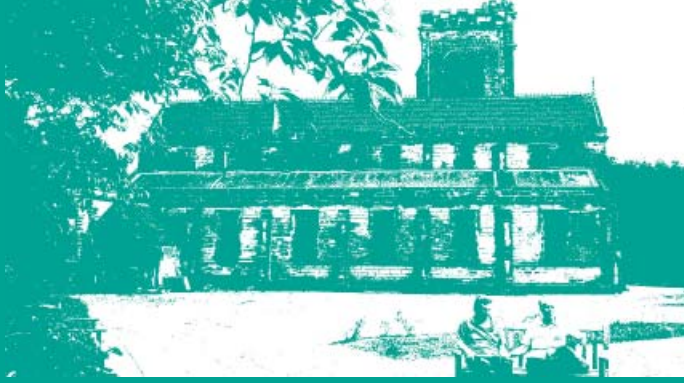




# EXECUTIVE SUMMARY



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- 1.1 Atkins Ltd and Fisher Hargreaves Proctor have been 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 an Area Action Plan (AAP) 2007 – 2022 for the Town Centre as set out in Broxtowe Borough Council's Local Development Scheme. and 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 Preferred Options stage for the AAP and has been prepared following the production of a Baseline Report, Sustainability Scoping Report and Options Assessment. 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 shows that Beeston is not performing as well as it could do. Key issues identified include:
- 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 Area Action Plan involved consultation with the public and key stakeholders through the Issues and Options Consultation as well as feedback from the Client Group 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 a strategic 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 Area Action 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, attractive where people will want to live, work, shop and visit. There will be a wide range of national retailers, local shops, pubs 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 Beeston Town Centre AAP were developed through discussion with the client group and are based on the original aims set out by Broxtowe Borough Council in the AAP study brief. They 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 Area Action 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
- 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 are three potential options for this site that would need to be investigated further as part of a strategic car parking strategy. These options are:

- 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 the majority of these spaces could be accommodated through the redevelopment of the Sainsbury's northern car park for a multi storey car park.

## 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 Masterplan has focused on a site along the side of 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 diversify range of retailers independent (food and non food). 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.

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 underutilisation of available employment floorspace. Masterplan proposals are based upon the improvement of traffic management, specifically employment associated, and options to intensify employment land uses.

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.



Consideration needs to be given to the potential comprehensive redevelopment of this area for predominantly employment uses unless there is overwhelming evidence that a mixed use scheme is vital to enable the regeneration of the area.

### **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 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 Tesco 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 unify the pedestrian area with continuous 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. The proposals show a raised table across High Road to improve the pedestrian environment and reduce vehicle speeds at the crossing.

### 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 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 signalised crossing.

#### Consultation

- 1.15 Consultation has been on-going throughout the study with the Council and its partners. Detailed discussions have taken place with regard to highway, parking and public transport issues with the Council, Nottinghamshire County Council Highways, Nottingham Express Transit and local bus operators. Consultation on development options was undertaken with key land owners and the Council 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.

#### Delivering the Masterplan

- 1.16 Ultimately it will be the private development sector that will deliver many of the AAP'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 park
  - Public realm improvements
- 1.18 Outside of these key projects the development proposals within the AAP are relatively small scale that can readily be brought forward by land owners and developers.



- 1.19 Fisher Hargreaves Proctor have undertaken a detailed financial appraisal for the redevelopment of The Square shopping centre. This concludes 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 enable The Square redevelopment to be achieved quicker. Options are set out in Chapter 10 for the delivery of the new Square including the proposals between Foster Avenue and Wollaton Road.
- 1.20 Recommendations are made for town centre management, marketing, investment in public realm improvements and staffing a project delivery team.

### **Next Steps**

- 1.21 After careful consideration of comments provided on this Preferred Options document, the Town Centre AAP will be finalised and submitted to the Secretary of State. Upon submission of the AAP to the Secretary of State, there will be a further six-week period for representation to be made. Following this an independent Inspector will undertake a public examination. The policies contained within the final document will then form part of the Local Development Framework, and be used by the Council to judge against future planning applications and development proposals for the Town Centre.

