

RE-DEFINING HUCKNALL

Stage 2 - Public Consultation Summary / Options Appraisal / Final Draft Preferred Masterplan

August 2008



PREFACE

This report forms the second stage of the masterplanning of Hucknall Town Centre which looks towards 'Re-defining Hucknall'. The content summarises and reviews the public consultation and feedback to help define a preferred option for the final masterplan.



GORDON HOOD REGENERATION

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INTRODUCTION



The bus that missed its stop

Unlike the posters, leaflets and postcards that had announced the Big Red Bus was due to be making a stop in Hucknall Market Place for the Public Consultation, the actual stop came a little too early. Sadly the bus made it as far as Darley Dale, 25 miles away from Hucknall, where it was involved in a road incident. Apart from dents to the bus, a white van and perhaps our pride, no persons or animals were injured. The URBED team ventured onwards via taxi which also broke down en route to Hucknall's Market Place. We can only apologise for the resultant delay and anyone who turned up expecting to see and board a Big Red Bus. We are hoping, as long as we don't get struck with lightning, to bring it back to Hucknall in the near future to display the final Town Centre Masterplan, so watch this space.

Despite the bad luck the consultation did still go ahead under a marquee with help from Ashfield District Council at 11am-3pm on both Friday 11th and Saturday 12th July 2008. The event was extremely well attended, regardless of the poor weather with a continual stream of attendees passing through the marquee. The consultation comprised of a series of exhibition boards that covered the three main areas of **Piggins Croft, the High Street and New Road (HTCIS)** and finally **the Station Road Link**. Within each of the three areas, a **minimum, medium** and **maximum** change set of plans were drawn for comment.

A team consisting of URBED, Gordon Hood Regeneration and Ashfield District Council were at hand to answer any questions or queries people had with the exhibition boards over the two days. The exhibition boards were then relocated and displayed in the Town's Library from Monday 14th July to Friday 25th July. This enabled those that were unable to attend the consultation in the Market Place to view the boards and provide feedback.

Attendees were asked to fill out a questionnaire and leave them in a sealed box on the day or takeaway and complete later at home and post it back to us. The option plans and questionnaire were also placed online at our website (www.urbed.coop) shortly after the public consultation for those who were unable to see the boards in person. A total number of 100 people filled in questionnaires, their responses helping to inform the preferred option.



BACKGROUND AND APPROACH



► Day One - Tent One



► Day Two - Tent Two

The Hucknall Town Centre Regeneration Board produced the Hucknall Town Centre Strategy in 2005 which set out a programme for improvement and investment to 2008. The vision within this report was to “achieve a town centre with a broad and sustainable economic base which is a desirable place to visit and which can be the focus of community activity and pride”.

Underpinning this vision were six strategic objectives that are set out below. These have also informed the masterplan study:

- Strengthen Retail Position
- Become a Visitor Destination
- Enhance Quality of Environment
- Improve Access, Movement and Transport
- Promote Investment and Business Development
- Improve Educational and Training Opportunities

The planning system has a crucial role in facilitating and promoting such sustainable and inclusive patterns of development, including the creation of vital and viable town centres.

Vital and viable town centres can best be illustrated by the concept of the 4 A's around which improvements to town centres can be ‘framed’.

Attractions

This relates to the need to provide destinations within a centre, to give people reasons to visit at various times of the day, evening, weekday and weekend. Mixed uses can revitalise many quarters within towns provided that they complement each other.

Accessibility

The stronger the attractions the more effort people will make to get to the town, but with more choice it is vital that trips are a pleasure not a chore. In market towns this may mean providing short stay car parking close to the centre and improving pedestrian and cycle links. Many towns could do much more to improve their gateways, such as the train/tram station and linkages between car parks and the shops. Traffic calming and traffic management as well as pedestrian priority provides attractive and successful alternatives to total exclusion of cars in some situations.

Amenity

The main priority for amenity, or the appearance of the town, is to ensure that it looks well cared for, so that people feel inclined to explore and linger. Security is an increasing concern and towns have to match standards set by managed shopping centres. However the future of town centres lies in emphasising their distinct identity as real places whose bustle comes from a mix of functions, such as housing and entertainment.

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. This is mainly about organization, with the different public and private agencies working together for the good of the town and involving the business community on an ongoing basis so there is a sense of partnership.



► Winners of the 'Hucknall in the Future' Competition: (From left to right) Jessica Smith (Beardall Street Primary School), Abbie Plaskitt (Beardall Street Primary School) and Rosie Goddon (Hucknall National C of E Primary School)

Alongside the public consultation work, URBED and Ashfield District Council asked two local primary schools in Hucknall to contribute to the project by drawing Hucknall town centre in around 20 years time. Three winners were chosen and are shown above.

Previous events organised by URBED have helped establish the main issues facing key stakeholders and the residents of Hucknall. A Walkabout (09/04/08) and a Round Table Workshop (04/06/08) provided opportunities for viewpoints to be heard. These events have been summarised and written up into reports that are available via URBED's website. (www.urbed.coop)

Shown here is a summary of the Top 10 list for attractions, accessibility and amenities from session one of the Round Table Workshop.

ATTRACTIONS:

One thing that attracts you to Hucknall?

- Market
- Local independent Shops
- Tesco
- Lord Byron
- Leisure Centre
- History/Heritage
- St Mary Magdalene's Church
- Banks
- The Library
- Titchfield Park
- Tram/Rail connection
- Community venues
- Affordable housing

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

- Visit the Leisure Centre
- Visit St. Mary Magdalene's Church
- Not really
- The other suggestions were do the Heritage walk, visit Titchfield Park, Byron Cinema, Shop, Library, Pub or the Rolls Royce site.

ACCESSIBILITY

How did you travel to Hucknall?

Most people travelled by car while only a few travelled by bus.

1. Car
2. Tram
3. Walk
4. Bus

Is it easy to navigate within the town?

- The key problems that people faced were
- Congestion on High Street
- Poor pedestrian access
- Narrow Pavements
- Other issues were poor signage, poor access for wheelchair users and access for service vehicles from the High Street.

AMENITY

One thing that makes Hucknall a pleasant place to be?

- People / Active Community
- Village like atmosphere / semi rural
- Architectural Buildings
- Market Area
- The other suggestions were local shops and cheap parking

First thing that comes to your mind on the word 'Hucknall'?

- Heritage
- Mining/ Coalfields
- Home
- Lord Byron
- The other mentioned were Tesco, Market Place, Rolls Royce, 'Mucky' Hucknall, work place and the Tram

WIDER AREA



► Aerial

The town centre and wider area of Hucknall is relatively compact, illustrated opposite by the wider area plan which has a red dashed circle (radius of 1/2 mile) overlaid upon it. Nearly all of Hucknall's facilities and amenities lie within this circle, which makes the prioritisation of the car to date all the more frustrating considering the close proximity of facilities to one another. The High Street's future role will also act as a connecting 'thread' between existing and proposed amenities that will attempt to balance the needs of the pedestrian and cyclist together with the motorist.

