



THIS IS WAKEFIELD:

RE-IMAGINING THE
CITY CENTRE



HAVE YOUR SAY ON THE VISION
AND EMERGING THEMES FOR THE
DRAFT MASTERPLAN

July 2021

wakefieldcouncil

HAVE YOUR SAY



During the first stage of consultation we have achieved:

- over **3,000 website visits**,
- just under **30,000 social media impressions**,
- over **800 completed online surveys**

A consultation website was launched:
www.wakefieldmasterplan.com

Your top 4 ideas, on creating a more vibrant city centre:

1. Increase **Family Friendly** amenities
2. Expand **Green and Open Space** provision
3. Strengthen **Retail, Commercial and Leisure** offer
4. Improve **Walking, Cycling and Parking** facilities

We very much look forward to receiving your feedback !

Further details on the vision and how to comment:
www.wakefieldmasterplan.com

For further information contact:
✉ info@wakefieldmasterplan.com
📍 FREEPOST UK NETWORKS
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🐦 Wakeymasterplan
📷 Wakefieldmasterplan

Where are we now with the project ?



Spring 2020 Spring 2020 Summer 2021 September 2021 Autumn 2021 Late Autumn 2021

2000 – 2020: MAJOR PROJECTS ALREADY DELIVERED IN WAKEFIELD CITY CENTRE

Wakefield city centre has seen a lot of change over the past 20 years. The map highlights the main areas of change, mainly concentrated to the north of Westgate and the Cathedral Precinct. Wakefield city centre masterplan explores which are the next areas to evolve in the city over the next 20 years - and **we would love to hear your thoughts on this!**



Merchant Gate Burgage Square



Wakefield Westgate Railway Station



Centre for Creativity



Wakefield One



Coronation Gardens, Civic Quarter



Trinity Walk



The Bull Ring



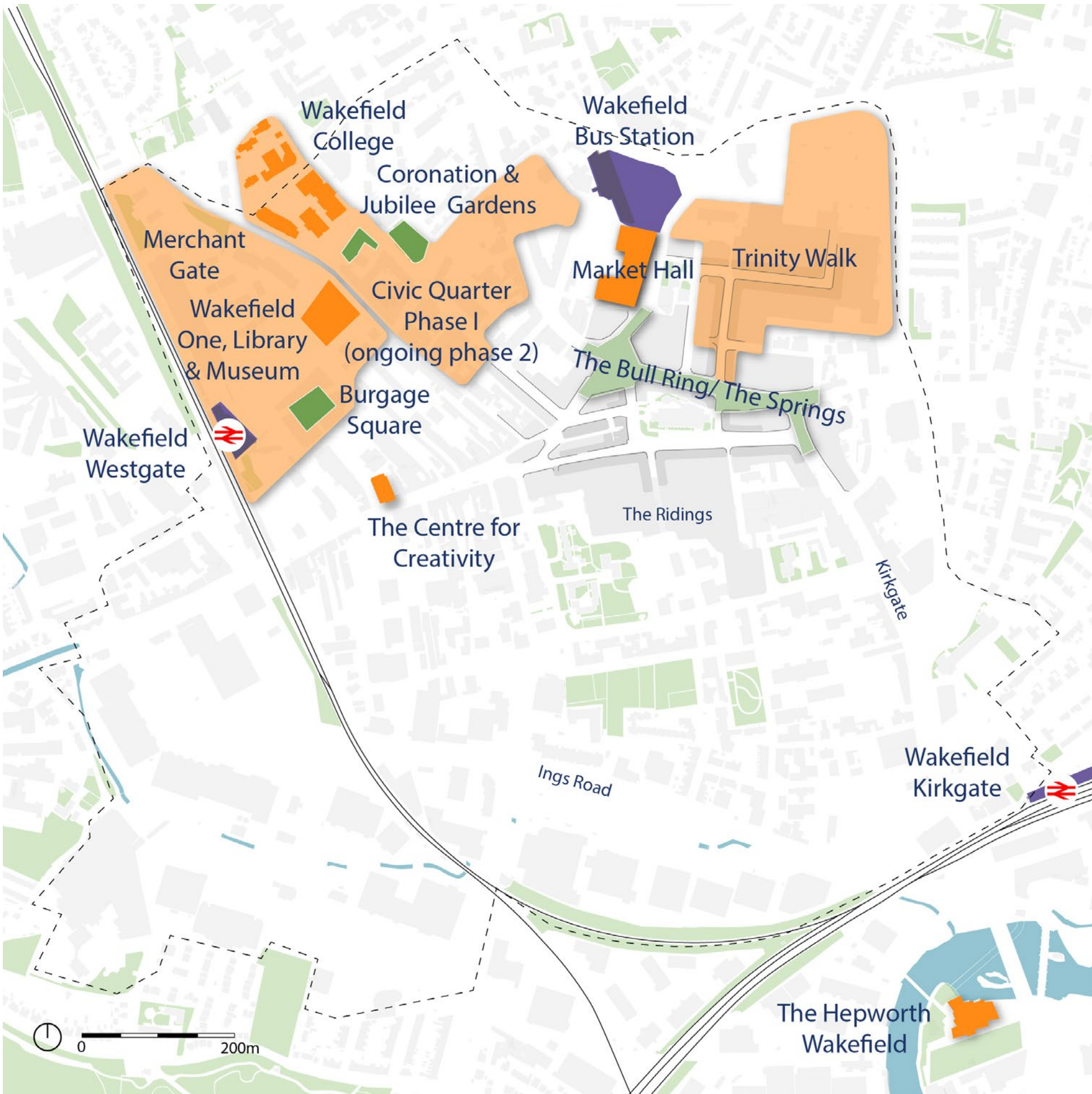
Wakefield Market Hall



Wakefield Kirkgate Railway Station



The Hepworth Wakefield



OPPORTUNITIES AND CHALLENGES FROM THE CONSULTATION

There are evident changes in lifestyle trends, shopping habits and socialising, which started as a result of online shopping and new technologies - all accelerated due to the current health crisis. To positively respond to these changes, the evolution of **Wakefield's city centre is key.**

The masterplan emphasises the need to **consolidate, adapt and revive** the retail offer, with a focus on experiential shopping and more independent retailers, which will provide a strengthened offer and attractiveness to the city centre.

