

**LETCWORTH TOWN CENTRE STRATEGY STAKEHOLDER GROUP
WORKSHOP NOTES ON BUILT ENVIRONMENT ISSUES PLUS PROMOTION
AND MARKETING INITIATIVES
30th MARCH 2006.**

Group A: Facilitators Simon Young/James Gran

Workshop 1: Built Environment

What Areas do you value in the Town Centre?

Areas/Examples	Why?
<ul style="list-style-type: none"> • Repeat Leys Avenue/Eastcheap more in town centre • Station style of architecture is right • Town Hall • Pitched tiled roofs • The Arcade • Height overall of Letchworth buildings is important • Grammar School frontage • Pavement width • Comfortable to walk and shop in town centre • Links between main areas are good/wide 	<ul style="list-style-type: none"> • Makes the town different from other town centres in the UK • Original to Letchworth, but needs work • Vista view from Broadway • Pavement width

Areas for Possible Change/Improvement

Areas – see attached plan	Why?
<ul style="list-style-type: none"> • Station: appearance, constrained by space – so moving War Memorial perhaps (Area '1' on attached plan) • Farmers market area needs to be increased or make provision for expansion (Area '2' on attached plan) • Arena Parade car park (Area '3' on attached plan) • Post Office (Area '4' on attached plan) • The Wynd – seems separate from rest of town centre. Open up access 	<ul style="list-style-type: none"> • Needs to be more of a 'Gateway' and more distinct • To allow growth of the market or provide for other outdoor activities /events • To include it more into town centre as feels separate at present

<p>to it to promote activity/access (Area '5' on attached plan)</p> <ul style="list-style-type: none"> • St Michael's House (Area '6' on attached plan) • Station Road (Area '7' on attached plan) 	<ul style="list-style-type: none"> • Improve access to the Wynd • Nothing of any significance. Turn to affordable residential
--	---

Development Areas Identified for Change

Areas	Form of Development
<ul style="list-style-type: none"> • 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 	<ul style="list-style-type: none"> • Makes more efficient use of land especially Arena • Need something else for older children – burn off energy Eg: better facilities at parks, youth clubs, community centres, craft ideas

Enhancement Areas Identified for Change

Areas	Type of Enhancement
<ul style="list-style-type: none"> • Leys Avenue/ Eastcheap • Main Town centre • Central town centre Eastcheap/Leys Avenue • Central town centre • Station Road • To rest of town centre 	<ul style="list-style-type: none"> • No modern street furniture • Keep /improve difference between pavement/highway, more distinct. • Strike balance between traffic calming and congestion • Keep the wide pavements, clutter free from CCTV cameras on poles (only on buildings) • Benches would be useful here • Extend 20mph of Leys Avenue to other roads in town centre

Group A: Facilitators Simon Young/James Gran

Workshop 2: Promotion & marketing and Setting a Vision

Ideas to Raise Profile:	
Initiatives	How
Civic Pride: Lighting at night of key buildings (Post Office/Station). Pavement lighting	<ul style="list-style-type: none">• Winter/early evening lighting - subtle
Identity: Clean, pretty, retain flower baskets – inviting and friendly.	<ul style="list-style-type: none">• Retain baskets/tubs. More individual gardens.• The 'brown signs' stating "You are entering ..." on access points to town centre. Put on 'gateways ' to town. More apparent statements of World first Garden City heritage.• Sell the brand of the Garden City concept.• Street/road signs unique to LGC.
Partnership Working	

Possible Vision Statement

'To create and promote an attractive, safe, accessible, vibrant town centre based on emphasising its green heritage as the world's first garden city, meeting the future aspirations of our visitors and local community.'

**LETCWORTH TOWN CENTRE STRATEGY STAKEHOLDER GROUP
WORKSHOP NOTES ON BUILT ENVIRONMENT ISSUES PLUS PROMOTION
AND MARKETING INITIATIVES
30th MARCH 2006.**

Group C: Facilitators Margaret Bracey/Andy Graham

Workshop 1: Built Environment

What Areas do you value in the Town Centre?

