



7. Development proposals

Table 1. The maximum floorspace proposed by land use

Use	Use class	Max floor space (GEA)
Retail / restaurant	A1,A3,A4	30,500m ²
Health / community	D1	3,000m ²
Leisure	D2	4,500m ²
Total (maximum)	All	38,000m ²

Table 2. Proposed floorspace by building plot

Plot reference	Approx floor space (GEA)
Library	3,000m ²
DS 1	1,500m ²
DS 2	8,000m ²
DS 3	7,000m ²
DS 5	7,500m ²
DS 6	3,000m ²
DS 7	2,000m ²
MC 1	1,500m ²
MC 2	3,500m ²
MC 3	5,500m ²
MC 4	3,000m ²
MC 5	4,500m ²

Table 3. Proposed floorspace for other areas

Plot reference	Max floor space (GEA)
Basement	1,000m ²

Introduction

This section presents the illustrative proposed masterplan and the detail of what is included in the application (i.e. a series of parameters).

The masterplan is for illustrative purposes only and shows how the quantum of development applied for might be arranged, in accordance with the urban design response and principles. The masterplan is manifest in this outline planning application as a series of horizontal and vertical Parameter Plans. This is the subject of the outline planning application in order to provide sufficient inherent flexibility within the design to give the scheme longevity and more opportunity to be developed.

It looks to create significantly increased connectivity within the town centre and release currently under-utilised land for positive use.

The strategies developed for the arrangement of the masterplan are centred on the creation of a rich and varied sequence of spaces and streets that, while addressing the existing failings of the town centre do so by engaging with and revealing it's positive characteristics.

Parameters for Development

It is important that the application maximises flexibility of form and use within the site and project specific constraints. This gives the client (and potential developers and investors) a greater chance of being able to respond to specific end-occupier demands and changes in market conditions during the life-time of the consent. This application uses a 'Parameters Plan' approach to create that flexibility.

Design principles have been developed and translated into specific proposals for the site including the nature and location of routes and public spaces; the scale and location of buildings; the disposition of different uses and the location of active frontages. These are outlined in greater detail within the following sections on design justification, space, sustainability, movement and flexibility

Many of the building lines are fixed on ground level because they must align with the structure of the retained basement undercroft or are constrained by below ground services that cannot be re-routed.

Other elements have a greater potential for horizontal deviation and this flexibility is described on the parameters plan with maximum and minimum limits.

The definition of these parameters has been a critical part of the design development process and they have been carefully considered in relation to the baseline analysis work and the design objectives that arise from it.

Those elements of the scheme that are not 'fixed' by the parameters plans will be reserved for agreement at a later stage through further Reserved Matters applications.

Proposed floorspace by Land Use

The maximum floorspace for each of the different uses proposed is set out in Table 1. The maximum figures allow for a limited amount of flexibility, particularly for the ground floors where it is desirable to have active frontages for a number of the building plots, with a mix of retail and leisure activities. The figures for each of the Use Classes are nonetheless the maximum and will not be exceeded. In all cases, they represent the gross external areas for those buildings that will be actively used by people. The floorspace for those additional areas that have not been designed principally to accommodate people are copied below and set out in Table 3.



Illustrative masterplan

The layout of the proposed development has defined the Parameter Plans. These provide the framework for how the buildings, routes and open spaces within the proposed development could be situated and orientated in relation to each other and the surrounding buildings and spaces within the wider town centre area.

The adjacent illustrative masterplan provides a vehicle for examining the architectural, environmental, technological, operational and social implications of the proposals. It forms a realistic basis on which various issues arising from these explorations can be tested and a tangible set of physical proposals through which the project can be explained and understood.

The illustrative masterplan describes a rich and varied sequence of spaces and streets that establish a vibrant and dynamic new town centre with a new market square at its heart that is connected and permeable.



