



Wharf Place, Grantham **DEVELOPMENT BRIEF**



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Foreword

South Kesteven Council have prepared the draft Wharf Place Development Brief for public consultation. The Development Brief will provide a framework for the development and regeneration of the Wharf Place 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
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NG31 6PZ



CHAPTER 01

INTRODUCTION AND PURPOSE



Introduction and Purpose

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

The Wharf Place 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 Wharf Place. 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 Wharf Place 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:

- Greyfriars;
- Station Approach; and
- Canal Basin.

Aims of the Development Brief

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

- A building of high architectural quality acting as a gateway into the town centre.
 - The refurbishment of all existing retail floor space including the opening up and appropriate landscaping of the internal malls of Isaac Newton Centre.
 - New retail spaces that enhance vitality and complement the main town centre shopping area.
 - The strengthening of pedestrian and visual connections between the town centre, Station Approach and the railway station and the introduction of a new direct, high quality pedestrian route through the site enhanced by streetscaping works and lined by active frontages.
 - Public realm improvement and unification throughout the site that encourages consumer activity and economic growth.
- The potential relocation or rationalisation of the bus station and bus waiting area to a more efficient facility.
 - Retention of access and servicing arrangements to existing properties where possible, including specific measures to include conveniently located parking for disabled persons.
 - A new multi-level car park accessed via Wharf Road.

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

- To set overall design principles and parameters for Wharf Place;
- To provide a guide to the overall development parameters for the site;;
- Ensure a viable form of development;
- To provide quality standards for 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.



CHAPTER 02

SITE AND DEVELOPMENT CONTEXT



Site and Development Context

Location

The site extends to approximately 2.53ha (6.24 acres) and is located on the southern edge of Grantham town centre.

It is bound to the south by Wharf Road, the east by St Peter's Hill, and the north/west by retail units, comprising Morrisons and the Isaac Newton Centre.

Vehicle access to the site is via Wharf Road and Greenwood's Row. Grantham Railway Station is approximately 400m to the south west, and Grantham Bus Station lies within the site.



Wharf Place Site Boundary





The Post Office building on the corner of St. Peter's Hill



Isaac Newton Shopping Centre



Bus Station



Grantham Baptist Church



Royal Mail Sorting Office, Bath Street

Site Context

The site accommodates a number of existing buildings and uses including the bus station, post office (service counter and sorting office), Grantham Baptist Church and the Isaac Newton Shopping Centre (including Morrisons and car parking).

Existing development comprises a range of mainly post-war buildings (with the exception of the church) dominated by the internal mall-style Morrisons/Isaac Newton shopping centre which comprises a large floorplate.

Building heights are typically 2-3 storeys. The Post Office is three storeys with a large service yard on Wharf Road. It is anticipated that future development has the potential to make a large visual impact.

Historic Character

The Grantham Townscape Assessment Study (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.

The eastern part of the site (the Post Office site) lies within the Grantham Conservation Area. The site does not include any statutorily listed buildings; however it lies opposite a Grade II Listed structure (statue of the Hon. Frederick James Tollemache). Development here should seek to protect and enhance the character and appearance of the Conservation Area and listed buildings.

Neighbouring Uses and Development

The site is positioned on the southern edge of the town centre. It is bound by commercial and retail land to the north, St Peters Hill (road) to the west, by Wharf Road to the south beyond which are residential properties and by Morrisons supermarket to the west.

A residential area of mainly 2-storey Victorian terraces lies to the south of the site (beyond Wharf Road which is fronted by 'secondary' retail uses). To the east is St Peters Hill, public gardens (the principal area of open space in the town centre), and the Council Offices. The site adjoins the backs of properties that accommodate a range of town centre uses (mainly retail).

To the north are a number of retail properties fronting St Peters Hill and a members club building which backs onto Bath Street and can be accessed via the walkway that leads from St Peters Hill.

In general, the buildings along the High Street are three storeys high. The ground floors are approximately three to four metres in height due to their predominant retail use. A landmark building within this area is the Victorian Gothic style Guildhall that stands approximately 14-16 metres tall. This striking Town Hall is on St Peter's Hill and is opposite the Development Site. The area in front of the Guildhall has landscaped gardens with mature planting.

Access

The Wharf Place site is located along the A52 Wharf Road – a main road which runs east-west connecting St Peter's Hill with Westgate. Vehicle access to the site is achieved from Wharf Road, Greenwood's Row, and Bath Street. Pedestrian access is via Wharf Road plus a number of pedestrian only routes leading from St Peter's Hill, Greenwood's Row, and Welby Street through the centre of the site.

The A52 Wharf Road has several access roads that run north including Bath Road that leads to various retail outlets (for servicing purposes). There are several roads which run south into the residential area which includes Brewery Hill; Commercial Road; Norton Street and Grantley Street.

Access to car parking and servicing for the Isaac Newton Shopping Centre is found along Wharf Road. St Peter's Hill provides the main pedestrian access to the Post Office as well as retail outlets along St Peter's Hill and into the Isaac Newton Shopping Centre.

In terms of public car parking, the main car park is Wharf Road Multi-storey adjacent to Morrison's supermarket providing 257 short stay spaces.

There are a number of buses that serve the site as the main Bus Station is located within the Wharf Place Development Site. These include the Centrebus town services C1 to C4 and C6 and also routes 1, 8 and 55. In addition to this, the site is also served by longer distance services which are on a more frequent basis serving Stamford, Loughborough and Lincoln, amongst others.

Wharf Road forms part of a major arterial road network around Grantham Town Centre. It extends up to 12m in width and carries a large volume of traffic. As a result it creates a significant barrier to north-south pedestrian movement and adversely affects local air quality conditions.

