

# DERBY

## City Centre Regeneration Framework

January 2012



Derby City Council





An aerial view of Derby city centre





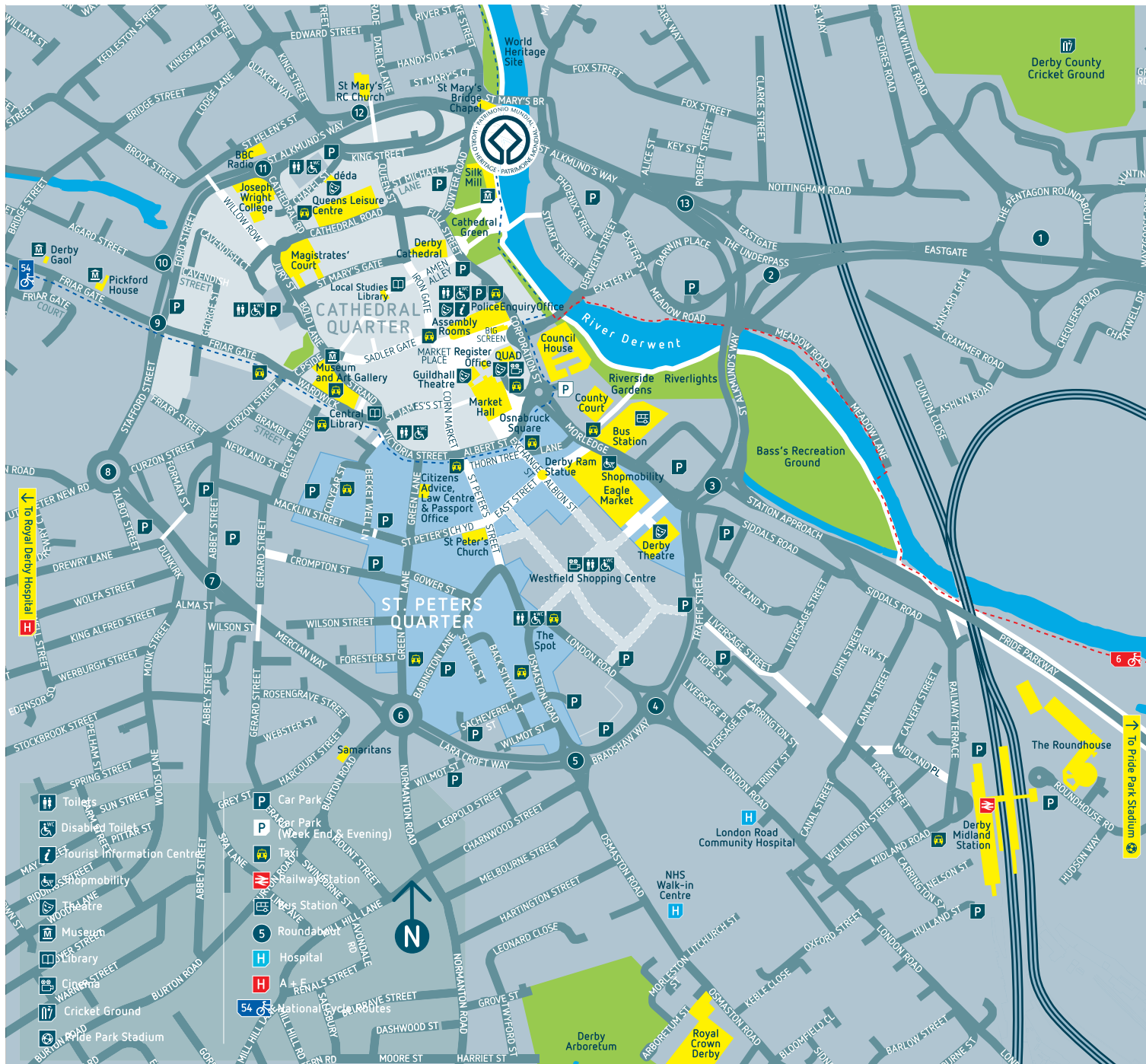
## Foreword

Derby city centre is the driver of Derby's economy and the heart of Derby's cultural life. The regeneration framework outlines an aspirational yet deliverable vision for investment in the city centre. This is Derby's answer to the current economic times, building upon the inherent strengths of history rooted in creativity and innovation in technology. The five themes of the framework capture a unique genetic code that will help create a distinct identity of Derby, based on ingenuity and enterprise.

The preparation of this regeneration framework is a step forward towards prosperity and well being of Derby's communities. It paves a path for inward investment by creating a vibrant city centre, a place for people to come together and a quality environment of cherished heritage that every resident is proud of.

**Councillor Philip Hickson**

**Leader, Derby City Council**



Map of Derby city centre

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# Introduction

Developing a vibrant and successful city centre is essential if Derby is to maintain and develop the city's position as the principal focus of economic and cultural activities. These activities are important to its role as a regional centre, a tourist destination and a leading city in the 21st Century.

The purpose of the Derby City Centre Regeneration Framework (CCRF) is to set out the key priorities to guide and co-ordinate investment in, and the future development of, Derby city centre. It builds upon the strong foundation of the success of the Derby Cityscape Masterplan to set out the general direction of development for Derby's city centre for the next fifteen years.

The CCRF has been informed by the recent consultation carried out by the Derby City and Neighbourhood Partnership and aligns its objectives and actions to meet the outcomes of the Derby Plan. The Derby Plan is the long term strategy for Derby setting out six high level outcomes, which partners in the city contribute to. The CCRF links closely with the two outcomes of 'A thriving, sustainable economy' and 'An active cultural life'.

The CCRF sets out an Action Plan which identifies a number of projects that will help to transform the city centre and are deliverable over the next five years.

## Purpose:

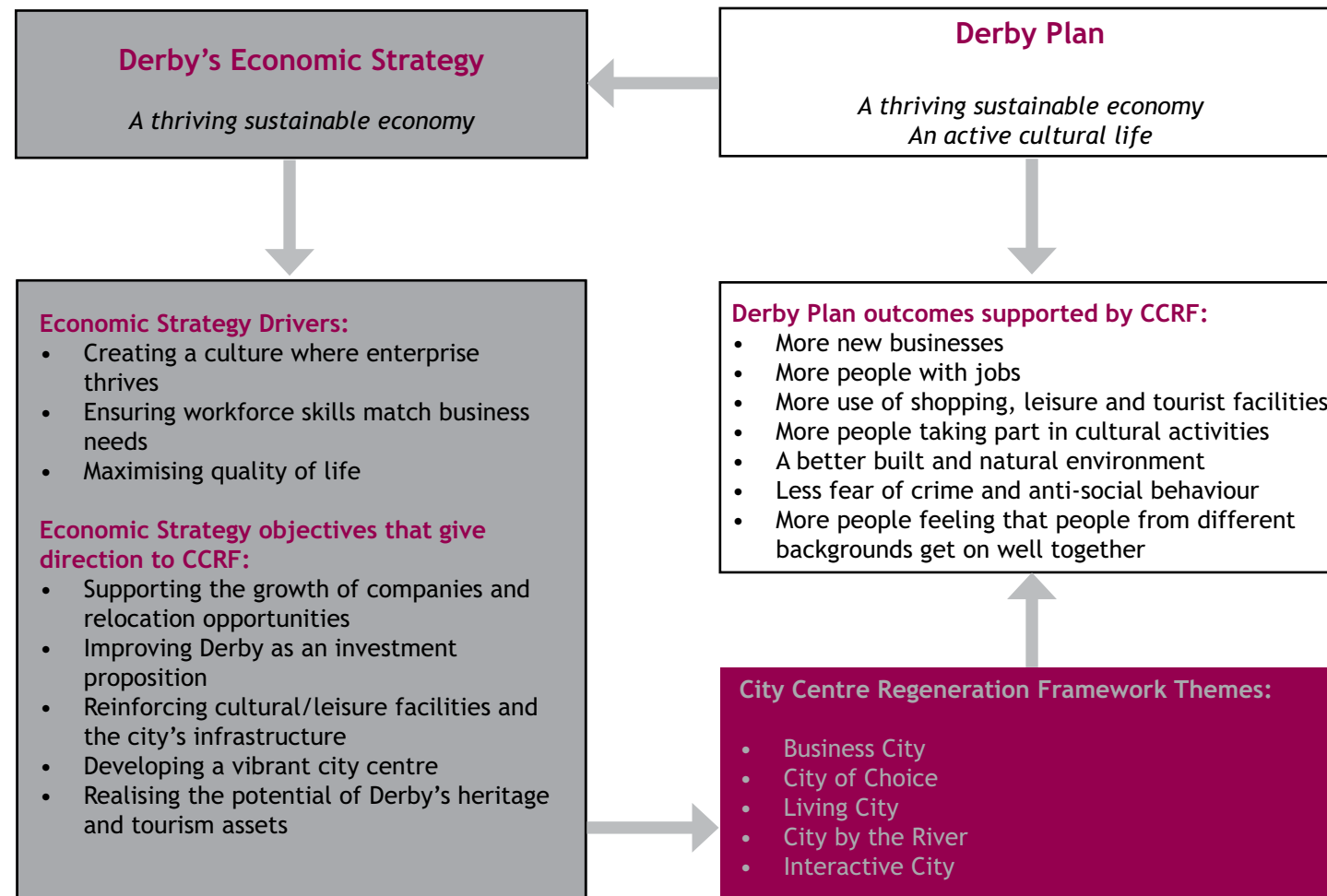
This document provides a framework to influence, guide and steer developments, promote regeneration and improve the built and natural environment of the city centre with a view to realising the economic and cultural potential of the city. It seeks to:

- demonstrate the Council's commitment to the regeneration of Derby city centre;
- increase confidence of developers and investors;
- provide a joined up approach to improving the quality of the built environment.

The City Centre Regeneration Framework is the culmination of a review of the following documents:

- Derby Cityscape Masterplan;
- Derby City Centre Public Realm Strategy;
- Derby's Public Art Strategy (in relation to the city centre).

The diagram below sets out how the outcomes of the CCRF support the Economic Strategy and the Derby Plan.



# Context:

## A. Local Strategic Policy

The City Centre Regeneration Framework has been developed from the Derby Cityscape Masterplan, Derby City Centre Public Realm Strategy and Derby's Public Art Strategy. It is informed by the recent public consultation carried out for the Derby Plan, Derby's Economic Strategy and the emerging Local Development Framework. Stakeholders' consultation was carried out during the preparation of the draft CCRF document.