Hucknall is very green. In Titchfield Park to the south and The Ranges to the north, Hucknall already possesses two major green spaces. Together with several smaller parks, recreation grounds and mature tree lined streets and near by nature reserves, Hucknall can be proud of its mature green infrastructure.

Unfortunately for the High Street this greenery is hidden to visitors and shoppers to the town centre. A combination of poor signage and busy roads restrict easy passage between the High Street and these green attributes. The benefits of green spaces are wide ranging, from providing healthy environments for mind and body to habitats for attracting and retaining wildlife. The main intention of the wider area masterplan therefore is to better connect these green spaces to the High Street as well as introduce opportunities for robust planting along key routes, such as Duke Street towards Titchfield Park to bring a sense of Hucknall's greenery to the High Street.

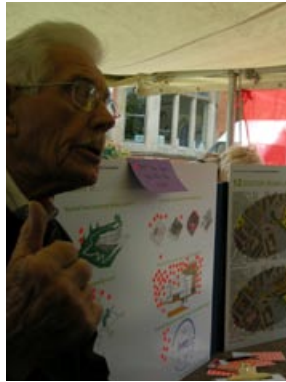
Following this theme of knitting existing amenities together, the further extension of cycle lanes from Annesley Road through to Station Road will improve the permeability by bicycle through the town centre.

Car Parking in Hucknall is a major issue like many other towns around the UK. The proposed new road in the HTCIS scheme removes several existing car-parking facilities, but to simply replace all these spaces would allow car-parks to dominate the town centre environment and do little to improve the retail offer and civic experience in Hucknall. Therefore car parking is an issue that will be factored in the final masterplan proposal but will be balanced against the other strategic objectives.

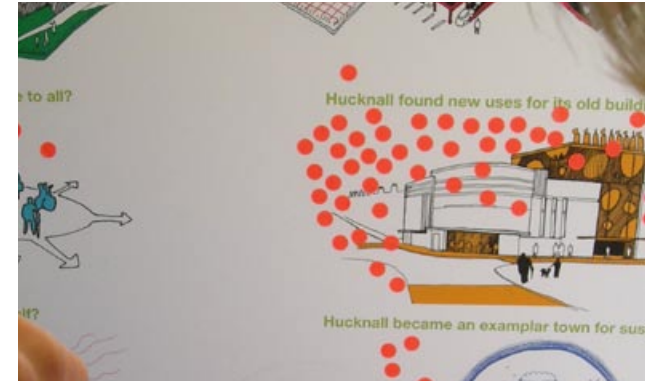
Although the car is often necessary for carrying heavy loads we see the re-balancing of needs for pedestrians and cyclists as a priority if Hucknall is to expand on its green credentials by encouraging alternative modes of transport and promoting a more healthy and active lifestyle.



WHAT IF...? AND BEST PRACTICE



► Voting by spots



To gauge public opinion we created six 'What If...?' scenarios which could help guide our emerging ideas for the development of the Hucknall Town Centre. These were:

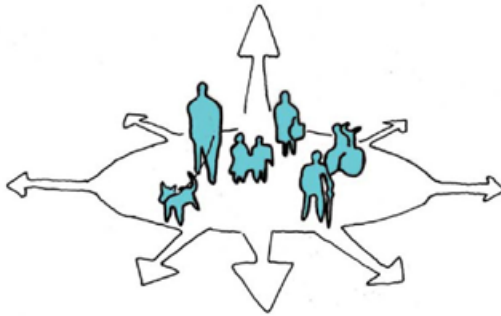
- What if Hucknall Town Centre had more green space?
- What if Hucknall was accessible to all?
- What if Hucknall marketed itself?
- What if Hucknall's car-parks were something more?
- What if Hucknall found new uses for its old buildings?
- What if Hucknall became an exemplar town for sustainability?

We asked the public to place a spot next to the 'What Ifs' they preferred for Hucknall. All suggestions achieved votes but the three which received by far the most, in order were:

- 1st What if Hucknall found new uses for its old buildings?
- 2nd What if Hucknall was accessible to all?
- 3rd What if Hucknall marketed itself?

In response to such results the final masterplan will attempt to prioritise, satisfy and achieve these scenarios as well as others that received votes. The first two can certainly be directly influenced by the Masterplan but the third will require further funding to study and develop a strategy in which Hucknall could market itself effectively to a wider audience.

As well as this we also displayed some best practice examples which illustrated further some of the key elements behind the proposals and helped to visualise what can be achieved.



► What if...? 1st, 2nd, 3rd



Green Roofs



Children's Centre



Eco-architecture

New Retail



Pleasant and innovative car parking



Health Centre



New uses in historic buildings



Good Quality Public Realm



Arrival Points

► Best Practice Examples

OPTION APPRAISAL



The purpose of the option appraisal is to identify the preferred option in terms of achieving community and stakeholder support, deliverability and physical regenerative objectives. An assessment of each option follows according to these objectives.

Stakeholder Support

This analysis involved the views of the stakeholders who are key to the delivery of change in Hucknall Town Centre. The main stakeholders are Ashfield District Council, Nottinghamshire County Council, Hucknall Business Voice and Tesco. All play significant roles in the current and future state of Hucknall.

Commercial Viability and Deliverability

This involved reviewing issues such as market demand, financial viability, planning policy, ownership and funding availability.

Contribution to Regenerative Objectives

This analysis captured the likely physical regeneration impact and involved the assessment of each option in terms of contribution to achieving the regeneration objectives:

- To redefine the role of the town centre
- To enhance the sense of a distinctive local identity
- To improve Hucknall's current and future economic competitiveness
- To provide potential alternative uses of vacant shops
- To increase the range on offer of quality green and civic spaces
- To improve opportunities for pedestrian/ cycling links & public transport
- To improve links between the NET station and the High Street
- To provide suitable car parking provision
- To help determine the extent of the town centre boundary

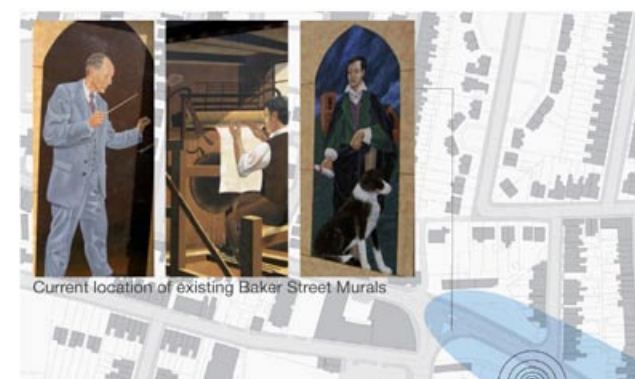
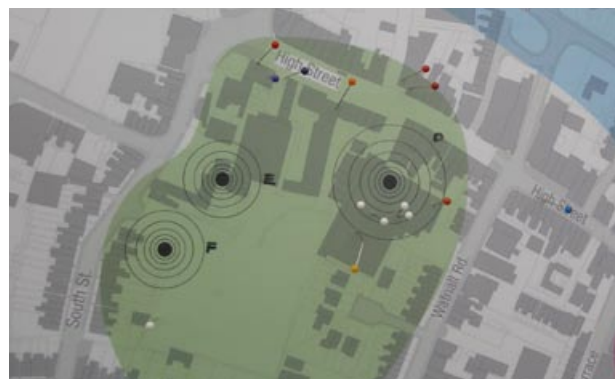
Community Support

This analysis involved reviewing the community feedback from consultation events and highlighting which option/s were supported most.

