



# Derby City Centre Masterplan 2030

Draft for consultation March 2015



# Foreword

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## **Derby's history shows a city that is resilient, adaptable and innovative in the face of challenge and change.**

The continuing austerity measures imposed by government have created intense financial difficulties for councils and forced tough decisions. I will continue to fight vigorously for a fairer deal for Derby. But I don't want this to be the only story for Derby.

I am hugely proud of this city and will never tire of saying it. I've seen Derby grow in confidence and our city centre has benefitted from huge investment in recent years, with the Council taking a leading role in making much of this investment happen. What happens in our city centre determines the direction of travel for Derby as a whole – it is a vital hub for jobs, services, culture, leisure, transport links and community activity. Building on the regeneration and development successes of recent years is a key priority for the Council and we are committed to working in partnership with residents, stakeholders and businesses to create and deliver plans for the next 15 years.

We must not allow today's difficulties to restrict our hopes for the future. That's why this City Centre Masterplan is so important, and why I want residents, businesses and partner organisations to read our initial ideas and proposals and feedback their views.

I commend this document to you and look forward to hearing your ideas and feedback.



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**Councillor Ranjit Banwait** Leader, Derby City Council





Aerial photo of Derby City Centre



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# 1. Introduction

The Masterplan sets out a strategic context for investment opportunities in the city in the next 15 years. It demonstrates the Council's commitment to regeneration of the city centre. It also projects the successful partnership approach the City is willing to take in building the future.

This City Centre Masterplan is envisioned by the Vibrant City Partnership, a sub-group of Derby Renaissance Board, which has a wide ranging membership including key organisations and businesses in the city centre as well as representatives from the Business Improvement Districts (BIDs). It has been informed by the Council's budget setting process, existing evidence base reports and current initiatives and reviews being carried out by the Council and its partners.

The draft Masterplan puts forward ten key ambitions which together will create a virtuous circle of vibrancy and economic growth, ensuring the continuing regeneration of the city centre.

Key amongst these ambitions is the intention by the Council to re-invent the Market Place and its immediate environs as the 'heart' of the city centre.

The final document will be accompanied by a delivery plan identifying a number of actions to be carried out by the Council and partner organisations in the next three years to be able to deliver the key ambitions identified in the document.

We look forward to hearing your views during the consultation period. Information on how you can get in touch with us online, by post or by telephone is at the end of this document.



**Councillor Martin Rawson** Deputy Leader and Cabinet Member for Planning, Environment and Regeneration



The Masterplan aligns with the Council's emerging Core Strategy, and Derby Plan.

## 2. Our challenges and opportunities

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### Challenges

Fundamental transformation given changing nature of retail, leisure and commercial activities
Loss of identity (Market Place)
Excessive vacant and derelict space
Disconnect between city centre, neighbourhoods and key businesses
Lack of activity during evening and night time
Under-used riverside
Closure of Assembly Rooms and underperforming markets
Quality of built environment

### Opportunities

A relatively resilient economy
Success of Intu and Cathedral Quarter
Newly established St Peters Quarter BID
Success of 'Connect' business centres
City Centre Living Initiative
Recent investment in quality public realm
Political will and partnership approach to city centre development

