



ARU



North Kesteven
DISTRICT COUNCIL



Sleaford Masterplan - Town Centre Refresh

Summary of Approved Strategy

August 2022

Team

ARUrbanism

steer



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Glossary

NKDC - North Kesteven District Council

LCC - Lincolnshire County Council

NPPF - National Planning Policy Framework

PGG - Planning Practice Guidance

LPA - Local Planning Authority

CLLP - Central Lincolnshire Local Plan

PD - Permitted Development

SESRR - the South East Sleaford Regeneration Route

CWNP - Cycling and Walking Network Plan

CAA - Conservation Area Appraisal

Executive Summary

Introduction

Sleaford has benefited from significant changes as a result of the Sleaford Masterplan, prepared in 2011. These changes have included: the delivery of two major sustainable urban extensions to provide much needed housing; the release of land for employment at Sleaford Moor Enterprise Park; and, major highways infrastructure works including two junction improvement schemes. Within the town centre there are also several major initiatives underway which will result in further positive change. This includes progressing: the Market Place public realm improvement scheme; the Heart of Sleaford development scheme; development of streetscape improvement ideas for key streets; and, signage which will aid navigation for people walking and people driving.

However the context within which the masterplan was developed has changed in the intervening ten years, within Sleaford, Lincolnshire, and nationally. Moreover, the COVID-19 pandemic has impacted town centres everywhere, and Sleaford is not an exception. In light of this, North Kesteven District Council (NKDC) commissioned the Sleaford Masterplan Refresh (SMR) study, to take a fresh look at the town centre area of the 2011 masterplan.

This report presents a summary of this study. It provides a new bold vision for Sleaford. It presents a range of exciting improvement opportunities identified by the study team which collectively can deliver a bright future for the town centre. These range from smaller, quick-delivery interventions, through to ambitious - yet deliverable- strategic projects.

Study Background

The 2011 Sleaford Masterplan set out important aspirations for change across Sleaford, encompassing significant development opportunities, public realm improvements, and a range of transport interventions. The masterplan included an in-depth look at the town centre with a range of specific proposals for regenerating it and encouraging footfall and vitality.

The SMR study has reviewed the current performance of the town centre in light of COVID-19 impacts and the intervening ten years since the original masterplan, and considered how the original masterplan could be updated or amended as a result.

The outputs of the SMR study are a new vision and objectives for the masterplan, and high-level concepts for physical change in the town centre, including a number of potential development sites identified by NKDC. The intention is that the concept proposals in this document can form the basis for preparing subsequent funding bids, and as a high-level brief to guide future project development.

This report is a condensed version of a more comprehensive report from May 2022.

Vision and Project Bank

The vision for Sleaford is for it to be a thriving and confident place, where transformational change in the town centre has delivered an attractive, well-loved, and bustling heart with a keen sense of history and identity.

The design team has identified a 'project bank' to deliver this vision. The project bank is a portfolio of interventions that have been identified in support of the vision and design themes. These interventions respond to issues and opportunities raised by the team's baseline assessment and stakeholder engagement.

Projects are wide-ranging in nature, scale, delivery timeframe, complexity, and funding requirements. E.g. ranging from art installations on blank walls through to a new pedestrian promenade along the River Sleas and new public spaces, with much else besides.

Opportunity Sites

The projects in the project bank complement and support concept proposals that the design team has developed for twelve specific opportunity sites. These are described via high-level concept plans and description covering: the nature of development or improvement; the main land uses envisaged; access and connections for vehicles and pedestrians; suggested building typologies (where relevant); and, areas of public space and approach to public realm improvements.

Amongst others, the proposals include:

- Creating a major new informal public space in Money's Yard which celebrates the River Sleas and the mill tower, and which is activated by new town centre uses including a new cinema.
- Development of land around the station for additional housing and town centre uses, with a new pedestrian and cycle bridge connection over the railway, station access improvements and a major new public space.
- A fresh approach to the Advanta seeds site prioritising residential development for different sectors, plus new green spaces and walking and cycling connections.
- Improvements to Castle Field to showcase its unique heritage and enhance access and amenity, making it feel part of the town centre.

Next steps



Ultimately, this document will help NKDC and its partners deliver improvements which support the reinvigoration of the town centre, benefiting not only Sleaford but the wider district and beyond. Key next steps to maintain momentum and catalyse change are:

- Progress short timescale and quick win projects as soon as feasible where funding is available for project design and delivery.
- Prepare design briefs for longer term, larger scale and more complex projects which will require feasibility work, and commission any necessary surveys to support feasibility design development.
- As and when funding becomes available seek to procure designers to undertake this work.
- Identify a town centre improvement champion within NKDC or another organisation to help drive delivery, liaise with businesses and the general public about projects, and ensure the design approach for individual projects is consistent with overall vision.

Sleaford Town Centre

1:4000

Key:-

-  Town Centre Boundary
-  Opportunity Sites outside of Town Centre

1. View of The Handley Monument and Southgate
2. Sleaford Station forecourt
3. Entrance to Bristol Arcade
4. Market Place and St Denys' Church
5. View along the river
6. Money's Yard and Mill



1.0 Introduction



1.1 Background

A strategic masterplan was developed in 2011 for Sleaford, North Kesteven. The masterplan set out important aspirations for change across Sleaford, encompassing significant development opportunities, public realm improvements, and a range of transport interventions. The masterplan included an in-depth look at the town centre with a range of specific proposals for regenerating it and encouraging footfall and vitality.

The context within which the masterplan was developed has changed in the intervening ten years, within Sleaford, Lincolnshire, and nationally. Moreover, the COVID-19 pandemic has impacted town centres everywhere, and Sleaford is not an exception.

In light of this, North Kesteven District Council (NKDC) commissioned the Sleaford Masterplan Refresh (SMR) study, to take a fresh look at the town centre area of the 2011 masterplan. The aim of the study was to review this area in light of the impacts of COVID-19 and the intervening ten years since the original masterplan, and consider how the original 2011 masterplan could be updated or amended as a result.

The outputs of the SMR study are a new vision and objectives for the masterplan, and high-level concepts for physical change in the town centre, including a number of potential development sites identified by NKDC. The intention is that the concept proposals in this document can form the basis for preparing subsequent funding bids, and as a high-level brief to guide future project development.

This report is a condensed version of a more comprehensive report from May 2022. The original version includes additional information, namely:

- Baseline analysis of Sleaford covering urban design, movement, planning, and retail considerations.
- Summary of stakeholder engagement undertaken.
- A comprehensive description of the project bank of potential interventions.

1.2 Project team


















This work has been undertaken by a team led by AR Urbanism working in collaboration with Steer and Urban Shape.

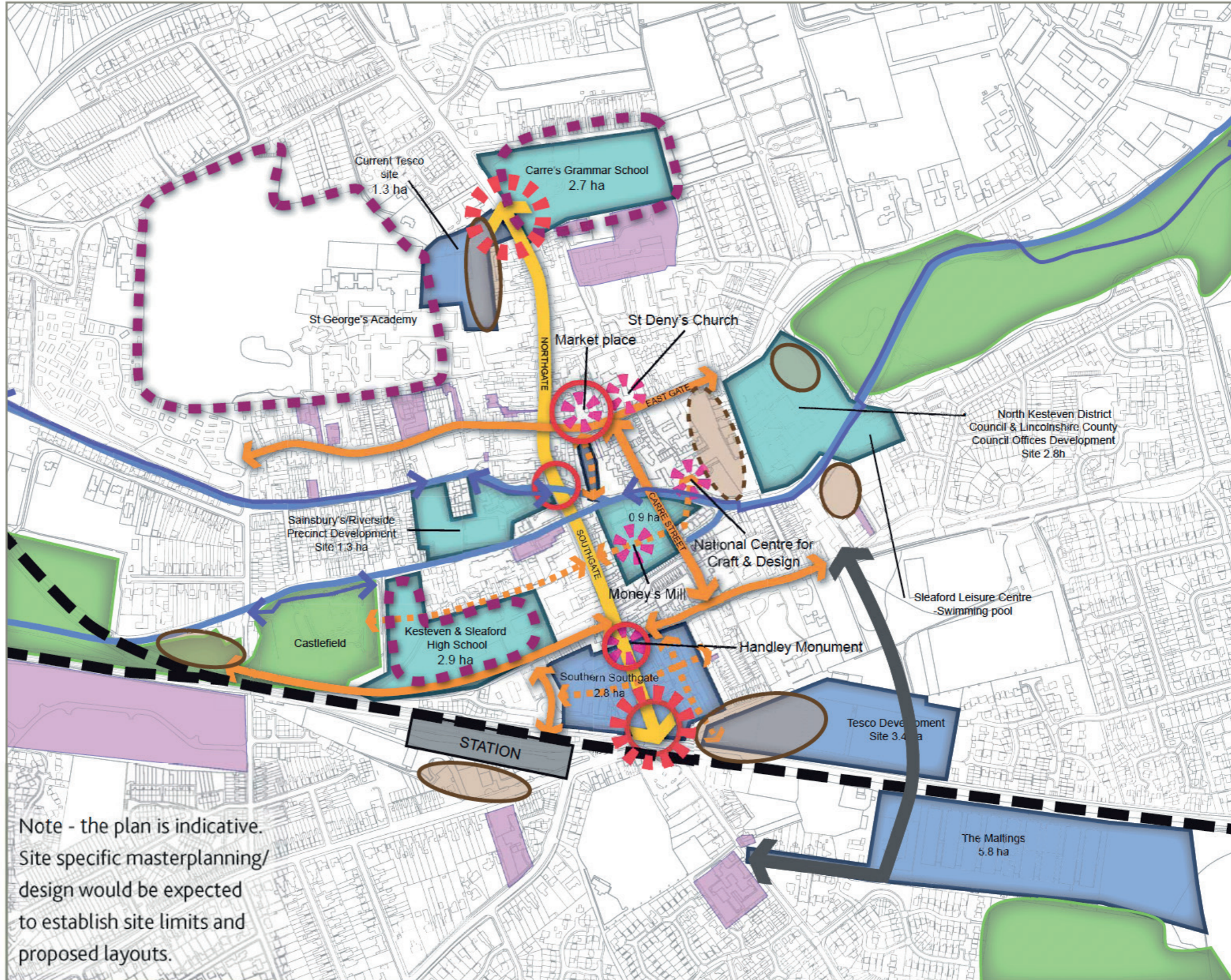
1.3 Report Structure

Following this introduction the report is as follows:

- **Chapter 2 Background** - This sets the context with background to this study, and summarising key strengths, weaknesses, opportunities and threats related to the town centre, as identified through baseline analysis studies.
- **Chapter 3 Vision and Design Themes** - This sets out an aspiration for how Sleaford could transform by defining the direction for growth and change
- **Chapter 4 Project Bank** - This summarises the range of short- and long-term interventions and strategies that have been identified to support the vision and design themes, giving direction and specificity to town centre regeneration.
- **Chapter 5 Development Sites Proposed Concepts** - This sets out high-level conceptual proposals for a number of key development sites in the town centre, to be delivered incrementally in line with the Vision and Design Themes.

Town centre proposals (source: Sleaford Masterplan, 2011)

- Key**
-  Key Public Space
 -  School Site
 -  Ongoing Development Site
 -  Potential Development Site
 -  Potential Housing Sites
 -  Perimeter Car Parks (inc. Blue Badge)
 -  Blue Badge Parking
 -  Landmark
 -  Key Gateway
 -  Green Wedge
 -  Waterways
 -  Waterside walkway
 -  Link Road
 -  Pedestrian Focused Core 'The High Street'
 -  Pedestrian Focused Core 'Links'
 -  Proposed Links
 -  Railway Line



Note - the plan is indicative.
Site specific masterplanning/
design would be expected
to establish site limits and
proposed layouts.

2.0 Background

2.1 Sleaford Masterplan, 2011

Selected illustrations extracted from the 2011 masterplan are shown opposite. The text below captures the main issues and interventions that the masterplan addressed, summarised by topic.

Development

- Deliver a major redevelopment of the former Advanta Seeds site by Tesco, as a new superstore, with associated link road (see below), thereby creating a new retail anchor to help regenerate the southern part of Sleaford town centre.
- Further promote the regeneration of the southern town centre through the Southern Southgate redevelopment, with retail-led mixed use that brings more activity and also improves the appearance of the area as a gateway into the town centre.
- Redevelop the Riverside Precinct and the adjacent Sainsbury's site to create an anchor leisure use and improved riverside setting, with a high street frontage onto Southgate. Potential uses mentioned include cinema, sports leisure and hotel, and riverside public amenity space.
- Transform Money's Yard into a new attraction with infill development including cafés and retail that activates a new square around Money's Mill, and links to the National Centre for Craft & Design (the Hub).
- Carre's Grammar School and Kesteven and Sleaford High School to relocate to a single combined site on the edge of the town to help grow capacity for both schools, and release the land for residential development, in doing so removing two major sources of traffic generation and congestion in the town centre.
- Restore and bring back into use the Corn Exchange, the derelict appearance of which undermines the vibrancy of Market Place.

Public realm

- Reduce the traffic dominance along Southgate (see transport section below) and create a high quality pedestrian-focused street environment. This should allow flexibility to permit full closure to traffic at times, while also facilitating essential servicing and access.
- Improve public spaces and create high quality settings for the town centre's assets, starting with Market Place and its junction with Southgate to transform this from a car park to a plaza that celebrates adjacent heritage and provides a place for the market and sitting out space for businesses.
- In addition to Money's Yard and Market Place the Masterplan also propose a new shared surface square as part of the Southern Southgate redevelopment, and improvements of focal points including the Handley Monument, and making more of the River Sle.

