MANSFIELD TOWN CENTRE MASTER PLAN

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1 INTRODUCTION

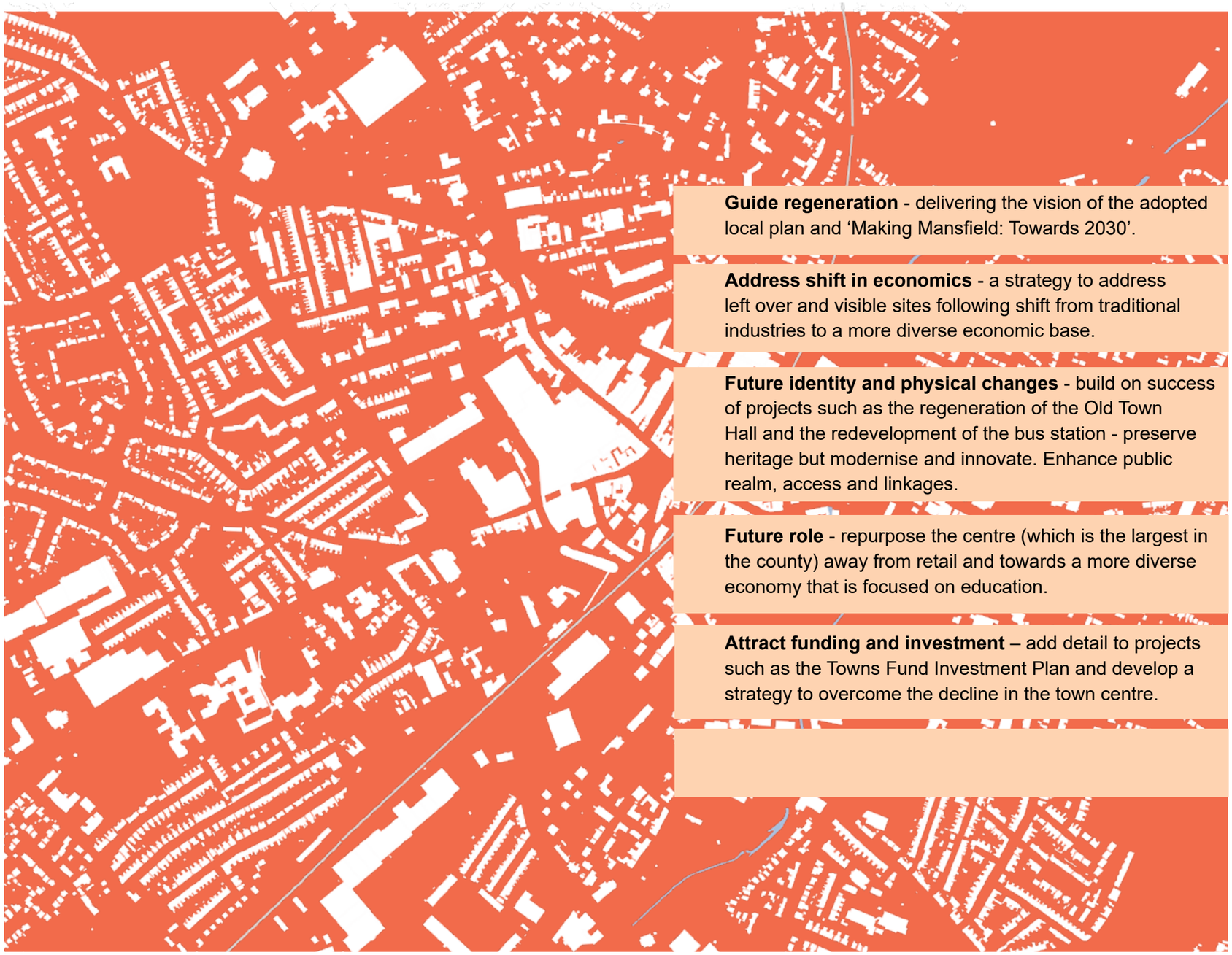
Role of the Masterplan

1.1 The Mansfield Town Centre Masterplan will provide a vision and delivery plan to guide the regeneration of the Mansfield town centre over the next 15 years. This document provides a critical element of delivering the vision of the adopted local plan and 'Making Mansfield: Towards 2030' the Council's overarching strategy for transforming the district of Mansfield which sets out the four main challenges moving forward; Growth, Wellbeing, Aspiration and Place.

1.2 The masterplan builds upon the work already undertaken by the Council, to support the preparation of the Town's Fund Investment Plan which is moving towards a more mixed use town centre, improving public realm, access and linkages. The masterplan will also help to support future funding bids such as the Levelling Up Fund and the UK Shared Prosperity Fund.

1.3 The masterplan provides a comprehensive delivery strategy for the town centre, and will therefore play an important role in setting a standard for design for future developments, improved public realm and setting out a comprehensive and joined up vision for Mansfield's future.

1.4 The report is structured into four key parts:
Development principles - read this to understand the vision for Mansfield and the principles that development should contribute towards.
The Framework - read this to understand the plans for Mansfield at a town-wide scale including public realm, movement and development.
Site Guidance - read this for guidance about individual sites
Delivery Strategy - the action plan, phasing and delivery strategy that underpins the masterplan



Guide regeneration - delivering the vision of the adopted local plan and 'Making Mansfield: Towards 2030'.

Address shift in economics - a strategy to address left over and visible sites following shift from traditional industries to a more diverse economic base.

Future identity and physical changes - build on success of projects such as the regeneration of the Old Town Hall and the redevelopment of the bus station - preserve heritage but modernise and innovate. Enhance public realm, access and linkages.

Future role - repurpose the centre (which is the largest in the county) away from retail and towards a more diverse economy that is focused on education.

Attract funding and investment – add detail to projects such as the Towns Fund Investment Plan and develop a strategy to overcome the decline in the town centre.

Study Area

1.5 The study area for the Mansfield Town Centre Masterplan is shown within the red dotted line on the adjacent plan. Whilst this boundary is the predominant focus for the masterplan the study has considered the impact of sites, thematic proposals and infrastructure opportunities within the wider Mansfield Central Area, which have an influence on the town centre. This 'blurring of the boundary' ensures that the benefits of the masterplan are felt beyond the very core of the town centre, and particularly movement and public realm proposals help connect to neighbourhoods on the immediate edge of the town centre. The key sites that the study has focused on are highlighted and outlined in red.

History, character and context

1.6 Mansfield is the largest town in Nottinghamshire and has played a significant role within the county throughout history. First granted a market charter in the C13th, Mansfield has continued to be a source of activity and industry. The most significant industries have included stone quarrying, framework knitting, coal mining, brewing and both historically and recently - retail. Recent years have presented challenges for Mansfield which once relied on coal.

1.7 Clues about the town's former industries can be found in the town's urban fabric, from the old red brick industrial buildings to the limestone and red sandstone used in many of the older buildings, sourced from local quarries.

1.8 Mansfield is home to many attractive historic buildings, many of which are listed and fall within the town's conservation areas. However,

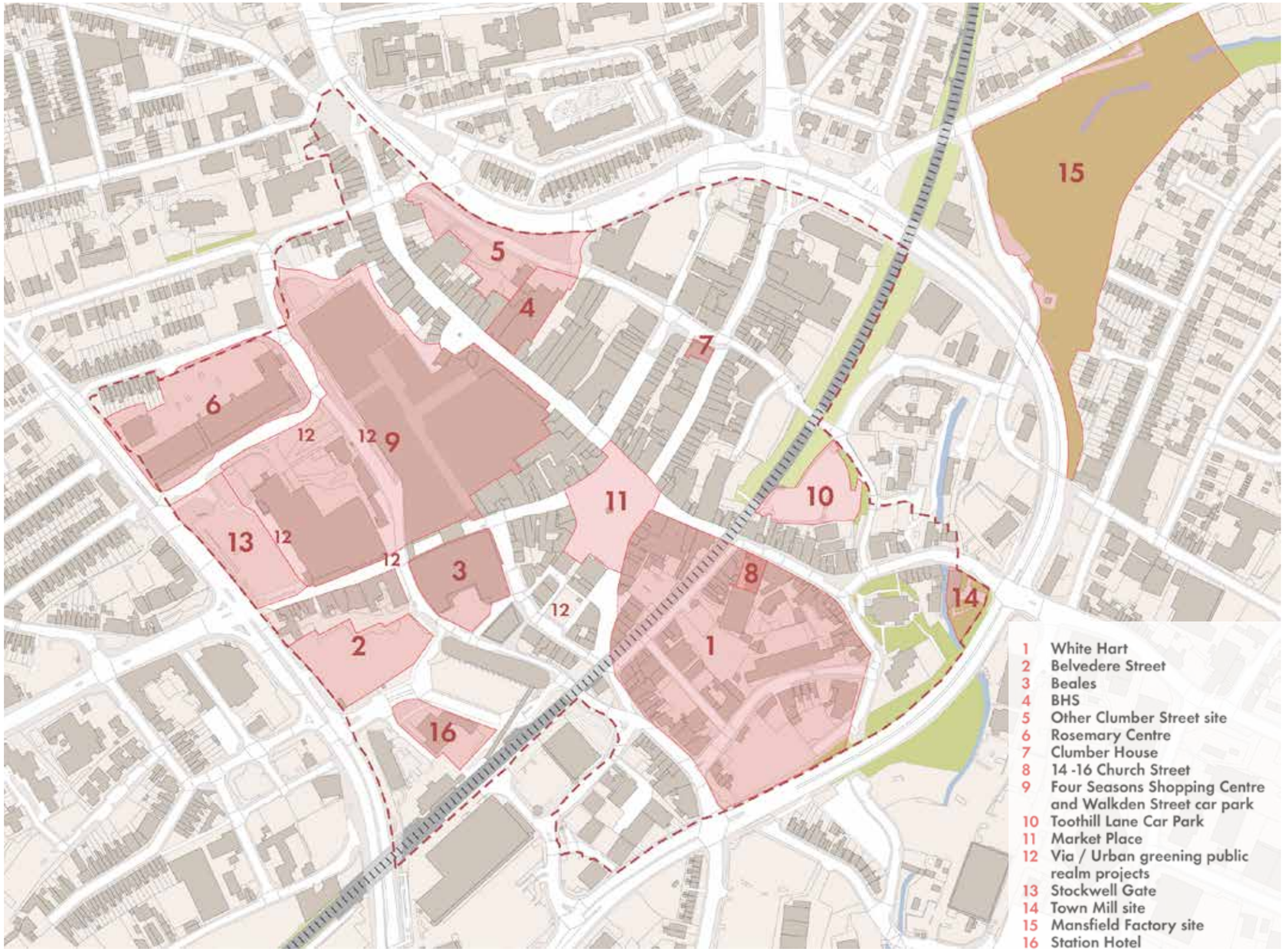


Figure 1.1: study area

Introducing Mansfield continued

a number of these buildings are vacant or in a poor state of repair, having not been suitable for modern uses.

1.9 The most significant of the town's spaces is the Market Place, once the beating heart of the town, the square still commands attention due to its scale, market activity and the impressive historic buildings which front onto it. The town's urban form highlights the space's significance.

Movement and connections

1.10 Sustainable transport and movement are important elements in creating healthy, safe and cohesive communities. Mansfield town centre has a large catchment area and is located within a comfortable walking and cycling distance from the majority of its neighbourhoods. However, the presence of physical barriers including severance caused by the ring road, as well as poor pedestrian crossings and wayfinding impact on its accessibility and affects the uptake of more sustainable travel choices.

1.11 The town centre is well served by rail and has a good daytime bus service, yet a poor sense of arrival and lack of intuitive connections to and from the town centre impact on the integration and use of these important and sustainable assets. There is a poorer bus service into the town centre in the evening. Furthermore, existing car parking is difficult to access, poorly located and impacts on important heritage sites in some locations.

1.12 Mansfield's urban context has seen many changes over the last five decades, with the construction of an inner ring road, demolition of large areas, and the construction of a number of large buildings, including the Four Seasons shopping centre. These changes now present challenges for the town, impeding on pedestrian movement and severing connections from the town centre to surrounding neighbourhoods.

Land use and changing trends

1.13 Today, Mansfield is a significant market town which draws its customer base from a relatively large catchment area. In keeping with many similar sized centres it has been squeezed over the years by the growth of out of town competition and in particular e-commerce recently exacerbated by the Coronavirus pandemic. One consequence is the acceleration of the digital economy in terms of e-commerce, agile working, and virtual social interaction, and the masterplan must be flexible to address both the challenges and opportunities that such trends will present. Looking ahead, it is imperative that the town is able to reposition its offer and respond to the changing needs of customers in order to sustain and enhance its vitality and vibrancy.

1.14 The town centre currently has a traditional retail focus with the Four Seasons Shopping Centre providing a significant anchor to the other shopping streets. There is considered to be an under representation of the food and beverage and leisure sectors within the town centre which provides opportunities that the masterplan should respond to. Similarly, there is not a huge residential population within the town centre boundary and there are opportunities for this to grow, alongside a student population linked to Nottingham Trent University.

1888

Mansfield Market 1894

Mansfield 1925

Mansfield Viaduct constructed 1875

Architectural details of Mansfield

Market Place today

Mansfield viaduct

Former Co-op HQ/Beales

Church of St Peter and St Paul

2 DEVELOPMENT PRINCIPLES

Mansfield Vision

The vision for Mansfield town centre is set out here to map out a future path for growth and regeneration. Eight key principles are set out on the following pages, designed to guide new development, strengthen Mansfield's USP and deliver this vision. These principles set out a vision to help diversify the town centre and create new reasons to visit, improve the environment in the town centre and make it a more pleasant place to spend time, and enhance and celebrate the existing special character of the town centre. The eight principles are:

- A place to live and play
- A place for innovation and education
- Valuing Mansfield's public space
- Greening Mansfield
- Celebrate and repair Mansfield's historic fabric
- A connected network of destinations and varied characterful routes
- Uniting the town centre with its neighbourhoods
- Providing a welcome worthy of Mansfield

The town-wide spatial frameworks and proposals for key sites illustrate how this vision should be delivered.

VISION STATEMENT

Mansfield will be a liveable, vibrant town centre that people are attracted to and enjoy spending time in. The town centre will be transformed as new good quality homes are delivered within the boundary, generating footfall and making the town centre feel lively and busy during the day and into the evening. Town centre residents will benefit from the facilities on their doorstep as well as great connections to the wider region.

Mansfield is ambitious about being a resilient, strong, independent town with a diverse range of social and creative uses which provide a good quality of life for those who live and work there. It's USP will be a town which takes pride in its industrial heritage, connection to the earth, and enterprising identity whilst responding to its evolving needs.

The town centre requires a careful work of urban repair - knitting back together the urban fabric and giving new life to important heritage assets. The Market Square, a key differentiator and asset, will be the jewel in Mansfield's Crown - enhancing its existing character will form a key part of the vision for a new greened town centre.

The strategy for the town must deliver 'Mansfield Connect' and bring other workspace, employment, cultural, leisure and educational uses into the centre, celebrating and breathing new life into historic fabric where possible to achieve this.

Mansfield's evolving USP....

A town that is using its history to evolve for its future

add activity to the iconic arches...

develop Mansfield's food offer including outdoor dining...

refurbish, re-use and celebrate industrial history...

create new social and creative spaces for play and exercise...

reuse landmarks for employment and education...

lighting and art installations to add beauty to spaces...

greening streets to respond to climate change...

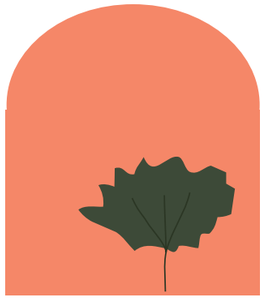
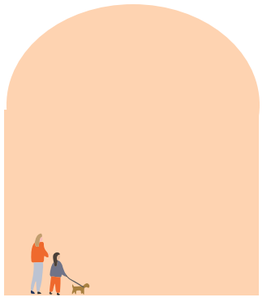
celebrate historic assets and protect key vistas...

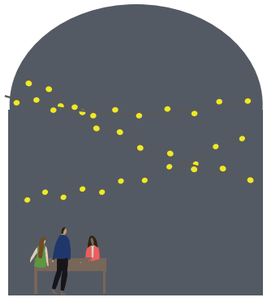
integrating new homes into the town centre...

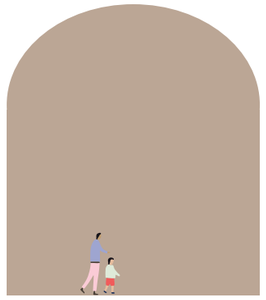
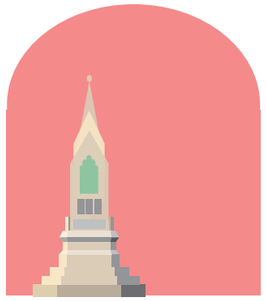
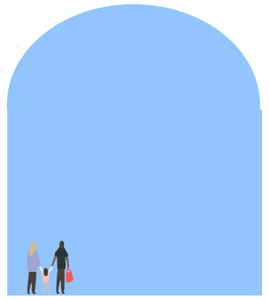
improving the arrival at the historic train station...

refurbish yards and lanes in creative ways...

diversification and greening of Market Square...



A PLACE TO LIVE AND PLAY

Mansfield's town centre will increasingly become a place that people want to live in. A convenient and attractive town centre location with a great range of activities and facilities on the doorstep of a range of new homes for families, young people and students as well as senior living. A unique and interesting mix of uses will ensure that people want to live in and visit Mansfield.

2.1 New homes in the town centre to support town centre uses and increased footfall including private rented, student, starter homes and senior living.

2.2 As retail trends cause the consolidation of traditional shopping, these core uses should be focused in a central location, complemented by other areas of complementary active ground floor uses including leisure, play, health, community and workspace.

2.3 The curation and re-purposing of key spaces and vacant or underutilised properties - a strategy to deliver arts and culture, a destination food and drink offer and leisure uses such as a new cinema, with the potential for pop-up uses that change based on an annual programme.

2.4 Future-proofing a strategy which anticipates and allows for the longer-term future of the shopping centre.

2.5 Upgrading the landscape and public realm, which adapts to and mitigates the effects of climate change, to provide active amenity space for a residential population will diversify the town centre's commercial offer and enhance its attractiveness as a destination.

Opportunities for urban play

Fountains and public spaces for play in Mansfield Market Square

Altrincham Market Quarter, Greater Manchester

Re-defining the town as a Modern Market Town through a series of public realm proposals and the refurbishment and transformation of its Grade II listed market house to form a new food and drink destination with the region s finest independent food and drink outlets.

New Ground, Barnet

A co-housing community development for women over 55.

A PLACE FOR INNOVATION AND EDUCATION

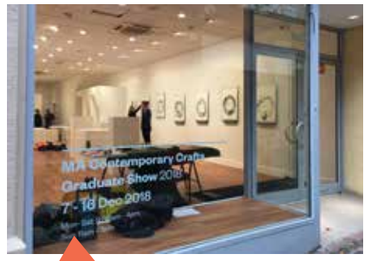
As the largest town in Nottinghamshire, Mansfield will evolve as a key innovation and education hub. Strengthening relationships with education institutions including Nottingham Trent University, providing interesting and flexible workspaces right in the town centre, alongside new training and start-up opportunities will be key to the town's future success.

2.6 Space in the town centre for education institutions to deliver learning.

2.7 A new home for the District Council and other public service providers - providing footfall for business and acting as an anchor use for new office development. The Levelling Up fund provides the opportunity for the Council to rationalise its current estate and look to create a new central "hub" building which will accommodate council staff, working on an agile basis as well as other services and partners, which could include employment and skills providers, health care services and space for SME's.

2.8 A network of spaces for innovation and incubation of ideas and businesses, as part of the overall mix, with the potential for activating vacant units to accommodate these uses.

2.9 A 'smart' town centre that uses technology to improve the lives of its residents, the environment and improve the efficiency of the way people use the town centre.



Hereford Town Centre

Activating an empty shop unit by providing a space to host an art exhibition for the local Hereford Art School's Graduate Show.

Allsop Fields, Sheffield

Repurposing of a series of disused industrial buildings within a conservation area to include a 162 study-bedroom student development, commercial, retail and café units, creative office space and new public realm.

VALUING MANSFIELD'S PUBLIC SPACE

Mansfield Market Place is the indisputable middle of the town centre. The vision for the market square establishes this historic space as a contemporary destination for a modern town centre. A reimagined space includes a place for the markets with existing and new businesses, space for events, but alongside a new green public space for the town.

2.10 A new destination reimagined for a modern town – a greater diversity of uses and users – for play, for nature, for leisure, for culture and for growing businesses.

2.11 Introduce much needed greening in the centre of Mansfield by transforming from a market square which caters to one use to an inclusive garden square which caters for a variety of uses.

2.12 Contributing to improving biodiversity through planting, and climate change resilience by introducing shading and reducing the amount of impermeable hard surfacing.

2.13 A place which contributes to the attractiveness and liveability of the town centre, benefiting both residents and visitors.

