

SLEAFORD

URBAN DESIGN STUDY



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Suites 55 & 58
Cherry Orchard East
Kembrey Park
Swindon
Wiltshire
SN2 8UQ

T: 01793 818100 F: 01793 818101 W: rpsgroup.com

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I. INTRODUCTION

BACKGROUND AND AIMS

I.1 In September 2008 North Kesteven District Council (NKDC) invited consultants to submit proposals for an urban design study of part of Sleaford town centre. The study was being prompted by:

“...a number of major development proposals currently being promoted in the town which may soon see planning applications being submitted. Taken together these proposals will see a potential scale of new build and redevelopment that Sleaford has not seen before. The implications for the town will be far reaching, both in terms of actual land use, and the urban design and form. It is essential that in accommodating these new developments the town is capable of assimilating the new uses and built forms. Access to and from the new developments will be crucial in this respect.

The aim will be to inform the Council (NKDC) how best it can assimilate the new developments into the existing town centre, whilst looking at how a significant part of the existing built area might be developed in the future to both link in with the new development, and act as a catalyst for further regeneration in support of a key role as a service centre for the surrounding rural hinterland.”

Source: NKDC tender invitation letter dated 26 September 2008

I.2 NKDC required the study method to include comprehensive consultations with the local stakeholders and residents of the town.

I.3 RPS was instructed by NKDC on 18 November 2008. During the time when the submitted proposals were being evaluated the above mentioned planning applications were being actively worked on by the

applicants. NKDC expected the applications would all be submitted by the end of December 2008. The NKDC intention was to co-ordinate the consideration of the proposals, an understandable aim given the overlaps and wider area considerations. Together the three proposals were termed ‘Sleaford South East Regeneration’ by NKDC. The component developments are:

- The mixed use redevelopment by Gladedale of the 6 hectare Bass Maltings buildings and land to provide new apartments, offices, retail, health care and related amenities. This site, on the south east edge of the town, comprises extensive and imposing industrial buildings listed as being of architectural and historic merit;
- A new link road and bridge over the railway to link Mareham Lane to Boston Road. The primary purpose of this new infrastructure as promoted by Lincolnshire County Council is to enable a satisfactory highways access to the Maltings site; and
- The retail redevelopment by Tesco of a former industrial site next to the town centre.

I.4 Further information is provided on these proposals in section two.

I.5 As can be seen from Fig 1 the study site is in the centre of Sleaford at a key location next to the railway station. This raises particular issues in terms of a physical barrier between the recently developed and rapidly expanded residential areas to the south of the town and the historic, retail and commercial core immediately to the north of the study area.

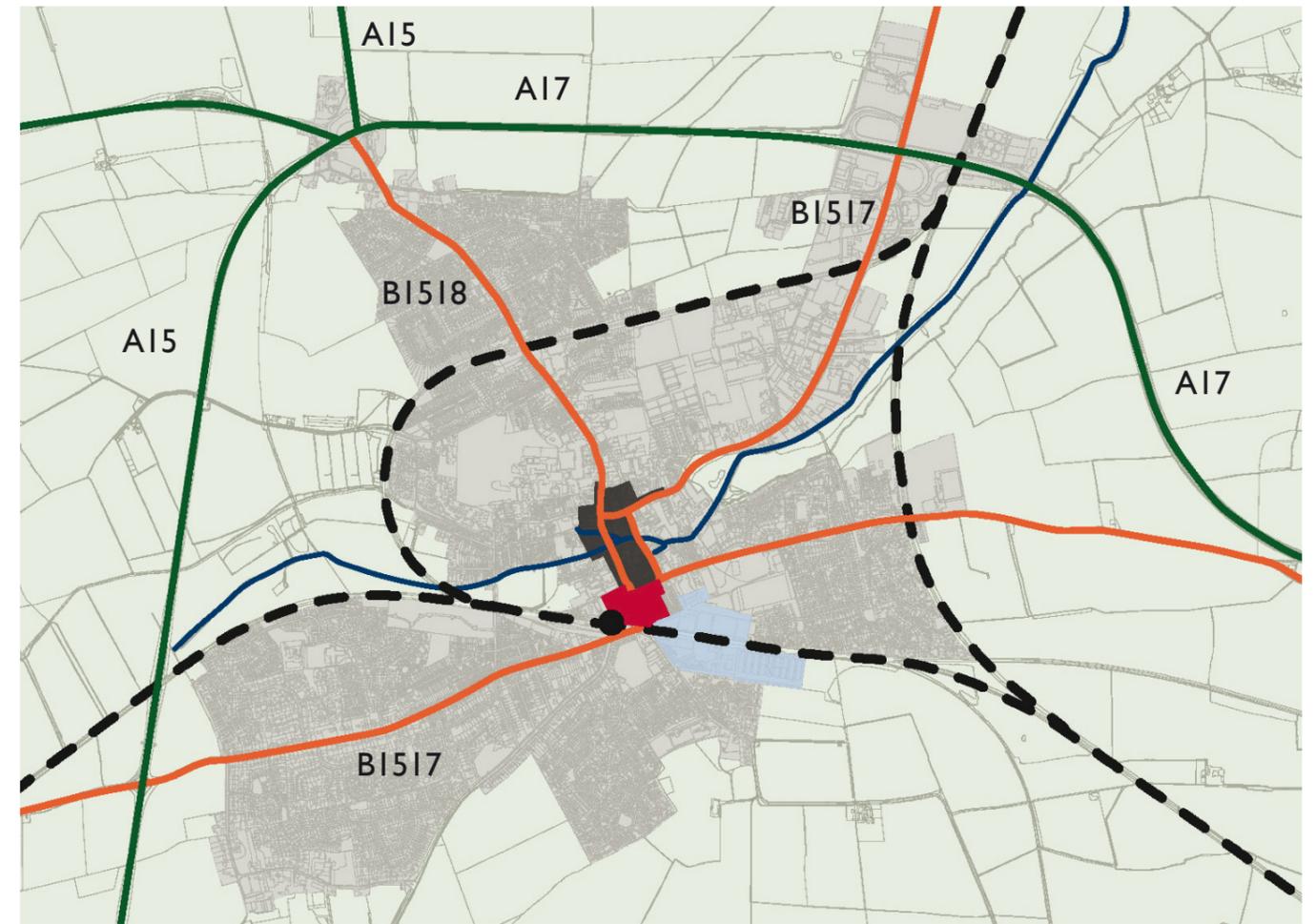


Fig 1: Map of the wider context of Sleaford. NTS



THE PROJECT BRIEF

- I.6 A copy of the NKDC project brief is included at Appendix I.
- I.7 This brief defined the study area as a compact but significant part of the town centre, to either side of the south end of Southgate, between the Handley monument and the level crossing. An aerial photograph of the study area is at Fig 2.
- I.8 The study requirements were summarised by NKDC as:
- “...an analysis of the area as it is showing attractions, linkages to and within the town centre (including vehicular, pedestrian and visual linkages as well as physical links), public spaces, built and natural character, major attractors, and use of the town. Potential strengths and weaknesses should be identified.*
- An assessment of the potential impact of the proposed changes (i.e. as within the above listed then imminent planning applications) such as the development of the new link road, closure of the level crossing to road traffic, development of the Maltings, the proposed new Tesco store, and the impact that these will have on the use of the town centre.*
- Providing design criteria that can be used to assess schemes to ensure that the potential of the town centre to develop to serve a wider range of the needs of the people of Sleaford and the surrounding communities, and to knit the new developments into the town centre.”*
- I.9 These requirements are quite broad, so they were tightly defined by the consultants from the outset by posing some key urban design considerations and questions that would drive the study method and process:
- Given the current urban form and function of the town centre, how might this evolve over the next 10 to 15 years to successfully meet the future needs of residents, visitors and local business?
 - What is the regeneration potential within the study area, considering the current land ownerships and the business operations?
 - Assuming that the major proposals happen, how should the synergies between those proposals and the potential of the study area best be guided and realised?
- I.10 These questions were constantly in mind during the design and conduct of the study. In particular the two stakeholder workshops, and the parallel engagement with the main land owners and operators in the study area, were based on getting answers to the questions.
- I.11 The project brief included a number of assumptions that NKDC required to be made. These are listed in the project brief document in Appendix I. They cover a range of considerations from relative details to major assumptions about the local economy and how it will evolve. There are also some important practical considerations to do with future highways access. In reading this study report it is essential that the brief and particularly the working assumptions are understood.
- I.12 It must be made quite clear that the work by the consultants was in response to a client brief that assumed the three major development proposals would in due course happen. The task was not to pass judgement on those proposals. The issue was that if and when they did happen, how they might best connect with and assist change for the better within the study area. This objective stance by the consultant team was stated very clearly at the two stakeholder workshops.
- I.13 In a similar vein the work by the consultants looked impartially at the study area regeneration potential in respect of land ownerships and current operations. The proposed method recognised that commercial considerations would likely preclude direct engagement with land owners and businesses through the stakeholder workshops. So some contacts were tactfully made to gauge interest and awareness. This process and the outcomes do not imply any preferences by the consultants in respect of particular sites or businesses. The contacts were made purely to gather facts, and gauge the awareness of, and interest in, the regeneration potential of the study area.

KEY:

- 1** **Study Area** - as defined in the NKDC Brief
- 2** **Avanta Seeds Site** - buildings now demolished with site identified as potential location of future Tesco Store
- 3** **Albourne Site** - proposed residential development adjacent to the Maltings.
- 4** **Maltings Site** - extensive mixed use development in large-scale existing buildings
- 5** **Recreation Ground** - potential location of new link road to 2, 3 & 4
- 6** **Market Square** - the focal point of the historic core with many good quality buildings
- 7** **Tesco Store** - existing food store to north of the High Street
- 8** **Railway Station** - a listed building with associated bus and taxi stands



Fig 2: Location of the study area and related development proposals. NTS

STUDY METHODS, OUTPUTS AND PROGRAMME

I.14 RPS proposed the following study method and process:

Stage One

- Client briefing meeting
- Background information review
- Study area appraisal and analysis
- Nearby developments review (the pending planning applications)
- Consultations: stakeholder workshop one
- Consultations: land owner contacts
- Baseline findings and working assumptions statement

Stage Two

- Draft design framework options
- Consultations: stakeholder workshop two
- Consultations: land owners contacts

Stage Three

- Preferred design framework option
- Prepare 1:5000 wider context drawing
- Prepare 1:1250 study area and connections drawing
- Prepare study sub-area design illustrations
- Draft final report and recommendations
- Final report issue

I.15 The RPS proposal provisionally identified a method for the stakeholder engagement actions. This was based, after some research, on an assumption that in Sleaford there would be a good number of active local organisations that would agree to contribute to the study, and in particular to attend the stakeholder workshops. It was also suggested by RPS that the key land owners and businesses within the study area would likely for commercial and confidentiality reasons not wish to attend open events, so private

discussions on agreed terms would be required to elicit facts and views. There was also the issue of how to engage with the promoters of the three major projects and the pending planning applications. It was necessary to understand what was proposed, preferably with some form of input from those promoting the developments. But the RPS study needed to be independent, and seen and accepted as such by the direct stakeholders in the study area changes, implying some distance from the project promoters.

I.16 The above issues were considered at a project start-up meeting with NKDC officers on 8 December 2008. The outcomes were:

- That RPS had correctly assumed that the many active local organisations in Sleaford could fairly represent the wider community. This would permit a workshop-type approach to the community engagement, which would be efficient and transparent. It was agreed with NKDC that the study would proceed on this basis, with NKDC officers helping to identify the organisations that would contribute, and to make some introductions. A list of the organisations and individuals that contributed is included at Appendix II.
- That with some guidance from NKDC officers RPS would approach the main land owners and businesses within the study area, brief them about the study and the aims, and invite factual information and views.
- That for the three major projects with some guidance and introductions from NKDC officers RPS would seek a factual statement from each of the organisations. In practice this meant briefings from a project manager at Gladedale in respect of the Maltings development; a project manager at Lincolnshire County Council in respect of the new link road and bridge; and planning consultant DPP

in respect of the new Tesco store. It was agreed with each organisation that having been shown the urban design study terms of reference they would contribute a short factual written statement to the stakeholder workshop one event.

I.17 The programme proposed by RPS assumed that NKDC would require the study to be concluded ahead of planning control decisions on the three major proposals. At the time of the tender it was known that the Tesco planning application had already been submitted; and it was expected that the planning applications for the Maltings and new link road would be submitted by the end of December 2008. Therefore the programme indicated by this date suggested that the study workshops should be in late January and late February. The ideal date for the study report would be mid-March 2009, which was ahead of the then envisaged NKDC planning control programme for assessing the applications and taking decisions.

I.18 This programme was met up to mid-February, but due to venue availability and the commitments of some key stakeholders the second workshop was not held until early April. In practice this did not matter as the planning control process was taking slightly longer than anticipated due to additional information requirements with the planning applications and a continued NKDC desire to treat the applications as a set, with a single date for taking all the decisions. It was agreed with NKDC that the final study report would be issued by the end of April 2009.

I.19 The study outputs were defined and agreed at the above mentioned project start-up meeting. The final report would be strong on imagery, with the text supporting a series of urban design drawings that conveyed the process of analysis, options consideration, and the preferred design solutions for the study area. Importantly, the design solutions would be presented at three levels of detail.

I.20 At the broadest level it would be shown how the design recommendations meshed with the wider town centre context and the emerging nearby major developments. At the full study area level the design recommendations would show how the regeneration and renewal within the study area might bring about changes to built form and function in line with the evolving economic and social needs of the town. And within the study area there would be some design sketches illustrating what might be suitable treatments for some of the key locations for the changes.

I.21 It was also agreed that the study reporting should include a good amount of information about the community engagement parts of the study. This is wholly appropriate, for two main reasons. First, the study was founded on the information and views of the representative Sleaford organisations. The emerging design solutions have been put to the test locally. Second, it is probable that NKDC will in time prepare a formal Area Action Plan for the wider town centre area. This study will need to inform that wider area plan, and be part of the evidence base for it. In line with the NKDC adopted Statement of Community Involvement the engagement process behind this study therefore needed to be, and be seen as, sound and effective.

2. BACKGROUND

THE SLEAFORD 2010 – 2020 CONTEXT

- 2.1 RPS obtained from NKDC officers and various community interests at the outset of the study a comprehensive briefing on the current and prospective social and economic development 'big picture' for Sleaford and the wider district. Several very useful recent background documents were provided.
- 2.2 The main purpose of the Stakeholder Workshop One was for the consultant team to listen to views and capture information about the study area and broader issues and aspirations. A notable output from Workshop One was a list of agreed aims and assumptions which captured a consensus about issues, trends and opportunities (see Fig 7 below). This will be commented on below in section 3.
- 2.3 At the project start-up meeting with NKDC officers on 8 December 2008 RPS was given an overview of trends and issues. The district experienced a fast 35% rate of population growth over the period 1991 – 2001, and this growth has continued, if slightly below that trend. This has placed consequent demands on new housing and jobs creation. Economic activity in the district has been strong with effectively full employment in recent years.
- 2.4 If the above trends hold there will be a need for significant amounts of land to be identified for additional housing. Sleaford has therefore been a growth point and a buoyant District-level centre for services and community facilities, and the town is expected to continue in this role.
- 2.5 The implications of the above commentary for the study area are that the demand for housing and employment, and the strong role as a services centre, all combine to encourage the far better use of property assets in the southern area of the town centre. There will also be a great benefit in making the most of the synergies between the study area and the pending nearby major developments, and indeed the wider town centre which is generally in better shape than the south end of Southgate.
- 2.6 A helpful overview was provided by a July 2007 report to NKDC by the economic development consultant Roger Tym and Partners. This study looked at the retail and commercial leisure offer and future requirements across the district, but with a focus on Sleaford given the significance of the town. The report made some pertinent observations and recommendations, essential background for this study:
 - “The town is busy and presents an (overall) attractive environment. The architectural quality is generally of a good standard, reflecting the town centre conservation area status. Overall we conclude that whilst Sleaford is a vital and viable town centre it’s retail role is too limited for a centre of its status and there is room for improvement, particularly in relation to providing retail property to modern standards and bolstering representation in the key sectors of caparison goods retailing.”
 - “Thus we consider that NKDC should take a proactive approach to planning for new development in Sleaford as the district’s principal town, in order to accommodate the new comparison retail and related town centre uses necessary to materially increase expenditure retention and help to improve the town’s standing in the wider sub-regional hierarchy.”
- 2.7 A ‘BID’ (Business Improvement District) initiative is active in Sleaford, the product of collaboration and funding by several partners: Lincolnshire County Council; NKDC; Lincolnshire Chamber; Sleaford Town Council; and East Midlands Development Agency. RPS was briefed on 8 December 2008 by the BID manager Emma Downey, and provided with the BID business plan 2007 – 2012.
 - “We believe the clearly preferable location for new development should be the former Avanta Seeds site and adjoining builders’ merchant. This site is large enough to provide significant new comparison goods floor space in a range of formats; is potentially highly accessible; and may also offer scope to secure road improvements which will bring wider benefits to the town centre and improve access to other important site. The land has obvious potential as a major development opportunity and a retail-led redevelopment should be promoted by the Council as a key priority.”
- 2.8 The BID group has three sets of priorities for the town especially the town centre area: better security; more effective promotion and marketing; and improvements to parking and traffic management. It was clear that the BID team should be represented at the stakeholder workshops, and this happened and a valuable contribution was made.
- 2.9 RPS met the Clerk of Sleaford Town Council on 8 December 2008 to introduce the study aims, and invite their contribution as a key stakeholder. Participation in the workshops was readily agreed, with Town Manager Debbie Scott attending.
- 2.10 The town council also figures as a land owner in the study area, in respect of Monument Gardens. Very usefully the town council had recently completed a Town Plan Consultation with residents and businesses, the survey results were made available to RPS.
- 2.11 The results, form a good level of response, provided a good insight with some clear concerns and aspirations relevant to the study area. In summary there was a mood for some positive changes: a better retail offer; improved public transport; less traffic congestion; better leisure facilities; and plenty of evidence that the good architecture and environment should be sustained. The attendance of the Town Manager at the workshops channelled this helpful snapshot of local opinions into the study process.
- 2.12 RPS obtained views and opinions from the main property owners and businesses in the study area. The aim was to establish who owned what. The views expressed were mostly about the pressing need for regeneration, and expectations that NKDC should take a lead. It was pointed out by RPS that by commissioning the study NKDC wished to see some progress made.
- 2.13 The focus of the comments was mainly about the nearby major development proposals, the competition they would bring, and the knock-on effects of the level crossing closure consequent on the new link road opening. It was left that the key land owners were now aware of the study; and the exact ownerships were now clear to RPS.

THE NEARBY MAJOR DEVELOPMENT PROPOSALS

- 2.14 There are three major development proposals adjoining or near to the study area. A fourth proposal should be noted, though it is less relevant, with the proposed modification and extension of the existing Tesco store at the north end of the town centre to provide four comparison goods retail units.
- 2.15 NKDC organised a public consultation event on 15 January 2009 at which there were displays about the four proposals. At that time the new Tesco planning application was being assessed, and those for the Maltings and the new link road were anticipated shortly. At Appendix III are copies of the NKDC prepared descriptions of the proposals. In summary they comprise:
- An 85000 square feet Tesco store and filling station on the cleared seeds factory site adjoining the study area. Road access will be from the new link road. The 600 car park spaces will be available to the wider public on a controlled basis to provide capacity for visitors to the town centre area. The store building will be at the far end of the site from the study area boundary, with a pedestrian link at the west corner of the car park. All traffic will use the new link road; there is no proposed road connection to the study area.
 - A link road and road bridge over the railway line, which will connect Boston Road and Mareham Lane. The objectives are to provide the essential access upgrade to enable the Maltings development; to improve access to areas for the redevelopment of the south east quarter of the town centre; and to reduce congestion associated with the Mareham Lane level crossing. A consequence of the new link road will be the closure of that level crossing, with implications for access direct to Southgate and the study area generally.
 - The mixed use redevelopment of the extensive Listed former industrial buildings and land at the Maltings, total site area about 6 hectares. The project will deliver new homes, jobs and community facilities. Over 200 residential units are proposed, along with retail units, a restaurant, and health care facilities, with considerable car parking space. Given the architectural significance of the buildings and setting, particular attention has been given to the proposed design and treatments.
- 2.16 For the study area there were two main implications from the proposals: how to link with the town centre; and the consequences of the level crossing closure and the revised traffic flows with the south length of Southgate redundant for through traffic.
- 2.17 These considerations were discussed in depth at stakeholder workshop one, and with the land owner contacts. Details of land owner contacts can be found in Appendix IV. It must be repeated that the focus of those discussions was the linkages and synergies with the study area, and not taking views on the merits or otherwise of the proposals. For study purposes it was assumed that the developments would in due course happen.

HISTORICAL ANALYSIS

- 2.18 A Built Heritage and Historic Townscape Assessment of Sleaford Town Centre was prepared by CgMs Ltd (February 2009) to inform the preparation of this report. The report summarises the historic development of Sleaford and analyses the townscape character of the town's historic core, culminating in an assessment of the constraints and opportunities for redevelopment / regeneration in the study area. A full version of the report can be found in Appendix V.
- 2.19 The document provides a helpful *Summary of key built heritage constraints and opportunities* (pp12-13). This concludes that:
- 2.20 'Sleaford contains a rich legacy of historic buildings, including many that are included on the statutory list of building of special architectural or historic interest. Together with groups of unlisted buildings these properties contribute to the cohesive and distinctive townscape that characterises Sleaford's historic core.'
- 2.21 'The study area... contains few buildings of architectural or historic interest. There are only two listed buildings within the study area: The Nag's Head public house, (64 Southgate) and no's. 10-12 Boston Road.'
- 2.22 'The most prominent and visually distinctive building within the study area is the former cinema dating from 1920. Other buildings that contribute to townscape quality include the buildings on the west side of Southgate, including the banded brick and stone early 20th century former Co-operative building, buildings on the south side Boston Road and the terrace on Nag's Head Passage. These buildings should be retained in any plans to regenerate the area. In the case of the cinema, this might involve retention of just the frontage part.'

- 2.23 'A number of listed buildings and other buildings that contribute to historic townscape are located immediately adjacent to the study area. These include Kirk's House and buildings on Boston Road to the north, The Pines and its garden to the east, the railway station and signal box to the south, and the former seed warehouses to the west. These buildings should be respected and integrated into any re-development proposals.'
- 2.24 The traditional form of development in the historic core of the town stems from the arrangement of narrow mediaeval 'burgage' plots, with properties built hard up against the back of the pavements. Access to land at the rear is provided by regular network of narrow alleys, providing lateral permeability in otherwise solid frontages. There is an opportunity to emulate this pattern of development in the future redevelopment of the study area. In this way there is an opportunity to reinforce the existing townscape character of the town in the southern end of Southgate, whilst creating strong linkages to sites behind the main street frontage.
- 2.25 'Given the above points there is an ideal opportunity to reshape the study area, and to build upon the qualities of the historic centre of the town as a whole. The absence of statutorily protected buildings in the study area means that there are relatively few built heritage constraints within the area, and therefore substantial scope for new development. Great care will however need to be exercised to ensure that this development does not detract the setting of adjacent of nearby historic buildings and the distinctive historic townscape of Sleaford's conservation area. However, sensitively designed new development that is inspired by the best of Sleaford's historic townscape offers the opportunity to substantially enhance the southern approach to the town, and thereby improve the image of the historic core.'



