

Vibrant City Centre Strategy

SUMMARY

- 1.1 City centres are undergoing a period of fundamental transformation largely driven by the changing nature of retail.
- 1.2 Derby benefits from the pull of Westfield huge pull, the Cathedral Quarter brand and a relatively resilient economy.
- 1.3 Positive approach of City Council, Marketing Derby and the BIDs are further benefits.
- 1.4 It is important to recognise that the city centre needs a new vision and strategy.

RECOMMENDATION

- 2.1 To note the emerging Vibrant City Centre Strategy.
- 2.2 To comment and make appropriate recommendations on the emerging strategy prior to cabinet approval in September 2014.

REASONS FOR RECOMMENDATION

- 3.1 To continue the regeneration of Derby City Centre
- 3.2 To consolidate the initiatives and plans that could have an impact on the vibrancy of the City Centre.

SUPPORTING INFORMATION

- 4.1 Overall mission: a vibrant and resilient city centre.

- 4.2 Overall Vision: a city centre which is a:
- | | |
|----------------|--|
| City of Choice | - a leisure, cultural and retail destination |
| Business City | - a successful 'central business district' |
| Living City | - a lifestyle and housing choice |
| Digital City | - a connected smart city |
- 4.3 Targets: These need to be developed but to include:
- People and Footfall
 - Jobs
 - Housing
 - Investment
- 4.4 This strategy has been initiated by the Vibrant City Partnership (VCP). A workshop to discuss the priorities and action plan was organised last week, jointly with internal and external partners. A plan is being drawn up to include the comments received from the partners and will be presented to the next meeting of VCP in July.

4.5 Existing and emerging priorities are:

City of Choice - *a leisure, cultural and retail destination*

- Targeting key absent retailers.
- Review of Assembly Rooms and cultural spaces.
- Public Realm priorities: The Cross; The Spot; Time Trail.
- Lighting Strategy + 3 exemplar schemes
- Riverside developments
- Link between centre and Rly Station
- Visitor economy strategy
- Markets Review
- Events and activities .. more co-ordinated approach needed
- More co-ordinated approach to marketing the city centre?

Business City - *a successful 'central business district'*

- Promoting a new 'grade A' office market
- Empty offices (much above ground floor) – dialogue re alternative uses
- Stalled sites – maintaining a dialogue with owners/ developers re alternatives
- Development of 'Connect Managed Workspaces'
- Parking Review (annual?)
- Defining a more concentrated retail core?

Living City - *a lifestyle and housing choice*

- Development of a new City Centre Living initiative targeting:
 - Empty retail/ office space conversion (both empty upper floors + office conversions),
 - New build housing on city centre sites (incl. stalled office sites, eg: Full Street).
 - Exemplary public realm accessible to all
- Continuing to support Castleward Urban Village.
- Support to edge of city centre schemes where appropriate (eg: DRI, Friar Gate Goods Yard)

Digital City - *a connected smart city*

- Wi-Fi in public spaces and in key buildings
- Smart City initiatives ... to be developed
- Connectivity Vouchers

4.6 Areas of distress/ opportunity

- Duckworth Square (*working with new owners*) and Debenhams (*approach to owners*).
- Sadler Square (Including St Mary's Gate + Middleton House) – *adopting a phased approach*.
- Friar Gate Goods Yard – *developing a 'plan B with owners*.
- North Riverside (OCOR) – *flood defence/ development strategy commenced*.
- Queen Street area – *market assessment/ masterplanning to start Jan 15*.

OTHER OPTIONS CONSIDERED

- 5.1 This strategy has been considered and developed in discussions with relevant DCC departments such as Planning, Leisure and Culture, Tourism, Streetpride and Neighbourhoods. The external partners include Marketing Derby, Cathedral Quarter Business Improvement District (BID), St Peter's Quarter BID, Intu (former Westfield) and other business representatives in the city.

This report has been approved by the following officers:

Legal officer Financial officer Human Resources officer Estates/Property officer Service Director(s) Other(s)	Richard Williams Vibrant City Partnership Group
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IMPLICATIONS

Financial and Value for Money

- 1.1 Financial implications of individual projects will need to be assessed separately at appropriate stages.

Legal

- 2.1 NA

Personnel

- 3.1 This strategy is being developed in-house by the Regeneration Projects team working in partnership with other DCC services as well as external partners.

IT

- 4.1 NA

Equalities Impact

- 5.1 NA

Health and Safety

- 6.1 NA

Environmental Sustainability

- 7.1 The impact on environmental sustainability of individual projects will be assessed as part of the project delivery process.

Property and Asset Management

- 8.1 NA

Risk Management

- 9.1 Risks for delivery will be considered on project by project basis.

Corporate objectives and priorities for change

- 10.1 This initiative meets the three key ambitions of Derby Plan:
- inspiring start in life **by improving educational attainment**
 - inspiring working life **by improving skills and creating jobs**

- inspiring place to live **by improving inner city areas**