

STRATEGIC DEVELOPMENT FRAMEWORK



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- 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 critically areas within the centre can now be brought forward for redevelopment.
- 6.3 The new Tesco store is under construction off Station Road and The Square shopping centre could 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 Until the AAP becomes a statutorily adopted document in accordance with Section 38(6) of the Planning and Compulsory Purchase Act 2004, 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. Until adoption of the AAP is achieved its content will be treated as background information and be applied as a material consideration in considering future planning applications. The Masterplan and strategy contained within the AAP 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 As stated previously this Preferred Options Document will be subject to extensive public consultation in line with Broxtowe Borough Council's Statement of Community Involvement and the above Act. The Council will consider representations provided through the consultation exercises and prepare a Submission Document that will be subject to Independent Examination which will be chaired by the Planning Inspectorate who will provide a report on the Examination including recommended alterations to the AAP. The Council will then consider the Inspector's report and publish a final document for adoption currently estimated as July 2008.



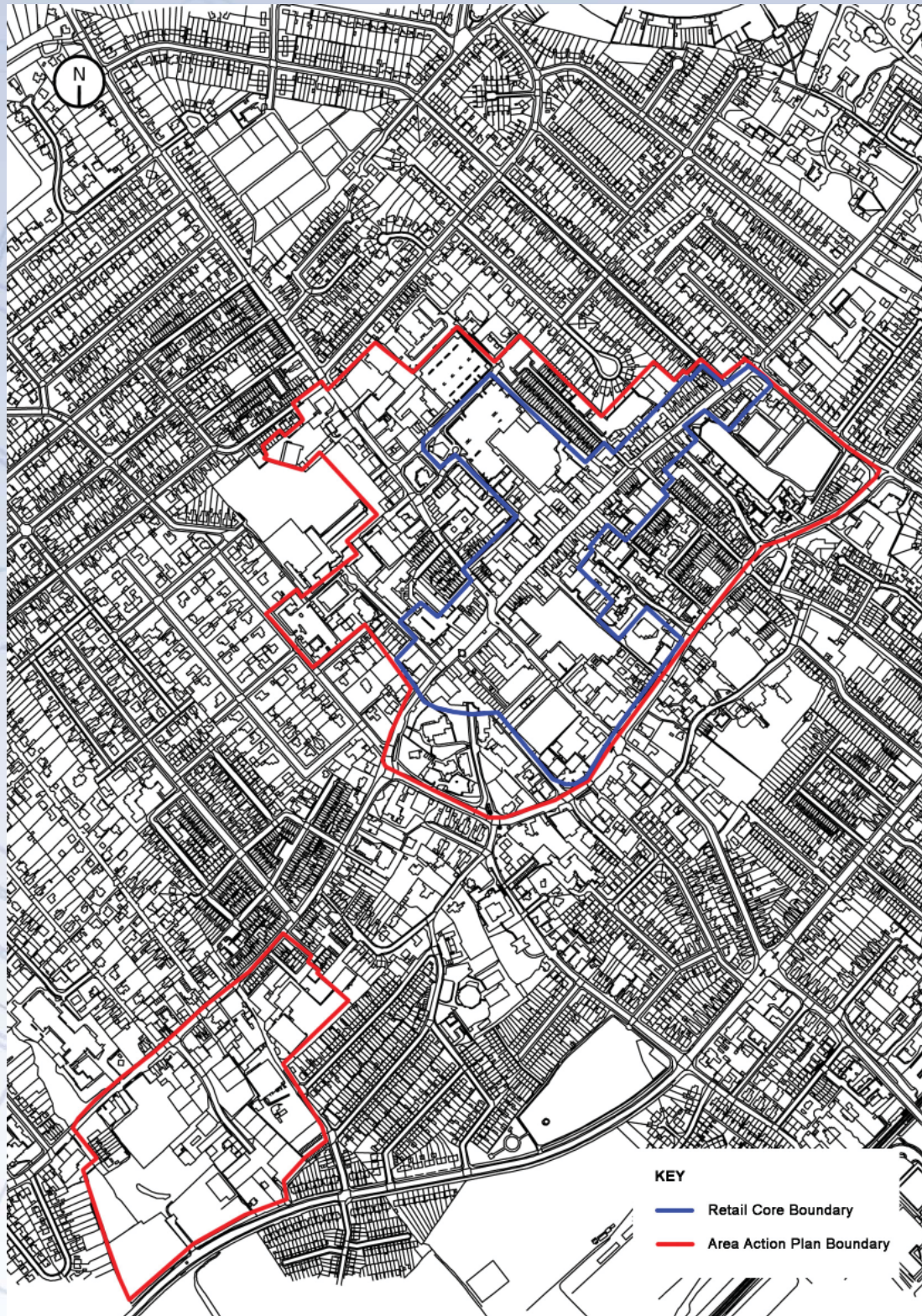
- 6.6 The Masterplan and AAP are in general conformity with the strategic objectives and town centre policies as set out in the Local Plan. Furthermore we recommend continuation of the policies for the town centre and primary shopping frontages with some amendments as described below.

