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Section 1
Introduction
What is the Urban Centre Masterplan?

1.1 Doncaster as a borough has grown successfully in recent years, maximising the benefits of a strategic location on the motorway and rail networks and a number of key assets such as Doncaster Racecourse and the Doncaster Sheffield Airport.

1.2 The Doncaster Urban Centre Masterplan is an economic focused masterplan and investment strategy for Doncaster with a particular focus on the urban centre. It provides an overarching framework for the development of Doncaster setting out the rationale for change, the spatial structure within which physical interventions and investment priorities are identified. Its outcomes will maximise economic success and ensure that the urban centre of Doncaster once more plays a full and wide ranging role in the lives of Doncaster residents and the economic prosperity of the Borough and wider City Region.

1.3 Doncaster Urban Centre Masterplan is not a Statutory Plan, that role will be filled by the Local Plan. Rather, it is a prospectus for investment and change in Doncaster that will enable all parties to unite and capitalise upon the potential that exists. Doncaster Urban Centre Masterplan has been prepared by Doncaster Metropolitan Borough Council in consultation with a range of stakeholders on behalf of everyone who has an interest in Doncaster and its future.

Why is it Needed?

1.4 The next decade is crucial for the future growth of Doncaster. The Borough has seen significant success in recent years through the attraction of development drawing on key assets such as Lakeside and Doncaster Sheffield Airport and reflecting excellent connections via the East Coast Mainline and Motorway Network continues to secure good levels of inward investment.

1.5 There are now clear opportunities for Doncaster to build on these successes to secure a further decade of growth, maximising the benefits of its strategic location to the benefits of all in the Borough.

1.6 The town centre sits at the heart of Doncaster serving the community and acting as a tourist destination in its own right. It remains a strong sub-regional retail centre and has benefitted from significant investment in recent years in the form of the Civic and Cultural Quarter and Waterfront.

1.7 There is now a need to re-consider the economic trajectory for Doncaster, reflecting the successes that have been achieved, but also shifts in the wider world. Changes in the global economy, national government policy, ongoing public sector austerity and the changing role of city centres all mean that the time is now right to review our approach.

1.8 At the heart of this is the importance of a successful urban centre. Doncaster’s Centre should be the vibrant heart of the Borough, a place where investment and activity come together to maximum benefit for all. Doncaster needs to be able to compete with other cities and to respond to the increasingly complex requirements of a successful urban centre, building on continued retail success but embracing a wider role for business, education, leisure and as a place to live.

1.9 The Urban Centre Masterplan responds to these drivers setting out a clear trajectory for growth in Doncaster, and focussing on the role of the urban centre as a future driver for change and delivering something that cannot be delivered elsewhere in the borough.
Components of the Urban Centre Masterplan

1.10. Doncaster Urban Centre Masterplan is comprised of the following complementary components:

1. **The Technical Report (this report)** - Establishes the vision and strategy based on a clear sense of future economic trajectory and translates these into an integrated framework for change in Doncaster. It draws together the analysis to underpin an ambitious and flexible spatial proposition supported by a series of thematic interventions and development propositions.

   In summary, it provides:
   - A single overarching working plan for the future of Doncaster with a focus on the Urban Centre resolving conflicts, finding synergies and setting out a common purpose;
   - Shapes priorities and defines projects that will together deliver the over-arching plan; and
   - Establishes the basis for assessing the cumulative impacts of the proposed regeneration on the future role of Doncaster.

2. **The Implementation Plan** - Sets out a clear route map for change. It provides a robust strategy for the delivery of the Urban Centre Masterplan and the interventions and projects that are proposed. It’s focus includes details on:
   - viability;
   - sequencing;
   - phasing and costing;
   - funding;
   - marketing and market delivery;
   - delivery mechanisms /arrangements; and
   - future management and partnership.

3. **The Evidence Base** - underpins the proposals set out in the Urban Centre Masterplan. It brings together the findings of a broad range of work that has been carried out by a number of bodies with original analysis to provide a comprehensive picture of Doncaster today and importantly the issues and opportunities moving forward. The Evidence Base provides a common position statement for the Urban Centre Masterplan and also Local Plan policy for Doncaster.
Using the Urban Centre Masterplan

1.11. The Urban Centre Masterplan is an integrated set of proposals and projects to achieve the vision and ambitions for Doncaster. The Plan acts as the key spatial diagram showing the interrelationships between the various interventions being put forward.

Doncaster’s Future Pathway

1.12. Establishes the future economic trajectory for Doncaster, reflecting the assets and potential for the Borough and urban centre and the wider city regional and UK context. It sets out the scale of ambition and the focus for growth in a new economic pathway.

The City Core

1.13. The focus of the Urban Centre Masterplan is on the urban centre or city core. This is defined and within it a series of Areas of Change have been identified which should act as the focus for future investment and development. Under each area the regeneration aims and principles are set out in terms of their contribution to the overall ambitions for Doncaster. Key interventions and projects are identified and presented. This allows individual Areas of Change or projects to be abstracted from the Plan as needed providing a flexible working document that can be used by policy makers, funders and delivery agents to secure change.

The City Network

1.14. Whilst the focus of the Urban Centre Masterplan is on the Urban Centre, the benefits of future growth will not be limited to this geography. The key to the success of the Urban Centre Masterplan is a recognition that the City Core forms part of a wider network for the Borough and beyond which relies upon connections to function to the benefit of all in Doncaster. To this end, the approach to the City Network is presented on three levels:

« Networking the Urban Centre
« Networking the Borough
« Networking to the City Region and Beyond

Implementation

1.15. Finally, the projects and interventions are summarised and a route map and priorities established to enable delivery on the ambitions.
Section 2
Doncaster’s Future Pathway
Doncaster Today

Building and sustaining growth momentum’

2.1. The economic and spatial dynamics of Doncaster are complex and multi-layered. As with many other centres in the City Region, analysis points to a Borough rapidly progressing its transition pathway through post-industrial change into a more knowledge-driven, higher value economy. This process has seen some remarkable progress post-recession and the foundations for future growth are in place.

2.2. Performance in terms of business density and jobs growth inevitably varies across sectors, but real progress is evident, with growth in knowledge-based sectors such as professional services and IT, higher value activity in logistics and engineering and an improving skills profile. Nevertheless, demographic issues associated with an ageing population, continued over reliance on lower value sectors for Doncaster-based jobs and a persistent productivity gap point to the need for the transition process to be accelerated.

‘An economy in transition’

2.3. Doncaster has already secured critical investment in a wide range of economic infrastructure. But it still has considerable structural barriers to overcome. Its economic base is still comparatively reliant upon consumer-driven sectors and remains vulnerable to economic shocks. The loss of 1,700 retail & wholesale jobs in the town centre between 2009 and 2014 to some extent reflects national trends in town centres but nevertheless highlights the need for a coherent policy response to support diversification of town centre functions. The Council’s Economic Growth Plan (2013) recognised that continued economic diversification is needed to make the local economy more resilient – for example growing higher-value, knowledge-based sectors. Such sectors tend to seek high-quality central locations, so the town centre needs to offer suitable opportunities in terms of sites and premises.

‘Changing demographics’

2.4. Doncaster’s population is projected to grow – a positive in terms of an increasing labour pool to sustain economic growth. As with the national trend, however, the population profile is also getting older – making it increasingly important to retain and attract under 35’s in the local economy and continue to enhance the educational and skills offer for younger residents. The quality and range of assets across the Borough, but particularly in the town centre, needs to be enhanced to improve Doncaster’s offer to sustain and grow a high-quality labour supply.

‘More businesses and more jobs’

2.5. There are major opportunities for growth in Doncaster, and the ambitions are rightly high. Meeting the targeted growth for the Borough and its contribution to city region growth will require sustained momentum to grow all sectors of the economy – and particularly to attract and retain more higher-value jobs that have a propensity to seek urban centre locations. As a minimum the Borough will need to catch up with City Region averages in terms of jobs and businesses per head. The town centre has the potential to play a stronger role as a regional business hub given its clear connectivity advantages.

‘A polycentric economy’

2.6. Economic assets and growth points are currently dispersed and disconnected. The spatial pattern of economic growth in Doncaster requires good connections between residential and employment locations to create an effective networked economy. This will also require a renewed and clear statement in Borough policy about the roles, functions and investment priorities for a range of growing economic centres, but placing Doncaster centre as the hub of the economy and a primary driver of growth.
‘The value of connectivity’

2.7. As a net exporter of labour, the Borough continues to be dependent on sub-regional links to other centres for employment while steadily growing and diversifying its own employment base. Higher-value knowledge based employment is most likely to be attracted to the Main Urban Area and the town centre and will require the establishment of a critical mass of business investments and cultural, retail and leisure opportunities of city-scale quality. This type of economic diversification is also likely to require a supply of Grade A office space, in central and accessible locations in the town centre. This will enable Doncaster to build its role as a regional / ‘gateway’ city, serving a wider labour and market catchment based on its natural connectivity assets.

2.8. If the Borough is to fulfil its growth potential this will require a grown-on, enhanced and more connected role in the City Region economy. For example, making Doncaster a stronger labour market draw will require more higher-value jobs in the local economy, and by implication a more attractive town centre offer. To build its status as a key economic driver, Doncaster needs to strengthen its asset base and play a stronger role as a ‘city’ and economic gateway.

‘The in-centre / out of centre balance’

2.9. Decline in economic activity in Doncaster town centre has been marked – at the same time as other parts of Main Urban Area and the rest of the Borough have experienced growth. The Council has plans for projects which could accommodate approaching 2,000 jobs in the town centre – but the vast majority of new employment opportunities will be outside the Main Urban Area around a range of alternative economic growth hubs – the DN7 Hatfield project, the Airport, iPort and the M18 and M180 corridor. Securing investment on these sites will require a significant acceleration in projected growth in logistics and manufacturing, while the town centre can offer increasing scope and capacity for service and knowledge-based growth. Hollowing out is not unique to Doncaster – but is likely to continue given the current proposed pattern of growth. In response, sites in and around the town centre need to be brought forward to build a balanced and diverse ‘city’ economy.

2.10. The ‘hollowing-out’ of Doncaster’s urban centre presents a particular dilemma in redefining the role of the town centre in capturing and growing the range and quality of investment and activity that can drive the Borough’s economic potential – current investment pressures have tended to be non-centric, with growth around Lakeside and towards the M18 in particular, risking a continuation of the ‘hollowing-out’ process. Progress on flagship schemes in the town centre is now having a real impact in demonstrating the growth potential and future direction of Doncaster as a distinctive economic driver both at the City Region level and beyond.

2.11. There are clear implications for future growth in Doncaster’s economy which will drive a new approach to the role of the town centre as a growth driver and its relationship to other parts of the main urban area and Borough. A future masterplan for the centre must seek to re-focus and reinforce economic assets in the centre and facilitate a more centric growth outcome.

Doncaster’s centre needs to become a recognised growth hub in a network of opportunity’

Property Market Dynamics

2.12. The property market in Doncaster continues to show signs of improvement across all sectors – but constraints remain and a concerted effort is required to promote investment, unlock development proposals and build market confidence. A detailed property market baseline has been prepared and is set out in the Dynamics and Issues statement prepared in support of the Masterplan.
Future Economic Pathway

2.13. Doncaster’s future lies in strengthening its position as a key economic centre in the City Region and at a wider economic geography. The scale of growth and investment being promoted is ambitious but achievable. The trajectory of that growth, economically and spatially could take various forms and needs to be guided through effective policy and investment measures to achieve a sustainable and more productive long term outcome – this Growth Prospectus provides that guidance.

2.14. The future economic pathway needs to reflect not only Doncaster’s internal assets and opportunities, which are substantial, but also its role and relationships with other economic centres across the City Region and the Northern Powerhouse area. The baseline indicates that Doncaster could and should punch above its weight as a growth point in the City Region. This requires a spatial and economic outcome that can support significant business and jobs growth, developing Doncaster’s role as a regional ‘gateway’ and ‘destination’ – a grown-on role as an economic driver with a stronger draw in terms of labour, visitor and expenditure flows.

2.15. This ‘repositioning’ of Doncaster could take various forms with varying implications for investment and spatial prioritisation, particularly in the urban centre. Three possible trajectories for Doncaster and their implications for the urban centre have been considered in the development of this Growth Prospectus, referred to as:

- **Connected Conurbation** – a continuation of the current dispersed polycentric growth patterns, made sustainable through prioritised transport investments, with all centres across the Borough adding value to the conurbation. The town centre is not prioritised above other locations as a focus for economic assets and is consolidated as a service / transport hub to support Borough level growth.

- **Innovation Market Town** – a focus on the town centre as a priority location for higher quality investments, supporting its attractiveness as a service centre for the Borough. The emphasis is on quality of offer in the town centre as a destination with residential, leisure and cultural assets, improved markets and better townscape, Canalside and green infrastructure to add to the appeal. Other centres provide complementary functions, promoting a ‘town centre first’ approach. The town centre is the focus for enterprise development and SME growth is promoted in locations accessible to the urban centre of Doncaster.
**Gateway / Networked City** - Doncaster is positioned as a national and regional growth point. High growth, city-scale assets and inward investment are prioritised to support a growing role the Northern Powerhouse. Key city assets, including a Central Business District, the rail station, airport, Racecourse, Colleges are complemented by other investments to develop their city-scale potential, such as University presence, research institutions, regional / national conference facilities etc.. Doncaster’s urban centre becomes a ‘Northern Powerhouse’ growth pole as part of ‘Networked City’.

