

Rotherham Markets Area

Rotherham's indoor and outdoor covered markets are a key part of the Town's traditional retail offer. They remain well-used for the most part albeit there is a long-standing ambition to improve the markets in terms of footfall and their overall environmental quality.

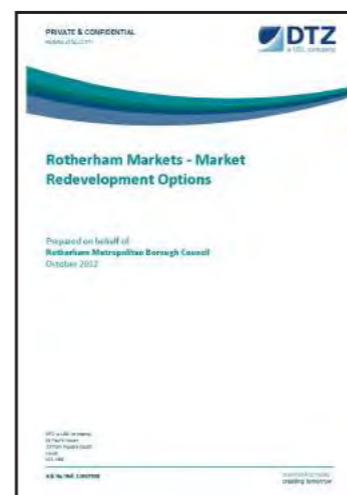
The indoor market has remained largely unchanged physically for many years. It looks somewhat tired but has a charm associated with this heritage. Improvements to circulation including the installation of a lift were made many years ago. Despite recent works to the adjacent pharmacy the entrances and outward appearance of the market is quite poor.

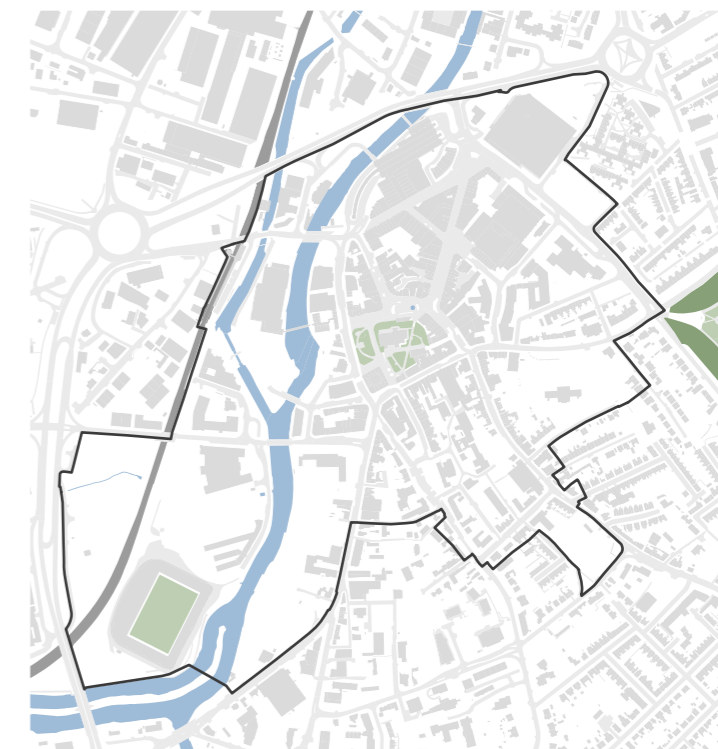
The outdoor covered market benefited from the installation of the tensile roof structure several years ago to improve the micro-climate. The outdoor market suffers from a poor presence in the Town Centre, being for the most part encircled by windowless buildings. These buildings which face into the market area are now mostly vacant. The outdoor market has small entrances which are affected by changes in levels.

In 2012 a Market Options Study was undertaken to assess the existing market arrangement and to propose options to improve the markets going forward. A further report was produced by RMBC in 2015 to assess the options for improvement of the indoor market. Neither of these studies provided the answer to the fundamental question about what should be done physically to support the town's markets.

This masterplan reflects on this earlier work and provides new thinking for the market area.

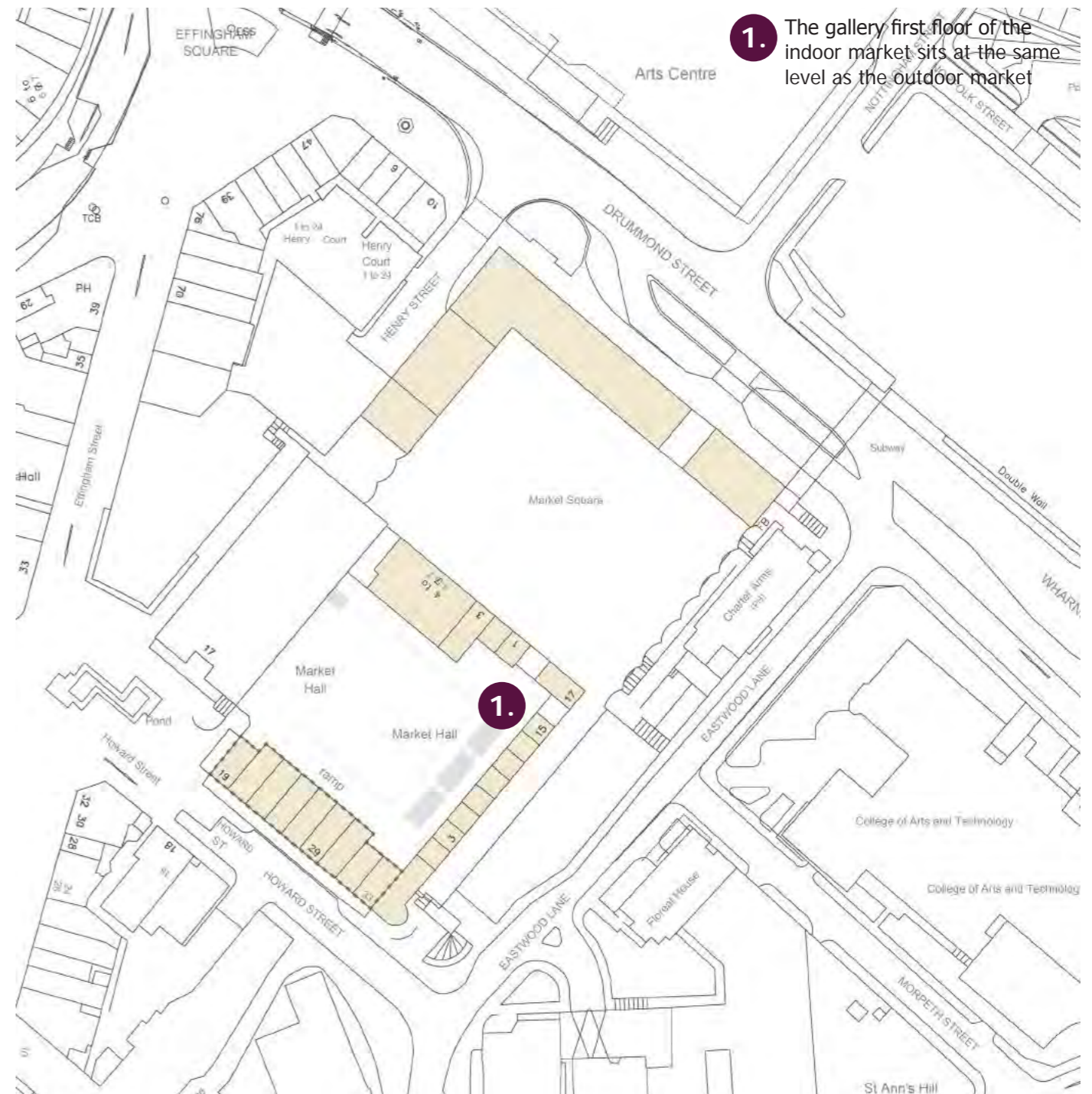
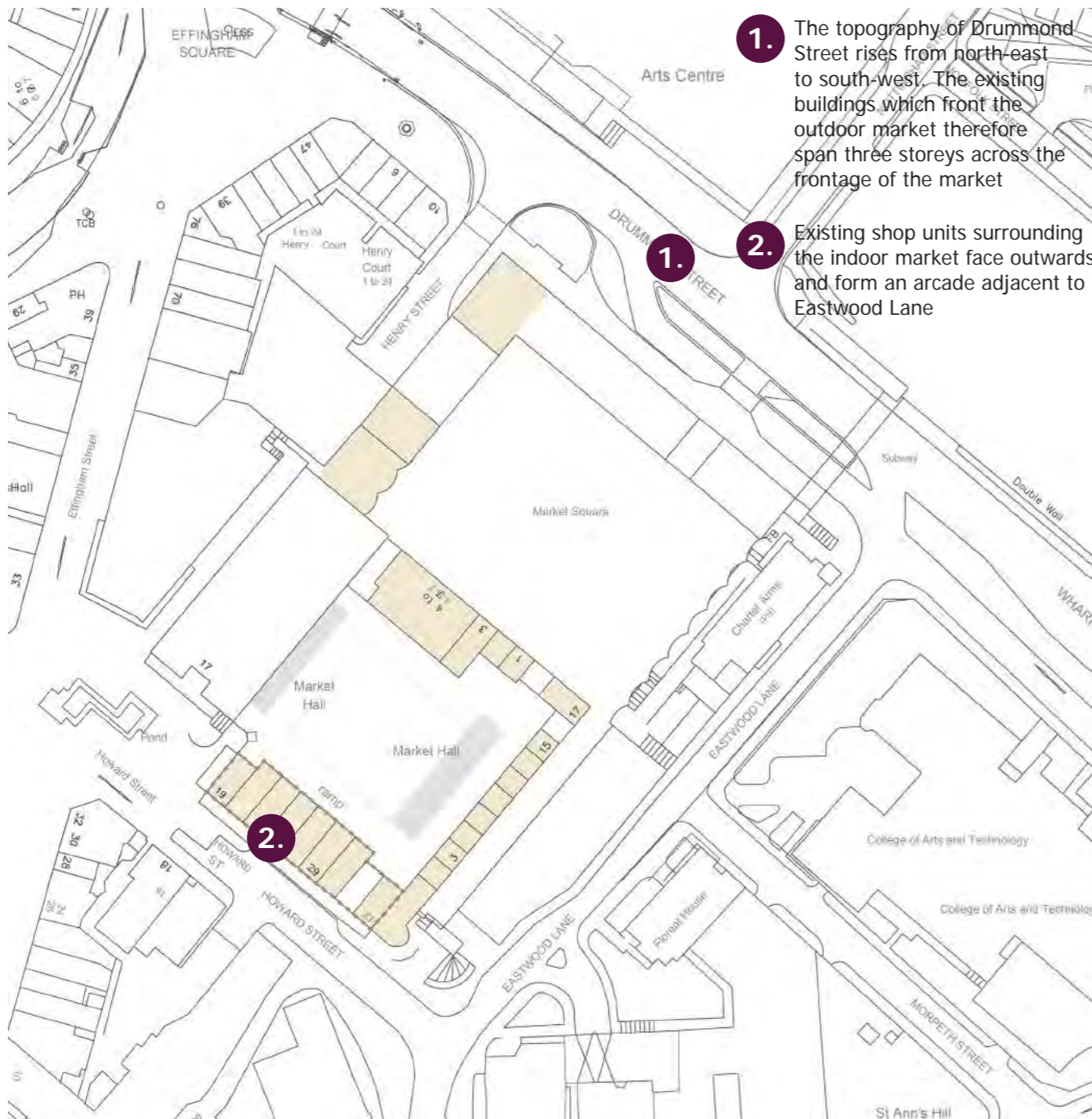
In addition to the core market structures there is a further area which is important to consider. Effingham Arcade is located to the top of the indoor market and includes a run of retail units and the Council's Rain Building, which provides space for several charities and voluntary sector organisations. This part of the town does not work well in terms of footfall, presence and a sense of character and quality so has been included with the market redevelopment project.





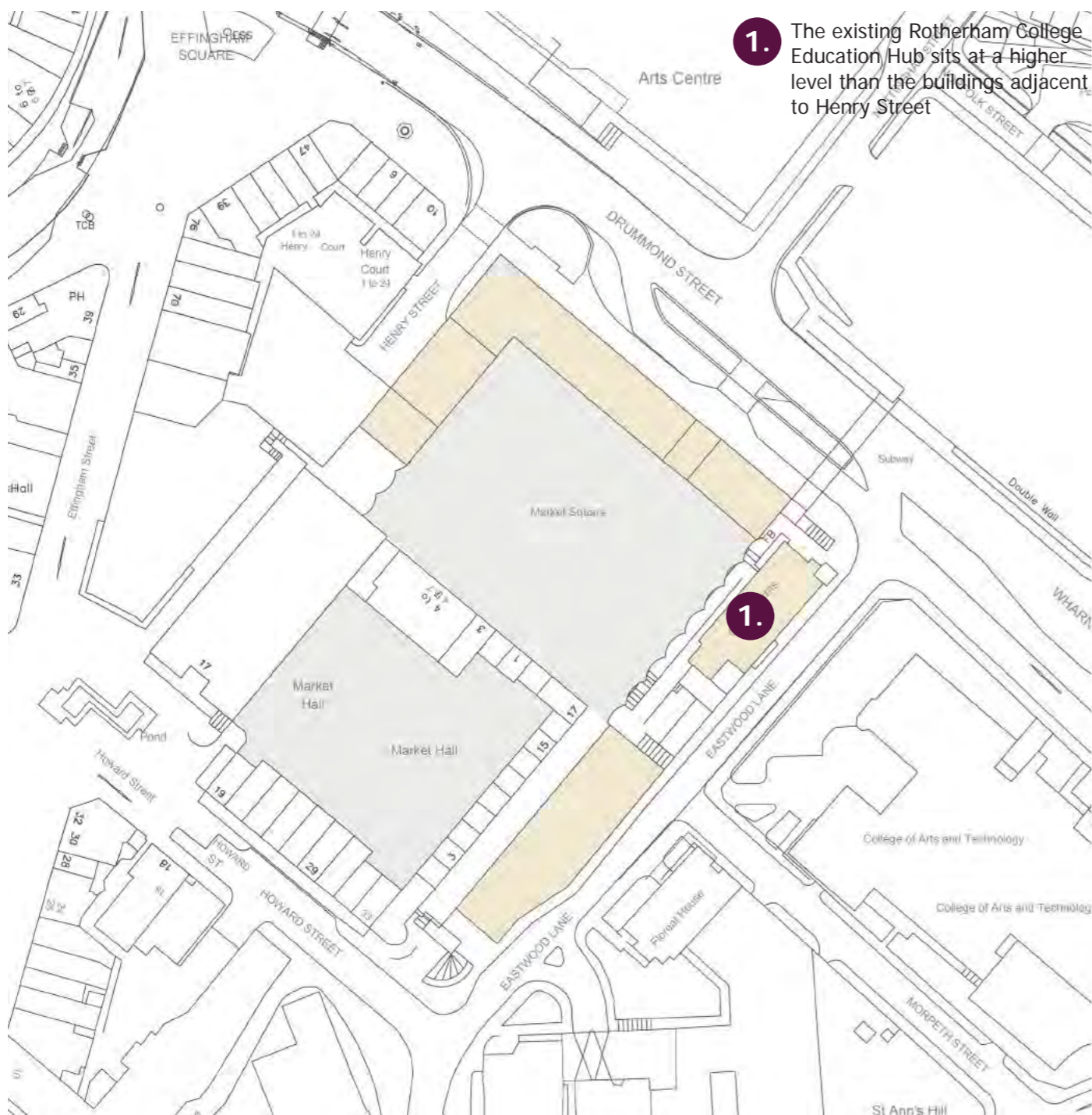
- 1.** Existing College building to become surplus to requirements following the development at Doncaster Gate
- 2.** Potential to remove low quality arcade structure this would reveal units on eastern side of the market building. This would also offer potential to improve public realm on Eastwood Lane to create 'College Fields' and support an urban campus
- 3.** Topography declines along Drummond Street from Eastwood Lane towards Effingham Square creating a change in level across the site; this enables the market to be serviced from Henry Street
- 4.** Potential to improve the public realm and market entrance at Howard Street / Effingham Street
- 5.** Drummond Street Car Park has a strong linkage to the market, supporting pedestrian footfall through the market into the retail core

	Site boundary		Pedestrian link
	Knowledge hub		Poor quality frontage
	Flood zone 2		Active frontage
	Poor quality pedestrian space		Detractor to quality
	Vehicular access		Topography (decline)
	Pedestrian access		



Level 1 - Market Hall & Howard Street

Level 2 - Gallery Level & Market Square



1. The existing Rotherham College Education Hub sits at a higher level than the buildings adjacent to Henry Street

Level 3 - Eastwood Lane & Top Floor





Consultation

Consultation

The drafting of the Implementation Masterplan has been informed by the context work to date as set out in the earlier section. It has been progressed in liaison with Council officers, this being coordinated through the Rotherham Masterplan Steering Group and the Senior Leadership Team.

Regular briefings and event have been held throughout the programme. These have included several workshops and briefing sessions to officers, members and stakeholders.

Several workshops were held early in the programme to seek the views of members and Town Centre stakeholders, this included workshops for both officers and members to attend on the 13th December 2016. This was followed by two vision workshops on 10th January 2017, one attended by Town Centre stakeholders, and a further session for developers and house-builders.

The workshop format drew together the objectives and goals for the Town Centre as set out by the respective Rotherham Town Centre SPD (2016) and earlier Rotherham Strategic Framework (2005) to draw together common themes, recognising the progress to date and changing conditions across the Town Centre. These themes were tested and have formed the basis for five streamlined objectives for this Implementation Masterplan. The Workshops were interactive and through small groups the sessions drew on the attendees to contribute their thoughts and feedback on current issues and the possibilities for change and growth.

We also undertook a series of 1-2-1 meetings with Town Centre landowners to understand their plans and the issues facing their ownerships to fully understand the context for development.

We have also engaged with a number of groups within Rotherham and will continue to do so through the programme, this has included The Rotherham Pioneers, Rotherham Voice and the Rotherham Looked After Children to date. These sessions have been tailored for the audience; this has enabled a wider range of stakeholders to engage and feedback.

Consultation and engagement with young people has shaped draft proposals. The team has met and presented to the Child Centred Borough Working Group and the Looked After Children's Council. The former group provided strategic guidance at officer and professional level to guide the masterplanning process and to ensure projects and proposals were bringing about a Town Centre which was safer, more attractive and more relevant for young people of all ages. This is about more to do and see in the Town Centre and a much improved environment. The project to refurbish the bus interchange was also seen as important as this is a key gateway into the Town Centre for many young people and this area feels unsafe at present. The catalyst project at Forge Island which provides new leisure uses is also seen as very important in giving the Town Centre a new lease of life through the day at weekends and into the evening. The latter group – The Looked After Children's Council offered an opportunity for the team to engage directly with young people. A presentation was made setting out the ideas for the masterplan (largely those that appear in this draft). The energy and enthusiasm of the group was clear to see. Their feedback was that they wanted Rotherham Town Centre to be as good and even better than other Town Centres they know and visit. They wanted to be proud of their town but at present they felt the town had little to offer them. They called for more life and things to do. They wanted more fun, more colour and less grey. The challenge from the group was to make the Town Centre more exciting and a place that they want to be. They also wanted to feel safe and welcome. The masterplan must address the needs and aspirations of everyone in Rotherham. But looking to the future and in trying to create a long term transformational change in the quality and offer of the Town Centre young people are so important. They will be the future of the town and the masterplan needs to create places and spaces which will be relevant and appealing to them.

Consultation on this first draft of the Masterplan will be undertaken with the Youth Cabinet and Young Ambassadors to guide their feedback on draft proposals. Feedback from these consultations will be reflected in the final masterplan.

Having a lovely time in Rotherham. Pottering round the markets and quality independent shops. Sat in the sun enjoying a glass of fizz as I write this overlooking fabulous gardens! Off walking in the countryside this afternoon.

Rotherham Metropolitan Borough Council
 Riverside House
 Main Street
 Rotherham

In Rotherham. The weather is rubbish but some good things to see. Grimm & Co. is amazing for the kids and High Street has some great shops. Not sure about entertainment this evening but can always get the train to Sheffield. Suggest you visit in 24 months when it will be amazing.

Rotherham Metropolitan Borough Council
 Riverside House
 Main Street
 Rotherham

Rotherham is looking better today. The sun is shining. Clifton park is a great place. Other parts of the town less so. Running out of shops worth visiting, but at least it's cheap.

Rotherham Metropolitan Borough Council
 Riverside House
 Main Street
 Rotherham

Having a great time in Rotherham! The Minster is lovely and having a cake and tea overlooking it. There are lots of great independent shops as well. Visited the museum and gardens (at Clifton Park) only a short walk away from the centre.

Rotherham Metropolitan Borough Council
 Riverside House
 Main Street
 Rotherham

Remember to look up (at the lovely buildings) as the Town Centre is much nicer than you might think.

Rotherham Metropolitan Borough Council
 Riverside House
 Main Street
 Rotherham

Some really lovely architecture. My wife says there is not a great deal of choice in terms of shopping and there is no department store. There are also some unfavourable customers in the Town Centre.