Scoring Mechanism

A simple scoring mechanism has been employed to define the preferred option based on a range of -2 to + 2 for each criteria.

- 1a. Piggins Croft Area : Minimum
- 1b. Piggins Croft Area : Medium
- 1c. Piggins Croft Area : Maximum
- 2a. High St. / New Road (HTCIS) : Minimum
- 2b. High St. / New Road (HTCIS) : Medium
- 2c. High St. / New Road (HTCIS) : Maximum
- 3a. Station Road Link : Minimum
- 3b. Station Road Link : Medium
- 3c. Station Road Link : Maximum



► Bull's Eye Plan (New Health Centre - White + Yellow, New Heritage Centre - Red + Orange, Baker Street Murals - Blue + Purple)

The scoring mechanism used is set out here for reference. Each option has been appraised via these criteria to derive a preferred Masterplan option.

In addition to asking visitors to fill in a questionnaire in response to the options, we also asked them to place a pin on a Bull's Eye Plan to help us locate the favoured locations for a New Health Centre, a New Heritage Centre, and the re-location of the Baker Street Murals. The favoured location for the Health Centre was in the Piggins Croft Area. The Heritage centre had several votes for a location in and around the Market Place where as the Baker Street Murals had no decisive vote with the Library, the NET station and the High Street taking equal votes. These results will help define the possible locations in the final masterplan (subject to funding).

Scoring Mechanism					
	2-	1-	0	1+	2+
Community Support	Very Poor Support	Poor Support	Indifferent	Good Support	Very Good Support
Stakeholder Support	Very Poor Support	Poor Support	Indifferent	Good Support	Very Good Support
Viability/Deliverability	Very Poor	Poor	Indifferent	Good	Very Good
Regenerative Objectives	Very Poor Contribution	Poor Contribution	Indifferent	Good Contribution	Very Good Contribution

PIGGINS CROFT AREA

1A MINIMUM CHANGE



► Central Walk



► Piggins Croft Car Park

This option involves minimum change for the Piggins Croft area by concentrating on refurbishment of existing retail shells and minimal new infill retail to complement the proposed pedestrianisation proposed by the Hucknall Town Centre Improvement Scheme (HTCIS).

Key Interventions-

- Refurbishment of former Morrison's store
- Refurbishment of neighbouring units to the north of the former Morrison's store
- Refurbishment of Central Walk units
- Refurbishment of Post Office
- Shop fronts to the north side of the improved High Street
- New infill retail next to refurbished Post-Office
- New row of retail units facing South Street and Piggins Croft car-park
- New public realm along the top end of the High Street

Pros-

- Provides some new retail and face-lift to High Street
- Improved public realm and environmental works

Cons-

- Does not connect the High Street to the new retail proposed overlooking Piggins Croft car-park
- Does not improve poor permeability across Piggins Croft car-park
- Refurbished Former Morrison's store still turns its back onto Watnall Road and offers little opportunity to capture passing trade
- May not have enough impact to change the current perception of Hucknall both inside and out of the town

Stakeholder Support-

Ashfield Council is unlikely to want to become involved in a CPO for the land required for this given the limited benefits of the scheme. Without the backing of the council this scheme would be very difficult to realise.

Score -2

Commercial Viability / Deliverability-

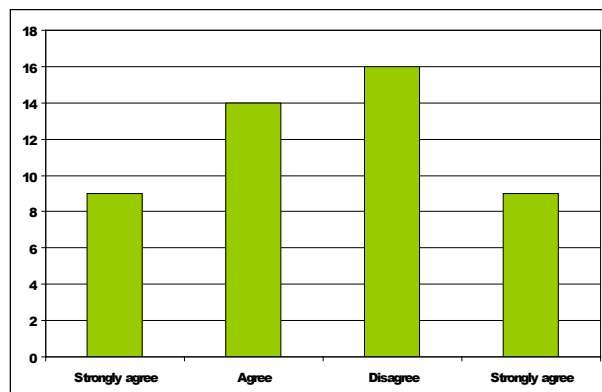
The new units facing the car park are unlikely to be attractive in market terms, given lack of contact with the High Street and consequent relatively low footfall. Cost of acquiring property to enable scheme is likely to make this element of the scheme unviable. The major improvement works being undertaken to the High Street are likely to make the proposed units facing the street attractive to retailers. This element of the scheme is likely to be viable.

Score 0

Community Support-

The minimum option received mixed response from the public consultation with an approximately equal number of people agreeing or disagreeing (14 and 16) with the plan while 9 people either strongly agreed or strongly disagreed with the plan. As can be seen with the results the community were split over this option; views in favour were predominantly due to the improvement of the run down area and maintaining the parking provision. Views against this option were mainly due to the lack of development and people feeling that there should be more development proposed and that the minimum option does not fulfil the needs of the town. Due to the complete split in public opinion over this option it has received a score of Indifferent.

Score 0



Minimum Change

Regenerative Objectives-

The minimum proposal for the Piggins Croft area meets some of the regeneration objectives to a level of 'good support' and an equal number that are 'indifferent' to the objectives, whilst there is only one regeneration objective; 'To assess car parking provision for the Town Centre', that meets the needs of the area to a level of 'Very Good'. Although this scheme will result in significant improvements to the south side of the

west end of the High Street, the refurbished buildings and the new stores onto the High Street, are unlikely to create a significant additional draw for shoppers/pedestrians and visitors/tourists to this end of the town centre.

Score 0

PIGGINS CROFT AREA

1B MEDIUM CHANGE



► Half Moon Pub, Western end of High Street



► Recently completed Public Realm in front of Half Moon

This option involves medium change for the Piggins Croft area. Refurbishment of existing retail shells is minimised and instead new flexible retail units are built to the top end of the High Street. The High Street is also extended into what was once part of the Piggins Croft Car-Park and connected via this new retail corridor onto South Street, establishing a pedestrian circuit.

Key Interventions-

- Refurbishment of former Morrison's store and neighbouring units
- Existing Shop fronts on the north side of the High Street to be improved
- New flexible perimeter retail along top end of High Street and extended along the former Central Walk and continued onto South Street
- New row of Retail units built on part of the Piggins Croft Car-Park
- New Public Realm along the top end of the High Street
- New Pedestrian/Cycle Route between High Street and South Street

Pros-

- Provides new flexible retail units and face-lift to High Street
- Improved public realm and environmental works
- Office opportunities bring potential benefits to the local economy

Cons-

- Poor connection between Piggins Croft car-park and proposed new retail
- Refurbished former Morrison's store still turns its back onto Watnall Road and offers little opportunity to capture passing trade

Stakeholder Support-

Scheme is unlikely to have private sector support, therefore it would be unwise for Ashfield Council to attempt to assemble land for this option. Without any private sector support the council would be unable to fund this development and hence it would be incredibly difficult to generate.

