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THE VISION



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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, 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.”

AIMS AND OBJECTIVES

5.2 The overall purpose of the AAP is to develop and support this vision through specific aims and objectives focused on the Town Centre requirements.

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. An explanation of how the aims below have been developed is included in the Options Assessment Report produced by Atkins (October 2006)

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 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 Beeston Town Centre AAP 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 Centre due to the 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 Town Centre 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 Masterplan 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.

