

Broadmarsh, Nottingham - the big conversation

Setting the scene for a new vision

Nottingham City Council GIS Team | **19 October 2020**

If you would simply like to take part in the Big Conversation, head over to our Big Conversation page where you will be invited to answer some questions on your thoughts and ideas for the Broadmarsh.

The Big Conversation

We have provided some historic information and some of the challenges and opportunities with the site, so please have a look over this when you have the time as this presents some of

the factors we will have to take into account in determining what to do with the site.

This page is also available as an accessible PDF.

1. Introduction

Nottingham's economy is vibrant and globally significant. With world famous brands such as Boots and Experian, and a dynamic entrepreneurial small and medium business sector, Nottingham is the centre of the East Midlands Economy. A core city large enough to have global impact, but small enough to be a liveable, friendly city. Nottingham boasts two gold rated Universities leading in life sciences and technology, the best public transport system in the UK outside London, and a diverse creative and cultural history.

Nottingham has waited for a long time to see the Broadmarsh centre redeveloped.

After previous plans by Westfield fell through in 2011, Intu took over and had its own vision for a major leisure and retail development. Good progress was being made until the coronavirus pandemic, leading to the company going into administration and the site being passed over to the City Council.

It's a big disappointment for the city, but it's also a great opportunity to look again at an important site. The area is at the heart of the city centre, and there is an opportunity to better integrate this into the wider regeneration taking place on the south side of the city, bringing investment, creating jobs and improving the quality of life for local people.

The current financial pressures the council is facing mean any future plans will require innovative solutions; partnerships, new investment, private sector development expertise and finance in addition to external grant funding.

There are practical challenges with this site. It is partially

demolished, and occupies a large space with significant changes in elevation. A lot of vital preparation and clearance work has already taken place as part of the previous development.

There is fantastic potential to restore historic street patterns, and provide residential accommodation, leisure and green space, building on the heritage opportunities in the surrounding area.

Significant related developments are in progress, or nearing completion at Nottingham Castle, Broadmarsh Car Park, Bus Station and Central Library, Nottingham College, Unity Square, the Island Quarter and residences around Nottingham Station.

What is this?

This web page is a *story map:* an interactive, immersive story which guides you through various concepts and media as you scroll.

Maps are all fully interactive, so if you see something of interest you can tap, drag, zoom and navigate. Keep scrolling to move to the next item.

If you want to take a shortcut to a section, use the section heading links. They will be at the top of your screen now.

More about planning in Nottingham

Planning resources, and guidance for developers wishing to build in Nottingham are available at our Design Quality Framework website.

Nottingham's Urban Room is a space where citizens can engage directly with Nottingham City Council on the future of our great city.

Find out about place-making and engagement strategies in Nottingham at Co-PLACE.

2. The Past

Broadmarsh has a diverse history, initially as the grounds of the Greyfriars Friary, then as back-to-back courtyard slums, characterising Nottingham's constrained development during the industrial revolution.

Postwar housing and regeneration efforts made their mark in the 1940s and 1950s. More recently the development of the Broadmarsh centre in the late 1960s and early 1970s.

The following map series give a overview of the area through these periods.



1875-1885

This map shows the Broadmarsh site from edition one of Ordnance Survey maps. The original 19th century street layout can be seen, Parishes of St. Peter and St. Nicholas, and the Broad Marsh - which was actually a street. A large number of the properties in this area were densely populated, back-to-back slums.



Sussex Square, Narrow Marsh. Image credit: Picture Nottingham

The area was linked to major cholera outbreaks in 1832 and 1849.

Read more about disease outbreaks in Nottingham at Nottingham University.

You can find information on back-to-back houses at the National Trust.

1912 - 1919

This map shows the Broadmarsh site overlaid onto edition two of the Ordnance Survey maps. The most obvious changes here are transport related.

New tram lines have been laid along Grey Friar Gate, and the Great Central and Great Northern viaducts have cut through swathes of cheap housing.

A deep tunnel has also been dug beneath Weekday Cross, which remains to this day. Instead of taking steam locomotives into Victoria Station, it now carries high pressure steam for Nottingham's district heating network.

1937 - 1940

Revised edition three Ordnance Survey maps show big changes during the inter-war period. The original Broad Marsh bus station, essentially a large open area to the East of New Bridge Street, has come into operation.

The developments on the south side of Collin Street are complete, and a major development of social housing has been completed east of the site, truncating the mediaeval Long Stairs entrance to the city. Narrow Marsh / Red Lion Street has become Cliff Road.



Drury Hill. Image credit: Picture Nottingham

1940s - aerial photography

This aerial photography, taken during the second world war, coincides broadly with the previous street map.



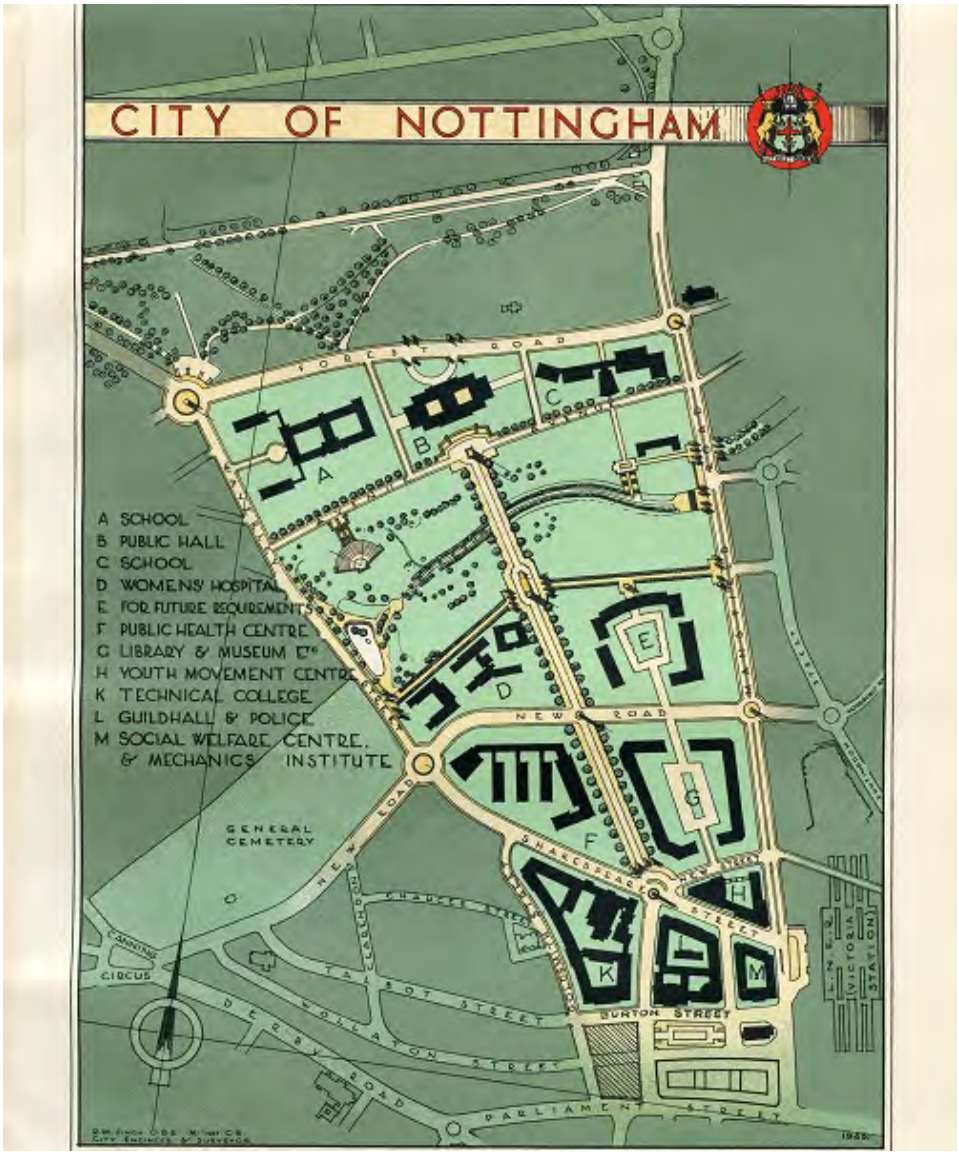
Burton Menswear, Carrington Street / Broad Marsh (street). Image credit: Picture Nottingham

Busts of historical figures from the demolished Burton's Menswear store would eventually be reinstalled on Sussex Street after the Broadmarsh Centre development.

Collins' hospital is still clearly visible, as is the bus station and new dance hall. The Great Central and Great Northern railway viaducts cut a path toward the east.

The early 20th century was a time of great change in cities and towns, with slum clearances, population increases and migration, and much of the planned inter-war building work was not completed before the beginning of the second world war.

During the second world war, the first comprehensive and ambitious city plans were developed, aiming to strategically redesign city centres by various Reconstruction Committees. These included responding to damage caused during the war, in addition to completing the slum clearance projects begun earlier in the century.



Part of the Reconstruction Committee report, 1943. Image credit: Ng-Spaces

Nottingham's Reconstruction Committee report - available to view in the Nottinghamshire archives - had included grand plans to reshape the city centre. Political and practical concerns, however, meant that a program of building work concentrated on much-needed social housing on out-of-town areas.