Fig 3: Listed buildings and other buildings of value. NTS



URBAN DESIGN ANALYSIS

- 2.26 An initial urban design analysis of the study area and its wider context was undertaken by RPS in advance of the first workshop. This approach sought to capture the existing qualities and character of the town and gain an understanding of how the town works. This was summarised in the form of three display panels which were presented and reviewed at the workshop.
- 2.27 The urban design analysis of Sleaford identified that the town could usefully be described as having three distinct, but interrelated areas:
 - The Civic Heart, centered on the Market Place
 - The Retail Spine, along the northern stretch of Southgate
 - The Mixed-Use Gateway, including the Study Area
- 2.28 The workshop participants agreed that this was a useful approach and were supportive of this analysis.
- 2.29 The panels presenting the analysis of the three areas are reproduced in Appendix VI and are summarised in the following section.



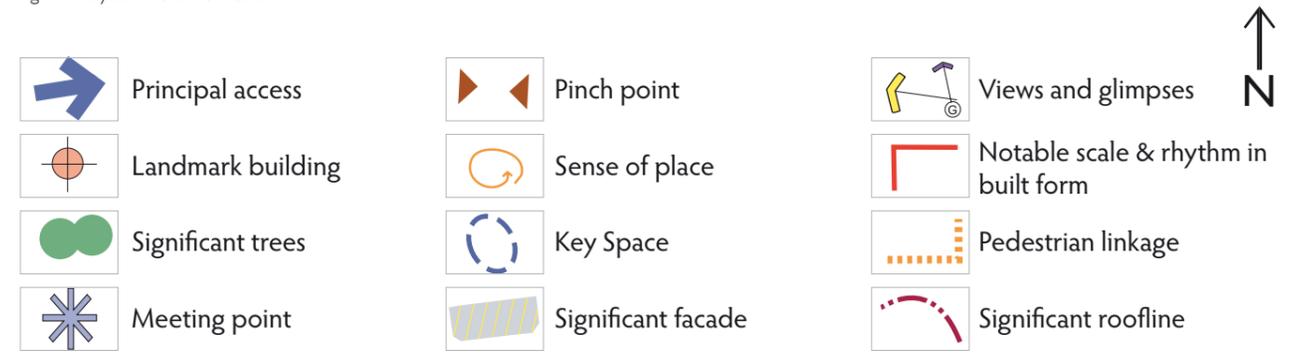
Spaces around the Market Square.

THE CIVIC HEART

- 2.30 The Civic Heart is at the centre of the town both physically and functionally. This is where the key activities of civic life take place. The buildings are generally of a very good quality with a concentration of listed buildings around the market place and along Northgate, Southgate and Eastgate. The most notable of these buildings is the mediaeval parish church of St Denys, situated in the Market Place and listed Grade I.
- 2.31 In the Civic Heart there is a coherent historic townscape that gives Sleaford its distinctive well-defined streetscape. Narrow streets and tall buildings create a strong sense of enclosure and a more intimate scale and streetscene. In places dramatic views of the church can be glimpsed between buildings. The building facades express a common scale and rhythm along the street while corners are accentuated by both taller buildings and architectural detailing. Distinctive roof lines and prominent chimneys hint at successive architectural eras and reflect the topography.
- 2.32 This area is covered by the Sleaford Conservation Area. The predominant character of the historic core of Sleaford to the north of the study area is defined by its tightly packed urban grain, with buildings occupying relatively narrow plots and situated hard up against the back of the pavement. This form of development is typical of many historic market towns, and results from the mediaeval system of 'burgage tenure'. Whilst the majority of the town's historic buildings are of post-mediaeval origin, this enduring urban form gives a hard urban edge to the established development.
- 2.33 The harmonious combination of buildings and public spaces creates a strong sense of place in this part of Sleaford.



Fig 4: Analysis: The Civic Heart. NTS



THE RETAIL SPINE

- 2.34 The retail spine runs north-south along Southgate and contains a range of retail and commercial units. These are generally of a small size, determined by the historic form of the narrow burgage plots. This common form of the 'High Street' of a market town also provides a strong continuous building line punctuated by arched access routes to the rear of the narrow plots. In many cases these routes continue to form links to facilities at the rear of the street including car parking and further retail offers.
- 2.35 The hard edge of the street created by the buildings being built up to the pavement edge is reinforced by a lack of street trees or other green space in this area. This enclosure and definition also adds to the sense of vitality - with pedestrians confined to narrow pavements and two-way traffic generally moving slowly through the street, which suffers from congestion. Further animation is provided through the colourful shop facades in the street scene.

- 2.36 The topography in the is area, centered on the river and canal, is flatter. As a result the rooflines and chimneys are less prominent from the street level.
- 2.37 The narrow alleyways leading off perpendicular to Southgate afford intriguing glimpsed views through to courtyards and provide links to areas beyond Southgate. Contained views within the river corridor reveal partially hidden views of the Hub and further visual links to those areas beyond Southgate.
- 2.38 The Handley Monument commands the view along Southgate and provides a tangible link to local history. This is a key space within the town but much of it is given over to a busy road junction which results in vehicles dominating this small square. Distinctive metal railings have been used to create further links to local history and provide protection for pedestrians from the traffic. Behind the railings are small areas of planting with associated street trees however a combination of closed public toilets and blank facades make this an uninviting area.



Spaces along the retail spine of South Gate.

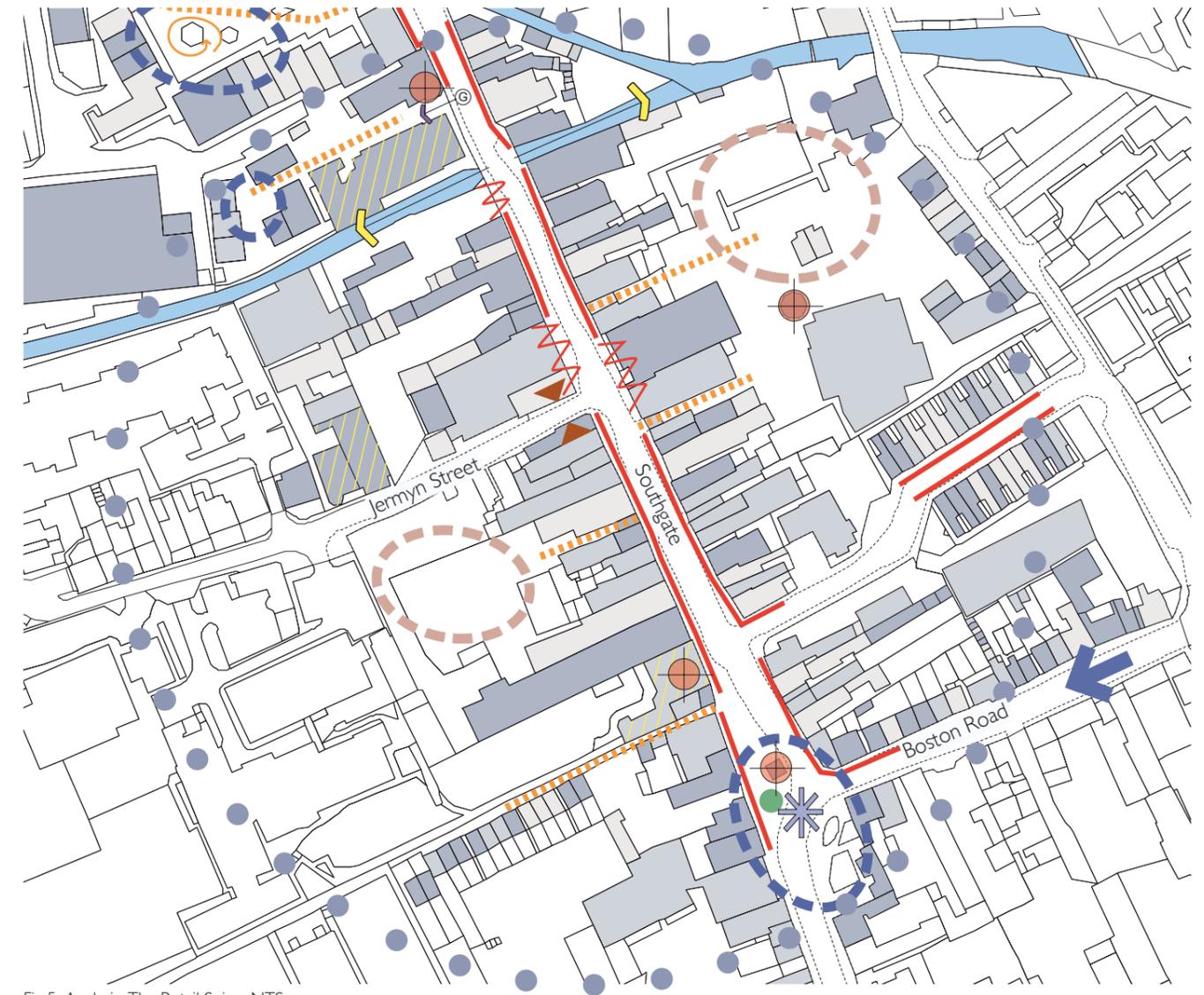


Fig 5: Analysis: The Retail Spine. NTS

	Principal access		Pinch point		Significant facade	↑ N
	Landmark building		Sense of place		Pedestrian linkage	
	Significant trees		Key Space		Significant roofline	
	Meeting point					

THE MIXED-USE GATEWAY

- 2.39 This area contains a wide variety of uses including the railway station and related transport facilities including bus stops and taxi ranks; a post office with an extensive yard, retail and commercial offers including an extensive timber yard, nightclubs and fast food provision. These sit alongside quiet terraced residential streets and converted warehouse buildings. This variety of use is reflected in the built form which has evolved in an ad hoc, opportunistic manner with larger scale industrial and storage uses related to the railway line.
- 2.40 Moving south from the Handley Monument the southern end of Southgate is in marked contrast to the northern part of the street. The streetscape falls apart, with a lack of consistency in the scale, form and rhythm of the buildings combined with a widening of the street resulting in a lack of intimacy. Southgate peters out at the level-crossing in a morass of vehicular signage and lights, traffic islands, road markings and barriers. This feeling of dissipation is reinforced by a lack of a consistent building line with properties set back from the road and boundaries include a mixture of walls, fences and undefined space used for ad hoc parking.

- 2.41 The former cinema building provides scale and interest along Southgate. The cinema has a striking facade and is prominently located in this gateway to the town but it has been neglected.
- 2.42 Other buildings of a significant scale in this area are the former seed warehouses to the west of the railway station. These are handsome buildings that have benefitted from refurbishment and re-use as retail and residential units. However they suffer from being surrounded by non-descript landscaping and extensive car-parking which leads to a lack of definition of the space and the impression that the buildings are somewhat stranded.
- 2.43 The existing transport hub is currently inactive and lacking a focus, with a poor public realm and undistinguished surroundings not doing justice to the handsome listed Station buildings. This makes this area an uninspiring and unworthy introduction to the town. The route towards the centre of the town is also not intuitively obvious



Buildings & spaces within the mixed use study area.

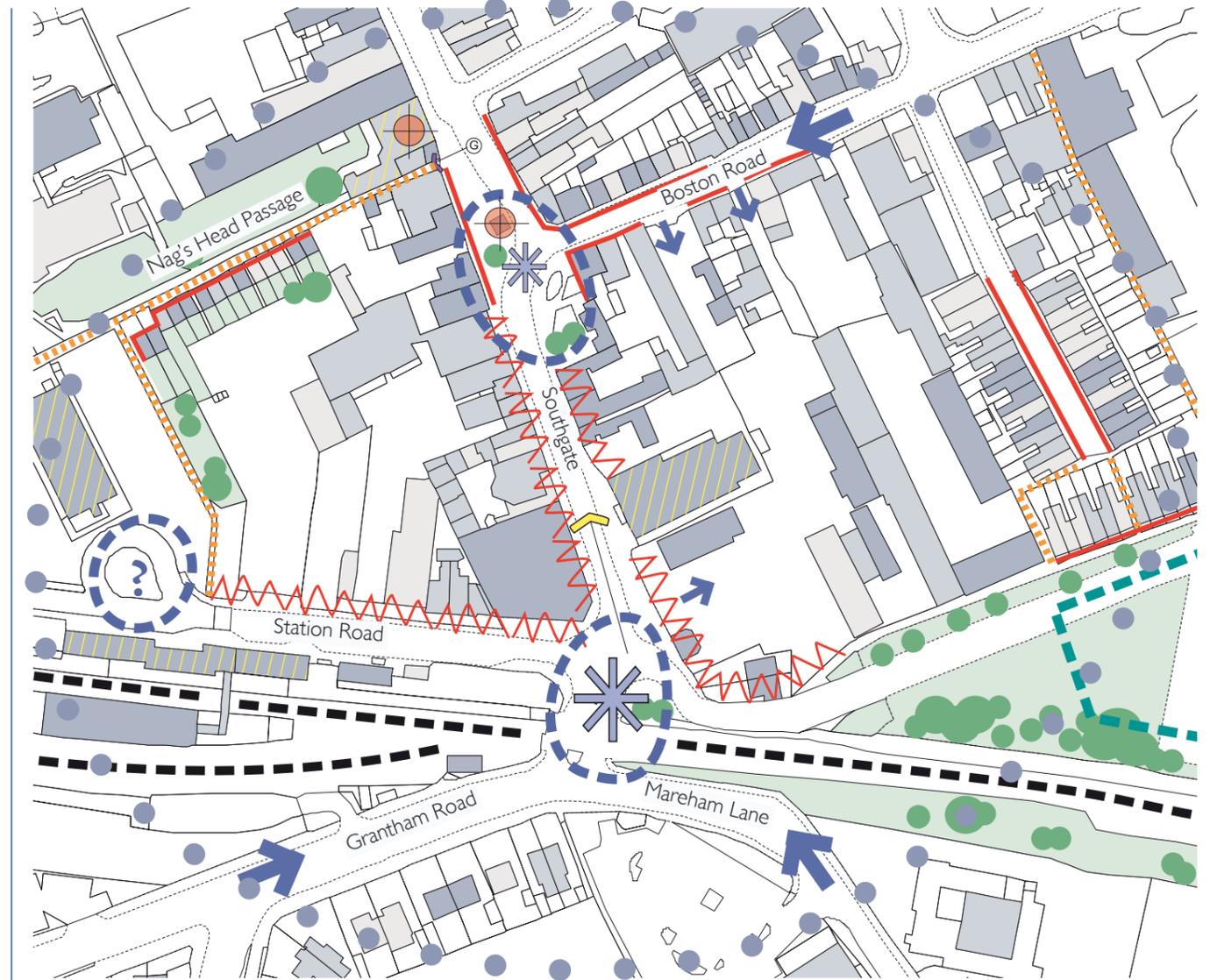


Fig 6: Analysis: The Mixed Use Gateway. NTS

	Principal access		Pinch point		Views and glimpses	↑ N
	Landmark building		Sense of place		Notable scale & rhythm in built form (alive / broken)	
	Significant trees		Key Space		Pedestrian linkage	
	Meeting point		Significant facade		Significant roofline	

CONCLUDING ANALYSIS

- 2.44 Having analysed the historic and contemporary urban context of the study area, and being mindful of relevant guidance on development in historic contexts, this section concludes with a set of points to be considered within the emerging options.
- 2.45 English Heritage and CABE published joint guidance on new development in historic areas in 2001. *Building in Context* aims to 'stimulate a high standard of design when development takes place in historically sensitive areas'. It calls for 'buildings that are recognisably of our age, while understanding and reflecting history and context'. This involves drawing 'intelligent inspiration' from what surrounds them such that new development is informed by the past and not formulaic.
- 2.46 A successful project is seen as:
- relating well to the geography and history of the place and the lie of the land;
 - sitting happily in the pattern of existing development and routes through and around it;
 - respecting important views;
 - respecting the scale of neighbouring buildings;
 - using materials and methods which are as high in quality as those used in existing buildings;
 - creating new views and juxtapositions which add to the variety and texture of the setting;
- 2.47 The guidance also notes that:
- 'With skill and care, it is possible to accommodate large modern uses within the grain of historic settings' and that 'High density... does not necessarily mean building high or disrupting the urban grain and it can be commercially highly successful.'*
- 2.48 This guidance is relevant in the case of new development in Sleaford and should underpin major proposals for future regeneration within the town.
- 2.49 Sleaford has an architectural and townscape legacy characteristic of an organic model of development that is typical of market towns. This results in a harmonious sense of place in which buildings of different eras co-exist happily because building methods, materials and scales remained consistent over the centuries.
- 2.50 Sleaford's historic core has a high quality, cohesive and distinctive townscape. This can provide both a rich and inspiring context for new development and can also be enhanced and supported by sensitively designed development. However great care will need to be exercised to ensure that this development does not detract from the setting of nearby historic buildings and the distinctive historic townscape of Sleaford's conservation area.
- 2.51 The study area contains few buildings of architectural or historic interest. The topography is flat with the only significant existing view being northward along Southgate towards the Handley Monument. There is, therefore, an ideal opportunity to reshape the study area, and to build upon the qualities of the historic centre of the town to create a more coherent and well-functioning whole.
- 2.52 The former cinema is the most prominent and visually distinctive building within the study area. The frontage alone could be retained. In addition other buildings that contribute to townscape quality within the study area include buildings on the west side of Southgate and on the south side Boston Road and the terrace on Nag's Head Passage. These buildings should be retained in any plans to regenerate the area.
- 2.53 The traditional burgage plot form of development could be emulated in the future redevelopment of the study area to reinforce the existing townscape character whilst creating strong linkages to sites behind the main street frontages.
- 2.54 Sensitively designed new development that is inspired by the best of Sleaford's historic townscape offers the opportunity to substantially enhance the southern approach to the town, and thereby improve the image of the historic core.
- 2.55 The current requirements of a modern twenty-first century market town economy present a challenge to the future growth of Sleaford. Future development proposals will be partly driven by the need to provide adequate floorspace to meet the commercial expectations of local and national retailers. These larger footprints are currently unavailable elsewhere within the retail spine and will therefore be key to ensuring Sleaford is able to attract and retain high quality retailers in the future.
- 2.56 It will be important for future proposals to provide adequate retail frontage in prime locations, well related to the key desire lines and principal movement network. Furthermore, this floorspace must be provided in a sustainable format with flexibility of use and future proof design foremost in the siting and design of new buildings, for example, using central cores and shallow floorplates to enable future division of larger units into smaller spaces with the potential for new uses.
- 2.57 There is an opportunity to create a substantial new urban quarter within the study area with the potential to nurture and support the local economy while delivering real improvements to the quality of the town centre environment and its public realm. To be sustainable, this must be done in a way that counters a potentially large shift in the centre of gravity from the existing retail offer in the north of the town towards the new development within and around the study area in the south.
- 2.58 The aim of maintaining a balanced and cohesive town centre can be underpinned by ensuring new development includes building types and sizes capable of supporting a range of future uses, and that mixed use development is well connected to its surroundings by a range of quality public spaces.

PRELIMINARY OBSERVATIONS

- 2.59 There are a number of aspects of the existing character of Sleaford that should be taken forward to inform the design stage:
- The combination of a fine urban grain and tight, enclosed spaces with buildings hard up to the edge of the pavement creates a successful intimate scale to the streets of Sleaford.
 - The continuous building lines, with their pleasing rhythm and varied frontages, reinforce this human scale and create interest.
 - The sense of enclosure in the tightly knit streets combines well with glimpsed views to local landmarks including St Denys Church, the Handley Monument and the Hub along with more contained views of alleyways and yards, the river and canal that combine to create a strong sense of place.
 - Southgate forms a strong north-south axis through the town that is highly legible. Way finding is further aided by prominent corners being identified by their size and detailing.
 - The historical pattern established by the burgage plots, with their related pedestrian access, provides a strong precedent for future development suggesting the possibilities for a highly permeable public realm.
 - The study area has a small number of key buildings that can be used to structure new development. The most prominent of these is the facade of the former cinema.
 - The existing public spaces in the study area have significant potential for improvement. Monument Square is a key transition area between the historic core of the town and the study area. The area around the level crossing and the railway station offer the possibility of a more inspiring arrival to the south of the town.

3. WORKSHOP I

STAKEHOLDER WORKSHOP I

- 3.1 This event was held on 26 January 2009 at The Hub, Sleaford. The format agreed with NKDC was to keep the event structured but informal, the aim being to brief the invited stakeholders and community representatives on the purpose of the study and the process being used, and mostly to hear the views of those present, and collectively to agree what are the main study issues and how best to join-up progress in the study area with the nearby major developments. Careful thought was given by RPS in conjunction with NKDC as to which stakeholders should be approached and invited to attend. A list of those invited and those who attended is at Appendix II. A detailed briefing note about the study aims and process was prepared by RPS and issued by NKDC with the invitations. This briefing note is also in Appendix VII. It includes the workshop one agenda.
- 3.2 By way of introducing the study area the following initial assumptions, tabled by NKDC, were put forward in the briefing note:
- Vehicular access must be maintained to the railway station and the housing beyond Station Road;
 - The transport hub adjacent to the railway station will remain as is, but consideration should be given to improvements or enhancements;
 - The level crossing will be closed to all vehicular traffic immediately following the opening of the new link road and bridge, but a new pedestrian bridge will be required at or near the station, and the location and design are considerations for the study;
 - Pedestrian linkages to and from the new Tesco site, The Maltings, and the railway station will be a vital component of the design brief in relation to access to and from both Southgate and Boston Road;

- The relationships of urban design solutions to the existing built form will be crucial;
 - The design guidance will need to reflect the established traditional town centre architecture;
 - Ideas should be provided to enhance Monument Gardens;
 - There will be no vehicular traffic allowed from either the main Turnbull builders' merchant site or the new Tesco site on to Southgate. Both these sites will have vehicular access from the new link road to the east;
 - A suitable future mix of commercial and residential users is envisaged for the study area;
 - Leisure uses should be anticipated in particular replacements for the existing night club and former cinema;
 - The study should also consider the most appropriate form of land assembly, and how the findings and recommendations should be taken forward and implemented;
 - Public consultation is seen as essential, and the requirements of the NKDC adopted Statement of Community Involvement must be met and demonstrated.
- 3.3 The workshop included a walking tour for the workshop delegates so they could see first hand the issues and opportunities. The delegates were split into two groups. One group considered spaces, places and buildings, and future needs and functions. The other group considered connections to and from the nearby major developments, and the prospects within the study area for land assembly and the implementation of regeneration and renewal.

- 3.4 The tours took place after the fact-finding morning session, and before the concluding session when the key aims and working assumptions that should guide the study process were considered and agreed. These assumptions are listed in the Briefing Note, which was updated and re-issued prior to workshop two.

OUTCOMES OF WORKSHOP I

- 3.5 The following design related assumptions and aims for the future of the study area were drawn at the conclusion of workshop I:
- a) Proposed new Tesco, Link Road, and Maltings projects will all happen in due course, in line with the current submitted proposals;
 - b) There is greater residential potential in the town centre for more dwellings. These would contribute to the District's housing requirements;
 - c) That further and appropriately configured comparison retail space should be created to encourage quality and choice;
 - d) The level crossing will close when the new link road is open, and a conveniently located new cross railway footbridge will be built;
 - e) Study area parking provision will be for the direct use of the study area, not the wider town centre, and the amount provided will be an incentive for modal shift from the car;
 - f) Developments in the study area should relate very well to the existing townscape and particular buildings and spaces of merit, but 'pastiche' architecture will be discouraged;
 - g) The 'centre of gravity' of the town centre will move south as improvements happen in the study area;
 - h) The study area presents an opportunity for significant new commercial development and community facilities, including leisure, retail, a modest amount of office space, and possibly a new hotel;
 - i) The study area must provide an imposing 'gateway' to the town centre;
 - j) Study area improvements should not be an 'own goal' that harms the vitality of adjacent and nearby town centre area, notably the Market Place and High Street – this implies regeneration actions for those localities too; and,
 - k) Pedestrian links will be improved and encouraged, especially east-west across the study area, strongly linking new Tesco to the rail/bus/taxis hub, and reflecting the ancient alleys between Southgate and the back lands.



