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Introduction

***THIS IS OUR CHESTERFIELD** - Foreword by Councillor John Burrows*

Leader and executive member for regeneration, Chesterfield Borough Council

Chesterfield is a town of great character with a history of significance way beyond our immediate area. We have lots of ambition and Chesterfield has a fabulous offer for business, residents and visitors alike. Chesterfield is far more than a Derbyshire market town with an iconic Crooked Spire!

I am delighted to share our vision for the future of Chesterfield which is encapsulated within this Masterplan. The work builds on past plans and achievements – not least the £4 million refurbishment of the Market Hall, the Growth Sculpture and significant public realm improvements on the approach to the town centre from the train station. It re-focusses attention on the Historic Core which is critical to the town's distinctive character. It also emphasises the importance of routes and spaces – high quality public realm that encourage people to visit the town centre as a pleasant place to meet, socialise and 'dwell'.

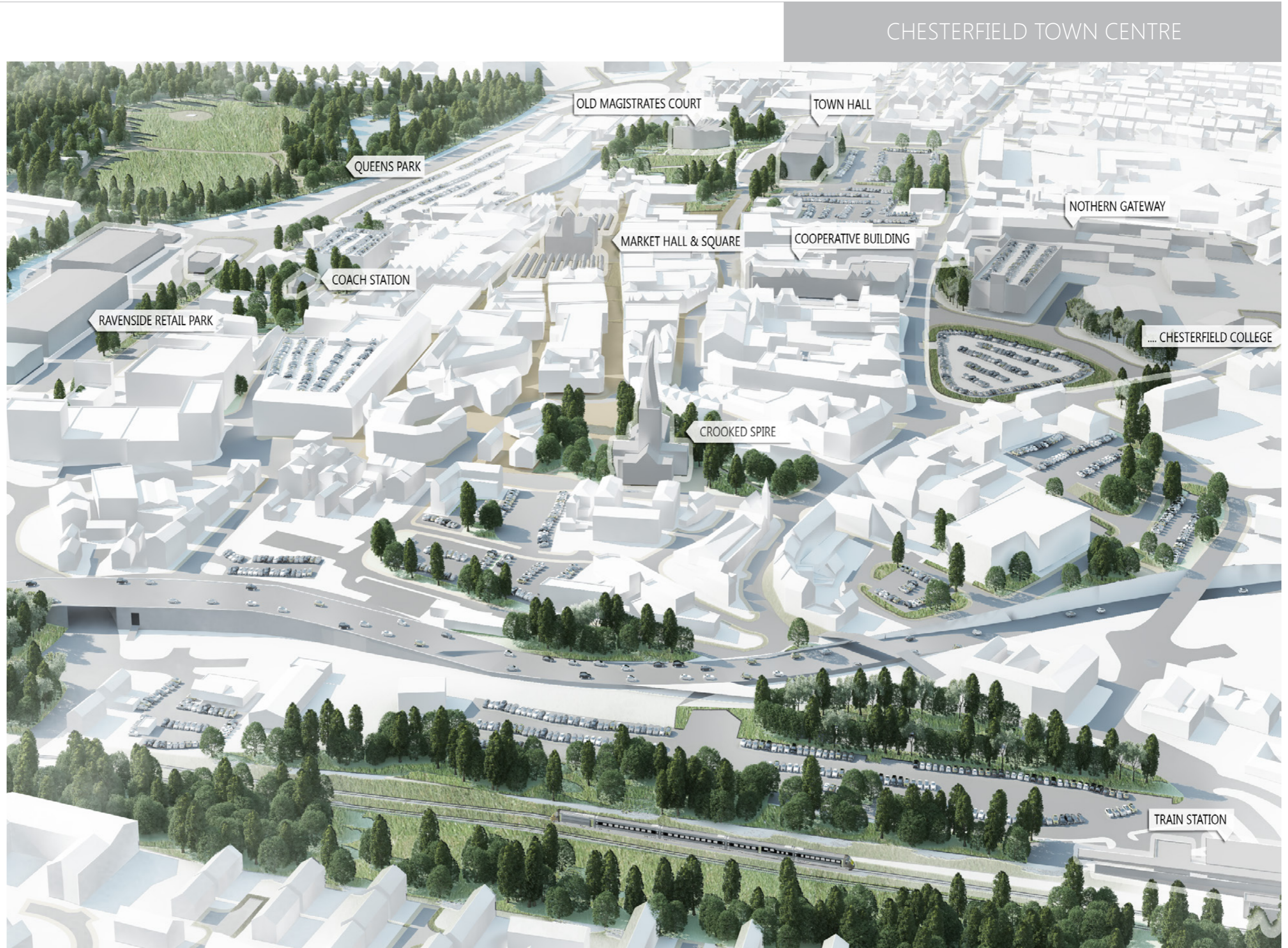
The Council's regeneration team was named Placemaking Team of the Year at the inaugural Planning Magazine Placemaking Awards which is a national recognition of the fact that Chesterfield is a town "going places."