Figure 1.2: Whitley Village, Fareham, Hampshire - British Land

GREENING MANSFIELD

The town centre has a significant amount of hard-landscaped pedestrianised public realm and this should be transformed to address the current lack of biodiversity and greening in Mansfield. The Climate Change agenda and current pollution levels mean this is an opportune time to use investment in greening the town's public realm to improve the health and lives of residents, as well as to improve our impact on the environment. Exciting opportunities exist to significantly increase the amount of tree planting and landscaping to deliver a broad range of more natural and formal green spaces in Mansfield.

2.14 A new public space for Mansfield potentially transforming the existing Toothill Lane car park into a green open space in the centre of town.

2.15 A network of pocket green spaces within the central streets of Mansfield, which incorporate existing green spaces in the town.

2.16 Urban Greening works will focus on the creation of urban parks and environmental improvements in parts of Mansfield town centre which are in need of environmental and amenity improvements to encourage more people to visit and dwell within the town centre.

2.17 Connections to green spaces beyond the town centre and along the river corridor.

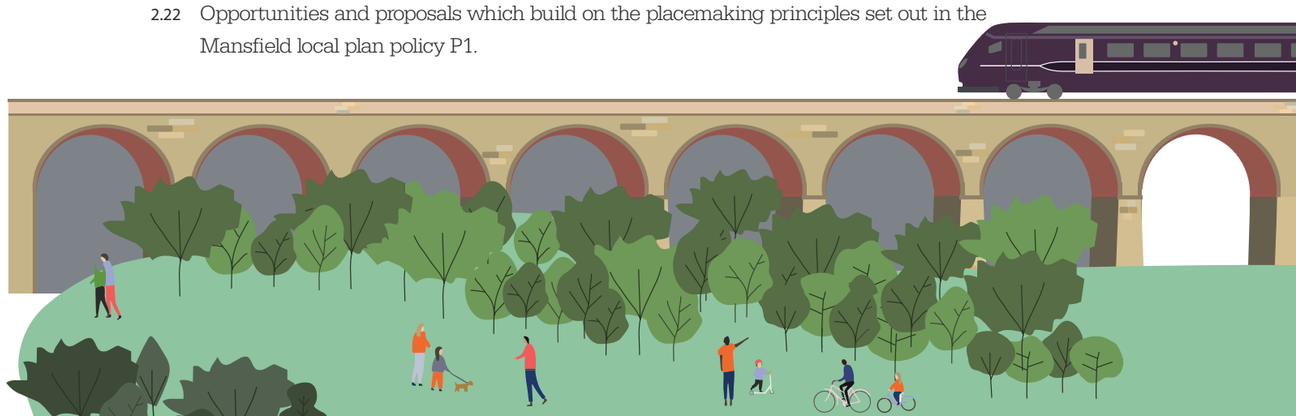
2.18 A coordinated sustainable drainage network which increases permeability, slows run-off and reduces flood risk.

2.19 Increase shading to reduce urban heat island effect in summer months.

2.20 Create a biodiversity strategy across all public spaces and streets within the town centre.

2.21 Green spaces and places that are safe, inclusive and accessible, which promote health and well-being and offer a high standard of amenity where crime and disorder, and the fear of crime are addressed through good design. Advice should be sought from Counter Terrorist Security Advisors and Designing Out Crime Officers to ensure terrorism is designed out.

2.22 Opportunities and proposals which build on the placemaking principles set out in the Mansfield local plan policy P1.



CELEBRATE AND REPAIR MANSFIELD'S HISTORIC FABRIC

Mansfield has a unique and characterful town centre, due in part to its rich history and the varied architecture that is its legacy. These assets are valuable and provide an engaging setting for new buildings which must respond carefully to their context. Sensitive conversion and refurbishment will help breathe new life back into a number of these assets which are currently vacant.

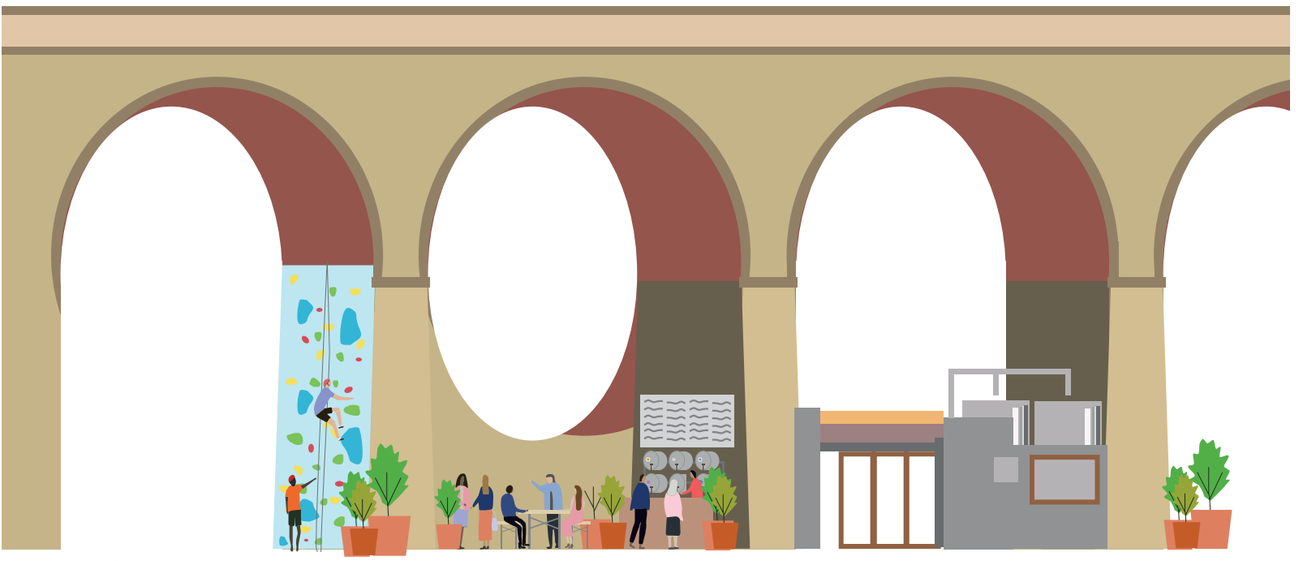
2.23 Find new uses for some of the buildings at risk within key sites that creatively re-use these assets.

2.24 Celebrate the iconic Viaduct within the town centre by making better use of the spaces within and between the structure, bringing activity to this key landmark.

2.25 Ensure new public realm is appropriately designed to complement surrounding built historic assets.

2.26 Enhance and strengthen Mansfield's Heritage Trail.

Figure 1.3: Viaduct spaces formerly in use along White Hart Street



A CONNECTED NETWORK OF DESTINATIONS AND VARIED CHARACTERFUL ROUTES

The historic street pattern of Mansfield town centre is one of its defining features, with broad streets that radiate out from the Market Place. New development and public realm investment will need to strengthen the network of more intimate lanes and spaces to repair parts of the town where the original historic grain has been lost.

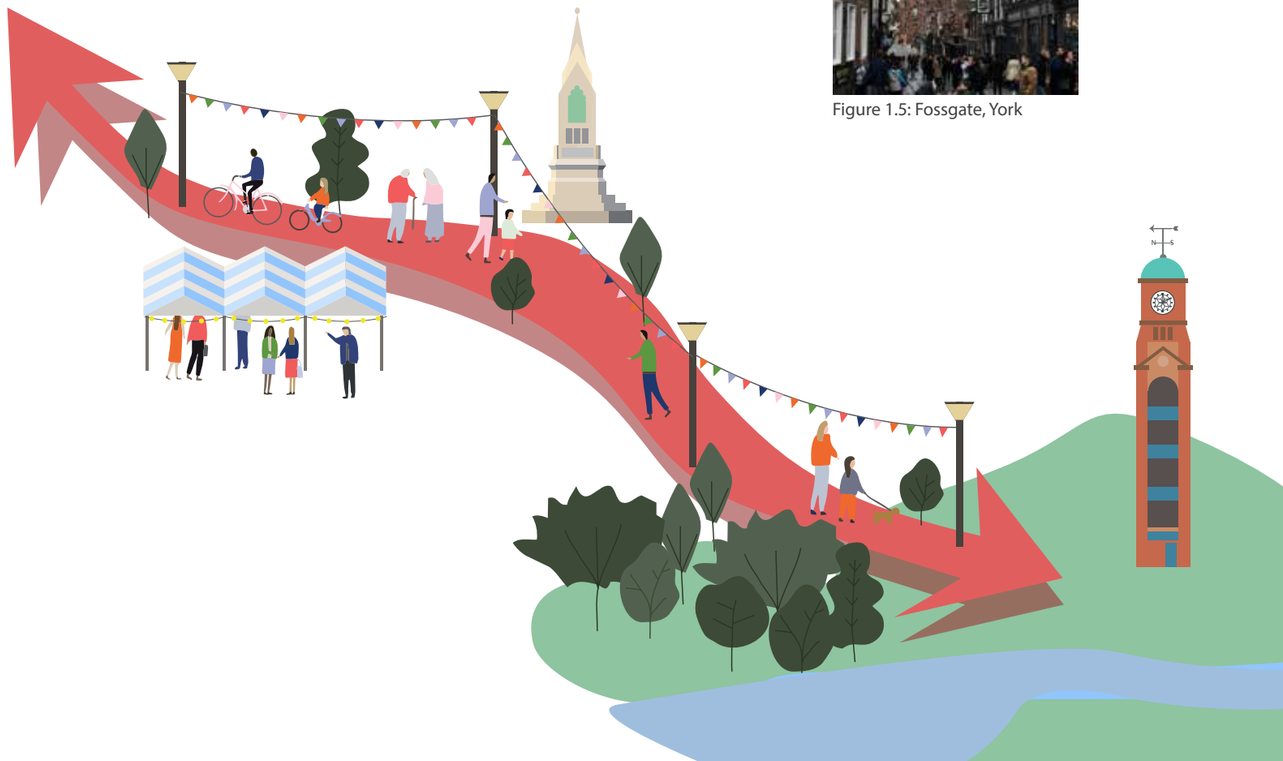
2.27 Deliver new development that is of an appropriate town centre grain, delivering varied routes and characterful spaces.

2.28 Proposals that deliver connections 'around' the town centre, as well as 'into' the middle.

2.29 Emphasis on active travel and accessible connectivity for all ages, supporting health and well-being outcomes.

Figure 1.4: Oswestry, Shropshire

Figure 1.5: Fossgate, York



UNITING THE TOWN CENTRE WITH ITS NEIGHBOURHOODS

Mansfield town centre has a substantial walking and cycling catchment. There is an opportunity to better integrate local neighbourhoods with the town's core by addressing the impact of the inner ring road and poor crossing facilities on pedestrian and cyclist safe access and movement.

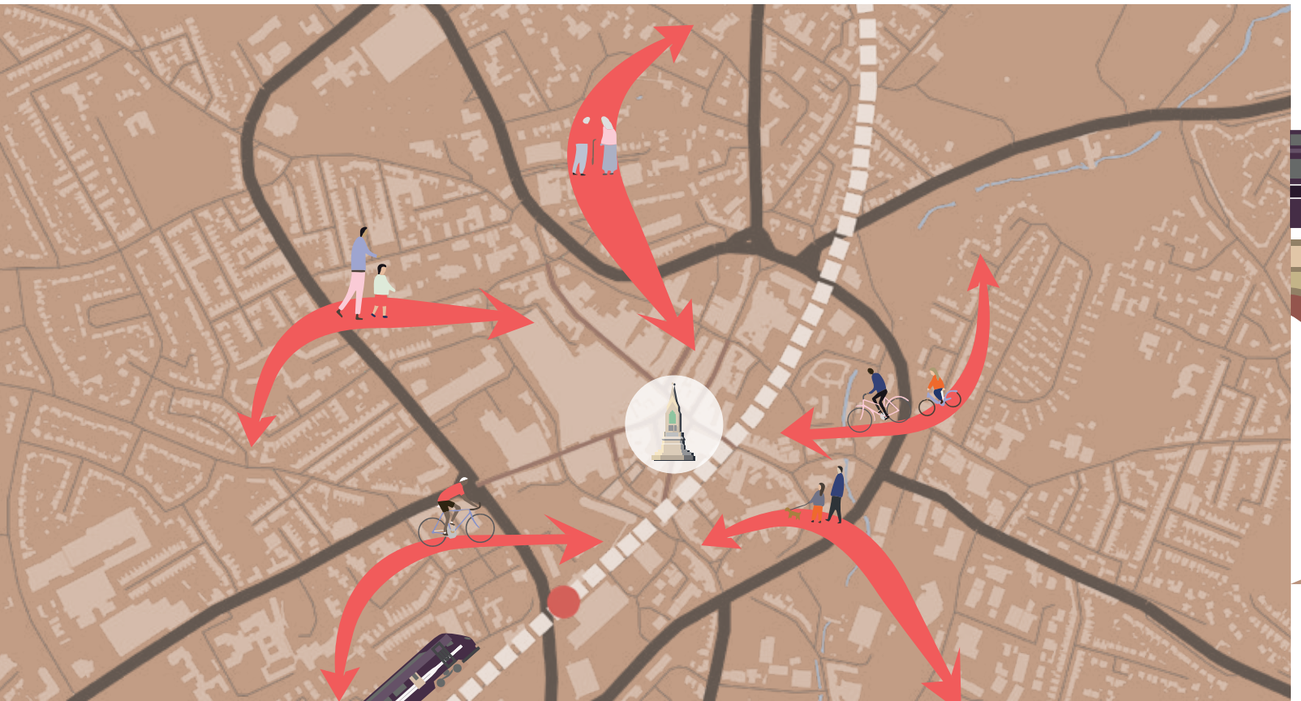
2.30 Shift the identity of key sections of the ring road from a movement corridor to more of a street/boulevard environment for people to better access and enjoy. Such proposals would require the input of the highway authority to ensure that any such areas are suitable and safe for all users.

2.31 Improve pedestrian and cycle connectivity across the ring road to enable greater and safer access to the town centre by these healthier modes of travel. This would require a recommendation for the ban on cycling to be removed from the town centre.

2.32 Create a well-connected, consistent and safer neighbourhood street network that prioritises active travel, making walking, cycling and micro-mobility (such as E-bikes) the most convenient choices.

Figure 1.6: Improved road environment at Hereford Old Market

Figure 1.7: High quality cycle facilities



PROVIDING A WELCOME WORTHY OF MANSFIELD

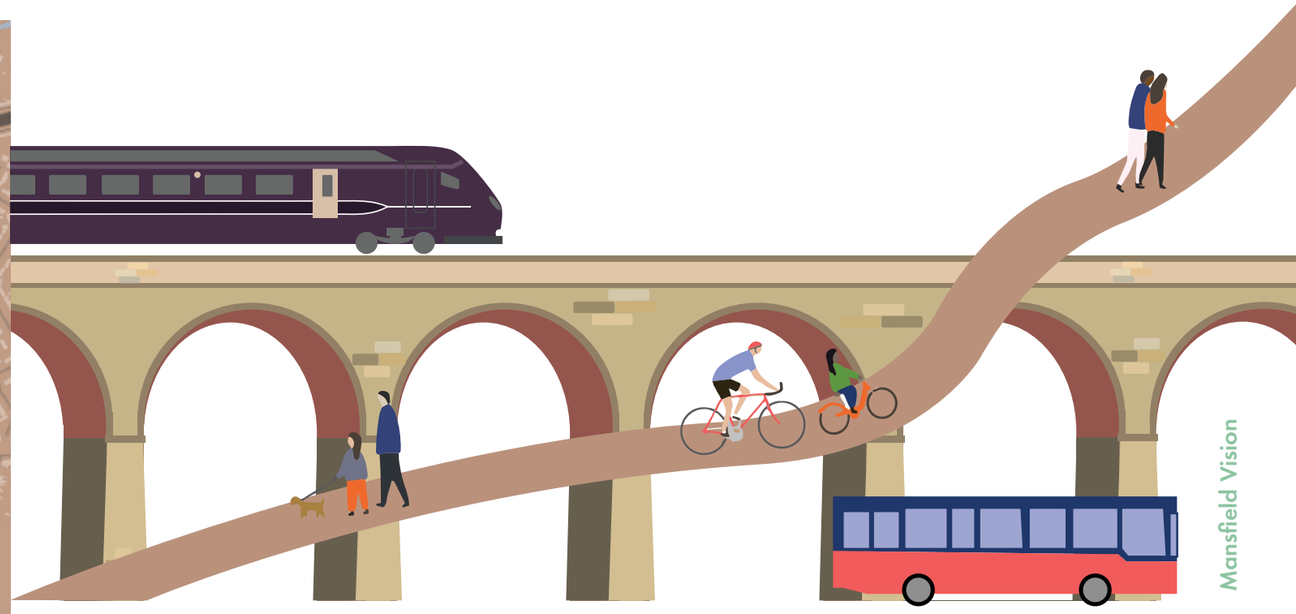
Mansfield benefits from great rail and bus links to local and strategic destinations, which are an attractive alternative to private vehicles. The bus station is a new, modern facility, whilst the railway station is a Grade II listed building with unique character. Both are located within a walkable distance to the town centre. An improved sense of arrival and better integration with the wider area will attract more visitors.

2.33 Strengthen wider neighbourhood routes and wayfinding to and from the railway and bus stations

2.34 Create coherent on-street connections from the railway and bus stations to the town centre and other key attractors.

2.35 Better integration between the bus and railway stations to establish a transport hub.

2.36 Provide a coherent, well located and laid out parking system that helps support the network, makes arrival easier and reduces its impact on the historic street environment.



Strategic Policy Objectives

2.37 This masterplan is a critical element in delivering the vision of Mansfield's adopted local plan (September 2020) and 'Making Mansfield: Towards 2030,' the Council's overarching strategy for transforming the district of Mansfield. The Masterplan therefore reflects the vision and policies within the local plan for Mansfield town centre and relates to evidence prepared for the local plan, Towns Fund and the Future High Streets Fund. An overview of the key strategic policy objectives which provide a context to, and which the masterplan responds to, is provided here.

The new Mansfield District local plan

2.38 The new Mansfield District local plan sets out an ambitious vision and spatial strategy for the district in 2033 together with objectives which policies must address to ensure that key planning issues are tackled.

2.39 The vision for the town centre is to continue its transformation into a healthier, greener and more vibrant place to live, work and enjoy. The vision goes on to set out a range of aspirations, which cover housing, resilient neighbourhoods, transport and movement, businesses, jobs, employment and the economy, natural assets, climate change resilience and new development. In relation to the town centre it states that it will have "continued to build on its role as a cultural and leisure destination that is suited to the district's residents, businesses and visitors supporting increased footfall and vibrancy as a place to work, live, shop and play."

2.40 The plan also sets out 15 strategic priorities, which includes SP4 that relates specifically to the town centre. This prioritises meeting retail and leisure needs, maintaining Mansfield's role as a centre of sub-regional significance and promoting the regeneration of Mansfield town centre and other key brownfield sites.

2.41 The plan later sets out the 14 key objectives identified as central to the delivery of the vision for the district and as the guiding principles for the policies set out in the local plan. The masterplan will support a number of these objectives, with two key objectives relating directly to the masterplan:

2.42 Objective 1: Support economic growth and prosperity by promoting the regeneration of previously developed land and existing buildings, as well as identifying other sustainable areas, for job growth, services and new homes. In doing so, direct most development to the Mansfield urban area, including Mansfield Woodhouse, Forest Town and Rainworth, followed by Market Warsop, whilst seeking to mitigate against any significant adverse social, environmental and infrastructure impacts of development; and

2.43 Objective 6: Safeguard and enhance the vitality and viability of the district's town, district and local centres particularly through regeneration opportunities, in ways that help meet the consumers' needs. Attracting new and varied uses to bring increased activity, footfall and vibrancy into these locations, with a focus on cultural, residential and leisure activities to complement the retail and service role of these centres.

2.44 In addition to these key objectives, the masterplan will also support the delivery of objectives 2,3,4,5,7,8,9 and 13 of the local plan.

2.45 The Mansfield town centre strategy talks specifically about the masterplan, noting that it will help meet the town centre vision by:

a. focusing the development of main town centre uses which serve the wider area within Mansfield town centre, through allocating suitable sites to help meet the district's retail floorspace requirements, and applying a town centre first approach when considering planning applications;
b. enabling a range of main town centre uses to operate within the primary shopping area to maximise the vitality and viability of the centre;
c. negotiating developer contributions towards public realm improvements and public art;
d. encouraging residential and office use of upper floors, and on appropriate sites outside of the primary shopping area;
e. improving accessibility by seeking improvements to pedestrian and cycle routes, and locating any new car parks on the edge of the town centre; and
f. developing a comprehensive planning and investment framework in consultation with the local community and key stakeholders.

2.46 The resulting masterplan seeks to directly address both local plan Objective 1 and Objective 6, whilst also providing a positive framework to meet all of the remaining objectives and vision, taking into account the plan's strategic priorities.

