘statement’</li> <li>• History of the people attracted in the past is apparent today</li> <li>• Parking – multi-storey should be more accessible – permits often dominate</li> <li>• Stuck in the past – shop opening times</li> <li>• Type of shops</li> <li>• Personal security</li> </ul>

<b>What are the opportunities for change?</b>	<b>What factors should be taken into consideration when considering such opportunities for change?</b>
<ul style="list-style-type: none"> <li>• Larger retail units with parking for staff, residents etc</li> <li>• Flats and parking on The Wynd to increase town centre activity and boost small businesses</li> <li>• Compact even further – contain shopping</li> <li>• Town centre needs a ‘hook’ to attract the population</li> </ul>	<ul style="list-style-type: none"> <li>• Balance between keeping uniqueness and boosting vitality of town centre</li> </ul>

<b>How do the opportunities for change compare with the Letchworth Garden City Heritage Foundation (LGCHF) proposals</b>
<ul style="list-style-type: none"> <li>• Over development of the site – Arena development</li> <li>• Service issues to serve the above – refuse collection and deliveries for the retail units</li> <li>• Wynd will remain inaccessible, lack of promotion would remain</li> <li>• Keep Letchworth as Letchworth, but more vitality and activity</li> </ul>

**Workshop 2: Community Facilities & Retail**

<b>Mix &amp; types of land uses</b>		
<b>Right balance?</b>	<b>Location?</b>	<b>Any improvements</b>
Needs a 'cycle' of shopping movement in square or circle like Milton Keynes		
Replace The Wynd with mainly residential/parking		
Less lower end retail units: charity shops/low budget outlets		
Needs units to day and night opening Eg: restaurants adjacent higher quality retailing		
Established/successful businesses locate in central town centre then concentrate on rest of town centre		

**Location of main retail core? (Not shown on Plan)**

- Arena Parade, Eastcheap and Commerce Way

**Should these areas be protected from other land use activities?**

- No, mixed use development in main retail core area is needed

**Improvements to quality, mix and types of shopping and services?**

- Bring in more residents into town centre and this will underpin and address the quality and mix of shopping & services
- Needs brave steps to be taken to get balance right

**Other Issues**

No other issues were noted

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**Group D**

**Facilitators Paul Stevens/Andy Graham**

**Workshop 1 Land Use**

<b>Strengths of Letchworth Garden City Town Centre</b>	<b>Weaknesses of Letchworth Garden City Town Centre</b>
<ul style="list-style-type: none"> <li>• Diversity of retail</li> <li>• Pedestrian friendly</li> <li>• Compact</li> <li>• Fairly attractive visually</li> <li>• Good architecture</li> <li>• Cinema in town centre</li> <li>• Location of rail station</li> <li>• Good selection of specialised retail</li> </ul>	<ul style="list-style-type: none"> <li>• Too many service outlets</li> <li>• Not enough retail</li> <li>• Town centre not well defined (retail dispersed)</li> <li>• Lack of evening economy</li> <li>• Lack of evening venues</li> <li>• Anti social behaviour</li> <li>• Multi-storey not user friendly</li> <li>• Buses inadequate</li> <li>• Lack of youth facilities near town centre</li> <li>• Lack of town centre residential</li> <li>• Need more restaurants</li> <li>• Lack of Police presence</li> <li>• Parking issues</li> <li>• Lack of signage Eg: directions to town centre</li> <li>• Leakage of trade (i.e residents not shopping in Letchworth)</li> <li>• Specialist shops dispersed and difficult to find</li> <li>• Lack of larger retail stores</li> </ul>

<b>What are the opportunities for change?</b>	<b>What factors should be taken into consideration when considering such opportunities for change?</b>
<ul style="list-style-type: none"> <li>• Considered low for major change</li> <li>• Attract new types of business eg: Technology</li> <li>• Encourage people to live &amp; work in Letchworth</li> <li>• Change should accommodate protection and encouragement of small businesses Eg: greengrocers, butchers etc..</li> <li>• Better signage &amp; hierarchy of land use</li> <li>• To create better links to and through The Arcade</li> <li>• To provide focal point for The Wynd</li> <li>• To create a better network of linked spaces</li> <li>• To renovate the indoor market and make it more appealing</li> </ul>	<ul style="list-style-type: none"> <li>• Unrealistic costs/revenue</li> </ul>