The Masterplan describes various exciting development opportunities for the town centre. The Council can only deliver parts of the plan. Some of the opportunities are outside of our control (e.g. private landownerships). Chapter 12 of the Masterplan sets out a 'Charter' for how we will engage with key stakeholders. These 'delivery principles' will help us to focus our resources to deliver development and regeneration in Chesterfield.

The image adjacent illustrates some of the key landmarks within Chesterfield Town Centre which are of critical consideration as part of any master planning strategy.

In an image such as this it is clear to see that the size and scale of this historic market town provides a key opportunity for emphasising strong connectivity, given the relatively close proximity between each key area.

The following Masterplan seeks to explore the opportunities and constraints across the Town Centre and provide a platform for future investment opportunities to be built upon.



1.1 CHESTERFIELD TODAY

Chesterfield is a thriving market town in Derbyshire, situated between Sheffield and Derby/Nottingham and on the eastern fringes of the Peak District National Park.

Chesterfield is famed for the distinctive 'Crooked Spire' on the 14th century St Mary and All Saints Church and its fine Market Hall which has recently undergone a £4 million redevelopment and sits within a magnificent market square.

The town is a popular and established destination for businesses and visitors, as well as a superb place to live. Chesterfield's Victorian Theatre - The Pomegranate, and the Winding Wheel which was built in the 1920's - offer a great cultural scene, presenting a full programme of drama, music and entertainment. Chatsworth House, the magnificent stately home of the Duke and Duchess of Devonshire, is approximately 20 minutes' drive to the west in the Peak District.



1 - St. Mary and All Saints Church, Chesterfield
 2 - Peak District National Park
 3 - Chatsworth House
 4 - Chesterfield Market Hall and Square

1.2 STRATEGIC LOCATION

Chesterfield is the largest town in Derbyshire and sits within both the Sheffield City Region and the Derby, Derbyshire, Nottingham, Nottinghamshire (D2N2) Local Enterprise Partnerships (LEPs). It has a population of over 100,000 and a large hinterland with a catchment of over 1.1 million (CACI, 2015).

