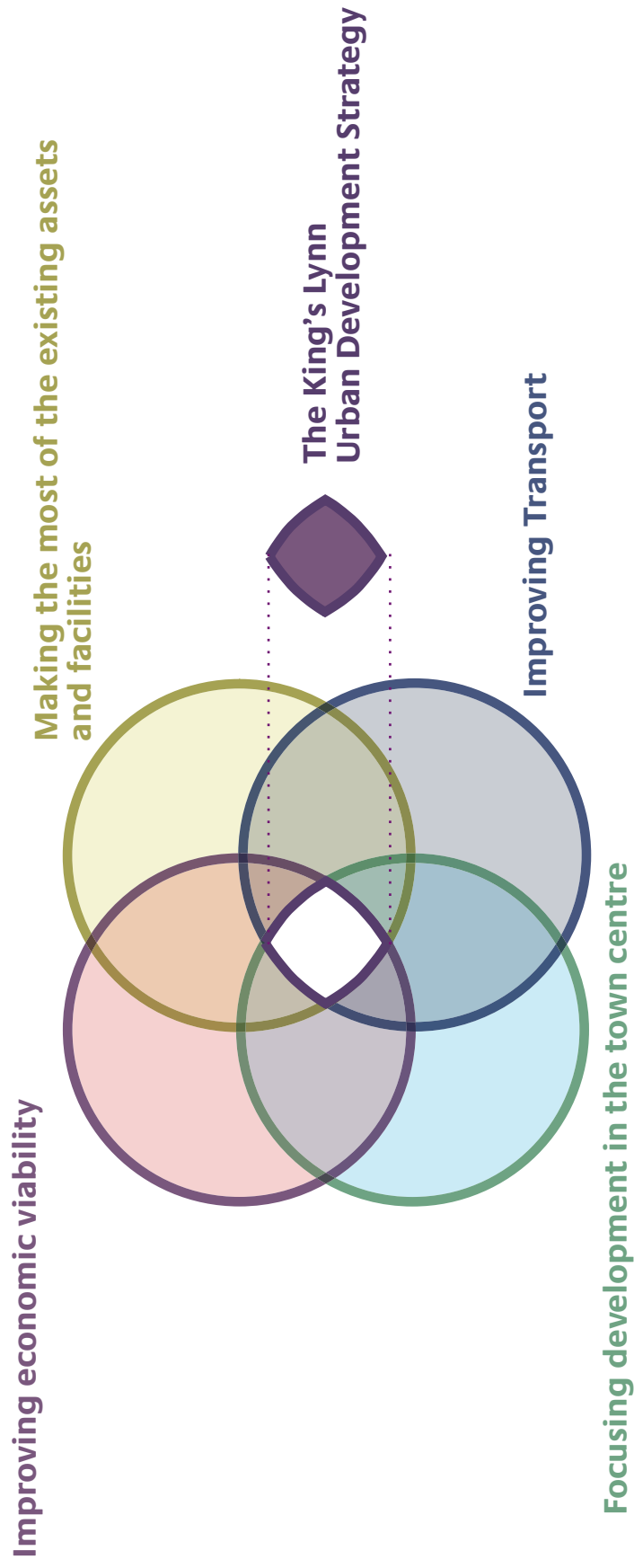


## 3 The Strategy

### Introduction

The Urban Development Strategy comprises over 60 detailed actions and recommendations that will set the agenda for the improvement of King's Lynn over the next 10 to 20 years. The strategy is presented below in ten 'layers', each relating to a different theme, such as for example, residential development and public transport.

In essence, the Urban Development Strategy can be reduced to a small number of key actions – that need to be implemented without the strategy's integrity being compromised. Grouped under four headings: making the most of existing assets; focusing development on the town centre; improving economic viability and improving transport – the key actions are illustrated in the diagram below and described overleaf:



## Making the most of the existing assets and facilities

- **Create a Marina and facilities at Boal Quay.** This project has the chance of delivering landmark buildings to put King's Lynn 'on the map'. It will provide leisure uses and significant numbers of residential units. With a retained boat repair yard, the area will have a functional vibrant character with exciting new buildings and a mix of activities helping to boost activity on the waterfront. For more on this go to page 45;
- **Reinstate the town's historic urban structure and grain** where it has been lost such as in the retail core. Attempts should be made to break down the strong west-east divided character of the town by strengthening east-west movement in the town, increasing activity in the west and on the waterfront and opening up east west links and views. For more on this go to page 34;

- **Increase and diversify activity in South Quay and the waterfront** by allowing development of strong distinctive buildings in the South Quay Grain Silos site accommodating a hotel residential uses, restaurants and cafes. Reconstruct the Millfleet to provide an attractive setting for the Grain Silos development. For more on this go to page 46;
- **Improve first impressions of the town** through landmark buildings with strong frontages to the main vehicular routes into the town, creating improved pedestrian and cycle routes into the town with large scale tree planting to provide clear but intuitive route finding. For more on this go to page 46;

## Focusing development in the town centre

- **Focus residential development in the town centre.** Sensitively designed, this will create a vibrant atmosphere in all parts of the town centre and will improve the sustainability of the town. For more on this go to page 41;
- **Create new and improve existing open spaces in the town** through the release of Tuesday and Saturday Market Places and Common Staithe Quay from parking. These spaces will then be rejuvenated through public realm interventions to improve the use of these spaces and to improve the viability of the markets;

