



BRADFORD CITY CENTRE

Area Action Plan 2013 - 2028

Summary Document



BRADFORD CITY CENTRE AREA ACTION PLAN

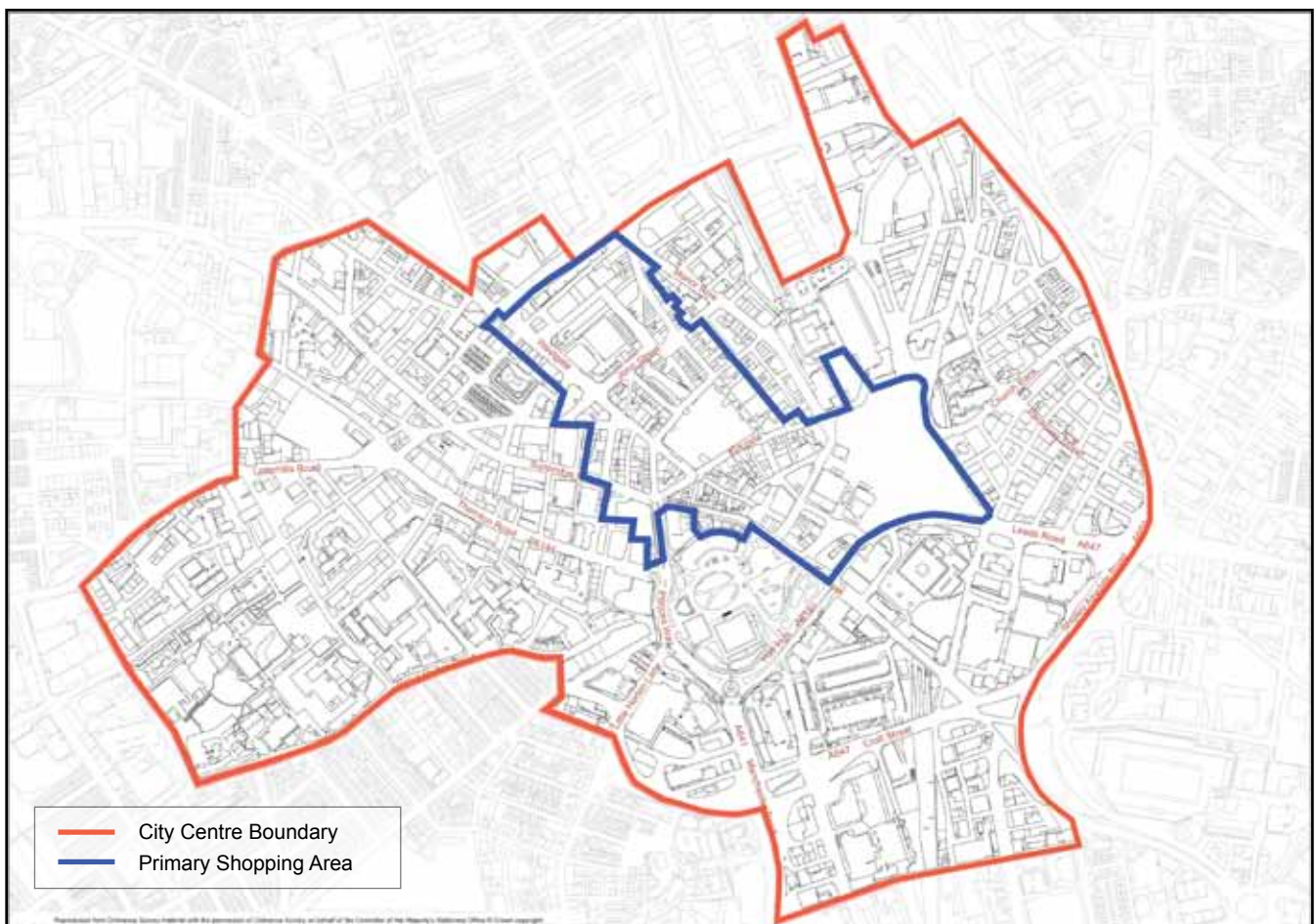
2013-2028

City of Bradford Metropolitan District Council is working with the local community and key stakeholders to prepare a 15 year development plan for Bradford City Centre.