2.16. These alternative trajectories have provided a framework for assessing Doncaster’s future growth potential and the implications for the urban centre of alternative approaches to growth. Each trajectory presents different external messages about the ambition and economic role of Doncaster in the City Region and beyond. They point to different priorities in terms of investment and project delivery. And they imply different roles / outcomes for the town centre. This analysis has highlighted:

» The primacy of Doncaster Centre as an economic driver and image maker
» Its potential to act as a focus for enterprise growth and for knowledge exchange
» The qualitative deficiencies in the ‘look and feel’ of the Centre as the heart of the Borough
» The mutual dependency of Doncaster centre and the network of other centres and the value of internal and external connectivity
» The potential to pitch as a City given the collective scale and value of its assets, gateway role and economic potential.

2.17. The vision that has evolved is for Doncaster as a ‘Networked City’, growing its economic role in the Northern Powerhouse, and promoting the urban centre as the priority location for city-scale assets that support this clear ambition as regional growth focus.
Section 3

The Vision
3.1. Our ambition is bold but realistic. It reflects a clear sense of direction from the Council and its partners and promotes a growing economic contribution in the City Region and beyond as part of the Northern Powerhouse. As a ‘City’ the urban centre is a key indicator of performance and investor confidence. So the image, reputation and profile of the centre is at the heart of the Growth Prospectus.

**Vision Statement**

3.2. A new strategic position statement is proposed to encapsulate the vision of Doncaster centre in its role as a key economic driver for the Networked City:

“Doncaster Centre – the enterprising heart of a networked city”

3.3. This is much more than just a broad statement of ambition. It combines a set of clear and specific outcomes that Doncaster will deliver and which are recognised as reflecting the economic needs and opportunities for the urban centre:

**“Centre”**

- a focus of both policy and investment priorities on the urban centre, densifying economic activity and prioritising in-centre development opportunities.

- a functional focus on the centre, where city assets are concentrated and integrated. In the context of a polycentric Borough it makes a clear statement about a ‘town centre first’ approach to planning policy, with other centres playing complementary roles in economic growth.
“Heart”

» recognising the role of the urban centre at the heart of the economy, and the Borough - the place where the image, reputation and vitality of Doncaster is most clearly reflected. The focus is on enhancing the ‘experience’ of the centre through investment in its ‘look and feel’

» enhancing green / blue assets in the centre to create an enhanced setting for visitors, investments and city heritage

» developing the cultural quarter and reinforcing the retail / leisure core through better linkages and public realm improvements.

“Enterprising”

» a prioritised role of the centre as a focus for business and enterprise related assets and services. The centre will provide a platform for networking and knowledge exchange, with urban spaces and facilities specifically designed to facilitate entrepreneurial ‘collisions’ and innovation.

» introducing policy freedoms to promote and support entrepreneurship through mechanisms such as Local Development Orders and fiscal zones to promote flexible business space opportunities in appropriate locations;

» promoting a distinctive Central Business District to create the conditions and property offer to attract corporate occupiers and promote Doncaster’s role as a regional service centre;

» creating a City Marketplace, raising the aspirations and functions of the markets as enterprise generators and locations for start-up and pop-up business opportunities.
“Networked”

» a place of connections and linkages, internal and external, networked at all levels.

» Nationally / regionally, based on more effective use of assets such as rail links, including station improvements, airport / port links to support business connectivity

» Borough-wide, positioning the urban centre as the Networked City ‘hub’ with new, improved and better integrated transport systems and better intra-Borough connections to link communities with employment growth points

» In-centre, connecting key assets to redefine the centre, encompassing links from the centre to Lakeside, the Racecourse and Stadium, as well as the Canalside and the city parks, the College and the Civic Quarter. At the core centre level, street connections improve the interaction between users of different areas of the centre and virtual networks such as city centre Wi-Fi services to support smart business networking and trading efficiencies.

“City”

» a specific intent to develop city-scale functions and assets, to evolve a stronger economic role in the City Region and become a stronger draw for business, labour, visitors and inward investment;

» developing and bidding for new city-scale destinations and institutions, such as cultural venues, a University and R&D facilities, identifying, creating and marketing specific locations in the centre capable of competing for footloose opportunities;

» re-branding and marketing the Networked City Growth Prospectus to make Doncaster a location of choice for regional businesses.
Section 4
Doncaster Urban Centre Masterplan
Defining the Centre

4.1. Doncaster urban centre has an important strategic economic role – acting as the key retail, office and leisure location for the Borough. The existence of the historic market and the key civic and cultural functions of the Borough underline its importance as a trading and employment location. The town centre is already identified in planning terms as a regionally important destination, which should be an ‘economic driver for the Borough’ and ‘a focal point for investment’ to create high-quality places and stimulate economic growth.

4.2. At a City Region scale, Doncaster centre offers growth potential which could have considerable positive economic benefits for the Sheffield City Region and beyond. Doncaster Waterfront is one of the largest inner-urban brownfield regeneration sites in the country, whilst the investment of £300m in the Civic and Cultural Quarter is amongst the largest investment programmes the City Region. Other investment projects offer potential to enhance the town’s economic, social and heritage assets – such as the town’s markets, the historic Mansion House and the strategically important railway station, which provides the City Region’s access to the East Coast Main Line.

4.3. The potential economic outputs of the ongoing development and regeneration activity in central Doncaster are significant, given the number and scale of the projects – which could deliver hundreds of new jobs if the scale of private sector investment envisaged for the programme can be secured.

4.4. As identified in the Doncaster Core Strategy and emerging Local Plan, the town centre is the prime location for the continued growth of the service sector, particularly knowledge-based private sector employment. However, due to these structural market and economic conditions, it is difficult to secure speculative commercial development to offer the market. In addition, various brownfield sites, such as Waterfront have required extensive remediation. The centre therefore continues to require public sector intervention, enabling and partnership.

4.5. To date the approach to describing Doncaster town centre, and within this the retail core, has been relatively closely defined. Moving forward, within the scope of the Networked City the scope of the urban centre needs to respond to a number of considerations as follows.

Room to Breathe

4.6. The growth targets for Doncaster are ambitious and will signal an increase of some 15,000 new homes and 20,000 new jobs across the Borough. The policy approach of targeting a good proportion of these to the main urban area and within that to the City Core means that there needs to be scope for the centre to accommodate sites and opportunities rather than being constrained.

Doncaster’s centre needs to scope to be able to respond positively to the direct growth that will be targeted towards it in the form of new homes and jobs, but also in terms of being able to cater for the wider needs of the growing borough population in its role as ongoing service centre.
**Better Connecting the Centre**

4.7. As set out previously, much of the growth that has occurred in Doncaster over the recent past has occurred outside of the urban centre. The success of locations such as Lakeside in particular, the M18 corridor and further south related to the Airport means that Doncaster Urban Centre needs to be able to look outwards as any city would to connect with those assets already delivered as part of a Networked City offer.

*In planning for the growth of Doncaster’s Urban Centre there is now a need to be more outward looking for the centre making connections to and between locations and in some cases bringing them under the umbrella of a City Core approach.*

**Creating the Right Opportunities**

4.8. The analysis undertaken suggests that the market remains challenging for investment in Doncaster urban centre. Many of the sites that have been identified to date are complex, require demolitions, land assembly and are therefore less straightforward in delivery terms. In providing for the qualitative improvements required in Doncaster there is a parallel need to create new development opportunities that will be attractive to the market, particularly at key locations such as the Rail Station, Waterfront and Civic & Business Quarter. At the same time, care must be taken to ensure that there is a clear geographical focus for investment opportunities such that the market can have confidence to invest.

*A successful future for Doncaster Urban Centre relies upon securing new investment. This requires the right sites to be brought forward with a clear focus and clarity as to the function to contribute to ambitions for Doncaster.*

**Embracing Key Assets**

4.9. There are a number of existing, potential and as yet untapped assets for Doncaster’s centre that need to be reflected, incorporated and built upon if the levels of change envisaged are to be achieved. Existing assets such as the Retail Core, Markets and Minster are perhaps obvious. However, those emerging and in many cases as yet untapped gems for Doncaster, the potential postcards of the future such as the Civic Quarter, the City Parks, Rail Station and Canalside /Waterfront all need to be appropriately incorporated and connected.

*By incorporating and planning effectively for the key assets of Doncaster’s Urban Centre, the greatest chance of success will be delivered as part of a holistic, diverse and complementary offer.*

4.10. For these reasons, the Urban Centre Masterplan has re-defined the extent of Doncaster centre as a vital first step in delivering regeneration and change.

**Spatial Structure**

4.11. The Urban Centre as defined is a rich mosaic of activity, architecture, space and opportunity. By encompassing all of these things Doncaster has the best opportunity of future success. In planning for future change, there needs to be a recognition of this variety and action targeted accordingly. The future of Doncaster Urban Centre will rely upon our ability to create a series of experiences and opportunities that work together to create the vibrancy and future investment that we all seek.
Town Centre Boundary
4.12. Set out on the plan overleaf is a breakdown of the Urban Centre into a series of component parts. These are summarised in terms of their role and significance to future success. These locations then form the basis for the Masterplan and the actions and interventions that stem from that.

1) Waterfront

4.13. Totalling some 13.3 Ha in size, Doncaster’s Waterfront is the largest development location for the City Core. Significant investment has been made in creating a suitable setting for investment around a new Marina, building on the successful new Doncaster College building that creates a new sense of scale and quality in this key location.

2) Minster Canalside

4.14. This is a key location for the future of the Urban Centre. It is a hub with the potential to unlock connectivity between the Retail Core, City Gateway and the rail station, and the Market Place to the Waterfront. At the same time, a comprehensive approach to the future of this area will dramatically enhance the setting for Doncaster Minster and re-establish its relationship to the water through new greenspace and public realm.

3) Enterprise Market Place

4.15. The Markets have been a core part of the Doncaster ‘offer’ and should continue to be so. In order for this to be achieved there is now a need to think more broadly about the role of the markets in the wider Urban Centre. Through rationalisation, creation of new enterprise space and public realm improvements, Doncaster’s markets will become an outward facing place of information knowledge exchange, a truly 21st century enterprise market place.

4) City Gateway

4.16. Doncaster’s connectivity and in particular its location on the East Coast mainline represents a significant opportunity for the Urban Centre. The significance of this location is further reinforced in the context of the Networked City model. The redevelopment of this location will deliver a new arrival statement for the Networked City at scale. Incorporating new development opportunities and public realm investments to reflect the ‘city’ scale environment.

5) Civic / Business District

4.17. The ‘Corporate’ location for Doncaster, encompassing the new Civic Offices, Library and facilities alongside new leisure opportunities and the delivery of key businesses at scale. The highest quality of development will be delivered relating to the key space of Sir Nigel Gresley Square and connected through a re-developed Waterdale Shopping Centre.

6) Retail Core

4.18. Doncaster’s retail offer is a key part of the attractiveness of the Networked City. As such, it is essential to plan for its future in a way that reflects the changing face of retail in the UK and puts it on a firm footing moving forward. This will be achieved by being clear and realistic about the geographical focus of the retail core. Then within this redefined core area, securing a continuity through the quality and consistency of the sense of city ‘place’.

7) Innovation Quarter

4.19. The consolidation of the Retail Core, gives the opportunity to look positively and re-define other key parts of the Urban Centre. Focussed on Hall Gate, Wood Street, Waterdale and Princes Street, Innovation Quarter will create a new identity for this location, with policy freedom to bring forward a different range of uses and support for entrepreneurship coupled with public realm investment to reinvent this key arrival point in Doncaster from South Parade.

8) Parklands

4.20. Doncaster is blessed with significant parklands in close proximity to the centre. The challenge for the masterplan is to re-connect these green assets for the city to the wider Urban Centre and the population as a whole. This involves reviewing their role and function, creating a new and prominent external expression and making them part of everyday city life in Doncaster.
The Urban Centre Masterplan Explained

4.21. The Economic Pathway for Doncaster and the Networked City approach as described are predicated on a continued and ambitious plan for growth in the Borough. At the heart of this is a shift in the approach to growth where the urban centre or City Core will now be more of a focus. As such the masterplan responds directly to the Vision for the Networked City and:

» The primacy of Doncaster Centre as an economic driver and image maker
» Its potential to act as a focus for enterprise growth and for knowledge exchange
» The qualitative deficiencies in the ‘look and feel’ of the Centre as the heart of the Borough
» The mutual dependency of Doncaster centre and the network of other centres and the value of internal and external connectivity
» The potential to pitch as a City given the collective scale and value of its assets, gateway role and economic potential.

4.22. In this context, the Urban Centre Masterplan sets out a clear sense of direction and purpose for the urban centre of Doncaster.

4.23. The masterplan seeks to create new opportunities for investment and development. In so doing, the approach has been to provide a range of sites that can offer a broad range of potential. At the same time, the locations for this development have been selected and given a clear sense of how they relate, both to each other and the wider market so that investors can see both direction and certainty. Whilst change is happening in Doncaster urban centre, the market remains challenging and the masterplan provides a structure within which investment can occur. Specific ‘Areas of Change’ have been identified which are both focussed geographically and have a clear set of principles.

4.24. The masterplan puts the rail station and environments high on the list of priorities for change. In the context of a Networked City, there are now new opportunities for investment around the Station, building on a new long term leasing arrangement that will enable station investment by Virgin Rail as the Station operator. This key gateway to Doncaster must be transformed to create an environment for arrival that is fitting of a city scale, reflecting of the Networked City concept and the significance of the Urban Centre within this. The masterplan identifies important opportunities to rationalise the uses in this part of the urban centre; to re-consider the linkages and relationship to the retail core; to re-address the historic importance of routes such as St Sepulchre Gate and to provide opportunities for new commercial and residential development.

