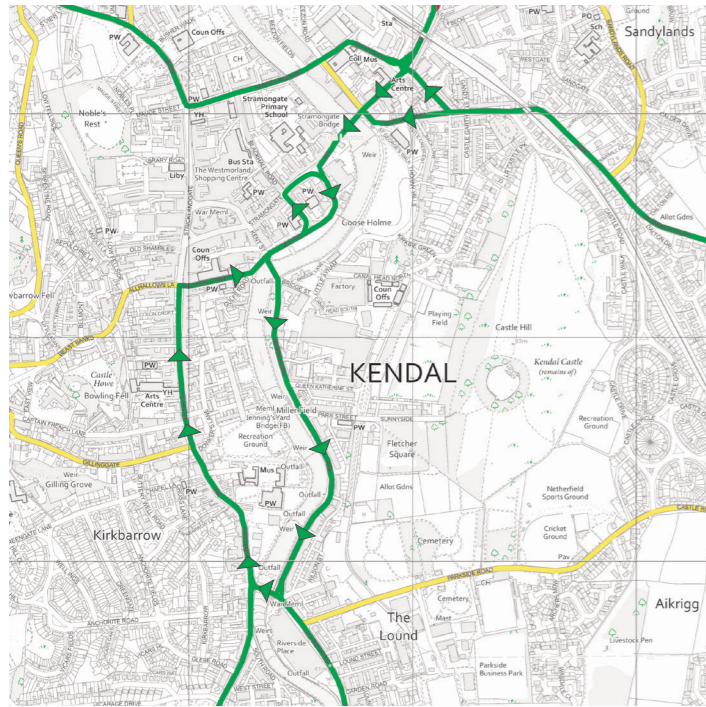
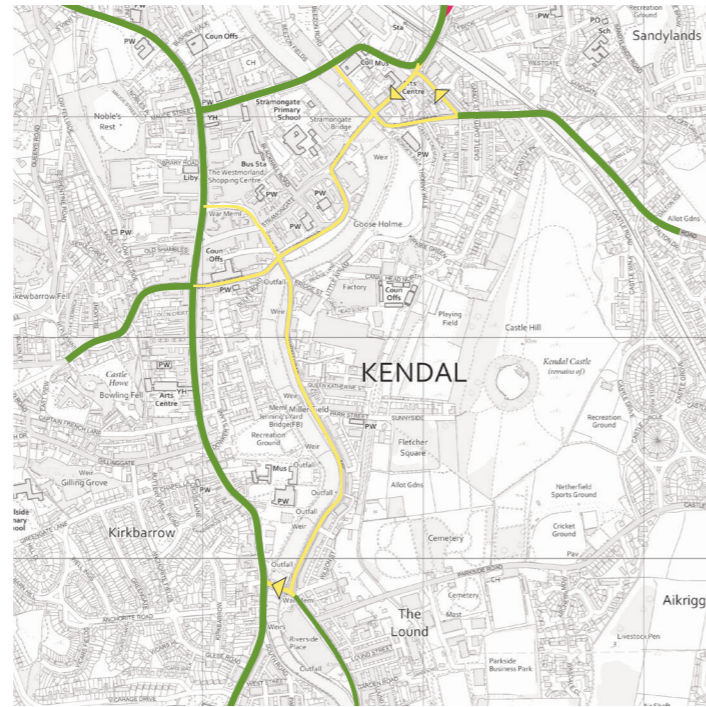


TRAFFIC WAS A KEY ISSUE FOR CONSULTEES
THE IMPACT OF TRAFFIC BLIGHTS MANY AREAS IN KENDAL. THE
REINSTATEMENT OF A TWO-WAY SYSTEM ON BALANCED STREETS WILL
SHORTEN JOURNEYS AND BE 20MPH.



The existing one-way traffic system in Kendal.



The vision proposes re-opening the whole of Highgate and Sandes Avenue to two-way traffic.



The transformation of Stramongate prioritises people and socialising and is softened by large trees contrasting the "Auld Grey Town".
 Caption

The Vision for Kendal Community Participation Weekend is being facilitated by Farrer Huxley and JTP on behalf of Kendal Futures.
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 or contact the JTP Community Planning team: community@jtp.co.uk | Freephone 0800 0126730.



KENDAL

KENDAL VISION
COMMUNITY PLANNING EVENT
REPORT BACK BROADSHEET

Thursday 3rd October -
 Tuesday 8th October
 2019



A Vision for Kendal
Community Participation
Weekend

"Kendal Vision? It's all about connecting people to each other, place and landscape and the surrounding communities!"