Rotherham Metropolitan Borough Council
 Riverside House
 Main Street
 Rotherham

The Town Centre isn't the best, but there is some good new stuff happening. The High Street is good with lots of interesting shops. A few of the bars in the town are being refurbished as well. There is a great church in the middle of town.

Rotherham Metropolitan Borough Council
 Riverside House
 Main Street
 Rotherham

Here I am in Rotherham. Lovely people, not too well off but very friendly. The town needs a bit of love and attention but hoping to stay and see it flourish!

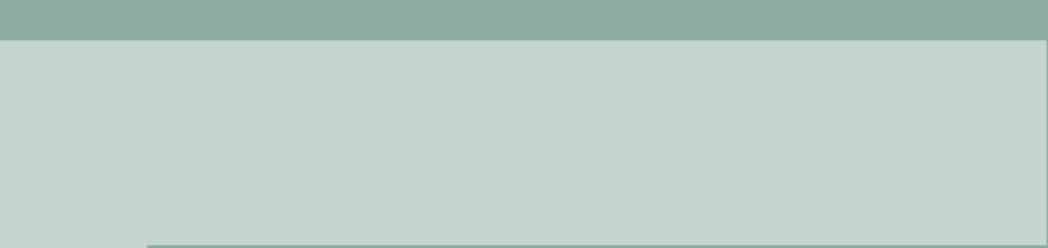
Rotherham Metropolitan Borough Council
 Riverside House
 Main Street
 Rotherham

Here in the beautiful borough of Rotherham. It's so green! The town is lovely and so much more elegant than I was expecting. Fascinating local heritage, great architecture and intriguing independent retail. What an extraordinary place and well connected too.

Rotherham Metropolitan Borough Council
 Riverside House
 Main Street
 Rotherham

Great People. (Rotherham) Needs to be more positive about itself. Advanced Manufacturing District nearby, Wentworth Woodhouse and Gulliver's coming soon. Clean and pleasant Town Centre.

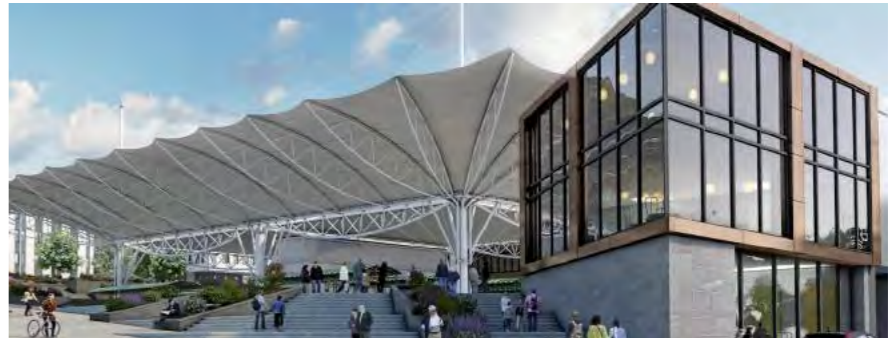
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**Town Centre
Vision,
Objectives &
Strategy**

Vision

Rotherham Town Centre will become a place people will increasingly choose to use. It will become a bustling historic market town, with a good range of independent shops and services. It will provide a more distinctive and diverse experience to nearby retail parks and malls. It will offer much more than just shopping. There will be new places to eat-out and new bars and cafes. Some of these will be high-street-brands, with new and existing independent businesses adding to the mix. There will be a **confident, welcoming and family friendly atmosphere**. There will be more to do for all ages, especially for young people. A cinema and quality hotel will be at the heart of a new commercial leisure development. Streets, spaces and public transport hubs will have been upgraded and new green spaces created, to provide a brighter, more attractive and safer Town Centre. Parking will be convenient and will encourage people into the town. More people will live in and close by Rotherham Town Centre. There will be an expanded student population along with new opportunities for business and entrepreneurship. Rotherham will be a destination for all to enjoy. **The Town Centre will not be finished when this plan is delivered – it will always face challenge and change– but it will be much improved – it will be a place with a new sense of purpose, with a stronger identity and economic base, which local people can take pride in once more.**



Objectives

This masterplan will provide a clear structure to guide the implementation of a set of key development opportunities, public realm improvements and smaller scale 'easy win' projects which will work together to transform the Town Centre of Rotherham.

It will be guided by a set of priorities which build on the Eight Key Moves of the Rotherham Town Centre SPD (2016) and the Ten Renaissance Goals initially set out in the Rotherham Strategic Development Framework (2005) and as summarised in Rotherham Local Plan Core Strategy (2014).

The following aims to capture the ambition set by into five overarching objectives for Rotherham:

Reveal the waterside

New development proposals must integrate the waterside back into the heart of the town. The river and Navigation should become a focal point for activity and civic life. The key projects within the masterplan offer a once in a generational opportunity to rediscover the waterscapes and in doing so adding value and relevance to these new places.

Transform grey to green

New and improved spaces and streets will be designed to create a much greener Town Centre. This will help strengthen local identity, drawing on the success of places such as Minster Gardens. New development and landscape proposals should value planting and the green setting. A green Town Centre will be a more attractive and healthy Town Centre.

Diverse, distinctive and focused

The Town Centre must continue to diversify and develop its offer based on much more than just everyday retailing. Everyday retailing will continue in Rotherham, but it will not lead to Rotherham's resurgence.

The Town Centre must become known for a higher quality and distinctive 'offer'. This includes independent retailing and boutique businesses and services. Good quality food and drink, new leisure and recreation facilities and possibly new cultural attractions can all add to this more diverse and distinctive mix.

Development projects which focus on areas of the Town Centre economy where growth is possible (which are under-represented presently) and where there is latent demand, have been prioritised, particularly commercial leisure and branded food and beverage.

Proposals which draw people into town, to work, to learn, to live or to visit will be important. There is a powerful link between the quality of a place and its draw in terms of people, footfall and spending power.

High quality design

New development and landscape design will be of high quality and respond to the local distinctiveness of Rotherham. Design should be ingrained in the 'DNA' of Rotherham. Cues should be taken from the heritage of the town, its patterns, its materials, details and colour. The best of modern will live with the towns under-appreciated architectural heritage.

Safe, sociable streets with sustainable travel and parking

Streets and spaces within Rotherham will be attractive and safe places to enjoy. They will be clean and well maintained. Streets will encourage walking. Sustainable transport will be promoted, through a range of ongoing projects including tram-train, the interchange and links between the two. This objective has guided investment up until now and will deliver value into the future.

Whilst the sustainable modes of travel are promoted the role of car parking in supporting the success and sustainability of Town Centre and its businesses is confirmed as vitally important. Free parking giving access to a poor Town Centre is not the key to success. An improved Town Centre offer, with an intelligent and competitive parking regime is. Parking controls should be geared to encouraging people to use the Town Centre as conveniently and cost effectively as possible.

Strategy

The vision describes the place we want Rotherham to be. The objectives provide clarity on what the implementation plan and its projects needs to do. The following list summarises the ongoing strategy for the Town Centre, which can influence management of the Town Centre and delivery of projects and proposals. The intention is to develop a strategy for success based on a number of clear markers. Where possible all decision makers and investors should follow this strategy.

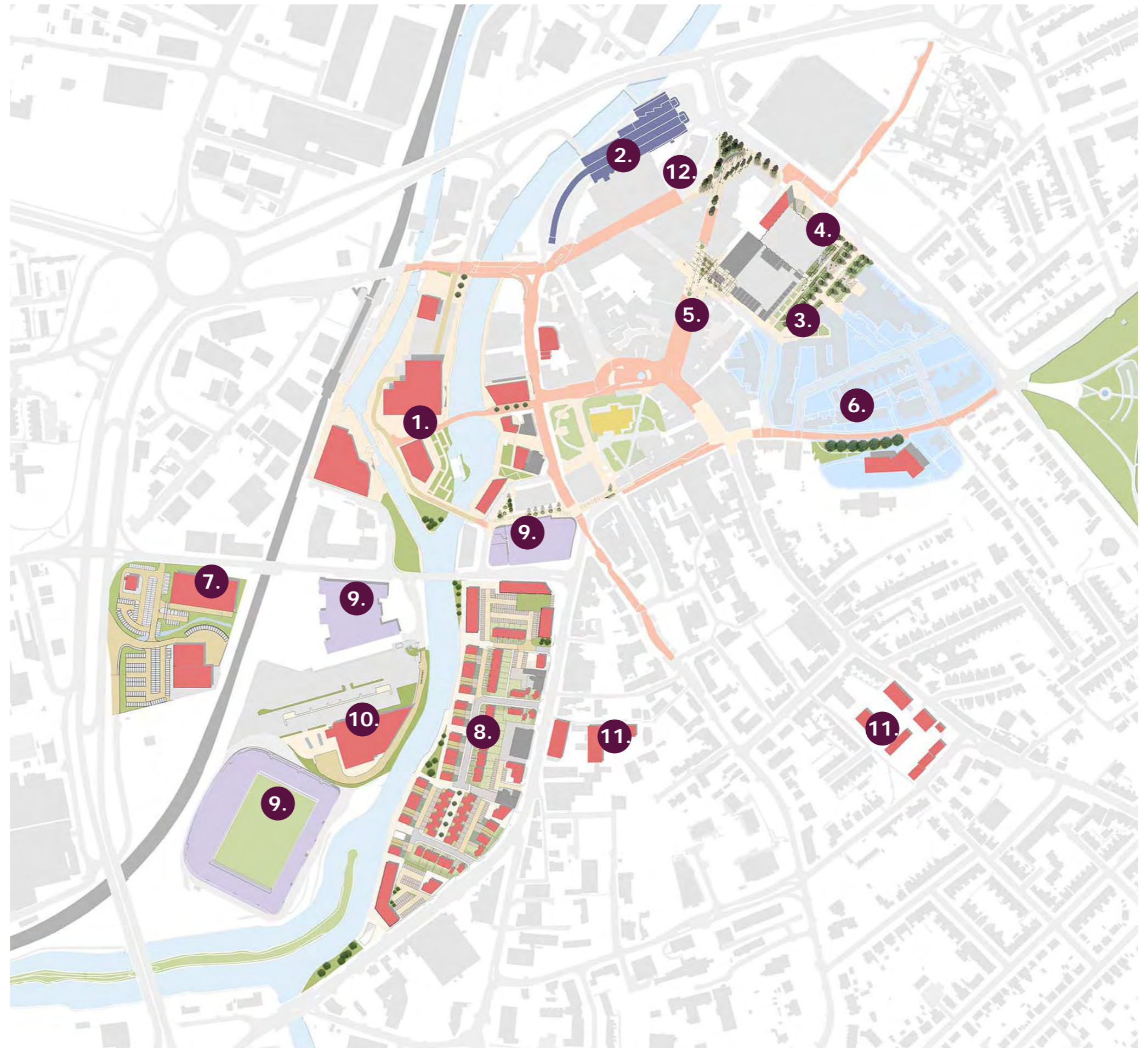
- Confidence in the Town Centre environment:** Address anything including social incivilities that damage confidence in people's experience. Focus on the family experience and young people
- The arrival-to-departure experience:** As far as is practically possible create the conditions for a safe and attractive end to end experience within the Town Centre. How you arrive and leave linked to the attractions used.
- Convenience of use - reducing barriers:** Make it as easy as possible for people to use and enjoy their Town Centre
- More to do and see in a quality setting:** This is at the heart of the implementation masterplan
- The 'WOW - that really makes a difference' moment:** Rotherham needs this at the present time. The town needs a big project to transform people's perceptions.
- More people and more life:** With more people comes more footfall and more spend.
- Capture latent spending power:** Many Rotherham Residents do have money to spend and would spend in the town if there was more of what they wanted.
- A better place attracts spend:** Invest in the place and its distinctive and focused offer and the economy will improve.



Masterplan Proposals

The Masterplan

1. Forge Island will become a major leisure destination and will include a new cinema, theatre, quality hotel and food and drink offer. Residential units will support these uses.
2. Refurbishment of interchange building and associated car park.
3. College Fields to form a key open space within the College Campus.
4. Rotherham Markets will be opened up through the removal of buildings adjacent to Doncaster Gate. A new building will form a strong feature at the junction with Henry Street.
5. The access to the indoor market will be enhanced through public realm improvements to Market Square.
6. Rotherham College Town Centre Campus to include a new Centre for Higher Education Skills building.
7. A new foodstore and drive-through unit will front onto Main Street.
8. Up to 279 high quality riverside residential units will be provided, to include a mix of apartments and houses.
9. Recent investment has been made in Rotherham Town Centre, including the New York Football Stadium, Riverside House and Westgate Chambers.
10. The former Guest and Chrimes building will be partially retained to create a leisure destination within the vicinity of the football stadium.
11. Two starter homes sites will be brought forward within the Town Centre.
12. Effingham Square will become an area of green space within the Town Centre, complementing the green space at Minster Gardens.







**Key
Opportunity
Projects**

Forge Island

Forge Island is a vital catalyst project for Rotherham Town Centre. This large, centrally located Town Centre site has tremendous potential for new and exciting uses. Proposals focus on a new leisure destination featuring a new cinema, bars, restaurants, and a quality hotel. This area might also include a new theatre and arts centre. Together these uses will provide a new focus for activity and draw people into the town. In addition, there will be new Town Centre apartments, ample car parking and new public squares and green space. This new development will be well connected to the core Town Centre via a new landmark bridge and connect to rail station and bus station close by. There is significant developer interest in this site and opportunity and RMBC are to progress quickly with next steps to delivery.

1. Riverside walkway access and vehicular access to multi-storey car park & servicing access.

2. Multi-storey car park to service new Forge Island leisure scheme.

3. Five screen cinema, above food and beverage units to animate public open space.

4. New public space as a focal point for the scheme. Space designed to accommodate seasonal activities e.g. beach / ice-rink. In the longer term this could be a future leisure development site.

5. New and re-sited pedestrian footbridge connecting with Town Centre across River Don.

6. Riverside park and green space creates attractive setting.

7. 60 bed quality hotel with food and beverage uses at ground floor.

8. Potential hydro-power station to make use of weir subject to timing of delivery.

9. Arts Centre and theatre, incorporating cafe /restaurant and creative / business space, 500 seat theatre and studio theatre.

10. Vehicular access, incorporating pedestrian access, to multi-storey car park and service access for hotel block.

11. Mixed use development frames views of Rotherham Minster. Uses include in excess of 60 apartments, retail, food and drink.

12. Retained businesses on Corporation Street with improved routes through from Minster Gardens to riverside. New apartments address the riverside.

13. Refurbishment and extension of existing vacant building to create new restaurant and bar overlooking the River Don and the Forge Island.

14. Residential apartment development in excess of 60 apartments.

Key Opportunity Areas:

- Area A: 5 SCREEN CINEMA AND FOOD & DRINK USES
- Area B: RE-USE BANK
- Area C: ARTS CENTRE

Proposed Uses and Features:

- 5 screen cinema
- 24,000 - 30,000 sq ft restaurant / bar space
- 60+ bedroom hotel
- 120+ residential units
- Circa 325 car parking spaces
- Hydro-power station
- Arts Centre and theatre
- Hotel and food & drink uses
- Mixed use development
- Residential development
- Re-use bank
- Public space (beach / ice-rink)
- Pedestrian footbridge
- Riverside park and green space
- Multi-storey car park
- Retail
- Police Station
- Rotherham Central Station
- Masbrough Bridge
- Chantry Bridge
- Corporation Street
- Market Street
- Domine Lane
- George Street
- College Road
- Central Road
- Line Of Poets
- Wharf House
- PC
- PH
- DW
- ES/Enterprise (Cinema C)
- AMBER CORNER
- Car Park
- MIXED USE
- RESIDENTIAL
- RE-USE BANK
- RESIDENTIAL
- THE STATUTES
- DOMINE LANE



Visualisation to show the eastern bank of the river and view of the Minster from Forge Island

SITE OVERVIEW	
Site Size	Area A (Forge Island Peninsula) - 1.96ha Area B (Eastern Riverbank / Corporation Street) - 0.45ha Area C (Former Magistrates Court) - 0.65ha Total - 4.36ha
Location	Key waterside location, bounded by the Sheffield and South Yorkshire Navigation and The River Don, linked by land to Bridge Street, via a vehicular bridge from Market Street and via two footbridges over the River Don onto Corporation Street, and over the canal onto the waterside pathway.
Relevance to Masterplan	Transformational project and a priority site to aid diversification of current Town Centre offer, identified as a catalyst to signify change. Scope to open-up waterside and reconnect centre with the River Don by public realm. Commercial leisure focus with scope to create a new market offer within the Town Centre with regard to evening economy uses.
Current Condition	Former food store recently demolished. Existing pedestrian bridge linking over the River Don to Corporation Street is enclosed, unsafe and unattractive. River Don corridor needs improvement, and current boom across the river captures detritus and looks unsightly. Weir is a hidden feature along River corridor.
Design Drivers	<ul style="list-style-type: none"> • Reconnect the Town Centre with the River Don and the canal corridor; • Create attractive public realm and green space to the waterside; • Review potential to incorporate renewable energy source utilising weir; • Respond to constraints to include utilities located in north, and Flood Zone 2/3 requirements.
SPD Allocation & Policy	Redevelopment of the site forms a cornerstone of the Council's draft Supplementary Planning Document (SPD) for Rotherham Town Centre. This seeks to incorporate a mixture of residential and leisure use to create a new leisure quarter that embraces the river and canal frontage.
Land ownerships	Area A - Rotherham MBC Area B - Rotherham MBC and private ownerships Area C - Rotherham MBC

SUPPORTING THE OBJECTIVES	
Reveal the waterside	Waterside development to create frontage and activity, supporting active routes along waters edge and creating key waterside destination. Key redevelopment site within the Town Centre.
Transform grey to green	Provision of quality public realm in destination location, linking the waterside to the Town Centre.
Diverse, distinctive and focused	Diversification of Town Centre uses, strengthening the Town Centre offer to appeal as a family friendly destination, along side providing new attractions for younger people. The clustering of uses together will support sustainability, food and drink operators supporting the hotel and cinema uses.
High quality design	High quality contemporary design will respond to the waterside context, as well as regard to the conservation area to the east. Elevations should make sure that the ground floor has a positive relationship with the public realm, creating opportunities for activity to spill out into the new public space.
Safe, sociable streets with sustainable travel and parking	The proposed mix of uses and new public space helps focus activity and enliven the space at all times of day. The space will incorporate hard and soft landscaping, providing areas of seating, shade and will also be designed to be flexible to support a mix of activities to encourage one off and regular events. Routes to the rail station and interchange will be reinforced, alongside the on-site car-parking.



