

Eastway Hub, Fulwood

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Welcome to our Public Engagement Exhibition

Our Vision

The Eastway Hub aims to create a sustainable, attractive and high quality mixed-use scheme for Fulwood that provides local facilities to serve the existing and growing population, is integrated into the wider community and contributes to create a sense of place and identity. It will improve connectivity and community cohesion between the existing and future residents of Fulwood and North West Preston.

New units for small shops, a restaurant and cafe, a pub, a food store and petrol station and a building for community uses focused around a public space for people to meet and socialise are proposed.

We have purposely kept the plans flexible and are looking to you and your community to help us decide what facilities are needed.



Visualisation of the public space

We want your help to shape the Eastway Hub scheme!

Benefits of the Hub:

- Provision of local facilities in an ideal location
- New community uses – which could include a new doctor's surgery, health centre, nursery, dentist, gym, cafe or community building for example
- A more appropriate development than housing
- New, fit-for-purpose accommodation
- An attractive and well-designed scheme
- Investment in the local area
- A Hub where the community can meet and socialise
- A more accessible neighbourhood
- Highways improvements along Eastway for pedestrians, cyclists and buses
- A more balanced distribution of traffic, creating less peak-time congestion
- New jobs for up to 400 people (based on around 200 full time equivalent roles)
- The final element of development along Eastway
- Will complement the North West Strategic Location and emerging masterplan

The Need for Local Facilities 2

It is clear that the area would benefit from improved local community and shopping facilities. Better access to new facilities would improve the current offer.

- We think the current facilities in the Fulwood area are at capacity or are under-provided
- Choices are limited
- People are travelling outside their local area to access facilities
- Residents are travelling by car to get to shops and services further away from where they live. This can potentially cause unnecessary car trips and add to congestion
- There is little space for new development within the existing neighbourhood

You may be aware that the Council has proposed that around 4,000 new homes are built across the area known as North West Preston Strategic Location which stretches from the M6 junction to the East to Lower Bartle to the West.

- New homes are being built and the population will gradually grow over the next few years
- There will be an increase in the need for more facilities (over and above the current need)

The Eastway Hub development is therefore an exciting opportunity to address these issues by providing facilities that the community needs now and in the future.



At present, what shopping and community facilities do you use, where are they and how do you get there? For example, where do you do your weekly shop?

Do you agree that the area needs additional community uses and facilities now and in the future?

Are you likely to use shopping and community facilities at the Hub?