<b>How do the opportunities for change compare with the Letchworth Garden City Heritage Foundation (LGCHF) proposals</b>
<ul style="list-style-type: none"> <li>• Over ambitious</li> <li>• Improve affluence of the town</li> <li>• Too focused on retail to be sustainable</li> <li>• Good that residential units are incorporated</li> <li>• Will encourage people who live in Letchworth to shop and stay here longer term</li> <li>• Design needs to be robust</li> <li>• 40 degree parking will reduce width of pavements</li> </ul>

**Group D****Facilitators Paul Stevens/ Andy Graham****Workshop 2: Community Facilities & Retail**

<b>Mix &amp; types of land uses</b>		
<b>Right balance?</b>	<b>Location?</b>	<b>Any improvements</b>
Need more food/drink	Central	
Need more retail – - Grocery - Butchers etc - Fishmongers	Concentrated in food court	
Need more late night outlets		
Variety of restaurants		
Need Community facilities for mid teens		
Need wine bars etc.		
No Doctors surgery/ Dentists	Central	
No more office buildings		
Nexus is under used		
Use Town Hall for centre of excellence/museum etc		

**Location of main retail core? (See Plan Attached)**

- Eastcheap/Commerce Way block
- From Wynd to the Rail Station
- Satisfied with current mix of retail and other uses

**Should these areas be protected from other land use activities?**

- Retail banks
- Priority retail ground floor and promote office use on higher levels
- Happy for no protection and have mixed use in town centre core

**Improvements to quality, mix and types of shopping and services?**

- Too many duplicated retail of Eg: card shops etc
- Need more clothes shops & shoe shops
- Need more coffee shops Eg Café Nero etc
- Need more Eg: Tapas bar by rail station, wine bar
- Need generally more entertainment to include Eg; Pubs/music
- Suggest youth facilities in Eg: Bingo Hall
- Independent shops build character, but need small core of multiples. To stop losing shoppers to multiples in other areas
- Lack of soft furnishings

**Other Issues**

There were no there issues noted

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**Group E**

**Facilitators Andy Beavan/Naomi Gould**

**Workshop 1: Land Use:**

<b>Strengths of Letchworth Garden City Town Centre</b>	<b>Weaknesses of Letchworth Garden City Town Centre</b>
<ul style="list-style-type: none"> <li>• Unique architecture</li> <li>• Morrisons</li> <li>• Number of unusual/different shops</li> <li>• Open spaces</li> <li>• Broadway Gardens ( focal centre)</li> <li>• Different</li> <li>• Architecture of shops fronts on Eastcheap</li> <li>• Easy access by foot and car from other areas of Letchworth</li> <li>• Scattered car parks</li> <li>• Quiet at night time</li> <li>• The Arcade/Leys Avenue/Eastcheap 1920's architecture feel of the place</li> <li>• Mixed use</li> <li>• Rail station in town centre</li> <li>• Cinema</li> <li>• Library</li> <li>• Access to A1</li> <li>• Sense of space</li> <li>• Comfortable - daytime</li> </ul>	<ul style="list-style-type: none"> <li>• Not a lot of life at night time – safety (natural surveillance)</li> <li>• Traffic</li> <li>• No centre to town centre</li> <li>• Lack of adequate range of shops/ department store?</li> <li>• Lack of choice</li> <li>• Lack of restaurants/outside eating</li> <li>• Lot of similar shops</li> <li>• Covered pedestrian area – dark space – indoor market</li> <li>• No tradition pub</li> <li>• Lack of Police</li> <li>• No clear signage to car parks</li> <li>• Scattered car parks – no flow</li> <li>• Pedestrian crossing – near Morrisons holds up traffic, pollution for pedestrians</li> <li>• Arena Parade – traffic/busy poor appearance</li> <li>• Lack of amenities for teenagers</li> <li>• Lack of open space - market</li> </ul>

<b>What are the opportunities for change?</b>	<b>What factors should be taken into consideration when considering such opportunities for change?</b>
<ul style="list-style-type: none"> <li>• Better traffic flows – Gernon Road, Eastcheap – ease traffic</li> <li>• Better signage</li> <li>• Wasted land eg: town hall, scope for reorganisation/redevelopment</li> <li>• A) Redevelop this area (Arena)</li> <li>• B)Top end of Leys Avenue possibly glazed roof – shift gravity away from Arena/Morrisons – create centre</li> <li>• Insufficient range of eateries for range of people Eg: families</li> <li>• Big chain/small department store/focal shop Eg Welwyn Garden City</li> <li>• Old Grammar school – not conflicting retail – economic/business/community space</li> </ul>	<ul style="list-style-type: none"> <li>• Create centre that works</li> <li>• Balance – come in big shops/discover individual shops/specialists</li> <li>• Encouraging landlords to work with each other and their tenants</li> <li>• Larger unit size to attract large retailer – linked to need to redevelop</li> </ul>

