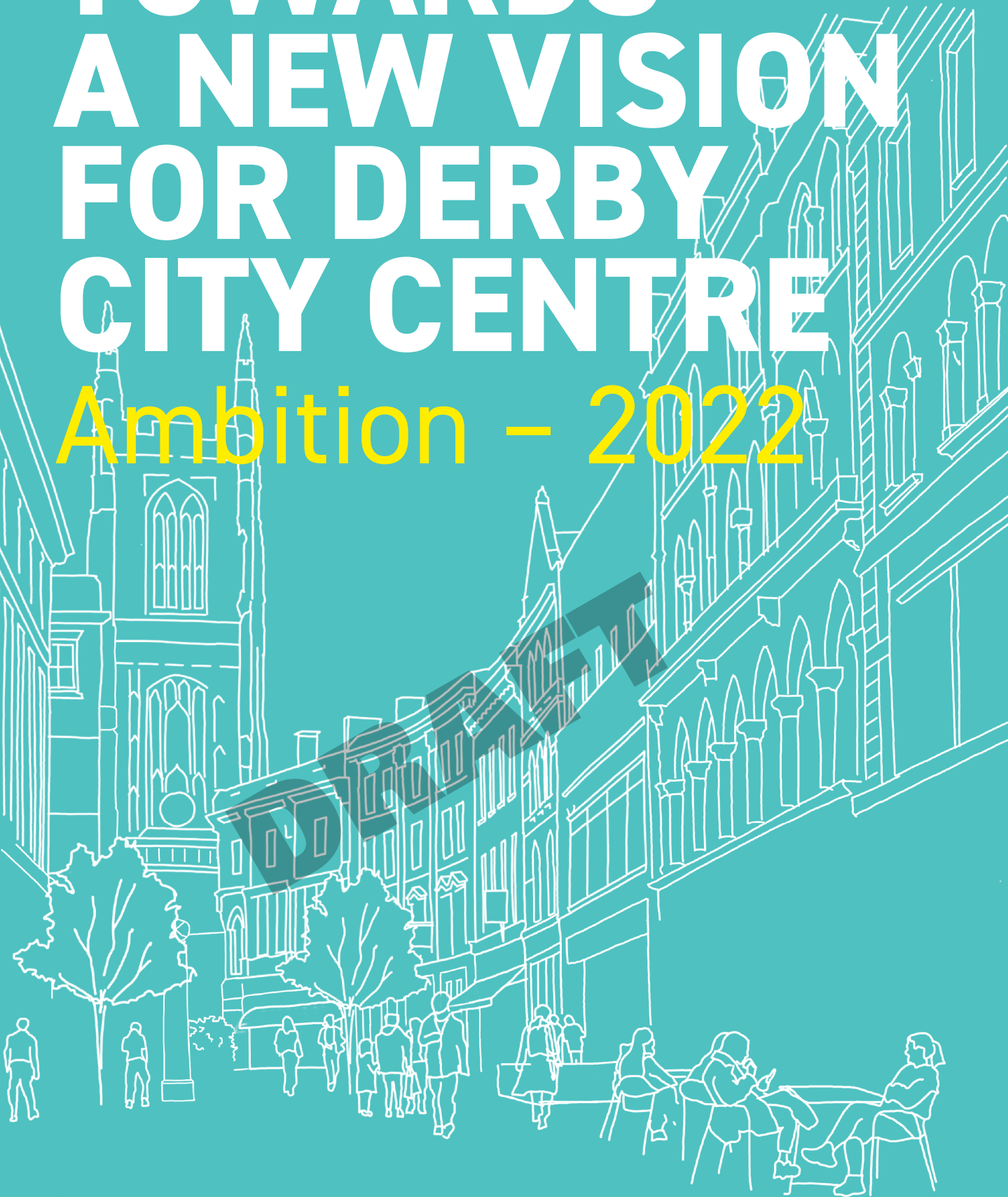
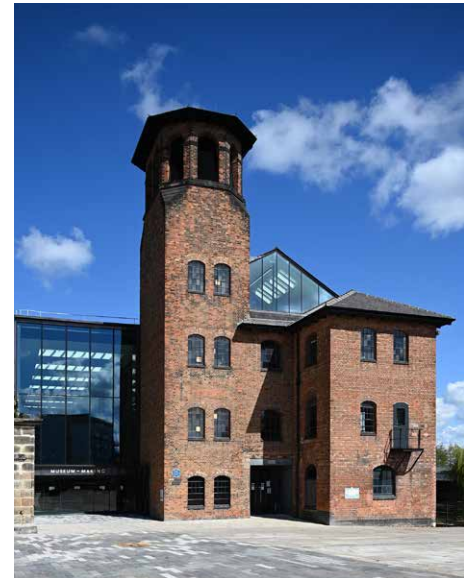


TOWARDS A NEW VISION FOR DERBY CITY CENTRE

Ambition – 2022





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Foreword



Foreword

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1 Background



Background

Derby, in common with cities in the UK and beyond, is facing an unparalleled period of change. Whilst ongoing for many years, this has been accelerated by advances in technology and the Covid-19 pandemic. Patterns of activity within the city centre which have evolved over generations and often taken for granted, are being challenged and we need to be bold and creative in how we shape the future.

A New Vision for Derby City Centre

This document is the first step in creating a new vision for Derby city centre. It will replace the Derby City Centre Masterplan 2030, published in 2016. However, it will not be the same type of document as it will provide an overarching, long-term vision for the heart of our city, from which more detailed plans and briefs will be developed. This should be considered alongside measures being taken to address our immediate and medium-term challenges, as a whole package of actions. We want to show collectively, that the Council and its partners understand the issues and have a plan to address them.

Certainty and Confidence

This new Vision will give confidence to local businesses, investors and external funders that we have the ambition for transformational change and a clear idea of how to achieve this. It will be adopted by both our partnerships and individual stakeholder organisations. We will anchor the aims of the new vision in related policies such as the Council's statutory Development Plan which will guide our Council decision making.

The implementation of any strategy is an ongoing, dynamic process and not simply what is written on the pages of a document. The Vision will need to be sufficiently flexible to react to shifting circumstances and opportunities, whilst ensuring that what we do supports the city centre, as opposed to detracting from it.

We will also prepare and keep under review a separate Delivery Plan which will provide a more detailed programme of specific projects and interventions.

Having a Conversation

We are keen to talk to a wide range of stakeholders about their views on the emerging vision and to establish a broad consensus on what this should be. We have called this document 'Ambition' because we want to find out just how bold our long-term vision for the city centre should be. The document sets out what we think the key issues are and identifies ideas and potential interventions for addressing these.

We are asking a range of questions of our stakeholders, residents, businesses and communities to gauge the reaction to our proposals and assess whether we are thinking along the right lines

Feedback on this document will be used to draw up the Vision document and we will consult on this, before finalising it.

Our thinking in some areas is more developed than in others. For example, we have identified several studies and strategies which we think will need to be completed before the Vision document can be finalised.















Irongate, Derby



Derby City Centre – Vision Area

KEY

-  Derby City Centre Indicative Boundary
-  Ringroad
-  Key City Centre Roads
-  Pedestrianised Roads
-  River Derwent
-  Railway Line
-  Railway Station
-  Bus Station
-  University of Derby

-  1 St Mary's Church
-  2 Derby Silk Mill
-  3 Derby Cathedral
-  4 Bonnie Prince Charlie Statue
-  5 The Council House
-  6 Derby Guildhall
-  7 St Peter's Church
-  8 Derbion Centre

Listening to Our Stakeholders

This Ambition document has been drawn up following extensive engagement with key stakeholders throughout 2021. The key issues raised through this process are highlighted in the 'Challenges and Opportunities' section. There was a strong consensus on what the key problems are and a general agreement that a **bold, transformative approach is needed**.

Built on Evidence

In addition to talking to stakeholders, we have reviewed a wide range of evidence, including national and international best practice as well as studies and surveys on a range of issues. These include the Council's Retail and Centres Study (2019), Tall Buildings Study (2021) and market assessments commissioned as part of the Economic Recovery Plan.

We have also had regard to the most recent Council Plan (2022-2025). This identifies four key areas of focus and a set of outcomes under each area which the Council and partners will work towards achieving. These are set out below:

Getting Involved

The consultation will run for a period of twelve weeks, starting on xxxxxxxx 2022 and ending on xxxxxxxxxx 2022. Comments on the document can be submitted to us by using the online survey:

[LINK TO ENGAGEMENT HQ]

Paper copies of the document and survey are available at the Council House and the new Urban Room during normal opening hours.

Please return your responses by 5pm on xxxxxx 2022, either by email at planningpolicy@derby.gov.uk or posted to:

[ADD POSTAL ADDRESS]

For further information, please contact the Spatial Planning Team using the email address above, or visit:

[ADD WEBSITE ADDRESS]

Council Plan (2022-2025) - Areas of focus and outcomes

Green City	City of Growth	Vibrant City	Resilient City
Cleaner air and lower CO2 emissions	Thriving, sustainable economy and business community	Destination of choice, dynamic and diverse city centre	Reduced inequalities, with healthier and wealthier communities
Sustainable waste and transport	Learning city with access to skills and knowledge for all ages	Exciting cultural offer representative of communities	Empowered, strong and independent communities
Enhancing our green and blue spaces	Decent, sufficient and affordable housing		A safe city, where those that need support can access them at the right time for them

2 Document Structure



Document Structure

This Ambition document is structured to show how our emerging ideas have developed from our discussions with stakeholders and review of evidence and is set out in the following chapters:

- Spatial Overview
- Current Initiatives
- Challenges and Opportunities
- Our Ambition
- Delivery

Spatial Overview

This section provides a brief summary of the characteristics of Derby and the city centre.

Current Initiatives

This section identifies the main initiatives led by the Council which are already happening in the city centre, or which are committed. These projects are part of the baseline on which the new vision needs to be based.

Challenges and Opportunities

This section outlines our understanding of the key challenges and opportunities in the city centre, based on engagement with stakeholders and other evidence. Whilst cross-cutting, the challenges and opportunities have been arranged into 'themes' which the Vision will need to address and respond to. This section also identifies areas of potential significant change that have emerged through discussions with stakeholders.

Our Ambition

This section is the main part of the document and outlines the scope of our ambition for each of the key themes identified in the previous section. It provides an 'ambition statement' for each theme and then identifies a range of ideas, potential interventions and proposals which could contribute to transforming the city centre in the longer term.

We have provided case study examples under some of the themes of where other cities have taken an interesting or innovative approach to dealing with certain challenges, from which we think Derby could learn.

We have also asked several questions to establish which principles are supported and to gauge the level of ambition we should pursue in the final Vision document.

There will be an opportunity to develop many of these principles further and to apply them to specific areas as we move forward with establishing the final Vision.

Delivery and Coordination

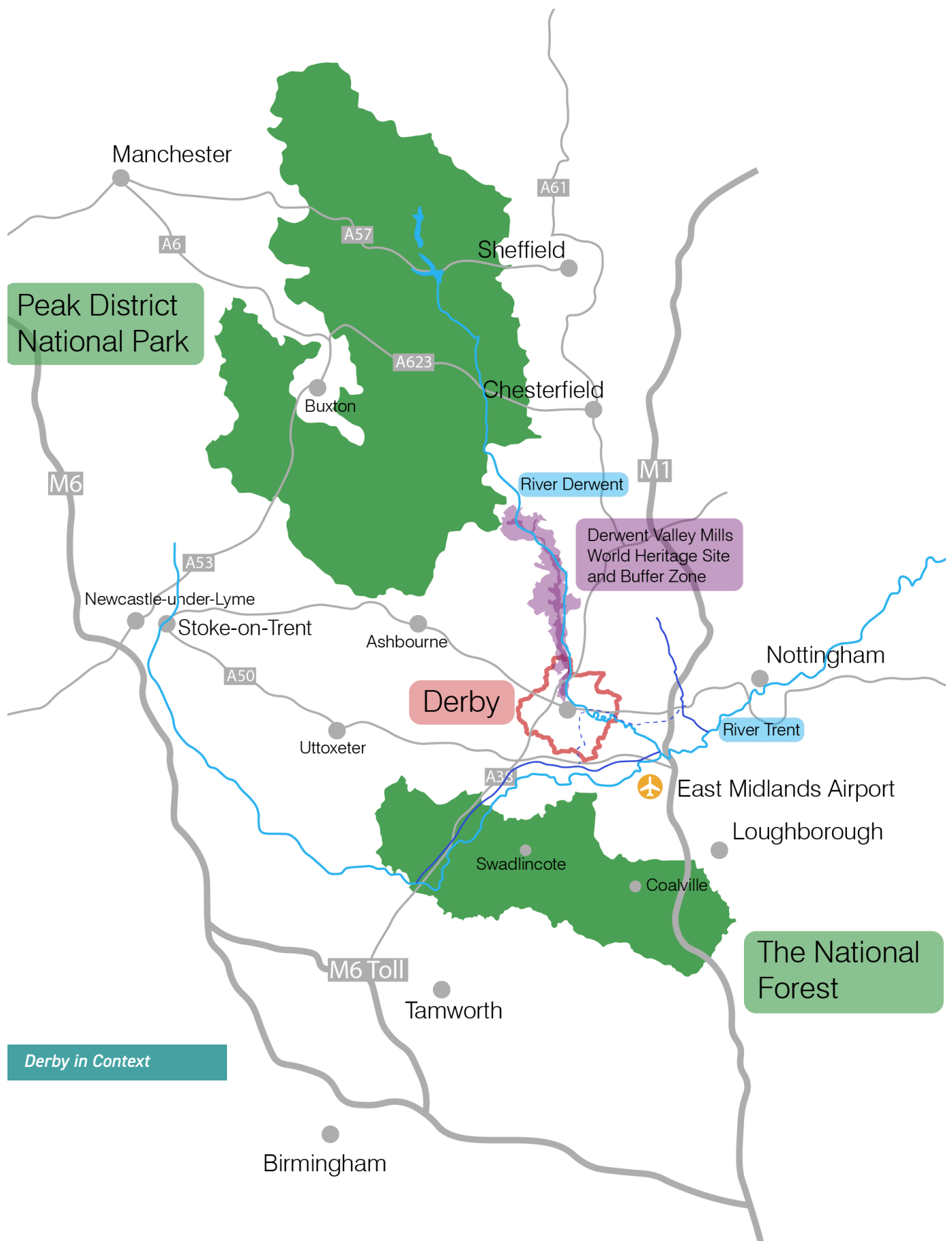
This section sets out our general approach to delivering the vision and the main mechanisms that we are looking at.



Old Silk Mill Pub, Full Street

3 Spatial Overview

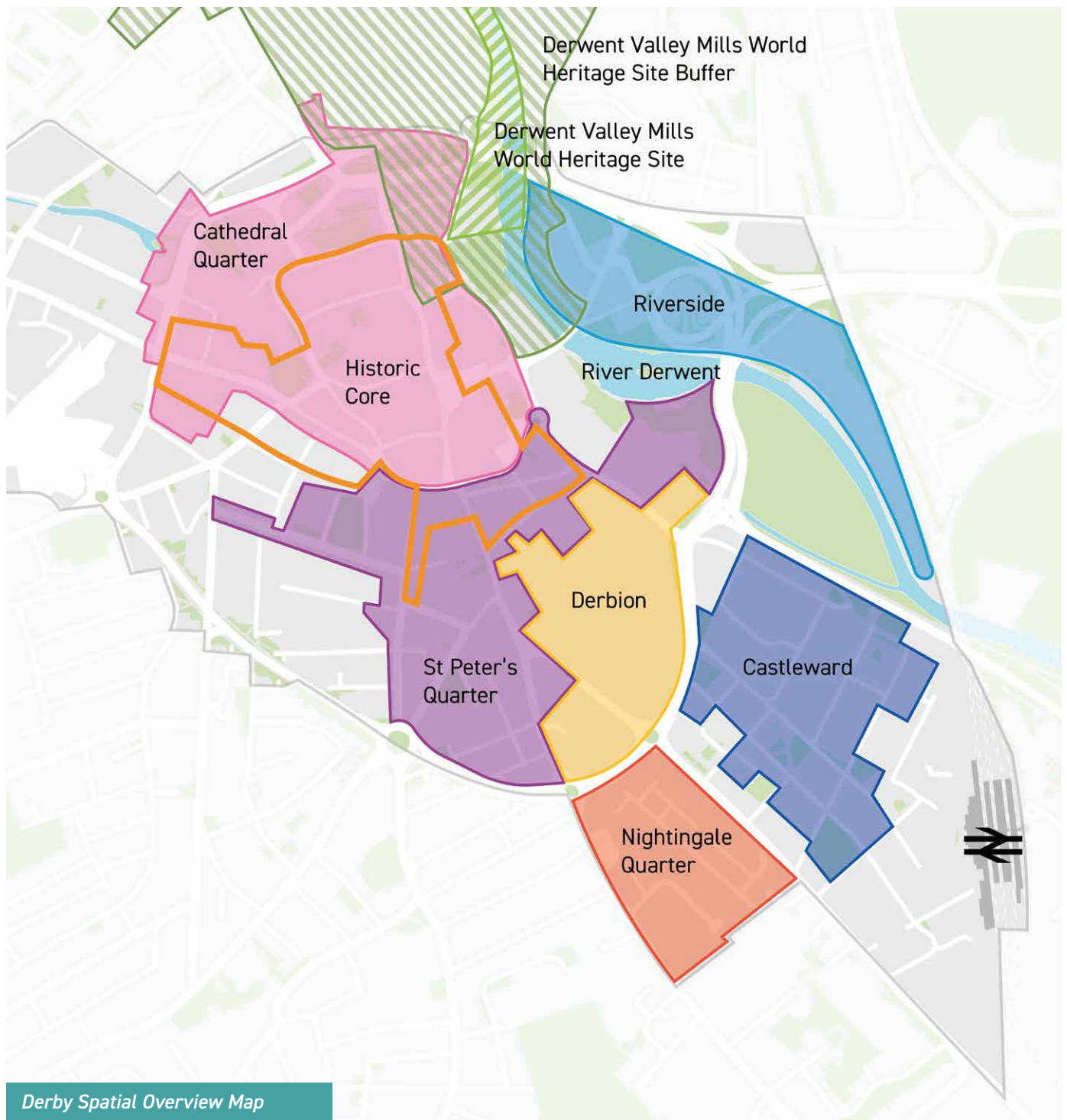




Spatial Overview

Derby is a compact city of over 250,000 people with a history stretching back to before Roman times. It is a centre for advanced transport manufacturing, being home to Rolls-Royce and Alstom and with Toyota located close to its boundary.

- 6 million people live within one hour's drive time of the city centre.
- 25% of Derby's population are from the Global Majority – largely made up of Middle, Central and South Asian residents. In addition, there is higher than national average people with Pakistani, Caribbean, Indian heritage and of mixed heritage.
- Salaries of people who work full time in the city are £8.5k higher than those of Derby residents
- The city centre lies right in the heart of the city, from which the rest of the urban area has gradually spread. It is the main hub for retail and service uses, with the Derbion shopping centre being the primary focus for retailing.
- The River Derwent flows south-eastwards along the northern side of the city centre, although it is largely hidden from the city centre itself. The corridor links to the Peak District to the north and National Forest to the south and provides a connection a range of green spaces.
- The city centre's historic northern side is located mainly within the Cathedral Quarter. It is characterised by a network of medieval streets centred around the Market Place, including Iron Gate, St Mary's Gate, Sadler Gate, St James' Street and The Strand. This area is dominated architecturally by the Cathedral, but also contains the Derby Museum and Art Gallery, the former Central Library, many other fine Georgian, Victorian and a few timber framed buildings.
- The southern part of the Derwent Valley Mills World Heritage Site starts at the Silk Mill, which now houses the Museum of Making, on the site of the world's first factory.
- The St Peter's Quarter contains a diverse mix of building types and retail outlets. It forms the link between the historic Cathedral Quarter in the north and the covered indoor Derbion centre in the south.
- The Castleward area is located between the Derbion Shopping Centre and the Railway Station and is in the process of being reinvented from an eclectic mix of mainly commercial uses into a modern urban village. The nearby Nightingale Quarter is also providing a major new opportunity for city centre living. The St Peter's Quarter contains a diverse mix of building types and retail outlets. It forms the link between the historic Cathedral Quarter in the north and the covered indoor Derbion centre in the south.