The CCRF will also help to realise the objectives of the Council's Local Plan. The Local Plan was adopted as the Council's statutory development plan in 2006. Importantly it establishes a strategy to consolidate and enhance the role of the city centre as a centre of sub-regional importance by;

- promoting new investment to strengthen and integrate its retail, employment, leisure, cultural and residential functions;
- encouraging development which improves the quality of the physical environment and;
- improving access to, and accessibility within, the centre.

There are a range of policies to achieve these broad objectives, giving guidance on;

- the types of uses permitted within the defined shopping area;
- priority areas for improvement;
- parking standards and provision to encourage more sustainable travel, and;
- protecting the city centre's key environmental and heritage assets, including the World Heritage Site, four conservation areas and the River Derwent corridor.

Section 106 agreements are an important way of funding improvements to the city centre infrastructure. A Supplementary Planning Document (SPD) on Planning Obligations sets out the detailed standards that developers will be expected to adhere to.

Work is currently progressing on a 'Core Strategy'. This is due for completion in 2012 and will replace some of the existing Local Plan policies. In the longer term, it is anticipated that the Localism Bill will empower local residents and businesses to prepare 'Neighbourhood Plans'.

The Cultural Strategy for Derby, Local Transport Plan, as well as progress on the emerging Leisure Strategy, Lower Derwent Flood Risk Management Strategy, Visitor Economy Strategy, Tall Building Strategy, Derby City Evening and Night Time Economy Delivery Plan, Economic Development Plan for the Derwent Valley Mills World Heritage Sites and the Museums Transformation Programme have been taken into account in the preparation of the CCRF.

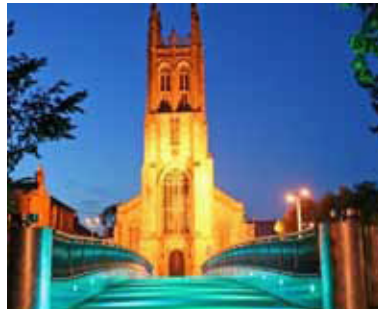
The CCRF is expected to be approved as material planning consideration for the determination of planning applications.



## B. Achievements

### Achievements in the last five years:

- Approximately £50 million has been spent on public realm and highways enhancement
- 470 hotel rooms delivered or applications approved
- 400 homes delivered
- Approximately 93000 sq mts office space planning consent achieved
- 68000 sq mts of retail delivered through Westfield
- 64 historic shop-fronts restored through the Shopfront and Building repair Scheme



# Issues and Opportunities

Along with the local and national strategies mentioned on previous pages, the following reports have contributed to the production of the City Centre Regeneration Framework:

- Shifting Gears Report (Centre for Cities, October 2010)
- Agenda for Growth (Centre for Cities, December 2010)
- Planes, Trains and Automobiles report (URS, January 2010)
- Update on Employment Sites and Availability for Derby Cityscape (Innes England, June 2009)
- Quality City Quality Opportunities (CACI, 2009)
- Derby Retail Capacity Study (Roger Tym, 2009)

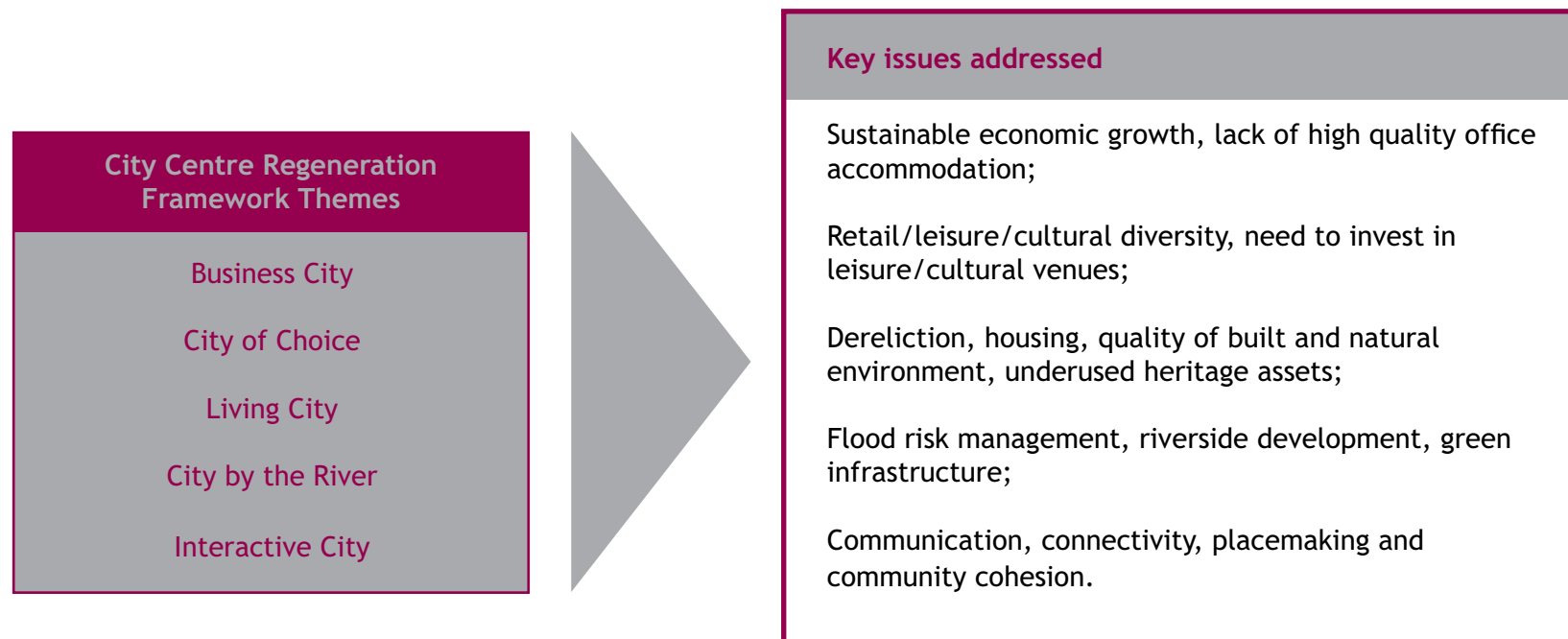
In addition to the issues and opportunities identified in these reports, the consultation with stakeholders including developers, property agents, businesses and delivery partners also highlighted a series of issues that the city centre is facing today. It also identified the strengths, opportunities and future threats that the proposed framework should focus on. The most repeatedly highlighted issues and opportunities in the consultation process were:



- Lack of high quality offices;
- Lack of diversity and choice for leisure and retail;
- Lack of investment in cultural venues;
- Dereliction, particularly in St Peter's Quarter;
- Edge of centre issues - poor housing and the impact of anti-social behaviour;
- Lack of legible gateways to the city centre;
- Need to review the future approach to car parking;
- Need to improve connectivity between the city centre and the edge of centre areas;
- Potential to improve quality of new and old buildings and open spaces;
- Range of good quality and energy efficient housing in and around the city centre;
- Under-utilised riverside/managing flood risk;
- Enhancing heritage assets for regeneration benefits;
- Capitalising on Westfield and Cathedral Quarter;
- Opportunity for events, exciting public realm and public art;
- The Market Place ... An under-valued gem!

# Key Themes

To address the issues identified through the consultation process, five key themes have been developed to help prioritise actions to deliver the outcomes of the City Centre Regeneration Framework.







# Business City

To support Derby city centre as a thriving economic centre by creating a quality business environment through exploiting development opportunities.

## Objectives:

- Promote quality office development opportunities;
- Improve key gateway sites to the city with high quality architecture and public realm improvements;
- Capitalise on the completion of 'Connecting Derby' to address residual transport issues, such as the future balance of car parking provision and connectivity between the city centre and edge of centre areas;
- Pursue opportunities to support low carbon economy by adopting sustainable approach in new or retrofit commercial projects.



# City of Choice

To establish Derby city centre as a cultural destination by reinforcing and diversifying its cultural, leisure and retail offer.

## Objectives:

- Maximise the regeneration benefits of the Council's investment in developing a new Olympic size indoor swimming pool in the city centre;
- Develop a forward plan for new cultural buildings and outdoor events spaces, including a new performing arts venue;
- Reinforce cultural/leisure venues with supporting uses and infrastructure (e.g. cafes/restaurants, shops, public realm etc);
- Work with the Business Improvement Districts (BIDs) to improve infrastructure to support the diversity of uses and promote both day and night time economy within the city centre.





# Living City

To improve Derby city centre as a place to live and work by improving the quality of the built environment, creating quality housing opportunities and addressing dereliction.

## Objectives:

- Establish a mechanism to strengthen quality in every aspect of placemaking and reinforce distinctiveness through architecture, public realm and public art;
- Pursue the development of Castleward Urban Village to promote edge of centre living;
- Enhance key heritage assets which have the greatest potential for positive impact on the townscape character and vitality of the city centre;
- Prepare a deliverable action plan for the Becket Well area in conjunction with the local community.



# City by the River

To maximise the potential of the riverside by bringing the river back into the heart of the city centre.

## Objectives:

- Promote riverside developments where appropriate;
- Seek investment in flood infrastructure projects;
- Creatively incorporate the flood defences into regeneration projects including green infrastructure, public realm design and buildings;
- Promote the use of the river and river corridor as part of the leisure infrastructure, improve safety and establish the river as a key connecting route within the city.





# Interactive City

To promote interaction between people and businesses within the city centre by creating a high quality well connected environment.

## Objectives:

- Implement improvements to key public open spaces and streets to create places for people to meet, dwell and interact;
- Improve and enhance links between the city centre and the edge of centre areas;
- Explore innovative ways to engage with communities and provide opportunities for them to interact with their environment;
- Work with Business Improvement Districts and local residents in carrying out holistic improvements in quality, promotion and management of key places within the city centre.



# Development Framework

This City Centre Regeneration Framework has been prepared to develop and improve the built environment as a whole including the buildings, and the spaces between and around them. This is considered an important aspect of delivering the Economic Strategy's objective of 'developing a vibrant city centre'. The framework has been informed by the analysis of:

- the strategic local and national planning policy context;
- constraints and designations;
- responses from the stakeholders' consultation process;
- feedback and lessons learnt from the previous masterplan and relevant strategy documents;
- design audit of the city centre.

A series of plans are prepared which draw out a generic development framework for regeneration projects in the city centre. These plans identify:

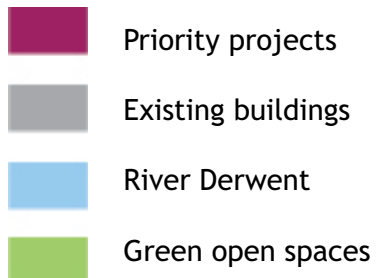
- A. Priority Projects;
- B. Investment Opportunities;
- C. Gateways, Nodes and Pedestrian connectivity;
- D. Landmarks, Key views and Active frontages;
- E. Public realm and Public art;
- F. Heritage and Sustainability;
- G. Design and Development Principles.