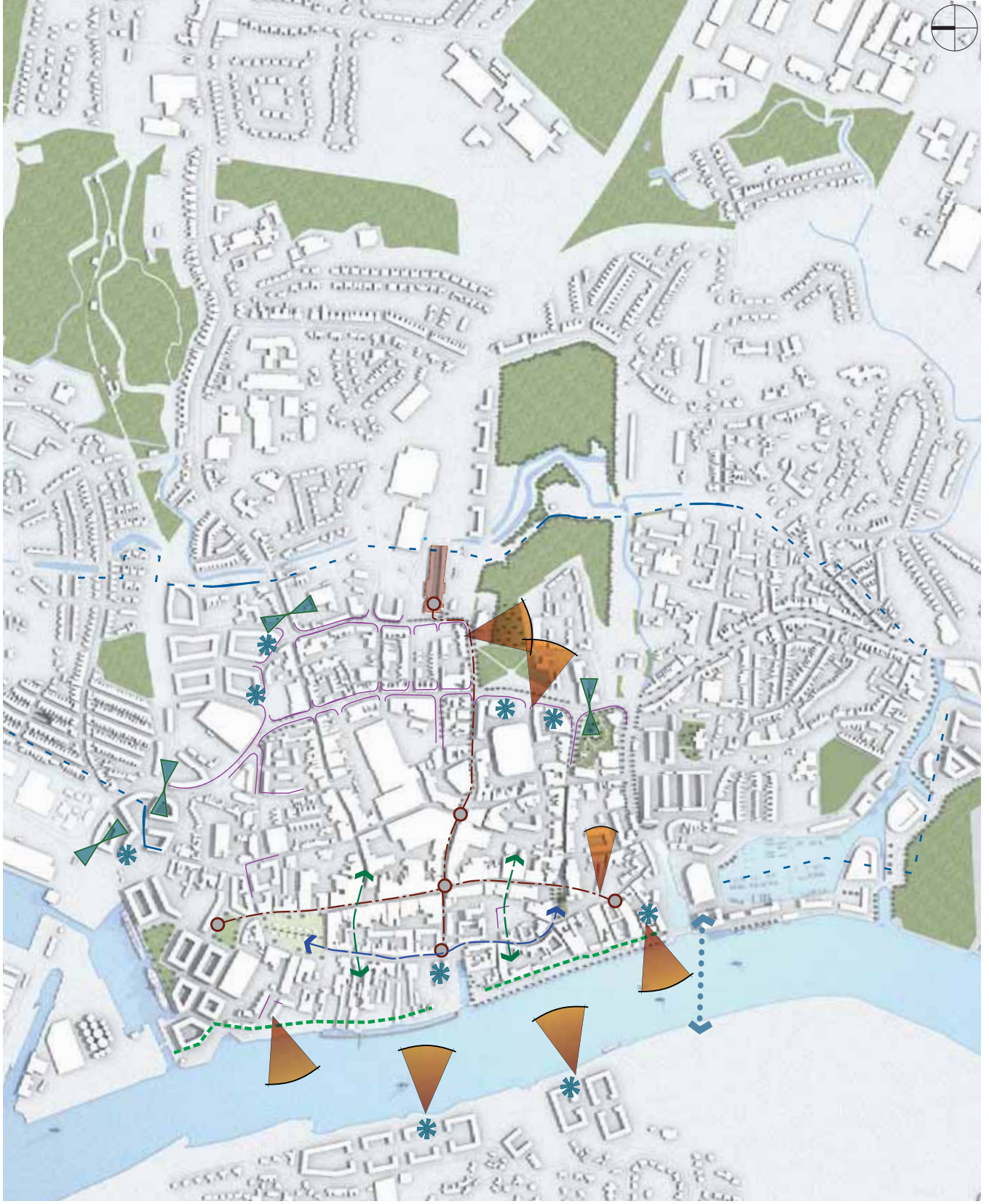
## Improving economic viability

- **Provide employment premises** in the town centre, the Hardwick Industrial Estate extension and the Nar Ouse Regeneration Area (NORA) to accommodate the growth of local business and to attract inward investment. For more on this go to page 49;
- **Strengthen north-south movement in the town centre to increase the viability of the markets and town centre shops** by bolstering the activity to the north (through redevelopment of the timber yard) and in the south (through redevelopment of Boal Quay) and the Grain silos site on South Quay. For more on this go to page 53;
- **Provide mixed-use development in the town centre.** Introducing a wider mix of uses to underpin residential development providing all the necessary services and employment in the town centre. For more on this go to page 53;

## Improving Transport

- **Create two or three multi-storey car parks to replace surface parking from the town centre.** This will allow the recreation of high quality spaces and release land for development. These car parks will be carefully planned and situated to reduce the real and perceived need to bring cars right into the centre of the town For more on this go to page 57;
- **Investigate the business case for two Park and Ride facilities from the outskirts of the town** on the A47 to the bus station to reduce car trips into the town centre. For more on this go to page 57;
- **Provide better bus services.** Service operators should be encouraged to replace the stock and improve service reliability and frequency. For more on this go to page 61;
- **Create a Heritage Trail and a pedestrian and cycle Green Route through and around the town** linking the key green spaces and destination points. This will involve large scale tree planting to improve the environment and improve 'way-finding'. For more on this go to page 65.

# Layer 1 - Built Form/Urban Structure



KEY



- Retail core to remain as centralised as possible
- Town wall, or line of town wall to be respected
- Key views to be made clearer and more attractive
- Street frontage to be strengthened and restored
- Connectivity between historic and retail core to be strengthened
- Gateway points into King's Lynn
- East/west and north-south routes linked by activity and destination points
- River walk to be made more attractive with higher levels of activity
- Under used historic core to be made more active
- Route to be enhanced with a variety of uses
- Possible position for landmark buildings to improve navigation and orientation



## Built Form/Urban Structure

The image of a place is strongly determined by the quality of the environment. Aside from what there is to 'do and see', much more is placed upon the quality of the built form and urban structure of a place than may be imagined. This is important for two reasons. First, the pride that residents take in a place must be maximised in order to avoid the possibility that King's Lynn born high income earners seek employment, and subsequently residence, elsewhere. Second, the lasting impression of the place for a visitor is key to whether they will return. The following measures will help to improve the town's urban structure and built form:

**A. Reinstate the town's historic urban structure and grain** where it has been lost such as in the retail core. Historic routes that have fallen out of use and views that have been lost should be reinstated where possible. This will aid in navigation around the town and will increase the links between the historic and the 'functional' parts of the town centre. The town's development should be guided to ensure that any development produces 'places' rather than 'left over spaces' and 'streets' rather than 'roads'. Attempts should be made to break down the strong west-east divided character of the town (historic in the west, retail in the east) by strengthening east-west movement in the town, increasing activity in the west and on the waterfront and opening up east west links and views. This features as one of the key actions on page 34.