Sheffield is approximately 11 miles to the north with Nottingham and Derby

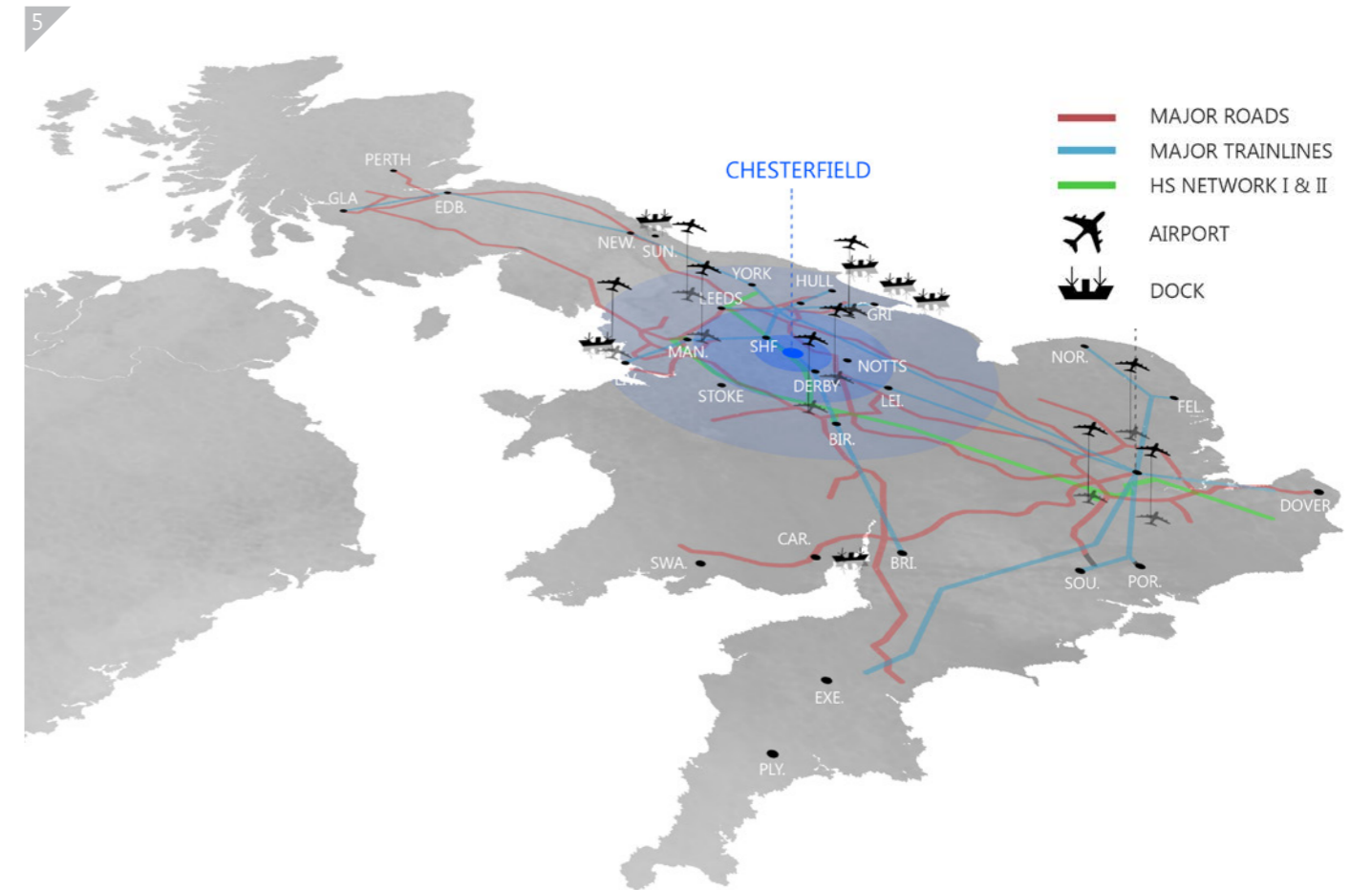
approximately 25 and 35 miles to the south respectively. The town is well served by the M1 Motorway (junctions 29, 29A and 30) approximately 6 miles to the east.

Chesterfield has good rail connections with:

- East Midlands Trains operating a twice-hourly service between Sheffield and London St Pancras International (2 hour travel-time).

- Cross Country Trains operate a twice-hourly service from Leeds-Sheffield to Derby-Birmingham and beyond.
- Northern Rail local services between Nottingham and Leeds-Manchester.

The town has good international links being well served by Manchester, East Midlands and Robin Hood Doncaster-Sheffield airports which are all within 45 miles / 80 minutes drive-time.



5 - Strategic Location Image

1.3 PLACEMAKING

Chesterfield Borough Council's regeneration team was named as Placemaking Team of the Year at the inaugural Planning magazine Placemaking Awards (2014). This is in recognition of the real team effort and hard work between business and the public sector in devising and implementing regeneration plans or marketing the town to investors and visitors.