Score -2

Commercial Viability / Deliverability-

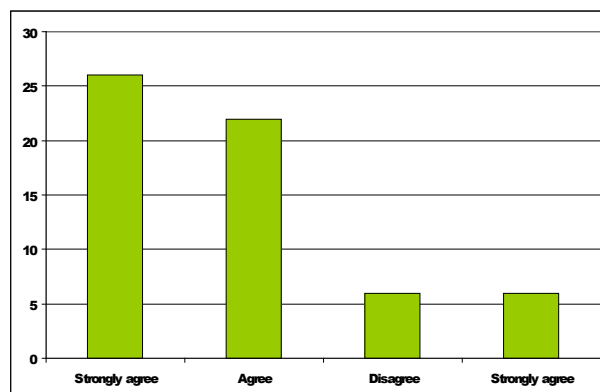
This scheme creates a significant number of new shopping units. However without a significant draw, like a small/medium sized supermarket, it may be difficult to attract retailers, investors and therefore developers. The lack of connectivity of the shopping "walk" will affect footfall and therefore the attractiveness of this area to retailers. The scheme will require a significant number of acquisitions. It is unlikely that this scheme would be viable.

Score -2

Community Support-

The medium option was much better received by the public in Hucknall, with 26 people strongly agreeing to the option and 22 people agreeing. In great contrast to the minimum and maximum options there is a lot less opposition to this option and only 6 people disagree and 6 strongly disagree. The reasons for such a strong positive reaction to this option is primarily as the development is of a scale that it makes a conceivable difference to the area but not so much that it is deemed over development of Hucknall Town Centre.

Score +2



Medium Change

Regenerative Objectives-

The medium proposal meets 40% of the objectives to a 'Very Good' Standard and a further 20% to a 'Good' standard. Whilst this proposal scores well in regards to considering the current and future economic needs of Hucknall and identifying the potential alternative uses of vacant shops, it is let down by not scoring well in assessing the existing car parking provisions. This scheme would significantly improve the frontage to the High Street but the peripheral nature of many of the units could lead to the scheme not being built or

the creation of unviable units. Due to the extra retail space that has been proposed there is a reduction in the car parking spaces, which has been a major issue with the people of the area.

Score +1

PIGGINS CROFT AREA

1C MAXIMUM CHANGE



► South Street



► Post Office, Pharmacy and Tin Shed on the High Street

This option involves maximum change for the Piggins Croft area by proposing extensive demolitions and a new large scale mixed development featuring a brand new supermarket, post office, health centre, restaurants and residential offer.

Key Interventions-

- New Health Centre Building that fronts the High Street
- Existing Shop fronts on the north side of the High Street to be improved
- New flexible perimeter retail along top end of High Street and extended along the former Central Walk and continued onto South Street
- New supermarket built on part of the Piggins Croft Car-Park with additional roof parking
- New Pedestrian/Cycle route between Watnall Road and South Street
- Better link between re-configured Piggins Croft Car-Park and High Street
- Deck Car-Parking on part of Piggins Croft car-park.
- New access to Piggins Croft Car-Park from Derbyshire Lane

Pros-

- Provides new flexible retail units and face-lift to High Street
- Improved public realm and environmental works
- High Quality Residential and Natural Surveillance/Ownership out of hours
- New Routes – Better permeability
- New Anchor Supermarket Store to attract further customers to High Street area

Cons-

- Many demolitions and potential major disruption to town services
- Public sector funding availability for the scale of change

Stakeholder Support-

This scheme will require the full commitment of the Council in making their land available and in supporting the acquisition of other property.

Score +1

Commercial Viability / Deliverability-

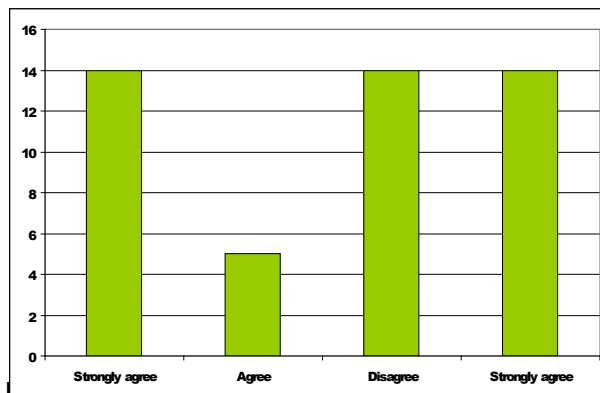
The incorporation of a small/medium sized shopping centre in this scheme will act as an important draw for shoppers and consequently for retailers. The supermarkets location at the back of the scheme will not be ideal for most supermarkets' requirements. However this location is important for making the other units marketable. The pedestrianisation of the High Street provides the opportunity for the Council to pursue a comprehensive town centre expansion scheme based on their land ownership of the Piggins Croft car park. Depending on market conditions this scheme could be viable.

Score +1

Community Support-

The maximum option seemed to receive considerably mixed views. Five people agreed with the option while 14 people strongly agreed, disagreed or strongly disagreed with the option. One of the main factors that people like about this option is the pedestrianised link between Watnall Road and South Street, which greatly increases the permeability of the area. Issues that were disliked with this option were the sense of over development that was felt too much for Hucknall. In particular the addition of a supermarket of that size was felt unnecessary for the area.

Score 0



Maximum Change

The maximum proposal meets the 10 regeneration objectives to a 'Good' or 'Very Good' Support level. With regards to redefining the role of the town centre the proposal would fulfil Hucknall's needs and this option, if delivered, would have the greatest impact on regeneration of the town centre. A strong anchor would be created to counterbalance the impact of the Tesco at the eastern end of the town and space would be created to enable national multiples to take space in the town. More shoppers would be attracted into the High Street to the benefit of the other shops. This also ensures Hucknall's current and future economic competitiveness is met. If the potential alternative

use of vacant shops are met this could also generate a more holistic approach to the future regeneration of the area.

Score +2

HIGH STREET / NEW ROAD 2A MINIMUM CHANGE



► High Street



► Route of Proposed New Road, Car Park off Station Road

This option involves minimum change for the area surrounding the new road proposed by the HTCIS. It is dominated by extensive green landscape treatment with minimal built interventions.

Key Interventions-

- New infill housing
- New apartment block on the corner of Titchfield Street
- New compact office development on the corner of the bus-only proposed street.
- Micro allotment spaces
- Environmental works – Tree planting alongside road
- Cycle paths alongside the new road

Pros-

- New office opportunities to increase local economy
- Improved landscaping/environment for area adjacent to new road
- More Trees
- Better connections onto the national cycle network
- Traffic congestion from High Street eased

Cons-

- Passing trade could be lost to elsewhere
- Possible severance between north and south Hucknall
- Image of Hucknall from passing motorists is made harder to establish and could even be made worse
- Poor connections from new road to High Street and proposed new development around Piggins Croft area

Stakeholder Support-

Scheme could be achieved through changing planning policy to enable development. However there may be the need for a more pro active approach by the public sector acquiring the land and seeking development.