2.47 Housing policy objectives

2.48 Policy S2 of the local plan sets out The spatial strategy. It notes that at least 6500 new homes should be delivered in Mansfield between 2013 and 2033, including 90% of these, or at least 5850 new homes, in the Mansfield urban area.

2.49 Policy H3 refers specifically to Housing density and mix and notes that:

1. Development proposals of ten or more dwellings will be expected to:
   a. be built at a density that makes efficient use of the site with layouts that respect the character and appearance of the local area; and
   b. provide a range of dwelling sizes and types reflective of housing needs and the achievement of mixed and balanced communities.

2.50 The Strategic Housing Market Assessment (SHMA) 2017 and a specific study (Housing Needs of Particular Groups 2018) set out requirements for the mix of properties over the plan period, the mix, including tenure, is set out in the table below, noting that it will be easier for larger sites to deliver a mix while a town centre site is unlikely to deliver 4+bed properties.

	1 bed	2 bed	3 bed	4 bed
Market	5%	30%	45%	20%
Low-cost home ownership	15%	40%	40%	5%
Affordable housing (rented)	40%	35%	20%	5%

2.51 Policy H4 sets out the plan's Affordable housing policy and states that the proportions of affordable housing required on market housing sites within Zone 1, where Mansfield town centre is situated, is 10% on greenfield land; or 5% on brownfield land. It also notes that these proportions apply to sites of 10 or more dwellings or where the site area is 0.5 hectares or more.

2.52 Car parking and access strategy

2.53 Mansfield's local plan policy IN10 relates to car and cycle parking and highlights that provision should be designed so that it is an integral part of the development, does not dominate the public realm and:

a. meets the minimum standards and design requirements set out in adopted guidance;
b. where practical, includes electric car charging provision appropriate to the scale and use of the proposed development;
c. incorporates sustainable urban drainage paving systems where appropriate.

2.54 The policy goes on to refer to Nottinghamshire County Council's design guidance which will be used to determine the appropriate provision of parking facilities.

2.55 Place making principles

2.56 Policy P1 of the local plan sets out the strategic approach for the work that the council will undertake to deliver well-designed buildings and places, reflecting the government's expectations of local planning authorities in setting out a local design vision and aspirations.

2.57 The policy goes on to set out Mansfield's Place making principles which are as follows:

- **Forest inspired:** A locally inspired or forest inspired identity, drawing greater and more creative inspiration from the Dukeries and world famous Sherwood Forest.
- **Healthier:** Creating more green, walkable and inclusive places to live, work and visit balancing the needs of: car drivers with the needs of pedestrians, and cyclists; children and the growing elderly population, helping to encourage greater uptake of physical activity through, for example, designing in accessible spaces and integrating open space with walking routes; and natural environment, including encouraging views of and access to nature and supporting cleaner air.
- **Connected:** Well-connected streets and spaces that encourage people to walk and cycle, particularly for shorter journeys.
- **Flexible and future proofed:** Developments should be mindful of the longevity of the buildings, streets and spaces; with the original occupiers or commissioners being outlived by the streets, buildings and spaces they leave behind.
- **Vibrant and welcoming:** Good places need to accommodate a compatible mix of uses whilst also encouraging social interaction, contributing towards the rebalancing of our town centres as more welcoming and inclusive environments. They need to positively create a sense of place and community. New residential developments will be expected to respond to local housing need by meeting local needs and also attracting families and professionals from outside of the district whilst meeting the needs of an ageing population.
- **Neighbourly and considerate:** Sensitive and respectful to a site and its wider context, with new developments identifying and responding to considerations such as: character and setting, views in, views out and views through proposed development sites, existing site; features and the relationship between existing and proposed new development.
- **Safe and attractive spaces:** New or improved public spaces must be inspirational, safe, attractive and well overlooked; avoiding buildings that ignore the semi and public spaces around them. Where possible, particular attention must be afforded to the creative integration of water management; ensuring that surface water features enhance the appearance and function of the public realm and support biodiversity.
- **Responsible:** New developments will safeguard our heritage and natural assets. Development should respect and respond to our heritage assets and their setting. The creation of new habitat areas will be complemented by connecting with nearby existing habitats, thereby enabling species to move across wider areas reflecting natural behaviour. Specialist advice may result in a development focusing on a particular habitat, for instance by creating species rich grasslands. Other measures may include supporting threatened species, for instance by creating hedgehog corridors allowing them to move more easily between back gardens, encouraging them away from cars and streets.

2.58 All of these principles provide a strong basis for a sustainable and resilient community and have informed and have been built upon in the masterplan design principles and masterplan framework. The masterplan seeks to green the town centre by providing opportunities for nature, biodiversity, and also sustainable drainage. Strong urban design principles have informed the masterplan principles and masterplan to ensure it provides a framework for safe and attractive spaces which respond to and reflect their context, whilst providing opportunities for an appropriate mix of housing and other uses.

2.59 Making Mansfield: Towards 2030

2.60 Making Mansfield: Towards 2030 sets out an overall strategic direction and vision for the future of the town, and the ambitions and priorities which will help to overcome the challenges which the document aims to respond to. It notes that the four main challenges for Mansfield moving forward are: Growth, Wellbeing, Aspiration and Place. The document goes on to set out its ambition and priorities to address each of these challenges.

2.61 For Place it notes that the ambition 'is to create a place to be proud of, a place of choice' and goes on to set out the following priorities:

- Create and communicate a positive image of the Mansfield district.
- Preserve, enhance and promote our natural environment and physical assets across the district.
- Improve the town centre experience for residents, visitors and businesses.
- Create a positive cultural and leisure experience for residents and visitors in the area.
- Create a clean, green infrastructure that supports and enhances the quality of life for residents.

2.62 For Wellbeing, the ambition is to create 'a flourishing place where people are healthy and happy' and the following priorities are set out:

- Create an environment where people lead safe, healthy lifestyles and have the opportunities to be physically active.
- Support and encourage people to make healthy choices.
- Support a good quality of life for those that live and work here.
- Understand and respond to the needs of communities and be advocates for support and intervention.

2.63 For Growth, the ambition is to create a thriving place for investment and opportunity, with the following priorities:

- Develop the district's infrastructure to embrace technology and technological advances.
- Create employment opportunities that are aligned to meet future requirements.
- Develop a better and wider mix of housing across the district to meet the needs and aspirations of existing and new residents.
- Develop and sustain local businesses and encourage national and regional businesses to invest in the area.

2.64 For Aspiration, the ambition is to create a place where people can achieve and succeed, with the following priorities set out:

- Encourage people of all abilities to achieve their true potential.
- Build confidence within communities so that they have more control and influence in what happens in their area.
- Create opportunities for learning, development and achievement for all.
- Ensure local people have clear aspirational pathways into local employment.

2.65 The masterplan aims to respond to all of these priorities through the creation of new green spaces, diversifying uses within the town centre to help improve experience and choice, improving the public realm in order to support user experience, new and more diverse uses whilst also encouraging the use of sustainable transport through a number of positive interventions. The masterplan hopes to instil a sense of pride by celebrating Mansfield's heritage and history and creating a place which provides for everyone's needs.

Healthy Mansfield - Committing to Change

2.66 A 2017 report conducted by Public Health England concluded that the district of Mansfield is among the 20% most deprived areas in the Country. The area performed particularly badly in a number of health indices including life expectancy, obesity, child health and alcohol related conditions among others.

2.67 The Healthy Mansfield Commission was therefore appointed to investigate the causes behind the poor health outcomes experienced by many in Mansfield and to determine how best to support and improve the health and well-being of the residents within the district.

2.68 The data suggested that there were four priority locations that are in most need, which included Mansfield town centre. As well as the four priority locations, the Commission also prioritised five themes concerning specific health issues:

1. Best Start – giving every child the best chance for health throughout life
2. Healthy Choices – lifestyles, resilience and social connection
3. Health and work: improving access to work
4. Ageing well – raising the Healthy Life Expectancy
5. Healthy Places – promoting health through our built environment

2.69 The report highlights that "the physical environment and the conditions in which we live and work affect our health. This includes the built environment, housing, neighbourhoods and transport infrastructure as well as physical factors such as air and water quality… Where we live is important for our health and wellbeing."

2.70 The report goes on to make recommendations based on its findings. Those most relevant to the masterplan are noted in relation to 'Healthy Places' where it is recommended:

- To encourage a more diverse housing policy that brings about a wider demographic within the target areas.
- Review of MDC council house allocations policy to introduce a percentage of the vacant council houses to a local district council housing policy.
- Develop local plans that embed and promote a healthy community – change will be a generational thing and the local plans should aim to raise aspirations of those growing up in these areas.

2.71 The masterplan provides a strategy to support some of the key principles and objectives set out in the Healthy Mansfield report - namely proposing improvements to the Mansfield built environment underpinned by the principles of sustainable communities, encouraging economic growth and creating jobs, and supporting healthy choices by improving the public realm and transport infrastructure to encourage walking and cycling.

Other studies and reports

2.72 In addition to the policy objectives which underpin the masterplan, a number of studies have been undertaken, and strategies and reports produced as evidence to support the masterplan proposals, including the Mansfield Access Audit and Strategy (Aecom, 2020), Mansfield Town Centre Car Parking Strategy Update, and the Mansfield District Council Retail Update (2019).

Changes to Use Class Order

2.73 On 21st July 2020 the Government published The Town and Country Planning (Use Classes) (Amendment) (England) Regulations 2020, which came into force on 1st September 2020. Amendments included revoking Parts A and D and introducing new Use Classes E (Commercial, Business and Service), F.1 (Learning and Non-Residential Institutions) and F.2 (Local Community). Some uses have also been moved to Sui Generis.

2.74 More recently, a new change of use 'Class MA' took effect from 1st August 2021. This allows a change of use from Use Class E to Residential. There are a few limitations and conditions in place to help support appropriate residential conversions, including that conversions under Class MA must be for residential use only and cannot be converted to an HMO.

3 THE MASTERPLAN FRAMEWORK

Overall Framework Plan

3.1 The urban design framework provides guidance on future development within Mansfield town centre. The adjacent roof / block plan provides an illustration of how the vision could be applied. The urban design framework proposes both shorter term physical environmental improvements and will help to act as a guide for planning applications which are currently coming forward. Longer term strategic transport and development projects have also been proposed (please see following pages for movement and public realm frameworks).

3.2 It is designed as a flexible plan that provides a clear structure and guidance as proposals come forward, without being prescriptive. The delivery section of this report sets out a phasing strategy which acknowledges that some projects are likely to be 'quick wins' whilst others are much longer term aspirations.

3.3 The strategy balances the need to promote change in certain areas of the town centre, where large development sites have been identified while protecting the fine grain historic centre in others. Under-utilised areas can be better connected into the core town centre and provide new areas for uses to strengthen the viability and vitality of the town centre. The relationship between these areas will need to be carefully managed in order to strengthen and promote the existing character of the town.

3.4 A series of core urban design principles have been identified which will apply across the town centre, and will help to ensure the delivery of high quality development:

3.5 **Returning to a town centre grain**

- Within the town centre boundary, the redevelopment of 'big box' buildings and surface car parking to a grain appropriate for a historic town centre should be prioritised.
- Proposals that help create new or reinstate former connections and routes.

3.6 **Repairing and re-purposing**

- Development that celebrates and refurbishes heritage assets to enhance this characteristic of the town centre.
- Proposals that sustainably repair and economically re-use existing buildings where appropriate.

3.7 **Focusing the core and distilling its role**

- Development will be encouraged that is mixed-use, delivering town centre homes alongside other uses.
- Opportunities to focus the retail core and diversify to other uses including leisure, employment and new homes.

3.8 **New/reimagined destinations in the right places**

- A strategy for the town centre that delivers new anchors in the heart of the town centre to drive footfall and visitors to each quarter.
- A public realm that supports these destinations and creating spaces people want to spend time.

3.9 **Active frontage creating a better welcome**

- Clear and active frontage creating a series of welcoming gateways and activity to key routes.
- Ensuring development on the ringroad is of high quality with windows and doors facing the street.

Figure 1.8: Masterplan Framework

- New development
- Existing building
- Enhanced existing green space
- Proposed green space
- Existing trees
- Proposed trees
- Private gardens
- Pavement
- Roads

Masterplan Framework

Public Realm

3.10 Public realm will play a significant role in providing the setting for new leisure destinations, offices and homes within the town centre and help to unify newer areas of the town centre with the historic grain of the older parts of Mansfield. The plan opposite illustrates the importance of creating and clarifying the hierarchy of the variety of streets and spaces within Mansfield and links closely with the movement framework which is set out on the following pages. This work also ties into the recent study, Mansfield Urban Greening Project (Via, 2021) which explores the feasibility of a number of these projects in more detail. A series of simple and high level principles for the public realm in Mansfield include:

- The public realm should not detract from the setting of heritage assets
- The public realm should form a simple stage to allow for varied activity and use
- Investment in existing public realm should work towards a natural and limited material palette which is consistent with the town centre
- The overall strategy should seek varied opportunities for greening to help overcome the lack of green space in the town centre
- Investment in lighting should be explored as part of a creative and affordable strategy to add interest and highlight key buildings, and should be consistent with the town centre
- A clearer hierarchy of streets and spaces should be established.

3.11 The hierarchy of Streets and spaces includes:

- **Key public spaces:** The Market Square is the primary public space in the town centre (see p72 for proposals) which should be complemented by the investment in two strengthened spaces. One of these will be behind the Old Town Hall at Exchange Row, making use of the small car park and one enhancing and extending Butter Market Square.
- **Green spaces:** Raising the profile and investing in existing pocket green spaces (such as at the Old Meeting House & Peaceful Garden) alongside looking for opportunities for new pocket green spaces within the longer term redevelopment of the Four Seasons (see p90) or through the re-use of surface car parking at Toothill Lane car park (see p58)
- **Primary pedestrianised routes:** The core pedestrianised areas that link between the three key public spaces and extend along West Gate, which acts as Mansfield's 'high street'. The priority for these areas is to continue the unification and upgrade of the material palette, and explore options for further tree planting, greening and creative lighting.
- **Secondary routes:** There are a number of key streets that form part of the primary pedestrian network in the town centre, acting as links to key destinations and neighbourhoods beyond the core. Ongoing investment to maintain these routes will be important. Church Street provides a useful precedent for the quality and consistency for future projects.
- **Yards and alleyways:** The yards and alleyways highlighted on the plan can all be enhanced as a key characteristic of the historic town centre. These more intimate spaces create interesting routes that with good lighting, public realm and overlooking can add to the character of the town centre. Some of these routes are new or have been strengthened as part of the masterplan proposals.

Figure 1.9: Public realm framework

- Key public spaces
- Primary pedestrian route
- Secondary movement route
- Yards and alleys
- Enhanced existing green space
- Proposed green space
- Existing trees
- Proposed trees
- Private gardens
- Pavement
- Roads

Movement Framework

Mansfield and the Movement Challenges

3.12 Mansfield is a very walkable and cyclable town centre, with good bus facilities and rail connections. However, the hilly topography is a constraint in some locations and the ring road currently creates significant severance and impacts on the quality and access of pedestrian and cyclist routes into and out of the town centre from surrounding neighbourhoods. There is currently a cycling restriction order within the town centre impacting on cycle movement. The station and bus facilities could be better integrated as well as the uninviting public realm and poor wayfinding improved to help increase the take-up of more active and sustainable modes of travel. This would serve to address the reliance on private vehicles for local trips. Extensive surface car parking and associated traffic also affect the prosperity of the town centre as well as air quality. There are currently no Air Quality Management Areas within the town.

Mansfield Transport, Movement and Parking Framework Ambition

3.13 The ambition is to address these issues and challenges, and create a transport, movement and parking framework that supports an existing and future switch towards more active (walking and cycling) and sustainable modes of transport (bus and rail).

3.14 By creating a town centre that is better integrated with the wider local communities on foot, bicycle and by bus, access to employment, education, leisure, improving the health and well-being of local people will be improved too.

3.15 The main principles for change are:

3.16 **Streets not Roads:** Creating an appropriate hierarchy of streets and spaces that are designed around the safety, comfort and enjoyment of pedestrians, cyclists, as well as high-quality public realm in the first instance, whilst supporting important continued wider regional connectivity and access

3.17 **Greater Pedestrian and Cyclist Priority:** Strengthening existing routes and creating new routes which improve pedestrian and cyclist access, enjoyment, road safety and personal security (actual and perceived safety). Subject to further review including modelling and approval of County councillors, this could include redesigning junctions to improve pedestrian and cyclist safety, improving existing and introducing new pedestrian and cyclist crossings and routes so local people can have greater access to and through their town centre by foot and by cycle. There could also be greater support for micro-mobility to assist in overcoming the hilly topography and over-reliance on the private car for short trips in and around the Mansfield district.

3.18 **21st Century Station and Bus System:**

- Creating a station environment that is of a 21st century standard. One that is well integrated, accessible, has a clear identity and sense of place locally, regionally and nationally.
- Ensuring that the railway station, bus and taxi network play a positive role and are fully integrated within the town centre and wider community.
- Embracing technological advancements including MaaS technology and integrated ticketing systems to encourage a shift to these more sustainable modes of travel as well supporting low emission taxi services and facilities

3.19 **Parking, Deliveries and Servicing:** Creating a town centre and neighbourhood parking regime, both on-street and off-street, that helps to reduce the negative impacts of vehicles on the local environment whilst continuing to support the local economy and provides high quality parking for disabled users. This may include greater priority for sustainable vehicle parking provision including electric vehicles and car clubs, should a private operator wish to pursue such a scheme, in appropriate locations as well as support for greater lower emission taxi services and well-located taxi ranks including near Mansfield station and near the town centre. More sustainable deliveries and servicing could be delivered through click and collection points and local delivery hubs in appropriate locations to better support local businesses.

3.20 **Sustainable Development and Growth:** Supporting and enabling future development and growth that prioritises sustainable transport modes and access whilst also making appropriate provision for car use and access. Ensuring pedestrian and cyclist connectivity and disabled user access measures are fully designed as part of future development proposals.

The Projects and Action Plan

3.21 The plan shown overleaf shows at a high level the types of opportunities and projects that could be introduced during the life of the masterplan and beyond.

3.22 It is important to note that the projects identified here represent an indicative list only of potential opportunities for consideration as part of the next project phase. These projects take in to consideration previous studies including the Mansfield Access Audit and Strategy (Aecom, 2020). These are projects and initiatives that have been successfully introduced elsewhere in the UK and overseas in accordance with national, regional and local transport and environment policies, good practice and design standards. Naturally, they would need further design development and review for application in Mansfield, including, surveys, modelling, engagement and consultation, and value for money assessment, as appropriate as part of the next stage. Any future highways and transport programmes and schemes will also need to reflect the aims and objectives of the Local Transport Plan; and be priorities identified within its Implementation Plan and supporting plans.

3.23 The proposals would also need to meet the County Council Local Transport Plan aims and

Wide pavements, tree planting and cycle parking in a central reservation show how a busy ring road environment can be transformed at Hereford livestock market

New cycle hubs have been installed at key stations in Waltham Forest. These have CCTV, key fob entry, lighting, tyre pumps and tiered cycle storage. These secure facilities make it easier for people commuting or shopping locally to travel by bike

objectives. The County Council would need to determine of the suitable level of project assessment required with Mansfield District Council for any measures not put forward by the County Council. Following this assessment, should the proposed measures be supported by the County Council, the projects will still be subject to securing the necessary funding and meeting funding requirements, including National, County and local plans, policies, priorities, a value for money assessment and have appropriate public support.

3.24 Subject to the above statement, a series of short (1-5 years), medium (5-10 years) and longer term (10 years+) initiatives have been identified and could be further considered. These potential schemes and projects are set out below.

3.25 In the short term (1-5 years) the following projects might be considered:

- Building on the Mansfield Access Audit and Strategy (Aecom, 2020), start to realise projects and undertake further feasibility studies identified within this document including traffic management, pedestrian and cyclist, wayfinding, decluttering, parking and taxi improvements
- A review of the no cycling order within the town centre
- A further detailed movement and public realm feasibility study (or studies as appropriate) for the ring road, key junctions and gateway areas. This feasibility study(ies) should take the vision and principles set out in this masterplan and movement framework and aim to identify a series of projects that better balance movement and placemaking in the short, medium and longer term subject to available funding. This study(ies) should be led by a multi-disciplinary team including transport planning, engineering, public realm designers, landscape architects and modelling to ensure projects bring about sustainable change and support wider objectives including development and growth, health and well-being and climate emergency
- Develop a station area masterplan and identify measures to improve the station environment and interchange over the short, medium and longer term that support future network changes including HS2 as appropriate
- Localised small-scale road, crossing, wayfinding and signage improvements as identified by the County Council's LCWIP
- Localised public realm and greening measures to improve the town centre's appeal
- Improvements for disabled and vulnerable users to access the town centre and surrounding attractors such as schools and leisure facilities
- Improvements to existing car parking signage, access, ticketing, parking bays including electric charging and cycling as identified by the County Council's plans and priorities.

