

## **FUTURE REDEVELOPMENT IN THE CORE AREA**

- 10.18. *Redevelopment and conversion proposals in the Town Centre Core (defined on Inset 1A) will be welcomed where they provide a mix of uses appropriate to the town centre and encompass vacant or underutilised back land and upper storeys of frontage development. Proposals should complement the shopping function of the primary shopping frontages with uses such as leisure, entertainment and services as well as additional retailing; the Borough Council will encourage also the provision of additional housing in the town centre. Promotion of mixed use development, including housing, will result in increased activity during the day and in the evening and support the fundamental aim of enhancing the vitality and attractiveness of the town centre. Bringing vacant and underutilised sites and premises into more effective use avoids the wasteful use of land and will help maintain the advantages of a compact core area. To encourage such investment the Borough Council will be prepared to consider the use of Compulsory Purchase powers where land assembly problems cannot otherwise be overcome. It will also take a flexible approach to matters such as residential parking requirements. In order to fully realise the potential for enhancement of the town centre, proposals should conform to the town centre refurbishment scheme including the provision of rear servicing. Good standards of urban design will be essential and normally traditional street frontages should be retained.*
- 10.19. *Two specific areas are identified where redevelopment proposals forming part of comprehensive schemes could play an important role in revitalising and enhancing the town centre. These areas, shown on Inset 1A are bounded by:-*

*Midland Road, Victoria Road, Cambridge Street and the rear of properties fronting Market Street North ('the Midland Road site'); and  
High Street, Oxford Street, Jackson's Lane and the rear of properties in West Street ('the High Street site').*

*The Borough Council will prepare briefs to guide development in these areas. The Midland Road site is considered to be a key area for accommodating a mixed use development principally of retail and leisure uses; the western half of the site is considered by the Borough Council to be especially important in attracting quality non-food retailing. The provision of access for rear servicing and additional parking, provision of enhanced pedestrian linkages into the adjacent primary shopping areas and the requirement for high standards of urban design will form part of the planning brief. The High Street site is focused upon the Jackson's Lane public car park. Proposals must retain car parking but opportunities exist for selective redevelopment within the area for mixed uses which include retail and housing. Again requirements for access, enhanced pedestrian linkages and good quality urban design will form part of the brief. Briefs will also be prepared as appropriate for other areas with potential for comprehensive development which may emerge during the Plan period.*

## POLICY C8

PLANNING PERMISSION FOR REDEVELOPMENT/CONVERSION PROPOSALS INVOLVING UNDERUTILISED BACKLAND AREAS AND/OR UNDERUTILISED UPPER STOREYS IN THE TOWN CENTRE CORE (DEFINED ON INSET 1A) WILL BE GRANTED PROVIDED THAT SUCH PROPOSALS:

1. REFLECT THE REQUIREMENT THAT A MIX OF TOWN CENTRE PUBLIC USES (RETAIL, NON RESIDENTIAL INSTITUTIONS AND ASSEMBLY AND LEISURE) IS RETAINED TOGETHER WITH THE PROVISION OF ADDITIONAL HOUSING IN THE TOWN CENTRE CORE;
2. CONFORM TO THE TOWN CENTRE REFURBISHMENT SCHEME AND ACHIEVE A GOOD STANDARD OF URBAN DESIGN; AND
3. COMPLEMENT THE RETAIL STRATEGY, SET OUT IN POLICIES C1 AND C2.

## POLICY C9

TWO AREAS ARE DEFINED ON INSET 1A OF THE PROPOSALS MAP WITHIN WHICH REDEVELOPMENT PROPOSALS MUST FORM PART OF AN AGREED COMPREHENSIVE SCHEME AND BE IN ACCORDANCE WITH THE PROVISIONS OF POLICY C8.

THE AREAS ARE BOUNDED BY:

1. MIDLAND ROAD, VICTORIA ROAD, CAMBRIDGE STREET AND THE REAR OF PROPERTIES FRONTING MARKET STREET NORTH; AND
2. HIGH STREET, OXFORD STREET, JACKSON'S LANE AND THE REAR OF PROPERTIES IN WEST STREET

## *MIXED USE AREAS BEYOND THE TOWN CENTRE CORE*

*10.20. On the periphery of the defined town centre the predominant use is residential. Substantial open space areas of Swanspool Brook, Swanspool Gardens, the Castle Road cemetery and Bassetts Close to the south and west, together with the Sharman Road car park and the eastern frontage of Victoria Road form firm boundaries between residential areas and the town centre core. Elsewhere, however, there is a more gradual transition of mixed use areas.*

*10.21. Such areas can perform a valuable function. Town centre locations for uses such as some health and community facilities, hotels and clubs, quasi-retail establishments (referred to*