

3. Options: Proposals and Assessment

- 3.1. The options stage of the study involved the generation of different levels of intervention or change in a number of areas / sites identified through the baseline research (figure 2.3). This has been informed, as set out above, by the baseline research, discussion and stakeholder involvement, best practice and professional knowledge and experience.
- 3.2. A number of comments were submitted during the public consultation period with regard to the options process employed during this stage of the AAP. The Council has therefore given this process further consideration. This is explained briefly below in terms of the contribution of options towards the strategic directions of contraction, consolidation and growth, and explained fully in section 4 of this report.
- 3.3. The projects were structured into two basic types:
- Area / site based interventions including public realm; and
 - Supporting, largely non-physical projects.
- 3.4. For each site / area, a number of options have been explored with varying degrees of intervention, referred to as low, medium and high. An explanation of these terms is set out below:
- Low** What the public, private and voluntary sector would be most likely to deliver at recent aspiration and resourcing levels. This is likely to lead to the contraction of the town.
- Medium** Taking intervention up to a level that is appropriate to begin effectively to address the regeneration challenge facing Oadby. Whilst making a positive change to the town, interventions are likely to lead to its consolidation and re-focus, both spatially (i.e. focusing development in a more appropriately defined centre) and in economic terms (i.e. some increased retail floorspace).
- High** Ensuring the consideration of more radical interventions that test the apparent boundaries presented by likely timescale, resources and medium-term policy constraints. These options are most likely to lead to the growth of the centre in all respects.
- 3.5. Options are not mutually exclusive, and it is likely that the emerging masterplan / AAP will eventually be made up of various elements from high / medium / low options in each of the areas. The preferred options therefore may include a combination of those that are easy to deliver in the short term together with longer term projects that may require significant investment.

3.6. The assessment of the options for each site / project has involved analysis reviewing how well each of the options contributes to the masterplan objectives as shown on the options tables in the following pages. The assessment ranges from low (the intervention contributes poorly to meeting the criteria) to high (the intervention fully meets the criteria). To assess how well each option met the objectives, the following types of questions were considered:

- **To establish a distinct and sustainable role** (How well does the option support Oadby as a local centre? Will it attract people to the town? Will it provide a different offer to other locations?)
- **To encourage the growth of economic and social benefits for local people** (How well does the option benefit local people? Does it remove an eyesore? Does it provide additional community facilities? Does it increase availability of affordable housing? Does it increase employment opportunities?)
- **To create a safe, distinctive and pedestrian-friendly environment** (Does the option increase safety in the town centre? Will it make people feel safer? Does it enhance sense of place? Does it increase pedestrian priority?)
- **To achieve an attractive and accessible place to shop, live and work** (Does the option improve the town's attractiveness to residents and visitors? Does it make it more accessible in all senses of the word, not just by private vehicles?)
- **To develop and integrate town centre attractions – retail and non-retail** (Does it improve connections between different areas of the town? Does it improve linkages by foot / car? Are complementary uses close together?)
- **To ensure that Oadby reflects high quality and inspirational design** (Does the option help to ensure that future development is of a high standard of design?)
- **To link the town, physically and economically, to its catchment** (does the option maximise the potential of its catchment area? Does it encourage local residents to shop in the centre?)

3.7. The baseline report identified the positive and negative features of the town, and the objectives were developed with the aim of protecting and maximising the positives as well as overcoming the negatives. For example, one of the key negative issues identified through baseline research in Oadby has been the lack of modern retail space – options being put forward include the provision of new retail floorspace in the centre linked to the development of a new town square.

3.8. Other strands of assessment consider the deliverability of the project, involving broad financial considerations, property demand, land ownership and political considerations. This is an important element as the aim of this masterplan is to have ambitious, yet achievable outputs. On the Options Assessment tables, deliverability is shown as follows:

- **Green** indicates that delivery is achievable with current public, private and voluntary aspiration and resourcing levels – i.e. primarily market led;
- **Amber** indicates that assistance would be required to deliver the option, for example from the Council or other stakeholders;
- **Red** indicates that delivery is more difficult, for example that requiring major demolition or land assembly.

3.9. The Issues and Options report underwent a Sustainability Appraisal which was also subject to public consultation. Although very few comments were made directly, liaison between the different teams of people have ensured that the masterplan proposals best reflect sustainability objectives balanced with the need for regeneration.

3.10. Public consultation sought response to the following questions -

- Which options / sites are your preferred options?
- What are your priorities – which of the options do you think should be progressed as a priority and which do you think may be less of a priority?

3.11. The following section identifies the outcomes of the public consultation exercise, and responds to a number of representations made.

