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The Chair and Members of Cabinet

6 July 2015

Dear Councillor,

Please see attached the appendix for Agenda Item 6 for the meeting of the CABINET to be held on TUESDAY, 14 JULY 2015, the agenda for which has already been published.

Part 1(Public Information)

6. Updated Town Centre Masterplan (Pages 3 - 122)

Yours sincerely,

Local Government and Regulatory Law Manager and Monitoring Officer

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Introduction

THIS IS OUR CHESTERFIELD - Foreword by Councillor John Burrows

Leader and executive member for regeneration, Chesterfield Borough Council

Chesterfield is a town of great character with a history of significance way beyond our immediate area. We have lots of ambition and Chesterfield has a fabulous offer for business, residents and visitors alike. Chesterfield is far more than a Derbyshire market town with an iconic Crooked Spire!

I am delighted to share our vision for the future of Chesterfield which is encapsulated within this Masterplan. The work builds on past plans and achievements – not least the £4 million refurbishment of the Market Hall, the Growth Sculpture and significant public realm improvements on the approach to the town centre from the train station. It re-focusses attention on the Historic Core which is critical to the town's distinctive character. It also emphasises the importance of routes and spaces – high quality public realm that encourage people to visit the town centre as a pleasant place to meet, socialise and 'dwell'.

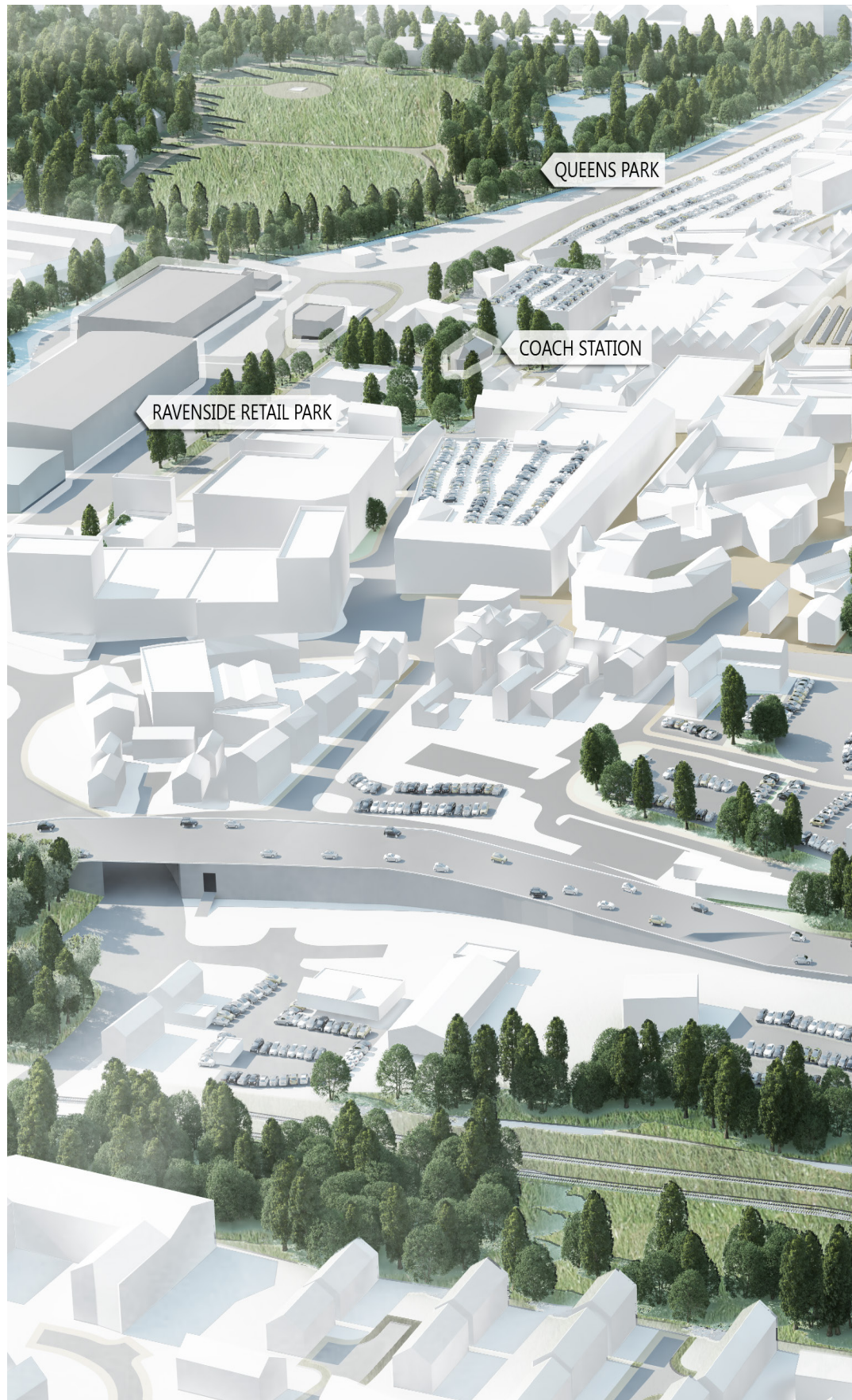
The Council's regeneration team was named Placemaking Team of the Year at the inaugural Planning Magazine Placemaking Awards which is a national recognition of the fact that Chesterfield is a town "going places."

The Masterplan describes various exciting development opportunities for the town centre. The Council can only deliver parts of the plan. Some of the opportunities are outside of our control (e.g. private landownerships). Chapter 12 of the Masterplan sets out a 'Charter' for how we will engage with key stakeholders. These 'delivery principles' will help us to focus our resources to deliver development and regeneration in Chesterfield.

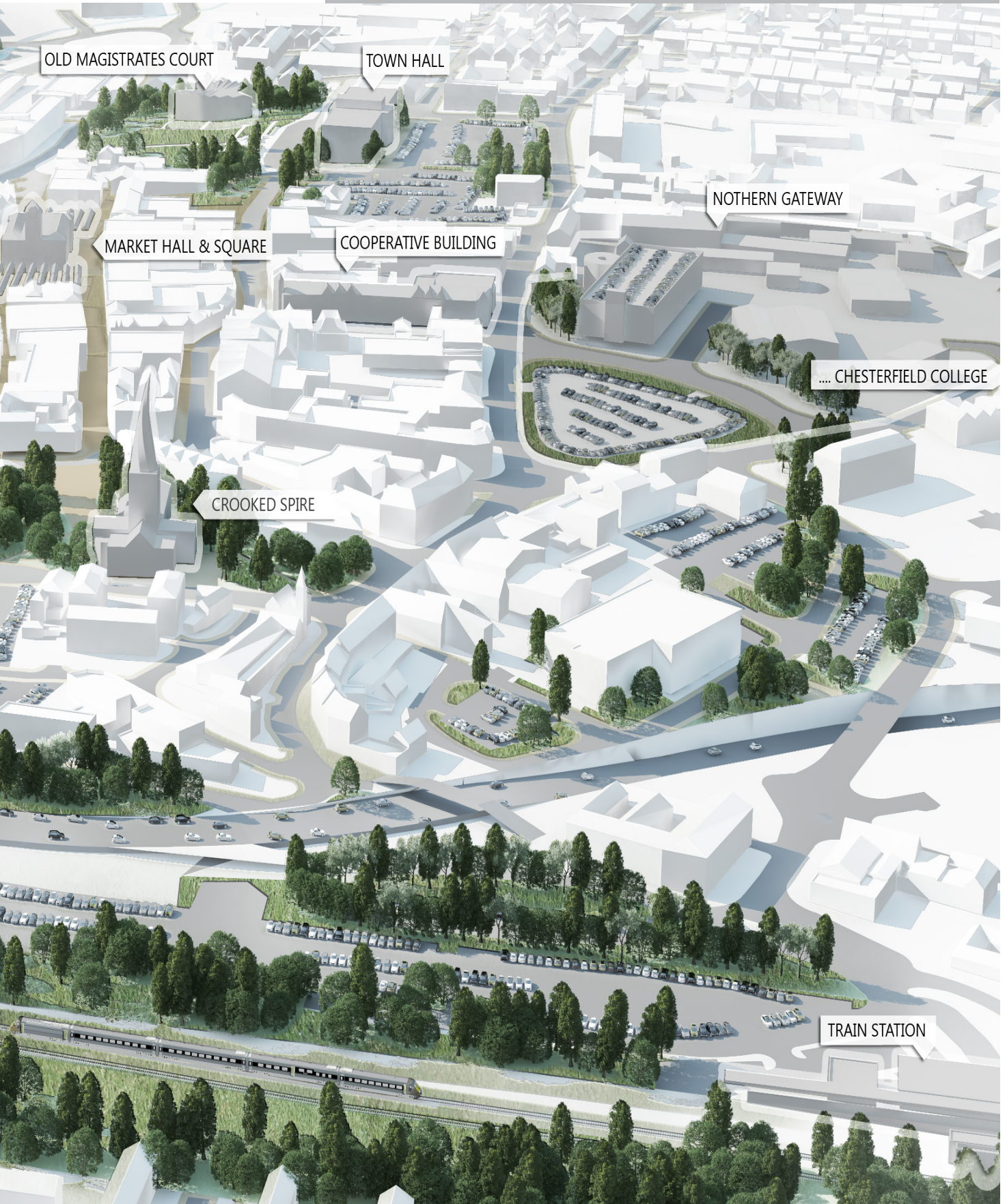
The image adjacent illustrates some of the key landmarks within Chesterfield Town Centre which are of critical consideration as part of any master planning strategy.

In an image such as this it is clear to see that the size and scale of this historic market town provides a key opportunity for emphasising strong connectivity, given the relatively close proximity between each key area.

The following Masterplan seeks to explore the opportunities and constraints across the Town Centre and provide a platform for future investment opportunities to be built upon.



CHESTERFIELD TOWN CENTRE

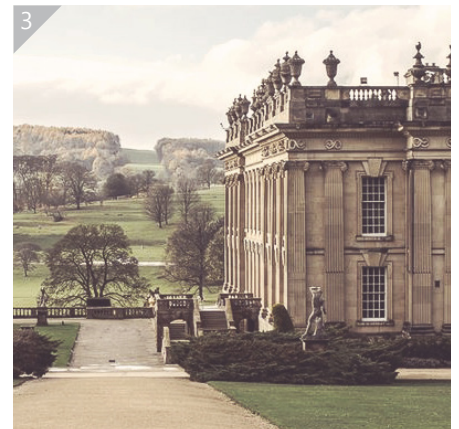
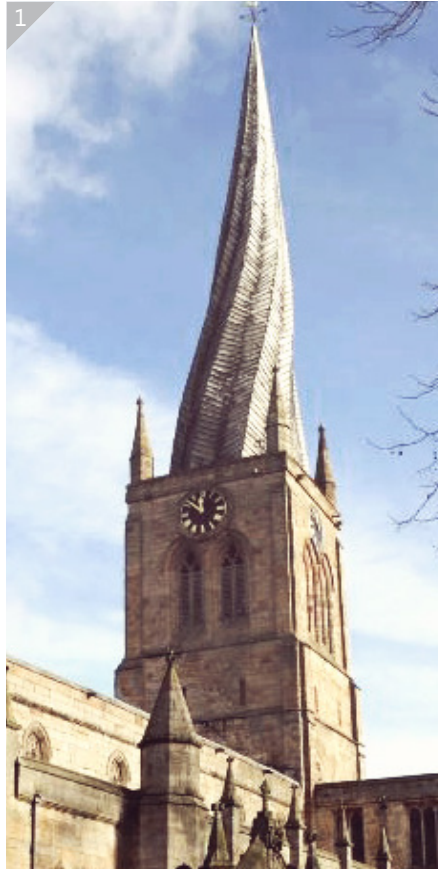


1.1 CHESTERFIELD TODAY

Chesterfield is a thriving market town in Derbyshire, situated between Sheffield and Derby/Nottingham and on the eastern fringes of the Peak District National Park.

Chesterfield is famed for the distinctive 'Crooked Spire' on the 14th century St Mary and All Saints Church and its fine Market Hall which has recently undergone a £4 million redevelopment and sits within a magnificent market square.

The town is a popular and established destination for businesses and visitors, as well as a superb place to live. Chesterfield's Victorian Theatre - The Pomegranate, and the Winding Wheel which was built in the 1920's – offer a great cultural scene, presenting a full programme of drama, music and entertainment. Chatsworth House, the magnificent stately home of the Duke and Duchess of Devonshire, is approximately 20 minutes' drive to the west in the Peak District.



- 1 - St. Mary and All Saints Church, Chesterfield
- 2 - Peak District National Park
- 3 - Chatsworth House
- 4 - Chesterfield Market Hall and Square

1.2 STRATEGIC LOCATION

Chesterfield is the largest town in Derbyshire and sits within both the Sheffield City Region and the Derby, Derbyshire, Nottingham, Nottinghamshire (D2N2) Local Enterprise Partnerships (LEPs). It has a population of over 100,000 and a large hinterland with a catchment of over 1.1 million (CACI, 2015).

Sheffield is approximately 11 miles to the north with Nottingham and Derby

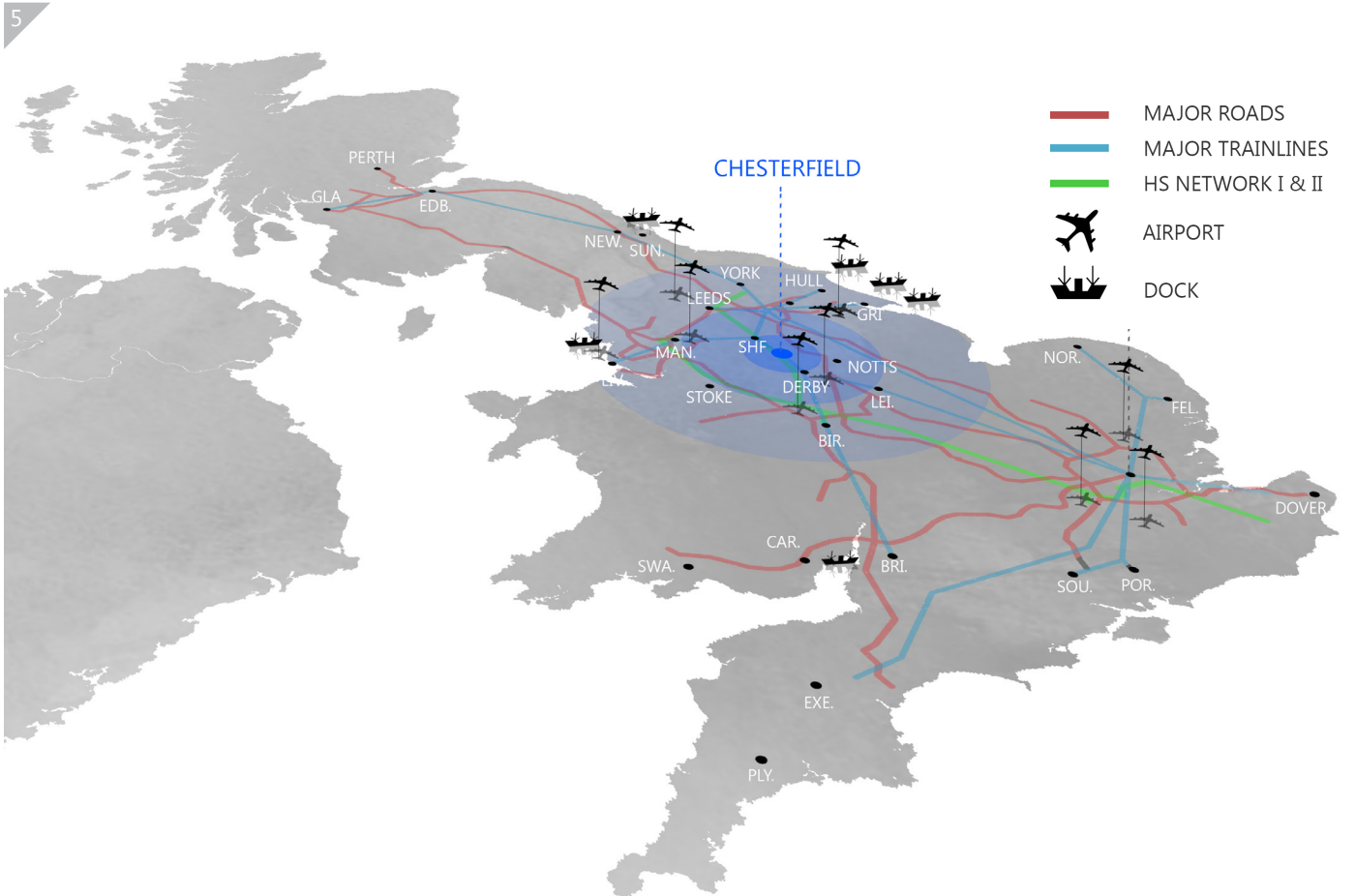
approximately 25 and 35 miles to the south respectively. The town is well served by the M1 Motorway (junctions 29, 29A and 30) approximately 6 miles to the east.

Chesterfield has good rail connections with:

- East Midlands Trains operating a twice-hourly service between Sheffield and London St Pancras International (2 hour travel-time).

- Cross Country Trains operate a twice-hourly service from Leeds-Sheffield to Derby-Birmingham and beyond.
- Northern Rail local services between Nottingham and Leeds-Manchester.

The town has good international links being well served by Manchester, East Midlands and Robin Hood Doncaster-Sheffield airports which are all within 45 miles / 80 minutes drive-time.



5 - Strategic Location Image

1.3 PLACEMAKING

Chesterfield Borough Council's regeneration team was named as Placemaking Team of the Year at the inaugural Planning magazine Placemaking Awards (2014). This is in recognition of the real team effort and hard work between business and the public sector in devising and implementing regeneration plans or marketing the town to investors and visitors.

The judges at the awards said: *"The visionary leadership and can-do attitude had resulted in an inspiring narrative of getting things done."*

Regeneration and development in Chesterfield town centre is a continuous process and this masterplan builds upon and updates two earlier plans by URS Scott Wilson in 2004 and Urbed in 2009. Since 2009 we have been through the global 'credit crunch' and ensuing recession and this masterplan update is timely at the start of a new economic cycle.

At a local level Chesterfield has not stood still during the recession, the Council and other partners have continued to invest in the town centre. Projects which have progressed since the 2009 masterplan include the £4 million refurbishment of the Market Hall, £500,000 public realm improvements to the approach from the railway station to the town centre, the Growth Sculpture on Hornsbridge Roundabout, the Cultural Renaissance Art Project in The Yards, as well as a large Debenhams store and a large housing scheme on the edge of the Town Centre by Barratt Homes.

> A photograph taken during the 2014 stakeholder consultation at the Winding Wheel, Chesterfield.



< "This award is another national recognition of the fact that Chesterfield is a town going places." Councillor John Burrows, leader and executive member for regeneration at Chesterfield Borough Council.



1.4 PUBLIC CONSULTATION

An important part of the master-planning process has been to engage with local stakeholders, who together with the Council will be responsible for the implementation of the plan.

A stakeholder workshop was held at the Winding Wheel on 13th November 2014 attended by 34 representatives from a cross section of local businesses, the Borough and County Councils and other public agencies and service providers.

This was the first part of an ongoing process to engage the local community and build a consensus around the Town Centre. The aim of the stakeholder workshop was to facilitate a conversation about the Town Centre and help stakeholders to gain an understanding and appreciation of the unique social, economic and cultural dynamics of the town.

An inspired masterplan can be a useful tool to market a town and attract private sector

investment. The workshop discussed the purpose of the masterplan to provide clarity and certainty for developers and investors. It was acknowledged that a commitment to the masterplan can help reduce risk to the delivery process and increase values making schemes more viable¹.



EMERGING THEMES

The main themes emerging from the stakeholder workshop were:

- Addressing physical and psychological barriers and improving connectivity and accessibility across the Town Centre by all modes of transport including walking.
- Improving the public realm to provide a more pedestrian friendly environment, greater links to the 'green spaces' and more opportunities for public events and celebration.
- Improved connectivity between the railway station and the Town Centre.
- Caution against too much decentralisation of development on the periphery at the expense of the historic Town Centre which provides Chesterfield with its local distinctiveness.
- Opportunities for more residential development in the Town Centre to help support a more diverse retail sector (including local speciality and national retailers), family leisure developments and the existing cultural offer.

Finally the stakeholder workshop discussed the previous vision for the Town Centre and made suggestions for the updated vision.

¹ CABE, Creating Successful Masterplans: A guide for clients, published in 2004, reprinted 2008



CHESTERFIELD TOWN CENTRE – LANDMARKS





CHESTERFIELD
BOROUGH COUNCIL

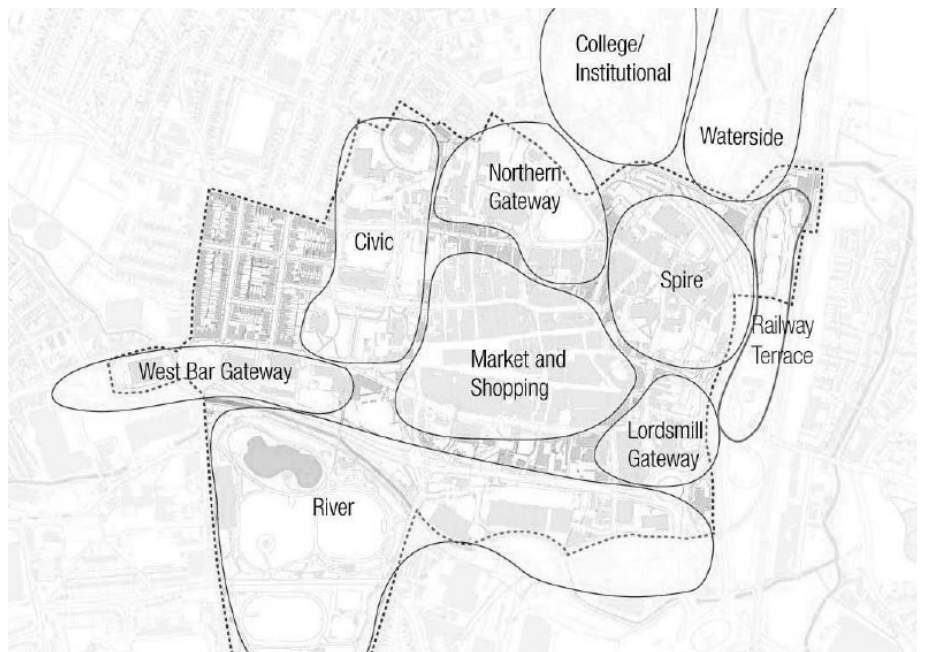
PART I

Vision

2.1 LONG-TERM ASPIRATION

The previous masterplan developed a strong vision for the town centre which is in many respects still relevant today. This is how it should be – the vision should be long-term and aspirational. The vision will face challenges to delivery. There may also be many different routes to achieving the vision – over multiple economic cycles. The vision for the town centre is built on²:

- A thriving market town - The market is Chesterfield's greatest asset and the vision builds on this as the base for the town's image, its character and its retail trade.
- A destination in the Peaks - Although just beyond the formal boundary, Chesterfield should be seen as part of the Peak District's visitor offer - a venue where tourists can base themselves, a historic town to explore, and a place of culture to relax after walking the hills.
- A learning town - The future of any town is based on retaining and attracting talented young people. Development and expansion of the college is vital to Chesterfield's future prosperity.
- A high value employment location - Future employment will be increasingly knowledge-based. Chesterfield has been successful in developing itself as a knowledge employment location. This needs to continue with investment focused in the town.
- A really good place to live - Good places to live tend to thrive economically. Quality relates to the type and availability of housing as well as the town's character and conviviality. Chesterfield should increase the amount of housing around its centre to improve the environment and support vitality.



Urbed Masterplan 2009 Illustration >
Identifying Key Zones

²Chesterfield Town Centre Masterplan, Urbed (October 2009)

2.2 UPDATING THE VISION

In order to achieve the vision, Chesterfield needs to be competitive and distinctive. It already performs a range of 'core' functions and has strong distinctive features to be built upon.

Chesterfield's distinctiveness comes from:

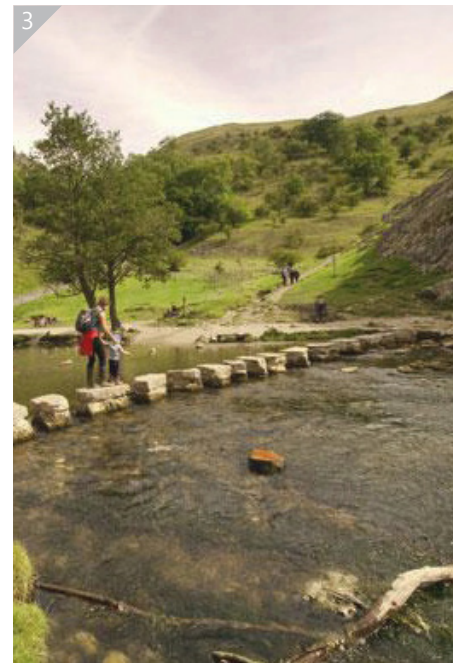
- The Historic Core – Much of the retail core is included in the conservation area and as such retains many of its historic features including the cobbled market square.
- Established Market – The award winning
- The 'Crooked Spire' – The Parish Church's unique spire adds to the distinctiveness of the townscape.
- Gateway to the Peak District – The

indoor market is well integrated into the retail core and feels in every way part of the pitch which is not always the case in many other towns. Chesterfield recognises this distinct advantage and has undertaken significant investment in the indoor market.

town's unique geographical location enables it to be one of the gateway towns to the Peak District which brings a strong tourist offer and importantly spend with it³.

- 1 - Market Square
- 2 - The Spire, St Mary and All Saints Church
- 3 - Peak District

< Urbed Masterplan 2009



³Chesterfield Car Parking Strategy (April 2012)



< The Town Hall in Chesterfield illustrates an example of the existing outstanding architecture that is situated in the heart of the Town Centre

2.3 CORE FUNCTIONS

The town's core functions include:

- Retail – Chesterfield's distinctive retail core attracts a mix of national and local independent retailers. It has an established indoor and outdoor market at its heart and attracts shoppers from a wide catchment area.
- Civic Functions/Public Administration – Chesterfield has an impressive Town Hall and is home to the administrative functions of Chesterfield Borough Council.
- Education – Chesterfield College's main campus is located in the Town Centre adding footfall and important vibrancy to the centre. Derby University is also opening a new campus in the Town Centre.
- Local Professional Services – Chesterfield is home to various services companies including URS Engineering and Sixt vehicle leasing head office.
- Culture and Heritage – Chesterfield has an established cultural offering with the Pomegranate Theatre and the Winding Wheel entertainment venue⁴.
- A Growing Town – Chesterfield is planning to grow as a town, with new homes and neighbourhoods set to offer great places to live.

Town Centres need vitality throughout the daytime, evening and weekend in order to remain competitive and thrive. More new homes in and around the town centre will create demand for retail, leisure, education, health, cultural and other services which will support a vibrant Town Centre. It will also create more employment in these and other industries. The masterplan develops these strengths, building on the town's core functions and local distinctiveness in order to support and encourage the next phase of development and growth. A recurring theme throughout the masterplan is

investing in the Town Centre environment to encourage greater patronage, extend dwell times and capitalise on the distinctive historic character. The more people who are attracted by the great public spaces in the town centre (including technologically enabled), the more retailers and leisure operators will be attracted. Future residents will be able to browse a full range of independent and national shops, 'click and collect', meet friends, dine out and socialise into the evening.

Our analysis in developing this masterplan and our consultation with the Council and key stakeholders has endorsed the previous vision.

2.4 THE VISION

The long-term vision for Chesterfield town centre is to be...

".....recognised as a distinctive historic market town, with a thriving centre built around the market squares, national and independent retailers and leisure operators. The town will embrace the opportunities created by new technology and be a popular place to live and visit, with an economy based on employers attracted by great access, beautiful environments and a specialised well qualified workforce."

The vision reflects stakeholder feedback, most notably to reflect the fast moving digital revolution that is ongoing and needs to be accommodated within the town centre if Chesterfield is to thrive.

2.5 CROSS-CUTTING THEMES AND QUARTERS

In order to capitalise upon the above distinctive features and core functions, we have identified a series of cross-cutting delivery themes which permeate throughout the masterplan

- Town Centre Management – these are on-going management projects that improve how the town centre currently operates for the benefit of residents, businesses, visitors and tourists to Chesterfield.
- Public Realm Projects – these are projects that improve connectivity (on foot, but also by other modes of transport), enhance existing streets and spaces, create new public spaces which are vibrant and encourage people to dwell in the town centre.
- Major Projects and Gateways – these are major regeneration and development projects that involve public private partnership to deliver and will have a

major impact on the town centre.

- Big Changes in Small Spaces – these are smaller infill development and / or refurbishment projects that individually and cumulatively have major impact on the surrounding quarter.

In order to maximise the potential for success, all of the above themes have to be continually considered and brought forward in parallel across the town centre.

The implication of each of the above themes is discussed in detail in Part III where we consider the town as a series of linked quarters and projects.

Some of these were identified as part of the previous masterplan and some have progressed - others are taking shape and others are likely to come forward in a different form due to changes in market conditions (see Part III) -

- Historic Core
- Station Arrival
- Northern Gateway
- Spire Neighbourhood
- Civic Quarter
- Education Quarter
- Railway Terrace
- Markham Road (including Lordsmill Square, Town Wall, West Bars)
- Waterside



CHESTERFIELD
BOROUGH COUNCIL

Developing the Masterplan

3.1 DEVELOPING THE MASTERPLAN

In order to develop the masterplan in physical “terms” it is important to understand the role and context of the town centre to identify the key characteristics which will inform the design of future new developments.

Our urban design analysis outlines a series of layered themes focusing upon four key areas:

Movement - pedestrian and vehicles within and around the town centre.

Space - hierarchy of spaces within and around the town centre with regard to their distinct role.

