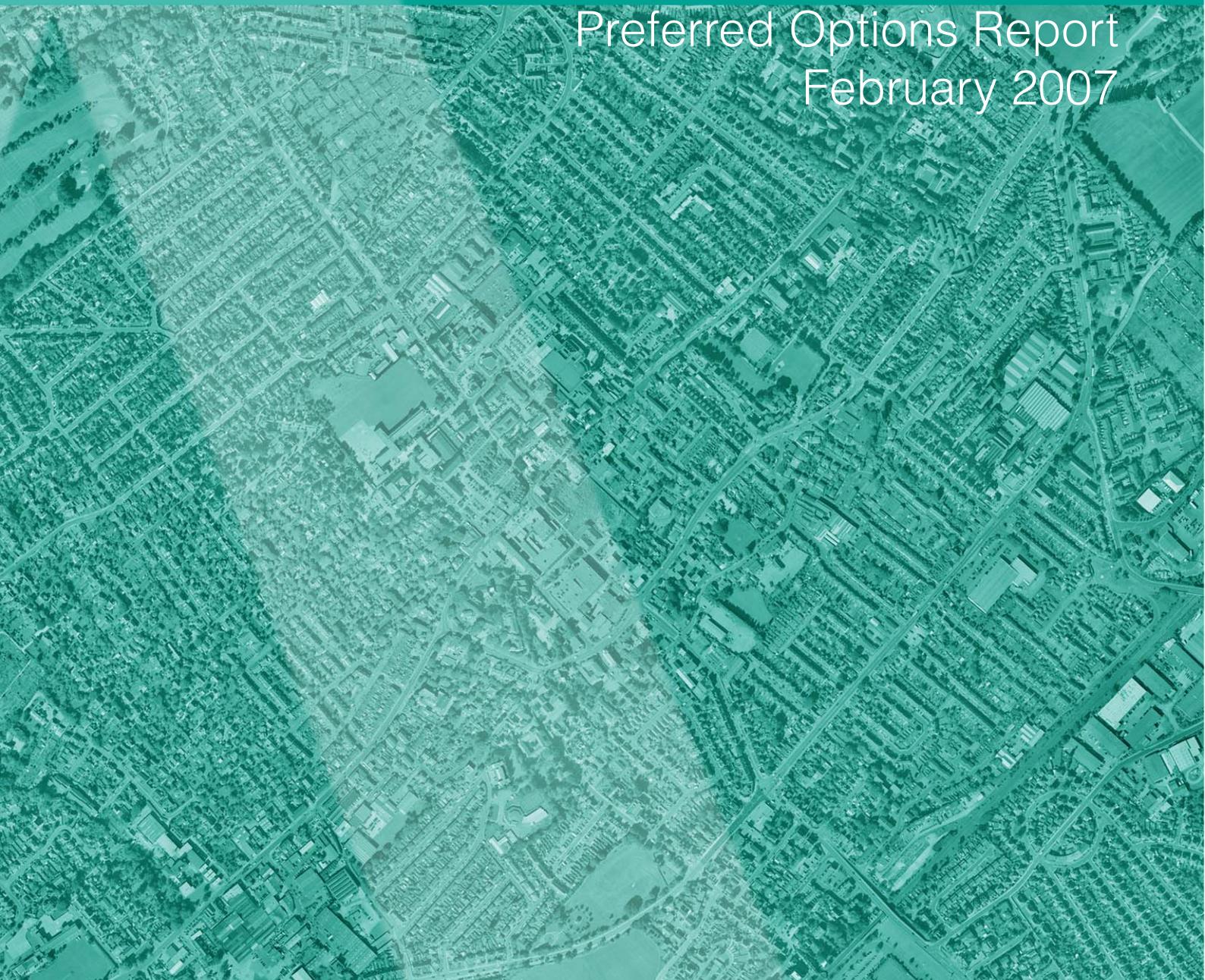


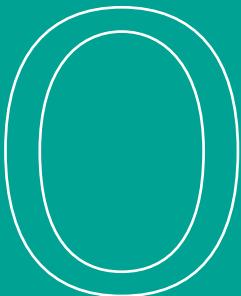
# Beeston Town Centre **Area Action Plan**

Preferred Options Report  
February 2007



**ATKINS**

# CONTENTS



# CONTENTS

<b>1. Executive Summary.....</b>	<b>7</b>
<b>2. Introduction.....</b>	<b>15</b>
Background to Area Action Plans.....	16
<b>3. Baseline Analysis.....</b>	<b>21</b>
Context.....	21
History.....	23
Policy Context.....	26
Socio-Economics.....	30
Market and Retail Findings.....	31
Urban Design Analysis.....	34
<b>4. Option Assessment.....</b>	<b>49</b>
Developing the Aims and Objectives.....	49
Initial Concepts Consultation.....	49
Issues and Options Consultation.....	50
Draft Preferred Options Consultation.....	51
<b>5. The Vision.....</b>	<b>55</b>
Beeston Town Centre Vision.....	55
Aims and Objectives.....	55
<b>6. Strategic Development Framework.....</b>	<b>59</b>
Planning Policy.....	59
Retail Core and Area Action Plan Boundaries.....	60
Urban Design Guiding Principles.....	68
Access and Movement Principles.....	74
Public Realm Improvements.....	76



<b>7. Site Specific Proposals.....</b>	<b>79</b>
Key Development Areas.....	79
The Square.....	79
Foster Avenue Car Park.....	85
High Road.....	88
Sainsbury's.....	90
Villa Street.....	92
Northern Gateway.....	94
Eastern Gateway.....	98
Chilwell Road.....	101
Summary of Potential Outputs.....	104
<b>8. Access and Movement Strategy.....</b>	<b>107</b>
<b>9. Preferred Option for Public Realm.....</b>	<b>125</b>
<b>10. Delivery and Implementation.....</b>	<b>133</b>
Beeston Town Centre – Delivering the Vision.....	133
The Role of the Public Sector.....	134
Town Centre Management.....	136
Management and Maintenance.....	137
The Square.....	138
Foster Avenue.....	140
The Square without NET.....	140
Sainsbury's Development Area .....	141
Northern Approach.....	141
Eastern Approach.....	142
Chilwell Road.....	142



## List of Figures

Figure 2.1 - DPD Process

Figure 2.2 - Preferred Options Process

Figure 3.1 - Strategic Context

Figure 3.2 - Study Area

Figure 3.3 - 1890-1901 Historical Map

Figure 3.4 - 1950-1960 Historical Map

Figure 3.5 - Planning Constraint Plan

Figure 3.6 - Layout Plan

Figure 3.7 - Density

Figure 3.8 - Character Area Plan

Figure 3.9 - Continuity

Figure 3.10 - Public Realm

Figure 3.11 - Legibility

Figure 6.1 - Area Action Plan and Retail Cone Boundary Plan

Figure 6.2 - Beeston Strategic Masterplan

Figure 7.1 - Development Areas Plan

Figure 7.2 - Beeston Masterplan - Central Area

Figure 8.1 - Existing Car Parks

Figure 8.2 - Future Car Parking Plan

Figure 8.3 - Highway Changes

Figure 8.4 - Pedestrian Crossing at the High Road / Regent Street Junction

Figure 8.5 - Albion St / Wollaton Road Junction

Figure 8.6 - The future Key Walking and Cycling Routes and Cycle Parking Locations

Figure 9.1 - Public Realm Proposal for The Square and High Road Crossing

Figure 9.2 - Proposed Extension for High Road Pedestrianisation

Figure 9.3 - Proposed Civic Space in front of Town Hall

