



**Broxtowe
Borough
COUNCIL**

Positive People - Positive Leadership - Positive Partnerships

Beeston Town Centre Plan

Supplementary Planning Document

Adopted June 2008



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EXECUTIVE SUMMARY

- 1.1 Atkins Ltd and Fisher Hargreaves Proctor were appointed by Broxtowe Borough Council ('the Council'), Nottingham Regeneration Limited (NRL), Nottinghamshire County Council (NCC), Nottingham Express Transit (NET) and the Greater Nottingham Partnership (GNP) to undertake a Town Centre Masterplan for Beeston.
- 1.2 The Masterplan forms the basis of a document which was to have become an Area Action Plan (AAP) 2007 – 2022 for the Town Centre as set out in Broxtowe Borough Council's original Local Development Scheme. As now modified into a Supplementary Planning Document (SPD) it will form a statutory planning document under the new Local Development Framework in accordance with the Town and Country Planning (Local Development) (England) Regulations 2004 and the Planning and Compulsory Purchase Act 2004.
- 1.3 This report forms the final stage for the Town Centre Plan SPD and has been prepared following the production of a Baseline Report, Sustainability Scoping Report, Options Assessment, and Preferred Options Document. It includes:
 - Summary of Baseline Analysis
 - Summary of Option Assessment
 - The Vision
 - A Strategic Development Framework
 - Site Specific Proposals
 - Access and Movement Strategy
 - Public Realm Strategy
 - Delivery and Implementation Plan

Baseline Evidence

- 1.4 The Baseline Report showed that Beeston is not performing as well as it could do. Key issues identified included:
 - The need to improve the image of the town through high quality development and public realm improvements
 - The lack of larger retail units is constraining retail expansion and future vitality but rising rents may affect the future viability of independent shops
 - The town centre lacks leisure facilities and an evening economy with quality and choice
 - House price pressure is particularly acute in Beeston with a high demand for affordable housing
 - Creating a balance between the need to accommodate students and residents

- The likely redevelopment of The Square and loss of the multi-storey car park creates an urgent need to identify other strategic car parking locations within the town centre

Options Assessment

1.5 This stage of the plan involved consultation with the public and key stakeholders through the Issues and Options Consultation as well as feedback on the emerging development options. Through an assessment of the issues and options for the Town Centre, the following key projects were identified:

- Redevelopment of The Square and adjacent area to integrate with NET proposals and provide a Town Centre landmark shopping centre
- Improving the appearance and function of the Northern Gateway of the Town Centre
- Provision of replacement provision for the existing multi storey car park
- Addressing Town Centre public car parking provision and the future use of existing car parks
- Development potential along Chilwell Road

Vision and Strategic Framework

The Town Centre Plan identifies the following vision for Beeston Town Centre:

“Beeston Town Centre will provide a welcoming image, promote choice and design quality. It will attract new investment and create a high quality environment, which is vibrant and attractive and where people will want to live, work, shop and visit. There will be a wide range of national retailers, local shops, bars and restaurants providing a range of places to eat, drink and shop. Pedestrians and cyclists will enjoy improved accessibility to the town centre and the public realm, incorporating public art, will be of a high quality and inspiring. The redevelopment of The Square linked to a proposed new transport interchange will help to revitalise the heart of the town centre.”

Strategic Aims

The aims for the Beeston Town Centre Plan are:

1. **Enhance the quality and diversity of Beeston Town Centre’s retail provision to ensure its future vitality and diversify town centre uses to maintain its role as a Major District Centre**
2. **To promote activities that can develop a sustainable evening economy**

3. **To ensure the town centre is readily accessible by all modes of transport, whilst maximising access by foot, cycle and public transport in the context of a sustainable transport strategy**
4. **To promote high quality town centre developments and public realm improvements that combine to create a good image for the town centre**
5. **To ensure that development of the Town Centre and adjacent areas are done so in a co-ordinated manner to maximise benefits to the town centre and local residents**

Strategic Development Framework

1.6 The Strategic Development Framework identified the key elements of the Town Centre Plan including:

- Planning Framework
- Retail Core and Area Action Plan boundaries
- Urban Design Guiding Principles
- Access and Movement Principles
- Key Public Realm Improvements

Site Specific Proposals

1.7 Five strategic development areas are identified.

Area 1: The Square

This area is defined by The Square shopping centre, bus station, Styring Street multi-storey car park, St John the Baptist Church and the main public square enclosed by The Square, and High Road between Foster Avenue and Wollaton Road. It provides the heart of the centre but is clearly tired and in need of substantial new investment. Its poor quality does not befit a centre with Beeston's status.

It is proposed to comprehensively redevelop this area to:

- Provide mixed use development with retail on the ground floor and some public car parking
- Produce a high quality environment and development that will greatly enhance civic pride, encourage more visitors to the town and reduce the need for local people to visit other shopping destinations.
- Integrate development proposals with a new public transport hub
- Create a new public space that would be the heart of activity for the town centre.

The Square redevelopment is therefore key to the future growth of the centre and creating an enhanced town centre experience. It would redefine the heart of the centre.

Area 2: North of Sainsbury's

There is a need to replace car parking lost through the redevelopment of Styring Street multi storey car park and some of these spaces could be accommodated through decking over the car park alongside Sainsbury's store and the car park on the northern side of Albion Street. A previous proposal to construct a multi storey car park wrapped with development on the northern car park site has now been removed from the plan.

Area 3: Northern Gateway

The northern approach to the town centre is currently defined by a mixture of uses and the landmark development of Anglo-Scotian Mills. The Town Centre Plan has focused on sites along Wollaton Road to demonstrate how they can contribute to creating a high quality approach to the town centre through mixed use development.

Area 4: Eastern Gateway

The eastern end of Beeston Town Centre currently is a 'secondary' retail area offering lower rents to a diverse range of independent retailers (food and non food). The recent improvements to the east end of High Road and the entrance to Broadgate Recreation Ground appear to have increased the footfall in this area and have defined the eastern gateway. There are limited development opportunities within this area with the key focus being on public realm improvements.

Area 5: Chilwell Road

Analysis of this area revealed conflicts between HGV and car movements along Chilwell Road and an under-utilisation of available employment floorspace. Proposals are based upon the improvement of traffic management, specifically employment associated, and provision for a mixed use solution.

The road proposals aim to use Holly Lane as a main point of access for all employment traffic to the area. The aim of this is to reduce HGV movements along Chilwell Road and improve the internal road network. Additionally, redefining the road network allows the employment uses to be separated from adjacent residential roads, such as Ellis Grove.

Potential comprehensive redevelopment of this area for mixed use including employment is proposed.

Public Realm Improvements

- 1.8 It has been identified that the quality of public spaces and gateways in the town centre needs to be improved to create a more attractive and inviting centre. Much of this will be delivered through redevelopment and construction of high quality buildings. However, the change presented by the introduction of the tram and the redevelopment of key town centre sites opens up opportunities to create an improved public realm.
- 1.9 The following public realm improvements are seen as initial key priorities that will need to be seen in the context of a programme to refurbish the entire length of High Road.

1) The Square/Styring Street Bus and Tram Interchange

- 1.10 Styring Street will become the main arrival point for bus and tram passengers travelling to Beeston. The presence of the redeveloped Square Shopping Centre will enhance this arrival point. Continued footway surfacing and street furniture and landscaping and the creation of a public space in front of the Church will create an inviting, attractive and modern town centre.
- 1.11 A pedestrian link is proposed in between The Square 'north' and 'south' developments. This pedestrian link will connect to a pedestrian crossing on Station Road through to the proposed Tesco store and the High Road.

2) Station Road/ High Road Crossing

- 1.12 The eastern and western ends of the High Road are connected by a pedestrian crossing across Station Road. Although well used, this crossing can be perceived as a barrier between the two core shopping areas of The Square and the High Road. As part of the public realm strategy it is proposed to examine ways of further improving the visual connection between the two pedestrian areas and at the same time address safety issues.

3) Eastern Extension of High Road Pedestrian Area

- 1.13 This is one of the key arrival points for pedestrians and cyclists into the town centre. There is currently an on street cycle route on either side of Broadgate that continues west through the High Road.
- 1.14 The proposals to extend the pedestrianisation of High Road up to Regent Street will greatly enhance the appearance of the area and assist in integrating the east and west sections of the High Road. This would remove the need for a full signalised junction and the pedestrian crossing facilities can be improved with surface treatment through the crossing and a simple signalled crossing.

Consultation

- 1.15 Detailed discussions have taken place with regard to highway, parking and public transport issues with Nottinghamshire County Council (Highways), Nottingham Express Transit and local bus operators. Consultation on development options was undertaken with key land owners through individual meetings and workshops. Public consultation was carried out at the Issues and Options Stage, which involved seeking views through a leaflet outlining on the key issues facing the town centre and options on how these could be addressed, and subsequently on the draft “Masterplan” prepared by the consultants.

Delivering the Plan

- 1.16 Ultimately it will be the private development sector that will deliver many of the Town Centre Plan’s development proposals. The role of the public sector is to enable and encourage this development.
- 1.17 Substantial involvement will be required from the public sector in the following key projects:
- NET implementation
 - The Square redevelopment including retail frontage between Foster Avenue to Wollaton Road
 - Provision of car parking
 - Public realm improvements
- 1.18 Outside of these key projects the development proposals within the SPD are relatively small scale that can readily be brought forward by land owners and developers.
- 1.19 Fisher Hargreaves Proctor undertook a detailed financial appraisal for the redevelopment of The Square shopping centre. This concluded that the indicative scheme can be delivered with or without the implementation of NET Phase 2. However NET Phase 2 will be a catalyst to new development and may result in The Square redevelopment taking place earlier.
- 1.20 The policies contained within this final document form part of the Local Development Framework and will be used by the Council to assess future planning applications and development proposals for the town centre.

INTRODUCTION

- 2.1 Atkins Ltd and Fisher Hargreaves Proctor were appointed by Broxtowe Borough Council ('the Council'), Nottingham Regeneration Limited (NRL), Nottinghamshire County Council (NCC), Nottingham Express Transit (NET) and the Greater Nottingham Partnership (GNP) to undertake a Town Centre Masterplan for Beeston. It was originally intended that the Masterplan would form the basis of an Area Action Plan (AAP) for the Town Centre, as set out in Broxtowe Borough Council's Local Development Scheme, and would form a statutory planning document under the new Local Development Framework in accordance with the Town and Country Planning (Local Development) (England) Regulations 2004 and the Planning and Compulsory Purchase Act 2004.
- 2.2 Following public consultation the Council took into consideration representations made on the Preferred Options document. Rather than proceed with an Area Action Plan, the decision was made in summer 2007 to produce a Supplementary Planning Document as it had become apparent that the Town Centre Plan's proposals would be likely to be covered by existing planning policies in the Broxtowe Local Plan.
- 2.3 A vibrant and successful Beeston Town Centre is fundamental to creating a successful and sustainable community. The town centre has been given particular attention under the Local Development Framework (LDF) reflected by the inclusion of a specific Town Centre Study. The town centre is a particular focus for regeneration for Beeston. The Town Centre Plan will provide a method for ensuring future development is of an appropriate scale, mix and quality for key areas of opportunity.
- 2.4 The Town Centre Plan seeks to:
- deliver planned growth with a mix of town centre uses;
 - stimulate regeneration and 'claw back' expenditure currently lost to other town centres.
 - enhance Beeston as a Major District Centre.
- 2.5 The Town Centre Plan process has taken on board the following previous documents, studies and projects that have been undertaken to inform the regeneration of Beeston:
- **Beeston Town Centre Study** (by Donaldson's for Nottinghamshire County Council and Broxtowe Borough Council) March 2003 – Study of NET Phase 2 route through Beeston and the economic and development opportunities that could arise as a result of the NET through Beeston Town Centre.

- **Beeston Means Business (2003)** – A report with recommendations on the future of Beeston Town Centre and Chilwell High Road with regard to the health and vitality of the town and early public opinion on NET Phase 2. Surveys and market research undertaken in late 2002 and early 2003 by New Horizon Limited on behalf of Nottinghamshire County Council and Broxtowe Borough Council.
- **Beeston Town Centre Business Plan 2003 – 2007** – This was produced by the Beeston Business Forum and identifies the overall vision for Beeston which the Area Action Plan has adopted. Action points are identified for promotion / marketing, environmental safety, transport / access and delivering the strategy.
- **Beeston Broadgate Regeneration Project** – Regeneration project to improve the image and environment of the Broadgate area. The project was funded by the Greater Nottingham Partnership, Nottinghamshire County Council and Broxtowe Borough Council and completed in the summer of 2006.
- **Beeston Rail Station Accessibility Study (on going)** – Nottinghamshire County Council study being undertaken by Babbie Consultants which will identify issues and opportunities to improve access to Beeston Rail Station.
- **Beeston Integrated Transport Study (2003)** – This is the name given to the Beeston Mobility Action Plan which was commissioned through the Local Transport Plan by Nottinghamshire County Council and Broxtowe Borough Council. The study was informed by the results of a public questionnaire and traffic surveys and identified future schemes to be undertaken to improve accessibility within Beeston; the majority of which have already been delivered.
- **NET Phase 2 Project** – Extensive consultation has been undertaken as part of the NET Phase 2 extension proposals. This includes public opinions and investigations into the economic and development impacts of the NET extension through Beeston. The Plan supports the implementation of the NET through Beeston.

2.6 This document has been informed by previous stages of the Masterplan study comprising:

- Baseline Report (July 2006)
- Issues and Options Consultation (April 2006)
- Sustainability Scoping Report (March 2006)
- Options Assessment Report (August 2006)
- Preferred Options Report (February 2007)

Structure of Report

2.7 The rest of this document is structured as follows:

- **Section 3: Baseline Analysis** – this section summarises the evidence as reported in the Baseline Report and provides a context for the town centre plan.
- **Section 4: Options Assessment** - this section summarises the Options Assessment Report.
- **Section 5: The Vision** – this section outlines the aims and objectives for delivering the Beeston vision.
- **Section 6: Strategic Framework** – identifies the overall strategy for regeneration within the study area.
- **Section 7: Site Specific Proposals** - Describes the site specific proposals recommended in the Plan.
- **Section 8: Access and Movement Strategy** – describes the strategies for car parking, traffic, walking, cycling and public transport.
- **Section 9: Public Realm Strategy** - identifies key public realm improvements.
- **Section 10: Delivery and Implementation** - provides a framework for making things happen.

BASELINE ANALYSIS

- 3.1 This section of the report summarises the baseline evidence that was gathered to establish the existing issues and options facing Beeston Town Centre. A more detailed evidence base was reported in the Baseline Report (July 2006).

CONTEXT

- 3.2 Beeston is located approximately half way between Nottingham City Centre and the M1. Figure 3.1 shows the location of Beeston in the context of Derby, Nottingham and the M1. The study area is shown in Figure 3.2. The main focus of the Plan is Beeston Town Centre and the western corridor along Chilwell Road.