4 Current Initiatives



Current Initiatives

Things are already happening. Projects which were identified as priorities in previous plans are being delivered or are well progressed as projects. These will form the foundations of a transformed city centre. The key projects that the Vision will need to take account of are shown on pages 18 and 19:



Becketwell

St James Securities have been working with the Council to deliver a comprehensive regeneration of the Becketwell area. Phase 1 of the project is currently under construction and will include 259 build to rent apartments, alongside a new multi-purpose public square.

Phase 2 includes the development of a new 3,500 capacity performance and conference venue on the site of Laurie House office block and the former Pink Coconut nightclub. Later phases of the project could include workspace, hotel, leisure and retail uses.

Cultural Heart

The Council has commissioned Bennetts Associates to develop a plan for the City's Cultural Heart, which includes the Market Place, Guildhall Theatre, Market Hall, the Assembly Rooms (including the car park) and a number of potential development sites along Full Street. As part of this work, the Council and the University of Derby are exploring options to relocate Derby Theatre into a new purpose-built building on the site of the former Assembly Rooms.

Contracts exchanged for 3,500 capacity venue in £200m Derby Becketwell regeneration scheme



Becketwell, viewed from The Strand



Derby Market Hall, Interior Visualisation



Eastern Gateway Visualisation

Future Highstreet Fund Projects

Derby has been awarded £15m to deliver three major city centre projects aimed at renewing and reshaping the high street. The funding will be invested in transforming the Market Hall in the Cultural Heart into an attractive, flexible retail and leisure destination. The Eastern Gateway project will create a welcoming arrival to the city centre from the bus station and the Connecting Works project is focussed on improving the visitor experience and connections between the bus station, the Eastern Gateway and the Market Hall.



Cornmarket, Transforming Cities Fund

Castleward and the Nightingale Quarter

The Council are working with Compendium Living to deliver a sustainable urban village, to provide in the region of 800 new homes in the Castleward area. Some of this has already been built, including over 200 dwellings, a primary school and new boulevard, with ground floor commercial uses.

Following the approval of a compulsory purchase order, plans are now being drawn up for the next phases of this project.

Redevelopment of the former Derbyshire Royal Infirmary (DRI) site has created a new residential area known as the Nightingale Quarter. There is the potential for around 1,000 new homes here, of which about 100 have been completed to date.



Castleward, Derby

Transforming Cities Fund

Derby and Nottingham have received £161m for transport improvements through the TCF. The fund aims to improve connections between major employment sites and promote active travel and public transport. Several projects in Derby will be funded through the programme including bike hire, improving connectivity to the railway station, improved connectivity between Derby, Nottingham and East Midlands Airport and investment in growth corridors, potentially including smart Park and Ride hubs, and a new rapid transport system in the city centre, cycle lane improvements and demand responsive transport services.



Nightingale Quarter, Derby

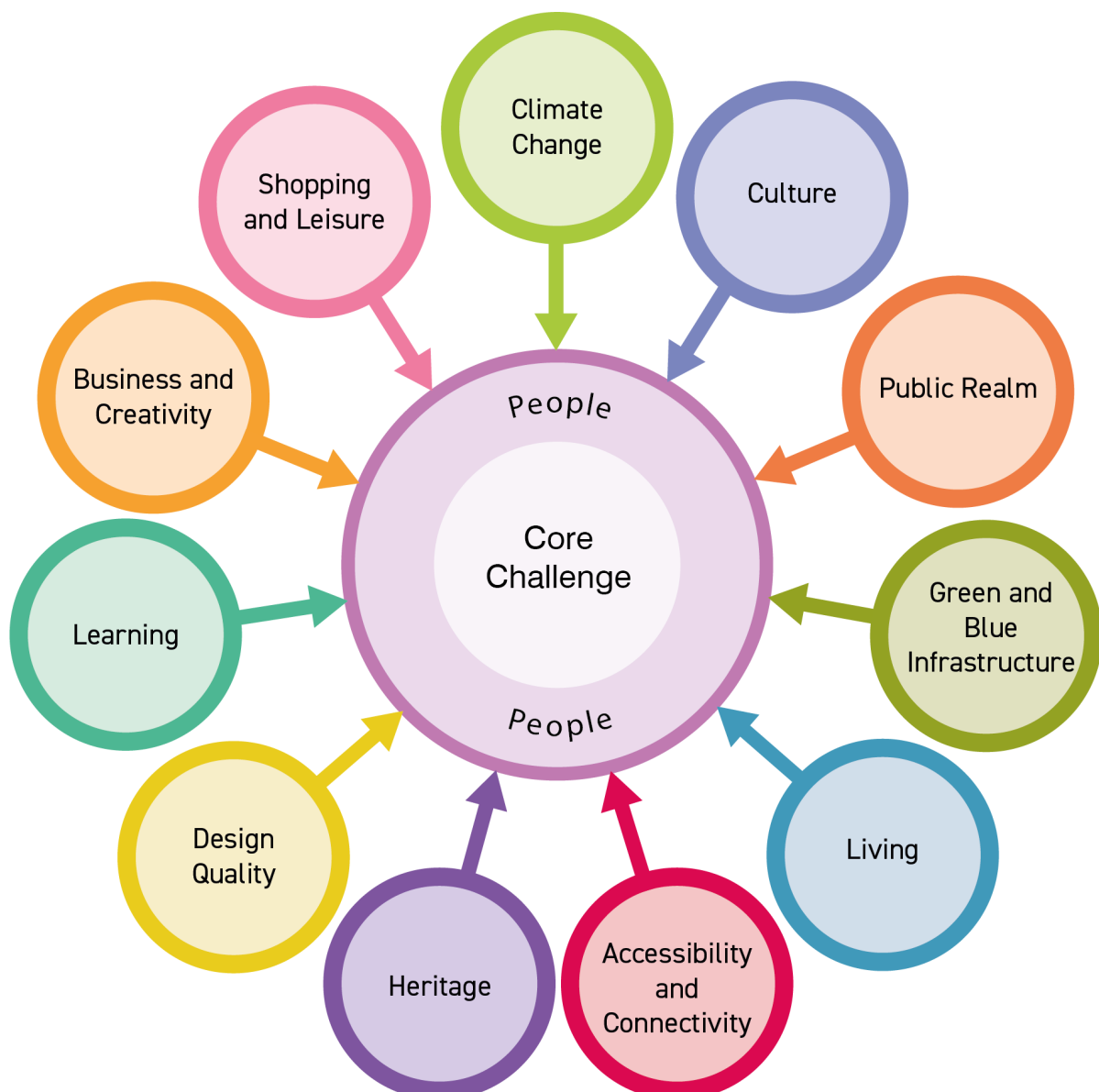
5 Challenges and Opportunities



The core challenge is that the city centre needs to be radically transformed to respond to the changing needs of how we live as the 21st century unfolds. It should be sustainable, attractive and provide an overall experience that encourages social interaction and inspires more people to spend more time and money in it. It should also inspire greater civic pride and provide a recognisable, positive image and identity for Derby.

Challenges and Opportunities

We have grouped the key issues that have been identified through stakeholder discussions and other evidence into a series of 'themes' which the Vision will need to address. Many of the issues are cross-cutting and could be grouped under several of the theme headings. However, they all relate to the core challenge.





Vacant Shops, London Road, Derby

Themes

Climate Change

Climate change is bringing multiple different changes to our weather across the world. National legislation and local decisions, such as the 'Climate Emergency' declaration in 2019, reflect the importance of de-carbonisation and adaptation. The Council and partners are working together to get the city to net-carbon zero by 2035. The Vision will need to pro-actively respond to this. In addition to promoting a more sustainable city centre, there is a specific need to address increased flood risk from a number of sources, particularly from the River Derwent. Conversely, the River Derwent could increasingly be a source of renewable energy.

Culture

Culture offers a significant opportunity to diversify city centre activities and increase vibrancy. At present, Derby's cultural infrastructure and capacity isn't sufficient to support first class cultural events throughout the year. Nevertheless, addressing the current state of key cultural buildings such as the Assembly Rooms and the Old Central Library provides an opportunity to improve this.

Derby was recently longlisted to become UK City of Culture in 2025. Whilst we did not make the final shortlist, the bid process has created momentum to ensure that culture will be at the heart of the transformation of the city centre.

There is also a need to strengthen Derby's visitor and tourism economy through more attractions and developing stronger links with the Peak District.

Public Realm

Many people we spoke to felt that parts of the city centre are unattractive, unsafe and unwelcoming. This is deterring people from coming into the centre and will undermine future investment and diversification.

We have learnt through visits to other cities that have successfully transformed their centres that high quality, welcoming public spaces and public realm are absolutely essential to success.

Green and Blue Infrastructure

There was a strong view amongst stakeholders that the city centre does not have enough green open space and this contributes to negative views about the public realm and general environment. This is exacerbated by the fact that much of its existing green space is located around the riverside, which the city centre turns its back on. Nevertheless, there are opportunities for short to medium term measures to provide significant improvements to the public realm, as well as longer term opportunities to provide major new green space and water features.

The Environment Act (2021) places significant new requirements on local authorities to ensure that new development results in an overall increase in biodiversity, either on-site or elsewhere. This provides an opportunity to identify locations in the city centre where biodiversity could be enhanced through this.



Bradshaw Way, Inappropriate design for City Centre location



Derby Museum and Art Gallery

City Living

Greater city living will bring more people and vibrancy into the city centre and help to support local businesses. In recent years, the number of people living in and around the city centre has grown significantly and we expect this to continue. However, some of the housing stock recently provided, particularly where planning controls have been relaxed, has been poor quality. If we are to lift the city centre's image, we need to ensure that new housing is of a high quality, in terms of space and overall design. In addition, we need to consider the role of affordable housing.

National planning policy has imposed an extremely high housing target on Derby which we will struggle to meet within our administrative boundaries. There is a lack of suitable greenfield land within the city itself and therefore brownfield sites in the city centre will need to be identified and brought forward.

Accessibility and Connectivity

Too many trips into the city centre are still being made by the private car, causing congestion, reduced air quality and contributing to people's poor perception of environmental quality. Older parts of the inner ring road in particular create a barrier between the centre itself and adjacent areas, limiting movement between the two.

There is an imbalance in footfall between southern parts of the city centre and the more northern historic core, which is exacerbated by the location of rail and bus stations and the quality of parking provision. Some car parks are also coming to the end of their design life and this presents opportunities to consider the future role of parking in the city centre.

Heritage

A common theme raised is that we do not value our built heritage enough or sufficiently recognise it as an economic asset in its own right. There has long been a tension over the need to attract new investment into the city centre and the need to protect our valuable heritage. The Vision provides an opportunity for these issues to be discussed further and to provide guidance on how to better manage this tension.

There have been improvements to some buildings in the historic core and in the past, these have been successful in increasing vibrancy. However, this area has been hit particularly hard by the impacts of the Covid-19 pandemic. Positive intervention to reverse this cycle is needed to tackle reduced footfall and increased vacancies which have had a detrimental impact on the historic environment.



Cathedral Churchyard, Derby



Irongate, Derby

Design Quality

There was a strong consensus that new buildings and other development need to be of a consistently high quality throughout the city centre, if its image and perception are to be improved. Whilst there are differing views as to what 'good' design actually is, there is a general agreement that there have been a number of poor-quality buildings in the past that have a negative impact on townscape.

Learning

Many successful city centres have a strong academic presence. In Derby, this includes Derby College and several schools. The University of Derby has a growing presence in the city centre and there is scope to strengthen this. This would help to bring large numbers of people into the city centre to live, study and spend recreational time and will be a vital component of creating a vibrant economy.

There is also a need to ensure that education and skills are aligned with the needs of the city and wider sub-region to attract, nurture and retain talent, to the benefit of the city centre.

Business and Creativity

The city centre has historically not offered sufficient quality and variety of office floorspace which has led to many businesses moving to more peripheral areas such as Pride Park. As a result, there are not enough people working in it to support a strong daytime economy. However, there is some evidence of a growing desire from businesses for a city centre location, so long as it provides the right office format and a safe, vibrant and attractive environment. There are also opportunities to build on Derby's success as a centre for innovation and creativity.

Shopping and Leisure

Traditional retailing, which has long been the core activity of the city centre, has been in decline for many years. This has been fuelled by the growth of off-centre retailing such as the Meteor, Wyvern and Kingsway Retail Parks and more recently by the rapid growth in on-line shopping. There are now too many shop units in the city centre, which is contributing to increased vacancies and reduced vibrancy. Greater diversification of the range of uses in the centre and whether to focus retailing into a smaller, more concentrated area should be addressed as part of the Vision.

Retailing is still likely to remain important to the city centre. The Derbion Shopping Centre is a success story that has put Derby on the map as an important shopping destination. Outside of this however, large parts of the city centre have dead frontages, or are dominated by low value uses creating a general feel of decline.

Delivery

There was a broad recognition amongst stakeholders that a transformation of the city centre will require a commitment to long term investment, based around an agreed vision and will take time. Stakeholders highlighted a lack of sufficient coordination which is leading to a disjointed and sometimes conflicting response to issues facing the city centre. There is a need to carefully consider how best to bring new development forward including looking at new ways of doing things. They felt that there needs to be stronger governance and some form of 'curator' or 'champion' to coordinate city centre interventions and activities. Best practice from elsewhere has also highlighted the importance of this approach.



Quad and Guildhall Theatre, Derby

Areas of Change

In addition to identifying themes, discussions with stakeholders and review of the evidence have highlighted potential areas of significant change. A number of these are already highlighted in the 'Current Initiatives' section. However, there are other areas of potential change and opportunity which the Vision will need to take account of. The main ones are identified on the map below.

Derby Riverside

Derby Riverside is the next critical package of work within the Our City Our River (OCOR) flood defence scheme. The Council will be commissioning a multi-disciplinary team to draw up a planning application seeking a revised alignment for the flood defences through the Derby Riverside area. They will also develop a 'concept masterplan' for the land on the dry side of the new defences, including land on either side of Derwent Street and the former print works on Meadow Road. The area is considered to have significant potential for regeneration, including the creation of a vibrant new residential neighbourhood in the heart of the city.

Eagle Market

There is potential for a wider regeneration of this area than currently envisaged by the Future Highstreet Fund project. This could include significant redevelopment in the area including the Eagle Market and improved links between East Street, the bus station and Derbion.

Bradshaw Way Retail Park

This site offers a significant opportunity for a major new development, providing a new landmark building in a gateway location.

University of Derby

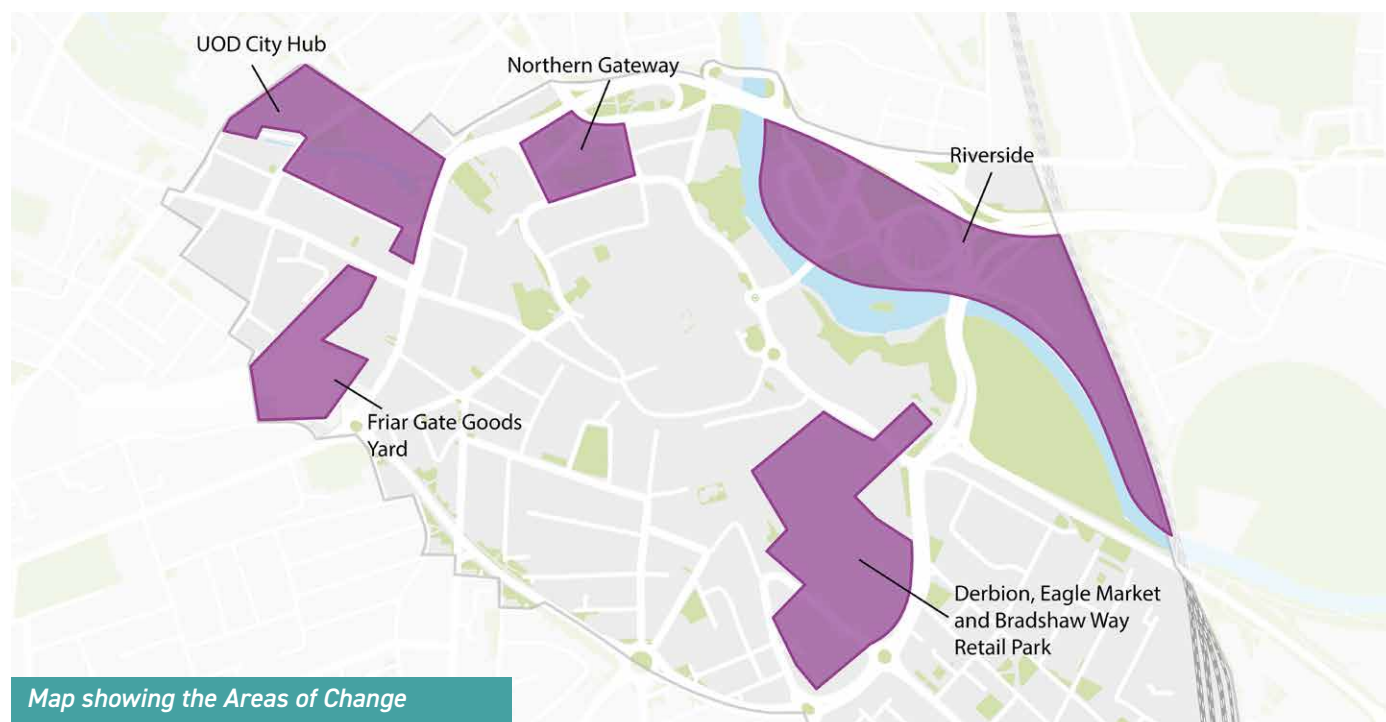
The University of Derby are developing plans for an increased presence in the Agard Street area. The first phase of this is likely to include a new Business School to be built fronting the inner ring road. It is important that the Vision reflects this key opportunity.

Former Friar Gate Goods Yard

This longstanding vacant site, which is now highly visible from the inner ring road is a key priority for regeneration that secures the future of the bonded warehouse and other heritage assets.

Northern Gateway

The Council has commissioned initial feasibility work looking at the future of the Queens Leisure Centre and the adjacent Chapel Street multi-storey car park. Future uses could include residential, cultural and leisure as well as more modern transportation facilities to replace the car park. The document is seeking views on the future use of the area.



Map showing the Areas of Change

6 Our Ambition



A Centre for People

People should be at the heart of a transformed city centre.

The city centre needs to become “the place to be” destination, where a wide range of people actively enjoy and engage with its places and spaces. It needs to have a positive image and feel, providing an experience which makes you want to return.

It should inspire confidence that it is a place that is loved and valued to encourage people to invest in it.

We recognise that the city centre is in competition with other towns and cities, and we need to raise our game.



A centre for people, Cambridge

People now make an active choice whether they visit the city centre. In the past, certain facilities meant you had to go into the centre, such as for some types of shopping and banking, but now you do not.

Modern town and city centres can no longer rely on traditional activities such as shopping to survive. They must offer a much greater diversity of uses, activities and experiences to attract people and encourage them to linger.

A city centre needs to offer something for everyone, providing for a diverse range of age groups, tastes and budgets. Those using the centre should better reflect the diverse communities that make Derby the great place it is and who have so much to offer in making it an interesting, vibrant and exciting place.

It is essential that it is an inclusive centre in which everyone feels welcome. All our interventions should be designed with this in mind, ensuring that buildings, places and spaces are accessible to all.

Moving into, out of and around the centre should be easy. Whilst Derby has a compact city centre and it is easy to walk from one end to the other, not everyone can do this, and some are not willing to. Encouraging people to move around the centre using interesting routes between places will be important, particularly to increase the number of people in the historic core.

To make it more inviting, the centre should feel ‘warmer’ and friendlier than it currently does, with a ‘buzz’ and vibrancy about it. It needs to be and feel safer and offer a more relaxing social environment in which people can enjoy relaxing in pleasant surroundings at any time of day.

People are also more mobile these days and are prepared to travel further afield if they think they will have a better experience elsewhere. Recognising this competitive environment, we need to understand and provide what people want from a ‘cool’ modern city centre. This Ambition document is the starting point of this.

