

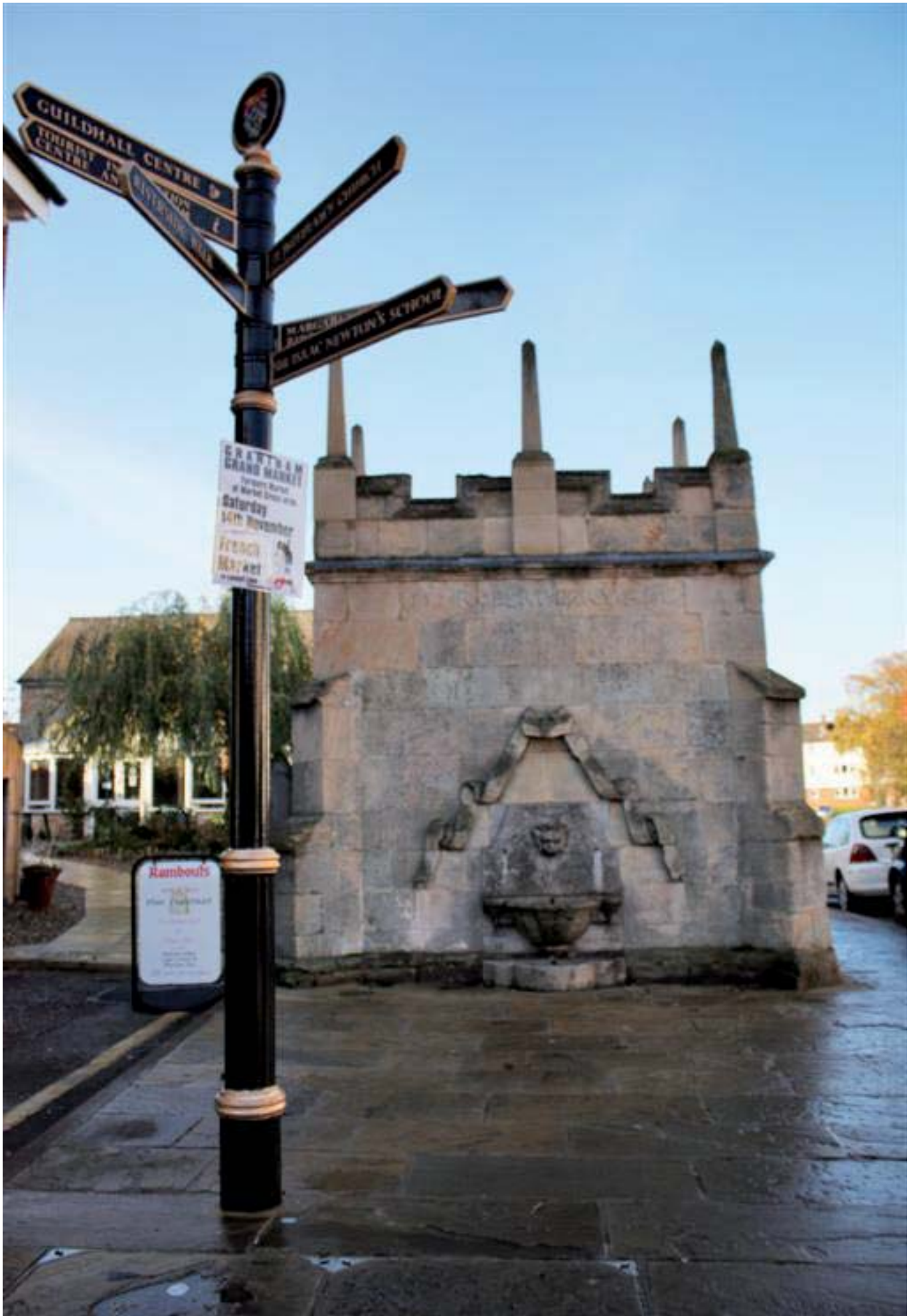


Greyfriars, Grantham **DEVELOPMENT BRIEF**



Contents

Foreword	03
01 Introduction and Purpose	06
02 Site and Development Context	10
03 Planning Policy	18
04 Vision and Objectives	26
05 Land Use Objectives	30
06 Urban Design Framework	34
07 Public Realm Strategy	40
08 Access and Movement	44
09 Delivery Strategy	48



Foreword

South Kesteven Council have prepared this draft Greyfriars Development Brief for public consultation. The Development Brief will provide a framework for the development and regeneration of the Greyfriars site.

The consultation document is available for inspection at the following locations:

- Council Offices, St Peter's Hill, Grantham
- Grantham Library, Isaac Newton Centre, Grantham

It is also available on the Council's website at www.southkesteven.gov.uk

It would be appreciated if any comments were made by email to planningpolicy@southkesteven.gov.uk or in writing to:

Planning Policy and Partnerships
South Kesteven District Council
St Peter's Hill
Grantham
NG31 6PZ



CHAPTER 01

INTRODUCTION AND PURPOSE



Introduction and Purpose

The purpose of the Greyfriars Development Brief is to provide a framework for the development and regeneration of this key town centre site.

The Greyfriars Development Brief ('the Brief') has been prepared by GVA on behalf of South Kesteven District Council. The Brief is a written statement to guide future development at Greyfriars. Visuals and drawings have been included to provide illustrative guidance.

Vision for Grantham

Grantham was awarded 'Growth Point' status in 2007, following a successful bid for funding from the Department of Communities and Local Government (DCLG). The funding will enable Grantham to meet its vision to grow 30% by 2026, facilitating the delivery of 7,000 new homes and more than 4,000 new jobs. The Growth Point will enable Grantham to strengthen itself as a sub-regional centre, opening significant opportunities for growth and investment. The importance of vital and viable town centres to successful and sustainable communities and local economic growth is being increasingly recognised and is playing a more prominent role in the planning agenda. This is reflected in national, regional and local planning policy objectives, including South Kesteven's Core Strategy.

The Core Strategy sets a vision for Grantham to develop as a key economic centre, not only in Lincolnshire but sub regionally.

The emerging Grantham Area Action Plan: Preferred Approach (2011) seeks to ensure Grantham will be "a vibrant and key economic centre" with a "high quality choice of retail, leisure, residential and employment opportunities for all". Key to the success of the vision for Grantham is to "celebrate its natural and built heritage, culture and riverside location".

The Greyfriars Development Brief sits within an overarching vision for the town centre 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 centre of distinct parts.

Other key projects identified as part of the town centre include:

- Wharf Place;
- Station Approach; and
- Canal Basin.

Aims of the Development Brief

The key principles for Greyfriars as defined in the Grantham Area Action Plan: Preferred Approach (2011), are to provide:

- A mix of retail and leisure uses with particularly active uses at street level;
- Town houses/flats within the development site that will complement the existing residential uses in the immediate area;
- Adequate car parking to serve the proposed land uses;
- Integration of the site within the town centre through improved access and permeability, particularly improved pedestrian links to Westgate, Market Place and the High Street;
- A public realm designed to encourage pedestrian activity, using high quality materials, including street trees, seating, public art, good lighting and enhancement of the existing lanes and alleyways linking Greyfriars to Westgate.

This framework is intended to guide the development of the site as follows:

- To set overall design principles and parameters for Greyfriars;
- To provide a guide to the overall development parameters for the site – including the preferred mix and scale of development;
- Ensure a viable form of development;
- To provide quality standards for the site;
- To achieve the comprehensive redevelopment of the site;
- Give clarity to developers and investors regarding the Council's requirements for the site; and
- Provide an indicative approach to the delivery and phasing of the development.

Status

The Brief forms one of a suite of Supplementary Planning Documents (SPD) under the umbrella of the South Kesteven Local Development Framework.

The 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.

This 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 judge the suitability of proposals and the standards of design expected from future development.



