Derby City Centre

Masterplan 2030

Vision, Ambition, Delivery

July 2016

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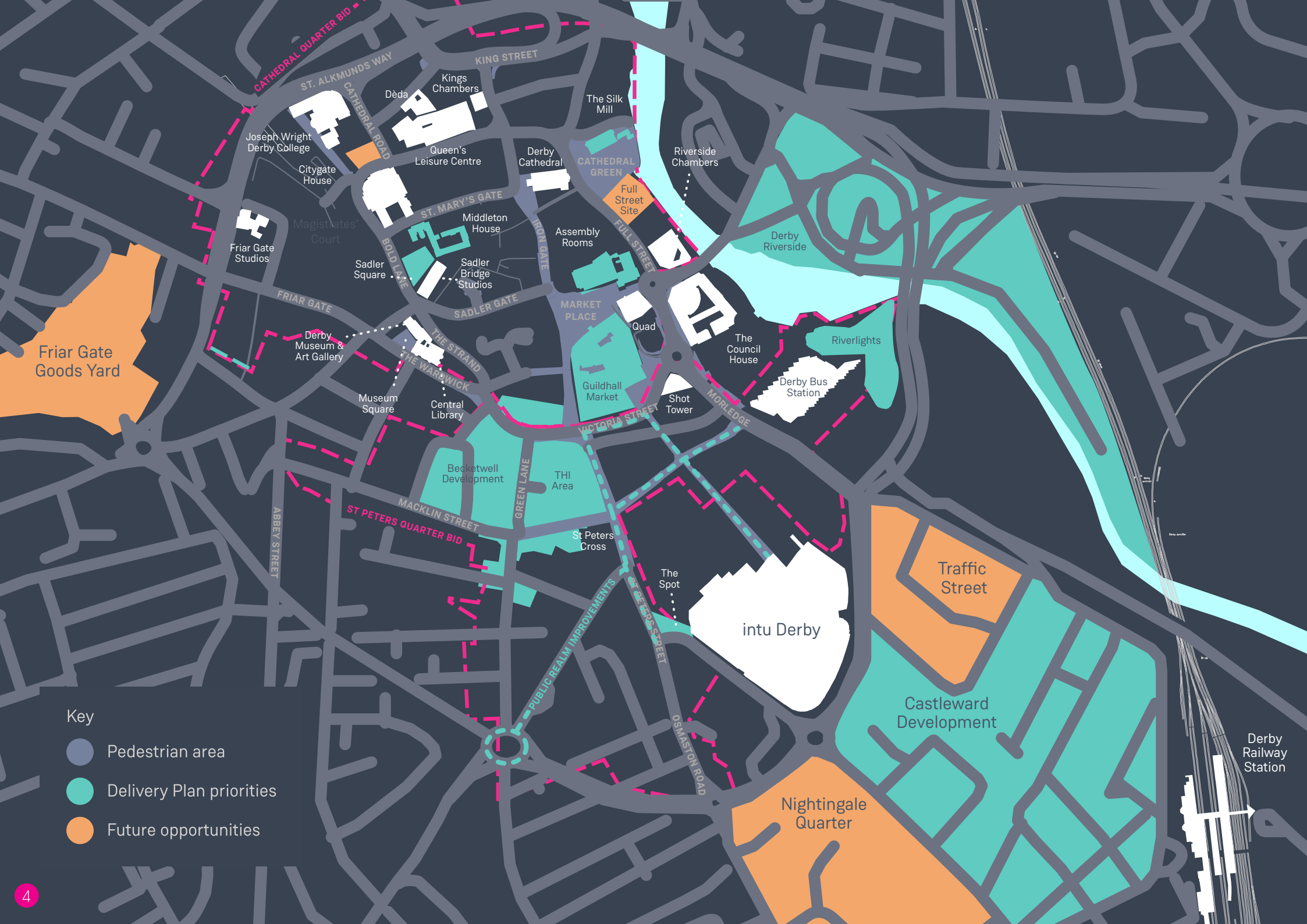
CATHEDRAL QUARTER BID
ST. ALKMUNDS WAY
KING STREET
CATHEDRAL ROAD
Kings Chambers
Dèda
The Silk Mill
Joseph Wright Derby College
Queen's Leisure Centre
Derby Cathedral
CATHEDRAL GREEN
Riverside Chambers
Citygate House
Full Street Site
ST. MARY'S GATE
Middleton House
Magistrates' Court
Assembly Rooms
FULL STREET
Derby Riverside
Friar Gate Studios
BOLD LANE
IRON GATE
Sadler Square
Sadler Bridge Studios
FRIAR GATE
SADLER GATE
MARKET PLACE
Quad
The Council House
Riverlights
Friar Gate Goods Yard
Derby Museum & Art Gallery
THE STRAND
THE WARWICK
Guildhall Market
Derby Bus Station
Museum Square
Central Library
Shot Tower
MORLEDGE
VICTORIA STREET
Becketwell Development
THI Area
GREEN LANE
ABBEY STREET
MACKLIN STREET
ST PETERS QUARTER BID
St Peters Cross
The Spot
PUBLIC REALM IMPROVEMENTS
ST PETERS STREET
intu Derby
Traffic Street
OSMASTON ROAD
Castleward Development
Nightingale Quarter
Derby Railway Station
Key
Pedestrian area
Delivery Plan priorities
Future opportunities