Climate Change

The Council declared a 'Climate Emergency' in 2019 and it is vital that our response to this shapes the future transformation of the city centre.

We will need to rethink how the city centre functions to respond to climate change. We need more sustainable ways of getting into, out of and around the city centre, with less emphasis on motorised vehicles. We also need to repurpose old buildings, increase energy efficiency, identify opportunities for clean decentralised energy, along with bringing nature back into the city.

It also means adapting to the effects of climate change, including the increased risk of flooding.

Responding to a Climate Emergency

In 2019, we declared a climate emergency in recognition of the urgent need to reduce greenhouse gas emissions and safeguard our climate from heating by more than 1.5°C (compared to pre-industrial levels).

The Council and our partners have established a Climate Change Commission, chaired by the University of Derby, to meet this challenge. The Commission is preparing a refresh of the 2015 Climate Change Strategy for Derby which is expected to be completed in mid-2022.

“ The first phase of the £95 million Our City Our River (OCOR) is a vast project. It stretches northwards out of the city along the path of the River Derwent as far as Eagle Park, beyond Darley playing fields, taking in Northedge, Darley Abbey Mills, the former Aida Bliss site on City Road, Duke Street and Sowter Road. ”



OCOR Flood Defence, Derby



OCOR Flood Defence, City Road, Derby

Our City Our River (OCOR)

Derby's city centre is at risk of significant flooding, particularly from the River Derwent and this risk is growing as a direct consequence of climate change. If this were to happen, the consequences would be catastrophic for the city centre, for local businesses and residents and would undermine confidence in it as an investment opportunity. The 'Our City Our River' flood defences are intended to reduce the risk of flooding.

When completed, these defences will reduce flood risk in the city centre and nearby areas, including almost 1,500 homes, 800 businesses, key infrastructure and many historic buildings.

The scheme also involves the creation of open areas, tree planting and landscaping along the river corridor. These will form part of a strategic green corridor and network of open spaces which could be reinforced through the creation of a new City Park and improved connectivity between the river and the city centre.

The OCOR scheme provides an ideal opportunity to regenerate the Derby Riverside area and whilst we recognise the urgency of the flood defence works and the need to progress these in advance of any comprehensive planning of the wider area, we are keen to ensure that the flood defence proposals complement our vision for the future of that area as far as is possible.

Energy and Resource Efficiency

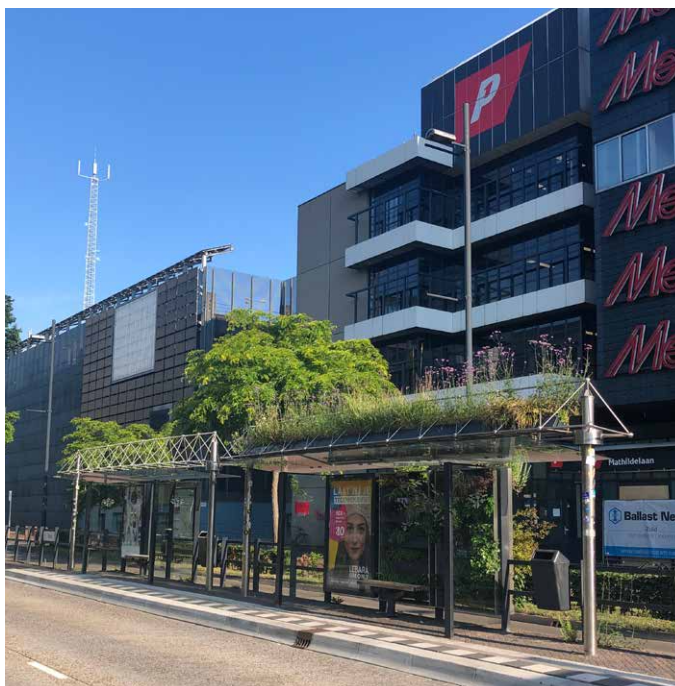
Improving energy efficiency is an important way of reducing energy consumption and meeting our net zero target. To this end, we think that all new development in the city centre should incorporate energy efficiency measures and create low to zero carbon footprints, include water efficiency measures, low energy street lighting and sustainable sources and use of materials. We also need to ensure that existing buildings are improved to make them more energy and resource efficient.

Major new developments should be exemplars, building to at least BREEAM (a method of assessing the sustainability of buildings) excellent standard, especially where owned and / or promoted by the Council.

We will investigate opportunities for encouraging more efficient energy generation systems in the city centre, such as Combined Heat and Power (CHP) and hydrogen-based technology. Repurposing buildings provides an opportunity to retrofit energy efficiency measures, supporting our climate change objectives as well as making the buildings more attractive to occupiers. This issue will be addressed further in the proposed design guidance documents.



Utility scale wind turbines. Photos by Dennis Schroeder/NREL



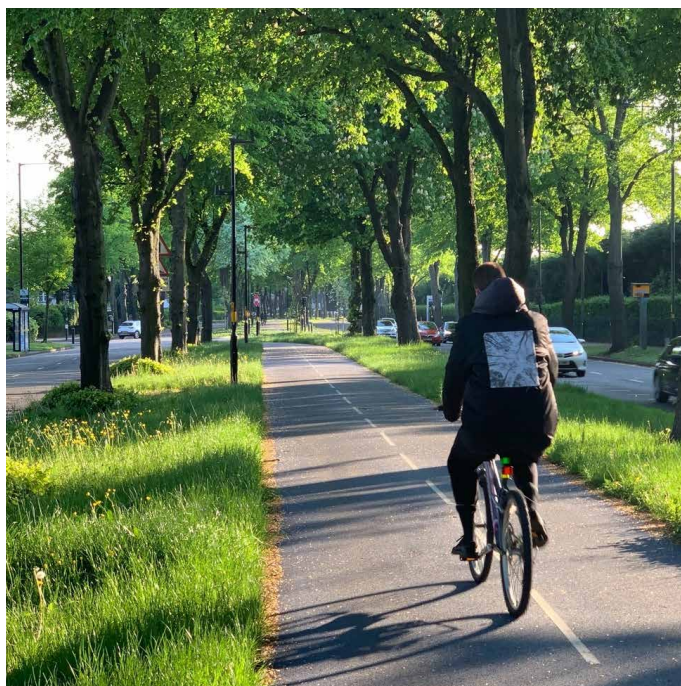
Bus Shelter, Eindhoven

Renewable Energy

The city centre of the future will need to be powered entirely from renewable and other sustainable fuel sources. Derby will be at the forefront of developing hydrogen power and fuel sources for vehicles, but we will also be looking at more localised sources of renewable energy. In particular, encouraging more use of solar power and water-based energy production from the River Derwent. The potential for wind generated renewable energy is limited within the city centre itself (based on previous studies), but there may be some scope to encourage small, localised schemes.



LocalLink Electric Busses, Nottingham
<https://www.nottingham.ac.uk/sustainability/transport/publictransport/medilinkand12buses.aspx>



A38 Cycle Route, Birmingham

intranet.birmingham.ac.uk/campus-services/sustainable-travel/news/public/ride-it-out-march-cycling-event.aspx

Urban Cooling

Town and city centres, with their dense concentration of buildings that are heated and cooled, create localised higher temperatures which contribute to climate change. This is known as the 'Urban Heat Island Effect' and can be reduced by improving insulation, more sustainable forms of heating and cooling systems and by providing more urban greenspaces and landscaping.

The Vision should promote greening of the city centre, including new green spaces, tree planting, greening of streets, landscaping and a new City Park.



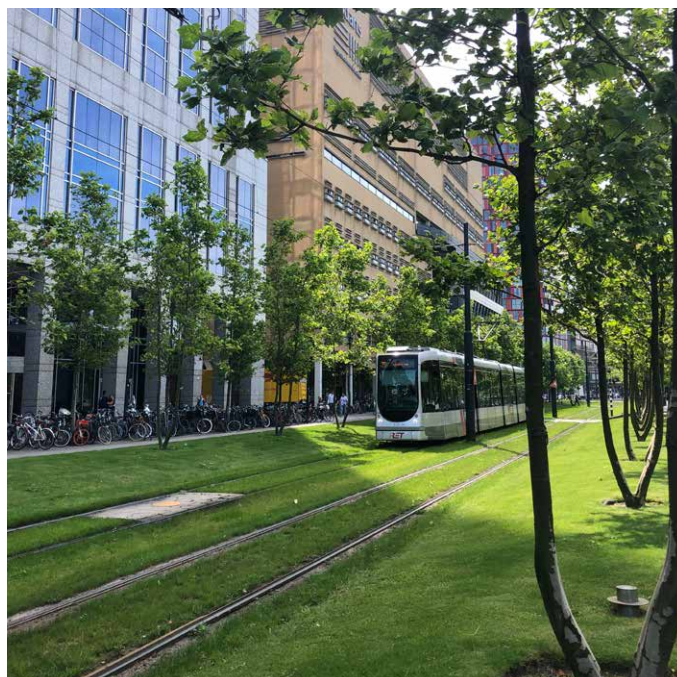
Solar Panels on UK Homes

allseasonsenergy.co.uk/news-and-blogs/what-are-the-benefits-of-installing-solar-panels-at-home/

Sustainable Transport

The Accessibility and Connectivity section outlines our ideas for creating more sustainable transport patterns both to get in and out of the city centre as well as to move around it. Our idea for a new sustainable rapid transit system around the city centre would provide a sustainable and attractive alternative to private car use. To help improve health and air quality, we will need to make the city centre attractive to walking and cycling and encourage more electric charging points and greater use of low emission vehicles and sustainable fuels, such as electric and hydrogen power.

The Council will reduce carbon emissions from its own fleet, encourage other operators to do the same and use digital technology to reduce the need to travel.



Green Tram Tracks, Rotterdam

Questions

- Are we being ambitious enough, or too ambitious, in our approach to energy efficiency and net zero carbon?
- Do you think we could make more of City Centre resources, such as the river corridor, for green energy production?
- What schemes would you most like to see?
- Is there anything else we should be considering in responding to climate change?

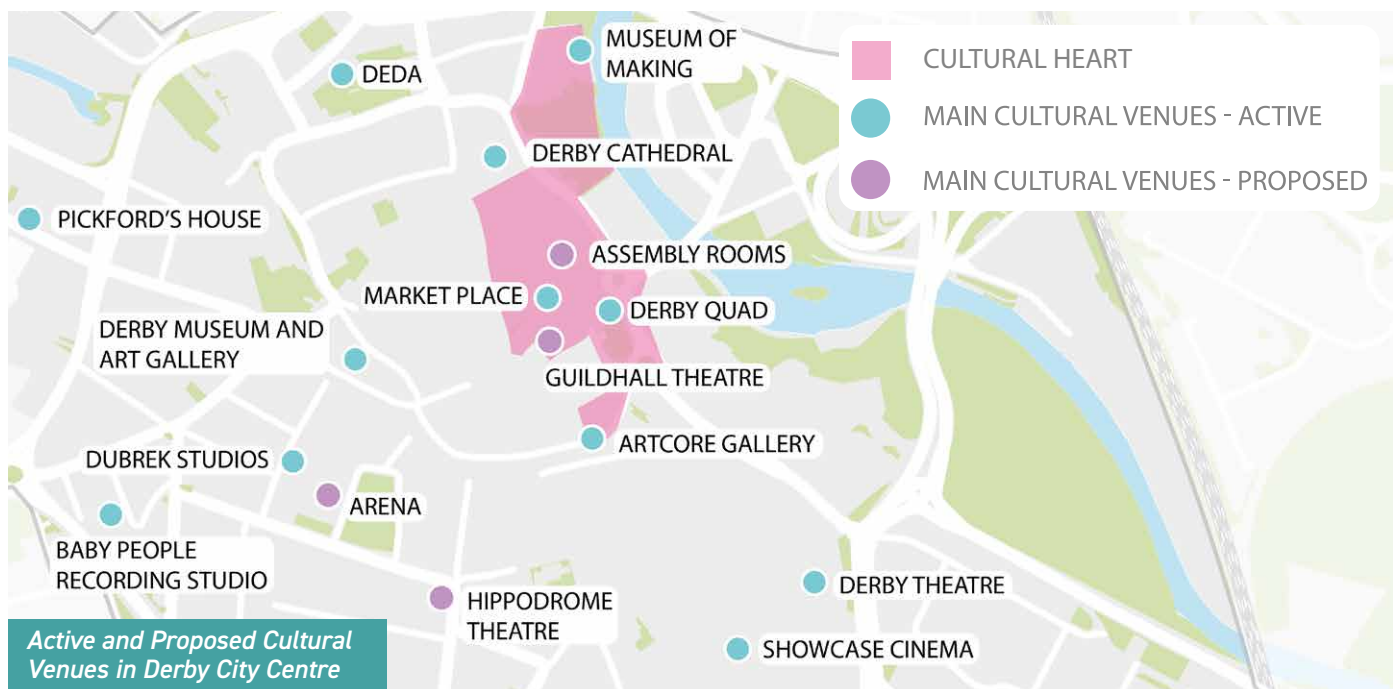
Culture

Derby is a city of culture and culture will lie at the heart of a transformed city centre. Our vision is to create a diverse cultural offer with something to offer everyone.

The aim will be to create a strategic network that joins up a revitalised Market Place with the Museum of Making, the Cathedral, Becketwell and the Museum and Art Gallery.

This Cultural Heart area will be supported by the development of a 'Creative Quarter' within the historic core. Here creative industries, artists' studios and maker spaces, alongside a diverse mix of complementary uses such as bars, restaurants, galleries, workshops and residential, will help to bring neglected historic buildings back to life and restore vibrancy to frail streets.

We want Derby to be first choice for artists and creative people, with a vibrant cultural offering that reflects the experiences of the city's residents and where everyone feels inspired to participate in culture.



Transformation through Culture

Culture should play a crucial role in transforming and diversifying the city centre.

Derby is home to a wide range of cultural organisations, eight of which are of national importance funded by the Arts Council. This gives the city strong and diverse cultural foundations, ranging from hip hop to classical music and dance to visual arts. Organisations like QUAD, Derby Theatre, Artcore and Deda as well as festivals such as Feste and Format, bring creativity and excitement into the city centre. These and other cultural attractions provide interactive experiences which cannot be replicated online. They bring people together from different backgrounds and communities, both residents and visitors. These will all encourage people back into the city centre and will therefore form a key foundation on which the renewed, vibrant and people focused city centre should be based.

The award-winning Museum of Making has created an exciting visitor attraction with a national profile, demonstrating the power that culture can play in regeneration.

A City Centre Cultural Plan has been commissioned to propose strategies to embed culture within the successful regeneration of the city centre and communicate a renewed cultural identity for Derby. This recognises the role of established organisations but also the need for growth in a wider range of cultural activity, reflecting Derby's diverse communities and appealing to a younger experience seeking audience. Opening up spaces for new activity and a programme of public realm interventions will make the city centre a showcase for the cultural and creative practice of the city.

UK City of Culture Competition

Our bid for UK City of Culture 2025 sets out an ambition for culture to be the catalyst for the reinvention of the city centre by drawing on our heritage as a city of innovation, creativity and making. It proposed that a broad culture-led offer has the potential to attract a wider range of people into the heart of the city. More broadly a rejuvenated cultural scene and strong identity have the potential to create a liveable city centre, encourage creativity, shape city messaging, improve visitor experience and develop Derby as a destination.

Whilst Derby did not make the shortlist for 2025, the ambition and ideas in our bid remain important for the city and we aim to maintain the momentum that has been built up through the bidding process. Therefore, a framework is being created that will position culture at the forefront of Derby's resurgence and growth. This will be led by Culture Derby, a new independent cross sectoral partnership.

Hippodrome

Derby Hippodrome is a Grade II listed former variety theatre located on Green Lane. It was most recently used as a bingo hall, but this ceased in 2007. The building has suffered significant damage through arson and destructive repair works, but we would like to see it restored and brought back into use. It has the potential to be repurposed into a new cultural facility, complementing the offer to be provided at Becketwell and bringing a heritage asset back into productive use.

Cultural Heart and Associated Projects

The Cultural Heart project will physically and socio-economically transform the city centre. It will provide a concentration of first-class facilities which will be relevant to all citizens of Derby and which will stimulate and provide focus to a transformed visitor economy. The Cultural Heart will anchor a creative/cultural cluster based around the historic northern part of the city centre.

The Market Place will be transformed to create a dynamic space that boasts the Quad, a revamped Guildhall and new civic space. It will also include an exciting redevelopment of the Assembly Rooms site and potentially nearby areas to create a flagship new cultural venue with active ground floor uses offering space for galleries, cultural organisations and co-working space.



The Museum of Making, Derby

Creative Quarter

For details, please see 'Business and Creativity' section.

Library, Museum and Art Gallery

An initial masterplanning and feasibility study is underway to consider options for improving the existing buildings and the spaces around them. This could include a significant enlargement of the museum to provide new galleries, learning studios, an enlarged café and retail and other space. It will also consider how the existing buildings can be better integrated into a single complex for the first time.

“ Derby attracts more than 8 million visitors a year, contributing nearly half a billion pounds to the local economy and supporting over 5,000 jobs. The majority of these visitors cite ‘culture’ as the main reason for their visit. “

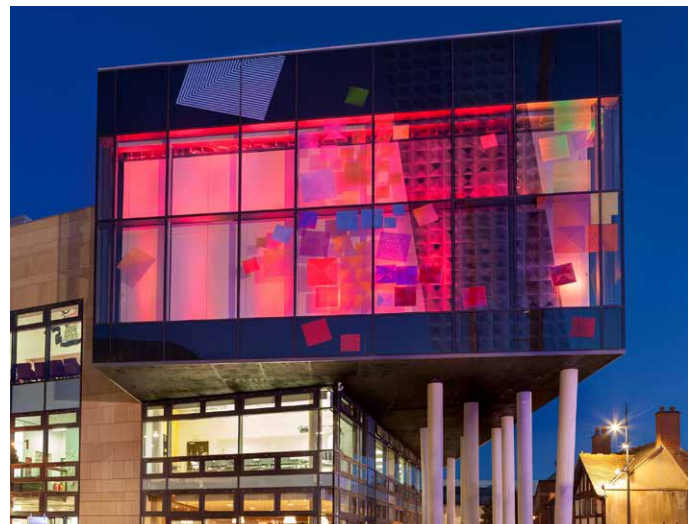
The museum will showcase Derby's contribution to the Midland's Enlightenment, the scientific and intellectual movement which shaped modern Britain and much of the world. There is an opportunity to reorientate the entrance transforming Museum Square into an attractive and usable piece of public realm.

This will create a new signature entrance onto the Wardwick, relating better to the proposed performance venue within the Becketwell area.

Tourism and the Visitor Economy

Tourism and the visitor economy are strongly related to culture and can also play a crucial role in re-inventing the city centre.

Derby has several good quality attractions, but these are relatively small scale and do not tend to attract overnight visitors. To be a competitive visitor destination, which people from further afield choose to visit, there is a need for larger scale attractions of regional significance. There is also a need to develop



*Quad, Derby
marketingderby.co.uk/news-library/2018/6/14/fluid-ideas-partners-with-derby-quad*



*The Fire Station (Live Music and Arts Venue)
Sunderland. Opened December 2021*

Sunderland Culture

Sunderland is a city with a similar population to Derby and has a similar relationship with a larger neighbour. Sunderland made an unsuccessful bid to become UK City of Culture 2021 however, regardless of this, arts partners within the city pressed ahead with a comprehensive programme culture led regeneration. Sunderland Culture is a partnership which includes the local university, the local authority and various trusts and this body has successfully secured funding. This has not only supported the creation of new arts venues but has helped to bring back to life long neglected buildings within the historic city centre.

sunderlandculture.org.uk/

stronger links with the rest of Derbyshire, including the Peak District. We need to undertake further work to better understand these challenges and how we might address them.

Derby's visitor accommodation stock is largely made up of branded hotel chains towards the budget end of the spectrum with fewer higher quality establishments. The national trend is for growth in the unique, independent, boutique sectors which are not well represented in Derby and so there is an opportunity for future growth.

