



PRCC.15 14/15
Prosperous Communities Committee
Date 2nd September 2014

B

Subject: Gainsborough Masterplan Refresh

Report by:

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Contact Officer:

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Purpose / Summary:

This report provides the background to the masterplan refresh and information about the new interactive web based masterplan tool.

RECOMMENDATION(S):

1. Members agree the content of the new interactive web-based materplan tool.
2. Members adopt the masterplan site and agree that it will be launched at the LEP Summit in October and go live following this.

IMPLICATIONS

Legal: None

Financial : FIN/44/15 None

Staffing : None

**Equality and Diversity including Human Rights :
Not applicable**

Risk Assessment : Not applicable

Climate Related Risks and Opportunities : Not applicable

Title and Location of any Background Papers used in the preparation of this report:

Call in and Urgency:

Is the decision one which Rule 14.7 of the Scrutiny Procedure Rules apply?

i.e. is the report exempt from being called in due to urgency (in consultation with C&I chairman)

Yes

No

X

Key Decision:

A matter which affects two or more wards, or has significant financial implications

Yes

No

X

1. Background

Gainsborough Regained – The Masterplan was published in summer 2007 and set out a clear signal of intent both locally and regionally, for the growth and regeneration of the town, aspiring to double the size of the population within 25 years.

The Masterplan provided a spatial framework for the development of the town, helping to inform development decisions to support the continued regeneration of the town.

The document has been successful in raising the profile of the town and has set a quality standard for future development schemes, taking reference from Marshall's Yard. It has also established Gainsborough as an area for growth.

The Masterplan is however 6 years old and is in need of a 'refresh'. It pre-dates some significant developments and was prepared during a very different economic climate.

There was a need to create a new, ambitious but realistic document that can be used by decision makers and responds to the issues faced by businesses and the community of Gainsborough in 2014.

A refreshed Masterplan will assist in articulating the vision for Gainsborough and will provide an important tool to help secure new investment and development in the town.

2. Progress to date

Date	Milestone
Spring 2013	Tender for Masterplan Commission
August 2013	Studio REAL appointed to develop the Masterplan
Autumn 2013	Review of evidence base
Nov 2013	Report to Prosperous Communities Committee to outline progress
Dec 2013	Stakeholder consultation event to develop the vision and identify key sites, constraints and opportunities for development
Jan – Apr 2014	Studio REAL start developing masterplan web-tool; internal reporting to Growth Board
May 2014	Follow up Stakeholder workshop to refine vision/objectives and to review proposals for the web-based tool