HISTORY

- 3.3 Beeston was historically a favoured settlement due to the presence of naturally growing rye grass near the River Trent to the south of the existing town centre in the area now known as Beeston Rylands.
- 3.4 Before the 16th Century Beeston was an agricultural village. The improvements to roads as part of the Turnpike Act in 1758, the subsequent introduction of waterways, including the connection of Nottingham Canal to Beeston, and the introduction of the railway in 1838 led Beeston to change into a more industrial dormitory settlement of Nottingham due to the development of communication networks.
- 3.5 Factories producing predominantly lace but also silk were developed in Beeston from the 1800's and the growth in machining corresponded to an increase in population from 1500 in 1821 to over 2800 in 1844. Some of the industrial sites and factory buildings have formed gateways for the town centre today, such as the Anglo Scotia Mills (Wollaton Road), Siemens Site (Rail Station), Chilwell Road employment area and the Boots factory to the southeast of Beeston.
- 3.6 The increase in industrial activity and population growth led to the development of many terraced and semi detached residential streets in and around Beeston to accommodate workers of the nearby factories. The majority of these houses are still in their existing form today and determine Beeston's character.
- 3.7 A second influx of people in the 1960's associated with the more industrial and engineering firms, as well as the nearby University, led to the redevelopment of the shopping centre at The Square, which opened in 1970. Traffic problems through the High Road led to its part pedestrianisation and the creation of a link road extending Middle Street. More recently the proximity of the University has

altered the Broadgate area with the construction of large scale student accommodation to provide the increasing student population.

POLICY CONTEXT

- 3.8 A review of national, regional and local planning policy demonstrates the high level of commitment to the regeneration of Beeston Town Centre.
- 3.9 This section identifies the key issues at national, regional and local level that have been considered as part of the development of the Beeston Town Centre Plan:-

National Policy

- 3.10 National planning priorities are set out in Planning Policy Statements (PPS's) and are highlighted in more detail in the Baseline Report (July 2006).

Key national policy priorities include:

- Social cohesion and inclusion
 - Protection and enhancement of the environment
 - Prudent use of natural resources
 - Sustainable economic development
 - Integrated sustainable development in development plans
 - Local distinctiveness
 - Community participation
- 3.11 The Beeston Town Centre Plan aims to promote sustainable and high quality development by going beyond purely land use planning to bring together and integrate policies for the development and use of land with other policies and programmes which influence the nature of the town and how it functions. In particular, to ensure that Beeston is an attractive, usable and an adaptable place it needs to:
- provide an appropriate mix of uses
 - ensure good pedestrian connectivity
 - identify the needs of people to access jobs and services
 - provide an appropriate mix of dwellings
 - create high densities in and around the existing centre and close to transport nodes
 - identify the location of new retail and leisure development
 - identify opportunities to improve the public realm
 - ensure local distinctiveness in the design of new development
 - improve the gateways to the town centre

- support a modal shift to alternative means of transport including the “NET”, rail, bus, cycling and walking at the same time providing adequate car parking in strategic locations to ensure the economy of the town is not damaged.

Regional Policy

- 3.12 Regional priorities for town centres have been identified in the draft Regional Spatial Strategy for the East Midlands (RSS 8, March 2005). Beeston falls within the Three Cities Sub-area identified within RSS8. The role of areas such as Beeston is to develop and enhance the relationship between Derby, Leicester and Nottingham to create more sustainable patterns of development and movement to promote economic competitiveness.
- 3.13 The strategy promotes a sequential approach to development which prioritises previously developed sites within urban areas that are served by public transport. Within Beeston Town Centre the redevelopment of The Square at the heart of the town centre adjacent to a proposed new transport interchange is strongly in line with regional policy. The strategy also promotes better design, focusing development in urban areas.

Sub Regional Planning Policy

- 3.14 The Nottinghamshire and Nottingham Joint Structure Plan 2001 – 2021 (February 2006) sets out strategic land use policies to guide the location of development in the County and City areas. Beeston is classed as a Major District Centre along with Arnold, Bulwell and Hucknall. Policy 7/1 indicates that any development, other than those which aim to purely meet a local need, will be located on, or on the edge of defined town centres, including Beeston. Development proposed for town centres must be appropriate in scale and nature to the role and function of that centre and of the area it serves.
- 3.15 In terms of access and transport, policy 5/2 protects land for development of a network of the Nottingham Express Transit system and associated infrastructure in Greater Nottingham, involving phase 2 lines to Clifton and Chilwell.
- 3.16 The second Local Transport Plan for Greater Nottinghamshire 2006/7 – 2010/11 (LTP2) identifies two main proposals of relevance to Beeston that are central to the delivery of the overall transport strategy, which are NET Phase 2 and the promotion of sustainable access to district and local centres.
- 3.17 Enhanced accessibility to district centres such as Beeston features prominently in the LTP2 for Greater Nottinghamshire and its associated Accessibility Strategy. This aims specifically to retain jobs locally, especially in the retail sector, to reduce the need to travel into the City Centre but also ensuring there

is a real choice for journeys by public transport into the City along radial routes. Additional priorities are increasing sustainable access, economic competitiveness and viability as well as developing leisure and tourism and fostering civic pride to contribute to more pleasant places to live, work and shop.

- 3.18 The LTP2 outlines objectives for parking policies in district centres such as the need to prioritise short term visitor parking and discourage all day commuter parking as well as investment in car park management systems to improve circulating traffic.

Local Planning Policy

- 3.19 The Broxtowe Borough Local Plan was adopted in September 2004 and will remain saved until it is replaced by the forthcoming Local Development Framework (LDF). Through the Local Plan, Broxtowe Borough Council aims to create a successful and prosperous district, providing housing, employment, leisure and community needs in an attractive and high quality environment. The guiding principles reflect national, regional and county wide strategies for sustainable growth.

The fundamental principles for town centre planning reflected in the Local Plan policies are as follows:

- Continue to promote each of its four town centres which includes Beeston, as a focus for shopping, community and leisure related activities.
 - Developments will be expected to add to the attractiveness of the town centre by quality of design and by the provision of a range of services to meet the needs and demands of the community.
 - Accessibility to the town centre will be maintained and improved by direct provision of parking etc and / or by continuing towards measures which encourage easy access by a variety of modes of transport.
 - Along with measures to improve the appearance of the town centre, the Local Plan seeks to prevent the leakage of investment and activity by controlling development elsewhere.
- 3.20 Policy K4 identifies the role of Beeston, Eastwood, Kimberley and Stapleford as the focus for shopping, employment, social, community and leisure uses combined with residential uses to create mixed development, to be maintained and enhanced through:
- Provision of appropriate new development
 - Protection of the character and townscape
 - Enhancing accessibility, in particular by public transport, walking and cycling
 - Safeguarding character and function of prime shopping frontages

- 3.21 Policy S1 supports the creation, development or expansion of shops providing that there is not an unacceptable impact on neighbouring uses or on the vitality and viability of the town centre. Both S1 and K4 policies have been “saved” in the process required by government to confirm their continuing validity.

Community Strategy 2006-2010

- 3.22 The Broxtowe Partnership’s Community Strategy is a plan developed by partners to reflect local issues and needs. It has a long term vision with priorities and actions to be achieved under 5 themed areas:

- **A Safe Borough** - key issues identified under this theme are Anti-Social Behaviour (ASB), burglary, drugs & alcohol misuse, violent crime / domestic violence and vehicle crime.
- **A Clean & Green Borough** - key issues identified under this theme are, litter / fly tipping, dog fouling, recycling, transport, and rising levels of waste production.
- **A Healthy Borough** - key issues identified under this theme are smoking prevention, affordable decent housing, healthy eating, regular physical activity and childhood obesity.
- **A Growing Borough** - key issues identified under this theme are under used ex-industrial and derelict sites, raising attainment in early years in primary and secondary schools and colleges, buying local, access to learning opportunities and skills development in the work place
- **A Fair & Inclusive Borough** - key issues identified under this theme are access to key services (e.g. health, leisure, housing), sense of community / opportunities to get involved, support networks for vulnerable and excluded people, rising levels of debt and money worries and local learning opportunities.

BROXTOWE CORPORATE PLAN

SOCIO-ECONOMICS

- 3.23 A socio-economic analysis has aided the identification of key issues and problems which are evident within Beeston Town Centre. These include:

- **The need to improve the image of the town** - the town suffers from generally poor quality development in terms of character and there are a number of areas which present a poor image including Middle Street, the area to the south of the High Street and the railway station (due for

refurbishment) and immediate surrounds. The image of Beeston is important because retail and service sectors are the main employers within the town and a good image is vital to ensure that these businesses continue to attract people and provide jobs. A key issue is the need for promotion of services and facilities to local residents, encouraging better patronage and reducing unnecessary out of town travel. As a district centre many goods and services can be obtained from Beeston without the need to travel to surrounding centres.

- **Lack of green space provision within the town** - in and around Beeston Town Centre there is only a small number of public open spaces and green areas. This has led to an overall lack of public green space which can be accessed directly from the town centre.
- **Constraints on the Local Economy** - key issues affecting the local economy include a lack of larger retail units and limited options for expansion. Independent retail outlets could face declining patronage. There is a heavy reliance on retail for jobs and a lack of other employment opportunities within the town centre.
- **Lack of leisure facilities within the Town Centre** - currently there is a lack of leisure facilities, primarily evening entertainment facilities, within the town centre. As a consequence there is a tendency for residents to travel out of Beeston to access facilities such as cinemas and restaurants rather than using local facilities. This is a two-fold issue with both an economic loss to the town as people are spending their money elsewhere and a social problem with the local population suffering from a lack of facilities/activities.
- **Access to Beeston Town Centre** - those people who require access to the town centre fall into two main categories. Firstly there are those who require access to retail, leisure, cultural and other key services and facilities. Primarily these are local residents, with the majority of travel comprising short journeys. The key issue associated with this group is to encourage modal shift from private car to public transport, walking and cycling by parking restrictions, improving public transport and the environment for pedestrians and cyclists. The second group is made up of those accessing Beeston for employment. In this instance journeys to work originate from both within Beeston and further afield. Encouraging use of public transport is the key issue for these longer journeys.
- **Housing Provision** - with 79% of the students who live in Broxtowe residing in the Beeston area, there is a pressure on local housing provision. This is due in part to its close proximity to the University of Nottingham campus and the Queens Medical Centre teaching hospital. House prices in the south of the borough, including Beeston, are rising faster than incomes. Pressures in the local housing market, and demand for affordable housing, are particularly acute in Beeston.

MARKET AND RETAIL FINDINGS

Retail

- 3.24 The Fisher Hargreaves Proctor report (September 2005) that considered options for The Square shopping centre provides the basis for this section in addition to on-going property inquiries.
- 3.25 The FHP report states that the catchment for comparison shopping (non-food) is 150,000 people which is comparable to the catchments of Loughborough, Stafford, Rugby and Burton-upon-Trent. The competition within the Beeston catchment is strong. Within the Greater Nottingham retail hierarchy Beeston is a district centre comparable to Long Eaton and Arnold.
- 3.26 In terms of demand for convenience floorspace, the town centre is already above the national average and the introduction of the Tesco store will increase this further. As such it was concluded that the demand for further convenience floorspace is likely to be low. In contrast, the comparison sector provides a focus for future demand given that its representation is well below the national average. The most recent Goad Centre Report (July 2005) identified specific shop types that are significantly under-represented within Beeston Town Centre against an average score of 100. These included clothing, department stores, jewellers, sports and hobbies.
- 3.27 A Focus report (in June 2005) identified 17 retailer requirements for the town centre. The FHP report considered that this list could be expanded if larger units were made available and provides a list of 50 potential retailers. Additionally, existing occupiers within the town centre such as Argos, Wilkinson's and New Look are considered to be under-sized stores compared to store sizes in other shopping centres.
- 3.28 The FHP report also considers there is scope for an increase in Zone A rents from the current peak of £60 per sq ft to £75 per sq ft within 5 years. Higher Zone A rents often result in the replacement of independent shops with multiples and 'upward-only' rent rises are viewed as unfair (Clone Town Britain, New Economic Foundation 2005). Consideration of this issue is required to avoid the town centre becoming a 'Clone Town' dominated by multiples, ensuring it is a place that enables independent shops to thrive.
- 3.29 The Greater Nottingham Retail Study was completed by DTZ in May 2008, on behalf of the commissioning local authorities in the city region. Its main conclusion on food stores is that, after allowing for the committed developments, there will be significant oversupply of convenience goods floorspace in Nottingham City Centre, Beeston Town Centre and out-of-centre in Broxtowe. On comparison floorspace, the study notes that there will be some capacity for new floorspace in various district centres, of which it predicts the best prospects

are likely to be in Beeston and Arnold town centres, which are the largest. The study concludes that there should in Beeston be technical capacity for new retail floorspace of a further 24,800 sq ft by 2016 and 60,000 sq ft by 2026.

Diversity

3.30 The last Goad Centre Report dated July 2005 identified a total of 198 outlets in Beeston Town Centre providing 355,000 sq ft gross floorspace. The floorspace can be split into a number of categories:

- 27.32% was convenience (97,000 sq ft)
- 44.78% was comparison (159,000 sq ft.)
- 27.9% covers all remaining uses (99,000 sq ft.)

3.31 The overall floorspace figure had grown since the previous Goad Centre Report in July 2001, which identified a gross floorspace of 341,000 sq ft. Convenience floorspace is approximately 40% higher than the national average whilst comparison floorspace is approximately 15% below the national average.

3.32 Uses within the Town Centre, at the time of the report, were split as follows:

- 70% are shops (A1)
- 9.8% are financial and professional services (A2)
- 12.3% are food and drink premises (A3)

In summary it can be concluded with confidence that there is significant scope for expanding comparable shopping in Beeston Town Centre by providing suitable floorspace that meets modern requirements.

Leisure

3.33 Due to the proximity of the leisure uses at Clifton Boulevard, initial enquiries by the consultants to leisure operators for cinema, bowling and bingo uses did not result in any interest in such a use locating in Beeston.

Residential

3.34 FHP identified three categories of dwelling type in which the house builders had expressed an interest in developing. These categories are:

- student accommodation
- traditional housing and
- apartments above ground floor retail units

Employment

3.35 A recent Atkins report (Autumn 2005) examined employment land supply across the Greater Nottingham area in the context of an employment site in Beeston

(Siemens site). The report indicated that there has been a loss of industrial and distribution jobs in the study area in the period considered (1991-2001) despite increased take up of employment land. In order to offset the loss of employment land there should be measures taken in order to ensure that there is sufficient provision of land for the different sectors. Measures include ensuring the provision of space for industries with specific spatial requirements and ensuring a supply of space that is not obsolescent.

- 3.36 The Nottingham City Region Employment Land Study (NCRELS) (2007) concludes that there is a shortage of good employment land west of Nottingham including the district of Broxtowe. It predicts that some floorspace used for manufacturing in this general area will in future be needed for office use.

CONCLUSION

- 3.37 It can be concluded that there is scope in Beeston for a sizeable increase in retail floorspace provision for comparison goods, particularly for large stores. In addition there are opportunities for the development of more residential accommodation. Whilst the demand from leisure operators is currently low, provision for this should be left flexible as a future aspiration.
- 3.38 The redevelopment of The Square shopping centre and multi storey car park can provide the larger retail units that are needed to sustain the retail economy in Beeston.
- 3.39 There is scope to increase and redevelop employment uses to some extent within the town centre, but this should be concentrated on previous employment and industrial land such as in Chilwell Road and the Siemens Site.

