



DERBY CITY COUNCIL

City Centre Eastern Fringes Area Action Plan

Draft 'Preferred Options' Report

To Be Finalised

Version 1.02

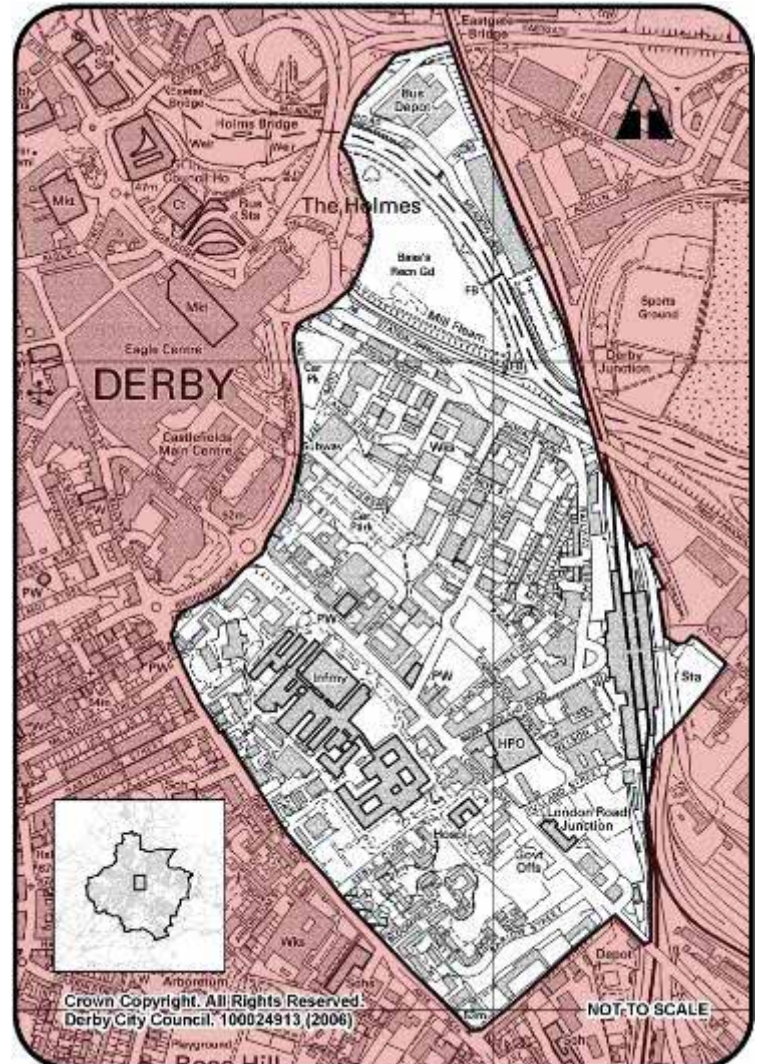
Foreword

The Preferred Option of 'The City Centre Eastern Fringes Area Action Plan' sets out a broad vision for the creation of a new sustainable neighbourhood. This not only includes housing, but also new employment centres, shops and community facilities. This will all be created within an attractive environment, built to the highest architectural and sustainable standards. We want this to be a place where people live, where people work and a place people can enjoy.

There has already been extensive informal consultation on this Plan over the last year. It is with great pleasure that the City Council, with the support of its partners at Derby Cityscape, can now publish its 'Preferred Option' for how this area should be developed over the next 15 years.

This document provides another opportunity to comment. We at the Council hope you take this opportunity as we value your views on how the Action Plan should be taken forward to the next stage of consultation next year.

What we also hope, however, is that you see what a great opportunity this Action Plan brings for breathing new life into the City centre and that a development is possible here that we can all be proud of.



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Part 1: Introduction

What is an Area Action Plan?

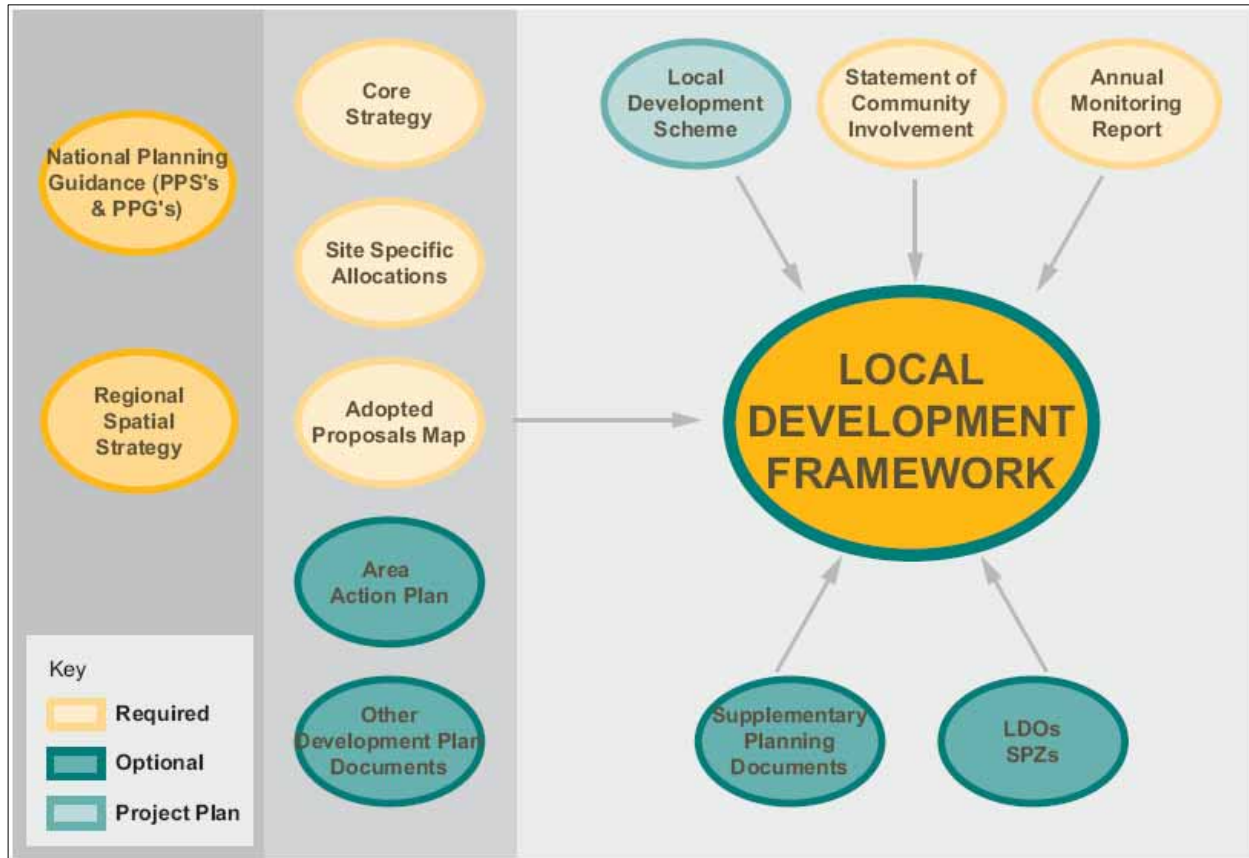
An Area Action Plan (AAP) is a document that is both intended to establish the planning framework for areas where major change is either desired or anticipated and which is expected to provide the mechanisms for bringing this change about. The 'Eastern Fringes' has been identified as such an area of change and to ensure it happens, this AAP will;

- ☑ Set out the distribution of land uses and their interrelationships;
- ☑ Set out design, layout and accessibility requirements;
- ☑ Ensure developments are of an appropriate scale, mix and quality;
- ☑ Set out policies and proposals for the preservation and enhancement of areas worthy of Conservation;
- ☑ Set out a timetable for implementation of development, enabling people to see how and when the changes may start taking place;

The 'City Centre Eastern Fringes' AAP is being prepared as part of the City of Derby 'Local Development Framework' (LDF).

What is the LDF?

Local Development Frameworks were introduced under the Planning and Compulsory Purchase Act 2004. They are made up of a portfolio of documents that will include a 'Core Strategy' and a series of 'Local Development Documents' (LDDs) (see the diagram below).



There are two types of LDD; 'Development Plan Documents' (DPDs) and 'Supplementary Planning Documents' (SPDs). DPDs have the full status of the 'development plan' and, as such, carry great weight in determining planning applications. Area Action Plans fall in the DPD category.

As can be seen from the diagram, in addition to LDDs, the Council must also produce a 'Local Development Scheme' (LDS), a 'Statement of Community Involvement' (SCI) and an 'Annual Monitoring Report' (AMR).

The LDS sets out the Council's programme of work on the LDF over the next 3 years and provides more detailed background information on the LDF System. The latest LDS, which came into effect on 11 August 2006, can be viewed by following this [link](#).

The SCI sets out how the Council will involve the community in preparing the new planning documents. We consulted on a draft SCI last year and took account of the views received in drawing up the current 'Submission SCI'. This has now been formally submitted to the Secretary of State. Public consultation on the Submission SCI took place between the 7 April and the 19 May 2006. The Submission SCI can be viewed by following this [link](#). All consultation carried out on the AAP must comply with the SCI.

The AMR must be submitted to the Secretary of State by 31 December each year. This should contain information on the implementation of the LDS and the extent to which the Policies set out in LDD's are being achieved. The policies of this AAP will be monitored by the AMR. The latest report can be viewed by following this [link](#).

City of Derby Local Plan Review

The 'City of Derby Local Plan Review' (CDLPR) was adopted in January 2006. The CDLPR currently contains the city-wide planning strategy and policies for the development of land and consideration of planning applications. The AAP will eventually replace the site specific policies that are in the Local Plan for this part of the City (Appendix 2 contains a list of policies that will be fully or partially replaced).

However, as discussed in Part 3 of this report, the Local Plan's generic policies and objectives will remain relevant to development proposals within the Eastern Fringes even after this Plan's adoption. It is not the purpose of the Action Plan to replicate or repeat policies in the Local Plan where they are not needed or where no site specific guidance, detail or value to be added. For completeness, the AAP will make it clear where it is expected that existing CDLP Review policies will continue to apply.

The Preferred Option Report

The Council must produce a 'Preferred Options' document for consultation. As the name suggests, it sets out the Council's 'Preferred Option' for the regeneration of the Eastern Fringes area and follows on from the consultation activity that has already taken place.

The Report will;

- Explain the plan preparation process, the timetable and the work that has been carried out so far;
- Set out the reasons for preparing the AAP;
- Set out the 'Vision' and 'Spatial Objectives' of the Plan;
- Illustrate how the AAP fits into the overall planning policy context, including the Regional Spatial Strategy, the CDLP Review and the Community Strategy;
- Describe the characteristics of each of the key areas of change;
- Translate the AAP's vision and objectives into a series of land use allocations and planning policies;

- Identify the alternative options, policies and proposals that have been considered up to this stage;
- Set out the mechanisms through which the Plan will be implemented and monitored.
- Set out the consultation arrangements.

The Preferred Option Report will be a material consideration in any planning applications that may be submitted in the Eastern Fringes in the near future. Proposals that conflict with the objectives of the emerging Plan, or where it is felt that the proposal could prejudice the implementation of the wider strategy may not be considered favourably, even where a proposal may be consistent with the CDLP Review.

The Sustainability Appraisal Report

The Preferred Option is accompanied by a Sustainability Appraisal Report (SA). Local authorities are required to undertake a SA in conjunction with the preparation of all Local Development Documents that form part of the Local Development Framework. This is to ensure that the principles of sustainable development are an integral part of the plan making process and that all the significant social, environmental and economic effects of the proposals put forward are properly considered.

SA also incorporates the requirements of Strategic Environmental Assessment (SEA) in accordance with European Legislation (EU Directive 2001/42/EC).

The SA is an ongoing process (see the process chart on page 10). In August 2005 a Scoping Report was published for consultation in which key sustainability issues in the Eastern Fringes Area were identified and a large amount of baseline data was set out that illustrated the existing situation in the area. The Scoping Report also established a framework against which the significant effects of the Action Plan could be assessed. As a result of consultation on the Scoping Report this framework has been amended.

The performance of the AAP in terms of its performance against the objectives and indicators set out in the SA will continue to be monitored once the plan is adopted. This will help to determine whether policies and proposals of the plan need to be amended or replaced if adverse effects are identified. The results of the SA monitoring will be reported in the Annual Monitoring Report.

The Railway Conservation Area Appraisal

The Railway Conservation Area Appraisal has been conducted alongside the preparation of the AAP. This document sets out what is special about the Railway Conservation Area and sets out a suggested Management Plan. This document has been valuable in framing the priorities and suggested policies for the Railway Conservation Area.

The Railway Conservation Area Appraisal has also been published for consultation alongside the AAP. Comments on the appraisal are, therefore, also welcomed.

The Plan Preparation Process

The diagram to the right illustrates the process that local authorities must go through to produce an Area Action Plan and the expected timetable for future stages. As can be seen, there is a parallel and integrated process for the Sustainability Appraisal (SA).

There are four distinct stages to preparing the Plan;

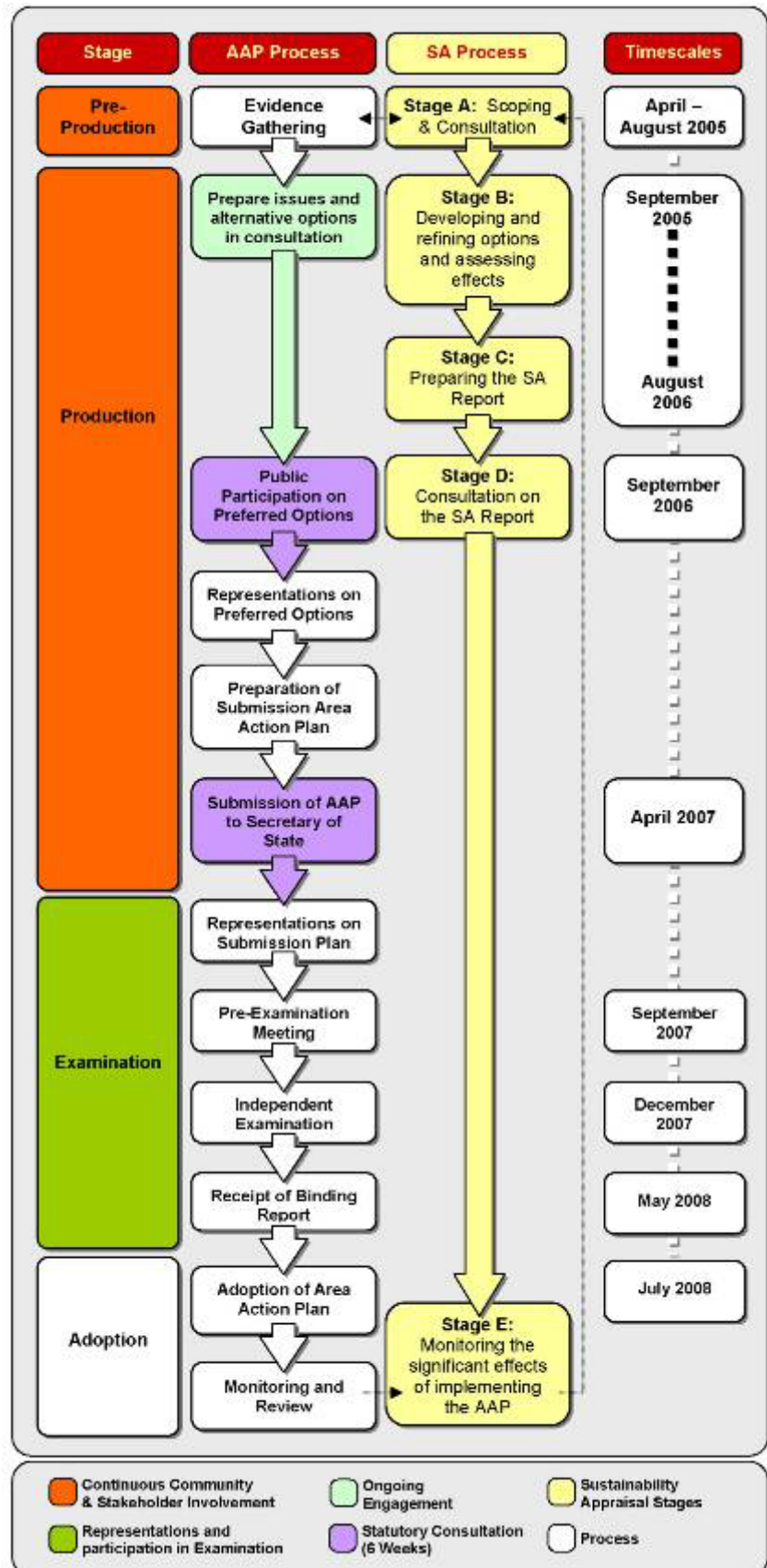
- ☑ Pre-Production;
- ☑ Production
- ☑ Examination
- ☑ Adoption

What follows is a brief description of the what has been done so far during these stages, and what will be happening in future stages.

Pre-Production

This is the evidence gathering stage for both the AAP and the SA. During this stage, a large amount of information was collected that illustrated the current situation in the Eastern Fringes. This 'evidence base' formed part of the **Sustainability Appraisal Scoping Report**. The Scoping Report was published for 5 weeks of consultation in August 2005. The document is still available on the Council's website.

From this evidence a number of key issues that the AAP would need to address were identified. These have, to a certain extent, been translated into the AAP's Spatial Objectives (see Part 2 of the report). This evidence also provided an early indication of the type of policies the AAP would need to include.



Production Stage

There are three distinct elements to the 'Production' stage. The first is the 'front-loading' period of informal consultation. The second is the publication of the 'Preferred Option' (where we are now) and the third is the publication of the 'Submission' Document.

'Front-loading' refers to the period given over to informal consultation, where issues and options are discussed and debated as much as possible. Extensive informal consultation has already taken place between September 2005 and August 2006.

In particular, two informal consultation exercises were conducted in September 2005 and April 2006. The September exercise focussed on the production of a leaflet that introduced the Action Plan to key stakeholders and the local community and which set out two broad strategic options for change; The 'Local Plan' option and the 'Derby Cityscape Masterplan' option. Questions were asked about what aspects of each of these options should be retained and what alternative proposals should be considered. The 'Vision' and 'Spatial Objectives' were also put forward for comment.

Comments made during this first stage were considered and, in some cases, taken forward to a second round of informal consultation that took place in April 2006. Again, a leaflet was produced that presented a 'third' option. This amalgamated parts of the first two options, added new policies and put forward eight 'grey areas' where we admitted we were not sure about what should be done or where we had had conflicting views put forward during the first round of consultation.

These exercises, and all of the other consultation that has taken place with key stakeholders, has solicited a large number of comments, many of which have helped form the draft proposals and policies in this 'Preferred Option' Report.

A separate report has been produced that sets out in more detail what consultation activity has taken place during the 'front-loading' stage. That report also summarises and responds to all issues that were raised during this period and gives further justification for the proposals in this plan.

