



# DONCASTER

## A VISION FOR THE FUTURE



## Foreword

# CREATING A SUCCESSFUL URBAN CENTRE

### THE MASTERPLAN

Doncaster is an ambitious borough and very few places in the UK come close to us in terms of delivering major regeneration projects over the last ten years. This masterplan aims to build on that success and sets out a new framework for the development of our urban centre, which maximises our existing assets.

A thriving centre is key to the success of any place but this does not just happen. There needs to be a comprehensive plan that is achievable and will make a real difference. The centre of Doncaster should drive our borough's economy. It must support enterprise, a diverse array of companies and wide ranging employment opportunities, whilst delivering an outstanding retail, leisure and residential offer.

These are the characteristics of successful city centres, bringing huge benefits to local residents and businesses. Our ambition is for the centre of Doncaster to deliver more of these activities. There are a wealth of development opportunities available to make that happen.

We already have assets that many cities across the country would aspire to, such as our East Coast Mainline railway station, superb motorway links, the UK's fastest growing international airport outside London, the Yorkshire Wildlife Park, our world famous racecourse and the new National College for High Speed Rail. With these and other assets attracting major investors and many household names, we are clearly conducting business as a city. We are therefore referring to the urban centre as our 'city core'.

The city core sits at the heart of Doncaster. It is easily accessible from the network of towns and communities across the borough and acts as a tourist destination in its own right. We are committed to providing the right conditions to support its continued economic growth.

By working with partners and private investors to achieve this vision, the centre of Doncaster will truly become the 'Enterprising Heart of a Networked City' bringing wide ranging benefits to all.

Ros Jones  
Mayor of Doncaster



## The Vision

# DONCASTER CENTRE- THE ENTERPRISING HEART OF A NETWORKED CITY

Through creating dedicated zones, this masterplan will transform the way Doncaster looks and the way residents and businesses use the city core. Our ambition is bold but realistic. It reflects a clear sense of direction and promotes a growing economic contribution into the north of England as we seek to rebalance the national economy.

## NINE NEW DEDICATED DEVELOPMENT ZONES



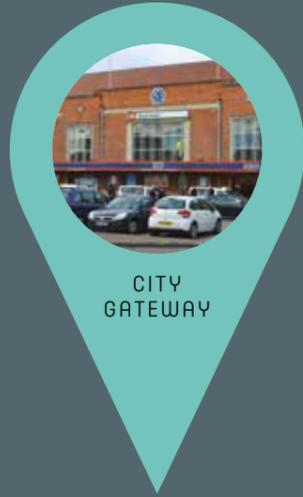
## THE VISION INCLUDES:

- Ensuring the centre is a focus for business and enterprise.
- Building on the success of the current markets and raising the aspirations and functions of the markets.
- Recognising the city core as the heart of the economy and the borough and the place where the image of Doncaster is most clearly reflected.
- Enhancing green spaces and waterways to create a better setting for visitors, investments and city heritage.
- Developing the cultural quarter and reinforcing the retail and leisure core through better links and public space improvements.
- Developing city-scale functions and assets, to become a stronger draw for business, workers, visitors and inward investment.
- Developing and bidding for new cultural venues and assets like University and Research and Development facilities.
- Ensuring Doncaster as a location of choice for regional businesses.

This masterplan is a prospectus for investment and change in Doncaster that will enable all parties to be united and capitalise upon the potential that exists.

Whilst the focus of the masterplan is the city core, the benefits of future growth will extend much further, supporting all of our local communities.

The key to the success is recognition that the centre of Doncaster forms part of a wider network for the borough and beyond, which relies upon good transport connections that will enable everyone in Doncaster to benefit.

