

# **CITY CENTRE AREA ACTION PLAN**

## **Communication & Consultation Strategy**

### **APPENDIX 1**

#### **SUMMARY OF ISSUES & OPTIONS CONSULTATION FINDINGS**

##### **CITY CENTRE AREA ACTION PLAN ISSUES AND OPTIONS PAPER CONSULTATION**

##### **SUMMARY OF PUBLIC RESPONSES TO QUESTIONNAIRE**

Approximately 2,500 questionnaires were produced and distributed. The responses below are taken from questionnaires completed and returned.

2 different questionnaires were used: a general questionnaire and a questionnaire designed specifically for young people.

#### **GENERAL QUESTIONNAIRE**

##### **453 respondents (includes some young people)**

- Gender: 201 Male & 247 Female
- Disabilities: 22% said they had a long standing illness, disability or infirmity, of which 20% said the illness or disability limited their activities
- Ethnicity: 85% White British, 15% BME (highest percentages of Chinese and Bangladeshi respondents)
- 18% were filled in by members of LGBT communities

**Respondents to the general questionnaire were asked what they used the city centre for:**

- 83%\* shopping
- 58% leisure e.g. cinema
- 53% socialising e.g. pubs & clubs
- 46% accessing services e.g. banks
- 36% working/business
- 19% live in the centre
- 16% education

- 9% other
- 2% religious activities

Better public transport service (13%), alternative leisure offer (12%) and more shops (11%) were the most important incentives for people to use the city centre more.

## Housing

- 19% of questionnaire respondents live in the city centre
- Most respondents felt that a mix of housing types and tenures is necessary for the City centre and would help to create sustainable communities
- 31% of questionnaire respondents felt that family housing should be prioritised but the majority of those consulted considered the city centre unsuitable for families as it doesn't have the infrastructure, space and amenity requirements for families.
- 57% of respondents felt that affordable homes of different types should be provided in the centre, followed by housing for single people or couples (53%) and students (35%).
- "Homes for Life" should be provided, which are easily adaptable for those whose requirements change and accessible for people with disabilities. This view was shared by a number of those consulted.
- 68% of young people consulted felt that the city centre was not somewhere they would like to live.
- Housing proposals should enhance the historic environment and bring unused and Listed buildings back into use.

## Retail

- Respondents generally thought the range of shops on offer was adequate; 56% said the existing shops met all their needs, 36% said they did not.
- Many respondents felt that food shopping in the centre was inadequate and expensive. When asked what additional shops were needed in the city centre, 18 % said more supermarkets and food shops are needed.
- Most respondents felt strongly that we need a more diverse range of offer, including specialist and independent boutiques (23%) and high-end department stores such as Harvey Nichols and Selfridges (10%).
- 2% wanted to see a greater range of cheaper shops.
- Some BME respondents would like to see Asian food and fashion shops in the centre and were interested in initiatives to encourage more diverse and independent shops into the centre.
- Those respondents with disabilities and those who felt that congestion and expensive parking fees were prohibitive to shopping in the city centre found shopping at the Metro Centre more accessible than the City centre.
- There was a general acknowledgement that we do need to extend the range of shops on offer, especially independent shops and some felt the shopping area needs to expand if we are to compete with the accessibility and free parking on offer at the Metro centre.
- However, some stakeholders emphasised the need for new shopping developments, for example Pilgrim street, to be phased in, in order to protect the existing shopping core, especially since Eldon Square is currently undergoing a significant expansion.

## Transport

- 50% of respondents used the bus as their main method of transport into the city centre, followed by car (30%) and metro.
- 47% of respondents felt pedestrianising more city centre areas was the priority as long as people do not have to walk longer distances to their destination.
- 26% felt that there should be dedicated space for cyclists in the city centre.
- 61% of respondents felt that the main priority for improving transport and access in the city centre was more public transport routes at certain times, particularly at night. Later running services were seen as essential to encourage more people to use the city centre as long as they felt safe.
- Safety on public transport and at taxi ranks in the evening was of universal concern, but articulated particularly by BME respondents, many of whom felt unsafe using the City centre and public transport in the evening.
- More transport routes to the West End, particularly metro links and park n ride schemes to the West End.
- Accessibility on public transport was a major concern of those with sensory and physical disabilities, especially the need for more wheelchair space on buses and electronic announcements and screens indicating bus stops.
- 33% said there should be more car parking in the city centre. Congestion and high parking fees were the most frequent complaints of car drivers.
- Stakeholders with an interest in the designation of the Inner Ring road highlighted the importance of reducing non-essential traffic in the centre, whilst maintaining direct bus routes through the city, which in itself encourages people to use public transport rather than the private car.

### **Leisure, Culture, Tourism**

- 44% of respondents would like to see more cultural attractions such as museums, theatres & galleries
- 42% would like more family-orientated activities.
- 40% would like to see a new major tourist attraction, like the Discovery Quarter
- 38% would like more leisure facilities for young people and 37% would like more leisure facilities for older people.
- 67% of young people who responded to the young persons questionnaire (those aged 25 and under) used the city centre for meeting friends and there is a lack of meeting places and facilities to meet this demand. 75% of young people said they use the city centre at night time
- The most frequent general response to this topic concerned the evening economy and the need for a broader range of attractions and activities other than just drinking-based activities. When asked how the city centre could appeal to a wider range of people at night, 32% of respondents said the city centre needs to be safer, 28% said alternative entertainment, 17% said anti-social behaviour needs to be reduced, 13% said there should be fewer bars, pubs & clubs, and 11% said later running transport.
- More emphasis on promoting local culture and leisure, more sports facilities and later opening hours for shops, cinemas and cafes were all suggested as ways to redress the balance between “City of culture” and Newcastle as a “party city”.
- The potential of the river could be harnessed for sporting and tourist activities such as river transport.
- With regards to a regional convention centre and casino situated in the city centre, there were many views but a general acknowledgement that

diversification of the current tourism facilities, including business tourism is needed.

### **Conservation, Archaeology, Design & Open Space**

- 71% of respondents felt that new design should complement existing buildings
- 70% felt we need more green space in the city centre. Some felt there was a conflict of interest between young people and older people using public spaces.
- Young people in particular felt that more green space was needed (65%) and more open space for pedestrians (41%). There was an acknowledgement among respondents in discussion forum, particularly BME workshop, that there is a need for more areas in the city centre where children and young people can meet up.
- Respondents with physical & sensory disabilities and older people felt that street furniture, cafes extending onto the pavement and steep slopes were obstructive to pedestrians and that there is a need for guidelines on what is and isn't acceptable. A lack of accessible public toilets, particularly out of hours, was also an issue.
- There is a need for a coherent approach to street design and maintenance as well as signage in the city.
- Public art should be well planned and reflect the diversity of the people living in Newcastle
- Many of those consulted felt that disused buildings in the city centre should be refurbished and reused, as housing... There was support for the establishment of a local list of buildings of local interest.
- Improved linkages between city centre and west end
- Biodiversity and environmental interests should be considered within this topic.

