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Derbion Masterplan Consultation

WELCOME

Welcome to this exhibition about Derbion's emerging plans for the future.

Derbion is developing a masterplan for the future potential of two key sites within its footprint: the Eagle Quarter (made up of the current Eagle Market and Derby Theatre), and Bradshaw Way Retail Park.

This exhibition gives an overview of our emerging proposals and provides an opportunity to meet the Derbion Masterplan team, to find out more and give us any feedback.

Whilst Derbion, as a major retail and leisure venue, continues to evolve with ongoing investment in new brands and customer experiences, together with projects such as the proposed Eastern Gateway, it's important to also look further ahead to ensure that Derbion can fulfil its potential in the heart of the City Centre.

The Derbion Masterplan will deliver a framework for longer-term development potential that complements and supports the existing centre and its significant position within Derby. It is a starting point for exploring future opportunities over the next 10 years and beyond that will benefit both Derbion and the ongoing regeneration of Derby City Centre, as envisioned by the Council.



Location of the two proposed sites in relation to Derbion

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Derbion Masterplan Consultation A NEW VISION FOR THE CITY CENTRE

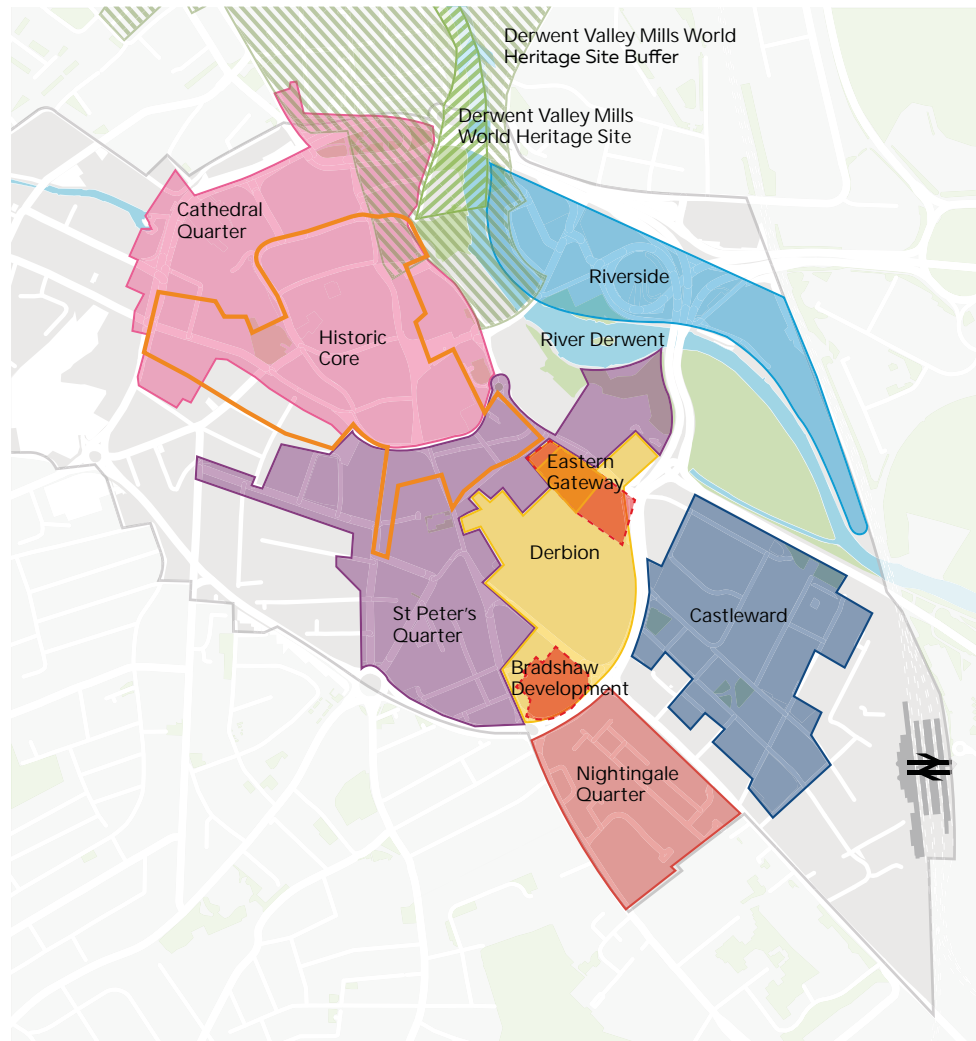
Derby City Council is developing a new vision to ensure the City Centre responds to the changing needs of how we live in the 21st century. The vision addresses several themes, including:

