

03

St Sepulchre Gate West - Vision and Objectives

St Sepulchre Gate West AAP

DMBC
LDF

St Sepulchre Gate West
Area Action Plan

October 2008

pedestrian crossing?

-  New boulevard
-  New green heart community?
-  New alternative to town centre?
-  New internal for re-establish com
-  Improve pedest from Hexthorpe
-  New connection communities?
-  Re-establish St axis into town c grade' pedestri

TRAFFORD WAY

Underpass

The Leopard public house

Re-define corners?

ST. SEPULCHRE GATE

Underpass

CLEVELAND STREET

lish St. Sepulchre Gate residential development?



03.1 Vision and Plan Objectives

Vision

03.1.1

The Vision for Doncaster town centre that includes the St Sepulchre Gate West area is:

'By 2025 Doncaster will be a city of international significance able to attract and retain a growing population with world-class skills in the creative and technological industries that drive the regional economy'.

The Community Strategy adds: *"Our communities will be vibrant and sustainable and Doncaster will be able to offer everyone living and working here the opportunity to achieve their full potential"*.

This reflects wider key objectives for the Borough and the local community, as well as the more strategic aims of national planning policy and regional level policy.

National Planning Policy - Planning Policy

Statement 6: Planning for Town Centres, March 2005

03.1.2

The key objective of PPS6 is to promote the viability and vitality of town centres by:

'Planning for the growth and development of existing centres by promoting and enhancing them and by focusing development and a wide range of services there in a good environment which is accessible to all.'

03.1.3

The statement promotes the use of Area Action Plans, alongside other initiatives, to actively plan for growth and manage change or conservation. It urges local authorities to identify the essential qualities of their town centres, to ensure that they continue to meet community needs by consolidating and building on their strengths and addressing associated key issues. These include providing a range of shopping, leisure and local services; improving accessibility; promoting social inclusion, economic growth, tourism, the efficient use of land, high quality and inclusive design, improvements to the public realm and open spaces and protecting heritage.

AAP Plan Objectives

03.1.4

The objectives of the AAP have been refined in the light of consultation feedback at both the Issues and Options and the Preferred Options stage to comprise the following:

Objective A: Economic development

03.1.5

To overcome existing economic stagnation by addressing the current problem of physical isolation and introducing a mix of sustainable land uses;

- Remove the separation between the SSGW area and town centre through addressing the design of Trafford Way and Cleveland Street;
- The station environment is the principal gateway and should be well integrated with the town centre;
- Reconnect St Sepulchre Gate with the town centre as an important and historic artery, creating the conditions for new and enhanced activities.

Objective B: Development potential

03.1.6

To realise the development potential of the area, potentially including workspace/offices, hotel conference facilities, shopping, housing and multi-storey car parking;

- The future of SSGW will match the wider aspirations and expectations for Doncaster as set out in the Town Charter;
- The scale and mix of uses at SSGW will be compatible with the town centre location of the area with opportunities to encourage new businesses;
- Existing businesses encouraged to remain and develop in upgraded workspace in appropriate locations for the type of activity;
- The uses will create and support a locally sustainable community with its own distinctive character but within the town centre;
- Parts of SSGW should be a focus for activity both

during the day and evening.



Objective C: Strategic importance

03.1.7

To ensure new land uses exploit the site's strategic gateway location in accessibility terms, whilst synchronising with town-wide strategies.

- The high accessibility capacity of the area (railway station, bus interchange and major vehicular routes) will drive the future strategic role, land uses and density of development;
- The area will contain a significantly enhanced station plaza with high quality hotel/conference facilities and modern office space to attract new users;
- The character and landmark significance of SSGW will be reflected in building design and massing, while incorporating locally important existing uses and buildings.



Objective D: Heritage

03.1.8

To ensure new development respects the area's strong historical significance and setting to St James' Church;

- The important historical alignments of St Sepulchre Gate and West Street will be retained and enhanced in the AAP Plan;
- The historic significance of St James' Church (Listed building) is reflected in the AAP Plan through enhancement of the Church setting and retention of historic railings. The landmark significance and scale of the Church informs the scale of adjacent development, particularly to the west.
- The Station building is a Listed building and informs the design proposals for the new Station Plaza.



Objective E: Land use

03.1.9

To establish a mix of complementary uses and overcome existing problems between housing and neighbouring railway functions;

- The SSGW area is to become a vibrant, self sustaining mixed use quarter within the town centre and as such will include residential, employment and a range of supporting amenities;
- Land uses will be organised to achieve 'good neighbours' - removing conflicts between incompatible uses;
- The railway alignment and associated signal functions will be



03.1 Vision and Plan Objectives

'buffered' from residential uses by the creation of a new multi-storey car park edge;

- Land uses create active frontages onto streets and spaces, and employment uses are located along the Trafford Way edge to address issues of noise pollution;

Objective F: Active frontage

03.1.10

To enhance public realm vitality and quality of experience by creating 'active frontage';

- All blocks will establish frontages onto public streets and spaces, while building 'backs' will be contained within the interior of blocks;
- Frontages onto key streets will include active ground floor uses (eg retail) while residential streets will ensure that dwelling entrances open onto streets and windows overlook adjacent public space;
- St Sepulchre Gate is to be re-established as a lively local street that includes a range of retail and business functions;
- Trafford Way will be lined with office-related uses that overlook the boulevard and include building foyer/atrium and entrances.