Furthermore, the footway on both sides of Wharf Road (in particular the south side) is narrow, inadequate and unattractive thus discouraging pedestrian movement. The footway does not encourage pedestrian movement and does not provide a comfortable, pleasant and attractive environment for pedestrians. This is further compounded by its poor design and general lack of investment in the public realm, promoting a hostile built environment for pedestrians.

The footway on both sides of Wharf Road is further disadvantaged as it is broken up by vehicular accesses and side roads. The north side of Wharf Road provides vehicular access to the Morrisons Car Park; its rear servicing area; the Bus Station and Bath Road from which retail and Post Office deliveries are made.

In particular both Post Office and Bus Station are high trip generators for large sized HGV vehicles. The south side of Wharf Road is broken up by the side roads providing vehicular access to the residential area.

These factors contribute to providing an unfriendly and awkward pedestrian footway. This neglects pedestrian movement and inhibits any natural desire lines from the station to the Town Centre and vice versa.

Additionally, whilst there are pedestrian linkages to the Isaac Newton shopping centre, these are relatively low quality.

Physical Environment

The site's topography is varied with the frontages onto the High Street relatively flat. The western and southern sides fall gently away down towards Wharf Road. It is estimated there is a level change of 3-5 metres.

The site has no obvious significant physical/natural constraints to development and represents an opportunity to enhance the urban environment with improved landscaping and public realm.



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 Wharf Place sits. The review considers policy at national and local level to guide the development of proposals for the regeneration of Wharf Place 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

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 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 45 – Regional Approach to Traffic Growth Reduction
- 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 particular 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.

Wharf Place falls partly within the primary shopping area of Grantham Town Centre. Part of the site is therefore considered 'in-centre' with the remainder 'edge-of-centre'. The site is also partly within the Conservation Area.

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 WP1 considers Wharf Place, seeking improved connectivity, legibility and permeability north and south of Wharf Road.

In order to achieve this vision the policy requires new development to create a landmark building signalling the site as a gateway development, refurbished retail floorspace throughout including opening the internal malls of Isaac Newton Centre. Policy WP1 seeks to improve visual/ pedestrian linkages and upgrade public realm. The efficiency of the site would be enhanced through rationalisation of the bus station.

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)

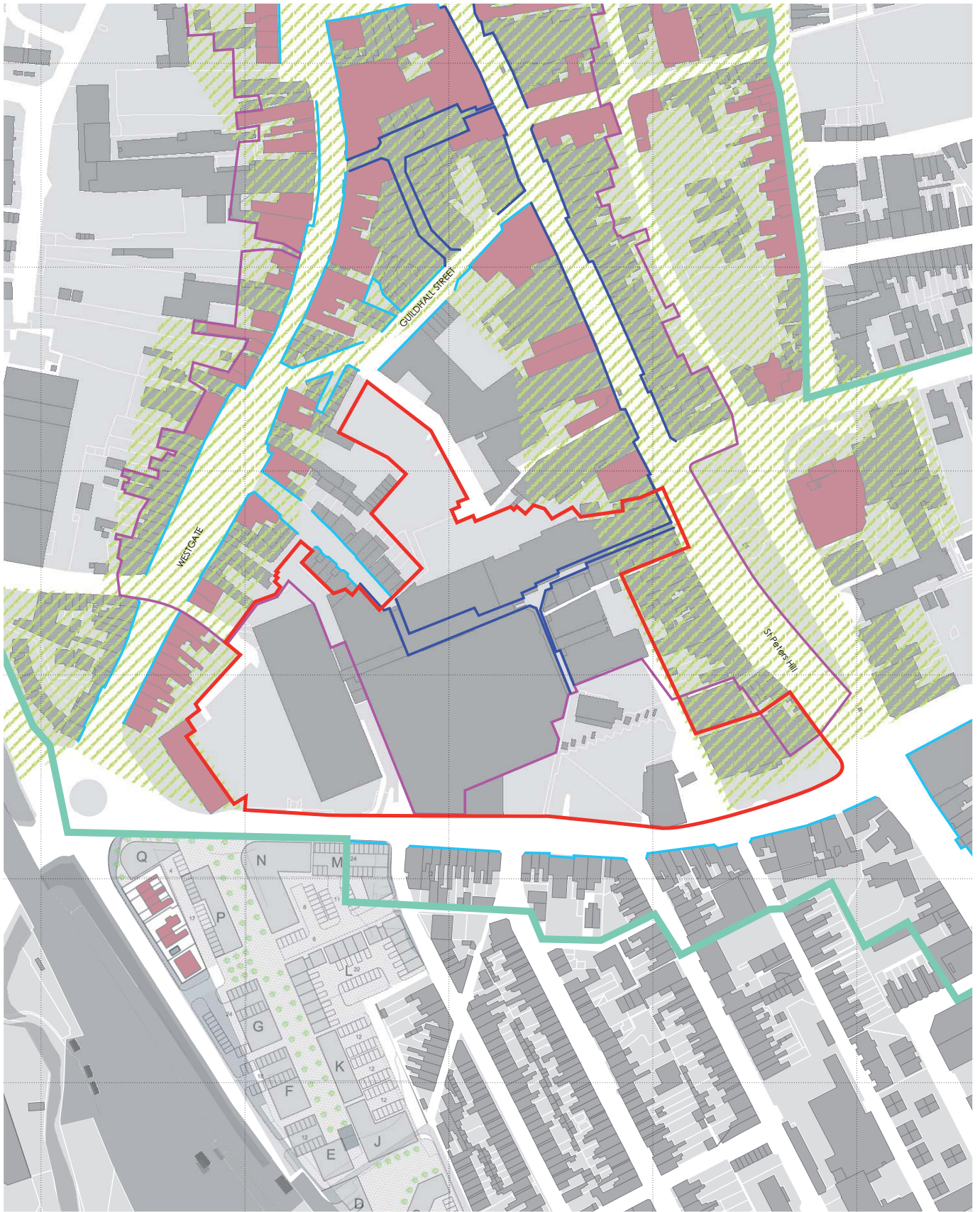
The Movement Strategy underpins the GAAP, recognising the importance of mobility and accessibility to economic growth and inward investment. The Movement Strategy establishes key connectivity considerations for future land uses, including sustainable modes of transport, streetscapes and public realm 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 Wharf Place specifically, the Movement Strategy identifies excess bus layover spaces at the bus station and acknowledges that the site represents 'prime development' land that could be rationalised to fund wider redevelopment. The Movement Strategy also recommends locating additional car parking at Wharf Place and addressing pedestrian connections and linkages to improve accessibility.

