

wsp



Whitehaven **MASTERPLAN**

JULY 2026



Contents

01

Introduction

02

Strategic
Regeneration

03

Whitehaven
Today

04

Vision &
Objectives

05

Masterplan
Framework

06

Proposals



01. Introduction



1.1 The Project

Whitehaven is a town shaped by its harbour, heritage and coastal setting. Once a thriving port, is one of the two main centres for West Cumbria, serving its communities and supporting local jobs and services.

Like many towns, Whitehaven is changing. The way people shop, work and spend time has evolved, and the town centre must adapt. There are challenges to address, including underused buildings, changing industries and the need to attract new investment. Parts of the town no longer work as well as they once did, and there is a need

to rethink how spaces are used and connected.

At the same time, Whitehaven has real strengths. Its historic character, waterfront and strong identity set it apart. Its location between the coast and the Lake District, alongside its role within the Energy Coast, creates a unique opportunity for growth and renewal.

The masterplan aims to create a place that works better for everyone, where people choose to live, work and spend time, and where businesses can grow, visitors are attracted and investment is encouraged. It provides a flexible framework for change, guiding future development, supporting decision-making and helping to ensure coordinated, long-term benefits. Ultimately, it sets a clear direction for Whitehaven's future and supports positive, lasting change.

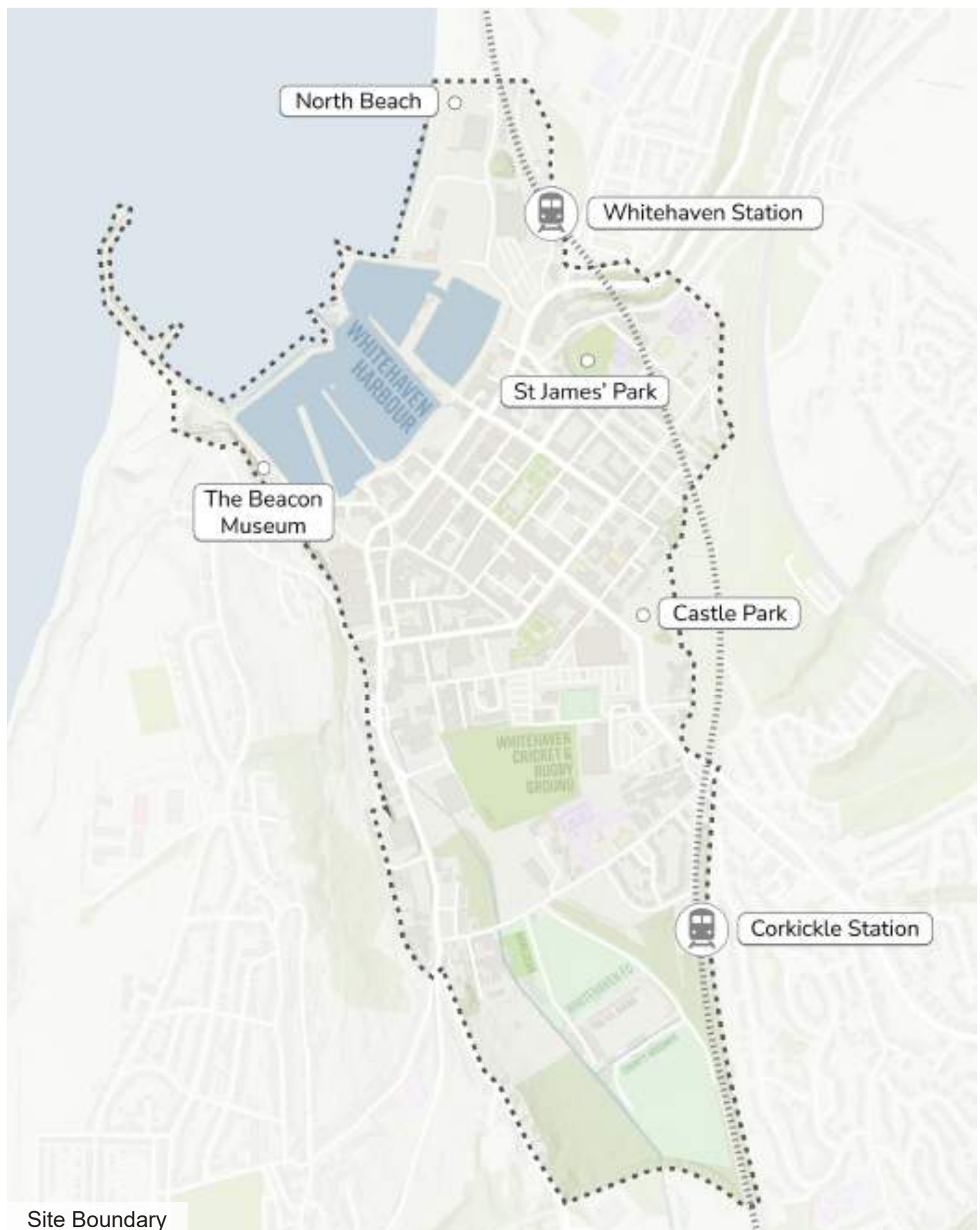


Whitehaven Harbour

The Existing Site



1.2 The Study Area



The study area for the masterplan extends beyond the town centre to include Whitehaven as a whole. It covers the historic core and harbour, the waterfront, surrounding neighbourhoods, and key areas where future growth and change may take place. This reflects how the town is experienced in everyday life, as people move between where they live, work and spend time.

The wider area captures the full character of Whitehaven. The harbour and coastline define its identity and provide a strong setting, while the historic town centre, with its planned layout and heritage buildings, forms the heart of the town. Surrounding neighbourhoods each contribute their own character, and nearby employment areas, particularly those linked to the energy sector, play an important role in how the town functions and supports the wider area.

Whitehaven is also shaped by its natural setting. The valleys, green spaces and wider

landscape create a distinctive relationship between town and countryside, offering views, connections and opportunities that are unique to the area. These natural features also help structure movement through the town and connect different neighbourhoods.

While these elements give Whitehaven its identity, they are not always well connected. In some places movement is unclear, routes are indirect, and key spaces feel separate from one another. This can make it harder to move through the town and limits how well different areas support each other, both physically and socially.

The study area has therefore been defined to capture these relationships and ensure that Whitehaven is considered as a whole, recognising how its different parts connect, function and contribute to the town's future. It provides a clear basis for where change can happen and how areas can be better connected over time.



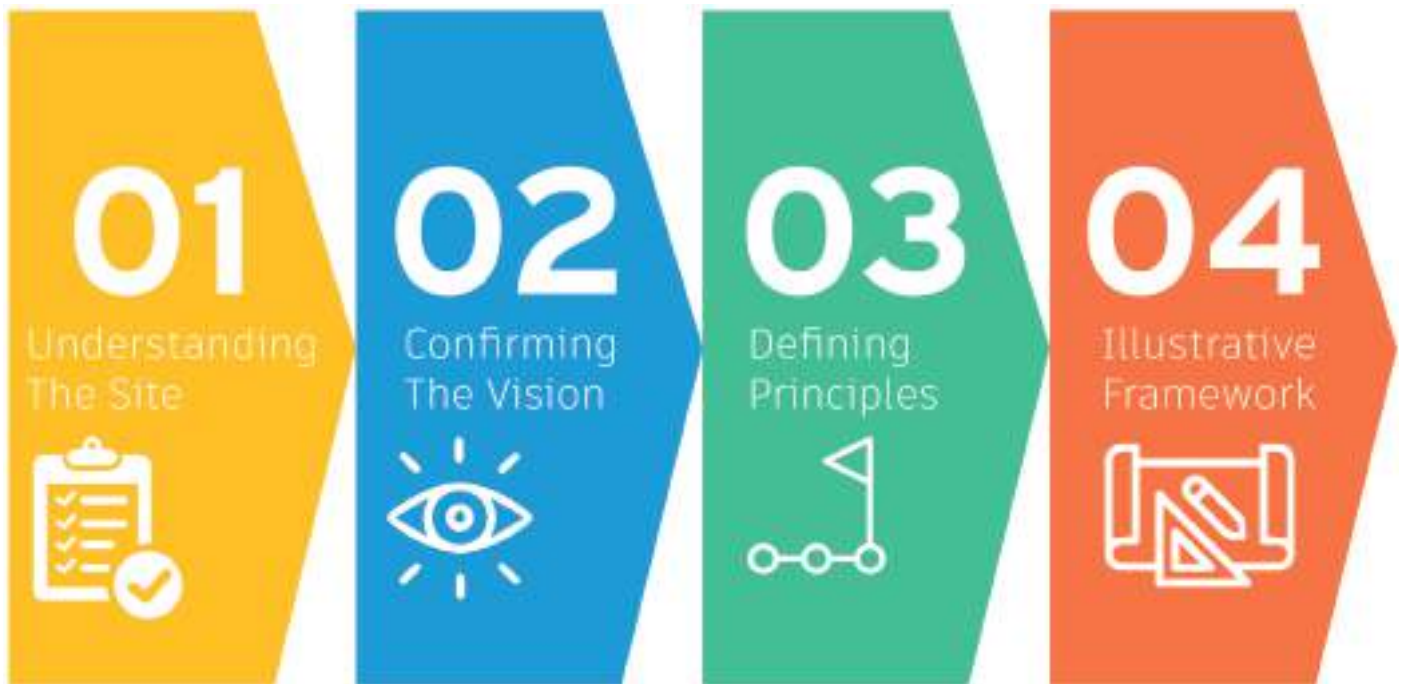
Green Market



Duke Street

1.3 The Approach

Methodology:



The masterplan has been developed through a clear and structured process, as illustrated in the diagram. This began with building an understanding of Whitehaven, including its character, challenges and opportunities. This was followed by defining a shared vision for the town, shaped by evidence, engagement and local priorities.

From this, a set of guiding principles were established to ensure that future development responds to the town's identity and supports long-term change. These principles have informed the creation of an illustrative framework, setting out how different parts of Whitehaven can evolve in a coordinated and coherent way.

This approach ensures that the masterplan is grounded in a strong understanding of place, while providing a clear direction for future growth and regeneration.



Delivering The Masterplan

The masterplan is being prepared alongside a Strategic Outline Business Case and Delivery Strategy, ensuring proposals are realistic, deliverable and aligned with funding opportunities.

Rather than a fixed plan, the approach focuses on delivering change through a sequence of coordinated phases. This allows projects to come forward in a logical order, building on early interventions and creating the conditions for future development.

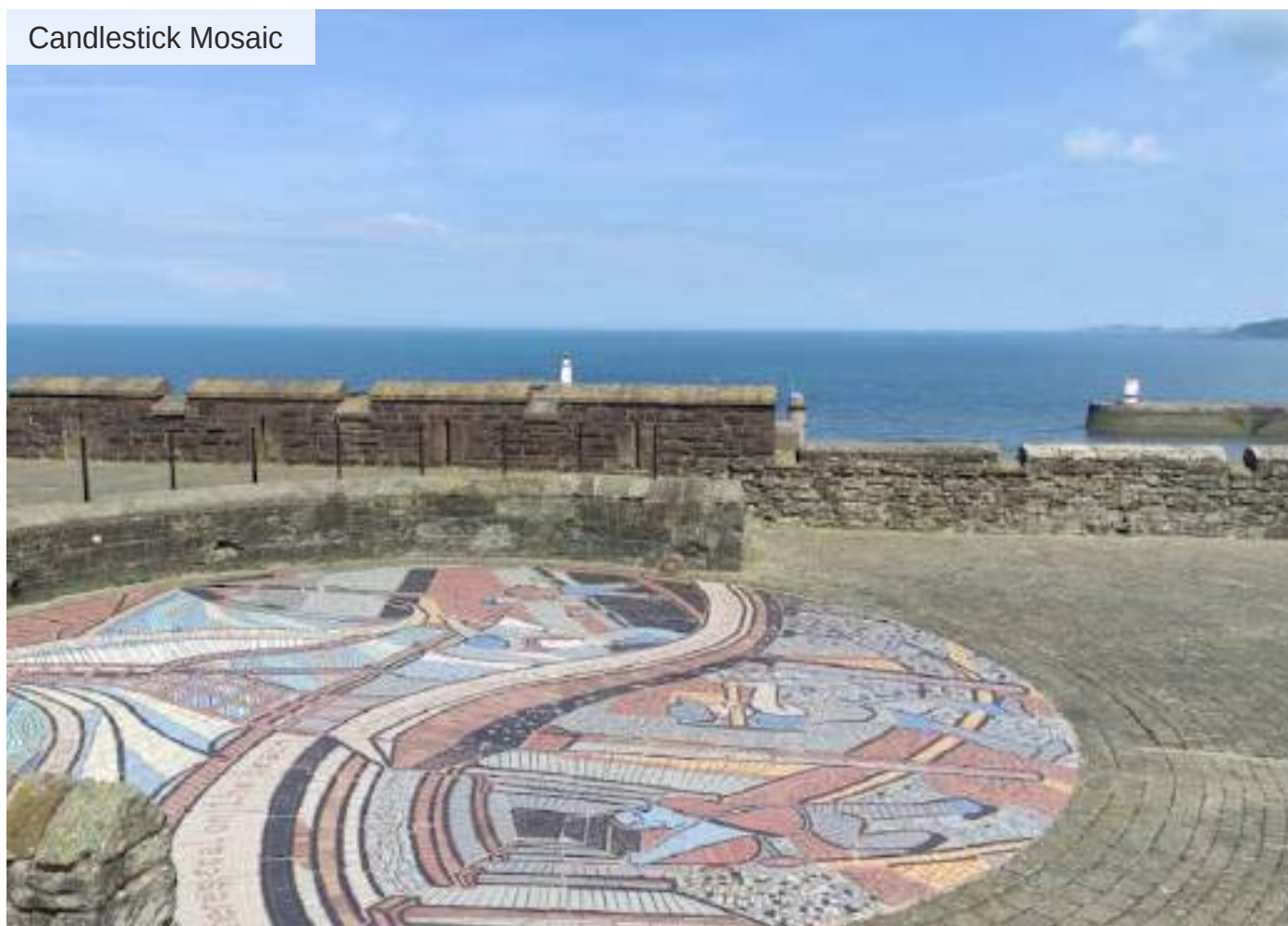
Early phases establish strong foundations by improving key spaces, strengthening connections and bringing underused assets back into use. As confidence and investment grow, later phases unlock larger opportunities and more transformative change.

Each phase supports the next, ensuring progress is incremental, achievable and responsive to change. This sequenced approach helps manage risk, maximise impact and build long-term momentum for regeneration.

This approach will:

- Provide a clear framework for development and investment
- Align projects with funding and delivery priorities
- Enable early projects to build confidence and momentum
- Support long-term, coordinated growth across the town

Candlestick Mosaic





02. Strategic Regeneration

2.0 Strategic Regeneration

Whitehaven's regeneration is supported by its strategic location, strong transport connections and proximity to nationally significant employment, energy and innovation assets. Its relationship with the harbour, Sellafield and the wider clean energy sector creates opportunities to attract investment, support economic growth and strengthen the town's role within West Cumbria.

Its relationship with the harbour, Sellafield and the wider clean energy sector creates opportunities to support economic growth, attract investment and strengthen Whitehaven's role within West Cumbria.

Realising this potential will require a coordinated and sequenced approach, aligning planning policy, infrastructure, public realm and development opportunities. This will help ensure investment is directed effectively and delivers lasting benefits for the town centre, harbour and wider community.

Whitehaven Harbour



Sellafield Ltd



ENERGUS, Lillyhall



2.1 Strategic Regional Context

Whitehaven sits at the heart of West Cumbria, positioned within one of the UK's most significant energy clusters. The town is closely linked to a concentration of activity across the nuclear sector, including energy, decommissioning, research and innovation, supported by major employers such as Sellafield and a strong local supply chain.

This role places Whitehaven within a wider network of strategic connections across the

region and beyond. Strong transport links connect the town to Carlisle, the wider North West and national infrastructure corridors, reinforcing its importance as both a place of work and a place of access within the regional economy.

Alongside this, Whitehaven is part of a growing education and skills network. Institutions including the National College for Nuclear, Energen, Gen2 and university

Wider Regional Context



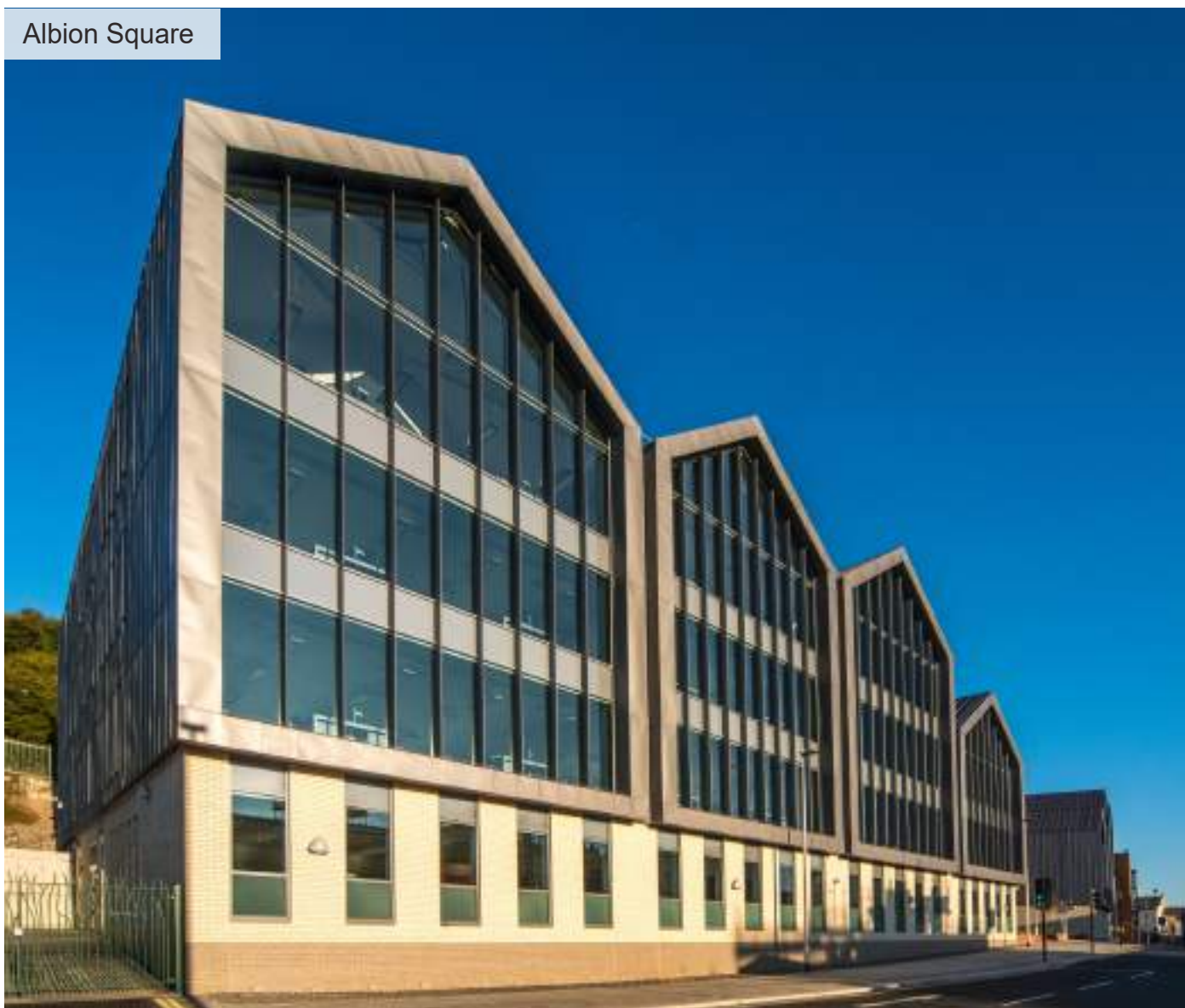
partners are supporting the development of a highly skilled workforce, helping to meet the needs of the UK's future energy sector. This network plays a critical role in attracting and retaining talent, ensuring that skills provision is closely aligned with industry demand.

Together, these economic and educational assets position Whitehaven as more than a traditional coastal town. It acts as a key support location for a major employment base, providing homes, services and a town centre offer for a growing and evolving workforce. This creates both opportunities and pressures, particularly in ensuring that the town can adapt to changing demands and expectations.

The masterplan has been shaped through ongoing engagement with key stakeholders, including local authorities, industry partners, education providers, landowners and the community. This process has helped to identify shared priorities, from strengthening the town centre and improving connectivity to supporting economic growth and enhancing quality of place.

This collaborative approach ensures that the masterplan responds to real needs and opportunities, aligning future development with the town's evolving role within the regional economy and its long-term aspirations.

Albion Square



2.2 Strategic Regeneration and Policy Context

The masterplan sits within a strong framework of national, regional and local policy that supports the regeneration and growth of Whitehaven.

At a local level, planning policy identifies Whitehaven as a principal centre within Cumberland, reinforcing its role as a key location for housing, employment and town centre activity. This establishes a clear expectation for growth and investment within the town.

Across the policy framework, a number of consistent priorities emerge, focusing on

strengthening the town centre, supporting economic growth, delivering high-quality design, protecting the environment and improving connectivity

Together, these priorities provide a clear direction for how Whitehaven should evolve. They support a coordinated and place-led approach to regeneration, ensuring that development responds to the town's character while contributing to wider strategic objectives.

The key policy themes shaping the masterplan are set out opposite



Market Place



Duke Street



C2C Start



Lowther Street



Whitehaven Harbour

Policy provides a clear framework for growth, design quality and connectivity across Whitehaven.

Policy Themes

Town Centre and Role

Whitehaven is identified as a principal centre, supporting a mix of development including housing, employment and town centre uses. Policy prioritises increasing activity and reinforcing its role as a key service and economic hub.

Design and Place Quality

Development is expected to be high-quality and respond to Whitehaven's distinctive character. Policy promotes design that enhances identity, respects heritage and contributes positively to the overall quality of place.

Heritage

Whitehaven's historic environment is a defining asset. Policy ensures its protection and enhancement, supporting sensitive development that respects the town's character while allowing for change.

Environment and Sustainability

Policies emphasise the protection and enhancement of the natural environment, including biodiversity, landscape and green infrastructure. There is also a strong focus on climate resilience and sustainable development.

Housing and Community

Policies promote the delivery of high-quality housing that meets local needs, alongside strong and inclusive communities. Development should support wellbeing and provide access to services, facilities and infrastructure.

Movement and Connectivity

Improving connectivity is a key priority, with policies supporting walking, cycling and sustainable transport. Development should improve movement across the town and reduce reliance on the private car.

2.3 A Sequenced Approach to Delivery

The masterplan adopts a sequenced approach to delivery, recognising that successful regeneration takes place over time. A wide range of projects have been identified, reflecting the scale of opportunity across Whitehaven, from public realm improvements and heritage-led regeneration to major redevelopment and waterfront opportunities.

To ensure these can be delivered effectively, projects have been assessed through a structured prioritisation process, considering factors such as strategic alignment, regeneration impact, deliverability and readiness. This ensures that investment is focused on projects that are both impactful and achievable.

Rather than a single fixed plan, this approach allows projects to come forward in a logical sequence, building on early interventions and creating the conditions for future development. Each phase is designed to support the next, ensuring that progress is coordinated, incremental and responsive to changing conditions.



2026 Delivering the Foundations

This initial phase focuses on early, visible improvements that establish the conditions for regeneration. Projects prioritise key gateways, movement routes and public spaces, alongside the reuse of existing buildings and activation of underused areas. These interventions help improve how the town functions, build confidence and create momentum for change.

Transformative Change

As investment and confidence grow, this phase introduces larger and more ambitious projects. These include mixed-use development, enhanced public spaces and stronger connections between the harbour, town centre and surrounding neighbourhoods, supporting new homes, jobs and visitor activity.

Sustained Momentum

This phase builds on earlier success, supporting continued growth and diversification. Additional housing, employment space and town centre uses are delivered, increasing activity throughout the day and evening and reinforcing Whitehaven's role as a vibrant and liveable place.

Consolidation

In the longer term, this phase focuses on reinforcing and completing earlier interventions. It strengthens connections, completes neighbourhoods and ensures the long-term resilience, vitality and success of the town, while allowing further opportunities to come forward as conditions evolve.

Together, these phases provide a clear structure for how regeneration can be delivered in a coordinated and sustainable way. Detail on the sequencing and delivery of projects is set out in the following section.

2040

King Street



Tower Chapel, St Nicholas





03. Whitehaven Today

3.1 Introduction

Understanding Whitehaven today provides the foundation for shaping a masterplan that responds to the town's character, addresses its challenges and builds on its opportunities.

Whitehaven has a distinctive identity, shaped by its harbour, Georgian street pattern, historic buildings, coastal setting and surrounding neighbourhoods. These features give the town a strong sense of place and provide an important foundation for future regeneration.

At the same time, Whitehaven faces a number of challenges. Parts of the town centre have experienced reduced activity, some buildings and sites are underused, and connections between the harbour, town centre, station and surrounding areas are not always clear. These issues affect how the town is experienced and how effectively it functions.

This chapter sets out the current character, assets and challenges of Whitehaven. It considers the town's history, heritage, culture and leisure offer, land uses, movement patterns, and the main constraints and opportunities that will influence future change.

Together, this analysis provides the baseline for the masterplan. It identifies what should be protected, what should be improved, and where investment and development can have the greatest impact.



Queen Street

3.2 History and Evolution

Whitehaven's history is central to its identity, shaping the harbour, street pattern and historic townscape that continue to define the town today.

Origins and Harbour Growth

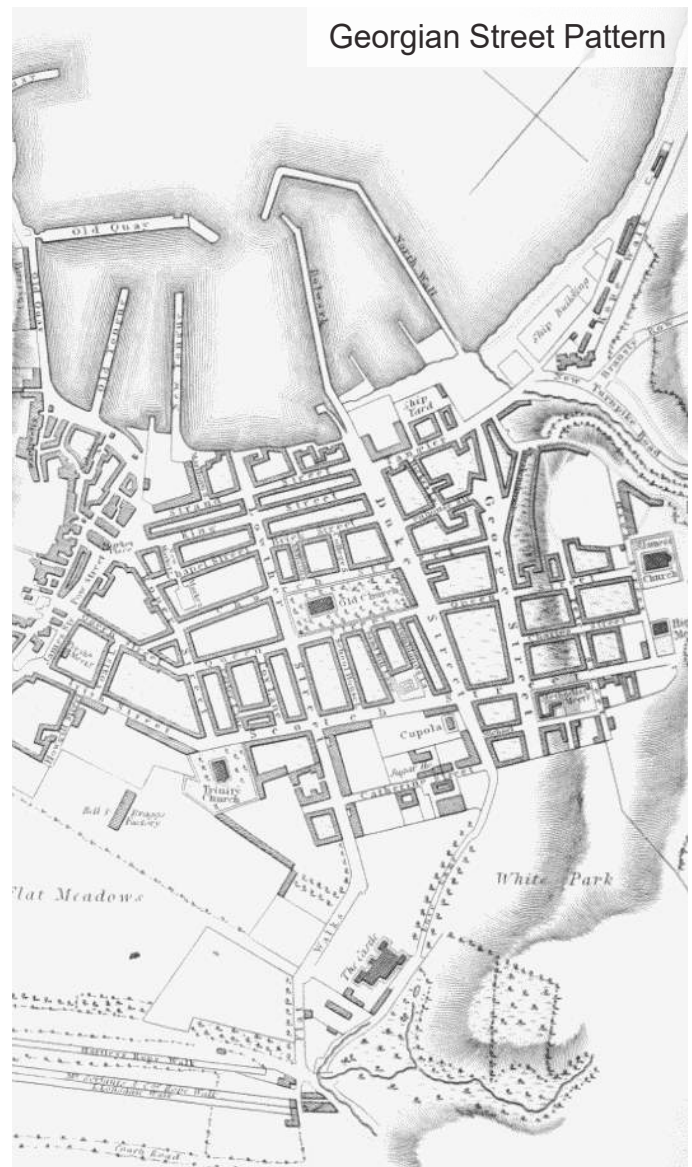
Whitehaven's development has been closely linked to its harbour, which dates back to the 17th century and became the focus for the town's growth as a major trading port. At its height, Whitehaven was one of the most important ports in the country, with an economy based on coal production, iron ore, shipbuilding and sea trade.

The harbour provided the town with its economic purpose and shaped its relationship with the wider world. Its position on the west coast supported trade routes across the Irish Sea and beyond, helping Whitehaven grow from a small coastal settlement into a nationally important port town.

Georgian Town

The town expanded rapidly during the 18th and 19th centuries, developing as a planned Georgian town with a clear grid of streets and a strong relationship with the waterfront. This planned structure remains one of Whitehaven's defining features, giving the town centre a distinctive form and historic character.

The Georgian layout, enclosed streets and landmark buildings continue to influence how the town is experienced today. This historic structure provides a strong foundation for regeneration, but also requires sensitive design and careful management to ensure change respects the town's character.



Maritime Trade and Wider Connections

Whitehaven's maritime role shaped its wider connections, including strong trading links with the Americas, particularly Virginia and Maryland. Trade in goods such as tobacco, sugar and rum played an important role in the town's growth and prosperity.

This period left a lasting physical and cultural legacy. The harbour, townscape, civic buildings and street pattern all reflect Whitehaven's former status as an important trading town and continue to contribute to its sense of identity.

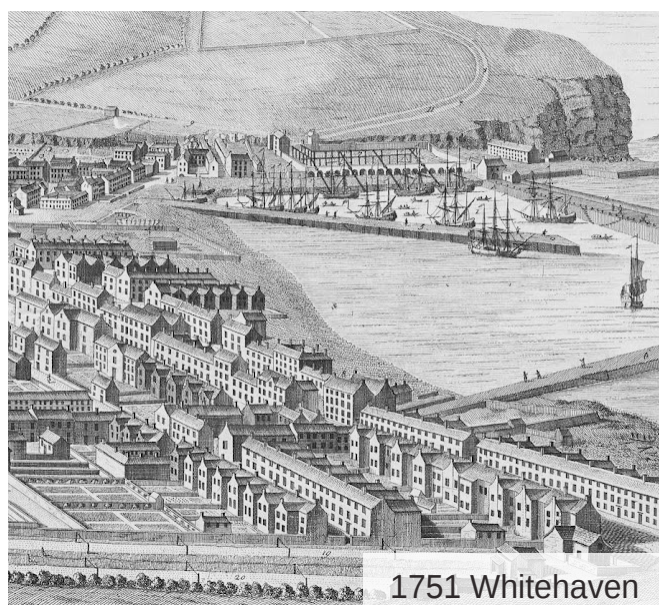
Industrial Change and Decline

The town's role began to change during the 19th and 20th centuries as larger deep-water ports such as Liverpool, Bristol and Glasgow became better placed to serve major centres of population and industry. This reduced Whitehaven's competitive position and contributed to a gradual decline in port activity.

Further change followed with the decline of coal mining and the closure of the last coal mine in the 1980s. Cargo handling at the port ended in the early 1990s, marking a significant shift in the town's economic role.



Whitehaven Harbour 1900s



1751 Whitehaven



A Renewed Waterfront Role

Following the decline of its industrial port activity, the harbour was repositioned as a marina and fishing harbour. This gave the waterfront a renewed role within Whitehaven's leisure, visitor and cultural economy.

