



ROTHERHAM TOWN CENTRE

IMPLEMENTATION MASTERPLAN

Prepared by WYG for Rotherham Metropolitan Borough Council
September 2017

Rotherham
Metropolitan
Borough Council



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Introduction

Shaping Real Change

Introduction

WYG Group and Lambert Smith Hampton were commissioned by Rotherham Metropolitan Borough Council to prepare an Implementation Masterplan for Rotherham Town Centre. This is the first draft of the plan for consultation.

The masterplan is focused on developing the economic vitality of Rotherham Town Centre through an ambitious programme of development, landscape and placemaking proposals. The plan aims to bring more life, activity and spending back into the Town Centre.

The plan is bold but also realistic. The challenges facing the town are recognised and managed. The opportunities for growth and regeneration are identified and translated into key projects which can bring about transformational change.

The implementation plan builds upon the existing planning framework for the Town Centre. It also aligns with and reinforces developer and investor interest in the Town Centre. The masterplanning process has already achieved significant progress in this regard.

The Council is taking a pro-active approach. Through its various activities including use of public landholdings, through direct investment, through the facilitation of government funding, through partnerships with the private sector and through planning powers, RMBC is working tirelessly to see the plan delivered.

Private investment is however vital. The plan provides confidence in terms of the future direction for the Town Centre in terms of investment opportunities and the development agenda. The Town Centre is open for development and significant investment has already been committed to the Town Centre.

There is great potential for striking and meaningful change. The Town Centre is in need of this new lease of life and the implementation of this plan and programme of work is vitally important to secure future success.

The Masterplan is crafted to ensure the following:

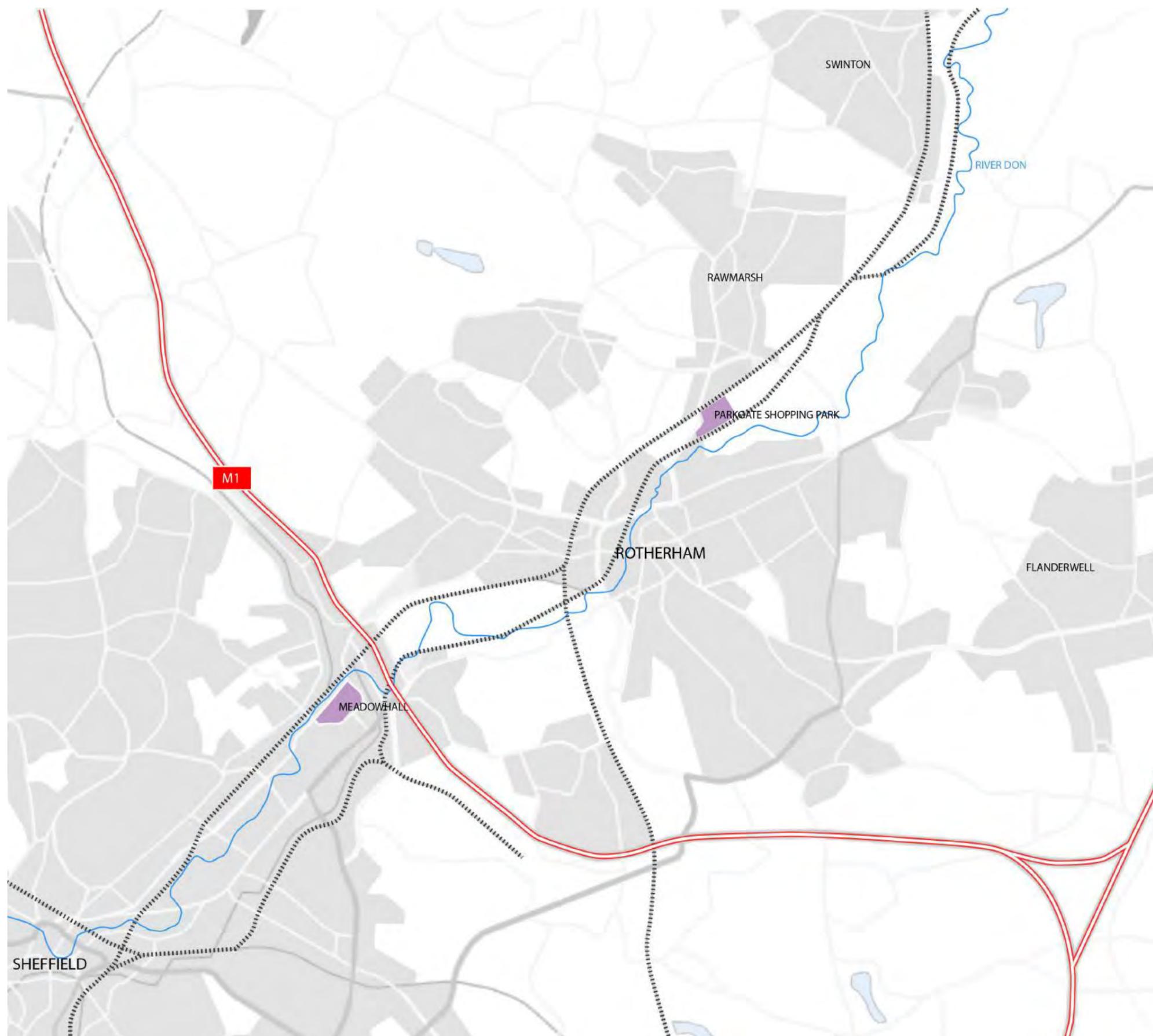
- It is implementation focused
- And defines specific deliverable projects
- It is ambitious... but realistic
- Being both commercially pragmatic... but bold
- It provides clear actions and responsibilities
- Setting out the how as much as the what with regard to the changes required
- Concluding with a programme of activity not a wish list

Structure

This document is structured as follows:

Introduction
Town Centre Context
Opportunity Sites
Consultation
Town Centre Vision, Objectives and Strategy
Masterplan Proposals
Key Opportunity Projects
Public Realm, Art & Lighting Proposals
Implementation Programme
Summarising Rotherham's Vision
Appendix A: Retail Planning Assessment

Rotherham Context



Rotherham is located to the north-east of the M1 motorway which provides strategic links nationally. It is also served by a rail services connecting to the region's larger towns (Sheffield, Leeds, Wakefield & Doncaster) and into the national rail network; this will be further bolstered by the proposed arrival of the tram train. The town's industrial heritage continues to shape the area, including the location of the Advanced Manufacturing Research Centre (AMRC) and Advanced Manufacturing Park (AMP) between Rotherham and Sheffield.

The Town Centre has been affected by out-of-centre retail, including Meadowhall and Parkgate Shopping Park, and it is therefore important to diversify and build upon the town's strengths in order to attract further investment.

Although Rotherham is widely known for its industry, it is also located close to the Peak District National Park and is surrounded by open countryside. It is therefore important to reflect the significance of green space within the Town Centre.

Rotherham Key Facts



Rail connections to Sheffield, Doncaster, Wakefield and Leeds
Bus services throughout the Borough.
Investment in the bus interchange



National Cycle Route 6 - Trans Pennine Trail along canal edge



18 Grade II, one Grade II* and one Grade I listed buildings within the Town Centre Boundary



2 million customers within a 30 minute drive of the Town Centre



Town Centre annual pedestrian footfall of 8 million. 741,000sq ft of commercial floor space



£23.8billion economy - over 5,000 businesses & 9,000 jobs



An emerging Town Centre residential market



On street, indoor and outdoor covered markets. Voted best large outdoor market 2016



£4.7 million High Street joint investment
Great British High Street Winner 2015



Rotherham United Football Club at the New York Stadium



Rotherham is home to the internationally renowned Advanced Manufacturing Park including firms such as Boeing & Rolls Royce



9,000 students at Rotherham College set to increase by 1,000



Projected population rise of 3.5% between 2015 and 2025, reaching 270,000 people



Town Centre attractions include the Rotherham markets, Clifton Museum & Park, Civic Theatre, independent shops and the Football Club



Recent and planned investment including Imperial Buildings, tram train, bus interchange and College



Council owned land assets provide opportunities to diversify the Town Centre offer

Planning Framework

Background

Rotherham Town Centre is evolving. Recent years have seen significant investment, with an aim to create a dynamic and economically successful place to live, work and visit.

This investment has been guided by policy, including the Local Plan Core Strategy, adopted in 2014 and through strategies such as the Economic Growth Plan, published in 2015 and more recently The Rotherham Plan 2025 (2017). Following the Renaissance Programme, established in 2005, and accompanied by a Strategic Development Framework (2005) more recent work has moved towards delivery of the 'Ten Renaissance Goals'. Most recently, this included the Rotherham Town Centre Supplementary Planning Document (SPD), which sets out a policy framework for the Town Centre through a series of 'Key Moves'. The aim of this Implementation Masterplan is to move towards delivery, building on the work to date. To do this we have drawn the Renaissance Goals and Key Moves into 5 simple objectives which are set out later in this document.

Background documents including a Public Realm Strategy (2008) and a study of the opportunities for Rotherham's markets (2012, 2015), along with an approved application for the construction of a new Town Centre campus for Rotherham College have already begun to shape the future of the town.

National Planning Policy

- National Planning Policy Framework (NPPF)



- Planning Practice Guidance (PPG)

Statutory Development Plan

- Rotherham Local Plan Core Strategy (2014)



Policy CS 13 Transforming Rotherham Town Centre sets a clear direction for future development. The Ten Renaissance Goals, as set out in the Rotherham Strategic Development Framework (2005), form a criteria of the policy.

- Rotherham Local Plan Sites and Policies document (following adoption)



- Barnsley, Doncaster and Rotherham Joint Waste Plan (2012)



- Saved Unitary Development Plan Policies (1999)

The Ten Renaissance Goals

- Make the river and the canal a key part of the town's future. We want the river and the canal to become much loved parts of the town with public spaces and walkways lining their banks
- Populate the town's centre by creating good quality living. To sustain the long term health of the Town Centre we want to improve existing housing stock and provide greater choice and accessibility to good quality housing
- Place Rotherham within a sustainable landscape setting of the highest quality
- Put Rotherham at the centre of a public transport network
- Improve parts of major road infrastructure
- Make Forge Island a major new piece of the Town Centre
- Establish a new civic focus that not only promotes a more open and accessible type of governance but also embraces culture and the arts
- Demand the best in architecture, urban design and public spaces for Rotherham
- Improve community access to health, education and promote social well being
- 10. Create a broadly based, dynamic local economy with a vibrant Town Centre as its focus

Supplementary Planning Documents of relevance

- Rotherham Town Centre SPD (2016)



This document sets out eight key moves:

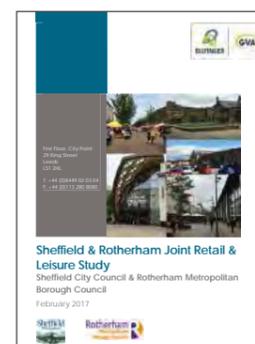
- ### Town Centre SPD Key Moves (2015)
- Development of a central Mixed Use Leisure Hub at Forge Island
 - Delivery of residential units on key sites within the Town Centre
 - Creation of pedestrian 'Gold Routes' through the Town Centre, improving wayfinding and reconfiguring footfall
 - Improving the Town Centre's Gateways to create a strong sense of arrival and identity
 - Opening up Rotherham's riverside
 - Support for 'Making and Trading' in the Town Centre
 - Redevelopment of the Interchange to create a high quality environment with improved linkages to Rotherham Central
 - A connected Green Network to deliver a Corridor of Healthy Living

Background Documents

- The Rotherham Story (2017)



- Sheffield & Rotherham Joint Retail & Leisure Study (2017)



- Rotherham Transport Strategy (2016)



- Rotherham Economic Growth Plan 2015-2025 (2015)



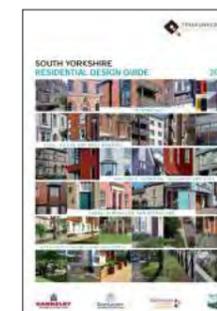
- The Rotherham Plan 2025 (2017)



- Rotherham Indoor Market Option Appraisal for Conceptual Improvement Works (2015) & Rotherham Market Redevelopment Options Study (2012)



- South Yorkshire Residential Design Guide (2011)



- Public Realm Strategy (2008)



- Rotherham Strategic Development Framework (LDA, 2005)



Rotherham Story

The Rotherham Story

The Rotherham Story is a narrative of the unique aspects of the town and how these will shape its future.

It highlights the identity of Rotherham which will be a key theme drawn through the designs produced as part of this Masterplan.

It is important to recognise and build upon the information which has already been generated through the SPDs and existing guidance documents. The Rotherham Story is of particular significance as it will provide a continuous link when designing individual sites in order to ensure a holistic vision for Rotherham.

There are three key themes to the Rotherham Story:

Engineering Excellence



Industry is a core aspect of Rotherham's past, present and future. The Advanced Manufacturing Park and Advanced Manufacturing Research Centre are home to world leading manufacturing technology organisations and are instrumental in bringing the region's industrial heritage to the 21st century.

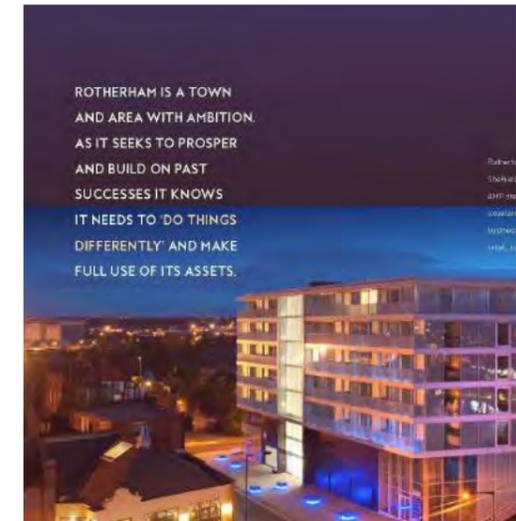
Living Green



Despite the influence of industry on the town, Rotherham is home to a fantastic countryside with attractive landscapes and views.

Green space will become a core theme for the Town Centre through public realm improvements, tree planting and greening. Green connections to the surrounding countryside and along the River Don will be of strategic importance to the Town Centre.

Pushing Boundaries



Rotherham Town Centre will 'do things differently.' Its ambition to build on past successes is particularly prevalent in the growth of the AMP and AMID.