Preferred Option Consultation & Next Steps

This report will be published for a statutory 6 week period between xx September 2006 and xx November 2006 to give people the opportunity to make formal representations on the Preferred Options Report.

The Council will consider all comments made very carefully and, where possible, will seek to resolve any major objections. Following this, the Council must prepare the **Submission Draft** of the Plan.

The Submission Draft

The Submission document is that which will be submitted to the Secretary of State for Examination. This will be the Council's final draft of the Plan. It will contain a final set of policies and justifications and will include a full Proposals Map.

The Submission Draft AAP will be made available for a further 6 week consultation period where further representations can be made. Respondents will be asked to comment on the 'soundness' of the Plan. The AAP will pass the test of 'soundness' if it can be demonstrated that it meets a number of criteria that can be broadly categorised as; 'procedural', 'conformity', 'coherence' and 'consistency and effectiveness'.

Examination and Adoption

All representations received on the Submission Plan will be considered at an Independent Examination. This will be conducted by an independent Planning Inspector, who will test the 'soundness' of the plan.

Following the Examination, the Inspector will present the Council with a binding report that the Council must incorporate into the final version of the Plan.

Once the necessary amendments have been made to the Plan, it will be 'Adopted' and become part of the Local Development Framework. This is currently expected to be in July 2008.

Part 2: The Vision & Spatial Objectives

The Drivers for Change & the Context for the Action Plan

The decision to prepare an Area Action Plan for the Eastern Fringes was based on the culmination of number of different, but interrelated, factors. These key 'drivers for change' are discussed below;

- **Derby Cityscape Ltd**

Derby Cityscape Ltd - the Urban Regeneration Company for Derby City centre was established in April 2003 by the Government in response to the City's relative underperformance in social and economic terms within the region.

Recognising the need for significant and co-ordinated change to address this, local and regional partners, from the public and private sectors joined forces in forming Derby Cityscape Ltd. to deliver comprehensive change.

To assist in the delivery of comprehensive change, Derby Cityscape has produced a Masterplan. This Masterplan sets out objectives and principles that will guide regeneration and identifies a number of key deliverable projects that will help to transform the city centre. The areas covered by this Action Plan are all identified within the Masterplan as major opportunities for change.

The Area Action Plan is needed to ensure that the aims and objectives of the URC for this part of the City Centre can be fully realised. It will exist to give statutory weight to both the Council's and Cityscape's attempts to bring real beneficial changes forward for this area.

- **City of Derby Local Plan Review**

The Derby Cityscape Masterplan is not a statutory planning document and, as such, does not carry as much weight as the City Council's Local Plan or LDF. Although the 'City of Derby Local Plan Review' has only recently been adopted, it is felt that the policies which cover this part of the City are not really an adequate tool for bringing forward the large scale regeneration envisaged by Derby Cityscape or the Council. The Local Plan policies for Castle Ward and the DRI are essentially reactive development control policies that would be likely to lead to uncoordinated, piecemeal development. This would be unlikely to achieve the Council's objectives or unlock the obvious potential for sustainable regeneration that this area has.

The Area Action Plan can resolve all these deficiencies by creating a proactive statutory planning framework that can deliver comprehensive, coordinated sustainable regeneration which meets the objectives and aspirations of the City Council and Derby Cityscape.

- **The relocation of acute services to the City Hospital**

A decision was made several years ago to relocate acute services from the Derbyshire Royal Infirmary to the City Hospital. It is expected that this process will be completed by the end of 2008.

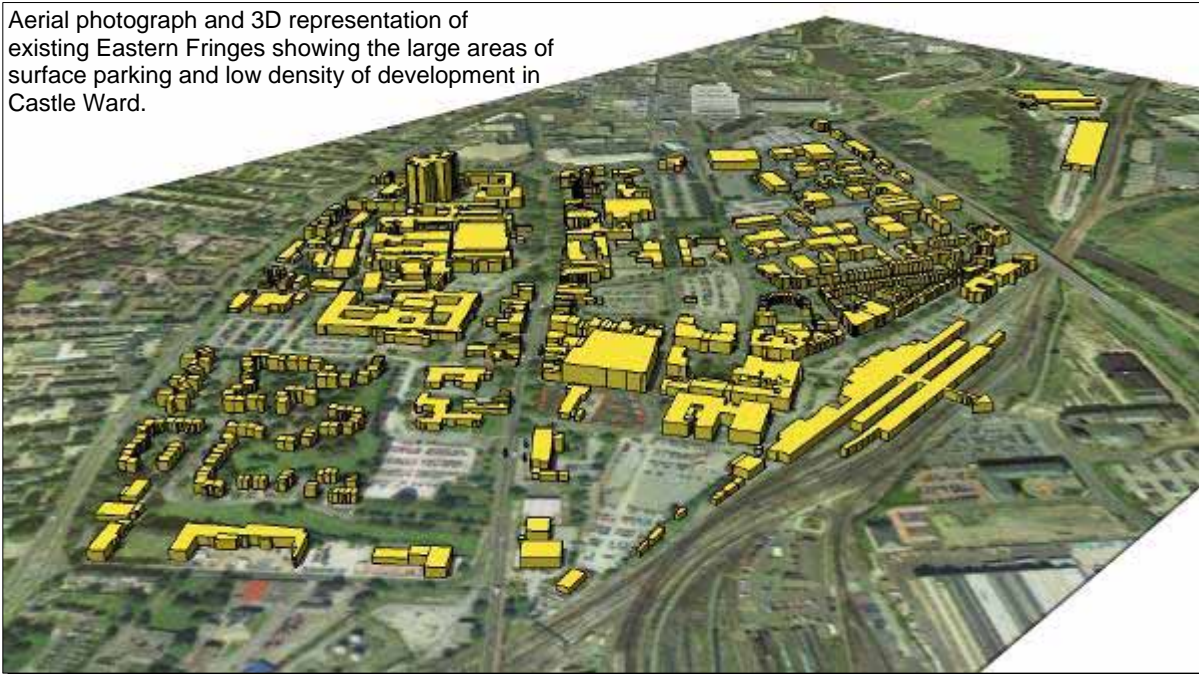
This will result in a large amount of land becoming available for development, both in the main site and in adjacent areas where land is currently being used for staff parking.

It is important that any development that happens on this land does so in a co-ordinated and comprehensive way, that contributes to the wider planning objectives for the area and that creates real benefits for the area as a whole. Piecemeal, uncoordinated development would be unlikely to achieve this aim.

The AAP can ensure that comprehensive development happens, and happens properly. It can also provide increased certainty about what is expected from any development on the site and consequentially provide the NHS Trust with the ability to make long term plans with increased confidence.

- **Inefficient use of land & a lack of vitality**

Aerial photograph and 3D representation of existing Eastern Fringes showing the large areas of surface parking and low density of development in Castle Ward.



This is an area characterised by large expanses of inefficient surface car parking, low-density industrial uses and poor quality townscape. Owing to its location, what should be an area of vibrancy, activity and community is, to a degree, dormant and not fulfilling its potential. This is an area that people walk through, but don't particularly engage with.

At a time where sustainable development and increasing the efficiency of how resources, including land, are used it would seem to run contrary to the aims of national, regional and local government not to try and make better use of this land. The AAP will provide an opportunity to achieve this.

- **The need for brownfield housing and sustainable patterns of development**

Following on from above, the Government has set a target for 60% of all new housing to be developed on previously developed (or brownfield) land. The Eastern Fringes provides a significant opportunity to bring forward large numbers of brownfield housing.

The Council is also required to meet housing targets set by the Regional Spatial Strategy. The current Regional Spatial Strategy for the East Midlands (RSS8) was published in March 2005 and covers the period up to 2021. This document is currently under review and, the revised strategy, will cover the period up to 2026. This document will provide a figure for the number of dwellings Derby must make provision for up to this period.¹

¹ Although the Area Action Plan started preparation prior to the review of the RSS it has now become apparent that the East Midlands Regional Assembly's Preferred Option would require Derby to provide 700 units per year, which would equate to an overall requirement of 14,000 dwellings over the 2006-2026 period. While provision is made for some of this in the Local Plan Review, it had to be recognised that longer term housing needs had to be addressed.

Consequently, it will also serve to promote the City centre a place to live. Currently very few people live in the City centre, which is a missed opportunity. Encouraging more City centre living will not only be more sustainable, it will also make the centre more vital and viable.

In addition to this, the proximity of the railway and bus stations, not to mention the City centre itself, all point to this area being potentially one of the best opportunities we have to create a sustainable urban community, particularly in terms of reducing the need to travel.

- **Importance of conservation, the environment and open space.**

Within the Eastern Fringes lies one of the City's most important Conservation Areas; The Railway Conservation Area. This area is already given protection by both specific legislation and the City of Derby Local Plan Review. However, the AAP can take existing guidance further by giving specific design guidance for new development and, perhaps more importantly, it can identify sites or buildings that are currently undermining the quality of the area and set out specific policies for their improvement.

Outside the Conservation Areas, there are other features of architectural and historic importance that may benefit from more detailed guidance the AAP can provide. This might be particularly important for preserving the setting of important historic buildings.

Bass's Recreation Ground is a major piece of open space within the City centre. However, it is recognised that it is a massively underused resource, with poor access and facilities. Including the park within the AAP area enables the Council to link any development that happens with bringing about changes that can rectify this situation and turn Bass's Rec into a vital and viable part of the City centre life.

Strengths, Weaknesses, Opportunities & Threats

As mentioned in Part 1, once it was decided to prepare an Area Action Plan for this part of the City, a large amount of effort went in to analysing the characteristics of the area and gathering data and information. This was done to help identify the key issues affecting the Eastern Fringes and to help us to measure the effects of the Plan over time.

Drawing together the evidence gathered, issues raised by the 'drivers of change', the underlying policy context and from discussions and consultations, it is possible to identify the **strengths, weaknesses, opportunities** and **threats** (SWOT). This analysis has been used to help define the 'vision' and 'spatial objectives' for the AAP.

The SWOT characteristics are shown below. The aim would be to create a plan that builds on the area's strengths, improves on its weaknesses, takes advantage of the opportunities it provides and that ensures any threats are kept to a minimum.

Strengths (*to build on*)

- Locational Advantages – transport benefits
- Locational Advantages – facilities benefits
- Examples of high quality in the built environment
- Natural environment / open space

Weaknesses (*to improve and consider*)

- Existing pedestrian access to City centre and open spaces poor
- Examples of poor quality in the built environment
- Inefficient use of land
- Examples of significant environmental constraints
- Small resident population
- Underused open space resources

Opportunities (*to take advantage of*)

- Within Derby Cityscape URC area
- Availability of key development sites
- City centre living opportunities
- Reduce reliance on the car
- Improved public transport links
- Quality place making
- Improved pedestrian and cycling links to City centre and open spaces
- Potential for Railway Station improvements
- Potential to elements of the Railway Conservation Area

Threats (*to watch out for*)

- Growing congestion and reducing air quality
- Unconstrained car use leading to worsening accessibility
- Lack of developer interest
- Ineffective public sector delivery capabilities and resources
- Flood risk in parts of the site
- Difficulty in relocating existing businesses

The Vision

The vision that has been decided on for the AAP is as follows;

“To establish a framework for the creation of a sustainable neighbourhood, where people can enjoy a high quality of life within a distinctive, high quality urban environment”

This encompasses four main ideas;

- ☑ **A Framework:** Developers, land owners and the local community all need certainty about what will happen in this area over the next 15 years. The Action Plan will provide this by setting out clear policies on the nature and form of development and by outlining the mechanisms that will be used to bring development forward. Necessarily, the framework should also provide for some flexibility, to take account of changing circumstances.
- ☑ **A Sustainable Neighbourhood:** The Government’s Sustainable Development Strategy sets out four guiding principles for sustainable development;

- Living within Environmental Limits;
- Ensuring a Strong, Healthy and Just Society;
- Achieving a Sustainable Economy;
- Promoting Good Governance;
- Using Sound Science Responsibly

These principles are the corner stone of the planning system and this Plan will strive to ensure that it supports these principles as much as is possible. The idea of creating a new neighbourhood is also vitally important. Neighbourhoods are not just residential estates. Rather, they are areas where people can live and work and which provide for their leisure, health, shopping and educational needs. The Action Plan needs to recognise this.

- ☑ **A High Quality of Life:** There are numerous factors that go into achieving a high quality of life. The Plan can ensure that people live in a high standard of housing, in a safe and attractive environment, with good access to jobs, shops, open space, leisure, health and educational facilities.
- ☑ **A Distinctive Urban Environment:** The Council wants the Eastern Fringes to become a nationally recognised area of best practice in sustainable design and architecture. The Plan will include design policies that set out challenging minimum requirements and objectives for sustainable design and layout. However, the Council do not want to stifle creativity and innovation. Architects will be encouraged to show flair and forward thinking in all aspects of design in order to make ensure this part of the 'vision' is achieved.

The Objectives

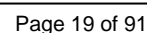
To achieve this vision, to address significant issues that have been identified through evidence gathering and consultation and to building on the known 'drivers for change', eleven '*spatial objectives*' for the AAP have been adopted (see below). All the policies and proposals in the AAP will have to assist in achieving these objectives.

The objectives try to cover all aspects that will need to address and demonstrate the Plan's commitment to sustainable development and to creating a better, safer and more vibrant environment where people *want* to live and work.

Objectives

1. To ensure that the AAP supports the wider aims and objectives of the Local Development Framework, the Community Strategy and the Derby Cityscape Masterplan.
2. To provide sustainable mixed-use development that reinforces Derby City Centre's role as a place to live and work.
3. To ensure the provision and access to all the key services and facilities that are needed to support the 'Eastern Fringes' and that the mobility and accessibility needs of the neighbourhood are met.
4. To provide wider opportunities for City Centre living, by providing residential development of a mix of size, types and tenure.
5. To provide commercial and employment generating development that contributes to the continued economic prosperity of the City.
6. To ensure that development within the Eastern Fringes sets new high standards of design for the City and that a consistent approach to quality is taken in order to create a distinctive urban environment.
7. To ensure that the best elements of the Eastern Fringes' existing natural and built environment are protected or enhanced.
8. To ensure that new development promotes energy efficiency and prudent use of resources and minimises the impact on the environment.
9. To improve linkages between the Eastern Fringes and the City Centre, that encourage walking, cycling and public transport use, particularly focussing on the links between the Railway and the Bus Stations.
10. To create safe, convenient and attractive routes in, out and through the Eastern Fringes which help to create a vibrant and active neighbourhood.
11. To improve the design, access and usage of existing areas of open space and to ensure that the public realm is a fully and safely integrated part of the wider urban environment.

Approximately 7,500 people are currently employed in the area, compared to a figure of fewer than 900 people who live in the area.



The Overall Preferred Option

The Overall Preferred Option

The overall Preferred Option for the Eastern Fringes is a residential-led mixed use regeneration scheme. The new housing will be supported by new employment generating uses, new retail and community facilities and the objective of improving accessibility and design quality throughout the area.

The overall outputs of the Preferred Option would be as follows;

Housing

Overall a minimum of 3,100 new dwellings will be provided in the area. These would be built at an approximate average density of 130 dwellings per hectare.

The housing will be made up of a range of different types and tenures, including apartments and family homes. A target of 30% affordable housing to be achieved through negotiation has been indicated on all major housing sites.

The increase in housing will create a need for a new primary school and other community facilities within the area.

Education & Community Facilities

The increase in housing will create a need for new primary school facilities and other community facilities within the area. The Preferred Option will not generate enough pupils for a secondary school in its own right. However, the Council is currently reviewing secondary school provision in the City in relation to the Government's 'Building Schools for the Future' programme. The review is not sufficiently progressed to determine whether the Eastern Fringes would be a favoured site for any new provision. However, the AAP may need to take on board the outcomes of this review if a site in this location is favoured, at subsequent stages.

Employment

It will provide for a minimum of 25,000 square metres of new high quality office space, within a landmark development fronting onto the Cock Pitt and Traffic Street. In addition, it allocates other, smaller scale, employment sites that could provide opportunities for either new floorspace or the relocation of existing facilities from within Castle Ward. A number of flexible mixed-use allocations that could include business or industrial uses have been identified.

Retail & Leisure

Provision is made for a new mid-sized supermarket to meet local needs in a sustainable way. This would be located on the 'Castle Ward' boulevard. The boulevard will also contain other small scale facilities that will both serve the local population and help to create an attractive, vital and viable route through the area to the City centre from the railway station. The boulevard will not be limited to shops.

(continued overleaf)

The Overall Preferred Option (continued)

Leisure and community uses would be welcome additions. The boulevard will become the focus for the new neighbourhood.

New, usable open spaces will be created in association with the housing development. A network of linked public and private open spaces will be created. In particular, a 'green link between the Arboretum and Bass's Rec. will be created. The aim will also be to improve facilities at Bass's Recreation Ground.

Transport

To make more efficient use of land in the Eastern Fringes, four new multi-storey car parks are proposed. These will release land for development, which in turn, may help to finance improvements to the railway station and bring forward other important developments.

The Preferred Option also makes provision for a new public transport link along Siddals Road, new and improved pedestrian and cycle links throughout the area and contains an objective to see improvements to the transport interchange at the railway station.

Design & Conservation

Conservation is an important theme for the Preferred Option, particularly in relation to ensuring that new development within the two Conservation Areas is appropriate, but also highlighting the important features of London Road and the DRI site.

The Preferred Option provides the public with their first opportunity to comment on the design principles that the Council wish to see put into action in the Eastern Fringes area. The principles cover sustainable design, waste and pollution, flooding, crime and safety and green infrastructure. Initial indications of acceptable building heights have also been put forward for discussion.

The overall 'strategic' Preferred Option is to create a pro-active framework for regeneration, which sets out fairly strict guidelines for the comprehensive treatment of the area as a whole.

From a land-use perspective, the Preferred Option is for residential-led mixed use regeneration, that is supported by employment generating uses, new retail and community facilities and the objective of improving accessibility and design quality throughout the area.

While the 'Preferred Option' shares the overall strategic vision of the Derby Cityscape Masterplan published in January 2005, there have been a number of changes made as a result of consultation and further research.

The informal consultation process has led to an *evolution* of the Masterplan's ideas, rather than a complete *revolution*. It is considered that the proposals put forward here meet the Spatial Vision and Objectives of the AAP and are sustainable. The Council is also confident that the Preferred Option builds on the area's existing strengths and addresses its weaknesses.

The other main strategic alternative would have been the 'Local Plan Review' option. It was logical to consider this as an option as it already provided a planning framework for the area and had just been the subject of an independent Public Inquiry. This logic has been well

However, following the Local Plan 'strategy' for the area in its entirety would have meant dealing with individual applications in a piecemeal and ad hoc fashion, with no overriding vision for the area. When considered against the AAP's objectives, it was not felt that this would be appropriate.

