

## KEY INTERVENTIONS



### Analysis

Identifying key challenges such as lack of evening economy, poor connectivity, low footfall, high commercial vacancy rates and poor condition of building fabric, to build a strategy to revitalise Gainsborough town centre.



### Placemaking

Encouraging active movement through new cycle routes and pedestrian linkages. Creating new green spaces to improve the experiential quality and strengthening the linkages between existing green spaces.



### Activation

Activating the town centre by diversifying and attracting new uses within the buildings and improving public realm to support any spill over activities.



### Connectivity & Movement

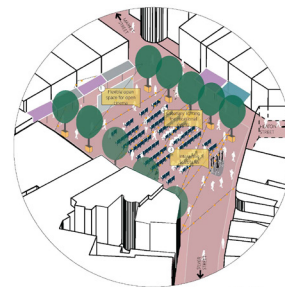
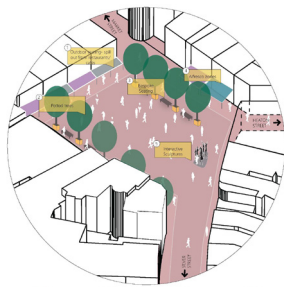
Strengthening connectivity between the town centre, transport hubs and riverside, by enhancing legibility, visually and physically.



### Heritage Reuse & Repurpose

Enhancing the riverside by providing new facilities and bringing to life the derelict buildings.

# GAINSBOROUGH



**Client:** West Lindsey District Council

**Location:** Gainsborough, Lincolnshire

**PCL Services:** Masterplanning, Landscape Architecture, Transport Planning, Levelling Up Fund Bid

**Stages:** RIBA Stages 1-2

**Project Area:** 20 hectare

Project Centre produced a masterplan and town centre public realm strategy to transform Gainsborough town centre into an identifiable, vibrant and exciting new quarter. Building on opportunities generated by the Council's plan to introduce a new cinema in a redundant shopping centre and the Heritage Lottery funded refurbishment of several heritage buildings, our proposals aim to transform Gainsborough town centre into a destination for the local community visitors and businesses. This commission was undertaken by Project Centre as lead consultants to complement the successful Levelling Up Fund Bid. We are now taking forward more detailed design work for the local authority client.

Our masterplan and strategy is built around restructuring and bringing to life the underused spaces within the town centre, identifying sites for redevelopment or repurposing, promoting active ground floors and creating a hierarchy of connected spaces and streetscape. Our proposals will bring an intuitive legibility of the area and help pedestrians rediscover the town centre and the connections between the town centre, heritage, and riverside assets. A series of well-connected urban spaces will provide a canvas for various events and features to activate the public realm. The enhanced character will create an inviting visitor experience, encouraging people to dwell, discover and enjoy what the town offers.