Beyond the City Centre

The city centre should better reflect Derby's diverse communities, making it more representative of the communities it serves as well as a more exciting and interesting place for everyone to enjoy. Improved links with adjacent inner-city areas are particularly important to encourage more people from those communities to come into the city centre. Furthermore, culture beyond the city centre must not be neglected and outreach projects associated with new cultural assets should take first class arts to these communities. Important cultural icons such as Derby County, which help to define the city nationally, must be protected.

Questions

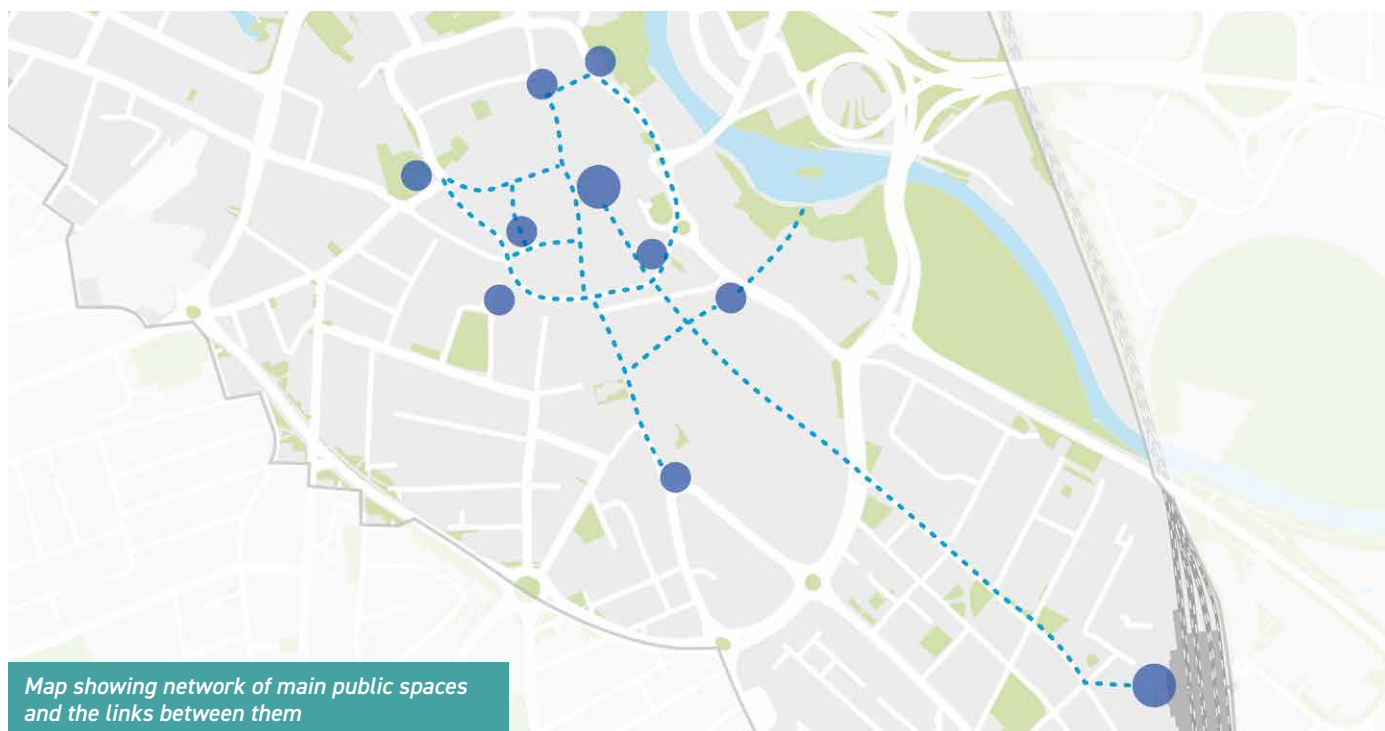
- Do you agree with our aspiration to put culture at the heart of city centre transformation?
- Are we ambitious enough in terms of the cultural activities we want to attract and the buildings we want to use?
- What more do you think we should be doing to develop Derby's tourism economy?

Public Realm

Creating high-quality, well managed and safe public spaces and the links between them will be one of our top priorities in transforming the city centre.

There will be a step change in the look and feel of public spaces, creating a coherent and easily understood network that people will be proud of and want to visit.

To achieve this, we need to develop a comprehensive Public Realm Strategy that defines and enhances the identity of different parts of the city centre and creates places where people want to enjoy the day-to-day activities of everyday life.



Map showing network of main public spaces and the links between them

Transforming Public Realm

The quality of public realm directly affects perception of place. If that perception is poor, then the performance of the place will be directly affected. People avoid unattractive and unsafe streets and as a result, footfall declines, values fall and places begin to fail.

Alone, public realm cannot deliver a socio-economic revolution, but, combined with events, policing, management and targeted property improvements it can improve confidence. Significant investment in good quality public realm in city centres is essential to their future success.

We have seen on visits to other cities, such as Sheffield and Hull, just how much good quality public realm can make a place feel interesting, warm and inviting. In order to achieve this in Derby, our public realm needs to be re-imagined so that it has a clearer purpose, improves safety and encourages vibrancy.

We will build upon the major public realm projects which are underway at present within the city centre in order to establish the quality benchmark for follow-on regeneration projects. Physical enhancements to streets and spaces should be complemented by a programme of cultural activities aimed to surprise and entertain and be a signifier that something positive is happening in the city centre, as a projection of city image and identity. This could include artists using light, sound, digital, performance and visual arts through a mix of temporary and permanent works providing animation and vibrancy.

Safety

We recognise that creating safer and more welcoming streets and spaces is a major priority for stakeholders and is a reason why some people choose not to visit the city centre.

Transforming the city centre through this Vision will help to make it safer. However, we recognise that we need to continue working with partners to develop measures to counter specific anti-social behaviour in certain areas of the city centre.



Active Streets, Copenhagen

Creating a Public Realm Network

The Map above shows a network of the main public spaces in the city centre and identifies opportunities to create new ones and improved links between them. These spaces will create places for relaxation, study and fun and should incorporate high quality public art, water features, as well as improved green spaces, pocket parks and other planting.

We have started to identify a broad vision for the main public spaces and key connecting routes shown on the map on page 37.

Delivery of these projects will need to be taken forward by a separate more detailed programme set out in a new Public Realm Strategy. This should aim to improve legibility and liveability of our streets and public spaces, allowing people to easily navigate and move around them.

The strategy should also include a series of 'route-maps' which identify key spaces and the routes between them, together with features of interest, to help highlight what the centre has to offer and to help tourism.

Cathedral

We support the Cathedral's ambition to enhance its setting through public realm improvements to its front and rear, including improved integration with Cathedral Green. We also support improvements around the Cathedral more generally and their integration with proposals emerging through the Cultural Heart Masterplan.



Market Place, Derby

Market Place

The planned redevelopment of the Assembly Rooms provides a 'once in a generation' opportunity to restore the Market Place as the focus of Derby's civic life and create an area for people to enjoy and feel pride in its built heritage.

Current ideas involve the creation of a new home for Derby Theatre, a restored venue for amateur theatre, a new home for municipal functions and the provision of workspace, homes as well as bars and restaurants.

The Market Place itself should be re-modelled to emphasise its role as the main public area and 'cultural heart' of the city, providing a vibrant and active environment with space for events and festivals and re-orientated so that the Guildhall is the focal point with Quad at the eastern threshold.

Central to this vision is that new buildings should be well integrated with the public realm providing active ground floor space that animates the area for as long as possible during the day and throughout the year.

Osnabruck Square

This is a small but potentially attractive square that has never quite reached its potential or interacted particularly well with other nearby public spaces such as the Market Place and River Gardens. Our aim here will be to create a more relaxed sitting area, providing spill out space for the newly refurbished Market Hall set within attractive planting and water features. The area should also be sufficiently flexible so it can be used for festivals and other cultural events.



Osnabruck Square Proposed Public Realm, Derby

Becketwell

The development proposals for Becketwell envisage the creation of a major new public square on Victoria Street which will be the focal point of the development. This will create a new urban quarter featuring new apartments, office space and performance venue. Buildings around the square will feature a range of cafes and restaurants at ground floor level, which will help to improve vibrancy and drive footfall on surrounding streets.



Becketwell
Courtesy of St James Securities

St James' Yard

St James' Yard provides an opportunity to open up an underutilised area to create a new public space, surrounded by active uses such as bars and restaurants, complementing and supporting the offer to be provided along St James Street. The new space has the potential to create a new pedestrian route between St James Street and Sadler Gate improving connectivity.



St James Street, Derby Visualisation



Osnaburck Square Proposed Public Realm, Derby

Museum Square and St Werburgh's

There is an opportunity to provide comprehensive enhancement to a number of the areas surrounding the existing Museum, Art Gallery and former Library, including Museum Square, the junction of Cheapside and Bold Lane and the area surrounding St Werburgh's church. Enhancements within this area have the potential to enhance the setting of existing historic buildings and improve the overall experience for visitors to the museum and art gallery.

Streets in the Historic Core

There are a number of streets within the historic core which would benefit from public realm improvements, such as Iron Gate, Sadler Gate, Strand, Cornmarket and St James Street. Public realm improvements will need to be undertaken in tandem with other interventions such as traffic measures and will focus on improving the existing townscape by creating more attractive and vibrant street scenes.



Active Streets, Copenhagen

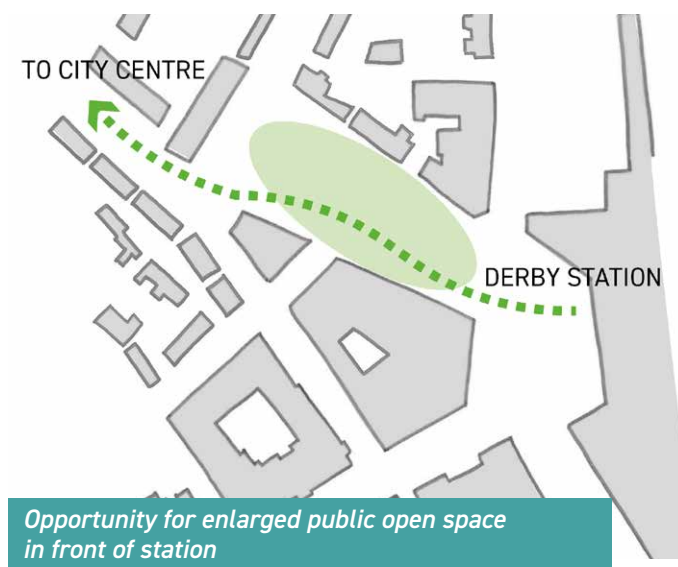
Albert / Victoria Street / Wardwick

This is an important east / west route that links key regeneration priorities such as Becketwell and the Market Hall to the riverside. Improvements are being brought forward through the Transforming Cities Fund (TCF). But, in the longer term we think that these streets should become a major green / blue corridor, with a more attractive street scape with more emphasis on active travel.

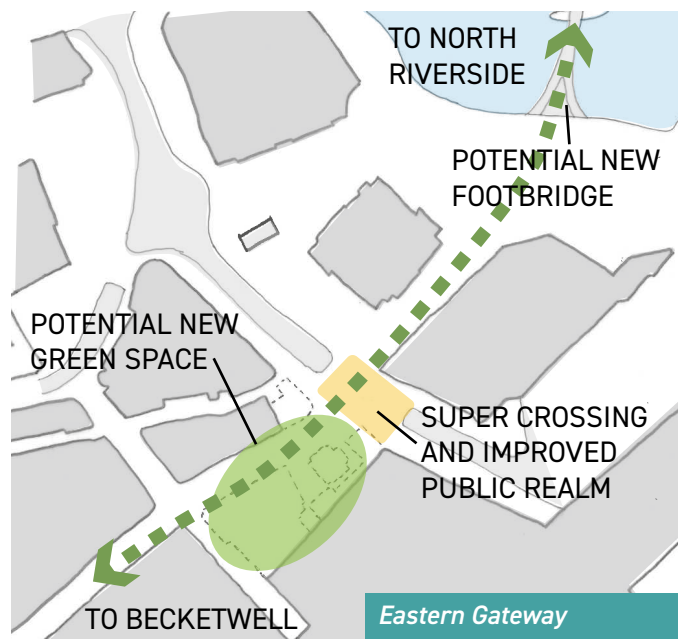
Railway Station

The importance of the station will be enhanced by the arrival of high-speed trains on an electrified Midlands Mainline from East Midlands Parkway by the 2040s.

Improvements to the forecourt in front of the railway station have already been made. We think, there is an opportunity to create a much larger public space in front of the station, that provides a greater sense of arrival and a clearer, more legible route through to Castleward Boulevard. This is likely to require the partial or complete demolition of the terrace of commercial units fronting the station. This could create opportunities for new gateway development to help define the route and which could include residential uses as an extension to Castleward and a new high-quality hotel.



Existing View from Derby Station



Eastern Gateway

This area is located directly opposite the bus station around the junction of Morledge and East Street.

Proposals are being developed as part of the Future Highstreet Fund to reconfigure the area, creating a new public boulevard and urban green space, providing a new access to Derby and transforming the gateway from the bus station to the city centre.

We think that there is an opportunity to look at a more comprehensive scheme in this area in the longer term, which could include the removal of buildings that currently have a negative impact on the townscape of the area. This could create an improved gateway experience for visitors arriving at the bus station and a better link between the bus station, Riverside car park and the Market Place.

St Peters Street, including The Spot

St Peters Street is an important link between the southern part of the city centre and the historic core to the north. However, despite some public realm improvements there is a need to do more to create a step change in the quality of the street scape.

Our short-term priority will be to complete work already undertaken, to link St Peters Cross to the Spot. However, in the longer term we think that a more fundamental approach is needed to achieve the level of transformation we want to see. This should include a stronger definition to mark the St Peters Cross junction with East Street, with bold public art to define this important location and waymark the proposed green route along East Street to the riverside. We could also investigate remodelling of this area to create new public green space in the heart of the city centre.



Hull - City Centre Public Realm

Hull City Centre

The £25M transformation of Hull's city centre was, at the time, one of the UK's largest and most ambitious public realm schemes. The project has helped improve perceptions of Hull and to instil a new pride in Hull's residents.

The tired condition and disjointed nature of Hull's public spaces made it unattractive to visitors and investors alike. However, the city's prospects changed dramatically when they were awarded UK City of Culture 2017 and this was the catalyst for the comprehensive renewal of public realm throughout the city centre. The project improved city centre connectivity, decluttered streets and helped to revitalise declining historic areas.

Proposals are being progressed through TCF that are designed to improve the safety and connectivity of the area around the Spot for pedestrians, improving active travel options, reducing vehicular traffic and providing new locations for public transport options. It is intended that these proposals will build on the measures that have been introduced in the past.

The junction of St Peter's Street and Cornmarket is a key crossing point of the north-south and east-west routes and needs further improvement to create a more pedestrian friendly space and improve integration between the St Peter's Quarter and Cathedral Quarter.

“ As towns increasingly compete with one another to attract investment, the presence of good parks, squares, gardens and other public spaces becomes a vital business and marketing tool “

Extract from the Value of Public Space (CABE, 2003)

Questions

- Do you agree that public realm and streetscape should be one of the Vision's main priorities for intervention?
- Are we identifying the right locations for intervention?
- Do you agree with our ideas for these?
- Are there any other areas we should be looking at?

Green and Blue Infrastructure

A key objective of the Vision should be to improve and create new parks, pocket parks, landscaped areas, green walls and roofs. It should also seek to make more of existing water courses and introduce a network of new water features.

This will not only create a more attractive townscape and complement our ambition to transform public realm, but it will complement our objectives to tackle climate change and help create a healthier environment.

There is an opportunity to make a bold statement at the heart of the city centre, through the creation of a new city park on the riverside, with the potential to incrementally increase its size over time. This will create an amenity for surrounding new neighbourhoods as well as proving an asset for a strengthened visitor economy.

Elsewhere within the city centre unattractive routes and spaces will be greened to create a healthier and more attractive environment for those that live and work in central Derby.

The River Derwent and City Park

The River Derwent corridor stretches from the Peak District in the north to its confluence with the Trent in South Derbyshire running roughly through the middle of Derby itself and skirting the eastern side of the city centre.

It provides an ideal strategic corridor for both water and green open space as well as water-based activities and a recreational route along the riverbanks.

We will seek to enhance and make more of its potential as a major amenity, leisure, landscape and ecological resource with improved walking, cycling and canal routes. This strategic corridor extends southwards into the Trent Valley where it will complement leisure, recreational and environmental improvements in this area being developed by the County Council.

Despite its importance as a natural asset, the River Derwent and its corridor have long been hidden from the city centre. A bold and radical approach is needed to increase the use of this area, make it more visible and, better integrated into the life of the city centre.

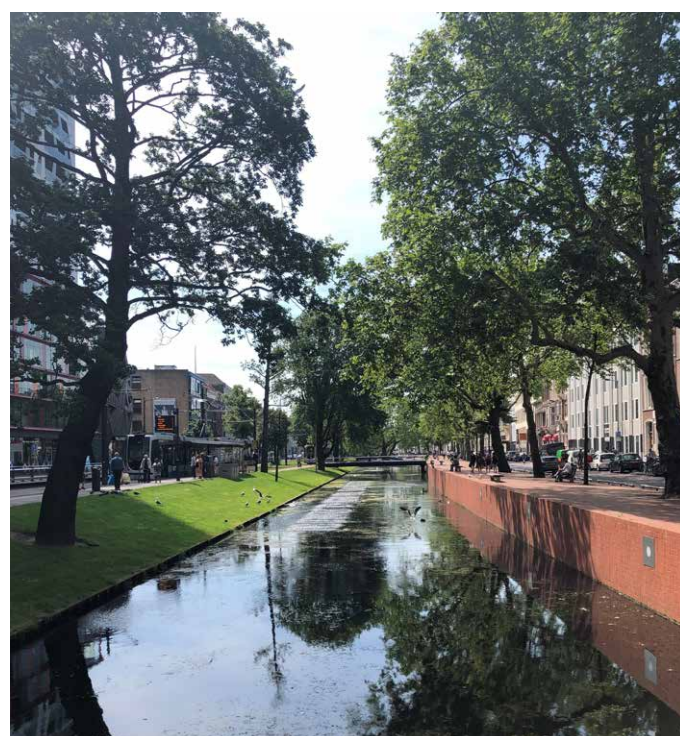
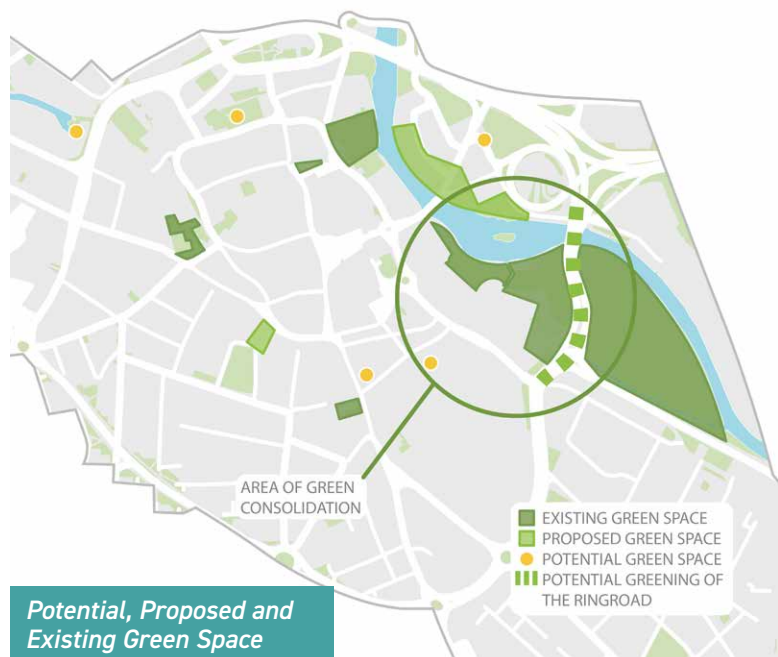
To help achieve this, we think that a new City Park on the riverside could be created by incorporating the open land behind the bus station, to link the existing Riverside Gardens with Bass's Rec. We will seek to tame and green the inner ring road in this location to make it less of a barrier.

This could be the first of a much more ambitious, longer-term project. We want to understand how ambitious we should be in pursuing this objective. For example, over time, is there an opportunity to expand the park to incorporate land currently occupied by buildings on the south side of the river?

