



Final Report

January 2009



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1. Introduction

BDP have been appointed to assist Mansfield District Council in the preparation of a regeneration framework for an important area of the town, known as the Portland Gateway. The study was advertised for tender earlier in 2008 by Mansfield District Council under the name of the 'Field Mill Quarter'. However, 'Portland Gateway' is a proposed name that has been discussed with stakeholders and agreed by the core project group as a working title for the project at the present time.

King Sturge is subcontracted to BDP to provide commercial property market expertise and Waterman Boreham has been engaged in terms of transport and movement issues and opportunities that influence the study area. Both these thematic areas present particular issues to the study area and so their involvement is welcomed.

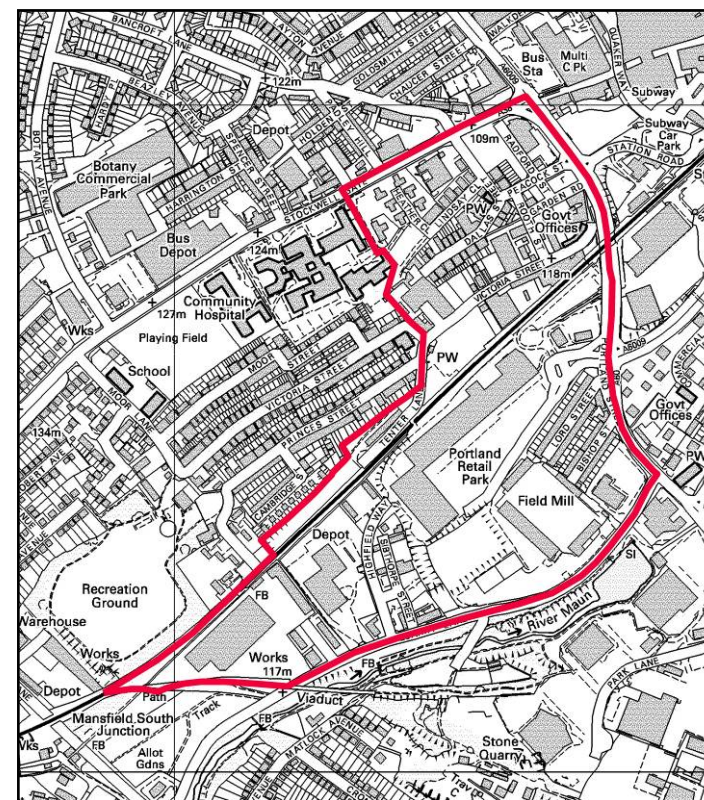
The study area is illustrated on the plan adjacent.

The plan overleaf provides an understanding of the distribution of Land Uses within the study area and sets the immediate context for the site. It outlines key points of reference both within and immediately adjoining the boundary of the study area.

As demonstrated by the Site Location and Existing Land Use Plan, the area is:

- Bound to the north and east by strategic gateway routes into Mansfield Town Centre;
- Dissected by the Robin Hood Railway Line which defines the Victoria Street area from the remaining Field Mill area to the south;
- Within short walking distance of Mansfield Railway Station, the proposed transport interchange and the Market Place;
- Adjacent to commercial and high street uses associated with the town centre core;

- Defined to the south by Quarry Lane - a less strategic / dominant route which non-the-less carries a relatively high volume of traffic;
- Lined by the River Maun Green Corridor leading to Titchfield Park - a popular public urban greenspace - along its southern boundary; and
- Adjoined to the North West by a well-established residential community and expanding community hospital.



Study area boundary (© Crown copyright. All rights reserved 100017823 (2009))



- Portland Gateway regeneration framework boundary
- Railway line
- Key routes
- Key sites / areas / uses
- Mansfield railway station
- Difficult interfaces
- River Maun green corridor
- Commercial**
 - Warehouse retailing
 - High street retailing
 - Office
- Residential**
 - Lord St & Bishop St terraces
 - Well established residential area
 - New residential development
 - Sheltered housing (Associated with the community hospital)
- Employment**
 - Industrial / light industrial
 - Mixed employment area
- Other**
 - Community hospital
 - Car parking
 - Cleared / vacant land
 - Public and private greenspace
 - Leisure and entertainment



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Portland Gateway Regeneration Framework

Site Location and Existing
Land Use Plan

NTS

Study Objectives

Mansfield District Council advertised this study for tender in March 2008. The project briefing material set the following study objectives:

- To provide for a strategic town centre car park offering 250 spaces to meet the projected shortfall within the town centre up to 2011
- To protect and enhance, where appropriate, or make recommendations for fresh employment site allocations within the area
- To improve the public and business realm
- To provide local employment opportunities
- To improve access, transport and linkages to other areas of the town centre
- To produce design guidelines and site development briefs to inform development across the built environment
- To promote gateway sites

Structure of Report

Part I of this report acts as a baseline review for the Portland Gateway and is structured as follows:

2. Strategic and Regeneration Context
3. Property Market Overview
4. Townscape, Public & Business Realm Audit
5. Transport and Movement
6. Stakeholder & Community Consultation (Event 1)

Part II of the document progresses to consider the potential for change in the area, a vision for the Portland Gateway and documents the options development process. The second stakeholder consultation event is widely reported in this section also. This part of the report is therefore structured as follows:

7. Potential for Change
8. Vision for Mansfield Portland Gateway
9. Options Development and Appraisal (Including Stakeholder Event 2)

Part III of the report focuses on the preferred option and its implementation. The preferred option is clearly presented in conceptual form and a block plan arrangement and is supported by transport and public realm strategies. Individual projects are then considered and then they are appraised financially and supplemented by an implementation plan. The PGRF is then concluded.

10. Preferred Option
11. Transport and Public / Business Realm Strategy
12. Project Proformas
13. Implementation Plan
14. Monitoring and Evaluation
15. Conclusion and Next Steps

Part I Baseline Review

2. Strategic and Regeneration Context

Introduction

This section of the report sets the wider context for change for the Portland Gateway Regeneration Area (PGRA). It highlights the importance of this area in delivering some of the strategic priorities for the town and region, whilst also identifying the need to exploit opportunities presented by the location of the site and address some of the conflicting land use and accessibility issues within the wider area.

This study will set a framework through which to manage future change in the study area. This section seeks to emphasise the need for this study and establishes its regeneration and planning context to ensure that a coordinated approach towards future investment is encouraged through:

- Demonstrating how the area sits within its wider geographic setting;
- Describing the opportunities and issues presented by the location and existing land use pattern within and around the Portland Gateway area;
- Identifying the commitment and aspirations for change in the area by outlining the contents and spatial distribution of relevant local planning policies;
- Demonstrating how these local policies and guidance notes support national and regional priorities for change;
- Identifying the key development sites coming forward in and around Mansfield Town Centre; and
- Summarising the current market conditions and socio-economic climate to support change in Mansfield.

This chapter has therefore been structured as follows:

- Strategic location and context
- Existing land use pattern;
- Policy context;
- Key development sites and regeneration schemes;
- Local economic climate; and
- Chapter summary.

Strategic location and context

The town of Mansfield is located within Nottinghamshire and is situated in close proximity to Junction 28 or 29 of the M1 motorway. The town lies approximately 17 miles to the north of Nottingham, 30 miles to the south of Sheffield and 15 miles to the west of Newark.

The town has a population of, according to the 2001 census, 98,181 persons.

The Regional Economic Strategy states that Mansfield plays an important sub-regional role for economic activity and growth in the Eastern and Northern sub-areas

Existing land use pattern

Clearly this study has been instigated in recognition of the opportunity that exists to benefit from the study area's high profile, accessible location adjacent to the boundary of Mansfield Town Centre. The study area is ideally positioned to contribute towards and benefit from current and future investment both in the town centre and surrounding neighbourhoods. However, as this section and report will progress to consider, the existing distribution of uses, the quality of the environment and the movement framework fail to maximise its potential.

Unfortunately, the study area fails to maximise the potential opportunity presented by its potentially high profile location with the inner ring-road (A60) serving to sever the Portland Gateway area from Mansfield Town Centre. This severance is increased as the

fragmented collection of land uses create a disjointed and in parts poorly functioning, difficult to understand area of the town.

In terms of primary land uses the site comprises:

- Some warehouse retailing associated with Portland Retail Park;
- Residential development which varies in type and quality, including the Lord Street / Bishop Street area;
- A significant amount of operational industrial and light industrial land, particularly to the south of the railway line;
- Various plots of vacant or cleared land and areas dominated by surface car parking;
- A limited amount of public and private greenspace; and
- Scattered leisure and entertainment uses including fitness suites, a bowling alley and associated fast food retailing.

The Lord Street / Bishop Street housing area suffers from its incompatibility with surrounding uses and appears isolated from the remainder of the more stable residential areas to the north. It dates from the mid to late 19th Century and it seems obvious that subsequent development and road widening has constrained and impacted upon its layout.

The Victoria Street mixed employment area contains a disparate collection of small industrial and local business premises amidst pockets of housing which creates a difficult interface with the more established housing area further north and therefore presents a challenge for the regeneration framework, particularly in terms of clarity of role.

Therefore, this regeneration framework is both timely and must be opportunistic in the sense that it needs to capture the willingness for change and period of renaissance occurring within Mansfield Town Centre. A strong framework should be developed to ensure that the PGRA can both support surrounding redevelopment projects, benefit

from its assets and guide future development in the area towards a more structured, appropriate, sustainable and economically prosperous pattern of uses.

As this report will progress to explore, this area is highly important in terms of the wider image it creates not only of itself but also of Mansfield as a whole.

Policy context

This project seeks to reflect the latest national and regional policy guidance whilst responding specifically to issues of local importance outlined in the Mansfield District Council (MDC) District Local Plan, adopted in November 1998.

In line with recent changes to the planning system, MDC are in the process of preparing a Local Development Framework for the District, however, the existing District Local Plan provides the current policy context for the site and any policies mentioned have been saved as the LDF is being progressed.

The development context for the PGRA is outlined in this sub-section by considering the national, regional and local policy framework in relation to the key themes listed below. These themes reflect the key objectives for the study and a supporting 'Planning Policy and Regeneration Plan' provides a spatial overview for the relevant local policies or strategies relating to the study area and town centre, which include:

- Town centres;
- Employment and economic prosperity;
- Building sustainable neighbourhoods;
- Environment and green infrastructure; and
- Heritage assets.

The southern portion of the PGRA, south of the railway line, comprises Portland Retail Park (illustrated on the Site Location and Existing Land Use Plan). This development was brought forward in response to District Plan **Policy R5: Retail Warehousing** which



Portland Gateway regeneration framework boundary

Robin Hood railway line

Water course

Mansfield town centre boundary (as defined by the District Local Plan, 1998)

Conservation area boundary (as defined by the District Local Plan, 1998)

West Titchfield Neighbourhood Renewal Fund area boundary

Safe guarded routes for walkers, cyclists and horseriders

Protected public open spaces, allotments and school playing fields

Mansfield Town Football Club site

Employment consolidation area

Current and proposed major development sites and regeneration projects

- ① Stockwell Gate North
- ② Stockwell Gate South
- ③ Cleared Site - permission for mixed use redevelopment
- ④ Mansfield Visitor Interchange
- ⑤ Arrival Square Office Scheme
- ⑥ Riverside Renaissance Project
- ⑦ Mansfield Brewery Site



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Portland Gateway Regeneration Framework

Planning Policy & Regeneration Context

NTS

set a presumption in favour the site being developed primarily for retail warehousing so to avoid competition with high street retailing within the sub-regional centre boundary. This policy has been saved during LDF preparation.

Town centres

The Mansfield sub-regional centre boundary, as defined within the District Plan, adjoins the north eastern boundary of the PGRA. The rigidity of this boundary is a result of its alignment with the inner-ring road, comprising Portland Street and St. Peter's Way. Although the focus for this study does not fall within the boundary of Mansfield Town Centre, decisions regarding the distribution of future uses for the PGRA must consider its adjacency and ensure that uses are not brought forwards that may saturate the retail market and redirect the retail focus of the town and market place.

Policy R1: Mansfield Sub Regional / Town Centre sets the local policy position for the centre which is aimed at sustaining and enhancing its vitality and viability by concentrating new retail development, complementary uses, and public realm improvements within the sub-regional centre. This approach is endorsed at the national and regional levels, with **Planning Policy Statement 6: Planning for Town Centres (2005)** requiring planning authorities to promote the economic growth of existing town centres by planning for their growth, encouraging a wide range of services in a good environment which is accessible to all.

The **Regional Spatial Strategy for the East Midlands, RSS8 (2005)** also recognises the need to reverse the negative effects of long-term economic decline in the north of the region on its town centres and considers development plans as important tools in encouraging their renaissance by prioritising the concentration of new jobs and services in and around such centres.

Employment and economic prosperity

A key driver for this study is to set a spatial framework and vision for the area which establishes a robust, coordinated approach to encourage the wider regeneration and secure the future economic prosperity of Mansfield and its surroundings.

The study seeks to address some of the strategic priorities of the region and district by fostering local employment opportunities and encouraging investment, particularly along its high profile frontages and at gateway sites. As part of Central Governments sustainable communities agenda, **Planning Policy Statement 1: Delivering Sustainable Development (2005)** states that any new development should contribute towards the creation of strong and stable local economies and encourage sustainable patterns of development.

The **Regional Economic Strategy (RES), 2006 - 2020: 'A Flourishing Region'** recognises Mansfield as possessing an important role within the sub-region for economic activity. It emphasises the current need to raise its economic performance and encourage investment into the area, connecting more local people to employment. The RES highlights Mansfield as one of the primary centres in the sub-region that is capable of raising the regions economic performance overall. In terms of developing a framework for change in the PGRA, consideration must be given to these more strategic economic targets when recommending an appropriate mix of uses.

The following site specific and general policies contained in the District Plan provide the local policy position with regard to protecting land in local employment use and fostering economic regeneration in the town.

- **General Policy E4: Protection of Employment Land** relates to those undesignated sites which are currently or were previously in employment use. There is a policy presumption in favour of protecting this land for future employment use unless: the activity is environmentally damaging or incompatible with its surroundings, the premises is incapable of sustaining acceptable standards employment accommodation, or wider benefits for its loss or relocation can be demonstrated.

- **Policy E14 (B): Employment Consolidation Area - Land off Victoria Street / Garden Road** sets a presumption against residential development or conversion in this area (the extent of which is outlined on the Planning Policy and Regeneration Context Plan) as it is considered suitable most for continued employment use.

The above policies are supported by the evidence contained in the **Northern Sub-Region Employment Land Review (ELR)** which assesses the demand and supply of employment land within the region, and will help to shape emerging LDFs and guide sub-regional proposals. This document also acknowledged viability issues with the Victoria Street area and recommended mixed use as means to re-develop.

Despite a general presumption in favour of retaining and consolidating existing employment land in the area, the PGRA (in consultation with the MDC's Planning Policy Department) will consider a variety of options to facilitate the economic-led regeneration of the area. Should a strong regeneration case be identified for compatible uses to assist in achieving a deliverable framework for the PGRA these options should not be discarded. The ELR states that any proposals for alternative uses on existing or allocated employment land should:

- Avoid being at the expense of the local economy;
- Demonstrate that the existing use is no longer suitable for the site or lacks viability as an employment use;
- Be compatible with the surrounding character or other proposals;
- Consider options for developer contributions as compensation for the loss of employment land for use to instigate economic development in the area - this may be an appropriate means of funding works to improve the quality and offer of the business realm in the area for example.

Building sustainable neighbourhoods

Central Government guides Local Authorities to understand and address issues relating to the socio-economic, physical, environmental, community and cultural characteristics of places in an integrated manner. The Council have therefore decided to deliver regeneration in the District using the following four routes to ensure that the resources, knowledge and expertise of all parties are utilised and an inclusive programme of consultation can be applied.

1. A neighbourhood based approach involving the communities in decisions;
2. A profiling approach to position Mansfield more competitively as an economically prosperous place which maximises its assets and addresses its weaknesses;
3. A tailored approach which recognises disparities between different neighbourhoods in the district; and
4. A partnership approach which emphasises the importance of combining expertise and resources to achieve successful regeneration projects.

As illustrated on the Planning Policy and Regeneration Context Plan, a large proportion of the PGRA falls within the **West Titchfield Neighbourhood Renewal Fund (NRF)** area boundary. This area was one of the five original NRFAs designated in the district and receives funding through the national Neighbourhood Renewal Unit. At the neighbourhood level, the Regeneration Framework will, therefore, seek to respond to issues of local importance to the residents of West Titchfield, including the quality of the environment, crime and security. A shift from NRF towards WNF is setting an agenda around worklessness and it would therefore seem important to link this into the PGRA process, especially given the employment led and creating nature of the project.

It is important that the study also addresses the strategic priorities outlined within the National Strategy Action Plan to tackle deprivation in England titled '**A New Commitment to Neighbourhood Renewal**' which identifies five areas for funding future projects: work and enterprise, crime, education and skills, health and housing

and the physical environment. It will be important to develop a framework which realises opportunities to support the West Titchfield neighbourhood, particularly in terms of raising the quality of the environment and providing local people with more choices in terms of employment and housing.

Environment and green infrastructure

As illustrated by the Planning Policy and Regeneration Context Plan, the PGRA is situated within relatively close proximity to a variety of open / recreational spaces. Central Government has placed a strong emphasis in recent years on the value of these spaces in contributing towards the quality of life offer in urban areas. **Securing the Future - the UK Government sustainable development strategy (2005)** requires Local Authorities to provide for sustainable communities in part through environmental enhancement and the implementation of strategies to ensure the long term protection and appropriate adaptation of green assets. This is supported by **Planning Policy Guidance note 17: Planning for open space, sport and recreation (2002)** which requires Local Authorities to consider the quality and health benefits of green space.

Building on the objectives established by **The Northern Way** to address the economic disparities between the southern and northern regions of the UK, the **Regional Spatial Strategy for the East Midlands, RSS8 (2005)** emphasises the importance of improving the quality of places to deliver economic renaissance in the north. It establishes policies to promote better design and protect urban greenspace to contribute towards their regeneration.

MDC is in the process of preparing its own GI strategy, but has yet to produce an Action Plan setting out measures to protect and enhance. Prior to the release of this strategy, the following suite of documents set a strong framework to consider how greenspace in and around the PGRA should contribute towards the network of greenspace and recreation facilities in the wider area:

- **Nottinghamshire County Council Cycling Strategy 2006/7 - 2010/11** - which identifies Mansfield as an area with particularly low levels of cycling amongst its residents.
- **Choose Play: 'A Play Strategy for the District of Mansfield 2007-12'** - part of the every child matters agenda outlining the benefits of access to greenspace.
- **Cultural Strategy for the district of Mansfield (2007)** - identifies the cultural, heritage and physical assets within Mansfield and the opportunity that exists to develop these key assets. Parks and open space, sport and physical activity are important aspects of this strategy.

The following policies contained in the District Plan provide the local policy framework with regard to protecting and enhancing the existing network of urban green spaces in the area:

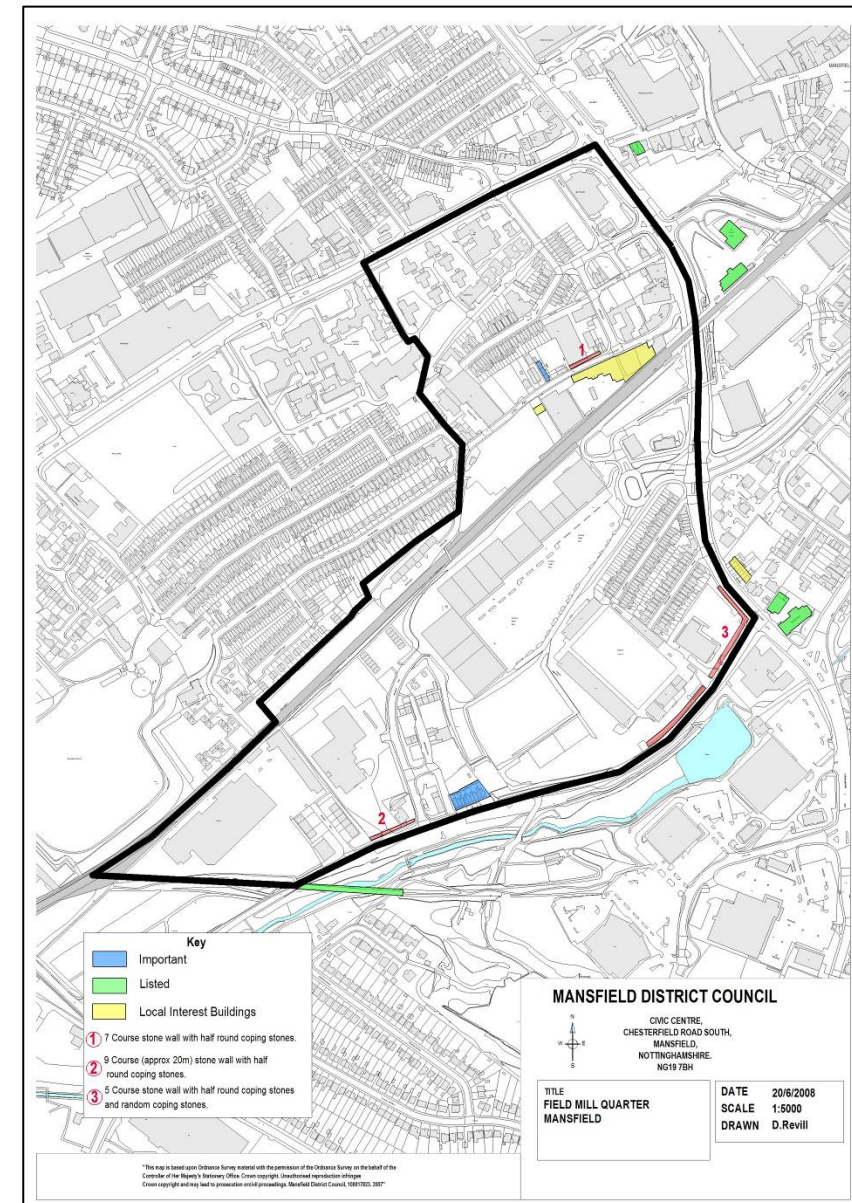
- **Policy LT5: Mansfield Town Football Club Site** sets a presumption in favour of retaining the existing use of the site and encourages the provision of improved pedestrian and cycle routes between the facility and surrounding areas.
- The River Maun Valley runs along the southern boundary of the PGRA connecting key public open spaces to the town centre and opportunity sites to the north east. **Policy M12(A): River Maun Valley** safeguards the route running adjacent to the River Maun for walkers, horse riders and cyclists and advocates for the extension and improvement of this route.
- Although outside the boundary of the Regeneration Framework Area, the Planning Policy and Regeneration Context Plan identifies those open spaces which have been protected under **Policies LT1/2, 6 and 7** within the District Plan.

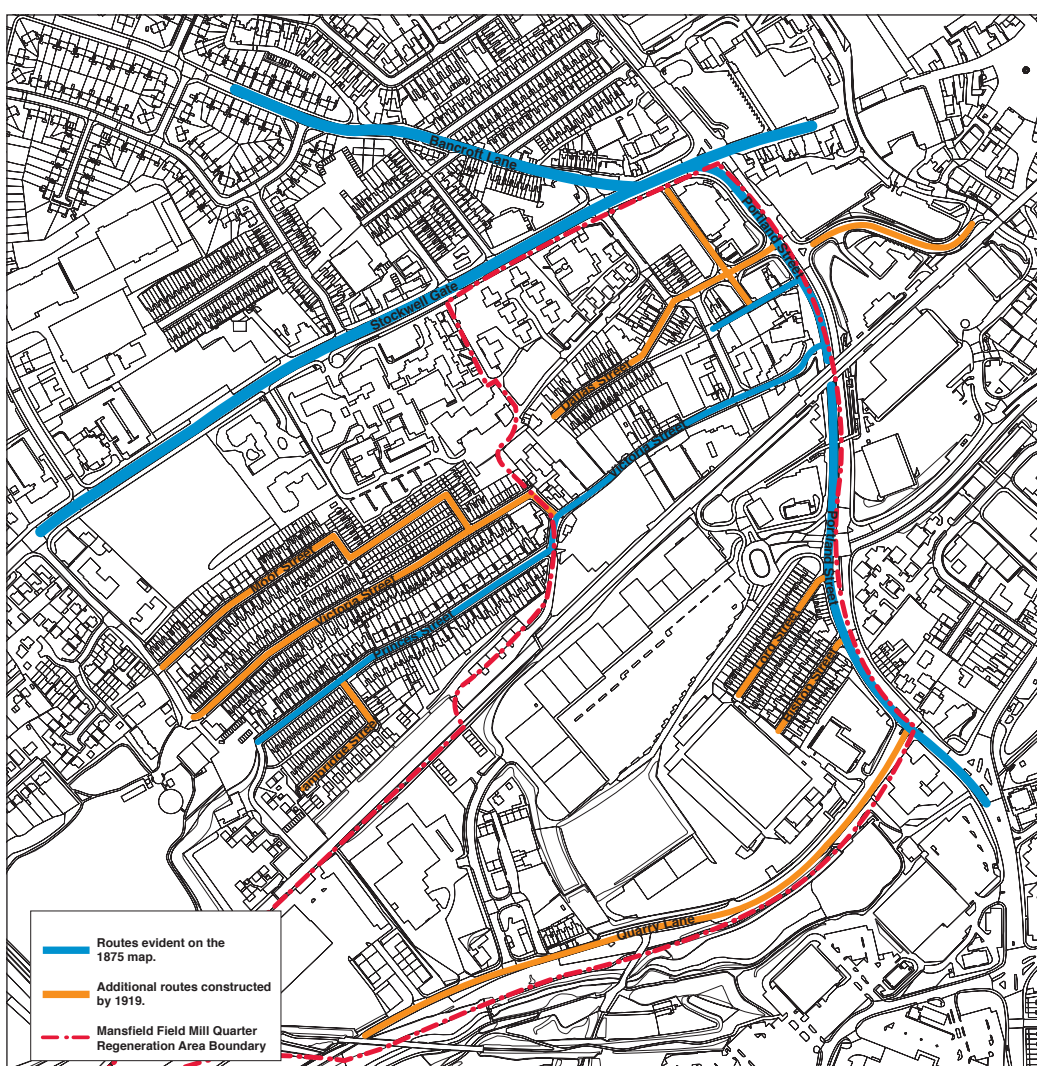
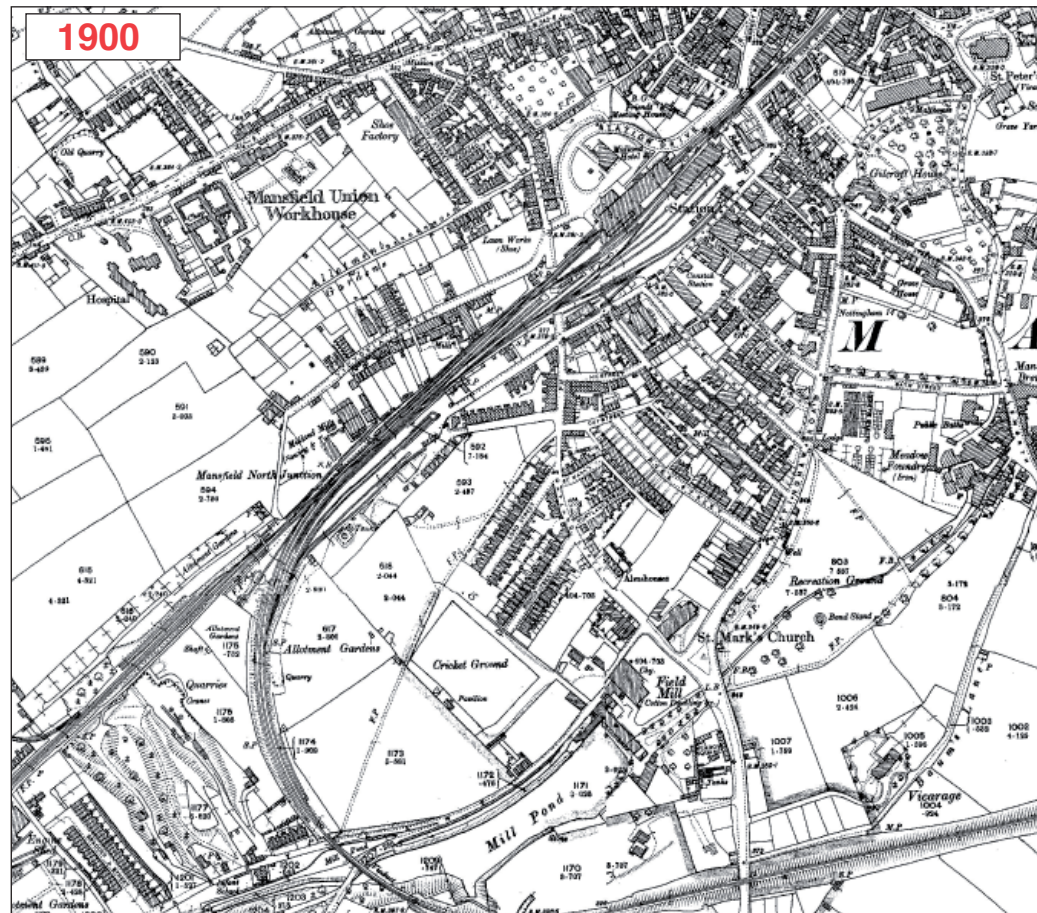
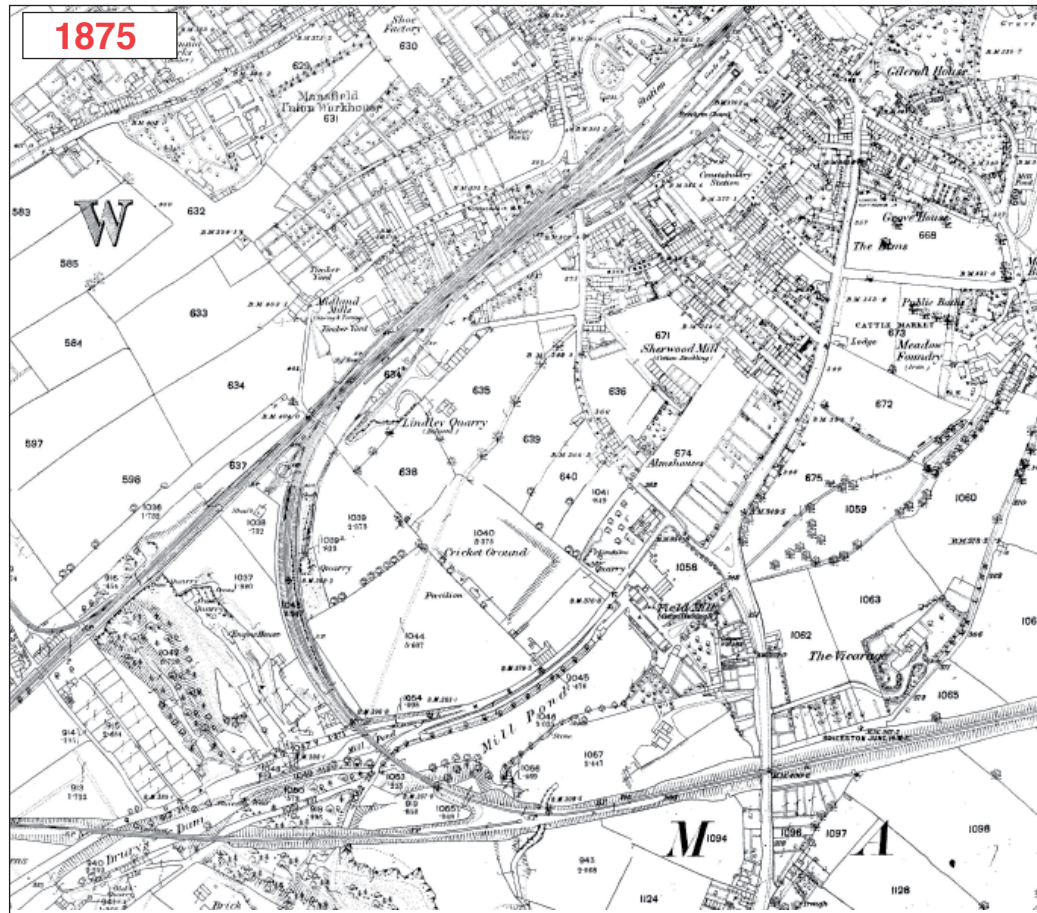
Heritage assets

There are a distinct lack of heritage assets within the PGRA, which is largely a reflection of the prevailing land uses within its boundary, including single use retail and food outlets and light industrial / manufacturing premises. Those that do exist are considered 'important' or are 'local interest buildings' as illustrate don the plan overleaf. The plan also illustrates three walls throughout the study area that are considered important.

Despite the absence of listed buildings or heritage assets, **Planning Policy Guidance note 15: Planning and The Historic Environment (1994)** establishes the principle that development both within and outside the boundary of a conservation area should seek to preserve or enhance the areas special character and setting.

Within this context, the Planning Policy and Regeneration Context Plan illustrates the extent and location of those conservation areas within and around Mansfield Town Centre to ensure that the regeneration scheme seeks protect views into and out of these areas. There is also an opportunity for the regeneration framework to establish improved visual and physical connections into and through these areas of historic character, particularly in relation to Titchfield Park and the Town Centre Core area. This approach is advocated in the **Cultural Strategy for the district of Mansfield (2007)** which discusses the town's heritage as a key aspect of how Mansfield presents itself externally.





This sheet illustrates the field mill quarter's historic urban growth from 1875 onwards. By 1919, much of the urban structure that is today evident was in place. Stockell Gate, Victoria St, Princess Street and Portland Street, are the oldest elements of the areas layout.



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**Portland Gateway
Regeneration Framework**

Historic Context

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Key development sites and regeneration schemes

Mansfield Town Centre has undergone a programme of major investment and renewal in recent years and the town is continuing to reinvent and re-establish itself within the region.

This regeneration framework is being developed during a dynamic period of change for Mansfield with several major development sites and regeneration projects being concurrently brought forwards in and around the town centre. Two key clusters of regeneration activity have been outlined on the Planning and Regeneration Context Plan; sites 1 - 5 on the western periphery of the town centre core and schemes 6 and 7 outside the sub-regional centre boundary to the east. These important redevelopment sites and regeneration schemes are described below.

Edge of town centre cluster:

Creation of a gateway and improved sense of arrival at Mansfield from visible, strategic routes - including Stockwell Gate, Rosemary Street and the station approach - into the centre from surrounding urban areas.

1. **Stockwell Gate North** - This site represents a major development opportunity for the construction of a new shopping centre at a high profile site within Mansfield Town Centre. Interim Planning Guidance note (IPG6) sets the context for the site and was developed to ensure that the scheme delivers the highest quality of design and meets the Council's aspirations to revitalise economic activity and investor interest in the centre; repositioning Mansfield as a strong sub-regional centre. This high profile development will generate a focus for change at the Stockwell Gate / Rosemary Street Junction. The regeneration framework must offer opportunities to contribute and capitalise on this improving gateway into Mansfield.
2. **Stockwell Gate South** - Similarly to the Stockwell Gate North site, proposals for Stockwell Gate South have been guided by a detailed Interim Planning Guidance

note (IPG9) prepared by the Council. Proposals include a retail/leisure - led mixed use development on the existing temporary car park. Pedestrian flows through the town centre, from the station and towards the redevelopment at Stockwell Gate North will be a key element of this development and the PGRA should seek to capitalise on any new linkages created as a result of the redevelopment.

3. **Former Shoe Co site off Stockwell Gate** - This cleared site is subject to approved proposals for a large mixed use scheme, including residential units, within the northern boundary of the PGRA. The redevelopment of this site is critical in seeking to improve the initial impression of Mansfield upon arrival. The site is also well positioned to act as a linking element between the study area, the town centre core and additional development schemes being developed along the inner ring-road.
4. **Mansfield Visitor Interchange** - The regeneration framework must seek to improve the image profile and business realm in the PGRA to encourage continued and sustained investment in the future. The current bus station presents a very poor image to visitors and therefore a £8.65m scheme has been developed to relocate the bus station onto the Station Road Car Park to create a new integrated transport interchange which reflects the level of change and aspirations of the town moving forwards. Connections to and through the interchange will be critical addressing the opportunity to better connect the PGRA to the town centre.
5. **Arrival Square Office Scheme** - This high profile scheme is now complete and contributes towards developing the quality of office accommodation in Mansfield Town Centre, whilst introducing an interesting, high quality design to the build fabric. The building is located on the approach to the railway station (adjoining the north eastern boundary of the regeneration framework area) and presents a significant opportunity for the PGRA to develop a stronger profile and gateway into the town centre.

Renaissance schemes to the east of the town centre:

Options for the redevelopment of the two large areas of land to the east of the town centre are also being considered as part of Mansfield's urban renaissance programme. These sites have an extremely high profile and represent a significant opportunity for the town to establish a stronger economic presence within the region. Although sites 6 and 7 possess less physical adjacency to the PGRA, they are situated along the River Maun Valley and the potential exists to forge stronger, more attractive links between the southern portion of the PGRA and this important cluster of change and opportunity.

6. **Riverside Renaissance Project** - High level options are currently being developed for a mixed use regeneration scheme at site 6; a key opportunity site located adjacent to the town centre core and former Mansfield Brewery redevelopment area. This site is severed from the town centre by the St. Peter's Way portion of the inner ring-road, in a similar manner to the PGRA and therefore, holds greater physical associations with the southern portion of the PGRA. However, there may be opportunities to strengthen linkages from this site through the historic market place, towards destinations within the Victoria Street portion of the regeneration framework area.
7. **Mansfield Brewery Site** - A Draft Interim Planning Guidance note (IPG8) has been produced to guide the future redevelopment of the former Mansfield Brewery Site following its closure in 2001. It is envisaged that a new, mixed use residential community will be created as part of its future redevelopment in addition to the provision of flexible workspaces. The PGRA will therefore consider various approaches to support this potential expansion of residents within the centre of town. Ideas will be developed to improve the movement framework connecting communities to new areas of employment and an improved retail / leisure offer within the town.

Local economic climate

There has been a considerable amount of investment and development in property within Mansfield, particularly in business centres throughout the district, a summary of which is provided on the thinkmansfield.com website. The properties are located in both the town centre and out of town locations, located on the various business parks or in prominent locations throughout the town. In addition to the properties listed on the thinkmansfield.com website and in close proximity to the study area is the Cleggs office development which was developed in partnership with Mansfield District Council. The space offers 11,036 ft² of high quality office accommodation and is been offered on a freehold or leasehold basis.

There appears to have been a lack of investment within the study area particularly to the north of the railway line. However there are currently a number of proposals which have been granted planning permission to the north of the railway line which, should they be developed, will provide significant investment into the area. The level of investment to the south of the railway line has been greater. Peveril Securities have developed the Portland Retail Park and there has been the erection of a bridge which connects the railway station car park with the railway station.

Town Centre Health Check

The **Mansfield Town Centre Retail Monitoring Report 2008** presents a positive picture for the town centre and it appears to have consolidated its status as the second most important retail sector in the county outside of Nottingham. The main shopping area has a high proportion of A1 units; however there are 39 vacancies which equates to 14.9% of the total number of retail units within the town. However many of these vacancies are located within the White Hart area, which has outline permission for the redevelopment of the area. The number of A1 occupiers within the town is above then national average however it should be noted that this is due to the fact that the proportion of A1 uses nationally has declined rather than Mansfield's proportions

increased. The representation of A2 and A3 uses within the town has also increased when compared to the national average.

In terms of requirements for Mansfield contains a number of national retailers including Argos, Adams, BHS, Boots, Next and WH Smith. However a search of our databases has revealed a total of 24 requirements were reported for space within Mansfield in April 2008, these include both new requirements and relocations of retailers who are already present in the town. However it is worth noting that since April 2008 requirements have significantly reduced given the current financial climate.

Mansfield is experiencing a period of change including the redevelopment of Mansfield Bus Station by Nottinghamshire County Council, which will provide a total of 14,121 m² (152,000 ft²) which will provide modern large units within the town centre which will appeal more to occupiers.

Summary

This chapter has provided an overview of land use patterns and the physical policy context of the PGRA. It has clearly presented how the study area can support the aims of renaissance in Mansfield, particularly its town centre in itself as well as contributing to the economic context and health of the region. Importantly, the PGRA has been placed within a local regeneration context by it being mapped along with a number of other key regeneration projects within the town.

Sustainability as a key driver has also been stressed in this chapter as has the need for high quality development. This is important not only from an environmental point of view, but also to help raise the image of Mansfield to external visitors. Poor image upon arrival into Mansfield is a key issue and one that will be explored in subsequent chapters.

3. Property Market Overview

Introduction

The production of this report has been undertaken using information sources such as Promis and Focus reports. Promis and Focus Reports provide a general overview of the various sectors of the property market within various locations throughout the UK. They give an indication as to the current supply and demand for the various sectors of the property market and also detail any key deals which have taken place within a town or city.

In conjunction to these we have been provided with a number of studies which have been undertaken on behalf of Mansfield District Council. These include the Retail Study undertaken in April 2005 by GVA Grimley and The Strategic Housing Market Assessment carried out in September 2007 by Fordham Research.

In conjunction with the above we have drawn on the in house expertise of our agency colleagues whom operate within the Mansfield area across all property types.