### **Economy**

- From a list of four options, 59% of questionnaire respondents thought that more tourist attractions was the priority in order to improve the local economy. Some people thought that Newcastle doesn't do enough to maximise on tourism potential and that we need to be more creative. 52% considered there should be more support for small businesses to set up in the city, 46% thought we should do more to encourage graduates to stay in the region, and 29% thought we needed more business developments.
- BME respondents felt that there is not enough of the right kind of employment and leisure facilities to attract BME residents to the city centre. More of these would encourage more people into the city and boost the economy, as well as the diversity of offer. China Town is seen as a successful example of the economic potential of specific multi-cultural areas within a city centre.
- Extended opening hours for shops and leisure could help boost economy.
- Training and employment opportunities for local residents should be linked up to new developments
- Transport links up west road and better linkages between the city centre, through the Discovery Quarter.
- The extent to which the development of the evening economy is considered within the CCAAP is not clear

### **Community Safety**

Although this was not a topic at the outset, there were many comments related to the safety of the city centre and the perception that at certain times and for certain communities it was not safe:

- When asked how the city centre can appeal to a wider range of people at night, 32% of respondents said a safer environment, 17% said reduce the anti-social behaviour, 9% said more police or street wardens in the streets, 3% said safer public transport and 2% said a safer LGBT scene.
- 5% of those consulted said they did not use the city centre because they did not feel safe
- 3% of those consulted said they would use the city centre more if there was a safer environment
- BME: in workshops, BME residents of Newcastle said that using public transport after a certain time, especially the Metro, was unsafe or felt intimidating at certain locations. Many felt that walking around the city centre after 5 or 6pm was unsafe, due to the potential risk of abuse or anti-social behaviour.
- Many respondents in discussion groups felt that the evening economy emphasis on drinking made the city centre an intimidating place to be in the evening and that more could be done to attract a wider range of activities and people. Taxi ranks were also perceived to be unsafe due to the risk of anti-social behaviour.

### **Discovery Quarter**

- 65% of respondents think new leisure developments would help to regenerate the Discovery Quarter, 58% think improved transport and pedestrian links are necessary, 45% think housing should be included, and 35% consider business use would regenerate the area.
- In discussion forums, improved transport links through this area between city centre and West End was a regular consideration.
- ONE considers Science City to be central to its plans for the economic development of Newcastle and the North east. The requirements of the creative industries, which are important to the economic success and image of the city and region, should be represented within the CCAAP.
- Developers and stakeholders with an interest in DQ area and their representatives have specific concerns relating to their interests.

### **East Pilgrim Street**

- 70% of respondents to the questionnaire felt that the top end of Pilgrim street should be pedestrianised, although some were keen to know what would happen to the bus route and whether this would affect access to the city centre
- 24% of respondents thought the top end of Pilgrim Street should not be pedestrianised
- When asked what uses should be promoted to help regenerate the Pilgrim street area around the Old Odeon, 66% said leisure, 55% retail, 36% housing, including student accommodation, and 22% office and business.
- The success of any development in this area is seen to be dependent upon good pedestrian access. However any change in transport movement in the area must take into account accessibility, especially for people with mobility problems.

- English Heritage feel there is a need to understand how many of the buildings on the site came to be vacant or underused and make sure the root causes of the problem are tackled. They feel also that regeneration of this area should respect existing routes and urban blocks.
- Nexus have some concern over how buses would be accommodated if Pilgrim street were to be pedestrianised

\* All figures in percentages are taken from the 453 respondents who filled in questionnaires. Some of these questions were open-ended and some had tick boxes. Other comments are based on discussion forums with minority and interest groups.

## **YOUNG PERSONS QUESTIONNAIRE**

### **97 respondents to young person's questionnaire**

- Gender: 45 male & 47 female
- Disabilities: 7% had a disability
- Ethnicity: 77% White British, 18% ethnic minority, 4% white other

#### **1. Is the City centre somewhere you would like to live?**

|     |     |
|-----|-----|
| Yes | 26% |
| No  | 68% |

#### **2. Do the existing shops in the city centre meet all your needs?**

|     |     |
|-----|-----|
| Yes | 80% |
| No  | 15% |

#### **3. What mode of transport do you usually use for the main part of your journey into the city centre?**

|              |     |
|--------------|-----|
| Bus          | 55% |
| Metro        | 26% |
| Train        | 1%  |
| Car          | 6%  |
| Walk         | 5%  |
| Cycle        | 3%  |
| Don't Travel | 1%  |
| Other        | 27% |

#### **4. How would you improve transport & access to the city centre?**

|                                   |     |
|-----------------------------------|-----|
| More pedestrianised areas         | 25% |
| More car parking                  | 32% |
| More dedicated space for cyclists | 16% |
| Improved road networks            | 21% |
| More public transport             | 57% |
| Improved public transport routes  | 50% |

#### **5. What do you use the city centre for?**

|                               |     |
|-------------------------------|-----|
| I live in the Centre          | 6%  |
| Shopping                      | 94% |
| Working/business              | 10% |
| Education                     | 14% |
| Accessing services e.g. Banks | 28% |
| Leisure e.g. Cinema           | 65% |

|                             |     |
|-----------------------------|-----|
| Socialising e.g. pubs/clubs | 50% |
| Meeting friends             | 67% |
| Other                       | 4%  |

**6. What types of leisure activity would you like to see more of in the city centre?**

|                                  |     |
|----------------------------------|-----|
| Cultural e.g. museums/galleries  | 52% |
| More open spaces to meet friends | 44% |
| Major visitor attraction         | 25% |
| Health & sporting facilities     | 38% |
| None                             | 15% |
| Other                            | 2%  |

**7. Do you use the city centre in the evening or night time?**

|     |     |
|-----|-----|
| Yes | 75% |
| No  | 21% |

**8. Do you feel safe in the city centre?**

|     |     |
|-----|-----|
| Yes | 71% |
| No  | 24% |

**9. What would make the city centre environment better?**

|                                  |     |
|----------------------------------|-----|
| Preserve the historic buildings  | 35% |
| More open spaces for pedestrians | 41% |
| More public art                  | 18% |
| More green space                 | 65% |
| High quality modern architecture | 19% |
| Other                            | 5%  |

**FORMAL RESPONSES RECEIVED**

**Statutory Consultees**

- North East Assembly
- Parish Councils
- Adjacent local authorities
- The Countryside Agency
- The Environment Agency**
- The Highways Agency
- English Heritage**
- English Nature**
- The Strategic Rail Authority
- ONE Northeast**
- Northumberland Tyne & Wear Strategic Health Authority
- Northern Gas Networks Ltd
- Northumbrian Water Ltd
- Government Office for the North East**

\* Organisations in bold are those from whom we have received responses

## Organisational & Developer responses

- Department for Transport
- Barton Willmore Partnership on behalf of Ashdale Land & Property Company Ltd
- Ward Hadaway on behalf of Bellway Homes North east
- Nathaniel Lichfield & Partners (NLP) on behalf of Isle of Capri Casinos and Strawsons Property
- NLP on behalf of Capital Shopping Centres
- NLP on behalf of George Wimpey City
- NLP on behalf of the Co-operative Group Ltd.
- Turley Associates on behalf of Multiplex Developments Ltd
- Llewelyn Davies Yeang on behalf of Vico properties (Northern) Ltd
- Sanderson Weatherall on behalf of Royal Mail Group Plc
- Northumbria University
- The Northumberland and Newcastle Society
- Neighbourhood Services, NCC – Kevin Coombs
- Tynebikes
- Libraries PFI Manager – Stephen Darby
- Nexus
- Elders Council of Newcastle
- Leazes Park Manager – Adam Greenwold
- Sport England
- Regeneration Section, Neighbourhood Services Directorate

## RESPONSES BY TOPIC

### HOUSING

**Elders Council:** consider that housing in the city centre should concentrate on student accommodation, key worker and housing for single people. New housing developments should focus on “Homes for Life”, designed to be easily adapted for different requirements in later life.

**BME workshop:** about half of respondents said they would like to live in the City centre. It was thought to be convenient, good for single people and students and those who worked in town. However, a lack of space and facilities for families, affordable housing to buy and rent and a lack of parking for families and their visitors presented a barrier to city centre living.

Affordable housing to buy and rent, duplex-style family housing, flats, student accommodation and sheltered housing schemes were all suggested as appropriate types of housing for the City centre. Chinese Elders felt strongly that they would like to live in the city centre together to provide mutual support. Other suggestions included communal roof top gardens, homeless

accommodation, professional accommodation near the RVI for workers and that housing should be incorporated into new commercial and retail developments.