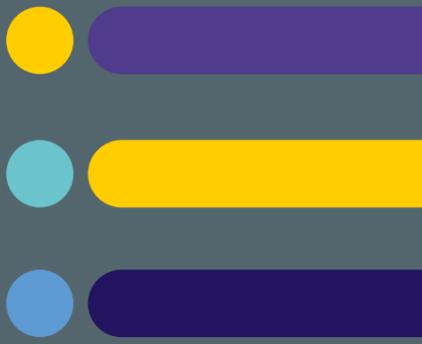


# CREATING A GREAT FIRST IMPRESSION

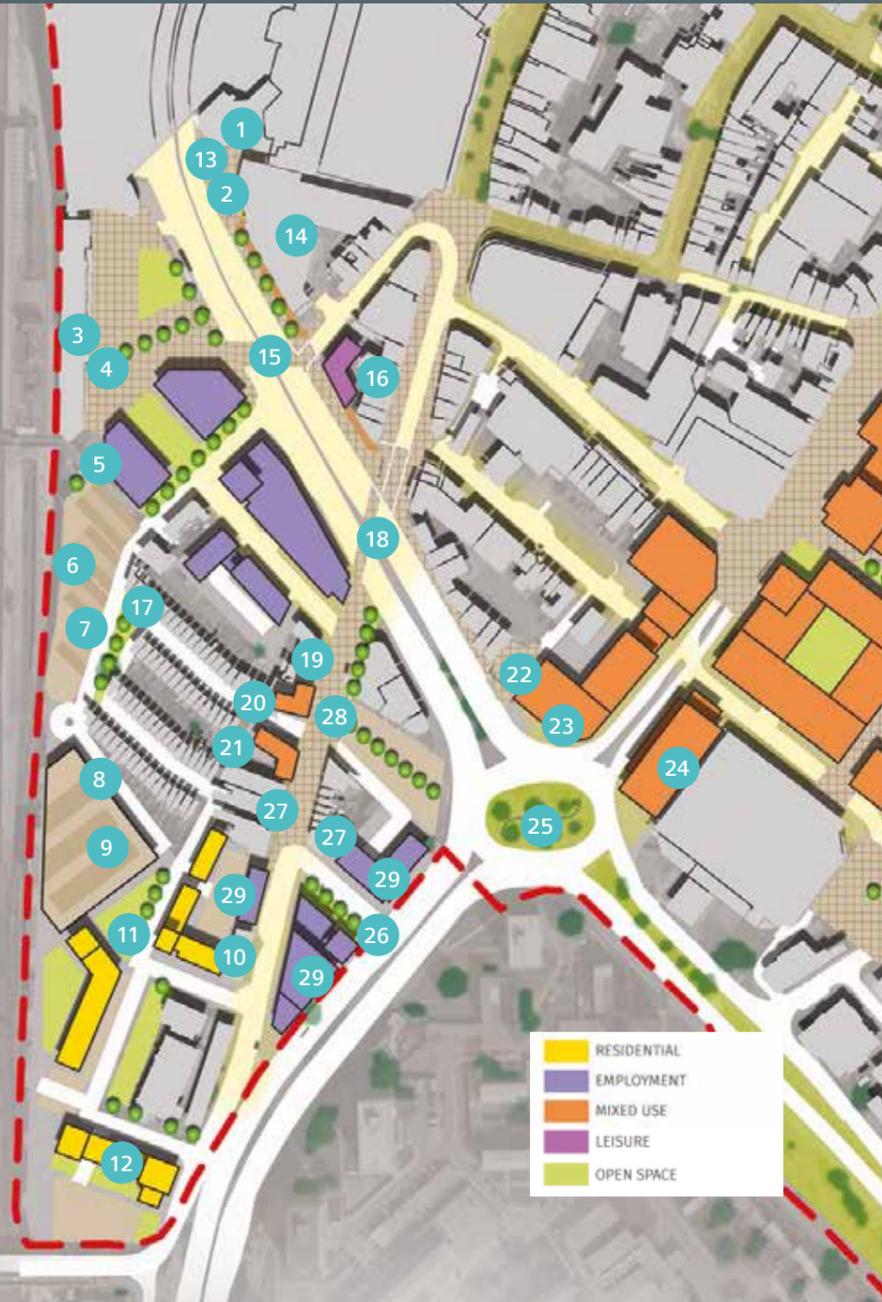
Doncaster's great transport links and particularly its location on the East Coast Mainline represent a significant opportunity.