The Council will continue to support the work of Derby and Sandiacre Canal Trust in seeking to reinstate the canal and connect it to the river, enabling trips along the River Derwent and into the city centre. This could potentially provide opportunities for links with the proposed rapid transit system.



City Park, Copenhagen



Rotterdam

Our City Our River

There is also scope to create a new area of green space on the northern side of the river within the Derby Riverside area, using land which will need to be left open as part of the OCOR flood defence scheme. This will need to remain relatively open, particularly closer to the river, to allow free flow of water in times of flood, but it could be modelled into an attractive wildlife area, complementing Cathedral Green on the other side of the river and proposed new City Park on the southern bank.

Greening the Inner Ring Road

As detailed in the Accessibility and Connectivity section, our ambition is to see the inner ring road 'tamed' in order to improve the environment and promote active travel choices. As part of this ambition, there is an opportunity to introduce tree planting and other landscaping to change the character of the inner ring road to one more akin to a green linear boulevard.



Green Streets, Stockholm

Greening Other Streets and Routes

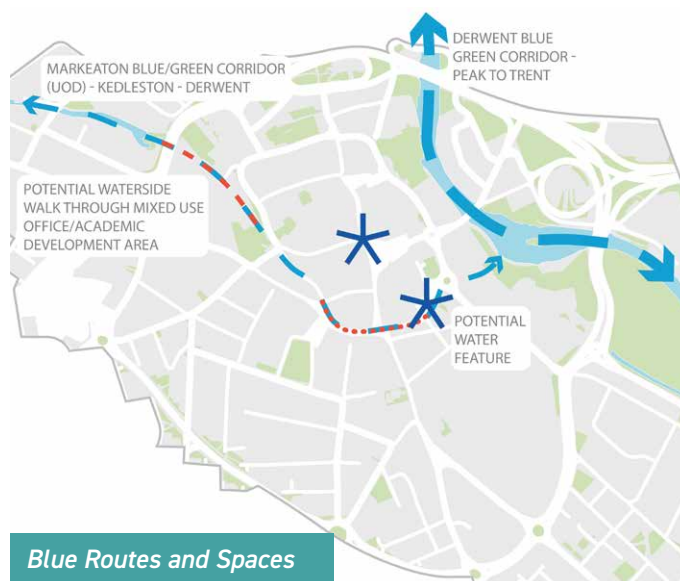
Our new public realm should include significant greening of streets and spaces. This will not only provide a more attractive environment, it would also contribute to climate change objectives and help to define the character of different parts of the city centre.

We think that the new City Park should be linked to the core city centre. Therefore, new green corridors should be created along:

- East Street and the link to the river between River lights and Magistrates Court
- Morledge and Full Street corridor
- Victoria St/Albert St, Wardwick and Osnabruck Square, linking to the river through the Council House car park; and
- The route of Markeaton Brook, linking the University campus at Kedleston Road with the city centre, including proposals for increased academic presence around Agard Street

Water Features

We think that the Vision should include a network of linear water features along key green routes, to be defined in more detail through the proposed public realm strategy. These would enhance the public realm, improve legibility and provide opportunities for social interaction. As part of this, we will investigate the potential to reopen the Markeaton Brook culvert and assess whether this is the most effective and beneficial way of providing a water feature of this kind.



Biodiversity Net Gain

The Vision should identify locations in the city centre where biodiversity can be enhanced through the new requirements of the Environment Act 2021. A key priority for this should be the river corridor, including the proposed City Park. Where biodiversity enhancements cannot be met on-site, we will investigate opportunities through the Local Plan to compensate them in these locations.



Riverside Park, Stockton

Stockton-on-Tees

In August 2021 Stockton-on-Tees Borough Council granted outline planning permission this week for the creation of a new urban park in the heart of Stockton town centre. The scheme proposes the demolition of the existing Castlegate Shopping Centre and the creation of a new urban park in its place, linking the High Street with the River Tees - as well as a campus of new mixed-use buildings.

The new park is designed as a flexible space which will be able to accommodate a wide range of activities which can add to the vibrancy of Stockton.



Hull City Centre, Water Features



Barnsley Town Centre, Water Features

Questions

- Do you agree with the general location of our proposed new City Centre Park? How and where could we enlarge this over the longer term?
- Do you agree with our ideas for new green corridors? Are there any others?
- What role could the re-opening of the Markeaton Brook culvert play in the creation of a new network of water features in the city centre?
- Where should our priority locations for biodiversity net gain replacement be?

City Living

The city centre will be transformed into an attractive, safe and healthy place to live, offering a range of different housing types, of the highest design quality and sustainability standards with access to high quality open spaces.

The Council will support the private sector in bringing forward new homes and creating communities to attract a diverse range of residents who will activate streets and spaces, create a vibrant and sustainable housing market as well as support and create businesses.

The development of new residential communities will continue to be supported in Castleward, the Nightingale Quarter and Becketwell, whilst a new community will be created on Derby Riverside.

Redevelopment of surplus retail space in locations such as the Eagle Market will provide further opportunities to provide new city centre living options.

More City Centre Living

Making the city centre an attractive place to live as well as to work, shop and spend leisure time in will be a crucial part of our vision for its transformation, not just because this will generate more activity and vibrancy, but also to help meet Derby's unprecedented level of housing needs.

Derby has not traditionally had a large city centre residential market, but this has been changing over recent years. There is a growing University presence on the north-western side of the city centre which is something the Council wants to encourage further. The first phase of the Becketwell scheme is now under construction. This will deliver over 250 new homes in the heart of the city centre, putting city centre living in Derby on the map.

There have been several conversions from offices into flats, for instance the Heritage Gate complex off Friar Gate and a steady re-conversion of properties on the western side back to their original residential use. Just outside of the core city centre, a new community is emerging at Castleward and the Nightingale Quarter, which combined will provide in the region of 2,000 new homes.



Mullbury Park, Bath
hdawards.org/scheme/8554_scheme-2/?_sft_scheme_year=2020

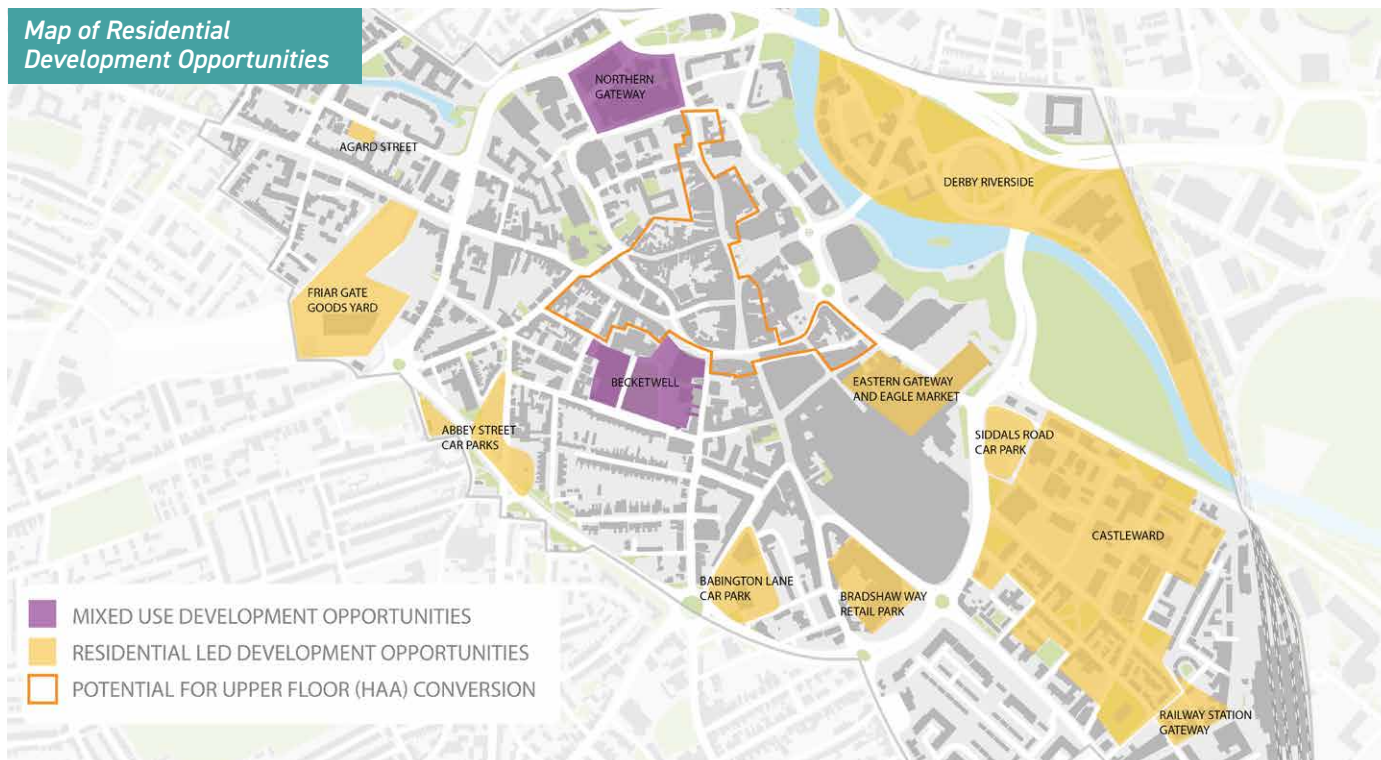
Derby Riverside

There is an opportunity for a new urban village in the Derby Riverside area which could provide in the region of 1,000 new homes. To ensure that this can provide a high-quality residential environment, it is vital that it is well integrated with the OCOR flood defences and our proposals for taming the inner ring road.

This development should create a cohesive new neighbourhood where development is at a human scale to foster a strong local community that relates well to existing areas. It also needs to create a distinctive character that combines new homes with cafes, bars and restaurants that provide activity and animation along the riverside.



Map of Residential Development Opportunities



Other Locations

We would also like to see residential led development at a number of other locations, identified on the map above.

The main areas are:

- Sites within the Cultural Heart
- Eastern Gateway, including Eagle Market
- Bradshaw Way Retail Park
- Agard Street
- Former Friar Gate Goods Yard
- Railway Station Gateway
- Other gateway locations such as surface level parking areas around Abbey Street and the top of Babington Lane.



Port Loop Brick House, Birmingham
hdawards.org/scheme/7012_scheme/?sf_data=all&_sft_scheme_year=2020&sf_paged=3

Use of Upper Floors

We want to encourage more floorspace above ground floor level to be converted into residential uses, where these will produce good quality homes. This will help to increase the vibrancy of city centre streets and make better use of existing buildings, including heritage assets.

Previous attempts at this have had mixed results, partly because of cost and partly because of location. Through development of the Vision, we will identify priority areas with the greatest chance of success and focus our initial efforts on these to help create a market for such properties.



Arden Quarter, Stratford-upon-Avon
hdawards.org/scheme/8505_scheme-2/?_sft_scheme_year=2020

Diverse Tenures

Our aim is to provide for a wide range of tenures, recognising that different people at different stages of their life will be looking for different things. There is a need to ensure that no single tenure dominates and that the residential areas created remain well maintained and managed.

Quality

Quality is important if city living is going to support a re-invention of the city centre into a destination of choice. Poor quality homes should not be seen as a mark of success or progress. To support this objective, the Council will produce a residential design guide and development briefs for major sites which will provide guidance on design, space and sustainability standards. Greater use of design review and adherence to national space standards will also be encouraged. We will resist development proposals that do not meet design quality, sustainability and space expectations.

We want to offer young professionals starting out on their careers decent and affordable housing in the city centre. This objective is linked to our desire to see more innovative and creative businesses which tend to attract younger, more flexible workers who want an overall city centre experience.

We also want to encourage older people and people with families to live in and around the city centre and will bring forward developments to meet their needs, this could include bespoke developments for retirement living as well as the continued re-conversion of former residential properties on the periphery of the core retail area, especially on its western and northern edges.



Cambridge Street, Wolverhampton

hdawards.org/scheme/14994_scheme/?sf_data=all&_sft_scheme_year=2021&sf_paged=3



Oakfield, Swindon

hdawards.org/scheme/14619_scheme/?sf_data=all&_sft_scheme_year=2021&sf_paged=3

Amenity

Whilst city centre living can be exciting and fun, it can also be noisy. This can be stressful for some residents, but it can also lead to pressure to remove or limit noisy activities which can be the life-blood of the evening economy. So we will be looking at ways to make new residential areas compatible with other uses, seeking to identify sites and bring new homes into quieter areas, avoiding some of the busier parts of the city centre and considering introducing 'Quiet Zones', especially where we are seeking to meet the needs of older people and families.

Questions

- Do you agree that more people living in and around the city centre is essential to improving its overall vibrancy?
- Do you agree with our proposed new residential areas, such as the Riverside? Are there any other major areas we should look at?
- Should the Northern Gateway area (around Queens Leisure Centre and Chapel Street multi storey car park) be identified for new residential development? If so, should this also include other uses?
- What sort of city centre living should we prioritise?
- What should be our approach to affordable housing in the city centre?
- Should we seek to create 'Quiet Zones' to encourage certain types of residents?
- Are there parts of the city centre where residential uses are not appropriate, perhaps because new residents might conflict with established businesses and night-time economy, and where we should not encourage city living?

Accessibility and Connectivity

We need to completely rethink the way in which we get into and around the city centre.

We want to create a greener and calmer city centre that people want to spend time in. However, motor vehicles and especially private cars detract from its environment making it less attractive for residents and visitors.

The Vision will need to address these issues by reducing the number of vehicles in and around the city centre and by making its roads cleaner and greener.

We also recognise that there will continue to be some level of reliance on travel by car. We will seek to reduce this over time by removing the barriers preventing people from moving to more sustainable / active travel options.

We also want to increase footfall in the historic core by improving connectivity with other parts of the city centre. We will also investigate proposals to introduce more multi-modal hubs around the city centre, providing a range of transport options.



Image from the Birmingham Transport Plan

Birmingham

The Birmingham Transport Plan (BCC, Oct 2021) seeks to address climate change, health and wellbeing socio-economic issues (such as access to jobs) through the transformation of the city centre highways and transportation networks. Public transport and active modes of travel will be prioritised and private car use will be discouraged. A Clean Air Zone already covers the city centre. Major redevelopment projects at Paradise Circus, Snow Hill and Eastside are reducing the severance caused by Queensway (the Inner Ring Road) and safe and healthy walking and cycling routes are being introduced.

Promoting Sustainable Transport

We know that we need to do more to increase the proportion of journeys being made into the city centre by sustainable transport. The reason for this is that the high levels of vehicles accessing the area and the limitations of the network creates congestion, leading to further negative effects such as air pollution and increased journey times, particularly for vital services. There are also negative impacts around the barriers that roads and vehicles can make such as around the inner ring road creating a serious and unattractive barrier between the city centre and adjacent residential areas. We need to use the network much more effectively. Buses and other forms of mass transit are a much more efficient way of getting large numbers of people into and out of the centre in fewer vehicles, hence helping to increase its attractiveness as a destination.

There is also the impact of parked vehicles on the street scene and the ability to use the road space in a much more useful way to increase the attractiveness of the public realm and the 'welcoming feel' that will be so important to encouraging people back into the city centre. Whilst large parts of the city centre have been pedestrianised restricting access to certain vehicles, there are many exceptions to this which reduces the overall effectiveness of these areas. We believe that the time has come to think more boldly and comprehensively about how we might tackle this issue.

We will need to ensure there continues to be the level of access for the delivery of goods and services necessary for a functioning city centre. We will also give careful consideration of the access requirements for others, such as residents and those with limited mobility.

We also recognise that there will continue to be some level of reliance on travel by car (though with an increasing proportion of low emission vehicles) particularly from those locations not accessible by active / sustainable modes e.g., visitors from the surrounding more rural areas. We need to undertake further work to better understand the issues covered in this section to help draw up the overall vision for transport and accessibility in the city centre.

Public Transport and Active Travel

There is a need to develop much more attractive and environmentally friendly public transport, serving the city as a whole.

We also need to make walking, cycling and other forms of active travel both to and from the city centre and within it, a more attractive option. These will help to reduce the dominance of the car and provide health benefits.

We are beginning to look at this through the Transforming Cities Fund programme, but it will need to remain a priority in the longer term.

Car Parking

The larger surface level and multi storey car parks are the main destinations for people arriving in the city centre. Many of these are in the direct control of the Council.

A number of multi storey car parks are reaching the end of their design life and are likely to require significant investment or redevelopment. The long-term future of some surface level car parks is also uncertain as they are not well located to meet future needs. We need to undertake further work to understand the most sustainable locations for future car parking and how to integrate with these with other modes of transport.



Gary Hershorn/Getty Images

Multi-Modal Hubs

A multi-modal hub integrates different travel modes such as active travel and mass transit providing visitors with different travel options in a single location. For instance, a traveller could arrive by bus and pick up an E-bike to finish their journey.

There is a case to consider such hubs around the city centre, rather than focusing all activity in one location. For instance, there may be a case for buses and other mass transit systems to operate from a number of hubs around the city centre, rather than being concentrated into a single bus station. This could help to increase footfall in more northern parts of the centre.

As part of the development of this Vision, we will need to undertake further work to understand the benefits and potential disbenefits of such an approach. Whilst this could help to improve footfall around the city centre, it could result in more fragmented services.



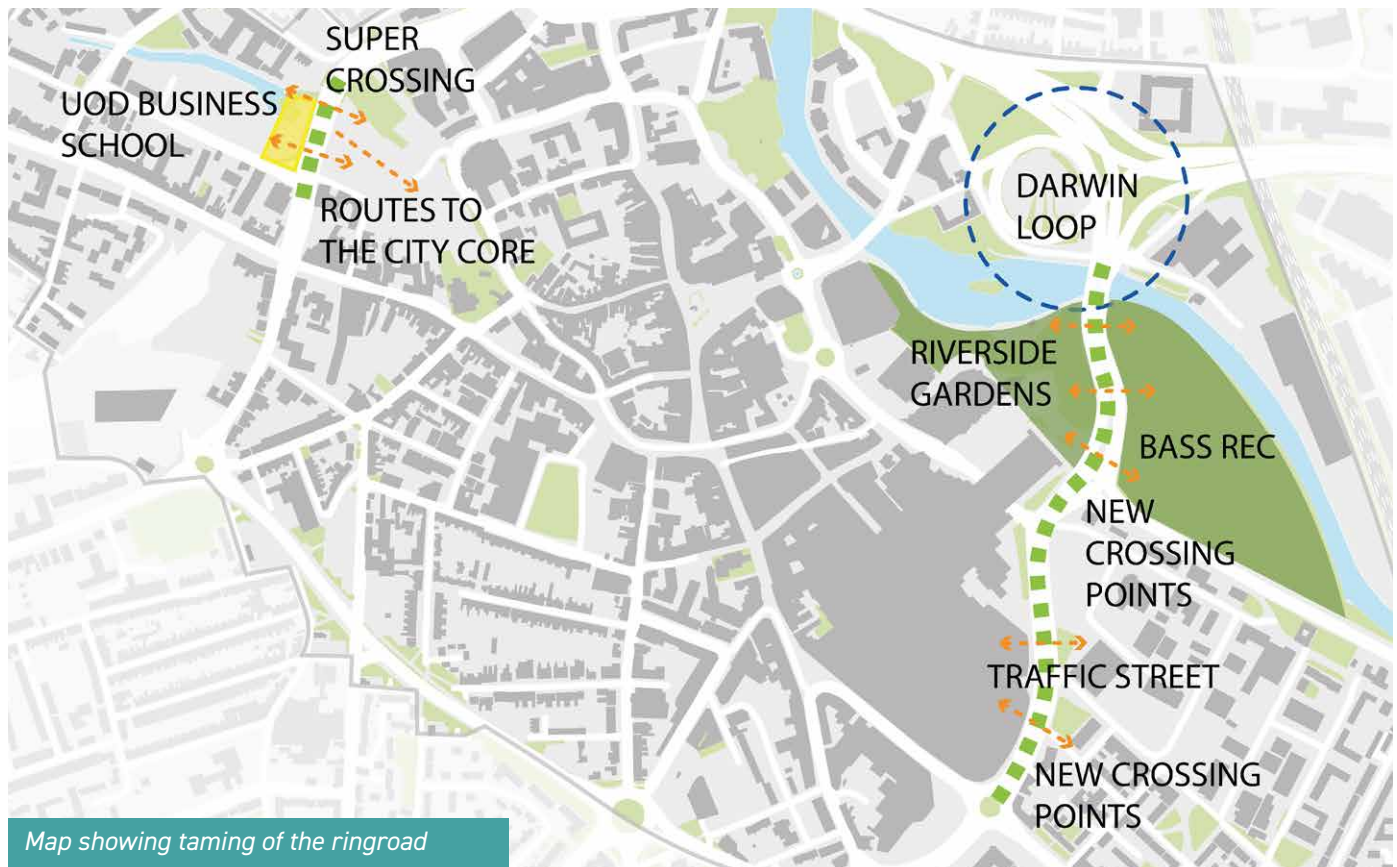
Transport Interchange, Tilburg, Netherlands

Taming the Ringroad

Like many other cities, the inner ring road has become a significant barrier between the centre and its surrounding areas, limiting a proper flow of movement between the two and inhibiting active travel options.