4.25. Reconnecting with the city’s waterfront and Canalside is also a vital component of the masterplan and critical to the balanced approach to the growth of the centre with the rail station and the continued development of the civic and business district. The opportunity for the Urban Centre to ‘jump’ the ring road and enable these new urban destinations to be created is an important component. However, a greater imperative in the context of the future growth of the City Core, is the ability to redefine these areas with a new sense of place and purpose. Creating a new Canalside where development and space combine to generate activity and to ensure that the historic Minster/waterfront relationship is brought back to life is an exciting proposition. At the same time, the Waterfront area has a clear purpose that is complementary to this with a mixture of educational, residential and large scale institutional uses that will make a significant contribution to future change.
4.26 Establishing a meaningful Central Business District for Doncaster has been a clear imperative for the identity of the Networked City and therefore the Urban Centre Masterplan. If there is to be a meaningful shift of new employment space attracting businesses and people to create a new commercial heart of the City Core (in addition to ongoing growth elsewhere in the Borough) then the location and offer for this has to be clear. This will be challenging for Doncaster’s current office development market, but as elsewhere, can be overcome with co-ordinated public and private sector investment. Indeed this process is already underway, and building on the investment and progress that has been made in the establishment of Doncaster’s Cultural Quarter, the quality of the public realm and the complementary offer of the new leisure proposals, a new central Civic and Business District for the Networked City can be created over time, establishing a corporate face for Doncaster centre and the wider Borough.

4.27 The Networked City approach applies as much to the locations within the centre as it does to the connection of the core to the wider borough. Public realm changes and improvements are a critical part of the masterplan. As the Urban Centre moves outwards to exploit new opportunities the imperative to connect these locations in a high quality and legible way becomes an imperative. In achieving this, the masterplan sets out a targeted approach to the future streets and spaces for the City Core identifying locations for rationalisation, improvement and focal points for the creation of new public realm that reflects the key axes of movement and facilitates these through a series of city quality experiences. Critically, this includes the provision for appropriate green spaces, and the better integration of the city parks as part of the City Core offer and in particular, their expression onto the key street of South Parade is defined.

4.28 The masterplan explicitly encourages a more outward facing urban centre with a shift in gravity to the Canalside and waterfront to the north and to the Civic and Business Quarter and City Parks to the south. As such, locations which currently are on the periphery of the centre become key linking points around which development will occur and activity will flow. Hall Gate, the Market Square, St Sepulchre Gate and Duke Street are all important locations in this respect. Perhaps most significant in this regard is the pivotal position that the Minster will occupy in the new City Core. Already the ‘postcard’ image for Doncaster, the Minster is a vital focal point for the success of the masterplan located as it is between the Canalside, Waterfront and the Retail Core and with the potential to connect all of these locations whilst at the same time enhancing its role as a tourist destination in its own right.
Section 5
Areas of Change
Introduction

5.1. These areas provide a ‘route map’ for the Urban Centre within which future investments and development should be focussed. Those areas where development is proposed are linked to an overall land use plan which is built on an understanding of the market and viability context. This is set out at paragraph 5.63. below and further explored in the accompanying Implementation Plan.

5.2. The public sector has several roles in promoting the masterplan - major land owner, commercial occupier, planning and highways authority, funding source and potentially development backer.

5.3. There is no prescribed development programme. However, an indicative sequence for development is put forward which is based on the current appreciation of market interest, land availability, funding opportunities and the complexity of practical development issues.
5.4. The largest development location in Doncaster Urban Centre, the Waterfront area was formerly occupied by Doncaster’s gas works. It is now used as a mix of public car parks, vacant land and small scale industrial uses. Part of the site has been redeveloped to accommodate the new Doncaster College Hub campus (opened 2006), which forms a key landmark on the Markets Roundabout and provides some enhanced Canalside public realm. Over the last decade, more than £20m of public sector investment has been made to facilitate development through remediation, the creation of a new 90 berth marina and investment in infrastructure including in 2015 the completion of a new access road opening up the site.

5.5. This area is the preferred location for the Doncaster HS2 College accommodation and a site for this is being considered which will add to the educational cluster in this part of Doncaster. The wider site has clear opportunities for residential and mixed use development maximising the benefits of a waterside location through the creation of new public realm including a Marina Park around which small scale retail and leisure uses will be focussed.

5.6. The development of this key location needs to be carefully phased to maximise the opportunity that exists. The implementation of the HS2 College accommodation should act as a catalyst and as such its location is very important. There are a number of options for this building. It could be located to the north of the Marina to create a new destination and to draw people into the site creating value and interest in the parcels that front Church Way. However, should this be considered too far from the rest of the city core, then part of the existing surface level car park in the area could be considered.

5.7. The nature of residential development should reflect a Doncaster urban model, with a mix of modern terraces and town houses building up to some apartment type development fronting onto the Marina. Again, care needs to be taken with the phasing of this to reflect the current sensitivity of the market and the need to reflect the current potential and to evolve this over time.

5.8. Given the scale of this location, there is also the potential for this area to accommodate larger City Scale assets such as a University Centre or performance venue, or major city centre corporate occupier to be located. Flexibility is key here and at the current time the Urban Centre Masterplan shows options for this both north and south of the marina.

5.9. Built form should address the key frontages of Church Way and the Marina. Scale should step up to these locations varying from 2-3 storeys in residential areas to 5-6 storeys and above to meet the demand and nature of specific uses. A series of design principles are set out on the illustrative plan overleaf and summarised on the table below.

5.10. City Waterfront represents a key site for Doncaster Urban Centre with the potential to deliver significant change. Its value should not be underestimated and care needs to be taken to ensure that it is not compromised. If appropriate uses are not forthcoming in the short term then there should be a focus on remedial works until such time as land uses which deliver the ambitions as identified come forward.
Green ecology edge to waterfront including pedestrian access to waterside
New landmark pedestrian and cycle bridge
Student housing
Riverside walkway
Building feature to terminate view through college campus
Existing marina enhanced
Sea Cadets and other community uses
Green space relating to marina
Existing urban square facing onto waterfront
Existing pedestrian cycle link beneath road
Close off Chappell Road
Educational building
Pedestrian link through college campus providing visual link
New improved crossing connecting existing community with college and new waterfront
Commercial uses
New green space and park
New pedestrian and cycle route linking new and existing communities
New urban space with key historic building as a focus
Existing key historic building refurbished and converted to new community use
New tree lined entrance boulevard
Existing highway access
Mixed uses on frontage (Ground floor retail with residential above)
**CITY WATERFRONT**

<table>
<thead>
<tr>
<th>Site area</th>
<th>13.3 Ha</th>
</tr>
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<tbody>
<tr>
<td>Existing use</td>
<td>College, surface level car park, infrastructure, commercial</td>
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<tr>
<td>Ownership</td>
<td>DMBC</td>
</tr>
<tr>
<td>Proposed uses</td>
<td>Residential, Marina and Park, Retail/Leisure, Education Institutions, Employment</td>
</tr>
</tbody>
</table>

**Development Capacity**

<table>
<thead>
<tr>
<th></th>
<th>D2</th>
<th>Leisure / Sport</th>
<th>1750 m²</th>
</tr>
</thead>
<tbody>
<tr>
<td>C3</td>
<td>Residential</td>
<td>26408 m²</td>
<td></td>
</tr>
<tr>
<td>D1</td>
<td>Education</td>
<td>5800 m²</td>
<td></td>
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<tr>
<td>B1, A2</td>
<td>Offices</td>
<td>2340 m²</td>
<td></td>
</tr>
<tr>
<td>A1</td>
<td>Retail</td>
<td>2800 m²</td>
<td></td>
</tr>
<tr>
<td>Sui-Generis</td>
<td>Student Housing</td>
<td>19125 m²</td>
<td></td>
</tr>
<tr>
<td>D1, D2</td>
<td>Leisure / Community</td>
<td>1110 m²</td>
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<tr>
<td>B1, B2, B8</td>
<td>Commercial / Industrial</td>
<td>3750 m²</td>
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<tr>
<td>C3, Sui-Generis</td>
<td>Residential / Student Housing</td>
<td>5920 m²</td>
<td></td>
</tr>
</tbody>
</table>

**Parameters**

- Building heights to range between 2/3 storeys and 7 storeys respecting existing context and creating new landmarks.
- New residential apartments should front onto a new Marina Park which will incorporate the refurbished listed building.
- New Streets should be created connecting the Marina Park and providing views and permeability into the site.
- Pedestrian linkages to be improved east/west through the site connecting the Waterfront through the College and into Minster Canalside.
- Focus for mixed retail, community and leisure uses to be focused on Marina Park to create a 'hub'.
- Space should be reserved for potential city scale institutions and facilities to emerge as the Network City Plan develops.
- Consider provision of a pedestrian and cycle bridge to connect to Phase 2 Waterfront.

**Delivery issues, lead and process**

- Remaining contamination issues to be resolved and addressed.
- Flood risk Zone 3 covers much of the area and will require a specific design solution.
- Split ownerships (DMBC, National Grid, two private sector owners) requiring public sector land assembly and site marketing.
- Timescale pre-2019 will have to be managed under the terms of existing development agreement.
- Scale of site requires an approach that will be encourage investment from multiple developers.
- Commercial viability gap will need to be bridged to encourage private-sector developers.

**Early Projects (Years 0-5)**

1. Reserve part of the site for any City institutional assets, e.g. University Centre, any significant urban centre institutions
2. Delivery of HS2 High Speed Rail Student accommodation (350 student residential single bed accommodation)
4. Marina use as canal boat basin with the listed building brought forward for associated use
5. Site assembly / land owners development agreement
6. Infrastructure, contamination and viability assessment securing public funding for future development packaging
7. New / improved pedestrian crossing across Churchway
8. Marina Park public realm project as development focus

**Medium term projects (Years 6-15)**

9. Commercial mixed use development of Waterfront
10. Development of new urban centre residential neighbourhood at Waterfront
5.11. The proposed approach to Doncaster Waterfront will directly impact on the vision for Doncaster Networked City as follows:

| Enterprising | ✓ | College & Student hub, new business and residential community |
| Heart | ✓ | New statement Waterside for Doncaster & quality buildings, linked to engineering heritage |
| Networked | ✓ | Connected to centre, HS2 & Rail connection |
| City | ✓ | City waterfront & scale, potential to attract new city scale institutions |
| | | The National Institute for Infrastructure is an immediate opportunity for the city centre and city Waterfront is one of the options being considered |
Minster Canalside

5.12. Surrounded by infrastructure in the form of the A19, A630 and the East Coast mainline, this area is currently defined by the iconic Doncaster Minster and associated buildings to the south of the canal and the surrounding green space. There is also a retail unit in the south west adjacent to the Frenchgate Centre and the access for this shopping centre dissects the area. Friars Gate Bridge connects to the north of the canal with a range of commercial uses and surface level car parking. A range of former mill buildings lie along the southern bank off Grey Friars Road.

5.13. This is a pivotal location for the future of the Networked City Core connecting as it does the Retail Core, City Gateway, Enterprise Market Place and the Waterfront. As such the connectivity through it and the approach to public realm is of vital importance. At the same time this area offers an important opportunity to re-establish an urban canalside location that respects and celebrates the Minster and better integrates this with wider Doncaster.

5.14. In developing this area, it is essential to look from the water outwards, creating new opportunities on both banks to establish the canalside that is sought. To the north, the SCRIF funding for the refurbishment of the Friars Gate Bridge and the emerging proposal for a Network Rail Super depot mean that there is real energy for change. The surface level car park to the east of the depot site provides a highly attractive south facing site with potential for residential development.

5.15. To the south of the canal the existing buildings, which are varied in quality and scope for conversion need to be considered and owners engaged so that a vibrant mixed use canalside can be created delivering new bars, cafes and leisure uses connected through a canalside walkway and public realm improvements. The Innovation Hub should be completed building on the new momentum in the area. Critically, this rationalisation and redevelopment of the Canalside must not stymie the opportunity to create new connections and views of the Minster. The Minster Estate itself needs to be reviewed in terms of the scope for the variety of buildings that it has to act as more of a central community and tourism focus for the Networked City, exploiting further the existing profile.

5.16. The green space and public realm will be dramatically enhanced to create connections both north south and east west through the area lying in with wider aims at the Retail Core, Waterfront and Markets, and key routes such as Church Street, The strategic cycleway to the west, the arches to the Interchange, Frenchgate and St Georges Gate. Grey Friars Road should be stopped up as a through route allowing for new development and public realm connected to the Waterfront Area. There is clearly much to do here, and a phased approach to public realm investment is likely to be required linked to the various developments proposed. The plan on page 43 highlights the potential interim position in this regard.
1. New street
2. Rail link
3. Staff parking
4. New offices
5. Network Rail “Super-Depot” and offices
6. Parking / Deliveries
7. Enhanced bridge and steps connecting to canalside walkway
8. Existing utilities compounds to remain
9. New mixed use development (retail/leisure uses)
10. New residential development to provide overlooking of arches leading into bus interchange
11. Existing access and egress to Frenchgate MSCP
12. Steps down from North Bridge Road
13. Enhanced archways connecting Doncaster Interchange with Minster and waterfront
14. New super-crossing to connect North Bridge Cycleway to High Street and retail core
15. Retain potential to create street link under elevated A19 / St George’s Bridge in future
16. New Residential
17. New canalside walkway on northern bank of the canal
18. Existing Marina walkway
19. Existing connection to Doncaster College under A19
20. New urban square facing onto waterfront overlooked by new bars and restaurants
21. New canal walkway
22. New landmark building to create presence responding to Doncaster College at major arrival point
23. New link with steps from Minster Canalside
24. Grey Friars Road stopped up allowing new development to provide suitable gateway into Doncaster
25. Shared surface over Church View to extend Minster Gardens
26. Extended Minster Gardens
27. New urban space created to extend Minster environs
28. New “Super-Crossing” connects Baxtergate with Minster over Church Way
### MINSTER CANALSIDE