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 Wharf Place 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.



WHARF PLACE POLICY DESIGNATIONS

KEY

- ▭ Site area
- ▭ Listed buildings
- ▭ Town Centre boundary
- ▭ Primary shopping area
- ▭ Primary shopping frontage
- ▭ Secondary shopping frontage
- ▭ Area Conservation Policy

0 100m

Status of the Brief

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

Policy direction at a strategic, regional 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, improving access to sustainable modes of transport and strengthening the vitality and viability of the town centre as a retail destination.

The Wharf Place 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 Wharf Place is to provide a reinvigorated vital and viable town centre quarter that complements the town centre as a whole.

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.

Wharf Place has the potential to increase expenditure in the town centre, upgrading the retail layout of the Isaac Newton Centre, improving accessibility through the primary retail core, and significantly enhancing the quality of public realm.

For the vision for Wharf Place to be achieved the site must be considered in terms of connectivity and integration with the wider town centre, whilst making the most of the opportunity to become a gateway to the town centre, creating a high quality landmark development.

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 more competitive town centre and improve consumer choice to better meet the needs of current and future residents

Additional retail floorspace should be encouraged to meet the requirements of modern retailers and which should complement the existing offer.

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

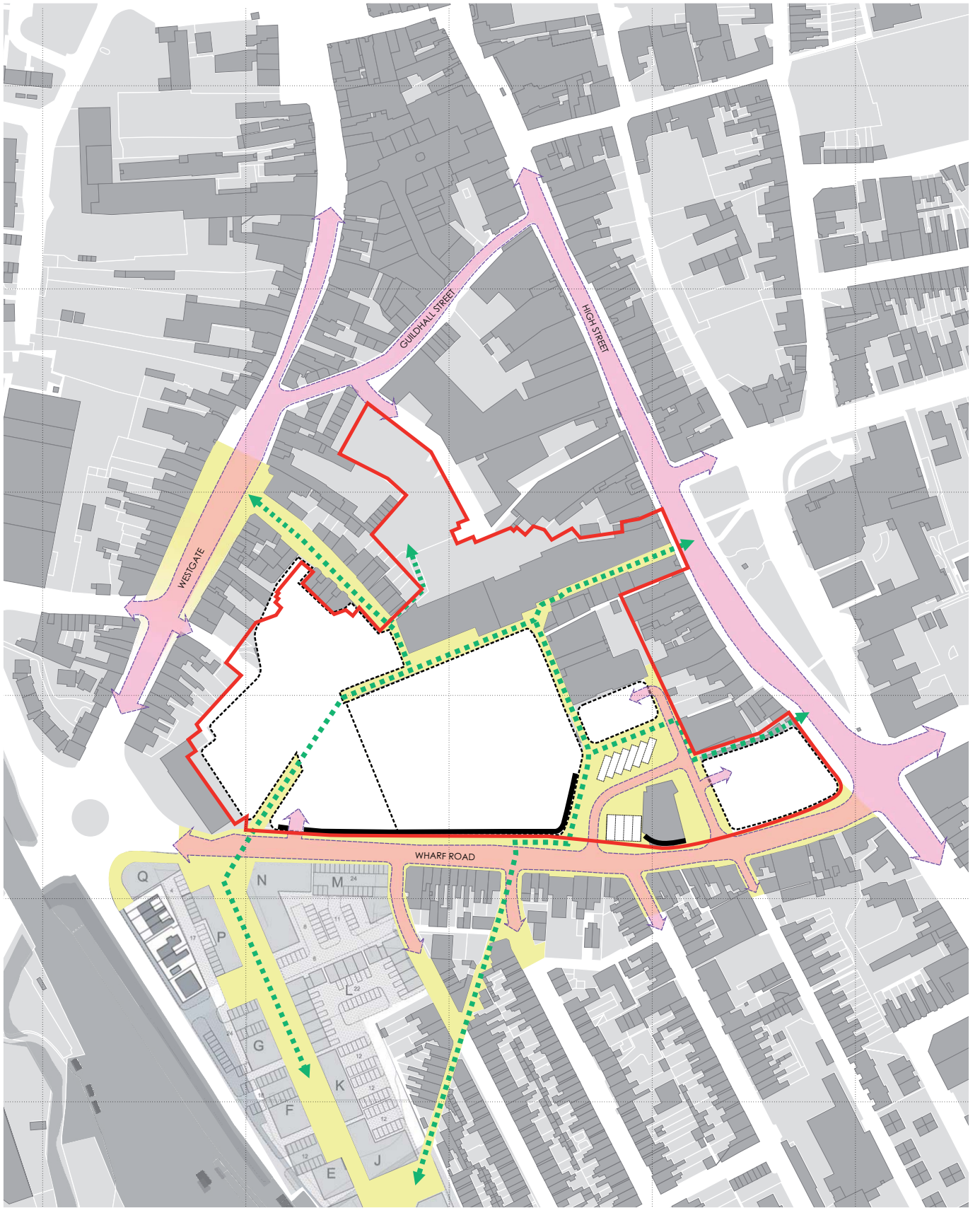
Encourage the removal or refurbishment of poor quality buildings that do not make a positive contribution to the town centre environment or the character/appearance of the Grantham Conservation Area. Support opportunities for new high quality (including landmark) buildings that enhance Grantham's sense of place and image/marketability, while respecting the historic character of the town.

