

Wheelgate Development Brief  
WSP Group and Atisreal for Ryedale District Council  
and Yorkshire Forward

---

# QM

Issue/revision	Issue 1	Revision 1	Revision 2	Revision 3
Remarks				
Date		31/08/08		
Prepared by	Peter Farnham	Paul Comerford		
Signature				
Checked by	Stuart Baillie	Paul Comerford		
Signature				
Authorised by	Paul Comerford	Paul Comerford		
Signature				
Project number	11140830/PT1	11140830/PT1		
File reference				

**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>**



# Wheelgate



## 1.1 OVERVIEW

### Phase 1

- Improved pedestrian / retail environment for Wheelgate
- Improved signage to supporting pedestrian / retail flows
- Widening of pavements along the north eastern section of the road
- Shopfront improvements
- Streetscene enhancements
- Retention of car parking provision

### Phase 2

- Potential for further pavement widening to Butchers Corner in the long-term

## 1.2 SITE CONTEXT

### Description of current site

Wheelgate is the retail heart of Malton stretching from Yorkersgate at Butchers Corner to Newbiggin in the north. It is well connected to the Market Place and Livestock Market sites by a number of tributary streets that slope up in a westerly direction towards both areas. Wheelgate currently serves as the main north-south traffic route through the town which has a negative effect on the pedestrian environment. Pedestrian flows are also hindered by a lack of crossing points and parked vehicles along the eastern side of the street. In addition to regular vehicular traffic, delivery vehicles also use Wheelgate for the loading of goods that interrupts traffic flows.

Wheelgate itself is a historic street that has been developed in a piecemeal fashion to accommodate modern retail units. This evolution has contributed to a mixed quality of architecture, despite several buildings being Grade II listed. Many buildings retain attractive original features but a number of shopfronts are unsympathetic to the form and historic character of the street.

### Current Use(s)

Wheelgate is Malton's retail heart with a mixture of independent and chain stores along both sides of the road. Small to medium size businesses are also located above some shops with some limited residential.

### Utilities and Servicing


Servicing and deliveries are carried out in front of the retail units throughout the day causing congestion for traffic and pedestrians. Some limited deliveries are taken to the rear of the properties.

## 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 that 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

Wheelgate falls within the defined Development Limits, Town Centre Commercial Limits and Conservation Area.

Saved Policies:

- R1 – Town Centre Commercial Limits
- R9 – Shopfronts
- R10 – Shop advertisements
- C4 – Trees in Conservation Areas
- C5 – Advertisements in Conservation Areas
- C7 – Alterations or extensions to Listed Buildings
- C10 - Applications affecting the setting of Listed Buildings
- T7 – Parking
- T10 – Public Rights of Way and pedestrian facilities
- U3 – Surface water run-off

Supplementary Planning Guidance

- Shopfront Design and Signs 2005

Conservation Area(s)

- Malton Conservation Areas 3 and 1 (adjacent to site)

Listed Buildings

*Grade II:*

- 1, 12, 14, 16, 18, 20, 22, 24, 25, 26, 27, 31, 33, 35, 36, 38, 40, 42, 49, 51, 52, 62, 64  
Wheelgate
- 2, 4, 6, 14 Newbiggin
- 1 Princess Road

*Grade II\*:*

47 Wheelgate


Tree Protection Orders:

- 192/1992 T1 (rear of 8 Wheelgate)

Regional Planning

*Regional Spatial Strategy for Yorkshire and the Humber*

- YH1 – Overall approach and key spatial priorities

- 
- 
- YH2 – Climate change and resource use
  - YH3 – Working together
  - YH5 – Principal Towns
  - Y1 – York Area sub area policy
  - ENV9 – Historic environment
  - E1 – Creating a successful and competitive regional economy
  - E2 – Town centres and major facilities
  - E7 – Rural economy
  - T2 – Parking policy

#### Other Guidance / Related Studies

##### *Urban Capacity Study (2005)*

The site was not indicated within the Capacity Study as a Large Identified Site of Previously Developed Land due to its dominant retail use. However there may be a source of town centre housing found above the retail units. This would complement the mixed-use approach for the Livestock Market area's preferred development option.

