

Station Approach

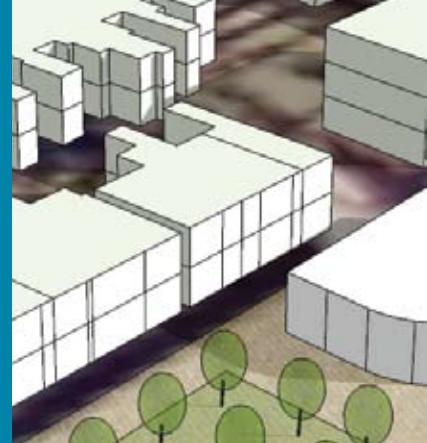
Draft Development Brief

Executive Summary

South Kesteven District Council

June 2009





Executive summary

Grantham is at a key stage in its growth and development and the next decade will see further changes.



A Development Brief for Grantham Station Approach

South Kesteven District Council is delighted to present this Station Approach Development Brief. The Brief provides guidance on how this important site should be developed in line with the vision for Grantham and relevant planning and design policies. It provides an indicative but flexible vision of future development form that will integrate and complement Grantham's charming historic core.

Impressions of a town are formed by the buildings and the spaces between that make up the public realm and the townscape; the quality of its facilities; services; places to visit and the ease of connectivity and movement between key areas. It is through these first impressions that people make decisions, whether to visit, work or to invest. There are significant social and economic benefits to be gained in ensuring that a town realises its potential and can be re-vitalised into

a thriving, vibrant and attractive centre that all its residents, workers and investors can take pride in. The successful, sustainable development of Station Approach, as one of the key opportunity sites within Grantham is the beginning of this process.

In addition to the planned growth as part of the emerging Local Development Framework, Grantham has secured Growth Point Status as part of the Regional Economic Strategy for the East Midlands, (2006-2020). Grantham Town Centre has to develop and improve if it is to secure its position as a sub-regional centre. Accessibility of the centre and the quality of its built environment must be addressed and opportunities for new investment must be created.

Introduction

Station Approach was identified as part of the Grantham Town Centre Issues and Development Options in August 2007. The site proposes a mixed use business quarter linked to the rail station and the town centre, with a view to targeting regional business

requiring strategic access to London and other local markets. The Grantham Town Centre Issues and Development Options was formally endorsed by South Kesteven District Council's Cabinet in November 2007.

Vision for Grantham

"The vision for Grantham is that of an economically, socially and physically connected sub-regional centre. The future will be bustling and vital, providing distinctive and complementary retail, visitor, living and work environment".

Grantham Station Approach sits in an overarching vision that seeks to:

- Provide a connected public realm;
- Create sustainable transport solutions;
- Consolidate, improve and diversify the town centre retail offer; and
- Create a town of different parts.

Aims of the Development Brief

The key principles for Station Approach are defined as:

- To make better use of this strategic site linking the station and town centre in enhancing the town centre vitality and viability;
- To increase economic development potential and increase town centre footfall;
- To encourage the consequential affect of new development in uplifting the surrounding area; making it a more desirable place to live; improving connections to the station and setting the basis for long-term change.

Status

The Station Approach Development Brief supplements existing planning policy and will be a material consideration that the Council will take into account when determining any planning application for the site. The Council's LDF Core Strategy is expected to be adopted in early 2010.

The Grantham Growth Board has identified Station Approach as a priority project which will deliver significant economic benefits to the town centre and act as a catalyst to further investment in the town.

The Brief, subject to adoption, will be used by South Kesteven District Council and any future developers for the site as a framework against which to assess the suitability of proposals and the standards of design expected from future development.

Summary of Development Proposal

The scale of development recommended by the Brief is set out in the table below.

