

Linthorpe Road Improvement Strategy

Project	Description	Benefits
Enhancement of key buildings	Redevelopment of landmark buildings for a range of uses including, retail, office, residential, leisure and a hotel. Buildings earmarked for redevelopment including Lloyds Bank, Bowling Alley, Disco Building, Kwik Save and Pysche	Job creation Brings back vacant floorspace into use Private sector investment Diversifying the offer along Linthorpe Road
Retail Forum	Establishment of forum to enable businesses to take a proactive and collective role in the regeneration of Linthorpe Road, to address issues such as crime, cleanliness, marketing etc.	Active participation of businesses in the regeneration of the area.
Improvements to Ayresome Gardens	Restore the park to provide a distinct boundary and identify through the installation of railings.	Improves the environment Opportunity to provide additional parking
Enhancements of shop frontages	Grants to improve shop frontages, enhance security and bring vacant floorspace into use. Assistance will be required to ensure that the grants bring about improvements which are of a high design quality.	Brings back vacant floorspace into use Improves business viability Contributes to a high quality and safe environment
Creation of a pocket park (South of Victoria Street)	If this area is not redeveloped as part of the Bowling Alley Scheme, a more formalised park environment should be created through new paving, definition in terms of railings/bollards and benches.	Improves the environment
Improvements to the street environment	Further investment in the street environment via extending the university lighting scheme onto Linthorpe Road, planting of trees/bushes, rationalisation of signage, increasing the number of litterbins and benches. Additionally repaving of existing and the relocation of a number of crossing points would improve pedestrian links. A limited palette of street furniture should be used to create a distinct environment.	Improves the street environment. Enhances safety.
Creation of additional parking	Provision of additional parallel parking between Albert Terrace and Victoria Road. Explore opportunity to expand existing car parking arrangements with Kwik Save and the University.	Begins to address key constraint

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Concentrate retail provision in northern sectors.	Encourage retail provision to be focused in Zones, A, B and C through planning policies and discussions with developers. Encourage mixed use development in the Zones south of C.	Strengths Linthorpe Road as a secondary retail area Improves links with the Town Centre and University Improves economic vibrancy of area
Parking	Ensure new developments alleviate parking issues in Linthorpe Road via their inclusion as an integral part of the scheme.	Address key constraint in the area.
Redevelopment of Kwik Save Site	Liaise with developers to enable the Kwik Save site to be brought back into use as a mixed use site incorporating parking. Promote high quality design to create an active frontage and a landmark development. This could be achieved through a design competition.	Job creation Improves economic vibrancy of Area Improves street environment Addresses key constraint
Albert Park	Improve the streetscape around Albert Park, which is more in keeping with the area's historic character. This could include new paving, railings, lighting and the rationalisation of parking.	Adds to Linthorpe Road's historic environment.
Installation of Public Art	In conjunction with MIMA, commission public art to announce Linthorpe Road. This should be situated to the north of Linthorpe Road.	Creates a distinct identity for Linthorpe Road from the Town Centre.
University of Teesside	Further integration with University's surroundings, including a more visible presence along Linthorpe Road. Achieved by identifying vacant building/buildings along Linthorpe Road. Opportunities where the University could have a presence include the Disco Building, the Bowling Alley or potential development site/s arising from the redevelopment of Gresham.	Increased presence along Linthorpe Road, connecting the University further to its existing surrounding. Job Creation
Design Guide	To ensure that a co-ordinated approach is taken to provision of new additions to the public realm and to establish a set of principles to guide shop front and other building changes.	Guidance will help to secure an appropriate standard to make a positive contribution to the area.

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Bedford/Baker Street	Introduce new parking and traffic management scheme and encourage business owners to make greater use of the public frontage to promote the special character of the area and increase pedestrian footfall.	Increased commercial activity and creation of an area with a distinctive character.
Parking	Development of multi – storey car parking/under croft parking through mixed use redevelopment opportunity.	Address key constraint in the area.
Enhanced Pedestrian Environment	Reduce traffic access along Linthorpe Road from four to two lanes from Zones C to B. Create wider pavements to enable active use of the street. Complement this with improvements to street furniture and planting.	Improves economic vibrancy of area Increase footfall Improves street environment