

BROAD MARSH DEVELOPMENT BRIEF

July 2002

1. INTRODUCTION

The redevelopment and extension of the Broad Marsh Centre has been an objective of the City Council since 1990. The site is allocated in the adopted local plan and the new deposit draft local plan. Outline planning permission has been granted. This development brief will provide the basis for determining planning applications for the redevelopment and extension of the Broad Marsh Centre.

The development envisaged includes the comprehensive remodelling of the existing centre and the redevelopment of Collin Street and the area south to Canal Street, together with land east of Middle Hill to the Cliff Road housing estate. A shopping centre with street entrances on three levels is envisaged. This will work with the topography to provide convenient pedestrian routes. Major changes in the traffic system are required. This will be enabled by the new Southern Relief Route, which allows for significant reduction of traffic on Canal Street.

2 DEVELOPMENT OBJECTIVES

In seeking development in the Broad Marsh area the City Council wishes to achieve the following objectives:

1. An expansion of retail and leisure facilities which will accommodate anticipated commercial demands and support the continued development of Nottingham as a major regional shopping and leisure destination.
- 2 The provision of a new NET and bus station with high quality passenger facilities.
- 3 The remodelling of the highway network in order to:
 - reduce the physical barriers between the central core and the Southside area presented by the existing shopping centre and Collin Street
 - improve the legibility of pedestrian routes between the central core and the Southside and reduce the dominance of traffic on Canal Street
 - provide a comprehensive bus priority between the central core and Carrington Street

- improve cycle links between the Old Market Square and the Southside area.
- 4 The creation of attractive new public spaces and the enhancement of key views to and from the Castle and Lace Market.
 5. The replacement of unsightly structures and car parks and the blank frontages of the existing centre with attractive and coherent new buildings, which properly address the street and are appropriate for the importance of the 'gateway' location.
 6. A mixed use development with active frontages to streets and arcades and a mixture of uses which would encourage activity outside shopping hours.
 7. Safeguard the amenity of neighbouring residents in the Cliff Road area.

3 USES

A mixed-use development is required. The development should incorporate a wide range of retail and leisure uses including large department stores, food retailing, A2 financial and professional services, a range of restaurants, cafes, bars and other leisure uses. Offices would be acceptable. The inclusion of residential uses within the scheme would be encouraged and would provide vitality and informal security outside shopping hours.

A retail floorspace of approx. 115,000m² gross lettable area is acceptable, in line with the existing outline permission and the conclusions of the Greater Nottingham Retail Capacity Study which states that this level of retail floorspace is sustainable.

A retail appraisal should be submitted with the application.

4 MASSING AND URBAN FORM

The new development must not repeat the mistakes of the 1970s shopping centre in being designed as a mega structure which completely disregarded the long-established street pattern which had evolved in Nottingham.

In order to repair the damage to the fractured townscape, it is essential that the new development respects the urban grain of the City Centre, with clear streets and urban blocks of buildings to provide for legibility, separate identity and future flexibility. The development must therefore be executed as a number of separate urban blocks, each with frontages designed to reflect the scale, grain, siting and rhythms found in the surrounding streetscape. An urban design analysis of the existing

character of Lister Gate and Carrington Street should accompany any planning submission. The urban blocks are illustrated diagrammatically in the plan.

The architecture must pay careful attention to the rhythm of frontages, the proportion and nature of the facades, including their termination. The buildings must be designed so that blank frontages are avoided. The architecture should incorporate well-proportioned fenestration. There should be ground floor shop windows wherever possible.

The buildings must be a high quality design, respecting the setting, adjacent to the Old Market Square, Lace Market, Station and Nottingham Canal conservation areas. Their height and mass must respect the context of adjacent buildings and spaces.

Service access will be required from Canal Street, Maid Marian Way and Popham Street. Service yards must be enclosed from street frontages and entries must be of the minimum width required.