The judges at the awards said: *"The visionary leadership and can-do attitude had resulted in an inspiring narrative of getting things done."*

Regeneration and development in Chesterfield town centre is a continuous process and this masterplan builds upon and updates two earlier plans by URS Scott Wilson in 2004 and Urbed in 2009. Since 2009 we have been through the global 'credit crunch' and ensuing recession and this masterplan update is timely at the start of a new economic cycle.

At a local level Chesterfield has not stood still during the recession, the Council and other partners have continued to invest in the town centre. Projects which have progressed since the 2009 masterplan include the £4 million refurbishment of the Market Hall, £500,000 public realm improvements to the approach from the railway station to the town centre, the Growth Sculpture on Hornsbridge Roundabout, the Cultural Renaissance Art Project in The Yards, as well as a large Debenhams store and a large housing scheme on the edge of the Town Centre by Barratt Homes.

> A photograph taken during the 2014 stakeholder consultation at the Winding Wheel, Chesterfield.



1.4 PUBLIC CONSULTATION

An important part of the master-planning process has been to engage with local stakeholders, who together with the Council will be responsible for the implementation of the plan.

A stakeholder workshop was held at the Winding Wheel on 13th November 2014 attended by 34 representatives from a cross section of local businesses, the Borough and County Councils and other public agencies and service providers.

This was the first part of an ongoing process to engage the local community and build a consensus around the Town Centre. The aim of the stakeholder workshop was to facilitate a conversation about the Town Centre and help stakeholders to gain an understanding and appreciation of the unique social, economic and cultural dynamics of the town.

An inspired masterplan can be a useful tool to market a town and attract private sector

investment. The workshop discussed the purpose of the masterplan to provide clarity and certainty for developers and investors. It was acknowledged that a commitment to the masterplan can help reduce risk to the delivery process and increase values making schemes more viable¹.



EMERGING THEMES

The main themes emerging from the stakeholder workshop were:

- Addressing physical and psychological barriers and improving connectivity and accessibility across the Town Centre by all modes of transport including walking.
- Improving the public realm to provide a more pedestrian friendly environment, greater links to the 'green spaces' and more opportunities for public events and celebration.
- Improved connectivity between the railway station and the Town Centre.
- Caution against too much decentralisation of development on the periphery at the expense of the historic Town Centre which provides Chesterfield with its local distinctiveness.
- Opportunities for more residential development in the Town Centre to help support a more diverse retail sector (including local speciality and national retailers), family leisure developments and the existing cultural offer.

Finally the stakeholder workshop discussed the previous vision for the Town Centre and made suggestions for the updated vision.

< "This award is another national recognition of the fact that Chesterfield is a town going places." Councillor John Burrows, leader and executive member for regeneration at Chesterfield Borough Council.



¹ CABE, Creating Successful Masterplans: A guide for clients, published in 2004, reprinted 2008



