



Hucknall: Town Centre Masterplan



A report for Ashfield District Council by URBED
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GORDON HOOD REGENERATION

SFP



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Executive Summary

In 2005 the Hucknall Town Centre Regeneration Board set out a vision for the town centre as a desirable place to visit and a focus for community activity and pride. Much has been achieved since then, particularly with the improvements to Market Place. This masterplan was commissioned to take the strategy to the next level. In doing so it responds to the new challenges that the town is facing as well as the opportunity presented by the approval of funding for the Hucknall Town Centre Improvement Scheme (HTCIS) which will see traffic diverted away from the High Street allowing a pedestrianisation scheme. This has been prepared in partnership with local people via a workshop in June and public consultations in the Market Place in July. It is now published as a consultation draft

Hucknall is a historic town with a history stretching back to the 7th or 8th century. Newstead Abbey dates from 1170 and later became home to the town's most famous inhabitant, Lord Byron who is buried in the church yard. The town grew as a textile centre before expanding rapidly in the 19th century with the discovery of coal. In the 1930s it became a centre for jet engine technology when Rolls Royce established a base in the town. However, by the 1980s the railways had withdrawn and the mines were closing sending the town into decline. Recent years have seen a recovery especially since the town became a terminus for the Nottingham Express Tram (NET) in 2004.

Today the centre of Hucknall is stable if not thriving. The town is home to 30,000 people, a number that has fallen in the last decade. However there are plans to build 3,000 new homes in the town, which is a great opportunity for the town centre if it can attract their spending.

Hucknall is positioned in a very competitive part of the country. Midway between Nottingham and Mansfield and within easy reach of Derby Leicester and Sheffield, the people of Hucknall have a lot of choice of where to spend their money. It loses 45% of its comparison trade to Nottingham and closer to home much of its convenience shopping is captured by the Tesco store on the edge of the town centre.

Despite this the High Street has a relatively low level of vacancy and remains lively, particularly on market days. The centre is however vulnerable to competition as there are not enough attractions to bring people into town, particularly on non-market days. The HTCIS is an opportunity to improve the quality and appeal of the centre. However, there is also a risk that the new road will cause traffic to bypass the centre and make the edge of town retailing even more attractive. This masterplan sets out a vision and strategy to help Hucknall face these challenges. The vision is based on five themes:

- ▷ To rediscover the roots of Hucknall as a market town
- ▷ Create a rounded town centre where people can work, rest and play as well as shop by encouraging leisure uses, civic functions, cultural uses and community uses.
- ▷ Make Hucknall a good day out so that the people searching out Lord Byron stay longer and spend more money in the town.
- ▷ Create a bustling High Street by strengthening the traditional retail offer of the town centre.
- ▷ Transforming the environment of the town, particularly on the edges of the centre and when arriving from the station.

< 3D Aerial of Hucknall Town Centre Masterplan

- Piggins Croft Area is highlighted here showing the mixed use centre

< High Street

- Visualisation of the redefined southern edge



The masterplan develops these themes and gives them physical form. The starting point for this was to look at all the potential areas of change in the town. From this it was clear that there were three main opportunity sites; 1) the Piggins Croft area, 2) the new relief road and the land that it opens up, and 3) the land around the station and the NET car park. The masterplan seeks to use these opportunities to create a physical form for the town that is able to exploit the above vision. The aim is to tie the town back together with strong visual linkages, a coherent public realm, a greater level of activity and a mix of different uses.

For each of the three opportunity areas we developed three options; minimum, medium and maximum intervention. These options were assessed on the basis of stakeholder support, viability and deliverability, regeneration impact and public consultation through the exercise in the Market Place in July. The results of this process was that we opted for the maximum change solution on Piggins Croft and the medium change solution on the other two areas.

Piggins Croft: This scheme involves the redevelopment of the retail units and car park in the area to create a £30 Million redevelopment opportunity. This includes a new in town supermarket of 4,000m² (NIA) a series of modern large retail units, housing on the upper floors and potentially a new health centre. The scheme is based on two new streets with a landmark clocktower at their intersection. Parking levels are maintained by providing a decked car park.

The HTCIS: The scheme will involve the construction of a new road bypassing the High Street, allowing the High Street to be pedestrianised. The Masterplan proposes to build on this work to incorporate the new road into the town centre, by linking it to the High Street and developing sites opened up by the road for housing and office space. The aim is that it operates as a street in the town, rather than a motorway.

The Station Approach: The aim of this area is to link the town centre much more clearly to the station with a new pedestrian route and visual connection. This uses the miners statue and the proposed refurbished Byron Cinema as landmarks to pull people into town. The yards next to the station are proposed for residential development while a deck is proposed for the NET car park to increase its capacity.

The three opportunity areas together with other proposals for the town centre are broken down into 29 projects. These have been appraised and costed and assembled into an implementation strategy. The starting point is clearly the HTCIS now that funding has been approved and many of the projects follow naturally on from this. While the development projects would not be viable in current market conditions (late 2008), it is likely that they will be once the HTCIS is complete by which time the market is likely to have picked up. Even then the proposed workspace schemes on the new road and the new route from the station are likely to require public subsidy.

The challenges that Hucknall faces are the same as those faced by many small towns. As cities like Nottingham become stronger and the supermarkets attract a huge proportion of convenience spending, small and medium sized towns risk being caught between a rock and a hard place. The answer is not to compete head on but to diversify and to do what small town centres have always have done well – provide a heart for their community. Hucknall is well placed to do this, it has a strong and loyal community and a growing population. Its has a historic and attractive town centre and will see major investment through the HTCIS. Now is the time to plan to make the most of this once-in-a-generation opportunity. Our hope is that this masterplan provides a vision, framework and strategy to do just this.



Introduction

This study was commissioned by Ashfield District Council to prepare a development strategy and masterplan for Hucknall town centre. The strategy has been prepared by URBED (Urbanism, Environment and Design) with commercial advice from Gordon Hood Regeneration. It is based on a wide range of consultations and discussions with people and stakeholders in Hucknall.

Like many towns Hucknall has struggled to maintain the viability of its centre. In 2005 the Hucknall Town Centre Regeneration Board set out a strategy for spending up until 2008 to create a town centre with a 'broad and sustainable economic base which is a desirable place to visit and which can be the focus for community activity and pride'. The Hucknall Town Centre Masterplan study has been commissioned to take this strategy to the next stage, particularly with the approval of the Hucknall Town Centre Improvement Scheme (HTCIS). The HTCIS will provide a bypass for the high street enabling the next stage of the town centre improvements to proceed. This strategy sets out a vision for the town centre to take advantage of this once in a generation opportunity.

opportunities, to create a vision for the future and to map out a strategy to get there. In doing this the strategy sets out a vision of Hucknall as a good place to shop, work, visit and to live in order to increase the vitality of the town centre and to attract long term investment.

This report draws on the baseline report for the town centre that is published separately and is summarised in Part One of this report. This is developed in Part Two into a vision for the future role of Hucknall based on the consultation that we have undertaken and experience from similar towns elsewhere. Part Three progresses by realising these themes into a series of viable options based on the opportunities available for development in the town. Part Four develops the preferred option into a masterplan. Part 5 breaks the masterplan into a series of projects that are costed and phased as an implementation plan and provides a potential funding path.

The aim of this strategy has been to identify the strengths and weaknesses of the centre, to identify development

< **Locating Hucknall -**
Hucknall lies in the heart of the UK.
The plans here move between the
national scale and the town scale.



THE HOME COMPANY

SALE SALE SALE
70% OFF
70% OFF
70% OFF
SALE SALE SALE

SALE SALE SALE
70% OFF
70% OFF
70% OFF
SALE SALE SALE

Mansfield 9
A611

T703 KLE

Part 1: Baseline Summary





The Ranges

Leisure Centre

500 metre radius

St, Mary's Church

Market

Piggins Croft

HIGH ST

STATION RD

NET Car-Park

Tesco

WATNALL RD

Titchfield Park



Legend

- District Shopping Boundary
- Local Shopping Boundary
- Study Area Boundary
- 500 Metre Radius



Hucknall

As it is

Hucknall is a town of around 30,000 people surrounded by countryside to the north of Nottingham. Its population is predominantly white, with a slightly higher proportion of families and old people than the national average. The population has fallen over the last ten years as the town has failed to attract and retain people, however major proposed housing developments on the edge of the town are set to change this.

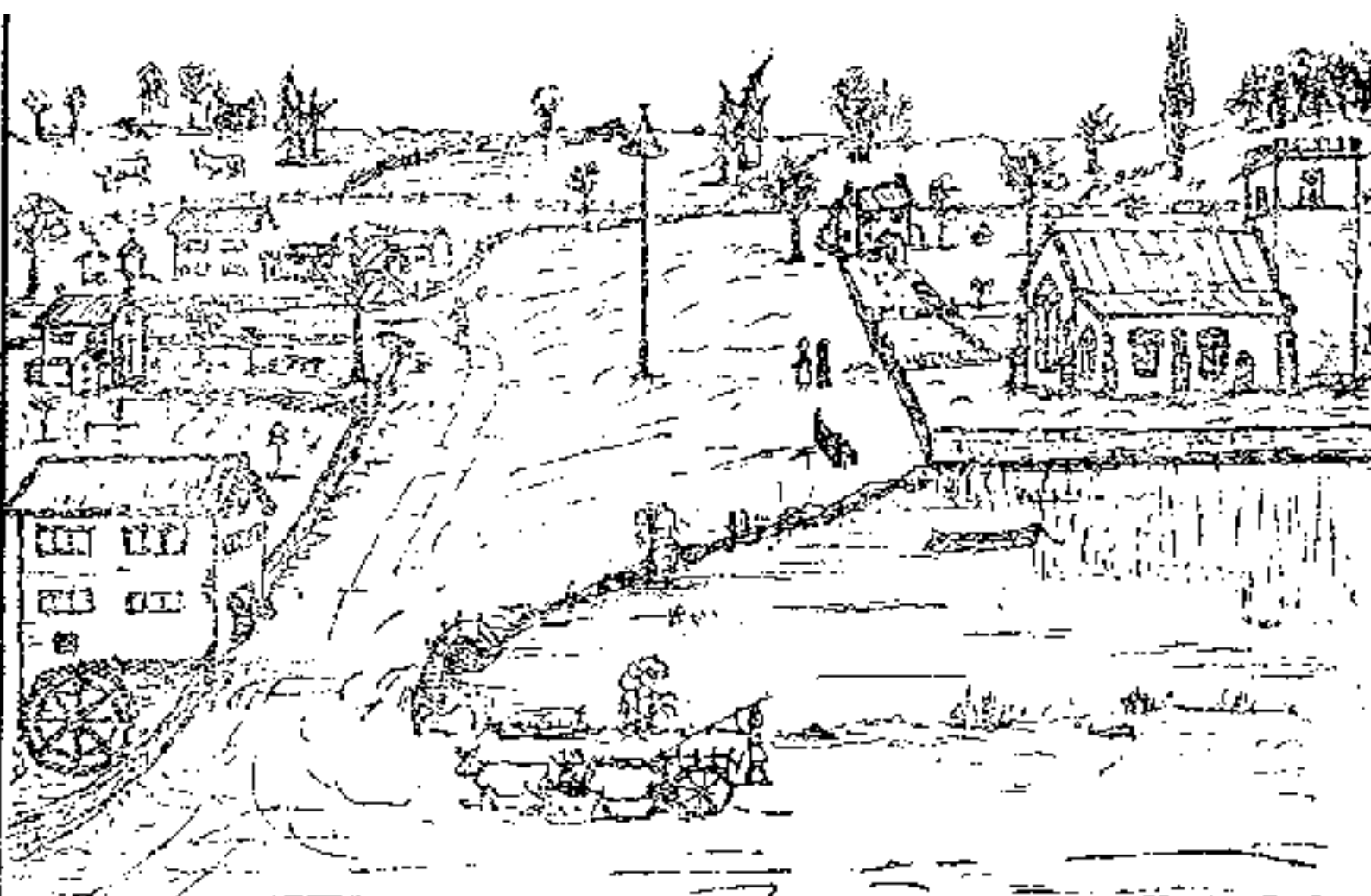
Hucknall is one of a score or so small towns in the East Midlands. It is situated 7 miles north of Nottingham and 9 miles south of Mansfield in a region with a large number of competing towns and cities such as Derby, Sheffield, Leicester and Chesterfield. Hucknall stands in the southern part of Ashfield District Council and is one of three significant towns in the district, the others being Kirkby and Sutton. The district is however largely rural in character and the countryside stretches eastward to Newark and westward into the Peak district.

The town has a population of just under 30,000 representing just over a quarter of the district's population. The profile of this population is similar to the national

average with a slightly higher level of families and old people, the latter mainly in the centre of town. The population is overwhelmingly white 98.8% but is below the regional and national average in terms of deprivation.

While the population of Ashfield has grown in recent years, this has not been the case in Hucknall and Hucknall North has actually lost 7% of its population in the last ten years. Hucknall is therefore failing to attract and retain population. This is set to change and there are proposals for significant housing development around the outskirts of Hucknall.

< **Aerial Photograph**
- The image depicts the close proximity of Hucknall's facilities. The thin yellow circle has a radius of 500 metres making all amenities within walking distance of the High Street



Hucknall

As it was



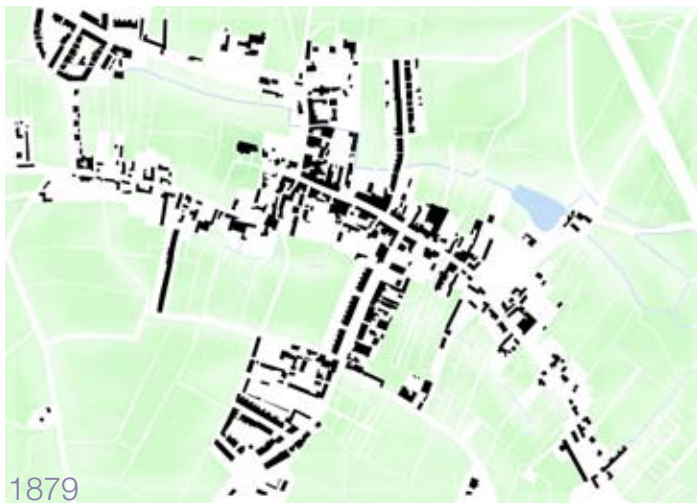
Hucknall, or Hucknall Torkard as it was known until 1916, has a history stretching back some 1300 years. From its origins as a small agricultural settlement and place of pilgrimage it grew first as a textile town, later as a major coal mining centre and most recently as a centre for the aeronautical engineering industry.

Built on a ridge above the Leen Valley Hucknall sits on the road from Nottingham to Worksop. Its name relates to the Hocanere tribe that once lived in the region North of Nottingham and also left their names in the towns Hucknall-under-Huthwaite and Ault Hucknall in Derbyshire.

Hucknall grew as a Saxon town and a haven for religious travellers. A Saxon church stood on the site of St. Mary of Magdalene's church dating from the 7th or 8th Century. In 1170 Newstead Priory (now known as Newstead Abbey) was founded by Henry II a few miles north of the town. Ten years later St. Mary Magdalene's church in Hucknall was built with funds from a prominent landowner Geoffrey Torkard who later also donated land to the Priory. In recognition of his

family's prominence and power Hucknall became Hucknall Torkard to distinguish itself from the two other Hucknalls in the region.

A religious community continued to exist at Newstead Priory until Henry VIII dissolved the Monasteries in 1539. Henry gave the Priory to Sir John Byron who converted it into a home for his family. Now famous as the former home of the poet Lord Byron, Newstead Abbey and the Byron dynasty has played an important part in Hucknall's history. Today the Priory and Lord Byron's grave in St. Mary Magdalene's church (together with the grave of his daughter Ada Lovelace) are Hucknall's main tourist attractions.



< **Hucknall's
Development Through Time**
- The sequence of figure grounds
show how the town centre of
Hucknall has altered over the last
170 years



By 1687 Hucknall had started to develop as a textile centre. At the time the town was described as having 200 or so thatched cottages housing families involved in either agriculture, knitting or hosiery. The so called 'oldest cottage in Hucknall' just off Station Road dates from this period and still retains its original earthen floor. This was formerly a Shetland shawl factory and is typical of the period.