Form - the physical characteristics of the built form surrounding and within the town centre.

Use - the current and proposed land uses within the town centre.

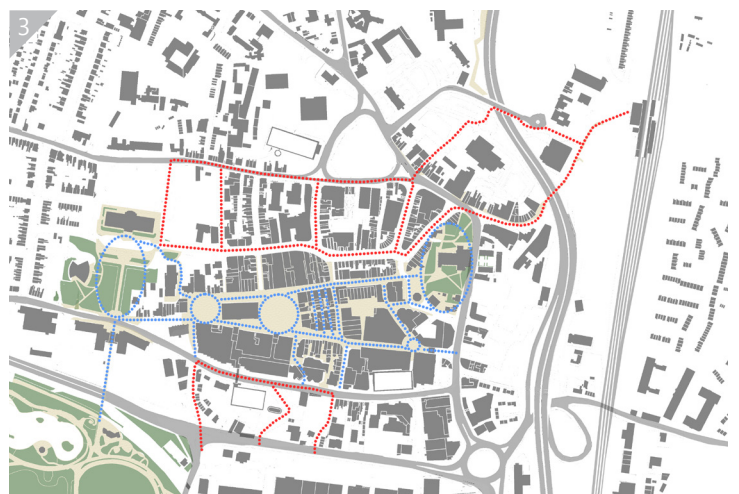
The masterplan is not intended as a prescriptive document, rather as a tool for understanding the environment in terms of movement, linkage and street form. This analysis naturally leads into an evaluation of the opportunities for enabling proposals and site development (see Part III below). This wider agenda is in accordance with the overall aspiration that every site is an opportunity that can contribute to the vision.

Additional historic mapping, topographical and technical mapping is appended.

3.2 MOVEMENT

Access to and within Chesterfield town centre is fundamental to the success of the town. This includes the ‘legibility’ of the town centre – how easy it is for a visitor to find their way around the centre to their destination.

- 1 - Form
- 2 - Space
- 3 - Movements



	Offices
	Public
	Retail
	Residential
	Industry
	Leisure
	Car Parks
	Key Pedestrian Movements
	Key Pedestrianised Roads
	Nodes

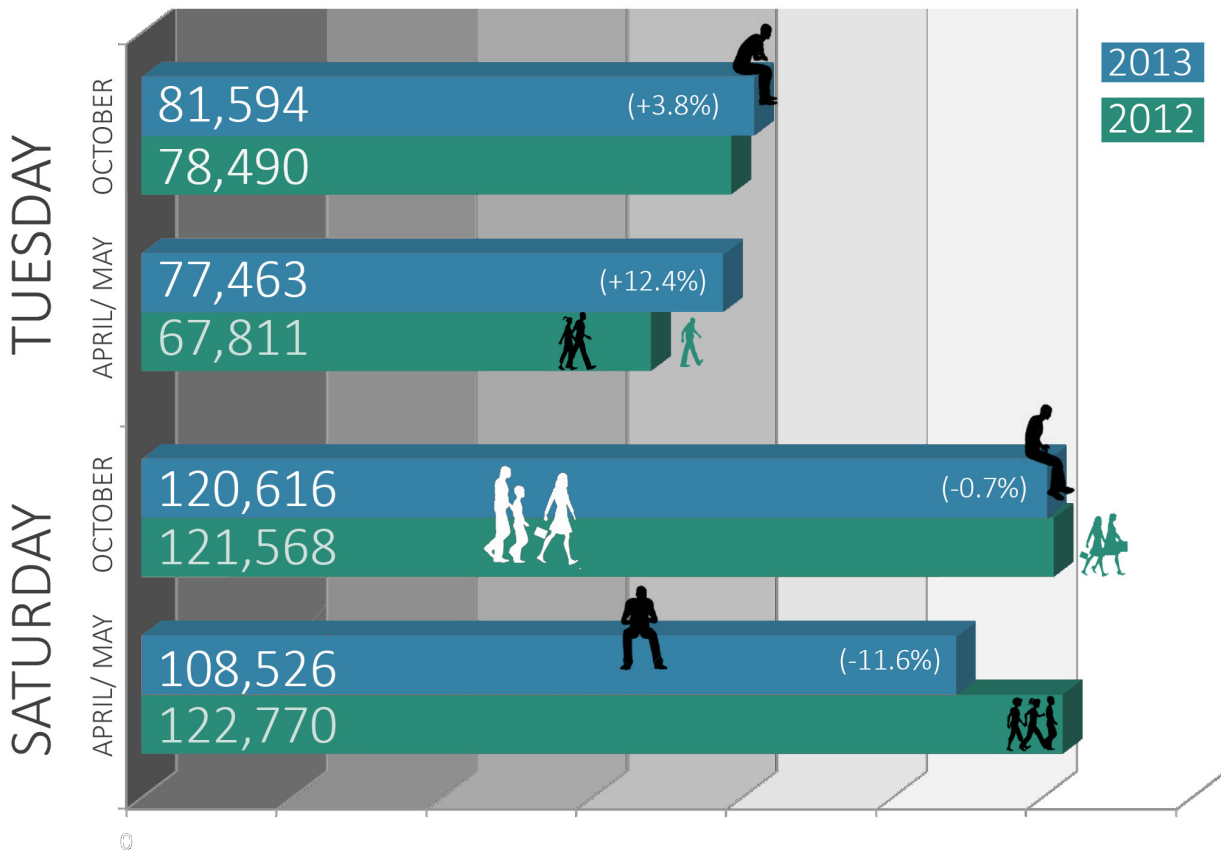
3.2.a WALKING

The diagram illustrates the main drivers of footfall in the town centre. The recent town centre health check produced in April 2014 has identified that the busiest retail sites continue to be Vicar Lane, High Street and Low Pavement, which are the main shopping areas within the town centre. The least busy areas were identified by lower footfall in the Yards and Stephenson Place to the north of the town centre. Footfall was counted in April and at the time of publication of the last health check counts showed a decrease in footfall on Saturdays when compared to the previous year; however an increase was seen on Tuesdays.

Future drivers of footfall include the new Derby University campus and the Northern Gateway development. It is important that these destinations across the town centre are well connected to each other. This will enable linked-trips, extending the dwelling time in the town centre and activate the spaces and principle routes between these destinations.

The diagram shows the key pedestrian linkages and networks across the town centre. Some of these are recognised pedestrianized routes including Vicar Lane and routes through and around the Pavements Shopping Centre.

Other routes are informal routes but sometimes heavily trafficked due to the nodal points – for example, Cowley Close alley between Chesterfield College and the town centre retail core.



3.2.b CAR

Access by car is important for any town centre to function. This includes having an effective road network and appropriate car parking. The diagram below shows the road hierarchy in and around Chesterfield town centre and also the location of the principle car parks. In simple terms, ample car parking provides convenient car parking spaces for visitors and commuters. However, an over reliance on the private car generates other potential problems. It causes congestion at peak times and is environmentally unsustainable.

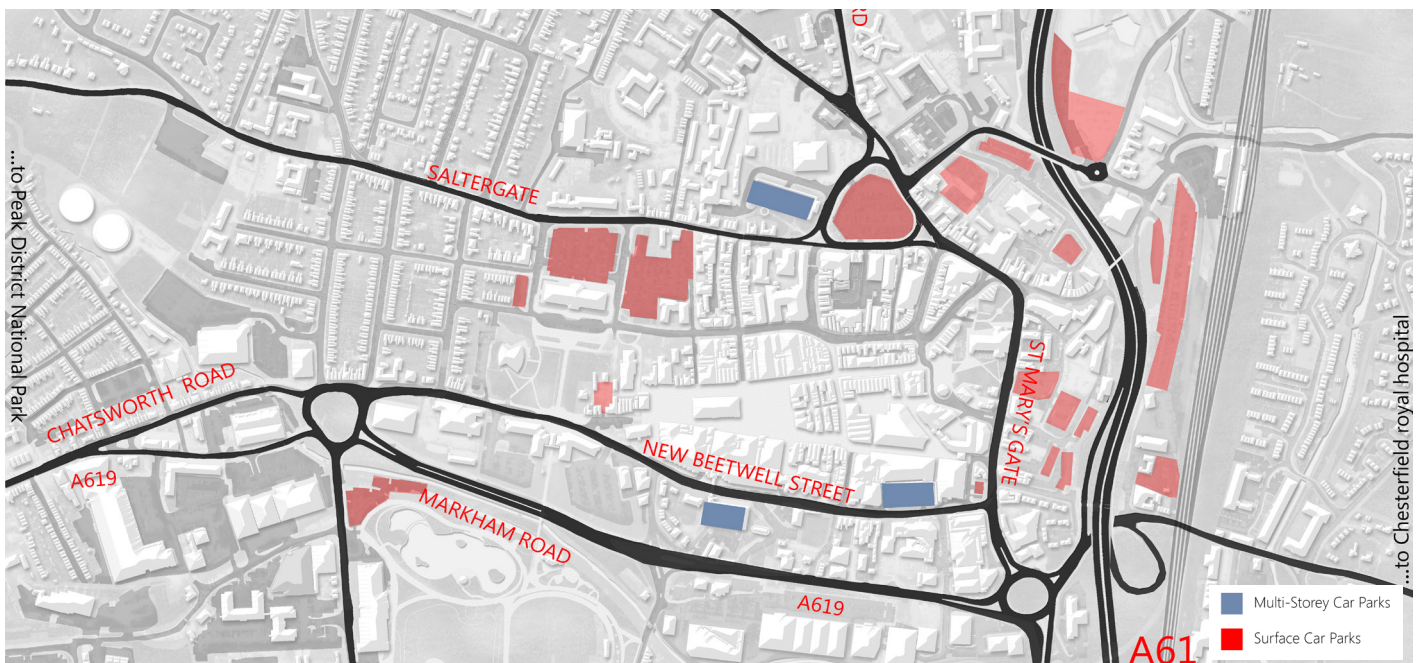
Research shows that whilst car parking is important for the vitality of town centres, it is by no means the biggest influence.⁵A report by the former Regional Development Agency⁶ stated that the relationship between parking and economic performance is actually weak, but generally positive.

The report goes on to support the theory that it is the broader retail, commercial, leisure and/or tourism offer which are the primary factors affecting a town's competitiveness. Some of this offer could be developed on existing surface car parks in order to diversify the town centre and improve the streetscape and environment.

Service access for deliveries and emergency access is also fundamental for the functioning of the town centre. Ideally, servicing should be separate from the main frontages. Service streets can provide additional means of connectivity and do not necessarily need to be exclusive from pedestrians, but deliveries should be timed to avoid congestion and the impact on the environment mitigated by thoughtful design and shared surfaces.

An important aspect in avoiding congestion and improving the visitor experience for customers and clients navigating the town centre is to ensure clear road signage. All roads should have street names clearly visible so drivers and pedestrians can identify where they are in the town centre. Similarly, all car parks should have simple cash-free payment methods e.g. number-plate recognition, card and mobile phone payments. If the customer experience is easy, people are more likely to return.

In future, variable message signage for car parks could be introduced to identify available car parks.



⁵ Chesterfield Car Parking Strategy, Drivers Jonas Deliotte (April 2012)

⁶ Renaissance Market Towns Programme, Car Parking Research, A detailed report on how parking can be managed in the region's market towns, Yorkshire Forward Commis



3.2.c RAIL

Chesterfield Train Station is located less than ½ mile from the main town centre and handles some 1.5 million passengers a year and rising. It was substantially rebuilt around the turn of the 21st century, which although a significant improvement over previous provision, is rather utilitarian in design with limited facilities.

The forecourt has some poor quality landscaping with multiple kerb-lines and various circulation routes for taxis, drop-off, and disabled parking.

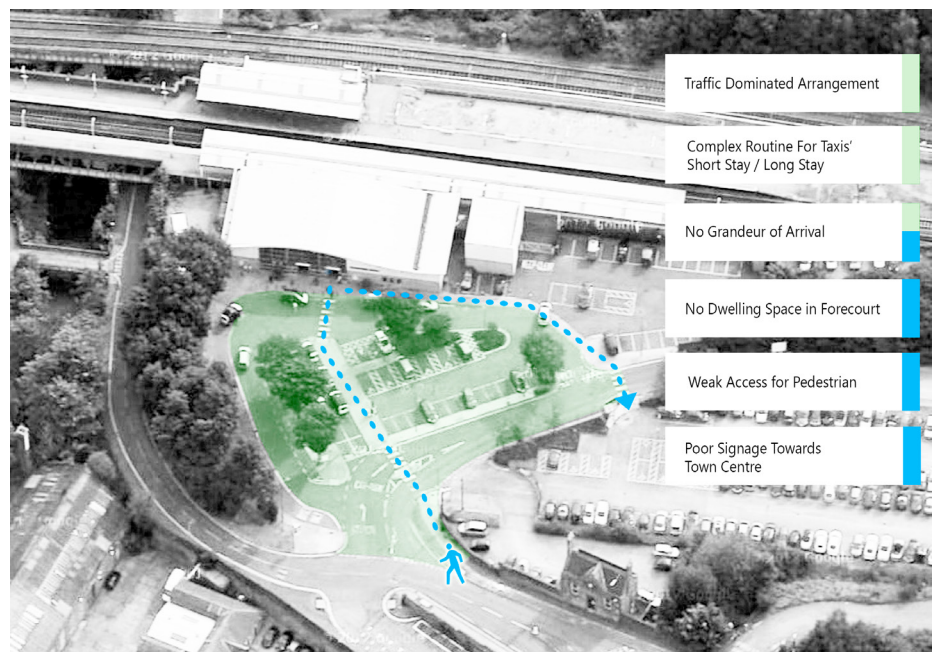
Another significant issue is the perception that the station is disconnected from the town centre. This is due to the main A61 which runs north-south in a cutting between the station and the town centre. Access on foot is via a narrow pedestrian bridge along Corporation Street.

Similarly vehicular access is poor via the B6543 Brewery Street, Malkin Street and Crow Lane. Vehicles have no direct access to the station from the A61. Traffic has to pass through the town centre from the Hornsbridge roundabout, over the Markham Road roundabout, past the St Mary and All Saints Church and round the Saltergate gyratory.

This is a convoluted route which puts pressure on the town centre and is a disincentive to rail use.

The Chesterfield Gateway enhancement project has improved legibility of the route, however, there is a significant opportunity to improve pedestrian connectivity between the station and the town centre and to

improve vehicular access through a series of projects including the Hollis Lane Link Road and the Green Bridge over Corporation Street. These projects are described in more detail within section 5 – Station Arrival.



3.2.d CYCLE NETWORK

Chesterfield has a comprehensive network of cycle routes which is being developed by Derbyshire County Council with Chesterfield Borough Council, Chesterfield Cycle Campaign and Sustrans.⁷

The strategic cycle network has been developed through a process of identifying important ‘destinations’ including shopping areas, hospitals, schools, the train and bus station, Market Square, main residential areas etc. These destinations (known as cycle hubs) are connected by ‘desire lines’ creating the Chesterfield Cycle Network Schematic.

In total, ten strategic routes were identified and work has begun to deliver these routes albeit it is a considerable project which will take many years to complete – depending on resources, available funding and also land-use re-development.

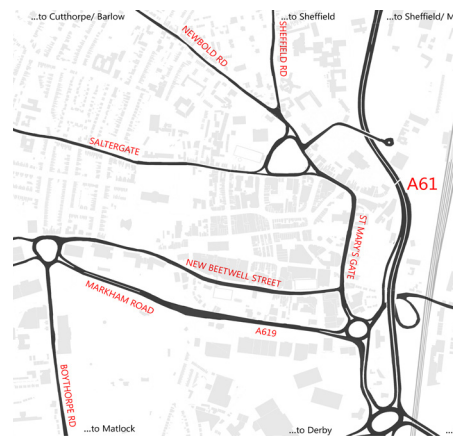
In terms of the town centre it is important that the strategic cycle network is completed to enable safe access by cycle to all parts of the town centre. However, it is also important that the cycle network does not become the ‘dominant’ force in highways design, as multiple kerb lines and road surfacing can have a significant impact on the quality of the streetscape. In this respect we increased use of shared surfaces, reduced speeds in the town centre and enabled better access for all road users including cyclists, pedestrians, taxis and public transport etc.

3.2.e BUS/COACH

Chesterfield is well served by local buses and national coaches. The main bus routes through the town centre are along Markham Road/New Beetwell Street to the south, around Rose Hill (East and West) from Saltergate from the north west of Chesterfield and around Holywell Street/Elder Way and Church Way/Stephenson Place/Cavendish Street on the north eastern side of Chesterfield – with a key west to east link along Knifessmithgate.

Chesterfield town centre’s bus stops are dispersed around the periphery of the centre with stops on the principle streets around New Beetwell Street and Church Way. There is a Coach Station office on New Beetwell Street/Beckingham Way, which is an important hub for the town’s coach visitors, and a Visitor Information Centre on Church Way. It is important that accessibility by bus to all parts of the town centre is maintained.

However, it is also important that the principle bus routes do not in themselves become barriers to pedestrian movement and we have identified opportunities to improve connectivity, particularly around New Beetwell Street/Markham Road.



⁷ http://www.derbyshire.gov.uk/transport_roads/transport_plans/transport_studies/chesterfield_cycle_network/default.asp

Existing Movement Analysis
Illustrating Road, Cycle, Train &
Bus Routes

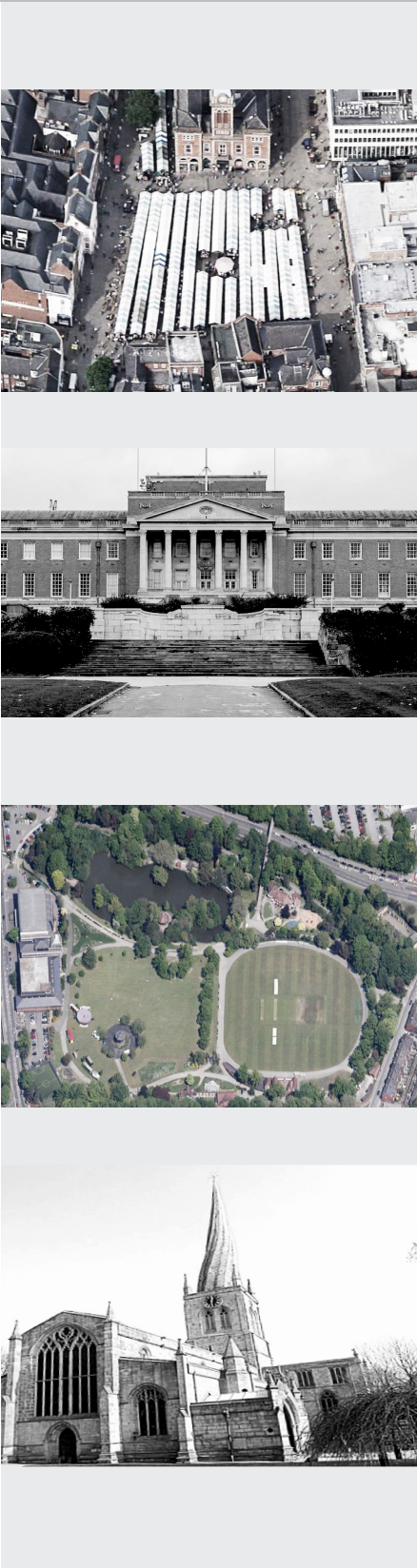
- - - - - Main Bus Route
- - - - - Main Cycle Route
- - - - - A 61
- Train Line



Existing Movement Analysis
Illustrating Main Pedestrian
Walkways

- - - - - Key Pedestrian Movements
- - - - - Key Pedestrianised Roads
- Nodes





3.3 SPACE

The spaces between buildings in the town centre is in some respects more fundamental than the building themselves. The spaces define the town centre and the views of the buildings and streetscapes.



MARKET SQUARE

Chesterfield Town Centre has some fantastic public realm. Chesterfield market square is home to one of the biggest open-air markets in the country. The cobbled square is majestically set-off by the 1857 Market Hall and surrounding buildings, including The Shambles and Low Pavement.

The Market Hall was substantially refurbished in 2013 and its clock tower provides a focal point and together with the 'Crooked Spire' of St Mary and All Saints Church is one of the defining features of the town's skyline. Continued maintenance of the Market plus investment in the market square and surrounding public realm is important for the future success of Chesterfield due to the high footfall.

Market square incorporates a historic water pump feature in the north east corner but this is largely hidden by market stalls. The current layout of the market square comprises some 150 stalls set out in 12 horizontal rows. This is split into quarters by walkways from north to south and east to west. However, these walkways are narrow and the market suffers from poor sight lines. This needs to be improved to increase stall occupancy and accessibility.

New Square is on the opposite side of the Market Hall to the west. New Square also has an important role with attractive mature trees and low footfall. It is also currently used more flexibly than the Market Square (with fairs held in this space, a location for the Christmas tree etc). However, it is somewhat dominated with traffic and parked cars which damage its attractiveness and ambience.

These are issues that need to be addressed by future investment if the market is to retain its importance to the town and the local community. There is potential to improve the linkages and footfall between the Market Hall and the rest of the town centre and an opportunity for a more flexible central public square - see Section 4 (Historic Core).

RYKNELD SQUARE

Rykneld Square and the churchyard provide a different kind of public space for quiet contemplation



away from the 'hustle and bustle' of the market square.

Ryknelde Square is a block paved square off Church Way which at that point has limited vehicular access for buses and loading/unloading. The square is used by St Mary and All Saints Church for wedding vehicles and funeral cortèges attending services.

The Visitor Information Centre is located on the southern side of Ryknelde Square. Although its setting is attractive, the quality of the surfacing and materials is poor for such an important location within the town.

The churchyard provides an important pedestrian route from the shopping area of the town centre through to St Mary's Gate and beyond to Corporation Street and the railway station. It is a peaceful environment with mature trees and seating.

ROSE HILL/SHENTALL GARDENS

To the front of the Town Hall is Rose Hill which comprises formal gardens down to West Bars and beyond to Queen's Park. This is the largest area of green space in the town centre and has an important role for the setting of the Town Hall. The southern end of the gardens is enclosed by Future Walk offices and there are existing buildings to the East and West.

Within the Rose Hill gardens is Knightsbridge Court which is the former Magistrates Court. The building is Grade II listed totalling approximately 2,000 sqm (21,200 sqft). It has an unusual double 'fan' design with a larger eastern section housing the former courtrooms.

The building is currently vacant and represents an important opportunity for this key public open space.

- 1 - Market Square
- 2 - Ryknelde Square
- 3 - Town Hall



QUEEN'S PARK

To the south of Rose Hill is Queen's Park. This is a major recreational park within short walking distance, situated on the edge of the town centre to the south of Markham Road. The park was developed to celebrate Queen Victoria's Golden Jubilee in 1887 and incorporates a county-standard cricket pitch, tennis courts, bowling green, boating lake and bandstand. The park is surrounded by mature trees and is a key outdoor space for Chesterfield.

Situated within the park is Queen's Park Sports Centre. As of 2017 this will be replaced with a new, purpose built centre on the annex site to provide additional new facilities (see Section 10 – Markham Road below).

- 4 - Cricket @ Queen's Park
- 5 - Queen's Park
- 6 - Sport Centre



PART II | 3. DEVELOPING THE MASTERPLAN

CREATING THE AMBIANCE

In any future developments in the town centre it is important that the public spaces between the buildings are successful. 'Success' is not just about the quality of the materials, provision of seating and lighting etc. – it is about how spaces actually 'work'. In this respect the design of spaces should have the same emphasis on the end-user than the design of buildings. Research has shown that successful spaces are those that encourage people to stop moving and spend time there – i.e. where to meet people, be entertained, buy a coffee or simply contemplate, 'dwell' and watch the world-go-by. It is this 'static' activity that makes urban spaces.

In this respect, future open space should be tested against the following principles to ensure it will be hospitable to people:

- Scale – in relation to the height of the proposed surrounding buildings.
- Location - in terms of connectivity to other spaces and routes.
- Sun-path – so as to maximise the amount of sunlight and 'warmth' within the spaces.
- Use – in relation to surveillance and activity achieved through the ground floor use of adjacent buildings.
- Views – in and out-of spaces to afford people the best all-round-views.

- 1 - Winter Gardens, Sheffield
- 2 - Market Square, Nottingham
- 3 - Peace Gardens, Sheffield
- 4 - Piccadilly Gardens, Manchester
- 5 - Precedent: Church Street, London, Feilden Clegg Bradley Studios and Grant Associates





ECONOMIC JUSTIFICATION FOR PUBLIC REALM

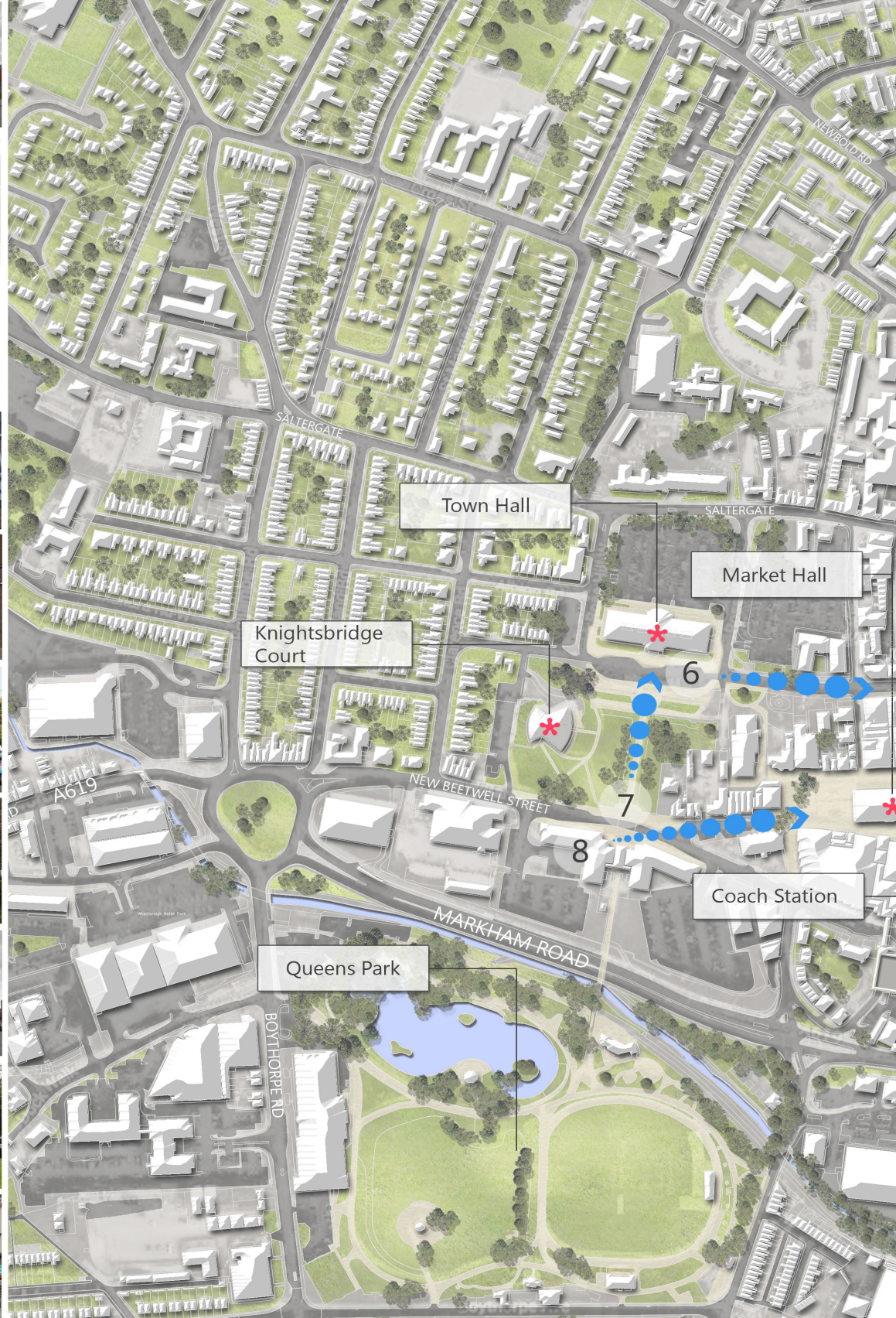
The importance of high quality public realm cannot be understated and the historic environment is a key feature of Chesterfield town centre.

Therefore both private and publically owned open spaces should be afforded the same attention to detail.

