



THIS IS WAKEFIELD:

RE-IMAGINING THE
CITY CENTRE



DRAFT
MASTERPLAN

October 2021

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wakefieldcouncil

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This document sets out the draft masterplan for Wakefield city centre. The purpose of this masterplan is to provide a **strategic framework** for the city centre, and guide physical development and economic growth.

The masterplan proposals will enable a series of high quality developments and complementary schemes that will contribute to the **inclusive, sustainable and cohesive vision** for Wakefield city centre.

The Wakefield City Centre Masterplan has been prepared on behalf of Wakefield City Council by lead consultants Farrells, alongside a team of specialist consultants:

FARRELLS

Farrells: Lead, Masterplanning & Architecture

PJA

PJA: Transport consultants

FUTURECITY

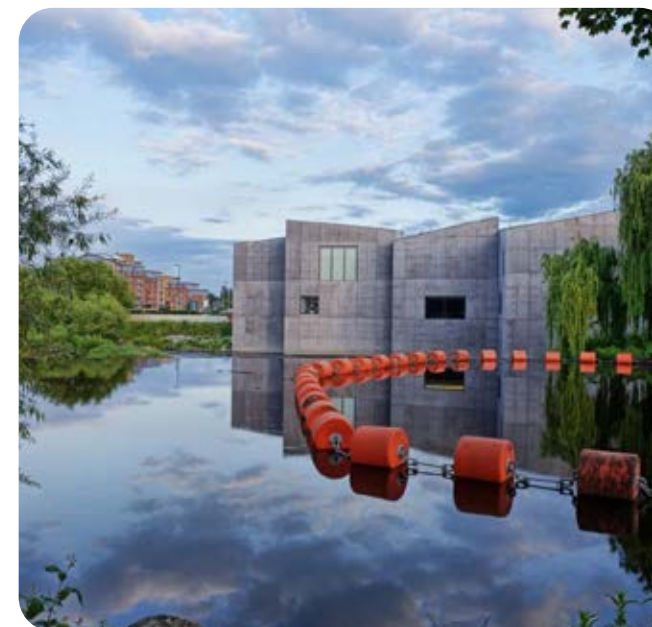
Future City: Placemaking consultants

**Aspinall
Verdi**

Aspinall Verdi: Property Regeneration consultants

**UK
NETWORKS**

UK Networks: Communication & Engagement consultants



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THE
HEPWORTH
WAKEFIELD

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The Hepworth, Wakefield

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Chapter 1

SETTING THE SCENE

Masterplan Aims and Objectives



Coronation Gardens, Wakefield

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1.1 Wakefield City Centre

Wakefield is a cathedral city located within West Yorkshire, with a distinctive local vernacular representing much of the surviving, medieval street pattern and historic urban grain. It is a city of rich heritage and culture, where the creative meets the industrial and the traditional sits alongside contemporary. Opening in 2011, the centre-piece attraction and multi-award winning, The Hepworth Wakefield art gallery is a testament to this, bolstering the vibrancy and attractiveness of the city centre and its unique identity.

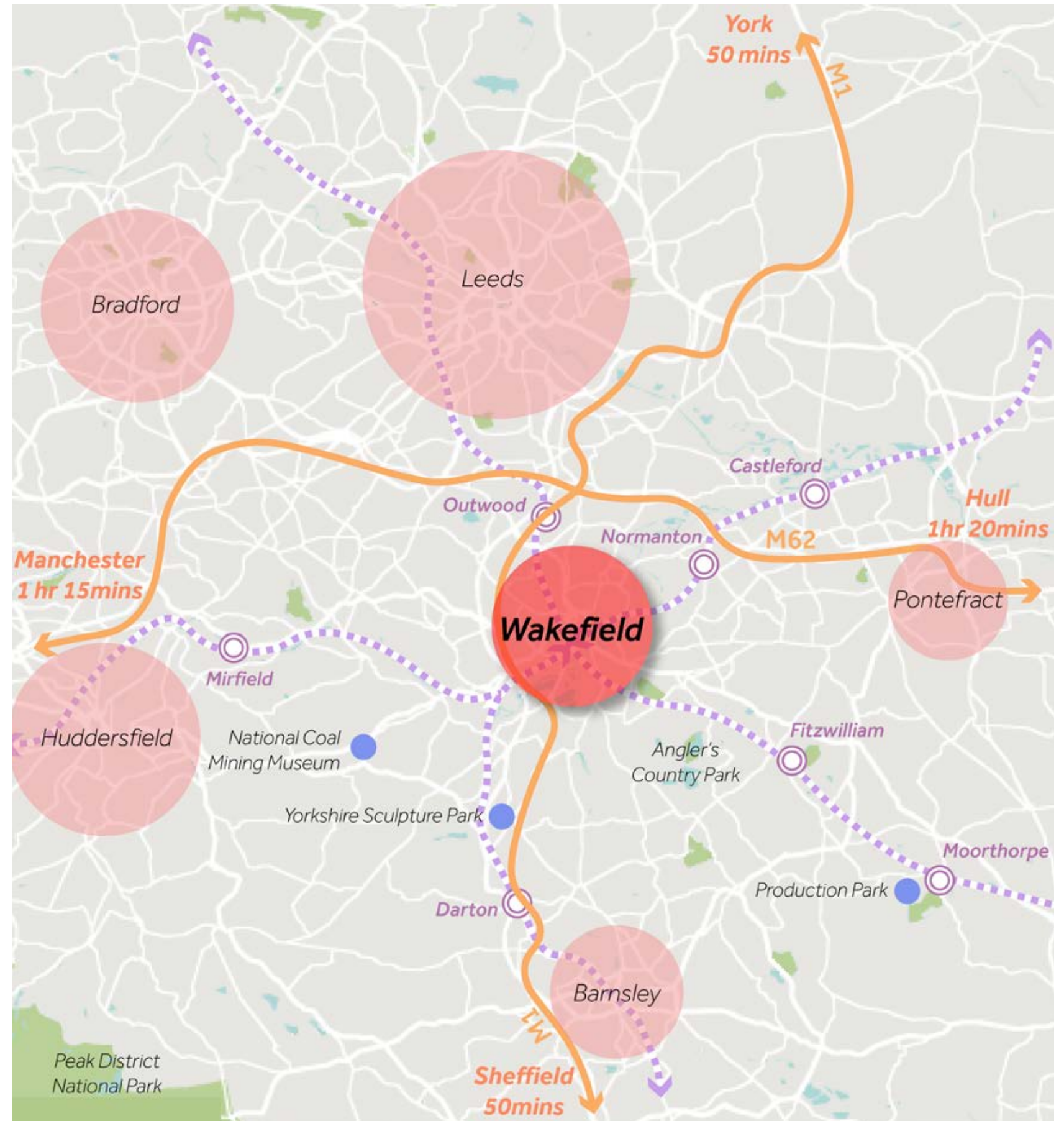
During the 18th century Wakefield became an important market town and started trading in corn, coal and textiles (in particular wool). It also became a successful inland port thanks to the positioning of the navigable River Calder. In 1888 its parish church gained cathedral status and it became the county town of the West Riding of Yorkshire.

