The proposed development framework for the Baker Street area renewal aims to regenerate the area, on a phased basis, with a mix of active uses and to provide better quality public realm and pedestrian connectivity. The masterplan will enable the Council to retain overall underlying land ownership, by creating a managed estate of let property investments as a source of new income to the Council.

Implementation of the proposed masterplan will be phased. Phases 2 and 3 are only at design concept stage, so detailed plans are not yet available. They will be submitted as Reserved Matters applications. Negotiations for the proposed Phase 2 car showroom and workshops are still under way. It will have glazed frontages to Baker Street and Westbourne Street, with access to its workshops off East Richardson Street.

We are working on the designs for ‘DesBox’ based on a three-storey terrace fronting Baker Street. The ground floor units will have fully glazed fronts which not only make an animated frontage, but also allow people to see artists and craftsmen at work. Baker Street will be re-constructed as an animated frontage, but also allow people to see artists and craftsmen at work. Baker Street will be re-constructed as ‘shared space’ and made one way (as will East Richardson Street), to prevent the ‘rat running’ now prevalent from Westbourne Street, with access to its workshops off East Richardson Street.

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The area was edge of town centre ‘backland’ until the new link road opened it up. Its northern frontage currently hides the River Wye; its southern end is bounded by East Richardson Street surface car park, which backs onto Desborough Road shops. The area either side remains a mixed, predominantly commercial area.

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Welcome
Site and context
The sites comprise land either side of Baker Street, now fronted by the new Westbourne Street link road. Formerly an industrial area, the sites have been progressively cleared over the years. The northern half is surface car parking, the southern half is temporarily let, largely by yard space.

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Development proposals
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Implementation of the proposed masterplan will be phased. An indicative timeline is shown below.

Phase 1 will result in closure of the George Street surface car park. As it has always been an interim car park, George Street car park will close. With parking capacity available at Dovecote car park, we are working to adjust parking tariffs. Phases 2 and 3 are only at design concept stage, so detailed plans are not yet available. They will be submitted as Reserved Matters applications. Negotiations for the proposed Phase 2 car showroom and workshops are still under way. It will have glazed frontages to Baker Street and Westbourne Street, with access to its workshops off East Richardson Street.

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The redevelopment/regeneration of land around Baker Street, merges our market town roots with a range of 21st century uses to complement the town centre and revitalise this underutilised and run down part of the town. The land to be developed is owned by Wycombe District Council. This exhibition is designed to present our exciting proposals to regenerate the Baker Street area. We want to get input from the local community about our proposals. The draft proposals are presented on the following boards. We welcome your comments. Members of the development team are on hand to answer any questions.

Our aim is to deliver a high quality mixed use development which High Wycombe can be proud of and which will attract new investment and help create jobs.

The key features of the scheme are:
- Phase 1: A new ALDI food store
- Phase 2: A new car dealership
- Phase 3: DesBox
- Phase 4: A new workshop
- Improved public realm
- Environmental improvements to the River Wye corridor

The study area covers approximately 1.6ha and extends from Short Street in the south-west to Westbourne Street in the east.

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The development of a new ALDI food store for the town is a key part of the redevelopment/regeneration of land around Baker Street. The store has been designed to allow easy pedestrian and vehicle access in line with other ALDI stores across the country.

The plan below shows a more detailed store layout and parking layout for customers. The diagrams underneath the plan show the view of the store from the development and the view from Baker Street with surrounding context. ALDI’s low rise store aims to blend into the surrounding local area and will meet a local need for a store and create local jobs.

The new food store has the following features:
- pedestrian links to and from the store across the River Wye
- parking spaces for customers including accessible and parent-child parking
- bicycle racks
- deliveries to the store through the car park
- aesthetically pleasing trees and planting
Phase 2: Car dealership

The car dealership fronts the south-eastern proposed boundary, with the car showroom and car sales parking facing both Westbourne Street and Baker Street, with ALDI to the north.

The workshop frontage lies to the west and looks onto the customer and workshop parking allowing for access.

Tree planting will soften the edges and the access to the site at East Richardson Street.
The ‘DesBox’ shipping container space aims to nurture creativity and entrepreneurship as part of the whole regeneration of the Baker Street area.

In the central part of the site, the shipping containers form a block to create a public courtyard space for parking and events, with elevations that face the street.

In the northern area of the site, Phase 4 could provide a new workshop and workshop parking, with separate public parking to its rear.

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**Shipping containers around the world**

**Frau Gerolds Garten**
Zürich, Switzerland
A modular city garden on previously urban waste land next to Hardbrücke Station, with a garden, kitchen, small shops, art and events.

**Boxpark**
Croydon, UK
Constructed from repurposed shipping containers offering affordable and flexible leases, Boxpark in Croydon opened in 2016 following the success of Boxpark in Shoreditch.

**Paper Island**
Papirøen, Copenhagen
The island was previously home to industrial halls used as paper storage, which has since been turned into a lively urban space with businesses, art and cafes.