URBAN DESIGN ANALYSIS

- 3.40 The Baseline Report for Beeston issued in July 2006 examined the study area against the objectives of urban design as set out in 'By Design – Urban Design in the Planning System: towards better practice' (CABE, DETR 2000). This section of the report provides a summary of the urban design analysis that has been undertaken. This analysis identifies the existing situation within the study area and areas where regeneration should be focused.

Layout

- 3.41 In analysing the layout of Beeston Town Centre the following key issues were identified:-
- The town centre core is concentrated along the High Road and The Square.

- The civic area comprising of Beeston Library, the Registry Office and Town Hall is located to the north west of the town centre adjacent to Broxtowe Borough Council Offices and accessed from Foster Avenue.
- The one-way loop around Broadgate Recreational Ground, introduced as part of relief road proposals, has isolated the eastern part of the town centre from the main shopping centre.
- The extension of Middle Street cut through the existing road layout and created a complex vehicular network and awkward development blocks with backs of development fronting onto this road.
- The western extension of Middle Street separated the area around St John the Baptist Church from the historical residential area immediately to the south, severing the direct link from the historic West End residential area to the town centre.
- The Square Shopping Centre has separated the historic core from the town centre. It has severed the Church Street connection altogether. Opportunities exist through the redevelopment of The Square to reconnect these historic routes and open up views of the church again.
- The railway station is located some distance from the town centre.

Density and Mix

3.42 In analysing the density and mix of Beeston Town Centre the following key issues were identified:-

- Housing densities in areas to the north and west of the town centre are relatively similar due to the high number of detached and semi-detached properties.
- Residential densities are higher to the south due to the increased proportion of terraced housing
- The highest residential densities are in the almost exclusively terraced areas on Chilwell Road and within the town centre core of High Road and adjacent streets, such as Derby Road and City Road.
- The area between the town centre core and the surrounding residential areas have the lower density within the study area due to the presence of green open space (public and private), surface car parking and larger footprint buildings.
- There are two clusters of key community use within the western part of the town centre. The northern cluster around Foster Avenue includes the Library, Broxtowe Borough Council Offices, Round Hill Primary School, the Town Hall and adjacent church. The southern cluster, centred on the junction of Chilwell Road and Middle Street, includes two churches, two surgeries and a police station. Residential uses within this area form a significant part of the overall land use, which is primarily due to a new high density development between Church Street and Styring Street.

Scale

3.43 In analysing the scale of development in Beeston Town Centre the following key issues were identified:-

- The scale of development in the eastern and southern part of the town centre is more consistent with the height and massing of surrounding residential areas
- High Road is generally two to three storeys in height and provides a good sense of enclosure.
- Development such as The Square and Sainsbury's create large footprint buildings which, combined with large surface car parks, create a significant impact on the urban grain of the town centre

Character

3.44 It is important to promote character in townscape and landscape by responding to and reinforcing locally distinctive patterns of development. This involves responding to the existing layout of buildings, streets and spaces by ensuring adjacent buildings relate to one another, streets are connected and spaces complement each other. Responding to local building forms and patterns of development helps to reinforce a "sense of place". The use of local materials, building methods and details is a major factor in enhancing local distinctiveness. In analysing the key characteristics of Beeston Town Centre, the Baseline Report identified nine character areas based upon layout, scale, density mix and appearance.

Continuity and Enclosure

3.45 In analysing the continuity and enclosure of development in Beeston Town Centre the following key issues were identified:-

- The longest areas of continuity and active street frontage are along High Road and The Square.
- Significant lengths of Middle Street have no active frontages, which are typically gaps in the built form, rear of gardens or high brick walls
- Lack of active frontages facing onto the bus station. This new public space must be very high quality in its use of materials, street furniture and planting. It will need to be versatile in design to accommodate a variety of events including regular markets.

Quality of the Public Realm

3.46 In analysing the quality of the public realm in Beeston Town Centre the following key issues were identified:-

- Broadgate Recreational Ground is the only public green open space within the town centre.
- Recent improvements to the main entrance to Broadgate Recreational Ground have increased its attractiveness and accessibility.
- Grounds of St John the Baptist Church (semi private open space) have become isolated from the town centre. They are not well overlooked by surrounding development
- The connection from The Square across Station Road to High Road needs to be improved giving greater priority to pedestrians
- There is an opportunity to extend the pedestrian area at the eastern end of High Road between Regent Street and Derby Street.
- There is an opportunity through the redevelopment of The Square and provision of a new transport interchange in the town centre to create a new active public space which is well overlooked by new development and opens up views of St John the Baptist Church.

Ease of Movement

3.47 In analysing ease of movement in Beeston Town Centre the following key issues were identified:-

- Beeston is well served by public transport with regular bus services provided by the main operators Trent Barton and Nottingham City Transport.
- Beeston has a railway station that is well connected to key local and national destinations but is remote from the town centre.
- The extension of the NET through Beeston will enhance the public transport network further with buses providing links between residential areas and NET stops.
- NET is likely to reduce east/west traffic flows from Chilwell through to Beeston with the introduction of tram services.
- Cycling is popular in Beeston with on and off street cycle routes provided along High Road, Broadgate, Middle Street and High Road.
- The need to encourage a modal shift away from private vehicles to more sustainable modes of transport.
- The need to provide better cycle parking in the town centre.
- The need to provide strategic car parks as part of the proposals for the Town Centre Plan. The closure of the multi-storey car park as part of The

Square redevelopment will result in a net loss in car parking in the town centre and consideration must be given to providing replacement parking.

- Traffic management in the town centre needs to be improved to ease congestion on the key approaches to the town centre.

Adaptability

3.48 In analysing adaptability in Beeston Town Centre the following key issues were identified:-

- Building unit sizes along High Road are relatively small and are a constraint on the type of retailer.
- The redevelopment of The Square allows for the opportunity to create a number of larger retail units.
- The Square public space is a flexible space due to the lack of street furniture and features within the main rectangular space. This allows continental markets and special events to be held.

Legibility

3.49 In analysing the legibility of Beeston Town Centre the following key issues were identified:-

- The northern gateway to the town centre is located around the junction of Broughton Street / Wollaton Road / Abbey Road and signifies a change in building type and use from residential to more varied buildings associated with town centre uses.
- Anglo Scotian Mills provides an important landmark on this northern approach.
- The southern gateway to the town centre is located at the junction of Station Road and Middle Street. This gateway is going to be influenced greatly by the proposed new Tesco's development and the redevelopment of The Square.
- The western approach to Beeston Town Centre at the junction of Chilwell Road and Middle Street provides a secondary gateway to the town centre. St John the Baptist Church is prominent in this location.
- The eastern gateway to Beeston Town Centre is located at the junction of High Road/ Broadgate /Humber Road.
- There is a need for the Plan to look at ways of improving all these gateways.

Conclusion

- 3.50 The Beeston Town Centre Plan needs to address the issues raised by this analysis particularly through key development opportunities and public realm improvements.

OPTION ASSESSMENT

- 4.1 A separate Options Assessment Report was produced by Atkins Ltd to detail the process of reaching the final preferred options for the strategic framework and site specific proposals. Development and transportation options were developed following best practice and feedback from the public and key stakeholders and landowners.
- 4.2 Consultation with the community and stakeholders is vital to understand the needs of the people who live, work, shop and visit Beeston. In April 2006 an Issues and Options leaflet was produced by the Council to obtain public opinions on key issues and opportunities that are arising in Beeston. Alongside this, a Sustainability Appraisal of the initial opportunities was undertaken. The results of this were detailed in the Options Assessment Report.
- 4.3 In addition to the Issues and Options consultation, discussions were held with key landowners and agents who currently occupy key development sites in the Town Centre. Consultation on transportation issues was undertaken with Nottingham Express Transit Team, local bus operators and Nottinghamshire County Council's Transportation Strategy Team.
- 4.4 This section of the report summarises the key outcomes from each stage of the Options Assessment.

DEVELOPING THE AIMS AND OBJECTIVES

- 4.5 The project brief for the Masterplan and Area Action Plan identified a total of 14 aims that should be achieved through the Masterplan. These aims were combined to produce five clear aims and associated objectives to deliver the Masterplan for Beeston. These are set out in the following section of this report entitled 'The Vision'.

INITIAL CONCEPTS CONSULTATION

- 4.6 The first stage of the design process for the Masterplan was to develop initial concepts for key sites and future development within the town centre. These initial concepts were presented to the steering group and discussed with key stakeholders and the following principles for the Town Centre Plan were developed at this stage:
- Sites within the 'Northern Gateway' to the town along Wollaton Road could be developed for office, commercial and / or local retail use where appropriate with a residential mix.

- An alternative location for a strategic car park is required as the existing Styring Street multi storey is a key development opportunity
- A new bus and tram interchange to be designed along Styring Street.
- Potential redevelopment of The Square shopping centre and land to the south can provide larger retail stores.
- Rationalisation of car parking supported with possible residential use for smaller car park sites.
- Consider extension of pedestrianisation at eastern end of High Road.
- Development opportunity on Foster Avenue car park which may need to be closed as a result of NET proposal to close to vehicles from the south.

ISSUES AND OPTIONS CONSULTATION

4.7 The issues and options consultation took place in April 2006. The public and key stakeholders were invited to comment on the emerging issues and opportunities arising from the study. The issues, options and summary of responses are provided in the Options Assessment Report but the following identifies the key recommendations that emerged from the process.

Shopping / Retail

- Provision to be made for large retail stores and more quality comparison good stores within The Square redevelopment.
- Consideration should be given to the smaller retail units along the High Road to ensure they continue to thrive.
- Chilwell Road restricted to 'niche' / smaller retail stores.
- Relocate the market to a more prominent town centre location.

Transport

- A new bus and tram interchange to be designed with improved facilities for public transport users.
- Signage to direct pedestrians to bus and tram interchange and railway station.
- Rationalise off street car parking.
- Investigate potential locations for a new strategic multi storey car park.
- Improve the crossing at High Road / Wollaton Road to create a better environment for pedestrians.

Leisure

- Consideration of evening activity uses to be explored with potential operators.
- Consider leisure and or evening activity provision within The Square redevelopment or Broadgate area.

Housing

- Provide student accommodation in self contained locations to relieve the local housing market.
- Consideration should be given to residential uses on upper floors of existing retail units.

Employment

- Concentrate the majority of employment use within the Chilwell Road area together with education uses to accommodate the expansion of Castle College.
- New office development should be limited in the town centre to avoid increases in traffic generation.
- Peripheral sites could be considered for office and or commercial uses.

Public Areas

- The public realm strategy should consider a comprehensive redesign of the pedestrianised areas.
- Public art and spaces should be functional and measures taken to reduce criminal activity in these areas.
- Maintain the Beekeeper Statue within the town centre.
- Reduce street clutter but increase flower beds and public seating.

4.8 The above recommendations were suggested by respondents on the Issues and Options consultation and were considered through the next stages of the Masterplan, which was to develop draft preferred options. In addition the issues and options were tested as part of the sustainability scoping study.

DRAFT PREFERRED OPTIONS CONSULTATION

4.9 Draft preferred options for the Masterplan were presented to the steering group and key stakeholders for comment in May 2006. The feedback received on these options led to the development of the final preferred options for individual development sites as well as founding the strategic principles for the Masterplan framework and subsequent Town Centre Plan. Below is a summary of the key elements arising from the draft preferred options consultation.

- The redevelopment of The Square should consider a design to complement the existing developments in Beeston.
- The Square redevelopment should be restricted to three or four storeys
- If student accommodation is included then this should be restricted to 600 units
- Leisure use within The Square should be considered against demand.
- Foster Avenue car park site should be considered for retail frontage with office and residential uses to the rear and on upper floors.

- Smaller sites such as White Lion PH and Nether Street should be excluded from the Masterplan.
- Consider local retail frontage to northern gateway sites with residential above and to the rear.
- A new multi storey car park on Sainsbury's northern car park should be designed with an active frontage and sympathetic to the adjacent Anglo Scotian Mills development.
- Chilwell Road area to be considered against emerging Masterplan for Barton site.
- Redevelopment adjacent to Broadgate Park including potential new car park should be reconsidered.
- Development of site adjacent to Sainsbury's would enhance the pedestrian route between the High Road and proposed new multi storey car park.
- Closure of Derby Street car park could have a negative effect on Broadgate area and alternative sites should be explored or retain existing car park.

4.10 The comments received on the draft preferred options and discussions that occurred in the final stages of the project informed the development of the overall strategic framework for Beeston, which includes site specific proposals, an access and movement strategy and public realm strategy, a detailed explanation of which is provided in the following sections of this report.

The main changes in the content of the Plan since the Preferred Options Report are:

- there is no alteration proposed of the retail core boundary, the operation of the primary shopping frontage policy or of any other planning policy;
- there is no multi-storey car park proposed off Albion Street, with a single deck of parking instead proposed on this site and on the Foster Avenue car park;
- there is no redevelopment proposed of the Cricketers Arms site on Wollaton Road;
- there is no set minimum proportion of employment use specified for the Chilwell mixed use sites.

THE VISION

BEESTON TOWN CENTRE VISION

- 5.1 The vision identified as part of the Masterplan builds upon the vision statement identified in the Beeston Town Centre Business Study (2003-2007) and is as follows:

“Beeston Town Centre will provide a welcoming image, promote choice and design quality. It will attract new investment and create a high quality environment, which is vibrant and attractive and where people will want to live, work, shop and visit. There will be a wide range of national retailers, local shops, bars and restaurants providing a range of places to eat, drink and shop. Pedestrians and cyclists will enjoy improved accessibility to the town centre and the public realm, incorporating public art, will be of a high quality and inspiring. The redevelopment of The Square linked to a proposed new transport interchange will help to revitalise the heart of the town centre.”

AIMS AND OBJECTIVES

- 5.2 The overall purpose of the Town Centre Plan is to develop and support this vision through specific aims and objectives focused on the Town Centre requirements. An explanation of how the aims below have been developed is included in the Options Assessment Report produced by Atkins (October 2006)
1. To enhance the quality and diversity of Beeston Town Centre’s retail provision to ensure its future vitality and diversify town centre uses to maintain its role as a Major District Centre
 2. To promote activities that can develop a sustainable evening economy
 3. To ensure the town centre is readily accessible by all modes of transport, whilst maximising access by foot, cycle and public transport in the context of a sustainable transport strategy
 4. To promote high quality town centre developments and public realm improvements that combine to create a good image for the town centre
 5. To ensure that development of the Town Centre and adjacent areas are done in a coordinated manner to maximise benefits to the Town Centre and local residents
- 5.3 If the aims are to be delivered successfully, a number of specific objectives are required to translate each aim into a set of specific projects.

