

Sleaford Town Centre Regeneration Supplementary Planning Document



Adopted July 2010

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Introduction 1

Introduction 1

1 Introduction

1.1 North Kesteven District Council has prepared this Supplementary Planning Document (SPD) to guide future development and regeneration of Sleaford town centre.

1.2 The current issues facing Sleaford at present indicates there is lack of a decent range of shops to meet local needs, and a limited choice of daytime and evening leisure, including arts and culture, activities for all ages. In addition the existing roadway infrastructure easily becomes congested with poor connections from the surrounding streets and railway station.

1.3 Over the past few years the Council has received a number of planning applications for significant developments in and around Sleaford Town Centre. Whilst Sleaford's growth has benefited the town, this has also contributed to some of the key challenges facing the town today, including under performing in its role as a retail and service centre. With increased car useage residents are now shopping further afield where better retail opportunities exist. It is important to ensure that the delivery of current and future developments in and around the town centre are coordinated and high quality so that the needs of residents and visitors now and in future are met effectively.

1.4 The key challenges facing Sleaford are not unfamiliar to the Council. The Retail and Commercial Leisure Study undertaken by Roger Tym and Partners in 2007, identified that retail provision in Sleaford was too limited for a centre of its status and there was room for improvement. Coupled with the need to improve the retail and employment offer it was also identified that there was a need to alleviate pressure on existing infrastructure.

1.5 Although significant progress has already been made in addressing these issues through the Sleaford Urban Design Study, it is clear that there is a need to guide the future development and regeneration of Sleaford town centre to ensure what is delivered is appropriate and economically sustainable.

1.6 Significant applications that have recently been submitted to the Council for consideration are for a Tesco Extra Store, change of use of the Bass Maltings and residential development off Mareham Lane, a detailed explanation of these applications is set out further on in this document.

1.7 The recently adopted Sleaford Urban Design Study will be a material consideration when considering any future planning applications for the town centre as will the Sleaford Masterplan and the Sustainable Market Town Study both of which are currently underway.

1.8 This SPD will be a material consideration when considering any future planning applications for development in Sleaford Town Centre. This SPD will sit alongside the development plan for the area; North Kesteven Local Plan, the East Midlands Regional Plan and other relevant SPDs.

1 Introduction

1.9 The Local Plan will, in time, be superseded by the Local Development Framework at which time this SPD, following a review, will become part of the LDF.

Sleaford Profile 2

2 Sleaford Profile

2 Sleaford Profile

2.1 Sleaford is the only free-standing town within the largely rural District of North Kesteven situated in Central Lincolnshire.

2.2 Sleaford is identified as the first-choice location for development in the part of the District that does not fall within the Lincoln Policy Area in the adopted North Kesteven Local Plan (2007). In identifying land for housing or employment, the Local Plan states the Council will focus upon Sleaford, and will encourage windfall housing and employment opportunities. Sleaford will also be the main location for further investment in shopping, educational, social, health, leisure and community services. Public transport services from the surrounding rural areas of the District are connected to Sleaford and therefore these facilities, although centralised, will be accessible to all sections of the community. In identifying sites for development and in considering proposals for windfall developments, preference will first be given to:

1. Previously-developed land and buildings within Sleaford's curtilage.
2. Extensions to the existing settlement.

2.3 A small market is held on Mondays, Thursdays and Fridays at Sleaford's Market Place in the town centre.

2.4 Sleaford Castle, a Scheduled Ancient Monument (SAM) of which only a few mounds now remain, was built by Alexander de Blois, Bishop of Lincoln from 1123-1147. Henry VIII stayed at Sleaford twice and held a State Council at the Castle.

2.5 A striking feature in the main street (Southgate) is the Handley Monument, erected to the memory of Henry Handley who was born in Sleaford in 1797 and died in 1846. He was a member of Parliament (but not for this district) from 1820-1826 and when Lincolnshire was divided into two constituencies each returned two members. In 1823 Mr Handley accepted nomination as a candidate; he was returned unopposed on three occasions; he resigned in 1841 and was defeated at the succeeding poll. The memorial was erected by a number of local people who felt that their affection for him should be shown in the form of an enduring memorial and a subscription list towards the cost of the work was duly opened. In Southgate too, is the wall sign of the Black Bull, dated 1689. This represents bull-baiting and is believed to be the only one of its kind in the country

Sleaford Profile 2



Picture 2.1 Handley Monument, Sleaford

2.6 Sleaford has increased in size in the last 20 years from a population of 8,000 in 1981 to approximately 17,000 by 2006. A further 30,000 people live in a rural 'hinterland' within a 10 mile radius of the town. This growth has largely been the result of inward migration with people being attracted to the area by the quality of life, low crime rates, relatively low house prices and good-quality education.