RETAIL CORE AND AREA ACTION PLAN BOUNDARIES

Retail Core Boundary

- 6.7 The purpose of the retail core boundary is to define the suitable areas for key town centre uses shopping (Use Class A1), financial and professional services (A2) and restaurants and cafes (Use Class A3). It therefore represents a 'retail core' and excludes other town centre facilities such as civic uses, health provision and town centre housing areas adjoining the retail core.
- 6.8 The boundary for the retail core concentrates upon a smaller area than the town centre boundary provided by the Broxtowe Local Plan. Primarily this has been done to ensure that the key retailing and leisure activities are concentrated within a central area. At the time of preparing the Local Plan, the town centre boundary allowed for new development proposals to come forward during the plan period without pre-defining specific locations or proposals. The preparation of this Masterplan and AAP has allowed specific development proposals to be taken into account and an assessment of potential sites suitable for redevelopment. It therefore sets out in clear terms how the town centre offer will be enhanced over the next ten to fifteen years.
- 6.9 This smaller area includes The Square redevelopment which will provide sufficient floorspace to meet the town centre's identified requirements for comparable shopping over the next ten to fifteen years and the Tesco store development on the opposite side of Station Road which will meet the required growth in convenience shopping.
- 6.10 Additionally restricting retail and leisure uses to within the defined retail core will reduce the scope for vacant units and therefore improve the viability and vitality of existing streets. By focussing new retail and other appropriate development within the town centre it should increase values and so attract new development and improve the take up of existing units.
- 6.11 The retail core boundary is largely drawn to include primary frontages including the proposed Square redevelopment, High Road and Stoney Street leading to Sainsbury's.





► Figure 6.1 - Area Action Plan and Retail Cone Boundary Plan

- 6.12 For this Retail Core we would recommend that policy S1 of the Broxtowe Local Plan is applied as follows:

S1

“Within the defined retail core of Beeston Town Centre, planning permission will be granted for the creation, redevelopment or expansion of shops (Use Class A1), financial and professional services (use Class A2), and food and drink uses (Use Class A3) providing that proposals do not have an unacceptable impact upon neighbouring uses, or on the vitality or viability of the Town Centre”.

In addition it is proposed to apply Policy S4 Primary Shopping Frontages to: The Square Development, High Street between Foster Avenue and Derby Street.

Policy S4 would also be amended by deleting the restriction of continuous frontage of Use Class A1 for a minimum of 15 metres. This is too restrictive given the larger frontages created by new stores. However, the two thirds rule is still applied in order to ensure retail dominates the uses within the retail core thereby protecting the key attracter to the shopping area and town centre in general.

