



# BASELINE ANALYSIS

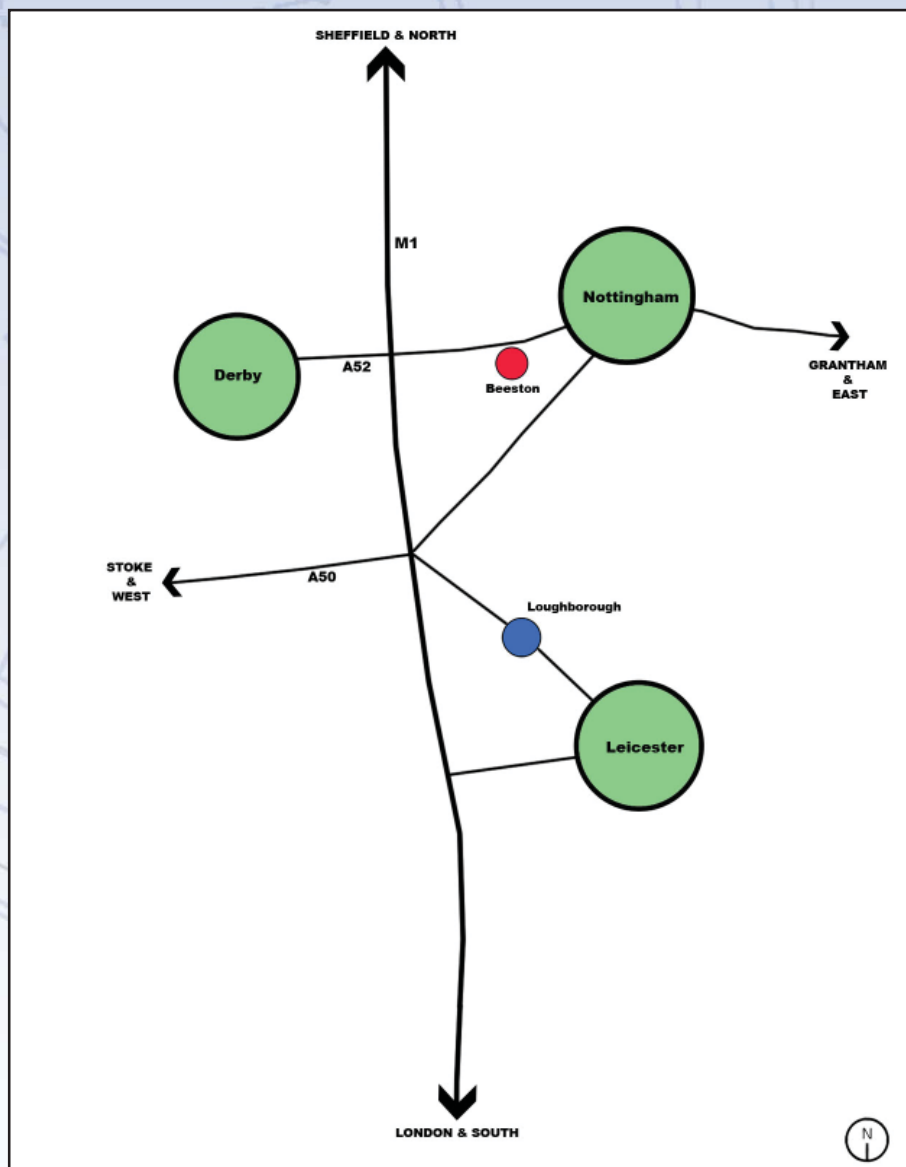


# BASELINE ANALYSIS

- 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 for the Masterplan and AAP is shown in Figure 3.2. The main focus of the Area Action Plan is Beeston Town Centre and the western corridor along Chilwell Road.