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CHAPTER 02

SITE AND DEVELOPMENT CONTEXT

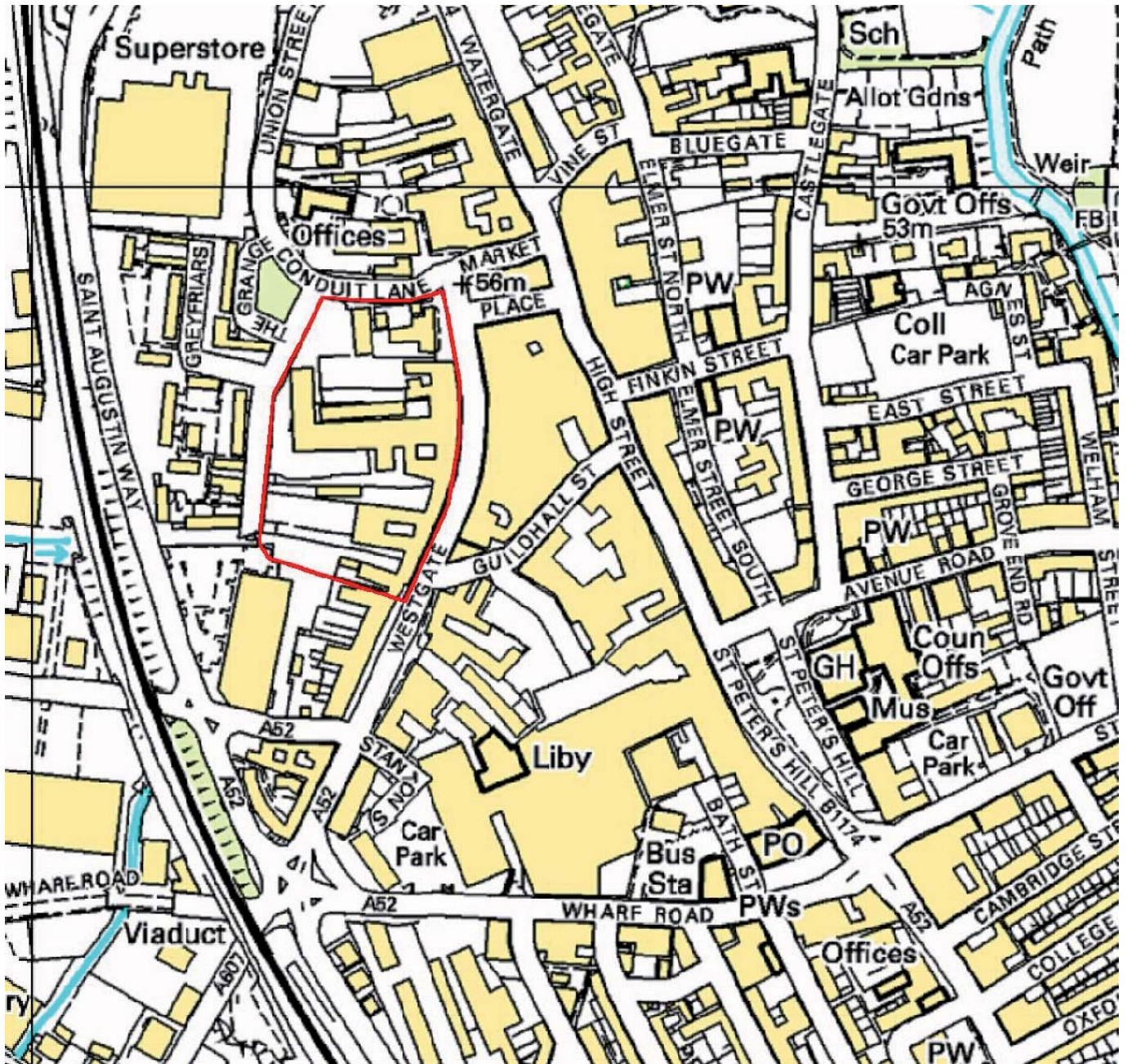


Site and Development Context

Location

Greyfriars extends to approximately 3.2ha (7.98 acres) and is located to the west of Grantham Town Centre.

The site accommodates a number of existing buildings and uses including car parking (public and private), retail units (at ground floor level with a range of uses above) and warehouses.



Greyfriars Site Boundary





Extensive surface car parking



St Wulframs Church



fronting Westgate



Historic burgage plot formations



Historic burgage plot formations

Site Context

The site is occupied by the following uses:

- Ground floor retail (Use Class A1/A2/A3/A4/A5), with office (Use Class B1)/residential (Use Class C3) above, fronting Westgate; and
- A mixture of surface car parking, light industrial units (B1) (including trade counters), residential (C3) and offices (B1) to the rear (fronting Greyfriars/Conduit Lane).

The existing built development comprises a range of building ages, architectural styles and scales including traditional 'high street' development fronting Westgate with industrial sheds to the rear. The Westgate frontage is intensely developed and well occupied while land to the rear is underused. The existing built form reflects historic patterns of property ownership and development (including burgage plots).

Historic Character

The Grantham Townscape Assessment (2011) distinguishes the three distinct areas that make up the town centre. These comprise the medieval core clustered around St Wulfram's Church, the 19th Century civic centre situated along St Peter's Hill and the 18th-19th Century commercial centre of Market Place, High Street and Westgate which form the north and eastern spine of Greyfriars. Each area brings unique characteristics to the town centre and the identity, scale and fine urban grain should be respected in terms of future development.

Greyfriars is partially (to the east) located within the defined Grantham Conservation Area. Development here should seek to protect and enhance the character and appearance of the conservation area.

Within Greyfriars, this character is reflected in the fine grain and plot layout representative of medieval planning. These burgage plots are evident along the east-west axis to the rear of buildings on Westgate, running through the Greyfriars site. The Brief seeks to protect the historic character of this area of the town centre, enabling the burgage plot legacy to remain readable and be reflected in future development.

In conjunction with the medieval burgage plots, are alleyways linking main streets to rear properties and back lanes. These alleyways reflect the fine grain of medieval town and village planning and remain in general in their original positions. A number of these alleyways are evident running east-west from Westgate through the Greyfriars site.

The site contains a number of listed buildings fronting Westgate plus a Scheduled Ancient Monument. These structures should be retained (and enhanced where possible) and their setting protected from adverse impacts.

The buildings along Westgate are predominantly three storey townhouses interspersed with purpose built public buildings such as Westgate Hall. The character of the street is reflected in the change in roofline, the mix of brick, stone and timbered buildings and evidence of high quality stonework, terracotta, stucco and render creating expressive and diverse facades along Westgate. A number of traditional shopfronts remain in situ (no's 12-13 and 86-87).



GREYFRIARS LOCATION PLAN

KEY
[Red outline] Site area

0 100m

Neighbouring Uses and Development

The site is bound to the east by Westgate, with the George Centre and the town centre 'core' extending beyond. The rear (including service areas) of retail units extend to the south plus Augustin Retail Park. A residential area of mainly post-war flats lies to the west of the site extending as far as St Augustin Way, while to the north is a mixture of land uses including retail warehouses (Asda and Lidl).

Access

Vehicle access to the site is achieved from Westgate, Conduit Street and Greyfriars. A number of informal pedestrian lanes provide access from Westgate to land to the rear.

Greyfriars is a minor cul-de-sac road. It provides access to residential housing, car parks and existing buildings that are situated along Greyfriars. Conduit Lane is a busy road connecting Union Street and Market Place.

The Brief aims to improve connectivity for pedestrian movement between the Greyfriars site and Westgate. There are several narrow passages from the rear of the frontage buildings along Greyfriars which lead out onto Westgate. However these are 'minor' links for pedestrians and there is currently no formal route for pedestrian movement to Westgate and onto the High Street, the main shopping street in Grantham.

The Brief also seeks to improve pedestrian access to the retail development south of Greyfriars. Currently a large gate prohibits any access.

There is a lack of connectivity for vehicles with no road network that caters for ease of movement between Greyfriars, Westgate and the High Street. This also applies to current servicing requirements.