Invest in the beauty, heritage and facilities of Kendal to create a more attractive, vibrant and resilient town for residents, visitors and businesses; make more of the River Kent as a focal point of the town; reduce the dominance of motor vehicles in the town centre and promote walking, cycling and public transport; address the needs of the whole community, with a focus on younger generations; provide high quality energy efficient and affordable housing to meet the needs of existing and new residents; give the community a forum to debate and plan for structural changes needed to deliver the Vision, and; tackle the climate emergency and shape a sustainable future.

These were just some of the ideas to emerge from the Vision for Kendal Community Participation Weekend held between Thursday 4 to Tuesday 8 October 2019.

Kendal Futures, a partnership representing local businesses and stakeholders, is keen to sustain and enhance the success of Kendal as a place to live, work and visit. In the summer, Farrer

All the public sessions at the consultations for the Kendal Vision were very well attended. Here the community are contributing their Problems, Dreams and Solutions for the town.

Huxley and JTP were appointed to engage with the local community through a community planning process to develop a bold Vision for the town, to guide future decision making and change in Kendal.

The Community Participation Weekend was an opportunity for local residents and businesses to share local knowledge and contribute to shaping the new Vision through facilitated workshops, walkabouts and hands-on planning groups. There have been over 150 responses to the questionnaires and over 500 attendees at the community participation events.

After the public workshop days, the Farrer Huxley / JTP team analysed and summarised the outcomes and drew up an illustrated Vision for Kendal, which was reported back at the Kendal Town Hall on Tuesday evening 8 October.

The Vision for Kendal document will be produced and be publicly available before Christmas.

ILLUSTRATIVE MASTERPLAN

The vision for Kendal includes the development of four town centre sites for housing, new commercial uses, hotels, and amenities.

The sites will deliver over 1 500 homes all benefiting town centre retail and being close to amenities. These developments, through the re-use of existing accommodation above the ground floor on the high street, as well as the existing housing allocations that deliver new larger homes on the outskirts provide a comprehensive stock for the future of Kendal.



- KEY:
- 1. The Station and Beeson Road Industrial Area
 - 2. Westmorland Shopping Centre and Blackhall Road
 - 3. Waterside
 - 4. Canal Head

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KENDAL VISION

COMMUNITY PLANNING EVENT

KEY THEMES

Thursday 3rd October -
Tuesday 8th October
2019

The following key themes are a distillation of the views of the Kendal community as expressed through the Vision for Kendal community participation process. All quotes are from members of the local community.

Kendal's Compromised Assets

Kendal is a uniquely beautiful town, defined by its topography, heritage and community. People love living here. However, its assets are compromised by a range of social, economic and environmental factors that mean that the town is currently underperforming. Indeed, Kendal could be at risk of faltering significantly if actions are not taken to address key structural issues. The community participation event provided an opportunity for members of the community to discuss these issues and co-design solutions for an exciting and inclusive future for Kendal.

"Kendal is a big picture - it's an old master that should be hanging in the national gallery!"

River Kent

One of Kendal's assets is the fast-flowing river Kent, which runs from its source to Morecambe Bay. Historically, the river was a major focus for Kendal, being well connected with the historic grain of the town by lanes and ginnels. Today, this connection is broken in places and the river is blighted by fast moving traffic along its banks. There is great potential to re-establish these connections, and restore the river as a hub, bringing together features on both banks including Abbot Hall and the Canal Head.

"If this was a French town the river would be flowing with flowers and it would be the hub of the town!"

Historic Town Centre

The town centre is a collection of fine buildings, characterful streets, yards and ginnels that are a delight to explore. However, they are compromised by factors including the impact of motor vehicles and traffic related signage, poor quality and neglected public realm, a struggling retail sector with many empty shops and scruffy shop frontages. To compound this, many people feel that Kendal lacks a clear heart. There is a strong wish to create and deliver a multi-layered town centre strategy to give locals and visitors the historic market town daytime and evening experience found in comparable towns. This includes providing more housing and visitor accommodation, including above shops, boosting the evening economy and attracting and supporting diverse creative, artisan and professional businesses, to increase footfall and vitality.

"The heart of Kendal has lost its soul - there's a lack of life in the town centre."

Traffic Flow

The town's one-way gyratory has negative impacts including; increasing distances driven in the town, uncomfortable traffic speeds, noise and air pollution. These impacts discourage walking and cycling and blight the town centre and river with the barrier effect of fast moving traffic. There was support for exploring the benefits of Park and Ride and providing car parking at gateways to intercept traffic driving into the town centre. A review of traffic management is needed and first steps could be the introduction of 20 mph limit in the town centre and better balancing of the streets to promote walking, cycling and crossing.