Score 0

Commercial Viability / Deliverability-

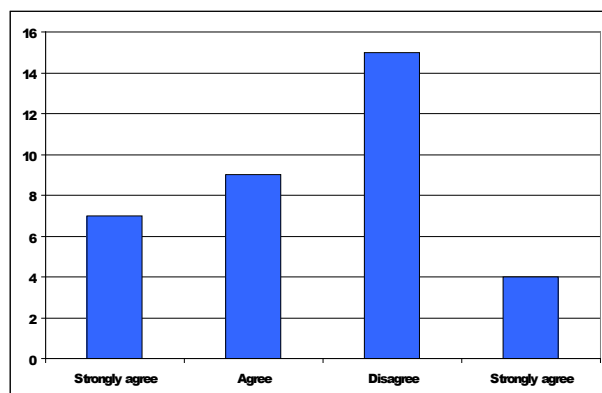
In the present market there would probably be no interest in a private sector apartment development on the HTCIS. This will change once the property market recovers. However an affordable scheme delivered by a Housing Association may work in the short term. There is no office market currently in the centre but it is considered that there is latent demand for offices within the town. However, there is likely to be a need for public sector assistance. Depending on the nature of the scheme this could be from East Midlands Development Agency (EMDA), European Regional Development Fund (ERDF) or through Local Enterprise Growth Initiative (LEGI), either as grant or as a rental guarantee. Land would have to be acquired by the public sector to enable this option.

Score +1

Community Support-

The minimum option received mixed reviews across the board, with peoples views for and against being pretty even, however there is a slight lean towards disliking this option, with 3 more people disagreeing with the scheme than agreeing with it. The main reasons for this were that they found the development to be on too small scale to make any 'worthwhile' difference to the area.

Score -1



Minimum Change

Regenerative Objectives-

The minimum option receives a relatively low score in regards to the other two options for this area. The minimal development proposed which comprises mainly of shop front improvements, a new apartment block, an office block and some infill housing, introduces employment into the town centre and brings more people to live within the centre. This will increase activity that will benefit the retail and service functions, but the option doesn't really satisfy the regeneration objectives to a high level. Despite not

providing poor support to the regeneration objectives there is little good support and the area receives a score of indifferent.

Score 0

HIGH STREET / NEW ROAD

2B MEDIUM CHANGE



► Baker Street



► Old Cottages (off Baker Street)

This option involves medium change for the area surrounding the new road proposed by the HTCIS. It proposes a combination of green landscape treatment together with interventions that start to define a built edge to the road.

Key Interventions-

- New infill housing
- New apartments and housing on both corners of Titchfield Street
- New Compact office developments on the corner of the bus-only proposed street as well as a cluster of offices at the eastern end of the new road.
- Environmental Works – Tree planting alongside road
- Cycle paths alongside new road

Pros-

- New mixed office opportunities to increase local economy
- Improved landscaping/environment for area adjacent to new road
- More trees
- Better connections onto the national cycle network
- Traffic Congestion from High Street eased
- Better defined building edge to the town centre

Cons-

- Passing trade could be lost to elsewhere
- Possible severance between north and south Hucknall
- Poor connections from new road to High Street and proposed new development around Piggins Croft area
- Current housing market may deter developers from building further residential schemes

Stakeholder Support-

Scheme could be achieved through changing planning policy to enable development. However there may be the need for a more pro active approach by the public sector acquiring the land and seeking development.

Score 0

Commercial Viability / Deliverability-

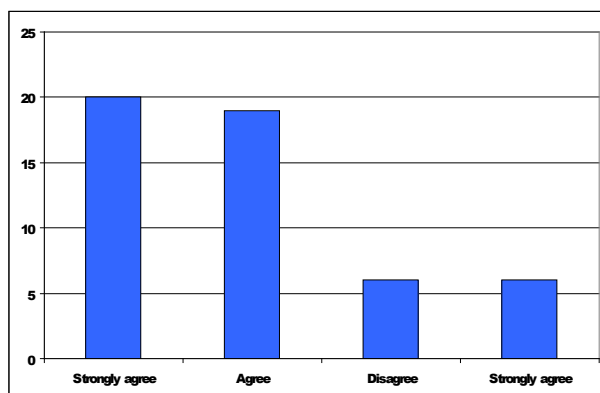
This option provides more housing and office development than proposed in option 2A. The masterplan has a 10-15 year horizon and over that period it is considered that the housing proposals will be deliverable. Once an office market is established in the town centre, there is likely to be a decreasing need for public sector assistance for new office development. The only major issue will be the acquisition of land to enable this development.

Score +2

Community Support-

Public opinion for this option was very positive with over 3 times the number of people agreeing than disagreeing. In total 20 people and 19 people strongly agreed or agreed respectively with this option, over 6 people who disagreed and 6 people who strongly disagreed. The main reasons for this were people felt that this would be a realistic and achievable option that could be met in the foreseeable future.

Score +2



Medium Change

Regenerative Objectives-

The medium option better satisfies most of the objectives to improving the town. The regeneration will be enhanced by more people living and working close to the centre, providing benefits to town centre shops and services as well as increasing activity and security in the centre. In addition the increased development on the HTCIS will assist towards making the new road a town centre street rather than a bypass which separates the town from the residential areas to the north and encourages drivers to sweep through the centre without stopping. The proposal gives good support to the objectives although 2 receive a score

of 0 as they play little part in determining the extent of the town centre boundary and improving the links between the NET station and the High Street. All of the other objectives have been met to a good or very good standard ensuring that this option would play an excellent role in improving Hucknall.

Score +2

HIGH STREET / NEW ROAD

2C MAXIMUM CHANGE



► High Street



► Route of Proposed New Road

This option involves maximum change for the area surrounding the new road proposed by the HTCIS. It proposes extensive built interventions with a strategic landscape treatment that defines an urban corridor and new entry point to Hucknall.

Key Interventions-

- New infill housing
- New apartments and housing on one corner of Titchfield Street as well as the corner of the Bus-only street
- New office development on the other corner of Titchfield Street
- New medium sized office development at the junction with Station Road
- New micro office block at the end of Albert Street
- New mixed development on the north side of the new road
- Environmental works – Selective tree planting alongside road
- Cycle paths alongside new road
- Multi-storey Car-Park

Pros-

- Extensive mixed office opportunities to increase local economy
- Improved landscaping/environment for area adjacent to new road
- More trees
- Better connections onto the national cycle network
- Traffic congestion from High Street eased
- Better defined building edge to the town centre
- Further choice in the residential offer
- A defined urban corridor that marks the edge of the Town Centre
- Further Car-Parking made available by the multi-storey car-park

Cons-

- Passing trade could be lost to elsewhere
- Possible severance between north and south Hucknall
- Poor connections from new road to High Street and proposed new development around Piggins Croft area
- Current housing market may deter developers from building further residential schemes
- Possible over reliance on the office market

- Several building and land acquisitions required
- Parking in the multi-storey will not be free

Stakeholder Support-

Scheme could be achieved through changing planning policy to enable development. However, there may be the need for a more pro active approach by the public sector acquiring the land and seeking development.

