

Council Report

Cabinet and Commissioners' Decision Making Meeting – 11 July 2016

Title

Rotherham Town Centre Masterplan

Is this a Key Decision and has it been included on the Forward Plan?

This report is a Key Decision and is included in the Forward Plan.

Director Approving Submission of the Report

Damien Wilson Strategic Director, Regeneration & Environment Services

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Ward(s) Affected

Boston Castle

Executive Summary

This report seeks approval to tender and procure a spatial masterplan for Rotherham town centre.

Recommendations

The Commissioner is asked to agree that officers seek the services of appropriately qualified professionals to prepare the Masterplan document.

List of Appendices Included

Appendix 1 – Draft Masterplan brief

Background Papers

Rotherham Economic Growth Plan 2015-25
Housing Growth Strategy 2015-2020
Town Centre Supplementary Planning Document (Draft)

Consideration by any other Council Committee, Scrutiny or Advisory Panel

Overview and Scrutiny Management Board (OSMB) pre-Scrutiny – 1st July 2016

Council Approval Required

None.

Exempt from the Press and Public
Not exempt.

Title (Main report)

Rotherham Town Centre Masterplan

1. Recommendations

- 1.1 The Commissioner is asked to agree that officers seek the services of appropriately qualified professionals to prepare a town centre masterplan for Rotherham.

2. Background

- 2.1 In September 2015, RMBC commissioned Ove Arup to prepare a Supplementary Planning Document (SPD) for the town centre. This piece of work will set the planning and spatial framework for the town centre and has been prepared in line with The Town and Country Planning (Local Planning)(England) Regulations 2012 and also forms part of this Cabinet agenda.
- 2.2 The masterplan proposal seeks to build upon the SPD but will have a broader brief. The area covered will be a larger area than that covered in the SPD and will identify the key development sites in the town centre core and adjoining areas. It will focus far more on the delivery options for each of the key sites and identify funding and likely delivery options.
- 2.3 The brief also focuses on transport issues in more detail, including the preparation of a car parking strategy for the town. It will contribute and inform the works currently being undertaken by the South Yorkshire Passenger Transport Executive (SYPTTE) in the light of the recent fire damage to the Interchange and ongoing structural problems with the car park above it.
- 2.4 Given the range and number of regeneration opportunities currently being considered it is important that these are dealt with in a comprehensive way that ensures the benefits of each development opportunity is maximized and delivered in the most appropriate way in the short, medium and long term.
- 2.5 This comprehensive approach will be achieved through a masterplanning process that will allow all the regeneration opportunities to be looked at in a holistic manner, to allow the clear articulation of what can be delivered, when it can be delivered and how it can be funded. It is this implementation aspect that is vital to delivering the town regeneration potential.

3. Key Issues

- 3.1 Ten years into the original Rotherham Renaissance Plan the economic climate is very different and it is time to reinvigorate the economic development of the town centre with a new Masterplan.
- 3.2 An updated Masterplan will be a forward looking document. It will underpin the Council's future vision for the wider town centre, identifying new threats and opportunities, strengths and weaknesses. The Masterplan will be an important tool in marketing the wider town centre to potential investors and encouraging

further regeneration and improvement and will build on Arup's work on the SPD which has been developed as part of the Local Plan.

- 3.3 The document will highlight potential development opportunities in Rotherham town centre and strategic edge of centre sites, over the next 5-10 years. These should include those priority projects identified in the Rotherham Economic Growth Plan 2015-2025 and provide a spatial plan linking the Borough's priority projects, as set out in the Economic Growth Plan, Housing Strategy and the SPD with available and appropriate sites.
- 3.4 There are a range of benefits in considering an area in this way, helping to redefine places that are familiar, opening up its potential and offering new insights into the type of place it could be. This approach offers opportunities for the local community to become engaged in focused consultation on the regeneration process. This in turn helps to build consensus on the future of sites and identifies the priorities for action which will build commitment and certainty creating a positive impact on land values and the viability of proposals.
- 3.5 The areas covered by the Masterplan are in multiple ownership (including the Council as a major land owner) and the comprehensive Masterplan approach will give clarity to the roles and responsibilities of the various interested parties and build consensus amongst land owners and other asset owning organisations. It will inform the public, investors and funding partners about the potential of the town centre and the long-term strategy the Council has to deliver this regeneration.
- 3.6 It will also encourage high quality design standards for future town centre development and public realm works and inform co-ordinated decision making on development in Rotherham town centre.