The positioning of car parks must be carefully considered to avoid forming part of the more prominent elevations of buildings, since however well designed a car park offers little or no frontage activity and minimal visual interest. Car park accesses need to be designed to fit into the street scene and building elevations in a simple and unobtrusive manner.

The roofscapes of the buildings must be designed to minimise views of any roof top car parking. A landscaped 'green roof' will be expected in prominent views from the Castle. Other roofscapes can be made visually interesting by varying massing and the introduction of varied roof forms.

Quality material and methods of execution are expected. The palette of materials acceptable for use in building facades should be taken from that found in the surrounding streetscape. Where other materials are proposed justification for their use will be required.

5 PEDESTRIAN ENVIRONMENT AND LINKAGES

North–South Pedestrian Route

A key objective of the development is to re establish the Lister Gate to Carrington Street route as a direct, legible, convenient and safe main pedestrian axis between the central core and the Midland Station/Southside area. This route must take the form of a pedestrianised public street. It is essential that this route provides clear vistas through the development and that these views are not blocked by buildings or structures.

The quality of this pedestrian route, and the extent to which it will be perceived as “public” rather than a private space will be one of the most important considerations in assessing any planning applications.

The proportions and relationship of the width of the street and height of buildings are important to provide an attractive space and to maximise daylight. The minimum width of the street should be similar to Lister Gate to the north and Carrington Street to the south.

The north-south route should be designed as a public street with external finishes to buildings and ground surfaces. Departure from this principle would require justification.

The pedestrian route must be designed to appear as a seamless extension of the public street. It should emphasise the continuity of the street, rather than appearing to be entering a building.

Bridges linking upper level balconies must be kept to a minimum, with only one pedestrian bridge at each route junction on each level of the development. The bridges should be the minimum width practically possible and be positioned at right angles to the pedestrian routes. Any vehicle bridge to access upper level servicing must be achieved without detriment to the view from Lister Gate. Structures spanning the route must read as bridges between solid buildings, rather than the dominant impression being one of a series of light wells.

Lifts and escalators should be set behind street frontages so as not to detract from the character of the space as a “street”.

Detailed information illustrating the pedestrian route including plans, elevations and cross sections will be required to assess the massing and siting of buildings for the planning application.

Other Pedestrian Routes

The development will also need to provide for safe, direct and legible pedestrian routes between:

- Lister Gate to Maid Marian Way/Wilford St/Castle Boulevard
- Weekday Cross, Garners Hill and the Lace Market to Cliff Road and Canal Street
- Stanford Street to Maid Marian Way

The pedestrian routes through Garners Hill and St. Nicholas’s Churchyard should be designed so as to create an attractive and safe environment. This will include quality landscaping, carefully designed lighting and informal surveillance through building design.

These pedestrian routes must be open to the public at all times.

It is important that broad pavements are provided to the street frontages of the development with ‘active uses’ on Canal Street, Maid Marian Way and Middle Hill.

Pedestrian Crossings

It is essential that the new road layout provides for attractive, direct, convenient and safe pedestrian crossings on the main desire lines, and that pedestrian convenience is given a high priority in road design. This must include full accessibility for disabled people.

A clear, direct, single-phase pedestrian crossing of Canal Street from Carrington Street to the Broad Marsh development will be essential. This will incorporate raised paving to facilitate all directions pedestrian crossings.

The other pedestrian links across Maid Marian Way, Canal Street and Middle Hill are also very important to the effective linking the Southside area to the central core. An attractive and convenient pedestrian environment is essential, with clear routes and pedestrian crossing points as direct as possible.

6 CREATING AND ENHANCING PUBLIC SPACES

The development will create a large new “quarter” within the city centre. It is important that new public spaces are created, providing attractive environments incorporating high quality paving, landscaping, seating and public art.

Castle View

There is a major opportunity to provide a new public open space to the west of the main north south pedestrian route. This area, at the centre of the development, enjoys excellent views and aspect westward to the Castle. A significant new “square” is required here. This will also have the advantage of breaking down the development into distinctive building blocks.