Transport

In regards to transport-related issues and interventions, the Masterplan strategic proposals aimed at relieving congestion in the town centre. These proposals were to:

- Deliver a new link road over the railway as part of the Tesco redevelopment site, which would serve the site as well as address issues of congestion caused by the railway level crossing and help take traffic from the town centre
- Improve and promote alternatives to private car usage including new and improved cycling routes, and improving bus services with more reliable and frequent journeys
- Introduce a series of measures to improve connections and town centre services with a view to providing a service centre for surrounding villages and communities

- Reposition and rationalise car parking, strategically locating car parks on the radial approaches to the town so that they are within walking distance of the centre and its retail offer
- Introduce a Parking Strategy that prevents parking in inappropriate locations around the town
- Promote the use of the A15 and A17 bypasses as the primary routes when moving around Sleaford
- Introduce access restrictions to Sleaford centre
- Reconfigure the town centre's one-way system to two-way where possible
- Introduce an east-west link across the town to overcome current congestion and to refresh town centre leisure and tourism provision, join the town centre to green wedges and break existing barriers to movement
- Introduce a Delivery/Servicing Strategy for the centre of Sleaford
- Review and provide a coordinated signage strategy to promote use of the bypass routes, and also enhance pedestrian wayfinding.

Status of the Masterplan proposals

Wider Sleaford

Within the wider Sleaford area, significant aspects of the 2011 Masterplan have been delivered, including:

- Two major sustainable urban extensions to Sleaford providing much needed housing for the district.
- Supporting the release of new land for employment at Sleaford Moor Enterprise Park.
- Major highways infrastructure works including two junction improvement schemes to support access to these sites and use of the strategic road network as a town centre bypass.

Town Centre Improvement Projects

Within the town centre itself, a significant amount of work has been done to develop a number of projects, various of which are in the process of being implemented, including:

- A concept design has been developed for the Market Place public realm improvement scheme, and is ready to be taken to the next design stage once funding is secured.
- The Corn Exchange frontage has been restored, and the site behind it is subject to ongoing discussions as part of the Heart of Sleaford project. A cinema operator has indicated they are interested in providing a cinema within town centre.
- Streetscape improvement ideas have been developed for key streets including Southgate and Carre Street.
- A signage strategy has been developed for highways traffic and pedestrian movement, which will be implemented in the near future.

Advanta Seeds Site

The Advanta Seeds site redevelopment with associated link road formed a key part of the 2011 Masterplan. This was well advanced in terms of design and planning, but was a victim of Tesco's nation-wide review of its development pipeline. The development will not take place as envisaged, and the link road will not be delivered.

2.2 Understanding Sleaford town centre in 2022

Context and conditions analysis

The SMR study was initiated in early 2022, starting with a review of relevant national, regional, and local planning policy. In parallel with this the team also reviewed national trends affecting town centres generally, including the evolving role of town centres, impacts of COVID-19, and changes in planning legislation.

An in-depth analysis of town centre conditions was undertaken including reviewing:

- Diversity of retail and other town centre uses
- Townscape, landscape, and related urban design considerations
- Transport infrastructure and movement considerations

This was supplemented by a review of opportunities and constraints pertaining to twelve specific development opportunity sites as identified by NKDC.

The detail of this work is included in the full SMR report.

Engagement activities

The review work was supplemented with engagement with stakeholders and members of the public.

The objectives of the engagement were to: make people aware of the SMR project; uncover local aspirations for Sleaford Town Centre; and, identify changes that have occurred since the 2011 Masterplan including those brought by the pandemic.

Engagement activities undertaken included:

- An online workshop with a range of stakeholders
- One-to-one meetings and telephone conversations with selected stakeholders
- An online questionnaire

The Stakeholder Workshop was attended by the local business stakeholders and representatives of the local groups, who were invited to participate in the event via email.

The online questionnaire was promoted on the NKDC's website, via email invitations sent to stakeholder groups and flyer distribution.

The feedback from these activities informed the team's understanding of Sleaford Town Centre and its surroundings. It helped confirm and extend the team's knowledge of issues and opportunities and then shape the proposed design strategies and interventions.

The detail of the engagement activities is included in the full SMR report.

2.3 SWOT analysis

The table opposite summarises the strengths, weaknesses, opportunities and threats (SWOT) that were identified via the context and conditions review, and engagement activities.

Strengths

- Significant areas of **land available** for development
- Council ownership of some opportunity sites; potential for proactive change which catalyses wider regeneration
- Opportunity sites are well-located in terms of proximity to the town centre and are generally accessible from the wider street network and existing pedestrian connections
- Substantial **recent residential development** completed in wider Sleaford area, presenting local catchment that can be drawn more into town centre
- Vacancy rate consistent with the national average in 2020, and set to fall with some new occupiers in the near future
- Proportion of convenience goods operators has remained relatively static since 2011 and overall Sleaford is served well with evidence of ‘over-trading’
- The proportion of comparison goods operators is broadly in line with national average
- Leisure service operators have grown in both number and proportion, and provides a good balance of types
- Recent **Hub improvements** have turned it into more of a focal point and activity generator than it was previously
- Chartered market town with a **market** present
- **Schools** on the edge of the town centre provide activity and generate footfall to local businesses
- Significant **heritage assets** within and on the edges of the town centre (including Castle site) which provide interest, identity and could be used to strengthen sense of place
- Relatively consistent building line and building heights in the town centre (notably Southgate) provide a good sense of enclosure and visual cohesiveness to the townscape
- Various features act as **landmarks**; Handley Monument, St Denys’ Spire, Money’s Mill, and Bass Maltings
- The CAA identifies **five clear character areas** within the town centre which can inform masterplan proposals
- **River Slea** and the Nine Foot Drain provide visual interest and amenity as well as supporting local biodiversity
- Various town centre sites are home to a number of mature **trees**, and may contribute to local biodiversity
- **Highways improvements** to the Holdingham Roundabout and Rugby Club junctions have alleviated congestion and improved access from the north of the town
- Compact, flat nature of Sleaford Town Centre, with key services and amenities located at the town core makes it **highly suitable for walking and cycling**
- **Ginnels or jitties** provide access to various yards and spaces for pedestrians
- Higher than average walking and cycling mode shares, showing propensity to active travel if made possible
- Recently installed more/better cycle parking facilities
- Proposed formalisation of residential parking standards in the 2021 Draft Local Plan, including emphasis placed on EV charging infrastructure

Weaknesses

- Most recent residential **development is on the edges of Sleaford**, and new residents may tend to travel to other towns in preference to visiting Sleaford Town Centre
- Proportion of **comparison goods businesses** has seen a significant drop
- Below average proportion of **leisure** service operators
- Surveys indicate that a high proportion of spend already goes to other towns in the wider area
- Current **market** offer is very poor
- There are few facilities or **amenities for families and young people** within the town centre
- Town centre **deficient in green spaces**, and links to the wider landscape framework inadequate
- **Castle Field is inadequate as a green space**, and celebrating this key piece of heritage within the town
- Few trees and/or other planting within the town centre
- Heritage assets and attractions **not easy to find or access**
- **Public realm quality** is generally poor in terms of visual quality and provision of amenities
- The **railway and level crossing** creates major severance from the south
- The **one-way system** of Southgate, Eastgate, Carre Street, Boston Road results in longer trips for vehicles traversing the town centre, and the width of these streets makes it difficult to revert to two-way working
- The **quality of Southgate** is poor in terms of place quality, with little well maintained landscaping, street trees, seating, and signage, and parking is often poorly accommodated
- The **sense of arrival at the railway station** is underwhelming due to poor public realm and uses immediately opposite the station
- Much of the town centre falls classed as **Flood Zone 3** areas due to presence of River Slea
- **Poor pedestrian network and fragmented cycle network**, with highway space dominated by the private car
- Failure to complete the delivery of street and route improvements from previous studies means pedestrians and cyclists suffer from **poor quality connections** which undermines aspirations for behaviour change
- Town centre **congestion** combined with a lack of a secondary north-south route and SESRR link road plans introduced in the 2011 Masterplan unlikely to happen
- Centrally located car parks causing congestion in the town centre due to circulating traffic
- **Poor frequency of public transport services, combined with poor physical public transport infrastructure** (no dedicated bus station, poor waiting facilities and physical passenger information, inaccessible railway station)
- Inadequate highway, pedestrian and cycle **signage**

Opportunities

- Development **opportunity sites** offer strong potential to introduce more activity and bring vitality to the town centre if handled appropriately
- National trends suggest the role of town centre retail is still relevant and important, but town centres also need to become areas in which people live, work and spend their **leisure** time
- Customers using online retail are increasingly interested in **click and collect**, which can act as a footfall generator and research shows consumers often make additional purchases when collecting
- Nationally, leisure spend is expected to grow more strongly than retail and remain strong, leisure uses are therefore likely to remain a valued and relevant part of our town centres in the future
- Although the future of the **cinema** industry remains uncertain the provision of a cinema in Sleaford remains relevant and is a key opportunity to strengthen and diversify the town centre
- The **market** presents an opportunity to be revitalised and reinvented
- Covid-19 pandemic providing opportunities for more leisure and recreation users and uses in the town centre
- Potential increase in homeworking and flexible working arrangements likely to reduce the number of car drivers
- The long-term relocation of the two grammar schools will remove major source of traffic **congestion**
- Car parking occupancy below requirements, allowing for reallocation of car parking space to other uses
- Existing **pedestrian connections**, such as ginnels and river footpaths, could be improved and enhanced as a network of informal routes to encourage exploration
- Consultants appointed to improve **wayfinding**
- Ongoing discussions with cinema operator to bring cinema to the town centre
- Making more of existing connections within the urban fabric to **knit the commercial core west and east**
- Enhancements to **heritage assets** to improve appearance and attractiveness of town centre
- **Castle Field** to be promoted as town centre asset through connectivity improvements, plus leisure and educational opportunities
- Reconnect to the **riverside**, creating new areas of or activity, continuous riverside walk and new and improved links with the River to make the most of this natural asset
- **Greenery and pocket green spaces** to enhance attractiveness and sustainability of town centre, responding to climate and COVID-19 challenges
- Redevelopment of **Lincolnshire County Council offices**
- **Boston Road to Eastgate link road** to relieve congestion

Threats

- **Evolving role of town centres** generally has been exacerbated by the pandemic, with more emphasis on leisure and experience rather than retail
- Accelerated growth of **online retail** for home delivery may reduce footfall in town centres, despite interest in click and collect
- Retailers face challenges of high costs and rents resulting in many high street closures in recent years across the country, and it is predicted that the fall-out of the pandemic will result in further closures
- **Economic trends** suggest GDP growth to remain on slower trajectory for near future
- The lack of delivery of previously proposed town centre projects has created inertia or scepticism around delivery
- The long-term **relocation of the two grammar schools** will reduce activity in the town centre, and potentially make it less diverse in terms of age cohorts
- Changes to operation of the **level crossing** resulting in longer down time of the barriers will cause more severance for all road users, and may add to congestion
- Tesco ownership of **Advanta Seeds site** means that redevelopment of this major area of land is reliant on them bringing it forward or selling the land
- Uncertainty about **Heart of Sleaford project**
- **Flexible working arrangements for large organisations** (e.g. County Council and Interflora) may remain as we emerge from the COVID-19 pandemic, and workers continuing with more flexible modes of working which impacts on town centre businesses
- **Climate change** likely to mean watercourses more prone to future flooding in the local area
- SESRR plans and related Advanta Seeds site car park proposal not going ahead which means proposed perimeter car park spaces will need to be redistributed
- The non-delivery of alternative or improved level crossings (SESRR and the railway station pedestrian and cycle bridge) means that renewal of the town centre still threatened by the separation of the southern part of town and congestion caused by the level crossing
- **Reductions in public transport service frequencies** resulting from Covid-19 likely to remain in place in the future given lower public transport demand post-pandemic and difficulties with finding staff, negating the benefits of new services introduced as part of the 2011 Masterplan proposals
- The relocation of the grammar schools could reduce footfall and vibrancy of town centre

3.0 Vision

3.1 Vision Statement

The SWOT and supporting analysis and engagement informed the identification of an overarching vision statement for improving Sleaford Town Centre.

A vision statement is a road map, expressing both the desired outcome for a place, and setting transformational initiatives by defining a direction for growth or change.

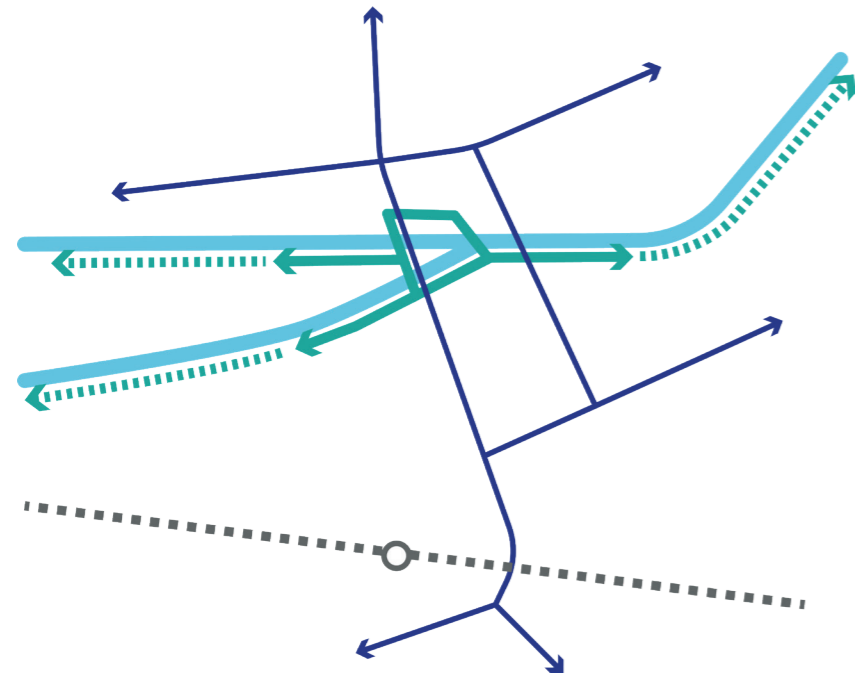
The proposed vision statement for future Sleaford is to the right. The following page articulate the vision as a series of six design themes. These derive from and support the vision statement.