Council housing development in Nottingham is covered in depth by Chris Matthews in Homes and Places, and is freely available to download.

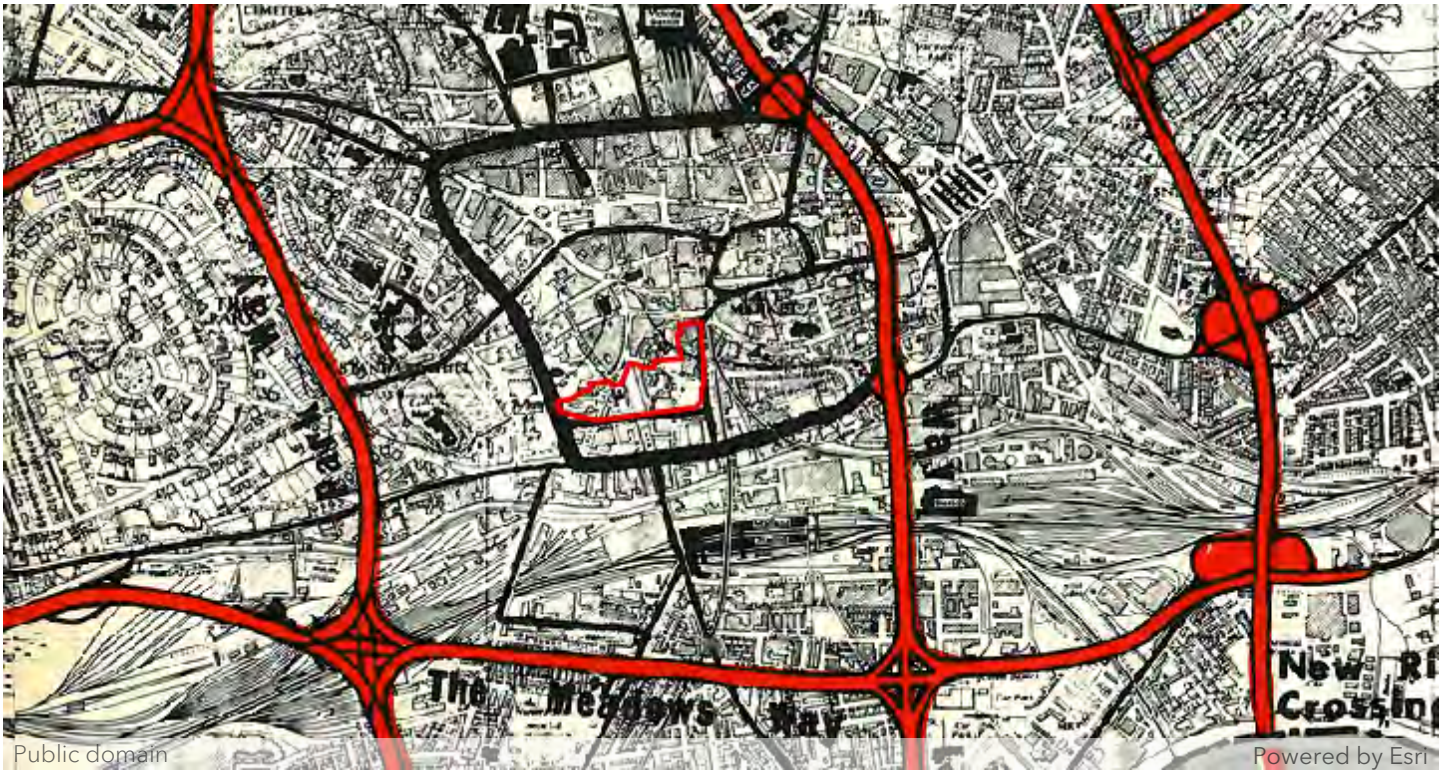


Post-War Britain saw ambitions to eradicate the worst of the old, and to follow modern trends of embracing architecture that maximised the economies of mass production, whilst providing improved environments for those who lived and worked in them.

Large-scale redevelopment of the city centre continued, as low-and high-rise concrete buildings took their place in the city centre. These were often in the brutal style of functionally designed, simply constructed buildings without reference to early styles.

This was all sited within a large scale transport system (as seen in the 1965 Transport Plan) separating pedestrians from traffic. As the city's retail sector expanded, the American concepts of large retail development and the shopping centre were embraced, leading to the construction of the Broadmarsh and Victoria shopping centres.

The Broadmarsh centre was designed by Ian Fraser and Associates, taking 6 years from initial designs to scheme approval in 1971. This included amendments to incorporate the cave system of the City of Caves into the shopping centre, as well as the decision to demolish historic streets such as Drury Hill.

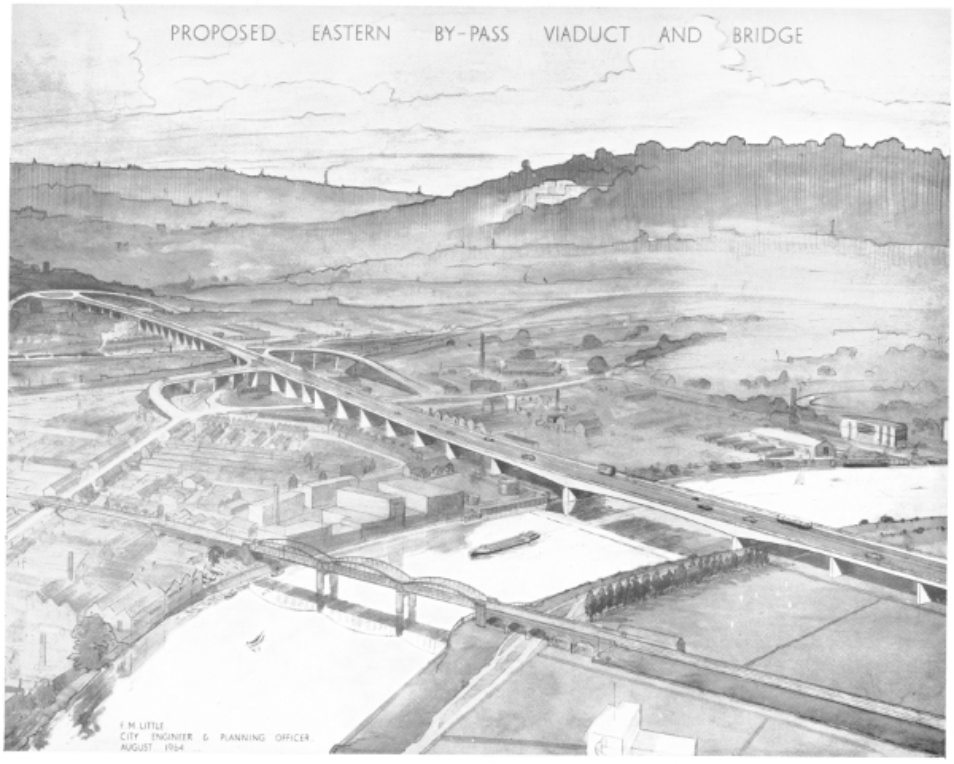


1965 Major transport plan

In the first 15 post-war years, much of the focus of regeneration was on housing, but by the later 1960s and early 1970s the focus fell on the city centre.

Here, the decision to build Broadmarsh Centre can be viewed within the wider historical context of ambitious, optimistic 1960s regeneration.

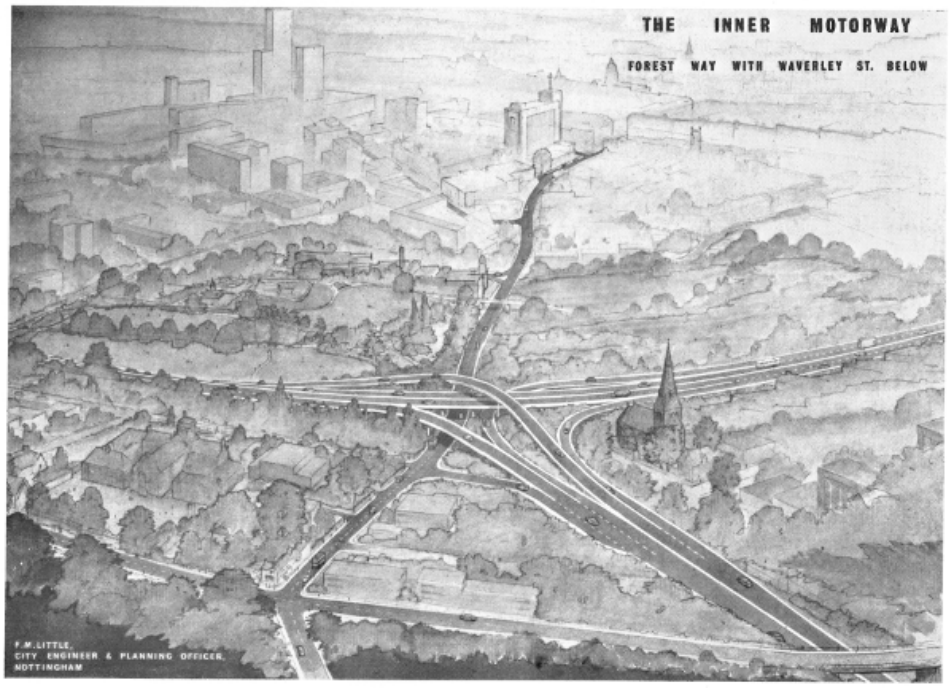
These plans aimed to reconfigure traffic flows around and through the city.