The Character Areas

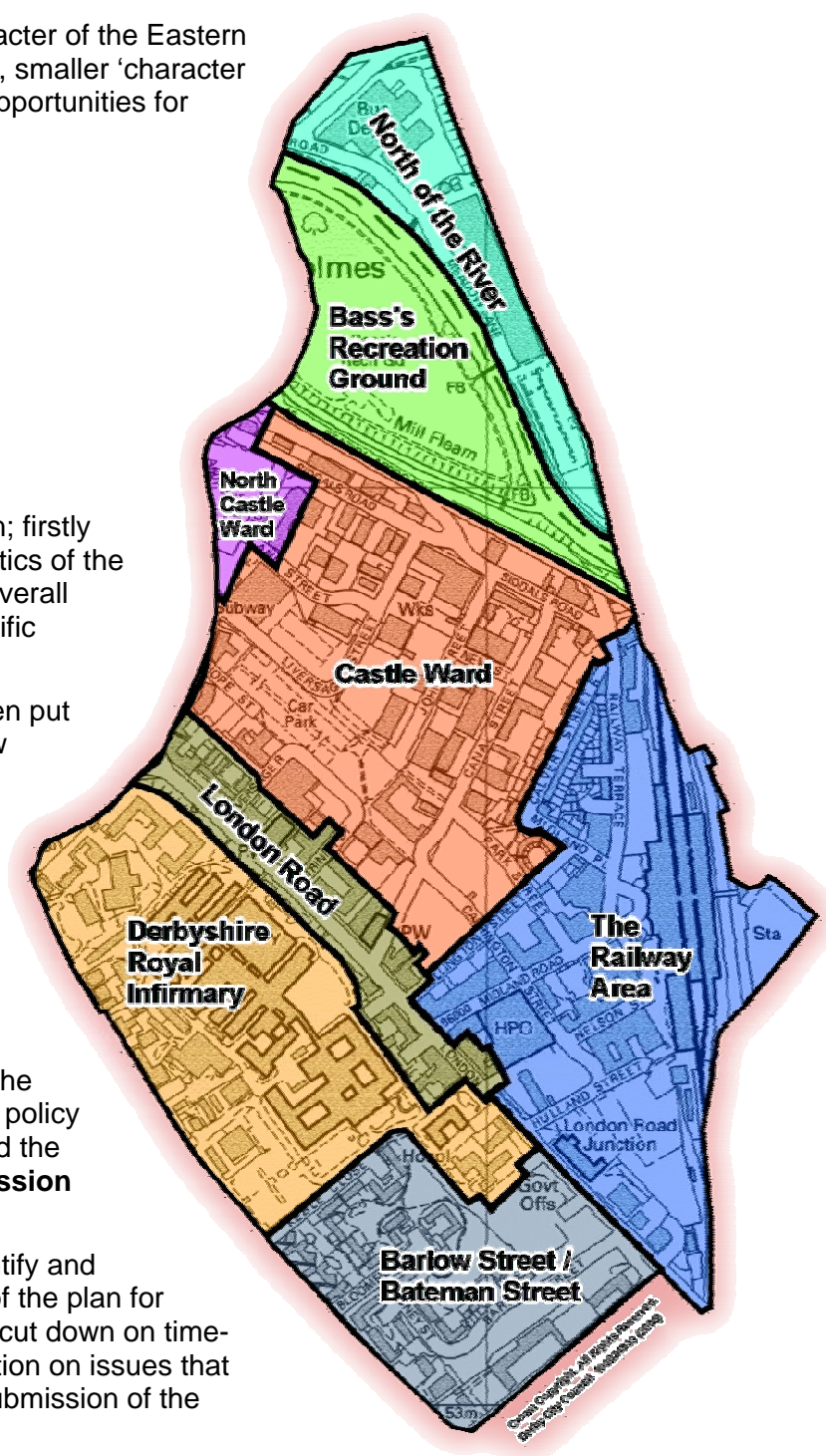
It is obvious that within the *overall* character of the Eastern Fringes, there are a number of different, smaller 'character areas', all of which contain significant opportunities for change. These are;

- ☑ North Castle Ward
- ☑ Castle Ward
- ☑ The Railway Area
- ☑ London Road
- ☑ Derbyshire Royal Infirmary
- ☑ Bateman Street / Barlow Street
- ☑ Bass's Recreation Ground
- ☑ 'North of the River'

Each of these areas is discussed in turn; firstly illustrating what the existing characteristics of the area are and then setting out how the overall 'preferred option' is translated into specific allocations.

A series of suggested policies have been put forward² to provide greater detail of how proposals may come forward and what would be expected from developers. This increased 'certainty' over what may happen has been one of the key points to come out of the 'front-loading' process. Landowners, residents and developers alike want a clearer idea of how development might come forward and one way of showing this to set out the policy principles that the Council feel should be adopted. These policy wordings are subject to consultation and the final wordings will be part of the **Submission** plan.

This fits in with the idea of trying to identify and resolve issues prior to the submission of the plan for independent examination. This should cut down on time-consuming discussions at the Examination on issues that should have been addressed prior to submission of the document.



² 'Creating Local Development Frameworks: A Companion Guide to PPS12' Checklist 8b advocates the inclusion of outline draft policies.

North Castle Ward

Existing Character

The predominant land uses within the North Castle Ward area are a 233 space public car park, the Speeds Volvo and Chrysler dealership, a 3 storey office block, a section of Siddals Road and a section of Copeland Street. The area covers some 1.3 hectares, with 0.7 hectares of this in use for parking.

The general character of the area is low intensity, low density development. There is no design consistency across the area. The office block is a 3 storey red brick building with a pitched roof (early 1990's). The car showroom is a 1-2 storey industrial unit. The car parking area is not maintained to a high standard and is surfaced with aggregate.



The site is directly bounded to the west by Traffic Street and the Cock Pitt Island, to the north by Station Approach, to the south by Gala Bingo and to the east by Castle Ward industrial estate. The area is within close proximity to the Riverlights development and Bass's Recreation Ground.

Permeability through the site is poor. Siddals Road is closed off at its junction with the Cock Pitt Island, forming a dead end. Copeland Street facilitates access to the car park and other industrial units behind the Speeds site within the Castle Ward industrial estate.

The Preferred Option

Preferred Option A: North Castle Ward

The Preferred Option for this area is the creation of a landmark office development that has the potential to attract a large inward investor, national headquarters or Government relocation. Provision is made for a minimum of 25,000 square metres of new floorspace.

The office development would be supported by complementary uses, such as a hotel or conferencing facility. This will give the site a greater appeal to investors.

Parking will be provided to serve the development but will have a dual purpose of providing evening and weekend parking for the City centre.

Ancillary facilities will be permitted, provided that they will be of a scale sufficient to serve the office staff only.

Development would safeguard the potential Siddals Road public transport link.

The North Castle Ward site offers one of the main investment opportunities for major office development within central Derby. The site is particularly suitable for major commercial or public sector office occupiers. High quality office development in this strategic location will add considerably to the stock of office accommodation in the City centre and would relate well to the potential office development on the opposite Riverlights development. The levels of floorspace proposed is considerable, but is needed if the City is to attract the type of operator aspired to. The City has an extensive portfolio of employment land. However, it is currently lacking in high quality strategic City centre sites. In recent years, the office market in the City has been

focussed on Pride Park and the Wyvern Business Park. This AAP will help to redress this balance and provide a sustainable alternative.

The North Castle Ward site should be attractive to high profile occupiers, requiring a highly visible site, with good connections to the strategic road network, railway station and bus station. This offer would be further enhanced by recognising that other complementary uses should be permitted on the site, such as hotels or conferencing facilities. It is also recognised that a development such as this would employ a large number of people, who will have day-to-day convenience needs. While it would be sensible to allow some facilities on-site to serve those needs, care must be taken to ensure that proposals wouldn't undermine the ability to bring the Castle Ward Boulevard forward.

The Preferred Option would also safeguard the public transport link along Siddals Road. This is a proposal within the City's Local Transport Plan and will be an important factor in improving public transport access both in the Eastern Fringes itself, and beyond.

Other Options & Alternatives Considered

- **'Do nothing' / Retain as car park & car showroom**
- **Mixed-use allocation, with no specificity on uses**
- **Derby Cityscape Masterplan (unamended)**
 - Pure office & car park development (no complementary of ancillary uses)
 - No safeguarding of public transport route
- **Consideration of directing public transport link along Station Approach**

Suggested Policy 1: North Castle Ward

A high quality landmark office scheme, providing a minimum of 25,000 square metres of new floorspace, will be developed on this site.

The provision of complementary uses, such as a hotel and conferencing facilities will also be welcomed on this site.

Small scale ancillary uses designed to serve people working in the development will be permitted provided that they are of a scale and nature that would not impact on the implementation or vitality of the Castle Ward Boulevard or the City centre.

The scheme will provide sufficient parking to serve the development. This will also be required to provide short stay evening and weekend parking for the City centre.

The development will be of an exemplary architectural quality, creating a strong statement of place and demonstrate the consideration of the following specific design principles;

- ☑ a slender landmark building or group of buildings of a range of heights that creates a strong frontage onto the Cock Pitt;
- ☑ the need to safeguard the potential use of Siddals Road for a public transport link between the railway station and the Cock Pitt roundabout;
- ☑ a range of buildings of up to 7 storeys in height in adjacent locations to the landmark buildings that create a strong frontage onto Traffic Street;
- ☑ the creation of safe pedestrian and cycle links through the site.

Castle Ward

Existing Character

The Castle Ward area covers approximately 12 hectares and contains a number of small businesses of varying sizes and types, ranging from a concrete batching plant to a chocolate factory to a bingo hall.

There is also a small area of open space, large expanses of surface level parking and a small number of residential properties.

There is no coherent architectural style across the whole of the Castle Ward area. Buildings are small in scale (1-3) storeys and industrial in nature (metal cladding), with the exception of an impressive older brick built building on Canal Street which is taller in height and of a higher architectural quality than surrounding buildings.

Permeability through the area should be relatively good, with Siddals Road, Canal Street and Liversage Street providing important links through the area. However, the nature of the links make them unattractive, particularly for pedestrians.

Castle Ward is bounded in the west by Traffic Street and the Cock Pitt Island, to the south by the London Road area, to the north by Station Approach and to the east by the Railway Conservation area.

The area is stale and has very little night time activity or sense of community

The Preferred Option

Preferred Option B: Castle Ward

The Preferred Option for this area is the creation of a new sustainable 'urban village'. This will be made up of around 1200 new dwellings. Opportunities for employment and commercial space are also provided on key sites fronting Station Approach and Traffic Street.

The area will be served by a new central 'boulevard' that will create an improved link between the City centre and railway station and will become the focus for the new community. Along the length of the boulevard will be new shops, leisure and community facilities.

The Preferred Option makes provision for a new primary school, nursery and supermarket to serve the increase in population and would provide a replacement multi-storey car park to consolidate existing surface parking and release land for development. A network of private and public open spaces will be created, linked by safe and attractive pedestrian and cycle routes.

A key aim of the AAP for this area is improving accessibility to existing open spaces. With this in mind a new link across Station Approach will be provided to Bass's Recreation Ground.

This is one of the most sustainable locations in the City. It has unparalleled access to the shops and facilities in the City centre, the railway and bus stations, major open space at Bass's Recreation Ground and the major healthcare facilities that will remain on the DRI site. This makes it an ideal location for new sustainable residential development. In addition to its

locational advantages, residential development would make a significant contribution to the City's 'brownfield' housing development in the City, thus helping us to meet the 60% brownfield housing target and reducing the need for Greenfield housing on the edge of the City.

The levels of housing envisaged would be built at around 130 dwellings per hectare. This is quite high, but considered achievable in this City centre location. It is expected that the area will contain a mix of apartment and family housing set within an attractive environment, which includes network of private and public open spaces, linked by safe and attractive routes for pedestrians and cyclists alike.

Coupled with the locational benefits, the design policies in the Plan will try to ensure that the housing is not only of the highest architectural quality, but also contains best practice in terms of sustainable design features and methods.

It is recognised that bringing forward the 'Preferred Option' will mean facilitating the relocation of existing businesses in the area. The Council, working with its partners at Derby Cityscape, will try to work with businesses to find an acceptable solution to this. With this in mind, Derby Cityscape have prepared a Draft Relocation Strategy (attached as Appendix 3 to this report).

The 'Castle Ward' area is made up of a number of particular sites and features. The detailed 'preferred option' for each of these is described below.

The Station Walk 'Boulevard'

Improving the link between the City centre and the railway station is a key objective of the Action Plan. Creating the 'Castle Ward Boulevard' is one of the main ways in which this objective will be achieved.

At ground floor level the boulevard will contain small-scale units, providing an active frontage that will give much needed vitality and vibrancy to an area that is currently dormant. It is envisaged that the boulevard will not just contain shops, cafes and restaurants. It is also seen as an excellent location for new community facilities to locate, such as nurseries or crèches, community centres and health uses. The boulevard will become the focus for the new community.



There will be a need for limited traffic access onto the boulevard, but this will be kept to a minimum. A completely pedestrianised route was considered, but ruled out as being impractical. The existing access on Traffic Street will be needed to access North Castle Ward. Managing the traffic through the area may also mean there is a need for points at which traffic can cross the boulevard.

Siddals Road Development Site

The north side of Siddals Road occupies a relatively thin strip of land, constrained by Station Approach. This does not mean that the site does not offer potential for development. The 'preferred option' for this site is a scheme involving a mix of residential and business uses.

An Air Quality Management Area (AQMA) has been identified along Station Approach. One way that the Council's Air Quality Supplementary Planning Guidance advocates for mitigating this is by placing residential uses at higher levels, with business uses on the lower floors. This could include small workshop type uses on the ground floor provided that satisfactory living and working conditions could be maintained above. The AQMA may make a residential only scheme inappropriate.



The Preferred Option safeguards an element of land for access. This could incorporate a new 'left in' access, onto Siddals Road (at present, you cannot get into the Castle Ward area from

Station Approach). This may help with the overall traffic management of the area and improve accessibility.

Traffic Street and Gala Bingo Sites

The Gala Bingo building takes up a prominent location at what will become the junction of the Castle Ward boulevard and Traffic Street.

The use of the building serves an important and popular leisure function which would be suitable to retain in this edge of City centre location. However, the building lacks architectural quality and is likely to be out of character with other proposed development in the area. This policy would allow the retention of the leisure use, but would also encourage a new building that would make better use of the land and, hopefully, lead to an improvement in the built environment.

The Traffic Street site provides an opportunity for mixed-use development. Traffic Street is an AQMA and a commercial frontage will provide a buffer to the residential properties in the remainder of Castle Ward. Orientating buildings within this 'allocation' toward Traffic Street would also enable a strong and attractive frontage to be developed, continuing the line from North Castle Ward.

Bemrose & Sovereign Car Park Development Site

The population of the 'Eastern Fringes' will increase substantially over the life of the Plan. Therefore, it is considered that new shopping facilities will be needed to provide for this population's food and convenience shopping needs. These facilities should be in the most accessible place for the new community and it is felt that the Boulevard is the most appropriate location.

The size of the store has been gauged so as to be large enough to make it viable for weekly shops, but not so large that it attracts people from other parts of the City or impacts on the City centre or other nearby District Centres. This would be unsustainable and contrary to the Council's retail strategy. New shopping should be for the local community and not become a city-wide resource.

The multi-storey car park will replace the existing surface car parks in the area. This will make more efficient use of land. The site identified is in an accessible location.



Other Options & Alternatives Considered for the Castle Ward Character Area

- 'Do nothing'
- Allocate entire area for a mix of uses, without any specific requirements.
- Derby Cityscape Masterplan (unamended)
 - Residential development on Traffic Street frontage
 - Residential development only on Siddals Road
 - No proposal for Gala Bingo
 - Closed access to Station Approach
 - Different 'route' for boulevard, *incorporating demolition of Florence Court*
 - No specific proposal for supermarket on Boulevard
- Allocate **Bemrose and Sovereign Car Parks** for residential and business development.
- Large park sited in Castle Ward (in conjunction with redevelopment of Bass's Recreation Ground – see page 44)
- Provision of Secondary School / Academy
- Large leisure complex on Siddals Road

Suggested Policies to Implement the Preferred Option

Suggested Policy 2: Castle Ward

The Castle Ward area represents the largest opportunity to provide City centre living in Derby. The sites identified by this policy will;

- ☑ Provide a minimum of 1200 new dwellings;
- ☑ Achievement of 30% affordable housing through negotiation;
- ☑ Provide a new primary school and nursery, generally in the location identified on the proposals map;
- ☑ Incorporate the 'Castle Ward Boulevard' as defined by Suggested Policy 3.

This major development scheme will be expected to meet the very highest standards of design and layout. As well as satisfying plan-wide design policies, the following specific objectives will be considered;

- ☑ a range of buildings heights of between 3 and 6 storeys;
- ☑ Building massing will be greater along the boulevard and along other key routes.
- ☑ Away from primary routes housing will be generally lower density townhouse / family dwellings.
- ☑ In areas adjacent to the Railway Conservation area, built form and architectural styles will have regard to the character and detailing of the railway related buildings – with a transition to a more contemporary design as you progress toward the City centre.

- ☑ A series of linked usable public open spaces that help provide an attractive setting for development and provide safe and attractive links through the area that incorporate 'Station Walk' and a 'green link' between Bass's Recreation Ground and the Arboretum.
- ☑ The form and layout of development should create a coherent streetscene and seek to increase the permeability in the area for pedestrians and cyclists.

Suggested Policy 3: Castle Ward Boulevard

The 'Station Walk Boulevard' will become the principle pedestrian and cycle route linking the railway station to the City centre.

An attractive, safe, vibrant and prestigious link will be created which provides a strong frontage that will provide a focus for the business and residential community and help draw visitors along its length. The following specific objectives will be met;

- ☑ A pedestrian priority environment will be created, incorporating a public square, high quality public realm, public art and features contributing to the green infrastructure of the area;
- ☑ To ensure vitality, viability and activity throughout the day and evening, at ground floor level, providing a series of 'active frontages'. Acceptable uses within these will include;
 - Shops (A1) and Restaurants (A3)
 - Leisure uses (D2)
 - Community or Health Uses (D1)
- ☑ Safeguarding the underpass to the Eagle Centre.
- ☑ Make provision for limited access for road traffic at Traffic Street and the junction of Park Street and Canal Street.

Suggested Policy 4: Siddals Road

A scheme involving an innovative mix of residential and business uses will be developed on this site. The potential for the vertical separation of uses, with business development on the lower levels and residential development on upper floors will be welcomed.

The development will be of an exemplary architectural quality, reflecting the site's prominence from Station Approach and Castle Ward and demonstrating the consideration of the following specific design principles and objectives;

- ☑ a range of building heights of between 5 and 7 storeys
- ☑ negotiate the provision of 30% affordable housing on any residential element of the development
- ☑ creation of natural surveillance over open spaces, including Bass's Recreation Ground
- ☑ the need to integrate the provision of a pedestrian footbridge over to Bass's Recreation Ground into any layout.
- ☑ the need to safeguard land for the possible creation of a new access point from, and onto, Station Approach
- ☑ the need to safeguard the potential use of Siddals Road for a public transport priority link between the railway station and the City centre.

Suggested Policy 5: Gala Bingo

To facilitate an improvement to the built environment within the Castle Ward area, the Council would welcome a redevelopment scheme on this site that included the provision of a new bingo hall / leisure / community facility on the ground floor.