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<th>Site area</th>
<th>12.9 Ha</th>
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<tbody>
<tr>
<td>Existing use</td>
<td>Minster, vacant buildings, retail, surface level car parking, commercial, utilities.</td>
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<tr>
<td>Ownership</td>
<td>DMBC, Diocese, Various private ownerships</td>
</tr>
<tr>
<td>Proposed uses</td>
<td>Residential, Leisure, cafes, bars, Community Uses, Employment, Public Realm and green space</td>
</tr>
<tr>
<td>Development Capacity</td>
<td>B1, A2</td>
</tr>
<tr>
<td></td>
<td>C3</td>
</tr>
<tr>
<td></td>
<td>D2, A3, A4</td>
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<tr>
<td></td>
<td>D2</td>
</tr>
<tr>
<td></td>
<td>A1</td>
</tr>
</tbody>
</table>

| Parameters | Building heights to range between 2/3 storeys on the waterfront to ensure that views of the Minster are not prejudiced. Up to 5/6 storeys for new residential to the north of the river and 3/4 storeys off Grey Friars Road. New spaces should be created and connected along the Canalside on the southern bank to secure destination and sense of place and connect into the Waterfront to the east. New connections should be opened up north/south through the Minster Gardens connecting from the river to the remainder of the City Core. Friars Gate Bridge to be a key landmark through refurbishment and lighting. Public realm improvements to radically enhance the relationship to the City public transport hub and existing retail uses to be redeveloped to create an appropriate gateway. Enhancements to archways under North Bridge Road connecting to the Interchange. |

| Delivery issues, lead and process | Flood Risk Zone 3 covers part of the area and will require a specific design solution Public sector land assembly and site marketing Public sector public realm investments in partnership with the Diocese Engagement with Network Rail to understand timescale for their investment. This is particularly important given that this project has an approved SCRIF full business case approval Engagement with Doncaster CDT to encourage completion of the conversion of the former Arts College into an enterprise centre Commercial viability, engagement with private-sector developers. |

| Early Projects (Years 0-5) | 1. Development of Network Rail super-depot 2. Finish the redevelopment (already started) of the former Arts College on Church View into an enterprise centre 3. Minster environment and visitor attraction enhancement works 4. Friar’s Gate Bridge enhancement over the River Don to enable Network Rail super-depot 5. First phase public realm – Arches enhancement / Church View/ enhanced Crossing to Enterprise Marketplace |

| Medium term projects (Years 6-15) | 6. Land assembly / development packages for canalside leisure 7. Minster Canalside residential development (north) 8. Second phase of Minster Canalside public realm including closure of Grey Friars Road East and enhanced crossings over the A630 |

| Long term projects (Beyond Year 15) | 9. Minster Canalside residential development (south) 10. Third Phase Public Realm at Church View |
5.17. The proposed approach to Minster Canalside will directly impact on the vision for Doncaster Networked City as follows:

| Enterprising | ✓ | Innovation Hub, Network Rail, Canalside ‘Buzz’ |
| Heart | ✓ | Heritage Canalside, Minster Setting, Bridge renovation & lighting |
| Networked | ✓ | Cross canal, public realm and crossing points, public transport hub interface |
| City | ✓ | Key arrival view, Minster postcard, interface site with City Core |
Minster Canal Interim Phase

1. New street
2. Rail link
3. Staff parking
4. New offices
5. Network Rail “Super-Depot” and offices
6. Park / Deliveries
7. Enhanced bridge and steps connecting to canalside walkway
8. Existing utilities compounds to remain
9. New entrance to car park
10. Car park 1
11. Vehicular access
12. Car park 2
13. New mixed use development (retail/leisure uses)
14. Active edge of second entrance
15. New pedestrian route linking Minster with Interchange
16. Improvements to arches
17. New super-crossing to connect North Bridge Cycleway to High Street and retail core
18. Retain potential to create street link under elevated A19 / St George’s Bridge in future
19. New Residential
20. New canalside walkway on northern bank of canal
21. Existing connection to Doncaster College under A19
22. Existing Marina walkway
23. New urban square facing onto waterfront overlooked by new bars and restaurants
24. New river walkway
25. New landmark building to create presence responding to Doncaster College at major arrival point
26. New link with steps from Minster Canalside
27. Grey Friars Road stopped up allowing new development to provide suitable gateway into Doncaster
28. Public realm improvements
29. Extended Minster Gardens
30. New urban space created to extend Minster environs
31. New “Super-Crossing” connects Baxtergate with Minster over Church Way
5.18. Along with the Minster, Doncaster’s markets have been a fundamental part of the town’s economy and identity. In this context, they are places at the heart of the future strategy for the City Core. The ambition is to evolve the nature of the marketplace as a 21st century place of enterprise through diversification and the facilitation of new development opportunities, enhancing the competitiveness of the retail core by breathing new life into the market area; linking the development of the Minster and Waterfront through effective road and pedestrian linkages; and reconnecting the town centre and surrounding hinterland in keeping with a balanced circulation system and appropriate parking.

5.19. The following are the key ambitions:
» Physical manifestation of Enterprise Marketplace
» Rationalisation of the Markets, creation of new enterprise space and ‘pop-ups’
» Creation of new Enterprise Markets development opportunity
» Outward facing Netherhall Road, Waterfront, Minster and Retail Core
» Creation of informal Enterprise ‘Buzz’, informal knowledge exchange

5.20. Notwithstanding recent investments, there is a clear need to further review and rationalise the market space to ensure that it is best able to respond to the wider role envisaged. Early consideration of locations such as the Irish Middle Market should be explored. Care needs to be taken to ensure that in seeking to provide a sustainable future for the markets that the ecosystem that makes them successful is not broken and engagement will be key. In particular, the asset for Doncaster that is the Wool Market needs to be reconfigured to provide a new and enhanced offer for retail and events.

5.21. Key to changing the feel of the markets is the delivery of new development on the northern side securing new flexible enterprise space, retail and ‘pop-ups’ as an anchor and statement of change. This also has the key design benefit of enclosing the northern side of the market where it effectively ‘bleeds’ away into the Irish Middle Market and surface level car parking.

5.22. In order to achieve the maximum benefits for the Enterprise Market Place it will have to become both an enhanced experience internally, but also look to better embrace the linkages to the wider City Core particularly at the junction with Netherhall Road where the independent restaurant scene is emerging, the Minster via the creation of a new street, the Waterfront and into the retail core. This approach is further explored on the plan overleaf and in the public realm drawings at Section 6 of this document.

5.23. By making these changes there is the potential to create a new buzz of activity and enterprise around the market square for Doncaster where activity happens throughout the day and into the evening economy providing a more consistent contribution to the life of the city core. Locations such as Leicester have been successful in this regard.
1. New improved and direct link between Waterfront, Minster and Markets with supercrossing
2. Landmark building feature to respond to presence on major route, Church Way
3. New 2 storey building to frame High Fishergate (retail/cafés ground floor, offices above)
4. Existing Market Hall
5. Public Realm improvements to Goose Hill / Baxtergate
6. Existing car park egress
7. Irish Market consolidated and incorporated into existing market hall buildings and space converted to car parking
8. New 3 storey building designed to frame northern end of Market Square (retail/cafés ground floor, offices above)
9. Improved public space as setting for wool market and improved crossing facilities to Copley Road
10. Colonnade provides opportunity for ground floor activities to activate Market Square
11. Market Square, major civic space
12. Improved public space and crossing facilities to integrate markets with Netherhall Road
### ENTERPRISE MARKETPLACE

<table>
<thead>
<tr>
<th>Site area</th>
<th>3.2 Ha</th>
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<tbody>
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<td>Existing use</td>
<td>Retail, Markets, surface level car parking, leisure</td>
</tr>
<tr>
<td>Ownership</td>
<td>DMBC</td>
</tr>
</tbody>
</table>
| Proposed uses   | Rationalised Market  
Leisure, cafes, bars  
Employment  
Development Capacity |
| Development Capacity | A1, A3  
Retail / Cafés  
1425 m²     |
|                  | B1, A2  
Offices  
2300 m²     |
| Parameters       | Building heights to range between 2/3 storeys on the northern side of the market place to create enclosure and complete a new street to connect with the Minster Canalside.  
Rationalisation of the market stalls to enhance the sense of space and setting of the key market buildings.  
Key connecting spaces with the Market should be addressed including the intersection of Silver Street, Netherhall Road, Market Road and Sunny Bar.  
Greater variety of uses encouraged to ensure activity across the day beyond market times and into the evening as a destination. |
| Delivery issues, lead and process | Securing agreement and support for change from the market traders  
Public sector land assembly and site marketing  
Management of car parking and access.  
Private-sector developers |
| Early Projects (Years 0-5) | 1. Preparation of Doncaster Markets Strategy 2025 setting a new vision and direction for the development of Doncaster Markets  
2. Implementation of Markets Strategy Phase 1  
consolidation of Irish Middle Market into Corn Exchange and Outer Market  
relocation of Irish Middle Market stalls & creation of new car parking/coach drop off;  
delivery of new enterprise development opportunity; and  
Conversion of Wool Market to retail /events  
3. Pedestrian crossing over Church Way to connect the Marketplace to Minster Canalside and to Waterfront |
| Medium term projects (Years 6-15) | 4. Implementation of Markets Strategy Phase 2 – Corn Exchange and public space  
5. Corn Exchange refurbishment  
6. Outer Markets rationalisation and public realm investment |
5.24. The proposed approach to Enterprise Market Place will directly impact on the vision for Doncaster Networked City as follows:

<table>
<thead>
<tr>
<th>Enterprising</th>
<th>Networking ‘buzz’, start-up/pop-up business, wi-fi</th>
</tr>
</thead>
<tbody>
<tr>
<td>Heart</td>
<td>Better presentation and focus for Doncaster markets future</td>
</tr>
<tr>
<td>Networked</td>
<td>Digital network, knowledge and information exchange</td>
</tr>
<tr>
<td>City</td>
<td>Informal business quarter</td>
</tr>
</tbody>
</table>
Case Study: Leicester Markets

Leicester City Council has embarked on an ambitious programme to reinvigorate its historic market place and a £7million investment for Leicester Market was announced in December 2012. The wider masterplan seeks to strengthen the markets connection with the City Centre along with new lock-up units for traders and public toilets. Focusing around the architectural gem that is the Corn Exchange, a new contemporary food hall has been built. Significantly, the proposals include the demolition of the dated Indoor Market Hall which was no longer fit for purpose. In its place is a new public space allowing for spill-over events and other leisure activities to take place, lined by shops, bars and restaurants. Finally, the west façade of the Corn Exchange previously hidden by the Indoor Market will be revealed and frame the new public space.

Phase 1 is now completed with the construction of the multi award winning Food Hall – Britain’s Best Food Market 2015. The food hall now has a strong connection to the rest of the market. The new location and dramatic look of the food hall has been welcomed by the market’s loyal customers and has resulted in the introduction of new shoppers.

Phase 2 is currently underway with the demolition of the old 1970’s market centre. Once the demolition is complete, the whole area will be opened up increasing sight lines to the historical architecture surrounding the market.
City Gateway

5.25. In a Networked City, the point of arrival is key. It sets the first impression of the City and the experience that is to follow. City Gateway provides a vital new arrival statement at a scale that reflects the City ambitions for Doncaster. With the signing of a new lease for the station itself the time is now right as the operator has made Doncaster one of its key East Coast Mainline investment stations.

5.26. Currently, this part of Doncaster is characterised by a range of large scale commercial buildings some of which are now vacant, streets of terraced housing and the station forecourt which consists almost entirely of car parking and drop off space. Beyond this, the historic route of St Sepulchre Gate West has varying levels of secondary economic activity along it.

5.27. There is a clear opportunity and indeed imperative, to look anew at this location and to consider a more ‘City Scale’ response.

5.28. By relocating the existing car parking through strategic acquisitions of empty properties, a new station forecourt can be secured that will provide a new arrival of quality and scale. In time, a second phase of this should be considered that spans the A630 changing the entire feel of the road in this location. Enhancements to the existing blank façade of the supermarket for this key view should be sought.

5.29. Should it be possible to find a new home for the current Supermarket, then this could provide the space for further public realm which would be fronted onto by a new façade for the Frenchgate Centre and would provide a more appropriate ‘welcome’ to Doncaster. This is illustrated on the plan on page 55.

5.30. New office development should be sought in proximity to this new gateway space. A traditional market ‘hot spot’ for such uses in the majority of urban areas. This would be one of two key office locations for the Urban Centre alongside the Civic and Business Quarter (see overleaf). In due course further opportunities could be explored through the relocation of the car parking to the lower value locations adjacent to the rail infrastructure.

5.31. The second key element of the City Gateway proposition is to establish St Sepulchre Gate West as a key street for the Urban Centre. Through a combination of extending the quality of the gateway forecourt public realm into the street scene, targeting new development opportunities and refurbishment of key buildings and bringing new commercial and residential uses to the area, this street can one again feel part of the city.
1. Listed Theatre
2. New Public Square to enhance Theatre frontage
3. Listed Station building
4. Station main entrance
5. New glazed canopy
6. New pedestrian link between decked station car park and rail station
7. Priority surface car parking and disabled parking (70cps)
8. Pedestrian route linking residential area with station
9. New decked car park (with green wall)
10. Existing buildings retained
11. Green space to screen decked car park
12. New residential development to provide new setting for St James’ Church
13. Public art ‘screen’
14. Enhanced Sainsbury’s elevation as frontage to square
15. New square and “Super-Crossing”
16. New development to provides attractive approach when viewed from the station
17. Close off existing vehicular access into residential area to deter ‘rat-running’ into residential area
18. Crossing aligned
19. Existing public house retained
20. Mixed use development, retail at ground floor
21. New vehicular access to serve residential area
22. Portland Place
23. Potential for landmark mixed use development (office/residential)
24. New mixed use development to create new frontage to existing multi-storey car park (office/residential)
25. Consider adjustments to existing highways (previously designed to facilitate bus movements) to extend development site
26. New street position to rationalise development parcels
27. Existing public houses retained
28. Enhanced shared space public realm to West Street and St Sepulchre Gate West
29. Potential for new office frontage
## CITY GATEWAY

### Site area
9.6 Ha

### Existing use
Residential, commercial, surface level car parking, station forecourt

### Ownership
DMBC, various private

### Proposed uses
City Gateway public space
- Offices
- Leisure, cafes, bars
- Residential

### Development Capacity

<table>
<thead>
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<th>Parameters</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Building heights to range between 3/5 storeys onto the new city gateway public space to create a sense of arrival and scale as well as enclosure.</td>
<td></td>
</tr>
<tr>
<td>Second Phase of public space to cross over the A630 and secure effective visual and physical connectivity with the retail core.</td>
<td></td>
</tr>
<tr>
<td>St Sepulchre Gate West to be re-established as a City Street with new development and public realm investment.</td>
<td></td>
</tr>
<tr>
<td>New office development to front onto the city gateway space, facilitated by longer term relocation of car parking to a location adjacent to the rail lines.</td>
<td></td>
</tr>
<tr>
<td>New residential area to create focus and activity around St James Church</td>
<td></td>
</tr>
</tbody>
</table>

### Delivery issues, lead and process
Securing investment for public realm enhancements
- Public sector land assembly (Royal Mail site complete, but agreement with Plumb Centre will need to be reached) and site marketing
- Liaison and co-ordination of action with Network Rail and Virgin Rail
- Management of car parking and access. Agreement of car parking relocation is key to unlocking the opening up of the forecourt area
- Management of traffic issues on the A630
- Commercial viability for the new office development and engagement with the private-sector developers.