The Rotherham Plan 2025

The Rotherham Plan 2025 outlines a vision for the future of Rotherham. This document will build upon this vision and will integrate into the journey for the city. The game changers for Rotherham will be:

Building stronger communities

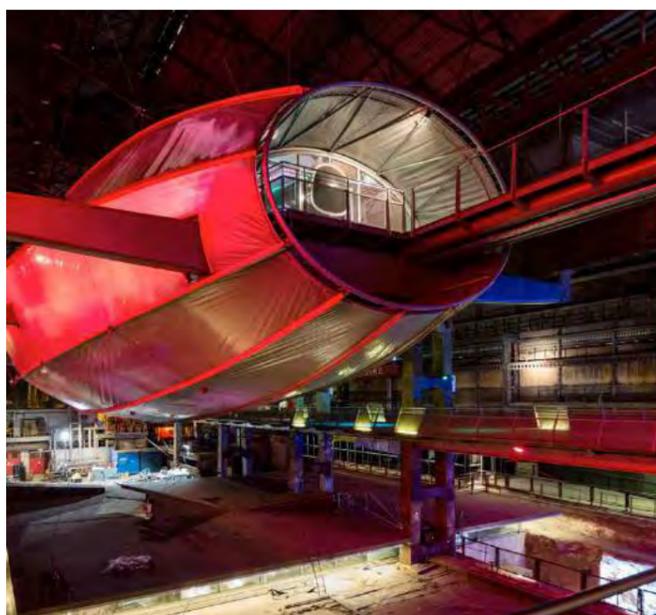
Skills and employment

Integrated health and social care

Integrated health and social care

A place to be proud of

Town Centre



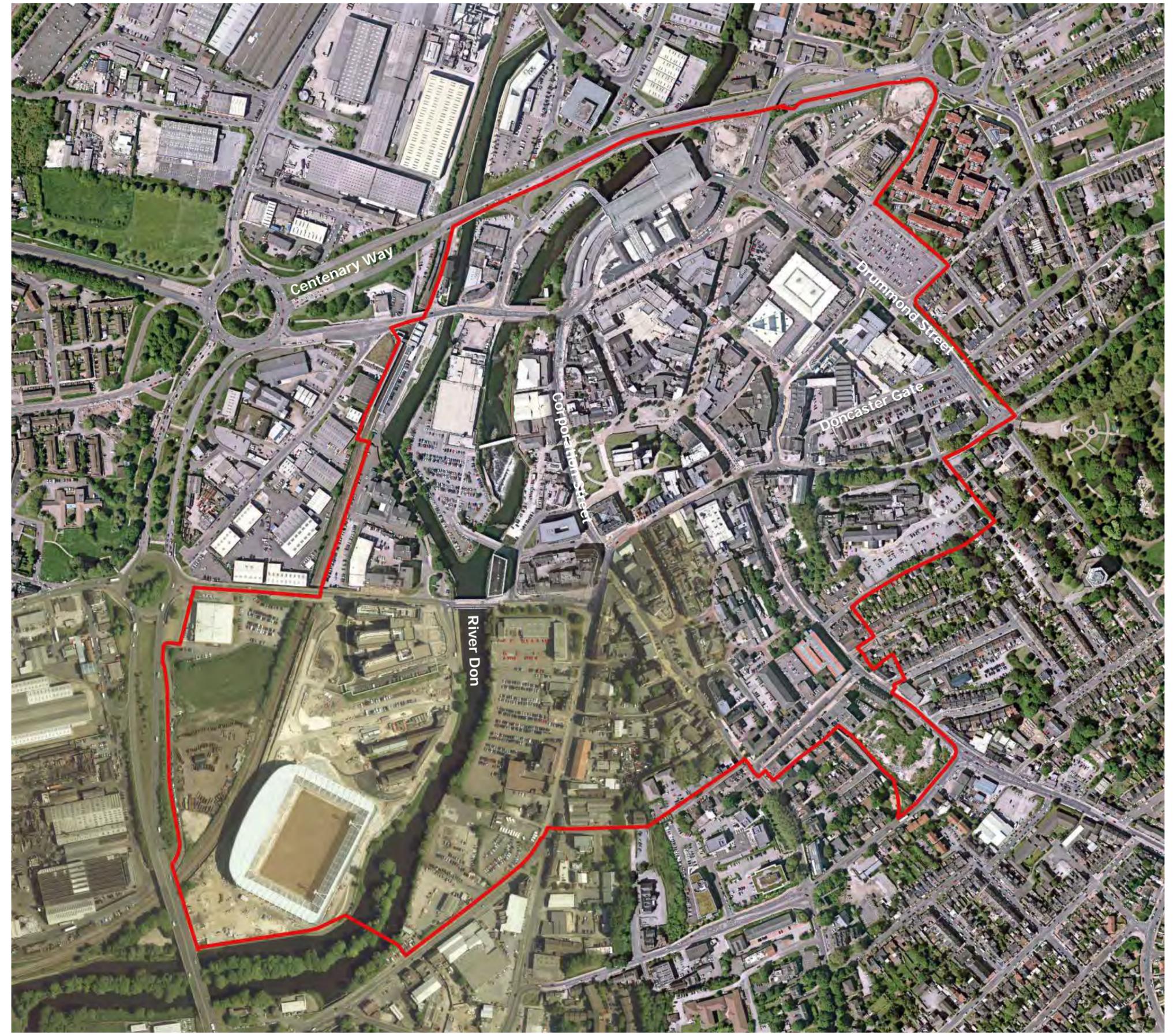
Town Centre Context

Town Centre Context

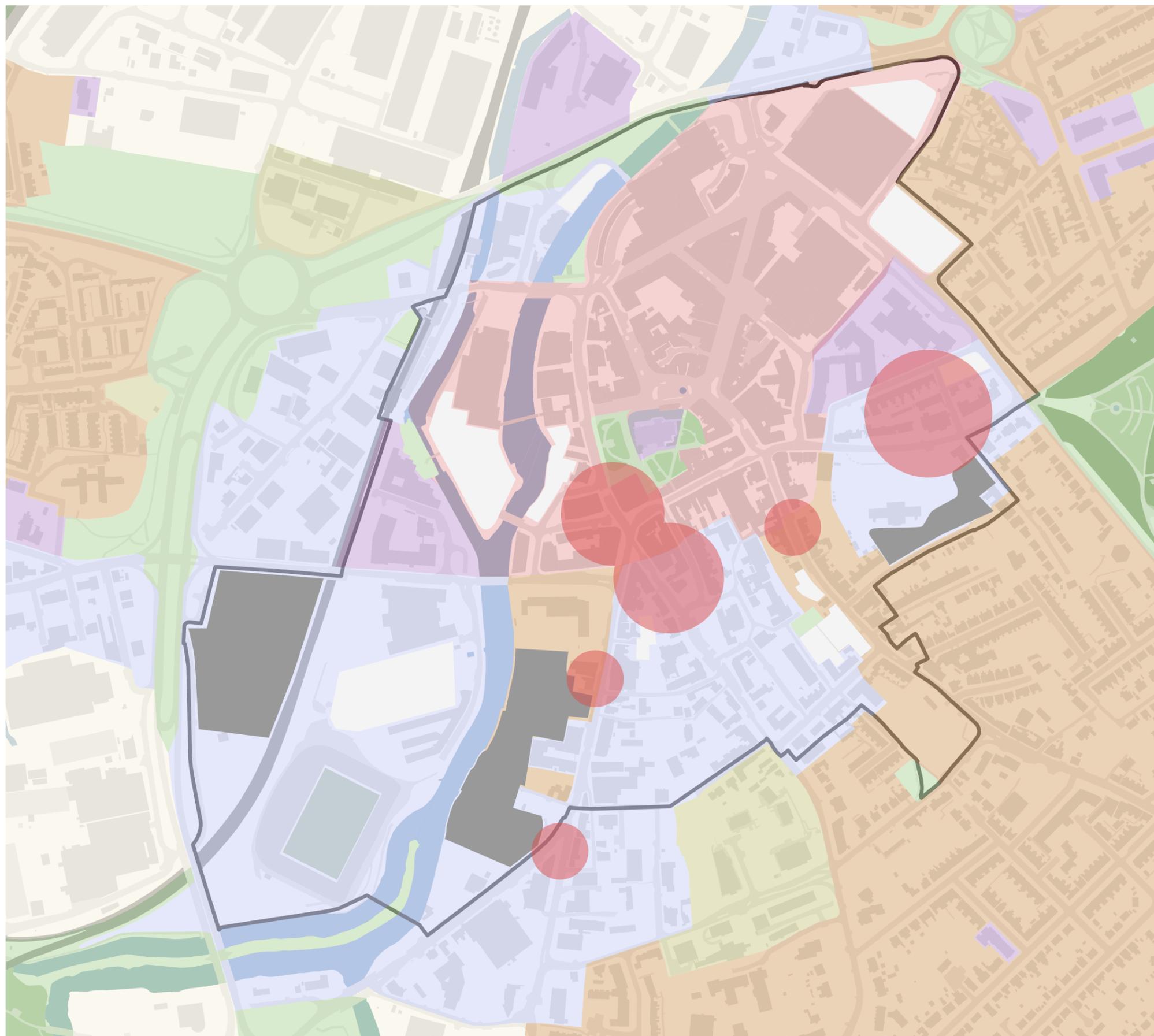
Introduction to the Town Centre

The Town Centre is bounded to the north and west by the A630 Centenary Way. To the north the Town Centre interfaces with a predominantly industrial area, to the east and south the Town Centre is bounded by residential areas and to the west, beyond Centenary Way are residential and commercial uses.

It is important that the Town Centre is integrated with the surrounding areas, drawing in people from these areas. Centenary Way and the River Don currently sever these connections and multi-modal connectivity will be an important aspect of the Implementation Masterplan.



Town Centre Land Use



Rotherham Town Centre has a distinct retail zone which forms the Town Centre core. To the north is a large area of industrial land use and to the south and east a large residential area.

The south-west of the Town Centre consists of a mix of uses, with a number of vacant sites which are currently used for surface car parking.

Rotherham College is located to the east of the Town Centre. Planning approval has been granted for a new Centre for Higher Level Skills building on Doncaster Gate.

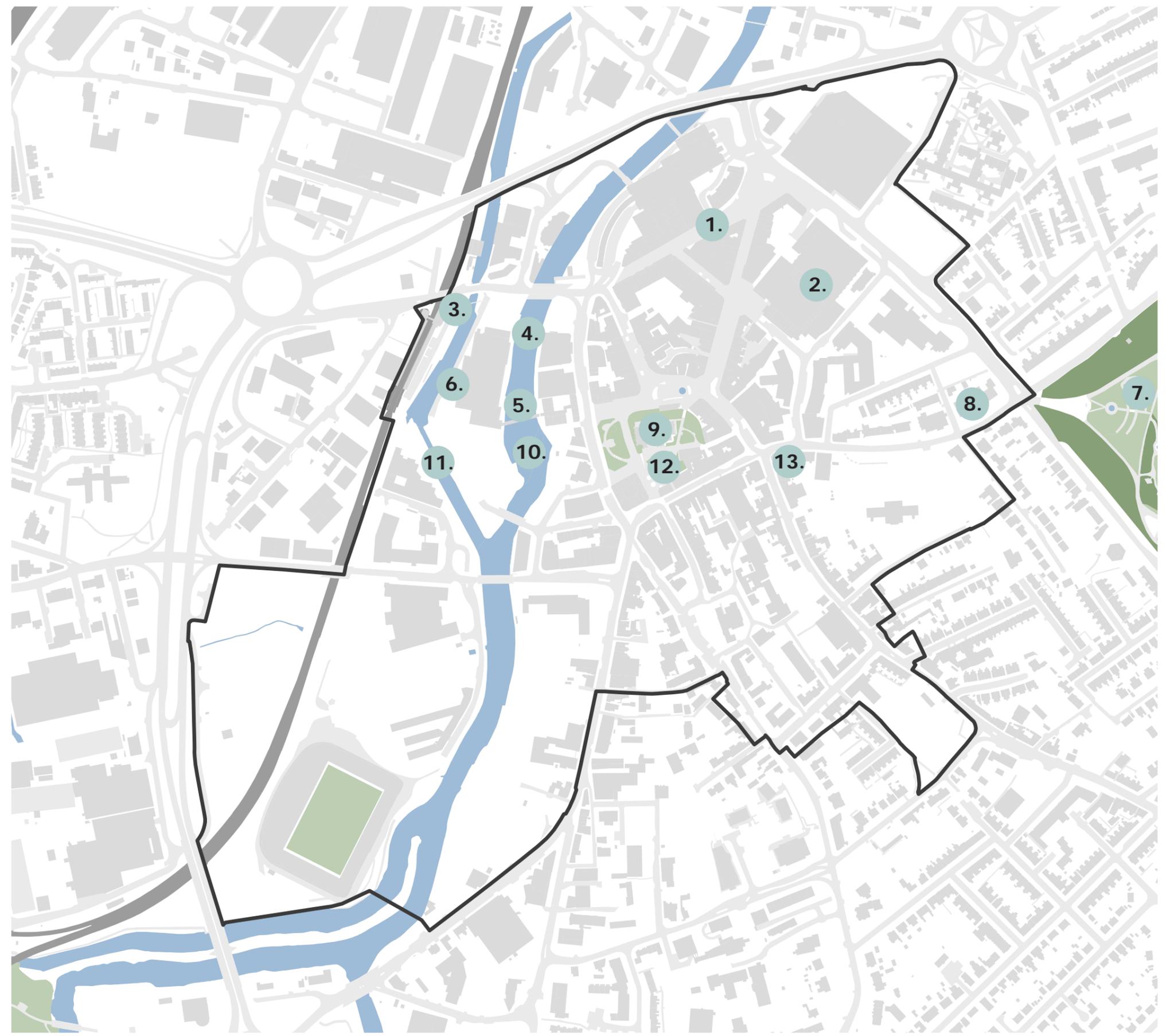
In late 2014 Tesco relocated from their Forge Island store to the new, larger store on Drummond Street, Forge Island has been operating as surface car park and the store has recently been demolished.

Evening uses are spread across the Town Centre and include Rotherham Civic Theatre on Doncaster Gate as well as a number of bars and pubs, and a limited restaurant offer.

- Retail
- Residential
- Evening use
- Business
- Industrial
- Community facilities
- Mixed use
- Green space
- Formal surface car park
- Vacant site in use as car park
- Evening use

Photo Study

A photo study of Rotherham Town Centre has been undertaken to identify high and low quality buildings and public spaces.