In a Networked City the point of arrival is so important. It is the first impression people have of the centre which guides them through the town and the experience that is to follow. The City Gateway will provide a vital new arrival statement at the railway station. It will be of a scale and standard that reflects the city ambitions for Doncaster.

Virgin East Coast, as the operator of the station, the council and other partners are working together to deliver the quality development by relocating the current car park through strategic acquisitions of empty properties. Aligned to this there will be an improvement to existing infrastructure to increase the accessibility and visitor experience to the urban centre.



Inviting new arrival point at the train station



- 1 Listed Grand Theatre
- 2 New public square to enhance Theatre frontage
- 3 Listed station building
- 4 Station main entrance
- 5 New glazed canopy
- 6 New pedestrian link between station car park and rail station
- 7 Priority surface car parking and disabled parking (70 spaces)
- 8 Pedestrian route linking residential area with station
- 9 New car park (with green wall)
- 10 Existing buildings retained

- 11 Green space to screen car park
- 12 New residential development to provide new setting for St James' Church
- 13 Public art 'screen'
- 14 Enhanced Sainsbury's elevation as frontage to square
- 15 New square and improved pedestrian crossing
- 16 New development to provide attractive approach when viewed from the station
- 17 Close off existing vehicle access into residential area to deter 'rat-running' into residential area
- 18 Crossing aligned
- 19 Existing public house retained
- 20 Mixed use development, retail at ground floor

- 21 New vehicle access to serve residential area
- 22 Portland Place
- 23 Potential for landmark mixed use development (office/residential)
- 24 New mixed use development to create new frontage to existing multi-storey car park (office/residential)
- 25 Consider adjustments to existing highways (previously designed to facilitate bus movements) to extend development site
- 26 New street position to rationalise development parcels
- 27 Existing public houses retained
- 28 Enhanced shared public realm to West Street and St Sepulchre Gate West
- 29 Potential for new office frontage



ENTERPRISE MARKET PLACE

# TAKING AN AWARD WINNING MARKET TO A WHOLE NEW LEVEL

The current market is based on about eight acres with over 400 stalls including a fish market, food hall, Corn Exchange, Wool Market, Irish Middle Market and outdoor market. It is an iconic and important part of Doncaster's heritage, economy and identity and should continue to be so.

As one of the town's key assets the vision aims to ensure the area is vibrant not just on current market days, but all week long.

The ambition is to protect and evolve the nature of the markets into a 21st century place of enterprise through new development opportunities, enhancing the competitiveness of the retail core and by breathing new life into the area.

There is a need to review and rationalise the market area, particularly the Irish Middle Market, to ensure it can respond to the wider role envisaged.

In seeking to provide a sustainable future for the market, the unique

environment which makes it successful must remain.

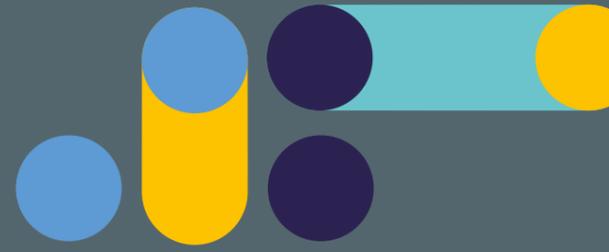
We need to make the most of our iconic listed buildings including the Corn Exchange and the Wool Market, to provide a new and enhanced offer for retail traders and customers and host more events.

Key to changing the feel of the market is a new development on the northern side (near the market car park) framing the market square and securing new flexible enterprise spaces.

To achieve the maximum benefits it needs to offer an enhanced customer experience and have better links to other areas within the centre of Doncaster, particularly the Minster Canalside. By making these changes there is potential to create a new buzz of activity and enterprise around the market square where activity happens throughout the day and into the evening.