**Sensory Support Team:** New housing developments should be accessible to those with sensory disabilities. Private developments often prioritise security over accessibility through sites for the public so people have to take long routes around them. Housing for couples and single people is appropriate in the city centre but there are not facilities for families and children such as open space, gardens, schools and nurseries. City centre residents need enough parking. Affordable housing schemes should be prioritised for the city centre

**Better Days:** No one in the group interviewed said they would like to live in the city centre as it is seen as too expensive, there are no schools and it was seen as noisy from traffic and drunken people. Having said that, people felt that more family housing should be provided. Multi-storey flats were seen as dangerous.

**Newcastle Disability Forum:** New housing should include a percentage of new homes designed as “Homes for Life”. Dropped kerbs and houses with no step up to the door should be considered when developing housing suitable for disabled people. Public amenities are essential near to where new housing is developed.

#### **Young People (questionnaire)**

Is the City centre somewhere you would like to live?

|     |     |
|-----|-----|
| Yes | 26% |
| No  | 68% |

#### **Stakeholders:**

**Barton Willmore Partnership** (on behalf of Ashdale Land & Property Company Ltd.) – concerned with the need to ensure a broad range of housing land supply to deliver sustainable communities, since many city centre housing schemes often lack the necessary infrastructure (schools, nurseries, convenience retailing etc.) to create sustainable communities. Will be urging the Council to consider the need for mixed tenure housing including family housing in outlying parts of the city.

**Ward Hadaway** (on behalf of Bellway Homes North East). They consider that the City centre should not be promoted as an area appropriate for family housing and those applicants and developers should not be conditioned to provide a certain level of family housing. *Please see letter for full details*

**Nathaniel Lichfield and Partners** (on behalf of George Wimpey City). Client has landholdings within the city centre at the confluence of the Rivers Tyne &

Ouseburn. If the housing requirement precludes delivery of all available brownfield sites identified within the urban capacity study, then sites will have to be prioritised. George Wimpey City considers that in this case the priority should be vacant and underused sites such as their site at the confluence of the Tyne and Ouseburn. The planning process should be flexible enough to enable additional sites to be brought forward to meet any potential increase in housing requirements and not constrain supply.

The market for family type dwellings could cut across the initiatives of Bridging Newcastle Gateshead. The figure of 25% affordable housing within developments does not appear justifiable when houses can still be bought for £30K in the east and west ends. *Please see letter for full details.*

**Nathaniel Lichfield and Partners** (on behalf of the Co-operative Group Ltd.)  
If the City Council consider prioritisation for housing sites necessary, the Co-op group would welcome a policy which recognises both the importance of regeneration of the built heritage, particularly long-term re-use of Listed buildings, and the benefits that housing developments can have to supporting housing market renewal in existing adjoining residential areas.

Appropriate policies should be formed which recognise that residential can be a viable use within Listed Buildings and can secure their long-term occupancy.

Benefits to existing housing market renewal areas by housing developments on their fringes can include improvements to physical environment including physical links and improvement to the profile of the area.

The Blandford square site, in which the Co-op holds assets offers the opportunity to enhance existing adjacent residential areas to the west. *Please see letter for full details.*

**Llewelyn Davies Yeang** (on behalf of Vico Properties (Northern) Ltd.)

Vico wishes to respond to the housing figures through the Core Strategy Preferred Options report, rather than the CCAAP. They consider that the Council should incorporate a mix of housing types and tenures to create sustainable communities, and that there is a role for larger family units within this mix. They support an approach that identifies areas of the City suitable for sustainable development, including housing, which would ensure that new homes are focussed in appropriate locations without being prescriptive as to which sites should come forward first or in which order.

DQ area is an appropriate area for future housing development, however Pilgrim Street is not seen as having the potential to contribute to housing market renewal. *Please see letter for full details*

**One North East**

Considers that housing development in the city centre area should not be at the expense of the priority for housing market restructuring in the residential areas neighbouring the city centre under BNG. Nor should it be at the expense of prioritising employment accommodation in the city core, as there has been successful re-population of the city centre in recent years, and the emphasis should now be on employment in the city centre and residential in BNG areas. *Please see letter for full details*

**Northumberland & Newcastle Society:** The society finds the housing paper very confusing. The question they feel necessary to ask is whether the city centre lends itself to any housing developments other than flats, whether by the re-use of existing premises or new build. The feeling is that projections of housing need are unexplained, and that the issues of the social strata and personal preferences of people likely to want to live in the city centre are disregarded.

The society supports the idea of student housing in the DQ area. *Please see letter for full details*

**English Heritage:** Supports housing priority being given to proposals which safeguard or enhance the historic environment. Housing market renewal decisions should be informed by a clear understanding of the significance and value of local neighbourhoods to the people that live there.

**Sport England:** emphasises the need to use planning obligations as a way of securing the provision of new or enhanced places for sport and a contribution towards future maintenance, to meet the needs arising from new development. It is considered that the AAP should address the sport and recreational needs that will arise from the promotion of increased housing within the City Centre, and acknowledge that there are also opportunities to promote sport and active recreation within the employment, mixed-use schemes within the City Centre.

**Neighbourhood Services:**

The Council is currently developing a Sustainability Charter and Environmental Policy and an Environmental Action plan, which will help in the planning for sustainable housing. It is expected to be formally agreed and adopted by September 2006.

If a significant amount of new housing is created in the City Centre, there will be a requirement for appropriate public realm improvements to make this sustainable and attractive to potential residents. An increase of residents and infrastructure will place greater demand on Neighbourhood Services with regard to the provision of waste collection, recycling, street cleansing, grounds maintenance, highway repairs, street lighting and street furniture. It will also affect the timing of services. This will need detailed consideration when deciding the location of future housing and its design. An increase in small retail outlets will generate more litter and waste and adequate waste storage needs to be included within the planning consent for these outlets.

New student accommodation also creates a number of service issues which can be reduced by good design.

Neighbourhood Services would like to work with CC team on the development of open spaces throughout the City Centre, to be aligned with the Green Space strategy they have developed.

## **RETAIL**

**Elders Council:** More mid-range food shops are needed. Fenwicks and M&S are too expensive. More places to buy fresh food. There should be more variety so that the city is a one-stop shop for shopping. There are not enough shops offering a delivery service and too few DIY and “white goods” shops. Shops need clear signposting inside so that people know how far they have to walk to their destination.

**BME workshop:** Respondents generally liked the shopping on offer and thought there was a good mix of indoor and outdoor shopping, but felt that expensive parking fees, congested traffic and expensive shops all discouraged people from shopping in the City centre and encouraged people to go to the Metro centre. Many felt that more shops would enhance the shopping offer. Particular suggestions included cheaper shops, a food supermarket and Asian fashion and food shops, as well as more high-end department stores such as House of Fraser, Harvey Nichols and Harrods. More facilities and activities for children while parents were shopping, and street markets were also popular.

**Sensory Support Team:** More department stores are needed such as Selfridges and Harvey Nichols. We need more good food shops and delis, more Sunday markets and specialised boutiques. The shopping area needs a soul to attract shoppers. The Victorian Arcades development in Leeds is a good example of well-designed retail development.

**Better Days:** Responses generally revolved around the accessibility of shops. All shops are good but some shop staff are not helpful enough with disabled people. When shops in town move, it is very difficult to find out where they have moved to, there should be more signage. Eldon square is easy to navigate but the rest of the town centre is not, especially when shops change their layouts i.e. Marks & Spencer. Often shop aisles are too cluttered for wheelchair users. The shop mobility scheme at the back of Eldon Gardens is good but the lift is only big enough for one person, which is not helpful.