The Eastern By-pass and third Trent crossing (looking north-eastwards)

New Eastern Bypass Trent crossing

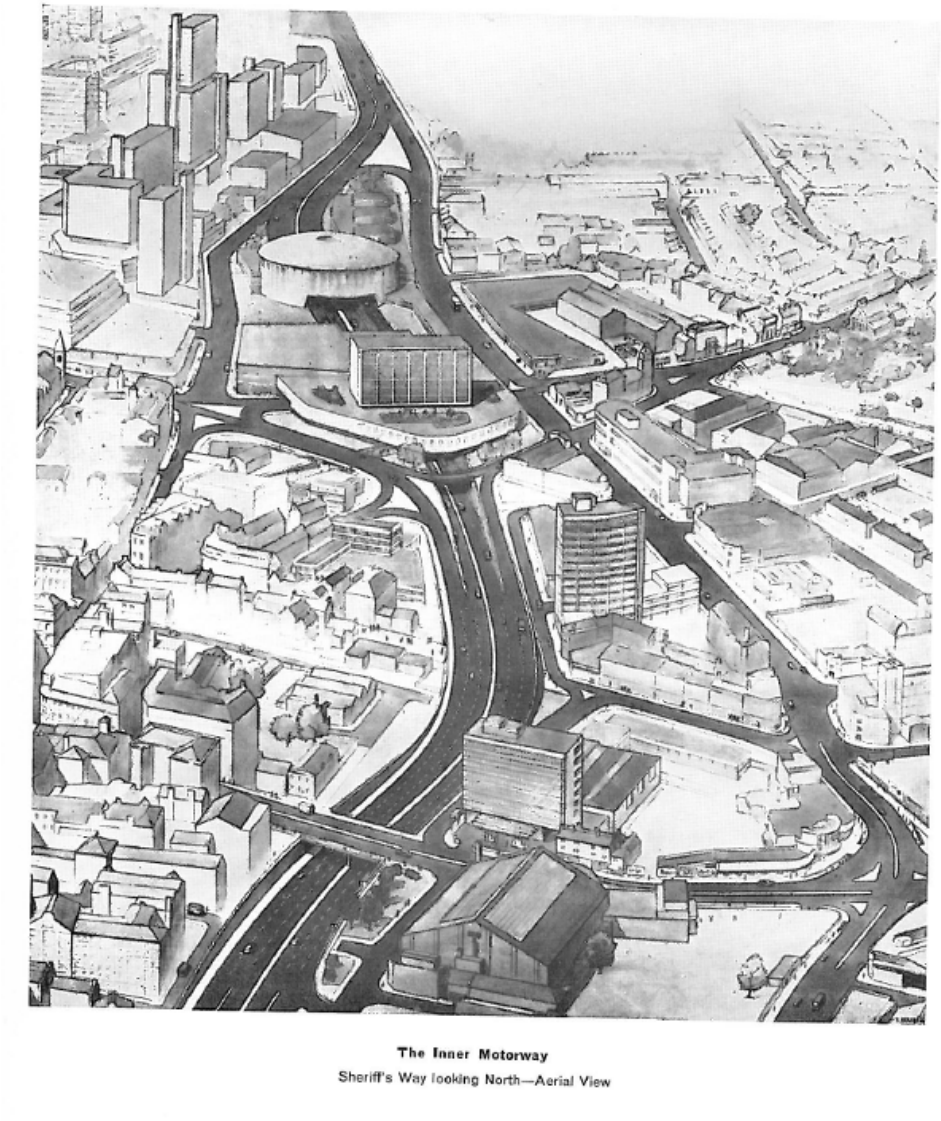
The ambitious plan envisioned a three-lane dual carriageway, encircling the central core of the city and sweeping aside the older, less car-friendly streets. High-rise, modernist offices and retail would be accessed by motor car.



The Inner Motorway
Forest Way with Waverley Street below (looking southwards)

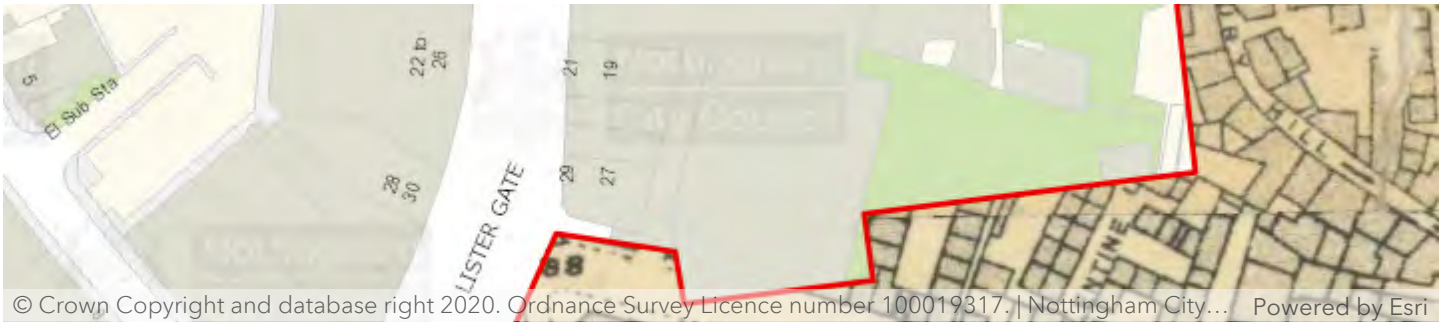
The Inner Motorway (Forest Way)

The Maid Marian Way and Clifton bridge sections of this development were completed. Other elements of the design were abandoned in 1971, and construction never took place.



The Inner Motorway (Sheriff's Way)

The original 1965 Major Transport Plan document is available to download from Nottingham Insight.



1912-1919 Street configuration

Overlaid onto the current road map.

This view illustrates how the challenging topography was handled before Broadmarsh centre cut through this area of the city.

To give some context, the difference in height between Collin Street and Middle Pavement is nearly nine metres - or the equivalent of two, stacked double-decker buses.

The 1912 street plan shows Drury Hill, which was notoriously steep and narrow. Properties accessed from Broad Marsh (the street) were substantially lower than those on Drury Hill and Low Pavement.



This later view, looking North from approximately halfway along Broad Marsh, shows the scale of the elevation changes. Drury Hill curves away to the right side of this image.
Credit: Picture Nottingham

Broadmarsh Centre

The Broadmarsh Centre was opened in March 1975 by the Duke of Gloucester, and remained open for 45 years.

Foundations were laid in the late 1960s; streets such as Drury Hill, whose timber framed buildings were demolished, and the caves which ran underneath were obscured.

Instead, a brand new shopping experience for the people of Nottingham was created.

How did Broadmarsh look then?

The Nottingham Post hosts an image gallery showing Broadmarsh through the years.

Nottingham Hidden History Team host a Broadmarsh Gallery on Facebook

Image gallery: Broadmarsh in the 1960s and 1970s



Opening ceremony

The centre was ceremonially opened by the Duke of Gloucester, 25th March 1975.



Collin Street, c.1975

The Broadmarsh and the streets around the site were designed with the motorist in mind; there was a substantial rise in car ownership during the 1960s and 1970s.

Note the lack of ground-level access across Collin Street. At this time, the Carrington Street corner was unpaved and pedestrians were expected to use the underpass.

Image credit: Picture Nottingham



Internal view

This view shows the relocated *Stylo* shop, formerly of the Burton's building.

The camera looks West toward the internal plaza at the Lister Gate entrance.

Image credit: Picture Nottingham



Internal view

This view is the opposite; shot with the Lister Gate plaza immediately behind our viewpoint.