Proposed Quantum of Development								
Use	Site A Approx GEA in m ²	Site B Approx GEA in m ²	Site C Approx GEA in m ²	Site D Approx GEA in m ²	Site E Approx GEA in m ²	Site F Approx GEA in m ²	Total	Alternative Site F
Office	4,700	7,119	0	988	0	2,875	12,800	
Hotel	3,604	0	0	0	0	0	3,604	
Retail	240	0	0	949	0	0	1,189	
Light Industrial	0	0	0	0	5,210	0	5,210	
Residential	0	4,363	0	1,606	0	0	5,969	6,345
Start up units	0	0	0	0	0	2,900	2,900	
Covered Parking	460	100	13,580	0	0	0	14,140	
Total by phase	9,004	11,582	13,580	3,543	5,210	2,875	45,794	
Car parking accommodated	66	148	760	15	215	138	1,342	47

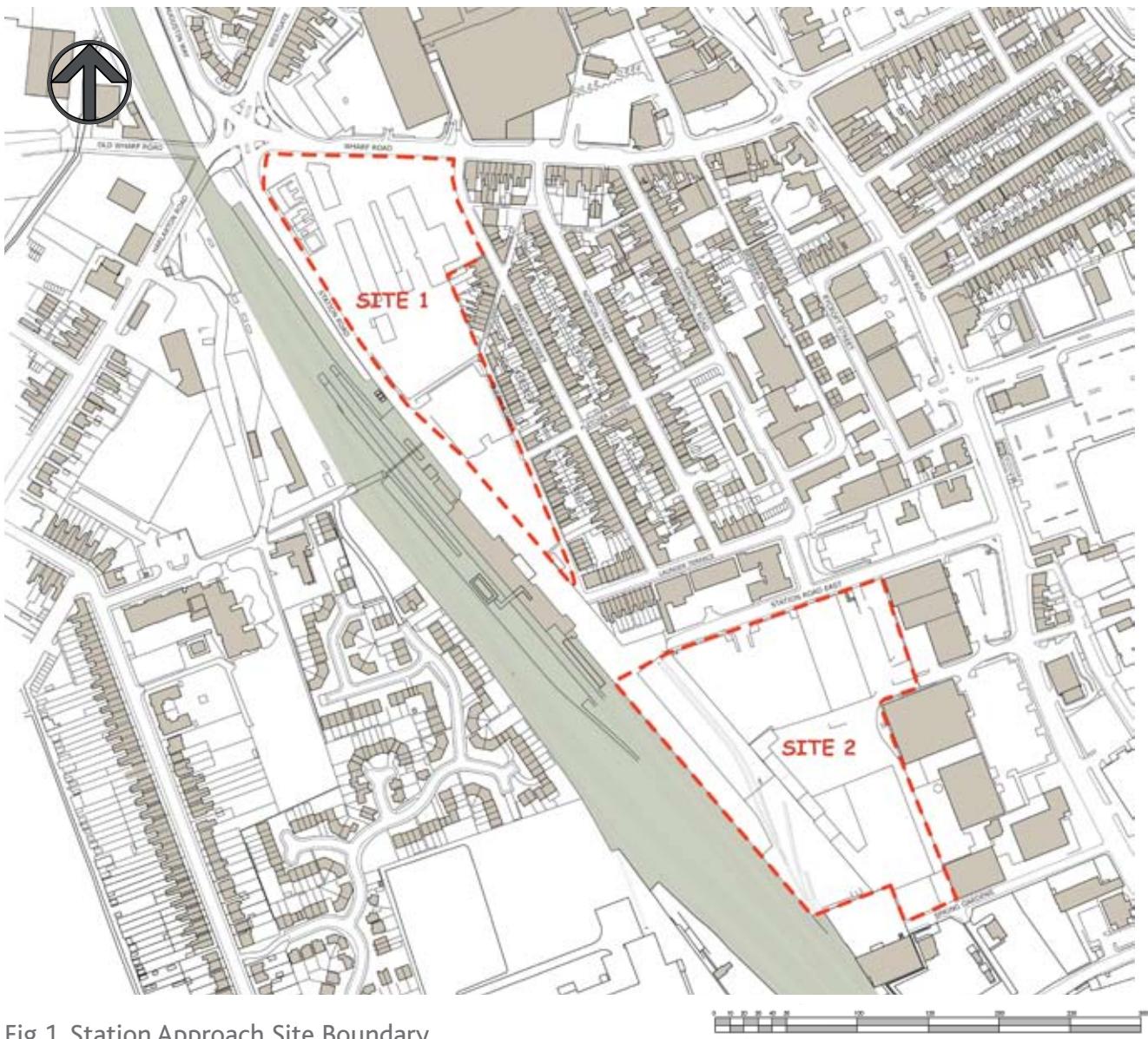


Fig 1. Station Approach Site Boundary

Policy Review and Guidance

The Regional Economic Strategy (RES) for the East Midlands (2006-2020) sets out the priorities for economic development within the region to improve the four key economic drivers of Skills, Innovation, Enterprise and Investment and therefore increase regional productivity. It sets out that:

“By 2020, the East Midlands will be a flourishing region. Increasingly prosperous and productive, we will enjoy levels of sustainable economic well-being and a quality of life higher than the European average and comparable with the best in the world.”