1. Shopping and leisure – greater diversification of uses and focusing retailing into smaller, more concentrated areas is required.
2. City living – providing opportunities to live will bring more people and vibrancy into the City Centre and help to support local businesses.
3. Business and creativity – there is growing desire from businesses for a City Centre location in high quality modern accommodation.
4. Design quality – new buildings and other development will need to be of a consistently high quality to improve the environment in the City Centre.
5. Public realm – high quality, welcoming public spaces and more public realm is needed and are essential to the future success of the City Centre.

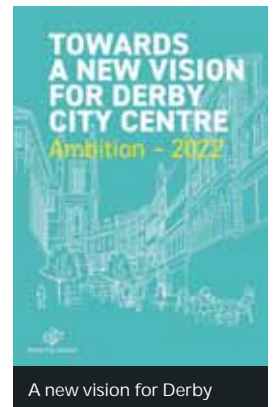
The Council has identified Derbion as one of several Character Areas in the City Centre. Others include the Historic Core, Riverside and new development cores at Castleward and Nightingale Quarter.

Within the Derbion Character Area, the Council has identified the Eagle Market and the Bradshaw Way site as key areas of change. The Derbion Masterplan presents Derbion's emerging ideas and proposals in response to the Council's exciting vision for the future of the City Centre.

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Character areas in Derby City Centre. Credit: Derby City Centre Policy Context



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Derbion Masterplan Consultation EAGLE QUARTER

The Eagle Quarter is made up of the current Eagle Market and Derby Theatre.

The existing market building is monolithic and poorly integrated with its surroundings. It presents a barrier to movement, including to and from the River Derwent.

Derby Theatre is adjacent to the Eagle Market. The theatre has recently signalled its ambition to relocate to another site in Derby, although there is also potential to include the theatre site within future development at Derbion.



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Derbion Masterplan Consultation EAGLE QUARTER – ‘EASTERN GATEWAY’ SCHEME

Phase one of the Eagle Quarter development is already being considered within the proposed Eastern Gateway project on part of the existing Eagle Market site. This project received funding from the Future High Streets Fund in 2021 to assist in transforming the site into a new welcoming arrival from the bus station.

The proposals will improve public access from the bus station, build a new entrance to Derbion on East Street, add additional shops and leisure outlets and create a new public boulevard. A planning application for this element of the Derbion Masterplan was submitted to Derby City Council on 21st November 2022.

The Derbion Masterplan aims to complement the Eastern Gateway proposals by setting out a framework for the future potential of the remainder of the Eagle Quarter site.

The masterplan includes new homes and commercial uses with new public spaces and walkable streets that will integrate the site with the rest of the City Centre and improve new connections to the river. There is scope to introduce some tall buildings to make better use of the site with new food and beverage, leisure and other activity at ground floor level. The proposals will contribute towards the Council's vision in a way that responds positively to the site context including surrounding character areas.