S4

“Permission will not be granted for a change of use from Use Class A1 (Shops) use at ground floor level if it would result in the proportion of Use Class A1 use falling below two thirds within the prime shopping frontages, or the primary shopping frontage taken as a whole. Permission will not be granted if a resulting break in Class A1 use within a primary shopping frontage would be created of more than two units”

Area Action Plan Boundary

- 6.13 The purpose of the AAP boundary is to include all areas of potential significant change in the Town Centre during the life of the AAP. Consequently it includes additional areas of change outside of the retail core boundary such as the developments off Wollaton Road. The AAP boundary also includes the Chilwell Road employment area which is identified as a significant area of change and importance.
- 6.14 The areas of change within the Town Centre AAP are defined as: the Eastern Approach, the Northern Approach, 'Sainsbury's', The Square and the Chilwell Road employment area. These areas of change and site specific proposals are described in full later in this chapter.



Sustainability Policies

- 6.15 The Planning & Compulsory Purchase Act 2004 sets out for the first time the duty of planning authorities towards sustainability. Section 39 requires that regional planning bodies and local planning authorities “have a statutory duty when preparing the regional spatial strategy and local development documents to exercise their functions with the objective of contributing to the achievement of sustainable development.”
- 6.16 The Planning Officers Society have produced a document called “Planning Policies for Sustainable Buildings: Guidance for Local Development Frameworks” (July 2006).
- 6.17 This document identifies the need for specific sustainability issues and policies to be addressed within Local Development Frameworks. These include:

Issue	Policies
1. Design & Construction Practice	<ul style="list-style-type: none"> • Sustainable design and considerate construction
2. Carbon	<ul style="list-style-type: none"> • Carbon Emissions (building performance, efficient energy supplies and renewable energy)
3. Water	<ul style="list-style-type: none"> • Water use • Sustainable drainage
4. Materials efficiency in construction	<ul style="list-style-type: none"> • Construction waste • Materials
5. Household and commercial waste	<ul style="list-style-type: none"> • Operational waste • Community recycling (residential)
6. Environment protection and enhancement	<ul style="list-style-type: none"> • Light pollution • Biodiversity • Site impacts
7. Adapting to climate change	<ul style="list-style-type: none"> • Recognising the impact of future unavoidable climate change and providing flexibility to adapt it.



- 6.18 It is recommended that sustainability policies are probably best placed in Development Control Policies DPD. This enables more detailed policies to be included based on the relevant overarching policies in the Core Strategy. It also enables the whole of the Borough to be included rather than a specific area.
- 6.19 The focus for Area Action Plans policy is on implementation, providing an important mechanism for the scale, mix and qualities for key areas of opportunity, change or conservation. It is recommended that Area Action Plans include sustainability policies to minimise the use of natural resources and meet the needs and constraints facing the AAP area.
- 6.20 It is recommended that in light of this that an overarching sustainability policy be included within this Area Action Plan that gives an opportunity and reference to be made to more detailed sustainability policies within another development plan document or SPD.

Sustainability Policy

“To minimise waste and encourage recycling, conserve natural resources, and avoid pollution the council will require development to:

- a) minimise carbon dioxide & energy use by the incorporation of renewable energy production facilities into new development, where new build or conversion;
- b) minimise off site water discharge during construction and operations by employing measures including sustainable urban drainage;
- c) minimise water use during construction and operation including the use of water conservation and recycling measures;
- d) minimise the use of operational energy by measures including the use of appropriate layout and orientation, building form and design, and design to take account microclimate
- e) minimise the energy requirements of construction
- f) incorporate waste management processes including producing less waste, incorporating recycling facilities and systems into development, recycling of materials from demolition and using waste as a resource whether possible;
- g) avoid unacceptable light, noise, air, soil or water pollution, including the risk to or effect on ground water;
- h) minimise the impacts on bio-diversity
- i) avoid increasing the risk of , or risk from flooding.

The Council will require development proposals to have met with the above sustainability criteria.



Land Use Framework

Retail

- 6.21 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 and including the Foster Avenue car park. The introduction of high quality development in this location would provide an inspiring first impression for visitors / shoppers arriving by tram or bus.