4. Options considered and recommended proposal

- 4.1 The master-planning process is a positive and proactive approach to the development of a defined area that will take forward the broad spatial principles from the SPD and will look towards the next steps of delivery and implementation. This will be justified through the demonstration of an evidence based approach and analysis of baseline data. It also allows the creation of a vision for an area and a clear statement of aims and objectives. Broadly the key components are:
 - The development of a Strategic Framework (including aims and objectives and analysis of baseline data);
 - the Spatial Masterplan – building on the SPD this includes the development of the broad vision consisting of plans, visuals and written documentation; and
 - An implementation plan to turn the vision and plans into reality and also test the viability and deliverability of the Masterplan proposals including potential funding sources to pump prime delivery.

4.2 The Masterplan will identify the key issues and challenges that are likely to affect the town centre, e.g.

- National retail and leisure trends.
- Future role and purpose of Rotherham in an increasingly competitive market.
- Car parking provision.
- The impact of the Westgate Demonstrator residential development and the Council's ambition to further grow town centre living, with a target of 2,000 new units set out in the Economic Growth Plan.
- The impact of the new Tesco superstore and the possible re-alignment of the Town's retail offer.
- The vacant former Tesco building and the future development of the Forge Island site.
- Cultural and leisure activities (e.g. the introduction of a central library, art gallery, town centre cinema, hotel and new theatre).
- The 'night-time' economy.
- Accessibility, traffic, transport and connectivity issues (public transport, walking and cycling, taxis and car parking).

4.3 There is an option that a new town centre Masterplan is not produced and the SPD is used for to drive the development in the town centre. The SPD is a purely spatial document and the more in depth and wider ranging Masterplan is proposed to ensure that the town centre regeneration moves into delivery and implementation.

4.4 There is the option to produce the town centre Masterplan in-house, however RMBC officers would not have the full knowledge and expertise to carry out the task. In addition the timescales are demanding to produce the Masterplan and bringing in additional capacity will ensure the timetable is met.

4.5 The recommended proposal is to authorise officers to seek the services of appropriately qualified professionals to prepare the Masterplan document.

5. Consultation

5.1 The draft brief has been circulated to members of the Business Growth Board for comment in advance of the brief being presented to the Commissioner/Cabinet for decision in July along with the Commissioner for Regeneration and Environment and the Cabinet lead for Jobs and the Local Economy.

6. Timetable and Accountability for Implementing this Decision

6.1 Subject to approval in July, the tender brief will be advertised nationally and circulated to potential masterplanning practices, with a six week turn around, followed by a one week shortlisting. The shortlisted bids will be invited for interview/presentation of proposed methodology. It is anticipated that the tender be awarded by late September 2016.

7. Financial and Procurement Implications

7.1 To secure the services of professionals to deliver this work the brief will be tendered in line with the Public Contracts Regulations 2016 and the Council's Standing Orders and Financial Regulations.

- 7.2 Tenders will be evaluated and scored using a quality and price and time matrix assessment.
- 7.3 The decision to award the tender will be delegated to the Strategic Director for Regeneration and Environment in consultation with the Commissioner and the Cabinet Member for Jobs and Local Economy
- 7.4 The continued regeneration of the Town Centre offer, to build upon the successes of projects like the award winning High Street redevelopment, has been identified as a key priority by the Council. Funding for the work has been identified within the £17m allocated to the town centre within the approved 2016-21 Capital Strategy. The master plan will inform the capital projects that will be brought forward within this approved funding allocation.

8. Legal Implications

- 8.1 Procurement will comply with the Public Contracts Regulations 2016 and the Council's Standing Orders and Financial Regulations.

9. Human Resources Implications

- 9.1 None.

10. Implications for Children and Young People and Vulnerable Adults

- 10.1 The provision of a new Masterplan will have a catalytic effect on redevelopment of the town centre in terms of public realm, community safety, new housing and employment opportunities which will benefit all citizens of Rotherham.

11. Equalities and Human Rights Implications

- 11.1 None.

12. Implications for Partners and Other Directorates

- 12.1 All interested partners and stakeholders will be fully involved in the masterplanning process.

13. Risks and Mitigation

- 13.1 Officers will mitigate any risks normally associated with tender procurement through consultation with other officers and ensuring the tender process complies with the Council's Standing Orders.

14 Accountable Officer(s)

- 14.1 Paul Woodcock – Assistant Director Planning, Regeneration and Culture.
Mike Shires, Development Manager, Regeneration and Environment Services

Approvals obtained from:-

Strategic Director of Finance and Corporate Services

Jonathon Baggaley – Finance Manager

Director of Legal services

Ian Gledhill – Solicitor and Commercial Team Manager

Head of Procurement

Helen Chambers – Interim Corporate Procurement Manager

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