Image credit: Picture Nottingham



Lister Gate plaza c.1980

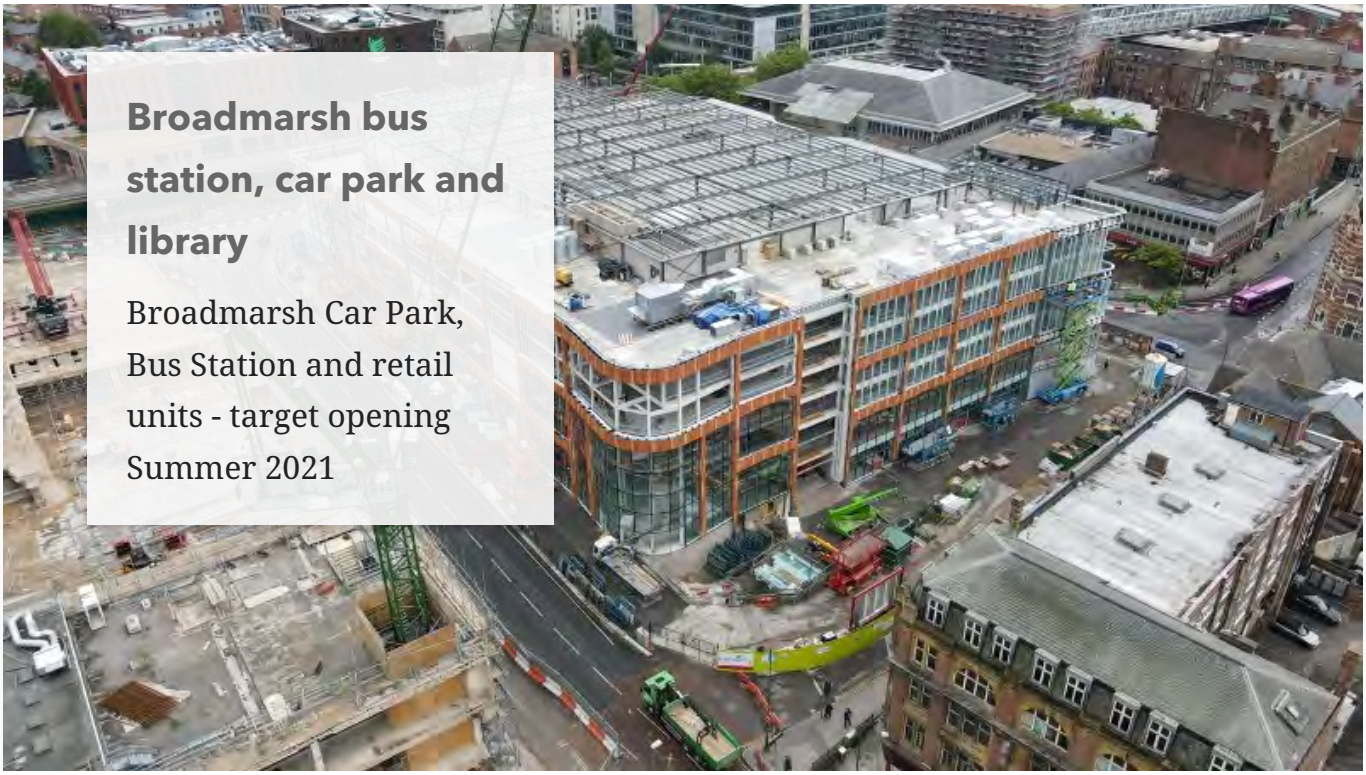
Image credit: Picture Nottingham

3. The Present

Before the Covid-19 pandemic, Nottingham was in the middle of a construction boom as part of its £2bn Southside redevelopment plan; bringing jobs, homes, offices, tourism and leisure opportunities and opportunities to local people.

The Broadmarsh Car Park, Bus Station and Central Library and Nottingham College City Hub projects are still progressing well. Nottingham Castle is on course to become a world class tourist destination, Unity Square will soon open as new offices for HMRC, and work will soon begin on the Island Quarter on London Road.

Image gallery: Related construction projects in the city



Broadmarsh bus station, car park and library

Broadmarsh Car Park, Bus Station and retail units - target opening Summer 2021



Nottingham College

Expected opening date early 2021



Nottingham Castle

Expected opening date
February 2021

Improvements to the Collin Street public space

Collin Street closed in August 2020 so work could begin on a new public realm for Nottingham, creating new spaces for people to relax, dwell and play. Creating more green space in the area is a key component of these plans, with designs to transform the area from a traffic heavy barrier to the city into a more welcoming, greener entrance to Nottingham.

Gallery: Artist's impressions of the improved public space around Collin Street



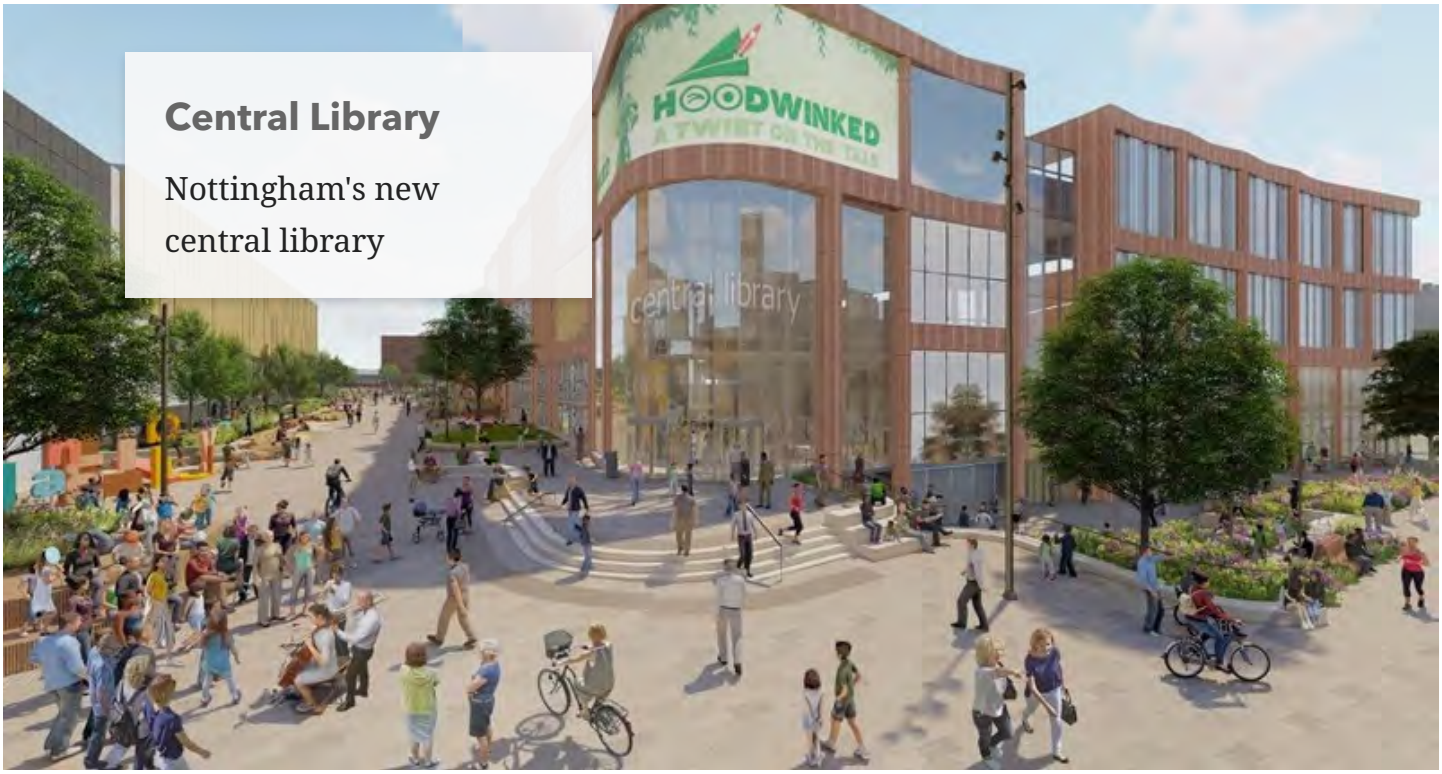
Carrington Street

Open space showing new central library and bus station to the right.



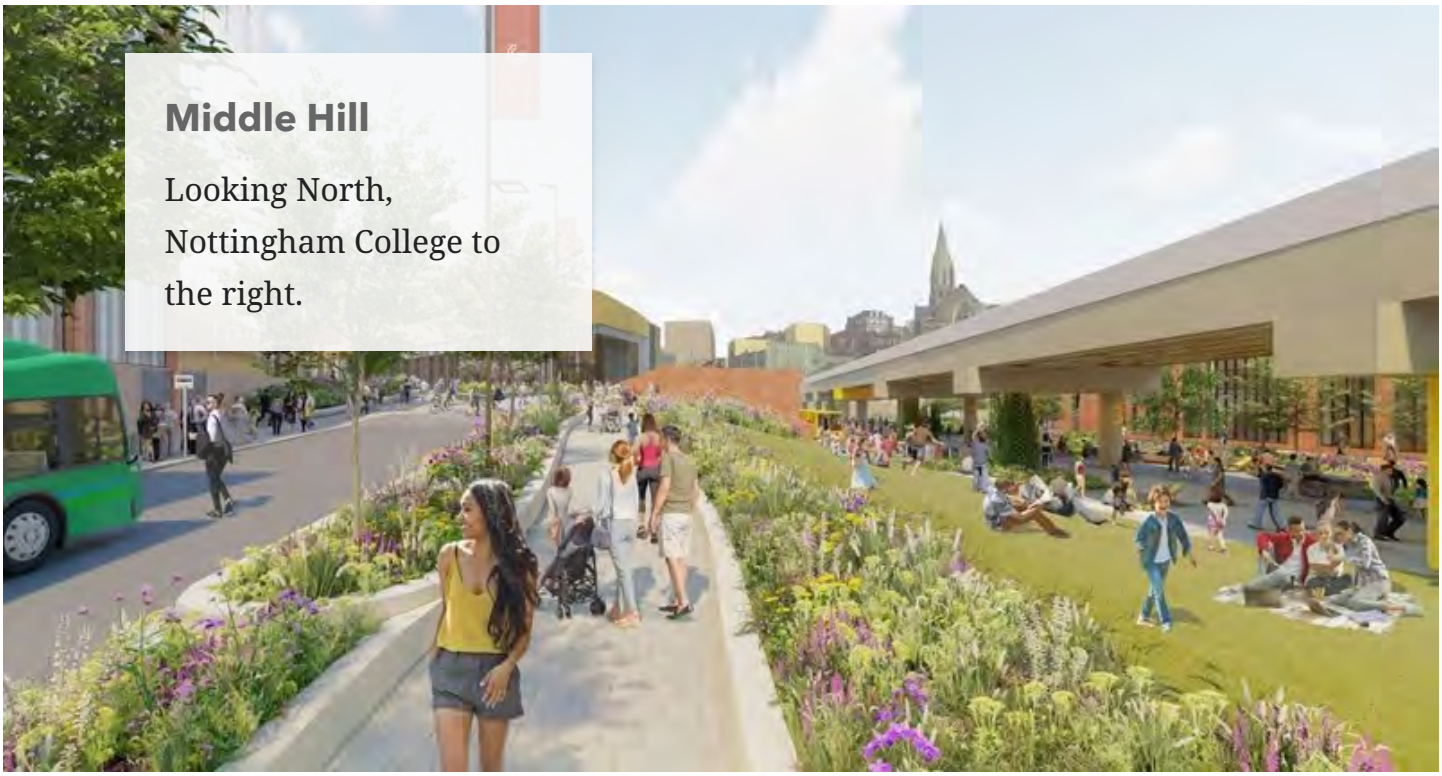
Collin Street

Looking West toward Nottingham Castle



Central Library

Nottingham's new central library



Middle Hill

Looking North, Nottingham College to the right.