► Figure 3.1 - Strategic Context





► Figure 3.2 - Study Area





## HISTORY

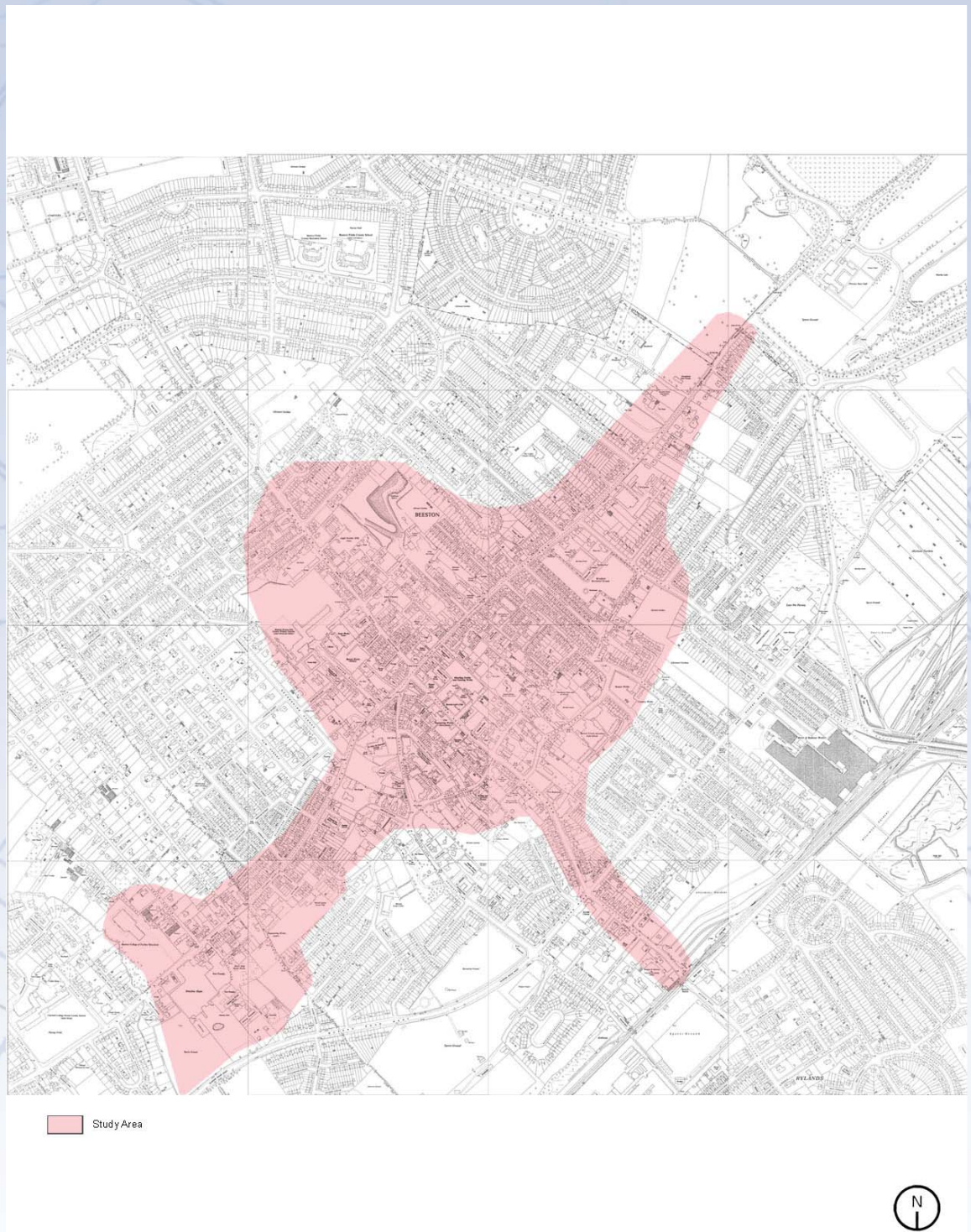
- 3.3 Beeston was historically a favoured settlement due to the presence of naturally growing rye grass near the River Trent to the south of the existing town centre in the area now known as Beeston Rylands.
- 3.4 Before the 16th Century Beeston was an agricultural village. The improvements to roads 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.





► Figure 3.3 - 1890-1901 Historical Map





► Figure 3.4 - 1950-1960 Historical Map

## 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 Area Action Plan for Beeston Town Centre:-

### 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 It is important that the Area Action Plan for Beeston Town Centre 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 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 which 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 are as follows:

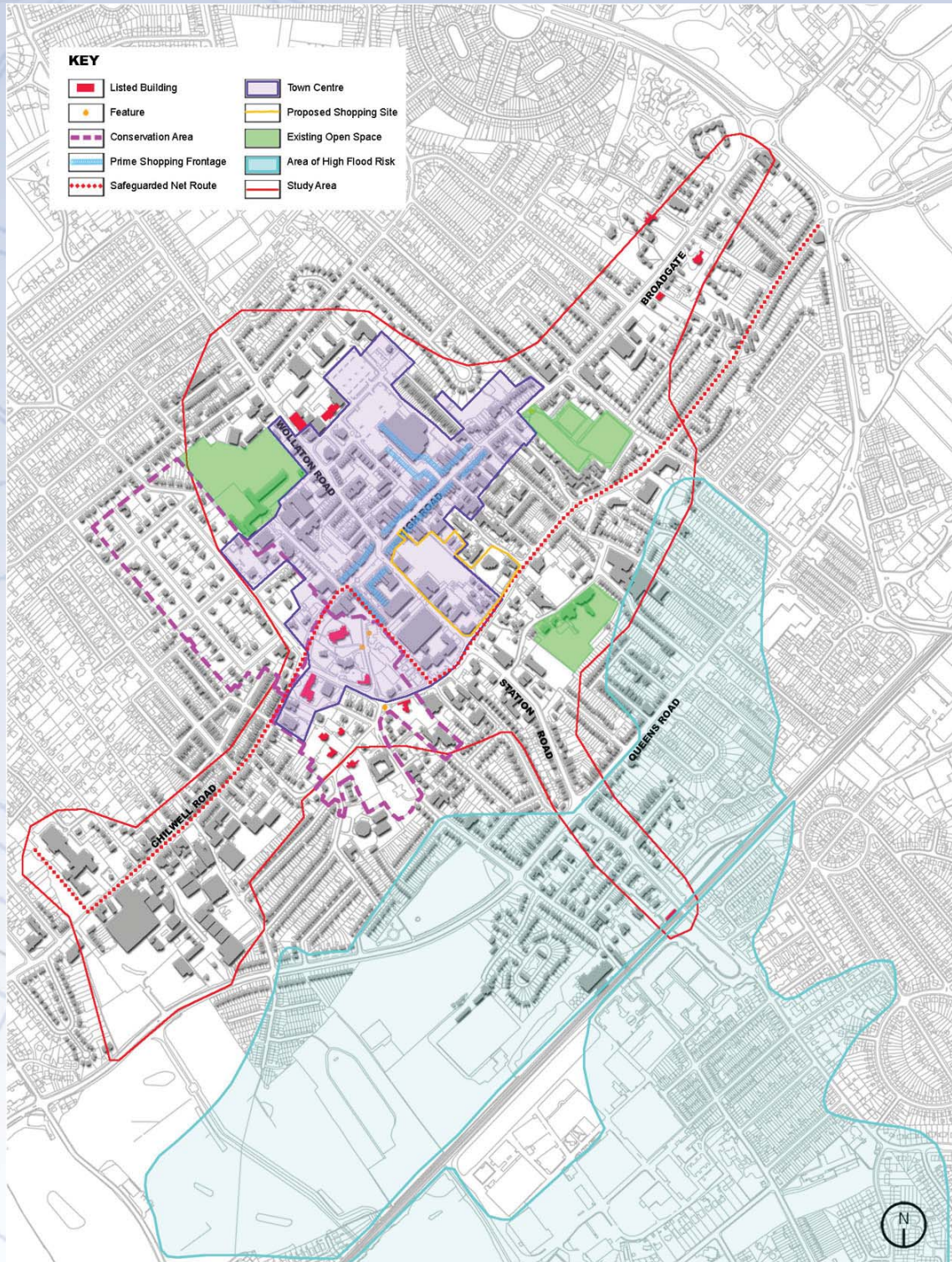
- Continuing to promote each of its four Town Centres which includes Beeston, as a focus for shopping, community and leisure related activities.
- Developments will be expected to add to the attractiveness of the Town Centre by quality of design and by the provision of a range of services to meet the 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, Kimberly 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.



► Figure 3.5 - Planning Constraint plan



### 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.

### SOCIO-ECONOMICS

3.23 The socio-economic review 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. A declining patronage of independent retail outlets and loss of character associated with them and, a heavy reliance on retail for jobs and 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 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 and 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 This report states that the catchment for comparison shopping (non-food) is 150,000 people which is equal 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 59,000 sq ft Tesco store will increase this further. As such the demand for further convenience floorspace is likely to be low. In contrast, the comparison sector provides a focus for future demand given 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 recent Focus report (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.

### Diversity

- 3.29 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.)
- 3.30 The overall floorspace figure has 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.
- 3.31 Uses within the Town Centre are 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**

- 3.32 Due to the proximity of the leisure uses at Clifton Boulevard, initial inquiries to leisure operators for cinema, bowling and bingo uses has not resulted in any interest in such a use locating in Beeston.

### **Residential**

- 3.33 Initial responses from house builders demonstrate the continued health of the housing market with numerous interests expressed. Fisher Hargreaves Proctor has identified three categories of dwelling type and the house builders that have an interest in each. These categories are:

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

### **Employment**

- 3.34 A recent Atkins report (draft report Autumn 2005) has examined Employment Land Supply across the Greater Nottingham area in the context of an employment site in Beeston (Siemens site). The report indicates 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.
- 3.35 Currently Nottingham City Council has commissioned consultants to prepare an employment land study for Greater Nottingham. It would seem that the initial conclusions are that there is a shortage of good employment land west of Nottingham including the district of Broxtowe.





## CONCLUSION

- 3.36 It can be concluded that there is scope in Beeston for a sizeable increase in retail floorspace provision 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 explored as a future aspiration as the Masterplan evolves.
- 3.37 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.
- 3.38 There is scope to increase and redevelop employment uses to some extent within the town centre but should be concentrated on previous employment and industrial land such as in Chilwell Road and the Siemens Site.