1. Pedestrianised streets vary greatly in quality and materials, these can look tired, functional and lacking soft landscape



2. The market is a busy and well used historic element of the Town Centre



3. Modern, imposing train station building with recent public realm improvements to frontage



4. The River Don is poorly set within the Town Centre, with limited access, lower quality footpaths and minimal overlooking



5. Former Tesco pedestrian bridge is now in Council control and has been opened up and improved as an interim measure.



6. Lack of unifying design to mismatched signage across town



7. Well maintained, historic Clifton Park on edge of Town Centre



8. Large villas on Doncaster Gate with mature trees



9. Rotherham Minster is an impressive, historic listed building with interactive public realm providing a setting



10. Dynamic weir brings life to the River Don, but under-used feature. Minster spire provides wayfinding



11. Historic features are found along the Canal

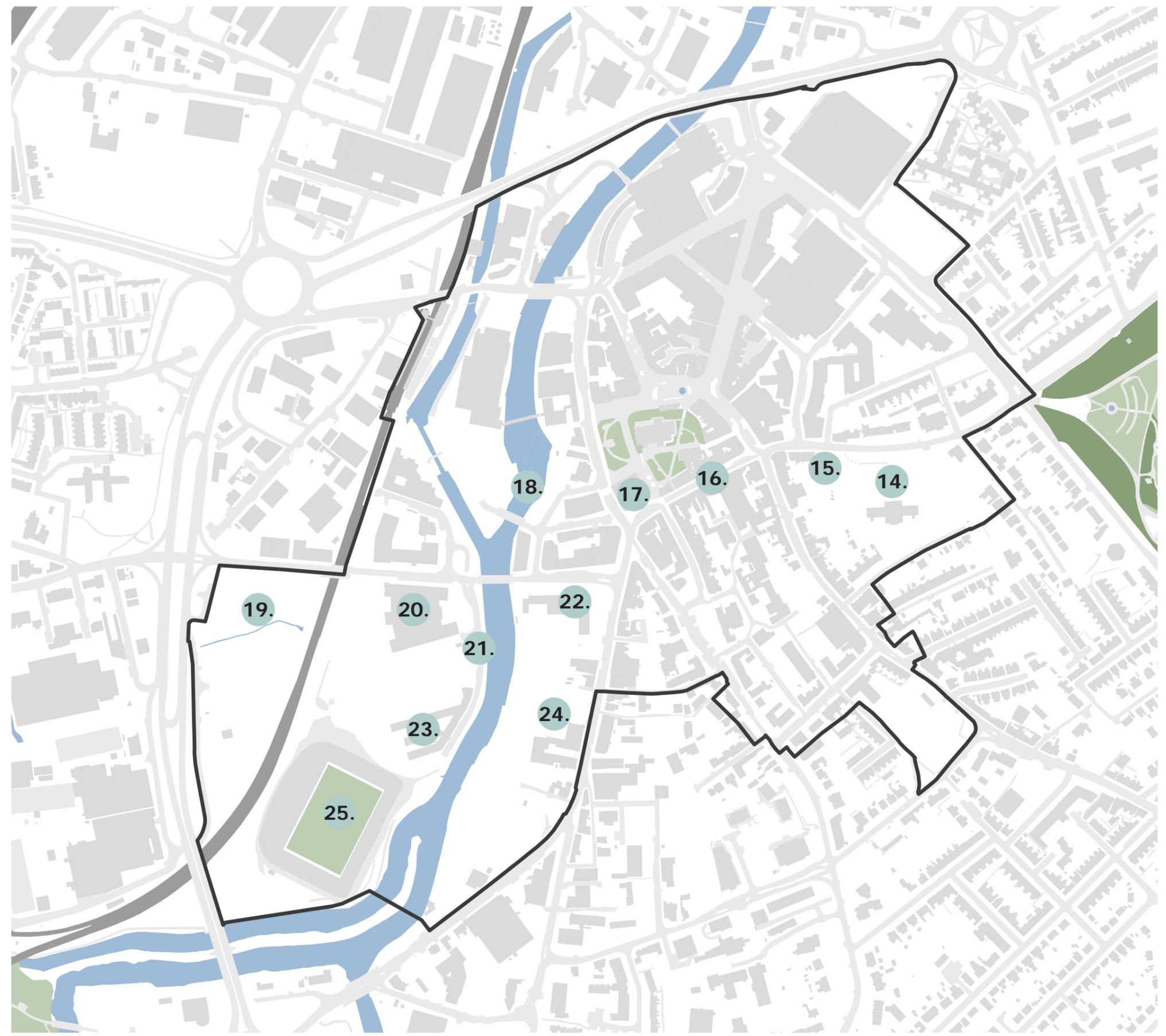


12. Quality Town Centre green space provided in Minster Gardens



13. Grimm & Co. Apothecary to the Magical - An independent retailer and reading programme unique to Rotherham

Photo Study





14. Rotherham Health Village adjacent to the proposal College site



15. Modern architecture in the Town Centre



16. High Street Townscape Heritage Initiative; High Street was awarded Great British High Street Winner 2015



17. Imperial Building - an underused gem for independent retailers



18. Rubbish dam creates unsightly views over River Don



19. A substation remains within the Main Street site



20. The new Riverside House Council offices provide an attractive waterfront, and nods to the former Guest and Chrimes building footprint



21. Riverside walkway and tow-path (for the South Yorkshire Navigation) is a little overgrown in areas.



22. The post office building located at the north of the Riverside site



23. The Guest and Chrimes building is vacant and is on the Buildings at Risk register



24. Surface car parks make up a significant portion of the Riverside site



25. The New York Stadium is a key employer as well as a landmark on the edge of the Town Centre

Heritage & Character

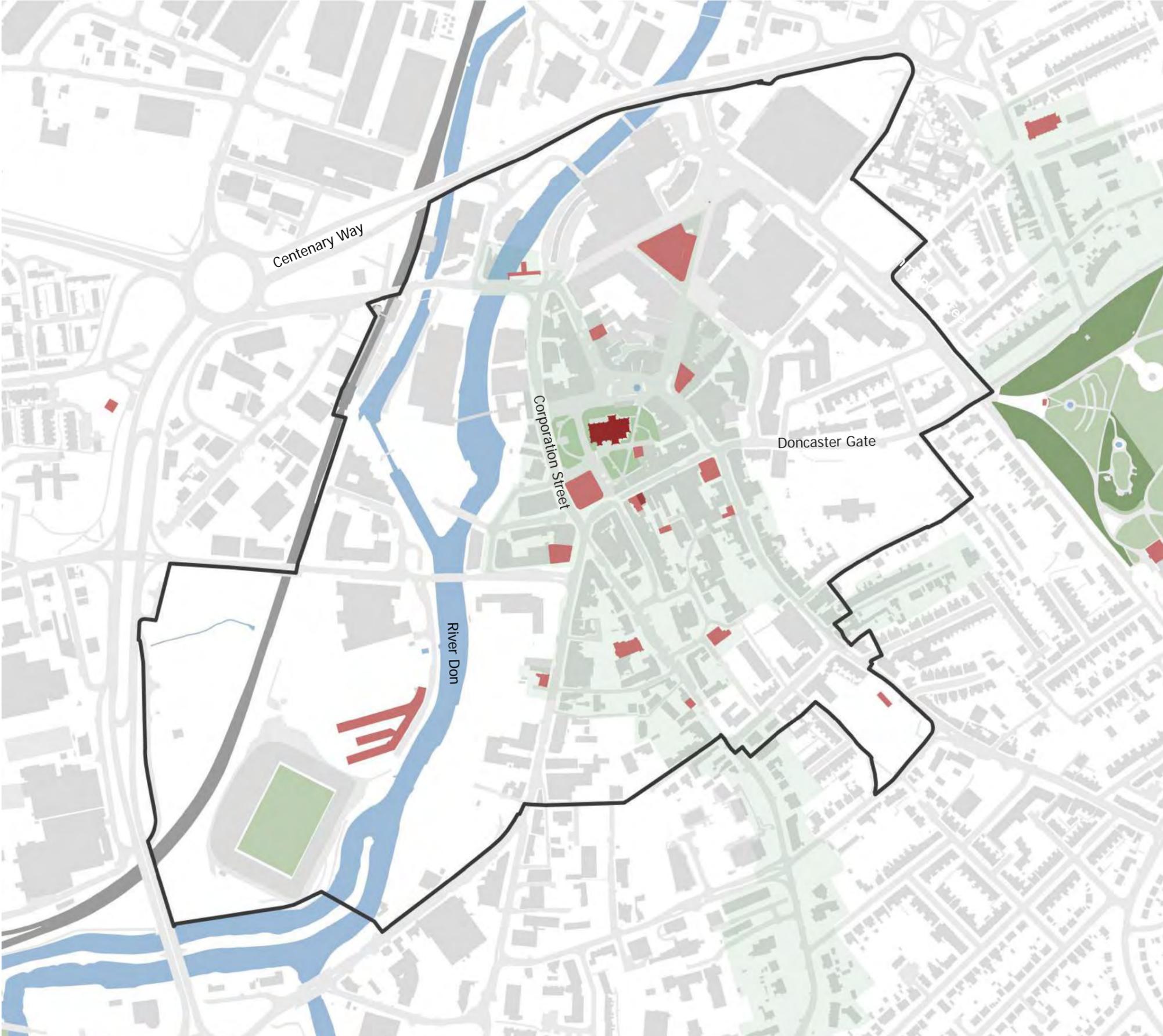
Historical maps of the Town Centre show how Rotherham has changed over time. The historic alignment of the River Don continues to form the spine of the town, however the Sheffield and South Yorkshire Navigation Canal has been realigned south of what is now the former Magistrates Court building.

Historically, a mill was located on the River Don, on the east bank adjacent to the weir. There is an opportunity for this historical use of the river as a source of energy to be explored once again as a contemporary energy source.

The riverside in this area has historically been accessible from the Town Centre, following its realignment to the south of Bridge Street. The connection between Forge Island and the Minster is of particular importance following the development of the Minster gardens.

Rotherham Minster, formerly All Saints Church, has historically formed the centrepiece of the Town Centre. It continues to be the town's key landmark used for wayfinding.

There are 18 Grade II, one Grade II* and one Grade I listed buildings within the Town Centre boundary. The Rotherham Town Centre Conservation Area includes a large part of the Town Centre, including the Minster and surrounding gardens.



- Grade II Listed building
- Grade II* Listed building
- Grade I Listed building
- Town Centre conservation area



1850

Rotherham Minster, formerly All Saints Church, has historically formed the centrepiece of the Town Centre.

1904

Effingham Square has formed an important gateway to the Town Centre at the junction of Effingham Street and Drummond Street since the early 20th Century.

1924

The riverside opposite Forge Island was historically open, forming a space adjacent to Corporation Street where the river could be accessed.

Townscape

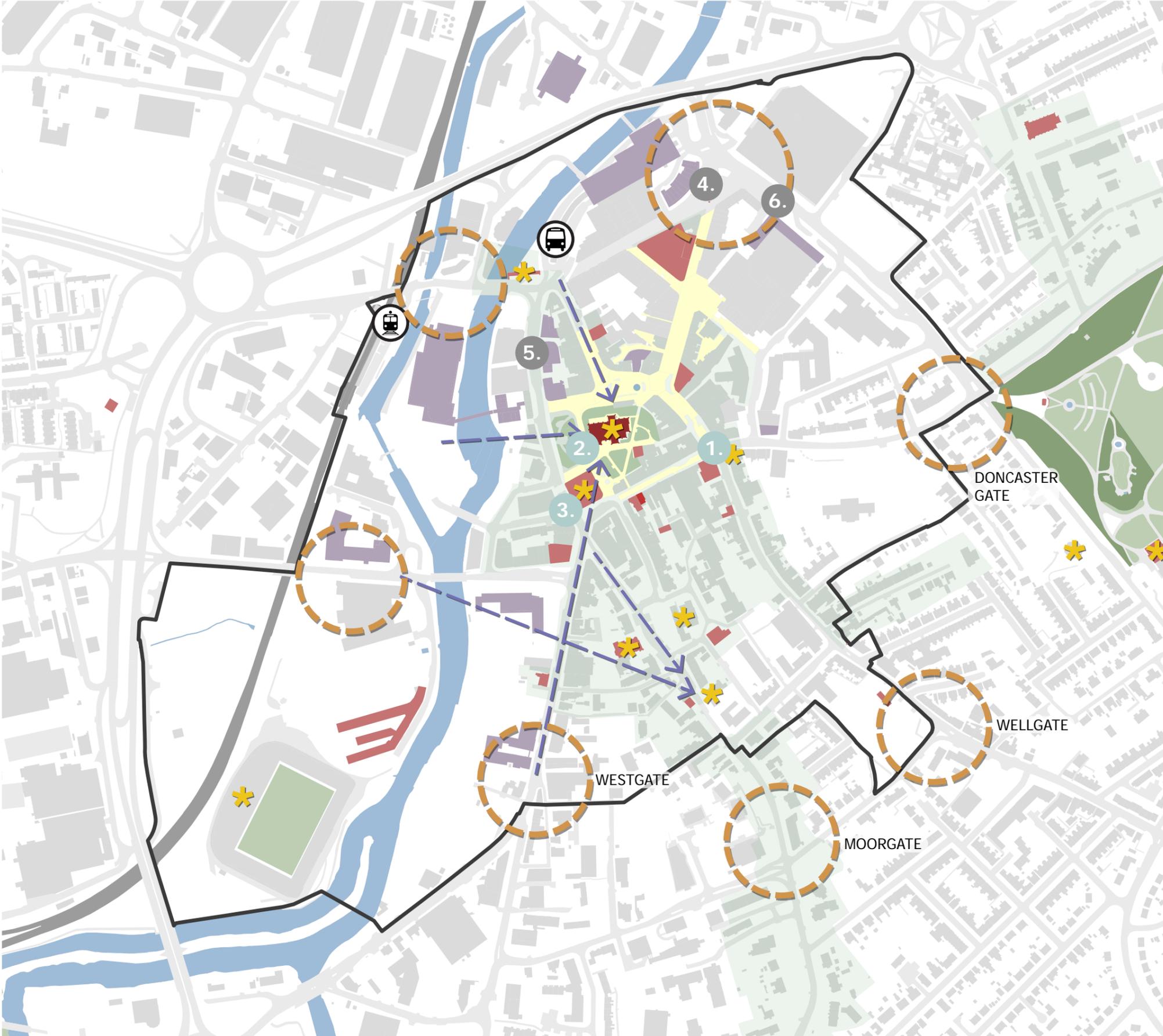
Approaching the Town Centre from the south, there are four named gateways: Westgate, Moorgate, Wellgate and Doncaster Gate. From the west there are two gateways at Main Street and Bridge Street, and from the north the key gateway is at Effingham Square.

Listed buildings, including Rotherham Minster, along with a number of key landmarks including Rotherham United's New York Stadium, form the terminus of views across the Town Centre and are important for wayfinding.