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.



WHARF PLACE URBAN STRUCTURE

KEY

- Site area
- Public realm
- - - - - Pedestrian connections
- ⇄ Vehicle access & movement
- Enhanced frontage

0 100m



Grantham
Baptist
Church



CHAPTER **05**
LAND USE OBJECTIVES



Land Use Objectives

Use	Location
Retail (Use Class A1)	Principal use – ground floor/fronting key pedestrian routes. Within the Sir Isaac Newton Centre only retail uses will be permitted.
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
Residential (Use Class C3)	Ancillary use – upper floors
Hotel (Use Class C1)	Ancillary use – upper floors
Car Parking	Ancillary use – multi storey parking
Bus Station	Ancillary use – rationalisation of existing bus station

Retail-led mixed use development is proposed at Wharf Place to enhance the primary shopping area and upgrade the retail circuit improving linkages to/from and around the town centre.

Appropriate Landuses

Redevelopment of this site should seek to improve the town centre’s retail and evening economy offer. A mix of retail and leisure uses should be attracted, in conjunction with support for the growth of existing anchor stores such as Morrisons, in order to provide a high quality

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 within the Isaac Newton Centre.

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

The existing bus station will be rationalised to make better use of the land, enabling a more legible bus circuit and increasing development potential of the wider site.

Distribution of Uses

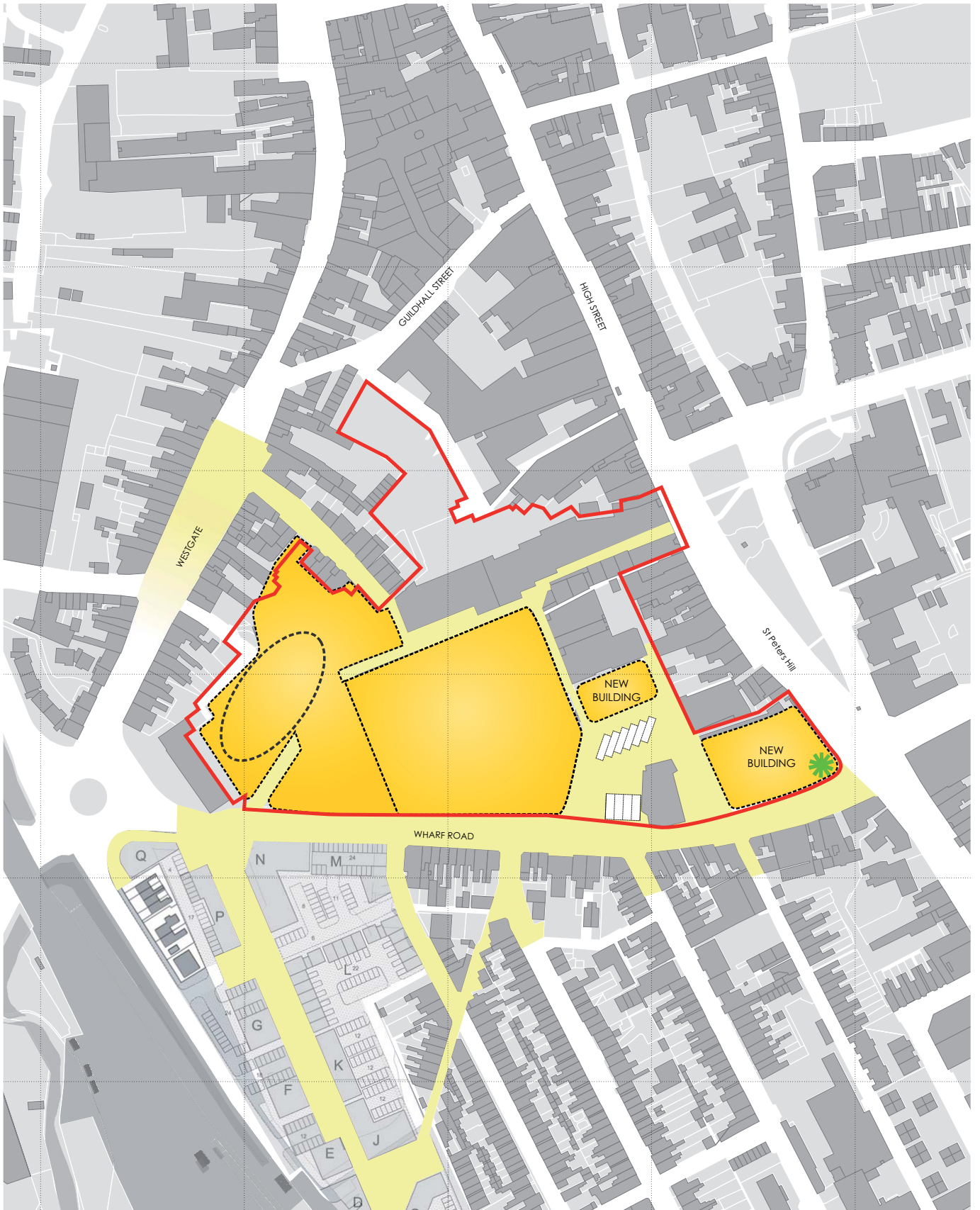
The location of land uses will provide an opportunity to address current weaknesses in layout and accessibility. The site will need to take into consideration the objectives of the Movement Strategy to improve permeability north/south of Wharf Road and upgrade pedestrian linkages throughout.