Some of our road infrastructure is reaching the end of its design life, creating opportunities to rethink the character of the ring road and the dominance of the car.

There is an opportunity to transform the inner ring road in the longer term, reducing carriageway width and vehicle speeds. The route of the inner ring road could be greened to create a safe and attractive environment for pedestrians and cyclists, whilst maintaining the overall function of the route. To be effective, there may need to be a reduction in the overall number of vehicles



using the inner ring road. This is likely to impact on the way we use and move around the city centre and so requires further consideration as part of a wider transport strategy to fully understand the options. On the other hand, it could contribute significantly to other objectives to tackle climate change, air quality, health and overall environment.

Priority locations for taming the inner ring road are shown on the map above. Priorities could include:

- The western section along Ford Street to improve connectivity between the proposed University Business School and the city centre core. This could include the provision of new crossing points, greening and tree planting to create more of a European style boulevard.
- Remodelling of the Darwin Loop to provide a simpler junction, releasing more land for redevelopment, improving air quality and providing greater opportunity for placemaking and neighbourhood formation.
- Reconfiguring the area around Holmes Bridge to green and soften the impact of the road surface and traffic to improve the cohesiveness of a new City Park between Bass' Rec and the Riverside Gardens.
- Remodelling Traffic Street to improve connectivity between the city centre and the Castleward Urban Village. This could include narrowing of the carriage way, new crossing points, tree planting and greening.



Existing Traffic Street, Derby



Traffic Street, Derby

Improved Connectivity within the Ring Road

Derby's city centre is compact and easy to walk around. Very few parts of it are more than a 15-minute walk from other parts. This said, people are not necessarily choosing to walk around it and as the bus station and many car parks are located at its southern end. People are not being encouraged to explore the historic northern side which is suffering from considerably lower levels of footfall.

Investment in new public realm will help to improve pedestrian flows. However, we could complement this with a new rapid transit system that connects different parts of the city centre. We are making a start on this by using the Government's 'Transforming Cities Fund' to develop the initial phases of a rapid transit system.

In the longer term we want to develop this into something that becomes part of the overall experience and excitement of visiting the city centre and which showcases Derby as a centre for engineering and innovation. This could include using smaller vehicles suitable for moving around pedestrianised areas and some of the narrower historic streets.

Development of the Derby Riverside area provides an opportunity to improve pedestrian connectivity across the River Derwent. A new footbridge could be provided to link the new residential community to the proposed City Park on the south side of the river. This would provide residents with access to green open space and help to add vibrancy to the area.



Driverless Vehicles in Tokyo

Air Quality

Air pollution is associated with a number of adverse health impacts. It is recognised as a contributing factor in the onset of heart disease and cancer. Additionally, air pollution particularly affects the most vulnerable in society: children and older people and those with heart and lung conditions.

In developing a vision for accessibility, connectivity and movement in the city centre we will need to have regard to the need to improve air quality, particularly associated with the inner ring road which is part of a defined Air Quality Management Area (AQMA) alongside the outer ring road.

Improving Connectivity between City Centre and Adjoining areas

Not only do we need to ensure future transport patterns into and out of the city centre are more sustainable, we need to improve connectivity between the centre itself and adjoining residential and other areas including Pride Park. In particular, we need to ensure that there are safe and attractive active travel opportunities to and from these areas.

This is important both to encourage more people from these areas to visit the city centre, using more sustainable forms of transport, but also to make the centre more accessible and relevant to the diverse communities that live around it.

We will need to develop more detailed strategies to help implement these ideas. These could define specific routes and associated public realm improvements.

Ideas for intervention are shown on the map on page 53 and could take advantage of:

- Opportunities provided by taming the inner ring road, improving connectivity to areas such as, Chester Green, Rosehill & Normanton Road, Strutts Park and the West End, including the University District.
- Opportunities created by the new rapid transit system serving the city centre. There is an opportunity to improve connectivity to areas such as Pride Park and the railway station.
- The potential of the river to act as a sustainable transport corridor



*Pedestrian Bridge over the River Derwent, Cathedral Green, Derby
Ramboll Architects, Lightworks Photography*

Questions

- Do you agree with our ambition to reduce the number of motor vehicles in the city centre?
- What should our priorities be for creating more sustainable transport solutions?
- Do you agree with our priorities for 'Taming the Ring Road'?
- How can we reconcile this ambition with the need to support local businesses who may rely on people being able to park close to their businesses?
- What should be our approach to the provision of parking spaces in the longer term?
- Do you agree with our idea for a small-scale rapid transport system around the city centre?
- Do you agree with our proposal for a new corridor on the western side of the city centre connecting the University to the Market Place? Are we being ambitious enough?
- What other barriers are there to address to help the switch to more sustainable /active travel options?

Heritage

The character of Derby is in large part defined by its remarkable and internationally recognised heritage.

We value the historic environment not just for its own sake but also for its role in boosting civic pride and encouraging people to visit Derby.

We also recognise its potential as a significant economic asset that can support the economic health of the city centre and play an important role in attracting new investment.

However, some historic parts of the city centre have suffered from reduced footfall and the loss of key businesses.

The Vision will need to address this through a series of proactive measures that will support local businesses and improve the physical environment of the historic core.

The Importance of Heritage

Derby is a city of considerable historic interest and architectural merit with a range of streets and buildings spanning many centuries. The historic environment is a key element of the city's character and identity, providing an attractive environment and contributing to our knowledge and understanding of the past.

The city centre is home to a wealth of heritage assets including the southern extent of the Derwent Valley Mills World Heritage Site, four Conservation Areas, either wholly or partially within the city centre, and many listed buildings, including the Grade I listed Cathedral and County Hall on St Mary's Gate.

Despite this, the historic core of the city centre faces several challenges, resulting from a loss of footfall and key businesses. There is a need to bring more life and vibrancy back to this area and enhancing the historic environment will be an important part of this.

Specific heritage led regeneration schemes could help to transform parts of the city centre by strengthening the self-image of areas to recreate viable and attractive places. This will in turn encourage sustained inward investments and lever in capital to sustain and create jobs.

To support this transformation and the ideas set out in this document, we need a strategy to set out a long-term vision for how heritage can be maintained, conserved and used as a catalyst for the regeneration of the city centre. The vision will need to be a shared one, supported by all stakeholders.

We have identified two key priority areas that require focussed attention, the Historic Core and the Derwent Valley Mills World Heritage Site.



Albert Street, Derby



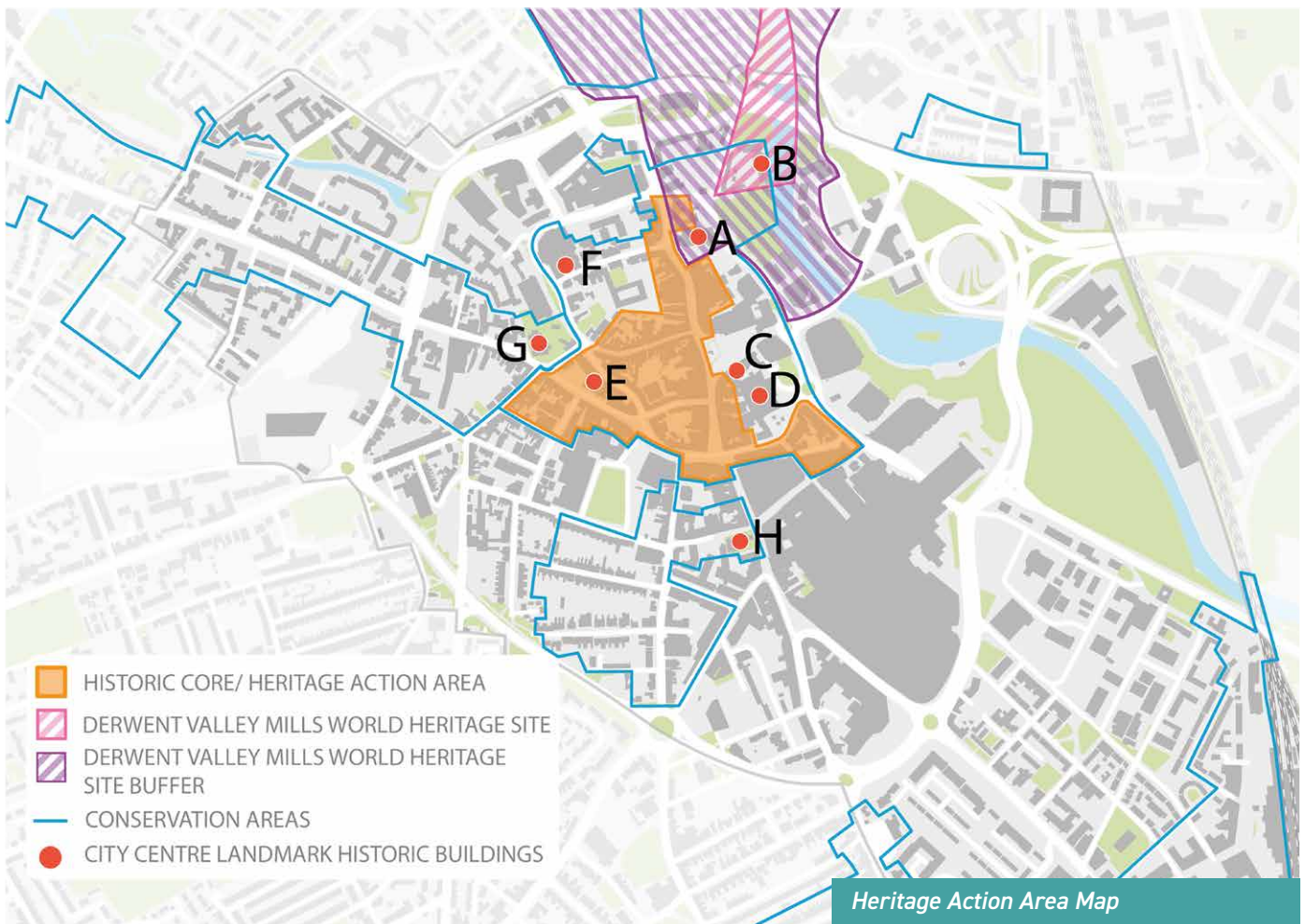
Sadlergate, Derby

The Historic Core

Derby's historic core is located in the northern part of the city centre, focussed on a medieval street pattern around a north - south spine route linking the Cathedral, Queen Street, Iron Gate, Market Place and Corn Market. From these, there are a number of medieval side streets with buildings from the 17th, 18th and early 19th centuries on St Mary's Gate, Sadler Gate and Wardwick. This is complemented by notable 19th century development on Albert Street, Victoria Street, The Strand, St James' Street, Green Lane and the eastern side of Iron Gate. These streets are well defined with relatively coherent frontages, some of which have been restored through a joint project with Historic England – under their Partnerships Schemes in Conservation Areas (PSiCAS) project. This focused on shopfront reinstatement and building repair. Other improvements to buildings in the historic core were secured through the Townscape Heritage Initiative which focused on Green Lane and St Peter's Churchyard.

The area is generally low rise. The Cathedral is the principal landmark with prominent views along Queen's Street, Iron Gate, and St Mary's Gate. Other notable landmarks include the Guildhall, the Market Hall, Corn Exchange, the Silk Mill and the modern Quad building on the Market Place.

Despite the successes of the PSiCA project, further interventions are needed to address current challenges.



A Derby Cathedral



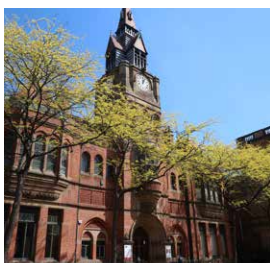
B Museum of Making



C Guildhall Theatre



D Derby Market Hall



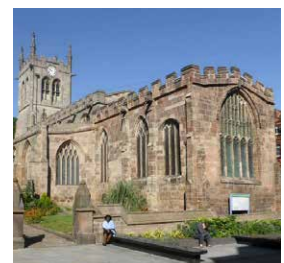
E Museum and Art Gallery



F Magistrates Court



G St Werbergh's Church



H St Peter's Church

Alongside a bold and transformational programme of public realm improvements in this area, we think that there is a need to:

- Consider designating the historic core as a local Heritage Action Area (as shown on the map on page 58) and to work with Historic England to formalise this. This would help secure funding and assist with adaption and re-use of buildings
- Protect the important views, including those shown on the map on page 60, from harmful development. In considering sensitive views, we will have regard to the Tall Buildings Study and associated Skyline Study



The Strand, Derby

- Ensure that neglected and vulnerable heritage assets, including those on the 'at risk' register are returned to long term sustainable use
- Produce design guidance to supplement conservation area appraisals and management plans. This could provide guidance on appropriate re-use and conversion of historic buildings as well as new infill development, shopfronts and signage. We will also consider designating an Area of Special Control of Adverts
- Pursue opportunities for further shop front replacement projects, within the area and with the potential to expand these beyond conservation areas
- Consider using Listed Building Heritage Partnership Agreements, Certificates of Lawfulness (of proposed works to listed buildings) and Local Listed Building Consent Orders (LLBCOs) in the historic core to simplify the planning process
- Resist development which will result in harm to the special character of the historic core. For example, tall buildings (as defined by the Tall Buildings Study) will generally be resisted in this area



Wardwick and The Strand

Derwent Valley Mills World Heritage Site

This stretches 24km northwards along the River Derwent from the northern end of the city centre, including the Silk Mill on the site of the world's first industrial factory and now home to the Museum of Making.

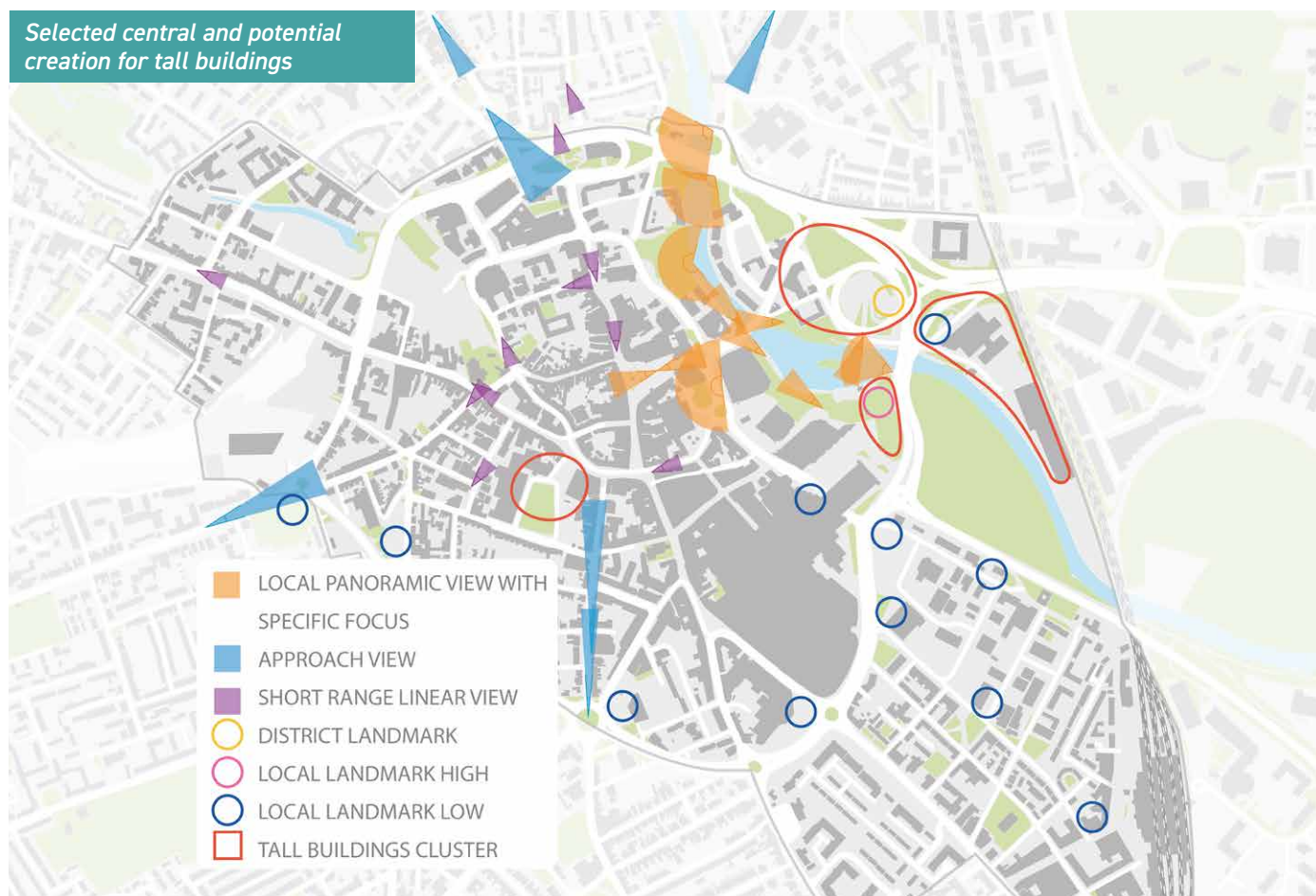
We recognise the outstanding universal value of its character, distinctiveness and historical importance and the need to protect these. The current Derwent Valley Mills World Heritage Site Management Plan (for the period 2020-2025) sets out objectives and a programme of actions to ensure a coordinated approach to its management.

We also recognise that there have sometimes been competing pressures, resulting from a lack of clarity over design principles in and around the World Heritage Site. The Vision should seek to add clarity, but other more detailed plans and guidance will be needed to expand upon these principles.



View of the Cathedral, St Mary's Gate, Derby

Selected central and potential creation for tall buildings



Balancing Priorities

The Council has a statutory duty to protect and enhance its historic environment and does so both through the planning system and specific interventions such as investment in improving shop fronts and other historic infrastructure.

This statutory duty sometimes conflicts with aspirations for attracting new development in and around parts of the city centre, particularly where development would be visually prominent.

Rather than seeing these two positions as mutually incompatible, the Vision should encourage a greater appreciation of the historic environment as an economic asset, crucial to the local economy.

The Vision should also identify locations for significant new development, which could include tall buildings, as well as locations where such development will not be appropriate.

To help increase understanding between development and conservation, we propose to bring partners together, to develop an 'Urban Room' in the historic core. This will provide a space where people can learn about, debate, collaborate and get involved in all issues associated with the regeneration of the city centre, including heritage issues. We believe that this will be a catalyst to bringing life back into the historic core, as the concept has proven successful elsewhere.



Corn Market, Derby



St George's Cultural Quarter, Leicester
facebook.com/ortonsbrasserie/photos

St George's Culture Quarter, Leicester

The St Georges Cultural Quarter located to the east of Leicester city centre and within the inner ring road is a historic part of the city centre which was once dominated by the hosiery industry. A large part of the Cultural Quarter falls within the St Georges Conservation Area. The departure of traditional manufacturing was followed a long period of gradual transformation.