Visualisation of Forge Island from the east bank of the River Don

DELIVERY SUMMARY	
Issues & risk	<ul style="list-style-type: none"> • Ground contamination • Flood risk • Replacement pedestrian bridge • Abnormal costs associated with the above and previous industrial uses • Threat from potential enhanced competition at Meadowhall resulting from 'The Leisure Hall' development proposals
Recommended mechanism	<p>There are three distinct parts to delivery of Forge Island. These are firstly the core peninsula site plus riverside precinct, second the former Magistrates Court site and thirdly, the Council land and other land ownerships at the eastern riverbank / Corporation Street. Each will have a different delivery approach.</p> <p>Looking at the core site, given the Council's desire to control the mix of land use for Forge Island, the quality of development and its delivery, a straight sale for development is not seen as the most appropriate route. Instead, forming a Joint Venture development body with a development partner is recommended. A developer selection process will define the exact route and partner. The Council will have options with regard to risk and reward and how, as landowner, they facilitate and support the development. Upon completion of the scheme, the partnership may retain the development as an investment or sell it in to the investment market. The role and nature of this partnership will be defined through the selection process and the propositions of prospective partners. The Council will set out their expectations in a planning and development brief.</p> <p>Turning to the Magistrates Court. There is a window of opportunity to progress a Theatre and Arts Centre. This land is therefore excluded from the development partnering process at this moment to allow for a window of opportunity to investigate feasibility and funding. This responsibility falls with RMBC. With favourable feasibility and funding, RMBC will deliver the scheme with external funding. Should feasibility and funding review conclude such a scheme is not possible, this land may return to the Council's development partner (as outlined above or their separate residential delivery partner, see Riverside proposals).</p> <p>The third aspect is the eastern riverbank and Corporation Street area where the Council will use its land ownership to work with existing landowners in a positive fashion to deliver the desired development. The existing private land owners will need to play a role in realising the vision for this area.</p>
Phasing, sequencing & timescale	<p>Forge Island has the clear potential to be the flag-ship project in the masterplan and the catalyst for regeneration of the Town Centre. The Council are rightly concerned to see the site redeveloped as a key priority. Given the Council's desire to keep the momentum of progress with Forge Island, the potential of taking the site to market in September 2017 has been discussed and targeted. The advantage of going to market in September is that the holiday season is over and potential partners will be able to give their full focus to formulating a quality proposal for the site. Separate work at the Magistrates Court and eastern riverbank should progress as a priority also.</p>

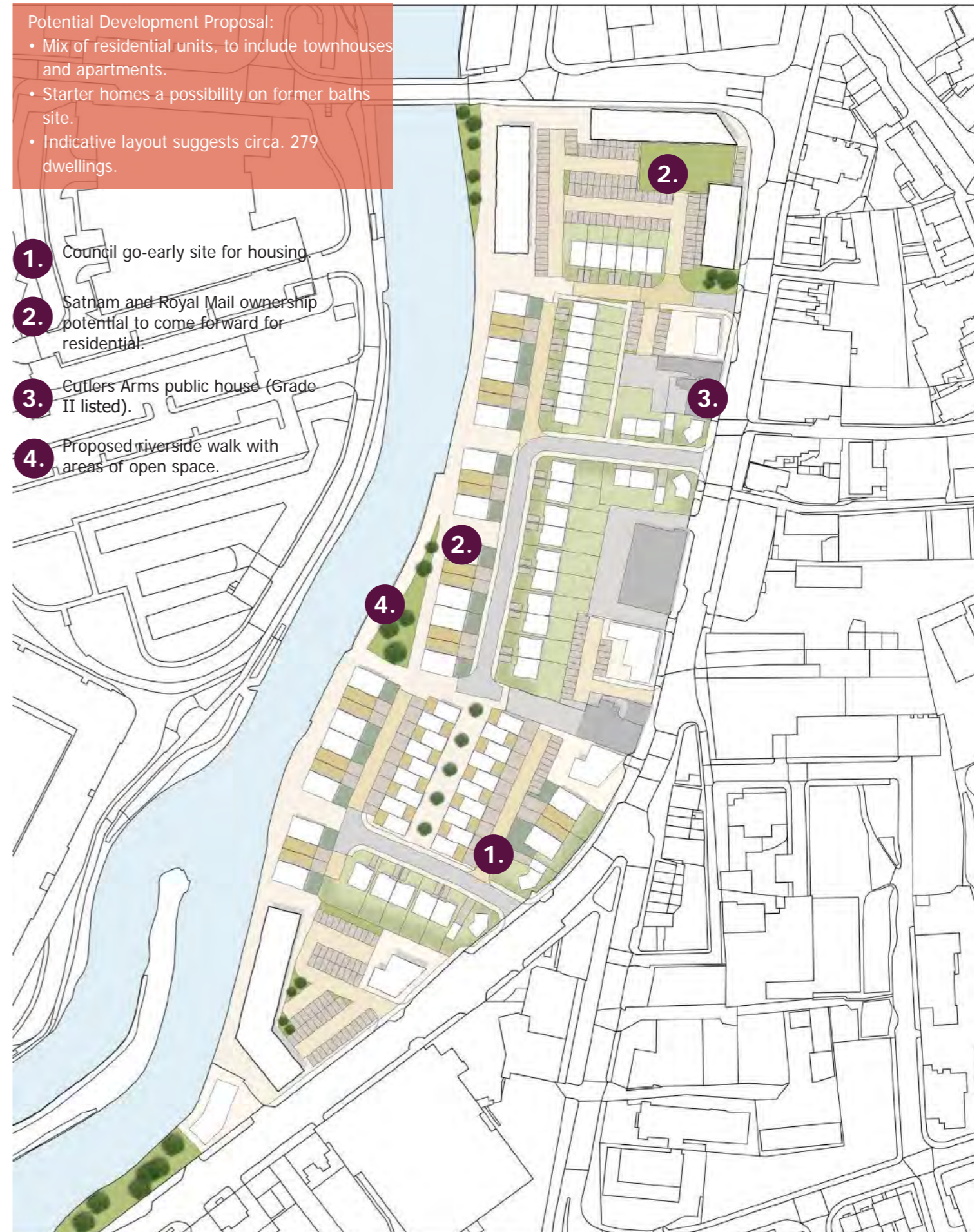
DELIVERY SUMMARY	
Delivery lead & management	<p>Rotherham Council will lead the development process with the appointment of a development partner to design, deliver and market the core Forge Island development. The development partner selection is vital as they will bring expertise and capacity to the partnership. The Council has a central role to play leading the Magistrates Court Theatre work and in coordinating and promoting positive change on the eastern riverbank.</p>
Next steps	<p><i>Core Forge Island Scheme</i> Appointment of a development partner will have to comply with EU procurement rules. However, the open OJEU procedure is the shorter process and is recommended in this instance for the appointment of a development partner. The process should stipulate that bids from potential development partners provide:</p> <ul style="list-style-type: none"> • financial offer; • details of proposed future use; • development programme; • potential receipts, development viability and any potential funding gap; and, • details of the Councils role and any potential support. <p>This scenario will potentially provide the Council with greater control over the development of Forge Island. Contractual arrangements with the development partner could provide clear objectives and parameters for the conversion and use of the site and buildings.</p> <p><i>Magistrates Court / Theatre</i> The next step is to commission a feasibility study and to produce a business plan for the theatre. This will need to confirm floor areas through a more detailed study. It will also need to identify demand for each component part, to include:</p> <ul style="list-style-type: none"> • Artistic content – main and studio theatre • Artistic content - flexible space • Managed workspace for creative businesses • Food and beverage offer. <p>There may be specific content for children and young people within the Arts Centre. The challenge for RMBC is to secure necessary funding through Arts Council England. Whilst there may be some regeneration funding available from the Council for wider regeneration activity it would not be appropriate for the Arts Centre to be paid for wholly by the council but Rotherham will look to champion and bring in from Arts Council England.</p> <p><i>Eastern Riverbank</i> Meetings with existing landowners are a priority to gauge their appetite to help deliver the development vision in this area. Also their capacity for the same and how public sector support and land may assist. The aim will be to quickly ascertain the capacity and interest of existing land owners to invest and develop. Initial consultations suggest an interest to develop.</p>



Visualisation of the Theatre and seasonal use of space at Forge Island

Riverside Residential

A new riverside residential development will transform this part of Rotherham replacing vacant land and hardstanding car parking areas with a vibrant mix of new dwellings and a lively residential area. The riverside which has long been neglected in this area will be the focal point. With more than 250 new homes and the many new residents that this development will bring this initiative will help to enliven the adjacent Town Centre. New homes will be distinctive and well designed. The riverside will be enhanced and this will be a desirable place to live. Early phases of development on Council land will create this new housing market based on innovative higher density urban housing.





Visualisation to show residential riverside

SITE OVERVIEW	
Site Size	4.2ha
Location	Attractive waterside location within the Town Centre boundary. Within walking distance of the proposed Forge Island leisure development and wider Town Centre
Relevance to Masterplan	Diversification of Town Centre uses and supporting increased footfall into the centre. This will be of benefit in supporting an evening economy and creating activity on street to enhance perceptions of safety
Current Condition	Privately operated surface car-parking, alongside operational businesses (public houses, post office, telephone exchange etc.)
Design Drivers	<ul style="list-style-type: none"> • Reconnect the Town Centre with the River Don • Create a publicly accessible waterside • A mixed housing scheme to include starter homes to create a different offer to that available elsewhere i.e. townhouses • Respond to constraints to including utilities located in north, and Flood Zone 2/3 limitations
SPD Allocation & Policy	<p>Part of the site has been highlighted as a residential opportunity area which is considered well suited to this use and provides waterfront access. Development here could also be complemented by the land on the eastern side of Westgate and the land has the potential to be developed on both sides of Sheffield Road, as 'infill' developments.</p> <p>A large portion of the site is allocated for housing in the Rotherham Publication Sites and Policies Document (2015), Policy H21.</p>
Land ownerships	Multiple ownerships including Royal Mail Depot, Council owned surface car park, SATNAM owned surface car park, two existing public houses, BT Telecommunications building, Hertz car rental, SIG Roofing business and hand car wash business. The Council's ownership is critical to start regeneration

SUPPORTING THE OBJECTIVES	
Reveal the waterside	The site is a prominent site on the River Don corridor and in turn interfaces with the Guest & Chrimes site, which is sited to the west. Proposals offer an opportunity to re-open the waters edge and create publicly accessible space along the water's edge, and support the south western approach to the Town Centre along Sheffield Road
Transform grey to green	The site is a brownfield site that was previously predominantly in an industrial / commercial use. The proposals seek to create an attractive waterside, and link the development into the wider Town Centre strategy
Diverse, distinctive and focused	The proposals support the increase and diversification of population within the Town Centre, providing a different type of city living compared to the existing and emerging Town Centre offer, and against that on offer in neighbouring Sheffield. The new residents will support the leisure offer, increasing footfall through the centre.
High quality design	Well designed homes will create an attractive waterfront frontage, an urban family dwelling is envisaged, with private space overlooking the River Don. These sit along a wider mix to include homes and apartments that respond to the needs of the local area
Safe, sociable streets with sustainable travel and parking	Promoting a Town Centre residential offer supports activity and footfall at all times of day and increased natural surveillance.

DELIVERY SUMMARY

Issues & risk	<ul style="list-style-type: none"> Parts of the site (i.e. the former baths site) are available for immediate development. Other parts (i.e. the Royal Mail Depot) will require relocation of existing operations before they're available for development. The BT telephone exchange is likely to be prohibitive in cost terms to relocate and will need to be considered within wider development proposals. Potential Flood Risk as the site includes land which is within Flood Zone 2 and 3. One of the main land owners Satnam consider the redevelopment potential of their site as modest and are taking a long-term view. Present use of the site for long stay car parking seems their aspiration at this moment and for the foreseeable future.
Recommended mechanism	<p>RMBC is working with Local Partnerships to agree the delivery mechanism for starter home sites, including Council owned sites within the Riverside area. It is assumed the Council owned started homes site will form the first phase on the Riverside site, followed by parcel in a number of other ownerships.</p> <p>Rotherham Metropolitan Borough Council (RMBC) is to seek an appropriate delivery / development partner for its residential opportunity sites. The delivery partner will work across sites presently available and brought into the partnership.</p> <p>Latter phases could be delivered through the partnership or by landowner disposal to private sector developers.</p>
Phasing, sequencing & timescale	<p>First phase is to commence from now the redevelopment of the Council owned former Sheffield Road Swimming Baths site. This scheme will be delivered by the Council's selected residential development partner. The details of this partnership to be confirmed. Until the redevelopment, the present car park use will continue. At the same time the Council shall work positively to facilitate the relocation of the Royal Mail Depot elsewhere in the Borough to deliver up the second phase of the waterside project. Preliminary discussions with Royal Mail have already taken place. The timing of development on this site will be informed by the relocation programme and the completion of phase 1. Also in phase 2 could be the redevelopment of the existing employment site to the south of the former swimming baths.</p> <p>Phase 3 will be the redevelopment of the Satnam land, the current surface car park. Satnam remain to be convinced of the residential market in this area and phase 1 and 2 should have proven / created this. At this time it is envisaged that the present owners will recognise the benefits and optimum use of the land for residential purposes. Otherwise full delivery of the riverside projects will be held up to the detriment of the towns economic success. At this time the Council will need to form a view of how best to deliver the masterplan should the owners be obstructive to masterplan delivery.</p>
Delivery lead & management	<p>Rotherham Council will lead the development process with the appointment of a development partner to design, deliver and market the starter homes sites, including its land within the Riverside area. Part of RMBCs role here will be to deliver further land at the riverside into the partnership for continuing development. It is noted that the partnership will deliver homes (in part through starter homes) on other sites away from the riverside. This will continue to build the new residential markets.</p>

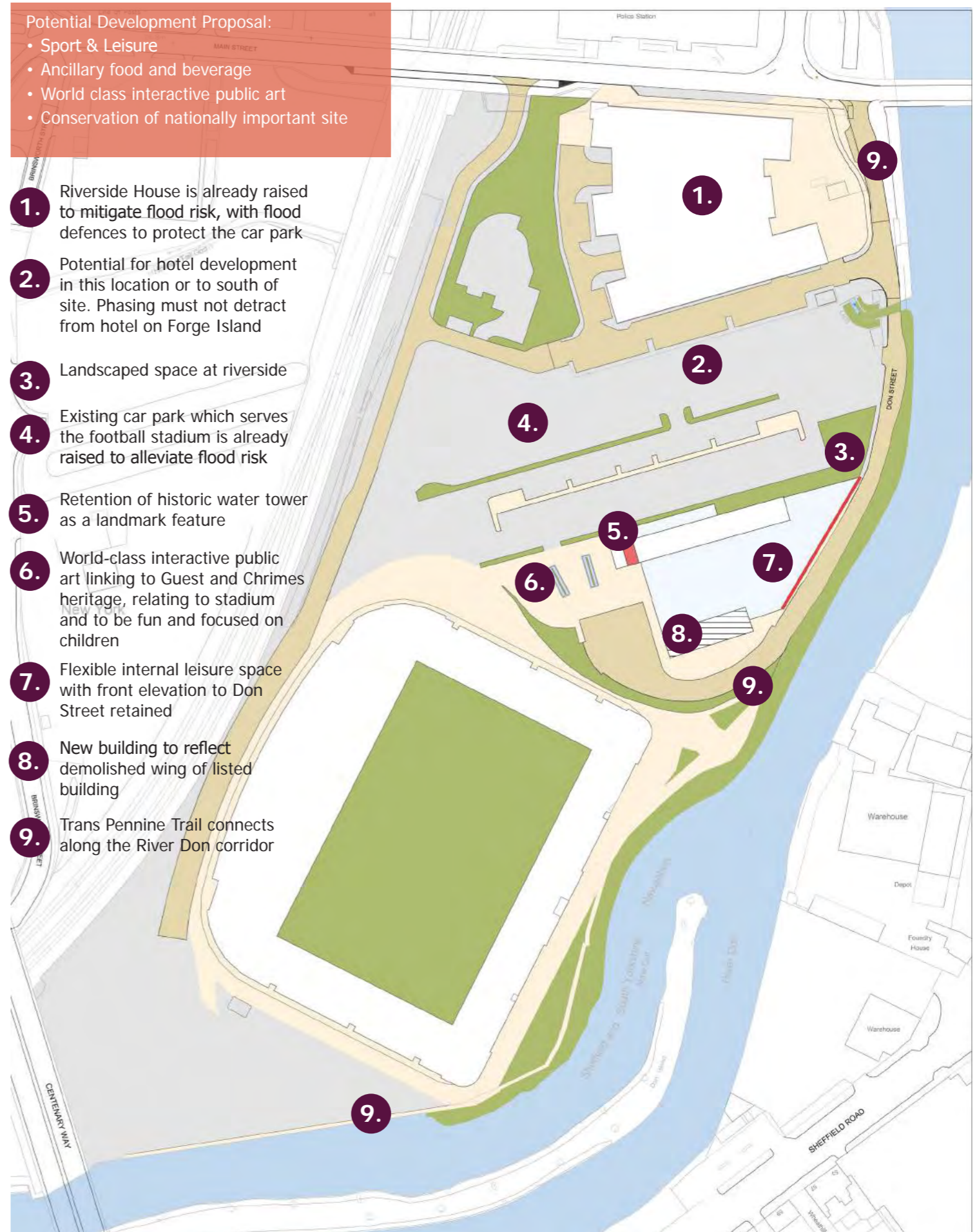
DELIVERY SUMMARY

Next steps	<p>Appointment of a development partner to deliver housing on the starter homes sites. Other landowners to be encouraged and assisted by the Council to support relocation of existing uses and deliver residential development.</p>
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Guest & Chrimes

The conservation of Guest & Chrimes and the rejuvenation of that site is a long standing priority for the town. Proposals here see a leisure-based development working alongside Rotherham United's existing New York Stadium to create a focus for recreation and sporting activity in the town. The redevelopment of the Guest and Chrimes Brass Works to host these new uses is an important conservation project bringing back into active use a site of national significant and celebrating the heritage of Guest and Chrimes. Rotherham United are leading this development project and the masterplan helps to strengthen and develop the vision for this development.





3D Visualisation showing what Guest and Chrimes could look like

SITE OVERVIEW

Site Size	1.24ha
Location	Within the south-western boundary of the Town Centre, on the western bank of the River Don. Riverside House is located within the site adjacent to Main Street and the New York Stadium sits within the southern section of the site. The Trans Pennine trail runs along the eastern site boundary.
Relevance to Masterplan	Vacant site sits between the Town Centre and the football stadium. Opportunity to improve visitor experience on match days and general perceptions through site visibility. Opportunity to provide further diversification of uses and Town Centre attraction on existing leisure corridor (Trans Pennine Trail)
Current Condition	The former Guest and Chrimes factory is Grade II* but currently on the buildings at risk register. Much of the site is used as surface car parking to support the Football Stadium and associated office/commercial use operation.
Design Drivers	<ul style="list-style-type: none"> • recognition of the cultural significance of Guest and Chrimes in the history of Rotherham. • justified retention and removal of the Grade II Listed Building. • creation of new spaces and interpretation of built form through design of new elements and public realm. • Respond to constraints to including car park provision for football club, and Flood Zone 2/3 limitations. • support the Trans Pennine Trail activity through the site.
SPD Allocation & Policy	The Guest & Chrimes site lies within the Civic Quarter and has been included in the SPD policy map as a potential 'Gold Route' which seek to create better pedestrian access and connectivity throughout the Town Centre. This will also contribute to the 'Corridor of Healthy Living' concept. Don Street, which runs along the river and provides access to Guest and Chrimes has been included in the map for proposed Gold Routes.
Land ownerships	RUFC

SUPPORTING THE OBJECTIVES

Reveal the waterside	The Guest & Chrimes site is visible from the Main Street bridge along the River Don corridor. The Water Tower is a prominent feature with the distinct lettering being the team colours of the town's football team, which is now located on the adjacent site. The waters edge will be reinforced through the improvement of the Trans Pennine Trail that runs along the river edge (Don Street).
Transform grey to green	The site redevelopment presents an opportunity to interpret the cultural history and tell the story of the site, this will incorporate hard and soft landscaping. Key elements will provide a clear connection to the manufacturing history this will form part of a renewed landscape, both as part of the site as a new destination, but as part of a renewed experience along the River Don corridor and Trans Pennine Trail
Diverse, distinctive and focused	The development of the site offers a Town Centre sports / leisure attraction that will provide further diversification of the economy. The site is linked via the riverside walkway (and cycle way) to Forge Island providing comprehensive renewal of the western side of the River Corridor
High quality design	<p>The Grade II listed Guest and Chrimes building offers a number of design cues to be interpreted through proposals. Due to the building condition, a survey will be required to understand this fully; this may reveal that elements of the site will require demolition, it is therefore important that the interpretation of the building is in some-way brought through future proposals. The existing scale, footprint, range alignment and hierarchy, and rhythm of the elevations, including the solid to void ratio, can all be incorporated into a future design. The Water Tower presents a key opportunity as a well known site feature for retention and enhancement.</p> <p>The interpretive public art is an integral part of the proposal to tell the Guest and Chrimes story. This is not a 'nice to have' item, it is a fundamental part of any successful scheme.</p>
Safe, sociable streets with sustainable travel and parking	The public realm will be a world class and will reinforce the connection between the stadium and the Guest & Chrimes site. It will support children's play and interaction, to form part of the overall experience in forming a hub and setting to both the stadium and the new proposed leisure /sports development integrating the former Guest and Chrimes buildings. Public realm will be well overlooked and help support feelings of safety through well lit and active streets.