Heritage-led regeneration

Nottingham's heritage is strong and diverse, with a history of growth, adaptation and innovative development. We believe Nottingham's history provides a foundation for future growth, helps to foster local identity, promotes social cohesion and well-being.

Investment in heritage has been shown to have a highly positive effect on economic growth; for the high street this is called *heritage-led regeneration*. For every £1 spent on heritage-led regeneration, an additional £1.60 is generated in growth - as well as supporting local independent businesses, making a safer environment and giving us all pride in where we live (Historic England, 2013). To the north and south of the Broadmarsh centre there are heritage-led regeneration schemes supported by the National Lottery Heritage Fund and Historic England. These are reinstating historic details and addressing poor condition in historic buildings around Carrington Street, and in the Old Market Square conservation area.

Nottingham City has a strong Heritage Strategy that constantly evolves through continuous engagement, and working in collaboration with local agencies and organisations.

Carrington Street Area Townscape Heritage Scheme

National Lottery funding has supported the regeneration of this key thoroughfare.

The scheme has revitalised a number of buildings which had suffered from long term vacancy and neglect, including the imposing City Buildings, Gordon House and a number of other small businesses in the area.

Read more about the Carrington Street townscape heritage project

Press release with pictures and further information on the project

More information and photographs from the contractor



Gordon House

An example of heritage-led regeneration

Gordon House is located just to the south of the Broadmarsh

centre, on Carrington Street. The building sits on the critical thoroughfare from Nottingham Station to Broadmarsh.

The building was originally built as a car showroom, modelled on the architecture of Selfridges in London.

This is the 'before' view taken in 2018. Gordon House had seen decades of changes that did not compliment the quality of the original design. This gave a poor aesthetic at street level that blanked out the ground floor. Passers-by would not look up from the ground floor and see the quality of the building.



Design

Through a grant of £207,000 from the National Lottery Heritage Fund and Nottingham City Council, and contributions from the owner Bhatia Best Solicitors, plans were created which sympathetically restored the facade.

Architectural details were retained and restored, whilst retaining functional features critical to the needs of the owners.

Image credit: Rayner Davies Architects, 2018.



Before

The before and after pictures of the building show the difference it has made to the building. We expect nearly £500,000 of economic value to be created from the project.



After

Brand new entrances to the offices above have been created. Details have been restored, the facade cleaned and repainted, and vast ground-level glass panes from the original design have been reinstated.

The work also addressed some long-term repair issues, as well as bringing 365 square metres of retail space into use.

Planning for change in Broadmarsh

The Broadmarsh area is already undergoing much needed change – but the Broadmarsh Centre remains the biggest challenge and opportunity for the city.

This will not be an easy development – the site covers a large area in many senses. The site extends over an area the equivalent of a football pitch at 7,182 square metres, and the level changes in this area are dramatic; 8.7 vertical metres between the library and Bridlesmith Gate. That's the equivalent of a two storey building, or two Nottingham City Transport double-deckers! Cast your mind back to leaving the Bus Station to reach Bridlesmith Gate and the two escalators needed to reach it.



Drury Walk entrance escalators in the former Broadmarsh Centre. Photo credit: unknown

The City of Caves remains a major tourist attraction and access to these must be protected. Some businesses on Low Pavement still require access to the loading bay on the

Broadmarsh Centre roof, and the centre exits onto Collin Street, which is itself a bridge over some of the lower level shops.

All building sites have challenges, but some associated with Broadmarsh are unusual and can be addressed depending on what is built there.

The following map series aim to demonstrate some of the present-day constraints and factors the planning team need to take into account when working with a site of this kind.

Reminder...

You can scroll through this to read like a storyboard - but if you want to interact with any of the maps shown, you can still do so by clicking or tapping.



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Planning constraints maps

Broadmarsh location plan

Broadmarsh is situated between Nottingham's main railway station, and main North-South routes to the city centre.

To the East, the new Nottingham College development nears completion.

2019 Aerial photography

The aerial view predates the beginning of the demolition of Broadmarsh under Intu.

Developments in progress

Much development and regeneration activity is already in progress in the Broadmarsh and Southside areas.

This 3D map shows some of the projects currently in progress or with planning permission granted.

You can explore the developments proposed for the area as part of the Southside redevelopment programme map by clicking, tapping or dragging the map.

View the Major Developments 3D web application

Heritage context

The area around the Broadmarsh centre is sensitive, with one of the greatest concentrations of heritage protected by national and local designation in Nottingham. Work around the Broadmarsh area must clearly be done with due consideration to our heritage.

One of the largest networks of Nottingham's famed sandstone caves sits below Broadmarsh, and access to these must be retained.



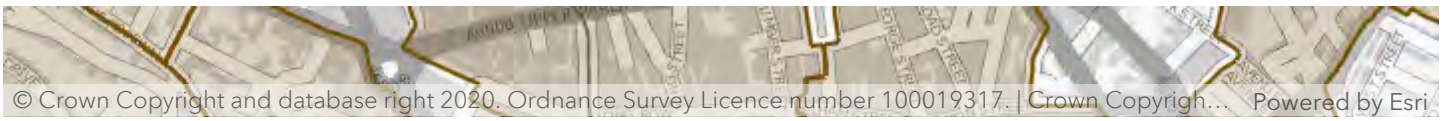
Tannery cave chamber - photographer unknown

Broadmarsh is also within an archaeological constraints area.

The City of Caves (formerly under Drury Hill) are a Scheduled Monument.

Scheduling is the selection of nationally important archaeological sites. Although archaeology is all around us, Scheduled sites form a carefully chosen sample of them, which are closely managed. Archaeology is designated as a Scheduled Monument by Historic England (the Government's advisor on heritage).

Read more about scheduling at Historic England



Conservation areas

Nottingham has a number of designated conservation areas. Conservation areas exist to manage and protect the special architectural and historic interest of a place - in other words, the features that make it unique.

Conservation Areas in Nottingham are designated by Nottingham City Council, who have a duty to make periodic assessments and recommendations on their management, to enhance the character and appearance of the areas. Character appraisals and management plans for these areas are available on Nottingham Insight.

You can read more about conservation areas at Historic England.

Adjacent conservation areas

Broadmarsh sits between the Nottingham Canal and Old Market Square designations.

Guidance notes are available on Nottingham Insight

Historic buildings

Listing marks and celebrates a building's special architectural and historic interest, and also brings it under the consideration of the planning system, so that it can be protected for future generations. Historic Buildings are designated as Listed Buildings by Historic England (the Government’s advisor on heritage).

Grade I Listed buildings

Grade I buildings are of exceptional interest, only 2.5% of listed buildings are Grade I.

Three Grade I listed buildings are within close proximity to

Broadmarsh: St Peter's Church, Nottingham Castle and Gatehouse and St Mary's Church. These are the earliest buildings within the city centre.

Learn more about categories of listed buildings at Historic England

Grade II* Listed buildings

Grade II* buildings are particularly important buildings of more than special interest.

Around Broadmarsh these include St Nicholas's Church, a number of Georgian Townhouses including Willoughby House (now Paul Smith's flagship store), and the Shire Hall and County Gaol (now the National Justice Museum).

5.8% of listed buildings are Grade II*.

Grade II Listed buildings

Grade II buildings are of special interest, and 91.7% of all listed buildings are in this class.

In Nottingham, these include many of the buildings that represent life in the Victorian period and early 20th century including shops, warehouses, townhouses and banks.

To the south of the shopping centre the listed buildings reflect changing transport, from the start of the canal-building boom in the 1790s, to the 1930s Art Deco motor and bike showroom at Richmond House.

Local List

Some of the heritage structures that do not meet the strict tests of national listing, as either a Listed Building or Scheduled Monument, are still important to the history of Nottingham.

They instead can be added to the Nottingham Local List, and their particular heritage value will be taken into consideration

for future planning applications.

This map shows heritage assets that have been added to the list, as well as those that have been nominated but not yet assessed.