Foreword

Derby's history is one of innovation, creativity, resilience and excellence

Derby, the UK's number 1 hi-tech city, is at the heart of the country's aerospace, rail and automotive sectors and is home to an expanding network of advanced technology businesses and professional services. Derby has a burgeoning creative sector and outward-looking businesses operating in global markets. Derby's economic performance is amongst the strongest cities outside the South-East and the city is renowned for its innovation, research and development.

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

Having a vibrant city centre is crucial to ensure the wealth created in Derby is retained here, further investment is secured and Derby's residents, businesses and visitors benefit. Creating jobs and prosperity for local people is at the heart of this Masterplan, and successful delivery will promote the health and well-being of our residents.

What happens in our city centre determines the direction of travel for the city as a whole – it is a vital hub for jobs, services, culture, leisure, transport links and community activity. Successful city centres are drivers of the wider economy.

Investor and business confidence in Derby has grown and our city centre has benefitted from huge investment in recent years. This Masterplan describes how we can maintain regeneration momentum in the city centre and sets out a strategic context for investment opportunities by 2030. It describes how we can create and sustain an attractive, thriving and vibrant city centre, demonstrates our commitment to regeneration and also projects the successful partnership approach the city is willing to take in building the future.

This City Centre Masterplan is owned by the Vibrant City Partnership, part of the Derby Renaissance Board, which has a wide ranging membership of public and private sector partners, including key organisations and businesses in the city centre. The Vibrant City Partnership has enthusiastically shaped this Masterplan and all partners look forward to supporting delivery of the vision and ambitions within it.

David Williams
Chair, Derby Renaissance Board

Councillor Martin Rawson
Cabinet Member for City Centre Regeneration and Chair, Vibrant City Partnership

Introduction

Successful city centres are key drivers of the economy. Derby's City Centre Masterplan puts forward a vision and ten ambitions for our city centre, which together will create a virtuous circle of vibrancy and economic growth.

The vision and ambitions are accompanied by a Delivery Plan, identifying priority projects that we are committed to delivering in the first 5 years, to maintain regeneration momentum and tackle our key priorities. The key focus of this Delivery Plan is the creation of a new performance and events venue in the city centre.

By 2030, we aim to have created 4,000 new jobs, leveraged £3.5billion of investment and have 1,900 new homes in the city centre.