3.26 In the medium term (5 – 10 years) the following projects might be considered:

- Repurposing of some surface car parks for placemaking or development (either temporarily through short term trials and / or permanently)
- Subject to the above study and assessments by the County Council, the introduction of greater crossing and junction improvements within the town centre and surrounding roads
- Subject to County Council approvals and review, the introduction of greater wider spread public realm and greening schemes including improvements to key gateways such as the Church / Midworth Street, Town Mill / Bridge Street and the A60 / A6191 junction to improve the town centre's appeal and relationship with the wider area
- Introduction of improved pedestrian and cyclist routes that are identified and prioritised in the County Council's LCWIP and designed in accordance with the latest national and local design standards
- Greater rationalisation, relocation and removal of surface car parks for placemaking and development purposes.

3.27 In the longer term (10 years+) the following projects might be considered:

- More significant junction redesign to improve walking and cycling access and creating more appealing town centre gateways

Figure 1.10: Movement Framework

Short Term

- Consider improvements to existing pedestrian and cyclist crossings and the introduction of new crossing facilities on routes identified as priorities in the County Council's Local Cycling and Walking Infrastructure plan (LCWIP)
- Consider strengthening strategic links for cyclists and bus connectivity along routes identified as priorities in the County Council's LCWIP and emerging Bus Improvement Plan (BSIP) / Enhanced Partnership Plan (EP)
- Consider improving quiet routes for pedestrians and cyclists along routes identified as priorities in the County Council's LCWIP

Medium Term

- Where the necessary transport assessments indicate it is practical to do so, consider redesigning junctions, improving gateways and reallocating greater road space for pedestrians and cyclists along routes identified as priorities in the County Council's LCWP
- Consider improvements to the quality of the public realm and environment including introduction of green and blue infrastructure in appropriate locations in the town centre. Consider re-opening sections of the town centre to cycle access and movement
- Subject to further review and modelling consider the reallocation of greater space to cycling and bus movement on this link, including bus priority measures and traffic calming to improve local access but not at the expensive of significant delay to strategic movement inline with the emerging EP and BSIP

Long Term

- Subject to the necessary transport assessments, including modelling, redesign these major junctions to improve pedestrian and cyclist access and improve the quality of the public realm at these important gateways
- Improve the station environment, its integration with the town centre, bus and taxi services, and routes with aim of improving accessibility and legibility and raising the station profile within the town centre, regionally and nationally
- In line with County Council's priorities in the emerging Bus Services Improvement Plan / Enhanced Partnership plan reconsider bus operations, routes and stops within the town centre with the aim of improving accessibility, reliability and legibility
- Consider reopening the town centre to smaller buses, greater cycle, sustainable deliveries and servicing access as identified from the BSIP and EP

NOTE: Please note that transport improvements will need to be approved through the appropriate County Committee process.

- Subject to County Council reviews and approvals, greater reallocation of road space on the ring road for walking, cycling and bus priority supported by furthermore significant enhancements in the sustainable travel offer in Mansfield and the district
- Bus service and bus route improvements within Mansfield and the district in line with the National Bus Strategy
- Mansfield railway station improvements including building, environs, parking, taxis, bus interchange and links to and from the town centre
- Greater removal of a larger proportion of town centre surface car parking and the creation of interceptor car parks on the edge of the town centre with improved pedestrian and cyclist links into the central core area.

Mansfield and Parking

3.28 Parking has a clear role in providing viable access to the town centre and will continue to be an important mode of transport in the future for many.

3.29 The aim of the parking framework as part of the masterplan is to:

- Better balance the needs and priorities for car parking with the need for greater public space,
- Enable more sustainable future development
- Support strategic objectives including reducing the impacts on climate change, air quality and improving health and well-being.

3.30 As with many other towns and cities, balancing parking provision with other aims and needs is complex and that has been further complicated by the Covid-19 pandemic which has modified established travel mode choices, perhaps permanently. As such, future development and / or changes within Mansfield will need to respond cautiously and responsibly to pandemic impacts, weighing up the need to revitalise the town centre with the health, well-being, equality and climate change considerations.

3.31 The following principles of change have been identified to help support more positive vehicle trips and associated parking within Mansfield over the long-term timeframe of the Masterplan and beyond:

3.32 **Optimal Stay:** Enabling a parking regime that encourages more visitors to stay, shop and enjoy the town centre for longer including use of technology, wayfinding signing, easy to use ticketing systems and high-quality pedestrian routes to and from the facilities. Making best use of town centre parking assets for all stay durations, user types with optimised space availability.

3.33 **Alternative Travel Modes:** Providing effective sustainable travel mode alternatives to the private car. It is important that any changes to car parking including rationalisation, relocation and removal goes hand-in-hand with measures to improve access to alternative, more sustainable modes of transport including greater provision of appropriately located cycle parking.

3.34 **Car Park Consolidation:** Consolidating surface car park to fewer facilities on the town centre edges. This will free up greater space for placemaking and sustainable development in the central core. Disabled parking and loading should, however, continue to be provided at appropriate locations within the town centre.

3.35 **Placemaking:** Minimising the impacts of town centre on-street and surface car parking on the streetscape and local access and strategic movement. Helping to create more vibrant, inviting places for people and for businesses to undertake deliveries and provide outdoor dining / trading space. This may include the redesign of streets and car parks, introduction of greening and standardised ticketing systems

3.36 **Prioritising Disabled Users and Sustainable Vehicles:** Where parking is needed, work with the County Council to ensure that disabled users and sustainable vehicles including disabled parking facilities, electric vehicles and car clubs bays (should a private operator wish to pursue such a scheme) are prioritised where feasible and appropriate. Such parking will need to be carefully located and designed to ensure they are appropriate for use. Well located, safe and secure parking for cycles should also be considered. Working with the County Council, it is also important that, where possible, appropriately located taxi ranks and greater support for low-emission taxi services are prioritised.

3.37 **Car-Lite and Car-Free Development:** Supporting and enabling future development and growth that prioritises sustainable transport modes and access whilst also making appropriate provision for car use and access.

3.38 **Supporting Local Businesses with Sustainable Choices:** Work with businesses to help reduce employee and visitor trips by vehicle and support them with more sustainable delivery choices including micro-mobility, electric cars, last-mile delivery hubs and click-and-collect facilities where appropriate and feasible.

Summary

3.39 Mansfield has the potential to become a vibrant, fully accessible and sustainable town centre, where local people can access and enjoy their town centre via a range of active and sustainable transport choices including walking, cycling, bus and rail.

3.40 The masterplan and this supporting transport, movement and parking framework aims to address the existing transport and movement challenges including the impacts of the local topography, the ring road and vehicular movement on local access, safety and enjoyment. The transport, movement and parking framework aims to also:

- Meet with local and national policy and good practice
- Address the climate emergency challenge
- Improve health and well-being
- Support regeneration
- Increase access and uptake of active travel
- Improve public transport.

3.41 A phased approach of short-, medium- and longer-term projects will help to realise change now and in the future. It will also enable the necessary, sometimes time-consuming and costly project elements including surveys, modelling, approvals to be carried out and most importantly, ensure appropriate community involvement and engagement to be undertaken within a realistic timeframe and budget.

3.42 The introduction of people and placemaking-led projects as identified in this framework will bring about more sustainable change. It is however important that any changes to vehicular access, movement and parking as part of such projects go hand-in-hand with improvements to walking and cycling and public transport to ensure the local economy recovers fully from the Covid-19 pandemic and prospers into the future, as well as continuing to support the wider neighbourhoods and district.

Land Uses

3.43 The adjacent plan provides an illustration of the proposed land use framework for the town centre. This is intentionally flexible and non-prescriptive, designed to help guide a shift towards residential uses in some key areas of the town centre and focus any new retail/mixed use development closer to Market Square.

Mixed - use

3.44 The Council's recent retail study (Mansfield District Retail & Commercial Leisure Study Update 2020) outlines a quantitative need for additional comparison floor space. Whilst these projections were pre Covid and do not take account of the adverse effects of the pandemic on shopping patterns, they give a long term indication of the likely demand for retail floorspace post Covid/once normality resumes. However, there is a possibility of a contraction of the amount of traditional retail floor space within the town centre over the coming years which is highlighted by the re-thinking of land uses within the illustration of how the Four Seasons could come forward. The main opportunities for mixed-use development are considered to be within alternative sectors such as leisure, food and beverage and workspace, the introduction of which can help to diversify the town centre, generate additional footfall and thus reinforce the traditional retailing focus. Whilst the Council's retail study does not indicate any need for any additional convenience floorspace, it highlights the gap in the provision of supermarkets in the town centre.

3.45 There is considered to be an under representation of the leisure and food and beverage sector within the town centre. Key opportunities for these types of uses should be focused around market square, within any future redevelopment of the Four Seasons and at a reimagined BHS site.

3.46 Exciting opportunities exist within the expanding sector of more informal food and beverage such as market halls and pop-up dining which is an area of growth nationally. This more flexible approach can help to fill vacant high-street units, alongside other meanwhile/temporary/pop-up uses such as student gallery space or sports activities (see images to the right).

3.47 In respect of workspace, changes in working patterns are impacting on the office sector and there has been a shift towards a greater degree of flexibility as symbolised by the boom in co-working. The masterplan plans for some workspace in the town centre which can be used to help add activity and footfall to town centre sites. If designed correctly, workspaces and community spaces can add active frontage to town centre locations, filling vacant units caused by the contraction of retail uses on some locations, and creating renewed vibrancy. A demand for public sector office accommodation could also form a key anchor to a new work space scheme in the heart of the town centre.

Residential

3.48 The residential market in the town centre is currently skewed towards the private rented sector, although there is an embryonic/modest demand for student accommodation linked to Nottingham Trent University. There is though a significant opportunity to use the residential sector as a driver of additional activity, development and repurposing of areas that are vacant and underutilised. The possibility of a mix of types of development including senior living, private rented, student, affordable and market should be developed. Consideration is however needed to both the environment needed to support the creation of such developments and the models for delivery in which public sector collaboration may be required.

3.49 An accompanying Viability and Delivery Report has been prepared to inform and support the recommendations set out in this report.

Figure 1.12: Diversification of the use of shop units which might be for pop-up/meanwhile uses. Top - Hereford College of Art using an empty shop in the city centre to display the graduate degree show. Bottom - table tennis units in a shop unit

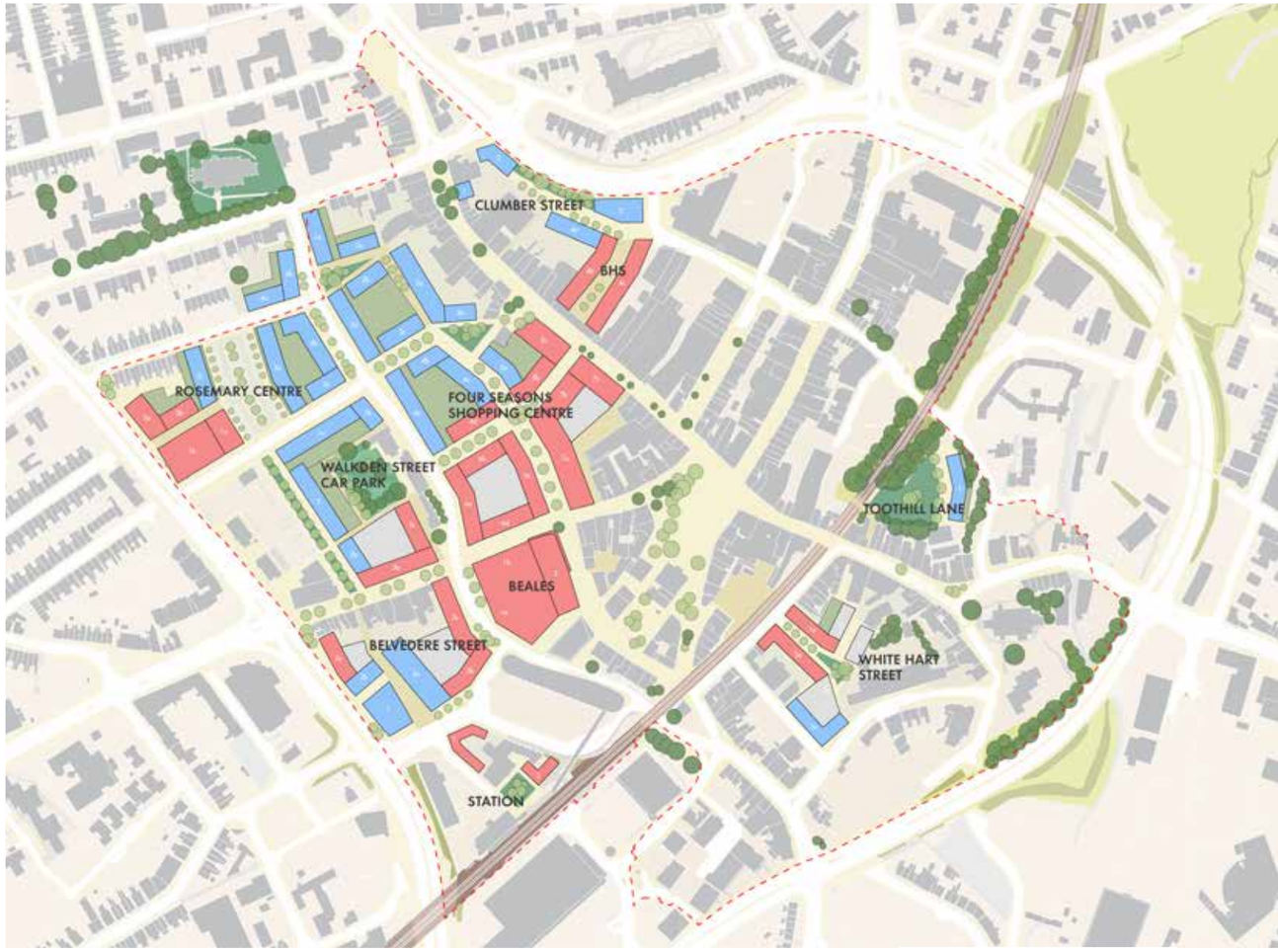


Figure 1.11: Land use framework

Residential
Mixed-use
Parking / servicing

Heights, Scale and Massing

3.50 The adjacent plan provides guidance on the proposed building heights within the Mansfield Town Centre Masterplan. One of the key principles of the masterplan is to shift areas of the town centre from a courser or bulkier massing to a finer town centre grain. This is particularly relevant in the north western quarter where there are the most significant development sites.

3.51 One of the characteristics of Mansfield is its varied roofscape which creates an attractive townscape. Therefore where height ranges have been indicated for new development, schemes will be expected to achieve a modulated and articulated roof line to reflect this historic character, rather than being built out to the maximum permissible height.

3.52 New development should respond to a number of key principles related to heights and massing:

- Prevailing height - development proposals should sensitively respond to prevailing height and context
- Opportunity for varied roofscapes - new development should add to the rich and varied roofscape and look for opportunities to add new interest by varying the approach to corner plots or at important junctions or facades.
- Increase in scale on the primary route - The masterplan tends to illustrate an increase in building heights (up to four storeys) on the primary routes, with a more modest scale on the secondary axes and minor lanes.
- Creating view corridors - development proposals should create internal view corridors that frame local elements (for example, public spaces or a heritage asset) or are terminated by an interesting facade of a new building. These views are important in encouraging pedestrians along new routes.
- Protecting important views - New development should take account of existing attractive views including key features of the town centre such as the viaduct and church spires.
- Responding to existing heritage - New development within Mansfield Town centre should form a sensitive and attractive backdrop and setting for heritage assets.

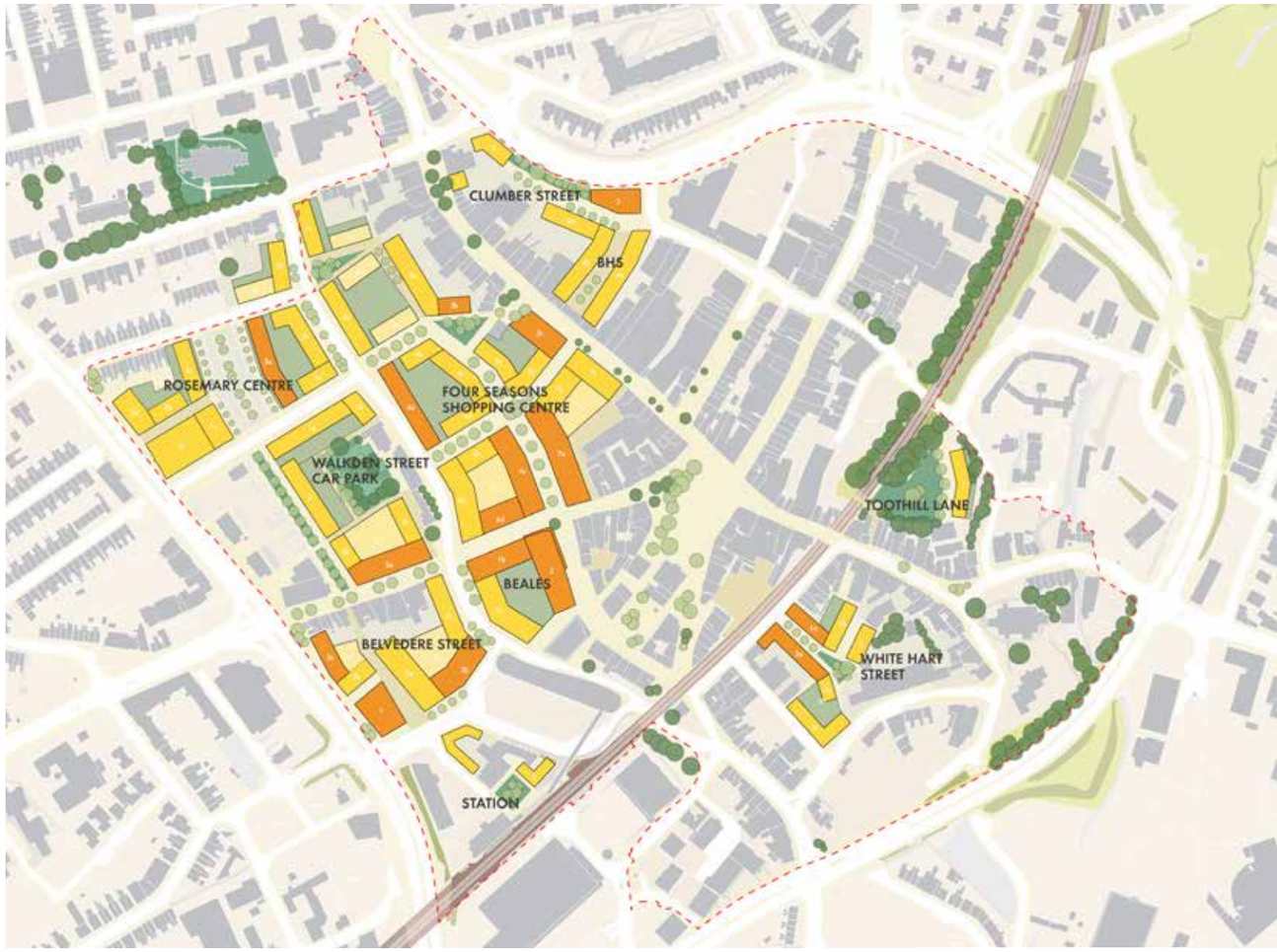


Figure 1.13: Building heights framework

4 Storey
3 Storey
1-2 Storey

Health, Innovation and Sustainability

3.53 A key part of the strategy for the future of Mansfield should be an integrated approach to both the physical and digital environment to support a liveable town centre. An integrated digital network which supports smart cities innovations will support quality of life improvements as well as bringing commercial and civic benefits.

3.54 The 'Smart Mansfield Concept Development' report sets out a series of measures which can be implemented off the back of a comprehensive digital network, including using live information feeds to support wayfinding and parking, virtual assistants to provide location-based services and support local business, and features which enable supported living to give more people more independence. A wider range of operational smart measures are also available, including real-time air quality and water-quality monitoring, waste management systems and improvements to the ways in which CCTV is used to help improve safety and security. Future Smart cities funding in Mansfield will focus on technologies that involve green and eco interventions as well as data collection software (please see section 5 - delivery strategy - for an action plan setting out a number of Smart Cities projects).

3.55 Along with tech-enabled measures for a healthy town centre it is also important to identify that good streets and attractive options for walking and cycling are fundamental measures to help people make healthy choices on a day to day basis. This not only has benefits from a personal health basis, but also delivers wider societal benefits through improved community cohesion, stronger local shops and businesses, and reduced social care costs. It is also an essential, quick and cost-effective way of helping Mansfield to significantly reduce its carbon footprint and improve air-quality.