"We need a simplified driving experience."

Bikes, Buses and Trains

Many people of all ages are frustrated by the high cost and inadequacy of the public transport system. Some teenagers use bikes to get to school but the cycle network generally is not adequate. Many adults say they would like to travel more sustainably but poor cycle provision, and unreliable buses and trains, leads many people to continue using their cars. There is a need for better promotion of and improvement to the train service, including to Windermere, to encourage tourists to visit and stay in Kendal.

"We should get more people walking and cycling, so there's far fewer cars."

Local Economy

Supporting the local economy is key to Kendal's sustainable future. There are opportunities to diversify the economy to support small and medium sized businesses and start ups, including artisanal and making enterprises around the town centre. Certain key moves are possible over time to re-locate larger scale 'industrial' businesses to more suitable locations providing mixed use development opportunities to enhance the town centre. Investing in adequate, affordable housing and an attractive town is key to drawing in and retaining a strong workforce in Kendal.

"It's a working town. There is huge potential for it to do better, it's under selling itself."

Housing

Housing in Kendal is expensive and in high demand. The provision of affordable, energy efficient homes for young people and young families particularly in the town centre is

KENDAL VISION

COMMUNITY PLANNING EVENT

KEY THEMES (CONTINUED)

Thursday 3rd October -
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key to meeting local need and retaining and attracting a younger generation to Kendal to supply the workforce for local business and services. Kendal needs to provide for a balanced and diverse population of all ages to live, work and spend time in the town centre, helping to create a vitality that is currently missing.

“Kendal hasn’t got the houses we can afford.”

Arts, Culture and Leisure

The arts and cultural sector is thriving in Kendal, with many well supported festivals attracting people from a wide catchment. The facilities and infrastructure for these enterprises is now inadequate and needs to improve to allow the festivals to grow. There are plenty of activities for those who enjoy sport. However, teenagers say there is an urgent need for facilities that suit their needs. High prices and a lack of places to ‘hang out’ has social consequences for them. Many teenagers would like a cinema near Sainsbury’s.

“There’s no night life, no one goes to the pubs in town, and there’s nowhere to buy clothes – we’ve got to go to Lancaster or Manchester.” [Young adult]

Station Opportunity

Kendal station, which links Windermere and Oxenholme, is an under-utilised asset, isolated and hidden behind industrial buildings and disconnected from the historic link to the town centre by the barrier effect of the road layout. The surrounding neighbourhood includes Kendal College’s Arts and Media Campus, the Museum, and the Box and there is huge potential to regenerate this area, in association with the College, to create a new mixed-use quarter with safe and direct links to the Market Place via a reinvigorated Stramongate.

“We have a hidden railway station. Why?”

Key to the Lakes

Kendal has a beautiful, strategic location on the edge of the Lake District. However, despite some excellent initiatives, the town fails to take full advantage of its unique attractions to draw in the visitors who currently bypass the town. For example, Kendal currently lacks a good enough town centre experience and sufficient variety of overnight accommodation to entice visitors to stay in and enjoy the town. However, with a strong Vision and coordinated investment and action, the

opportunity now exist for Kendal to realise its potential and turn from being a ‘gateway to Lakes’ to a hub and an integral part of the region’s offer.

“There could be walking trails from Kendal, mountain biking, make it the starting point of a family adventure.”

Sustainable Kendal

Kendal Council has signed up to the Climate Emergency and many participants at the event, including school children, lobbied for the town to be more sustainable in terms of travel, including better walking and cycling provision, electric buses, renewable energy sources, recycling and less use of plastic. The town should be greener with a strong emphasis on biodiversity and local food sourcing. New buildings must use sustainable materials and be energy efficient and there is the opportunity for businesses to actively support the use of solar power.

“Push for Kendal to be energy self sufficient !”

Flooding

The Environment Agency flood defence proposals in the town centre are supported by some and opposed by others who question whether the benefits justify the impacts. Other measures that retain water upstream such as tree planting and re-profiling are supported by all and could be brought forward early with landowner agreement to the benefit of the town and the environment.

Keep Collaborating – Thinking Ahead!

Participants enjoyed the opportunity to participate in helping shape a Vision for Kendal and want to stay involved. The local community has a key role in helping to develop and deliver the Vision along with other stakeholders, including local councils and agencies, businesses and landowners. Building trust in the process through working together, sharing information and good communication is crucial and the participation process should expand to engage all communities and age groups. It should link with existing planned projects and identify quick win projects to build momentum and confidence in the process.

“Produce the Vision, tell everyone, keep the momentum going to achieve it!”

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