The Study Area - Issues and Opportunities

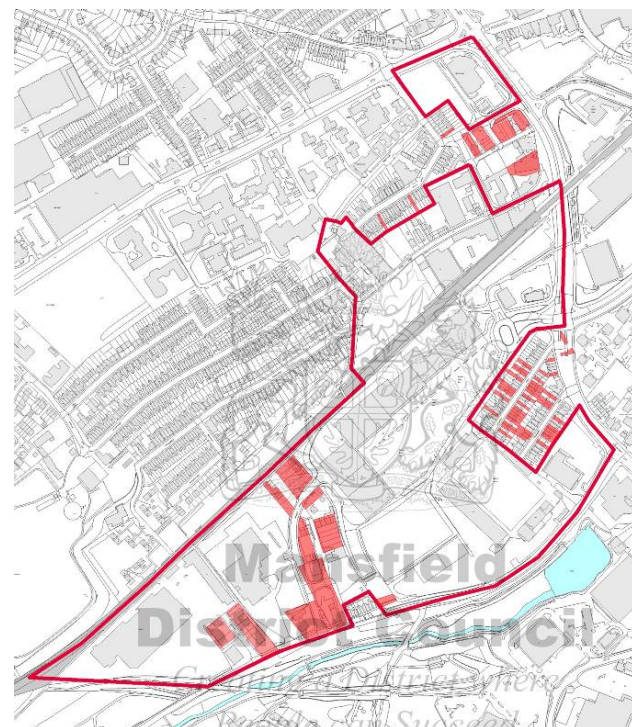
This chapter now progresses to consider the issues and opportunities within the study area from a property market perspective.

Ownership

Mansfield District Council owns a large number of properties within the study area including a large amount of the residential units within the Lord and Bishop Street area and the existing Garden Road Car Park. Additionally the council own the small industrial units on Tenter Lane, Highfield Way and Sibthorpe Street.

However a large amount of the property within the study area is in private ownership. Notable private ownerships are the Portland Retail Park which is owned by Peveril Securities and Mansfield Town Football Club occupies the Stadium and the training pitches directly to the South West of the stadium, the freeholder King Sturge understands is Keith Haslam although the football club has a leasehold to use the stadium. Additionally there are 2 large land ownerships to the south of the railway line including the sites occupied by SDC Trailers and Dairy Crest.

In addition to the above private ownerships there are a number of smaller private ownerships such as the residential accommodation on Dallas Street.



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Levels of Utilisation

The study area which is situated to the south of the railway line is generally well used with the Portland Retail Park, Football Club and various other industrial uses in this locality. However the Football Club Training Pitches are not currently used and are in disrepair.

The Lord and Bishop Street residential area, whilst occupied suffers from the noise and other effects from the road and on match days the impact from the football club.

The area to the north of the railway line is generally less well used with a number of empty residential and industrial units and sites. A number of these have applied for residential led mix use planning permission:

- Site at The Former Shoe Co, Stockwell Gate has planning permission for the construction of offices, 78 apartments and 4 houses and subsequently development has commenced.
- Site at 15 Garden Road Mansfield has been granted permission with conditions for new office development comprising 6 individual suites. However it should be noted that this is an extant planning permission however since this planning permission was granted the area has been earmarked for a new surface car park.
- Pyramid Products Site has had outline planning permission granted for residential redevelopment

The northern part of the study area also includes a bowling alley and the community hospital, whom have invested some £20 million in the area around Lindsey and Heather Close. However it should be noted that that hospital lies just outside the study area.

Key areas of opportunity

At this initial stage King Sturge are aware of a few opportunities where developments can be brought forward. These include:

- the possible re-use/redevelopment of the Training Pitches;
- Discussions have also indicated that some businesses, the Dairy and the SDC Trailers would be welcome relocation, therefore presenting a redevelopment opportunity, however in close proximity to these sites is a Scrapyard, so any redevelopment of these sites would have to be sympathetic to this use.
- The potential for new residential development to the north of the railway line.

Lord Street and Bishop Street

Lord Street and Bishop Street is a pocket of housing in the south of the PGRF area where there is the opportunity for significant improvements either through retention or through demolition and redevelopment. The properties are located within the Super Output Area E01028268 (SOA reference: Mansfield 008D). This is a statistical geography which covers all dwellings across the PGRF area. The search of available data for this SOA area has highlighted the following information.

The data presented below illustrates that the vacancy rate within the Super Output Area is nearly four times greater than that experienced within the Mansfield District. This indicates that people are struggling to sell or let the dwellings across the SOA which is an indication of market failure. Generally speaking, vacant properties are often hotspots for anti-social behaviour, which can cause misery for those people living in close proximity to them.

	Super Output Area for Lord Street and Bishop Street	Mansfield District	East Midlands
Number of Occupied Households	624	41,601	1,732,482
Number of Un-	124 (20%)	2,286 (5.5%)	60,221 (3.5%)

Occupied Households			
Source: ONS Census 2001			

The table below summarises the Household amenities for the Super Output Area which includes Lord Street and Bishop Street and compares it with the Mansfield District and the East Midlands.

	Super Output Area for Lord Street and Bishop Street	Mansfield District	East Midlands
Dwelling with Central Heating and Sole Use of Bath/Toilet	532 (85.3%)	39,688 (95.4%)	1,626,445 (93.9%)
Dwelling with No Central Heating but with Sole Use of Bath/Toilet	86 (13.8%)	1,822 (4.4%)	100,983 (5.8%)
Source: ONS Census 2001			

It can be seen from the above that the amenities within the super output area are generally worse than those within the Mansfield and East Midland District. There are a number of properties within this area which have no central heating, this gives an indication of properties which do not meet decent homes standards and will need significant investment in order to bring these in line with the new homes standards.

Tenure

	Super Output Area for Lord Street and Bishop Street	Mansfield District	East Midlands
Owned	367 (58.6%)	29,065 (69.9%)	1,250,574 (72.2%)
Social Rented	91 (14.5%)	8,666 (20.8%)	303,381 (17.5%)
Private Rented	145 (23.2%)	2,952 (7.1%)	2,952 (0.2%)
Source: ONS Census 2001			

It can be seen from the above that there is a large amount of private rented stock within the area compared to both the Mansfield and East Midlands Districts. This indicates that there is a high private landlord activity meaning that there is a turnover of resident activity leading to a lack of community.

Vacancy rates and the number of private landlords are above the average for Mansfield, which is an indication of market failure. Whilst this is the case for the wider SOA there are no obvious signs of empty properties observed in the Lord / Bishop Streets and discussions with private landlords has suggested strong demand for rented properties on both. The data would suggest that some of the properties have no central heating which does not meet the decent homes standards. Whilst we have undertaken discussions with the Housing Department at Mansfield District Council, who have informed us that they have undertaken the decent homes standard improvements on all of the council owned properties on Lord and Bishop Streets no similar discussions have taken place with private landlords in the Lord and Bishop Street area.

Whiteley Electronics

Another opportunity within the northern part of the study area is the industrial premises on Victoria Street, which are underutilised. However we understand that a planning application has been submitted for the redevelopment of the site to

residential led mix use. We understand that there is also the potential to develop a surface car park within the Rooth Street/Garden Road area.

It should be noted that the above opportunities will require an amount of site assembly on behalf of Mansfield District Council. This could be done in a number of ways, including the attainment of Compulsory Purchase Orders or the negotiation within the land owners in the open market.

Prospective Uses for Further Analysis

The study area is a mixed use area; including industrial both light and heavy, retail, leisure, offices and residential. However it should be noted that office use is underrepresented within the area with the majority of office space provided as ancillary to industrial uses.

Market Assessment of Prospective Uses

Commercial: Supply

The Mansfield office market is relatively weak when compared to the some of the surrounding centres such as Nottingham and Derby, however King Sturge have undertaken consultation with their commercial agents who are based in Nottingham and are active within this market. The supply currently consists mainly of secondary and tertiary space which is situated above shops and historic offices. Consequently there is a shortage of grade A space within the town. However this has recently been partially addressed by the new Clegg office development situated opposite the study area near to the station. However a number of business park developments have been undertaken within the Mansfield District which have been successful in attracting occupiers. Examples of these include Ransom Woods Business Park, Oakham Business Park and Millennium Business Park.

There are no purpose built office blocks currently in the pipeline within the town centre; however there are a few outline planning applications which have included an allowance for office development. However it may be some time before these developments come to the market as planning applications have only recently been submitted.

King Sturge consider that the study area is a good location for office development within Mansfield, the area is both close to the town centre and the railway station and is therefore a sustainable location. To attract office occupiers the linkages with the town centre will have to be improved particularly if office development is going to take place to the north of the railway line. Should both the large industrial uses to the west of Highfield Way be relocated then King Sturge believe that this would be suited to a mixed commercial development with both light industrial and office development

The industrial accommodation within the study area consists of a variety of space, including larger industrial units particularly those occupied by SDC Trailers and Dairy Crest. There is also a mixture of smaller units owned by the Council, which are well occupied by a number of different industries including car mechanics and light manufacturing businesses. King Sturge do not consider that the study area is the appropriate location for large industrial uses mainly due to the fact that larger industrial occupiers will be attracted to prominent and highly accessible sites, near the M1 motorway. This is further verified by the fact that SDC Trailers and Dairy Crest wish to move from the locality, closer to the motorway.

There are a number of managed workspace facilities within Mansfield which offer support to start up businesses. These include the 4 centres operated by The Business Place which is a subsidiary of Mansfield Council. All of these centres are in an out of town location. Additionally there are three privately owned managed workspace facilities within Mansfield town centre which have proved successful, these include Chadburn House, situated at the former headquarters of the Mansfield Brewery, North Nottinghamshire Business Centre and the Intake Business Centre.

In addition to the above there are units provided at the I-Centre, which is intended to support knowledge based new businesses. The development was undertaken by the Mansfield District Council, Nottinghamshire County Council and East Midlands Development Agency. However this development is currently fully occupied.

Commercial: Demand

There are currently few new requirements for office space within Mansfield; however there is some latent demand from companies that want to move from their lower grade stock. Two new requirements of note in the market are a large new requirement from a government department in Birmingham. It is anticipated that this requirement will be satisfied entirely by Clegg's new office development. The other requirement in the market for office space is from the Electrical Contractors Association, who are looking for around 929 m² (10,000 ft²) of grade A office accommodation within Mansfield Town Centre.

Discussions with agents have revealed that should the supply of better grade office space be increased then this might increase the number of requirements particularly those which come from occupiers which are currently situated within Mansfield and want to move to better quality accommodation. This is particularly true of the more established businesses that have out grown the incubation centres they are currently situated in.

King Sturge is not aware of any requirements for large industrial space within central Mansfield, however there are a number of requirements for larger space closer to the motorway which will be satisfied by the various business parks within the District. In terms of the likely demand within the study area for industrial accommodation, the demand will come from small businesses who want small workshop accommodation similar to that which is Council owned on Tenter Lane but could also be used as an office to satisfy all requirements.

Commercial: Values

In terms of rental values, the new Clegg's office development situated in close proximity to the study area is currently on the market for around £134.55 m² (£12.50 ft²).

In terms of yields it is anticipated that a vacant office block will attract yields of around 9.00% - 9.50%.

In terms of the rental values which King Sturge anticipate for Hybrid space this will be around £75.35 m² (£7.00 ft²).

Residential: Supply

In order to gauge the current level of supply within Mansfield King Sturge have looked at both current supply of residential property within the study area and residential developments which are proposed/under construction within Central Mansfield.

Within the study area the overriding residential property type is terraced units. However King Sturge are aware of planning applications for developments in the study area which propose residential accommodation as part of a mix use scheme. It is envisaged that any residential development that comes forward within the study area will be in the form of 1 and 2 bed apartments.

In terms of new residential development which is currently under construction in the Mansfield district King Sturge aware of a total of 5¹ major developments currently under construction, however it should be noted that only 3 of these developments are within a central location. The details of these are:

¹ <http://new-homes.co.uk/>

- **Sandhurst Gardens** - Located on the junction of Forest Road and Nottingham Road, this development by Miller Homes consists of 78 residential units made up of 2 bed apartments and 3, 4 and 5 bedroom homes. However a number of the plots have yet to be developed. A 3 bed house ranges from £139,950 to £192,950; the 2 bed apartments have all been reserved.
- **Churchgate** - This is a retirement development, located on Wood Street, and so cannot be classed as providing direct competition to the study area. However prices start at £99,950.
- **The Bruntings** - Located just to the north of Eakring Road, this development by Fairgrove is situated around 1.5 miles away from Mansfield Town Centre. The development consists of around 22 plots, providing 3 and 4 bed homes. There is only 1 plot remaining at this location which is a 3 bed townhouse which is available for £159,950.

It can be seen from the above that there are a number of residential developments within Mansfield, which are providing both apartments and houses. However there are a number of other developments which have been granted planning permission but are not yet under construction.

We have also undertaken a search of the property that is currently on the market within the study area and found the following:

- **18 Dallas Street** - 3 Bed terraced property currently on the market for £88,500.
- **Lord Street** - 3 Bed terraced property sold subject to contract for £59,950.
- **Bishop Street** - 3 Bed terraced property currently available for £82,950.

It can be seen from the above that there are a number of properties currently on the market in the study area, however these properties are achieving low values when compared to the Mansfield average (see below).

Residential: Demand

King Sturge have looked at ONS population predictions data who have forecast an overall change in the population for the Nottingham Outer housing market. The forecast has revealed that the population will increase by 8.1% (26,100) persons by 2026. Therefore there will need to be an increase in the demand for residential units. King Sturge has undertaken a review of the Interim Planning Guidance 7 document which relates specifically to the provision of affordable housing. The target rate for affordable housing within the Mansfield District is 20% with a threshold of 15 dwellings or more. If the development supplies more than 30 dwellings then it is expected that the affordable units will be provided on site thus creating mixed communities. If a development consists of 15 dwellings or more then it is expected that a financial contribution of £25,000 per affordable dwelling will be required. In terms of the split between the social rented and intermediate housing the split is roughly 66:34 respectively.

Within the Strategic Housing Market Assessment the demand for housing in Mansfield is predicted and compared with the target in the RSS and the net completions in 2005/6. It can be seen that Mansfield has a much greater demand, 970, than either the current provision in the RSS, 410, or the net completions in the previous year, 325. Therefore we would comment that this data suggests that the demand for residential accommodation outstrips supply. However this data should be treated with caution as the document was drafted when the residential market was booming, and since the break of 2008, housing markets throughout the country have stagnated with a lack of buyers in the market.

Furthermore the table overleaf summarises the demand for the different types of residential accommodation throughout the town.

Housing Demand in Mansfield					
Ownership	1 Bed Property	2 Bed Property	3 Bed Property	4+ Bed Property	Total
Owner-Occupied	238	424	-58	88	693
Private Rented	49	-33	-121	0	-105
Shared Ownership	0	-3	17	0	14
Social Rented	268	678	-138	51	257
TOTAL	268	678	-138	51	859
Source: Strategic Housing Market Assessment September 2007					

It can be seen that the tenure type which is most in demand is owner-occupied, however social rented accommodation is also in high demand. The tenure which is in least demand is private rented accommodation; in fact the demand for this tenure is negative. The type of property which is most in demand is 2 bed accommodation closely followed by 1 bed accommodation. This indicates that there are a large amount of first time buyers/ single persons wanting property in the Mansfield area.

Residential: Values

In terms of values we have found the following for properties within the Mansfield District:

Average House Prices within the Mansfield District		
Property Type	Average Price in Mansfield (£)	Average price in UK (£)
Apartment	£102,371	£206,180
Terraced	£88,868	£174,486
Semi-Detached	£109,937	£194,221
Detached	£182,388	£340,904
All	£119,494	£216,075
Source: HM Land Registry		

It can be seen from the above that all the property types within Mansfield are below the national average house prices. Therefore property within Mansfield is more affordable in relative terms; however this is reflective of average incomes in the Mansfield District. The table below gives an indication of the average wage:average house price for both Mansfield, the region and nationally.

Average Wage to Average House Price			
Area	Average Wage per Household	Average House Price	Percentage Wages:House Price
Mansfield	£23,000	£119,500	19%
East Midlands	£26,000	£145,600	18%
England	£29,000	£216,100	13%
Source: HM Land Registry and Mansfield Strategic Housing Market Assessment			

It can be seen that houses within Mansfield are relatively more affordable than the national or regional average. Indeed the average price of the housing stock within the study area is below the average within Mansfield therefore the properties within the study area are more affordable.

Leisure: Overview

There are a number of leisure facilities currently within the study area. These include the health and fitness centres, the football ground and associated practice pitches all situated to the south of the railway line. To the north of the railway line the main leisure use is the Bowling Alley situated on the corner of Stockwell Gate and Portland Street.

Given the uses outlined above we feel that the area is well catered for in terms of community leisure facilities, however there are no A3 units. King Sturge have considered the possibility of some A3 leisure units within the northern part of the site, occupiers may be attracted, but the units would have to front onto the main arterial roads of the A38 and the A6009 Portland Street.

The prospects of a hotel within the study area has been considered and Premier Inn has a requirement for a 60 - 80 bed hotel within the Mansfield area. King Sturge understand a site which is in close proximity to the Odeon Cinema has been examined, however they would consider a 0.61 hectare (1.5 acre) site within the study area with a main road frontage.

The possibility of a Powerleague football centre at the location of the training pitches associated with the football club has also been explored. However it is understood that Powerleague have purchased the JJB Soccerdomes via a sublease, and subsequently they are no longer looking to expand. There are other operators within the market, such as Goals, who may look at the site, however they would need around 3.24 Hectares (8 Acres) of land in order to provide the necessary number of football

pitches. The subject site is approximately 1.54 Hectares (3.84 Acres) and thus too small.

There are currently 4 Bingo Halls within the town and since the introduction of the smoking ban bingo operators are struggling. Therefore it is unlikely that any operators would look at providing a Bingo Hall within the study area. There is also an 8 screen Odeon Cinema within close proximity to the study area.

Retail: Supply

Mansfield's retail area is focused around Stockwell Gate and Westgate, additionally there are a number of retail parks, including Portland Retail Park situated in the study area. The MacArthurGlen Designer Outlet must also be considered, although this is located close to the M1 at Junction 38.

Mansfield Town Centre is an established retail area which is one of the best performing centres outside Nottingham, within the Nottinghamshire District. There is one shopping centre within the town centre, The Four Seasons Centre, which was opened in 1976 and is owned by the Premier Property Group. The centre provides around 26,500 m² (285,253 ft²)² of the towns total floorspace. The key stores within the centre are Primark, Boots the Chemist, Debenhams and Next. In addition to these retailers Marks and Spencer, Woolworths and BHS Department Store are other key occupiers in the town.

In terms of future supply there are a number of proposals for which interim planning guidance has been prepared. These include the relocation and subsequent redevelopment of Mansfield Bus Station. The proposals include 8,082 m² (87,000 ft²) of extra retail floorspace. Aldergate also have another development which has been

² PMA Promis Live Retail Report created 18/07/2008

granted outline planning permission, which is the Courtaulds site, this will add a net additional 3,995 m² (43,000 ft²) of retail leisure and office space³.

There are a total 3 retail parks within the Mansfield District, namely Portland Retail Park, St Peter's Retail Park and Nottingham Road Retail Park. The main retail park within the district is the Portland Retail Park situated within the study area. Owned by Peveril Securities it provides a total of 14 non food retail units and 1 catering outlet. Occupiers include Allied Carpets, Blockbuster, Burger King, Carpetright, Comet and JJB Sports. Upon inspection of the retail park there was a vacant unit, however we understand that a letting has recently been agreed at £177.61 m² (£16.50 ft²).

In terms of foodstores, provision within Mansfield town centre consists of Iceland and Marks & Spencers food hall. Marks and Spencer, located on West Gate, is the only foodstore in the Primary Shopping Frontage.

The main foodstore in close proximity to the town centre is Tesco situated on the junction of Chesterfield Road South and Rosemary Street. This store was built in 2006 and has a floorspace of approximately 5,120 m² (55,113 ft²). The store is a Tesco Extra format and is open 24 hours a day during the working week. There is also another 5,756 m² (61,959 ft²) Tesco store on Jubilee Way South.

All of the other major operators apart from Waitrose are in close proximity to Mansfield including: Asda 4,268 m² (45,942 ft²) situated at Forest Town, Morrisons on Sutton Road, Netto at Barncroft Lane and Sainsbury's on Nottingham Road.

In terms of new supermarket floorspace proposed there is a small 1,394 m² (15,000 ft²) Aldi foodstore proposed at Boneham and Turner.

Future Supply and Potential Retail Capacity

The Retail Capacity Study was undertaken by GVA Grimley in 2005 in order to act as a guide for retail planning within the Mansfield District, thus providing a assessment of the retail needs of the District. The document studies both Mansfield Town Centre and the three district centres of Mansfield Woodhouse, Market Worksop and Oak Tree.

The document highlights that Mansfield faces strong competition from Nottingham, Sheffield, Derby and Meadowhall, all of which are either in the process of implementing major development schemes or have recently opened new developments which have strengthened their trade draw and subsequently has impacted on Mansfield Town Centre. Therefore it is critical that Mansfield improves its retail offer. However the proposed redevelopment of the bus station will partly address this.

Mansfield Town Centre in 2005 appeared to be performing adequately but is now showing signs of vulnerability as it was performing poorly against some health check indicators, highlighted by the fact that the number of vacant units particularly on secondary frontages doubled over the four year period 2000 - 2004. In conjunction with this the 2008 Retail Monitoring Report, which records a total of 39 vacant units equating to 14.9% of all the retail units. It is also highlighted within the Retail Capacity Study that the foodstore provision within the town centre is a particularly weak area especially since Tesco has relocated to the edge of the town centre. However in general the foodstore provision within the Mansfield District is strong with representation from most of the major players.

There will be scope for additional floorspace within the town centre up to the period 2016. The capacity projections from GVA Grimley are 7,594 m² (81,744 ft²), rising to 17,357 m² (186,835 ft²) by 2016. In order to accommodate this additional comparison shopping floorspace, the core shopping area needs to be extended by undertaking new development such as that proposed at the former bus station. However the retail core of Mansfield has been identified as vulnerable and any development out of the town centre will further undermine the traditional retailing core. Therefore any new retail development should be within the Town Centre such as the redevelopment of the former bus station.

³ PMA Promis Live Retail Report created 18/07/2008

The document also highlights the future capacity in terms of retail warehousing. The Portland Retail Park offers the most traditional range of bulky goods retailers within the town although it has a relatively limited market share within the Mansfield District. On the basis of market shares in 2004 the Retail Park has a comparison goods turnover of £24.7m which based upon the retail floorspace at the time of 9,747 m² (104,919 ft²) means that the sales density of the park is £2,613 m² (£242.75 ft²), which is just above expected levels. But if this is compared to St Peter's Retail Park, Portland Retail Park is only trading adequately. The following statement taken directly from the Retail Capacity Study highlights that GVA Grimley considers there is no potential for further bulky goods development at Portland Retail Park. 'The Portland retail park, which is largely focused on bulky goods retailing, is trading adequately but is not significantly over performing. For this reason we do not consider there is a need for further retail parks or freestanding retail warehouses.'⁴

Moving onto foodstore provision the District is very well served with Tesco, Asda, Morrisons and Sainburys all been represented within the District. Subsequently there was no identified need within the needs assessment for further out of town convenience floorspace and any additional floorspace should be provided within the town centre.

Retail: Demand

In order to try and assess the level of demand for retail space within Mansfield, King Sturge have accessed requirement data for the town. A total of 24 requirements were reported for space within Mansfield in April 2008, these include both new requirements and relocations of retailers who are already present in the town. The requirements are for both in and out of town locations. A few of the notable requirements include T J Hughes, Premier Inn, Chicago Rock cafe, Costa Coffee, Frankie and Bennys and

Republic. The table below summarises the size of requirements for retail and leisure space within the district:

Size of Retailer Requirements in the Mansfield District	
Size of Requirement (ft ²)	Number of Requirements
0 - 1,500	7
1,501 - 3,000	1
3,001 - 10,000	10
10,001 - 20,000	2
20,001 - 30,000	1
30,001+	3
Source: Shopproperty	

It can be seen from the above table that the majority of requirements is for space below 929 m² (10,000 ft²), however there are also some large requirements for space within the town. These will be satisfied by space within retail parks such as Portland Retail Park within the study area. However King Sturge retail agents who have noted that there a number of the key players are not represented within the town, however they have issued no requirements. However often some of the larger occupiers will not issue a requirement particularly in the highly competitive supermarket sectors. The supermarkets have recently diversified into selling home and living products for which they will, if they cannot sell in their superstores, open a retail unit preferably on a retail park. However the supermarkets within the Mansfield district all have home or living sections within them so it is unlikely that this will generate any requirements.

Values

Values within Mansfield Town Centre currently are around £1,346 m² (£125.00 ft²) in terms of Zone A for units within the Four Seasons Shopping Centre. As mentioned previously the rental levels currently attained at the Portland Retail Park are around

⁴ Retail Capacity Study Findings - GVA Grimley April 2005

£177.61 m² (£16.50 ft²) reflecting good quality out of town retail warehouse unit rental levels.

In terms of yields we would comment that yields for a retail park are likely to be around 7%, whereas yields for units within the town centre are likely to be around 6.75%.

Prospective Development Options: Key Development Opportunities

There are a number of key development opportunities within the study area as outlined earlier in this chapter.

These include a number of sites which have had planning applications submitted. The applications are for residential led mixed use development. Additionally there are a number of other possible development sites subject to site assembly. These include the area which has been earmarked for the surface car park, the site to the south of Victoria Street, the training pitches associated with Mansfield Town Football Club, the redevelopment of the Lord Street and Bishop Street terraces and the Dairy and industrial works to the west of Highfield Way. The following provides a brief summary of the potential uses which could be brought forward at each of these opportunities:

- **Area earmarked for surface car park** - This will be a longer term opportunity, but given the close proximity to the town centre and railway station this sustainable location could be used for B1 uses. This would maximise the frontage onto Portland Street.
- **Site South of Victoria Street** - The site adjacent to this has already had a planning application submitted for residential led mixed use development. Therefore it is envisaged that any development at this site will have uses which compliment the mixed use scheme.

- **Training Pitches** - Upon inspection it was clear that these had fallen into a state of disrepair, however King Sturge feel that this could be a good community facility if they were refurbished. There are various operators such as Goals and JJB who run football centres throughout the country. However we understand that a Goals centre would require around 3.24 Hectares (8 Acres) of land in order to provide the necessary number of football pitches.
- **Lord Street and Bishop Street Terraces** - The council already own a large amount of these properties, however as can be seen from the above there are still a number of properties on the market which are attracting relatively low values. Therefore King Sturge would recommend that the council buys all of the units on these streets and then the units can either be remodelled thus providing a better standard of accommodation or they can be cleared leaving a substantial development site.
- **Sites west of Highfield Way** - We have been made aware that both Dairy Crest and SDC Trailers wish to relocate from there existing premises on Highfield Way, therefore an opportunity may arise where both sites could be redeveloped. However there is a scrapyard in close proximity to the sites, so any development may have to accommodate the constraints this presents. Therefore King Sturge consider that the most appropriate use at these sites would be commercial uses in the form of a mixed light industrial and office development.

Summary

An analysis of the strengths, weaknesses, opportunities and threats associated with the commercial property market within the PGRA is now presented by way of a summary to this chapter.

Strengths

- The study area is a sustainable location due to the close proximity to the town centre and the railway station.
- The study area also benefits from the prominent frontage onto the 2 main radial routes in Mansfield, namely the A38 and the A60.
- The area allows large scale redevelopment as there are a number of development opportunities currently within the area. This is exemplified by the planning permissions which have been granted for residential led mixed use development.
- There is a strong community affinity to the study area, as a large amount of community leisure floorspace is present, including the football club.
- There is a large amount of latent demand for commercial space within the town from occupiers who have outgrown the various managed workspace/business centres within the town.

Weaknesses

- The key gateway sites within the study area, which were identified in the community consultation, are unlikely to become available for redevelopment in the short to medium term.
- Developer perceptions within Mansfield are poor when compared to other settlements within the Nottinghamshire County.
- Prevailing low land values and costs associated with development are likely to render many schemes unviable.

- Fragmented land ownership, particularly within the northern part of the study area, means that some land assembly will be necessary, to enable large scale redevelopment.
- Poor quality environment impacts adversely on developer and investor perceptions of the area.
- Potential occupiers could be discouraged by the lack of access to the town centre and generally across the railway line, linking the northern and southern parts of the study area.

Opportunities

- The study area is in close proximity to the station and the town centre, this is something which can be exploited should the linkages to the town centre improve.
- The prominent frontage onto the A38 and A60 is something which can be exploited, thus providing an opportunity for higher value uses to be provided in the study area.
- Potential to assemble sites to facilitate large scale redevelopment.
- Opportunity to introduce complimentary uses which will support existing community leisure and business uses within the area.
- Potential to satisfy latent demand for light industrial and office space particularly within the southern area of the site.
- Opportunities provided by refurbished redevelopment of under-utilised facilities such as the disused training pitches next to the football ground to provide a valuable new community resource.

- Opportunity to facilitate relocation of willing occupiers and realise new development opportunities within a short/medium timeframe.
- People's perception of Mansfield could be changed should a positive marketing campaign be instigated by the Council.

Threats

- The impact of the credit crunch means that developer interest in development opportunities is waning and thus it may be difficult to attract investment from developers at this location, in the short term.
- If the developer perception of Mansfield does not change, then this combined with the credit crunch, could mean that there is a lack of developer interest in Mansfield.
- Some of the potential development opportunities will need an amount of land assembly. This will involve transactions in the open market.
- King Sturge considers that with the exception of residential use, supply of development opportunities does need to be carefully managed. With management both developers and occupiers can be directed to schemes and that values can be maintained. A position of oversupply should be avoided.



Key

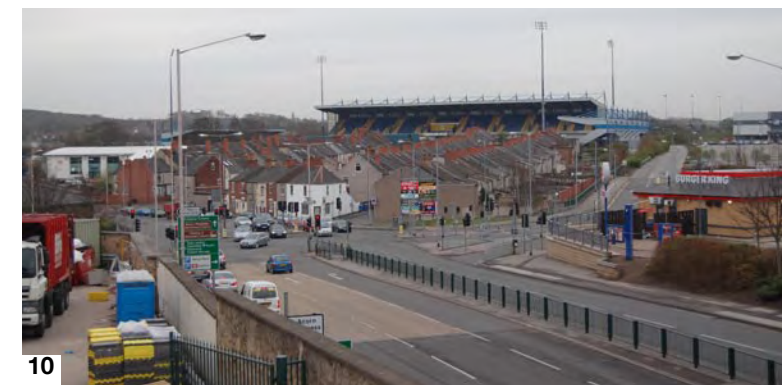
1. Stockwell Gate site boundary.
2. New development on Stockwell Gate.
3. View of leisure complex at junction between Stockwell Gate and Portland Street (A6009).
4. Aerial view of junction between Stockwell Gate and Portland Street with recently cleared site adjacent the leisure complex.
5. Pedestrian street leading towards town centre from Portland Street.
6. View across Portland Street towards Victoria Street from train station.

BDP.

Portland Gateway Regeneration Framework

Site Analysis -
Stockwell Gate & Portland Street Area

NTS



Key

1. Retail Park as viewed from Field Mill football training ground.
2. Aerial view of area between retail park and train station. The highlighted areas 03 and 04 indicate where photos 03 and 04 were taken.
3. Panoramic looking east to south from retail park.
4. Approach to train station from train station parking area within development area boundary.
5. Train station historic plaque.
6. Retail park as viewed from station platform.
- 7-8. Pedestrian footbridge over Portland Street (A6009).
9. Pedestrian footpath down to Portland Street from Retail Park.
10. Field Mill football ground as viewed from pedestrian footbridge over Portland Street.
11. View of Portland Street and Nottingham Road Junction from footbridge.
12. Panoramic looking north from footbridge.

BDP.

Portland Gateway Regeneration Framework

Site Analysis -
Retail Park to Train Station

NTS



Key

1. Aerial View of Dallas Street and Victoria Street Area.
- 2-3 Dallas Street.
4. Junction at Tenter Lane and Princess Street.
- 5 Lindsay Street.
6. Victoria Street, view towards train station.
- 7-9 Victoria Street.
10. Pedestrian footbridge over Portland Street (A6009).
9. Pedestrian footpath down to Portland Street from Retail Park.
10. Northwest edge of site at junction of Lindsay Close and Heather Close.
11. Peacock Street panorama looking south.
12. Princes Street.
13. View towards Stockwell Gate along back gardens to properties on Dallas Street.

BDP.

Portland Gateway Regeneration Framework

Site Analysis -
Dallas Street & Victoria Street Area

NTS



1

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2



3



5



6



7



8



9

Key

1. Aerial View of land west of Highfield Way.
2. Footbridge over railway line, linking Tenter Lane with Highfield Way.
3. Looking west towards the train station from Tenter Lane footbridge.
4. Footbridge over railway tracks adjacent to the derelict flats on the south western site boundary.
5. Pathway to the rear of portland Retail Park.
6. Tenter Lane Industrial Units.
7. Recreation grounds to the edge of the south western site boundary.
8. View south across railway tracks to industrial units adjacent the recreation grounds to the edge of the south western site boundary.

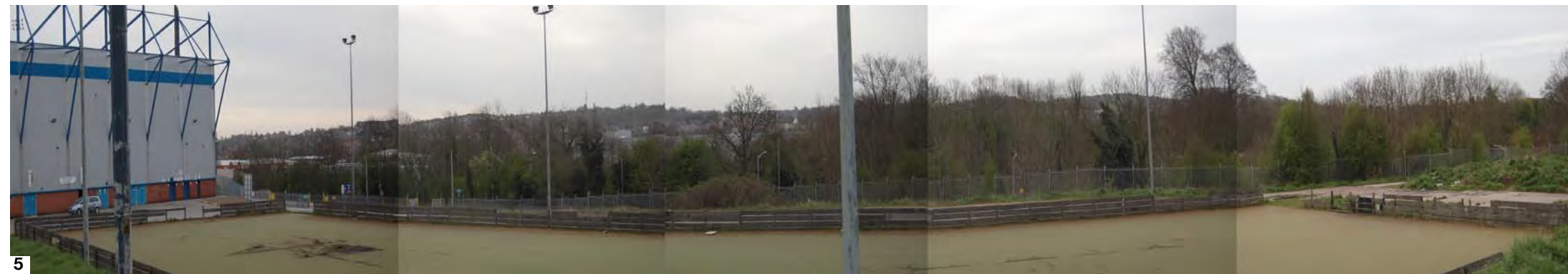
BDP.

Portland Gateway Regeneration Framework

Site Analysis -

Tenter Lane & South West Boundary

NTS



Key

1. Aerial view of Quarry Lane.
2. Approach to Field Mill football ground along Quarry Lane from Portland Street.
3. Approach to Portland Street junction from Quarry Lane.
4. Main entrance to football stadium.
5. View south over Quarry Lane from Field Mill training fields.
6. Entrances on Quarry Lane to industrial units.
7. Riverside parkland separated from site by Quarry Lane.
8. Viaduct over River Maun adjacent Quarry Lane.
9. Looking east on Quarry Lane to terrace stone cottages and riverside parkland.
- 10-11 Detail of entrances to terrace stone cottages from Quarry Lane.

BDP.

**Portland Gateway
Regeneration Framework**

Site Analysis - Quarry Lane Boundary

NTS

4. Townscape, Public & Business Realm Audit

Introduction

This section of the report describes the existing townscape and spatial qualities of the study area broken down into movement, form and space. It highlights key gateways, quality of buildings, views, pedestrian links/permeability, areas of poor public realm and opportunities for enhancement through environmental/public realm improvements.

The analysis in this chapter is largely graphics based and incorporates a number of photo sheets as well as analysis plans overleaf.

Movement Analysis

To the south of the railway line there is currently poor pedestrian permeability with poor legibility and existing pedestrian routes feeling unsafe due to poor visibility. The main gateways to the study area are formed at the junction of Quarry Lane/Portland Street, junction of Stockwell Gate/Portland Street at the main access into the retail park before the pedestrian footbridge going across Portland Street which currently gives no sense of arrival into the town centre due to inappropriate scale and massing of existing buildings and the current highways layout.

There are opportunities to strengthen the pedestrian links to Titchfield Park and the River Maun corridor to the south of the site and to the town centre via the existing footbridge spanning Portland Street.

Urban Form

There is poor frontage treatment along Portland Street creating a poor sense of arrival and frontages along Quarry Lane and Stockwell Gate could also benefit from enhancement. The quality of buildings is generally poor to the north of the railway line, with some better quality buildings found to the south of the railway line. Mansfield Football Stadium, Portland Retail Park, the retail units south of the River Maun corridor, the pedestrian footbridge over Portland Street and railway line all act as major landmarks within the study area. There are good views from the existing football training and astro turf pitch looking towards the River Maun corridor which could be maintained utilising the topography. The view looking towards the pedestrian footbridge and railway bridge over Portland Street and towards the bus station from Stockwell Gate is important and needs to be taken into account as part of any new development proposals.

Critically in terms of urban form within the area is the townscape associated with the terraced properties at Lord Street and Bishop Street. Externally, these pre 1919 properties have succumbed to growth and change from all sides; including from Portland Retail Park to the North, the Football Club to the west and south and perhaps of most intrusion, the Portland Street road corridor to the eastern boundary of this residential area. This road corridor and status also creates access problems, as cars moving south along it cannot turn right into this area, instead vehicles have to perform illegal U turns. Residents have also reported that refuse wagons struggle to gain access down each street, especially when cars are parked on the pavements. The street scene itself is poor with neglected surfaces and each property suffers from the absence of garden or adequate yard space.

Space

The land to the north of the railway line has a finer urban grain with a mix a industrial and residential where there is opportunity for selective redevelopment and public realm enhancement through 'Homezone' type treatments. The landscape treatment to



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10



11



12

Key

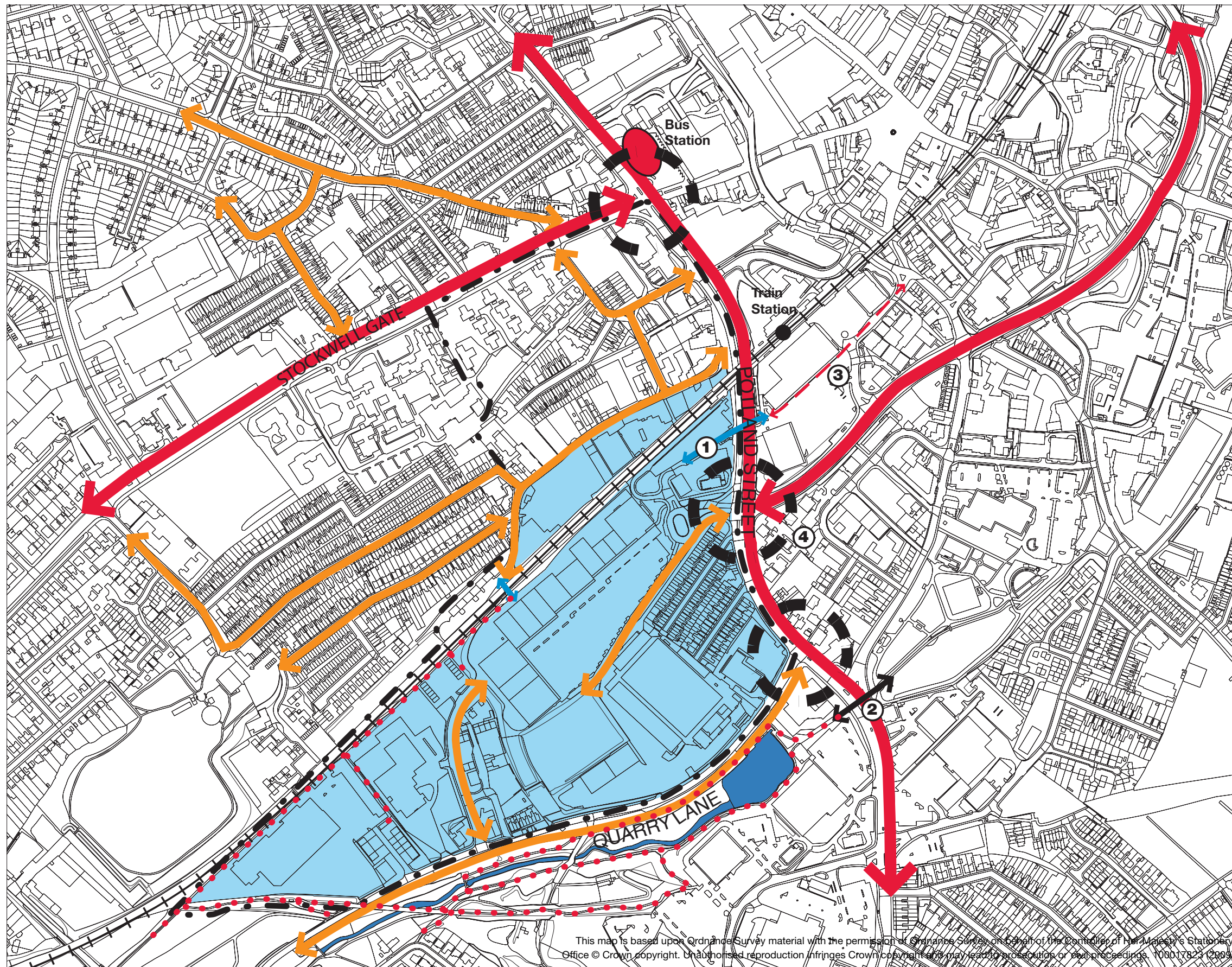
1. Strengthen link to park and river corridor.
2. Poor quality landscape treatment to industrial units.
3. Unattractive fencing, poor visibility to existing footpath adjacent railway line.
4. Existing footpath within green space.
5. Access into the retail park is convoluted.
6. This pedestrian bridge is the only dedicated pedestrian crossing across Portland Street.
7. This again illustrates the footbridge and illustrates the severance effect of the road corridor.
8. The bridge across the railway line is of poor quality.
9. This route will become the main access to the proposed new car park.
10. This is Sheepbridge Lane to the west of the study area. The bridge acts as a barrier to HGV movement.
11. View along the railway lane which acts as a strong north south barrier to movement.
12. This illustrates the sea of tarmac and barrier effect of the road corridor.