The objectives for the Beeston Town Centre Plan are:

Aim 1: Enhance the quality and diversity of Beeston Town Centre's retail provision to ensure its future vitality and diversify town centre uses to maintain its role as a Major District Centre

Objectives

- To promote larger retail units within the town centre to satisfy modern retailing requirements and ensure that Beeston retains its reputation as a successful shopping centre
- To promote the need for independent shops for a healthy town centre and recognising their contribution to local character
- To increase the town centre's comparison goods floorspace
- To promote an increase in office / employment floorspace within the town due to the current heavy reliance on the retail sector for jobs

Aim 2: To promote activities that can develop a sustainable evening economy

Objectives

- To promote the development of leisure and cultural uses within the town centre for local residents and visitors
- To promote good quality eating and drinking developments to encourage use of the town centre in the evening
- To promote residential developments that can support an evening economy and increase the safety of the town centre

Aim 3: To ensure the town centre is readily accessible by all modes of transport, whilst maximising access by foot, cycle and public transport in the context of a sustainable transport strategy

Objectives

- To promote the development of a high quality bus / tram interchange to provide a high quality gateway for people accessing the town centre by public transport
- To re-examine town centre car parking locations in order to determine sustainable locations
- To provide a strategic transport strategy that aims to reduce unnecessary vehicle movements within the town centre
- To promote safe, attractive and overlooked pedestrian routes into and around the town centre
- To promote cycle access to the town centre through the provision of high quality strategic routes and provide adequate cycle parking provision in key locations

Aim 4: To promote high quality town centre developments and public realm improvements that combine to create a good image for the town centre

Objectives

- To promote high quality development at key locations within the town centre to create recognisable town centre gateways and local landmarks
- To promote increased use of town centre pedestrianised areas and green spaces by defining roles and creating / enhancing pedestrian links
- To reconnect the green spaces of Broadgate Recreation Ground and St John the Baptists Church to the town centre

Aim 5: To ensure that development of the town centre and adjacent areas are done so in a coordinated manner to maximise benefits to the Town Centre and local residents

Objectives

- To promote an overall Plan that defines the relationships between future developments, avoiding piecemeal development
- To provide an implementation plan that defines the timescale and delivery issues associated with specific development / public realm projects.

5.4 The above aims and objectives have informed the Strategic Development Framework which is described in the next section of this report.

STRATEGIC DEVELOPMENT FRAMEWORK

- 6.1 The strategic development framework provides guidance for the overall urban structure including land use, design principles, public spaces, density, building types and heights, as well as access and movement.
- 6.2 Beeston has been constrained by a lack of development opportunity with the only substantial developments since 1970 being The Square shopping centre and Sainsbury's tucked behind High Road. As a result appropriate floorspace is not available for larger stores. Vacancy rates are still lower than comparable centres but the rate has doubled in the last 4 years. Despite this Beeston remains a popular centre with substantial opportunities derived from its large catchment and areas within the centre can now be brought forward for redevelopment.
- 6.3 The new Tesco store is expected to soon be under construction off Station Road and The Square shopping centre will be brought forward for redevelopment. The introduction of the NET would provide a natural trigger to the redevelopment of The Square. The Square project would allow a step change in the town centre shopping offer. Combined with other smaller scale proposals for the town centre, and in particular the recommended improvements to the public realm, Beeston will become an exciting place to visit offering a quality town centre experience and a much improved shopping choice.

PLANNING POLICY

- 6.4 As the Beeston Town Centre Plan has only Supplementary Planning Document (SPD) status, the policies and proposals contained within the Broxtowe Local Plan 2004 for Beeston Town Centre will continue to provide the statutory basis for determining planning applications. The town centre plan and strategy contained within the SPD can also be used as a promotional tool highlighting to stakeholders and potential investors possible development opportunities and articulate the vision for the centre.
- 6.5 The SDP is in general conformity with the strategic objectives and town centre policies as set out in the Local Plan.

Plan Boundary

- 6.6 The purpose of the Plan boundary is to include all areas of potential significant change in the Town Centre during the life of the Town Centre Plan. Consequently it includes additional areas of change outside the retail core boundary such as the developments off Wollaton Road. The Plan boundary also

includes the Chilwell Road employment and mixed use area, which is identified as a significant area of potential change and importance.

- 6.7 The areas of change within the Town Centre Plan are defined as: the Eastern Approach, the Northern Approach, 'Sainsbury's', The Square and the Chilwell Road employment/mixed use area. These areas of change and site specific proposals are described in full later in this chapter.

Land Use Framework

Retail

- 6.8 Market analysis has identified the need for larger retail units within the town centre to attract high quality retailers and to relocate existing retailers. The area identified with the most potential to fulfil this need is adjacent to the proposed town centre bus and tram interchange. The redevelopment and extension of The Square Shopping Centre can provide the necessary unit sizes to meet market demand. Additional retail units could be created through redevelopment of buildings on the north side of The Square. The introduction of high quality development in this location would provide an inspiring first impression for visitors / shoppers arriving by tram or bus.

Employment

- 6.9 There is a need to develop all employment sectors in Beeston in order to increase accessibility to jobs for the local population and reduce the need to travel out of town for work. The key employment areas in recent history have been the Chilwell Road area to the west of the town centre, Siemens site to the south and the service industries within the town centre.
- 6.10 The Chilwell Road employment area comprises mainly office and industrial uses. A number of buildings have become vacant or under utilised in recent years. This has led to concerns regarding the long term sustainability of this area for employment uses. The owners of both the Barton site and the Myford's site have expressed interest in the redevelopment of parts of their sites. Both of these sites should retain elements of employment use, where this use has previously existed, but it is accepted that a mixed use solution is appropriate involving also some residential use and potentially some suitably-scaled retailing on the Chilwell Road frontages.

Housing

- 6.11 Demand for housing in Beeston is high and without increased provision there is a risk of social exclusion through escalating house prices, resulting in a lack of choice and affordable housing.

- 6.12 New housing is proposed on previously developed sites that are within walking distance of the town centre, in order to support the local economy and provide access to amenities. Where possible and appropriate, mixed use developments are suggested with retail or other employment uses located at ground floor level and residential accommodation on upper floors.
- 6.13 The nearby University of Nottingham has led to Beeston becoming a popular location for students to live and shop. Where appropriate, increased provision for student accommodation should be provided with the aim of reducing the pressure on the local housing market. Student accommodation within the town centre will assist in supporting the local economy and vibrancy of the town centre.

Leisure / Culture

- 6.14 At present there is a lack of leisure and cultural activities in Beeston. The issues and options consultation identified the desire to enhance the evening economy within Beeston. The evening economy needs to be enhanced to provide facilities without impacting on the local population. The introduction of restaurants and cafés will increase the evening activity of Beeston and improve accessibility to these services.
- 6.15 At present there is not considered to be sufficient demand to support leisure uses such as cinema, bingo or a bowling alley. However, there is scope and flexibility within The Square redevelopment to accommodate such uses if market conditions change. Additionally local concerns have been raised as to the social implications of introducing such uses, including that they are more appropriate to city centres and out of town locations.
- 6.16 The baseline evidence highlighted a need to enhance the cultural aspects of Beeston and this can be achieved through redevelopment and public realm proposals. One of the key objectives is to enhance the attractiveness of the area around St John the Baptist Church to emphasise the cultural and leisure quarters of the town centre. Enhancement of the area around Broadgate Park has already taken place.

URBAN DESIGN GUIDING PRINCIPLES

- 6.17 The Town Centre Plan utilises the methodology set out within the DETR / CABE report 'By Design (2000)' as the basis for providing key guiding principles for achieving high quality development. All applications for development within the town centre will be expected to follow these over-arching principles. Further detailed guidance with regard to the mix of uses and height of buildings that are acceptable is provided in section 7 as part of site specific proposals.

6.18 All large scale developments will be expected to provide a design statement setting out how the proposals relate to the following guiding principles.

Character & Appearance

6.19 Places should have their own identity. Beeston Town Centre has a character based upon its setting and the historical growth. The buildings in the town centre include mid to late 19th and early 20th century buildings dating from the 1930's and more modern interventions such as the Council Offices. The buildings are generally two to three storeys. New development needs to build upon the past but this should not stifle innovative modern design. Key principles to be adhered to are:

- A high quality design will be sought using form, scale, massing and materials in the design of buildings and external spaces appropriate to the character of the area.
- Development should be primarily two to four storey development located at the back of pavement.
- Solid security shutters and blank boundary walls and fences facing the public highway and other open spaces are not acceptable.
- Ventilation and cooling systems and other service equipment should be designed to fit within the building envelope and minimise visual and noise intrusion (details should be submitted with applications).
- Materials used for new development need to be of high quality and the detailed design needs to pay attention to such features as the roof, walls, entrances, windows etc.

Continuity & Enclosure

6.20 Public and private spaces should be clearly distinguished. The settlement pattern and urban form in Beeston is relatively compact and fine grained.

6.21 Buildings are generally developed along clearly defined building lines which should be retained and reinforce the definition of streets and public spaces. Key principles to be adhered to are:

- Development should be in the form of secure perimeter blocks which clearly distinguish between public and private areas.
- Where potential exists to create new pedestrian routes, development should provide positive frontages (i.e. building entrances and windows to active rooms) which overlook these routes in order to maximise natural visual surveillance of the street.
- The primary access to the building should be directly from the street.
- Development should seek to enhance safety, security and surveillance and minimise the opportunities for crime and anti - social behaviour.

- Private yards or rear servicing areas should be enclosed as far as possible by the rear of other properties, otherwise the extent of private ownership should be clearly defined by the detailed design of walls, railing, gates, entrance arches, signage and paving.

Quality of the Public Realm

6.22 Places should have attractive and successful outdoor areas. The public spaces in Beeston Town centre are not only for every day use, but also for other activities including the market, community events, cultural activities and festivals. These spaces need to be designed and laid out with flexibility in mind, in order to accommodate this broad range of potential use. Key principles to be adhered to are:

- Buildings should define public spaces and routes through development.
- New pedestrian routes should be legible and convenient as possible, particularly for elderly and disabled users.
- Streets and public spaces should be overlooked by the fronts of buildings that should contain windows and main entrances and have activity generating uses on the ground floor.
- Proposals that include large blank elevations or ground level parking will not be acceptable as they reduce the vitality and surveillance of the street.
- An integrated approach to landscape design will be expected. This includes coordinating the overall layout, access, railings, hard landscaping, lighting services, street furniture and surface materials.
- New street furniture should be of a high quality modern design to complement and enhance the urban context, rather than install “off the peg” reproductions of past styles.
- Planting proposals will be expected to make a specific contribution to any development, to provide interest on streets, to soften buildings, to create structures and delineation or to establish landmarks where necessary. Agreements will be sought (enforceable though appropriate planning conditions) to secure long-term maintenance of new soft landscape.
- Proposals should incorporate high quality lighting design including architectural lighting of buildings and features.
- Lighting should be designed to minimise light pollution. Uplighters should be used exceptionally for lighting key buildings.
- Highway signs should be kept to a minimum to reduce street clutter.
- Cycle lanes should be provided where appropriate and should not detract from the quality of the public realm. Cycle lanes should normally be 1.5m wide.
- Streetscape design needs to take into account the need for maintenance, resistance to vandalism and access to underground services.

Ease of Movement

6.23 Places should be easy to get to and move through. Beeston has a good existing network of connected spaces and routes for pedestrians, cyclists and vehicles, which give the town considerable permeability. However, often greater priority is given to vehicles with very little space provided for pedestrians. Proposals for the public realm and new development will need to improve this situation. A choice of well connected pedestrian routes should be provided as part of the development of large sites. Key principles to be adhered to are:

- New routes should connect with existing routes and movement patterns.
- Public transport facilities should be designed as an integral part of the street layout and public transport stops should be located within minimal walking distance from the town's major land uses.
- New development should contribute to the existing fine grain network of pedestrian routes, in order to increase pedestrian convenience and encourage cycling and walking.

Legibility

6.24 Places should have a clear image and should be easy to understand. At present the legibility of the town centre is fragmented and for the first time visitor it may not be obvious where the town centre is located. Key principles to be adhered to are:

- New development at entrance points to the area should be distinctive and memorable emphasising a 'sense of arrival' and assisting people to orientate themselves.
- The main entrances to public and other major buildings should be emphasised through carefully designed streets, lighting, signage and paving.
- Existing important views and vistas should not be blocked or compromised by new development.
- Development at strategic corners should emphasise their importance through the use of building height, turrets or other architectural features
- Close attention to the detailing and quality of materials should be provided especially at ground floor and building entrances that are very visible to pedestrians.

Adaptability

6.25 Places and buildings should be robust and capable of being adapted to meet social and technological changes. Key principles to be adhered to are:

- New development should incorporate adaptable buildings with flexible layouts which can sustain a variety of uses and help buildings to change over time.
- Residential development should provide the opportunity for studio workspace to be provided on the ground floor
- Residential development should provide lifetime homes that can adapt to people's changing circumstances. The opportunity to extend and create additional bedrooms should be considered as an integral part of the initial design.
- Private amenity space to the rear of properties should demonstrate that it is usable for a number of different activities, particularly for traditional family houses.

Diversity of Uses

6.26 Places should have variety and choice. The greater the variety of uses within a building or a street will determine how well a place is used. People should have easy access to facilities such as shops, leisure, schools and work opportunities. In Beeston, close to the town centre higher densities will be sought. A compatible mix of uses should include live/ work units. Key principles to be adhered to are:

- All new development will be expected to consider the opportunity to encourage a mix of uses that contribute to the economic and social 'health' of the area.
- Large development proposals should provide a mix of housing type, form and tenure.
- Development close to the town centre will be expected to be high density (with an average density of between 50 -100 dwellings to the hectare).
- Single storey development will not be acceptable. Development should be a minimum of 2-4 storeys in height.

Sustainability

6.27 Development should be promoting sustainable design solutions that reduce the demand for energy consumption, reducing the demand on non-renewable resources. Key principles to be adhered to are:

- New development should maximise passive solar gain where possible and set the highest standards in relation to renewable sources of energy in construction.
- New buildings should demonstrate good practice in energy efficiency and water conservation.
- Residential development should achieve a National Home Energy Rating of 10 or above.

- Consideration should be given to the use of sustainable urban drainage systems (SUDs.).
- New development should have careful regard to RIBA Indicators of Sustainable Design.
- New development should not use tropical hardwood but wood from sustainable and managed forests in accordance with RIBA environmental guidance.
- Where possible the use of locally sourced materials in constructing buildings and urban spaces should be used.
- Consideration should be given to encouraging modal shift from vehicles to public transport, walking and cycling.

ACCESS AND MOVEMENT PRINCIPLES

6.28 The existing transport network within Beeston was reviewed in the Baseline Report (July 2006). The baseline evidence gathered and the consultation process have identified transportation improvements that could reduce the impact of future traffic growth and maximise sustainable transport modes and accessibility to key facilities and services. These are summarised below and discussed in more detail in section 8.

Traffic

6.29 As well as addressing the traffic circulation issues regarding car park access, the access and movement strategy develops options that aim to improve access and through traffic circulation in Beeston.

6.30 As a result of redevelopment and the proposed tram route, there are some junctions within the Town Centre that have been reviewed for their suitability in the future. Highway proposals have been developed through consultation with Nottinghamshire County Council (Highway Authority) and NET.