The traditional city centre should be reimagined, with much more **emphasis on inspiration, stimulation, and entertainment** as part of a much wider experiential urban centre, one in which eating, socialising, playing, shopping and working are mixing.



Cathedral Precinct with Bread Street artistic impression of a vibrant square

Responding to public consultation and engagement to date
you want Wakefield city centre to be a place for:-

- **A Diverse Offer** - growing leisure, education, commercial and residential offer next to a re-invented retail offer. Wakefield should boost its vibrancy, attract more families, younger and older people, and visitors and increase the footfall in the city centre;
- **Celebrating Wakefield's long-standing heritage** - and also the new emerging creative and cultural sector, creating a place people like to experience, live and visit, with a well-rounded offer;
- **Enhancing Green & Open Space** - greening streets and places, creating new pocket parks, nature playgrounds, vertical gardens, eco-corridors to promote biodiversity (e.g. the bee line), sustainable urban drainage etc.;
- **Putting People & Health First** - reducing traffic and encouraging active travel, walking and cycling, to develop a more people friendly city centre;
- **Resilience & Green Recovery** - promoting a sustainable and inclusive transformation of the built environment, with future development centred around existing transport and social infrastructure.



Pedestrian and cycling friendly streets - artistic impression of Kirkgate

A VISION FOR WAKEFIELD CITY CENTRE

The vision for Wakefield city centre is to provide a balanced mixed offer and a people-focused environment where work, live, create and enjoy, experience and access are interlinked to enable a distinctive and vibrant environment.

WORK HERE

Transform the Heart of Wakefield's business premises offer, reversing the trend for out-of-town locations; and using culture and creativity to **attract the young, highly skilled, dynamic workforce of the future**. The regeneration of the city centre will assist in attracting new professional services in parallel with city centre living, creating a hub for the growing community which will support the local economy.



CREATE HERE

Recognising Wakefield as a **thriving creative hub**, using its assets to bring people together, **forge a new identity** for the centre and make the creative sector thrive beyond its core. Place that supports new and existing creative businesses, nurturing new artistic talent, with a focus on establishing a capable and sustainable workforce.



ACCESS HERE

Get people moving into and around the city centre, easily navigating around low-traffic routes and transformed public realm. Existing spaces will be enhanced and new developments connected through a network of parks, gardens and high-quality streets.

LIVE HERE

Overtake a deficit in modern residential space, increase the city living offer, directly appealing to those who want Wakefield's immediate access to fast rail, convenient roads with vibrant environments and new diverse experiential offers on their doorstep.



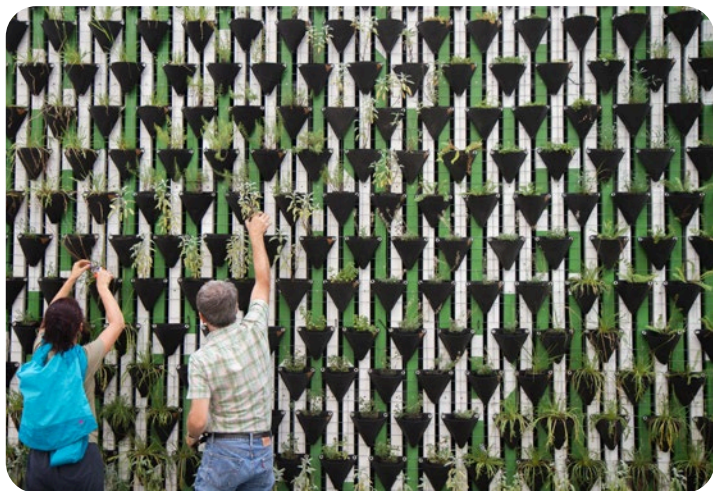
EXPERIENCE HERE

Leisure offer to be included into future development, creating opportunities for facilities such as youth clubs, a bowling alley or a skating park. Evolve the city centre into a place for diverse offer that draws people in and gives reason to gather, linger and return within **vibrant new public spaces**.



INTRODUCING THE WAKEFIELD CITY CENTRE MASTERPLAN BLUEPRINTS

The masterplan will champion Wakefield as a flexible and adaptable city, building upon its strengths to enable a sustainable evolution of the place. The following blueprints underpin some of the key projects and interventions, guiding the emerging proposals and future development.



A GREEN & BLUE

Responding to consultation feedback, combined with current approaches for tackling climate change, the masterplan sets the base for a holistic green and blue transformation plan. The blueprint helps to **establish the green and blue corridors** through implementing street planting, rain gardens, green roofs and walls, eco-corridors, revealing water bodies, enabling access to the river-front, as well as **new gardens and pockets of green spaces**, implemented along future development opportunities.

B MOVEMENT

The Movement blueprint promotes a street hierarchy which prioritises walking, cycling and public transport. A **low-traffic city centre** would remove through-access for general traffic, which would enable significant improvements to urban environments throughout. As well as reducing traffic on the main streets, Westgate, Kirkgate and Northgate, this low-traffic environment would further provide an opportunity to improve public realm on other key streets in the city including Wood Street, George Street and Cross Street.

C HERITAGE & CULTURE

A set of projects and recommendations underpin the heritage and culture blueprint seeking to **celebrate and unify Wakefield's heritage and cultural offer** and animate the built environment through creative and imaginative approaches. Historic sites and buildings should be re-purposed and brought to life, historic streets and yards should be restored and the public realm enhanced to provide a **unique environment and identity**.