The themes have informed the subsequent development of the project bank and proposals for the development opportunity sites.

Sleaford is a thriving and confident place, where transformational change in the town centre has delivered an attractive, well-loved, and bustling heart with a keen sense of history and identity

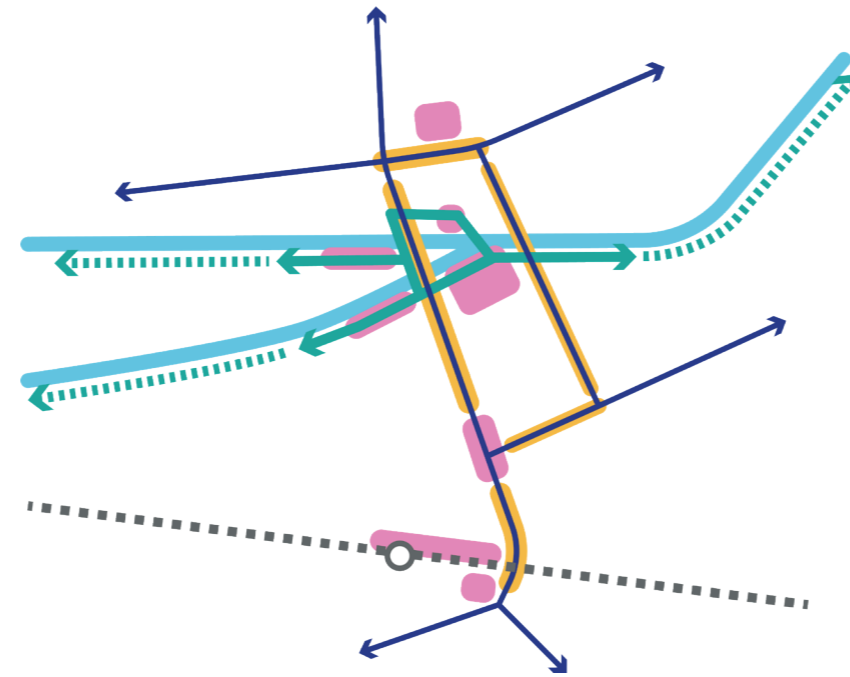


3.2 Design Themes



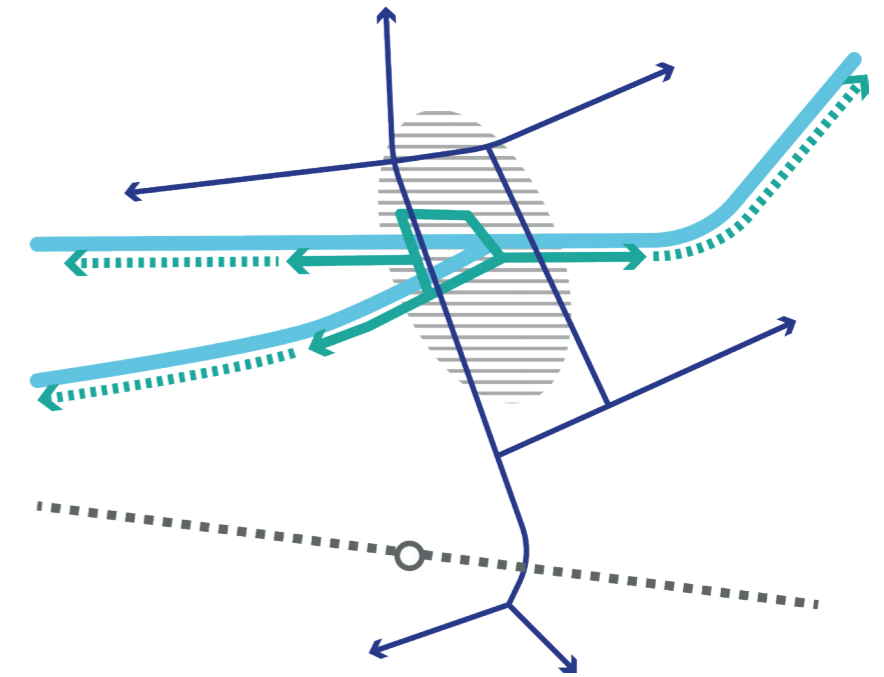
1. Revealing the River Slea

Transformed riverside areas reconnecting the town centre core to its riverine heritage, creating new areas of focus for activity, and reinforcing links along its blue/green arteries into the town's hinterland.



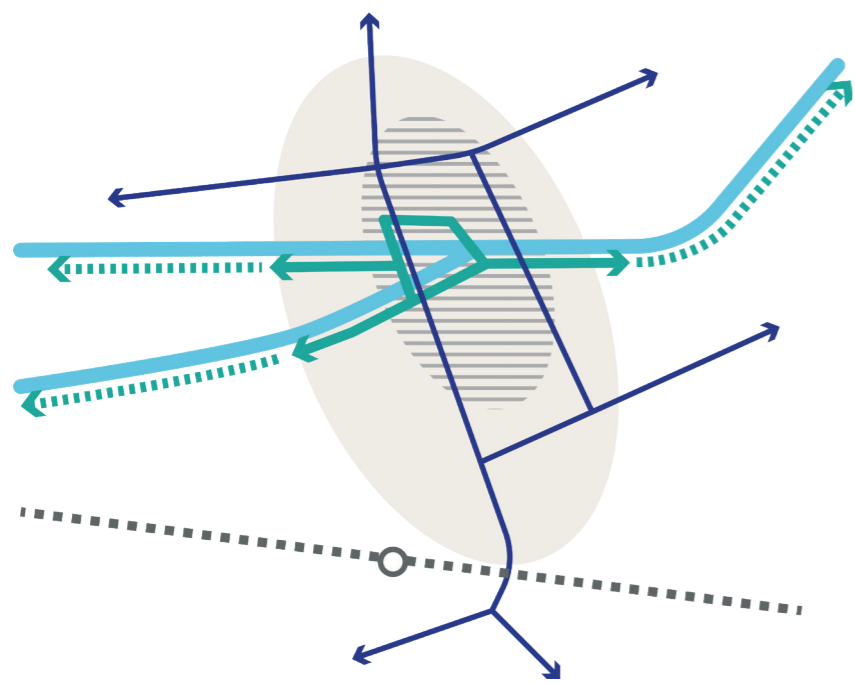
2. Creating public spaces

High quality streets and beautiful public spaces which people of all ages and abilities love visiting and spending time in, whether to frequent local businesses, enjoy programmed activities, or simply to pause and enjoy the place.



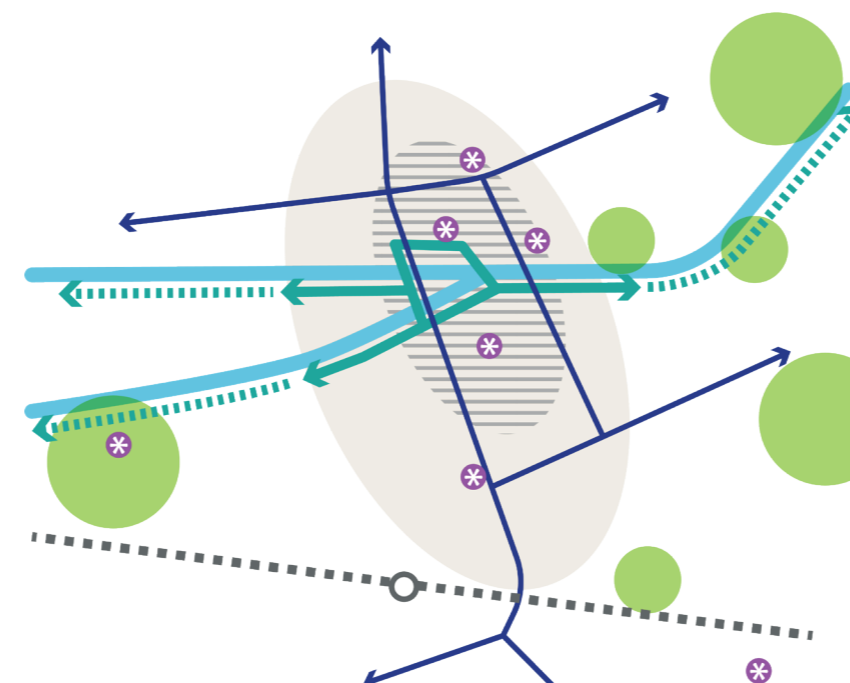
3. Diversifying town centre uses

A balanced mix of uses in the town centre, with new leisure facilities that diversify the town centre offer and attract people from the town and beyond, plus services, amenities and retail provisions that are in keeping with Sleaford's size and importance.



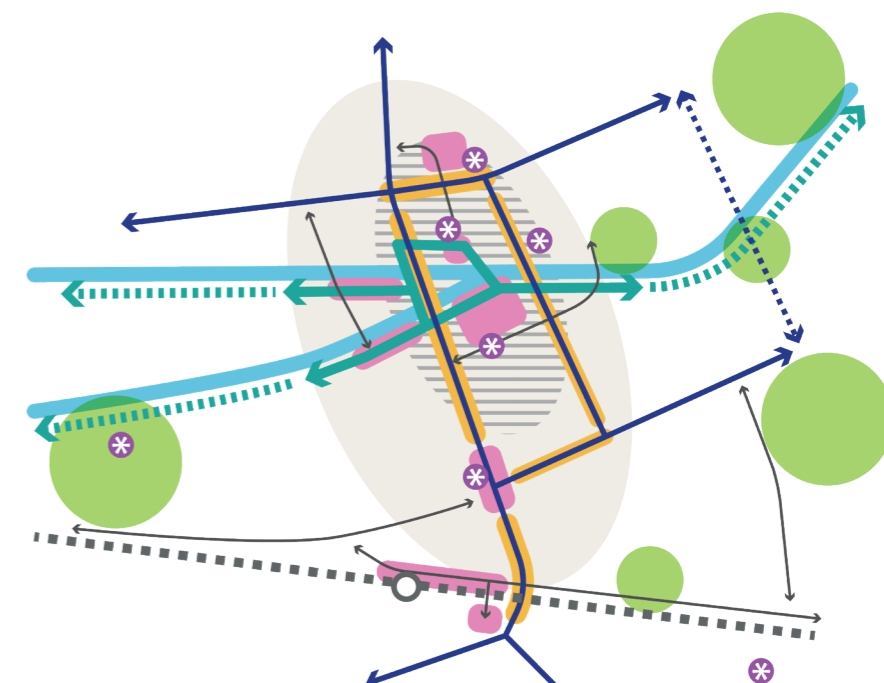
4. Supporting with sensitive development

Sensitively designed sustainable residential development bringing more people to live in the town centre who generate footfall that supports local businesses and strengthens the Sleaford economy.



5. Celebrating nature and heritage

Where natural and built heritage are celebrated via sensitive and high quality design approaches to architecture and infrastructure.



6. Connecting people with places

A well connected place that is easy to get around safely and comfortably on foot, by bike, or using bus services, and where streets allow for vehicle movements but are not dominated by them.

4.0 Project Bank

4.1 Introduction

The project bank is a portfolio of interventions that have been identified in support of the vision and design themes. The interventions respond to issues and opportunities raised within the baseline assessment.

The projects complement and support concept proposals for specific development sites, as explained in the chapter 5, Development Sites Concept Proposals. As such they should be read in conjunction with that chapter, however the project bank proposals are presented as standalone projects that can be delivered separately to the development sites.

4.2 Project bank overview

Summary table

The table overleaf provides a full list of projects proposed, with details including:

- Name and brief description
- Indicative assessment of deliverability, e.g. likely complexity, contingencies, or difficulties that might affect delivery
- Suggested timescale for delivery (short, medium, long)
- Suggested priority for delivery

Strategies

Following the table, a series of plans locate the projects that have specific locations, categorising them against design themes outlined in chapter 3, Vision. In effect these become spatial strategies to be pursued. These spatial strategies would help deliver the vision and also providing a supporting framework for specific opportunity site projects as described in the next chapter of this report.

Key for project bank table overleaf

Deliverability

How complex or straightforward the project is to deliver, considering land ownership, stakeholders, contingencies, traffic impacts etc.

○○○○○ Least complex/ most straightforward

●●●●● Most complex/ least straightforward

●○○○○

E.g. single land ownership, few stakeholders, standard planning process, no traffic changes, no listings etc..

●●○○○

E.g. multiple land ownership/ stakeholders, minor traffic changes, listed buildings/ other contingencies

●●●○○

E.g. more significant traffic or structural changes

●●●●○

E.g. requires wider architectural interventions, archaeological contingencies

●●●●●

E.g. affects strategic traffic movement, requires site acquisition/assembly, or complex planning or stakeholder negotiations

Timescale

Likely timescale within which project could be delivered, dependent on feasibility studies, availability of funding, other infrastructure works etc.