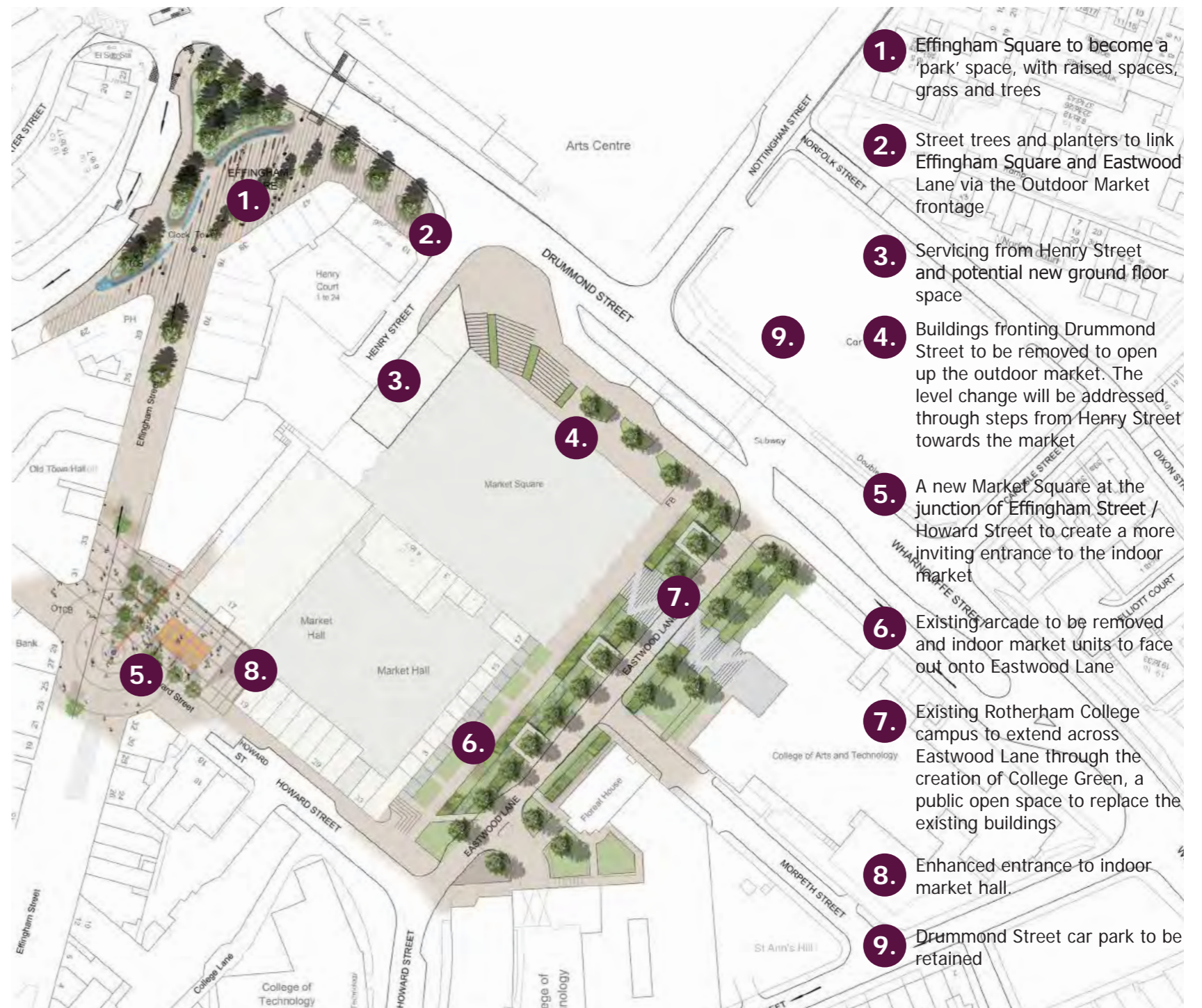
DELIVERY SUMMARY

Issues & risk	<p>Buildings on the Guest & Chrimes site are Grade II listed and the need to conserve this site, which is of significant national importance, has for many years in part resulted in inactivity. The balance of demolition, refurbishment, new build and interpretation of the historical significance of the building now needs careful consideration.</p> <p>Areas of site are within Flood Zone 3 and proposals will need to reflect this.</p> <p>Funding and costs of conservation works have been a constraining factor in the past.</p>
Recommended mechanism	<p>Mixed leisure development proposals are being prepared by Rotherham United Football Club who controls the site via a long leasehold. The development of the site by the Football Club should be supported and discussions have been ongoing with the Club. Historic England are an important stakeholder and the Football Club and masterplan team have met with HE. Successful proposals will meet the expectations of HE, this masterplan, RMBC and the Football Club. A balanced approach is needed.</p>
Phasing, sequencing & timescale	<p>Development proposals are in preparation and should be encouraged by the Council to proceed as quickly as is practical in the short term. Recent meetings with Historic England and the Football Club have been positive. Assuming a balanced and positive approach, there seems good prospects of a planning application potentially being submitted within the next six to ten months as an early phase of masterplan delivery.</p>
Delivery lead & management	<p>Rotherham Football Club controls the site and is keen to control the delivery of development. This masterplan provides clarity on what is needed, for example the balance of demolition, refurbishment and new build. Also the scale and quality of interpretive (Guest and Chrimes inspired) public art / water features. Investment in this interpretation could allow for substantial demolition albeit this will need to be confirmed through the planning process.</p>
Next steps	<p>The Council should support and encourage the proposed development of the Guest and Chrimes site. Further detailed design work is required (and understood to be underway) by the Football Club and their designers. Further meetings with HE and the masterplan team should be a next step in anticipation of a planning application in due course.</p>

Rotherham Markets Area

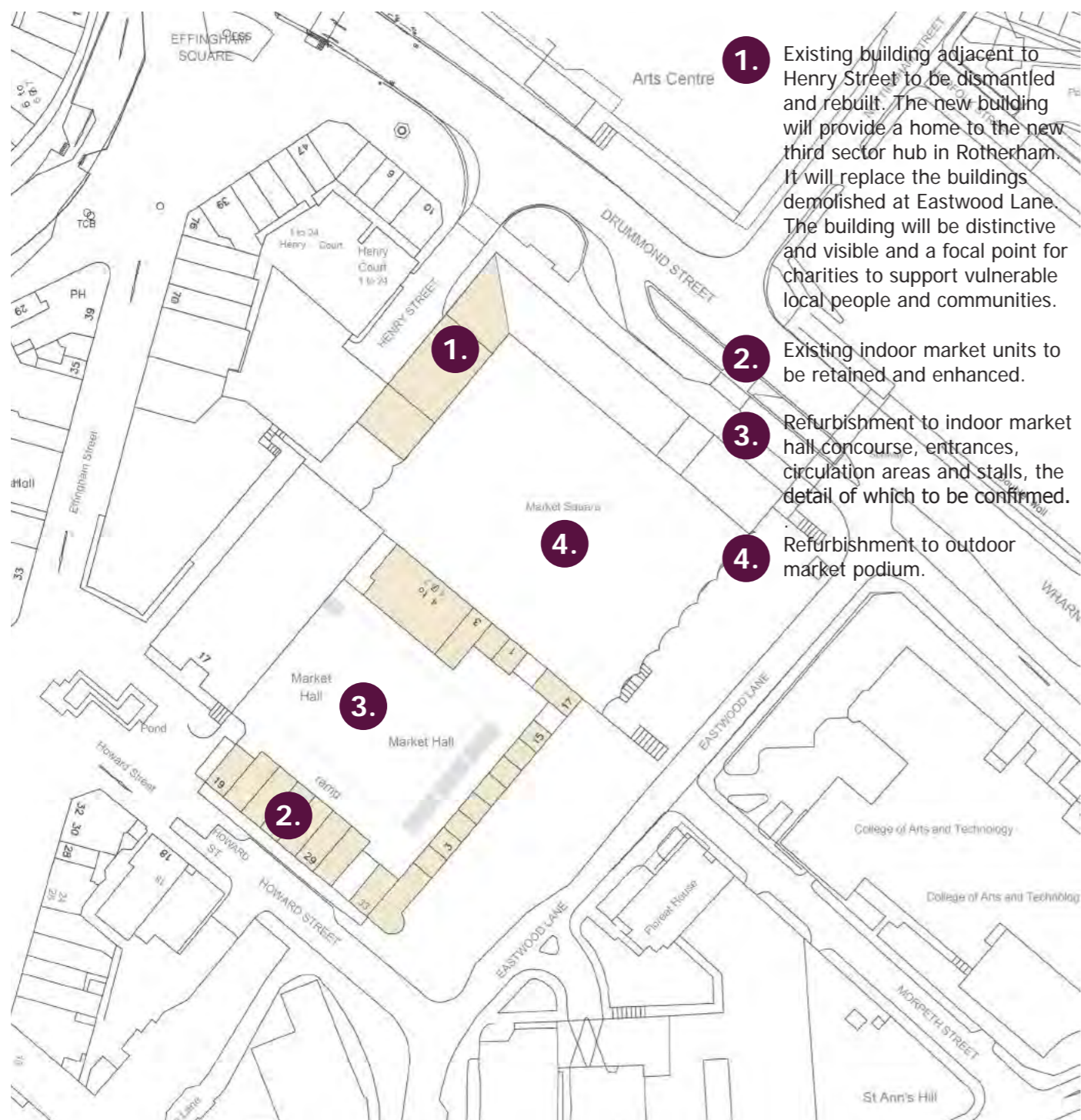
At the heart of this proposal is a revitalised indoor and outdoor covered market. The outdoor market will be opened-up externally along its north eastern elevation to Drummond Street. This will create new access and views into the market encourage footfall. New public realm will help frame attractive entrances into outdoor market and through into the indoor market hall. The indoor market will also be refurbished. The charm and character of the historic markets will be retained but updated with a simple and sympathetic scheme of works. **Wayfinding, circulation and stalls will all be improved.**

There is a further very significant opportunity in this part of the Town Centre to create a new and distinctive Third-Sector Hub building within the heart of the Town Centre. This would provide a one-stop-shop for advice and support for local communities through the integration of existing charitable organisations within Rotherham led by Citizens Advice Bureau and the local credit union. Other third sector support services could become involved. This would place vital support for communities in Rotherham in a highly visible location in the heart of the Town Centre, in a new purpose built building. This would replace the existing Rain Building.



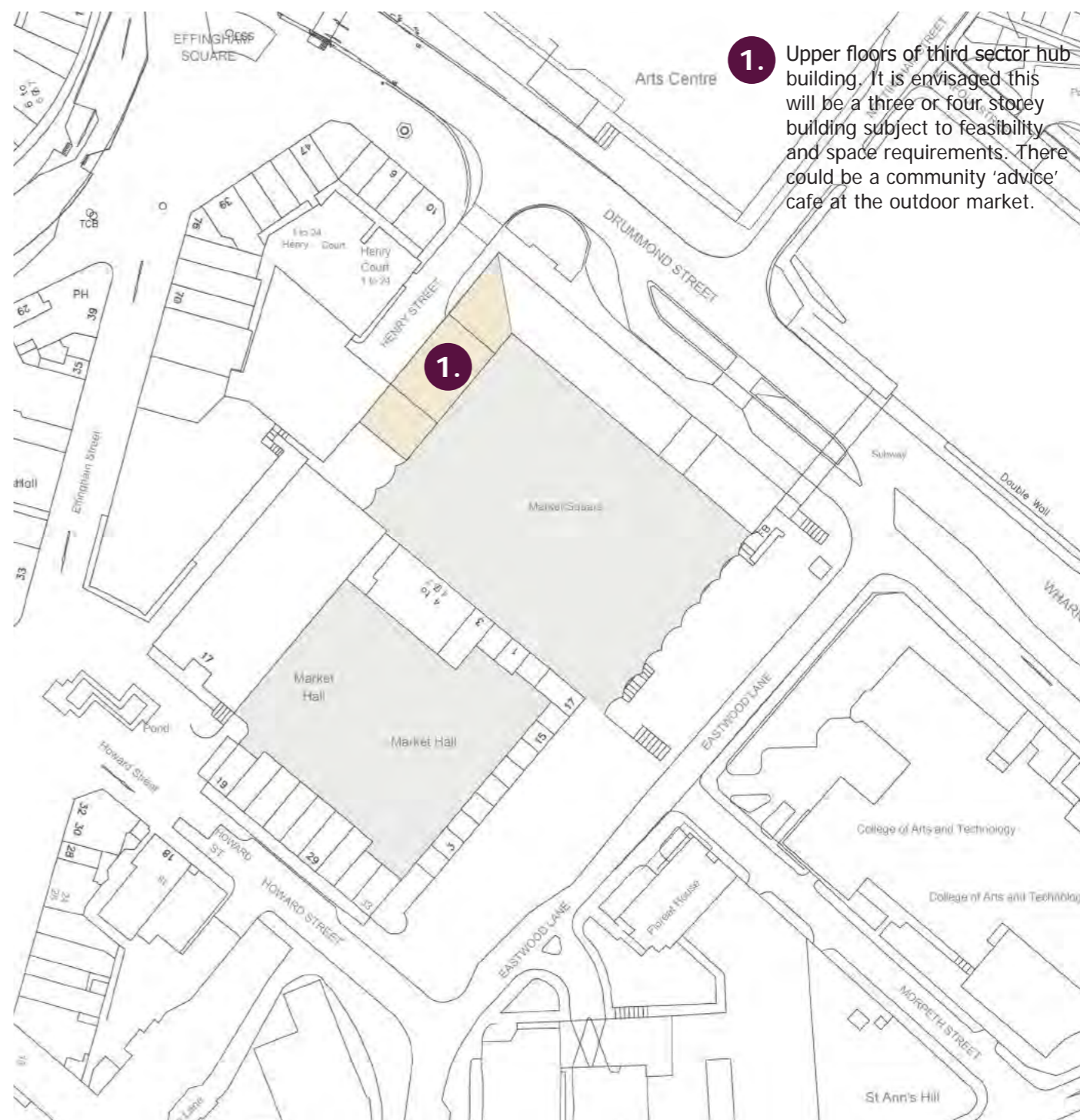
1. Effingham Square to become a 'park' space, with raised spaces, grass and trees
2. Street trees and planters to link Effingham Square and Eastwood Lane via the Outdoor Market frontage
3. Servicing from Henry Street and potential new ground floor space
4. Buildings fronting Drummond Street to be removed to open up the outdoor market. The level change will be addressed through steps from Henry Street towards the market
5. A new Market Square at the junction of Effingham Street / Howard Street to create a more inviting entrance to the indoor market
6. Existing arcade to be removed and indoor market units to face out onto Eastwood Lane
7. Existing Rotherham College campus to extend across Eastwood Lane through the creation of College Green, a public open space to replace the existing buildings
8. Enhanced entrance to indoor market hall.
9. Drummond Street car park to be retained

Level 1 - Market Hall & Howard Street



- 1.** Existing building adjacent to Henry Street to be dismantled and rebuilt. The new building will provide a home to the new third sector hub in Rotherham. It will replace the buildings demolished at Eastwood Lane. The building will be distinctive and visible and a focal point for charities to support vulnerable local people and communities.
- 2.** Existing indoor market units to be retained and enhanced.
- 3.** Refurbishment to indoor market hall concourse, entrances, circulation areas and stalls, the detail of which to be confirmed.
- 4.** Refurbishment to outdoor market podium.

Level 2 - Gallery Level & Market Square



- 1.** Upper floors of third sector hub building. It is envisaged this will be a three or four storey building subject to feasibility and space requirements. There could be a community 'advice' cafe at the outdoor market.

Level 3 - Eastwood Lane & Top Floor

SUPPORTING THE OBJECTIVES

Reveal the waterside	Wayfinding and public realm design will link to create an overall strategy to link between the waterside and the key Town Centre uses.
Transform grey to green	The removal of the existing arcade and the converted Charter Arms that currently forms part of the College estate opens Eastwood Lane. This creates new 'College Fields' to establish a wider College Campus within the Town Centre. This sits alongside proposals for Howard Street to further green this space, and incorporating shelter, shade and seating.
Diverse, distinctive and focused	Market units formerly within the arcade are opened to Eastwood Lane to interface with the new College Fields public space. The opening of the facade on Drummond Street with improved entrance increase the presence of the market and supports on-going success of the market as a unique and key Town Centre offer.
High quality design	The market building should be renovated and refurbished to support an active and attractive streetscene to Drummond Street, this should be renovated to incorporate a remodelled public space and entrance to reinforce links from Drummond Street car Park and the Tesco supermarket through the market to drive footfall.
Safe, sociable streets with sustainable travel and parking	Improvements are made to key elevations along Drummond Street, the Howard Street entrance and Eastwood Lane to open up the market, creating active frontages and supporting increased footfall through these spaces. This support streets as places for both interaction and enjoying the Town Centre, improving experience in the Town Centre and supporting increased dwell times.

SITE OVERVIEW

Site Size	1.3ha
Location	The Market is within the retail core. The indoor market is accessed from Howard Street, and the outdoor covered market accessed from Drummond Street and Eastwood Lane, linking into the indoor market.
Relevance to Masterplan	Rotherham's markets are a major attractor to the Town Centre and support footfall generation in the centre. The outdoor covered market was the winner of the best large outdoor market 2016.
Current Condition	Drummond Street edge characterised by blank frontage and an unattractive elevation. The Howard Street entrance is set back and does not draw people in to the market. Public realm in the surrounding area is of lower quality. The Eastwood Lane elevation could be opened up by the removal of two low quality buildings.
Design Drivers	<ul style="list-style-type: none"> The markets have been subject to two recent studies to inform future improvements (DTZ Markets Options Report 2012; RMBC Indoor Market Design Concept Report 2015). Creation of high quality entrances and high quality public realm to draw further footfall into and through the markets.
SPD Allocation & Policy	<p>The Market site is identified as a retail allocation in the Sites and Policies document (RSPD), allocation reference R1.</p> <p>It was anticipated that Drummond Street Car Park will be brought forward to complement the reconfigured Markets by providing space for retail and 'making and trading'. Half of the Market site would be retained for its current use, notably the well-utilised indoor market area. However, the outdoor space could be remodelled and the surplus space used for small scale manufacturing, in particular to support start up enterprises. Proposals should consider how best to integrate with the nearby Education Quarter and Advanced Manufacturing Innovation District ('AMID'). The new masterplan proposals look to retain the Drummond St Car Park and remodel the outdoor market</p>
Land ownerships	RMBC owned



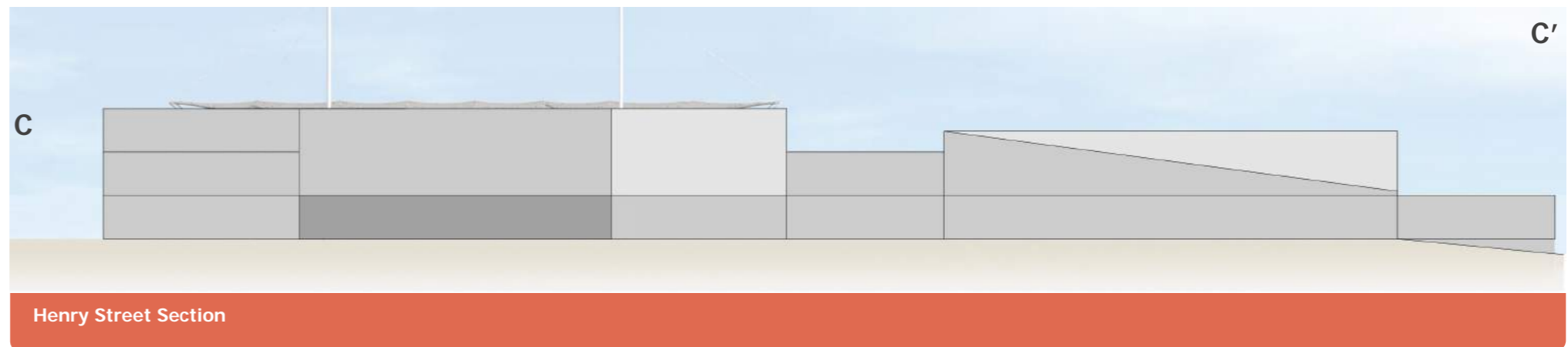
3D Visualisation of Outdoor Markets from Drummond Street