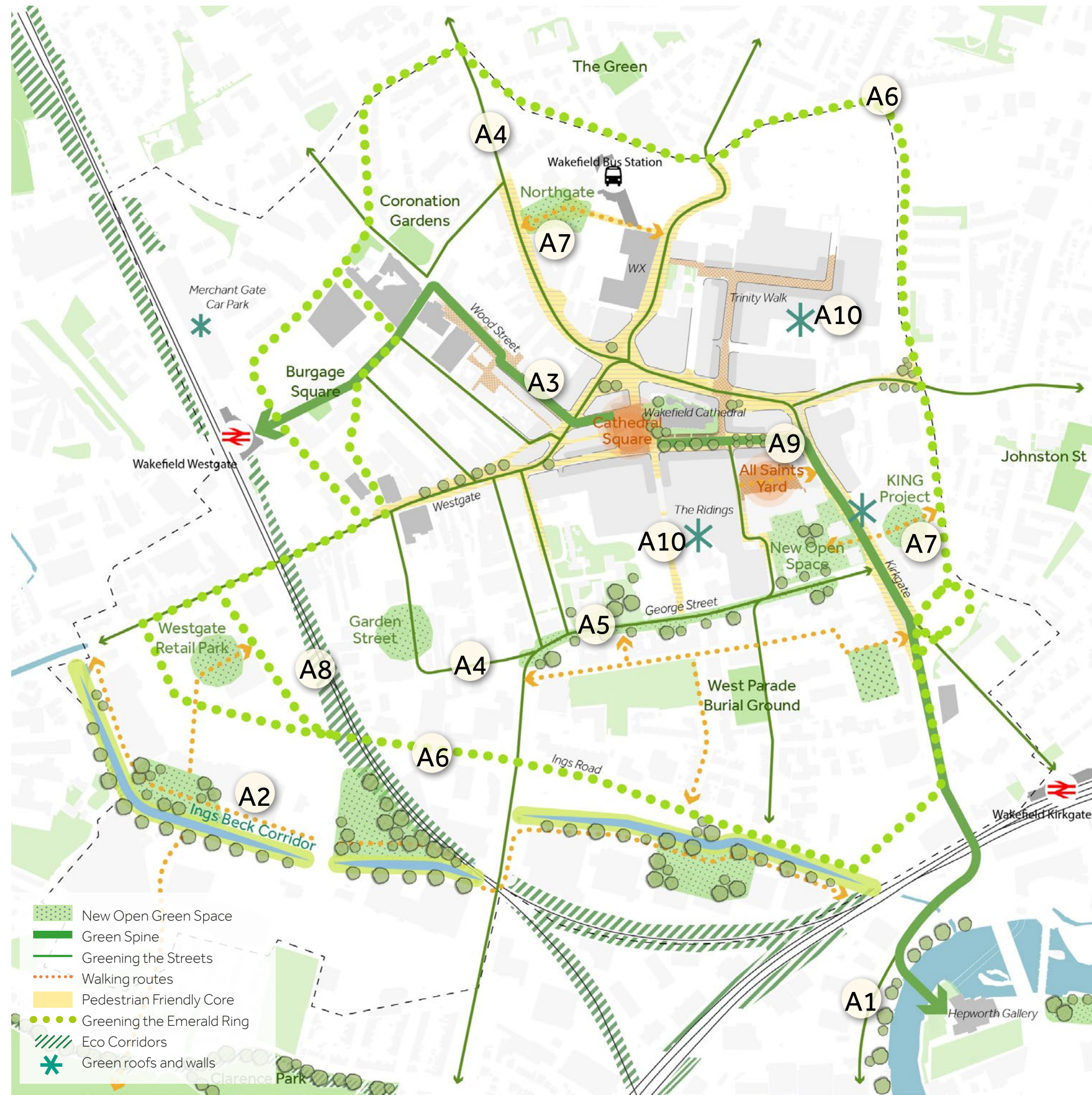
D ADAPTABLE

The blueprint promotes an **adaptable urban environment** enabling the inclusion of a diversity of uses in identified clusters across the city centre. City centre vibrancy and increase of footfall will be achieved by focusing on the experiential shopping and independent retail, re-purposing vacant units, growing the family and leisure offer, food and beverage offer, diverse workspace provision, education and city centre living.