The RES identifies three structural themes and ten strategic priorities for economic growth. The “Land and Development” strategic priority aims to ensure a balanced supply of quality development land which contributes to the sustainable growth of the regional economy.

The strategic priorities within the RES considered most relevant to the Eastern Sub-Area are as follows:

- Enterprise and business support;
- Employment, learning and skills;
- Land and development; and
- Transport and logistics.

Following confirmation of Growth Point status for Grantham, local partners

were required to submit a Programme of Development (PoD) to CLG which sets out the vision for the growth area, the target and trajectory for housing delivery, and the projects which contribute to the delivery the Growth Point's aims

Policy direction at both a strategic and local level is focussed on reinforcing and enhancing the role of Grantham as a sub-regional centre through enhancement of its offer as a retail, employment and residential centre. Mixed use development would assist in achieving this whilst also enhancing the quality and perception of Grantham at one of its key gateway sites.

Site and Development Context

Grantham Railway Station is located to the south of Grantham town centre. The station is located approximately 500 metres from the main retail area of the town centre and is physically disconnected from the town centre by a lack of clear pedestrian routes and the physical dominance of the town centre highways network. Pedestrian connectivity to the town centre is currently restricted by the vehicular dominance of the A52 Wharf Road junction that manages traffic travelling north, south, east and west through the town centre.

Station Approach comprises two sites that are included in the study area for the Brief. The sites are referred to as Site 1 north of Station and Site 2, south of the Station, (Figure1). The sites comprise 13 acres of land situated on the eastern side of Grantham Railway Station and the East Coast Mainline.

Site Specific Description

Figure 2 sets out the various parcels of land that comprise the development site.

- Site A – Land fronting Wharf Road;
- Site B – Land to the west of Grantley Street and Railway Terrace;
- Site C – Land on Station Road East;
- Site D – Land adjacent to the station;
- Site E – Land adjacent to the railway lines;
- Site F - Land adjacent to Station Road East and west of London Road.

Planning and Development Principles

Overarching Principles

The aspiration for Station Approach is to transform the existing under utilised land of surface car parks and warehouses into a distinctive gateway to the town centre. The development

principles set a new direction for the future of this area, encouraging a mix of diverse land uses in order to create a vibrant area.

The development principles aim not only to encourage visitors to the Town Centre but, more importantly, to create a new business hub by providing suitable office accommodation and start up units. The aim is to attract a wide range of businesses to encourage economic development and create employment opportunities thus benefiting the wider community. The development will also enhance the neighbouring residential area with the provision of new homes alongside new local shops and cafés.

The Planning and Development principles for Station Approach are aimed at achieving:

- Clear connection between the Station and the Town Centre;
- A distinctive arrival point to Grantham by creating Station Square;