Until the eighteenth century Hucknall was little more than a High Street surrounded by open fields and woodland. This changed with the 1769 Enclosure Act which allowed the population to sub-divide the land. The land around the green adjacent to the church was soon developed to create the market place as it is today. By 1771 over 1200 acres of land had been enclosed, altering the landscape of Hucknall forever. In the 18th Century the town gained new wealth through the success of its framework knitting and the town grew. However by the early 19th century the town had fallen into decline, living conditions worsened, the High Street had become an open sewer while the church had fallen into disrepair.

Hucknall's fortunes changed again in the Victorian period with the discovery of coal deposits under the town. The first pit was on Watnall Road which opened in 1864 and heralded a time of prosperity. New employment, housing and community facilities were built to accommodate the growing workforce. The church underwent its main restoration and expansion in this period making it a focal point for the town and community. Between 1871 and

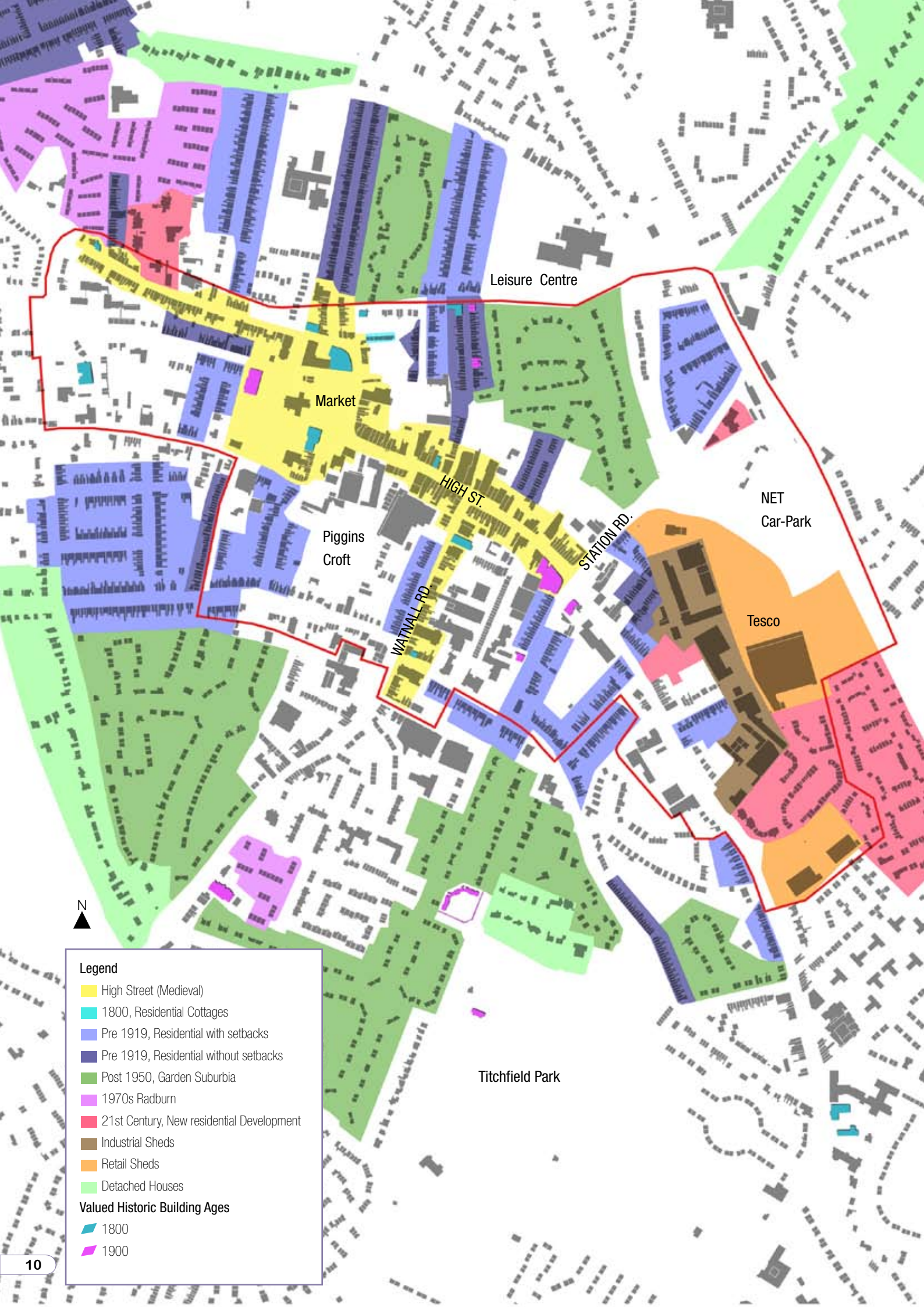
1881 the population of Hucknall more than doubled from 4,500 to over 10,000. The legacy of this period can be seen in Albert Street and the three storey colliery houses on Watnall Road built in 1873 by the mining company for its employees. It was about this time that the weekly market was introduced and in 1886 'The Hucknall Colliery Company' funded the construction of the library next to the Market Place.

The railways arrived late in Hucknall but with the boom in mining it soon had not one but three stations. The Great Northern Leen Valley Railway (GNLVR) opened in 1881 and in 1899 the Great Central Railway opened to carry coal from the four local collieries, Bestwood Colliery, Linby Colliery, and the Sherwood Collieries (Hucknall no. 1 and Hucknall no. 2.) The Corporation responded to the recreational needs of the population with the opening of Titchfield Park in 1922.

In the 1930s Rolls Royce established a flight test establishment near Hucknall where innovations in jet-engine technology were developed. The establishment, played an important role in the war effort and operated until 1971. By the 1930s Hucknall's population exceeded 15,000 and new community facilities were opened such as the Byron Cinema (1936). The High Street at the time was still a main road running through the town. Over the years it has been widened and buildings redeveloped. The Co-operative Society opened the first supermarket in 1962 on the site which is now the Pilgrim Oak Pub.

The passenger railway service to Hucknall closed in the 1960s and was followed by the closure of the collieries in 1986 leading to a downturn in Hucknall's prosperity. Soon after in 1992 the Leisure Centre and Swimming Pool was built to the north of the High Street. The following year the Hucknall A611 bypass opened relieving heavy traffic from the High Street. The environment of the High Street may have benefited but the loss of passing trade, as well as the downturn in the town's fortunes sent it into a decline from which it has never really recovered. Since 1992, traffic and congestion has once more built up on the High Street and is a real problem again.

Hucknall was reconnected to the railway system in 1993 with the opening of the Robin Hood Line between Nottingham and Worksop. Even more significantly in 2004 it became the terminus for the Nottingham Express Tram (NET). Since the 1990s Hucknall has been attracting housebuilders and it has started to balance its population loss with an influx of new and more affluent residents. Linked to this has been new retail development such as the Tesco's next to the NET station that opened in 2003 and retail development on the former colliery sites. The issue now is the impact of this on the High Street particularly following the closure of the Safeways's (now Wilkinson's) store in 2005.



Legend

- High Street (Medieval)
- 1800, Residential Cottages
- Pre 1919, Residential with setbacks
- Pre 1919, Residential without setbacks
- Post 1950, Garden Suburbia
- 1970s Radburn
- 21st Century, New residential Development
- Industrial Sheds
- Retail Sheds
- Detached Houses

Valued Historic Building Ages

- 1800
- 1900

Townscape

Character Areas



Hucknall originated as a small rural village settlement but has developed following three main periods of expansion. The first of these entailed a long period of sustainable growth as the village developed from a small medieval village into a thriving market town in the late 1800's. The second followed the discovery of coal close to the town in the 19th century and brought with it a rapid increase in development and wealth. The third comprised the expansion of residential, industrial and retail areas of the town from the 1900's to the present day as Hucknall has increasingly developed into a commuter town for the City of Nottingham.

The medieval core of the town, centred on the open spaces adjacent to St. Mary Magdalene Church and the existing market area, encapsulates the beginnings of Hucknall as a small rural settlement.

The area stretches along High Street, Watnall Street, Annesley Road and South Street where it is characterised by narrow streets bounded by small, two-storey units within a tight dense built area.

During the 19th century a number of cottages and other buildings of heritage significance were introduced into this area and beyond, most notably the public library built in 1887 immediately south of the church. However, the next significant expansion of the town, still in evidence today, formed a number of well defined predominantly residential streets close to the town's centre with the introduction of pre-1919 Victorian terraced housing. Whether these terraced houses were

setback or not, the addition of these streets produced a consistent, well defined building line and domestic scale to the edges of the town.

Further housing areas have extended the town's boundary edge from the 1950's and here began the inclusion of significant numbers of buildings into the town that formed a coarser grain and provided less definition to their adjacent less permeable streets. To this day cul-de-sacs such as Windmill Grove to the south and Palmer Avenue to the north of the town form quiet residential streets close to the town centre but they do not contribute favourably to the quality of the original town. The influx of low density residential development has continued to this day with the introduction of Radburn housing during the 1970's and other coarser grained development, whether it be housing, residential or industrial, since the 1980's.

< **Character Areas**
Plan - The plan indicates that Hucknall Town Centre is Medieval in origin and has been expanded over time around the High Street and Market Place.



Legend

- A1 Shopping, Multiple Retailers
- A1 Shopping - Independent Retailers
- A2 Financial and Professional Services
- Banks, Estate Agents, etc...
- A3 Cafes and Restaurants
- A4 Drinking Establishments
- A5 Takeaways
- Leisure
- Community - Health, Religion, etc...
- Charity Shops
- Car-parks
- Residential
- Industry / Garages
- B1 Offices
- Open Space
- Watercourse
- Vacancy

Market Assessment

Retailing



There is a high level of retail vacancy in Hucknall although this was largely accounted for by the once vacant Safeways store which is now occupied by the retailer Wilkinson's. There are a good range of independent shops in the town centre and some representation by national retailers. One of the main problems faced is the little retail demand due to the small size of most of the available units.

Nottingham city centre lies only 7 miles to the south of Hucknall and has over 250,000m² of retail floorspace. Not surprisingly, given the ease of access from Hucknall, Nottingham city centre attracts over 45% of Hucknall's comparison trade.

Despite the strength of the Tesco store, the town centre has a good number of independent convenience retailers, butchers, bakers, green grocers, etc. There are a number of cafes, public houses and a delicatessen but no restaurants in the centre. The centre has a reasonable range of multiple retailers, including Wilkinson, Super Drug and Boots. Of these only Boots and Wilkinson are in the national top 20 of comparison retailers.

In leisure terms, the centre has a bingo hall, a snooker club, one health club, two bookies and an amusement arcade.

There are 9 vacant units within the centre amounting to over 1,500m² of space (4% of total floorspace in the town). This compares with a national average of around 8%. Level of demand for new retail floorspace within Hucknall is however low, partly due to a lack of available larger premises.

The Ashfield Retail Study identifies capacity for an additional 4,087m² of comparison floor area and an additional 580m² of net convenience goods floorspace by 2021. This study suggested that the centre could support a new foodstore operator in the, once vacant Safeway store, now home to Wilkinson's.

< **Ground Floor / Land Use Plan** - The plan shows that Hucknall Town Centre contains a mixture of uses but this has been affected by the out-of-town retailers that are establishing themselves to the south west of the town centre.



Sherwood Business Park

International
Clothing
Centre (ICC)

Hucknall Town Centre

Wigwam
Lane

Rolls Royce

A611

M1 Motorway

Image from Google Earth

Market Assessment

Employment

The economic position has changed. In the past local manufacturing and mining jobs employed the majority of the population. Today a significant proportion of people commute out of the town, especially into Nottingham. There do however remain some significant local employment sites such as the Sherwood Business Park, Wigwam Lane, the International Clothing Centre and Rolls Royce.

Hucknall's excellent transport links enable its residents to access employment outside the local area, notably service sector jobs in offices and public sector institutions like hospitals, universities and local government agencies. Conversely, workers in Nottingham can choose to move to Hucknall to live and commute to their work.

Offices

At a regional level Nottingham City Centre is one of the main office centres within the East Midlands and, given the excellent accessibility of the city centre from Hucknall, a key employment source for the town.

Outside Hucknall town centre, The Innovate at Sherwood Business Park offers both serviced offices (at around £65 per sq ft) and office space (£14 to £17 per sq ft).

However, apart from the Council offices on Watnall Road and very small offices (usually above shops) of accountants, solicitors etc, Hucknall town centre itself is deficient in office accommodation.

There is no significant supply of office accommodation within Hucknall so there is no demand. However there could be benefits from locating a small office development within or on the fringe of the town centre. This would be highly accessible by public transport and would help support town centre facilities.

There is likely to be demand for some small scale office development in the town. This would be around 4,000m² on two to three floors providing flexible terms (easy in/easy out). Experience has shown that in similar towns such accommodation when built speculatively can create a demand and assist to provide space to encourage local entrepreneurship. Given the lack of an office market in the town centre and consequential low rental values there will inevitably be a need for public sector support.

Industrial and distribution uses

The industrial market within the region can be split into two – sites around the M1 junctions and other locations. The M1 market has been driven mainly by the demand for large national and regional distribution centres. Much of the development at Sherwood Park has been for B8 warehousing development. Away from the motorway junctions, the market is more subdued, with no demand for distribution space.

The main employment sites within Hucknall are the International Clothing Centre (ICC) and Sherwood Business Park sites. Rolls Royce is also a major employer within the Hucknall area, although its importance has reduced with the transfer of a number of functions to the company's main site in Derby. Rolls Royce has produced initial proposals for a business park on part of their Hucknall site. A study in 2007 assessed the feasibility of developing the site and concluded that the scheme is likely to have a substantial impact of the sub-regional economy and could deliver up to 3,000 jobs.

< **Wider Aerial Plan**
- The Rolls Royce site is adjacent to the runway. This can be seen at the bottom of the aerial photo with Hucknall Town centre top right.



Top Wighay Farm

Papplewick Lane Development

Hucknall Town Centre

Garden Road Development

Ashgate Road Developments

M1 Motorway

A611

Image from Google Earth



Market Assessment

Housing



In recent years house prices in Hucknall have been considerably lower than the national and regional average. There has however been a significant amount of housebuilding in the town and there are site allocations for up to a further 3,000 homes to be built by 2011.

Clearly in the last few months there have been significant falls in house prices nationally as the credit crunch has hit the housing market. Our housing market assessment for Hucknall looks at the period before the current crisis to understand the particular nature of the Hucknall market.

House prices in Hucknall have not kept pace with regional and national growth rates, with the average house price in parts of Hucknall as much as £90,000 lower than the England and Wales average. However, this has allowed the town to retain an affordable proportion of housing. Proportionally there are above average levels of home ownership (76.29%) within Hucknall, compared to 68.22% across England and Wales. Detached and Semi-detached property accounts for 68% of all housing, significantly higher than regional and national figures. House sales within Hucknall have been running at over 300 a year until this year – a large percentage of which have been for terraced property

(i.e. between 40-50%). Also in the last three years we have seen growth in flats and apartments.

There has been significant housebuilding within Hucknall in recent years including the Station Road site, the land behind Tesco on Ashgate Road and on the site on Portland Road. Over the next 25 years, Hucknall is forecasted to experience household growth rates above the national and regional average as affordable housing becomes rarer in other parts of the region. Within the emerging Regional Spatial Strategy 3,550 new dwellings are proposed in the Hucknall area to 2021. There are also commitments for up to 3,000 new homes to be accommodated in Hucknall by 2011. Key sites include land off Nottingham Road and Papplewick Lane to the southern and eastern edge of the town respectively. In addition, there are major proposals for development at Top Wighay Farm in the adjoining district of Gedling.

< **Key Housing Developments** - Several pockets of land are currently being developed for new housing



The Ranges

Leisure Centre

Market

Piggins
Croft

NET
Car-Park

Tesco

Titchfield Park

N
▲

Legend

- Public Realm
- Private Realm
- Construction Site - Undetermined Realm
- Building
- Watercourse

Public Realm

Public and Private Space



Hucknall is lucky to have within walking distance two generous and different public parks that anchor themselves to the north and south of the centre. (The Ranges and Titchfield Park) However, the town centre itself only has the Market Place and the Church grounds that are both pleasant and capable of holding people and events. Unfortunately, both spaces are detached from the High Street, which itself is dominated by a busy road. The wide highway and narrow footpaths leave little space for the important ingredient: people. Hucknall's future public realm therefore is important in order to attract, retain and serve its residents and visitors.