The Area Action Plan will guide the transformation of the city centre regeneration area up to 2028. It will identify the location of new development and provide detailed policies to help make decisions on planning applications. It will also influence decisions about transport, infrastructure, community facilities, economic development and future investment.

CITY CENTRE BOUNDARY

The Area Action Plan will need to define the area to which the policies in the plan will apply.



One of the most important features of an Area Action Plan is to establish a strong and clear vision. The draft vision has been informed by work undertaken on the Local Plan: Core Strategy and the Council's Community Strategy.

Draft Vision

"The city centre will become a major destination in the wider region, offering a different experience to other cities. The City will be the focal point for leisure, office, retail and apartment development, becoming the place residents and visitors want to live, work and socialise.

Future redevelopment of the City Centre will see the renovation and reuse of historic buildings in Little Germany and Goitside for residential and employment.

New build development will make use of high quality design, which will respect the heritage of the city's architecture, and be of the highest viable environmental standards.

The City Centre Area Action Plan will help to safeguard and enhance the city's important cultural assets of the Alhambra, St. Georges Hall, National Media Museum and many more.

The plan will also aid in the formation of new open spaces and public realm improvements in the centre, building on the success of the new City Park and the New Market Place.

The plan will not create a new city centre, but will build on and enhance the existing qualities to revitalise the core of the District."