**How do the opportunities for change compare with the Letchworth Garden City Heritage Foundation (LGCHF) proposals**

- Improved car parking, play barn, youth facilities – The Wynd area – flow of people through as park there
- Increased leisure uses – concentration of use? ‘Theme park’ Letchworth?
- Solid development (Arena Parade) – Morrisons –shift gravity
- Drag people away from smaller Wynd development should be developed, but Arena Parade (A) 1 or 2 ‘named’ larger stores link by (B) into town centre with car parking (underground). Needs to be developed with thought given to rest of town centre. The Wynd development must be integrated with development of Arena Parade.
- Big Stores, car parking

**Other Issues**

- Grammar School
- Indoor market – Too small, dull, dark, smells etc
- Bingo Hall – Under used
- Town Hall – Needs to be brought back into use – important building
- Town Hall blocks sunshine – need to maximise the sunshine
- Need to remember it is a GARDEN CITY – need green spaces maintained

**Group E                      Facilitators Andy Beavan/Naomi Gould**

**Workshop 2: Community Facilities & Retail:**

<b>Mix &amp; types of land uses</b>		
<b>Right balance?</b>	<b>Location?</b>	<b>Any improvements</b>
Primary shopping area – possibly area A Station Road currently loses out		
Do we want blocks of land uses?		
Farmers market, indoor market, the Wynd – need for smaller than small shops – uses lend themselves to being together		
Street market – poss pedestrian area		
Potential to use area (current roundabout by Hogshead) and Leys Square		
Currently right balance banks/estate agents/shops. Not similar shops together		
Bottom of Leys avenue and Station Road – struggling front out the wrong way. Mixed use		
Good to have scattered restaurants/cafes for day, would be good to have concentration of restaurants for night time (away from residential)		
The Place not used – access problems – under utilised		

In need of enhancement – Plinston hall, Brotherhood Hall, Howard Hall – too many under used halls		
Nothing for teenagers Eg Bowes Lyon House, Stevenage – want to be in area A – that’s where they hang out – day & night		
Not nightlife but life at night		
Target specific groups Eg: younger professionals		
Some provision – open spaces		

**Location of main retail core? (See Plan Attached)**

- Where is it at the moment?
- Eastcheap, Leys avenue and into Commerce Way (Area ‘C’ on Plan)
- There isn’t a middle – that is the problem
- Not Morrison and area ‘A’ on Plan (edge) – but Morrisons is the place where most people spend most money
- Is it in the right place? – Yes it’s in the centre – as a focus (Area ‘B’ on Plan)

**Should these areas be protected from other land use activities?**

- No – could have a mix Eg: Cafes/ A3/ Restaurants, but don’t water down with too many uses

**Improvements to quality, mix and types of shopping and services?**

- New uses – need to be high quality
- No more charity shops (not less) – good they are scattered
- Specialist shops (Eg Cook shop)
- Need to link night time uses etc to shopping uses – attract the same demographic
- No men’s clothes shops
- Attract a shop that no-one else has – a large retailer that is starting to have smaller units (Eg Ikea) Next
- Balance of retailers in Hitchin is excellent
- Nice café restaurants eg Café Rouge
- SIZE for decent department store – not one in Hitchin, Stevenage – compliment
- QUALITY – Commerce Way not attractive – architecture should go back to original shop frontage – Letchworth feel as Surfing Café has done
- Create open space in area B, but retain architecture
- Possible to pedestrianise Leys Avenue

**Other Issues**

No other issues were noted

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**Group F                      Facilitators Mark Wilson/Kirstie Hough**

**Workshop 1 Land Use:**

<b>Strengths of Letchworth Garden City Town Centre</b>	<b>Weaknesses of Letchworth Garden City Town Centre</b>
<ul style="list-style-type: none"> <li>• Independent shops</li> <li>• Farmers market</li> <li>• Indoor market</li> <li>• CCTV</li> <li>• Wide pavements and open space</li> <li>• Morrisons</li> <li>• Leys Square</li> </ul>	<ul style="list-style-type: none"> <li>• Lack of multiples</li> <li>• Parking – location</li> <li>• Signage – to car parks and streets</li> <li>• Road system – bottlenecks</li> <li>• Poor pedestrian crossing on Broadway</li> <li>• Lack of leisure facilities – particularly youth</li> <li>• No evening economy</li> <li>• Indoor market needs a revamp</li> <li>• Lack of linkage between each shopping area</li> <li>• Limited range/variety of shops</li> </ul>

