

4

OPTION ASSESSMENT



OPTION ASSESSMENT

- 4.1 A separate Options Assessment Report has been 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 have been developed following best practice and feedback from the client group, 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 Broxtowe Borough 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 are 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 Broxtowe Borough Council, 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 Masterplan 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 although consider education uses to accommodate the expansion of Chilwell College.
- Minimal new office development should be implemented 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 which is available as a separate document.

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 has 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 Area Action 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 have occurred in the final stages of the project have informed the overall strategic framework for Beeston to be developed, 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.