### Early Projects (Years 0-5)
1. Design and implement station forecourt scheme including first phase crossing over Trafford Way & route to retail core
2. Delivery of internal Doncaster Station improvements
3. Relocate station car parks – short term solution

### Medium term projects (Years 6-15)
4. Rail Gateway Office Park – land assembly, Trafford Court improvement, new development
5. Land assembly, development packaging and delivery of residential around St James Church
6. Relocate station car parks – long term solutions

### Long term projects (Beyond 15 years)
7. Phase 2 Station Gateway public realm including crossing of the A630 & St Sepulchre Gate West improvements
8. Residential and mixed use development at St Sepulchre Gate

### N/A
- Car Parking (263 cps) 5510 m²
- Residential 13665 m²

### A1 Retail 545 m²
### A1, A3 Retail / Cafes 5043 m²
### N1, A2 Offices 23293 m²
### N/A Car Parking (263 cps) 5510 m²
### C3 Residential 13665 m²

146 Residential Units based on the Nationally Described Space Standards and a mix of house sizes

---

**52**
5.32 The proposed approach to City Gateway will directly impact on the vision for Doncaster Networked City as follows:

<table>
<thead>
<tr>
<th>Enterprising</th>
<th>✓</th>
<th>New office opportunity</th>
</tr>
</thead>
<tbody>
<tr>
<td>Heart</td>
<td>✓</td>
<td>Arrival Statement for Gateway City at all scales</td>
</tr>
<tr>
<td>Networked</td>
<td>✓</td>
<td>Key element of transport hub. Connection to city core through public realm, breaking the ring road</td>
</tr>
<tr>
<td>City</td>
<td>✓</td>
<td>City Station &amp; Gateway</td>
</tr>
</tbody>
</table>
Listed Theatre
Public Square to enhance Theatre
New linked Square
Station super-crossing
Crossing aligned
Existing office development
Public art ‘screen’ starts the procession along Trafford Way
Create new feature entrance to Frenchgate
Service access
West Laith Gate
Widen footpath
New development
Remove taxi rank
Existing one-way exit reconfigured
Public realm improvements: Promote this route for pedestrians wishing to access town centre
5.33. This location has seen significant positive change in recent years through the development of the new Civic offices, Cast Theatre, Sir Nigel Gresley Square and the impending new leisure uses creating a destination in its own right. The challenge for Doncaster now is to maximise the energy that has been created by building on this for the wider development of the area.

5.34. The Masterplan envisages this location as the new ‘corporate’ face of Doncaster, a focus for new office investment, in effect the Central Business District for Doncaster. This will build upon the Civic developments that have already taken place and bring into play the re-development of the Waterdale Shopping Centre and land to the west. In establishing this, new built form and public realm needs to be at scale and of the highest quality as a statement for the City Core and Doncaster as a whole.

5.35. The relocation of the library and other civic uses including the art gallery, archives and museum into the former high school site could open up potential to redevelop the northern frontage to the Sir Nigel Gresley Square as part of a comprehensive approach to the Waterdale. At the same time there is an opportunity to accommodate new City Core educational facilities in the form of the University Technical College for Doncaster which would form part of a wider learning offer in the City Core with the Hall Cross Upper School, Doncaster College and HS2 facility.

5.36. A new private leisure facility could be accommodated alongside the new cinema, with the potential to link to the refurbished Listed building and serving the City Core. To the south fronting on to the ring road a site has been identified as having the possibility of accommodating a relocated town centre supermarket from its current position with the City Gateway and serving the residential communities in this part of town. A hotel has also been located in this prominent location with easy access to the Station and leisure facilities.

5.37. As with other key locations identified, the Civic and Business District need to be well connected to the wider City Core and in particular the City Gateway and retail core.
New urban space provides focused entrance into new Waterdale development
New egress for basement car park
Existing MSCP
Improved public realm to enhance connection between MSCP and CCQ
Existing listed building connected to new leisure use
Potential to link existing listed building with new leisure facility
One way system
UTC Building
New hotel providing prominence on main approach road into town centre
Existing roundabout
Retail (new foodstore)
Service yard
Improved pedestrian connections
Enhanced pedestrian public realm linking Cleveland Street with Sir Nigel Gresley Square
Sir Nigel Gresley Square: Key civic space
Leisure (cinema and restaurants)
Leisure centre / gym
Service, deliveries and disabled parking
Foodstore car park
Extended park
Substation
New mixed use development to create enhanced frontage / activity to Kingsgate (retail, leisure, residential)
Mixed use redevelopment of Queensgate (retail, offices, residential)
### Civic and Business District

**Site area**
10.8 Ha

**Existing use**
Council offices, magistrates court, theatre, retail, leisure, residential.

**Ownership**
DMBC, various private

**Proposed uses**
- Offices
- Leisure, cafes, bars
- Gym
- Residential
- Retail
- Hotel

**Development Capacity**

<table>
<thead>
<tr>
<th>Parameter</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>A1, A3</td>
<td>Retail / Cafes</td>
</tr>
<tr>
<td>B1, A2</td>
<td>Offices</td>
</tr>
<tr>
<td>D2</td>
<td>Leisure</td>
</tr>
<tr>
<td>C3</td>
<td>Residential</td>
</tr>
<tr>
<td>B1, A2, C3</td>
<td>Offices / Residential</td>
</tr>
<tr>
<td>D1</td>
<td>Education</td>
</tr>
<tr>
<td>D1, D2, A3</td>
<td>Leisure / Cinema / Restaurants</td>
</tr>
<tr>
<td>D2</td>
<td>Leisure / Sport</td>
</tr>
<tr>
<td>A1</td>
<td>Supermarket</td>
</tr>
<tr>
<td>N/A</td>
<td>Car Parking (193 cps)</td>
</tr>
<tr>
<td>D1, D2</td>
<td>Civic / Community</td>
</tr>
<tr>
<td>C1</td>
<td>Hotel</td>
</tr>
</tbody>
</table>

241 Residential Units based on the Nationally Described Space Standards and a mix of apartment sizes.

**Parameters**
- Building heights to be up to 5 storeys reflecting the need to create a significant presence and also to enable a mix of uses within buildings.
- Incorporation of rejuvenated St James Listed Building as part of new development.
- Pedestrian connection through Waterdale to be retained and enhanced to reflect desire lines and future footfall.
- Library to be relocated to enable comprehensive approach to Waterdale and quality new frontage to the northern side of Sir Nigel Gresley Square.
- Mix of uses at the heart of the area based on Sir Nigel Gresley Square to ensure vibrancy and activity both during the day and into the evening.
- Integration and best use of the MSCP to serve the area and enhanced public realm to secure connectivity.
- Improved pedestrian links to Hyde Park residential area.

**Delivery issues, lead and process**
- Significant public sector ownership
- Engagement with Muse Developments on the delivery of the CCQ cinema and restaurant scheme. This is particularly important given that this project has an approved SCRIF full business case approval.
- Partnership with the development of Waterdale to secure desired outcomes.

**Private-sector developers.**
- Timescale pre-2019 for frontage sites would have to be managed under the terms of existing development agreement.
- Development will require decisions on how best to configure Doncaster library.

**Early Projects (Years 0-5)**
1. Delivery of CCQ cinema / leisure development
2. Options assessment for public sector support to encourage private sector delivery of a Central Business District in Doncaster Centre
3. Delivery of Waterdale Phase 1 – Kingsgate retail / leisure including new city street public realm investment
4. Delivery of new library, museum and archive

**Medium term projects (Years 6-15)**
5. Delivery of Waterdale Phase 2 – Queensgate office / mixed use and associated public realm enhancements
6. Development of UTC Building
7. Sports / leisure / gym development

**Long term projects (Beyond 15 years)**
8. Delivery of new retail and office development
5.38. The proposed approach to the Civic and Business District will directly impact on the vision for Doncaster Networked City as follows:

| Enterprising | ✓ | Corporate City Focus, scale and impact |
| Heart | ✓ | Mixed offer, jobs, leisure & retail |
| Networked | ✓ | Enhanced connections across the centre - Waterdale, Parklands |
| City | ✓ | Civic Heart and CBD |
5.39. Doncaster has the benefit of two significant areas of parkland in close proximity to the centre. Whilst these are well used and clearly valued by residents, they are not thought of as part of the City Core offer. The Masterplan proposes reconnecting these city parks as a key asset for residents and visitors alike.

5.40. Fundamental to this aspiration is to open up the access to these spaces creating an enhanced presence and connectivity with the wider urban environment. There are two key propositions to this end.

5.41. Through the relocation of the Art Gallery and Museum there is the potential to re-consider this location as a new residential opportunity building on the success of other recent housing in this part of Doncaster centre. Through this redevelopment a new connection could potentially be made between the Civic and Business District and Elmfield Park.

5.42. At the same time, the expression onto South Parade for both Elmfield Park and more particularly Town Fields can and should be improved. This is a key arterial route for Doncaster that connects directly with the racecourse and also incorporates one of the few cycle routes that infiltrate the centre.

5.43. Finally, the approach to the use of these green spaces needs to be reviewed so that they become part of the annual events calendar for the City Core. At present many of the significant city scale events happen outside of the city core at locations such as the Racecourse, Sandall Park, Cusworth Hall and Gardens.
1. Potentially redeveloped / regenerated former Doncaster Girls Grammar School - redeveloped to include Library, Archive and Museum
2. Existing museum and gallery
3. Rear gardens
4. Residential development (Potential 3 storey to frontage)
5. Access road
6. Turning area for refuse vehicles
7. Car parking
8. Rear gardens
9. Residential development
10. Green space
11. New green link created to establish better connection between civic & cultural quarter & Elmfield Park
12. Elmfield Park
<table>
<thead>
<tr>
<th>PARKLANDS</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Site area</strong></td>
</tr>
<tr>
<td><strong>Existing use</strong></td>
</tr>
<tr>
<td><strong>Ownership</strong></td>
</tr>
<tr>
<td><strong>Proposed uses</strong></td>
</tr>
<tr>
<td><strong>Development Capacity</strong></td>
</tr>
</tbody>
</table>

**Parameters**
- Building heights to be up to 3 storeys creating an active presence on to the new parkland link to be established to Civic and Business District.
- Parkland frontage to South Parade to be refreshed and in the case of Town Fields enhanced to create a greater presence and statement for the city’s parks.
- Greater activity and events to be promoted in the City Parks, possibly including ‘pop up’ cafes and other spaces such as play areas, retail, markets etc.

**Delivery issues, lead and process**
- Public sector ownership
- Public realm investment required.
- The site adjacent to the museum has outline planning permission for residential development and could form a second phase to the development at Chequer Road.

**Early Projects (Years 0-5)**
1. City Parks events programme
2. City Parks gateway and parking provision

**Medium term projects (Years 6-15)**
3. Delivery of City Park Link
4. Delivery of Parklands development opportunity (residential use)
5.44. The proposed approach to Parklands will directly impact on the vision for Doncaster Networked City as follows:

| Enterprising | ✓ | Wi-Fi enabled parks, 21st Century Library and Arts centre |
| Heart        | ✓ | Green Heart for the City |
| Networked    | ✓ | Connected to communities and the Civic & Cultural Quarter, physically and events. |
| City         | ✓ | City Parks |
5.45. The retail area spreads over a relatively large area. There are 3 shopping centres. The largest is the Frenchgate. This was significantly refurbished and extended in 2006 and now forms Doncaster’s primary retail location. The Waterdale Centre and the Collonades have declined in popularity and are now considered secondary/tertiary locations.

5.46. Whilst the retail performance of Doncaster has stood up well relative to competition, it has to be recognised that there is an increasing concentration of the main retail area close to the Frenchgate Centre on St Sepulchre Gate, High Street and Baxtergate, with the Centre itself being prime pitch. Other streets within the town centre that traditionally were considered part of the primary area have now declined in importance and are suffering from high void rates. Moving forward focus is required on:-

» The future of the secondary retail areas
» Improving the quality of the retail offer
» Defining the use of the markets complex in the modern economy (see Enterprise Marketplace)
» Extending the operating hours of the town centre into the early evening and improving the environment to attract in a wider cross section of the community. (see Minister Canalside, Innovation Quarter and Civic and Business District).

5.47. The Masterplan needs to respond to this and the plan on page 71 provides a suggested new definition of the Retail Core that reflects the economic realities and frees up more peripheral areas to be considered and proactively promoted for other uses such as Innovation Quarter and City Gateway. Clearly, the scope of the Retail Core will require further consideration and formalisation through policy in the form of the Local Plan.