2.7 During the 1990s £15 million was invested in regeneration works across the town, an initiative known as 'Sleaford Pride'. This regeneration culminated in the conversion of a former seed warehouse in the town centre into the "Hub"- a National Centre for Arts and Design (Picture 2.2). Visual improvements were also made to the town centre street scene around Station Road, Handley's Monument and Southgate.



Picture 2.2 The Hub in Sleaford

2 Sleaford Profile

2.8 Whilst Sleaford's growth has been beneficial it has also contributed to some of the key challenges facing the town today. It appears the town is under performing as a retail and service centre. Shopping opportunities in Sleaford have not kept pace with the growth of the town and does not compare favourably with comparable towns such as Grantham, Newark and Boston. Increased car useage means residents are shopping and working further afield, with some people commuting as far as Nottingham, Peterborough and London.

2.9 With regard to employment, the town and the District have traditionally experienced lower unemployment rates than the national average. This is mainly due to a thriving industrial and commercial sector. However, it is an area of relatively low wages, largely due to significant employment in the agriculture and food processing sectors. In addition, the town has a high level of public sector employment, the Royal Air Force College and Station at Cranwell and the Royal Air Force Station at Digby also have very close links with Sleaford.

2.10 A large part of the town centre, including the principal shopping street Southgate, is set within a conservation area which is home to a number of significant listed buildings. This level of protection reflects the attractive environment of the town centre. Yet this could mean there is limited potential for introducing more varied and modern retail units.



Picture 2.3 Southgate, Sleaford

2.11 There is pressure on existing infrastructure with residents expressing particular concern over congestion, traffic management and medical facilities.

2.12 Whilst Sleaford is the largest centre of population and employment in North Kesteven, it faces significant competition from nearby towns such as Grantham, Newark and Boston and cities such as Lincoln, Peterborough and Nottingham which have been seen to attract the local population due to better employment, retail and leisure opportunities.

2.13 The key challenges facing Sleaford are not unfamiliar to the Council. In July 2007, Roger Tym and Partners produced a Retail and Commercial Leisure study on behalf of the Council and concluded "whilst Sleaford is a vital and viable town centre its 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

Sleaford Profile 2

representation in the key sectors of comparison goods retailing". Coupled with the need to improve the retail and employment offer is the need to alleviate pressure on existing infrastructure.

2.14 Although significant progress has already been made in addressing these issues for example, during 2009 the Council commissioned an Sleaford Urban Design Study to highlight the potential development opportunities in the town centre and challenges arising from these opportunities, it is clear there is a need to guide the future development and regeneration of Sleaford town centre to ensure what is delivered is appropriate and economically sustainable.



Picture 2.4 Map of the wider context of Sleaford

	Extent of settlement
	Sleaford Urban Design Study Area
	Existing Town Centre
	South East Regeneration Area

Table 2.1 Key

The Vision for Sleaford 3

The Vision for Sleaford 3

3 The Vision for Sleaford

3.1 Sleaford has experienced rapid population growth over the last 15 years with the population of the town almost doubling to 17,000 (2006). Unfortunately town centre services have not kept up with this growth which is expected to continue. Over the next 10 to 15 years the Council intends to promote the development and regeneration of Sleaford town centre to help meet the needs of local and visiting people now and in future.