<b>What are the opportunities for change?</b>	<b>What factors should be taken into consideration when considering such opportunities for change?</b>
<ul style="list-style-type: none"> <li>• Use Gala bingo premises on Commerce Way</li> <li>• Improve car parking</li> </ul>	

<b>How do the opportunities for change compare with the Letchworth Garden City Heritage Foundation (LGCHF) proposals</b>
<ul style="list-style-type: none"> <li>• Bring in larger multiples</li> <li>• More residential in town centre to bring in more customers</li> <li>• Ability to enhance car parking</li> </ul>

## Workshop 2: Community Facilities

<b>Mix &amp; types of land uses</b>		
<b>Right balance?</b>	<b>Location?</b>	<b>Any improvements</b>
Pubs well balanced out		
Restaurants spread out		
Need for better play area/crèche so parents can shop		
More restaurant/cafes to go in evening (non alcoholic)		
Station Road – ‘No-mans land’		
Leys Square should be a more focal point of the town		
Morrisons may be only place people visit		
Daytime land use ok – need evening		
Cinema, Snooker club – few community facilities		

<b>Location of main retail core? (Not shown on Plan)</b>
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- |   |
|---|
| <ul style="list-style-type: none"> <li>• Commerce Way</li> <li>• Morrisons – can be used by itself</li> </ul> |
|---|

<b>Should these areas be protected from other land use activities?</b>
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- |   |
|---|
| <ul style="list-style-type: none"> <li>• Commerce Way (core area) – remain as shops</li> <li>• Leys Square (used as evening leisure) to be more ‘central’ with seating outside</li> </ul> |
|---|

<b>Improvements to quality, mix and types of shopping and services?</b>
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|--|
| <ul style="list-style-type: none"> <li>• More evening uses</li> <li>• Car park in Wynd would help pedestrian flows</li> <li>• Be good to get Wynd back – linked to town more again</li> <li>• Commerce Way – core. Other areas secondary to this</li> <li>• Improve Wynd – car park, CCTV, retail uses, access – ‘quirky’ shops</li> <li>• Need to draw people from new uses in Wynd to rest of the town.</li> </ul> |
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<b>Other Issues</b>
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No other issues were raised
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**Group G                      Facilitator: Louise Symes**

**Workshop 1: Land Use**

<b>Strengths of Letchworth Garden City Town Centre</b>	<b>Weaknesses of Letchworth Garden City Town Centre</b>
<ul style="list-style-type: none"> <li>• Compact</li> <li>• Small/specialist shops</li> <li>• Morrisons</li> <li>• Parking</li> <li>• Eateries</li> <li>• Train station</li> <li>• Wide Streets</li> <li>• Cinema</li> <li>• Architectural style (Leys Ave)</li> <li>• Residential</li> </ul>	<ul style="list-style-type: none"> <li>• Compact but not a good shape</li> <li>• Few entertainment facilities</li> <li>• Unclear bus information</li> <li>• Traffic</li> <li>• Multi-storey car park</li> <li>• Lighting poor</li> <li>• Lack of family facilities (seating &amp; play areas)</li> <li>• Lack of residential parking</li> </ul>

<b>What are the opportunities for change?</b>	<b>What factors should be taken into consideration when considering such opportunities for change?</b>
<ul style="list-style-type: none"> <li>• Better utilisation of Multi-storey car park</li> <li>• Provide leisure area around library and Gernon Road Council Offices</li> <li>• Broadway Gardens not well used</li> <li>• The Wynd area and the bottom of Station Road</li> <li>• Provide a Bus station at the Rail station</li> </ul>	<ul style="list-style-type: none"> <li>• Improvements to be made to the multi-storey to be made more user friendly - consider wider spaces in multi-storey</li> <li>• Keep library in this leisure zone</li> <li>• Consider holding more Events, with outdoor Cafes</li> <li>• A 'draw' is needed and move some businesses closer</li> </ul>

<b>How do the opportunities for change compare with the Letchworth Garden City Heritage Foundation (LGCHF) proposals</b>
<ul style="list-style-type: none"> <li>• Concern that the Arena development will kill the other end of town</li> <li>• Open up the entrances to the Wynd to draw people in</li> <li>• Retain some low rent shops</li> <li>• Better parking near The Wynd and family facilities</li> </ul>