- 1 Vastly improved and direct link between Waterfront, Minster and market
- 2 Landmark building feature to respond to presence on major route, Church Way
- 3 New two storey building to frame High Fishergate (retail/café's ground floor, offices above)
- 4 Existing Market Hall
- 5 Public Realm improvements to Goose Hill / Baxtergate
- 6 Existing car park egress
- 7 Irish Middle Market consolidated and incorporated into existing market hall buildings and space converted to car parking
- 8 New three storey building designed to frame northern end of Market Square (retail/café's ground floor, offices above)
- 9 Improved public space as setting for wool market and improved crossing facilities to Copley Road
- 10 Colonnade provides opportunity for ground floor activities to enhance Market Square
- 11 Market square, major civic space
- 12 Improved public space and crossing facilities to integrate market with Netherhall Road



Featuring a new and enhanced offer for retail and events





# SETTING THE SCENE WITH A STUNNING MARINA



Providing new residential and retail developments

At over 32 acres this is the largest development location in Doncaster's city core.

Part of the site has been redeveloped to accommodate the Doncaster College Hub campus which forms a key landmark on the markets roundabout and provides enhanced Canalside public space.

There has also been significant investment made in recent years to create the right conditions for future developments. This includes the creation of a 90 berth marina and the completion of a new access road which opens up the site.



- 1 Green ecology edge to waterfront including pedestrian access to waterside
- 2 New landmark pedestrian and cycle bridge
- 3 Student accommodation
- 4 Riverside walkway
- 5 Building feature to terminate view through college campus
- 6 Existing marina enhanced
- 7 Sea Cadets and other community uses
- 8 Green space relating to marina
- 9 Existing urban square facing onto waterfront
- 10 Existing pedestrian cycle link beneath road
- 11 Close off Chappell Road
- 12 Educational building
- 13 Pedestrian link through college campus providing visual link
- 14 New improved crossing connecting existing community with college and new waterfront
- 15 Commercial uses
- 16 New green space and park
- 17 New pedestrian and cycle route linking new and existing communities
- 18 New urban space with key historic building as a focus
- 19 Existing key historic building refurbished and converted to new community use
- 20 New tree lined entrance boulevard
- 21 Existing highway access
- 22 Mixed uses on frontage (ground floor retail with residential above)

There are clear opportunities to create new public space including a marina park with small scale retail and leisure uses. Waterfront is also a prime spot for residential and mixed use development which take advantage of Doncaster's waterside location.

A mix of modern terraces, town houses and apartments fronting onto the marina would prove popular. This area is also a potential location for student accommodation.



MINSTER  
CANALSIDE

# AN EXCITING NEW CONNECTING HUB

The iconic Doncaster Minster is the focal point of this area which has huge scope to become a hub which connects the retail area, City Gateway and the rail station with the Market Place and Waterfront.

Buildings to the south of the canal and the surrounding green space have great potential. A comprehensive approach to the future of the area will dramatically enhance the setting of the Minster and re-establish its relationship to the water through new green space and public realm.

In developing this area, it is essential to look from the water outwards creating new opportunities on both banks.



Enhancing the setting of the Minster with new green space and public realm.



### Minster Canal Interim Phase

- |                                                             |                                                                                                     |                                                                                                           |
|-------------------------------------------------------------|-----------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------|
| 1 New street                                                | 14 Active edge of second entrance                                                                   | 24 New river walkway                                                                                      |
| 2 Rail link                                                 | 15 New pedestrian route linking Minster with Interchange                                            | 25 New landmark building to create presence responding to Doncaster College at major arrival point        |
| 3 Staff parking                                             | 16 Improvements to arches                                                                           | 26 New link with steps from Minster Canalside                                                             |
| 4 New offices                                               | 17 New improved pedestrian crossing to connect North Bridge cycleway to High Street and retail core | 27 Grey Friars Road potential closure allowing new development to provide suitable gateway into Doncaster |
| 5 New development and offices                               | 18 Retain potential to create street link under elevated A19 / St George's Bridge in future         | 28 Public realm improvements                                                                              |
| 6 Park / Deliveries                                         | 19 New residential                                                                                  | 29 Extended Minster gardens                                                                               |
| 7 Enhanced bridge and steps connecting to canalside walkway | 20 New canalside walkway on northern bank of canal                                                  | 30 New urban space created to extend Minster gardens                                                      |
| 8 Existing utilities compounds to remain                    | 21 Existing connection to Doncaster College under A19                                               | 31 New improved pedestrian crossing connects Baxtergate with Minster over Church Way                      |
| 9 New entrance to car park                                  | 22 Existing marina walkway                                                                          |                                                                                                           |
| 10 Car park 1                                               | 23 New urban square facing onto waterfront overlooked by new bars and restaurants                   |                                                                                                           |
| 11 Vehicle access                                           |                                                                                                     |                                                                                                           |
| 12 Car park 2                                               |                                                                                                     |                                                                                                           |
| 13 New mixed use development (retail/leisure uses)          |                                                                                                     |                                                                                                           |