The 'square' must be clearly visible from the north-south pedestrian route. If upper level connections are required to bridge the entrance to the square, these should be designed to have minimal impact in the views westwards from the north-south pedestrian route towards the Castle. To this end, any pedestrian bridges must have transparent sides.

The square must be aligned to focus on the best of the Castle views – south of the tallest Peoples' College block and be far enough east to capture the best of the longer range view over the College buildings altogether. As much south – facing aspect should be achieved as possible in addition to the west –facing Castle viewing corridor.

The main part of the space should be level. Any necessary change in level in the space should be designed to accommodate south and west – facing seating terraces.

The buildings defining the space should be designed to address it with active frontages, permeable edges and human scale architecture.

The shape of the space should maximise southerly orientation and Castle views. It should be suitably proportioned width to height and should have some enclosure towards Maid Marian Way to shield the space from traffic noise/fumes and prevent loss of containment at ground level. A freestanding lightweight building which capitalises on the level change at the road frontage may be appropriate. The space does not have to be a formal rectangle, a trapezium for example would maximise the viewing corridor.

Carrington Street

The new development, directly opposite Carrington Street and the main pedestrian crossing of Canal Street will form an important threshold to the shopping centre and provide a direct visual link from the Midland Station. It is essential that this public space be of sufficient size to provide a proper setting for major buildings and signify a major point of arrival. The height and massing of the buildings around the space should be carefully designed to minimise overshadowing of the space and maximise sunlight.

Garners Hill

Garners Hill between the Lace Market and Cliff Road is an important historic and townscape feature. The adjacent small park is in need of significant improvement. The lower end of the steps is unsatisfactory in community safety terms and the former railway structures need to be substantially remodelled to provide an attractive transition between Garners Hill and Cliff Road. Very careful consideration needs to be given to the design of this area, which will be dominated by the road and NET viaducts above.

7 VIEWS

There are two major features close to the Broad Marsh; to the east the Lace Market Cliff and to the west the Castle. The development must be carefully designed to protect and enhance these important views.

The dominance of the Lace Market Cliff is a key feature in the Nottingham topography and townscape. Clear views of the cliff from Canal Street and the upper part of Middle Hill are essential.

In order that these views are retained, buildings on the northern part of the Broad Marsh East site shall be no higher than the existing NET viaduct. The views which must be protected are illustrated in the plan.

8 URBAN BLOCKS

The development must therefore be broken up into a number of separate urban blocks, each with frontages designed to reflect the scale, grain siting and rhythms found in the surrounding streetscape. The blocks are illustrated diagrammatically in the plan.

Canal Street

The Canal Street frontage, west of Middle Hill, must be broken down into distinct blocks, each incorporating separate buildings. This will be facilitated by the formation of a new public space opposite Carrington Street (see above).

The buildings framing this space will be of particular importance in the view northwards from the Midland Station, a main point of arrival in the city. It is essential that these buildings be of a scale and distinctiveness to contribute very positively to the streetscape. It will also be important that there are significant retail or leisure units opening onto the space in order to provide the scale and presence needed here.

Ground floor shop frontages will be required for the full length of Canal Street, except for a minimum service access.

Maid Marian Way

At the corner of Canal Street and Maid Marian Way, a major road intersection and principal entry to the city centre, a distinctive “landmark” building is required. This would be an excellent location for a department store, which should have outwardly visible activity on a number of floors, including ground floor display windows. A main entrance to the store from the Canal Street/Maid Marian Way junction will be required. The design of the building must screen the roof top car park particularly when viewed from the Castle.

The development fronting Maid Marian Way should comprise two distinct urban blocks separated by the new public square facing the Castle.

Whilst shop frontages will be required flanking the square, given the change in levels along Maid Marian Way these may not be practical. Attractive modelling of these elevations will be essential.