Drummond Street Section



Eastwood Lane Section



Henry Street Section

DELIVERY SUMMARY

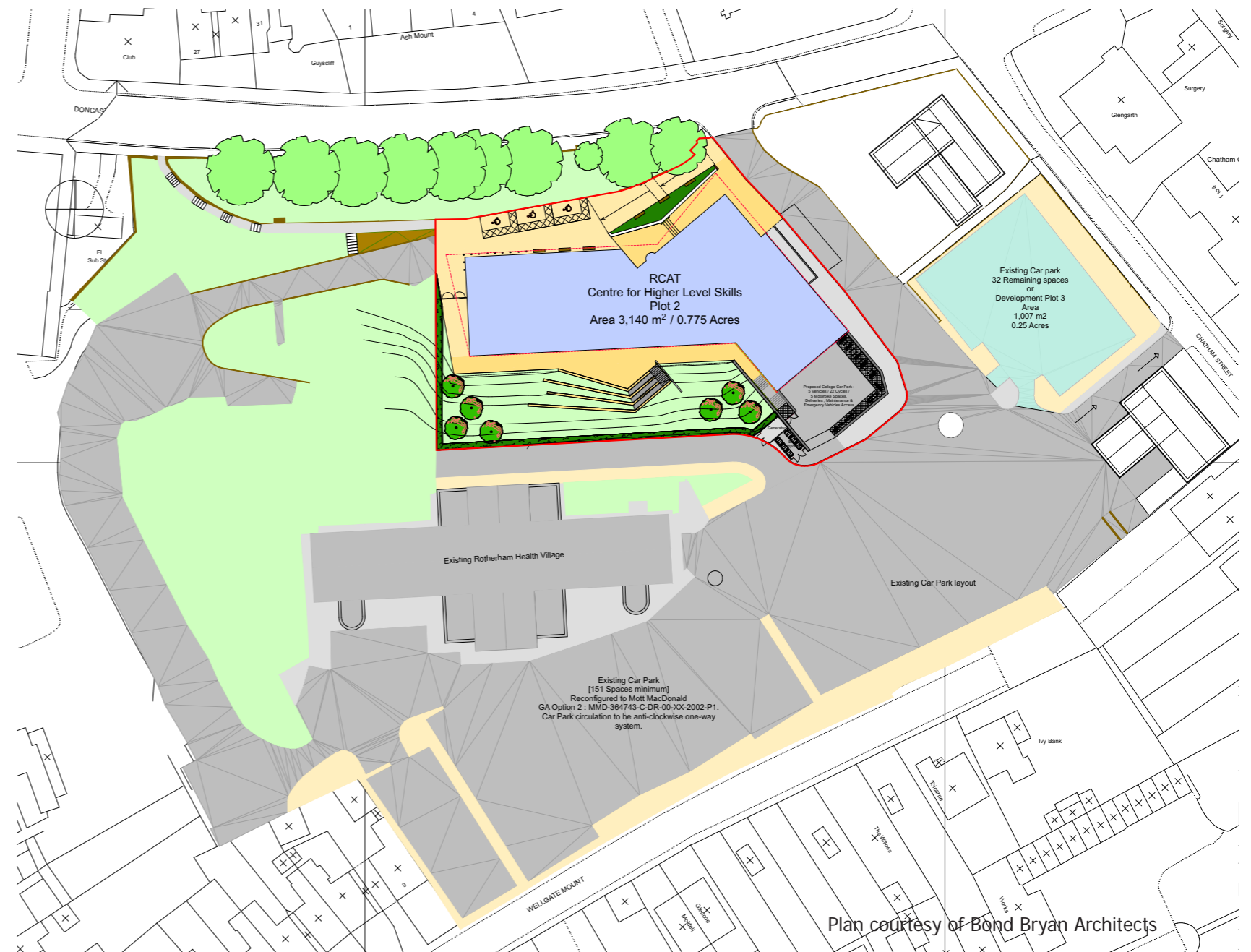
Issues & risk	<p>The proposal involves significant remodelling of the existing market buildings and at present structural information on condition and appropriateness to receive change is not in place. Assessment of the concrete structures of the outdoor market is needed, as is the impact of removing perimeter buildings on the tensile canopy.</p> <p>Most of the buildings to be demolished are vacant but one retail business will need to be relocated. The charities within the Rain Building will need to be relocated to new accommodation at the third sector hub prior to demolition.</p> <p>Levels issues on site are complex and this will impact on both building and landscape design.</p>
Recommended mechanism	<p>The markets project comprises a number of linked elements. It is essentially a conventional regeneration project to be led by the Council through its capital investment programme, drawing on regeneration funding. The different elements are as follows:</p> <ul style="list-style-type: none"> • refurbishment of indoor market hall entrances, circulation areas and stalls; • refurbishment of outdoor covered market; • demolition of various buildings around the perimeter of the market; • creation of new third sector hub. This will be a project involving both the Council and relevant charities, particularly Citizen's Advice Bureau; • creation of new College Green open space between the markets and college. This will involve both RMBC and RNN Group who run the college.
Phasing, sequencing & timescale	<p>The operation of both markets will need to be considered whilst works are underway and stallholders will need to continue trading. The refurbishment of the indoor market hall could be undertaken in advance of major works to the outdoor market and its edges. A linked phasing programme shall be drawn up. This will conclude the timing of demolitions to the perimeter of the outdoor market hall and the reinstatement of new buildings and landscapes. As noted the relocation of charitable organisations from the Rain Building to new accommodation at the third sector hub will be a later phase as they would only want to move once. The delivery of College Fields can only reasonably take place when the Rain Building is demolished and the Higher Education Hub is replaced by an operational higher education building at Doncaster Gate.</p>
Delivery lead & management	<p>RMBC working with relevant charities in terms of the third sector hub. Close working with the college is also important. It is envisaged that a project officer would lead this regeneration project for the Council. Funding bids coordinated by CAB and working with RMBC could support the third sector hub. A project steering group would be required to draw together all relevant interests.</p>

DELIVERY SUMMARY

Next steps	<ul style="list-style-type: none"> • Further meetings to scope the third sector hub building between CAB and RMBC. • Confirmation of necessary land for demolitions and positive management of existing leases. • Initial structural assessment to ascertain the ability to deliver the scheme as described in the masterplan. This will be a high level in principle piece of work, to be the gateway to more detailed work. • Subject to the above, development of brief for refurbishment works for both market areas and third sector hub. At this stage no conclusions are drawn as to whether one comprehensive project is better than several linked projects / contracts. • Appointment of designers to progress to detailed planning in advance of development.
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Doncaster Gate College Campus

A new Higher Education Hub providing degree-level opportunities within a much-improved and more distinctive college campus. These projects which are ongoing and moving quickly now will help to create a learning quarter within the Town Centre. They will bring new life and new students to the town. Proposals can support the embed ambition, creativity, hard-work, innovation and enterprise into the Town Centre.



Doncaster Gate Higher Education Campus

SITE OVERVIEW	
Site Size	0.3ha
Location	Site located to the east of the Town Centre, short walking distance from Clifton Park. Site primary frontage to Doncaster Gate and secondary frontage to Chatham Street. Further site frontage to Wellgate Mount but no site access and currently 1.8m brick wall along length.
Relevance to Masterplan	Increasing footfall through Town Centre from college students moving from transport hubs to the buildings, and between buildings. Opportunity to develop campus through connection via quality street and public realm treatments..
Current Condition	Rotherham Health Village is located on site. To the north of the medical centre planning permission has been granted for the construction of a new Higher Education building for Rotherham College. The new building will form part of a Town Centre campus for the College alongside the existing buildings on Howard Street and Eastwood Lane.
Design Drivers	<ul style="list-style-type: none"> • Creation of High Quality Higher Education Hub to bring degree level education to Rotherham Town Centre • Retention of existing mature trees to Doncaster Gate and their illumination • Create attractive frontage and arrival space to College frontage • Assimilation with adjacent mix of uses, including offices, residential, and health centre, as well as rear of retail fronting Wellgate Road.
SPD Allocation & Policy	In the SPD the Doncaster Gate site has been highlighted as an area that is broadly characterised by medical uses, since there are a number of medical centres/clinics and pharmacies surrounding the former Hospital. However it is envisaged that this area will seek to establish better links with the 'education quarter' to the north and better integrate Clifton Park which is situated to the east.
Land ownerships	RMBC / RNN Group

SUPPORTING THE OBJECTIVES	
Reveal the waterside	N/A
Transform grey to green	Retention of existing mature trees along Doncaster Gate, and high quality public realm to the front of the building to replace standard circulation space. The sensitive illumination of these trees at night with gentle LED fairy-lights or architectural illumination of the tree canopy from the ground would improve the evening environment.
Diverse, distinctive and focused	The new £12M higher education site will provide new facilities and access to courses including health, digital industries, technical construction, leadership and management, and engineering. Qualifications will be provided through the University of Hull, and Sheffield Hallam University. It has been estimated by RNN Group that the new development could help create 30 businesses in the first five years.
High quality design	<p>Contemporary design will be striking in contrast to the brick and stone mews and villas on the opposite side of Doncaster Gate. The setting forward towards Doncaster Gate will help create enclosure to the street, and provide screening of the Health Village building which is of a lesser architectural standard.</p> <p>Enhancement to the junction of Doncaster gate / High Street / Wellgate are proposed as part of a landscape and streetscape works programme.</p>
Safe, sociable streets with sustainable travel and parking	The campus is located within walking distance of the other college buildings located on Howard street and Eastwood Lane. Footfall will be generated between campus buildings and transport hubs, activating streets in the eastern area.

DELIVERY SUMMARY	
Delivery lead & management	<ul style="list-style-type: none"> • New Higher Education Hub Delivery by RNN Group supported by RMBC. • Wider College campus improvements delivered jointly between RMBC and RNN Group. • RMBC to investigate Tree-lighting project with RNN Group. • RMBC to enhance junction of Doncaster Gate / High Street / Wellgate (see later)

Rotherham Interchange

The refurbishment of Rotherham bus interchange will be an important step towards an improved image and identity for the Town Centre. The remedial work to the buildings structure is essential and the aesthetic improvements to elevations will also update this structure visually. The internal environment of both the car park and the bus interchange will be significantly enhanced. With investment in this project secured a vital component of the implementation masterplan is on track. Subject to planning approval construction could start as early as January 2017. Once completed the redeveloped interchange will form a gateway transport hub for the Town Centre, creating a safe and welcoming space for all to support the use of Town Centre throughout the day and evening. The secured funding for the public realm and highway works between the bus and rail station will help to unite and link these key facilities.

Other proposals in and around this part of the Town Centre at Chantry Bridge and Effingham Square (see public realm proposals) and Corporation Street sites (see later in this section) will create a much improved gateway into Rotherham.



Refurbished Interchange CGI Imagery Courtesy of SYPTE

SITE OVERVIEW	
Site Size	1.04ha (Bus Interchange Site)
Location	Prominent location at the north of the Town Centre, adjacent to River Don corridor, Centenary Way, Tesco superstore, and Effingham Square, identified as a key arrival / departure point into / out of the Town Centre when arriving by bus. Adjacent College Walk retail development adds to Town Centre offer and is one of very few covered retail malls in the Town Centre. Chantry Bridge also an important arrival place and gateway. Corporation Street to the north of the town falls within this area of change and includes vacant and dilapidated buildings which require redevelopment.
Relevance to Masterplan	<p>The Bus Interchange is at a key arrival / departure point for many people when using Rotherham Town Centre. It needs to function as a safe, welcoming gateway and provide bus facilities and parking for the Town Centre which people will want to use. The building should present an attractive transport hub that is legibly-linked to the rail station and other services across the Town Centre. Whilst bus services are well used, the multi-storey car park operates well-below capacity. The funds secured by SYPTE to enhance both the car park and bus interchange is very important to the Town Centre masterplan.</p> <p>Other development proposals in this part of the Town Centre include sites along the northern section of Corporation Street. Two buildings have been vacant and in a very poor state of disrepair for many years. The Council is now moving ahead with the acquisition of these sites for redevelopment and this is essential to the future success of this part of the town, which has been blighted by this sense of dereliction over recent years.</p>
Current Condition	<p>The Interchange opened in 1971, the building at present looks very tired despite an upgrade around 20 years ago. The concrete structure has acute maintenance issues, and is a constrained site. Concerns regarding feelings of safety have been highlighted during consultation. Funding has been secured from Sheffield City Region to refurbish the structure, alongside funding allocated by SYPTE.</p> <p>As noted the condition of the vacant and derelict buildings in Corporation Street is very poor and needs action. The adjacent building which occupies the corner plot at Corporation Street / Minster Gardens is also poor visually and outdated. Its modernist architecture is out of place with the character of the space and the sculpture on the corner of the building a symbol of a dated Town Centre. It would be advantageous to redevelop this building alongside the adjacent Corporation Street Sites. It is noted that this corner building includes trading business and these would need to be protected and fully consulted through redevelopment.</p>
Design Drivers	<ul style="list-style-type: none"> • create contemporary gateway to Town Centre • create safe and well lit access to bus stands and car parking floors. • revitalise the interfaces with Effingham Square and Centenary Way through refurbished elevations. • Develop cohesive design solutions for the full building to incorporate the circulation cores, canopies and cladding

SITE OVERVIEW	
SPD Allocation & Policy	Corporation Street has been allocated on the SPD for 'Town Centre Gateways' which aims to enhance the quality and strength of gateways in Rotherham Town Centre. The current main site used as a Transport Interchange will be retained; nonetheless, other ancillary uses such as retail could be introduced to complement the primary use. The area has also been identified as a 'Gold Route' to improve Town Centre-wide pedestrian access.
Land ownerships	SYPTE

SUPPORTING THE OBJECTIVES

Reveal the waterside	Revitalised elevation to River Don will improve perception of quality and arrival with views over River Corridor from Centenary Way
Transform grey to green	Proposals for Effingham Square will provide a new setting for the Interchange, greening the current expanse of hard space, providing seating and screening through further tree cover. The delineation of space between the taxi ranks and the public space will also help break the expanse of grey space.
Diverse, distinctive and focused	The interchange plays an important role within the town and will be the first and last impression of the Town Centre for many making journeys, whether by bus or car. The refurbished interchange will provide an attractive gateway to access the centre, supporting well used bus services, and accessible car parking.
High quality design	A cohesive approach should lead proposals to create a building that is updated, and a safe and pleasant environment to use. Architectural mesh and facade cladding on elevations helps light flood into the car parking levels and is applied to create interest and signify change, moving from a traditional multi storey drab car park exterior. Public art could form part of proposals to form cladding detailing.
Safe, sociable streets with sustainable travel and parking	An attractive and safe transport interchange will play an important role in continuing travel into Rotherham Town Centre, supporting current retail and the proposed growing leisure market, as well as the increased volumes of students travelling into the Town Centre. The Interchange will be a welcoming environment at all times of day supporting both day time and evening economies.

DELIVERY SUMMARY

Delivery lead & management	<ul style="list-style-type: none"> • Refurbishment of interchange and car park led by SYPTE. Subject to planning delivery early 2016. Management of both by the same. • Chantry Bridge / Bridge Street highway / public realm works ongoing and led by RMBC. • RMBC to deliver Corporation Street site – secure site and pass to residential development partner or develop direct / dispose of site. Consider scope to extend the development envelope to include the unattractive corner site which would be a strong linking development into Forge Island. • Effingham Square public realm refurbishment led by RMBC
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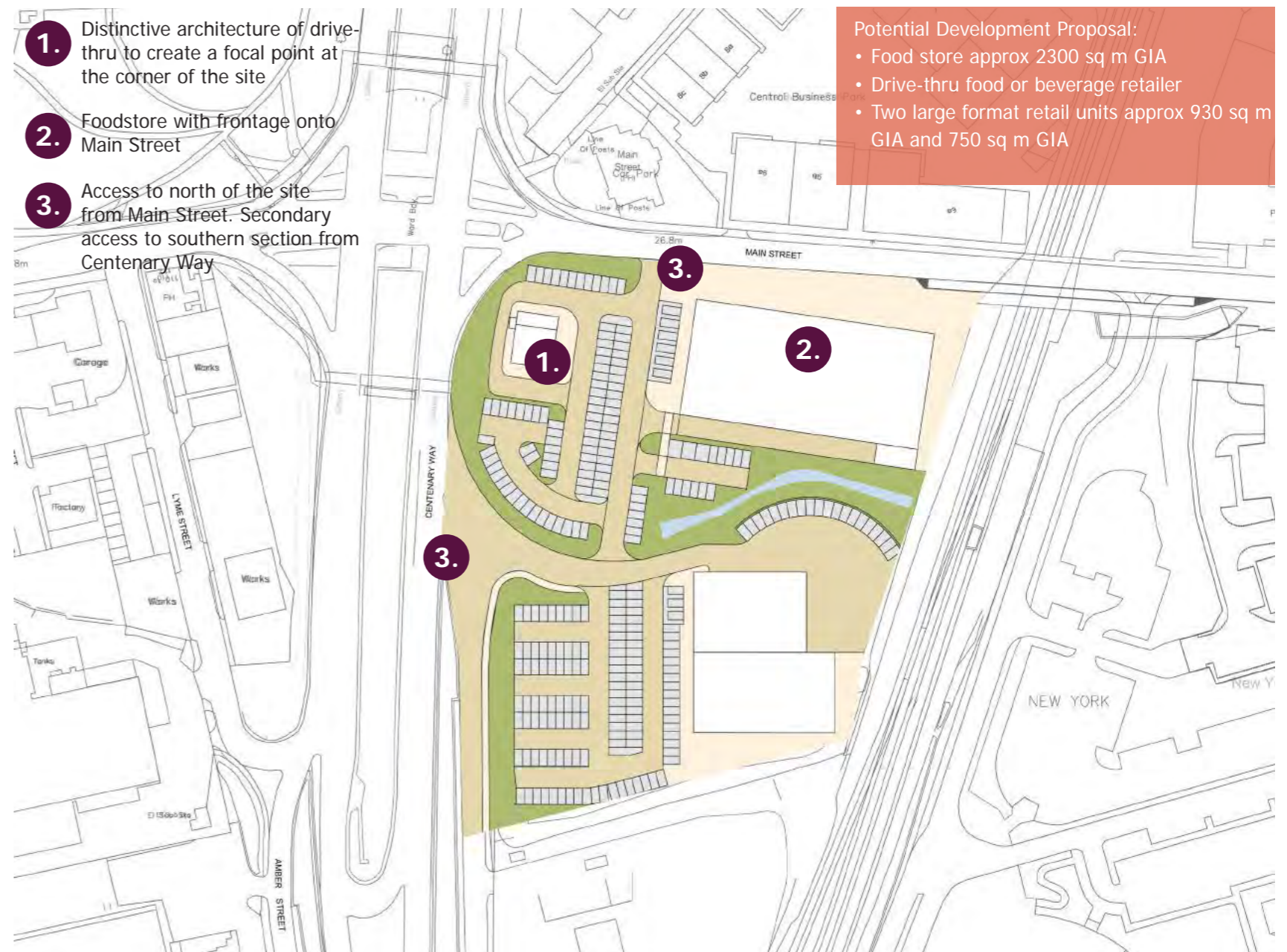
Refurbished Interchange CGI Imagery Courtesy of SYPTE



Refurbished Interchange CGI Imagery Courtesy of SYPTE

Main Street

A new gateway development providing commercial use retail uses close to but not competing with the core Town Centre. This would allow for a new larger format discount-convenience food store along with ancillary large format retail units. Retailing here would be distinct from what is offered in the core Town Centre and would rely on ready car parking close by. Proposals also include a drive-thru café / food and drink unit. This will be specified to avoid competing with food and drink uses which the masterplan is seeking to attract to Forge Island, hence the drive-thru' format of this part of the scheme. The quality of this scheme will be important and the scheme needs to convey the gateway status into town both at the junction of Centenary way / Main Street and along main Street into town. Developer proposals are well advanced and reflect the approach proposed in this masterplan.



Main Street mixed use retail led development proposal

SITE OVERVIEW

Site Size	1.73ha
Location	Western gateway to Town Centre from Centenary Way, highly visible site within masterplan area for main vehicular gateway points from Centenary Way. At cross-roads with Main Street and linking into the Town Centre.
Relevance to Masterplan	Currently a poor quality gateway to Town Centre, the site should help enclose the streets and create a marker for the centre. Main Street, being a key access point into the Town Centre, crossing the River Don and into the south western area of the Town Centre
Current Condition	Former nightclub buildings predominantly demolished with exception of services building. Currently used for private surface car parking.
Design Drivers	<ul style="list-style-type: none"> • Key corner of Centenary Way and Main Street to be addressed • Quality landscaping to provide enclosure along Centenary Way, and to screen areas of car parking. • Vehicular access to site from Centenary Way and Main Street
SPD Allocation & Policy	<p>Main Street has been identified as a route for 'Gateway Enhancements' in a bid to improve the quality of gateways in Rotherham Town Centre. This site would also be affected by the 'Riverside Links' plan which involves opening up areas to pedestrians and cyclists. The land to the south of Main Street has been highlighted as a mixed use development area.</p> <p>The site is defined as a mixed use area under Policy SP67 of the Sites and Policies document. The mixed use menu supports B1a, C1, D1 and D2 uses. It also states that uses not listed will be considered on their merits. Proposals will need to satisfy relevant planning policy, including CS12, and sequential test requirements.</p>
Land ownerships	Private ownership

SUPPORTING THE OBJECTIVES

Reveal the waterside	Supporting the improvement of routes and access points to the waterside.
Transform grey to green	Currently a large area of hard-standing, this will be transformed with activity through retail development. The scheme should incorporate good quality soft landscaping, with particular reference to the Centenary Way and Main Street boundary treatments. Areas of surface car parking should also be broken down with soft landscaping.
Diverse, distinctive and focused	Attracting more shoppers to an enlarged Town Centre food store and larger retail units to attract operators who may otherwise not be accommodated in the Town Centre. This location will help encourage linked trips to nearby proposals at Forge Island, and into the wider retail offer in the Town Centre.
High quality design	The site layout should reflect the importance of the Centenary Way and Main Street corner, the buildings should be of a scale to reflect this important gateway site. The units should be high quality contemporary design, recognising the highly visible location on a key vehicle route into Rotherham. The elevations should provide open and active interface with streets and the car parking, these should support a high glazing to solid ratio to increase activity interface.
Safe, sociable streets with sustainable travel and parking	The pedestrian experience on site should be welcoming and support ease of movement to and between the units, and linking into the wider street network. These routes should be well lit and clearly defined through landscaping design.