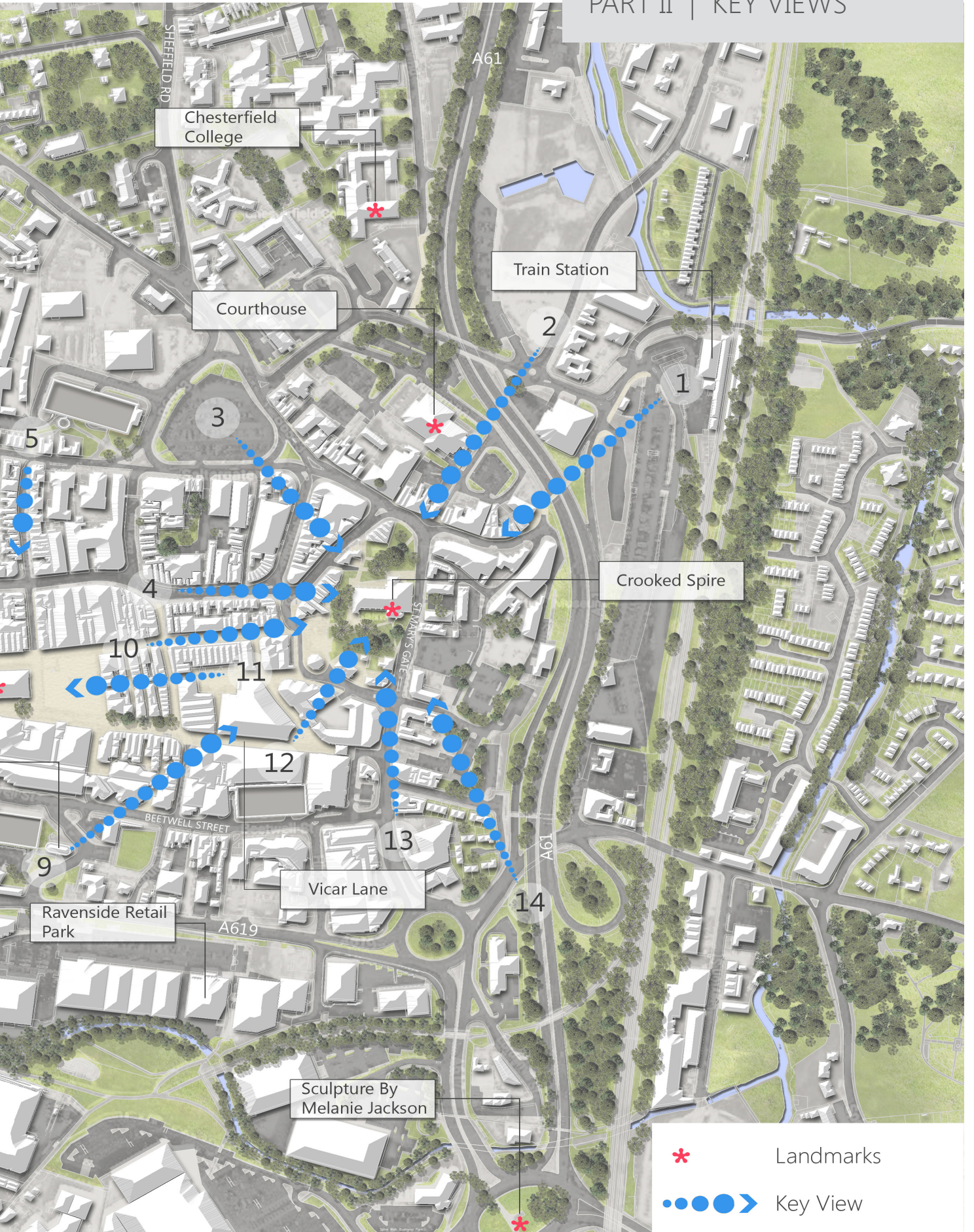
Evidence from elsewhere, including locally at Sheffield which underwent substantial city-wide public realm improvements in the 2000's, shows that there are direct and indirect benefits of public realm including, *inter alia*:⁸

- Enhanced local distinctiveness – i.e. greater differentiation of Chesterfield as a successful market town with vibrant successful spaces.
- Enhanced cultural vitality – with more formal and informal activities taking place in public spaces and more inclusive for all sections of the population.
- A more attractive and environmentally sustainable town centre - reduced traffic in the town centre, with less associated noise and traffic-related emissions.
- Enhanced viability of neighbouring uses – e.g. the Market Hall and surrounding shopping streets.
- The potential for increased land and property values as the town centre is seen as an attractive place to invest (by occupiers, retailers and investors).
- Better security and less crime – due to the increased footfall.
- Greater civic pride – as the town centre becomes a place where people want to visit and spend time enjoying.

⁸The Economic Justification for City Centre Projects, Final Report (July 2002), Sheffield City Council, Yorkshire Forward and English Partnerships



PART II | KEY VIEWS



3.4 FORM

The relationship between the buildings and spaces is extremely important both for the town centre skyline as a whole and also in relation to local form and scale. The core of the town centre retains much of its historic Medieval street pattern and the market area has a strong sense of identity.

A significant amount of historic buildings have been retained and this results in a rich architectural heritage, ranging from Chesterfield's highly recognisable black and white Tudor Revival buildings to the retained frontages along Low Pavements. The iconic 'Crooked Spire' can be glimpsed intriguingly throughout the town and contemporary developments, such as Vicar Lane, compliment this historic setting. Modern architecture can be found in the shape of the former Magistrates Court and Pavements Shopping Centre, which both create a contemporary take on a pitched roof.

Two - three storey buildings are the most common building scale in the town with a typical composition of shop fronts at lower levels and sales or office space above.

Pitched roofs and decorative parapets create an eye pleasing roofline and are typically accompanied with sash windows on the floors below.

Brick and rendered facades as well as slate roofs and plain clay tiles are typical materials used throughout the centre and the wider area.

Varied plot widths and variations in floor to ceiling heights contribute to this visual richness and generally provide a fine grain to appearance of the townscape.

BUILT HERITAGE

Although Chesterfield has a history stretching back beyond Roman times, most of the town centre was developed in the 18th and 19th centuries.⁹

The Chesterfield Town Centre Conservation Area was first designated as a Conservation

Area in November 1976 comprising, the Church Close Conservation Area together with the market square and the surrounding old streets. The Conservation Area was extended in September 1982 to include the site of the former Royal Hospital and Cavendish Street.¹⁰

The Conservation Area includes seven character areas¹¹, as follows:

Area 1

Town Hall/Shentall Gardens - a civic group around the Shentall Memorial Gardens, a sloping park dominated by open spaces around large civic buildings extending North to Saltergate. This area includes Rose Hill and West Bars.

Area 2

Market Square - an area of intense shopping and pedestrian activity, with a mix of permanent and transitory retailing activity spaces dominated by the Market Hall. This area includes High Street, the market square, New Square, Low and Central Pavement, The Shambles, South Street and Beetwell Street.

Area 3

Vicar Lane - This is a modern shopping area on spacious streets which is a contrast to the market square and the Shambles. The area includes Vicar Lane/Steeplegate and Church Lane/Church Way.

Area 4

St Mary's Gate - St Mary's Gate is one of the oldest routes connecting traffic from south to the north of the town centre.

Area 5

Holywell Street/Stephenson Place - Historically this was the outskirts of the town centre and was transformed in the inter war period when Knivesmithgate was extended from Packer's Row to Rose Hill, and Elder Way was built. This facilitated a large slum clearance and many of the buildings were built in a mock Tudor style. This area includes the following streets - Burlington Street, Corporation Street, Stephenson

Place, Knivesmithgate, Cavendish Street, and Holywell Street.

Area 6

Saltergate/Glumangate - Most of the buildings in this character area are predominantly red brick of the Georgian and Victorian period.

Saltergate is one of the main thoroughfares through the town and forms part of the northern part of the Conservation Area. Glumangate is a medieval street linking the northwest of the Market Square with Saltergate.

Area 7

Former Royal Hospital Site - including the northern end of Holywell Street, Durrant Road and Brewery Street.

In defining the special architectural and historic interest of the Conservation Area, the following considerations have been taken into account:

- The distinctive architectural and historic qualities of the area.
- The age and character of buildings and spaces.
- The number of buildings of townscape merit.
- The occurrence of features of special interest.

These are the qualities that should be preserved and enhanced for the town centre to continue to maintain its character. Any management proposals in terms of planning policies or enhancement and regeneration efforts should be geared towards meeting these key objectives.¹²

The Conservation Area and associated studies and policies are a key part of maintaining the distinctiveness and rich heritage of the town centre and are a key consideration for all future development.

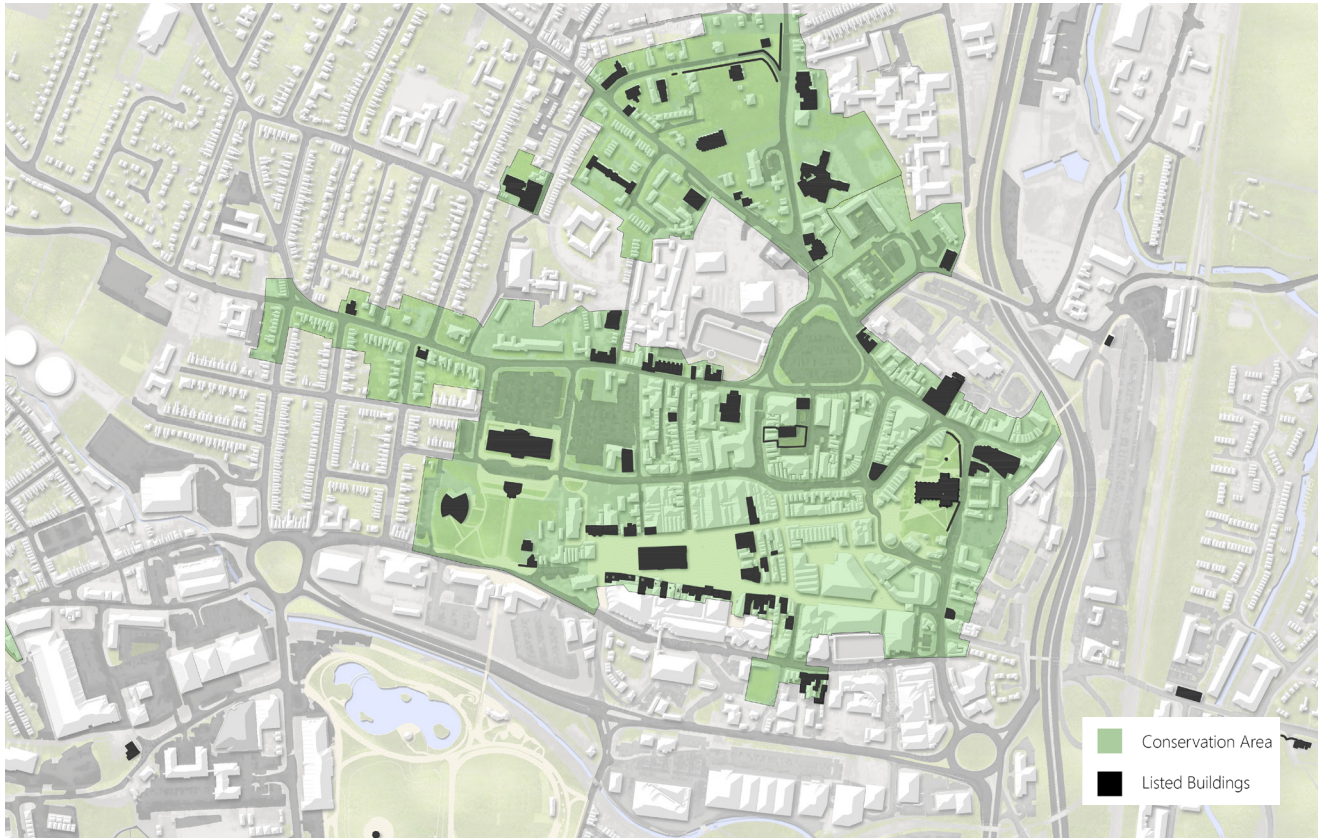
⁹Chesterfield Town Centre, Conservation Area Character Appraisal December 2006 page 5

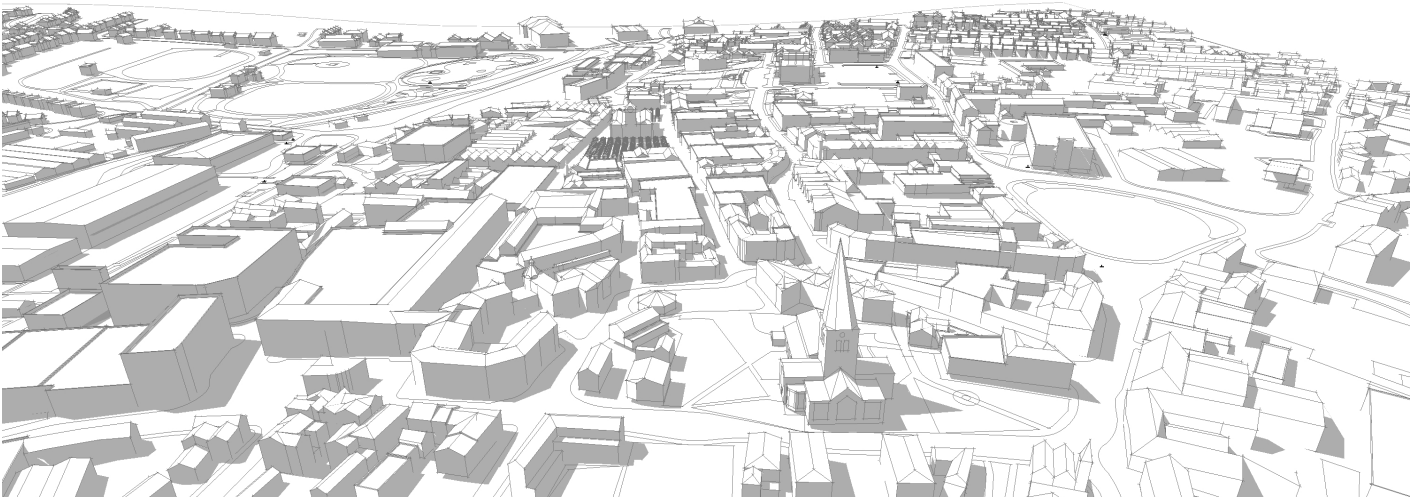
¹⁰Chesterfield Town Centre, Conservation Area Character Appraisal December 2006 page 6

¹¹Chesterfield Town Centre, Conservation Area Character Appraisal December 2006 Section 6, pp 20-44

¹²Chesterfield Town Centre, Conservation Area Character Appraisal December 2006 page 7

TOWN CENTRE CONSERVATION AREA

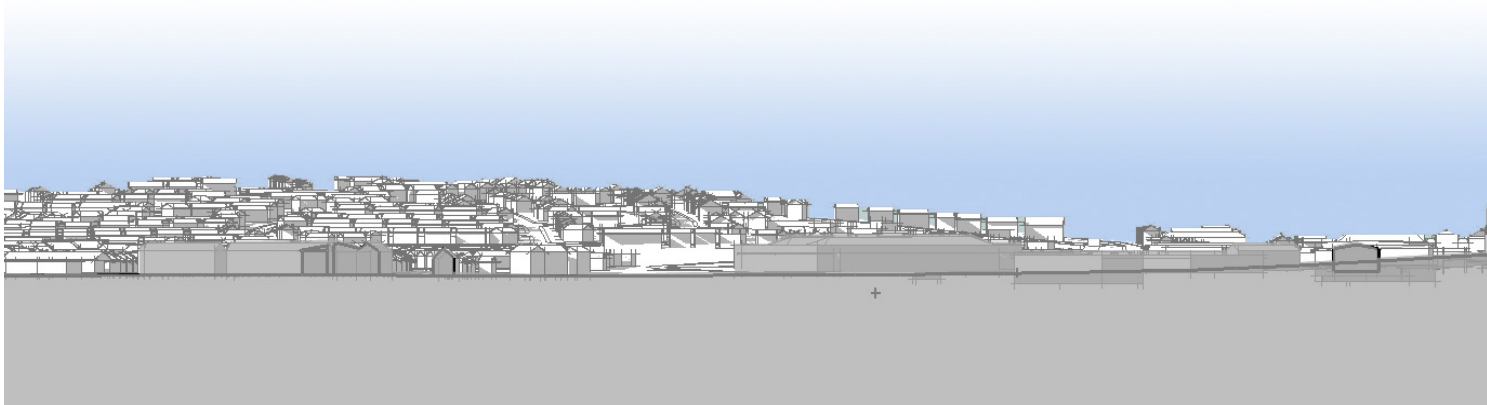




3.5 BUILDING HEIGHTS

A range of building heights are present around the town centre. These vary from 2 storeys to 4 storeys with a typical height of 3 storeys surrounding the market. A taller brick built MSCP sits adjacent to the Coach Station. The general pattern is for storey heights to increase southwards round New Beetwell Street and Markham Road which reflects the topography sloping down to the south. That said, to the south of Markham Road is predominantly single storey retail warehouse typologies.

Building heights should not obscure key views of the Crooked Spire and the Market Hall clock tower which provide useful way-marking points at either end of the town centre.



3.6 USE

It is important to understand the nature of the uses currently operating within the town centre and to assess the vitality and locational patterns of these uses as a driving force of the local economy.

The previous Chesterfield Town Centre masterplan was produced pre-recession in 2009 and was therefore completed in very different economic circumstances.

Since its production a number of changes to the fabric of the town centre have occurred. Some of these changes are positive, such as the refurbishment of the Market Hall, public realm improvements to key gateways and successful residential development on the town centre periphery.

Other changes reflect the negative effects of the changing economic climate including the vacant Co-op department store and underutilised Victoria Centre.

Opportunities previously identified in the 2009 masterplan are now less viable options including the proposals for major convenience retail development at Northern Gateway.

The 2009 masterplan identified that the commuting relationship with Sheffield is one of equals – slightly more people travel into Chesterfield from Sheffield than vice versa, despite the size disparity, demonstrating the attractions of the town as a place to invest, work and shop. However, there is also a skills deficit in the borough with some local people unable to access the type of service related work on offer.¹³

Employment in retail is also identified as an important component of the local economy, however it is vital that the economic base is diversified to provide jobs and skills in other service sectors to add strength to the local economy and attract a broader demographic to the town centre.

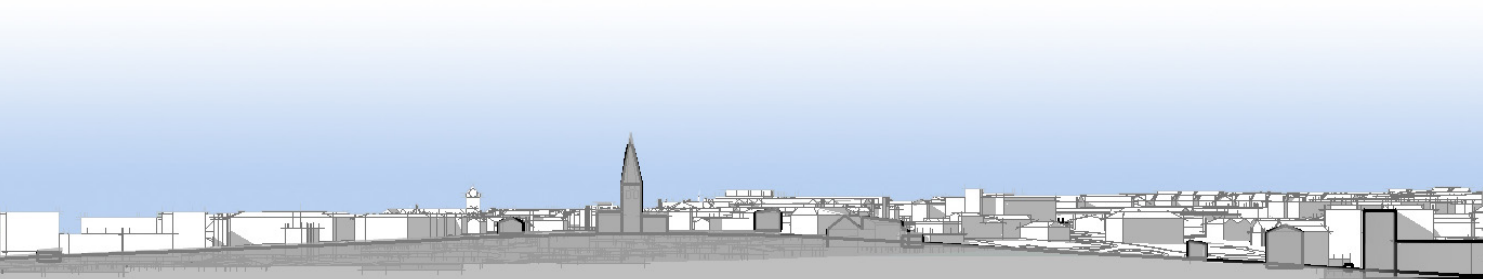
'Town centre/high street plans must encompass a complete community hub solution incorporating: health, housing, education, arts, entertainment, business/office space, manufacturing and leisure, whilst developing day time, evening time and night time cultures where shops are just a part of the total plan'....'Veteran Retailer' Bill Grimsey, An Alternative Future for the High Street.¹⁴

The recent Chesterfield Retail and Leisure Study¹⁵ provides a profile of the types of shoppers attracted to Chesterfield.

This is based upon Acorn profiles.¹⁶ The core Acorn groups in Chesterfield are the high affluence Executive Wealth (11%) and Mature Money (12%), as well as the less affluent older group Poorer Pensioners (15%).

Chesterfield is under-represented by younger groups in the 'rising prosperity' category such as 'career climbers' which may include couples with young children and students.

In order to understand the dynamics of the town centre we assess the key land use patterns and characteristics of key uses within Chesterfield centre.



¹³ Chesterfield Town Centre Masterplan October 2009 - Urbed pp17

¹⁴ Grimsey Review – An Alternative Future for the High Street October 2013.

¹⁵ Chesterfield Retail and Leisure Study November 2014 – CACI Ltd

¹⁶ Acorn is CACI's geo-demographic classification system. Acorn combines geography with demographics and lifestyle information, grouping the entire population into 5 categories, 17 groups and 62 types.

PART II | 3. DEVELOPING THE MASTERPLAN

RETAIL

The pattern of retail use within the town centre has gradually shifted southwards over the last three decades, starting with the development of the Pavements in the 1980s, followed by the redevelopment of Vicar Lane in the late 1990's and more recently the completion of the Ravenside Retail Park which includes a Debenhams department store.

The main shopping environment is a pleasant one at its heart, offering views towards the 'Crooked Spire' and historic building frontages at various key points on route. At its centre is the attractive and newly refurbished Chesterfield Market Hall which links into the busiest shopping areas in the town centre at Vicar Lane and Low Pavement.¹⁷ Vicar Lane is a modern open air shopping centre and offers many high street named retailers such as H&M, Argos, River Island, New Look, Holland and Barrett, among others. The Pavements Shopping centre also includes major high street names such as Boots, WH Smith alongside some independent retailers within a covered centre. Premium retailers currently comprise 5% of the retail mix in Chesterfield and across Chesterfield the focus remains on value retailers, which now account for 52% of the town centre offer.¹⁸ Opportunities exist to diversify this offer and attract more niche retailers to the town centre by increasing the town centre population, diversifying the town's core function and investing in the historic town centre environment.

The town centre also offers a wide range of independent retailers operating along attractive narrow medieval streets at the Shambles and the Yards and at the newly developed Market Hall. Areas such as this provide the perfect setting for creative independent operators seeking a unique environment for their business. Small scale interventions, such as strategy for commercial waste bins (see section 4), could have a major impact here.

The recent update of the Chesterfield Retail and Leisure Study¹⁹ identified that Chesterfield can extend its up-market offer of clothing and footwear shopping through introduction of such brands that are prevalent in other aspirational towns. The retailer gap analysis in the CACI study identified that there is an opportunity to push Chesterfield's retail offer towards more accessible premium brands such as Oasis, Warehouse, Fatface, Office, Coast, Jones and Laura Ashley that are present in other similar towns but not currently available in Chesterfield. The Northern Gateway development and refurbishment of other vacant units in the Historic Core is of major importance in the attraction of more premium retailers.

Chesterfield's individuality of the built

environment and the diversity of its retail offer has ensured that it has positioned itself well against other similar sized towns. It has retained a vibrant retail core and one of the town's key strengths is that it has a tight, local catchment of loyal shoppers and retains 52% market share of its catchment.²⁰ In order to maintain a strong town centre it is important to attract more retailers to Chesterfield.

Prime retail rental values are currently at around £90 psf for Zone A retail along Vicar Lane which peaked above £100 psf between 2008 - 2010.

Retail vacancy levels have been consistently good and remained above 90% for the last 5 years (compared to the current national average of 87%).



¹⁷ The recent town centre health check produced in April 2014 identified that the busiest retail sites continue to be the main shopping areas of Vicar Lane, High Street and Low Pavement.

^{18/19/20} See Appendix A, Table 1, Chesterfield Retail and Leisure Study, November 2014.

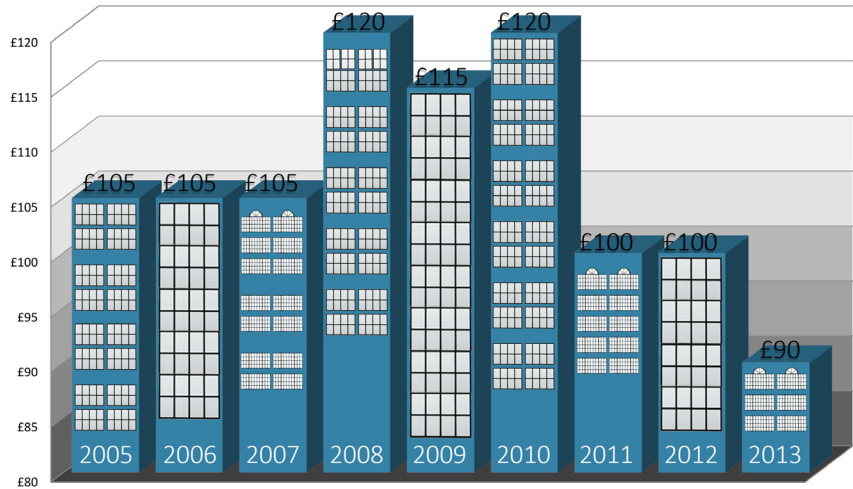
The recent CACI audit identified that since their previous audit of 2010 there has been a slight increase in vacant units to 8.8%. CACI found that many vacant units were found in the Cavendish Street area, High Street and Knifesmithgate. Failed units on Cavendish Street included the former club Department (although the ground floor has now been brought back into use as a Boyes supermarket), a pizzeria, Lisbos Bar and Shooters. Despite a seemingly high number of vacant units here (9) there are signs of improvement with the formation of new businesses including 2 new bars on Station Road. The Yards has the highest vacancy rate at 15.4% of all units including Divine Interventions. Closed units at Market Place include Jessops, Regis and the former Post Office building. The Pavements Shopping Centre continues to suffer from vacancies reflecting the large volume of Value independent tenants. Some of the changes to the retail environment are reflective of the changing retail landscape at a national level with the rise of internet commerce leading to the decline of some traditional high street retailers such as Jessops (Market Place) and Phones4U (Vicar Lane).²¹

It is important that Chesterfield embraces the dramatic structural changes that are impacting upon the retail industry, through the changing consumer behaviour, driven by the internet and other mobile technology.²²

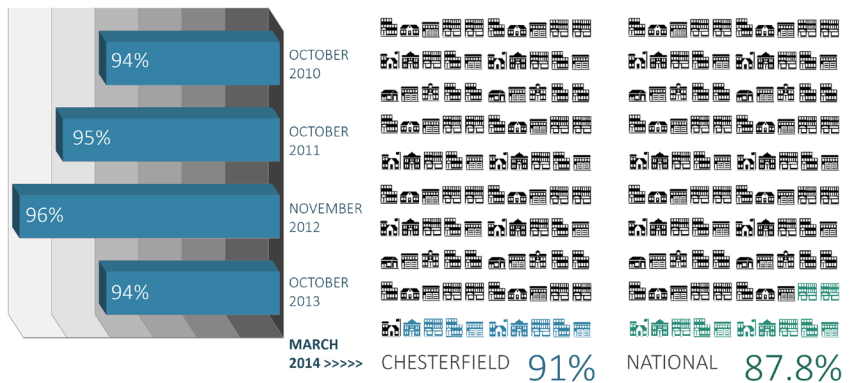
The share of people shopping online has quadrupled in just six years and continues to grow rapidly. Retail destinations need to be attractive, well-run social hubs in order to retain customers.²³

There is a need to build upon the existing retail offer strengths of the retail core in Chesterfield by investing in the unique historic environment (public realm and technology) to encourage more people to visit, shop and dwell in the town centre. This will attract more diverse retailers and position the town centre to respond to the rise of internet shopping e.g. 'showroom', advisory and exhibition spaces and 'click and collect'.

PRIME IN TOWN RETAIL RENTS



TOWN CENTRE SHOP OCCUPANCY



²¹ Chesterfield Retail and Leisure Study 2014, CACI Ltd

²² Grimsey Review – An Alternative Future for the High Street, September 2013.

²³ 21st Century Retail Policy: Quality, choice, experience and convenience, Alex Morton, 13 September 2013 <http://www.policyexchange.org.uk/~/media/PolicyExchange/~/category/item/21st-century-retail-policy-quality-choice-experience-and-convenience>.

CHESTERFIELD MARKET

Chesterfield's markets are a great asset to the town centre. It is one of the largest in the country and dates back to 1204 with the granting of a Market Charter by King John.²⁴ The Chesterfield Market Hall has recently benefited from a major £4 million refurbishment which has further diversified the town centre shopping mix and protected the historic heart of the town centre. The Market Hall re-opened in October 2013 and provides 45 internal and external retail units, 22 offices, a central café and conferencing facilities in the first floor Assembly and Meeting Rooms.

Improved entrances have been designed to increase the pedestrian flow through the Market Hall and provide guidance and direction for customers and visitors. The new Market Hall has been officially named as the UK's "best small indoor market" by the National Association of British Market Authorities (NAMBA).

The open air market is one of the biggest in the country and takes place in Market Place and New Square. These are described in detail above as key public spaces which help to shape the sense of the place.

The markets are very important as they provide local variety and character. They generate high footfall creating a vibrant place to meet and shop at the heart of the historic core and are destinations in themselves. The markets are also important for new start-up retailers to test their ideas as low overhead retail incubators.



The Market Dates Back to

1204



Amount Spent on the 2013 Refurbishment to the Market Hall

£4M



20%

Increase in Thursday's Flea Market Occupancy Over the Last 5 Years



²⁴ Destination Chesterfield – Chesterfield Visiting, Chesterfield Market (<http://www.chesterfield.co.uk/about-chesterfield/destination-chesterfield/>)



Open Market Occupancy (Chesterfield Borough Council 2014)

	Av. no. of Stalls 08/09	Av. Occupancy 08/09	Av. no. of Stalls 13/14	Av. Occupancy 13/14	Change +/-
Monday	139	58%	120	50%	-14%
Friday	152	63%	133	53%	-16%
Thursday	129	72%	155	86%	+20%
Saturday	157	65%	150	61%	-6%
All Days	144	65%	140	62%	-5%

Monday, Friday and Saturday figures based on 240 stalls as full occupancy.
 Thursday figures based on 180 stalls as full occupancy.

Open Market Occupancy (Chesterfield Borough Council 2014)

PART II | 3. DEVELOPING THE MASTERPLAN

LEISURE AND TOURISM

The town centre contains a number of historic features which are a big draw for tourists. Key attractions include the 'Crooked Spire' of St Mary and All Saints Church and the cobbled Market Square.

The recent CACI Chesterfield Retail and Leisure Study²⁵ states that a strong restaurant offer will drive footfall in the town centre and encourage linked trips that extend into the evening; this will drive higher dwell times and shift shopping behaviour towards destination trips that combine retail, catering and leisure.

At present there is ample headroom to improve the leisure and restaurant mix in Chesterfield. This should be given priority given that a strong leisure offer has been shown to increase retail spend. The CACI study provides an analysis of the gap in current catering provision within the town centre and identifies a number of caterers such as Pizza Express, Starbucks, Zizzi, Carluccios and Prezzo that are present in similar aspirational towns but not currently present in Chesterfield. Continued investment in the historic core and strong public realm and connectivity between the retail and emerging leisure areas should encourage more leisure operators to invest in the town centre.