The doors into the Green Market are not automatic, which makes it difficult for physically disabled people to get in by themselves. The lifts are hard to find and are the sort where you have to pull the door closed behind you – these need updating.

**Newcastle Disability Forum:** Entrances to shops need to be accessible to wheelchair users. Sometimes this just means a drop kerb and no step. There should be more specialised shops and farmers markets.

## Young People:

Do the existing shops in the city centre meet all your needs?

|     |     |
|-----|-----|
| Yes | 80% |
| No  | 15% |

## Stakeholders

**Nathaniel Lichfield and Partners** (on behalf of Capital Shopping Centres) Managers and joint owners of Eldon Square. CSC wishes to continue to be involved in the planning of the City Centre. CSC feel that care should be taken to ensure that retailer demand is met through the provision of accommodation in the most appropriate locations, so as to protect the existing core shopping area.

CSC is set to deliver a “net” increase of over 300,000 sq ft. of retail floor space within Eldon Square, within the existing core. The current imbalance in retail activity between the area to the north and south of Blakett street will be addressed by the redevelopment of the Southern-most section of Eldon Square. CSC feels it is important that the redevelopment of Eldon Square is not threatened by the provision of new retail accommodation on the edge of, or beyond the existing shopping core. They propose adopting policies which establish a phased approach to any new retail outside the established Core Shopping area.

*Please see letter for full details*

**Llewelyn Davies Yeang** (on behalf of Vico Properties (Northern) Ltd.) Supports the view that the Council must provide more retail floor space to meet high street retailer and shopper demands and compete with other regional cities. They suggest there is scope to introduce retailing in the DQ area.

**One Northeast:** acknowledges that the need for retail distinctiveness is an issue.

**Northumberland & Newcastle Society:** independent retailers should be given encouragement to locate in the City centre, in order to provide diversity. Redevelopment of Eldon Square will provide extra space. Unused existing floor space needs to be marketed and developed. Using Pilgrim street East for retail would not be beneficial as it is too far removed from the main shopping areas.

**English Heritage:** would welcome an uplift in the vitality of the southern shopping area- Grainger Street /Clayton Street.

**Neighbourhood Services:** Location of shops and services specifically aimed at young people needs consideration in order to avoid conflict or poor

perceptions from other consumers, e.g. in Eldon Green. Extended opening hours in recent years has brought unpredicted associated costs of keeping the City centre presentable. The infrastructure to support services like waste collection or street cleaning does not align with changing shopping culture.

## **TRANSPORT**

### **Elders Council:**

- Pedestrianisation of more streets is ok in principle, however it would be unhelpful to increase the distance people have to walk from transport to facilities
- Cyclists should be kept off the pavements
- There should be more public transport at night but people need to feel safe.
- In terms of public transport routes, reliability and punctuality are important to older people, routes and frequency should be designed for the convenience of passengers. Older people are heavily reliant on public transport so the siting of bus stops, congestion at bus stops and sign posting to taxi ranks are all important.
- Congestion at bus stops can prevent low liner buses from drawing up at the pavement and therefore makes it more difficult.
- The Quayside bus link has improved access to the Quayside, Baltic and the Sage. Could this be linked up to all cultural facilities in the City?
- Timings of pedestrian crossings are generally felt to be too short. And should be revised. Park n ride schemes should be encouraged, particularly from the West End.

*Points from Interim report of a working group “An Older Person Friendly City Centre”* The design of buses, siting of bus stops, access to Metro stations, bus routes and changes in concessionary fares all have an impact on older people’s ability to be active citizens.

**BME Workshops:** There were many transport concerns amongst participants.

- The metro system was felt to be efficient and fast, but it needs to be extended, especially into the West End, and there were many issues of how safe it was to use in the evening and at night. Security staff in Metro stations would help.
- Walking around the City centre is easy but people felt it was unsafe after 5 or 6pm, due to the potential risk of abuse or anti-social behaviour.
- Fees for car parking and bus fares were felt to be too expensive and confusing and some bus services unreliable, especially north to south of the City.
- Services should be extended later and should be more frequent – this would encourage more people to use the City Centre.
- Congestion problems and confusing and non-direct road networks were also mentioned.

### **Sensory Support Team:**

- There should be clear provision for cyclists, as cyclists on pavements are a danger for deaf and visually impaired pedestrians. Parking space in the City is an issue as parking on pavements impairs people in wheelchairs and those who are visually impaired.
- Public transport in the West End is not good, there should be a metro service. Newcastle's bus services are too linear – you have to go into the centre to catch a bus somewhere out of town. Services should be more circular.
- Public transport fares should be cheaper to reduce the incentive for people to drive into the centre.
- Bus and Metro services need to be more accessible to people with sensory disabilities: bus drivers often don't lower the bus for people to get off, there is usually only one space for a wheelchair, electronic announcements at bus stops would make it easier for people to know which stop they were at. Metro stops are only announced in the City centre; the service is intermittent outside the centre. Notices on buses are often too small to read.
- There is a perception that it is not safe for people queuing at night at bus stops and taxi ranks.
- Transport should run later on in the evening

### **Newcastle Disability Forum:**

- There is usually one space for wheelchairs on buses. There should be more thought put into how disabled people get into town. The Metro centre is much more accessible.
- Steep slopes, such as down to the quayside can be a problem for users of wheelchairs and other motorised vehicles. Lifts should be provided in these cases or elderly people, disabled people and their relatives will not be able to access significant parts of the city. Also underpasses such as along great north road from Brandling villas up to Newcastle University library are inaccessible – dipping and then rising steeply.
- Cyclists should have separate lanes not on the road.

### **Better Days:**

- Drivers should always lower the buses to the pavement and tell people which stop they're at.
- Children's prams are prioritised over wheelchair users
- Confusion over where the Nexus care bus service will pick up from and take people to
- The Metro is dangerous and the escalators are too fast for people to get on.
- There should be more disabled accessible black cabs. Taxi drivers need to be trained in disability issues
- Need more pedestrian crossings, the ones that don't beep are hazardous to visually impaired people. There is not enough time to cross the road before the lights change.

- Blakett street should be pedestrianised but unless the signage is very good it would be confusing for people who are used to getting the bus from there.

### **Young People:**

What mode of transport do you usually use for the main part of your journey into the city centre?

|              |     |
|--------------|-----|
| Bus          | 55% |
| Metro        | 26% |
| Train        | 1%  |
| Car          | 6%  |
| Walk         | 5%  |
| Cycle        | 3%  |
| Don't Travel | 1%  |
| Other        | 27% |

How would you improve transport & access to the city centre?

|                                   |     |
|-----------------------------------|-----|
| More pedestrianised areas         | 25% |
| More car parking                  | 32% |
| More dedicated space for cyclists | 16% |
| Improved road networks            | 21% |
| More public transport             | 57% |
| Improved public transport routes  | 50% |

### **Stakeholders:**

**Department of Transport:** Local Authorities should seek railway input from Network Rail and other industry parties on plans

**Nathaniel Lichfield and Partners** (on behalf of Capital Shopping Centres)  
Wish to support the continued designation of the IDR along Percy Street and Newgate Street to the immediate west of Eldon Square.

The demolition, as part of the redevelopment scheme to Eldon Square, of the multi-storey car park on Newgate street, will assist the Council's long-term objective of reducing non-essential traffic on the IDR.

Removing buses from Blakett street must be considered in light of the Council's wider objective to encourage modal shift among visitors to the City Centre so that public transport is favoured over the private car.

Increased car parking in the City centre is supported, as long as it's provided in locations which contribute towards the reduction of non-essential traffic within the core area and on the IDR.