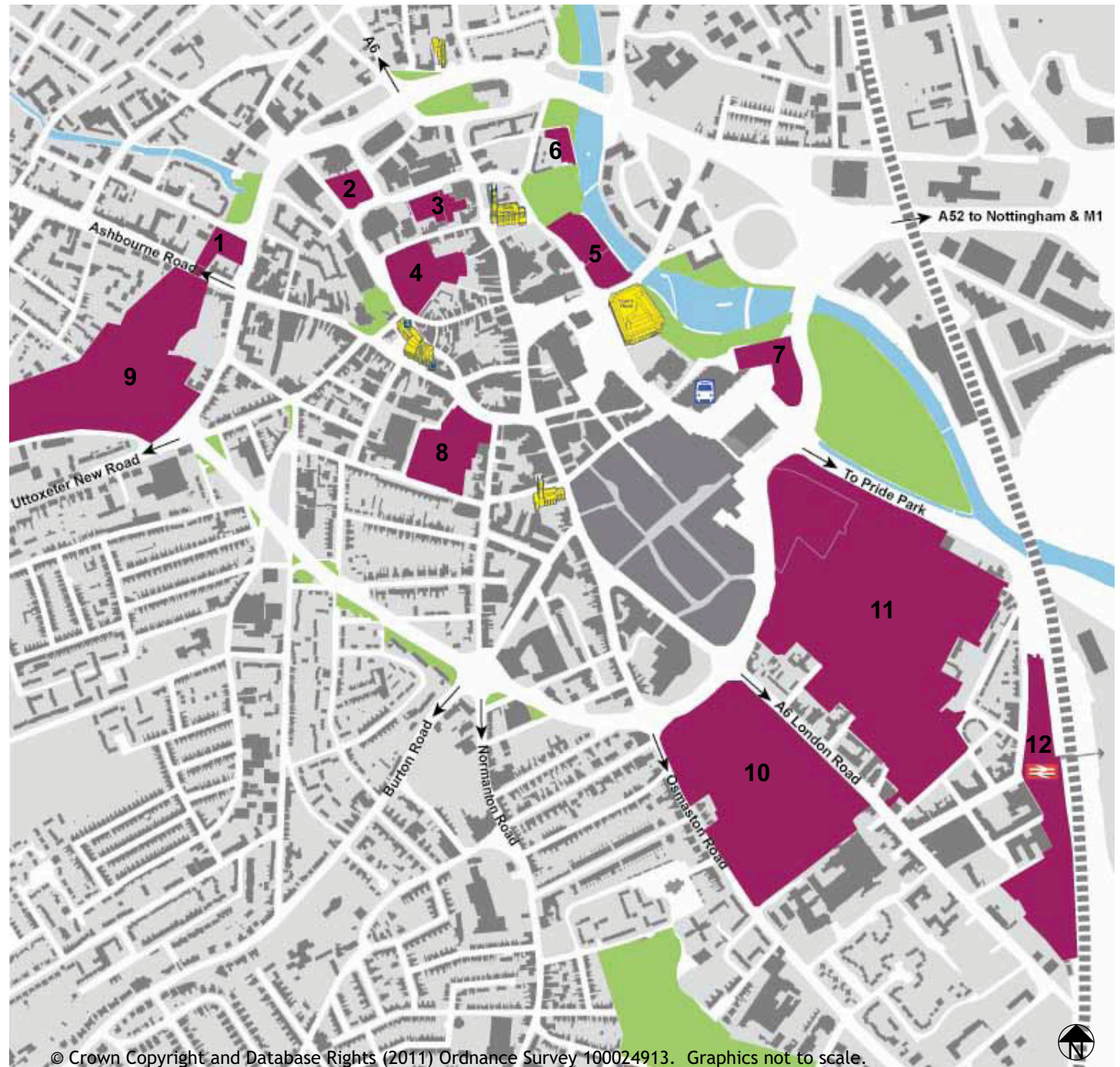
The CCRF lays out a vision for the long term development of Derby city centre and identifies development opportunities for the next fifteen years. To be able to focus on key strategic projects in the short term, an Action Plan for the next five years has been proposed (see Appendix A). It is intended to refresh the Action Plan for the CCRF every year. Delivery plans for these strategic projects will be prepared, working with the delivery partners.

## A. Priority Projects

**Priority projects** are the 'top twelve' emerging projects (not in any priority order) that are anticipated to start within the next five years. These projects include:

- Major strategic sites with identified developers;
- Large scale site with planning permission granted;
- Key projects with significant regeneration benefits;
- Proposals under consideration for the Regeneration Fund;
- Strategic priorities for Derby City Council in terms of location, size, benefits and problem solving.

- 
- Priority projects
  - Existing buildings
  - River Derwent
  - Green open spaces







### Friar Gate Square

Planning permission granted for commercial development (9,500 sq mts offices + 500 sq mts retail).  
Developer: Lowbridge



### City Gate House

Planning permission granted for commercial development (7700 sq mts offices + 350 sq mts retail).  
Developer: Cedar House



### Central Square (Cathedral Road site)

Planning permission granted for commercial development (4,707 sq mts offices).  
Developer: Bolsterstone  
**St Mary's Gate:** Commercial development (500 sq mts offices)  
Developer: Clowes



### Sadler Square

Planning permission granted for commercial led mixed use development.  
Potential location for the proposed Cathedral Quarter Enterprise Centre.  
Developer: To be appointed



### No.1 Cathedral Green

(Former Magistrate's Court site)  
Planning permission granted for commercial led mixed use development on heritage site (6,100 sq mts offices).  
Developer: Wilson Boden



### Silk Mill

Enhancement of the Silk Mill is planned under the Museums Transformation Programme to develop this southern gateways to the Derwent Valley Mills World Heritage Site as a major visitor attraction.



### Riverlights Phase 2

Planning permission granted for mixed use development including residential (140 apartments), leisure and commercial uses.  
Potential location for indoor swimming pool.  
Developer: Riverlights



### Becket Well

(former Debenhams site + Duckworth Square)  
Mixed use development  
DCC to prepare option appraisal.



### Friar Gate Goods Yard

Planning application submitted for mixed use development for residential and commercial uses, plus retail (12,500 sq mts) development on a historic site.  
Developer: Clowes



### Nightingale Quarter

(Former DRI site)  
Planning application submitted for mixed use development.  
Potential location for the indoor swimming pool.  
Developer: DRI Hospital Trust



### Castleward

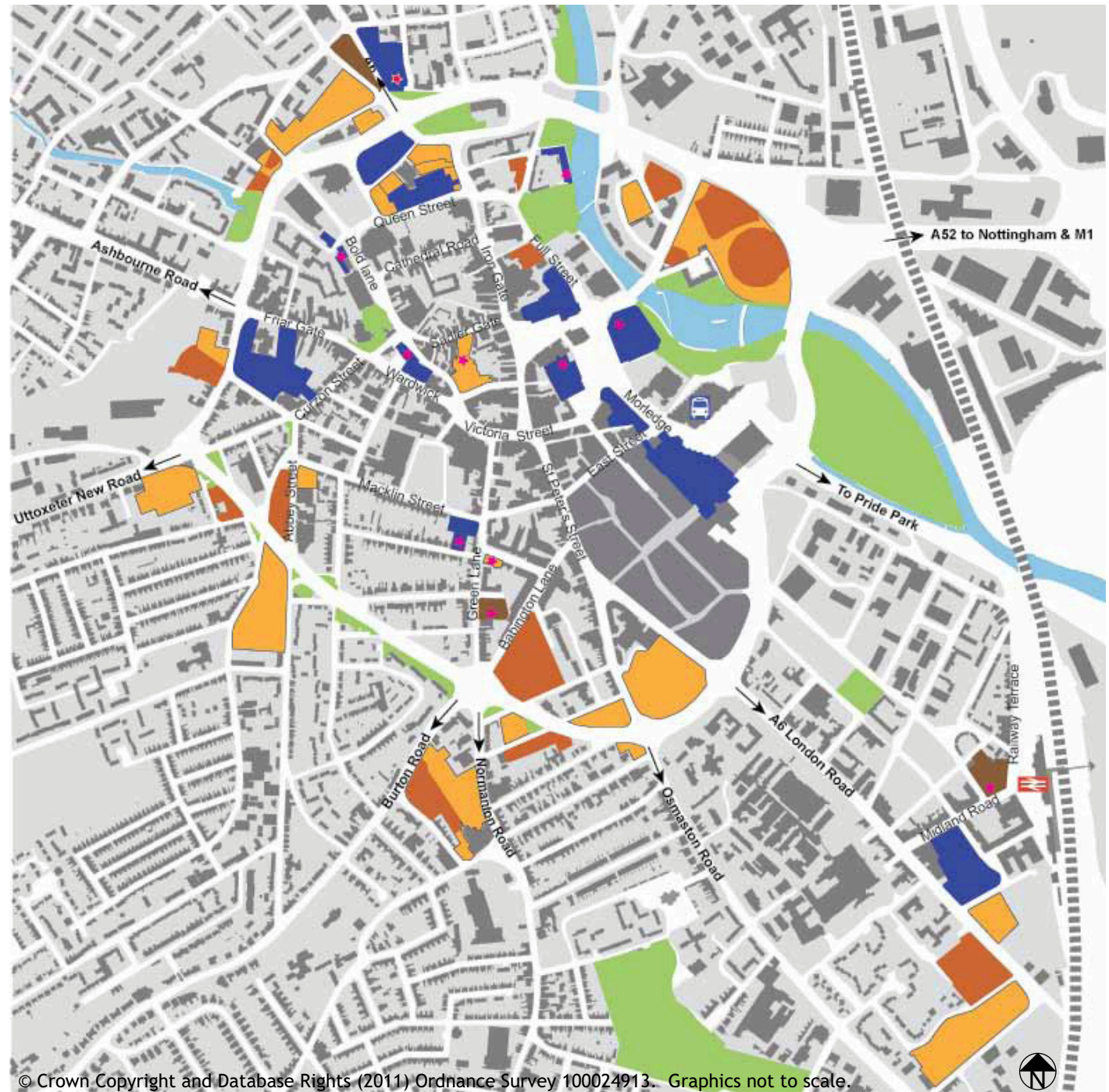
Mixed use urban village (circa 800 homes)  
Developer partner: Compendium Living  
**North Castleward (One Derby)**  
Commercial development (50,000 sq mts offices + 600 sq mts retail + 104 bed hotel)  
Developer: Norseman



### Railway Station










A masterplan is in place for the regeneration of this area. The first phase of work to improve the platforms and the refurbishment of a disused office building is now complete. Improvement work on the transport interchange is due to start soon.