##### *Retail Capacity Study (2006)*

The preferred development option will help address the qualitative needs of "vehicular-pedestrian conflict" indicated in this report by improving the pedestrian environment through streetscene improvements and widened pavements. The proposals will also help to support increased retail footfall and reduce expenditure leakage.

##### *Malton and Norton Transportation Strategy (2005)*

The preferred development option will complement a number of improvements suggested within the Strategy. The Strategy highlights Wheelgate to accommodate bus stop improvements, dropped curbs and tactile paving and a new 20 mph zone. Wheelgate is also indicated to be part of the North South Spine and Wheelgate, Old Malton and Showfield Lane cycle routes.

##### *Car Parking Strategy Report 2005*

The preferred development option will maintain the current level of car parking provision along Wheelgate.

## 1.4 PREFERRED DEVELOPMENT OPTION

### Description

The preferred development option looks to improve the pedestrian circulation and environment of Wheelgate through sensitively designed street furniture, improved paving and signage; enhanced shop fronts; improved crossing points; and widening of pavements along the north eastern third portion of the street. The aim is to create a better shopping experience for current and proposed retailers and help support pedestrian flows around the town centre while not restricting vehicular movement. Improvements are staged in two phases:



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

Phase 2: Potential further widening of pavements to Butcher's Corner

Visual improvements will need to respect the surrounding historical context and help create a distinctive identity for Malton's town centre. Shopfront improvements will need to be coordinated with retailers as part of RDC's delegated grant scheme and /or Partnership Grant Scheme to secure funding and to agree the design of new frontages to ensure a sense of uniformity and identity for Wheelgate.

Street furniture should be decluttered and grouped to improve pedestrian movement while signage will need to be designed appropriately to provide gateway points and linkages with current and proposed town centre destinations.

Whilst NYCC consider phase 1 of the Wheelgate preferred option to have a negligible impact on traffic flow, implementation of phase 2 is a longer term option, reliant on numerous major highway improvements and would need to be tested once those improvements were in place. The proposals for a rear-delivery access for shops between Greengate and Wheelgate, would have a positive effect on traffic flow on Wheelgate, alleviating traffic disruption associated with deliveries and servicing.

#### Key Potential Linkages

##### *Greengate*

The Greengate area is to the rear of Wheelgate properties and shares some common land ownerships. The town centre strategy seeks to improve delivery access for the retailers along the eastern side of Wheelgate to decrease traffic and pedestrian circulation disruption. This will in turn help to improve the retail environment and increase footfall.

##### *Market Place*

Wheelgate is closely linked to the Market Place by the close proximity of the sites, their strong retail relationship and traffic and pedestrian movement. To secure improvements in the retail strength of both areas, signage and streetscape improvements need to support pedestrian and vehicular movement between Wheelgate and the Market Place. These improvements need to complement their historic setting and be integrated with the wider streetscene improvements of the town centre.

##### *Livestock Market Area*

The Preferred Development Scenario for the Livestock Market Area will involve the creation of additional retail units within the town centre. To ensure improvements in the retail sector of both areas, signage and streetscape improvements are needed as a priority to support pedestrian movement between Wheelgate and the Livestock Market Area.

##### *Wentworth Street Car Park*

The preferred options for the Car Park and for Wheelgate both look to improve the retail environment for the town centre by increasing the retail offer, improving and supporting retail / pedestrian linkages and enhancing the public realm / streetscapes. Improved streetscapes and footpaths to support pedestrian linkages between the two sites are key in ensuring retail circulation within the town centre



## Urban Form

### Layout

The widening and enhancement of footpaths will retain the short-term car parking provision and provide an improved pedestrian experience along the north-eastern third of the footpath. In addition to this, widening will help slow traffic speeds through road design. There is potential for the footpath widening to be extended further south to Butcher's Corner as a second phase, continuing to retain the parking provision and removing a left turning lane for wider pedestrian routes. However, this is dependent on the A64 junction improvements at Brambling Fields and Musley Bank and associated town centre traffic management changes, the implementation of which will reduce the significant amount of through-traffic currently travelling through the towns.