Around Broadmarsh these include some of the best historic shops in the city, motoring heritage to the south of the shopping centre, industrial heritage and the burial ground of St Nicholas' church.

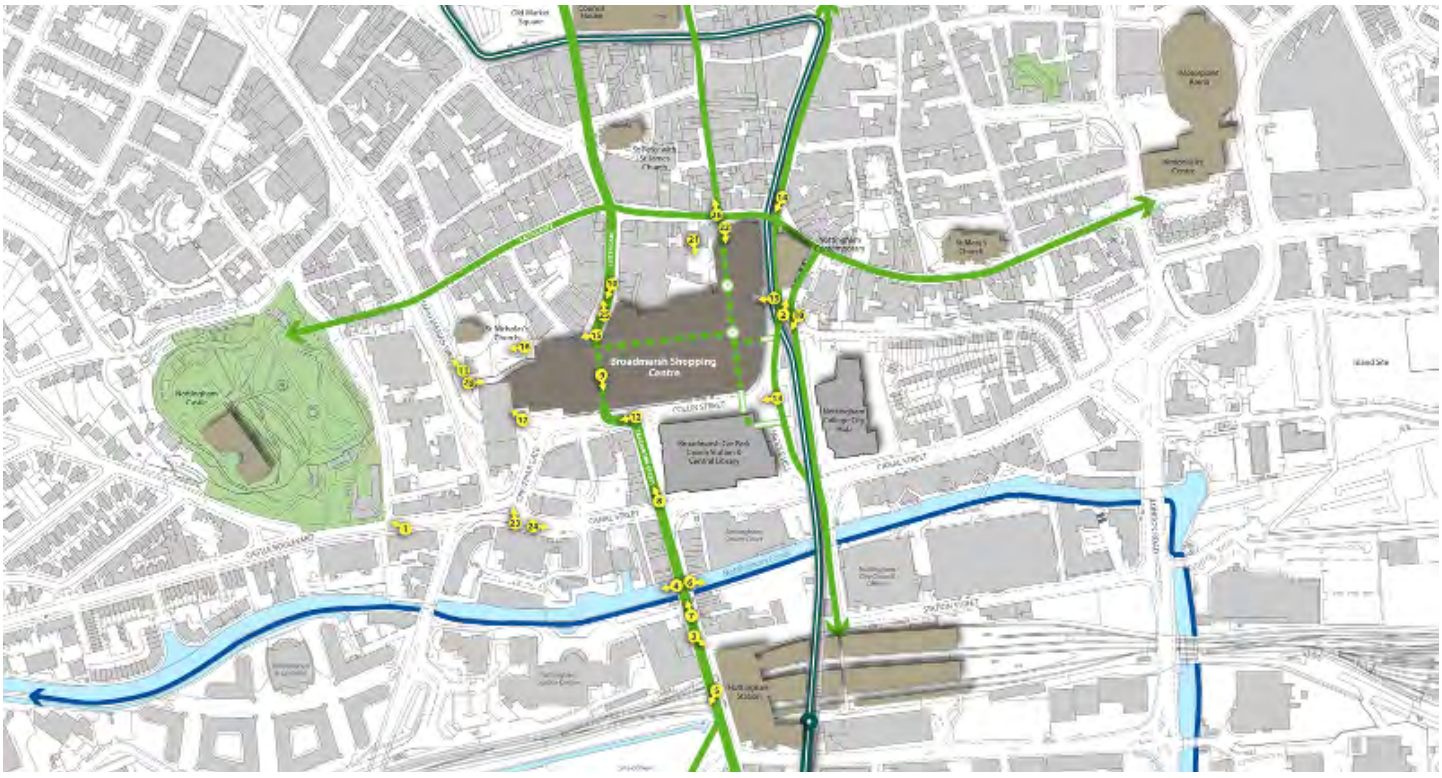
Find out more about the Local List

Viewpoints

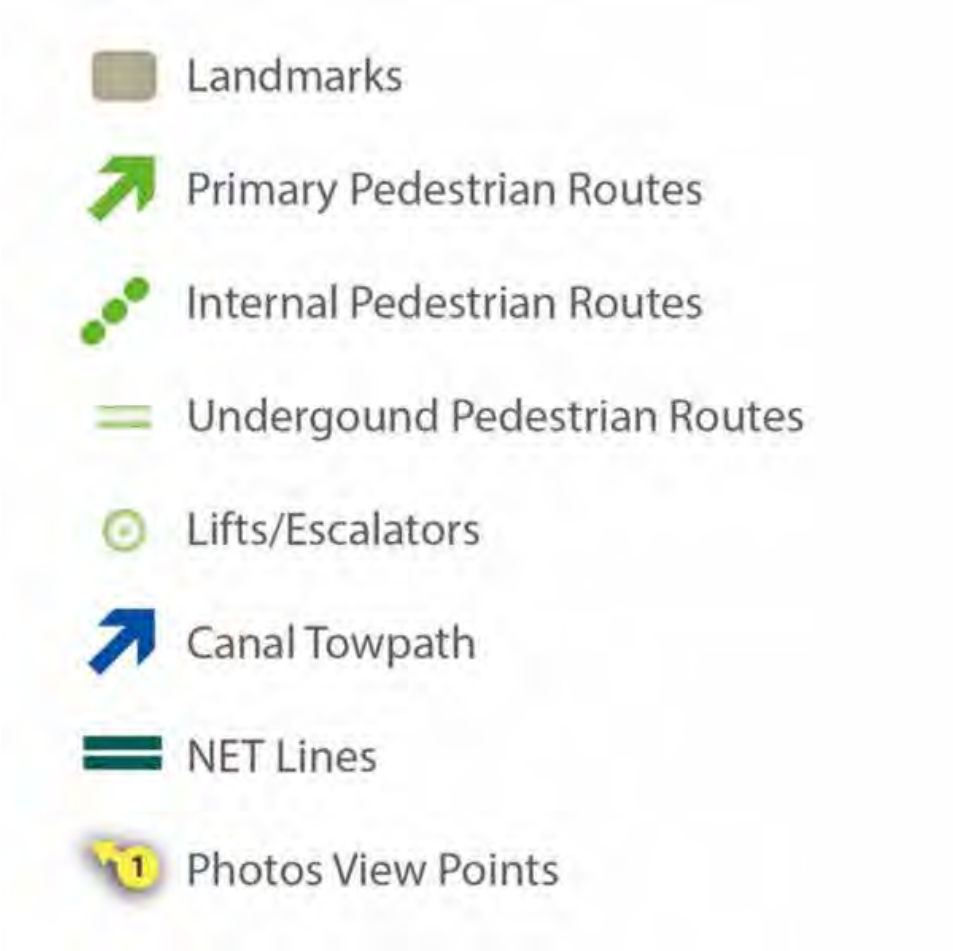
Each number represents a key contextual viewpoint, showing how Broadmarsh interacts with the city.

A viewpoint represents an area of interest when considering future planning options.

Click or tap for photos, and information on each point.