5.48. Within this core area the focus needs to be on the quality of the offer to maintain footfall and therefore activity and performance. A programme of review of Streetscape quality and continuity needs to be undertaken to ensure that a clear sense of city ‘place’ is created based on the locations as identified in the new definition as follows: St Sepulchre Gate, Baxter Gate, High Street, Frenchgate Priory Place, Scott Lane.
## RETAIL CORE

<table>
<thead>
<tr>
<th><strong>Site area</strong></th>
<th>N/A</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Existing use</strong></td>
<td>Retail</td>
</tr>
<tr>
<td><strong>Ownership</strong></td>
<td>Private Land Owners, DMBC streetscape</td>
</tr>
<tr>
<td><strong>Proposed uses</strong></td>
<td>Retail, Cafés</td>
</tr>
</tbody>
</table>

### Development Capacity

N/A

### Parameters

- Re-focus retail core to reflect new realities and free up peripheral locations for other proactive approaches.
- Reinforce the retail offer within the redefined core through enhancement to quality, in particular through public realm.
- Recognise the retail offer as part of a wider offer in the City Core and therefore ensure effectively linkages with other locations such as Enterprise Market Place and Minster Canalside.

### Delivery issues, lead and process

- Public sector ownership
- Public realm investment required.
- Engagement with Doncaster’s retailers to gain agreement to a redefined core retail area

### Early Projects (Years 0-5)

1. Urban centre public realm audit, strategy and targeted public realm investments
2. Redefine and consolidate retail core boundary

### Medium term projects (Years 6-15)

3. New feature entrance to the Frenchgate Centre at interface with City Gateway including new public realm.
5.49. The proposed approach to the Retail Core will directly impact on the vision for Doncaster Networked City as follows:

<table>
<thead>
<tr>
<th>Enterprising</th>
<th>✓</th>
<th>Open to innovative store formats</th>
</tr>
</thead>
<tbody>
<tr>
<td>Heart</td>
<td>✓</td>
<td>Focus for the retail core to reflect new realities – intensify and consolidate</td>
</tr>
<tr>
<td>Networked</td>
<td>✓</td>
<td>Connected via public transport hub, but not focus for all flows, public realm</td>
</tr>
<tr>
<td>City</td>
<td>✓</td>
<td>Maintaining a city scale retail offer</td>
</tr>
</tbody>
</table>

Suggested Primary Retail Boundary (subject to Local Plan consideration)
Innovation Quarter

5.50. This location is currently characterised by a range of uses including some secondary retail, professional services, bars and cafes. Whilst much of the built form is of a good quality, there are a number of unfortunate infill developments and gap sites that present a lower quality feel. Formerly part of the city retail core this feels like a location in need of a new purpose and identity. It is also a vitally important location for the City Core as it represents the first point of arrival in Doncaster centre from South Parade.

5.51. Innovation Quarter will be focussed on Hall Gate, Wood Street, Princes Street, Waterdale and Laith Gate, Copley Road and Netherhall Road. It should be defined in this way to ensure that it is seen as a new and significant location for the City Core.

5.52. There is a need to radically change the feel of this location to raise the quality and provide a new sense of place. As such there are two key interventions that should be pursued:

1. Public realm investment to create a new shared surface and softer street scene effectively making the transition from the tree lined approach of South Parade to the harder, more formal streetscape of the Retail Core focused on Hallgate.

2. A shopfront improvement scheme to provide incentives to owners to enhance shopfront quality.

5.53. At the Same Time DMBC as the planning authority should actively consider initiating an approach of policy freedom for this City Core location to bring forward different range of uses & support entrepreneurship. As part of this a Local Development Order might be beneficially considered.

5.54. There are a number of gap sites which also detract from the street scene. These are in private ownership and efforts should be made to engage with land owners to bring these forward in the context of the Innovation Quarter proposition and investments.
### INNOVATION QUARTER

<table>
<thead>
<tr>
<th><strong>Site area</strong></th>
<th>N/A</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Existing use</strong></td>
<td>Retail, professional services, bars and cafes</td>
</tr>
<tr>
<td><strong>Ownership</strong></td>
<td>Private Land Owners, DMBC streetscape</td>
</tr>
<tr>
<td><strong>Proposed uses</strong></td>
<td>Retail, Commercial / Offices / Professional Services (such as solicitors, estate agents, doctors, architects, IT services and accountants)</td>
</tr>
<tr>
<td></td>
<td>Cafés</td>
</tr>
<tr>
<td></td>
<td>Leisure</td>
</tr>
<tr>
<td><strong>Development Capacity</strong></td>
<td>Re-use of existing buildings</td>
</tr>
<tr>
<td><strong>Parameters</strong></td>
<td>Creation of a new sense of place through public realm investments and shopfront improvement schemes.</td>
</tr>
<tr>
<td></td>
<td>Development of a new policy approach and possible LDO</td>
</tr>
<tr>
<td></td>
<td>Review of gap sites and targeted marketing with land owners</td>
</tr>
<tr>
<td><strong>Delivery issues, lead and process</strong></td>
<td>Private ownership – engagement with private sector owners to agree a preferred investment strategy for the area and how best to shape local planning and fiscal measures to assist drive business growth</td>
</tr>
<tr>
<td></td>
<td>Public realm investment required.</td>
</tr>
<tr>
<td><strong>Early Projects (Years 0-5)</strong></td>
<td>1. Policy implementation – LDO / local Enterprise Zone</td>
</tr>
<tr>
<td></td>
<td>2. Movement and public realm strategy and implementation – Phase 1</td>
</tr>
<tr>
<td><strong>Medium term projects (Years 6-15)</strong></td>
<td>3. Movement and public realm strategy and implementation - Phase 2</td>
</tr>
</tbody>
</table>
The proposed approach to Innovation Quarter will directly impact on the vision for Doncaster Networked City as follows:

<table>
<thead>
<tr>
<th>Enterprising</th>
<th>✓</th>
<th>New approach to policy – open and flexible</th>
</tr>
</thead>
<tbody>
<tr>
<td>Heart</td>
<td>✓</td>
<td>New mixed use &amp; vibrant part of city</td>
</tr>
<tr>
<td>Networked</td>
<td>✓</td>
<td>Public realm focus</td>
</tr>
<tr>
<td>City</td>
<td>✓</td>
<td>Reflecting reality and responding to urban centre drivers</td>
</tr>
</tbody>
</table>
5.57. The scale of the opportunity in Doncaster is significant and the City Core Masterplan has attempted to focus activity to the key sites that can have the most impact for the Economic Vision as identified. There are, however, areas beyond these Areas for Change that can and should be considered as future phases. These relate primarily to the land to the north of the river and the west of the railway line.

5.58. These areas are identified as Area 10 on the Spatial Structure diagram and are currently characterised by a range of commercial uses and vacant land. A large proportion of the land is in DMBC control.

5.59. The Marshgate site is defined by the East Coast Mainline to the east and waterways on the other three sides. A mixed-use development of the site to include new homes, local employment opportunities, community facilities, local leisure and shopping uses and public space has been previously envisaged. Outline planning permission was granted at appeal in June 2013 for up to 9,000 square metres of new retail floorspace to provide a food superstore and retail units, as well as a range of other uses including financial and professional services, employment, restaurant, café and takeaway, education and training, vehicle showroom and MOT services. This permission has not been implemented.

5.60. Waterfront West is located to the West of the currently proposed Doncaster Waterfront and to the north of the A19. It was envisaged in the LDF as a mixed use area with a Waterfront Park.

5.61. Whilst these sites do provide additional capacity for growth, there is a risk in bringing them forward too early in the Masterplan Implementation given their relative separation from the rest of the City Core and the potential to draw investment in a position of currently limited commercial demand away from other key locations.

5.62. Given the scale of the opportunities as identified for the Areas of Change it is suggested that Marshgate and Waterfront West are identified as reserve sites to avoid their development drawing investment away from other areas in the Urban Centre in the context of current and short term market sensitivities. This position can then be reviewed through the local plan review process as change in the City Core occurs and the market position changes.
Development Potential and Sequencing

Development Potential

5.63. Based on the Areas of Change as identified, the table below sets out the cumulative indicative land use quanta that could be achieved within the City Core across the various land uses. These estimates are based on assumptions about development form and heights as set out in relation to each area. In considering these numbers, the following considerations are key:

» This illustrates the long-term development potential capacity for Doncaster City Core. Both the rate and volume of take-up will be determined by market demand and conditions, and the success of the plan in creating a new market with enhanced rental values.

» The land use mix is indicative and should be seen as flexible in its application. Certain locations have been specifically identified as appropriate for specific land uses, this should not preclude these uses coming forward in other appropriate locations, or the mix of uses being reviewed as the Regeneration Plan progresses.

» The translation of the Networked City Plan into policy should reflect the principles for land use as identified to ensure that the vision for Doncaster is achieved, but also allow for a flexible criteria based approach to be adopted.

» The estimates of capacity do not reflect floorspace lost through redevelopment. The table below provides an estimate in the gross increase in floorspace.
<table>
<thead>
<tr>
<th>(Use Class) Land Use m²</th>
<th>(A1 &amp; A3) Retail, Cafes &amp; Supermarket</th>
<th>(B1 &amp; A2) Offices</th>
<th>(B1, A2 &amp; C3) Offices / Residential</th>
<th>(B1, B2 &amp; B8) Commercial / Industrial</th>
<th>(C1) Hotel</th>
<th>(C3 &amp; Sui-Generis) Residential / Student Housing³</th>
<th>(D1) Education</th>
<th>(D1, D2, A3 &amp; A4) Leisure, Sports, Bars, Restaurants, Cinema, Civic &amp; Community Uses</th>
<th>Car Parking</th>
</tr>
</thead>
<tbody>
<tr>
<td>Area for Change</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1. City Gateway</td>
<td>5588</td>
<td>23293</td>
<td></td>
<td>-</td>
<td>-</td>
<td>13665 (146 units)</td>
<td>-</td>
<td>-</td>
<td>5510 (263 parking spaces)</td>
</tr>
<tr>
<td>2. Civic / Business District</td>
<td>11255</td>
<td>13750</td>
<td>1672</td>
<td>-</td>
<td>3716</td>
<td>22608 (241 units)</td>
<td>744</td>
<td>11815</td>
<td>4400 (193 parking spaces)</td>
</tr>
<tr>
<td>3. Minster Canalside</td>
<td>2000</td>
<td>4725</td>
<td></td>
<td>-</td>
<td>-</td>
<td>21345 (227 units)</td>
<td>-</td>
<td>12725</td>
<td>-</td>
</tr>
<tr>
<td>4. Waterfront</td>
<td>2800</td>
<td>2340</td>
<td></td>
<td>3750</td>
<td>-</td>
<td>51453 (671 units)</td>
<td>5800</td>
<td>2860</td>
<td>-</td>
</tr>
<tr>
<td>5. Enterprise Market Place</td>
<td>1425</td>
<td>2300</td>
<td></td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>6. Parklands</td>
<td>-</td>
<td>-</td>
<td></td>
<td>-</td>
<td>-</td>
<td>755 (10 units)</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Total</td>
<td>21068</td>
<td>46408</td>
<td>1672</td>
<td>3750</td>
<td>3716</td>
<td>109826 (1,307 units)</td>
<td>6544</td>
<td>29400</td>
<td>9910 (456 parking spaces)</td>
</tr>
</tbody>
</table>

³Residential units calculated based on the Nationally Described Space Standards and a mix of house sizes.
Urban Centre
Proposed Land Uses

- Residential
- Employment
- Mixed Use
- Retail
- Leisure
- Education
- Student Accommodation
- Community
- Open Space
Development Sequencing

5.64. It would be premature to suggest a simplistic development programme. However, the amount of change and new development proposed is very significant, will take many years to complete and extend across the timespan of the emerging Local Plan.

5.65. In reality, there will need to be interventions across a range of sites in Doncaster to build upon the opportunities that now exist and to prepare the ground for the market and these are set out relative to the Areas of Change above. There is, however, a robust approach to the sequencing of development that reflects a current view of where and how change might occur.

5.66. Whilst the above indicative sequencing reflects a relatively pragmatic view of how opportunities might be brought forward, key developments can, and should be responded to as they arise. In particular, discussions on the wider development of Waterdale are progressing. Should this be able to be brought forward earlier than indicated then this would be a major positive statement about the future of Doncaster and a catalyst for other investments.
Section 6
Doncaster City Network
6.1. The Vision for Doncaster reflects the nature of the Borough and the investment and success that has already been achieved. It seeks to place a future focus on the Main Centre or City Core as a complementary element in that context. In the same way, the Networked City approach also recognises the strategic connectivity advantages that Doncaster enjoys through its location in proximity to key infrastructure such as the M18, East Coast Mainline and Doncaster Sheffield Airport. Fundamental to the approach therefore is the ability for the City Core to be effectively Networked.

6.2. In order to fulfil its potential, the City must be connected at three levels.

1. Networking the City Core
2. Networking to the Borough of Doncaster
3. Networking to the City Region and Beyond.

1) Networking the City Core

6.3. As important as the locations for growth and change in the City Core is the experience of arrival and the ability to move between locations in a logical way complemented by a quality, safe environment. The Urban Centre Masterplan reflects this through the identification of key streets and spaces that respond to the potential axes of movement and the stepping stones required to move across the City. By creating a series of links and experiences this will form the basis for a future public realm strategy. At the same time, the sense of arrival at the City Core from all modes is significant and therefore consideration of public transport, car parking and cycle and pedestrian access have also been set out at high level.

Public Realm

6.4. The masterplan approach implies a number of new streets and spaces that will be created through the Areas of Change. At the same time, the proposition for the retail core and the more outward looking approach to the City Core has a number of public realm implications. The approach to public realm in the City Core therefore is informed by the following key principles.