**Llewelyn Davies Yeang** (on behalf of Vico)

Support the objectives to reduce reliance on private vehicles as well as improving pedestrian and cycle links and increased connectivity. The Council should consider parking standards with a view to reducing requirements within the city centre, particularly for residential developments close to public transport hubs.

**Tynebikes:** Keen interest in transport and environmental matters relating to the city centre. Would like to meet to discuss issues either directly or through the Council's cycle forum.

**Paul Taylor on behalf of Nexus**

Want to emphasise the importance of the direct through routes for local buses across the City centre. Use of Blakett street by cross city bus services is an essential contribution to the viability and customer attractiveness of Nexus' services. If the top end of Pilgrim street were to be pedestrianised, Nexus would be concerned about how buses would be accommodated. Direct and convenient pedestrian routes for public transport users through the city need to be maintained.

Greater enforcement of existing bus priorities is essential, including looking at provision of loading and delivery facilities. If buses are prevented from pulling up to the kerb, this negates the benefits to disabled passengers of the provision of low floor vehicles (of which the highest concentration is found in Tyne & Wear).

There should be further consultation regarding the road networks with the three main local bus operators as well as Nexus. Park n ride sites, need to be implemented in a way that does not undermine existing public transport routes.

*Please see letter for full details*

**Sport England:** supports the acknowledgement of the need to address walking and cycling issues in the city centre. It is increasingly important to promote cycling and walking in the centre.

**Sanderson Weatherall (on behalf of Royal Mail):**

- It is important that Royal Mail is able to operate its business unrestricted 24 hours a day within the city centre. Although they agree with the need to manage access to the city centre and reduce congestion, they are a key part of the infrastructure of the City Centre and must be able to access businesses and post boxes around the City, which is essential to their everyday requirements.
- Sanderson Weatherall therefore wishes to be consulted on any potential transport infrastructure works (including phased development schemes) which could potentially affect the operational use of our client).

**Joint Committee on Mobility of Blind and Partially Sighted People (JCMBPS)**

Urge Council to consider their policy statements on Local Transport Plans and Walking Strategies when drafting the CCAAP. *(copy in response file)*

### **Neighbourhood Services**

The creation of new public space as a result of changes in the inner ring road, will bring additional maintenance issues i.e. pavements to be cleaned more regularly, greater risk of trips and slips especially where vehicles have to access. We assume there will also be more street furniture to maintain, which will increase costs. Does the CCAAP make provision for increased maintenance costs as a result of new development?

- Neighbourhood services supports the concept of a freight consolidation site on the outskirts of the City Centre allowing lighter “shuttle” vehicles into the centre.
- How will an increase in parking spaces for private cars, as a result of more residential accommodation in the centre be accommodated?
- Cycling routes or prohibition notices for certain areas are necessary. Cycle racks should be provided in appropriate positions designed to facilitate easy removal of debris.
- Designation of “safer walking routes”: well-lit, safe and maintained 24hr routes covered by CCTV would encourage more people to walk around the city.

### **LEISURE, CULTURE, TOURISM**

#### **Elders Council:**

- More events specifically aimed at Older People: increase activities and facilities at MEA House.
- There should be more of a balance between Newcastle as a “City of Culture” and the party City image.
- There should be a Senior’s centre with learning and social activities for older people.
- Museums should have “Happy Hours”.
- Older person friendly facilities – Castle Keep is a good example with the virtual tour for those who cannot access the upper floors.
- Ensure Science Central has facilities for older people and extend the appeal of Centre for Life for older people – it just concentrates on children at present.
- Maintain and develop existing sporting facilities e.g. Eldon Square with more sessions targeted at older people and more publicity. Bowling is very popular but generally there is not a great range of facilities for older people.
- Older people use libraries very often – there is some concern about the provision in the City during the rebuilding
- There should be more emphasis on local culture and leisure, rather than so much attention on high-profile buildings like Baltic and Sage.

#### **BME Workshops:**

- Laing, Discovery Museum, Baltic, St James' Park and Millennium bridge all positive attractions
- Major concern is the pubs and clubs-based leisure offer in the evening which excludes families, children and many BME communities because of the lack of variety and the perceived safety risk.
- Generally very little to do for families and the cost of leisure centres, lack of variety and culturally specific venues is prohibitive.
- People would like more for young people and families to do, more safe spaces and parks, more community facilities, a greater variety of shopping and more Asian concerts. These things would make them use the city centre more during the day
- At night, shops, cinemas and other leisure should be open for much longer – this would contribute to a safer more family feel in the evening.
- Alternatives to drinking – live entertainment, cultural show and gigs in appropriate venues as well as better transport at night and more of a café culture is suggested.

#### **Sensory Support Team:**

- More sports activities, international swimming pool, gyms should be accessible for everyone. Currently, disabled people have to pay for an assistant if they want to use gyms.
- Conference centre should not be in the centre of town. People are not sure whether another Casino is a good idea
- The River should be maximised to encourage tourism in the area. Ferries and water taxis could be used as a tourist attraction and to transport people from west to east without having to go through the city centre. River should also be used for sporting activities.

#### **Newcastle Disability Forum:**

- Insufficient leisure provision in the centre i.e. cinema
- Arena is difficult to get to for disabled people
- Parking is difficult at Centre for Life
- Would like more family orientated activities as drinking culture discourages people from using the centre at night.
- We need more sports activities such as climbing walls, indoor leisure like Metroland and an accessible swimming pool in the city centre

#### **Better Days:**

- Most people from the group don't go into the city centre at night, especially when evenings are dark as it is felt not safe, there are too many people drinking and the possibility of fights etc.
- People would use cinemas and cafes if they were open later at night
- When people with carers go out, they have to pay for their carer as well, which is too expensive. There should be discounts.
- There is not enough support for disabled people to use Eldon Square gym

- In theatres, disabled people can only go in the stalls because there are no lifts in either Theatre Royal or the Tyne Theatre. This means they have to buy the most expensive tickets.

### **Young People:**

What do you use the city centre for?

|                               |     |
|-------------------------------|-----|
| I live in the Centre          | 6%  |
| Shopping                      | 94% |
| Working/business              | 10% |
| Education                     | 14% |
| Accessing services e.g. Banks | 28% |
| Leisure e.g. Cinema           | 65% |
| Socialising e.g. pubs/clubs   | 50% |
| Meeting friends               | 67% |
| Other                         | 4%  |

What types of leisure activity would you like to see more of in the city centre?

|                                  |     |
|----------------------------------|-----|
| Cultural e.g. museums/galleries  | 52% |
| More open spaces to meet friends | 44% |
| Major visitor attraction         | 25% |
| Health & sporting facilities     | 38% |
| None                             | 15% |
| Other                            | 2%  |

Do you use the city centre in the evening or night time?

|     |     |
|-----|-----|
| Yes | 75% |
| No  | 21% |

Do you feel safe in the city centre?

|     |     |
|-----|-----|
| Yes | 71% |
| No  | 24% |

### **Stakeholders**

**Nathaniel Lichfield and Partners** (on behalf of Isle of Capri Casinos Ltd and Strawsons Property)

- Pottery Lane site has consistently been identified as a location suitable to accommodate a regionally significant leisure facility. It is anticipated that a planning application will be submitted for a regional conference centre and casino later this year.

- Diversification of tourism facilities within the City should be encouraged. They suggest a regional Casino would be an appropriate attraction and this should be promoted.

- It is important that the night time economy is broadened and Isle of Capri will be proposing a major mixed-use leisure development including bars, restaurants and an exhibition space, in which shows could be held in the evening.

- Support the proposal for a regional casino/conference centre and consider that a regional casino should be identified within the AAP. Consider Pottery Lane site as most appropriate location

**Llewelyn Davies Yeang** (on behalf of Vico)

Need to provide an alternative leisure offer in the City including facilities such as restaurants and cafes suited to a more mature market, including families. There is potential to accommodate this within the DQ area developing on Centre for Life and Discovery Museum.