At present there is one cinema in Chesterfield located just outside the town centre at the Alma Leisure Park featuring a 10 screen cinema and dining. In addition, The Pomegranate Theatre is currently developing its cinematic offerings and has recently installed a digital cinema allowing it to show live performances in addition to more 'art house' films. However there is still a strong opportunity for an additional cinema in Chesterfield based upon the level of available cinema spend within a 20 minute drive time of the town centre which is £4.5m (compared to an average of £2.0m in similar benchmark centres).²⁶

Effective town centre management and improvement of the current leisure offer is recommended to allow for diversification of uses which are currently underprovided, such as family restaurants, cafes and bars. This will ensure that people continue to be drawn into the centre to access not only the retail offer but other uses, for example, The Pomegranate Theatre and Winding Wheel as well, therefore widening the visitor experience within the town centre.



OFFICES

The focal areas for office use within the town centre are within the Civic Quarter near the Town Hall on Rose Hill, along Saltergate and to the north of the town centre retail area. There is also office uses at Blenheim Court within the Northern Gateway and Basil Close / Durant Road in the Spire Neighbourhood near the Magistrates Court. The largest office occupiers in the town are predominantly public sector including the local authority (1,200 employees) and Chesterfield College (500+).

North East Derbyshire District Council (250-500 employees) are moving out, but this creates other opportunities for the reuse or redevelopment of their office building on Saltergate. The main private sector employers with 100 – 250 employees in the town centre include:

Sixt Vehicle Rental headquarters, URS Engineering, and Royal Mail. Many other

companies are located around the periphery on various business parks and trading estates along the A61 corridor.

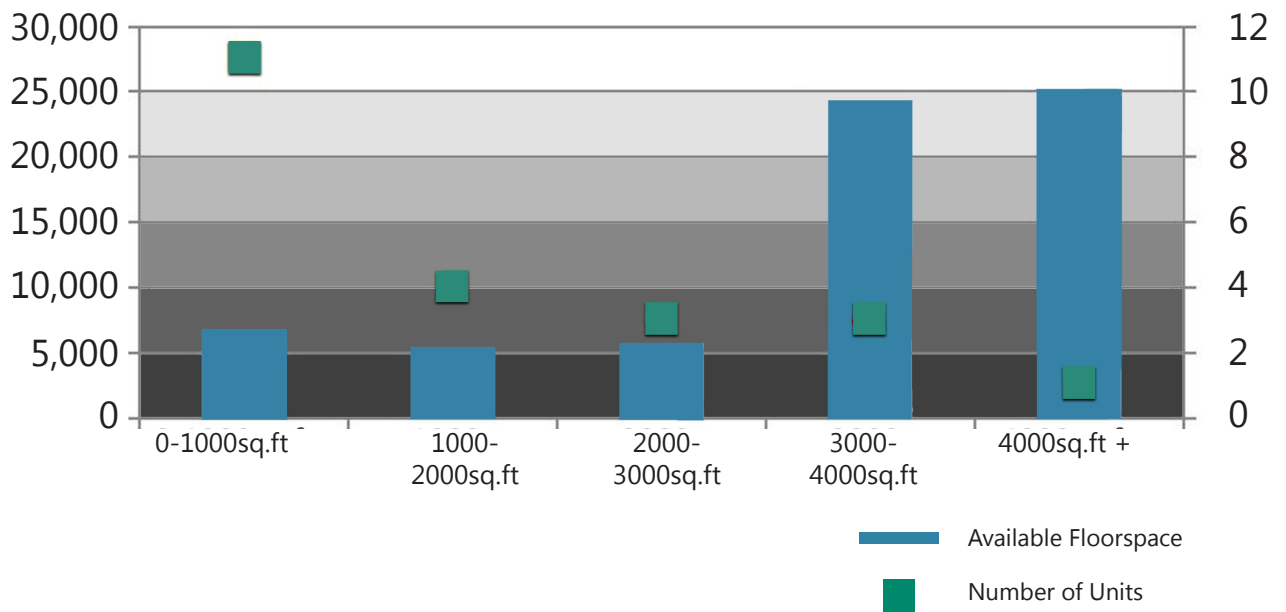
There is currently a lack of new-build grade-A office space in the town centre and an identified latent demand from occupiers for this type of space. A little further away from the town centre there are a number of new-build office suites available within the Ashgate Road Medical Centre. This office space was completed in 2014 as part of a new medical centre with suites between (42 – 280 sqm) 450 - 3,000 sqft. Quoting rents are between £13 psf - £15.60 psf (£140 – £167.90 psm) and demand is likely to fill this space.

There are also a number of small refurbished office units available on the market at Burlington House within the town centre behind Vicar Lane Shopping Centre.

The marketing agents for these properties have stated that demand for these units is limited as they are small and don't meet the needs of current occupiers looking for modern accommodation. Consultations with local agents echo these comments relating to accommodation being out dated and too small and it is suggested that if larger, more modern accommodation was provided, that there is demand both from local and national businesses looking for accommodation in Chesterfield.



Office Availability (Egi 2014) *Estate Gazette 2014*



INTERNET CONNECTIVITY

Chesterfield centre contains a variety of businesses that depend on digital connections, not least the local media sector, which includes a variety of digital radio stations and local newspapers.

The main Chesterfield exchange, which covers the town centre, is enabled for superfast broadband but this still has to be rolled out uniformly across the town centre. The broadband speed and WiFi connectivity within Chesterfield town centre needs to be improved and reliable digital connections are required to support the future economy.

It is vital that the town centre is digitally connected and that all buildings have sufficient broadband capacity and wireless hotspots enable public spaces based on current and future technology.²⁷



1 - AQL Blue Boxes WiFi Hubs

PART II | 3. DEVELOPING THE MASTERPLAN

RESIDENTIAL

Chesterfield town centre falls within the post code area of S40 where the average price paid over the last 5 years is £155,977. Values in this area have increased by 4.65% over the last year but this is still significantly lower than the UK average of £231,378 making Chesterfield a more affordable location to live.

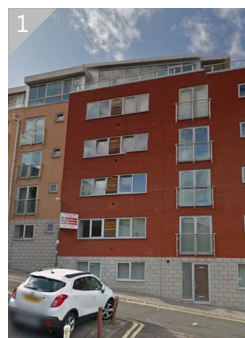
Values in the S40 area are higher than the Chesterfield average and are also higher than the South Yorkshire average, but lower than the Derbyshire average (which includes the Peak District). The lowest values achieved have been for terraced properties which are the most prevalent house typology followed by residences in a commercial building (i.e. above a shop) and flats (both purpose built and converted).

Recent new development in the town centre has diversified the residential offer and proved to be very successful. Barratt Homes have recently completed two schemes in Chesterfield – The Spires and subsequently Saltergate. The Spires is a development just to the south of the town centre on the A61 Derby Road where typical prices are £171,000 for a 3 bedroom terraced town house.

Saltergate, comprising 68 homes, has recently been completed on the former Chesterfield Football Club site close to the Civic Quarter. The development includes a mix of terraced town houses, semi-detached, and detached properties and there is only 1 x 4 bedroom property remaining at £269,995. Similarly Miller Homes are developing a scheme of 126 homes to the north of the town centre on the former rugby club site, The Portlands. Prices here range from £186,000 - £275,000 for 3 and 4 bedroom homes.

Residential development has also taken place at Manvers Court off Newbold Road between the Northern Gateway and the Civic Quarter. This comprises a mixture of

Area	Flats	Terraced	Semi Detached	Detached	Average Price
S40 Area	£ 109,516	£ 106,641	£ 143,746	£ 253,826	£ 155,977
Chesterfield	£ 115,388	£ 98,160	£ 128,193	£ 234,115	£ 141,476
Derbyshire	£ 123,744	£ 118,892	£ 146,864	£ 264,383	£ 163,092
South Yorkshire	£ 121,967	£ 103,798	£ 133,296	£ 238,759	£ 139,011



new build and refurbished accommodation including apartments to rent. Here 2 bedroom apartments command a rent of £470 - £500 pcm. Town centre apartments have also been developed at Town Walk, Tupton Lane next to the new Magistrates Court within the Spire Neighbourhood. This comprises a modern 6 storey block where 2 bed units are currently c £170,000 to buy or £670 pcm to rent.

There is huge potential for new residential development on sites within the town centre and particularly the former Saltergate Medical Centre which is being demolished by the Homes and Communities Agency and other sites around the Spire neighbourhood,

Northern Gateway and Waterside (see Part III below).

Development in the town centre should build upon this success and continue to increase the amount of housing available in town centre locations. There are significant opportunities for refurbishment of upper levels (e.g. the Co-op and Victoria Centre – see Historic Core below) to bring these buildings back into use to create town centre living which will support the shops and services in the town. Similarly there are requirements for new supported living schemes in the town centre given the national trend of aging population.



- 1 - Tipton Lane Housing
- 2 - Saltergate Development
- 3 - Chatsworth Road Development

Precedents:

- 4 - Great Kneighton, Cambridge
- 5 - Details, Great Kneighton
- 6 - Newhall Be, Harlow
- 7 - Ancoats, Manchester

PART II | 3. DEVELOPING THE MASTERPLAN

EDUCATION AND HEALTHCARE

The future success of development of additional homes in the town centre will in part be dependent upon the presence of supporting services to cater for the needs of the community. The essential services that people will require access to are health and education.

There is a good existing provision of healthcare facilities, including four GP medical surgeries within or near to the centre - Chesterfield Medical Partnership, The Surgery @ Wheatbridge, Holywell House Medical Centre, Avenue House and Hasland Partnership. There is also good provision of opticians and dentist services within the town centre.

There are no primary schools located within the town centre as illustrated by the map, however there are several schools within reasonable proximity to the town centre (Abercrombie Primary, Christ Church CE Primary School, Hady Primary School, Old Hall Junior School and William Rhodes Primary School). According to the Derbyshire County Council School Organisation Plan, all of these schools have a surplus of places apart from Old Hall Junior School totalling 211 places at primary and infant level.

If more residential accommodation is to be developed in the town centre and in particular more family orientated homes, provision may be needed for more school places in or near to the town centre. The business case for investment would need to be made, but there would be good opportunities for a new school on sites in the Spire Neighbourhood or the Northern Quarter near the College.

HIGHER AND FURTHER EDUCATION

Chesterfield College is a highly successful and vibrant college based in North Derbyshire with excellent pass rates and high student success levels.

Its location in Chesterfield town centre is part of its success - attracting students from north and south Derbyshire, Buxton, Derby and South Yorkshire and Sheffield. The college has over 700 courses (including foundation courses, A Levels, Apprenticeships, Vocational (work related) and Professional Qualifications, Diplomas and Degrees) and over 8,000 full, part time or HE students every year. The emphasis for the college is to equip students with the skills and knowledge for progression and employment.²⁸

The college is expanding and work has begun on a new building including main reception and brand new facilities for construction students, including carpentry & joinery, plumbing and mechanical engineering. This work will be completed by September 2015. Chesterfield College have also invested £2.5 million into the redevelopment of the Queen's Park Sports Centre (see page 94 below) to ensure that its students can make use of the facilities during term time alongside regular customers. The college will also contribute to the running costs of the new centre once it is opened.

Furthermore the University of Derby has recently announced plans to open a Chesterfield campus in addition to existing campuses in Derby and Buxton. The University has purchased the Grade II listed former girls' school, the St Helena Centre, from Derbyshire County Council. The campus is situated between Chesterfield College and the Northern Gateway which consolidates the Education Quarter in this location. It will bring new jobs, business support, business incubation, nursing, engineering and real world learning to the town with courses initially in adult nursing.²⁹ It is anticipated that student numbers will increase to around 300 places by 2016.

At present there is live-in accommodation at the Royal Hospital which caters for students that are attending the university from further

afield.

However there may be an opportunity to provide some further accommodation within the town centre to cater for increased numbers of university students in 2016. The university may also expand to offer other courses at the St Helena facility in addition to nursing.



1 - Ashgate Medical Practice

2 - The Surgery @ Wheatbridge

3 - Abercrombie Primary School

²⁸ <https://www.chesterfield.ac.uk/about>




²⁹ <http://www.derby.ac.uk/news/new-future-for-landmark-chesterfield-building>

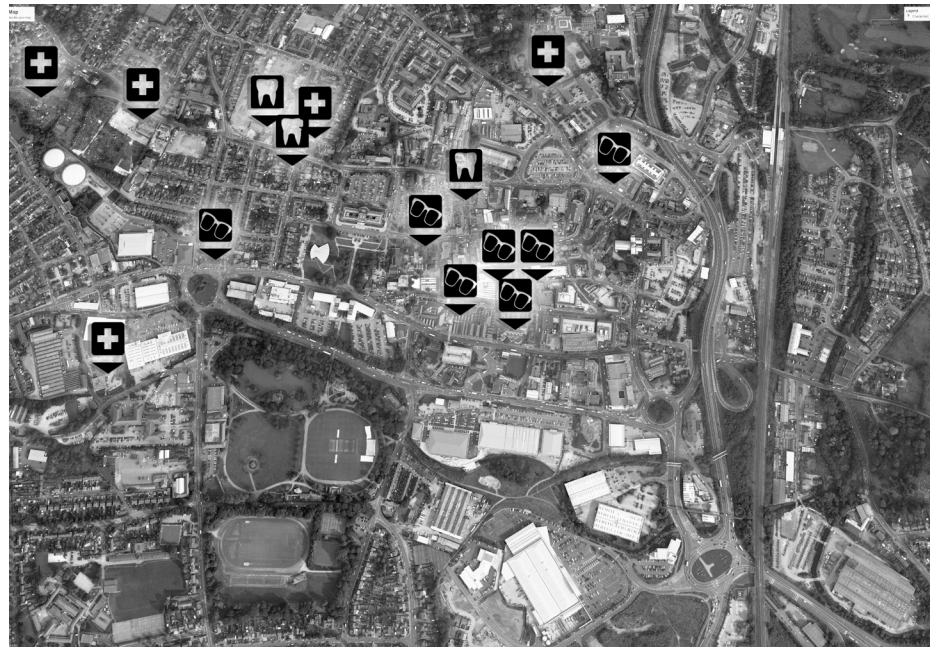
Local Schools >

- N** Nursery/Pre-School
- P** Primary/Infant/Junior School
- S** Secondary/Sixth Form Education
- F** Further Education
- O** Other



Local Health Services >

-  Doctor Surgeries
-  Opticians
-  Dental Practices



PART II | 3. DEVELOPING THE MASTERPLAN

CAR PARKING

There are 4,589 parking spaces in Chesterfield town centre, of which the Council own and manage 2,689 of them. Some of the privately owned car parks are on temporary sites such as 250 spaces on Brewery Street which will be part of the Waterside development.

The following charts illustrate the average levels of occupied car parking spaces at council owned car parks within the town centre for weekdays (Monday to Friday) and Saturday.³⁰

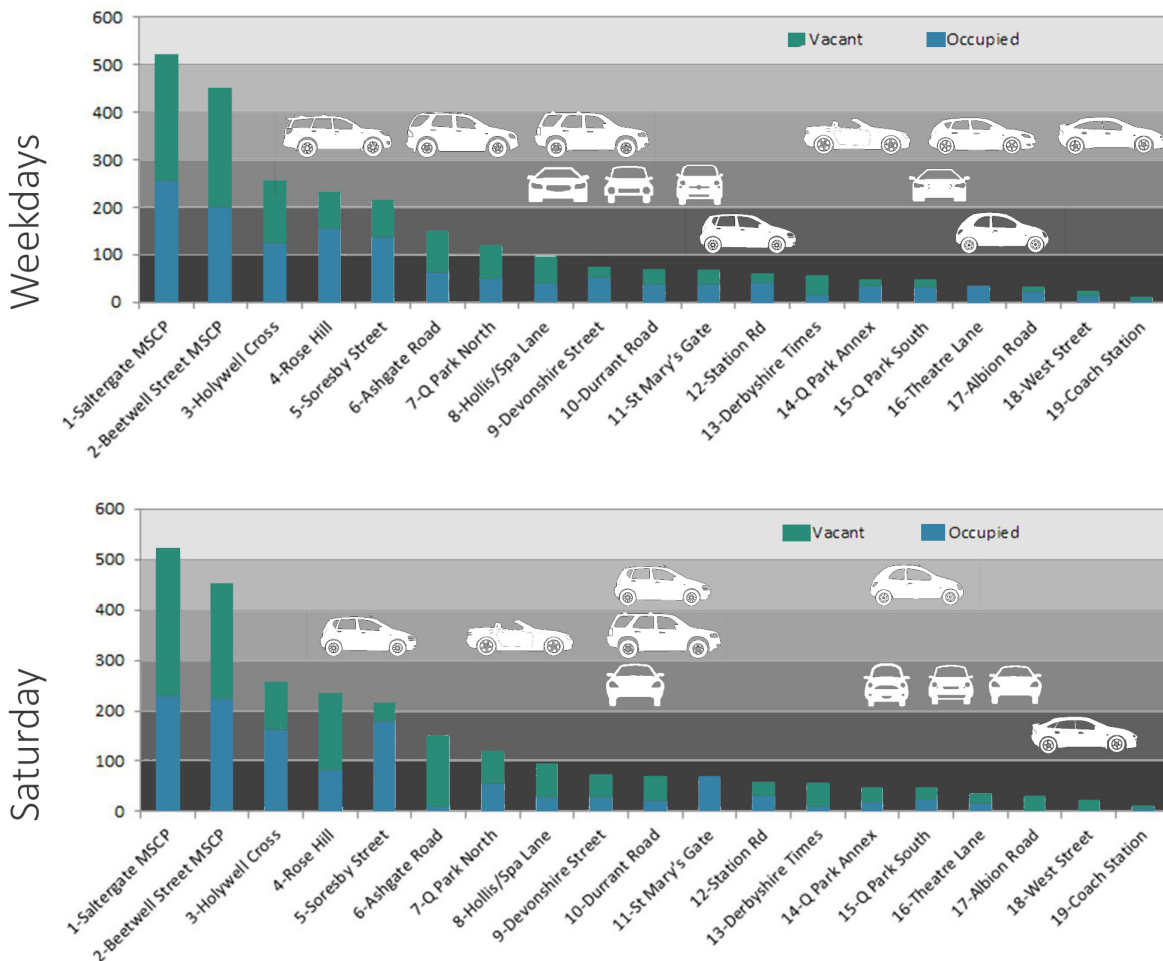
It should be noted that some large MSCPs are operating at an average occupancy rate of less than 50%. This includes the Beetwell

Street MSCP (465 spaces) and Saltergate MSCP (529 spaces) (albeit 2 decks are not currently in operation). In addition to the two council owned multi-storey car parks, there is an additional MSCP at Vicar Lane/Beetwell Street adjacent to the Vicar lane shopping area (395 spaces) which also presents further car parking capacity within the town centre. There are opportunities to improve/refurbish existing MSCPs to make them more attractive to motorists (e.g. variable message signage) and more accessible (e.g. Beetwell Street MSCP).

It is also important to note that Ravenside Retail Park has 435 free car parking spaces and there is a big draw of shoppers to this location.

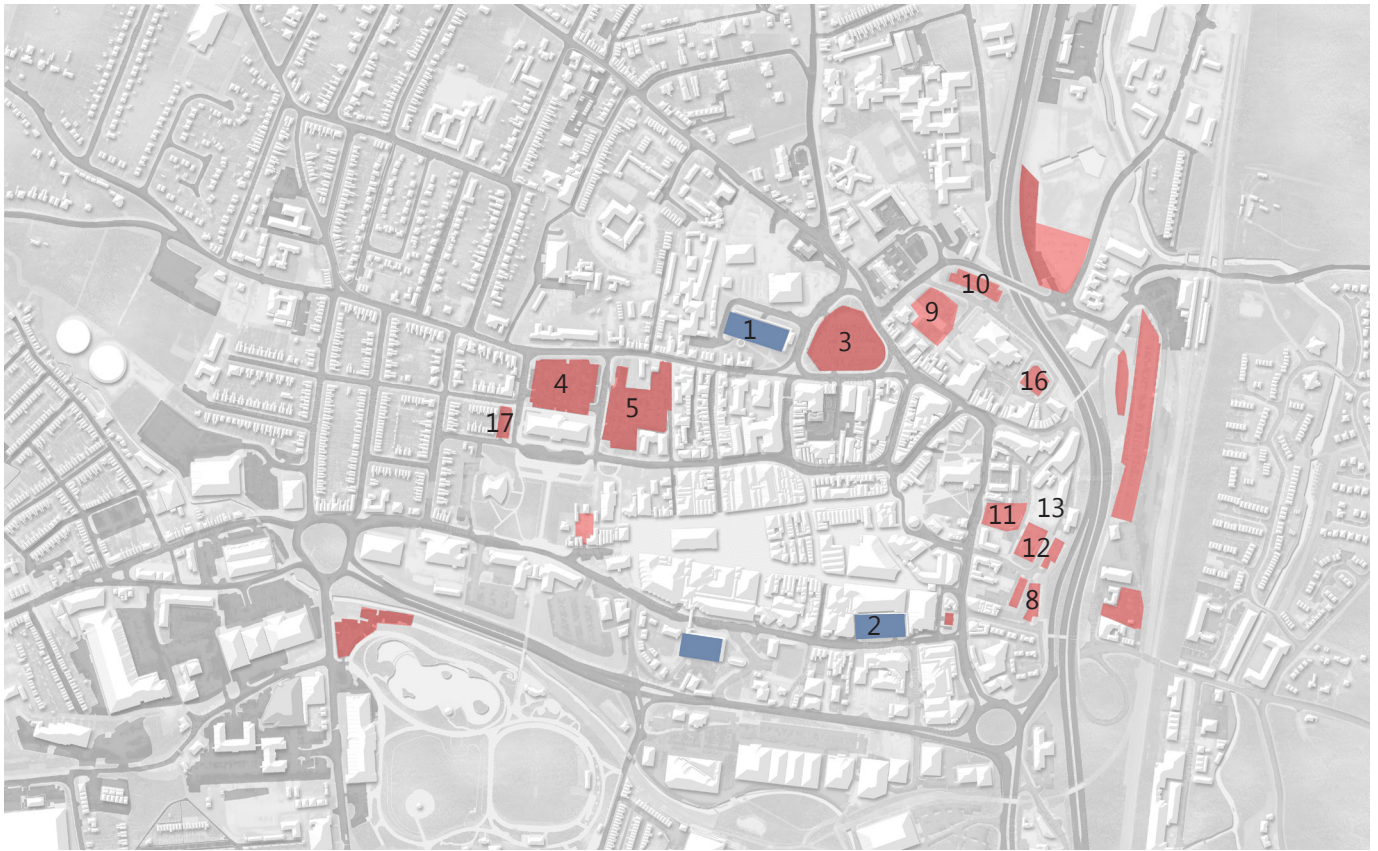
Previous plans³¹ suggested development of a number of surface car parks including in the Northern Gateway, the Spire Neighbourhood and the Civic Quarter. The occupancy statistics show that there is capacity to release some car parks for development. The benefits of developing on some of the sites include: improvements to the urban fabric and streetscape; more residential and/or commercial floorspace in the town centre generating rent, rates and local property taxes; stimulating a modal shift away from over reliance on the private car.

Further work is required to determine the future car parking requirements having regard to long-term trends in car transport and the needs of future businesses, shoppers and visitors to the town centre.



³⁰ data collected in 2013 by Chesterfield Council

³¹ Chesterfield Town Centre Masterplan 2009, Urbed (pp 53)



- | | |
|-------------------------|----------------------|
| 1. Saltergate MSCP | 11. St Mary's Gate |
| 2. Beetwell Street MSCP | 12. Station Road |
| 3. Holywell Cross | 13. Derbyshire Times |
| 4. Rose Hill | 14. Q Park Annex |
| 5. Soresby Street | 15. Q Park South |
| 6. Ashgate Road | 16. Theatre Lane |
| 7. Q Park North | 17. Albion Road |
| 8. Hollis / Spa Lane | 18. West Street |
| 9. Devonshire Street | 19. Coach Station |
| 10. Durrant Road | |

- Surface Car Parks
- Multi-Storey Car Parks

PART II | 3. DEVELOPING THE MASTERPLAN

ACTIVE FRONTAGES

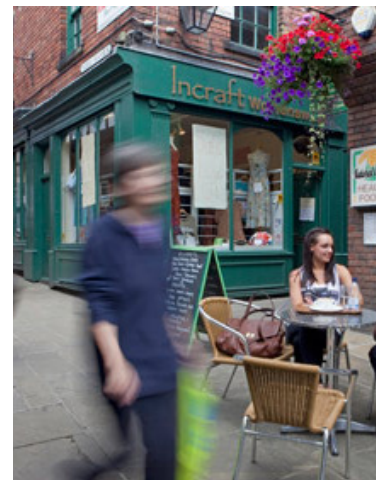
It is important when considering any new development that frontages are activated with visible uses whether that be shops, offices and bars/restaurants. It is important to avoid blank frontages particularly on the main pedestrian and vehicular streets. There needs to be a clearly defined hierarchy of service streets and frontages to ensure the activity is concentrated in the relevant areas.

UPPER LEVELS

Similarly it is important that vacant upper floors in the town centre are brought back into use. This could be for low cost flexible offices or residential. This will bring more people into the town centre which will support local shops and services. The Council and landlords need to adopt a flexible approach to encourage these uses and invest in improving facilities/access.

Chesterfield Borough Council currently has 1,070 sqm (11,521 sqft) of vacant office space in the town centre available within their portfolio. Much of this stock is located at Corporation Street and all offices are on the first or second floor with no DDA access (lift).

A total of 16 of the office suites make up the 1,070 sqm (11,521 sqft) of vacant space with three being 121.5 sqm (1,308 sqft), 212.5 sqm (2,287 sqft) and 279 sqm (3,000 sqft). The rest is made up of 13 offices between 16.8 – 42 sqm (181 - 450 sqft). All are converted Victorian properties with retail on the ground floor. Destination Chesterfield are marketing some of the properties at a reduced rent to attract tenants, however the properties are proving difficult to let due to the restrictions on access and lack of DDA compliance and the age of the accommodation on offer. Opportunities may exist to convert these offices to alternative uses such as residential flats.





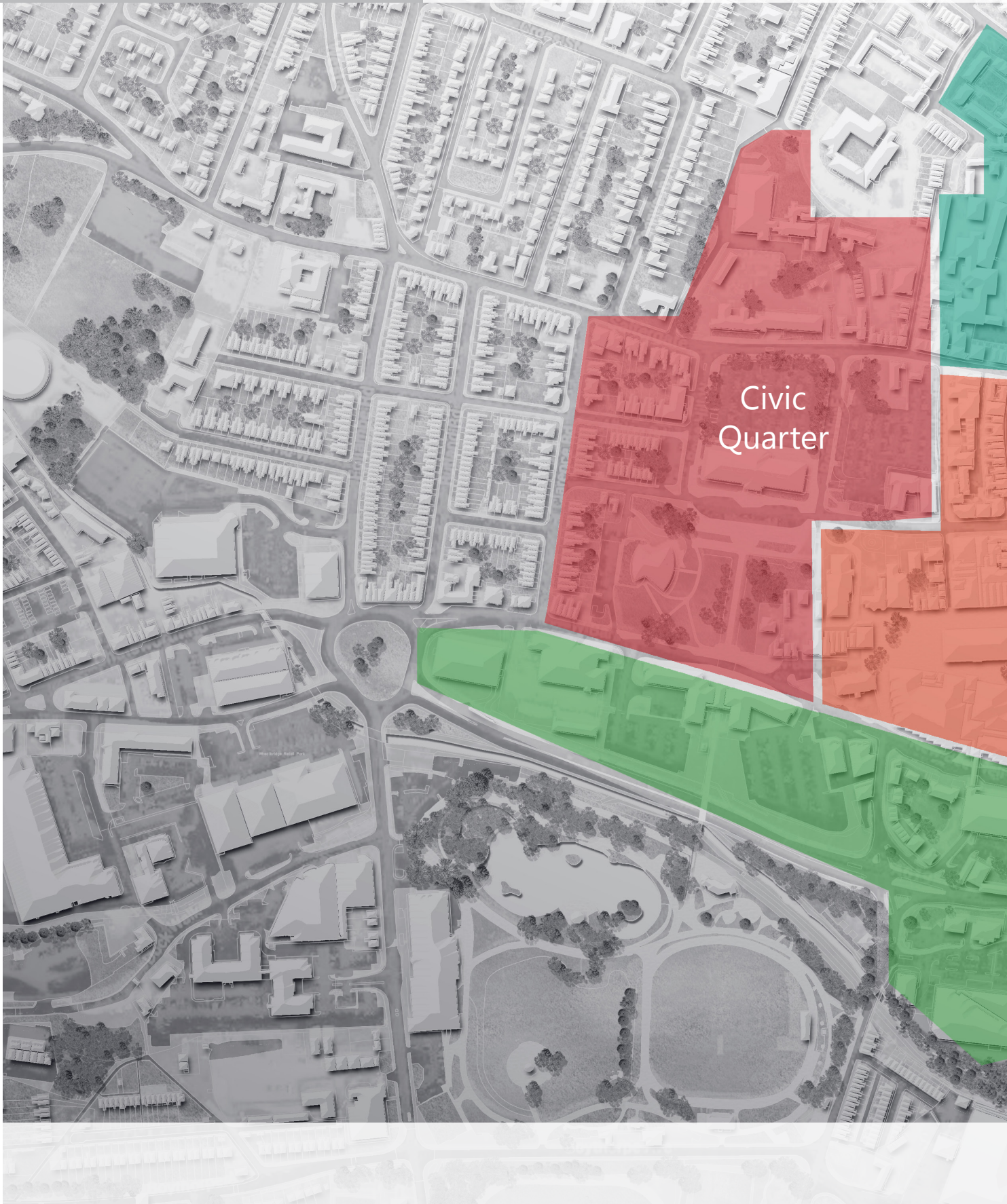
— Active Frontage



CHESTERFIELD
BOROUGH COUNCIL

PART III

Character Areas







CHESTERFIELD
BOROUGH COUNCIL

PART III HISTORIC CORE

The historic core is critical to the future success of Chesterfield town centre. This was where Chesterfield began and it is where its local distinctiveness and heritage can be found. The iconic St Mary and All Saints Church spire, the Market Hall and squares and the historic Shambles are located here.