Consequently, to encourage footfall, active frontages and strengthen the retail circuit, principal landuses at ground floor level will be retail and leisure/food and drink. The reconfiguration of Isaac Newton Centre will enable units to meet the specification of national retailers and opening up the internal mall will improve sense of place, public realm and legibility of the retail circuit.

Ancillary/secondary uses will be acceptable on upper floors. These ancillary landuses could comprise residential, hotel, offices, community/cultural and car parking facilities.

The bus station and church will remain in their existing locations, with the former reduced in size to provide a more efficient bus station facility.

The Brief retains flexibility to allow for future development and/ or expansion of the wider site, including the anchor Morrisons store and car parking and the Isaac Newton Centre. Any future development or expansion at these locations will adhere to the wider land use and design objectives set out in this Brief, with the key aim remaining the sustainable growth of the town as a sub-regional centre and principal retail destination.



WHARF PLACE LAND USE

KEY

Site area	Mixed use	
Public realm	Multi-level car park	
Building of high architectural quality / key gateway		



NTL
DUBLIN
191 373 9000

Y200000

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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 establish Wharf Place as a key gateway to the town centre, whilst respecting and enhancing the surrounding Conservation Area and character and setting of listed buildings.

Character Areas

The Wharf Place site comprises three distinct character areas, the key urban design requirements for each are set out below:

(1) Morrisons (including car park)

The Brief seeks to enhance the western frontage of Morrisons, including the decked car park, through the use of external materials, cladding, signage and landscaping. The aim of the enhancements is to create a more legible entrance to Wharf Place from the station and create a stronger sense of place, connecting and inviting visitors into the wider town centre.

Environmental improvements to the car park, including boundary treatments, landscaping and surface materials will encourage a more attractive and active frontage, improved natural surveillance and again a sense of place. The capacity of the car park is to be retained, with opportunities to improve efficiency and number of spaces to be fully explored. The longer term aspiration is for the comprehensive redevelopment of the car park to include an extension to the Morrisons store onto the site of the existing car park.

Pedestrian connections through the car park must have a clear sight line from Wharf Road through to the Isaac Newton Centre, enabling a well integrated town centre and clear routes from the train station.

Wharf Road requires significant upgrading to enhance the public realm, accessibility and legibility as the southern gateway into the town centre. A cohesive public realm strategy including materials, signage and planting will enhance this proposal.

(2) Church Square

The vision for the Church Square area of the site is to create a new urban public space to act as a gateway to the town centre.

In line with the findings of the Movement Strategy and Townscape Assessment, the bus station would benefit from rationalisation to improve efficiency, unlock the site for redevelopment and enable a more attractive welcome for public transport users into Grantham. A downsized bus station would be able to be better landscaped, surrounded by active frontages, providing a range of uses.

The Brief also supports the longer term expansion of Morrisons into the Church Square area of the site. Should the bus station no longer be required in this location in the future, the opportunity would be created for a new public square to complement an extension to Morrisons and the surrounding Primary Shopping Area.

The eastern façade of Morrisons bounds the Church Square site and has the potential to be upgraded in line with the wider refurbishment objectives for Wharf Place. This will be achieved through consistent use of materials. More aesthetically pleasing and legible surface materials will be encouraged to replace existing hardstanding and create a sense of place, visually enhance and differentiate between the bus station and pedestrian walkways.

The Post Office site has the potential for a high quality landmark building with active frontages. Ground floor uses will be retail/food and drink with flexible uses on the upper floors driven by market demand.

(3) Isaac Newton Centre

The Brief seeks to refurbish the mall and its units to support the

reconfiguration of the units to meet the specification of larger national retailers and provide the opportunity to create mezzanine floors. Retail uses only will be considered within the centre.

The internal mall will be opened up by removing the roof and enhancing the public realm running through the site, integrating the pedestrian streets to Westgate and the Greyfriars site beyond to the north and to Wharf Place and the station to the south.

Historic Assets

The majority of buildings on the development site have no significant architectural merit and do not make a positive contribution to the surrounding Conservation Area. The exception is Grantham Baptist Church which is identified in the Townscape Assessment as a local heritage asset.

Development at Wharf Place therefore provides an opportunity to significantly improve the character and setting of the Conservation Area and listed buildings on St Peter's Hill and the Grade II listed Maltings to the junction of Wharf Road and Westgate.

Linkages and Integration

The successful integration of the site from the station through improved linkages into Isaac Newton Centre and St Peter's Hill is integral to the success of Wharf Place. Improved permeability through pedestrian access points north/south from Wharf Road and upgraded frontage, public realm and signage along Wharf Road will contribute to achieving this vision.

The Brief has been prepared in line with the Station Approach Development Framework and aims to deliver a holistic approach to pedestrian linkages throughout the town centre, ensuring visitors arriving in Grantham have a clear, legible, well integrated and inviting pathway around the town centre and creating a strong 'sense of place'.

Integration will be 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 Isaac Newton, the train station, St Peter's Hill and the wider town centre.

The site will be opened up by removing the internal malls of Isaac Newton and improving frontages along Wharf Road. The siting of routes is vital to the success of the town's retail circuit, encouraging footfall and providing clear legible walking routes throughout the town centre.

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. In particular, the Brief seeks the opportunity to deliver high quality landmark development at the site of the Post Office to enable Wharf Place to become a gateway to the town centre.

Proposed building heights will be in keeping with the surrounding area, including the landmark building proposed for the Post Office site. The new buildings should not compete with the Conservation Area and listed buildings located along St Peter's Hill.

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 surrounding Conservation Area. 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.