Wakefield is well-positioned at the heart of the East-West M62 corridor and the West Yorkshire district. The city is one of the most accessible places in the UK, supported by well-connected rail assets with two central stations offering regular direct mainline services to London and Leeds, as well as a central bus station and short links to the national motorway network, close to where the A1, M1 and M62 converge.

Wakefield has never been dependent on one form of activity which has been key to the city's evolution and diverse and wide range of services it now has. However, there is a continuing need for the city to evolve as a high quality, well designed, successful place and destination for people to live, work, visit and enjoy.

The city has faced post-industrial decline challenges and now faces changes in lifestyle trends, shopping habits and socialising, which started as a result of online shopping and new technologies and have all accelerated due to the current health crisis. To positively respond to these changes, the evolution of Wakefield's city centre is key.

This masterplan document provides a vision well-strategised to help address the challenges the city faces today and to regenerate Wakefield's city centre.



1.2 The Purpose of the Masterplan

Primarily the purpose of this masterplan is to help address **issues of decline in the retail and business sectors** within the city centre. It will create a positive reputation for the city as a desirable place to **live, work and play**. The masterplan reflects developments already carried out or ongoing, current and emerging planning policies and design standards and the economic market context.

- The masterplan is a **vision document** that supports the Local Plan which is to be adopted in 2022,
- The masterplan sits within the context of the **adopted and emerging statutory plans** and relevant strategies for Wakefield city centre,
- It will provide a **strategic framework** and be the **enabling document** for future change and development within the city centre,
- It will guide the physical development and economic growth of the study areas.

Aims and Objectives

- **Help address issues of decline in the retail and business** sectors within the city centre,
- **Create a positive reputation** for the city as a desirable place to **live, work and play**, ensuring the long term benefits and positive experience for visitors to the city centre, and ensuring accessibility for all.
- **Stimulate regeneration of the city centre** through vibrant mixed use development proposals.
- **Create better coherence and physical connectivity** across the city centre, with key developments and the retail core.
- **Enhance the historic character** and sense of local distinctiveness to enhance Wakefield's appeal.
- **Recognise the role of the cultural and creative sectors** in stimulating economic growth and support these assets.
- **Recognise the role of the different communities** of the city centre to ensure future development is consistent with their current and future needs.



1.3 How to Read this Document?

This document is divided into:

Setting the Scene: Masterplan Aims and Objectives

The Masterplan aims and objectives introduce a series of key ambitions, providing an insight into how the city’s regeneration and future development will contribute to an all-inclusive and sustainable masterplan vision.

Stakeholder Engagement & Public Consultation

The chapter summarises our **first and second stages of stakeholder engagement and public consultation**. Building upon the initial baseline analysis undertaken at the start of the project, the responses we received whilst engaging with you on our initial ideas for the masterplan strengthened the development of the masterplan proposals and the vision for the city centre.

Challenges and Opportunities

As a result of the conclusions drawn from the **baseline stage** (strategic strengths and weaknesses analysis) and the first and second stages of the **engagement process**, a comprehensive assessment of identified challenges and opportunities has been carried out by the consultant team to establish key areas for improvement within Wakefield.

Masterplan Vision

Building upon the challenges and opportunities and the **5 key themes: live here, work here, create here, access here and experience here**, the vision sets out future aspirations for the city centre and masterplan principles identified to guide the masterplan proposals.

Masterplan Blueprints

The masterplan has been split into four main blueprints - collection of projects and strategies for steering development in the city. They are **Green & Blue**, **Movement**, **Heritage & Culture**, and **Adaptable**. These blueprints are underpinned by Urban Design Guidance and Character Areas.

Development Opportunities

This chapter highlights existing schemes and committed projects within the city centre and identifies opportunity areas for future regeneration, including potential development sites.

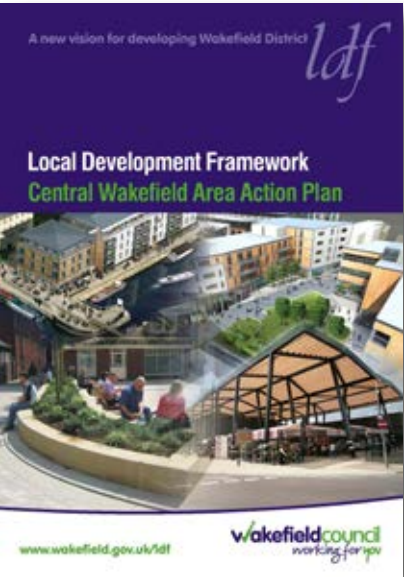
Urban Design Guidance

The urban design guidance is a set of recommendations to provide direction for the physical development the city centre. The chapter aims to ensure future projects are aligned and coherent with the vision for Wakefield.

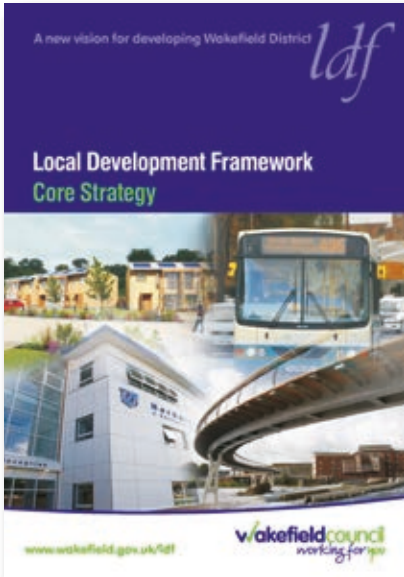


1.4 Relevant Policy Documents

The masterplan will sit as a **visionary document** and will be aligned with the existing relevant policy and statutory documents. Proposals aim to guide the vision for the future whilst complimenting existing policy and the emerging Local Plan.



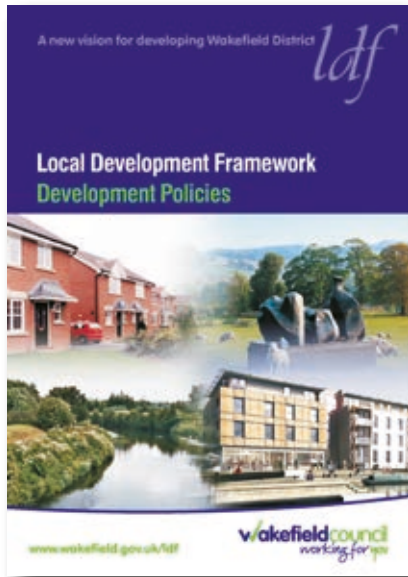
Local Development Framework Central Wakefield AAP



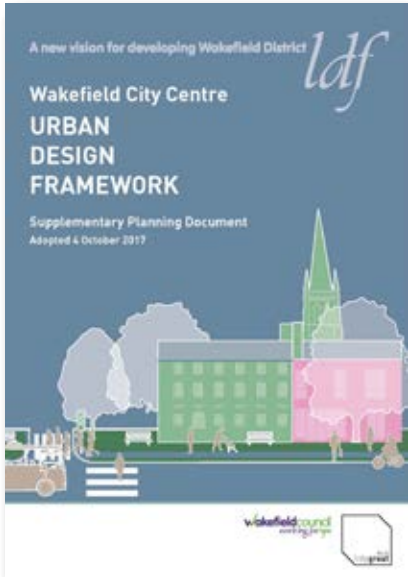
Local Development Framework Core Strategy