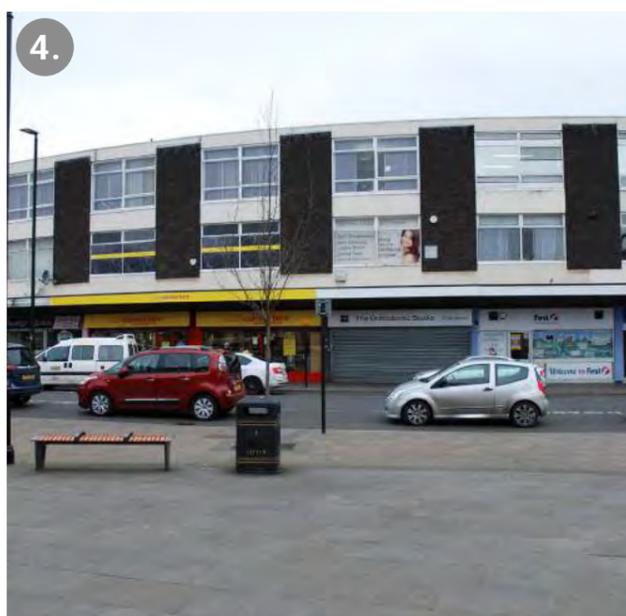
A large area of the Town Centre is located within Rotherham Town Centre Conservation Area. A number of streets around the Minster, and across to Effingham Square are pedestrianised or are pedestrian priority streets with limited access to traffic.

A number of buildings or frontages which detract from the quality of the Town Centre have been identified. These include the Interchange building, the Police Station and Royal Mail building. These buildings are situated predominantly to the north and west of the Town Centre, within sites identified for redevelopment.

-  Masterplan boundary
-  Town Centre gateway
-  Key pedestrianised spaces
-  Grade II Listed building
-  Grade II* Listed building
-  Grade I Listed building
-  Local landmark
-  Key view
-  Town Centre conservation area
-  Detractor to quality



Buildings



Good Quality Buildings

1. Grimm & Co. building on Wellgate Road / Doncaster Gate presents an active and inviting frontage
2. Rotherham Minster is at the heart of the Town Centre and is a significant landmark
3. The Imperial Building Arcade has potential to become a new destination, this could include a cluster of food and drink uses

Poorer Quality Buildings

4. The poorer quality building on the corner of Effingham Square detracts from this potentially significant public space
5. Fire damaged buildings on Corporation Street detract from the area
6. Outdoor market frontage is blank; it does not interact positively with the street

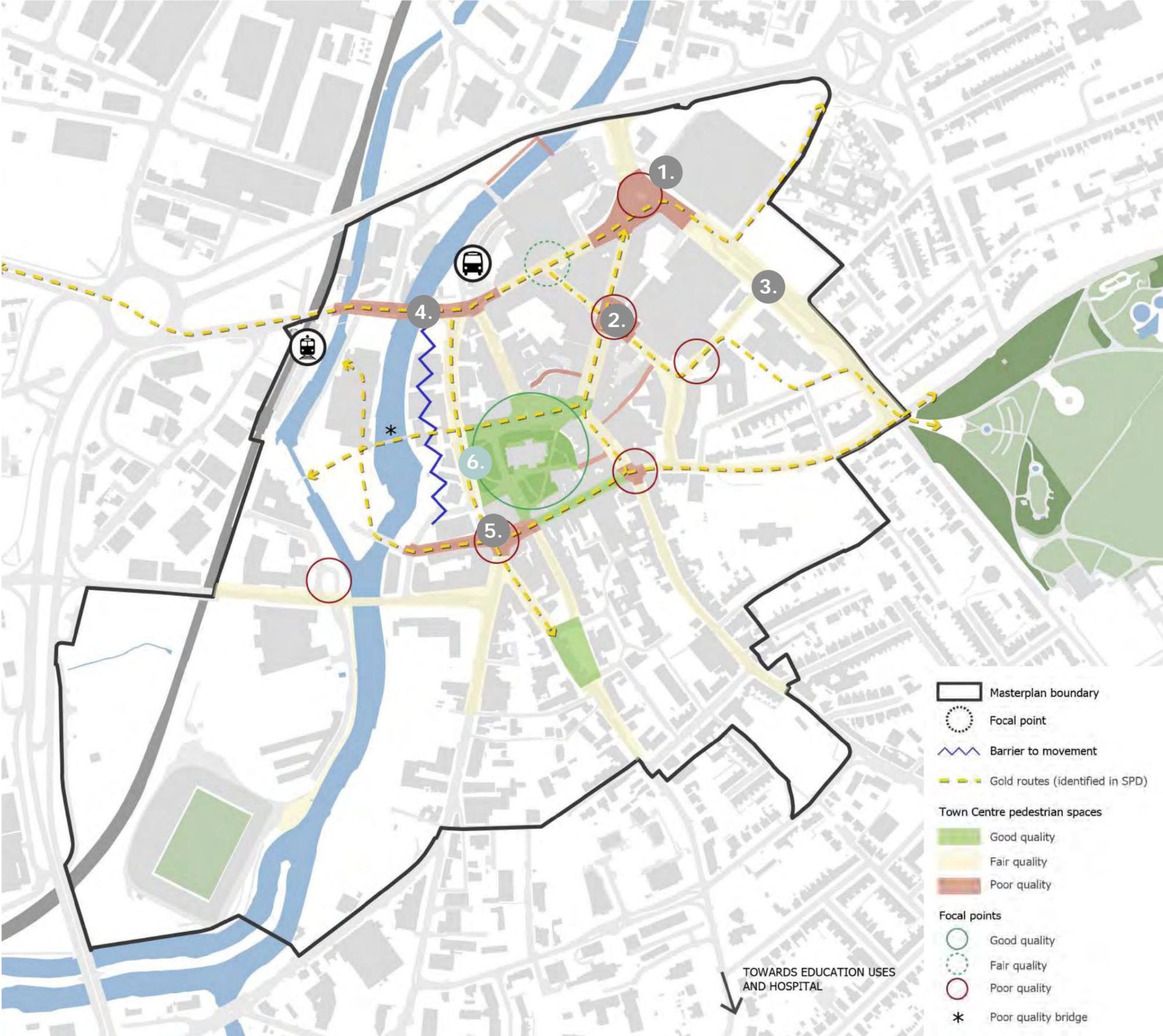
Public Realm & Landscape

Public realm in the Town Centre varies significantly in quality. Areas of particularly good quality public realm are located around the Minster and outside the Town Hall. Areas of poor quality public realm have been identified and will be addressed through the development of this masterplan. Whilst Effingham Square has been subject to some recent investment, it is considered that there is still significant improvement which can be made. Other areas of poor quality public realm include the area around Howard Street / Effingham Street and Fredrick Street outside the Interchange. These locations correspond with respectively good and poor quality focal points.

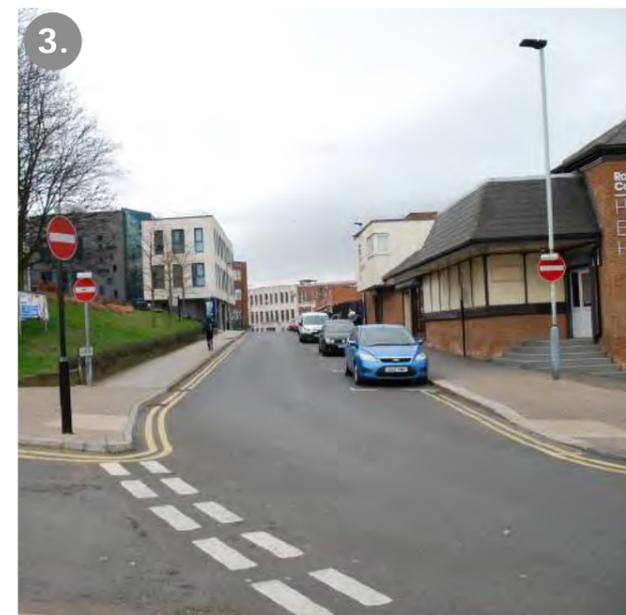
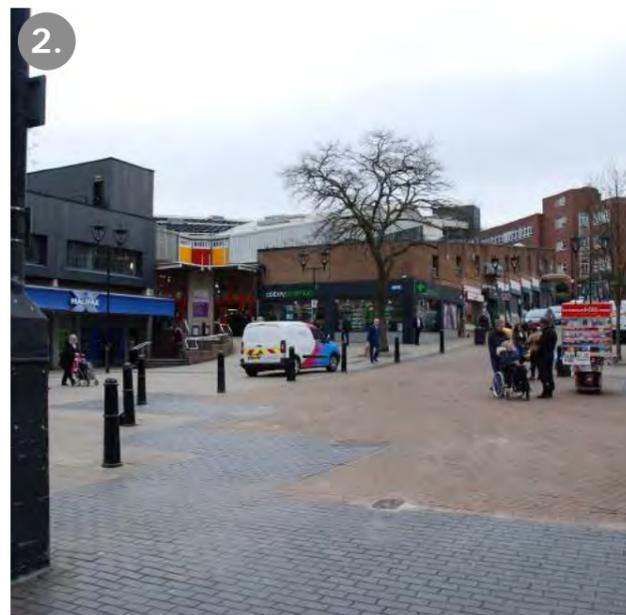
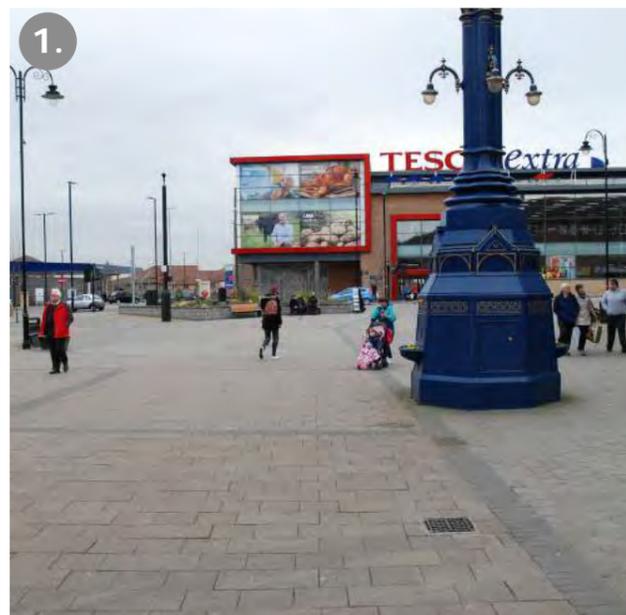
The Town Centre SPD identifies a series of Gold Routes, key routes for pedestrians across the Town Centre. These routes highlight the importance of links between the Town Centre core and Forge Island which are currently impeded by the barrier formed by the retail and leisure units fronting onto Corporation Street.

The Public Realm Strategy (2008) goes further to provide a vision for the Town Centre's public realm, along with a set of design guidelines for public realm.

The Town Centre should benefit from nearby Clifton Park. This historic town park attracts people from across Rotherham and on a sunny summers day is a vibrant and buzzing place to be. It offers pleasant landscaped gardens, an abundance of open grassed areas for informal play, a modern Lido water space, adventure play and a fairground orientated towards younger children. There is also the museum and walled gardens. Despite being so close by, relatively few linked trips take place between Clifton Park and the Town Centre. There is a significant change in levels down to the Town Centre which may be a factor, with people thinking they will need to walk back up hill. Parking at Clifton Park is also time bound. There are relatively few incidental uses along the way into town, which again may put people off the walk. This idea is developed later in the masterplan.



Spaces



Poorer Quality Public Realm

1. Effingham Square; a vast, predominantly hard space that would benefit from softening and definition
2. Howard Street / Effingham Street entrance to indoor market is cluttered with street furniture and a mix of materials
3. Eastwood Lane is a one-way street and of a standard design. This could form a more positive space joining the market and college campus
4. Bridge Street joins Rotherham Central Station to the Town Centre, whilst there have been some improvements these could be extended to the retail core linking via Frederick Street
5. High Street has benefited in part recent public realm improvements along the but these need further extension along Moorgate Street and into Domine Lane to recognise the important connection between the Town Centre and Forge Island
6. Minster gardens provides an attractive setting to the Minster and is a well maintained green space within the Town Centre

Connectivity

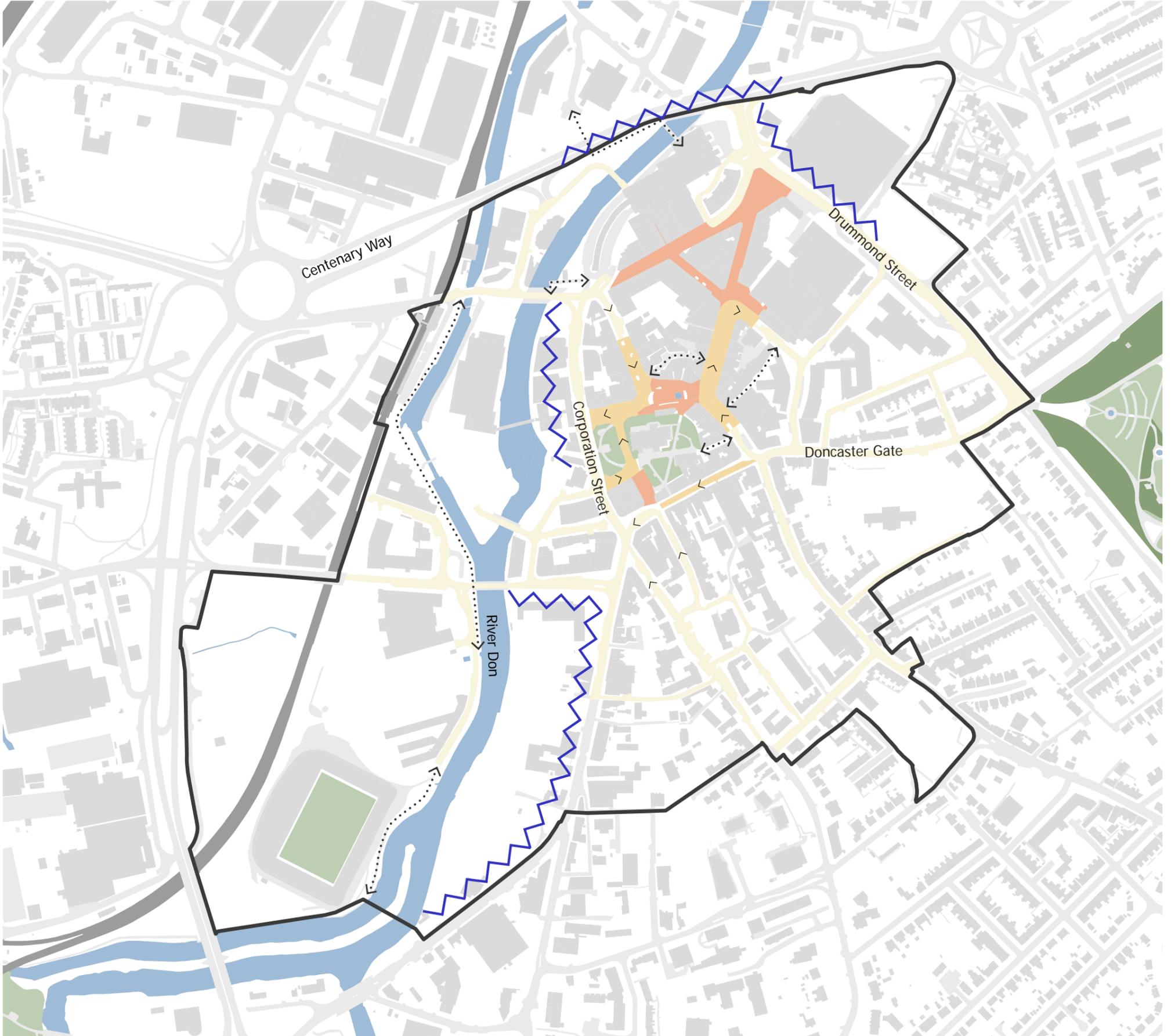
Vehicular routes into the Town Centre are currently restricted by one-way systems and pedestrian only / traffic restricted streets. Vehicles are routed around the edge of the Town Centre along Westgate, Wellgate Road, Corporation Street, Drummond Street and Centenary Way.