**B. Build a range of house types** to respond to and stimulate changing demand from household change and growth. This will create a variety of architectural styles making the town more distinctive and giving areas of the town a more contemporary feel.

**C. Improve the perception of the town** through the following measures:

- Create visual landmark features such as public art to complement The Custom House in Purfleet Quay to attract movement to the area and to help navigate the town;



Some public art running through the town will help to link similar areas or demarcate routes

- Open up views from High Street to the Custom House/Purfleet Quay along Purfleet Street;
- Respect the town wall or the line of the wall where possible and realistic by markers or carefully positioned building lines;
- Define main gateways at the approaches to the town with distinctive built form at the following locations:
  - London Road at Southgate
  - London Road at Tower Gardens (requires strong frontage overlooking 'The Walks')
  - John Kennedy Road at Port Entrance
  - John Kennedy Road at current position of Zoots Nightclub/the railway
  - Gaywood Road on the line of town wall (strong frontage to Auston Street required);
- When (re)development opportunities arise, strengthen the frontage to Railway Road/Blackfriars Road to improve the street environment and increase activity with new and stronger built form; and
- Define the junction of High Street and Purfleet Street/New Conduit Street as a major node within the town centre. This can be done through paving and other public realm measures;



Landmark buildings create a distinctive character to an area and need not be large-scale

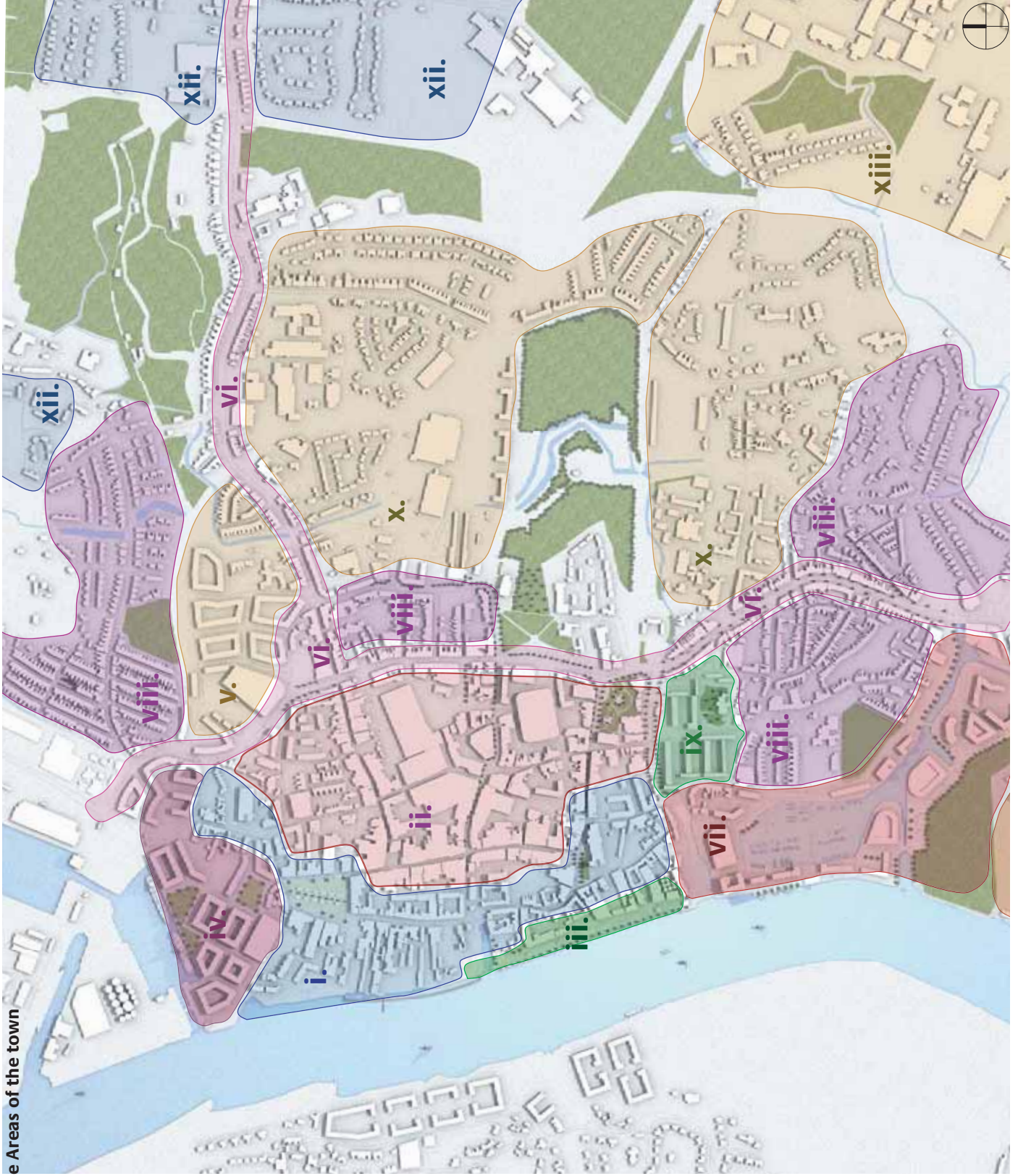
- D. Increase and diversify activity in South Quay and the waterfront** by allowing development of strong distinctive buildings in the South Quay Grain Silos site accommodating a hotel residential uses, restaurants and cafes. Reconstruct water features such as the Millfleet to provide an attractive setting for the Grain Silos development. Development in West Lynn overlooking the river where possible would have a similar effect. This features as one of the key actions on page 46.
- E. Strengthen the northern and southern ‘anchor’ points** of Tuesday and Saturday Market Places by creating development to the north in the Timber Yard and south, in the Grain Silos site and Boal Quay. The Port’s Development potential should not be overlooked and the area should be ear-marked in case the port’s operational requirements change.
- F. Ensure that the scale and massing of future development is sensitive** to the intimate nature of much of King’s Lynn. In slightly less central sites such as the Timber Yard, the Grain Silos site and the new Marina area, the scale of development may be increased to create local distinctiveness and to surround the town centre with an identifiable landscape.