## B. Investment Opportunities



**Note:** The development schedule in Appendix B provides more detailed information for each site including site location, landowners, area, planning history and constraints.



-  Existing buildings
-  River Derwent
-  Green open spaces
-  Derelict or vacant land or buildings in strategic locations with the potential to deliver regeneration benefits
-  Sites ready for development with consented planning applications
-  Sites with owners or developers who have come forward with interest in development OR where pre-application discussions are in progress
-  Surface car park sites (under review for car parking strategy)
-  Sites in strategic locations which will be vacant in the near future OR in need of significant investment to sustain its uses
-  Selected heritage assets in key locations with great impact on townscape character and potential for investment to deliver regeneration benefits.

### Potential for future development:

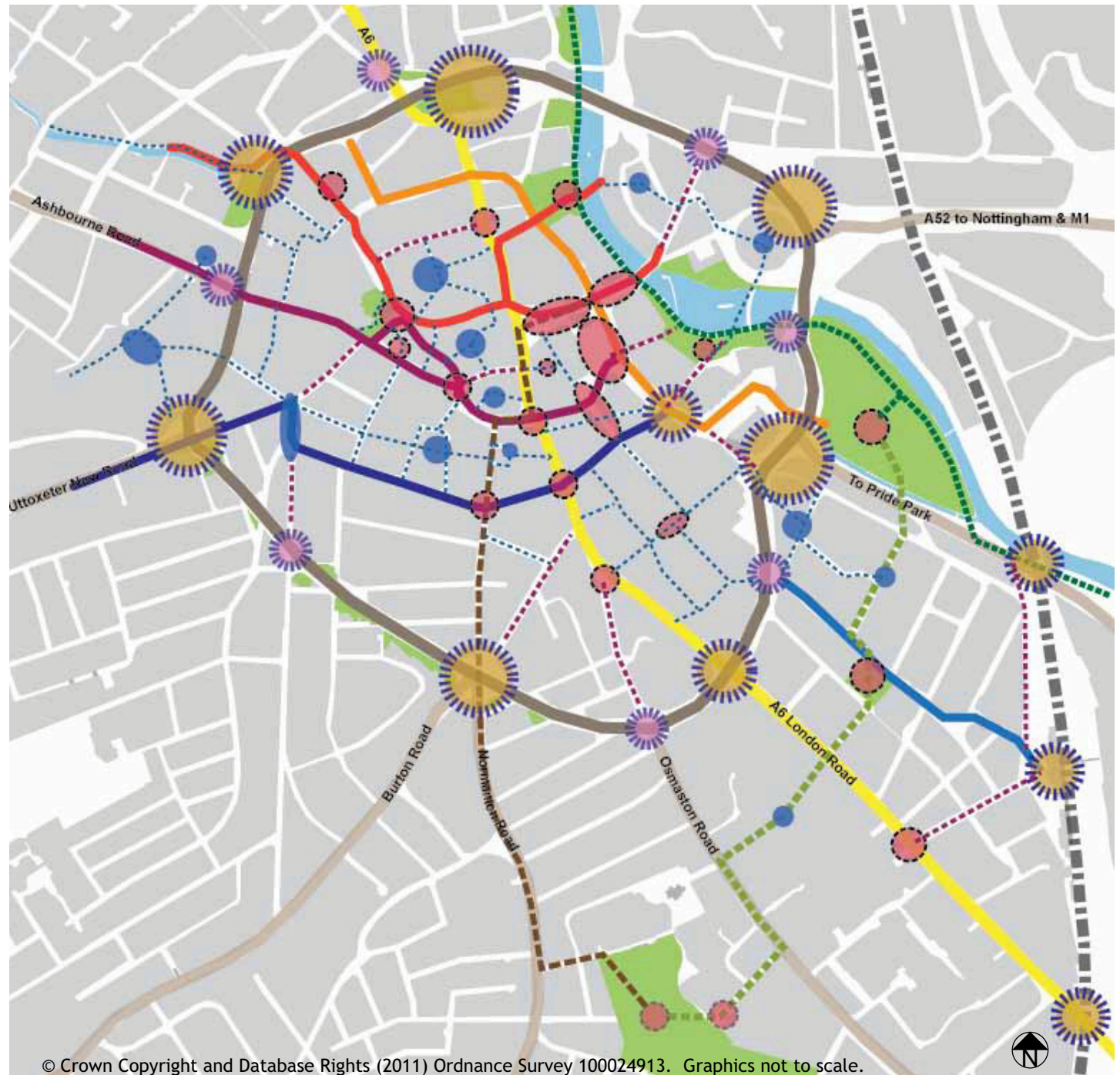
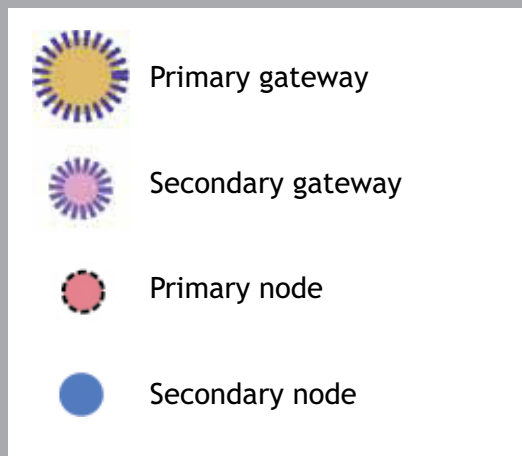
This plan identifies further potential investment opportunities, in addition to the previously identified priority projects across the city centre. While any direct DCC involvement in bringing forward these sites is not envisaged in the immediate future, it is acknowledged that developing these sites could deliver regeneration benefits and could have a significant impact on improving the townscape character.













A continuing dialogue with owners and agents of these sites will be encouraged to identify any future funding opportunities or potential occupiers to attract inward investment and facilitate private sector led regeneration in the city centre.

### Note:

The development schedule in Appendix B provides more detailed information for each site including site location, landowners, area, planning history and constraints.

## C. Gateways, Nodes and Pedestrian connectivity



	Historic North-South axis, retail axis linking Westfield and Cathedral Quarter
	Events route between the Cathedral Green and Bass' Recreation Ground, connecting link for key civic buildings such as the Silk Mill, Derby Cathedral, Council House, Magistrate's Court and Bus Station
	Mostly pedestrian route connecting Derby College, Sadler Gate - Iron Gate retail area, Market Place, Derby Cathedral, Cathedral Green and the Riverside path, part of the exploratory retail circuit
	Historic East - West route, Evening Economy route connecting Riverlights and Friar Gate through Victoria Street, part of the exploratory shopping circuit
	East - West link connecting key priority projects such as the Bus Station, Becket Well and Friar Gate Goods Yard
	Key pedestrian link between the city centre and the railway station through Castleward Urban Village
	Inner ring road
	Events and procession route connecting Normanton to the city centre through Green Lane, potential 'cultural link' with the multi-ethnic edge of the centre area
	Proposed 'green link' connecting Arboretum and Bass's Recreation Ground through the newly proposed residential areas of Castleward and DRI
	Riverside path connecting Darley Park, Silk Mill, Bus Station, Bass's Recreation Ground and the Roundhouse
	Secondary connections
	Tertiary links

## Design & Development Principles

### Gateways:

Reinforcing gateways is crucial to increase 'legibility' of the city centre. Wider gateway zones should be considered as one place. Every facet of a major gateway could contribute to the overall function of the place as a pointer/marker to the city centre.

### Nodes:

Nodes are crucial to the functioning of the city centre as a 'place'. Enhancement of these places should be carried out considering the quality, promotion and management in a holistic way.

### Pedestrian Connectivity:

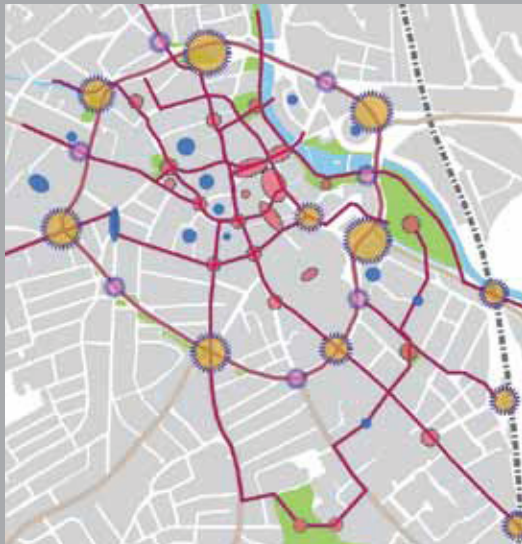
Successful development depends on good access and connections. A permeable pedestrian movement framework created through a hierarchy of streets should help to develop an accessible and well-connected city centre.






General principles to consider are:

- Enhance the existing connections
- Break the boundaries/barriers to increase 'walkability'
- Regard for the streets as places
- Achieve a balance between vehicular and pedestrian accessibility
- Implement open space and street enhancement projects to gain regeneration benefits

## Design & Development Principles

Gateways + Existing nodes + Key connections



-  Primary gateways
-  Secondary gateways
-  Primary nodes
-  Secondary nodes
-  Primary connections

### Gateways:

- Key arrival points to the city such as the bus station and railway station;
- Junctions of major arterial routes and the inner ring road;
- Key entry points in and out of the city centre;
- Threshold points marked by the change in scale, landuse, character and density;
- Vantage points in topography that are visible from strategic routes and locations;
- Potential locations for tall buildings, landmark structures or artworks;
- Views from these locations should be enhanced to draw people into the city centre.

### Nodes:

- Key junctions where primary connections converge;
- Meeting places or pause points on pedestrian movement network;
- A square, a court, an entrance to an open space, an enhanced corner, a gathering point;
- Distinctive 'places', local landmark structures in public spaces, 'outdoor rooms' in character;
- Public or semi-private spaces defined by enclosure of built or natural form;
- Open spaces proposed within new developments;
- The provision of nodes in new developments and their connection to the movement network through tertiary links is important for the effective functioning fo the city centre.