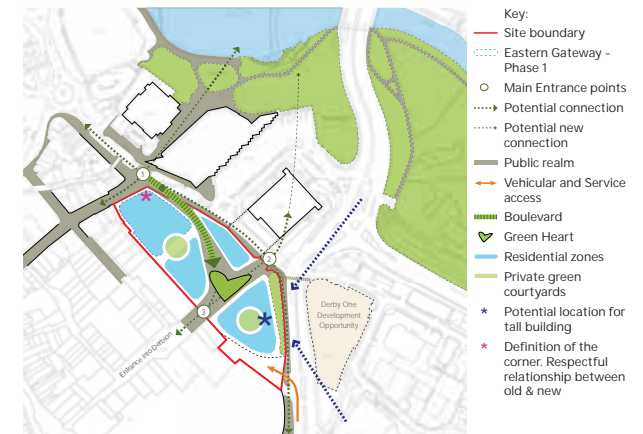


Visual of proposed Eastern Gateway scheme



Eastern Gateway location plan

— Ownership boundary
— Application boundary



Proposed masterplan for Eastern Gateway

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Derbion Masterplan Consultation EAGLE QUARTER PROPOSALS

Key components of the Derbion Masterplan for the Eagle Quarter include:



New homes – The masterplan shows there may be the potential to provide approximately 850 new City Centre homes through the introduction of some taller buildings. The new buildings will be designed to a high standard and maximise views towards the river.



Commercial uses – New food and beverage, leisure and other new activities at ground floor will diversify the uses in this part of the City Centre and help create a vibrant new place.



Green Heart – A Green Heart will be the focal point of the new development. A big green space with an entrance to Derbion, it will be a new place for everyone to enjoy.



New connections – A new Green Boulevard is proposed to link the development from Morledge in the north to the Green Heart in the centre of the site. New walkable streets will significantly improve accessibility within and around this area of the City Centre including to the River Derwent.



Gateway development – The masterplan increases the height of new buildings towards the east of the site with a new landmark building proposed in the eastern corner, marking the gateway into the heart of the City Centre.

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Visual of proposed Eagle Quarter scheme



Proposed masterplan for the Eagle Quarter



Proposed massing for the Eagle Quarter

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Derbion Masterplan Consultation

BRADSHAW WAY

The existing retail warehouses resemble an out-of-town style of development, with low rise industrial-style buildings surrounded by car parking. It is an under-utilised site in a gateway location on the southern edge of the City Centre.

Existing shops on the site may need to be relocated to other accommodation in the City Centre, responding to the Council's aim of focusing retailing into smaller, more concentrated areas.

The Derby Masterplan proposes to transform the Bradshaw Way Retail Park by providing new homes and offices surrounded by new public open spaces when the site becomes available for redevelopment in the future.



View 1 - Bradshaw Way from Osmaston Road



View 2 - Bradshaw Retail Park



View 3 - Bradshaw Retail Park



Key Views Map



View 4 - From London Road

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Derbion Masterplan Consultation BRADSHAW WAY PROPOSALS

The masterplan shows there may be the potential to provide approximately 400 new homes and new office and commercial space by redeveloping the site and introducing some taller buildings.

There is potential for a new landmark office building at the junction of Bradshaw Way and Osmaston Road, reflecting the prominence of this part of the site. The remaining buildings would provide more new homes with commercial uses providing activity on the ground floor, around attractive new public spaces.

The buildings are proposed to increase in height towards Derby but with a stepped down approach to the north to respect the existing locally listed Victoria Chambers building.

There is an opportunity to improve the connections to the Nightingale Quarter and significantly improve views across the site from Bradshaw Way and the south of the site. The proposals will contribute towards the Council's vision in a way that responds positively to the site context including surrounding character areas.



Visual of proposed Bradshaw Way scheme



Proposed masterplan for Bradshaw Way



Proposed massing for Bradshaw Way

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We will use the comments we receive from you to help finalise our proposals, which we hope to present to Derby City Council, in the form of two outline planning applications (one per site), in the New Year.

The detailed design of the buildings and public spaces would be the subject of further reserved matters planning submissions in the future, as the sites become available for re-development.

Please let us know what you think of our emerging plans for the Eagle Quarter and Bradshaw Way site. Members of our team are here to answer any of your queries.

Scan the QR code below to complete an online survey on our website:

www.derbion.com/masterplan

or you can complete a hard copy.

We would like to hear your views before we finalise our plans.



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NEXT STEPS