Strategically, the masterplan aligns with the Derby Plan that brings together the priorities of key public, private and voluntary partners, and with Derby's Core Strategy that provides a strategy for the future development of Derby up to 2028. This document and the supporting appendices will be used by the Local Planning Authority as part of their decision making process and the masterplan will assist in the development of city centre policies of the Core Strategy Part 2. The masterplan continues to draw on the design and development principles embedded in our City Centre Regeneration Framework and refreshes the priorities and investment opportunities outlined in this document. This masterplan also aligns with the Strategic Economic Plan of our Local Enterprise Partnership, D2N2, and the emerging Metro Strategy.

A range of partner organisations have been integral to the development of the masterplan and we have consulted with the wider business community and general public to determine our priorities for delivery. We have also drawn on a wealth of evidence and knowledge about our local economy and regeneration opportunities and challenges in developing the Masterplan.

All of the consultation feedback has been reviewed and integrated where possible. We received a wealth of information and comments on individual sites, buildings and projects, and consultation will remain a fundamental part of how we bring forward the projects in our Delivery Plan.

Councillor Ranjit Banwait
Leader of Derby City Council

“Successful city centres are the drivers of the UK economy.”

Centre for Cities

Derby: A growing economy

Derby is the UK Capital for Innovation – it has been the home of innovators and thought-leaders for over 300 years

Derby has the fastest growing economy in the UK, having achieved 23% growth in Gross Value Added over the last five years

Derby is a global business city and home to Rolls-Royce, Toyota UK, Bombardier and the world's largest rail cluster

Derby's workforce is highly skilled - 11.8% are employed in high-tech functions, four times the national average

Derby has the highest average salaries outside London and the South-East and is the 6th most productive city in the UK

Derby is recognised as a top city for foreign direct investment strategy and business friendliness

Progress and achievements

Derby is a city on the up. Over the last decade, the city centre has seen £3 billion of investment and a transformation of the city's retail, leisure and commercial offer. In Derby, we have a cohesive partnership approach to regeneration that makes things happen, including:

- Opening a major new shopping centre, now owned by intu
- Creation of the Cathedral Quarter and St Peters Quarter Business Improvement Districts
- A successful first phase of Castleward
- Opening Derby Arena
- Launching the "Connect" network of managed workspace
- Growth in the development of residential and student accommodation
- A wave of new hotel accommodation
- Completion of the Inner Ring Road
- Growth of our cultural offer including the QUAD, Déda and Derby Festé
- A new bus station and improved rail station
- Transformation of the Council House
- A super-fast digital network
- Regeneration of numerous heritage buildings

Challenges and opportunities

We are proud of our achievements but recognise that our city centre experience doesn't universally reflect our high performing, high-technology economy. This masterplan is designed to maintain momentum on city centre regeneration by maximising opportunities whilst tackling persisting challenges.

From evidence, research and consultation, we have established a full awareness and understanding of these challenges and opportunities, which include:

- A fundamental transformation of city centres in response to changes in retail, leisure and commercial activities
- Need for stronger city centre identity
- Viability challenges on key vacant and derelict sites
- Opportunity to improve accessibility and better connect the city centre with neighbourhoods and key businesses
- Riverside regeneration opportunity and delivery of the Our City Our River programme
- Growth opportunity for the evening and night time economy
- Market opportunity for new performance and events space
- Quality of the built environment and numerous heritage assets
- Political will and partnership approach to city centre development
- Spend and footfall attracted to the city by the intu shopping centre and Cathedral Quarter
- Business engagement through the Cathedral Quarter and St Peters Quarter Business Improvement Districts
- Growing momentum in city living
- Investment in quality public realm
- Super-fast digital connectivity and availability of public wi-fi

“We need a world class city for our world class companies”

Colin Smith CBE,
Group President
Rolls-Royce plc

Our Vision

To create a vibrant city centre
which is a:

CITY OF CHOICE
a leisure, cultural and retail destination

BUSINESS CITY
a successful central business district

LIVING CITY
a lifestyle and housing choice

CONNECTED CITY
a connected smart city

JACK RABBITS

Our Ambitions

By 2030 our city will have:

1

A Strong Sense of Identity

CITY OF CHOICE

A strong sense of identity based upon our reputation for innovation, a celebration of our diverse communities and cherishing our heritage assets.