BDP.

Portland Gateway Regeneration Framework

Site Analysis - Movement

NTS



- Study area boundary
- Low pedestrian permeability
- ... Existing footpaths
- Minor road corridor
- Gateway
- Existing footbridge links
- ++++ Railway line
- Main road corridor
- 1 Potential pedestrian link from station car park to footbridge
- 2 Strengthen link to Titchfield Park
- 3 Strengthen link to town centre
- 4 Major gateway into centre, no sense of arrival



BDP.

**Portland Gateway
Regeneration Framework**

Movement Analysis

NTS

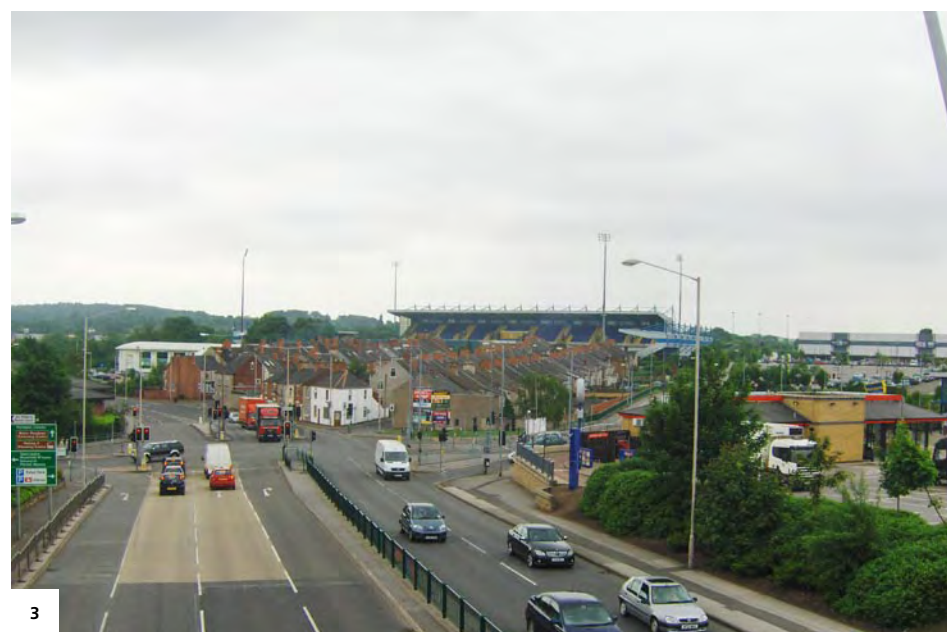
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Key

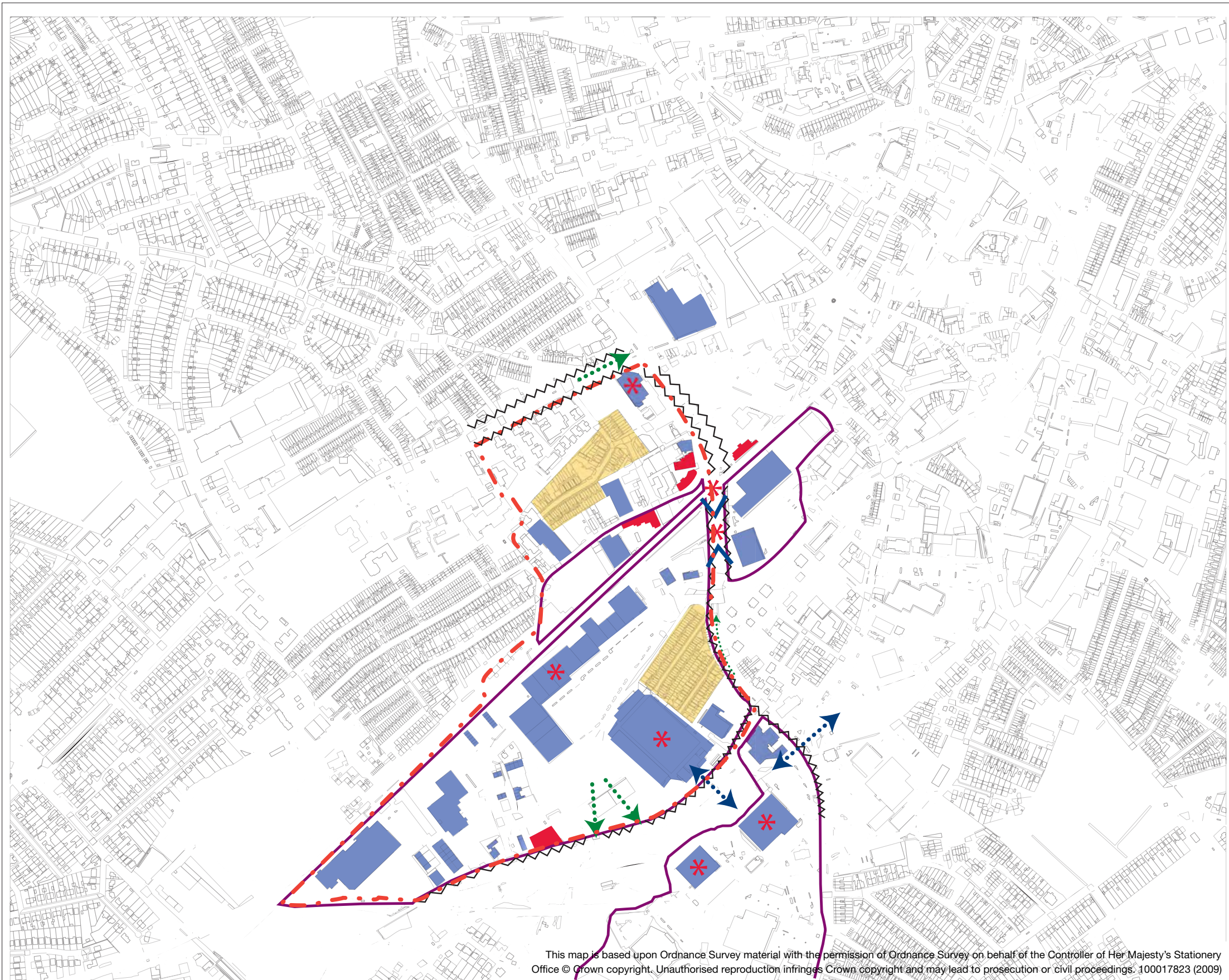
1. Attractive Mill Building on Victoria Street.
2. Poor frontage treatment to Football Stadium along Quarry Lane.
3. Potential gateway into town centre.
4. Poor frontage treatment along A60.
5. Footbridge acts as a local landmark, opportunity to create gateway into town centre.











BDP.

**Portland Gateway
Regeneration Framework**

Site Analysis - Form

NTS



-  Landmark buildings / bridges
-  Important views
-  Views in need of improvement
-  Panoramic view
-  Poor frontage
-  Study area bounary
-  Low density development
poor urban grain
-  Poor quality buildings
-  Good quality buildings
-  High density development



BDP.

**Portland Gateway
Regeneration Framework**

Urban Form

NTS



1



2



3



4



5



6



7



8



9



10



11

Key

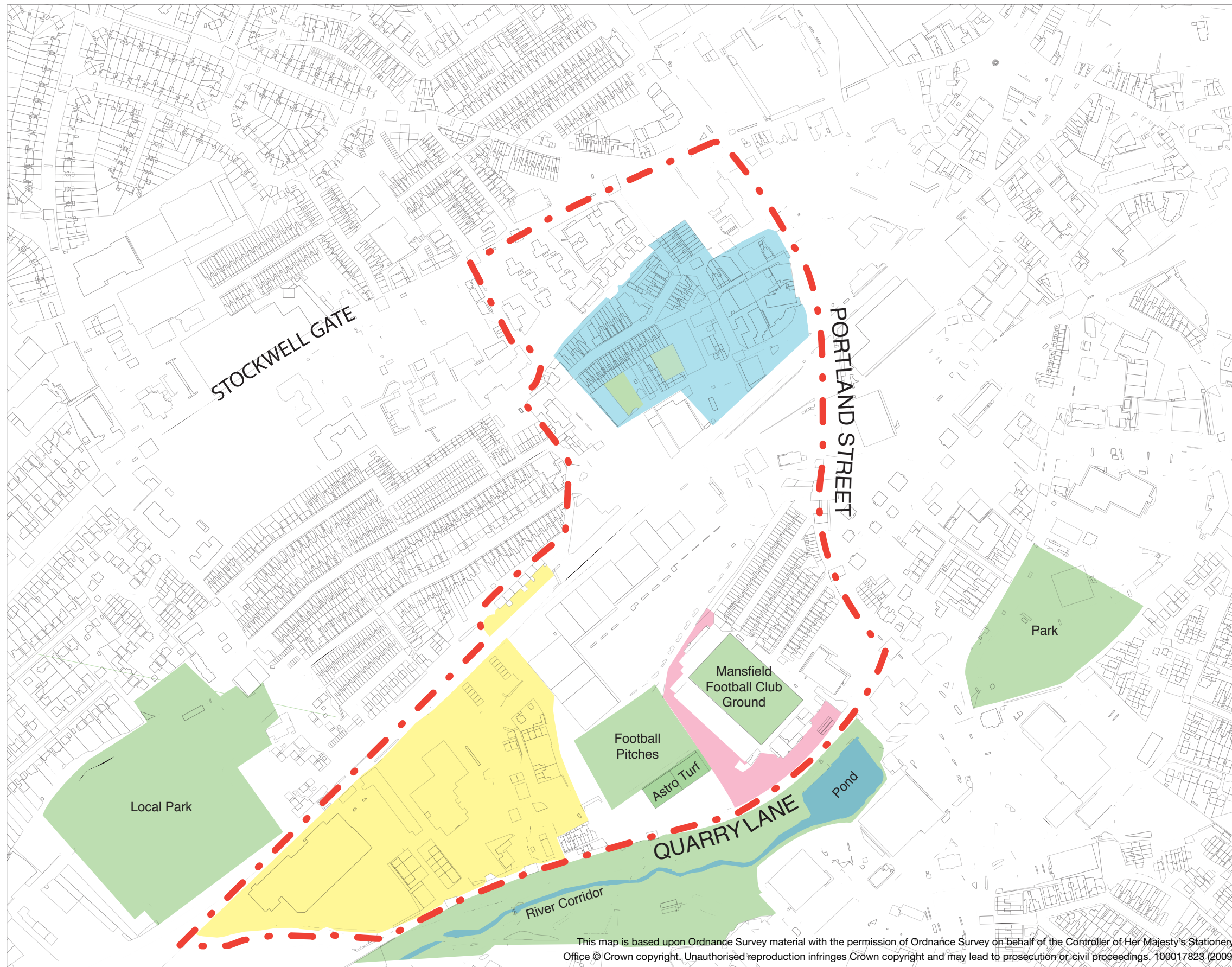
1. Poor quality landscape treatment to surrounds of Football Stadium.
2. Poor quality landscape treatment to industrial units.
3. Attractive greenspace of river corridor along Quarry Lane.
4. Attractive greenspace of river corridor along Quarry Lane.
5. Poor landscape boundary treatment along Highfield Way.
6. Poor quality landscape treatment to industrial units along Sibthorpe Street.
7. Opportunity to open frontage if Football Stadium to river corridor / reservoir.
8. Opportunity to enhance setting of pond.
9. Poor quality landscape treatment to surrounds of Football Stadium.
10. Derelict astro - turf pitches.
11. Existing Football pitch adjacent Stadium.

BDP.

**Portland Gateway
Regeneration Framework**

Site Analysis - Space

NTS



- Existing greenspace
- Poor quality landscape treatment to industrial units.
- Poor quality landscape treatment to surrounds of Mansfield Football Club
- Enhance existing urban grain through public realm and selective redevelopment



BDP.

Portland Gateway Regeneration Framework

Space
Land Use Plan

NTS

the large scale industrial units and small business units is generally quite poor in public realm treatment with poorly maintained existing landscape that has become overgrown particularly along Highfield Way. The land around the existing football stadium is of poor quality landscape treatment with a mix of concrete and tarmac surfacing which looks quite bland and barren. The River Maun corridor is quite an attractive greenspace that can be made more of in terms of strengthening links to the study area and opening new development onto it. The local park to the west of the study area is generally open green amenity space that is need of enhancement and could be linked to the south of the railway line through to the River Maun corridor. There is an opportunity to open the frontage of the football stadium onto Quarry Lane and the adjacent reservoir that forms part of the River Maun corridor.

Summary

The townscape, public and business realm audit can be summarised as follows:

- Poor pedestrian permeability with poor legibility and existing pedestrian routes feeling unsafe due to poor visibility to the south of the railway line;
- The main gateways into the town centre provide no sense of arrival due to inappropriate scale and massing of existing buildings and the current highways layout;
- The Lord Street and Bishop Street terraced properties are set within a poor environment and have suffered from the intrusion of neighbouring, more dominant land uses over time;
- Opportunities to strengthen the pedestrian links to Titchfield Park and the River Maun corridor to the south of the site and to the town centre via the existing footbridge spanning Portland Street;
- Poor frontage treatment along Portland Street creating a poor sense of arrival and frontages along Quarry Lane and Stockwell Gate;
- Mansfield Football Stadium, Portland Retail Park, retail units south of the River Maun corridor, the pedestrian footbridge over Portland Street and railway line act as major landmarks within the study area;
- Good views from the existing football training and astro turf pitch looking towards the River Maun corridor and view looking towards the pedestrian footbridge and railway bridge over Portland Street and towards the bus station from Stockwell Gate is important and needs to be taken into account as part of any new development proposals;
- Land to the north of the railway line has a finer urban grain with a mix a industrial and residential where there is opportunity for selective redevelopment and public realm enhancement;
- Landscape treatment to the large scale industrial units and small business units is generally quite poor in public realm treatment with poorly maintained existing landscape; and
- The land around the existing football stadium is of poor quality landscape treatment with a mix of concrete and tarmac surfacing which looks quite bland and barren. Opportunity to strengthen links to River Maun corridor along Quarry Lane.

5. Transport and Movement

Introduction

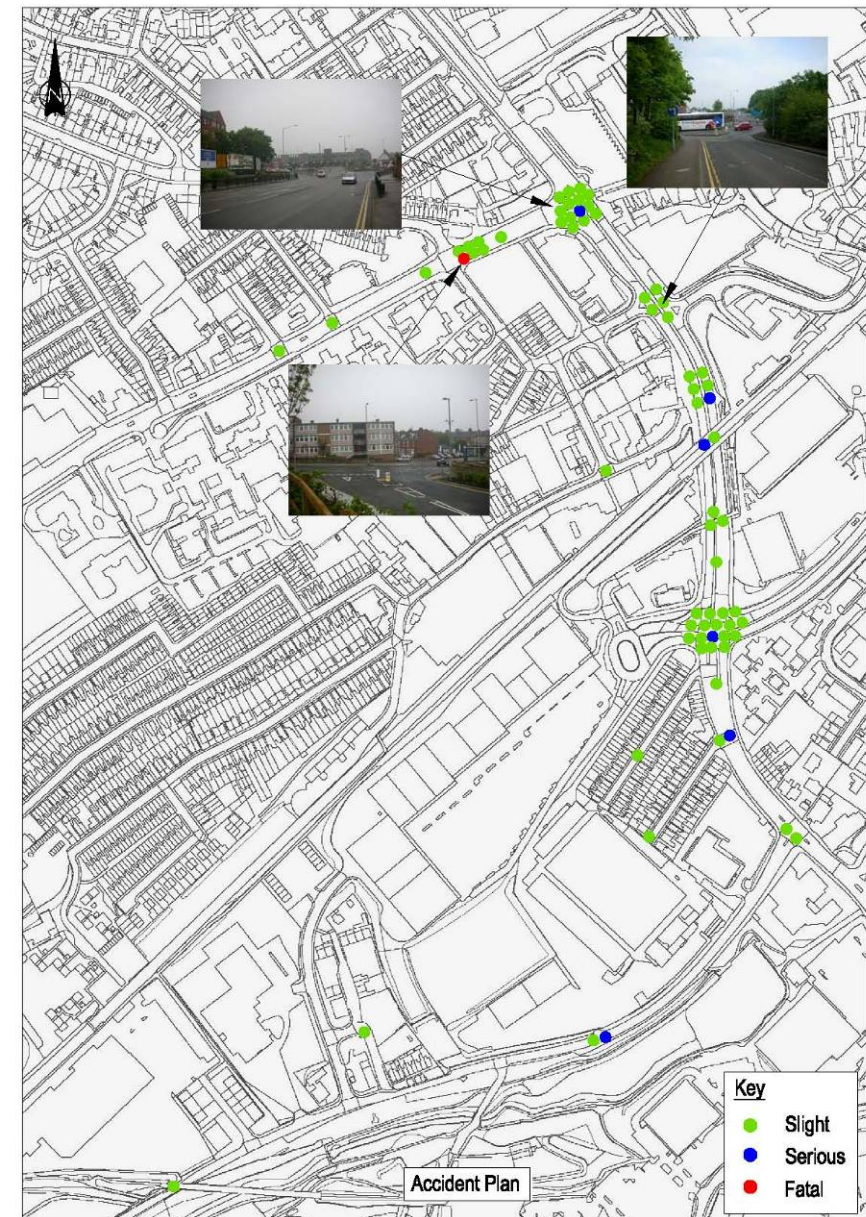
This section provides an overview of the transport and movement network within the PGRA and the associated issues and opportunities.

Highway Network

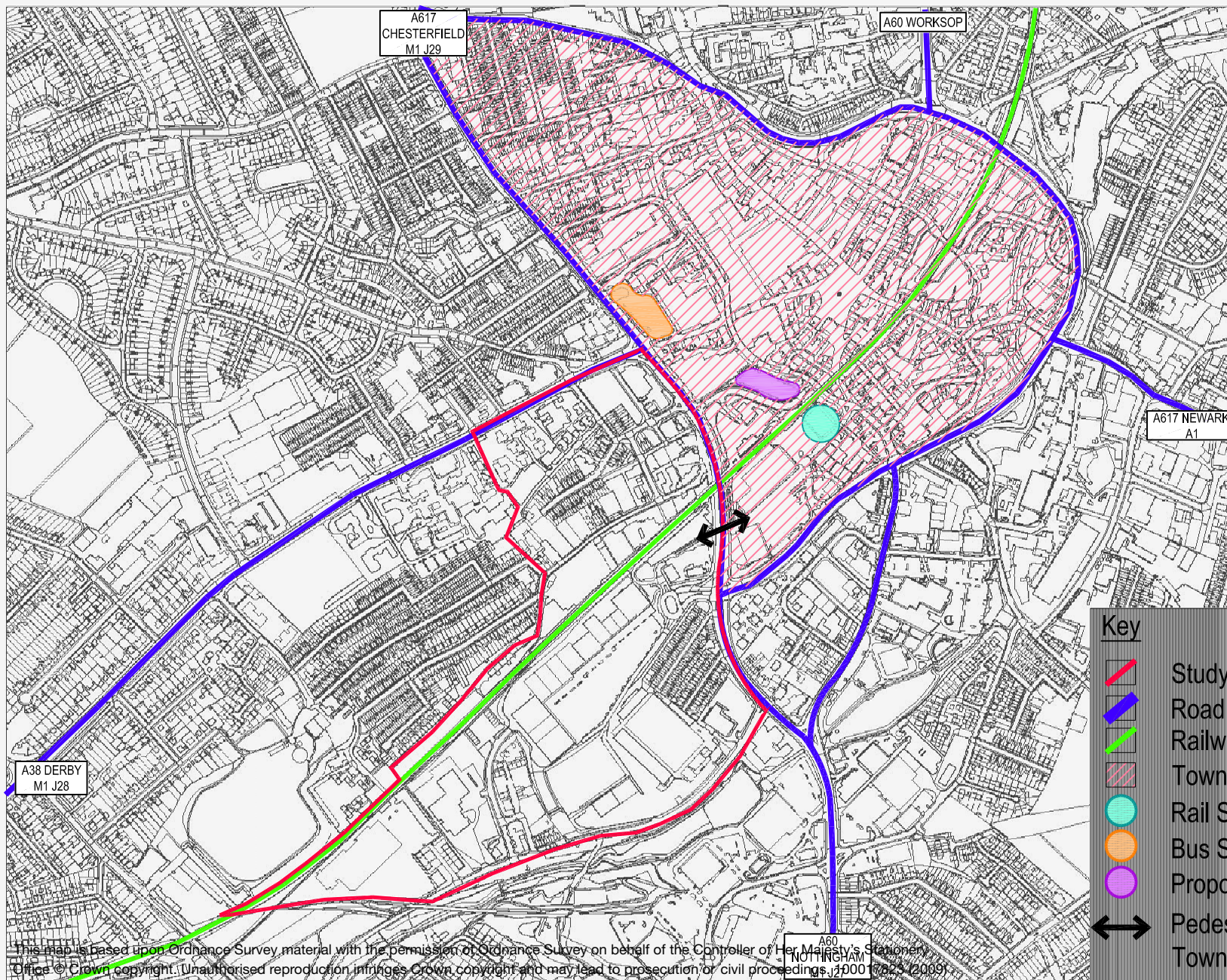
There are linkages to the M1 junctions 29, 28 and 27 from the east, west and south respectively. The A1 can also be accessed to the east. This ensures that vehicular accessibility to the study area is excellent. This is illustrated overleaf.

Unfortunately the highway network which provides excellent accessibility is also a potential constraint for the redevelopment of the PGRA. Portland Street acts as a barrier which severs the town centre from the study area for pedestrians and cyclists alike. Although there are a number of crossing points and a new high quality pedestrian footbridge the accident record indicates 70 accidents over a five year period (adjacent). These accidents resulted in 98 casualties of which 19 involved pedestrians.

It should also be noted that Portland Street is a heavily trafficked strategic route with over 1000 vehicle movements during the AM and PM peak periods.



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Key	
	Study Area
	Road Network
	Railway Line
	Town Centre
	Rail Station
	Bus Station
	Proposed Bus Station
	Pedestrian link to Town Centre

Pedestrian Accessibility

Pedestrian linkages across Portland Street are considered to be inadequate. The existing footbridge is not accessible from the station car park which necessitates a convoluted walk for pedestrians. In addition, the remaining pedestrian crossing points are integrated into the major junctions of Stockwell Gate/Portland Street and Portland Street/Retail Park Access which may not mirror pedestrian desire lines. There are central barriers on Portland Street which prevent informal crossing.

Pedestrian facilities within the study area are generally acceptable for current use. However, the railway bridge has a severance effect which limits movement between the northern and southern sections of the study area and members of the community have bemoaned the quality of the pedestrian bridges that cross the line as well as the footpaths that lead to these.

The existing footbridge over the railway is currently in a poor state. Security in the evening is considered to be an issue and the footpath on the approach to the bridge is overgrown and poorly maintained.

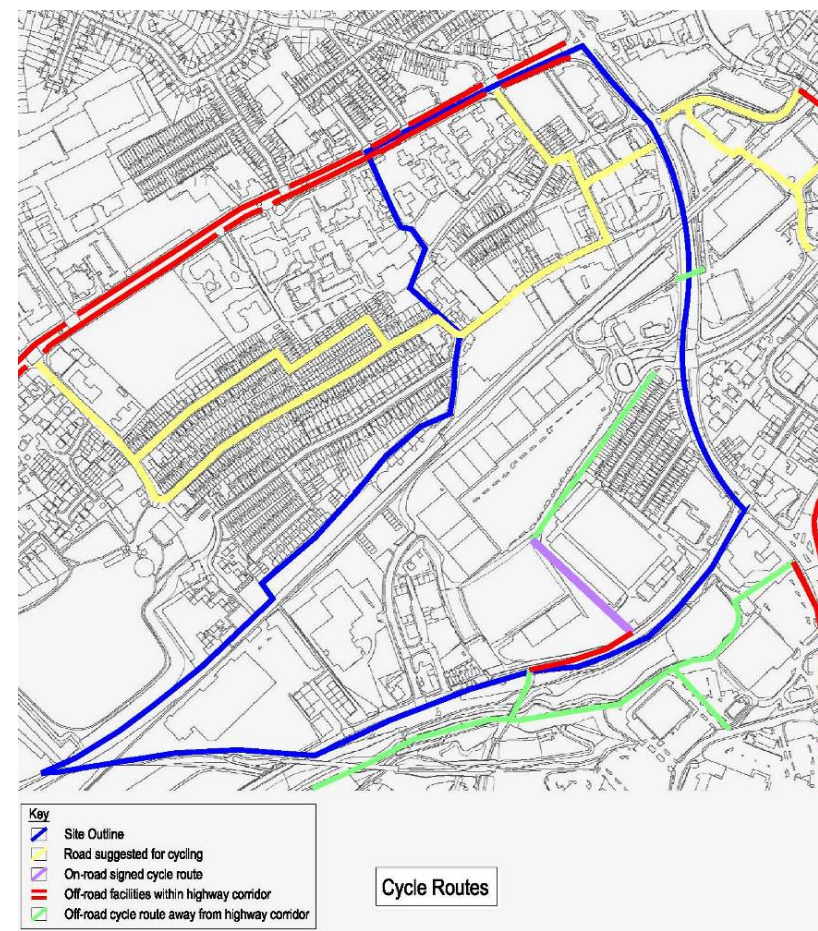
Cycle Network

To the north of the site there are off road cycle facilities on Stockwell Gate which run on an east to west alignment. These are in the form of shared cycle/footways and are considered to be high quality cycle links.

In addition, Moor Lane, Victoria Street and Dallas Street have been identified by Sustrans as roads suggested for cycling. These links also run on an east to west alignment through the northern section of the study area.

In the southern section of the study area there is an on road cycle route running to the west of the football stadium. This link becomes an off road cycle link and runs along the southern edge of the retail park towards Portland Street.

There are no linkages between the northern section of the study area and the southern section. The railway line severs the two parts of the site and the footbridge is not suitable for cyclists.



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Bus Accessibility

Mansfield bus station is currently situated to the north east of the study area directly opposite Stockwell Gate. There are plans to redevelop the existing site and relocate the bus station further to the south in an attempt to form a public transport interchange with the railway station. The bus station currently serves over 15 different routes.

Portland Street and Stockwell Gate have bus stops at regular intervals which ensure that large parts of the study area are well served by bus. However, there are no bus facilities at the western edge of Quarry Lane and as a result that part of the study area does not benefit from the same level of public transport provision.

Car Park

It is understood that there is a requirement for a new 250 space car park within the town centre. Waterman Boreham (WB) was appointed on behalf of MDC to assess this car park and its impact on the functionality of the road network, particularly key junctions that provide access to the site. This involved modifying an existing NCC TRANED model to assess the impact of the car park access on the surrounding highway network.

The results indicated that the proposed car park access can operate satisfactorily during the peak periods. The results also indicated that the staggered crossing on Portland Street allows pedestrians to walk with traffic and does not significantly impact upon capacity. Whilst a continuous pedestrian crossing may provide benefits for pedestrians the capacity impact would be significant and therefore the option has been discounted in favour of the staggered crossing.

The findings of this modelling have been confirmed with NCC and the junction works have been approved.

Summary

Whilst Portland Street ensures vehicular access to Mansfield, it also causes severance and limits the linkages between the town centre and study area. Existing pedestrian linkages do not appear to be sufficient and improvements are deemed necessary.

Pedestrian and cycle facilities within the study area itself are considered to be adequate although the railway line does sever the northern and southern areas of the site. The existing footbridge and footpath over the railway is considered to be poorly maintained and there are perceived security issues during the evening.

The site is well served by public transport via the bus stops on the periphery of the site and the proximity to the railway station. The western end of Quarry Lane is the only area that is considered to be poorly served by public transport.

6. Stakeholder & Community Consultation (Event 1)

informed the content of the PGRF to a significant extent. This has been invaluable in terms of providing a transparent audit trail between issue - opportunity - intervention and all set within the context of an agreed vision.

Introduction

A key stakeholder consultation event and community engagement meeting was undertaken on Wednesday 25th June 2008, to consider issues and opportunities within the PGRF.

The main Stakeholder event was undertaken at the Salvation Army Centre on Victoria Street, which is immediately adjacent to the study focus area. Invites for this event were sent from Mansfield District Council in early June to a range of stakeholders with an interest in the area including businesses, landowners and key officers. Follow up telephone calls were made prior to the event where key contacts hadn't confirmed their attendance. 28 people attended and this list in full is contained within the feedback paper at Appendix 1. A number of local residents also attended and this proved to be very useful in shaping the discussions, especially given their knowledge and passion for the area.

An evening meeting was then held with community representatives invited from the Lord Street / Bishop Street housing area. A selection of residents were asked to help inform options for consultation and that no views were formed solely on these opinions.

These two events proved invaluable in terms of the issues and ideas discussed, consensus achieved and general networking that occurred. A full feedback report on the day is contained at Appendix 1 and it is recommended that this is read closely.

In general terms however the findings of this event, particularly associated with key issues, opportunities, potential areas for intervention and a vision for the area, have

Part II: Developing a Vision and Options for the Portland Gateway Regeneration Area

7. Potential for Change

Introduction

The overarching opportunities for change in the PGRF area are best illustrated on the plan overleaf, which has been comprised by a thorough yet initial analysis of each of the key parcels of land within the study area and following client and stakeholder consultations.

This is a simple, yet effective exercise at this mid point of the report in which to clearly begin to articulate thoughts about options. With this regard, it acts as a bridge to Part II.

An assessment of each site or land parcel has been made according to three broad categories of change, which are:

- Strong potential for change (grey)
- Potential for change, subject to further exploration (blue)
- Fixed / difficult to change (yellow)

With reference to the plan overleaf, there are a number of observations that can be noted.

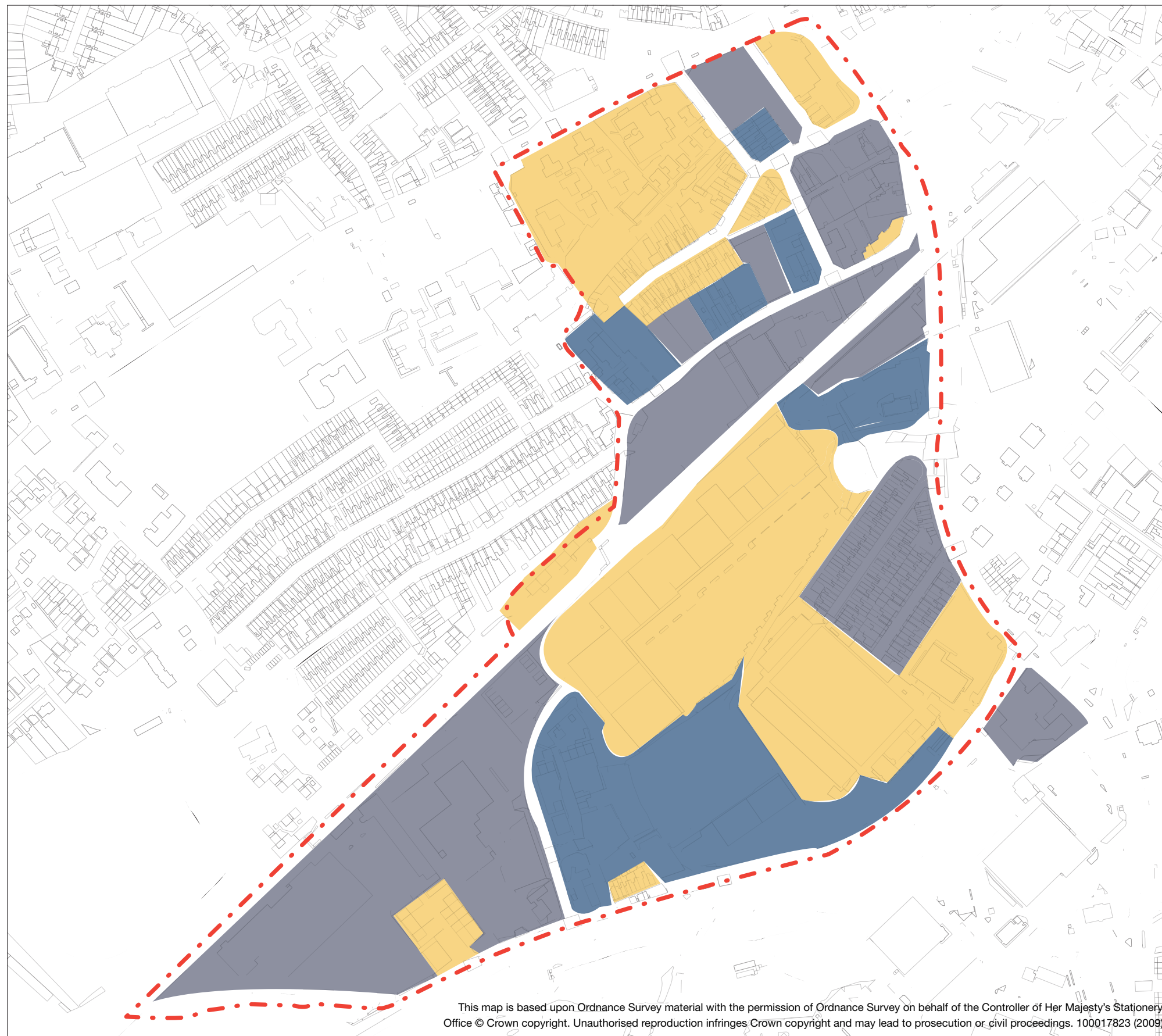
Strong potential for change (grey)

These areas include:

- **Lord St / Bishop St Housing.** There is strong potential for change in this area either associated with retention of these properties and improvement or exploring the potential demolition and redevelopment of them;
- **Station Car Park** - This site is currently a gap site in a prime location that could be capitalised on to greater benefit whilst retaining car park use;
- **Dairy Site** - Should landowner aspiration be to move to a better site, strong opportunity exists for major physical change in this location;
- **SDC Trailers** - Similarly, should landowner / business aspiration be to explore more suitable sites, strong potential for change for the benefit of the PGRA and wider area exists on this site;
- **Land South of Victoria Street and up to railway line** - strong potential for change exists here on sites with planning permission and others that offer the opportunity for considerable improvement;
- **Proposed Car Park at Garden Road** - this is currently MDC's preferred location for the 250 space car park;
- **Site at Radford Street** - this site has planning permission for a mixed use development; and
- **Other gap sites within the heart of the area** - a variety of other gap sites exist within the northern portion of the area that offer strong potential for change.

Potential for change, subject to further exploration (blue)

These areas include:



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- Fixed / difficult to change
- Strong potential for change
- Potential for change / exploration required
- Portland Gateway regeneration framework boundary



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**Portland Gateway
Regeneration Framework**

Potential for Change

NTS

- **Pepper-potted sites within the north of the area** - further discussion is required with landowners on sites that would strengthen / offer good scope for physical change;
- **Burger King Site and environs** - this area offers the opportunity for change to be explored although it is understood that the operators may not want to move elsewhere;
- **Football Training Pitches** - these are not functioning well and are a major parcel of land. The opportunity exists to improve these along the sporting theme and / or with limited development. Requires further exploration; and
- **Highfield Way / Sibthorpe Street** - this is a traditional manufacturing area that is likely / would be desired to retain. However, opportunity for improvement particularly to the business realm exists. Limited potential for new development is also an opportunity.
- Oasis Health Club at the corner of Portland Street / Quarry Lane;
- The housing at Sibthorpe Street / Quarry Lane; and
- Business units off Quarry Lane that are located either side of the access route into the SDC Trailers site.

Fixed / difficult to change (yellow)

These areas include:

- The residential area either side of Dallas Street;
- The bowling alley at the junction of Stockwell Gate / Portland Street;
- The Government Offices at Victoria Street;
- Tenter lane Business Units;
- Portland Retail Park;
- Mansfield Town Football Club;

8. Vision for Portland Gateway Regeneration Area

Introduction

This section presents the vision for the Portland Gateway Regeneration Area.

Visions are important as they help cement the future strategic direction of a place. As this is a strategic and overarching regeneration framework, creating a preferred vision that is supported by key stakeholders is particularly important.

CABE suggests that a vision forms the foundation of a Masterplan and that they should describe in words, images or diagrams:

- The kind of place the area should become
- How much change is needed, of what type and over what time
- Realistic objectives for development
- What is needed physically, economically and socially in the area

Vision Statement

The vision statement is now presented. As this statement applies to a strategic and significant sized area of Mansfield, corporate support from within the Council is required. Until this vision statement is met with corporate approval, we would like to refer to it as an 'emerging vision'.

However, before it is edited, the vision statement reads (with the bold highlighted paragraph suggested as the overall statement to be used):

The Portland Gateway Regeneration Area (PGRF) will perform a significant role within the overall regeneration jigsaw of Mansfield. It will become a strategically important town centre fringe area that supports the immediate residential and business communities and one that improves the wider image and economic performance of Mansfield in itself and within the wider region, especially to visitors and investors fresh to Mansfield.

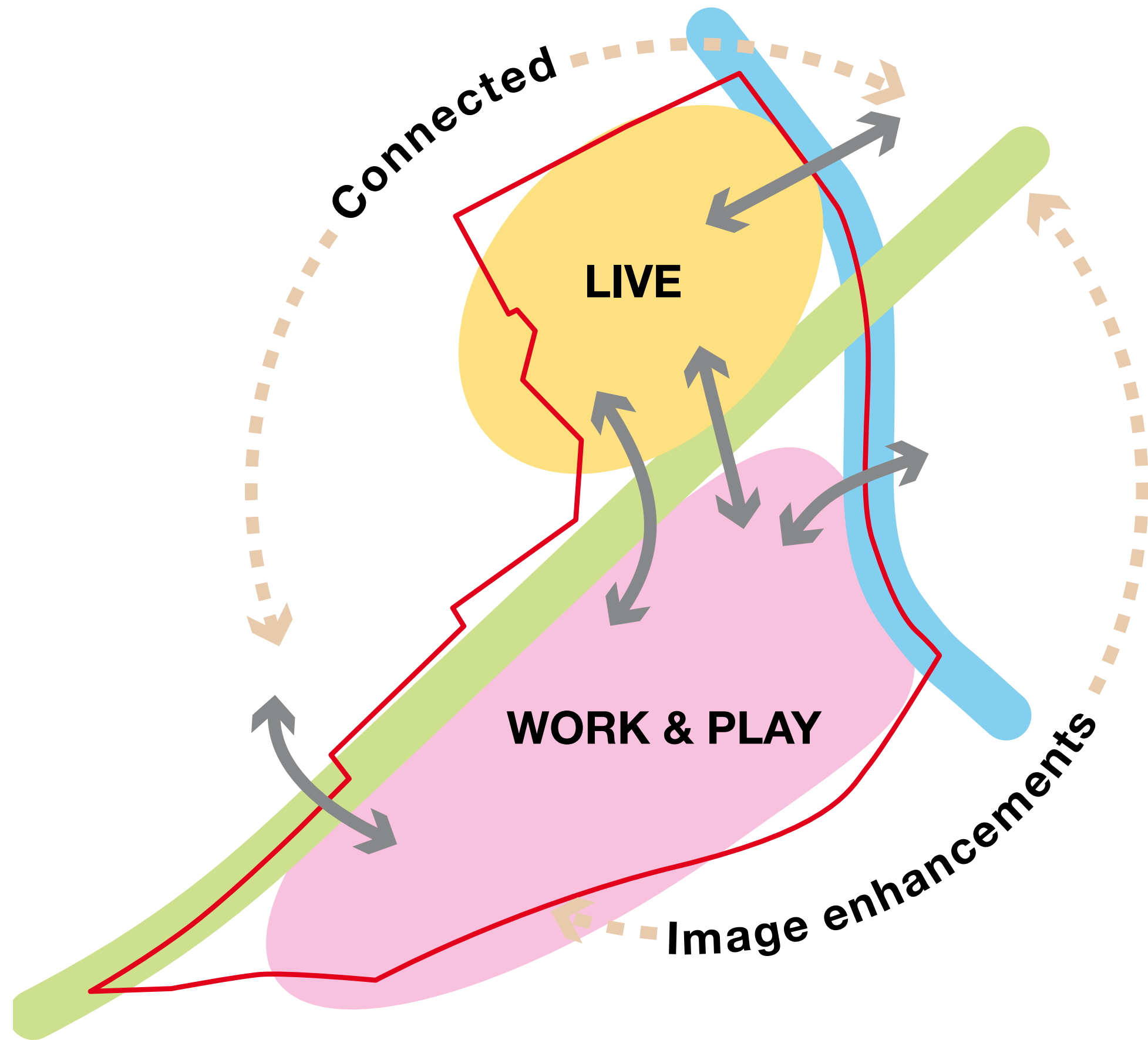
It will do this by focussing regeneration to the north of the railway line towards creating a strengthened and sustainable residential community with mixed business uses harmonised. This area will be well connected to town centre and other assets such as River Maun corridor to the south across the railway line. Communities both within and adjacent to the area will benefit from the positive change witnessed within the area.