As Conduit Lane travels north it becomes Union Street which leads onto a major gyratory. This is the North Parade/A607 Brook Street/Broad Street/Brownlow Street gyratory which is a one-way system. It provides major access to and from the north of Grantham Town Centre as well as the Asda superstore off Broad Street. There are often high levels of congestion and queuing along the roads onto the gyratory.

There are several car parks found along Greyfriars. The main public car park is Conduit Lane Car Park; located at the north of Greyfriars and providing 48 long stay spaces. Watergate Car Park, located in the north of the town centre provides 102 short stay spaces. In addition, there is a large car park of approximately 500 spaces associated with the Asda supermarket. Servicing is also carried out along Greyfriars.

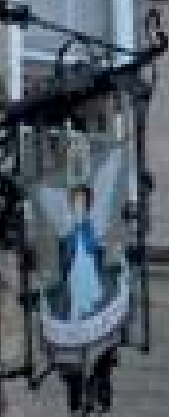
The nearest bus stops are found along Union Street and High Street. These include S1 and S5 on Union Street, which are primarily shopping services, and 1, C3, C4 and C6 on the High Street.

Physical Environment

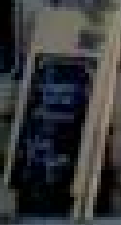
The site slopes slightly from east to west. There are no trees, surface water resources, or other notable ecological assets at present. The site therefore has no obvious significant physical/natural constraints to development and represents an opportunity to enhance the urban environment with improved landscaping and public realm.



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CHAPTER **03**
PLANNING POLICY



Planning Policy

The purpose of this chapter is to provide a review of the relevant planning and regeneration strategy and policy within which the Development Brief for Greyfriars sits. The review considers policy at national and local level to guide the development of proposals for the regeneration of Greyfriars during the Plan Period.

National

National planning policy is set out in a series of Planning Policy Guidance notes (PPGs) and Planning Policy Statements (PPSs) which are material considerations in the formulation of Development Plans (and other Local Development Documents) and the determination of planning applications.

Planning Policy Statement 1: Delivering Sustainable Development (PPS1)

(2005) focuses on delivering development in sustainable locations maximising the re-use of previously developed land, promoting high quality design which complements and enhances the character of places.

PPS1 seeks to achieve effective planning and delivery of developments which enhance access to jobs, shops, community facilities and housing to enhance the viability of communities and towns.

Planning Policy Statement 3: Housing (PPS3) (2010)

advocates local planning authorities (LPA's) should consider the suitability of existing sites allocated for employment and whether these would be more appropriately redeveloped for residential uses once other constraints have been taken into account.

PPS3 highlights the need to consider reusing vacant or derelict commercial buildings/land as part of mixed-use town centre development.

Planning Policy Statement 4: Planning for Sustainable Economic Growth (PPS4) (2009).

PPS4 sets overarching policy to promote sustainable economic growth. The guidance seeks a proactive approach to securing new investment in centres, and achieving more sustainable patterns of development. The Government's key objective for town centres is to promote their vitality and viability, through focused economic growth.

LPA's should plan positively for growth and development by assessing the need for further main town centre uses and ensure there is capacity to accommodate them, taking account of the role of centres in the hierarchy; and to identify any deficiencies in the provision of local convenience shopping and other facilities which serve people's day-to-day needs.

Planning Policy Statement 5: Planning for the Historic Environment (PPS5) (2010).

PPS5 sets out the Government's overarching aims to protect the historic environment and its heritage assets. This includes the protection of listed buildings and conservation areas and guidance on the determination of impacts of new development on the historic environment.

Regional

East Midlands Plan (RSS) (2009)

The East Midlands Regional Spatial Strategy (RSS) was adopted in March 2009 and provides the broad planning and development framework for the East Midlands region to 2026. In accordance with s.24 of the Planning and Compulsory Purchase Act (2004), Local Development Documents must be in 'general conformity' with the RSS and therefore the provisions of the RSS should set a strategic policy basis for the preparation of the Development Briefs.

Key policies of relevance are as follows:

- Policy 1 – Regional Core Objectives
- Policy 2 – Promoting Better Design
- Policy 3 – Distribution of New Development
- Policy 4 – Development in the Eastern Sub-Area

- Policy 13a – Regional Housing Provision
- Policy 18 – Regional Priorities for the Economy
- Policy 19 – Regional Priorities for Regeneration
- Policy 22 – Regional Priorities for Town Centres and Retail Development
- Policy 27 – Regional Priorities for the Historic Environment
- Policy 39 – Regional Priorities for Energy Reduction and Efficiency
- Policy 40 – Regional Priorities for Low Carbon Energy Generation
- Policy 42 – Regional Priorities for Tourism
- Policy 45 – Regional Approach to Traffic Growth Reduction
- Policy 46 – A Regional Approach to Behavioural Change
- Policy 48 – Regional Car Parking Standards

South Kesteven Local Plan (1995)

Following changes to the Planning and Compulsory Purchase Act (2004), only policies saved under the Secretary of State's 2007 Direction remain valid under the development plan for South Kesteven. The Local Plan sets out detailed policies and proposals for the development and other use of land in the district. Reference should be made to the saved policies within the following key chapters of the Local Plan which are considered to be of relevance. These policies will be superseded on adoption of the Grantham Area Action Plan, anticipated in 2012.

South Kesteven Core Strategy (2010)

The LDF Core Strategy provides the central principles and direction for growth and development within South Kesteven to 2026 and provides high level spatial, environmental, sustainability and economic policy for the District.

Policy SP1 seeks to direct all new development to Grantham on appropriate and sustainable brownfield sites.

Policy EN1 protects the character of the town centre, including listed buildings, local distinctiveness and conservation areas. Policy EN4 sets targets for the energy efficiency and sustainability of new buildings.

Policies H1 and E1 (Housing and Employment development respectively) seek to support the principles of the spatial policies by directing new development towards Grantham town centre, seeking to broaden the housing mix and offer and diversify the employment base. As the principal retail centre within the District Grantham is also promoted as the 'first choice' location for new retail development under Policy E2.

Grantham Area Action Plan (Preferred Approach) (2011)

The Grantham Area Action Plan (GAAP) sets a series of objectives to enable Grantham to be a 'vibrant and key economic centre in Lincolnshire'. The aim is for Grantham to offer high quality retail, leisure, residential and employment opportunities for all, whilst new development takes account of the existing character and heritage of the town.

The GAAP proposes a series of overarching and site specific policies for future growth and development. Policy GF1 considers Greyfriars, seeking mixed use development that establishes the area as a 'niche destination area'. GF1 requires:

"All new development must fully integrate Greyfriars into the Primary Shopping Area to enhance the vitality and viability of the Town Centre"

Pedestrian connectivity through to Westgate and High Street is key, with new development also required to provide a mix of retail/leisure uses at street level, townhouses/flats to complement existing surrounding housing, adequate parking, improved accessibility and enhanced public realm. Redevelopment is to be well designed to respect 'the historic grain and surrounding town context'.

South Kesteven Retail Needs Study (2010)

The Retail Needs Study undertaken in 2010 identifies a need for additional shopping and service facilities to meet projected expenditure growth, with Grantham the preferred location for new floorspace to promote sustainable growth.

The Study identifies capacity for at least 1,500 sqm convenience floorspace within Grantham town centre.

In comparison floorspace terms, the study seeks to enhance Grantham's position in the retail hierarchy, with 40,300sqm of comparison floorspace capacity identified across the District to 2021.

South Kesteven Employment Land Capacity Study (2010)

The Employment Land Capacity Study provides evidence to inform the Local Development Framework, demonstrating the need for, and deliverability of, employment allocations across the District and taking into consideration the impact of recession, national guidance PPS4 and the Grantham Growth Point.

The study indicates a shortfall of approximately 20ha of employment land (B1a/B8 uses) in Grantham over the period to 2026. The town's Growth Point status is considered to provide opportunity to address the issues currently constraining economic growth in Grantham, creating opportunities to deliver a step change in the local economy.