### Pedestrian Connectivity:

#### Primary connections:

- Key streets carrying a high degree of pedestrian and vehicular flow;
- Connections between major gateways, civic buildings or key regeneration projects;
- Historic routes, procession and event routes, major vehicular routes such as the ring road;
- Streets with wide enclosure, flanked by taller buildings with enhanced architectural features.

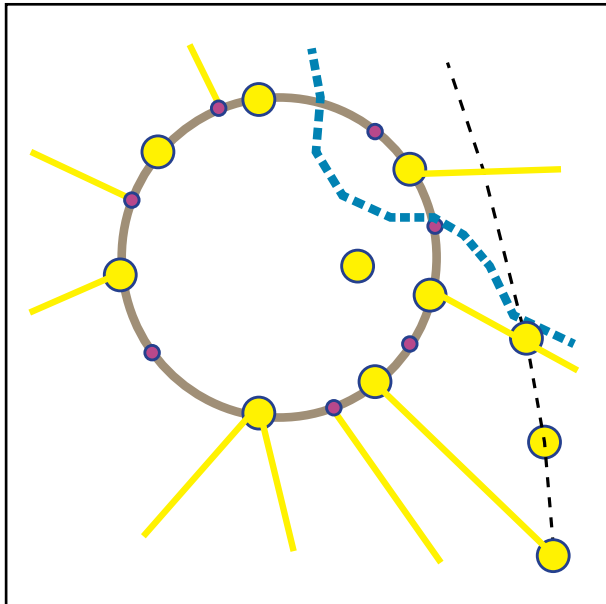
#### Secondary connections:

- Streets with a medium level of pedestrian and vehicular flow;
- Key links that connect the gateways to the primary connections' network and nodes.

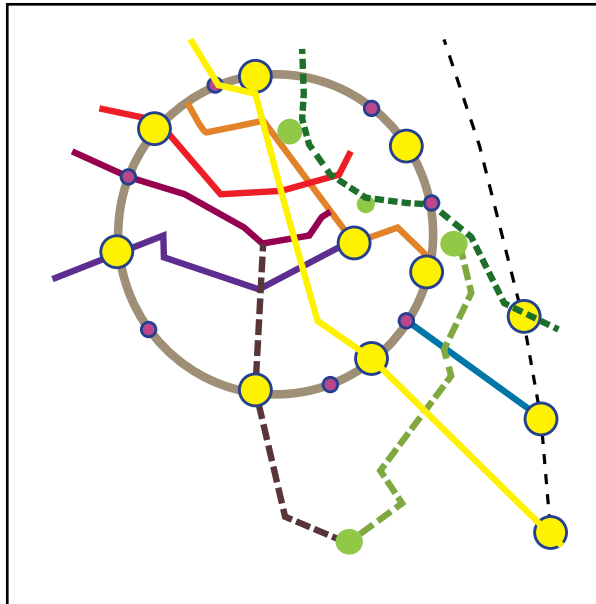
#### Tertiary links:

- Narrow streets, mostly pedestrian or semi-private streets;
- Routes connecting the existing courtyard spaces and nodes to the secondary or primary streets;
- Vital connections to complete the network of cross-connections with maximum permeability.

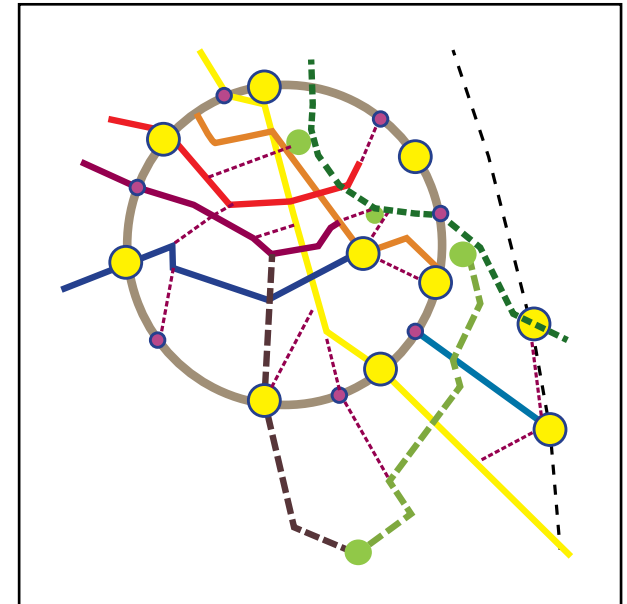




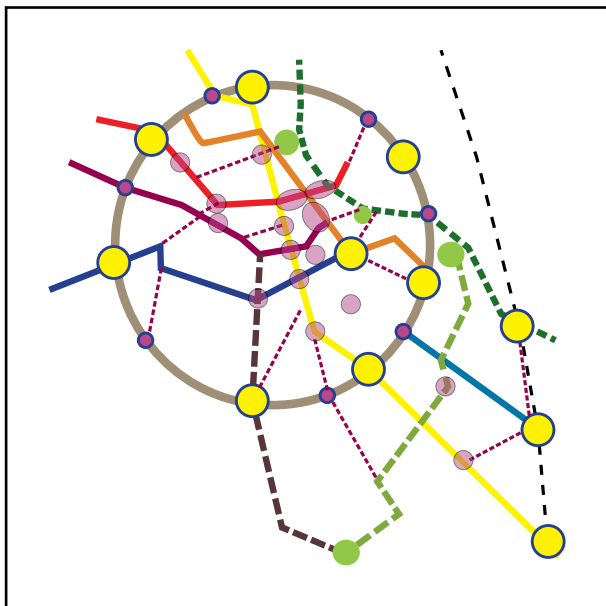
Junctions of key arterial routes and major arrival points are marked as 'gateways'



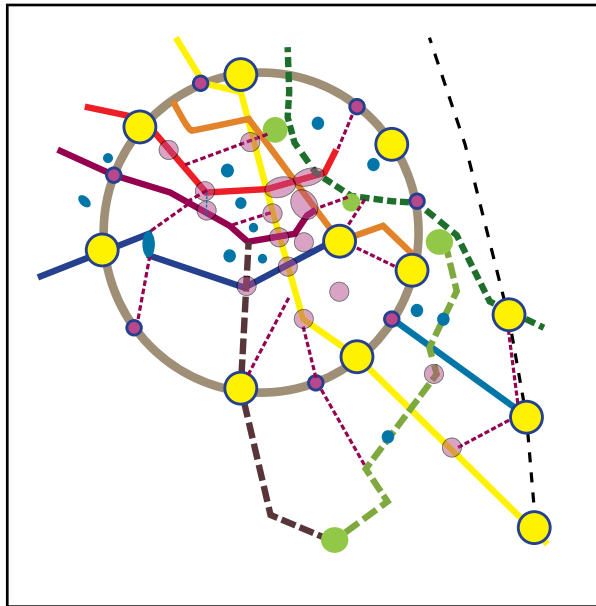
Key primary connections through the city centre connecting major gateways



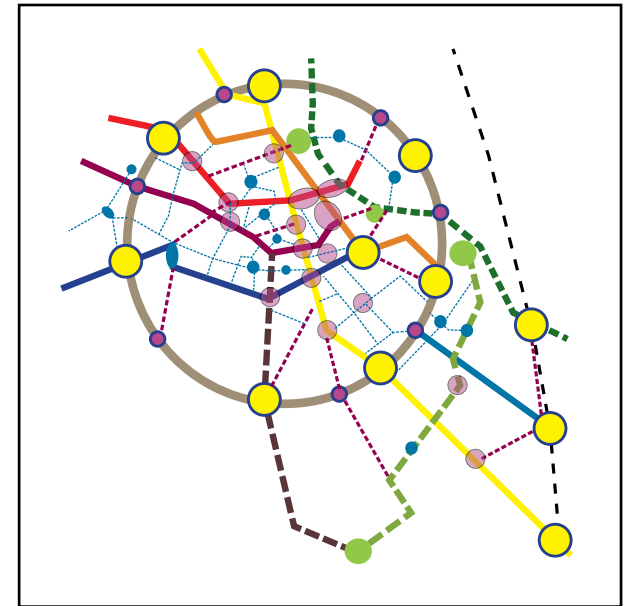
Secondary connections complete the gaps to connect the gateways to the movement network