To the south of the railway line the PGRF will become a high quality and important commercial area, providing a mixture of employment opportunities associated with a new business park (centred on 'grow on' space provision) and additional new commercial, hospitality and leisure uses. In doing so existing businesses will be supported and an environment created that serves the amenity of both new and existing employees and surrounding residential communities.

A vision sourced through a collaborative approach

Importantly, this vision for the PGRF has been developed through a highly collaborative approach. Various ideas for this vision were sourced at the Stakeholder Issues and Opportunities Workshop held on the 25th June 2008 and as referred to at chapter 6.

The project team then went away and developed the vision into a statement that largely mirrors that presented above. This was then tested at the second Stakeholder Options Workshop undertaken on 25th July 2008 and it was largely agreed in principle by attendees, although there was a recognition that it will prove more difficult to achieve in practice when individual businesses are affected.



BDP.

**Portland Gateway
Regeneration Framework**

Vision

NTS

Other comments made by the attendees on the vision include:

- The strategic vision suggested makes sense and will occur naturally.
- The concepts are supported but MDC cannot ignore ownership issues and barriers to delivery, which may threaten achieving the overall aspiration for the Portland Gateway area.

9. Option Development and Appraisal

Introduction

This section presents the three options for change presented and then the process of appraising these, which has largely been undertaken through consultation at three different levels:

- At the stakeholder workshop on 25th July 2008;
- Through public consultation undertaken during the week commencing 21st July 2008; and
- Client review.

Consultation has therefore formed the core part of the appraisal process and as such much of this section reports on this process.

Options

Three options were initially developed for the area. These included:

- Option 1: Environmental and image improvements to Portland Gateway Regeneration Area (PGRA);
- Option 2: New development to the south of the railway line; and
- Option 3: Strengthening of residential community to the north of the railway and development of mixed use business and leisure quarter to the south of the railway

The three options are illustrated overleaf.

Option 1: Environmental and image improvements to Portland Gateway Regeneration Area (PGRA)

Option 1 focuses on improving the quality, appeal and safety of the PGRA for the benefit of existing businesses and residents within the area and to help improve the image of Mansfield to visitors upon arrival from the railway line the and via the A60 (Portland Street) road route. The proposal includes the transformation of Portland Street into a tree lined 'boulevard' and improvements to the appearance of business units and green spaces that run alongside the railway line.

These improvements will ensure that visitors and residents entering the town will receive an attractive, exciting and positive welcome into Mansfield, ensuring a much better image and level of perception. The addition of foliage planting and artworks to routes linking the town centre and surrounding residential areas and the provision of traffic calming measures south of the railway line also will help to provide a safe and pleasant environment for the benefits of residents and business employees within the area as well as people that pass through the PGRA.

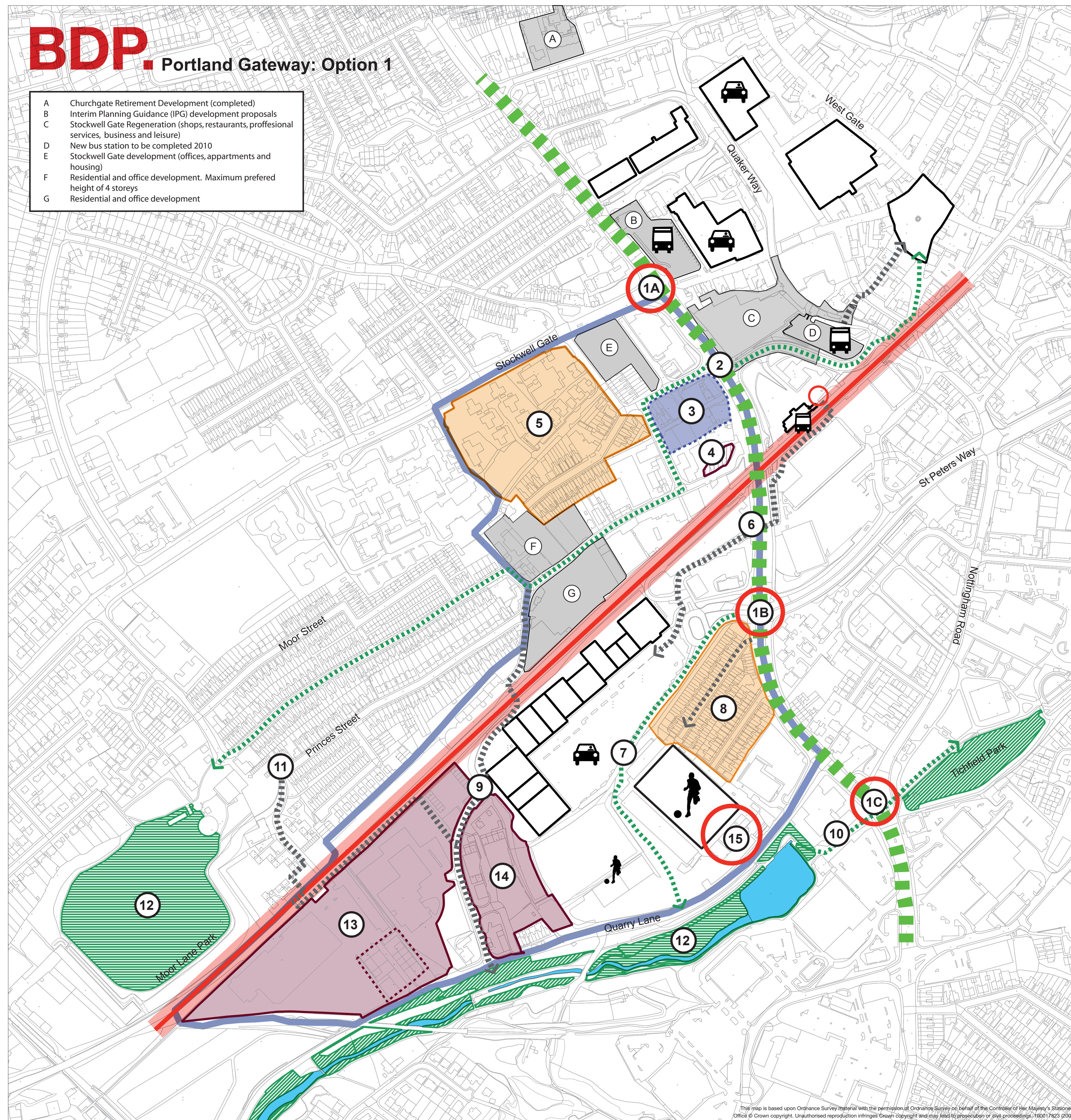
Improvements to existing housing, car access and the environment at Lord Street and Bishop Street will benefit existing residents and will again help to create a more positive image of the town when entering via Portland Street.

The residential community to the north of the railway line around Dallas Street and Victoria Street would also benefit from environmental improvements that are akin to a 'home zone'. A Home zone is a place where people and vehicles share the road space safely and on equal terms and are streets where quality of life takes precedence over ease of traffic movement. Home zones are designed to look different than conventional streets and this idea goes a long way to create a distinct and strengthened residential area to the north of the railway line, as suggested in the vision.

- ① Improved pedestrian access across Portland Street
- ② New footbridge linking Peacock Street to Station Road
- ③ Proposed car park
- ④ Building to be retained/extended for office use
- ⑤ Home zone development
- ⑥ Improvements to existing footbridge, including addition of lighting
- ⑦ Living street leading to River Maun.
- ⑧ Improvements to existing housing and vehicle access to Lord Street
- ⑨ Re-address HGV use to prioritise pedestrian access to River Maun and school.
- ⑩ Living street extending park land across Portland Street
- ⑪ Improvement to school access route
- ⑫ Improvements to park land and recreation areas

BDP. Portland Gateway: Option 1

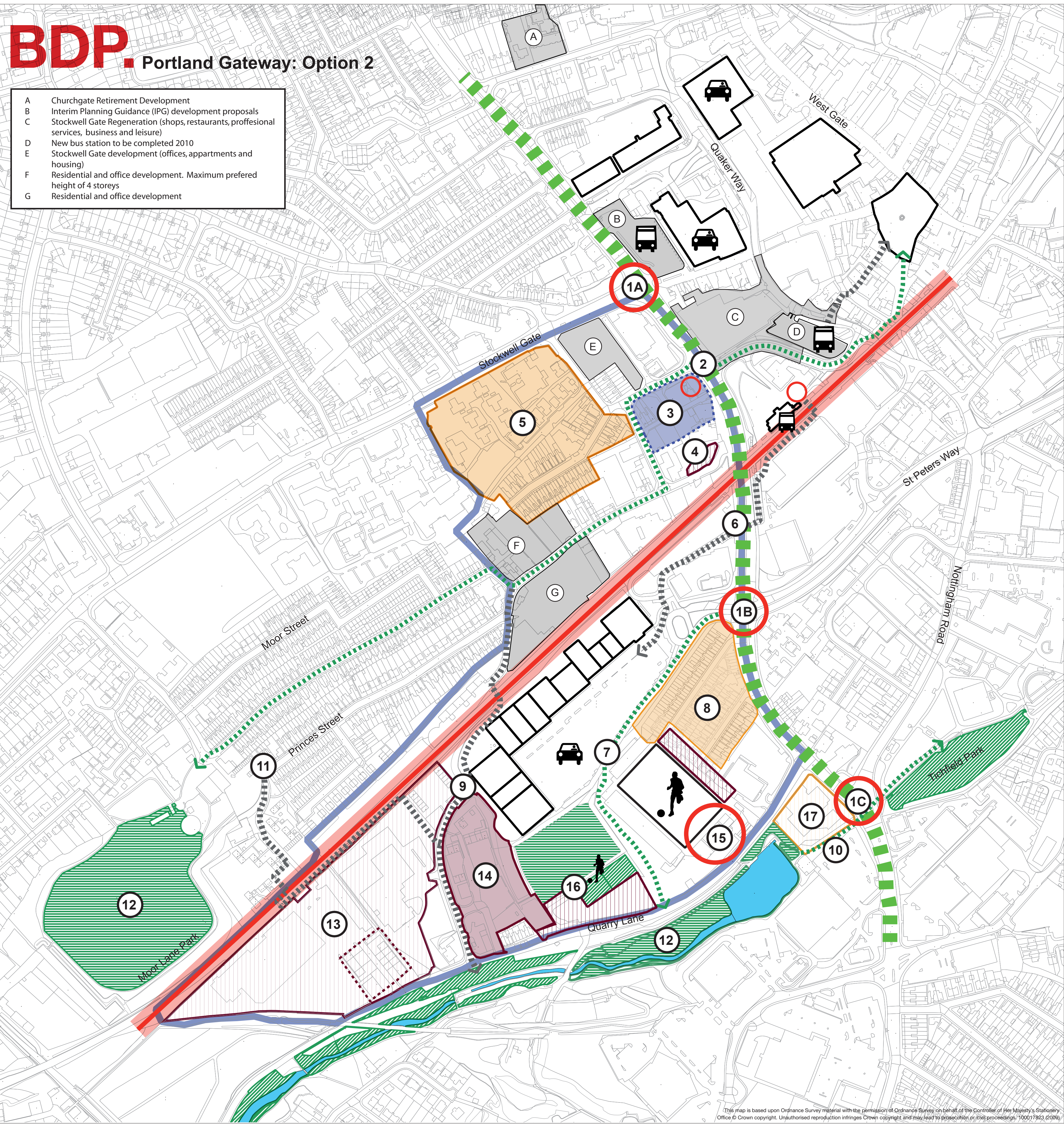
- A Churchgate Retirement Development (completed)
- B Interim Planning Guidance (IPG) development proposals
- C Stockwell Gate Regeneration (shops, restaurants, professional services, business and leisure)
- D New bus station to be completed 2010
- E Stockwell Gate development (offices, apartments and housing)
- F Residential and office development. Maximum preferred height of 4 storeys
- G Residential and office development



- ⑬ Improved environment for business with emphasis on small unit development
- ⑭ Improved environment for business
- ⑮ Improvements to main entrance of football stadium

- Improvements to existing pedestrian access
- Improvements to pedestrian access and way finding and potential for public art
- Proposed 250 space car park and junction improvements
- Agreed development sites
- Existing retail, sports and transport facilities
- Improvements to existing business realm
- Possible commercial or business development sites
- Environmental improvements
- Residential improvements
- Proposed residential development
- Living street
- Boulevard
- Aspect improvement focussed on gateways to town centre
- PGRA Study Area Boundary

- ① Improved pedestrian access across Portland Street
- ② New footbridge linking Peacock Street to Station Road
- ③ Proposed car park and public art
- ④ Building to be retained/extended for office use
- ⑤ Home zone development
- ⑥ Improvements to existing footbridge, including addition of lighting
- ⑦ Living street leading to River Maun.
- ⑧ Potential demolition of central and west terraces to allow for extension of the stadium and development of a central courtyard
- ⑨ Re-address HGV use to prioritise pedestrian access to River Maun and school
- ⑩ Living street extending park land across Portland Street
- ⑪ Improvement to school access route
- ⑫ Improvements to park land and recreation areas



- ⑬ Development of west site to provide 'start-up' units for new businesses.
- ⑭ Improved environment for business
- ⑮ Improvements to main entrance of football stadium and construction of a new stand to the east of the pitch
- ⑯ Improvements to football pitches and provision of community use (i.e. changing room, shower rooms etc.)
- ⑰ Development of housing with Portland Street aspect and view over River Maun

- Improvements to existing pedestrian access
- Improvements to pedestrian access and way finding and potential for public art
- Proposed 250 space car park and junction improvements
- Agreed development sites
- Existing retail, sports and transport facilities
- Improvements to existing business realm
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- 1

Improved pedestrian access across Portland Street
- 2

New footbridge linking Peacock Street to Station Road
- 3

Multi-storey car park and office development with Portland Street aspect
- 4

Building to be retained/extended for office use
- 5

Home zone development
- 6

Improvements to existing footbridge, including addition of lighting
- 7

Living street leading to River Maun with bridge access leading to Victoria Street
- 8

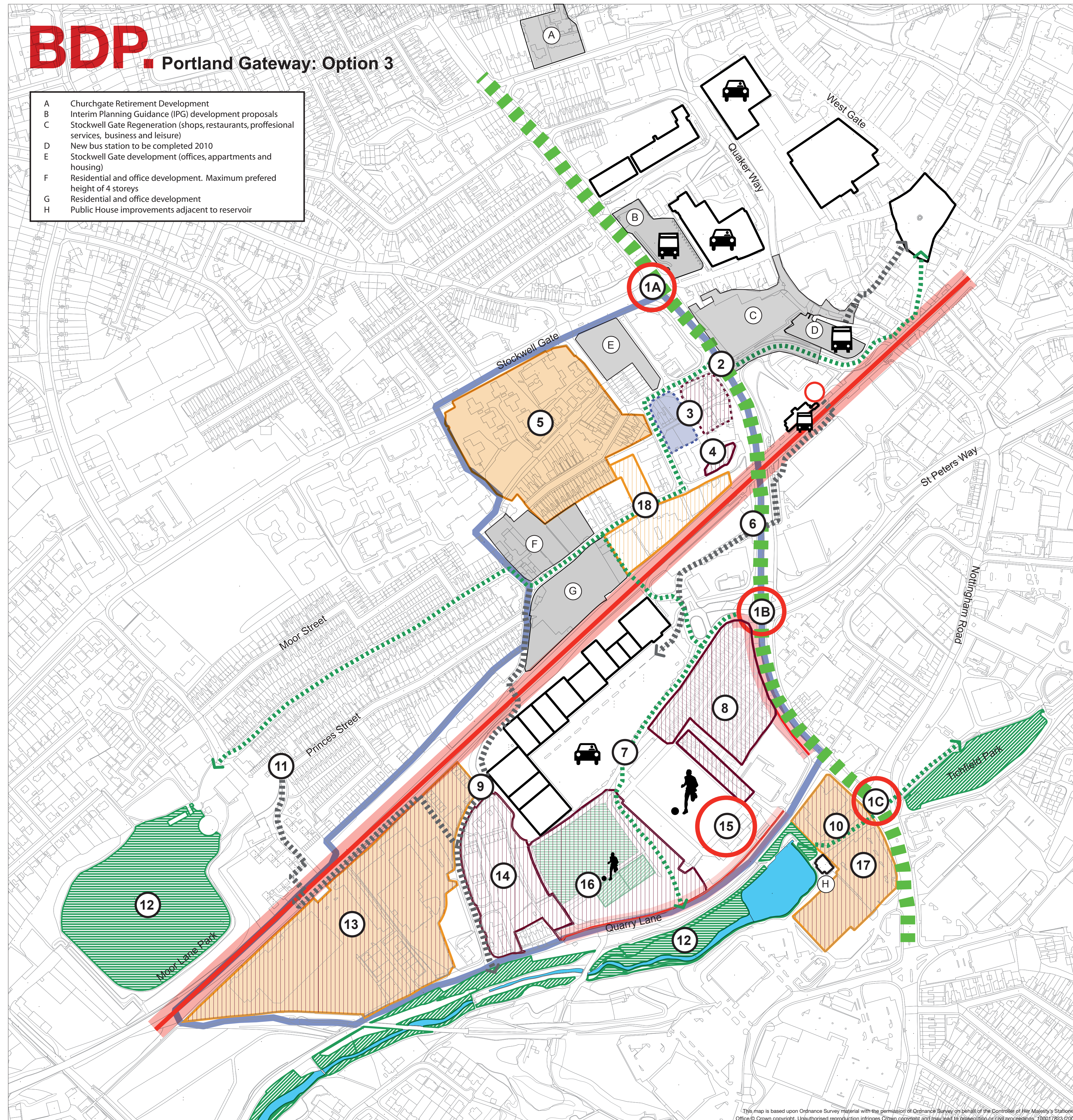
Development of offices or hotel with Portland Street aspect extended to unify street frontage
- 9

Re-address HGV use to prioritise pedestrian access to River Maun and school.
- 10

Living street extending park land across Portland Street
- 11

Improvement to school access route
- 12

Improvements to park land and recreation areas



- 13

Development of residential mixed-use with Quarry Lane aspect and view over park land
- 14

Redevelopment of business environment to provide for local businesses and traditional industry
- 15

Improvements to main entrance of football stadium and construction of a new stand to the east of the pitch
- 16

Development of community leisure facilities and complementary commercial/leisure with Quarry Lane aspect. Improvements to stadium exterior to unify frontage
- 17

Development of mixed-use/leisure scheme with Portland Street aspect.
- 18

Development of housing to North and South of Victoria Street
- Improvements to existing pedestrian access
- Improvements to pedestrian access and way finding and potential for public art
- Proposed 250 space car park and junction improvements
- Agreed development sites
- Existing retail, sports and transport facilities
- Improvements to existing business realm
- Possible commercial or business development sites
- Environmental improvements
- Residential improvements
- Proposed residential development
- Living street
- Boulevard
- Aspect improvement focussed on gateways to town centre
- PGRA Study Area Boundary

A network of 'Living Streets' are also proposed throughout the area. This extends the pedestrian friendly ethos of a home zone to other key parts of the area and will enable safe and effective pedestrian and cycle movement patterns within the area and beyond. Improvements to the main entrance of the football stadium have been proposed in this option, in order to renew confidence and interest in Mansfield Town Football Club. There is also the potential for increased community use of the stadium and training pitches for the benefit of existing residents and business employees Mansfield wide and it is hoped this would attract additional visitors into the town from Mansfield's hinterland, particularly for competitions or weekly 5 aside leagues.

Improvements to the Quarry Lane entrance and main arrival point at the ground will provide a starting point for any further future development. The environmental quality in and around existing businesses is also proposed to be significantly improved under this option.

The environmental and image based improvements identified in this option will immediately improve the quality of the PGRA for existing and future residents. Furthermore, the proposal will increase developer's confidence and attract industry, visitors and income into Mansfield.

This option is very much low intervention, but as such, the suggested projects could be delivered relatively quickly and easily.

Option one also includes the delivery of various development proposals, particularly to the north of the railway line.

Option 2: New development to the south of the railway line

Option 2 builds upon the environmental proposals made under Option 1 and complements these with additional new business, leisure and residential developments / improvements to the south of the railway line.

This option therefore includes the construction of a new stand at the eastern side of the football stadium and the provision of community facilities, such as changing rooms and showers, to the training pitches. These improvements would allow increased public use of the existing football facilities and would also maximise the use of and income generated by the stadium.

Improvements to the stadium will require the demolition of some terraces to the west of Lord and Bishop Street. This is coupled with the proposed demolition of the central terraces in order to create a central courtyard space, which can be used for community green space and parking. For the tenants that wish to remain in this area the result will be a more spacious, open and friendly place to live.

Site 13 proposes to support the relocation of existing businesses to more suitable locations subject to landowner/ business aspirations and the redevelopment of this land for a mix of business types.

This will offer a mix of accommodation for a range of start up companies, offices and established businesses to locate / relocate to in what is known as 'grow on' space. The traditional manufacturing area around Sibthorpe Street will again be supported by environmental improvements. This will improve the appearance of Mansfield when approaching by train as well as attracting new businesses, job opportunities and income into the area.

This option is a medium level of intervention and is seen as being delivered in the medium term.

Option 3: Strengthening of residential community to the north of the railway and development of mixed use business and leisure quarter to the south of the railway

Option 3 is the most radical option in terms of new and alternative development proposed, particularly to the south of the railway line.

Firstly, the residential development proposed along and either side of Victoria Street provides excellent access to the town centre and train station, potentially reducing the reliance on individual car use. Again, the development of these sites will help improve the image of the local area.

In addition, an alternative layout for the proposed 250 space car park is shown, with a multi storey structure being suggested. The use of this site for both parking and development would provide space for new and growing businesses and will help to draw attention back to the town centre. This would be coordinated in a way to help the existing valuable businesses in that area find new sustainable locations for the future.

The mixed-use or leisure scheme proposed east of the River Maun and the residential mixed use development proposed on site 13 will provide an attractive place for living and business, with easy access to local sports and leisure facilities as well as to the town centre and key transport links.

Development proposed for the football training ground includes the construction of conference rooms, sports and leisure facilities and a hotel overlooking the River Maun. This development will provide facilities for local businesses and encourage people to visit the rich and attractive River Maun Nature Reserve. It will also encourage the area to be used into the evening. In addition, it will provide financial support for further development in the future.

The construction of a new football stand as proposed in option 2 has been coupled with the redevelopment of the Lord Street / Bishop Street houses into offices, commercial units and leisure / retail facilities attached to the stadium.

Options appraisal

There are various ways Masterplan options can be appraised. For detailed Masterplans, options can be appraised in terms of how much floorspace is delivered, for what use and how many jobs are created for example. These are centred on the outputs and outcomes of a chosen plan. Others are subject to Sustainability Appraisals, where the sustainability merits of options are assessed.

For the PGRF, the brief was to produce an overarching regeneration framework (not a rigid blue print) and one that would shape the strategic direction of this part of the town, through informing planning policy. The work does not develop the detail for key sites beyond land uses and a general steer on key design and delivery principles.

Clearly, planning policy and the Retail Capacity Study are key drivers for the uses that will be supported in the study area. The retail core of Mansfield has been identified as vulnerable and any development out of the town centre will further undermine the traditional retailing core. Therefore any new retail development should be within the Town Centre such as the redevelopment of the former bus station.

The Retail Capacity Study (summarised in earlier chapters) also highlights the future capacity in terms of retail warehousing. The Portland Retail Park offers the most traditional range of bulky goods retailers within the town although it has a relatively limited market share within the Mansfield District. The following statement taken directly from the Retail Capacity Study highlights that GVA Grimley considers there is no potential for further bulky goods development at Portland Retail Park. 'The Portland retail park, which is largely focused on bulky goods retailing, is trading adequately but is not significantly over performing. For this reason we do not consider there is a need for further retail parks or freestanding retail warehouses.'⁵

⁵ Retail Capacity Study Findings – GVA Grimley April 2005

Moving onto foodstore provision the District and town centre is very well served with Tesco, Asda, Morrisons and Sainburys all been represented within the District. Subsequently there was no identified need within the needs assessment for further convenience floorspace and any additional floorspace should be provided within the boundary of the town centre, subject to the requirement of PPS6 and the need for a sequential test.

Therefore, further retail uses within the study area have been discounted from the appraisal process and in our view, are fundamentally not an option that could be considered in any option.

The project team also consider that an appropriate way to appraise the options has been through the detailed and extensive consultation that has taken place throughout the PGRF development process from day one with residents and stakeholders. This acts as an ideal audit trail to the identification of the preferred option.

As such, in reaching a preferred option, in addition to the broad secondary information presented in this report associated with planning policy and retail capacity, the options presented in this section have been also been appraised through two means of primary consultation based evidence. The first of these was a stakeholder event undertaken on 25th July 2008. The second was a week long public exhibition targeted at local residents.

The notes gained at the workshop and a copy of the exhibition boards used is attached at Appendix B and C respectively. The options workshop with stakeholders generated a lot of useful discussion and detail and it is recommended these notes are carefully read, as they illustrate the strong consensus of opinion that has been awarded to the proposals as they have emerged.

In terms of the public exhibition, a number of feedback forms were completed and the comments in full are also enclosed at Appendix C. All responses but for two were received from the residents of properties on Lord Street and Bishop Street and the two

that were not residents were landlords of properties on these streets. Clearly, this highlights that the future of this site is a particularly pressing issue for the local community and existing residents.

The first set of comments were made in relation to the proposed vision for the PGRA and these were virtually all positive, including a selection of the following:

- *Lots of good ideas. The area needs something doing with it. Properties on Lord Street and Bishop Street are difficult to rent and or sell.*
- *Mansfield needs this regeneration, it has to be business facing to encourage and develop carefully the businesses that area attracted to the area. Whilst maintaining its own identity not becoming just another developed town*
- *yes, it is a good idea*
- *I think it is a good idea. Mansfield needs tidying up.*
- *I think it is a very good idea to improve the area as this area does have a bad reputation in the town and it is necessary that something has to be done to eradicate this.*

The remainder of comments related virtually in their entirety to the retention or demolition of Lord Street and Bishop Street properties. From an initial assessment of these comments it can be seen that there is around 80% support for radical intervention at Lord Street and Bishop Street.

However through feedback and contact since the undertaking of the public exhibition, this view is balanced by the fact there has also been a strong alternative opinion presented from a number of residents, whom have presented a strong argument for this area as a decent place to live. The strength of this argument has included formal complaints, a petition, press activity and the feedback received at a public meeting undertaken on 1st October 2008.

During MDC led additional consultation, a survey was conducted of owners, tenants and owner occupiers. MDC analysed the opinion of each and by street. It is clear that this evidence presents a strong preference for the retention of the properties.

Conclusion

As with the vision presented at Chapter 8, the options development and appraisal process has been driven through a collaborative approach with key stakeholder and community representatives. This has been deemed appropriate given the strategic nature of this study and this adds extra primary weight in the selection of a preferred option on top of the clear steer gained through analysis of planning policy and the Retail Capacity Study.

The first key steer from this approach is that the 3 options presented and their component parts are largely supported. This can be attributed to the extensive consultation undertaken at the issues and opportunities stage. There have also been a number of suggestions made that can only articulate the preferred option.

The second major finding agreed at the stakeholder options workshop undertaken on 25th July, is that all 3 options are effectively different phases / levels of intervention of an ultimate preferred option, which is largely option 3. It was therefore agreed to develop and tweak the Option 3 presented as the preferred option, but with recognition that its delivery would need to be phased across the short and medium term along the lines as something akin to options 2 and 3.

Clearly, the public realm and image based improvements throughout the area are supported by both the local residents and business community. The proposals presented for the north of the railway line are also largely supported. However, it is the proposals for the area to the south of the railway line that seem to cause the most issues, as follows:

- There is support for a new business park yet concern that this might create additional traffic issues, particularly along Quarry Lane;
- The consultation and subsequent community feedback has revealed there to be divided and mixed opinion on the on the future of the properties at Lord St and Bishop St. This has provided a clear steer for how the preferred option is presented in this report and this is two present two options for this site; Option A proposes the properties are retained under the 'Better Homes Programme' whilst Option B proposes comprehensive redevelopment for commercial and leisure uses. Until further and detailed consultation is undertaken with the residents beyond the strategic nature of this report, a future for this area either way cannot be decided; and
- From correspondence received separately, whilst supported by stakeholders and local people, the proposals for the training ground pitches are not supported by the owners of the land and associated planning agents, whom are keen to develop higher value uses, associated with the residential or retail sector.

Bearing all these thoughts and issues in mind, a preferred option is now presented.

Part III Preferred Option and Implementation

10. Preferred Option

Introduction

This section presents the preferred spatial option for the Portland Gateway Regeneration Framework.

To test the preferred option a presentation and meeting was undertaken on 20th August 2008 with senior members of Mansfield District Council's Regeneration, Planning and Property Departments, on the draft preferred option as it stood. The steer and thoughts provided by this group on the emerging preferred option has also helped steer it to the version contained in this report.

In keeping with the brief, whilst it is important that the Preferred Option guides and controls development it also offers flexibility for additional ideas to come forward rather than offering a rigid blue print which insists on set development ideas.

MDC Senior Officer Comments


- Whilst outside of the study area, the Victoria Court flat development should be included as part of the context. The revised preferred option therefore clearly illustrate this site as a focus area for action, particularly in terms of improving the image of Mansfield to those arriving by train.
- With regards to the pedestrian crossing options at the Peacock Street / Portland Street / Station Road Junction, Waterman Boreham have been looking at the arrangements for this junction in detail with Nottinghamshire County Council. The results of our TRANSYT modeling assessment indicate that the proposed car park access could operate within capacity during the PM peak period. This is currently being checked by NCC and it is likely that additional modeling may be requested to

investigate pedestrian linkages across the road. At the time of writing, further comments are awaited from NCC.

- The pedestrian route previously illustrated to run through the middle of the Sibthorpe Street business area has been moved to run between this site and the boundary of the training grounds.
- Site 16 has been amended to emphasise the commercially led nature of the proposals. The text also makes reference to the fact that sufficient parking is provided for the football stadium within this site area. However, without observing match day traffic it is hard to determine the parking requirements. In addition, future success needs to be considered in that more parking may be required if the club does well. Consultation with the football club or surveys of parking would be required to adequately address this. We suggest that you just indicate that sufficient parking will be provided.
- Finally, in terms of the capacity of Quarry Lane given the nature of the business led proposals at sites 13 and 14, the study team does not have sufficient traffic survey data for Quarry Lane to comment on capacity although site observations have not indicated a particular issue. The existing use generates large numbers of HGV movements and any shift away from this would be beneficial for Quarry Lane. The secondary access that was discussed in the meeting would not alleviate the issues associated with the bridge, which is the pinch point.

The preferred option, revised following comments provided by Mansfield District Council, is enclosed overleaf. This is illustrated in two different forms. The first is an overarching plan which highlights the key movement routes and land uses per site. This is then developed in greater detail to represent layouts for each of the key areas of intervention. This information has been used to inform the financial appraisals that have been undertaken for each of the key sites. Each site is then presented at a greater a scale for ease of interpretation. A schedule of accommodation also accompanies these plans.

①  Improvements to existing pedestrian crossing points along Portland Street

③  Surface car park with potential for future development into multi-storey car park and office development with Portland Street aspect


④  Building to be retained/extended for office use


⑤  Home zone development

⑥  Improvements to existing footbridge, including addition of lighting

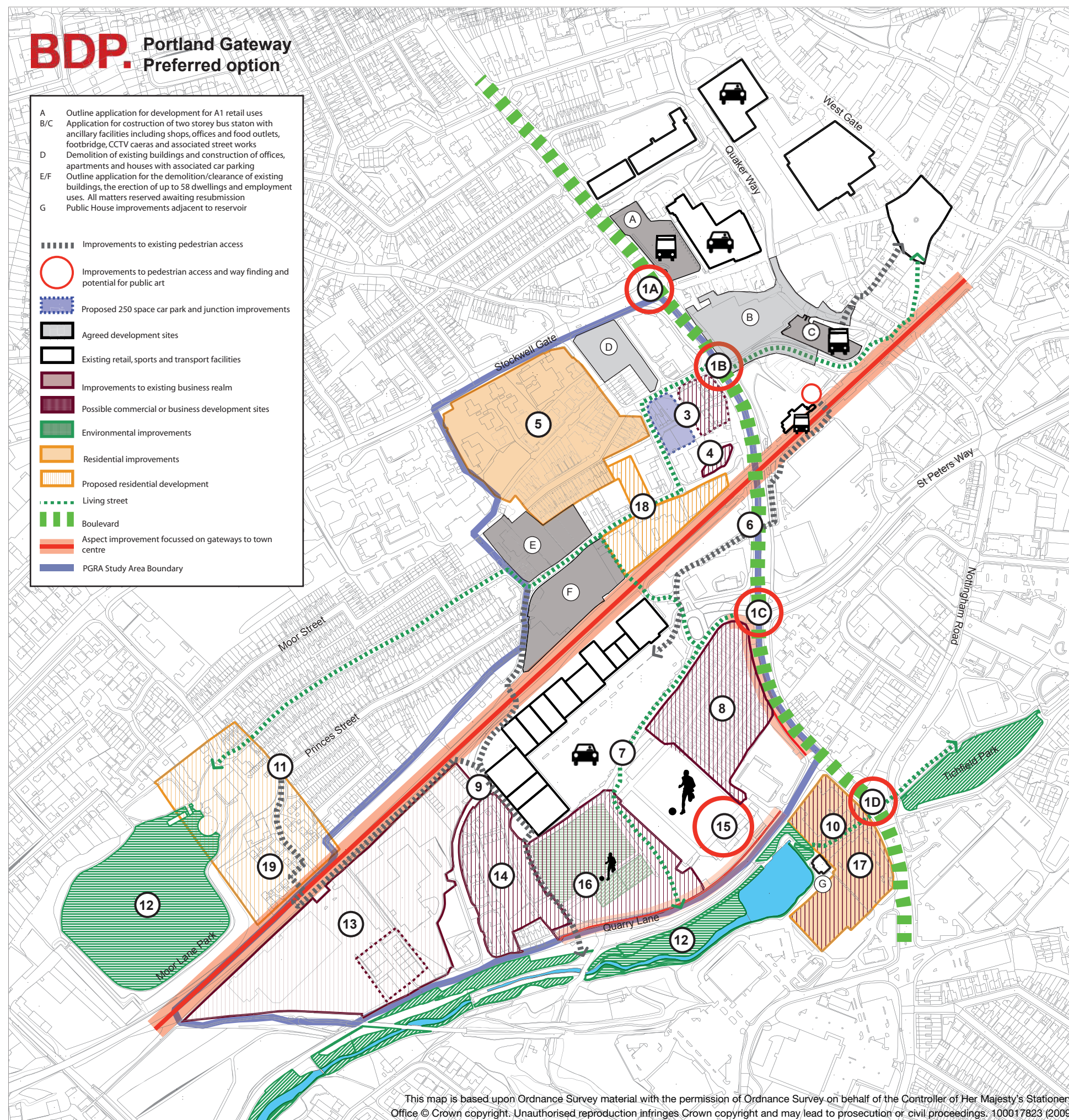
⑦  Living street leading to River Maun with bridge access leading to Victoria Street

⑧a  Development of offices or hotel with Portland Street aspect extended to unify street frontage


⑧b  Maintenance of housing and continuation of 'Better Homes Program'


⑨  Strengthened pedestrian route (new design, lighting and planting) between Sibthorpe Street business area and training ground site, linking


⑩  Living street extending park land across Portland Street





⑪  Improvement to school access route

⑫  Improvements to park land and recreation areas


⑬  Development of west site to provide grow-on space (3000 - 10000 sq ft) for expanding businesses.

⑭  Redevelopment of business environment to provide for local businesses and traditional industry

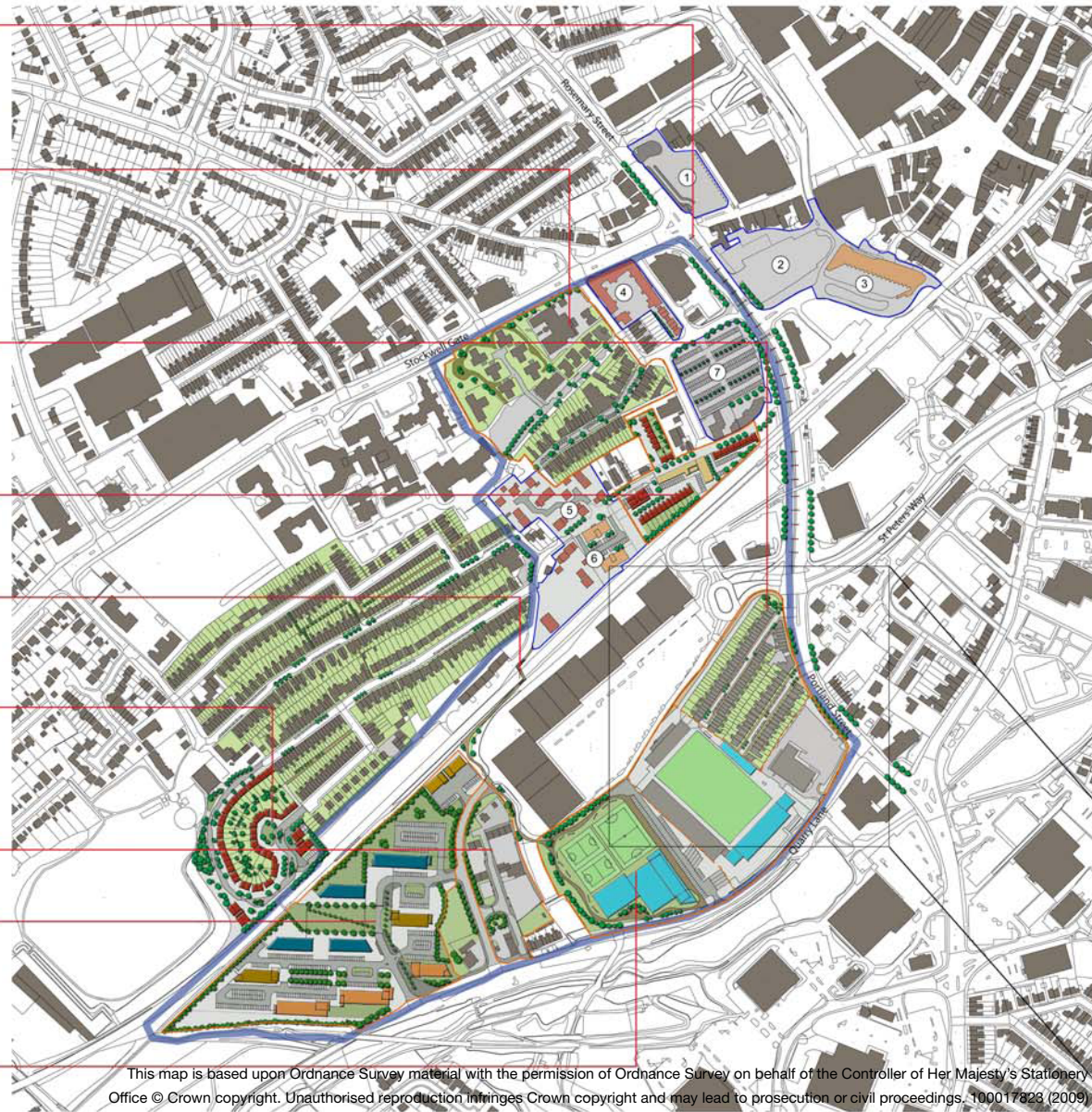
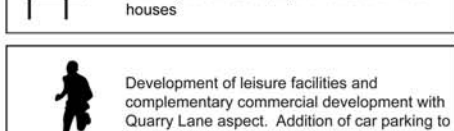
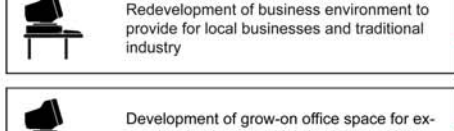
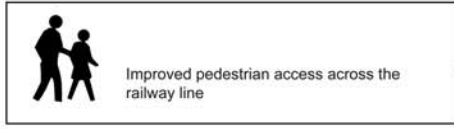
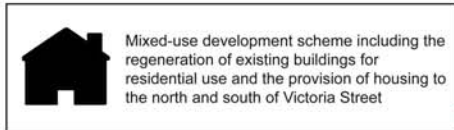
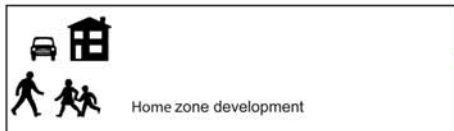
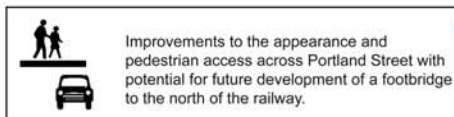
⑮  Improvements to main entrance of football stadium and construction of a new stand to the east of the pitch. Design should ensure that the stadium adopts an increased presence in the town

⑯  Development of leisure facilities and complementary commercial development with Quarry Lane aspect. Improvements to stadium exterior to unify frontage. Sufficient parking to serve the football stadium should also be provided on this site

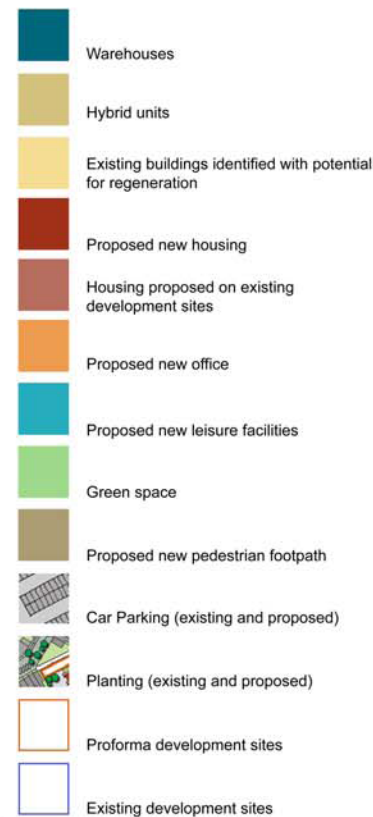
⑰  Development of mixed-use/leisure scheme with Nottingham Road aspect.