The location of the site on the confluence of the 'North Castle Ward' landmark office scheme and the residential-led 'Castle Ward' would make residential or office uses acceptable at first floor and above.

The design and layout of any replacement building should have regard to the specific design guidance set out in Suggested Policy 2: Castle Ward

Suggested Policy 6: Traffic Street

This prominent site is suitable for a range of uses that could complement nearby activities, both in the City centre and Castle Ward.

Acceptable uses would include a mix of residential, hotel, leisure, restaurant, community uses, health uses or offices.

The development will be of an exemplary architectural quality that demonstrates the following specific principles;

- ☑ a range of building heights of between 5 and 7 storeys that create an attractive and strong frontage onto Traffic Street
- ☑ achievement of 30% affordable housing through negotiation on any residential element;

Suggested Policy 7: Bemrose & Sovereign Car Parks

A high quality and sensitive mixed-use scheme, providing a new 1500 square metre supermarket, short –stay multi-storey car park and residential uses will be developed on this site.

Creative design solutions for this site will be expected that can accommodate different uses in a way that neither detracts from the character of the adjacent Conservation Area or the amenity of nearby residential properties.

Reflecting guidance for other parts of the Castle Ward area, the considering the following objectives;

- ☑ a range of building heights between 3 and 6 storeys.
- ☑ residential development to include a mix of apartments and family housing and to be built at an average density of no less than 100 per hectare.
- ☑ achievement of 30% affordable housing through negotiation on any residential element.

Railway Area

Existing Character

The Railway Area there is dominated by the Railway Conservation Area.

Within the Railway Conservation Area there are four 'mini' character areas, which overlap each other because of their use, scale and architectural detail. Within the four areas there is an evident overriding character of predominantly red brick buildings. The first of the character areas is based around the railway station and the associated office buildings (Amber House, Wyvern House and Midland House) and the Midland Hotel. The area is characterised by its continued usage of rich terracotta detailing.

The second of the character areas includes the small-scale residential buildings along Railway Terrace and the Brunswick Inn which form the remaining part of the former railway village. The buildings are simple in design and include stone hooded windows and stone dressings.

The Midland Road area forms the third of the mini character areas. Midland Road is a more commercial area that includes shops, restaurants, hotels, public houses and the incongruous Royal Mail building, which contrasts sharply with the smaller scale Victorian buildings adjacent and opposite.

The fourth of the character areas is the quiet, underused area on Wellington Street. The area predominantly contains areas of surface level parking and the rear elevations of the buildings on Midland Road.

Outside the Conservation Area, the largest site is the 'South car park' that is currently utilised for surface level parking for the railway station. Adjacent to the car park, fronting onto London Road is a row of commercial buildings, including a large office block. This row of buildings is currently separated by a vacant development site, created through the recent demolition of a petrol filling station.

The Preferred Option

Preferred Option C: The Railway Area

The Preferred Option for the Railway Area is one of continuing conservation. A number of sites are identified for potential development, including existing car parks and underused land on Wellington Street. Two new multi-storey car parks are proposed to consolidate existing parking and release land for development elsewhere. All development will be expected to be of a high standard and have proper regard to the character of the Conservation Area.

The improvement of the Conservation Area is also sought, particularly in relation to the Railway Station itself and in the immediate areas adjacent to the station. The aim is to create a better first impression of the City.

There is no single underlying 'option' for the Railway Area, other than that of trying to protect and enhance the quality of the Conservation Area and, where necessary, ensure that no new development in the area has a detrimental impact on its character.

The Preferred Option is, therefore, made up of a number of smaller sites, which are described below;

North Car Park

Subject to the provision of alternative parking elsewhere in Eastern Fringes area, this site may come forward as a development opportunity. While parts of the site may be needed to help enhance the existing access arrangements of the station (or form part of a new interchange), it is unlikely that the whole site will be required. After consultation, it was felt that residential development would be inappropriate in this location, primarily owing to the noise and impact on amenity emanating from the railway station.



However, it is also recognised that if developments elsewhere are to materialise, then this site will need to be released for development. With this in mind, the most appropriate form of development would be new office space. This would suffer less from the amenity issues raised by the railway station and would be in-keeping with the existing neighbouring uses at Wyvern House.

South Car Park & London Road South

The South Car Park is currently used as a surface car park for the station and its staff. Consolidation of this car parking into a new, sensitively designed, multi-storey car park would release the remainder of the land for development. The nature and location of the site would not make it suitable for residential development and it is felt that it would make an ideal site for small scale industrial or workshop uses. The need for the plan to identify land for such uses was a key theme in the 'frontloading' process and this Preferred Option has reflected this.

Wellington Street sites

This underused land has been identified for residential development. Considering the preferred option for other parts of Castle Ward, alternative land uses were not considered appropriate. Indeed, residential development was seen as being able to provide an opportunity to improve the quality of the streetscene in this location.

Royal Mail Building

The Royal Mail building on Midland Road is recognised as being incongruous and out-of-keeping with the area. Considerable improvements would be made to the quality of the built environment if this building were to be redeveloped.



The Council recognise that the Royal Mail carry out an important and necessary function from these premises and would not want to see the operation move out of the City. However, should a relocation within the City be facilitated, then this site does offer opportunities for mixed-use development that takes account of its location near to the railway station. This should have an element of residential and employment within it, but could also include a hotel, conferencing or community facilities. An active frontage on the ground floor would help to maintain Midland Road's character.

Pride Park Car Park

The Pride Park Station car park is being proposed as a multi-storey car park, to consolidate parking from other station car parks. This has two advantages. First, it releases land for development that will help to finance other improvements to the station. Second, it will reduce the amount of traffic needing to go to the front of the station, using Midland Road and Railway Terrace. This may help to reduce congestion on these roads

General Railway Conservation Area Policy

The identification of the Railway Conservation Area is to be continued in line with the 'Local Plan Review' Option. However, it was felt that more specific guidance should be provided for this area than currently exists. The Railway Conservation Area Appraisal has set out what the main characteristics of the Conservation Area are that new development will need to have due regard to. The main architectural characteristics of the Conservation Area are;

- ☑ pitched or hipped roofs with Welsh slate
- ☑ red / orange brick construction of imperial brick sizes
- ☑ Flemish brick bond
- ☑ terracotta decoration, for example at Churnet House and the former Midland Railway Institute, with terracotta framing apertures or rooflines and moulded terracotta tiles with date of construction
- ☑ multi-planed timber vertical sliding sash windows subdivided into 6 or 8 panes of glass in each sash, or tall windows with a single pane in the bottom sash and 6 panes in the top sash
- ☑ stone window and door surrounds, string courses and parapet cornices in a early Victorian, classically inspired manner
- ☑ hooded windows and doors reflecting the late Georgian, early Victorian neo-classical style
- ☑ panelled doors
- ☑ brick dentilated eaves course and projecting course on chimneys
- ☑ cast iron rainwater goods, traditionally designed with half round gutters on rise and fall brackets, or leaded gutters hidden behind simple parapets
- ☑ granite setts and kerbs
- ☑ blue brick paving for private and public space, using dark Staffordshire blue brick in an imperial size
- ☑ copper lined roof elements.

Railway Terrace 'Improvement Areas'

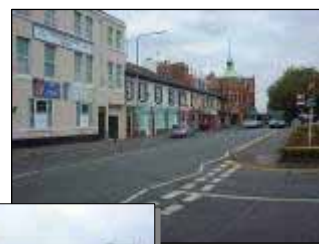
The Council will seek to implement a number of enhancements to the Conservation Area in order to improve on what is already an excellent urban environment.

The four specific sites identified are the properties opposite the Railway Station, Midland Place, Midland Road and the Railway Station itself.

Improvements to these parts of the Conservation Area will, in particular, enhance its special character and make this important gateway location more attractive, appealing and welcoming to people who live, work and travel through it.

Improvements envisaged for Railway Terrace would include the removal of the modern shop fronts and such features as the dormer window that currently undermine the quality of these buildings.

Midland Place will be the 'entrance' to the Castle Ward Boulevard and, as such, should be attractive and welcoming. Works will be done to improve the public realm here and make the area more legible.



Midland Road is within the Conservation Area and has some important features, including the war memorial. However, the standard of the public realm is lower than in other parts of the Conservation Area (compared to London Road and parts of Railway Terrace) and this could be enhanced. New tree planting and street furniture will be introduced, as will improvements to the shop fronts and signage.

There are two ways of looking at improvements to the Railway Station. The first is in terms of the station's frontage and the way that pedestrians, cars and buses interact. The potential to rearrange the front of the station to make the traffic management elements work better will be encouraged. Wider enhancements to the Station will also be encouraged where feasible, but uncertainties over financing and timescales mean that, at present, there is no certainty this can be achieved.

Other Options & Alternatives Considered

- **'Do nothing'.**
- **Derby Cityscape Masterplan (unamended);**
 - Identification of Railway Terrace (opposite station) and Victoria Inn for redevelopment for office uses.
 - Station Car Parks – no change.
 - Royal Mail Building – no change
 - 'London Road South' – no change
 - Identification of Churnet House for business uses
- **Identification of *North Car Park* for retail, residential, light industrial, public open space.**
- **Identification of *South Car Park* for residential uses or National Rail Centre.**
- **Identification of *Royal Mail building* for large conference facility, retail, or multi-storey car park.**
- **Identification of *Pride Park Car Park* without office space.**
- **Relocation of railway station to another part of the City centre.**

Suggested Policies to Implement the Preferred Options

Suggested Policy 8: North Car Park

Land surplus to the parking or access needs of the railway station, will be developed for office uses of up to 4 storeys, that meet the following objectives;

- ☑ the trees and decorative railings that create a unique frontage to the site are retained;
- ☑ the design and scale of the buildings reflect and respect the special character of the Conservation Area and nearby buildings - in particular the listed residential properties opposite;

- ☑ the setting of the 1893 pediment and clock from the original railway station is not adversely affected. The incorporation of this feature into any redevelopment scheme or as part of a new station frontage would be welcomed.

Suggested Policy 9: South Car Park

Subject to the release of other station car parks for development, the Council would wish to see the development of a new multi-storey car park. This will include parking for public and staff and could include direct access to station platforms.

Land surplus to the parking or access needs of the railway station will be developed for business and industrial uses. Light industrial or workshops would be acceptable, together with office uses.

All development should respect the height, scale and facade of Midland House and other nearby buildings and will be required to be of a high quality design.

Suggested Policy 10: London Road South

This site is suitable for business development, provided that;

- ☑ designs create a dramatic improvement to the streetscene and create an attractive gateway to the City centre;
- ☑ an attractive and unified frontage along London Road is created;
- ☑ a range of building heights up to 5 storeys;
- ☑ an access point to the new railway station multi-storey car park and South Car Park development is safeguarded;

Light industrial or workshop uses would be acceptable at ground floor level, with offices above, if the above objectives could be met.

Suggested Policy 11: Wellington Street

These sites will be developed for a sensitive housing scheme that takes proper account of their Conservation Area status and relevant policies. The sites will be expected to provide a minimum of 30 new dwellings. Design and layout of the site should;

- ☑ have regard to the impact on the streetscene of Midland Road, avoiding any adverse visual impact, including impact relating to the two storey Midland Road shops;
- ☑ reinstate the strong building line along Wellington Street.
- ☑ achievement of 30% affordable housing through negotiation.

Suggested Policy 12: Royal Mail Site

Subject to the satisfactory relocation of Royal Mail operations within the City, this prominent site will be redeveloped for a high quality mixed-use scheme. As a minimum, the site will provide an element of residential, office and / or light industrial / workshop floorspace. On the Midland Road ground floor frontage, retail or restaurant uses would be permitted to maintain an 'active' frontage.

Other acceptable uses for this site would include;

- ☑ Hotel and conferencing facilities;

- ☑ Community and healthcare facilities;

Proposals for this site would be expected to achieve the following specific design objectives;

- ☑ to have regard to the architectural form and setting of the Conservation Area and nearby buildings, including Churnet House and Midland House
- ☑ to achieve a dramatic improvement to the Midland Road streetscene through better building design and a cohesive approach to scale and massing.
- ☑ to create strong and distinctive frontages onto Midland Road London Road.
- ☑ achievement of 30% affordable housing through negotiation on any residential element.

Suggested Policy 13: Pride Park Car Park

Subject to the release of existing station car parks for development, the Council would wish to see the development of a new multi-storey car park on this site to serve the station.

Proposals must have the proper regard to the Grade II* listed Roundhouse buildings and neighbouring developments and be of a high quality design.

The development could incorporate an office frontage to provide an appropriate elevation and streetscene.

Suggested Policy 14: Railway Conservation Area Design Guidance

In order to ensure that proposals will either preserve or enhance the traditional established character of this Victorian, railway related Conservation Area, proposals will be expected to reflect the prevailing local architectural details and materials.

New development should respect the general scale and architectural rhythm of existing buildings and spaces. Designs should have a strong, positive relationship to their context.

Suggested Policy 15: Railway Conservation Area Improvements

To further enhance its special character, the Council and its partners will support and, where appropriate, implement proposals to improve the following parts of the Railway Conservation Area;

- ☑ The frontage between the Swallow Hotel and Midland Place, opposite the station
- ☑ Midland Place public realm, as part of Castle Ward boulevard proposals;
- ☑ Midland Road public realm, paving, shop fronts and signage.
- ☑ Railway Station and Environs

All proposals must satisfy the criteria in Saved Policy E18 of the CDLP Review and Suggested Policy 13: Railway Conservation Area Design.

DRI

Existing Character

The Derbyshire Royal Infirmary (DRI) site is located immediately to the south of the City centre, and is currently occupied by a range of NHS facilities including hospital wards, key worker accommodation, teaching facilities and ancillary plant operations. The north of the site contains several hospital medical buildings, as well as the 14 storey Wilderslowe Tower (nursing accommodation), the Public Health Laboratory and the school of nursing. Fronting onto Osmaston Road, in the north-western part of the site, is the Hartington Street Conservation Area, which includes the school of nursing building, the surgery building and five residential properties.

The central core of the site comprises a mix of various hospital facilities, including medical clinics, wards and servicing. Commercial properties, offering retail and service sector services, are in the south of the site, fronting onto London Road. Some of the original buildings are around 100 years old.

The architecture of the area is mixed ranging from ornate Victorian infirmary buildings to the 14 storey concrete Wilderslowe tower block and more recent red brick additions. The scale and massing varies across the site with the majority of development set back from the roadside.

The site is bounded to the north by Bradshaw Way and the new Westfield Eagle Centre (currently under construction), to the east by London Road, to the west by Osmaston Road and to the south by Oriel Court. The London Road frontage forms an important gateway into the City that exhibits exemplar streetscape, with numerous listed buildings and monuments.

Permeability is currently poor through the existing site due to the nature of the existing activities. London Road and Osmaston Road are two key arterial routes into the city and provide excellent access along the edges of the site.

The Preferred Option

Preferred Option D: Derbyshire Royal Infirmary (DRI)

The Preferred Option for this site is to see it redeveloped primarily for residential uses, providing a minimum of 850 new dwellings of a mix of types and tenures over a phased period, related to the release of land by the NHS. These new dwellings would be supported by small-scale convenience facilities for 'top-up' shopping and new open spaces, including a 'green link' through the site to help link the Arboretum to Bass's Recreation Ground.

The Preferred Option would see the protection of listed buildings, monuments and buildings of high architectural quality, including, Devonshire House, Wilderslowe House, the Queen Victoria monument, the Florence Nightingale monument and the wall and railings fronting London Road

The Preferred Option would also see the area that is to be retained by the NHS identified for continuing health care uses, with support given in principle for new healthcare facilities.

The relocation of acute services from the DRI site will open up a major opportunity to create a sustainable residential community in conjunction with the 'urban village' being proposed for the

Castle Ward area. The site will become available over a phased time period due to gradual relocation of health related activities to the Derby City General Hospital. In general it is expected that the southern end of the site will be available from 2009 with the northern section becoming available later, dependant upon land issues being resolved at the Derby City General Hospital.

As with the Castle Ward site, redeveloping this site primarily for housing is a sustainable option that will contribute to the City's long-term housing needs. It will also help the NHS to facilitate the relocation of facilities to the City General Hospital and accomplish its other objectives in the City. In this way the AAP is contributing to wider *spatial* interests. Considering the objectives of the AAP and the wider context for this site, and the Eastern Fringes as a whole, residential-led development is the only viable option.

The AAP will need to recognise that not all land on the site will come forward immediately. As such, there will be a phased approach to delivery that takes account of the NHS's timetable and objectives.

Of course, the AAP also recognises that there are substantial features of architectural, historical and natural interest on the site and any development will have to have regard to these features. Of particular importance on the site are the listed Wilderslowe House, and the listed walls, railings and statues that border the site. However, there are unlisted features, such as Devonshire House (pictured right) and the large number of trees within the site that should be retained.



Other Options & Alternatives Considered

- **'Do nothing'**
- **Allocation of land for retail development**
- **Allocation of land for multi-storey car park to serve the Eagle Centre extension**
- **Identification of site for public open space (in conjunction with consideration of redeveloping Bass's Recreation Ground – see page 44).**

Suggested Policy 16: DRI Development

A high quality residential scheme will be developed on this site. It will be designed to the highest architectural standards.

The site will provide a minimum of 850 new dwellings in a phased approach that takes account of the release of hospital land. A comprehensive approach to the design of the site will be required that ensures the different phases provide a cohesive whole.

Small scale convenience shopping facilities will be provided on the site to serve the immediate local community.

The following specific objectives and principles should be considered;

- ☑ the creation of an attractive network of public and private green open spaces and a 'green link' between Osmaston Road and London Road.
- ☑ a range buildings heights between 3 and 5 storeys, depending on the townscape context;
- ☑ replacement proposals for Wilderslowe Tower may be taller than 5 storeys, but should be on a reduced footprint and lead to an overall improvement in the character of the area;
- ☑ achievement of 30% affordable housing through negotiation.
- ☑ the creation of an attractive and cohesive frontage onto London Road that takes the London Road Townscape Policy into account.
- ☑ The retention and, where appropriate, conversion of important architectural buildings and features, including;
 - Devonshire House
 - The listed Wilderslowe House and its curtilage
 - The listed walls, railings and statues
 - The trees bordering the site (where practical)
- ☑ Partial redevelopment of the original Infirmary buildings will be acceptable provided Saved CDLPR Policies E19 and E20 are met and consideration is given to the retention and re-use of locally listed buildings.
- ☑ Any proposals within the Hartington Street Conservation Area must satisfy the provisions of saved CDLPR Policy E18

Suggested Policy 17: Continuing Healthcare

The Council will continue to support the NHS Trusts' objectives for the continuing healthcare activities on the retained DRI site. Within this site, permission will be granted for development associated with the long-term future of the hospital and other facilities, provided that;

- ☑ the design and layout of proposals are compatible with the remainder of the site;
- ☑ there is sufficient parking and proposals would not cause or worsen any congestion or road safety problems;
- ☑ proposals would not prejudice the redevelopment of the surplus hospital land

Proposals to consolidate car parking and release additional land for development would be welcomed, providing that design, access and highways issues could be satisfactorily resolved and development of surplus land satisfies the other policies of the Plan.