**One Northeast:** RDA welcomes vision to create a European city centre of unique character. Anticipated that prior to or during the next stage of consultation they will have further evidence relating to business tourism and accommodation sector topics which will help inform the plan process.

One Northeast is currently working to facilitate the formation of Tyne & Wear Tourism Partnership (ATP) and encourages the Council to engage with this as part of the CCAAP consultation to ensure alignment of the document with the emergent Area Tourism Management Plan for Tyne & Wear.

**The Northumberland and Newcastle Society:**

- We need to retain a balance between the different sectors of the population – we may have reached saturation point with regards to bars and restaurants but there is still scope for the cultural side.
- A purpose-built concert hall is required as well as an opera house. This would create more demand for hotels etc.
- The society considers that an amusement park or casino would be out of place and diminish the quality of the City. There is however, merit in considering a purpose-built conference and exhibition centre on the periphery of the City.
- Joining the City centre with Gateshead or the Ouseburn would be cumbersome and unwieldy

**English Heritage:**

- Supports the diversification of the night time economy. It is difficult to consider the benefits or otherwise of a “large-scale family attraction” without knowing what it would be and where.
- There should be closer working with Gateshead Council – Tyne Gorge should be regarded as a single entity.
- Caution needs to be exercised in developing the Ouseburn as only part of a much larger area. Its unique location and character must be preserved.

**Neighbourhood Services:**

- Wish to work with CC team to develop proposals which aim to diversify the night time economy in a sustainable way especially regarding design and maintenance. Interest in the concept of Business Improvement Districts (BIDS) as a way of delivering enhanced services to maintain the quality of the public realm on an almost 24 hour basis.

- The topic paper should acknowledge the value of accessible, good quality leisure facilities in the city centre.
- Impact of the Licensing Act on later opening hours has had a major effect on cleaning the City Centre overnight. Many more premises do not close now until 3am or 4am which limits the capacity of the nightshift to restore cleanliness by 6am when the shift ends.
- Pavement cafes: these areas cannot be swept and owners only make an effort to clean up when challenged. This can coincide with the end of the dayshift for environmental maintenance with rubbish left until the nightshift starts, there are no environmental enforcement officers at work in the evening or at night so this is a significant issue.
- Mechanical sweepers cannot pick up dropped leaflets and flyers
- In order to become more diverse and family friendly, alternative space for young people is necessary.

## **CONSERVATION, ARCHAEOLOGY DESIGN & OPEN SPACE**

### **Elders Council:**

- Keep and improve the green space we have already.
- There is a conflict of interest between young and older people in terms of open spaces in the City. Older people would prefer somewhere with seating to sit and have conversation, whereas young people want to meet friends and be exuberant.
- More public art
- Preserve and increase access to historic buildings e.g. Castle Keep.
- Make things to an Older person friendly design i.e. not a hazard – street furniture (and street cafes) can be obstructive to older people and street. Do you need a license to put tables on the street?
- People still cycle up and down Northumberland Street. It is unclear what is footpath and what is public realm.
- Signs should be colour-coded. Too many signs are confusing

### **BME Workshops:**

- Too few green and open spaces, too few public toilets
- Not enough places for children and young people to meet up – could do more for kids in the Eldon Square area
- Old historical buildings should be preserved and new build should complement existing streetscape
- Connection between Quayside and the City is not good.
- Pilgrim street should be pedestrianised
- More pedestrianised areas and a café culture feel is needed
- Empty and disused buildings need to be refurbished and re-used
- Narrow roads and tall buildings block out the light and make it feel unsafe
- Public art is good but there should be more that reflects the diversity of cultures living in Newcastle and it should be reflective of the people living in each area

### **Sensory Support Team:**

- New developments should replicate the architecture of Grey street and Grainger street
- Metal studs on Grey street become slippery when wet and are dangerous
- We need more green space and parks
- New buildings should be environmentally sound and sustainable i.e. using bamboo in a design to reduce the need for air conditioning
- Blakett street is a pedestrian area with buses travelling through – dangerous

### **Newcastle Disability Forum:**

- Steep slopes, such as down to the quayside can be a problem for users of wheelchairs and other motorised vehicles. Lifts should be provided in these cases or elderly people, disabled people and their relatives will not be able to access significant parts of the city.
- Street and pavement cafes should be bounded and monitored so that they are not hazards for disabled and visually impaired people
- Public toilets need to be accessible and have changing facilities for disabled people and should be available out of hours not just 9 – 5pm

### **Better Days**

- Public toilets should be signposted and we need more and better signage around town (the group were waiting to hear of progress about City ID)

### **Young People**

What would make the city centre environment better?

|                                  |     |
|----------------------------------|-----|
| Preserve the historic buildings  | 35% |
| More open spaces for pedestrians | 41% |
| More public art                  | 18% |
| More green space                 | 65% |
| High quality modern architecture | 19% |
| Other                            | 5%  |

### **Stakeholders**

**Llewelyn Davies Yeang** (on behalf of Vico Properties)

Need for improvements to the public realm, improved linkages between the city centre and the adjoining residential areas and good quality urban design within new developments is supported.

**One Northeast:** The importance of design guidance Supplementary Planning Documents in the urban design context (e.g. Tall Buildings Design Guidance) should be emphasised and cross referenced throughout the document.

**The Northumberland and Newcastle Society:**

- Would be helpful to list the number of Listed buildings in the City Centre
- Paper should be more detailed i.e. Information on *how* high quality and distinctive results can be assured would make the paper more convincing
- The society feels that open spaces should be “policed” by their use by the general public rather than use by just one sector of society (or “undesirables”)
- New open spaces must be designed with access in mind
- Tree planting is a very difficult exercise in City environments
- Design guides must not be too prescriptive
- Tall buildings guidance is tricky as a maximum height could become the standard – it is hoped that an exercise can be carried out to identify the areas which could accommodate tall buildings, according to position and height, as well as areas from which they should be excluded.

### **English Nature**

- Disappointed to find no reference to the biodiversity interests of Newcastle City Centre within the paper. There are many locally and nationally important species that make the City centre their home, including Kittiwakes on Tyne Bridge (the most inland colony of Kittiwakes in the world), otters, wading birds and bats.
- There should be clear reference to “biodiversity gain” within the Open Space and Urban Design Issues sections.
- The opportunities for green infrastructure should be highlighted (Refer to *Biodiversity by Design – A Guide for Sustainable Communities*)
- The Newcastle Biodiversity Action Plan (BAP) “Your Wildlife” is an SPD and should be highlighted on page 30. The BAP includes Habitat Action plans, most relevant of which for the City Centre are Man-made structures, Parks, Open spaces and roadside verges, Industrial land, and Tyne Estuary and Tidal Streams. – recommend contacting Ecologist Derek Hilton-Brown for further details.

### **English Heritage:**

- The concept and terminology of boulevards and mews have the potential to cut across local distinctiveness. Hard landscaping alone isn’t always a negative feature if done well.
- Any review of conservation area boundaries should take place in the context of an ongoing programme of character appraisals.
- Support the idea of a local list of locally important buildings and open spaces, however this list must be supported by development plan policy – such a policy has recently been subjected to the adoption process in Hartlepool.
- Ubiquitous nature of public art can lower standards – caution needs to be taken when commissioning and installing
- Design and maintenance requires a co-ordinated approach. English Heritage has recently issues guidance on street clutter: *Streets for All*

- Open space provided by developer contributions should be public rather than private wherever possible.
- Is the intention to update *The Strategy for Archaeology in the City centre*? It is dated April 2005. This document advises that design guidance for new residential development is a joint initiative between CABE, the Civic Trust and the HBF. Given the extent of the conservation area should not English Heritage also be involved?