Today, the harbour remains one of the town's most important assets. Its historic character, maritime setting and relationship with the town centre provide a major opportunity to support regeneration, improve visitor experience and strengthen Whitehaven's identity as a coastal town.

3.3 Heritage, Culture and Leisure

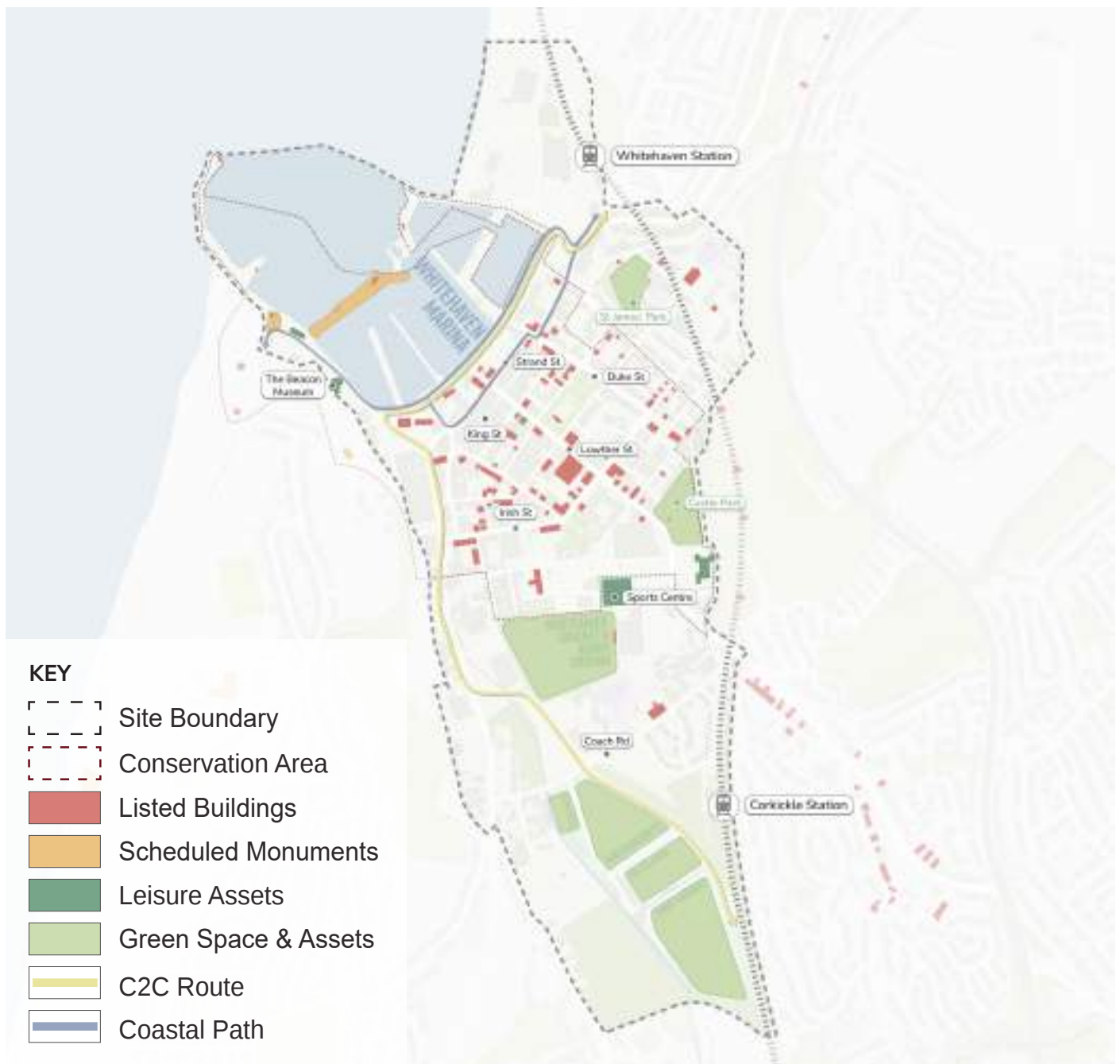
Whitehaven's heritage, cultural assets and coastal setting are central to its identity, shaping how the town is experienced by residents, visitors and businesses.

The adjacent plan identifies the concentration of heritage assets within the historic core, alongside key leisure and cultural destinations around the harbour, town centre and coastal

routes. Together, these assets help define Whitehaven's character and provide an important foundation for future regeneration.

Heritage

Whitehaven has a rich historic environment, with a planned Georgian town centre, harbour infrastructure, landmark buildings and a strong maritime character. The town's street pattern, scale and building form create a distinctive urban setting that sets Whitehaven apart from many other coastal towns.



Listed buildings are concentrated within the historic core and around the harbour, reinforcing the close relationship between the town centre and waterfront. These assets contribute to the town's identity, create a strong sense of place, and shape the quality and character of the public realm.

Harbour and Waterfront

The harbour is one of Whitehaven's most recognisable features and remains central to the town's character. As a working harbour, it continues to support marine and operational activity, alongside its role as a leisure and visitor destination. Its historic walls, lighthouses, marina and waterfront routes create a strong relationship between the town centre and the coast.

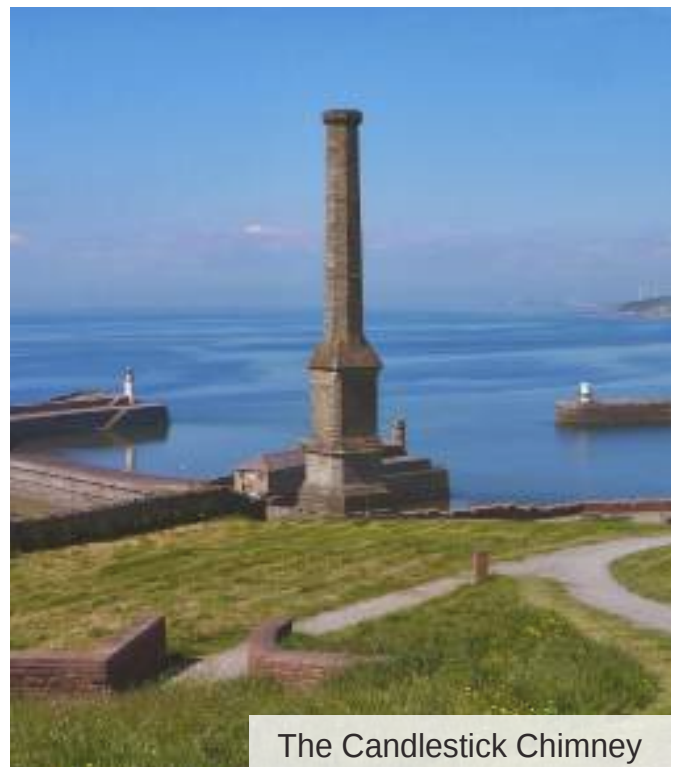
The harbour also supports leisure, walking, boating and visitor activity, and forms a key part of the town's everyday life and visitor experience. The marina, waterfront promenade, North Beach and routes around the harbour edge contribute to Whitehaven's identity as a coastal and maritime town.



Westminster Cafe Bar



Whitehaven Harbour



The Candlestick Chimney

Culture & Tourism

Whitehaven has a number of cultural and visitor assets, including The Beacon Museum, The Rum Story, the harbour, historic churches, civic buildings and public spaces. These attractions help tell the story of the town and provide reasons for people to visit, explore and spend time in Whitehaven.

There is a clear opportunity to build on this offer and attract more visitors into the town. A stronger programme of events, markets, temporary uses and community-led activity could help animate streets and spaces, support local businesses and strengthen Whitehaven's identity throughout the year.



The Rum Story



Beacon Museum

Leisure, Coast and Outdoor Activity

Whitehaven benefits from a strong coastal and landscape setting, with access to the marina, harbour walks, the England Coast Path and wider routes towards St Bees Head and the Lake District Coast. It is also linked to national cycling routes, including the C2C route, which starts in Whitehaven.

Leisure assets include The Edge coastal activity centre, Whitehaven Sports Centre, Whitehaven Cricket Club, Castle Park, St James' Park and the wider network of open spaces and playing fields. These facilities support walking, cycling, watersports, sport and everyday recreation for residents and visitors.



The Edge



Castle Park



3.4 Land Use

Whitehaven has the foundations of a mixed-use centre, but a stretched retail core, vacant units and limited leisure offer reduce activity in parts of the town.

Town Centre Role and Function

Whitehaven's retail and service uses are spread across a relatively large town centre core, including King Street, Lowther Street, Duke Street and Market Place. As retail demand has changed, this area now feels too large for the level of activity it supports. This has resulted in uneven footfall, vacant units and inactive frontages, weakening the high street experience in parts of the centre.



King Street



Lowther Street

Leisure and Visitor Offer

The town centre has a limited leisure offer, with fewer cultural, food and drink, evening and family-focused uses within the core. Although the harbour, marina and visitor attractions provide important activity, they do not always draw people back into the main shopping streets. This reduces the number of reasons for residents, workers and visitors to spend time in the centre throughout the day and evening.

Harbour and High Street Connections

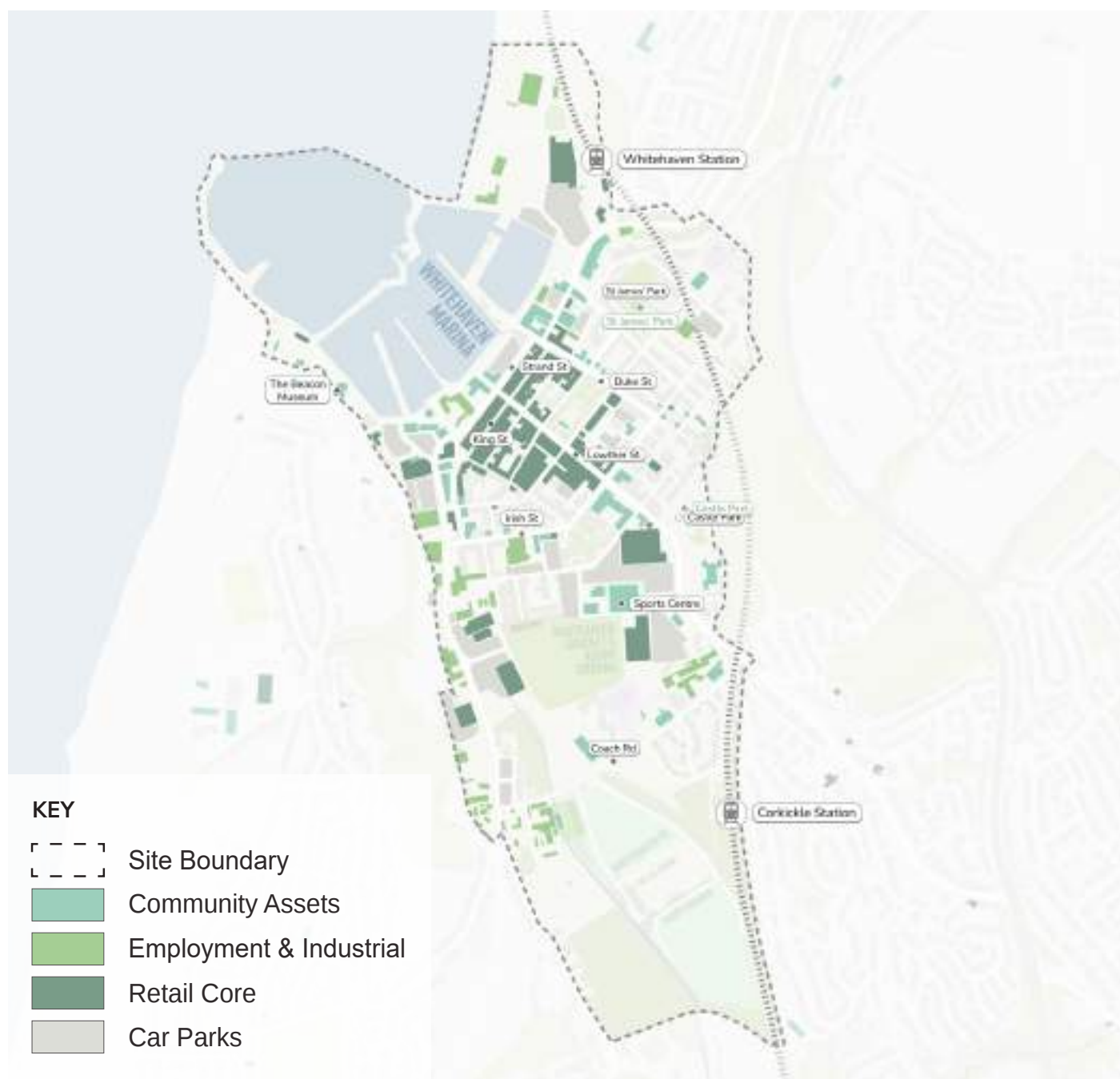
The harbour has a strong identity and visitor appeal, but its relationship with the main retail streets is not always clear or active. Movement between the waterfront and the town centre can feel indirect, and there are limited active uses to encourage people to move between the two. As a result, harbour activity does not always translate into wider town centre footfall.

Underutilised Sites

Vacant buildings, surface car parks, inactive ground floors and underused sites create gaps in activity across the town centre. These spaces interrupt the continuity of streets and weaken connections between key destinations. This affects the overall quality of the town centre experience and reduces the sense of activity, particularly away from the strongest retail and visitor locations.

Duke Street





The land use pattern shows a town with strong assets, but uneven activity. Retail, leisure and civic uses are focused around the historic core and harbour. Vacant buildings, surface car parks and underused sites create gaps in activity and weaken connections between key destinations. Understanding these patterns helps identify where change can strengthen the town centre and support a more active, mixed-use Whitehaven.

3.5 Movement and Connectivity

Whitehaven is compact and well placed for walking, cycling and public transport, but connections are affected by vehicle-dominated streets, surface parking, topography and changes in level.

Pedestrian Connections

Whitehaven's compact form means many key destinations are within walking distance, including the harbour, King Street, Lowther Street, Market Place, the rail stations and nearby parks. The historic street grid provides a strong basis for pedestrian movement through the town centre.

However, pedestrian connections are not always clear or comfortable. Key routes between the harbour, town centre, stations and surrounding neighbourhoods can feel indirect, fragmented or dominated by traffic. Narrow footways, surface parking, road crossings, gradients and inactive frontages affect the quality of the walking experience and can make the town harder to navigate.

Public Transport

Whitehaven benefits from two rail stations within or close to the study area. Whitehaven Station serves the north of the town centre and harbour, while Corkickle Station serves the south-east and nearby residential areas. Both sit on the Cumbrian Coast Line, connecting Whitehaven with nearby towns, employment areas and wider destinations including Workington, Maryport, Sellafield, Barrow and Carlisle.

These links place Whitehaven in an important position within West Cumbria, with access to the coast, Lake District and surrounding communities. Local bus services also connect the town centre with nearby neighbourhoods and settlements.

However, the quality of onward routes from stations and bus stops varies. In some

locations, arrival points lack clear wayfinding, strong public realm or direct links into the centre, making arrival by public transport less clear and welcoming.

Vehicular Connections

Vehicle movement remains a major influence on how Whitehaven functions. Key streets such as Lowther Street, Strand Street, Duke Street, Irish Street and Coach Road carry traffic through and around the town centre, while also accommodating access, servicing and parking.

The historic street grid is narrow and constrained in places, meaning vehicles, pedestrians, servicing and parking often compete for space. Several key streets feel vehicle-dominated, and the abundance of on-street and surface parking within the town centre affects the quality and continuity of public spaces. Surface car parks also occupy prominent sites close to the harbour, retail core and civic areas.



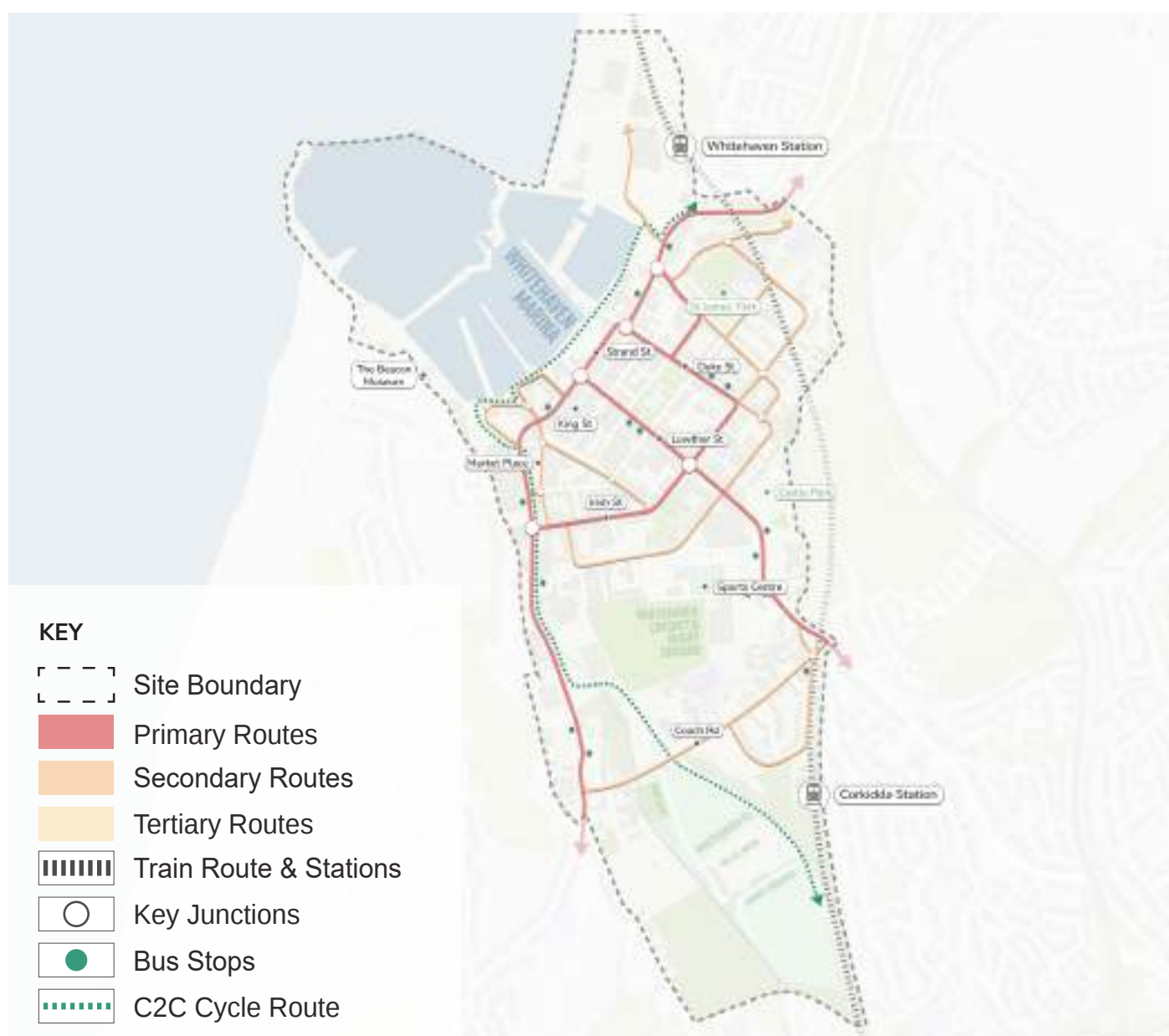
Cycle Network

Whitehaven has an important role within the wider cycling network, particularly as a start and end point for the Coast to Coast route. The town's coastal setting and links to wider leisure routes provide a strong basis for cycling activity.

However, cycle connections within the town centre are inconsistent. Gradients, traffic, junctions and limited dedicated infrastructure make cycling difficult, especially between the harbour, stations, town centre and surrounding neighbourhoods. As a result, the wider cycling network does not always provide easy or comfortable movement within the town.



C2C Route



3.6 Constraints and Opportunities

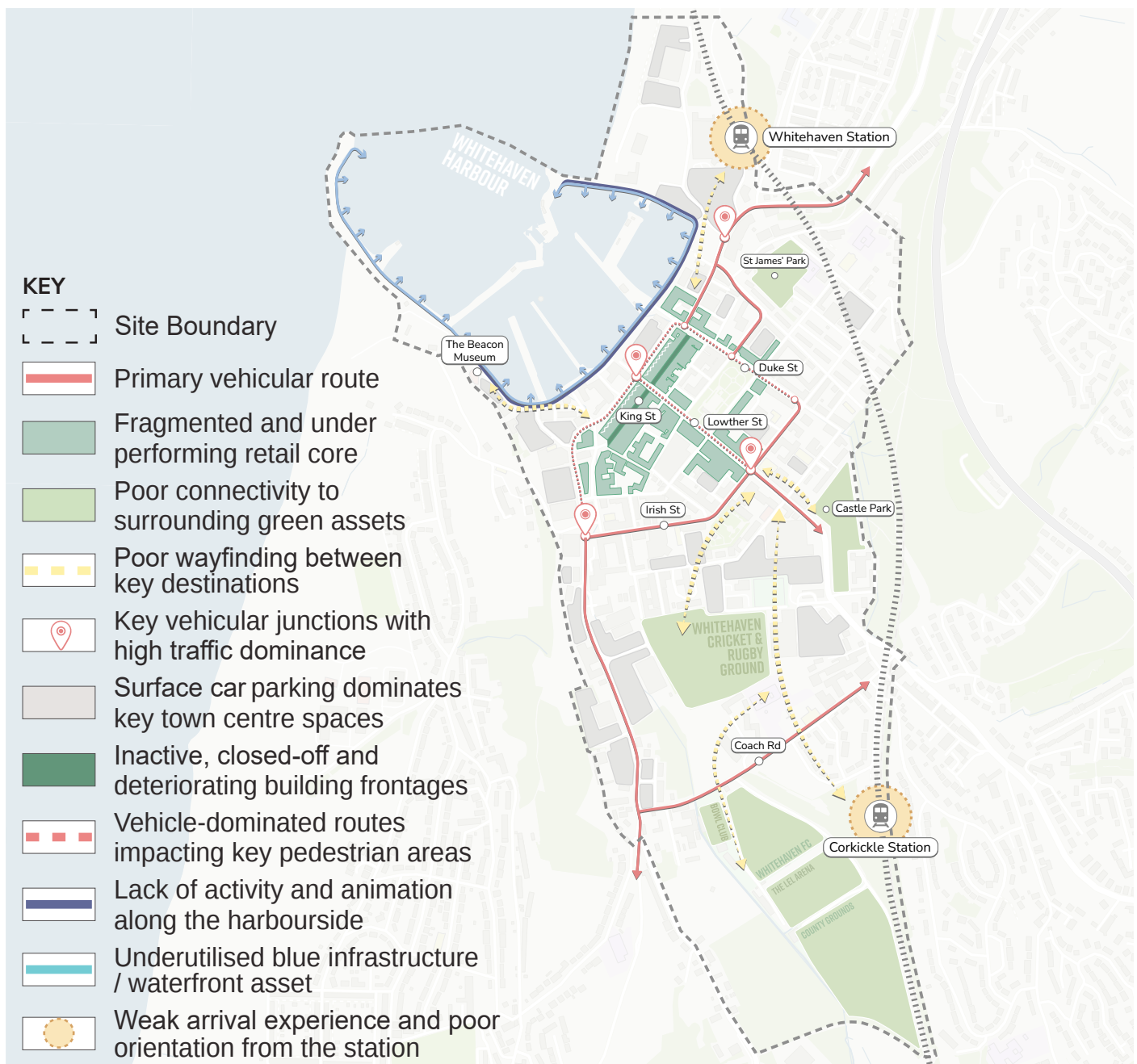
Constraints

Fragmented and underperforming retail core

Whitehaven's retail core is spread across a wide area, with activity concentrated in some locations but weakened by vacant units, inactive frontages and underused buildings elsewhere. This creates a fragmented town centre experience, reducing footfall, dwell time and the overall strength of the retail offer. There is a need to consolidate and better connect the core, supporting a more active mix of retail, leisure, civic and visitor uses.

Vehicle-dominated routes and junctions

Primary vehicular routes and busy junctions create barriers to comfortable pedestrian movement through the town centre. This is particularly noticeable where people move between the station, retail core, harbour and surrounding neighbourhoods. Traffic dominance affects perceived safety, legibility and the quality of the walking experience, making short journeys feel less direct and less pedestrian-friendly.



Surface car parking dominates key spaces

Several prominent town centre sites are occupied by surface car parking, including spaces in highly visible and strategically important locations. These areas interrupt the built form, reduce street enclosure and limit the quality of the surrounding public realm. The dominance of surface parking contributes to a vehicle-led character and weakens the overall sense of place within the town centre.

Poor wayfinding

Although Whitehaven has a compact town centre with historic streets, harbour assets and civic spaces, connections between these places are not always easy to understand. A lack of consistent signage, visual markers and clear routes makes navigation less intuitive. This reduces confidence for visitors and can limit movement between different parts of the town centre.

Poor connectivity to green assets

Whitehaven benefits from surrounding green spaces and landscape assets, but these are not well connected to the town centre. Routes can feel fragmented, indirect or secondary, limiting the visibility and accessibility of these assets. This weakens the relationship between the urban centre and its wider landscape setting.



Strand Street

Inactive, closed-off and deteriorating frontages

Some streets and routes are affected by inactive, closed-off or deteriorating building frontages. These weaken the quality of the pedestrian environment and can make parts of the town centre feel less welcoming, less overlooked and less vibrant. Poor frontage conditions also affect perceptions of safety, care and confidence in the town centre.

Lack of harbourside activity and animation

The harbour is one of Whitehaven's strongest assets, but parts of the waterfront currently lack activity, animation and reasons to dwell. Some areas feel disconnected from the town centre, with limited active edges or uses that encourage people to stay. This reduces the harbour's role as part of the everyday town centre experience.

Underutilised waterfront and blue asset

Whitehaven's waterfront gives the town a distinctive identity, but it is not fully integrated into the wider town centre. Limited activity, weak connections and underused spaces reduce its presence as a central asset. As a result, the harbour and waterfront do not currently contribute as strongly as they could to the character, movement and experience of the town centre.



King Street

Opportunities

These opportunities are supported by revitalisation work already underway across Whitehaven, including public realm improvements, building enhancement grants and street decluttering. The masterplan can build on this momentum by coordinating future investment and linking individual projects into a wider place-based strategy.

Reusing heritage assets

Whitehaven's historic buildings and townscape are a key part of its identity. The reuse, repair and activation of listed and historic buildings provides an opportunity to reinforce local character, support town centre vitality and ensure regeneration builds on the town's existing heritage strengths.

Rebalancing streets for people

Key streets and junctions provide an opportunity to reduce the dominance of vehicles and create a safer, more comfortable town centre environment. Improvements to crossings, public realm and pedestrian priority would support easier movement through the town and encourage people to spend more time within the centre.

Activating the harbour

The harbour has significant potential to become a more active and attractive destination. Its waterfront setting, historic character and proximity to the town centre create opportunities for improved public spaces, ground-floor activity, events and flexible uses that can support both local residents and visitors.

Strengthening green connections

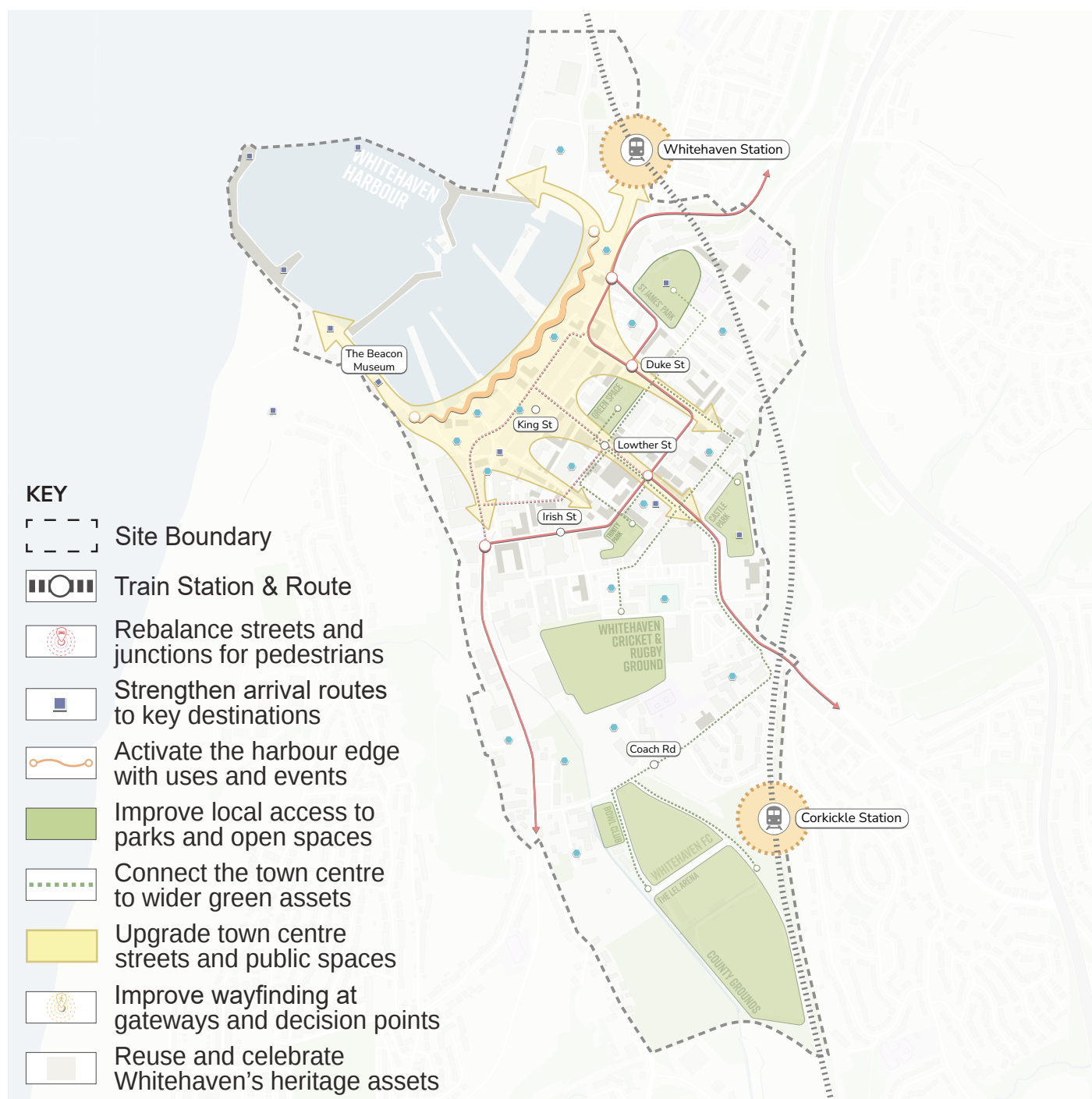
Existing parks, open spaces and wider landscape routes provide an opportunity to improve access to nature from the town centre and surrounding residential areas. Clearer walking links and enhanced public realm would help connect people to green spaces, support wellbeing and contribute to a greener town centre environment.

Enhancing public realm quality

There is an opportunity to improve the quality and consistency of streets and spaces across the town centre. Upgrades to paving, planting, seating, lighting and signage would improve comfort, identity and dwell time, while helping to create a more welcoming environment for residents, businesses and visitors.