Grantham Movement Strategy (2010)

The Movement Strategy underpins the GAAP, recognising the importance of mobility and accessibility to economic growth and inward investment. The Movement Strategy establishes key connectivity considerations for future land uses, including sustainable modes of transport, streetscapes and public realm strategy. The Strategy's objectives include:

- Maximise people's propensity to walk/cycle when accessing local services;
- High density development to support viable public transport;
- Integrate green features/ corridors where possible to act as high quality walking/cycling routes;
- Appropriately designed streets designed for public transport with highly legible walkable bus hubs;

For Greyfriars specifically, the Movement Strategy aims to improve East-West pedestrian connections through the site to new retail development and to link the site effectively with high quality public realm improvements along Westgate and Market Place.

Grantham Townscape Character Assessment (2011)

The Townscape Assessment was undertaken to inform the GAAP. The Study splits the town centre into 3 distinct areas. The key findings of the assessment have been taken into consideration in the preparation of this Development Framework and are referenced throughout the Brief. The Brief therefore aims to ensure that future development proposals for Greyfriars are in line with the wider objectives for Grantham Town Centre, both in terms of economic growth and the protection and enhancement of the character and setting of Grantham town centre, in particular its heritage and distinctiveness.



GREYFRIARS POLICY DESIGNATIONS

KEY

- Site area
- Listed buildings
- Area Conservation Policy
- Town Centre shopping area
- Primary shopping area
- Primary shopping frontage
- Secondary shopping frontage
- Ancient monuments

0 100m

Status of the Brief

Having extensively reviewed the planning and regeneration context it supports the mixed use development of Greyfriars.

Policy direction at both a strategic and local level is focused on reinforcing and enhancing the role of Grantham as a sub-regional centre through enhancement of its retail, employment and residential offer. Mixed use development would assist in achieving this whilst enhancing the quality of retail offer and strengthening the vitality and viability of the town centre as a retail destination.

The Greyfriars Development Framework will form one of a suite of Supplementary Planning Documents (SPDs) under the South Kesteven Local Development Framework. The guidance and recommendations set out within the remainder of the document are directly linked to the vision and objectives of South Kesteven's adopted Core Strategy and the emerging Grantham Area Action Plan.

SPD's, under the Planning Act 2008 are no longer required to be subject to Sustainability Appraisal (SA) as they do not introduce new policies or propose significant impacts that have not already been assessed at a higher local level. For the purposes of this SPD the SAs for the South Kesteven Core Strategy and the Grantham Area Action Plan are applicable.



CHAPTER 04

VISION AND OBJECTIVES



Vision And Objectives

The vision for Greyfriars is to create a new mixed-use retail and leisure quarter that meets the aspirations of both existing and future local residents.

Vision

The above vision statement reflects South Kesteven's aspirations for economic growth in Grantham to reinforce the town as a principal shopping destination and sub-regional centre.

Greyfriars has the potential to increase expenditure in the town centre through improving the retail offer and creating a niche retail-led mixed use destination to meet the needs of the existing and future population.

For the vision for Greyfriars to be achieved the site must be considered in terms of connectivity and integration with the wider town centre, whilst distinguishing itself as a retail destination, that reflects the distinctiveness of this part of the town centre.

Objective 1 – Encourage economic development

Opportunity sites that are suitable, available and viable should be identified and promoted for development in order to deliver sustainable growth that will transform the economic fortunes of the town centre and meet local aspirations. Planning barriers to development should be identified and proactively managed.

Objective 2 – Create a new retail/leisure destination for Grantham to meet the needs of the growing population

Create a retail/leisure quarter that acts as a key destination for Grantham, focusing suitable and complementary uses at Greyfriars that meet local needs and aspirations and accord with the principles of the Growth Point agenda.

Objective 3 – Protect and enhance the quality of the built environment

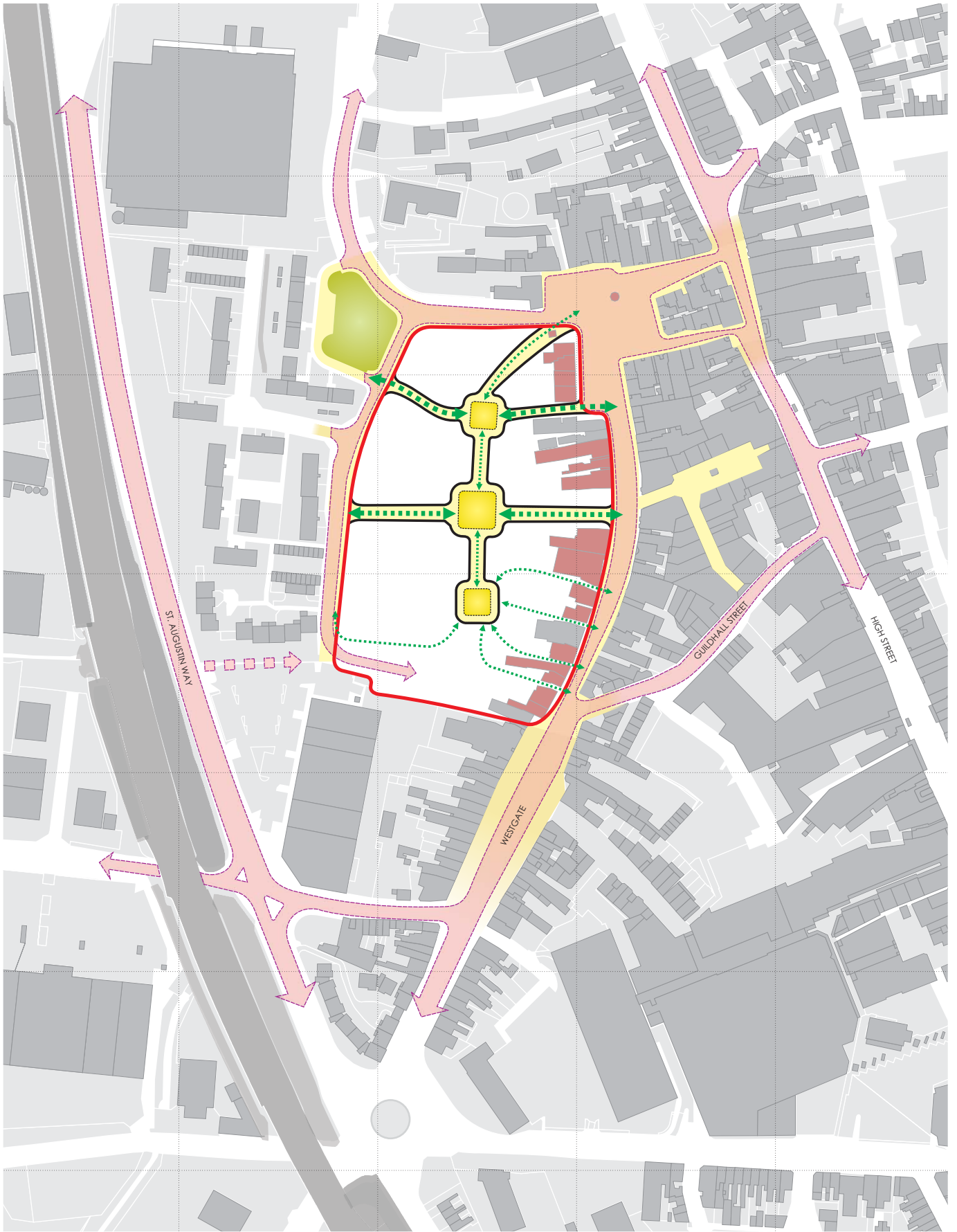
The growth of the town centre should complement the town's history and the character and setting of the conservation area. The site comprises a number of listed buildings and historic burgage plot formations, the character of which should be retained and enhanced as far as practicable and appropriate, with new build designed to the highest standards of design to complement and enhance the town centre's historic core.