### **Neighbourhood Services**

Currently developing a strategic link with Regeneration to ensure Neighbourhood services contributes fully to the Urban Design Process. Kevin Coombs has developed an internal Urban Design Steering Group, which can examine proposed new design blueprints and give constructive feedback regarding their fit with internal strategies, their suitability for maintenance and sustainability from waste management, energy and design perspectives.

Wants to be involved in the design process for the City Centre

- The high number of listed buildings causes delays in improvements or repairs i.e. graffiti removal. Neighbourhood services would like to establish a maintenance/improvement system with landlords/owners of private properties to speed up this process.
- Is there any potential through the CCAAP to introduce street wardens in the city centre?
- Usage map linking largest and best used streets and open spaces in the city should be produced.
- The heritage of Leazes and Exhibition parks should be highlighted as well as Hadrian's Way National Trail
- New developments should incorporate greening and open spaces, wherever possible through developer obligation.
- Neighbourhood services now maintain the cleanliness of a lot of the public art in the City Centre; it would be beneficial if this were extended to the other items currently not within this contract.
- To develop tourism, infrastructure of basic services needs to be invested in, particularly seats on the Quayside and public toilets in the City. Areas of shade/protection from the elements outdoors, and flexible space for events and stall holders should also be incorporated.
- Signs for motorists: columns supporting these are in pedestrian foot flow causing hazard to visually impaired people and street sweeping machines. Can these be better located to accommodate street cleaning equipment?
- Certain locations in the city centre have lower maintenance standards than the City Council provides, especially where land is managed by private contractors e.g. Network rail/GNER and external area at Central station. The difference in maintenance standards needs to be addressed to ensure consistency in the quality of public realm. This should be recognised in the CCAAP.

**Environment Agency:**

- Mention of environmental issues is lacking within the AAP. – It is acknowledged that the AAP relates to a wide area of built environment and has minimal open land to consider, however issues relating to the environment are still widespread and need to be considered.
- There is opportunity within the LDF system to promote the environment and to meet the aims of Planning Policy Statement 1 by encouraging enhancement and not just protection
- Opportunities for promoting habitat enhancement, design techniques that minimise pollution, prudent use of resources and the promotion of energy efficiency should also be included in the AAP
- Waste minimisation and pollution should be considered within the AAP
- The risk of pollution increases as more development occurs, during and after construction. More emphasis should be placed on the AAP to promote better and more efficient techniques of pollution prevention

**Leazes Park Manager**

Parks can be integrated into the whole city centre experience far more effectively, and Exhibition Park has great potential for providing visitor attractions especially events.

**Sport England:**

Not clear whether this section is intended to incorporate sport and active recreational needs within it.

Sport England considers that this topic paper should also deal with these issues, and these issues need to be specifically addressed either by including them within the proposed Open Space SPD or its own SPD.

**ECONOMY****Elders Council:**

- With some large firms leaving the region to operate in places like India, will there be a demand for a lot more office space?
- There is a lack of suitable meeting spaces for community groups and the voluntary sector in the City Centre, which needs to be addressed. Venues should be flexible, affordable and accessible
- Newcastle is not doing all it can to attract tourists – activities and facilities are not publicised enough.
- Existing tourist facilities need to be better used – think more creatively about how to attract tourists i.e. interactive activities
- Better post office facilities are essential
- Small businesses could take on the tourism promotion activities.

**BME Workshops:**

- Some participants felt that there is not many employment and leisure opportunities of the right kind and that if there were more BME-run businesses this would encourage more people to visit and work in the city centre and improve both the economy and safety of the centre.

- Support with setting up new and small businesses is essential, along with cheaper rates and rents where possible in the city centre to enable more of a diverse economic offer
- China Town is a good example of the economic potential of having specific multicultural areas within the City, for example an Asian quarter would boost the economy
- Extending opening hours for shops and leisure facilities in line with extended transport would not only improve the economy and create more jobs but also improve the safety of the City in the evening and enable those with different working hours to enjoy the offer as well.
- A large casino/conference centre would bring visitors and money into the area but there are positives and negatives to the casino
- Employment and training opportunities for local residents should be linked to new developments
- Continue to build on the strength of the Universities and continue to attract foreign students
- Better transport links up to the West Road would encourage more people to use the City centre

#### **Newcastle Disability Forum:**

Conference centre which is large and accessible would be a boost to the economy

#### **Better Days:**

There is a lack of training around the issues faced by people with disabilities

#### **Stakeholders:**

##### **Nathaniel Lichfield and Partners** (on behalf of George Wimpey City)

George Wimpey City note the focus for activity is likely to be the Discovery Quarter and Pilgrim Street as recorded in the CCAAP. However, there are other residual sites within East Quayside, the Ouseburn and beyond to Spillers Mill which are capable of accommodating commercial and office development, i.e. plot 12 and the George Wimpey City site. This should be accounted for and noted in the emerging CCAAP.

##### **Llewelyn Davies Yeang** (on behalf of Vico)

In light of recent Government guidance it is important for the City to recognise the role of surplus employment accommodation in the delivery of new forms of development and its contribution to the role of the Tyne & Wear City region.

Whilst the Council needs to plan for economic type developments to be brought forward, in terms of making provision for improved infrastructure, we would suggest that a similar approach is taken to that suggested for future housing development. The City Centre Action plan should identify key areas of the City that will be the focus for such development, such as the Discovery Quarter.

#### **One Northeast**

Welcome the recognition in the vision for the City centre that development of the knowledge economy is a key aim for the CCAAP. However the extent to which the knowledge economy is considered is not clear and they encourage further “mainstreaming” of knowledge economy considerations within the plan. This section of the document should also include an office employment element to its vision to ensure that the scope to increase office floor space and density in the city core is addressed.

## DISCOVERY QUARTER

**Elders Council:** This area could be one where engineering and technology are celebrated building on the industrial heritage of the area and the existing facilities such as the Discovery Museum. Improved transport and pedestrian links between the west end and the city centre are needed.

**Ward Hadaway** (on behalf of Bellway Homes)

- NCC must acknowledge that housing numbers for Newcastle are not yet fixed as the RSS is currently going through Examination in Public.
- The DQ paper asks the question whether developing housing on the western riverside area to link the city centre with the west end is the right development approach for this area (see topic paper). Ward Hadaway suggests that the Council should start by recognising that that it has already approved the principle for residential development on a substantial part of the western Riverside area to the south of the Arena through the granting of planning permission 2000/1923.OUT.
- They highlight that the Buchanan report has suggested that the Riverside area, particularly the western end including the land owned by Bellway Homes, is appropriate for new residential-led mixed use re-development. They support the view that residential development is would play a key role in linking the Riverside to the West end.
- Re. a mix of housing types: Ward Hadaway raises the fact that, in discussion with the Council, Bellway homes has submitted a Reserved Matters application for 731 residential units that provides a range and mix of households.
- Bellway’s proposals also includes new pedestrian and vehicular links into the surrounding areas that do not currently exist
- Ward Hadaway considers the Western Riverside area, including land owned by Bellway, should be a priority for housing because:
  1. Major part already has outline planning permission
  2. the area is contained within the Newcastle Gateshead Pathfinder area, within which area planning policy prioritises housing.
  3. Housing development represents sustainable development on previously developed land and is within the City centre boundaries
  4. Regeneration of an area which currently acts as a barrier between the west end, Newcastle Business Park and the Riverside and the west end and the City Centre.
  5. Buchanan report suggests that this area is suitable for mixed-use residential development.

- WH support proposals for a major destination use such as regional conference centre on land within the eastern portion of the Riverside area.