English Street, Carlisle





Improving movement and legibility

Whitehaven's key destinations are located within a relatively compact area, creating a strong opportunity to improve pedestrian movement between the railway station, harbour, town centre and surrounding neighbourhoods. Better wayfinding, clearer arrival points and improved pedestrian routes would make the town easier to navigate and help strengthen connections between existing assets.





04. Vision & Objectives

4.1 The Vision

Whitehaven town centre will be at the heart of a vibrant west Cumbria; celebrating its historic harbour, heritage and nature it will be on the cutting edge of nuclear innovation and provide a special place to enjoy, live, work and explore.

The vision sets out a shared direction for Whitehaven's future, building on the town's distinctive heritage, harbour setting and strong community identity. It reflects the aspirations of residents, businesses, young people, workers and visitors, while responding to opportunities for investment, innovation and sustainable growth.

Together, the vision and objectives provide a framework for coordinated change, guiding future projects and helping to create a more vibrant, connected and resilient town centre.

Who it is for



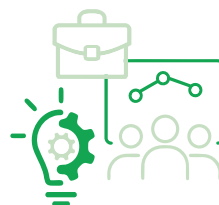
Communities

A welcoming and inclusive town centre that supports everyday needs, local businesses, and community life.



Young People

An accessible town with affordable living, social spaces, and opportunities to learn and connect.



Workers

A high-quality place to live and work, flexible workspaces, good connections, and strong work-life balance.



Visitors

A distinctive destination celebrating heritage and the waterfront, with attractions to explore and return to.



4.2 Development Principles



Celebrate Heritage and Waterfront Identity

Development should respect, reuse, and enhance Whitehaven's historic buildings, Georgian townscape, and maritime character. Regeneration should celebrate the harbour and coastal setting, reinforcing a strong sense of place that is rooted in Whitehaven's history.



Define Whitehaven's Identity as a Coastal Destination

Key arrival points, including the harbour, rail station, and primary vehicular routes, should create a strong sense of arrival into Whitehaven. High-quality design, enhanced public realm, and clear wayfinding should encourage visitors to explore the town centre, supporting footfall and activity.



Rebalance Movement to put People First

Streets and routes should be redesigned to reduce car dominance and prioritise pedestrian and cycle movement. Safer crossings, calmer streets, and green infrastructure will reduce severance and strengthen community.



Support Employment, Learning and Living

Development should support existing employment sectors while enabling students, graduates, and families to live and work in Whitehaven. Flexible innovation space, and modern housing for growth, retain talent, and create a vibrant community.



People First

Designed to reduce vehicular impacts, support pedestrians, cyclists, and public transport. Improved active travel routes and enhanced connections across the town.



Work, Learning, and Sustainable Living

Supporting existing and emerging employment opportunities, graduates, and professionals to access flexible workspaces, learning and innovation hubs will support sustainable and resilient communities and a balanced community.



Activate the Harbour and Town Centre

The harbour and town centre should be animated through active ground-floor uses, flexible public spaces, and a mix of leisure, cultural, employment, and residential activity. This will support footfall throughout the day and evening and strengthen town centre vitality.



Enhance Public Realm and Green Infrastructure

Public realm improvements should deliver attractive, and high-quality streets and spaces across the town centre and waterfront. Integrated green infrastructure will enhance biodiversity, improve climate resilience, and strengthen connections to green and blue spaces.

Celebrate Heritage and Waterfront Identity



Whitehaven's future should be shaped by the qualities that make it distinctive, including its historic harbour, Georgian townscape, listed buildings and coastal setting. These assets should inform future change, long-term development and reinforce the town's identity.

A Town Shaped by History

Whitehaven has a rich and distinctive history, shaped by its harbour, Georgian townscape, listed buildings and maritime character. These assets give the town buckets of character and set it apart from many other coastal towns. Its historic streets, waterfront setting, harbour walls, landmark buildings and fine urban grain create a strong sense of place that should be protected, enhanced and used as a foundation for future regeneration.



Humber Street, Hull

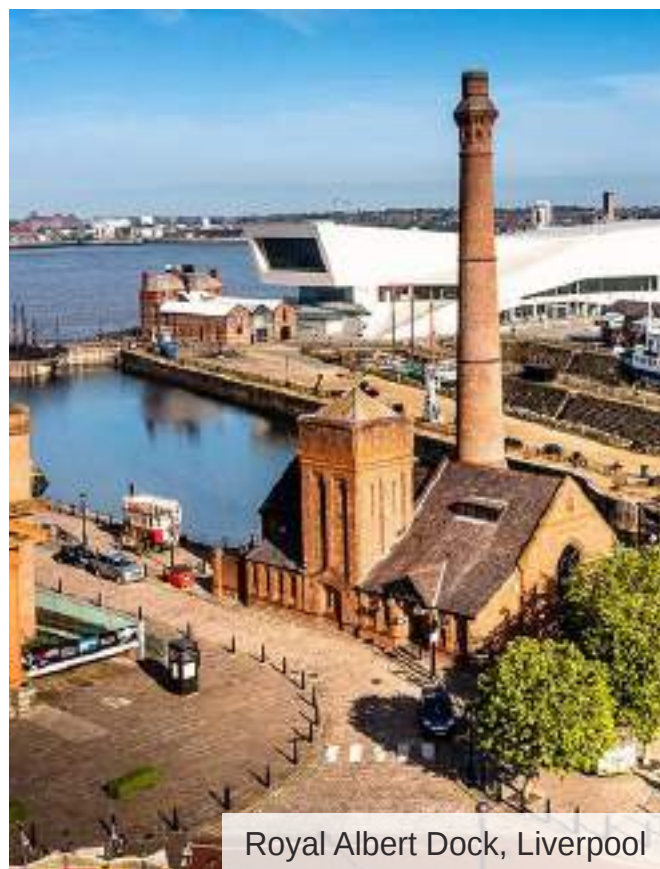
Building From What Makes Whitehaven distinctive

This is why celebrating heritage and waterfront identity is a key development principle for the masterplan. Future change should not feel generic or disconnected from Whitehaven's character, but should build from what already makes the town special. New development, public realm improvements and regeneration projects should respond carefully to the town's scale, materials, views, historic street pattern and relationship with the harbour.

The masterplan can help achieve this by supporting the repair, reuse and activation of historic and underused buildings, particularly within the town centre and around the waterfront. Bringing these assets back into productive use can help protect Whitehaven's heritage while creating new opportunities for community, cultural, commercial, education and workspace uses. This approach allows heritage to become an active part of the town's future, rather than simply something to preserve.



Bristol Harbourside



Royal Albert Dock, Liverpool

Reconnecting The Town and Harbour

The harbour should also be treated as one of Whitehaven's defining assets. Improvements to the harbourside public realm, active ground floor uses, better routes, wayfinding and stronger links between the town centre and waterfront can help reconnect these areas and encourage people to spend more time in Whitehaven. Masterplan projects should capitalise on the harbour's setting by making it feel more welcoming, accessible and animated throughout the day and across the year.

By celebrating Whitehaven's heritage and waterfront identity, the masterplan can ensure that regeneration strengthens the town's existing character while supporting new activity, investment and civic pride. It provides an opportunity to reconnect historic streets with waterfront spaces, create a stronger visitor experience, and shape a town centre that feels unmistakably Whitehaven.

Rebalance Movement to put People First

Whitehaven's streets should be rebalanced so they work first as places for people, making it safer, easier and more enjoyable to move between the harbour, town centre, station and surrounding neighbourhoods.

A Compact Town Shaped by Movement

Whitehaven has a compact town centre, with many of its key destinations located within walking distance of one another, including the harbour, King Street, Lowther Street, Market Place, Whitehaven Station and surrounding neighbourhoods. This creates a strong opportunity to support a more walkable, connected and accessible town centre.

Pedestrian movement within Whitehaven town centre is currently constrained by vehicle dominance across a number of key streets. Lowther Street, Strand Street, Duke Street, Irish Street and Coach Road all perform important traffic, parking and servicing roles, but their current arrangement can create severance between the harbour, retail core,

station and civic spaces. This reduces the clarity, comfort and attractiveness of walking routes through the town centre.

Reducing Vehicle Dominance

This is why rebalancing movement to put people first is an important development principle for the masterplan. Whitehaven's historic street grid was not designed around modern traffic demands, and in many places vehicles, servicing, parking, pedestrians and cyclists are competing for limited space. As a result, streets that should function as attractive public spaces can feel dominated by carriageways, junctions, parking and traffic movement.

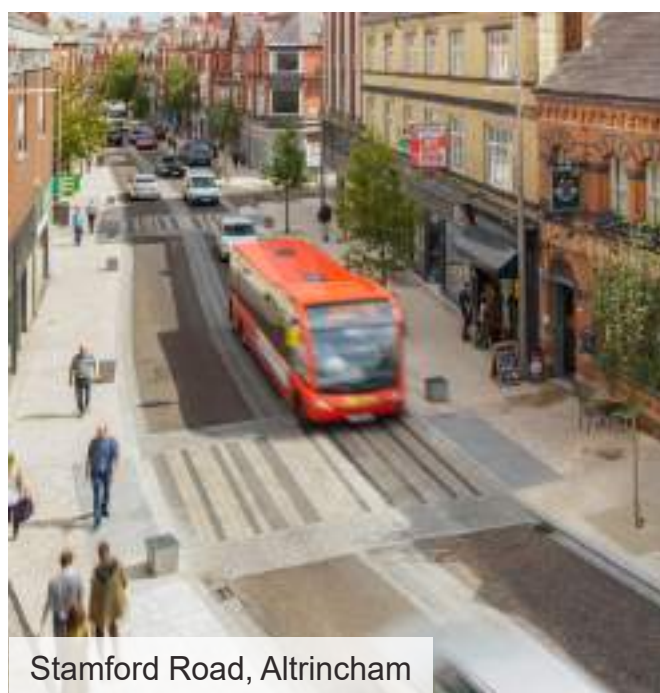
The masterplan provides an opportunity to change this balance. By calming traffic, improving crossings, rationalising parking and reallocating space towards pedestrians, cycling, greening and public realm, the town centre can become easier and more enjoyable to move through. This does not mean removing all vehicle access, but ensuring that movement is managed in a way that supports the town centre as a place for people, not just a route for traffic.





Reinstating a pedestrian-first town centre

A pedestrian-first approach can help reconnect Whitehaven's key assets and make the town centre feel more cohesive. Improvements to Lowther Street can strengthen its role as a key spine between the civic area, town centre and harbour. Changes to Strand Street can reduce the sense of separation between the town and waterfront. Enhancements around Duke Street, Market Place and key gateways can create safer, clearer and more welcoming arrival points.



Stamford Road, Altrincham



Devonshire St, Carlisle

By rebalancing movement, the masterplan can support a town centre that prioritises walking, cycling and public transport while still accommodating essential access, servicing and parking. This will help reduce severance, improve safety and comfort, support local businesses, encourage longer dwell time and create a stronger connection between the harbour, high street and wider neighbourhoods.

Putting people first is therefore central to Whitehaven's regeneration. It will help restore streets as social, civic and commercial spaces, making the town centre more accessible, more attractive and better able to support everyday life, visitor activity and future investment.

Activate the Harbour and Town Centre



Whitehaven's harbour and town centre should work together as one connected place, supporting local activity, stronger footfall and a more vibrant everyday town centre experience.

A Working Harbour at The Heart of Whitehaven

Whitehaven's harbour is one of the town's greatest assets. It provides a distinctive

waterfront setting, reflects the town's maritime history and continues to function as a working harbour. Together with the historic town centre, it gives Whitehaven a strong identity and a character that is unique within the wider West Cumbrian coast.

However, the relationship between the harbour and town centre is not always fully realised. In places, the waterfront can feel separated from the retail core by traffic movement, fragmented public realm and limited active uses. This reduces the sense of connection between key destinations and limits the role the harbour can play in supporting everyday town centre life.



Pavilion Road, Chelsea

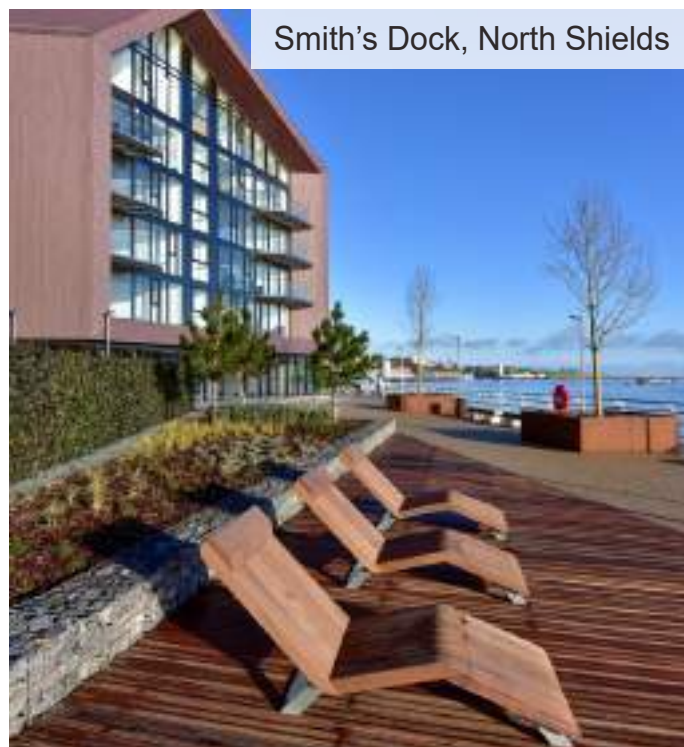
Strengthening the Town and Waterfront Relationship

This is why activating the harbour and town centre is a key development principle for the masterplan. The focus is on making Whitehaven's town centre and harbour work better together as one connected place. This means improving routes, strengthening frontages, creating better spaces to dwell and supporting uses that bring more activity into the town throughout the day.

The masterplan can help achieve this by improving connections between King Street, Market Place, Strand Street, the station and the waterfront. Public realm improvements, active ground floor uses, clearer wayfinding and more flexible harbourside spaces can help draw people between the town centre and harbour, supporting local businesses and encouraging longer dwell time.



Altrincham, Manchester



Smith's Dock, North Shields

Celebrating Everyday Activity and Destination Appeal

Activation should support the harbour and town centre as places for both residents and visitors. Local markets, small events, outdoor seating, cultural activity, independent businesses and community uses can all help create a more lively and welcoming town centre. These interventions should build on Whitehaven's existing character, rather than replacing it.

Masterplan projects around the harbourside, Strand Street, Mark House, King Street and key gateway sites can support this principle by introducing new activity, improving the quality of streets and spaces, and creating more reasons for people to move between the town centre and waterfront.

By activating the harbour and town centre, the masterplan can help Whitehaven make better use of its existing assets. It provides an opportunity to reconnect the town with its waterfront, support local life, increase footfall and create a more vibrant, welcoming and functional town centre

Define Whitehaven's Identity as a Coastal Destination



Whitehaven has the opportunity to become a distinctive coastal destination within Cumbria, celebrating its working harbour, seafood, maritime heritage, events and waterfront leisure offer.

A Distinctive Coastal Town Within Cumbria

Whitehaven has a strong opportunity to define itself as a distinctive coastal destination within Cumbria. Its working harbour, Georgian

townscape, coastal views, maritime heritage and relationship with the wider Cumbrian landscape create a visitor offer that is different from inland destinations and neighbouring towns.

While the town already has strong assets, its coastal identity is not always clearly expressed or promoted. The harbour, waterfront, town centre, arrival points and visitor routes can feel fragmented, meaning the full experience of Whitehaven as a coastal destination is not always immediately clear. Strengthening this identity is therefore an important development principle for the masterplan.



Devon, UK

Creating a Stronger Visitor Pull

Defining Whitehaven as a coastal destination is about creating more reasons for people to visit, stay longer and return. The town has the potential to offer a stronger leisure and visitor experience, shaped by its working harbour, coastal walks, events, food and drink, cultural activity and access to the wider West Cumbrian coast.

The working harbour should be celebrated as part of this visitor offer. Harbour life, boats, fishing activity, maritime heritage and opportunities to eat local seafood can help give Whitehaven an authentic and memorable identity. This should be supported by events, leisure activities and waterfront experiences that make the town feel like a destination in its own right.



Bristol's Waterfront



Dunoon Queen's Hall and Waterfront

Strengthening the Coastal Experience

The masterplan can support this principle by improving gateways, wayfinding, public realm, waterfront spaces and connections between the station, town centre, harbour and coastal routes. These improvements can help make Whitehaven easier to navigate, more welcoming on arrival and more clearly understood as a coastal destination.

Masterplan projects should help position Whitehaven as a place for leisure, events and discovery, while respecting its working harbour and local character. This could include flexible spaces for seasonal events, enhanced harbourside public realm, improved walking and cycling connections, active ground floor uses and opportunities for food, drink and cultural activity.

By defining Whitehaven's identity as a coastal destination, the masterplan can help broaden the town's role within Cumbria, support the visitor economy and create a stronger sense of place. This will help Whitehaven build on its authentic coastal character and become a more confident, attractive and recognisable destination.

Support Employment, Learning, and Sustainable Living

Whitehaven's town centre should support jobs, skills and sustainable living, creating flexible spaces, new homes and mixed-use opportunities that help people live, work and learn locally.

Supporting Whitehaven's Economic Role

Whitehaven plays an important role within West Cumbria, supporting local communities, services, businesses and employment. The town is also closely linked to the wider Energy Coast, with major opportunities associated with nuclear, clean energy, research, innovation and the supply chain. As set out in the Strategic Outline Business Case, the masterplan should capitalise on opportunities to support employment and businesses through the provision of sites and premises.

This is why supporting employment, learning and sustainable living is a key development principle for the masterplan. Whitehaven

needs to strengthen its town centre offer so that it can support existing businesses, attract new investment and provide the right conditions for people to work, study and live locally.

Creating Space for Learning, Skills and Enterprise

The masterplan can help support this by enabling flexible workspaces, education and training uses, innovation space and professional services within the town centre. This can help create stronger links between Whitehaven's employment base, its skills network and its future workforce.

Projects such as the reuse of historic buildings, redevelopment of underused town centre sites and mixed-use opportunities around King Street, former Mark House and the former Wilko site can provide space for community, cultural, education, workspace and commercial uses. This supports the Strategic Outline Business Case objective to diversify the town centre offer and create more reasons for people to visit, stay longer and spend more.

Chandlers Wharf East Sussex





Chandlers Wharf East Sussex

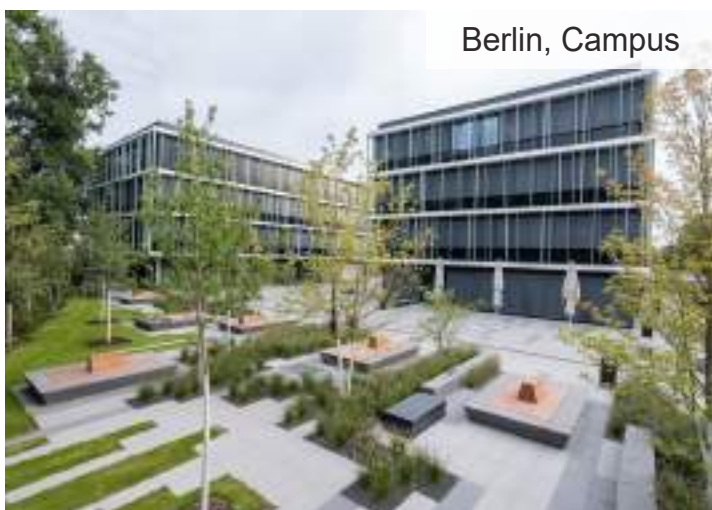


Supporting Town Centre Living

Sustainable living is also central to Whitehaven's future. A stronger residential offer within and around the town centre can help support local services, increase footfall, extend activity beyond daytime hours and create a more balanced community. The Strategic Outline Business Case identifies the need to create a diverse and attractive housing offer that enables a growing population to support a sustainable economy.

The masterplan can support this through new homes, town centre accommodation, senior living, waterfront residential development and transport-connected housing. Locating more homes close to shops, services, public transport, employment and public spaces can help reduce reliance on the private car and support a more sustainable pattern of growth.

Berlin, Campus



By supporting employment, learning and sustainable living, the masterplan can help Whitehaven become a more resilient and attractive place to live, work and invest. It provides an opportunity to retain talent, support local businesses, strengthen the town centre economy and ensure future growth benefits both existing and new communities.

Enhance Public Realm and Green Infrastructure



Strategic public realm and greening can help tie Whitehaven's compact town centre together, improving key streets, softening vehicle-dominated routes and creating more attractive places to walk, dwell and connect.

A Compact and Walkable Town Centre

Whitehaven's close-knit town centre creates an opportunity for public realm and green infrastructure to work harder as a connecting layer. Street trees, planting, seating, lighting and

clearer pedestrian spaces can help improve routes between the harbour, retail streets, station and civic spaces, making everyday movement feel greener, more attractive and easier to follow.

However, the quality of these connections is not always consistent. In places, key streets and spaces are affected by vehicle dominance, limited greening, fragmented public realm and unclear pedestrian priority. This can weaken the experience of moving through the town and reduce the sense of connection between the town centre, harbour and wider neighbourhoods.



Stockholm, Sweden

Using Public Realm to Tie the Town Together

This is why enhancing public realm and green infrastructure is a key development principle for the masterplan. Strategic public realm improvements can help tie Whitehaven's key destinations together, making routes feel clearer, safer and more attractive. This includes improving key streets, strengthening public realm nodes and creating better moments of arrival, pause and orientation across the town centre.

The masterplan can support this by focusing investment along important movement corridors, including routes between the station, town centre and harbour. Improvements to Lowther Street, Strand Street, Duke Street, Market Place and key gateway spaces can help create a more coherent town centre experience, while also supporting the wider ambition to put people first.



Softening Vehicle-dominated Routes

Green infrastructure has an important role to play in softening streets and spaces that currently feel dominated by traffic, parking and hard surfaces. Tree planting, rain gardens, planting beds, seating, surface improvements and pocket spaces can help improve the comfort, appearance and environmental performance of the town centre.

These interventions can also support climate resilience, biodiversity, shade, shelter and surface water management, while creating more attractive places for people to dwell. Public realm and greening should therefore be considered as essential infrastructure, not simply visual enhancement.

By enhancing public realm and green infrastructure, the masterplan can help create a more connected, comfortable and resilient town centre. It provides an opportunity to improve everyday routes, strengthen key civic and waterfront spaces, soften vehicle-dominated streets and create a greener setting for future investment, activity and town centre living.



05. Masterplan Framework

5.1 Introduction

The framework translates the development principles into a spatial strategy, showing how movement, public realm, heritage, waterfront activity and development opportunities work together to shape Whitehaven's future.

This section illustrates the masterplan as a series of strategic layers. These layers bring together movement, public realm, green infrastructure, heritage, town centre activity, waterfront activation, employment, learning, housing and key development opportunities. When combined, they show how individual projects and interventions can work together to support a more connected, active and resilient Whitehaven.

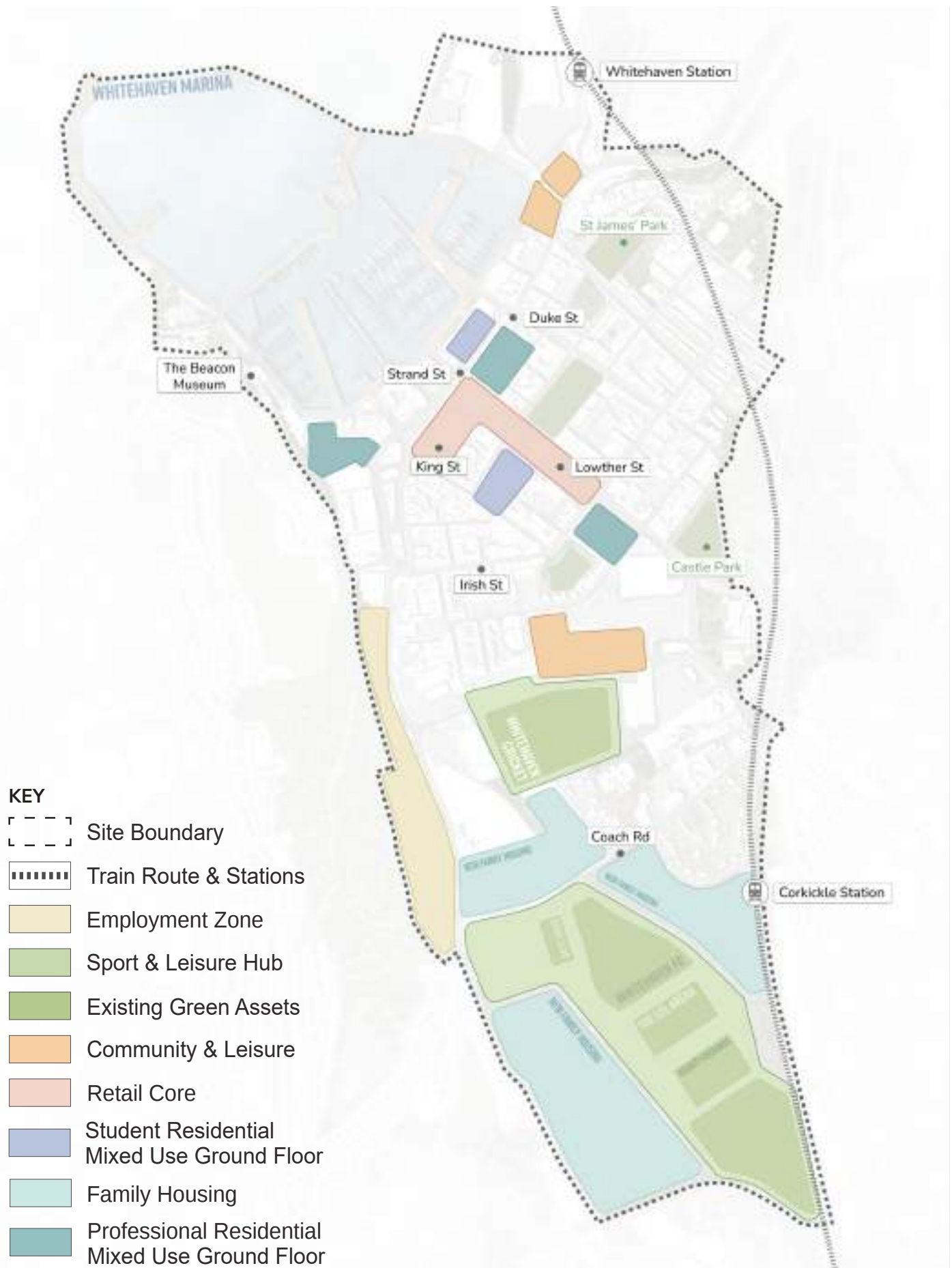
The framework is not intended to be a fixed blueprint, but a flexible structure to guide future decision-making, investment and delivery. It identifies where change should be focused, how different areas can better connect, and how the town's existing assets can be strengthened through coordinated public realm, movement and development proposals.

By presenting the masterplan in this way, the framework demonstrates how Whitehaven's harbour, historic town centre, key streets, arrival points and opportunity sites can work together as part of one integrated vision. It provides a clear basis for shaping future projects, aligning investment priorities and ensuring that regeneration supports the town's long-term ambitions.



Grey to Green, Sheffield

5.2 Land Use Rationalisation



The land use rationalisation framework sets out a clearer and more coordinated approach to how different parts of Whitehaven town centre can function in the future. It focuses activity in the most appropriate locations, strengthens the role of key streets, and introduces a broader mix of uses to support a more active, resilient and sustainable town centre.

Focusing the Retail Core

A key move is the rationalisation of the retail core. Rather than spreading retail activity too thinly across the town centre, the framework concentrates the primary retail focus around King Street South and Lowther Street. This helps reinforce the strongest existing retail streets, improve footfall, and create a more focused and legible town centre offer. Surrounding streets and opportunity sites can then support a wider mix of complementary uses, including food and drink, workspace, community, leisure, education and residential activity.

Supporting Learning and Enterprise

The framework also introduces a stronger student and learning presence within the town centre. Student accommodation, co-working spaces and flexible learning or enterprise uses can help bring new activity into central locations, supporting local businesses and increasing footfall throughout the day. This approach helps connect Whitehaven's town centre more directly with future skills, employment and education opportunities, while encouraging more people to live, study and work locally.



California



Origin Co Working Space, Bristol



New Islington, Manchester

The framework rationalises land uses across Whitehaven, strengthening King Street South and Lowther Street as the retail core while introducing new homes, learning spaces and leisure destinations.

Introducing Town Centre Living

The framework introduces new town centre living to help increase activity, footfall and everyday use within the core. New apartments, upper-floor conversions and mixed-use development can help bring underused buildings and sites back into active use, while supporting a broader housing offer for students, young professionals, workers and local residents. This will help create a more vibrant, lived-in town centre, with more people supporting shops, services, leisure and evening activity throughout the day and week.



Arches Apartments, Leicester



Smith's Dock, North Shields

Kampus, Manchester



Saundersfoot Harbour



Activating the Northern Harbour

At the northern end of the harbour, three new community and leisure buildings are proposed to give this area a clearer purpose and stronger reason to visit. These proposals should support the harbour's working fishing industry, including the potential Fish Hall proposal, which could celebrate Whitehaven's maritime identity, support local businesses and create a visitor-facing destination linked to the waterfront. Together, these buildings can support harbour activity, events, leisure uses and community functions, helping to activate the waterfront and strengthen the northern harbour as a destination.

A More Mixed and Sustainable Town Centre

Overall, the land use rationalisation framework supports a more focused, mixed and sustainable town centre. It strengthens the retail core, introduces new homes, supports learning and workspace, activates underused sites and creates new community and leisure destinations. This ensures that different parts of Whitehaven have a clearer role, while working together to support long-term regeneration.