Revitalising the Market Place as the heart of the city. Reinforcing our industrial past and our present excellence in advanced manufacturing and creative industries.

2

A Compelling Retail and Leisure Experience

CITY OF CHOICE

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

3

A Thriving Cultural Core

CITY OF CHOICE

A thriving cultural quarter, anchored by a new performance venue, the established QUAD Art Centre, the Joseph Wright Collection, the internationally significant Silk Mill, Derby Theatre, Déda and a vibrant programme of indoor and outdoor events

4

A Central Business District

BUSINESS CITY

A diverse range of high quality office accommodation including managed workspaces, “grow on” space, conference facilities and business support services

A 'Window' to Our Hi-tech Organisations

5

BUSINESS CITY

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

A City Centre Lifestyle Choice

6

LIVING CITY

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

7

Redeveloped Our Challenging Areas

LIVING CITY

A targeted redevelopment approach to transform the areas causing concern into assets to be proud of. Our priorities are Becketwell - Green Lane, East Street - Albion Street areas, and Friar Gate Goods Yard. We will champion quality design.

8

A Vibrant Riverside

LIVING CITY

An active city centre riverside opened up to the people of Derby as part of Our City Our River programme, with a high-quality, safe natural environment, fantastic views, distinct character, integrated flood defence measures and leisure and residential uses. Our ambitions for Derby's waterways includes a potential Derby Canal Arm.

9

Great Connections, Great Public Places

CONNECTED CITY

Great connections between city centre, business, communities, the Derwent Valley Mills WHS, University and HS2. Quality public spaces and improved public transport, walking and cycling infrastructure with continued investment in the public realm.

10

Smart City Infrastructure

CONNECTED CITY

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

Our 5-year Delivery Plan

Our Delivery Plan focuses on actions we are committed to deliver over the next 5 years that will achieve the greatest impact. We will be flexible to respond to opportunities that arise and will continue to deliver the wealth of positive work that already goes on to promote, manage and develop Derby City Centre.

Key focus: To create a new performance venue in the City Centre

The creation of a new performance venue in the heart of Derby City Centre is critical to the future success of Derby as a place to live, work and invest. The venue will lead the economic regeneration of the City and be the catalyst for further investment in the retail, leisure and office sectors. Its location on the site of the Assembly Rooms will create a venue that is capable of enabling Derby to attract top entertainment, cultural performances and commercial events.

Successful city centres are drivers of the economy. A new performance venue is the game-changer in our city centre offer. Initial feasibility work and business case preparation demonstrates that this is a strong, powerful and deliverable project.

Project Lead: Regeneration, Derby City Council

Our Delivery Plan: City of Choice

Renovate the Silk Mill

Heritage Lottery Fund and Arts Council have given outline approval for funding a transformation of the Silk Mill to create an inspirational “Museum of Making”. Architects have been appointed and further funding applications have been submitted.

Project Lead:
Derby Museums Trust

Reinvent the Market Place

Development of a business case and funding strategy for renovation of the Guildhall Market is underway. We also need to create more active frontages to the Market Place and improve the public realm to align with the development of a performance venue.

Project Lead:
Regeneration, Derby City Council

Deliver Becketwell regeneration

After years of market failure, the Council is taking a direct role in facilitating a viable redevelopment scheme for Becketwell. Site assembly and preparation works are proposed, followed by procurement of a developer partner to deliver regeneration.

Project lead: Regeneration,
Derby City Council

Publish a “Derby Story”

Derby has a fantastic history of innovation, creativity and excellence. We have agreed that we need one “Derby Story” that brings all key messages together, along with a range of materials for different audiences to use in promoting the city.