# Feedback from consultation

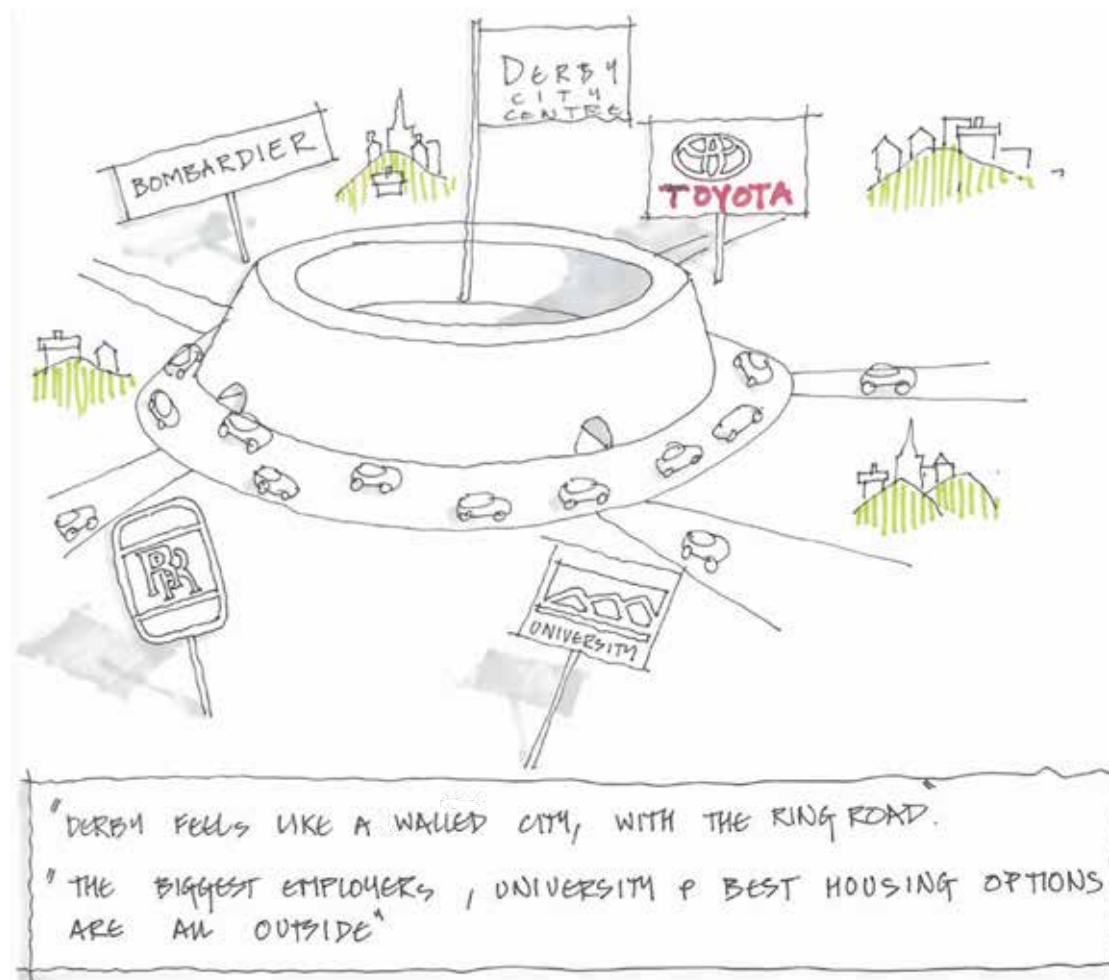
Feedback from the Vibrant City Partnership workshop October 2014





# Feedback from consultation

Feedback from the Vibrant City Partnership workshop October 2014





# 3. Our vision

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To create a vibrant city centre  
which is a:

## CITY OF CHOICE

a leisure, cultural and retail destination

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## BUSINESS CITY

a successful central business district

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## LIVING CITY

a lifestyle and housing choice

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## CONNECTED CITY

a connected smart city



# 4. Our ambition

In fifteen years time our city will have:

1

## A Strong Sense of Identity

### CITY OF CHOICE

Based upon our past, present and future reputation for innovation and a celebration of our diverse communities. Revitalising the Market Place as the heart of the city. Reinforcing our industrial past and our present excellence in advanced manufacturing and creative industries.

2

## A Compelling Retail and Leisure Experience

### CITY OF CHOICE

A high quality retail offer, building on the strength of the Cathedral Quarter and Intu, complemented by niche, bustling markets, a quality leisure, dining and entertainment offer including leisure water, and accessible car parking provision.