Development that creates additional parking will only be permitted where it can be justified under Saved Policy T4 of the CDLP Review.

Barlow Street / Bateman Street

Existing Character

The area contains a surface level staff car park serving the DRI, two areas of open space; one serving the residential properties at Oriel Court and another stretch along the bottom of Barlow Street, that was to be used for a new road linking Osmaston Road with London Road. The southern end of the site is more industrial in nature and is currently occupied by 'Quadralene'.

The site is approximately 2.5 hectares (gross) and fronts onto London Road

The site is bounded to the north by the retained area of the DRI, to the south by former industrial land, to the east by London Road and to the west by Osmaston Road.

The existing buildings on the Quadralene site are industrial in nature and the surrounding residential properties are two storey dwellings (approximately 1970's). Oriel Court is the largest area of existing residential property in the Eastern Fringes.

The Preferred Option

Preferred Option E : Barlow Street / Bateman Street

The Preferred Option for this site is residential development that seeks to provide an interesting 'gateway' to the City centre on London Road, with a more sensitive development in areas affecting Oriel Court and south of Barlow Street. The site would be expected to provide a minimum of 150 new dwellings at an average density of 75 dwellings per hectare.

Bateman Street will be realigned to meet up with Barlow Street to create a safer junction.

There are two areas within the Bateman Street / Barlow Street that are suitable for new residential development. The existing NHS staff car park, to the south of Dovedale House, will no longer be needed when the hospital relocates. This will leave a vacant site, in a prominent location. Retaining the land for parking would be unfeasible. It is too far from the City centre to provide a general short stay parking. Alternatives, such as employment uses, would not be appropriate in such close proximity to the existing housing on Oriel Court.

Residential development would fit in well with existing uses and would enable a far more impressive and attractive 'gateway' to the City centre when travelling in over the London Road bridge.

Land to the south of Barlow Street, which is currently used as informal open space and industry, will also be suitable for new residential development. The 'open space' is actually highway land that was reserved for a new road linking Osmaston Road and London Road. This road is no longer planned and the AAP provides an opportunity to consider the most appropriate use for the future of this land. The Preferred Option would see this land incorporated with the Quadralene employment site to the south. Bringing these sites together should allow a form of development to come forward that maintains the existing character of the area and makes the best use of the open space. This would be more appropriate than the terrace scheme envisaged in the original Derby Cityscape Masterplan.

The development also provides an opportunity to realign Bateman Street, to join up with Barlow Street. The existing junction at Bateman Street is problematic and this scheme will enable a safer solution to be designed.

Other Options & Alternatives Considered

- **Allocate only the hospital car park for housing;**
- **Derby Cityscape Masterplan (unamended);**
 - Permit retail uses on ground floor of buildings fronting London Road
 - Allocate open space south of Barlow Street for *terraced* housing
 - No change to 'Quadralene' site (retain for industrial uses)
 - No change to highway.
- **Realign Barlow Street to join with Bateman Street.**

Suggested Policy 18: Barlow Street / Bateman Street

This site will be developed for a minimum of 150 dwellings, that meets the following specific objectives and principles;

- ☑ a range of building heights up to 5 storeys along, and to the rear, of London Road. Development will create a unified and attractive frontage onto London Road and ensure that a high quality and prominent 'entrance' to the City centre is created;
- ☑ buildings to the south of Barlow Street will be up to 3 storeys and will be laid out so as to enhance the existing open space provision;
- ☑ achievement of 30% affordable housing through negotiation;
- ☑ ensures the realignment of Bateman Street, to join with Barlow Street.



North of the river

Existing Character

The area north of the river is predominantly industrial in nature, characterised by the Trent bus depot and the Derby Evening Telegraph production facility. The remainder of the area comprises of surface level car parking and the Smithfield Public House.

The site is approximately 4 hectares (gross) and is serviced by Meadow Road.

The site is bounded to the east by the railway line, to the north by the inner ring road and to the west and south by the River Derwent.

There is no prevailing architectural style. The Evening Telegraph building is approximately 5 storeys in height at its highest point. The bus depot is a maximum of 2 storeys. Both are industrial in nature.



The Preferred Option

Preferred Option F: North of the River

The Preferred Option would see it redeveloped for 870 new apartments overlooking the River Derwent and Bass's Recreation Ground. This site is seen as a longer term opportunity, more likely to come forward nearer to the end of the plan period.

The site will provide improved access onto Bass's Recreation Ground through a new pedestrian / cycle bridge. Owing to its location, flood mitigation measures will be required from any detailed proposals.

The AAP proposes redevelopment for residential development, making the best use of this attractive riverside setting opposite Bass's Recreation Ground. The redevelopment of this site for apartment-style housing will further reinforce the communities living in close proximity to the central area and provide more brownfield housing in a sustainable location. This site is seen as a longer term opportunity, likely to come forward toward the end of the plan period.

Other Options & Alternatives Considered

- 'Do nothing' / Retain as employment land

Suggested Policy 19: North of the River

Subject to the satisfactory relocation of the bus depot and newspaper print works, this sensitive and strategically important site will be developed for residential development of the highest architectural quality. Proposals must meet the following objectives;

- ☑ a minimum of 870 apartments;
- ☑ achievement of 30% affordable housing through negotiation;
- ☑ the provision of satisfactory flood mitigation measures;
- ☑ the provision of an additional pedestrian and cycle footbridge onto Bass's Recreation Ground;
- ☑ a range of building heights of between 5 and 8 storeys;
- ☑ respect for the setting of the River Derwent and wildlife corridor;
- ☑ creation of natural surveillance over public areas, including Bass's Recreation Ground.



Bass's Recreation Ground

Existing Character

The site contains 4.5 hectares of major open space surrounded by mature trees. The site is bounded to the north by the River Derwent and to the south by Station Approach and to the west by the inner ring road.

The site is undulating, peaking at the northern end and falling away towards the River and the Cock Pitt.

The area is open but has poor access and few attractions or facilities, meaning that the area is an underused resource. The River Derwent is an important environmental resource. Both the river and its banks have been identified as sites of importance for nature conservation.

A section of the southern end of the area is covered by a covenant having been left to the City by Michael Bass.

The Preferred Option

Preferred Option G: Bass's Recreation Ground

The Preferred Option is to retain Bass's Rec. as open space but to take the opportunity the Plan will provide to improve usage and access to the park. These improvements may include new play areas, improving lighting, seating, footpaths and security features. The aim will be to provide at least two new access points to the park, over Station Approach and the River Derwent.

Bass's Recreation Ground will be retained as public open space but, to be successful, the AAP will have to ensure that improvements are made to the facilities and access to the park. Developer contributions will be required to bring these changes about. To ensure contributions are utilised properly, a Masterplan will be produced to map out the detail of the improvements required to serve the new community generated in the Eastern Fringes Area.

Bass's Recreation Ground is identified in the City of Derby Local Plan Review as Public Open Space and any proposals will continue to be assessed against Saved Policy L1 (Protection of Parks and Public Open Space). This policy seeks to protect open space and will only permit development that is ancillary to the use of the park for recreation or leisure. Should any development need to take place on the park to facilitate improvements, then it will necessarily be of a scale and nature that fits in with the character of the of Bass's Rec.

As mentioned elsewhere, the River Derwent and its banks have been identified as a wildlife site by the Derbyshire Wildlife Trust. This is reflected in the City of Derby Local Plan Review Saved Policy E4 (Nature Conservation).

The City of Derby Local Plan Review also identified a Wildlife Corridor in this area. Wildlife Corridors are protected by Saved Policy E6 (Wildlife Corridors). This policy ensures that development will not sever or undermine the value of these corridors as wildlife routes. It would be hoped that any proposals that seek to improve the environment of Bass's Recreation Ground would serve to enhance the wildlife corridor, rather than undermine it.

Other Options & Alternatives Considered

- **Redevelop for housing or commercial uses (and replace open space in Castle Ward or DRI site)**

Suggested Policy 20: Bass's Recreation Ground

Development throughout the Eastern Fringes will be expected to contribute to;

- ✓ improving the quality and safety of existing access points to the park;
- ✓ creating new access points over Station Approach and north of the River;
- ✓ improving the facilities and physical environment for visitors to the park. These improvements should include;
 - enhancing the biodiversity value of the park
 - new recreational facilities and play areas;
 - improvements to seating, lighting, footpaths and the provision of security features;
- ✓ All proposals to enhance the park will have regard to – and where appropriate take advantage of – the nature conservation importance of the River Derwent, its banks and the associated wildlife corridor.



London Road

Existing Character

London Road from Midland Road to Traffic Street is part of a major radial route within the city and one of the principal routes between the city centre and the railway station. It contains a number of special components that are not formally recognised. In Derby terms, the townscape here is outstanding and has citywide significance.

There is a mix of buildings, many of which are of townscape as well as intrinsic value. These include the Liversage Almshouses, Holy Trinity Church and Victorian buildings within the DRI site.

On the south west side of the road, the Florence Nightingale statue including surrounding stonework; the walls and railings fronting the DRI, and the Queen Victoria Statue are all listed. Other buildings fronting London Road worthy of mention include Devonshire House and the leaded domes of the old infirmary buildings. The overall package, including the mature London Plane trees, creates a distinctive and special townscape.

The Preferred Option

Preferred Option G: London Road

There are no specific proposals for the redevelopment of any sites within the London Road policy area. However, London Road has a number of features of historical, architectural and townscape importance, including a number of listed buildings. The sum of these parts has created an area with a distinctive townscape. The Preferred Option seeks to give greater recognition and protection to this townscape.

The Preferred Option also includes the aspiration to make improvements to the public realm on London Road, where appropriate.

There are no specific proposals for the redevelopment of any sites within the 'London Road' character area.

As noted above, London Road has a number of features of historical, architectural and townscape importance, including a number of listed buildings. The sum of these parts has created an area with a distinctive townscape.

The Preferred Option is to maintain the overall character of the area, without stifling development if sites come forward over time.

Therefore, a policy has been drafted to ensure that proposals for new development have regard to the prevalent characteristics and built form. Those prevalent features are;

- ☒ late Victorian, neo-Jacobean and Gothic features
- ☒ red brick
- ☒ plain cast iron railings
- ☒ stone walls
- ☒ vertical sash windows
- ☒ stone string courses and window surrounds
- ☒ clustered chimney stacks

- ☑ terracotta dressing
- ☑ stone paving
- ☑ plane trees

As well as this general guidance and protection, the AAP also envisages public realm improvements along the length of London Road. These would not be intended to reduce the traffic capacity of London Road, but would add value to the existing high quality environment that exists.

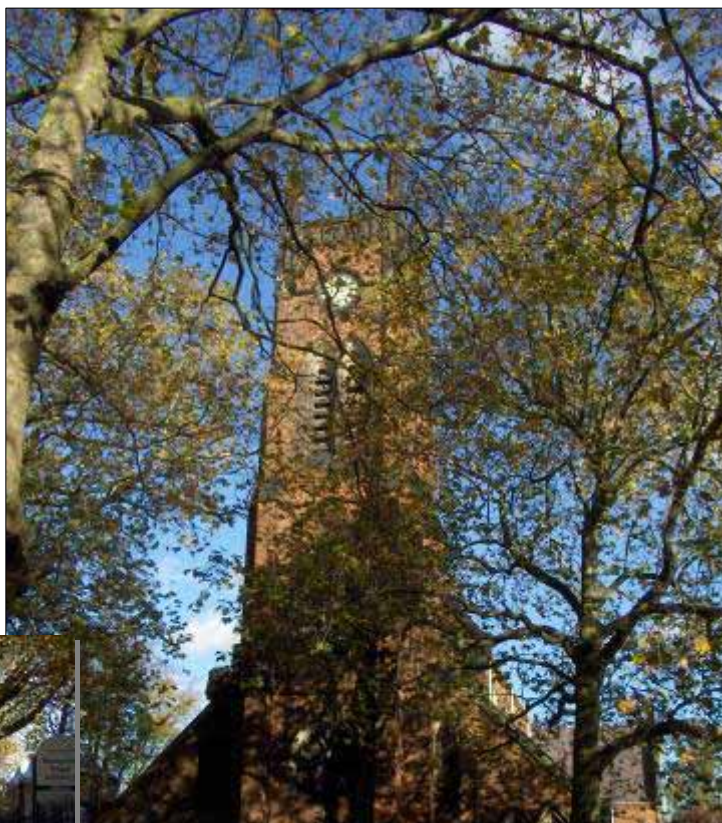
Other Options & Alternatives Considered

- 'Do nothing' (i.e. offer no specific guidance on development in Eastern Fringes or identify area for public realm improvements)

Suggested Policy 21: London Road Townscape

Development proposals will be expected to make a positive contribution to the character and quality of London Road as a whole. Particular regard must be given to the impacts of development on the streetscene, architecturally and historically important buildings, existing trees and landscaped areas, statues, walls and railings.

New development within, and in adjacent areas that would be visible from, the London Road policy area should be of a high quality and have regard to the prevalent architectural features, buildings materials and green spaces.



Generic Policies

This section deals with those policies that cover the entire Eastern Fringes area. In particular, they are concerned with the delivery and implementation of the AAP, the overall design objectives and traffic and transportation issues.

These issues are covered extensively in the City of Derby Local Plan Review and, as such, there is the potential for overlap and repetition.

The principle of the LDF system is that all documents should be read as a whole and that all relevant policies will apply. Therefore, there is no need to repeat policies in different documents. To assist with this, an attempt has been made to provide clear cross-references to those Saved Policies that are particularly relevant.

The general policies and principles listed below relate to design, traffic and transportation and implementation. These issues form part of the Preferred Option for the area and are designed to support the proposals that are being put forward. Although there is less scope to test 'options' with this type of 'policy', they are intrinsically linked to the other proposals put forward in this document.

Design Principles

The design principles outlined below would probably be in place whichever development options had been selected. These principles are designed to meet the objectives of the AAP and issues raised during earlier consultation.

Suggested Policy 22: Design Principles

In addition to site specific design guidance and all relevant Saved Policies from the CDLP Review, proposals for new development within the Eastern Fringes will be required to meet the following objectives and principles.

Overall Objectives

Proposals should;

- ☑ have regard to the requirements of Saved Policies GD4 (Design and the Urban Environment) and E23 (Design);
- ☑ create a smart and distinctive addition to the townscape and the city centre as a whole;
- ☑ demonstrate exemplar architectural quality that preserves and/or enhances local distinctiveness;
- ☑ not have a detrimental impact upon significant views and vistas within, to and from the area;
- ☑ provide a sense of design unity, reduce light pollution, relate to the scale of a pedestrian, and create an attractive night-time ambience;

Sustainable Design

Proposals should;

- ☑ have regard to the requirements of Saved Policy E10 (Renewable Energy);
- ☑ as a minimum, meet the 'very good' or 'excellent' BREEAM and EcoHomes standard for environmental sustainability.
- ☑ ensure that the carbon emissions from the total energy needs of the development in the Eastern Fringes are minimised. A minimum of 10% of energy needs should therefore be produced from onsite renewable sources, where viable.
- ☑ make maximum use of natural ventilation and shading;

- ☑ utilise passive solar gain, through orientation and choice of materials;
- ☑ demonstrate flexibility; all buildings should be adaptable to cater for changing needs;
- ☑ consider the use of materials used in infrastructure, external cladding, insulation materials, windows, flooring, paints and landscaping materials. The following should be considered;
 - ☺ Use of timber and timber products from Forest Stewardship Council (FSC) sources from a known temperate source. At least 50% of timber products should be from these sources
 - ☺ Minimizing use of new aggregates
 - ☺ Avoiding the use of materials containing substances that are known to contribute to stratospheric ozone depletion
 - ☺ Not using peat in landscaped areas
 - ☺ Before demolition, an appraisal of the potential to recycle materials should be carried out
 - ☺ Locally sourced materials should be used where appropriate to minimise transportation costs

Waste and Pollution

Proposals should;

- ☑ have regard to Saved Policy E12 (Pollution)
- ☑ where the proposal is within or near to defined Air Quality Management Areas (AQMAs), have proper regard to the Council's Supplementary Planning Guidance on Air Quality.
- ☑ mitigate sources of loud noise.
- ☑ provide facilities to enable the recycling and composting of household waste. Recycling facilities should be made as accessible as waste facilities. Construction materials should also be reused or recycled where appropriate.
- ☑ consider ways of saving and re-using water.

Flooding

Proposals should;

- ☑ have regard to Saved Policy GD3 (Flooding)
- ☑ where appropriate, make use of sustainable urban drainage systems

Transport & Highways

Proposals should;

- ☑ facilitate journeys made by foot, cycle and public transport rather than by private car;
- ☑ adopt pedestrian friendly layouts, with simple and uncluttered designs that help to change driver behaviour and reduce vehicle speeds. The principle of 'Home Zones' should be applied, to enable pedestrians and cyclists to have priority over motor vehicles;

Environmental Infrastructure

Proposals should;

- ☑ have regard to Saved Policies E4, E5, E6, E7 and L1 with regard to sites of importance for nature conservation, the wildlife corridor and open space provision.
- ☑ provide public open space, with streets, squares, and green areas that are well designed, joined-up and safe to use;
- ☑ create public realm that relates well to the surroundings and heritage and help to strengthen and develop the style and character of the area. It should be contemporary

and provide consistency, durability, safety and visible quality and demonstrate a clearly articulated pattern of green infrastructure;

- ☑ consider the creative use of roof spaces. This could be used as a way of maximising private open spaces and promoting other aspects of sustainable design.

Crime and Safety

Proposals should;

- ☑ create an appropriate sense of enclosure and natural surveillance for streets and other public spaces and respects the scale and setting of retained buildings;
- ☑ adopt the principles of 'inclusive design' and 'secured by design', meeting ACPO (Association of Chief Police Officers) guidelines.

Information and Communication Technologies

Proposals should;

- ☑ promote the installation of high speed broadband infrastructure and WiFi technology within the Eastern Fringes area. For example, such technologies should help facilitate 'teleworking', adding to the overall sustainability of the area.

Transportation & Highways Policies

The suggested policies below would be used to back-up the site specific policies listed above and would ensure that the transport implications of the Preferred Option would be able to be mitigated.

Suggested Policy 23: Walking and Cycling

The Council and its partners will, in conjunction with development proposals, seek to improve the number and environmental quality of pedestrian and cycle connections, including;

- ☑ connections between the City centre and railway station, including the Station Walk Boulevard and Midland Road / London Road links.
- ☑ connections between areas of open space and recreation, including the creation of a 'green link' between the Arboretum and Bass's Recreation Ground.
- ☑ new pedestrian and cycle links across Station Approach and the River Derwent.
- ☑ improvement of existing pedestrian and cycle routes through the area.