- Key public spaces
- Primary pedestrian route
- Secondary movement route
- Existing green space
- Enhanced existing green space
- Proposed green space
- Existing trees
- Proposed trees
- Wayfinding / Virtual assistant
- Smart parking
- Strengthening strategic links for cyclists and bus connectivity along routes identified as priorities in the County Council's LCWIP and emerging Bus Improvement Plan (BSIP) / Enhanced Partnership Plan (EP)
- Improving quiet routes for pedestrians and cyclists along routes identified as priorities in the County Council's LCWIP
- Enhancing the quality of the public realm and environment including green and blue infrastructure in the town centre. Re-opening sections of the town centre to cycle access and movement
- Reallocating greater space to cycling and bus movement subject to further review and modelling, including bus priority measures and traffic calming to improve local access but not at the expensive of significant delay to strategic movement inline with the emerging EP and BSIP
- Improving the quality of access and the public realm along the river
- Redesigning these major junctions to improve pedestrian and cyclist access and improve the quality of the public realm at these important gateways subject to the necessary transport assessments, including modelling,
- Improving the station environment, its integration with the town centre, bus and taxi services, and routes with aim of improving accessibility and legibility and raising the station profile within the town centre, regionally and nationally
- In line with County Council's priorities in the emerging Bus Services Improvement Plan / Enhanced Partnership plan reconsider bus operations, routes and stops within the town centre with the aim of improving accessibility, reliability and legibility
- Reopening the town centre to smaller buses, greater cycle, sustainable deliveries and servicing access as identified from the BSIP and EP

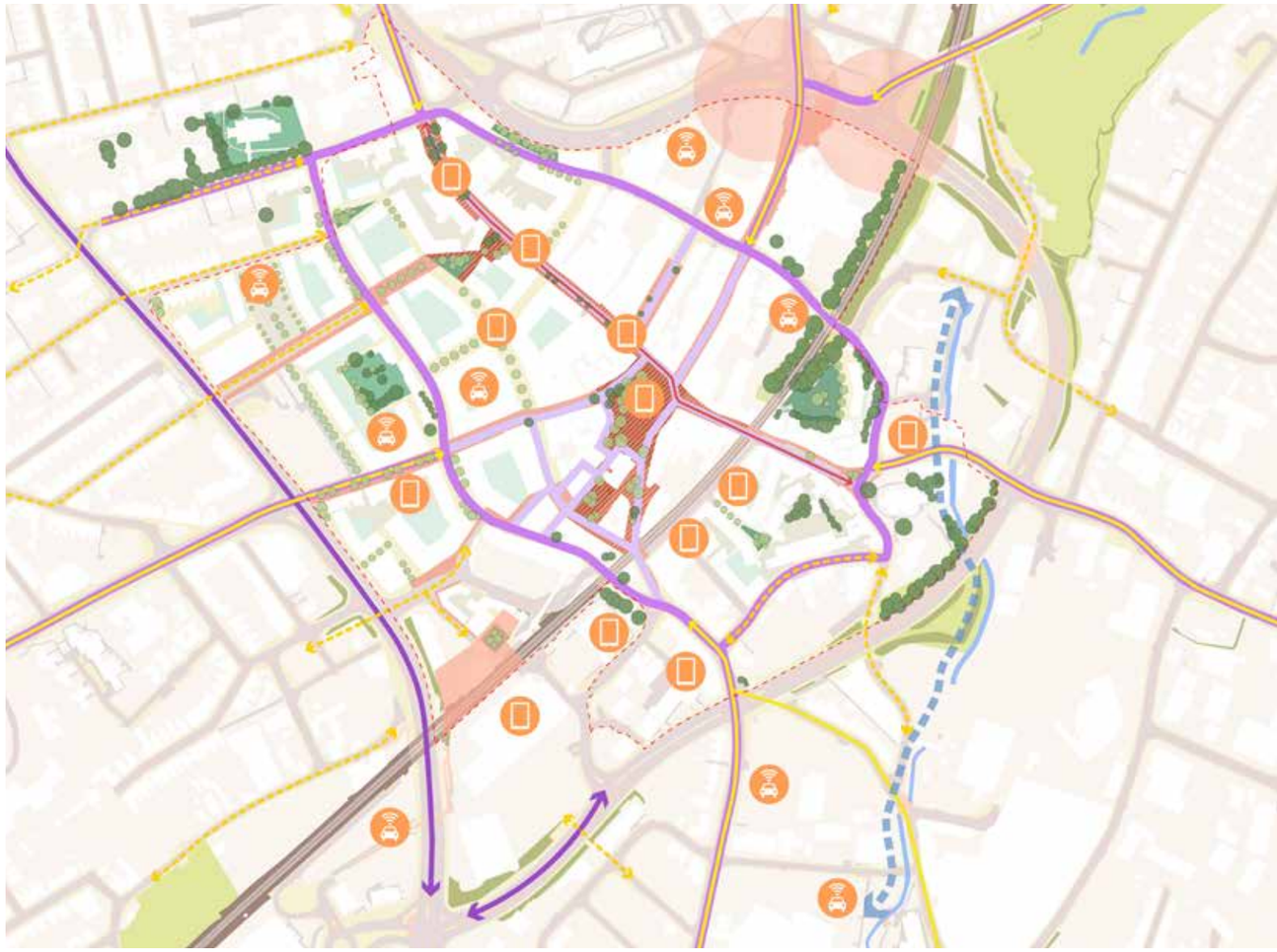


Figure 1.14: Measures for a healthy Mansfield

NOTE: Please note that transport improvements will need to be approved through the appropriate County Committee process.

4 SITE GUIDANCE

Introduction

4.1 This chapter sets out guidance for potential development sites within the Mansfield Town Centre Masterplan area. The urban design framework, other illustrations and precedents included in this section are indicative and provide guidance for future detailed designs.

4.2 The site guidance should help inform development opportunities as they come forward and be read alongside the guidance in national and local planning policy. Other projects may come forward which have not been included within this guidance but these projects should comply with existing policy and the principles outlined in this document.

4.3 Each site is described under the following headings:

- **Context:** A description of the existing site situation.
- **Key Objectives:** Aims and principles for the site.
- **Development parameters:** Parameters for development including issues of scale, form and context including impact on heritage setting; character and materials; public realm and landscape; land uses; development capacity; pedestrian movement; highways improvements; parking; and servicing considerations.
- **Related projects:** These are further aspects to be considered outside of the site boundary. Neighbouring sites, town wide public realm projects or longer term aspirations may have an impact on the site.
- **Stakeholders:** Interested parties or groups to be consulted or seek approval.

4.4 The guidance for key sites has been divided into the four key quarters of the masterplan illustrated on the adjacent diagram and numbered below. The key priorities for these quarters are as follows:

1- Market Square and West Gate Quarter

- Reimagining and evolving the role of retail streets
- Supporting the evolution of Market square
- Repairing Clumber Street and delivering student housing
- Reconnecting north over St Peter's Way

2 - Church Street Quarter

- Celebrating and re-purposing heritage
- Making more of the viaduct by creating better connections through it, spaces around it and highlighting it through lighting and setting enhancements.
- Enhancing connections from the Market Square to River Maun.
- Sensitive redevelopment of the White Hart industrial heritage and lanes

3 - Station Quarter

- Improving the sense of arrival and improving the street links between transport modes
- Enhancing the station context and improving the street environment and routes to the town centre
- Redevelopment of the Beales and Belvedere site to raise the quality and deliver new destination in the town centre

4 - Stockwell Gate and Four Seasons Quarter

- Returning the area to a town centre grain
- Repairing connections and level changes
- Exploring the longer term future of the shopping centre
- Opportunities for re-use of historic buildings
- Importance of establishing active frontage on Stockwell Gate and Rosemary Street

Figure 1.15: Mansfield's four quarters

1 MARKET SQUARE AND WEST GATE QUARTER

Reimagining and evolving the role of retail streets

Supporting the evolution of Market square

Repairing Clumber Street and delivering student housing

Reconnecting north over St Peter's Way

BHS

Context and key considerations

4.5 The BHS site refers to the former BHS building, and the neighbouring Clarks shoe shop numbers 30 and 32 West Gate. They front onto the street almost directly opposite the northern entrance to the Four Seasons shopping centre. Clarks occupies a building which retains the historic frontage of the former Nags Head public house, although with significant ground floor modifications to create a shop window. The remainder of the frontage is a modern quasi-historic frontage.

4.6 The whole of the site is large floor plate modern concrete construction, with a significant plant room and building services.

4.7 There is a substantial level change through the site, with Clumber Street being approximately one and a half storeys higher than West Gate.

4.8 The site currently has very blank side elevations and party wall conditions. On the north side a significant length of this is party wall, limiting the options for windows and overlooking. However, on the south side the building already has fire escapes into Eclipse Yard and upper level windows looking down into the space. The ownerships and rights for this area would merit further investigation to establish what access and what overlooking may be designed into an remodelling or new development.

Figure 1.16: Aerial view of existing

Figure 1.17: Existing and historic photos of the West Gate Street frontage of the site

Figure 1.18: Modern structure behind the retained facade

Figure 1.19: Clumber Street service yard frontage

Key objectives

4.9 The most sustainable approach for this building will be to find a longer term re-use for it in its current form, making use of the large floorplates and infrastructure. The building is arranged over three large levels, only the ground floor has good independent access from West Gate and the top floor stockroom has no windows. However, independent access could be established to upper levels to allow for leisure uses.

4.10 The site is very deep in plan, meaning that it is not suitable for many uses such as homes or workspace which require windows and building perimeter. One option could be to move the existing market into the building to create an indoor market. At the same time, the West Gate block is very long, and could benefit from a public route offering new connections through to Clumber Street. If long term large floor plate uses cannot be established, then partial or complete redevelopment should be considered.

4.11 The facade to West Gate has some elements of retained historic character, with aspects of the original Nags Head public house have been retained in the new building. Any new scheme should aim to retain the sense of the historic character and scale of the street, potentially accessing a new lane through an archway.

Development parameters

4.12 In the event that redevelopment of the site is proposed over re-use of the existing building, the principal parameters should be to create a laneway through the site which gives access to a relatively dense development of workspace, micro-shops and flats. It is expected that the north side of the site will need to retain a blank boundary wall, but that the aspect of the buildings works well for single aspect units facing south into the lane.

4.13 For the purposes of this approach it is assumed that the buildings on the southern side would also need to retain a blank rear elevation and would face north-west into the lane. Options to introduce windows and access to the south would clearly be beneficial. The scale of the lane is relatively narrow, and so complementary uses such as residential on one side and lower workspace buildings on the other will help to mitigate against the potential for intervisibility between habitable residential spaces.

Options

4.14 There are a number of options which could be considered for the redevelopment of this site:

- Option 1 retain and reuse: Larger retail occupier, leisure or public sector use
- Option 2 retain and refurbish: Covered retail arcade, workspace above. Could accommodate part of Mansfield Market from Market Square or deliver new food stalls
- Option 3 demolish and retain only frontage: ground: cafe/shop/workspace, upper floors residential

Related Projects

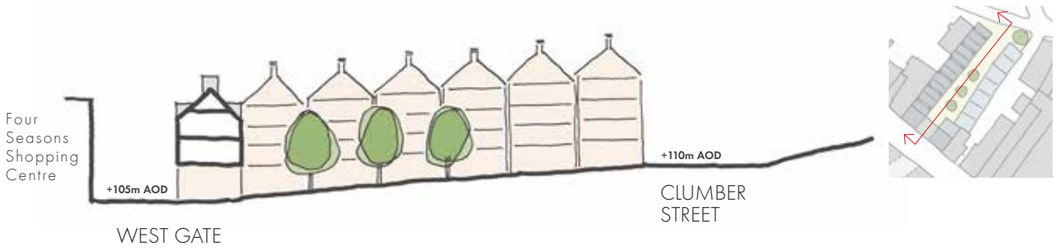
4.15 A key consideration for the refurbishment or redevelopment of the site will be the identification of associated projects such as potential changes to the Four Seasons shopping centre which would require larger retail spaces for existing shops in the centre. In this instance a viable re-use of the existing building might be established.

4.16 The wider masterplan identifies the option to modify Clumber Street and to introduce other infill development which creates frontage to the outer edge of the town centre in a prominent location.

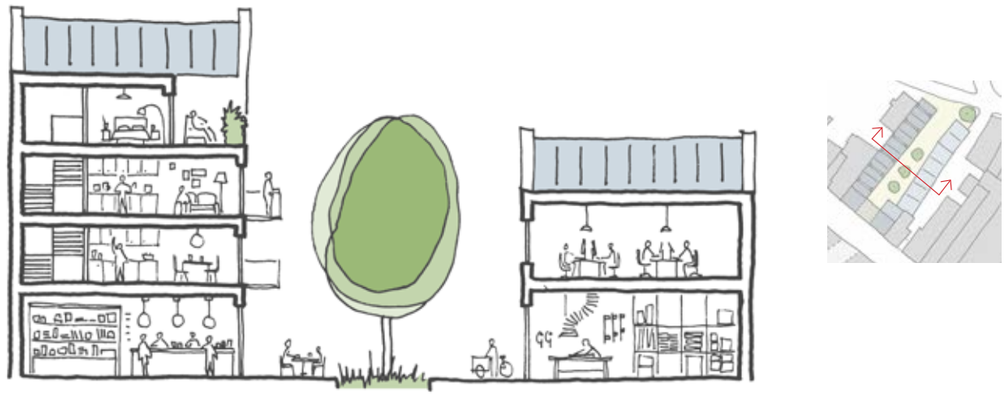
Stakeholders

4.17 Existing site owners, plus liaison with adjoining site owners.

Lane Elevation



Lane Section



Shops and cafes with flats above

New lane including opportunities for tree planting and SUDS

Workshops, studios and office space

Market Place

Context and key considerations

4.18 The Market Square is the historic heart of the town centre - an attractive hard landscaped open space with a Grade II* listed monument at its centre. The buildings surrounding the square date from varied periods including Georgian, Victorian and Edwardian, many of which are listed. The Old Town Hall stands proudly on one side of the open space.

4.19 The market has been operational for more than 700 years and is open five days a week with regular specialist events such as artisan, craft and international markets.

Key objectives

- Rethinking of the way public space can be used to enable a greater variety of users, event types and activities.
- A re-design to create an interesting place to be and a destination in the town centre with a reason to visit.
- Any investment or changes to the space must ensure that the identity still draws on history and heritage character (but this does not mean pastiche). This might include embedding details with historic significance.
- Look to transform the image of the space with planting as a key opportunity to 'green the town centre' for biodiversity, climate change mitigation and health benefits.
- Include unique elements which excite people.
- Consider opportunities to reduce the scale of the space by designing features to subdivide.
- Ensure any design caters for young people, including an opportunity for informal play.
- Ensure any design caters for older people, or those seeking a rest in the town centre, with seating areas.

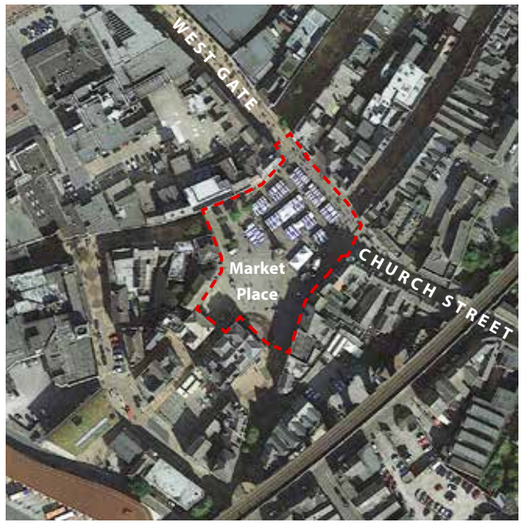


Figure 1.20: Aerial view of existing

Figure 1.21: Photos of the existing site and surrounding streets

Figure 1.22: Precedents from Bonn Square, Oxford and Altricham (right, Adam Lambert / Planit IE ©) where planting, seating and playspaces have been introduced in key areas to diversify both the character and use

Figure 1.23: A diagram illustrating the spectrum of uses that any redesign of the space should support and enable

- Ensure the design is flexible - creating spaces that can be used in different ways, but never feels empty and could be used in different ways from day-night.
- Plan for a programme of changeable and interesting activities to animate the space.
- Plan for cultural events such as those set out in the Towns Fund.
- A retraction in the number of market stalls offers an opportunity to rethink the proportion of the space that is given over to this use.
- Creating an attractive space to eat and drink within the square would support food and drink stall holders which could lead to an increase in street-food provision.

Development parameters

4.20 A simple concept sketch illustrates one way that the above principles could be applied. This shows a retraction of the stalls from the western side of the space to allow for the greening of this part of the square. This western side could introduce a new kind of environment with elements of seating and informal play opportunities set within lush planting and trees. The eastern side is retained as a flexible space for the market and events. It should be noted that proposals for the Market Place should have consideration of current and future vehicle access requirements, especially for the area in front of the Old Town Hall.

Related Projects

4.21 The Market Square is the centre of the town centre and therefore investment in this space will raise the quality and perception of Mansfield as a whole. A relationship with any future redevelopment of the Four Seasons will be key.

Figure 1.24: Top - a historic view of the Market Square with a huge number of stalls. Below - a retraction in the number of stalls offers an opportunity to rethink the proportion of the space that is given over to this use

Stakeholders

- Mansfield District Council
- Nottinghamshire County Council
- Historic England
- Market traders
- Surrounding businesses

Figure 1.25: The western side illustrates a town garden. The eastern side is retained as a flexible space for the market and events.

Clumber Street

Context and key considerations

4.22 The area includes three parts; an area of highways land created by the ring road and traffic engineering that duplicates lanes going along Clumber Street and Chesterfield Road; a grassed central reservation; and yards, parking areas and warehouses at the rear of West Gate and fronting Clumber Street.

Key objectives

- Improve the public realm environment and frontage along Clumber Street - make this feel less like 'a back'
- Explore options to change the way the traffic works at the junctions of St John St / Clumber St/ Chesterfield Road South (A6009) to determine if any land could be released for development

Development parameters

4.23 Three smaller development plots have been identified which could improve the quality of the environment in this part of Mansfield.

Options

4.24 Sites could deliver residential or employment space.

Related Projects

4.25 The key relationship is with the potential redevelopment/re-use of the BHS site. The boundary between these sites will need to be carefully considered as part of future projects.

Stakeholders

- Mansfield District Council
- Landowners
- Nottinghamshire County Council

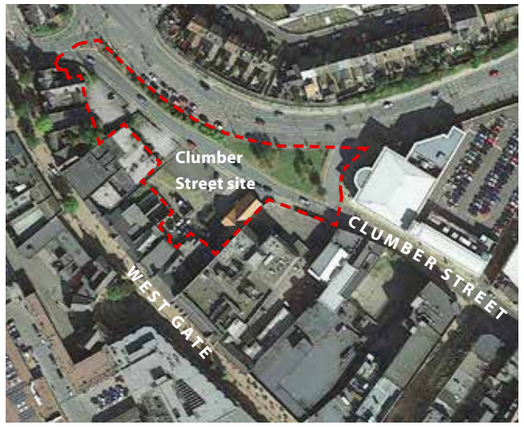


Figure 1.26: Aerial view of existing

Figure 1.28: Plan of proposed

Figure 1.27: Photo of the existing site and surrounding streets

Clumber House

Context and key considerations

4.26 An existing office building and short parade of shops on the corner of Clumber Street and Leeming Street.

Key objectives

- Refurbishment and reuse of the existing building to improve the view along Clumber Street
- An active ground floor use to contribute alternative activity to this part of town
- To bring students into the centre of Mansfield, adding footfall, energy and spending power.

Development parameters

4.27 Refurbishment and reuse of the existing office building for student accommodation which will bring footfall to this part of town. An active ground floor use, perhaps linked to the student activity, such as a shared study space, student's union or exhibition space, would help to bring a new type of activity to this area.

Options

4.28 Site could deliver residential or employment space.

Related Projects

4.29 Other improvements along Clumber Street and Toothill Lane will help to raise the profile and improve this route through the town centre.

Stakeholders

- Nottingham Trent University
- Mansfield District Council
- Landowner
- West Notts College

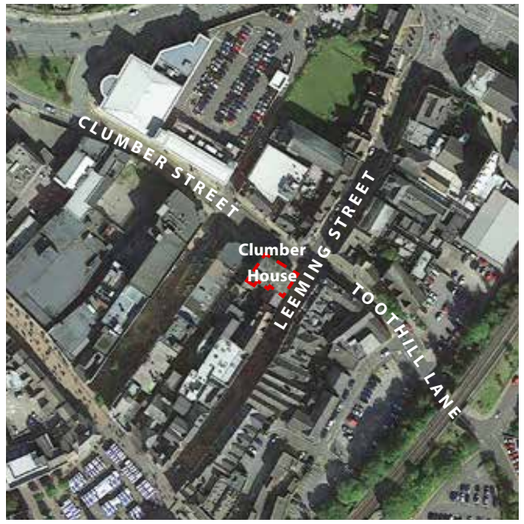


Figure 1.29: Aerial view of existing

Figure 1.30: Photos of the existing building

2 CHURCH STREET QUARTER

Celebrating and re-purposing heritage

Making more of the viaduct by creating better connections through it, spaces around it and highlighting it through lighting and setting enhancements.

Enhancing connections from the Market Square to River Maun.