## A Thriving Cultural Core 3

### CITY OF CHOICE

A thriving cultural quarter, anchored by a new cultural venue, the established Quad art centre, the Joseph Wright and Silk Mill museums, and a vibrant programme of indoor and outdoor events.

4

## A Central Business District

### BUSINESS CITY

A diverse range of quality office accommodation, including managed workspaces, conference facilities and business support services.

## A 'window' to Our Hi-tech Organisations 5

### BUSINESS CITY

An identifiable visible and physical presence of Derby's key businesses as well as the University and College in the city centre to reinforce the city's identity.

## A City Centre Lifestyle Choice 6

### LIVING CITY

A lifestyle and housing choice through sustainable city centre development accompanied by a diverse retail offer and a thriving evening and night time experience in form of bars, restaurants and entertainment venues.

7

## Redeveloped Our Challenging Areas

### LIVING CITY

A targeted approach to convert our challenging areas into assets to be proud of. Our priorities are Becket Well-Green Lane, East Street-Albion Street area and Friar Gate Goods Yard.

## 8 A Vibrant Riverside

### LIVING CITY

An active city centre riverside opened up to the people of Derby with a high quality, safe natural environment, fantastic views, distinct character, integrated flood defence measures and leisure and residential uses.

10

## Smart City Infrastructure

### CONNECTED CITY

Reinforcing our position as a 'smart' city by integrating technology in the buildings and public places and making hi-tech digital infrastructure accessible for the benefit of communities and businesses.

9

## Great Connections; Great Public Places

### CONNECTED CITY

Great connections between city centre, businesses, communities, University and HS2. A well connected, accessible and vibrant city centre with cherished heritage and quality public places for events, performances, markets and activities during day and night time.

# Our 10 ambitions

Our 10 ambitions generate a virtuous circle of inter-related activities to create a vibrant city centre.

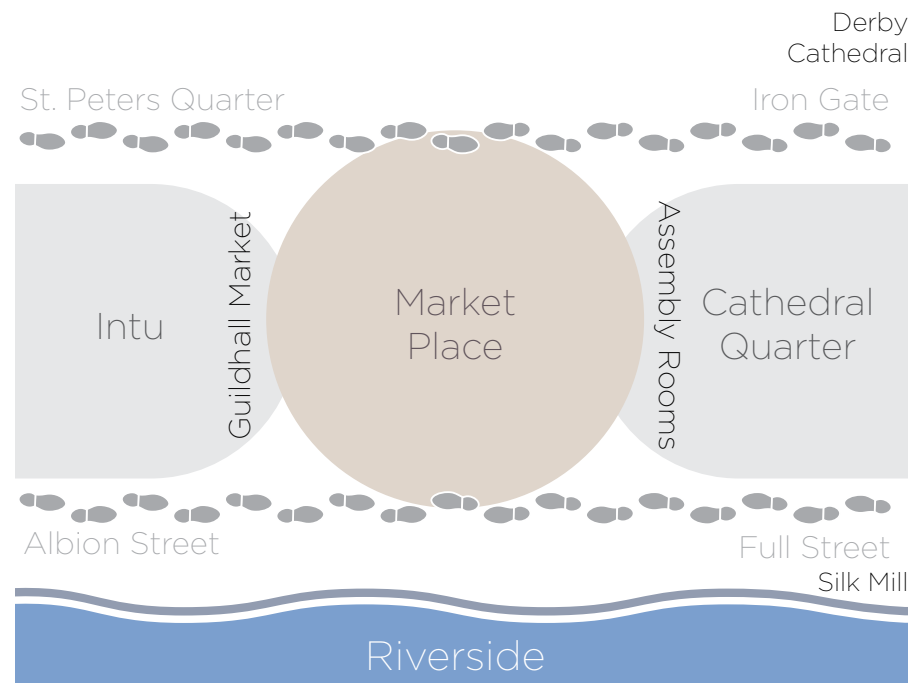




# Key focus

## Reinventing the Market Place

Reinforcing the cultural core; Regenerating the heart of the city; Restoring our identity