There is very limited opportunity to cross the Town Centre from east to west and the street regulations minimise the presence of vehicles in the Town Centre, particularly in the evening.

There are a number of pedestrian only routes providing connections within the Town Centre. A number of these routes are in need of improvement.

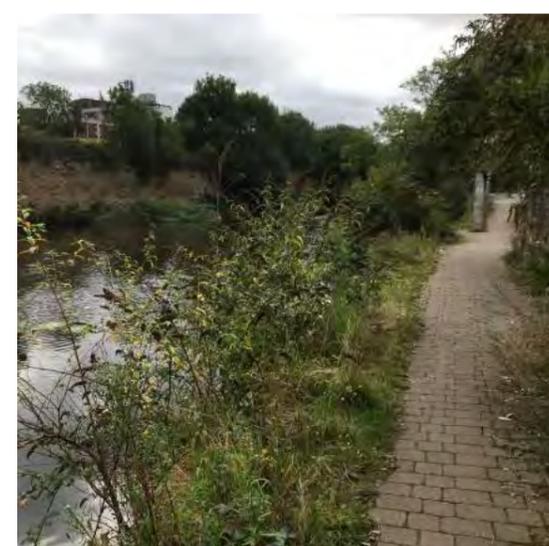
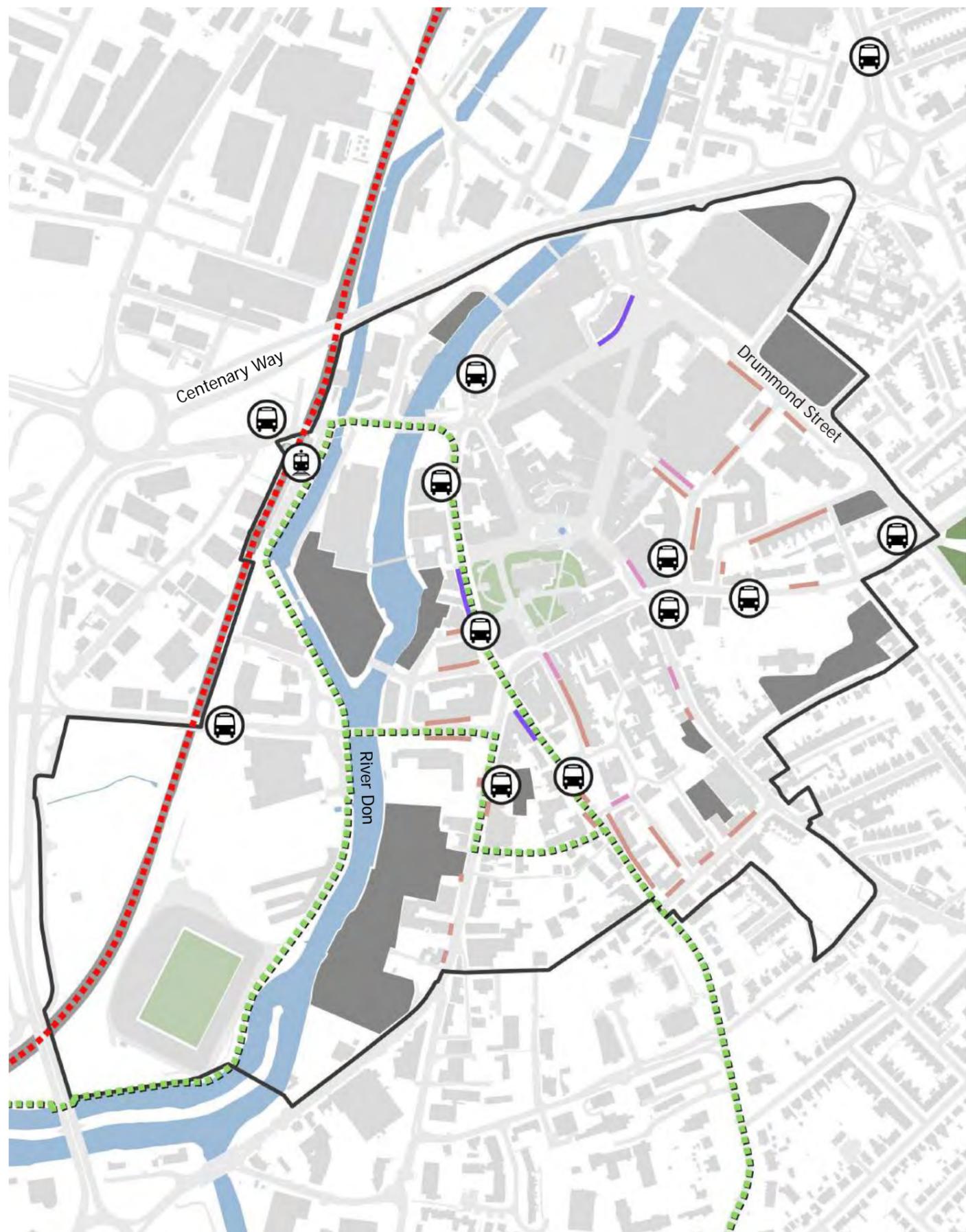
Although there is provision for pedestrian movement within the Town Centre core, pedestrian connectivity to edge of Town Centre locations is limited by key barriers including Centenary Way, land to the west of Sheffield Road and Drummond Street / Tesco.

As described previously, there appears to be only limited footfall flowing between Clifton park and the Town Centre. This needs to be addressed. Distances are relatively short, albeit affected by gradient. There is an existing 'tractor-train' providing rides around the park in high season. Perhaps that could extend into town through summer months.



-  Masterplan boundary
-  Pedestrianised streets / spaces
-  Pedestrian priority street with regulated restricted traffic access
-  Conventional street (including one-way sections)
-  Pedestrian routes
-  Barriers

Transport



Rotherham Town Centre benefits from strong strategic links, with multi-modal connections to surrounding towns and countryside including:

Weekday rail connections to:

- Sheffield every 20 minutes
- Doncaster every 30 minutes
- Wakefield every 60 minutes
- Leeds every 60 minutes

 **160 bus routes serving the Town Centre**

Weekday bus services to:

- Sheffield approximately every 5 minutes
- Doncaster approximately every 10 minutes
- Meadowhall every 10 minutes

Cycle routes

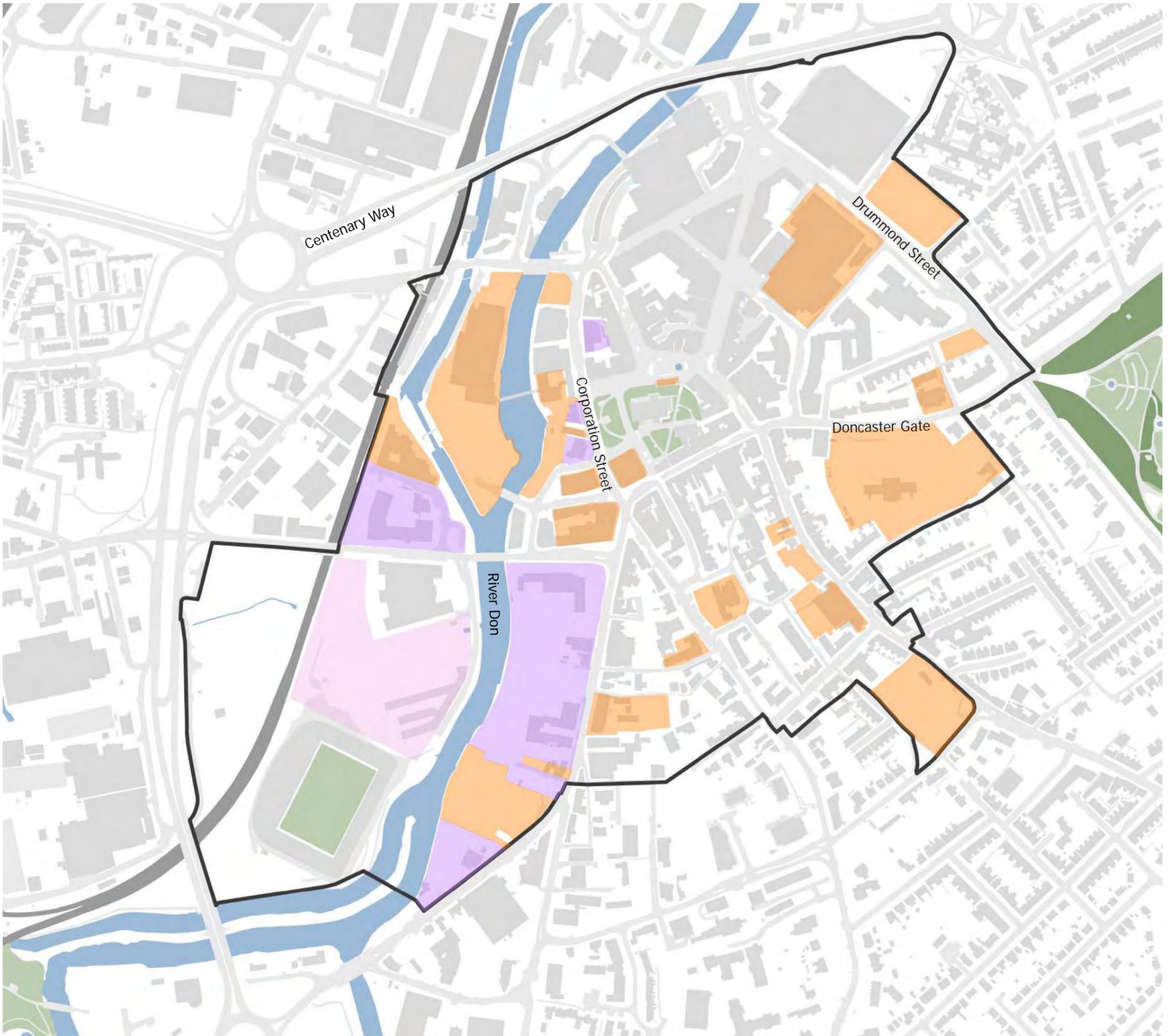
- National Cycle Route 6 - Trans Pennine Trail follows Moorgate Road, Corporation Street, passes the train station and follows the canal towards the countryside and Peak District.

- Town Centre Boundary
- National Cycle Route 6 Trans Pennine Trail
- Tram - train route
- Surface car park
- Key bus stop
- On street parking
- On street blue badge holder parking
- Taxi rank

Land Ownership

Rotherham Council own a number of sites across the Town Centre, many of which will form part of the Masterplan proposals. These include Forge Island, Riverside, Rotherham Markets and the Doncaster Gate site; these will form key areas of redevelopment in future years.

In order to produce a series of cohesive masterplans, it will be necessary to incorporate sites which are not within Council ownership. This will require working with a range of local stakeholders and could form part of medium to longer terms proposals should site owners not be bringing their own proposals forward in the shorter term.



- Masterplan boundary
- Council owned land
- Other sites in private ownership which will support key priorities
- Council owned subject to long lease to others

Property Market Review

Commercial

Retail

The retail provision on the high street in Rotherham has been in decline during recent years, having been affected by competition from out of town schemes such as Parkgate and Meadowhall Shopping Centres in Rotherham and Sheffield respectively. As a result Town Centre vacancy rates have increased and according to Costar, there is currently 54,708 sq ft of retail space available in Rotherham. Such vacancies would suggest that there is limited demand for further retail use. In order to protect existing retailers and the shopping offer, the strategy ought to seek to enhance footfall in the Town Centre through attracting a new leisure offer, broadening the evening economy and increasing the residential population within the central area. A full Retail Assessment for the Town Centre is included at the end of this document in Appendix A.

Hotels / Leisure

There is currently a very limited hotel offer within the immediate Town Centre and no quality modern hotel offer. This presents a significant gap in the market. One of the key sites, Forge Island has been identified as a suitable Town Centre location for a hotel chain operator in Rotherham. This could also be viewed as an opportunity to boost the town's leisure provision and evening economy.

Office

Rotherham Town Centre has been identified as having a very limited supply of high quality office accommodation and equally limited demand from office occupiers. According to Costar there is approximately 18,926 sq ft of office space available within the Town Centre; however the average rent is £7.41 per sq ft which is low and reflects the poorer quality space available.

Industrial

Rotherham is a traditional manufacturing town and companies vacating previous industrial sites on the edge of the Town Centre have created development opportunities for alternative uses. Industrial accommodation has and should continue to relocate to allocated employment sites, for example, the Advanced Manufacturing Park.

Residential

The heat-map for Rotherham identifies that generally house prices in Rotherham are low, although parts of Town Centre comprise slightly higher value residential accommodation resulting from more recent developments such as Keppel Wharf.

Over the last 5 years average home values in Rotherham are much lower than the England average and have not increased as significantly. Rotherham house prices also sit marginally below the regional levels in South Yorkshire which can be seen as a good opportunity to elevate Rotherham towards the regional average.

The following table shows data for residential properties sold in Rotherham Town Centre, year to date:-

Property Type	Average Price Paid	Number of Sales
Detached	£164,850	6
Semi-Detached	£117,967	30
Terraced	£76,02024	24
Flats	£73,77311	11

Data source: Land Registry Price Paid Data 2017

According to the Land Registry Price Paid Data 2017 there have been approximately 71 sales in Rotherham Town Centre, year to date. The highest proportions of these were semi-detached, followed by terraced, flats and detached respectively.

The percentage of social housing in Rotherham Town Centre predominantly sits at a relatively low level within the immediate Town Centre, compared to the outskirts of Rotherham where social housing density increases.

Within the last decade there have been a number of apartment developments in Rotherham Town Centre. These have started to increase the resident population of the Town Centre. However the developments have been slow to sell, with Keppel Wharf being flipped to rented accommodation following slow sales. There has been limited social and affordable housing development in the Town Centre, although a number of sites could provide opportunities for such development including starter homes. There are very few vacant apartments in the Town Centre and an emerging pipeline of further residential conversions and development which could capitalise on this and continue to grow the Town Centre resident population. New Town Centre residential accommodation should comprise a mixture of both apartments and traditional housing to appeal to a broader market. This would also attract more residents to the Town Centre and further contribute to securing additional footfall which would provide a further boost to Rotherham.