Breaking the Ring Road

6.5. The A630 remains a significant severance between key parts of the city core. This is an issue now in relation to the rail station and Minster, however, with the shift of gravity outwards the ability to safely cross this link will become even more significant. The ability to completely remove or re-route this road is prohibitively expensive and there are no obvious solutions. The masterplan therefore proposes to change the character of the road and to ‘break’ the ring road at key points through enhanced crossing points at scale reflecting key desire lines for existing and future activity.

Reviewing the Retail Core

6.6. The concentration of the retail core requires a review of the current public realm in this location. The ability to deliver a qualitative and consistent experience for pedestrians in this key part of the City is vital to future success.

Connecting the Station

6.7. One of the most significant elements of the public realm strategy will be the creation of new space that spans the ring road and radically alters the relationship between the City Gateway, Retail Core, Civic and Business District in particular as well as other areas of the town. The ability to access the city at street level in a clear, safe and logical manner is key.
6.8. There are a number of locations where identified Areas of Change meet. In these locations the approach to public realm needs to respond positively marking these as significant spaces within Doncaster City Core and enabling transition and orientation. Key locations of this type are as follows:

- The junction of Netherhall Road, Silver Street, Sunny Bar and East Laith Gate;
- The junction of St Sepulchre Gate, West Laith Gate, Printing Office Street and Duke Street;
- The junction of Cleveland Street and Duke Street; and
- The small square between Market Place and Silver Street.
- The junction of Hall Gate, South Parade, Waterdale and East Laith Gate.

6.9. The improvements to City Core public realm are also designed to facilitate cross city movement via some key axes. These are as follows:

- North/South between the Civic and Business District and the Waterfront via Cleveland Street, Silver Street, Market Road and Church Way.
- East/West from South Parade to Minster Canalside via Hall Gate, High Street and Frenchgate.
- North South between the City Gateway and Enterprise Market Place via St Sepulchre Gate, Baxtergate and Market Place.
- West / East from the Station Gateway to Civic and Business District via West Laith Gate, Printing Office Street/Duke Street, Cleveland Street, Kingsgate and Waterdale.

6.10. As part of the delivery of the Areas of Change, there is also the opportunity to create new city streets that open up key parts of the city that have as yet been inaccessible. These relate to the Waterfront, Minster Canalside and Parklands in particular.
Public Realm
Priorities Plan
City Core Arrival

6.11. The experience of arrival at the City Core is a fundamental part of the Doncaster experience. This crosses all modes and a proposed multi modal response is set out on the plan overleaf, with a focus on public transport, car parking, cycling and walking.

Public Transport

6.12. The interchange is a vital asset for Doncaster in terms of connecting the wider Borough and beyond. This is particularly important in the context of park and ride. Better usage of park and ride is a core principle of the wider connectivity proposals for Networking the borough (see below).

6.13. The quality of the arrival at the public transport interchange in terms of both rail and bus are addressed in terms of the propositions for Minster Canalside and City Gateway and the public realm plan for the City Core.

6.14. Whilst the Interchange is a key facility for the Networked City, the Urban Centre Masterplan envisages a more outward looking centre with new opportunities and geography being explored. As such there is a need to consider wider public transport access for the centre. In the light of this a City Core bus loop is proposed that would enable enhanced connectivity to all destinations in the centre including the Minster, Waterfront and the Civic and Business Quarter. This is in addition the route of any future tram proposition to link with Lakeside and the Airport.
### Public Realm Interventions

#### Early Interventions (Years 0-5)
- **City Waterfront**
  - Marina use as canal boat basin with the listed building brought forward for associated use
  - New / improved pedestrian crossing across Churchway
  - Marina Park public realm project as development focus
  - Minster environment and visitor attraction enhancement works
- **Minster Canalside**
  - Friar’s Gate Bridge enhancement over the River Don to enable Network Rail super-depot
  - First phase public realm – Arches enhancement / Church View / enhanced Crossing to Enterprise Marketplace
- **Enterprise Market Place**
  - Relocation of Irish Middle Market stalls & creation of new car parking/coach drop off;
- **City Gateway**
  - Design and implement station forecourt scheme including first phase crossing over Trafford Way & route to retail core
- **Civic /Business Quarter**
  - Delivery of Waterdale Phase 1 – Kingsgate retail / leisure including new city street public realm investment on Kingsgate
- **Parklands**
  - City Parks gateway and parking provision
- **Retail Core**
  - Urban centre public realm audit, strategy and targeted public realm investments
- **Innovation Quarter**
  - Movement and public realm strategy and implementation – Phase 1 focussed on Hallgate.

#### Medium term Interventions (Years 6-15)
- **Minster Canalside**
  - Second phase of Minster Canalside public realm including closure of Grey Friars Road East and enhanced crossings over the A630
- **Enterprise Market Place**
  - Implementation of Markets Strategy Phase 2 – Corn Exchange and public space
  - Outer Markets rationalisation and public realm investment
- **Civic /Business Quarter**
  - Delivery of Waterdale Phase 2 – Queensgate office / mixed use and associated public realm enhancements
- **Parklands**
  - Delivery of City Park Link
- **Retail Core**
  - New feature entrance to the Frenchgate Centre at interface with City Gateway including new public realm
  - Public Realm enhancements to Duke Street and St Sepulchre Gate to facilitate priority connection via Kingsgate to Civic / Business District
- **Innovation Quarter**
  - Movement and public realm strategy and implementation – Phase 2

#### Long term Interventions (Beyond Year 15)
- **Minster Canalside**
  - Third Phase Public Realm at Church View
- **City Gateway**
  - Phase 2 Station Gateway public realm including crossing of the A630 & St Sepulchre Gate West improvements
Car Parking

6.15. There are currently significant numbers of car parking in Doncaster town centre with some 6,000 spaces available in various forms and locations across the centre. In considering the approach to the Masterplan care has been taken to try and ensure that car parking is retained where possible and where it serves a particular purpose or destination. In particular at the rail station, the Market, Civic and Business District. The majority of car parking that will be lost is the temporary surface level parking that will be replaced through development. The plan on page 91 shows the proposed levels of car parking in the city core as a result of the Urban Centre Masterplan. Chapel Drive East, Council House and Scarborough House have been excluded from the plan as the are part of the development of the Areas of Change. This plan is therefore the proposed levels of car parking with the Urban Centre Masterplan Plan in place.

Cycling

6.16. North Bridge Road is currently the main cycling route into the town centre. This is a traffic-free route on the National Cycle Network. The route follows a desire line that takes it into the pedestrianised area (on the outside area of Frenchgate) so there is currently conflict with pedestrians. The traffic-free route on the National Cycle Network extends under the tunnel, however this is not a particularly comfortable route for cyclists. There is also currently conflict between pedestrians and cyclists from the station on Trafford Way.

6.17. Access to the station for cyclists is more difficult from the north and east, however from the west cyclists are able to use the side roads. There is currently an on-road route on the National Cycle Network along St Sepulchre Gate West that connects to the station.

6.18. The Urban Centre Masterplan proposes extending these cycle routes into the city core to tie in with wider streetscape improvements as set out in the public realm strategy, connecting with each of the main civic spaces, the station and town centre parks. Cycle crossing facilities will also be incorporated at key crossing points such as on Trafford Way close to the station. A wayfinding and signage strategy will indicate where the most appropriate cycle routes are located and indicate cycling distances to key attractions such as the town centre parks. A clear route for cyclists within the park itself is also important.

6.19. In order to encourage short trips in and around the town centre, a cycle parking hub is recommended. The most appropriate location is the station as this will most likely encourage cycling as part of a commute or cycling for leisure by visitors to the town. A cycle hub, similar to those already introduced in Hull and Grimsby could provide secure cycle parking (this could be in the form of cycle lockers, monitored using CCTV or a manned facility). A manned facility could also allow for the provision of a bike rental and repair service.

6.20. Although a Doncaster wide cycle hire scheme is a potential option, schemes elsewhere have proven that an existing strong cycle culture is necessary, with cycle lanes and a legible network, for a cycle hire scheme to be feasible. A Doncaster wide cycle hire scheme would have costs associated with implementing the infrastructure (which would require docking stations all over Doncaster, not just the town centre), marketing the facility and redistributing the bikes each night so they are not all in one location. This is something that could be explored further if this option is considered appropriate.
City Core Parking Plan

TOTAL COUNCIL OWNED - 1,699 SPACES
THIS EXCLUDES MEXBOROUGH MULTI STOREY OUT OF RANGE
ALSO INCLUDES ANY TIMP CAR PARKS
TOTAL ON-STREET PARKING - 314 SPACES
TOTAL PRIVATELY OWNED CAR PARKS - approx 3,986 SPACES
TOTAL PARK & RIDE - 1,832 SPACES
GRAND TOTAL - 7,431 SPACES
In delivering on the Enterprising and Networked elements of the vision for the city core, Doncaster needs to focus on the integration of people, technology and data to deliver a sustainable and connected city core that is attractive to residents, visitors and businesses. Virtual networks such as city centre Wi-Fi services to support smart business networking and trading efficiencies need be explored and delivered. This is no longer the exception, and many cities across the UK including Bradford, Glasgow and others have secured city centre Wi-Fi across their urban centres. This key early action will be vital for Doncaster to be able to present itself as a credible investment location and to make the first steps to a more enterprising city core. This then opens up a range of further opportunities linked to transport information, events, marketing and branding of the city as part of the Doncaster ‘City’ experience.

2) Networking to the Borough of Doncaster

The Networked City approach recognises that the development of the City Core must be balanced with complementary interventions for the wider Borough. This includes consideration of:

- Other Centres
- Development Locations; and
- Strategic Transport Interventions.

Other Centres

The focus of Urban Centre Masterplan is on the city core, however, a series of conceptual plans and future statements for other Networked Centres for Change in the borough as have been prepared separately as follows:

- North Doncaster- covering Woodlands / Adwick / Askern;
- North East Doncaster- covering Dunscroft, Stainforth, Thorne and Moorends;
- South West Doncaster- covering Mexborough and Conisborough;
- South Doncaster- covering Denaby and Edlington.

The future plans for each of these areas will be further developed through the Doncaster Local Plan process.

Networked City Development Locations

In addition to the settlements identified, there are a range of developments that are already in place for Doncaster that will continue to shape growth in the wider Borough and need to be recognised in the context of the Vision as set out. These can be classified as follows:

Edge of City Core. As the City Core continues to look outwards connecting key assets that are in relative proximity becomes more important. The ability of Doncaster as a city to claim the full benefits for these locations it must encompass links from the centre to Lakeside, the Racecourse and Stadium.

Borough-Wide, positioning the urban centre as the Networked City ‘hub’ with new, improved and better integrated transport systems and better intra-Borough connections to link communities with employment growth points at the Airport, DN7, The Inland Port and further potential development off the M18 including expansion of West Moor Park and Capitol Park.
Transport Connectivity and Investment

6.26. In connecting the City Core as a hub to the wider complementary activity of the borough, consideration of various modes needs to be considered, in particular non car modes to ensure sustainable patterns of movement can be achieved. Significant investment has been made in the FARRRS link road to connect with development to the south. However, for the Networked City the following now need to be considered as part of a wider strategy.

» Park and Ride
» Doncaster Mass Transit

Park and Ride

6.27. Doncaster benefits from a comprehensive park and ride network that covers both rail and bus. Currently the rail facilities are well used, however those for buses are less so. Consideration needs to be given to the operation of these Park and Ride facilities in the context of the wider locations for growth as identified above.
**Doncaster Mass Transit**

6.28. Doncaster City Core requires a route to connect a number of key attractors. The main focus identified is the connection with Doncaster Sheffield Airport with a direct service into the City Core. The corridor between the Airport and the City Core has great potential for a Doncaster Mass Transit (DMT). This would offer connectivity to the Yorkshire Wildlife Park, Lakeside Village, National High Speed Rail College, Keepmoat Stadium, Doncaster Central Business District, Doncaster Railway Station, Doncaster Minster/Market Area, Waterfront which includes Doncaster College and potentially the High Speed Rail Accommodation for Students and will connect Wheatley Hall Road Shopping Centre and extend out to Junction 4 of the M18 providing access to jobs at West Moor Park.

6.29. The DMT would open up a number of key destinations to a wider market with the connectivity with the National Rail Network. In the form of a tram train this would offer the capacity to address the anticipated demand along the defined route. There is also scope to provide stops serving significant housing developments which would link to key employment sites and leisure activities.
3) Networking to the City Region and Beyond

External messages and branding

6.30 The delivery of the masterplan requires a continued and focussed effort to secure external investment flows into Doncaster. The positioning of the urban centre as a key investment location in the Urban Region and in the wider Northern Powerhouse will be critical to raising Doncaster’s profile and promoting development opportunities to a national and international audience. Much has already been achieved on this front – the investment prospectus for the urban centre now needs to achieve the level of exposure to investment markets required to drive interest and stimulate demand. This requires networking and coordination with other stakeholders, including Sheffield City Region Combined Authority / LEP, UKTI etc to ensure that Doncaster’s city offer is clearly and consistently expressed as part of the wider regional investment proposition.

6.31 To support the ongoing promotion of the Doncaster brand and investment proposition, continued refinement and dissemination of intelligence on the city economy needs to be carefully managed to ensure that clear and positive messages are effectively supported by evidence as part of a ‘Doncaster economic observatory’. The alignment of this evidence to wider data sets being used for inward investment promotion at City Region and Northern Powerhouse level will support a consistent set of external messages promoting Doncaster’s offer. This networking on economic intelligence across the City Region forms part of a wider collaborative approach to the promotion of economic development and inward investment.