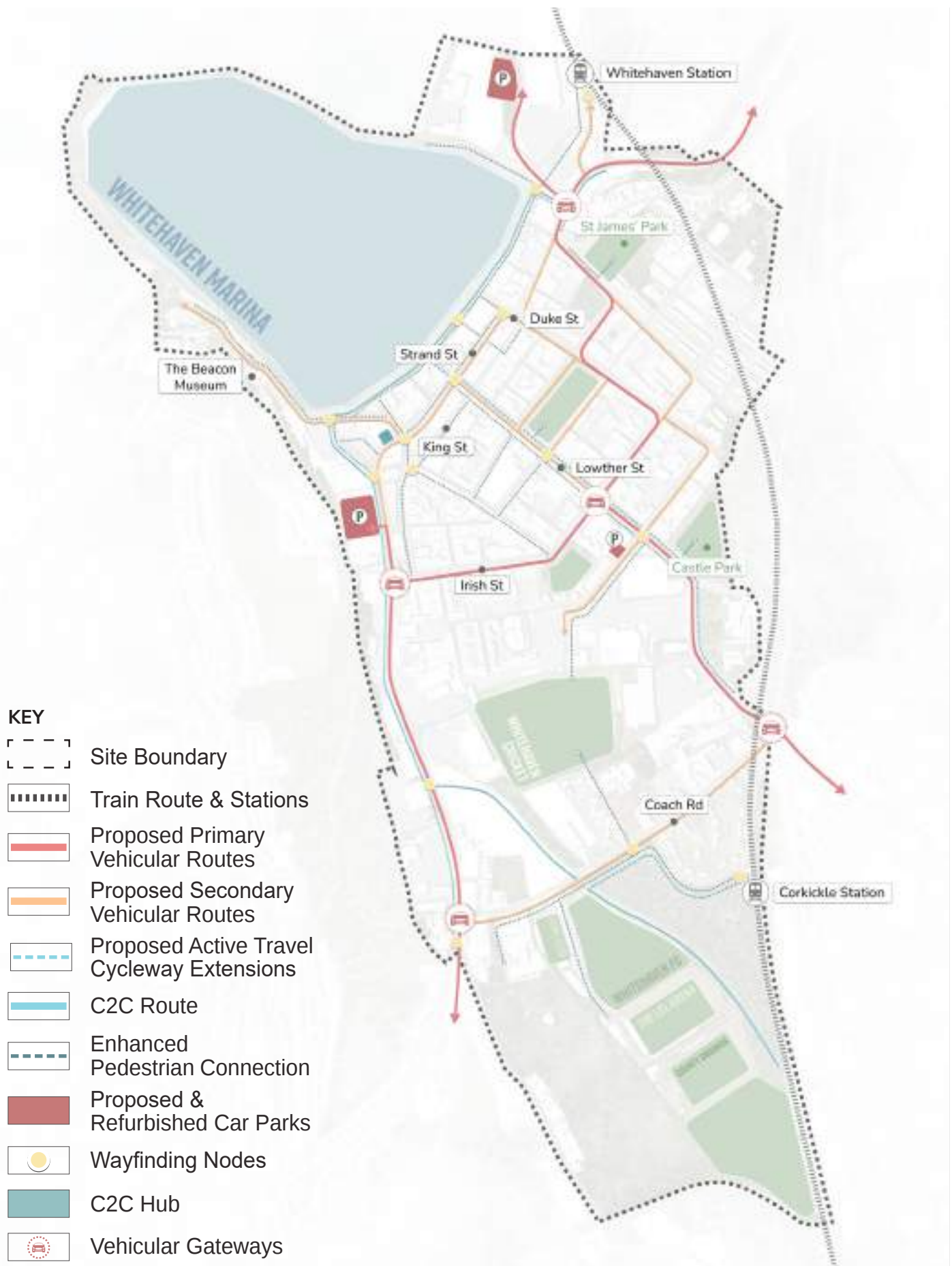
Creating a Sport and Leisure Hub

To the southern part of the town centre, a new sport and leisure hub is proposed within an improved public realm and parkland setting. This creates a strong community-focused destination, surrounded by new family housing that helps define the edge of the open space and supports a more active residential neighbourhood. The relationship between leisure, green space and housing creates a more balanced land use structure and provides a stronger everyday amenity for residents.

Woden Road, Wolverhampton



5.3 Movement & Connectivity





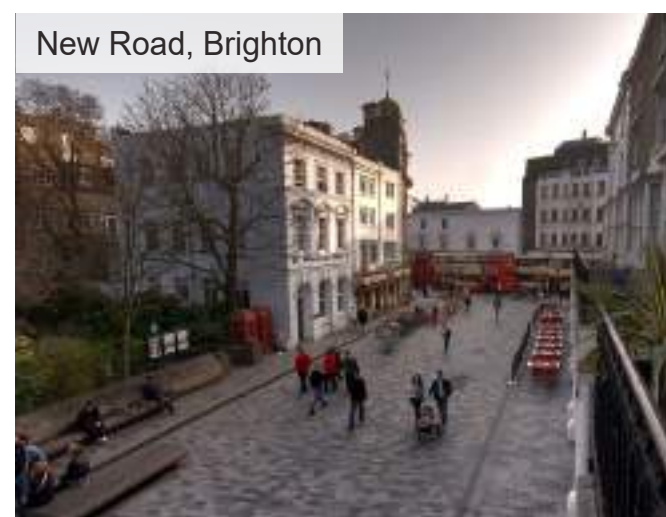
The movement and connectivity framework sets out how Whitehaven can become a more legible, accessible and pedestrian-focused town centre. It identifies a clearer hierarchy of primary and secondary vehicular routes to help manage traffic movement, reduce unnecessary vehicle pressure within the retail core and harbourside areas, and create a calmer environment for walking and cycling.

Importantly, existing bus routes, bus stops and public transport connections are retained, ensuring residents, visitors and businesses can continue to access key destinations easily. The framework also supports existing and improved active travel links, helping to make movement through the town centre clearer, safer and more convenient for all users.

Reworking Vehicular Movement

A key move is to rework vehicular routes through the town centre to relieve pressure on streets that currently feel dominated by traffic. Changes to movement arrangements, traffic calming, junction rationalisation and selective reallocation of road space can help reduce severance and create a more people-focused environment along key routes.

This approach should be developed alongside servicing, parking and public transport requirements, ensuring the town centre remains functional while improving the quality of streets and spaces. Vehicular gateways are focused around key arrival points and multi-storey car parks, helping direct drivers to appropriate parking locations while reducing unnecessary movement through the retail core and harbourside areas.



Kellen Island, Sheffield



Strengthening Pedestrian Links

The framework re-establishes clearer pedestrian links through the town centre, making it easier to move between the stations, King Street, Lowther Street, Market Place, the harbour and surrounding neighbourhoods. These routes should be supported by improved crossings, safer junctions, public realm enhancements and a consistent wayfinding strategy.

Wayfinding is particularly important from key arrival points such as Whitehaven Station, Corkickle Station and principal car parks. Clearer signage, visual markers and improved public realm can help people understand how close key destinations are and encourage more walking between the town centre, harbour, leisure assets and development sites.

London's Covent Garden



Movement improvements should make Whitehaven easier to navigate, directing vehicles to key gateways while prioritising pedestrian and cycle connections through the town centre.

Connecting C2C and Active Travel

The C2C cycle route is a major asset for Whitehaven and should be better integrated into the town centre experience. The proposed cycle hub provides an opportunity to improve the arrival experience for cyclists, support cycle tourism and connect the route more directly with the harbour, town centre and wider visitor offer. With the 2027 Tour de France placing Cumbria on an international cycling stage, Whitehaven has an opportunity to build on this momentum and deliver a lasting cycling legacy, strengthening its role as the western gateway to the C2C route and encouraging more residents and visitors to travel by bike.

Active travel improvements should also connect key town assets, including the harbour, new leisure destinations, public spaces, parks, stations and community facilities. This could include clearer cycle links, improved junctions, safer crossings, cycle parking and better connections into wider coastal and recreational routes.

Linking Movement with Regeneration

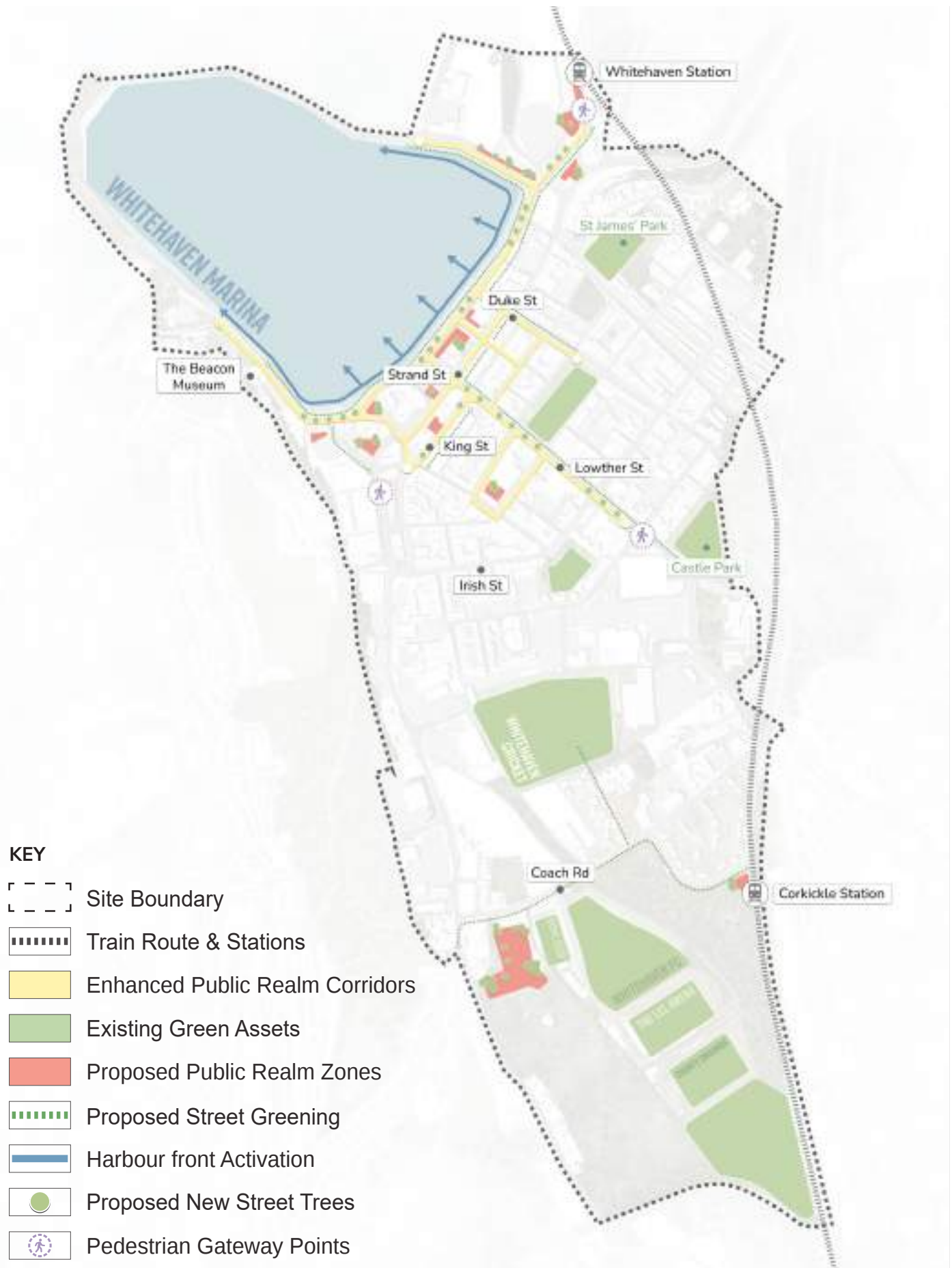
Movement improvements are central to unlocking the wider masterplan framework. Better pedestrian and cycle connections can help support new housing, leisure, community, education and commercial uses by making them easier to reach and better integrated with the town centre.

By reworking vehicular routes, strengthening walking links, improving wayfinding and embedding active travel, the movement and connectivity framework can help Whitehaven function as a more connected and accessible place. This will support a town centre that is easier to navigate, less dominated by traffic and better able to link its harbour, retail core, stations, public spaces and future development opportunities.

Sørenga, Oslo



5.3 Public Realm & Placemaking



The public realm and placemaking framework sets out how Whitehaven's streets, spaces and green infrastructure can work together to create a more connected, welcoming and memorable town centre. It builds on the compact nature of Whitehaven's historic core, using public realm improvements to strengthen key routes, improve legibility and create a better experience for residents, visitors and businesses.



Bristol's Harbour Festival

Connecting Key Streets

A key move is to enhance the main streets that link the town centre, harbour, stations, civic spaces and surrounding neighbourhoods. Improvements to streets such as Lowther Street, King Street, Strand Street, Duke Street and Market Place can help create a more coherent public realm network, rather than a series of separate spaces.



Shenzhen, China

These routes should be improved through better surfacing, lighting, seating, planting, crossings and pedestrian priority. Together, these interventions can help make movement through the town centre feel clearer, safer and more comfortable, while also supporting stronger connections between retail, leisure, community and waterfront destinations.

Greening as Natural Wayfinding

Street greening can play an important role in helping people navigate through Whitehaven. Tree planting, planting beds, rain gardens and greener street edges can act as a natural wayfinding tool, guiding people along key routes and helping important connections feel more visible and intuitive.

This approach can also soften streets that currently feel dominated by hard surfaces, traffic and parking. Greening should be used strategically, marking key routes, arrival points, junctions and moments of transition between the town centre, harbour and wider green spaces.

The Waterfront, Hartlepool



Oslo, Norway



Framing Green Assets

Whitehaven already benefits from important green and open space assets, but routes to these spaces are not always clearly framed or easy to understand. The framework seeks to make these connections more visible, ensuring that routes to parks, waterfront spaces, green corridors and wider landscape assets are not hidden or treated as secondary.

Public realm improvements should help reveal these green connections, using planting, signage, views, surface treatments and small spaces to draw people towards them. This can strengthen the relationship between the town centre, harbour and wider landscape setting.



Poznań City Hall, Poland



Alley-Oop, Vancouver

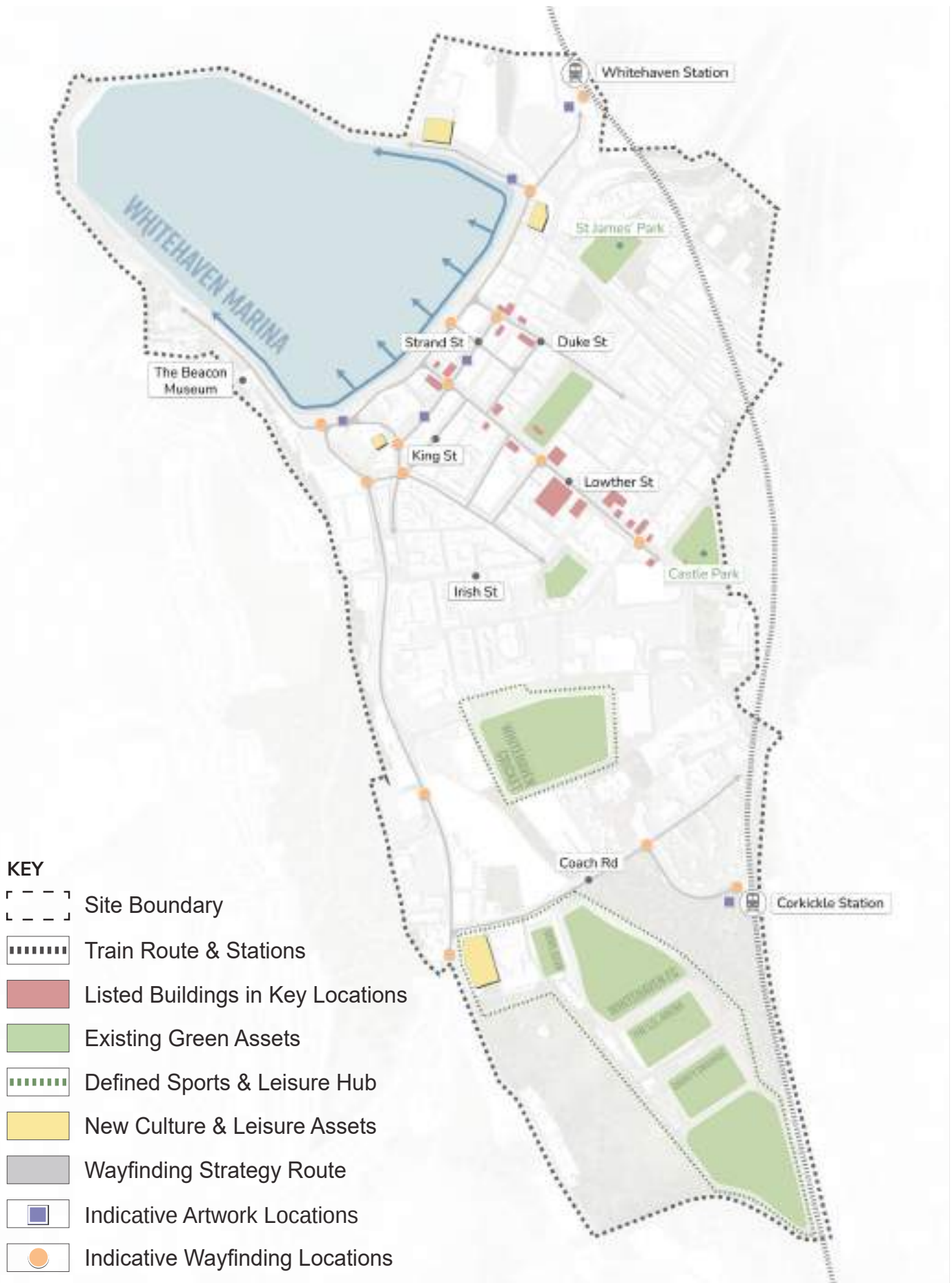
Creating Public Realm Nodes

Within the historic core, a series of smaller public realm nodes can help connect spaces and provide moments to pause, dwell and orientate. These pocket spaces can be located at key junctions, gateways, street corners and areas where important routes meet.

Rather than relying only on large civic spaces, the framework uses a network of smaller interventions to improve the everyday experience of the town centre. Seating, planting, public art, lighting and flexible spill-out space can help bring more life to streets and create a stronger sense of place.

By connecting key streets, using greening as a wayfinding tool, framing routes to green assets and introducing small public realm nodes, the framework can help tie Whitehaven's town centre together. It provides an opportunity to soften vehicle-dominated streets, strengthen the historic core and create a more attractive, legible and people-focused public realm.

5.4 Heritage, Culture & Leisure





Saundersfoot Harbour

The heritage, culture and leisure framework sets out how Whitehaven's historic assets, cultural destinations and new leisure uses can work together to strengthen the town's identity and visitor offer. It builds on Whitehaven's rich heritage, working harbour and historic town centre, while introducing new destinations that create reasons to visit, dwell and move through the town.

Strengthening Leisure Anchors

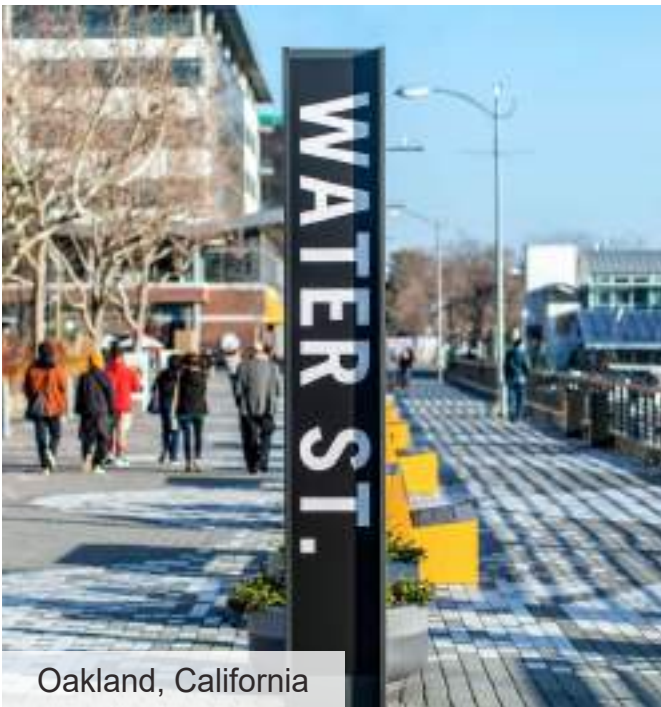
A key move is the introduction of four strategically placed leisure assets across the masterplan area. To the south, a new sport and leisure hub is located within the proposed family neighbourhood, set within an improved parkland and public realm setting. This creates a strong community-focused destination that supports health, wellbeing and everyday activity for residents.

Around the northern side of the harbour, there is potential to strengthen the waterfront as a leisure, cultural and visitor destination. Opportunities could include uses such as a seafood-focused food and drink offer celebrating Whitehaven's fishing heritage, enhanced civic or cultural provision, and visitor accommodation in an appropriate town centre or harbourside location. The exact mix and location of these uses would be subject to further feasibility, viability and site testing, with the aim of creating a stronger cluster of

activity around the harbour and providing new reasons for residents and visitors to spend time there.



Berlin



Oakland, California

Celebrating Heritage Assets

Whitehaven's listed buildings and historic fabric are central to the town's character and should be used to their full potential. The framework supports the reuse, repair and activation of important heritage assets within the town centre, ensuring they are not left vacant, underused or at risk of decline.

Bringing listed and historic buildings back into active use can support a wider range of cultural, community, workspace, education and visitor-facing functions. This approach allows heritage to remain part of everyday town centre life, while protecting the character that makes Whitehaven distinctive.

Connecting Culture, Leisure and the Harbour

The framework uses heritage, culture and leisure uses to create a more connected town centre experience. New leisure destinations at the harbour, alongside improved public realm and active ground floor uses, can help draw people between the waterfront, historic core and wider neighbourhoods.

This is particularly important around the northern harbour, where new cultural and leisure buildings can create a stronger purpose for underused spaces. By combining harbour activity, civic uses, hospitality and public realm, this area can become a key focus for events, visitors and everyday community life.

Wayfinding and Public Art

A new wayfinding strategy will help connect Whitehaven's key heritage, cultural, leisure and green assets. This should make routes between the stations, town centre, harbour, parks, civic spaces and waterfront destinations easier to understand and navigate.

Public art can support this strategy by animating blank façades, marking key routes and creating memorable moments throughout the town centre. Artworks, interpretation, signage and creative lighting can help tell Whitehaven's story, guide people through the historic core and reinforce the town's identity as a coastal destination.

Overall, the heritage, culture and leisure framework supports a more active and distinctive Whitehaven. It protects and reuses historic assets, introduces new leisure and cultural destinations, strengthens the harbour experience and uses wayfinding and public art to connect the town's key places into one coherent visitor and community offer.



Stratford Creative Wayfinding

Croydon



Glendora Plazas



Finsbury Park, London





06. The Proposals



6.1 Project Prioritisation



Artist Impression: Harbourside Activation

Purpose of the Prioritisation Process

The Whitehaven Masterplan identifies a wide range of potential projects across the town centre, harbour and surrounding areas. These include heritage-led regeneration, public realm and movement improvements, redevelopment of vacant and underused sites, land assembly opportunities and longer-term waterfront interventions.

Given the scale and breadth of these opportunities, a clear prioritisation process is required to support decision-making. This ensures that projects are not considered in isolation, but understood in terms of their strategic value, regeneration impact, deliverability and role within the wider transformation of Whitehaven.

The prioritisation process provides a transparent way of identifying which projects should come forward first, which require further development or coordination, and which may be longer-term opportunities dependent on funding, market conditions or enabling actions.

Approach to Regeneration

The masterplan recognises that successful regeneration will not be delivered through one single project. Instead, it requires a coordinated portfolio of interventions that work together over time.

Some projects will deliver early, visible improvements that help build confidence and momentum. Others will act as enabling projects, helping to unlock future investment, improve access, strengthen the setting for development or reduce risk for the public and private sectors. More complex projects may take longer to progress, but have the potential to deliver transformative change and reposition Whitehaven's town centre and harbour offer.

This approach allows the masterplan to balance short-term action with longer-term ambition, ensuring early progress can be made while maintaining a clear pathway towards more significant regeneration outcomes.

Each project has been assessed against a set of Critical Success Factors. These provide a consistent framework for comparing different types and scales of intervention, from small public realm improvements to major redevelopment opportunities.

Critical Success Factors:

Strategic Fit

How well the project supports the overall vision for Whitehaven, aligns with Cumberland Council priorities and strengthens the role of the town centre, harbour and key regeneration areas.

Economic and Regeneration Impact

The extent to which the project can generate economic activity, attract investment, support jobs, improve the visitor economy, bring vacant or underused assets back into use and create wider catalytic benefits.

Market Need

Whether the project responds to an identified demand or opportunity, including the need for new uses, improved public realm, better connections, heritage reuse, town centre diversification or harbourside activity.

Deliverability

The realism of bringing the project forward, considering land ownership, planning and heritage constraints, technical complexity, delivery partners, governance and phasing requirements.

Affordability

The likely scale of cost, funding requirement and ability to align with available or potential funding routes, including public sector investment, grant funding, private sector

Social, Heritage and Environmental Value

- The project's contribution to community benefit, place quality, heritage conservation, sustainability, climate resilience and Whitehaven's distinctive historic and coastal character.

Weighted Prioritisation Score

The Critical Success Factors are weighted to reflect their relative importance to the delivery of the masterplan. This creates a weighted prioritisation score for each project, allowing different interventions to be assessed in a consistent and transparent way.

The score does not simply determine whether a project is good or bad. Instead, it helps identify the role each project plays within the wider regeneration programme. A project may score highly because it is strongly aligned with the masterplan vision, deliverable in the short term and capable of building early momentum. Another project may score lower because it is more complex, dependent on land assembly or requires longer-term market confidence, while still remaining important to the overall ambition for Whitehaven.

The scoring process therefore provides a guide to sequencing, rather than a fixed ranking of importance.

Scoring to Phased Delivery

The weighted scores have been used to inform a phased delivery framework. This helps translate the long list of projects into a realistic programme that can be progressed over time.

Projects with stronger deliverability, strategic alignment and early impact are generally

positioned in the earlier phases. More complex projects, or those dependent on future funding, land assembly, market interest or enabling infrastructure, are positioned in later phases.

This ensures that the masterplan can deliver visible change in the short term while also preparing the ground for more ambitious, transformational opportunities in the medium and long term.

Artist Impression: Strand Street



Artist Impression: Harbourside Public Realm

Phase 01: Delivering the Foundation

The first phase focuses on early, visible and deliverable interventions that can build confidence and momentum. These projects are likely to have a clearer route to delivery and can help improve the experience of the town centre and harbour in the short term.

This phase is important because it establishes the foundations for wider regeneration. It can demonstrate progress, support future funding bids, improve public perception and create the conditions for later investment.

Phase 02: Transformative Change

The second phase includes higher-impact regeneration projects that have the potential to make a more significant contribution to Whitehaven's future. These may require further design development, coordination between partners, funding alignment or enabling works before they can be delivered.

Projects in this phase are important because they begin to shift the scale of change from early improvement to more substantial regeneration. They can help strengthen the town centre offer, unlock underused sites, support economic growth and reinforce the relationship between the town and harbour.

Phase 03; Sustained Momentum

The third phase focuses on strategic projects that extend the benefits of regeneration over time. These projects may be more complex or dependent on the successful delivery of earlier phases, but they play an important role in maintaining momentum and supporting longer-term growth.

This phase ensures that regeneration does not rely only on early wins, but continues to build towards a more resilient, attractive and economically active Whitehaven.



Artist Impression:
King St North Regeneration

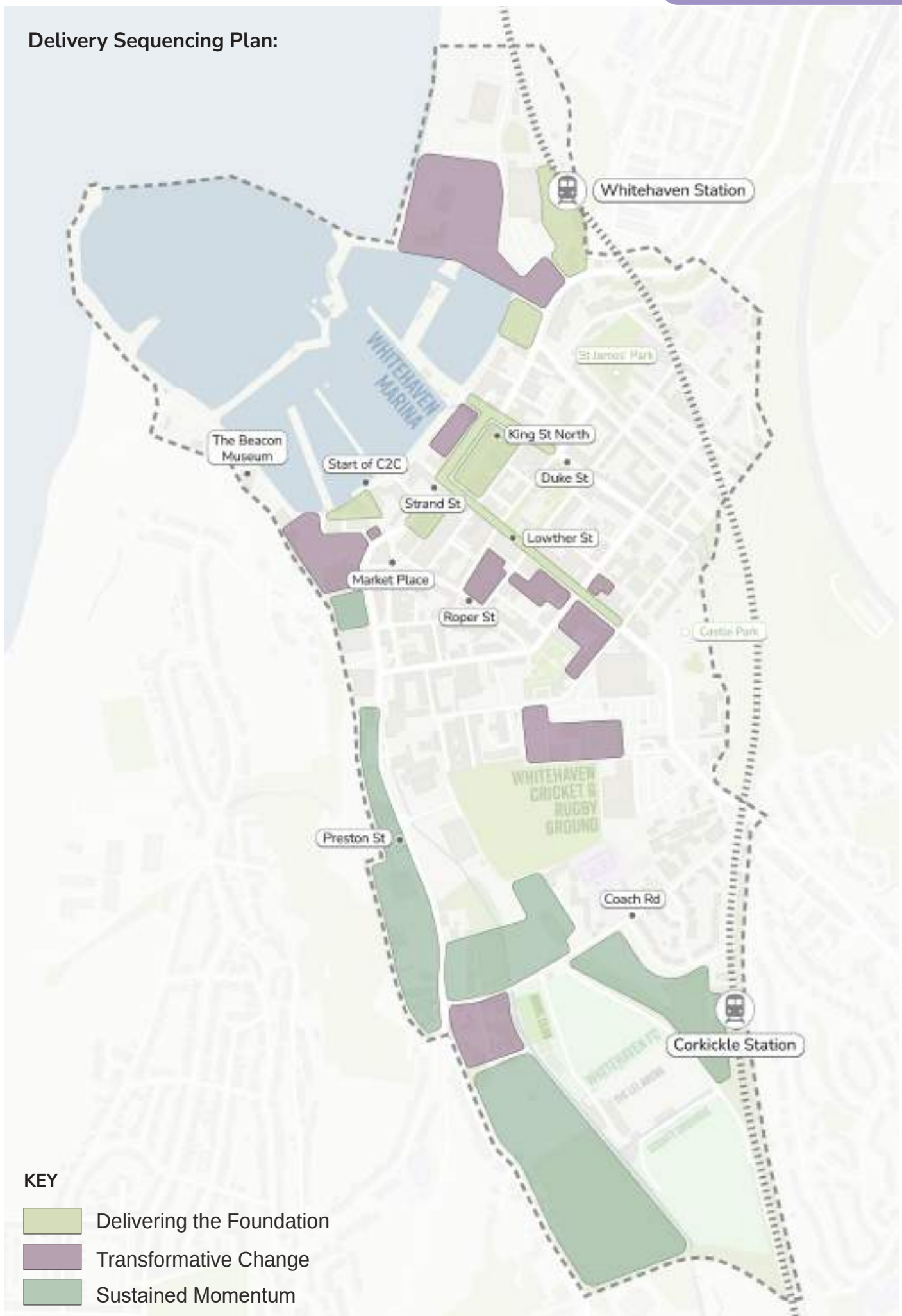
Flexible Delivery Framework

The prioritisation and phasing process should be understood as a flexible delivery framework rather than a fixed programme. Regeneration is shaped by changing funding opportunities, market conditions, landowner decisions, stakeholder priorities and community feedback.