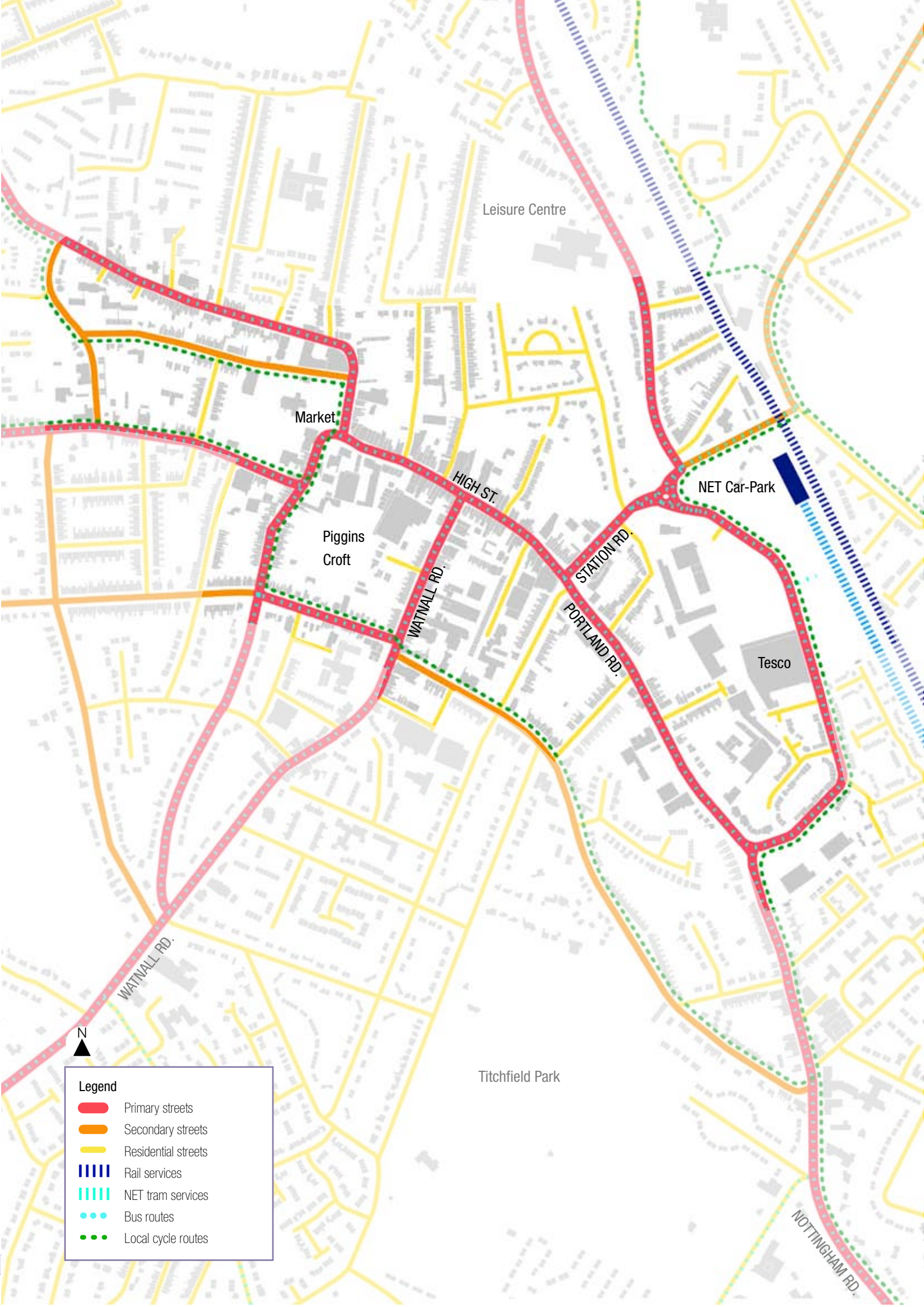
The public realm plan opposite demonstrates the definition of public and private space by highlighting the areas accessible to the public (black) and those that are not (white). A poor distinction between what is public and private can often result in misuse and anti-social behaviour, where as a too well defined distinction can leave a place as an uncompromising environment. Therefore a sensitive approach must be adopted that takes into account the multiple conditions that should exist in a decent and memorable town centre.

Car-parks are a mixed blessing, they are of course essential places to catch passing trade and generate business as well as activity. But they tend to leave gaping holes in the public realm that offer

little in return in creating interesting and memorable places. This is the case at the NET tram-station where an extensive car-park acts as the first and last image of Hucknall for those travelling by tram or train.

A lack of space such as the narrow paving along the High Street is just as inducive to creating a poor pedestrian experience as well as offering fatal consequences. Finally public spaces that are not well connected can often lead to misuse and result in areas that are open to abuse. When this condition is coupled with lack of natural surveillance from surrounding properties, hotspots for anti-social behaviour can occur. Piggins Croft Car-Park is one such space in Hucknall Town Centre which has both these attributes.

< **Public Realm Plan**
- The areas in black indicate public realm, where as the white areas represent the private realm.



Leisure Centre

Market

Piggins
Croft

HIGH ST.

WATNALL RD.

STATION RD.

PORTLAND RD.

NET Car-Park

Tesco

Titchfield Park

NOTTINGHAM RD.



Legend

- Primary streets
- Secondary streets
- Residential streets
- Rail services
- NET tram services
- Bus routes
- Local cycle routes

Transport

Road Hierarchy



Hucknall retains its historic street pattern within the town and through traffic has been diverted onto the A611 bypass. Traffic levels within the town centre are relatively low but the restrictive width of the High Street means that the traffic is still intrusive and it feels congested. The Hucknall Town Centre Improvement Scheme has been designed to take traffic off the High Street allowing the northern section to be pedestrianised. This strategy needs to build upon this scheme to ensure that it is a catalyst to the regeneration of the town centre.

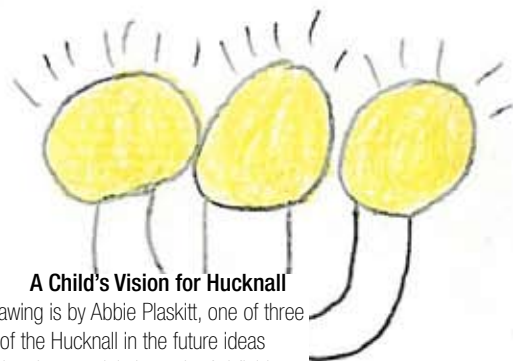
Hucknall sits within a wider highway network serving local and regional transport movements. The Hucknall/ Nottingham Road (A611) which once ran along the High Street has been diverted via a bypass to the west of the town and is a strategic traffic route, linking with Wighay Road/Linby Lane (B6011) and Moor Road (B683), as well as providing an important link to the M1.

Within Hucknall the highways network retains the traditional form of a market town based around its traditional High Street as illustrated on the plan to the left. Through traffic has been taken out of the town by the A611 and traffic data for 2006 shows that the annual average daily traffic flows on the streets in the centre are not particularly high for a town of Hucknall's size. The High Street averages 12,200 vehicles/day and most of the secondary and residential streets range from 2,400 to 3,500 vehicles/day.

A major issue for the town concerns parking in the town centre. There are a number of car parks within walking distance of the town centre. Analysis of the number, occupancy and availability of parking spaces within these areas shows that there is considerable surplus capacity in the Piggins Croft, Market Place, Yorke Street, Ogle Street and Station Road car parks. These car parks are designated as either short, medium or long parking to cater for different user types. Charges have been used for these car parks which has aroused considerable local controversy and is cited as a reason why these car parks are under used. The 'Park and Ride' car park close to the tram/rail interchange is close to full capacity for during the week. There is little evidence that this car park is used by shoppers and workers using Hucknall town centre.

The major change to the road system in Hucknall will be the Town Centre Improvement Scheme (HTCIS). This involves a new inner relief road parallel to the High Street allowing the High Street to be pedestrianised between Watnall Road and Baker Street. The scheme includes a new bus link between High Street and the new inner relief road and the re-configuration the Linby Road/Station Road junction to create a new four arm traffic signalled junction. The scheme balances the new road with proposals for the regeneration of the retail area as well as improving bus facilities and reliability and encouraging a modal shift from the private car to public transport.

The HTCIS will improve vehicular movement through the town and will improve conditions on the High Street. The dangers are the environmental impact of the new road north of the town and the loss of passing trade on the High Street. This strategy and masterplan therefore seeks to use the HTCIS as a spur to the regeneration of the town by integrating the new road into the town and reinforcing the shopping offer of the High Street.



< **A Child's Vision for Hucknall**
 - The drawing is by Abbie Plaskitt, one of three winners of the Hucknall in the future ideas competition that was jointly run by Ashfield District Council and URBED earlier in 2008



Part 2: A Vision for Hucknall



Diagnosis

Hucknall's position

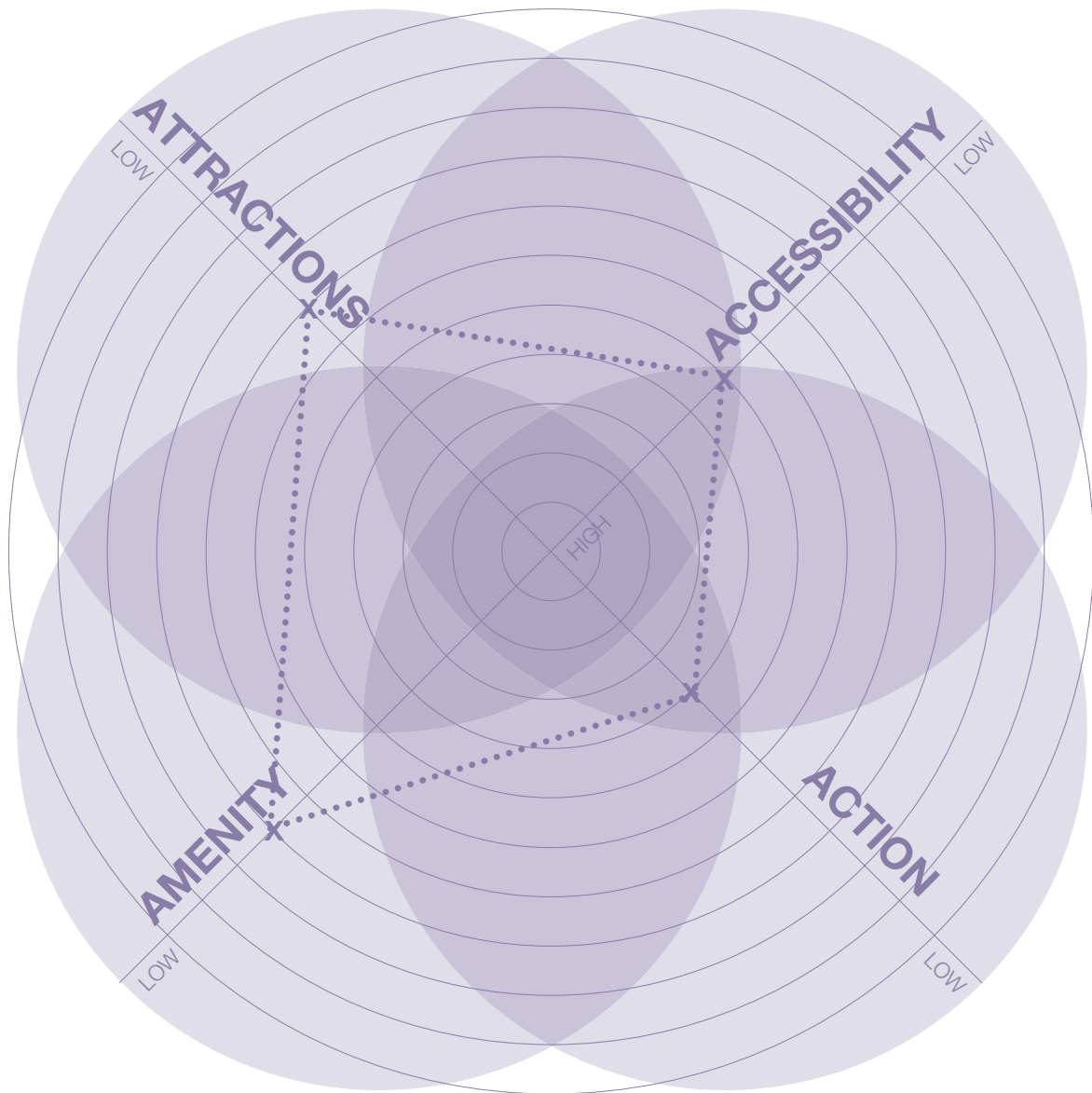
The town centre of Hucknall is not doing too badly and has indeed recovered to an extent in recent years. However it is vulnerable to competition from elsewhere and to the loss of trade to retail units on the edge of the centre. A strategy needs to be put in place to allow the town centre to profit from the Town Centre Improvement scheme so that it can become a catalyst for the regeneration of the town.

As the history of Hucknall illustrated, the fortunes of the town have waxed and waned over the centuries. The last period of decline followed the closure of the mines in the 1980s. However since that time the fortunes of the town have revived. This is partly because of the arrival of the Nottingham Tram and the new housing that has taken place around the town. It is also because of the improvements that have taken place in the town centre, such as the Market Place. Hucknall is therefore by no means a failing town centre.

It is nonetheless vulnerable to competition from towns elsewhere and from the new retailing on the edge of the town centre. The NET station is a double edged sword because while it improves the accessibility of Hucknall it also makes it easier to go into Nottingham to shop. Hucknall can never compete with Nottingham as a shopping centre so it has to develop a distinctive offer. This is partly to do with convenience shopping. However here there is also a danger because it is clear that there is not a significant number of linked trips between the Tesco and the town centre.

In this context the HTCIS could work in one of two ways. On the one hand it will take traffic off the High Street allowing environmental improvements and pedestrianisation to take place, potentially giving the street a new lease of life. On the other hand the new road could allow traffic to bypass the High Street and direct them straight to the Tesco store, thereby depriving the High Street of passing trade.

The strategy therefore needs to ensure that the HTCIS is a catalyst for the regeneration of the town as a whole. To do this there is a need to define a strong role for the town centre and to use this to strengthen the High Street. It is also important to diversify the activities in the town centre so that it is more than just a retail centre and to improve linkages from the centre to the train/tram station. As the basis for developing this strategy we have undertaken a four 'A's analysis of the town centre as described on the following page.



Diagnosis

The four 'A's

Hucknall currently does not have enough *Attractions* to draw people into the town. While *Accessibility* is average and there is sufficient parking, the perceived impact of parking charges is putting people off coming to the town. The *Amenity* of the town is however potentially very good and it is encouraging that the businesses are organising for *Action*.

It is important that the strategy develops a distinctive role for Hucknall town centre and reinforces the High Street so that it is able to take full advantage of the HTCIS. In doing this it is important to address the weaknesses of the centre. This we have done on the basis of a four 'A's analysis – from URBED's work for the government on the Vital and Viable Town Centres Good Practice Guide that was developed to accompany PPS6.

Attractions

Town centres need to provide a reason for people to come to them. All town centres are made up of two kinds of shop, those that attract people in their own right and those that trade off the people who have been attracted by something else. The Tesco store is an attractor but there are few other retailers in the town centre that would draw people into the heart of the town, particularly since the closure of the Safeways/Morrisons store. The market attracts people and the High Street is noticeably busier on market days. However at other times the High Street is reliant on the post office, the library and shops such as Wilkinsons (which is moving into the vacant Safeway Store). These are not sufficient to sustain the town centre. It will therefore be important to both provide new attractions and to improve links with the Tesco store.

Attractions also relate to other uses such as leisure and, of course, tourism. Hucknall has a major attraction in Byron's legacy that brings people from across the world. This however is not exploited in terms of visitor numbers, dwell time or visitor spending.

Accessibility

The second 'A' relates to how easy it is to get to the town. The stronger the attractions the more effort people will make to get there. A town like York can put in place park-and-ride schemes and people will still make the effort to get there. The opposite is true of towns like Hucknall which have weak attractions and face competition from other places. In these towns access needs to be as easy as possible so that nothing puts people off coming to the town.