3.2 The Council wants to ensure that Sleaford continues to be an attractive, lively and distinctive market town and intends to help contribute to this overall aim by promoting a town centre that will:

- offer a safe, attractive and overall positive experience for both local and visiting people;
- bring together a mix of uses to enhance and improve town centre vitality and viability;
- provide good quality retailing with a range of shops to meet the needs of local and visiting people now and in future;
- contain a wide range of public and other services to facilitate sustainable economic growth of Sleaford town centre;
- offer a variety of employment opportunities in the most desirable/appropriate locations;
- have a range of daytime and evening leisure, arts and culture activities for all ages;
- be a welcoming and accessible town centre, with good connections to and from the surrounding streets and bus/railway station;
- be accessible and appealing to pedestrians and people using bicycles and public transport;
- retain and enhance buildings and features of historic interest;
- contribute positively to Sleaford's distinctive image; and
- deliver more sustainable patterns of development and encourage sustainable economic growth ⁽¹⁾

3.3 Over the past few years the Council has received a number of planning applications for significant developments in and around Sleaford town centre. These developments will attract new businesses, residents and visitors. It is the Council's role to ensure that the delivery of current and future developments in and around the town centre is coordinated and of a high quality so that the needs of residents and visitors now and in future are met effectively.

3.4 Current development proposals submitted to the Council for consideration include:

1 Economic growth that can be sustained and is within environmental limits, but also enhances environmental and social welfare and avoids greater extremes in future economic cycles in Sleaford

3 The Vision for Sleaford

- Erection of a Tesco Extra store, petrol filling station, associated car parking, landscaping, servicing and associated works at the former Advanta Seeds site, Southgate (planning application 08/0822/FUL);
- Change of use of Bass Maltings Complex and extensions/alterations of buildings to provide a mixed use development including 204 residential units, 5800 sq m of healthcare & community facilities, 5207 sq m of office floor space, 1391 sq m of restaurant & retail floor space, associated car parking, and enabling development of 24 residential units. Erection of new building to create 2 level car park, provision of open space, a children's play area and other works incidental to the proposed development (planning application 09/0006/FUL); and
- Residential development 92 houses & flats (incorporating the conversion of a Listed Building), proposed demolition of a Listed Building & other unlisted industrial buildings, & the partial demolition & reconstruction of Listed gate piers to facilitate highways access at the former Tecfoods site off Mareham Lane (planning application 09/0384/FUL).

3.5 The Council considers the development of Sleaford town centre necessary in order to enhance its vitality and sustainable viability. However, it is anticipated that continued growth and development will add to the existing pressure on infrastructure within the town. It is therefore essential for infrastructure improvements to be made to facilitate future development. The Council has received a planning application outlining the provision of a new link road between Boston Road & Mareham Lane, known as the South East Sleaford Regeneration Route (SESRR). This will include a new road bridge which will span the existing rail line allowing for the already heavily congested level crossing at Southgate to close to vehicles and become pedestrianised (planning application 08/1220/FUL).

3.6 The Council anticipates the closure of the level crossing will enhance the role of the railway station and its immediate surroundings as the town's sustainable transport hub. This was explored in further detail in the Sleaford Urban Design Study.

Urban Design Study: Study Area

3.7 Key

- **1** - Study Area
- **2** - Advanta Seeds Site - buildings now demolished with site identified as potential local 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

The Vision for Sleaford 3

- 7 - Tesco Store - existing food store to north of Southgate
- 8 - Railway Station - a listed building with associated bus and taxi stands



Picture 3.1 Location of the Study Area and related development proposals

Aims and Objectives 4

Aims and Objectives 4

4 Aims and Objectives

4.1 The primary aim of this SPD is to help deliver the Council's overall vision, aims and objectives and associated development principles for Sleaford, and guide its future developments in as much as they can be developed within Sleaford town centre. This SPD also aims to respond to and manage change arising from development proposals such as the relocation of Tesco, redevelopment of the Bass Maltings, and the proposed South East Sleaford Regeneration Route (SESRR).



Picture 4.1 Southern End of Southgate, from the level crossing

4.2 The principles set out in this document will be used in assessing future planning applications for Sleaford town centre development proposals and guide economic development potential within the town centre.

4.3 The following three strategic objectives that will help to achieve the Council's vision for Sleaford town centre have been identified:

1. Development opportunities

- promote redevelopment / regeneration opportunities in Sleaford town centre in order to allow the town centre to develop the spatial capacity necessary to “catch up” with the population and housing growth of the last 15 years; and
- outline how the necessary comprehensive redevelopment opportunities within the town centre can be identified, accommodated and promoted.