Objective G: Building heights

03.1.11

To ensure building heights relate to local landmarks, key views, principal routes and spaces;

- To achieve a legible and well designed urban environment, buildings are organised to adhere to an overall approach to massing that creates a focus on key areas (Station, Trafford Way/Cleveland Street junction);
- A structure of landmarks associated with key local and strategic views is established to provide memorable 'events' and nodes within the Plan;
- Overall heights relate to existing building

context where applicable (eg St James' Church) though the intention of the AAP is to provide a regenerated place of significantly enhanced character that maximises the opportunity of high accessibility and station/bus interchange proximity;

Objective H: Architectural quality

03.1.12

To establish distinctive local character that uses existing notable buildings as a reference for style and palette of materials;

- Further detail development of individual proposal sites will make reference to good local examples of architectural design, materials and detailing;
- In general high quality architecture will be sought that creates attractive places of enjoyment and delight;
- Building facades will be articulated with fenestration, balconies, canopies and with a clear but varied roof line. Facade components (doors, windows etc.) will be of a human scale that convey human occupation.

Objective I: Open space quality

03.1.13

To improve overall public realm quality and overcome the existing deficiency in green open space. Provide green infrastructure corridors to link up the recreation, biodiversity and wildlife habitats to provide a green lung into the centre of the town;

- SSGW has no quality open green space or hard landscape areas. This is to be addressed in the AAP Plan;
- A hierarchy of open spaces is to be provided that provide for a range of activities and support different environments within the Plan (eg Station Plaza; central green park; St James' Church setting);
- A key focus will be on creating new green

spaces that include tree planting to allow for biodiversity, wildlife and to incorporate sustainable Urban Drainage techniques (SUDS);

Objective J: Safety

03.1.14

To improve safety and feelings of security, particularly in the St James Street Estate ;

- Many parts of the SSGW area are perceived as unsafe. They are poorly overlooked by adjacent buildings and the area as a whole has a relatively short activity period;
- The proposed Plan will create a longer activity period (16hrs) creating evening activity and a larger residential presence after hours will assist in raising the perceptions of safety at night;
- Safety in the St James Street Estate will be improved through better connections into the SSGW area, reducing the extent of physical isolation and encouraging a wider range of 'legitimate' users of the area.

Objective K: Accessibility

03.1.15

To improve connections to the railway station, town centre and surrounding communities (especially in the St James Street Estate);

- Doncaster station is the most accessible rail location in the UK and coupled with the adjacent bus station creates an area of high public transport capacity. This however is NOT reflected in the local connectivity of SSGW into the town centre context;
- Improving the connections across Trafford Way into the town centre and across Cleveland Street to the St James Street Estate will dramatically enhance the local accessibility of the area;
- Street improvements, especially to St Sepulchre Gate and West Street that re-focus the area on pedestrian movement will support greater local walkability of the area.

Objective L: Severance and traffic dominance

03.1.16

To reduce the severance effect and traffic dominance of Trafford Way through highway redesign and improved pedestrian and cycle crossings;

- Trafford way and Cleveland Street present an impenetrable barrier to pedestrian and cycle movement and restrict the continuous movement along St Sepulchre Gate east into the town centre;
- A range of new pedestrian crossings across Trafford Way and Cleveland street will re-establish connections between SSGW and adjacent areas including the town centre;
- The existing roundabout at Trafford Way/ Cleveland Street junction presents barrier to pedestrians and limits cycle movement. This will be removed and replaced with a signalised junction with crossings on all four arms;
- The traffic-dominated environment of Trafford Way will be addressed through an environmental enhancement scheme to 'boulevardise' this route.

Objective M: Public transport

03.1.17

To enhance the attractiveness of public transport with improvements to station interchange access, bus facilities and pedestrian links:

- Accessibility to the station and bus interchange from the town centre and the communities of Hexthorpe and the St James Street Estate are weak. The proposed plan will improve the usability and attractiveness of the station and interchange through new and upgraded local routes and spaces;
- The station plaza will create a high quality gateway location and create a sense of arrival into Doncaster;
- The design and location of bus routes and

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stops/shelters will be enhanced through the Trafford Way improvement scheme.

Objective N: Parking

03.1.18

To improve the efficiency of parking operations as part of plans for enhancing the Doncaster Station public transport interchange;

- The SSGW area contains a high degree of underused surface carparking. This is due to a number of factors (more convenient provision in the Frenchgate Centre, remote location of the large surface parking area south of SSGW near St James' Church and pricing policy);
- Overall parking provision will be rationalised to reflect the high public transport capacity of SSGW;
- New parking in more convenient and safer locations will be provided in multi-storey and secure courtyard arrangements to better serve users' needs.

Objective O: Sustainable Construction

Techniques

03.1.19

To ensure that new developments use resources efficiently and are sustainable in their design, construction and operation.

- Development proposals for SSGW as outlined in the AAP will utilise best practice in environmental building technologies, seeking to reduce energy consumption, CO₂ production and create more efficient water management;
- Developments will aim to achieve BREEAM excellent standards or the recent equivalent Code for Sustainable Homes.

Objective P: Socio-economic wellbeing

03.1.20

To establish St Sepulchre Gate West as a vibrant mixed neighbourhood, complete with a range of community and recreational facilities and employment opportunities.

- At present SSGW does not best support local businesses and these suffer from a lack of footfall and positive environmental/public realm design quality;
- Strengthening the local residential catchment and creating opportunities for new businesses will enhance local socio-economic conditions and achieve a better balanced community.