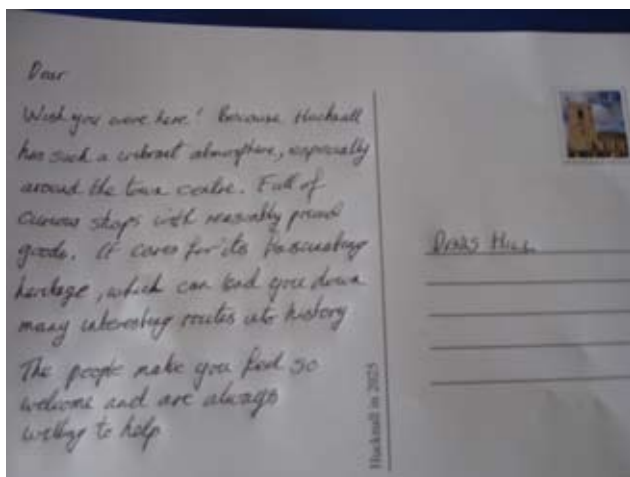
Hucknall benefits from the NET and from good levels of public transport. However most of the people using the town arrive by car. Road access is good and there is not a shortage of parking. The issue is charging and while the parking charges are modest, their impact on people's perceptions of accessibility is a concern. It is certainly the view of many people in Hucknall that the parking charges are sufficient to make the difference when people are deciding where to shop.

Amenity

The third 'A' relates to Amenity, or the appearance of the town. Towns that are attractive, that look well cared-for and which feel safe, clean and well lit are a pleasure to use. People are therefore more likely to use the town, to stay for longer and to spend more money. Security is an increasing concern and towns need to match standards set by managed shopping centres. However traditional towns also have an advantage because people tend to prefer historic environments to the artificiality of shopping malls. Parts of Hucknall perform well in this respect. The views down the High Street to the church are potentially very attractive and will be enhanced by the HTCIS. However off the High Street the environment is poorer and feels less safe.

Action

The final and perhaps most important element of the successful town is the capacity to turn visions into results through action. Successful towns are enterprising towns and are able to galvanise the public private and voluntary sectors. The development of the Hucknall Business Voice is encouraging in this respect but other towns have also developed town centre management initiatives to coordinate action.



Consultation

Roundtable workshop

The round table workshop on 4th June 2008 attracted 45 people and involved a series of discussions about the strengths and weaknesses of Hucknall Town Centre today. The discussions revolved around the current levels of Attractions, Accessibility and Amenity and went on to suggest ways of improving and sustaining these in the future.

As part of the study a Round Table workshop was held on 4th June 2008. This was advertised widely in the area and attracted a range of local people and businesses.

The first workshop session concentrated on the existing state of the town. Participants were asked to assess the four 'A's as described in the previous page and the top five responses in each category are shown to the right. The session concluded by asking people to write a postcard from a Hucknall 20 years in the future. (A summary of all the responses can be found in the Round Table Workshop Report)

Session 2 looked at what Hucknall could be. The first task involved putting stickers and notes on pictures of places that Hucknall might emulate. The most popular choices were Hebden Bridge, Ludlow, Buxton, Selby and Sheaf Square in Sheffield. The second session involved working on plans to suggest what might be done to improve the town centre under the four 'A's.

ATTRactions

▷ One thing that attracts you to Hucknall?

1. Market
2. Local Independent Shops
3. Tesco
4. Lord Byron
5. Leisure Centre

▷ What would you do if you had a day out in Hucknall?

1. Visit Leisure Centre
2. Visit St. Mary Magdalene's Church
3. Nothing Really
4. Heritage Walk
5. Titchfield Park

ACCESSIBILITY

▷ How do you travel to Hucknall?

1. Car
2. Tram
3. Walk
4. Bus
5. N/A

▷ Is it easy to navigate within the town and if not why?

1. Congestion on High Street
2. Poor pedestrian access
3. Narrow Pavements
4. Poor Signage
5. Poor wheel chair access

AMENITY

▷ Name one thing that makes Hucknall a pleasant place to be?

1. People / Active Community
2. Village like atmosphere / Semi-rural
3. Architectural buildings
4. Market area
5. Local shops

▷ First thing that comes to mind with the word 'Hucknall'?

1. Heritage
2. Mining / Coalfields
3. Home
4. Lord Byron
5. Tesco
5. Market Place
5. Rolls Royce
5. 'Mucky Hucknall'!

[illegible]

Hucknall's Heart

The diagnosis, four 'A's analysis and workshop findings have been developed into a vision for Hucknall set out below. This will see the town reinforce its role as a retail centre as well as a place to visit, to live and to work. This is developed into the five themes on the following pages.

Hucknall will be a sustainable market town - equipped to embrace the digital 21st Century but proud of its past.

It will be a good place to live and work and its town centre will be a lively focus for the life of the community.

Hucknall will welcome tourists who may come in search of Lord Byron but will find a welcoming town with plenty to do

The pedestrianised High Street will become a magnet for activity, attracting people to the centre of town and counterbalancing the attractions of edge of town retailing.

The appearance of the town will be transformed particularly around the edges of the centre and on the approaches from the station.

Ludlow

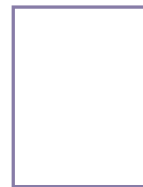


Wish you were here?

The beautiful market town of Ludlow may seem a million miles from Hucknall. However as recently as the mid 1990s the town was run down and many of its shops were struggling. Its transformation can be put down to a number of factors. The first is the influx of people often retiring to the town. The energy, experience and spending power of these people have been embraced by the existing population and the town has more voluntary groups and trust than most towns of its size. A trust, for example is restoring the wiers on the river and another has opened a community theatre (similar to the Byron Cinema).

The other factor in the towns success is the identity that it has created by becoming the UK's first Slow Town (Cittaslow). This is part of the Slow food movement and was started by some of the most beautiful towns in Italy. The idea is to focus on quality of life, good food, local producers, independent businesses etc... to create an alternative lifestyle to the bustle of the city.

Ludlow is fortunate because its time as a backwater meant that it was bypassed by many of the multiple chain stores. It is a town dominated by butchers and bakers, antique shops and traditional hardware stores, all grouped around a thriving market. There is a new Tesco Store but this is within the town and has been integrated into the historic fabric of the town.



A Market Town

Hucknall will be a sustainable market town - equipped to embrace the digital 21st Century but proud of its past.

Hucknall was originally a market town but would not be seen in this way today. The Slow town movement creates a framework that the town should use to rediscover these roots and in doing so create a powerful tool to change the image of the town, to attract visitors and residents and to promote local business.

The first part of the vision for Hucknall is to emphasise its role as a traditional market town. This is what it originally was, however over the years the industrial nature of the town has come to dominate its image. Getting back to its market town roots is important to change the image of the town to increase visitor numbers and to make it more attractive to people as a place to live.

The town has a strong market and this should stay within the Market Place. However there is also scope to introduce specialist markets such as farmers markets, plant markets or second hand book markets that spread along the pedestrianised section of High Street with temporary stores.

The market town image should also spread into the leisure offer of the town and there is no reason why it shouldn't apply to become a *Cittaslow* (Slow town) alongside Ludlow, Aylsham, Diss, Mold, Berwick-upon-Tweed, Cockermouth, Perth and Linlithgow.

This is first and foremost a philosophy and the Cittaslow checklist (www.cittaslow.org.uk/) would be a starting point for the Council and the business forum to assess the town. If it is successful it would be a powerful tool to market the town and to change its image.





Wish you were here?

The town of Hebden Bridge, high in the north of England's Pennine Hills is a former Mill town with a population of 12,000; making it very similar in size and proportion to Hucknall. When its industry met its maker the town's vacant mills and industrial buildings were inhabited by artists and creative businesses in the late 70s, crucially its identity was maintained and improved upon throughout this transition. Since then its close proximity to cities such as Leeds, Bradford and Manchester has made it an attractive location to live for commuters. Unlike other commuter towns Hebden Bridge has managed to preserve its individual identity by becoming a popular destination for shoppers in search of independent retailers. So much so that it was ranked the highest 'Home Town' in the Clone Town Britain Report by NEF for towns that have resisted the generic state of national chains along their high streets. However, like many other towns Hebden Bridge as well as Hucknall is facing the economic and social demands of the 21st Century. This means that a balanced response has to be found that responds to the current economic climate but does not diminish a place's individual character and identity. All the recent public realm work in Hebden Bridge does this very well by responding to place in material and technique but making something that is of our time through quality design and innovation.



Work, Rest and Play

It will be a good place to live and work and its town centre will be a lively focus for the life of the community.

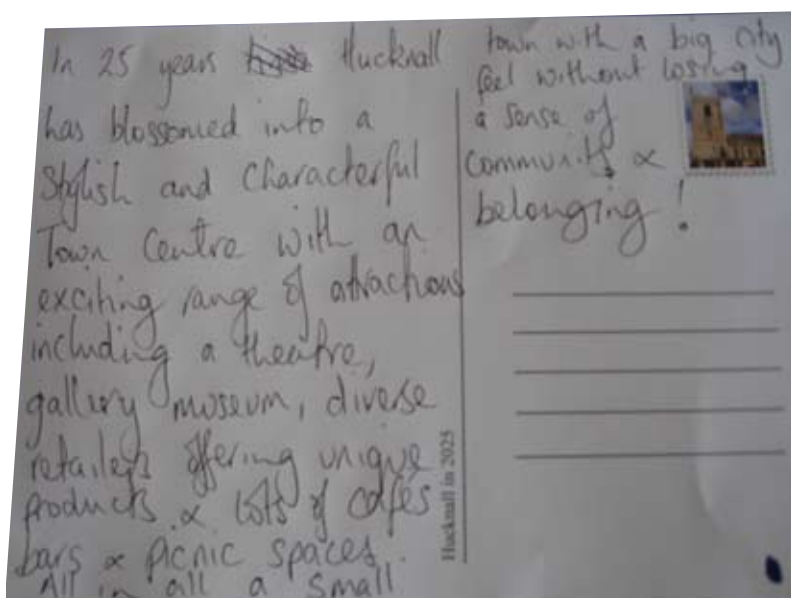
Towns like Hucknall were once community hubs but over the 20th century have become increasingly just shopping centres. If the town is to thrive it needs to diversify its functions once more to give more people, more of an incentive to use the town centre.

There was a time when the main function of Hucknall town centre was shopping. People tended to shop locally so there was effectively a captive market for town centre shops. Now people are more mobile and have a range of choices about where they shop so that they will only come into Hucknall if it can offer something special. This is covered in one of the other themes, however in a town like Hucknall retailing alone is unlikely ever to be sufficient on its own to sustain the centre. It is therefore

necessary to diversify the uses in the town centre to create a greater variety of activities and to ensure that the centre does not have all of its 'eggs in one basket'.

The potential uses that could be encouraged in the town centre include housing, leisure uses, community facilities, cultural activities, civic functions, educational space and tourist attractions.

This would turn Hucknall town centre back into what it always was – a hub and focus for the people of the town. The aim should be to encourage more people to live in the centre and to give more reasons for people to visit at different times of the day and to stay for longer. In this way the town centre will be animated and businesses will have more potential customers.





Wish you were here?

The completion of a town centre improvement scheme in the town of Glossop in Derbyshire has transformed the public realm of the town. This has been achieved by concentrating efforts on improvements to the quality of the historic townscape, introducing street trees to areas and redefining important locations within the towns public realm. Footpaths have been upgraded using natural stone, adding a sense of space and light to the High Street. Street furniture has been refurbished and upgraded, and extra trees have been planted. With these improvements in place Glossop has been able to attract visitors to the town.

(Photograph of Barry McQueen Blackpool Town Crier opening Glossops Victorian Weekend festivities 2008. Photograph taken by Sir Garlichad.)



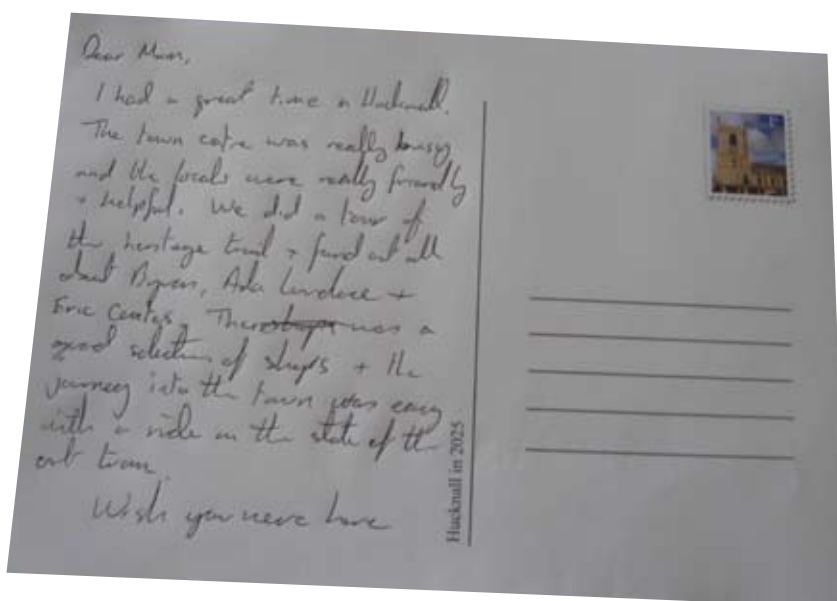
A Good Day Out

Hucknall will welcome tourists who may come in search of Lord Byron but will find a welcoming town with plenty to do

Hucknall is fortunate in having an international tourist attraction in the form of Lord Byron. It does not however exploit (in the nicest way) the visitors searching out Byron. There is a need to create sufficient attractions and services to give people a good half day out so that they stay longer and spend more in the town.

Towns like Hucknall do not typically attract tourists. Hucknall is the exception because of its association with Lord Byron which attracts tourists from all over the world to visit his birthplace at Newstead Abbey just north of the town and his burial place in the in graveyard of Mary Magdelene Church in the heart of the town.

At the moment tourists arriving in the town by car or tram seem a little bemused walking down the High Street. There is scope to make them more welcome, to encourage them to stay a little longer and to spend more money. The key to this in tourist terms is to provide sufficient attractions to make Hucknall a good day out, or at least a half day out. To do this there is a need for more of an attraction perhaps a heritage centre to interpret the history of the town and of Lord Byron. There is also a need for a wider range of secondary attractions such as specialist shops and markets as well as places to eat. This links to the Slow town theme, one of the principles of which is that visitors should be treated as residents for the duration of their stay.

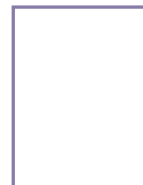




Wish you were here?

Boston is a market town of about 55,000 people in the eastern part of Lincolnshire. It is similar in many respects to Hucknall but has maintained a larger town centre because it faces less competition from surrounding towns.

Its particular relevance to Hucknall is the Pescod Square shopping centre pictured above that was completed in 2004 by Orbit Developments. The scheme is a modern shopping centre, with car parking on the roof. However it is designed not as a mall but as a traditional shopping street. As such it provides an modern shopping offer, attractive to major retailers while fitting into the character of the a historic town. This would be an excellent model for the Piggins Croft scheme.



A Bustling High Street

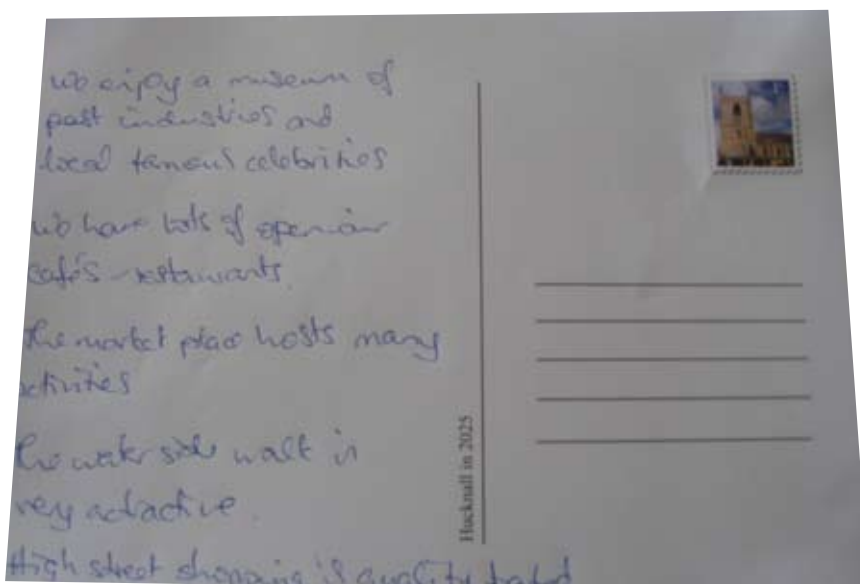
The pedestrianised High Street will become a magnet for activity, attracting people to the centre of town and counterbalancing the attractions of edge of town retailing.