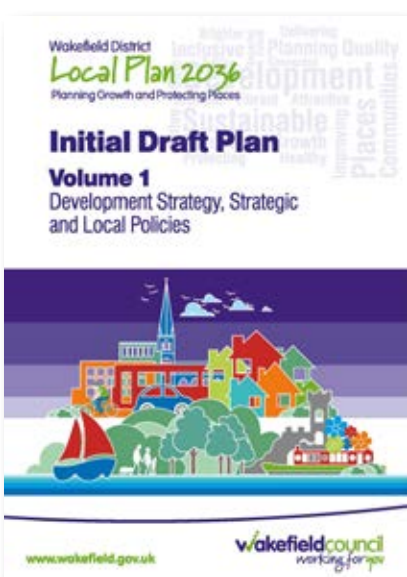
Local Development Framework Site Specific Policies



Local Development Framework Development Policies



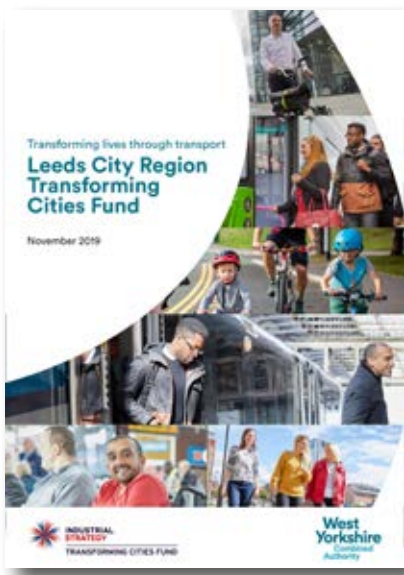
Wakefield City Centre Urban Design Framework



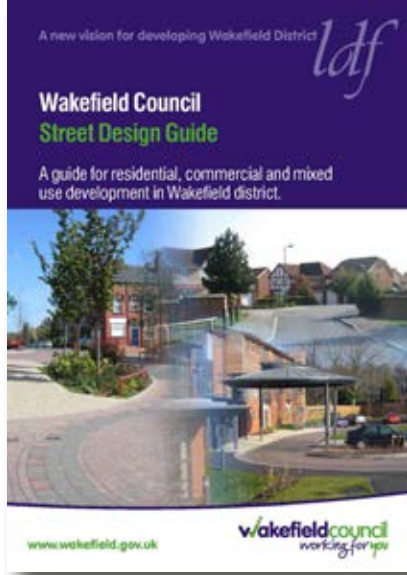
Wakefield Emerging Local Plan 2036 - Volume 1



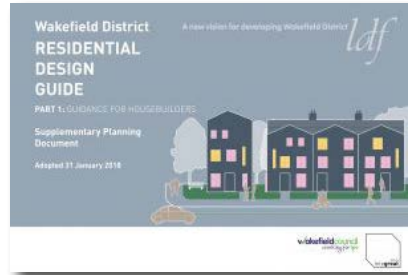
Wakefield Civic Society Vision for Wakefield



Leeds City Region Transforming Cities Fund



Local Development Framework Street Design Guidance



Wakefield District Residential Design Guidance 2018



Wakefield Climate Emergency Climate Change Action Plan

1.5 2000-2020: Wakefield Now - 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.



Merchant Gate Burgage Square



Wakefield Westgate Railway Station



Centre for Creativity



Wakefield One



Coronation Gardens, Civic Quarter



Trinity Walk



The Bull Ring



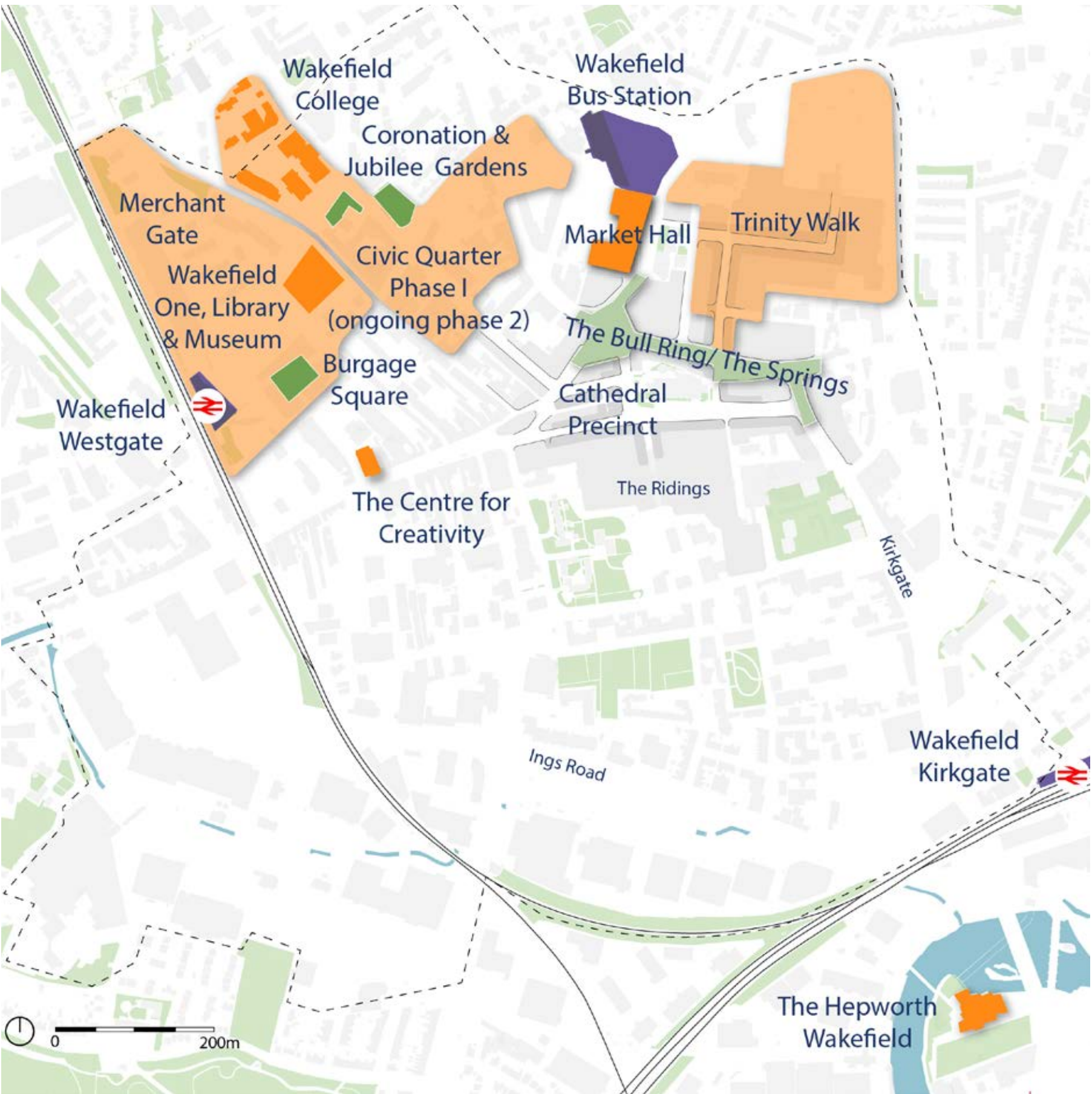
Wakefield Market Hall



Wakefield Kirkgate Railway Station



The Hepworth Wakefield



1.6 Fundamentals that Influence the Masterplan

The result of the Covid-19 health crisis has altered the way in which the masterplan has been guided through new priorities, changing habits and ultimately **accelerating trends and behaviours** that were emerging before the pandemic. Under the current circumstances and change, the following topics have been highlighted as fundamental considerations when designing the masterplan and underpin the thinking and rationale throughout.