**G. Ensure that new development creates a town that is pedestrian friendly.** The orientation of buildings, surface treatments and many other factors that affect the street environment can help turn King’s Lynn into a more attractive, and safer place for visitors.

**H. Aim to improve the character and safety of open spaces** through careful positioning, massing and heights of buildings. Careful thought to the relationship between buildings and the spaces around them can lead to the creation of an improved environment. Such careful thought should be applied to areas with substantial development such as the Timber Yard, and Common Staithe Quay but also existing green spaces such as The Walks.



The Areas of the town





## Built form/Urban structure design guidance

The diagram on page 24 shows the different character areas in King's Lynn annotated i to xiii.

The following guidance should be applied when applications for development are submitted.

### i The historic core.



**Area 1 - The historic core**

The buildings in this area are generally constructed from brick, sandstone (in Tuesday Market Place) and occasionally flint. Since these buildings date from a variety of periods, detailing and scales vary but in general the buildings are between two and four storeys often with steeply pitched roofs. Dormer windows are seen frequently but a common feature of all buildings is that they front directly onto the public realm with no private front gardens.

Massing is generally low. Alley ways are common and most routes have short front-to-front distances between the buildings resulting in narrow roads and pavements. An occasional feature in some of the buildings overlooking the river is a glazed turret or clerestory style (windows appearing at the upper portion of a wall) viewing windows.

New development must respect these features and must endeavour to use the same or contrasting but complementary materials. Scale and massing of buildings in this area is important and buildings exceeding four storeys should not appear too bulky or dominant. The skyline of the town is relatively uniform with the occasional taller building and this form should be respected. Whilst there is general consistency in these points, there is conceivably, room for radical infill development to work in concert with the existing buildings. The architecture must be of a very high quality and should reflect some of the surrounding characteristics. For instance a building that uses contemporary materials say, glass and steel must respect the scale and massing of the buildings around and likewise a building that has a radically different scale should employ materials found in buildings nearby.



**An example of how contemporary materials can sit in harmony with older materials with consistent reference to features such as scale, mass and building line.**

## ii. Central area including main retail



**Area 2 - Central retail area**

This area straddling the busy London Road, comprises the central retail and business area. Architectural styles vary including probably every style from half-timbered houses to buildings constructed in the 1980's and the new Vancouver Centre. For this reason, there is little aesthetic cohesion or continuity. That being said, this area does not lack charm and many of the buildings are fine examples of their era. Originally this area would have more closely resembled the historical area and many of the features such as buildings fronting the street, alleyways and narrow streets remain, albeit slightly eroded or diluted. New development in this area must respect and reinstate these features where possible. There is a danger that new development in these areas will increase the melange of styles without adding quality. However since there is no precedent to follow in terms of materials a contemporary style that respects the historic grain is appropriate which must not be a pastiche of an earlier era.

## iii The river front



**Area 3 - The River front**

The river front is an area that has been developed and has little developable land. Along much of South Quay, a relatively new residential development has respected and reflected historic architectural styles such as the use of brick and the use of dormer windows although has introduced new materials (painted render) and has largely ignored the water-front at ground level which is devoted to undercroft parking and new but bleak non-active frontage. So although developed, this area still lacks the vibrancy expected in such a waterside location.



**Utilising the development space waterfront with buildings that protrude over the public space adds value and encourages activity on the front.**



The existing older buildings reflect the style of those in the historic core. There is little space for large-scale development in this area however development that respects the historic character and improves active frontage on the ground floor and activity in this area should be encouraged.

Bolder architecture should be encouraged particularly in the grain silos site.

#### iv. The Timber yard

This area currently includes large scale sheds that have no long term use or architectural merit. The area is separate visually from the town centre because it is behind the buildings that front onto Page Stair Lane at the north end of the market place. For these reasons, there is little need to be restricted by precedent, and contemporary architectural styles and materials should be encouraged. This area is better connected visually with the industrial port and so large scale and massing may be suitable here.



**High quality contemporary residential development**

#### v. Austin Fields

The Austin Fields area currently consists of one storey units accommodating a variety of low grade business uses. None of these buildings is of long term merit. The area is outside the historic core and is separated physically from surrounding areas by Austin Street to the south and the railway to the north. Footpaths connect the area with North Lynn and in terms of character, these two areas have most in common. A positive architectural precedent has not been set although a replication of the terraced housing of North Lynn would strengthen the links to the north for the majority

of the area. Austin Street is a busy road and requires a strong architectural response. Taller buildings in excess of four storeys may be suitable and have the opportunity to provide gateway and landmark features that front onto Austin Street. It is important that buildings front onto the streets particularly in the main pedestrian route from North End to the town centre. This should be a wide route and could accommodate taller buildings.