There is a need to consolidate the retail role of the town and to counterbalance the attraction of the retail units around the NET station. While the uses described in previous themes are important to diversify the centre, a High Street is not a High Street without a strong retail offer.

Retailing may not be the only thing that Hucknall will do well but it is still important that the town centre retains a strong retail offer. The danger is that the edge of centre development around the NET station will eclipse the High Street causing it to lose its retail role. This has already happened to an extent and the relief road planned as part of the HTCIS could make things worse.

It is therefore important to take the opportunity presented by the HTCIS to consolidate the role of the High Street as the heart of the shopping centre. This relates partly to support for existing business and partly to extending the role of the market as described above. However the closure of the Sainsbury store has deprived the High Street of a retail anchor and we believe that it is necessary to create a new and stronger anchor for the northern part of the High Street.

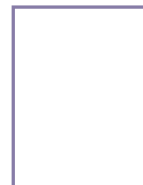
The Boston scheme illustrated to the left is a good example of how this might be done by integrating modern retail development into a historic environment by creating traditional streets rather than a covered mall.





Wish you were here?

Ilkley is to Bradford what Hucknall is to Nottingham. The town has successfully transformed its fortunes through a comprehensive set of environmental works to change the appearance of the town. The town also runs a carnival and has launched the Ilkley Fair Trade Campaign and is successfully creating a distinctive image as a place to live and visit.



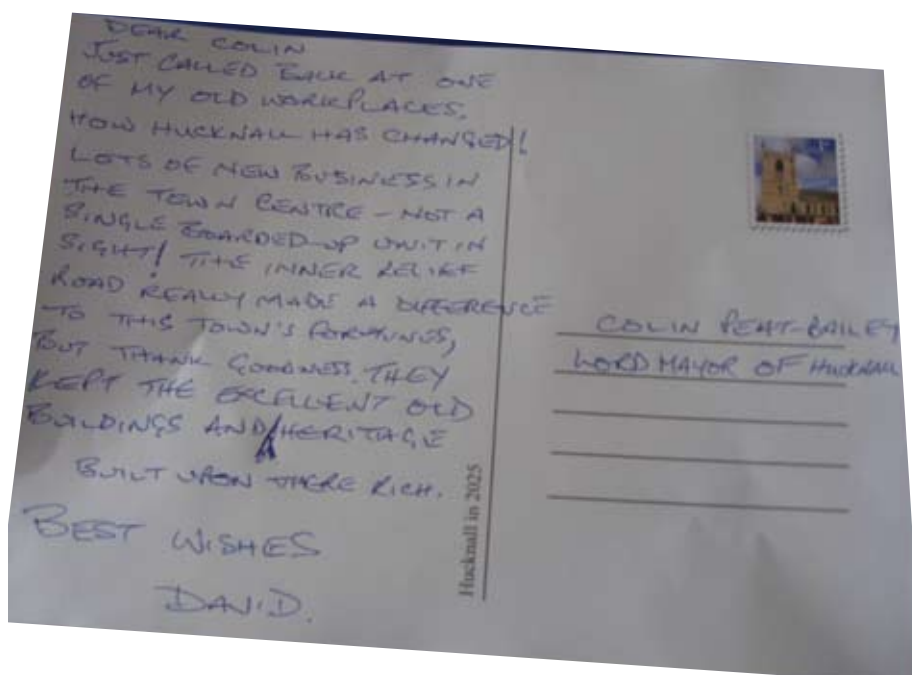
Hucknall Facelift

The appearance of the town will be transformed particularly around the edges of the centre and on the approaches from the station.

As well as providing an injection of new development that brings with it high levels of transformation, the town centre's existing shops along the High Street and Annesley Road are to be incorporated into the towns transformation with improvements to shop frontages and access.

There are certain views in Hucknall, mostly those looking towards Mary Magdelene Church that are as good as any market town in the country. The quality of the environment is however not sustained and is particularly poor around the edges of the town centre. The HTCIS will mean that these edge of centre views will become the main experience that people have of the town when passing through.

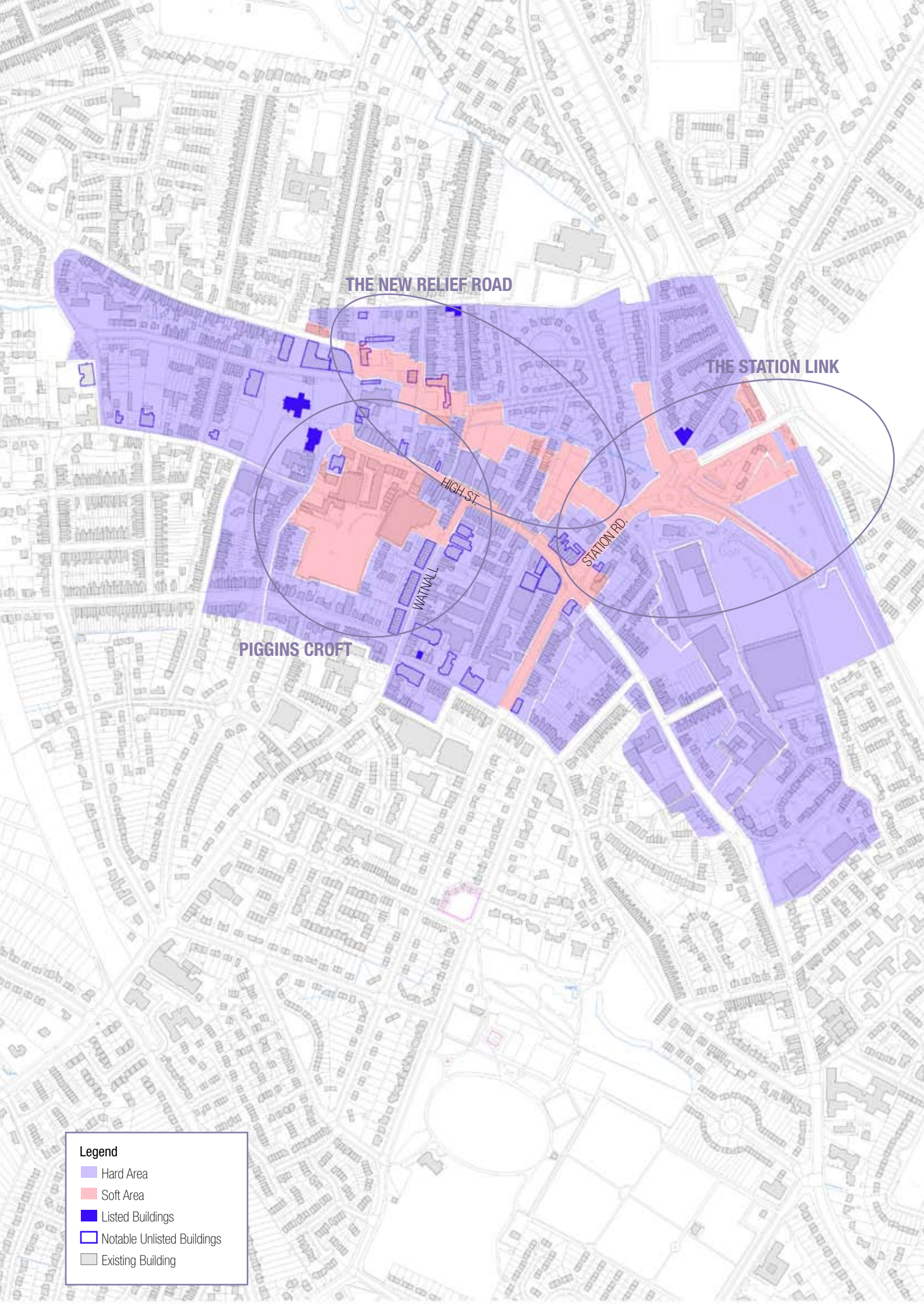
It is therefore important to transform the appearance of the town. This will be achieved through the environmental works planned as part of the HTCIS. However environmental works are just part of the answer. There is a need to improve the quality of the build stock particularly where new development is planned. The masterplan also needs to consider the experience of arriving at the station and driving along the relief road to ensure that the predominant views are not all of the backs of buildings, traffic interchanges and underused sites.





Part 3: Realising the Vision





THE NEW RELIEF ROAD

THE STATION LINK

HIGH ST.

STATION RD.

WATNALL

PIGGINS CROFT

Legend

- Hard Area
- Soft Area
- Listed Buildings
- Notable Unlisted Buildings
- Existing Building

Opportunities

Potential areas of change

There are three areas in the town centre where major change is possible. These provide an important opportunity to realise the vision set out in the previous chapter. Change is possible at a smaller scale in other areas and opportunities should be taken to improve buildings and to assist businesses in these areas.

The vision set out in the previous section needs to be converted into masterplanning proposals for the town centre. The first stage in doing this is to identify which parts of the centre have the potential for change. This is shown on the plan to the left which is based on an assessment of the town centre, the condition and ownership of sites and the intentions of land owners.

The blue areas on the plan indicate the areas where little or no change is likely. In these areas it will be important to improve the quality and appearance of buildings and the prospects of businesses. However radical change is unlikely. Particular care needs to be taken with the listed buildings shown in dark blue.

The red areas on the plan indicate areas of potential change. These fall into three broad areas as shown by the ovals which have been used as the basis for detailed masterplanning:

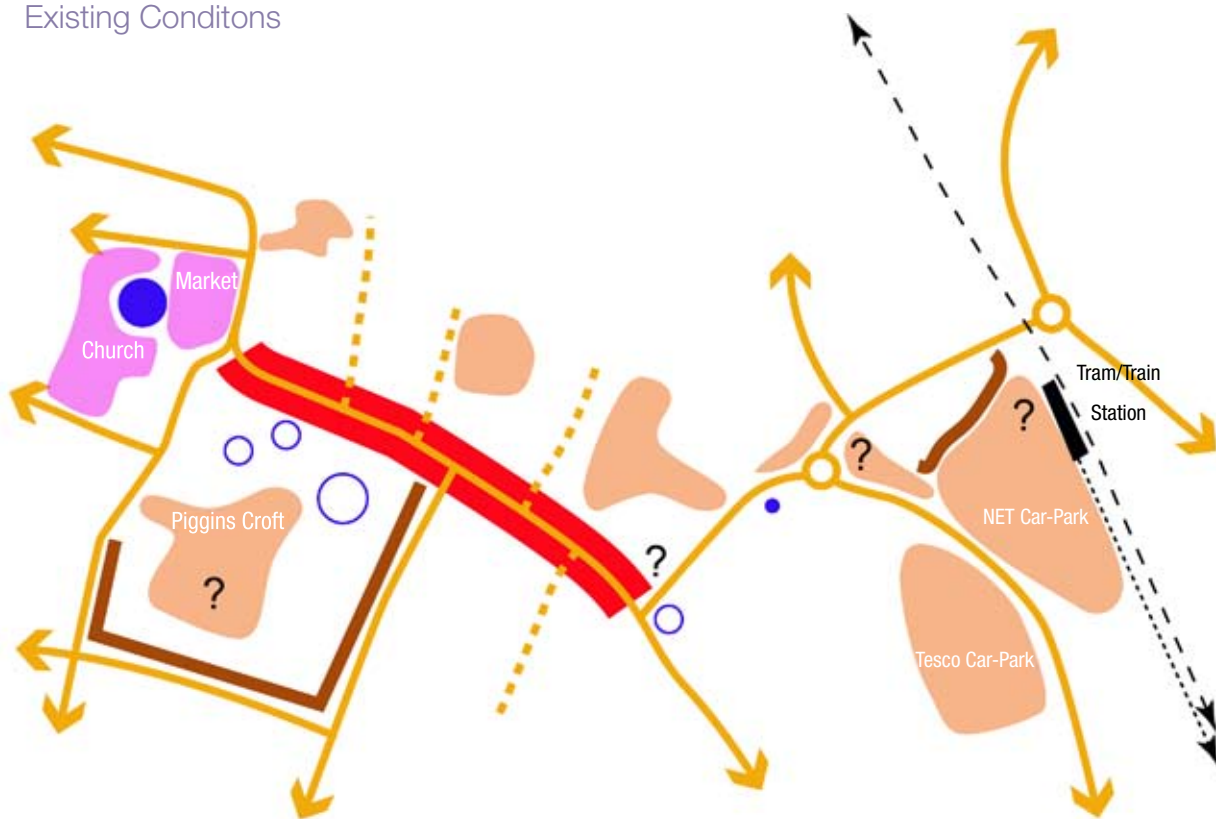
Piggins Croft: The former Safeways (Morrisons) store has been taken by Wilkinsons. However long term we believe that there is a need to create a stronger anchor for the town centre so that this need not be considered a hard use. The retail development to the north of this is poor and the car park to the rear is underused. There is therefore the prospect of a large development site in this location.

The Relief Road: Nottinghamshire County Council has been buying up sites for the road scheme that inevitably extend beyond the limits of the road scheme. This creates a number of potential development sites and creates an opportunity to build a frontage to the road so that it does not open up the back of all of the town centre properties.

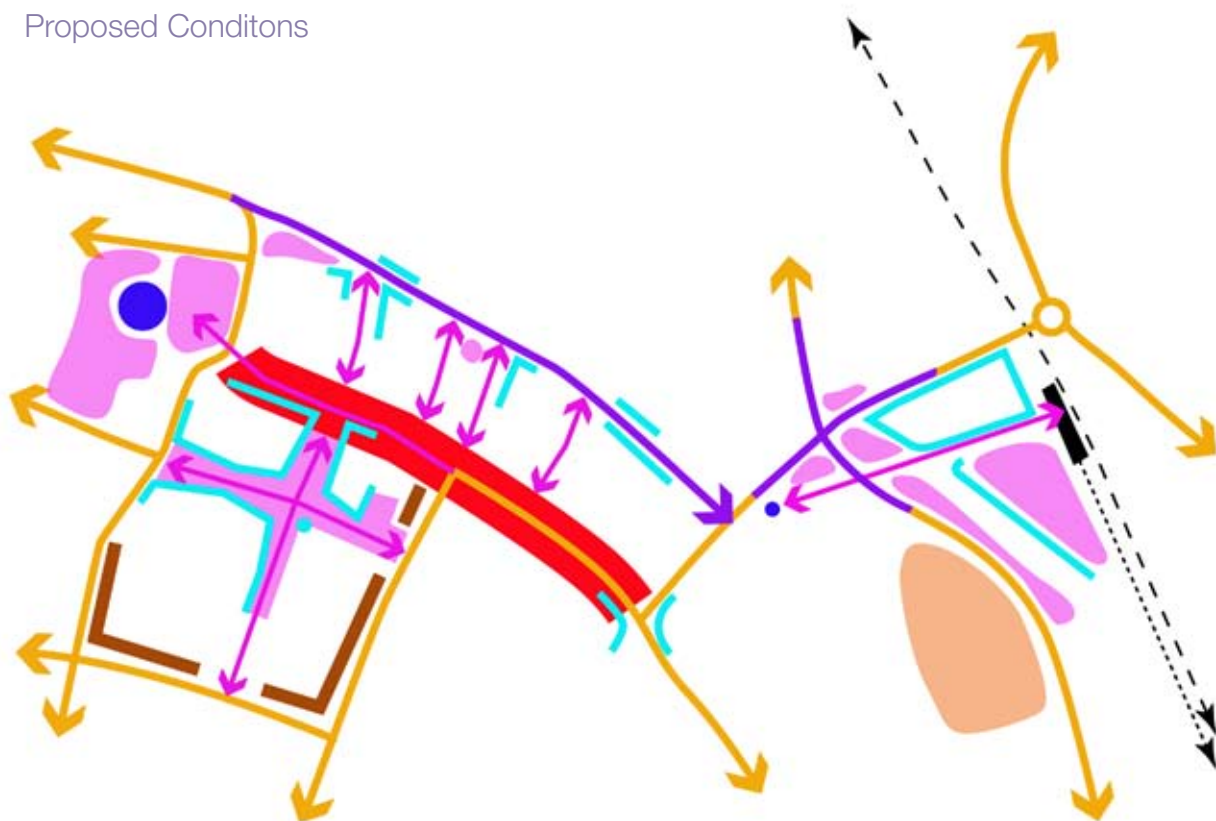
The Station: There are further soft areas around the NET station. The scaffolding yard and skip hire business are good local businesses but do not present a good arrival to the town and are prepared to move.