⑱  Mixed-use development scheme including housing to North and South of Victoria Street, continuing earlier development schemes proposed for sites E and F.

⑲  Improvements to Victoria Court flats and highway improvements



MASTERPLAN SHOWING BLOCK PLANS FOR SELECTED PROFORMA SITES



SITE 8 OPTION B
Development of offices and a hotel and improvements to the football stadium. Football stadium improvements include extension of existing stands and improvement to Quarry Lane aspect of the stadium

Plans based on drawings provided by Mansfield District Council

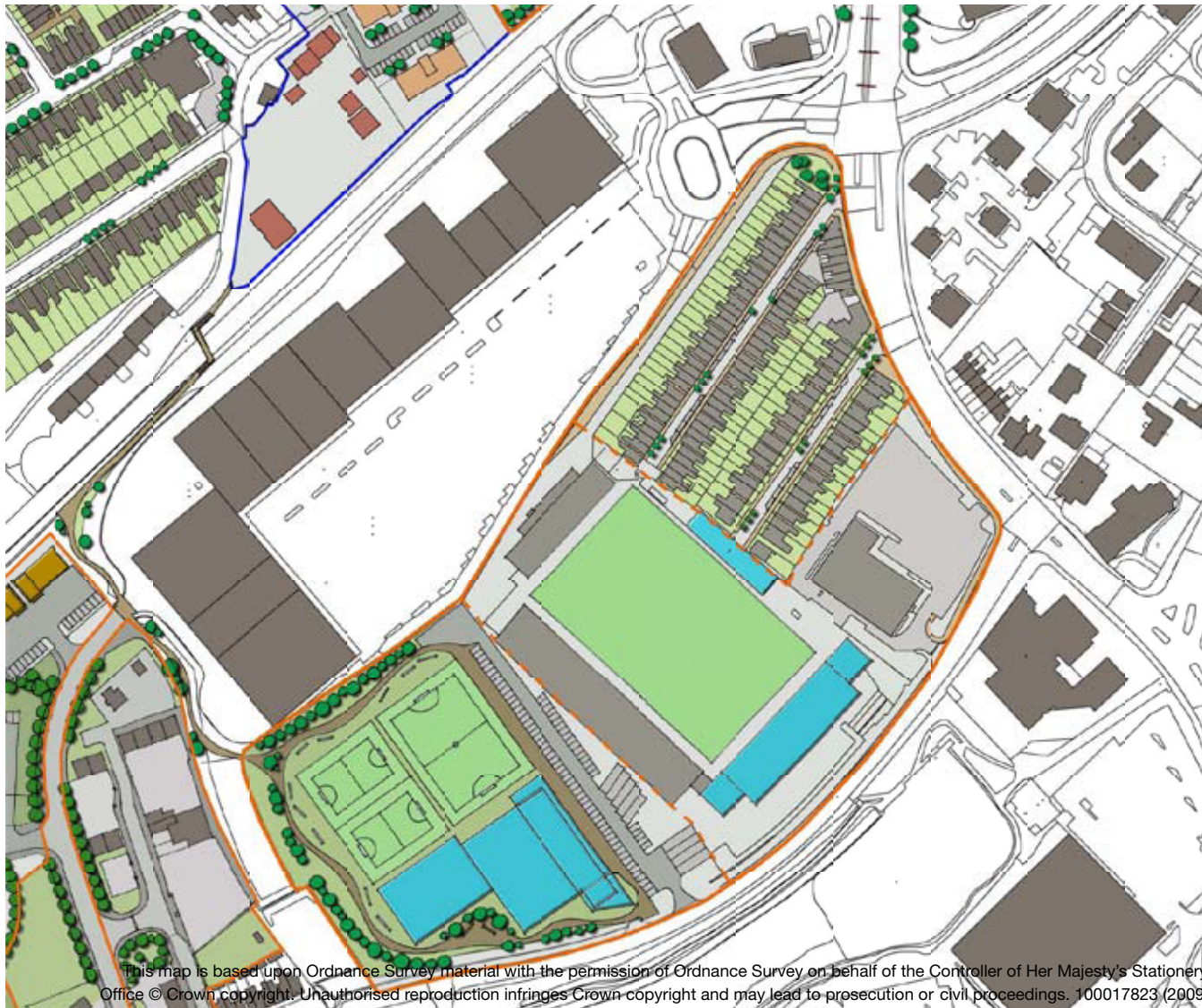
- 1 Outline application for development for A1 retail uses
- 2/3 Application for construction of two storey bus station with ancillary facilities including shops, offices and food outlets, footbridge, CCTV cameras and associated street works
- 4 Demolition of existing buildings and construction of offices, apartments and houses with associated car parking
- 5/6 Outline application for the demolition/clearance of existing buildings, the erection of up to 58 dwellings and employment uses. All matters reserved awaiting resubmission
- 7 Proposed 250 space surface car park



BDP.

**Portland Gateway
Regeneration Framework**
Proposals North of the Railway Line

NTS FM 24.10.08

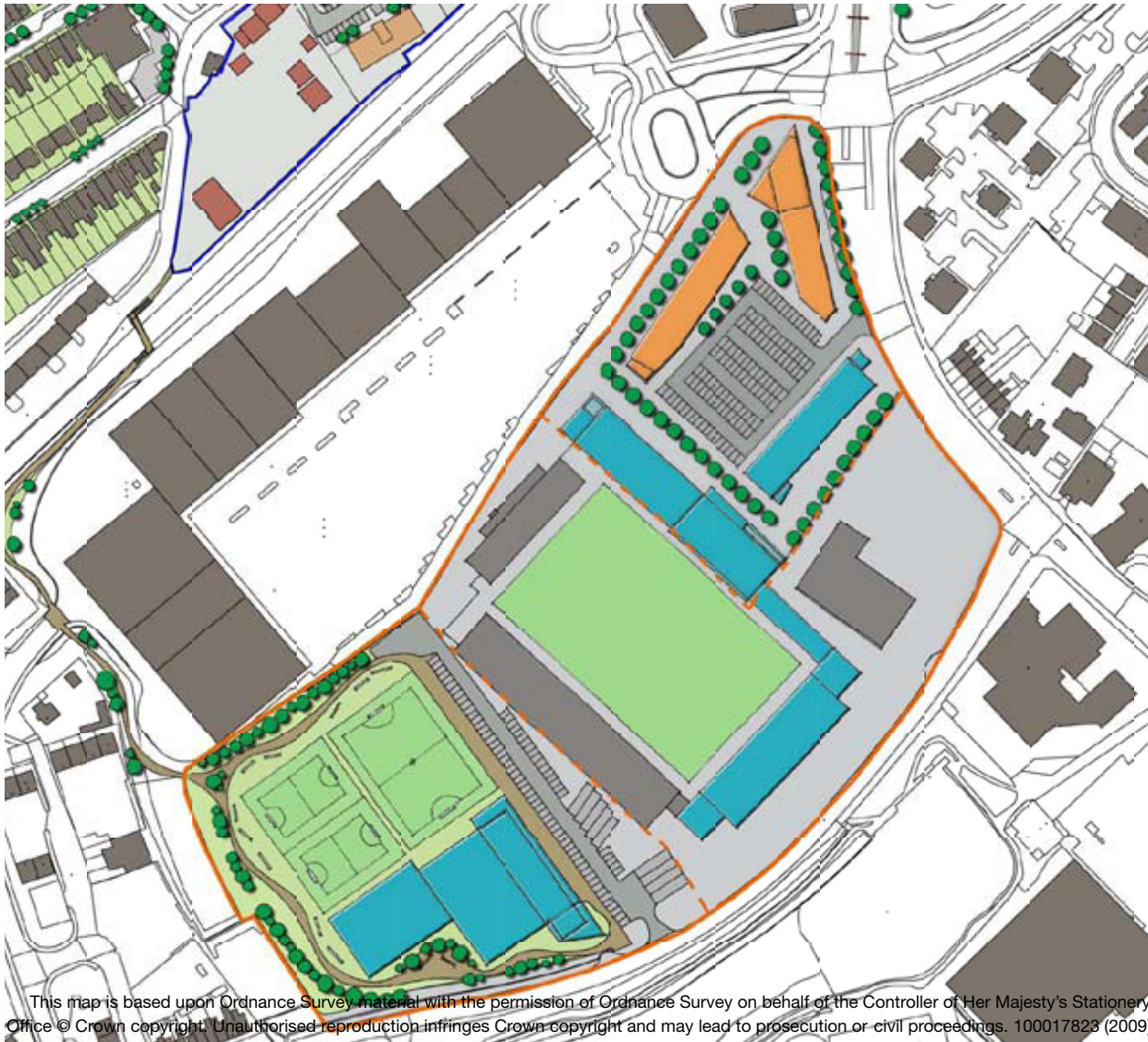


BDP.

**Portland Gateway
Regeneration Framework**

Lord Street and Bishop Street Retained

NTS FM 24.10.08



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BDP.

**Portland Gateway
Regeneration Framework**

Lord Street and Bishop Street Redeveloped

NTS FM 24.10.08



BDP.

**Portland Gateway
Regeneration Framework**

New Business Area & Environment
South of the Railway

NTS FM 24.10.08

Schedule of Approximate Areas for Key Intervention Areas (see footnotes for the basis of all areas given within this table)

Site	Description	Business	Car parking	Leisure	Residential	Public Realm improvements
Site 3 Proforma A Area 0.9Ha	Surface car park with potential for future development into multi-storey car park and office development with Portland Street frontage	Area to be confirmed as part of future proposal.	Parking for 250 cars	-	-	Addition of trees, public art and other improvements to appearance.
Site 5 Proforma B Area 3.1Ha	Home zone development	-	Resident parking for approx 25 cars	-	-	Modification of street layout and parking provision to increase pedestrian priority and safety. Addition of trees, public art and other improvements to appearance.
Site 7 Proforma C	Development of living Street leading to River Maun.	-	-	-	-	Bridge access leading to Victoria Street. Lighting and other improvements to safety. Addition of trees, public art and other improvements to appearance.

Site	Description	Business	Car parking	Leisure	Residential	Public Realm improvements
Site 8 OPTION 1 Proforma D Area 1.6Ha	<p>Maintenance of existing housing and continuation of 'Better Homes Programme</p> <p>The development would also include improvements to the Bishop Street (East) Stand of the football stadium (not included in stated area).</p>	-	-	-	Improvements to existing housing stock as part of the Better Homes Programme	<p>Modification of street layout and parking provision to increase pedestrian priority and safety.</p> <p>Addition of trees, other improvements to appearance.</p>
Site 8 OPTION 2 Proforma D Area 1.6Ha	<p>Development of offices and a hotel</p> <p>The development would also include the improvement and extension of the Bishop Street (East) Stand of the football stadium and improvements to the appearance of the main entrance fronting Quarry Lane (not included in stated area)</p>	<p>2no. 5 storey office buildings @1000m2 GIA per floor</p> <p>Total 10000m2</p>	Parking for approx 116 cars	<p>1no. 5 storey hotel @ 970m2 GIA per floor</p> <p>Total 4850m2</p> <p>1no. new stadium stand @ 2290m2 GIA</p> <p>Total 2290m2</p>		

Site	Description	Business	Car parking	Leisure	Residential	Public Realm improvements
Site 13 Proforma E Area 4.5Ha	Development of grow-on Office space for expanding businesses, Hybrid Units and Warehouses.	<p>1no. storey 3 Office buildings @ 600m2 GIA per floor</p> <p>2no. 3 storey Office building @ 850m2 per floor</p> <p>Total 6900m2</p> <p>2no. 2 storey Hybrid Unit @ 300m2 GIA per floor</p> <p>2no. 2 storey Hybrid Unit @ 600m2 GIA per floor</p> <p>Total 3600m2</p> <p>1no. 1 storey Warehouse building @ 1100m2 per floor</p> <p>3no. storey 1 Warehouse buildings @ 600m2 GIA per floor</p> <p>Total 2900m2</p>	Parking for approx 312 cars	-	-	<p>Addition of trees, public art and other improvements to appearance.</p> <p>Provision of parking.</p> <p>Improvements to pedestrian access and safety</p>

Site	Description	Business	Car parking	Leisure	Residential	Public Realm improvements
Site 14 Proforma F Area 1.0Ha	Redevelopment of business environment to provide for local businesses and traditional industry	-	-	-	-	Addition of trees, public art and other improvements to appearance. Widening of pavements to improve pedestrian safety
Site 16 Proforma G Area 2.2Ha	Development of leisure facilities (including five-a-side football pitches) and complementary commercial development with Quarry Lane aspect.	-	Parking for approx 76 cars and 9 coaches	<p>2no. small all weather 5-a-side football pitches @ 1280m2</p> <p>1no. small all weather 5-a-side football pitches @ 2700m2</p> <p>Total 5380m2</p> <p>1no. indoor leisure facility and complimentary commercial facilities @ 3790m2 GIA</p> <p>Total 3790m2</p>	-	Addition of trees and a running/exercise trail around the site

Site	Description	Business	Car parking	Leisure	Residential	Public Realm improvements
Site 18 Proforma H Area 1.0Ha	Mixed-use development scheme including the regeneration of existing buildings for residential use and the provision of housing to the north and south of Victoria Street	-	Resident parking for approx 40 cars	-	20no. 2 storey houses @ 70m2 GIA each Total 1400m2 1no. 3 storey apartment building @ approx. 300m2 GIA with 4no. apartments per floor @ 65m2 per apartment Total 900m2 1no. 3 storey apartment @ approx. 430m2 GIA with 6no. apartments per floor @ 50m2 per apartment Total 1290m2	Provision of parking for residents. Addition of trees and other improvements to appearance.

Site	Description	Business	Car parking	Leisure	Residential	Public Realm improvements
Victoria Street, Moor Street and Princes Street	Home Zone development	-	-	-	-	Modification of street layout and parking provision to increase pedestrian priority and safety. Addition of trees, public art and other improvements to appearance.
Portland Street	Development of a tree lined boulevard and improvements to pedestrian access across Portland Street	-	-	-	-	Addition of trees. Improvement of existing crossing points and possible addition of footbridge to the North of the railway.

Please note that the areas given are approximate and relate to the likely areas of the buildings indicated on the indicative plans provided as part of the Portland Gateway Regeneration Framework, dated October 2008 and using the Code of Measuring Practice, 6th Edition, RICS/ISVA. Any decisions to be made on the basis of these predictions should include due allowance for the increases and decreases inherent in the design process. Factors that could influence both the GIA and the NIA of the scheme include the following:

- Planning Authority requirements, especially relating to conservation matters
- Archaeology
- Topography
- Boundaries of ownership
- Civil and Structural Engineering design of substructure and superstructure
- Building Services Engineering design, Statutory Undertakers plant, distribution of incoming services, substations, plant rooms etc.
- Building Inspector and/or Fire Officer requirements, especially relating to means of escape and access for emergency services

11. Transport and Public / Business Realm Strategy

Introduction

This section summarises the proposed Transport and Movement and Public Realm strategies that support the preferred option.

The first half of this chapter considers transport and the second half public / business realm, although both are intrinsically linked and reliant upon one another. Transport is considered first as it sets the more strategic framework for detail and action, which is proposed under the public / business realm strategy.

Transport and Movement Strategy

The transport and movement strategy is largely based upon the framework set as a result of the baseline analysis and as described within the Option 1 text in Chapter 9.

The strategy is based upon the following key transport and movement objectives.

- The need to consider a 250 space car park in this area
- North of the Railway Line - helping create a safe and liveable residential environment
- Portland Street - reducing the barrier effect and improving the image of Mansfield
- Quarry Lane - access to serve new business area
- Infrastructure Enhancements - people movements throughout

Details of the proposed car park were outlined earlier. Each of the other objectives is now outlined.

North of the Railway Line - helping create a safe and liveable residential environment

The vision of the masterplan includes the creation of a focused residential community to the north of the railway line. In order to achieve this home zone principles are proposed to enhance integration between residents, enhance the streetscape, improve accessibility for walking and cycling and improve safety. Any new residential development within the area will also be designed with home zone principles in mind therefore ensuring that sustainable forms of travel get priority.

Portland Street - reducing the barrier effect and improving the image of Mansfield

The key issues on Portland Street are considered to be the poor pedestrian linkages and the severance caused by the significant volume of traffic. To alleviate the severance between the study area and the town centre the masterplan proposes the upgrade of the existing footbridge, the addition of a new crossing point from Peacock Street to Station Road and improvements at the St Peters Way and Nottingham Road junction. These enhancements mirror the accident clusters that were identified as part of the baseline study.

Another aim of the masterplan is to enhance the Portland Street corridor and maximise its potential. This includes the provision of a new 250 space car park with full access from Portland Street. Depending on the future of the Bishop Street / Lords Street area, access to Portland Street from any redevelopment will also be a consideration.

Waterman Boreham have amended TRANSYT models provided by Mansfield District Council for the Portland Street corridor. The amendments included the addition of new arm to serve a proposed 250 space car park in the vicinity of Peacock Street. The AM and PM initial analysis indicates that the four arm arrangement at the junction could operate satisfactorily under signal control. However it should be noted that Mansfield

District Council and Nottinghamshire County Council have yet to review the modeling results and we are awaiting their comments.

Quarry Lane – access to serve new business area

The baseline study and public consultation indicated that Quarry Lane was an area of concern for local residents and businesses. To enhance the area the masterplan proposes significant redevelopment which includes relocating the HGV generating businesses to another area, improving the public realm and attracting new business and leisure facilities. Whilst a discreet number of warehouses are proposed within the preferred option, the new developments will be designed with sustainability in mind and Travel Plan initiatives, coupled with planning contributions, can be used to fund enhanced transport facilities such as new bus services and cycle/footpaths. This will be particularly important in reducing the number of trips to the site by vehicles. In addition, the impact of traffic can also be mitigated by a new signage strategy to and from the new business area. As the nature of traffic associated with this new development will be generally smaller than HGVs, it will enable use of Sheepbridge Lane under the railway line. If this is implemented it will also help to dilute the impact of any additional traffic along Quarry Lane up until the A60.

Infrastructure Enhancements – people movements throughout

A key element of the masterplan is the vision is to create ‘living streets’ which will link residential areas to the north of the railway line with the town centre and the business opportunities and River Maun to the south. This will include enhancements to footpaths to improve street lighting, the introduction of high quality street furniture and public art, improved maintenance and improvements to the footbridge over the railway.

Public and Business Realm Strategy

The chapter now progresses to present a guide that outlines the design approach to the public and business realm within the PGRF. In doing so it sets out a hierarchy of streets

and spaces which defines the identity of the key locations and routes that link them. This strategy is an overarching strategy to match nature of the framework. Additional detail is presented within the site specific project proformas at Chapter 12, although the detailed proposals are recommended to be worked up as part of the planning policy process and individual site design and development briefs where appropriate.

A lighting strategy concludes this section as a sub component of the overall public and business realm strategy.

Definition of the public realm

The public and business realm is the network of spaces between buildings, including streets, pavements, squares and green spaces.

CABE defines the public realm as: *‘Parts of a village, town or city that are available for use by everyone. This can include streets, parks, squares, arcades and public buildings. It provides the setting not only for everyday life but also for more civic occasions. Anyone who is designing a building or any other structure is helping to shape the public realm.’* (By Design (2000) – CABE)

Urban Design Context

The urban design context sets the scene for the public realm and describes the key elements that define its character and distinctiveness, together with the activity and pedestrian footfall that animate the public realm.

Urban Form

The influence of urban form is firstly considered.

Approaches and Gateways

The design of the public realm should respond to the key gateways and approaches within the study area which include the junction of Portland Street/Stockwell Gate,

railway and pedestrian bridges across Portland Street and the junction of Portland Street/Nottingham Road.

Views

Public realm should aim to strengthen important views down Stockwell Gate, along Portland Street and from the proposed commercial sports facility overlooking the River Maun corridor.

Open Spaces

In terms of the open spaces in and around the area, Moor Lane Park should be enhanced and links from it strengthened towards the River Maun corridor through public realm treatment. New public realm should maximise the setting of the attractive green space along Quarry Lane.

Public Realm Hierarchy

The palette of materials to be used within the public and business realm reflects and underpins the distinctiveness of Portland Gateway. This strategy promotes three types of treatment which helps pedestrians orientate themselves within the study area and that helps articulate routes and public spaces. The treatments are:

- Zone 1 - Primary Spaces
- Zone 2 - Key linkages and connections
- Zone 3 - Improvements to pedestrian access and environmental improvements.

Each Zone is now considered in turn.

Zone 1

Within Zone 1, the following spaces have been identified as primary spaces to receive Zone 1 treatment:

- Portland Street Boulevard
- Gateway Sites - at key points along Portland Street and at railway line crossing points
- Business Public Realm that is particularly evident to the south of the railway line

These streets and spaces are high profile including both pedestrian and vehicular routes. The public realm approach must reinforce their importance, creating a strong and distinctive setting for both existing townscape and future development.

The proposed palette provides a simple cost effective paving treatment and focuses increased investment in art, lighting and furniture.

Function and Character

Within Zone 1, the function and character of these spaces are:

- Designed to cater for large numbers of people
- Flexible to allow for everyday use and high profile events
- Blend vehicular and pedestrian use in a seamless fashion, creating a pedestrian dominant environment
- Uncluttered, simple and modern

Materials

Designers of these spaces will be encouraged to innovate through design. Use of the more specific palette outlined under Zone 2, may be appropriate at the interface with those at key boundaries or routes.

Paving

Designers should be encouraged to use concrete block and slab paving for larger spaces, with stone preferred for kerbs, edgings, drainage channels, corner details and sections accommodating small changes in level.

Street Furniture

There is the opportunity to provide bespoke elements of street furniture, especially seating. A colour co-ordinated approach to street furniture will be promoted.

Lighting

The lighting strategy within Zone 1 should make use of high end contemporary street lights and place an emphasis on creative lighting throughout (for example the up-lighting trees, street furniture, buildings and paving).

Planting

Larger species will be encouraged to help define and articulate key circulation routes. Grassed areas and ornamental planting will also be encouraged for their contribution to recreation and the visual relief they provide.

Bold, contemporary planting schemes should be introduced to act as a signature element to the business public realm area. A mix of applications can include street trees, raised planters and lawns. A strong bold avenue of large street trees can

emphasise the continuity of an avenue wherever possible. It is recommended that where trees are planted this is done so alongside the insertion of a grass strip.

Public Art

Large scale, high profile, permanent and temporary installations should be encouraged within Zone 1, on a scale to compete with local landmarks. It is felt the PGRF area offers the opportunity for water features, particularly associated with the business realm. Public art reinforces sense of place and will be promoted within Zone 1 spaces wherever possible. Other key principles to consider are the use of materials, scale and robustness.

Zone 2

The following spaces have been identified as primary spaces to receive Zone 2 treatment:

- Living Streets throughout the area
- The Home Zone to the north of the area
- Railway Line (around where appropriate and at crossing points)

These links are important pedestrian gateways into the Town Centre. The palette for these must focus on creating inviting, safe and functional links.

Function and Character:

Within Zone 2, the function and character of these spaces are:

- Designed for comfort and safety

- With a focus on functionality – a clear definition of routes, signage and lighting

Materials

The materials to be used within Zone 2 can be structured across three hierarchical levels as follows:

Pedestrian Streets/Public Spaces

Here, exposed aggregate concrete paving slabs and block paving (fine textured) of variable widths, will be used alongside granite setts for ascents.

Partial Traffic Streets

On such streets, exposed aggregate concrete paving slabs (fine textured) will be used of variable widths, with granite setts for accents. Light grey granite kerbs and channels to define function will be employed where required. Granite setts in carriageways will be used too.

Full Traffic Streets

As above, on full traffic streets exposed aggregate concrete paving slabs (fine textured) of variable widths will be used, with granite setts where appropriate for ascents. Light grey 300mm granite kerbs & channels to define function will be inserted where needed. Tarmac for carriageways with coloured aggregate will be rolled in.

Street Furniture

Within Zone 2, the focus of the street furniture will be on signage. A contemporary stainless steel family to create cohesiveness with retail core will encourage movements between the PGRF and the Town Centre. Designed to be robust, seating, bollards and

bins shall be of contemporary design. Cycle stands should also be in stainless steel for their robustness.

Features and Art

Opportunities for art installations should be capitalised upon where relevant and supported, to provide distinctive and well marked secondary gateways within the PGRF.

Planting

A minimal approach where space is tight should be followed, as planting in constrained areas isn't always appropriate. Bold planting in pockets at select gateway points (where space permits) would however be appropriate. Tree planting should be considered where pavement width and underground services allow. Larger species should be considered on main road approaches with medium sized species on other routes.

Zone 3

The following spaces have been identified as primary spaces to receive Zone 3 treatment:

- Improvements to pedestrian access.
- Environmental improvements.

Materials

Within Zone 3, the following approach to materials will be promoted:

- Footways to be paved in concrete block paving or resin bound material where appropriate.
- Tactile crossings – matching concrete blister paving (uncontrolled crossings)

- and red concrete (controlled crossings).
- Trim street corner details – Conservation textured concrete.
- Kerbs to be Conservation style textured concrete.
- Street trees- tree grille frame, with watering system, to be infilled with adjacent paving material.

Street Furniture

Seating, bollards and bins shall be of contemporary design. Cycle stands shall be in stainless steel for their robustness.

Tree Planting

Tree planting should be considered where pavement width and underground services allow. Larger species should be considered on main road approaches, with medium sized species for other routes.

Lighting Strategy

Lighting is an important component within the townscape and the public realm. As well as providing a safe and secure environment for motorists and pedestrians, it offers potential for creating a rich and varied streetscene experience outside daylight hours and prolongs the vitality of an urban environment.

The lighting strategy for the PGRF needs to consider functional and feature lighting and is guided by the following objectives:

- The consistent and high quality approach to the design and selection of lighting equipment
- Lighting quality and distribution to meet the needs of both pedestrian and motorist
- Lighting proposals to be closely co-ordinated with material palette zones

- Enhancement of lighting to existing landmarks, with proposals for the lighting of additional landmarks
- The use of highly efficient and low maintenance equipment

Lighting Zones

Lighting equipment has been arranged into zones as follows:

- Zone 1 - Relates to Zone 1 of the materials palette zone. Approaches and gateways. Large scale lighting equipment. A consideration which would help label the PGRF area, is whether large structures such as the railway viaduct, the football stadium and potentially the roof of the Portland Retail Park can be used to create strategic lighting for the area, in turn giving it profile. The proposed commercial sports centre through its floodlighting could also contribute with this regard.
- Zone 2 - Lighting pedestrian focussed spaces, relating to zone 2 of the material palette zone.
- Zone 3 - Lighting key pedestrian routes and streets, relating to zones 2 and 3 of the material palette zones.

The following lighting considerations for each of these zones is as follows:

Zone 1

The main objective will be to ensure high levels of light for motorists, with a split level luminaire arrangement to accommodate pedestrians using the pavement. Luminaires would be mounted on 10 metre high columns and this scale of columns would help reinforce the nature and importance of these approaches and gateways.

Zone 2

The main objective of these spaces will be to accommodate the requirements of both pedestrians and motorists using column mounted luminaires (height 6 metres). Appropriate levels of light will be provided to promote safety while ensuring light is carefully directed to be more appealing to pedestrians.

Zone 3

The main lighting objective within Zone 3 spaces will be to enhance these pedestrian focussed spaces through the provision of high lighting levels and uniformity, appropriately scaled equipment, together with accent and feature lighting.

12. Project Proformas

The proformas are contained overleaf.

Introduction

This chapter provides Project Proformas for the nine key projects / areas of intervention proposed as part of the PGRF preferred option across the themes of development, refurbishment, transport and the public / business realm.

Each proforma provides:

- Project name, reference and use
- Project description
- How the project meets the PGRF vision
- Key objectives met
- Design principles
- Overview specification comprising use, area and access
- Delivery issues

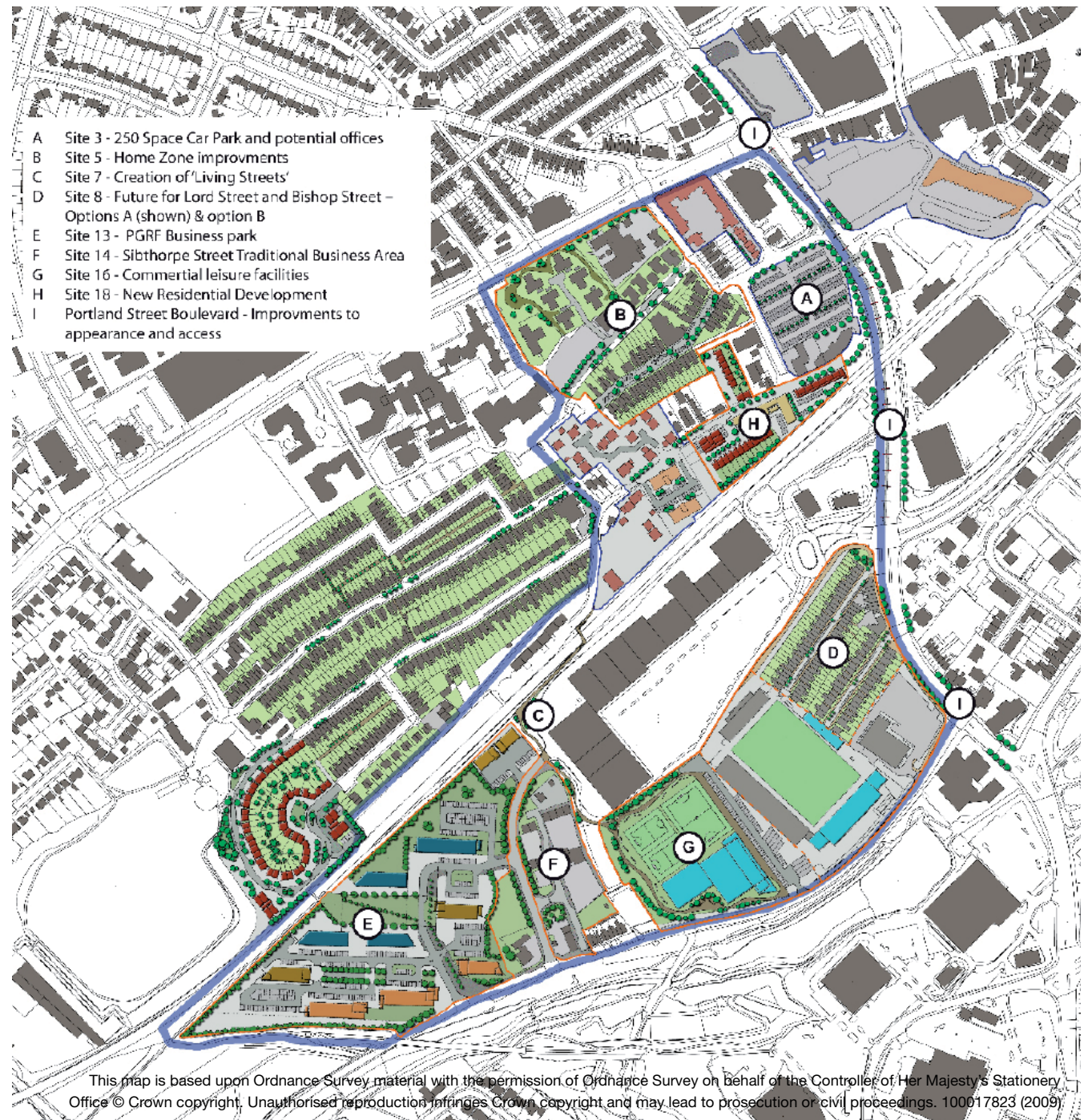
Project proformas have been prepared for the following key projects:

- A Site 3 - 250 Space Car Park and potential offices
- B Site 5 - Home Zone improvements
- C Site 7 - Creation of 'Living Streets'
- D Site 8 - Lord Street and Bishop Street Redevelopment
- E Site 13 - PGRF Business Park
- F Site 14 - Sibthorpe Street Traditional Business Area
- G Site 16 - Commercial leisure facilities
- H Site 18 - New Residential Development
- I Portland Street Boulevard - Improvements to appearance and access

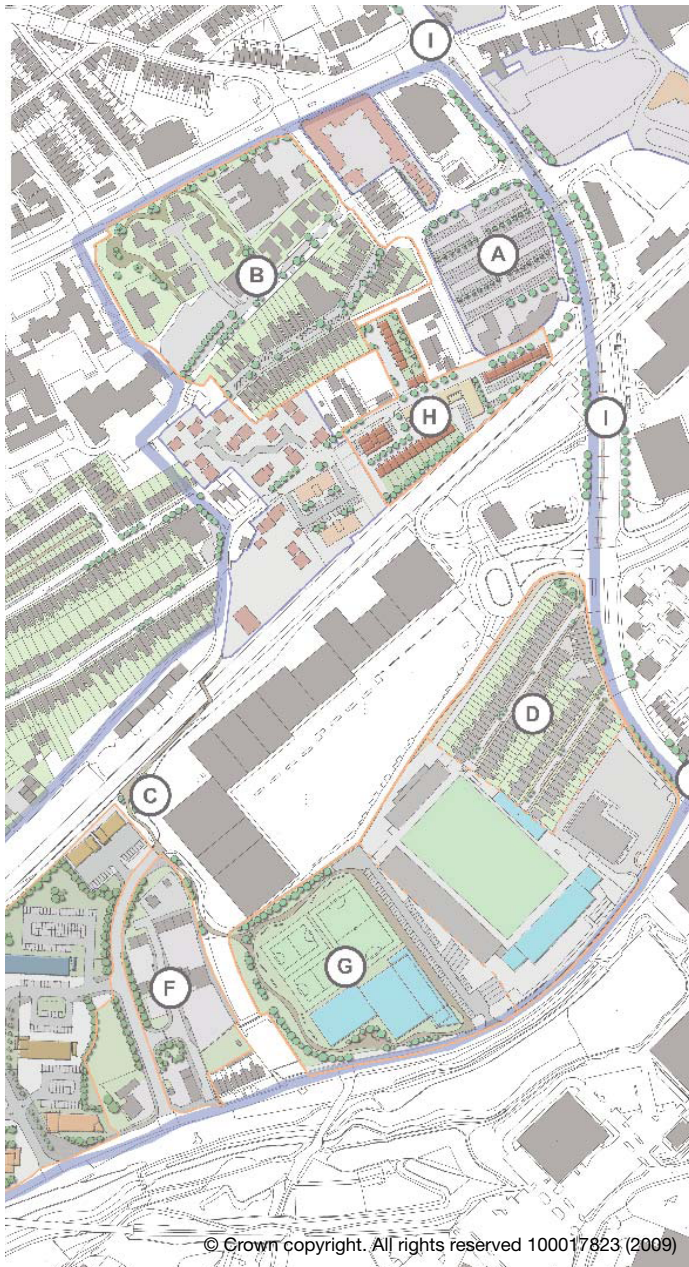
PORTLAND GATEWAY REGENERATION FRAMEWORK (PGRF): Key Proforma Sites

The project has the following objectives:

- 01.** To provide for a strategic town centre car park offering 250 spaces to meet the projected shortfall within the town centre up to 2011;
- 02.** To protect and enhance, where appropriate, or make recommendations for fresh employment and business site allocations within the area;
- 03.** To improve the environment to make it more attractive, functional and safe;
- 04.** To provide local employment opportunities and create further jobs;
- 05.** To Improve access, transport and movement to other areas of Mansfield including the town centre;
- 06.** To produce design guidelines and site development briefs to inform development across the built environment;
- 07.** To promote key sites that are located at key arrival and departure points into and out of Mansfield, to help improve the image and perception of the town.
- 08.** To enhance the presence of Mansfield Town Football club within the town through improvements to its appearance, visual connection with the town and provisions for supporters and the community




PORTLAND GATEWAY REGENERATION FRAMEWORK (PGRF): Introduction



The intention of this report is to describe proposed projects for 8 selected Proforma Sites situated within the study area. For each site the report includes:

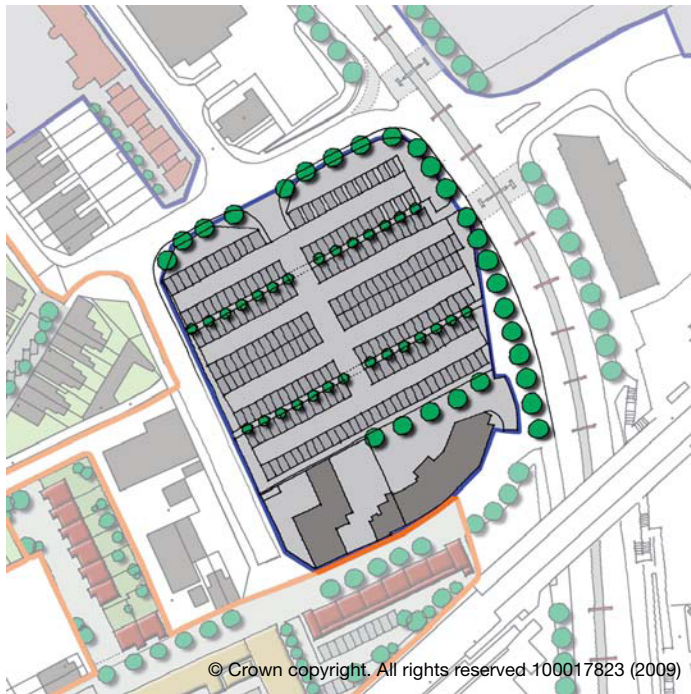
- a project description
- a summary of the ways in which the proposed project meets the overall vision for the town
- the key objectives covered by the project
- design principle that will guide the development of the project proposal
- a project specification identifying the area, use and access and service issues associated with the site
- delivery issues associated with the proposed project

In addition to the above, each proformas site is accompanied by photographs of the existing site and images demonstrating the ways in which other towns and cities have approached similar projects (the later of which is highlighted with ). The highlighted images represent example projects and do not reflect views on urban design specific to Mansfield.

PROJECT NAME: PGRF

REFERENCE: Proforma A, Site 3

USE: 250 Space Car Park and potential offices



Project description

This project aims to provide a new 250 space car park to meet a strategic need within Mansfield and potentially to provide new commercial development in the future.

MDC have undertaken detailed work into car parking within the town centre and this has revealed there to be a 250 shortfall in spaces up to 2011. This site has therefore been selected by the Council as a strategic priority to meet this shortfall.



A detailed scheme has been developed for a surface car park and this is illustrated to the left.

However, from an urban design and commercial perspective a more attractive option exists for this site, which would include new commercial development fronting Portland Street and a new multi-storey car park to the rear of the site. This solution could be worked towards over time, so that in the short and medium term a surface car park is provided, but in the longer term this solution could be worked towards when the market is ready to deliver it.

If taken forwards, the focus of the commercial development should be on ensuring the production of a high quality, landmark development, both in terms of design and construction so it will draw focus back toward the town centre. Office space will be flexible in order to meet the changing needs of the diverse range of businesses that exist in and around Mansfield. External space will be developed for use by both office occupants and the general public, with the aim of producing a pleasant and attractive area to pass through and inhabit. The multi-storey parking will be designed to be bright, welcoming and safe.

Both extents of development will also be crucial in terms of helping to allow safe pedestrian movement across Portland Street, connecting communities and the town centre.

As part of this scheme detailed work was been undertaken on the junction improvements required off Portland Street, in order to mitigate any increased traffic impacts for the benefit of safe and direct pedestrian movement.



Indicative images of office interior and surface car parking

How the project meets the vision

The development of this project meets four key objectives of the PGRF:

1. There is a predicted shortfall in parking spaces within the town centre. The additional 250 spaces provided here will go some way to meeting this shortage;
2. Office use in Mansfield is currently underrepresented and the market is weak in comparison to surrounding centres such as Nottingham and Derby. The majority of office needs are currently met by secondary space above shops and in historic office blocks. The commercial element of this project could therefore present much needed space within the town;
3. The creation of local employment opportunities and the creation of further jobs is vital in the long term regeneration and success of Mansfield. The provision of potentially Grade A, grow-on office space, will encourage thriving businesses to stay in Mansfield, thus meeting this aim.
4. The development of this site will help improve the image and perception of the Portland Gateway Area as well as the wider town.