2. Access to services

- ensure local communities in and surrounding Sleaford have access to a range of town centre uses to reduce the need to travel elsewhere;
- achieve sustainable economic growth;
- improve the range of facilities on offer in Sleaford to broaden the appeal of the town centre to local and visiting people now and in the future;
- enhance the role of Sleaford as a vital service centre for the surrounding area;

4 Aims and Objectives

- promote employment opportunities to reduce the need to commute elsewhere; and
- facilitate delivery of the transport infrastructure including the proposed South East Sleaford Regeneration Route (SESRR) and closure of the level crossing to road traffic by identifying them as major facilitators for the development and regeneration of Sleaford town centre.

3. Design

- contribute to enhancing Sleaford's image and make the town centre more attractive for local and visiting people
- promote high quality and distinctive architectural design incorporating buildings of historic interest of a human scale appropriate to the historic setting
- provide safe and attractive public spaces
- improve the existing transport hub which is currently inactive and lacking a focus, with a poor public realm and undistinguished surroundings not doing justice to the surrounding listed buildings such as the station buildings.

4.4 The vision and related objectives have been informed by a wide ranging pre-SPD consultation exercise (see section 7)

Status of this document 5

5 Status of this document

5 Status of this document

5.1 This SPD and its contents will be a material consideration taken into account when determining any planning application for development in Sleaford town centre. This document sits alongside the development plan for the area which currently comprises the North Kesteven adopted Local Plan (2007) and the East Midlands Regional Plan (2009) and other relevant SPDs including the Sleaford Maltings SPD.

5.2 In time the Local Plan will be superseded by the Local Development Framework (LDF). Whilst this SPD is based on the current Local Plan it will, after a review, eventually form part of the suite of documents that comprise the LDF.

5.3 Other documents that will be of material consideration when determining planning applications for Sleaford town centre, as at the time of adoption, will include:

- Sleaford Urban Design Study
- Sustainable Market Town Study (underway)
- Sleaford Masterplan (underway)

5.4 Further information on the emerging Sleaford Masterplan can be found in Section 12 this document.

Sustainability Appraisal 6

6 Sustainability Appraisal

6 Sustainability Appraisal

6.1 Councils have a general duty to assess the impact of any new policy. Previously Supplementary Planning Documents had to be supported by a Sustainability Appraisal, but this is no longer the case. ⁽²⁾

6.2 It is still important for Councils to undertake a screening exercise to assess whether a separate Strategic Environmental Assessment (SEA) is required. ⁽³⁾ Following an in-house screening exercise, in accordance with the specified Criteria in the SEA Regulations, it is considered that a SEA is not required because the SPD itself will not set a new policy framework but rather will provide further supplementary guidance expanding on existing planning policy, providing an interpretation of existing Plan policies to apply to development proposals, to guide future design, development and regeneration for a specific area of Sleaford town centre.

6.3 As required, the Council has consulted the statutory consultation bodies on this SEA Screening opinion: English Heritage, Natural England and the Environment Agency. They have all responded, indicating that they agree with or accept the Council's conclusions.

6.4 The Council therefore considers that the impact of the SPD, through its considered responses to the specified SEA Criteria, is unlikely to have a significant effect on the environment. The Council has therefore determined, under the SEA Regulations, that as the SPD is unlikely to have significant environmental effects it consequently will not require a Strategic Environmental Assessment to accompany it.

6.5 The required SEA Screening Determination Statement setting out this Council decision (22 April 2010) that a SEA will not be required for this SPD, and giving its reasons, is available for inspection as a separate document.

2 Section 180 of the Planning Act 2008

3 The Environmental Assessment of Plans and Programmes Regulations 2004 (the 'SEA Regulations') and European SEA Directive 2001/42/EC

Stakeholder Consultation 7

7 Stakeholder Consultation

7 Stakeholder Consultation

7.1 This SPD has been informed by consultation with stakeholders and the community. Please refer to the Consultation Statement that has been prepared to accompany this SPD for further information.

Planning Policy Context 8

8 Planning Policy Context

8 Planning Policy Context

8.1 This SPD provides guidance for the development and regeneration of Sleaford town centre based on adopted local, regional and national planning policy. The following section sets out the primary policies which will apply to proposals for the development and regeneration of Sleaford town centre.