Potential initiatives include:

- Active frontages surrounding the square
- Active square
- A focus for events, markets and performances
- Strengthen the offer for St Peters Quarter
- Complementary uses on Assembly Rooms site
- Free public wi-fi
- Intu-Albion Street gateway
- Osnabruck Square
- Guild Hall market
- Innovation Trail (Silk Mill, Market Place, Museum)

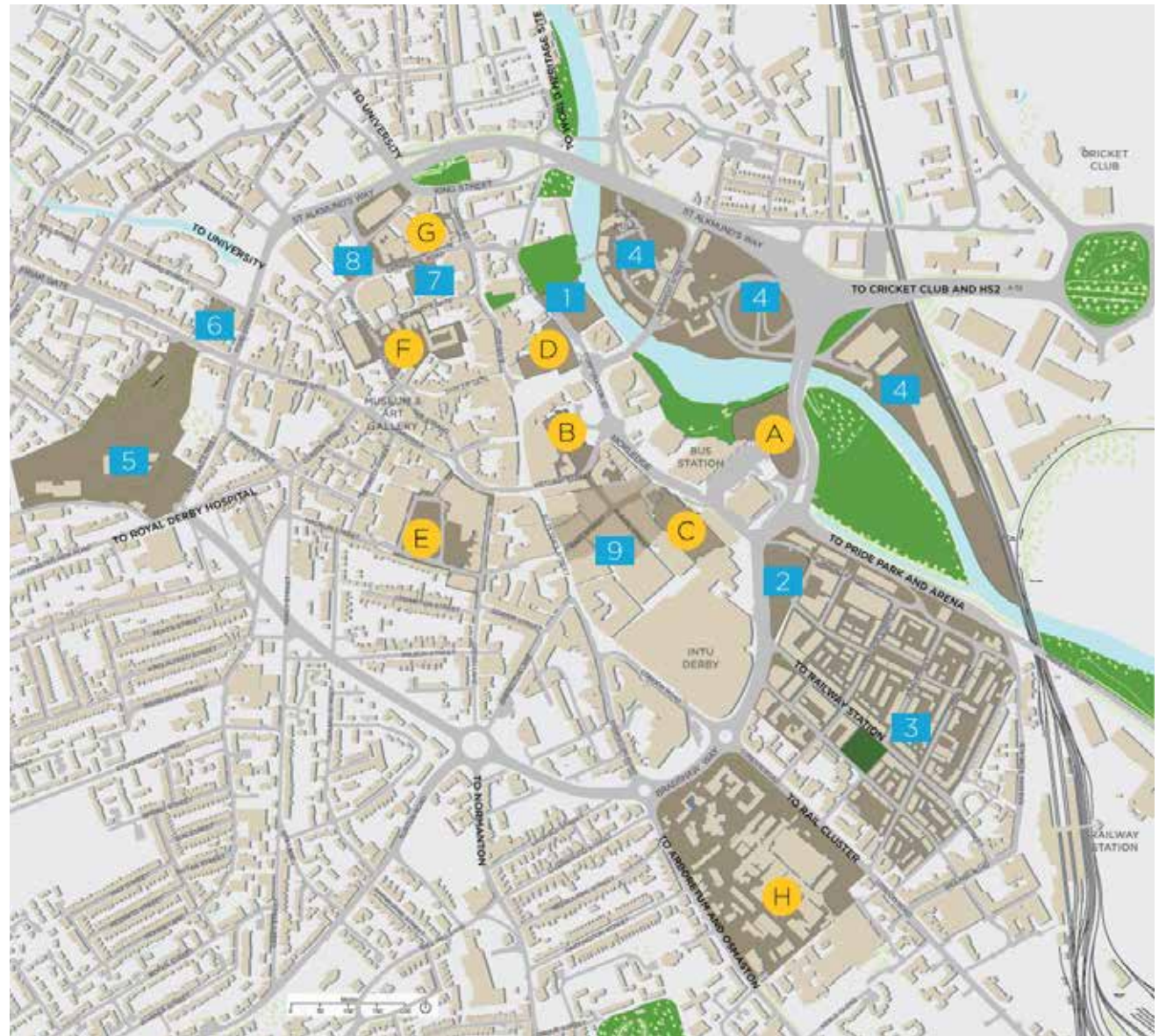
# 5. Key sites

Public ownership:

- A Riverlights
- B Market Hall
- C Eagle Market
- D Assembly Rooms
- E Becket Well
- F Sadler Square
- G Queen Street Baths
- H Nightingale Quarter

Private sector/mixed ownership:

- 1 Full Street site
- 2 One Derby
- 3 Castleward
- 4 North Riverside
- 5 Friar Gate Goods Yard
- 6 Friar Gate Square
- 7 Central Square
- 8 Citygate House
- 9 East Street-Albion Street area