**Nathaniel Lichfield and Partners** (on behalf of Isle of Capri Casinos Ltd and Strawsons Property)

- NLP considers it important that the Pottery Lane site continues to be identified for a major destination use and states that it is widely recognised that a regional casino in Newcastle would make a substantial contribution toward the economy and economic regeneration of the city, whilst promoting the City as a high profile tourist destination
- The LDF plan programme states that it is anticipated that the City Centre Area Action plan will be adopted in Jan 2008, and Site Specific land allocations in March 2009. However, the timescales for a regional casino/conference centre are set by the Government and the Casino Advisory Panel programme and a planning application would have to be lodged early so as to confirm that Newcastle can deliver the project in a timely fashion. Consequently they will be making representations to the LDF process where necessary.

**Llewelyn Davies Yeang** (on behalf of Vico Properties (Northern) Ltd)

- DQ area offers the potential to achieve Housing Market renewal objectives and for this reason has been included within the BNG area and the Elswick Discovery Quarter Strategic Commission.
- Priority on sites should be on those sites that can contribute the most to wider regeneration objectives. The Westmorland Road axis (including the Vico site at St James' Place) should therefore be seen as a priority as it is able to act as a conduit for market confidence in the Inner West area in line with the Discovery Quarter Elswick Strategic Commission and the identified gateway area in the Elswick Spatial Development Plan.
- They do not agree that the Brewery site is preferable to other sites on the western edge of the Discovery Quarter, being isolated from core priority Pathfinder areas such as Elswick.

**One Northeast**

- ONE considers Science City to be absolutely central to its plans for the economic development of Newcastle and the North East and welcomes the mention of Science Central in the draft CCAAP.
- The Development Framework should not limit the identified targets for knowledge economy-related developments to Science Central on the S&N Brewery site or indeed to the Science City plans as a whole.
- The DQ and wider areas (including the Newcastle General Hospital site) should take into account prospective opportunities relating to the science City agenda
- Plans are being implemented for design-based economic development, with focus on the Stephenson Quarter, the Northumbria University site at Manors, and the corridor between Manors and Gateshead Quays.

The creative industries have flourished in Newcastle over the past decade, and are substantially linked to the economic success and image of the City and Region. The requirements of these businesses should be represented within the CCAAP.

- Alongside provision for science, design, and creative-based businesses, further provision should be made for business services attracted or developed as the economy in Newcastle and the Region expands. This should be mainstreamed throughout the central business district of Newcastle.

### **The Northumberland and Newcastle Society**

Stephenson: There needs to be a good, longer-term management plan for sub-area, incorporating a development brief which protects and enhances the historic environment and sensitively guides change, perhaps even encouraging a relocation of uses which blight the historic environment.

An up-to-date survey of the historic/conservation assets is needed. Allocating the area as a priority for strictly controlled development to act as a motor for investment to protect the historic environment could provide an important focus and avoid a piecemeal erosion of key heritage characteristics.

Riverside: Clearly room for redevelopment to give the locality a sense of environmental cohesion, which represents nearby residential areas whilst allowing for the creation of jobs for local people. Prioritise securing a mix of residential tenure to include low cost/low rent homes and try to avoid “ghettoisation” and gentrification along the river frontage.

St James Boulevard: General agreement with the approach suggested here. Investment in highway infrastructure will be key, though care must be taken to protect the character and amenity of existing residential area flanking the locality. It is suggested that the two elements of new build and regeneration/conservation of existing structures should be firmly linked, allowing cross-funding of investment in the wider environment. Realistically, the pace of new family housing must be firmly related to key investment in essential community facilities and doubtless planning agreements should be used as a tool to secure this.

Brewery/Gallowgate: No objection raised to the strategy suggested here. No objection to the opening up of Wellington Street to through traffic provided local residents and other property users have no objection and the measures form part of a properly assessed and safe traffic management strategy.

### **English Heritage:**

The Stephenson Quarter should be considered a priority for development given not only it's heritage importance but the condition of the buildings within it.

## **EAST PILGRIM STREET**

**Elders Council:**

Uses should be a combination of retail and leisure facilities with a conference centre which is affordable and available to community groups. This would need to have adaptable facilities for smaller meetings.

Retail should be specialist: Victorian market style with small specialist shops

**BME workshops** (under other comments)

Yes, definitely expand the retail area in East Pilgrim street

**Sensory Support Team**

This area is run-down and needs refurbishment.

Any change in public transport movement in the area must take into account accessibility, especially for people with mobility problems (i.e. will taking buses off Blackett street and pedestrianising the top of Pilgrim street, make it more difficult for disabled people to access the city centre?)

**Newcastle Disability Forum:** (one comment) Pilgrim street should include a large sports activity complex with access links to the quayside and up to the level of the monument

**Better Days:** Old Odeon and Fire Station should be turned into a new cinema and museum

**Stakeholders****Turley Associates** (on behalf of Multiplex Developments Ltd)

- All of the uses listed in the paper will probably feature in the development, with the scale and mixture being a matter for commercial judgement and negotiation with the City Council. Other uses may also present themselves as part of our continuing assessment and discussions with the Council. It is important that the CCAAP does not unreasonably constrain the evolution of a viable use mix.
- With regards to pedestrianisation of the upper section of Pilgrim street between Blackett street and Market street, It is too early to be prescriptive about this matter, which will be assessed as part of a wider area evaluation led by urban design and transport considerations. At this stage we do not rule it out as one of a number of possibilities for the area.
- The same point applies to the various options presented for re-routing of the IDR, some of which affect the East Pilgrim Street area.
- The map which defines East Pilgrim Street area should be amended to include the wider area up to the A167M and along Durant Road to John Dobson Street (plan enclosed showing our study area boundary which should be used in the CCAAP).

**One Northeast**

Key objectives and issues relating to this paper are noted

**Northumberland and Newcastle Society**

- Success of any retail development in this area will depend upon good pedestrian access from the core shopping area to the north i.e. Northumberland Street/New Bridge Street. Market street and New Bridge Street contain major city centre bus routes and Pilgrim Street carries heavy North/South traffic. If it is possible to pedestrianise the northern part of Pilgrim Street, access to retail development in the northern block would be greatly improved.
- As shown in the Area Paper, the boundary defines a compact area of considerable historical interest. To extend this area by including the blocks to the east up to the edge of the Central Motorway would be a major extrusion which would lessen the distinctive character of the Area as shown.
- Presuming that retail development takes place in the northern block and commercial development in the middle and southern blocks, Carlol square should be retained as an open space around which cafes, bars and restaurants could be developed.
- It would be a mistake to attempt to extend the core shopping area into this area. To succeed it would have to have much improved pedestrian access. Option 2 would make matters worse. Parking in this area should be discouraged. It should be maintained as an open space with leisure value rather than another patch of tarmac or concrete.

### **English Heritage**

- Many of the buildings and sites are described as either vacant or underused. There is a need to understand how this situation has come about and to examine the social, economic and physical context to ensure the root causes of the problem are tackled.
- There is a need to assess whether the buildings described as having little or no architectural or historic merit have any townscape value.
- To what extent has the fact that most streets in the area are heavily trafficked, contributed to the area's problems?
- AAP needs to identify key historic buildings to be refurbished and development of the area should be informed by a Design Brief.
- Regeneration should respect existing routes and urban blocks as they provide legible, permeable townscape which is known to people. Maintaining burgage plots in the southern block on the frontage to Pilgrim Street is important.
- English Heritage has recently produced a guidance document for retail development together with CABE, which commends the use of spatial analysis to inform options for intervention and helps to better understand physical relationships between buildings, transport connections etc.

**Nexus:** We would have some concern over how buses would be accommodated if Pilgrim street were to be pedestrianised.