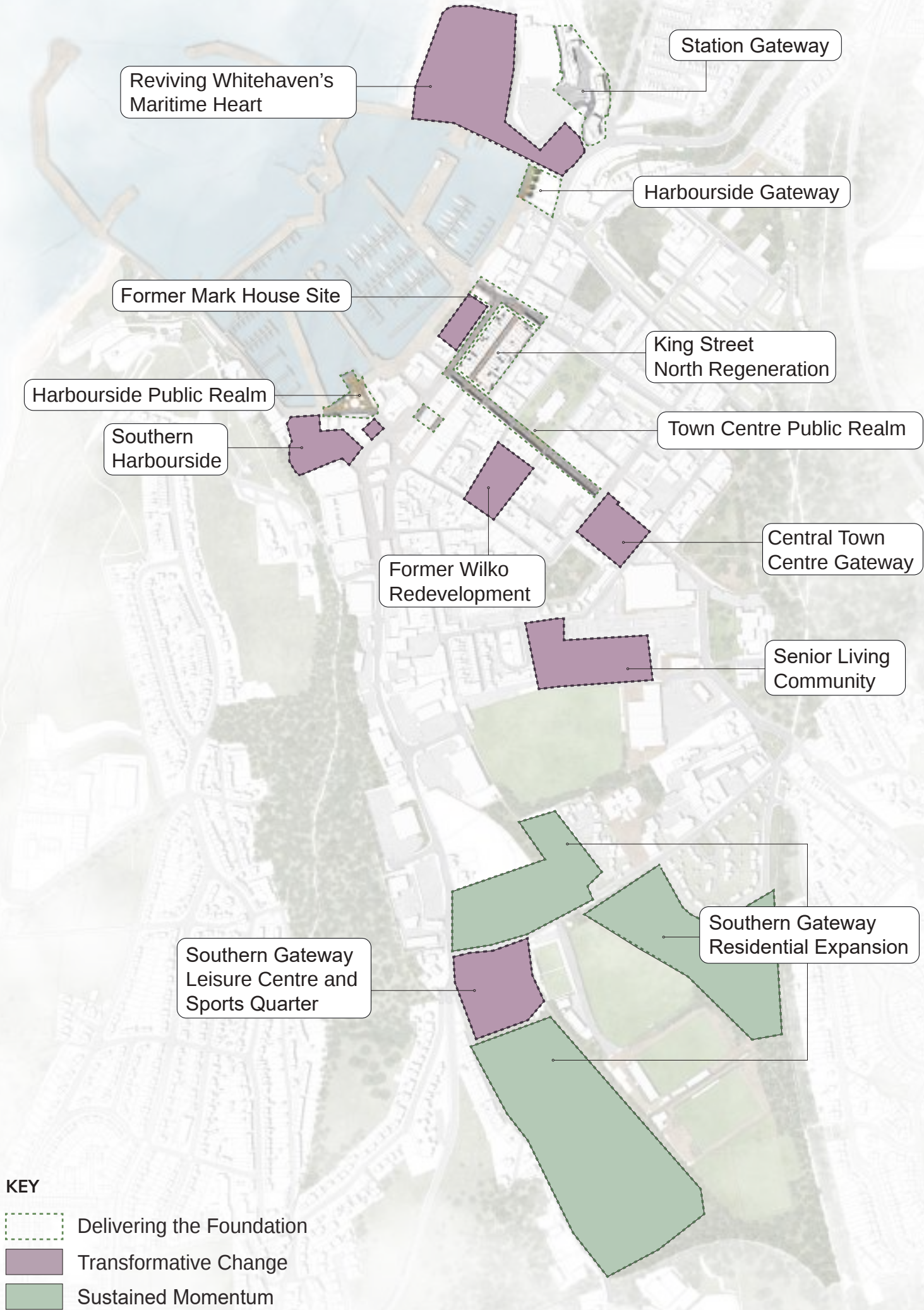
As circumstances change, projects may move between phases. Some longer-term opportunities may come forward earlier if funding or delivery partners are secured, while some early projects may require further development before implementation.

This flexible approach ensures that the masterplan remains realistic, responsive and deliverable, while still providing a clear structure for investment, coordination and long-term transformation.

Delivery Sequencing Plan:



The Masterplan Interventions:



Whitehaven is shaped by its harbour, historic plan, and longstanding relationship with industry, community and the coast. The masterplan builds on these foundations to create a more vibrant, connected town centre and waterfront.

At its core, the strategy rebalances the town by strengthening successful areas, addressing underperformance, and introducing uses that reflect changing economic and social needs. Coordinated interventions improve place quality, diversify the centre, and reinforce Whitehaven's identity as both a working harbour and contemporary coastal destination.

The harbour is a key focus of the masterplan. Improved public spaces, stronger connections and reactivated buildings encourage movement along the waterfront, while new destination spaces create linked places for everyday use and events.

The town centre is reshaped as a more people-focused environment. Improved streets prioritise pedestrians, support local businesses and create a more attractive setting. Key sites introduce housing, education, culture and hospitality uses, helping support activity throughout the day and evening.

The masterplan also responds to Whitehaven's evolving economic role. Partnerships with industry and education providers, particularly those linked to the nuclear sector, bring opportunities for skills, training and innovation into the town centre.

Residential development also plays a key role. New homes bring activity to underused sites, support local services and help create more balanced neighbourhoods, alongside investment in leisure, health and green infrastructure.

Together, these projects bring the harbour,

town centre and gateway areas into a connected whole, with improved movement, stronger destinations and a higher quality environment.

The masterplan is not a single project, but a coordinated programme of change. By aligning public realm, development and infrastructure, it creates a more accessible, diverse and resilient town that builds on Whitehaven's heritage while supporting new opportunities.

Project List

Phase 1: Delivering the Foundations

- Project 01: Town Centre Public Realm
- Project 02: King Street North Public Realm & Shop Front Improvements
- Project 03: Station Gateway
- Project 04: Harbourside Public Realm
- Project 05: Harbourside Gateway
- Project 06: King Street South Regeneration
- Project 07: Wayfinding & Artwork Strategy

Phase 2: Transformative Change

- Project 08: Reviving Whitehaven's Maritime Heart
- Project 09: Central Town Centre Gateway
- Project 10: King Street North Diversification
- Project 11: Former Mark House Site
- Project 12: Former Wilko Redevelopment
- Project 13: Southern Harbourside
- Project 14: C2C Hub
- Project 15: Senior Living Community
- Project 16: Southern Gateway Leisure Centre and Sports Quarter

Phase 3: Sustained Momentum

- Project 17: Southern Gateway Residential Expansion

• • •

6.2

Delivering
The Foundation



6.2 Delivering The Foundation

Early, visible interventions establish the conditions for wider regeneration, improving how Whitehaven is experienced day to day and building confidence in the town's future.

This phase focuses on practical improvements that can begin to change perceptions of Whitehaven in the short term. It brings together projects that strengthen key arrival points, improve movement, enhance public realm quality and make better use of existing assets.

Rather than seeking to transform the town all at once, these interventions create a stronger platform for future investment. They help reconnect important places, support local businesses and demonstrate that change is already happening. By improving the everyday experience for residents, visitors and businesses, this phase lays the groundwork for more ambitious regeneration to follow.

The following section highlights the potential projects within this phase, setting out how individual interventions could come forward as part of the wider sequence of delivery.

Project List

Phase 1: Delivering the Foundations

Project 01: Town Centre Public Realm

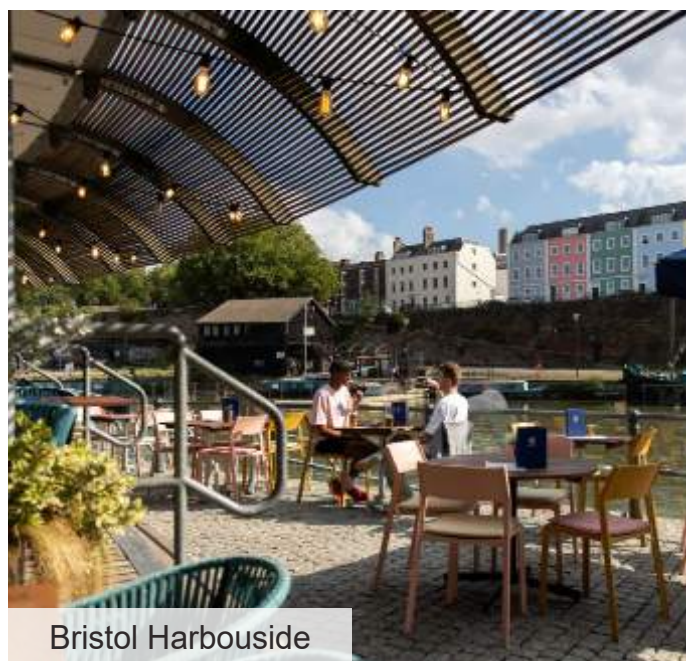
Project 02: King Street North Public Realm & Shop Front Improvements

Project 03: Station Gateway

Project 04: Harbourside Public Realm

Project 05: King Street South Regeneration

Project 06: Wayfinding & Artwork Strategy



Bristol Harbourside



Holland

Project Outline:

Town Centre Public Realm

Streetscape, traffic calming, and greening interventions along Lowther Street, Strand Street, and Duke Street are essential to creating a more attractive, accessible, and people-focused town centre environment.

Rebalancing The Town Centre

Lowther Street, Strand Street and Duke Street are key town centre routes that connect the harbour, retail core and surrounding streets. They support commercial activity, civic life and everyday movement through the town centre. While these streets retain strong architectural character and an established mix of uses, their current form is overly influenced by vehicle movement, limiting their ability to operate as welcoming, sociable and people-focused public spaces.

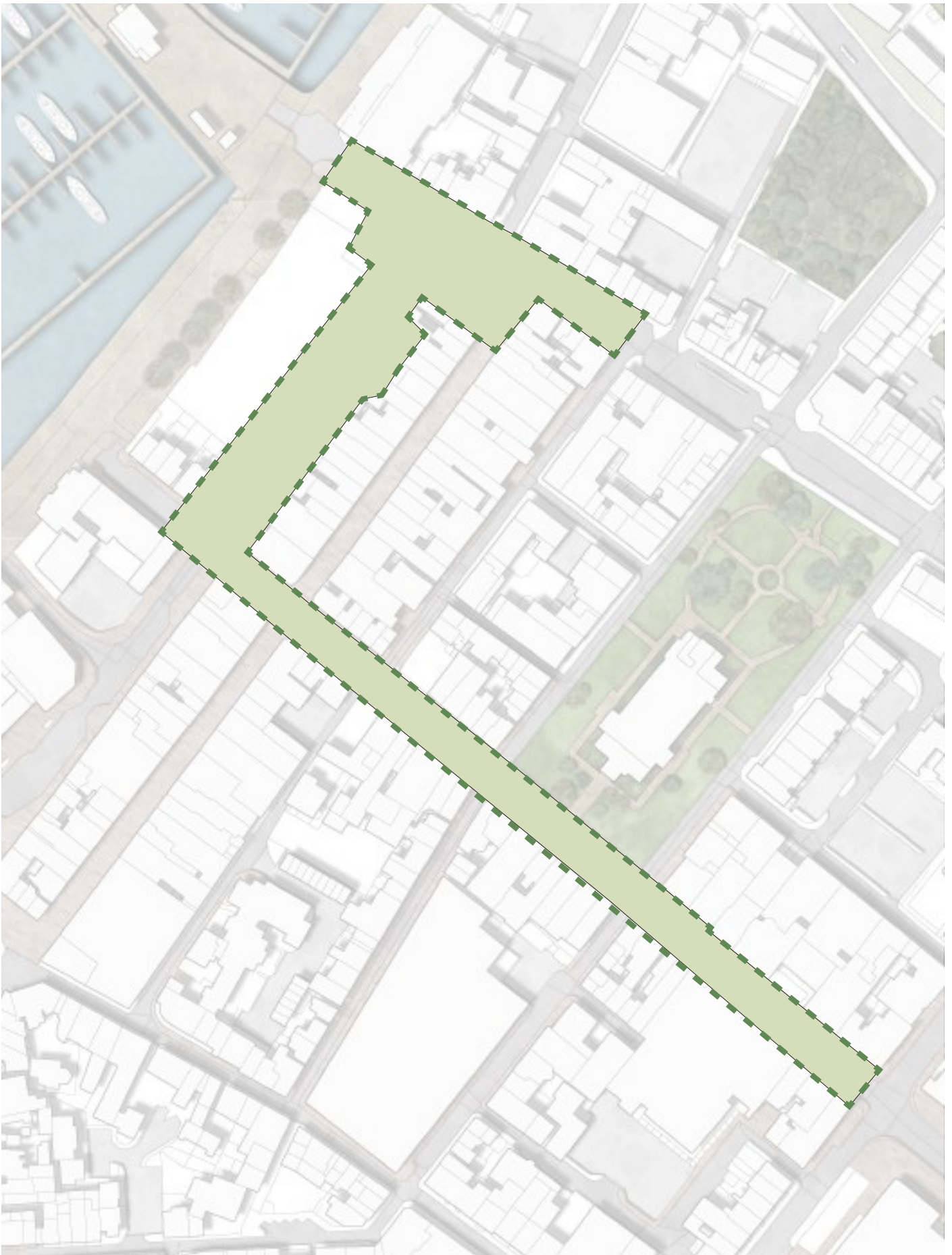
The masterplan repositions these streets as a connected network of people focused environments, where movement and place are more carefully balanced. The ambition is not simply to enhance appearance, but to transform how the town centre is experienced in everyday life, encouraging people to slow down, spend time, and engage with the local economy and public realm.

Why The Project is Needed.

- Existing streets are dominated by vehicles, limiting pedestrian comfort and dwell time
- Narrow footways and continuous on street parking constrain activity and accessibility
- Lack of greenery reduces environmental quality and visual appeal
- Limited opportunity for businesses to engage with and animate the street
- Weak connections between the harbour and town centre reduce overall vitality



Fishergate, Preston



Lowther Street

Central to the proposals is the transformation of Lowther Street into a more generous and active public space. As one of the town's primary commercial routes, it has the potential to act as the social and economic spine of the town centre. At present, this potential is constrained by narrow pavements and the extent of on street parking.

Through the careful rationalisation of parking, space can be reclaimed to create targeted pavement build outs. These expansions provide room for planting, seating and spill out uses, allowing cafés, restaurants and independent retailers to extend into the public realm. In doing so, the street evolves from a movement corridor into a place where social interaction and economic activity can thrive.

Key Benefits

- Increases footfall and dwell time within the town centre
- Supports local retail and hospitality businesses through improved street presence
- Creates safer, more accessible routes for pedestrians and all users
- Enhances environmental quality through greening and reduced vehicle dominance
- Strengthens connections between the harbour and town centre
- Contributes to a more vibrant and resilient local economy.



A Cohesive Network of Streets

Across Strand Street and Duke Street, the same approach is applied to create a unified and legible town centre experience. Enhancements to paving, crossings and street furniture are combined with subtle traffic calming measures that reduce vehicle dominance without compromising access.

The result is a sequence of streets that feel connected and consistent, improving ease of movement while reinforcing the character of the town centre. Each street contributes to a broader network that supports activity, exploration and a stronger sense of place.

Greening and Environmental Quality

The introduction of planting and green infrastructure is integral to the transformation of these streets. Street trees and planting areas are integrated within widened footways and build outs, softening the urban environment and improving comfort.

Beyond their visual contribution, these elements support wider environmental objectives, including improved air quality, better management of surface water, and enhanced climate resilience. They also introduce seasonal variation and a more human scale, helping to create a more welcoming and enjoyable town centre

Flexibility and Everyday Life

The redesigned streets are intended to support a broader range of uses, from everyday movement to social activity and events. Improved surfaces and more generous public space create opportunities for markets, outdoor seating and informal gathering.

Importantly, servicing and access are retained, but integrated in a way that no longer defines the experience of the street. This creates a more balanced environment where practical requirements are met while supporting a richer and more engaging public realm

By rebalancing space, introducing greenery, and enhancing everyday experience, Lowther Street, Strand Street and Duke Street are redefined as places to spend time in rather than simply pass through. Together, they establish a more welcoming, distinctive and people focused town centre that supports both community life and long term economic vitality.

Design Principles

- Reallocate street space to prioritise pedestrians and social activity
- Rationalise on street parking to unlock public realm enhancements
- Introduce build outs to support planting, seating and spill out uses
- Calm traffic through design to create a safer and more comfortable environment
- Use a consistent, high quality material palette that reflects local character

- Integrate planting and green infrastructure to improve microclimate and identity
- Support flexibility to accommodate events, markets and evolving uses

Development Principles	
Celebrate heritage and waterfront identity	
Rebalance movement to put people first	✓
Activate the harbour and town centre	✓
Define Whitehaven's identity as a coastal destination	✓
Support employment, learning and sustainable living	✓
Enhance public realm and green infrastructure	



Artist Impression: Strand Street

Artist Impression: Lowther Street



Town Centre
Public Realm Summary:



Site Area
7556m²

Lowther Street
Open Space
& Public Realm

3606m²





Strand Street
Open Space
& Public Realm

2177m²



Duke Street
Open Space
& Public Realm

1773m²



Project Outline:

King Street North Public Realm & Shop Front Improvements

Streetscape improvements, targeted redevelopment and strategic site acquisitions to create a more diverse, resilient and connected urban environment.

Reconnecting the Town Centre

The northern end of King Street occupies an important position within Whitehaven town centre, acting as a key link between the retail core, Strand Street and the harbour. Despite this strategic location, the quality of the public realm and the strength of pedestrian connections do not currently reflect

its importance within the wider town centre network.

The masterplan proposes a programme of streetscape and public realm improvements focused on enhancing the quality of the environment, improving pedestrian movement and creating a more welcoming and attractive town centre experience. While modest in scale, these interventions play an important role in strengthening connectivity and helping to establish a more coherent relationship between the town centre and the waterfront.

The project is intended as an early and highly deliverable intervention that can help build momentum for wider regeneration initiatives across Whitehaven.



Artist Impression: King Street North



Why The Project is Needed.

- The public realm currently lacks the quality expected of a key town centre route
- Pedestrian connections between King Street, Strand Street and the harbour are weak and poorly defined
- Existing streetscape elements create a fragmented and inconsistent environment
- Limited permeability reduces footfall and movement between key destinations
- The street does not fully support the wider regeneration ambitions for the harbour and town centre
- Early investment is needed to demonstrate positive change and build confidence in the wider masterplan.



Grey to Green, Sheffield

Artist Impression: King Street North Public Realm & Shop Front Improvements



King Street North Public
Realm Summary:



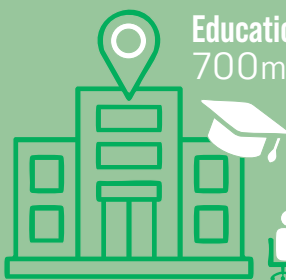
Site Area
2110m²





92LM

New Retail Active Frontage



Educational Space
700m²



+ 05
Apartments

Creating a More Attractive Street Environment

The proposals seek to establish a higher quality streetscape that enhances both the appearance and functionality of King Street. Improvements to paving, lighting, planting and street furniture will help create a more attractive and comfortable environment for residents, visitors and businesses.

These enhancements are intended to reinforce the historic character of the street while introducing a more contemporary and consistent public realm. The result is a place that feels more welcoming, encourages people to spend time in the area and improves the overall perception of the town centre.

By elevating the quality of the environment, the project supports wider efforts to increase footfall, encourage investment and improve town centre vitality.

Key Benefits

- Improves the quality and appearance of the town centre environment
- Strengthens pedestrian connections between the town centre and harbour
- Increases footfall and supports local businesses
- Creates a safer and more welcoming public realm
- Enhances the overall visitor experience
- Supports wider regeneration and investment objectives
- Provides an early and highly deliverable intervention within the masterplan

Improving Permeability and Connections

A central objective of the scheme is to strengthen pedestrian movement between King Street, Strand Street and the harbour. At present, these connections can feel indirect

and poorly defined, reducing the flow of people between some of Whitehaven’s most important destinations.

The project seeks to improve permeability through clearer routes, enhanced public spaces and a more legible urban environment. By making movement easier and more intuitive, the scheme helps to draw people towards the waterfront while also encouraging harbour visitors to explore more of the town centre.

This improved connectivity is fundamental to the success of the wider masterplan, ensuring that investment in one area benefits the town as a whole.

Development Principles	
Celebrate heritage and waterfront identity	
Rebalance movement to put people first	✓
Activate the harbour and town centre	✓
Define Whitehaven’s identity as a coastal destination	
Support employment, learning and sustainable living	✓
Enhance public realm and green infrastructure	✓

Building Confidence Through Early Action

As one of the earlier projects within the masterplan, the Northern King Street improvements provide an opportunity to deliver visible change in the short term. The project demonstrates how targeted public realm investment can improve the quality of the town centre while supporting broader regeneration objectives.

By creating a more attractive and accessible environment, the scheme helps establish confidence among residents, businesses and

potential investors, setting the foundation for future phases of development.

An Early Step Towards a Connected Town Centre

Within the wider masterplan, the Northern King Street improvements act as an important enabling project, helping to strengthen connections between key destinations and improve the everyday experience of the town centre.

By enhancing the public realm and improving pedestrian permeability, the scheme creates a more attractive and connected environment that supports both local businesses and the wider regeneration of Whitehaven. Although relatively simple in nature, these improvements establish an important foundation for the more transformative projects that follow, helping to create a town centre that is easier to navigate, more enjoyable to experience and better connected to its harbour.

Design Principles

- Prioritise pedestrian comfort, accessibility and ease of movement
- Strengthen connections between King Street, Strand Street and the harbour
- Introduce high quality and durable public realm materials
- Enhance streetscape character through planting, lighting and street furniture
- Improve legibility and wayfinding throughout the area
- Respect and reinforce the historic character of the town centre
- Deliver a flexible and robust public realm suitable for long term use
- Support future regeneration opportunities along the street



Artist Impression: King Street North Public Realm & Shop Front Improvements

Project Outline:

Station Gateway

Enhancing the public realm, signage & wayfinding around the station is essential to transform it into a high-quality gateway.

Whitehaven railway station sits at a critical point of arrival within the town, providing an important gateway for both visitors and residents. The current arrival experience is fragmented and unclear, with car parking dominating the setting and limited visual or physical cues guiding people towards the harbour or town centre.

The masterplan proposes a series of targeted, deliverable interventions that transform the station environment into a clear, welcoming and legible arrival space. While early stage opportunities for major redevelopment are limited, there is significant potential to improve how the area functions and feels through careful reconfiguration of space, improved public realm, and a strong wayfinding strategy.

The aim is to ensure that arrival by rail becomes a positive first impression of Whitehaven, reinforcing the town's identity and improving connections to key destinations.

Why The Project Is Needed

- The station environment lacks a clear sense of arrival or identity
- Car parking dominates the setting, limiting pedestrian priority and quality of space
- Poor legibility makes it difficult for visitors to navigate to the harbour and town centre
- Inadequate signage and wayfinding reduces connectivity and confidence
- The current environment does not reflect Whitehaven's heritage or aspirations
- Missed opportunity to promote sustainable travel and increase town centre footfall



Supporting Sustainable Movement

Improving the station environment supports a broader shift towards more sustainable travel patterns. By prioritising pedestrian movement and making connections clearer and more attractive, the proposals encourage people to walk between the station, harbour and town centre.

Cycle provision and links to wider active travel routes can be incorporated as part of this approach, ensuring that the station functions as a hub within a more sustainable movement network. In this way, the project contributes not only to placemaking, but also to wider environmental and transport objectives



Artist Impression: Station Gateway



Station Gateway Summary:



Site Area
3179m²

Open Space & Public Realm

1947m²





1232m²



Reframing the Station Forecourt

At the heart of the proposal is the rationalisation of existing car parking to rebalance the space in favour of people. By reorganising parking provision, space can be released to form a more coherent and welcoming arrival plaza directly outside the station.

This space is designed to provide a clear and uncluttered setting that allows people to orientate themselves upon arrival. It creates a moment of pause, where views, movement routes and signage work together to guide people intuitively towards the harbour and town centre.

The introduction of seating, planting and high quality materials helps to define this area as a civic space rather than simply a transport interchange.

Key Benefits

- Creates a clear and welcoming gateway into Whitehaven
- Improves first impressions for visitors arriving by rail

- Strengthens connections between the station, harbour and town centre
- Increases footfall and supports local businesses
- Enhances legibility and ease of navigation
- Encourages sustainable travel and active movement
- Improves overall quality and usability of public space

Development Principles	
Celebrate heritage and waterfront identity	
Rebalance movement to put people first	✓
Activate the harbour and town centre	✓
Define Whitehaven’s identity as a coastal destination	✓
Support employment, learning and sustainable living	✓
Enhance public realm and green infrastructure	



Kortrijk, Belgium

Strengthening Movement and Legibility

A key objective of the project is to create clear and intuitive pedestrian connections from the station to surrounding destinations. This is achieved through a combination of physical improvements and visual cues that reinforce legibility.

Enhanced pedestrian routes are designed to be direct, accessible and attractive, ensuring that movement from the station feels safe and comfortable. Crossing points are improved, surfaces are upgraded, and routes are clearly defined to reduce confusion and encourage walking.

Wayfinding plays a central role in this strategy. A coordinated system of signage, mapping and visual markers helps visitors understand where they are and how to reach key destinations. This not only improves navigation but also enhances confidence, particularly for those unfamiliar with the town.

Reinforcing Identity Through Public Realm

The quality of the public realm around the station is critical in shaping perceptions of Whitehaven. The proposals introduce a consistent and high quality material palette, combined with planting and street furniture, to create an environment that feels cohesive and well considered.

Interpretation and subtle storytelling elements can be integrated to reflect the town's maritime heritage and character, ensuring that the station arrival experience is rooted in place.

These elements help to create a stronger identity, reinforcing the sense that visitors have arrived somewhere distinctive and memorable.

Design Principles

- Rebalance space to prioritise pedestrians over car parking whilst still maintaining accessible parking and bus movements
- Create a simple and legible arrival plaza with clear orientation
- Provide direct, accessible and well defined pedestrian routes
- Implement a coherent and intuitive wayfinding strategy
- Use high quality, durable materials to create a consistent identity
- Integrate planting to soften the environment and improve comfort
- Incorporate local character and heritage into design elements
- Ensure interventions are deliverable and adaptable over time as future phases come forward

A Modest Intervention with Significant Impact

While the physical changes proposed are relatively modest in scale, their impact is significant. By addressing the fundamentals of arrival, legibility and public realm quality, the station can be transformed into a gateway that supports both movement and place.

Within the wider masterplan, this project plays an important supporting role. It ensures that visitors arriving by rail are seamlessly connected into the town centre and harbour, reinforcing the success of other interventions and helping to create a more cohesive and accessible urban environment.

Through targeted improvements and a clear design strategy, Whitehaven station can become more than a point of arrival. It becomes the beginning of the town's story, offering a first experience that is welcoming, intuitive and reflective of the place beyond.

Project Outline:

Harbourside Public Realm

Creation of public realm anchors along the harbour that provide distinct yet connected destinations that appeal to a broad range of users.

Whitehaven Harbour is the defining feature of the town, shaped by its maritime heritage and coastal setting. It is both a historic working environment and a place of leisure, yet its full potential as a vibrant and inclusive destination is not currently realised. Activity is unevenly distributed, certain areas feel underused, and there is a lack of clear destinations that draw people along the full length of the waterfront.

The masterplan responds by introducing public realm interventions at key points along the harbourside. Together, these create a stronger spatial structure, framing the waterfront and encouraging movement, exploration and extended stay. The intention is to establish a harbour that supports everyday use while also accommodating events and seasonal activity, creating a place that feels active and welcoming throughout the year.

Why The Project Is Needed

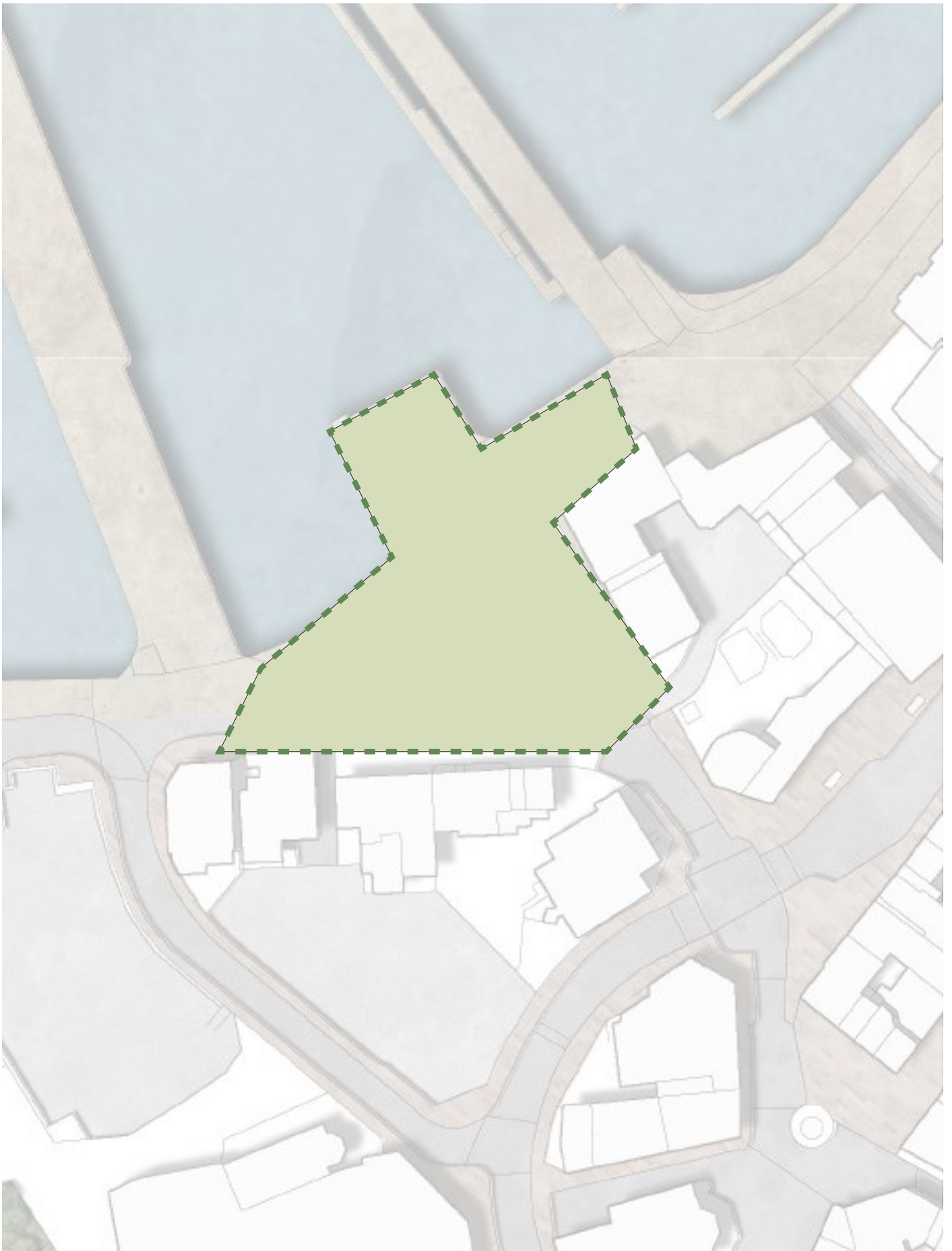
- The harbour lacks a clear network of distinctive public spaces

- Existing public realm is fragmented and does not encourage longer stays
- Limited seating, shelter and greening reduce comfort and year-round use
- Inconsistent materials weaken the harbour's identity
- Connections to the town centre and surrounding destinations are unclear
- Existing spaces do not fully celebrate Whitehaven's maritime heritage and working harbour

Development Principles	
Celebrate heritage and waterfront identity	✓
Rebalance movement to put people first	✓
Activate the harbour and town centre	✓
Define Whitehaven's identity as a coastal destination	✓
Support employment, learning and sustainable living	
Enhance public realm and green infrastructure	✓



Harbourside Walk Hartlepool



Artist Impression: Harbourside Public Realm



Harbourside Public Realm Summary:



Site Area
3835m²

Open Space & Public Realm

3685m²





Flexible Retail

A waterfront destination that celebrates Whitehaven's working harbour

At the northern end of the harbour, a new waterfront destination will form part of the Transformative Change phase, supporting the wider regeneration of this key gateway site. Enhanced public realm, stronger connections and flexible spaces for activity will create a distinctive destination that encourages people to explore and spend more time at the harbour.

The play space is conceived as an integral part of the public realm rather than a standalone facility. It is designed to be imaginative, inclusive and rooted in the character of Whitehaven, drawing inspiration from the town's maritime and coastal identity. The presence of play introduces movement, colour and energy, creating a space that feels active across the day.