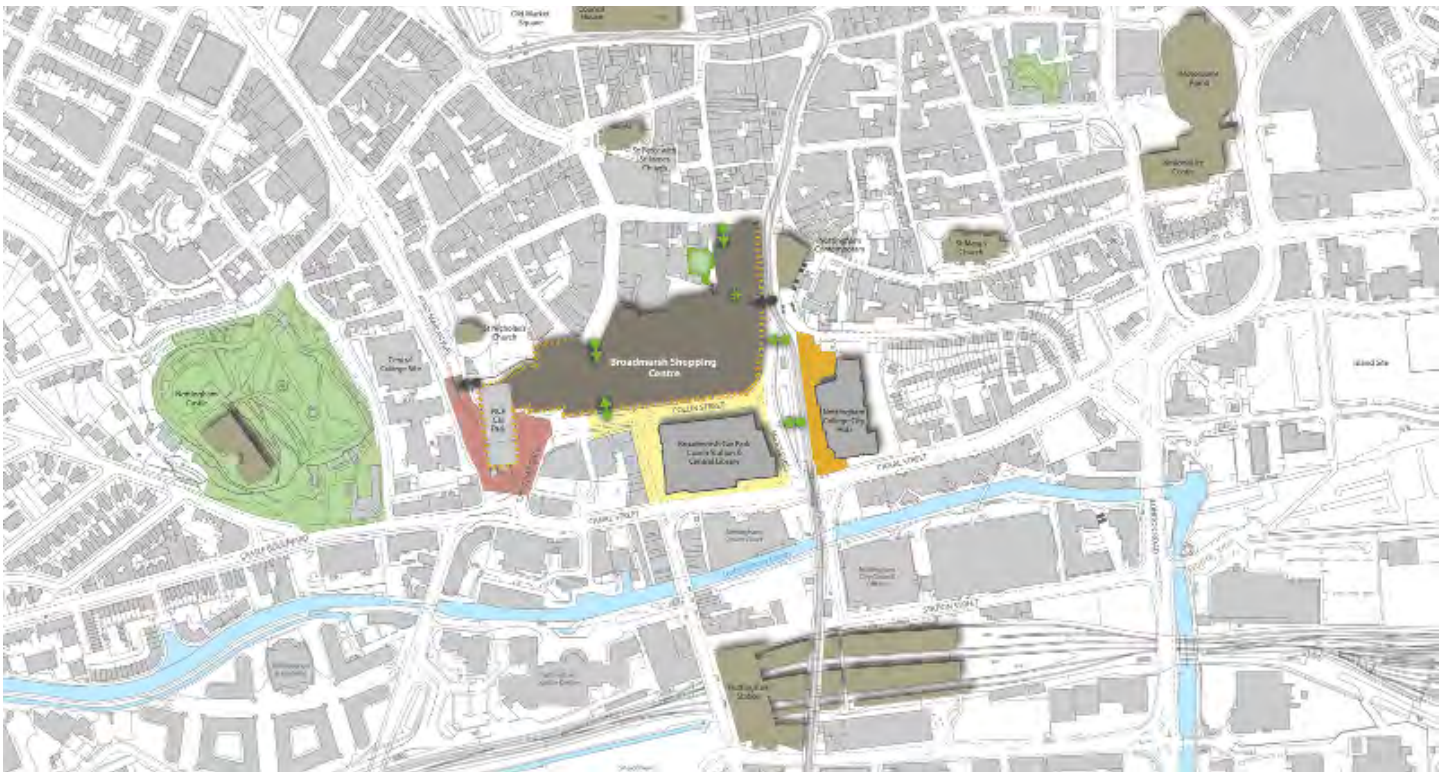


Contextual plan

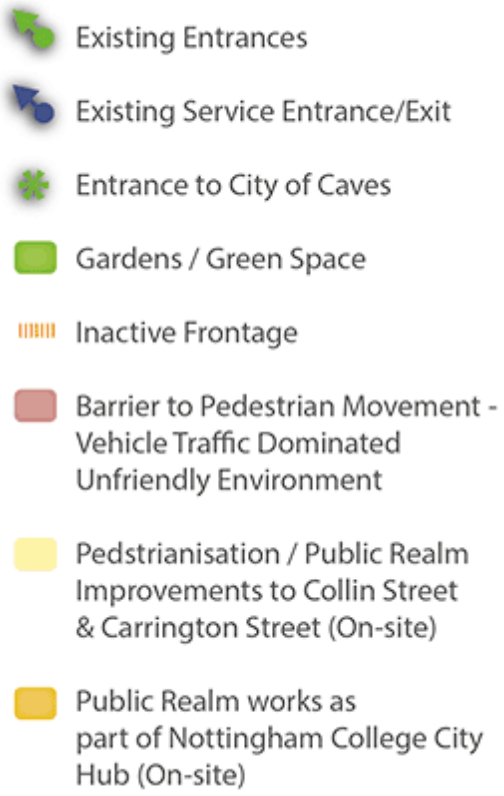


Map Key

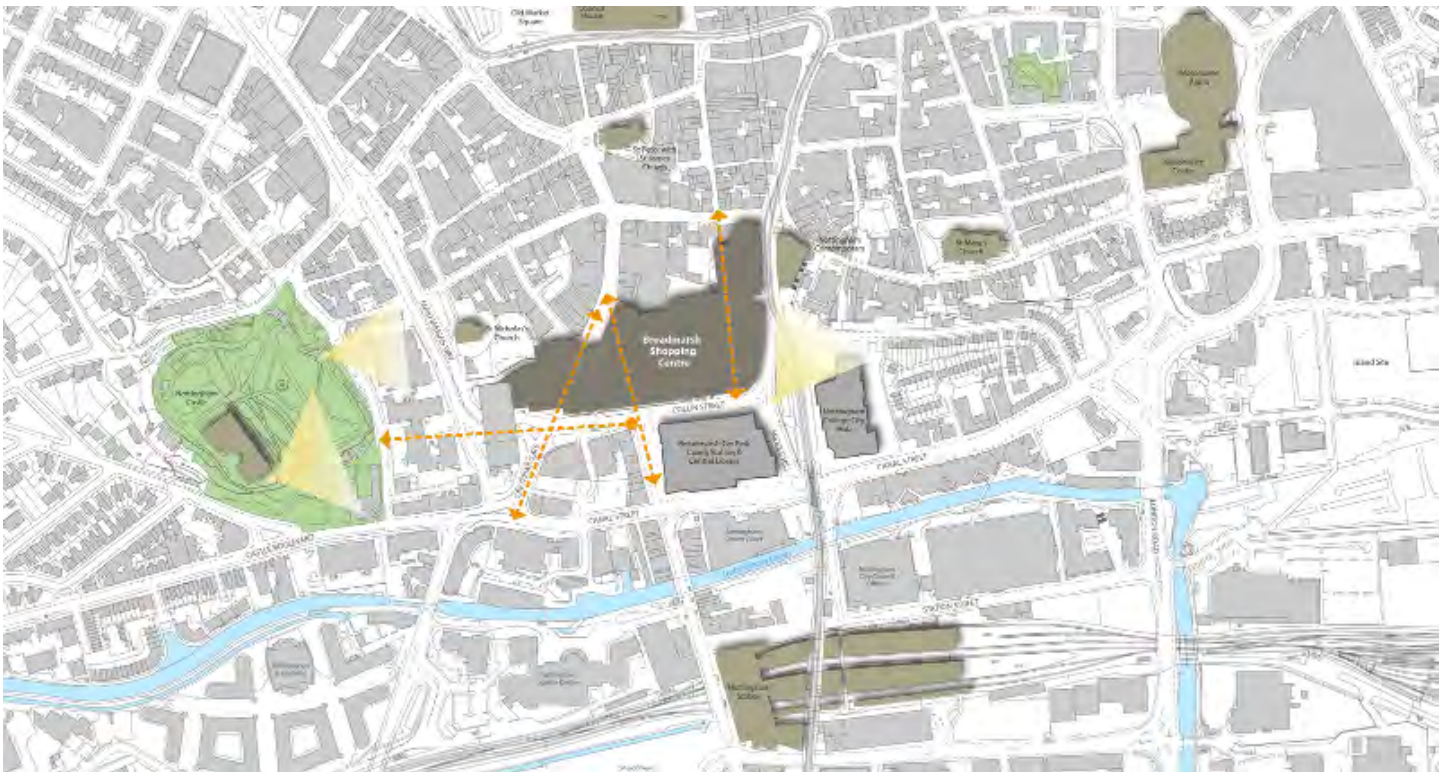
This plan shows existing pedestrian links and thoroughfares.



Site analysis plan



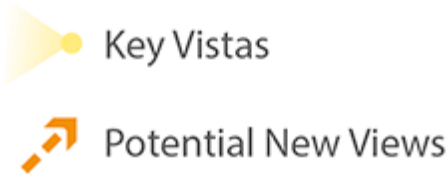
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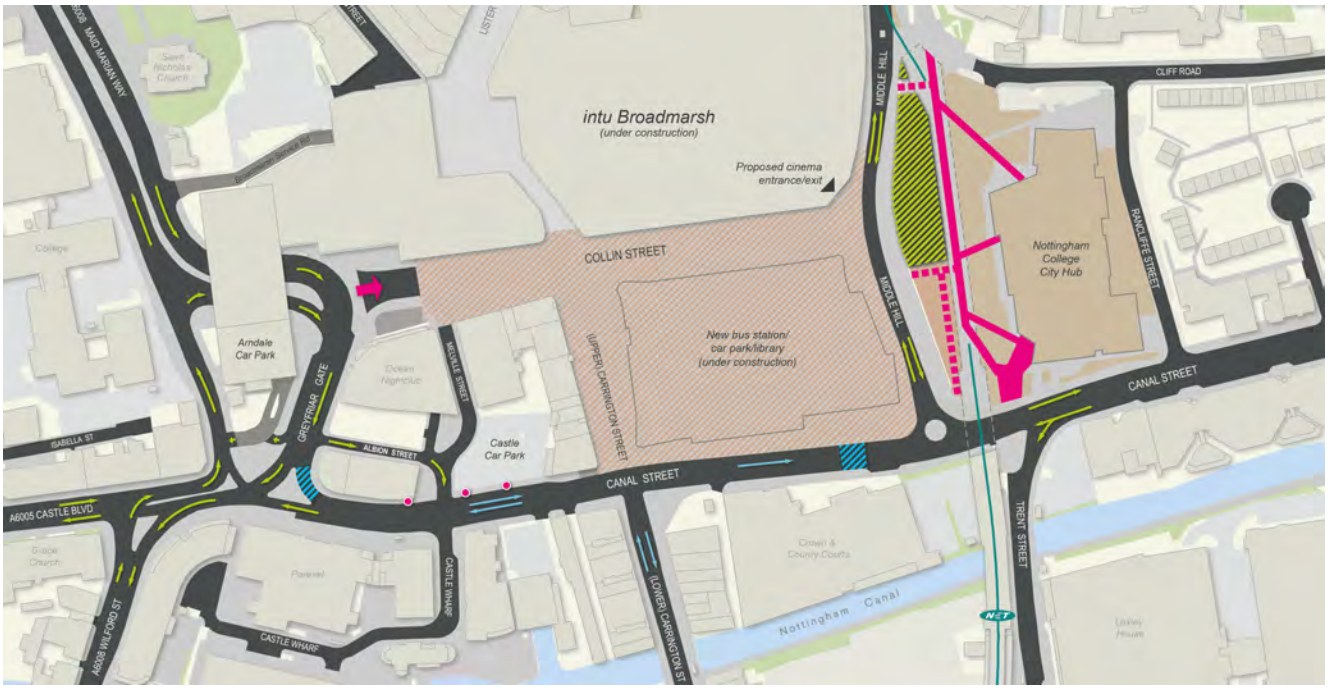
Views plan

Identifying and protecting special vistas and views of landmark buildings is essential to be able to protect and enhance a sense of place.