Objective 4 – Improve accessibility for pedestrians, cyclists, public transport users and by car

Improve the pedestrian environment within the site and reinforce the town centre pedestrian retail circuit to ensure the site is well integrated into the town centre as a whole. Enhance cyclist connections and facilities on-site and take advantage of opportunities to deliver public transport improvements, while positively managing the needs of car users.

Objective 5 – Respond to the causes and effects of climate change

Contribute to the delivery of a more sustainable pattern of development in Grantham by ensuring that people's shopping, leisure and service needs can be met locally (reduce the need to travel). Support the replacement of inefficient obsolete buildings with new buildings which meet the highest standards of energy/water efficiency (including decentralised renewable energy technologies) and address the effects of climate change through appropriate urban design.



GREIFRIARS URBAN STRUCTURE

- KEY**
- Site area
 - Public realm
 - Listed buildings
 - Green space
 - Pedestrian connections
 - Vehicle access & movement
 - Potential new vehicle access
 - Principal active frontage





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CHAPTER **05**
LAND USE OBJECTIVES



Land Use Objectives

Use	Location
Retail (Use Class A1)	Principal use – ground floor/fronting key pedestrian routes
Food and Drink (Use Class A3)	Principal use – ground floor/fronting key pedestrian routes
Leisure (Use Class D2)	Principal use –first floor above retail / access via ground floor key pedestrian routes
Office (B1)/Community/Cultural (D1)	Ancillary use – upper floors and/or fronting Greyfriars/secondary routes to rear of site
Residential (Use Class C3)	Ancillary use – upper floors and/or fronting Greyfriars/secondary routes to rear of site
Hotel (Use Class C1)	Ancillary use – upper floors
Car Parking	Ancillary use – undercroft parking and upper decked parking

Retail and leisure-led mixed use development is proposed at Greyfriars to create a distinct retail destination.

Development will extend the Primary Shopping Area to this underutilised part of Grantham centre, to reinforce the town centre, enable connections with existing edge-of-centre retail developments and strengthen the town centre retail circuit as a whole.

The development should be a seamless extension to the heart of the town centre (particularly Market Place, Westgate and the George Centre) by successfully stitching into the existing physical structure and retail frontages in terms of design, form, use and pedestrian access.

Appropriate Landuses

Redevelopment of this site should seek to improve the town centre’s retail and evening economy offer. A mix of comparison goods retail and leisure should be attracted in order to provide a distinctive retail/leisure offer that responds to the aspirations of the catchment area, broadens consumer choice and creates a more competitive retail/leisure offer for Grantham – including opportunities for larger format retail stores aimed at multiple operators and large leisure occupiers (such as a cinema/ gym).

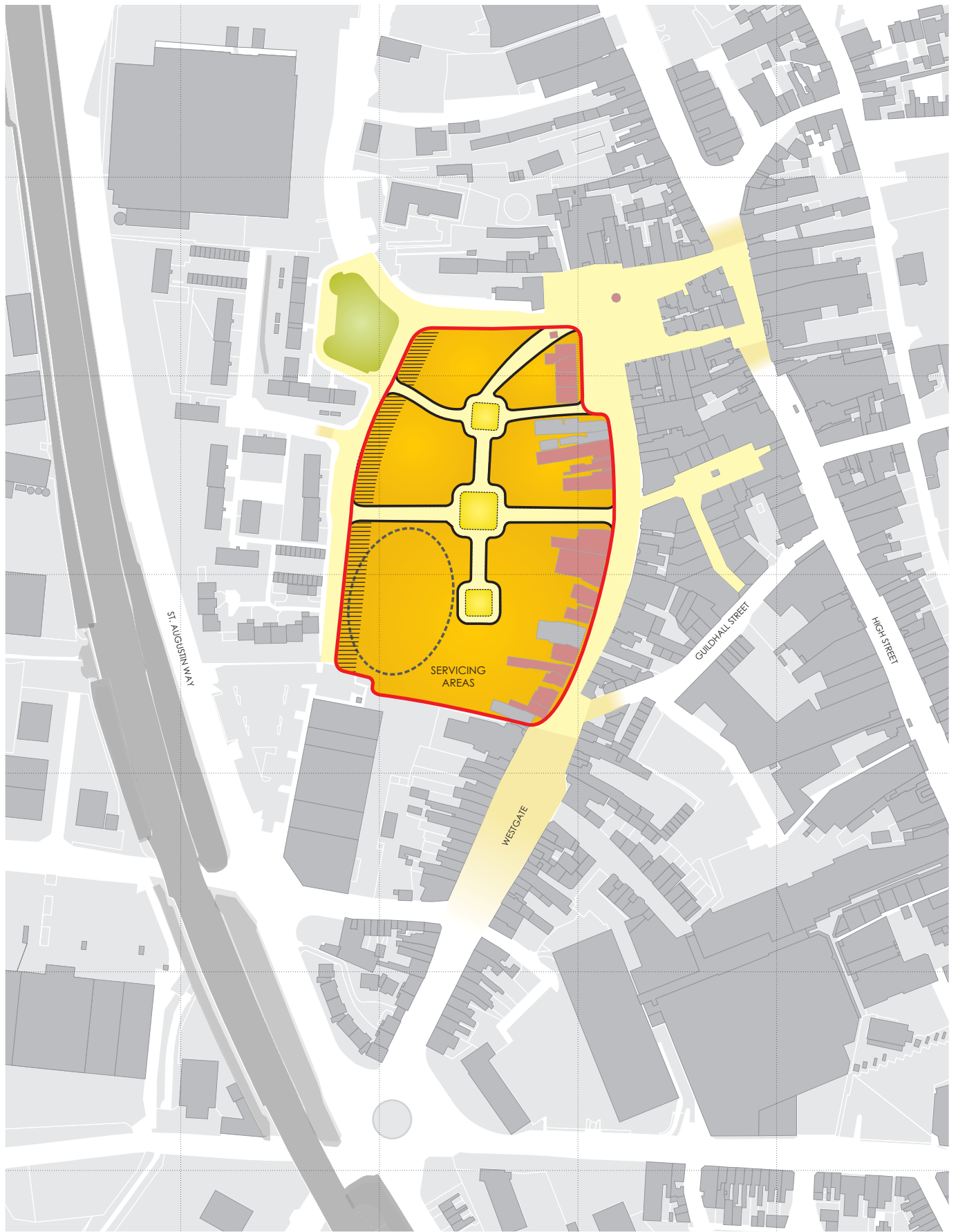
Retail/leisure uses should be supported by a range of further uses including residential, offices, community and arts/cultural/ tourism.

Distribution of Uses

The location of land uses will need to take into consideration sensitive surrounding uses as well as reflecting wider objectives for Grantham, (such as the Movement Strategy objective to enhance east-west linkages and Townscape Character Assessment requirement to respect the historic burgage plots still evident at Greyfriars).

Consequently, to encourage footfall, active frontages and strengthen the retail circuit, principal landuses at ground floor level, fronting new internal streets will be retail and leisure/food and drink. The location of anchor stores and leisure providers (such as a cinema) at key junctions within the Greyfriars scheme will be integral to the success of the proposed retail circuit, driving footfall to/from and around the site.

Ancillary/secondary uses will be acceptable on upper floors and also to the sensitive frontage of Greyfriars opposite existing residential development. These ancillary landuses could comprise residential, hotel, offices, community/cultural and car parking facilities.



GREIFRIARS LAND USE PLAN

KEY

- | | |
|--|---|
|  Site area |  Public realm |
|  Listed buildings |  Mixed use development |
|  Green space |  Active retail frontage (ground floor) |
| |  Car park / undercroft & decked |
| |  Residential & office |

0 100m



CHAPTER **06**

URBAN DESIGN FRAMEWORK



Urban Design Framework

Consultation with residents, statutory bodies and local stakeholders demonstrated that Grantham has a rich history and distinct character that should be protected and enhanced by new development. The urban design principles set out in this chapter aim to reinforce the distinctiveness of Greyfriars in relation to the town centre, whilst opening up the site to improve the town centre retail circuit, enable flexible growth to attract investors and allow the town to develop, meeting the aspirations of existing and future residents.