Suggested Policy 24: Public Transport Links

The Council and its partners will, in conjunction with development proposals, seek to make the following improvements to public transport provision and access;

- ☑ safeguarding of public transport priority route between the railway station and bus station along Siddals Road. Development will not be permitted to prejudice this route;
- ☑ improved bus / rail interchange at the Railway Station, associated with other potential improvements to the forecourt (including consideration of drop-off points, taxi access, pedestrian access and legibility and revised bus routing);
- ☑ if reallocation of road space is practicable, the provision of further bus priority routes on key approach corridor;

- ☑ a programme of bus stop improvements, with Real Time information

Suggested Policy 25: Parking Standards

Development within the Eastern Fringes will continue to be subject to the parking standards set out in Saved Policies CC18, CC19 and T4 of the City of Derby Local Plan Review.

Proposals with reduced levels of parking, or car free development, will be encouraged where appropriate. The Eastern Fringes is an ideal location to consider development with reduced parking as it has excellent links with the railway and bus stations and is within walking distance of the City centre.

Suggested Policy 26: Traffic Management & Access

Notwithstanding the effects of encouraging modal shift to public transport, and alternatives such as walking and cycling, and the removal of major traffic generators such as the hospital, it is still likely that the proposals in the Action Plan will result in an increase in traffic flow at certain times of the day in certain locations.

All proposals within the Eastern Fringes will be subject to the Saved Policy T1 (Transport Implications of New Development). This requires any proposals likely to have significant transport implications to be subject to a Transport Assessment (TA). The TA should identify the potential impact and suggest measures to alleviate any adverse effects. Policy T1 provides examples of those measures.

Suggested Policy 27: Safeguarding Access

The Council and its partners will, in conjunction with development proposals, safeguard the following highway measures;

- ☑ safeguard a potential in/out access point along Siddals Road;
- ☑ safeguard the potential realignment of Bateman Street onto Barlow Street;
- ☑ safeguards a potential new access point on London Road to access Railway Station South Car Park;
- ☑ safeguard a potential public priority link along Siddals Road and access point junction with Traffic Street;

Part 4: Delivery and Implementation

The majority of the development proposals outlined in this AAP will be dependent on the private sector for implementation and delivery but with the public sector assisting with site assembly. The Area Action Plan provides the planning framework for the private sector to have confidence that this investment can be realised.

For Castle Ward and North Castle Ward, the City Council and Derby Cityscape intend to jointly appoint a 'Preferred Developer' to bring forward these sites.

As part of this, the Council will agree to support the selected developer in site assembly with its compulsory purchase powers, if and when appropriate.

Land ownership & Assembly

The AAP area extends to include many different ownerships, tenures and uses; many of which uses are no longer compatible with an inner city environment. Derby Cityscape has had extensive discussions with existing businesses who will ultimately need to be relocated to more appropriate locations. In connection with progressing their priority projects in pursuit of the Masterplan Vision, Derby Cityscape has prepared a Relocation Strategy (Attached as Appendix 3) to help meet the requirements of displaced businesses and it has consulted businesses within the AAP area on their requirements where relocation is likely.

The role of Derby Cityscape will be intrinsic to the delivery of the preferred option and, working closely with their partners, they will facilitate implementation of the plan by building developer confidence, accessing financial assistance and the like.

Land in public ownership will be brought forward in a timely manner to assist with the Implementation Plan. The City Council will expect the private sector to take the lead in site assembly but, in certain situations, the Council would be prepared to use its powers of compulsory purchase to ensure that the regeneration of the AAP area happens.

Saved Policy GD9 indicates that the Council will use its powers of compulsory purchase to bring forward regeneration proposals. Suggested Policy 28, takes this principle forward and sets out exactly under what circumstances powers will be used, and what will be expected from developers, within the Eastern Fringes area.

Suggested Policy 28: Land Assembly

To ensure comprehensive regeneration, the Council will use its powers of compulsory purchase where;

- ☑ all attempts at purchasing sites or premises through negotiation have been unsuccessful.
- ☑ the proposed development accords with the policies, proposals and design objectives set out in the Area Action Plan.
- ☑ the funding and development costs are underwritten by the promoter of the development

Comprehensive Development

Saved Policy GD7 of the City of Derby Local Plan Review sets out the Council's City-wide policy on delivering Comprehensive Development. This policy will continue to be relevant to the 'Eastern Fringes' area. The overall aim of Policy GD7 is to ensure that the density, layout and design of roads, buildings and open space is comprehensively phased and implemented within identified development sites. Similarly, it seeks to ensure that the timescales for providing

necessary infrastructure are closely related to needs generated by development and its occupants.

Alternative Development Proposals

Suggested Policy 29: Alternative Proposals

Alternative proposals to those set out in the AAP, will only be permitted if can be demonstrated that all the following criteria are met;

- ☑ the allocated development proposals are demonstrably not viable or needed to achieve the AAP's Vision and Objectives;
- ☑ the proposal would contribute to achieving the AAP's Vision and Spatial Objectives;
- ☑ the proposal is consistent with other LDF and AAP policies and will not prejudice the comprehensive regeneration of the area;

Developer Contributions

Suggested Policy 30: Developer Contributions

In accordance with Saved Policies GD8 (Infrastructure) and GD9 (Implementation) development will, where necessary and appropriate, be required to contribute to the provision of;

- ☑ affordable housing & lifetime homes;
- ☑ highway & infrastructure improvements – including improvements to utilities;
- ☑ public transport & traffic management improvements;
- ☑ new multi-storey car park;
- ☑ new public open space and improved facilities and access to existing open space;
- ☑ public realm improvements;
- ☑ a new primary school;
- ☑ contributions toward secondary education facilities either in the area, or elsewhere in the City;
- ☑ health and community facilities;

Given the scale of the development proposed, it will not be appropriate to consider the impact of proposals solely at the individual site level. Developer contributions will, therefore, be pooled where appropriate for highways, transportation and infrastructure improvements, public realm and open space provision & improvements and provision and for education & community facilities.

In order to achieve the comprehensive regeneration of the Eastern Fringes, developer contributions will be sought from all schemes that have a proven indirect or direct impact on the area.

The wider context needs to be addressed. This is particularly the case with the impact on the existing highway network both within the 'Eastern Fringes' and further afield.

A similar holistic approach will be followed in relation to contributions for other things that will be needed to serve the area as a whole, such as the provision of new public open spaces, improvements to the public realm, the provision of the new education facilities in the area and to the securing of new community facilities.

The information below provides more detail on where contributions will be sought.

Transport & Highways

Improved accessibility and highway capacity will be critical to the successful regeneration of this area. Clearly, this strategy cannot be achieved on a piecemeal basis through localised improvements associated with individual sites. Rather, a comprehensive approach is needed in which each development will contribute to towards providing wider infrastructure, accessibility and traffic management measures.

Some of the measures that will be required are outlined in the specific Transport and Highways section. Additional specific requirements will be determined through the use of Travel Assessments associated with development proposals.

Affordable Housing

The allocated sites within the AAP indicate the levels of affordable housing that will be negotiated on specific sites. Negotiations on these sites, or any windfall opportunities that come forward, will be subject to Saved Policy H11 in the CDLP Review.

Lifetime Homes

Lifetime Homes will be provided in line with Saved Policy H12 in the CDLP Review.

Education Requirements

Suggested Policy 2 indicates that there will be a requirement to provide a new, or relocated, nursery school and new primary school within the Castle Ward area. Development within the Eastern Fringes will definitely generate a requirement for these facilities.

At this time, it is not felt that the Eastern Fringes will generate a large enough population to justify the creation of a new Secondary school within the area. However, it will clearly lead to an increase in children of a secondary school age and, as such, development will be required to contribute to increasing the capacity of existing schools in the area.

Public Open Space

The Eastern Fringes contains one area of major public open space in Bass's Recreation Ground and is within a reasonable distance of the Arboretum. Even with these resources at hand, it is recognised that there will be a requirement to improve the accessibility and usability of these parks. Contributions will be required to bring these improvements forward.

It is also recognised that new public open spaces will also be required as part of the development proposals. Saved Policies L3 and L4 set out the Council's public open space standards and policies for new development. The Council will have regard to these policies in considering new development and negotiating with developers.

Site specific policies and the General Design objectives set out what form of open spaces should be provided in the area to help create a distinctive urban form and an attractive place to live.

Priorities & Phasing

North Castle Ward

Imminent

Derby Cityscape's Masterplan emphasises the need to provide an employment site in the city centre that will facilitate a major relocation and/or a significant inward investment opportunity. The North Castle Ward site provides the capability of meeting the demands of a major business headquarters or public sector occupier and, responding to market demand; proposals are being formulated to bring forward this development immediately. This can be facilitated by bringing the site to the market through negotiations with the owner or, if appropriate, through the promotion of a Compulsory Purchase Order.

In either event it is envisaged that the site will be marketed and a preferred developer selected to deliver the Masterplan Vision.

Immediately adjacent to the above site is a smaller scale development opportunity which is publicly owned and which will significantly contribute to the redevelopment opportunity here. Again this site will be marketed immediately.

Castle Ward

Phase 1

Derby Cityscape has undertaken extensive consultations with national and local developers/house builders. From this exercise, having regard to the size and nature of the AAP site, it is recognised that the market requires that the mixed use development will need to be brought forward in a phases and planned fashion to release a variety of homes to be provided in that this can be achieved by the release of the completed development in distinct phases. The final provision recognised by the housing figures currently contained within the Local Plan provision.

Phase 1a

To the south of the Railway Station / City Centre link is a significant area of land, the majority of which is in public ownership and currently used as surface level car parking. It is envisaged that this opportunity will be brought to the market to secure a preferred developer on the basis that subsequent Phases 1b & 1c will progressed as the next stages of the comprehensive redevelopment.

Initially “expressions of interest” will be sought from developers; all tendering procedures will be in accordance with the OJEU procurement process.

The marketing will procure a developer with the capabilities to complete the development and meet the aspirations of DCC and Derby Cityscape in a planned manner. However, the preferred developer will be given the opportunity to bring in other development partners to ensure a mix of appropriate development styles.

The preferred developer will be aided in delivery with the back up of CPO's.

The important link between the city centre and the station will be enhanced and strengthened by public sector investment, funded in part by S106 payments, or carried out by private developers by way of planning conditions. Derby Cityscape propose enhancing The Boulevard / Midland Place opposite the Railway Station entrance (as shown coloured red on the Implementation Strategy Phasing Plan)

Phase 1b

This links with both the Station Gateway and Phase 1a to provide the diversity of urban village living with lower density residential units adjacent to the Station Conversation Area.

Phase 1c

Completes the high rise apartment living, enhances the leisure facilities and provides the remainder of the lower density Urban Village adjacent to the Station Approach.

DRI & Barlow Street / Bateman Street sites (Phase 2)

These two sites with a common public sector owner will be released to the market in Spring 2009 and will be promoted as a distinct opportunity.

The Railway Area – Phase 3.

Phase 3a. Buildings Opposite Railway Station on Railway Terrace

The parade of buildings directly opposite the entrance to the Railway Station and adjoining Midland Place is in a prominent location relative to visitors etc arriving in Derby by train. Proposals to improve this area are promoted as a priority project by Derby Cityscape.

This together with the imminent improvements to Midland Place and the creation of a new Boulevard link, this initiative will significantly improve the entrance gateway from the Railway Station to the City Centre

Phase 3b. Network Rail Land

It is proposed to rationalise the existing station car parking by providing two new multi-storey station users car parks. This will release surplus land for mixed use redevelopment including residential and commercial.

Phase 3c. London Road

The redevelopment of this site will be promoted as potential relocation opportunities as the proposed new multi-storey car parks are brought forward.

Phase 3d. North Car Park Site Railway Terrace

Redevelopment proposals will be brought forward as station car parking is rationalised.

North of the River – Phase 4

Redevelopment of this area is uneconomic at this stage and proposals are most likely to come forward towards the end of the AAP plan period.

Submission Requirements

In order to demonstrate the suitability of individual proposals applicants will be required to submit, where deemed appropriate by the Council, the following information with individual applications;

1. Details of the type and quantity of proposed uses;
2. Detailed travel assessments and details of mitigation measures to mitigate any identified impacts, both within the vicinity of the site and within the wider context of the City centre as a whole.
3. Details of access / restriction arrangements for vehicles and non-car modes including green transport plans and the parking strategy to be employed.
4. A design statement that demonstrates adherence to the design principles set out in the AAP and the Saved Policies of the CDLPR.
5. Details of how proposals meet the objective of conserving or enhancing the heritage value of the AAP area, particularly in relation to applications within or on the edge of the two Conservation Areas.
6. A sustainability audit and energy assessment to demonstrate that sustainable principles will be applied to methods of construction, recycling, surface and waste water and renewable energy.
7. Details of the number, tenure type, mix of housing types and sizes, and 'affordability' of affordable housing provision to meet the needs identified in the AAP
8. Draft heads of terms outlining the approach to the delivery of key elements of infrastructure.

Monitoring

Monitoring and review is of critical importance in assessing the AAP's performance and its effects. The City Council is required to develop a means of monitoring the AAP that can appraise the extent to which the Plan's Vision and Spatial Objectives are being achieved and, where the Plan might be failing, explain why this might be and set out the steps to be taken to correct this.

The Council is required to publish an 'Annual Monitoring Report' (AMR). This contains information on the implementation of the LDS and the extent to which the policies of different LDDs are being achieved. Once the AAP is Adopted, the AMR will monitor the effectiveness of its policies.

The following table sets out a series of suggested indicators and targets as a means of ensuring effective policy implementation and review.

Suggested Indicator	Suggested Target
Net number of dwellings completed within the Eastern Fringes.	The target will be determined on final housing levels anticipated in the Adopted AAP. Based on the Preferred Option, this would be a minimum of 3100 dwellings over the Plan period.
Average density of new dwelling completions on wholly completed sites.	The target will be determined on a site by site basis. Each allocation has its own implied minimum density. Monitoring will determine whether these densities are being met.
Affordable housing completions in the Eastern Fringes	The target will be 25-30% affordable housing, in line with targets for the CDLPR as a whole.
Lifetime homes completions in the Eastern Fringes	The target will be 10% in line with targets in the CDLPR as a whole.
Amount of floorspace developed for employment by type in Eastern Fringes	The target will be determined by the final levels of office and employment floorspace in the Adopted AAP. Based on the Preferred Option, this would be a minimum of 25,000 sqm. Other sites are allocated but do not set requirements.
Employment land available by type in the Eastern Fringes.	The amount of land identified for employment in the AAP will contribute to the wider RSS requirements for the City as a whole. The Preferred Option would see xx hectares allocated for employment uses.
Amount of completed retail, office and leisure development in the Eastern Fringes	No specific target to be set for retail or leisure. Office space will be a minimum of 25,000 sqm over the Plan period (2006-2021).
Amount of completed development that complies with parking standards set out in the	100%

LDF	
<p>Amount of new residential development within 30 minutes public transport time of a;</p> <ul style="list-style-type: none"> ▪ GP; ▪ Hospital ▪ Primary School ▪ Secondary School ▪ Areas of employment; ▪ Major retail centre 	100%.
Number of pedestrians at specific sites	(Data from LTP) To increase walking on strategic routes by 5%. A number of existing LTP monitoring points are located within, or adjacent to, the Eastern Fringes area and it should be possible to gauge whether there is an increase in walking through the area.
Number of recorded pedestrian casualties in road traffic accidents	(Data from LTP) Reduce the rates of all injury accidents.
Amount of eligible open spaces managed to Green Flag Award	Aim will be for at least Bass's Rec. to be managed to this standard, plus any new open spaces created through development.
Number of planning permissions granted contrary to the advice of the Environment Agency on either flood defence grounds or water quality.	None.
<p>Changes in area and populations of biodiversity importance, including;</p> <ul style="list-style-type: none"> ▪ Change in priority habitats and species (by type) and ▪ Change in areas designated for their intrinsic environmental value including sites of international, national, regional, sub-regional or local significance 	No target
Renewable energy capacity installed by type	10% energy needs produced by onsite renewables.
Number of residential properties built to 'very good' or 'excellent' EcoHomes Standards	100%

Appendix 1: Policy Context

Table A1.1 Compatibility with Community Strategy Objectives

Character Area Aspirations	Objectives of the Community Strategy that will be met
North of the River <ul style="list-style-type: none"> ⊕ a minimum of 870 dwellings at approximately 220 per hectare ⊕ 30% affordable housing ⊕ inclusion of flood mitigation measures ⊕ provision of an additional pedestrian footbridge onto Bass's Recreation Ground ⊕ promotion of renewable energy, recycling, water conservation and sustainable building techniques ⊕ promotion of ICT and broadband connectivity ⊕ high quality design 	<ul style="list-style-type: none"> ✓ Environment City – (2) <i>'Plan and implement an attractive, sustainable city in which the environment is central to all new development and regeneration initiatives'</i> ✓ Environment City - (3) <i>'Make sure all our natural resources – air, water, land and limited raw materials – are managed in an environmentally sound way'</i> ✓ Environment City – (5) <i>'Protect and enhance the city's natural heritage and make sure people have the opportunity to enjoy it'</i> ✓ Environment City – (6) <i>'Promote the benefits of energy conservation and increase the use of renewable forms of energy'</i>
Bass's Recreation Ground <ul style="list-style-type: none"> ⊕ public open space ⊕ improved facilities ⊕ provision of an additional pedestrian footbridge onto the area north of the river ⊕ creation of improved pedestrian links 	<ul style="list-style-type: none"> ✓ Environment City – (2) <i>'Plan and implement an attractive, sustainable city in which the environment is central to all new development and regeneration initiatives'</i> ✓ Environment City – (5) <i>'Protect and enhance the city's natural heritage and make sure people have the opportunity to enjoy it'</i> ✓ Cultural City – (2) <i>'Improve Derby's cultural infrastructure in terms of buildings, facilities and relationships'</i> ✓ City of Opportunity – (5) <i>'Promote community safety and confidence by reducing crime and the fear of crime'</i>

<p>Castle Ward (Siddals Road, Station Walk, Castle Ward Ind. Estate)</p> <ul style="list-style-type: none"> ⊕ Siddals Road – mixed use development (vertically separated), closure of Station Approach link, provision of footbridge onto Bass's Rec, dedicated bus link ⊕ Station Walk (Boulevard) – car free pedestrian environment, civic spaces, iconic public art, active frontages, one larger retail unit to cater for convenience shopping needs ⊕ Remainder – residentially led development of varying types and tenure. Supporting facilities will include, nursery school, primary school, MSCP and open space. 30% of the properties will be affordable ⊕ creation of improved pedestrian links ⊕ promotion of renewable energy, recycling, water conservation and sustainable building techniques ⊕ promotion of ICT and broadband connectivity ⊕ high quality design 	<ul style="list-style-type: none"> ✓ Environment City – (1) <i>'Develop an integrated transport system for Derby, which balances the need for economic activity, personal safety and environmental sustainability'</i> ✓ Environment City – (2) <i>'Plan and implement an attractive, sustainable city in which the environment is central to all new development and regeneration initiatives'</i> ✓ Environment City - (3) <i>'Make sure all our natural resources – air, water, land and limited raw materials – are managed in an environmentally sound way'</i> ✓ Environment City – (5) <i>'Protect and enhance the city's natural heritage and make sure people have the opportunity to enjoy it'</i> ✓ Environment City – (6) <i>'Promote the benefits of energy conservation and increase the use of renewable forms of energy'</i> ✓ City of Learning – (1) <i>'Raise levels of achievement at all stages of learning and for all ages and groups in the city'</i> ✓ Cultural City – (5) <i>'Help Derby's environmental sustainability through the care of historic buildings and the activities of the cultural sector'</i> ✓ Prosperous City – (2) <i>'Stimulate and sustain the climate for investment in Derby's economy'</i> ✓ City of Opportunity – (5) <i>'Promote community safety and confidence by reducing crime and the fear of crime'</i>
<p>Railway Conservation Area and its Environs</p> <ul style="list-style-type: none"> ⊕ North car park – small scale commercial opportunities consistent with Conservation Area policies ⊕ South car park – MSCP and mixed use development ⊕ terrace opposite railway station – policies to ensure that any development proposals (refurbishment or redevelopment) enhance 	<ul style="list-style-type: none"> ✓ Prosperous City – (3) <i>'Help to create and sustain enterprise and innovation'</i> ✓ Cultural City – (5) <i>'Help Derby's environmental sustainability through the care of historic buildings and the activities of the cultural sector'</i> ✓ Environment City – (1) <i>'Develop an integrated transport system for</i>