The first stakeholder workshop took place at the Hub in Sleaford

Fig 7: Design related assumptions

- 3.6 Reaching agreement on the above listed matters was a good achievement for the workshop delegates. To ensure that this was the agreed outcome the full list was written out by the consultants and checked with the delegates. The workshop concluded with the consultants outlining the next steps for the study.
- 3.7 The listed aims and assumptions would be matched by the urban designers to the now known facts and views about the study area, the major development proposals, and the wider town centre context. Options would be identified as to how the study area might evolve and effectively meet the social and economic requirements of the town.
- 3.8 There would likely be three draft options prepared for further consideration by the stakeholders at a second workshop: a baseline 'minimal change' option for comparative purposes; and two alternatives that reflected moderate and a more profound changes that might deliver the agreed aims. The consultants had explained that contacts had been made with the key land owners and businesses in the study area, and the information gained would bear on the options.
- 3.9 There was some agreed follow up work for the consultants in respect of the Civic Trust, which was meeting later that day, and had the study on their agenda. A member of the consultant team was invited to attend that meeting. In due course a Civic Trust statement was issued to the consultants, giving their views and priorities. This statement amplified the Civic Trust comments made at the workshop.
- 3.10 The workshop provided a forum to discuss the desirable ways to create synergies between the study area and the nearby major developments. As briefing for the workshop delegates the NKDC publicity from the 15 January 2009 consultations event was displayed. The consultants summarised and explained the proposals, and invited the delegates to consider the issues and opportunities whilst on the study area walking tour. After the tour there was a discussion to gather the delegate views, which were:
- The site layout drawings in the Tesco planning application show a link for pedestrian use in the west corner of the car park adjoining the study area. Whilst this was understandable given the location of the new Tesco store and the access to the new link road, more was required than a gap in a fence. The information on the layout drawings suggested that the pedestrian link was a minimal approach. What was required was a safe and attractive pedestrian link, to guide those parking in the Tesco car park towards the study area and the wider town centre, and to make them want to walk there and use the retail outlets, public spaces and other facilities. It was recognised that part of the answer was to appropriately design and build the study area side of the link to the Tesco car park.
 - The new link road and bridge will create a substitute road route, with the level crossing redundant, and the problem of traffic congestion in Southgate and at the junction with Boston Road removed. This synergy will create an opportunity to use Southgate south of the Handley monument in a radically different way, making it more pedestrian friendly and potentially improving extending the public space at Monument Gardens. An effective alternative road access to the study area will need to be created: possibly using Southgate; possibly not if an alternative route from Boston Road can be identified. It was left that the consultants would look in-depth at this issue.
 - The closure of the level crossing will require a substitute pedestrian link. Whilst pedestrian and cyclist from the Malting development may well use the new link road and the Tesco car park to get to and from the study area, this would be a lengthy route for most residents south of the railway line. A likely solution is a new footbridge. On the study area tour there had been a discussion about this: where to locate it, given it would be a large structure; whether there was scope to extend the existing footbridge linking the station platforms. The potential for the new footbridge to be a 'gateway' feature was seen as significant by some of the delegates.
 - A final synergy issue that was cautiously aired at the workshop, during the walking tour, was the potential relationship between the new Tesco store and the Turnbull's yard. It is notable that the Tesco layout is very much a self contained approach, aside from the inclusion of the pedestrian link to the study area. Very likely this has come about for commercial reasons to do with land assembly, and because the new link road opened a front door. This issue is a fundamental one, not to be resolved by this study. But it is seen as a wise move by the consultants to bear in mind a well intentioned longer term aim of not land-locking opportunities in the study area should a meaningful road access synergy with the Tesco site be considered at some future stage.

4. DEVELOPMENT PROPOSALS

DEVELOPMENT OF OPTIONS

- 4.1 Following the background research, both the historic and urban design analyses and the feedback from the first stakeholder workshop, three development options were drawn up. These carefully considered the assumptions that were arrived at and put forward three different visions of how Sleaford could develop for further testing.
- 4.2 The first of these was developed for comparative purposes and represents the de minimis option. The strategy here is to allow the area to continue to function as present, with the potential to implement limited incremental change within the public realm following the closure of the level crossing.
- 4.3 A number of more structured aims for the long term development envisaged by options two and three were formulated.
- 4.4 Should development progress in a more ad hoc basis, as in option one, these aims and objectives may also be of use in guiding development on an 'as and when' basis in specific areas such as the Station Approach.

4.5 The broad aims for the development options are as follows:

Create a mixed-use development including retail, leisure and residential uses, capable of becoming a distinctive urban quarter at the gateway to Sleaford.

New development will need to be sustainable and add to the success of the existing town centre to the north - this can be best achieved by aiming to secure a balance of uses that will meet local need both now and in the future.

Relate well to and enhance the commercial viability and townscape of the wider area.

New development will need to be planned to reflect local economic need and be responsive to future changes. Development should be sensitively designed in response to the local distinctiveness.

Reinforce existing pedestrian connections, increase permeability and enhance links with the potential food retail store on the former seed factory site to the east.

This is a key aim for new development which must be designed to help integrate the planned redevelopment of nearby sites in order to ensure a well connected and inclusive town centre environment.

Enhance the experience of arriving at and entering Sleaford from the railway station.

New development should be planned with both residents and visitors in mind and be designed to help reinforce a sense of arrival around the Station buildings which currently feel isolated and divorced from the main town centre. It will be important to consider how new uses can be arranged to 'activate' the Station Road frontage and bring a sense of vibrancy and prestige to what is the 'front door' to Sleaford. Aim to create a pleasant and accessible public realm where people can easily move around and find their way to the town centre beyond.

Provide a new pedestrian connection to replace the level crossing at the entrance to Southgate.

This aim flows directly from the project brief and reflects the need to maintain safe and convenient pedestrian and cycle connection to the town centre from Grantham Road and Mareham Lane. This link will need to bridge the railway and form a significant visual statement to mark the terminus of Southgate.

Integrate buildings of historic and townscape value into a development framework, and in particular, consider how the façade of the existing cinema building can be retained and enhanced as part of a future regeneration scheme.

There are only a limited number of quality buildings of historic value within the 'core' of the study area. This aim recognises that new development should have due regard to the potential reuse of existing heritage assets, without being unnecessarily constrained by the conservation area designation.

Enhance the setting of the Handley Monument.

This space represents the transition between the established retail spine and the mixed use study area. New development should be planned and designed to enhance the physical setting of the Handley Monument by reducing the impact of vehicles in this space and capitalising on the existing built heritage to formalise a new public square at the interface between old and new.

Fig 8: Broad aims for development options

DEVELOPMENT OPTION I:

'DE MINIMUS' COMPARATOR

- 4.6 This approach is presented for comparative purposes and represents the de minimis option in which the strategy is to allow the area to continue to function as present, with the potential to implement limited incremental change within the public realm.
- 4.7 The option assumes the current proposals for the closure of the level crossing go ahead, resulting in the construction of a new pedestrian / cycle bridge across the railway line.
- 4.8 In tandem with the new bridge, there would be scope to introduce limited public realm enhancements either side of Southgate, albeit these would be partially constrained by the continued access required to serve the Station and development to the east.
- 4.9 The reduced levels of 'through traffic', would improve the setting of the street for pedestrians and may offer scope to increase the width of the narrow footpaths either side of Southgate.
- 4.10 The area around the Station would continue to function as a transport interchange where additional tree planting and enhanced landscaping could help contribute a limited degree of enclosure and improve the setting on arrival into Sleaford.
- 4.11 There is potential to focus future resources into improving the setting of the Handley monument by opening up the Monument gardens and possibly reopening the existing public conveniences.

KEY

	Mixed Use (Retail & Leisure)		Existing building
	Mixed Use (Retail & Office)		Proposed building
	Mixed Use (Retail & Residential)		Private space
	Residential		Shared public space
	Pedestrian rail crossing		Landmark



Fig 9: Development option I. NTS



DEVELOPMENT OPTION II:

BOLD AND RADICAL CHANGES

- 4.12 This option seeks a comprehensive renewal of the study area, with a modern commercial development offer that will make a big difference to the town's image and function. Whilst the historic grain and pattern to the north is recognised and respected, replicating this is not the objective. The new town gateway will conspicuously project the future more than the past. Maximum advantage can be taken of the small number of buildings of conservation value in the study area.
- 4.13 A new functional development access route through Tumbulls east will connect Boston Road to the station area, opening up new frontages, sustaining the essential public transport services, and permitting servicing and parking access to the new development blocks. This will allow Southgate south to become pedestrian-friendly shared space.

- 4.14 New development by way of relatively large plots and buildings and an active frontage opposite the station will make a bold arrival statement. Landmark new buildings and fairly wide landscaped pedestrian routes will make a deliberate connection to Handley Monument and a new civic space, and the older and very different town centre character beyond.
- 4.15 The historic alignment of Southgate will be retained with a pedestrian friendly shared space, but this will be secondary to the new east-west linkages, and the above mentioned connection of the new and old.
- 4.16 This approach creates large plots to meet modern investor and operator needs, with heights and massing consistent with the Sleaford legacy of large seed mill buildings and the Maltings. Arguably this is conducive to raising the retail offer, and there would be an opportunity for some fairly large leisure buildings as well. The adjacent existing residential development can be respected by new residential being of a comparable scale to the east edge of Tumbulls east and the Nags Head passage.

KEY

	Mixed Use (Retail & Leisure)		Existing building
	Mixed Use (Retail & Office)		Proposed building
	Mixed Use (Retail & Residential)		Private space
	Residential		Shared public space
	Pedestrian rail crossing		Landmark
			Green space



Fig 10: Development option II. NTS



DEVELOPMENT OPTION III:

MEASURED AND INCREMENTAL CHANGES

- 4.17 New development and active frontage proposed opposite station to help enclose space and bring life and vibrancy on arrival into Sleaford. Potential exists for a landmark hotel or residential building on a corner plot, reflecting scale of the adjacent warehousing.
- 4.18 Historic alignment of Southgate retained and celebrated as part of new proposals, with former cinema building façade integrated into a new retail & leisure development.
- 4.19 Creation of distinctive streets that respect the axial character of the High Street while facilitating north-south pedestrian movement in the direction of the proposals for the former Adventa seeds site.
- 4.20 Enhancement of an enlarged public space to the south of the Handley Monument, with new landscaping and seating beneath specimen tree planting coupled with the demolition of the existing post office building and the insertion of landmark building façade acting as a 'front door' into Turnbull West.
- 4.21 Turnbull west area would be re-developed as a series of pedestrian scaled alleyways and squares, reflecting and sensitively reinterpreting the historic grain of the town centre. Proposed uses envisaged to be predominately secondary (local) retailers and niche stores (A1), financial and professional services (A2) and offices (similar to recent precedent development to rear of Southgate Church).
- 4.22 Turnballs east area to be developed for a mixture of retail, residential and leisure uses focused around a modern public green square which in turn acts as a counterpoint to the traditional market square within the Civic Hub to the north. Space to function as a platform / overspill for social and community activities associated with the redevelopment of the former cinema building.

- 4.23 Public realm structured around the creation of narrow alleyways and covered walks as a way of creating a distinctive urban quarter based upon an evolution of the character of the existing settlement. Uses would include primary retail frontages with some scope for larger footprints within the pavilion buildings to the south.
- 4.24 Residential development to the east located to respect the scale and massing of existing Victorian dwellings and capitalise on central location of site to maximise potential for sustainable urban living in close proximity to services and public transport.
- 4.25 New pedestrian bridge introduced to cross railway line to south. Level changes integrated into new development and a remodelled public realm with stamps and ramps at the southern end of Southgate.
- 4.26 Buildings cluster around the bridge and frame the gateway into the town centre from Grantham Road / Mareham Lane.
- 4.27 New retail frontage to be located immediately to the west of the proposed Tesco carpark in order to create a visual link between these land uses and help create a physical connection between the redevelopment of the former Avanta site and the regeneration of the town centre.

KEY

	Mixed Use (Retail & Leisure)		Existing building
	Mixed Use (Retail & Office)		Proposed building
	Mixed Use (Retail & Residential)		Private space
	Residential		Shared public space
			Landmark
			Green space



Fig 11: Development option III. NTS



5. WORKSHOP II

STAKEHOLDER WORKSHOP II

- 5.1 This event was held on 3 April 2009 at the same venue as the previous event. A similar format was agreed, including a walking tour. The briefing note provided for delegates ahead of workshop one was updated, and re-issued to those invited to the further event. A list of those invited and attending is provided at Appendix II. The updated briefing note is also in Appendix VIII along with a note of the meeting.
- 5.2 The main purpose of the second workshop was to consider and review the draft urban design proposals prepared by the consultants following workshop one. The proposals were provided at two levels of detail:
- For the full study area and the wider connections to and from the adjacent and nearby town centre; the area south of the railway; and the proposed new Tesco car park and store, and beyond with the new link road and bridge to better access the Maltings; and
 - Within the study area to focus on several localities where getting the right urban design solutions would be crucial for regeneration and future town centre vitality.
- 5.3 The consultants presented the options that had been identified, and explained the design rationale behind them, and what it was felt they would achieve. There was then a structured critique of the options, prior to the walking tour. The delegates were asked to concentrate on the big picture, what overall changes the options would deliver.
- 5.4 One of the options was a 'de minimus' change for comparative purposes. The second and third options would both provide really significant and structural changes. One was about a gradual and measured change much influenced by the evolution of the town centre to date. The other was about more radical change, responding strongly to an economic development objective of raising the Sleaford retail and leisure offer and meeting the property development requirements implied by this bold step.
- 5.5 The three working draft options that were reviewed at the workshop have been described in section 4. Prior to the workshop Options II & III had been subject to an initial 'sense check'. This had been undertaken to determine a working figure for the study area capacity, likely yield in terms of plot sizes, potential development formats and likely numbers of dwellings such that the options could be compared at the workshop.
- 5.6 Overall the workshop was conclusive. There was some high quality discussion about the options; and the issues and opportunities behind the draft urban design proposals. The walking tour, and discussions whilst on site, was helpful in confirming which sub-areas should be the focus of design and implementation, and what approaches therein should be taken.
- 5.7 After the tour the delegates were asked to further reflect on the broad aims and merits of the options, and to reach a conclusion. This was achieved, with agreement that the consultants should merge the best features of options two and three.
- 5.8 The consultant team was pleased with this outcome, as the emerging preferred option would provide a basis for really significant changes in the study area, whilst not breaking the mould in terms of the urban fabric and character of the town.
- 5.9 The decision making about the important sub-areas identified the following locations:
- An extended, improved and more valued **Monument Gardens**, including the Handley monument. This will take full advantage of the much reduced traffic in Southgate below Boston Road after the level crossing closes, and with a new study area road access created through the Tumbulls site. This important public space will be where the improved and vibrant study area joins the wider town centre area.
 - A radically changed **Southgate South**. This will be shared space with some traffic for local access and servicing purposes, but an emphasis on the pedestrian and cyclist. High quality public realm treatments will be introduced. The old cinema building frontage will likely be retained, and the better existing buildings will likely be re-furbished, and made compatible with new commercial development formats to raise the retail and leisure offer.
 - The **Southgate Gateway**, where the level crossing has closed, and Station Road, Southgate and an improved link to the new Tesco and beyond will all meet. This will be the arrival point and statement for the study area and Sleaford town centre overall. There will need to be successful, imposing and attractive mixed use buildings here, with suitable architecture, landscaping and layouts. This is very likely where the new footbridge will be, as well as being functional it will make a statement.
 - The **Station Approach** area, where an improved and better integrated public transport hub will operate. There will be strong visual and pedestrian links towards the town centre and the improved Southgate South. The changes should foster some compatible further regeneration in the station yard area. Effective traffic circulation will be needed, as this area will have plenty of bus, rail, car, pedestrian and cyclist activity, and will be the hub and turning point for traffic using the new access road into the study area. Possibly the existing station footbridge will be extended to link with the existing private car park south of the tracks, providing a better park and ride facility.
- The **Tesco Link** needs to be overt, and must seriously encourage pedestrian movements. As well as being safe and functional the linkage area must be commercially successful, so that people using the Tesco store or the car park wish to walk to the town centre, and are pulled in that direction. This indicates a positive approach to this public space, and the adjoining new commercial buildings. Some thought should be given to the long term possibility of land assembly such that what is built and used by way of a link might in time facilitate comprehensive joined-up development, rather than simply making the best linkage for now.
 - Creating a **Town Green** near the new study area access road. This will be valued by both residents of new houses in that locality, many of which overlook the proposed Green, and as a linked spill-out space for the proposed refurbished and extended cinema building / complex.

 PREFERRED OPTION

6. PREFERRED OPTION

DEVELOPMENT OF THE PREFERRED OPTION

- 6.1 Following the second stakeholder workshop a preferred option was prepared. This responded to the conclusions of the workshop and added a further level of refinement to the detail of the masterplan.
- 6.2 As part of this process the aims for the development of options two and three were revisited and refined into a set of corresponding development objectives. The specific aims and objectives for the preferred option are set out here at Fig 12.
- 6.3 A refined spatial masterplan is supported and explained by a series of illustrations of the key areas identified through at stakeholder workshop.

<p>1. Create a mixed-use development capable of becoming a distinctive urban quarter at the gateway to Sleaford and centred on a pedestrian dominated shared space running the length of Southgate South.</p> <ul style="list-style-type: none"> ☑ Plan the new development to accommodate a mix of uses that respond to the findings of background reports regarding the conditions for local retail and housing need, as well as wider trends in sustainable urban living. ☑ Use the traditional burgage plot arrangement to inform the development of new pedestrian access routes. ☑ Locate land uses appropriate to the historic context and with due regard to the privacy and amenity of existing properties / businesses. ☑ Seek to maximise the density of new development with due regard to context and the general accessibility of the study area. ☑ Provide a range of building types and spaces in order to ensure a flexible and adaptable footprint capable of accommodating the changing needs of the town. ☑ Focus new retail development along anticipated pedestrian desire lines and either side of Southgate. 	<ul style="list-style-type: none"> ☑ Retain buildings of historic or group value where they make a positive contribution to the townscape and their retention would help facilitate the sensitive integration of new development into the surrounding area. ☑ Retain and restore the front of the former cinema building as part of a new building line for Southgate. Consider the redevelopment of the rear of the building for a mixture of social / retail / cultural uses. Consider how the former cinema building could be integrated with proposals for the surrounding area by consideration of the physical and social (programmatic) connections with adjacent buildings and spaces. 	<p>2. Reinforce existing pedestrian connections and enhance links with the potential food retail store on the former seed factory site to the east and the wider economic activity of the town centre to the north.</p> <ul style="list-style-type: none"> ☑ Rationalise the local movement network to remove pressure for vehicular access on Southgate and instead allow this street to be designed as a pedestrian friendly, shared space. ☑ Create a new shared space to the east of Southgate to provide a connection to serve development to the west of Southgate. ☑ Ensure new proposals retain access for buses and taxis along Station Road and allow good connections between public transport and potential community uses. ☑ Create a series of new, retail fronted pedestrian routes that emphasise the historic east-west connections and reflect the historic qualities of the wider townscape. Provide a hierarchy of pedestrian routes that create a stimulating spatial experience and increase the general permeability of the wider area.
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Fig 12: Aims and objectives for the preferred option

MASTERPLAN

- 6.4 The masterplan combines the key assets of options two and three to provide the framework for significant changes in the study area, whilst building on and supporting the existing urban fabric and character of Sleaford.
- 6.5 Monument Gardens (A), provides an enhanced setting for the Handley Monument with a reduced traffic flow and improved public realm creating a pedestrian friendly environment.
- 6.6 Southgate South (B) is a shared space with local access and servicing only. The former cinema building frontage defines the building line and scale of development enabling new commercial development formats to raise the retail and leisure offer.
- 6.7 The Southgate Gateway (C) enables pedestrian and cycle access over the railway line by way of a subtle set of steps and ramps leading to a landmark bridge.
- 6.8 The Station Approach (D) area has improved pedestrian links northwards to the town centre and east towards the proposed food store. Buildings of a similar scale to the existing seed warehouses define and animate the area, and a new public space provides an improved setting to the historic Station. Relocate the Wyvern Railings and integrate into the design of this space.
- 6.9 The New Street Place [E] makes an active link between the regenerated study area and the proposed Tesco store, drawing people towards the town centre. This link will likely adopt a 'shared space' approach accommodating both pedestrians and vehicles: the balance will depend on future land assembly outcomes and precise re-development intentions.
- 6.10 The Town Green (F) provides a formal public square for use by both residents of the new community and as a linked spill-out / activity space for the proposed refurbished cinema building complex.
- 6.11 The illustrative masterplan shows how a series of linked spaces carefully related to the proposed uses for the area, will help create a distinctive new urban quarter which knits the study area back into the physical and social fabric of the town centre.



Fig 13: The Illustrative Masterplan (Preferred Option) NTS

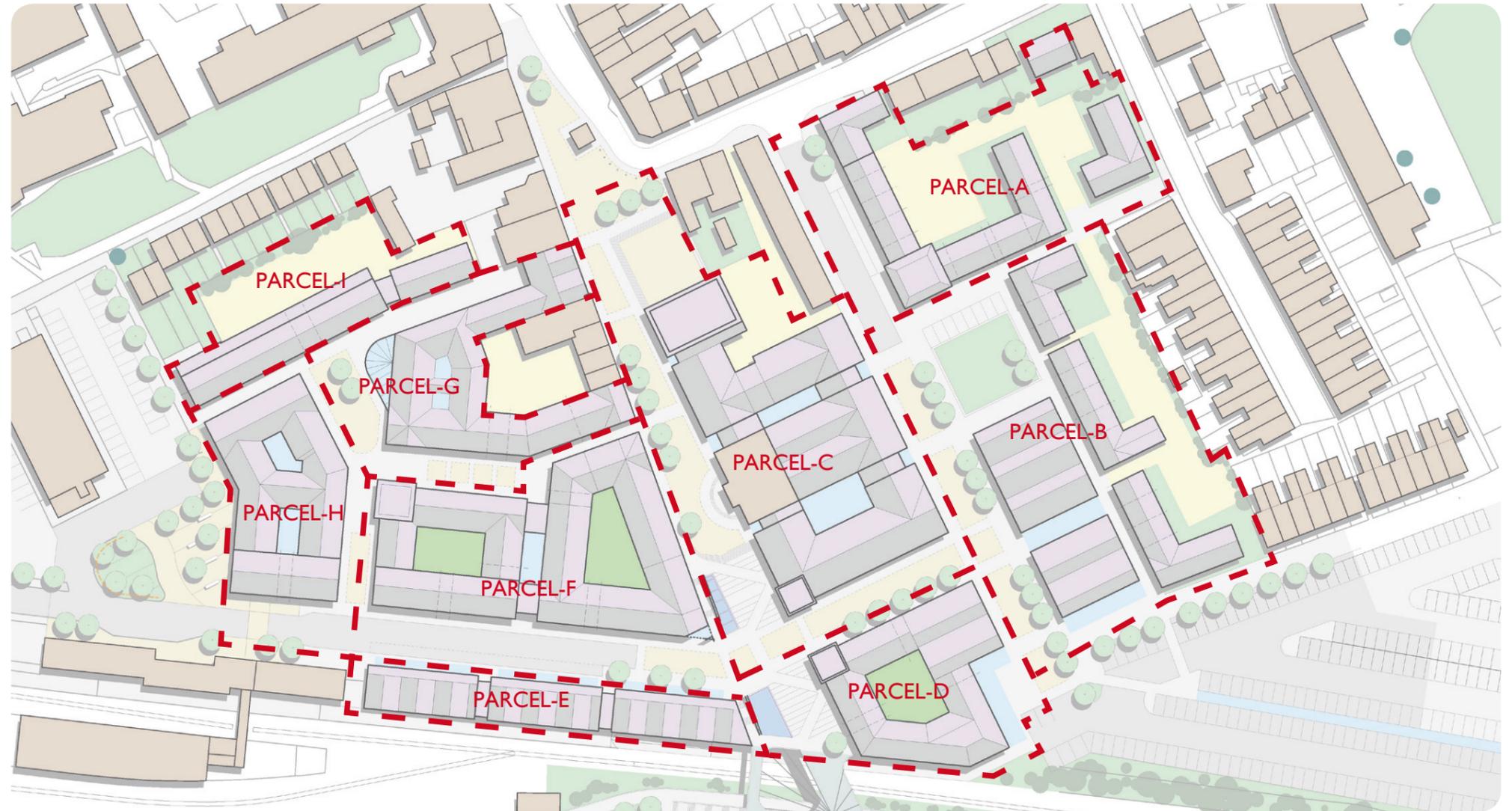
LAND USE

6.12 For the purposes of calculating an indicative land budget, the study area can be parceled up as follows:

Parcel Area	Hectares	Acre
A	0.32	0.79
B	0.53	1.31
C	0.54	1.33
D	0.22	0.54
E	0.12	0.30
F	0.38	0.94
G	0.22	0.54
H	0.20	0.49
I	0.15	0.37
Total	2.68 ha'	6.61 acres

6.13 These land parcels are intended as a reference for future land valuation only. They serve to give an indication of the gross external floorspace values that can be expected for each of the key uses within the site. They are not intended to represent how the site will be developed in the future, although they are drawn around logical boundaries that could become the basis for a future implementation strategy.