Key objective met

01, 02, 03, 05 and 07

Design principles

The car park as currently proposed by the Council will have the following design ethos:

- Initially, the surface car park will be designed with a high quality public realm so that it is more of a space than purely a car park. It will feature pedestrian routes, hard and soft landscaping and will be well lit;

Should the enhanced option be chosen, which is felt to be a more long term aspiration, the following principles should be engaged:

- The multi-storey car park will provide a safe and pleasant place to park. Lighting, security and visual impact will be at the heart of the design;
- The office building will be designed and constructed to Grade A standard. Flexibility will



Indicative surface car parking and public art

- be a key principle to ensure that diversity in use and changing needs are met;
- The building will be accessible to all potential users;
 - Construction materials, methods of heating and cooling and building design will be selected to reduce the environmental impact of the building. Considerations will include the provision of secure bike storage, recycling facilities and energy saving measures;
 - The building will perform the role of landmark building, drawing attention back to the town centre and improving the image and perception of Mansfield from the point of entry;
 - The development of the site will incorporate improvements to town centre access, including the possible provision of a footbridge over Portland Street in the longer term; and
 - Landscaping around the building will be of high quality to attract use by both office occupants and members of the general public.

Specification

Proposed use 250 space town centre car park
Potential Grade A offices

Area of site 5800 square metres

Access and services. Office fronting and accessed from Portland Street. Car park accessed from Peacock Street/Rooth Street

Delivery Issues

Subject to detailed drawings and town planning the Council have a number of options to deliver the car park; these include:

- A self financed design and build contract.
- A partnership deal with a private sector operator which will assist in the funding of the development in exchange for a revenue stream.

Any option is dependent upon the funding of the capital costs of construction. Charging will be dependent on the car parking management policy decisions which the Council consider appropriate.

Depending on timing and need, this scheme could be linked to a new retail development scheme at Stockwell Gate and as such could be delivered together, which could include funding in part or whole for the new car park.

Site assembly will require consideration due to multiple -ownership of the land

Transport and movement strategy

- Access from the proposed car park across Portland Street will be essential to ensure that the car park is well used and serves the town centre.
- Detailed modeling of the car park access is currently ongoing to assess the traffic impact of the development.

Public / Business realm strategy

- High quality materials proposed using a combination of stone setts, concrete block paving and semi mature street trees.
- The appearance of the surface car park when not in use will be similar to that of a formal town square creating civic presence.

PROJECT NAME: PGRF

REFERENCE: Proforma B, Site 5

USE: Home Zone improvements



Project description

This project strongly supports the vision of the PGRF, which is to create a more residential focussed community to the north of the railway line. It does this by introducing 'home zone' and public realm measures to the existing residential streets.

This area will be in receipt of public realm and streetscape measures in order to create a home zone environment. The focus will be on safety and improving the visual appearance of the existing residential area. Improvements will include:

- increasing pedestrian priority;
- the introduction of traffic calming achieved through minor alterations to street layout and modifications to landscape design;
- the creation of safer places for children to play;
- enriching the visual appearance of streets and create an exciting and vibrant place to live and meet;
- encouraging a sense of community through the provision of spaces to gather and hold events and potentially including the introduction of public art.

How the project meets the vision

The development of this area will meet following PGRF objectives:

1. Supports notion of creating a strengthened residential community to the north of the railway line;
2. it improves pedestrian access to the town centre and other key areas around Mansfield; and
3. it enhances the overall environment and creates a more attractive, functional and safer place to live.

Key objectives met

03



Indicative images of homezone improvements

Design principles

- Improvements will include the enhancement of the visual appearance, the prioritisation of pedestrians over the vehicle and the creation of a friendly, community focused environment;
- Improvements will also respond creatively to local circumstance and avoid standard engineering solutions if possible. Community engagement is therefore key;
- A diverse range of residents will be involved in the design process to ensure that problems are solved and needs are met. Representatives will be invited from those that attended the PGRF Stakeholder Consultation days in June and July 2008; and
- The design will strive to ensure that the community feels ownership over the space and can identify with it.

Specification

Proposed use Maintain existing residential, improvements through addition of home zone

Area of site 29000 square metres

Access and services Sutton Street/Moor Lane. Improvements focussed on Dallas Street and Lindsay Close

Delivery Issues

The delivery of this project would have to be undertaken by the public sector. King Sturge would anticipate that funding would need to be sourced from the Council's budgets for these 'improvements'. Where proximate to new development some funding could be sought through S106, depending on the financial dynamics of the schemes coming forward.

Transport and movement strategy

- An increase in pedestrian priority through modifications to road layout and landscaping to reduce car speed, will form a key element in achieving a safe environment for residents

Public / Business realm strategy

- Shared surface approach to street creating a pedestrian dominated space and introduction of landscape elements such as raised planters, trees and grassed areas to assist in reducing traffic speeds.
- Use of public art to assist in strengthening local identity of the 'Home Zone' and act as 'Gateway' features.

PROJECT NAME: PGRF

REFERENCE: Proforma C, Site 7

USE: The creation of 'Living Streets'



Project description

This project is about putting in place vibrant, attractive 'living streets' linking the residential community in the north of the PGRF area to the town Centre, Moor Lane Park and crucially across the railway line in to the River Maun corridor to the south. The inclusion of a safe, well lit and accessible bridge over the railway is essential to this scheme, particularly given community views such as this:

"I used to love using this walk to get to the Maun and now I don't use it because I don't feel safe around the bridges" (Resident quote).

How the project meets the vision

The development of this project will create a more attractive and safer 'green corridor' route leading from the north of the railway to the River Maun. This in turn will encourage increase use of the Nature Reserve. The development will improve links to the town centre for those living to the south of the railway, encouraging people to walk rather than drive.

Generally speaking, this project is focussed on the amenity of the existing and future resident and business community. Many of the projects are about improving the external image of the PGRF area for the wider benefit of Mansfield. This project is about significantly improving the internal image for the benefit of those that live and work within the PGRF.

Design principles

- Improvements will be driven upon the safety of pedestrians. High levels of lighting will be essential;
- The new routes will be vibrant and attractive, incorporating public art works, cycle parks, trees and benches to encourage usage; and
- To avoid problems of the past, active management and maintenance is essential.

Key objectives met

03 and 05



Specification

Proposed use Proposed 'Living Street' with pedestrian and cycle use

Distance covered 1109m plus 480m to reach Moor Lane Park

Access requirements 3m width to allow for use by both pedestrians and cyclists

Delivery Issues

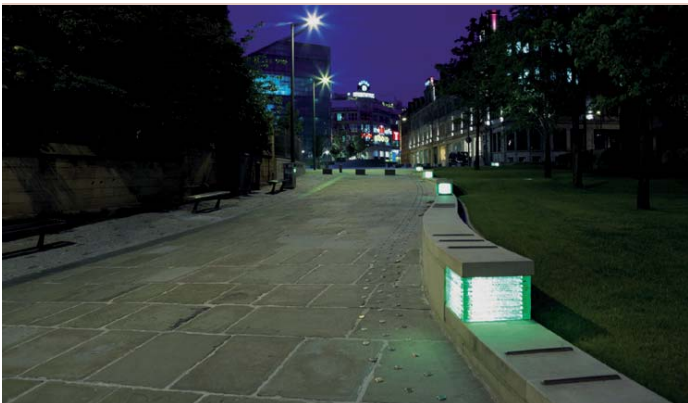
The development is likely to be funded and delivered by the Council as part of a neighbourhood improvement scheme.

Transport and movement strategy

- Once the physical improvements are in place it will be necessary to encourage residents to walk and cycle throughout the area. This can be done via marketing material and travel plan initiatives.

Public / Business realm strategy

- Incorporation of 'Wayfinding' signage.



Indicative images of 'living streets'

PROJECT NAME: PGRF

REFERENCE: Proforma D, Site 8 - Option A and B

USE: The Future for Lord Street & Bishop Street



Project description - Option A and B

Mansfield District Council is currently engaging with residents through detailed consultation sessions about the Future of Lord Street and Bishop Street.

Option A for this site involves the retention of existing housing through the continuation of the 'Better Homes Programme' and an improvement in the street environment. The public realm will be improved, better access arrangements explored and greater levels of neighbourhood management implemented. Best practice images illustrating what could be achieved are illustrated overleaf.

Option B for this area, described in more detail later in this section, involves the comprehensive redevelopment of the existing housing area for new commercial and leisure uses on an excellent and prime site for this purpose.

Site 8 is currently a residential area. The proximity of busy roads, the football club, infringing more modern development, vacancy rates, the poor townscape and the relatively old nature of stock all support the notion of radical change, if supported through consensus of the residents. The development of site 8, facilitated by the demolition of the properties, will move it away from its current residential use and take greater advantage of the central location and close proximity to Mansfield Football Club. Developments could include a hotel and commercial facilities, potentially linked to the football stadium. The development will offer facilities for local business, attract more visitors into the study area and provide financial support for future development.

The development will ensure that the football stadium is clearly visible as a landmark from Portland Street and the town centre. Through this the role of the football club within the town and community will be re-established.

Option A – Retention and Improvement of Lord and Bishop Street

How the project meets the vision (option A)

The Lord and Bishop Street housing is positioned at a key gateway into Mansfield. Improvements to the appearance of the housing through the Better Homes Programme will ensure that users entering Mansfield by car and rail will be met with an attractive image of the town.



Indicative images of 'public realm' improvements

Design principles (option A)

- Improvements will include the enhancement of the visual appearance, the prioritisation of pedestrians over the vehicle and the creation of a friendly, community focused environment;
- Improvements will also respond creatively to local circumstance and avoid standard engineering solutions if possible. Community engagement is therefore key;
- Residents of Lord and Bishop Street will be involved in the design process to ensure that problems are solved and needs are met; and
- The design will strive to ensure that the community feels ownership over the space and can identify with it.

Key objectives met (option A)

03

Specification (option A)

Proposed use Maintenance of existing residential

Area of site 16000 square metres

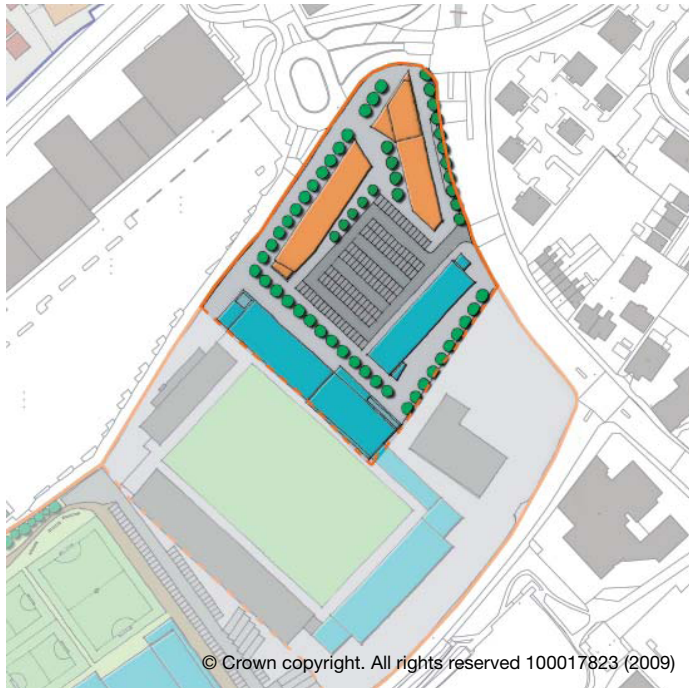
Access and services. Access from Portland Street via Lord and Bishop Street

Transport and movement strategy (option A)

- An increase in pedestrian priority through modifications to road layout and landscaping to reduce car speed, will form a key element in achieving a safe environment for residents

Public / Business realm strategy (option A)

- Shared surface approach to street creating a pedestrian dominated space and introduction of landscape elements such as raised planters, trees and grassed areas to assist in reducing traffic speeds.
- Use of public art to assist in strengthening local identity of the 'Home Zone' and act as 'Gateway' features.



Option B – Demolition and Redevelopment of Lord and Bishop Street

The remainder of this proforma considers the more radical implementation of Option B and provides more detailed considerations should this option be supported and pursued.

How the project meets the vision (option B)

Site 8 is positioned at a key gateway into Mansfield and currently provides a poor introduction to the town. Development of the site will ensure that users entering Mansfield by car and rail will be met with an attractive and uplifting image that will challenge any preconceptions of the town. In addition to this, the development will provide fresh employment opportunities that will be easily accessible to potential employees.

In short, the change of use of this sight fits with the vision of a strengthened business and commercial area to the south of the railway line within the PGRF area.

Design principles (option B)

- The development will provide high quality commercial and employment facilities, some of which may be linked to Mansfield Football Club in the future;
- The hotel will provide accommodation, conference and leisure facilities for use by visitors and local businesses;
- The buildings and surrounding landscape will be vibrant and striking, forming a landmark at a key entry point into Mansfield; and
- Visual and physical links will be made with the football stadium in order to encourage fans back to the area. This project could be linked with a new entrance point to the ground, as well as a new stand in the future

Key objectives met (option B)

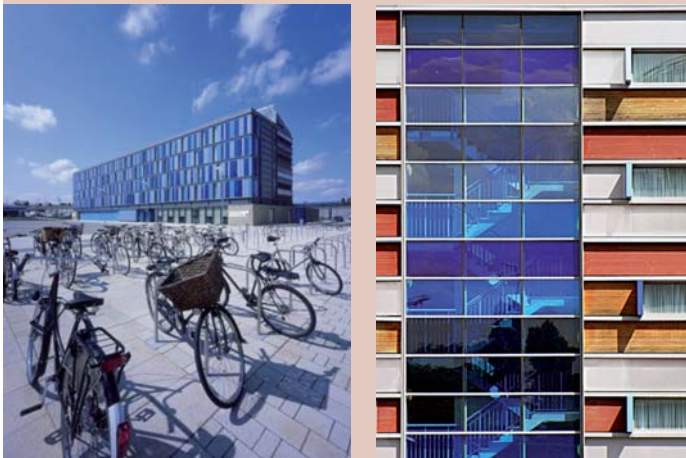
02, 03, 04, 06, 07 and 08

Specification (option B)

Proposed useOffice@ 10000m², hotel@4850m², new stand@2290m² and 116 car parking spaces

Area of site16000 square metres

Access and servicesMain frontage and access from Portland Street. Secondary access from Midland Way



Indicative images of hotels and leisure development

Delivery Issues (option B)

Key steps in progressing with this proposal are:

- To undertake a more detailed study examining the rationale for redevelopment – this will examine the condition and market for the properties. It is likely that options need to be tested including remodelling/refurbishment. This will create an evidence base to proceed.
- On the assumption that it is decided that a comprehensive redevelopment is justified it will be appropriate to:
 - Produce an Adopted Planning Policy document for the area – to support a prospective CPO
 - Commence land assembly on a private treaty basis – to acquire properties as and when they become available. Of course the Council could consider letting such properties on an interim basis to cover holding costs
 - To progress with the process of securing a Compulsory Purchase Order – this will include securing a Council Resolution to use these powers
 - To retain agents and secure a developer partner for the intended scheme – such partner will then support the compulsory purchase. The developer will work to secure end users including a hotel operators and office occupiers.
 - It is likely that some element of public funding will be needed and we would suggest that support from the Council and EMDA is secured in order to lever in additional funding to ensure that the scheme is delivered. Such funding is likely to be related to site preparation and the delivery of office accommodation.

Transport and movement strategy (option B)

- To maximise the potential of the site it would be necessary to enhance access from Portland Street.
- The traffic generation associated with commercial or leisure uses is likely to be higher than the existing residential development. However, the location of the site in relation to the town centre offers real opportunity for sustainable linkages.

Public / Business realm strategy (option B)

- Opportunity to create a strong physical link with Mansfield Football Stadium and the new development site through high quality public realm.

PROJECT NAME: PGRF

REFERENCE: Proforma E, Site 13

USE: PGRF Business park



Project description

Subject to at least one of the existing occupiers relocating to more suitable locations, this project aims to develop a more appropriate business area centred on 'grow on' office, hybrid and warehouse space for this area of Mansfield.

The emerging vision for the area south of the railway line is to develop a primarily employment area with a focus on improving business facilities. Site 13 will include grown-on office space, hybrid units and warehouse buildings up to a combined area of 13400 sqm.

It is hoped that the improved image of the site and its close proximity to the town centre, transport links and leisure facilities will provide an attractive place to work. Further to this, the business units incorporated in the development will result in a vibrant environment that will encourage reduced car use. The development of this site will be phased and is reliant on the relocation of the existing businesses to more suitable locations. Should any one of these two businesses not wish to move, the project will continue albeit to a lesser extent of redevelopment. Indeed it is likely that the far western portion of the site, currently occupied by SDC Trailers, will be developed initially.

How the project meets the vision

This project is the driver project in supporting the creation of a strengthened business area to the south of the railway line.

Mansfield town centre currently provides secondary office space for a variety of small businesses. There is however a shortage of quality Grade A office space capable of accommodating growing businesses. The development of site 13 will provide essential grow-on space, encouraging businesses to stay in Mansfield and increasing job opportunities. Additional hybrid and warehouses will provide further business opportunities, especially for traditional industry. In doing this, the development will confront key employment objectives of the masterplan.

The relocation of existing businesses to more suitable sites, particularly SDC Trailers, will also reduce high levels of HGV usage in and around the area, reducing the pressure on the local road network and making the environment safer for neighbouring communities. The new



Indicative images of grade A office space

business area will also provide a high quality public and business realm that will also help raise the profile of Mansfield.

Design principles

- The office buildings will be designed and constructed to Grade A standard. Flexibility will be a key principle to ensure that diversity in use and changing needs are met.
- The buildings will be accessible to all potential users;
- Construction materials, methods of heating and cooling and building design will be selected to reduce the environmental impact of the building. Considerations will include the provision of secure bike storage, recycling facilities and energy saving measures; and
- Landscaping around the buildings will be of high quality to attract use by both office occupants and investors and to provide a pleasant working environment for new employees.

Specification

Proposed useGrow-on office space@6900m2, Hybrid units@3900m2, Warehouse buildings@2900m2 and 312 car parking spaces

Area of site44000 square metres

Access and services,Vehicle access from Quarry Lane with additional pedestrian access from footbridge and railway foot path to the north of the site

Delivery Issues

Key steps in progressing with this proposal are:

- To ensure that appropriate planning policy documents (e.g. SPD) are in place to guide future development;
- The Council should seek to improve the stock/properties it has in this location in order to maintain the market interest from occupiers/businesses. This may include re-development of some units for newer forms of business space, which could include hybrid or office accommodation at the more prominent site.
- Such re-developments could be undertaken with the private sector, through land sales to suitable developers which would work to deliver an acceptable scheme.
- The Council should maintain close links with SDC Trailers and Dairy Crest in the context of ensuring that they are assisted in relocating with Mansfield to a suitable location.

Transport and movement strategy

- A combined Travel Plan for the business park should be produced to encourage sustainable forms of travel and minimise any impacts from additional vehicles.
- As part of the Travel Planning process bus operators could be encouraged to divert existing services along Quarry lane or introduce dedicated shuttle buses.
- Walking and cycling will be encouraged through the provision of showers for staff members and cycle parking.

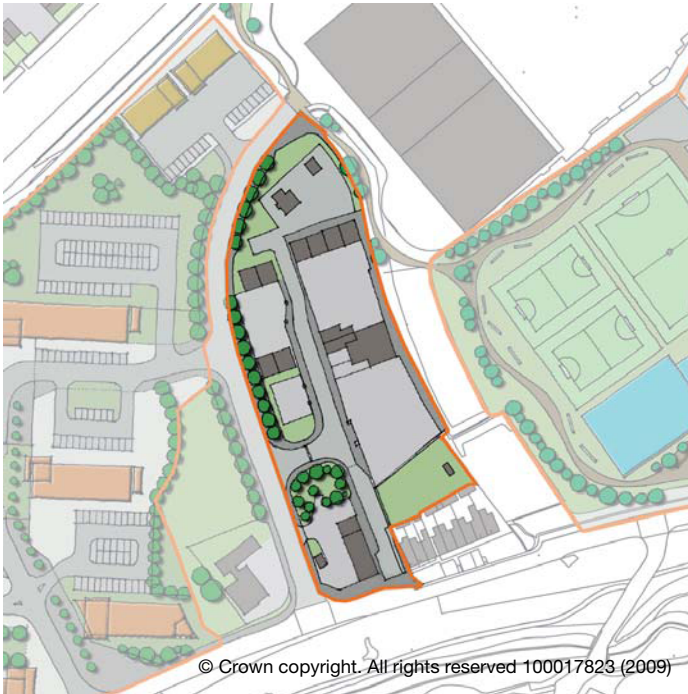
Public / Business realm strategy

- Development of high quality business public realm incorporating public art with opportunities for office workers to sit and relax outside and attract potential investors/tenants.
- Potential to create a green link from Moor Lane Park through the new business development with the River Maun Corridor through high quality public realm.

PROJECT NAME: PGRF

REFERENCE: Proforma F, Site 14

USE: Sibthorpe Street Traditional Business Area



Project description

This project is about supporting and enhancing the existing traditional businesses in this area through public / business realm improvements and a new approach to marketing. New development and redevelopment will occur where appropriate.

The improvement of site 14 will focus on improving the environment for existing, largely traditional businesses in order to encourage local companies and traditional industry to remain in Mansfield. The development will include improvements to the security of the properties, improving the business realm generally, site marketing and the upgrading of Highfield Way, to ensure that pedestrians have a safe and attractive north south route to and from Quarry Lane.

How the project meets the vision

The development proposed for site 14 will three key objectives of the masterplan.

1. Supports the creation of a stronger business area to the south of the railway line. It does this by the protection and enhancement of existing industry and business and subsequent increase in employment opportunities;
2. Creates a safe, functional and attractive environment in which to work; and
3. Improved pedestrian access to key areas around Mansfield

Key objectives met

02, 03, 04 and 05

Design principles

- On site landscaping will be of high quality to support the business of existing ccupants and as an amenity to employees
- Improvements will include the provision of high quality access and security for both businesses and pedestrians travelling along Highfield Way.
- Existing businesses will be consulted to ensure that needs are met and potentially a 'Sibthorpe Street Management Forum' established.



Indicative images of street improvements

Specification

Proposed use Traditional business and industry with improvements proposed for the surrounding environment

Area of site 13000 square metres

Access and services Primary vehicle access from Quarry lane and Highfield Way.
Pedestrian access from Sibthorpe Street

Delivery Issues

- The Council should seek to improve the stock/properties it has in this location in order to maintain the market interest from occupiers/businesses. This may include re-development of some units for newer forms of business space, which could include hybrid or office accommodation at the more prominent site.
- Such re-developments could be undertaken with the private sector, through land sales to suitable developers which would work to deliver an acceptable scheme.
- It is likely that some element of public funding will be needed and we would suggest that support from the Council and EMDA is secured in order to lever in additional funding to ensure that the scheme is delivered. Such funding is likely to be related to business environment improvements and the delivery of commercial accommodation.

Transport and movement strategy

- The proximity of this site to the adjacent business park ensures that Travel Plan initiatives for one development will benefit the other.

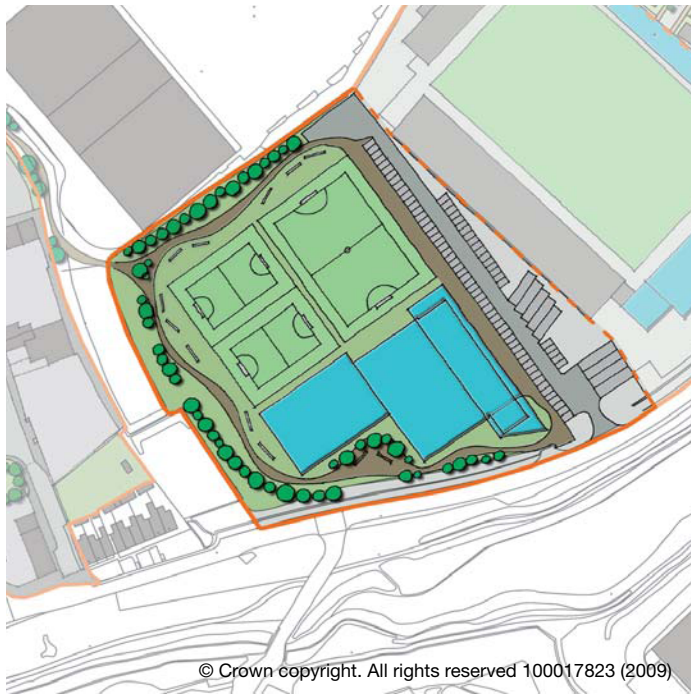
Public / Business realm strategy

- Upgrade the existing business environment through introduction of landscape improvements including tree and shrub planting, grass and hard paved areas. Potential to rationalise car parking and service access.

PROJECT NAME: PGRF

REFERENCE: Proforma G, Site 16

USE: Commercial leisure facilities



Project description

This project aims to provide a commercial leisure facility that supports the creation of a mixed business area and increases the vibrancy and activity of this part of the PGRF area into the evening and at weekends.

The current training pitches have become run down and underused and present a significant opportunity

The proposal for site 16 initially includes improving the lighting, quality and security of the training pitches to enable use by the general public in the short term, whilst providing sufficient car parking spaces to serve the football stadium.

In the longer term, a new leisure based commercial activity, such as 5 aside courts, would serve the football club for training as well as being a resource for local business and residents. Such a use would also help to animate the area in the evening in terms of floodlighting and significant usage, extending the vibrancy of the business quarter. Health and fitness uses also contribute to the wider regeneration agenda.

There is also the potential for the development of complementary commercial leisure facilities fronting onto Quarry Lane. In addition to this, improvements will be made to the stadium exterior with the aim of proving a unified and attractive frontage along Quarry Lane.

How the project meets the vision

The development of the training pitches will provide a functional, safe and attractive commercial leisure facility that will generate fresh leisure and employment opportunities, promote Mansfield Football Club, potentially create new businesses and attract people to the River Maun Nature Reserve. Such a facility will be an amenity that supports the creation of a strengthened business area

Key objectives met

02, 03, 04 and 07



Indicative images of indoor and outdoor training pitches

Design principles

- The development will improve the quality and safety of the current football pitches;
- Improvements will be made to access routes that run through the site to make them more attractive and safer to use; and
- Commercial leisure facilities will be designed to promote Mansfield Football Club and will therefore improve local civic pride.

Specification

Proposed use 3 no. 5-a-side football pitches@5380m² , indoor leisure facility@3790m²
Area of site 21000 square metres
Access and services Main access from Quarry Lane with additional potential access from Midland Way

Delivery Issues

It would be our view that the local authority need to produce planning policy to guide and inform future acceptable development at this site. Equally the Council could consider working with the football club and associated agencies (i.e. Football Association and Sport England) to investigate whether there is potential for funding to be secured for improved club/community facilities. This may include working with community groups to encourage delivery, use and support of these facilities.

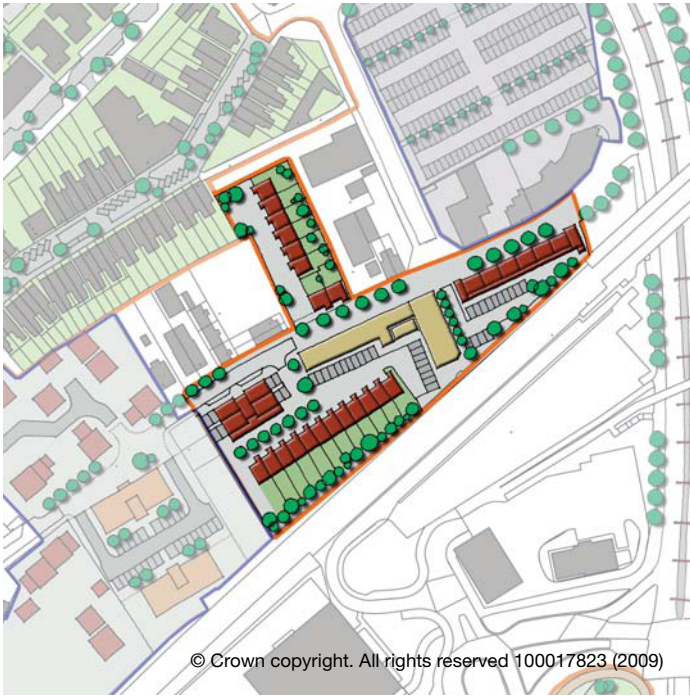
Public / Business realm strategy

- Use of landscape measures to assist in improving the setting of commercial and leisure facilities such as tree and shrub planting and surface treatments.
- Opportunity to create an attractive civic space fronting onto the River Maun Corridor and assist in strengthening the main entrance of Mansfield Football Stadium.

PROJECT NAME: PGRF

REFERENCE: Proforma H, Site 18

USE: New Residential Development



Project description

This project aims to strengthen the northern residential community through the provision of new accommodation and public realm on a key site either side of Victoria Street.

Current demand for residential accommodation outstrips supply in Mansfield. The development of site 18 will continue the work started earlier on surrounding sites in order to meet this demand. The development will focus on supplying small scale, 1 and 2 bedroom properties for first time buyers and single people. The surrounding landscape will be developed as a safe, pedestrian friendly and attractive environment and any community facilities and amenities will be encouraged

In delivering this development (which is accepted to be in the medium to long term), close consultation will be undertaken with the existing community.

How the project meets the vision

The development of site 18 supports the creation of a strengthened residential community to the north of the railway line and will improve the environment in the area and provide new and existing residents with an attractive and safe place to live.

More strategically, developing this site for new development will significantly improve the image of Mansfield, particularly to those arriving by train.

Design principles

- The accommodation will be high quality both in terms of design and construction
- The surrounding landscape will be designed to prioritise pedestrian use and promote community interaction
- High density apartment style development is not deemed appropriate.

Key objectives met

03 and 07



Indicative images of residential development

Specification

Proposed use 20no. Houses@1400m², 2no. apartment@2190m²

Area of site 7600 square metres

Access and services. Access from Portland Place/Fife Place/Victoria Street

Delivery Issues

As the property is already in private sector ownership we consider that there is no need for the public sector to try and gain ownership of the property. However the key steps in progressing with this proposal are:

- Initially to prepare planning policy which supports and indeed encourages this change of use. In this way the current occupiers can time their exit and prospective disposal to suit them, but with the confidence that a developer can secure the alternative higher value use;
- To support future development the public realm and general environment needs to be improved and this could include a new improved crossing over Portland Street. Where possible the Council should seek to secure funding and improvement of the public realm;
- We envisage that whilst a scheme can be viable it may not be able to support significant contributions in terms of S106 (i.e. affordable housing and other contributions). We would suggest that the Council are as pragmatic as possible in this respect as the new development will bring regeneration and new activity to this location.

Transport and movement strategy

- New residential development north of the railway line should be designed with home zone principles in mind.
- The location of the development offers excellent accessibility and facilities for parking should be kept to a minimum.

Public / Business realm strategy

- Explore potential to incorporate attractive shared and private greenspace as part of the residential development through the creation of courtyards and pocket parks that can be used by the community

PROJECT NAME: PGRF

REFERENCE: Proforma I, Portland Street Boulevard

USE: Improvements to appearance and access



Project description

A key issue identified by residents through consultation is the pedestrian severance caused by Portland Street when trying to cross or reach destinations such as the town centre.

This has been attributed to the high levels of traffic and the limited number crossing points, many of which are poorly placed. Improvements will include upgrading the existing footbridge and improvements to existing crossing points at Peacock Street (leading to Station Road), and junctions at St Peters Way and Nottingham Road. In the future, a footbridge may be provided at the Peacock Street junction which could be integrated into any development that may occur, although in the short term this is deemed to be too expensive.

In addition, trees will be planted lining Portland Street to create a boulevard along with new public realm, signage, public art where appropriate and boundary treatments. All of this will strategically improve the image of the town, support business and investment and create a more pleasant and safe environment for the pedestrian.

How the project meets the vision

Portland Street is a major gateway in and out of Mansfield. Its improvement will do two things; it will help to improve the image and perception of the town as well as creating a more attractive and functional route for pedestrians. This will break down the major barrier effect and encourage safe movement between the PGRF area and the town centre as well as serving communities beyond. In improving the image of the town investment in business will also be encouraged

Key objectives met

03, 05 and 07

Design principles

- The development will focus of creating a safe and inviting access route for pedestrians both along it and across it;
- The improvement to existing bridges and the addition of new crossing points will be vital in encouraging the use of the route
- Public art and public realm improvements will be undertaken in consultation with local resident and business communities.



Indicative image of a living street

Specification

Proposed use Existing road to be developed into a boulevard

Distance covered Length along boundary of study area 607m (i.e. 1200m to be developed)

Access and services. N/A

Delivery Issues

The frontages onto Portland Street need to be fully exploited, perhaps for uses such as offices, leisure and retail. Equally linkages across the Boulevard are important. The pedestrian experience needs to be enhanced and we believe better linkages to the Town Centre will improve the prospects for both the Portland Gateway and the Centre.

Transport and movement strategy

- Improvements to existing crossings and the possible provision of a bridge will be vital in increasing accessibility to and from the town centre and other sites of interest

Public / Business realm strategy

- Use of semi mature trees and landscape boundary treatments to help strengthen the image of the town and create an attractive route for both pedestrians and traffic coming into the town centre.

13. Implementation Plan

Introduction

This chapter presents an implementation plan for the proposals presented as part of the Portland Gateway Regeneration Framework. It is based upon the outline financial appraisals that have been undertaken for each of the key areas of intervention. These appraisals are contained within a paper that is provided separately, as it is clear that the financial information contained therein is market sensitive.

The projects can be split into three categories; enabling projects, development projects which require public sector intervention and projects to be undertaken by the private sector. The enabling projects are projects such as the access and public realm improvements to Portland Street. These will have to be undertaken directly by the public sector. Other projects will be developed by the public sector, such as the proposed car park. Finally projects such as the Whiteley Electronics site should be undertaken by the private sector as the indicative financial analysis undertaken indicates a viable scheme.

There are a number of projects which can be grouped together and as such there will be some opportunities for cross subsidy. This opportunity occurs where the proposals are related and as such they may occur within similar timeframes and linked through initiatives such as section 106 payments. These include the Whiteley Electronics site and the improvements to Portland Street. The improvements to Portland Street could also be partly funded by the proposed redevelopment of the Lord Street and Bishop Street area, should the redevelopment be undertaken.

In terms of priority projects, King Sturge believes that the priority projects for the Public Sector will be those which encourage private investment and development in the area. The priority of the projects is highlighted in the table below:

Project	Type of Job	When? ST/MT/LT	Priority High/ Medium/ Low	Lead Public/ Private Sector	Funding Source
Site 14 - Sibthorpe Street	Enabling project/ development	Short Term	High	Public Sector	Mansfield District Council and EMDA
Improvements to Portland Street	Enabling Project	Short Term	High	Public Sector	Highways Agency, some s278 contributions, Mansfield District Council and EMDA
Site 3 - Car Park	Public Sector Development (could be undertaken with private sector finance)	Short Term	High	Public Sector	Mansfield District Council
Improved Pedestrian Access across railway line	Enabling Project	Medium Term	Medium	Public Sector	Mansfield District Council and S106

Project	Type of Job	When? ST/MT/LT	Priority High/Medium/Low	Lead Public/Private Sector	Funding Source
					contributions
Site 8 - Lord Street and Bishop Street Option A	Public Sector Development	Medium Term	Medium	Public Sector	Mansfield District Council and Homes and Community Agency
Site 8 - Lord Street and Bishop Street Option B	Joint Venture	Medium Term	Medium	Public and Private Sector	Mansfield District Council
Site 5 - Home Zone Development	Public Sector Development	Long Term	Low	Public Sector	Mansfield District Council
Site 7 - Internal Living Streets	Public Sector Development	Long Term	Low	Public Sector	Mansfield District Council
Site 13 - Dairycrest and SDC Trailers	Private Sector Development	Long Term	Low	Private Sector	Private Sector
Site 16 - Training Pitches	Public/Private Sector Development	Long Term	Low	Public Sector	Mansfield District Council, Sport England and Football Association
Site 18 -	Private Sector	Long Term	Low	Public	

Project	Type of Job	When? ST/MT/LT	Priority High/Medium/Low	Lead Public/Private Sector	Funding Source
Whiteley Electronics				Sector initially, Private in terms of delivery	

In terms of the key actions for the public sector it can be seen from the above table that the improvements to Portland Street and the Car Park should be the priority projects as this will encourage private sector investment within the study area and also to the west of Portland Street particularly around the retail proposals at the old bus station. There are a number of medium term projects also which will promote private investment as they will improve the connectivity of the area to the town centre and the public realm.

In terms of sites which will be brought forward by the private sector market conditions will dictate when these are brought forward.

A number of these key intervention areas are now considered further overleaf and in the remainder of this section.

Site 14 - Sibthorpe Street

Constraints

The constraint for this project will be the funding of the business environment improvements.

Approach to Delivery

- The Council should seek to improve the stock/properties it has in this location in order to maintain the market interest from occupiers/businesses. This may include re-development of some units for newer forms of business space, which could include hybrid or office accommodation at the more prominent site.
- Such re-developments could be undertaken with the private sector, through land sales to suitable developers which would work to deliver an acceptable scheme.
- It is likely that some element of public funding will be needed and we would suggest that support from the Council and EMDA is secured in order to lever in additional funding to ensure that the scheme is delivered. Such funding is likely to be related to business environment improvements and the delivery of commercial accommodation.

Site 3 - Car Park

Constraints

The principle constraints for the proposals will be the access both in terms of vehicular and pedestrians which will need to be improved as the car park is to be one of the main car parks for shoppers and workers within the town centre. The level of charges that can be levied together with the degree of patronage will influence viability.

Another constraint is landownership, although Mansfield District Council is a large landowner within the area there are a number of sites which are privately owned. If this development is going to come forward then an amount of site assembly will be needed.

Approach to Delivery

Subject to detailed drawings and town planning the Council have a number of options to deliver the car park; these include:

- A self financed design and build contract.
- A partnership deal with a private sector operator which will assist in the funding of the development in exchange for a revenue stream.

Any option is dependent upon the funding of the capital costs of construction.

Charging will be dependent on the car parking management policy decisions which the Council consider appropriate.

Depending on timing and need, this scheme could be linked to a new retail development scheme at Stockwell Gate and as such could be delivered together, which could include funding in part or whole for the new car park.

Site 8 - Lord Street and Bishop Street

Constraints

Should redevelopment be pursued following the MDC's forthcoming consultation with local residents, the major constraint to development at this location is the need for site assembly, which can be a lengthy process. It is likely that for a comprehensive

redevelopment a Compulsory Purchase Order will be needed to ensure that the site is assembled in its entirety.

Approach to Delivery

Key steps in progressing with this proposal are:

- To undertake a more detailed study examining the rationale for redevelopment - this will examine the condition and market for the properties. It is likely that options need to be tested including remodelling/refurbishment. This will create an evidence base to proceed.
- On the assumption that it is decided that a comprehensive redevelopment is justified it will be appropriate to:
 - Produce an Adopted Planning Policy document (e.g. SPD) for the area - to support a prospective CPO
 - Commence land assembly on a private treaty basis - to acquire properties as and when they become available. Of course the Council could consider letting such properties on an interim basis to cover holding costs
 - To progress with the process of securing a Compulsory Purchase Order - this will include securing a Council Resolution to use these powers
 - To retain agents and secure a developer partner for the intended scheme - such partner will then support the compulsory purchase. The developer will work to secure end users including a hotel operators and office occupiers.

- It is likely that some element of public funding will be needed and we would suggest that support from the Council and EMDA is secured in order to lever in additional funding to ensure that the scheme is delivered. Such funding is likely to be related to site preparation and the delivery of office accommodation.

Site 5 - Homezone

Approach to Delivery

The delivery of this project would have to be undertaken by the public sector. King Sturge would anticipate that funding would need to be sourced from the Council's budgets for these 'improvements'. Where proximate to new development some funding could be sought through S106, depending on the financial dynamics of the schemes coming forward.

Site 7 - Internal Living Streets

Approach to Delivery

The development is likely to be funded and delivered by the Council as part of a neighbourhood improvement scheme.

Site 13 - Dairy Crest and SDC Trailer Sites

Constraints

These sites are in active use and are relatively fully utilised. Any future redevelopment is predicated upon successful relocation of the existing businesses. It is our experience that such businesses will seek to finance their relocations from the receipts of their existing ownerships. This will place pressure on these sites in terms of

seeking higher value uses, which may include residential or retail. The masterplanning process has identified this site as a potential business site incorporating both office and light industrial uses in the form of workshops. Planning policy will need to reflect this and provide guidance of the uses which are acceptable in this location.

Approach to Delivery

Key steps in progressing with this proposal are:

- To ensure that appropriate planning policy documents (e.g. SPD) are in place to guide future development;
- The Council should seek to improve the stock/properties it has in this location in order to maintain the market interest from occupiers/businesses. This may include re-development of some units for newer forms of business space, which could include hybrid or office accommodation at the more prominent site.
- Such re-developments could be undertaken with the private sector, through land sales to suitable developers which would work to deliver an acceptable scheme.
- The Council should maintain close links with SDC Trailers and Dairy Crest in the context of ensuring that they are assisted in relocating with Mansfield to a suitable location.