Nodes are created where primary and secondary connections converge

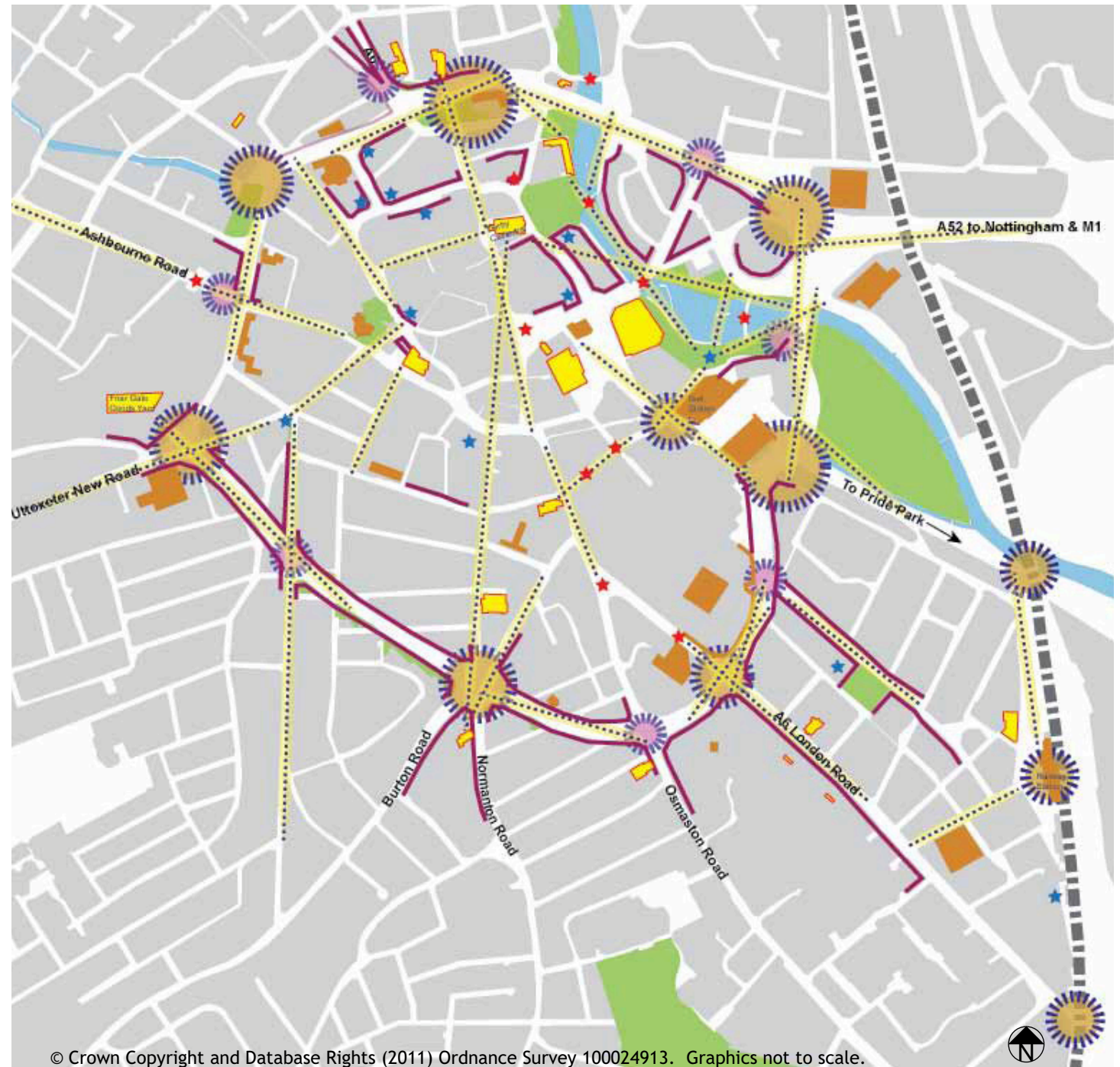
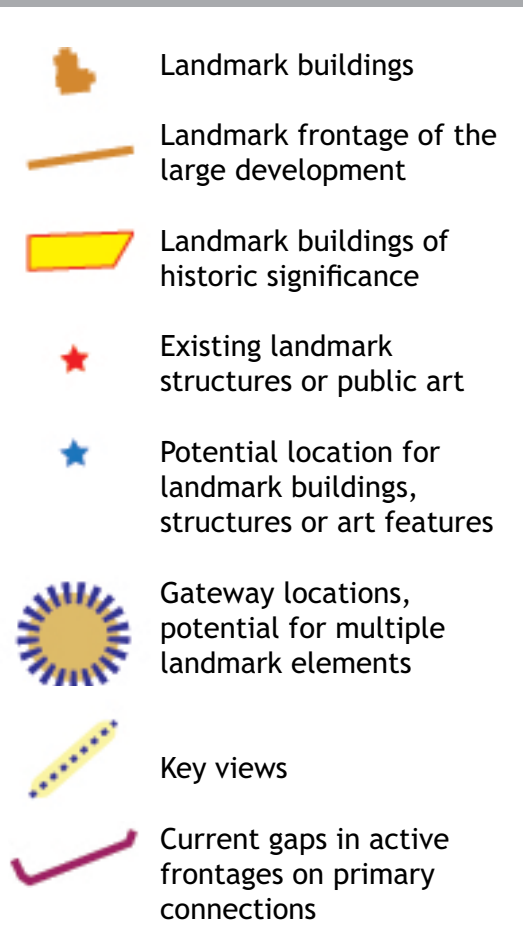


Semi-private courts and proposed open spaces within new development are potential new nodes



Tertiary links connect the existing and proposed nodes to the key connections and create a permeable network

## D. Landmarks, Key views, and Active frontages



**Active frontages** are locations with opportunities to create:

- Buildings fronting on to main streets, open spaces and key nodes;
- Positive interface of buildings with the streets;
- Facades contributing to the natural surveillance of the street with appropriate fenestrations;
- Buildings with front doors on the street contributing to street activity and vitality;
- Buildings occupied with appropriate land-uses that generate more footfall on the street;
- Elements contributing to the continuity of the street frontages such as tree planting, boundary treatments and public art works.

**Landmark structures** are buildings, structures or public art works that are:

- Visible from long distance making it easy to navigate around;
- Easily identifiable features in the skyline;
- Distinctive elements in the townscape;
- Framing long and short distance views;
- Focus of views from strategic locations;
- Tall buildings/structures with enhanced architectural features.

**Key views:**

- Views apparent in both pedestrian and vehicular movement, looking to and from high points in topography, from gateway locations and to landmark structures;
- Locations at the end of of these viewlines create key focal points and should be marked/enhanced by appropriate landmark structures;
- Opportunities to frame these views by built form, street enclosure or landmark structures should be explored.

Gateways + key connections



Primary gateways



Secondary gateways



Primary connections



## E. Public realm and Public art

### 1. Riverside Gardens and Path

Improvements to make the river more accessible, increase safety along this key pedestrian path and enhance the completion of Riverlights and Council House

### 2. Corporation Street, and Derwent Street

Public realm improvements to create a new civic space to complement the improvements to the Council House

### 3. St Peter's Place

Proposed public realm improvements in partnership with the proposed St Peter's Quarter BID and key landowners

### 4. Castleward Boulevard

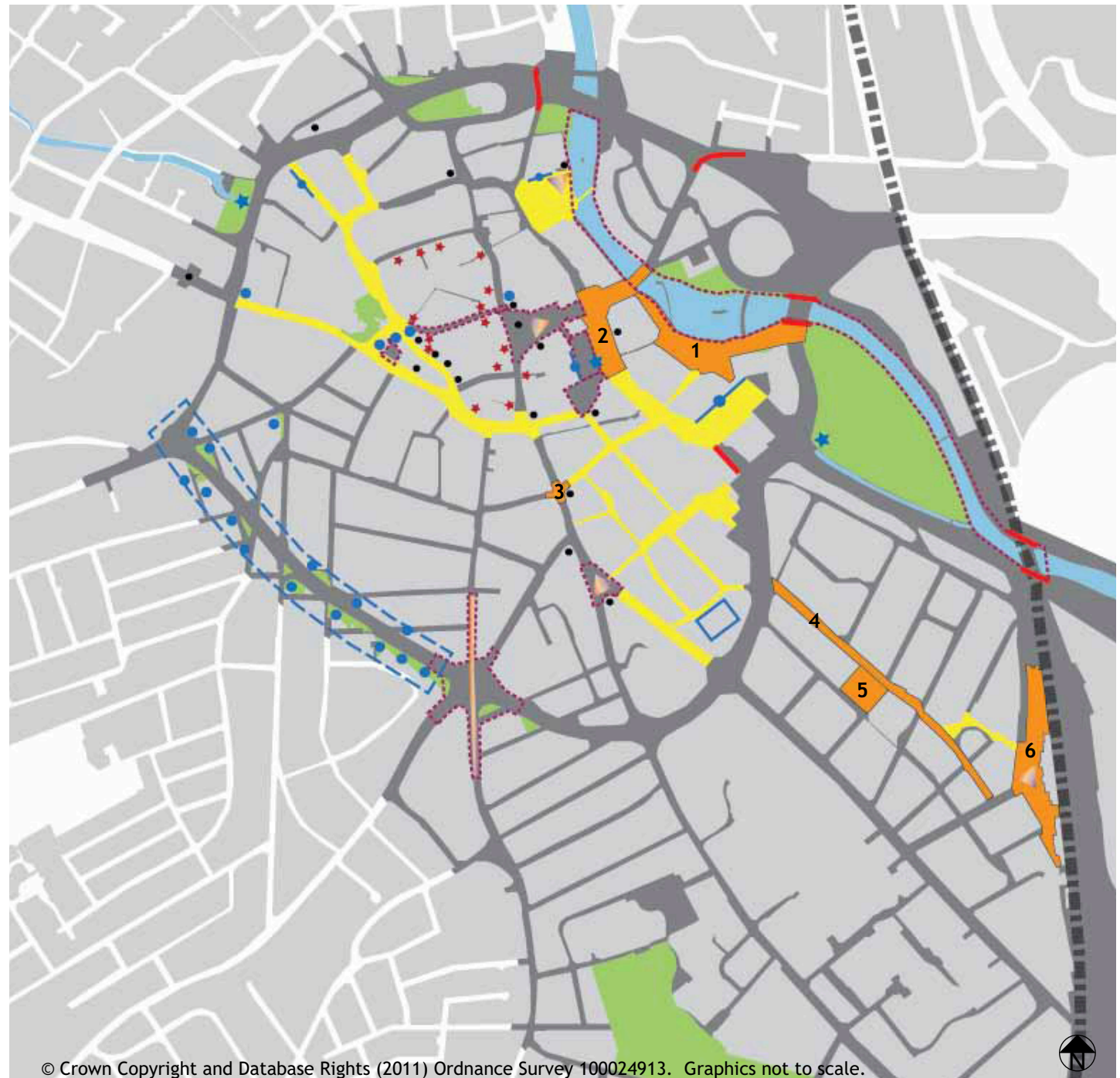
Proposed improvements as part of the proposed Castleward development in partnership with Compendium Living

### 5. Open space off Castleward Boulevard


Enhancement to open space as part of the Castleward development in partnership with Compendium Living


### 6. Railway Station Forecourt

Public realm improvements to new transport interchange being developed in partnership with Network Rail and East Midlands Trains




## Public realm:


 Streets and open spaces where enhancement projects have been completed in the last five years


 Public realm enhancement projects with the design process underway and could potentially start within the next two years


 Potential locations for the next phase of enhancement (concept briefs attached in Appendix C)


## Public art: (concept briefs attached in Appendix C)


 **Surprising Yards:** Opportunity to create artworks to enhance the threshold points on tertiary links leading to semi-private courtyard spaces and making them safer and more accessible


 **Blank Canvasses (City Centre):** Blank elevations of buildings that can be treated as canvases to display artworks or pin-up boards to convey information on events, history or the significance of 'place'

 **Blank Canvasses (Connecting Derby):** Blank facades or truncated ends of buildings that are exposed following the completion of 'Connecting Derby', creating an opportunity to work with communities from the respective streets and artists identified by QUAD

 **Cultural Thread (Silk Road):** Public art intervention to accommodate events involving communities in Normanton and Green Lane

 **SmArt Inter-Action (Active Spaces):** Locations for exploring opportunities for using digital technology to create interactive art works

 **Tunnel Lighting:** Creative lighting opportunities to enhance the underground pedestrian paths and increase safety

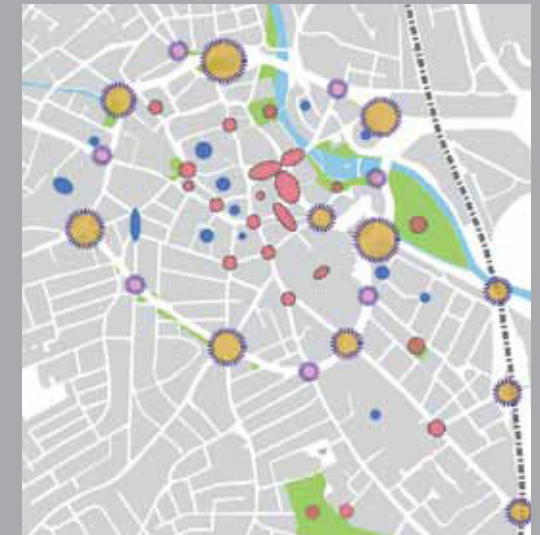
 **Making Visible the Invisible (Hidden River):** Public artworks marking the underground brook/culvert

 **Creative Lighting:** Opportunity to enhance historic buildings and landmark structures

**Note:** Projects in Appendix C will be developed in detail with an identified delivery partner and in response to appropriate funding opportunities.