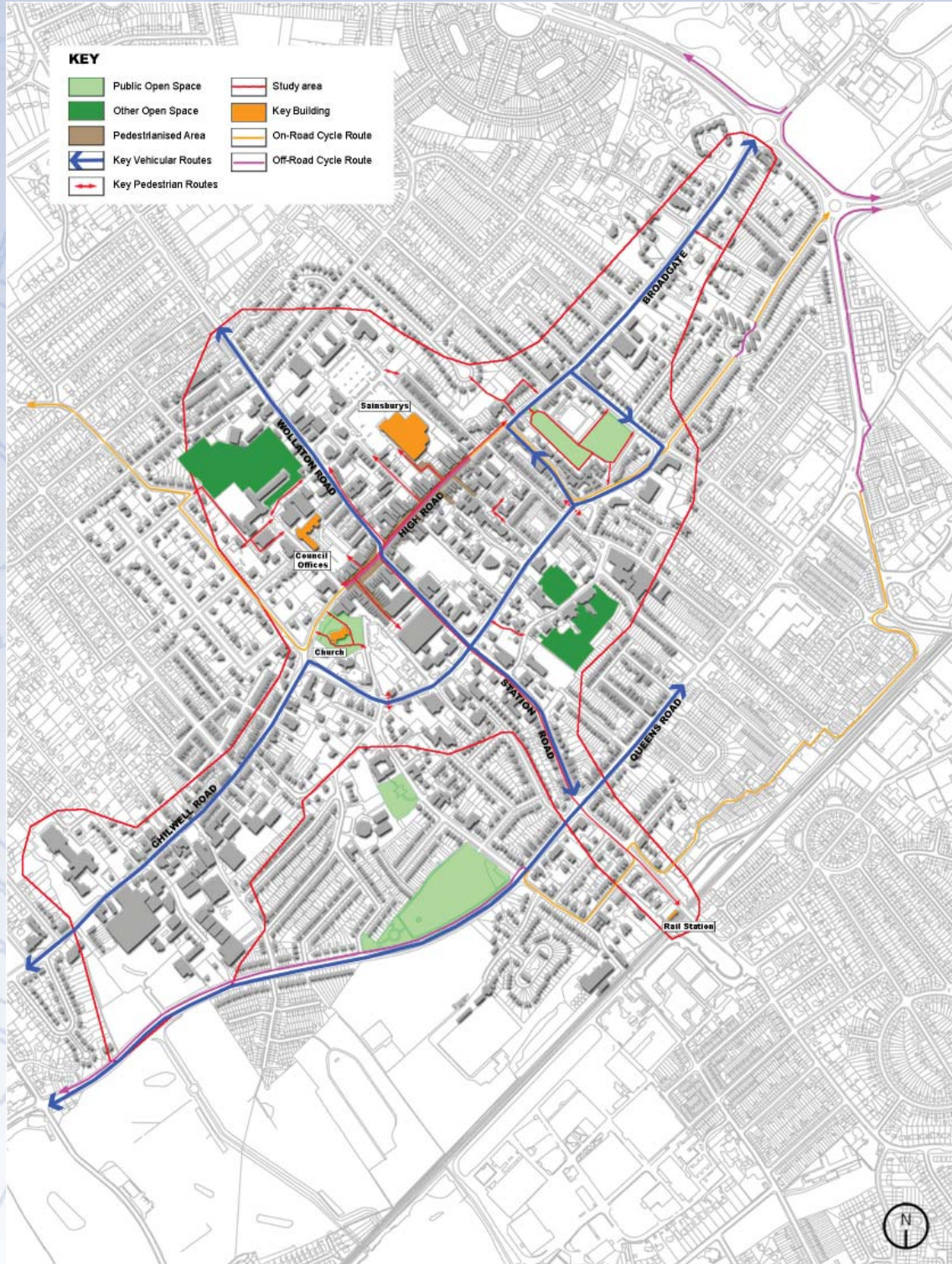
## URBAN DESIGN ANALYSIS

- 3.39 The Baseline Report for Beeston issued in July 2006 examined the study area against the objectives of urban design as stated 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

- 3.40 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, Town Hall is located to the north west of the town centre adjacent to Broxtowe Borough Council Offices 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