The core is also the area that binds all the other quarters and character areas of the town together. If the core is successful there is potential for development to grow outwards (e.g. the Northern Gateway). However, without a successful town centre the delivery of more peripheral schemes (e.g. Waterside) becomes more challenging.



4.1 TOWN CENTRE MANAGEMENT PROJECTS

Destination Chesterfield has a wide place-marketing brief but it has also worked collectively with the Council to develop a co-ordinated approach to the promotion of Chesterfield Town Centre.

The following initiatives have already been implemented and supported by Destination Chesterfield in partnership with the Town Centre Forum. They demonstrate the type of activity that could continue in the future.

- Business planning workshops delivered to new Market Hall traders.
- A mystery shop of the town centre independents to develop a retail support programme.
- Digital High Street Support programme to assist small businesses to develop a multi-channel marketing approach in association with The National Skills Academy for Retail and Association of Town and City Managers.
- Guide to Successful Retailing support programme - inspired by Mary Portas - a series of business courses developed specifically to meet the needs of small and medium sized business owners and managers.

The above initiatives have helped Chesterfield businesses to get the skills, knowledge and tools needed to grow their business and the opportunity to network with like-minded businesses. However, only 33% of businesses have an online presence, with 14% currently selling their products online. The more digitally enabled a company is, the faster it tends to grow and, in the UK, we are twice as likely to buy our goods online. Therefore initiatives such as the Digital High Street course must continue and be promoted.

In addition to the above, our master-



planning process and stakeholder consultation has identified various other town centre management projects that could be implemented to improve the town centre environment and make it more vibrant. These include:

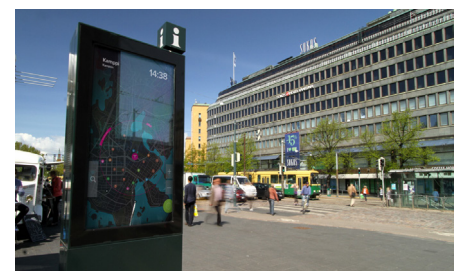
MARKET SQUARE MANAGEMENT

The market is one of Chesterfield’s most important assets and attracts a large number of stall holders and shoppers. However, the stalls in Market Square are currently fixed which means that the square cannot be used for other activities. Also the layout is in rows which is a barrier to permeability and means that stalls in the centre get less footfall.

As a consequence stall holders are erecting temporary stalls in adjacent streets, including as far as Burlington Street. It is important that the market is supported and continues to thrive, however, this needs to be managed for the benefit of the wider town centre.

Key aspirations for the market include:³² retaining the character of the market, including the cobbles; creating wide

pathways to enable accessibility and footfall; enabling flexibility for events and to reflect different trader requirements and size of markets. A detailed feasibility study is required to explore the options for a redesigned market and associated costs. This work will help secure a sustainable future for a major asset to Chesterfield town centre.



DIGITAL TECHNOLOGY AND CONNECTIVITY

It is important that Chesterfield embraces technology in order for the businesses and retailers in the town centre to compete with online and other experiences e.g. Meadowhall Shopping Centre in Sheffield. It is critical for Chesterfield that retailers on

³² The aspirations have been put forward by the Markets Consultative Committee.

the high street engage with their customers both online and in-store. The Council together with its private sector partners in the Town Centre Forum must ensure that Chesterfield enables the right technology to attract shoppers and visitors to the high street.

This could include initiatives such as: iBeacons – transmitters used to ‘bounce’ messages to mobile devices to gather data and send information to consumers (e.g. discount codes for particular shops you are passing); Digital Wallets – e.g. cashless payments using your mobile phone; Wearables – e.g. ‘Google Glass’ or smart-watches that enable people to stay connected more easily; and Mapping – use of GPS technology to provide precise detailed information to consumers and retailers – often real-time.³³

DIGITAL MEDIA

Large digital media screens are increasingly used for public celebrations and national sporting events. They are also being driven by the advertising industry. It is important in a historic town like Chesterfield that the location, position and use of big screens is managed so as not to detract from the historic environment.

The careful reconfiguration of the open air market may provide an opportunity to introduce digital media into the historic core of the town centre. However, this would need to be empathetic to its historic environment and introduced on a temporary basis as and when required for specific events.

VARIABLE MESSAGE SIGNAGE (VMS)

VMS can be used in a variety of ways across the town centre to improve efficiency and the visitor experience. This includes VMS to direct drivers to car parks with spaces which could be particularly relevant if some of the under-utilised surface car parks are developed. VMS can also be used on bus

stops to inform passengers of the next services. Interactive screens can also be used to enhance town centre maps, wayfinding and information points.

LIGHTING SCHEME

Street lighting and the illumination of historic buildings can provide important ambiance for the night time economy and events. Key buildings such as the Town Hall, St Mary and All Saints Church and the Market Hall should continue to be lit at night to show off the splendour of the buildings and enable visitors and residents to see the buildings and the town centre in a different light.

TRADE WASTE STRATEGY

A large amount of trade waste is generated by the shops, cafés and markets and this has to be removed swiftly in order to maintain the quality of the environment. There are a large number of trade bins located in the narrow alleys of the Shambles and Yards area and these detract from the quality of the spaces. Consideration should be given to the location of these bins in designated service areas.

HERITAGE INTERPRETATION

One of Chesterfield’s defining characteristics is the quality of its historic environment. Residents and visitors should have the opportunity to engage with the built environment and learn more about the heritage. Initiatives taking place elsewhere which could be applied in Chesterfield include – heritage open days where listed buildings in the town open their doors to allow visitors to look around; enlivening Blue Plaques with multimedia (internet/mobile) information which elaborates on the history of the building; virtual reality (mobile/tablet) streets using historic images which show how streets have changed through the passage of time; talking statues, whereby you can listen to an actor talking as the person in the statue about their life.



³³ Blackstock, Retail's Digital Future, (October 2014) Addleshaw Goddard and British Council of Shopping Centres.

4.2 PUBLIC REALM PROJECTS

The historic core is the centre of the town and is the focal point for more recent development which has expanded the town centre around the periphery. See the historic mapping appended.

It is absolutely vital therefore that the Historic Core has great connectivity within the town centre and to all other parts of the town. Similarly, it is vital that there are high quality spaces where people can meet, interact and dwell. The continued reconnection and improvement of key spaces is recommended to maximise the potential of key assets within the town centre and permeate the periphery to the retail core through the promotion of walking, cycling and public transport and reducing the impact of the road infrastructure.

In this respect, key projects include:

SHARED SURFACING AND TRAFFIC CALMING ALONG KEY PUBLIC TRANSPORT ROUTES

Buses currently dominate Beetwell Street, Church Way and Knifesmithgate. Buses should continue to be allowed to skirt round the centre and consideration should be given to moving buses out of one block, taking them off Knifesmithgate and Church Way to St Mary's Gate and Saltergate.³⁴

Consideration should be given to the use of shared surfaces, prioritisation of road space, increasing pedestrian footways, introducing discretionary crossing points etc. This would significantly improve pedestrian comfort and safety.

SERVICING STRATEGY

Knifesmithgate is dominated by lorries servicing the rear of the shops on High Street and Burlington Street. Knifesmithgate is an attractive street with mock Tudor buildings

including Co-op and the Victoria Centre. By controlling the servicing activity and creating shared surface and landscaping improvements, Knifesmithgate can be enhanced for pedestrians. This would improve access to the Co-op and Victoria Centre as well as the retailers on High Street and Burlington Street. Wider connectivity would also be enhanced between the Northern Gateway site and the historic core.

EXTEND THE PEDESTRIAN ZONE

By implementing revised public transport routes and servicing activities, this will enable opportunities to extend the pedestrian zone and make walking around and across the historic core an attractive proposition. The 2009 masterplan identified that the core circulation is good but the edges are hostile.³⁵ It also highlighted the issue of 'rat-running' at higher than appropriate speeds³⁶ through local access streets including St Mary's Gate in order to access Markham Road and the A61 trunk route. The development of the Hollis Lane Link Road would significantly reduce this rat-running and enable the above changes to public transport, servicing and pedestrianisation to be delivered.

CAR PARKING MANAGEMENT STRATEGY

Regardless of any wider strategy for investment in surface and multi-storey car parks, a strategy needs to be implemented for on-street car parking. This is particularly the case for the historic core area and key street spaces including Rykneld Square and New Square. It is important that drop-off and access is facilitated but car parking should not compromise the operation or environment in the key public spaces. Part of the car parking management strategy is to ensure cash-less payment mechanisms at all car parks for efficient and convenient use for visitors.

PAVEMENTS SHOPPING CENTRE PERMEABILITY

It is important that the Pavements Shopping Centre is minimised as a barrier to north-south movement between the historic core shopping area and the Ravenside Retail Park. There needs to be multiple clearly legible and well signed routes including; the escalators from New Beetwell Street, the steps at the Library, through The Yards Speciality Shopping, Park Road and South Street. The more access points the better and this will also provide footfall for the Pavements Shopping Centre.

CIVIC QUARTER PERMEABILITY

Similarly a more direct connection between Shentall Gardens and the Historic Core around the Revenues Hall and New Square (Subway) would encourage greater use of the gardens and encourage people working in the Civic Quarter towards the Market Square and shops.

PUBLIC ART

The Borough Council supports the promotion of public art as good planning practice which brings cultural, environmental and economic benefits to new development and to the local community. The Chesterfield Borough Local Plan invites developers of schemes costing over £1m to include a work of art to the value of 1% of the total cost of the project. This has been a successful initiative which installs unique features into new schemes.



1 - Rosewall, Dame Barbara Hepworth

³⁴ Chesterfield Town Centre Masterplan 2009, Urbed (p53)

³⁵ Chesterfield Town Centre Masterplan 2009, Urbed (p21)

³⁶ Chesterfield Town Centre Masterplan 2009 – Urbed (p43)



4.3 BIG CHANGES IN SMALL SPACES

This Historic Core area has a number of potential development opportunities currently available and others that could come forward over the medium to long term as buildings become obsolete and ripe for renewal.

THE FORMER CO-OPERATIVE DEPARTMENT STORE

Fronting Elder Way with return frontages to Knifesmithgate and Saltergate the former Co-op is currently vacant and on the market. The building is a landmark town centre building with an attractive Tudor Revival frontage on two aspects and is situated in close proximity to retail operators including Marks and Spencer, Primark and the Co-op Food Store. It is also situated on a strategic link route to the Northern Gateway site. The building offers accommodation over four floors totalling 8,865 sqm (95,427 sqft). In order to maximise the potential refurbished value it is important to retain flexibility as to the end uses of the building including inter alia retail, speciality shops, bars, restaurants,



retail, offices and hotel uses. It is important that any scheme for the Co-op building integrates well into the town centre including improved public realm in the surrounding streets and linkages to other schemes such as the Northern Gateway.

THE VICTORIA CENTRE

On Knifesmithgate is another opportunity for refurbishment. The Victoria Centre is an attractive Tudor Revival building in a prominent location which is currently underutilised with low value 'pop-up' shops on the ground floor but otherwise vacant. An intimidating alley way leads up the eastern side of the building to the Unitarian Chapel and through to Saltergate. This should be improved (cleaned, refurbished, better lighting and security etc) as part of any refurbishment of the Victoria Centre and development of the Northern Gateway. This alleyway could become an important link between Knifesmithgate and the Northern Quarter in the future. Again it is important to be flexible as to the end uses for the Victoria Centre so as to maximise the potential refurbishment value.

IMPROVED STREETScape

There are a number of other redevelopment and/or refurbishment opportunities that would improve the overall appearance of the historic core streetscape. One of the unique distinctive features of Chesterfield is its attractive town centre and therefore some buildings stand out as the result of weaker legacy decisions. These include the BT building on Saltergate, New Square, Specsavers on Burlington Street and Restored Furniture opposite. Any future investment in development or refurbishment of the elevations would be welcomed.

ADDRESSING VACANCIES ON UPPER FLOORS

There are a number of empty office units above shops within the historic core that offer significant opportunities for conversion to residential flats. A number of these units are within the Council's ownership and therefore present an opportunity for the Council to generate revenue from rental or capital from sales of units for residential use.

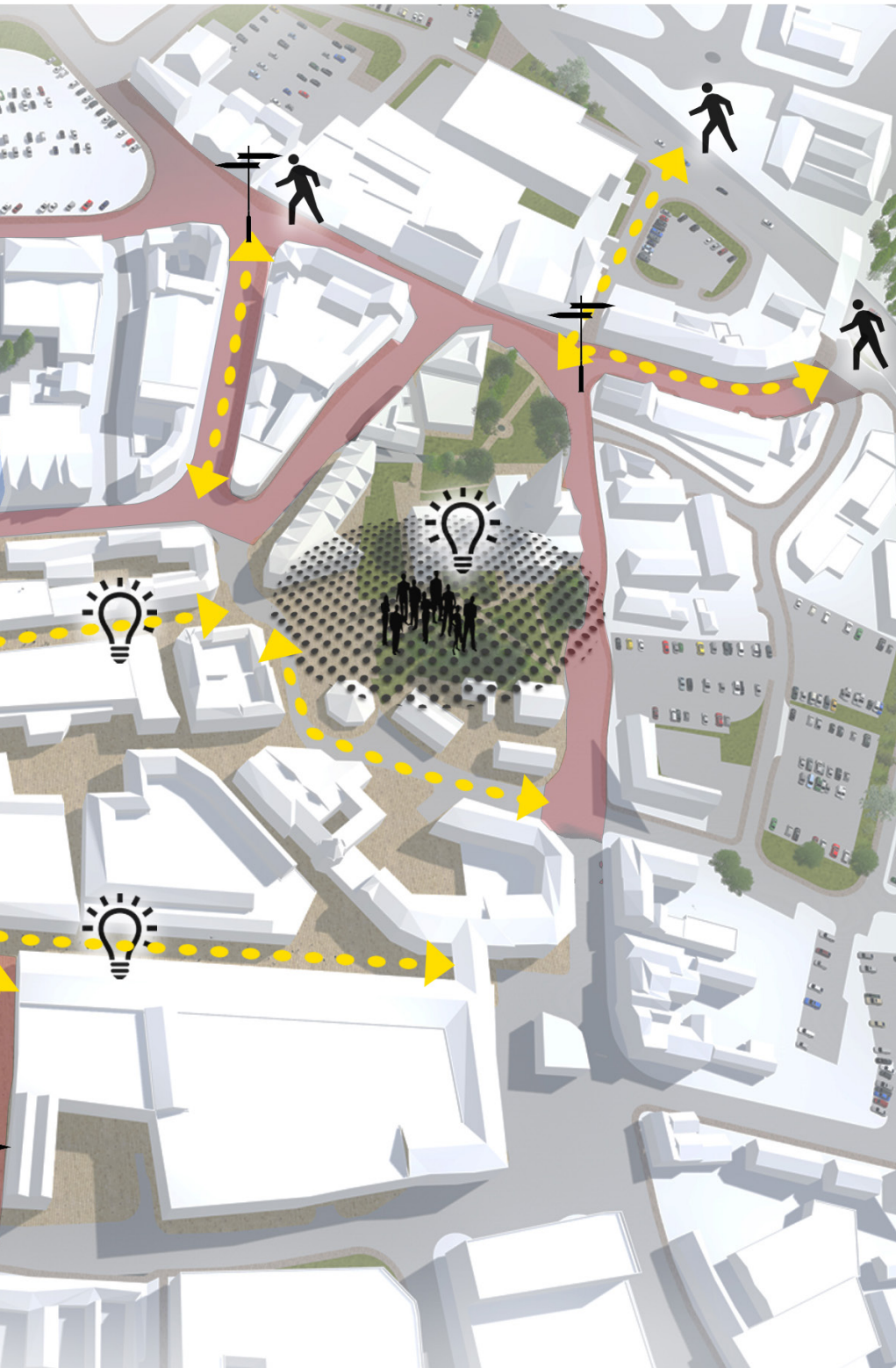


2 - CO-OPERATIVE Department Store

3 - Knifesmithgate











4 - Victoria Centre





Strategy Diagram

The adjacent image is a strategy diagram which seeks to identify key areas of consideration within the Historic Core. The purpose of this image is to provide an overview of opportunities driven from the identified constraints that exist within the Historic Core and assist in the guidance of any development plans.

-  Key Pedestrian Movements
-  Improved Way Finding
-  Improved Lighting
-  Integration of Intelligent Technology
-  Wi-Fi/ 4G Zone
-  Town Centre Management Strategy
-  Key Public Realm
-  Potential Events Space
-  Identified Key Development Opportunity
-  Aspiration to Extended/Improve Pedestrian Zones and Footfall



CHESTERFIELD
BOROUGH COUNCIL

PART III STATION ARRIVAL

The Station Arrival is a critical project to reinvent the train station and rail travel as an integral part of the town centre. It is about improving the visitor experience to Chesterfield and ensuring that 'first impressions' for new visitors to the town are the very best that they possibly can be. It is also a key enabling project, as it has the potential to free up capacity in the town centre and to 'unlock' much bigger development opportunities.





5.1 MAJOR PROJECTS AND GATEWAYS

The Hollis Lane/Malkin Street Link Road and the proposals for a new station forecourt create a number of other significant development opportunities (see plan). The specific location and scale of the development sites and opportunities created will depend upon the final detailed design and alignment of the road. However, there could be opportunities for:

- ‘Gateway’ developments on plots at the northern end of the Link Road along the re-aligned Corporation Street pedestrian route, between the station and the pedestrian footbridge over the A61. A major opportunity exists for office and mixed use development to maximise the location next to the station and create a sense of arrival to Chesterfield.
- Railway Terrace – The proposed Link Road also opens up other development sites further south down to Hollis Lane. Depending on market demand at the time the road is complete, this could include further B1 office, light industrial

development or trade counter sales. More aspirational uses could be included but this would depend on the strength of the market and quality of environment that could be created between the railway line and the A61.

Any development along the Hollis Lane Link Road will need to overcome the high existing use value of the land as a surface car park serving the station currently offers 284 spaces at a daily rate of £10.50. This may require the development of a new multi-storey car park and the associated costs.

5.2 PUBLIC REALM PROJECTS

Connectivity of the rail station within the town centre is focussed upon a number of critical projects to provide pedestrian access from the station to the town centre via a safe, direct and pleasant route and to enable direct access to the station for cars from the A61, without having to drive through the town centre.

By taking cars out of the town centre this helps to achieve better pedestrian connectivity, but also assists in ‘unlocking’ other major development opportunities including Markham Road Gateways, Northern Gateway and the Spire Neighbourhood. *The following projects are integral with each other and must be brought forward together.*

PEDESTRIAN CONNECTIVITY

Corporation Street and the footbridge over the A61 is currently the main pedestrian route between the station and the town centre. This has recently undergone a scheme of landscaping and public realm improvements as part of the ERDF funded Chesterfield Gateway Enhancement Project. This involved realigning the kerb edges to widen the footpaths, resurfacing the paths, installing new planting and landscaping which will undoubtedly improve the link.



However this intervention alone will not make the ‘step-change’ in connectivity necessary. Further investment along the entire length of the route is required including: provision of more facilities (shops/cafés) at the station itself, a fundamental redevelopment of the station forecourt (see below), improvements to the A61 pedestrian bridge link, ‘activation’ of the upper section of Corporation Street, and improvements to the busy road crossings at St Mary’s Gate / Holywell Street. These further improvements would strengthen this key linkage with the town centre and maximise the sense of arrival into Chesterfield.

STATION FORECOURT INVESTMENT

The station forecourt does not provide an attractive arrival point. There are multiple kerb-lines to cross and once you have left the front door of the station you quickly lose sight of ‘the ‘Crooked Spire’ which is an important landmark for wayfinding to the town centre. The landscaping scheme should provide for efficient drop-off and pick-up traffic movements, taxi rank and clear signage to the long and short stay

1 - Sheffield Train Station

2 - Wakefield Train Station

car parks. Equally as important, it should provide for pedestrian access to the town centre with the least 'conflicts' with vehicles and crossing of roads. It will be important to build on the latest landscaping strategy, to ensure the environment is attractive including public art and lighting on the forecourt and leading up to Corporation Street. There may be opportunities for more facilities for rail passengers in and around the forecourt including a café/bar, convenience and other shops/concessions, in addition to the proposals at the Waterside.

HOLLIS LANE/MALKIN STREET LINK ROAD

The development of a link road between Hollis Lane and the Rail Station at Malkin Street would provide many benefits to the town centre and a fundamental vehicular access to the train station. At present traffic wanting to access the station from the A61 has to come off at the Hornsbridge roundabout, go around the Markham Road roundabout, up Lordsmill Street, through the Spire Neighbourhood, past the church on St Mary's Gate, along Holywell Street to the Northern Gateway and back down Durrant Road. This places a significant amount of traffic in an already congested town centre route. The link road would go from the Chesterfield Hotel on Malkin Street to Hollis Lane (A632). This would mean that traffic would be able to access the station directly from Markham Road roundabout without having to go through the town centre. It will be important as part of the design that the link road integrates with the station forecourt design to ensure the pedestrian crossing point is attractive, efficient and safe.

The creation of a link road between Hollis Lane and Malkin Street has a number of benefits including, without limitation:

- The Link Road itself opens up other development land along its entire

length (known as Railway Terrace - see below)

- Potential benefits to Markham Road if congestion is reduced as traffic is not backed-up on St Mary's Gate.
- The reduction in traffic on St Mary's Gate creates capacity for development of sites within the Spire Neighbourhood (see below)
- Similarly, the reduction in traffic on Holywell Street and Saltergate facilitates access to and development of the Northern Quarter (see below)
- St Mary's Gate could be landscaped as a shared surface to maximise the setting of the famous church spire
- Environmental benefits including improved air quality and less noise in the town centre from less through traffic
- The environmental benefits of less traffic on St Mary's Gate would reduce the degradation this is currently having on the church stone masonry

SPIRE NEIGHBOURHOOD/RAILWAY TERRACE LINKS

The previous masterplan proposed a new pedestrian bridge to create new links between St Marys Church, through the Spire Neighbourhood to new high value development at Railway Terrace. It is important for Railway Terrace to reach its full potential and that there are good links to the town centre and land is safeguarded to deliver this link and/or improve links via the Hollis Lane subway.

5.3 TOWN CENTRE MANAGEMENT PROJECTS

The above public realm projects are the physical improvements to the Station Arrival. It is also important that the 'arrival experience' is properly managed. This involves careful thought and consideration of initiatives such as














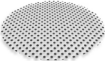

- The operation of the taxi ranks – so that people know where to queue and

where to be picked-up and dropped-off.

- That there is clear signage for cars entering and leaving the station so that drivers know where to go if they are picking-up, dropping-off or looking for the short or long stay car parks.
- The facilities (e.g. café etc) offer a good range of choice during all hours of train services at the station.
- There is clear signage for pedestrians and information (including digital media screens) to complement the high quality, safe and direct pedestrian route to the town centre.
- Activity along Corporation Street. This includes 'spill-out' spaces for cafes and restaurants. Innovative ideas from landowners and stakeholders to improve Corporation Street to bring people into the town centre and improve viability are to be supported.

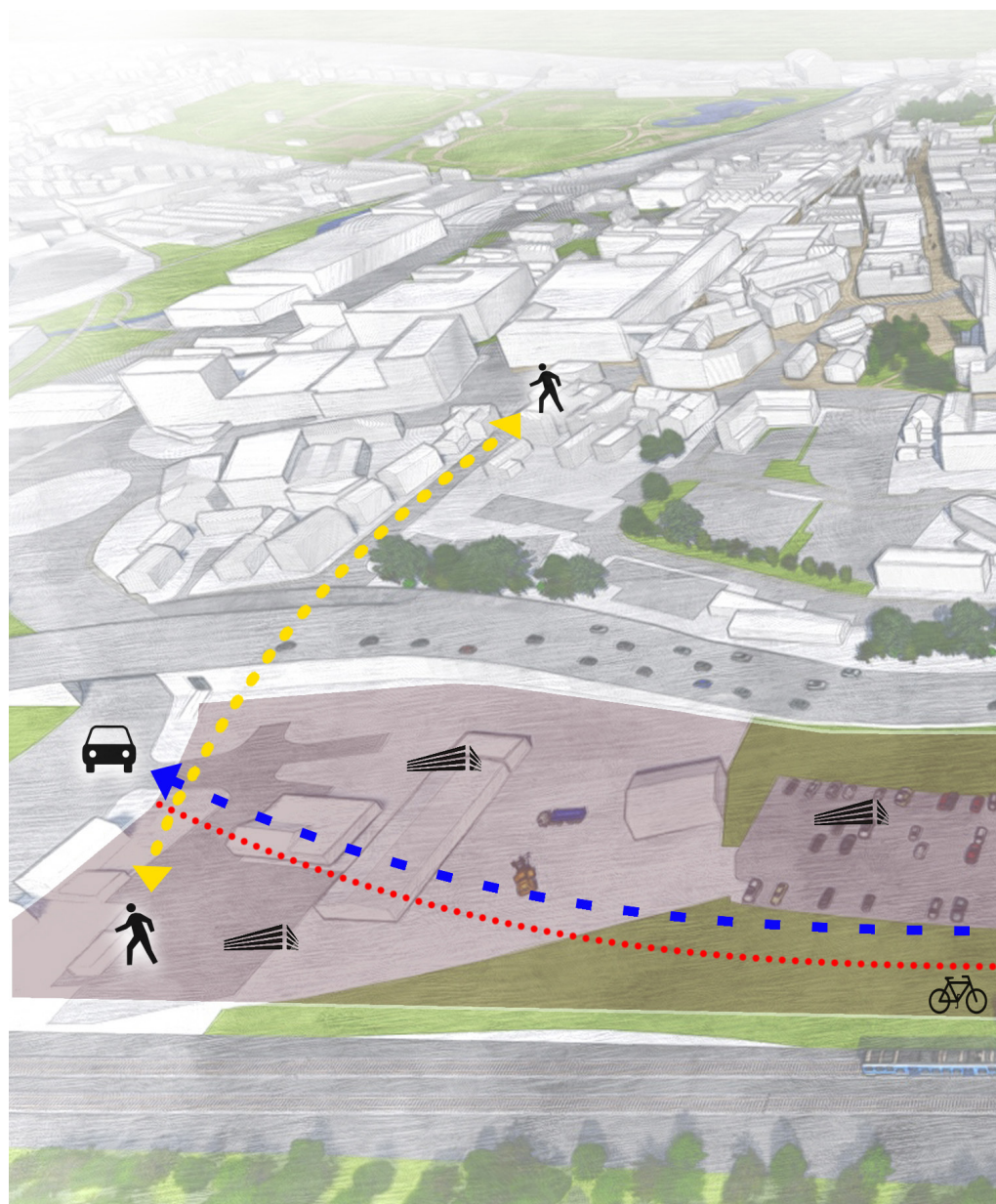


3 - Sheffield Train Station Arrival

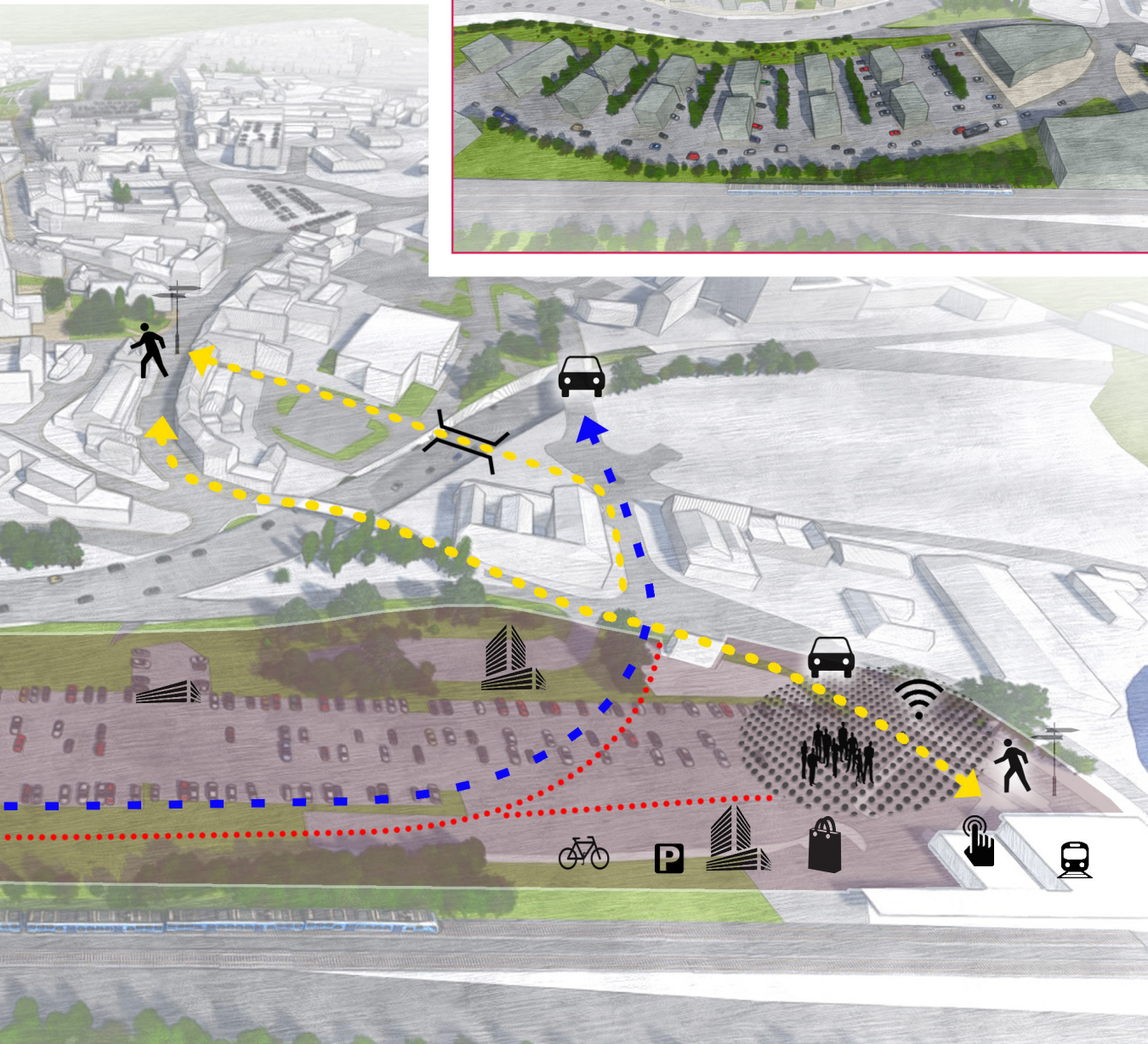
-  Key Pedestrian Movements
-  New Cycle Route
-  Improved Way Finding
-  Aspiration to Improve Connectivity
-  Business Unit Development Opportunity
-  Potential Commercial Development Opportunity
-  Potential Retail Development Opportunity
-  Train Station
-  New Link Road
-  Integration of Intelligent Technology
-  Wi-Fi/ 4G Zone
-  Key Public Realm
-  Potential Multi-storey Car Park
-  Potential Public Realm/Arts Space
-  Potential Development Area

Strategy Diagram

The adjacent image is a strategy diagram which seeks to identify key areas of consideration within the Station Approach. The purpose of this image is to provide an overview of opportunities driven from the identified constraints that exist within the Station Approach and assist in the guidance of any development plans.