Oadby Town Centre Area Action Plan - Options and Assessment									
Outline Intervention Levels / Options	Outline Options Assessment Criteria	Distinct role	Local benefits	Safe, distinctive environment	Integrated attractions	Accessible	Contribution to the Vision	Sustainability	Deliverability
1 Site Based Interventions / Public Realm									
1.1 Sandhurst Street									
Low	Reinforce Leicester Road as a busy town centre entry point	High	High	Medium	Medium	High	Low	Positive	
	Improved signage to town centre	High	High	High	High	High	Low		
	Lighting strategy as part of town centre initiative	High	High	High	High	High	High		
	Create better pedestrian connections	High	High	High	High	High	High		
	Environmental improvements to the BP garage	Medium	Low/Medium	Low/Medium	Low/Medium	Low/Medium	Low/Medium		
Medium	Upgrade the existing residential properties	Medium	High	Medium	High	High	Low	Positive	
	Public realm upgrade	Medium	Medium	Medium	Medium	Medium	High		
	Town Scheme Initiative for the existing houses	Medium	Medium	Medium	Medium	Medium	Medium		
	Shopfront Improvement Scheme	Medium	Medium	Medium	Medium	Medium	Medium		
High	Major junction re-alignment including new access into town centre and one way gyratory	High	High	High	High	High	High	Positive	
	Opportunity for a gateway development - attracting students into Oadby	High	High	High	High	High	High		
	Town Square, links to Ellis Park	High	High	High	High	High	High		
1.2 The Parade									
Low	Public realm upgrade	High	High	High	High	High	Medium	Positive	
	Improved street/signage/lighting	High	High	High	High	High	Medium		
	Enhanced connections to town centre parking	High	High	High	High	High	Medium		
Medium	Shop front Improvement Scheme	High	High	High	High	High	Medium	Neutral	
	Enhancement of the car park and backs of retail / office units	High	High	High	High	High	Medium		
	Relocate the existing library	High	High	High	High	High	High		
	Potential new route into Town Centre	High	High	Medium	High	High	Medium		
	Create traffic calming initiatives on The Parade - more pedestrian friendly	High	High	High	High	High	High		
	Create an arcaded feature to link buildings together	High	High	High	High	High	High		
	Potential for new library / community development	High	Medium	Medium	Medium	Medium	Medium		
High	Opportunities for new development on the Sandhurst Street car park and Library	High	High	High	High	High	High	Negative	
	New retail/residential/office schemes in place of vacant developments	High	High	High	High	High	High		
	Opportunity for a new development on the site of the existing offices and car park	High	High	High	High	High	High		
	Potential for decked car parking	High	High	High	High	High	High		
	Opportunity to redevelop the existing precinct including new Town Square	High	High	High	High	High	High		
	Opportunity to develop the commercial premises adjacent to the Public House	High	High	High	High	High	High		
Key									
							Green	Straightforward delivery	
							Yellow	Delivery requiring intervention and assistance	
							Red	Delivery requiring significant levels of intervention & assistance e.g. demolition / CPO	

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		Distinct role	Local benefits	Safe, distinctive environment	Integrated attractions	Accessible	Contribution to the Vision	Sustainability	Deliverability	
1.3. Low	Brooksby Drive Pedestrian area reconfiguration associated with movement work Boundary treatments & building facades Improved presence/signage/lighting	High	High	High	Medium	Medium	Medium	Positive	Green	
		High	High	High	Medium	High	High	Medium	Green	
		High	High	High	High	High	High	High	Positive	Orange
		High	High	High	High	High	High	High	Positive	Orange
Medium	New community focus associated with Church Landscape and boundary treatments Town Scheme Initiative for the residential buildings on Leicester Road	High	High	High	High	High	High	High	Orange	
		High	High	High	High	High	High	High	Orange	
High	Grant initiatives made available to upgrade the art deco buildings	Medium	Medium	Medium	Medium	Medium	High	Positive	Red	
1.4. Low	Chapel Street Public realm improvements Public realm pavement upgrade Improved presence/signage/lighting	Low/Medium	Low/Medium	Low/Medium	Low/Medium	Medium	Low	Positive	Green	
		Low/Medium	Low/Medium	Low/Medium	Low/Medium	Medium	Medium	Medium	Green	
		Medium	Medium	Low/Medium	High	Medium	High	High	Positive	Orange
		Medium	Medium	High	Medium	High	High	High	Positive	Orange
1.5. Low	Industrial Quarter Improved presence/signage/lighting Public realm pavement upgrade	Low/Medium	Low/Medium	Medium	High	High	High	Positive	Green	
		Low/Medium	Low/Medium	High	High	High	High	Medium	Orange	
		Medium	Medium	Medium	Medium	Medium	Medium	Medium	Positive	Orange
		Medium	Medium	Medium	Medium	Medium	Medium	Medium	Positive	Orange
High	Opportunity for a new development on Invetar Vards Site New community development fronting onto New Street to include (the garage)	High	High	High	High	High	High	Neutral	Red	
		Medium	High	High	High	High	High	High	Neutral	Red
1.6. Low	The Village Public realm improvements Improved presence/signage/lighting Community focus for the Church Hall	Low/Medium	Medium	Low	Low	Medium	Low	Positive	Green	
		Low/Medium	Medium	Low/Medium	Low/Medium	High	High	Low/Medium	Green	
		Low	Medium	Medium	Medium	Medium	Medium	Medium	Positive	Orange
		Medium	Low/Medium	Medium	Medium	Medium	High	Medium	Neutral	Orange
Medium	Shopfront Improvement Scheme Gateway Development Upgrade the roundabout	Medium	Low/Medium	Medium	Medium	Medium	Medium	Neutral	Orange	
		Medium	Low/Medium	Medium	Medium	Medium	Medium	Medium	Neutral	Orange
High	Redevelop the existing buildings fronting onto London Road Redevelop the community building Redevelop the Walter Charles Centre and British Legion	High	High	Medium	High	High	High	Positive	Red	
		High	High	High	High	High	High	High	Positive	Red
1.7. Low	Honeywell Close Improved management and maintenance, as part of town centre management Lighting strategy, as part of town wide initiative Public realm upgrade	High	High	High	High	High	High	Positive	Green	
		High	High	High	High	High	High	Low	Green	
		High	High	High	High	High	High	Medium	Positive	Orange
		High	High	High	High	High	High	High	Positive	Orange
Medium	Quality public realm & boundary treatments Pedestrian routes upgraded Environmental improvements to Lawyers Lane	High	High	High	Medium	High	High	Positive	Orange	
		High	High	High	High	High	High	High	Positive	Orange