Options could include a series of small-scale kiosk units integrated into the layout. These could provide opportunities for local traders,

offering food, drink and retail that enhance the visitor experience while contributing to the character of the harbour. Their presence could help create a more active, social and vibrant waterfront.

Key Benefits:

- Creates strong destination points at both ends of the harbour
- Increases footfall, dwell time and repeat visits
- Provides inclusive spaces for families, residents and visitors
- Supports local businesses and independent traders
- Enables events, markets and cultural activity
- Strengthens the identity and attractiveness of the waterfront
- Promotes year round use and economic resilience

Artist Impression: Harbourside Public Realm South



A Civic Focus

In contrast, the southern end of the harbour could provide a flexible and open civic space that acts as a focal point for public life. This area could create a clear centre for gathering, capable of hosting events, markets and performances while also functioning as an inviting everyday space.

The design should be intentionally simple and robust, creating a generous and adaptable surface that can accommodate a wide range of uses. When events are not taking place, the space should remain attractive and comfortable, offering seating, views across the water and a calm environment for informal use.

This flexibility ensures that the space contributes to the harbour throughout the year, supporting both programmed activity and everyday enjoyment. It becomes a place where the community can come together, reinforcing the social role of the waterfront.

Design Principles

- Create complementary anchor spaces at the northern and southern harbour edges
- Design inclusive and engaging play spaces that reflect local identity
- Integrate small scale commercial uses to support activity and animation
- Provide a flexible civic space capable of hosting events and everyday use
- Ensure strong visual and physical connections along the waterfront
- Use durable, high quality materials suited to the marine environment
- Incorporate planting and seating to improve comfort and microclimate
- Enable adaptability to support seasonal and long term change

A Connected Harbourside Experience

Potential interventions at the northern and southern ends could help establish a clearer structure to the harbour, creating distinct yet complementary destinations. Opportunities at the northern end could support leisure and informal activity, while the southern area could provide a civic focus and capacity for larger gatherings.

Between these points, the harbour becomes a continuous and engaging sequence of spaces. Movement is encouraged along its length, with each area contributing to a broader experience that feels cohesive and varied. This approach ensures that activity is distributed more evenly, strengthening the overall vitality of the waterfront.

A Harbour that Works for Everyone

Within the wider masterplan, the harbourside public realm plays a central and unifying role, bringing together recreation, community life and economic activity. It supports the waterfront as both a destination and a shared civic space for residents and visitors.

New anchors, improved connections and a broader range of uses could create a more active and inclusive harbour that forms part of daily life, while reinforcing Whitehaven's identity as a distinctive coastal destination.

The ambition is to encourage year-round leisure and visitor activity alongside established fishing and operational uses. The design should respond to the coastal environment through appropriate materials, shelter and layout, creating comfortable spaces in different weather conditions.

Planting, seating and lighting should support daytime and evening use, while flexible spaces could accommodate seasonal events and changing activity. This would encourage consistent use throughout the year, rather than focusing solely on peak visitor periods.



6.3

Transformative Change



6.3 Transformative Change

This phase moves from early improvement to more substantial regeneration, unlocking key sites and strengthening Whitehaven's role as a coastal, civic and visitor destination.

Building on the confidence created through the first phase, Transformative Change focuses on projects with the potential to reshape important parts of the town. These interventions are more complex and require greater coordination, but they also offer a stronger opportunity to diversify uses, increase activity and improve the relationship between the harbour, town centre and wider gateways.

The emphasis is on creating places that feel purposeful, active and distinctive. Through a combination of redevelopment, new uses, enhanced public spaces and stronger connections, this phase begins to

shift Whitehaven from a town of individual opportunities into a more connected and resilient regeneration programme.

The following section highlights the potential projects within this phase, setting out how individual interventions could come forward as part of the wider sequence of delivery.

Project List

Phase 2: Transformative Change

Project 07: Reviving Whitehaven's Maritime Heart

Project 08: Harbourside Gateway

Project 09: Central Town Centre Gateway

Project 10: King Street North Diversification

Project 11: Former Mark House Site

Project 12: Former Wilko Redevelopment

Project 13: Southern Harbourside

Project 14: C2C Hub

Project 15: Senior Living Community

Project 16: Southern Gateway Leisure Centre and Sports Quarter



Waterfront Hall, Belfast

Project Outline:

Reviving Whitehaven's Maritime Heart

By combining modern infrastructure with sensitive diversification, the project supports both continuity and change. It preserves what makes the harbour distinctive, while enabling it to evolve in response to new opportunities.

Reinforcing a Working Harbour

Gordon Thomson House occupies a central and highly visible position along Whitehaven Harbour and plays an important role in sustaining the town's identity as a working port. As the existing fish hall, it supports local fishing activity, yet its current condition and configuration limit its efficiency, adaptability and potential to contribute more broadly to the harbour environment.

The masterplan proposes the sensitive refurbishment and selective redevelopment of the building, ensuring that it continues to serve the fishing industry while expanding its role as

an active and engaging part of the waterfront. The intention is to retain and strengthen its core function, while opening up new opportunities that reflect the changing economic and social context of the harbour.

Rather than replacing the building's purpose, the approach builds on it, ensuring that Whitehaven's working heritage remains visible, relevant and viable into the future.

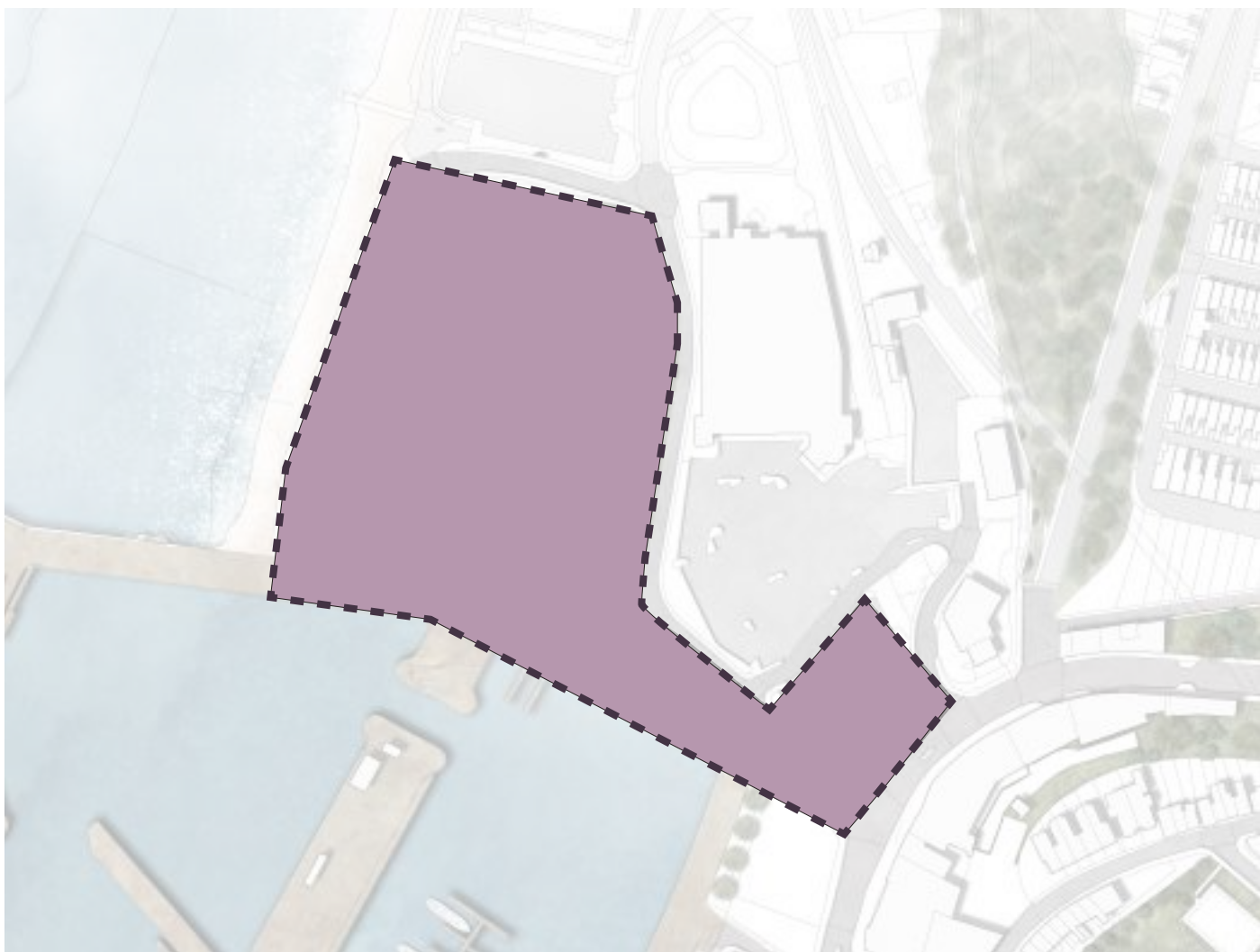
A Modern Working Facility

At the core of the proposals is the delivery of a modernised facility that better supports the day to day needs of the fishing industry. Improvements to processing areas, storage, servicing and circulation ensure that the building operates more efficiently and meets contemporary regulatory and environmental standards.

Importantly, these working elements are not hidden away. They remain a visible part of the harbour's character, reinforcing the authenticity of Whitehaven as an active port rather than a purely recreational destination.



West Pier, Scarborough



A Modern Cultural Hub

The new venue is conceived as a flexible and inclusive cultural hub that supports a broad range of activities, from performances and exhibitions to community events and creative learning. Its design allows for adaptability, ensuring that it can respond to changing needs over time and support a varied programme throughout the year.

Rather than functioning as a single purpose building, the venue is intended to operate as a dynamic and accessible space that draws in a wide audience. It provides a platform for local talent, encourages participation, and strengthens Whitehaven's role as a cultural destination within the region



Eyemouth, Scotland

A New Gateway

The proposed cultural and arts venue at Bransty Row represents a defining opportunity to transform a highly visible yet underutilised site into a landmark that reshapes how Whitehaven is experienced on arrival. Located at a key threshold between the harbour and town centre, the site has the capacity to act as both a gateway and a destination, setting the tone for the wider town.

While the existing condition of the site is dominated by surface parking and lacks a clear identity, the introduction of a purpose built cultural venue allows this space to be reimagined as an active and engaging civic presence. The proposal is not simply about replacing an outdated facility, but about creating a new focal point that reflects the town's ambition and strengthens its cultural offer.

By establishing a strong architectural presence and an active public interface, the

venue contributes to a more memorable and welcoming arrival experience, repositioning Whitehaven as a creative and forward looking coastal town

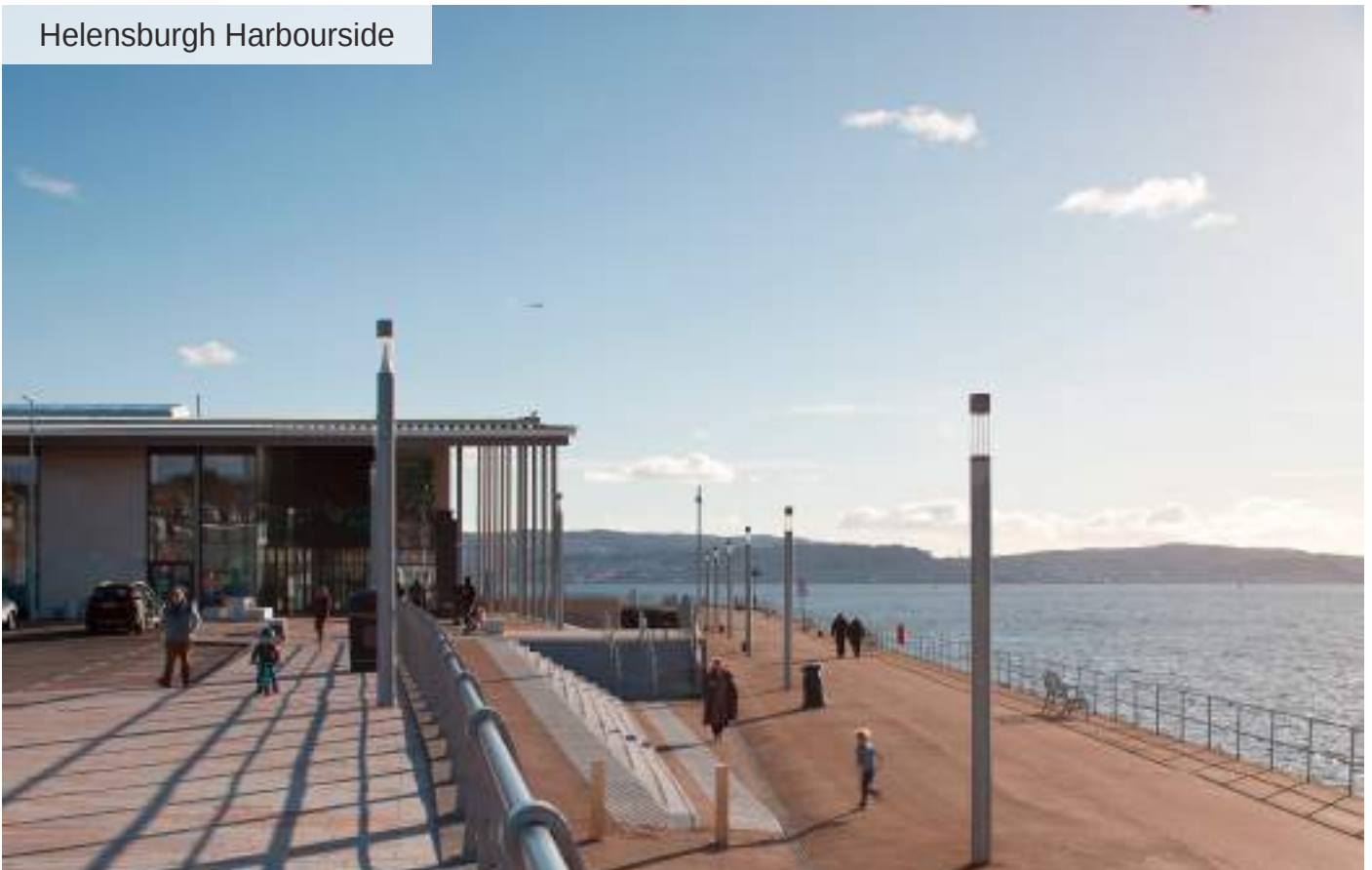
Shaping Arrival and Identity

Given its prominent location, the building plays an important role in defining the character of the town's gateway. The architecture is expected to create a confident and contemporary expression, while remaining sensitive to the scale and material character of Whitehaven.

Active frontages and visual transparency ensure that the building engages with its surroundings, allowing glimpses of activity within and creating a sense of openness and invitation.

The development marks arrival not only physically, but culturally, establishing a strong first impression that reflects the town's evolving identity.

Helensburgh Harbourside



Why The Project Is Needed

- Existing harbour and civic facilities are outdated, inflexible and no longer fully meet modern operational or cultural requirements.
- Inefficient internal layout and ageing infrastructure reduce the effectiveness of fish processing and storage, constraining the fishing industry's long-term resilience.
- Whitehaven lacks a contemporary, flexible cultural venue capable of supporting a diverse programme and strengthening the evening economy and visitor offer.
- The Bransty Row site is underutilised and does not currently express its significance as a key gateway into the town centre.
- The current arrival experience into the town centre is weak and lacks identity.
- Both sites make limited contribution to the wider harbourside and town-centre experience despite their prominent locations.
- Limited diversification restricts economic opportunities and year-round activity.
- There is an opportunity to create a focal point that strengthens links between the town centre and harbourside while unlocking future redevelopment potential.

Artist Impression: Reviving Whitehaven's Maritime Heart



Artist Impression: Reviving Whitehaven's Maritime Heart



Reviving Whitehaven's
Maritime Heart Summary:



Site Area
7279_m²

Development
Area 3411_m²





Open Space
& Public Realm

1000m²



3200m²



Leisure & Culture Space

Diversification & New Uses

Alongside its operational role, the building is reimagined as a more flexible and economically productive destination that strengthens the connection between Whitehaven's working harbour and wider community. Complementary uses such as food, hospitality, small-scale retail and community activity would create a more engaging waterfront experience, helping the harbour remain active and relevant throughout the day and across the year. These uses are carefully integrated so they enhance rather than conflict with core harbour operations.

Enhancing the Harbourside Experience

A key ambition of the proposal is to strengthen the relationship between the building, the harbour and surrounding public realm. A more open and active frontage, together with generous external space, would create opportunities for gathering, informal activity and event spill-out while maintaining operational efficiency. These improvements would help create a more cohesive waterfront environment and support everyday use, seasonal activity and larger events.

Development Principles	
Celebrate heritage and waterfront identity	✓
Rebalance movement to put people first	✓
Activate the harbour and town centre	✓
Define Whitehaven's identity as a coastal destination	✓
Support employment, learning and sustainable living	
Enhance public realm and green infrastructure	✓

A Working Harbour For The Future

Within the wider masterplan, the redevelopment of Gordon Thomson House would help maintain Whitehaven's identity as a working harbour while creating new opportunities for economic activity and public engagement. By combining modern harbour infrastructure with an enhanced public realm and complementary uses, the proposal preserves what makes the harbour distinctive while enabling it to evolve in response to future needs.

Strengthening Connections Between Harbour and Town Centre

The success of the proposal is closely tied to its relationship with the surrounding public realm. Improved permeability, stronger visual connections and better quality public spaces would help link the harbour and town centre, creating a more cohesive and accessible urban environment. Together, the building and its setting would support everyday activity, event use and a more welcoming arrival experience.

Supporting a Broader Local Economy

The introduction of complementary visitor, community and cultural uses would have an impact beyond the immediate site. By increasing activity, extending dwell time and supporting evening and seasonal use, the proposal would contribute to a more resilient local economy. It would also complement wider interventions across the harbour and town centre, ensuring that activity is better connected and more widely felt across Whitehaven.

Key Benefits

- Helps secure the long-term future of the local fishing industry
- Improves efficiency and functionality of fish processing and storage

- Introduces complementary uses that broaden economic opportunities
- Creates a more engaging and authentic waterfront experience
- Strengthens connections between the harbour and town centre
- Supports community, cultural and seasonal activity
- Encourages increased footfall and a more resilient local economy

A Catalyst for Town Centre Renewal

As part of the wider Maritime Heart vision, improvements at this key gateway location would help reposition Whitehaven's town centre and strengthen arrival from the north. By transforming an underperforming site into a vibrant and purposeful destination, the project would support footfall, broaden activity and reinforce Whitehaven's identity as a distinctive coastal town.

Design Principles

- Prioritise operational efficiency and functionality for fishing activity
- Clearly define and separate working and public areas
- Retain and celebrate maritime and industrial character
- Create a high-quality harbourside public realm
- Introduce active frontages that engage with the harbour and surrounding streets
- Support flexible spaces for markets, events and community use
- Use durable, contextually appropriate materials
- Create stronger visual and physical connections between harbour and town centre
- Ensure flexibility to respond to future operational and economic needs

Artist Impression: Harbourside Public Realm North



Project Outline:

Harbourside Gateway

Working with partners for the redevelopment of the currently vacant site at Bransty Row for a harbourside hotel presents a significant opportunity to unlock a prominent and underutilised gateway location.

The vacant site at Bransty Row occupies a highly prominent position at the threshold between Whitehaven's harbour and town centre. As a key point of arrival, it presents a significant opportunity to reshape first impressions of the town while addressing a long standing gap in the quality and range of visitor accommodation.

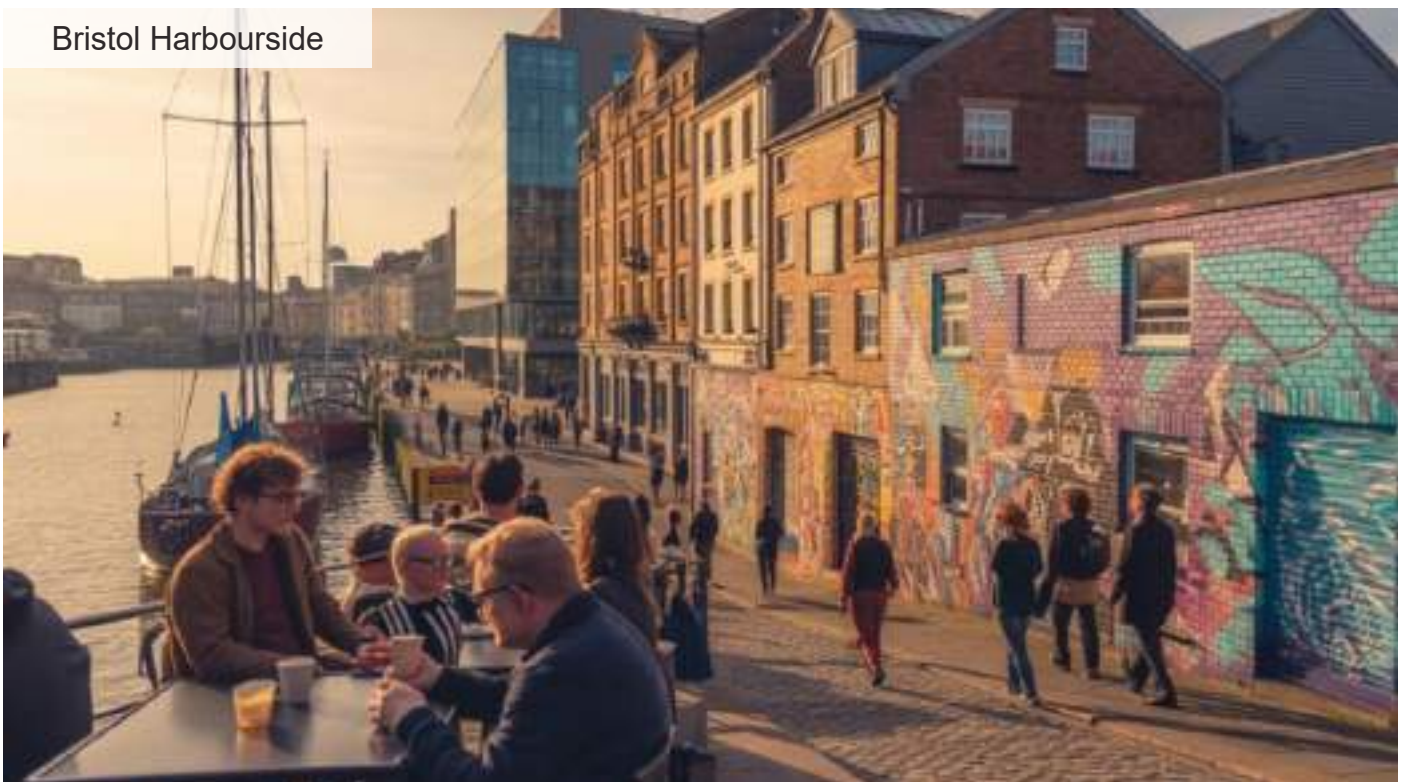
The site could deliver a new harbourside hotel to transform this underutilised site into a vibrant and commercially active destination. The development would not only provide high quality accommodation, but to establish a strong gateway presence that reflects Whitehaven's ambition as a growing coastal destination.

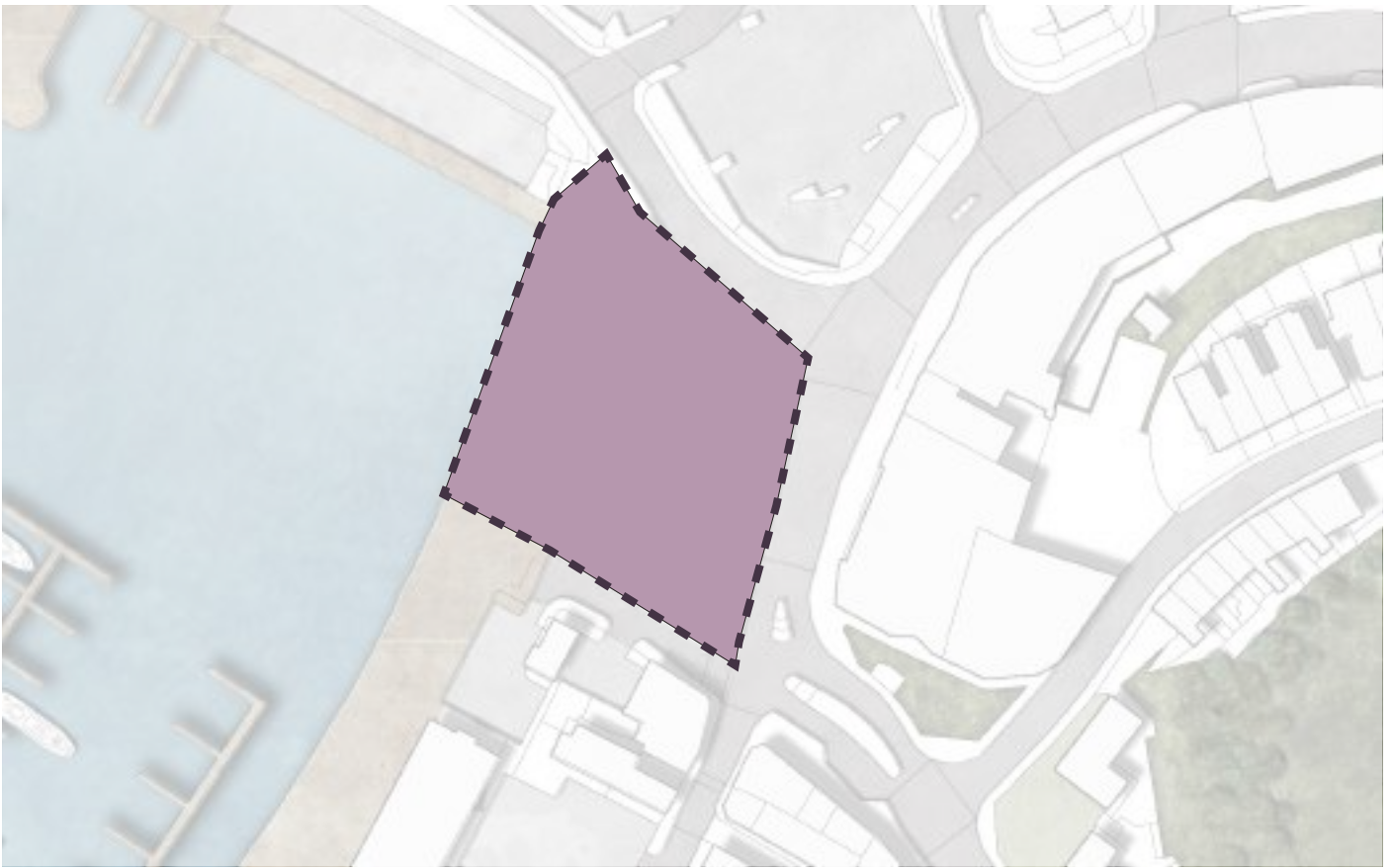
By bringing activity, investment and architectural quality to this location, the hotel becomes a defining component of the town's wider regeneration, reinforcing the connection between harbour, town centre and arrival routes.

Why the Project is Needed

- The site is currently vacant and underutilised in a highly visible gateway location
- There is a lack of modern, high quality visitor accommodation within Whitehaven
- Existing gateway spaces do not reflect the town's character or potential
- Limited overnight stay capacity constrains growth in tourism and the visitor economy
- Weak activation at this key transition point reduces connectivity between harbour and town

Bristol Harbourside





Artist Impression: Harbourside Gateway From Brantsy Row



Harbourside Gateway
Summary:



Site Area
1796m²

Open Space
& Public Realm

827m²



Artist Impression: Harbourside Gateway



New Retail Active Frontage

Strengthening the Visitor Offer

One potential option for this prominent harbourside site is a new hotel, which could strengthen Whitehaven's ability to attract and retain visitors. By providing high-quality accommodation in a central harbourside location, this use could support longer stays and encourage visitors to explore both the waterfront and town centre.

If taken forward, a hotel could act as more than a place to stay, providing an anchor for wider activity, supporting local businesses and contributing to a more vibrant, year-round economy.

The hotel is conceived as more than a place to stay. It acts as an anchor for wider activity, supporting local businesses and contributing to a more vibrant, year-round economy.

Its presence strengthens the overall visitor offer, making Whitehaven more competitive as a destination while reinforcing its distinct coastal identity

Key Benefits

- Brings a vacant and prominent site back into active use

- Strengthens Whitehaven's visitor economy and supports overnight stays
- Increases footfall and spending within the harbour and town centre
- Creates new employment opportunities
- Enhances the perception of arrival and town centre identity
- Supports surrounding businesses and wider regeneration activity

Development Principles	
Celebrate heritage and waterfront identity	
Rebalance movement to put people first	✓
Activate the harbour and town centre	✓
Define Whitehaven's identity as a coastal destination	✓
Support employment, learning and sustainable living	✓
Enhance public realm and green infrastructure	



Activating the Harbourside Edge

A key aspect of the proposal is ensuring that the building engages actively with its surroundings. Ground floor uses such as café, restaurant or lounge spaces create an outward facing frontage that contributes to the life of the street and harbour edge.

This approach ensures that the development adds to the public realm experience rather than functioning as a standalone or inward looking building. Visual connections, active edges and carefully designed entrances help to draw people through the site, improving permeability and strengthening links between key parts of the town.

In this way, the hotel supports a more continuous and animated waterfront, complementing other public realm and cultural interventions within the masterplan.

A Landmark Gateway

Given its location, the hotel plays a critical role in shaping the perception of arrival into Whitehaven. The architecture is therefore expected to respond to this prominence, creating a building that is both distinctive and respectful of its context.

The design should reinforce the character of the harbour while expressing a contemporary identity, ensuring the development feels both rooted in place and forward looking. Its scale, form and materiality contribute to defining the gateway, creating a sense of arrival that is memorable and appropriate to the town's status.

The site offers an important opportunity to strengthen connections between the harbour and the upper town. Through careful design of routes, edges and public spaces, the development can improve movement and accessibility across this transition point.

Pedestrian connections are prioritised, ensuring that the site contributes to a more

legible and accessible network. The hotel becomes part of the wider sequence of spaces that structure the town, supporting movement while enhancing the overall experience

Design Principles

- Create a landmark building that reinforces the Bransty Row gateway
- Deliver active ground floor frontages that engage with the public realm
- Maximise views and relationship to the harbour setting
- Ensure strong pedestrian connections between harbour and town
- Use high quality, durable materials appropriate to a coastal environment
- Integrate servicing and access without compromising public realm quality
- Design for flexibility to accommodate evolving hospitality need

Supporting Wider Regeneration

Within the wider masterplan, a hotel is one potential option for the Bransty Row site and could play an important catalytic role. This use could help establish a stronger gateway, increase activity at a key transition point, and support wider investment across the harbour and town centre.

By introducing a high quality development in this location, the project signals confidence in Whitehaven's future. It reinforces the town's identity as a destination while unlocking the potential of a strategically important site.

In doing so, the hotel contributes to a more connected, active and economically resilient harbour and town centre, ensuring that visitors and residents alike experience a place that is welcoming, distinctive and full of life.

Project Outline:

Central Town Centre Gateway

Redevelopment of existing civic buildings to create an improved gateway into the town centre from the south, linking closely with the public realm improvements to Lowther St.