Fig 2. Site Specific Map

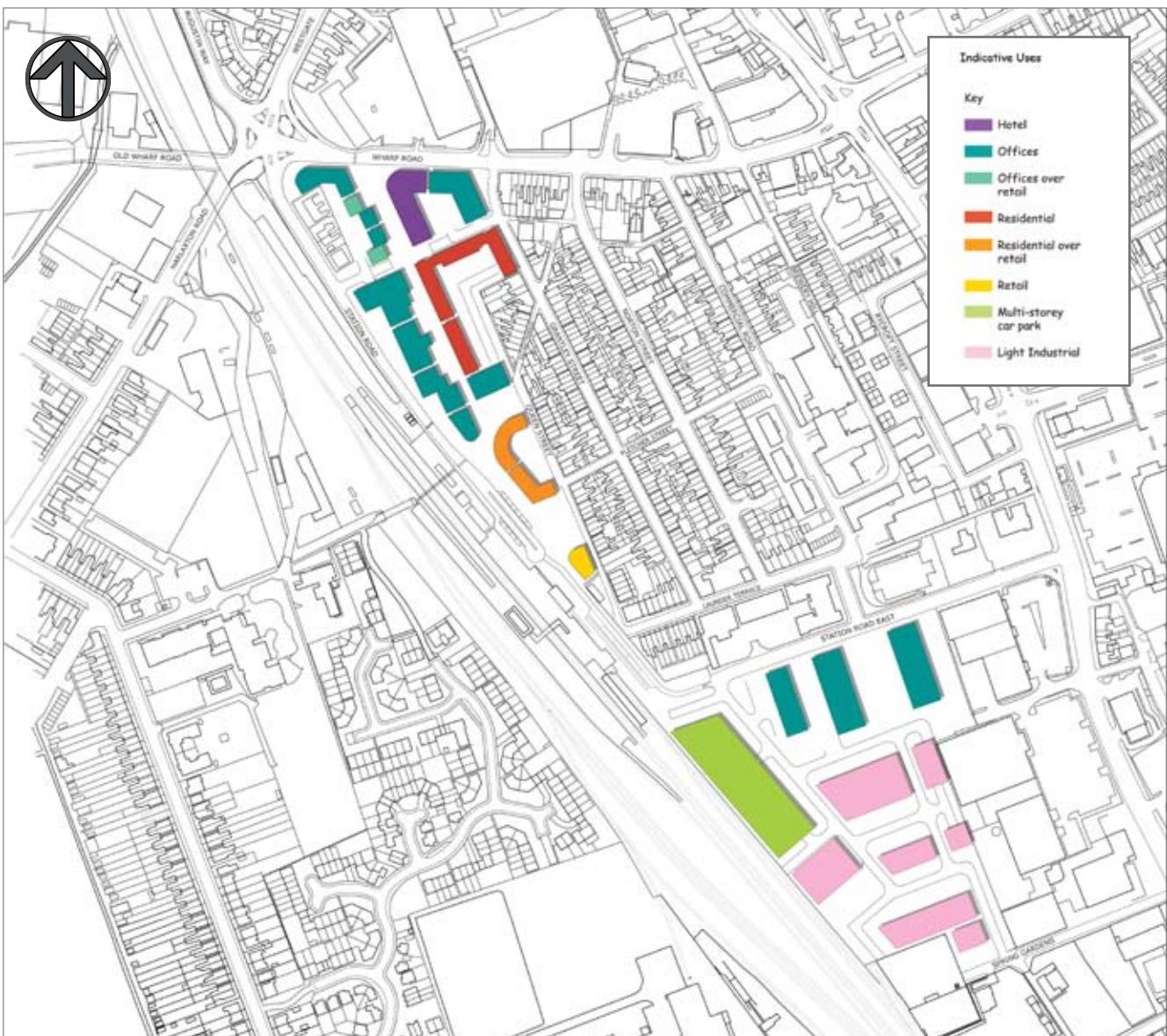


Fig 3. Proposed mix of uses

- An engaging route through a series of urban spaces that encourage people to visit the Town Centre;
- A versatile character area with a sustainable mix of employment and residential uses;
- Appropriate scale and massing of development that respects the Listed Buildings and adjacent residential area;
- Minimising the visual impact of surface parking; and
- Creating a public transport interchange with bus services extended to the rail station.

Proposed Land Uses

A diverse mix of uses including offices, residential, retail and hotel accommodation is proposed to create a dynamic and vibrant development.

For Site 1, a highly accessible B1 office development is suggested, combining office, commercial and residential. On Site 2, a multi-story car park is proposed together with the provision of light industrial uses and a combination of small start up units.

Implementation

South Kesteven District Council has set out its aspirations to bring forward a series of developments for Station Approach. It is anticipated that the Station Approach development will act as a catalyst to begin the process of regeneration and deliver the vision for Grantham Town Centre. The following key issues will need to be considered if the vision for Station Approach is to become reality.