< **Hard and Soft Plan**
- The plan reveals areas in Hucknall Town Centre that work and are worth keeping (hard) and areas that are in need of change (soft). This plan is informed from a combination of baseline analysis as well as initial round table consultation feedback

Existing Conditons



Proposed Conditons



Legend

- | | | | |
|-------------------------|-----------------------|--------------------------|--------------------------|
| ● Key Landmark | — Existing Road | ○ Poorly Defined Space | — Pedestrian/Cycle Route |
| ○ Negative Landmark | — New Road | — Effective Public Realm | |
| ■ High Street | --- Disconnected Road | — New Built Edge | |
| ■ Built Obstruction | --- Tram Line | ● New Landmark | |
| ■ Transport Interchange | --- Railway Line | ? | Poor Initial Impression |

Principles

Masterplan development

The masterplan aims to reconfigure the town centre and to create a clearer connection to the station. The relief road and the Piggins Croft area should be integrated into the centre to create a balanced and legible town where attention is refocused on the High Street.



< **Concept Plan** - The top plan illustrates the existing conditions in Hucknall. The bottom plan shows the proposed conditions that the Masterplan is going to install.

< **Principles** - The five principles above underpin our Masterplan for Hucknall Town Centre

The diagrams to the left show the concept for the masterplan. The top diagram depicts the town centre today - a linear High Street that wraps around the market place creating a primary and secondary High Street. This focuses attention on the church and market square but away from the High Street the quality of the environment and the ease of movement becomes very poor. This is particularly true of the route from the NET station which is disconnected from the town by a series of poor quality environments and road infrastructure.

The diagram below shows how the HTCIS could be used to create a much more rounded town centre. This is also focussed on the High Street but concentrates on linking this much more effectively to the station, the new relief road and to surrounding neighbourhoods. The intention is to create a more balanced and less linear town centre that feels much more connected to the rest of the town. In developing this approach we have used five concepts:

Visual linkages: In order to overcome the lack of connection between the station and the town centre and the new relief road and the High Street we propose a series of very clear views punctuated by landmarks to draw people into town.

Coherent Public Realm: In order to unify the disparate elements of the town centre a unified public realm treatment is proposed from the station to the Marketplace and onwards to Annesley Road.

Vitality and a mix of uses: The proposals for new development as part of the masterplan are aimed at increasing the mix of uses in the town centre so that it is lively throughout the day and into the evening.

Legible routes: The masterplan should be designed so that people understand the structure of the town. When arriving at the station or driving past on the relief road they should know where the town centre is.

Rebalancing the centre: The final principle is to focus on the development of the High Street in order to rebalance the town centre and the attractions of the edge of centre retail units around the centre.

These principles have been used to develop options for each of the main areas of change, Piggins Croft, the Relief Road and the Station approach as set out on the following pages. For each of these areas we have developed a minimum, medium and maximum 'level of change' option.



Minimum Change



Medium Change



Maximum Change

Options

Piggins Croft

The Piggins Croft area represents a major opportunity to rebalance the town centre by creating a retail and leisure anchor. The three options look at varying levels of intervention from the refurbishment of the existing supermarket to the complete redevelopment of the site and car park.

The Piggins Croft area was redeveloped in the 1970s and consists of a small supermarket (formerly a Safeways) a post office and some smaller shop units. The supermarket is set back from the High Street with a surface car park to the rear. The supermarket formerly anchored the northern part of the High Street but closed in 2006. It has recently been taken by Wilkinsons who were formerly on the High Street. This however is less of an anchor and there seems to be an opportunity to develop the site to create much more of a town centre attraction. The three options developed to do this are as follows:



Minimal Option: This option was based on the retention of the supermarket and the adjacent shops and post office building with some small scale redevelopment to the rear of the Half Moon pub to create new retail space and a route through to Yorke Street. The car park to the rear is left as it is.

Medium Option: The medium option also retains the supermarket building but redevelops much of the rest of the site to create a new retail route between High Street and Yorke Street. The new units would include a mix of shops, cafes and restaurants as well as a new unit for the Post Office. The car park would remain to the rear although it would be slightly smaller.

Maximum option: The third option redevelops the whole site by building a new medium sized supermarket to the rear of the site and a new grid of streets linking to South Street and to Watnall Road. The car park is decked and also runs onto the roof of the supermarket so that the number of spaces is increased and the access is changed to come off Derbyshire Lane to the rear. The former supermarket site is proposed as a possible new location for a health centre if this is required in the town centre.

< **Options** - The three plans indicate minimum, medium and maximum levels of development on the Piggins Croft site

< **Existing Plan** - The existing plan to the right shows the buildings that may have to be removed.



Minimum Change



Medium Change



Maximum Change

Options

The Relief Road and High Street

The HTCIS is a major opportunity to regenerate Hucknall. However the relief road is potentially both an opportunity and a threat. The masterplanning options for the relief road look to overcome this threat by integrating the road into the town centre with frontage development and high quality links to the pedestrianised High Street.

The HTCIS is a major opportunity to regenerate the town centre. The proposed pedestrianisation of the High Street which is common to all three options linked to the development of the Piggins Croft site have the potential to transform Hucknall. There are however dangers. The relief road, by bypassing the High Street runs the risk of removing the town centre from people's mental maps and creating a poor impression of the town because all the views from the new road will be of the backs of the High Street shops. It is therefore important that the relief road is treated as a town centre street with frontage development. It is also important

that strong links are created between the new road and the High Street so that it is integrated into the town centre rather than being a barrier around its edge. The three options explore different extents to which this can be done.

Minimum Option: This looks to introduce a number of developments on the larger sites along the relief road. These could be housing or office development and will create some frontage alongside the landscaping already proposed. The pedestrianisation of the upper section of High Street is as proposed in the HTCIS. This however is extended along Titchfield and Albert Street to create strong pedestrian links. All three options also include a shop front improvement scheme to assist the shops on the High Street.

Medium option: The second option proposes more of the same. A series of sites are proposed for development along the relief road, broadly within the boundaries of the land owned by the County Council. This includes a residential scheme on Titchfield Street and a series of office/managed workspace buildings next to the Station Road car park.

Maximum option: This is taken further in the maximum option through the acquisition of sites not currently in public ownership to create a much more continuous frontage along the relief road. This includes a mix of housing and office development together with a new multi-storey car park to replace the Station Road car park.

< Options

- The three plans indicate minimum, medium and maximum levels of development on the new relief road

< Existing Plan

- The existing plan below shows the buildings that may have to be removed.

Legend

- Existing Buildings
- Possible Demolition





Minimum Change



Medium Change



Maximum Change

Options

The Station Approach

The poor links between the station and the High Street make it difficult for the town centre to compete with the edge of centre retail units. There is an opportunity to create a much stronger and more attractive route, using the miners statue as a landmark to draw people into the centre.

The Station approach currently links poorly with the town centre. The area is a sea of parking serving the NET station and the Tesco Store and pedestrians have to wind their way across the car park, through a narrow gate, over a busy road and along a narrow pavement into the town centre. All the way there is no signposting or indication of what the town centre can offer. The completion of the Relief Road potentially makes this worse by creating another busy road to cross. The three options therefore look at ways of creating a much stronger gateway into the town and making pedestrian movement into the centre much easier and more attractive.

- < **Options**
- The three plans indicate minimum, medium and maximum levels of development on the Station road link
- < **Existing Plan**
- The existing plan below shows the buildings that may have to be removed.

Legend

- Existing Buildings
- Possible Demolition



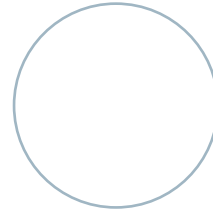
Minimum option: This is based on environmental improvements and tree planting to the pedestrian link across the station car park. Rather than use the gate onto Station Road the option proposes a new bridge over Day Brook with improvements to the stream as a landscape feature. In order to draw people into the town centre the scheme also proposes the refurbishment of the Byron Cinema as a community arts venue.

Medium option: The second option proposes the redevelopment of the Scaffolding Yard and Skip Hire business on Station Road. This would create a site which would be developed for housing with a small retail unit serving the station. This would involve a small reconfiguration of the station car park with the loss of only a few spaces. However the option also looks at the possibility of decking the car park that would substantially increase its capacity. The footpath route from the station onto town has been straightened and focuses on the miner's statue. This will create a strong vista with the statue as a landmark to draw people into town. The option also includes a new bridge over Baker Lane Brook and the refurbishment of the Byron Cinema. We have also proposed that the corner opposite the Byron Cinema be redeveloped, possibly as a heritage centre to create a strong gateway to the High Street.

Maximum option: The third option proposes a larger development on the NET car park to create a two side street linking to the town centre. The size of the car park would be maintained and even increased by creating a decked facility. The pedestrian route once more creates a vista to the miners statue.



< Piggins Croft Area - 1C: Maximum Change

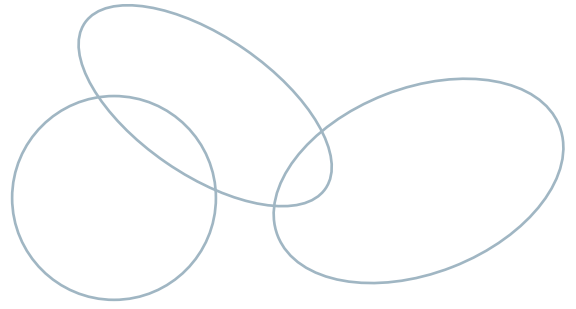


< High Street / New Road (HTCIS) - 2B: Medium



< Station Road Link - 3B: Medium Change





Options Appraisal

An options appraisal has been undertaken based on the views of key stakeholders, a viability assessment, a review of regeneration impact and a public consultation exercise held in July 2008. The results are a preference for the maximum option on Piggins Croft and the medium option in the other two areas.

The options for the three areas described on the previous pages have been subject to public consultation and a viability assessment. This has fed into an Options Appraisal based on the views of stakeholders, viability, regeneration impact and public consultation:

Stakeholder Support: The stakeholders consulted on the options included Ashfield District Council, Nottinghamshire County Council, Hucknall Business Voice and Tesco.

Commercial Viability and Deliverability: This was assessed by Gordon Hood Associates and was based on market demand, financial viability, planning policy, ownership and funding availability.

Regeneration Impact: This was based on the impact that the option would have on the regeneration of Hucknall, whether it would stimulate the wider regeneration of the town by:

- ▷ Redefining the role of the town centre.
- ▷ Enhancing a distinctive local identity.
- ▷ Improving economic competitiveness.
- ▷ Bringing vacant shops back into use.
- ▷ Increasing the quality of the public realm.
- ▷ Improving opportunities for pedestrian/ cycling links & public transport
- ▷ Improving links between the NET station and the High Street
- ▷ Providing suitable car parking provision

Public consultation: A consultation event was held in Hucknall Market Place on 11th and 12th July. The options were presented on exhibition boards at a staffed exhibition and members of the public were asked to complete questionnaires. Through this they were able to express a preference for their preferred option as well as picking and choosing between the proposals.

These four criteria were fed into a matrix with a simple scoring mechanism to determine the preferred option as set out in the options report. The result of this process was the following preferences: Piggins Croft – Maximum Change, High St. / New Road (HTCIS) – Medium Change, Station Gateway – Medium Change. These results have been used as the basis for the final masterplan.

< **The Preferred Options** - These options are defined from the appraisal report. For more detail please refer to the 'Redefining Hucknall - Stage 2 Report'



Hucknall Town Centre Masterplan Consultation

8 BULL'S EYE PLAN



Current location of existing Baker Street Murals



< Public
Consultation on Options
- held in the Market Place
in Hucknall

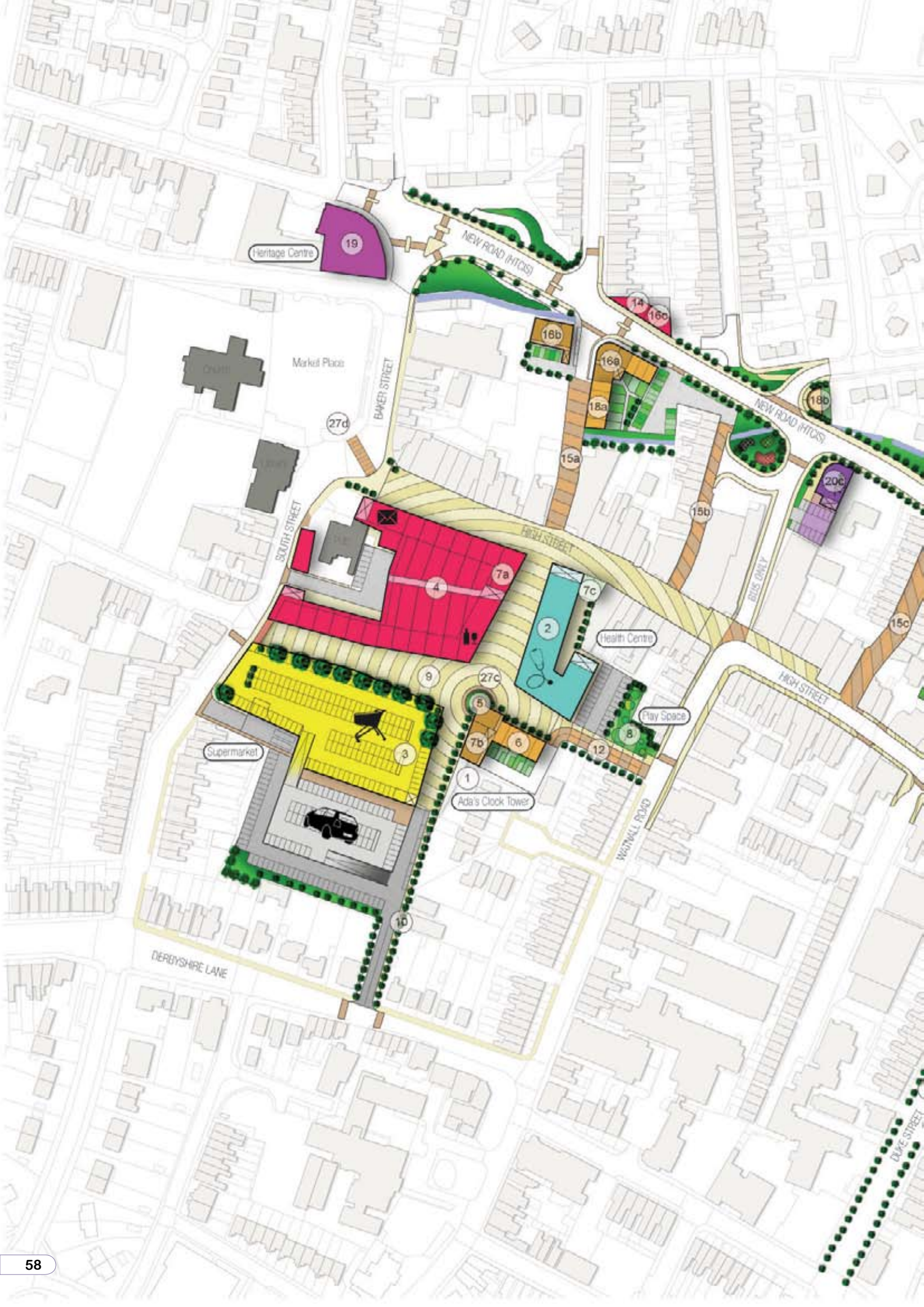
Place a marker to show the location of:

1. New Health Centre
2. New Heritage Centre (subject to planning)
3. Baker Street Murals



Part 4: Town Centre Masterplan





The Masterplan

Preferred Option



The preferred options have been developed into a preferred masterplan as illustrated on this page. This brings together the three preferred options in the context of the town centre as a whole. This has been broken down into a series of discreet projects as detailed on the following pages.