► Figure 3.6 - Layout Plan

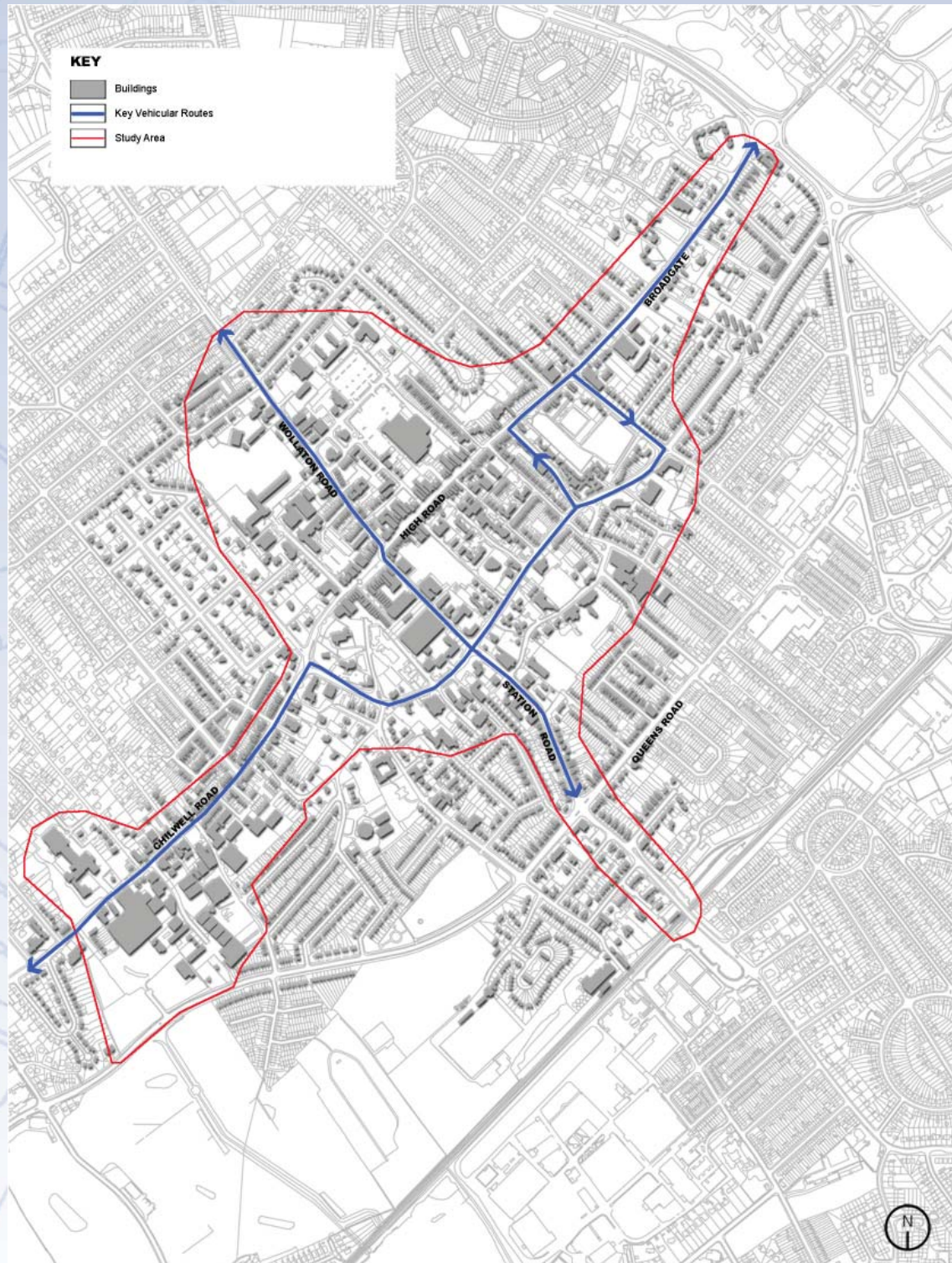


## Density and Mix

3.41 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.