Areas/Examples	Why
<ul style="list-style-type: none"> • Broadway Gardens • Post Office, Library, Museum • Approach to the Broadway/fountain Town Hall (Council offices) • Avenues of trees Retain the open spaces • Shop frontages • Arcade 	<ul style="list-style-type: none"> • Part of history of the town (would like a bandstand) • Roofline and roofscape important • Attractive entrance • Attractive • Retain the uniqueness of the original shop fronts Scope for some modernity • Attractive and well maintained

Areas for Possible Change/Improvement

Areas	Why
<ul style="list-style-type: none"> • Candy corner • Eastcheap/Leys Avenue • The Wynd/ St Michael's House • Station Parade • Arena Parade • Gates Garage, Station Road • Indoor market • Post Office site • Shed between Town Lodge and Brotherhood Hall 	<ul style="list-style-type: none"> • Eyesore • Tired looking • Needs to be tidied up • Ugly, totally inappropriate • Footfall enlarged • Doesn't fit the street scene • Looks tired • Could be improved, but retain the character • Inappropriate for the area

Development Areas Identified for Change

Areas	Form of Development
<ul style="list-style-type: none"> General 	<ul style="list-style-type: none"> Fits in with the Georgian style Retain roof line Specific design of Letchworth, a mixture of styles to reflect the time Quality buildings No/Yes large developments (2 views of large development)
<ul style="list-style-type: none"> Leys Avenue/Eastcheap 	<ul style="list-style-type: none"> Keep wide pavements, flower beds/seating, café tables on the pavements Pedestrianise, on street parking

Group C: Facilitators Margaret Bracey/Andy Graham

Workshop 2: Promotion & marketing and Setting a Vision

Ideas to Raise Profile	
Initiatives	How?
Civic Pride: Arts Centre Museums, Standalone Farm, Museum and visitor centre	<ul style="list-style-type: none"> Promotes cultural. Combine the 2 museums. A cultural and educational attraction.
Identity: Broadway Gardens, Promote First Garden City	
Partnership working: Retailers/Town Centre partnership. Heritage Foundation	<ul style="list-style-type: none"> Make better use of e.g. yearly events
Business Interest: Small town shops High quality retailers	<ul style="list-style-type: none"> Lower rents to encourage businesses. Wider retail profile
Visitors: Town Centre walk. Promote heritage sites. Open up public buildings. Promote attractive town centre shops. Extend heritage trail	<ul style="list-style-type: none"> Free parking once a month (not workable) Improved car parks Improved signage
Other Areas	

Possible Vision Statement

'To maintain a safe, attractive environment for the local community. To encourage visitors to a vibrant, lively town centre in the world's first Garden City.'

**LETCWORTH TOWN CENTRE STRATEGY STAKEHOLDER GROUP
WORKSHOP NOTES ON BUILT ENVIRONMENT ISSUES PLUS PROMOTION
AND MARKETING INITIATIVES
30th MARCH 2006.**

Group E: Facilitators Richard Kelly/Naomi Gould

Workshop 1: Built Environment

What Areas do you value in the Town Centre?

Areas/ Examples	Why?
<ul style="list-style-type: none"> • Views in Broadway Gardens (particularly fountains) and Broadway down to station • Grammar School building • Cinema • Variety of interesting shops • Open spaces around WH Smith and Hogs Head • Style and rooflines of shops (Especially Eastcheap, Leys Avenue) • Morrison's • View from Arena Parade • View to Howard Park • Town Hall (frontage) • Railway station, College building (except glazing) and Nexus building • Wide pavements, open vistas • Old Arcade 	<ul style="list-style-type: none"> • Character/ attractive buildings 'lifts your soul' • High architectural quality • Detail – heights, roofscape, windows • Planned

Areas for possible Change/Improvement

Areas	Why
<ul style="list-style-type: none"> • Roundabout at junction of Leys Avenue, Eastcheap and Station Road. Area around station. ('A' on attached plan) Dorchester House – Ugly and surrounding it down Station Road. • Arena Parade (area 'F' on attached plan) • View down Station Road down Works Road – view of industrial chimneys (see 'B' on attached plan) 	<ul style="list-style-type: none"> • Meant to be visual & transport focal point, has ability. Not used as well as it could be. Unhelpful double roundabout – need better circulation. Total mess – whole environment • Only be salvaged by major works probably redevelopment, but reasonable sized shops. Typical Letchworth buildings – pitch roofs, Dormers, similar types of shops. Replicate Broadway Hotel frontage. • View when arrive in Letchworth from station.