CHESTERFIELD TOWN CENTRE - LANDMARKS

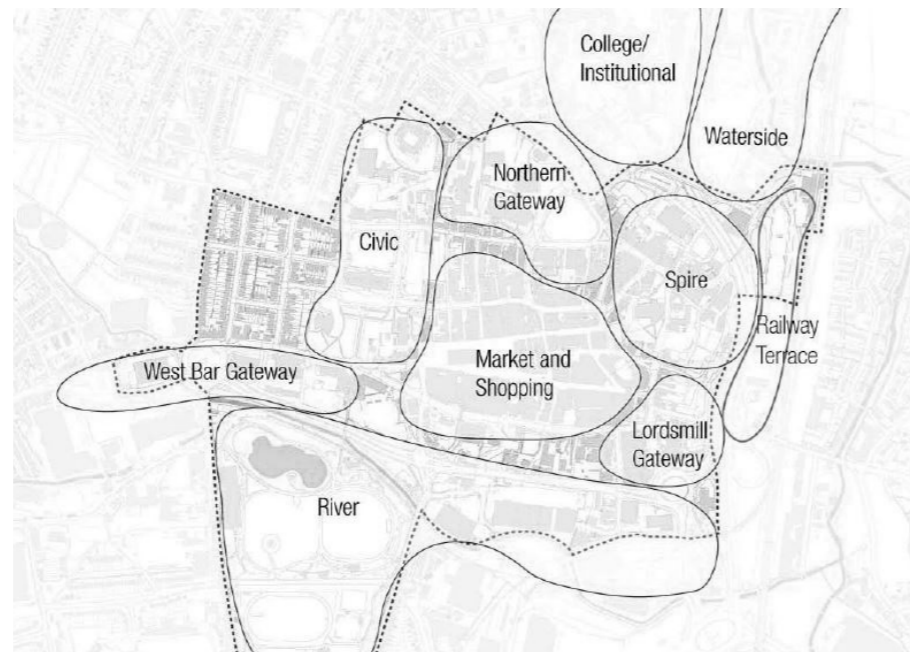
Vision

2.1 LONG-TERM ASPIRATION

The previous masterplan developed a strong vision for the town centre which is in many respects still relevant today. This is how it should be – the vision should be long-term and aspirational. The vision will face challenges to delivery. There may also be many different routes to achieving the vision – over multiple economic cycles. The vision for the town centre is built on²:

- A thriving market town - The market is Chesterfield's greatest asset and the vision builds on this as the base for the town's image, its character and its retail trade.
- A destination in the Peaks - Although just beyond the formal boundary, Chesterfield should be seen as part of the Peak District's visitor offer - a venue where tourists can base themselves, a historic town to explore, and a place of culture to relax after walking the hills.
- A learning town - The future of any town is based on retaining and attracting talented young people. Development and expansion of the college is vital to Chesterfield's future prosperity.
- A high value employment location - Future employment will be increasingly knowledge-based. Chesterfield has been successful in developing itself as a knowledge employment location. This needs to continue with investment focused in the town.
- A really good place to live - Good places to live tend to thrive economically. Quality relates to the type and availability of housing as well as the town's character and conviviality. Chesterfield should increase the amount of housing around its centre to improve the environment and support vitality.

Urbed Masterplan 2009 Illustration > Identifying Key Zones



2.2 UPDATING THE VISION

In order to achieve the vision, Chesterfield needs to be competitive and distinctive. It already performs a range of 'core' functions and has strong distinctive features to be built upon.

Chesterfield's distinctiveness comes from:

- The Historic Core – Much of the retail core is included in the conservation area and as such retains many of its historic features including the cobbled market square.
- Established Market – The award winning

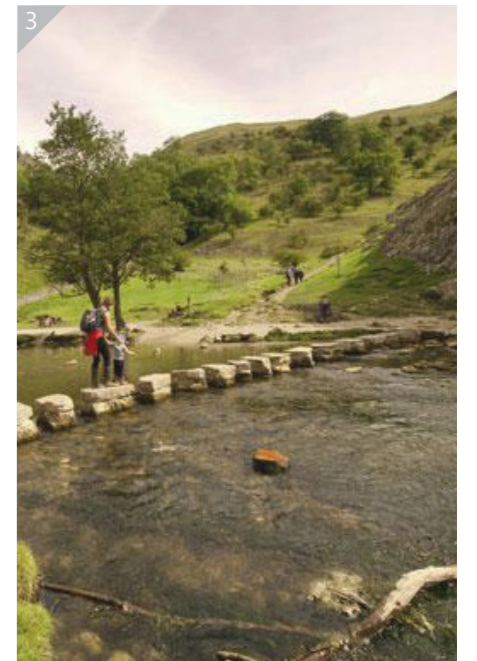
indoor market is well integrated into the retail core and feels in every way part of the pitch which is not always the case in many other towns. Chesterfield recognises this distinct advantage and has undertaken significant investment in the indoor market.

- The 'Crooked Spire' – The Parish Church's unique spire adds to the distinctiveness of the townscape.
- Gateway to the Peak District – The

town's unique geographical location enables it to be one of the gateway towns to the Peak District which brings a strong tourist offer and importantly spend with it³.