Employment

- 6.22 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.
- 6.23 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 relocation of Trent Barton headquarters outside of Beeston has provided the opportunity for the landowner to redevelop this large site to the south of Chilwell Road and north of Queens Road. In addition to the Barton site, the other key landowner, Myford, has expressed interest in the redevelopment of part of their site.
- 6.24 Given that there are few industrial sites within the District it is proposed that the Chilwell Road area is retained for employment use. However, the existing industrial areas would benefit from additional investment and modernisation along with rationalisation of vehicle access onto Chilwell Road.
- 6.25 The introduction of alternative land uses such as housing should be resisted unless there is unequivocal evidence that sustaining all of the land and property in employment use is not financially possible. Where such evidence is presented and validated then only the minimum amount of alternative land use should be introduced to sustain the employment area. In any event the minimum amount of net floorspace in Use Classes B1, B2 and B8 should be 75% of the total.



- 6.26 Sustaining key employment areas such as Chilwell Road is of critical and increasing importance given that the trend for redeveloping small employment sites in existing urban areas including the town centre for alternative uses is likely to continue. This is acceptable only where alternative uses would improve neighbouring environments or where clear and unequivocal evidence shows refurbishment or redevelopment for industrial use is not economically feasible. The AAP therefore seeks to retain Chilwell Road for industrial use.

Housing

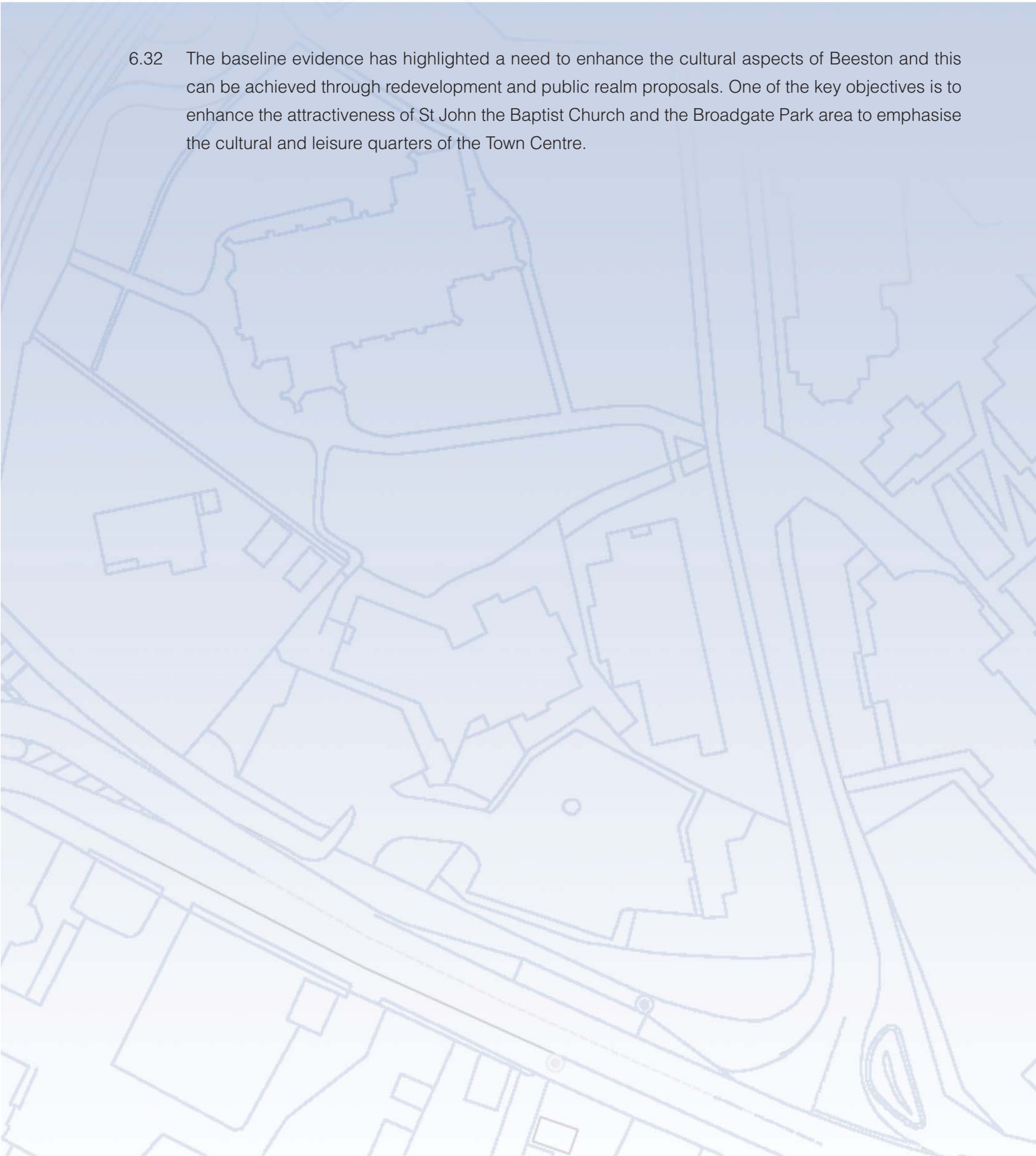
- 6.27 Demand for housing in Beeston is high and without increased provision there is a risk of social exclusion through escalating house prices resulting in a lack of choice and affordable housing.
- 6.28 New housing is proposed on previously developed sites that are within walking distance of the Town Centre, in order to support the local economy and provide access to amenities. Where possible and appropriate, mixed use developments are suggested where retail or other employment uses are located at ground floor level and residential accommodation on upper floors.
- 6.29 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