Embracing Flexibility

The city centre masterplan is an enabling document, set out to guide transformation in the city centre over the next 20 years. It will encourage **future development and regeneration to have flexibility and adaptability**, responding to new trends or ever-changing behaviours.

Responding to Health Emergency and Accelerated Trends

The impacts of the Covid-19 health emergency have accelerated existing trends and behaviours that were already emerging in the built environment. The masterplan tackles and incorporates these shifts - from changes in **travel patterns** to **work space arrangements** and **retail requirements**, from an **emphasised importance of health and well-being** to a pressing need for **accessible and flexible spaces**.

Supporting Climate Resilience

The proposals in this masterplan and any potential future development must respond to Climate Change mitigation to support a future-proofed city centre. Proposals should be regularly reviewed to the latest standards, embracing the constantly **moving sustainability trends and targets**. The Council declared a climate change emergency in 2019 and has pledged to become a **carbon neutral organisation by 2030**.

Enabling Sustainable Development

The proposed strategies are designed to enable **sustainable and low-carbon environments** within Wakefield city centre. The masterplan proposals are designed to have a **positive impact on health, well-being, economy and environment** in the future.

Integrating Digital Infrastructure

Digital advances are **driving productivity, competitiveness and growth**. It presents opportunities to enable change, innovation and improved performance across businesses of all sizes and sectors. A strong and coherent digital infrastructure delivery strategy will be fundamental for a successful implementation of the strategies within this masterplan.



We live in unique and testing times - the masterplan vision is future proofed to respond positively to pressing and emerging challenges, both local to Wakefield and nationally.



*Little Westgate - pedestrianised zone around
Wakefield Cathedral*

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Chapter 2

STAKEHOLDER ENGAGEMENT & PUBLIC CONSULTATION



Rutland Mills, Wakefield waterfront

2.1 First Stage of Stakeholder Engagement & Public Consultation

The iterative process of developing the masterplan started with an in-depth desktop review and research by the project team, followed by 3 stages of public consultation and an ongoing engagement with relevant stakeholders. Multiple platforms for public engagement were provided which allowed for a high volume of feedback and observations. All comments provided were carefully considered, reviewed and implemented in the final document.

The consultation and engagement strategy comprises 3 stages.

Stage One - Consultation on the Baseline Report Spring 2020 to Summer 2020

The project team asked the public and stakeholders for feedback on main challenges and opportunities in the city centre and how they want to see it developed in the future. The feedback from this stage helped the project team develop a vision and the early masterplan blueprints for Wakefield city centre.

As a result of the pandemic and government restrictions, the first stage of the public consultation was predominantly digitally led. This consultation stage included a project website www.wakefieldmasterplan.com and online survey, video updates from the project team, press article and advert in the Wakefield Gazette, digital adverts via project social media handles and correspondence with local stakeholders including webinars, Wakefield District Housing e:bulletin, letters and posters were sent to residents and commercial properties in the core study area and digital advertising in the Ridings and Trinity Walk Shopping Centre was provided.

During the first stage of consultation we achieved:

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

The top 4 ideas received during stage on creating a more vibrant city centre were:

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

More detailed feedback from stage one can be reviewed on the First Stage Engagement Report available on the project's website.

Over 80% considered public open and **green space** to be average to very poor.

Public open space, leisure and retail offer were rated average to very poor.

Rail and bus connections, **public transport and parking** provision were rated excellent to average.

Top 4 ideas on creating a more vibrant city centre:

1. **Family Friendly** amenities
2. **Green and Open Space** provision
3. **Retail, Commercial and Leisure**
4. **Walking, Cycling and Parking**

70% considered Wakefield's **cultural offer** to be excellent to average.

2.2 Second Stage of Stakeholder Engagement & Public Consultation

Stage Two - Consultation on the Vision and Draft Masterplan Blueprints

Summer 2021

The project team asked the public and stakeholders for feedback on the draft vision and early masterplan blueprints. This stage helped the team develop the final draft masterplan document. The public consultation for stage two repeated many of the activities as for stage one, such as social media publicising, print media advertisement, press release, posters across the city centre and letters to stakeholders. In addition, lifted Covid-19 restrictions have allowed for a series of physical consultation events held within the city centre.

During the stage two consultation we have achieved:

- **1,183 website visits**
- **181 visitors** to the physical consultation events
- **101 survey responses**
- **1,086 social media post engagements,**
- **19,029 social media posts reached**

The feedback from the stage two was mainly from local residents which expressed the importance of strengthening retail, commercial and leisure offer as well as the provision of green and open space. The survey also evidenced the importance and prioritisation of Heritage and Culture projects (40%), over Green and Blue (27%), Adaptable (17%) and Movement (12%).

There was a relatively even split of interest for the 3 identified opportunity areas we have consulted on: Northgate and Borough Road (22%), George Street Neighbourhood (25%), Westgate and Cathedral Retail Park and Garden Street Area (35%).

In addition, there were several comments on the Movement Blueprint, in relation to providing more information on the cycling and pedestrianisation projects, as well as the greening projects, which have been reviewed, amended and further explained in this document. Concerns about safety were also expressed. The mastepplan provides guidance on good practice in response to this challenge across the document and in the final chapter: Urban Design Guidance.

More detailed feedback from stage two can be reviewed on the Second Stage Engagement Report available on the project's website.



Posters, social media, letters to stakeholders and press release were used to advertise the consultation