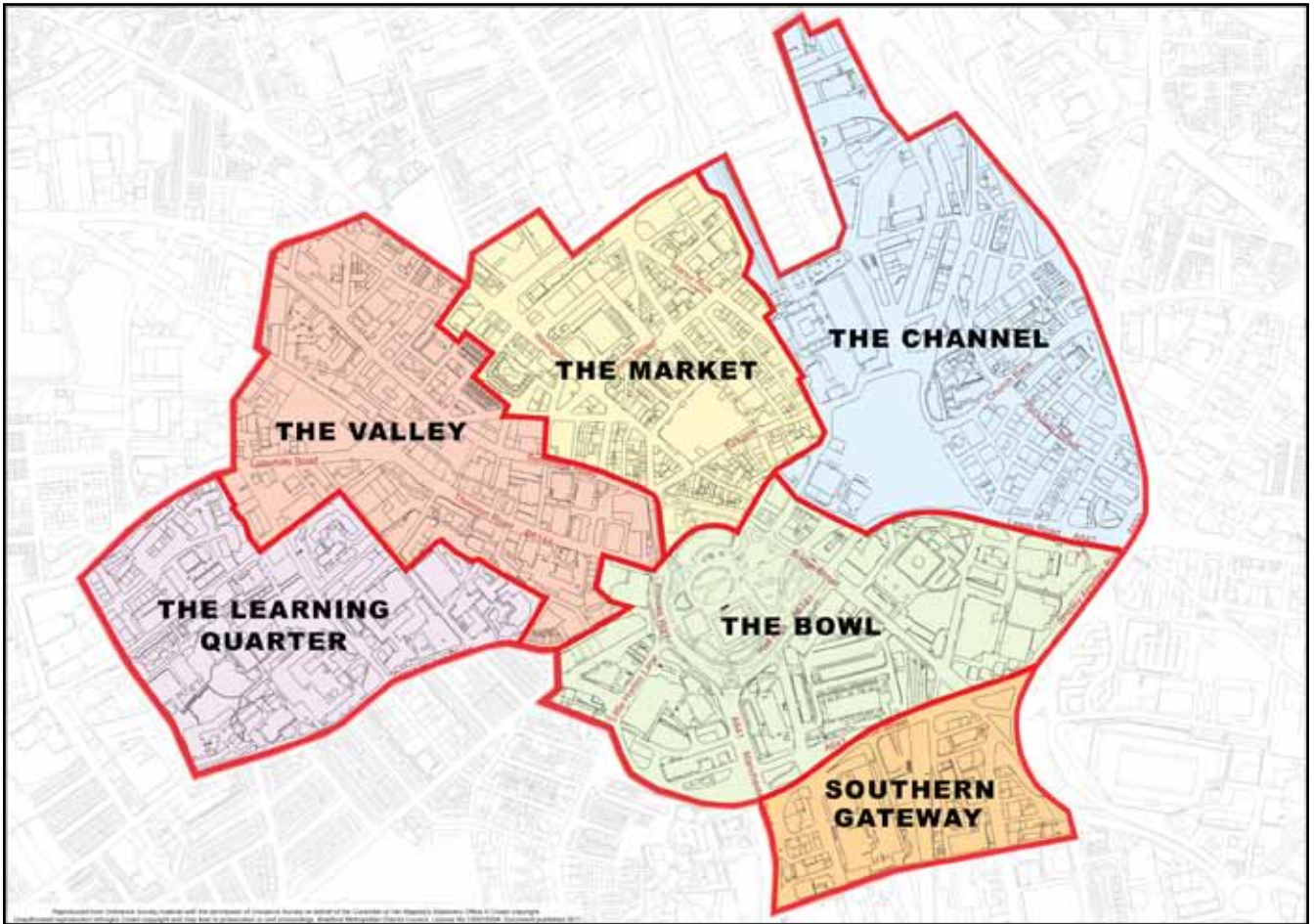
DRAFT ACTION PLAN OBJECTIVES

The draft a vision shall be achieved by realising a number of draft action plan objectives.

These are as follows:

- 1.** A unique, high quality shopping and leisure experience reflecting the city's cultural mix.
- 2.** An attractive, inclusive and safe environment
- 3.** Intensification of the urban core through imaginative reuse of the architectural heritage alongside new development of high quality sustainable design.
- 4.** A range of good quality housing and facilities to cater for a successful city centre community.
- 5.** A thriving economy with new office developments, and a growth in innovative and creative industries as part SMART Cities initiative.
- 6.** An enhanced higher education campus, with the University and College forming an integral part of the city centre.
- 7.** Easy access to and around the centre for all sections of the community, and a reduction in problems caused by through traffic problems.
- 8.** A rich and diverse variety of plants, birds, animals and insects as part of new linear parks, open spaces and waterways to enhance the quality of life and experience of visitors and residents alike.

NEIGHBOURHOODS



The City Centre is made up of six 'neighbourhoods'. The neighbourhoods are derived from their unique character and development patterns.

The Bowl

Business Core of the City Centre, focus of Grade A office space and leisure uses.

The Channel

The area will be the focus of new comparison retail in The Broadway Centre, and residential led mixed use development.

The Market

The focus for small the independent retailing and leisure offer, with the introduction of residential into the area.

The Valley

The area will be the focus of city living, with supporting small scale leisure and retail.

The Learning Quarter

The area will be the focus for expanded education and student living offer.

Southern Gateway

Transforming the area from former industrial to a focus for residential development and supporting uses.

KEY THEMES

The Area Action Plan will address issues facing the city centre by splitting them into seven key themes.

These key themes are as follows:

1. **City Living and Supporting Community Provision**
2. **Shopping and Leisure**
3. **Business**
4. **Higher and Further Education**
5. **Movement**
6. **Built Form**
7. **Public Realm**

Each of the Key Themes will identify specific issues relating to that aspect of the city centre, and set out a number of options the Council considers appropriate to overcome them. The Council is seeking views as part of this public consultation process on the issues and options presented under the key themes. For more information on how to get involved, see Introduction section of this report.

City Living and Supporting Community Provision

The trend for city living is developing in Bradford, with developer interest ranging from the conversions within Little Germany to new build schemes throughout the city centre.