#### vi. Movement corridors



**The London Road route to the town centre from the south**

The town's main entrance points and movement corridors include London Road, Gaywood Road, Edward Bennefer Way and include roads that run through the town centre. These arterial routes sometimes define boundaries between neighbourhoods and sometimes run through areas already mentioned, such as the retail area. However, this area has a character of its own with great variation in architecture and built form.

The ages of the buildings vary from Georgian town houses with a continuous frontage on London Road to detached villas on Gaywood Road. Development on these main routes should respect the rhythm and building line of the buildings around it but variation in scale and materials would be appropriate. Of importance along movement corridors is orientation, positioning and scale since this area contains many gateway and potential landmark locations. The amount of traffic on the roads means that any development overlooking the routes should be relatively tall (in excess of two storeys) and architecturally strong. In specific locations marked on the diagram on page 46, landmark buildings should be positioned so that they mark their position from a distance and are clearly recognisable and distinctive to aid orientation and navigation.



A mixed use landmark building with strong frontage on a busy road

### vii. Boal Quay

The Boal Quay area does not currently contain any significant development and so does not have an identifiable character or architectural precedent to call upon. The area affords good views of the River Great Ouse and so views to the west should not be compromised. The introduction of the marina opens the opportunity to introduce bold architecture associated with harbours and quays. The use of local materials such as red brick and flint will marry well with contemporary materials and materials found in docks namely steel and stone or brick. Exposed steelwork is commonly found in this type of area reflecting a robust industrial style. The urban grain will be dictated by land shape since development will be restricted by the shape of the land available but the overriding factors of good river front views and active frontages must prevail.



Contemporary waterside development can evoke an historic form while having a contemporary style

### viii. Town centre fringe residential areas



Fringe town centre terraces

Those areas that lie just outside the town centre mainly comprise terraced dwellings which vary in quality.



Some are of a high quality such as those houses to the south of the town centre. However, areas of North End whilst from the same stock and are of the same age, are of much poorer quality through lower levels of maintenance and pride in the surroundings. Terraces vary from having two or three storeys, some have bay windows with small front gardens and some have ornate timber front door detailing and front directly onto the street. The majority are constructed from brick and were originally roofed with slate tiles. Rather like the historic core, since these areas contain a consistent architectural style, frontage and roofing alterations should be done very carefully. Poor alterations are made more obtrusive with a terrace, since eaves and ridge heights are consistent. Variations in materials and roof and window details can produce good results if done sensitively and with variety to produce contrast rather than clashes. However, building line and the orientation of entrance ways should not be varied.

#### ix. Hillington Square

The insular and extremely regular layout of the Hillington Square development to the east of Mill Fleet is inappropriate in relation to its surroundings. It surrounds a church and separates it from the town centre and does not make any attempt to link with the nearby terraced housing areas. Whilst this architectural response may be suitable in some areas, here it is rather incongruous. Whilst this area is not considered for redevelopment in the in this report, it may be suitable further down the line. Context is provided by the terraced housing to the south and from the Boal Quay development to the west. Views of the river should be maximised and a taller frontage onto London Road may be suitable.

#### x. Vancouver Avenue / Tennyson Road

This area largely comprises early 20th century terraced, detached and semi detached villa style residential buildings. These often have long front gardens which are consequently significantly set back from the road. Any development in these areas must respect the building line, rhythm and orientation. Since these plots are large, they are tempting locations for developers to consolidate a number of plots to construct a number of flats. Whilst this principle means that slightly higher densities are possible, it must not be permitted at the expense of the rhythm of the street. Entrances must face the road and the building line must be respected.



**An example of in-fill development within a street of semi-detached houses that whilst altering the aesthetic, maintains the rhythm and building line along the street**

#### xi. South Lynn

This area comprises areas of terraced and semi-detached houses with relatively little variety. Whilst the stock is not of a particularly high quality the consistency gives the area a uniform character. These plots are likewise, ripe for consolidation in order to build a number of flats in place of a few houses. The same guidance applies as that for Vancouver Avenue/Tennyson Road: new infill must not be permitted at the expense of the rhythm of the street. Entrances must face the road and the building line must be respected. Whilst this is possible in Vancouver Avenue/Tennyson Road with larger original buildings, sensitive infill is less easy with smaller original houses. Development should be concentrated on corner plots where risk of breaking building lines is minimised.

## **xii. Gaywood and Fairstead**

These areas comprise low density housing dating from the 60s and 70s. This is often in a Radburn style, meaning that there is an inappropriate level of separation of pedestrian and vehicular routes and consequently and confusion between the intended access to and use of the houses. The buildings are detached or terraced and two storey. Relationship with the roads is poor or non-existent and the housing is interspersed with non-descript grassed open spaces. Navigation is difficult since many of the areas are too similar and layout is geometric rather than based on historic movement lines. In fill development may be suitable in these areas particularly if it aids a ‘de-radburnisation’ process. This process will create perimeter blocks rather than isolated residences surrounded by grass. It is also possible that houses can be reversed with rear gardens being converted to front and vice versa. This is a difficult exercise to occur piecemeal and should be done through a masterplanning process rather than being left to individual developers.