Targeted investments in the LCB Depot (Creative Industries Workspace) the Curve (Theatre), the Phoenix (Digital Industries, Cinema and Residential), Makers Yard and Leicester Print Studio helped to establish the infrastructure of the Cultural Quarter and to give confidence of small businesses to start to colonise the area. New uses, including residential and food/beverage as well as creative and cultural industries have helped to bring life back to a once vulnerable historic part of the city centre.

www.leicester.gov.uk/media/183943/st-georges-cultural-quarter-action-plan.pdf

Questions

- Do you agree with our ambition to give greater recognition to the economic contribution that our heritage assets make?
- How do you think we can protect our unique heritage assets but have buildings that are fit for the homes and businesses we want in the future?
- Do you agree with our proposal to designate a Heritage Action Area and its boundaries shown on the map on page 58?
- Do you agree with protecting important views from harmful development
- Do you agree with our view that tall buildings should be resisted in the historic core
- Do you agree with the locations we have identified as being potentially appropriate for tall buildings?

Design Quality

The quality of design of new buildings is a key factor in the image and perception of a place. Poor quality will result in a poor image and lead to further decline in its look and feel.

There are examples of high-quality new buildings in the city centre that we can be proud of. However, others do not live up to this standard and we need to ensure that all development is of high quality to raise the bar and improve its overall image.

We will therefore always expect high standards of architectural and spatial design in the city centre, creating a step change in the quality of development being delivered.

A high-quality built environment will stimulate confidence, bringing investment and attracting people to live, work and play in the city centre.

The Importance of Good Design

Good urban design brings value, helps to support growth and is central to the delivery of sustainable development. It can also have benefits in terms of the health of residents and is fundamental to community safety.

Through good design, practical and meaningful places can be created and sustained. Good design in the built environment involves the creation of places that work well for all users and are built to last.



Antwerp Public Realm

What is Good Design?

Different people have different views on what makes good design. Nevertheless, there is often a consensus on certain principles. We will work with design partners to provide greater clarity on what we mean by good design.

Thematic, area focused and site-specific design guidance will be produced to remove ambiguity from the design process. Developers, design teams and officers will all be able to understand exactly what will and will not be acceptable.

The Council will also lead by example in ensuring that proposals and projects it undertakes, including public realm schemes, are developed to high design and sustainability standards.



Roundhouse, Derby
maber.co.uk/projects/the-roundhouse-2/



Humber Street, Hull

Being Prepared to Say No

The creation of poor-quality developments that do not make a positive contribution to all aspects of sustainability, should not be considered a sign of success or progress. If the city centre is to be transformed into an exciting and attractive destination of choice, the quality of new development and public realm needs to be high.

We acknowledge that this will not be easy, not least because of changing economic conditions, low land values and the desire to drive change quickly. We do however, feel that this is important if we want to transform the city centre.



Sadler Bridge Studios, Derby
Bauman Lyons Architects

Competitions

The use of design led competitions for civic and cultural projects will be encouraged in order to attract the very best UK and global architects and designers and to raise its cultural profile.



Castleward, Derby

Design Champion

There needs to be a design champion to promote good design and kick start a conversation about the importance of good design in the city centre and the wider administrative area. This could be a senior officer of the Council, an elected member or alternatively an external person or body, ensuring that the importance of good design is at the forefront of discussions about regeneration and renewal.

Collaboration and Review

We will continue to actively encourage developers to work collaboratively by engaging in pre-application discussions at an early stage in the design process.

We will also encourage developers to refer major development proposals to an independent design review panel, helping to further improve design quality in the city.



Derby Market Hall, Artists Impression



Urban Room

The Urban Room concept, introduced in the heritage section, will provide a useful resource and forum where all those with an interest in the built environment can learn about best practice from experts in an open, positive and democratic environment.



Derby Market Hall, Artists Impression

Birmingham - Urban Centres Framework
birmingham.gov.uk/urbancentresframework

Birmingham

Birmingham City Council has committed significant resources for over a decade to ensuring that the quality of its built environment is as good, if not better, than that of comparable metropolitan centres in the UK and Europe. A strong and authoritative urban design team has been established which has produced city wide spatial and design strategies as well as providing thematic, area and site-specific guidance. Birmingham recognises the relationship between well-designed places and the economic, environmental, social and health benefits which they can deliver. Some of the largest regeneration projects in the UK, such as Smithfield, Paradise Circus and the Curzon Street have been shaped by the active involvement of urban design officers and excellent quality guidance documents.

Questions

- What is good design?
- Do you agree that design quality needs to be raised in order to transform the city centre?
- How prescriptive should we be about the standard we want?

Learning

A well-educated workforce and close cooperation between academic institutions and business are essential to developing the high-tech and creative industries sector that will form an important part of a revitalised city centre. Educational institutions can also breathe new life into areas by bringing activities and students into them to live, study and spend leisure time.

The University of Derby continues to grow its student population and has laid out its ambitions to increase its city centre presence.

Firmly establishing Derby as a 'University City' means identifying development opportunities, enabling innovation and collaboration, improving connectivity and making sure the city centre is a vibrant, welcoming and safe place for staff and students alike.

Education and the City Centre

A well-educated workforce is essential to modern economies and our city centre is no exception. Educating and retaining a talented, skilful workforce will help achieve this and establish the city centre's reputation as a place of knowledge and learning.

Building on existing links between educational establishments and local businesses will stimulate creativity, innovation and excellence and will itself reinforce the city centre's educational role.

There are a number of learning institutions in and around the city centre. Derby College's Joseph Wright Centre is located just to the south of the inner ring road, whilst the University has a strong and growing presence to the west.

The College also has a presence in the refurbished Roundhouse buildings just outside the city centre and Landau Forte college lies just outside it on its north-eastern side.



Castleward Primary School, Derby

A University City

Firmly establishing Derby as a University City, known for its academic quality, industry, innovation and enterprise, is integral to the wider city plans and ambitions. The University is continuing to grow, particularly attracting more students from across the country and overseas. They bring with them increased energy and vibrancy to the city which we must embrace by creating an attractive, welcoming, exciting and safe environment in which they can live and learn.



Vision for The University of Derby, Matthew Montague Architects

Academic Presence

To help achieve this objective we support the University's ambitions to grow its presence in the city. It has recently announced its new City Masterplan which will see Academic and Enterprise zones developed in the area around One Friar Gate Square, Ford Street, Bridge Street, Agard Street and Nuns Street. At the heart of this will be a new Business School, due to open in 2024. The plans also include additional learning space, student accommodation and facilities, catering outlets, staff offices and commercial space for new and established businesses.

This will all be set within a green, campus environment, with improved links to the Kedleston Road site. These plans also include proposals to tame the ring road through the creation of new crossing points, allowing easier pedestrian movement between the new area and the core city centre. We are suggesting a new green corridor that would link these crossing points to the heart of the city centre and the riverside, potentially creating further opportunities for University-related uses, through the redevelopment of some existing buildings in this area. We are seeking views as to how ambitious we should be in looking at this area.



*Derby College, Joseph Wright Centre
derby-college.ac.uk/joseph-wright-centre/*

The Cultural Heart

As the owner of Derby Theatre, the University plays a crucial role in our plans to create a new cultural heart focussed on the Market Place. We are working with the University to explore options to relocate the Theatre into a new purpose-built building on the site of the former Assembly Rooms. This offers an exciting opportunity to combine learning with real theatre experience in a single location that will provide activity throughout the day and evening.



Derby University students at their Graduation Ceremony

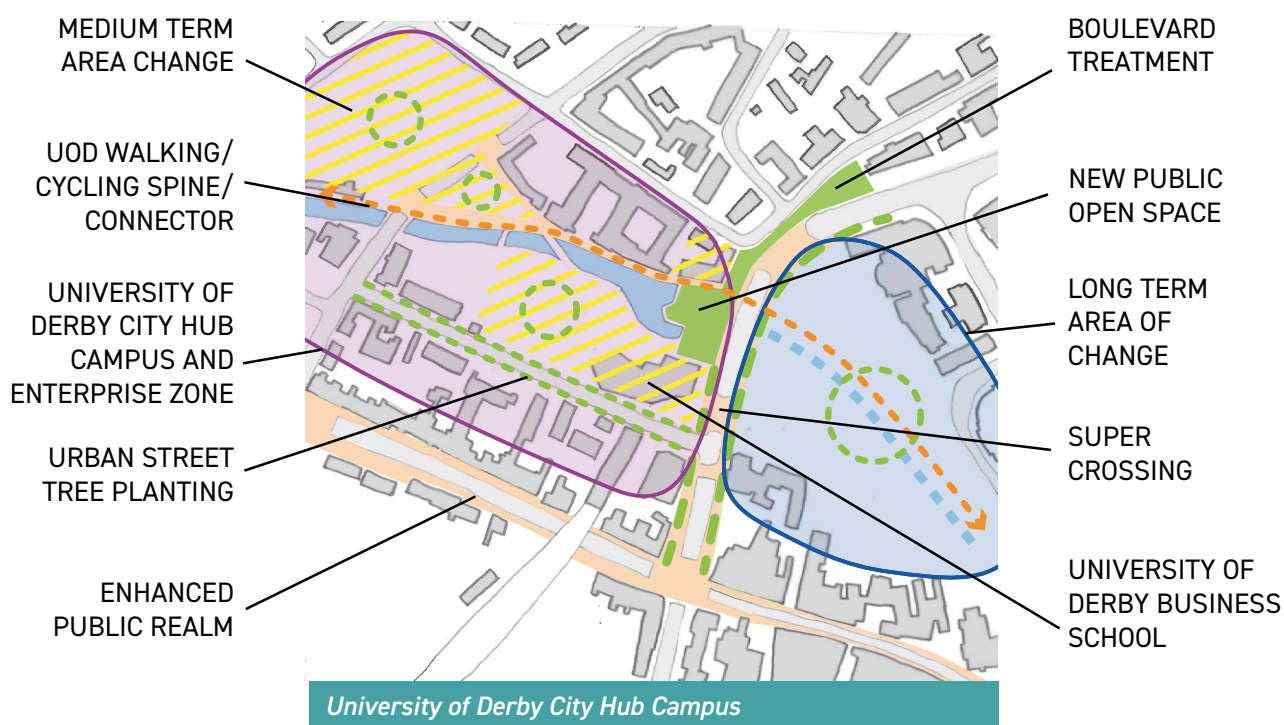


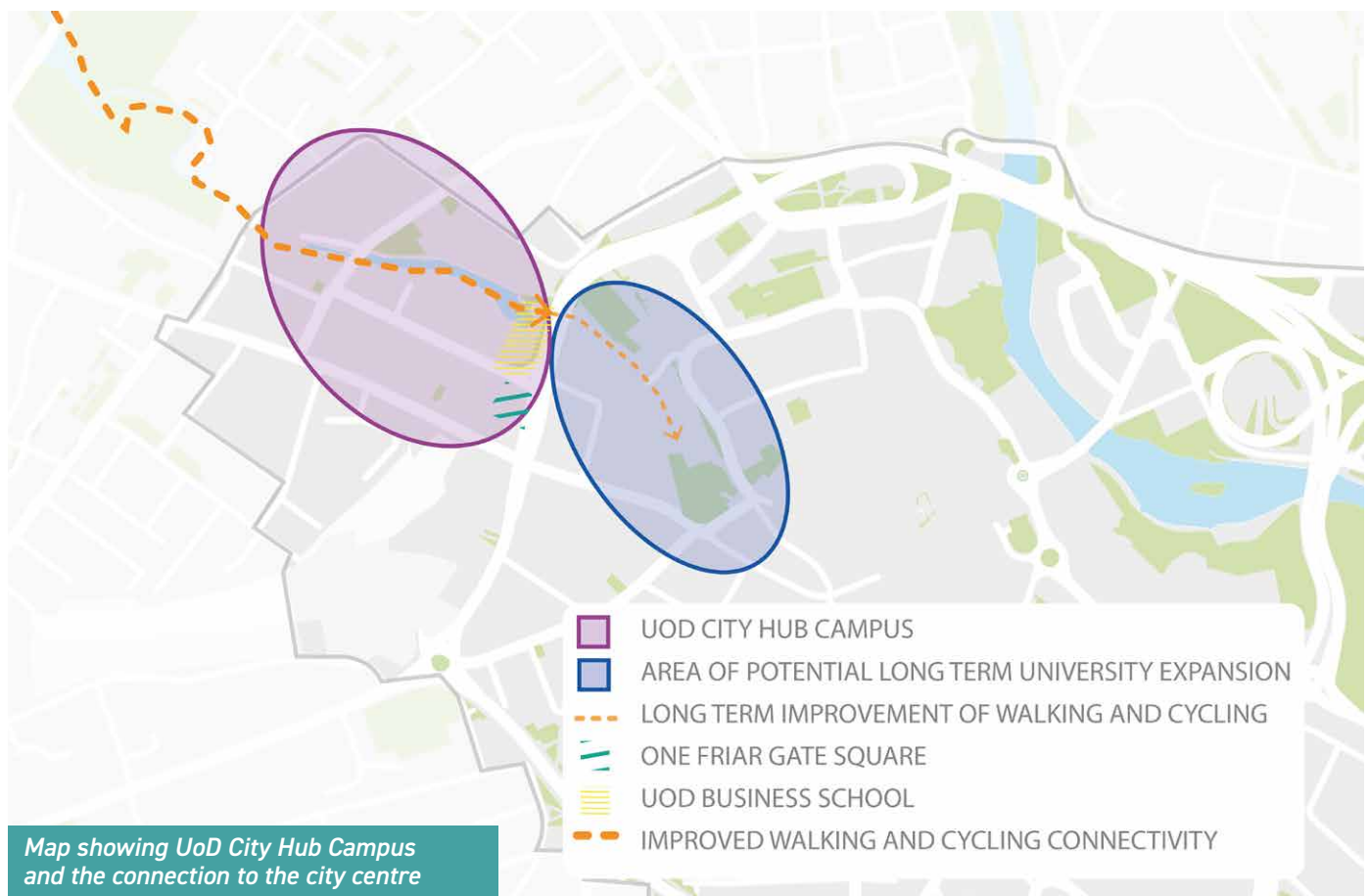
Vision for The Univesrity of Derby, Matthew Montague Architects

New Schools

Our ambition to significantly increase city living will need to be complemented through the provision of new schools.

A new Primary School has been provided as part of the Castleward development and we will need to consider further provision, particularly within new neighbourhoods such as Derby Riverside if families are to be attracted to the area.





Vision for The University of Derby, Matthew Montague Architects



Vision for The University of Derby, Matthew Montague Architects

Questions

- How can we best capitalise on the opportunity presented by increased presence of the University in the city centre?
- How could we further support the University in delivering its academic and broader civic ambitions?
- What more can we do to embed knowledge and skills development into the fabric of the city centre?
- What should we do to firmly establish Derby as a destination city for students from across the UK and overseas?
- How ambitious should we be in looking at opportunities for further University related development along the proposed corridor into the heart of the city centre?

Business and Creativity

The city centre does not currently have a strong office market and so a key objective of the Vision should be to address this.

We need to invest in our office stock to ensure that there is a variety of good quality buildings to meet modern needs and that there are sufficient sites for new development.

New office accommodation should be located within a redefined Central Business District (CBD) and specialist clusters will be encouraged. We will provide support to office occupiers wishing to locate in the city centre and help with business formation and development.

Whilst Derby has a developing creative sector, we would like to focus these businesses into a new 'Creative Quarter' in the historic core of the city centre. This will help to stimulate synergies between businesses and increased use of historic buildings, providing unique workspaces for a variety of diverse businesses.

Creating an Office Market

The office market is rapidly changing and is no longer going to be dominated solely by large format, 'traditional' office floor space catering to workers who have a desk space and use the same part of the building all day, every working day.

We need to create a more vibrant office market that brings more businesses and people into the city centre. We need to undertake further work to better understand future business needs to help us take advantage of the changing trends in the office market and ensure that a variety of needs can be catered for.

Simply facilitating the provision of new floorspace in the right locations will not be sufficient to attract new occupiers, particularly when the city centre is in competition with other areas such as Pride Park. There needs to be a package of measures that will convince potential occupiers to choose the city centre over other location options and for a viable office market to be sustained.



Sadler Bridge Studios, Derby

Such measures include:

- Improved management of streets and spaces to reduce crime and anti-social behaviour
- Provision of good quality retail, leisure and cultural offer, including eating and drinking options
- Provision of infrastructure such as super-fast broadband
- Grant funding to support new build and conversion
- Access to training and education opportunities
- Access to a high-quality transport network and appropriate levels of parking



Cubo, Derby

In addition, we will also:

- Consider how we might encourage office uses on Pride Park to relocate into the city centre
- Pursue opportunities to secure Government departmental / public sector re-locations
- Encourage large employers within the city and wider area to commit to greater presence and visibility within the city centre.



Cubo, Derby

Flexible Workspaces

More flexible, multi-use workspaces, in which people can meet up more informally to have a coffee and a business chat will need to be a key part of a future office strategy. This format is particularly important to the growing innovation and creative industries sector where the workforce is not just looking for a good workspace, but also wants to be near a vibrant centre where they can shop or socialise.

Quality cafes, bars and restaurants are an essential component of creating a vibrant work environment which can attract and retain a high-quality workforce.

We will investigate further expansion of the successful Connect Derby model to provide further momentum in this sector.



WeWork, Spinningfields, Manchester
wework.com

A More Focussed Central Business District (CBD)

New office development within the city centre should be concentrated into a defined area. This will increase vibrancy and interaction between different businesses and other city centre activities such as shops, bars and restaurants.

The Vision will identify a more focussed CBD to achieve these objectives. A proposed broad location for this is shown on the map on page 73 and includes opportunity sites such as Becketwell and Bold Lane, as well as sites within the Cultural Heart area.

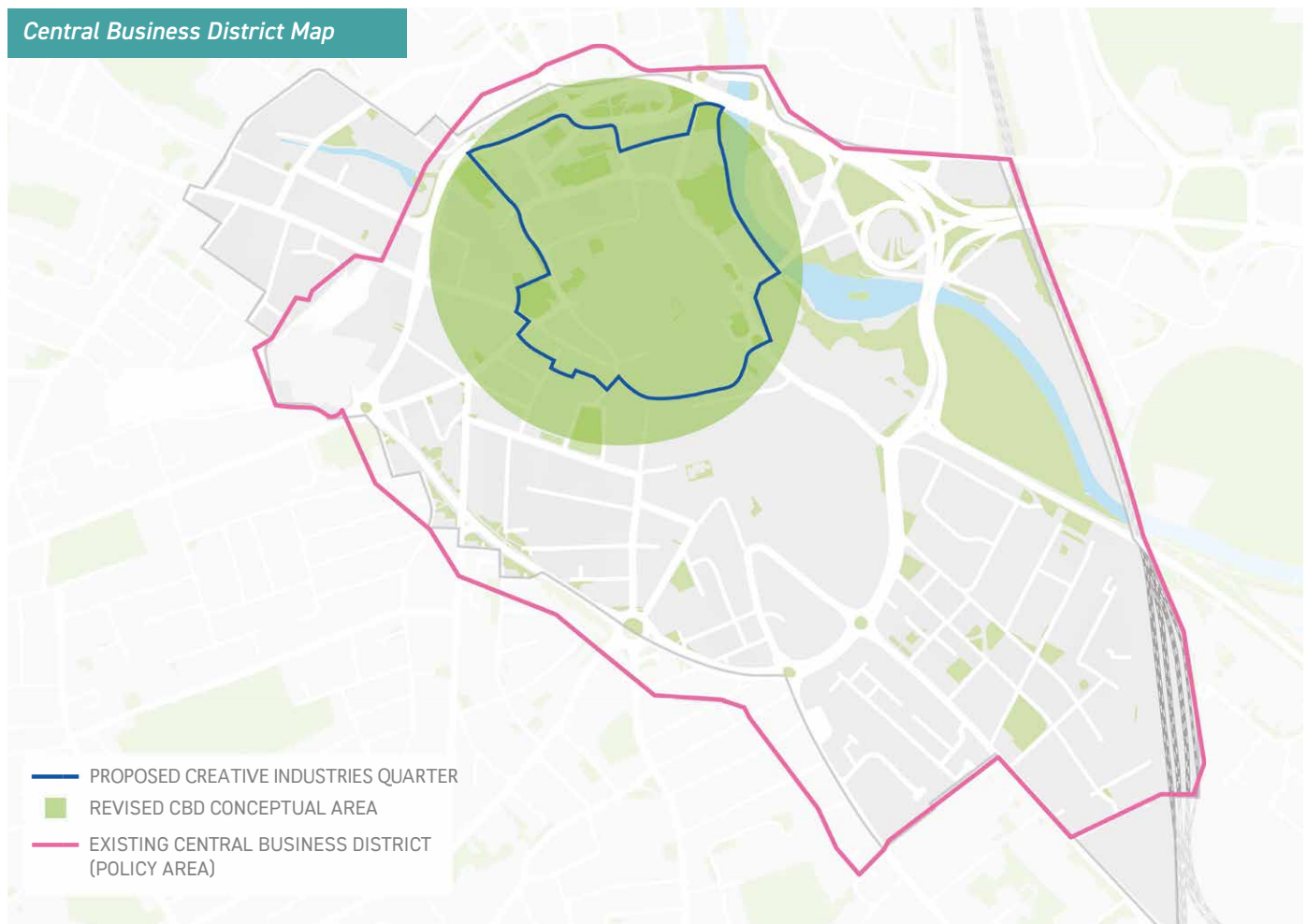
The redefined CBD should be reflected in the new Local Plan, making it the preferable location for new office development and discouraging such development in other, more peripheral locations.