Score 0

Commercial Viability / Deliverability-

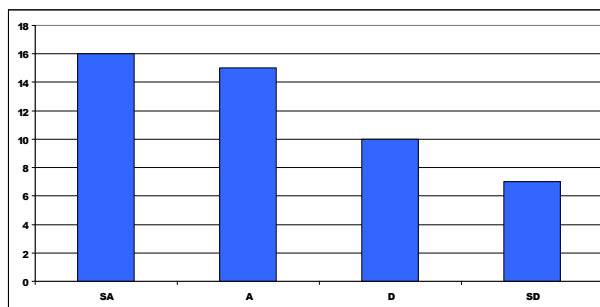
The housing elements of this proposal are likely to prove attractive and viable over the period of the plan. Whether there is sufficient demand for this quantum of office development will depend on how well the initial schemes let/sell.

Score +1

Community Support-

The maximum option received strong views in favour, with nearly double that of the minimum option. However it did receive more views against it in comparison to the medium option, mainly as people were opposed to the additional offices and residential developments and the questions this would raise with regard to the parking issues.

Score +1



Maximum Change

Regenerative Objectives-

The maximum option meets 6 of the regeneration objectives to a 'Very Good' standard with 1 other objective being met to a Good standard and only 2 objectives deemed as indifferent; improving the links between the NET station and the High Street and determining the extent of the town centre boundary. Of all three schemes this is the one which would best satisfy the town's regeneration objectives with more people living and working close to the centre providing benefits to town centre shops and services, activity and security in the centre. In addition the increased development on the HTCIS will assist towards

making the new road, a town centre street rather than a bypass that separates the town from the residential areas to the north and encourages drivers to sweep through the centre without stopping.

Score +2

STATION ROAD LINK

3A MINIMUM CHANGE



► NET Car Park



► Former Byron Cinema

This option involves minimum change for the area surrounding the Station Road link. It proposes a better defined route from the NET station to the High Street as well as environmental improvements with no built intervention.

Key Interventions-

- New link bridge across Brook
- Relocated level crossing on Ashgate Road
- Improved public realm along route
- Planting between route and existing TESCO petrol station
- Improved signage and maps
- Refurbishment of former Byron Cinema

Pros-

- Improved link between NET station and High Street
- The Brook becomes a positive feature to be enjoyed and increases the chance of additional wildlife being attracted
- Better legibility of town centre direction
- Refurbished cinema creates a focal point and area of activity at the entrance of the High Street

Cons-

- Arrival point is still a car-park and lacks any level of interest
- Route is not as direct as it could be
- No link towards the leisure centre
- Natural surveillance is still non existent

Stakeholder Support-

It will be important to obtain the support of both the Council and Nottingham County Council, as Highway Authority, to implement this scheme.

Score 0

Commercial Viability / Deliverability-

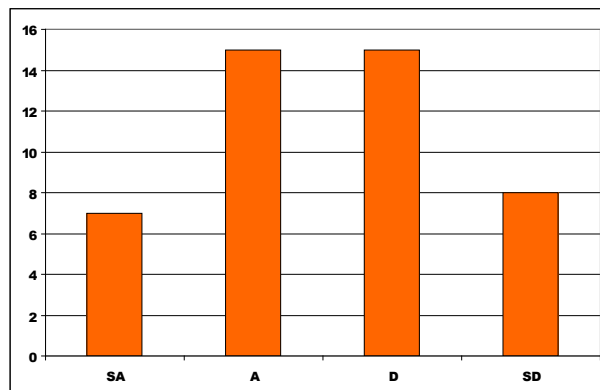
All of the actions proposed in this option could be carried out with public sector funding. This funding could be through any Section 106 funding for town centre development, Transport Supplementary Grant or other relevant funding stream. Perhaps these improvements could be included as part of the HTCIS.

Score +2

Community Support-

The minimum option received a general indifferent response from the public, an almost equal number of people were in favour of the development to those that were not. General consensus was that this option did not make much of a statement in comparison to the other options, there was little else done apart from make the route between the station and the high street more accessible for pedestrians and the way the route went to the Tesco's was not particularly liked. Although this option was considered better than the current situation the other two options were regarded more highly.

Score 0



Minimum Change

Regenerative Objectives-

The minimum option meets the least of the objectives for this area and the ones that it does meet are predominantly to a 'Good' standard only. This option would only make minimal changes to the areas problems, i.e. it would make it easier to access the town centre from the station but it would still not create an interesting and attractive route to attract people into the town centre. It would also create only limited improvements to the station and car park area. It does not allow for the opportunity of new premises or key features to develop.

Score 0

STATION ROAD LINK

3B MEDIUM CHANGE



► Miner Statue on Station Road



► Ashgate Road

This option involves medium change for the area surrounding the Station Road link. It proposes a large development to mark the arrival point to Hucknall by tram as well as a clearly defined direct route from the NET station to the High Street. The refurbished cinema is further complemented by a new build heritage centre on the opposite corner.

Key Interventions-

- New link bridge across brook
- Relocated level crossing on Ashgate Road
- Improved public realm along route
- New mixed development at tram stop – Retail with residential above
- Planting between route and existing TESCO petrol station
- Improved signage and maps
- New heritage centre
- Pedestrian and cycle link to leisure centre

Pros-

- Improved direct link between NET station and High Street
- Improved pedestrian/cycle link to leisure centre
- The Brook becomes a positive feature to be enjoyed
- Better understanding of town centre direction, orientation and legibility
- Natural surveillance over public route and station
- Activity generated by mixed retail overlooking the public route
- Hucknall's heritage can be celebrated and documented in one accessible location

Cons-

- Several land and building acquisitions required
- Current housing market may deter developers from building further residential schemes
- Funding may not be available for a heritage centre

Stakeholder Support-

The Council, preparing a development brief for the site and letting the private sector acquire and develop the site, could deliver this scheme. Section 106 funding could be used to carry out the environmental works and the bridge link.

Score +1

Commercial Viability / Deliverability-

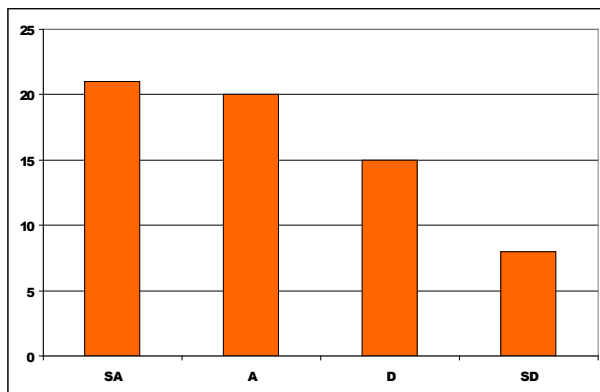
In the present market there would probably be no interest in a private sector apartment development. However in the medium to long term there would be interest in such an accessible location to the rail and NET stations. It is known that the existing occupiers are willing to sell. There is likely to be limited demand in retail use, perhaps only a newsagent related to station. The site could also have attraction for office uses. A residential scheme with limited retail would probably be both viable and deliverable. The Heritage Centre proposal at Station Road/Portland Road corner would need careful consideration in terms of its potential function, its funding and sustainability.