Walking and Cycling

6.31 The extension of the pedestrianised area of the High Road was considered at an early stage and the effects of this on traffic circulation. Full pedestrianisation of High Road to Humber Road would prevent bus access and affect the traffic circulation on Middle Street. However, pedestrianisation up to Regent Street is proposed and this can only be achieved by the reconfiguration of access to Derby Street and City Road.

6.32 Accessibility to new and old developments is considered and the strategy has been carefully designed with sustainable access to the town centre at the forefront.

- 6.33 Proposals for a more comprehensive cycle network have been developed with the aim of accommodating cyclists travelling to and through Beeston. Locations for secure and covered town centre cycle parking are identified. Where possible cycle routes have been proposed where there is minimal conflict with other road users.

Public Transport

- 6.34 The proposed tram route through the town centre is the major change that will occur to the transport network of Beeston. The redevelopment of The Square shopping centre and multi storey car park presents the opportunity to create a new on-street bus hub that integrates with the tram along Styring Street and provides a high quality public transport focal point for the town centre.

Car Parking

- 6.35 The future car parking strategy aims to deliver around the same number of car parking spaces as currently exists in Beeston. The aims of the car parking strategy are:
- To rationalise car parking spaces and locations
 - To provide strategic car parks along key traffic corridors
 - To improve accessibility between car parks and the shopping core
 - To provide the required number of car parking spaces to maintain viability of the town centre without compromising opportunities for sustainable travel
- 6.36 New development proposals should be designed with sustainable transport access as priority over the private car. Where car parking spaces are provided these are in accordance with current national and local car parking standards. Car free developments are proposed where appropriate.

PUBLIC REALM IMPROVEMENTS

- 6.37 Public realm opportunities can be delivered through (and to complement) redevelopment within Beeston. The most positive approach would be to comprehensively redesign the pedestrianised area with new surfacing and street furniture. This includes the creation of an enhanced public space within the central shopping core and to integrate the existing and proposed developments so that the town centre becomes more permeable for pedestrians.
- 6.38 The enhancement of existing public spaces such as The Square and Broadgate Park can provide a pleasant environment for people to live and work in Beeston. The importance of providing good links between the town centre, residential areas and open spaces has been identified.

6.39 The priority public realm improvements include:-

- The Square/ New Transport Interchange
- Station Road/ High Road Crossing
- Eastern extension of High Road Pedestrian Area

6.40 Enhancements around the Broadgate area have been successfully completed. These are shown in greater detail in section 9 which sets out the public realm strategy for Beeston Town Centre.

DEVELOPMENT OPPORTUNITY SITES

KEY DEVELOPMENT AREAS

- 7.1 As the Beeston Town Centre Plan does not include site-specific land use allocations, being a Supplementary Planning Document, it is proposed that sites with highlighted development potential are known as Development Opportunity Sites. These are identified on Maps 1 and 2. Detailed analysis of Beeston Town Centre has identified five key strategic development areas, each having a different character and role in the future development of the town centre. The section below describes these strategic development areas including their development opportunity sites. Final developments may vary in detailed position from the examples shown.

Area 1: The Square

- 7.2 This area is defined by The Square shopping centre, bus station, Styring Street multi-storey car park, St John the Baptist Church and the main public square enclosed by The Square and High Road between Foster Avenue and Wollaton Road. It provides the heart of the centre but is clearly tired and in need of substantial new investment. Its poor quality does not befit a centre with Beeston's status. Comprehensive renewal of this area is essential to produce a high quality environment and development that will greatly enhance civic pride, encourage more visitors to the town and reduce the need for local people to visit other shopping destinations. The introduction of the NET and a new bus interchange offers the opportunity to create a landmark retail and public transport hub, as well as redesigning the public square that would be the heart of activity for the town centre. The redevelopment of this area enables the historic town centre link to Church Street to be re-opened, creating a direct access from the Beeston West End residential area into the town centre.
- 7.3 The Square redevelopment is therefore key to the future growth of the centre and creating a much enhanced town centre experience. It would redefine the heart of the centre. Although partial refurbishment of The Square might be viewed as an alternative, the Council's objective is to seek comprehensive redevelopment of The Square secured through a development agreement and, if this proves impossible to achieve by negotiation, the Council will use compulsory purchase powers to achieve this.
- 7.4 The redevelopment of The Square and the exact mix of land uses should be flexible to enable future development to respond to market demand. Some car parking will need to be provided to replace some of that lost from demolition of the present multi-storey car park. This is likely to be principally on upper floors and/or at basement level and accessed from Station Road with an exit to

Styring Street, although further traffic analysis of this will be required when planning permission is sought.

- 7.5 The Square multi-storey car park currently accommodates various town centre facilities which will need to be relocated when redevelopment takes place. These are: public toilets; the shopmobility vehicle base; and a taxi-rank. If these facilities cannot be included in the new development there will need to be further decisions made on new locations for these facilities.

Site 1A: The Square Shopping Centre (South)

- 7.6 The redevelopment of the current multi-storey car park, bus station, fire station and small retail units generates an opportunity to create a significant retail development, which could provide the larger retail units needed to sustain the town centre. Residential uses can be incorporated to ensure activity outside of shopping hours and to increase the value and viability of the development.

Ground Floor

- 7.7 Initial calculations indicate that the scheme could provide at least 50,000 sq ft (5000 sq m) of additional retail floorspace at ground floor level. Ideally, this should include space suitable for large landmark retail stores within the development, together with opportunity for some smaller retail units. An active frontage is recommended on all sides of the development block. It is recognised that this needs to be flexible to ensure that a viable scheme can be delivered.
- 7.8 Storage space required for the larger stores is suggested at basement level, although if this is not achievable then this could be incorporated at first floor level, which would have an impact on the amount of residential units proposed.
- 7.9 All units can be connected to a central servicing area with access located at the southern end of Station Road and possible exit to Styring Street. The management of the service yard is vital to avoid disruption to the flow of tram and buses along Styring Street, road traffic along Station Road and also noise impact on residents. This access could be incorporated with the car park access.

Upper Floors

- 7.10 The first floor could be used for retailing, or storage connected with retailing. Alternative appropriate uses for the first floor include offices and leisure uses such as cinema, bingo hall or theatre. Additional floors of the development could be used for car parking, with an access from Station Road and exit onto Styring Street close to its junction with Middle Street. Up to 50 two bedroom apartments could be provided on the upper floors including possible provision of

roof gardens. The overall maximum number of storeys for the development should be five.

Site 1B: The Square Shopping Centre (North)

- 7.11 The aspiration to redevelop the existing shopping centre stems from the appreciation of the added potential in terms of overall value and contribution to the town centre. Redevelopment could replace the blank building facades adjacent to the bus station and Station Road with shop frontages and provide new uses on upper floors. The design of this development should replicate that of The Square south development.

Ground Floor

- 7.12 Approximately 45,000 sq ft (4,100 sq m) of floorspace could be provided for A1 and A3 / A4 retailing floorspace, which could include up to four or five medium comparison goods stores and 9 or 10 smaller units.
- 7.13 Servicing for these units would be proposed via an internal service yard accessed from Station Road.

Taking account of the likely shape of the future public circulation space adjoining, the new building could project into the present public space at The Square to provide a sense of enclosure from the east, but opening out at the western end to help create a more useable public space. Other shapes and layouts for this area may be equally suitable.

First and second floors

- 7.14 If the site is redeveloped (rather than refurbished) approximately 75,000 sq ft (7000 sq m) could be made available for residential use on the upper floors of the development. This is equal to approximately 93 two bedroom apartments over two floors above retail.
- 7.15 If viable, then a greater amount of retail floor space or a suitable leisure use could be provided at first floor level. This would reduce the amount of residential space but should be considered to allow for emerging market demand that may occur over the Plan period.

Town Centre Market

- 7.16 The Town Centre Market could be located to a more prominent location such as the High Road or within The Square public space with market trader vehicles allowed temporary access from Church Street.

Design Principles

7.17 As a whole, The Square development will seek to:

- provide mixed use development with retail on the ground floor
- create activity on all sides of the building through the provision of active shop frontages
- create a landmark building on the corner of Station Road and Middle Street
- provide development of up to 5 storeys in height
- provide a new pedestrian street between Styring Street and Station Road to link the proposed transport interchange with the proposed foodstore.
- provide space for a range of retail units sizes between 1,200 sq ft – 16,000 sq ft
- provide A3 uses such as café's and restaurants to cater for a 24 hour economy
- provide space for the relocation of retail units likely to be lost to the the NET
- ensure that adequate servicing is provided for and well managed
- provide the service core for both sites at the centre of the block hidden by retail units
- facilitate the creation of a tree-lined route on Station Road in order to enhance the public realm and create a high quality approach to the town centre
- help create a high quality public transport interchange and high quality public space
- provide parking at upper levels for shoppers' use

Summary of Potential Uses and Outputs

- Over 50,000 sq ft (4645 sq m) of ground floor retail on The Square South
- Over 45,000 (4180 sq m) of ground floor retail on The Square North
- Approximately 140 two bedroom apartments on upper floors
- Town Centre Market in public space
- At least 200 car parking spaces

Other Options Considered

7.18 Other options that have been considered for The Square include the provision of a leisure use on the upper floors, such as a cinema or bowling alley. Potential operators were contacted and at that time did not show an interest in this location due to the proximity of the cinema and bowling alley in Clifton Boulevard. This situation may have changed and will be reconsidered through the Development Brief. Student accommodation units were also considered for upper floors of the development due to the proximity to Nottingham University and to reduce the need for residential parking spaces. However, a current over

supply of student accommodation means that a more flexible approach to residential accommodation needs to be considered.

Site 1C: Foster Avenue Car Park

- 7.19 The closure of Foster Avenue to traffic at its southern point is proposed as part of the NET Phase 2 project and creates an opportunity to evaluate the development potential of the Foster Avenue Car Park and the buildings fronting The Square. The car park itself would be suitable for two additional decks of parking in order to partly compensate for the loss of the multistorey car park on Styring Street.
- 7.20 The redevelopment of the buildings fronting the Square would provide an improved frontage for The Square and complement The Square north development and proposed bus and NET interchange. This option would create larger units and a mix of uses over three stories.
- 7.21 The adjacent HSBC building is brought into the redevelopment opportunity to provide a 3 storey A1 or A2 building that defines the area and enhances the development of The Square North. This will enhance the pedestrian walk way between The Square and Foster Avenue (The Town Hall, Library, Church, School and Council Offices).
- 7.22 Access to the Foster Avenue car park and the proposed development can be achieved from Commercial Avenue. This would also provide access to existing dwellings on Foster Avenue and the Town Hall.
- 7.23 At present Round Hill Primary School car park is accessed from Foster Avenue. To create a better public space around the library and Town Hall it would be beneficial for the school car park to be accessed from Nuart Road. This would require some highway works to provide a new access and car park in the southeast corner of the school land. This could be incorporated with the relocated Beeston Boys Club. The existing school car park could be recreated as a school playing area or open space.

Design Principles

- 7.24 The development will be expected to:
- provide mixed use development with retail on the ground floor and residential development above
 - provide development of between 3-4 storeys
 - maintain a pedestrian route that connects The Square to Broxtowe Borough Council Offices.

- provide the opportunity for comprehensive redevelopment including HSBC
- provide servicing via Commercial Avenue

7.25 Summary of Potential Uses & Outputs

- residential apartments (to be added)
- of ground floor retail fronting The Square (to be added)
- of ground floor office space to the rear of the building (to be added)

Site 1D: High Road

- 7.26 The existing block of retail located to the south west of High Road adjacent to Station Road provides a mix of unit sizes and building architecture. Specifically, the building currently occupied by Clinton Cards is two storeys taller than adjacent buildings. People arriving to Beeston from the north along Station Road are presented with this large out of character building.
- 7.27 Consideration should be given to either redeveloping this building or as a minimum an appropriate treatment of the blank façade facing north.

Design Principles

7.28 The development will be expected to:

- provide mixed use development with retail on the ground floor and commercial/ office development above
- respect the building line and the height of buildings on High Road. The development should be a maximum of 3 storeys in height
- retain the building on the corner of Station Road and High Road
- reflect the architectural quality of Natwest Building on the opposite corner

Area 2: Sainsbury's Area

- 7.29 Three potential options for this site have been investigated as part of a car parking strategy. These options were:
- Retain car parks as existing
 - Deck either one or both of the car parks to gain additional town centre car parking
 - Construct a multi storey car park wrapped with development on the northern car park site

There is a need to replace car parking lost through the redevelopment of Styring Street multi storey car park and some of these spaces could be accommodated through the decking of the Sainsbury's northern car park.

Site 2A: Sainsbury's Car Park (North)

- 7.30 A decked car park could provide approximately 250 spaces. Vehicles would be directed to the car park and informed of available spaces through Variable Message Signing (VMS), which can prevent queues.
- 7.31 The Preferred Options Report had proposed a multi storey car park screened with commercial / office and residential development fronting Albion Street. This could have created a relatively attractive car park which would provide activity at street level and additional security. However after consideration of the comments received during the consultation on this stage of the Plan, it has been decided that the scale of building required would not be able to be made sympathetic to the adjacent Anglo Scotian Mills building.

Site 2B Villa Street Site

- 7.32 This site is bounded by the Royal Oak Public House to the north, Sainsbury's pedestrian link to the east and Villa Street to the west. The southern boundary of the site is the rear of properties fronting High Road. The site includes the redevelopment of The Oaks Medical Centre and adjacent pharmacy which could be relocated within the development site or adjacent to the Dovecote Health Centre off Station Road.
- 7.33 A potential redevelopment of this site could provide natural surveillance and enhance the pedestrian link between Sainsbury's and the High Road. As an alternative to this proposal, if Sainsbury's wished to extend their store, this site might be a suitable area for an extension.

Design Principles

- 7.34 The development will be expected to:
- provide a mixed use development with retail on the ground floor fronting onto Sainsbury's pedestrian link with residential above
 - provide development of between 2/3 Storeys
 - provide access from Villa Street for servicing and limited residential car parking
 - provide planting to enhance the rear of the development that fronts Villa Street

- 7.35 Summary of Potential Uses & Output

- 13,843 sq ft (1286 sq m) of ground floor retail
- 17 residential units per upper floor

Area 3: Northern Gateway

- 7.36 The northern approach to the Town Centre is currently defined by a mixture of uses and the landmark development of Anglo-Scotian Mills. The masterplan focussed on a site on the east side of Wollaton Road to demonstrate how it can contribute to creating a high quality approach to the town centre. This will compliment a proposed development that is already committed on the west side of Wollaton Road at this point, consisting of a neighbourhood food store and office unit granted planning permission in February 2007. The retail building for Lidl, which will provide 14,612sq ft (1,358m²) gross retail floorspace, has a turret feature on its north corner and will be faced in brick, with grey cladding and glazing. 100 car spaces are to be provided. The important corner position within the site is to be occupied by a two-storey office building (400m² floorspace) which addresses the curve of the corner and is set back to preserve highway visibility.
- 7.37 The Anglo-Scotian Mills development defines the northern edge of the town centre shopping boundary, complemented by a refined highway network and clear signage. Uses proposed on the WEBS and Willoughby sites should be low scale and reflect its edge of town centre location.