A HOLISTIC APPROACH TO GREEN RECOVERY AND CLIMATE RESILIENCE

Key Projects & Interventions

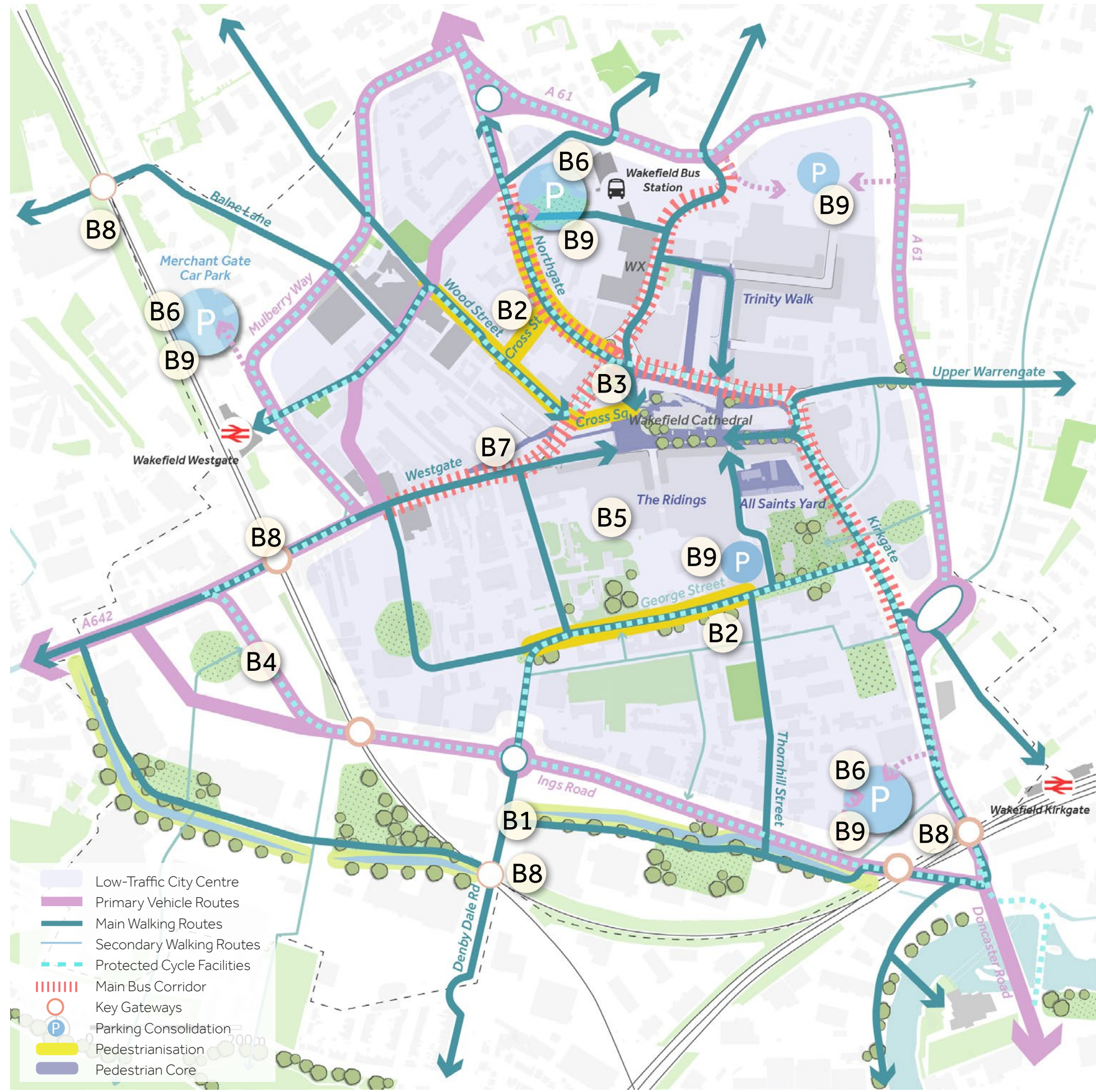
- A1. Green Waterfront** - Opening the waterfront to its surroundings, implementing new walking and cycling connections to and along the river Calder.
- A2. Ings Beck Corridor** - Unveiling the water body, creating a new green and blue corridor with a series of new spaces linking east to west.
- A3. Green Spine** - Strengthening the connection between Westgate, Cathedral Precinct and the Hepworth Gallery. Interventions include segregated bike lanes, enhanced public realm, sidewalks, and crossings, legible wayfinding with public art display and formalised tree planting.
- A4. Greening the Streets** - Enhance key links to achieve urban cooling and surface water management through increased tree planting, landscape and rain gardens.
- A5. George Street Rain Gardens** - Potential for creation of a rain garden network (a Sustainable Urban Drainage system, areas of planting/landscape designed to capture rain fall and water run off) focused along George Street, reinforced by a new cycling link and new links connecting existing and future green spaces within George Street neighbourhood.
- A6. Emerald Ring** - Closing the green loop around the city with extensive tree planting and provision of new cycleways.
- A7. New Open Green Spaces (Northgate and Kirkgate)** - Areas to include new public open space as part of new developments to improve the city's offer of green spaces. Additional sites to be explored and provided as part of future development sites.
- A8. Eco-Corridors** - Enhancing biodiversity regeneration by safeguarding green spaces around the rail lines.
- A9. All Saints Yard** - Redevelopment of the yards with the provision of a new open landscaped space for the city centre, providing shading and cover for sitting and al fresco dining.
- A10. Green Roofs and Walls** - Explore the opportunity for vertical greening of large blank façades as well as re-use of rooftop surface for allotment gardens or energy generation, such as the Ridings, Trinity Walk and KING Project to increase greening and biodiversity.