Lister Gate – Stanford Street

This is a key transition between the historic core and the Broad Marsh area. The importance of the pedestrian north-south route along Lister Gate needs reinforcing and much more distinctive architecture is required on the east side of Lister Gate, preferably with visible activity at upper levels.

It is also essential that the new urban blocks created by the development restore as far as possible the traditional street pattern. Restoring the street line of Stanford Street at its junction with Lister Gate is particularly important both, in terms of townscape and legibility.

Middle Hill

Middle Hill needs to be redesigned as a conventional street, fronted by buildings and with pedestrian activity. If possible the existing viaduct should be re-built and aligned with the NET viaduct. The realignment of the viaduct would be beneficial because this would allow for a much simpler and clearer relationship between the viaducts and the new urban blocks, enable the NET stop to be better integrated with the building and provide views of the Lace Market.

The design of the building levels to the rising street will need to be carefully considered to ensure a satisfactory relationship and maximise street frontage. Street activity would be enhanced by locating a department store here, overlooking the Lace Market with visible activity on a number of levels. This should be a building of distinctive architecture, with a large amount of glazing.

A broad new, pedestrian entrance, linking to the middle level of the centre should be created, breaking down the down the development to the west of Middle Hill into distinct building blocks..

At Weekday Cross there is an opportunity to develop the old railway cutting, to provide a distinctive new building with a frontage also to Middle Hill. It is not envisaged this will form part of the Broad Marsh development but will require careful consideration in relation to proposals for open space at Garners Hill. A detailed brief will be produced.

Broad Marsh East

The block along Canal Street to the east of Middle Hill requires a building of appropriate scale to this important main road frontage. The context for the scale of this building will be the Victorian commercial buildings opposite and the new Capital One building to the south.

The re-building of Middle Hill to the east of the NET viaduct would form a cross roads with Trent Street and allow for fine views of the Lace Market escarpment and the former Unitarian Chapel on High Pavement in particular.

In order to protect the amenity of houses on Shortwood Close, the development fronting new Popham Street must be no closer than 20 metres to housing at Shortwood Close.

No commercial frontages or service yards are acceptable facing onto the housing, in order to protect the amenity of the residential area. Elevations will need to be robustly and attractively modelled in order to provide visual interest. Entrances to shops will be encouraged however at Cliff Road/Garners Hill.

9 HOME ZONE

A realigned Popham Street is required between Canal St and Cliff Road. This will provide a clear division between the Broad Marsh development and the Cliff Road residential area. This road must provide convenient and direct pavements to either side, together with attractive landscaping.

The streets of the Cliff Road housing estate will be redesigned as a “home zone”, to provide a safe play environment for children and communal meeting space for residents, prevent ‘casual’ parking and substantially reduce the speed and volume of traffic.

The Broad Marsh development will be expected to contribute to these improvements through a Section 106 obligation.

10 TRANSPORT

Transport Assessment

A Transport Assessment will be required. This will specify the detailed transport improvements to be undertaken, and how these contribute to the City Council’s transport strategies.

The developer will be required to enter into a Section 38 agreement to undertake the highway works and other transport improvements required.

Public Transport

The development must provide for bus priorities between:

- Maid Marian Way and Carrington Street (northbound and southbound)
- Carrington Street and Middle Hill (northbound and southbound including access to and from the bus station).

A replacement bus station and a new NET station must be provided. This must be designed to offer high quality facilities for passengers. It must be fronted by active uses, creating informal surveillance of the public areas and a safe environment. There must be easy and legible pedestrian access to the city centre and the Broad Marsh Centre.

Taxis

Convenient taxi ranks must be provided.

Car Parking

There are currently 2,000 car parking spaces in the three car parks within the site. The proposed retail floorspace will increase by 73,000m² from 42,000m² to 115,000m².