DELIVERY SUMMARY

Delivery lead & management	<ul style="list-style-type: none"> • Development proposals are under preparation. The private sector will drive development here. • Providing the design quality is of the right standard, this will be welcome private sector investment close to the Town Centre on an underutilized and unattractive site. On that basis proposals should be encouraged and proceed in the short term.
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Public Realm, Art & Lighting Proposals

Public Realm

Upgrading the Public Realm

Significant investment is envisaged in the Town Centre through a coordinated programme of targeted public realm works. These have been described earlier in the masterplan. The economic value of these works to the town is underlined. Creating a high-quality environment is part of the plan to attract people back to the town. RMBC has a central role to play in coordinating these works. Linking highway considerations and public realm delivery will be very important and RMBC has demonstrated an ability to work in an integrated manner to deliver success in the past.

An early win here has been the funding (in the order of £1m) secured to upgrade the pedestrian environment at Bridge Street / Chantry Bridge, connecting the Rail and Bus Interchange. RMBC have been pro-active in securing funding for this project. Successes to date include the popular landscape scheme at Minster Gardens and the nearby All Saints Square. More widely the public realm looks tired and dated in places.

Public realm works will need to be costed individually and as a programme. This work has not been undertaken at the masterplan stage and will be an important next step. It is unlikely that the Council will be in a position to embark on a full programme of work and as a result projects will be brought forward on a phased basis over time as and when funding is available. It will be helpful for the Council to have 'shovel ready schemes' ready to go in terms of detailed design (but stopping short of full construction details which would follow). It is envisaged that these would comprise Effingham Square, the scheme at the bottom of High Street, Doncaster Gate / Wellgate and the top of High Street / Domine Lane.

Targeted Public Realm Projects

Concept layouts have been prepared for the targeted spaces to illustrate design intent. This design work conveys the essential ingredients of these places and the design philosophy. These will need to be worked up in detail to provide deliverable schemes. The targeted spaces comprise:

- Effingham Square
- Market Place
- College Fields
- Doncaster gate / Wellgate / High Street
- Domine Lane

Effingham Square

- An attractive densely planted green oasis in the heart of town
- Planting enhances micro-climate and shields people from the roads and screens the nearby unattractive buildings
- The rill / water element and the stone and planting pick-up the upland character of the nearby peaks

Market Place

- A busy space providing a key focal point in the town and the setting to the indoor market
- A simplified and updated space where the myriad of existing surfaces, furniture etc. is replaced by a smart new design
- Existing trees are considered for retention and new planting proposed

College Fields

- A multi-level green space which creates a landscape focal point for Rotherham College
- The space also creates an attractive green edge to the outdoor market
- Eastwood Lane would be calmed through this space and on-street parking reviewed

Doncaster Gate / Wellgate / High Street

- A simple but effective public realm / highway scheme which creates greater pedestrian connectivity.
- Existing one-way running signalized traffic retained and carriageways narrowed to single lane to reflect this.
- Pedestrian surfaces extended and setting to Grimm & Co. Improved. Potential for a smart Grimm & Co. themed landscape feature

Domine Lane

- Scheme extends high quality feel of Minster and High Street into Moorgate Street and along Domine Lane to link with Forge Island
- Simple high quality materials encouraging flows of footfall and connectivity.
- Parking bays integrated and good quality lighting

The Council's public realm strategy (Gillespies 2008) should be referenced when considering detailed landscape design, specification, materials and detailing. This work was very conceptual and highly aspirational. A more focused and pragmatic approach is now necessary. This focuses on the upgrading of public realm to bring greater quality and harmony to the Town Centre. The Gillespies work should be read alongside this masterplan, which for the purposes of development projects and key landscape design works updates that 2008 report.

The key themes of harmony, water, greenery and quality remain central to improving the public realm in Rotherham and build upon previous investments in the Town Centre environment. Detailed design will need to take forward the design work prepared for key spaces through the masterplan process.

Rebalancing Pedestrian Priority and creating Traditional Town Centre Streets

The core traditional shopping streets in Rotherham Town Centre have largely been pedestrianised. This pedestrianisation has been in place for many years and has brought about both positive and negative impacts on town life. In High Street and around All Saints Square the pedestrian priority and high quality environment has proven to be beneficial and supports an attractive street scene. Excluding traffic from these areas has helped develop town life and vitality. Elsewhere the wider exclusion of traffic has created a precinct-like feel within the main shopping 'circuit' and has served to undermine vitality especially out of retail hours. In the evening large parts of the Town Centre are effectively cut-off from passing movements of people and motorists. We conclude that the balance of pedestrian and vehicular access in several parts of the town is out of balance with the functionality of the town and needs to be reconsidered.

In many market town's the ability to integrate pedestrians with slow moving vehicles and different regimes through the day and into the evening brings better balance to the towns streets. Keeping the pedestrian-only areas – those dedicated 24 hours a day to pedestrians - to an absolute minimum will be important in Rotherham. This will create a more balanced environment where the town is opened-up to activity for longer. Vehicular access along some pedestrian streets after 4pm is also a useful device to bring life back to the town in the early evening. Allowing parking on street in this period would also help support evening uses.

It is proposed that the road traffic regulations be reviewed with regard to access along / around the Howard Street / Effingham Street (between Howard Street and College Street) and College Street loop. In core shopping-hours this street would remain pedestrian only but outside these hours cars would be permitted. This would facilitate on street parking in those periods. It is suggested that the one-way flow of traffic be reversed.

High Street and All Saints Square would retain their pedestrianised designation (and present regulations) as would Frederick Street, Howard Street (between Effingham Street and Frederick Street) and Effingham Street (between Drummond Street and Howard Street).

These proposals will need to be fully considered in technical and highway safety terms.

From preliminary work it appears that only modest work would be required to create parking spaces along this core loop of streets. Parking would be between existing street trees. Lighting columns may need to be relocated, such as the ones shown on the adjacent photo, but this will be subject to technical review. Street surfaces and strengths would also need to be assessed to ensure manoeuvring of cars is feasible. These areas are used for servicing and loading so the assumption is that the surfaces are constructed to highway standards. It is suggested that around 20-30 spaces may be created within the heart of the town based on initial conceptual work. This will need to be tested as a next step. This idea links well with the parking strategy and associated recommendations and masterplan strategic and parking proposals.



Updating the Core Traditional Shopping Streets

As we look to re-think and re-designate some Town Centre streets, to bring better balance to those areas, we need to think carefully about the character and quality of those streets. Rotherham's streets are in many areas characterised by 'municipal-looking' brick built planters positioned within the middle of the street. In places these appear originally to have been conceived of as 'traffic calming features'. In other locations they include integrated benches. Some of these benches are poorly located close to public houses. On the whole these features look outdated and tired and are out of keeping with the traditional architecture of the town and the traditional linear qualities of Rotherham's streets. These features also reinforce the 'municipal precinct' feeling to parts of the town where in fact these areas should look and feel like the traditional Town Centre streets that they once were. In addition, in places these planters inhibit views, create potential hiding places and reduce the ability to access – as a pedestrian or motorist the peripheral streets.

The masterplan proposes that these outdated features be removed in a targeted programme of works to simplify and smarten up these streets. The aim is to make them look and feel like functional traditional streets again and not as municipal precincts. This approach will freshen up many Town Centre streets. Greenery can still be added by the reinstatement of street trees either within (where possible) the ground or in raised planting cubes where this is not. Where benches are seen as important, free standing benches (the design of which to be agreed) can be reinstated. This is a targeted approach and the areas affected shall be resurfaced sympathetically to the prevailing character as budgets will not allow for the wholesale resurfacing of streets and on the whole this is not required and would not bring sufficient value.

Where other useful features are incorporated into these areas they will be reintegrated into the street in a less dominant location, not in the centre of the street where they get in the way and obstruct movement.

Cycle storage is an example of this. Where planters are genuinely considered as performing a job of traffic calming new street trees should be planted and these may require some form of protection. Such trees should be of an attractive sturdy nature and be suitably mature to function well in the street environment.



Existing pedestrianised street



Proposed tree planting

Priority Spaces

Effingham Square

1. Water fountains splash from the raised green islands into a rill water feature.
2. Raised beds with seated edges containing trees to soften hard urban surroundings
3. Green edge to the space derives order from organic vocabulary of distant countryside to the north
4. Plaza kept open for movement through space
 - pop up events
 - temporary markets
5. Clock retained in place
6. Iron/Corten Steel paving line along central axis
 - references historic tram route
 - linking feature through Town Centre
 - follows primary movement corridors
7. Seating





3D Visualisation of Effingham Square

College Fields



Market Square



- 1. Raised beds with seated edges containing trees to soften hard urban surroundings
- 2. Potential Focal sculpture
- 3. Iron/Corten Steel paving line along central axis
 - references historic tram route
 - linking feature through Town Centre
 - follows primary movement corridors
- 4. Paving area street performance space references historic Regent Theatre and Hippodrome Picture Theatre
- 5. Green façade

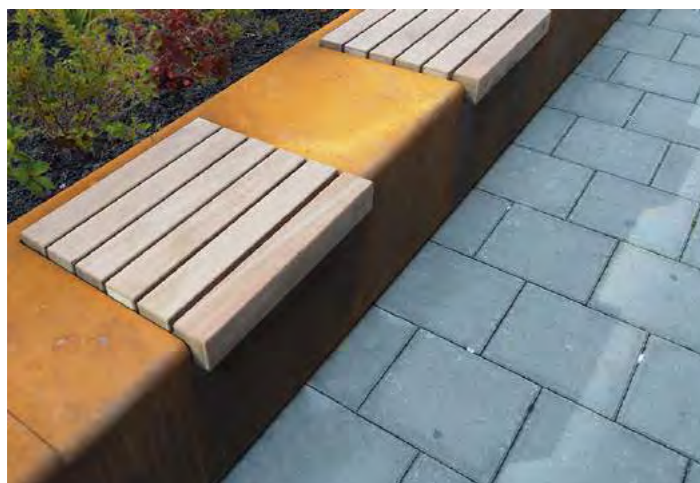
Grimm & Co.





3D Visualisation of public realm outside Grimm & Co.

Domine Lane



- 1. Tree planting extending down Domine Lane
- 2. Surface materials to link to recently improved High Street



Public Art, Landscape Design & Lighting

Public art and a strong design-led approach to public realm is an important opportunity for an improved and reimagined Town Centre. Done well, public art provides an opportunity to strengthen place-making and identity, amplifying the distinctiveness of the Town Centre by exploring and celebrating local history, traditions, language and people. It can connect the past to the future and improve the image and identity of the place. Using contemporary approaches to reinterpret history and make it relevant to 21st century visitors is also important. An imaginative approach to public art can also aid navigation and way-finding, making connections between key sites and attractions, and providing people with new ways to explore, appreciate and fall in love with their town.

Public art interventions do not need to confine themselves to murals, sculptures and standalone artistic features. They could be imaginatively and playfully incorporated into the public realm, through for example:

- Bespoke street furniture including benches, bollards, bins, railings and cycle-stands.
- Paving, murals and 2D interventions
- Landscape design, green space and horticultural features
- Fountains, water features and bridges
- Feature / focal-point lighting, light installations / artworks and lit buildings
- Imaginative use of materials, including light-works, ceramics, glass, iron/steel which reference Rotherham's culture, heritage and industry.

Good examples of artworks suggested by RMBC include the following and Rotherham will need to find its own way to express and celebrate this creativity:

- Gordon Young's Comedy Carpet in Blackpool which provides a personal history of the best jokes, cracks and one-liners in comedy in the form of a 'carpet' unfurling from the infamous Tower. The work is both public artwork, events space, visitor attraction and a place for civic and social gatherings.
- Young's 'A – Z of Fish Trail' in Hull, celebrates a local industry and encourages people to explore the town, following a trail of fish across 26 sites via the Anchovy to the Zander.

- Thomas Heatherwick's Blue Carpet in Newcastle utilised a bespoke 'carpet' of blue glass to unite a challenging space at the intersection of several roads. 'Tears' in the carpet created seating and underlighting created an illusion that the carpet was floating.
- Alex Chinneck's monumental works integrate art, theatre, engineering and civic space. <http://alexchinneck.com/>

Whilst the Council does not have a current Public Art Strategy, a new Cultural Strategy for the borough is in development with a view to setting out the vision and priorities for culture, heritage, leisure, green spaces and tourism to 2025. Meanwhile, the Rotherham Story has set out 3 principles which could be adopted as part of any new approach to public art in the Town Centre:

- Engineering excellence: celebrating Rotherham's engineering industry both past and present, utilising innovative engineering in the construction of features, and ensuring 'excellent' work through the commissioning of high quality artists
- Pushing boundaries: identifying cutting-edge artists or delivering projects which blur the boundaries between different disciplines, such as art / architecture, art / manufacturing and art / engineering
- Living green: celebrating Rotherham's lush green space and transforming perceptions from 'grim northern town' to vibrant, diverse and child-friendly borough at the heart of the South Yorkshire Forest.

As part of the development of the Town Centre, there is an opportunity to strengthen the sense of place and movement through the introduction of public art and landscape interventions to highlight and link key sites and gateways across the Town Centre, including:

- The new leisure development at Forge Island and associated public realm
- The new Theatre and Arts Centre at the Magistrates Court
- The Chapel on the Bridge
- Rotherham Minster and Minster Gardens
- All Saints Square
- New York Stadium

- Guest & Chrimes
- The High Street
- The Markets and Market Square
- Transport Interchange
- Grimm & Co.
- Clifton Park and Museum

An integrated approach to public art commissioning would enable developers to work with the Council and other partners to agree a brief for a lead artist to develop proposals and identify other possible artists to deliver a programme of public art and landscape projects. This should also enable such interventions to be conceived and developed as an integral part of the spatial planning and design of a re-imagined Town Centre, rather than being an afterthought or stand-alone element. It also provides a useful way to engage local stakeholders in the wider development, creating opportunities to link creatively with local schools, colleges and community groups. Partnership funding for such an approach may be possible through Arts Council England, Heritage Lottery Fund and other cultural funders.

There are several specific proposals described in the masterplan, which can convey the special qualities of Rotherham and add to the distinctiveness and the sense of the place. These elements should be an integral part of town's public realm and the redevelopment proposals for the town.

There will be different delivery routes for these elements, with some associated with developments and others to be delivered by the Council. There may be potential funding through Arts Council England, should the quality and value of the installation / feature / initiative prove to be of exceptional national importance. Some of the key features described include the following with considerations about delivery alongside:

- The Bridge at Forge Island which could be developed as a new landmark feature. This will in any event prove to be a costly piece of infrastructure. It must in 'any' scheme be much more than functional. There is scope to develop interaction with water and the weir. This should be written-into the development brief for the Forge Island Site to be delivered by the scheme.

- The use of lighting throughout the Forge Island Scheme and specifically across the weir, the bridge and the riverside should be carefully considered and a scheme developed to add to the sense of place after dark. Consideration needs to be given to the ability of the scheme to deliver (and fund in full) a truly breathtaking lighting installation for this part of the Town Centre which may be subject to additional support from the Council or Arts Council England. The lighting scheme would reach back into the traditional Town Centre and connect with other areas of the Town Centre where evening uses are present and with the bus and rail stations.

- The 'Guest & Chrimes inspired' water-feature, which tells the special story of that building (and business) is vital to the concept of conservation and interpretation for that development. This feature would be interactive and based on a theme relevant to Guest and Chrimes. The masterplan suggests high level taps, but a proper brief is required now to guide the commissioning of this work. Its placement between the retained and redeveloped historic building and the football ground in a new public space is key. The creation of this water feature validates the major works to the listed building albeit costs need to be assessed to ascertain if the development alone would carry the full costs. It is suggested that this may be prohibitive and that the delivery may be progressed by Rotherham United FC, RMBC, Arts Council England and Historic England. The detail here needs to be confirmed.

- A further installation is suggested as part of an applied / bespoke landscape feature adjacent to Grimm & Co. which would form part of the public realm and highways calming scheme in this location. This feature was about bringing the magical flavour of Grimm & Co, into the street scene in a smart and understated manner. Further consultation with Grimm and Co. is needed but preliminary ideas visualised in the masterplan related to a 'Narnia-themed' lighting column with tree-root base. Delivery of this work will be through RMBC and Grimm & Co. and this may form

part of a package of other commissioned pieces. Grimm and Co. is a special place and is special to Rotherham so enhancing its setting is important. Landscape architecture is not core to their charitable activities so consideration will need to be given to possible funding options.

The 2008 Public Realm Strategy raised the prospect of what it called a 'Rotherham Lighting Experience'. This was a highly ambitious project which would involve feature lighting throughout the town which would change through the year and provide a reason to visit the Town Centre. Over the period since that strategy was drafted lighting technology has advanced and costs have reduced. This makes the use of architectural and applied landscape light installations in the Town Centre a much more feasible. The recent lighting of the Minster spire shows the impact of high quality architectural white lighting. The proposals for lighting in the Town Centre relate, as described previously to three distinct elements. First Forge Island and the River Don. The moving water here creates a potential focal point for creative lighting. Second the bus and rail interchanges and the key routes between these and through the town to the key areas for evening use. An audit of lighting infrastructure should be undertaken to ascertain quality, levels and colour to support a safe environment. Third, the focal points where evening uses are located and where new developments are planned. Small features, such as the under-lighting of the benches in the public realm outside Keppel Wharf make a big difference to the sense of place and quality of the evening environment. The architectural lighting of Riverside House for example also creates a striking and distinctive night time environment. These new developments and focal points will be the locations where architectural lighting and public realm lighting can transform the evening environment.

Parking Proposals

A detailed parking strategy has been prepared to underpin and support this masterplan. The strategy includes assessments of the present situation and makes a series of recommendations. These are not repeated here in full but are edited and summarised as follows:

- Reduce the number of off-street Council operated parking spaces in a managed fashion to allow redevelopment of key sites. The strategy clearly demonstrated an over-supply of parking now and with planned developments.
- Create a series of dedicated off-street 'hub' public car parks – These will include the refurbished interchange, a new multi-storey car park at Forge Island, Drummond Street and Wellgate
- Maintain a level / increase the level of short stay parking in central areas that enables easy access by visitors to retail, service and leisure destinations. This will be through additional on-street parking within the Town Centre
- Consider free parking in car parks that are experiencing low occupancy. Also, consider additional time-limited (red bay) free parking at Forge Island car park as this car park is enlarged following the demolition of the former building and in advance of the redevelopment of that site
- RMBC undertake a review / audit of advanced direction signing (signs on the approaches / periphery of the town explaining car park availability. This would be a comprehensive scheme linking the hub car parks.
- RMBC to consider the ticketing regime and the potential for barrier controlled entry and exit car parks for their own hub off street car parks so that people are not forced to leave the town when their paid for time / ticket expires. Pay on exit barrier controlled parking reduces the risk of enforcement and people only pay for what they use. This will have an impact on revenue and will require new investment by the council. Small off street car parks and on street parking will remain ticketed.
- The Council should identify quality parking standards. RMBC owned and operated car parks should be improved to meet the 'Quality' standard. The Interchange should also meet this standard. A 'Quality Plus' car park

standard might apply to those car parks which are monitored / secure in the evening to support the night-time economy.

Proposals for car parking in the short-term should help to support increased use of the Town Centre. This will directly to answer retailers' requests for interim measures to support vitality and viability. This could involve the Council taking a flexible approach to their car parks and the charging / ticketing regimes. The answer to Rotherham's future is not however free parking. The answer is building and enhancing the quality of the destination and the Town Centre as an attraction. In the longer term, the aim is to ensure safe, welcoming and user friendly Town Centre car parks and parking options, which are convenient, competitively priced and which encourage use of the Town Centre through the day and into the evening.