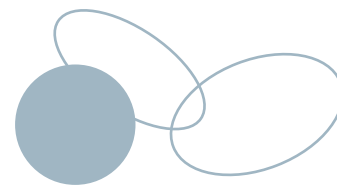
Legend

- Existing Building
- Proposed Demolition
- Key Landmark Building
- Residential - Apartments
- Residential - Housing
- Retail
- Health
- Supermarket



Masterplan

Piggins Croft



The Piggins Croft scheme involves the redevelopment of the retail scheme and car park around the former Safeways store. This scheme will provide a mixed use development that creates a retail anchor as well as an area of cafes and restaurants. This will provide an alternative draw on non-Market days. The scheme includes a new supermarket, new retail units of a size that will be attractive to national retailers, a potential new health centre, educational space, leisure amenities and a significant amount of residential accommodation. The scheme will also open up new routes through to Watnall Road, South Street and Derbyshire Lane.



< **Top:** A supermarket as part of a mixed use scheme in Brighton as part of URBED's NEQ masterplan.

< **Bottom:** A new shopping street in Wakefield

1. Piggins Croft: The overall development of Piggins Croft is a £30 Million scheme that would be brought forward in partnership with a developer as described in the implementation section. This includes the following sub-projects.

2. Health Centre: There is a possible requirement for a new health centre in Hucknall and we believe that it should be located on the High Street to maximise activity in the area. The masterplan shows this on the site of the former supermarket.

3. The Supermarket: The supermarket to the rear of the site would have a sales area of around 4,000m² which is sufficient to accommodate a full size food offer. Servicing is from South Street and the car parking to the rear is on three levels with the top level extending onto the roof of the store. Travellers would provide trolley access to the store and also to the other uses in the development.

4. Rolls Retail Hub: between the Supermarket and the high street we propose a new block with 3,800m² of retail space. This includes 12 large retail units – 7.5m wide, 30m deep and 6m high which would be attractive to national retailers.

5. Ada's Clock Tower: The scheme includes a modern digital clock tower as a new landmark for Hucknall visible from the High Street and indeed from the relief Road. This could be a digital clock commemorating Ada Lovelace's contribution to the modern computer.

6. Family Housing: Next to the clock tower the scheme includes a short row of family homes to widen the residential offer in the heart of the town.

7. Apartments: The clock tower block includes a small block of apartments.

8. Outdoor play space: A small children's play area is provided off Watnall Road and adjacent to the Health Centre.

9. Cross roads: The scheme creates four new streets that converge on the clock tower linking South Street to Watnall Road and High Street to Derbyshire Lane. This will help create retail circuits and increase footfall in the town.

10. Green infrastructure: The public realm of the scheme will include native street trees together with green roofs and planting areas to encourage biodiversity.

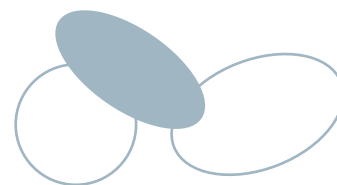
Legend

- Existing Building
- Proposed Demolition
- Key Landmark Building
- Residential - Apartments
- Residential - Housing
- Retail
- Civic
- Office



Masterplan

The Relief Road and High Street



The second focus area is the Relief Road and the work planned as part of the HTCIS. This includes the construction of the road and the pedestrianisation of the northern section of the High Street. The aim is to ensure that this truly is a town centre improvement scheme and not just a bypass by integrating the new road into the fabric of the town. This includes the following projects:



13. The Relief Road: The first project is the relief road that has recently been approved by the Department of Transport. The road will create a direct link from the Annesley Road to Station Road allowing the upper section of High Street to be pedestrianised. This will be a single carriageway, surface level road with a 30 mph speed limit so that there is no reason it should not become an urban street.



14. High Street: The HTCIS includes the pedestrianisation of the High Street and must be used as a catalyst for the regeneration of the street. Part of this relates to the Piggins Croft scheme although this will not happen immediately. It will therefore be important for the environmental works to be combined with a scheme to assist local shops through a shop front improvement scheme.



< **Top:** Continental streets like this one in Bilbao show how the relief road could be conceived.
< **Middle:** Public realm work in Wigan could be a model for the High Street
< **Bottom:** A modest new heritage centre has created a new visitor attraction at Oxford Castle

15. Shared surfaces: In order to link the High Street to the new road we are proposing that the linking streets be treated as part of the works to High Street. This would include Titchfield Street and Albert Street as well as the proposed extension of Watnall Road. These streets should be designed as an integrated public realm.

16. New Apartments: In order to provide frontage onto the relief road we have proposed new apartment development on the corner of Titchfield Street. This would be a three storey scheme and would accommodate 24 apartments across three sites.

17. Green Infrastructure: Opportunities along the new road should be taken to provide landscaping and street trees in define the road edge and attract further wildlife.

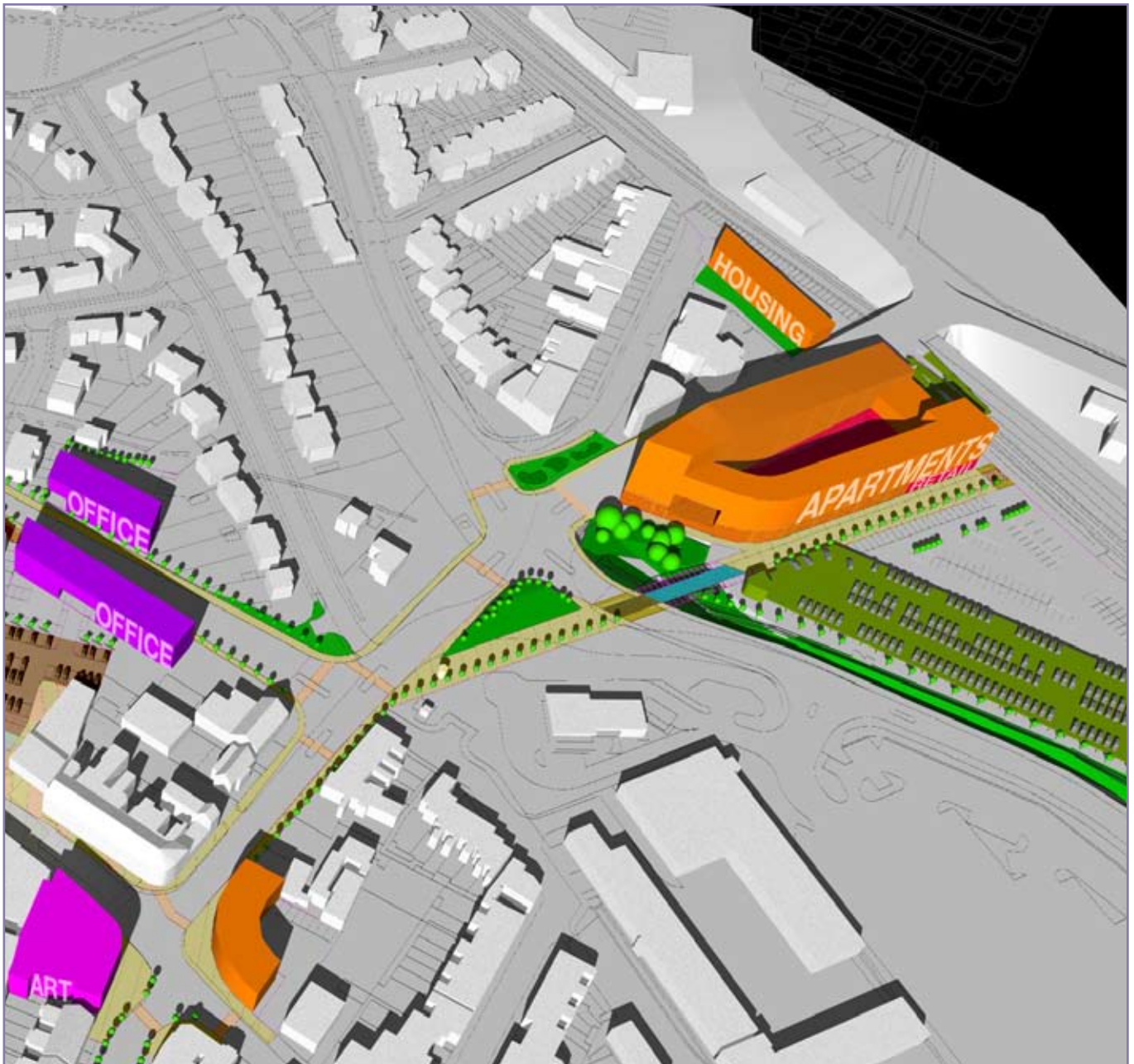
18. Family Housing: The residential development on the relief road also includes family sized homes with gardens.

19. Heritage Centre: As part of the visitor theme we propose a heritage centre. The former furniture store on the corner of Annesley Road and Baker Street has been identified as a potential location. This would interpret the life of Byron (which is the real visitor draw) together with the history of the town.

20. Offices: As part of the frontage development on the New relief Road we propose a series of small incubator office developments. These total around 4,000m² the minimum required to be viable and would be targeted at a specialist developer.

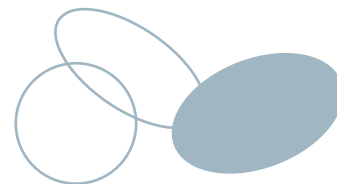
Legend

- Existing Building
- Proposed Demolition
- Key Landmark Building
- Residential - Apartments
- Residential - Housing
- Retail
- Civic
- Office



Masterplan

The Station Approach



The final area is the Station Gateway where the medium option has been developed into the masterplan. This creates a clear visual and pedestrian link between the station and the town centre through a striking walkway which focuses on the miner's statue. A development site is created to the north of this route and together with environmental improvements to the NET Car Park. At the town centre end of the pedestrian route, the refurbished Byron Cinema as a possible new community art centre will provide a gateway into the town centre. The projects would be as follows:



21. Community Arts Centre: Ashfield District Council is commissioning a feasibility study to assess the potential for an arts centre within Hucknall and the wider district. This would potentially be a multi-use building containing, workshop and incubation space for creative based businesses, a gallery, performance space and a number of other revenue generating activities such as retail units and a café. If feasible it will suggest possible delivery and management models of the centre. This could be along the lines of the community arts space mentioned in the Ludlow case study.



22. Byron's Bridge and Runway: The central public realm feature of this part of the masterplan is a straight walkway from the station to the miners statue creating a very clear link into town. This should be designed as a striking visual feature and will include a new bridge over the Brook. This will become the contemporary gateway to the town helping to change its image.



23. NET Car Park: The pedestrian route involves a small amount of remodelling of the station car park. As part of this we have suggested using permeable surfacing and tree planting to change the hard character of the car park. There is also the possibility of decking part of the car park to increase its capacity.

24. Family Housing: The development site north of the new pedestrian route includes family homes.

25. Apartments: The main block north of the route is a residential apartment building that will provide a perfect location for tram and train users and will promote an alternative lifestyle without the car.

26. Shops: The base of the apartment block would include a couple of small retail units serving the station platform.

27. Green Infrastructure: The scheme as a whole would include ecological planting and trees.

< **Top:** Ludlow Community Arts Centre.
< **Middle:** Walkway in Dorchester
< **Bottom:** Decked car park as part of URBED's New England Quarter masterplan in Brighton



< **Existing Station Road and Suggested Development** - The visual shows a reconfigured highway and a striking runway route that with the aid of a bridge connects the town centre direct to the tram and train station

Part 5: Implementation



Projects

The projects outlined in the previous section has been used as the basis for the implementation strategy. The table to the right sets out each of the projects together with a description of the proposal and the outputs together with estimates costs provided by Simon Fenton Associates and potential funding.

Piggins Croft

No.	Project	Description
1	PIGGINS CROFT CORE DEVELOPMENT	The potential development of Piggins Croft is focused on providing a mixed use that provides not only day activity but a potential night life, as well as an alternative draw on non-Market days (Mon-Wed and Weekends) It will provide a new supermarket, retail hub, health centre, educational space, leisure amenities and residential accomodation. The development will also open up two new pedestrian and cycle routes across the site.
2	HEALTH CENTRE	A new Health Centre located in a central and easily accessible location for Hucknall residents to use
3	SUPERMARKET	Placed at the rear of the site the new Supermarket will provide a draw to the new retail to be built opposite. The lost carparking will be reclaimed by rooftop parking and a single storey deck to the rear.
4	ROLLS RETAIL HUB	The creation of generous sized retail units helps to redefine the top end of the High Street into a covered collonade. A flexible structural line of 7.5m, 6m high units, and 12-30m depth means both independent and larger national chains can be accomodated.
5	ADA'S CLOCK TOWER	A digital clock tower to celebrate Hucknall's Heritage and defines a new 21st Century landmark for Hucknall.
6	FAMILY HOUSING	New family housing in the heart of Hucknall
7	APARTMENTS	New mixed apartments above the Rolls Retail Hub
8	OUTDOOR PLAYSPACE	A children's playspace to encourage diversity of activity for all ages
9	CROSS PATH SQUARE	High Quality Public Realm works that creates two new pedestrian and cycle routes across the site
10	GREEN INFRASTRUCTURE	Street trees, green roofs and other planting to aid biodiversity as part of the development
11	BUSINESS RELOCATION	A package of measures to help relocate the businesses that are affected by the Piggins Croft development into the Rolls retail hub.
12	SHARED SURFACES	Access to Health Centre and new family housing from Watnall Road

(These costs were based on Nov. 2008 prices)

Estimated outputs	Estimated Costs	Potential funding
See 2-12	Approx. £30 million	A private sector funded project with the exception of the Health Centre. The Council will have an interest in the scheme through its ownership of the car park. It is proposed that this scheme be led by the public sector with the Council preparing a Development Brief for the whole development, competitively tendering for a developer partner and assisting the partner assemble the site with CPO powers. Indicative tenders show that the scheme is likely to be viable, however given current financial and property market conditions the scheme will not and should not start until conditions improve. However there are a number of actions in the short that the Council can take to prepare the development and render it ore attractive to developers. These include preparing a development brief, clarifying title to land, assembling where possible sites, building the HTCIS and improving the High Street.
4,500m ² of varied health services	£9 million	This is likely to be funded entirely through public private partnership funding measures through the Primary Care Trust. However it should fit within the proposals for the overall development to ensure the maximum benefit is obtained from the scheme. The timing of the construction of the Health centre will depend critically on the assembly of the wider site.
4,000m ² NET	£8 million	An essential part of project 1 providing considerable value to the scheme and acting as the magnet for the other retail development.
3,800m ²	£9.3 million	Part of project 1.
25 metre Digital Clock Tower	£250,000	This would be funded as part of Project 1, with the profitable elements cross subsidising the public realm works. This project would be subject of a separate Open Design Competition.
5 Homes with gardens	£0.7 million	Part of project 1. There could be an element of Housing Association and Homes and Communities Agency (HCA) funding.
Over 45 Mixed Apartments above Retail and 15 Apartments next to Ada's Clock Tower as well 6 above Health Centre	£0.5 million	Part of project 1.
400m ² of playspace	£100,000	This would be funded as part of Project 1, with the profitable elements cross subsidising the public realm works.
6,500m ² of designed, quality public realm	£1.5 million	This would be funded as part of Project 1, with the profitable elements cross subsidising the public realm works.
	Part of 9	This would be funded as part of Project 1, with the profitable elements cross subsidising the public realm works.
		Part of project 1
	Part of 9	This would be funded as part of Project 1, with the profitable elements cross subsidising the public realm works.