Site 16 - Training Pitches

Constraints

This site is in private sector control and the owners have expressed interest in bringing forward a retail development linked to the adjoining scheme. We consider that

demand for further retail warehousing is weak and indeed given the Council's aspirations for more centrally located sites such development could take at the Stockwellgate site. Therefore to bring forward regeneration and re-use of this site is challenging.

Furthermore the location of the site, adjacent to the football club in itself needs to be carefully considered in terms of provision of car parking and indeed match day conflicts e.g. car parking, pedestrian and traffic movements.

Approach to Delivery

It would be our view that the local authority needs to produce planning policy to guide and inform future acceptable development at this site. This may require refusal of any proposals submitted which do not propose leisure facilities such as training pitches. Equally the Council could consider working with the football club and associated agencies (i.e. Football Association and Sport England) to investigate whether there is potential for funding to be secured for improved club/community facilities. This may include working with community groups to encourage delivery, use and support of these facilities.

Site 18 - Whiteley Electronics

Constraints

Given the historical uses associated with this site there could be a large cost with regard to the potential remediation of the subject site.

Approach to Delivery

As the property is already in private sector ownership we consider that there is no need for the public sector to try and gain ownership of the property. However the key steps in progressing with this proposal are:

- Initially to prepare planning policy which supports and indeed encourages this change of use. In this way the current occupiers can time their exit and prospective disposal to suit them, but with the confidence that a developer can secure the alternative higher value use;
- To support future development the public realm and general environment needs to be improved and this could include a new improved crossing over Portland Street. Where possible the Council should seek to secure funding and improvement of the public realm;
- We envisage that whilst a scheme can be viable it may not be able to support significant contributions in terms of S106 (i.e. affordable housing and contributions to the other employment sites within the area). We would suggest that the Council are as pragmatic as possible in this respect as the new development will bring regeneration and new activity to this location.

14. Monitoring and Evaluation

Introduction

The starting point for monitoring the success of the PGRF is the Regional Economic Strategy for the East Midlands.

'A Flourishing Region' sets out our aspirations and vision for the region over the next decade or so to 2020. The vision for 2020 builds on the Top 20 ambition set out in the region's previous economic strategies. The region has embraced the vision to be 'one of Europe's Top 20 regions by 2010', measured against a basket of economic and environmental indices. Regional progress has also been measured against the Government's targets as well as the targets set against specific actions in both 'Prosperity through People' and 'Destination 2010'.

emda has committed to continue to measure progress against the 'Top 20' index until 2010. To aid this process, the PGRF should therefore complement this framework in order to clearly enable monitoring and evaluation of the study area to contribute to regional totals.

In order to help measure progress against their vision for 2020, emda have developed a new performance management framework, which can be found on page 25 of the RES.

How the PGRF performs in terms of Strategic Priorities

The first steer that could be used to form a qualitative assessment of the PGRF based on the aims of the strategic priorities of the RES - which are termed indicators of success within the RES. These include:

1. **Employment, learning and skills** To move more people into better jobs in growing businesses.

2. **Enterprise and business support** To become a region of highly productive, globally competitive businesses.
3. **Innovation** To develop a dynamic region founded upon innovative and knowledge focused businesses competing successfully in a global economy.
4. **Transport and logistics** To improve the quality of regional infrastructure to enable better connectivity within and outside the region.
5. **Energy and resources** To transform the way we use resources and use and generate energy to ensure a sustainable economy, a high quality environment and lessen the impact on climate change.
6. **Environmental protection** To protect and enhance the region's environment through sustainable economic growth.
7. **Land and development** To ensure that the quality and supply of development land, and balance between competing land uses, contributes towards sustainable growth of the regional economy.
8. **Cohesive communities** To increase life chances for all leading to stronger and more cohesive communities, a dynamic society and a stronger economy.
9. **Economic renewal** To ensure all people and communities have the opportunity to create new and sustainable economic futures.
10. **Economic inclusion** To help overcome the barriers, or market failures, that prevent people from participating fully in the regional and local economy.

An annual or six monthly qualitative progress report could be provided for the PGRF structured against each of these headings.

Targets and measures

The RES suggests a 'basket' of indicators directly aligned to the 10 RES Strategic Priorities highlighted above. These indicators describe the positive regional 'outcomes' that partners' activity will influence. A summary of these indicators is provided below and it is suggested that these are used to measure the success of the PGRF, which would provide a more quantitative measure.

The example from the RES is included below in terms of the indicators and measures suggested. However, given the difference in scales between a region and an area the size of the PGRF, the measures per indicator would need to be developed. Those responsible for delivering the PGRF would then have to set targets and note the baseline position for each, against which progress can be measured. However, it is thought that these indicators will only clearly measure progress over the medium to long term.

Indicator	Measure
Vision	Regional Index of Sustainable Economic Wellbeing.
Productivity	GVA per hour worked
Employment rate	Employment rate (% working age).
Employment, learning and skills	Percentage of economically active adults qualified to Level 4 or higher. Employment in K1 high knowledge intensive sectors and K4 low knowledge intensive sectors.

Indicator	Measure
Enterprise and business support	Business registration rate (per 10,000 population). Proportion of businesses surviving 3 years.
Innovation	Gross Domestic Expenditure on R&D (GERD). % of businesses' turnover attributable to new & improved products.
Transport and logistics	% of Workforce travelling to work by public transport, walking or cycling.
Energy and resources	Carbon dioxide emissions by end user per £ million GVA. Waste produced per £ million GVA.
Environmental protection	Proportion of river distance classified as 'good' chemical and 'good' biological quality.
Land and development	Average annual growth rate over a five year period in employment floor space.
Cohesive communities	Participation in formal voluntary activities in the last 12 months.
Economic	Economic activity rate (% working age) in

Indicator	Measure
renewal	urban and rural areas.
Economic inclusion	Proportion of the population of working age claiming key benefits. Economic activity rates in bottom decile of East Midlands Local Authority Districts/ Unitary Authorities.

Given the qualitative nature of the PGRF against the regions strategic priorities and the fact the quantitative indicators above will be suitable more in the medium to long term, the following bespoke approach which combines the best of both is suggested:

Bespoke Approach for the PGRF

We would suggest that Mansfield District Council, in conjunction with the emda, monitor the performance of the PGRF in the following way:

- **Planning Permissions** - monitoring of proposals and implementation of planning applications within the PGRF - and immediately adjacent. The measure will be the amount of floorspace proposed and being constructed;
- **Real Estate Values** - the monitoring of the following can be recommended:-
 - Rental Zone A rentals
 - Office rentals
 - Residential Values (following the delivery of new accommodation)
 - Yields can also be monitored however these are influenced by national finance trends
- **Vacancy Rates** - we would also suggest an annual check on vacancy rates for all uses;

- **Footfall Levels** - following the identification of key locations we would suggest periodic (say 6 monthly) reviews of footfall levels in order to establish the popularity of the PGRF area. Strategic survey points on pedestrian crossings, the bridge and from the proposed new car park and new public realm areas will be particularly interesting to measure;
- **Employment levels** - particularly relevant to the business sector where the level of jobs can be monitored and updated. NB this must also include those retained by relocated businesses, i.e. jobs retained rather than jobs lost. This could be undertaken annually;
- **Environmental Qualities** - an annual review of items such as cleanliness, public realm & landscaping to ensure that these aspects of the PGRF are well maintained;
- **Car Parking** - following the development of the car park, on an annual basis review the performance of the public car parking provided in the PGRF area - is this operating at under or over capacity - should charges be reviewed?
- **Consumer Satisfaction** - periodic street surveys of a small sample could be undertaken - perhaps once every 6 months to obtain feedback from users of the PGRF which will include a mix of residents, workers and visitors to the town centre / football ground etc.

The above should be introduced in a phased manner and in particular once the first phase car park and public realm / image improvements are undertaken. Having a robust baseline from which to compare future performance will be a very helpful tool for both justifying future investments, but also in monitoring those that have already been made. This will become meaningful in the medium term when a number of years of data is available. Together a consideration of all these measures and indicators will provide an overall framework for monitoring progress towards sustained and sustainable economic growth of the PGRF area and therefore its contribution to the economic health of the East Midlands.

15. Conclusion and Next Steps

Conclusion

The Portland Gateway Regeneration Framework has evolved through a process of detailed baseline research, collaborative options development and thorough stakeholder and community consultation.

Whilst the overall framework for the study area has been proven to be largely supported by key stakeholders and the local business and residential community, the Lord Street / Bishop Street area has generated dual debate as to where its future lies. This was epitomised by the animated event undertaken on Wednesday 1st October that was attended by around 50 attendees, mostly from the Lord Street and Bishop Street area, who came to voice their concerns over any proposal to demolish these properties.

This is why in a strategic overarching document such as this, the site has had two options developed centred on two scenario's - either the retention or demolition of these properties.

Clearly, reaching a decision for the future of this site is a priority for the Council, which therefore forms the basis of the key next step actions for Mansfield Council to consider.

Next Steps

Now that this document is concluded in all areas but for a definitive answer for Lord Street and Bishop Street, reaching a corporate view as to this areas future is the key next step action for the Council to undertake.

It is also recommended that Mansfield District Council organise a meeting with emda to discuss this report, including exploring the scope for any funding assistance. Short term wins associated with image improvement, marketing and public realm are seen as particular priorities.

Following the determination of the Lord Street and Bishop Street issue, Mansfield District Council's Regeneration Department will take forward the PGRF as Interim Planning Guidance (IPG).

The IPG will set out the Council's approach to a number of planning policy and regeneration issues in relation to the Portland Gateway Regeneration Framework, particularly those central to the scope of the site and the options with regards to acceptable uses. Once adopted, the Portland Gateway IPG will be a material consideration for all planning applications in relation to the regeneration of this important area.



Appendices

- A. 25th June Stakeholder & Community Consultation Feedback Paper
- B. 25th July Stakeholder Options Event
- C. Copy of Public Consultation Exhibition Boards



Appendix A:

25th June Stakeholder & Community Consultation Feedback Paper



PORTLAND GATEWAY REGENERATION FRAMEWORK

Feedback Paper

25th June 2008

Contents

1. Introduction
2. Thematic Group Work Feedback on Key Issues & Opportunities
3. Thematic Group Work Feedback on Vision & Key Interventions
4. Conclusion and Next Steps

1. Introduction

Introduction

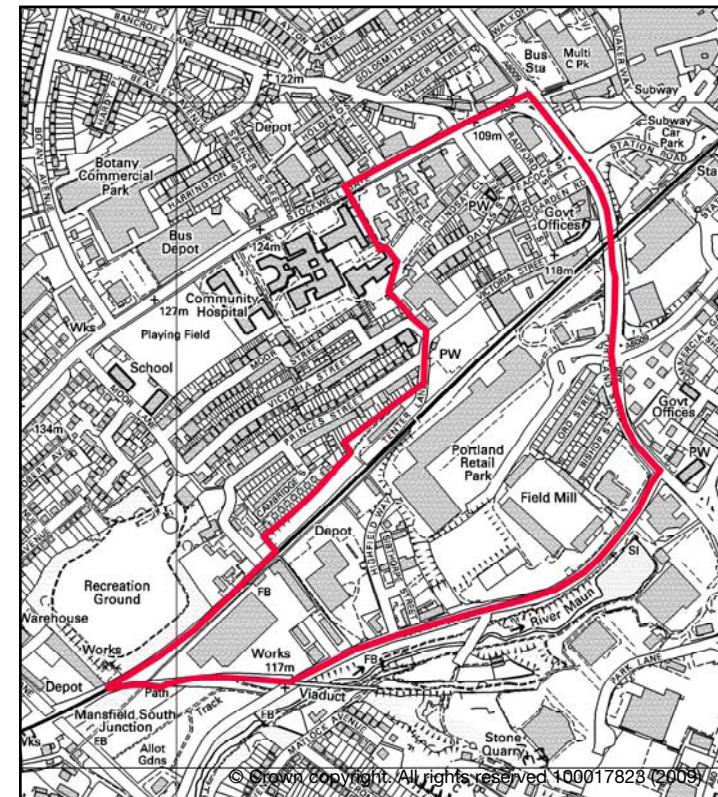
In conjunction with Mansfield District Council, BDP as lead consultant in a team also comprising property market agents King Sturge and transport consultants Waterman Boreham, organised a key stakeholder consultation event on Wednesday 25th June 2008, to consider issues and opportunities for change in a key regeneration area of Mansfield, with an emerging name of the 'Portland Gateway Regeneration Area'.

The study area is illustrated on the plan adjacent.

The agenda for the stakeholder consultation meeting / workshop during the morning and over lunch was as follows:

- | | |
|---------------|---|
| 10:00 - 10:15 | Arrive and coffee |
| 10:15 - 10:20 | Welcome: Councillor Kate Allsop (Portfolio Holder for Regeneration) |
| 10:20 - 10:30 | Introduction to project and team members |
| 10:30 - 10:50 | Presentation on key findings to date |
| 10:50 - 11:30 | Themed groups to review key issues & opportunities |
- Physical environment (public & business realm)
 - Commercial market & property
 - Transport and movement

- | | |
|---------------|---|
| 11:30 - 11:45 | Feedback and coffee |
| 11:45 - 12:30 | Discussion on the vision for the Portland Gateway Regeneration Framework & Opportunities for change |
| 12:30 - 12:45 | Next Steps & close |
| 12:45 + | Networking over lunch |



Study area boundary

Venue and Attendees

The main Stakeholder event was undertaken at the Salvation Army Centre on Victoria Street, which is immediately adjacent to the study focus area. Invites for this event were sent from Mansfield District Council in early June to a range of stakeholders with an interest in the area including businesses, landowners and key officers. Follow up telephone calls were made prior to the event where key contacts hadn't confirmed their attendance. 28 people attended and this list in full is contained at Appendix 1. A number of local residents also attended and this proved to be very useful in shaping the discussions, especially given their knowledge and passion for the area.

In addition, there were 6 facilitators from the project team, comprising a mixture of consultants and staff from Mansfield District Council. These included:

- Kieron McGlasson, BDP
- Sarah Townsend, BDP; Alex Vogt, Waterman Boreham; and Henry Burton, King Sturge
- Nick Hibberd and Philip Delaney, Mansfield District Council

BDP.

Mansfield Field Mill Quarter: Key Stakeholder Issues and Visioning Meeting

Wednesday 25th June 2008

SIGN IN FORM

Name	Organisation	Contact Details (Please leave Business Card if Available)
Neil Johnson	MDC	01623 463107 njohnson@mansfield.gov.uk
MIKE FARLEY	MDC	01623 463000 mfarley@mansfield.gov.uk
Rob Hurst	MDC - Housing	
GEAMMA DENTON	MDC - Regen	01623 463197 gdenton@mansfield.gov.uk
Ranbir Mander	—	01623 463727 rmander@mansfield.gov.uk
Sackie Gell	MANFELD SEA CARPETS	
MR JOHN DAVIS	61 Fins 215	01623 627222
MRS JUNE DAVIS	61 Fins 215	01623 627222

Page 1 of sign in form

Context Setting

Following arrival and coffee, the session began with an introduction by Councillor Kate Allsop (Portfolio Holder for Regeneration). This outlined the scope of the project and importantly how it fits within the wider regeneration context of Mansfield.

A representative from the project team then introduced individual team members and the organisations undertaking this work before outlining the project aims and brief, in addition to a structure for the day.

A 20 minute presentation was then provided by the project team to outline some of their key findings to date. This presented a number of issues to be discussed in greater detail in the subsequent group sessions. This presentation is a useful summary of the baseline findings of the project team to date and can be provided as a separate item upon request. It will shortly be posted on a dedicated webpage for the Portland Gateway Regeneration Area.

The 28 attendees were then invited to split into one of three thematic groups to consider the following subjects:

- The physical environment (public & business realm)
- The commercial market & property
- Transport and movement

A summary of these discussions will now be presented.

2. Thematic Group Work Feedback on Key Issues & Opportunities

Introduction

This Chapter provides feedback on the three 40 minute group sessions that considered issues and opportunities in the study area associated with:

- The physical environment (public & business realm)
- The commercial market & property
- Transport and movement

Notes were taken on flip charts and recorded by group leaders. Various map and photograph based sheets also acted as prompts for discussion.

Group 1: The physical environment (public & business realm)

This group was led by members of BDP and included representatives from Mansfield District Council, the Police and local residents. Given the nature of the discussions, the presence of local community members at this session was highly beneficial.

Discussion was assisted by reference to a plan and a number of key issues noted. The group leader asked that the attendees agreed on 5 key issues and 5 key opportunities associated with the physical environment, which were then fed back to the wider group as a summary of the discussions. These were as follows:

5 Key Issues with the Physical Environment in the Study Area

1. Primary movement corridors such as Portland Street and the railway line are littered with eyesore and a poor quality environment, which creates a negative

image upon arrival into Mansfield. Some derelict houses at the end of Princes Street for example near the railway line were labelled 'mini Beirut';

2. The effects and influence of crime, particularly anti social behaviour, vandalism and graffiti;
3. Footpaths and road crossing points are poor and unsafe, therefore making connectivity within and out of the area an issue;
4. Vacant land and derelict buildings creates a poor image; and
5. The area and environment is in dire need of a general 'uplift'.

5 Key Opportunities the Physical Environment in the Study Area

1. Sense of community;
2. River Maun corridor and nearby Titchfield Park;
3. Improved linkages from station car park to footbridge (and town centre);
4. Develop the environs of the Field Mill Football Club, potentially with a new civic space; and
5. Although outside the study area, improvements to Moor Lane Park were seen as a key opportunity to address the lack of green space and quality civic space within the study area.



Group 1, physical environment

Group 2: The commercial market & property

The following provides a summary of the main themes which came out of the property consultations undertaken during the Stakeholder Consultation day.

This group firstly analysed key issues and opportunities associated with property and delivery within the area.

Issues

Generally the group felt that the study area was in need of considerable investment particularly in the southern part of the site in the areas around Lord/Bishop Street and the training pitches. Also discussed was the potential opportunity in terms of gateway sites, the acceptability of uses around the site and the number of requirements which is in the market currently for commercial space.

It seemed that many of the key issues were mirrored by the other two groups. The key issues centred on the proximity of the town centre and the lack of connectivity particularly within the northern part of the site. The likely occupier demand and for what type of commercial space was another key issue discussed and it was concluded that any space provided needs to be as flexible as possible so to appeal to all the requirements, however it is thought that there is a lack of grow on space, within the town, for established businesses to move into.

This then led to a discussion on overall housing demand and it has been identified that all housing typologies are needed within the town, but it was decided that the study area is not the best place to provide large scale family housing. The training pitches which have fallen into disrepair were identified as a potential key community resource which needs to be further exploited. The final issues discussed were accessibility through the site and whether a better link across the railway could be achieved.

Opportunities

The key opportunities were identified as the potential redevelopment of the Lord Street/Bishop Street terraces, which would create a large site with considerable

frontage to Portland Street. A number of potential redevelopment opportunities were identified on a number of sites. Whilst the majority of these were outside the study area these could play a key role in enhancing the study area. The sites discussed with this regard include the sheltered housing next to the community hospital, the gym and laundry both on Portland Street and the Bus depot on Stockwell Gate.

In terms of new development within the study area the potential re-location of the businesses occupying the two sites to the south of Highfield Way was discussed and these sites were identified for a new business park comprising of Hybrid Units which will provide some grow on space for businesses that have out grown the incubation centres.

It was felt that demand for office space in the area was not strong. However the group discussed the success of incubation space locally and acknowledged the need to work with local companies to provide for their growing needs rather than trying to import larger operators. This was felt that this could be an effective strategy. The group did recognise the area as a traditional manufacturing area and agreed this should be a primary function around Highfield Way / Sibthorpe Street if a large site could be made available. The group felt the future of northern area is about harmonising traditional industries and modern service businesses within a residential context.

Another opportunity was identified as the training pitches - and looking to refurbish them as a centre for the community. A number of sites were identified within the northern part of the study area for residential led mixed use development. Finally King Sturge noted that there is a requirement from a hotel operator for the town centre of Mansfield and this idea was received well by the group.

Group 3: Transport and movement

The third group analysed key issues and opportunities associated with transport and movement.

Issues

The key issues that were identified centred on the pedestrian severance caused by Portland Street. This was compounded by poor linkages to and from the existing pedestrian footbridge which was considered by some to be located in the wrong place. Similarly the footbridge over the railway line was considered to be poorly maintained and security was a real concern for pedestrians.

HGV access to the Portland retail park is via Highfield Road. The number of HGVs is considered to be significant and there was a general feeling that access via Portland Street would be more appropriate. Similarly, HGV access to the light industrial units on Victoria Street via Moor Lane is considered to be inappropriate considering the residential nature of the area.

The western end of Quarry Lane is constrained due to the low bridge and narrow road. This area was considered to be unsuitable for HGVs. It was also noted that there is no easy access to public transport facilities in this area and the pedestrian environment is of a poor standard.

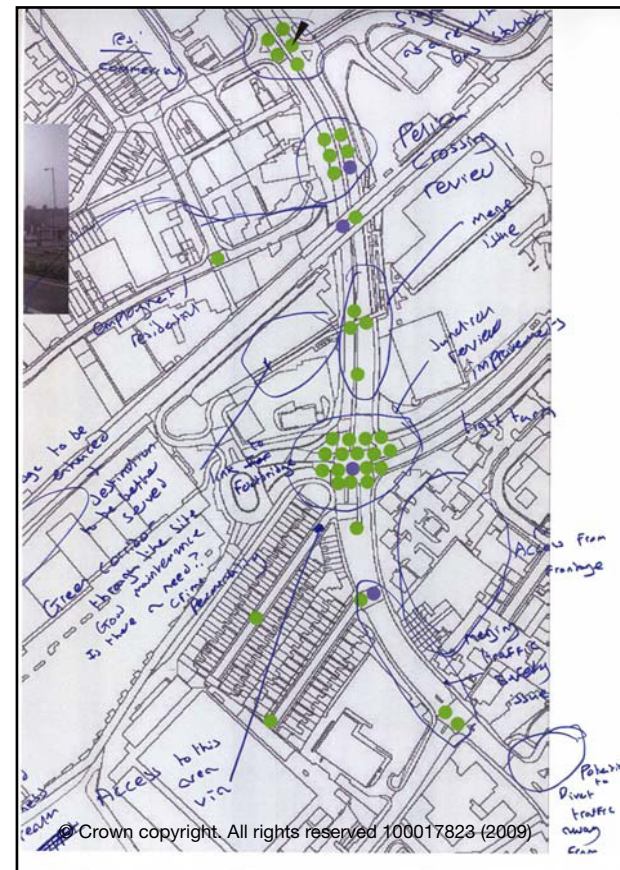
Whilst the location of the proposed car park was considered to be adjacent to the town centre, the key issue will be about creating safe and effective pedestrian access between it and the primary shopping area, therefore connecting these two areas that are within easy walking distance of one another.

Opportunities

Key opportunities were focused on reducing pedestrian severance and improving linkages between the Portland Gateway area and the town centre. Improvements to the existing pedestrian footbridge over Portland Street, construction of a new footbridge in the vicinity of the proposed car park and the pedestrianisation of the Stockwell Gate/Portland Street junction were all discussed too. Similarly, there was

discussion about the relocation of the footbridge over the railway line and measures to increase security and aesthetic appeal.

The western end of Quarry Lane was identified as a key area for improvement. It was considered that a change in land use from industrial to office based employment may help to enhance the area and reduce HGV movements along Quarry Lane. This could be coupled with public realm and public transport improvements.



Annotations made in the transport and movement group

3. Thematic Group Work Feedback on Vision & Key Interventions

Introduction

This session featured a short introduction by the project team before the same groups as earlier were asked to continue their discussions but this time focussing more on a vision for the study area, key interventions associated with their thematic interest and even items such as a name for the study area.

A general comment was made prior to the second set of workshops. This was that whilst there is an appreciation that this study has a physical focus and that this is the consultant team's brief, the study should consider and be supported / dovetailed by a strong understanding of the socio-economic characteristics and issues prevalent in this area of Mansfield.

This comment was welcomed and the response was that regeneration should always be considered in a holistic manner and by its very nature, the physical outputs will reflect an understanding of the underlying socio-economic issues in the area. There is however widespread recognition that this issue is a threat to the future prosperity and success of regeneration schemes in this area and this point was echoed by the local community who attended the evening session. This session is outlined in the next chapter.

Group 1: The physical environment (public & business realm)

Key areas of intervention highlighted by the physical environment / Public and Business Realm Group include:

1. **Stockwell Gate / Portland Road junction** - re-prioritise pedestrian/cycle movement.

2. **Pedestrian footbridge** - new footbridge between proposed new car park across Portland Street into the Town Centre and the new transport interchange. This would have a dual function of serving shoppers and communities based to the west of the town centre - in the study area and beyond.

3. **Green corridor / lane** - enhance the green lane / link between residential areas to the north and the Maun Valley. Improve the quality and safety of this route, particularly, address the environmental quality of the 2 bridge crossings over the railway line.

"I used to love using this walk to get to the Maun and now I don't use it because I don't feel safe around the bridges" Resident quote.

4. **Improve image of Mansfield from the railway line** - ensure that the proposals for Pyramid Products achieves this.
5. **Improve image of Mansfield from key gateway routes** - two key strategic routes into Mansfield run through the Portland Gateway Regeneration Area, including Portland Street itself and the railway line. High quality development and environmental improvements along these routes will help improve the image of Mansfield significantly.
6. **Address vacant / boarded up properties** - in connection with investment, need to generally address the vacant/gap sites to support the market and ensure that properties sell.
7. **Retain sensitive employment uses in the area** - support for light industrial units. Trailer industrial unit is considered an inappropriate neighbour given the fumes it creates and given the Moor Lane recreation ground that lies nearby.
8. **Brighten the area up** - The area needs colour, lighting, trees, greenery, maybe public art or a small community space near the car park to welcome visitors and potential investors or residents. Portland Street is wide enough to become tree-

lined and appear as more of a boulevard. Moor Lane Rec. needs brightening up also.

9. **Field Mill area** - support for a community centred facility on the training ground (ideas included: five-a-side facility, tennis centre, leisure, concert or performance space)

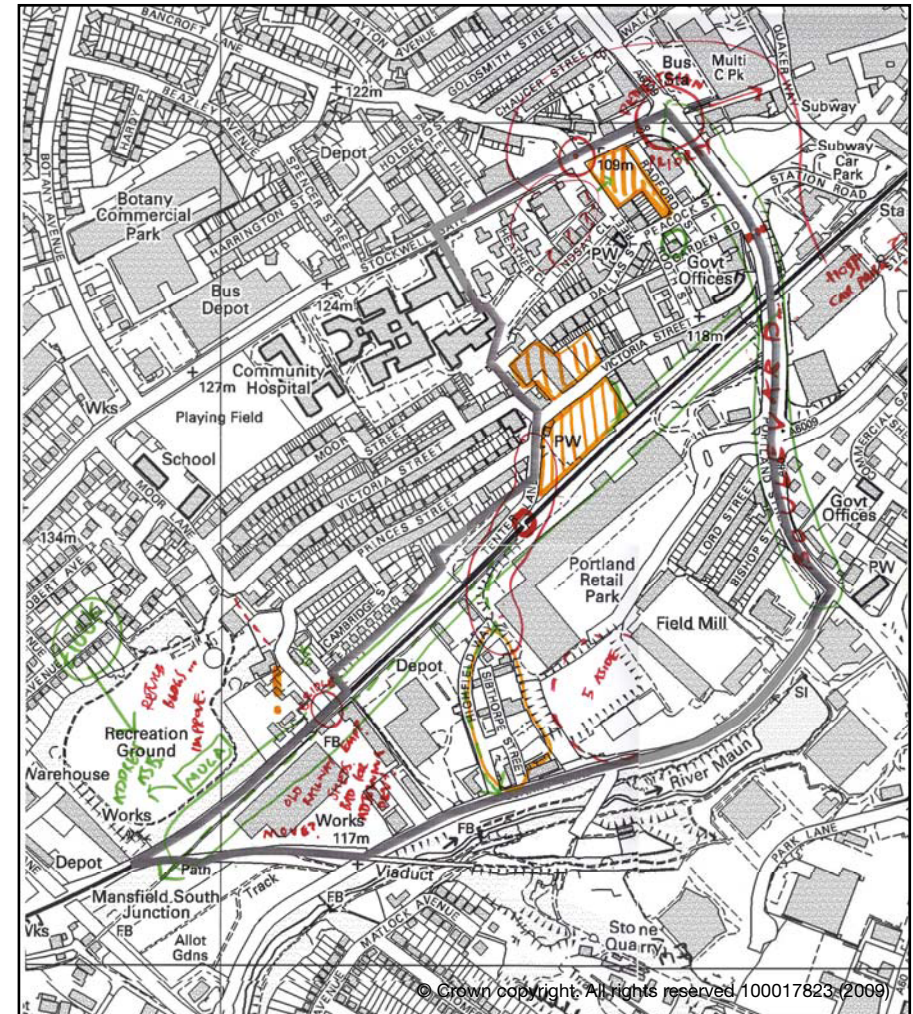
Other ideas/comments from group included:

- ‘West Titchfield’ - could this be a new name for the project?
- Vision - The area plays several roles and it needs to realise its potential to support the strategic priorities for Mansfield as a whole.

“If the whole area becomes valued and invested in, people will take pride in it and it will go from strength to strength... it could be made such a nice place as it was before” Resident quote.

- Northern area - community focus, but needs to safely integrate this area with its surroundings.
- Southern area - retail and leisure focus.
- Western / south western area - Employment and enterprise / business role.

During the course of this workshop, the group made some suggestions that were mapped. This is illustrated adjacent.

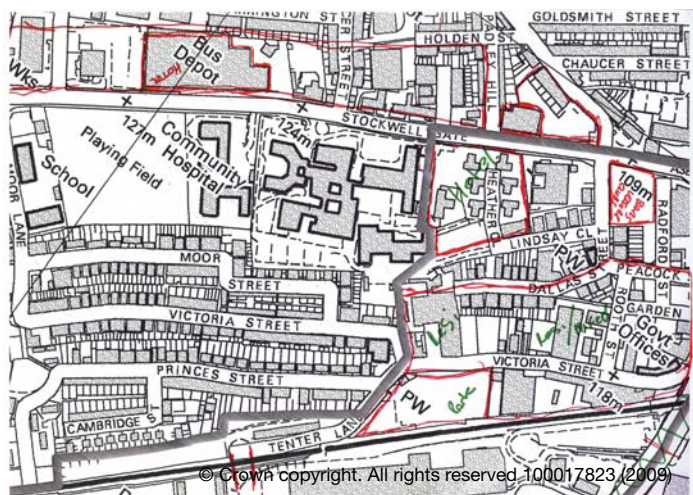


Plan based notes at the public realm group considering various interventions

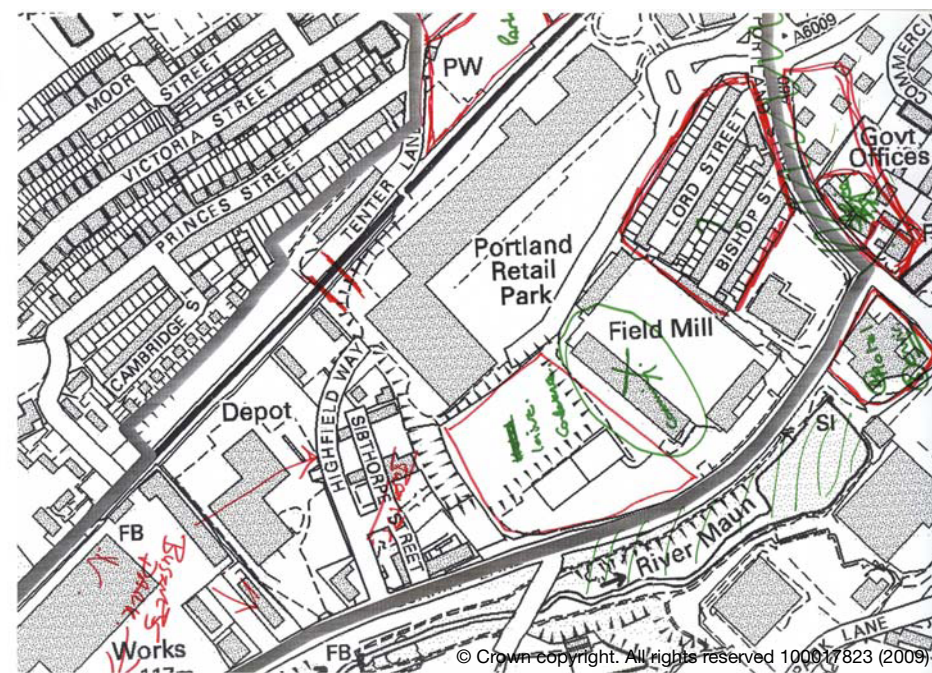
Group 2: The commercial market & property

The key interventions discussed in the property market group primarily revolved around the key gateway sites. A range of options were discussed including a do little option which involved no redevelopment of the sites but incorporated public realm works to all of the sites. Then do most options were discussed which involved the redevelopment of all the sites to incorporate higher values and more aesthetic uses. Another key intervention discussed was the training pitches and the redevelopment of these to provide a community resource. Finally Group 2 discussed how the public sector can facilitate development in this location. The opportunities identified here were land assembly and financial assistance with the abnormal costs associated with development.

In summary the group agreed that the study area should be split between a residential led mixed-use area to the North of the railway line, and to the south a more commercial business quarter. However if the area is to reach its potential then the linkages both across the site and to the town centre must be improved.



Group 2: Plan based annotations for study area north



Group 2: Plan based annotations for study area south

The plans pictured left and above illustrate some ideas Group 2 had for new development opportunities / interventions in and adjacent to the study area. This includes the potential location of new hotel either on the bus depot, on the sheltered housing site in the north or on the site of the laundry building to the immediate south of the study area. The plan above also illustrates the emphasis for business and leisure in the southern portion of the area along a potential new community sports resource on the site of the Field Mill Training Ground, such as 5 aside football. Finally, the group also considered the redevelopment of the Lord Street / Bishop Street properties, which would provide a prominent site for new development on the key Portland Street frontage.

Group 3: Transport and movement

The key interventions discussed in the transport and movement group included a new pedestrian footbridge across Portland Street. It was understood that the costs associated with this may be substantial so the pedestrianisation of the Stockwell Gate/Portland Street junction was explored further. This was deemed to be difficult due to the strategic nature of Portland Street. However, the possibility of using Nottingham Road to divert some traffic away from Portland Street was met with general approval.

Improvements to the footbridge over the railway to create a green corridor and enhancements to public transport to the west of Quarry Lane were the other key interventions that were discussed.

In summary, the group appeared to be most concerned by the severance caused by Portland Street. It was agreed that if the proposed car park was to be successful significant pedestrian linkages would be required.

The group appeared most positive about establishing an office based employment park at the western edge of Quarry Lane. This would include public realm and public transport improvements to attract new business and better serve existing business.

4. Conclusion and Next Steps

Conclusion

The event held on the 25th June with key stakeholders and the local community proved invaluable in terms of the issues and ideas discussed, consensus achieved and general networking that occurred.

The project team would therefore like to thank all attendees for coming and their input.

A consensus on the key issues and opportunities was achieved as well as a similar set of interventions being suggested between different groups. This steer is invaluable in terms of the options that will now be prepared for the area, as well as providing an audit trail of communication and consultation. This is important as this study will inform the production of Interim Planning Guidance (IPG) for the study area.

Next Steps

This paper is being circulated to all those that attended the event as well as to key stakeholders that could not attend on the day.

The project team is now developing some options for the study area. There will be further events during the week commencing 21st July 2008 with an exhibition at key locations (venues TBC) and further workshops on Friday 25th July, again at the Salvation Army Centre on Victoria Street (times and agenda TBC).

Further details on these events will be circulated to you in due course.

This next round of consultation and engagement will be a strong determining factor in establishing the preferred option for the area. Once this is selected, the project team will focus on developing the detail of the key areas of intervention. The study will be completed in mid to late August 2008.

At this point Mansfield District Council will take the work forward as Interim Planning Guidance (IPG).

To make any additional comments or for further information, please contact Kieron McGlasson via the contacts provided earlier in this paper, or Nick Hibberd at Mansfield District Council:

Nick Hibberd
Mansfield District Council
Civic Centre
Chesterfield Road South
Mansfield
Nottinghamshire

01623 463463

nhibberd@mansfield.gov.uk

BDP, 2nd July 2008

Appendix 1: Attendees

Name	Organisation
Neil Johnson	MDC
Mike Farley	MDC
Gemma Denton	MDC - Regeneration
Ranbir Mander	MDC
Jackie Gill	Mansfield Sea Cadets
Mr John Davis	6 Five 2's
Mrs Julie Davis	6 Five 2's
Terence Melvre	MMF Ltd
Simon Wellis	Swzal Force
B Wright	NMT
Pauline Wright	WT NHT
Kimberley Howell	MDC
Stephen Jackson	MDC
Alan Tullock	MDC
Richard Osbourne	MDC

Name	Organisation
Stephen Smith	Heatcare Ltd
Nicky Taylor	Notts Police
Darren Turner	JDA
Ruth Smith	MDC Housing
Melanie Taylor	MDC Housing
Mike Latimer	MDC Housing
A A A	
D Brassinton	
J Smith	Motor Trade
R Holmes	Whiteley Electronics
Jenny Bentley	Notts County Council
Tom Rawsterne	Notts County Council
Tom Appleby	MDC



Appendix B:

25th July Stakeholder Options Event



Portland Gateway Regeneration Framework: Key Stakeholder Vision and Options Event

Friday 25th July 2008

SIGN IN FORM

Name	Organisation
Peter Taylor	Motors Sales
John Davies	654321 Taxis
Richard Osborne	MDC
Paul Bratton	SDC Trailers
Gary Duerden	M.M.F Ltd
K.F.	Clean Wood Furniture
K Jephson	MDC Economic Development
S Hilton	EMDA
Tom Appleby	MDC
Victor Bobo	MDC

Name	Organisation
Bernard Whale	Chamber of Trade
Mark Ball	NCC
Diana Hobson	MDC
Carol Bowskill	Mansfield Sea Cadets
Tim Bowskill	Mansfield Sea Cadets
Annie Perry	Quarry Lane Resident
Kate Butler	Nottingham County Council
Phil Delaney	MDC
Kate Allsop	MDC
V Baum	S.R. Payne
Amanda Minter	Superbowl
Rob Douthwaite	Oasis
Simon Carter	MDC
Arthur Peacock	13 Quarry Lane





25th July stakeholder event to consider the options

Following the presentation provided by BDP, a number of questions were taken from the floor. This section summarises what these questions were and what responses were given, as well presenting a record of the ensuing discussions:

General questions and answers

The attendees at this event are listed at Appendix B. A presentation was provided to this group on the vision and options contained in Chapter 8 and above respectively.

Following the presentation a number of questions were asked, which included:

- **Are improvements planned for one or both of the pedestrian railway bridges?**
Both bridges over the railway and associated paths are considered unsafe and in need of improvement;
- **Can security around the trailer park be improved?**
Boundary treatment is currently a problem between the railway and the trailer site. The owner of the site would be prepared to support improvements if the council took the first step. The owner feels that without the support of the council, any work that they do will not be able to be sustained;
- **Can the security of the area to the South of the railway be improved?**
It was generally agreed that developing the southern area as a business park would improve security and make the area easier to police;
- **What is the 250 space parking requirement based on?**
Concerns were expressed that this provision would undermine the promotion of public transport in Mansfield and particularly for visiting the town centre. The response was provided that the new car park is required as a result of closure/lost

car parking in the town or to meet a future increase. MDC is not promoting significant car park usage increase and the 250 figure is to meet the projected shortfall in the town centre following various redevelopments.

- **Who owns the training pitches and what is planned for their regeneration?**
Attendees explained that the training pitches were used 2-3 years ago. The bottom pitch stopped being used due to vandalism of the ground and flood lights. The top pitch is only used during the day due to lack of lighting;
- **What is planned for the non-business use building on Sibthorpe Street?**
Residents and business owners on Sibthorpe Street expressed concern over the future of their properties, however it was explained that the aspiration for this area is to support their business through public realm improvements, new security, signage and new development where appropriate;
- **Would there be an option to widen Quarry Lane?**
The volume of traffic using Quarry Lane has increased since the construction of the Portland Retail Park. This has increased concern over pedestrian safety. It was agreed that increasing pedestrian priority on Quarry Lane should be a priority. There was, however, a concern that widening Quarry Lane would increase car speeds and encourage people to use the road as a rat run. Attendees explained that Portland Street was once accessible from Quarry Lane via a path leading from Highfield Way. Now there is only a narrow and unpleasant path or access across the training pitches which are exposed to the weather and muddy conditions.
- **Could traffic pressure on Portland Street be reduced by increasing use of Nottingham road, Albert Street and Quaker Way?**
This suggestion had been made in the past and was generally considered a good idea. It would involve reorganising the one way system around these streets.
- **Who will provide funding for the development?**



A representative of EMDA explained that they would be seeking funding for brownfield sites and public realm funding. A combination of both public and private funding will be used. EMDA also noted the need for improving signage, the environment and security in order to attract funding from outside sources. The attendance and contribution from EMDA was therefore critical to the delivery of this scheme, particularly those elements associated with phase 1 public and business realm improvements.