The City Council's adopted car parking standard is one space per 25m² of gross retail or leisure floorspace. However car park provision at this standard for the development, i.e., 4,600 spaces, is considered excessive. The Broad Marsh Centre is at the hub of existing and planned public transport systems and a network of park and ride sites. The impact of car parking of this scale on the layout and design of centre, on access arrangements to car parks and on the scale and capacity of roads required in the area would also be unacceptable. A lower level of car parking provision will therefore be negotiated, and will be subject to a detailed Transport Assessment.

Parking must be managed for the benefit of shoppers and visitors only in accordance with a Section 106 Agreement to prevent commuter parking.

The car parking should be provided in at least 3 separate car parks with access from Maid Marian Way and Middle Hill.

A car park access signing and management plan including enforcement issues to minimise the impact of queuing traffic on the network will be required.

Shopmobility

A Shopmobility facility must be provided within the development in accordance with a detailed brief allowing access to all facilities. This must be managed by the centre in accordance with a Section 106 obligation.

Cycle facilities

Cycle parking, including cycle lockers, should be provided in accordance with the standards in the adopted local plan.

11 ARCHAEOLOGY

The development site includes areas that may contain potential archaeological deposits. These include the area of Greyfriar Gate. A programme of archaeological investigation will be required, including an archaeological evaluation of the site in accordance with an agreed brief and specification. If necessary separate briefs should be

prepared for each of the separate urban blocks. These will include arrangements for the excavation of affected areas, the recording of finds, their analysis, deposition if appropriate in a museum and the publication of a final report. The development should also safeguard any caves that may be present. They should be investigated and recorded. The shopping centre shall provide access to and exhibition facilities for the caves on a similar basis to that existing.

12 SUSTAINABILITY

Measures shall be in place to maximise energy efficiency and reduce CO2 emissions from the proposed buildings, e.g. orientation, high degrees of thermal insulation, utilising thermal mass, maximising natural ventilation, etc. Where the demolition of existing buildings is required, the recycling of useful construction materials, such as bricks, stone and the reuse of crushed concrete or brick as secondary grade hard core within the new development should be considered. Consideration should also be given to the use of recycled building materials from other sources.

The proposed building(s) should be tested against the Building Research Assessment Method (BREEM 5/93) and achieve a 'very good' rating in terms of their overall energy efficiency.

Provision for the recycling of rainwater or 'grey' water should be integrated into the scheme.

Use of the District Heating Scheme will be encouraged.

The principles of adaptability should be incorporated into the scheme, promoting development that can respond to changing social, technological and economic conditions.

13 UTILITIES

The proposals for Broad Marsh are likely to have a significant impact upon the provision of utility services. The relevant statutory undertakers should therefore be contacted early in the development process to ensure assessments are made of the implications of the development upon the provision of utility services.

14 LOCAL TRAINING AND EMPLOYMENT

The development should seek to maximise employment and training opportunities for local people in the interests of sustainable development and the economic well being of nearby communities.

15 ENVIRONMENTAL IMPACT ASSESSMENT

A full environmental impact study shall be submitted with the application.

16 PHASING PLAN

An outline application must include an overall 'masterplan' for the development. A detailed phasing plan will be required showing the impact of construction on pedestrian routes, public transport and highways. A scheme which can be constructed in discrete phases would be less disruptive of the City Centre as a whole and would allow for adaptation and more flexibility.

It should be ensured that that disruption to existing businesses is minimised during the construction period.

17 PRESENTATION MATERIAL

In order to fully understand the development and its relationship to the topography, levels and surrounding buildings, a working model showing the massing of buildings is essential

Computer generated 3 dimensional studies are also required to evaluate impacts and views. (See plan)

A photomontage showing the view from the Castle to the Lace Market cliff and other key views detailing the visual impact will also be required.

18 NEXT STAGES

Reserved matters applications will be required for each of the buildings in the development. These should be from a variety of architectural practices to provide diversity, character and interest.

Detailed briefs will be produced for each of the "blocks" of the development as a basis for determining detailed submissions.