The core 'hub' retained car parks at Wellgate, Drummond Street and the new car park at Forge Island should operate the same regime / pricing, ideally with barrier controlled entrance and exit. The regime is subject to confirmation by RMBC. At Forge Island, there will need to be some form of concession for use of the key leisure facilities, but the Council it is envisaged, will retain the operation of that car park. This approach to Council hub car parks will influence the parking regime operated by SYPT (and their managing Agent) at the Interchange. It is understood that this car park will remain outside RMBC's management. Ideally the same / similar ticketing and charging would apply. A new approach to on-street parking is being promoted, to increase the numbers, use and turnover of the short stay on street provision. Proposals to open-up areas of the centre of the town to traffic circulation outside of retail hours will allow for the creation of new on street parking in the centre and this would support evening uses. The smaller dedicated off street parking areas will continue to play a key role in terms of warden patrolled pay and display.

In terms of the delivery programme, it has been confirmed that the development of key sites, several of which are presently surface car parks, can be sequenced such that the town continues to be well-served by available car parking through the construction period and beyond.

Important Wider Priorities and Project Initiatives:

There are various other priorities and initiatives which can make a significant difference to the success of Rotherham Town Centre. These have emerged through various consultations, assessments and design workshops. These priorities and initiatives include physical interventions and management / stewardship interventions. All of these initiatives – new or recurring as concerns - will need to be considered and actions and responsibilities confirmed to provide an effective response. These considerations are listed in this section in no particular order.

Continuing support from RMBC for Rotherham's Independent retailers will be necessary for the foreseeable future and until the major Town Centre projects are delivered. The nature of that support, historical initiatives and measures and the extent to which RMBC can provide / resource pro-active Town Centre management will need to be carefully assessed. Ongoing initiatives such as 'Rotherham Voice' will be instrumental. The promotion of a calendar of events also needs ongoing support from RMBC. If this positive work ceases the retailing environment will suffer.

Promote and strengthen the food and beverage offer within the Town Centre. One area to develop is the food and beverage sector. Proposals include substantial new commercial leisure and high street named food and beverage. There is an opportunity to develop a stronger independent sector to sit alongside this and to generate critical mass. The substantial number of new homes and residents in and around the Town Centre will also assist. The offer can build on existing strengths for example the Real Ale pubs at the Cutlers Arms and others.

A Town Centre relevant to and welcoming of young people. Consultation with young people highlighted a concern that Town Centre had little to offer them at present. Young people wanted more to do, more to see, more life, colour and interest. Proposals for development and public realm will to a large degree provide this. A clear focus on the offer is needed. Part of this should be a focus on younger, primary-school

aged children as a family destination is required. Part of this should also be a focus on older children who will still use the Town Centre as a family destination, but who will – most likely with friends – start to use the cinema and restaurants independently as younger teenagers. With other destinations so close to hand supporting this use will be important.

Encourage youth culture and maximize the potential of students in the Town Centre. The Higher Education Hub and the College provide real benefits for the Town Centre. Retaining young adults in the town to socialise and spend their time and money will be important. The café culture which is developing needs further support through new development. Business employing young people, run by young people and patronised by young people need to develop further. Youth culture should shape the town as much as any group in the community and encouraging this should be seen as a positive step. This step will in no way threaten other social or demographic groups. The SteamPunk genre has been suggested as a theme to develop. The tattoo artist studios, the hair salons and other lifestyle uses should be supported in the Town Centre.

Monitor Wellgate shopping. Wellgate has a hustle and bustle which is synonymous with many secondary Town Centre retail locations. Its ability to accommodate a degree of passing trade and on-street parking as well as being drop off point for several bus services arriving in town all help animate this area. Retailers have described challenging conditions. Changes to the routing and drop-off from the X1 bus service have had a detrimental impact on trade. Wellgate multi-storey car park is an underused facility, which should become more intensively used as changes to parking are implemented in the coming years. The mix of uses, activities and cultures in Wellgate is part of the areas character and needs to be supported. There are also proposals for new homes at the former Henleys Garage Site. The suggestion is that Wellgate will benefit indirectly from several wider masterplan proposals rather than having specific proposals itself. It will be important for the Council to monitor the health of this area and its businesses through initiatives such as Rotherham Voice.

Maintain the Professional Quarter around the Town hall and Moorgate. The area around the Town Hall and Moorgate Street has long since been an area for solicitors, estate agents and other professional services. Other ancillary businesses have also developed there. The masterplan has not focused on this part of the town and it will be important to monitor the health of this area and its business. One issue in this area continues to be vacant public houses which can blight the area. Pubs can be a popular and successful addition to this part of town and it is understood the Bluecoat for example trades well. The issue here is whether in the future the Council should support diversification of some of the vacant food and beverage premises into professional services use. This does not feature as a masterplan project, but the Council should monitor the area and if appropriate develop proposals to address longstanding vacancy of buildings.

Promote linked trips for leisure activities between Clifton Park and the Town Centre. One of the most successful and vibrant places in the Borough is Clifton Park. This is a wonderful destination and becomes very busy indeed through summer months and the school holidays. Presently, there are very few linked-trips into the Town Centre and families do not typically head-into town after a morning at the lido, the rides or the museum. This is a major opportunity, not least because the food and beverage offer – for lunches and teas – is very limited at Clifton Park. There is scope to draw latent food and beverage spending into the Town Centre towards the new destination which is being created at Forge Island. This connection, physically, functionally and economically needs to be developed. One potential project to investigate could be the routing of a 'bus-train' route down from Clifton Park into the Town Centre and forge Island. A loop potentially along Doncaster Gate, up High Street, into Forge Island and then back through the Town Centre along Chantry Bridge, Frederick Street and Drummond Street could be a great seasonal attraction. An existing bus train runs through / around the park. Costs to hire / purchase a vehicle should be assessed. Costs to upgrade the existing bus-train should also be considered. The feasibility of the route and pricing need to be considered.

Bring Council owned vacant shops back into active use. It goes without saying that the Council is working hard to bring vacant shop units back into active use. Highly prominent locations can be particularly sensitive to vacancy and the negative associations this brings. For example, the Council owned unit on All saints Square (the former Thortons) must be a priority for re-use. The aim should be to find good quality uses for these units. Could these provide space for local businesses as well as national-chains? Could rental levels / terms encourage this? A positive approach is needed because prominent vacant shopfronts are a drag anchor on the town. As wider improvements to the town draw more people into the Town Centre viability will increase but until the work is well-underway, a more creative and flexible approach is needed. Are there potential links with the College? Is there a role for charities? Workshops are required to assess options.

Other prominent vacant retail units which are not in the control of RMBC will also need to be promoted for re-use by their owners. The Council may be able to assist this process but cannot step-in and solve these problems in all cases. There are two particularly challenging shop units at present where the Council should become involved to assist. The first is the existing vacant unit on All Saints Square. This unit is narrow to the square but wide and deep into the plot with quite large and awkward floorplan. The shopfront itself is particularly unattractive. This may be an example of where the Council could help find a new use for these premises and upgrade the shopfront. The other shop unit is the large unit at Primark, which is understood to becoming vacant in the weeks / months ahead. This is a strong anchor and a larger unit in the town on High Street and it will be a challenge to bring in a similarly successful retailer on such a large floorplate. The Council should liaise with the building owners to monitor progress with this units re-use and how they might assist.

Social Incivilities will continue to threaten the ability to realise the full economic potential of Rotherham Town Centre. Positive measures are needed to reduce this very real problem. Nothing shatters confidence in the Town Centre experience than the threat or worry of social incivility. Crime of course is a serious concern but is in Rotherham more of as perception than a reality for

most people. Criminal activity needs to be effectively policed especially against people and property in the Town Centre but the reality is that the visible incivilities associated with individual and groups of street drinkers, rough sleepers, beggars and the like have a very strong deterrent on people using the Town Centre. This is especially true of families. Confidence in a safe and pleasant family experience is critical. Even the worry of bad language, wandering dishevelled people and the associated of difficult questions children might ask are enough to put people off using the town and ensure they head over to competing attractions. Of course, Rotherham Town Centre is not a private mall / complex and as such can never be managed so closely. However it is clear that the present situation is putting many people off using the Town Centre. As these bold plans are delivered we need to ensure that people's first experiences 'coming back' to use Rotherham are positive. Effective and pro-active policing will support this as well as detailed assessments of current repeat problem areas, people and groups. This may involve issues of social care or support for vulnerable people and communities. This link needs to be established.

The night time cultural identity of Rotherham is important as the plans are delivered. As we look to build the evening economy, a culture of eating and drinking should be supported. Excessive drinking and excess generally should be monitored to minimise social incivilities as we are at the same time looking to foster a Town Centre resident population. The night time economy will embrace many customers a balanced view will need to be taken where people may over-do-it, but this should be the exception and not the rule. Bars and late night venues should support a pleasant and sociable ambience and should avoid positive promotions of excessive and rapid alcohol consumption. A mature and grown-up approach is needed which can create a more appealing cultural offer. Clearly like in any Town Centre, people can come to Rotherham, enjoy themselves and have a few too many drinks. But the idea of Rotherham being a place where people go and get drunk (and then go and get a take-away) must and is changing. New uses will help, for example the cinema, hotel and theatre. There will be more to do and a wider cross section of people using the town. Positive licensing and enforcement will also help. Managing the location of hot food take-aways will also be important to avoid problems occurring for residents. A positive code of conduct between bars may also be of assistance.

Engender a more positive and proud outlook for Rotherham in a tone and presentation which is of the place. Based on the major developments planned, develop at every opportunity a positive and optimistic 'message' of Rotherham and a pride in the place and its ongoing improvement. This would be marketing the Town Centre to the people of Rotherham to draw-in local visitors and also further afield. If this can be done with a sense of the place and its people, with a sharp sense of humour and a wit and a self-deprecating Yorkshireness then all the better. This should not be a bland ubiquitous marketing campaign. The branding and identity proposed through the Rotherham Story is very positive start in this regard. This must go hand-in-hand with continuing improvements.



Implementation Programme

Implementation Programme & Actions

Implementation Programme

Rotherham Town Centre is at a critical moment and is facing challenges to its vitality and viability. The need to deliver improvement quickly is clear for all to see. The implementation masterplan is focused on getting things done and securing meaningful change. The need to deliver change quickly is tempered with the need for change of a transformational nature. Regeneration must have a major impact on the quality and experience of the Town Centre. What is needed now, is a major development project which can create a new place and support future success. The need to drive such significant change, at pace, is the distinctive and challenging feature of this programme. Sitting alongside the major work will be a series of projects which will support and contribute towards the overall vision. These can build confidence and make substantial improvements across the Town Centre in a targeted fashion.

Action is needed now, to set in place measures which achieve the following:

- Provide a tangible bounce and boost for the Town Centre through summer 2017 and over the following months through targeted intervention
- Ensure existing funded projects with planning consent delivered as quickly as practically possible and the benefits of these schemes as early successes of the masterplan conveyed
- Accelerate other private sector development schemes through planning where their quality and ambition reflects the masterplan. Close working with the private sector will be important
- Establishing the mechanisms and foundations to deliver the transformational project at Forge Island and the residential riverside
- Getting on with these key projects in a timely and focused manner and staying with the vision for placemaking and quality as challenges emerge (as they will)
- Developing a wider programme of regeneration activity which the Council can deliver including work to the markets and a package of public realm improvements

This section helps describe how the masterplan proposals can be implemented and identifies key tasks and responsibilities.

Forge Island Opportunity

Rotherham Metropolitan Borough Council will continue to lead-on delivery of this high priority project. Work to date has secured the site and the demolition of previous buildings on site. This is the key catalyst project which can bring about transformational change in the Town Centre. It is the number one priority for RMBC. The Council must do everything it can to accelerate Forge Island's implementation.

Core Peninsula Site / Riverside Precinct (the core development site) (Area A)

The critical next step is to appoint a development / delivery partner to realise the vision for this site. The appointment of a development partner to design, deliver and market the Forge Island development is crucial. The development partner selected will provide expertise and capacity to the partnership. Appointment of a development partner must comply with EU procurement rules. However, the open OJEU procedure is the shorter process and is recommended in this instance for the appointment of a development partner. The process should stipulate that bids from potential development partners provide:

- financial offer;
- details of proposed future use;
- development programme;
- potential receipts, development viability and any potential funding gap; and,
- details of the Council's role and any potential support.

This scenario will potentially provide the Council with greater control over the development of Forge Island. Contractual arrangements with the development partner should provide clear objectives and parameters for the regeneration of the site and buildings.

The next steps are as follow:

- Draft a Planning and Development Brief (WYG / RMBC Planning / Regeneration)
- Set-out the mechanics of the selection process for the Developer Partner (LSH can assist working with RMBC Regeneration & Procurement)
- Publication of the opportunity through informal and objective conversations with organisations and individuals
- Co-ordination of all technical work to date for the site (WYG / RMBC to pull together pack and confirm any still outstanding gaps)
- Confirmation as to whether hydro-scheme is in or out (is there the time / appetite to include at this moment?)
- Legal arrangements / project management arrangements at RMBC for the process and delivery
- Working group to be convened to guide selection and delivery and to consider different development models and extend / nature of RMBC role.

Former Magistrates Court (Area B)

The Masterplan has highlighted a window of opportunity to explore the delivery of a Theatre and Arts Centre at the former Magistrates Court Site. A Theatre Feasibility Study is now required. Following this and the establishment of a business case for the theatre, funding bids shall be made by RMBC to secure funding for the development.

There is a window of opportunity to seek to deliver the theatre and this work needs to be commenced as soon as possible to ascertain if this is a realistic proposition. Hopefully it is. If this proves not to be the case, then the former Magistrates Court site would be taken forward for apartments by either the developer partner for the main Forge Island development or by the Council's (other) Residential Partner.

The next step is to develop a brief for and let a contract for a feasibility study and business plan for a new Theatre and Arts Centre. This will need to confirm floor areas through a more detailed study. It will also need to identify demand for each component part, to include:

- Artistic content – main and studio theatre;
- Artistic content - flexible space;
- Managed workspace for creative businesses;
- Food and beverage offer.

Funding opportunities

This is not a full detailed design, but the study should confirm the ability to deliver the building spatially on this site with its associated constraints and footprint.

There may be specific content for children and young people within the Arts Centre. The challenge for RMBC is to secure necessary funding through Arts Council England. Whilst there may be some regeneration funding available from the Council for wider regeneration activity it would not be appropriate for the Arts Centre to be paid for wholly by the council but Rotherham will look to champion and bring in funding from Arts Council England.

The Feasibility Study / Business case and preliminary designs are a next step which the Council need to progress urgently within the present window of opportunity.

The Eastern Riverbank Regeneration (Area C)

A further element of the wider site is the redevelopment of the former Natwest Bank and the development to the rear of Costa Coffee (on RMBC land – Riverside Car Park) for which RMBC will need to engage with the present land owner(s). Meeting with existing landowner(s) is now a very high priority. The Council needs to gauge the appetite of the landowner(s) to help deliver the development vision in this area. Preliminary discussions with LSH have been encouraging and now detailed discussions are necessary. This will also explore the landowner(s) capacity to fund / deliver the development and how the public sector might support development in line with the plan. The should be to quickly ascertain the capacity and interest of existing landowner(s) to invest and develop.

The intention is to promote development together using their land and the council's land to realise the masterplan vision. Some form of joint venture is envisaged, but if this does not prove possible CPO may be necessary to assemble the site for development by other mechanisms. The development here is as envisaged in the masterplan with The Ring Shop, Costa Coffee and the Bank retained. The Council's Riverside Car Park provides the opportunity for substantial change in this area and gives the Council a stake in the redevelopment here. It is hoped that the Council will be able to work positively with landowners.

There may also be another option for delivery in this area, which sees a more transformational development opportunity. In this other option the uses on the Eastern Riverbank would be relocated into the main development at Forge Island and buildings would be cleared to create a larger riverside park linking with Minster Gardens. This option has been drawn-up and illustrated and one benefit is the striking vista this would create of Rotherham Minster from Forge Island. This would involve the demolition of buildings within the Town Centre Conservation Area and Historic England have expressed their reservations about this option. This bolder option would only work if it was agreeable to the existing landowners and there are no plans for compulsory purchase in this area to facilitate this approach. Given the delivery risk associated with this option it has not been embedded within the draft masterplan. However, as dialogue takes place with existing landowners as envisaged for this area it will be appropriate to share with

them the more radical plans to ascertain their feedback. If landowners are not amenable then the plans which retain them in-situ will be progressed.

Meetings to ascertain the route to delivery in this area should be progressed as a next step. Following this the Council will refine its approach to the Eastern Riverbank (for the final draft masterplan) and progress work accordingly to deliver the vision.

South Yorkshire Police Headquarters

Preliminary discussions have taken place regarding the redevelopment of this site as part of a later phase of regeneration. At this stage, it is too early to confirm one way or the other what will happen on this site. It seems likely that the buildings are outdated in terms of modern policing requirements. From experience of other police HQ relocations, the space within the building may well be too large and inefficient and the Town Centre location not essential for some, if not most activities undertaken there. The site also has clear synergy with Riverside House and Forge Island so it is sensible for RMBC to maintain continuing dialogue with South Yorkshire Police and to support them in any future review of facilities and site searches. Should this land become available it would be used to 'support and complement' Forge Island (not change it in any way fundamentally) and could provide additional Town Centre homes.

Proposals at Forge Island will bring multi-million-pound investment to the Town Centre. The Council will have a role to play financially. This will be more than as landowner, making available the site and they may become involved in the ownership of the scheme and invest in aspects of this financially subject to the partnership arrangements developed. With the main peninsula site attracting commercial leisure development, with mixed-use development at Eastern Riverside and with a potential theatre or residential development at the former Magistrates Court investment of over fifty million pounds might be envisaged on this site.



Visualisation to show the alternative option for Forge Island with potential view towards the Minster. This view omits buildings on Corporation Street

Residential Development Partner and Delivery of Residential Riverside

The council should identify a further (different) development partner to deliver residential opportunities within its land ownership / control now and further sites, as the Council continues to acquire land. The delivery partner will work across sites presently available and brought into the partnership.

The specific nature of this partnership is to be confirmed and there are different options and models to consider. Local Partnerships have worked with the Council recently to explore these. Initial discussions have also taken place with prospective partners and investors. A traditional joint venture approach would be one option, where the Council brings the land and the developer the funding and expertise to deliver. Other options might be a development fund, which looks for a long term return on patient investment. The funder would work with the Council to invest in sites. That partnership approach would still need to procure development expertise to deliver the schemes.

The partner selection for the residential development sites in and around the Town Centre is a priority. Housing colleagues are taking the lead on the selection process and this needs to move ahead promptly. There needs to be coordination between the residential work and the masterplan more generally and Forge Island specifically, so that proposals are aligned. The high priority site for the partnership is the former swimming baths site at Sheffield Road, which is a key market-creating site. It is envisaged in the masterplan as mainly contemporary distinctive high density urban housing. The selected partner should be able to deliver a range of development sites over time as opportunities arise. These will not just be the Starter Homes sites but wider sites, including riverside sites, such as the Royal Mail Depot. The Council will pro-actively support such landowners and developers to achieve relocation of existing operations and deliver new housing. The relocation of the Royal Mail Depot is a high priority. This site, with the former baths Site will prove the market and enable future phased delivery of land along the riverside to be secured. Also, the potential CPO

sites at Corporation Street may be delivered into the partnership. Other sites, such as the police HQ, may also come forward to the partnership subject to successful relocation of services and functions.

Later phases of the Residential Riverside need not be delivered through the partnership. For example, the Satnam land could come forward as a straight private development either with the present landowner or they may have sold-on their land to a residential developer by then. The masterplan is committed to the delivery of many hundreds of quality new homes in and around the Town Centre and will use its various powers to ensure this becomes a reality. Energy and activity will go into creating a new residential market in Rotherham and at the riverside and should landowners' hold-up regeneration activity in line with the masterplan in the longer term CPO powers may be necessary to fully realise the vision.

At this stage, no timeframe is set for the term of the partnership but it is important that momentum is developed and sustained to demonstrate results. The flow of sites into the partnership once the market is established may be the biggest challenge. This partnership is a long-term arrangement which must provide reward and benefit for all.

At this stage the potential value of investment through the residential development partnership, into this new and emerging residential market is not known. Potential investors have indicated funds in-excess-of £20m could be directed to Rotherham in terms of patient finance to create the residential market. This would align with the scale of the opportunity envisaged by the masterplan. The Council's starter homes programme has also secured potential long term loan-based investment of the same order. With success, the scale of development will increase. Other private investment in new homes could easily reach that level also.

Implementation Programme Focusing on Public Sector-led Projects and Site Assembly

This delivery area relates to the conventional regeneration activity falling to the Council to drive and coordinate.