## **xiii. The Hardwick Industrial Estate**

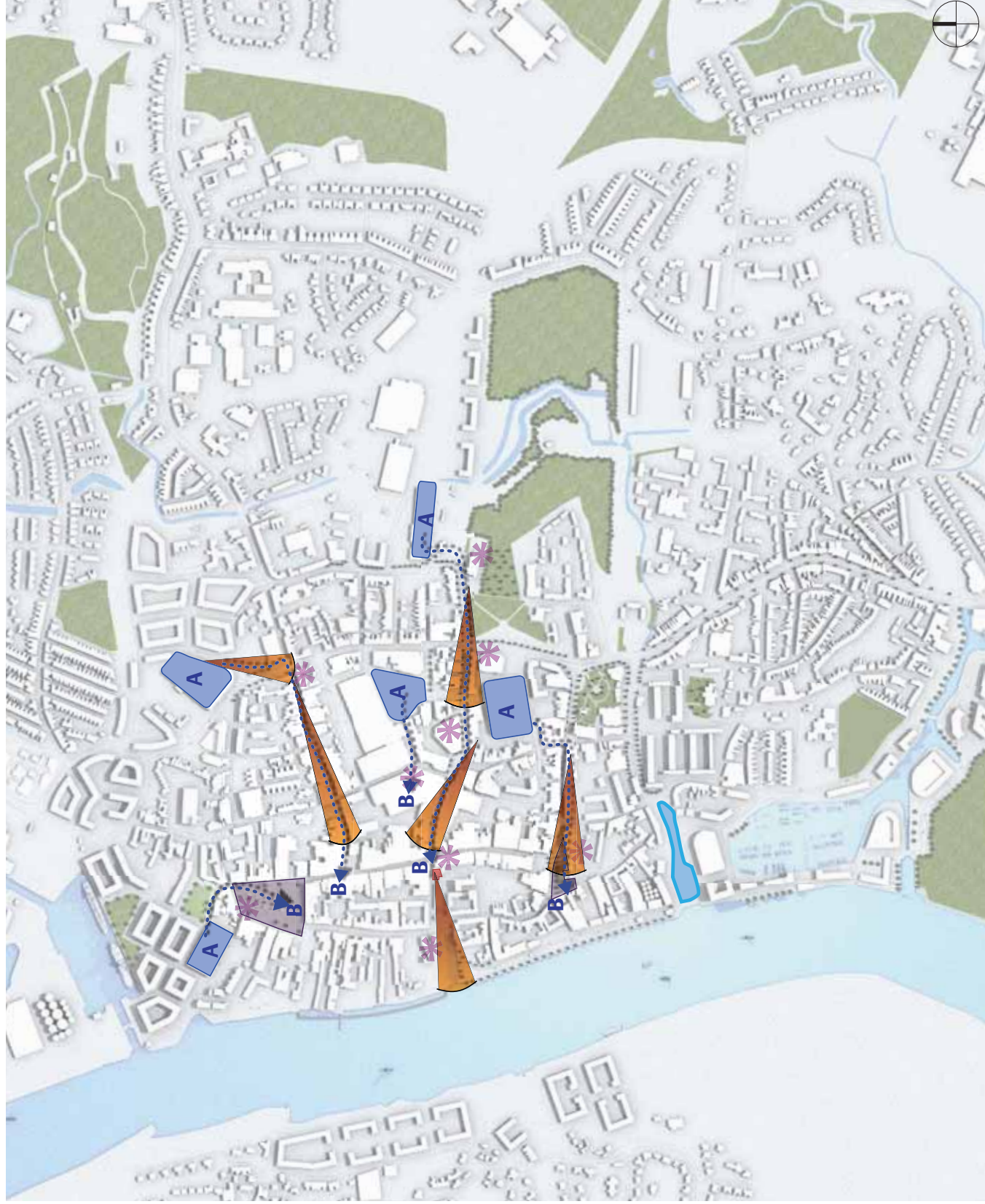
The Hardwick Industrial Estate comprises large-scale buildings naturally of an industrial nature. There is little cohesion between the buildings since parking and delivery requirements tend to dominate layouts. Whilst this does not produce a high quality urban environment, it is suitable for the purposes it serves. New buildings on the perimeter of the estate should be more considerate of the neighbouring architectural styles and should replicate the form and grain of the surroundings. This will help to create a cohesion between this operational industrial estate and it’s immediate situation close to the town centre.





- Arrival locations to be clearly sign posted and accessible
- Key routes from main arrival points to destinations (A to B) should be clear
- Landmarks along a route can aid navigation
- Public Realm measures to improve the town's civic spaces
- Views open to visitors on arrival to be made clear and more attractive
- Green spaces to be maximised and made accessible
- Reconstruct Millfleet

## Layer 2 - Public realm and open space



## Public realm and open space

The public realm - streets, spaces and squares affect the mood and character of a place to a great extent. A well structured and maintained public realm allows pedestrians (primarily) and cyclists to use and enjoy their town without being obstructed or frustrated. A common feature of good public realm, whether developed incrementally or designed large-scale is that it is largely unnoticable. Sustainable towns need open space and King's Lynn does not have many high quality open spaces. The lack of open space and sports recreation is revealed by teenagers who say "there's nothing to do". The following measures will help to create a pleasant and functional town centre:

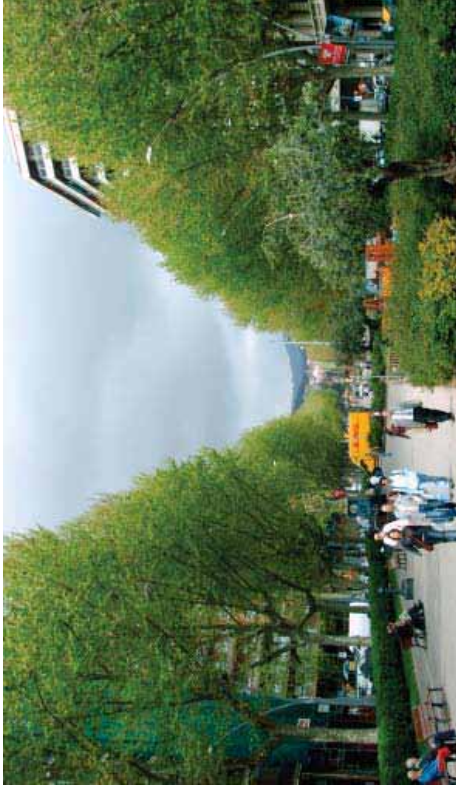
**A. Improve the ease with which pedestrians move about the town** primarily by increasing intuitive way-finding and secondarily by providing clear information on signage and maps:

- Improving views to key locations by removing street clutter in the form of poor signage, illegal advertisements and even in radical situations, poorly situated buildings such as the amusement arcade in New Conduit Street;



**This key view to the Custom House from the town centre has been compromised by the amusement arcade**

- Develop street strategy to aid orientation such as planting to identify position and to lead pedestrians



**Clear planting can create clarity in 'way-finding' without the need for signage**

- Introduce town-wide signage strategy to improve knowledge of the area through clear maps and signage
- Greatly improve pedestrian routes through town centre particularly the route from the railway station. Reconfigure bus station to improve street environment.