6.14 The accompanying diagrams and table show the disposition of individual land uses across the site and an approximate gross external floorspace on a parcel by parcel basis.

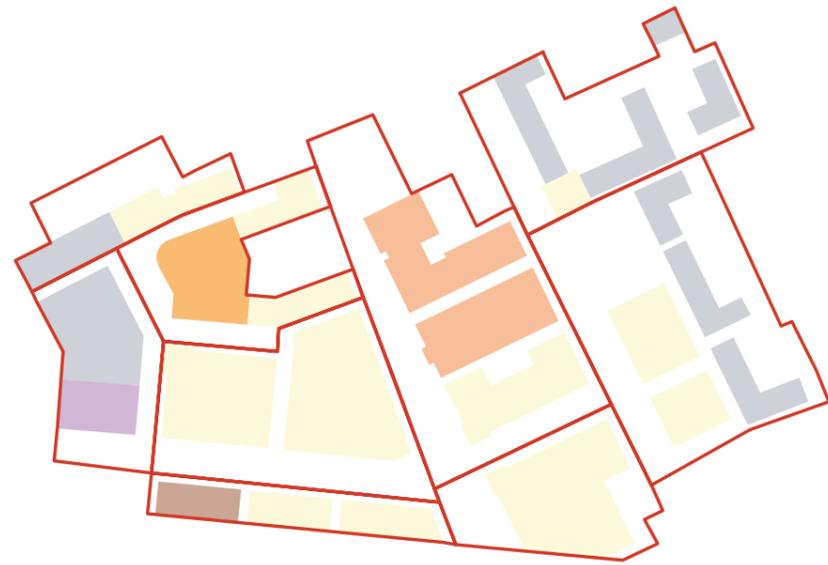


Land Uses	Parcels	A	B	C	D	E	F	G	H	I	Totals	
											M ²	Sq ft
Retail		136	849	700	1265	574	2281	594	0	363	6760	72764
Office		0	0	2099	0	1946	2639	1187	0	0	7871	84724
Residential		3752	4393	0	3173	0	3019	0	2360	1815	18511	199251
Hotel/Residential D I		0	0	0	0	0	0	0	1938	0	1938	20855
Mixed Use 1 (Leisure/Retail)		0	0	0	0	0	0	2211	0	0	2211	23795
Mixed Use 2 (Leisure/Retail/Community)		0	0	6520	0	0	0	0	0	0	6520	70180
											43811	471569

Fig 14: Land parcels and indicative uses

Footnote: indicative number of houses and / or apartments approximately 200

PROPOSED LAND USES



GROUND FLOOR



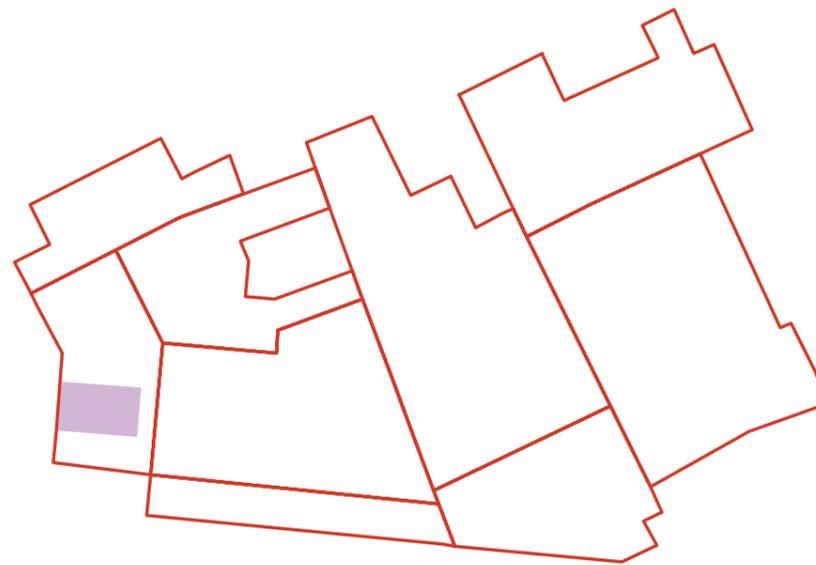
FIRST FLOOR



SECOND FLOOR



THIRD FLOOR



FOURTH FLOOR

LAND USE KEY

- Hotel / Residential
- Residential
- Retail / Leisure
- Retail
- Office
- Mixed Use

Fig 15: Proposed land use distribution

MOVEMENT

- 6.15 The illustrative masterplan retains the historic alignment of Southgate, and overlays a network of pedestrian scaled routes to help link the area with its surroundings.
- 6.16 The reduced traffic volume in Southgate after the level crossing closure will permit a pedestrian friendly approach to Southgate, and creating a new functional development access connection south from Boston Road. With both links the emphasis can be on 'shared spaces', with due emphasis for the pedestrian in Southgate and access traffic on the new route.
- 6.17 A new bridge across the railway will maintain pedestrian and cycle access into the town centre from the south, with a series of strongly defined east-west routes reinterpreting historic precedent to the north and creating a permeable street network with good links to the future supermarket site.
- 6.18 The practice of 'shared space' would be used to calm traffic speeds and improve pedestrian accessibility, with a potential road link to the supermarket carpark retained in future proposals.
- 6.19 The existing turning circle adjacent to the Station should be de-engineered and integrated into new public realm works as a way of reducing its visual impact, slowing traffic speeds, and upping the quality and appearance of this important gateway.
- 6.20 Defined cycle routes linking the Station with the wider town centre can be implemented alongside an extended route following the existing Station platform, which would provide a direct route to the proposed Supermarket site and the new road bridge over the railway proposed in this vicinity.
- 6.21 High quality car parking solutions should reflect the central location of the site and the proximity of public transport. The use of rear courts, and integral (at grade or undercroft) car parking should be used to minimise its visual impact and land take. Disabled and short stay parking should be provided in accessible locations e.g. adjacent to the Station or the proposed green square.



Fig 16: Proposed movement network. NTS

KEY LOCATIONS

6.22 Descriptions of key locations with related design aims and objectives relating to the preferred scheme are outlined below.

STATION APPROACH (D)

6.23 A new development and active frontage opposite the railway station is proposed. The potential exists for a modern landmark hotel or residential building on a corner plot reflecting the scale of the adjacent warehousing.

6.24 Activity in this area will ebb and flow with the arrival and departure of trains and people's changes to other modes of transport. Alternative routes into Sleaford will include an enlivened link to Nag's Head Passage and the draw of the more formal civic space of the Southern Gateway and the new supermarket beyond.

6.25 Station road is enclosed and activated by a new building line to the south offering retail and office space immediately adjacent to the Station while sheltering and enclosing the street to the north.

OBJECTIVES

- Create clear visual and pedestrian links, with appropriate signage, to the town centre and the renewed Southgate South area.
- Provide new buildings of a suitably robust scale to reflect the massing of existing warehouses and to strengthen the sense of enclosure and level of activity within the area.
- Improve the appearance and function of the transport hub and integrate it more effectively with the wider town - e.g. provide improved bicycle storage, taxi & bus waiting facilities media display & local information.
- Implement selective landscaping and new tree planting to soften the appearance of parked cars and visually green and enclose the generous open spaces around the warehouses and along Station Road - e.g. new seating and tree planting as part of a traffic calmed space, relocation of 'Wyvern Railings' from monument square into this more visible spot.
- Create a landmark building façade on the corner of Station Road to define the point of embarkation and entrance to the town, along with an active building line to overlook and improve the attractiveness and perceived safety of the existing footpath leading to the Nags Head Passage - e.g. reflect the historic scale and massing of nearby warehouses and reinterpret in a modern architectural aesthetic.



Fig 17: View of Station Approach.



Public Information.



Quality public space with sculptural trees and benches.



Modern landmark corner building.



Fig 18: The Station Approach Area

MONUMENT GARDENS (A)

- 6.26 The setting of the Handley Monument is expanded and revitalised to create a small urban square forming the transition between the new development in the study area and Sleaford's historic core to the north.
- 6.27 Strolling southwards along Southgate the Handley Monument will be framed by new tree planting with the prominent facade of a new mixed use public building beyond. A good meeting point, people will come here to sit and read the paper over a cup of coffee from the nearby cafe or find a bench to relax and watch the comings and goings along Southgate. A reduced level of traffic will flow smoothly around the corner from Boston Road and allow the pedestrian footpaths to be widened at this point.

OBJECTIVES

- 6.28 In tandem with the rationalisation of the wider movement network, review the layout and design of the area around the monument to make pedestrian movement easier and open up currently underused parts of the space.

- 6.29 Replace the existing post office with a sensitively designed building which overlooks 'Monument Square', relates well to its neighbours, and opens up a pedestrian passageway to the proposed buildings and spaces to the west.
- 6.30 Provide a new building line to the south of the monument with a more generously proportioned building capable of enclosing the square and terminating the view from the north. Consider this building as a background to the Handley Monument, and articulate its form, materials, colour and fenestration with the aim of terminating and enhancing the view from the north.
- 6.31 Redesign the space around the Handley Monument to reduce street clutter and link to the uses of the surrounding buildings. Consider how the space could be structured to encourage a more sociable environment where people may wish to meet and spend time throughout the day - e.g. introduce integral seating (formal benches or informal steps); create cafe spill out space to support existing and future business; introduce a bespoke lighting scheme to dramatise the monument and extend the use of the space into the evenings.
- 6.32 Relocate the Wyvern railings to a new location, a possibility is outside the Station, as shown in orange in Fig 18 on the previous page.



Fig 19: View of Handley Square.



Modern public building & Informal seating.



Outdoor dining in a sheltered spot.



An opportunity to take time out.

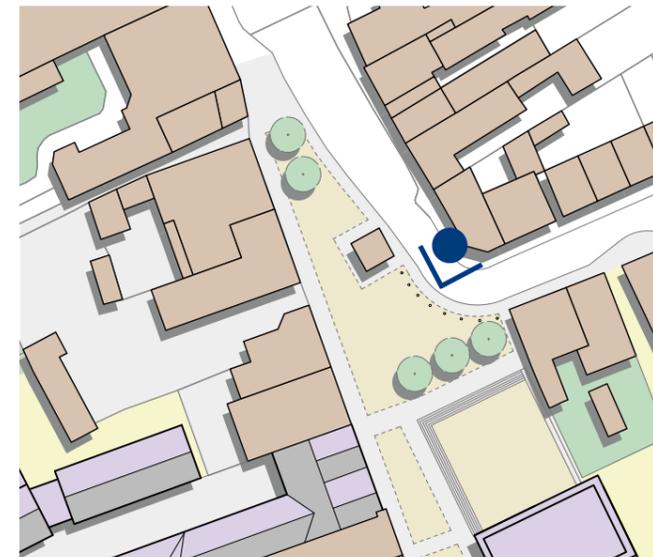


Fig 20: The Handley Square Area



Fig 21: A new post office & mixed use building for Sleaford.

SOUTHERN GATEWAY (C)

- 6.33 This newly created area will form an imposing entry to Sleaford from the south. Careful modifications to the ground level at the southern end of Southgate will facilitate easy pedestrian crossing of the railway line. This creates a stepped vista, framed by substantial new buildings, looking north along Southgate, which will gradually lift the pedestrian to the railway crossing, as opposed to a stand-alone bridge structure which would require considerable effort to cross and more likely be perceived as a barrier to easy movement.
- 6.34 Parents of young children with pushchairs and other pedestrians will be able to pause above the railway and look down and along the vista of Southgate running north towards Sleaford's historic core.
- 6.35 Retail units with larger floor areas offer the potential for an expanded comparative shopping offer within the study area. Servicing will be from the street with parking provided integrally for offices and residential uses above.

OBJECTIVES

- 6.36 Raise the ground level in a series of stages at the southern end of Southgate to a height enabling level access over the railway line. Incorporate ramped access to ensure an inclusive public realm which can be easily accessed by all.
- 6.37 Create a striking arrival space and landmark bridge to identify and support the gateway function. Investigate the use of a stepped water feature as a way of utilising the enforced level change and animating the space - drawing the pedestrian along Southgate and providing an informal play feature.
- 6.38 Design the bridge to respond to the anticipated desire lines and facilitate safe movement over the railway. Consider the use of a looped circulation which will create a 'rounding off' of the street - rather than a terminal point - thus allowing the visitor to walk over and around the bridge, rather than having to stop and turn back. Make this bridge a highly visible 'beacon' of Sleaford's regeneration - a signature announcing the literal and metaphorical entrance to the town centre.
- 6.39 Use adjacent buildings either side of Southgate to create retaining structures which contain and conceal parking and servicing at ground and basement level.



Fig 22: View from the new railway crossing looking north along Southgate.



Sculptural lighting (to the bridge).



Water - movement, reflection & sound.



Steps - vanishing steps providing ramped access.

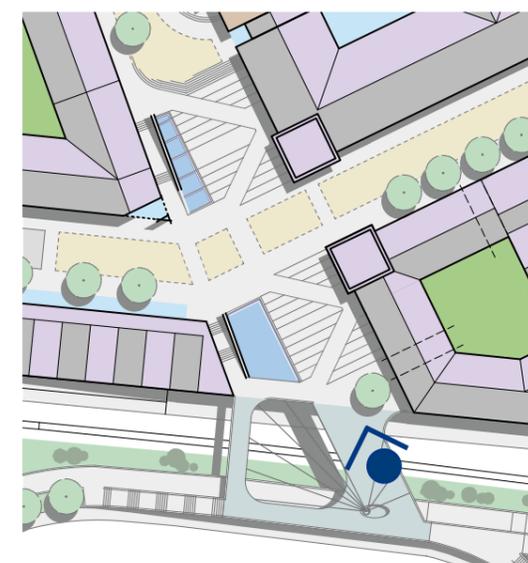


Fig 23: The Southgate South Area



Fig 24: Stepped & ramped access to the prominent bridge at the end of Southgate.

SOCIAL HUB & GREEN SQUARE (F)

- 6.40 The frontage of the former Cinema is retained and becomes the facade of a new mixed use complex with the potential to offer community, leisure, retail and offer uses across four floors. This multi-use building has the potential to incorporate a series of internal spaces / open atriums which can be used flexibly for cinema showings, performances, meetings and other community uses or commercial activities.
- 6.41 This mixed use building becomes a flexible complex of workshops, offices and community spaces capable of nurturing and supporting the social capital of the town centre - The Social Hub. This could include low cost business start up space based around a 'community of interest', a charitable hub where volunteers can participate and contribute to local care and information services; a place of learning, be it library services or a local information point, a place of caring, be it health or social care, a place of leisure, be it performing arts or a niche cinema. The former cinema could be vastly extended and remodelled as a catalyst for the continued economic and social regeneration of the town centre.
- 6.42 This building is opened up to the street via the introduction of glazed pedestrian routes, which further extend the flexibility of the public realm and the variety of uses able to occur there - e.g. spill-out from events and the enabling of market space.



Public art draws pedestrians through narrow courts and lanes.

- 6.43 Residents and visitors to the town will be able to access the building from the grand, refurbished facade overlooking Southgate or drift into the glazed walkways or onto the Town Green depending on the weather.
- 6.44 The green square to the west would be designed as a formal space with a substantial element of landscaping where people can relax beneath the trees.

OBJECTIVES

- 6.45 Redevelop the rear of the cinema building for a mixture of social and economic uses, including ground floor retailing.
- 6.46 Use the frontage of the former cinema building to define a new building line and active frontage for Southgate.
- 6.47 Integrate the former cinema with the surrounding area by consideration of the physical and social (programmatic) connections with adjacent buildings and spaces - particularly the newly created Town Green to the east.



Formal lawns and stone banding creating a crisp aesthetic / fun lighting!



Fig 25: View looking towards the narrow arcade beneath the mixed use community, retail & leisure building (The Social Hub) .

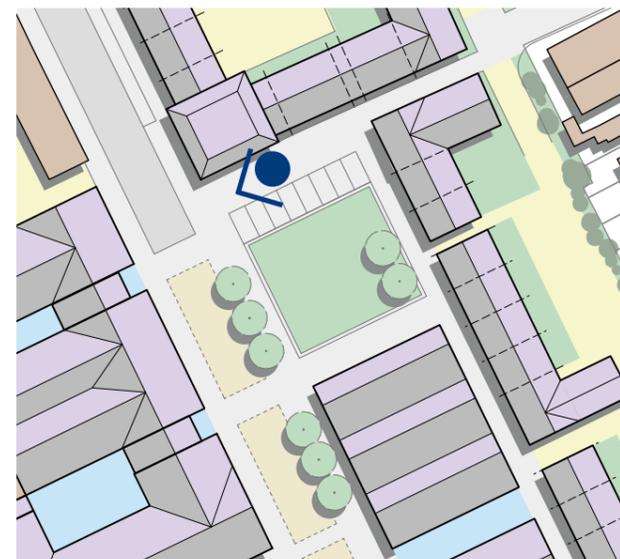


Fig 26: The Social Hub & Green Square.



Fig 27: The Social Hub

NEW STREET PLACE

6.48 This small square has an active retail frontage facing onto the proposed supermarket car park. It will form an attractive link between the new food store and the wider study area and the historic core of the town beyond. Shoppers will be able to pause for rest and refreshment both en route into the town or returning to their cars.

OBJECTIVES

6.49 Draw people towards the centre of Sleaford by providing substantial group of new buildings that form a significant landmark and a well defined, busy public space which directly links to access routes through the car park to the proposed Tesco and signals a gateway into the town centre.

6.50 Use a shared space approach to carefully balance the access requirements of pedestrians and vehicles between the study area and the Tesco car park subject to future land assembly outcomes and precise re-development intentions.

6.51 Provide a social space, retail and refreshment facilities as a transition between the car park of the new supermarket and as a complementary offer to that provided by the new foodstore.

6.52 Successfully terminate the end of the north-south shared access space and provide an easy means of navigating to and from the supermarket. This approach might include the use of street tree planting, architectural lighting or public art to reinforce the landmark status of the buildings defining the Place and create a pleasant and lively atmosphere.

6.53 Provide residential units above ground floor retail in order to extend activity and provide safety and surveillance during the evening.



Fig 28: View looking west towards new retail frontage and shared space access adjacent to the proposed Tesco carpark.



Landmark lighting and signing aid wayfinding



Simple and stylish public seating complements cafe provision

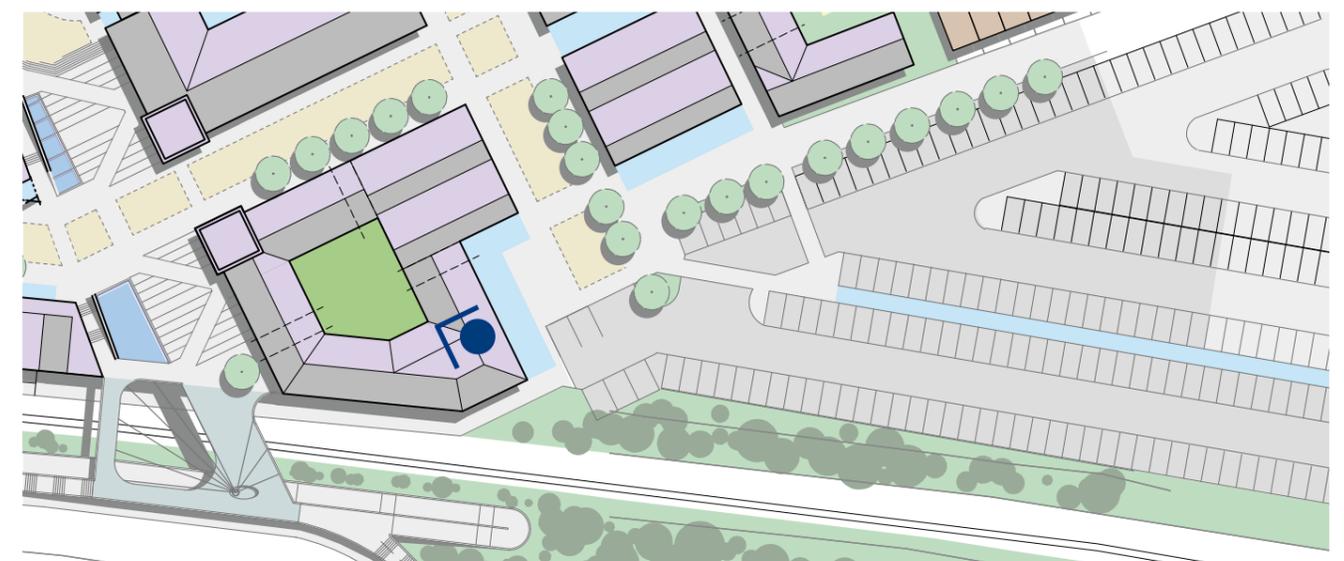


Fig 29: New Street Place.

7. CONCLUSION

CONCLUSION

- 7.1 The main question is whether the NKDC aims for the urban design study have been met:
- 7.2 "... to inform the Council how best it can assimilate the new developments into the existing town centre, whilst looking at how a significant part of the existing built area might be developed in the future to both link in with the new development, and act as a catalyst for further regeneration in support of a key role as a service centre for the surrounding rural hinterland."
- 7.3 The successful assimilation of the new developments is about two things. How to create an effective physical link to the new Tesco car park and store, and beyond that to the new link road and bridge and the regenerated Maltings area; and how to ensure that the major changes and investments with these developments create a strong synergy with the study area, that becomes a force for regeneration and renewal.
- 7.4 Looking first at the effective physical linkage, the study has identified that the proposals in the Tesco planning application address the need for a pedestrian link. But this must be far more than the suggested gap in the perimeter fence at the furthest corner of the car park. The study outputs will now allow NKDC to seek a suitable car park design approach that can create an attractive link to attract visitors to the town centre.
- 7.5 There are definite synergies between the new developments and the study area and wider town centre. This derives from the study area opportunities that the new developments will indirectly create. There will be reduced traffic volumes and congestion in Southgate south, so it can be made a pedestrian friendly and commercially attractive street by using a 'shared space' approach to traffic management. There can be impressive public realm areas at both ends of Southgate south: in Monument Gardens the transition from the study area to the wider town centre can

be far better achieved; and by the redundant level crossing a bold and attractive gateway treatment will be possible. A new development area access route south from Boston Road through currently under utilised land can considerably open up the commercial and community use potential of the study area; and this will also sustain essential access for transport operators, residents and study area businesses old and new. It will be a matter for future planning negotiations as to if and how developer contributions are identified and captured, but there is undoubtedly value to be targeted in both the known nearby developments and the yet to be identified projects within the study area.