Maximising the benefits of strategic connections

6.32 Doncaster’s spatial and economic position at the gateway to the Northern Powerhouse creates real opportunities for growing the city’s role at a wider level. As part of a network of major economic centres across the North, including Sheffield, Leeds, York, Hull and beyond, Doncaster has the potential to develop its own identify while complementing the economies of other centres. Competition is inevitable, but Doncaster has the potential now to pitch as a ‘networked city’, with connected assets and wider accessibility benefits, supporting some economic specialisms, and creating choice in local residential and business locations with the advantage of regional access to wider assets.

6.33 Strategic road and rail connections to regional labour markets, access to the east coast ports and links to other major centres gives Doncaster the credentials of an economic gateway – proposals to enhance the rail station and create an enhanced arrival experience are an essential part of raising the reputation of the city as part of the growing Northern Powerhouse network. Together with more effective interchange opportunities and intra-regional connections, Doncaster can become a hub location for the Northern Powerhouse, increasing its appeal as a location for regional and national economic activities.
Section 7
Implementation
Strategic approach to delivery to build investment confidence

7.1. The delivery of the vision for Doncaster requires a focused and properly co-ordinated delivery effort – across public and private sector stakeholders; underpinned by a diverse set of enabling policies. Critically, its success as a tool for change requires the investment support of local, regional and national businesses and the harnessing of change in the people who live in and around Doncaster to see Doncaster Centre in a new transformed light.

7.2. Delivery in the context of the Urban Centre Masterplan’s longer term ambitions for change will naturally require leadership from the public sector to work with the private sector to explain its ambitions and its commitment to seed investment alongside the encouragement of new investment from the private sector. It will not however be wholly a matter of chasing resources – if the objectives of the vision have the clear, long term support of Doncaster Council, other public agencies, local businesses and the community, then external investment will follow the opportunity. Doncaster has already shown itself very capable of achieving this over the last 20 years, and the list of major projects capable of making a real difference at City Region level (for example, Doncaster Sheffield Airport, the High Speed Rail College, i-Port, DN7 and the recent proposal for Doncaster to be the home for the National Institute for Infrastructure in Doncaster) is testament to this. Spatially however, many of these investments have been focussed outside Doncaster Centre. The challenge now is how to encourage a subtle change of focus giving primacy to Doncaster Centre. This prospectus is a key tool for achieving this.

7.3. As has been highlighted earlier, the positioning of Doncaster as a key investment location in the Sheffield City Region and in the wider Northern Powerhouse will be critical to raising Doncaster’s profile and promoting development opportunities to a national and international audience. Much has already been achieved on this front – the investment prospectus for the urban centre now needs to achieve the level of exposure to investment markets required to drive interest and to stimulate demand. This requires networking and coordination with other stakeholders, including Sheffield City Region Combined Authority / LEP, UKTI etc to ensure that Doncaster’s city offer is clearly and consistently expressed as part of the wider regional investment proposition.

7.4. Preparation of the Urban Centre Masterplan is part of a strategic approach to delivery being taken in Doncaster that builds confidence amongst potential investors and promotes a prioritised approach towards future actions and key projects.

Key stakeholders and partners

7.5. Doncaster Council is the key agency in the preparation and delivery of the Urban Centre Masterplan. It is the planning and highways authority and the Plan will be a key document supporting the Local Plan.

7.6. The Council is also a major provider of services. It runs Doncaster’s award winning markets; car parking and park and ride facilities; it runs the Mansion House, the Civic Centre, the Dome Leisure Centre the Doncaster Museum and library; it has two major parks in the heart of Doncaster, and as highways authority is responsible for the upkeep of highways, cycle-ways, footpaths and Doncaster’s public spaces.

7.7. It has been the key forum for consultation on the Urban Centre Masterplan and has been actively involved in the preparation of the final document all the way up through the Council’s Cabinet and Mayoral structure. It is intended that the Council’s Major Projects Team will lead the delivery of the Plan’s projects and consider detailed proposals against the Plan as they come forward.

7.8. Sheffield City Region Combined Authority and LEP are the key regional agencies charged with leading the economic development and promotion of the area nationally and as part of the wider northern Powerhouse agenda. Doncaster Council plays an active role on the Boards and sub-committees of the Combined Authority and LEP and will continue to do so and to continue to make the case for Doncaster to get its share of available funding.
7.9. Private developers, landowners and businesses also have their role to play as key partners in the delivery of many of the proposals put forward in the Doncaster Urban Centre Masterplan, particularly those areas that have been identified for more fundamental change. Without their involvement many of the most significant schemes and investments over the past 20 years simply would not have happened. Engagement with many has already started as part of the Networked City Plan process, but Doncaster Council will continue to work closely with private interests to ensure the implementation of the Plan.

7.10. The Urban Centre Masterplan covers the period from 2015 to 2035. Some of its proposals are complex and long term, whilst others are simpler and can be delivered more quickly. Some, such as the public realm improvements, are in the hands of Doncaster Council; others, such as the Station improvement works to create a city gateway arrival need the coordination of decisions and funding from others.

7.11. However, most of the proposals will rely on individual investment decisions by private developers, investors, retailers and other business occupiers.

7.12. As such the role of the Urban Centre Masterplan is to create the conditions, identify the opportunity and provide the supportive policy framework to encourage these private interests to work with the Council to develop and invest in Doncaster Centre. The Council is committed to actively engaging with these private interests to promote the implementation of the Plan.

7.13. Projects have been identified spatially within each the 10 Areas for Change and have also been organised against the vision themes 'Enterprising', 'Heart'; 'Networked', and 'City' as key investments for delivering against the Plan’s objectives. There are also a number of connections projects (principally digital and transport connectivity) that are critical to achieving the Networked aspirations of the Vision.

7.14. The Project Action Plan in the section that follows summarises the Plan’s proposals and for each project also:

1. Categorises the likely delivery timescale into one of three time bands – first five years, i.e. Years 0-5; next ten years, i.e. Years 6 to 15 and then finally, any remaining projects beyond the 15 year horizon. It will be important that efforts are made to progress the majority of the Plan’s projects within the first 15 years;

2. Identifies the lead body for implementing the project and whether it is anticipated public, private or a mix of public and private sector investment will lead delivery;

3. Adds a Project Prioritisation score. Three levels of prioritisation have been identified relating to the economic importance of the project to the delivery of the Plan’s vision and objectives. It does not necessarily follow that the highest priority projects have to require delivery within the first 0-5 year time period, or that the highest priority projects are necessarily spatially concentrated. Delivery of the Plan will require that project delivery is managed simultaneously across a number of the Areas of Change, primarily focussed across the list of Priority 1 and 2 Projects.
» **Score 1: Catalyst project** - i.e. a priority catalyst for change project, either in terms of driving physical and economic renewal within one of the ten identified Areas for Change or a project whose scale or profile is such that it is an important city scale asset and therefore important in helping Doncaster punch above its weight at City Region / Northern Powerhouse level;

» **Score 2: Progression project** - a project not necessarily of the scale or importance as a catalyst project to drive change per se within an Area of Change, but nevertheless representing either important follow-on leveraged private sector investment, or key enabling / infrastructure investment perhaps critical for securing a Catalyst project that will drive change. The majority of the individual public realm projects, although critical linking projects for the Urban Centre Masterplan would also for example fit this category.

» **Score 3: Complementary / support project**
  – Typically a much smaller cohort of projects; projects which have importance at the Area of Change level in terms of completing or adding richness to the Urban Centre Masterplan objectives for that Area, but which are perhaps non-critical. An example might be the opportunity identified within the Civic Business District for a gym or private sector leisure opportunity – an investment that might be expected to follow-on from and add value to the Catalyst and Progression projects critical for creating a CBD for Doncaster, but not one which itself would achieve that objective on its own.

**Summary Project Action Plan**

7.15. The Action Plan below brings together the Urban Centre Masterplan’s proposals, summarising by Vision theme, Area of Change, likely timescale and a view on project prioritisation in terms of scoring 1 to 3; whether to be led by private or public sector and where the majority of the anticipated investment finance would be expected to come from.
<table>
<thead>
<tr>
<th>Vision Theme and Area of Change</th>
<th>Project proposal</th>
<th>Priority</th>
<th>Years 0-5</th>
<th>Years 6-15</th>
<th>Years 15+</th>
<th>Funding</th>
<th>Lead body</th>
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</thead>
<tbody>
<tr>
<td>ENTERPRISING</td>
<td>1. Commercial mixed use development of Waterfront</td>
<td>2</td>
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<td>Private / Public</td>
<td>DMBC / Private</td>
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<td>2. Infrastructure, contamination and viability assessment securing public funding for future development packaging</td>
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<td>3. Marina use as canal boat basin with the listed building brought forward for associated use</td>
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<td>Waterfront</td>
<td>4. Development of Network Rail super-depot</td>
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<td>Public</td>
<td>Network Rail</td>
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<td>5. Finish the redevelopment (already started) of the former Arts College on Church View into an enterprise centre</td>
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<td>Doncaster CDT / DMBC</td>
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<td>Minster Canalside</td>
<td>6. Rail Gateway Office Park – land assembly, Trafford Court improvement, new development</td>
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<td>7. Delivery of Waterdale Phase 2 – Queensgate office / mixed use</td>
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<td>8. Preparation of Doncaster Markets Strategy 2025</td>
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<td>9. Phase 1 Markets Strategy - consolidation of Irish Middle Market into re-configured Wool Market building, clearance of low grade uses opening new car parking</td>
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<td>10. Phase 2 Markets Strategy - delivery of new enterprise development opportunity and improvement works to main Market building and associated public realm improvements</td>
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<td>Civic and Business District</td>
<td>11. Policy implementation – LDO / local Enterprise Zone</td>
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<td>Land assembly / development packages for Canalside leisure</td>
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<td></td>
<td>Minster Canalside residential development</td>
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<td>Enterprise Marketplace</td>
<td>Pedestrian crossing over Church Way to connect the Marketplace to Minster Canalside and to Waterfront</td>
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<td>DMBC</td>
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<tr>
<td>City Gateway</td>
<td>Design and implement station forecourt scheme including first phase crossing over Trafford Way &amp; route to retail core</td>
<td>1</td>
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<td>DMBC</td>
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<td></td>
<td>Delivery of internal Doncaster Station improvements</td>
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<td>Phase 2 Station Gateway public realm</td>
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<td></td>
<td>Land assembly, development packaging and delivery of residential around St James Church</td>
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<td>DMBC / Private</td>
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<td>Civic Business District</td>
<td>Delivery of CCQ cinema / leisure development</td>
<td>1</td>
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<td>Private / Public</td>
<td>DMBC / Private</td>
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<td></td>
<td>Delivery of Waterdale Phase 1 – Kingsgate retail / leisure</td>
<td>1</td>
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<td></td>
<td>Delivery of new library &amp; learning hub</td>
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<td>DMBC</td>
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<td></td>
<td>Sports / leisure / gym development</td>
<td>3</td>
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<td>Retail Core</td>
<td>Urban centre public realm audit, strategy and targeted public realm investments</td>
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<td>New feature entrance to the Frenchgate Centre</td>
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<td>Parklands</td>
<td>City Parks events programme</td>
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<td>DMBC</td>
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<td></td>
<td>City Parks gateway and parking provision</td>
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<td>DMBC</td>
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<td></td>
<td>Delivery of Parklands development opportunity (residential)</td>
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<td>DMBC / Private</td>
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<tr>
<td>Vision Theme and Area of Change</td>
<td>Project proposal</td>
<td>Priority</td>
<td>Years 0-5</td>
<td>Years 6-15</td>
<td>Years 15+</td>
<td>Funding</td>
<td>Lead body</td>
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<tr>
<td>WATERFRONT</td>
<td>New / improved pedestrian crossing across Church Way</td>
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<td>Minster Canalside</td>
<td>Friar’s Gate Bridge enhancement over the River Don to enable Network Rail super-depot</td>
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<td>First phase public realm – Arches enhancement / Church View</td>
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<td></td>
<td>Second phase of Minster Canalside public realm</td>
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<td>CITY GATEWAY</td>
<td>Relocate station car parks – short and long term solutions</td>
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<td>INNOVATION QUARTER</td>
<td>Movement and public realm strategy and implementation</td>
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<td>Public DMBC</td>
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<td>PARKLANDS</td>
<td>Delivery of City Park Link</td>
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<td>DONCASTER SMART CITY</td>
<td>Superfast / ultrafast broadband digital network</td>
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<td></td>
<td>Open Wifi access</td>
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<td>Public DMBC</td>
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<td>Smart signage, real-time information – buses, parking etc.</td>
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<td>Public DMBC</td>
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<td>CITY TRANSPORT NETWORK</td>
<td>Review and enhancement of Doncaster Park and Ride assets</td>
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<td></td>
<td>Review, enhancement and extension of Doncaster’s cycle network</td>
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<td>Public DMBC</td>
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<tr>
<td></td>
<td>Delivery of Doncaster Mass Transit scheme – new bus corridor connectivity between Doncaster Sheffield Airport and Doncaster Centre, via Yorkshire Wildlife Park, Lakeside Village, National High Speed Rail College, Keepmoat Stadium, Doncaster Central Business District and Waterfront</td>
<td>1</td>
<td>*</td>
<td></td>
<td></td>
<td>Public DMBC</td>
<td></td>
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<td>Vision Theme and Area of Change</td>
<td>Project proposal</td>
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<tr>
<td>Waterfront</td>
<td>Designate the site for any City institutional assets, e.g. University Centre, any significant urban centre corporate</td>
<td>1</td>
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<td></td>
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<td></td>
<td>Delivery of HS2 High Speed Rail college student accommodation</td>
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<td>One potential option for the delivery of National Institute for Infrastructure in Doncaster (National Infrastructure Delivery Plan 2016-2021)</td>
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<td>Civic Business District</td>
<td>Options assessment for public sector support to encourage private sector delivery of a Central Business District in Doncaster centre</td>
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<td>DMBC</td>
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<tr>
<td>Retail Core</td>
<td>Redefine and consolidate retail core boundary</td>
<td>1</td>
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