Local policy

8.2 Adopted Local Plan policy accords with the strategic and national policy guidance current at the time of preparation and the Local Development Framework (LDF) is being prepared in accordance with current higher level policies. The Council's Local Plan was adopted September 2007. The Local Plan policies relevant to this SPD include:

- **Policy C1** – Development within settlement curtilages
- **Policy C4** – Infrastructure provision by developers
- **Policy C18** – Design
- **Policy R1** – Retail and town centre development
- **Policy R2** – Mixing uses within Sleaford town centre

Regional policy

8.3 The East Midlands Regional Plan was adopted March 2009 and contains priorities for economy and regeneration based on the Regional Economic Strategy produced by the East Midlands Development Agency (EMDA) alongside housing, natural and cultural resources and regional transport priorities. The Regional Plan policies relevant to this SPD include:

- **Policy 22** – Regional priorities for town centres and retail development

National policy

8.4 During 2009 Central Government consulted on a new **Planning Policy Statement 4: Planning for Prosperous Economies (PPS 4)**. PPS 4 sets out the government's objectives for achieving sustainable economic growth in urban and rural areas including town centres. The PPS 4 policies relevant to this SPD include:

- **Policy EC4** – Local planning approach to economic development
- **Policy EC5** – Local planning approach to town centres
- **Policy EC6** – Local planning approach to planning for consumer choice and promoting competition for town centre development
- **Policy EC7** – Site selection and land assembly for town centre uses
- **Policy EC8** – Managing the evening and night-time economy in town centres

Planning Policy Context 8

8.5 In addition **Planning Policy Statement 1: Delivering Sustainable Development (PPS1)** emphasises the need for planning authorities to plan positively for the achievement of high quality and inclusive design for all development which will contribute positively to making places better for people. PPS 1 states good design should:

- Address the connections between people and places by considering the needs of people to access jobs and key services;
- Be integrated into the existing urban form and the natural and built environments;
- Be an integral part of the processes for ensuring successful, safe and inclusive villages, towns and cities;
- Create an environment where everyone can access and benefit from the full range of opportunities available to members of society; and
- Consider the direct and indirect impacts on the natural environment.

8.6 Given the designated conservation area status of some areas of Sleaford it is envisaged that the following secondary policies could also apply to proposals for the development and regeneration of Sleaford town centre.

8.7 *Local policy*

- **Policy HE7** – Development in a conservation area
- **Policy HE10** – Local distinctiveness

8.8 *Regional policy*

- **Policy 27** – Regional priorities for the historic environment

8.9 Any development proposal for Sleaford town centre would also be assessed against all other relevant local, regional and national policies as appropriate and current at that time.

Opportunities for Development/Future Uses 9

Opportunities for Development/Future Uses 9

9 Opportunities for Development/Future Uses

9.1 The broad aims for development opportunities in Sleaford town centre, identified through the Sleaford Urban Design Study, are as follows:

9.2 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 introducing a balance of uses that will meet local need both now and in the future.

9.3 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 (see section 11).

9.4 Reinforce existing pedestrian connection, increase access 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 any nearby sites in order to ensure an accessible and inclusive town centre environment.

9.5 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 from the main town centre. It will be important to consider how new uses can be arranged to revive 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 accessible public realm where people can easily access the town centre and beyond.

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

- This aim comes directly from the Sleaford Urban Design Study project brief and reflects the need to maintain safe and convenient pedestrian and cycle access to the town centre from Grantham Road and Mareham Lane. This connection will need to bridge the railway and provide a significant visual statement to mark the end of Southgate (see Access to Services).

9 Opportunities for Development/Future Uses

9.7 Integrate buildings of historic and townscape value into a development framework and consider existing buildings can be retained and enhanced as part of future regeneration schemes.

- There are a number of quality buildings of historic value within Sleaford town centre. 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.

9.8 Enhance the setting of the Handley Monument

- This space represents the transition between the established retail spine (i.e. Northgate to Southgate) and the potential mixed use area described above. 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.

Opportunities for Development/Future Uses 9



Picture 9.1 Handley Monument, Sleaford (erected 1851)

Access to Services 10

Access to Services 10

10 Access to Services

10.1 Improving accessibility and traffic circulation in Sleaford and the need to ensure that the road network is capable of supporting public and private transport now and in the future is a priority for North Kesteven District Council.