Score +1

Community Support-

The medium option was very well received and with a total of 41 people either agreeing or strongly agreeing to the option it has the second highest votes after the medium option for the Piggins Croft area. People liked this option as it created a positive link to the town centre, with good permeability from the station to the memorial statue. Whilst some development was proposed it did not mean the loss of too much parking, which is a highly sought after facility.

Score +2



Medium Change

Regenerative Objectives-

The medium option for this area meets most of the regeneration objectives to a 'Good' or 'Very Good' standard. The option will result in better linkage with the town centre from the station, by increased permeability and generates a sense of arrival into the town once one steps off the tram. The environment would be improved and areas earmarked for development would help to generate some activity around the area helping to increase safety and security around the station.

Score +2

STATION ROAD LINK

3C MAXIMUM CHANGE



► Current Pedestrian entrance to NET station



► Brook

This option involves maximum change for the area surrounding the Station Road link. It proposes an extensive mixed development to mark the arrival point to Hucknall by tram as well as creating a pedestrian and cycle gateway and direct route from the NET station to the High Street. The refurbished cinema is further complemented by a new build heritage centre on the opposite corner. Lost NET parking spaces are restored through an additional car-park deck built over the existing surface parking to retain the current park and ride capacity.

Key Interventions-

- New link bridge across Brook
- New mixed development at Tram stop – Retail with residential above
- New Retail and opportunity for Crèche / Nursery
- Deck Parking for NET station
- Relocated level crossing on Ashgate Road
- Improved public realm along route
- Planting between route and existing TESCO petrol station
- Improved signage and maps
- New Heritage Centre

Pros-

- Improved direct link between NET station and High Street
- The Brook becomes a positive feature to be enjoyed
- Better understanding of town centre direction and orientation
- Natural Surveillance over public route and station
- Crèche / Nursery provides working families with additional help
- Activity generated by mixed retail overlooking the public route
- Hucknall's heritage can be celebrated and documented in one accessible location

Cons-

- Several land and building acquisitions required
- Current housing market may deter developers from building further residential schemes
- Funding may not be available for a heritage centre

Stakeholder Support-

In addition to the private sector land required for this proposal (the owners are agreeable to selling), land would be required from Nottingham Passenger Transport Executive, who would lose car parking from the site. There would be a need to ensure that this is replaced on the proposed deck scheme.

Score 0

Commercial Viability / Deliverability-

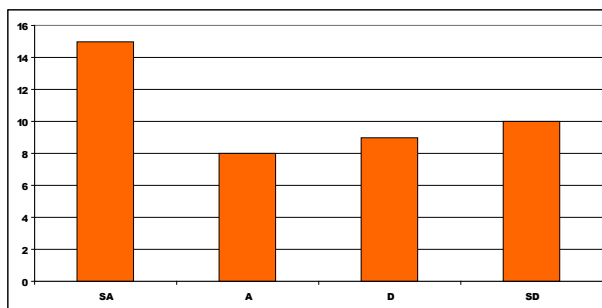
This option is similar to the Medium change option with more mixed-use development. The comments above also apply. This scheme may meet difficulties with obtaining the car park for the scheme and ensuring deck car parking is included on the balance of the car park.

Score +1

Community Support-

The maximum option receives mixed support with only a few more people agreeing than disagreeing with the option. Those that agreed with the option were in favour of the link from the station and the amount of development proposed along the new route, as it was felt that this would help to make the route into the town centre more attractive and vibrant. In contrast to this those opposed to this option felt that there was too much development alongside the link and the loss of parking as a result was a negative factor for the area.

Score +1



Maximum Change

Regenerative Objectives-

The maximum option fits the criteria of most of the regeneration objectives at a 'Very Good' standard, 6 of the 10 objectives received a score of +2. Similar to the Medium option this option will result in better linkages with the town centre from the station, improve the environment and increase safety and security around the station. The plan allows for a considerable amount of development by the NET

station, which could be filled with a variety of uses from, office, residential and childcare facilities. This will help to satisfy the regeneration of the area and meet the needs of those using the area.

Score +2

PREFERRED OPTION / S



Scores

The scores for each option were tabled together to produce a matrix of marks to indicate the preferred options.

The preferred options are:

Piggins Croft Area - Maximum Change
High St. / New Road (HTCIS) - Medium Change
Station Road Link - Medium Change

These preferred levels of change will help guide the Pick and Mix Masterplan in weaving together the three areas.

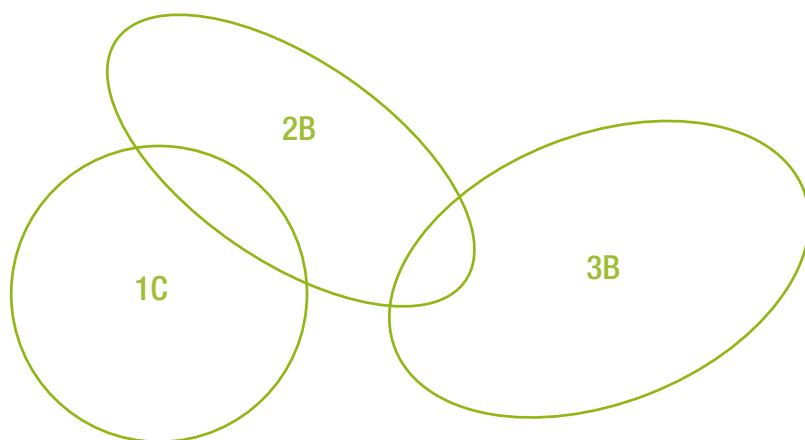
ISSUES	Piggins Croft Area			High St. / New Road (HTCIS)			Station Road Link		
	1A: Minimum	1B: Medium	1C: Maximum	2A: Minimum	2B: Medium	2C: Maximum	3A: Minimum	3B: Medium	3C: Maximum
Community Support	0	2	0	-1	2	1	0	2	1
Stakeholder Support	-2	-2	1	0	0	0	0	1	0
Viability/Delivery	0	-2	1	1	2	1	2	1	1
Regenerative Objectives	0	1	2	0	2	2	0	2	2
Total	-2	-1	4	0	6	4	2	6	4