- 6.30 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 is 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.
- 6.31 At this point in time there is not considered to be demand for leisure uses such as cinema, bingo and 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.



- 6.32 The baseline evidence has 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 St John the Baptist Church and the Broadgate Park area to emphasise the cultural and leisure quarters of the Town Centre.



URBAN DESIGN GUIDING PRINCIPLES

- 6.33 The AAP 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 Beeston Town Centre Town Centre will be expected to follow these over-arching principles. Further detailed guidance with regards to the mix of uses and height of buildings that are acceptable are provided in Section 7 as part of site specific proposals.
- 6.34 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



► Beeston town centre displays a range of different architectural styles

- 6.35 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



- Continuity of street frontages and good enclosure of the street creates development at a human scale

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

6.37 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 area:

- 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

6.38 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, and 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 area:

- 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 through 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 only be used exceptionally for lighting key buildings.
- Highways 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.



► High quality materials in the public realm at the eastern end of High Road



Ease of Movement



► Opportunities exist on Station Road and High Road within the town centre to improve ease of movement for pedestrians.

6.39 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 area:

- 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.



► Significant buildings such as St John the Baptist Church and Anglo Scotian Mills improve the legibility of the town centre.

Legibility

6.40 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

6.41 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.



► Anglo Scotian Mills a former factory that has been converted to residential use



Diversity of Uses

6.42 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 area:

- 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.



► Traditional built form providing a mix of uses with retail on the ground floor and living accommodation above

Sustainability

6.43 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.



► Bedzed sustainable residential development

- 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

6.44 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

- 6.45 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.
- 6.46 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

- 6.47 The extension of the pedestrianised area of the High Road was considered 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.
- 6.48 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.



- 6.49 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 the cycle routes have been proposed where there is minimal conflict with other road users.