### Indicative Plan





## Materials

Materials should be selected from a palette of local and natural materials with consideration given to local heritage and the conservation area designation, whilst taking account of longevity and maintenance costs. The combination of materials for road surfaces and pavements will help to balance the relationship between pedestrians and vehicles and improve the immediate environment.

Materials for shopfront improvements should follow historical patterns and designs wherever appropriate. Enhancements should also utilise colours and scales from agreed guidelines

## Movement and parking

### *Traffic Management*

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.

### *Parking Provision*

Car parking provision will be retained along the length of the street in the form of off street parking. If the opportunity arises to continue widening of footpaths along the full length of the eastern side of Wheelgate, parking should be provided in front of the retail units with a dedicated delivery bay to reduce congestion.

### *Pedestrian Movement*

Improvements to pedestrian flows and the pedestrian experience are central to the preferred development scenario. Pedestrians will benefit from wider enhanced footpaths on the north-eastern third of Wheelgate and new crossing points. Long-term improvements could see wider footpaths along its entire length and use of materials to help identify the street as a pedestrian dominated area that will have a calming effect on traffic.

## 1.5 DELIVERY CONSIDERATIONS

An improved shop frontage scheme could be implemented to help provide additional funding through private sector contributions in the form of match funding by the leasehold and / or freehold tenants. RDC with North Yorkshire County Council and English Heritage currently facilitate a Partnership Grant Scheme for Conservation Areas. This scheme currently applies to all the buildings within the Wheelgate area. Although it applies mainly to the structural fabric of the building it is understood that it can also apply to shopfronts if there is evidence of an earlier historic shopfront or is a new design is appropriate to the character of the building and wider street frontage.

The nature of the buildings on Wheelgate is such that a wider levy for improvements could be investigated to ensure a coordinated and structured approach to the improvements, rather than a building-by-building approach.





### Key Partners

- Ryedale District Council
- Fitzwilliam Malton Estate
- North Yorkshire County Council
- Highways Agency
- Yorkshire Forward
- English Heritage
- Retail tenants

### Consultation Groups

- Malton & Norton Area Partnership
- Malton Town Council
- Business in Action
- THRIVE
- Retail tenants

### Phasing and Timetables

#### *Short Term*

Action	Responsibility
Make Wheelgate tenants aware of Partnership grant scheme, and encourage them to apply for funds, particularly to improve quality of shopfronts.	RDC/NYCC/FME
Liaise with retailers regarding shopfront improvements while identifying additional potential funding sources.	RDC/NYCC/FME
In partnership with NYCC, consult with stakeholders, wider community and Conservation Officers regarding design and materials for street furniture and streetscene improvements.	RDC/FME
Consult with retailers, residents and shoppers on current and potential pedestrian flows to inform use of signage.	RDC/FME
Liaise with NYCC Transport regarding widening of pavements along north east third of Wheelgate (Phase 1)	RDC/NYCC



*Medium Term*

Action	Responsibility
Ensure take up of Partnership Grant Scheme by retail tenants on Wheelgate.	RDC/FME
Implementation of Wheelgate improvement scheme for those elements not covered by the Partnership scheme.	RDC
Implementation of street furniture and streetscene improvements.	RDC / NYCC/FME
Implementation of signage.	RDC / NYCC
Widening of pavement section.	RDC / NYCC

*Long Term*

Action	Responsibility
Maintenance of improvements	RDC / FME
Potential for widening of entire length of pavements, dependent on A64 junction improvements.	RDC / NYCC