The adjacent image illustrates a potential proposal for development on the identified sites within the Master Plan Strategy of the Station Approach.





CHESTERFIELD
BOROUGH COUNCIL

PART III NORTHERN GATEWAY

THE NORTHERN GATEWAY

The Northern Gateway is a major development opportunity centred on an area of surface parking known locally as the 'donut'. The donut has been named due to the presence of a ring of traffic circling the surface car park. There is potential for major development on the surface car park and opportunity to extend the scheme to include the Saltergate MSCP, Allen & Orr Timber Merchants and Jackson BuildBase.



6.1 MAJOR PROJECTS AND GATEWAYS

The Northern Gateway is a key site at one of the main arrival points into Chesterfield centre. A large part of the site is owned by Chesterfield Borough Council including the surface car park and Saltergate MSCP; to develop the site could maximise the potential for an improved town centre retail and leisure offer.

INTRODUCING AN IMPROVED LEISURE OFFER

Demand for an improved leisure offer is high in Chesterfield and regeneration of this site presents an ideal opportunity to fill this gap, through development of a mixed use / family leisure scheme including a cinema, hotel and restaurant chains that are not currently represented in the town. Development at the Northern Gateway will also 'round off' the town centre core to the north and enhance adjacent areas such as Elder Way, Broad Pavement and Cavendish Street to Knifesmithgate, which are starting to suffer from vacancies. Enhanced footfall in this area from the Northern Gateway and the Education Quarter could also stimulate more local independent family leisure offer.

COMPLEMENTING AND IMPROVING THE RETAIL OFFER

Notwithstanding the existing retail opportunities around Elder Way, Broad Pavement, Cavendish Street and Knifesmithgate, flexibility should be allowed for further larger retail units at the Northern Gateway which could not otherwise be accommodated in the town centre. There is no further development capacity at Ravenside Retail Park and development along the north side of Saltergate within the Northern Gateway is the only remaining location for retail to expand in the town centre. The CACI Retail and Leisure Study identifies that the redevelopment of the Northern Gateway site could have a significant impact upon Chesterfield's Retail Footprint, adding retail and leisure space to

the centre. *'This will encourage a greater level of interaction within the town centre, and off-set the draw of the out of town retail parks'*.³⁷ CACI also highlight the need for an improved retail and leisure offer in the town centre to attract increased national retailers and restaurant operators.

RESIDENTIAL DEVELOPMENT

In addition, given the expanding Chesterfield College and new Derby University campus to the north of the town centre, there could be potential for student residential as part of the Northern Gateway which would complement and support the leisure offer. There could also be potential for other residential development including private rented sector (PRS) apartments, market town houses, apartments and family housing.

THE SALTERGATE MSCP

The Saltergate MSCP should be refurbished to maximise its potential at the Northern Gateway. This is especially important given that development of the Northern Gateway may see the loss of the donut roundabout and 255 spaces at the Holywell Cross surface car park. In addition, a new development scheme at the site itself will generate demand for car parking spaces which will need to be accommodated.



6.2 PUBLIC REALM

The redevelopment of the donut roundabout creates a number of exciting public realm projects which, with careful consideration, could generate activity and vibrancy way beyond the boundaries of the site.

NORTH-SOUTH PEDESTRIAN ROUTES FROM THE EDUCATION QUARTER TO THE HISTORIC CORE

The redevelopment of the Northern Gateway area provides opportunities to reinforce existing north-south routes and to create new routes. For example, Union Walk on the western edge of the site is a busy but narrow footpath with steps at the northern end at Newbold Road.

Its accessibility would be dramatically improved with a simple ramp, enhanced lighting scheme and landscaping. Similarly the covered alleyway at the eastern edge of the Victoria Centre (see page 63 above) emerges onto Saltergate, but there is no



- 1 - Northern Gateway Panorama
- 2 - Precedent - Exchange Square, Manchester
- 3 - Precedent - Bradford Centenary Square



obvious continuation of the route north. By linking this alley together with Elder Way and Broad Pavement, with carefully designed streets opposite, this could reconnect Sheffield Road and the Education Quarter to the Historic Core.

EAST-WEST CONNECTIVITY

Similarly, there is opportunity with the Northern Gateway development to make new connections to the west. Marsden Street is currently a dead end with a curving footpath to the north-west linking Spencer Street. The Allen & Orr timber yard to the east currently blocks any access further east. With the development of the Northern Quarter and the simultaneous proposals for the Saltergate Medical Centre redevelopment the opportunity should not be missed to re-align and create new links.

PUBLIC EVENT SPACE

These new routes and uses have the potential to generate significant footfall. This could be capitalised upon by the creation of a major outdoor public square and event space. There is no other space in the town

centre that performs this function and with the improvements in 'big screens' and digital media this is a major driver in other towns and cities.

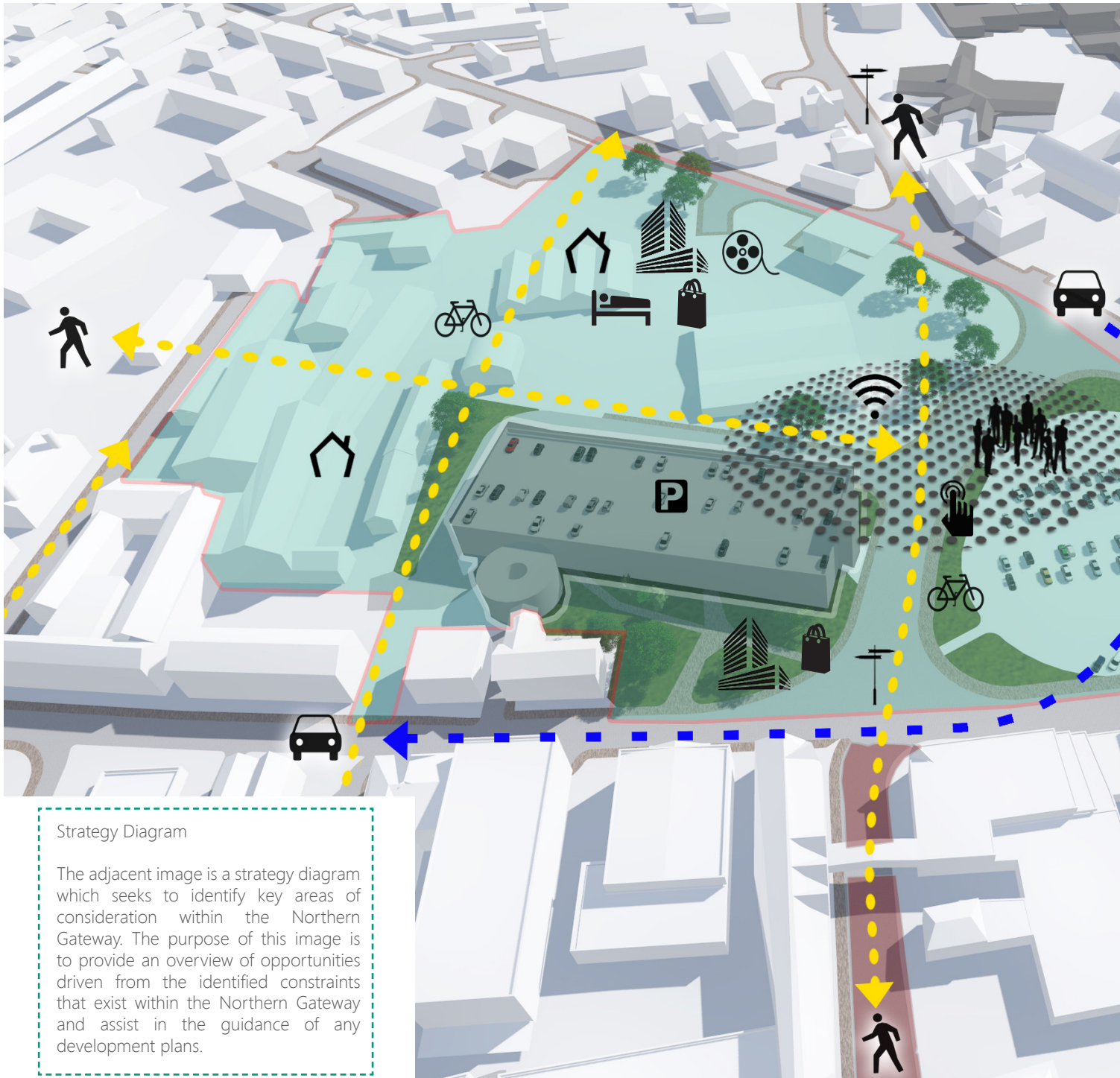
The event space should be of sufficient size to accommodate large crowds for public celebrations (e.g. World Cup football, a Royal Wedding) but bounded with active bars and restaurants etc to provide activity and a sense of enclosure when not full to capacity. The landscaping should be high quality with places for people to sit and dwell.

The design should also create 'framed views' to the 'Crooked Spire'.

6.3 TOWN CENTRE MANAGEMENT PROJECTS

It is anticipated that a major development such as the Northern Gateway would establish its own estate management strategy to ensure that the development was well managed and maintained. The Council should work in partnership with the developers to help deliver the public event space and facilitate a programme of events.

A new policy may be required in respect of digital media to ensure that a precedent is not created for other parts of the Historic Core where digital media screens (particularly multi-media advertising) may not be appropriate on historic buildings.

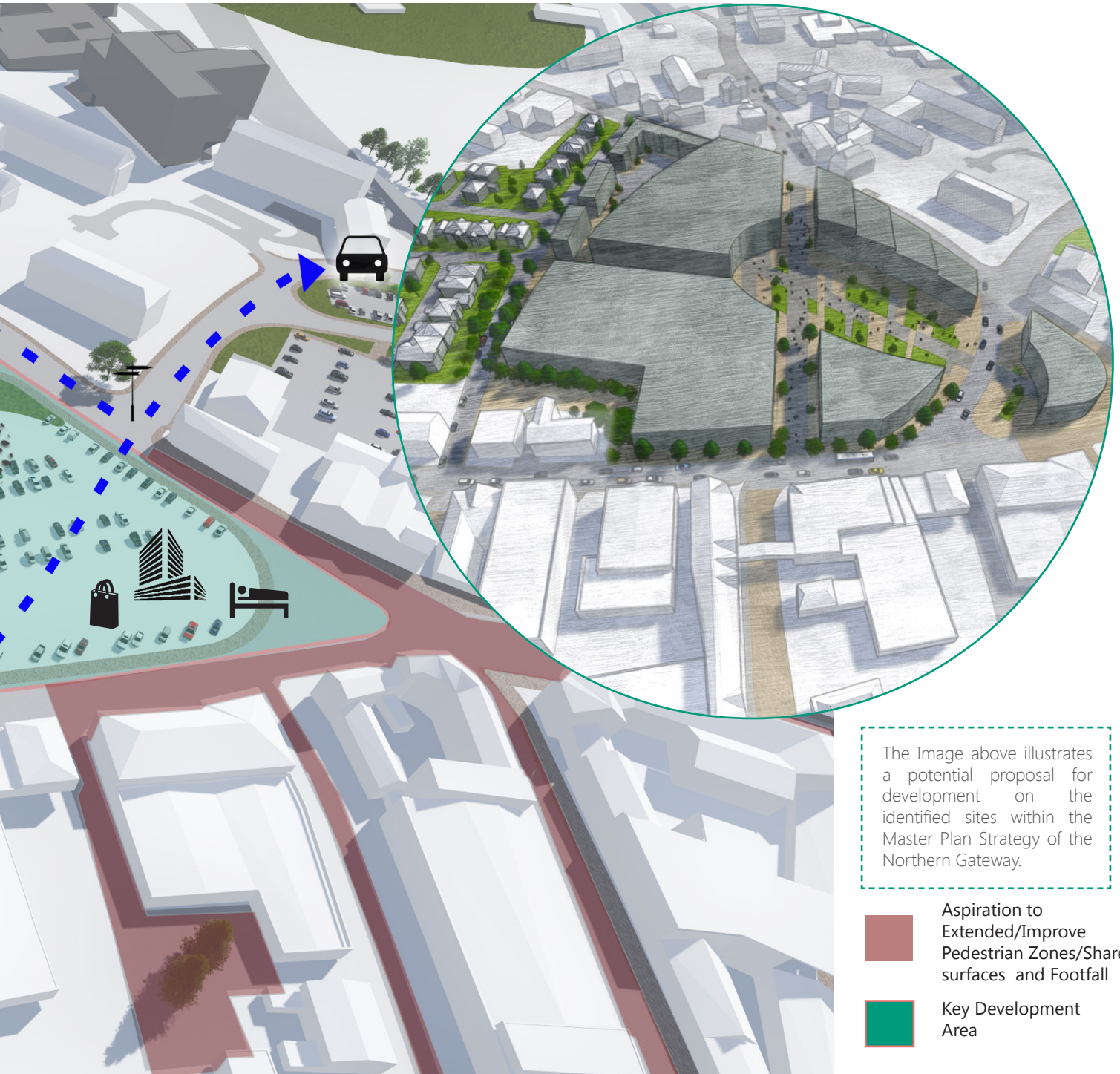


Strategy Diagram

The adjacent image is a strategy diagram which seeks to identify key areas of consideration within the Northern Gateway. The purpose of this image is to provide an overview of opportunities driven from the identified constraints that exist within the Northern Gateway and assist in the guidance of any development plans.

- Key Pedestrian Movements
- New Cycle Route
- Car Movements
- Improved Way Finding
- Wi-Fi/ 4G Zone
- Key Public Realm
- Multi-storey Car Park

- Potential Hotel Dev. Opportunity




The Image above illustrates a potential proposal for development on the identified sites within the Master Plan Strategy of the Northern Gateway.


- Aspiration to Extended/Improve Pedestrian Zones/Shared surfaces and Footfall
- Key Development Area

 Integration of Intelligent Technology

 Potential Housing Development

 Potential New Cinema/Leisure Offer

 Potential Events Space

 Potential Commercial Dev. Opportunity

 Potential Retail Dev. Opportunity



CHESTERFIELD
BOROUGH COUNCIL

PART III SPIRE NEIGHBOURHOOD

THE SPIRE NEIGHBOURHOOD

The Spire Neighbourhood includes the area between St Mary's Gate / Lordsmill Street, and the A61 and extending around to the north of Holywell Street including the new Magistrates Court area around Durrant Road. This is an area of contrasts. It has some existing 'jewels' including: the Winding Wheel, the Pomegranate Theatre and Stephenson's Memorial Hall. However, the spaces between these magnificent buildings are often 'broken' by bleak surface car parks. A large part of the development of the Spire Neighbourhood is dependent upon the delivery of the Hollis Lane / Malkin Street Link Road to free up highway capacity in the town centre (see page 69) and reduce the barrier that is created by St Mary's Gate.



7.1 BIG CHANGES IN SMALL SPACES

The Spire Neighbourhood is already an area of change. One of Chesterfield's most recent apartment schemes is situated on Tapton Lane and other schemes are being proposed for sites such as the vacant Derbyshire Times site. If the traffic can be taken out of St Mary's Gate by the delivery of the Hollis Lane / Malkin Street Link Road, this will make the Spire Neighbourhood an attractive location for town centre living. This could include a mix of high density family town houses and modern apartments, which would complement the adjacent Historic Core but link to the emerging Waterside and Railway Terrace development areas. It is important that development typologies are not too prescriptive and mixed use schemes on key active frontage streets are to be supported. Similarly some sites might be more suitable for office development and employment uses.

There are a number of development opportunities to introduce new residential communities within the Spire Neighbourhood. *Some of these are on Council owned surface car parks and any development on these sites can only be considered in the context of an overall review of car parking capacity requirements for the town centre. These sites include, without limitation :*

LAND AT BASIL CLOSE

This land currently has extant planning permission for development of a 94 bedroom hotel with associated parking and servicing. At present the site remains unoccupied and overgrown with vegetation.

DERBYSHIRE TIMES BUILDING

This is a 0.3 ha (0.73 acre) site between Station Road and Mill Street. This linear site comprises of a number of disused buildings alongside the Pomegranate Theatre between Station Road and Mill Street. The

Derbyshire Times previously occupied all of the buildings on this site and have now moved premises to Spire Walk, off Derby Road. A demolition notice has been granted for the removal of some of the buildings and this presents a significant opportunity to redevelop a key site and introduce residential development into this part of the town centre.

TAPTON LANE/THEATRE LANE

The Tapton Lane/Theatre Lane surface car park contains 36 spaces on a 0.13 ha (0.32 acre) site. The car park is well occupied between Monday–Friday however occupancy reduces to half on Saturdays, reflecting the requirements of this car park for employees in the town centre and the adjacent Magistrates Court.

DURRANT ROAD AND DEVONSHIRE STREET SURFACE CAR PARKS

There are two surface car parks in close proximity to each other at Durrant Road (69 spaces) and Devonshire Street (73 spaces). These two sites are under occupied at

weekends however occupancy increases during the week. A large volume of pedestrians from the Chesterfield College also pass alongside these sites to access the town centre.

ST MARY'S GATE / STATION ROAD SURFACE CAR PARKS

There are three surface car parks situated in very close proximity to each other including St Mary's Gate (66 spaces), Derbyshire Times (55 spaces) and Station Road (59 spaces). These car parks are not fully occupied during weekdays. In particular the Derbyshire Times car park displays low levels of occupancy both during the week and on Saturdays.

THE HOLLIS LANE AND THE SPA LANE

The Hollis Lane and the Spa Lane Car parks are situated adjacent to each other to the





- 1 - St. Mary and All Saints Church, Chesterfield
- 2 - Chesterfield Museum and Art Gallery
- 3 - Pomegranate Theatre
- 4 - Derbyshire Times Building
- 5 - Chesterfield Magistrates' court

south of the Spire Neighbourhood. The Hollis Lane surface car park has 38 spaces and the Spa Lane car park 56 spaces. The car parks are similarly not fully occupied at all times.

7.2 PUBLIC REALM PROJECTS

Spire Neighbourhood is a zone which links the Historic Core to other developments further out including the Education Quarter, the Waterside development and Railway Terrace. It is therefore very important that the key routes and linkages are high quality and reinforce the 'natural desire lines'.

UPPER CORPORATION STREET

Corporation Street and the footbridge over the A61 is currently the main pedestrian route between the station and the town centre. The lower end of Corporation Street has recently undergone landscaping and public realm improvements. Investment in the upper end of Corporation Street between the footbridge and St Mary's Gate is also required to 'activate' this street and provide better crossing points for the busy roads at St Mary's Gate / Holywell Street. These further improvements would strengthen this key linkage with the town centre and maximise the sense of arrival into Chesterfield.

COWLEY CLOSE COLLEGE LINK IMPROVEMENTS

The main pedestrian route between the town centre and Chesterfield College is via a narrow alleyway off Holywell Street, across two surface car parks, down Cowley Close, across Durrant Road and Brewery Road and down a path to Infirmary Road where the College is situated. This is the most direct route and is heavily trafficked by students. It is important that this route is improved in order to integrate the College into the town centre. Improvements are required to landscape and 'strengthen' the route including safe road crossings, wide pavements/paths, lighting and signage. Paths need to be created through the car parks (and reserved from future development sites) and the alleyway to Holywell Street maintained and well lit.

SPIRE NEIGHBOURHOOD/WATERSIDE LINKS

There is a clear desire line and line of sight from the Waterside development at Brimington Road to Tipton Lane and the 'Crooked Spire'. This link requires a new pedestrian bridge over the A61. This is an important link as it connects the Waterside to the town centre. It should be a high priority to help facilitate the Waterside development.

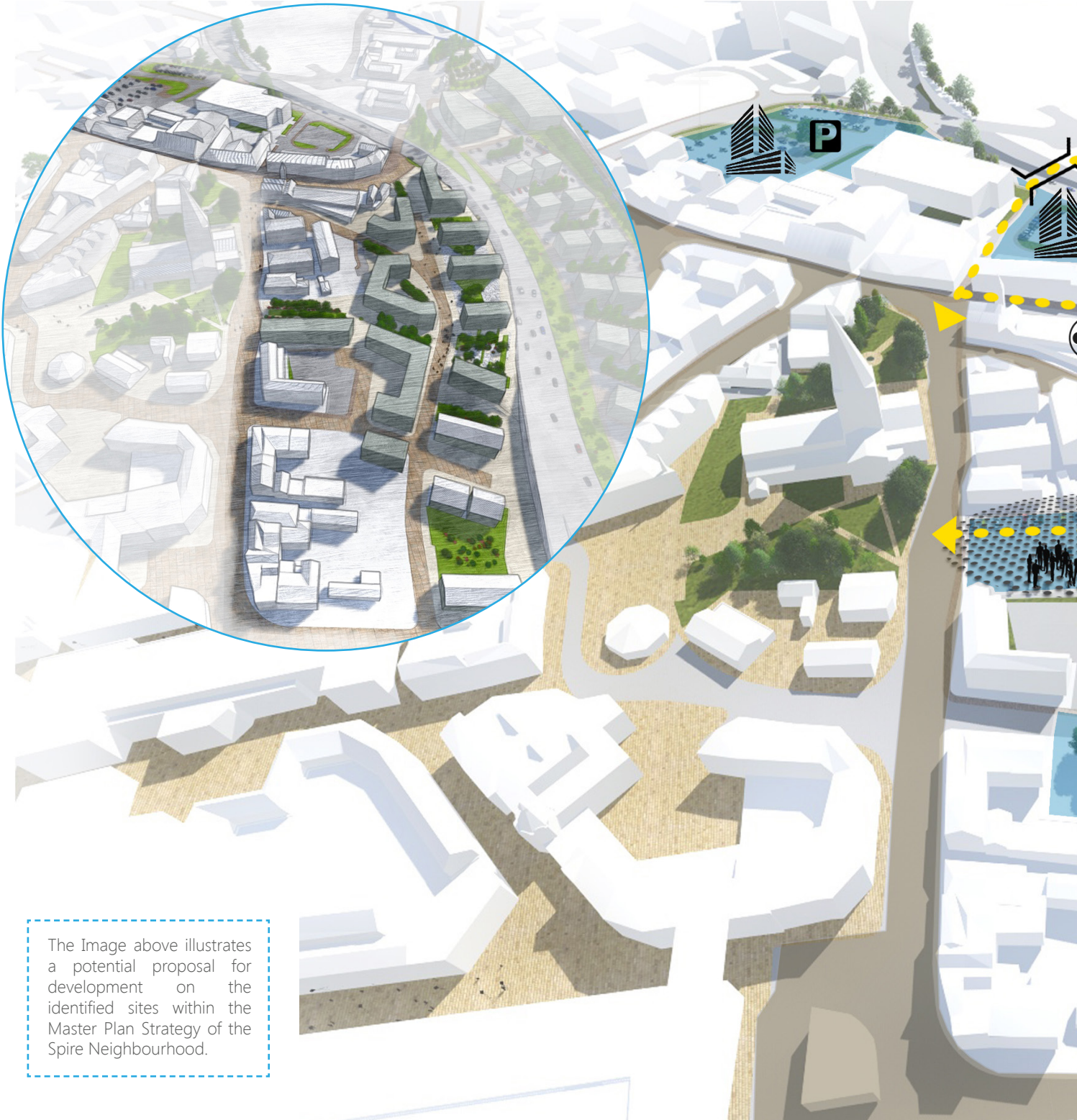
SPIRE NEIGHBOURHOOD/RAILWAY TERRACE LINKS

It is important if the Railway Terrace is to achieve its full potential that good links are reserved through the Spire Neighbourhood to the town centre. Any development of sites within the Spire Neighbourhood should have regard to any future links.

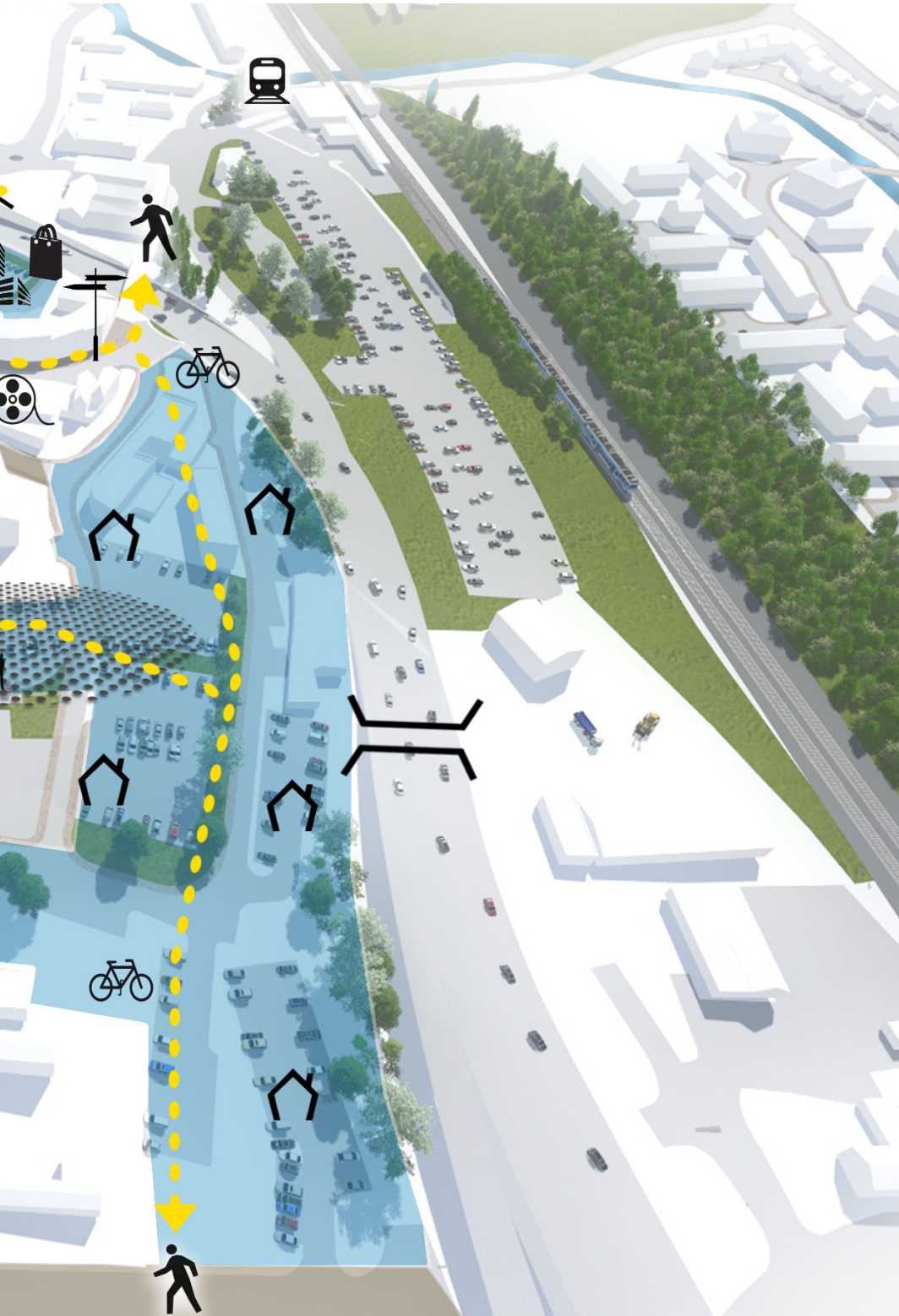
7.3 TOWN CENTRE MANAGEMENT PROJECTS

Removing traffic out of the town centre and particularly off St Mary's Gate will help to reconnect the Spire Neighbourhood with the Historic Core. Currently the high volume of traffic on St Mary's Gate is a major barrier to connectivity. The development of the Hollis Lane / Malkin Street Link Road would take some of this traffic out of the town centre. This would enable the St Mary's Gate to form part of the Historic Core shared surface scheme, which would limit access for public transport and servicing and make the zone around 'the crooked spire' much more pedestrian friendly.

The Spire Neighbourhood already has a strong cultural offering with the theatres. It is also a popular area for independent bars. There is potential to build on the cultural aspects and reduce the vertical drinking to diversify the night-time economy. This would link into family leisure developments on the Northern Gateway and the improved pedestrian route to the station along Corporation Street.



The Image above illustrates a potential proposal for development on the identified sites within the Master Plan Strategy of the Spire Neighbourhood.