► Figure 3.7 - Density



## Scale

3.42 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



► Multi Storey Car Park: Styring Street



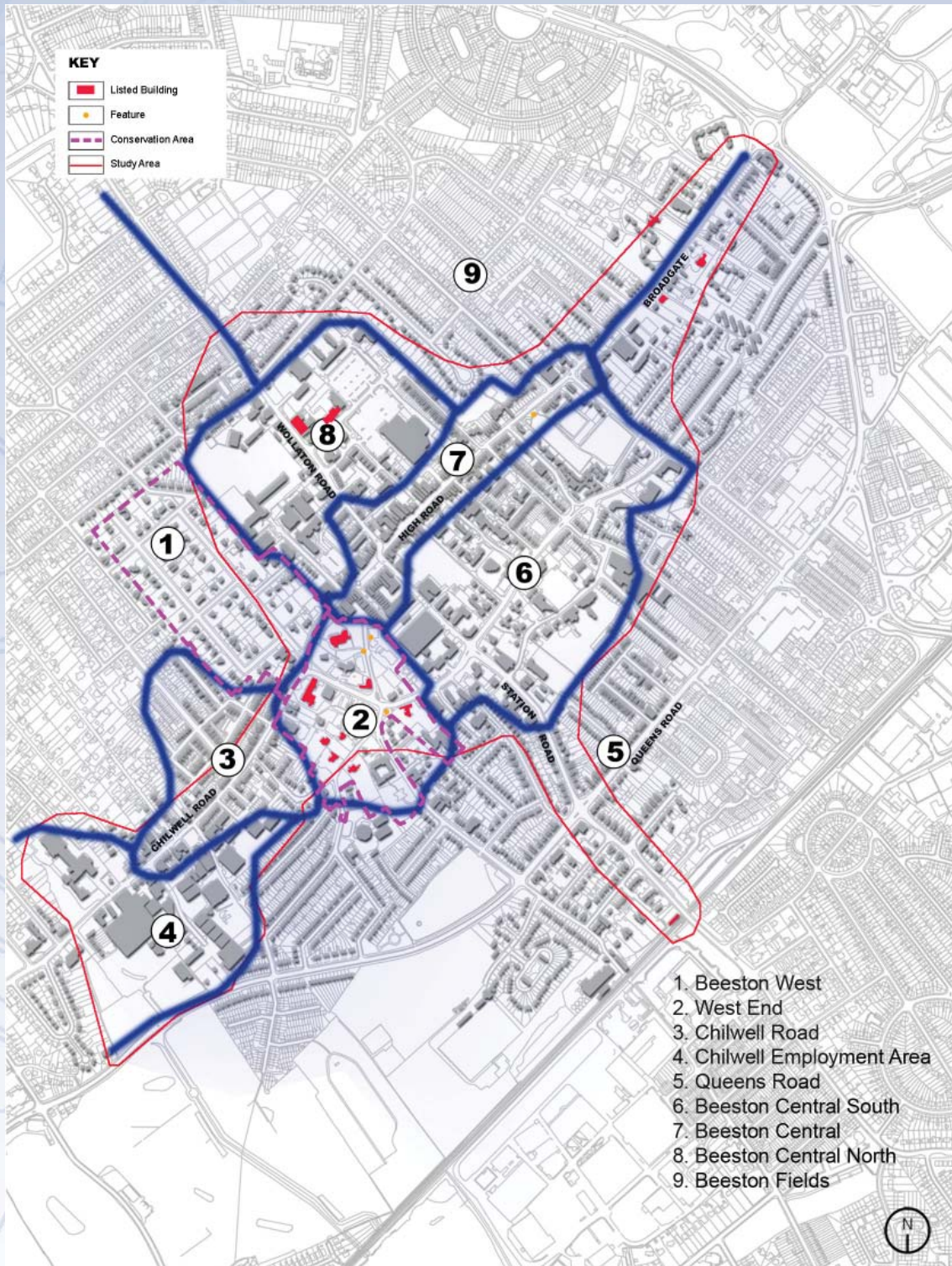
► Sainsbury's store entrance

## Character

3.43 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 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. (Figure 3.8)







► Figure 3.8 - Character Area Plan



### Continuity and Enclosure

3.44 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



► Bus Station



► Middle Street

### Quality of the Public Realm

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

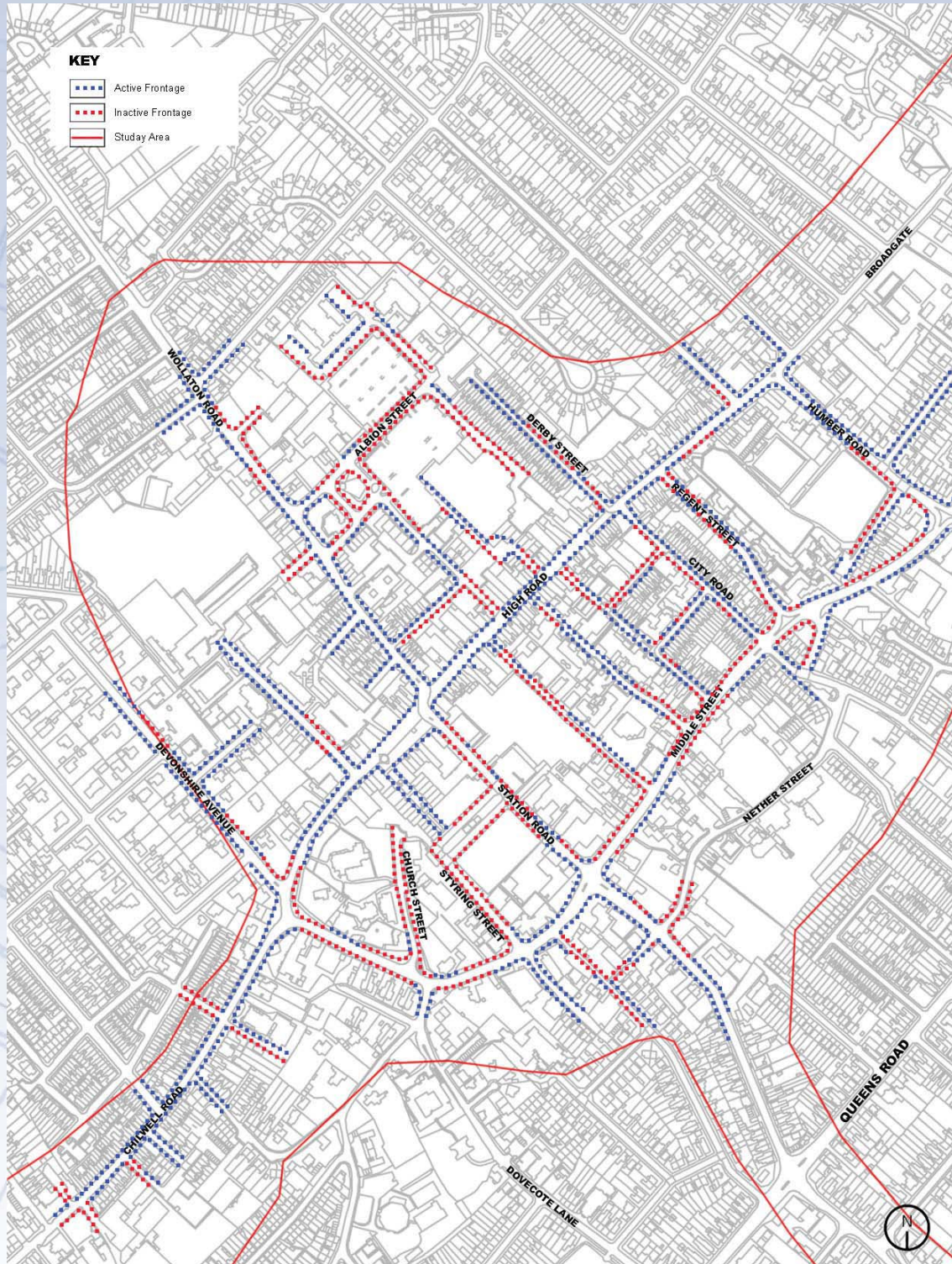
- Broadgate Recreational Ground is the only public green open space within the town centre.
- Recent improvements to the main entrance to Broadgate Recreational Ground have increased its attractiveness and accessibility.



