

Midland Road Area

Development Principles

For the purposes of the Framework, Midland Road falls neatly into three character areas.

The town end, from Market Street to Victoria Road, is commercial in character and contains few buildings of note. Most of the buildings along this part of the street could be demolished to make way for prime shopping development. A gateway feature should be incorporated into the development at the junction of Victoria Road.

The middle section, from Victoria Road to Elsdon Road, is mostly residential but with a scattering of commercial uses at the western end. As you move eastwards, the commercial uses peter out and the density of development decreases. The Framework proposes little change here but does accept that there may be pressure for change as the road becomes busier. At particular risk are some of the larger houses with substantial grounds. In order to prevent uncoordinated development of flats and offices, Supplementary Planning Guidance should be drawn up to deal with applications to redevelop these sites. Access to both the Swanspool Brook and Castle Fields should be improved as part of the green link through the southern side of the town.

The railway end, from Elsdon Road to the Railway Station, is only lightly developed at present and

contains mostly industrial and commercial uses. High density housing is proposed on one site to take advantage of the closeness of the station. Elsewhere, the Elsdon Road / Senwick Road junction would be improved. Development here could be denser than in the middle section of the road but should avoid competing with Station Island.

Development Sites

Brook Street / Chester Road

If the current employment uses relocate from this area overtime then it would be suitable for a mixed use housing / commercial development. The housing element could face onto Castle Fields, with the office / employment element backing onto properties on the south side of Midland Road. A new north-south footpath could be provided through the site, giving access to Castle Fields.



Castle Fields - a key section of the "Green link"

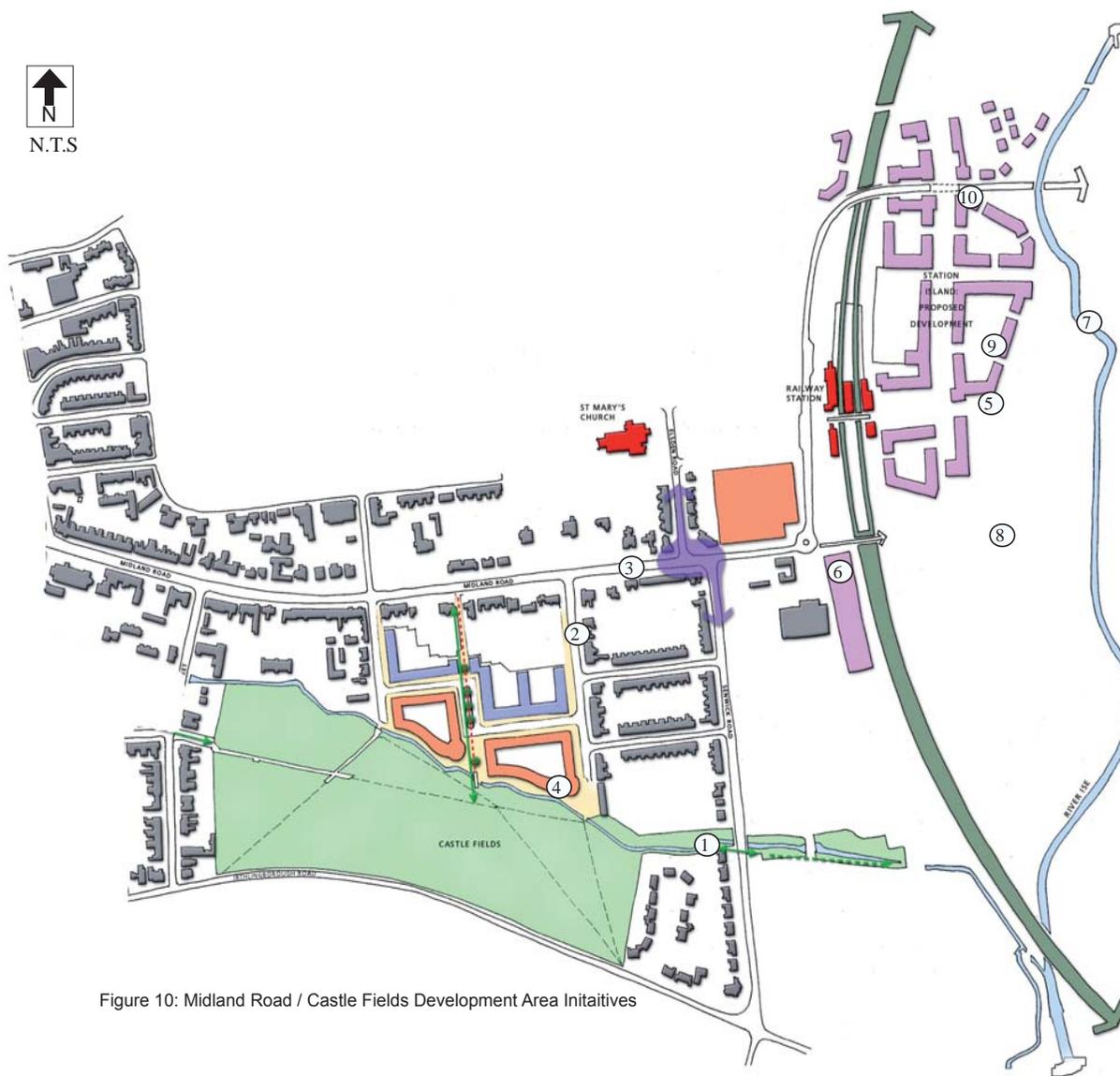
Castle Fields

Access to these fields could be improved with the construction of a new access point from Midland Road (see above) and the opening up of Swanspool Brook as a green link across the town.

Station Forecourt

A high density residential development could be built on the site opposite the station. Development would take the form of a frontage block to Midland Road with parking and gardens behind. The opportunity should be taken to provide a strong corner feature facing the new island where Midland Road turns north towards Station Island.

Midland Road / Castle Fields Development Area Initiatives



1. Swanspool Brook.
2. Improved pedestrian and cycle access to Castle Fields.
3. Midland Road: Planning policies needed to manage change.
4. New crossing point over Swanspool Brook.
5. Potential new development of employment site. If Saxby's was to close in the future development of this site could include residential uses overlooking Castle Fields and commercial uses to the site's interior. A new street will connect through the site.
6. Improvements to be made to the junction of Midland Road and Elsdon Road.
7. New pedestrian and cycle link over mainline railway to WEAST development.
8. New public transport interchange adjoining Railway Station.
9. New link road to serve Station Island development and WEAST.
10. New link road to serve Station Island development and WEAST.

Figure 10: Midland Road / Castle Fields Development Area Initiatives