The supply of, and demand for community facilities are intrinsically linked to the rise of the trend for city living in Bradford. Community facilities refers to those services and facilities which are integral to making a “community” rather than just a cluster of housing, such as primary schools, health services and local newsagents/convenience shops.

Key Issues

The key issues currently facing the city centre:

- **The amount of new residential accommodation to be in the City Centre**
- **The location of new housing in the City Centre**
- **The type(s) of housing to be encouraged in the City Centre**
- **Affordability of Housing in the City Centre**
- **Access to Primary Education**
- **Access to healthcare facilities in / from the City Centre**
- **The need for small-scale convenience shopping in the City Centre.**

Shopping and Leisure

Taking account of the size of the City of Bradford, it is considered to be underserved in regards to its city centre retail offer. It also lacks a cohesive retail core with the shopping area spread out between Broadway, the Kirkgate Centre and the Forster Square Retail Park.

The city centre also has a wide range of leisure uses including the National Media Museum, the Alhambra Theatre, galleries, the Leisure Exchange, and the bars/clubs in the West End. However, there is a lack of restaurant provision in the centre although the Centenary Square building is helping to address this. The lack of a venue offering modern concert hall facilities, and the quality and quantity of hotel accommodation are also areas of concern.

Key Issues

The key issues facing the City Centre are:

- **Extent of the Primary Shopping Area**
- **Better connections between Shopping areas**
- **Safeguarding the function of shopping streets**
- **Promoting the night time economy, whilst safeguarding the amenity of city centre residents**
- **Exploiting the city’s cultural assets.**

Business

Historically, Bradford has been a great 'making and trading' city, but over the past two decades it has experienced significant restructuring in the local economy with growing employment in the professional services industries. The city centre is an important employment location, accounting for 22% of the District's total employment and 14% of businesses. It has the major concentration of higher/ further education, civic function, business services and retail and leisure activity, but on the periphery, there are also significant areas of general industry.

Key Issue

The need to deliver forecast jobs growth within the City Centre

The main economic focus of the Area Action Plan is to create the condition in which businesses can thrive, thus generating jobs growth within the centre. Bradford City Centre will be the focus for major office, retail and leisure development within the District, with the centre acting as the economic driver.

Policy EC3 (Employment Land Requirements) of the Local Plan: Core Strategy stipulates the sub-area City of Bradford will deliver 105 ha of employment land over the next 15 years. The City Centre will be responsible for the delivery of a significant proportion of this requirement, with the primary delivery mechanism being the City Centre Area Action Plan.

Higher and Further Education

The University of Bradford and Bradford College form the Higher and Further Education precinct to the west of the City Centre, and cover approximately 18ha of land.

The Further/Higher Education provision plays an important role in the local economy, providing a skilled workforce, aiding the development of new industries, attracting new investment, and contributing to the



overall regeneration of the District. The University of Bradford employs nearly 3,300 staff and has over 10,500 students. Bradford College has over 20,000 students enrolled on over 1,000 different courses. It is therefore important that the Local Plan supports the future development of the Campus Zone.

Creating links between businesses and the University and College is also recognised, as it is noted in other northern cities creative industries and the knowledge economy have transformed the cities' economies. Bradford is considered well suited for this type of economic activity due to the close proximity of the University and College Campuses to a number of under used buildings in Goitside.

Key Issue

Safeguarding the Campus Zone from non-educational related development

It is the University and College's aim to consolidate their facilities on the existing campus site. Restricting development of uses which are not related to the activities of the institutions may help achieve this.

Movement

The Issues and Options in this chapter all relate to movement in Bradford City Centre. They focus on pedestrians and cyclists and the routes they use, public transport services and infrastructure, roads and the vehicles that use them, parking provision, land use, regeneration, and access. The issues covered were highlighted in the adopted Replacement Unitary Development Plan (rUDP), the Bradford Centre Regeneration Masterplan and the four Neighbourhood Development Frameworks for the City Centre.