Site 3A: WEBS Training site

- 7.38 The masterplan had indicated some potential for retail development fronting Wollaton Road, in the form of niche shops. However, in the light of the lack of need for additional retail space, as identified in the Greater Nottingham Retail Study, it is recommended that the section of the site that fronts Wollaton Road is developed for office use with residential or office use on the first floor. Servicing would need to be undertaken from the rear of this block and suitable space provided for this with access from The Poplars. The mix and scale of this development would reflect the developments on the other side of Wollaton Road to the south of the site.
- 7.39 The rear section of the site is recommended for residential use only in the form of two or three storey apartment blocks or town houses with associated car parking accessed from The Poplars.

Design Principles

- 7.40 The development will be expected to:

- provide a mixed use development with offices on the ground floor fronting Wollaton Road with office or residential above
- provide development of between 2/3 Storeys
- access to be provided from The Poplars
- provide residential apartment blocks at the rear of the site with appropriate car parking

Summary of Potential Uses & Outputs

- 4521 sq ft (420 sq m) of ground floor office fronting Wollaton Road
- 4521 sq ft (420 sq m) of office space per upper floor OR 6 (two bed) residential units per upper floor fronting Wollaton Road
- 22 to 33 (two bed) residential units over two blocks to the rear of the site depending on whether 2 or 3 storeys

Area 4: Eastern Gateway

- 7.41 The eastern end of Beeston Town Centre currently has some of the lowest returns in terms of rental levels and is not viewed as a key retail destination. However, the recent improvements to the east end of High Road and the entrance to Broadgate Recreation Ground has appeared to increase the footfall in this area and define the eastern gateway.
- 7.42 There are limited development opportunities within this area with the key focus being on further public realm improvements.

Site 4A: Derby Street (south) Car Park Site

- 7.43 It is recommended that Derby Street shopper's car park is redeveloped for residential use with access from Derby Street via Albion Street. It is also recommended that the adjacent Robert's Yard is developed for residential housing, also accessed from Derby Street.
- 7.44 Initial investigations into a replacement car parking location for spaces lost from the redevelopment of Derby Street car park have been carried out. The Hofton site fronting Regent Street would make a suitable off street car park location of approximately 50 spaces. If a development agreement could be achieved between Broxtowe Borough Council (as the landowner of Derby Street Car Park) and Hoftons then it could be possible to develop the Regent Street site for car parking and Derby Street Car Park for residential development.

Design Principles

- 7.45 The development will be expected to:
- provide high quality residential development

- provide development of between 2/3 Storeys
- access to be provided from Derby Street

Summary of Potential Uses & Outputs

- 15 townhouses on Derby Street car park site
- 8 townhouses on Robert's Yard site

Site 4B: Broadgate

7.46 It is proposed to retain the east end of High Road adjacent to Broadgate Park in its existing form although refurbishment of some units would enhance the attractiveness of the area and attract more shoppers.

Area 5: Chilwell Road

7.47 The Chilwell Road area is included in the Town Centre Plan because it has a significant economic impact on Beeston. The land south of Chilwell Road and north of Queens Road is traditionally a major employment area although that is now in need of regeneration.

7.48 There are two key development areas, one in the ownership of Barton and the other of mixed ownership adjacent to the proposed Chilwell Road NET stop. The development proposals are focused around creating improved traffic management in the area and providing a mixed use solution including employment uses.

7.49 The highway proposals offer an opportunity to manage HGV movements in the area, reduce their impact on the east end of Chilwell Road and hence prevent conflict with the running of NET.

Site 5A: Chilwell Road Tram Stop Site

7.50 This development opportunity has come forward as a result of the NET Phase 2 proposals and the demolition of properties fronting Chilwell Road. The development option put forward extends on the NET Phase 2 proposals and creates a larger development opportunity that incorporates land to the south. The potential uses are:

- 8300 sq ft (780m²) retail floorspace fronting Chilwell High Road
- Office or residential use above retail
- A two or three storey office block fronting Chilwell High Road with access from Holly Lane

- Two or three storey building to the south of the above development use for employment uses and potentially leased to Broxtowe College
- 7.51 A small public car park to replace on street spaces lost as a result of the NET route is shown adjacent to the development fronting Chilwell Road. The development proposal includes the stopping up of Ellis Grove at its western access to create Ellis Grove as a predominantly residential street and increase development potential.
- 7.52 Wilmot Lane is relocated to the west of the proposed NET westbound stop. It is recommended that the development site and adjacent uses to the south are accessed from Holly Lane via a new east-west access road created from existing highway infrastructure and in line with aspirations for redevelopment of the Myford Site leading to improved traffic management on Chilwell Road.
- 7.53 The new east / west link road is proposed to cut through one existing Myford building and creates the opportunity for this to be redeveloped and relocated to the south of the Myford site.
- 7.54 The diagram shows how the Myford site development fits into the wider context. The primary use on site would be for employment although there is the opportunity to enhance the existing educational / industrial training use.

Design Principles

- 7.55 The development will be expected to:
- provide high quality retail /residential frontage onto Chilwell Road
 - provide employment use as a major part of the proposed mix of uses on the remainder of the site
 - rationalise number of access points onto Chilwell Road
 - close Wilmot Lane and provide a new east–west access road off Holly Lane into the Myford site and the rear of Chilwell Road tram stop development
 - Ellis Grove to provide residential and local business access
 - ensure requirements of NET are accommodated including the provision for public off street car parking
 - provide development of between 2/3 Storeys

Summary of Potential Uses & Outputs

- 8300 sq ft (780m²) ground floor retail fronting Chilwell High Road
- 8300 sq ft (780m²) of office use OR 13 (two bed) residential units OR 31 student accommodation units per upper floor

- 9000 sq ft (863m2) of office use per floor in additional block fronting Chilwell Road
- Redevelopment of Myford buildings to the rear of the site for employment educational use

Site 5B: Barton ownership and surrounding sites

The Town Centre Plan defines the following principles that should be applied to the redevelopment of the site, as follows:

Design Principles

7.56 The design of the site should adopt the following principles:

- Accord with the principles and policies of the Broxtowe Local Plan
- consideration of vehicle access and prevention of through traffic from Queen's Road to Chilwell Road
- northern section of the site accessed from Holly Lane and Bridge Avenue
- southern section of site accessed from Barton Lane off Queens Road West
- integration between the site and the proposed NET Phase 2 extension along Chilwell Road
- integration with the immediate surrounding area including Broxtowe College
- community green space to be provided within site

Summary of Potential Outputs

7.57 Redevelopment of the site could incorporate a range of uses including business, leisure, residential, open space and retail. The proportions of such uses would need to be carefully examined at the time of preparing detail plans.

ACCESS AND MOVEMENT STRATEGY

- 8.1 Improving pedestrian and cycle links, public transport accessibility and traffic management are key elements of the Strategic Development Framework for Beeston Town Centre.
- 8.2 The objectives for providing a sustainable access and movement strategy are:
- To integrate old and new development through sustainable transport linkages
 - To maximise the use of public transport, walking and cycling modes
 - To rationalise town centre car parking and maintain on street car parking for residents and blue badge holders
 - To promote a bus and tram interchange that complements the redevelopment of The Square and provides a high quality arrival point to the town centre
 - Create a permeable and legible town centre for pedestrians / shoppers
 - Reduce the impact of traffic growth and the presence of the private car in shopping areas
 - Allow for but does not encourage through traffic movements
- 8.3 The preferred options for traffic movement, walking and cycling, public transport and car parking are detailed below.

CAR PARKING STRATEGY

- 8.4 One of the key issues arising from the Beeston Masterplan Study was the need to rationalise car parking in the town centre to improve traffic circulation and simplify access to car parking spaces. This strategy sets out the existing car parking provision and the current issues, and identifies future provision that complements the development options for Beeston.
- 8.5 With the redevelopment of The Square and the new bus and tram interchange comes the closure of the Styring Street multi storey car park. This presents the need to relocate car parking to compensate for the loss of spaces. In addition it has been identified that there are a number of small car parks accessed from the High Road and Middle Street that contribute to poor traffic circulation within the Town Centre, especially around High Road and Middle Street. The Masterplan identified strategic car parking sites in the town centre to replace those lost through car park closure. However, alternative sites for car parking could come forward as a result of further investigation by the Council.
- 8.6 New development proposals have been designed with sustainable transport access as priority over the private car. Where car parking spaces are provided,

these are in accordance with emerging national and local car parking guidance. Car free developments are proposed where appropriate.

- 8.7 The introduction of civil parking enforcement by Nottinghamshire County Council took place in 2008 and appropriate on street car parking provision has been identified for residents and blue badge holders.
- 8.8 With regard to number of spaces, the Plan aims to deliver like for like at this stage and identify locations for strategic car parks. The exact number of spaces suggested are indicative and subject to change following further studies but aim to provide appropriate provision that will support existing and future development within the town centre but not discourage use of bus and future tram services.

Existing Car Parking Situation

- 8.9 There are 13 public car parks in the town centre providing a total of 1300 spaces on Saturdays. During the week this is reduced to 1145 as part of the public car parks are used by Broxtowe Borough Council employees.
- 8.10 Four of the car parks (City Road north and south, Regent Street and Middle Street) have less than 25 spaces each. This can add to additional traffic circulation within the town centre as vehicles search for available car parking spaces when the smaller car parks become full.
- 8.11 There are two key shopper car parks located to the north of the town centre (Sainsbury's) and the south (Multi Storey). In addition the medium sized Foster Avenue and Derby Street shoppers car parks are popular and have a high turnover of vehicles.
- 8.12 Public car parking in the town centre is currently free of charge and initial utilisation data collected for Broxtowe Borough Council suggests that spaces are well used although the larger car parks operate at around 20% under capacity during the week.
- 8.13 The current public off street car parking provision is summarised in table 8.1.

Table 8.1: Existing Public Car Parking in Beeston Town Centre

Location	Type	Blue Badge	Short Stay	Long Stay	Total Spaces
Foster Avenue	Short Stay	6	38	0	44
Derby St (South)	Short Stay	5	68	0	68
City Road (North)	Short Stay	2	18	0	20
City Road (South)	Short Stay	0	14	0	14
Regent Street	Short Stay	2	13	0	15
Multi-storey	Long Stay	11	0	540	551
Albion Street	Long Stay	2	0	25	27
Derby Street (Middle)	Long Stay	2	0	19	21
Middle Street	Long Stay	1	0	9	10
Sainsbury's North	Short Stay		175	0	175
Sainsbury's South	Short Stay		200	0	200
Weekday Total	Public	31	520	593	1145
Devonshire Avenue	Long Stay	3	0	88	91

Foster Avenue Council Car Park	Long Stay	3	0	61	64
Saturday Total		37	520	742	1300

8.14 There are some on-street car parking spaces available in the town centre and Chilwell Road. In January 2006 on street car parking was removed from Broadgate and High Road, with the exception of 2 blue badge spaces adjacent to Broadgate Park. Some of the lost spaces are due to be replaced along Regent Street. As well as Regent Street there are many on street car parking spaces on Chilwell Road and sporadic spaces along Wollaton Road, Station Road, Devonshire Avenue and residents parking along Derby Street. On street car parking is generally limited to duration of 30 to 180 minutes for the public.

Future Car Parking Provision

8.15 The aspirations for town centre car parking are as follows:

- Provide a range of larger car parks along main movement corridors into the town centre to avoid unnecessary traffic circulation associated with small randomly located car parks.
- Introduce variable message signing (VMS) that will indicate available car parking and direct traffic to available spaces from key arrival points to the town centre.
- Provide a balance between long and short stay parking
- Establish legible, secure and high quality walking routes from car parks to the shopping area

8.16 Whilst there is greater emphasis on sustainable access to and from the town centre such as walking, cycling and public transport, in order to sustain the economic and social activity within the town centre it is important that an appropriate level of car parking is provided in key locations.

8.17 One of the major development sites within the town centre is The Square, currently occupied by the shopping centre to the north, the existing bus station, multi storey car park and fire station. The fire station is to relocate to alternative premises and the bus station is moving to an on-street interchange with the tram along Styring Street.

- 8.18 The current NET proposals are for a tram interchange along Styring Street. This, along with the proposed redevelopment of The Square suggests that the retention of an access to a similar size car park would be inappropriate and have an adverse impact on highway capacity and safety as well as public transport operation. The multi storey car park is, therefore, to be demolished which will accommodate the new bus and tram corridor/interchange along Styring Street and maximise the development potential of the remainder of the site. However, some replacement car parking will be required as part of The Square redevelopment.
- 8.19 Some of the smaller car parks within the town centre that are hidden behind the High Road are not overlooked and access to them poses conflicts with other vehicles and pedestrians. The City Road south and Derby Street south car parks are proposed for residential development as part of the Masterplan.
- 8.20 An alternative short stay car park is proposed off Regent Street that will accommodate in part the spaces lost as a result of the closure of Derby Street car park. This will ensure that there is adequate car parking available to support the east end of High Road and Broadgate.
- 8.21 Introducing variable message signing to direct vehicles to car parking spaces will help to solve traffic management issues and avoid unnecessary circulating traffic.
- 8.22 The anticipated future parking provision is expected to be of a similar order to the existing, taking into account parking provided through new developments. In particular, the Council will expect to see a minimum of 350 spaces provided to replace the present multi-storey car park within the Square redevelopment or in close proximity. The figure of 350 is based on various assumptions and therefore the Council may wish to reassess the requirements subject to the phasing and implementation of future developments.

TRAFFIC AND HIGHWAY STRATEGY

- 8.31 Figure 8.3 identifies the highway changes within the town centre following implementation of the preferred development options and NET Phase 2. These options have been discussed with the local highway authority (Nottinghamshire County Council) and the NET team to ensure they are feasible and acceptable in highway terms.

Traffic Proposals

- 8.32 The implementation of NET Phase 2 predicts that through traffic in Beeston will reduce or divert to Queens Road, thereby avoiding Middle Street and Regent Street and High Road. Therefore this creates the opportunity to downgrade

Regent Street and High Road to provide greater priority for pedestrians and buses.

- 8.33 The extension of the High Road pedestrianisation involves the closure of City Road and Derby Street to traffic at junctions with High Road. Derby Street is to be opened up at the Albion Street end to allow access to existing and proposed residential and High Road business car parks. City Road would be maintained for southbound traffic only (south of Portland Street) and pedestrianised north of Portland Street. Willoughby Street would be opened at its southern end to connect with Clifton Street (south) for one-way northbound traffic, to provide access to Portland Street. This would simplify traffic movements and minimise conflicts with trams along Middle Street. Some blue badge surface car parking would be provided off City Road on the existing surface car park to provide ease of access for the mobility impaired to the shopping core.
- 8.34 The traffic signals at the High Road / Regent Street junction would be removed and replaced with a pedestrian crossing shown indicatively in Figure 8.4.
- 8.35 The highway layout along Middle Street and Station Road is as proposed by NET and Tesco although some remodelling may be required to incorporate changes in traffic flow as a result of The Square proposals, specifically the closure of the multi-storey car park and the changes in traffic distribution at this junction that may occur.
- 8.36 Pedestrian crossing at Middle Street / Church Street is to be upgraded to a Toucan crossing to incorporate a new cycle route proposed along Dovecote Lane and Church Street.
- 8.37 Middle Street, between Church Street and Chilwell Road would be maintained as two-way and, where space permits, for the presence of on street car parking and / or bus layover spaces. This proposal should not require any widening beyond that already proposed by NET (for a bus lay by). On street car parking spaces would be in the form of a lay-by and should be restricted to blue badge holders only for ease of access to the church.
- 8.38 It is proposed that Station Road, between Middle Street and High Road, will be created as a tree lined boulevard. Additional space will come forward to create this through the redevelopment of The Square and multi storey car park. The aim is to create an attractive pedestrian environment that will encourage shoppers between the High Road, Tesco, The Square redevelopment and the new bus / tram interchange along Styring Street. A pedestrian crossing will be provided across Station Road to allow connectivity between Tesco and The Square. NCT have requested that bus stops on Station Road are provided for existing services although this is not a long term aspiration for the Plan and it is

expected that all bus services will utilise the bus / tram hub following the implementation of the tram and revisions to bus services to complement this.