<p>the character and setting of the Conservation Area</p> <ul style="list-style-type: none"> ⊕ high quality design 	<p><i>Derby, which balances the need for economic activity, personal safety and environmental sustainability'</i></p> <ul style="list-style-type: none"> ✓ Environment City – (2) 'Plan and implement an attractive, sustainable city in which the environment is central to all new development and regeneration initiatives' ✓ Environment City – (5) 'Protect and enhance the city's natural heritage and make sure people have the opportunity to enjoy it' ✓ Environment City – (6) 'Promote the benefits of energy conservation and increase the use of renewable forms of energy'
<p>Derbyshire Royal Infirmary</p> <ul style="list-style-type: none"> ⊕ residentially development including open space ⊕ retention of the domed structures facing London Road, Devonshire House, Wilderslowe House, the wall and railings at the front of the infirmary, the Queen Victoria monument and the Florence Nightingale statue ⊕ creation of improved pedestrian links ⊕ promotion of renewable energy, recycling, water conservation and sustainable building techniques ⊕ promotion of ICT and broadband connectivity ⊕ high quality design ⊕ retention of parts of hospital and construction of new health drop in centre 	<ul style="list-style-type: none"> ✓ Cultural City – (5) 'Help Derby's environmental sustainability through the care of historic buildings and the activities of the cultural sector' ✓ Environment City – (2) 'Plan and implement an attractive, sustainable city in which the environment is central to all new development and regeneration initiatives' ✓ Environment City - (3) 'Make sure all our natural resources – air, water, land and limited raw materials – are managed in an environmentally sound way' ✓ Environment City – (5) 'Protect and enhance the city's natural heritage and make sure people have the opportunity to enjoy it' ✓ Environment City – (6) 'Promote the benefits of energy conservation and increase the use of renewable forms of energy' ✓ City of Opportunity – (1) 'Promote social inclusion, by reducing poverty and financial exclusion' ✓ City of Opportunity – (2) 'Improve health and well being, narrowing the gap between deprived and more affluent communities' ✓ City of Opportunity – (5) 'Promote community safety and confidence by reducing crime and the fear of crime'

<p>Barlow Street / Bateman Street</p> <ul style="list-style-type: none"> ⊕ residential development ⊕ promotion of renewable energy, recycling, water conservation and sustainable building techniques ⊕ promotion of ICT and broadband connectivity ⊕ high quality design 	<ul style="list-style-type: none"> ✓ Environment City – (2) <i>‘Plan and implement an attractive, sustainable city in which the environment is central to all new development and regeneration initiatives’</i> ✓ Environment City - (3) <i>‘Make sure all our natural resources – air, water, land and limited raw materials – are managed in an environmentally sound way’</i> ✓ Environment City – (6) <i>‘Promote the benefits of energy conservation and increase the use of renewable forms of energy’</i> ✓ City of Opportunity – (5) <i>‘Promote community safety and confidence by reducing crime and the fear of crime’</i>
<p>North Castle Ward</p> <ul style="list-style-type: none"> ⊕ a high quality landmark commercial building of up to 12 storeys in height, providing up to 40,000 square metres of floorspace ⊕ sufficient on site parking to meet the requirements of the development that also be utilised by the public in an evening and at weekends ⊕ provision of open courtyard at the rear of the development ⊕ regard for the bus link between the railway and bus stations ⊕ creation of improved pedestrian links 	<ul style="list-style-type: none"> ✓ Prosperous City – (1) <i>‘Improve, increase and maintain the employment and skills of the Derby workforce’</i> ✓ Prosperous City – (2) <i>‘Stimulate and sustain the climate for investment in Derby’s economy’</i> ✓ Environment City – (1) <i>‘Develop an integrated transport system for Derby, which balances the need for economic activity, personal safety and environmental sustainability’</i> ✓ Environment City – (2) <i>‘Plan and implement an attractive, sustainable city in which the environment is central to all new development and regeneration initiatives’</i> ✓ Environment City - (3) <i>‘Make sure all our natural resources – air, water, land and limited raw materials – are managed in an environmentally sound way’</i> ✓ Environment City – (6) <i>‘Promote the benefits of energy conservation and increase the use of renewable forms of energy’</i>

London Road <ul style="list-style-type: none">⊕ protection of important features contributing to the unique streetscape of the area⊕ public realm improvements	<ul style="list-style-type: none">√ Cultural City – (2) <i>'Improve Derby's cultural infrastructure in terms of buildings, facilities and relationships'</i>√ Environment City – (2) <i>'Plan and implement an attractive, sustainable city in which the environment is central to all new development and regeneration initiatives'</i>√ Environment City - (3) <i>'Make sure all our natural resources – air, water, land and limited raw materials – are managed in an environmentally sound way'</i>

Table A1.2 Compatibility with Area Action Plan Objectives

Character Area Aspirations	Objectives of the AAP that will be met
North of the River <ul style="list-style-type: none"> ⊕ a minimum of 870 dwellings at approximately 220 per hectare ⊕ 30% affordable housing ⊕ inclusion of flood mitigation measures ⊕ provision of an additional pedestrian footbridge onto Bass's Recreation Ground ⊕ promotion of renewable energy, recycling, water conservation and sustainable building techniques ⊕ promotion of ICT and broadband connectivity ⊕ high quality design 	<p><i>2. To provide sustainable mixed use development that reinforces Derby city centre's role as a place to live and work.</i></p> <p><i>3. To ensure the provision and access to all the key services and facilities that are needed to support the Eastern Fringes and that the mobility and accessibility needs of the neighbourhood are met.</i></p> <p><i>4. To provide wider opportunities for city centre living by providing residential development of a mix of size, types and tenure.</i></p> <p><i>6. To ensure that development within the Eastern Fringes sets new high standards of design for the city and that a consistent approach to quality is taken in order to create a distinctive urban environment.</i></p> <p><i>8. To ensure that new development promotes energy efficiency and prudent use of resources and minimises the impact on the environment.</i></p>
Bass's Recreation Ground <ul style="list-style-type: none"> ⊕ public open space ⊕ improved facilities ⊕ provision of an additional pedestrian footbridge onto the area north of the river ⊕ creation of improved pedestrian links 	<p><i>3. To ensure the provision and access to all the key services and facilities that are needed to support the Eastern Fringes and that the mobility and accessibility needs of the neighbourhood are met.</i></p> <p><i>7. To ensure that the best elements of the Eastern Fringes' existing natural and built environment are protected or enhanced.</i></p> <p><i>10. To create safe, convenient and attractive routes in, out and through the Eastern Fringes which help to create a vibrant and active neighbourhood.</i></p> <p><i>11. To improve the design, access and usage of existing areas of open space and to ensure that the public realm is a fully and safely integrated part of the wider urban environment.</i></p>

<p>Castle Ward (Siddals Road, Station Walk, Castle Ward Ind. Estate)</p> <ul style="list-style-type: none"> ⊕ Siddals Road – mixed use development (vertically separated), closure of Station Approach link, provision of footbridge onto Bass's Rec, dedicated bus link ⊕ Station Walk (Boulevard) – car free pedestrian environment, civic spaces, iconic public art, active frontages, one larger retail unit to cater for convenience shopping needs ⊕ Remainder – residentially led development of varying types and tenure. Supporting facilities will include, nursery school, primary school, MSCP and open space. 30% of the properties will be affordable ⊕ creation of improved pedestrian links ⊕ promotion of renewable energy, recycling, water conservation and sustainable building techniques ⊕ promotion of ICT and broadband connectivity ⊕ high quality design 	<ol style="list-style-type: none"> 1. To ensure that the Action Plan supports the wider aims and objectives of the Local Development Framework, the Community Strategy and the Derby Cityscape Masterplan. 2. To provide sustainable mixed use development that reinforces Derby city centre's role as a place to live and work. 3. To ensure the provision and access to all the key services and facilities that are needed to support the Eastern Fringes and that the mobility and accessibility needs of the neighbourhood are met. 4. To provide wider opportunities for city centre living by providing residential development of a mix of size, types and tenure. 5. To provide commercial and employment generating development that contributes to the continued economic prosperity of the city. 6. To ensure that development within the Eastern Fringes sets new high standards of design for the city and that a consistent approach to quality is taken in order to create a distinctive urban environment. 7. To ensure that the best elements of the Eastern Fringes' existing natural and built environment are protected or enhanced. 8. To ensure that new development promotes energy efficiency and prudent use of resources and minimises the impact on the environment. 9. To improve linkages between the Eastern Fringes and the city centre, that encourage walking, cycling and public transport use, particularly focussing on the links between the railway station and the bus stations. 10. To create safe, convenient and attractive routes in, out and through the Eastern Fringes which help to create a vibrant and active neighbourhood. 11. To improve the design, access and usage of existing areas of open space and to ensure that the public realm is a fully and safely integrated part of the wider urban environment.
<p>Railway Conservation Area and its Environs</p> <ul style="list-style-type: none"> ⊕ North car park – small scale commercial opportunities consistent 	<ol style="list-style-type: none"> 2. To provide sustainable mixed use development that reinforces Derby city centre's role as a place to live and work.

<p>with Conservation Area policies</p> <ul style="list-style-type: none"> ⊕ South car park – MSCP and mixed use development ⊕ terrace opposite railway station – policies to ensure that any development proposals (refurbishment or redevelopment) enhance the character and setting of the Conservation Area ⊕ high quality design 	<p><i>5. To provide commercial and employment generating development that contributes to the continued economic prosperity of the city.</i></p> <p><i>6. To ensure that development within the Eastern Fringes sets new high standards of design for the city and that a consistent approach to quality is taken in order to create a distinctive urban environment.</i></p> <p><i>7. To ensure that the best elements of the Eastern Fringes' existing natural and built environment are protected or enhanced.</i></p> <p><i>10. To create safe, convenient and attractive routes in, out and through the Eastern Fringes which help to create a vibrant and active neighbourhood.</i></p>
<p>Derbyshire Royal Infirmary</p> <ul style="list-style-type: none"> ⊕ residentially development including open space ⊕ retention of the domed structures facing London Road, Devonshire House, Wilderslowe House, the wall and railings at the front of the infirmary, the Queen Victoria monument and the Florence Nightingale statue ⊕ creation of improved pedestrian links linking Bass's Rec and the Arboretum ⊕ promotion of renewable energy, recycling, water conservation and sustainable building techniques ⊕ promotion of ICT and broadband connectivity ⊕ high quality design ⊕ retention of parts of hospital and construction of new health drop in centre 	<p><i>2. To provide sustainable mixed use development that reinforces Derby city centre's role as a place to live and work.</i></p> <p><i>3. To ensure the provision and access to all the key services and facilities that are needed to support the Eastern Fringes and that the mobility and accessibility needs of the neighbourhood are met.</i></p> <p><i>4. To provide wider opportunities for city centre living by providing residential development of a mix of size, types and tenure.</i></p> <p><i>6. To ensure that development within the Eastern Fringes sets new high standards of design for the city and that a consistent approach to quality is taken in order to create a distinctive urban environment.</i></p> <p><i>7. To ensure that the best elements of the Eastern Fringes' existing natural and built environment are protected or enhanced.</i></p> <p><i>8. To ensure that new development promotes energy efficiency and prudent use of resources and minimises the impact on the environment.</i></p> <p><i>9. To improve linkages between the Eastern Fringes and the city centre, that encourage walking, cycling and public transport use, particularly focussing on the links between the railway station and the bus stations.</i></p> <p><i>10. To create safe, convenient and attractive routes in, out and through the Eastern Fringes which help to create a vibrant and active neighbourhood.</i></p>

<p>Barlow Street / Bateman Street</p> <ul style="list-style-type: none"> ⊕ residential development ⊕ promotion of renewable energy, recycling, water conservation and sustainable building techniques ⊕ promotion of ICT and broadband connectivity ⊕ high quality design 	<p><i>2. To provide sustainable mixed use development that reinforces Derby city centre's role as a place to live and work.</i></p> <p><i>4. To provide wider opportunities for city centre living by providing residential development of a mix of size, types and tenure.</i></p> <p><i>6. To ensure that development within the Eastern Fringes sets new high standards of design for the city and that a consistent approach to quality is taken in order to create a distinctive urban environment.</i></p> <p><i>8. To ensure that new development promotes energy efficiency and prudent use of resources and minimises the impact on the environment.</i></p>
<p>North Castle Ward</p> <ul style="list-style-type: none"> ⊕ a high quality landmark commercial building of up to 10 storeys in height, providing up to 25,000 square metres of floorspace ⊕ sufficient on site parking to meet the requirements of the development that also be utilised by the public in an evening and at weekends ⊕ provision of open courtyard at the rear of the development ⊕ regard for the bus link between the railway and bus stations ⊕ creation of improved pedestrian links 	<p><i>2. To provide sustainable mixed use development that reinforces Derby city centre's role as a place to live and work.</i></p> <p><i>5. To provide commercial and employment generating development that contributes to the continued economic prosperity of the city.</i></p> <p><i>6. To ensure that development within the Eastern Fringes sets new high standards of design for the city and that a consistent approach to quality is taken in order to create a distinctive urban environment.</i></p> <p><i>8. To ensure that new development promotes energy efficiency and prudent use of resources and minimises the impact on the environment.</i></p> <p><i>10. To create safe, convenient and attractive routes in, out and through the Eastern Fringes which help to create a vibrant and active neighbourhood.</i></p>
<p>London Road</p> <ul style="list-style-type: none"> ⊕ protection of important features contributing to the unique streetscape of the area ⊕ public realm improvements 	<p><i>7. To ensure that the best elements of the Eastern Fringes' existing natural and built environment are protected or enhanced.</i></p> <p><i>9. To improve linkages between the Eastern Fringes and the city centre, that encourage walking, cycling and public transport use, particularly focussing on the links between the railway station and the bus stations.</i></p> <p><i>10. To create safe, convenient and attractive routes in, out and through the Eastern Fringes which help to create a vibrant and active neighbourhood.</i></p>

11. To improve the design, access and usage of existing areas of open space and to ensure that the public realm is a fully and safely integrated part of the wider urban environment.

Table A1.3 Compatibility with City of Derby Local Plan Review Key Planning Objectives

Character Area Aspirations	'Key Planning Objectives' of the Local Plan that will be met
<p>North of the River</p> <ul style="list-style-type: none"> ⊕ a minimum of 870 dwellings at approximately 220 per hectare ⊕ 30% affordable housing ⊕ inclusion of flood mitigation measures ⊕ provision of an additional pedestrian footbridge onto Bass's Recreation Ground ⊕ promotion of renewable energy, recycling, water conservation and sustainable building techniques ⊕ promotion of ICT and broadband connectivity ⊕ high quality design 	<p><i>a) Promoting sustainable patterns and mixes of land use which reduce the need to travel and exploiting opportunities to make the fullest use of alternatives to the car. New development should be well related to the urban area and not unnecessarily extend it into the countryside, green wedges or other important areas of open land.</i></p> <p><i>b) Promoting the economic, social and environmental regeneration of the urban area. In particular, the Council will seek to promote urban living and a renaissance of the City Centre. It will also seek to protect and enhance local services and create safe, accessible and attractive environments.</i></p> <p><i>c) Facilitating an integrated approach to transport which helps to achieve a more efficient, accessible and safe network. The Council will seek to ensure that development contributes to improving transport choice and accessibility to alternatives to the car. It will also seek to ensure that existing pedestrian or cycle routes are retained and, where possible, that additional links are provided into, through and out of development sites.</i></p> <p><i>e) Making fullest use of previously used land and buildings and improving energy efficiency.</i></p> <p><i>f) Reducing waste and pollution, in particular air and water pollution. In considering development proposals, the Council will have full regard to its objectives of improving the health and well being of Derby residents.</i></p> <p><i>h) Improving the quality and design of the urban environment, making urban living more attractive, accessible, safe and secure.</i></p> <p><i>k) Making use of best practice in land use planning for water management and flood protection.</i></p>

<p>Bass's Recreation Ground</p> <ul style="list-style-type: none"> ⊕ public open space ⊕ improved facilities ⊕ provision of an additional pedestrian footbridge onto the area north of the river ⊕ creation of improved pedestrian links 	<p><i>c) Facilitating an integrated approach to transport which helps to achieve a more efficient, accessible and safe network. The Council will seek to ensure that development contributes to improving transport choice and accessibility to alternatives to the car. It will also seek to ensure that existing pedestrian or cycle routes are retained and, where possible, that additional links are provided into, through and out of development sites.</i></p> <p><i>i) Ensuring the environmental well-being of the City, including the conservation and enhancement of its key natural and cultural resources, its heritage, local distinctiveness and community identity.</i></p> <p><i>k) Making use of best practice in land use planning for water management and flood protection.</i></p>
<p>Castle Ward (Siddals Road, Station Walk, Castle Ward Ind. Estate)</p> <ul style="list-style-type: none"> ⊕ Siddals Road – mixed use development (vertically separated), closure of Station Approach link, provision of footbridge onto Bass's Rec, dedicated bus link ⊕ Station Walk (Boulevard) – car free pedestrian environment, civic spaces, iconic public art, active frontages, one larger retail unit to cater for convenience shopping needs ⊕ Remainder – residentially led development of varying types and tenure. Supporting facilities will include, nursery school, primary school, MSCP and open space. 30% of the properties will be affordable ⊕ creation of improved pedestrian links ⊕ promotion of renewable energy, recycling, water conservation and sustainable building techniques ⊕ promotion of ICT and broadband connectivity 	<p><i>a) Promoting sustainable patterns and mixes of land use which reduce the need to travel and exploiting opportunities to make the fullest use of alternatives to the car. New development should be well related to the urban area and not unnecessarily extend it into the countryside, green wedges or other important areas of open land.</i></p> <p><i>b) Promoting the economic, social and environmental regeneration of the urban area. In particular, the Council will seek to promote urban living and a renaissance of the City Centre. It will also seek to protect and enhance local services and create safe, accessible and attractive environments.</i></p> <p><i>c) Facilitating an integrated approach to transport which helps to achieve a more efficient, accessible and safe network. The Council will seek to ensure that development contributes to improving transport choice and accessibility to alternatives to the car. It will also seek to ensure that existing pedestrian or cycle routes are retained and, where possible, that additional links are provided into, through and out of development sites.</i></p>

⊕ high quality design

d) Promoting social inclusion, meeting housing needs and reducing poverty, ill health and the effects of disability. In particular, the Council will give weight to proposals that offer advantages to young people, children in families on low income, lone parents, disabled people, older people on low incomes, long term unemployed people and people from minority ethnic communities.

e) Making fullest use of previously used land and buildings and improving energy efficiency.

f) Reducing waste and pollution, in particular air and water pollution. In considering development proposals, the Council will have full regard to its objectives of improving the health and well being of Derby residents.

g) Assisting in creating a prosperous and economically vibrant city by encouraging inward investment, the establishment of new small and medium sized enterprises and the expansion or relocation of existing businesses.

h) Improving the quality and design of the urban environment, making urban living more attractive, accessible, safe and secure.

i) Ensuring the environmental well-being of the City, including the conservation and enhancement of its key natural and cultural resources, its heritage, local distinctiveness and community identity.

j) Promoting lifelong learning and encouraging development that supports the educational objectives of the University, Derby College, secondary schools, primary schools and nurseries.

k) Making use of best practice in land use planning for water management and flood protection.