- 7.6 The study has identified how the study area can be regenerated by creative design, and spatially where the focus of effort should be. Importantly the stakeholders at the workshops readily saw the scope for improvements, and agreed that the changes could be quite bold ones, to raise the retail and leisure offer, provide additional housing, and utilise and enhance the public transport hub that is already there and can be readily improved. In raising the Sleaford offer the study area can be redeveloped to create the development formats and services that are under represented: the physical opportunity is there to meet an identified economic development aim. In seeking this change it was recognised and agreed that what is created must accord with the townscape that has evolved over many years. This suggests design guidance will be needed, and also some thought about the approach by NKDC towards regeneration: does it wish to lead the process?
- 7.7 Less good, but not entirely surprising, it proved quite difficult to engage with the main land owners and businesses within the study area. Contacts were made, but there was a reluctance to get involved with the study. At least there was some recognition that

NKDC had put the study area regeneration on the agenda, and there is a basis for discussions. The design proposals are undoubtedly an opportunity rather than a threat; hopefully the land owners will see this and contribute ideas.

- 7.8 Overall the stakeholder engagement was effective, with a good amount and quality of input. Much was learned by the consultant team, the evidence and views were of considerable assistance. Should the study findings be built on by NKDC as an Area Action Plan this will be away to a good start in terms of compliance with adopted community involvement policies.
- 7.9 A number of actions are implied by the study findings:
 - Near term the planning control decisions on the major developments should include appropriate measures to secure an effective and meaningful physical linkage between the Tesco car park and the study area.
 - The new link road will radically change cross-town traffic patterns, and will permit a better Southgate south environment and commercial future. A new development access route into the study area from Boston Road should be possible. If there is a case for seeking contributions from the major developments as well as future added-value from significant changes in the study area this should be considered soon.
 - Briefing the main study area land owners on the study outcomes should happen soon. Whilst there was some scepticism and suspicion, it is clear that the study area has considerable potential, and there will be opportunities for the land owners to benefit if they wish to. If not this implies some intervention in land assembly by NKDC or other public bodies.

- The development potential should be tested. The design work has identified what may be possible, but whether this is commercially attainable is not known. Finding out would be a good move.
- NKDC will need to take an early view on the best forms of intervention to regenerate the study area. Whatever the view on the commercial prospects there will be considerable expenditure required for new infrastructure and environmental and public realm improvements. Whether and how NKDC wished to encourage progress should be considered.
- The stakeholders who contributed significantly to the study should be thanked by NKDC and briefed on the findings and outcomes. This will encourage further participation. In addition the organisations who were invited to attend but unable to do so should also be briefed.

8. ADDENDUM

ADDENDUM

8.1 This addendum has been prepared in response to an exchange of correspondence between North Kesteven District Council [NKDC] and RPS in respect of the contents of the Draft Final report of the Sleaford Urban Design Study. A précis of the salient points leading to the requirement for the addendum is included as follows.

8.2 In response to some major development proposals being promoted within the town and the resulting planning applications RPS was commissioned by NKDC in December 2008 to undertake an Urban Design study (UDS) of the southern part of Sleaford town centre. The aim of the study was to inform the Council how best those new developments might be assimilated with the adjoining town centre, whilst looking also at how a significant part of the existing built area might be regenerated in the future. As such access linkages to and from the new developments formed a crucial part of the study (Refer Section 1.1).

8.3 As part of the study process the Council required RPS to co-ordinate a comprehensive programme of local stakeholder consultations at each stage of the study. This was duly undertaken and the findings of design workshop 1 and design workshop 2 are reported at Sections 3, and 5 respectively. A full list of those consulted is included at Appendix 2.

8.4 The final report of which this addendum forms part was drafted in accordance with the NKDC requirements of the study, and in light of the working assumptions set out in the project brief. Section 6 sets out the RPS 'preferred option' for the study area, consisting of: an illustrative spatial master plan; a corresponding set of development objectives for the key sub-areas as identified at the stakeholder workshop; and a strategy in respect of movement and land use.

8.5 The RPS final report concluded that there are definite synergies to be derived between the study area and the new major developments planned for the wider area, with the potential to create an enhanced public realm throughout the study area as a consequence of the reduced congestion and traffic flows that will result. This observation formed the basis for the RPS 'preferred option' and the illustrative masterplan (Fig 13) and movement network (Fig 16).

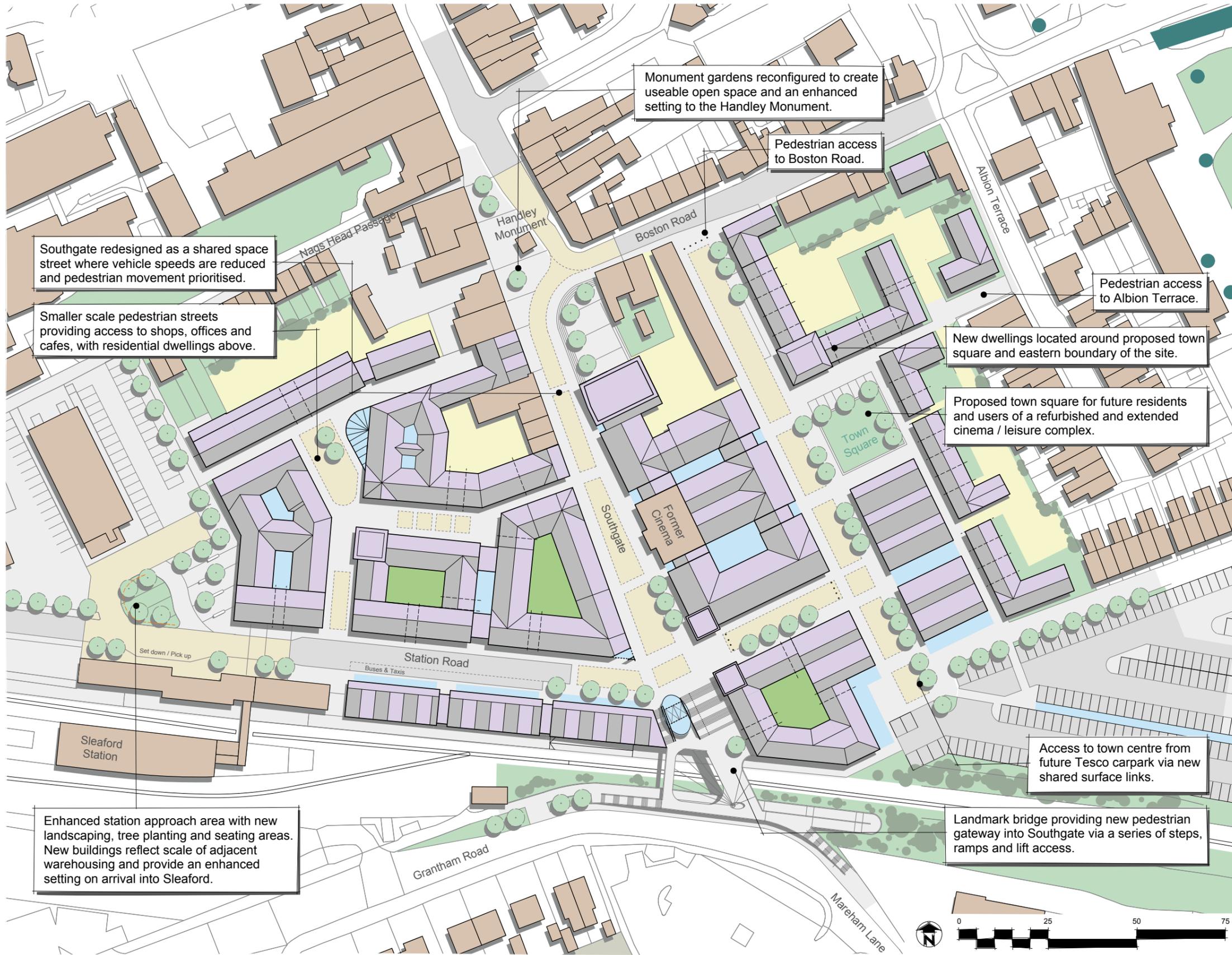
8.6 The final draft of the report was submitted to NKDC in June 2009, following which Lincolnshire County Council as the Highways Authority (LCCHA) made critical observations to NKDC, which were duly passed to RPS for consideration.

8.7 The feedback received stated that the access proposals set out in the preferred option would not be acceptable. The reason was stated in an email from NKDC to RPS on the 22nd June 2009.

'The proposals as outlined in your study are not deliverable in this context. County highways have indicated they would not be acceptable. Importantly this approach has informed the planning approvals for the new link road and adjacent Tesco store which specifically requires that access to the Turnbolls yard site can only come through the Tesco site. This is the basis for negotiations that will take place in the future as and when the land on the Turnbull site is developed. If an alternative access to the Turnbull(s) site, as outlined in your study, was to be allowed then this funding equation would be seriously undermined.'

8.8 Further to this correspondence RPS was asked to vary the preferred option in order to incorporate a revised movement strategy that would limit access to the Turnbull site in line with the County Council comments. A plan was duly prepared and submitted by RPS to the Council for further consideration, and is included in this Addendum.

8.9 Given the timing of the LCCHA comments in respect to the RPS preferred option for the study area the revised access arrangements have not been subject to scrutiny from those stakeholders who attended the second Design Workshop. It would in the view of RPS therefore be inappropriate to incorporate these changes into the main body of the report without some wider stakeholder views being sought. Such further consultation would ensure that the study process would be entirely sound and as such could align with the LDF requirement.



SLEAFORD SOUTHGATE
Illustrative Masterplan (Variation for NKDC)
 July 2009

9. REFERENCES

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- English Heritage & CABI 2001 *Building in Context: new development in historic areas* English Heritage & CABI, London
- North Kesteven District Council, September 2008: Terms of Reference for Urban design Solutions to Sleaford South East Regeneration Area, Sleaford, Lincolnshire.
- North Kesteven District Council, August 2006: Sleaford Maltings, Supplementary Planning Document.
- North Kesteven District Council, 15 January 2009: Sleaford South East Regeneration; Guidance Notes for Tesco, Maltings and Link Road Planning applications public consultation event.
- Roger Tym & Partners July 2007 *North Kesteven District Council Retail and Commercial Leisure Study: Final Report* Roger Tym & Partners, Leicester
- Sleaford Business Improvement District Partnership, 2007: Business Plan 2007-2012.
- Sleaford Town Council, 7 January 2009: Town Plan Consultation Autumn 2008; Feedback Report.

APPENDIX I :

NKDC project brief

**TERMS OF REFERENCE FOR URBAN DESIGN SOLUTIONS TO SLEAFORD
SOUTH EAST REGENERATION AREA, SLEAFORD, LINCOLNSHIRE
SEPTEMBER 2008**

Introduction

You are invited to tender for a piece of consultancy to look at the urban design solutions that could be applied to the partial or full redevelopment of the area of land as outlined by the attached plan. The land in question forms the southern end of the main shopping street in Sleaford and is currently in a variety of traditional town centre uses including retail, leisure, commercial and residential.

Crucially the site will have an important part to play in ensuring that the public/private partnership led redevelopment of adjacent sites for major retail and residential is properly assimilated and linked into the existing town centre in terms of pedestrian links/ connectivity, as well as ensuring that access to and use of the railway station and adjacent bus stands is both enhanced and encouraged by the areas redevelopment.

Finally the study should take into account the importance of the whole of this area as the southern entry point into the town and therefore the townscape, design and layout should reflect this aspect in providing a visual statement that attracts people to want to use the centre.

Background

Sleaford is a market town with a population of approximately 17,000. The town is the seat of North Kesteven District Council, and has experienced rapid and significant population growth over the last 15 years and continues to do so.

The town has traditionally experienced lower unemployment rates than the national average and has a thriving industrial/ commercial sector. However it is in an area of traditionally low wages, reflecting the types of predominant industries around, based as they are on agricultural products and food processing.

However it should also be noted that the town has a high level of public sector employment, based around the Councils, Health authorities and the RAF. It is evident however that there is also a high level of out commuting every day from the town and a view that much of the recent population growth that the town has experienced has not seen a consequent boost to the local retailing performance of the town centre, in terms of shopping footfall.

A large part of the town centre, including the principal shopping street, Southgate, is set within a conservation area with a number of significant listed buildings. This designation reflects the attractive environment within the town centre (which also benefited from public realm works via the Sleaford Pride

project). However, the historic nature of the town centre, made up as it is by a large number of relatively small buildings, has limited the potential for the introduction of modern retail formats in the town centre.

Perhaps partly because of the reasons outlined above, the town centre has not developed or captured the level of retail expenditure that it otherwise might have expected to, given the population growth of the town. This is certainly highlighted by a recent retail assessment.

Public transport has recently improved with the introduction of the "into town" bus service and there is a possibility that public transport, together with cycling and pedestrian links could come together in a "Hub" at the railway station.

We believe that the town could benefit from this significant redevelopment opportunity and that it can reinvent the way the town operates as a service centre for its hinterland.

Firstly, Tesco have acquired a former seeds factory site at the southern end of the town on which they are intending to develop an 85,000 square foot facility to replace their current store in the town which is over shopped and on a constrained site.

Secondly, and as a result of several years' developmental work, a company called Gladedale are looking to redevelop the former Bass maltings site, Located just outside of the defined town centre, immediately south of the railway line. This is a significant site with the buildings extending to over 500,000 square feet. The site will principally be residential but there will also be workshops, offices, leisure and health facilities. The site is subject to a supplementary planning document.

Finally in order to accommodate both these significant developments, there is a requirement to provide a new link road and crossing point over the railway to deal with the anticipated traffic movements from these sites and the general growth of traffic in the town. Network Rail have also required that once the new link road and bridge are complete, that the existing level crossing at the southern end of Southgate be closed to vehicular traffic.

The various development sites are outlined on the attached plans, and it will be seen why in terms of connectivity that it is vital that these sites are properly linked and incorporated into the existing main shopping street.

Whilst the scope of this piece of work does not cover either the Maltings site or the land on which Tesco intend to build there facility, it will clearly need to take account of these developments, and the new link road, in terms of the urban design solutions put forward. In this respect the land currently occupied by the builder's merchants, and which is expected will be redeveloped, will be absolutely crucial.

Description of Area to be considered

The extent of the area to be covered by this piece of work is as outlined by the attached plan. It straddles Southgate and includes all of the land currently occupied by the Turnbolls builder's merchants, as well as all the land bounded to the north by Boston Road and to the east by Albion Terrace and the Tesco land. This area is occupied by a mixture of retail, residential and commercial businesses.

To the west of Southgate, the area extends north to Nags Head passage, as far as the footpath link to the west, and to the south by the railway itself. Again this area is occupied by a mixture of residential, commercial and retail uses.

Requirements of study

The work should be led by an Urban Design Study which will provide:-

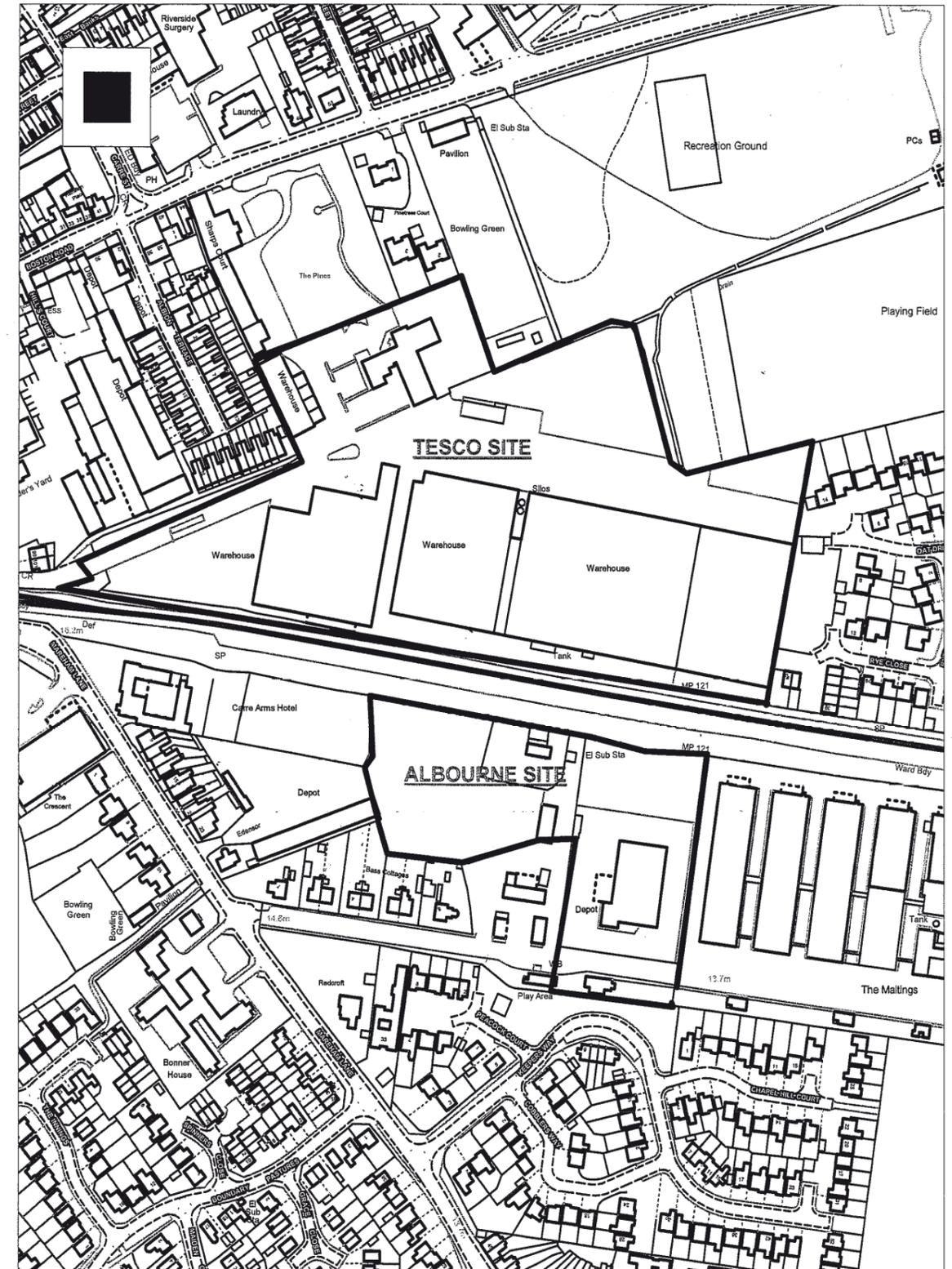
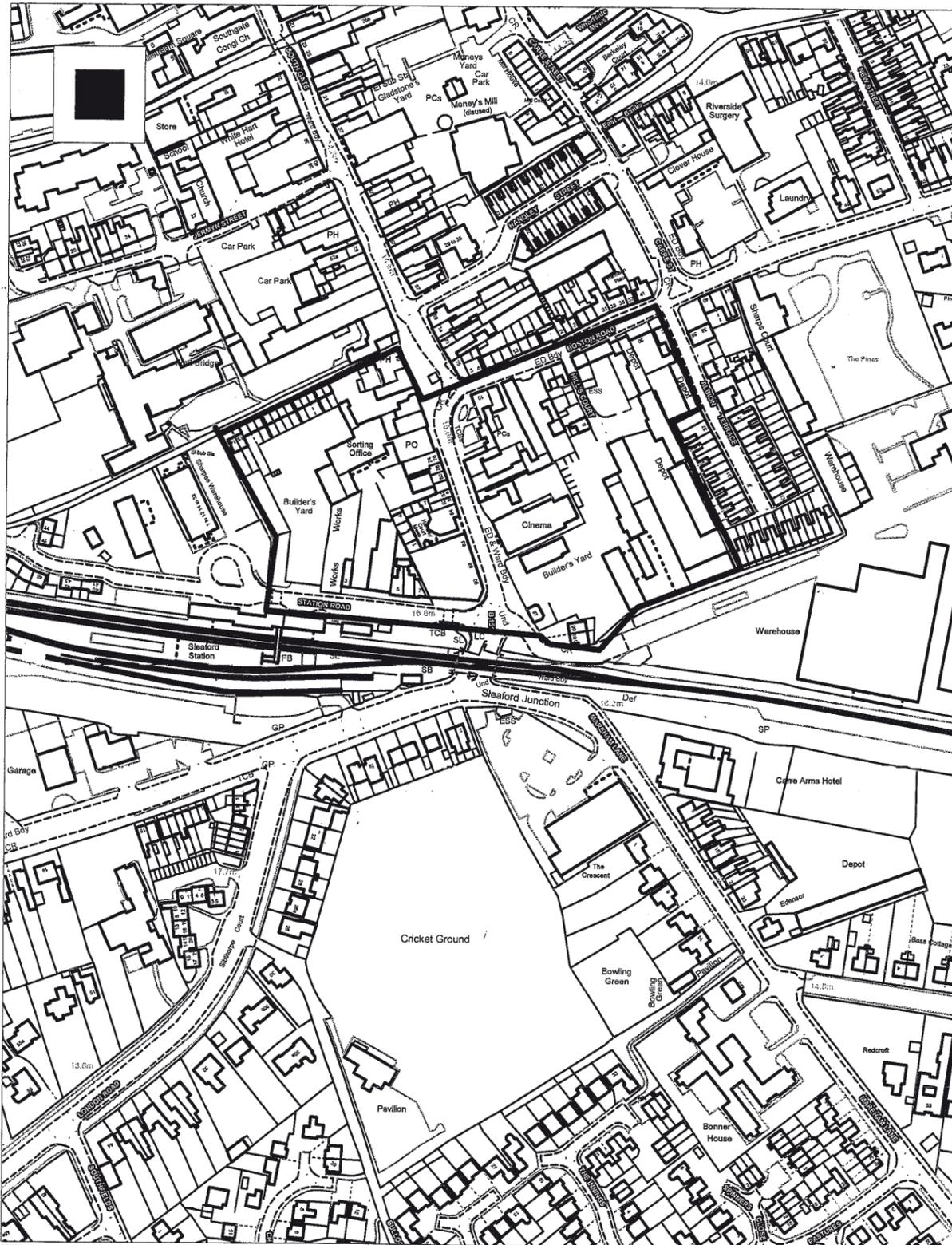
1. An analysis of the area as is, showing attractions, linkages to and within the town centre (this will include vehicular, pedestrian and visual linkages, as well as physical links), public spaces, built and natural character, major attractors and use of the town. Potential strengths and weaknesses should be identified as part of the study.
2. An assessment of the potential impact of proposed changes, such as the development of the new link road, closure of the level crossing to road traffic, development of the Maltings and the proposed Tesco's development and the impact that these will have on the use of the town centre.
3. A set of design criteria that can be used to assess schemes to ensure that the potential of the town centre to develop to serve a wider range of the needs of the people of Sleaford and the surrounding communities and to knit the new developments into the town centre.

As part of the contract the Council expects that stakeholder events and public consultation will be undertaken, to ensure that the issues are informed by the local residential and business community in addition to other stakeholders.