**B. Maximise use of historic resources** to encourage tourism and improve the image of the town. There are many buildings such as the Hanseatic Warehouse and Custom House (to a lesser degree) that are not open to the extent that they should. Both of these and other buildings could house uses that exhibit the buildings themselves without turning them into stilted museum pieces.



**C. Create variety and improve quality and distinctiveness of public realm** within the town centre. Whilst general consistency is beneficial, there is space for themed street furniture within certain areas such as emphasising marine style furniture along the waterfront. Most importantly there must be a concerted effort to reduce street clutter. The over use of sign posts and railings creates a harsh environment where visibility is compromised and highway features dominate.



**Street art can be combined with street furniture to create a distinctive place**

**D. Open up the town's historic civic spaces.** Tuesday and Saturday Market Places are currently dominated by cars and car parks. By reinstating the 'human scale' paving in Tuesday Market Place, inserting focal points and planting trees amongst many other measures, the square will regain its civic character and will attract more pedestrian activity. The opening of the square will attract better use with cafes, restaurants and bars using the space during the day and into the evening.

Tuesday Market Place can be enhanced by centring market stalls to the middle of the square, which will encourage movement through and around the area. Growth of the market will ensure an active and lively environment, and encourage the priority of pedestrians over the car albeit with the retention of a small amount of considered parking.



**Regensburg in Germany. Squares of a similar size to Tuesday Market Place are common throughout Europe. The Squares are not dominating if divided up in terms of use and are not too bleak**



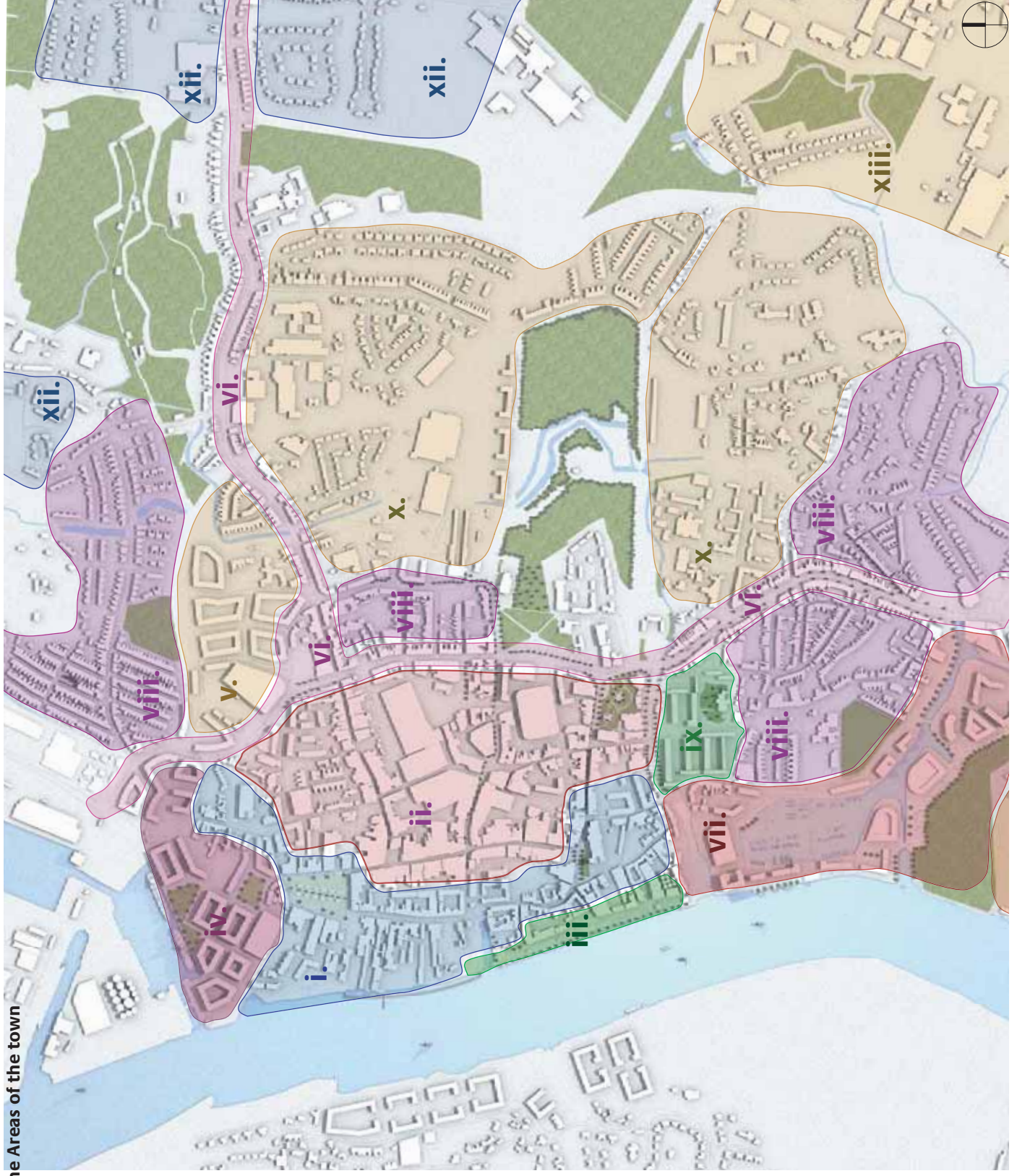
**Tuesday Market Place during the King's Lynn 'Festival Too' shows how vibrant and full the square can be on occasions**

**E. Create provision for all ages but particularly for teenagers.**

The provision of high quality recreation and sports facilities within housing areas is essential. In addition, places for teenagers to congregate should be established that are not too close to residential areas but that are sufficiently 'under-designed' to be appealing. Care must be taken for these areas not to be too isolated. The provision of recreation and sports facilities, although an important requirement should not be seen as an alternative to this.



