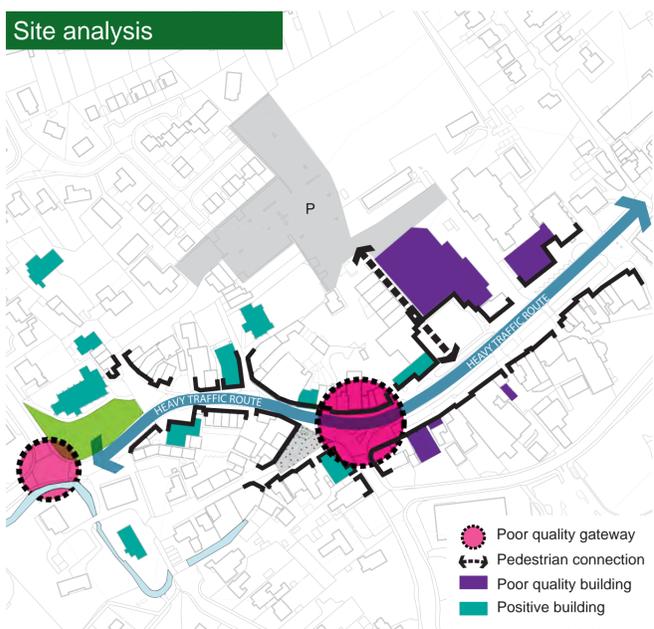


# Midsomer Norton

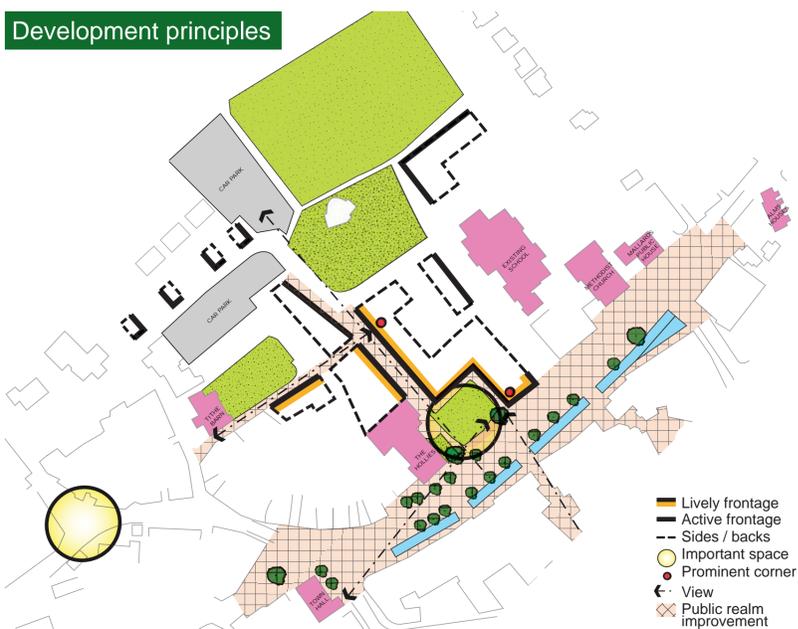
## The Hollies

The Hollies area provides an important mix of uses for the town centre including shops, jobs, community facilities, housing, public parking and green spaces. It is however dominated by the scale and bulk of the Sainsbury's foodstore. The foodstore and car park generates significant traffic on to the High Street and is a barrier to pedestrian linkages between the High Street and historic buildings. Redevelopment of this area can deliver significant regeneration benefits for Midsomer Norton.

### Site analysis



### Development principles



The priority is to create an enhanced retail frontage to the High Street. Redevelopment can create a series of more appropriately sized units that address the High Street.

Short stay shopper car parking is retained, but long stay reduced enabling the vehicular exit onto the High Street to be removed to deliver public realm enhancements in front of the Town Hall and Island.

Improved pedestrian routes help integrate the core High Street with the Island and destinations such as the Catholic Church (Tithe Barn). The new Hollies garden space will remove the unusable areas and provide an attractive green area with 'spill out' space for cafes and restaurants.



### Illustrative masterplan

The illustrative masterplan below demonstrates one way of developing the potential of the Hollies area. It will deliver a mixed-use scheme of a scale and character appropriate to the town centre.



■ New or refurbished buildings