Exhibition banners were displayed in multiple locations across the city centre



Consultation launch event held in Wakefield Cathedral, Summer 2021

2.3 Third Stage of Stakeholder Engagement & Public Consultation

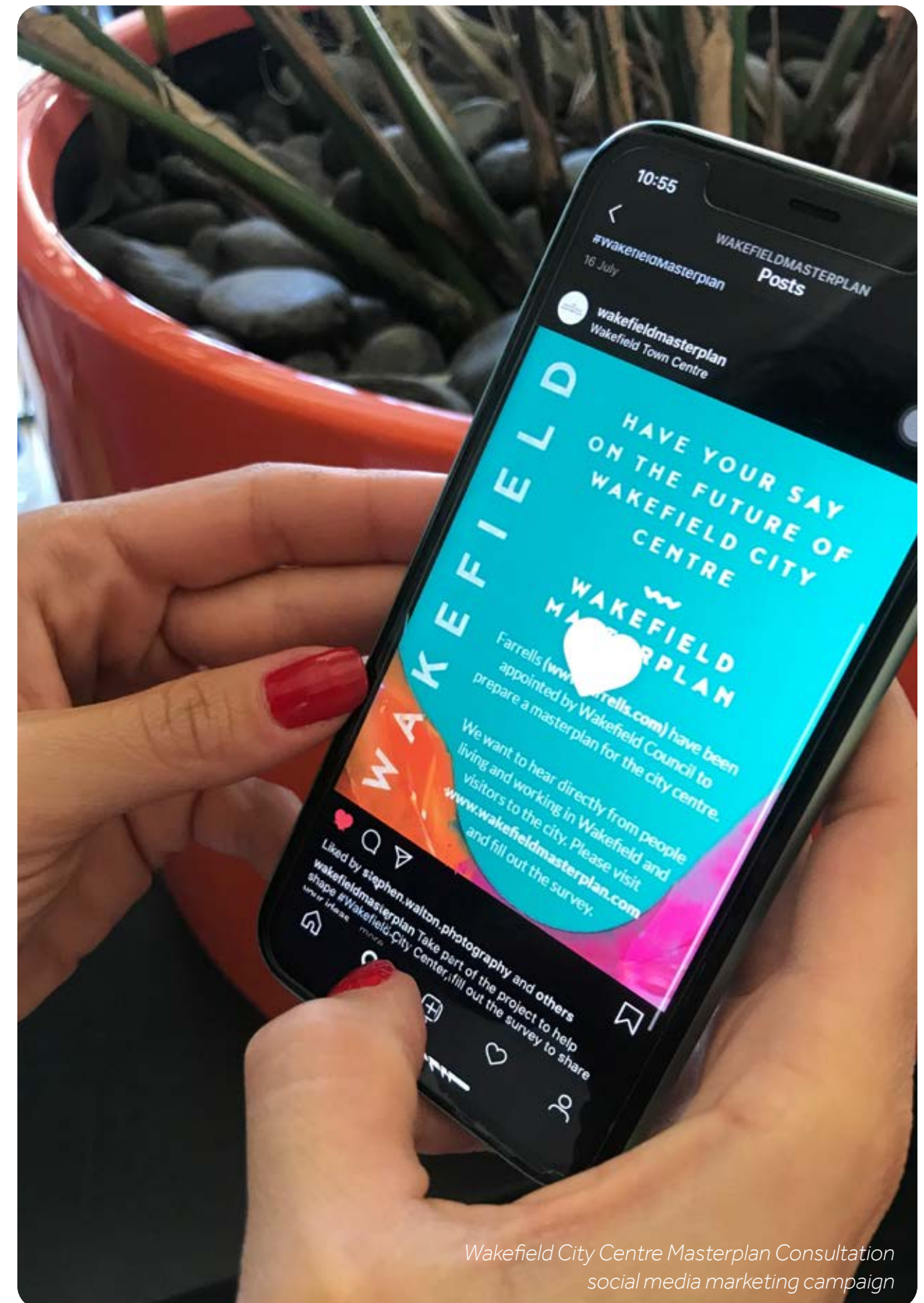
Stage Three - Consultation on the Final Draft Masterplan Document

Autumn 2021

This document, the Draft Masterplan, has been produced for the third and final stage of the consultation for the Wakefield City Centre Masterplan. The feedback from the previous stages of engagement and consultation has been reviewed and changes have been implemented in the document.

The approach to this stage three consultation follows the stage two approach, with a series of events and an updated website. The website includes a comments board, to enable general feedback on the final draft masterplan.

In the following, last stage of the project, comments and feedback from this third stage will be carefully reviewed and implemented before the document is finalised and signed off by Wakefield Council.



Wakefield City Centre Masterplan Consultation
social media marketing campaign

Chapter 3

CHALLENGES & OPPORTUNITIES



3.1 Overview of the Baseline Analysis Process

The masterplan has been developed as a response to a baseline research and analysis which was carried out prior to the evolution of this document following the baseline research, analysis and initial consultation stage.

The purpose of the baseline stage was to understand what are the key **opportunities and challenges**, leading to a comprehensive assessment for **defining current and coherent principles** for the masterplan.

The investigation included a desktop spatial analysis as well as a round of consultation with key stakeholders and local residents. Research and methods adopted included:

- Stakeholder & Community Engagement
- Urban Design Analysis
- Culture and Placemaking Survey
- Transport Issues Review
- Retail & Commercial, Planning & Economic Development, and Residential market assessment
- SWOT Analysis (Strengths, Weaknesses, Opportunities & Threats)
- Challenges and Opportunities

The Stakeholder & Community Engagement Reports describing key findings of the community consultation events are summarised in previous Chapter 2 of this document and can be downloaded in full on the project's website (www.wakefieldmasterplan.com) or provided via email upon request.

Based on the above information collected, the consultant team identified a series of challenges and opportunities for the city centre which are explained throughout the following pages.



Traffic on Kirkgate, illegible crossing points



Active and all-inclusive cultural sector



Lack of green spaces in the city centre



A well-connected city, Westgate station



Vacant units and dilapidated retail frontages



New public realm celebrating heritage, Coronation Gardens

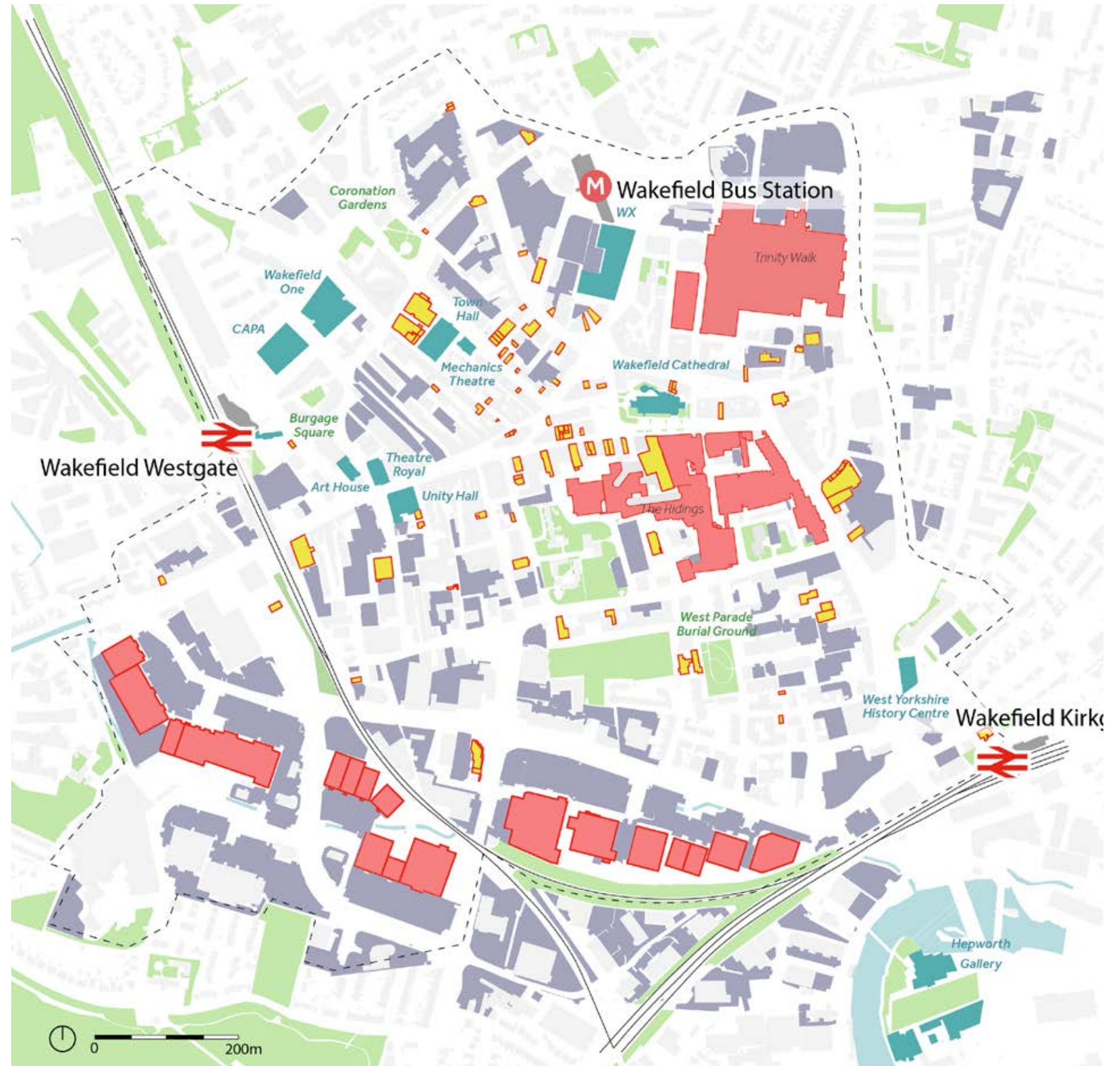
3.2 Identified Challenges - Land Use, Green Infrastructure and Public Open Space