- **Short**- Potential to be defined and pursued immediately, and delivered within the next year or two
- **Medium**- Longer lead time, may be linked to other projects or require approvals from various parties
- **Long**- Require series of scoping, design and approval stages, and dependent on other projects or many stakeholders.

| Item No. | Project name | Overview | Type / Tags | Deliverability | Timescale (S/M/L) | Quick win (Y/N) | Priority (L/M/H) |
|-----------------|--|--|--|----------------|-------------------|-----------------|------------------|
| 1. | River Slea Promenade | Provide new pedestrian connections along the River Slea and Nine Foot River through opportunity sites and improve other sections of existing riverside paths. | Walking, public realm, place-making, natural environment | ●○○○○ | M | N | H |
| 2. | Streetscape Enhancement Southgate | Implement design approach based on principles in streetscape design manual, with high quality approach to public realm supporting distinctive identity and heritage of the high street. | Public realm, heritage, place-making, walking, traffic | ●●●○○ | M | N | H |
| 3. | Streetscape Enhancement Carre Street | Implement design approach based on principles in streetscape design manual, with high quality approach to public realm supporting distinctive identity and heritage of this important secondary street. | Public realm, heritage, place-making, walking, traffic | ●●○○○ | M | N | M |
| 4. | Market Place Public Realm | Deliver the preferred public realm design concept as designed to turn this into a destination public space with improved setting for church and war memorial. This should include shared surface vehicular access for church requirements, and removing general car parking (excluding blue badge parking). | Walking, public realm, place-making | ●●○○○ | S | N | H |
| 5A. 5B. | Sleaford Station Enhancements/Sleaford Station Environs | Redesign station forecourt to improve arrival experience at Sleaford and create a high-quality public realm that complements the Grade II listed station and provides e.g. seating, feature lighting and greenery. Introduction of new footbridge connecting all platforms and enhancement to bus stops on Station Road. | Public realm, heritage, traffic | ●●●●○ ●●●○○ | S-M M | N | H |
| 6. | Enhancing Conditions for Pedestrians | Improve layout and quality of pedestrian routes in Sleaford town centre to encourage more travel on foot through widening narrow and crowded footways , removing unnecessary street furniture, improving pedestrian crossings, implementing measures to make pedestrians feel safer etc. | Public realm, walking | ●●○○○ | M | N | H |
| 7. | Ginnel Enhancement Programme | Improvements to appearance. Varies by location but can include surfacing upgrades, feature lighting, artwork, and wayfinding. | Public realm, walking | ●○○○○ | S-M | Y (some) | M |
| 8. | Nag's Head Passage Improvements | Improve the appearance of the Passage, considering personal security issues and promotion of the route as a direct connection for Sleaford Castle, the station and the town centre. | Walking, public realm, place-making | ●○○○○ | S-M | Y | M |
| 9. (9.1-9.6) | Pocket Spaces & Places to Pause | Various town centre interventions to enhance network of public spaces and most of all introduce greenery in the town centre as well as to strengthen existing pedestrian connections, support diverse public life, improve attractiveness and extend dwell time. | Public realm, walking, natural environment, town centre greenery, heritage | ●●○○○ | M | Y (some) | M |

| Item No. | Project name | Overview | Type / Tags | Deliverability | Timescale (S/M/L) | Quick win (Y/N) | Priority (L/M/H) |
|----------|--|--|---|----------------|-------------------|-----------------|------------------|
| 10. | Eastgate Green Enhancements | Amenity improvements, considering families and young children, plus landscape enhancements in keeping with riverine setting | Natural environment, town centre greenery, biodiversity, activity | ●○○○○ | S | Y | M |
| 11. | River Biodiversity Support | Investigate potential for anchored reed-beds in watercourse | Natural environment, place-making, | ●○○○○ | S | Y | M |
| 12. | Monument Gardens and Highlighting Sleaford Museum | Enhance the Garden space outside Sleaford Museum to create stronger identity/sense of arrival at Museum, and better connect the space to the public realm around the monument Undertake in conjunction with Handley Monument and Southgate enhancements. | Public realm, place-making, heritage, greening, art | ●●○○○ | M | N | M |
| 13. | Highlighting Handley Monument | Redesign public space to improve setting of monument, e.g. incorporating bespoke paving, feature lighting and seating. Undertake in conjunction with Monument Gardens and Southgate enhancements. | Public realm, place-making, heritage | ●●○○○ | M | N | H |
| 14. | Sleaford Castle Exhibition Space | Provide a dedicated Castle exhibition space within a premises in the town centre that can include digital and physical exhibits and serve as the starting point for a visit to the Castle. | Heritage, place-making | ●○○○○ | M | N | M |
| 15. | Highlighting Bass Maltings | Work with land owner to highlight the building and its role in the history of Sleaford, e.g. open days for public access, interpretation panel nearby, add as stop on Sleaford Heritage Trail. | Heritage, place-making | ●●○○○ | S | Y | L |
| 16. | Shop Front and Building Improvements | Grant scheme to encourage improvements to façades and frontages, similar to previous PSiCA scheme. | Place-making, heritage | ●●○○○ | S-M | Y | M |
| 17. | Sleaford Heritage Trail Additions | Expand existing heritage trail with additional places, trail markers, and interpretation panels at key destinations | Heritage, place-making, walking | ●○○○○ | S | Y | M |

| Item No. | Project name | Overview | Type / Tags | Deliverability | Timescale (S/M/L) | Quick win (Y/N) | Priority (L/M/H) |
|------------|---|--|--|------------------|-------------------|-----------------|------------------|
| 18. | Meanwhile uses | Programme of meanwhile use pop-ups and interventions to accelerate regeneration; provide business support, extend offer and generate interest involving Re-purposing of vacant unit(s) for temporary uses and public spaces for short term events and exhibitions. This can also include open air installations and 'pop-ups'. | Identity, place-making, business support | ●○○○○○ | S | Y | H |
| 19. | Art Activation | Programme of art interventions across town centre (e.g. using blank walls, floorscape, within vacant units, in public spaces etc.), involving local artists, temporary and permanent, combine to create a trail | Identity, heritage, place-making, | ●○○○○○ | S | Y | M |
| 20. | Enhancing Conditions for Cyclists | Improve number and quality of cycle routes and cycle parking infrastructure in Sleaford town centre to encourage more travel by cycle. | Public realm, cycling, traffic | ●●○○○○ | M | Y | M |
| 21. | Enhancing Bus Services | Improve frequency of bus services to encourage more travel by public transport. | Bus services, traffic | ●○○○○○ | S | Y | H |
| 22A 22B | Reducing Traffic in Town Centre / Eastgate to Boston Road - New Link Road | Reduce/remove through traffic from Southgate and Carre Street through traffic calming and footway widening measures, revision of signage to encourage longer-distance traffic to use bypasses. Consider new link road between Eastgate and Boston Road. | Public realm, walking and cycling, traffic | ●●●○○○ ●●●○○○ | S-M M-L | N | H |
| 23. | Watergate Junction | Traffic calming measures to promote pedestrian priority, at the junction of Watergate and West Banks to improve town centre connectivity and address safety concerns relating to the location. | Walking and cycling, traffic | ●●○○○○ | M | Y | M |
| 24. | Perimeter Parking | Encouragement of greater use of perimeter car parks to reduce need for parking in heart of town centre, including better signage and promotion of walking and cycling . | Traffic | ●●●○○○ | M | N | H |
| 25. | Shared & Micro Mobility | Introduction of mobility hubs featuring shared bikes/e-bikes and/or scooters/e-scooters to encourage sustainable and active travel. | Walking and cycling, traffic | ●●○○○○ | M | Y | M |
| 26. | Business & Community Hub | New town centre business and community hub to support existing and new businesses and entrepreneurs within flexible, affordable workspace and creative incubator space. | Business support, town centre diversification, footfall generation | ●●○○○○ | S-M | N | H |
| 27. | Food, Culture & Social Hub | Indoor market hall bringing together food, drink, retail, entertainment and socialising under one roof. Supporting and promoting Sleaford as 'the' modern market town in Lincolnshire. | Business support, town centre diversification, footfall generation | ●●○○○○ | S-M | N | H |
| 28. | Youth Project | Youth facility and/or attraction, such as youth zone, providing affordable access to high-quality sports, arts and leisure facilities and activities. Possible climbing wall or skate-park facility. | Town centre diversification; footfall; youth facilities | ●●○○○○ | S-M | N | H |

Summary by priority

The table on this page and overleaf summarises the previous table, but orders projects by priority and anticipated timescale.

Strategies

Pages following this table include a series of plans. These locate the projects that have specific locations, categorising them against design themes outlined in chapter 3, Vision. In effect these become spatial strategies to be pursued. These spatial strategies would help deliver the vision and also providing a supporting framework for specific opportunity site projects as described in the next chapter of this report.

High priority projects

| Item No. | Project name | Timescale (S/M/L) | Quick win (Y/N) | Priority (L/M/H) |
|-----------------|---|--------------------------|------------------------|-------------------------|
| 4. | Market Place Public Realm | S | N | H |
| 18. | Meanwhile uses | S | Y | H |
| 21. | Enhancing Bus Services | S | Y | H |
| 26. | Business & Community Hub | S-M | N | H |
| 27. | Food, Culture & Social Hub | S-M | N | H |
| 28. | Youth Project | S-M | N | H |
| 22A | Reducing Traffic in Town Centre | S-M | N | H |
| 5A. 5B. | Sleaford Station Enhancements / Sleaford Station Environs | S-M M | N | H |
| 1. | River Slea Promenade | M | N | H |
| 2. | Streetscape Enhancement Southgate | M | N | H |
| 24. | Perimeter Parking | M | N | H |
| 6. | Enhancing Conditions for Pedestrians | M | N | H |
| 13. | Highlighting Handley Monument | M | N | H |
| 22B | Eastgate to Boston Road - New Link Road | M-L | N | H |

Medium and low priority projects

| Item No. | Project name | Timescale (S/M/L) | Quick win (Y/N) | Priority (L/M/H) |
|-----------------|---|--------------------------|------------------------|-------------------------|
| 10. | Eastgate Green Enhancements | S | Y | M |
| 11. | River Biodiversity Support | S | Y | M |
| 17. | Sleaford Heritage Trail Additions | S | Y | M |
| 19. | Art Activation | S | Y | M |
| 7. | Ginnel Enhancement Programme | S-M | Y (some) | M |
| 8. | Nag's Head Passage Improvements | S-M | Y | M |
| 16. | Shop Front and Building Improvements | S-M | Y | M |
| 9. (9.1-9.6) | Pocket Spaces & Places to Pause | M | Y (some) | M |
| 12. | Monument Gardens and Highlighting Sleaford Museum | M | N | M |
| 14. | Sleaford Castle Exhibition Space | M | N | M |
| 3. | Streetscape Enhancement Carre Street | M | N | M |
| 20. | Enhancing Conditions for Cyclists | M | Y | M |
| 23. | Watergate Junction | M | Y | M |
| 25. | Shared & Micro Mobility | M | Y | M |
| 15. | Highlighting Bass Maltings | S | Y | L |

A. Key Public Realm Improvements

KEY PROJECTS

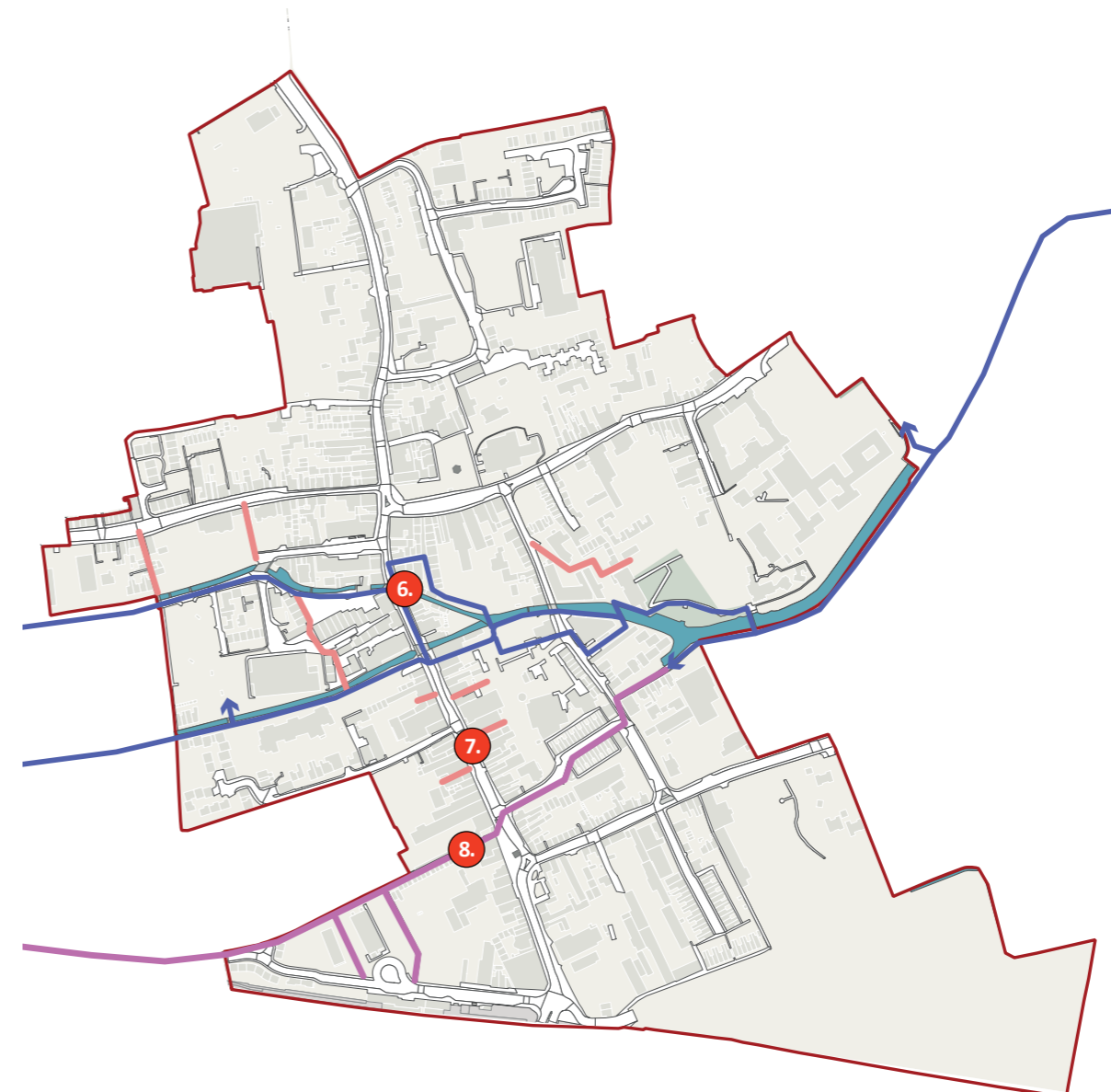
1. River Slea Promenade
2. Streetscape Enhancement Southgate
3. Streetscape Enhancement Carre Street
4. Market Place Public Realm
- 5A. Sleaford Station Enhancements
- 5B. Sleaford Station Environs