Station Approach development proposals



Promoting greater connectivity between Grantham Railway Station and Town Centre

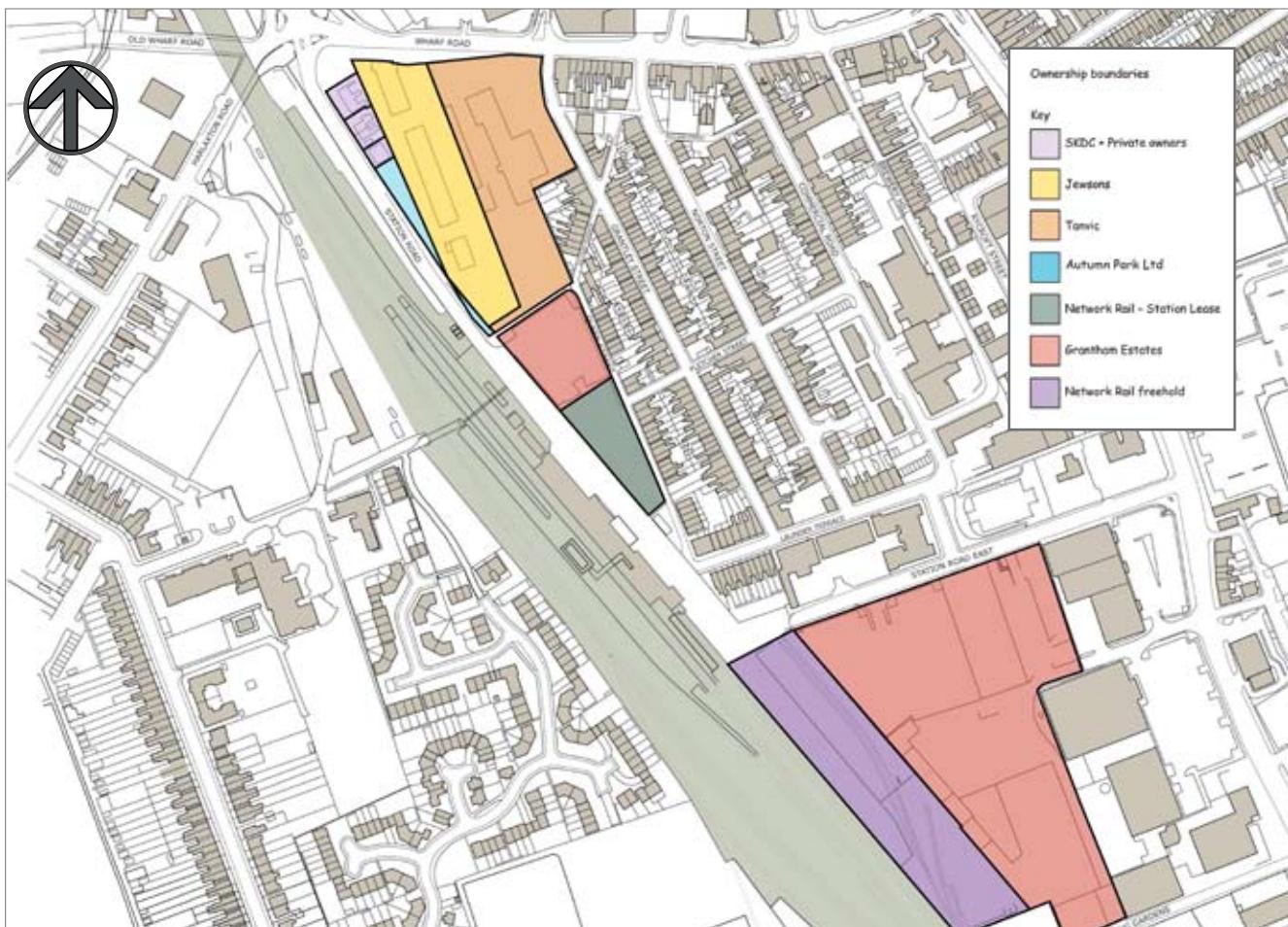


Fig 4. Land ownership

Land ownership

There is multiple land ownership for Site 1 and Site 2 comprising public agencies and private organisations. In order to bring forward a series of comprehensive and coherent developments it will be necessary to encourage dialogue between the principal parties. At this stage no formal agreement exists between the landowners on the future of Sites 1 and 2.