**Group G****Facilitator: Louise Symes****Workshop 2: Community Facilities & Retail:**

<b>Mix &amp; types of land uses</b>		
<b>Right balance?</b>	<b>Location?</b>	<b>Any improvements</b>
More residential accommodation but not at the expense of shops		
Need a Good attractor/facility for young people		
Good quality night clubs and wine bars		
Specialised markets –	In the Town Square	
Need for multiple shops to attract more visitors		
Bigger/wider choice of shops		
Quality pubs		
Better balance of food/drink with varied operating hours		
Improve better quality shops		

**Location of main retail core? (See Plan Attached)**

- Eastcheap/Leys Avenue
- A) Central core around Howard Square – embracing pedestrian footfall
- B) Morrisons is sub core attracting towards central to Howard Square

**Should these areas be protected from other land use activities?**

- Preference to be mixed uses on periphery of main retail core area

**Improvements to quality, mix and types of shopping and services?**

- Aim to bring multiples (like Next and M&S) to the core
- Opportunities for specialist shops
- Opportunity for larger units but limited in number

**Other Issues**

No other issues were noted

**LETCHWORTH TOWN CENTRE STRATEGY STAKEHOLDER GROUP  
WORKSHOP NOTES ON LAND USE AND COMMUNITY FACILITIES  
18<sup>TH</sup> JANUARY 2006.**

**Group H                      Facilitator Liz Marten**

**Workshop 1 Land Use**

<b>Strengths of Letchworth Garden City Town Centre</b>	<b>Weaknesses of Letchworth Garden City Town Centre</b>
<ul style="list-style-type: none"> <li>• Spacious</li> <li>• Individual/independent outlets</li> <li>• Transport links</li> <li>• Rail station positioned centrally</li> <li>• Reasonably priced car parks</li> <li>• Green</li> <li>• Sports facilities</li> <li>• Industrial, commercial and retail mix well</li> <li>• Compact</li> </ul>	<ul style="list-style-type: none"> <li>• Major Outlets – Department store</li> <li>• No culture in evening</li> <li>• Rail Station lifts</li> <li>• Too high turnover of smaller outlets</li> <li>• Overhead costs</li> <li>• Insufficient publicity about activities</li> <li>• Parking needs review</li> <li>• Insufficient larger sq ft units</li> </ul>

<b>What are the opportunities for change?</b>	<b>What factors should be taken into consideration when considering such opportunities for change?</b>
<ul style="list-style-type: none"> <li>• Keep retail to centre units</li> <li>• Theatre/ Grammar School site</li> <li>• More of a mix of units also amenities for all ages</li> <li>• Youth Club centrally</li> <li>• More co-ordination between owners and users</li> <li>• Pedestrianise Eastcheap/Leys Avenue</li> </ul>	<ul style="list-style-type: none"> <li>• Are existing buildings flexible enough</li> <li>• Rail station be central can be a disadvantage</li> <li>• Insufficient land available for more uses</li> </ul>

<b>How do the opportunities for change compare with the Letchworth Garden City Heritage Foundation (LGCHF) proposals</b>
<ul style="list-style-type: none"> <li>• Larger car park in Arena area</li> <li>• Smaller car park in Wynd area</li> <li>• Play barn welcome</li> </ul>

**Workshop 2 Community Facilities & Retail:**

<b>Mix &amp; types of land uses</b>		
<b>Right balance?</b>	<b>Location?</b>	<b>Any improvements</b>
Needs commercial, light industrial as people employed will shop in town centre		
Quality of food outlets needs addressing		
Signage and publicity of what is available and where Eg: Wynd		
Insufficient car parking		
Multi-storey needs complete revamp		
Chevron parking an improvement of land usage		
Better Library		
Outdoor market		

**Location of main retail core? (Not shown on Plan)**

- East cheap/shopping precinct/top Leys Avenue
- Triangle – multi-storey/Arena car park/Rail Station
- Potential triangle – Station Road, Leys Avenue, Wynd

**Should these areas be protected from other land use activities?**

- Retain mixed uses
- Restrict centre to strictly retail

**Improvements to quality, mix and types of shopping and services?**

- More clothing especially for men
- Restrict multi nationals
- Outside retail park to be increased
- Retail park to also have community amenities Eg: bowling alley, bingo etc.
- Bus link between town centre and retail park where bi8g multiples can be housed
- Multiples that are not prominent in other towns

**Other Issues**

No other issues were raised