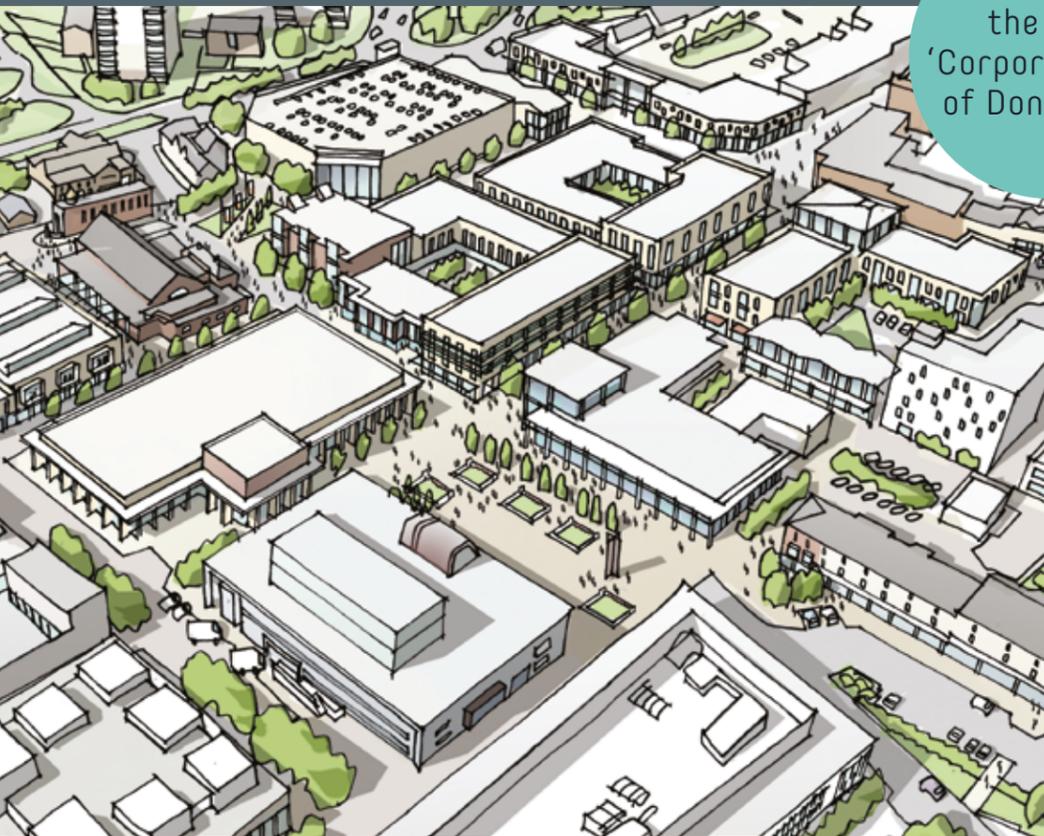
# FROM CULTURAL QUARTER TO CENTRAL BUSINESS DISTRICT

This area has been transformed into a destination in its own right through the development of the new £20m Civic offices, £22m Cast performance venue, Sir Nigel Gresley Square and the impending new leisure uses.