Assumptions

The following assumptions should be taken into account in undertaking this assessment;

- Vehicular access must be maintained to the railway station and the housing beyond
- The transport hub adjacent the Railway station will remain as is, but consideration should be given to its improvement or enhancement.
- The level crossing over the railway will be closed to all vehicular traffic following completion of the new link road and bridge. However a new pedestrian crossing will be required as part of this agreement. The possible location and design of such a pedestrian crossing should be assessed as part of this brief.
- Pedestrian linkages to and from the Tesco site, The Maltings site and the railway station will be a vital component of the design brief in relation to access to and from both Southgate and Boston Road.
- The relationship of urban design solutions to existing built form will be crucial
- The design code will need to be reflective of traditional established town centre architecture
- Monument Gardens – The study should provide ideas as to how to enhance this important area of public realm
- It should be noted that there will be no vehicular traffic allowed from either the builder's merchants site or the Tesco site onto Southgate. Both these sites will be accessed in terms of vehicles from the new link road to the east.
- In terms of land use, we are looking for a suitable mix of A1, residential and town centre B1 office and A2 office use
- Study should also look at leisure uses and in particular replacement for existing nightclubs and the role, if any, of the former cinema building
- The study should also consider the most appropriate form of land assembly and provide recommendations as to how its findings should be taken forward and implemented
- Public consultation as part of this assessment will be vital. Therefore tenderers will have to show how they intend to undertake consultation and how they will meet the requirement of the S.C.I.



North Kesteven District Council
 District Council Offices,
 Kesteven Street,
 Sleaford,
 Lincolnshire, NG34 7EF

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FOCUS OF STUDY AREA



North Kesteven District Council
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 Sleaford,
 Lincolnshire, NG34 7EF

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SLEAFORD TOWN CENTRE

APPENDIX II :

Organisations and individuals involved in the development of this report

**First Stakeholder Workshop on
26th January 2009**

Alan Gray NKDC
Debbie Roberts NKDC
Andy McDonough NKDC
Cllr Marion Brighton NKDC
Phil Rowson NKDC
Mike Braithwaite NKDC
Mark Heaton LCC
Paul Harvey LCC
Emma Batty Sleaford Business Improvement District
Debbie Scott Sleaford Town Council
Eddy Double Sleaford Civic Trust
Tim Benton Sleaford Civic Trust
Stephen Miles RPS
Chris Hancox RPS
Filipe Guzman RPS
Jeremy Ward RPS
Ben Spencer RPS
Philip Grover CGMS

Apologies were received from:

Steve Prestley NKDC
Ann Stevenson NKDC
Val Molendo NKDC

Ed Reilly from Sleaford Town Council was absent through illness.

**Second Stakeholder Workshop on
3rd April 2009**

Alan Gray NKDC
Debbie Roberts NKDC
Karen Bradford NKDC
Andy McDonough NKDC
Phil Rowson NKDC
Mike Braithwaite NKDC
Stewart Squires NKDC
Michael Wylie NKDC
Cllr Stewart Ogden NKDC (for the second half of the
workshop.)
Emma Batty Sleaford Business Improvement District
Matthew Stapleton LCC
Jack Collings Sleaford Town Council
Debbie Scott Sleaford Town Council
Eddy Double Sleaford Civic Trust
Eoin Dardis Tesco
Ada Tretheway Sleaford Town Council
Mark Aylward DPP for Tesco
Sam Elkington Hodgson Elkington for XX

Apologies were received from:

Mark Heaton LCC
Paul Harvey LCC
Tim Benton Sleaford Civic Trust
Ed Reilly Sleaford Town Council
Simon Beardsley XX
Lisa Angus Network Rail
Sleafordian Bus Company
Sleaford and Kesteven Girls High School
Mark Graves Sleaford Town Council
Mark Broughton XX

APPENDIX III :

Background information on development proposals for Stakeholder Workshop I

**SLEAFORD SOUTH EAST REGENERATION
LINK ROAD AND BRIDGE
BOSTON ROAD TO MAREHAM LANE**

Guidance notes Public consultation event 15th January 2009

Facts

The site

- Site area – covers more than one hectare - new road connecting Boston Road with Mareham Lane.
- Road widths will vary from the narrowest at 12m with two carriageways, single footway, cycleway on Maltings Way; to a widest section of 29m inclusive of 4 carriageways, 2 footways, cycleway and pedestrian refuges at the Foodstore junction.
- Former use of the site is mixed Boston Road Recreation Ground, former Advanta seeds warehouse site, network rail land, Techfoods factory and the existing road at Maltings Way.

Objectives

- Contribute to securing the future of The Bass Maltings.
- Provide access to areas for the redevelopment of South Eastern Quarter of Sleaford Town centre.
- Reduce congestion associated with level crossing over the railway at Mareham Lane.

Proposals

- Providing North / South road, cycle and footpath linkage between Boston Road and Mareham Lane.
- Signalised junctions :
 - Boston Road;
 - Mareham Lane;
 - Proposed foodstore;
 - The Bass Maltings.
- A new road bridge over the Sleaford to Skegness rail line, road bridge is shown to be 300m long and rises to a deck height of 5.2m, with the "Splayed Bowstring" being the highest section at 13m. The bridge is to be constructed of red brick and detailing to harmonise with the adjacent The Bass Maltings building.
- Access to potential residential development at Former Techfoods site.
- The link road will as a minimum provide two way vehicular traffic over its whole length, with footway and cycleway provision.

- It is intended to add greater permeability, via link connections to new footway and cycleway / networks in order to give greater permeability to the wider Sleaford South East Regeneration projects.

Supporting evidence

- Scale of the proposals is such that Environmental Impact Assessment is required, this is doubly so given the proximity of the proposals to the sensitive Grade 2* Listed Bass Maltings buildings.
- The assessment amongst other issues covers assessment of the following :
 - Detailed description of proposals
 - Consideration of alternative solutions
 - Consultation with third parties
 - Traffic assessment
 - Air quality impact
 - Noise impact
 - Landscape & visual amenity assessment
 - Ecology impact
 - Geology impact
 - Water environment impact
 - Archaeology impact
 - Recreation and rights of way impact
 - Cumulative effect of development
- Other supporting statements include a design & access statement; Tree Report, CAVAT Mitigation report on tree loss; Traffic modelling report; Flood Risk Assessment.

Previous public consultation

- Public exhibition hosted by developers at The Source Southgate Sleaford 23rd & 24th November 2007.
- The Environmental Impact Assessment has been fully screened and scoped with all statutory and non statutory consultees.
- Presentation of proposal to East Midlands Design Panel.
- Sleaford Town Poll

Current / proposed public consultation

- Formal consultation on planning application commenced in early January 2009. Comments made on the questionnaires handed out at this event will be added to the planning application.

Possible committee dates

- No target has been set for this application.

FAQ's

What alternative options were considered before the route over The Boston Road Recreation Ground was chosen ?

The applicant provides an assessment of alternative routes within their Environmental Impact Assessment. A document was also published in 2005 by Lincolnshire County Council Lincolnshire County Council "Consideration of Road Network Proposals". Options considered include :

- Locate existing railway underground
- Realign rail line
- Construct a road tunnel
- Construct a road bridge
- Road to meet Boston Road east of Sleaford
- Two separate access's to proposed development i.e. no connection via road bridge.

Why is the Southgate level crossing proposed to be closed ?

Negotiations have been on going with Network Rail for some time. It was clear that to enable the road bridge to be built that an agreement (easement) had to be reached with Network Rail (the road bridge passes over Network Rail land). Network Rail are pursuing a policy of level crossing closures, on the basis of safety. The easement with Network Rail is reliant upon a closure of the crossing.

Opinion from Lincolnshire County Council is that the level crossing and Handley monument junction are a significant contributor to vehicle congestion within Sleaford. The closure of the crossing and liberation of Hanley Monument junction via the proposed link road is seen as an opportunity to alleviate these problems.

Closure of the crossing and alleviation of congestion on the Station Yard / Southgate Junction area of Sleaford will offer a more attractive environment for retailers and will enable regeneration works to take place.

Will all access over the Southgate Crossing cease ?

No the closure of the crossing will be phased with provision of a pedestrian and cycleway bridge to enable direct access for all but vehicular traffic to be retained.

What impact will the proposed link road have on the Boston Road Recreation Ground ?

The impact is detailed within the applicants Environmental Impact Assessment, main impacts will be on the loss of mature trees which would be adversely effected by the route of the road and the visual impact of the new road and bridge. In the region of 80 trees are lost.

The tree impact is detailed in a separate report and has a "CAVAT" assessment (£2.9 Million compensation) which details the extent of mitigation that is required for the tree loss. Tree loss must be suitably mitigated and should be considered in the context of the broader scheme and its ecological perspective.

Proposals on such a scale inevitably will create change. This change is measured in the short, medium and long term with the Environmental Impact Assessment. When considering such an application mitigation and impact over these periods must be considered effective.

What impact will the link road have on the setting of on The Bass Maltings ?

Consideration of the developments impact on the setting of The Bass Maltings will be a material consideration for the District Planning Authority. The bridge structure is closest to The Bass Maltings and is significant. Consideration has been given by English Heritage and The East Midlands Design Panel.

The road proposals also involve demolition of the existing gate piers at Mareham Lane, the Piers are to be rebuilt in a different form, again pre application discussions have taken place with English Heritage.

Will the road proposals require a Compulsory Purchase Order (CPO) ?

There is potential for a CPO where land owners will not agree to the sale of land for a development. For a CPO to be successful the acquisition must be in the identified public interest.

The route of the road covers several different land owners. Negotiations have progressed with all parties. However, the submission and success of a planning application is seen as essential to any future CPO.

This document can be viewed on our website
www.n-kesteven.gov.uk

TESCO STORE, NORTHGATE, SLEAFORD
OUTLINE APPLICATION (INCLUDING MATTERS OF
ACCESS, LANDSCAPING, LAYOUT & SCALE) FOR THE
ADAPTION AND EXTENSION OF THE EXISTING
SUPERMARKET STORE TO PROVIDE FOUR COMPARISON
GOODS RETAIL UNITS

Guidance notes Public consultation event 15th January 2009

Facts

The site

- Comprises the existing Tesco supermarket store, service yard and car parking accessed from Northgate. (It does not include the petrol filling station or the 42 car parking spaces and trolley bay to the west of this).
- The site covers 1.33ha
- Current gross floor area = 3,865m²
- Current net sales area = 2,554m²
- Current parking provision = 285 spaces (including 13 limited mobility)

Proposals

- Outline planning application for the subdivision of the existing building to form 3 retail units and an extension to the north to form a 4th unit
- Matters of access, landscaping, layout and scale form part of the application (only appearance is reserved).
- Proposed gross floor area = 5,046m²
- Proposed net sales area = 3,532m²
 - Unit 1 = 2,843m² including part mezzanine floor over
 - Unit 2 = 760m²
 - Unit 3 = 689m²
 - Unit 4 = 753m² including mezzanine floor over
- Matters of appearance are reserved but the applicant intends modernise the main elevation by replacing the existing part pitched roof and using extensive glazing and timber panelling.
- Proposed felling of 1 oak tree cover by preservation order

- Planting of 15 new trees including 1no. 5m semi-mature oak and 2no. semi-mature field maple at the site entrance
- Alterations to the service yard to ensure the needs of multiple occupiers can be met

Accessibility

- 267 car parking spaces proposed (including 13 special mobility)
- 11 cycle parking spaces proposed
- No changes proposed to the existing junction with Northgate

Adjoining neighbours

- Residential and commercial properties adjacent to the site fronting Northgate and Bishop's Court.
- St George's College
- Galley Hill Farm
- 3 site notices erected + press notice.

Current / proposed public consultation

- Formal consultation on planning application commenced on 10th December 2008. Additional comments can be made via the questionnaire.

Possible committee dates

- A target date is set for 24th February 2009.

FAQ's

What are comparison goods?

These are goods not obtained on a frequent basis. They include clothing, footwear, household and recreational goods.

Could another food supermarket occupy the building?

From a planning perspective a food supermarket could occupy the existing building as a whole under its present permission or one of the four units proposed should the present application be approved. However the owners are likely to place a covenant on the site prohibiting occupation by a food retailer. This is a private matter and outside of the control of planning.

Will traffic movements increase as a result of the increased floorspace?

The application is accompanied by a Transport Assessment which concludes that due to the nature of the proposed use for comparison goods, vehicle movements are likely to decrease. This is currently being assessed by our Highways Advisors at Lincolnshire County Council.

**SLEAFORD SOUTH EAST REGENERATION
MIXED USE DEVELOPMENT RESIDENTIAL, OFFICES,
RESTAURANTS, RETAIL
THE BASS MALTINGS**

Guidance notes Public consultation event 15th January 2009

Facts

The site

- Site area – covers 6.03Ha.
- The buildings are Grade 2* Listed and are considered to be of a National significance for their architectural and historic merit. The buildings are thought to be the best surviving example of “Maltings Buildings” in the UK and as an outstanding example of architect Herbert Couchman’s work
- The buildings were constructed between 1901 and 1907.
- Active use as Maltings in 1959. These buildings are dividing into eight Maltings buildings and a central core of utility / power buildings. The built area covers 8220 SqM.

Objectives

- To secure the future of The Bass Maltings.
- Provide a focal point to the Sleaford South East Regeneration project.
- Deliver new jobs and homes for Sleaford.

Proposals

- Providing residential development : conversion of main Maltings buildings to form 204 apartments; enabling development to south east of The Bass Maltings to provide for new 24 enabling units.
- Conversion of Block 1 (4554 sqM) and upper parts of block 4 (453 sqM) for office use.
- Health care facilities Blocks 6 & 7 (3417 sqM) + Health care offices (2346 sqM).
- Retail use in Blocks 6 & 7 (333 sqM).
- Restaurant use blocks (1058 sqM).
- Car parking in block 2 & 7 (10220 sqM).
- New two storey car park - north east of The Bass Maltings (6120 sqM).
- Community use Mess Room (37 sqM)
- Partial demolition of fire damaged buildings.

Supporting evidence

- Scale of the proposals is such that Environmental Impact Assessment is required, this is doubly so given the status of the building being a sensitive Grade 2* Listed building.
- The assessment amongst other issues covers assessment of the following :
 - Detailed description of proposals
 - Consideration of alternative solutions
 - Landscape and visual assessment
 - Built heritage
 - Traffic assessment
 - Air quality impact
 - Noise impact
 - Ecology impact
 - Flooding and Water environment impact
 - Archaeology impact
 - Contamination report
 - Sustainability statement
 - Cumulative effect of development
- Other supporting statements include a design & access statement; Planning statement, Transport assessment, Structural survey, landscape master plan, S106 statement, conservation statement.

Previous public consultation

- Public exhibition hosted by developers at The Source Southgate Sleaford 23rd & 24th November 2007.
- The Environmental Impact Assessment has been fully screened and scoped with all statutory and non statutory consultees.
- Presentation of proposal to East Midlands Design Panel.
- Sleaford Maltings Supplementary Planning Document.

Current / proposed public consultation

- Formal consultation on planning application commenced in early January 2009. Comments made on the questionnaires handed out at this event will be added to the planning application.

Possible committee dates

- No target has been set for this application.

FAQ's

What alternative options were considered ?

The applicant provides an assessment of alternative proposals within their Environmental Impact Assessment. Six options considered :

1. Do nothing.
2. Repair to weather proof state.
3. Full repair including fire damaged areas to facilitate mix use development.
4. Creation of internal squares via partial demolition of fire damaged buildings.
5. Second option involving creation of internal squares with greater renovation of fire damaged buildings.
6. Third option for creation of internal squares but greater level of demolition than option 3.

Why is there no significant amount of retail use ?

The local plan shows this site to be outside of the town centre. The aim is to concentrate retail development within the central core area to enable a greater ability to carry out comparison and linked trips on foot in a central shared area. The historic location of the Bass Maltings on the south east periphery of the town separated by the rail line leads against such a group of uses. Small scale use associated with the "community" of uses is considered to be appropriate.

Is the building funded ?

The developers consider that a significant quantity of the development is already funded, subject to Planning Permission.

How long will the development take ?

Estimations are between 4 & 6 years, First phase remedial works, then blocks 5,6, & 7 to health care; residential uses; new build enabling housing; conversion of blocks 2,3,4 then block 1 and finally the mess rooms.

Will the development involve public finance ?

No the whole development is to be privately funded by Galdedale.

This document can be viewed on our website
www.n-kesteven.gov.uk

APPENDIX IV :

PROPERTY OWNER CONTACTS

PROPERTY OWNER CONTACTS

As mentioned in the report above, RPS was guided by NKDC towards contacts with some of the land owners and businesses in the study area. The aim was to inform such interests that the study was taking place, and to invite them to participate in the workshops. Given that commercial considerations might well make such participation difficult an alternative was offered in respect of the builders merchant Turnbolls, with a meeting taking place on 15 January 2009.

RPS spoke direct to the four main land owners in the study area:

Turnbolls: they own two separate areas that in total make up the largest ownership. Their main land holding is the yard, sheds and offices east of Southgate. The east area of this holding is leased by the company. They own the freehold of the rest. Their secondary area is the materials storage yard off Station Road. It was made clear by them that both land areas are essential for their operations; there is no prospect of consolidation of the operations. Their main yard is accessed off Southgate near the level crossing. Whilst Turnbolls were content to clarify what they own, and they appreciated the briefing on the study, they preferred not to participate. It was felt that a contribution might be at odds with their stance on the level crossing closure, which they feel will harm their business as future access will be less direct.

Philip Broughton: he owns the vacant former night club and cinema building in Southgate, and the adjoining car park and retail units. Mr Broughton appreciated the contact, but preferred not to participate in the workshops. The redevelopment of his ownership remains a near term aim, so he is interested in the study findings and future NKDC intentions. It seems that collaboration with Turnbolls in respect of comprehensive redevelopment has been considered.

Neil Horne: he advised that his family owns in Trust the land off Station Road between Royal Mail and the Turnbolls storage area. The land is currently leased to Woodside Taxis for off-street parking. Mr. Horne wished to be advised of the outcome of the study.

Sleaford Town Council owns the Monument Gardens public open space at the junction of Southgate and Boston Road. Of note is the public art feature doubling as a pedestrian safety barrier. This is an imaginative design and was made by a local artist. The Town Council readily agreed to participate in the workshops and ideas for the improvement of Monument Gardens were one of the study outcomes.

RPS also approached Royal Mail as they apparently own the yard off Station Road that links through to the Post Office and convenience store on Southgate. The contact was not productive as there are three separate operations on the land: a Royal Mail sorting office; a workshop and garage for Royal Mail vans; and the Post office counter and convenience store operated by a tenant. None of those approached could indicate who takes overall responsibility for property management matters.

Also of note are two adjoining land owners in the Station Yard locality. Nottingham Community Housing Association (NCHA) owns apartments in the converted Sharpes seed warehouse close to the study area west boundary. Another former seed warehouse is currently a furniture outlet understood to be owned and operated by Mark Graves, part of an established Sleaford business. NCHA also owns the houses at the west end of Station Yard, this was formerly some railway buildings which were demolished a few years ago as part a then regeneration project which included also the creation of the bus turning circle outside the railway station.

APPENDIX V :

Built Heritage and Historic Townscape Assessment

**BUILT HERITAGE AND
HISTORIC TOWNSCAPE
ASSESSMENT**

In respect of

**SLEAFORD URBAN
DESIGN STUDY**

On behalf of

RPS

CgMs Ref: 10462

Date: February 2009

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3.0 BUILT HERITAGE AND HISTORIC TOWNSCAPE	8
4.0 SUMMARY OF KEY BUILT HERITAGE CONSTRAINTS AND OPPORTUNITIES	12

1.0 INTRODUCTION

- 1.1 This report has been prepared by the Historic Buildings Team at CgMs Consulting (Newark) to inform the urban design study for the southern part of Sleaford town centre that is being carried out by RPS Planning on behalf North Kesteven District Council. The report summarises the historical development of Sleaford, and analyses the townscape character of the town's historic core town with particular reference to the area at the southern end of Southgate between the railway crossing and the Handley Monument. It culminates in an assessment of the constraints and opportunities for redevelopment/regeneration in the study area.
- 1.2 The report is informed by reference to documentary and on-line sources concerning the historical development of Sleaford, and an analysis of available information relating to on the statutorily protected built heritage features, namely listed buildings and conservation areas. Buildings. This is supported by visual appraisal of the historic townscape of the study area and its surrounding context.

2.0 HISTORICAL DEVELOPMENT

DEVELOPMENT OF SLEAFORD

- 2.1 Sleaford has a long history of settlement stretching back to the Late Iron Age. The earliest settlement was at Old Sleaford, about a kilometre to the east of the present town. The importance of this late Iron Age centre was reflected in the existence of a massive mint, belonging to the Coritanni tribe and the largest of its kind anywhere in Europe.
- 2.2 The Late Iron Age settlement continued into the Roman period. There is archaeological evidence of Roman occupation of the same area. Lincoln and Leicester became the principal regional centres in the Roman period, but Old Sleaford continued to maintain national importance.
- 2.3 During Saxon times the focus of the settlement shifted to New Sleaford, which became the site of the modern town. By the time of the Norman conquest Sleaford had become an established regional administrative centre. In 1070 William the Conqueror granted the town of New Sleaford to the Bishops of Lincoln, which was to mark the beginning of nearly 1000 years of single landlord domination of the town.
- 2.4 In 1140 Alexander, Bishop of Lincoln constructed a castle just to the west of the centre of the town. Little of the castle remains except for its footings and moat can still be seen in Castle Fields. In 1154 a Charter was granted by King Henry II to the Church and Bishop of Lincoln for a market, fair and burgage tenure in the town. It is likely that the layout of the town's historic streets date from this period, as well as the distinctive narrow mediaeval burgage plot layout that still endures in the older part of the town today. The parish church of St. Denys, located next to the Market Place, dates from 1180.
- 2.5 Throughout the Middle Ages Sleaford remained a possession of the Bishops of Lincoln. However, in the 16th century it was sold off and passed into the hands of the Carre family. By the end of the 17th century the Carre estates passed into the hands of the Hervey family (the earls and marquises of Bristol) who remained Lords of the manor in until well into the 20th century.