► Recent Improvements to Broadgate Recreational Ground







► Figure 3.9 - Continuity



- 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



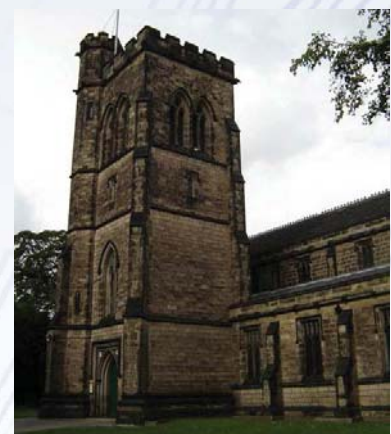
- The connection from The Square across Station Road to High Road needs to be improved giving greater priority to pedestrians



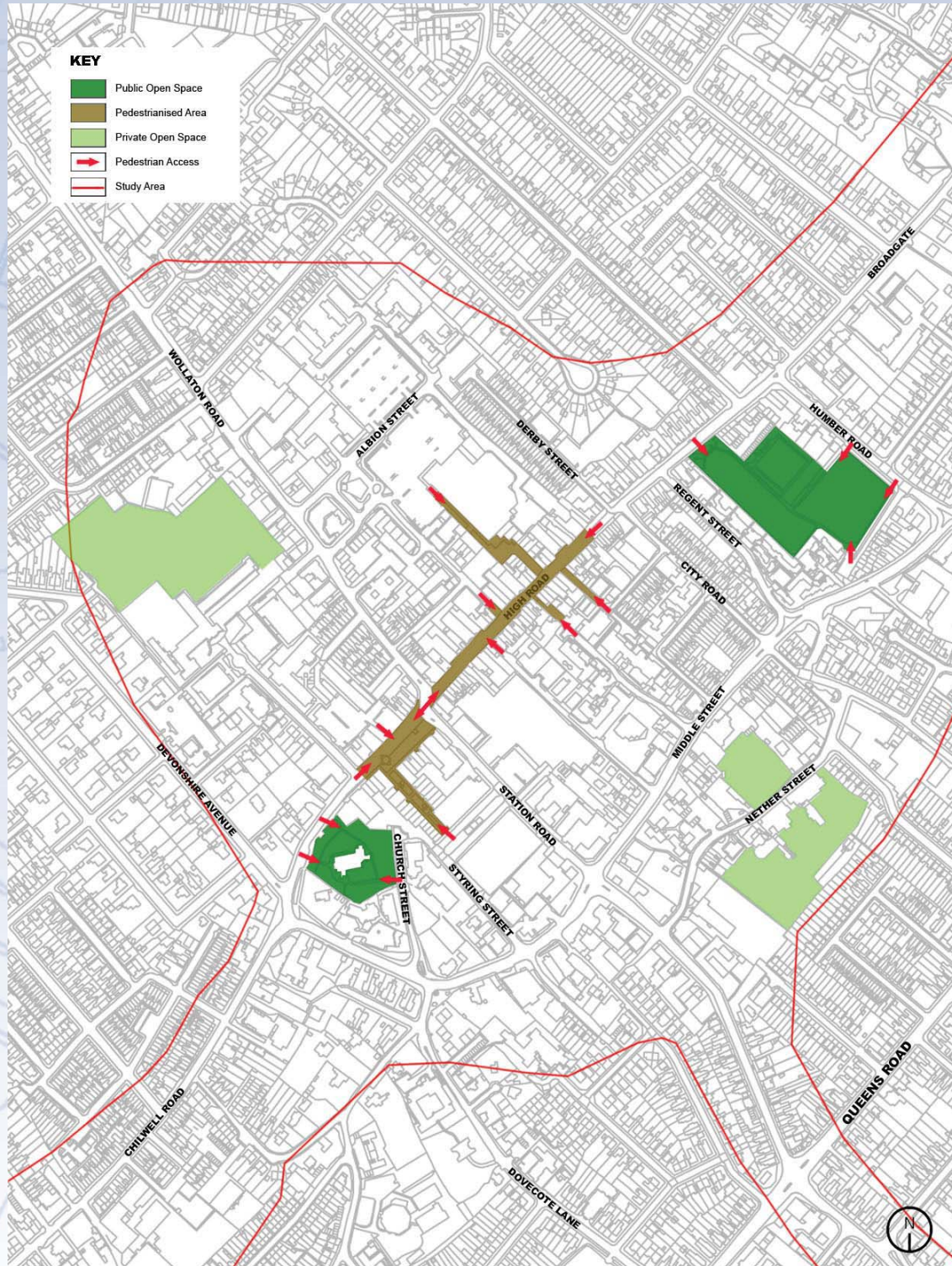
- There is an opportunity to extend the pedestrian area at the eastern end of High Road between Regent Street and Derby Street.