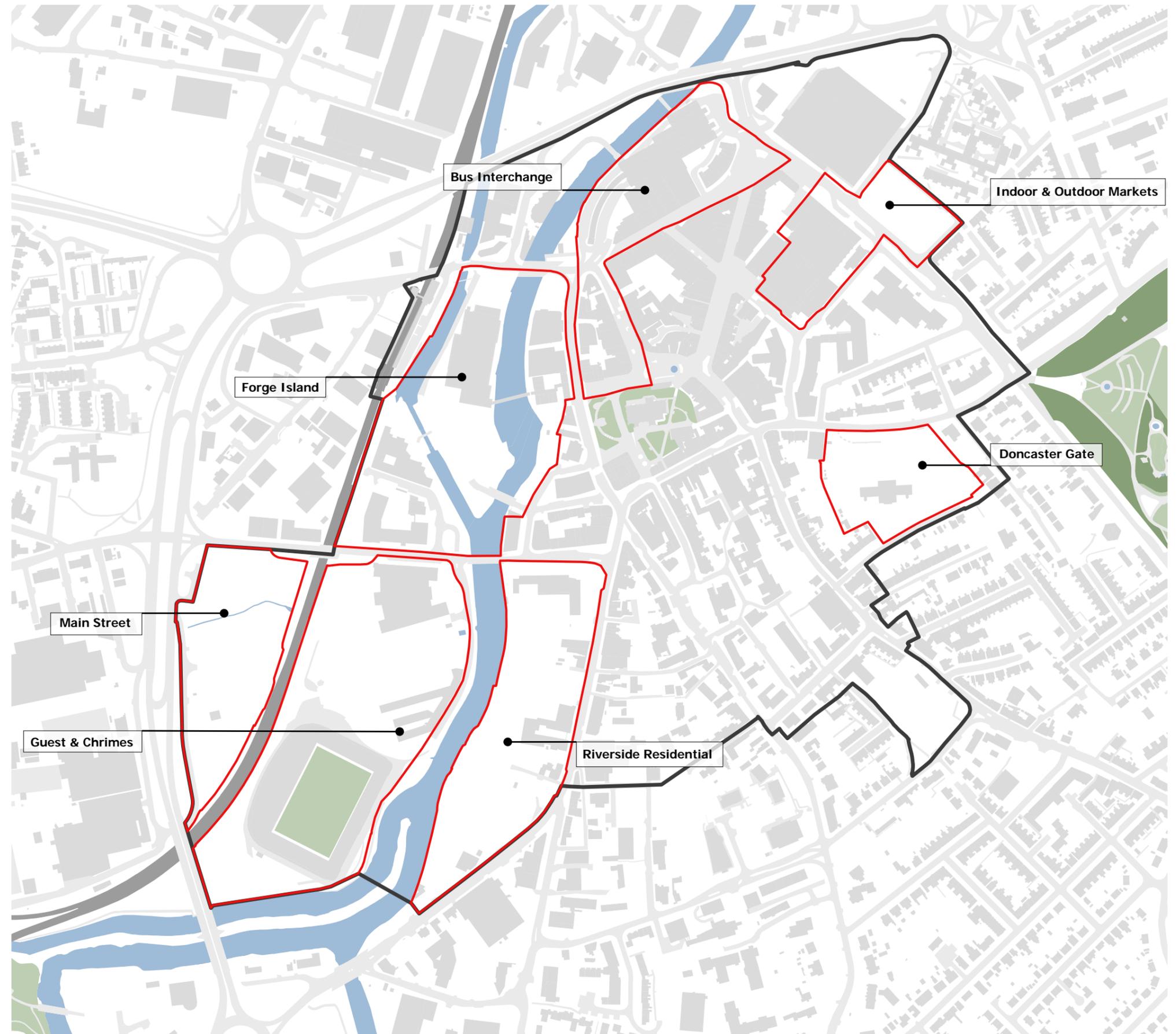
Opportunity Sites

Development Opportunities

Several key sites have been identified which can support regeneration of the Town Centre and new development projects. This includes the following:

- Forge Island;
- The Riverside site;
- Doncaster Gate;
- The Guest and Chrimes site;
- Main Street;
- The Interchange; and
- Rotherham Markets.

To inform the masterplan and development proposals for these sites, a constraints and opportunities assessment has been undertaken for each. This includes considerations including existing buildings, flood zones, utilities apparatus and access arrangements. This section draws together key data for each site as basis for the development proposals.





Forge Island

Forge Island is located in the west of the Town Centre, separated from the retail core by the River Don. Despite its name this land is not an island as such and is in fact a peninsula extending southwards from Bridge Street / Chantry Bridge. The peninsula is formed by the River Don and its weir to the east and the Sheffield and south Yorkshire Navigation Canal to the west.

Forge Island is situated adjacent to Rotherham central train station but separated from it by the Navigation Canal. A footpath links along the Navigation in a north-south orientation linking with the River Don when they meet. A short pedestrian footbridge provides access onto the main site. Moving across the site eastwards a larger and more utilitarian footbridge spans the River Don near to the weir and links into the heart of the Town Centre via Riverside Precinct.

The site was developed as a foodstore; (Hillards then Tesco) for many years before the relocation of Tesco across town to its present location resulted in its closure. The building was vacant for a long period before its recent demolition in summer 2017. A large proportion of the site (the former foodstore car park) is now operated as a surface car park for 311 spaces. The site is now owned by the Council.

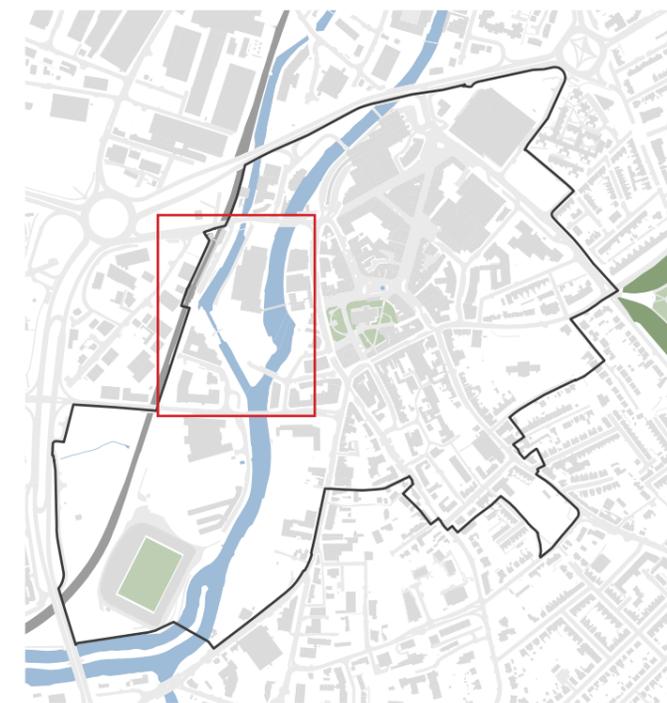
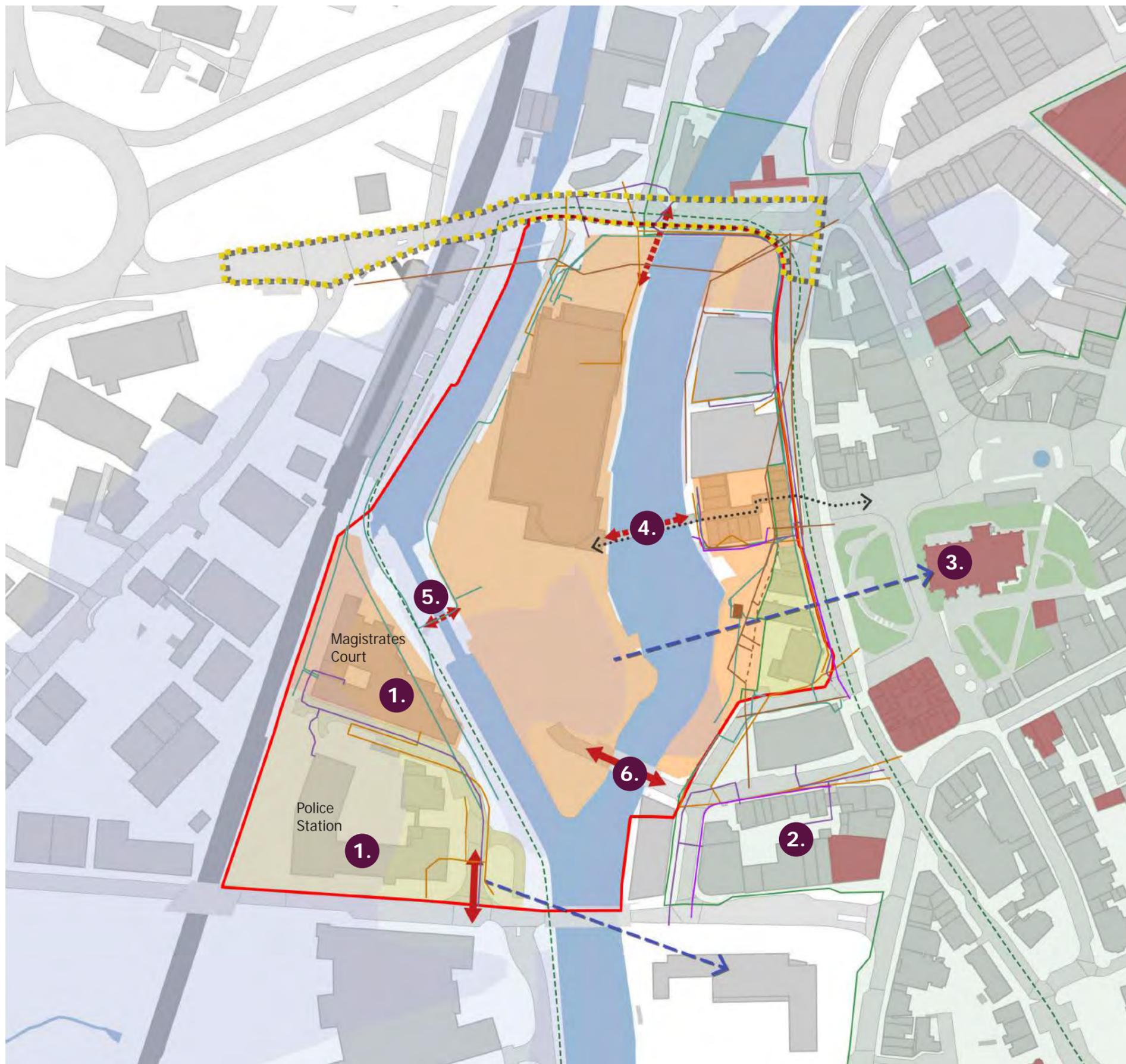
The site is accessed by traffic from the south-east via an existing road bridge at Market Street, and from Bridge Street to the north, which was historically used as service access only (to the food store).

There are important ancillary buildings and land close to the peninsula (Island). The Council has substantial landholdings there also in terms of the redundant Magistrates Court, Riverside Precinct, which is being managed to deliver a vacant site for redevelopment, the riverside car park and the former Lloyds bank building.

Water is a distinctive and important feature in this area. The River Don with its weir creates noise, movement and energy. The Navigation canal is a calmer space.

The photographs top left and top right show the building pre-demolition and the pedestrian bridge pre-opening up. The photographs middle left / bottom left show recent works by the Council.





1. Magistrates Court is now in Rotherham MBC ownership and potential long term acquisition of Police Station
2. Westgate Chambers redevelopment ongoing
3. Views of Minster from the riverside
4. Key pedestrian link to the Town Centre across existing poor quality bridge.
5. Pedestrian link to the Police Station, Magistrates Court and train station via existing bridge across the canal
6. Existing vehicular access bridge to surface car parking; structural integrity to be confirmed



Forge Island

Heritage

Forge Island has a strong industrial heritage. It was formerly home to Rotherham Foundry, Providence Iron Works and Rotherham Iron Works, as shown on the 1854 historical map.

The alignment of the River Don adjacent to Forge Island changed between 1904 and 1924. A mill formerly stood on the eastern bank of the river which utilised the weir and the energy created by the fall in water to drive milling machinery. The link between the river and the economic fortunes of the town were interwoven in that period.

This area has seen very significant change over time. For many years, the river was open to the town along Corporation Street. In other areas buildings defined a river wall and again turned their back onto the river. Today the river is cleaner and more attractive but still a visible connection between the heritage of the Town Centre.

The Town Centre Conservation Area extends close to the riverside and includes a number of buildings which edge the water space. There are glimpses of the stunning western wing of Rotherham Minster and its spire, though unattractive rear elevations of buildings reduce the quality of these views. Framing and creating views to the Minster from Forge Island should be a priority.

Forge Lane is currently closed along the western edge of Forge Island. This is an important historical route.

To the south-east of Forge Island, at the junction of Market Street, Corporation Street and Domine Lane, is the location of the former Rotherham Market building. This was relocated to Drummond Street in 1970.