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.

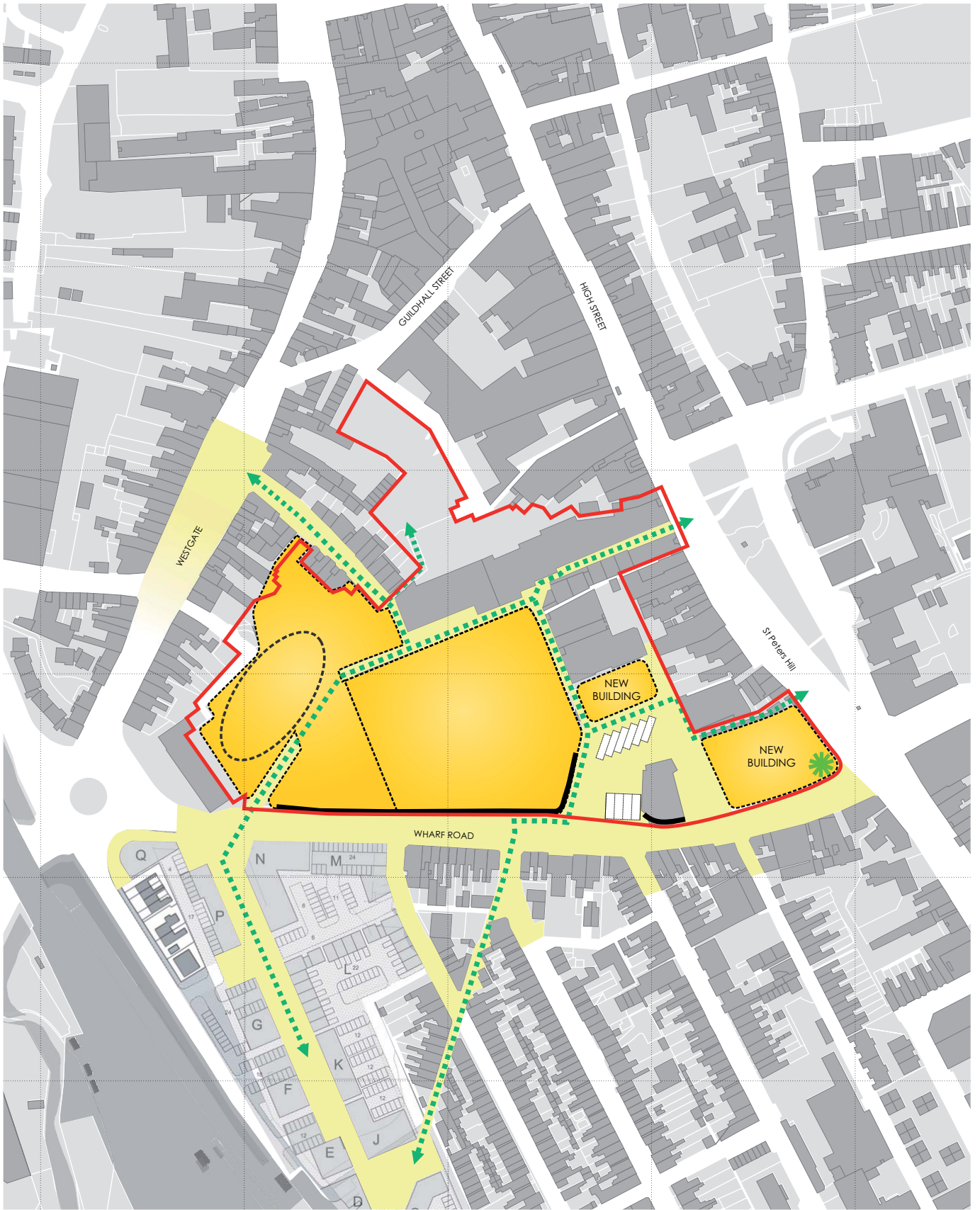
Development should be adaptable to the effects of a changing climate by designing-in natural shading, water efficiency technologies/ infrastructure, and Sustainable Urban Drainage Systems (and other measures such as green/brown roofs) to reduce rainwater runoff rates. Sustainable development principles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

Architectural Style

The highest standards of architecture that complement the historic context of the Conservation Area and listed buildings located on St Peter's Hill 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 Assessment ensuring cohesion with the wider town centre, in particular St Peter's Hill.

Specific architectural responses are required for the redevelopment of the Post Office site. This corner plot provides an opportunity for high quality landmark development, marking the gateway to the town centre and enhancing the setting and character of the surrounding Conservation Area, including the successful high quality public realm improvements seen along St Peter's Hill. The new building should create an active frontage along St Peter's Hill and Wharf Road.



WHARF PLACE URBAN DESIGN PLAN

KEY

Site area	Mixed use	
Public realm	Pedestrian connections	
Enhanced frontage	Multi-level car park	
	Landmark building / key gateway	



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CHAPTER **07**
PUBLIC REALM STRATEGY



Public Realm Strategy

The suggested public realm strategy aims to improve integration between Wharf Place 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.