A LOW-TRAFFIC CITY CENTRE FOR A PEOPLE FIRST ENVIRONMENT

Key Projects & Interventions

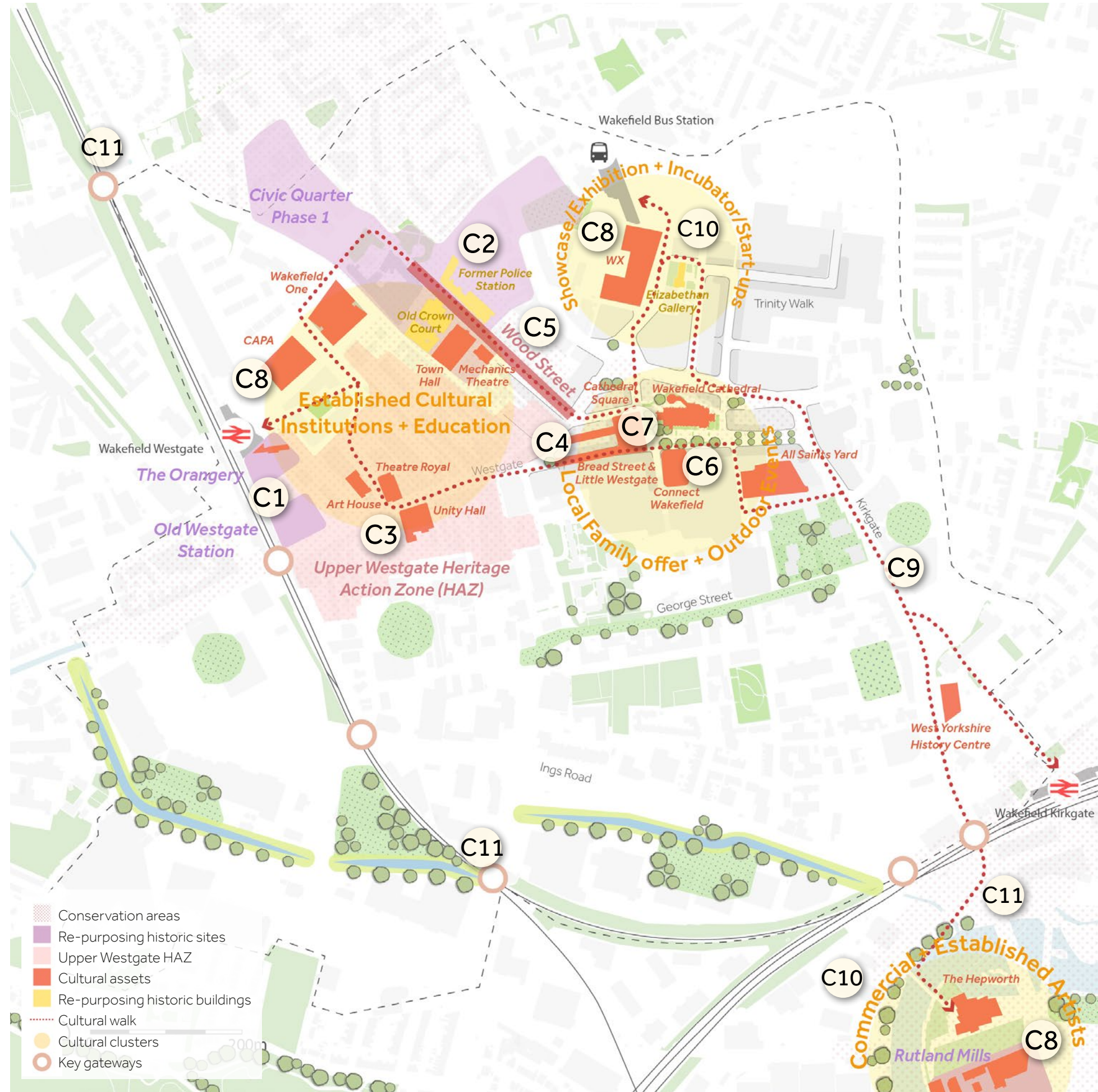
- B1. Radial Routes - Main Walking Routes** - Improve the walking environment with a high quality public realm, continuous footways, new crossing points, street signage and urban greening of a series of key walking routes to the centre to enable a 'walkable Wakefield' and an inclusive environment that recognising the needs of people of all ages and abilities.
- B2. Pedestrianisation of Streets** - Consider removing all vehicle access, while allowing for dedicated servicing hours and pedestrian and cycle only access on streets such as Wood Street, George Street, Northgate (south of Rishworth Street) and Cross Street.
- B3. Pedestrian Friendly Core, Cross Square** - Expand on the existing pedestrian core including Cross Square in addition to exploring options for reducing through traffic on adjoining streets and improving public realm.
- B4. Cycle Lanes** - A cycling network which will provide a combination of high-quality segregated and protected cycle facilities on the city's main roads.
- B5. Low-Traffic City Centre** - Maintaining private vehicle access to local residents and businesses only within the city centre with through-traffic access to be removed. The city centre environment to be further enhanced by a 20mph zone.
- B6. Parking** - Develop a new city centre parking strategy (complementary to the low traffic city centre) with a consolidated parking strategy and optimised car parking at key locations at city centre gateways.
- B7. Enhanced Bus Service Provider** - Existing bus network would be maintained through the city centre with enhanced access controls to reduce the impact of vehicular traffic on bus service reliability.
- B8. Gateway Improvements** - Upgrading the quality of crossings and public realm at the key gateways into the city centre, allowing easier accessibility for active modes (walking and cycling) of travel through gateways.
- B9. Electrical Vehicle Charging Points** - At key locations to align with parking sites around the city centre.