- 8.39 The existing pedestrian crossing across Station Road at High Road will be enhanced to emphasise the pedestrian route between the two sides of the Town Centre.
- 8.40 A zebra crossing and clear pedestrian walkway across Albion Street through the Sainsbury's south car park will link the car parks at Albion Street with Sainsbury's and Stoney Street through to the Town Centre core along High Road. This route will be enhanced by proposed retail and residential redevelopment opposite Sainsbury's (Villa Street).
- 8.41 Foster Avenue is to be stopped up at its junction with High Road as part of the NET proposals and overall aspirations to create a public space in this location. This is to allow bus and tram priority access from Devonshire Avenue through to Styring Street. The southern end of Foster Avenue is to be included as part of the Town Centre pedestrianisation scheme. Access to Foster Avenue for vehicles will be taken from Commercial Avenue.
- 8.42 Commercial Avenue will become the vehicle access point from Wollaton Road to Foster Avenue to maintain vehicle access to and from residential properties on Foster Avenue, the Town Hall, church and library as well as servicing for The Last Post PH. Access could also be made to the proposed development fronting the Square. Options have been considered for a route through to the Primary School car park and Library from Nuart Street which will then reduce the amount of traffic on Foster Avenue and adjacent to the Town Hall. This is subject to land take through Nuart Road but is a feasible option and should be considered so that a public space can be provided adjacent to the civic uses on Foster Avenue.
- 8.43 Access would be retained to and from Devonshire Avenue with the Council Car Park operating as existing and providing weekend public car parking. This will provide weekend shopper car parking for visitors from Chilwell especially.
- 8.44 The western access to Ellis Grove (off Chilwell Road) will be stopped up to maximise the development potential of the adjacent site and create an access only route to residential dwellings, which will in turn reduce the conflict between residential and industrial uses.
- 8.45 Wilmot Avenue is proposed to be stopped up at the junction with Chilwell Road to accommodate proposed development and also in line with the overall traffic management strategy to reduce HGV traffic along Chilwell Road beyond Holly Lane. Holly Lane could become a single access point for the Myford and surrounding sites subject to a new east / west access road through the northern

section of the Myford Site. The majority of the Chilwell Road development area should be accessed from Queen's Road via Barton Way.

WALKING AND CYCLING STRATEGY

- 8.46 The preferred option is to enhance the existing pedestrian routes and integrate new routes that increase accessibility and permeability through the town centre. New development can provide the opportunity for natural surveillance onto pedestrian routes.
- 8.47 In order to create a sense of arrival into the town centre for pedestrians, the footways along key arrival routes (Station Road, Broadgate, Chilwell Road and Wollaton Road) should be designed to a high standard, reflected in the quality of materials and street furniture. A tree lined boulevard is proposed for Station Road adjacent to The Square redevelopment and Tesco's. Pedestrian links from town centre car parks are to be direct and attractive routes to the core shopping areas.
- 8.48 Existing cycle routes around the perimeter of the town centre between University Boulevard and the railway station and the route from Devonshire Avenue through to Chilwell will remain, as will the routes along Broadgate and Fletcher Road. Within the town centre there will be some changes to simplify cycle accessibility and to take into consideration the proposed NET route.
- 8.49 As part of the NET proposals some off street cycle lanes are provided adjacent to the tram routes. As a result of the proposed strategy to simplify cycle routes and access to and through Beeston, it may become unnecessary for NET to provide off street cycle routes in other locations such as Middle Street.

Cycle routes in and around the town centre will be:

- Broadgate – on street cycle lanes as existing
- High Road between Station Road and Broadgate - as existing
- Church Street / Dovecote Lane / Barton Street to railway station – aided by Toucan crossings at Queens Road and Middle Street – signed advisory route.
- Fletcher Road through Broadgate Park to High Road
- Middle Street between Church Street and High Road continuing across High Road to Devonshire Avenue – cycle lanes on street with incorporated advanced stop lines at the junction with High Road.
- Signed cycle route to Foster Avenue from either Nuart Street or Commercial Avenue – route to access library, Town Hall etc.
- Cycle link between Foster Avenue and Devonshire Avenue if possible.
- Simplify cycle routes along Middle Street between Church Street and Humber Road cycle parking

Cycle Parking

8.50 Covered cycle parking is to be included as part of the public realm improvements and a continuous modern theme is aspired for. Clear signage as part of the strategy is vital to encourage the use of cycle routes.

Recommendations for cycle parking locations are as follows (some already existing):

- High Road / Broadgate Park (minimum 10 stands).
- High Road / City Road / Regent Street – covered parking at eastern end of pedestrianised area (minimum 10 stands).
- Sainsbury's (minimum 5 stands)
- Tesco (minimum 5 stands)
- Northern end of Church Street adjacent to new public open space in front of Baptist Church (minimum 6 stands).
- Foster Avenue at northern end of proposed pedestrianisation (minimum 5 stands)
- Railway Station (minimum 15 stands)

PREFERRED OPTION FOR PUBLIC TRANSPORT STRATEGY

8.51 The public transport strategy has concentrated on the location and design of a new bus and tram interchange along Styring Street and identifying other key bus stops in the town centre such as Station Road and High Road. However, the stops indicated adjacent to The Square on Station Road are indicative only and have been shown at the request of Nottingham City Transport as their service 13 is required to use these stops instead of Styring Street. It is expected that this service will be subject to change and may in the future (following the implementation of the tram) transfer to Styring Street.

8.52 The extension of NET through Beeston will encourage the use of public transport especially from the east and west and maximise sustainable access to the town centre.

8.53 The design of the bus and tram interchange should be consistent to provide equal precedence to the bus and tram. A central information point highlighting the facilities in Beeston would be beneficial as would real time information for both the bus and tram services.

8.54 The design will incorporate dual running of bus and tram on the same route with a central tram stop and six bus stop bays. Pedestrian crossing points are shown to aid pedestrians across the bus and tram route. This design creates the

potential for new functional public space and maximises the adjacent development area.

- 8.55 A Beeston railway station Accessibility Study has been commissioned by Nottinghamshire County Council to address the issues regarding access to and from the railway station. The proposals put forward as a result of this study are expected to maximise pedestrian, cycle and bus access to the railway station.

Taxi Provision

- 8.56 It is proposed to use Church Street to provide a taxi rank that lies adjacent to the bus and tram interchange. In addition, there could be the facility for taxis to drop off along High Road adjacent to Broadgate Park as well as within the Sainsbury's and Tesco's car parks.

PUBLIC REALM IMPROVEMENTS

- 9.1 It has been identified that the quality of public spaces and gateways in the town centre needs to be improved to create a more attractive and inviting centre. Much of this will be delivered through redevelopment and construction of high quality buildings. However, the change presented by the introduction of the tram and the redevelopment of key town centre sites opens up opportunities to create an enhanced public realm.
- 9.2 There are two key green open spaces in the town centre and they are Broadgate Park in the east and land surrounding St John the Baptist Church in the west. However, both these spaces have not in the past been used to their full potential by the public. The recent improvements to Broadgate Park and High Road have opened up the entrance to Broadgate Park through more attractive landscaping and more accessible routes. The plan proposals aim to build on this concept and maximise the use of Broadgate Park for people who live, work and shop in Beeston.
- 9.3 There is a strong need to define the town centre by creating attractive gateways and approaches to the central area. The implementation of mixed use development (retail / office / residential) will provide natural surveillance during the day and night and enhance the vitality of the town centre.

The key principles of the public realm strategy are to:

- Define the eastern and western ends of High Road through better connections into public space
- Create a defined public space and public transport arrival point at The Square
- Maximise the use of Broadgate Park through its integration with the town centre
- Enhance the southern approach to the town centre by creating a high quality tree lined route adjacent to the redeveloped Square Shopping Centre
- Creating a public square outside the Town Hall to create an environment that reflects the building's status

Priority Public Realm Improvements

- 9.4 The following public realm improvements are seen as initial key priorities that will need to be seen in the context of a programme to refurbish the entire length of High Road.

1) The Square/Styring Street Bus and Tram Interchange

- 9.5 Styling Street will become the main arrival point for bus and tram passengers travelling to Beeston. The presence of the redeveloped Square Shopping Centre will enhance this arrival point. Continued footway surfacing and street furniture and landscaping and the creation of a public space in front the church will create an inviting, attractive and modern town centre. This public space will need to be very high quality in the choice of surface materials, street furniture and planting. It will need to be an adaptable and flexible design in order to accommodate a variety of events including regular markets.
- 9.6 A pedestrian link is proposed in between The Square north and south developments. This pedestrian link will connect to a pedestrian crossing on Station Road through to Tesco and the High Road.

2) Station Road/ High Road Crossing

- 9.7 The eastern and western ends of the High Road are connected by a pedestrian crossing across Station Road. Although well used, this crossing can be perceived as a barrier between the two core shopping areas of The Square and the High Road. As part of the public realm strategy it is proposed to unify the pedestrian area with surfacing that reflects the rest of High Road and Broadgate and continues the theme across Station Road to enhance the pedestrian route and link The Square and the High Road.

3) Eastern Extension of High Road Pedestrian Area

- 9.8 This is one of the key arrival points for pedestrians and cyclists into the town centre. There is currently an on street cycle route on either side of Broadgate that continues west through the High Road.
- 9.9 The proposals to extend the pedestrianisation of High Road up to Regent Street will enhance the appearance of the area and assist in integrating the east and west sections of the High Road. This would remove the need for a full signalised junction and the pedestrian crossing facilities can be improved with surface treatment through the crossing and a simple signalled crossing.

Other Public Realm Opportunities

a) Town Hall Square

The north end of Foster Avenue is a key civic area with the Town Hall, Council Offices and library all accessible from Foster Avenue. In addition Round Hill Primary School is currently accessed from Foster Avenue, although future aspirations are that vehicle access to the school is from Glebe Street and / or Nuart Street.

The closure of Foster Avenue at the southern end will enhance the pedestrian links between the town centre and civic space. The redevelopment of Foster Avenue car park and adjacent buildings will define this edge of the town centre. Vehicle access is needed for residents of Foster Avenue and some businesses and it would therefore be unachievable to restrict traffic altogether. Accordingly, access to the car park and access to Foster Avenue will be taken from a new route via Commercial Avenue.

The ideal is for the creation of a public space adjacent to the library and Town Hall maximising existing landscaping and improving the streetscape as appropriate to surrounding uses. The introduction of public art in this location could create a sense of place as could an art feature undertaken by pupils of Round Hill School (such as a colourful mural).

b) Sainsbury's link

There is a need to provide an improved pedestrian connection between the proposed car park on Albion Street and the High Road. It is proposed that this provides a direct route across Sainsbury's car park, alongside Sainsbury's to Stoney Street.

c) Link between transport interchange and Tesco's

It is proposed to have a direct pedestrian route between the proposed new Styring Street transport interchange and Tesco's. This will be an important desire line and will also encourage shoppers to consider using public transport rather than only driving to the store.

d) Station Road

It is proposed to have a tree lined boulevard into the town centre on Station Road between the proposed new Tesco's and The Square development. This will help to both screen Tesco's car park and the service/parking entrances into The Square. It will also help to give an improved impression of the town centre.

e) Church Street

Historically Church Street was connected to the town centre. It is proposed to re-establish this connection as a footpath/cycle route through the redevelopment of the existing Square shopping centre. This will enable both a view and desire line to the Styring Street transport interchange.

f) St John the Baptist Church

St John the Baptist Church grounds are an important green space within the town centre. The redevelopment of The Square and the relocation of the Wilkinsons and Argos block will open up views of the church. This space will provide an opportunity to provide a quiet seating area in contrast to the creation of a more vibrant urban square as part of the proposed transport interchange.

g) Broadgate Recreational Ground

Broadgate Park itself will be enhanced through appropriate planting of trees and flowers to brighten up its appearance and increase its use as a public space and children's play area. Pedestrian and cycle links are to be more defined through the park and lighting increased where necessary to improve safety in the dark.

The entrance to Broadgate Park has recently been improved through landscaping and an improved accessible environment with modern street furniture.

The public realm theme adopted by the recent Broadgate scheme is to be continued through the High Road, including the extension of the pedestrianised area to create a modern shopping street with reduced street clutter.

Materials and Street Furniture

- 9.10 Beeston has many mature trees through the High Road, Broadgate Park and Church Street that will hopefully be retained and, where possible, new trees of similar appearance will be planted in prominent places such as along Styring Street and Station Road to complement the existing environment.
- 9.11 The materials used in the Broadgate scheme could be continued through the High Road and into The Square to create a modern town centre public realm that reflects the new development. In order to reduce street clutter some street furniture and landscaping can be combined such as providing circular seating around trees. Barriers and bollards should only be implemented where vital to maintain traffic management and safety. Cycle parking locations should be created at key locations on the High Road and The Square to prevent the use of street furniture as alternative cycle stands.

The Role of Public Art

- 9.12 The existing public art in Beeston is the Beehive / Seating statue on High Road and the redundant water fountain in The Square. The Beehive / Seating statue

is a fun and quirky piece of public art that should be retained, although there are views that this should be relocated to a more prominent location than is presently the case. The fountain in The Square could be replaced with a more modern, simple water feature and landscaping when The Square is redeveloped.

- 9.13 Public art can be introduced within The Square shopping centre and adjacent bus and tram hub. In addition, a central location for public art is the proposed civic space adjacent to the library and Town Hall.