- 2.6 During the 18th century Sleaford's role as a local administrative centre, and as a market and estate centre for the surrounding land continued. It is from this period that some of the town's finest historic buildings date. However, it was towards the end of the 18th century that Sleaford's transformation as an industrial centre began with the canalisation of the River Sleas. Under the auspices of the Sleaford Navigation Company a twelve-and-a-half mile long waterway opened in 1792, with seven locks, giving access to the River Witham.
- 2.7 Sleaford grew significantly in the 19th century. The 1801 Census population of New Sleaford was 1,483. By the 1831 Census, the number had reached 2,450. From 1829 to 1831 the street pattern of the town was reworked, a new Town Hall built, and better drainage laid. By the mid-Victorian period a number of handsome public buildings had been erected bearing witness to the prosperity of Sleaford at this time. These included the new Sessions House in the Market Place, the rebuilt almshouses in Eastgate, and the Grammar School on a new site in Northgate.
- 2.8 The railway eventually came to Sleaford in 1857, following a series of failed proposals. The Boston, Sleaford, and Midland Counties Railway (BS&MCR) opened its fourteen mile length of line from Grantham in 1857 and a station building of Ancaster stone was built. The line was extended to Boston in 1859, creating the east west route that thereafter formed a barrier to the south of the town centre. A branch to Bourne, eighteen miles to the south, was added in 1871. The north-south line, located to the east of the town, appeared in 1882 when the Great Northern and Great Eastern Joint Line from Spalding to Lincoln opened. The railways caused a decline in the use of the canal navigation, which was finally wound up by act of parliament in 1878.
- 2.9 In the nineteenth-century, Sleaford became a major centre for seeds. A nursery to the south of the current town centre was greatly enlarged in c.1880 by Charles Sharpe, who specialised in dealing in seeds and both built an international business and led a national movement to improve standards in the seed trade. By the end of the 19th-century, Charles Sharpe was trading as 'Sharpes, Sleaford', Seed Merchants & Growers'. Two large seed warehouses located immediately to the north of the railway station survive from this period, bearing witness to the importance of this industry to Sleaford. Charles Sharpe lived in 'The Pines' which survives together with a fine garden, to the east of the study

- area. The house had been built for John Sharpe around 1830 as a private home together with an attached office and seed warehouse.
- 2.10 A notable aspect of Sleaford's development during the 19th century was the emergence of the architectural and building practice of Kirk and Parry. They developed a national reputation for specialising in the construction of railway stations and the restoration of churches. There are many examples of their works locally and nationally, including all the railway stations between Peterborough and Retford. Not unsurprisingly Kirk and Parry left their mark on Sleaford itself, and, amongst other projects, were responsible for the Carre's Grammar school in Northgate Northgate Almshouses Lafford Terrace (now the Council offices), Corn Exchange and Railway Station. Of particular note is the Jacobean revival style mansion house at the southern end of South Gate, just to the north of the study area. This was built as a home for Charles Kirk himself, and later became the Sleaford and Kesteven High School for Girls. The finely detailed school and schoolhouse of 1867 on Grantham Road, just to the south of the study area, was both designed and paid for by Charles Kirk.
- 2.11 The 20th century saw brought major changes to Sleaford. The most significant development was the opening in 1905 of the Bass Maltings complex to the south of the study site. Located on the opposite side of the railway this massive complex of buildings replaced all the small maltings in the area. The Maltings brought much-needed investment and capital to Sleaford. The complex struggled to remain open during World War II, but survived until 1960.
- 2.12 Until the mid 20th century Sleaford's outward expansion had been held in check by the tight grip of agricultural land holdings around the town. As a consequence new housing development in the first part of the 20th century was very limited and the town's population remained relatively static. However, the selling off of large tracts of land by the Marquis of Bristol from the 1960s onwards gave rise to an unprecedented outward expansion and population growth in the town in the latter years of the 20th century.
- 2.13 The form and extent of the town at different periods is indicated on the accompanying historic maps. The Old Series Ordnance Survey published in 1824 (Fig. 1) shows the town prior to industrialisation. Figure 2 shows the same map with the railways superimposed at an unknown date. The First Edition Ordnance

Survey published in 1889 at 1:2500 scale (Fig.3) shows considerably more detail of the expanded town. The 1905 Edition Ordnance Survey at the same scale (Fig. 4), shows that despite industrialisation and considerable growth, a significant part of the study area, particularly on the east side of Southgate, remained open and undeveloped in the early twentieth-century.

DEVELOPMENT OF THE STUDY AREA

- 2.14 Analysis of historic maps shows that Sleaford as a whole remained a compact settlement well into the 19th century. This had much to do with the influence of agricultural land holdings surrounding the town. Early 19th century maps show that at this time the study area formed the southern extremity of the developed area of the town. The arrival of the railway in 1857 further defined and reinforced the southern end of the town centre at the level crossing.
- 2.15 Successive maps of the town from the late 19th century onwards show that the southern end of Southgate remained only loosely developed until well into the 20th century. The first series Ordnance Survey map of 1889 shows the street frontage to Southgate only partly developed, with a number of open yard areas. The area now occupied by Turnbull's appears to have been in use as a combination of garden land and orchard, and a timber yard. Analysis of later maps show that the present form of development in the southern part of Southgate took shape during the 20th century
- 2.16 In contrast the area to the northern end of the study area around to the junction with Boston Road was densely developed as early as the early 19th century. Mid 19th century photographs show that the area now occupied by Monument Gardens was, at that time occupied by a row of 2 storey buildings, tightly defining the junction of Southgate and Boston Road (see Plate 1 which is a late 19th century photograph of the Handley Monument showing the 2 storey properties behind). Evidently these buildings were removed in the early 20th century, presumably as part of highway improvements. This had the effect of creating a larger open area than existed historically.

3.0 Built Heritage and Historic townscape

HISTORIC BUILDINGS

- 3.1 As would be expected from a settlement of Sleaford's antiquity, the historic core of the town contains a rich legacy of historic buildings from all centuries from the mediaeval period onwards. Many of these buildings are statutorily protected as buildings of special architectural or historic interest. Most notable amongst these buildings is the medieval parish church of St Denys, situated in the Market Place and listed Grade I.
- 3.2 The town's statutorily listed buildings are primarily concentrated in the historic heart of the town centred on the Market Place but also including the principal historic streets of Northgate, Southgate, Westgate, and Eastgate, and the subsidiary streets leading from them. The four principal streets are arranged in simple cruciform arrangement. The north-south spine of the town formed by Northgate and Southgate contains the highest concentration of listed buildings. These listed buildings group with other buildings, which, whilst not statutorily listed, form part of the coherent historic townscape that gives Sleaford its distinctive well-defined streetscape.
- 3.3 The location of listed buildings in and around the study area is shown on Plan 01. Details of the buildings indicated are provided in a separate gazetteer. The buildings referred to are all listed grade II.
- 3.4 The study area focused around the southern end of Southgate contains only two listed buildings, The Nag's Head public house, (64 Southgate, Plate 2) and Nos. 10-12 Boston Road (Plate 3). Both of these buildings are situated at the northern end of the study area, close to the junction of Southgate and Boston Road. There are, however, a substantial number of listed buildings immediately outside the study whose setting may be affected by new redevelopment.
- 3.5 One of the town's most notable listed buildings is the Handley Monument (Plate 4), erected in 1850 in the manner of a 14th century Eleanor Cross. This lies immediately to the north of the study area at the junction of Southgate and Boston Road and is the focus of views from a variety of directions. Whilst outside the study area the setting of this important local landmark could be affected by

redevelopment within the study area. Other listed buildings close to the study area, whose settings are likely to be affected by any future redevelopment, include the continuous group of properties defining the northern side of Boston Road (Plate 5). Similarly, those on the west side of Southgate, including Kirk's former house, and 58 - 60 Southgate (Plate 6). Also important in this context is the listed Sleaford Railway Station (Plate 7), to the immediate south west of the study area, and attributed to the renowned local architects and builders Kirk and Parry, and the associated listed signal box.

3.6 Whilst there are many unlisted buildings of townscape merit within the historic core of Sleaford as a whole, only a very small number of such buildings exist within the study area. The most notable of these buildings is the former cinema towards the southern end of Southgate (Plate 8). There is a strong argument on townscape grounds for this building (or at least its principal frontage to Southgate) to be retained in any future redevelopment of the area.

3.7 Other unlisted buildings of townscape quality that are considered worthy of retention include properties on the western side of Southgate towards the Handley Monument. These include the former Co-operative building constructed of banded brick and stone (Plate 9), and a well detailed vernacular revival building close to the junction of Boston Road (68 & 70 Southgate, Plate 10). Similarly, a number of buildings on the south side of Boston Road, although of modest architectural pretensions, are worthy of retention for reasons of townscape value (Plate 11). Finally, the range of vernacular cottages situated on the south side of Nags Head Passage are intrinsically attractive and important in defining this important historic route. Therefore the presumption should be in favour of their retention.

3.8 Accompanying Plan 02 identifies all buildings, both listed and unlisted, that contribute to historic townscape quality.

HISTORIC TOWNSCAPE AND CONSERVATION AREA

3.9 The historic centre of Sleaford is covered by the Sleaford Conservation Area that encompasses the principal historic streets of Market Place, Northgate, Southgate, Westgate and Eastgate. At its southern end the conservation area includes the listed railway station and the adjacent imposing former seed warehouses (Plate

12). The western extremity of the conservation area includes the site and remains of Sleaford Castle (a Scheduled Ancient Monument).

3.10 On its eastern side, the conservation area extends as far as the visually important open tracts of green landscape lying to the north and south of Eastgate. Further to the south the conservation area includes land and properties fronting the south side of Boston Road as far as, and including, The Pines and its landscaped gardens (Plate 13). Somewhat surprisingly however the Conservation area does not incorporate the Recreation Ground, which forms a visually important mature green space, incorporating some fine mature trees, that frames the approach to the town centre along Boston Road (Plate 14).

3.11 The predominant character of the historic core of Sleaford to the north of the study area is defined by its tightly packed urban grain, with buildings occupying relatively narrow plots and situated hard up against the back of the pavement (Plate 15). This form of development is typical of many historic market towns, and results from the mediaeval system of 'burgage tenure'. Whilst the majority of the town's historic buildings are of post mediaeval origin, this enduring urban form gives a hard urban edge to the established development.

3.12 The historic core of Sleaford contains buildings of a variety of ages and architectural styles from late mediaeval to 20th century. The consistent scale of buildings (typically between 2 and 3 storeys) and the limited palette of traditional building materials (local orange/red brick, render and local limestone for wall, local red pantiles and Welsh slate for roofs), gives the historic core of the town a distinct character and visual cohesion.

3.13 A recurring and distinctive theme in Sleaford's historic townscape, particularly in the area to the north of the study area, is the existence of strongly-defined street frontages punctuated by narrow alleys or access ways between properties or under archways, giving access to rear courtyards or more open land to the rear. This characteristic is evident throughout the north-south spine of the town formed by Northgate and Southgate, in which the narrow alleys form 'ribs' at regular intervals. A typical example of this form of development is at Nags Head Passage, which forms a particularly distinctive feature on the edge of the study area (Plate 15). The townscape quality of this well-used east-west footpath is reinforced by

the school boundary wall along the north side and a terrace of traditional cottages on the south side. The latter are within the study area.

- 3.14 The tight-grained urban character of the town centre falls away noticeably in the southern end of the town centre. The quality of architecture and townscape similarly declines markedly as one enters the study area from the north, particularly on the eastern side of Southgate, which becomes increasingly fragmented and loose-grained as one approaches the level crossing (Plate 16).
- 3.15 A significant proportion of the study area is covered by the Sleaford Conservation Area, which extends over slightly less than half of the northern part of the study area. The extent of the conservation area, with its somewhat irregular boundary, is indicated on Plan 01. The conservation area bisects the lower part of Southgate a short distance to the south of the Handley Monument, and runs down the eastern side of Southgate as far as and including the former cinema. A number of potential key development sites within the study area immediately abut the conservation area. Therefore future redevelopment of these sites, particularly those with a frontage to the lower part of Southgate, e.g. the Turnbull's site, is likely affect the setting of the conservation area.

4.0 SUMMARY OF KEY BUILT HERITAGE CONSTRAINTS AND OPPORTUNITIES

- 4.1 Sleaford contains a rich legacy of historic buildings, including many that are included on the statutory list of building of special architectural or historic interest. Together with groups of unlisted buildings these properties contribute to the cohesive and distinctive townscape that characterises Sleaford's historic core.
- 4.2 The study area centred on the southern end of Southgate contains few buildings of architectural or historic interest. There are only two listed buildings within the study area: The Nag's Head public house, (64 Southgate) and no's. 10-12 Boston Road.
- 4.3 The most prominent and visually distinctive building within the study area is the former cinema dating from 1920. Other buildings that contribute to townscape quality include the buildings on the west side of Southgate, including the banded brick and stone early 20th century former Co-operative building, buildings on the south side Boston Road and the terrace on Nag's Head Passage. These buildings should be retained in any plans to regenerate the area. In the case of the cinema, this might involve retention of just the frontage part.
- 4.4 A number of listed buildings and other buildings that contribute to historic townscape are located immediately adjacent to the study area. These include Kirk's House and buildings on Boston Road to the north, The Pines and its garden to the east, the railway station and signal box to the south, and the former seed warehouses to the west. These buildings should be respected and integrated into any re-development proposals.
- 4.5 The traditional form of development in the historic core of the town stems from the arrangement of narrow mediaeval 'burgage' plots, with properties built hard up against the back of the pavements. Access to land at the rear is provided by regular network of narrow alleys, providing lateral permeability in otherwise solid frontages. There is an opportunity to emulate this pattern of development in the future redevelopment of the study area. In this way there is an opportunity to reinforce the existing townscape character of the town in the southern end of Southgate, whilst creating strong linkages to sites behind the main street frontage.

4.6 Given the above points there is an ideal opportunity to reshape the study area, and to build upon the qualities of the historic centre of the town as a whole. The absence of statutorily protected buildings in the study area means that there are relatively few built heritage constraints within the area, and therefore substantial scope for new development. Great care will however need to be exercised to ensure that this development does not detract the setting of adjacent or nearby historic buildings and the distinctive historic townscape of Sleaford's conservation area. However, sensitively designed new development that is inspired by the best of Sleaford's historic townscape offers the opportunity to substantially enhance the southern approach to the town, and thereby improve the image of the historic core.

Report written by: Philip Grover
Report reviewed by: Roy Lewis
Research done by: Philip Grover and Roy Lewis
Date: February 2009

FIGURES

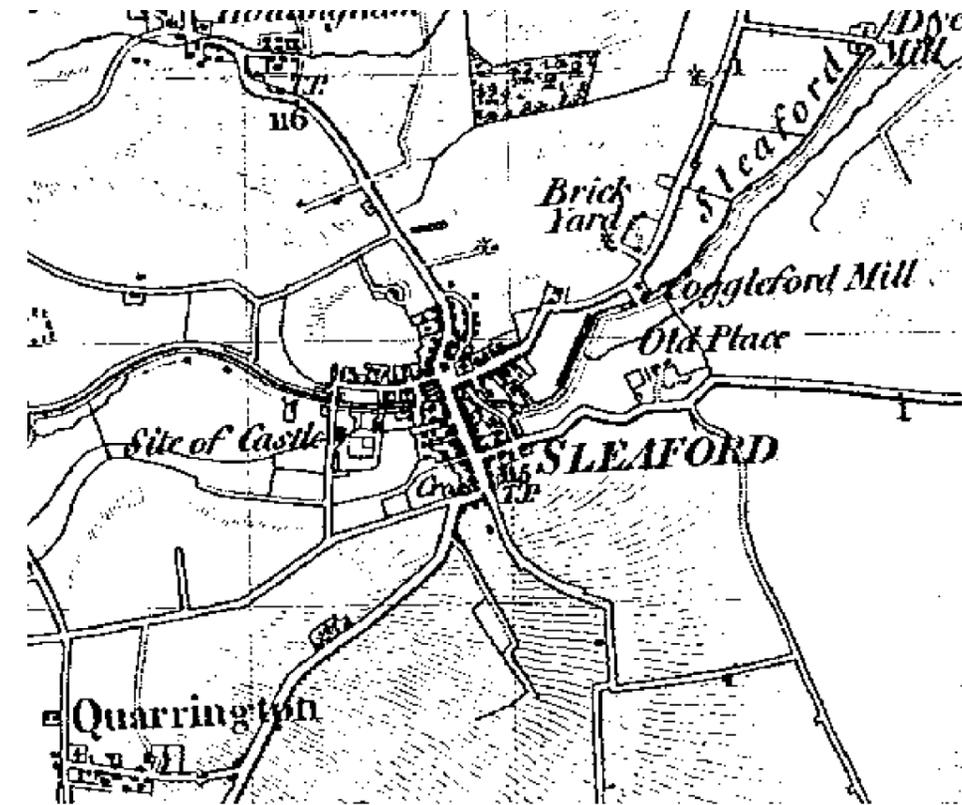


Fig. 1: Ordnance Survey 'Old Series', published 1824 (original scale one inch to one mile; grid lines superimposed)



Fig. 2: Ordnance Survey 'Old Series', published 1824 - with railways superimposed at an unknown date

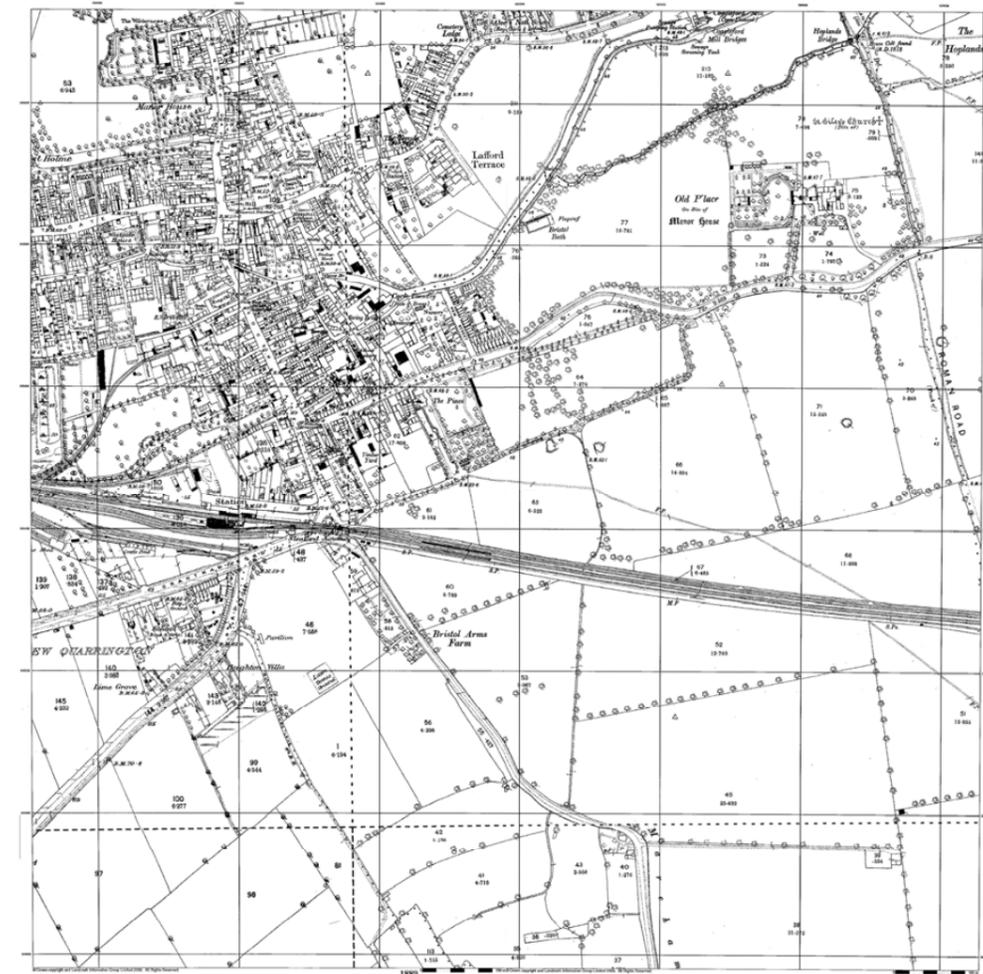


Fig. 3: Ordnance Survey First Edition, published 1889 (original scale 1:2500)

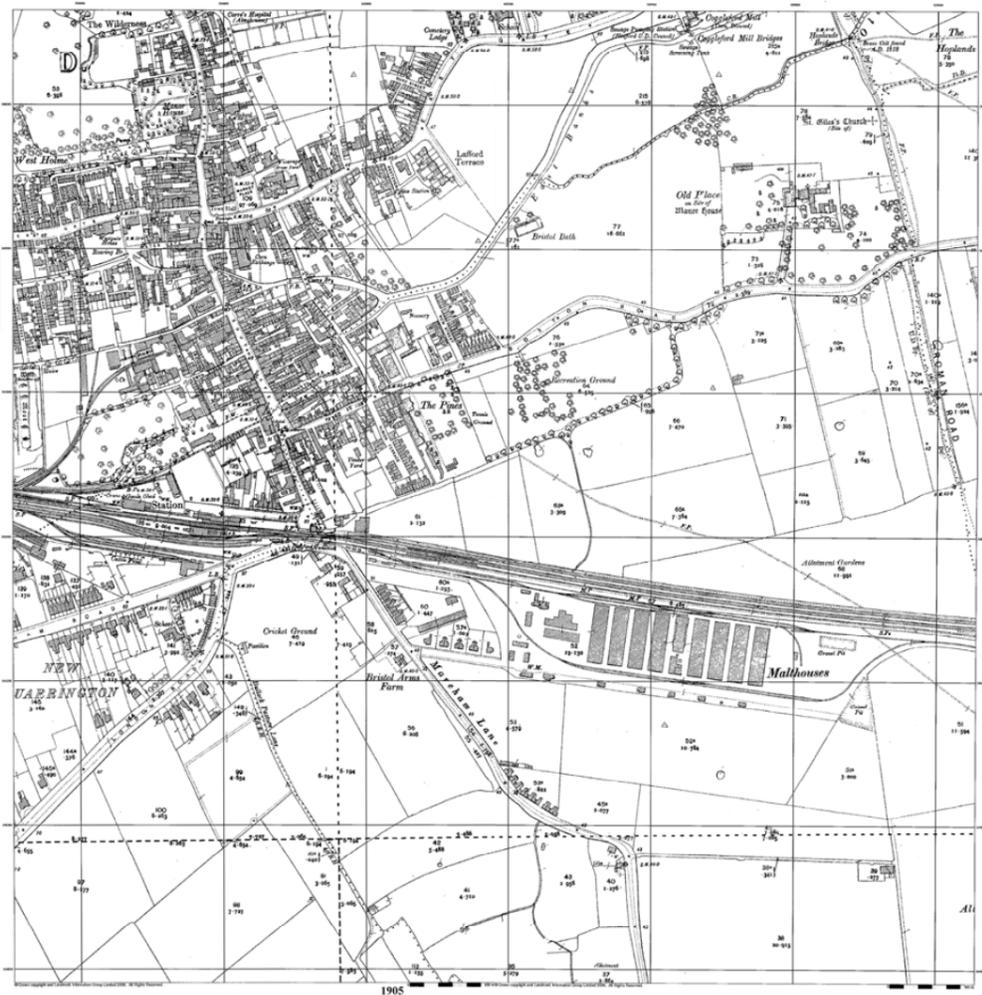


Fig. 4: Ordnance Survey, published 1905 (original scale 1:2500)

PLATES



Plate 1: The Handley Monument, erected 1851 (image source: Dear, 2006)



Plate 2: The Nag's Head, 64 Southgate



Plate 3: 10 and 12 Boston Road



Plate 4: The Handley Memorial



Plate 5: Group on North Side of Boston Road (No's. 7-41)



Plate 6: Group on West Side of Southgate around Kirk's former house (No. 62)



Plate 7: Sleaford Railway Station



Plate 8: The former 'Picturedrome' Cinema



Plate 9: The early 20th Century Former Co-operative Building



Plate 10: Vernacular Revival Building, Southgate (No's 68 & 70 Southgate)