Key challenges include:

- High number of **vacant retail properties** around the city, (as per data collected in March to May 2020).
- **Outdated retail uses**, with limited number of independent retailers.
- **Retail parks compete with the retail offer** in the city centre, impacting on the footfall and pedestrian traffic.
- **Scattered retail and commercial area**, with core retail area too big for the current demand.
- Surface car parks **dominate the city centre fringe**
- **Limited public green space**, most green space is not easily accessible by the public.
- **Limited residential offer** in the city centre, resulting in a mono-cultural retail land use and low footfall outside of commercial hours.
- **Lack of leisure facilities for young people**, loss of music venues and good food and beverage offer over the years.
- **Lack of family orientated leisure activities**, limited spaces for inter-generational uses.
- Majority of Wakefield's **cultural organisations are not located within the city centre**, but on the periphery (The Hepworth, Rutland Mills) or further afield (YSP and Production Park).

--- City Centre, Outer Area of Interest

- Vacant properties
- Retail parks & shopping malls
- Public green space
- Private /Semi - Private / Public surface parking
- Cultural assets



3.2 Identified Challenges - Transport and Movement

- The **primary vehicular routes running through the city centre** - Westgate, Northgate, The Springs and Kirkgate - adds noise and air pollution to the neighbouring properties.
- This same primary route **disconnects the key pedestrian link** between The Ridings Shopping Centre and Trinity Walk Shopping Centre.
- The existing hierarchy of movement within and through the city centre **prioritises private vehicles over walking, cycling, and public transport**.
- Areas of **multi-storey and surface car parking** with no clear legibility and strategy consumes significant space in the city centre, and undermines connectivity.
- Poor provision of **cycling infrastructure and facilities** in the city centre.
- Measures are in place to **restrict private vehicle access along specific routes within the centre**, including Kirkgate and Westmorland Street, however these restrictions are not currently enforced which undermines their effectiveness.
- Wider connectivity beyond the city centre core is **limited, exacerbated by the main road network and railway lines**, creating a severance and significantly reducing walking and cycling permeability.
- **Limited street greening** and quality of public realm.

- City Centre, Outer Area of Interest
- Hard Severance Road
- Hard Severance Railway
- Primary bus dominated route dividing the city centre
- Public surface car parking
- Semi-private / Private surface parking
- Existing pedestrianised routes
- Viaduct

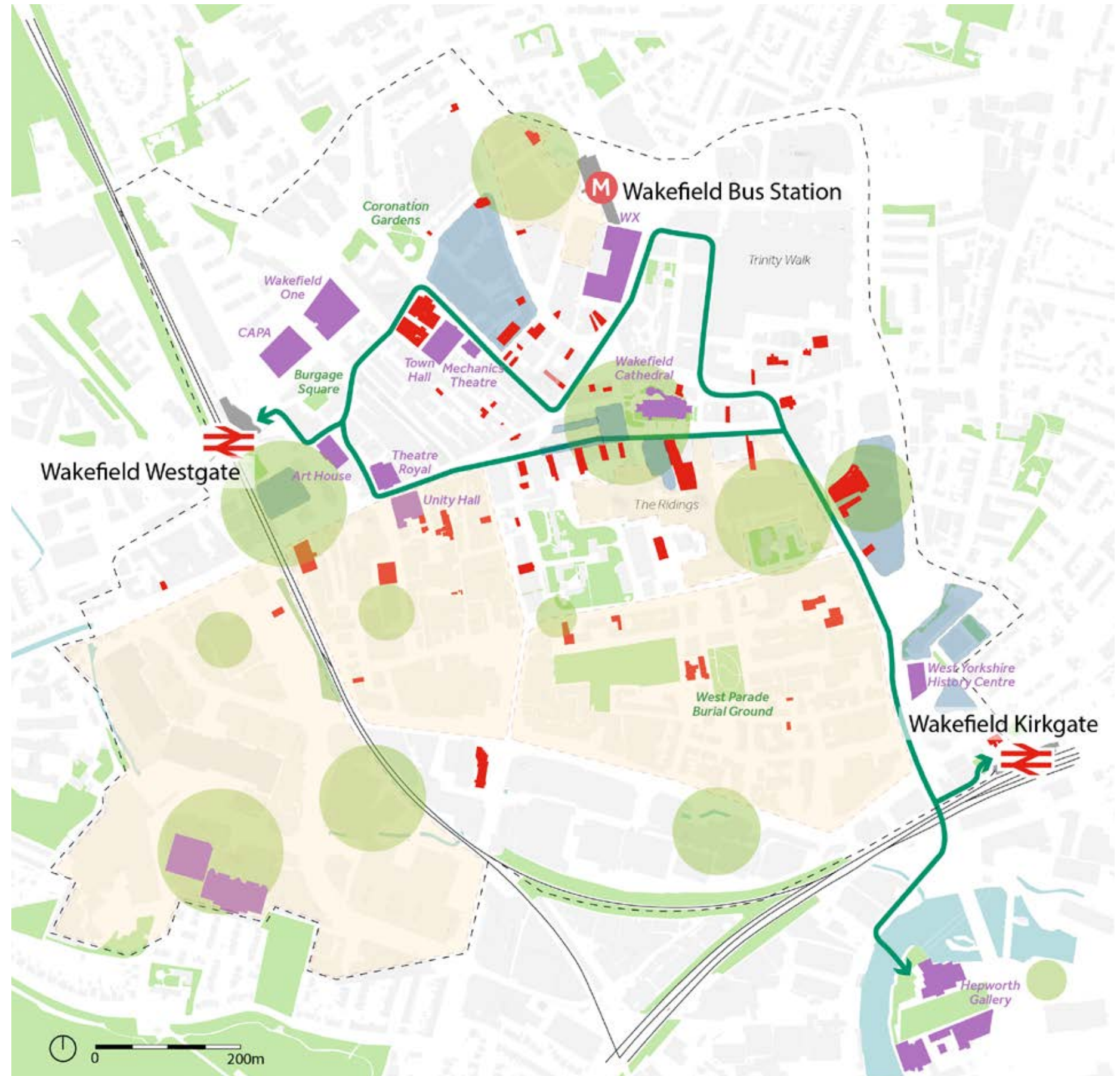


3.3 Identified Opportunities - Land Use, Green Infrastructure and Public Open Space

Key opportunities include:

- Opportunities for **re-purposing, meanwhile use, or redevelopment** of vacant properties.
- Opportunity for a **guided and targeted consolidation** of the retail core.
- Development of new spaces for **small and micro-businesses** through incubator hubs, flexible workspaces and occupation of vacant properties.
- Potential **optimisation of car parking surfaces** through clear car park strategy and development of multi-storey buildings.
- Opportunities to **strengthen the culture and leisure offer** in the city centre as well as improve legibility and wayfinding between key destinations such as The Hepworth.
- Long term opportunity to **re-purpose the retail parks** on the southern outer edge of the city.
- Opportunity to include **more green public open space** within new developments throughout the city centre,
- Opportunity for **unveiling the Ings Beck**.
- Potential for **new or re-purposed residential and commercial development**.
- Carefully plan for **partial regeneration** of the Ridings and it's role in the city centre.
- **Expand the leisure offer** as part of future mixed use projects.

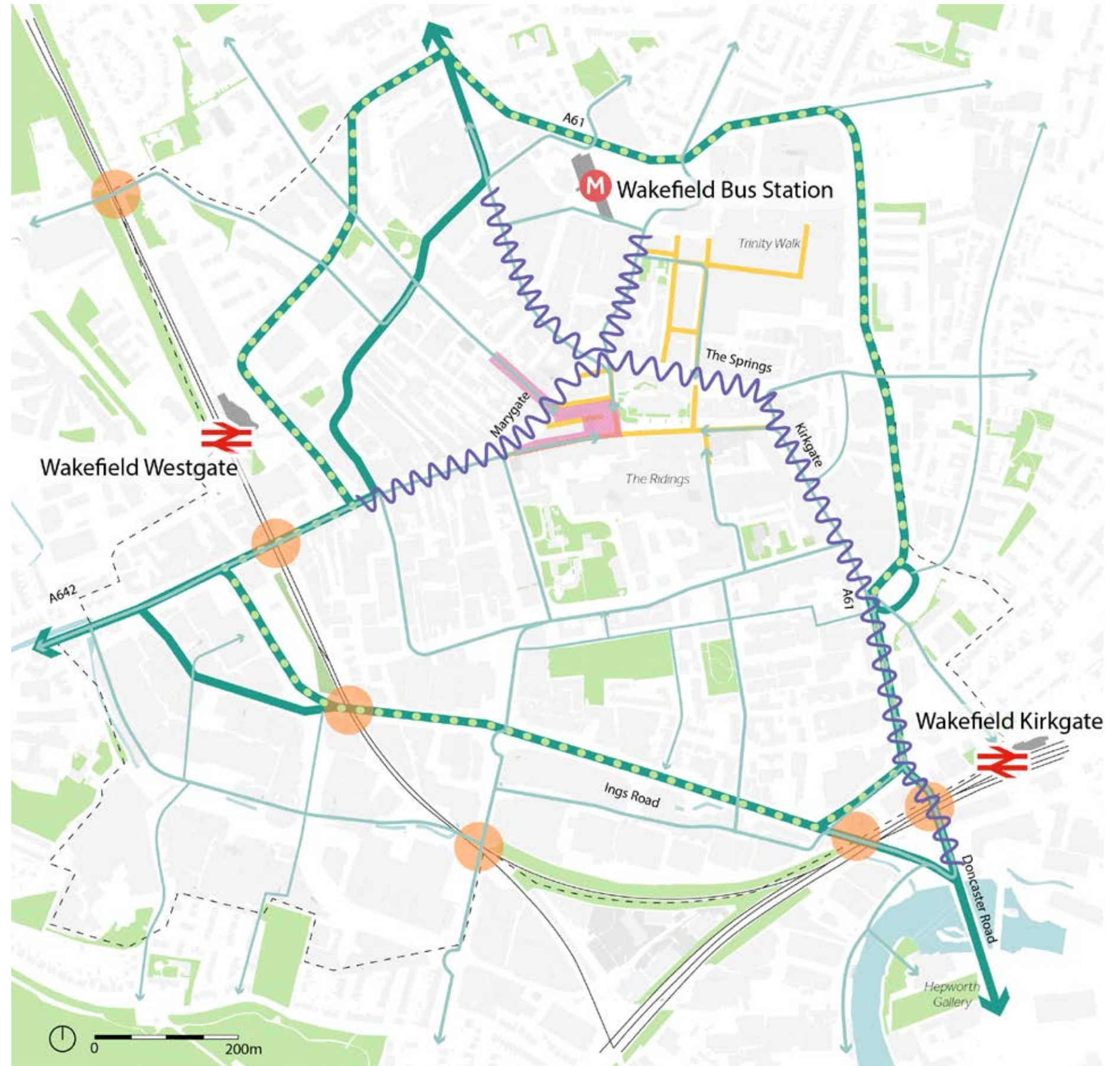
- City Centre, Outer Area of Interest
- ↔ Key link for establishing a heritage and cultural walk through the city centre
- Committed projects
- Development Opportunities
- Existing & proposed cultural and leisure offer
- Vacant properties - opportunity for repurposing, change of use or redevelopment
- Potential new green public open space



3.3 Identified Opportunities - Transport and Movement

Key opportunities include:

- Existing pedestrian routes are currently disconnected by Westgate, The Springs and Kirkgate and would benefit from a **better pedestrian connection** between the main retail destinations, Trinity and the Ridings with **streetscape improvements enabled by reduced through traffic access**.
- Walkable city centre with **more pedestrian friendly routes** and **fully pedestrianised historic streets**.
- Potential for **pedestrian friendly streets to provide better connectivity** and experience linking the culture and leisure offer in the city centre and on the outer edge. E.g. **The Hepworth Wakefield, Rutland Mills, Cathedral Retail Park, Beck Retail Park and Westgate Retail Park**.
- Opportunity for **greening in the city centre**.
- Opportunities to implement new cycling routes and install cycling facilities and **strengthen links with the wider city cycling network**.
- Create active travel networks beyond the city centre core**, measures required on the routes vary from footway de-cluttering and widening, through to installing new pedestrian crossings and potential junctions.
- Improve gateways into the city centre through interventions, art installations and increased legibility.



- City Centre, Outer Area of Interest
- Existing pedestrianised routes
- Streetscape improvements enabled by reduced general traffic access
- Potential for streetscape improvements
- ... Emerald Ring
- Opportunities for pedestrianised routes
- Areas for pedestrian friendly streets/public space improvements
- Gateways and portals to the city centre

3.4 Why Does Wakefield Need a Masterplan?

Unattractive city centres are those which are **mono-cultural**. Providing a more flexible city centre which can effortlessly respond to changes in how society operates, new trends and cultural behaviour will be crucial in the fast changing environments of the world today. The masterplan highlights the changing trends and allows for flexibility and adaptability for the changing needs of the society. The future of the city must come as a holistic approach responding to the fundamentals identified earlier in this document.