CELEBRATE AND UNIFY WAKEFIELD'S HERITAGE AND CULTURAL OFFER

Key Projects & Interventions

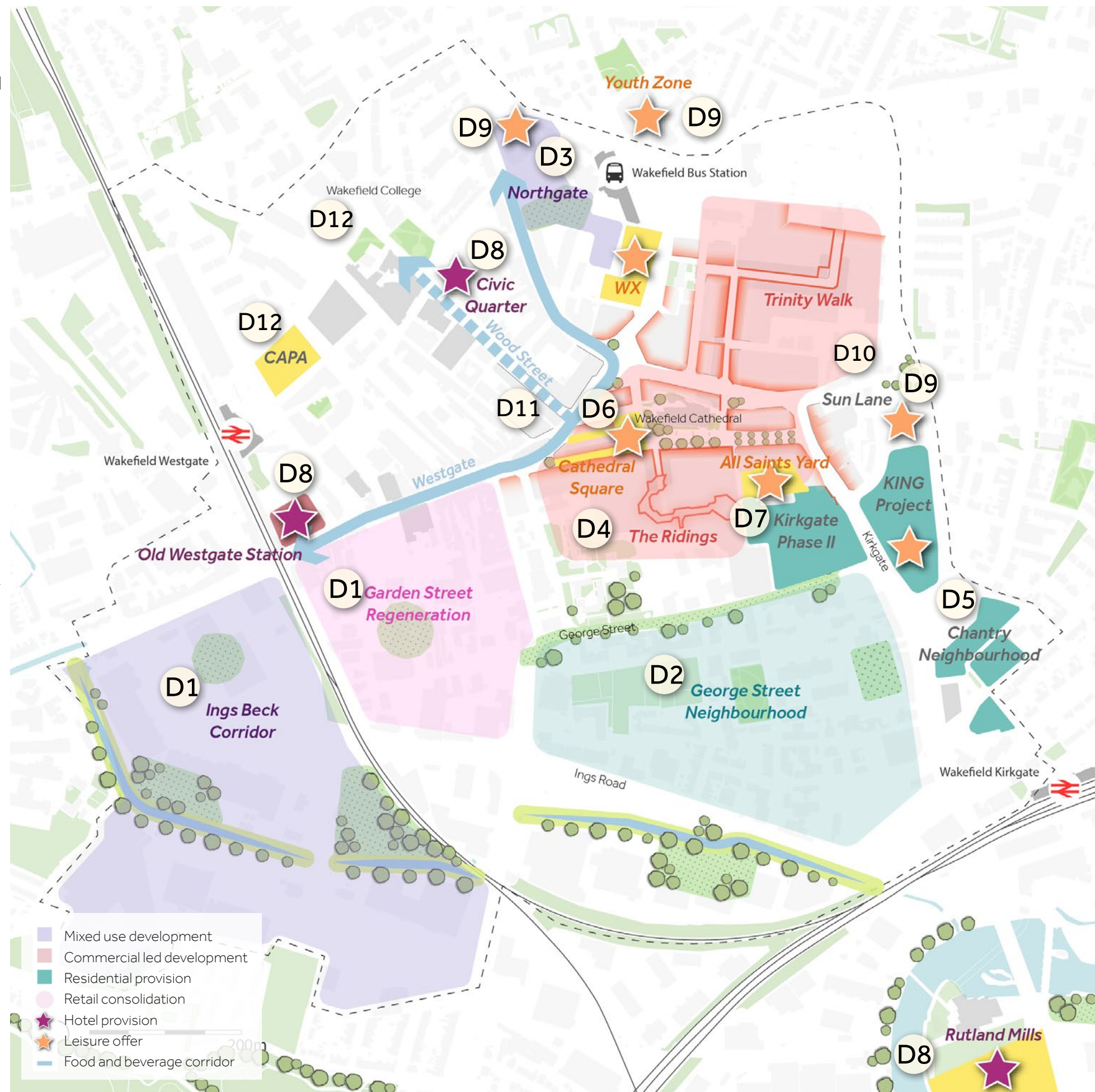
- C1. Re-purposing Historic Sites** - Old Westgate Station, Rutland Mills, The Orangery, Civic Quarter
- C2. Re-purposing Historic Buildings** - Old Crown Court, Elizabethan Gallery, Old Police Station, Registrar Office on Northgate
- C3. Upper Westgate Heritage Action Zone (HAZ)** - Restoration and repairs to historic buildings and refurbishment to historic yards with traditional surface materials, lighting and canopies around the Theatre Royal and Unity Hall.
- C4. Bread Street** - Removal of units blocking the vista to Wakefield Cathedral and reinstating a historic link with activation of shop fronts and new canopies.
- C5. Wood Street** - Public realm improvements and pedestrianisation to create a stronger user experience allowing for optimisation of indoor / outdoor uses with a focus on food and beverage offer.
- C6. Connect Wakefield** - Development of a new cultural hub including an inspirational mixed-use cultural space.
- C7. Cathedral Square** - Strengthening the civic core with a new flexible multi-use space, opening up of Bread Street, improved public realm and trees carefully planted around to highlight the rich historical setting of Cathedral Precinct.
- C8. Expanding the cultural offer** - With new assets including CAPA, WX and Rutland Mills.
- C9. Cultural Walk** - A series of interventions including public art, urban greening and signage along the route from The Hepworth Wakefield up and around the Cathedral.
- C10. Cultural Clusters** - Identifying clusters of uses, creating a network and improving the links to existing and future cultural offer.
- C11. Gateways** - Art interventions within portals as gateways to the city centre.