10.2 This section identifies a number of infrastructure improvements in and around Sleaford that will help alleviate current accessibility and traffic circulation problems in the town centre. It should be noted that some of the improvements outlined in this section are conceptual, as set out in the Sleaford Urban Design Study, and are not intended to represent either prescriptive or definitive plans.

South East Sleaford Regeneration Route (SESRR)

10.3 In response to rising levels of congestion in Sleaford town centre and the desire to regenerate the Bass Maltings, the South East Sleaford Regeneration Route (SESRR) has been proposed by Lincolnshire County Council. The Planning Supporting Statement Incorporating Design and Access Statement which supports the County's planning application for the SESRR states "*the new road will, in addition to permitting access to the Maltings site and enabling its renovation, also offer opening up access to other brownfield sites in south east Sleaford, for redevelopment as housing and retail*". The SESRR, also referred to as the link road, will consequently be required to facilitate any large scale redevelopment of Sleaford town centre.

10.4 The land the proposed route of the SESRR will cross is owned and occupied by multiple landowners which is a significant constraint that will need to be overcome to allow the delivery of the SESRR. In addition, the Council expect that a number of the proposed developments being considered at this time could either be enabled by and/or will benefit from the delivery of the SESRR.

10.5 In January 2010 the Council commissioned Lincolnshire County Council to undertake an assessment of traffic flows in Sleaford to help identify those proposed developments that will be enabled by and/or will benefit from the delivery of the SESRR. This assessment concluded that although some development could take place, as a result of minor upgrades, it will not be possible to deliver comprehensive coordinated regeneration in Sleaford town centre without the SESRR.

10.6 In future, certain planning applications for proposed new developments in the vicinity of the SESRR will be required to be accompanied by a Transport Assessment (TA) (see 10.9 below). The Council expects the **Simulation and Assignment of Traffic in Urban Areas (SATURN)** model to be used to assess changes to traffic flows and delays that may occur as a result of the proposed development(s) seeking planning approval. If the SATURN model shows the development will have an adverse impact on traffic flows and delays in the absence of the SESRR the Council will view this as the justification needed to seek contributions to the SESRR from developers.

10 Access to Services

10.7 Lincolnshire County Council expects a Transport Assessment (TA) to be an impartial report undertaken by an appropriately qualified professional employed by the developer. It should accurately describe the effects of a development on the local highway network, and consider its accessibility by all modes of transport equally. This includes outlining both the positive and negative consequences of the development on existing and / or proposed transport infrastructure. A TA will be required for all large developments including:

- 100 or more dwellings;
- 1000 sq m and above gross retail floor space;
- 2500 sq m and above gross office floor space;
- 5000 sq m and above gross industrial floor space; and
- 10, 000 sq m and above gross warehousing floor space.
- Leisure use developments.

Closure of Level Crossing

10.8 The proposed new link road and footbridge will create a substitute road route which will make the current level crossing redundant and remove the problem of traffic congestion in Southgate and at the Boston Road junction.

10.9 The reduced traffic volume in Southgate after the level crossing closure will permit a pedestrian friendly route through Southgate.

10.10 A new footbridge 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 with good links to the future supermarket site.

Sleaford Car Parking Strategy

10.11 The Council commissioned consultants Steer Davies Gleave to carry out survey work in connection with the Sleaford Car Parking Strategy. This survey highlighted a number of issues and problems with parking, both off street and on street in the town.

10.12 In addition to the input of Steer Davies Gleave, the findings of the study have been informed by two separate stakeholder workshops that involved key players in the provision of parking in the town as well as other organisations that are affected by parking within the town such as businesses, schools, police and public transport providers.

10.13 The final report puts forward four options to tackle the issues highlighted by the consultant's research however, the report concludes that overall, a balanced integrated demand management approach to parking provides the best overall outcome against objectives and transport impact. Option 4 'Integrated Demand Management' is therefore the report's recommended way forward.

Access to Services 10

10.14 A Car Parking Strategy implementation group of key officers and stakeholders will be created to take forward the works necessary to implement the various proposals that are required to deliver the preferred option.