Historic Assets

Development at Greyfriars should **respect the existing fine urban grain and act as an attractive extension to the town's retail and leisure circuit** by providing a principal route comprising a series of new linked urban spaces that respond to the character of the existing network of spaces, lanes and cut-throughs.

Development should ensure that **existing listed buildings, scheduled ancient monuments and their settings are preserved and enhanced**. In addition, Westgate and Market Place comprise several unlisted buildings of merit, as identified by the Grantham Townscape Assessment, the character of which should be respected by new development proposed at Greyfriars.

The existing Westgate frontage and façade should remain intact with opportunities for access routes through the Greyfriars site limited to existing alleyways or new linkages provided through the demolition of undesignated buildings of limited architectural merit only. The demolition of which would need to be justified through adherence to national policy PPS5.

Proposals for demolition to enable this integration must demonstrate that demolition would not have a detrimental impact on surrounding listed buildings and the character and setting of the Conservation Area.

Where demolition of buildings in their entirety cannot be justified, for example due to a detrimental impact on flank walls of listed buildings, design solutions such as punching through undesignated buildings to form arcade style linkages from Westgate could be considered. Design solutions such as this enable the retention of the existing roofscape and protect the integrity of adjacent listed buildings whilst providing clear and legible pedestrian access points to act as a Gateway into Greyfriars.

The layout of development should **respond to the historic pattern of burgage plots** as far as is practicable. The nature of burgage plots are long thin plots of land and it is recognised that this plot layout may not be practical in terms of modern build requirements. However, architectural design solutions can be produced to achieve coherence with the site's burgage plot history, whilst enabling larger block floorplates.

Key to the success of this approach will be sensitively designed roofscapes and architectural detailing to new external facades and shopfronts.

Architectural design in this regard will seek to achieve a respectful design solution whilst providing modern build standards and enabling larger retail units to meet national retailer requirements, thus respecting the burgage formation externally, whilst providing satisfactory space requirements internally.

Linkages and Integration

The successful integration of the site from Westgate through improved east-west linkages is integral to the success of Greyfriars.

The site will be opened up via a new network of pedestrian streets and spaces. The siting of routes is vital to the success of the town's retail circuit. A new east-west pedestrian route is proposed opposite the George Centre, providing a key pedestrian Gateway to the site, encouraging footfall and providing clear legible walking routes throughout the town centre.

Integration will be further enhanced through the use of continuous active frontages, clear signage, consistent public realm treatments and colour/material palettes that adhere to the Grantham Townscape Assessment to ensure the site retains distinctiveness but allows itself to fully integrate with the wider town centre, providing clear routes to Westgate, Market Place and the existing retail offer.

In addition to new linkages, historic alleyways will be retained and upgraded wherever possible using consistency of materials and public realm treatments.

Scale and Massing

The form and massing of development should reflect the 'town centre' nature of the development and include landmark and larger footprint buildings in appropriate locations to reinforce this position.

New/refurbished floorspace should be flexible and configured in a manner that meets the needs of modern retail, leisure, office and residential occupiers, whilst respecting the fine urban grain of the surrounding area. New development will require block layouts to allow for larger floorplate retail and leisure units, including appropriately located footfall drivers (anchor retail stores, cinema, car parking). The external design of new development will be sensitive to the surrounding character of the area through use of architectural design and considered rooflines. The roofscape should be varied to reflect the existing character of the area.

Bulkier buildings will be concealed to the south/west of the site away from the sensitive Westgate character area.

Existing building heights will be adhered to, with new buildings reflecting the existing pattern and ensuring no detrimental impact on the existing roofscape.

Sustainable Design and Construction

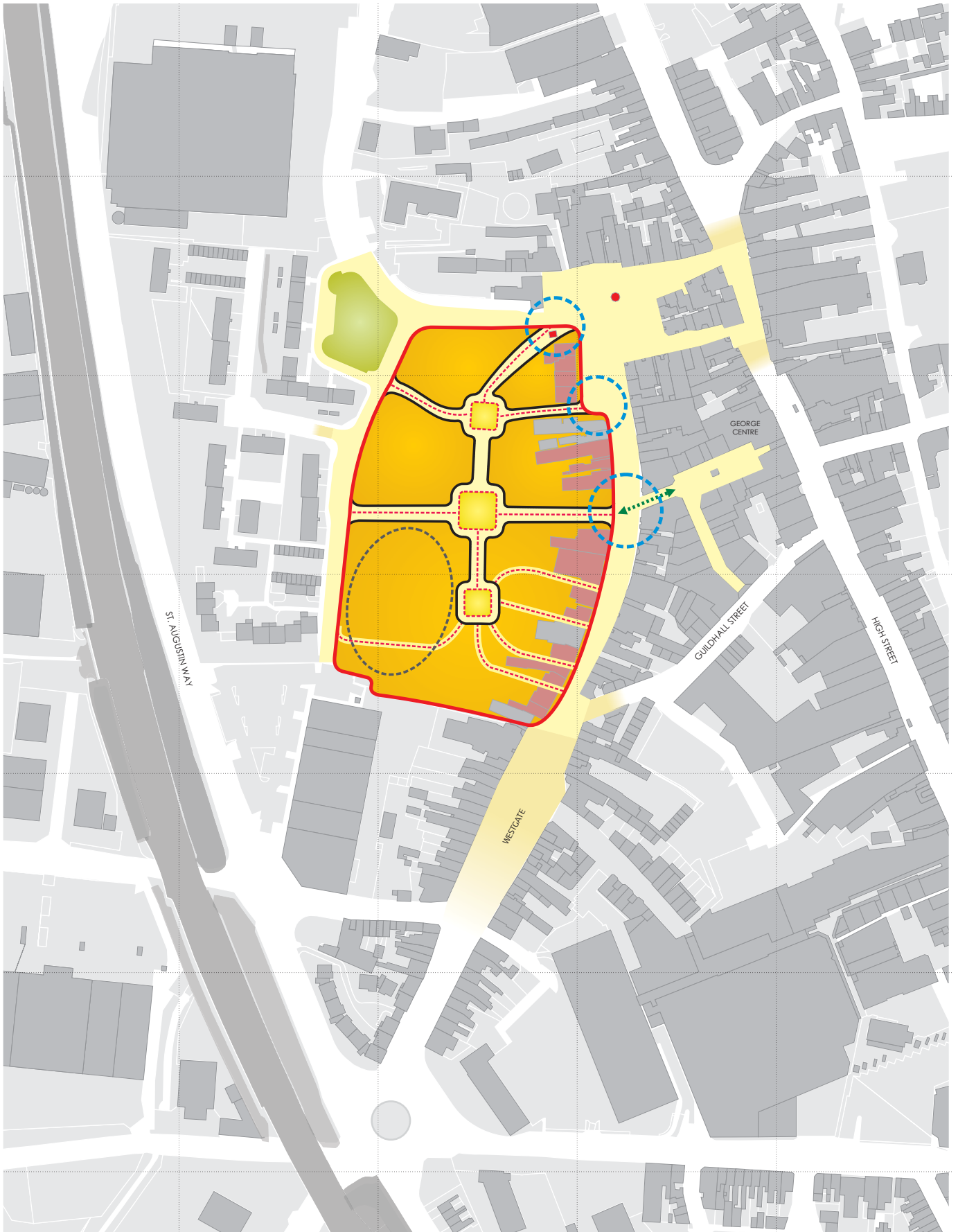
The development should be designed to use less energy (by adopting sustainable design and construction standards), supply energy efficiently (by incorporating decentralised energy generation technologies and a site-wide heating/cooling network if/where feasible) and use renewable sources of energy.

Development should be adaptable to the effects of a changing climate by designing-in natural shading, water efficiency technologies/ infrastructure, and Sustainable Urban Drainage Systems (and other measures such as green/brown roofs) to reduce rainwater runoff rates. Sustainable development principles should apply to both new-build and refurbishment works.

