

# Blaby Town Centre Masterplan

Blaby District Council

## Brief

BE Group, together with Taylor Young and Aecom, was commissioned by Blaby District Council to produce a masterplan and comprehensive urban design framework and development strategy for Blaby town centre in Leicestershire.

The masterplan needed to consider economic, social and environmental issues and provide a clear framework for the enhancement and development of Blaby town centre over the next 15 years.

Objectives included:

- Improving the physical appearance of the town
- Improving access into the town centre
- Increasing the number of people visiting
- Encouraging a vibrant and safe economy
- Maximising new development opportunities.



## Activities

The study incorporated a mix of desktop research, site survey work and consultations with businesses, key stakeholders and the community. Other activities included:

- A healthcheck of the town centre
- Assessing retail demand, retailer perceptions and trends
- Technical transportation assessment
- Reviewing local and regional strategies
- Examining property data to assess market conditions and forecast future change.



## Outcome

Four specific schemes were highlighted as transformational projects for the town:

- John's Court shopping precinct redevelopment
- Creation of a new mixed-use site at the British Legion
- Creation of a new focal point at Bouskell Park
- Town centre public realm improvements.