Sensitive redevelopment of the White Hart industrial heritage and lanes

White Hart

Context and key considerations

4.30 This area of the town centre has a characterful and historic environment. Two and three storey buildings and brick warehouses characterise the area. Dame Flogan Street, despite a number of vacant buildings has an interesting and attractive character in need of further investment to enhance the existing sense of place. On Midworth Street there are attractive former maltings buildings which are a Grade II listed asset. These warehouses all have an attractive and distinctive roofline.

4.31 The central part of the site area is currently used as a surface car park, and the land slopes downwards towards White Hart Street. There are currently views through the site of the viaduct which creates an interesting back drop. The site connects with other yards accessed through the viaduct and a route to the rear of The Swan into Market Street/Market Place.

4.32 Mansfield District Council have already undertaken discussions with the landowner to support bringing this site forward.

Key objectives

1. The regeneration of the area through the retention and refurbishment of listed assets and consideration given to the retention, or retention of facades, of other attractive unlisted buildings.
2. Delivery of new development that is an appropriate scale and grain to complement the existing character of the area.
3. Delivery of a mixed use scheme that contributes activity to the ground floors along key routes, both new and existing. The land uses are likely to include residential with small

Figure 1.31: Aerial view of existing

Figure 1.32: Photos of the existing site and surrounding streets

Figure 1.35: Precedents where modern architecture has taken its cues from historic warehouses. Top left - Old Market, Hereford, Bottom left - Thornsett Road, London, Top right - Contemporary interpretation of Victorian warehouse, Great Suffolk Street, by Hawkins Brown, Bottom right - example of contemporary extension to an industrial heritage asset (Albert Works, Sheffield)

Figure 1.34: Park House, Harpenden. A retirement living development comprising 38 dwellings, communal facilities, community cafe and external landscaping within the setting of Rothamsted Park. The extra-care facility shares many of its communal facilities with the wider public. The architecture is higher density with an attractive roofscape

Architect: RCKa Photos: Jakob Spriestersbach

Figure 1.33: New Ground Co-housing, Barnet. New Ground is a co-housing scheme for older women created by Older Women's Co-Housing (OWCH) in collaboration with a wider design and development team. It is comprised of 25 customised homes and a shared 'co-house' clustered around a walled garden.

Architect: Pollard Thomas Edwards (copyright PTE)

elements of alternative uses to help add interest and activity at key moments.

4. The careful selection of materials to complement the existing historic and industrial character of the area
5. Deliver a new / improved route through the site from Midworth Street to White Hart Street
6. Deliver a central open space which adds greening to the area and creates a pocket public space in this area of town which is currently underserved
7. Any scheme will need to creatively address the level changes within the site, consider flood risk (part of site flood zones 2 and 3 based on Flood Map for Planners) and accommodate the required car parking to serve future users of the site.

Development parameters

4.33 The sections and plans on the adjacent page explain the scheme which arranges development blocks around a new route between Midworth Street and White Hart Street.

4.34 These blocks are generally three storeys and assume an active frontage at the ground floor facing into the new lane (a and b). This would be achieved through non-residential uses such as lounge spaces as part of a residential home or workspaces. Car parking is proposed to be accommodated within the ground floor of the blocks towards Church Street (c and d) and within block e. Block e cleverly mediates between the higher level of Dame Flogan Street and the lower level within the site.

4.35 Buildings along Dame Flogan Street are refurbished and re-used where appropriate.

4.36 Careful consideration will be required with any future detailed design and planning application to the flooding constraints on the site. This will have an impact on possible ground floor uses in parts of the site and landscaping.

Options

4.37 Site could deliver a variety of residential uses or employment space. Amendments to the layout are possible, particularly the way blocks (c) and (d) are arranged. However, the scale of development on this site should be determined by the surrounding sensitive heritage context.

Related Projects

4.38 There are no other major development schemes coming forward in this area but 14 -16 Church Street backs onto the site and the consented refurbishment of this site into ground floor retail and 15 apartments could tie in to the redevelopment.

4.39 The council has also recently approved a HMO with ground floor retail at 15 Church Street, on the opposite side to No.14-16 (next to the viaduct) (ref: 2020/0100/COU).

4.40 Public realm - The regeneration and redevelopment of this site will enhance the route from this side of town into Market Square. Landowners either side of the site should be encouraged to contribute to this route, with investment encouraged of the route under the viaduct and through the back yard/car park of The Swan.

Stakeholders

- Mansfield District Council
- Leaseholder
- Site owner
- Historic England
- Adjacent landowner of listed building
- Homes England

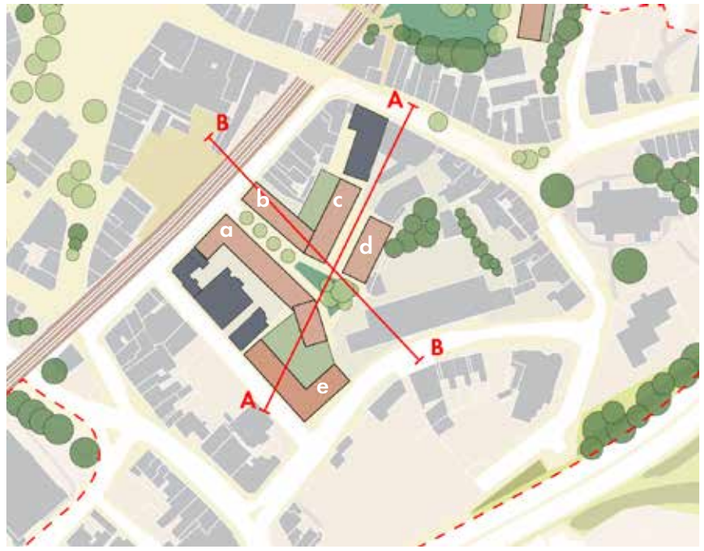
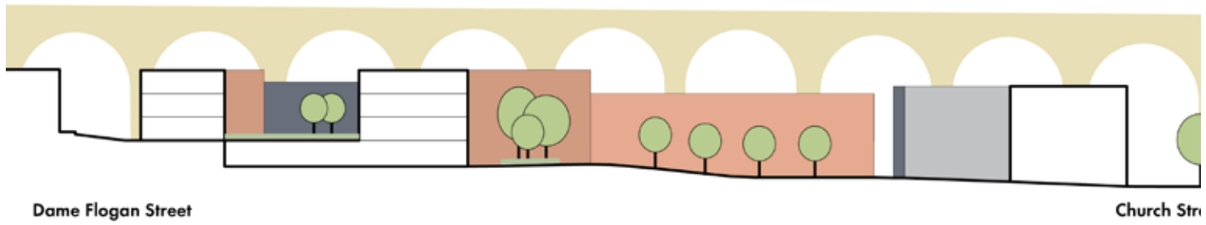
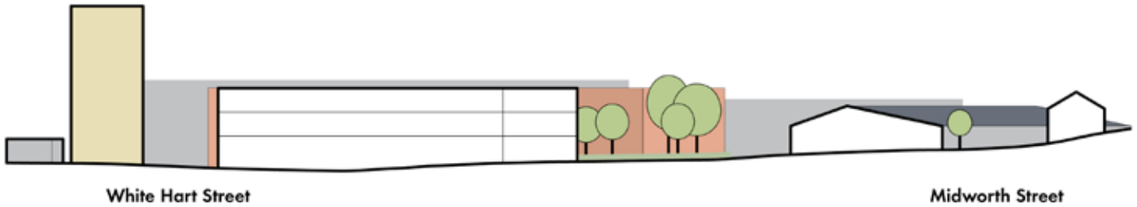


Figure 1.37: The masterplan for the site is helpfully explained by the sections below which help to illustrate the level changes across the site

Section A-A



Section B-B



Toothill Lane Car Park

Context and key considerations

4.41 The site is currently used as a car park, accessed from Toothill Lane. It currently has 92 spaces long stay spaces. Given the gradients in the area, the car park has some access challenges.

4.42 The car park has attractive views back into town of the church and viaduct.

4.43 There are existing levels of antisocial behaviour on the site which will need to be addressed as part of any redevelopment of the site.

Key objectives

- Deliver new green spaces for the heart of the town centre - with play, exercise spaces and to enhance biodiversity
- Take advantage of the attractive views in the design of the space
- Deliver a new connection from the heart of the town centre / Church Street under the viaduct for pedestrians to better connect the space to the town centre
- Deliver new homes in the heart of the town centre

Development parameters

4.44 The development proposal here illustrates a run of town houses that form a frontage to a new green space for the town centre. Front doors to access these new dwellings are from the edge of the new public space (not Toothill Lane because of the level change). Car parking for these new homes is either in the form of integrated garages or within the access lane within the former car park at the front of these dwellings.

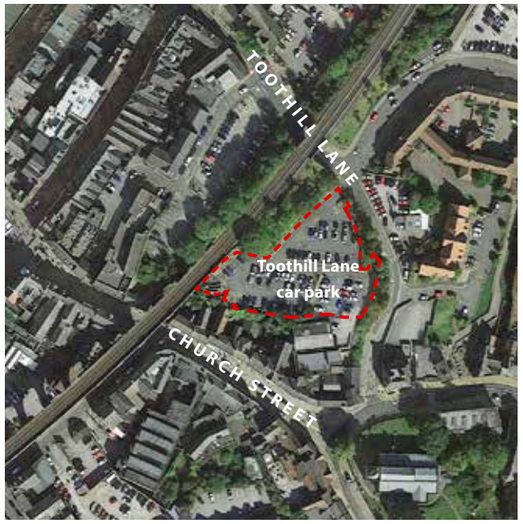


Figure 1.38: Aerial view of existing

Figure 1.39: Photos of the existing site and surrounding streets

4.45 The park itself provides much needed green space in the heart of the town centre, play and exercise space. A new pedestrian access route is provided from Church Street under the viaduct. An access route which uses the steps by the former restaurant/bar set into the caves could be explored as a second option.

Options

4.46 Site could deliver residential or employment space. The site could either be redeveloped as shown in the adjacent figure, or stay as town centre car parking.

Related Projects

4.47 In order for the site to be released from use as a car park, an overall car parking strategy needs to be completed for the town centre to assess long and short stay requirements, as well as the extent to which parking demand may change over time. Toothill Road car park could remain in operation.

4.48 Conversations with landowners and businesses along Church Street would be required to understand the relationships between independent businesses and the use of this car park.

4.49 The greening of this space offers opportunities to think more strategically about connections to the green corridor that runs along the River Maun and how this can better integrate into the town centre.

Stakeholders

- Mansfield District Council
- Nottinghamshire County Council
- Leaseholder
- Church Street shops and adjacent landowners

Figure 1.40: Entrances to Toothill Park

Figure 1.41: Examples of new public spaces fronted by town houses

14 -16 Church Street

Context and key considerations

4.50 A vacant Grade II listed building, formerly the head post office c1925. The building is Baroque Revival style with attractive pilasters and cornice with an arched cart entrance through wrought-iron gates. The building makes a significantly positive contribution to the historic character of Church Street.

4.51 It should be noted that planning permission has been granted for residential use on the upper floors.

Key objectives

- Refurbish and regenerate this attractive historic asset
- New uses could include employment, leisure or residential uses that were able to sensitively make use of the existing building fabric.

Development parameters

4.52 The reuse and activation of this important historic landmark as part of a lively and characterful Church Street.

Options

4.53 Site could deliver residential uses or employment space. Ground floor uses could also include retail or leisure.

Related Projects

4.54 The building sits adjacent to the White Hart site. Refurbishment or use of these sites could be combined.

Stakeholders

- Mansfield District Council
- Historic England
- Landowner

Figure 1.45: Aerial view of existing

Figure 1.46: Photos of the existing building

Town Mill Site

Context and key considerations

4.55 A vacant Grade II listed building and stone wall - formerly the Town Mill Public House. An attractive historic building, once a water mill from c1775.

Key objectives

- Refurbish and regenerate this attractive historic asset
- Ideally a new use would create a 'draw' on this side of the town centre, such as a pub, restaurant, hotel or micro-brewery.
- The outside space could contribute to opening up and improving connections with the River Maun.

Development parameters

4.56 Bring this attractive historic building back into use to provide a new destination on the river corridor and a destination on the eastern side of Mansfield town centre.

Options

4.57 Site could deliver commercial or residential uses. Ground floor uses could also include retail or leisure.

Related Projects

4.58 The refurbishment of this building offers opportunities to think more strategically about connections to the green corridor that runs along the River Maun and how this can better integrate into the town centre.

Stakeholders

- Mansfield District Council
- Historic England
- Landowner

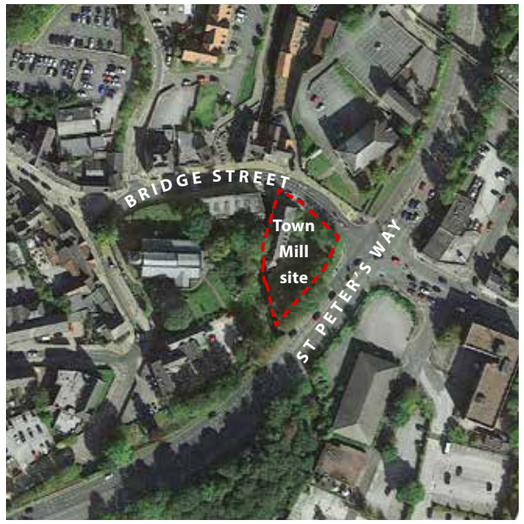


Figure 1.47: Aerial view of existing

Figure 1.48: Photos of the existing building

Mansfield Railway Viaduct

Context and key considerations

4.59 Mansfield's Viaduct is an impressive Grade II listed railway viaduct which visually dominates the town centre with its impressive scale and form. The viaduct is most prominent along White Hart Street where it meets the public realm, following the route of the street and creating cavernous spaces underneath. The viaduct also acts as a visual gateway for those travelling north and south through the town centre along Church Street, Albert Street and Quaker Street. The viaduct also frames significant views of historic buildings and streets within the town centre.

Key objectives

- Celebrate this attractive historic asset
- Consider new uses which bring life and activity to the spaces it creates underneath
- Reinforce the viaduct as an integral part of the town centre's identity

Development parameters

4.60 Opportunities to celebrate and highlight this historic structure which don't detract from the structure itself.

4.61 The use and activation of this important historic landmark, integrating with the ground floor activities long White Hart Street, and complementing a lively and characterful Church Street.

Options

4.62 A lighting strategy could help elevate the viaduct to become a key feature in the town centre at night, especially in marking key thresholds and framing significant views. This could also form part of a wider events programme as a temporary installation.

4.63 Spaces under the arches could be used to deliver meanwhile activities such as pop-up food and drink markets, or makers markets.

4.64 Other more long-term interventions could be explored in the form of micro-breweries, or activity and sports centres such as bouldering, rock climbing or boxing.

Related Projects

4.65 The viaduct sits adjacent to the White Hart site, and passes through Church Street and Toothill Lane Car Park. Uses or enhancement of the viaduct should be considered in the context of the surrounding activities and objectives for each area.

Stakeholders

- Mansfield District Council
- Historic England
- Landowner

Figure 1.49: Photos of the viaduct

Figure 1.51: Potential uses for spaces underneath the arches

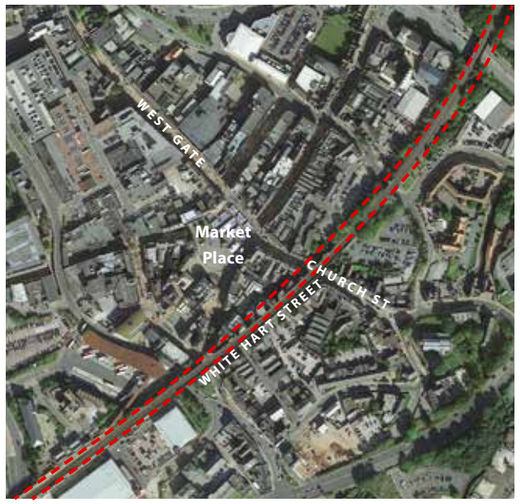


Figure 1.52: Aerial view of existing

Figure 1.50: Photos of the viaduct today

3 STATION QUARTER

Improving the sense of arrival and improving the street links between transport modes

Enhancing the station context and improving the street environment and routes to the town centre

Redevelopment of the Beales and Belvedere site to raise the quality and deliver new destination in the town centre

Beales

Context and key considerations

4.66 The existing Beales building is located on a prominent corner of Stockwell Gate and Queen Street, opposite the entrance to the Four Seasons, and has formed an important anchor in the town centre for a long time. Stockwell Gate remains a key route, and the approach to this site also has the potential to positively influence change on surrounding sites and the town centre road network.

4.67 The existing building is a composite of several generations of development. It is a very large deep-plan structure for which it is unlikely to find a good long term function. However, elements of the building have attractive character and historic value. Retaining and working with this character would have positive heritage benefits, but would also be a positive tactic for reducing the carbon cost of development.

Key objectives

4.68 Stockwell Gate is an important retail street and requires active ground floor frontage in the form of retail, leisure, civic or community uses which animate the street.

4.69 The building is linked by two bridges to the Four Seasons shopping centre on the north side of the street. Removal of these will be important to enable the redevelopment and re-use of the site, but will also significantly improve the character of the street.

4.70 The frontage onto Queen Street is one of the more significant remaining inter-war buildings in the town centre and is worthy of retention and re-use. It's form as a prominent public

Figure 1.54: Aerial view of existing

Figure 1.55: Historic photos of the building

Figure 1.56: Existing frontage

Figure 1.57: Existing Stockwell gate bridges

building in the heart of the town would make it a suitable location for public functions such as a civic centre, other public sector uses, retail, college or university, student accommodation or leisure uses.

4.71 The aspect of the site to Quaker Lane (the south frontage) is just a walled service yard and gable end at the moment. However, this could be a much better quality route from adjoining sites and the wider area into the town centre. Development of the site should provide at least passive surveillance of windows and doors onto the street and establish it as a route rather than a service area.

4.72 The existing building has been designed to respond to the constraint of Quaker Way as it crosses Stockwell Gate over the bridge. As there should be a long term aim to remove this bridge in future development work for the Four Seasons, any development scheme needs to both accommodate the existing condition, but also aim to improve pedestrian connections and anticipate a future scenario where the bridge has been removed.

Development parameters

4.73 Subject to further investigation of the structure, elements of the existing building should be retained, both to preserve heritage and also to reduce the carbon impact of development. This should include consideration of the main Queen Street side of the building and the ground and first floor slabs of the existing building.

4.74 The slope of the terrain means that the existing ground floor at Stockwell Gate is cut into the slope of the hill and extends part of the way back into the site. The building will require clear service access and back-of-house service spaces to any retail uses on the shop front.

4.75 The level entry to the first floor level from Quaker Lane provides excellent access to a private courtyard which would serve as residential access as well. However, any residential uses would also benefit from an entrance lobby from Stockwell Gate.

4.76 Retention of the Queen Street building defines floor to ceiling heights. However, if new ranges of building on the other sides of the block are designed as independent structures then floor to floor dimensions can be set to suit the new use.

4.77 There is evidence of a culverted stream below the basement of the building, approximately on the line of Stockwell Gate. The northern edge of the building along Stockwell Gate and the north east corner of the building where Stockwell Gate meets Queen Street falls within flood zones 2 (based on Flood Map for Planners). This may have an impact on possible ground floor uses in these parts of the site.

Options

4.78 There are a number of options which could be considered for the redevelopment of this site:

- Option 1 retain and refurbish: retail occupiers or studio space
- Option 2 retain and partly demolish with the integration of an atrium
- Option 3 demolish and retain only historic frontage
- Ground floor uses could include: Council service centre/drop-in; Other public sector service centre (e.g. Job Centre, learning spaces); Retail units facing Stockwell Gate; Leisure use such as boutique cinema, laser-quest etc (also partly basement); Workspace or retail at ground on frontages away from Stockwell Gate.
- Upper floors: Council office plus other commercial office space; Council office plus other 3rd sector/public service office or education space; Council office plus residential, or student accommodation.

Related Projects

4.79 The redevelopment of this site will also benefit the prospects of the Belvedere Street site by providing significant improvements to the links from Market Place past the bus station and towards the upper part of the site.

4.80 A key consequence of the development will be the removal of the bridges across to the Four Season's shopping centre. This presents the immediate need to make good the exterior of the building, but also unlocks longer term potential for gradual redevelopment of that site.

Stakeholders

4.81 The Council is likely to be the lead for a project of this scale, supported by public sector partners who may wish to share office space in the building and potentially a joint venture housing partner to enable the development of the site.

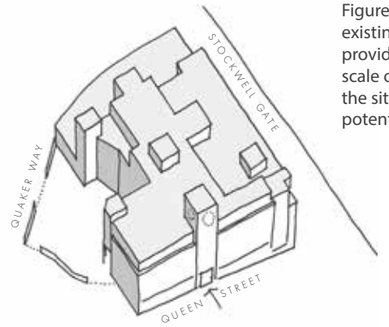


Figure 1.58: The existing buildings provide significant scale of building on the site, but with little potential for re-use.