The Relief Road and High Street

No.	Project	Description
13	NEW RELIEF ROAD (HTCIS)	A new single carriageway that runs parallel to the existing High Street
14	LOCAL SHOPS	Newsagent/Local shop provision
15	SHARED SURFACES	Side routes off from the newly pedestrianised High Street to have a shared surface; removing kerbs and street furniture to provide a decluttered safe zone for residents of existing properties.
16	APARTMENTS	New apartments to front new road and help provide frontage
17	GREEN INFRASTRUCTURE	See 10
18	FAMILY HOUSING	New family housing
19	HERITAGE CENTRE	A dedicated space in the town that records and tells the story of Hucknall's heritage. Placed in the ground floor of an existing building overlooking the town's historic market place
20	INCUBATOR OFFICES	Flexible Office buildings that provide fantastic links to the train and tram network for small startup businesses

Station Road Approach

No.	Project	Description
21	COMMUNITY ARTS CENTRE	A community arts venue which will provide space for art related events and workshops. Placed in the refurbished Byron Cinema the building will define the gateway to the revitalised High Street.
22	BYRON'S BRIDGE and RUNWAY	A new bridge and arrival and departure route for Hucknall. A Runway will link the tram stop to the Hucknall Miner Statue.
23	TRAM CARPARK ALLOTMENT /DECK	Using the existing carpark layout, permeable bays are created to alleviate future flood waters. A new single storey deck also provides additional spaces.
24	FAMILY HOUSING	New family housing adjacent to the tram stop
25	APARTMENTS	A residential development that is positioned to next door to a transport interchange. Plus a smaller residential scheme opposite the proposed community art centre
26	RETAIL	Minimum New retail to front the Runway and capture passing trade.
27	SIGNAGE	New legible and well placed signage and maps
28	STATION ACCESS	A fully accessible entrance to the transport Interchange from Station Rd.

(These costs were based on Nov. 2008 prices)

Estimated outputs	Estimated Costs	Potential funding
	Refer to Major Scheme Business Case	If approved funding will be available from national sources
175m ² of local shop retail	£210,000	Private sector funded
	£0.5 million	It is hoped that these could be funded through the HTCIS programme. There may be a need for additional funding for the additional public realm works being proposed by this Masterplan. A possible source for this funding could be the East Midlands Development Agency (EMDA)
27 Apartments spread across 3 sites	£2 million	A private sector funded project which would have to await the completion of the new road by which time the property market should have returned.
Mainly along New Road		It is hoped that these could be funded through the HTCIS programme. There may be a need for additional funding for the additional public realm works being proposed by this Masterplan. A possible source for this funding could be the East Midlands Development Agency (EMDA)
10 Homes with Gardens	£1.4 million	This could either be a private sector scheme or could be funded by a local Housing Association with HCA funding.
	£1 million	This proposal will require the purchase/let of retail floorspace. Further feasibility work will be required but possible funding sources could include the Private Sector, District Council, Lottery sources, EMDA and various foundations. The Byron/Lovelace connection will be beneficial in obtaining assistance.
	£9.3 million	Could either be a public or a private sector led project with funding coming from a variety of sources including LEGI, EMDA and ERDF.

Estimated outputs	Estimated Costs	Potential funding
	£1 million	Feasibility work will have to be carried out on this proposal. Possible funding sources include Private Sector, District Council, Lottery sources and various foundations.
1 Bridge	£300,000	Projects 22 to 29 should be the subject of a planning brief which would encourage the comprehensive development of these sites. Part of the public realm works could be funded through Section 106 funds from the residential development. The balance would have to be found from a mix of public sector sources including the Council, EMDA, the public transport authorities and perhaps the HCA The bridge and runway would be subject of a separate Open Design Competition.
	£1.1 million	See above
11 Homes with Gardens	£1.5 million	This could either be a private sector scheme or could be funded by a local Housing Association with HCA funding.
Dependent on desired mix - Max. 150 Apartments, 1,2+3 bed	£14 million	Private Sector funded although any scheme would have to await the return of the property market.
Newsagent and Coffee Shop	£460,000	Private Sector funded
Located at the 4 gateways		See 22 above
Staircase and Ramps	£87,000	See 22 above

Implementation

Viability Assessment

An implementation strategy has been drawn up by Gordon Hood Associates based on a viability assessment of the proposals set out on the previous page. The appraisal of each of the schemes shows that the Piggins Croft scheme is likely to be viable once the market picks up. The other two schemes will require an element of subsidy.

As part of this masterplan Gordon Hood Associates have looked at the costs of the proposed development together with an indication of the likely values that the developments would generate. By comparing these figures we can get an indication of whether these developments are feasible. The masterplan is not a short term document but has a 15 to 20 year lifespan. It is clearly difficult to assess the likely development values and costs over more than a few years.

The last six months with the “credit crunch”, the housing market collapse and the lack of confidence being shown in our financial institutions has brought about seismic shifts in the economy and in the property market. Residential development has stalled as a result of purchasers not being able to obtain mortgages. Consumer confidence is being affected leading to a slow down in the economy. It is highly unlikely that any of the schemes identified in the masterplan could proceed in the current market.

However we have sought to identify, in very broad terms, whether the projects could be viable when the market returns. Commentators have speculated that this could be between two and five years.

Given the uncertainties involved we have prepared outline appraisals using cost information supplied by the Simon Fenton Partnership and by making informed judgements on the likely rental levels and yields that could be applicable to Hucknall. Given the outline nature of the appraisals we have not included marketing, finance costs, rent free periods, voids and purchasers costs. In addition we have not included land costs given the lack of information available.

The following assumptions have been used:

1. Rents

- ▷ Retail - Zone A Retail rate of £30.00 per sq ft ITZA has been adopted
- ▷ Supermarket – rate of £17.50 per sq ft
- ▷ Offices – rate of £12 per sq ft

2. Yields

- ▷ Retail – 8%
- ▷ Supermarket – 5%
- ▷ Offices – 9% (8% for Health Centre)

3. Development Values

- ▷ Residential - £170 per sq ft

The appraisals for each of the three main development areas are discussed below.



Piggins Croft

It is assumed that this area will be developed as one, with perhaps the exception of the Health Centre. For the purposes of this appraisal the Health Centre has been included, as have the public realm works. These works would be funded as part of the overall scheme. The appraisal shows a surplus of approximately £11 million. This indicates that this scheme is likely to be viable.

It is proposed that a development brief be prepared for the entire area and that due diligence work be carried out on the site to enable the Council, as a main landowner, to go out to a developer competition to attract a developer to deliver the scheme. The developer would seek to negotiate the acquisition of the other land interests with the Council prepared to use its CPO powers if necessary. However it would be pointless for the Council to approach the market until the property market recovers. This would have implications for the timing of the construction of the Health Centre as the plans envisage it as part of the comprehensive development of the area.



High Street and New Road

This scheme includes a mix of residential and office development together with extensive public realm works. It is assumed that the public realm works would be largely funded as part of the HTCIS although it is recognised that some further funding might be required. The appraisal shows that even excluding the public realm works the total scheme would have a gap of at least £5 million.

It has always been recognised that grant assistance would be required for any new office development in this unproven market area, especially given the small unit size of the units. However it is thought that a convincing argument can be made for the public sector funding of an enterprise/innovation scheme. This scheme of course depends upon a positive decision for the HTCIS and is unlikely to take place until the completion of that scheme.

The proposed Heritage Centre has not been included within the overall project and would require public sector funding.



Station Road Link

This is a largely residential scheme with an element of retail use associated with the station together with significant public realm works to provide a clear and attractive link between the station and the town centre. Clearly such a high-density residential scheme is not possible within the current market but given the location of the residential next to the station and the retail facilities it is expected that when the market recovers this scheme is likely to be attractive. The current appraisal shows the scheme in deficit of at least £2.6 million, part of this caused by including all of the public realm works (approximate cost £2.5 million) within the project. It is likely that other sources of funding will need to be found to assist fund the public sector works.



SEQUENCE →

HTCIS		Phase 1 (After the Road)	Phase 2 (Dependent on the Market)
13 - New Road		17 - Green Infrastructure	1 - Piggins Croft Core Development (see Project Matrix p74 for contents of this development)
Pedestrianisation		20b - Incubator Office	12 - Shared Surfaces
Re-alignment of Station Road		21 - Community Arts Centre	14 - Local Shops
Roundabout Removal		15a,b,c - Shared Surfaces	16a,b,c - Apartments
23 - Tram Car-Park Alteration		29 - Green Infrastructure	25 - Apartments
		27 - Signage	24 - Family Housing
		28 - Improved Station Access	26 - Retail
		17 - Green Infrastructure	20a,c - Incubator Offices
		19 - Heritage Centre	22a,b - Byron's Bridge and Runway
			18a,b - Family Housing

Legend

- New Road - Hucknall Town Centre Improvement Scheme (HTCIS)
- Pedestrianisation/Re-alignment - Hucknall Town Centre Improvement Scheme (HTCIS)
- Phase 1 - After the Road
- Phase 2 - Market Dependent

Phasing Strategy

2008 - 2028

In order to make sense of the individual projects contained within the Masterplan over time; the preferred option has been broken down into several phases for development purposes and to establish a sequence in which these projects may be procured and delivered.

The phasing has been informed by and is dependent on the successful completion of the HTCIS scheme which includes the new road and the pedestrianisation of the upper end of the High Street. This is highlighted on the plan opposite with the red hatch for the new road and orange for the proposed pedestrianisation and realignment of Station Road.

A further two phases are proposed following the completion of the HTCIS:

Phase 1 (Shown in blue) These are the initial schemes that could be progressed once the road is built. They include the small office scheme on the relief road together with a new public car-park, the conversion of the Byron Cinema, Heritage Centre and public realm/green infrastructure works.

Phase 2 (Shown in green) Those projects that will cement Hucknall's transformation following the completion of the HTCIS from 2012 onwards. This includes the Piggins Croft scheme because we have been cautious about how quickly the market will recover. However the council should use the time to undertake the preparatory works for the scheme. This phase also includes the new residential development at the tram/train station. As well as the second phase of offices and residential on the relief road.

Glossary

The glossary is here to help describe some of the most commonly used urban design terms that have been used throughout this document

Accessibility: This relates to how easy it is to get around town as well as in and out of a place or space.

Action: This definition of action relates to how enterprising a place is from both the public and private sectors. Such as local businesses, stakeholders and residents.

Active Frontage: This relates to the ground floor of buildings where they front onto a street. An active frontage is one that makes the street feel more lively and inviting such as shop windows, cafes, restaurants, showrooms, services and offices with large windows.

Amenity: This relates to the appearance of the town and how it makes people feel whilst visiting or living there.

Attractions: This relates to what a town centre can provide to bring people into an area. These can range from shops to famous landmarks to green parks.

Building line: The primary front face of buildings along a street. Where all of the buildings share a common building line (which can be curved) there is continuous enclosure along the street.

Densities: This relates to the intensity of development. Residential densities are normally measured as the number of units or bedspaces per hectare.

Eyes on the street: This term refers to there being windows overlooking streets to make them feel supervised and safe. This is best when the windows are from residential or office accommodation.

Figure Ground Plan: This is a plan widely used by urban designers that shows buildings in black and takes away all other detail. It is useful to show the density of development, the extent to which urban space is enclosed and the grain of development.

Footprint: This refers to the bit of the building that touches the ground.

Green Infrastructure: Green infrastructure is defined by Natural England as a network of protected sites, nature reserves, green spaces and greenways that provides for habitats, wildlife, recreational and cultural experiences, flood protection and microclimate control.

Massing: This is a general term that refers to the three-dimensional impact of buildings.

Masterplanning: A masterplan is generally required for larger sites and should create a framework in which development can come forward over a number of years. The masterplan should fix the position and massing of buildings together with streets and access arrangements.

Pedestrian Priority: This describes a street where traffic is allowed but is subservient to pedestrians who have right of way.

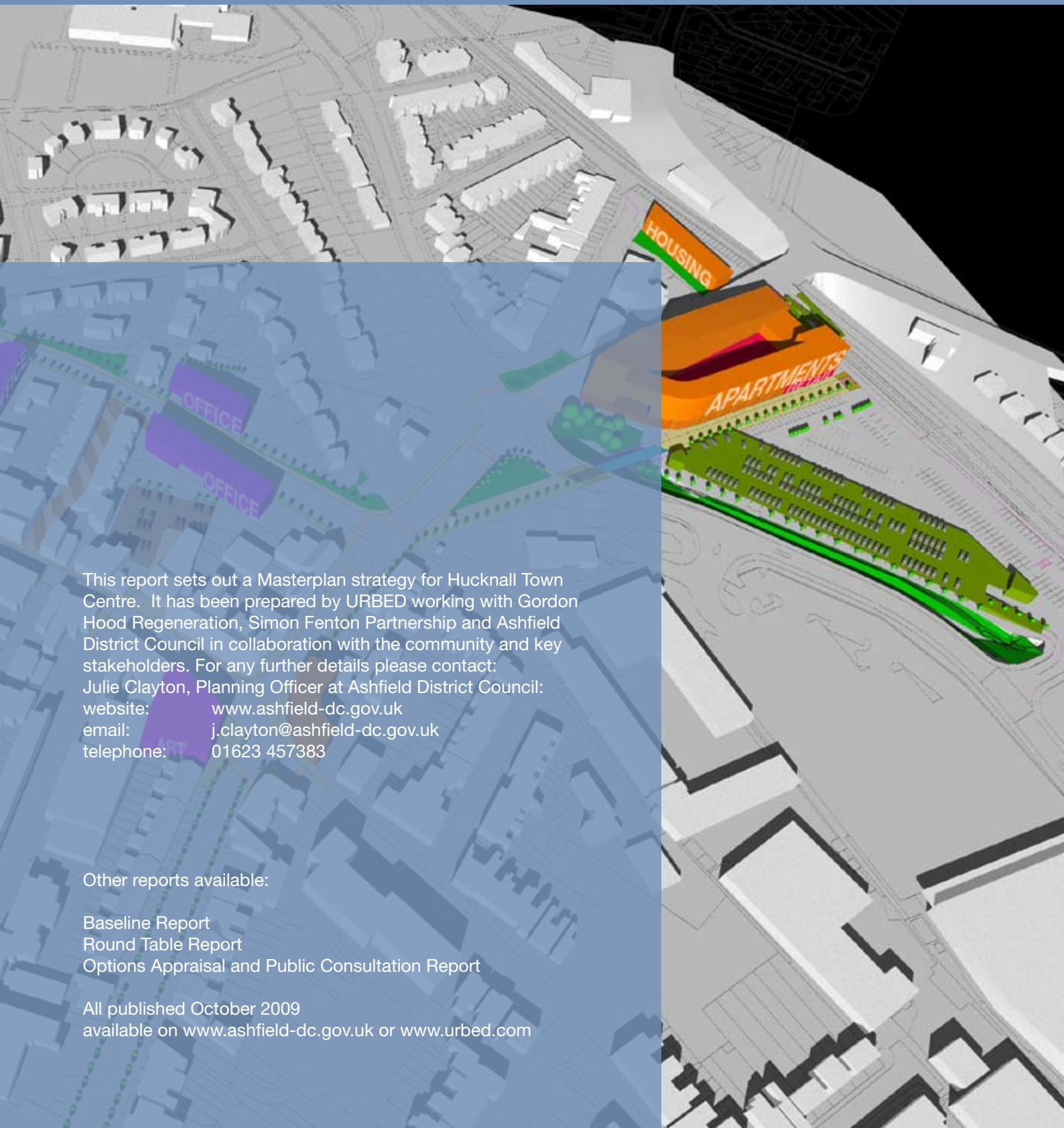
Permeability: This refers to the ease with which people can move around an urban area. A permeable urban area has plenty of streets and it is possible to move through the area by a variety of routes.

Public Realm: All external space to which the public have access including parks, streets and squares.

Street Frontage: The element of a site that faces the street. The extent to which streets are enclosed by buildings is measured in the percentage of the frontage that is enclosed. A 60% street frontage ration would mean that 60% of the site's frontage is filled by buildings.

Street Hierarchy: The street grid is made up of different types of streets, some of which are more important than others. This creates a hierarchy of streets and runs from High Streets to minor streets.

Townscape: This relates to the collection of buildings that make up the town centre. This is made over a period time as buildings are removed, refurbished or renewed.



This report sets out a Masterplan strategy for Hucknall Town Centre. It has been prepared by URBED working with Gordon Hood Regeneration, Simon Fenton Partnership and Ashfield District Council in collaboration with the community and key stakeholders. For any further details please contact:
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Other reports available:

Baseline Report
Round Table Report
Options Appraisal and Public Consultation Report

All published October 2009
available on www.ashfield-dc.gov.uk or www.urbed.com