Public Transport

- 6.50 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

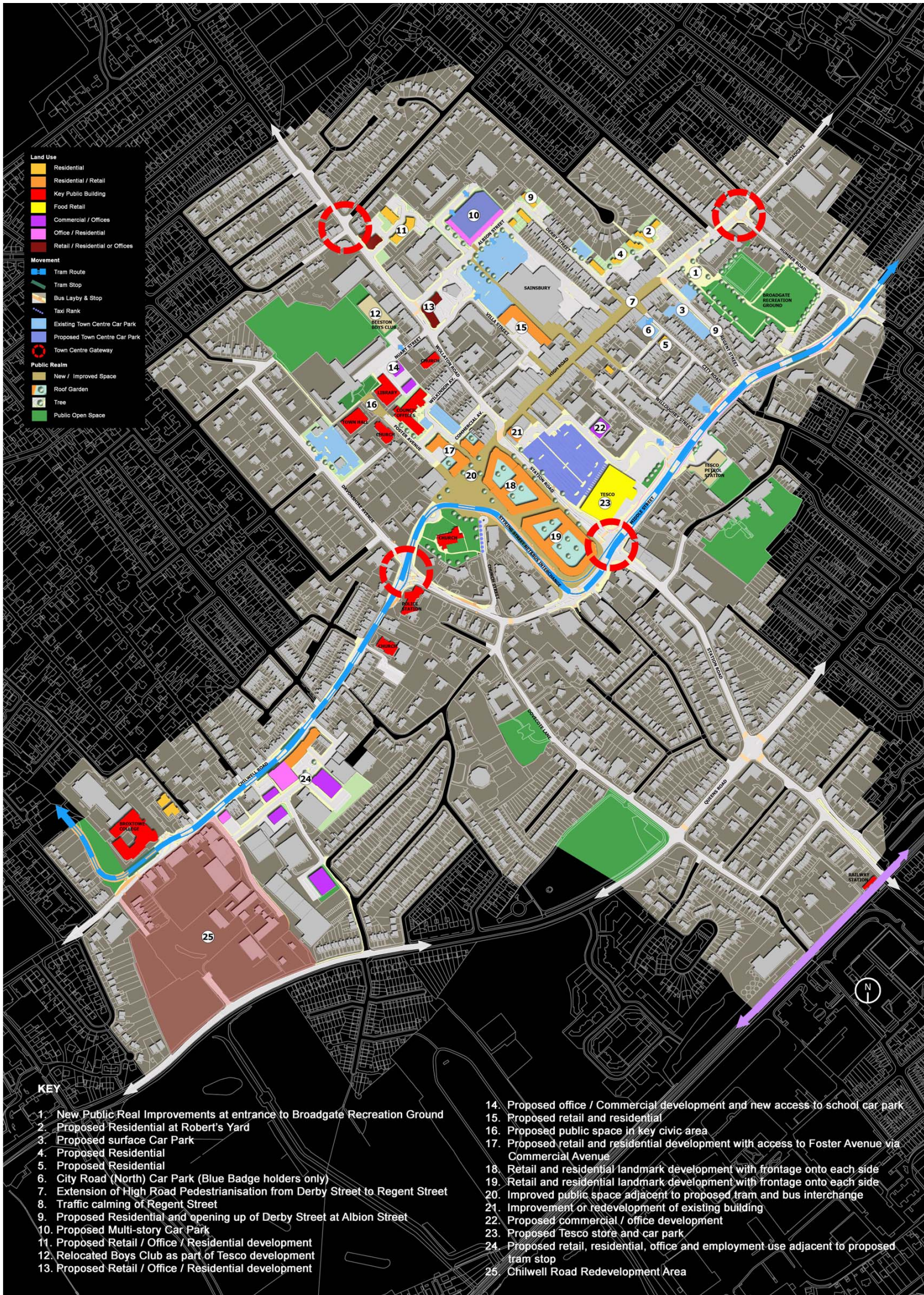
- 6.51 The future car parking strategy aims to deliver around the same number of car parking spaces as currently exists in Beeston. The aims of the car parking strategy are:
- To rationalise car parking spaces and locations
 - To provide strategic car parks along key traffic corridors
 - To improve accessibility 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
- 6.52 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 current national and local car parking standards. Car free developments are proposed where appropriate.



PUBLIC REALM IMPROVEMENTS

- 6.53 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 permeable for pedestrians.
- 6.54 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.
- 6.55 The priority public realm improvements include:-
- The Square/ New Transport Interchange
 - Station Road/ High Road Crossing
 - Eastern extension of High Road Pedestrian Area
- 6.56 These are shown in greater detail in Section 9 which sets out the public realm strategy for Beeston Town Centre.





► Figure 6.2 - Beeston Strategic Masterplan