## 6. Key connections



Heart of the city/cultural core



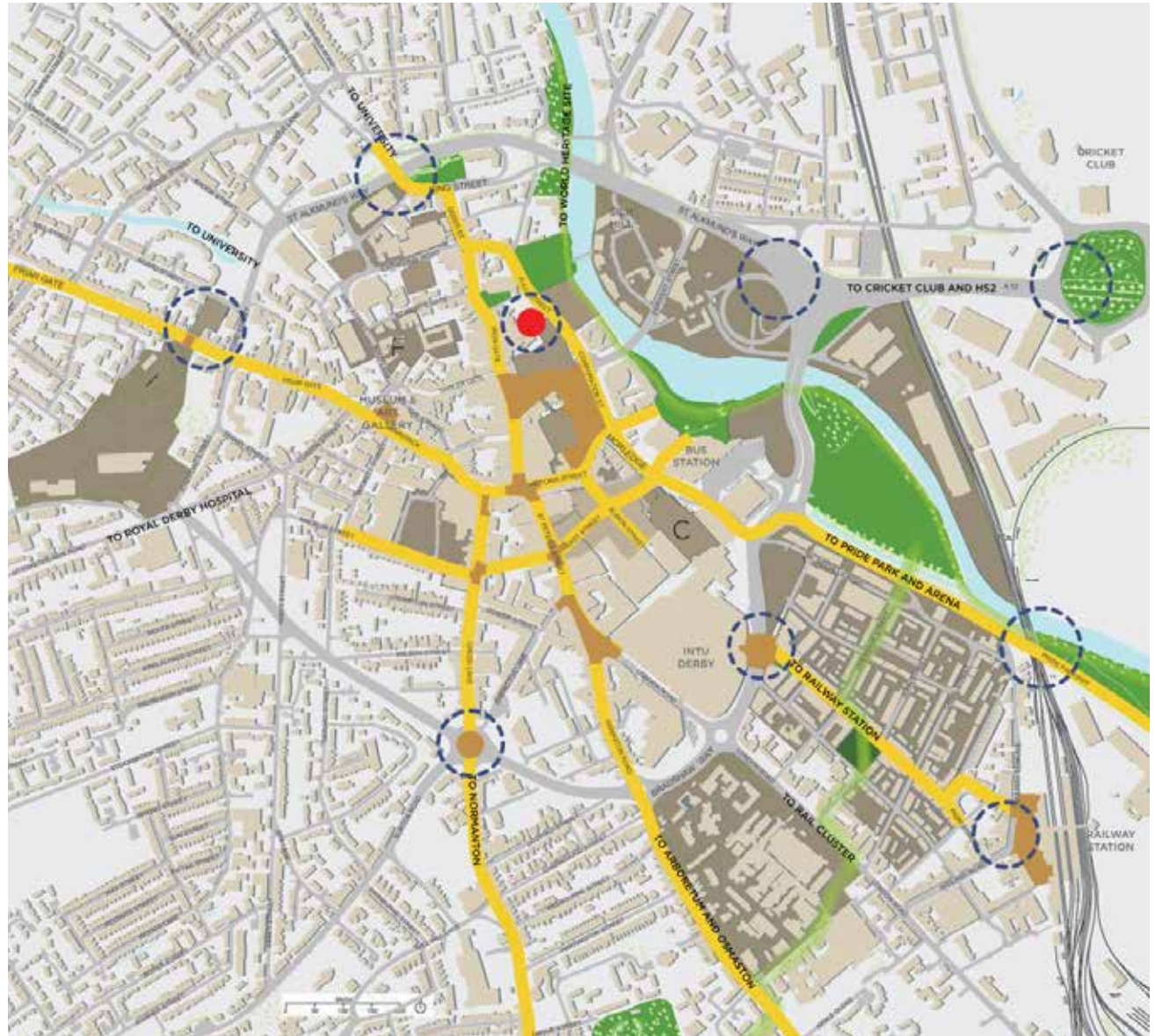
## Key gateways



Meeting places/nodes/  
public open spaces



Key linkages,  
street enhancement opportunities





# 7. Next steps

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Key dates:

18 March to 29 May 2015	June to July 2015	October 2015
<p>Public Consultation</p> <p>Including:</p> <p>Dedicated Vibrant City Partnership and Derby Renaissance Board sessions to develop delivery plan</p> <p>A drop-in session (an opportunity to talk to officers for more information)</p>	<p>Revisions to the Masterplan and finalising Delivery Plan</p>	<p>Council approval and final launch of Masterplan and Delivery Plan</p>

We want to hear your views to help us shape our vision for the future of Derby.

Have a look at the consultation document online available from 18 March 2015, at [www.derby.gov.uk/yourcityyoursay](http://www.derby.gov.uk/yourcityyoursay) or get a copy from the Council House Reception.

Send your comments online at [www.derby.gov.uk/yourcityyoursay](http://www.derby.gov.uk/yourcityyoursay) or return it in the Freepost envelope by 4 May 2015.

In addition to the drop in session please feel free to get in touch with the Regeneration Team to discuss the Masterplan.

For further information telephone: [01332 640349](tel:01332640349) or email: [regeneration.projects@derby.gov.uk](mailto:regeneration.projects@derby.gov.uk)