Market Square

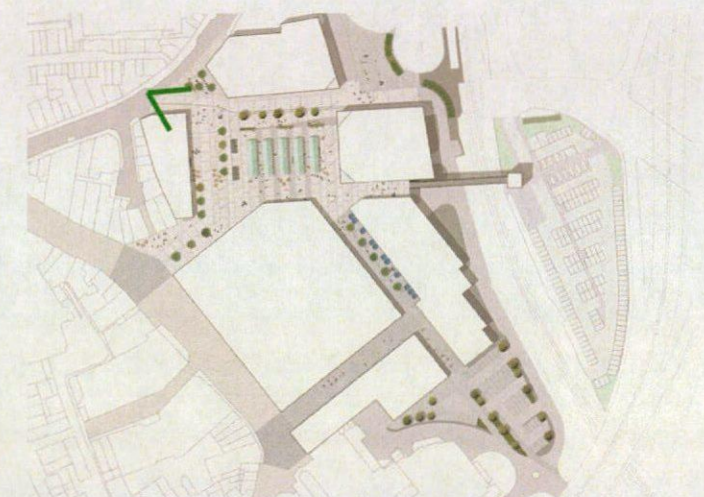
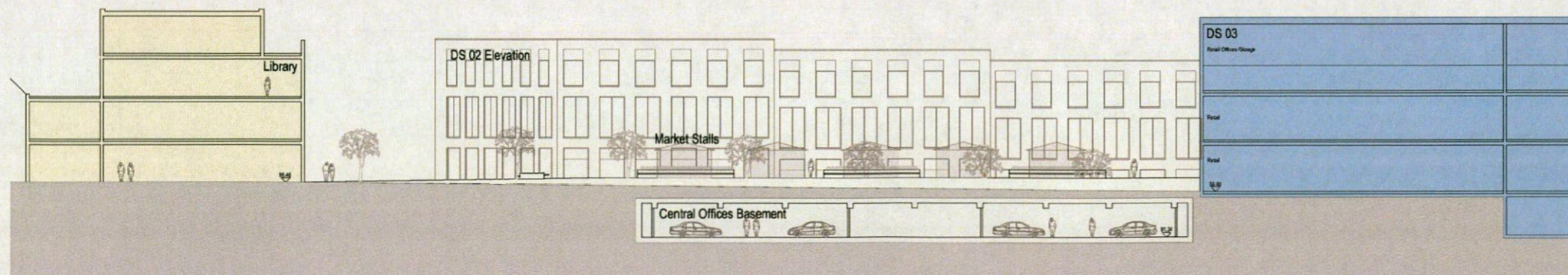
The Market Square is a key civic space for the masterplan. It is a place of activity. It contains the markets, can facilitate large public events and is surrounded all sides by active uses -retail, cafés and leisure.

The Market Square provides;

- A welcoming public amenity space, with cafes, shops and community services at ground level.
- Connectivity in all directions across the town centre including the bridge link to the CEAG car park.
- Visual and physical connection throughout the town centre.
- A safe and shared space that is both a place of rest and social activity.

High quality natural stone paving finishes will provide safe and attractive access and circulation. The principles of shared space detailing will include continuity of quality materials across the entire surface and unobtrusive highway detailing incorporating low kerbs. This will further enhance the spatial qualities and usability. Trees and seating provision will be included in the landscape with an integration of water for play and texture. There is also provision for taxi pick up and drop off should the current provision need to be changed.

The architectural design of the buildings on it's edges, and the materials employed, will lend a truly civic character to the square, with visible amenity space on the roof levels of both the library and market building.





Cheapside

Cheapside is already a successful retail street with high levels of footfall and successful shops. The proposals will enhance Cheapside. The market will have a strong presence for the first time and the existing single storey retail units doubled in size. It will also benefit from the reinforced landscape treatment of May Day Green and the creation of a route adjacent to the Alhambra Centre. This route enables a 'retail circuit' - a route of natural movement that has been shown to increase footfall and dwell time thus creating the potential for greater prosperity for retailers.

The proposals will also significantly transform the physical appearance of the the east side of Cheapside.

The existing Metropolitan Centre will reorganised internally with clear separation of market and retail. This legibility will also be manifest on Cheapside. Each use will have a different and appropriate material, colour and architectural expression. This will also contribute to the breaking down of the dominant mass of the Met Centre and the ubiquity of it's architecture.

An important element of the redesign of the Met Centre is the removal of the large cantilevered elements that were originally intended to provide protection from the elements but in reality create areas that have less natural light and unused upper floor terraces with poor orientation.





Shopping spine

The proposed new shopping spine forms an important north south link but also forms a 'retail circuit' which will help reorientate footfall within the town centre. It will be fully pedestrianised and will be animated with street furniture such as lampposts, seating benches and tree pits. However it has been considered to enable vehicular access for emergencies and limited, managed servicing.

The street will be narrower than Cheapside and will have a very different character. On one side it will be framed by a multiplex cinema with cafes and restaurants at ground level while on the other side will be retail units over at least 2 storeys. The architectural design of these buildings must be modern and optimistic with high levels of transparency and openness to ensure it is attractive and appealing.