DELIVERY AND IMPLEMENTATION

BEESTON TOWN CENTRE – DELIVERING THE VISION

- 10.1 This final chapter sets out the mechanisms for delivering the vision for Beeston Town Centre over the next 15 years. The Plan will provide a planning and design framework upon which to assess development proposals as they come forward.
- 10.2 The proposals contained within this document provide flexibility in terms of land use and design in order to accommodate changing market conditions during the period of the Plan. It will therefore require regular review. It does however provide clear development and design parameters and an over arching regeneration strategy to which future development should conform. It will consequently aid and inform development control decisions during its lifetime.
- 10.3 The Plan sets out proposals for redevelopment and improvement for Beeston Town Centre that can reasonably be achieved during its plan period (2007 - 2022). The proposals represent an ambitious programme of investment and development that will radically change and improve the town centre environment and experience. Delivering all of the proposals within the next fifteen years will be a major challenge for the town. The positive decision to proceed with the NET proposals will provide the impetus to ensure the delivery of key projects and in particular the redevelopment of The Square shopping centre.
- 10.4 The process of renewal and regeneration for the whole of the town centre can not be expected during the life of the Plan. There are additional areas that would benefit from improvement and redevelopment within the boundary but that are not expected to be feasible during this time. For instance, the area bounded by Cross Street, Villa Street and Vernon Avenue would benefit from regeneration, investment and possibly partial redevelopment. Certainly the long term regeneration of these areas would add to the quality of the centre and improve the northern gateway into the town. However, the regeneration of these areas is not considered to be realistic within the next fifteen years. Furthermore, other strategic developments are considered to have a higher priority during this time because of the wider benefits that they bring to the town centre.
- 10.5 It is also possible that landowners and developers will bring forward proposals for sites not identified in the Plan. Clearly in such situations planning applications will need to be considered on their merits and assessed against the agreed strategic aims and vision for the town centre.

THE ROLE OF THE PUBLIC SECTOR

- 10.6 Ultimately it will be the private development industry that will deliver the Plan's development proposals. The role of the public sector will be to enable and encourage this development.
- 10.7 The Borough Council will take the lead in delivering the strategy through its statutory duties and as part of its promotional activity for the borough and Beeston town centre. The statutory planning process for instance will be a key instrument in delivering the proposals.
- 10.8 The Council will also seek support from external partners such as Nottinghamshire County Council, GNP and Nottingham Regeneration Ltd in undertaking marketing activities as well as assisting with the delivery of projects and funding of technical support, including consultancy advice where appropriate.
- 10.9 The Borough Council has also significant land holdings in the town centre which could be utilised in bringing forward development proposals.
- 10.10 Substantial involvement will be required from the public sector in the following key projects:
- NET implementation
 - The Square redevelopment including Foster Avenue to Wollaton Road
 - Car parking strategy
 - Public realm improvements
- 10.11 Outside of these key projects the development proposals are relatively small scale and can readily be brought forward by land owners and developers.

Capital Investment

- 10.12 Given the limited availability of public funds for development and regeneration capital projects, the emphasis will be upon the private development industry to deliver the projects. The Borough Council and its partners can play an important role in creating an environment that is attractive to investment through pump priming activity such as investment in the public realm, and being clear that the public sector will use its statutory powers to help enable development.
- 10.13 Section 106 planning agreements will be a key source of funding for regeneration projects. As part of the planning application process planning permissions can require financial and other contributions to be paid by landowners/developers to off-set the impact of development. Typical requirements for significant developments are contributions to improvements in

public transport services, highway improvements or enhanced cycling infrastructure. Section 106 agreements can also require financial contributions to programmes of public investment including the public realm.

- 10.14 The Council will also be prepared to use compulsory purchase powers where necessary to achieve the aims of the Plan, particularly with regard to the redevelopment at The Square.
- 10.15 The Council has property interests in the town centre which represent a substantial opportunity to help drive and deliver the proposals. The Council's ownership of The Square shopping centre will be vital in shaping that particular development, irrespective of whether the Council retains or disposes of its long term interest in the centre.
- 10.16 The Plan also includes proposals for the development of small council land holdings including the rationalisation of smaller car parks within the town centre. The disposal of these interests would generate capital that potentially could enable other town centre projects and in particular investment in the public realm.
- 10.17 Council land interests also provide opportunity to exert substantial influence over development beyond the planning process. This can be used to secure higher design standards with respect to the form and quality of development. The development of publicly owned land therefore provides an additional mechanism to enforce a higher level of control over development.

DEVELOPMENT BRIEFS

- 10.18 Where sites involve Council or other public sector property, the production of development briefs will be undertaken to ensure high quality schemes are produced. Development briefs will include the same information as planning briefs (including planning history and relevant planning policy, site details, ownership, physical issues (such as access and design guidance) and also provide information relating to key requirements upon site disposal that provide the ability to secure the aspired quality of development. Development briefs will additionally include information with regard to proposed site assembly (where appropriate), the design brief, implementation programme, development agreement process related to disposal of site, preferred developer, role of public sector interest and the selection process. These development briefs therefore will set out the terms of the disposal and the key requirements of the developer and the development. These conditions can be embodied in a development agreement that is legally binding. In this way the landowner can dictate the minimum requirements conditional upon the site disposal. It is also possible that a land/legal interest is retained in the site and development.

MANAGEMENT AND MAINTENANCE

- 10.19 It is essential that investments in the public realm provide long term benefits. This can only be achieved by a combination of good design specification (materials should be robust as well as easily maintained) and a well resourced and planned maintenance programme. The public realm comprises the streets including frontages, market, car parks and all public spaces. A management and maintenance strategy will be prepared. This will include the management and maintenance structures, operational (cleansing, repair and replacement, emergency works) regime and design specification of materials.
- 10.20 Design and specification is crucial in creating a quality environment and thereafter maintaining the quality of impact without creating a heavy and unsustainable burden in terms of the operational maintenance costs. Investment needs to be robust and resistant to vandalism. Effective cleansing is key to maintaining the feel of quality and in providing an enduring impact.
- 10.21 Additionally, the quality of shop fronts has a major influence on the overall feel for the quality of the street. The Council encourages opportunities for 'face lift' initiatives by providing grants for the improvement of the external appearance and condition of property. This initiative could be targeted on particular parts of the centre. This could in future be part funded from capital receipts generated through disposal of small Council owned property as discussed above.

THE SQUARE

- 10.22 This is the key development that will enable significant change, growth and improvement in the town centre.
- 10.23 The Square will provide the key opportunity in driving forward the town's retail offer which is fundamental to the long term viability of the town centre. The Square has also the potential to accommodate residential, office and leisure uses, thereby creating a vibrant mix of uses that will add significantly to the vitality of the town centre. With the introduction of the NET and a new bus station, The Square will also serve as the central public transport hub.
- 10.24 The proposed uses for The Square are not prescriptive, allowing for changing market conditions during the life of the Plan and the developmental stage of the project. The scheme should include for cafes and restaurants to provide vitality and interest outside of shopping hours. Leisure uses such as a fitness centre/club could also be feasible within the scheme.
- 10.25 Currently the residential market is strong and, provided suitable car parking can be provided within (or at least nearby) the development, then the scheme is likely to include housing which will provide night time activity and natural

surveillance over the shopping streets. The market for offices is not strong in Beeston but this may change particularly with the advent of NET and in principle would be an acceptable use within a mixed use scheme.

- 10.26 A significant proportion of retail provision may be taken up by accommodating existing stores within the new Square development in order to maintain the presence of major footfall generators.
- 10.27 Phasing of the development should be co-ordinated with the implementation of the NET scheme. The NET project timetable currently envisages that construction could start in 2011 with NET services operating from 2014.
- 10.28 The Square will require a substantial period of pre-development work prior to anything happening on site. This pre-development period will involve identification of a developer partner, detailed feasibility and design, negotiation with third party interests, marketing and identification of anchor retailers, submission and approval of planning applications and construction procurement. It is envisaged that this will take a period of at least two years allowing a possible start on site during 2010. Close liaison with the NET provider will be a key requirement in co-ordinating on site works and indeed providing a complementary design.
- 10.29 The construction period would need to follow a phased approach that would be likely to commence with the demolition of the bus station and car park allowing alternative units to be constructed for those that need relocation. However it will be important to have in place alternative parking arrangements during this period.

FOSTER AVENUE AND THE HIGH ROAD

- 10.30 The retail frontage between Foster Avenue up to and including the HSBC building could be redeveloped to provide a more inspiring setting for the public areas on High Road. This development would involve the acquisition of private businesses and land interests fronting High Road. Alternatively this could partly be achieved through external and internal refurbishments including new shop fronts. The buildings do have architectural merit but much is lost due to harsh pigeon protection measures and insensitive shop fascias.
- 10.31 The Plan also identifies the need to address the poor impression made by Nos. 14 to 16 High Road currently occupied by 'Clinton Cards'. This building dominates the gateway view from Wollaton Road heading south. Ideally this property should be redeveloped. The adjoining property (No. 12) is a quality building ('Orange' phone shop). Unfortunately it may be impracticable to demolish Nos. 14 to 16 whilst retaining No. 12.

10.32 An alternative solution, if redevelopment does not take place, would be to 'dress' the upper stories of the building with high impression advertising or public art. This will be encouraged through the town centre management initiatives.

THE SQUARE WITHOUT NET

10.33 At the time of writing, consideration must be given to a scenario whereby NET is not implemented due to funding or other reasons. The Square development is not physically or financially dependent upon NET. Indeed, if Styring Street was made a bus only corridor, then the footprint of The Square could be expanded.

10.34 A clear implication of NET not being implemented is the potential increased demand for car parking as the NET will encourage a modal shift from car usage.

SAINSBURY'S DEVELOPMENT AREA

10.35 The key project within this area is the site north of Albion Street and the creation of a welcoming and attractive pedestrian route between that site and High Road via the Sainsbury's store.

10.36 This site is one of a number of potential sites in the town centre that could provide additional public car parking through an extra deck. This would require agreement with the landowners.

10.37 The pedestrian route through the Sainsbury's site would benefit from enhancement, including opportunities to introduce smaller units along the route. This would help draw shoppers down to High Road.

10.38 The opportunity to extend the Sainsbury's store in conjunction with these improvements could also be considered.

10.39 At the northern end of Derby Street, the existing long stay car park is proposed for residential development. Resident parking can be retained on Derby Street but may be relocated.

NORTHERN APPROACH

10.40 The northern approach has been described in earlier sections as providing a poor impression and gateway to the town centre. During the lifetime of the Plan it is anticipated that there will be opportunities to improve the gateway to complement the proposed Lidl development. The Anglo Scotian Mills development that is currently under construction may act as the catalyst for additional mixed use development.

- 10.41 The area includes a number of potential redevelopment opportunities including the two storey development on the north-east corner of Albion Street and Wollaton Road. This is a poorly designed building, particularly given the impressive back drop provided by the Mills. However, existing businesses appear to be functioning satisfactorily and residential use on upper floors would be required to make any redevelopment financially feasible.

EASTERN APPROACH

- 10.42 There are no large scale development proposals within the 'Eastern Approach'. The key issues relate to improvement of the public realm and movement within the area.

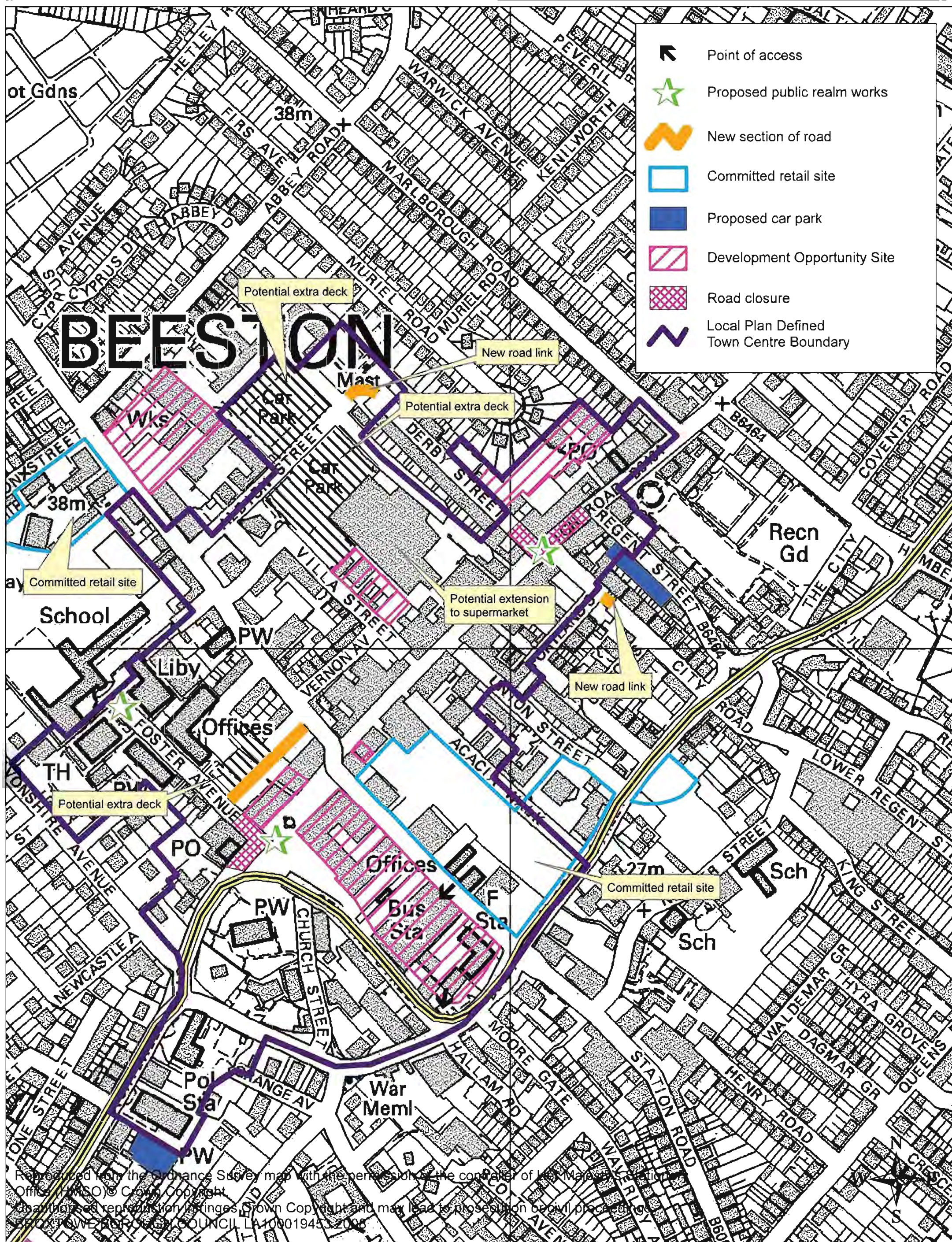
- 10.43 The Plan proposes an extension of the pedestrianisation along the High Road up to Regent Street. This would be undertaken potentially by the County Council in partnership with the Borough Council and possibly GNP.

CHILWELL ROAD

- 10.44 Landowners have previously prepared a Masterplan for the Barton Garage site which was refused planning permission in 2007. This included a significant element of residential and other non employment uses. The refusal of planning permission was about the specific layout shown rather than the principle of a mixed use development and it is expected that a revised application for this area will be submitted during 2008.

MONITORING AND REVIEW

- 10.45 Monitoring is now a requirement and statutory part of the new planning system and will provide a mechanism for review and assessment of the performance of plans and policies comprising the Local Development Framework.
- 10.46 The Plan, along with the other LDF documents, will be monitored through the Council's Annual Monitoring Report.
- 10.47 Appropriate local indicators will be determined for Beeston and these indicators will assess the Plan's performance. This process will ensure that its proposals are monitored regularly and any new circumstances or change in government or regional guidance are considered.



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