## Design & Development Principles

Gateways + existing and proposed nodes



Primary gateways



Secondary gateways



Primary nodes

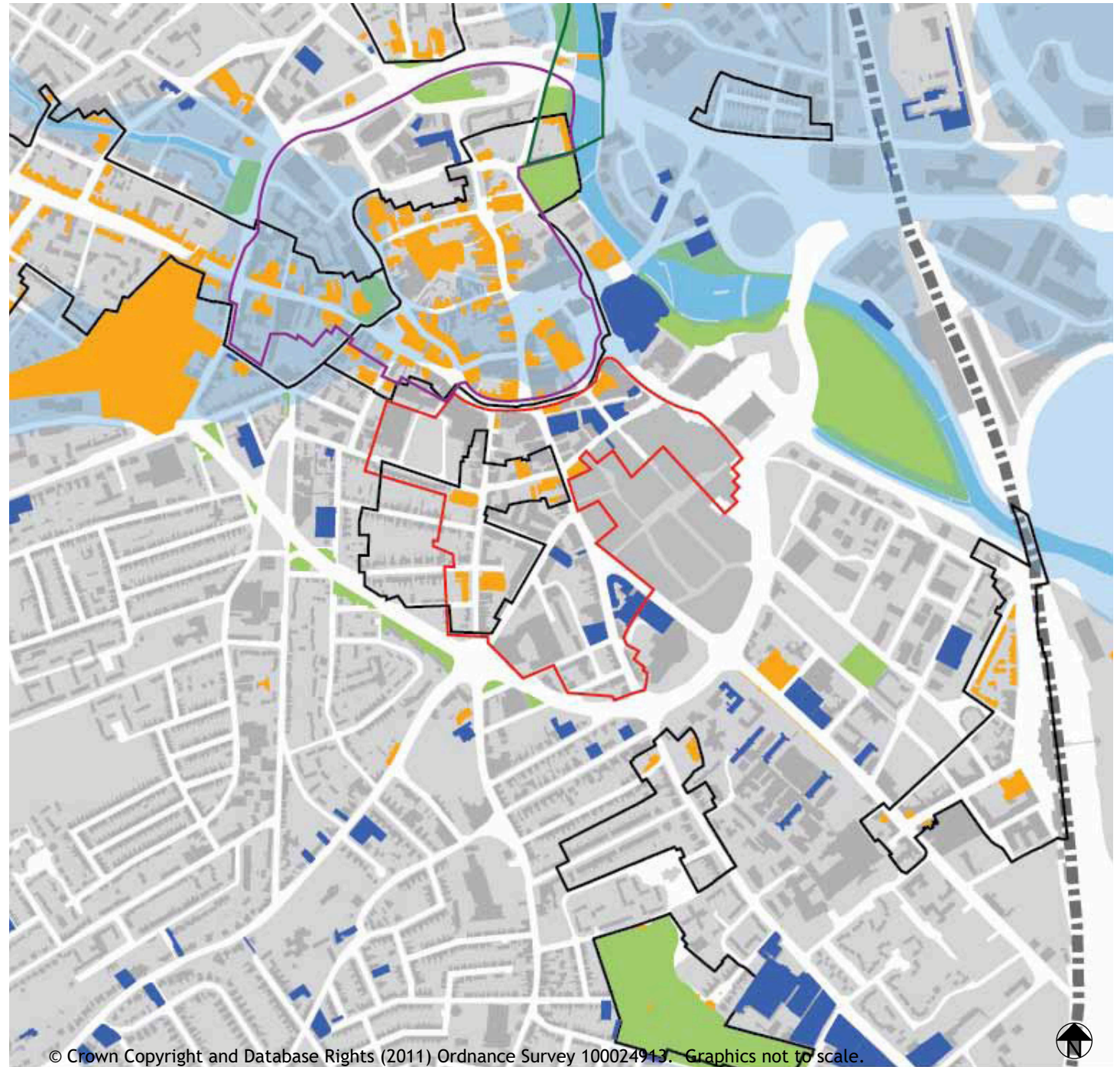
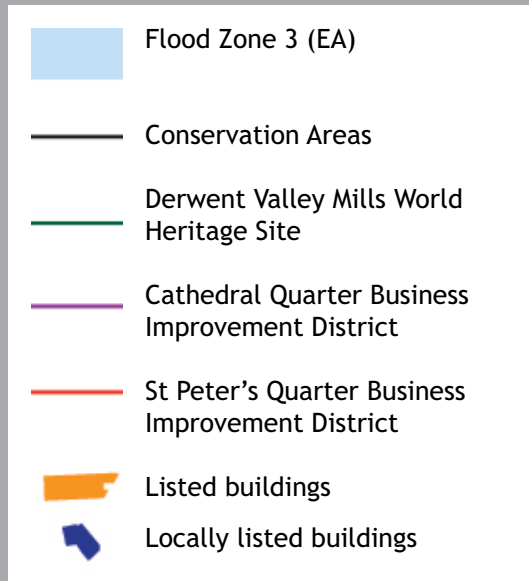


Secondary nodes



## F. Heritage and Sustainability

**Note:** Key designations within the city centre are marked here. For more detailed information please refer to Appendix D.





Heritage enhancement and sustainability (environmental, economical, social and cultural) are at the heart of the Key Themes and Actions proposed in the City Centre Regeneration Framework (CCRF). Any development within the CCRF area will be expected to respect the designations of the World heritage Site, Statutory Listed Buildings, Conservation Areas, Locally Listed Buildings, areas of archaeological potential and the Blue Corridor Masterplan along with the Local Transport Plan and other relevant Local Plan policies.

### Heritage:

Heritage assets and good design bring tangible economic and regeneration benefits to the city centre and the preservation and enhancement of heritage assets and high quality sensitive design are integral to any future development in this area. The key actions proposed in the CCRF will enhance the heritage assets and Conservation Areas by:

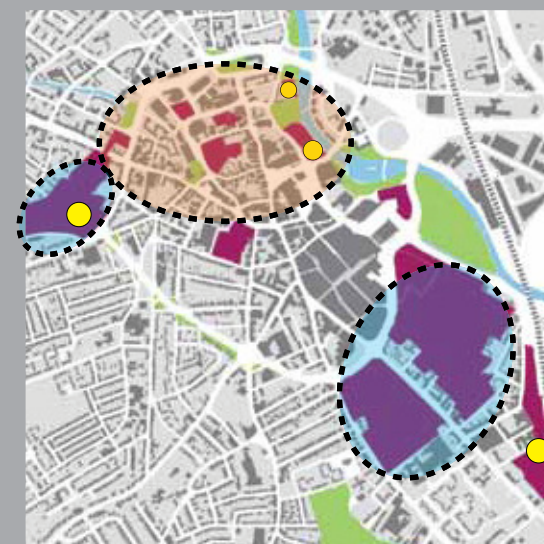
- Promoting high quality commercial office schemes in the historic core of the city will increase the footfall in the Cathedral Quarter and contribute towards enhancement of the conservation areas;
- Regenerating key heritage sites such as the Silk Mill, former Magistrates' Court and Friar Gate Goods Yard;
- Promoting sympathetic and integrated development of the edge of centre residential areas such as Castleward Urban Village and Nightingale Quarter, on the edge of Conservation Areas;
- Raising the quality of the surrounding environment by promoting high quality developments as well as public realm and public art projects;
- Continuing the shop front enhancement and building repair scheme which focuses on reinstatement of lost architectural features including shop fronts and building repairs;
- Supporting the Townscape Heritage Initiative bid and the Heritage Lottery Fund bids for projects where appropriate to fund projects enhancing heritage interests.




### Sustainability:

The following approach to CCRF will help reinforce sustainability in every aspect of the development:

- In response to existing flood risk and the challenge of climate change, all new developments will need to consider the flood zones and the areas associated with the Lower Derwent Flood Risk Strategy;
- The pedestrian paths and cycle paths within the city centre will be promoted and enhanced through public realm projects to encourage people to reduce the use of cars e.g. riverside path;
- Enhancement of the Railway Station forecourt as a key transport interchange and connectivity to the city centre will be enhanced by public realm improvements projects to encourage more people to use public transport e.g. Castleward boulevard;
- Use of sustainable materials, energy sources (e.g. Hydro power station), construction methods and re-use of existing buildings will be promoted on all regeneration projects;
- Measures to protect the economic interest of businesses within the city centre will be supported to achieve a thriving sustainable economy and to support Derby's Economic Strategy.

## Design & Development Principles



-  Commercial offices in historic core
-  Residential areas on the edge of conservation areas
-  Key heritage assets being enhanced as part of priority projects

## G. Design and Development Principles

### 1. Townscape character:

All developments should contribute towards creating a distinct identity for Derby city centre. All developments should consider the integration and enhancement of the historic/existing street pattern, size and shape of urban block, architectural character, key views, Conservation Areas and listed status of the buildings in the surrounding area. The new buildings should reference, not replicate the architectural style, scale, massing and detail of historic architecture. All developments should express the function, user behaviour, surrounding context and the time of its built life by architectural character.

### 2. Active frontages:

Buildings along the ring road, key arterial routes, all key connecting routes and gateways are expected to have active frontages responding to the main streets. Large blank elevations or overhead features visible from gateways, nodes, primary or secondary connections should be avoided. Buildings should follow the continuous line of the existing street. Buildings around an open space should provide an enclosure with active edges; for example, shopfronts and street cafes. Where possible, occupancy of upper storeys of the buildings should be prioritised to increase activity and surveillance.

### 3. Legibility:

All key views towards landmark structures from gateways, key arterial routes and primary connections should be retained or enhanced. All gateway zones and key corners of junctions on primary connections as well as major nodes are potential locations for distinct landmark buildings, structures and art features. Reducing street clutter, improving signage and enhancing the wayfinding ability of residents and visitor should be prioritised to increase legibility of the city centre. The concept of sequential unfolding of views to introduce a sense of discovery should be explored where appropriate.