Project lead: Derby Museums Trust

Coordinated events programme

Derby city centre is host to a diverse range of events throughout the year. Partners will work together to co-ordinate and grow a sustainable and vibrant programme of events that brings increasing numbers of visitors to the city centre.

Project lead: Derby LIVE

Explore the idea of a “Heritage Trust”

Heritage is a key driver for regeneration. A Heritage Trust could act as an independent steward for heritage assets and a vehicle for external funding. We will research cases of where this approach has worked and determine the viability of a trust for Derby.

Project lead: Derby City Council

Our Delivery Plan: Business City

Create quality workspace for growing businesses

Derby has an excellent portfolio of managed workspace for small businesses. However, larger office units are in short supply and this market failure is holding back business growth. We are exploring funding for new office development to address this gap.

Project lead: Regeneration, Derby City Council

Digital Business Growth

Investment in digital infrastructure provides super-fast connectivity and free wi-fi in the city centre. We will explore funding opportunities to extend this further and will support businesses to exploit connectivity and new technology for business growth.

Project lead: Derby City Council

Deliver the Townscape Heritage Initiative (THI)

With support from the Heritage Lottery Fund, the Council is delivering a THI scheme in the Green Lane/St Peters Conservation Area. The THI offers grants towards renovating and refurbishing buildings, which brings both conservation and economic benefits.

Project lead: Conservation, Derby City Council

Our Delivery Plan: Living City

Create new homes through the City Living Initiative and Housing Zone

Financial assistance is available through the City Living Initiative to convert redundant commercial space into residential units. We will also work with the Homes and Communities Agency (HCA) to lever benefits from Derby's Housing Zone Status to unlock new residential development.

Project lead: Regeneration, Derby City Council

Start on site for further phases of the Castleward development

The first phase of Castleward has created high quality urban living space in the city centre. Compendium Living, Derby City Council and the HCA are working together to bring forward the infrastructure needed to enable further phases to start.

Project lead: Compendium Living

Derby Riverside Masterplan

A masterplan is being developed for Derby Riverside that will widen the city centre offer with new leisure, living and work opportunities. Proposals include a Riverside Park, providing a public space that will also protect the wider city from flooding.

Project lead: Regeneration, Derby City Council

Releasing publicly-owned assets for regeneration

Derby City Council will seek developer partners to bring forward strategic sites in the Council's ownership, including Middleton House (St Mary's Gate) and the Riverlights site. These disposals will facilitate redevelopment for leisure, residential or commercial uses.

Project lead: Asset Management & Estates, Derby City Council

Our Delivery Plan: Connected City

Create high quality public spaces

We want to continue investment in public realm to create an enhanced built environment with attractive streets and high-quality public transport, walking and cycling routes. Our priorities are the links between Normanton Gateway and Cornmarket and between Intu and the Guildhall Market.

Project lead: Regeneration, Derby City Council

Transport Connections

Delivery of this Masterplan will align with the emerging Transport Vision for Derby, improving accessibility and facilities for walking, cycling, public transport and cars (including a reviewed car parking strategy). We will maximise connections with the High Speed Rail 2 project and will work with Network Rail to deliver electrification of the Midland Mainline and significant improvements to Derby Station.

Project lead: Regeneration, Derby City Council

Next steps

Members of the Vibrant City Partnership want to thank everyone who has contributed to producing this Masterplan. Involving partners, residents, visitors and businesses does not stop here – there will be consultations on individual projects as they come forward and we will review the Masterplan after the first five years.

Project leads have been identified for all of the actions in the Delivery Plan and the Vibrant City Partnership will monitor progress every three months. We will pursue feasibility studies, design and planning work for individual projects and bid for funding to ensure delivery.

For further information about the Masterplan, Appendices, project delivery or governance arrangements, please visit our website:

www.derby.gov.uk/citycentre-masterplan

or contact:

Cllr Martin Rawson

Chair, Vibrant City Partnership

martin.rawson@derby.gov.uk

Greg Jennings

Head of Regeneration Projects

regeneration.projects@derby.gov.uk

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