B. Walking and Cycling

KEY PROJECTS

6. Enhancing Conditions for Pedestrians
7. Ginnel Enhancement Programme
8. Nag's Head Passage Improvements
20. Enhancing Conditions for Cyclists



C. Green Spaces and Links

KEY PROJECTS

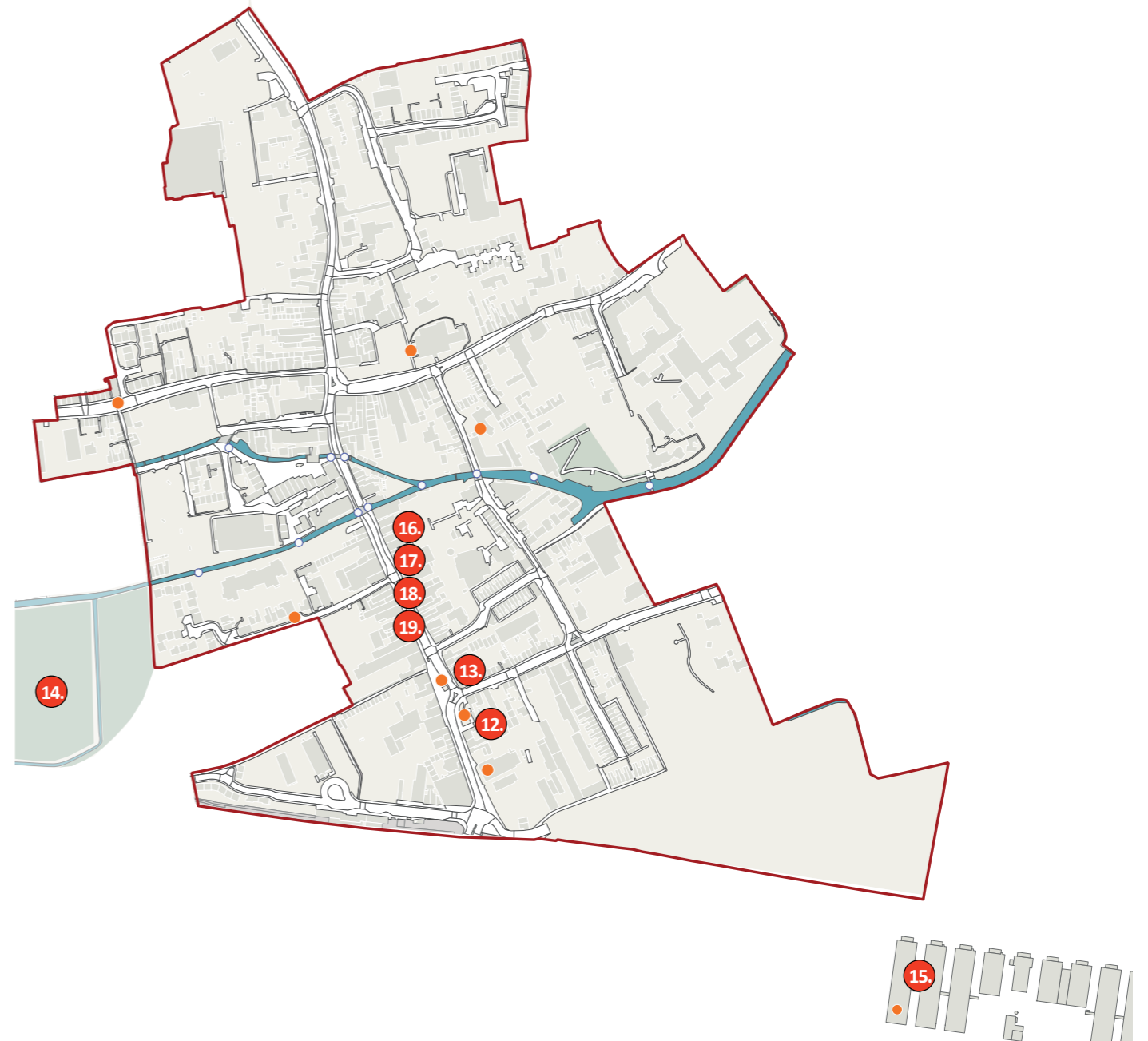
- 9.1 Jermyn Street pocket space
- 9.2 Playhouse Place
- 9.3 Watergate Wall and Sitting
- 9.4 Handley Street improvements
- 9.5 Carre Street spaces
- 9.6 Navigation Yard improvements
- 10. Eastgate Green Enhancements
- 11. River Biodiversity Support



D. Heritage and Placemaking

KEY PROJECTS

- 12. Monument Gardens and Highlighting Sleaford Museum
- 13. Highlighting Handley Monument
- 14. Sleaford Castle Exhibition Space
- 15. Highlighting Bass Maltings
- 16. Shop Front and Building Improvements
- 17. Sleaford Heritage Trail Additions
- 18. Meanwhile uses
- 19. Art Activation



E. Highways and Parking

KEY PROJECTS

- 20. Enhancing Conditions for Cyclists
- 21. Enhancing Bus Services
- 22A. Reducing Traffic in Town Centre
- 22B. Eastgate to Boston Road-
New Link Road
- 23. Watergate Junction
- 24. Perimeter Parking
- 25. Shared & Micro Mobility Interventions



Project Bank - Summary Plan



5.0 Opportunity Sites Concept Proposals

5.1 Introduction

The following pages illustrate conceptual approaches to developing or improving twelve key opportunity sites, addressing the various issues and opportunities identified.

Where sites are located near to one another they are presented on the same plan, to make clear adjacencies and interrelationships that have a bearing on the design approach proposed.

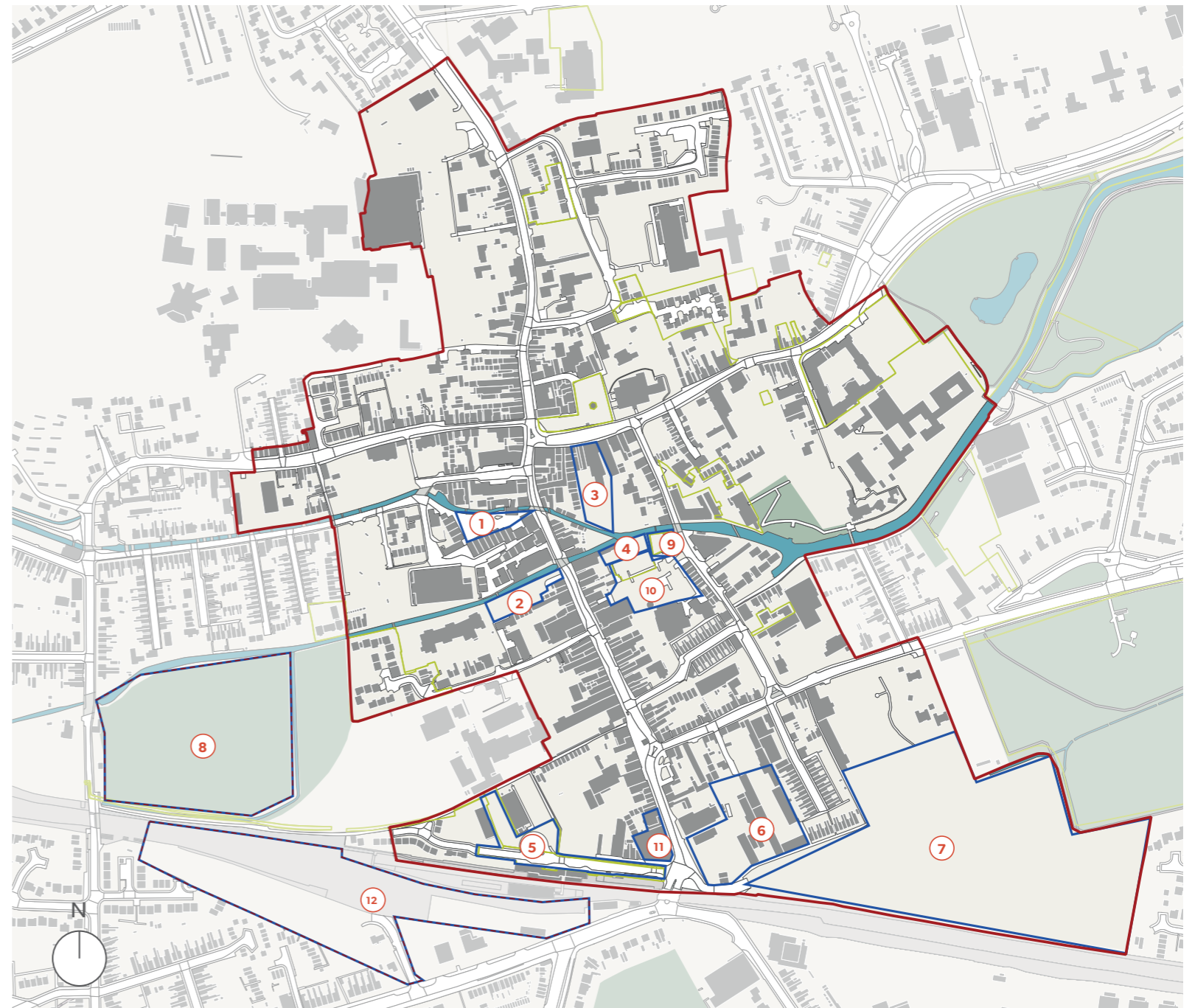
A high level explanation of key aspects of each site is provided, covering:

- Main land uses envisaged
- Access and connections for vehicles and pedestrians
- Suggested building typologies
- Areas of public space and approach to public realm improvements

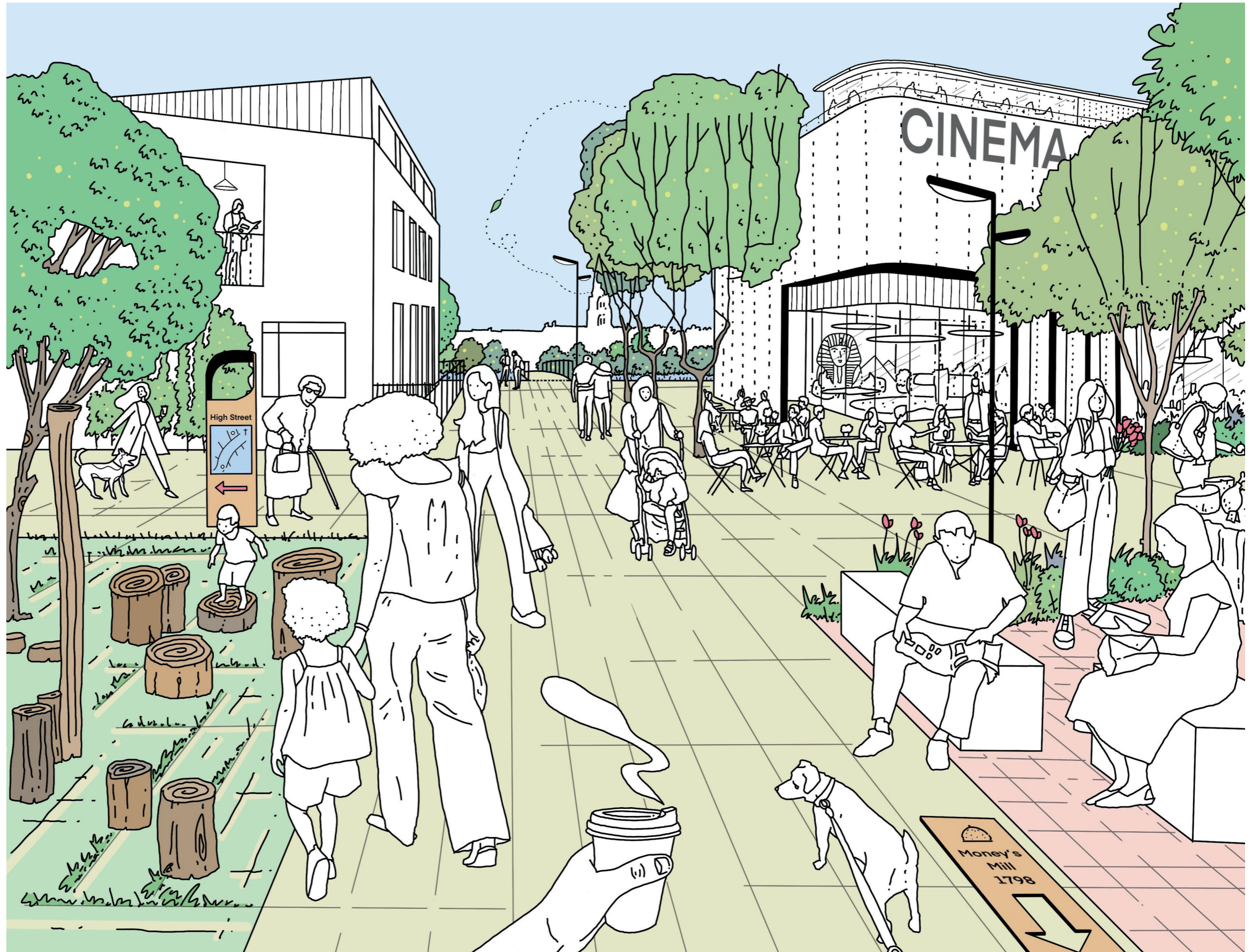
The Central Lincolnshire Local Plan Review - Proposed Submission Local Plan (regulation 19 submission) was published in March 2022 and consultation on this document was ongoing at the time this report was being prepared. The ideas presented on the following pages for the various sites will need to be developed in accordance with the Proposed Submission Local Plan policies, as and when these are adopted. Key policies to note that are especially relevant to the sites are policies S38 and NS74.