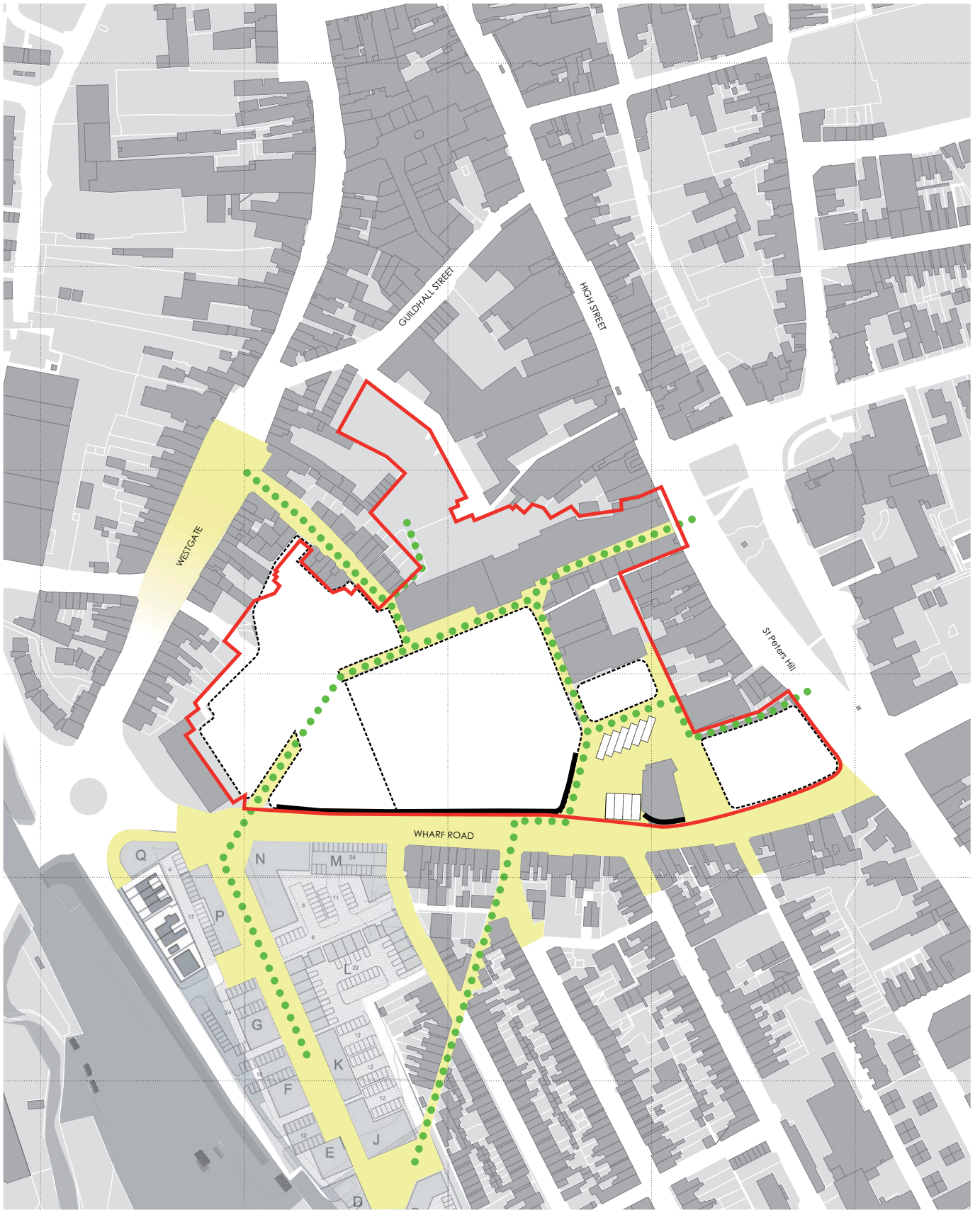
Public Realm

Significant works should be undertaken to improve and unify the public realm throughout the scheme. At transition points between new spaces and existing street and along key frontages such as Wharf Road, the streetscape should overlap, enticing users into the primary shopping area. This will act as a form of way finding, but will also give the area its own character.

Wharf Road in particular would significantly benefit from upgrading the public realm to improve legibility and sense of place.

The key development principles for public realm at Wharf Place are:

- Creating a cohesive public realm strategy to link the site legibly to the train station, St Peter's Hill and the wider town centre
- Creating a strong physical and visual retail circuit, linking Wharf Place to the primary shopping area via Isaac Newton Centre
- Enhance the setting of the Grantham Baptist Church and bus station, improving visitors' first impressions on arrival in Grantham and acting as a landscape buffer to conceal the bus station as far as practicable
- A focused strategy for landscaping, signage, lighting and street furniture, adhering to the materials and colour palette set out within the Townscape Assessment. These treatments should be extended from those proposed at Station Approach into Wharf Place site and along the length of Wharf Road to improve connectivity with the station and visually establish the gateway status of the site.



WHARF PLACE LANDSCAPE AND PUBLIC REALM

- KEY
- Site area
 - Public realm
 - Landscaping improvements
 - Enhanced frontage





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CHAPTER 08

ACCESS AND MOVEMENT



Access And Movement

Accessibility and a clear movement strategy are vital to the successful integration of the Wharf Place 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 north-south pedestrian connections across Wharf Road and enable high quality public realm improvements to address accessibility and legibility of the town centre. The Strategy also identifies a surplus of space within the existing bus station that could be rationalised to fund wider redevelopment.

Bus Station

The rationalisation of the bus station enables more efficient use of prime development land, enables new development to conceal the bus station and its impact on the Wharf Road frontage and nearby Conservation Area and provide a more attractive arrival experience for public transport users. Ten layover spaces are proposed, with the changes anticipated to significantly reduce bottlenecks along Wharf Road and improve general traffic flow from surrounding junctions.