-  Key Pedestrian Movements
-  New Cycle Route
-  Improved Way Finding
-  Potential Multi-storey Car Park
-  Key Public Realm
-  Potential Housing and Assembly Amenity
-  Leisure/Cultural Quarter
-  Potential Commercial Dev.
-  Potential Retail Dev.
-  Aspiration to Improve Connectivity
-  Wi-Fi/4G Zone
-  Amenity Space
-  Potential Development Area
-  Aspiration to Extended/Improve Pedestrian Zones/Shared surfaces and Footfall

Strategy Diagram

The adjacent image is a strategy diagram which seeks to identify key areas of consideration within the Spire Neighbourhood. The purpose of this image is to provide an overview of opportunities driven from the identified constraints that exist within the Spire Neighbourhood and assist in the guidance of any development plans.



CHESTERFIELD
BOROUGH COUNCIL

PART III CIVIC QUARTER

The Civic Quarter is the name given to the area surrounding the Town Hall including Shentall Gardens, Rose Hill and the sites to the north of Saltergate including the redundant North East Derbyshire District Council offices and the Saltergate Medical Centre development site.



8.1 MAJOR PROJECTS AND GATEWAYS

The Civic Quarter is already an area of change. North East Derbyshire District Council (NEDDC) are in the process of selling their office building opposite the Town Hall on Saltergate and the NHS have sold the Saltergate Medical Centre to the rear of the NE Derbyshire offices for development. Other major projects include:

SORESBY STREET CAR PARK

This extends to 0.72 ha (1.77 acres) including 208 surface spaces at Soresby Street. At present the site forms one of two surface car parks, the first being Rose Hill East / West immediately to the rear of the Town Hall (242 spaces). These are important car parks serving the town and any development could only be subject to a review of car parking requirements across the town centre. However, the two car parks in this area create an unattractive ‘wind swept’ environment. The Rose Hill car park is bounded to the north by the former North East Derbyshire District Council offices and the west by the Derbyshire Healthcare NHS which has a four storey office building. Development of the Soresby Street/Rose Hill East surface car park would create a sense of ‘enclosure’ around the rear of the Town Hall and the Rose Hill surface car park itself could be improved with selective landscaping and planting. The Soresby Street / Rose Hill East site could be developed for a number of uses given its proximity to the town centre and Glumangate and Knifemithgate. It could be developed for commercial offices and/or mixed use with some leisure and high density residential. These uses could possibly wrap a new MSCP which would complement the other MSCPs to the north and south of the town centre and facilitate the release of other surface car parks in the Civic Quarter for development as described below.



NORTH EAST DERBYSHIRE DISTRICT COUNCIL OFFICES

This site occupies a 0.67 ha (1.65 acre) area and has a prominent roadside frontage with the potential for a number of uses subject to planning. The total floor area of the main office building is 3,205 sqm (34,500 sqft). The property also benefits from surfaced car parking for approximately 120 cars. The building could be fully refurbished, partially refurbished or redeveloped. This represents a tremendous opportunity and ideally should be married to the Saltergate Medical Centre development site to create a comprehensive development.

THE FORMER SALTERGATE MEDICAL CENTRE

Located within walking distance of Chesterfield town centre, this 1.2 ha site consists of the former Saltergate Health Centre and Marsden Street Clinic and a small public car park on Marsden Street. Although the site lacks a strong street frontage of its own, it is well connected to the surrounding areas. Vehicle access to the site is available from Saltergate and, in limited form, from Spencer Street and from Marsden Street. The Northern Gateway site, which is to be the subject of a major expansion of the town’s retail core, lies immediately to the east, on the opposite side of Marsden Street. This site is currently in HCA ownership following purchase of the site using government funding to deliver housing development. There is already a development brief for this site which



promotes residential use (which could include care homes or similar), office use or replacement health/institutional uses. A mix of these uses would also be appropriate. Although the site lacks a strong street frontage of its own, it is well connected to the surrounding areas. Opportunity should be taken to improve pedestrian connectivity from Brickyard Walk (which runs along the northern boundary of the site) adding to an extensive footpath to help link the site into the surrounding residential areas, including Tennyson Avenue, Queen Street and St Mary’s Primary School to the west and Northern Gateway to the east. Vehicle access to the site is available from Saltergate and, in limited form, from Spencer Street and from Marsden Street.

8.2 BIG CHANGES IN SMALL SPACES

In addition to the above there are a number of other development sites and infill opportunities.

FORMER MAGISTRATES COURT

This is an iconic grade 2 listed building extending to 1,966.50 sqm (21,168 sqft) arranged over ground and two upper floors. The property is constructed in a double fan design, with a larger eastern section housing the former courtrooms and currently providing office accommodation arranged over three floors. The smaller rear section provides individual office suites, about ten per floor. Each floor is served by a four person passenger lift and externally there is parking for up to 15 cars. The building is

currently vacant and was acquired in March 2014. The building has significant potential to breathe life into Shentall Gardens through the introduction of refurbished office space and ground floor café/restaurant/leisure uses. These uses would not only add vibrancy to the day time economy, it could also create a night time economy in this area. Notwithstanding the constraints imposed by the listed status, it is important that some flexibility is maintained to ensure that a sustainable use can be found for the building.

ROSE HILL CAR PARK

There are 242 spaces at Rose Hill and it is relatively well used between Monday - Friday at 67% occupancy. The car park dominates a prominent position adjacent to the Town Hall and along the key town centre route of Saltergate. Despite its prominent position, the presence of the car park breaks up the street frontage and effectively leaves a gap in the street scene. It is suggested that there is potential to do some low level interventions at the site to create some flanked boundaries, either with development of grade-A office accommodation with parking or some public realm improvements. These improvements should enhance the presence of the Town Hall and create an improved sense of arrival to the building from Saltergate.

ALBION ROAD (30 SPACES)

This car park is situated to the rear of the Magistrates Court and is well occupied between Monday - Friday, demonstrating a good level of usage (71% occupied) by people working in the town centre. However it reduces significantly on Saturdays to just 8%. The level of usage of this car park during the week may constrain the site for alternative uses, however it could offer a long term opportunity to improve the local offer of office accommodation.



8.3 PUBLIC REALM / TOWN CENTRE MANAGEMENT PROJECTS

The most important public realm initiatives for the Civic Quarter revolve around capitalising on Shentall Gardens which is the only significant area of open green space within the town centre.

GARDENS MANAGEMENT

It is important to ensure that Shentall Gardens continues to be well maintained and invested in. More seating would encourage more people to use the area at lunchtime during their working week or as a break from a shopping expedition. This requires good connectivity to the Historic Core area and/or the provision of a café(s) in the park to sell refreshments. This could be achieved through: carefully designed lightweight construction concessions; development around the Revenues Hall; or the former Magistrates Court. The gardens do need to be policed to ensure there is no anti-social behaviour.

HISTORIC CORE PERMEABILITY

A more direct connection between the Historic Core and Shentall Gardens around the Revenues Hall and New Square (Subway) would encourage greater use of the gardens and encourage people visiting the town centre to explore the gardens, extending their stay in the town centre. This would require addressing a difference in levels between the two areas.

QUEEN'S PARK CONNECTION

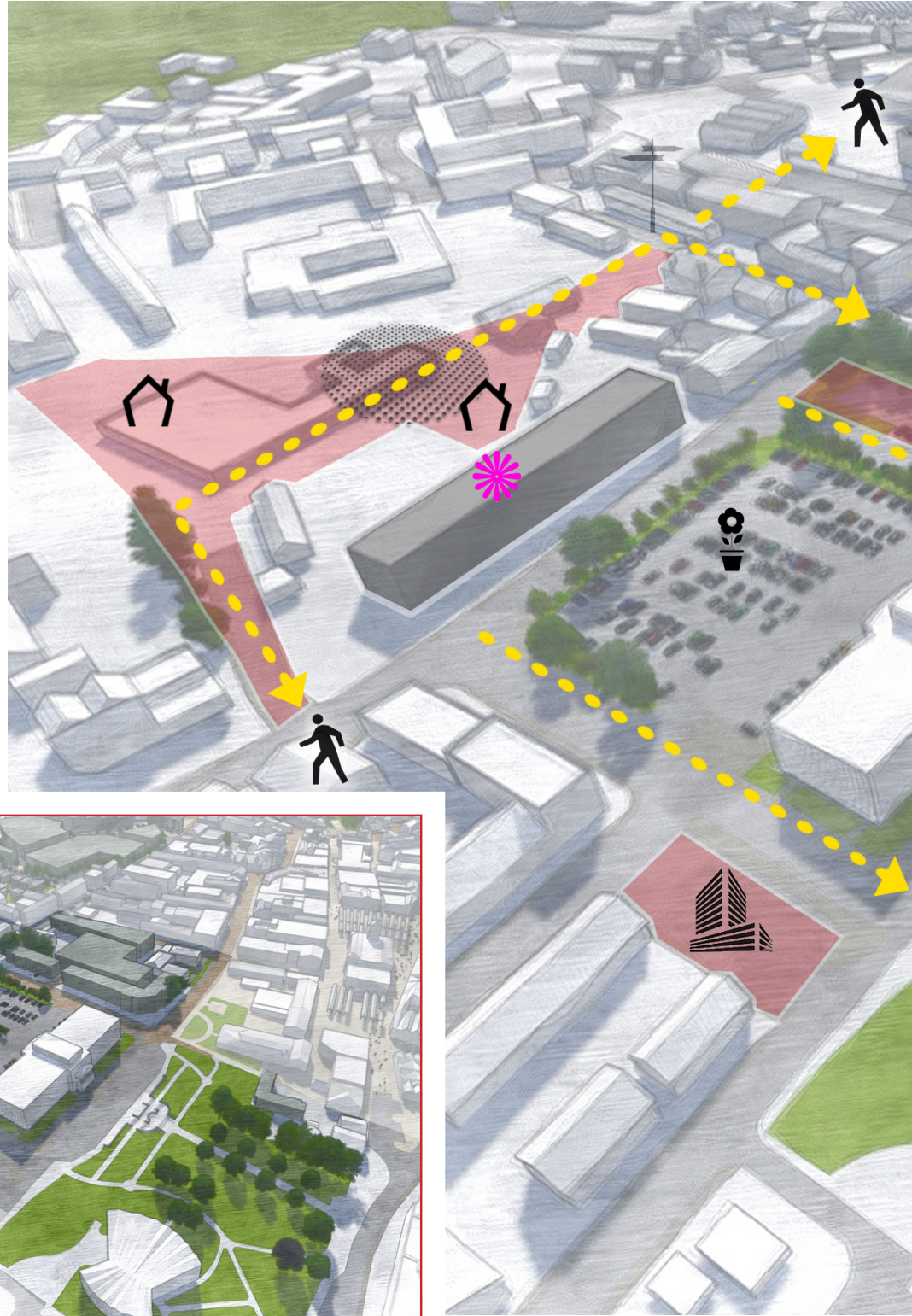
There needs to be a better visual connection and links through to the Queen's Park from the town centre. An audit of views and vistas from the Civic Quarter across to Queen's Park is required in order to consider selective tree pruning and opening up of Queen's Park (see also comments in next section in respect of Markham Road).

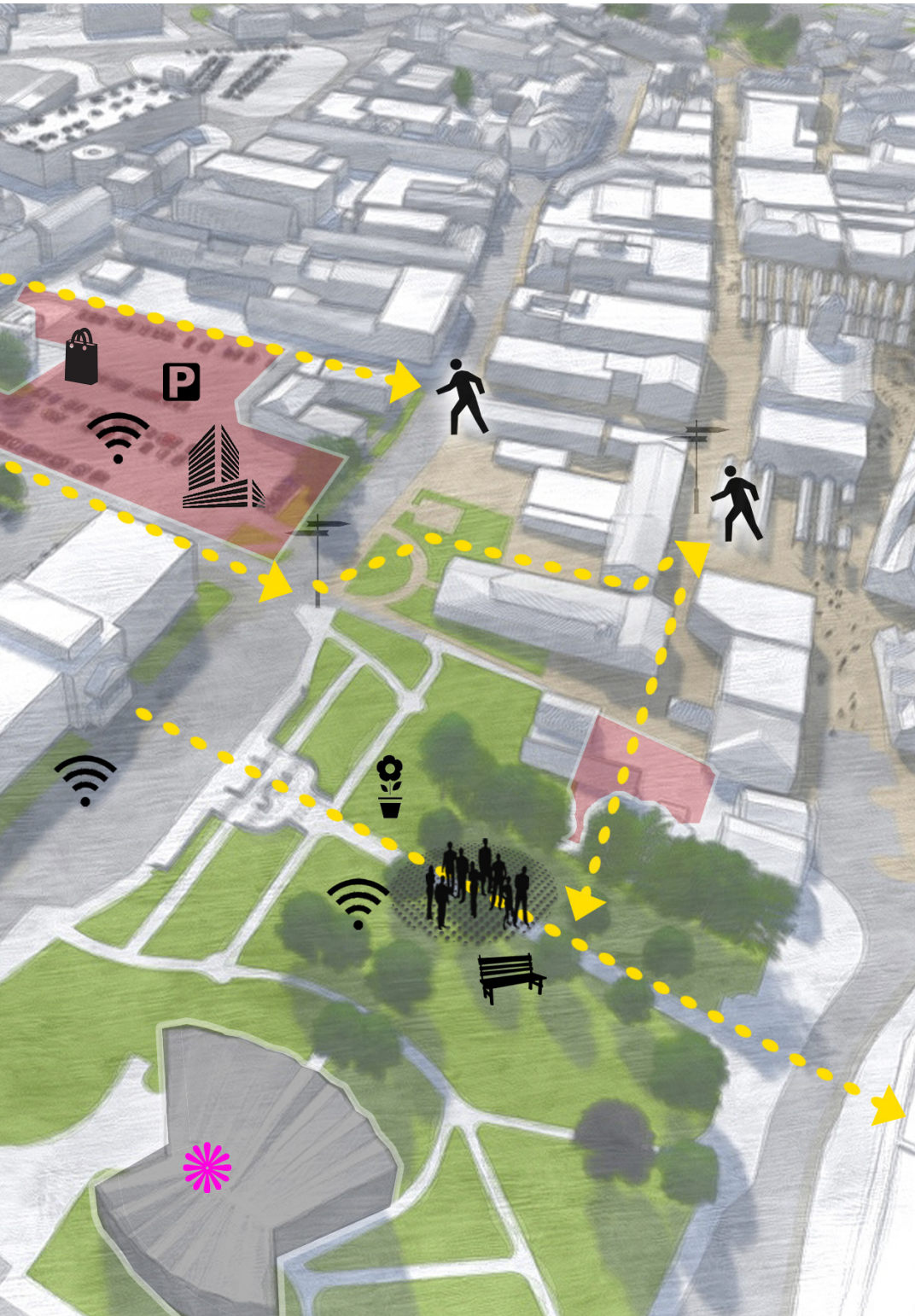
- 1 - Queen's Park
- 2 - NEDDC Offices
- 3 - Former Magistrates Court

Strategy Diagram

The adjacent image is a strategy diagram which seeks to identify key areas of consideration within the Civic Quarter. The purpose of this image is to provide an overview of opportunities driven from the identified constraints that exist within the Civic Quarter and assist in the guidance of any development plans.

The Image below illustrates a potential proposal for development on the identified sites within the Master Plan Strategy of the Civic Quarter.





-  Key Pedestrian Movements
-  Improved Way Finding
-  Wi-Fi/ 4G Zone
-  Key Public Realm
-  Potential Housing Development
-  Potential Commercial Dev. Opportunity
-  Potential Retail Development Opportunity
-  Amenity Space
-  Garden Management
-  Improved Seating Area
-  Potential Multi-storey Car Park
-  Potential Development Area
-  Potential Refurbishment/Development Project



CHESTERFIELD
BOROUGH COUNCIL

PART III MARKHAM ROAD

Markham Road is one of the main through routes which bounds the southern side of the Historic Core, with traffic travelling to and from the west to the A61. It is a significant barrier to connectivity between Ravenside Retail Park and the town centre. The previous masterplan identified three broad areas associated with Markham Road including Lordsmill Square, Town Wall and West Bars Gateway. The area already includes some substantial property investments including Future Walk offices and New Beetwell Street MSCP which serves the Pavements Shopping Centre and we have identified a series of more modest fine grain interventions along the entire Markham Road, which could have a big impact.



9.1 PUBLIC REALM PROJECTS

Chesterfield town centre has many assets that are underutilised due to poor connectivity between spaces. This is most apparent along the periphery of the retail core area due to the dominance of traffic along Markham Road.

The Ravenside Retail Park is pulling the 'retail' core southwards with Next and Debenhams locating on the park. This effect is compounded by the closure and under-investment of stores on the northern side of the town centre (e.g. the former Co-op department store and Victoria Shopping Centre respectively). Ravenside offers free surface parking for shoppers which presents both a threat relating to destination shopping which bypasses the town centre, and an opportunity to capture the flow of shoppers to and from Ravenside and the Historic Core.

There is huge potential to make substantial improvements to the connectivity and public realm in this area. We have identified the following interventions:

BEETWELL STREET SHARED SURFACE

New Beetwell Street and Beetwell Street is a long road which runs parallel and to the north of Markham Road. It is primarily a public transport corridor with various bus stands along its length. It is important that Beetwell Street is not a barrier to north-south pedestrian movement and a long stretch between and including the Pavements footbridge and South Street could become a shared surface. This would reduce traffic speeds along the length and facilitate crossing. This would be coupled with a programme to improve the street furniture, bus shelters and signage of all the routes (Park Road, Pavements Shopping Centre, Library, Yards and South Street) north and south.

MARKHAM ROAD SUPER CROSSING(S)

At present there are pedestrian crossing points at either end of Markham Road at Park Road and Lordsmill Street and one in the middle which is opposite the coach

station. Improvements have been made on the southern side of this crossing to increase capacity, but it is still very constrained by the width of pavement on the northern side. Working with the retail landlords and the Borough Council it is important to breakdown the barrier created by Markham Road and improve the north-south desire lines. This could be achieved through the development of more 'super-crossings' at strategic points along its length – locations could include at the end of Beckingham Way, South Place, the alley to the west of the Police Station and Hipper Street. The crossings would have to be synchronised to ensure the flow of the traffic, but having more crossing points would facilitate direct access and more people would be inclined to make linked trips between the Historic Core and Ravenside.

A sketch depicting how South Place could look as an improved pedestrianised street.

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A sketch depicting how South Place could look as an improved pedestrianised street.

SOUTH PLACE PEDESTRIANISATION

South Place is a key route from the Vicar Lane shopping centre to Ravenside Retail Park. It currently has deep-set old cobbles and narrow pavements with on-street car parking. Pedestrians should be given priority on South Place which should be landscaped to provide a shared surface for access only. Resetting the cobbles would make this street more pedestrian friendly for those in wheelchairs or with children's prams/pushchairs.

BECKINGHAM WAY POCKET PARK

The existing coach station site is another major opportunity to connect Ravenside Retail Park into the Historic Core area. Beckingham Way is a steep winding road which links Markham Road to Beetwell Street. It is currently used exclusively for coaches and forms the town's central coach station. A small ticket office with WC facilities have been developed within the curve of the road.

The sloping nature of the coach station is not ideal for manoeuvring coaches. Beckingham Way has a south facing aspect and would make an ideal 'pocket park', providing not only north-south linkages but an attractive environment between Ravenside and the Historic Core where people can 'dwell'. Relocating the coaches out of Beckingham Way and onto Beetwell Street would make a significant improvement and enhance this space as a 'pocket park'. The Pocket Park has commenced with the installation of a sculpture and trees. Further development is needed.

9.2 MAJOR PROJECTS AND GATEWAYS

There are a number of large and small development opportunities and gateway projects along Markham Road:

QUEEN'S PARK SPORTS CENTRE

The Council has recently received £2 million in funding from Sport England towards the new Queen's Park Sports Centre. The investment from Sport England's Strategic Facilities fund, alongside additional investment from Chesterfield Borough Council and Chesterfield College, will allow previously approved plans for the new centre to be expanded to provide additional activity space, including:

- An eight lane main swimming pool
- Large learner pool with moveable floor and children's fun water features
- Eight court sports hall
- Spectator seating in the swimming pool hall and main sports hall.
- Café and social space
- Midwifery centre
- Village changing facilities with individual and family cubicles for swimmers
- Three training rooms and activity studio
- 80 station gym
- Two glass back squash courts with moveable wall
- Car parking for approximately 150 cars.

QUEEN'S PARK ENTRANCE

The current entrance to Queen's Park from the town centre is either over Future Walk bridge from the Civic Quarter or from Park Road at the back of Ravenside Retail Park. In addition the northern boundary to the Park is dominated by mature trees. As a consequence, potentially many visitors may never know Queen's Park existed. A new 'grand entrance' could be located at the north eastern corner of the Park and improved pedestrian crossings created at the junction of Park Road and Markham Road. This would encourage visitors to the



Park from the town centre, increasing usage, linked trips and 'dwell time'. In addition new signage along the Markham Road frontage of the Park could direct more passing traffic to stop at the park down Boythorpe Road and Park Road.

WEST BARS MSCP AND ROYAL MAIL DEPOT

The West Bars MSCP is physically obsolete and represents a substantial gateway opportunity. The site could be suitable for

commercial office, retail/leisure and or mixed use residential development. High quality development will be especially important on this site as it is the main gateway as visitors enter the town from the west.

LORDSMILL STREET SOUTH

This is an important gateway site between Hornsbridge roundabout and Markham Road roundabout adjacent to the IBIS hotel. The site is currently occupied by HSS Hire and Bembridge Sheds. The site has some

constraints in terms of access, the Holme Brook watercourse and the high level A61 pedestrian footbridge which crosses the site. Notwithstanding this, there is potential for higher value uses on this key gateway site. Pedestrian links to the town centre could also be improved from the IBIS hotel.

9.3 BIG CHANGES IN SMALL SPACES

In addition to the above there are other opportunities for infill development and refurbishment in the Markham Road area including:

BOYTHORPE ROAD SITE

Once the sports centre relocation is completed, the current site will be available for development.

MARKHAM HOUSE

Located at Lordsmill roundabout the property provides a mix of commercial accommodation. The property is currently tenanted by various companies and organisations, including a Job Centre arranged on ground, mezzanine and part first floors, and the Secretary of State for Communities and Local Government on the second, third and fourth floors with further self-contained office accommodation on part first and part second to fourth floors.

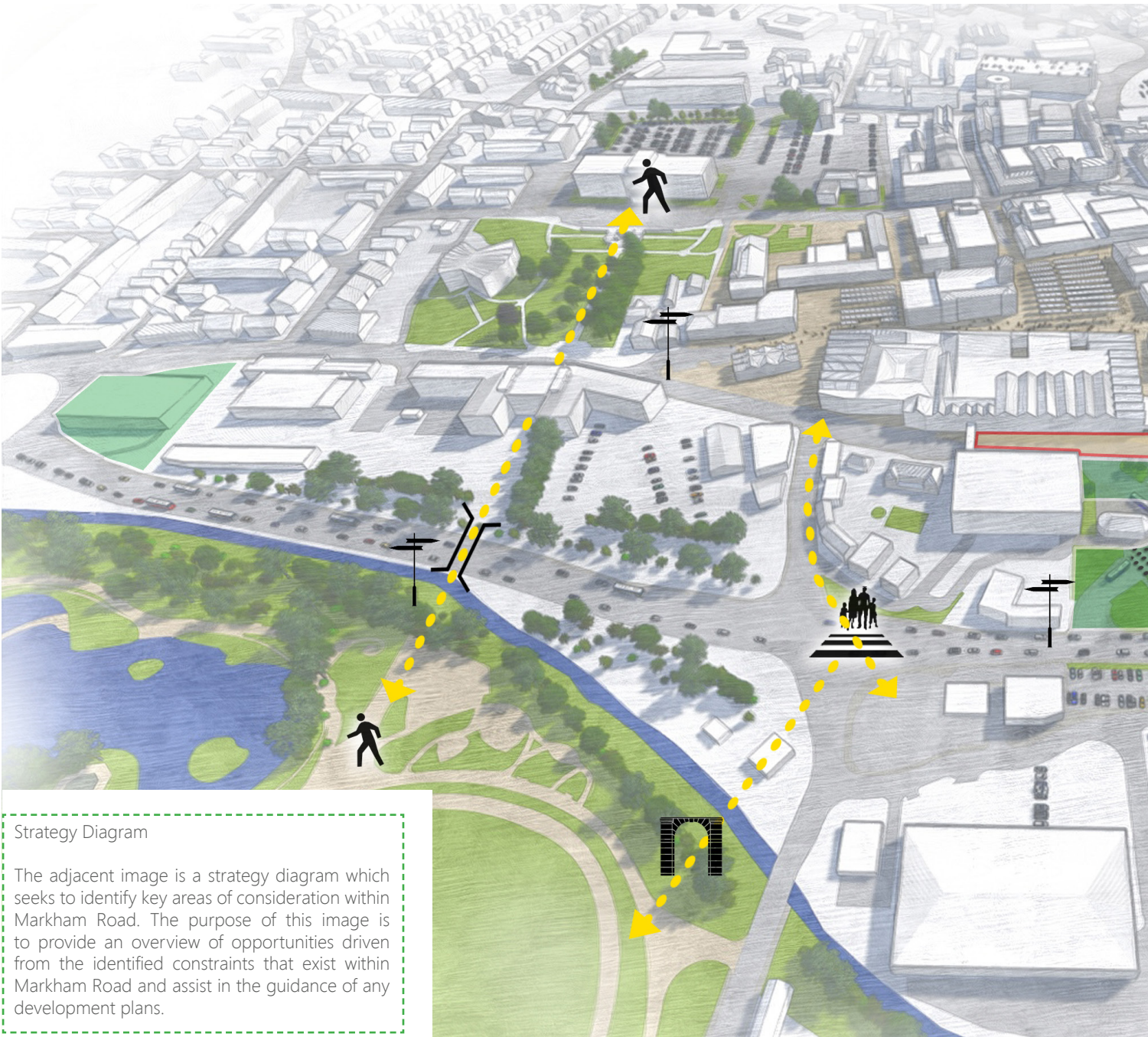
This property occupies a prominent gateway position and would benefit from an exterior facelift to enhance the sense of arrival to the town at this key roundabout and has potential for alternative uses.

FUTURE WALK II

The surface car park to the south of Future Walk has been identified as a future development site, benefiting from a prominent position alongside Markham Road. The development of this site could provide additional commercial development however it is suggested that this site would be a longer term opportunity, given the need to lose surface car parking which currently services Phase I.

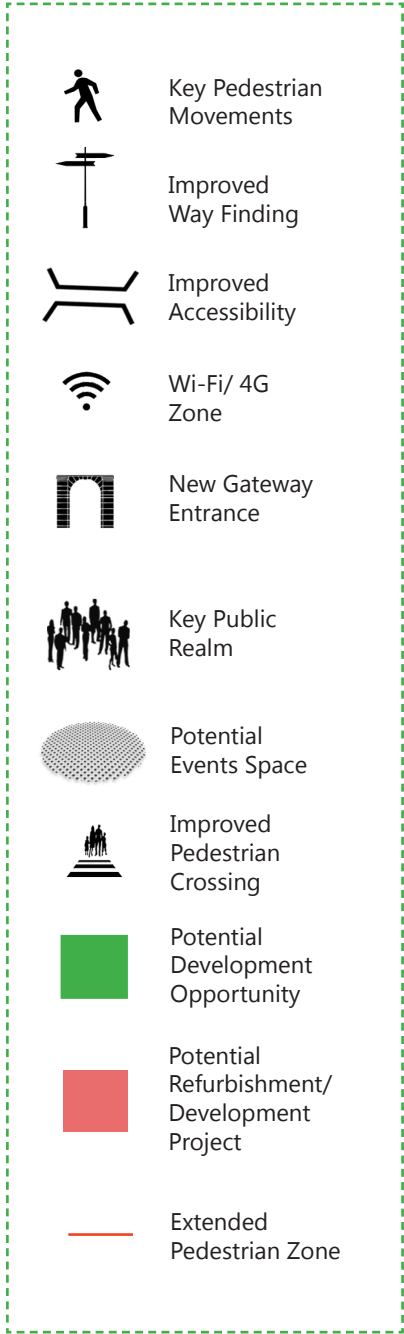
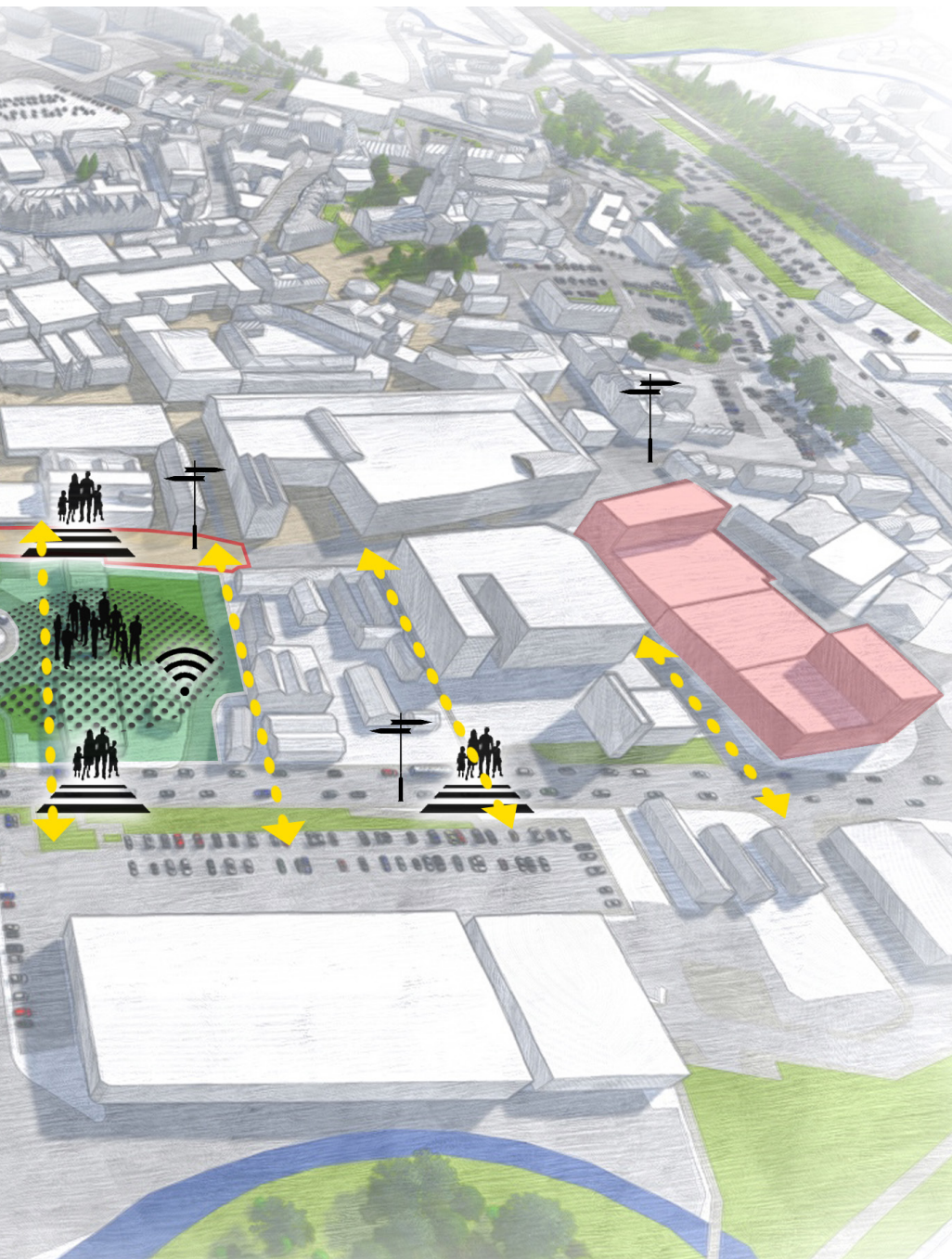
- 1 - Pickering Park Gate, Hull
- 2 - Visualization of The New Sport Centre





Strategy Diagram

The adjacent image is a strategy diagram which seeks to identify key areas of consideration within Markham Road. The purpose of this image is to provide an overview of opportunities driven from the identified constraints that exist within Markham Road and assist in the guidance of any development plans.