A FLEXIBLE BLUEPRINT FOR AN ADAPTABLE CITY CENTRE

Key Projects & Interventions

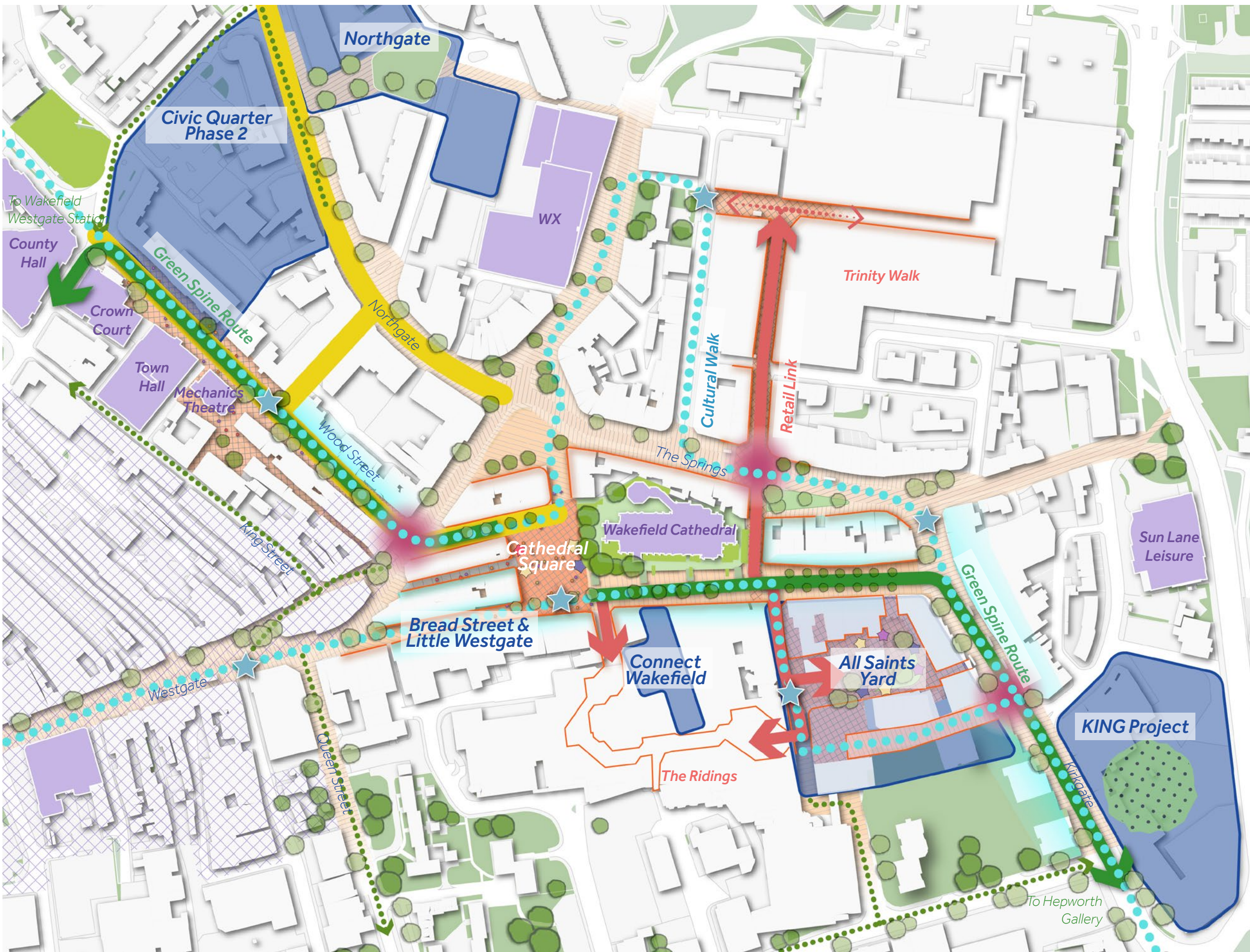
- D1. Ings Beck Corridor & Garden Street Regeneration** - Phased redevelopment of the retail park into a mixed use scheme. Revitalised commercial led area around Garden Street with re-purposing of existing warehouses into more appropriate city centre commercial offer and public realm improvements.
- D2. George Street Neighbourhood** - Improve key sites along George Street and Kirkgate and provide additional residential offer and create a green leafy neighbourhood gateway.
- D3. Northgate** - Redevelopment of the area into a mixed use gateway with the re-provision of existing car park spaces, while providing a new green space and a link through the site.
- D4. The Ridings** - Review the role of the Ridings as part of the consolidation of the retail core
- D5. KING Project and Chantry Neighbourhood** - New housing on the Chantry House site and KING Project with a provision of green space and some active frontage.
- D6. Cathedral Square** - New flexible multi use space for events, street performance, markets, entertainment, etc.
- D7. All Saints Yard and Kirkgate Phase 2** - Regeneration of the yards with additional 112-unit residential units and refurbishment of existing social housing development.
- D8. Commercial Offer and Hotels** - new provision to be delivered as part of future schemes - including Rutland Mills, Old Westgate Station and the Civic Quarter - and refurbishment of existing buildings.
- D9. Leisure** - Improve family and youth leisure offer in the city centre integrating it into new mixed use developments, with potential for a Youth Zone, a bowling alley and a skate park, in Kirkgate Phase 2, All Saints Yard, CAPA, WX, Cathedral Square and Lightwaves.
- D10. Retail core** - Consolidate, maintain and repurpose vacant units in the city core with a focus on experiential shopping and more independent retailers, to provide a strengthened offer and attractiveness to the city centre.
- D11. Food and Beverage** - Promote the extension and clustering of the food and beverage offer in particular along Wood Street and Westgate and extend opening times.
- D12. Education** - Expanding the educational offer within the city centre, working alongside the existing opportunities at Wakefield College, Backstage Academy and CAPA.



A VIBRANT CATHEDRAL QUARTER

Improvements to include new open and green spaces, street planting, refurbished shop-fronts, re-purposed historic buildings and vacant units, increased leisure offer, experiential retail and culture, as well as increased city living offer.

- Primary Link between Shopping Centres
- Green Spine
- Cultural Walk
- Public Art Interventions
- Key Crossings
- Key Buildings & Cultural Assets
- Potential & Committed Projects
- Potential Shop Frontage Refurbishment
- Upper Westgate Heritage Action Zone (HAZ)
- Proposed Pedestrianisation
- Pedestrian Friendly Core