Plate 11: South Side of Boston Road



Plate 12: Former Seed Warehouses



Plate 13: The Pines, Boston Road



Plate 14: The Recreation Ground



Plate 15: Nag's Head Passage

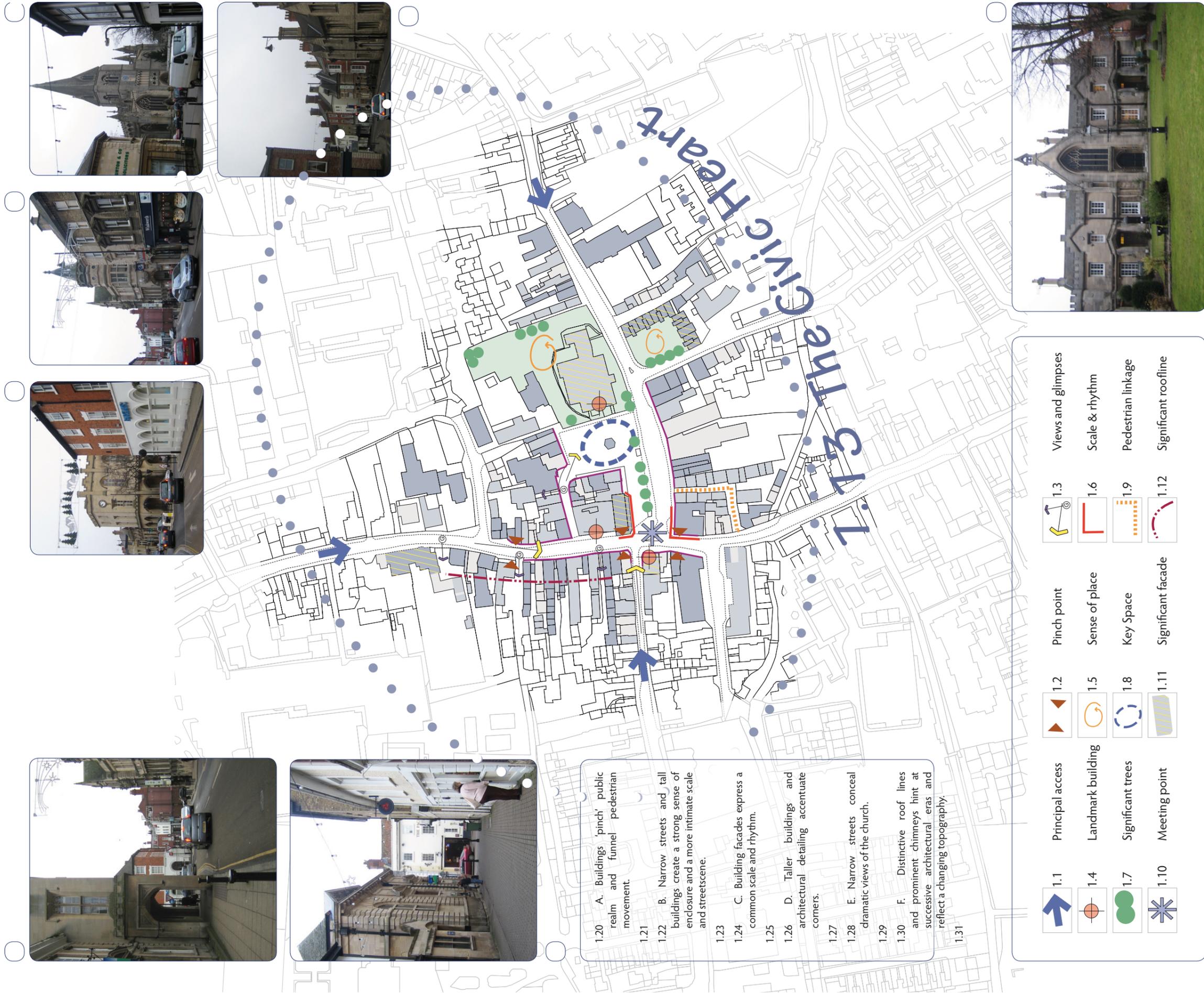


Plate 16: Southern End of South Gate, from the Level Crossing

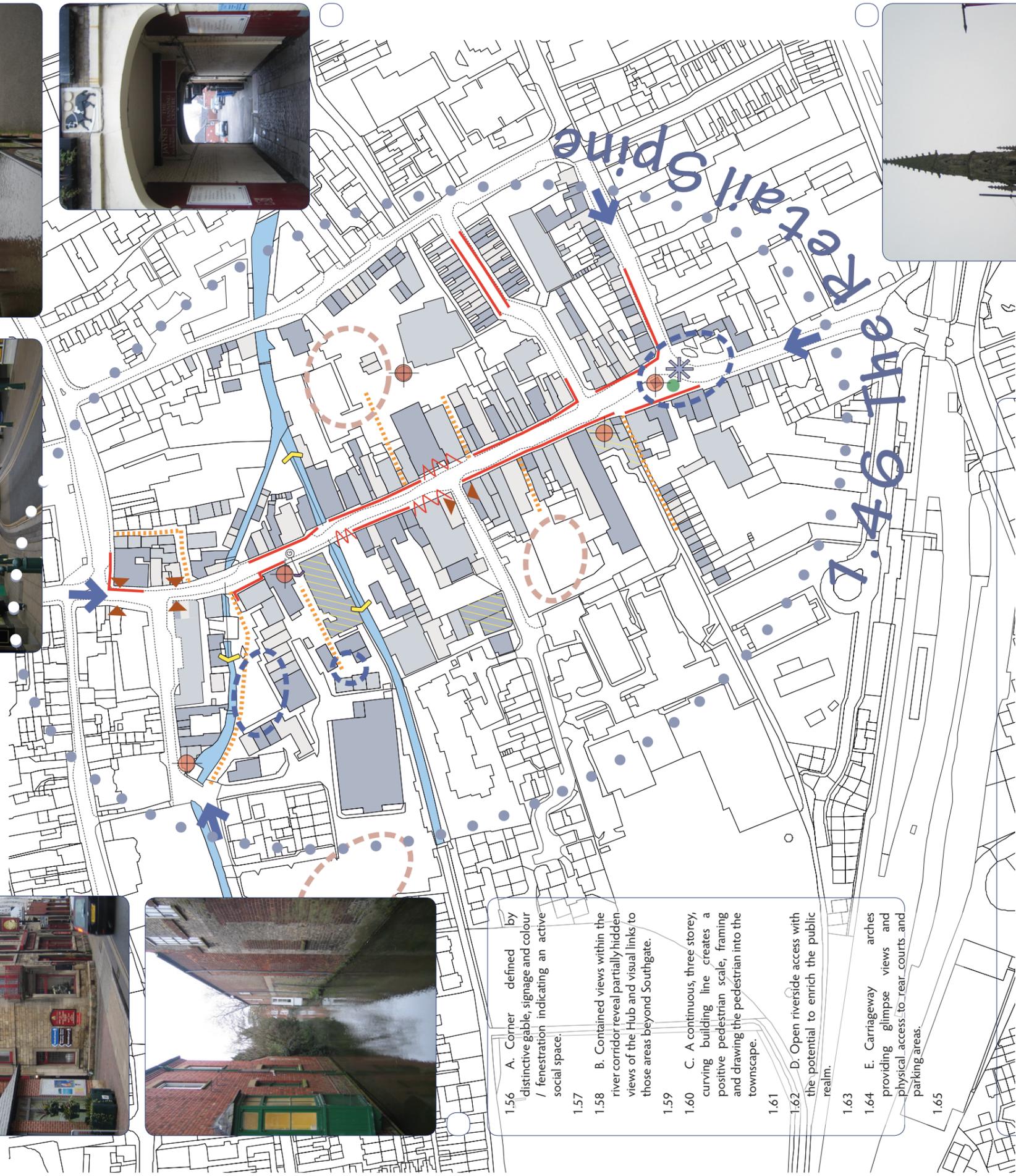
APPENDIX VI :

Urban Design display Boards for Stakeholder Workshop I

Sleaford Urban Design Study



Sleaford Urban Design Study



- 1.56 A. Corner defined by distinctive gable, signage and colour / fenestration indicating an active social space.
- 1.57
- 1.58 B. Contained views within the river corridor reveal partially hidden views of the Hub and visual links to those areas beyond Southgate.
- 1.59
- 1.60 C. A continuous, three storey, curving building line creates a positive pedestrian scale, framing and drawing the pedestrian into the townscape.
- 1.61
- 1.62 D. Open riverside access with the potential to enrich the public realm.
- 1.63
- 1.64 E. Carriageway arches providing glimpse views and physical access to rear courts and parking areas.
- 1.65

	1.33	Principal access		1.34	Pinch point		1.35	Views and glimpses
	1.36	Landmark building		1.37	Sense of place		1.38	Scale & rhythm
	1.40	Significant trees		1.41	Key Space		1.42	Pedestrian linkage
	1.43	Meeting point		1.44	Significant facade		1.45	Significant roofline



APPENDIX VII :

Brief for Stakeholder Workshop I

Sleaford Urban Design Study: Design Workshops

Briefing Note for those stakeholders attending and/or contributing

1. The reasons for the study and approach being taken

1.1 BACKGROUND

1.1.1 A key consideration for the gainful re-use and regeneration of The Maltings is an appropriate road access upgrade. Lincolnshire County Council proposed a new link road, with a new bridge over the railway. This was agreed as a valid approach by the project stakeholders, and was brought forward by North Kesteven District Council [NKDC] as formal Supplementary Planning Guidance, with public consultation. The new link road and site access proposal was subsequently adopted by NKDC as planning policy.

1.1.2 With a feasible alternative railway crossing in prospect Network Rail duly considered and decided, as is their policy and practice for safety and operational reasons, to consequently close the level crossing in central Sleaford. This will mean that after the new link road is in use road traffic will not be able to directly enter Southgate and Station Road.

1.1.3 The new link road and bridge will sustain a link to Boston Road, and as well as supporting the regeneration of The Maltings will also create a direct road access for the re-use of the large vacant Adventa Seeds factory site, on which a new Tesco store has been proposed. Planning applications for the new Tesco store, the ambitious mixed-use redevelopment of The Maltings, and the enabling new link road and bridge, are all currently being processed.

1.1.4 These potential major changes for Sleaford have prompted further thinking by the District Council about the regeneration potential of the southern town centre area, between the railway station and Boston Road along Southgate. Some of the property assets are tired and under used; yet the area is next to or near the above mentioned major new projects, and adjoins a fairly vibrant commercial area of the town centre, and good public transport facilities.

1.1.5 To assess the design-led potential of the southern Southgate area NKDC has commissioned consultant RPS. The study process is founded on two collaborative design workshop events, on 26 January and 24 February, at which a panel of invited delegates will contribute information, ideas and a critical appraisal of the potential design solutions identified by the consultant team.

1.1.6 The study area is shown on the plan overleaf, and extends both sides of Southgate, between Handley Monument and the railway. The area currently includes a mix of residential, commercial and transportation related users. There is also quite a lot of under utilised property.

1.2 THE PROJECT BRIEF

The brief requires the following focus for an urban design study:

- An analysis of the study area per se showing: linkages [for vehicles, cyclists, pedestrians, and visual links too] to and within the town centre; public spaces and places; built and natural character; major attractions; the use and functionality of the land and buildings and access. Potential strengths and weaknesses should be identified.
- An assessment of the potential impact on the study area and vice versa of proposed major changes adjacent to, or nearby, the study area: the new Tesco store; the closure of the level crossing to road traffic; the new link road and bridge over the railway; the re-development of the Maltings and adjoining Albourne land.
- Preparing a set of design criteria that can be used to assess schemes to ensure that the potential of the town centre to evolve and effectively meet the needs of the people of Sleaford and the surrounding communities, and to ensure that the proposed adjacent and nearby major projects, as listed above, properly join-up and add value.

1.3 ASSUMPTIONS

The following assumptions are being made:

- Vehicular access must be maintained to the railway station and the housing beyond Station Road;
- The transport hub adjacent to the railway station will remain as is, but consideration should be given to improvements or enhancements;
- The level crossing will be closed to all vehicular traffic immediately following the opening of the new link road and bridge, but a new pedestrian bridge will be required at or near the station, and the location and design are considerations for the study;
- Pedestrian linkages to and from the new Tesco site, The Maltings, and the railway station will be a vital component of the design brief in relation to access to and from both Southgate and Boston Road;
- The relationships of urban design solutions to the existing built form will be crucial;
- The design guidance will need to reflect the established traditional town centre architecture;
- Ideas should be provided to enhance Monument Gardens;
- There will be no vehicular traffic allowed from either the main Turnbull builders' merchant site or the new Tesco site on to Southgate. Both these sites will have vehicular access from the new link road to the east;
- A suitable future mix of commercial and residential users is envisaged for the study area;
- Leisure uses should be anticipated in particular replacements for the existing night club and former cinema;
- The study should also consider the most appropriate form of land assembly, and how the findings and recommendations should be taken forward and implemented;
- Public consultation is seen as essential, and the requirements of the NKDC adopted Statement of Community Involvement must be met and demonstrated.

1.4 PROGRAMME

The study programme is over 3 months from 8 December 2008. There are essentially six stages:

- Research, and gathering community and stakeholder views and opinions;
- Workshop One on 26 January, and the subsequent production of the baseline report component of the final report;
- Draft design ideas and proposals;
- Workshop Two on 24 February to critically review the draft design recommendations;
- Revisions to the draft recommendations and a client sign-off meeting; and
- Study report.

2. Workop One: contents and programme

2.1 THE EVENT WILL BE FROM 11.00 TO 16.00 HOURS, AT THE HUB, SLEAFORD.

2.2 The number of stakeholders attending is likely to be about 14 to 16 people, representing a good range of public and voluntary sector bodies and agencies. In respect of information about the adjacent and nearby projects such as the new Tesco, this is being communicated in two ways. The promoters of the projects have been invited to submit 'position statements' to explain what is proposed, and how our project brief and aims are seen. Also some of the private property owners have been approached, and will contribute information and ideas direct to the consultant team, which is fair given there are potentially commercial implications.

2.3 THE FOLLOWING WORKSHOP STRUCTURE IS PROPOSED:

11.00 – 11.15 Introductions; check project brief.

11.15 – 12.00 Sleaford town centre future 2010-2020

12.00 – 13.00 Study area facts and issues: issues and opportunities in the study area; an analysis of the perceived strengths and weaknesses; connections to the nearby major projects and getting the best synergies.

13.00 – 13.45 Lunch

13.45 – 14.45 Study area walking tours guided by consultant team [2 groups]:

Group One will consider places, spaces and buildings, and future functions and needs;

Group Two will consider connections to and from the nearby projects, and study area land assembly and implementation.

15.00 - 16.00 Presentations on tour findings and the potential best ways forward.

2.4 The studio at The Hub being used for the workshops is a very suitable space, and wall displays of maps and aerial photographs will be provided. Information on the nearby proposals will be provided using the various planning applications currently with NKDC. All materials will be provided for the workshop such as marker pens, flip charts etc. Various relevant helpful background reports and examples, good and bad, from comparable market towns and regeneration projects will be provided.

3. Stakeholders who will contribute

3.1 Those invited and expected at the workshops are:

North Kesteven District Council

Lincolnshire County Council

Sleaford Town Council

Sleaford BID Group

Chamber of Commerce

Sleaford and District Civic Society

Parish Council Clusters

3.2 Information has been requested from the promoters of the following projects: new link road and bridge; new Tesco; The Maltings; the Albourne site.

3.3 Information has been requested from certain key property owners in the study area, principally Turnbull, Flicks, Royal Mail.

Prepared and issued by RPS Planning and Development on 19 January 09.

Contact: Stephen Miles, Regeneration Director, RPS, Highfield House, 5 Ridgeway, Quinton Business Park, Birmingham, B32 1AF. Email Stephen.Miles@rpsgroup.com; telephone 0121 213 5500.



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KEY:

- 1** Study Area (as per NKDC Brief)
- 2** Aventa Seeds Site (future Tesco Store)
- 3** Albourn Site
- 4** Maltings Site
- 5** Recreation Ground
- 6** Market Square
- 7** Tesco Store
- 8** Railway Station

APPENDIX VIII :

Brief for Stakeholder Workshop II

Sleaford Urban Design Study: Design Workshops

This briefing note for stakeholders attending and/or contributing to workshop 2 is based on the note issued prior to workshop 1. It acts as a summary and aide memoire of the process to date.

1. The reasons for the study and approach being taken

1.1 BACKGROUND

1.1.1 A key consideration for the gainful re-use and regeneration of The Maltings is an appropriate road access upgrade. Lincolnshire County Council proposed a new link road, with a new bridge over the railway. This was agreed as a valid approach by the project stakeholders, and was brought forward by North Kesteven District Council [NKDC] as formal Supplementary Planning Guidance, with public consultation. The new link road and site access proposal was subsequently adopted by NKDC as planning policy.

1.1.2 With a feasible alternative railway crossing in prospect Network Rail are seeking to, for safety and operational reasons, consequently close the level crossing in central Sleaford. This will mean that after the new link road is in use road traffic will not be able to directly enter Southgate and Station Road.

1.1.3 The new link road and bridge will sustain a link to Boston Road, and as well as supporting the regeneration of The Maltings will also create a direct road access for the re-use of the large vacant Advanta Seeds factory site, on which a new Tesco store has been proposed. Planning applications for the new Tesco store, the ambitious mixed-use redevelopment of The Maltings, and the enabling new link road and bridge, are all currently being processed.

1.1.4 These potential major changes for Sleaford have prompted further thinking by the District Council about the regeneration potential of the southern town centre area, between the railway station and Boston Road along Southgate. Some of the property assets are tired and under used; yet the area is next to or near the above mentioned major new projects, and adjoins a fairly vibrant commercial area of the town centre, and good public transport facilities.

1.1.5 To assess the design-led potential of the southern Southgate area NKDC has commissioned consultant RPS. The study process is founded on two collaborative design workshop events, on 26 January and 3rd April, at which a panel of invited delegates will contribute information, ideas and a critical appraisal of the potential design solutions identified by the consultant team.

1.1.6 The study area is shown on the plan overleaf, and extends both sides of Southgate, between Handley Monument and the railway. The area currently includes a mix of residential, commercial and transportation related uses. There is also quite a lot of under utilised property.

1.2 THE PROJECT BRIEF

The brief requires the following focus for an urban design study:

- An analysis of the study area per se showing: linkages [for vehicles, cyclists, pedestrians, and visual links too] to and within the town centre; public spaces and places; built and natural character; major attractions; the use and functionality of the land and buildings and access. Potential strengths and weaknesses should be identified.
- An assessment of the potential impact on the study area and vice versa of proposed major changes adjacent to, or nearby, the study area: the new Tesco store; the closure of the level crossing to road traffic; the new link road and bridge over the railway; the re-development of the Maltings and adjoining Albourne land.
- Preparing a set of design criteria that can be used to assess schemes to ensure that the potential of the town centre to evolve and effectively meet the needs of the people of

Sleaford and the surrounding communities, and to ensure that the proposed adjacent and nearby major projects, as listed above, properly join-up and add value.

1.3 ASSUMPTIONS

The following assumptions are being made for the study:

- Vehicular access must be maintained to the railway station and the housing beyond Station Road;
- The transport hub adjacent to the railway station will remain as is, but consideration should be given to improvements or enhancements;
- The level crossing will be closed to all vehicular traffic immediately following the opening of the new link road and bridge, but a new pedestrian bridge will be required at or near the station, and the location and design are considerations for the study;
- Pedestrian linkages to and from the new Tesco site, The Maltings, and the railway station will be a vital component of the design brief in relation to access to and from both Southgate and Boston Road;
- The relationships of urban design solutions to the existing built form will be crucial;
- The design guidance will need to reflect the established traditional town centre architecture;
- Ideas should be provided to enhance Monument Gardens;
- As part of the new Tesco proposals, vehicular access has been accommodated for any new development on the Turnbills site;
- A suitable future mix of commercial and residential users is envisaged for the study area;
- Leisure uses should be welcomed / acceptable for the existing nightclub and former cinema;
- The study should also consider the most appropriate form of land assembly, and how the findings and recommendations should be taken forward and implemented;
- Public consultation is seen as essential, and the requirements of the NKDC adopted Statement of Community Involvement must be met and demonstrated.

1.4 PROGRAMME

The study programme is over 6 months from 8 December 2008. There are essentially six stages:

- Research, and gathering community and stakeholder views and opinions;
- Workshop One on 26 January, and the subsequent production of the baseline report component of the final report;
- Draft design ideas and proposals;
- Workshop Two on 3rd April to critically review the draft design recommendations;
- Revisions to the draft recommendations and a client sign-off meeting; and
- Study report.

2. Stakeholders

2.1 Those invited and expected at the workshops are:

North Kesteven District Council
Lincolnshire County Council
Sleaford Town Council
Sleaford BID Group

Chamber of Commerce
Sleaford and District Civic Society
Parish Council Clusters
Landowners

2.2 Information has been requested from the promoters of the following projects: new link road and bridge; new Tesco; The Maltings; the Albourne site.

2.3 Information has been requested from certain key property owners in the study area, principally Turnbull, Flicks, Royal Mail.

3. Workop One: contents and programme

3.1 THE EVENT WAS HELD FROM 11.00 TO 16.00 HOURS, AT THE HUB, SLEAFORD.

3.2 Eleven stakeholders attended representing a good range of public and voluntary sector bodies and agencies. Adjacent and nearby projects such as the new Tesco, submitted 'position statements' to explain what is proposed, and how our project brief and aims are seen. Also some of the private property owners were approached, and contributed information and ideas direct to the consultant team.

3.3 THE FOLLOWING WORKSHOP STRUCTURE WAS FOLLOWED:

11.00 – 11.15 Introductions; check project brief.

11.15 – 12.00 Sleaford town centre future 2010-2020

12.00 – 13.00 Study area facts and issues: issues and opportunities in the study area; an analysis of the perceived strengths and weaknesses; connections to the nearby major projects and getting the best synergies.

13.00 – 13.45 Lunch

13.45 – 14.45 Study area walking tours guided by consultant team [2 groups]:

Group One considered places, spaces and buildings, and future functions and needs;

Group Two considered connections to and from the nearby projects, and study area land assembly and implementation.

15.00 - 16.00 Presentations on tour findings and the potential best ways forward.

4. Workshop Two: contents and programme

4.1 THE EVENT WILL BE FROM 11.00 TO 16.00 HOURS AT THE HUB, SLEAFORD.

4.2 The event format will be similar to Workshop One, including a guided walking tour of the study area.

4.3 The purpose of Workshop Two is to consider and review some draft urban design proposals prepared by the consultant team following Workshop One. These proposals are at two levels:

For the full study area, and connections with adjacent and nearby town centre localities and the proposed new Tesco, Link Road and Maltings re-development;

And within the study area some localities where getting the right urban design solutions will be crucial for regeneration and future vitality.

Continued...



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KEY:

- 1** Study Area (as per NKDC Brief)
- 2** Avanta Seeds Site (future Tesco Store)
- 3** Albourne Site
- 4** Maltings Site
- 5** Recreation Ground
- 6** Market Square
- 7** Tesco Store
- 8** Railway Station

4.4 At the conclusion of Workshop One a number of key aims and assumptions were recorded. This output has for the purposes of the study guided the consequent urban design analysis, creative thinking and the resulting draft proposals. The agreed aims and assumptions for the study area future were :

- a) Proposed new Tesco, Link Road, and Maltings projects will all happen in due course, in line with the current submitted proposals;
- b) There is greater residential potential in the town centre for more dwellings. These would contribute to the District's housing requirements;
- c) That further and appropriately configured comparison retail space should be created to encourage quality and choice;
- d) The level crossing will close when the new link road is open, and a conveniently located new cross railway footbridge will be built;
- e) Study area parking provision will be for the direct use of the study area, not the wider town centre, and the amount provided will be an incentive for modal shift from the car;
- f) Developments in the study area should relate very well to the existing townscape and particular buildings and spaces of merit, but 'pastiche' architecture will be discouraged;
- g) The 'centre of gravity' of the town centre will move south as improvements happen in the study area;
- h) The study area presents an opportunity for significant new commercial development and community facilities, including leisure, retail, a modest amount of office space, and possibly a new hotel;
- i) The study area must provide an imposing 'gateway' to the town centre;
- j) Study area improvements should not be an 'own goal' that harms the vitality of adjacent and nearby town centre area, notably the Market Place and High Street – this implies regeneration actions for those localities too; and
- k) Pedestrian links will be improved and encouraged, especially east-west across the study area, strongly linking new Tesco to the rail/bus/taxis hub, and reflecting the ancient alleys between Southgate and the back lands.

4.5 THE FOLLOWING WORKSHOP STRUCTURE IS PROPOSED

- 1100 – 1115 Introductions; confirm the Workshop One outputs as a set of agreed aims and assumptions.
- 1115 – 1145 Draft urban design proposals presentation: full study area and wider connections; crucial sub-areas.
- 1145 – 1230 Reaction and discussion
- 1230 – 1315 Working lunch
- 1330 – 1445 Study area walking tours [in two groups led by consultants]
- 1500 – 1600 Feedback from tour findings; implications for the draft urban design proposals; agree what revisions are required.

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Contact: Stephen Miles, Regeneration Director,
 RPS, Highfield House, 5 Ridgeway,
 Quinton Business Park, Birmingham, B32 1AF.
 Telephone 07791 516995



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