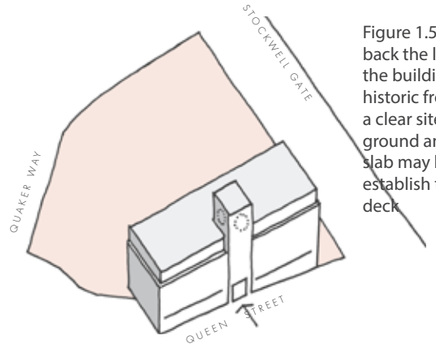


Figure 1.59: Stripping back the later parts of the building to retain the historic frontage delivers a clear site. The existing ground and first floor slab may be retained to establish the podium deck

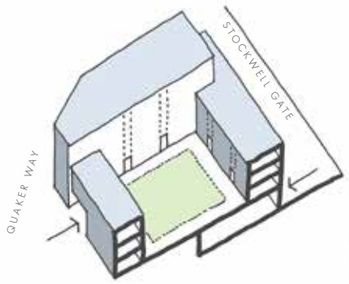


Figure 1.60: New development on the western half of the site can take advantage of the change in level to deliver active street frontage at Stockwell Gate and a secondary residential access from Quaker Lane.
Figure 1.61:
Figure 1.62: The scale of the existing building provides the precedent for a substantial scale of building.

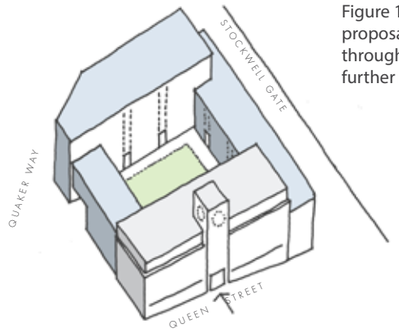


Figure 1.63: Concept proposal to be tested through site visit and further information

Belvedere Street

Context and key considerations

4.82 The Belvedere Street site is located at an important arrival point and forms a key gateway into the town centr. It is situated next to both Mansfield Rail Station and Bus Station.

4.83 The site currently consists of a pay and display car park with 100 parking spaces and is allocated for retail and leisure uses in the adopted local plan (Policy RT6b) and as shown on the Policies Map.

4.84 Currently the site creates an unattractive and underwhelming arrival experience for those entering Mansfield by car, bus or train.

4.85 The site also lies on the edge of Mansfield's core retail area, and at the back of a key retail street, Stockwell Gate. As a key site in the town centre, the Belvedere car park currently provides very little street activity, creating a poor and potentially unsafe environment for pedestrians.

4.86 Fronting onto the northern end of the site are the backs of buildings and shops which face onto Stockwell Gate. A service road used to access the service yards at the back of the shops enters from Quaker Way at the eastern edge of the site.

4.87 The site is bounded to the west by Rosemary Street, a busy dual carriageway forming part of Mansfield's inner ring road. Car infrastructure dominates the site which is primarily surfaced with tarmac at present.

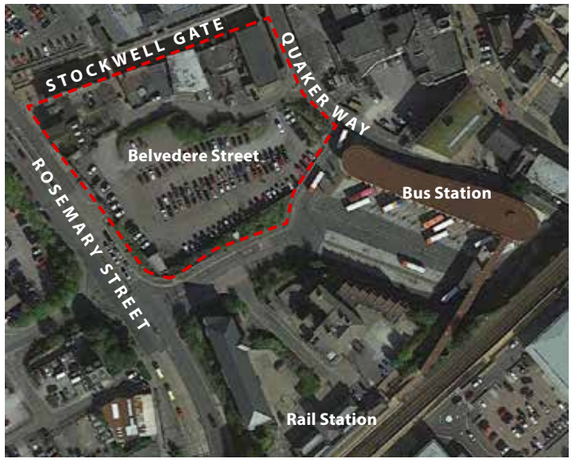


Figure 1.64: Aerial view of Belvedere Street

Figure 1.65: Photos of the existing site and surrounding streets

Key objectives

1. Improve the sense of arrival into Mansfield by bus and train.
2. Deliver clear and accessible connections and routes through and around the site to the town centre.
3. Create a flexible framework for a variety of uses. Residential or office uses would be appropriate at the upper floors. Active uses at the ground floor could be provided by leisure, employment or retail space, or with carefully designed and well articulated residential frontage.
4. Potential to extend town centre activity and create a new footfall driver.
5. Create an attractive, accessible and safe pedestrian environment through the provision of active frontage and overlooking.
6. Enhanced public realm and greening.
7. Potential to provide a multi-storey car park in an accessible location to serve the town centre and transport hub.

Figure 1.66: Timekeepers Square , Buttress Architects

Figure 1.67: North West Cambridge, RH Partnership

Figure 1.68: The careful integration of a multistorey car park in Bishops Stortford provides town centre car parking that does not negatively impact on townscape. The MSCP is the far right building with a carefully designed facade, partly wrapped with a strong residential corner

Figure 1.69: The Charles Street multistorey car park in Sheffield creates a striking landmark and helps to define a gateway to Sheffield city centre.

Option 1
This option illustrates the aspiration to redevelop the existing surface car park and the single storey building at its entrance to provide a mixed-use block comprised of three buildings. The proposed arrangement provides a new pedestrian route from Station Road to Stockwell Gate, and another pedestrian route from Rosemary Street which links into this.

Figure 1.70: Option1 - Mixed-use proposal for Belvedere Street

Development parameters - option 1

4.88 The redevelopment of the existing car park will provide three new flexible buildings offering the opportunity for a mix of uses which provide activity and overlooking into the surrounding public realm. A new pedestrian route is created providing a connection from Station Road to Stockwell Gate, with additional greening and an attractive public realm. A visual link is created from the train station exit and entrance to one of the key retail streets in Mansfield, providing a coherent and logical route on arrival into Mansfield.

4.89 The new buildings and mix of uses can help to provide a more attractive setting for the train and bus station, extending town centre activity and providing a safer, more attractive arrival point and route through to the town centre.

4.90 The new proposed blocks are set back from the dual carriageway, with wide pavements created to improve this environment for pedestrians. A new route is also created which provides a pedestrian link from Rosemary Street through the block, providing further permeability and an enhanced connection with residential neighbourhoods to the west of the town.

Option 2
This option illustrates the redevelop the existing car park and the single storey building at its entrance to re-provide a new multi-storey car park, accessed from Rosemary Street, wrapped by new residential development on three sides, providing street frontage to Quaker Way, Station Road and Rosemary Street. An additional building is proposed fronting Rosemary Street.

Figure 1.71: Option 2 - MSCP proposal for Belvedere Street

Development parameters - option 2

4.91 The development parameters of the proposed wrapped multi-storey car park (MSCP) option echo those of Option 1 in aiming to establish legible streets with more active uses, overlooking and an improved pedestrian environment.

4.92 The use of this site for car parking would help to provide both town centre and transport hub car parking. The location of this site is well suited for a car park because it is directly accessed from the ring road and therefore does not take traffic into the centre of town.

4.93 By creating access into the MSCP from Rosemary Street, the proposal seeks to remove traffic from Quaker Way and Station Road, creating a more pedestrian friendly environment and preventing any interference with the Bus Station's services.

Related Projects

4.94 Town centre car parking - use of this site for car parking would help to free up sites closer to the centre of town for redevelopment.

4.95 Beales site - this site could have linked functions with the redevelopment of the adjacent site, either providing car parking or for an extended cluster of employment uses.

4.96 Public realm - The legible route from the station to Quaker Way should be reinforced by surrounding sites in the Stockwell Gate and Four Seasons Quarter, as well as any public realm works surrounding the train station. The Belvedere Street site must also take account of Rosemary Street, the busy road bounding the west of the site, to ensure that generous pavement widths are accommodated. Similarly, to the east of the site along Quaker Way which should also provide active frontage.

Stakeholders

- Mansfield District Council
- Nottinghamshire County Council
- Leaseholder
- Site owner

The Station

Context and key considerations

4.97 The Station and the Midland Hotel are attractive Grade II Listed Victorian buildings but the rest of the buildings and public realm around the station provide a poor arrival experience to Mansfield. The pedestrian route from the train station to the town centre is also unclear and involves crossing wide roads around the rear of the bus station.

4.98 The arrival of HS2 to Nottinghamshire will also provide exciting potential for Mansfield to capitalise on the direct access it will have to the HS2 station at Toton. The station will likely play an enhanced role as a functional gateway and arrival point to Mansfield.

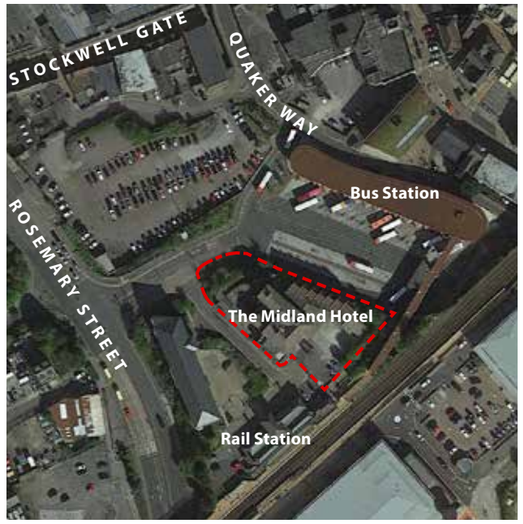


Figure 1.72: Aerial view of existing station area

Figure 1.73: Photos of the existing site and surrounding streets

Key objectives

1. Improve the frontage to a new 'station square' to enhance the arrival experience by rail into the town centre.
2. Explore opportunities to improve the public realm through a shared hard landscaped space in front of the station building and new green space or tree planting at the front of Midland Hotel.
3. Explore opportunities for enhanced secure cycle parking and dedicated taxi set down and pick up space.
4. Improve the quality and signage of the route between the train station and the town centre.

Development parameters

4.99 Relatively small infill development opportunities on underused land around the Midland Hotel would significantly improve the amount of active frontage on the approach to the station. This development could be an extension to the existing hotel, alternative forms of residential or even workspaces.

4.100 Given the Listed status of the hotel, and as an attractive building marking the arrival into Mansfield, should its existing use as a hotel end, alternative forms of residential could be considered for its reuse.

4.101 There is also an opportunity to deliver a pocket green space to the front of the hotel building to improve the setting of this attractive Victorian building.

Figure 1.74: The adjacent plan shows the existing station building in red. The key opportunity is to help enclose the space in front of this attractive historic building to form a more welcoming arrival

Figure 1.75: A new space created at Cambridge Station with new buildings creating active frontage complementing the Victorian station building (© Formation Architects)

Figure 1.76: A new square was created at Bath Station to improve the interchange between trains and buses and create a new public space in the city (© Craig Auckland / Fotohaus)

Options

4.102 The site could deliver a variety of residential uses or employment space. Ground floor uses could also include retail or leisure.

Related Projects

4.103 The redevelopment of the Beales site has an important relationship with the station in terms of improving the route and sense of arrival.

4.104 Opportunities for the longer term redevelopment of the area to the south of the railway line should consider how they can contribute to the arrival in the town centre and might provide an additional opportunity to deliver a MSCP to help serve the station and town centre.

4.105 A wider station area masterplan project which brings the area around the station together to create a coherent arrival space with associated complementary uses could also be considered, especially with the potential positive implications for Mansfield with the arrival of HS2 and Mansfield's links to it via Toton.

Stakeholders

- Mansfield District Council
- Nottinghamshire County Council
- East Midlands Railways
- The Midland Hotel
- Other adjacent leaseholders and site owners

4 STOCKWELL GATE AND FOUR SEASONS QUARTER

Returning the area to a town centre grain

Repairing connections and level changes

Exploring the longer term future of the shopping centre

Opportunities for re-use of historic buildings

Importance of establishing active frontage on Stockwell Gate and Rosemary Street

Rosemary Centre

Context and key considerations

4.106 The site is currently occupied by a large warehouse, the ground floor of which has been occupied in the past by a number of retailers and supermarkets. To the rear of this is a car park and service area and smaller ancillary warehouse buildings.

4.107 To the north of the site and along Union Street there are attractive terraced houses on the edge of a residential area. To the south of the site is the Walkden Street multistorey car park and adjacent surface car park. At the south eastern edge of the site is a sudden level change where the lower level pedestrian access from the car park leads into the West Mall entrance.

4.108 A planning application has recently been submitted for the Rosemary Centre site to provide a supermarket and surface car park.

Key objectives

- A scheme which has an appropriate grain and layout for a town centre site.
- A comprehensive proposal, which could be phased, that delivers a variety of land uses including new homes
- Any surface car parking should be carefully integrated so that it fronted by development and includes tree planting
- Scale and massing that respects the existing residential area to the north
- A scheme that contributes to improving the public realm.

Figure 1.77: Aerial view of existing area

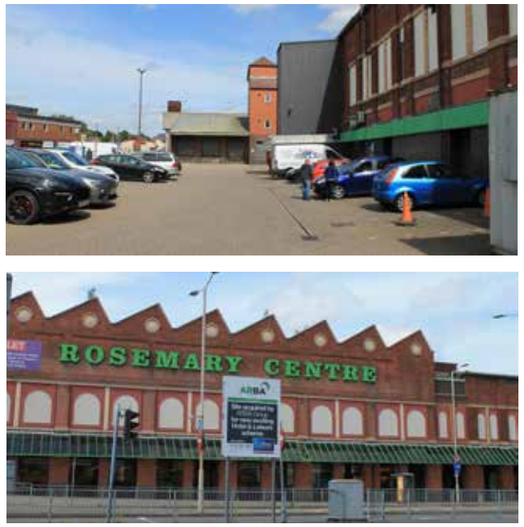


Figure 1.78: Photos of the existing site and surrounding streets

Development parameters

4.109 One redevelopment option to consider would be the partial re-use of the existing warehouse building that has the attractive tooth-edge roof (shown in dark grey on the plan on the opposite page, building 'a'). This could be re-used as part of a large format store, with a new extension to form a new entrance facing east into the car park. Alternatively building 'a' could be delivered as a new building, in tandem with new residential uses at building 'b'. This development must take account of the existing scale of Union Street and provide an active and positive frontage to Rosemary Street.

4.110 Building 'c' should come forward as part of the longer term proposals for the site, and could deliver further town centre residential as town houses that front onto the central landscaped parking square. This eastern part of the site needs to be considered carefully as part of the potential longer term redevelopment of the Four Seasons.

Options

4.111 This site could be developed in a number of ways to deliver new retail space on the edge of the town centre. The priority should be to deliver a mix of uses on the site which provide activity and vitality to this part of the town centre, which could be delivered in a number of phases. Other complementary uses would include residential uses or employment space. Ground floor uses could also include retail or leisure.

Figure 1.79: Entrances to Toothill Park

Related Projects

4.112 The site sits on the edge of the much larger area of the opportunity area around the Four Seasons. This means that any redevelopment of this site must look to the future to imagine a new environment in this part of the town centre. This will include an improvement in the quality of the street environment, addressing level changes and shift towards a more residential environment as the retail core of the town centre compresses in the longer term.

4.113 Consent has been granted for a scheme, Stockwell Gate North, to redevelop the surface car park to the south of the Rosemary Centre across Walkden Street, to provide two drive-through restaurants and a hotel at the southern end.

Stakeholders

- Mansfield District Council
- Leaseholders
- Landowners
- Other adjacent leaseholders and site owners

Four Seasons and Walkden Street MSCP

Context and key considerations

4.114 The Four Seasons shopping centre dates from the 1970s and is a significant part of the shopping floorspace of the town centre. Some units have an external street frontage to West Gate or Stockwell Gate, but the largest proportion relate to the internal mall. The former Beales department store used to connect into and occupy part of the southern end of the site, along with a number of other large high street brands. A further key occupier is the library which is in the north-eastern corner of the site on the West Gate frontage.

4.115 The centre has rooftop service access and back-of-house space for retail as well as a substantial multi-storey car park. The development of the centre included the creation of the Quaker Way bridge over Stockwell Gate, creating a significant impact in terms of pedestrian routes and historic townscape. Similarly, the twin bridges which originally linked the two parts of the Beales Store across Stockwell Gate also create a significant impact.

4.116 The centre largely turns its back on the sites to the north and west, with access only via pedestrian tunnels and cuttings from the Rosemary Centre direction. This contributes to the poor quality of the environments and routes approaching the west of the site.

4.117 Shopping Centres are a challenged building typology in the current climate for retail and wider town centre uses. As retail floorspace shrinks and changes other uses need to come in to replace them and to boost town centre vitality. However, the form of the shopping centre doesn't allow for easy or gradual re-purposing.

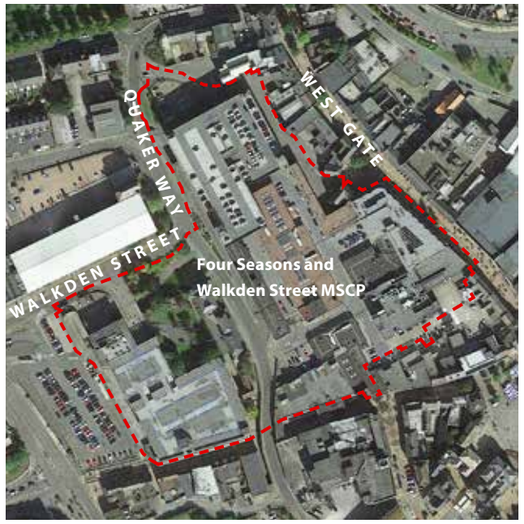


Figure 1.80: Aerial view of existing station area

Figure 1.81: Photos of the existing site and surrounding streets

Figure 1.82: A dense four storey typology with use of stone - a modern relation to the rhythm of the regency style with town houses perfect for a historic town centre setting (Alison Brooks Architects)

Precedents for the potential future redevelopment of Four Seasons. The project would include connecting new retail and leisure development to West Gate and Market Square through streets-based shopping environments. New homes would be delivered to the area further north.

Figure 1.83: Temple Gardens, Temple Cloud, Bristol. Reinterpretation of traditional forms and fenestration with use of traditional brick and stone window surrounds. A design that feels rooted in place without resorting to pastiche. (Archio)

Figure 1.84: Pavilion Road, London - sensitive infill of retail and workspace with high quality public realm, creating a low-rise streets based retail environment

Figure 1.85: Parkway, Newbury created a new retail street connected to the existing high street with residential above and behind creating new public and private amenity spaces

4.118 **Key objectives**

4.119 The long term plan for the shopping centre should be to move towards gradual redevelopment, creating a street-based urban form which is capable of accommodating not only retail and leisure uses, but also offices, homes, community space and other uses to help diversify the town centre.

4.120 Development on the site should establish a clear network of streets and spaces which provide good walking and cycling connections and enable access for servicing and emergency use. Vehicle access should be limited.

4.121 As part of any redevelopment of this site, the opportunity should be taken to remove the need for a bridge at Quaker Way, and instead provide access into the area via Walkden Street as the inner gyratory route is unpicked and a series of quieter zones are established.

4.122 Redevelopment of the site frontage onto West Gate provides the opportunity to enhance and reinforce the historic space around the market cross. Similarly, the wider scale of the scheme should reflect the general scale and massing of the wider townscape.

Development parameters

4.123 Development should take the form of perimeter blocks establishing street frontage. This is an inherently flexible approach and blocks should be able to deliver a range of uses at ground floor level. Retail and other town centre uses should be focussed around the southern and eastern frontages of the site, and creating a continuous shopping route through, effectively replicating the form of the existing centre, but as a street. Land beyond this, further away from the Market Square could be less town centre focussed, and could include residential streets and lanes.

4.124 The aim of the wider masterplan is to provide parking in areas where it can be more easily accessed from major roads rather than drawing traffic very close into the heart of the town centre. It would therefore be preferable not to deliver a large car park within this site. However, elements of parking for residents could be provided within lanes, courtyards or undercroft within urban blocks.

4.125 The existing centre has a strongly monolithic character which is at odds with the fine grain nature of the wider town. New development should draw on this character of smaller blocks, distinct buildings and varied roofscape to create a richer and more contextual response to the town, for instance any redevelopment needs to consider the setting of the Old Meeting House.

Options

4.126 Given the probable long-term nature of the redevelopment of this site, there is significant flexibility built into the masterplan for the future of this site both in layout, massing and land-use. The illustrative scheme included in this report is designed to demonstrate the important principles for the redevelopment of the site. The upper floors of the site could deliver residential uses or employment space. Ground floor uses towards the south of the site could also include retail, leisure, employment or community uses.

Related Projects

4.127 Recent investment in the Walkden Street car park means that it is unlikely to change in the short term. It is also a completely independent structure from the shopping centre and so not linked in phasing or delivery terms. However, it does contribute to the poor context for the historic Quaker buildings and would potentially form a positive site for longer term redevelopment.

4.128 Planning permission has been granted to redevelop a site to the west of Walkden Street car park, Stockwell Gate North, to provide two drive-through restaurants, surface car parking and a hotel.