Access and Servicing

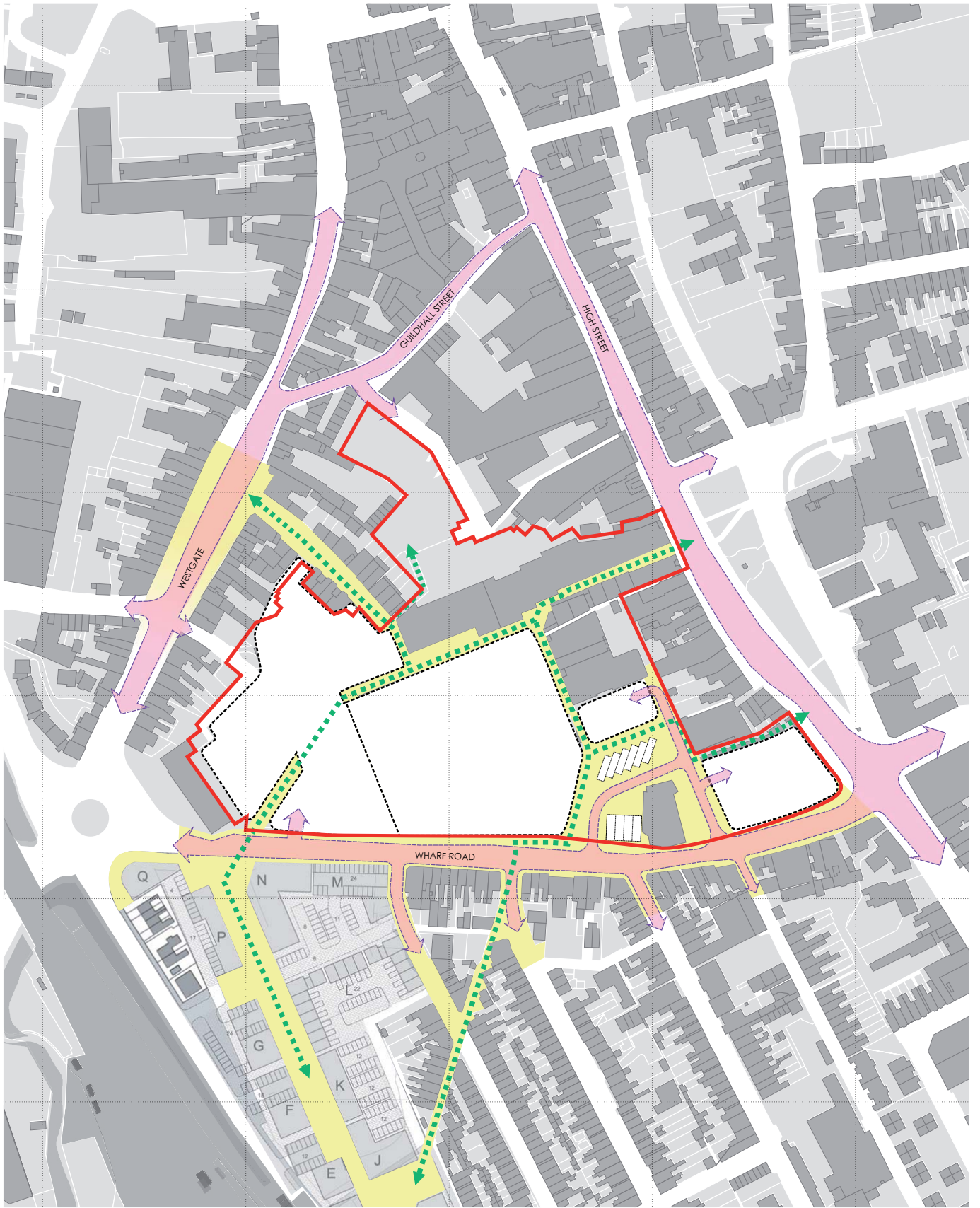
Pedestrian and cycle movement is to be encouraged and prioritised, using public realm and landscape treatments to connect the site and entice people through the town centre. Adequate cycle parking facilities will be provided.

New and strengthened pedestrian connections to the south linking the railway station will be created to form a visual pathway from the station through to the wider town centre. Public realm improvements at pedestrian links will enhance sight lines to Station Approach, Wharf Road and St Peter's Hill

The existing level of car parking will be retained and enhanced with longer term aspirations to comprehensively redevelop the site to extend Morrisons and reconfigure the parking provision. Car parking for new buildings will be limited and will be provided on the proposed development plot.

The vehicle access and servicing arrangements, primarily along Wharf Road, will be retained.

The site is adversely affected by noise from surrounding roads and is located within an Air Quality Management Area (AQMA). Consideration of mitigation measures to reduce the impact on surrounding residents will therefore need to be taken.



WHARF PLACE ACCESS AND MOVEMENT

KEY

- Site area
- Public realm
- Pedestrian connections
- Vehicle access & movement

0 100m



CHAPTER **09**
DELIVERY STRATEGY



Delivery Strategy

South Kesteven Council has set out its aspirations to bring forward the Wharf Place site to create a new gateway to Grantham town centre.

Land Assembly

The majority of the Wharf Place site falls under the ownership of two principal landowners; The Royal Mail and Morrisons. Complex land assembly negotiations are therefore not required at this site. The Brief has been developed to enable Wharf Place to be phased in line with the key landowners asset management priorities and therefore the development of the two sites are not dependent on one another and can be brought forward individually, subject to adhering to the planning principles set out within the Brief to ensure a cohesive response to the site in the long term.

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 landowner asset management priorities, and anticipated improvements in national/local property and financial markets as a whole as they emerge from recession, together with the following considerations:

- A significant proportion of the site is owned and controlled by two principal landowners (The Royal Mail and Morrisons). The existing buildings on site and the landowners requirements have differing economic life cycles, with some buildings nearing the end of their economic life. The landowners asset management requirements, including relocation priorities will have a significant impact on phasing and redevelopment.

- 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 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 and commercial 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 anticipate phased delivery of Wharf Place. A phased approach will be acceptable 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 to support developers/landowners to bring forward the development and recognises that the phasing of this will be dependent on the landowners operational requirements including relocation of existing uses (such as the Post Office) when applicable.

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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