WeWork, Spinningfields, Manchester
wework.com



King's Chambers, Derby



A Creative City

Derby has long been recognised as a city of innovation and creativity and this will continue into the future. A strong creative sector will play a crucial role in transforming the city centre, driving sustainable development and complementing cultural activities. We will work with partners to become part of the UNESCO Creative City's Network, recognising the importance of creativity in the sustainable development of the city.

We think that the historic northern part of the city centre should become home to a diverse Creative Industries Quarter. We will investigate the potential for Enterprise Zone status in this area which could include business rate reductions, property improvement grants and simplified planning.

The Creative Quarter should include incubator and move-on space and should be developed in conjunction with the University of Derby and other partners. Vacant upper floors within the area should be adapted to office space where feasible and where residential is not the preferred use.



Cubo, Derby

Questions

- Are there other office formats we should consider?
- Do you agree with the measures needed to create a city centre office market? Is there anything else?
- Do you agree with the broad location for a redefined CBD shown on the map above?

Shopping and Leisure

The city centre will continue to be the main shopping destination in Derby and an attraction of sub-regional importance.

At the moment though, it has too much floorspace and this is contributing to high rates of vacancies and a general air of decline.

We therefore need to focus shopping activity into a more concentrated area to create better vibrancy and encourage a more diverse range of uses.

We also need to define clearer, complementary roles for different shopping areas, so that they support each other rather than directly competing.

Shopping and the City Centre

The city centre is by far the main destination for shopping in Derby. It does not have, for instance, a secondary tier of suburban town centres on the scale that Nottingham does.

Changes to shopping patterns identified in the Challenges and Opportunities section have contributed to significant vacancies in the city centre. For instance, the vacancy rate outside of the Derbion Centre in Summer 2021 was in the region of 25%. This an improvement on the previous year, but still a significant challenge. So, whilst retail is likely to remain important to the city centre, we still need to take radical action to help it adapt to modern needs.



External Seating at Clifton Arcade, Bristol
tripadvisor.co.uk/Restaurants-g186220-c8-zfp6-Bristol_England.html

Derby Market Hall

The Council is currently refurbishing the iconic Market Hall. This will provide a distinctive shopping experience that will anchor the shopping offer in the historic core. It will also provide an important active link between the Market Place and Osnabrick Square through to Derbion.

It will also create a high quality, warm and welcoming internal environment that will provide a range of different and sometimes specialist retail, food and drink with potential for make and trade uses.



The Derbion Centre

The Derbion Centre

The Derbion Centre is a successful indoor shopping mall that has the greatest concentration of shops in the city centre. It has given Derby a status that it would not otherwise have and we will continue to support it as a vital part of the city centre's attractions. Derbion will continue to be the main focus of the city centre's retail offer.

Elsewhere in this document, we are supporting new development around the centre on East Street and Morledge as well as a reconfiguration of access points. We will continue to work with the Derbion Centre as we develop our public realm strategy as we would like to see a better integration between the shopping mall and the surrounding city centre streets.



Upper St Giles, Norwich
visitnorwich.co.uk/service/upper-st-giles/

Diversifying and Concentrating the Retail Core

To break the cycle of overcapacity and vacancies, the city centre needs to offer a more varied range of activities and experiences. As described in the relevant sections of this document we need to encourage other uses such culture, art, offices, leisure, food and drink and a greater University presence.

We propose to review the Primary Frontage policy in the current Local Plan to create a more flexible and permissive environment that focusses on active uses that animate the street scene as opposed to simply retail and similar uses. This will help to foster more flexible and innovative business models that combine multiple activities.

The retail core has already been concentrated through the existing Local Plan and so we don't think there is a need for a dramatic change. However, there could be scope for some more peripheral areas to be removed to better focus retail activity and create vibrancy. The existing retail core is shown on the map on page 79 and we are asking which areas, if any, should be removed from the current definition.

It is important to stress that existing shops will not be moved from any areas that are removed from the retail core and in some cases new shops may still be allowed outside the redefined area.



*The Square, Shrewsbury
myshrewsbury.co.uk/blog/dining-outdoors-in-shrewsbury/*

Developing Visions for Different Parts of the City Centre

There is a need to develop and refresh complementary visions for different parts of the shopping core.

This will help them to establish their own individual character and identity rather than directly competing with each other.

This approach is broad brush and not meant to be prescriptive or restrictive, but we think that different parts of the city centre having particular roles and identities that complement each other will be more effective to the overall vibrancy of the centre.

We have set out below a number of ideas for what these could be.

Iron Gate / Sadler Gate

This has traditionally been a more up-market end of the city centre with several independent outlets, anchored by the Cathedral and the former Bennet's department store. However, it has lost a lot of its key outlets in recent years which has undermined its traditional role.

This area could be reinvented along similar lines to Nottingham's Hockley. This would reinforce the identity of Sadler Gate and provide a new vision for Iron Gate as an eclectic mix of different, independent and quirky uses. We feel this area can offer something unique to students and young professionals.



Hockley, Nottingham

St James' Street/The Strand

These are two fine streets which are under used and do not reach their potential in terms of what they offer to the life of the city centre.

Both streets have a tendency to be a little dark due to the narrowness of the roads and height of the buildings and need investment in cleaning buildings, new road surface materials and street lighting to improve this.

St James' Street in particular, has the potential for a more food and drink orientated uses complementing the proposed opening up of St James' Yard to create a throughfare between the Becketwell Arena and the Cultural heart on the Market Place.

The Strand has benefited from investment in new shop fronts but suffers from low levels of footfall. Alongside St James Street, we would like to see more food and drink uses to support office workers in the daytime and the pre-concert / theatre economy in an evening.

We also see this area as a focus for the new Creative Industries Quarter.



Bold Street, Liverpool
visitliverpool.com/food-and-drink/bold-street-p422341

St Peter's Street

This traditional highstreet forms an important link between Derbion and the northern parts of the city centre. However, over recent years it has lost key retailers which had led to a general decline and reduced function as a retail area. Previously vibrant frontages are now dominated by vacancies and discount uses.

We are working with the Government's Highstreet Taskforce to develop a new vision for this area, which will inform the next stage of this process. Key issues that need addressing include:

- Improving the quality of uses on the street
- Public realm and shopfronts
- Improved integration with Derbion
- Crime and anti-social behaviour
- Improved links to the riverside and wayfinding at St Peter's Cross



Lancaster
visitlancaster.org.uk/shopping/

East Street/Morledge

This is a principal gateway into the city centre, especially from the bus station. However, East Street is a poor gateway location and needs to be fundamentally transformed if it is to project an image of a welcoming, vibrant city centre.

We would like to see redevelopment of some of the less attractive buildings on the East Street/Morledge frontage. We also support Derby's vision for redevelopment of Eagle Market. The Tall Buildings study identifies this area as being suitable for a landmark type building to help define the gateway and would be ideal for a mix of uses including residential.

We want to see East Street itself made much more interesting by more planting to create a green link between St Peter's Street and the proposed new park by the river.



Kings Cross, London



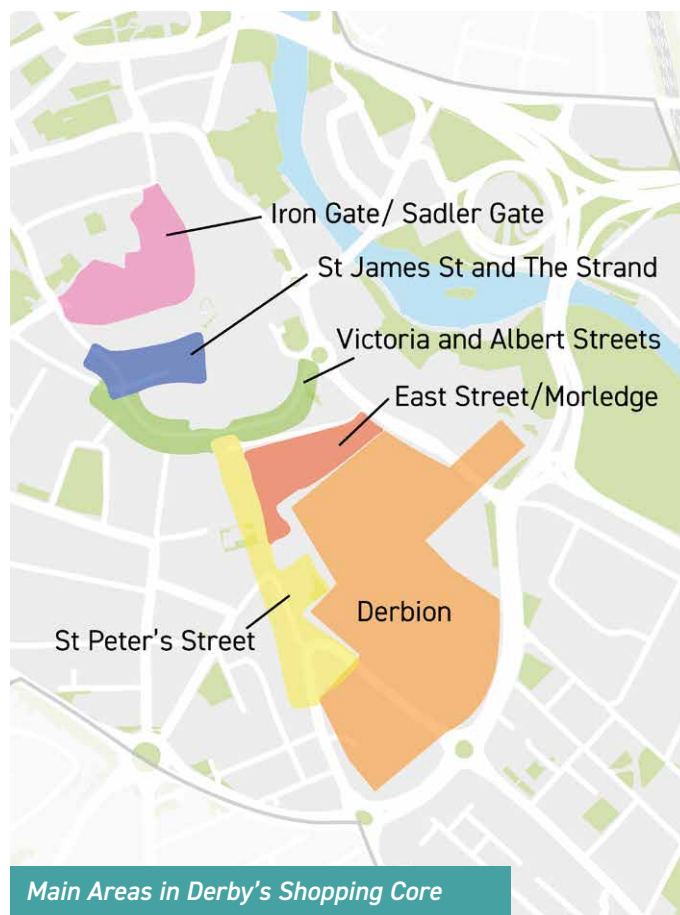
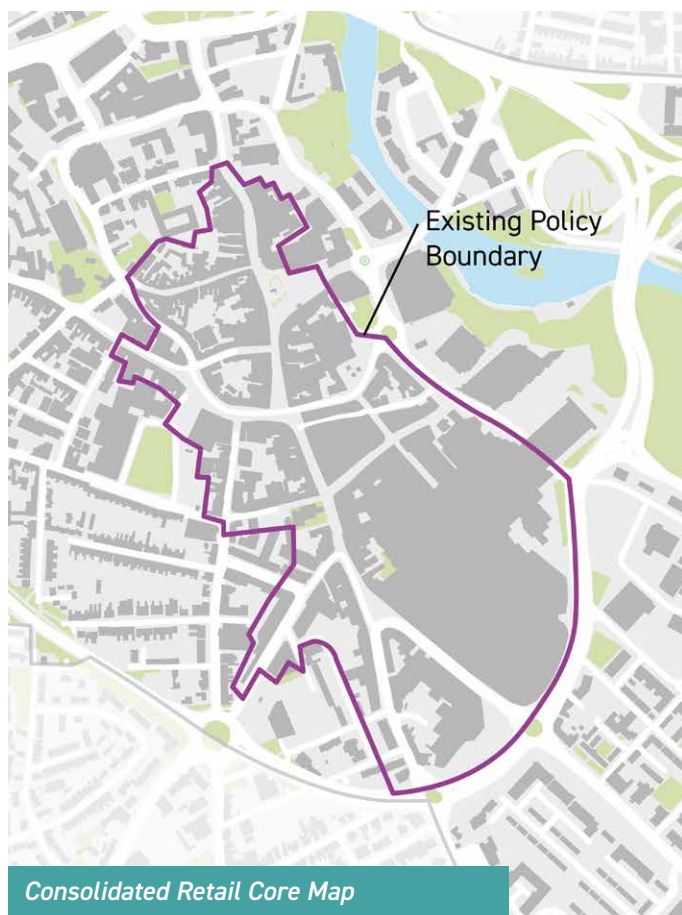
Milsom Street, Bath

bathchronicle.co.uk/news/bath-news/bath-risk-losing-independent-shopping-243953

Supporting Businesses

In addition to improvements to the physical and cultural environment, we recognise a need to help businesses adapt to changing circumstances. We will investigate measures to:

- Designate an Enterprise Zone, which could offer business rate relief and reduced regulations (including simplified planning) to make investment easier
- Provide mentoring and training to support the development of new business models, including hybrid / mixed uses, greater use of digital / web-based technologies, diversification of how goods are delivered to customers and more cooperation between businesses
- Provide retail incubator space, potentially within the newly refurbished Market Hall to help businesses develop and grow
- Support new business start ups



The Early Evening and Night-Time Economy

These are both important to city centre economies as they bring people in to spend time and money. Different people will be looking for different things and it's important that these are all catered for and that there is clarity about what can be expected from different areas. We want to encourage more students into the city centre at all times of the day and we need to make sure that it's attractive to them. So, as well as ensuring that the city centre meets different needs, we also need to ensure a safe and welcoming environment for all.

A diversified evening economy should also complement the proposed Performance Venue and Learning Theatre, for instance by providing better pre-event dining opportunities.

Whilst the night-time economy is important, there are associated crime and anti-social behaviour issues, particularly in the early hours that need to be addressed. We are proposing a number of ideas for this in the Public Realm section of this document.



Brunswick, Derby
@brunswickinderby

Questions

- Do you agree with our view that the city centre has too many shops and that these need to be rationalised and properties used for other activities?
- Do you agree that the defined retail core should be reduced further? If so, which areas should be excluded?
- Do you agree with our ideas for the role of different parts of the city centre?

7 Delivery and Coordination



Delivery and Coordination

We want to establish a long-term vision for re-inventing the city centre and plan for transformational change. However, no vision is complete without an accompanying strategy to deliver it.

We acknowledge that the level of potential change suggested in this document will require significant public and private sector intervention and investment to make it a reality and that this will be a challenge.

A separate delivery strategy will be prepared and rolled forward on a regular basis. This will set out a programme of projects to be delivered over a specific time frame such as 5 years, how these will be delivered and funded as well as any necessary interventions such as land acquisition.



Derby Market Hall on site

Focused City Centre Resources

There is a need for a more co-ordinated approach to city centre regeneration, including the establishment of a senior officer post supported by an appropriately skilled multi-disciplinary team within the Council. This officer group should report to a City Centre Programme Management Board, in which key partner organisations will be invited to participate. This will enable a more strategic and collaborative approach to identifying key regeneration priorities.

Political oversight will be enabled through the proposed Vibrant Portfolio Board, for which the city centre is a key agenda.

In addition, a new website will be developed to support and inform all city centre related activities. The website will bring together information on short and medium projects aimed at regenerating the city centre, including the overarching, long term vision. It should be a partnership website and support the proposed Urban Room.



Derby Market Hall on site

Flexibility & Responsiveness

We will need to take a flexible approach to development proposals as they come forward in order to adapt and respond to changing circumstances and to take advantage of unforeseen proposals.

On the other hand, we need to ensure that the general thrust of new development is in the direction of supporting our Vision and be prepared to say no to proposals that will undermine it.

Whilst we're seeking to establish a long-term vision, there will be a need to keep this under review on a regular basis and update it if necessary.

A Commitment to Long Term Investment

Radical transformation of the city centre will not happen overnight. It will take several years and will require sustained commitment to the Vision and to financial and other investment in its delivery over that time.

In areas where the property market is currently weak and viability challenging, the Council will need to support the private sector by helping to secure funding from other public sector sources, use of mechanisms such as Section 106 Agreements or by innovative funding mechanisms such as revolving loan funds.

The Council will look at the role of its own assets and be prepared to acquire land. Where necessary, it will use Compulsory Purchase Powers (CPO) to address complicated land ownership issues and help bring forward development schemes.



Becketwell, on Site

New Delivery Models

A number of options are being considered to take forward delivery and it is likely that no one model will work best for every situation. Options include:

- Individual development agreements
- Asset backed Special Purpose Vehicle (SPV) or Investment Partnership
- Direct development
- Direct development with development manager

In parallel with the development of the new Vision for the city centre, work is progressing to evaluate and determine what the best delivery model might be, especially if we consider an approach which involves multiple sites.

Key considerations in assessing alternative models include:

- Will this approach bring additional capacity to sit alongside the Council's own resources?
- How are upfront development costs funded?
- Will a delivery partner consider co-investment in a programme or project?
- What level of intervention might be required by the public sector?

The delivery plan will need to identify priorities. Top priority projects will need to be sufficiently defined to allow cost, viability and public benefit to be accurately established using Green Book criteria. This will provide greater certainty and 'oven ready' schemes as and when new central Government funding streams are announced.

Other Plans & Documents

The final Vision will not seek to set out all the detail that will be needed to transform the city centre. We will need to bring forward more detailed plans for specific areas, some of which work has already commenced.

A number of supporting studies and strategies will also be needed. For example:

- Mini-masterplans and development briefs for specific areas / sites
- Public realm and wayfinding strategies
- Parking strategy
- Guidance on conversion of historic assets

The guidance provided by these documents will help to provide greater certainty to the development industry and inform decision making.



Becketwell on site

Governance

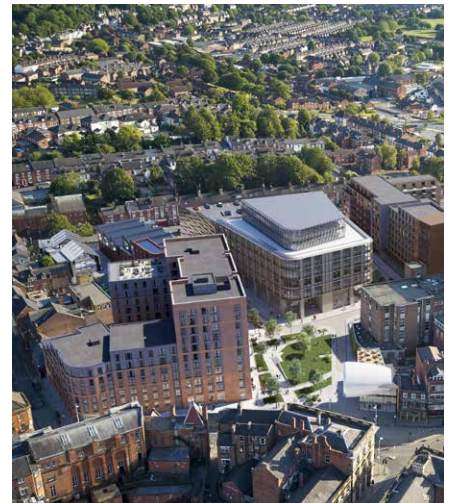
Delivery of the Vision will be overseen by a City Centre Programme Management Board which will include representatives from key public bodies such as the Arts Council, Environment Agency, Historic England and Homes England.

Questions

- Which delivery model or models should we give priority to? Are there any other models not listed that could be pursued?
- What other studies and strategies will be required to support delivery?
- What should be our main priorities for intervention over the next five years?



Becketwell on site





Lathams
ARCHITECTURE + URBANISM

Derby City Council

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Corporation Street
Derby, DE1 2FS

Lathams

1 College Place
Derby
DE1 3DY

We can give you this information in any other way, style or language that will help you access it. Please contact us on 01332 640870 or derby.gov.uk/signing-service/

Punjabi

ਇਹ ਜਾਣਕਾਰੀ ਅਸੀਂ ਤੁਹਾਨੂੰ ਵੀ ਹੋਰ ਤਰੀਕੇ ਨਾਲ, ਕਮਿ ਵੀ ਹੋਰ ਰੂਪ ਜਾਂ ਬੋਲੀ ਵਿੱਚ ਦੇ ਸਕਦੇ ਹਾਂ, ਜਿਹੜੀ ਇਸ ਤੱਕ ਪਹੁੰਚ ਕਰਨ ਵਿੱਚ ਤੁਹਾਡੀ ਸਹਾਇਤਾ ਕਰ ਸਕਦੀ ਹੋਵੇ। ਕਰਿਪਾ ਕਰਕੇ ਸਾਡੇ ਨਾਲ ਇੱਥੇ ਸੰਪਰਕ ਕਰੋ: 01332 640870 ਜਾਂ derby.gov.uk/signing-service/

Polish

Aby ułatwić Państwu dostęp do tych informacji, możemy je Państwu przekazać w innym formacie, stylu lub języku. Prosimy o kontakt: 01332 640870 lub derby.gov.uk/signing-service/

Slovak

Túto informáciu vám môžeme poskytnúť iným spôsobom, štýlom alebo v inom jazyku, ktorý vám pomôže k jej sprístupneniu. Prosím, kontaktujte nás na tel. č.: 01332 640870 alebo na stránke derby.gov.uk/signing-service/

Urdu

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