4.129 A key consideration for the redevelopment of the Four Seasons is the opportunity to decant existing shops to facilitate the process and maintain the critical mass of retail in the town centre. To this end, the existing BHS store may have an important role to play as a relocation site. A remodelled or redeveloped Beales site may also be suitable for larger format retail fronting Stockwell Gate, also performing a similar role.

Stakeholders

- Existing pension fund leaseholder
- Council lead as freeholder

5 DELIVERY STRATEGY

Delivery strategy

5.1 The masterplan has been prepared during a time of significant uncertainty in which the market for land and property in town centres is subject to some potential volatility. The decline of the high street has been accelerated by the Covid pandemic, and the full extent of the impacts not only on retail but also other commercial sectors are not yet fully known. Thus, creating a rigid masterplan against the backdrop of such uncertainty carries a number of risks and we would advocate that the framework be applied flexibly with its main purposes being to initiate and enable further exploration of potential and feasibility of options around identified sites.

Market focus

5.2 As set out by the masterplan, the vision must focus on repositioning the town centre and on repurposing sites and assets for new uses which can help to stimulate the future economy and offer of the centre. We are of the view that such uses should include residential, leisure and work-space with an element of refocused retail activities which meet specific gaps (e.g. convenience supermarket) and redefined needs of existing occupiers wishing to retain a presence in the town centre. However, due to the limited existing demand for new occupiers in the town centre, each sector requires a significant degree of market making and are likely to need public sector facilitation to enable them to happen at least initially to create and establish the conditions for the private sector to invest thereafter. We see the creation of a civic hub of public sector office occupiers and a leisure anchor as being key opportunities that can help to pivot the repositioning of the town centre and therefore these could be important pioneering projects alongside public realm investment. We also consider the creation of demonstrator residential schemes being necessary with exemplar sustainability requirements to differentiate and set the tone of a new market that will appeal to new residents.

5.3 Whilst the masterplan indicates a relatively substantial quantity of residential development, this should be interpreted as illustrative of the capacity of what could be achieved on multiple sites and that in practice individual sites will come forward gradually over time thus the delivery of such accommodation to the market would be phased.

Viability and funding

5.4 The viability assessments that have been produced bear this position out with the majority of schemes indicating significant viability deficits. This is the consequence of modest revenues set against relatively significant construction costs. Whilst not reflected in the development appraisals, the additional cost implications of land assembly, occupier compensation, site demolition and remediation, and off-site public realm proposals all introduce additional layers of cost and complexity which need to be managed in defining suitable funding and delivery arrangements.

5.5 There are however a number of potential solutions to assist with addressing the viability challenges:

- The capitalisation of income produced by the Council's freehold interest in the Four Seasons Shopping Centre which could be harnessed to fund repurposing projects within the town centre including potentially, the Four Seasons Shopping Centre itself. Further details are provided in the attached project plans.
- The use of Council prudential borrowing and/or lease structures that create a premium value that can be used to fund projects. In relation to the proposed Civic Hub concept for relocating Council offices into the town centre, the ability to utilise such funding options could be explored, alongside proceeds from receipt from the sale of the existing council sites outside the town centre. There are numerous examples of projects where Council civic offices have been used to underpin and anchor town centre regeneration programme. One such as the Doncaster Civic and Cultural Quarter, which involved the creation of a new office development alongside cultural, residential, leisure facilities and a multi storey car park. Other examples include Wakefield One, where Wakefield Council's new purpose built offices were delivered as part of the English Cities Fund Merchant Gate mixed use development; Craven District Council's Belle Vue Square in Skipton town centre comprising an office led mixed use development in a repurposed former mill complex; Barnsley Council's Westgate Plaza One development, forming part of the Barnley town centre masterplan, and; Rotherham Council's Riverside House built on a brownfield site on the edge of the town centre.
- The potential for creating housing delivery vehicles that involve direct investment and underwriting of rental and/or affordable housing scheme, using borrowing or lease structures
- Better use of surplus/non operational council assets to generate capital and/or revenue proceeds that can be used to cross subsidise town centre investments.
- Traditional external grant funding mechanisms. The Council has recently secured £13.3million from the Towns Fund and has the potential for further investment under the Levelling Up fund. There are likely to be future opportunities for which schemes can be positioned.

5.6 In respect of the delivery routes for the proposed schemes, these will vary depending on the ownership of sites, priorities, and the level of control that the Council wishes to exert in the delivery process. Most of the sites are currently in third party hands and in some cases, owners are not proactively promoting these sites for redevelopment with existing use values more favourable than development values, particularly where surface car parks are concerned. Where sites are being promoted for redevelopment by private sector parties and there is considered to be a reasonable prospect of deliverability, the role of the Council could be restricted to that of LPA with the preparation of a development brief being the extent of intervention carried out to guide the development of the site. However, where sites are not being actively promoted by their owners, the Council should actively engage with such owners to ascertain their appetite and consider either collaboration or direct acquisition of such interests leading to a delivery process potentially involving the procurement of development partners to work with the Council to deliver their objectives.

The role of town planning in delivering the vision

5.7 The planning system is essentially a regulatory framework and whilst it can offer an effective means of shaping development where there is an established market or pent up demand, attempts to stimulate market activity through planning mechanisms have been generally been mixed.

5.8 However, the planning system has an important role to play in implementing the masterplan by providing parameters and creating clarity as to what is expected. Due to the scale of changes impacting on the demand for retail floor space, there may be a need to revisit core town centre policy matters such as the prime retail shopping area and also establish a greater level of flexibility to encourage alternative uses in certain areas. These are matters that would need to be addressed as part of modification/ review of the local plan.

5.9 Alongside this, Local Development Orders could be put into place for key sites and zones. LDOs effectively grant outline planning permission thus providing certainty for investors and developers as to the broad acceptability to the principle of development. LDOs have been applied with mixed success nationally, and may offer a way of encouraging development on certain sites by removing the risk / investment required for a private sector to embark on the preparation of an outline planning application. This could offer a means through which the area of the Four Seasons shopping centre is replanned. However, consistency with the adopted development plan is required and thus a broader planning strategy for the town centre is required.

Town centre management

5.10 Curating and maintaining the right environment will be important to sustaining the future success of the town centre. Town centre management can help not only to enhance the environment but also to drive a programme of activity and events to help support the objective of revitalising the town centre, generating footfall and projecting a positive impression for patrons and investors.

5.11 Mansfield Business Improvement District has provided an effective means for financing town centre management activities. However, in the prevailing environment and potential falling business rates, the viability/sustainability of funding requires consideration. Alternative funding sources could be considered to finance this activity such as those detailed above, with capital sums being generated which can then fund ongoing revenues costs of operations.

5.12 A key element of town centre management will be branding which can help to promote the town centre. Links to the 'Destination Mansfield' initiative funded by the Towns Fund will be important in this respect.

Phasing and timescales

5.13 The proformas set out at Appendix 1 contain delivery route recommendations however, at this stage and in view of the preliminary design detail, the uncertainties regarding ownership, and the need for the Council to determine and commit to the resources required to facilitate delivery, the majority of actions recommended focus on taking further steps to explore the detail and feasibility of potential schemes.

5.14 Phasing will be driven by the availability of land and commitment of partners to implement schemes which inevitably require public / private investment. It will also be determined by the level of policy priority afforded to schemes as well as strategic issues such as car parking strategy. Therefore at this stage we have recommended a series of further steps that will be required as precursor to establishing a robust phasing plan.

Figure 1.86: Indicative phasing plan

- Short term (1 - 2 years)
- Medium term (2 - 5 years)
- Long term (5 years +)

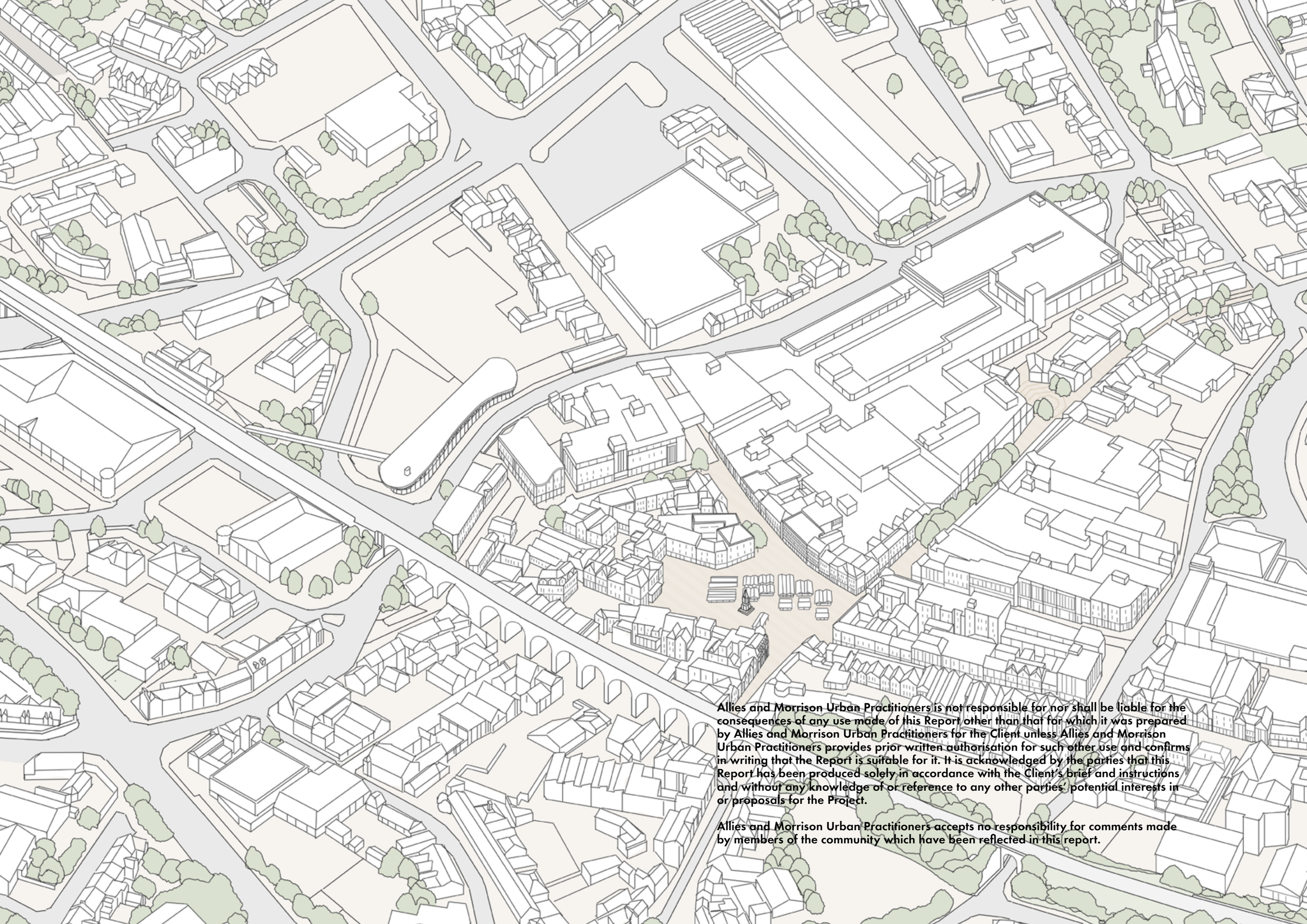
Action Plans

5.15 The following action plan is recommended to facilitate the next steps in the delivery process:

- S — Short Term (1 - 5 years)
- M — Medium Term (5 - 10 years)
- L — Long Term (10 years +)

Quarter / location		Tasks	Delivery focused Action	Development Principles: A place to live and play	A place for innovation and education	Reinstating the market place as the jewel in Mansfield's crown	Greening Mansfield	Celebrate and repair Mansfield's historic fabric	A connected network of destinations and varied characterful routes	Uniting the town centre with its neighbourhoods	Providing a welcome worthy of Mansfield	Lead stakeholder / delivery comments
Church Street Quarter	White Hart	Dialogue with owners	S									MDC / landowner
		Value engineering of development brief	S									MDC
		Exploration of funding opportunities	S									MDC
		Testing appetite of potential partners e.g. retirement and care operators and registered housing providers	S									MDC
		Analysis of heritage assets and identification of opportunities for refurbishment / reuse in partnership with Historic England						S				MDC / conservation officer / Historic England
		Site design: Delivers new green spaces and a design that overcomes floodrisk					S					MDC / developer
		Site design: Delivers a new route through the site				S			S	S		MDC / developer
		Site delivery	S/M	S/M								landowner / developer
	Toothill Lane Car Park	Analysis of existing car parking as part of town-wide strategy	S									MDC
		Preparation of design brief	S									MDC
		Site design: Delivers new green spaces for the town centre					S	S				MDC
		Planning application / permission	S									MDC
		Sale to third party via either open market route or development agreement	S/M									MDC
		Site delivery	S/M	S/M								MDC
	14-16 Church Street	Site design and delivery	S									landowner / developer
	Town Mill Site	Site design and delivery	S									landowner / developer
Market Square and West Gate Quarter	Beales	Clarification of terms of leaseholder interest (term unexpired and potential terms of lease surrender)	S									MDC / landowner
		Negotiations to acquire	S									MDC
		Public sector funding package / business case for investment and finalisation of delivery and procurement strategy	S									MDC
		Developer partner procurement	S									MDC
		Analysis of heritage assets and identification of opportunities for refurbishment / reuse in partnership with Historic England	S					S				MDC / conservation officer / Historic England
		Site design: design of a new destination building with a mix of uses included Mansfield Connect		S	S							MDC with partner
		Site delivery including preparation of planning application and receipt of planning permission, construction programme	S	S	S							MDC with partner
	BHS	Engage with owners to ascertain appetite for scheme and clarify timescale for store closure/vacant possession	S									MDC / landowner
		Establish funding package to enable delivery	S									MDC
		Prepare development brief / planning application	S									MDC
		Procure commercial development partner / contractor to implement redevelopment	S									MDC
		Analysis of heritage assets and identification of opportunities for refurbishment / reuse in partnership with Historic England	S									MDC / conservation officer / Historic England
		Site design: new mixed use destination and route		S	S				S			MDC / landowner
		Site design and delivery	S									MDC / landowner
	Clumber Street	Site design and delivery	M	M					M	M	M	MDC
	Market Place	Prepare procurement and detailed brief	S									MDC
		Detailed design work	S			S	S	S				MDC
		Delivery	S			S	S	S				MDC
	Clumber House	Site design and delivery	S	S	S							MDC / Nottingham Trent University

Quarter / location		Tasks	Delivery focused Action	Development Principles: A place to live and play	A place for innovation and education	Reinstating the market place as the jewel in Mansfield's crown	Greening Mansfield	Celebrate and repair Mansfield's historic fabric	A connected network of destinations and varied characterful routes	Uniting the town centre with its neighbourhoods	Providing a welcome worthy of Mansfield	Lead stakeholder / delivery comments
Station Quarter	Belvedere Street	Next steps to involve refinement of development brief and value engineering to enhance viability	S									MDC / landowner
		Site design and delivery	M	M	M				M		M	landowner
	The Station	Site design and delivery	S/M	S/M							S/M	landowner
Stockwell and Gate and Four Seasons Quarter	Rosemary Centre	Consultation with freeholder regarding existing planning application	S									MDC/ landowner
		Development brief to consider long-term site phases	S		S	S						MDC/ landowner
		Site delivery	S	S						S	S	landowner
	Four Seasons and Walkden Street MSCP	Feasibility study to determine design/viability of repurposing options	S									MDC/ landowner
		Negotiations with Mars Pension Fund over terms of delivering repurposed scheme	S									MDC/ landowner
		Confirmation of availability in view parking strategy and freeholder requirements / objectives	S									MDC/ landowner
		Engage with freeholder to discuss options	S									MDC/ landowner
		Detailed site design	S/M	M	M	M	M	M	M	M	M	MDC/ landowner
		Site delivery	M+L			M+L						MDC/ landowner
Town-wide Movement framework (see p39 for greater detail on projects)		LCWIP improvements for pedestrian and cycle crossings								S		MDC & NCC
		LCWIP improvements for strategic cycling routes and BSIP/EP bus improvement connectivity								S	S	MDC & NCC
		LCWIP quiet route improvements								S		MDC & NCC
		LCWP identified key junctions and gateway redesign								S		MDC & NCC
		Reopening sections of the town centre to cycles								S	S	MDC & NCC
		Reallocation of space to cycle and bus movement and traffic calming								S		MDC & NCC
		Improvements around major junction at Clumber Street / St Peter's Way								M	M	MDC & NCC
		Improve the station environment									M	MDC & NCC
		BSIP/EP bus improvements for better accessibility, reliability and legibility								M	M	MDC & NCC
		Reopening of the town centre to smaller buses, cycles, deliveries and service access as in BSIP/EP								M	M	MDC & NCC
Smart cities Action Plan (see p46 for spatial diagram)		Integration of live information boards to support wayfinding and 'smart parking'						S			S	MDC
		Integration of smart waste systems	S		S							
		Integration of virtual assistants to provide location-based services and support local businesses	S		S							MDC
		Real-time air quality and water quality monitoring				S						MDC
		CCTV and smart security systems integration and improvements	S									MDC
		Town wide car parking strategy	S				S				S	MDC & NCC



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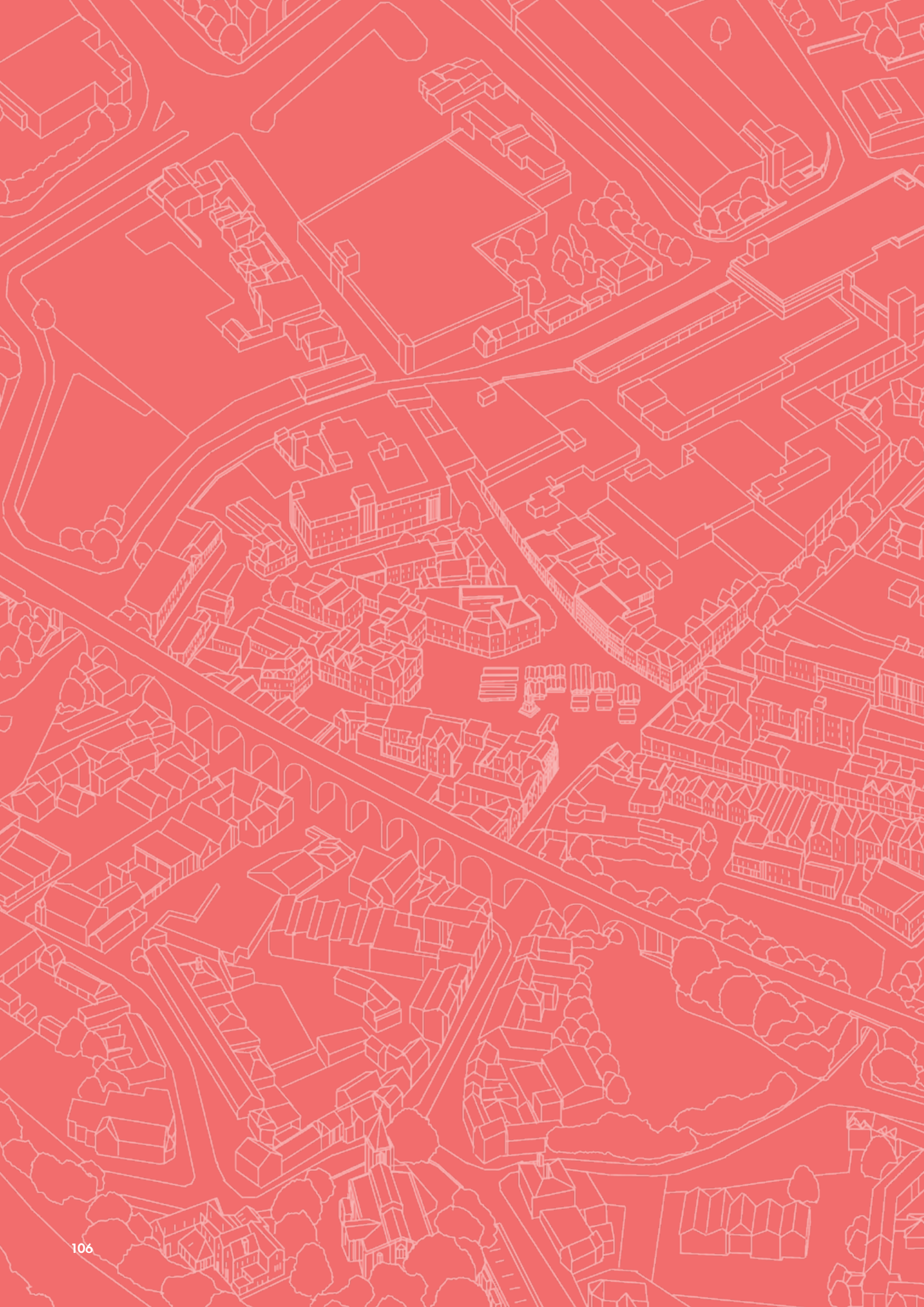
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