The challenge is to maximise the energy created by building on this for the wider development of the area.

This location is envisaged as the new 'corporate face of Doncaster', with a focus for new office investment, becoming the Central Business District.

Creating the new 'Corporate face of Doncaster'



Maximising the access and usage of our green spaces



# A BETTER BLEND OF GREEN SPACE AND DEVELOPMENT

Doncaster has significant parklands close to the centre. The challenge is to reconnect these green spaces at Town Fields and Elmfield Park to the urban centre.

Fundamental to the aspiration is to create better access to these spaces and improve links with the wider urban environment so they can be enjoyed by more people and complement the wider experience.

These important green spaces should feature prominently in the annual events calendar for the city core to broaden their appeal.





RETAIL CORE

# CREATING A SUPERB RETAIL ENVIRONMENT

Doncaster's retail offer is fundamental to the attractiveness of the Networked City. As such, it is essential to plan for its future in a way that reflects the changing face of retail in the UK and puts it on a firm footing moving forward.

There are three shopping centres with the largest being Frenchgate, which was significantly refurbished and extended in 2006 and now forms Doncaster's primary retail location. St Sepulchre Gate, the High Street and Baxtergate add to the retail core.

Whilst the retail performance of Doncaster has stood up well relative to competition, some areas have declined in importance and are suffering from empty units. The masterplan must respond to these changing trends and consider that the focus needs to be on the quality of the offer in a dedicated retail area to maintain and encourage new visitor footfall.

This in turn will free up other areas to be considered and promoted for the uses such as those outlined in the Innovation Quarter and City Gateway schemes.



Improving the customer experience by raising quality standards



INNOVATION QUARTER

# BRINGING FRESH NEW VIBRANCY TO THE CITY

The consolidation of the Retail Core gives the opportunity to look positively and redefine other parts of the centre. Focused on Hall Gate, Wood Street, Waterdale and Princes Street, the Innovation Quarter will create a new identity for this location.

There is a need to radically change the feel of the environment to raise the quality and provide a new sense of place. Public realm enhancements and a shop front improvement scheme providing incentives to owners to enhance shop front quality will kickstart the transformation.

Engaging with the owners of the empty sites to bring these forward in the context of the Innovation Quarter proposition will complete the overhaul. The council can also contribute with a planning initiative to bring forward a different range of uses and support entrepreneurship.

Creating a new identity with public realm enhancements

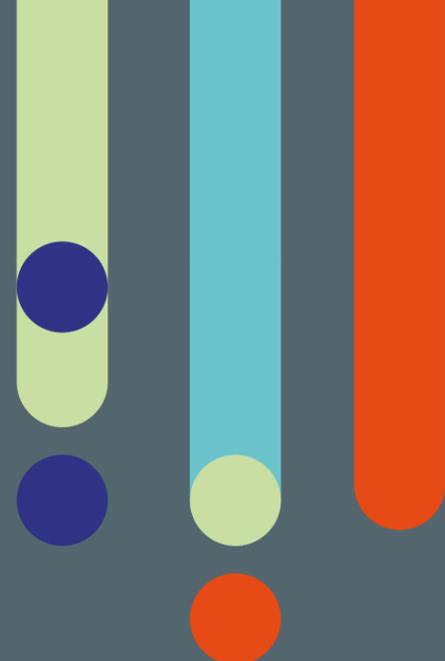




# EXPANDING THE SUCCESS OF DONCASTER

The scale of the opportunity in Doncaster is significant and the masterplan has focused on sites that can have the most economic impact. However, there are other areas that should be considered for change in future phases. These relate primarily to the land to the north of the river and the west of the railway line over North Bridge.

Given the scale of the opportunities identified, it is suggested that Marshgate and Waterfront West are reserve sites to avoid their development drawing investment away from other areas. However, Doncaster should make the most of good opportunities as they arrive and if developers look to bring forward new schemes in these areas, the council will work with them to ensure proposals complement the wider masterplan.



Making the most of good opportunities





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