WORKSHOP GROUP A THOUGHTS ON OPTIONS

Following this general discussion, the workshop split into two groups to consider the options in more detail. Group 1's critique and prioritisation of options was as follows:

- **Residential development in the north is acceptable in principle but what will it look like?**
Previous consultation events had highlighted the local community's concerns about apartment development exceeding 4 storeys. The general consensus is also to include active civic uses at the ground floor level of apartments if they are included. Generally, people would like [to see a mixture of house types and tenures to the north of the area. Given the apartment schemes that already have planning permission in the north of the area, this would suggest a different approach on opportunity sites.
- **Resident concerns**
There is an acceptance of the change from traditional industries in Mansfield and a recognition that access and critical infrastructure in the town is not fit for purpose. Comments were made that the strategic routes require investment to encourage image improvement, which therefore meant the proposed improvements along Portland Street were met with support. Quarry lane requires careful thought as residents wouldn't wish to encourage more vehicle movement but they recognise there is a need to consider options to improve access and

balance this against potential implications on the natural and historic environment.

- **Connections and linkages into the town centre are critical**
Attendees at the group agreed that the PGRA cannot suggest uses and options that detract from the viability of town centre and the regeneration that is occurring there. Attendees therefore agreed that further retail uses in the area beyond small scale local amenity stores should not be supported. Attendees also reiterated the importance of creating strong and effective connections into the town centre from the study area.
- **Questions and suggestions regarding the car park include**
A number of questions were lodged from attendees about the car park, including:
 - Where will access be made from?
 - If the car park is developed improvements to the linkages across the ring road will be particularly important;
 - Will 250 spaces fit onto the site at surface level?
 - Is this an ideal place for a car park given the residential nature of the area and the fact the PGRF vision promotes the northern part of the study area for residential uses, given the likely increase in levels of traffic?

A representative of Mansfield District Council whom has been involved in the car park design explained the rationale and design thinking behind the proposed car park.

- **Potential intensification of traffic along Quarry Lane associated with the proposed new business area**
Local residents and representatives of the Sea Cadets noted that traffic associated with dairy for example doesn't currently affect them and concern was therefore expressed at any additional traffic movements that might be created through the new business park. They consider that this might have an impact on the safety and



security of children. They did however support the living streets ideas by saying that parents need to feel more comfortable allowing children to access the sea cadet centre by foot. Actively removing the fear of crime through the creation of safe and well lit routes is therefore supported. These representatives therefore suggested that IF Lord St and Bishop St is redeveloped, could new businesses go on this site instead of the SDC trailer and / or dairy sites? They believe that the infrastructure is already in place for the Lord St / Bishop St site to support this.

- **Proposed leisure uses**
Attendees supported the proposed commercial Five-a-side centre on the existing Training Ground site stating that it was a good idea, but noted that there is a need for control and management of the facility and that the ownership of the land needs careful consideration and negotiation. Another suggestion was that a new leisure centre for the town could be placed upon this site.

WORKSHOP GROUP A THOUGHTS ON OPTIONS

Group 2's critique and prioritisation of options was as follows:

- **Pedestrian access south to north**
Attendees also expressed a desire to reopen the access path leading around the back of Portland Retail Park which is currently narrow, unsafe and often gated off. It was also suggested that there should be an identifiable object/location at the end of the path in order to improve way-finding and increase use of the path.
- **Heavy traffic on Portland Street**
It was suggested that traffic pressure on Portland Street could be reduced by utilising Nottingham Road and Quaker Way. This would require alteration to one way system of this area and therefore an increased area of proposed traffic treatment.

- **Consolidation of uses**
There was a general consensus that consolidating business use to the south of the railway is a good idea. Support was mainly due to improvements that this would make to the environment and security of the area. However, concerns were expressed by resident of Quarry Lane over the potential increased light pollution in the area which already causes a problem.
- **Improvements to training ground**
Improvements to the training ground to allow for day-time and evening use were strongly supported. A covered commercial sports facility was considered preferable. The provision of addition facilities for youths, including a skateboard park currently proposed for Fisher Lane Park, was suggested as a method of reducing antisocial behaviour. It was understood that this, in turn, would improve the safety of the area (particularly to the south of the railway). However, other attendees expressed concerns that this may increase anti-social behaviour by attracting 'problem youths' into the vicinity.
- **Future of Lord/Bishop Street**
There was a consensus from those in attendance that the terraces at Lord and Bishop Street should be demolished. However it should be noted that none of the attendees lived on Lord or Bishop Street. The potential of this area for new commercial uses, possibly relating to the football club, was understood and agreed upon. One attendee suggested a sports injury/therapy centre for shared use by the football club and public. This was largely discounted once existing treatment centres in the vicinity had been identified (e.g. at Oasis Fitness Club). The use of the site for a hotel was also supported. Owners of the leisure complex expressed specific interest in the use, explaining that the company has built successful hotels in other locations. The owner of the leisure complex also expressed a need for additional parking. The company originally had an agreement with the football club that their parking facilities could be used as and overflow for the leisure club when required. This has been restricted by the opening times of the football club's car park that is affected by vandalism.



- **Preferred car park location**

Attendees were happy with the location of the car park. Some felt that the site was a prime location for office/retail space with a Portland Street aspect and therefore, preferred the car park proposed in option 3. It was agreed by all attendees that if the car park was to be situated in this location, access linking it to and from the town and transport links would have to be improved. It was agreed that the proposed footbridge would improve access to the town in the best possible manner but that this might be an expensive project. The existing pedestrian bridge south of the railway line was noted as also needing improvements and signage to increase usage. The use of Church Street as a long term solution to the parking shortages was not considered to be a preferable location.

- **Princess Street flats (Victoria Court)**

Businesses to the south of the railway identified the conditions of these flats as key contributors to the anti-social behaviour and crime levels witnessed in the area. It was agreed that the redevelopment of these flats would have a beneficial affect on safety and security, although attendees recognised that these fell outside of the formal PGRF study area. The study team would make the recommendation that these should be addressed as part of this piece of work to avoid these undermining future improvements.

- Improvements to pedestrian and cycle routes between existing residential and business areas;
- Review of traffic usage along Nottingham Road;
- Establishing a consolidated business area/improving environment for businesses to the south of the railway;
- Reducing impact of traffic on Quarry Lane and improving pedestrian safety;
- Improvements to infrastructure and safety of walkways and links over the way line
- Development of Lord/Bishop Street for new uses; and
- Addressing traffic and parking issues on match days.

WORKSHOP PRIORITIES

To round up the workshop, each attendee was asked to identify and prioritise a project / theme for improvement. The results are as follows, which have been combined but are in no particular rank order:

- Improvements to frontages onto Portland Street;
- Improved linkages and connections to the town centre;



Appendix C:

Copy of Public Consultation Exhibition Boards

Introduction

Mansfield District Council is in the process of considering options for the physical improvement, regeneration and development in a core area of Mansfield, currently being termed the ‘Portland Gateway Regeneration Area (PGRA)’.

The study area is illustrated by the red line boundary on the plan adjacent.

This exhibition presents three initial ideas for how the area could potentially change. However this is an early consideration of ideas and we would like to gain your views and ideas about how the area could change and be improved for the benefit of all.

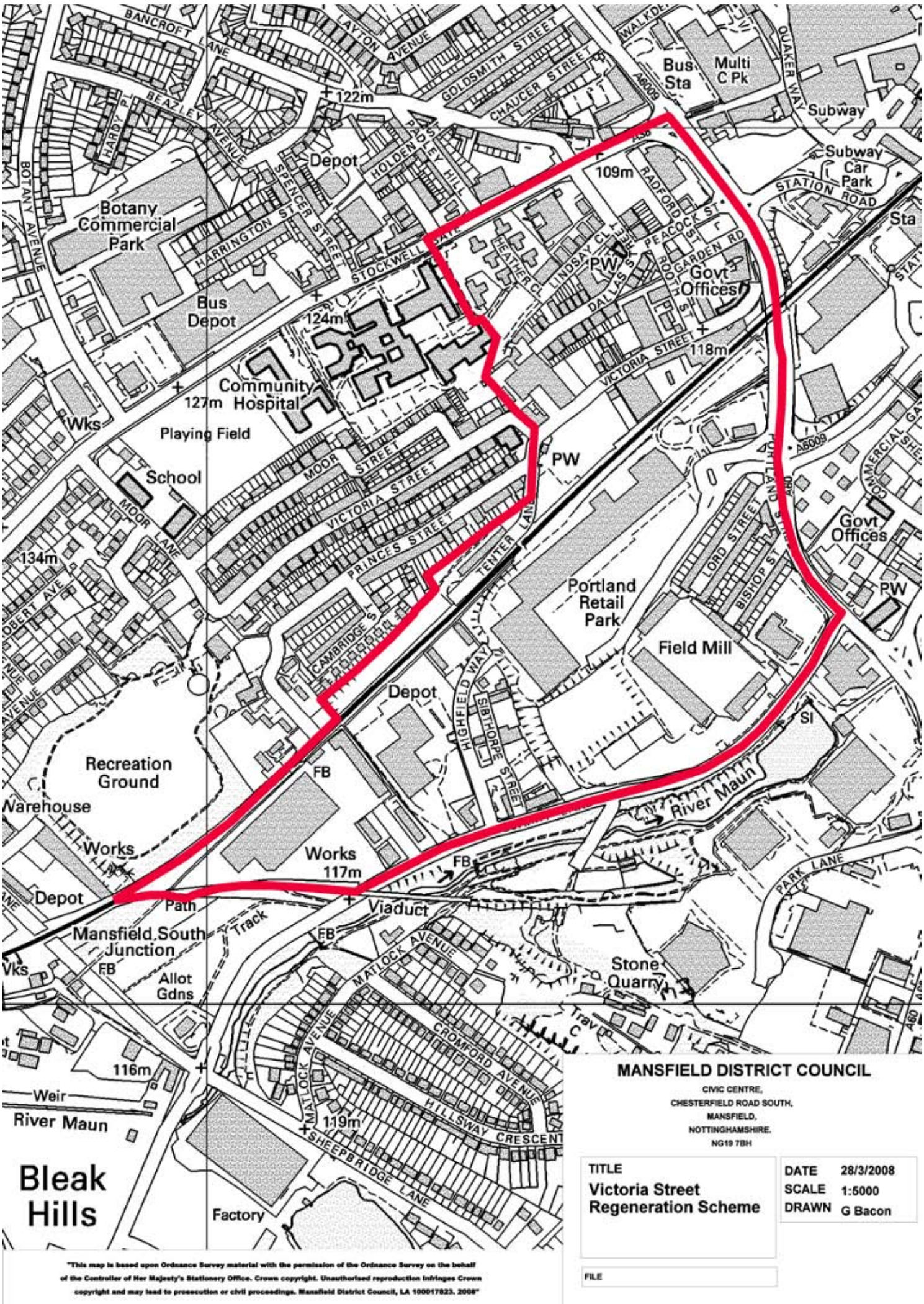
The project has the following objectives:

- To provide for a strategic town centre car park offering 250 spaces to meet the projected shortfall within the town centre up to 2011;
- To protect and enhance, where appropriate, or make recommendations for fresh employment and business site allocations within the area;
- To improve the environment to make it more attractive, functional and safe;
- To provide local employment opportunities and create further jobs;
- To Improve access, transport and movement to other areas of Mansfield, including the town centre;
- To produce design guidelines and site development briefs to inform development across the built environment;
- To promote key sites that are located at key arrival and departure points into and out of Mansfield, to help improve the image and perception of the town.

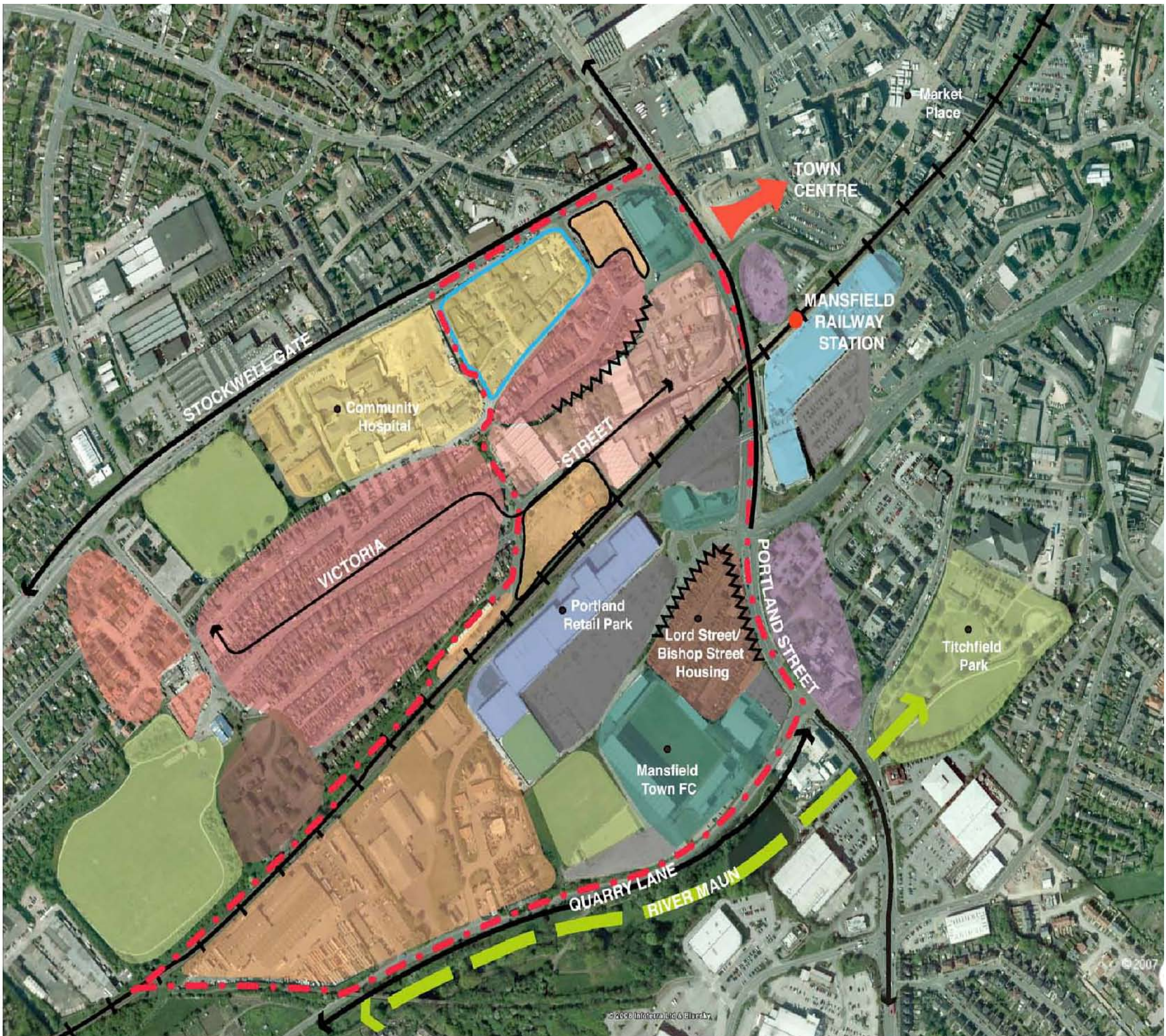
View into study area south from Portland Street



Aerial photo of northern part of study area



Study Area Boundary



The study area contains a range and mix of different land uses

Emerging Vision

The role of this prominent area is important and the regeneration framework will help ensure that the PGRA improves both for the benefit of itself but also the wider image and economy of Mansfield.

We see the area to the north of the railway line centred on Dallas Street and Victoria Street as a strengthened residential and business community with excellent connections to the Town Centre, places such as Moor Lane Park and south across the railway to the River Maun, Football Club and Portland Retail Park.

An emerging idea for the part of the study area to the south of the railway line is for it to be improved as a mixed use area, with a strengthened business offer, an improved Football Club and local community interests supported.

Exhibition context

The key issues and opportunities that face the area have been considered in detail as an evidence base for the ideas presented today.

In order for us to concentrate on the preferred approach we need to get your feedback on the ideas presented. So once you have reviewed Options 1 to 3 please let us have your thoughts and views on these. Please remember that these are purely initial ideas at this stage to facilitate discussion.



- 1

Improved pedestrian access across Portland Street
- 2

New footbridge linking Peacock Street to Station Road
- 3

Proposed car park
- 4

Building to be retained/extended for office use
- 5

Home zone development
- 6

Improvements to existing footbridge, including addition of lighting
- 7

Living street leading to River Maun.
- 8

Improvements to existing housing and vehicle access to Lord Street
- 9

Re-address HGV use to prioritise pedestrian access to River Maun and school.
- 10

Living street extending park land across Portland Street
- 11

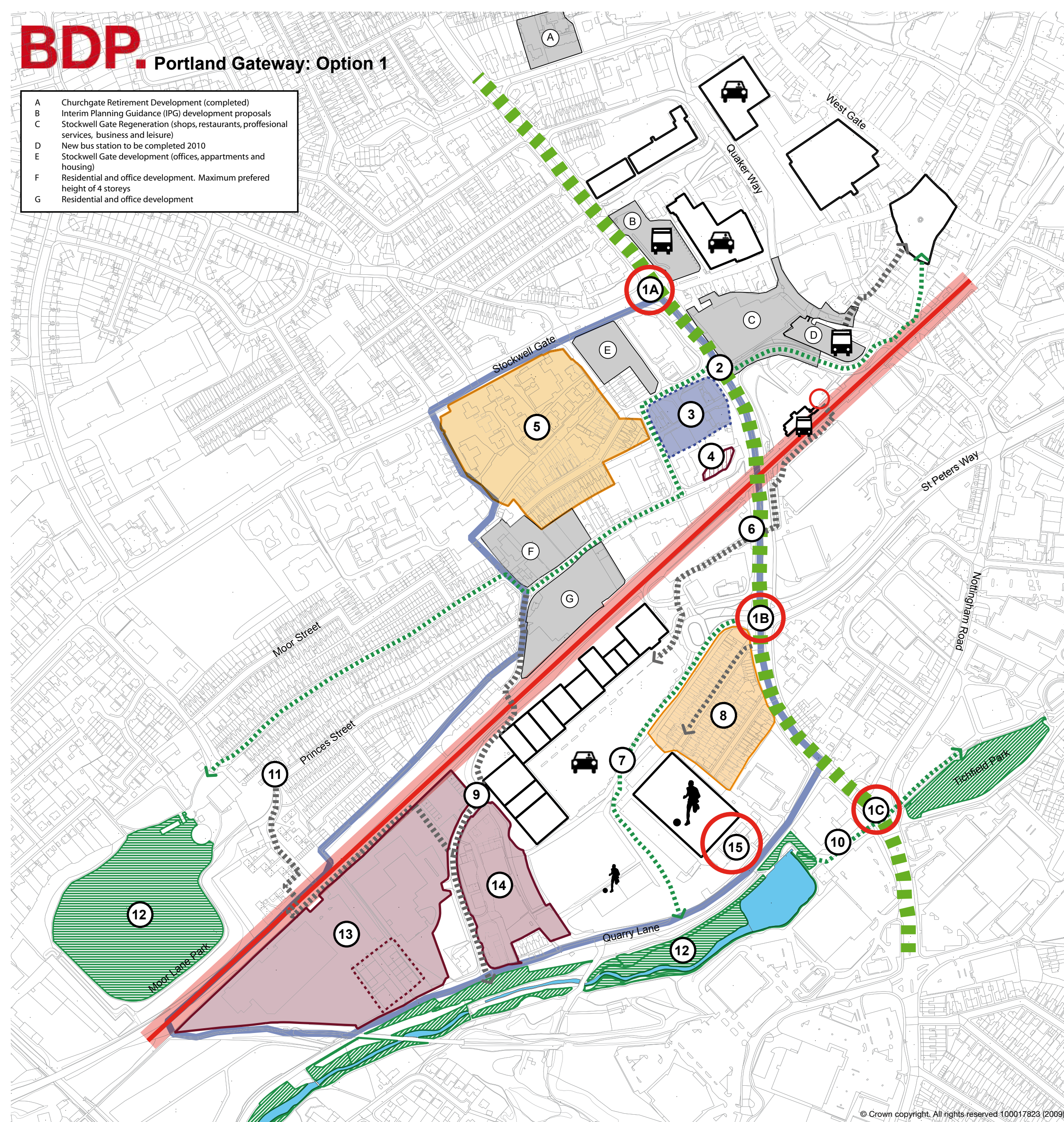
Improvement to school access route
- 12

Improvements to park land and recreation areas
- 13

Improved environment for business with emphasis on small unit development
- 14

Improved environment for business
- 15

Improvements to main entrance of football stadium
- Improvements to existing pedestrian access
- Improvements to pedestrian access and way finding and potential for public art
- Proposed 250 space car park and junction improvements
- Agreed development sites
- Existing retail, sports and transport facilities
- Improvements to existing business realm
- Possible commercial or business development sites
- Environmental improvements
- Residential improvements
- Proposed residential development
- Living street
- Boulevard
- Aspect improvement focussed on gateways to town centre
- PGRA Study Area Boundary



Option 1: Environmental and image improvements to Portland Gateway Regeneration Area (PGRA)

Option 1 focuses on improving the quality, appeal and safety of the PGRA for the benefit of existing businesses and residents within the area and to help improve the image of Mansfield to visitors upon arrival from the railway line the A60 (Portland Street).

The proposal includes the transformation of Portland Street into a tree lined 'boulevard' (a more pedestrian and cyclist friendly transport route) and improvements to the appearance of business units and green spaces that run alongside the railway line. These improvements will ensure that visitors and residents entering the town will receive an

attractive and exciting welcome into Mansfield and ensure that it exhibits a positive image.

The addition of foliage planting and artworks to routes linking the town centre and surrounding residential areas and the provision of traffic calming measures south of the railway line will help to provide a safe and pleasant environment in which to live, work and play.

Improvements to existing housing, car access and the environment at Lord Street and Bishop Street will benefit existing residents and again help to create a more positive image of the town from Portland Street.

The residential community to the north of the railway line around Dallas Street and Victoria Street could benefit from environmental improvements that are akin to a 'home

zone'. A Home zone is a place where people and vehicles share the road space safely and on equal terms. These are streets where quality of life takes precedence over ease of traffic movement. Home zones are designed to look different than conventional streets and some examples are illustrated on this board.

A network of 'Living Streets' are also shown on this board. This extend the pedestrian friendly ethos of a home zone to other key parts of the area.

Improvements to the main entrance of the stadium have been proposed in order to renew confidence and interest in Mansfield Town Football Club. There is the potential for increased community use of the stadium and training pitches for the benefit of existing residents and it is hoped this would attract additional visitors to the town.



This is an example of a 'Home Zone' developed in a traditional housing area



Typical treatments to a road to make it more of a 'Boulevard'



Streets such as this would benefit from environmental and home improvements

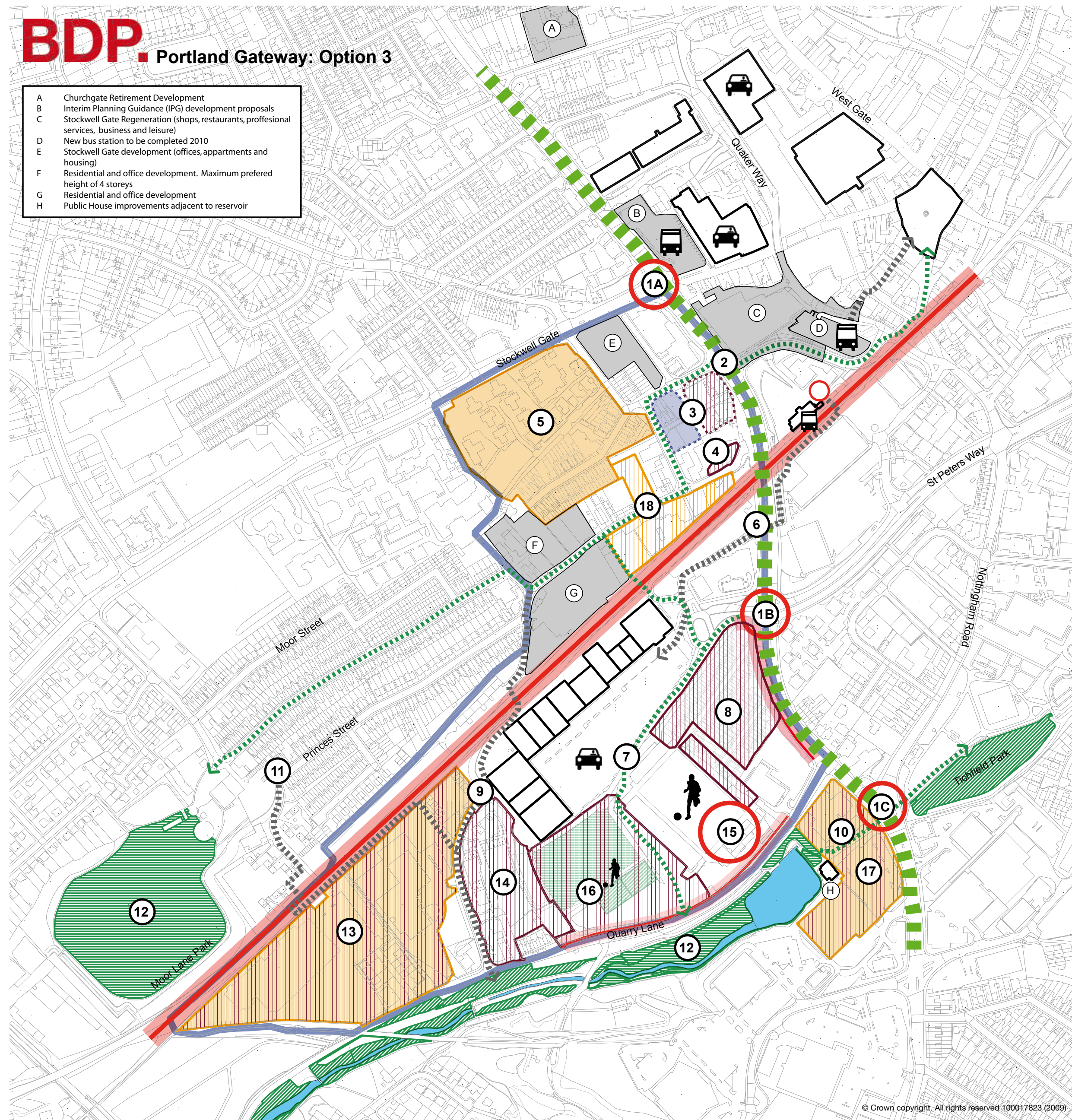
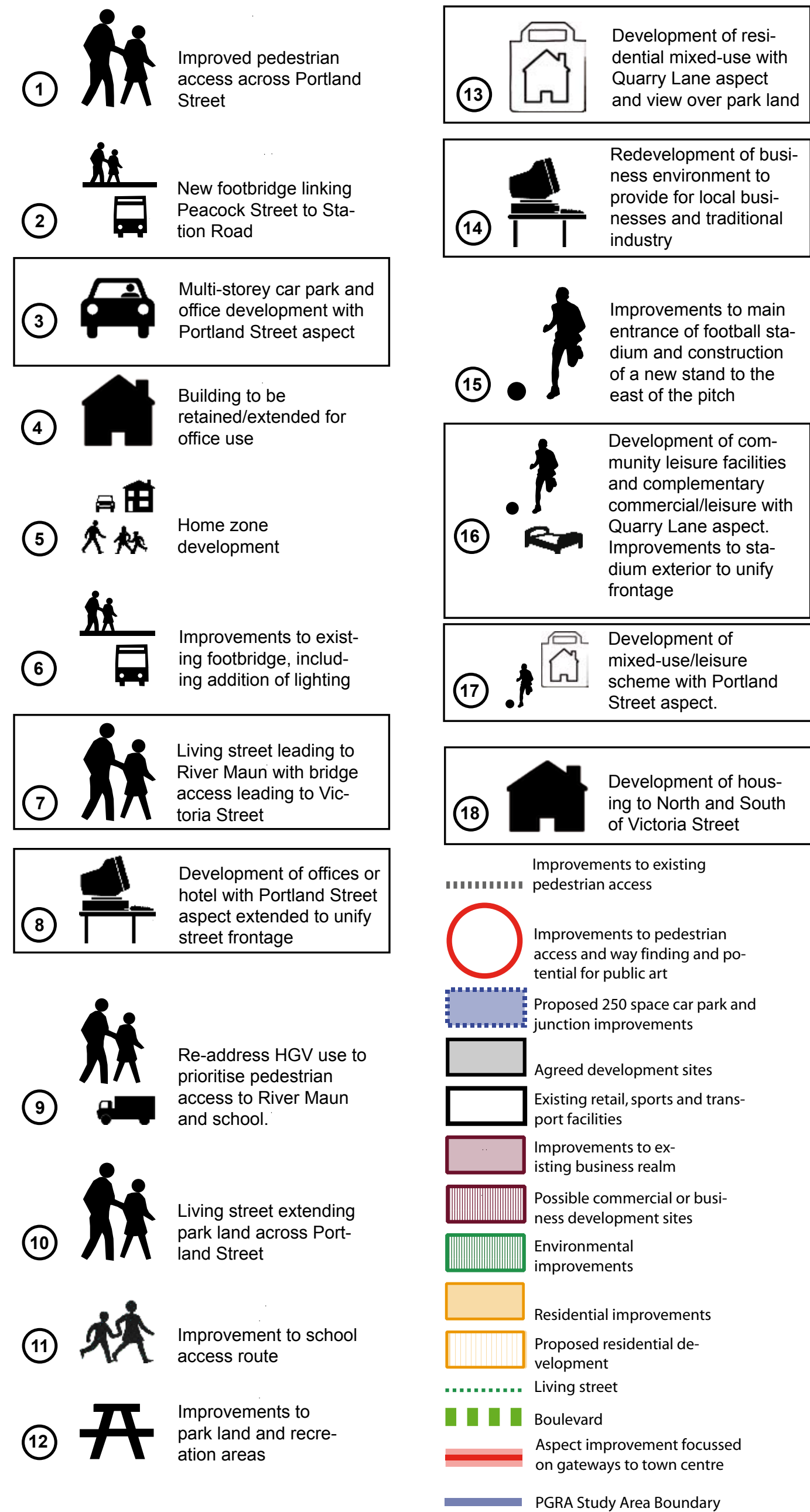
Improvements to the Quarry Lane entrance and main arrival point at the ground will provide a starting point for any further future development.

The environmental quality in and around existing businesses is also proposed to be significantly improved under this option.

The environmental and image based improvements identified in this option will immediately improve the quality of the PGRA for existing and future residents. Furthermore, the proposal will increase developer's confidence and attract industry, visitors and income into Mansfield. This, in turn, will generate the potential for future development of the area, perhaps as has been proposed in Options 2 and 3 that now follow.

Portland Gateway Regeneration Framework (PGRA)

Option 3



An example of a residential mixed use community that could be developed at site B



This site (site 18) could be refurbished / redeveloped in this option



More urban routes can be made more friendly through planting, making them 'Living Streets'



The River Maun corridor to the south of the area is an excellent natural resource that residents and workers should benefit from

Option 3: Strengthening of residential community to the north of the railway and development of mixed use business and leisure quarter to the south of the railway

Option 3 is the most radical option in terms of new and alternative development proposed, particularly to the south of the railway line.

Firstly, the residential development proposed along and either side of Victoria Street provides excellent access to the town centre and train station, potentially reducing the

reliance on individual car use. Again, the development of these sites will help improve the image of the local area.

In addition, an alternative layout for the proposed 250 space car park is shown, with a multi storey structure being suggested. The use of this site for both parking and development would provide space for new and growing businesses and will help to draw attention back to the town centre. This would be coordinated in a way to help the existing valuable businesses in that area find new sustainable locations for the future.

The mixed-use or leisure scheme proposed east of the River Maun and the residential mixed use development proposed on site 13 will provide an attractive place for living and business, with easy access to local sports and

leisure facilities as well as to the town centre and key transport links.

Development proposed for the football training ground includes the construction of conference rooms, sports and Leisure facilities and a hotel overlooking the River Maun. This development will provide facilities for local businesses and encourage people to visit the rich and attractive River Maun Nature Reserve. It will also encourage the area to be used into the evening. In addition, it will provide financial support for further development in the future.

The construction of a new football stand as proposed in option 2 has been coupled with the redevelopment of the Lord Street / Bishop Street houses into offices, commercial units and leisure / retail facilities attached to the stadium.

Portland Gateway Regeneration Framework (PGRF) — views, ideas and suggestions —

Your views, ideas and suggestions and whom to contact for further information

Thank you for taking the time to visit our exhibition.

We are interested in your views and ideas and now that you have reviewed the early ideas we want to answer any questions or hear any suggestions you may have. To make sure your views are considered please complete a feedback form and post it in the box provided.

Mansfield District Council will then review the responses.

After considering all the comments received, we will report back to the local community about what local people have told us and how we have responded. We will then identify the option that is most supported and begin to develop it in further detail as a preferred option.

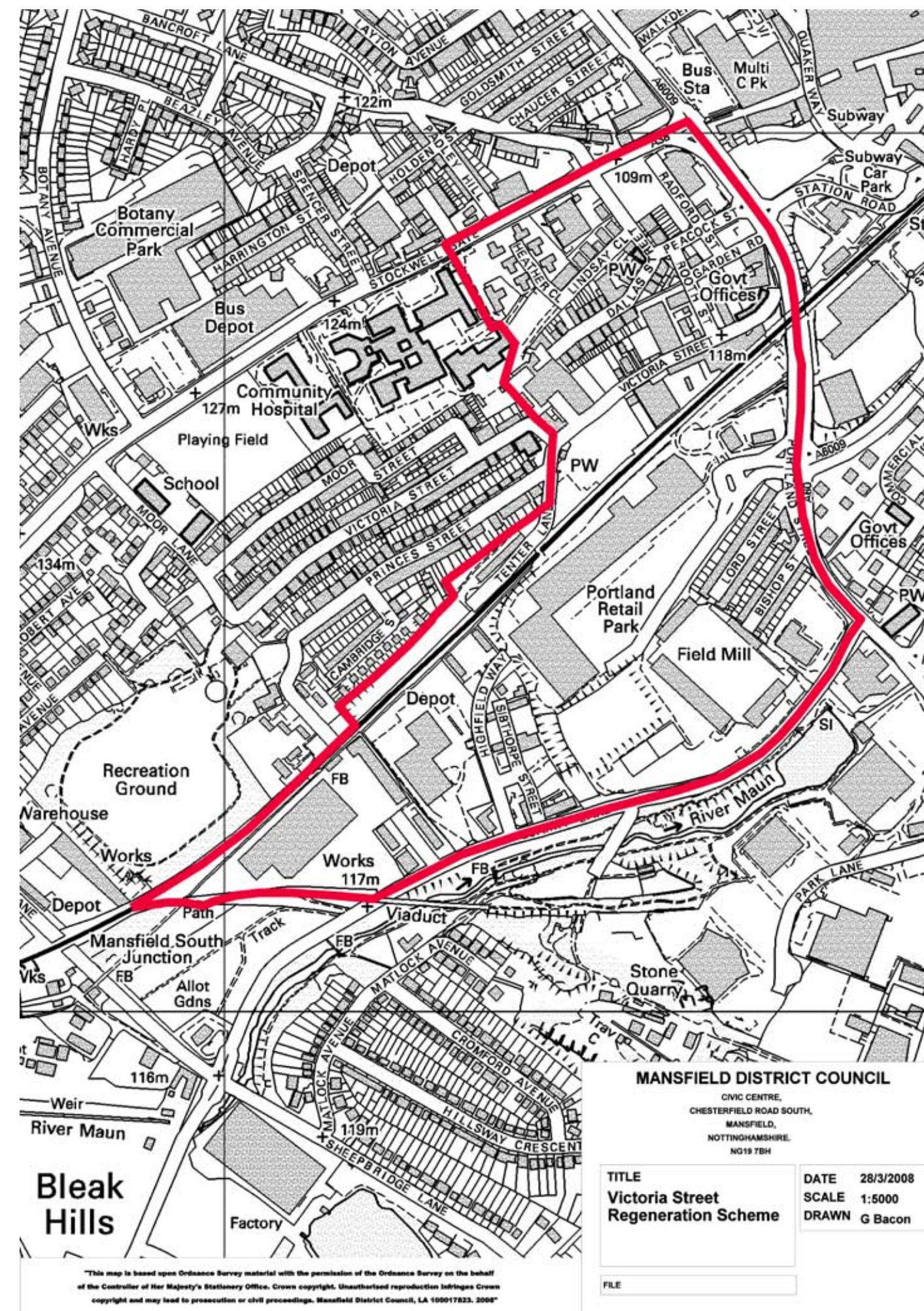
The Council will then carry out additional consultation before Councillors make a final decision. Ultimately the preferred plan will be developed as Interim Planning Guidance for the Portland Gateway Regeneration Framework.



Study Area North

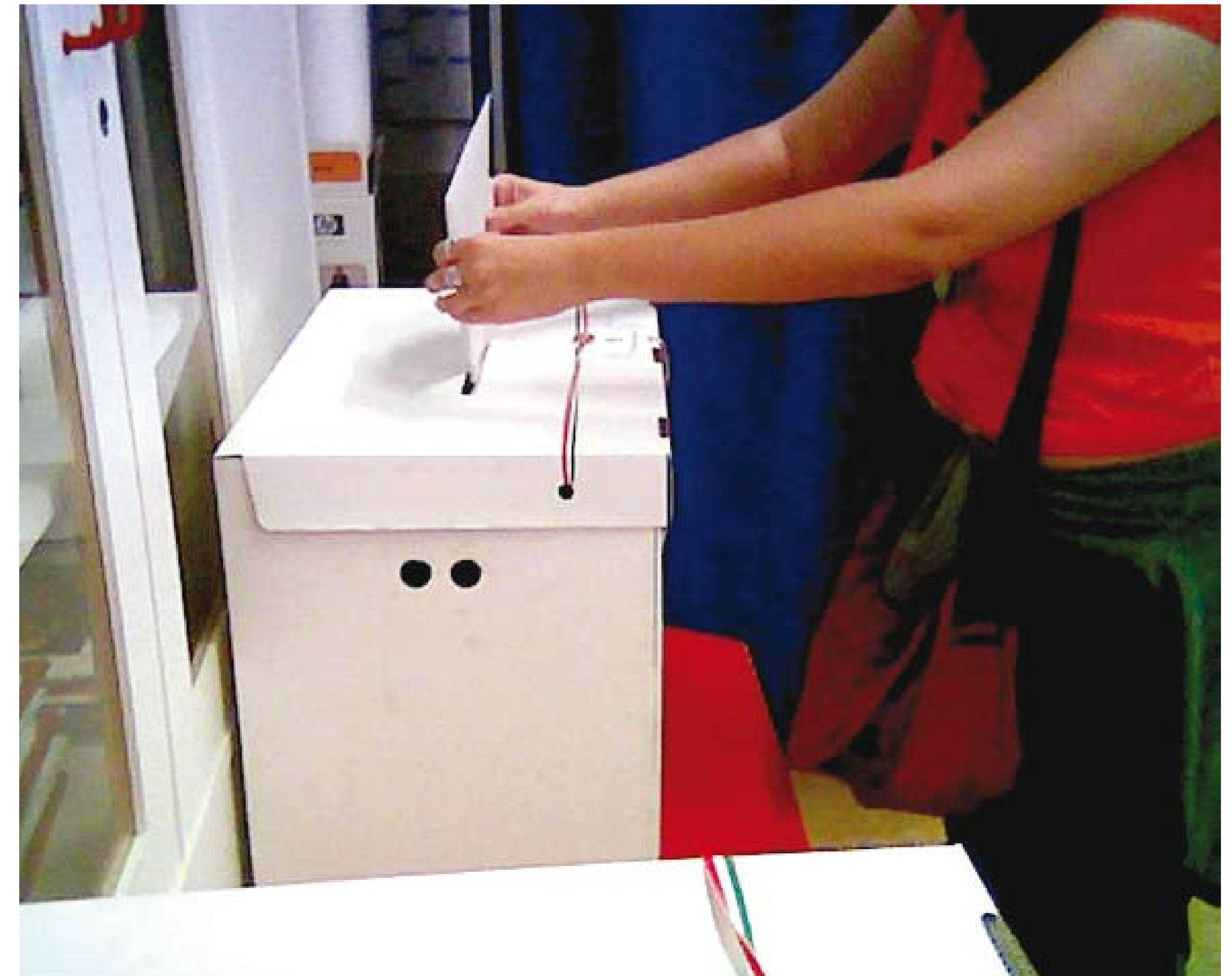


Study Area South



So, what do you think?

- **The Pros:** What do you like or consider the positives of each option to be?
- **The Cons:** What don't you like and consider being the negatives of each option?
- **Any Gaps:** Have we missed anything – what are your key ideas for how the area can be improved?



Which option do you prefer and what do you think about various ideas ?

Further information and who to speak to

To make any additional comments or for further information, please contact Nick Hibberd at Mansfield District Council:

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