1. Riverside
2. 26 Southgate
3. Heart of Sleaford
4. 25b Southgate
5. Station Approach
6. Turnbull's
7. Advanta seeds site
8. Castle Field
9. Advice Services Building
10. Money's Yard
11. 82-88 Southgate
12. Station Car Park

- Key:-**
-  Town Centre Boundary
 -  Opportunity Sites
 -  Council Owned Sites



Money's Yard -
view north from new
public space towards
new footbridge over the
River Slea, framed by
cinema and housing



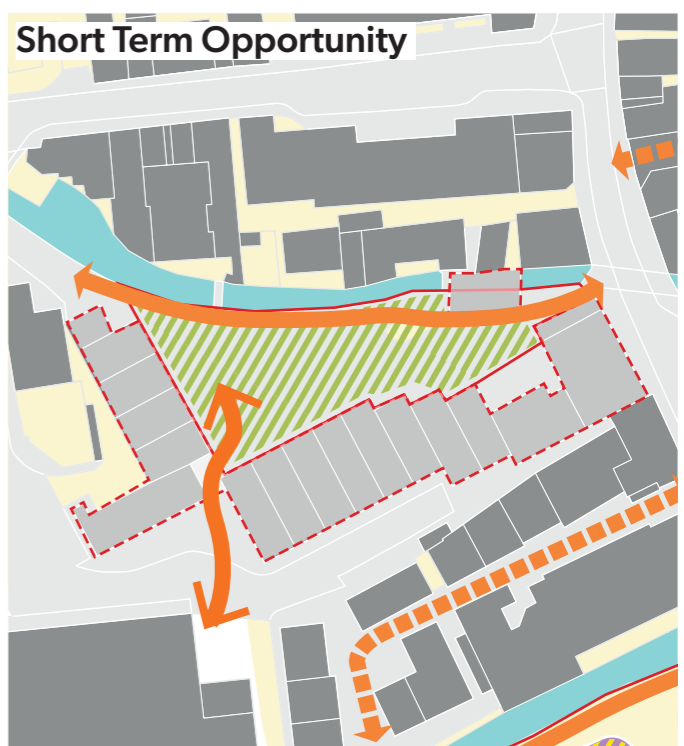
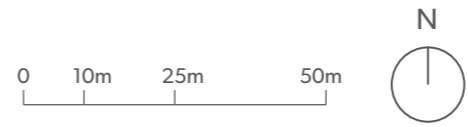
Town Centre Sites - North Concept Diagram

1:1250

Key:-

- Development Site boundary
- 1. Riverside
- 2. 26 Southgate

- ⇄ Potential pedestrian connection
- Existing pedestrian connection
- ⇄ Potential vehicle access
- Potential emergency / bus access
- ⇄ Potential shared surface vehicle access
- Potential new public realm
- Potential improved public realm
- Potential green space
- Potential residential development
- Potential town centre uses
- Potential commercial/office use
- Potential redevelopment for town centre uses and residential
- Potential parking / servicing area
- Active frontage
- Retained TPO trees
- ⌒ Potential new bridge





5.2 Town Centre Sites - North Riverside (1) and 26 Southgate (2)

Sites (1) and (2) in the Sleaford Town Centre are significant development sites defined by similar contexts and analogous development approaches.

The main opportunities for both of these sites are their proximity to the high street and town centre of Sleaford and their location on the River Slea edge. These factors provide an opportunity to foster greater permeability in the town centre and enhance connections to existing and future natural, cultural and heritage attractions.

The location of these sites in the Sleaford Town Centre Conservation Area restricts scope of development, which is further limited by the poor vehicular access and visibility of both of these sites.

Development on these sites has the potential to support key themes, including:

- Help reveal the River Slea;
- Diversify town centre uses;
- Support sensitive residential development;
- Celebrate nature and heritage (in this case the River Slea natural feature); and
- Connect people with places.

Uses

In the short term, improvements to Riverside (1) should reflect the current and planned uses of existing retail units, and focus on public realm improvements within the existing space. See additional description below.

26 Southgate (2) as well as Riverside (1) in the longer term both have high potential for successful and attractive residential riverside developments. This is what is illustrated in the plan; potentially solely residential at the rear of Riverside (1), and residential above retail in other areas of (1) and 26 Southgate (2).

In order to activate the frontage alongside the water, the ground floors that front the river side of both sites can provide town centre uses such as food and beverage or retail that spill out onto the riverside promenade, enhancing this connection and capitalising on proximity to the water. The interface with Southgate on both of these sites also provides potential for town centre uses such as retail and F&B here.



Building typologies

In response to the sensitive context of the Conservation Area, these sites provide opportunities for mews and/or townhouse type residential developments. Limited apartment type development could be considered where appropriate, sensitive to the heritage context. This could include the west end of Riverside (1), where a slightly larger building mass could be appropriate.

Connectivity

The main connections across these sites follow the river edges, that run east-west, and which also provide potential fronts for these developments. Additionally, on the Riverside (1) site there is an opportunity to strengthen the north-south connection between Millstream Square and Watergate; a more pedestrian-friendly option than the link via the Sainsbury's car park.

On 26 Southgate (2) the site layout should futureproof the potential for long-term provision of an additional pedestrian link connecting west, along the River.

Due to their poor vehicle accessibility but good location in the town centre, these developments should be considered car-free or with very low parking provision.

The current servicing access for Riverside (1) is via a rear lane accessed from West Banks. This should be maintained in the future for servicing vehicles. 26 Southgate (2) would ideally be serviced from Southgate. However the public realm along the river within the site should be designed as a shared access for occasional vehicle access if needed.

Public realm

Vacant retail units within Riverside (1) have recently been let, and the property is to be fully occupied for the first time in many years. The Post Office is one of the recent tenants to locate here. Future tenants are likely to include new community focussed uses such as a community centre, a community cafe, and a community-run grocery store.

The adjacent public realm would benefit from improvements that enhance the general appearance of the area and setting for these businesses in the short term. It is understood that the property owner (The Coop) and their new tenants are keen to promote use of the adjacent public realm for active use, so improvements should also facilitate appropriate events and activities.

Short term improvements for Riverside should focus on:

- Increase visibility from Southgate, using artwork or graphic elements on floor and/or building surfaces and feature lighting to strongly denote the entrance.
- Introduce more green, using large format freestanding planters with small trees or bold planting that is highly visible.
- Introduce more seating, fixed and/or moveable, to encourage people to pause.
- Emphasise the river, positioning both planting and seating to relate to the water's edge and helping define a promenade space along it.
- Keep a large area of space clear for temporary events and activities, and develop a programme in conjunction with tenants to be implemented here
- Programmed events should be varied but help address the gap in the town centre for activities for families, children and young people. E.g. including performances by local groups, making or crafting workshops, temporary play elements etc.

In the long term, public realm interventions on both sites should focus on the interface with the River, with a wide pedestrian promenade on each. This should be sufficient to allow spill-out activity from adjacent active frontages, complementing active uses in Millstream Square.

Phasing

The potential for residential development of Riverside (1) site should be realised in the long-term. In the short-term, the improvement of the existing public realm would provide immediate gains and increased footfall around Riverside Shopping Centre. The 26 Southgate (2) site should be designed to futureproof the connection west to the Castle Field.

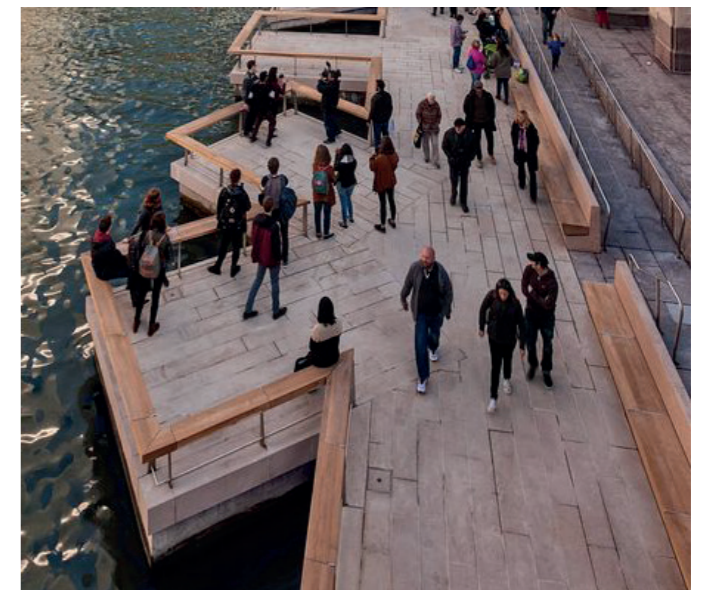
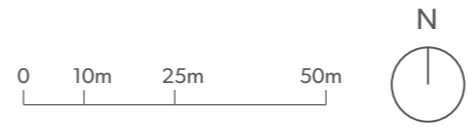
Town Centre Sites - North Concept Diagram

1:1250

Key:-

- Development Site boundary
- 3. Heart of Sleaford
- 4. 25b Southgate
- 9. Advice Services Building
- 10. Money's Yard

- ⇌ Potential pedestrian connection
- ⇌ Existing pedestrian connection
- ⇌ Potential vehicle access
- ⇌ Potential emergency / bus access
- ⇌ Potential shared surface vehicle access
- Potential new public realm
- Potential improved public realm
- Potential green space
- Potential residential development
- Potential town centre uses
- Potential commercial/office use
- Potential redevelopment for town centre uses and residential
- Potential parking / servicing area
- Active frontage
- Retained TPO trees
- Potential new bridge





5.3 Town Centre Sites - North

Heart of Sleaford (3), 25b Southgate (4), CAB (9) and Money's Yard (10)

These four sites have significant potential for improvements to benefit Sleaford Town Centre. They are considered and designed together, due to their proximity and potential for synergies, despite them having different ownerships.

All four sites are directly or indirectly connected to the River Sleas. Their location creates an important opportunity for improving connectivity in the town centre, as well as providing access to and celebrating the River. The presence of heritage assets such as Money's Mill, the Butter Market and the Corn Exchange is an opportunity to articulate a series of spaces and development which emphasises heritage character.

The quantum of space provided by the cumulation of these sites is an opportunity for new generous, high quality public space in the town centre, with enhanced greenery.

The location of these sites in the Sleaford Town Centre Conservation Area needs to be carefully considered. This will influence the scale and design of the development. It is also important to note the limitations in terms of vehicular access on some of the sites, and the need to retain servicing access via Money's Yard for various buildings.

Development on these sites has the potential to support all of the established Sleaford Town Centre design themes, namely to:

- Reveal the River Sleas;
- Create public spaces;
- Diversify town centre uses;
- Support with sensitive development;
- Celebrate nature and heritage (River Sleas, the Butter Market, Corn Exchange); and
- Connect people with places.

Uses

The Heart of Sleaford (HoS, 3) site has been the subject of previous planning work to develop the Butter Market or adjacent 1960s concrete-framed building as a new cinema, with associated restaurant or cafe uses to

provide activity. The option of having a cinema here should not be discounted, however it is considered that a more feasible location would be to the south as described below. With sensitive restoration other uses could be considered for the Butter Market, e.g. as a covered market hall showcasing local food and produce. With the right operator this could create both a destination, and also complement the nearby cinema.

The HoS (3) frontage addressing Eastgate would be suited to a mix of town centre uses such as retail or restaurant on ground floor and office above.

The cluster of 25b Southgate (4), Citizens Advice Bureau (9) and Money's Yard (10) sites provides an ideal location for a cinema. This is proposed on the Carre Street site of the area, with good visibility from on-street and across the proposed new public space, fronting onto the River, and a short walk to/from the public car park at Eastgate. The cinema building should be two storey, with a cafe/bar on the ground floor that address both the River and the proposed square. The upper floor would house the screens, ideally at least three.

Small-scale sensitively designed infill residential is proposed elsewhere on the site. The Boyes Department Store building is suggested for redevelopment; e.g. re-providing the retail space with residential uses above.

The uses described above should frame and activate a major new destination public space- see further details below. In addition the design should enable the creation of the portion of the Riverside Promenade along here, connecting to areas further east and west.

Building typologies

Development on these sites should mainly take the form of refurbishment of existing heritage buildings such as the Butter Market, Corn Exchange and other existing buildings along Eastgate and within HoS site (3).

New two-storey residential development on site (4) can potentially frame the view of a new bridge across the River connecting to site (3). The suggested location for the cinema building on site (9) should frame the bridge on its other side, and also create a new pedestrian link on its northern face, along the River Sleas.

To the south of Money's Yard the redevelopment of the Boyes Department Store would enable the potential for a new building which better relates to the new public space. It could be up to three-storeys in height with an active ground floor, and residential apartments above.

Connectivity

HoS (3) site has potential to be directly connected to the Bristol Arcade, via a retail unit re-purposed as a pedestrian connection, as has previously been proposed for the site. It should also provide access to the south and along the River. The provision of a new pedestrian bridge across the River is essential to increase the permeability of these sites and link them into a network.

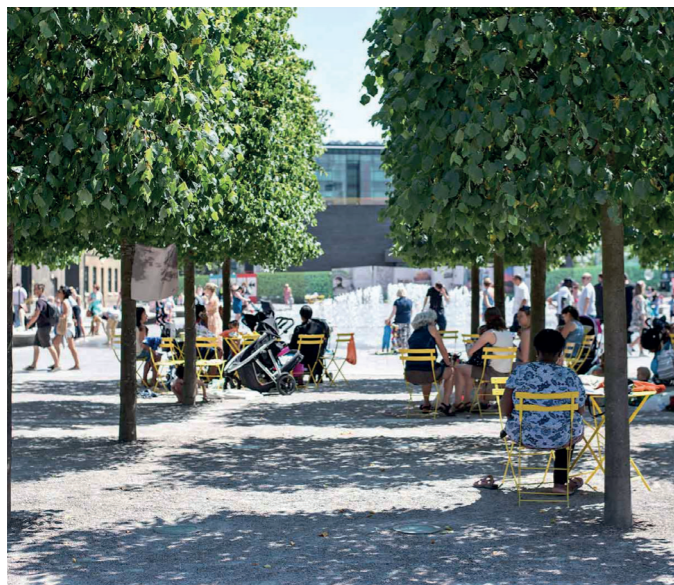
In Money's Yard servicing access and limited parking will need to be retained (blue badge, and potentially short stay). A shared surface vehicle access should be integrated within the new public space.