The National Planning Policy Framework promotes the importance of transport in sustainable development, by supporting a pattern of development which, where reasonable to do so, facilitates the use of sustainable modes of transport. Clear and legible routes and priority given to pedestrians and cycles are key aspects of sustainable transport, but communities must also be accessible to all.

Key Issues

- Quality and availability of pedestrian routes
- Provision of public transport services and infrastructure (including taxis)
- Increases to levels of traffic causing congestion and pollution in the heart of the city

Built Form

Bradford city centre possesses a wealth of built heritage from its Victorian heyday, much of which remains intact today.

However, for much of the twentieth century the city has not found it so easy to create great buildings and places. In the 1960's some of the built heritage was swept away to be replaced by development which on the whole has not worn well. The result is a city centre which, whilst attractive in parts, on the whole has become fragmented and disjointed.

Key Issues

The Nature of the Built Form

The option taken forward to tackle this issue:

The Area Action Plan shall give detailed design guidance for each proposed allocation, as stipulated within the Proposal Maps and Statement Document.

For speculative unallocated development sites, proposals will be assessed against the design principles within the City Centre Design Guide, the Policies put forward in the Local Plan: Core Strategy and the design guidance stated within the National Planning Policy Framework.

Built Form and Use of Natural Resources

In line with existing and emerging Central Government Policy, opportunities are presented for significant new developments in Bradford City Centre to be energy efficient and incorporate small scale renewable energy production technologies. Renewable energy developments should be capable of being accommodated in locations where the technology is viable and environmental, economic and social impacts can be addressed satisfactorily.



Public Realm

The “public realm” is the city centre’s streets and public open spaces. In contrast, the “private realm” is the space within buildings, including shopping centres, and private open spaces.

The public realm has a multitude of public uses. Some of the public realm is designed in the form of squares, parks and gardens, but much of it is also public Highway. Although many activities and features within the Highway do not require planning permission, the Highway forms part of the urban fabric and the “urban form”. Consequently, its appearance and the way in which its constituent components are arranged have a major impact on how the city centre looks and how it functions as a whole. How the public realm is developed and managed therefore has a fundamental bearing on the economic vitality and viability of the city centre.

Key Issues

- **Green Infrastructure and Open Space within the City Centre**
- **Biodiversity in the City Centre**
- **The Appearance of Streets**

Delivery

The Council has prioritised investment in the public realm and transport infrastructure as a priority to aid regeneration of the city centre. Examples of this include the delivery of a new City Park, Heritage Streets and associated transport highways work.

The Council recognises the contributions from developers as the key to funding similar projects in the future. As part of new development proposals the Council can seek ‘Developer Contributions’ whereby developers aid in the funding of improvements in the locality. Developer contributions will be collected through the Community Infrastructure Levy and S106 Agreements.

Key Issues

- **The Use of Developer Contributions (CIL / S106 and S278)**
- **The use of ‘alternative’ forms of public financing for infrastructure provision**
- **‘Alternative’ Delivery Mechanisms – Use of a Local Development Order (LDO)**

VIEWS AND COMMENTS

Bradford Council now fully welcomes your views, comments and your ideas regarding the Vision, Key Themes, Issues and Options put forward in the Bradford City Centre Area Action Plan - Further Issues and Options.

Comments should be returned to the Council by using:

Email: ldf.consultation@bradford.gov.uk

Where it is not possible to comment using electronic means, representations can be sent via mail to:

Bradford District Local Plan
City of Bradford MDC
Development Plans Team
2nd Floor (South)
Jacobs Well
Manchester Road
Bradford
BD1 5RW

Hand Delivered to the following planning office:

Jacobs Well
Ground Floor reception
Bradford
BD1 5RW

(Mon-Thurs 9am to 5pm and Fri 9am to 4.30pm)

If you have any queries regarding the Area Action Plan or the consultation process please contact the Development Plans Team on:

Tel: 01274 434296

Email: ldf.consultation@bradford.gov.uk

NOTES

The wording in this publication
can be made available in other
formats such as large print.
Please call 01274 434296.