In order to ensure the successful development of Station Approach, to achieve the aims and objectives of the Grantham Town Centre Vision and this Brief, the Council encourages owners and prospective developers to negotiate and engage in dialogue to achieve the most efficient use of land for mutual benefit.

Financial

The viability of the proposed development is subject to the current state of the residential and commercial market, thus making it sensitive in terms of its deliverability. It will be appropriate for the public sector to take a significant lead for the proposed re-development of Station Approach. The following options will be considered by the Council:

- Establishing a partnership with landowners governed by a "Memorandum of Understanding";
- Establishing a strong policy basis within the emerging Local Development Framework;
- Establishing a programme of enabling works;

- Undertake further surveys, i.e. Environment Statement; Site Investigations;
- Deployment of Growth Point Funds;
- Exploring public sector funds;
- Assembly of land; and
- Assist with the re-location of existing uses.



Fig 5. Indicative phasing plan

Phasing

To assist the implementation process, a phased approach is suggested based on current land ownerships and a logical sequence of redevelopment. The proposed phasing will also bring development sites forward of a scale which will be more attractive to local and regional developers, commencing at Site A and concluding at Site F.

The assumptions relating to the development phasing are predominantly informed by the following factors:

- A key driver for Site A is to create a sustainable office development that will serve as a catalyst for the future redevelopment of Station Approach. Site A will be promoted as a commercial quarter thus generating employment opportunities. In

addition to the provision of high quality office space a hotel is also suggested as part of the mix of uses. Site A promotes a Business Innovation and Incubation Centre to help create future office demand and to establish an office market. Site A will also bring forward important public realm benefits to create and support the connectivity between the Railway Station, Station Approach and the Town Centre;

- Site B is a continuation of the office development and introduces a further mix of uses that includes residential. The phasing of Sites A and B also has important cashflow implications with the potential to pump prime the proposed multi-storey car park on Site C. Developing Sites A, B and C in a co-ordinated manner

will also support the operational rail facilities throughout the re-development period.

- A multi-storey car park is suggested on Site C and this releases land on Sites D, E & F. Site C will consolidate the existing surface car parking that currently dominates the land around the Railway Station. Site D will complete the urban strategy to integrate the Station in to the wider town centre and whilst enhancing the interchange facilities. The proposed mix of uses for Site D is retail with residential above. However, the future mix of uses on Site D will also depend on the success of the office developments on Sites A and B. Site D can therefore be adapted to incorporate more offices.
- Sites E and F concludes the re-development of Station Approach and are contingent upon the provision of a multi-storey car park on Site C. Site E promotes light industrial to reflect the surrounding existing uses and Site F, due to ease of access and availability of frontage, suggests either residential or the provision of start up units.

The above phasing approach will have important implications for the wider regeneration benefits for Grantham to attract future investment to the town, not only for Station Approach but for other key opportunity sites.

Conclusion

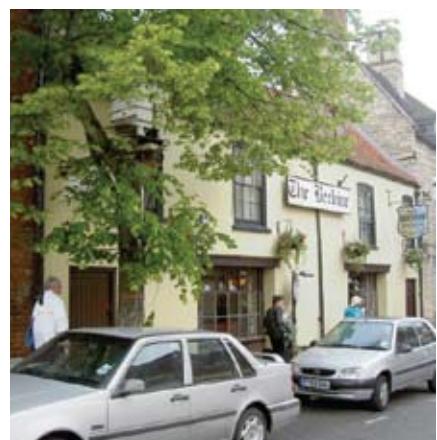
The Station Approach Development Brief sets out an ambitious scheme to rejuvenate Grantham. At the heart of this proposal is the aspiration to create bespoke quality office space that will act as a catalyst for further development proposals to come forward. The regeneration of Station Approach has the potential to deliver a significant level of new development that will have a direct impact on the transport, social and public realm infrastructure of the area.

Notwithstanding current market conditions, South Kesteven District Council considers this scheme to be the first in a series of opportunity areas that will serve as a regenerative catalyst for Grantham Town Centre.

Councillor Frances Cartwright

Cabinet Member for Economic Development
South Kesteven District Council

June 2009



Copies of the full Development Brief are available from:

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or can be downloaded from www.southkesteven.gov.uk or www.granthamforgrowth.co.uk

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