

## High Street Area



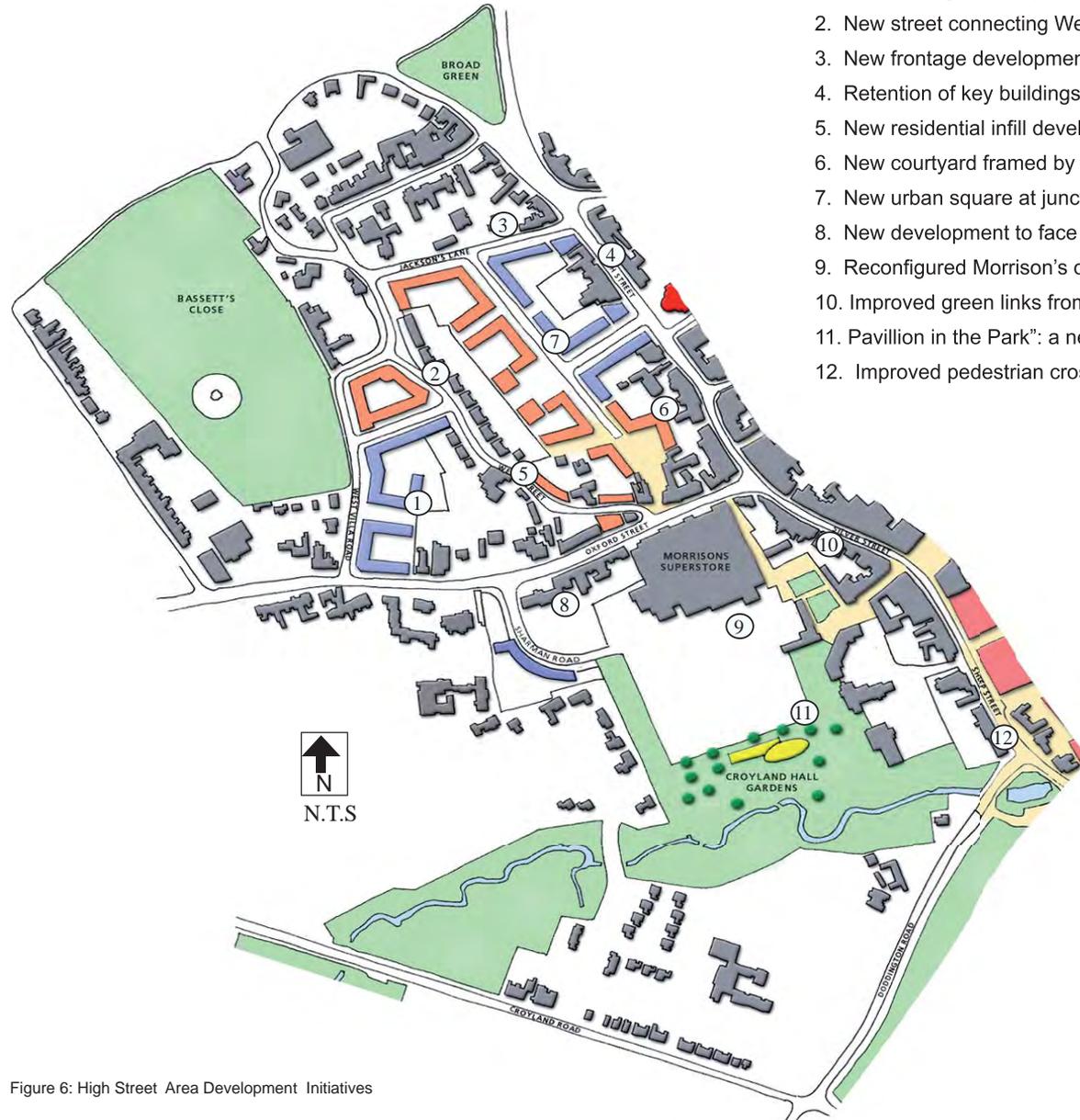
Figure 5: Aerial View of High Street Development Area

## Development Principles

In terms of land use, this area is likely to remain a secondary shopping and service area. As the primary shopping area moves eastward, streets in this area should build upon their existing strengths to create more of a specialist role for themselves. For example, there is already a concentration of estate agents on Sheep Street which could be encouraged. Silver Street and High Street could be encouraged to specialise in, for example, electrical goods or specialist food and drink stores. This would help to create a sense of place and would avoid a build up of uses such as takeaways or charity shops which can harm perceptions of an area. Away from the main commercial streets, there are large areas of underdeveloped land, such as High Street car park, that could be put to better use. Housing and offices would form the main uses for these sites, although active ground floor uses, such as shops, services and pubs, would be encouraged on corner sites and main road frontages. Care should be taken to make good any parking lost as a result of development.

New development would be laid out as a network of interconnecting streets rather than dead ends. In order to make it easier to get around on foot, footpaths would be provided between streets, particularly where they linked existing paths and alleys. This should enable new development to blend in with the existing pattern of the town centre. Pedestrian links to and from Croyland Hall Gardens would be improved and strengthened and the Gardens themselves turned into a showpiece for the town, with particular emphasis on creating a more obvious link from the Tithe Barn area.

## High Street Area Development Initiatives



1. New frontage development (commercial) facing West Villa Road, overlooking Bassetts Close.
2. New street connecting West Villa Road and West Street.
3. New frontage development (mixed use: commercial, educational) facing Jackson's Lane.
4. Retention of key buildings on High Street with new frontage development.
5. New residential infill development on West Street.
6. New courtyard framed by new and existing buildings.
7. New urban square at junction of new street.
8. New development to face onto Sharman Road.
9. Reconfigured Morrison's car park.
10. Improved green links from Oxford Street and Silver Street to Croylund Hall Gardens.
11. Pavillion in the Park: a new facility to serve visitors to Croylund
12. Improved pedestrian crossing over Doddington Road.

Figure 6: High Street Area Development Initiatives

## Development Sites

### West Villa Road

New housing and commercial development could replace the existing low density offices on this site. The new buildings would front onto West Villa Road and onto a new road to be laid out between West Villa Road and West Street.



Low Density Offices in West Villa Road

### Sharman Road

A new crescent of offices could be built on the south side of this street.



Vacant land off Sharman Road

### High Street Car Park



Current High Street Car Park

A new north-south street with courtyards off either side could be laid out on this site. The area to the west of this street (behind West Street) would be developed largely for housing, while the area to the east (behind High Street) would be largely commercial, to include offices, shops and services. Part of the site could also be used to house the Tresham Institute in the event that it chooses to leave its present site. Where new development abutted existing buildings, it might be possible to create a square or courtyard framed by both new and old buildings, as shown on Oxford Street. The development could feature a new square at its heart and a further new street linking this square to the United Reformed Church on the High Street. Basement car parking beneath the new buildings would compensate for that lost on the surface, otherwise a multistorey car park will need to be provided within the development.

An assessment of the contribution of listed buildings to the regeneration proposals should be undertaken and retained where possible. Adjoining development should reflect the setting and style of the listed buildings. A development brief for the site should be prepared.

### Croyland Hall Gardens

Walking routes to and from the Gardens from all sides could be improved, particularly in the vicinity of the Tithe Barn. A new crossing would be laid out on Doddington Road. A pavilion housing café, toilets and a small hall could either be built close to the entrance from Morrison's utilising the Tithe Barn, land adjoining Morrison's perhaps offers more scope for creating a dedicated facility with an open aspect. This would provide a focus for summertime events and would allow people to enjoy the park from behind glass in cooler weather.



Croyland Hall Gardens