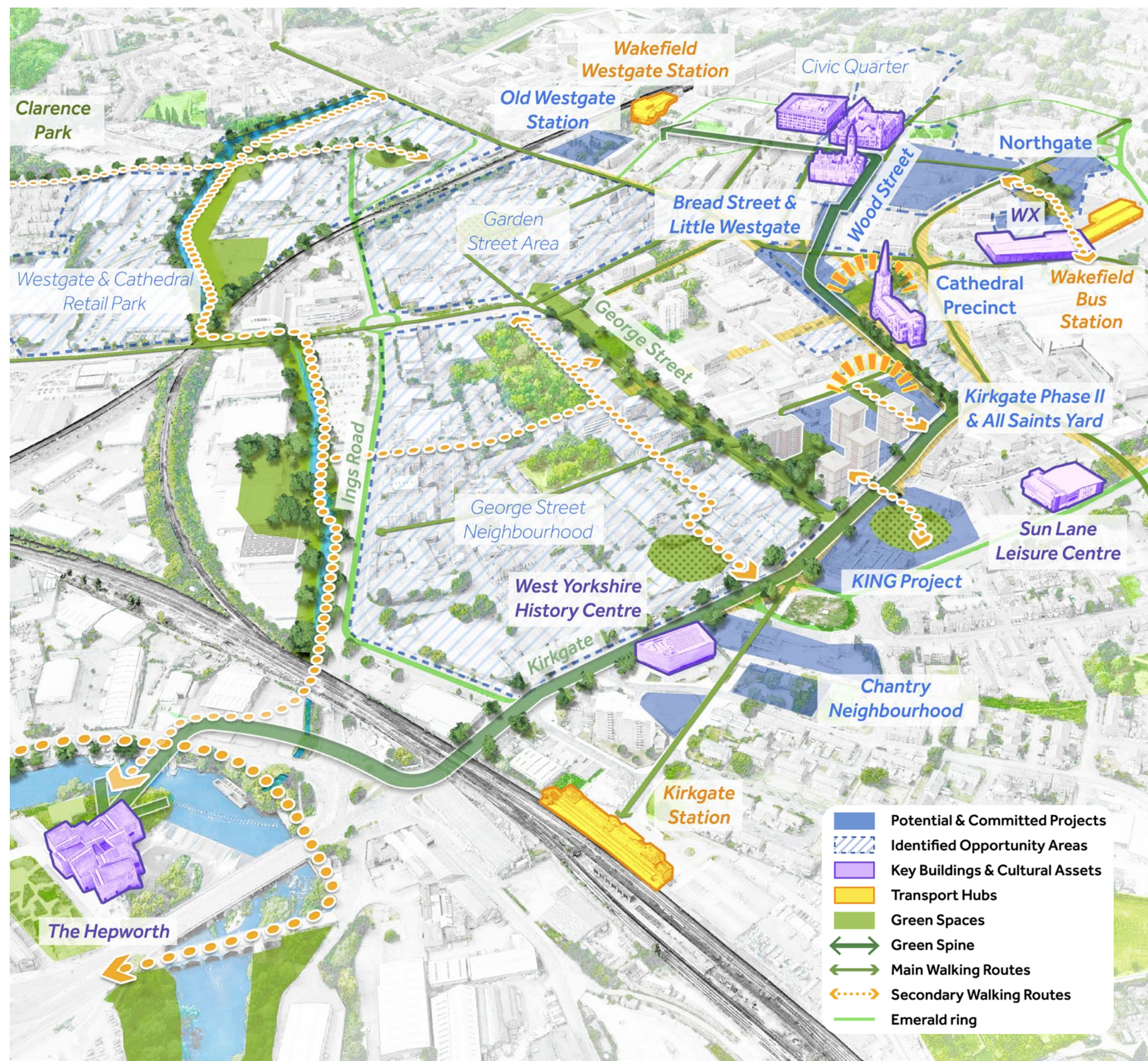
COMMITTED PROJECTS AND IDENTIFIED OPPORTUNITY AREAS

The following diagram highlights the committed projects and identified opportunity areas for transforming the city centre - all connected through a network of green spaces with opportunity for **up to 1,500 new trees**.

Committed projects include:

- **Old Westgate Station**
Mixed use commercial and hotel scheme.
- **Crown Court**
Conversion of building into a new use, open to public.
- **Wood Street**
Pedestrianisation and public realm improvements.
- **Bread Street and Little Westgate**
Opening up of Bread Street to reveal the lost view towards the cathedral, public realm and shop front improvements.
- **Cathedral Square**
Strengthening the civic core with an extended flexible multi-use space to highlight the rich historical setting of Cathedral Precinct.
- **Kirkgate Phase II & All Saints Yard**
Refurbishment of the Ridings with the removal of retail units underneath residential towers and provision of a new green area and additional residential offer. Includes the regeneration of the All Saints Yard as a creative cluster, with a new landscaped space for the city centre, providing shading and cover for sitting and al fresco dining.
- **KING Project**
Acquisition and selective demolition of key buildings to deliver a new housing led development and complementary public realm.
- **Chantry Neighbourhood**
Delivery of housing on the cleared Chantry House site.
- **WX**
The re-purposing of the Market Hall building to develop a new creativity and innovation hub.

The identified opportunity areas are described in the following page of this document.



IDENTIFIED OPPORTUNITY AREAS



Northgate and Borough Road

Consolidate the car parking in a multi-storey car parking building for up to 500 spaces on the Borough Road site, with a cycle hub, an active ground floor use, and new leisure offer. Create a new pedestrian link between the bus station and the college, providing new green and play space for city centre residents, visitors and wider communities in the heart of the development. Opportunity for additional residential development with the potential for a commercial building as a gateway to the north of the site.



New leisure offer - such as a bowling alley or a skate park



Reinforcing new green and pedestrian links



A car parking structure as a landmark which changes depending on the time of day



Provision of secure bicycle parking storage and supporting facilities

George Street Neighbourhood

George Street to become a pleasant and attractive street for pedestrians and cyclists through a phased development. Series of key sites building up to an accessible and green new residential neighbourhood along the street. Opportunity to provide a continuous frontage along Kirkgate to establish a better link between the city centre and The Hepworth Wakefield. Potential gateway site south of the city centre along Ings Road to optimise car parking provision, enabling the release of some of the surface car park sites for re-development.



Restore heritage assets and develop sympathetic proposals within these areas



Aligning with the Wakefield branding



Quality design and street tree planting



Implement new cycle lanes and sustainable urban drainage



Encouraging biodiversity and green links throughout the city

Westgate & Cathedral Retail Park, Garden Street Area

Garden Street area opportunity for re-purposing of existing warehouses into more appropriate city centre uses. Unveiling Ings Beck for the creation of a new park and a new mixed-use neighbourhood including the retention of some of the existing uses on site, new retirement communities and residential units for families, student accommodation, together with ground floor leisure and commercial offer and a new school. Reuse of railway arches with spaces for workspace and cafés. Phased development and careful placemaking, delivering a place at each stage.



Activating railway arches and making the most out of these features



Promoting a 15 minute city with amenities on people's doorstep



Promoting active travel



New park along Ings Beck

**We very much look forward to
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Further details on the vision and how to comment:

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