See Appendix A for visuals from the site

3. Next Steps

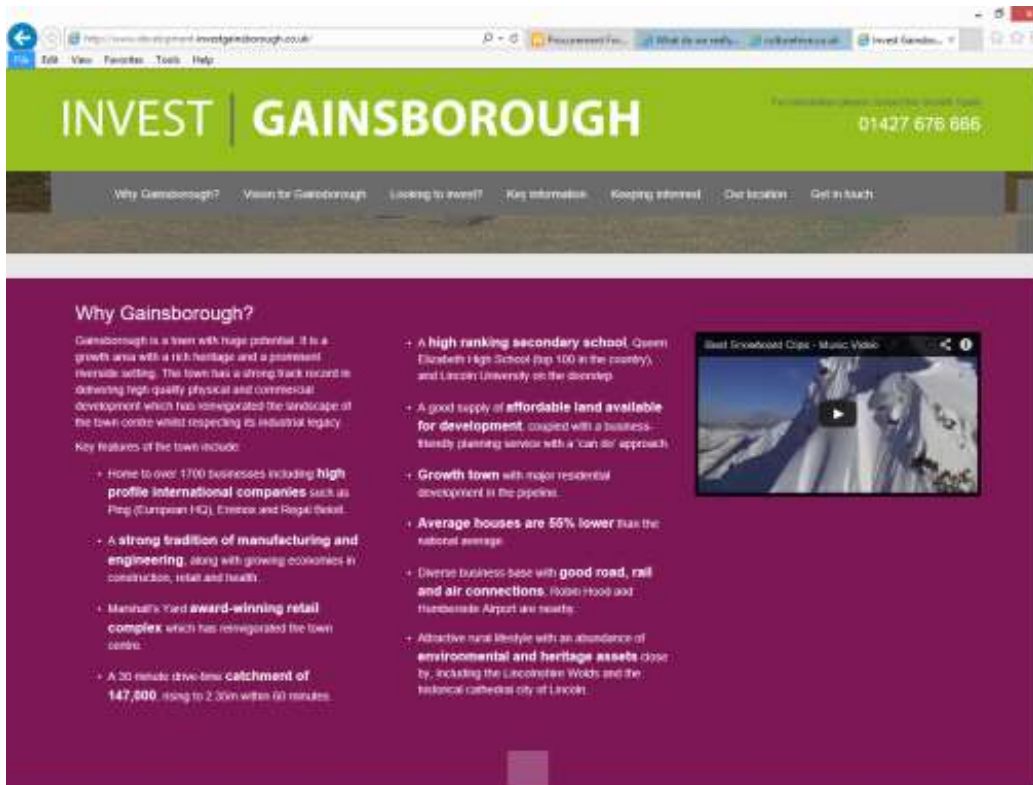
We are hoping to launch the site along with the Gainsborough Growth Fund at the LEP Summit on October 24th at the Epic Centre. Following this the site will be promoted under the Inward Investment Marketing Programme which is in the development stages.

Appendix A – Visuals from the Gainsborough Masterplan Website

Front Page



Why Gainsborough?



Vision for Gainsborough

Town Wide:

Spatial strategy

- 1 Retain **open landscape** between Gainsborough and Morton / Lea.
- 2 Strengthen the River Trent corridor as a **leisure destination**.
- 3 Retain open space on escarpment and improve accessibility.
- 4 Create a green corridor and nature trail linking the river corridor in the west with woodlands to the east.
- 5 Improve (lighting, signing, traffic calming, tree planting) and extend (through proposed development sites) existing walking and cycling routes linking neighbourhoods, employment areas, the town centre, schools and leisure destinations.
- 6 Improve / establish bus routes between the town centre and Lea Road station / the proposed new southern neighbourhood, and the town centre and Trent Valley Academy / Corringham Road industrial estate.
- 7 Improve Belt Road and Foxby Lane.
- 8 Create a **new neighbourhood** south of Foxby Lane. Introduce a mixed use centre and employment land opposite existing supermarket and Heapham Road industrial estate.
- 9 **Long-term opportunities** for new neighbourhoods to east and north of Gainsborough. Employment land on either side of Corringham Road may be developed ahead of housing.



Town Centre:

Spatial strategy



- 1 Protect, enhance and promote the town centre's three **main attractions** - Old Hall, Market Place (and adjacent streets) and Marshall's Yard - in an integrated manner.
- 2 Develop the riverfront as a fourth attraction, focusing on establishing a **leisure and evening destination** in the riverside area.
- 3 Extend the town centre public realm improvements to link all attractions, including a shared space solution on Beamont Street / Market Street junction to improve links between Marshall's Yard and the historic core.
- 4 Continue the **regeneration of the riverfront** through the sympathetic redevelopment of derelict sites and warehouses.
- 5 Develop derelict site and buildings introducing a mix of uses and design quality that complements existing town centre activities and character.
- 6 Create a legible and attractive pedestrian network by improving (signing, landscaping, lighting, frontage improvements) existing routes and creating new routes as sites come forward for development (i.e. the area around the bus station).
- 7 Enhance the Trinity Street-Beamont Street-North Street corridor through public realm improvements at key points, tree planting and redevelopment of gap sites.
- 8 Progress the programme of housing and public realm improvement in the South West Ward.



 key attraction
 development site

 new / improved pedestrian route
 development area

 soft landscaping
 South West Ward renewal area

 pedestrian priority / shared surface area
 riverfront regeneration

Invest Gainsborough / Key Information