<p>Railway Conservation Area and its Environs</p> <ul style="list-style-type: none"> ⊕ North car park – small scale commercial opportunities consistent with Conservation Area policies ⊕ South car park – MSCP and mixed use development ⊕ terrace opposite railway station – policies to ensure that any development proposals (refurbishment or redevelopment) enhance the character and setting of the Conservation Area ⊕ high quality design 	<p><i>a) Promoting sustainable patterns and mixes of land use which reduce the need to travel and exploiting opportunities to make the fullest use of alternatives to the car. New development should be well related to the urban area and not unnecessarily extend it into the countryside, green wedges or other important areas of open land.</i></p> <p><i>b) Promoting the economic, social and environmental regeneration of the urban area. In particular, the Council will seek to promote urban living and a renaissance of the City Centre. It will also seek to protect and enhance local services and create safe, accessible and attractive environments.</i></p> <p><i>c) Facilitating an integrated approach to transport which helps to achieve a more efficient, accessible and safe network. The Council will seek to ensure that development contributes to improving transport choice and accessibility to alternatives to the car. It will also seek to ensure that existing pedestrian or cycle routes are retained and, where possible, that additional links are provided into, through and out of development sites.</i></p> <p><i>e) Making fullest use of previously used land and buildings and improving energy efficiency.</i></p> <p><i>g) Assisting in creating a prosperous and economically vibrant city by encouraging inward investment, the establishment of new small and medium sized enterprises and the expansion or relocation of existing businesses.</i></p> <p><i>h) Improving the quality and design of the urban environment, making urban living more attractive, accessible, safe and secure.</i></p> <p><i>i) Ensuring the environmental well-being of the City, including the conservation and enhancement of its key natural and cultural resources, its heritage, local distinctiveness and community identity.</i></p>
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<p>Derbyshire Royal Infirmary</p> <ul style="list-style-type: none"> ⊕ residentially development including open space ⊕ retention of the domed structures facing London Road, Devonshire House, Wilderslowe House, the wall and railings at the front of the infirmary, the Queen Victoria monument and the Florence Nightingale statue ⊕ creation of improved pedestrian links linking Bass's Rec and the Arboretum ⊕ promotion of renewable energy, recycling, water conservation and sustainable building techniques ⊕ promotion of ICT and broadband connectivity ⊕ high quality design ⊕ retention of parts of hospital and construction of new health drop in centre 	<p><i>a) Promoting sustainable patterns and mixes of land use which reduce the need to travel and exploiting opportunities to make the fullest use of alternatives to the car. New development should be well related to the urban area and not unnecessarily extend it into the countryside, green wedges or other important areas of open land.</i></p> <p><i>b) Promoting the economic, social and environmental regeneration of the urban area. In particular, the Council will seek to promote urban living and a renaissance of the City Centre. It will also seek to protect and enhance local services and create safe, accessible and attractive environments.</i></p> <p><i>c) Facilitating an integrated approach to transport which helps to achieve a more efficient, accessible and safe network. The Council will seek to ensure that development contributes to improving transport choice and accessibility to alternatives to the car. It will also seek to ensure that existing pedestrian or cycle routes are retained and, where possible, that additional links are provided into, through and out of development sites.</i></p> <p><i>d) Promoting social inclusion, meeting housing needs and reducing poverty, ill health and the effects of disability. In particular, the Council will give weight to proposals that offer advantages to young people, children in families on low income, lone parents, disabled people, older people on low incomes, long term unemployed people and people from minority ethnic communities.</i></p> <p><i>e) Making fullest use of previously used land and buildings and improving energy efficiency.</i></p> <p><i>f) Reducing waste and pollution, in particular air and water pollution. In considering development proposals, the Council will have full regard to its objectives of improving the health and well being of Derby residents.</i></p> <p><i>h) Improving the quality and design of the urban environment, making</i></p>

	<p><i>urban living more attractive, accessible, safe and secure.</i></p> <p><i>i) Ensuring the environmental well-being of the City, including the conservation and enhancement of its key natural and cultural resources, its heritage, local distinctiveness and community identity.</i></p>
<p>Barlow Street / Bateman Street</p> <ul style="list-style-type: none"> ⊕ residential development ⊕ promotion of renewable energy, recycling, water conservation and sustainable building techniques ⊕ promotion of ICT and broadband connectivity ⊕ high quality design 	<p><i>a) Promoting sustainable patterns and mixes of land use which reduce the need to travel and exploiting opportunities to make the fullest use of alternatives to the car. New development should be well related to the urban area and not unnecessarily extend it into the countryside, green wedges or other important areas of open land.</i></p> <p><i>b) Promoting the economic, social and environmental regeneration of the urban area. In particular, the Council will seek to promote urban living and a renaissance of the City Centre. It will also seek to protect and enhance local services and create safe, accessible and attractive environments.</i></p> <p><i>e) Making fullest use of previously used land and buildings and improving energy efficiency.</i></p> <p><i>f) Reducing waste and pollution, in particular air and water pollution. In considering development proposals, the Council will have full regard to its objectives of improving the health and well being of Derby residents.</i></p> <p><i>h) Improving the quality and design of the urban environment, making urban living more attractive, accessible, safe and secure.</i></p>
<p>North Castle Ward</p> <ul style="list-style-type: none"> ⊕ a high quality landmark commercial building of up to 12 storeys in height, providing up to 40,000 square metres of floorspace ⊕ sufficient on site parking to meet the requirements of the 	<p><i>a) Promoting sustainable patterns and mixes of land use which reduce the need to travel and exploiting opportunities to make the fullest use of alternatives to the car. New development should be well related to the urban area and not unnecessarily extend it into the countryside, green</i></p>

<p>development that also be utilised by the public in an evening and at weekends</p> <ul style="list-style-type: none"> ⊕ provision of open courtyard at the rear of the development ⊕ regard for the bus link between the railway and bus stations ⊕ creation of improved pedestrian links 	<p><i>wedges or other important areas of open land.</i></p> <p><i>b) Promoting the economic, social and environmental regeneration of the urban area. In particular, the Council will seek to promote urban living and a renaissance of the City Centre. It will also seek to protect and enhance local services and create safe, accessible and attractive environments.</i></p> <p><i>c) Facilitating an integrated approach to transport which helps to achieve a more efficient, accessible and safe network. The Council will seek to ensure that development contributes to improving transport choice and accessibility to alternatives to the car. It will also seek to ensure that existing pedestrian or cycle routes are retained and, where possible, that additional links are provided into, through and out of development sites.</i></p> <p><i>e) Making fullest use of previously used land and buildings and improving energy efficiency.</i></p> <p><i>g) Assisting in creating a prosperous and economically vibrant city by encouraging inward investment, the establishment of new small and medium sized enterprises and the expansion or relocation of existing businesses.</i></p> <p><i>h) Improving the quality and design of the urban environment, making urban living more attractive, accessible, safe and secure.</i></p>
<p>London Road</p> <ul style="list-style-type: none"> ⊕ protection of important features contributing to the unique streetscape of the area 	<p><i>b) Promoting the economic, social and environmental regeneration of the urban area. In particular, the Council will seek to promote urban living and a renaissance of the City Centre. It will also seek to protect and enhance local services and create safe, accessible and attractive environments.</i></p> <p><i>h) Improving the quality and design of the urban environment, making urban living more attractive, accessible, safe and secure.</i></p>

i) Ensuring the environmental well-being of the City, including the conservation and enhancement of its key natural and cultural resources, its heritage, local distinctiveness and community identity.

Appendix 2: Saved and Replaced Policies

The following table lists the site specific policies in the City of Derby Local Plan Review that will be replaced by the AAP.

Table A2.1: CDLPR Policies Replaced	
Chapter	Policies Replaced.
City Centre	CC13 (Castle Ward); CC14 (Wellington Street); CC15h (Improvements within the Central Area)
Housing	H2b (Barlow Street)
Economic Prosperity	EP11 (Development within Existing Business and Industrial Areas – land within Eastern Fringes only)
Learning and Health	LE6 (Derbyshire Royal Infirmary).

The following table lists the *site specific* policies in the City of Derby Local Plan Review that will continue to be relevant. These are policies which will be supplemented by policies in the AAP (e.g. CDLPR Conservation Area policy will be supplemented by Railway Conservation Area Design Guidance) and policies which will be relevant in all cases.

Table A2.2: CDLPR Policies Still Relevant	
Chapter	Policies.
City Centre	CC18 (Central Area Parking)
Environment	E4/Appendix B (Wildlife Sites – River Derwent and its banks – within Eastern Fringes area only); E6 (Wildlife Corridor – within Eastern Fringes Area only); E18 (Conservation Areas);
Leisure and Community Services	L1 (Protection of Parks and Public Open Spaces – land within Eastern Fringes only)

Appendix 3: Derby Cityscape's Draft Relocation Strategy



DRAFT RELOCATION STRATEGY.

Why a relocation strategy is needed.

Derby Cityscape's aspirational "priority projects" for delivering the regeneration of Derby city centre are set out in the Masterplan of January 2005 (Annex I attached). These projects, excluding Friar Gate Studios, the Roundhouse and The Quad which can be implemented without the need for any relocations, comprise:

- North Castleward
- North Riverside
- The Area Action Plan for the City Centre Eastern Fringes (this embraces North Castleward above, the remainder of Castleward, the Station Approaches, the Derbyshire Royal Infirmary [DRI] and the Roundhouse).
- Beckett Well area
- St George's
- Former Friar Gate Goods Yard

Cityscape's regeneration strategy is principally based on the private sector delivering projects in accordance with Development Briefs for each of the priority projects.

Regeneration activity necessitates significant land assembly, changes of use and the consequential displacement of existing businesses. In order to minimise the loss of businesses and employment to the City economy the companies being displaced by Cityscape's regeneration activity need to be found suitable relocation sites as early as possible. Disruption needs to be minimised and, wherever possible, any relocation should enhance the competitiveness of businesses through more appropriate accommodation and location.

Cityscape's role is to facilitate and encourage the private sector to bring forward appropriate development; it cannot directly acquire land or undertake development. The one exception to this general rule is that Blueprint (the joint venture vehicle owned 50% by EP & emda and 50% by Igloo, an investment fund part of the Morley fund) is able to consider acquiring and developing key sites within the Cityscape area.

The need for a relocation strategy springs directly from the above regeneration activity and the number of businesses to be relocated at any time will be directly proportional to the level of development activity. Individual priority projects often necessitate the acquisition of many freeholds, tenancies, businesses etc and to maintain a register of owners and occupiers with relocation needs relative to these projects has been an ongoing activity since the outset of the URC. Derby Cityscape will maintain a database of all owners, occupiers and businesses etc to be relocated which will be periodically reviewed and kept up to date. This process has been kick started by compiling schedule of owners etc. and these are being developed continuously.

This relocation strategy aims to retain existing employment where possible; it is an integral part of the regeneration process and should be seen as generating additional benefits for

Derby. Securing satisfactory alternative sites elsewhere in the city at the earliest opportunity is important and it needs to be recognized that some businesses (for example, a concrete batching plant or a scrap metal yard) may not be particularly “neighbour friendly”. A strategy to identify appropriate sites for the whole range of business uses and which prioritises their acquisition is key to the delivery of the priority regeneration projects.

Derby Cityscape cannot acquire or develop relocation sites though Blueprint have also indicated that they can acquire appropriate sites for relocation development; particularly for the “Creative Industries”. Derby City Council has also indicated a willingness to provide its land in the city center to help deliver the priority projects and the opportunity of extending this joint working to effect relocations elsewhere in the city needs to be fully explored.

Tackling the Relocation Issues.

Relocation requirements are identified as tenure, size, use, location, price parameters, new or second hand and timing. The issues surrounding each of these requirements are as follows:

Tenure

The land and property market in Derby is primarily dominated by freehold investors with the result that the majority of property becoming available to the market is on a leasehold basis. This in itself is not a major concern however the majority of businesses that need relocating are fairly small companies in freehold properties. There is, as a result, a need to identify a range of freehold premises that could be made available to accommodate such companies especially the smaller businesses to enable them to maintain their pension and tax arrangements. However, there will still be a need for leasehold properties.

With this in mind, Derby Cityscape will seek to identify and encourage prospective developers to acquire land and undertake development for specific known requirements, (freehold and leasehold), as well as speculative development which could accommodate the likely demand known to be emerging from the intervention area relocations.

Size

The size of the property will vary depending on the requirements, varying from the needs of the one-man business to those of international businesses.

Use

The type of uses identified to be relocated include offices, industrial, warehouses, counter-sales etc but uses diverse as engineering, internet businesses, manufacturers of confectionery, timber yards, motor repairers, printers, car parking, scrap metal yards and concrete batchers. Some businesses to be relocated will, by their very nature, require very careful and detailed consideration as to potential locations for re-siting.

Location

Some businesses have particular locational requirements eg proximity to main suppliers/customers and access to public transport. A range of relocation opportunities throughout the city will therefore need to be provided

Price.

The price will vary depending on many factors. Requirements again vary depending initially whether freehold premises are sought or a leasehold interest will suit. New build options are invariably more expensive than second hand stock and the options for future expansion of the business may also determine the suitability/affordability of premises.

Timing

Decisions essential to the smooth running of businesses will be critical to the programmes intrinsic to bringing forward sites which will deliver the priority projects. Minimising delays and negotiating away conflicts here will require intensive management.

Land supply.

There is a shortage of suitable and readily available land for industrial uses, particularly as more employment sites are coming under pressure for residential. Cityscape's regeneration activities will place additional pressures on the supply of industrial land and consequentially on land values. This is perhaps the biggest challenge to regenerating the city centre and Cityscape, working with its various partners etc, have identified a variety of potential relocation sites both on and off the market. A data base of the available potential relocation sites will be maintained and matched to relocation requirements; sites will be monitored, new opportunities will be investigated and added to the data base.

Grant Assistance.

Cityscape works closely with Derby City Partnership (the independent public/private/voluntary and community based Local Strategic Partnership for the city), *emda* and others to identify potential grant and other financial assistance available to relocating companies and the criteria/terms upon which this may be available. Derby Cityscape will, where appropriate, assist relocating companies pursue applications for such assistance.

Derby Cityscape will seek to ensure that land in public ownership will, wherever possible, be made available to relocating companies as a priority at appropriate values in order to facilitate the release of land required for the priority projects.

Derby Cityscape will proceed to appoint programme managers so as to monitor progress across the priority projects and to help identify any barriers to development. Action plans for effecting relocations in connection with each priority project will be worked up and in this way major issues will be addressed by the funding partners.

Decision making relative to relocations.

The Masterplan and this Relocations Strategy will be subject to periodic review.

However, the decisions to be made regarding any relocation will be driven by the requirements and timescales of the associated priority projects and which have been touched on in "tackling the relocation issues" above.

Programme: Clearly, the earlier a priority project can be delivered, the greater the priority will be to address the relocation considerations of owners/occupiers affected. Appropriate priority will be given to developers who independently securing land elsewhere in the city whose priority schemes may be delayed by the inability to relocate existing occupiers.

Location: The relocation requirements of individual companies are sensitive to their own needs but perhaps most of all the new location itself; for example, location might be dictated by proximity/access to market, competitors, suppliers, transport, workforce (particularly skilled), etc.

Price: Different companies have differing abilities to pay property and other costs. The property costs will comprise not just price and/or rent, but also rates, service charges, repair, insurance, etc. Relocating companies will be prioritised on their ability to relocate themselves without physical or financial assistance.

Employment: A vital consideration will be the retention and creation of jobs within the Derby city boundaries.

Tenure: Many companies, which need to be relocated, own their existing properties freehold and would want to see this continue when they relocate. To facilitate this as far as possible

discussions will take place with developers and existing landowners throughout the city. Additionally, Design and Build packages and leasing facilities will be sought.

Deliverability: The prospects of achieving delivery of the early priority projects will be of paramount importance; this will build confidence in the implementation of the Masterplan.

Other factors: The above list is not exhaustive and there may be many other considerations to be taken into account when deliberating on the urgency of the need to effect relocations; these might include the ability to make significant contributions to the S106 “common pot” for public realm, infrastructure improvements etc or to deliver affordable housing.

Funding Issues.

Applications for funding assistance will be submitted to our funding partners, principally *emda* and English Partnerships, to bring forward the acquisition or release of appropriate sites in a timely manner to meet relocation requirements. This may involve extensive work by Derby Cityscape to conclude site investigations, planning, design, feasibility and viability.

Private landowners and developers investing in the priority sites must be encouraged to bring forward suitable property for relocating companies. Derby Cityscape have a role here to assist by giving advice, time, helping to access available financial assistance etc. Derby Cityscape should take the lead, monitor and co-ordinating this activity.

Conclusions

- The relocation of businesses etc from the sites affected by the priority projects is critical to the delivery of Derby Cityscape’s Masterplan aspirations that contribute to the wider general well being of the city.
- Relocation decisions will be prioritised, in accordance with the factors set out above in order to meet the needs of those displaced and those of the Derby Cityscape Masterplan.
- Derby Cityscape will lead, monitor and co-ordinate relocation activity and assist, where appropriate, those relocating.
- Derby Cityscape’s funding partners have a key supporting role to play in the relocation process and must, wherever possible, assist with relocations. In particular, this will mean the making available of suitable property in a timely fashion to facilitate bringing forward the priority projects and giving priority to companies needing to relocate because of these developments.
- Other partner organisations will have a role supporting Derby Cityscape in relocating companies giving advice, identifying suitable sites on the market, targeting grant assistance to help fund relocations and expansion etc. These relationships will be developed and strengthened over the lifetime of the URC.