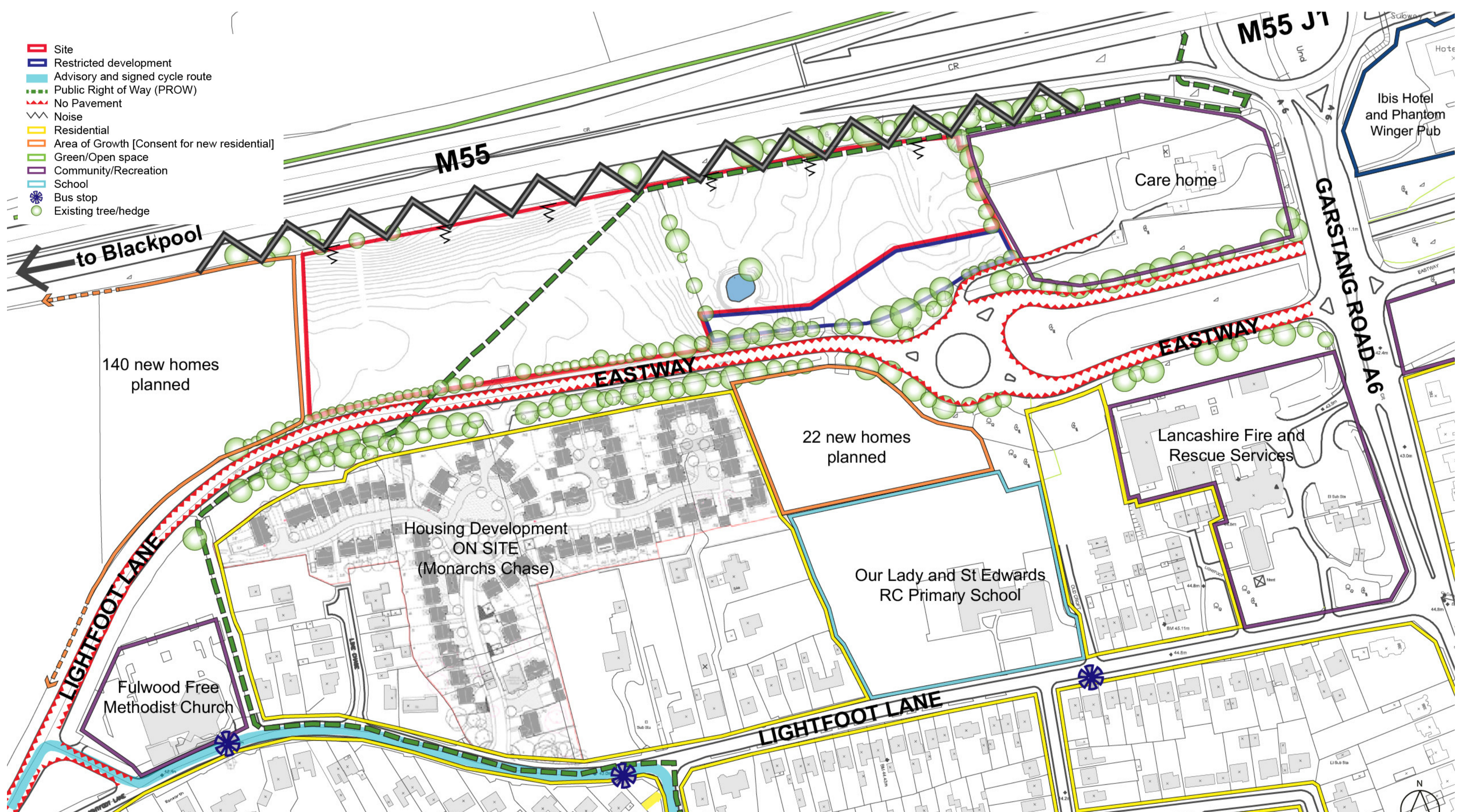
An Ideal Location for Local Facilities

The site is ideally located off Eastway within the North West Preston Strategic Location.

- The site is in a sustainable location and has already been identified for development within the Preston Local Plan
- The land backs onto the M55 motorway
- There is access from Eastway
- The shape of the site is narrow and long (which means that the shape of development is limited and needs to respond to the context of the site)
- New homes are being built on land adjacent to the Eastway Hub site on both sides of Eastway
- Given the above, the site could be efficiently developed for local facilities

We believe that locating new facilities here will achieve a number of excellent local benefits.

- We want to ensure that local people have convenient and accessible facilities
- As the population grows we want to ensure that the community is integrated - this can be achieved through good planning
- Pedestrian and cycle access along Eastway and beyond, which is currently lacking, will be delivered
- The Hub will be a place where local people can walk and cycle to for services and shopping needs
- Local jobs will be created, retaining people in the community



Do you agree that the Hub is a better use of the site than housing?

Do you agree that, with the proposed highways improvements, the location of the Hub will be more accessible and convenient?

Creating a Sustainable Community

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Hollins Strategic Land made a considered decision a number of years ago to invest in Fulwood and North West Preston.

Our vision is to contribute towards creating a sustainable community. Much-needed new housing is being provided but we also want to ensure that the community has the infrastructure and facilities it needs to support it.

A comprehensive and sustainable neighbourhood development is proposed for the Eastway Hub.

How You Can Get Involved

This is your chance to have a real say in how development in Fulwood could happen.

We would really like to hear your views.

- We have purposely kept some of the proposals flexible to allow you and your community to inform us of what might be needed
- The development could include a mix of facilities
- The Hub can include community facilities, but we need to decide what type
- Alongside the community we are speaking to local service providers and occupiers to establish their specific accommodation requirements

An illustrative layout has been produced (see next board). This shows what the development could be like – but it's not yet fixed, so what do you think?



View looking east along Eastway



New housing at Monarchs Chase off Lightfoot Lane

What do you think we should be considering when developing this site?

Eastway Hub Proposals

An Illustrative Layout

We are keen to hear your views on what community or other facilities are needed. These could include:

- Community uses – these might include, for example, a doctor's surgery, health centre, gym, nursery or community centre
- Smaller units – potentially for shops, a café and/or a hot food takeaway

The Hub will be designed to provide an attractive public realm – a place where people can meet for social interaction, a Hub for the community.

There are some core uses proposed including:

- A medium size food store
- A petrol station
- A family pub
- A restaurant or drive-thru

Highways and public transport improvements are proposed:

- New pavements on both sides of Eastway
- A cycle path along Eastway
- A pedestrian crossing
- A bus stop
- Cycle parking
- Hard surfacing / enhancement of footpath no. 45
- Improvement to the footpath east of the site (Broughton footpath no. 6)

The Illustrative Layout shows what the development could be like. The layout and appearance of the scheme will be confirmed in detail at the next stage.



Illustrative Layout

In your view, alongside core uses, what other specific uses would benefit the community?

Are there other benefits or improvements you think we could help deliver?

Do you have any other suggestions?

We Would Like to Hear Your Views!

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How to Comment

Your views are important to us and will help to shape the details of the development. You can help us to make sure that the Hub supports your community's needs in the best way possible.

Please Provide Your Feedback

A Feedback Form is provided. Please complete the questions and provide us with your comments.

How to return your form:

- Leave your completed Feedback Form in the box at the public exhibition
- Webpage
www.hsland.co.uk/eastway_hub.html
- Online Feedback Form -
www.surveymonkey.com/s/MXNGYZS
- Post - download a Feedback Form from our webpage and send it to:
Eastway Hub, Nexus Planning, Eastgate,
2 Castle Street, Castlefield, Manchester
M3 4LZ
- Email - Eastway.Hub@nexusplanning.co.uk

Please return your comments no later than 19th May 2014

We hope you will get involved! Please share your comments and suggestions and help us to deliver this exciting new development!

Next Steps

- All of your responses will be considered. We will take on board all of your comments and suggestions.
- We will make improvements to the scheme wherever possible.
- We are actively seeking occupiers and will liaise with service providers to provide the right facilities.
- We will produce a report summarising all of your comments which will be made publicly available.
- A decision will be made by the local planning authority on the scheme.



View of the Hub looking west