# Epilogue

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Derby, the UK's no.1 hi-tech city, is at the heart of the country's aerospace, rail and automotive sectors and home to an expanding network of advanced technology businesses and professional consultancies. Derby also has a thriving commercial office scene, and flourishing creative sector. Businesses are operating in international markets, and the city is widely known for its innovation and R&D. Derby's economic performance is amongst the strongest cities outside the South-East of the UK.

Derby has a unique offer for business and tourist visitors, which combines the industrial heritage embodied in the Silk Mill and Derwent Valley Mills World Heritage Site, a contemporary, thriving cultural and leisure scene and easy access to the beautiful landscapes and outdoor experience of the Peak District.

In this context, having a vibrant city centre is crucial in ensuring that the wealth created in Derby is retained here, encourages further investment and ultimately benefits Derby's residents, businesses and visitors. The ambitions contained in this Masterplan comprehensively describe how we can create and sustain an attractive, thriving and vibrant city centre.

Delivering the 15-year vision will reinforce Derby's position as a global city and UK capital for innovation, attracting international investment. The Masterplan will also boost Derby's role as a great place for visitors and a great base from which to explore the nearby Peak District delights.

The Derby Renaissance Board has been delighted to help shape this Masterplan and look forward to supporting the delivery of the vision and ambitions within.



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**David Williams** Chair, Derby Renaissance Board



Derby LIVE

In partnership with Derby Renaissance Board and Vibrant City Partnership