PART III
EDUCATIONAL QUARTER

The previous masterplan identified an 'Education Quarter' around Chesterfield College which is burgeoning with the recent announcement by Derby University to establish a University Campus at the St Helena Centre.



10.1 MAJOR PROJECTS

Both Chesterfield College and Derby University have major plans for development in this area.

CHESTERFIELD COLLEGE

The college has over 700 courses and over 8,000 full, part time or HE students every year, attracting students from North and South Derbyshire, Buxton, Derby and South Yorkshire and Sheffield.

The college is expanding and work has begun on a new building, including main reception and brand new facilities for construction students, including carpentry & joinery, plumbing and mechanical engineering. This work will be completed by September 2015. Chesterfield College are also investing £2.5 million into the redevelopment of The Queen's Park Sports Centre so that students can make use of the facilities during term time alongside the centres regular customers. The college would also contribute to the running costs of the centre once it is opened.

UNIVERSITY OF DERBY

The University has recently announced plans to open a Chesterfield campus in addition to existing campuses in Derby and Buxton. The University has purchased the Grade II listed former girls' school, the St Helena Centre, from Derbyshire County Council. The campus is situated between Chesterfield College and the Northern Gateway which consolidates the Education Quarter in this location. Major refurbishment is required to bring the 1.5 ha (2.2 acre) site up to standard but, The University could have the new centre ready by mid-2016. It will bring new jobs, business support, business incubation, in addition to increased capacity to provide nursing courses for 300+ students.



10.2 PUBLIC REALM PROJECTS

It is important that the Education Quarter is fully integrated into the town centre, with identified improvement to the Northern Gateway and the Spire Neighbourhood to facilitate this.





PART III
WATERSIDE

Chesterfield Waterside is a regionally significant regeneration area involving the restoration of a navigable waterway through the 16 ha (40 acre site) and the creation of a new canal basin which has been constructed at the heart of the project.



The Waterside scheme is being developed and promoted by Chesterfield Waterside Ltd, a public/private partnership of Chesterfield Borough Council and Urbo (a specialist regeneration company comprising Arnold Laver & Co Ltd and Bolsterstone plc). The vision is that Chesterfield Waterside will be an *'exciting example of best practice regeneration taking a largely vacant edge of town centre waterside site and creating a vibrant new environment of buildings and open spaces.'*³⁸

This will be home to a thriving new community of businesses and residents and will become a major attraction for visitors. The development will be characterised by bold and excellent design and a sustainable approach to delivery.³⁸

The Waterside area already has an outline masterplan including planning permission for a residential neighbourhood of up to 1,500 homes, over 30,000 sqm (322,900 sqft) of business space, ancillary shops, bars, cafes, galleries and hotels. The public realm comprises a new canal basin, landmark public spaces and an eco-park.

It is important that the Waterside complements the existing town centre and this masterplan is designed to reinforce the Historic Core, as well as promote links to the Waterside. By delivering the wider masterplan, this will enhance the demand for Chesterfield, which will expand to include the Waterside area. Key projects which support the Waterside area include:



11.1 HOLLIS LANE/MALKIN STREET LINK ROAD

This 'unlocks' other complementary developments in the town centre including the Spire Neighbourhood and the Northern Quarter etc. These developments under-pin the economic growth of Chesterfield which will create demand for the Waterside.

11.2 TAPTON LANE BRIDGE LINK

There is a clear desire line and line of sight from the Waterside at Brimington Road to Tapton Lane and the 'Crooked Spire'. This link requires a new pedestrian bridge over the A61 and as such is a long term aspiration. This link would directly connect the Waterside to the town centre which will improve the attractiveness and demand for the Waterside area.



- 1 - Waterside Aerial View
- 2 - Waterside Visualizations
- 3 - Waterside Visualizations

³⁸ <http://www.chesterfieldwaterside.com/vision.html>



Train Station



Potential Multi-storey Car Park



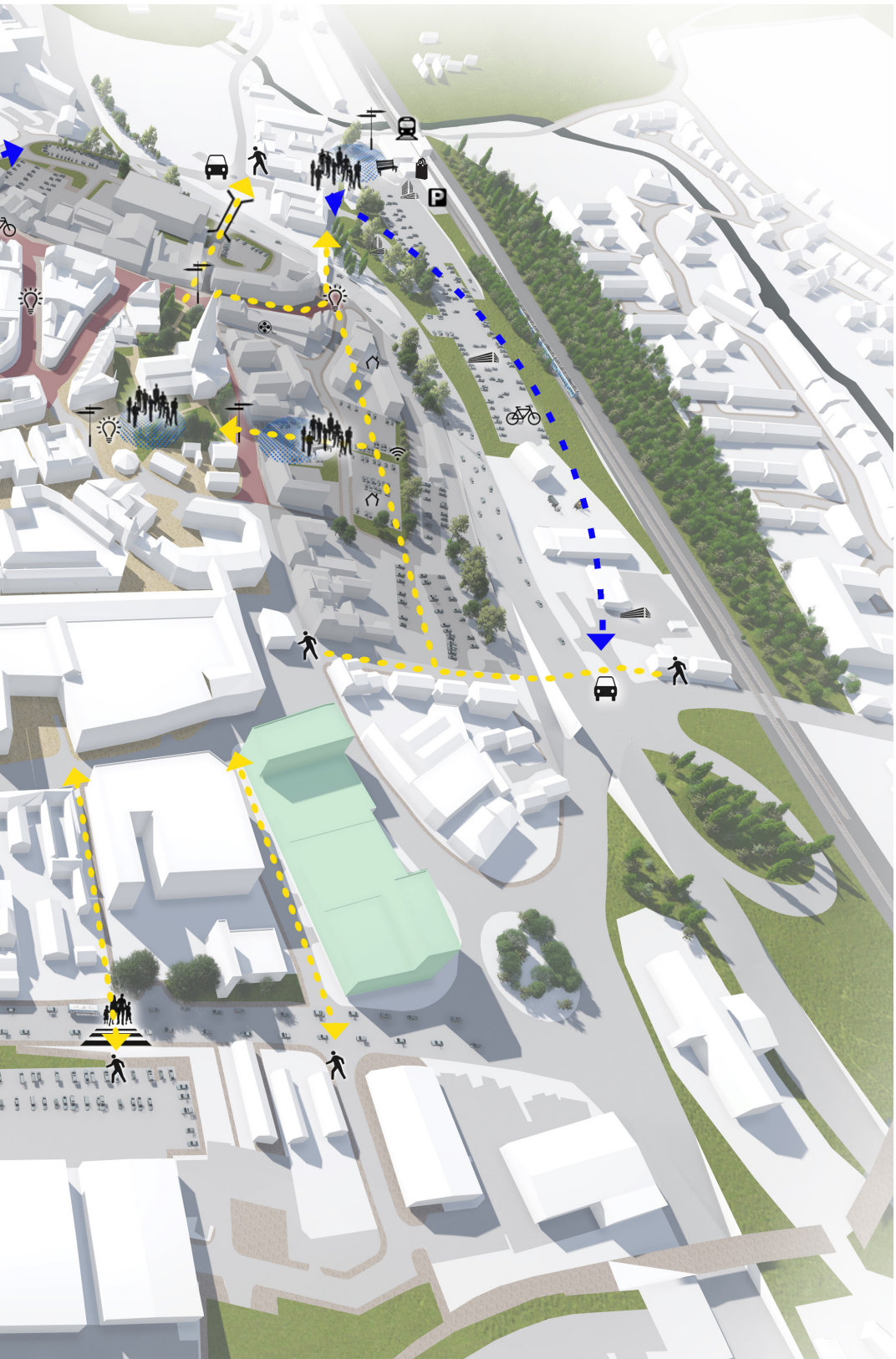
Potential Commercial Development Opportunity



Potential Retail Development Opportunity



Potential Hotel Dev. Opportunity



-  Main Pedestrian Movements
-  New Link Road
-  Improved Way Finding
-  Improved Lighting
-  Improved/New Cycle Route
-  Integration of Intelligent Technology
-  Town Centre Management Strategy
-  Aspiration to Improve Connectivity
-  Wi-Fi/ 4G Zone
-  New Gateway Entrance
-  Key Public Realm
-  Potential Events Space/Amenity Space
-  Aspiration to Extended/Improve Pedestrian Zones and Footfall
-  Potential Refurbishment/Development Project
-  Improved Pedestrian Crossing

 Potential Business Unit Dev Opportunity

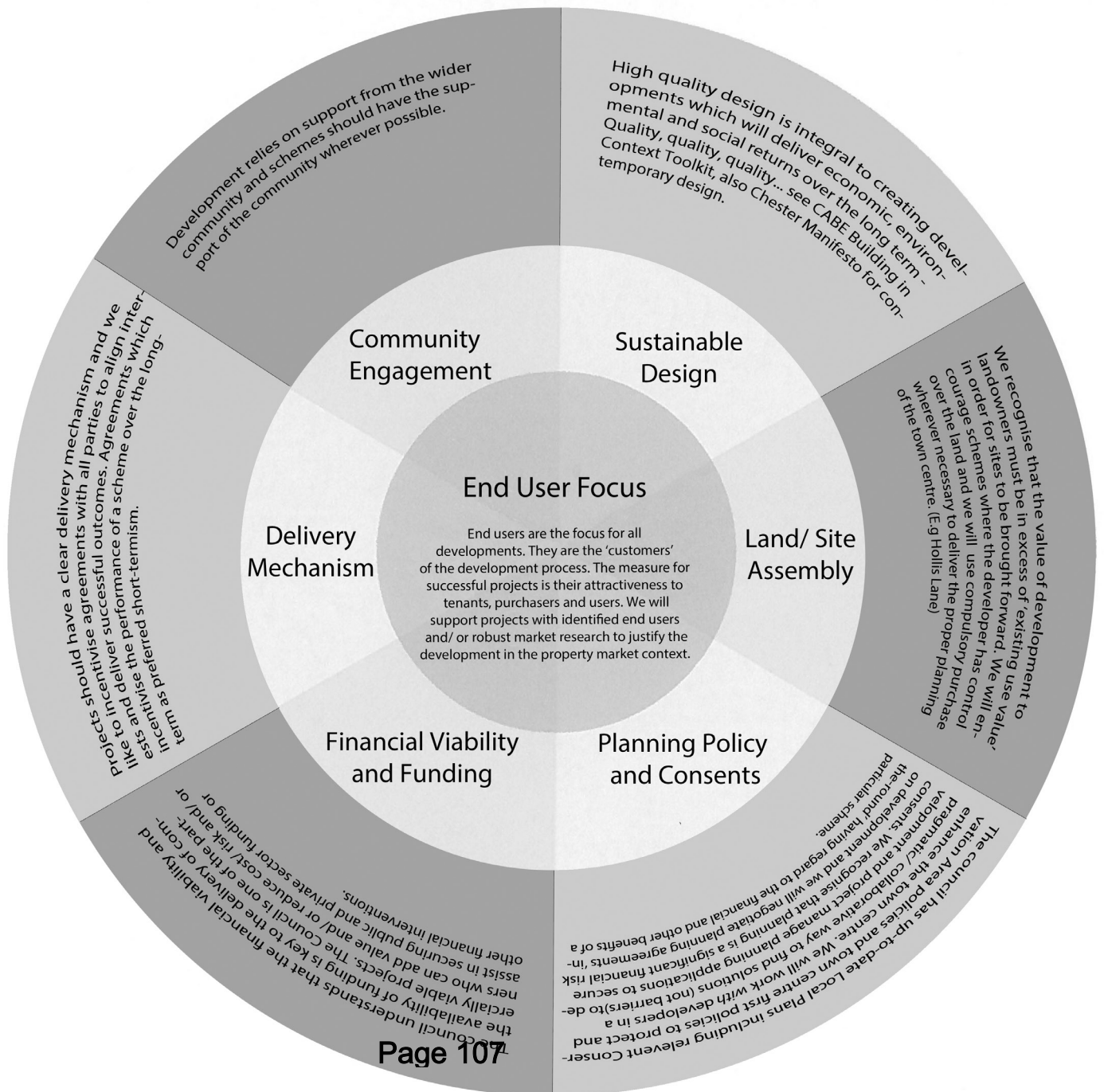
 Garden Management

 Improved Seating Area



CHESTERFIELD
BOROUGH COUNCIL

Implementation and Delivery



12. IMPLEMENTATION AND DELIVERY

Regeneration and development is a continuous process and this masterplan builds on previous work. In the same way this masterplan is not the 'final-word'. It is a strategic framework for the delivery of infrastructure and development that has been consulted upon and agreed by the key stakeholders in order that we all 'pull in the same direction'.

There are many varied opportunities for investment and development in the town centre as outlined above.

The Council alone can only deliver a small part of the masterplan and must work in partnership with the private sector. The Council will take the lead on the key enabling and infrastructure projects as set out below. Beneath this we set out a series of delivery principles which describes how we will work with the private sector to leverage investment and mobilise development.

The masterplan has been endorsed by the Council and will be a material consideration to inform future planning decisions in the town centre. It will also inform future reviews of the Local Plan.

12.1 ENABLING PROJECTS

The Council will take the lead on the implementation and delivery of key infrastructure projects, subject to identifying appropriate funding streams and drawing down financial contributions from new developments. The following sets out the priorities for action and some of the possible funding streams.

There is a limit to what the Council can do to implement development on privately held land, but by creating a high quality environment in the town centre and delivering timely infrastructure, this will improve viability and bring forward

development and regeneration via the market mechanism. As each piece of public realm and infrastructure is delivered and new development takes place on individual sites and schemes, the context for the next development site will change and improve.



1 - Hornsbridge Island "Growth",
Melanie Jackson



12.2 DELIVERY PRINCIPLES

The purpose of this masterplan is not to be prescriptive and the delivery of future development and regeneration will be unique to the particular circumstances at the time.

The Council recognises that property development and regeneration is a complex, often risky process and projects often take a long time to be delivered – sometimes spanning multiple property cycles.

We want to hear from landowners, investors and developers with an interest in development and regeneration in Chesterfield.

To facilitate the dialogue, we have established the following delivery principles which are based on our experience of delivering successful regeneration projects.

These principles can be applied to all projects coming forward:

END USER FOCUS

End users are the focus for all developments. End users are the 'customers' of the development process. The measure for successful projects is their attractiveness to tenants, purchasers, occupiers and users. We will support projects with identified end users and/or robust market research to justify the 'need' for the development in the property market context.

SUSTAINABLE DESIGN

High quality design is integral to creating developments which will deliver economic, environmental and social returns over the long term. Chesterfield already has much to celebrate in terms of historic character and all new development must add to this local distinctiveness and character. Furthermore, high quality design improves the quality of life and well-being. Good-quality public

spaces help create healthy communities and desirable properties. Well-designed homes and neighbourhoods create better and healthier places to live and build strong communities. Similarly well-designed commercial buildings lead to a more valued and productive workforce and profitable premises.³⁹

LAND / SITE ASSEMBLY

We recognise that the value of development to landowners must be in excess of 'existing use value' in order for sites to be brought forward. We will encourage schemes where the developer has control over the land and we will consider the use of compulsory purchase powers where appropriate to deliver the proper planning of the town centre.

PLANNING POLICY AND PLANNING APPLICATIONS

The Council has an up-to-date Local Plan including relevant Conservation Area policies and town centre first policies to protect and enhance the town centre.⁴⁰

We will work creatively with developers and project manage complex planning applications (including the use of Planning Performance Agreements (PPAs)) to ensure that development which is sustainable and accords with the development plan is approved without delay. We recognise that planning is a significant financial risk on development and we will negotiate planning agreements 'in-the-round', having regard to the legislation, Local Plan Policy and the financial viability of a particular scheme.

FINANCIAL VIABILITY AND FUNDING

The Council understands that the financial viability and the availability of funding is key to the delivery of commercially viable projects. The Council is one of the partners who can add value and/or reduce cost/risk and/or assist in securing public and

private sector funding or other financial interventions.

DELIVERY MECHANISM

Projects should have a clear delivery mechanism and we like to incentivise agreements with all parties to align interests and deliver successful outcomes. Agreements which incentivise the delivery of development and regeneration over the long-term are preferred to short-termism.

COMMUNITY ENGAGEMENT

Development relies on support from the wider community and schemes should have the support of the community wherever possible.



³⁹ <http://www.architecture.com/RIBA/Campaigns%20and%20issues/Thevalueofgooddesign.aspx>

⁴⁰ Chesterfield Local Plan Core Strategy – adopted July 2013 <http://www.chesterfield.gov.uk/Core-Strategy-629.html>

PART IV | ENABLING PROJECTS

PROJECT	THEME	SHORT TERM/HIGH PRIORITY	MEDIUM TERM/MEDIUM PRIORITY	LONG TERM/LOW PRIORITY	DEPENDENCY /PHASING	NEXT STEPS	DELIVERY PARTNER
HISTORIC CORE							
Markets Management & possible reconfiguration	TC Management	◆				Agreement of funding and appointment of a Markets Consultant to explore options with market traders. Continue to build relationships with all town centre stakeholders.	CBC/Town Centre Forum/ Market traders sponsorship/ Business Improvement District (BID)/ Markets Budget
Internet and Mobile connectivity/Digital Media/ Variable Message Signage	TC Management	◆				Town Centre Forum/ CBC to lead on a Digital strategy to ensure town centre is 'enabled' to embrace new technology	CBC/LEP/Town Centre Forum/ Local Businesses sponsorship/BID
Other Town Centre Management revenue projects e.g. Lighting scheme, Trade Waste Strategy, Heritage Interpretation	TC Management		◆			Town Centre Forum and CBC to decide priorities for action	CBC/Town Centre Forum
Public transport routes/ Servicing Strategy/Extend the pedestrian zone	Public Realm	◆			Full scheme dependant on delivery of the Hollis Lane Link Road	Feasibility study required	CBC/LEP
Car parking capacity study	Public Realm	◆				CBC commission a car parking capacity study to determine the future parking needs of the town	CBC
Pavements Shopping Centre permeability & Civic Quarter permeability	Public Realm	◆				Work with key landowners to determine improvements	CBC/Town Centre Forum/ Private Sector Landlords
Former Co-op & The Victoria Centre	Big Changes/ Small Spaces	◆				Work with owners to facilitate refurbishment	Private sector

PROJECT	THEME	SHORT TERM/ HIGH PRIORITY	MEDIUM TERM/ MEDIUM PRIORITY	LONG TERM/ LOW PRIORITY	DEPENDENCY/ PHASING	NEXT STEPS	DELIVERY PARTNER
STATION ARRIVAL							
Pedestrian Connectivity / Station Forecourt investment / Hollis Lane/ Malkin Street Link Road	Public Realm	◆				Carry out detailed feasibility study and technical design and traffic modelling work to develop strategy for comprehensive set of projects	CBC/LEP/ Network Rail/ Midland Mainline - Potential future SCRIF/CIL
Station operation including – taxi ranks, signage, facilities	TC Management		◆		Part of station forecourt investment		Network Rail/ Midland Mainline/ CBC
Station Gateway Developments	Major Projects/ Gateways		◆		Subject to delivery of Hollis Lane Link Rd		Public private partnership
Railway Terrace	Major Projects/ Gateways			◆	Subject to delivery of Hollis Lane Link Rd		Public private partnership
NORTHERN GATEWAY							
Northern Gateway	Major Projects/ Gateways	◆				CBC re-procure a development partner	Public private partnership
Saltergate realignment to Durrant Road/N-S pedestrian routes from the Education Quarter to the Historic Core/E-W connectivity	Public Realm		◆		Subject to delivery of Northern Gateway and Saltergate NHS site	Work with developer partners responsible for relevant sites to coordinate network of links	Public private partnership
Public event space	Public Realm		◆		Subject to delivery of Northern Quarter	Incorporate requirements into the revised development brief	Additional public open space to be funded out of development value off land receipt

PART 4 | ENABLING PROJECTS

PROJECT	THEME	SHORT TERM/ HIGH PRIORITY	MEDIUM TERM/ MEDIUM PRIORITY	LONG TERM/ LOW PRIORITY	DEPENDENCY/ PHASING	NEXT STEPS	DELIVERY PARTNER
SPIRE NEIGHBOURHOOD							
Corporation Street	TC Management / Public Realm	◆				Work with landowners and key stakeholders (including offices, police, theatres) to agree activity and investment programme	Property owners and occupiers along frontages/ Town Centre Forum/CBC
Cowley Close College link improvements		◆				Design a landscaping scheme	CBC / College
Spire Neighbourhood/ Waterside links	* see Waterside *	/	/	/	/	/	/
Basil Close / Derbyshire Times	Big Changes/ Small Spaces	◆			Subject to market demand	Work with landowners to implement development proposals	Private sector
Council's Surface car parks (see car parking management strategy above)	Big Changes/ Small Spaces		◆		All subject to the preparation and agreement of an updated car parking management strategy and the delivery of the Hollis Lane Link Rd	CBC to prepare car parking management strategy and detailed feasibility study for the Hollis Lane Link Rd (see above)	(see above)
EDUCATION QUARTER							
Chesterfield College	Major Projects/ Gateways						Chesterfield College
University of Derby	Major Projects/ Gateways	◆					University of Derby/LEP funding secured from D2N2 Growth Deal for refurbishment
WATERSIDE							
Waterside	Major Projects/ Gateways			◆	Subject to a thriving town centre and market demand for growth of the town		Urbo/ Chesterfield Waterside Ltd
Tapton Lane bridge link	Public Realm			◆	Subject to delivery of Waterside		Developer contributions - Urbo/ Chesterfield Waterside Ltd

PROJECT	THEME	SHORT TERM / HIGH PRIORITY	MEDIUM TERM/ MEDIUM PRIORITY	LONG TERM/LOW PRIORITY	DEPENDENCY /PHASING	NEXT STEPS	DELIVERY PARTNER
CIVIC QUARTER							
Shentall Gardens Management	Public Realm / TC Management	◆				Review management	CBC/ CIL / Heritage Lottery Fund
Historic Core permeability (see above)	Public Realm		◆			(see above)	(see above)
Soresby Street / Rose Hill East car park	Major Projects / Gateways		◆		Subject to the preparation and agreement of an updated car parking management strategy	(see above)	(see above)
North East Derbyshire District Council Offices	Major Projects / Gateways	◆				About to be sold for development / investment	Private/public sector
The former Saltergate Medical Centre	Major Projects / Gateways	◆				Homes and Communities Agency to dispose of the site to a developer	HCA/ Private Sector
MARKHAM ROAD							
Beetwell Street Shared Surface / Markham Road Super Crossing / South Place Pedestrianisation / Beckingham Way Pocket Park	Public Realm		◆		Subject to a public transport/ highways/ landscaping feasibility study	Prepare a detailed feasibility study and consultation into the options for north-south linkages including the pocket park	CBC/Retail Landlords
Queen's Park Sports Centre	Major Projects / Gateways	◆				Commence construction	Chesterfield BC/ Sport England/ CIL
Queen's Park entrance	Major Projects / Gateways		◆			Feasibility and consultation	CBC/HLF
West Bars MSCP and Royal Mail depot / Lordsmill Street south	Major Projects / Gateways		◆		Subject to obsolescence of current uses		Private sector





B6057
Whittington
Moor
Dronfield
Sheffield

A61
Whittington
Sheffield
M1 (North)
(A619)
Worksop

A632
Chesterfield
Royal
Hospital
Bolsover

For Chesterfield
Football Club
follow A61
North or
Sheffield Road

A617
M1 (south)
Mansfield
Nottingham

For Cinema
follow A61

A61 Derby



1880

1920

1890

1930



HISTORIC MAPS AND IMAGES



1950



1970



2024

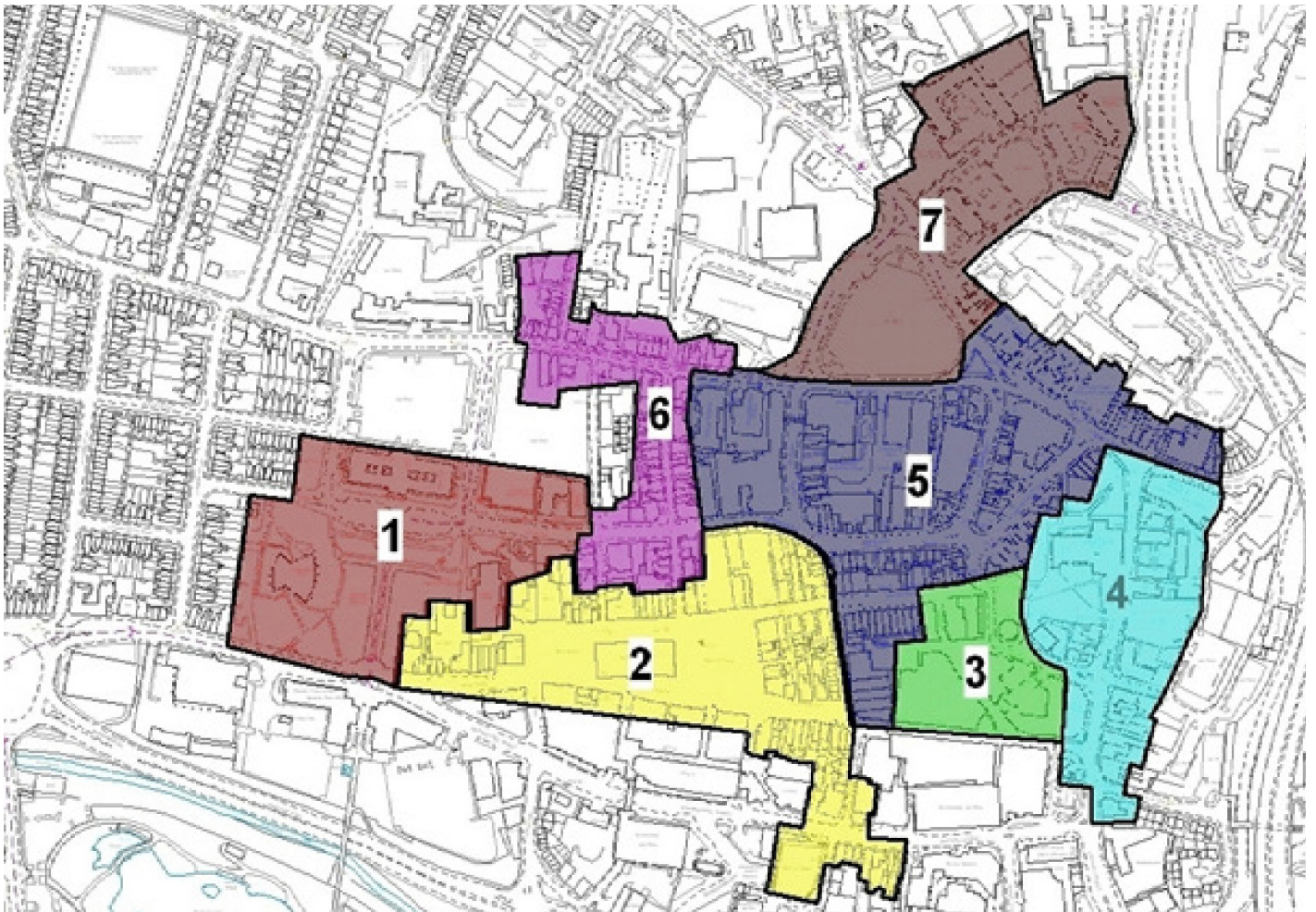
1960



2014



TOWN CENTRE CONSERVATION AREA



- 1 - Shentall Garden
- 2 - The Market Place
- 3 - Vicar Lane
- 4 - St. Mary's Gate
- 5 - Stephenson Place
- 6 - Saltergate
- 7 - The Royal Hospital

CHESTERFIELD MASTERPLAN

Written and Designed by:



*THIS IS OUR CHESTERFIELD
THIS IS OUR VISION*

For:



CHESTERFIELD
BOROUGH COUNCIL

With funding support from the European Regional Development Fund

investing
in **your** future
European Regional Development Fund
European Union



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