Architectural Style

The highest standards of architecture that complement the historic context of Greyfriars and Market Place (but not necessarily replicate it) and enhance the town centre as a whole are encouraged.

This will be achieved through a consistent use of materials, complementary colour palettes and cohesive public realm treatments. The use of which must be in line with the Grantham Townscape Character Assessment ensuring cohesion with the wider town centre, in particular Westgate and Market Place.



GREYFRIARS URBAN DESIGN PLAN

KEY		0 100m
 Site area	 Principal active frontage	
 Listed buildings	 Mixed use blocks	
• Ancient monuments	 Key gateway	
 Key public realm	 Landscape treatment	
 Car park / under croft & decked	↔ New east west linkage to George Centre	



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CHAPTER **07**
PUBLIC REALM STRATEGY



Public Realm Strategy

The suggested public realm strategy aims to improve integration between Greyfriars and the existing primary shopping area. At present, there is no cohesive town centre approach to public realm, signage, lighting and street furniture. Some areas of Grantham have undergone successful transformation in terms of public realm, such as St Peter's Hill and initiatives planned for Market Place, it is therefore the aim of this Brief to identify opportunities to significantly improve the landscaping and public realm environment using a strategy that is consistent with the wider town centre objectives.

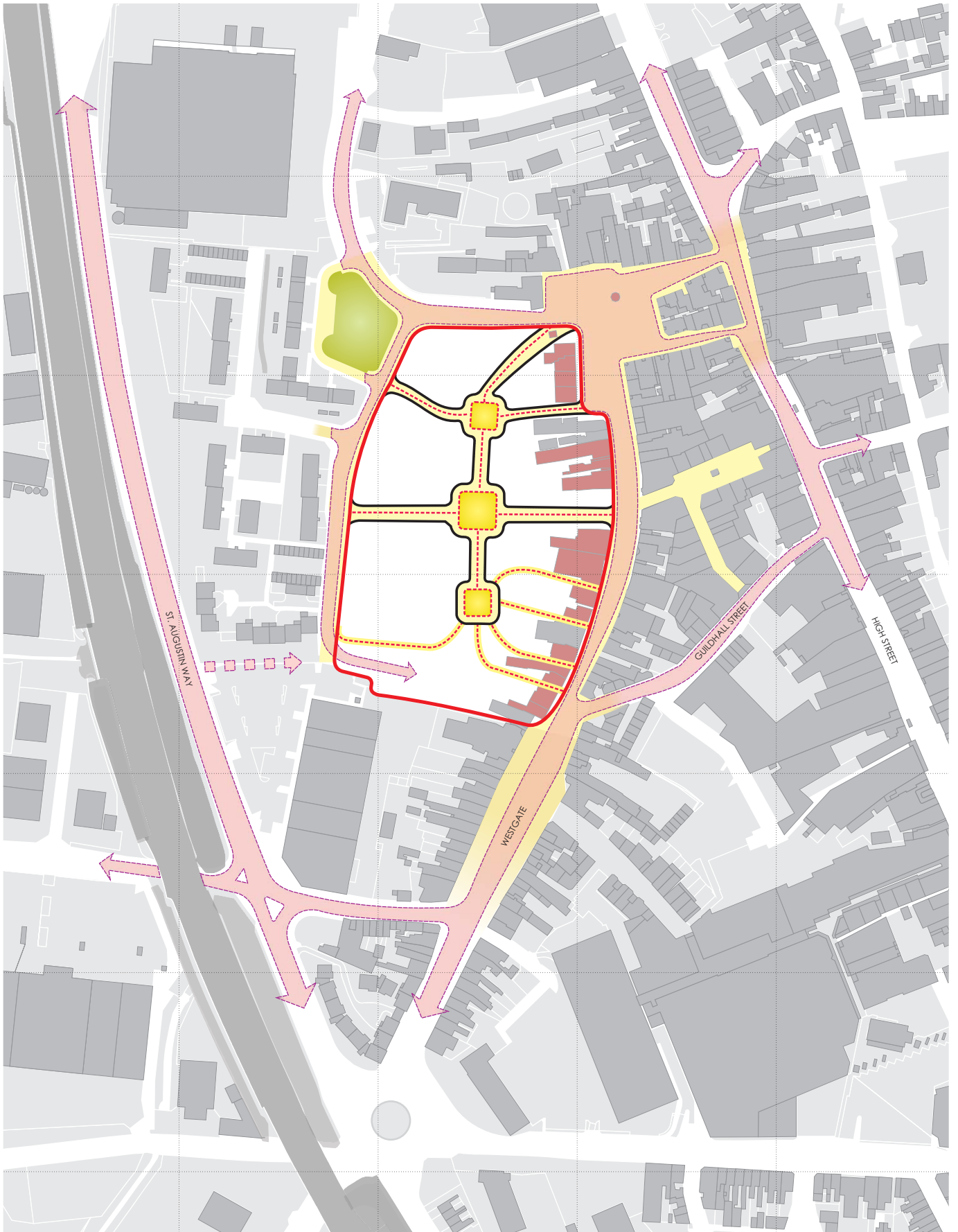
Public Realm

Significant works should be undertaken to improve and unify the public realm throughout the scheme. At transition points between new spaces and existing streets, the streetscape should overlap, enticing users into the new retail and leisure destination. This will act as a form of way finding, but will also give the area its own character.

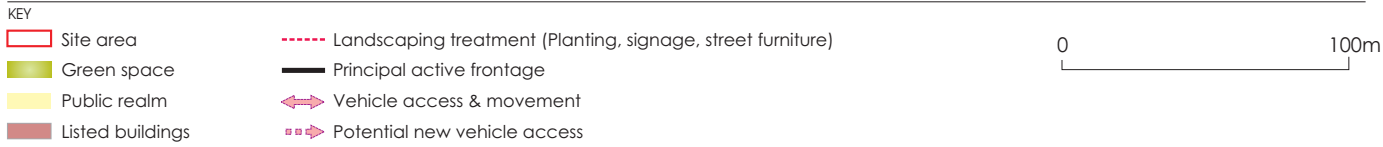
Existing buildings along Westgate, which would now have their back to the new spaces created at Greyfriars, would have to have their rear edge 'completed' so as to offer a face to the new spaces, uses and connections.

The key development principles for public realm at Greyfriars are:

- Creating a cohesive public realm strategy to link the site legibly to Market Place and Westgate
- Creating a strong physical and visual retail circuit, linking Greyfriars to the main shopping area
- A focused strategy for landscaping, signage, lighting and street furniture, adhering to the materials and colour palette set out within the Townscape Assessment.



GREIFRIARS LANDSCAPE & PUBLIC REALM





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'Everest Inn'
NEPALESE AND INDIAN CURRY RESTAURANT

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CHAPTER 08

ACCESS AND MOVEMENT



Access And Movement

Accessibility and a clear movement strategy is vital to the successful integration of the Greyfriars site. The site cannot be considered in isolation and should be developed in line with the principles established in Grantham's Movement Strategy.

Movement

The Movement Strategy aims to improve East-West pedestrian connections through Greyfriars to new retail development and to link the site effectively with high quality public realm improvements along Westgate and Market Place.

The proposed pedestrian routes from Greyfriars will need to provide integrated access to the shops along Westgate and also further onto High Street via The George Shopping Centre. The proposed routes should provide direct links to The George Shopping Centre and the High Street to form an overall through-route from Greyfriars straight through to the main shopping area. This would be particularly useful for encouraging pedestrian movement as clearly defined routes do not currently exist.

Further connections should be made to the existing housing estate to the west of the site and to the retail units in Augustine's Retail Park.

Pedestrian movement is to be encouraged, using public realm and landscape treatments to connect the site and entice people through the retail circuit. New streets and spaces within the site are to be pedestrian only routes. Existing alleyways are to be retained and upgraded to provide formal pedestrian routes using high quality landscaping, lighting and public realm treatments.