Local Bus Services

10.15 Lincolnshire County Council in partnership with Sleafordian Coaches currently runs a 'Sleaford Into Town' bus service. This service runs Monday to Saturday and provides Sleaford residents with a convenient service to and from the town centre. It is proposed the number of buses currently running this service is increased as part of the regeneration of Southgate.

10.16 In parallel with this the Council needs to ensure that any future development and regeneration proposals are coordinated in a way that allows vehicular, as well as pedestrian and cycle, access to the transport hub at the station.

Station Approach



Picture 10.1 Artists Impression of Station Approach

10.17 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 pedestrian routes into Sleaford could include a revived link to Nag's Head Passage and the draw of the more formal civic space of the Southern Gateway and the new supermarket beyond.

10.18 Station Road could be enclosed and activated with the addition of 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.

10 Access to Services

10.19 Redevelopment including the provision of bicycle storage, taxi and bus waiting facilities and local information displays, will revive this currently inactive area and enhance its role as the town centre's transport hub.



Picture 10.2 Artists Impression: Prominent bridge at the end of Southgate

Design Criteria 11

11 Design Criteria

11 Design Criteria

This section sets out the main principles upon which the design of the urban environment of Sleaford town centre should be based. These principles compliment a range of existing policies in the North Kesteven Local Plan (2007) and were developed as part of the Sleaford Urban Design Study.

The key design principles for new development in Sleaford town centre are as follows:

11.1 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.



Picture 11.1 Artists Impression - View from the new railway crossing looking north along Southgate

- Plan the new development to accommodate a mix of uses to respond to local retail and housing needs as well as wider trends in sustainable urban living.
- Use the traditional burgage (narrow strip of land attached to dwelling) 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.

Design Criteria 11

- Focus new retail development along anticipated pedestrian desire lines on either side of Southgate.
- 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.

11.2 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.



Picture 11.2 Artists Impression - View looking west towards new retail frontage and shared space access adjacent to the proposed Tesco carpark

- 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 maintain existing access for buses and taxis along Station Road.
- 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.

11.3 Enhance the experience of arriving and entering Sleaford from the railway station and the vitality of this area.

11 Design Criteria



Picture 11.3 Artists Impression - View of Handley Square

- 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 appearance and scale 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.
- Implement selective, site specific landscape design enhancements and new tree planting to soften the appearance of parked cars and enclose the generous open spaces around warehouses and along Station Road.
- Create a landmark building facade on the corner of Station Road to define the point of entry 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 (see picture 11.4)
- Facilitate the regeneration of the Station Yard area through delivering economically viable development plots with suitable access to support retail and residential uses.

Design Criteria 11



**Picture 11.4 Nags Head Passage,
Sleaford**

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

- Provide a new bridge across the railway to act as a visual gateway at the end of Southgate and create a direct and convenient link in this direction.
- Create a welcoming arrival space for the proposed bridge suitably framed by the scale and arrangement of the surrounding buildings.
- Demonstrate how best to capitalise on the socio-cultural and civic qualities of a major piece of new infrastructure and its potential contribution to the legibility of the town as well as its wider regional sense of place/character.

11.5 Enhance the setting of the Handley Monument through the redevelopment of Monument Gardens to create a successful transition between new development and the historic core.

- 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.
- Consider the demolition of the existing post office building and its replacement with a more sensitively designed infill scheme which overlooks 'Monument Square'.
- Create 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

11 Design Criteria

from the north where it will need to function as a suitable backdrop to the monument itself.

- Consider how the monument could better become the focus of a new space in its own right, as opposed to an object in a space dominated by vehicle traffic. Focus on the potential use of the space and how the area could be redesigned to encourage a more sociable environment where people may wish to congregate throughout the day.
- Consider the transitional value of the space in helping to facilitate the integration of planned new development with the historic 'retail spine' to the north and in particular the role of an enhanced landscape scheme capable of providing a fitting backdrop to the Handley monument.

11.6 Only new development that respects Sleaford's unique character and contributes to the sustainable regeneration of the town centre will be permitted. A Design and Access statement that explains how the development contributes positively to the town centre and respects the design principles set out in this SPD must accompany all planning applications for developments in Sleaford.