Re-framing Central Gateway

The redevelopment of Civic Hall represents a pivotal opportunity to redefine the southern approach into Whitehaven town centre.

Occupying a prominent position on Lowther Street, the existing buildings currently offer limited contribution to the street environment and fail to signal arrival into one of the town's most important commercial corridors.

The masterplan reimagines this site as a high quality, residential led mixed use development that strengthens the transition into the town centre while supporting a more active and vibrant street edge. By aligning closely with the proposed public realm enhancements to Lowther Street, the scheme forms part of a coordinated transformation that shifts the character of this gateway towards a more attractive, legible and people focused environment.

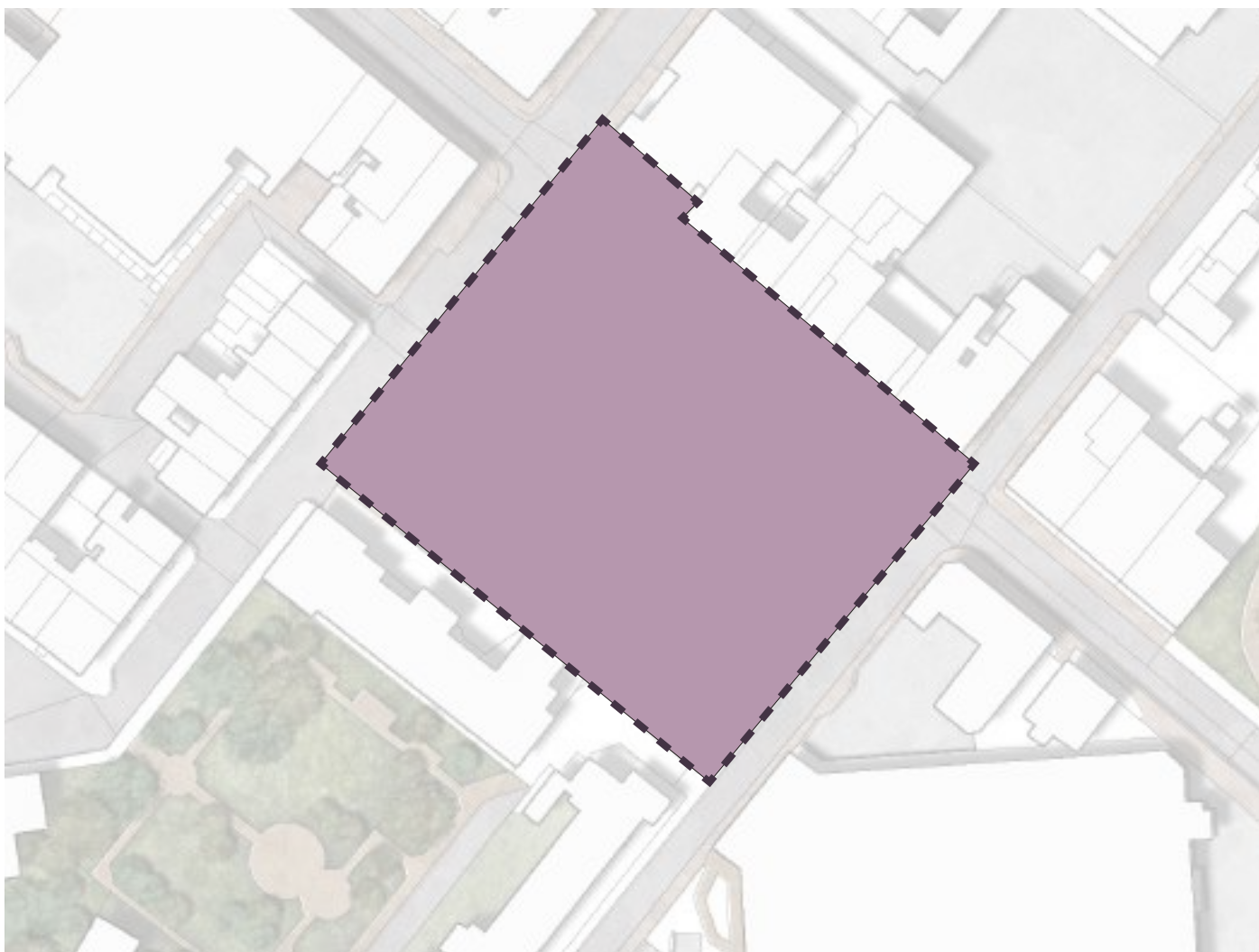
This intervention is not only about replacing outdated civic buildings, but about establishing a confident and well defined urban presence that reflects the ambition and evolving identity of Whitehaven.

Why The Project Is Needed

- The existing buildings are dated and do not positively contribute to the town centre environment
- The central gateway lacks identity and fails to create a strong sense of arrival to the improved public realm proposed for Lowther Street
- Current frontage is inactive and does not support street level vitality
- Opportunity to strengthen Lowther Street as a key commercial and social spine is under realised
- Limited residential presence in this location reduces town centre activity outside peak hours
- The site does not fully capitalise on its potential to support mixed use development

Belgium





Oakland, California



A Residential Led Mixed Use Gateway

The proposed development introduces a new residential community at the edge of the town centre, bringing population, activity and life into a key gateway location. Apartment living across buildings of up to four storeys provides a scale that is both efficient and appropriate to the surrounding townscape, helping to define the street while maintaining a human scale.

The inclusion of active ground floor uses ensures that the development contributes directly to the life of Lowther Street. Retail, food and beverage or flexible commercial uses create a lively frontage, encouraging interaction between building and street while supporting local economic activity.

This combination of residential and commercial uses establishes a more balanced and resilient environment, where activity is sustained throughout the day and into the evening.

Artist Impression: Central Town Centre Gateway



Central Town Centre Gateway Summary:



Site Area
8900m²

Open Space
& Public Realm

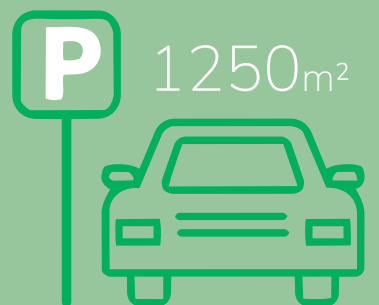
600m²



2200m²
Commercial
Space Hotel



Commercial Space Retail 1100m²



Integrating a Town Centre Hotel

Part of the site offers the opportunity to accommodate a town centre hotel, providing an alternative or complementary location to other proposed sites within the masterplan. This introduces an additional layer of activity and strengthens Whitehaven's visitor offer, particularly in a highly accessible and visible location.

The inclusion of a hotel supports the wider ambition to increase overnight stays and enhance the town's appeal as a destination. Its presence at the gateway reinforces arrival, while its interaction with surrounding uses contributes to a more dynamic and active urban environment.

Supporting infrastructure, including a carefully integrated two storey car park, ensures that the development meets operational needs without compromising the quality of the public realm.

Key Benefits

- Creates a strong and clearly defined central gateway into the town centre
- Introduces high quality residential development that supports town centre living

- Provides active ground floor uses that animate Lowther Street
- Offers potential for a centrally located hotel to enhance the visitor economy
- Increases footfall, dwell time and economic activity
- Improves the visual quality and coherence of the streetscape
- Strengthens integration with wider public realm improvements

Development Principles	
Celebrate heritage and waterfront identity	
Rebalance movement to put people first	✓
Activate the harbour and town centre	✓
Define Whitehaven's identity as a coastal destination	
Support employment, learning and sustainable living	✓
Enhance public realm and green infrastructure	✓



Altrincham Town Centre

Responding To Lowther St Public Realm

The redevelopment is intrinsically linked to the transformation of Lowther Street. The building line, ground floor uses and landscape treatment are all designed to complement the widened pavements, planting and public realm build outs proposed along the street.

This integrated approach ensures that the development does not sit in isolation but becomes part of a continuous and coherent streetscape.

Opportunities for outdoor seating, planting and informal activity further reinforce the character of Lowther Street as a social and commercial spine.

In this way, the project supports a clear shift in how the street is experienced, from a movement corridor to a place of activity and engagement.

Defining Character and Identity

The architectural approach should balance contemporary design with a sensitivity to the surrounding context. The development introduces a confident and cohesive built form that helps frame the street and define the gateway, while drawing on the scale and rhythm of the existing town.

Material quality and detailing play an important role in establishing a sense of permanence and identity. The building contributes to a stronger visual coherence along Lowther Street, reinforcing the perception of a well considered and high quality town centre environment.

By introducing new residents, active uses and potential visitor accommodation, the development significantly enhances activity at a key entry point into the town. This increased intensity of use supports local businesses, encourages footfall and helps to extend activity beyond traditional daytime hours.

The scheme also strengthens connections between the central approach, the town centre core and the harbour, ensuring that movement through this part of Whitehaven feels natural and continuous.

Design Principles

- Deliver a residential led mixed use scheme with active ground floor frontages
- Integrate seamlessly with the widened public realm along Lowther Street
- Create a strong building line that reinforces the gateway and street edge
- Provide flexibility to accommodate a range of commercial or hospitality uses
- Incorporate a hotel use if appropriate to strengthen the visitor offer
- Ensure parking is well integrated and does not dominate the public realm
- Use high quality, durable materials that reflect local character
- Support opportunities for outdoor activity and interaction with the street

A Gateway for Growth

Within the wider masterplan, the redevelopment of Civic Hall plays an important role in shaping the experience of arrival into Whitehaven from the south.

It transforms an underperforming site into a place of activity, identity and purpose, aligned with the broader ambition to revitalise the town centre.

By combining residential living, active uses and the potential for visitor accommodation, the project establishes a new destination that supports both everyday life and long term economic growth. It ensures that the central gateway reflects the quality and ambition of the wider masterplan, creating a setting that is welcoming, vibrant and resilient.

Project Outline:

King Street North Diversification

Building on public realm and shopfront improvements, the next stage focuses on the strategic acquisition and reuse of key buildings to introduce new activity, strengthen links with education partners and bring more students, workers and visitors into the town centre.

Diversifying the Town Centre Offer

Building upon the early public realm and streetscape improvements delivered along the northern section of King Street, the next phase of regeneration focuses on reshaping the role and function of this part of the town centre. While the enhanced public realm, improved building frontages and better pedestrian

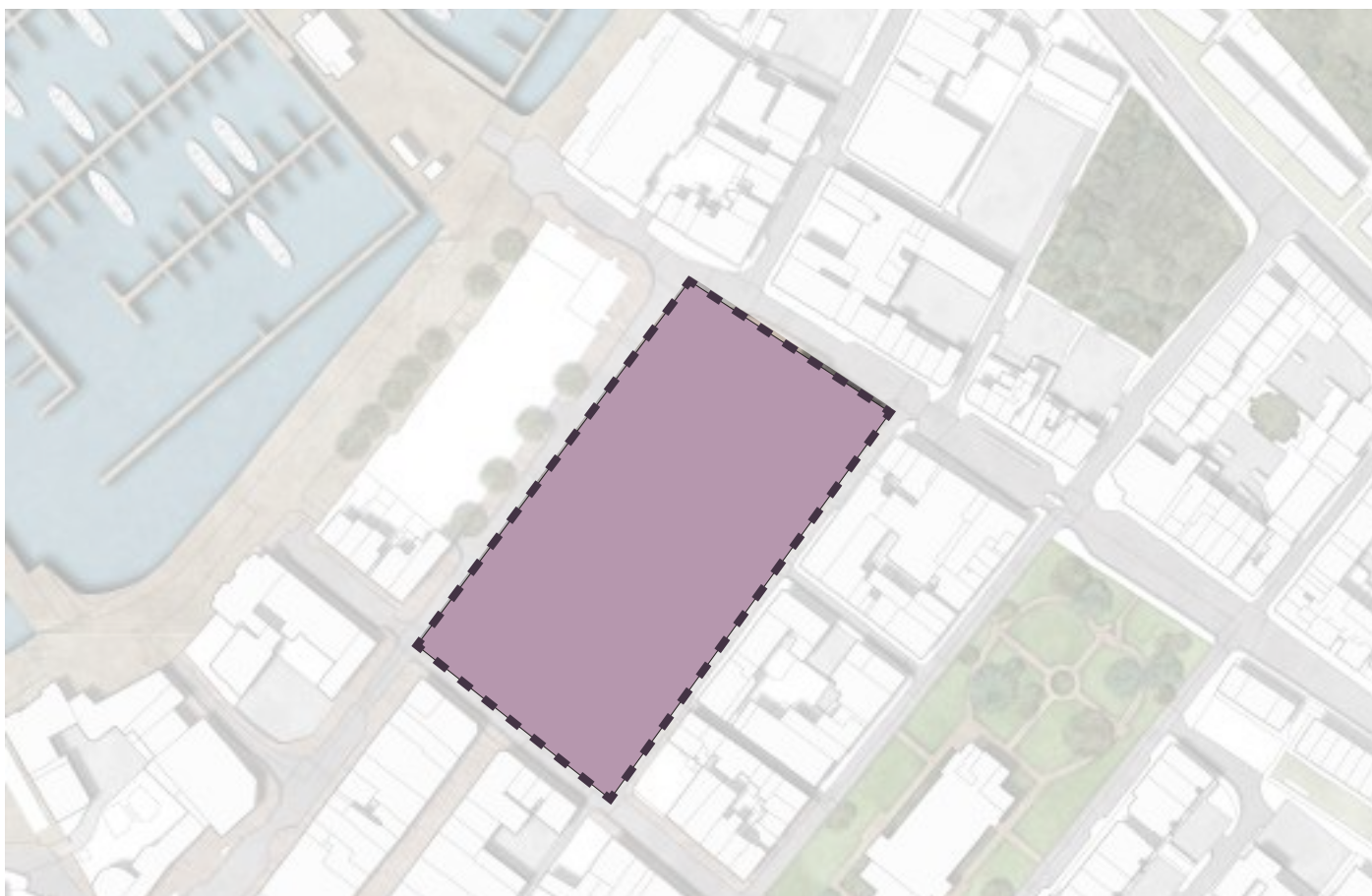
connections will establish a stronger physical environment, long term success requires the introduction of new uses that respond to changing market conditions and the evolving needs of Whitehaven.

The masterplan recognises that there is currently an oversupply of retail frontage within the town centre relative to demand. Rather than seeking to maintain all existing retail space, the strategy focuses on consolidating the primary retail core around the improved Lowther Street and southern section of King Street, allowing the northern section to evolve into a more diverse mixed use destination.

Through the targeted redevelopment of council owned assets and strategic site acquisitions, this phase introduces new educational, workspace and residential uses that complement the wider regeneration of the town centre while supporting emerging economic opportunities.



Stretford, Manchester



Why The Project is Needed.

- The northern section of King Street contains more retail frontage than can be sustainably supported by current demand
- Vacant and underutilised buildings reduce footfall and weaken the vitality of the street
- Existing connections between King Street, Strand Street and the harbour remain constrained by poor permeability
- The area lacks a clear identity and role within the wider town centre
- There is an opportunity to introduce new uses linked to skills, education and the knowledge economy
- Council owned assets and strategic sites are not currently maximising their contribution to the town centre



Sale, Manchester

Artist Impression: King Street North Diversification



Building on Earlier Investment

This phase is designed to capitalise on the public realm improvements delivered during the earlier stage of regeneration. With the streetscape enhanced and pedestrian movement improved, the focus shifts towards activating key sites and introducing uses that can generate sustained activity.

The redevelopment of existing council assets, including No.72 King Street, provides an opportunity to unlock improved routes and visual connections between King Street and Strand Street. These interventions strengthen permeability through the urban block and help draw activity towards the harbour, reinforcing one of the central ambitions of the wider masterplan.

Rather than treating connectivity solely as a movement issue, the project uses redevelopment as a tool to improve both access and place quality.

Introducing New Uses and New Activity

A defining ambition of the scheme is to broaden the range of activities taking place on King Street. The introduction of education related uses, flexible workspace and small scale residential accommodation creates a more varied and resilient town centre environment.

These uses generate activity throughout the day and are less dependent on traditional retail patterns. They also create opportunities to attract new users into the town centre, supporting local businesses while increasing the diversity of the local economy.

This approach reflects a wider shift in town centre planning, where success is increasingly defined by a mix of complementary uses rather than a reliance on retail alone.

The Peacocks Site as an Innovation Hub

The former Peacocks site is identified as a key catalyst project, providing an opportunity to establish an early university and education presence within the town centre.

As an initial test unit, it could provide a shared workspace or collaboration hub ahead of the larger education-led scheme at the former Wilko site.

Approximately four serviced apartments above could accommodate visiting academics, researchers, industry professionals and students, supporting knowledge exchange linked to the nuclear sector.

The redevelopment could help build partnerships, demonstrate demand and create momentum for future investment.

Key Benefits

- Diversifies the town centre economy beyond retail uses
- Introduces education and workspace activity into the town centre
- Improves connections between King Street and the harbour
- Provides accommodation for visiting academics and professionals
- Supports wider university and nuclear sector partnerships
- Strengthens the vitality and resilience of the town centre

Creating a More Connected Town Centre

Redevelopment proposals will also improve pedestrian links between King Street, Strand Street and the harbour. Enhanced permeability and clearer routes will encourage movement between key destinations, helping to connect the town centre more effectively with the waterfront.

A New Role for Northern King Street

This phase establishes a new role for northern King Street as a centre for learning, innovation and enterprise. By building on earlier public realm investment and introducing a broader mix of uses, the project strengthens the town centre economy while creating a more diverse and sustainable future for this part of Whitehaven

Development Principles	
Celebrate heritage and waterfront identity	
Rebalance movement to put people first	✓
Activate the harbour and town centre	✓
Define Whitehaven's identity as a coastal destination	
Support employment, learning and sustainable living	✓
Enhance public realm and green infrastructure	✓

Design Principles

- Introduce a diverse mix of town centre uses
- Prioritise improved permeability and connectivity
- Create active and engaging ground floor frontages
- Support education and knowledge economy activities
- Provide high quality serviced accommodation
- Respect and enhance the character of the existing streetscape
- Align with the wider retail consolidation strategy

Project Outline:

Former Mark House Site

Redevelopment of the former Mark House site represents a key opportunity to strengthen the vitality and functionality of Whitehaven's harbour frontage, transforming an underutilised plot into an active and well-integrated part of the town centre.

Reconnecting Town and Waterfront

The redevelopment of the former Mark House site presents a significant opportunity to strengthen the relationship between Whitehaven town centre and its harbour. Positioned at a critical interface between Strand Street and the waterfront, the site has the potential to address one of the key challenges of the harbour today, which is the lack of strong, legible connections between the two environments.

The masterplan proposes a mixed use redevelopment that introduces new activity, enhances the public realm, and creates a

clear and inviting route from the town centre down to the harbour edge. This intervention is not simply about redeveloping a single plot, but about unlocking movement and visual connections that support the wider activation of the harbour.

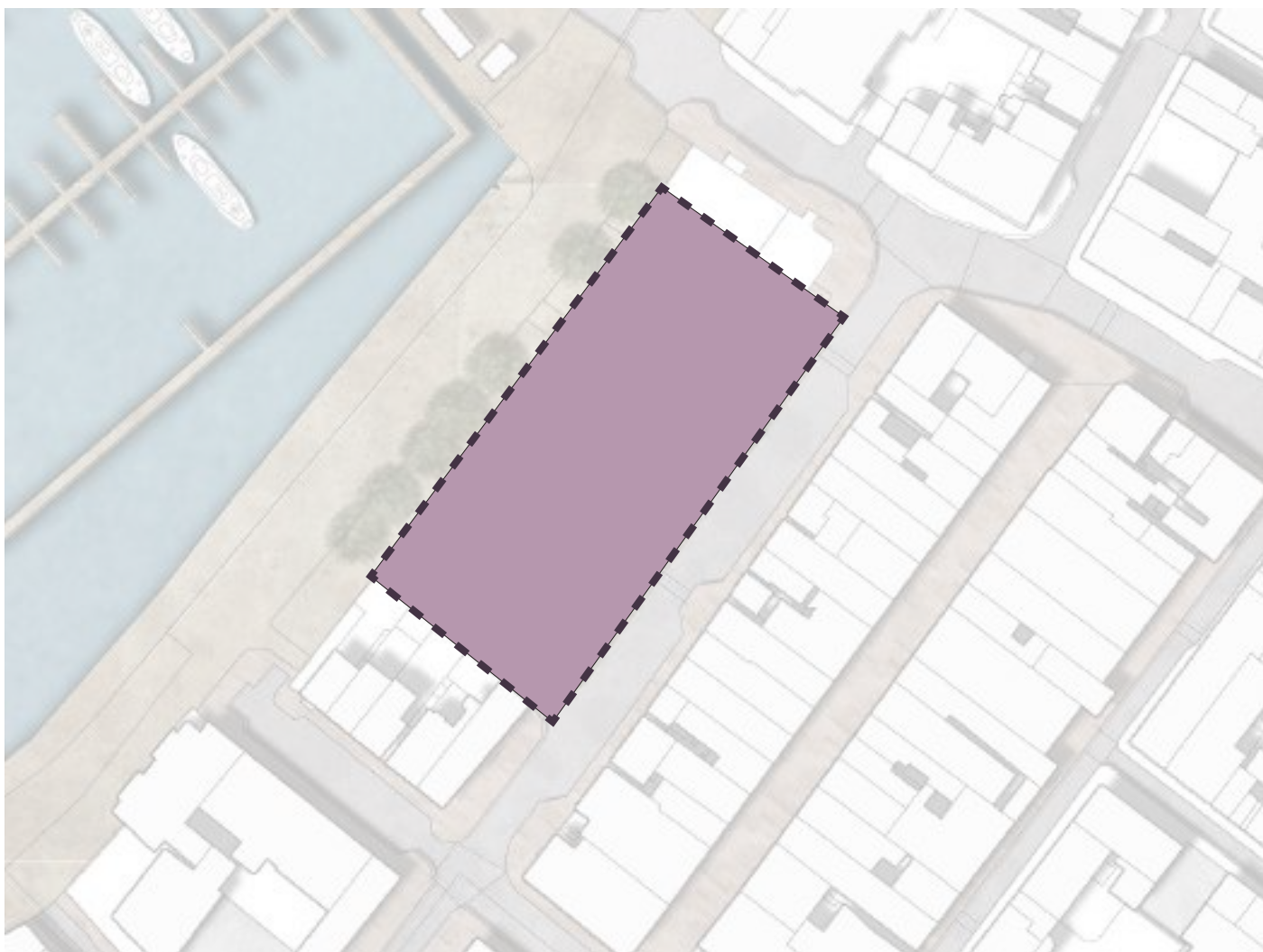
By transforming this site, Mark House becomes a key point of transition, helping to weave together the commercial life of the town with the leisure and recreational offer of the waterfront

Why The Project Is Needed

- The site is currently underused and does not contribute positively to the harbour environment
- There is a weak and unclear connection between Strand Street and the harbour
- Limited active frontage reduces activity and vibrancy along this part of the waterfront
- The opportunity to link town centre footfall to the harbour is not fully realised
- The site does not reflect the importance of its location within the harbour setting



Rochester Riverside



A Mixed Use Harbourside Development

The proposed redevelopment introduces a residential led scheme with active ground floor uses, creating a balanced and sustainable form of development that supports both living and activity at the waterfront.

Residential accommodation at upper levels brings a new population directly into the harbour environment, supporting ongoing activity and helping to create a sense of life and occupation throughout the day and into the evening. This contributes to a more resilient and lived in waterfront, rather than one that relies solely on visitor activity.

At ground floor, active uses such as cafés, small scale retail or flexible commercial spaces animate the harbour edge, creating interaction between building and public realm. These uses support the wider visitor economy while reinforcing the character of the harbour as a place of activity and engagement.

Smiths Dock, North Shields





Former Mark House Site
Summary:



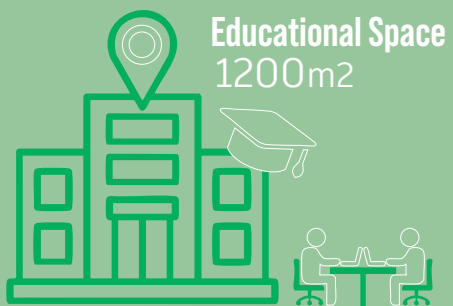
Site Area
4000m²

4-5
Storey
Height
Range





+ 55
Student
Apartments



Educational Space
1200m²



65LM

New Retail Active Frontage

Creating a Strong Pedestrian Connection

A defining aspect of the scheme is the creation of a clear and inviting pedestrian route connecting Strand Street to the harbour. This connection is designed to be direct, legible and attractive, drawing people naturally through the site and improving permeability between key destinations.

This new route acts as both a movement corridor and a place in its own right, with opportunities for activity, overlooking and interaction along its length. By increasing visibility and access, it helps to encourage movement between the town centre and the harbour, strengthening the functional and experiential link between the two.

This intervention is critical to the success of the wider masterplan, ensuring that footfall generated within the town centre is able to extend naturally to the waterfront.

Key Benefits

- Strengthens connections between Strand Street, the harbour and wider town centre

- Introduces active ground-floor uses and new homes, increasing footfall and supporting local businesses
- Improves activity and safety through greater natural surveillance
- Enhances the quality and experience of the harbour edge, creating a more cohesive and connected waterfront

Development Principles	
Celebrate heritage and waterfront identity	✓
Rebalance movement to put people first	✓
Activate the harbour and town centre	✓
Define Whitehaven's identity as a coastal destination	✓
Support employment, learning and sustainable living	✓
Enhance public realm and green infrastructure	✓



Artist Impression: Mark House Site From Strand Street

Activating the Harbour Edge

The design of the building should place strong emphasis on engaging with the harbour. Active frontages, set back location, visual transparency and carefully positioned entrances ensure that the development contributes positively to the life of the waterfront.

The building edge is designed to support interaction, set back within it's own areas of public realm with opportunities for outdoor seating, display and informal activity that extend into the public realm.

This helps to create a more continuous and animated harbour edge, reinforcing the sense of the waterfront as a shared civic space.

By bringing activity closer to the water, the scheme enhances the overall experience of the harbour and supports other public realm interventions along its length

Responding to Context and Character

The architectural approach for the redevelopment should be informed by the scale, grain and materiality of the surrounding harbour environment. The building is designed to sit comfortably within its context while contributing a contemporary and high quality addition to the waterfront.

Upper level residential should be arranged to maximise views across the harbour, while maintaining an appropriate scale that respects neighbouring buildings. Materials will be selected for durability and suitability to the coastal environment, ensuring long term performance and visual quality.

The development should aim to reinforce the identity of the harbour as both a historic and evolving place, where new interventions complement and strengthen existing character.

Design Principles

- Deliver a mixed use scheme with active ground floor frontages
- Create a clear, direct and legible pedestrian link between town and harbour
- Ensure strong visual and physical connections through the site
- Maximise engagement with the waterfront through active edges and transparency
- Provide high quality residential accommodation at upper levels
- Use materials and forms that respond to the harbour context
- Integrate opportunities for outdoor activity and spill out uses
- Design for long term flexibility and resilience

A Key Link in the Harbour Network

Within the wider masterplan, the redevelopment of Mark House plays a crucial role in stitching together the town centre and harbour. It addresses a key gap in connectivity while introducing new activity and life at a strategic location.

By combining movement, activation and residential presence, the project transforms a currently underperforming site into a vital piece of the harbour network. It ensures that the waterfront is better integrated into the daily life of the town, supporting a more connected, vibrant and sustainable Whitehaven

Project Outline:

Former Wilko Redevelopment

The redevelopment of the former Wilko buildings presents a significant opportunity to deliver a high-quality, futurefacing scheme that both respects Whitehaven's historic character and supports its evolving economic role.

Reinforcing Heritage while Enabling a Knowledge-Led Future

The redevelopment of the former Wilko building offers a rare opportunity to reposition a prominent and strategically important site at the heart of Whitehaven's town centre. Located on Lowther Street, the building forms part of a defining historic frontage, yet in its current vacant and underperforming state, it no longer contributes meaningfully to the vitality or economic function of the street.

The masterplan proposes a carefully considered approach that retains and enhances the historic frontage while unlocking the site for a comprehensive, future facing redevelopment to the rear. This allows the established character and continuity of Lowther Street to be preserved, while creating space for a bold new use that responds

directly to Whitehaven's strategic role within the regional nuclear and knowledge economy.

By combining heritage led refurbishment with a new education focused mixed use programme, the scheme bridges past and future, ensuring the building continues to define the street while supporting a new phase of economic growth.

Why The Project Is Needed

- The building is currently vacant, weakening activity and continuity along Lowther Street
- Later rear extensions are inefficient and restrict the site's ability to accommodate modern uses
- There is currently no higher education presence within Whitehaven town centre
- A lack of high quality accommodation limits the ability to attract visiting professionals and students
- The town is not fully capitalising on its proximity to major nuclear and research workstreams
- Limited daytime population reduces footfall and commercial activity within the town centre



Withington, Manchester



University of Essex

Retaining and Enhancing the Historic Street

A defining principle of the scheme is the retention and refurbishment of the heritage frontage along Lowther Street. This ensures that the architectural integrity and established rhythm of the street are maintained, preserving the qualities that underpin Whitehaven's historic identity.

Refurbishment works enhance the building's appearance and long term resilience, while enabling the introduction of active ground floor uses that engage directly with the public realm. This reinforces the role of Lowther Street as the town's primary commercial and social spine, ensuring that the development contributes to a more vibrant and cohesive streetscape.

Through this approach, the scheme strengthens continuity with the surrounding historic environment while elevating its overall quality.



Open Space
& Public Realm

1141m²



4
Sto-
Height
Range



4860m²



+40
Student
Apartments



92LM

New Retail Active Frontage



Educational Space
1620m²



466m²

Unlocking Potential through Rear Redevelopment

Behind the retained façade, the removal of larger, later additions creates the opportunity for a comprehensive redevelopment that better reflects contemporary needs. This intervention allows for a more efficient and flexible building layout, enabling new uses that would otherwise be constrained by the existing structure.

The redevelopment introduces a well organised and legible form that supports modern servicing, access and circulation requirements. It also creates the capacity to accommodate a significant new institutional use within the town centre, maximising the value of this central site.

Key Benefits

- Reactivates a key vacant site within the town centre
- Preserves and enhances the historic character of Lowther Street
- Introduces a higher education presence linked to regional economic drivers
- Strengthens Whitehaven's role in supporting the nuclear and knowledge economy
- Generates consistent daytime activity and increased footfall
- Provides high quality accommodation for postgraduate students and professionals
- Enhances the overall vitality and resilience of the town centre

Development Principles	
Celebrate heritage and waterfront identity	
Rebalance movement to put people first	✓
Activate the harbour and town centre	
Define Whitehaven's identity as a coastal destination	
Support employment, learning and sustainable living	✓
Enhance public realm and green infrastructure	✓



Artist Impression: Former Wilko Redevelopment

An Education Led Mixed Use Destination

At the core of the proposals is the delivery of a new education led mixed use development, developed in partnership with key stakeholders.

This partnership approach ensures that the development is directly linked to real economic drivers, supporting skills, training and knowledge exchange that are critical to the region's future.

The introduction of a higher education presence within Whitehaven represents a significant step change, reinforcing the town's role as a centre for professional development and innovation.

Flexible teaching, research and collaboration spaces support a wide range of activities, from formal education to industry engagement. The presence of students, academics and professionals introduces a consistent and diverse user base into the town centre, driving daytime activity and supporting local businesses.