We need to define the key projects, the potential programme, management, tasks etc. The masterplan provides the headlines, but there is a substantial amount of very varied work to be done here. This will certainly need significant time and resource once greater detail and clarity has been provided to these projects as a next step. Each need further scoping based on the work to date in terms of actions and responsibilities. The continuing liaison with the Police regarding their prospective relocation would fall into this area also.

This delivery area comprises several important projects as follows in no particular order:

- The markets refurbishment / redevelopment...
- ...Linked with this the Third Sector Hub development,
- Land assembly projects including the relocation of Royal Mail Depot.
- Public realm / landscape projects across the Town Centre
- Public art / Lighting
- Parking Proposals
- Other regeneration activity e.g. the on-street train-bus

Markets Refurbishment & Third Sector Hub

It is suggested that these projects are developed together as a next step. The markets refurbishment (indoor and outdoor covered) requires focused technical design work alongside ongoing consultation with stall-holders and coordination through the markets management team. RMBC will lead the work here on the refurbishment. In terms of the focus of this project the following should be progressed as a brief for the detailed design work. Neither earlier study has adequately addressed what needs to be done and a suitably experienced architect / design team now need to be appointed to develop the ideas within this masterplan. As a key next step a clear and concise brief will be prepared to direct design attention. This will provide clear design space and will ensure future work builds upon the design approach envisaged in the masterplan. The key aspects of the next work on the markets includes:

- Refurbishment of all entrances including main entrance to indoor market hall and relocation of news concession to open-up the way-in. Also links between indoor and outdoor market
- Upgrade of all external shop fronts including Eastwood Lane once arcade / rain building is removed.
- Circulation and thoroughfares, including ramp and balustrade to galley. Flooring and surfaces to be considered.
- Potential improvements to stalls and canopies subject to review
- Branding and signage to be simple and clean
- Structural review of indoor market- with the minimum spend necessary as this seems dated but functional
- Lighting upgrade
- Back of house / services and toilets.
- Physical condition of the outdoor covered market to allow-for the demolitions envisaged. This relates to the concrete podium and also the tensile structure.
- Clean the stalls
- Refinish the central service core (paint)
- Integration of landscape proposals around edges

- Review of concessions - design / functionality – which edge both the indoor gallery and outdoor covered market to consider opportunities for greater integration.
- Escalator and steps which bridge change in level to Eastwood Lane.
- All of the above to be considered in the context of a cost-effective redevelopment.
- Integration of Third Sector Hub Building as an associated architectural commission.

RMBC will also need to work closely with relevant charities in terms of the third sector hub. It is envisaged that a project officer would lead this regeneration project for the Council. Funding bids coordinated by CAB and working with RMBC could support the third sector hub. A project steering group would be required to draw together all relevant interests. Further meetings to scope the third sector hub building between CAB and RMBC.

Close working with the college is also important in terms of their land / buildings and the delivery of College Fields (see public realm).

The next steps are as follows:

- Confirmation of necessary land for demolitions and positive management of existing leases. A clear plan will be developed for any relocations.
- Drafting of a focused brief for refurbishment works for both market areas and Third Sector Hub. At this stage this will build upon the work within the masterplan.
- Initial structural assessment to ascertain the ability to deliver the scheme as described in the masterplan. This will be a high level in principle piece of work, to be the gateway to more detailed work.
- High level costings based on the masterplan proposals and the brief to help set an indicative budget for this project. It is underlined that this needs to be a cost-effective project.
- Exploration of potential funding including for Third Sector Hub.
- Appointment of design team / architect to progress to detailed planning in advance detailed proposals to a level of detail appropriate for a planning application to be submitted.
- Technical design / construction process TBC.

Land Assembly Projects

One of the important roles RMBC can play is to deliver land for development and regeneration. The Council is being pro-active in identifying, securing and making available development land. Having the means to redevelop is important as the Council should not be buying-up land sit idle. That is where the two developer partnerships will be vital in utilising these land assets. The Council now has substantial landholdings within the Town Centre and this is providing a basis to start redevelopment.

The Council is presently progressing the acquisition of derelict land / buildings at Corporation Street. These sites / buildings have blighted this part of the Town Centre for many years and by taking back control the Council will be able to enhance the image and vitality of this area. Indicative proposals and viability assessments have been prepared for these sites for residential purposes and the masterplan supports this activity.

Preliminary conversations with Royal Mail have been positive with regard to the Council supporting Royal mail relocating away from the riverside site at Westgate. This would be on a commercial basis. The present building is underutilised and large parts of the building are not used. The hard standing parking area is though well-used. The Council will take a pro-active approach by assisting in the site search for replacement facilities for this Royal Mail depot function and are aware of Royal Mail's requirement. This site will then be redeveloped to deliver the second phase of the Residential Riverside. The future use and value of the site should be explored through a development capacity study alongside any site search, building on the masterplan.

Similar early conversations have been undertaken with Satrnam about their Car Park Site at Westgate. There appears less enthusiasm from this landowner to deliver the vision set out in the masterplan. Their nervousness about the residential market is appreciated and understood. This site is not seen as an early phase of the plan in any case. The present owners view appears to be that, providing a long-stay surface car park for town and its workers is a reasonable use of land and we would agree with that. Once the local residential market is demonstrated, by development of nearby sites, we would envisage this site coming forward, one way or the other, to complete the riverside residential area.

The Police Headquarters at Main Street has been suggested as a possible further Town Centre site. At this stage, it is just too early to confirm what will happen on this site. The site also has clear synergy with Riverside House and Forge Island, so it is sensible for RMBC to maintain continuing dialogue with South Yorkshire Police and to support them in any future review of facilities and site searches. An integrated approach will be necessary and some sharing of space / facilities at Riverside house could be an option for some uses. Replacement facilities in more appropriate locations and built to meet modern requirements and efficiencies would be needed and RMBC could assist with site search. The future use and value of the site should be explored through a development capacity study alongside any site search.

Other prospective sites and land should be considered on their ability to support the ambitions of the masterplan.

The Council will use CPO powers where necessary but will always prefer to work alongside owners and seek a commercial solution.

Other Projects

There will continue to be various projects which the Council will coordinate / instigate to support the Town Centre. The Council will be an important one-stop-shop for such proposals looking to bring solutions forward as opportunities arise. Examples of this ad-hoc activity were described in earlier sections of the masterplan, for example the potential 'bus-train' route down from Clifton park to the Town Centre and forge Island (in the fullness of time). Here joint working between regeneration and highways functions will be important. Another example is the proposal to bring Council owned vacant shops back into active use. This similarly required close and linked working between property services and regeneration. A positive, creative and practical approach is needed with joint team working towards the goal of enhancing and supporting the Town Centre.

This strand of activity wraps up everything that falls to RMBC. The regeneration funding for this tranche of work will come through RMBC and its ability to invest directly and to secure further funding through available sources. At this stage the level of investment needed to deliver the full programme of works described is not fully costed. The market project will need to be delivered in a cost-effective manner but in any event, will run into several millions of pounds including the third sector hub. Land acquisitions, relocations and so on will be assessed on a site-by-site basis but again this will be a substantial undertaking. Investment in land will yield opportunities to generate value through redevelopment and it will be important to ensure value for any public-sector investment. The programme of targeted public realm works will also require substantial investment. Aligning highway budgets and other sources of existing spend to address the defined priorities will help. Developing 'shovel-ready' public realm / landscape schemes which deliver clear value for the masterplan and Town Centre, which can then be promoted has been proven to help attract and secure external funding (LEP/City Region). This package of work is envisaged to be in the tens of millions of pounds.

Planning and Regeneration Support to Private development Projects

RMBC can be pro-active in efficient, timely and effective development management. Linking regeneration activity and the delivery of the masterplan with development management expectations will provide clarity in terms of expectations. The Council can support development which contributes to the vision and which meets the quality required. This gives greater certainty and removes (to a large degree) planning risk subject to the proposals and their design quality being in line with the masterplan and SPD.

It is clear that private investment in sites and development is vital to the future of Rotherham. The Council cannot do everything. There is a role for both private sector investment and funded development (beyond RMBC e.g. LEP) and the positive approach from the Council can create a can-do approach which helps see schemes delivered. The planning function at RMBC has a track-record of positive performance.

Sites where private investment or broader public sector funding is being brought to Rotherham Town Centre includes, Main Street / Liquid Site, The Guest & Chrimes site, Rotherham Bus Interchange and The RNN Group (Rotherham College) Higher Education Hub at Doncaster Gate. These are at different stages of delivery, but all will benefit from support and promotion by RMBC.

For example at Guest & Chrimes the process from here needs to build on the good work secured through the masterplan and the progress made by the Football Club and Historic England (HE) to date around a shared vision for the site and we must not lose that momentum through planning. The public / interpretive art feature is seen as essential by HE (and the Masterplan) in achieving effective Conservation and securing planning approval for the demolition of substantial parts of the existing building. The Council and ongoing masterplan implementation and planning function need to help secure this. As a next step RMBC need to meet the football club.

At Doncaster Gate the Higher Education Hub has already secured planning consent and work to discharge

conditions to allow the scheme to progress is moving ahead. The masterplan envisages other supporting activity in that area to maximize the positive benefit of this new development. The Bus interchange is already within the planning system and discussions are ongoing as to the detail of the design and materials of the building. The quality of this development needs to be high to ensure the investment secured makes a positive contribution to the Town Centre. Private sector development proposals at Main Street have been the subject of detailed discussions with the developer and it is envisaged a planning application will be submitted shortly. The developer and their planning advisors are aware of what is required on this site.

Doncaster Gate (Higher Education Hub)

- New Higher Education Hub Delivery by RNN Group supported by RMBC.
- Wider College campus improvements delivered jointly between RMBC and RNN Group.
- RMBC to investigate Tree-lighting project with RNN Group (see public realm)
- RMBC to enhance junction of Doncaster Gate / High Street / Wellgate (see public realm)

Interchange Area

- Refurbishment of interchange and car park led by SYPTE.
- RMBC support and add value through planning function.
- Chantry Bridge / Bridge Street highway / public realm works ongoing and led by RMBC. (see public realm)
- Effingham Square public realm refurbishment led by RMBC. (see public realm)

Guest & Chrimes

- Refurbishment and redevelopment of listed building for new leisure uses.
- Rotherham Football Club to lead design work to ensure RMBC / HE are satisfied.
- Masterplan to form basis of continuing dialogue with RUFC and HE to agree a scheme
- RMBC to support on public art / interpretation and through planning and heritage, possible support funding bids.

Main Street

- A new mixed retail development will provide a replacement and upsized foodstore opportunity, new large format retail stores and a drive-thru food / beverage unit and bring about significant investment to and regeneration of a highly prominent brownfield site.
- Development of site in response to masterplan by developers working with present landowners.
- RMBC secure appropriate development through planning powers.

These projects will make a strong contribution to the future success of the town individually and collectively, linked also to the wider masterplan proposals. Together, they could result in upwards of £35m investment in the Town Centre from organisation who are not the Council and this investment is vitally important to the success of the Town Centre.

Capacity and Skills

RMBC need to bring together a dedicated team of skilled and experienced individuals to deliver the Town Centre programme. This might involve direct new appointments into the team, partnership working with consultants or government organisations (e.g. HCA) to provide the necessary skills. There is a very substantial amount of work to do, much of this time-consuming and complex. Investment in people, experienced in delivering major projects before and being able to deal on a robust, constructive and professional footing with partners and developers is vital.

Without a strengthening of the team at RMBC the challenging delivery timeline will not be met and the Town Centre will continue to struggle. Getting the right team to deliver is as important as identifying the projects in the first place. This is in no way a reflection of the present team at RMBC but a confirmation that further support and investment in the team is essential. Mapping existing skills and capacity will be a good place to start before confirming exactly what is needed by way of new expertise and resource.

Support from the masterplanning team at WYG will also be vital and discussions are underway with regard to the best way WYG may assist. Bringing in other experts for example on procurement, legal and technical matters will all be impotent.

The positive approach to planning delivery in Rotherham is also helpful in demonstrating a can-do attitude for what we hope will be fast-paced projects delivered quickly (in relative development terms). But speed is not the principal consideration, quality is what will bring about the resurgence in the town and therefore care and attention will be essential to deliver the very best for the town.

Investment in the team and skills is vital to the success of the Masterplan Implementation Programme.

Parking & The Delivery Programme

The availability of car parking in the right locations at the right price is integral to the success of Rotherham Town Centre now and in the future. The Car Park Impact Assessment makes clear that there is a substantial over-supply of car parking at present. The masterplan proposes a focused approach to parking, which will be delivered incrementally as the projects within the masterplan are completed. We know that the end position will provide the numbers required and that there will be a good blend of parking options to serve the Town Centre. Part of this end position will be the removal of several existing surface car parks to make way for development. This will in part address the present over supply (and underuse) of many car parks.

As well as this end position, we have assessed what happens as we build-up to this and as we remove supply / capacity from the system. In some cases, for example at Forge Island, significant numbers of new multi-deck parking will be constructed but though the construction phase a substantial proportion of parking will be taken away. To ensure businesses continue to trade well and benefit from adequate car parking in the Town Centre, we have assessed the implications of blocks of parking being removed from the supply at various times. Our conclusions are that there will always be supply to meet present and future demands and that the interim arrangements will be sufficient to ensure the Town Centre continues to trade.

The adjustment of car park spaces / car parks at key times along the implementation program is summarised as follows:

1. Additional 200 spaces provided at Forge Island as a short-term measure following demolition of food store – late summer 2017
2. Interchange Car Park improvements begin on a phased basis with (we assume) 250 spaces available, while other 250 refurbished. Once first 250 complete these will open and the remainder will be refurbished. The present car park has a total capacity of 730 spaces, but at the time of the Impact Assessment, only 311 spaces were operational. Start Jan 2018 (through whole of 2018)

3. Former Sheffield Road Car Park closes removing 70 spaces – Mid 2018

4. Riverside car park closes with removal of 65- Late 2018 / Early 2019

5. Forge Island car park closes as construction commences on site on a comprehensive basis removing 550 spaces - Late 2018 / early 2019

6. Interchange car park fully open with increase of 189 spaces bringing the car parking spaces back to full capacity of 500 spaces.

7. Forge Island new multi-storey car park opens with additional 350 spaces - Mid 2020

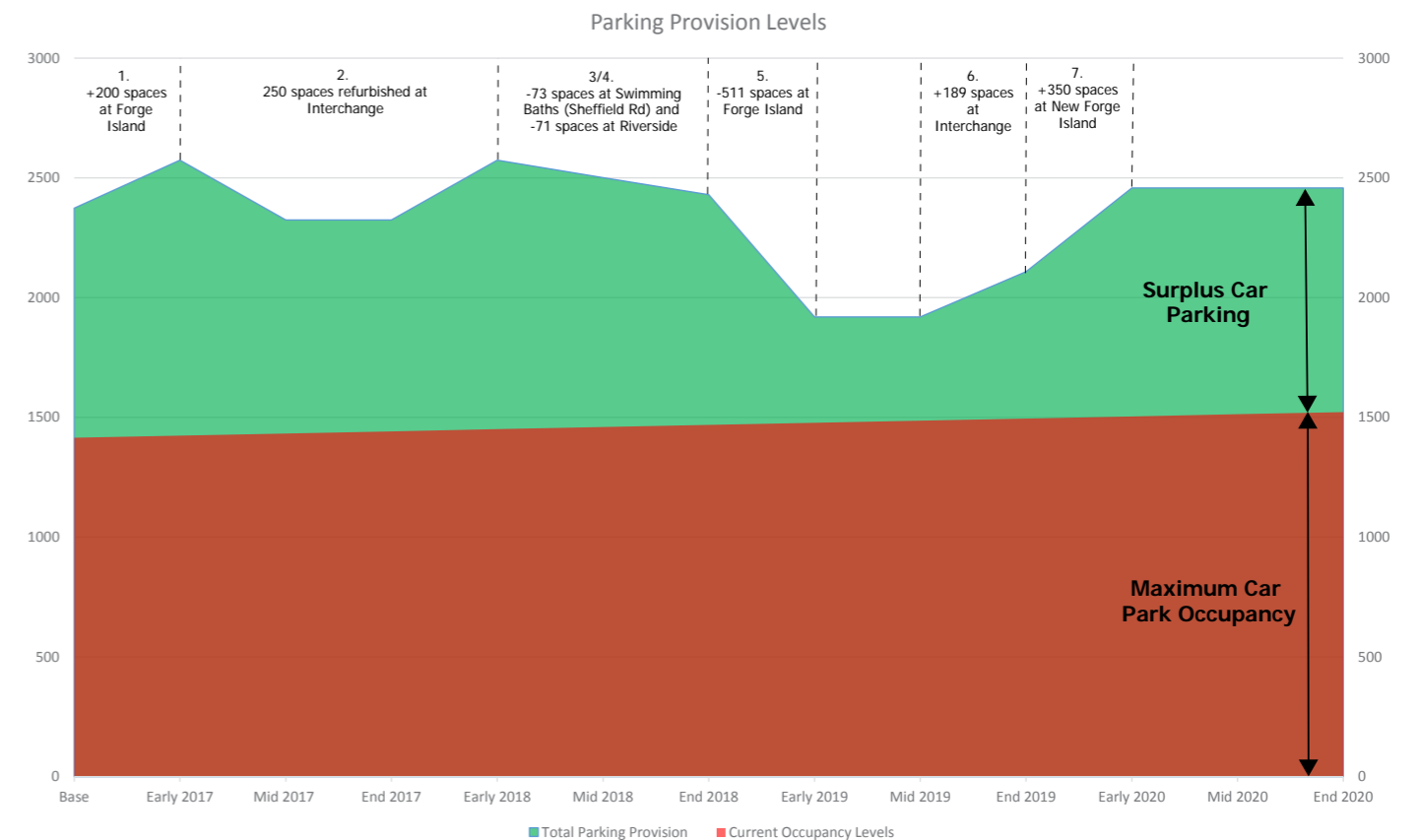
The adjacent graph shows the existing off street parking provision of 2374 and the car park maximum occupancy levels of 1415 at 2017 and 1727 in the year 2028. As can be seen, with the closure of some car parks and the increase in numbers at others, the supply never reduces to a level where need is greater than the available spaces.

Overall, with the Interchange at full capacity, with 500 spaces, the town will see an increase of 84 spaces, which brings the overall off street parking provision to 2458. With a maximum occupancy level of 1727 spaces in the year 2028, there will be a surplus of 731 spaces.

With the Westgate surface car park being a phase at the residential riverside post 2020, the loss of those 359 spaces can be accommodated and still result in an overall surplus of parking.

In summary, the delivery program and the necessary impact on parking can be accommodated and will not impinge on the viability of the Town Centre. Whilst there may be some inconvenience with parking at Forge Island being lost whilst development is under construction, parking will be available in the refurbished Interchange.

The Car Park Impact Assessments makes several recommendations, which could be implemented during the construction phases, including the introduction of short-term free parking / reduced price parking provision in car parks that are currently under-used.



Timescale and Summary

The indicative and targeted delivery timescales are outlined for the key projects. The Town Centre is desperate for change and hence this is without doubt a very demanding and fast-paced programme. Existing and ongoing projects have been charted.

The major projects for the Council and its various partnership ventures are shown as commencing as quickly as practical and moving at pace. This will require a dedicated resource to maintain momentum. A detailed delivery programme will be required for the major projects which tests these timescales and factors in additional risk. This should not be seen as an excuse to drop the pace and go slow, but a reality check will be needed as each project becomes more rounded and distinct. The timescales are clear challenge to all.

As much progress as possible needs to be visible as quickly as possible. The close of 2020 is considered to be a critical date. Over this period it is envisaged that anything between £130-160m will be invested in the Town Centre to transform its fortunes. By that stage the Town Centre will not be finished, but it will have been very much improved and repositioned as a more sustainable, vital, vibrant and attractive place.

Delivery Programme

Project Delivery	2017			2018				2019				2020			
	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4
Forge Island: Main Peninsula Regen. Site															
Forge Island: Magistrates Ct.															
Forge Island: Eastern RiverB															
Residential Riverside: SR Baths Site															
Residential Riverside: Royal Mail															
Residential Riverside: Satnam / others															Ongoing >>>>
Markets & Third Sector Hub															
Doncaster Gt. Higher Ed. Hub															
Interchange (bus and C/P)															
Guest & Chrimes															
Main Street / Liquid															
Public realm / Lighting / art															

Key:

Feasibility / Business Case / Preliminary Design

Detailed Design / Planning / Contractual

Construction / development phase / Commissioning



Summarising Rotherham's Vision

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