Public realm

These sites provide an opportunity for a network of public spaces, linked with new and improved pedestrian connections. The main focus will be a major new, high quality public space in Money's Yard, incorporating the Mill building. This should be informal and green in character, differentiating itself from the more formal future Market Place. The space should be designed to accommodate spill-out areas from adjacent active uses, and also host larger scale events such as performances or markets. Sensitively designed informal play elements should also be included within the space.

Both sides of the river should be designed to provide new sections of the riverside promenade. Within the HoS this should connect via the Bristol Arcade and also north towards Market Square. On the south side a new eastwards connection is proposed which would continue along the river behind the Barge and Bottle, either on the bank or cantilevered over the water.

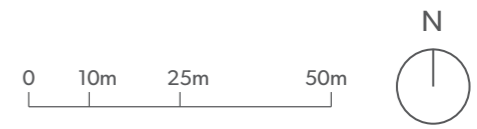
A number of trees with TPOs are located within this cluster of sites and should be retained where possible.



Town Centre Sites - South-East

Concept Diagram

1:1250



5.4 Town Centre Sites - South-East Turnbull's (6) and Advanta Seeds (7)

Key:-

-  Development Site boundary
- 6. Turnbull's
- 7. Advanta Seeds
-  Potential pedestrian connection
-  Existing pedestrian connection
-  Potential vehicle access
-  Potential emergency / bus access
-  Potential shared surface vehicle access
-  Potential new public realm
-  Potential improved public realm
-  Potential green space
-  Potential residential development
-  Potential town centre uses
-  Potential commercial/office use
-  Potential redevelopment for town centre uses and residential
-  Potential parking / servicing area
-  Active frontage
-  Retained TPO trees



Together these two sites form the Sleaford southern gateway, east of the high street. They provide a major development opportunity, visible from Sleaford railway station, in proximity to the significant Bass Maltings heritage asset. The railway line cuts these sites off to the south, and the level crossing limits access from the west.

Development on these sites has the potential to support these design themes from the masterplan vision:

- Support sensitive residential development;
- Create public spaces; and
- Connect people with places.

Uses

Both sites are proposed for residential-led development. The Turnbull's (6) site is considered suitable for a car-free residential development, with an element of active ground floor on Southgate such as offices. The Advanta Seeds (7) site has potential for significant residential development, including later living. Other uses could be considered that are ancillary to/support residential. The Bristol Bowls Club is proposed to be relocated.

Building typologies

The Turnbull's (6) site would be suitable for a slightly higher apartment building on the Southgate site, with mews or terraces behind. The Advanta Seeds (7) site is appropriate for a range of typologies including detached, semi-detached and terraced housing. The site is also idea for some higher density flatted later living blocks, e.g. located in the area just south of The Pines.

Connectivity

There is a major opportunity to create new pedestrian and cycle connections across the site to reconnect the existing Boston Road residential development east of site (7) to Southgate and the railway station. The vehicular access for site (7) would be from Boston Road. This link could connect to the Boston Road development with a bus-gate to facilitate an extension of route IT1, if viable. There would be no vehicular access to site (7) from Southgate apart from in emergency.

Public realm

The relocation of the Bristol Bowls Club provides an opportunity for consolidating amenity at the centre of the site (7), with a small square or green. A new high-quality green space would be provided at the western end of the site, and a new east-west green corridor.

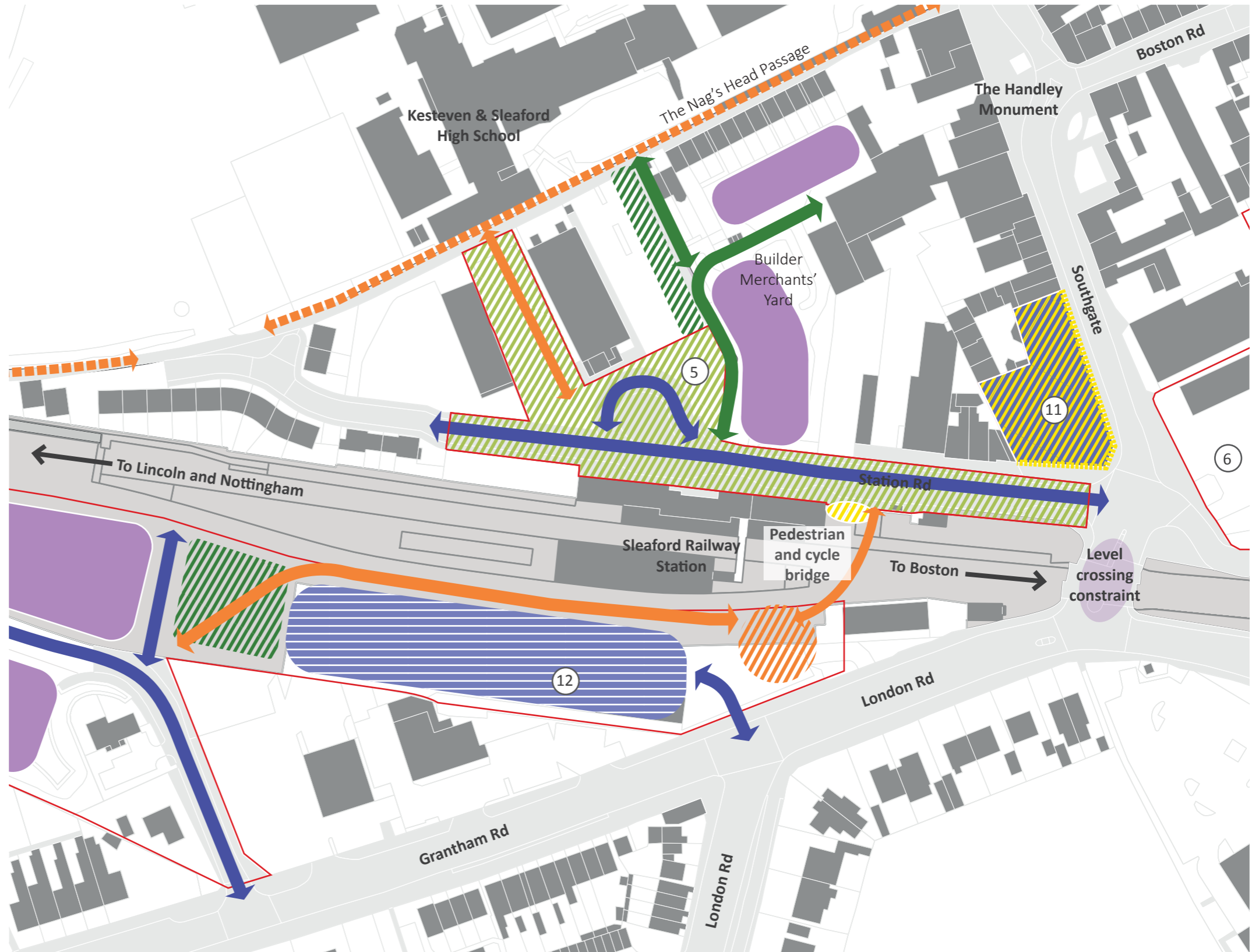
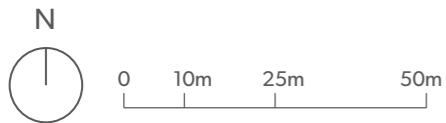
Town Centre Sites - South-West

Concept diagram

1:1250

Key:-

- Development Site boundary
- 5. Station Approach
- 11. 82-88 Southgate
- 12. Station Car Park
- ⇌ Potential pedestrian connection
- ⋯⇌ Existing pedestrian connection
- ⇌ Potential vehicle access
- ⋯⇌ Potential emergency / bus access
- ⇌ Potential shared surface vehicle access
- Potential new public realm
- Potential improved public realm
- Potential green space
- Potential residential development
- Potential town centre uses
- Potential commercial/office use
- Potential redevelopment for town centre uses and residential
- Potential parking / servicing area
- Active frontage
- Retained TPO trees





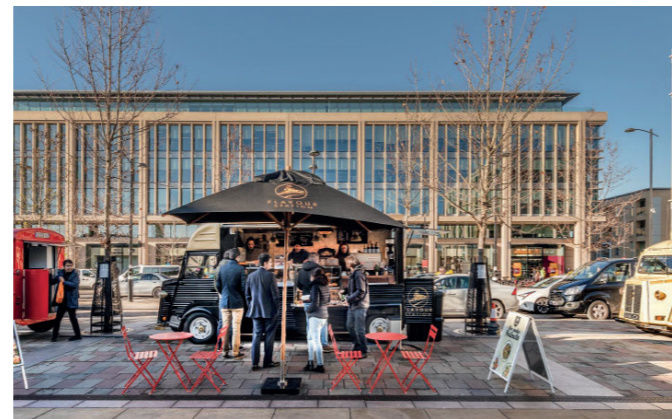
Moray Mews, London



Woodside Square, London



Plaza de Santa Barbara, Madrid



Station square with interchange facilities and activity, Cambridge



Network Rail prototype of innovative low-cost modular footbridge

5.5 Town Centre Sites - South-West

Station Approach (5) and 82-88 Southgate (11)

These two sites form the setting and context of Sleaford station and its approach from Southgate. Together they are the gateway to Sleaford for people travelling by rail.

These sites provide an important opportunity to improve connectivity between the railway station and key town centre destinations. There is potential for a high quality station forecourt that celebrates the attractive heritage context of the listed station building. The Turnbull's yard opposite the station also has potential for development. Site 82-88 Southgate (11) is located at the southern gateway to town centre and visible from the station, making it a strategic corner in this area.

Existing buildings on these sites are in mixed conditions, and some are in need of redevelopment. At the same time all these sites are within the Sleaford Town Centre Conservation Area, and development will need to be sensitive to this. The proximity of these sites to the railway line causes poor connectivity to the south.

Development on these sites has the potential to support these design themes from the masterplan vision:

- Create public spaces;
- Diversify town centre uses;
- Support with sensitive development;
- Celebrate nature and heritage (listed Sleaford railway station); and
- Connect people with places.

Uses

Refurbishment and upgrading of the public realm is a major part of the potential of this strategic cluster of sites. However, there is also potential for sensitive residential development on the site of the Turnbull's yard. At 82-88 Southgate (11) the higher, more prominent corner provides an opportunity for residential development with active ground floor uses such as retail. Some additional town centre uses such as a small retail kiosk at the foot of the pedestrian and cycle bridge would also activate the public realm and this new route.

Building typologies

On the prominent corner at the southern gateway of Sleaford, there is potential for flatted development up to at least three storeys high, mirroring the old cinema building across the road.

The Turnbull's Yard location is an opportunity for residential development in a two-storey mews or terrace form, in keeping with adjacent properties on Nag's Head Passage. The frontages could provide enclosure to the station forecourt and help activate public realm, including the link to Nag's Head Passage.

Connectivity

A new pedestrian and cycle bridge spanning across the railway lines would be a major benefit to the whole of the town centre, reducing the severance created by the level crossing. This should include an accessible lift on the station side and either a lift or ramp access on the southern side, plus lifts for step-free access to platforms.

The residential units proposed for the Turnbull's Yard site would require vehicular access from Station Road; this could be provided as a shared surface vehicle access route parallel to the pedestrian connection to Nag's Head Passage. The existing residential car park here could be retained but in a reduced or reconfigured form.

In the long term, as and when the Kesteven & Sleaford High School site becomes available for redevelopment, this vehicular access route could be extended north across Nag's Head Passage to provide access to this otherwise landlocked site. This connection would also improve pedestrian access to Nag's Head Passage and connect the station to the Town Centre and Castle Field.

Public realm

The station forecourt public realm scheme upgrade is a major opportunity to create a new plaza and gateway space. This should be a high quality and distinctive urban space that responds to the heritage context and creates a sense of arrival, acting as a gateway space to the town centre. It should incorporate and improve current interchange provisions, including with micro-mobility options, and upgrade access to the station building itself.