Vistas are assets that make a place special and unique and they help people find their way and create a mental map of the city.



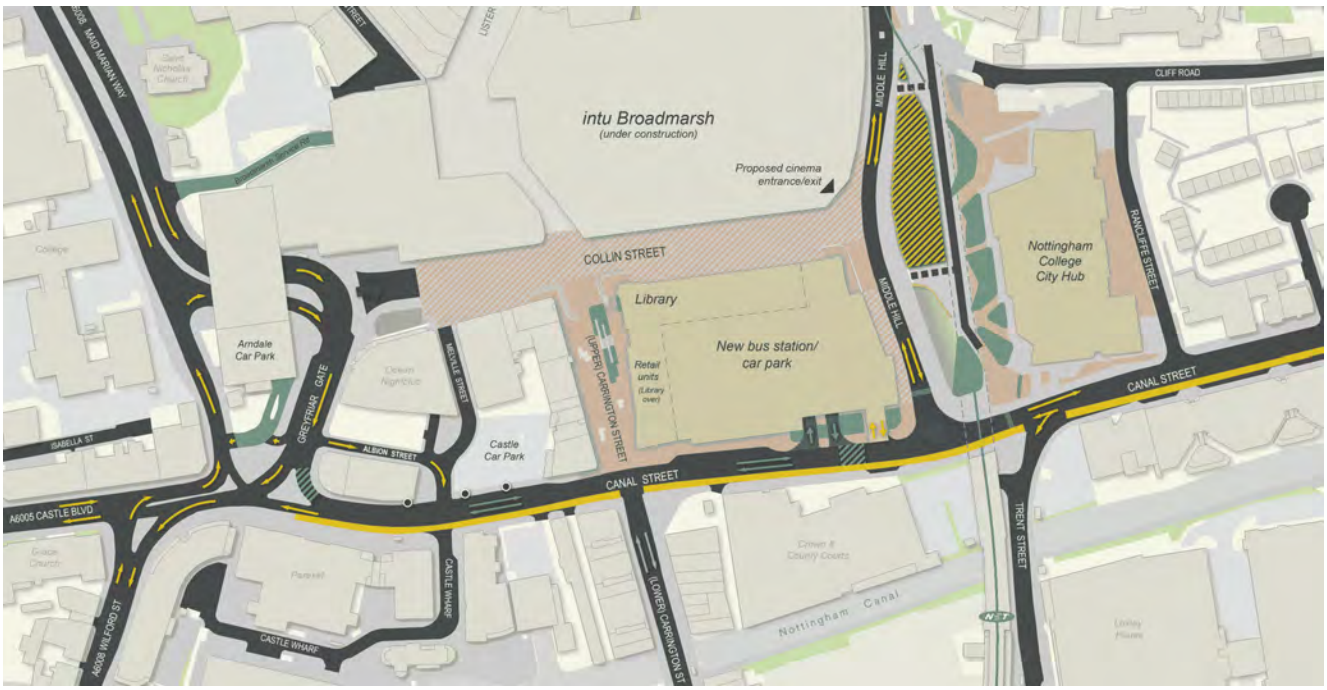
Map Key



Road space transformation

Current phase

September 2020



February 2021

Broadmarsh Road Transformation Phase



Finished scheme

Broadmarsh Road Transformation



SWOT analysis

A SWOT analysis has been carried out by the Heritage and Urban Design team at the council that sets out what we consider to be the strengths, weaknesses, opportunities and threats relevant to the Broadmarsh. This provides a simple framework of key areas that will need to be taken into account within any redevelopment.

Strengths

- Transport links – Train Station, NET, NCT
- Pedestrian/Cycle links
- Proximity to Nottingham Castle
- Townscape heritage assets
- Carrington Street - Townscape Heritage Fund Projects/Schemes
- Old Market Square
- New Nottingham College City Hub and Central Library/Car Park/Coach Station
- Significant investment in Southside
- Nottingham Canal



Weaknesses

- Monolithic structure/height
- Enclosed and diverted primary north – south route
- View from Castle
- Links to the Castle
- Inactive frontages
- NCP Car Park
- Servicing to Broadmarsh Shopping Centre via Maid Marian Way and Middle Hill
- Entrance to Caves
- Legibility and permeability
- Maid Marian Way a barrier to pedestrian and cycle connectivity
- Poor public realm along Middle Hill
- Severns House
- Access to site for potential construction vehicles
- Lack of green open space/infrastructure
- Challenging topography (change in height levels)



Opportunities

- Provision of an open direct north and south route between Carrington Street and Lister Gate
- Prioritising pedestrian and cycle movement
- Provide permeable and legible routes
- Opening up views and connectivity to the Castle
- Reinstating historic streets and routes
- New entrance/access to Caves
- Inclusion of new uses
- New identity and character
- Innovation
- New partnerships, training and apprenticeships
- Improve air quality
- Sustainable transport
- Inclusion of biodiversity and green infrastructure
- Support the Council's Carbon Neutral 2028 pledge
- Funding
- Challenging topography (change in height levels)



Threats

- Collin Street public realm works could prejudice what happens north of Collin Street
- Increase in vacancy rates particularly along Lister Gate and Bridlesmith Gate
- Funding timescales
- Change in consumer patterns
- COVID-19
- NCP Car Park
- Financial viability
- Disparate land ownership
- Demand for office and purpose-built student accommodation
- Role of city centre and behavioural changes

4. The Future

Preparing the site

It was announced in August 2020 that the D2N2 Local Enterprise Partnership had awarded the Broadmarsh £7.99m funding from the Government's 'Getting Building' Fund.

A final business case has to be prepared to enable access to that funding, which is the subject of an Executive Board report being considered on 20th October – to access this report, please visit the Council's committee pages.

The funding will enable site master planning to commence, and for an early first phase of demolition of part of the site as set out in the plan.

Both of these key activities are considered to be of significant benefit to bringing the site forward for development. Indeed, establishing a clear and compelling vision, place-making strategy and associated masterplan will strengthen development values and deliverability, and translate the ambitions of the Council, citizens and partners.

All comments and ideas received so far will inform the master planning report, as will the results of this Big Conversation when it ends in late 2020.



Map showing the extent of D2N2 Local Enterprise Partnership funding, and its connectivity to the main city centre shopping frontages

Working together to reimagine Broadmarsh

> *A city that works for everyone can only be achieved if it is imagined, created, built and cared for by us all.*

The Broadmarsh Centre is one of the biggest developments in the city. Since Intu fell into administration and the Broadmarsh Centre closed, the City Council has consistently said that it will work together with the general public to decide the future of the site.

But we need your ideas. The questions as part of The Big Conversation will inform the council of the type of redevelopment people would like to see. You will also be able to submit your own plans or images alongside any answers.

The content above was designed to give you a clear idea of the site and transparently explain the considerations and constraints the council has to take into account when developing a site of this sort. We would encourage you to read through this before making any suggestions.

Below are some examples to give you an idea of what has been suggested by others over the last couple of months. The City Council will collate all the information and ideas sent to us, and a collaborative process will be developed to co-create the best possible framework to redevelop the Broadmarsh Area.

Inspiration

The Council has already received many suggestions, which show the energy and enthusiasm people feel about a variety of ideas for the future of the site. Themes which emerge range from requests for new green space to potential for improved transport links, incorporation of new tourist attractions, and mixed housing and retail.

The following examples show a section of what could be considered inspirational designs for one reason or another. This may be because there is an innovative re-use of existing features, forward-thinking green credentials, or sensitivity to an area's heritage.

- Serendome (stardome) at Bluestone Resort, Wales

- Gardens by the Bay, a nature park in the Central Region of Singapore



Supertree Grove, Singapore. Image credit: Shiny Things, via Wikimedia Commons

- Manchester ‘Escape to Freight Island’ outdoor market at the Depot, Mayfield
- Vertical forest (Bosco Verticale) residential towers in Milan



Bosco Verticale, Milan. Image credit: Marco Sala

- Bristol’s Wapping Wharf
- Sneinton market avenues A, B and C in Nottingham



Sneinton Market. Image credit: CBP Architects

- South Bank Wahaca, London
- Winter Gardens in Sheffield



Winter Gardens, Sheffield. Image credit: Shane Rounce via Wikimedia Commons

- Landscape Park in Duisburg, Germany
- Piet Oudolf’s High Line linear park in New York



High Line park, New York. Image credit: Dansnguyen via Wikimedia commons

- Boxpark, London and Amsterdam
- Norman Foster's Apple campus

5. The Big Conversation

To have your own say on the Broadmarsh development, head over to the survey:

Go to the **Broadmarsh engagement survey**

To see ongoing engagement activities in relation to the Broadmarsh and other sites across Nottingham City, please visit Co-PLACE at https://www.co-place.org/.

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