The Areas of the town



## Public realm and open space design guidance

The following diagram shows the character areas described in the previous section numbered i to ix.

The following guidance should be applied when applications for development are submitted.

### i. Historic core



#### Recent attempts to return to original cobbles without compromising highway safety

This area with narrow streets and pavements has little furniture to speak of but boasts the two most significant spaces in the town: Tuesday and Saturday Market Places. The main street that runs between the two is King/Queen Street. Apart from these more dominant spaces, there are many less noticeable but no less important alleyways linking the main thoroughfares. Paving in this area will originally have been cobbles and in many places these still exist. King/Queen Street being a town centre route, historically would have been far busier than it is at present. The change from what may have historically been a mixture of small retail outlets and houses on the higher floors is now devoted to estate agents and other small business uses. Pedestrian activity therefore is low whilst vehicular activity is fairly high.

This, along with the fact that the street is devoid of trees, can make it rather bleak. The surfacing is good but the introduction of pedestrian friendly elements such as trees and benches would improve the environment.

Tuesday Market Place is currently dominated by car parking with the market occupying only a small section on Tuesday mornings. It is surrounded on four sides by roads which sever it from the surrounding streets. It is largely dominated by the car. Specific proposals are shown later in this document but the principles behind improvements should be reducing car dominance by introducing pedestrian paving throughout and providing tree planting for shelter, as well as environmental and visual improvement. The cafes and bars around the square should be encouraged to spill out onto the square and should not be prevented from doing so by excessive car movements in the area. Through careful design, surface treatments and further measures, pedestrians will find priority over cars in this area.

The use of low stones or bollards may be useful to restrict car movement but railings must be avoided since they also restrict pedestrian movement. It may be suitable to introduce furniture reminiscent of the river in order to create mental links between the two places. Alternatively, contemporary style materials may be suitable to link this area with the retail area.

Cycle parking should be introduced in this area where ever possible.



**An urban market square with a mixture of cafe tables, pedestrians and on occasions, cars**

### ii. Central area including main retail

The central retail area has no consistency in paving, uses a variety of uninspiring paving styles and is dominated by street clutter. The strategy in this area should be to encourage clear way finding and to provide a pleasant environment for those using this area. Views should be unclut-



tered and the introduction of easily read signposts reduce confusion. The positioning of street furniture along the centre of pedestrian streets has the effect of reducing visibility and so this should be moved or removed. Whilst the narrow streets do not lend themselves easily to tree planting and the trees in pots also reduce visibility, if possible these should be planted to improve street environment. Cycle parking should be introduced in this area where ever possible.

It may be suitable for some bespoke furniture like that in the photograph below to be introduced in the retail area to link with the historic core and to mark other important routes.

Contemporary materials are sometime more suitable than a pastiche style.



**An uncluttered street containing cycle parking, seating, bollards and lighting without compromising visibility**

### iii. The water front



Significant sums of money have been well spent on the waterfront and the materials and furniture create an atmosphere suitable for a river side. A precedent has been set and should be continued with any proposed works.

The road running through South Quay has been designed at a similar level to the pedestrian paving which produces a pedestrian friendly environment. King's Staithe Quay lacks definition however and could benefit from additional focus.

### iv. The Timber Yard

This area is separate visually from the town centre because it is behind the buildings that front onto Page Stair Lane at the north end of the market place. For these reasons, there is little need to be restricted by precedent and contemporary style materials and furniture may be encouraged. This area is better connected visually with the industrial port and so port style materials are probably appropriate. Strong design and robust materials will complement contemporary architectural styles.

For this reason, maintenance is of high importance and measures should be taken to encourage pedestrians to use these routes whilst not affecting the efficiency of these as highways.

#### vii. Boal Quay

The Boal Quay area currently has very little development and so materials and furniture have no precedent. Contemporary style materials and furniture should be encouraged. There is an intention to link this area with the town centre, so the use of contemporary style materials to match the town centre is appropriate. Strong design and robust materials will offset contemporary architectural styles, and will help to give this area an identity of its own.



**Strong materials and contemporary design will create an up-to-date feel in the timber yard**

#### v. Austin Fields

The Austin Fields area is studied in detail later in this report. The proposals suggest a mixture of residential and employment development. Little guidance is suggested in this area apart from the need for a pedestrian route through the area linking North Lynn with the town centre. This route should be clear with good visibility. Trees should mark this route and the route should be wide enough to provide wide pavements and on street parking. Existing terraced houses in this area can be seen as a starting point for future residential design.

#### vi. Movement corridors

These streets are busy and can be intimidating for pedestrians. There is a temptation to erect railings along these routes to prevent pedestrians crossing in dangerous places. This should be resisted where possible since railings tend to create the impression of a route with greater emphasis on the car and may encourage faster driving. Tree planting should be introduced where space allows ideally on both sides of the street. Pedestrian crossings should be installed where appropriate to create a more pedestrian friendly environment. These routes perform an important function in terms of the town as entrance routes and form the first impressions for visitors.