1854 Map of Rotherham



1924 Map of Rotherham

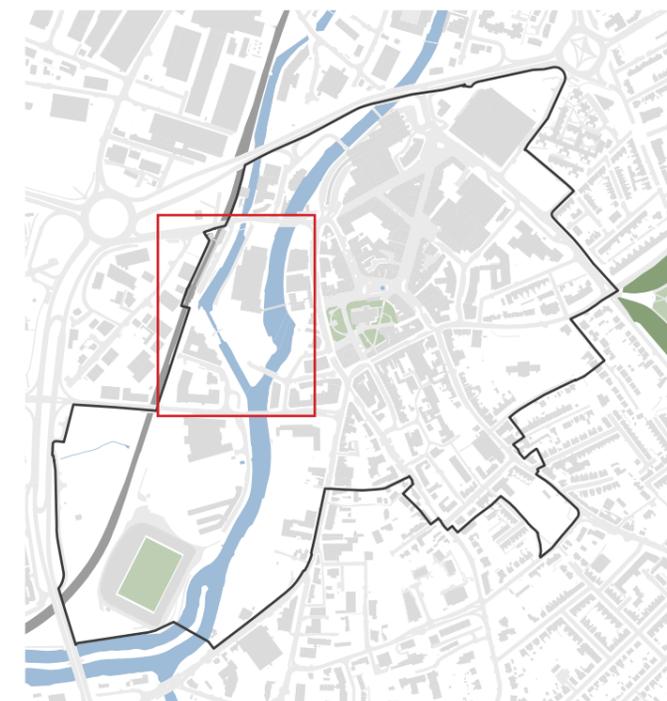
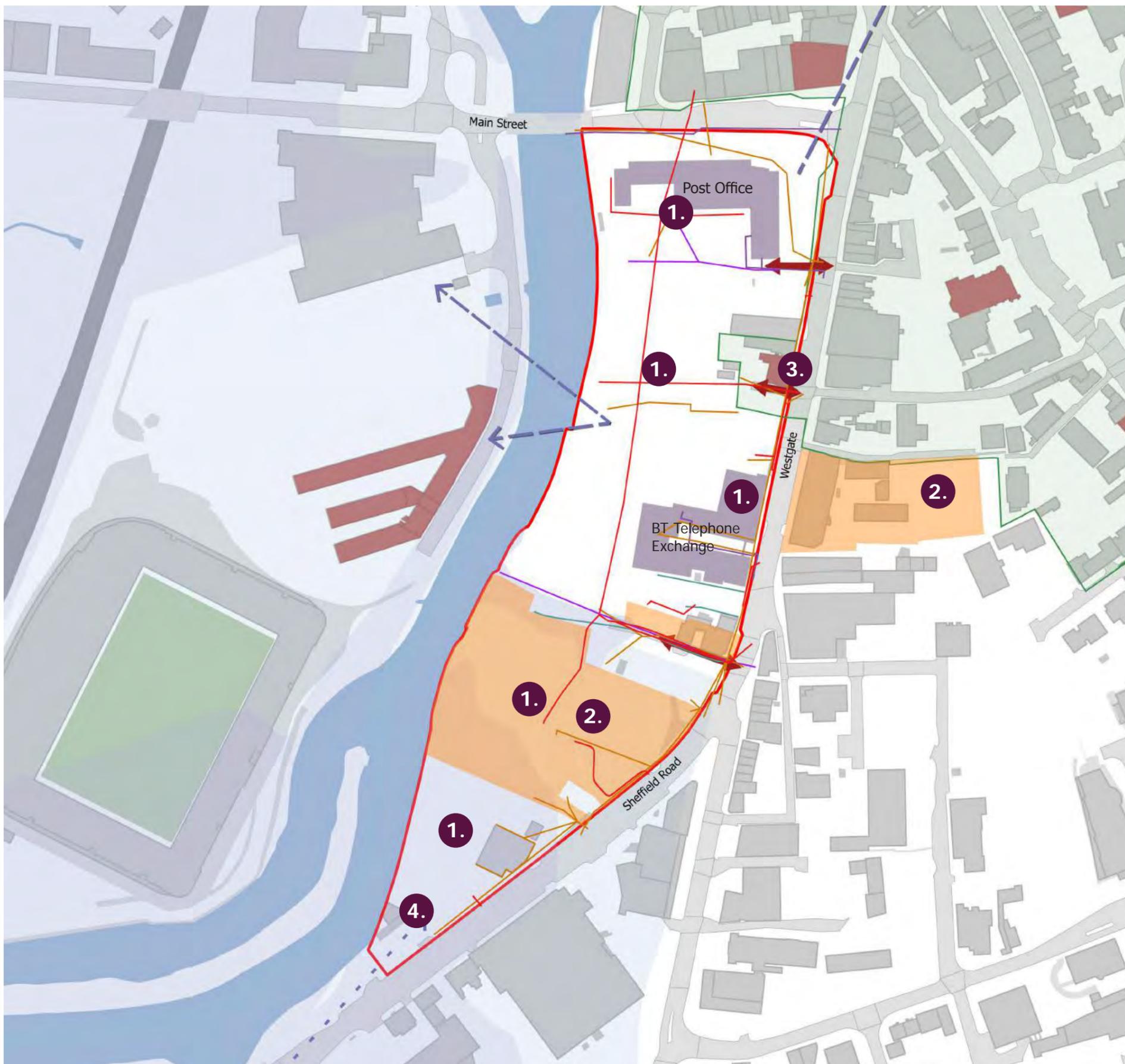
Riverside

The Riverside site, located in the southern part of the Town Centre, is proposed to be brought forward for residential development. The site is accessed from Sheffield Road and Westgate on the eastern edge. The River Don forms the western boundary. The river itself is an attractive feature. It is typically green in nature with self-seeded planting. In places the river edge is marked by stone and brick walling retaining land at a higher-level right up to the water's edge. Recent development across the river is visible from the site in terms of Rotherham United's New York Stadium and Riverside House, a large office building which is now home to Rotherham Borough Council. The remaining vacant buildings at the Guest & Chrimes (former) brass works is also visible across the river.

The site is divided into multiple ownerships. The Council can lead development on its site at the former Sheffield Road Swimming Baths and this site has been included in the successful grant funding bid to the HCA in relation to the Governments 'Starter Homes' initiative. This site is one of three 'Go Early' (catalyst) sites. The post office own land to the immediate north and have indicated that they would be amenable to relocation on a commercial basis. Alternative premises would need to be provided and initial discussions are ongoing on that basis. Another major land owner on the site is Satnam which has previously sought retail and leisure development on their land. Neither of these uses fits with the masterplan and SPD vision for this area as a mixed residential area. Preliminary discussions with Satnam have suggested that they remain sceptical at this time, about the potential for residential development in this area.

Several constraints affect the Riverside sites. These are summarised on the associated plan. To the southern tip of the site levels are such that land falls within flood zones 1 and 2. There are several below ground services in this area also, along with the BT telephone exchange, which houses equipment which will need to remain on site and which cannot economically be relocated. The constraints as well as the land ownership and contextual factors will guide redevelopment.





- 1.** Mix of ownerships to inform phasing, principal ownerships are Post Office, Satnam and RMBC
- 2.** Proposed Starter Homes 'Go Early' sites
- 3.** Cutlers Arms public house (Grade II listed) on Westgate within Conservation Area will require sensitive integration
- 4.** Prominent area of site within Westgate views north; development proposals should address this.

	Site boundary		Yorkshire Water surface water sewer
	Listed building		Yorkshire Water combined sewer
	Flood zone 2		Gas mains
	Flood zone 3		Electricity cable
	Vehicular access		Telecomms infrastructure
	Conservation area		
	Key view		
	Potential view		
	Council owned land		
	Detractor to quality		

Riverside

Heritage

The Riverside site has a predominantly industrial heritage, with a mix of uses on the site in more recent years. It is the location of the former Wheathill Foundry.

The north of the Riverside site was the location of the Rotherham Westgate rail station, the original station built for the town. The station opened in 1838 and was used until 1952.

The river in this location was (and still is today) part of the navigable watercourse. Accordingly, a towing path was located to the western riverbank. This pathway is visible today and now forms a long-distance walking route along the canal.

The important and attractive taverns on Westgate – The Alma Tavern and the Cutlers Arms are the most important historical buildings in this area. The Cutlers is in economic use and is a popular real ale pub and music venue. The individual value of this building is high. The adjacent Alma tavern is vacant at present. Conserving both buildings and bringing the Alma Tavern back into active use to secure its long term future is important.

The river itself is one of the principal aspects of the heritage of the site. This was at the same time the means of access for materials, the water for driving milling equipment in the early industrial period and the means of conveying waste materials from the various sites. Today, thankfully much cleaner and greener the river should be the focal point for development.

Historically many buildings turned their back onto the river in this location. In the future the river will be a feature which buildings and spaces address and a feature which can add interest and attractiveness.

Views across the River Don to the Guest and Chimes buildings are also important. The front range, which houses the striking entrance feature on Don Street through which workers would access the complex, is important.





1924 Map of Rotherham

Doncaster Gate

The Doncaster Gate site is owned by Rotherham Borough Council and is the location of the existing NHS Health Village. To the north of the existing medical building is vacant land close to Doncaster Gate. Planning permission has recently been secured on this land for the construction of a new Higher Education hub building by RNN Group who run Rotherham College.

The new building will form part of a wider Town Centre education campus with the new Higher Education Hub complementing the existing College and its buildings on Howard Street and Eastwood Lane. The collective value of these education uses should be captured in terms of a new learning quarter.

The new hub will provide degree level education for new students and is programmed to open in September 2018. This will bring new life and activity to this area. Approved plans have been integrated into the Town Centre masterplan which is supportive of the vision for this site. Computer generated images of the new hub building have been provided from the project architect. The building will be striking and distinctive.

Other masterplan considerations for this site are that it should help to link pedestrian flows into town along Doncaster Gate, particularly down from Clifton Park.

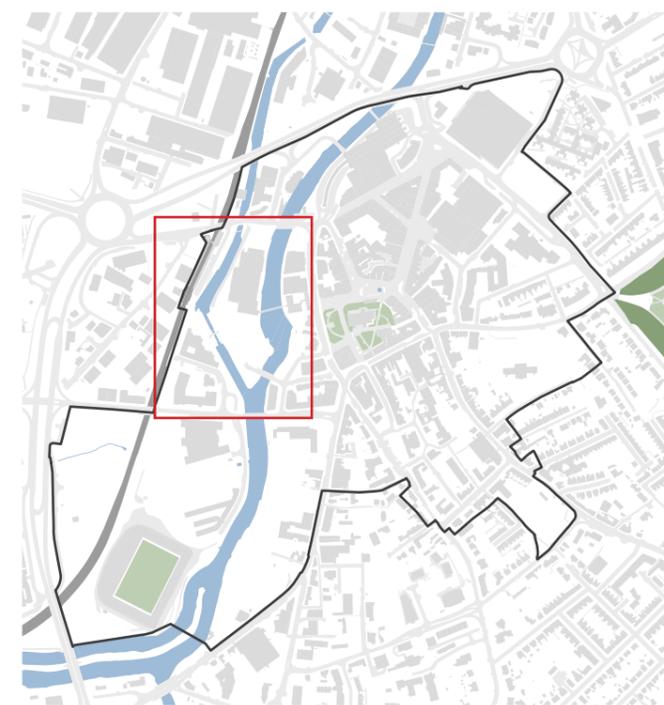
Also, urban design assessment has highlighted the junction of Doncaster Gate / Wellgate / High Street as being poor from a pedestrian point of view and in need of improvement.



CGI courtesy of Bond Bryan Architects



CGI courtesy of Bond Bryan Architects



- 1. Mature trees line Doncaster Gate along the northern boundary, improving the site setting
- 2. Poor quality focal point requires public realm improvement
- 3. Vacant site for future development
- 4. New five storey apartment building adjacent to development site
- 5. Pedestrian link to existing College building - opportunity to support the creation of a Town Centre campus

- Site boundary
- Existing building
- Approved Rotherham College building
- Vehicular access
- Pedestrian access
- Key view
- Potential development plot
- Existing car park
- Existing trees to be retained
- Poor quality focal point
- Pedestrian connection to existing College buildings
- Conservation area

Guest and Chrimes

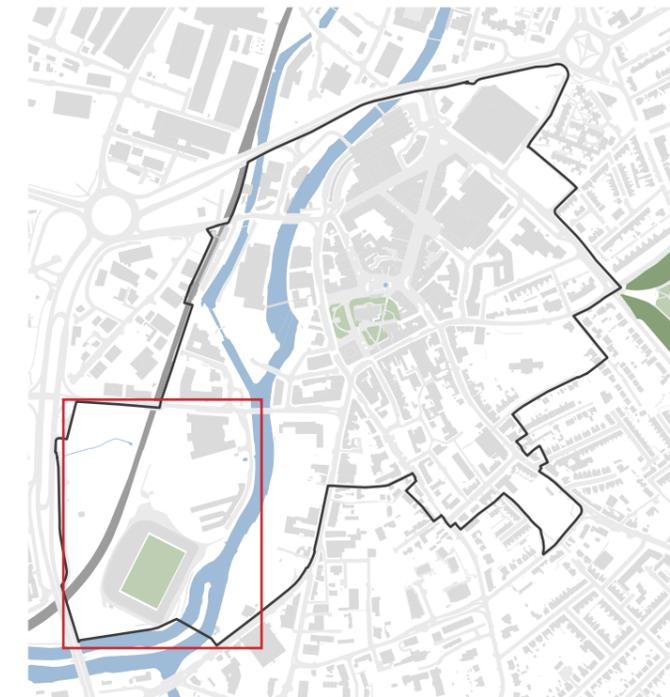
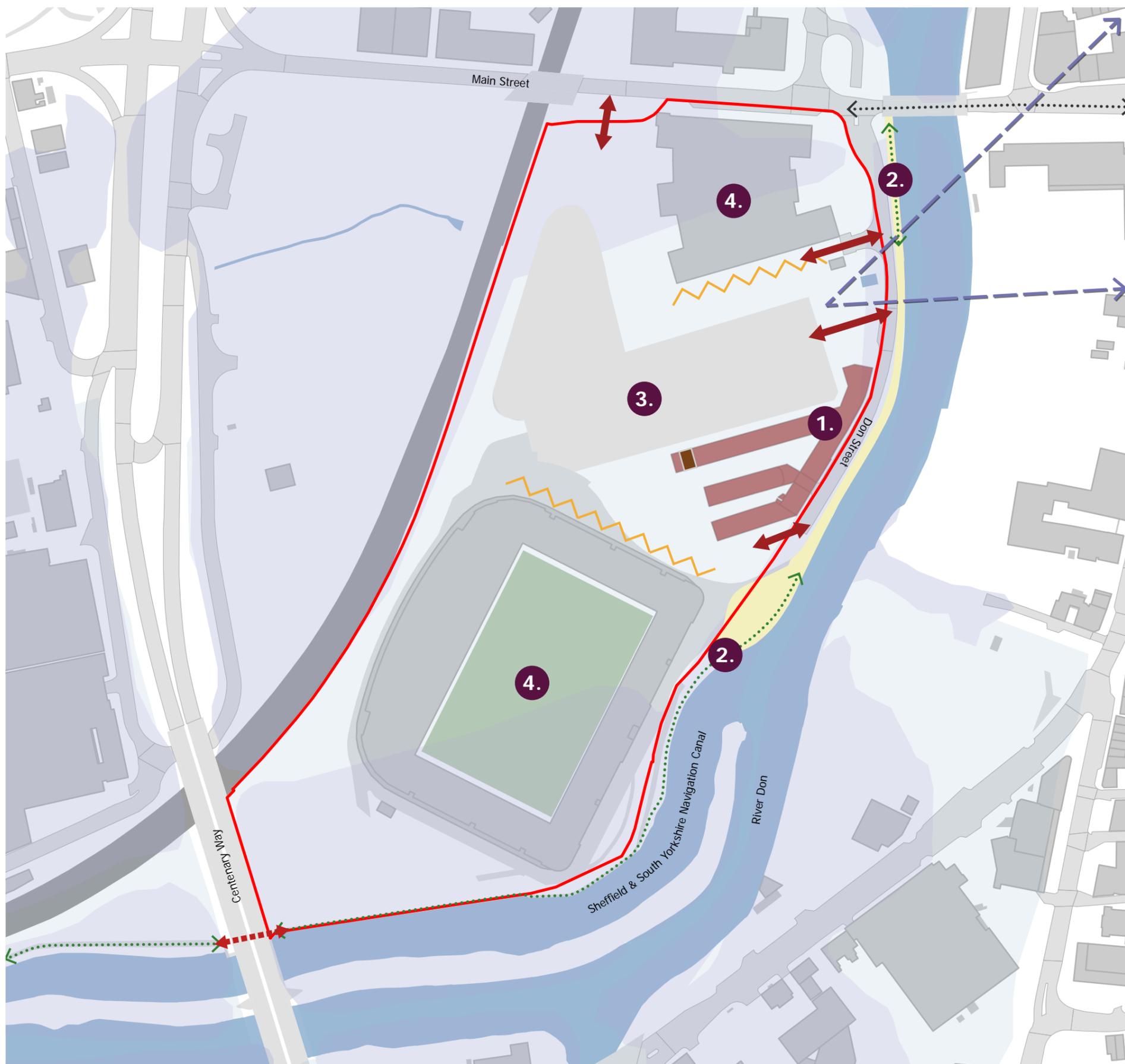
The former Guest and Chrimes foundry and brass works is a Grade II listed building which opened in 1857. The history of the works is of national and international significance due to the role of the Guest & Chrimes business in pioneering the design and manufacture of brass valves and screw-down taps across the world. Guest and Chrimes products provided safe and clean drinking water improving health and reducing disease internationally. Their valves were also used in fire hydrants in the UK and overseas and their valve covers can be seen wherever their products were used. The business was at the forefront of innovation and employed many local people. The business closed in 1999 since when the buildings have remained vacant and have fallen into disrepair.