Piggins Croft Area - 1C: Maximum Change



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



Station Road Link - 3B: Medium Change

PICK + MIX MASTERPLAN



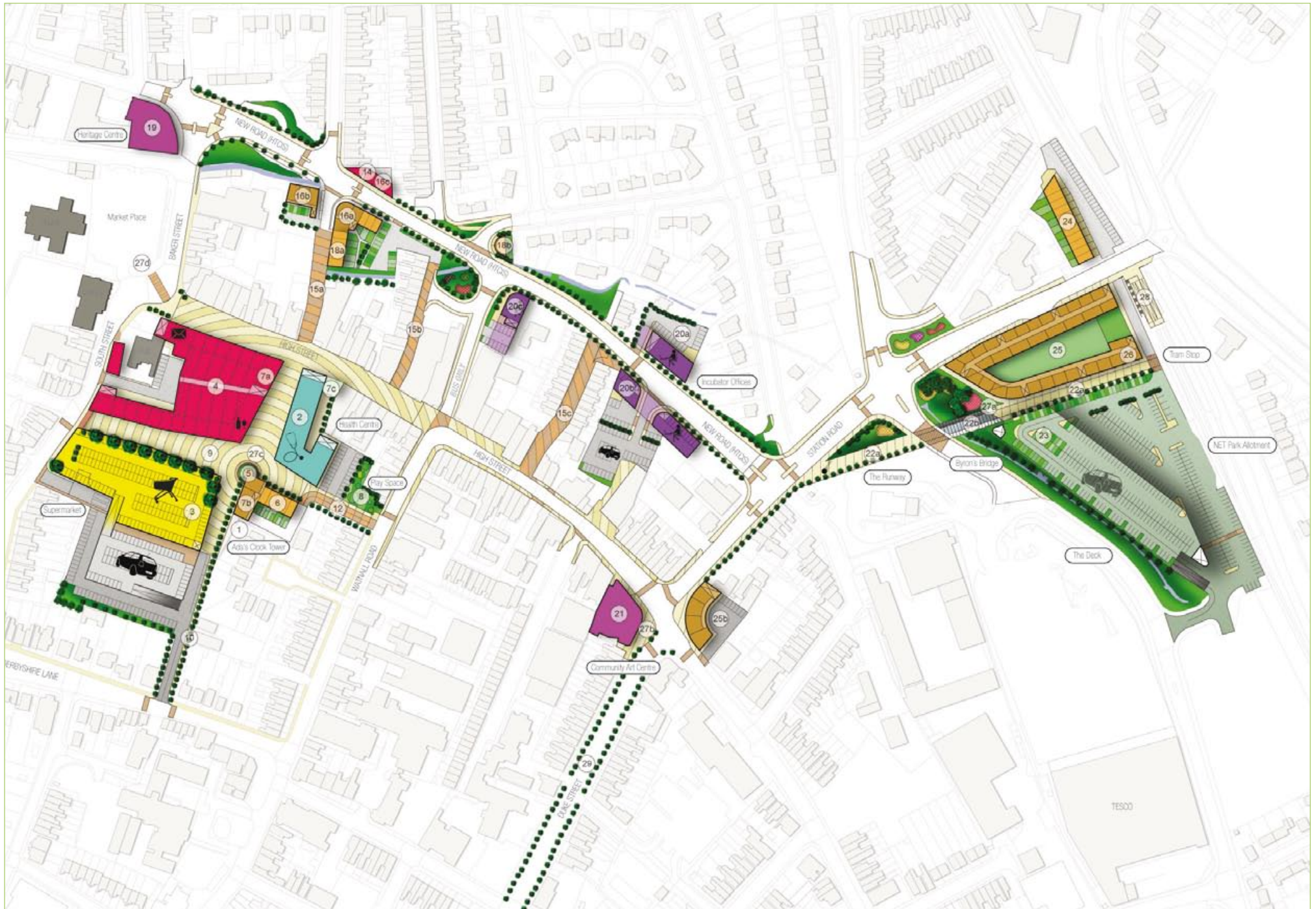
The preferred options have been developed into a preferred masterplan as illustrated on the opposite page. This brings together the three preferred options in the context of the town centre as a whole. This has been broken down into a series of discreet projects as described below.

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 upper end of 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 in the future.

The three opportunity areas together with other proposals for the town centre are broken down into 29 projects. These will now be further appraised and costed and assembled into an implementation strategy. The starting point is clearly the HTCIS 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.



NEXT STEPS



► The Ranges

Now the areas for change and preferred options for Hucknall Town Centre have been appraised and brought together in a final draft Masterplan we can now translate this work into a clear implementation strategy for redefining the town centre over the next 15-20 years. This will provide a 'roadmap' for Hucknall to achieve its desired position as a premier Ashfield town.

The next stage is entitled 'Implementing Hucknall' and will consist of the following:

Development Appraisals

The development appraisals will be produced for feasibility purposes and will not constitute an official RICS Red Book valuation. Having gained agreement for the preferred options more detailed development appraisals will be undertaken for the identified projects and schemes. We will refine details on:

- Site acquisition costs
- Clearance costs
- Building works costs
- External works and services (utilities, drainage, access roads, public realm)
- Re-mediation and infrastructure works
- Capital values and rental yields
- Overall costs, values and profits

A clear set of assumptions will be provided to accompany the appraisals.

Land Assembly Strategy

Successful delivery will rest on the ability to assemble and package land for development. This will include maximising the use of Council owned land and utilizing CPO powers where necessary if voluntary acquisition is not forthcoming. We shall also recommend relocation options where appropriate. The role of the public sector will be an important consideration when reviewing delivery mechanisms.

Phasing Strategy

Phasing will be affected inter alia by the complexity of ownerships, stage in the development cycle, environmental and technical constraints as well as the ability of the site to unlock wider regeneration opportunities and act as a potential catalyst for change. We shall prioritise individual site and areas for early wins and further phasing based on these issues and delivery.



Funding Strategy

The overall costs and values will be collated into a financial plan which will show the overall, private sector investment expected to be levered in and any public sector funding requirements in a phased programme over an agreed period. Funding sources would be identified including the bending of mainstream resources and better co-ordination of mainstream providers and external agencies.

Partnership and Delivery Arrangements

We shall advise on the necessary partnership arrangements and membership in order to implement the masterplan. This will provide advice on the roles and responsibilities of delivery partners. This will also include procurement strategies for key sites the target developer audience (house builders, regeneration specialists, commercial developers etc) and timing of the selection of a developer partner, development agreements, procurement routes, joint ventures etc.

Investment Plan

The delivery plan will clearly break down each project into its constituent elements and provide a clear route map to implementation. Due to the sensitive content (e.g. commercial information) of this document it is envisaged that this will remain confidential. Each project will have a clear pro-forma containing:

- Description of the project
- Location of the project
- Cost
- Phasing
- Project champion and partners
- Funding sources
- Outputs
- Policies satisfied
- Risk identification/mitigation

Stage 3 Report: Final Masterplan

This final stage would bring the project to its completion by the production of final drawings, text and the masterplan report. The report will be well written, concise, easy to read and able to clearly communicate to a wider range of audiences

The final report will include:

- An executive summary
- Succinct descriptive and analytical text illustrated by a series of spatial plans, drawings and photographs
- Strong evidence and rationale for the final proposals linking back to the baseline and consultation events
- Plan based material provided in a format to be agreed with the client
- Delivery Strategy
- Investment Plan



GORDON HOOD REGENERATION