**Southgate - looking north with
new developments on left (82-88
Southgate) and right (Turnbull's)
plus public realm improvements**

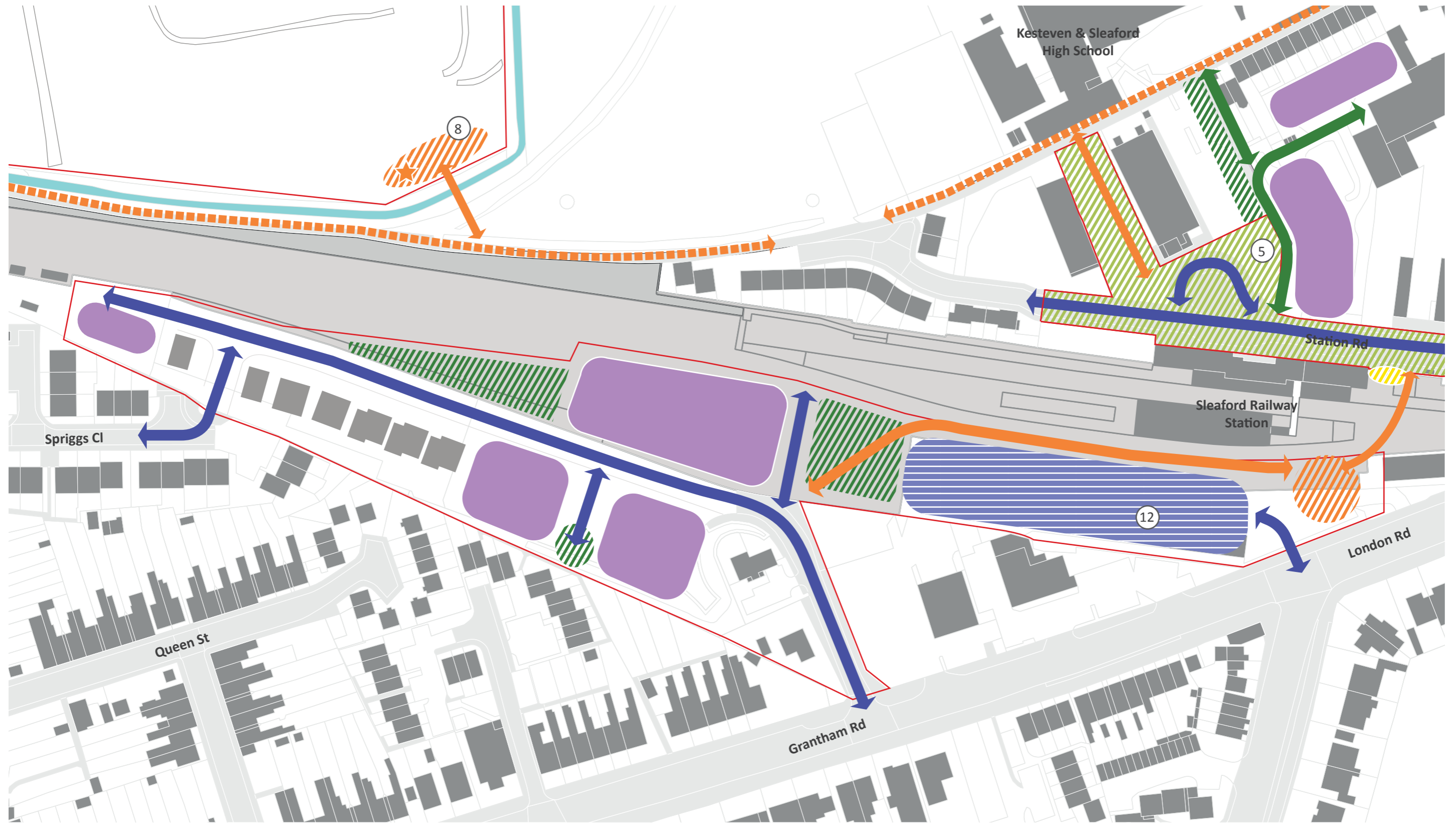
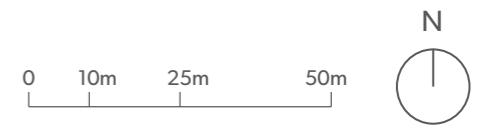




Station Approach - looking east over new shared space plaza with refurbished station building (right) and new development (left) fronting improved pedestrian route to Nags' Head Passage

Station Car Park Site Concept diagram

1:1250



Key:-

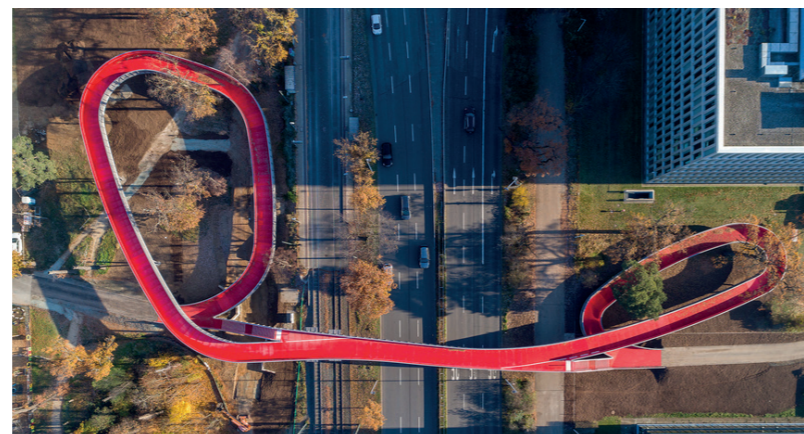
-  Development Site boundary
- 5. Station Approach
- 8. Castle Field
- 12. Station Car Park
-  Potential pedestrian connection
-  Existing pedestrian connection
-  Potential vehicle access
-  Potential emergency / bus access
-  Potential shared surface vehicle access
-  Potential new public realm
-  Potential improved public realm
-  Potential green space
-  Potential residential development
-  Potential town centre uses
-  Potential commercial/office use
-  Potential redevelopment for town centre uses and residential
-  Potential parking / servicing area
-  Active frontage
-  Retained TPO trees



Brooklands, Milton Keynes



Carrowbeck Meadow, Norfolk



Bridge in Darmstadt

5.6 Station Car Park Site (12)

The station car park site provides an opportunity for development along the railway line and for improving the sense of arrival into and appearance of Sleaford from the south.

This site will need to accommodate the southern part of the foot and cycle bridge including a landing space. It will also deliver one of the proposed perimeter car parks as per the 2011 Masterplan. Elsewhere the site offers the potential for some further residential development.

The proximity to the railway line creates significant severance and isolates the site. Additionally the proximity to the level crossing demands reconfiguration of access of this site from Grantham Road. Any development must take into consideration that the release of this site depends on the National Rail depot relocation.

Development on these sites has the potential to support these design themes from the masterplan vision:

- Create public spaces;
- Diversify town centre uses;
- Support with sensitive development; and
- Connect people with places.

Uses

Some of the land along the southern boundary of this site has recently been developed for residential. The release of more land provides potential for additional residential development to the site's west and centre.

The Grantham Road end of the site is ideal for town centre car parking, taking advantage of proximity to the road network and being only a short walk from this end of the site into the town centre via the new footbridge.

Building typologies

In keeping with the recent adjacent residential development and its existing context, the residential typologies considered appropriate for infill within this site would be semi-detached or detached housing.

The area of the site given over to car parking could be solely surface parking, or with a decked parking structure, should this be required to accommodate level of demand.

Connectivity

Vehicular access to the two main potential uses on this site - residential use and car parking - should be via separate access points. A new roundabout junction on London Road would provide ease of access to the car park. The existing vehicular access from Grantham Road would be retained for residential development. If feasible residential access could be supplemented with a link to Spriggs Close.

The new car parking would be highly accessible from the railway station via the pedestrian and cycle bridge. A pedestrian route would also connect past the car park to new residential areas.

Public realm

The new pedestrian and cycle bridge should be provided with a generous arrival space; a new public square that provides a setting for the structure and creates a sense of arrival into the town centre for people walking or cycling. Cycle parking should be integrated here for people accessing the railway station from the south.

The residential infill development should be buffered from the railway station by landscape. A new green space could provide separation from the car park, create a transition area between the town centre and the residential neighbourhood, and provide amenity space for new residents.

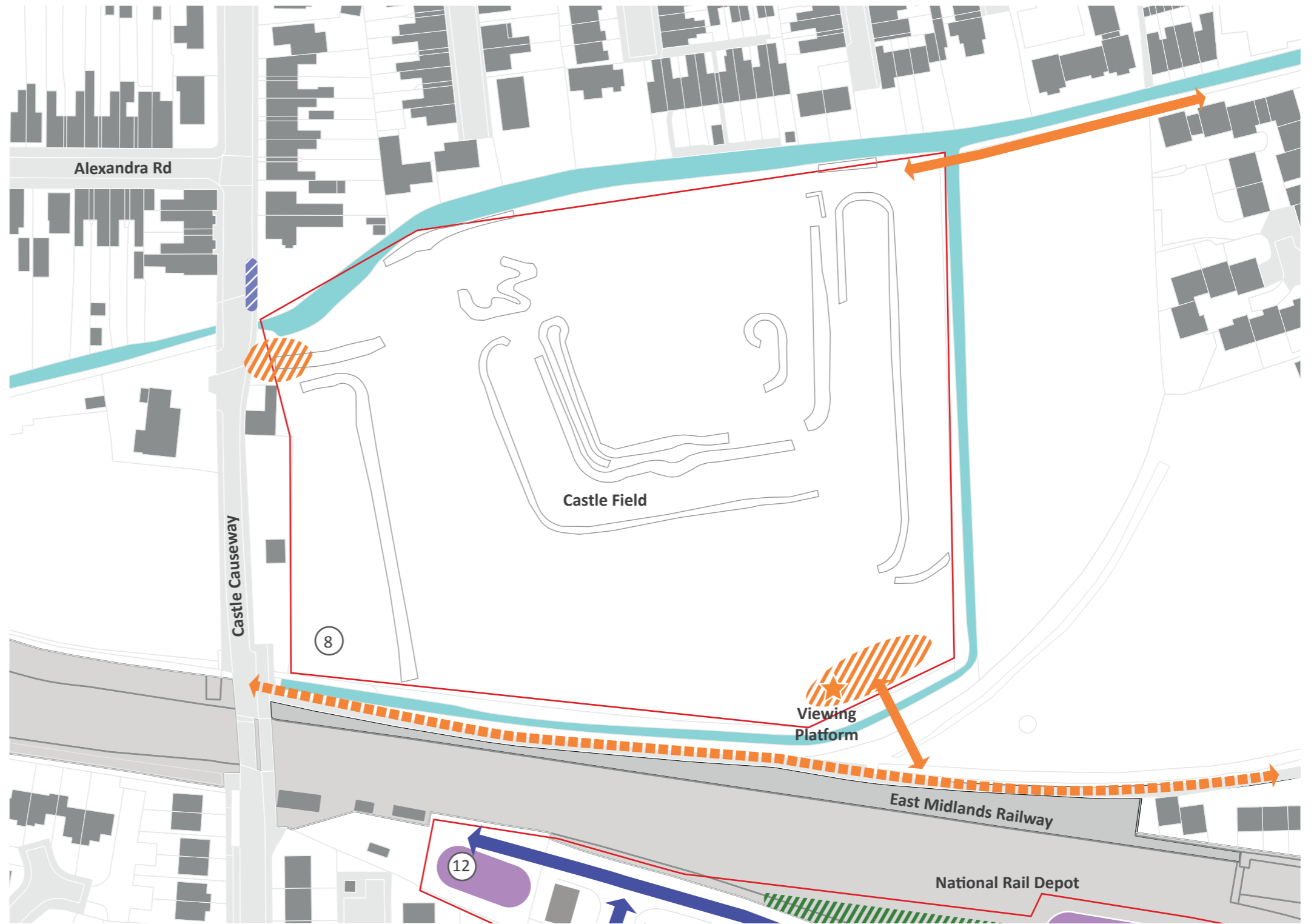
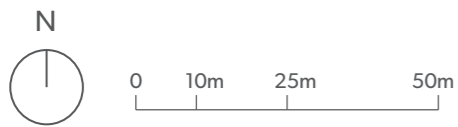
Castle Field Site

Opportunities & Constraints

1:1250

Key:-

- Development Site boundary
- 8. Castle Field
- 12. Station Car Park
- ⇔ Potential pedestrian connection
- ⇔ Existing pedestrian connection
- ⇔ Potential vehicle access
- ⇔ Potential emergency / bus access
- ⇔ Potential shared surface vehicle access
- Potential new public realm
- Potential improved public realm
- Potential green space
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Site map, tactile interpretation panel and 3D model



Quzhou Luming Park viewing platform, in Quzhou, Zhejiang, China



Public realm entrance area for green space in heritage setting

5.7 Castle Field Site (8)

Castle Field site provides a major opportunity for strengthening Sleaford's heritage identity, with potential for showcasing heritage on site, and to promote the existence of this asset through a centrally located visitor centre.

This site is also a major opportunity to improve outdoor leisure and cultural offer of Sleaford Town Centre, provide general amenity, and to improve connections between the town centre and the western side of Sleaford.

This site also presents significant development limitations due to being an archaeological site, an ancient scheduled monument and a site within the Sleaford Town Centre Conservation Area. Additionally any improvements must consider flood risk.

Development on the sites has the potential to support these design themes from the masterplan vision:

- Reveal the River Slea;
- Nature and heritage (Sleaford Castle); and
- Connect people with places.

Uses

In order to activate and promote this significant heritage asset, the history of the Castle and the site should be showcased with a dedicated exhibition space in the town centre (see description in the Project Bank chapter). This can be reinforced with smaller information points at the entrance to the Field and along the main routes that connect it to the town centre.

The potential for a viewing platform- mindful of sensitivities related to foundations within a scheduled monument- should be investigated. This could enable an overview of the site and extent of the Castle, helping visitors interpret the remnant foundations and visualise the former use of the site.

Additionally the site has great potential to host programmed cultural events. This could include re-enactments, festivals, history open days, events aimed at families and similar.

Connectivity

Reconnecting this site to the railway station and the town centre is vital to help activate this heritage and cultural asset. The Sleaford Castle Heritage Group has explored options for improved pedestrian connections. Their proposal to connect the southeast corner of site to Nag's Head Passage via a small pedestrian bridge across the former castle moat should be supported.

Long-term there is potential for an additional pedestrian route through the current Kesteven & Sleaford High School site, when it is redeveloped, and potentially a riverside promenade connection from the 26 Southgate (2) site east of Castle Field or via Jermyn Close.

A small area of blue badge parking on-street on Castle Causeway should be provided. Other visitors arriving by car can use the new car park south of the station and take the short walk via Nag's Head Passage.

An area of space for loading and servicing for events should also be identified. Subject to Historic England requirements limited vehicular access could be considered from Castle Causeway via the existing gate, e.g. with a small turning head surfaced in gravel.

Public realm

Depending upon the requirements of HE regarding scheduled monument status, the Castle Field site has potential for two small arrival areas, one on Castle Causeway and one at the Nag's Head Passage bridge. These should provide seating, bins, interpretative information and could also have informal play elements.

An accessible route should be created within the site from these arrival points. Again this will need to be mindful of HE requirements relative to the scheduled monument status.

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