- 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.







► Figure 3.10 - Public Realm



## Ease of Movement

3.46 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 Beeston Town Centre Area Action 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. Consideration should be given to providing additional parking and maximising the use of the new Tesco's Car Park.
- Traffic management in the town centre needs to be improved to ease congestion on the key approaches to the town centre.



► Railway Station



► Bus Station



### **Adaptability**

3.47 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.

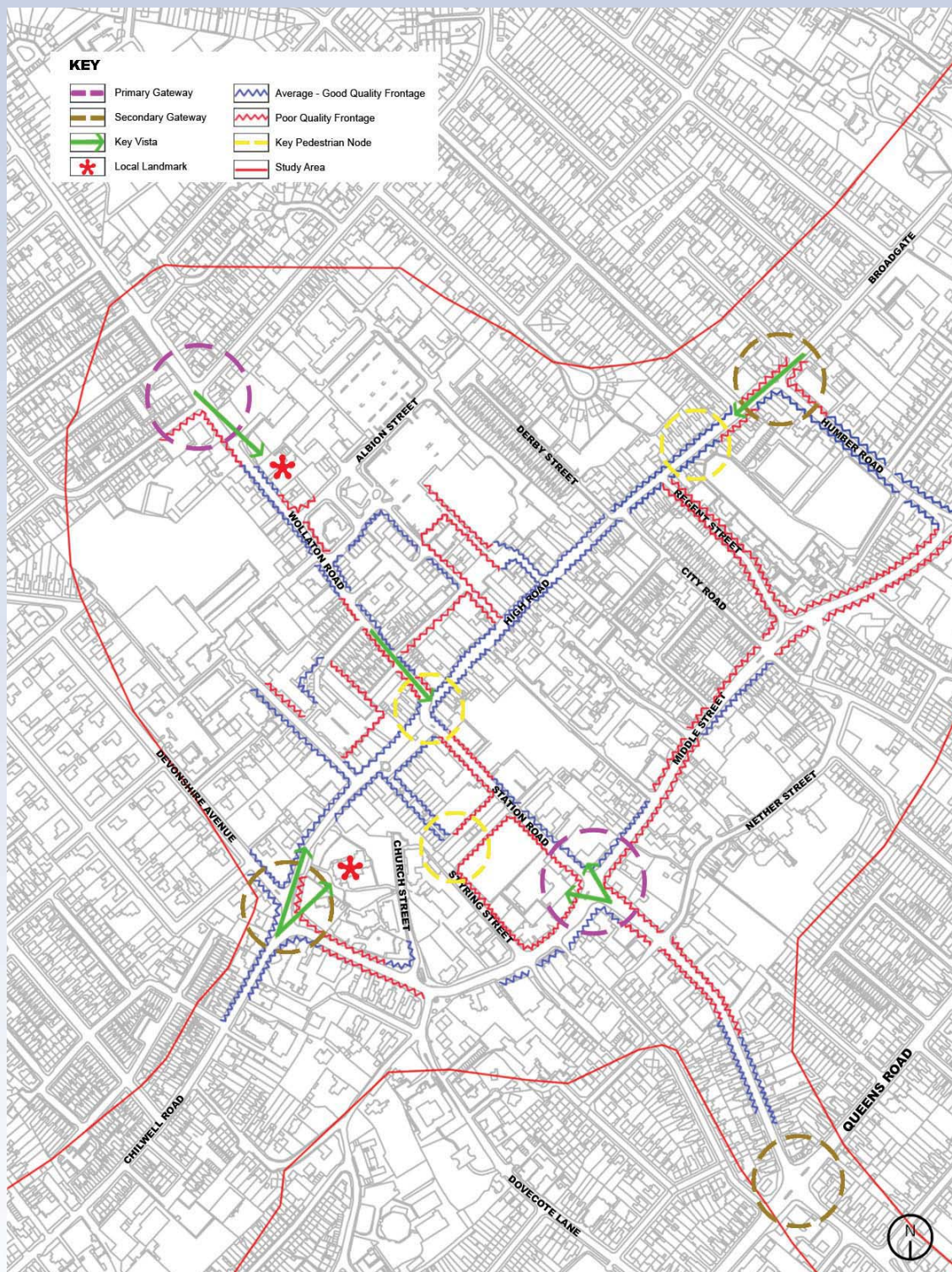
### **Legibility**

3.48 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 Brough 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 Scotia 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 Area Action Plan to look at ways of improving all these gateways.







► Figure 3.11 - Legibility

## Conclusion

- 3.49 The proposed preferred Area Action Plan for Beeston Town Centre needs to address the issues raised by this analysis particularly through key development opportunities and public realm improvements. These are identified in Sections 7, 8 and 9 of this preferred options report.