Sleaford Masterplan and Proposed Sleaford Regeneration Group 12

12 Sleaford Masterplan and Proposed Sleaford Regeneration Group

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Sleaford Masterplan

12.1 The scope of the Sleaford Masterplan is to establish the long term vision for the town and devise a framework for the development of the town within which individual schemes can come forward.

12.2 The Masterplan will consider social, economic and spatial issues; and make an in depth analysis of all aspects including the communities that live, work and visit a defined geographical area. It will also facilitate the preparation of strategies for the regeneration of that area and identify the proposals that are needed to plan for major change in that area.

12.3 In doing this the Masterplan process will consider:

- Financial implications
- Economic Development & Regeneration Policies
- Community Strategies
- Community Aspirations
- Delivery Mechanisms
- Assessments

12.4 The result will be a Masterplan that will set out the following:

- The long term vision for the town (20-25 years); and
- The relationship between the physical environment and the social, economic and cultural context of the whole community.
- It will provide an understanding of how well a neighbourhood or town is integrated with the surrounding natural environment and its context within a district;
- It will identify the network of movement patterns of people on foot, cycle, car and public transport as well as the movement of service, refuse and delivery vehicles;
- It will identify the relationship between buildings and public spaces; and
- It will identify the need for the provision of new infrastructure for example, utilities and road networks to support regeneration.

12.5 Specifically the Masterplan will consider:

- The town centre and market place including retail, leisure and cultural facilities;
- Housing issues including quality, quantity, location and affordability;
- Education provision including quality, location, future growth, joint delivery and accessibility;

Sleaford Masterplan and Proposed Sleaford Regeneration Group 12

- Skills and employment including future key sector needs, workforce skills and business support; and
- Transport and infrastructure including tackling congestion, promoting sustainable transport, improving public transport and identifying future infrastructure requirements to support further sustainable growth.

12.6 Undertaking a Masterplan is a major commitment for the Council and will require a structured partnership arrangement between the authority and partners to the study. It is proposed to set up a dedicated group called the Sleaford Regeneration Group to help deliver the Sleaford Masterplan.

The Role of the Sleaford Regeneration Group

The Sleaford Regeneration Group will be formed to provide the structured partnership arrangement necessary to oversee the implementation of the Masterplan process. In addition to overseeing the delivery of the Masterplan process, the Sleaford Regeneration Group would provide a forum to develop proposals for the town.

12.7 The Council hopes to have adopted the Sleaford Masterplan by January 2011.

Monitoring and Review 13

Monitoring and Review 13

13 Monitoring and Review

13.1 Monitoring is a statutory part of the new planning system and provides a mechanism for review and assessment of the performance of plans and policies contained within the Local Development Framework (LDF). The Sleaford Town Centre Regeneration Supplementary Planning Document (SPD) will be monitored through the Council's Annual Monitoring Report to assess its performance and consider any new circumstances or changes in national, regional or local policy/guidance, such as the adoption of the Sleaford Masterplan.

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Further Information and Advice 14

14 Further Information and Advice

Informal Advice and Contacts

14.1 If you would like any advice in preparing your planning submissions please do not hesitate to seek advice from the Council's Planning staff who will be able to informally examine the benefits and any potential problems of an application, and, where necessary, offer advice as to how a scheme could be improved. Planning Officers will explain policies and may also carry out consultations with certain other bodies including the County Council as highway authority and key internal consultees such as Open Spaces Officer, Tree Officer and Conservation Officer.

14.2 All advice will be given in good faith, but cannot prejudice the outcome of any formal application which is subsequently submitted. This is because all applications are subject to full publicity and consultation procedures and ultimately may be determined by one of the Council's Planning Committees.

North Kesteven Contacts

Planning Economic and Cultural Services, District Council Offices, Kesteven Street, Sleaford, Lincs, NG34 7EF

Tel: 01529 414155

Fax: 01529 413956

Email: talkplanning@n-kesteven.gov.uk

Development Control - Phillip Rowson

Forward Planning - Amy Steer

Economic Development - Alan Gray, Suzanne Feneley

Highways Authority Contact

Mark Heaton, Area Manager Highways South, Lincolnshire County Council (Tel 01522 782070)

Further Information

Further information can be found on the Council website, www.n-kesteven.gov.uk by searching 'Sleaford Southgate Regeneration'