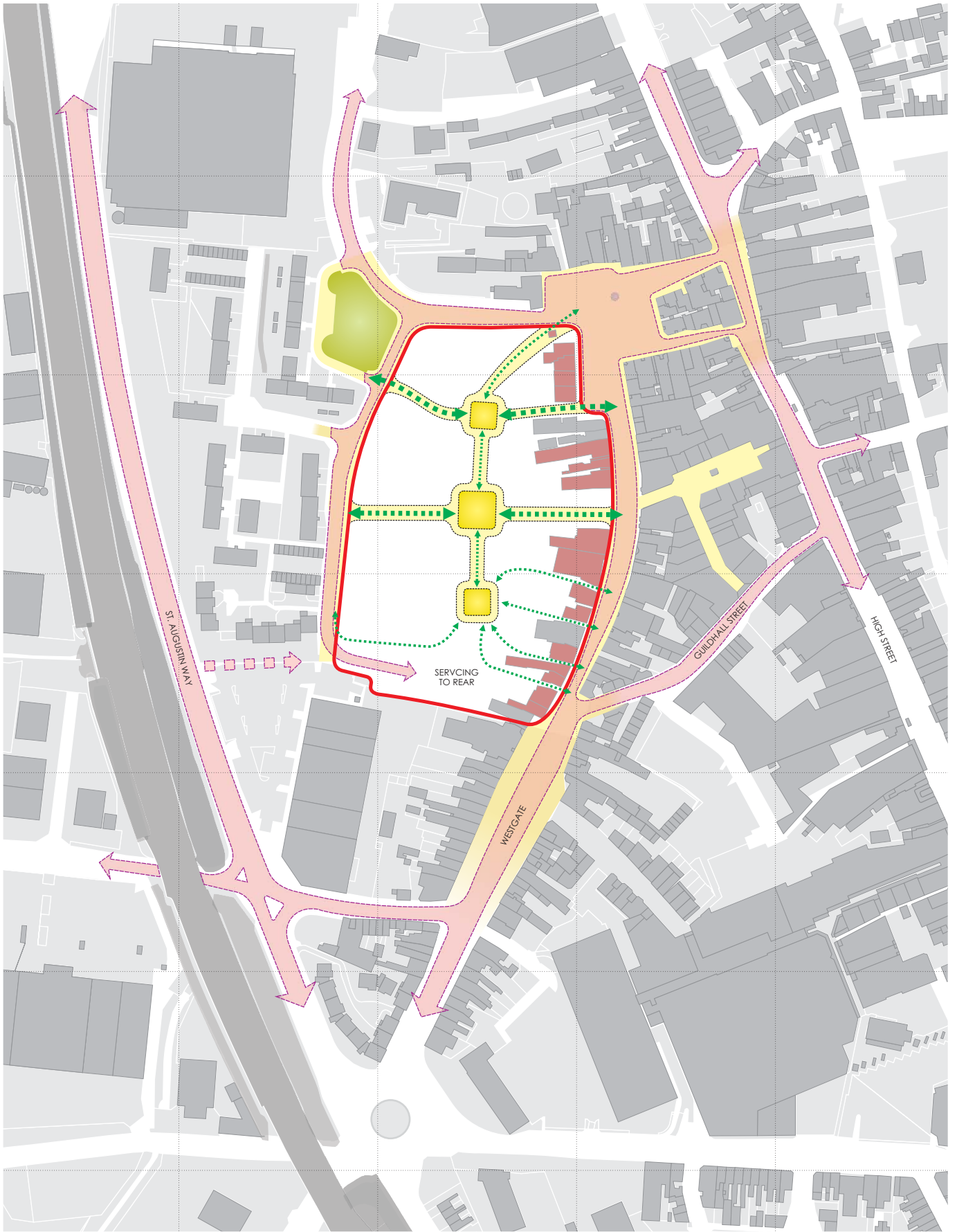
Access and Servicing

Vehicle access should be provided from Greyfriars and/or Conduit Lane. Car parking should be provided on-site in accordance with local standards and provided in undercroft or multi-level structures (large areas of surface car parking should be avoided).

Opportunities to create a new vehicle link from Greyfriars to St Augustin Way should be fully explored and tested.

Retail and leisure units should be serviced from the rear (as far as practicable). Servicing will be concealed at undercroft level to maximise ground level active frontages and high quality public realm.

Priority should be given to pedestrian and cyclist movement within the site and adequate cycle parking facilities provided.



GREIFRIARS ACCESS & MOVEMENT

- KEY**
- Site area
 - Public realm
 - Green space
 - - - - - Pedestrian connections
 - - - - - Vehicle access & movement
 - - - - - Potential new vehicle access





CHAPTER **09**
DELIVERY STRATEGY



Delivery Strategy

South Kesteven Council has set out its aspirations to bring forward the Greyfriars site to create a new retail and leisure destination for Grantham.

Land Assembly

A comprehensive approach will be required to the delivery of the site to ensure a high quality of design and an integrated layout. Accordingly, the preferred option will be to assemble a single development site.

Principal landowners have been consulted in the preparation of the brief and have expressed willingness to work collaboratively through a landowners agreement or similar mechanism. While the ideal scenario will be to assemble the site via private treaty, the Council's compulsory purchase (CPO) powers may be necessary to complete site assembly.

Development Viability

The planning briefs have been prepared in the period 2010-2011 during which time the UK was suffering from the deepest recession since the 1930's. These recessionary economic conditions have been accompanied by a collapse in residential and commercial property values, together with rationing of developer and mortgage finance. These conditions ensure that viability is a serious challenge at the current point in time in all but the most exceptional of locations/schemes.

The planning brief proposals have been informed by high level appraisals and commercial advice, including soft market testing. This has concluded that the viability of the proposals set out in this brief is likely to be subject to anticipated improvements in national/local property and financial markets as a whole as they emerge from recession, together with the following considerations:

- The viability of 'A' class uses (retail and food/drink) is subject to increasing the expenditure capacity of the town centre's catchment area through population growth (associated with Grantham's Growth Point status), which should increase town centre footfall and sales/turnover levels, and which should have a knock-on upward effect on achievable rental values;
- Residential development is likely to be viable as long as the product is market appropriate (therefore planning flexibility is essential);

- Other uses such as community, leisure (cinema/gym etc) are likely to require cross-subsidy from other more valuable land uses (such as retail and residential). Accordingly, while included as suitable landuses as part of mixed use development, they are not essential uses (again, planning flexibility on the mix of supporting uses is essential);
- The site is occupied by low value existing land uses and structures. This existing use value is not considered to be a major barrier to development;
- The regeneration of Grantham town centre is a priority for the Council and as such the Council will take a flexible approach to s.106 negotiations where viability is an issue. The Council may also give consideration to (Community Infrastructure Levy) CIL relief when the Council adopts CIL.

Implementation

The Council recognises that major town centre developments have significant lead-in times and that their delivery is dependant on favourable economic conditions. In this instance, viability is also likely to be dependant on significant population growth associated with the Grantham Growth Point agenda. Accordingly, the Council anticipates that the development will come forward in the medium term (within the Core Strategy period to 2026).

The Council consider it inappropriate to apply rigid phasing or sequencing requirements to the delivery of the development. The development should come forward in a comprehensive manner – the Council will accept phased delivery as long as proposals are able to demonstrate that this would not give rise to any adverse planning impacts.

Key landowners and developers will ultimately be responsible for delivering the development proposals put forward in the brief. The Council will utilise its powers as local planning authority (including CPO) to support developers/landowners to bring forward the development.

Planning Application Requirements

Planning applications should be supported by the following package of documents:

- Design and Access Statement;
- PPS4 Statement (town centre uses);
- PPS5 Statement (heritage assets);
- Environmental Statement (if assessed to be EIA development);
- Transport Assessment and Green Travel Plan;
- Sustainability/Energy Statement; and
- Other supporting documentation (as necessary).

Planning Policy and Partnerships
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www.southkesteven.gov.uk