- 1 - Market Square
- 2 - The Spire, St Mary and All Saints Church
- 3 - Peak District

< Urbed Masterplan 2009



²Chesterfield Town Centre Masterplan, Urbed (October 2009)

³Chesterfield Car Parking Strategy (April 2012)



< The Town Hall in Chesterfield illustrates an example of the existing outstanding architecture that is situated in the heart of the Town Centre

2.4 THE VISION

The long-term vision for Chesterfield town centre is to be....

".....recognised as a distinctive historic market town, with a thriving centre built around the market squares, national and independent retailers and leisure operators. The town will embrace the opportunities created by new technology and be a popular place to live and visit, with an economy based on employers attracted by great access, beautiful environments and a specialised well qualified workforce."

The vision reflects stakeholder feedback, most notably to reflect the fast moving digital revolution that is ongoing and needs to be accommodated within the town centre if Chesterfield is to thrive.

2.3 CORE FUNCTIONS

The town's core functions include:

- Retail – Chesterfield's distinctive retail core attracts a mix of national and local independent retailers. It has an established indoor and outdoor market at its heart and attracts shoppers from a wide catchment area.
- Culture and Heritage – Chesterfield has an established cultural offering with the Pomegranate Theatre and the Winding Wheel entertainment venue⁴.
- Civic Functions/Public Administration – Chesterfield has an impressive Town Hall and is home to the administrative functions of Chesterfield Borough Council.
- Education – Chesterfield College's main campus is located in the Town Centre adding footfall and important vibrancy to the centre. Derby University is also opening a new campus in the Town Centre.
- Local Professional Services – Chesterfield is home to various services companies including URS Engineering and Sixt vehicle leasing head office.
- A Growing Town – Chesterfield is planning to grow as a town, with new homes and neighbourhoods set to offer great places to live.

Town Centres need vitality throughout the daytime, evening and weekend in order to remain competitive and thrive. More new homes in and around the town centre will create demand for retail, leisure, education, health, cultural and other services which will support a vibrant Town Centre. It will also create more employment in these and other industries. The masterplan develops these strengths, building on the town's core functions and local distinctiveness in order to support and encourage the next phase of development and growth. A recurring theme throughout the masterplan is

investing in the Town Centre environment to encourage greater patronage, extend dwell times and capitalise on the distinctive historic character. The more people who are attracted by the great public spaces in the town centre (including technologically enabled), the more retailers and leisure operators will be attracted. Future residents will be able to browse a full range of independent and national shops, 'click and collect', meet friends, dine out and socialise into the evening.

Our analysis in developing this masterplan and our consultation with the Council and key stakeholders has endorsed the previous vision.

2.5 CROSS-CUTTING THEMES AND QUARTERS

In order to capitalise upon the above distinctive features and core functions, we have identified a series of cross-cutting delivery themes which permeate throughout the masterplan

- Town Centre Management – these are on-going management projects that improve how the town centre currently operates for the benefit of residents, businesses, visitors and tourists to Chesterfield.
- Public Realm Projects – these are projects that improve connectivity (on foot, but also by other modes of transport), enhance existing streets and spaces, create new public spaces which are vibrant and encourage people to dwell in the town centre.
- Major Projects and Gateways – these are major regeneration and development projects that involve public private partnership to deliver and will have a

major impact on the town centre.

- Big Changes in Small Spaces – these are smaller infill development and / or refurbishment projects that individually and cumulatively have major impact on the surrounding quarter.

In order to maximise the potential for success, all of the above themes have to be continually considered and brought forward in parallel across the town centre.

The implication of each of the above themes is discussed in detail in Part III where we consider the town as a series of linked quarters and projects.

Some of these were identified as part of the previous masterplan and some have progressed - others are taking shape and others are likely to come forward in a different form due to changes in market conditions (see Part III) -

- Historic Core
- Station Arrival
- Northern Gateway
- Spire Neighbourhood
- Civic Quarter
- Education Quarter
- Railway Terrace
- Markham Road (including Lordsmill Square, Town Wall, West Bars)
- Waterside