<ul style="list-style-type: none"> • Council Offices and service yard (Area 'D' on attached plan) • Leys Square (Areas 'C' and 'E' on attached plan) • Commerce Way/Garden Square shopping centre (Area 'G' on attached plan) • St Michael's House, Leys Avenue & Eastcheap (Areas 'H' and 'I' on attached plan) 	<ul style="list-style-type: none"> • Not seen as part of town centre. Eyesore. Car park not used. • Stop traffic, glazed canopy or left open with linked canopy to Wynd. Café culture. Possibility of markets. • Doesn't blend. Not as bad as other places. • Roads – access to Area 'A' on attached plan.
--	--

Development Areas Identified for Change

Areas – See attached Plan	Form of Development
'A'	<ul style="list-style-type: none"> • Needs to be taken as an entity and reworked. Needs coherence and function = people coming and going. Change built environment round it. Entrance to Letchworth. Apply discipline that works in Broadway Gardens to Area A. Change traffic flow.
'F'	<ul style="list-style-type: none"> • Should match Broadway Hotel and Morrison's 'traditional' elements of Arts & Crafts style. Need to break up roofline, traditional pitched roof. Not overwhelming bulk. Would not want something large behind Town Hall. Retain vista. Needs to all be careful sympathetic.

Enhancement Areas Identified for Change

Areas	Type of Enhancement
Leys Avenue – Area 'I'	<ul style="list-style-type: none"> • More flowers, colour, promote Garden City theme. Existing planters looking tired. Hotch potch of street furniture – could be improved. Uniform/wholesomeness E.g. Melton Mowbray.
Overall Town centre especially Leys Ave	<ul style="list-style-type: none"> • Environmental enhancements. Street furniture – complete review <u>Unity</u> not uniform, good example, Melton Mowbray. Rationalise signage. Reduce highways sign.

<p>Leys Avenue/ Eastcheap - Area 'I'</p> <p>'A & E'</p>	<ul style="list-style-type: none"> • Pedestrianisation Like Hitchin High Street – closed on Saturdays • Creating a town focus. Mobile network – wireless network. Emphasise and keep character of Letchworth – Physical character. Keep special things to see – reason for them to visit. Nice place to stay and keep coming back. Good thing – no graffiti, clean
---	--

Group E: Facilitators Richard Kelly/Naomi Gould

Workshop 2: Promotion & Marketing and Setting a Vision

Ideas to Raise Profile	
Initiatives	How?
<p>Civic Pride – Pride in where you are from. Hitchin tends to be a market town pulling people to the area. Twice as many car parking tickets bought in Hitchin than in Letchworth, although similar size.</p> <p>Hidden jewel – don't know what's there.</p> <p>Possible to organise TC manager (funded by NHDC & foundation), runs TC initiative town council, foundation. Currently a bit confusing.</p>	<ul style="list-style-type: none"> • Get people who live in Letchworth to use Letchworth for community shopping. Morrison's has helped. • Create a town square – Leys Square – people congregate. • Festivals/ Gala days/ markets use Broadway Gardens/Square in front of Arena Parade.
<p>Identity – Specialist The Garden City – special character Smaller identities – David's bookshop Morrison's</p>	<ul style="list-style-type: none"> • Move tourist office with museum in Town Hall – high profile. • Museum constrained by size. • Areas A & E as shown on attached plan to be improved – add to identity. • More importance INTERNATIONALLY. • Link into network of colleges (architecture) • Town & Country planning Institute considering using Letchworth as archive centre.

Partnership Working – Currently confusing	
Business Interest – Should we? Yes	<ul style="list-style-type: none"> • Larger shop units. • Reasonably large employment. Sites maintained, Council Offices, Nexus, Spirella. Where would offices go? • Better to have more residential areas – nighttime economy. • Do we want Letchworth to be like Hitchin? • Need more restaurants – quality E.g. Ludlow. • Plus Cinema underused. • Competition for nighttime economy – Hitchin/ Stevenage – Do not necessarily want that.
Visitors -	<ul style="list-style-type: none"> • People visit for architecture. Concept – town planning exercise. • Houses, greenery right into town centre. • ‘Ordinary’ people come to look at buildings.
Other Ideas -	<ul style="list-style-type: none"> • Not actively promoted. • Could bring both museums in Letchworth together. Would not visit two museums in one day.

Possible Vision Statement

‘A vibrant town centre worthy of the world’s first garden city.’
--