The remaining buildings comprise the core of the works and it is important to recognize that the wider works was, in its prime, much larger. The buildings which remain include the frontage to Don Street, which houses the original works entrance and three rear 'ranges' or wings which are arranged parallel to one another reflecting the nature of works of this type from that period. Historic England have prepared a Statement of Significance which underlines the most important aspects of the building in terms of heritage and conservation.

The site is adjacent to Rotherham United's New York Stadium and associated car parking in the south and the Council's Riverside House in the north. The site is controlled by the football club which has a very long lease of this site from the Council. Over many years the football club has proposed different schemes to bring the redundant building back into active use. Presently the football club is promoting a leisure-based development and the architects behind this scheme have met with the masterplan team at WYG and also Historic England.

The works are affected by flooding constraints with the original buildings set 2m below the stadium and Riverside House which are designed to reflect the area being within flood zone 2. Redevelopment proposals must address this constraint through creative design and conservation.





- 1. Grade II listed building of significant social and cultural historical value
- 2. Opportunity to improve existing riverside link and draw into movement strategy for the Town Centre
- 3. Surface level car park for New York Stadium
- 4. Riverside House and New York Stadium form waterside landmarks in the town, the New York Stadium also being prominent in views from Centenary Way. Both are significant employers within the town.

	Site boundary		Pedestrian access
	Listed building		Link into town centre
	Water tower		Riverside link
	Flood zone 2		Existing football car park
	Flood zone 3		Key view
	Interface with existing building		Fair quality pedestrian space
	Vehicular access		

Guest and Chrimes

Heritage

The former Guest and Chrimes factory is of significant historical importance to Rotherham. Many local people do not appreciate the significance and importance of the business and its success around the world. Guest and Chrimes was its pioneering business which the town should celebrate.

Although the buildings are not in themselves unique or architecturally 'stunning' their arrangement and functionality provide a clear visual language for how a founder and brass works from this period were composed. The building's significance is described by Historic England and these features should be reflected in the proposed scheme for the site, presently being progressed by Rotherham United.

Historic England has been involved fully with the development of the masterplan. Their approach is positive and flexible and their key requirement is that the proposals 'conserve and enhance' the significance of the buildings and its unique social history through a strong and robust conservation. The story of Guest and Chrimes needs to be told to the people of Rotherham. Historic England have stated that with the 'right' conservation approach they will be quite flexible in terms of redevelopment. HE are keen to retain as much of the buildings as is possible. They can accept significant change provided the conservation and interpretation of the site and its history through redevelopment conveys the significance of the development.

The water tower is the most significant element of the building. It displays the name 'Guest and Chrimes' and serves as a landmark from the Town Centre. The water tower should be retained and enhanced. Proposed development should also reflect the rhythm of the existing building, along with the scale. The detail along the front range is important, including the gateway entrance which creates a distinctive waterside frontage. The three internal ranges are of merit and the central of these with its 'rounded' gable is noteworthy. As many of these features as possible should be retained or incorporated, but it is recognized by all that change and some demolition will be necessary to deliver a viable and deliverable scheme.





1924 Map of Rotherham

Main Street

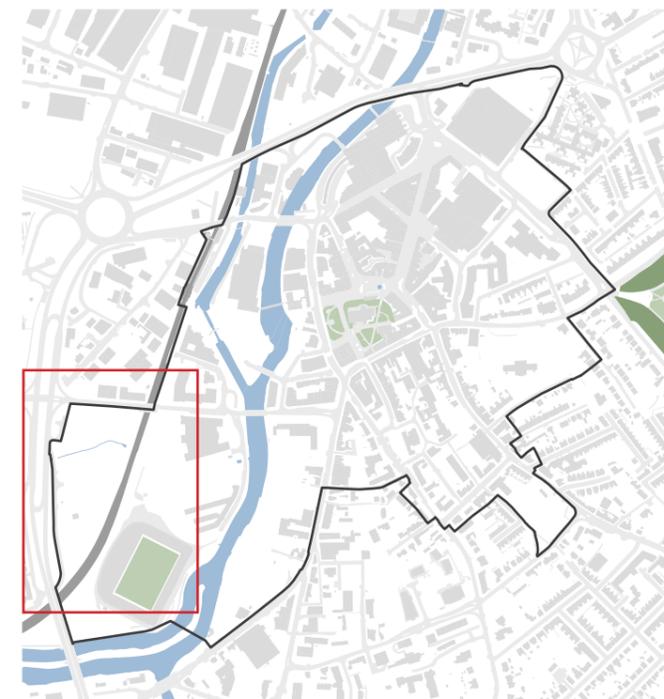
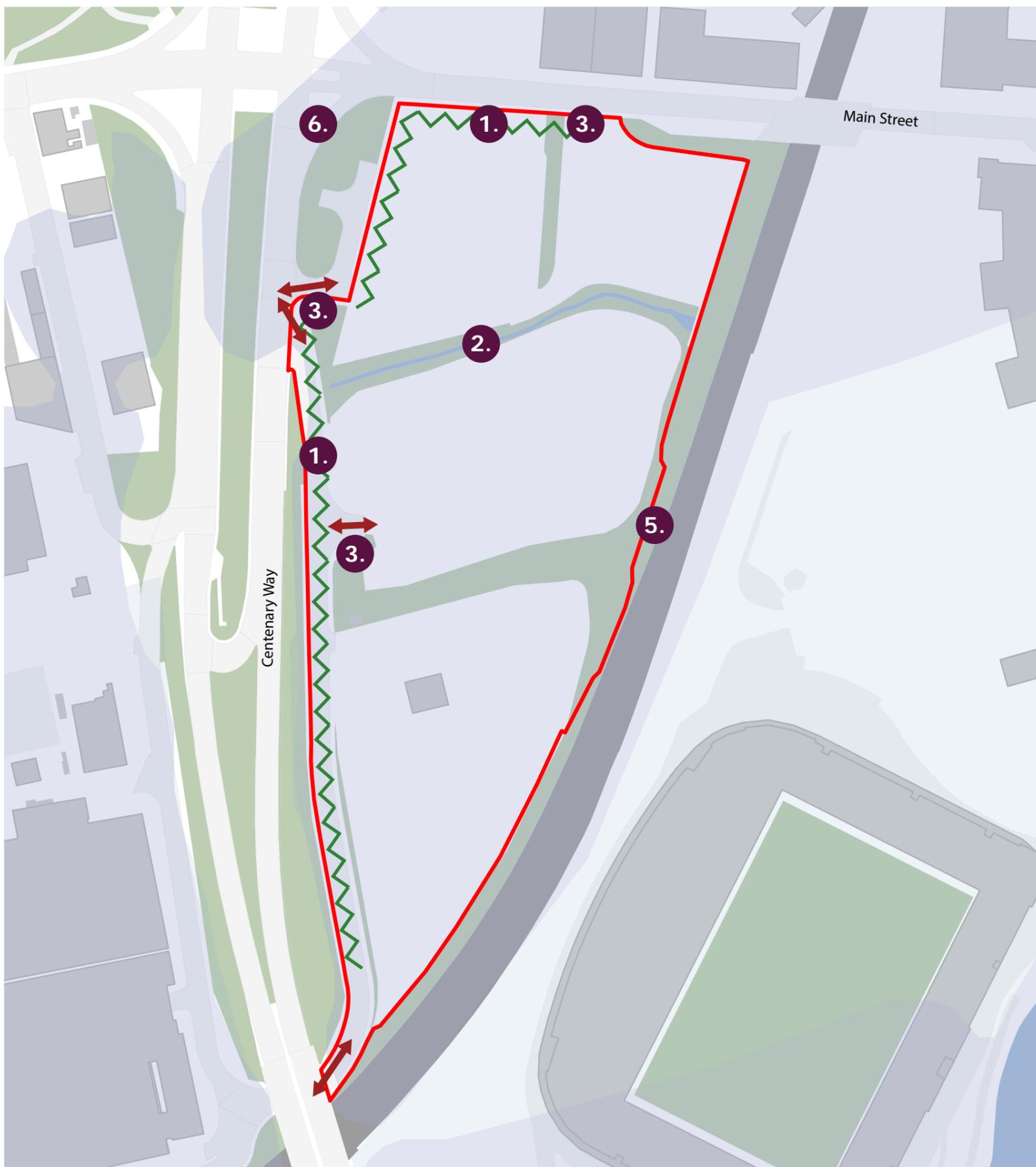
The Main Street site is located on the western edge of the Town Centre. It benefits from frontage onto both Centenary Way and Main Street, the junction of which has in recent years been improved to remove an outmoded roundabout and pedestrian subway with a more compact junction and surface pedestrian crossings. This site has been highlighted as a key gateway site into the Town Centre for some years and development here will need to realise this ambition.

The site is largely cleared and in use at present as a surface car park. There is a change in level along Main Street as it rises-up to cross the railway line which defines the eastern edge of the site. An open drainage culvert known as Holmes Tail Gyrte crosses the site heading towards the River Don. The constraints plan highlights the flood issues for the site.

Part of the site is subject to developer interest for a retail scheme, which would be anchored by a discount convenience food store. This scheme relates to the land to the central and northern portions of the area, where two landowners are working together to promote change. There are no proposals at this time, for land to the southern tip of this site, which remains in use for storage of equipment. Long term connectivity between all three sites will need to be considered. The masterplan team has met with the developer / planning team behind these proposals.

There is a retained electricity sub-station on site (pictured) and this is associated with the previous building / use (now demolished) and this will be redeveloped / integrated with new development proposals.





- 1. Extensive frontage onto Centenary Way and Main Street
- 2. Holmes Tail Goit and Flood Zone 3 form constraints across the site
- 3. Existing vehicular access from Brinsworth Street; pedestrian access
- 4. Developer interest in the site with emerging retail offer
- 5. Boundary with rail line, potential for noise issues
- 6. Recently constructed junction provides basis for improved Town Centre gateway

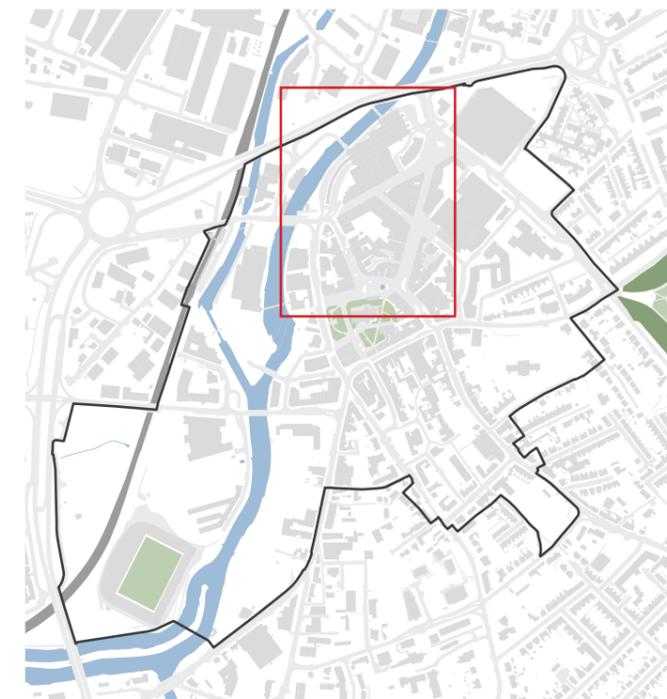
-  Site boundary
-  Flood zone 2
-  Flood zone 3
-  Key frontage
-  Vehicular access

Rotherham Interchange

South Yorkshire Passenger Transport Executive (SYPT) have been successful in securing £12 million funding for the refurbishment of Rotherham Interchange. The bus station and associated car park will be improved to create a brighter, more attractive and safer environment. The project is currently at the planning application stage with work hoped to start, subject to planning approval and discharge of conditions, in early 2018. The refurbishment will include the closure of part of the car park and its refurbishment in two phases. Also, the full refurbishment of the bus interchange. The bridge link into the car park Has already been upgraded.

In addition to the interchange project a number of other considerations are highlighted in this part of the Town Centre. An existing funding commitment has been secured by RMBC for a highway and public realm improvement scheme between the bus interchange along Chantry Bridge and Bridge Street. This will significantly improve the pedestrian environment and linkages between the bus and rail stations and this investment is a positive first step in terms of public realm. RMBC is also looking to acquire existing vacant and dilapidated / abandoned buildings on Corporation Street. These buildings, a former restaurant and adjacent night club create a very poor impression of the town and undermine confidence in the Town Centre. The Council may require compulsory purchase powers and this is deemed appropriate in this instance so overcome the visual blight caused by the state of these buildings. The masterplan suggests new uses for these buildings. Lastly in this location, we note Effingham Square which is a very poor space and a wasted opportunity. This grey and unattractive windswept space needs to be enhanced.





1. Potential to improve poor quality entrance to the Interchange and College Walk retail.
2. Poorer quality building interfaces with Effingham Square, this doesn't form part of the Interchange
3. Potential to improve public realm and links to Rotherham Central rail station and the Town Centre
4. Potential to create a destination through improvement of poorer quality public realm at Effingham Square
5. Potential to improve links through the Interchange to the north of Centenary Way
6. Burnt out derelict buildings on Corporation Street create detractor
7. Vehicular access and egress to and from bus station