Addressing a Critical Accommodation Gap

A key component of the scheme is the inclusion of up to two additional storeys of high-quality serviced accommodation. This responds to an identified gap in Whitehaven, where provision for visiting postgraduate students, PhD researchers and industry professionals is currently limited.

Centrally located accommodation would support the education facility, enable longer stays and collaboration with external institutions, and strengthen Whitehaven's ability to attract talent linked to the nuclear sector.

It would also support a more active town centre by extending occupation and activity beyond core daytime hours.

A Catalyst for Knowledge Led Growth

Within the wider masterplan, the redevelopment of the former Wilko building marks a significant shift in the role of Whitehaven town centre. It introduces a new anchor use linked to regional and national economic opportunities, particularly within the nuclear sector.

By combining heritage retention with forward-looking development, the scheme creates a destination for learning, innovation and collaboration while supporting the everyday life of the town centre.

The project transforms an underperforming building into a key asset for growth, strengthening Whitehaven's long-term economic resilience and identity as a centre for skills and knowledge. By introducing new uses, it also diversifies the town centre economy and reduces reliance on traditional retail.

Design Principles

- Retain and refurbish the historic frontage to maintain townscape continuity
- Remove inefficient rear structures to enable comprehensive redevelopment
- Deliver an education led mixed use scheme aligned with regional partnerships
- Integrate active ground floor uses to support street level activity
- Provide high quality serviced accommodation at upper levels
- Design flexible internal spaces to support evolving education and industry needs
- Use durable, contextually appropriate materials
- Align development with wider public realm improvements along Lowther Street

Project Outline:

Southern Harbourside

Development along the southern waterside edge represents a significant opportunity to transform an underutilised and vehicle-dominated area into a high-quality, accessible waterfront environment.

Transforming the Waterfront Edge

The site offers the potential for alternative mixed use development which would help to redefine the character of this part of Whitehaven Harbour

Currently dominated by surface car parks owned by the Harbour Commissioners, the area functions primarily as a utilitarian space, with limited contribution to the experience or quality of the waterfront. Any redevelopment of this area will need to be informed by a detailed parking capacity and displacement assessment, quantifying existing spaces and confirming how parking demand can be accommodated elsewhere. This should include consideration of nearby provision, including Quay Street and other town centre car parks, alongside opportunities to reduce long-stay surface parking pressure through improved walking, cycling and public transport access. The revenue generated by the existing car parks also plays an important role in funding the conservation and ongoing maintenance of the harbour. Any reduction in parking income would therefore need to be carefully assessed, with alternative revenue sources identified to ensure these essential functions can continue.

The masterplan proposes the transformation of this underused and vehicle dominated site into a high quality waterfront environment. By activating the waterside edge, and restructuring the public realm, the development establishes a more attractive,

accessible and people focused harbour frontage.

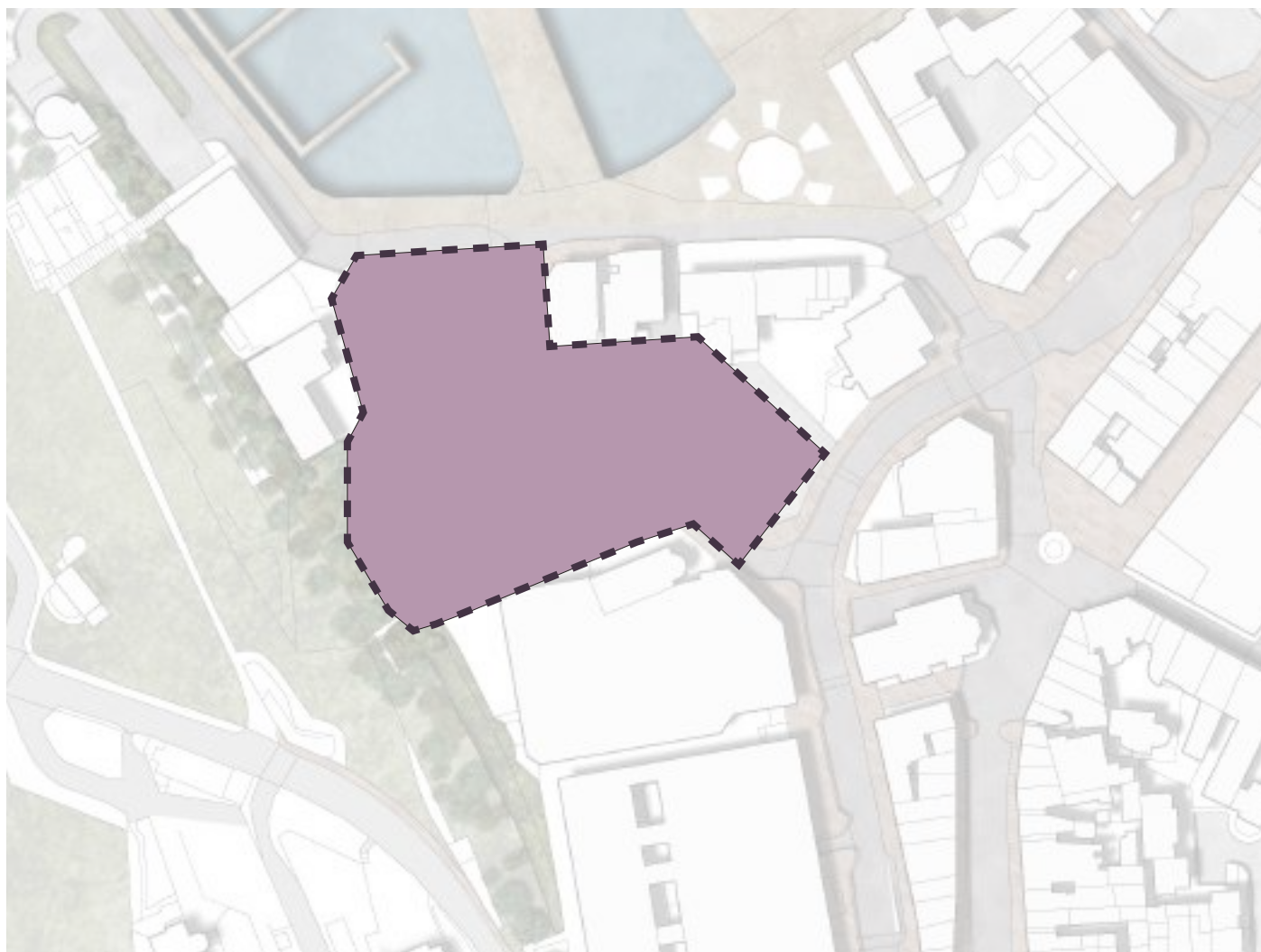
This intervention plays a key role in extending the life and activity of the harbour southwards, creating a more continuous and engaging waterfront experience.

Why The Project Is Needed

- The site is currently dominated by surface car parking with limited amenity or visual quality
- The southern waterfront edge lacks activity and does not attract people to this part of the harbour
- Poor integration with surrounding areas reduces connectivity and permeability
- The site underutilises a prime waterside location with significant development potential
- Limited residential presence on the harbour constrains year round activity
- Existing environment does not reflect the quality or ambition of the wider masterplan
- Parking displacement will need to be quantified and managed through a coordinated town centre parking strategy, including review of capacity at Quay Street and other nearby car parks

Withington, Manchester





New Mixed-Use Waterside Quarter

The proposed development could introduce a mixed-use waterside neighbourhood, potentially incorporating new homes alongside complementary uses that bring activity directly onto the waterfront. This would create a more balanced harbour environment where living, working, movement and leisure are integrated.

Development should respond to the waterside setting, with buildings arranged to maximise views and create a strong relationship with the harbour.

The scale and form of development would need to respond carefully to the wider context, creating a cohesive extension of the town rather than a standalone enclave.

A mix of uses could help reinforce activity throughout the day and into the evening, contributing to a safer, more vibrant and resilient waterfront.

Brentford, London



Activating The Harbour Edge

A key ambition is to transform the harbour edge into an active, accessible public space. Reducing the dominance of parked vehicles would create a more engaging, human-scaled environment focused on walking, social interaction and enjoyment of the waterfront.

Ground-floor uses, entrances and active frontages could help animate the waterside, while improved public routes would form a continuous and attractive promenade.

This approach would strengthen connections between people and the water, reinforcing the harbour as a key town asset.

Key Benefits

- Transforms an underused car park into a vibrant waterfront quarter
- Activates the southern harbour edge and increases footfall
- Improves the quality and accessibility of the waterfront public realm
- Supports a safer, more active environment
Enhances the harbour’s visual and environmental quality
- Contributes to a more balanced and resilient town centre

Development Principles	
Celebrate heritage and waterfront identity	✓
Rebalance movement to put people first	
Activate the harbour and town centre	✓
Define Whitehaven’s identity as a coastal destination	
Support employment, learning and sustainable living	✓
Enhance public realm and green infrastructure	

Integrating Public Realm and Movement

The redevelopment is closely linked to wider public realm improvements across the harbour. New routes through and alongside the site improve permeability, connecting Quay Street with other parts of the waterfront and the town centre beyond.

Pedestrian priority is central to the design, with high quality surfaces, planting and lighting creating a comfortable and legible environment. While access and parking are accommodated as part of the development, they are carefully integrated to avoid dominating the character of the space.

The result is a place that supports both everyday use and movement, strengthening the overall accessibility of the harbour.

Design Principles

- Replace surface parking with high quality built form and public realm
- Create an active and accessible harbour edge with strong pedestrian focus
- Ensure strong connections through the site to surrounding streets and spaces
- Integrate parking and servicing discreetly within the development
- Use durable and contextually appropriate materials suited to a coastal environment
- Provide high quality landscaping to enhance amenity and microclimate
- Support a cohesive relationship with wider harbourside improvements

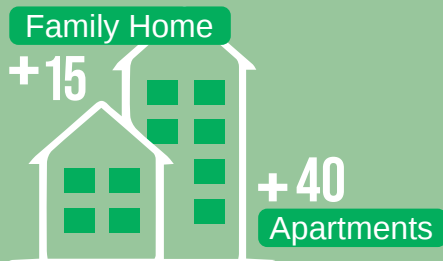
Southern Harbourside
Summary:



Site Area
8688m²

Open Space
& Public Realm

2226m²



New Retail Active Frontage

Project Outline:

Senior Living Community

Positioned close to key amenities, shops and services, the site is well placed to support a new form of town centre living that responds to changing demographic needs.

Reimagining a Town Centre Opportunity

The relocation of leisure services to the new facility at the southern gateway creates an important opportunity to reimagine the existing leisure centre site within the heart of Whitehaven. Positioned close to key amenities, shops and services, the site is well placed to support a new form of town centre living that responds to changing demographic needs.

The masterplan proposes the redevelopment of this site as a high quality senior living environment, carefully integrated within the existing urban fabric. By introducing housing that supports independent living, the scheme responds to an identified need while ensuring

that residents remain closely connected to the facilities and social networks that support everyday life.

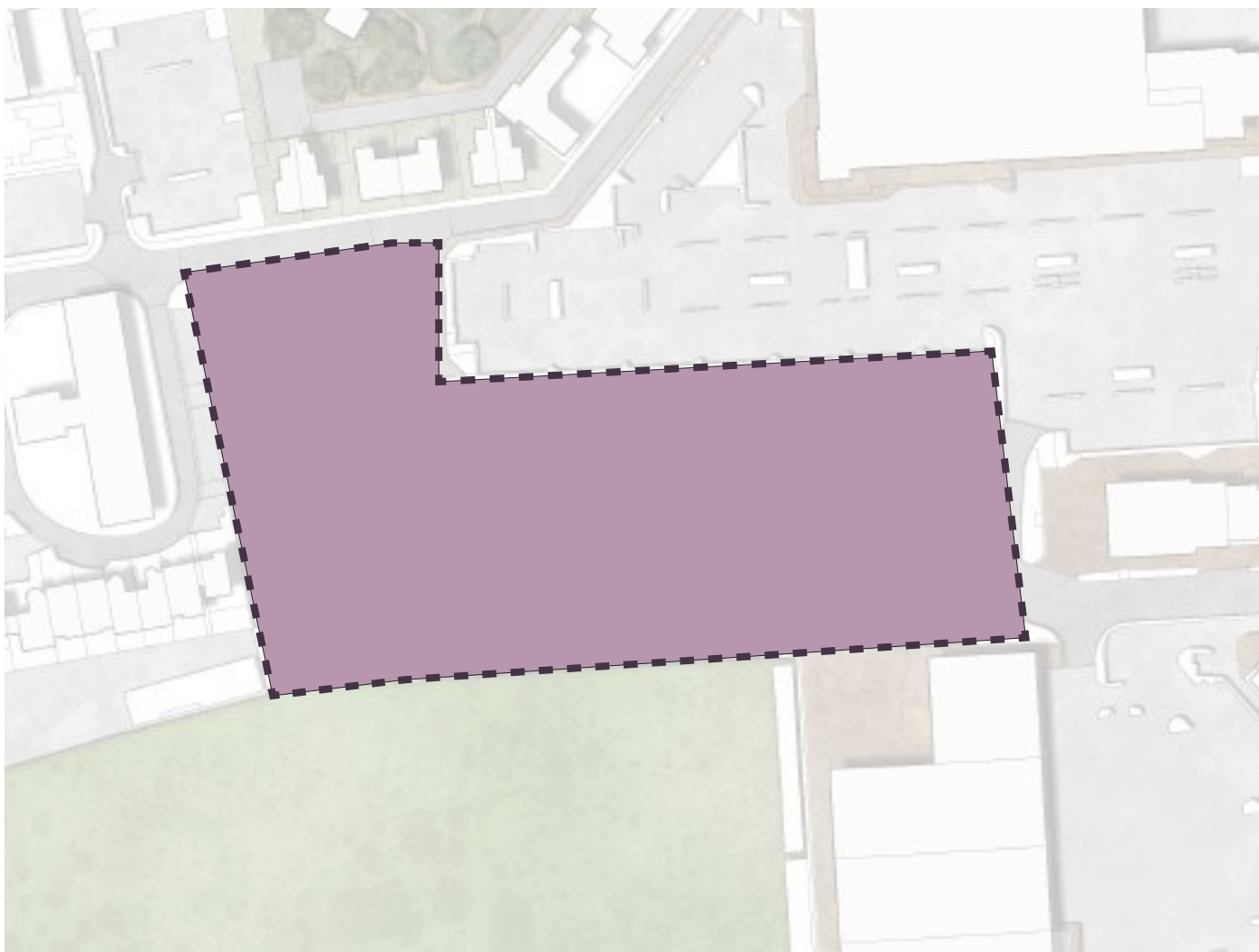
This transition from a single use leisure facility to a residential led environment reflects a broader shift in how town centre land can be used more effectively, delivering both social and economic value.

Why The Project Is Needed

- The existing leisure centre will become redundant following relocation of services
- The site is centrally located but under utilised in terms of long term value
- There is an increasing need for high quality senior living accommodation
- Existing provision does not adequately support independent living close to amenities
- Opportunity to repurpose a large town centre site in a sustainable way
- Maintaining existing healthcare provision is essential to local community needs



High Wycombe, Buckinghamshire



Supporting Independent Living

The proposed development focuses on providing accommodation that enables older residents to live independently while benefiting from proximity to essential services. The location of the site, within easy reach of shops, healthcare and community facilities, makes it particularly well suited to this use.

Homes are designed to be accessible, adaptable and comfortable, supporting a range of needs over time. The intention is to create a setting that promotes independence while offering reassurance through thoughtful design, shared spaces and a sense of community.

Rather than separating residents from the life of the town, the development reinforces their

connection to it, ensuring that the town centre continues to serve all generations.

Integrating Existing Uses

A defining feature of the proposal is the retention of the existing medical centre and associated car parking. Rather than displacing essential services, the development is designed to work around and integrate them, ensuring continuity for the local community.

Car parking is retained and rationalised to meet the needs of both residents and visitors, while avoiding an overdominance of vehicles within the site. This balanced approach ensures that practical requirements are met without compromising the quality of the environment.



Senior Living Community
Summary:



Site Area
8210m²

Open Space
& Public Realm

3658m²



713m²



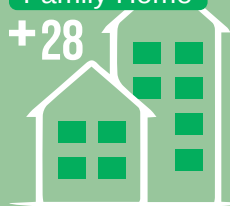


1-3
Height
Range



Family Home

+28



+20

Apartments



40 spaces



A Connected and Inclusive Environment

The design of the scheme places strong emphasis on connectivity, both within the site and to the surrounding town centre. This is particularly important for older residents, who may be more reliant on public transport to access shops, services, healthcare and wider town centre destinations. The scheme should therefore clearly demonstrate direct, legible and step-free walking connections to nearby bus stops and existing public transport routes.

Routes within and around the site should be clear, level and well overlooked, with safe crossings, resting opportunities and accessible links to key destinations, ensuring ease of movement and a strong sense of safety.

Shared spaces, landscaped areas and places to sit are integrated throughout the development, encouraging social interaction and informal activity. These elements help to create a neighbourhood that feels welcoming and inclusive, supporting both residents and visitors.

The retention of the existing medical centre is a key component of the scheme, ensuring

that healthcare provision remains easily accessible. Its continued presence reinforces the suitability of the site for senior living and supports long term wellbeing

Key Benefits

- Reuses a town centre site in a sustainable and productive way
- Provides high quality senior living accommodation close to amenities
- Supports older residents' access to nearby bus stops, existing public transport routes, healthcare, shops and town centre services
- Supports independent living and long term wellbeing
- Retains and integrates existing medical facilities
- Increases town centre footfall and activity
- Enhances the quality and coherence of the local urban environment
- Contributes to a more inclusive and balanced community



Artist Impression: Senior Living Development

Enhancing the Town Centre Fabric

The redevelopment represents an opportunity to improve the overall quality and coherence of this part of the town centre. The introduction of new buildings, landscaping and public realm creates a more attractive and legible environment that complements surrounding streets and spaces.

The scale and form of development are carefully considered to sit comfortably within the context, ensuring that the scheme feels integrated rather than imposed. Active edges and clear entrances help to define the site and contribute to the life of the surrounding area.

By bringing new residents into the town centre, the development also supports local businesses and services, contributing to a more active and resilient urban environment

Supporting a More Inclusive Town Centre

Within the wider masterplan, the redevelopment of the former leisure centre site plays an important role in broadening the town centre's offer. It introduces a form of living that is closely tied to existing services and infrastructure, supporting a more diverse and inclusive community.

By focusing on senior living, the scheme ensures that Whitehaven remains a place where people can continue to live independently as their needs change. It also strengthens the town centre by bringing a stable and consistent residential presence into a key location.

In doing so, the project contributes to a more balanced and sustainable urban environment, where housing, services and community life are closely connected and mutually supportive.

Development Principles	
Celebrate heritage and waterfront identity	
Rebalance movement to put people first	✓
Activate the harbour and town centre	✓
Define Whitehaven's identity as a coastal destination	
Support employment, learning and sustainable living	✓
Enhance public realm and green infrastructure	

Design Principles

- Deliver accessible and adaptable housing that supports independent living
- Clearly demonstrate accessible walking links to nearby bus stops and existing public transport routes, including safe crossings and step-free routes where possible
- Retain and integrate existing medical centre and essential services
- Create a safe, legible and well connected internal layout
- Provide high quality landscaping and shared spaces for social interaction
- Integrate parking in a way that does not dominate the environment
- Ensure buildings respond appropriately to surrounding scale and character
- Maximise connections to town centre amenities and services
- Design for long term flexibility and changing needs

Project Outline:

Southern Gateway Leisure Centre and Sports Quarter

A new state-of-the-art leisure centre, forming the focal point of an emerging sports and wellbeing quarter at the southern gateway into the town centre.

A New Gateway for Health and Wellbeing

The proposed leisure centre at the junction of Coach Road and Ginns marks a significant step in reshaping the southern approach into Whitehaven. Accessibility by active travel and public transport will be central to the success of the site, with clearly defined walking and cycling links connecting the leisure centre to Coach Road, Ginns, Preston Street, the wider town centre and Corkickle Station, which is approximately a seven-minute walk away. The site is also located on the existing Coast to Coast / C2C cycle route, providing an important opportunity to strengthen cycle access to the leisure centre and wider sports and wellbeing quarter. The scheme should also explore the potential for a new bus stop on Coach Road, while making effective use of existing bus stops on Preston Street to support convenient access for residents, visitors and leisure centre users.

Replacing the existing and outdated leisure facility within the town centre, the new development delivers a modern and efficient environment that is better suited to contemporary needs. Its location at the southern gateway allows it to operate not only as a destination in its own right, but also as a marker of arrival, establishing a clear identity for this part of the town.

The scheme is conceived as the focal point of a wider sports and wellbeing quarter, building on the presence of established facilities in the area and creating a more coherent and integrated environment for recreational activity.

Cozenton Sports Centre, Rainham



Why The Project Is Needed

- The existing town centre leisure facility is outdated and does not meet modern standards
- Current provision lacks flexibility to support a wide range of activities and users
- There is an opportunity to cluster facilities to create a stronger sports destination
- The southern gateway lacks a clear identity and sense of arrival
- Growing demand for health and wellbeing facilities is not fully met
- Relocation allows the existing town centre site to be redeveloped for alternative uses
- Clearly defined walking, cycling and public transport connections are required, including links to Corkickle Station, the existing C2C cycle route, existing bus stops on Preston Street and a potential new bus stop on Coach Road



Barnet, London



A Modern Leisure Destination

The new facility should be designed as a comprehensive and adaptable leisure environment that supports a wide range of activities. Its internal spaces are flexible and capable of accommodating evolving trends in fitness, recreation and community use.

Beyond its functional role, the building is intended to act as a social hub, encouraging regular use by a broad spectrum of residents. It creates a place where physical activity, social interaction and community life are brought together, supporting long term health and wellbeing outcomes.

The quality of the building, both internally and externally, reflects its importance as a civic asset, reinforcing its role as a key destination

Artist Impression: Southern Gateway Leisure Centre and Sports Quarter



Leisure Hub Southern Gateway
Leisure Centre and Sports
Quarter Summary:



Site Area
10020m²

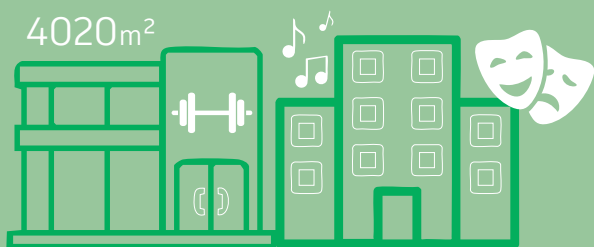
Open Space
& Public Realm

6000m²





4020m²



Leisure & Culture Space

3
Height
Range



Building a Sports and Wellbeing Quarter

A defining aspect of the proposal is its role within a wider cluster of sports facilities. By locating the new leisure centre alongside existing infrastructure, the masterplan creates a more coherent and efficient network of uses.

This co location supports shared use, improved programming and a stronger identity for the area as a centre for sport and activity. It also enhances the potential to host events, training and community programmes, strengthening Whitehaven's role within the region.

The leisure centre becomes the anchor of this emerging quarter, helping to organise and elevate the surrounding uses.

Key Benefits

- Delivers a modern, high quality leisure facility that meets contemporary needs
- Promotes health, wellbeing and active lifestyles within the community
- Establishes a strong and recognisable southern gateway into the town
- Supports existing sports facilities through clustering and integration
- Enables redevelopment of the existing town centre leisure site
- Encourages long term residential growth in a sustainable location
- Creates a vibrant and active destination throughout the year

Artist Impression: Leisure Centre from adjacent parkland



Building a Sports and Wellbeing Quarter

The site also plays an important role in supporting longer term growth through its relationship with proposed residential development. Future phases of housing adjacent to the leisure centre will create a new community that benefits directly from access to high quality recreational facilities.

This integration of housing and infrastructure supports a more sustainable pattern of development, where everyday needs are located close to where people live. It also increases the user base for the facility, supporting its long term viability and ensuring it remains an active and well used part of the town

Defining the Gateway

As a gateway development, the architecture and landscape should be carefully considered to create a strong sense of arrival. The building should be designed to be visible and legible from key approach routes, helping to define the entrance into Whitehaven.

The surrounding public realm is equally important, with high quality landscaping, clear pedestrian routes and a welcoming forecourt that reinforces the civic nature of the site. Together, these elements create an environment that feels both functional and distinctive.

Within the wider masterplan, the southern gateway leisure centre plays a central role in supporting a healthier and more active Whitehaven. It provides essential infrastructure that benefits residents while also contributing to the identity and structure of the town.

By combining high quality design with strategic location, the project creates a destination that supports both everyday use and long term growth. It establishes a new focus for activity,

reinforces the southern gateway and ensures that investment in health and wellbeing is placed at the heart of Whitehaven's future.

Design Principles

- Provide a flexible and future ready leisure facility that can adapt over time
- Position the building to reinforce its role as a gateway and landmark
- Integrate with existing sports facilities to create a cohesive quarter
- Design welcoming and legible public spaces around the building
- Ensure strong pedestrian, cycle and vehicle access
- Use high quality, durable materials suited to long term use
- Support connections to future residential development
- Create a balanced relationship between building, landscape and movement
- Set the building in high quality parkland setting integrated with future housing development

Development Principles	
Celebrate heritage and waterfront identity	
Rebalance movement to put people first	✓
Activate the harbour and town centre	
Define Whitehaven's identity as a coastal destination	
Support employment, learning and sustainable living	✓
Enhance public realm and green infrastructure	✓

• • •

6.4

Sustained
Momentum



6.4 Sustained Momentum

Longer-term growth builds on earlier success, extending regeneration into new neighbourhoods and supporting a more resilient, connected and liveable Whitehaven.

Sustained Momentum looks beyond the initial phases of change to the larger opportunities that can come forward as confidence, funding and delivery partnerships mature. These projects help extend the benefits of regeneration across the wider town, supporting new homes, improved infrastructure, stronger landscape connections and a more balanced pattern of growth.

This phase ensures that regeneration does not stop once early projects are delivered.

Instead, it allows Whitehaven to continue adapting to future needs while maintaining a clear direction of travel. By connecting new development with existing communities, services and movement networks, Sustained Momentum helps secure the long-term success of the masterplan.

The following section highlights the potential projects within this phase, setting out how individual interventions could come forward as part of the wider sequence of delivery.

Project List

Phase 3: Sustained Momentum

Project 17: Southern Gateway Residential Expansion



Withington, Manchester

Project Outline:

Southern Gateway Residential Expansion

these sites form a key part of the southern gateway and offer the potential to transform a series of underutilised and fragmented areas into a high quality residential environment.

Extending the Town Centre into a New Residential Quarter

The sites to the south west of Whitehaven town centre, around Corkickle Station, the Pow Beck corridor and the Preston Street gateway, present a significant opportunity to extend the town in a coherent and carefully structured way. Collectively, these sites form a key part of the southern gateway and offer the potential to transform a series of underutilised and fragmented areas into a high quality residential environment.

The masterplan proposes a family housing led development that introduces up to 400 new homes in a strong landscape setting, integrated with the emerging sports and wellbeing quarter. Rather than viewing these sites in isolation, they are considered as a

connected network of neighbourhoods that reinforce the structure of the town and create a seamless transition between existing urban areas and new growth.

This approach supports a more balanced and sustainable pattern of development, where housing, recreation and infrastructure are closely aligned.

Why The Project Is Needed

- The sites are currently underutilised and lack a coherent development strategy
- There is a need for high quality family housing within accessible reach of the town centre
- Existing southern gateway areas lack identity and a strong sense of place
- Limited integration between infrastructure, open space and residential areas
- Opportunity to support population growth and long term economic resilience
- Need to complement investment in the adjacent sports and wellbeing quarter



Greenhills, Blackburn





Southern Residential
Expansion Summary:



Site Area
106701m²

Family Home



Artist Impression: Southern Residential



510

2-3
Storey
Height
Range



A Landscape Led Residential Environment

The development is conceived as a landscape led neighbourhood, where green spaces, natural features and water corridors shape the structure of the place. The Pow Beck corridor in particular provides a strong organising element, offering opportunities to create a green spine that connects the different sites and supports biodiversity.

Housing is arranged to respond to this landscape framework, with streets and public spaces designed to maximise access to green areas and views. This approach ensures that the development has a strong sense of identity and offers a high quality living environment that reflects its edge of town setting.

The emphasis on landscape also supports wider environmental objectives, including sustainable drainage and climate resilience, contributing to a more sustainable form of growth.

Key Benefits

- Delivers up to 400 high quality new homes in a sustainable location
- Creates a strong landscape led environment with access to green space
- Supports family living and long term community development
- Integrates with the sports and wellbeing quarter to promote active lifestyles
- Strengthens the southern gateway and improves town centre connections
- Enhances biodiversity and environmental resilience through green infrastructure
- Supports population growth and economic stability

Integration with the Sports and Wellbeing Quarter

A defining aspect of the proposal is its close relationship with the new leisure centre and wider sports infrastructure. The residential areas are directly connected to this emerging quarter, allowing residents to benefit from access to high quality recreational facilities within walking distance.

This integration supports healthier lifestyles, reduces reliance on travel, and reinforces the role of the southern gateway as a hub for activity and community life. It also helps to ensure that investment in leisure infrastructure is fully utilised, supporting its long term success.

Development Principles	
Celebrate heritage and waterfront identity	
Rebalance movement to put people first	✓
Activate the harbour and town centre	
Define Whitehaven's identity as a coastal destination	
Support employment, learning and sustainable living	✓
Enhance public realm and green infrastructure	✓

Creating a Cohesive Southern Gateway

Together, these sites establish a new and clearly defined southern gateway into Whitehaven. The combination of housing, landscape and infrastructure creates a setting that is both functional and distinctive, marking arrival while supporting everyday life.

The development contributes to a more coherent urban structure, linking the town centre to its surrounding areas and ensuring that growth is well integrated rather than fragmented. This helps to reinforce Whitehaven's identity as a compact and connected coastal town.

Strengthening Movement and Connectivity

The development improves connections between the south west of the town and the wider urban area. Corkickle Station provides an important link to rail services, enhancing accessibility and supporting sustainable travel options.

New routes for pedestrians and cyclists connect the residential areas to the town centre, the harbour and surrounding neighbourhoods. These connections are designed to be clear, safe and attractive, ensuring that movement through the area feels intuitive and well integrated.

The Preston Street gateway also plays an important role in defining arrival, creating a stronger transition into the town centre and reinforcing overall legibility.

Design Principles

- Deliver a family housing led development with a mix of tenures
- Structure development around a strong landscape framework including Pow Beck
- Ensure direct integration with the sports and wellbeing quarter
- Create clear and legible pedestrian and cycle connections
- Maximise access to open space and natural features
- Respond sensitively to the surrounding context and edge of town setting
- Provide a high quality public realm with safe and active streets
- Support sustainable drainage and environmental resilience

Supporting Sustainable Growth

Within the wider masterplan, the southern gateway residential development plays a vital role in accommodating growth while reinforcing the structure and function of Whitehaven. It ensures that new housing is delivered in a location that is well connected, well served and integrated with key infrastructure.

By combining high quality housing with strong landscape design and excellent connectivity, the scheme creates a place that supports both immediate needs and long term aspirations. It contributes to a more balanced and resilient town, where growth is carefully managed and aligned with investment in community assets.

In doing so, it establishes a new neighbourhood that is not only a place to live, but a key part of Whitehaven's future identity.

Whitehaven **MASTERPLAN**