### 4. Tall buildings:

In the context of Derby city centre, buildings of 5-7 storey (20 mts) high should be considered as 'tall buildings'. The gateway locations are potential locations for the introduction of tall buildings. Any proposed building over 20 mts high in any location within the framework area should be reviewed using the 3D model and verified views to ensure the key views are retained or enhanced.

### 5. Movement and accessibility:

All new developments should consider the provision of nodes and ensure their connection to the movement network through tertiary links. Design of streets, nodes and other public spaces should be inclusive to remove barriers and features leading to exclusion, and to maximise access for everyone. Access to and across the river should be enhanced by improving safety, connectivity and legibility.

## G. Design and Development Principles

### 6. Public realm:

All proposed developments should consider the space immediately outside and around the buildings. The public realm in the city centre should be designed to accommodate outdoor events, entertainments, festivals, street theatre and marketing infrastructure. All nodes within the city centre should be prioritised for 'placemaking' to increase footfall and street vibrancy. All primary, secondary and tertiary streets should be enhanced by the appropriate level of public realm improvements.

### 7. Safety and security:

Ensure natural surveillance and a human presence in the public realm at all times of the day by creating active frontages, mixed uses, an integrated network of streets, appropriate lighting and careful landscaping. The guidance from 'Secured by Design' and the 'Crowded Places Agenda' should be considered at the design stage. Encouraging community involvement at early stages should be encouraged to help establish a sense of ownership, mutual protection and belonging.

### 8. Sustainability:

The adaptability of buildings, places and streets over time to withstand change in land-use, user group, technology and policy conditions should be considered at both planning and design stages. Re-use of existing buildings, occupancy of upper storeys and the multiple use of buildings should be considered where possible.

Efficiency of resources in construction and operation should be given a priority along with social, environmental, economical and cultural sustainability. Environmental procurement processes should be considered at all stages of developments.

### 9. Natural environment:

Integration of green infrastructure into buildings and spaces should be considered at planning and design stages. Enhancement of riverside, brooks, underground culverts, and provision of street trees, sustainable urban drainage systems (SUDS), living (green and brown) walls and roofs should be prioritised. Educational tools to encourage interaction between people and the environment should be promoted.

### 10. Management and maintenance:

A clearly defined and agreed strategy for the maintenance and management of buildings, open spaces and development areas should be in place at the planning and design stages. Long term financial viability, ease of maintenance, clarity of roles and responsibility, longevity of materials, replacement of fixtures and materials and recycling should be considered for effective management of buildings and places.



# G. Design and Development Principles

## City Centre Regeneration Framework Themes

Business City

City of Choice

Living City

City by the River

Interactive City

### Creative concepts to reinforce Derby character:

Each of the themes proposed in the City Centre Regeneration Framework link to a unique aspect of the city centre and together they contribute towards creating a distinct identity for Derby city centre. They establish the present context for Derby city centre by looking at the past for providing direction to move into the future.

The creative connections below make this link explicit and encapsulate the character and identity of Derby as a place. They provide clues for design concepts that can be adopted in the design of future built and natural environment to reinforce the Derby character.

#### Innovation • Technology (Business City)

Building on Derby's history rooted in engineering and industry, embracing new forms of artistic and technological expression, connecting up the city with creativity, ingenuity and enterprise that inspire new perspectives and thinking.

#### SmArt • Surprising (City of Choice)

Unlocking Derby's hidden qualities that invite surprise, enquiry, interest, discovery, challenge, delight and fun by focussing on the diversity, multitude of choice and undercurrents of social connections with new technologies and artistic expressions.

#### Heritage • Culture (Living City)

Looking at the past to move forward by creating a positive identity that best characterises Derby, responds to the World Heritage status and encompasses the city's heritage to create a new legacy for future generations.

#### Green • Riverside (City by the River)

Reconnecting with the river by maximising opportunities to interact with the riverside environment through exploration of sensory perceptions, use of creative interactive media, leisure activities and sustainable solutions.

#### InterActive (Interactive City)

Enriching the city life experience by creating places for chance encounters, impromptu performances and outdoor participatory activities, in a responsive environment that nurtures active sports, active street life and social interaction.

# Consultation Summary

The City Centre Regeneration Framework has been informed by the 'Three Wishes' consultation carried out for the Derby Plan in 2010. More specific consultation process was carried out in three stages involving stakeholders, developers, land owners, strategic partners and the general public. These phases were:

- Phase 1: Issues and Opportunities
- Phase 2: Key Themes and Objectives
- Phase 3: Public consultation on the draft document

The information gathered at each stage was fed into the development of the next stage.

In summary, more than 80% of the respondents agreed with the key themes and framework approach. All appropriate comments have been reflected in the final document.

An Equalities Impact Assessment was carried out which is attached in Appendix E.

More details on the consultation process and a summary of responses are available in Appendix E.



# Governance and Delivery

Following Cabinet approval, the City Centre Regeneration Framework (CCRF) will be taken to Full Council in January 2012 to be adapted as material consideration for the determination of planning applications.

## Delivery and reporting

A Vibrant City Group (the VC grp) will be created to steer and monitor the delivery of the Action Plan and the priority projects of CCRF. The membership of the VC grp will include representatives from key strategic partners such as Business Improvement Districts (BIDs), Westfield and Marketing Derby along with Derby City Council's internal departments such as Regeneration Projects, Streetpride, Derby Live and Derby City and Neighbourhood Partnership (DCNP). The VC grp will establish temporary working groups when necessary and staff from relevant teams will be invited for reporting and agreeing the strategic direction of specific projects.

The VC grp will receive guidance from and report to the 'Quality of Life' and 'Enterprise Growth' subgroups of Derby's Economic Strategy as well as, to the Derby Renaissance Board (DRB).

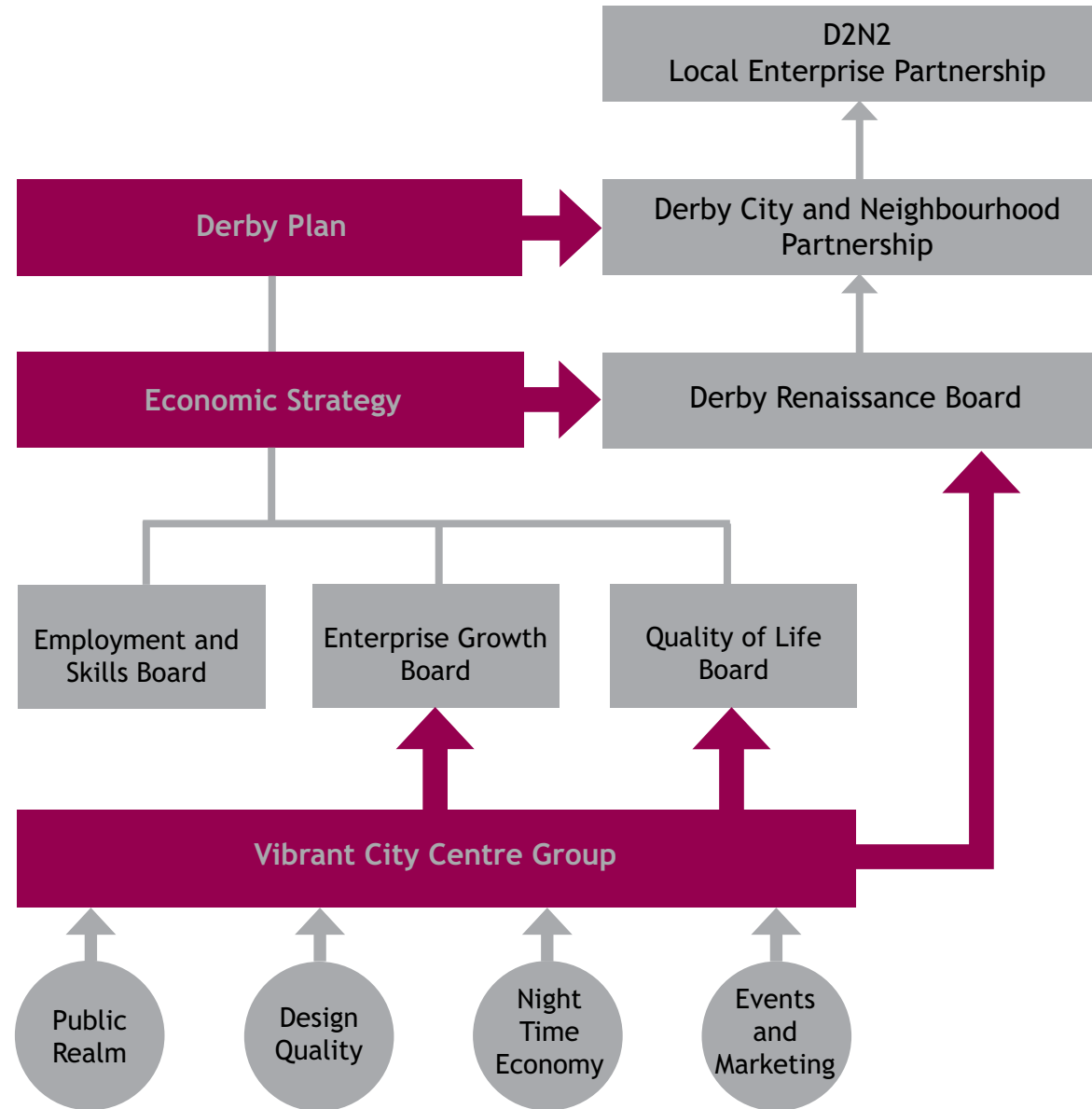
## In Summary

The framework sets out the long term vision for Derby city centre, to realise the economic potential of the city centre and provide an attractive, vibrant and inclusive environment. The pivotal building blocks are an integrated series of transformational projects. Development plans will be prepared for the priority projects to assess their viability and to identify funding opportunities and delivery routes.

In summary the CCRF aims to give a value greater than the sum of its individual parts and will establish Derby city centre as:

- A thriving commercial hub;
- A retail, leisure and cultural destination;
- A beacon for quality design and cherished heritage.





# Appendices

Appendix A: Action plan

Appendix B: Schedule of investment opportunities

Appendix C: Concept briefs: public realm and public arts

Appendix D: Background information

Appendix E: Summary of consultation

Appendix F: Public realm material palette

Appendix G: Guidance note on the management and maintenance of public realm and public art projects

Appendix H: Equalities impact assessment



A view of the city centre from St Mary's Church looking South, as visualised by Derby City Council's digital 3D model



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