The masterplan aims to provide a balanced offer for the city centre, which will future-proof the success of the complex ecosystems. By allowing the growth of the residential, commercial and leisure offer, and consolidation and evolution of the retail offer. This would lead to a **vibrant city centre**, attract more visitors and increase footfall. The regeneration of the city centre will assist in attracting professional services in parallel with city centre living, creating a **hub for the growing community** which will support the local economy.

What is the future of retail in the city centre?

The masterplan emphasises the need to consolidate, maintain 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 role of the Ridings also needs to be reviewed as a key element of the re-imagined multi-cultural city core.

How do we strengthen the heritage, culture & creative USP?

We need to redefine the **city centre as a focal point for heritage, culture and creativity**. The strong historic character and cultural identity of the city should be brought into the public realm through **interventions and accessible public art** and through a clear walking route connecting the cultural offerings.

Why do we need more leisure?

The proportion of food and leisure units is an indicator of city centre success. Improve **family and youth leisure offer** within the city centre integrating it into mixed use development opportunity sites, create a youth club, a bowling alley and a skating park. Promote the extension and consolidating of the **food and beverage offer** around cultural clusters and extend opening times.

How do we grow the commercial offer?

To add to the **provision of workspace** in the city centre we need to allow for a **wider range of workspace typologies** and reuse of vacant units. Promote accessibility to offices from public transport hubs or by foot. Encourage flexible and incubator space for **creative industries** making a better use of retail voids and upper floors.

Why more city living?

Evidence shows that more people living and working in the centre of a city brings all kinds of benefits. It increases day time footfall and in the evening it promotes a vibrant food and drink offer. In comparison, City Centres with a focus on retail tend to suffer. **We are aiming for a balance.**

Improved public realm, with water feature, at Bull Ring



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Chapter 4

MASTERPLAN VISION



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County Hall and Crown Court, Wood Street, Wakefield

4.1 Developing the Vision

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 re-imagined as a multi-cultural environment, 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.

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 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.



Cathedral Precinct with Bread Street artistic impression of a vibrant square



Pedestrian and cycling friendly streets - artistic impression of Kirkgate

4.2 A Vision for Wakefield and its USP

The masterplan will champion Wakefield as a **flexible and adaptable city**, building upon its strengths to enable a **sustainable and inclusive transformation** of the built environment. The 5 'here' themes (set out by Wakefield City Centre Technical Advisory Panel), underpin some of the key priorities, guiding the emerging proposals and future development.

The masterplan proposes a network of quality places, celebrating not only Wakefield's **strong, long-standing heritage** but also the new **emerging creative** and **cultural sector**, bolstering the vibrancy and attractiveness of the city centre and its **unique identity**.

Responding to emerging trends, the masterplan promotes **liveability** by reinforcing experiential retail and **city centre living**. This will be supported by a **low-traffic city centre** which will encourage **active travel, greener streets and a cleaner city**.

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.

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 with diverse offers draws people in and gives reason to gather, linger and return within **vibrant new public spaces**.



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.



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.

4.3 Masterplan Principles

The vision for Wakefield city centre is to provide a balanced mixed offer and a people-focused environment where work, live, create, experience and access are interlinked to enable a distinctive and vibrant environment. The following principles set out the key tenets for developing the masterplan proposals:

- Celebrate Wakefield's Historic Character**
 Restore and re-purpose underutilised historic buildings in order to add vibrancy to these city centre assets posing an opportunity to bring the strong historical character back into the city. Historic street grain should be celebrated and the public realm enhanced to provide a unique environment and identity.
- Create a Network of Open Spaces**
 Along key routes in and out of the city centre by linking and improving existing spaces as well as proposing new squares, parks and pocket-parks. In addition, every new development should contribute to the provision of new spaces within the city which are accessible to all. Quality open/public spaces to be provided with a special attention to natural surveillance in order to provide safe environments.
- Grow a Unique City Centre Employment Base**
 Add to the provision of workspace in the city centre to allow for a wider range of workspace typologies and reuse of vacant units. Promote accessibility to offices from public transport hubs or by foot. Encourage flexible and incubator space for creative industries making a better use of retail voids and upper floors. Respond to the increased demand for co-working and serviced office space due to the change in working environments.
- Consolidate and Connect Retail Offer**
 Refocus and concentrate the retail offer in the core of the city centre to allow for a more compact and identifiable shopping area. The consolidation of the retail provision could also reinforce the main links within the city centre, improve shopping experience and increase footfall in the core area.
- Build on Wakefield's Cultural and Creative Offer**
 Redefine the city centre as a focal point for culture and creativity. Smaller galleries, flexible and creative spaces can play an integral role in activating the city centre. The strong character and identity of the city should be brought into the public realm through interventions and accessible public art and through a clear walking route connecting the cultural offerings.
- Improve Movement and Accessibility**
 Develop street hierarchy to create better balanced streets and movement. Reduce impact of severance caused by existing infrastructure and encourage walking, cycling and access to public transport. Encourage joined-up pedestrian priority routes through improved public realm to build upon the existing pedestrianised city centre and further reduce the impact of vehicular through-traffic.
- Establish a Visitor Destination**
 Improve family and youth leisure offers within the city centre integrating it into mixed use development opportunity sites. Promote the extension and consolidation of the food and beverage offer around cultural clusters and extend opening times. Encourage the development of quality hotels and overnight accommodation in the city centre encouraging a larger night time economy and people to visit and stay.
- Promote City Centre Living**
 Create vibrant communities and act sustainably by promoting urban density and city living close to existing social infrastructure by increasing the variety of residential provision within the city centre and integrating good quality homes into the urban fabric. Provide mixed-tenure, multi-generational, accessible homes including student accommodation.
- Foster a Learning City**
 Develop this sector through the expansion of existing facilities such as CAPA, Production Park and WX, as well as focus on developing skills for people already in jobs and upskilling. Work on creating a quality student offer through residential opportunities, improved leisure offers, showcasing student work and promoting job opportunities and partnerships.
- Consolidate Parking Provision**
 Consolidating facilities would help to improve the legibility of parking locations and reduce levels of vehicular traffic looking for parking spaces and entering through the city centre. Any proposals for parking should consider the inclusion of cycle parking and e-parking facilities.
- Facilitate Sustainable Development**
 Set up high sustainability ambitions for future developments within the city centre incorporating economic social and environmental sustainability values. Greening of the city centre should be considered on multiple levels, and not only in providing new green spaces but also greening the streets, living walls, community allotments and wild-flower gardens.
- Future-Proofed, Resilient and Adaptable**
 With the ever changing world we live in, the strive for carbon neutral cities, climate change and the current Covid-19 health crisis there has never been a more important time for re-imagining the way the city centre works and how we use it. Developing spaces and buildings that adapt to change over time is essential, respond to the change in trends and social behaviours. Future proofing strategies should be taken into consideration in new developments and interventions.

Chapter 5

THE MASTERPLAN BLUEPRINTS



DRAFT

Merchant Gate Apartments

5.1 Masterplan Blueprints

Blueprint Overview

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 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.



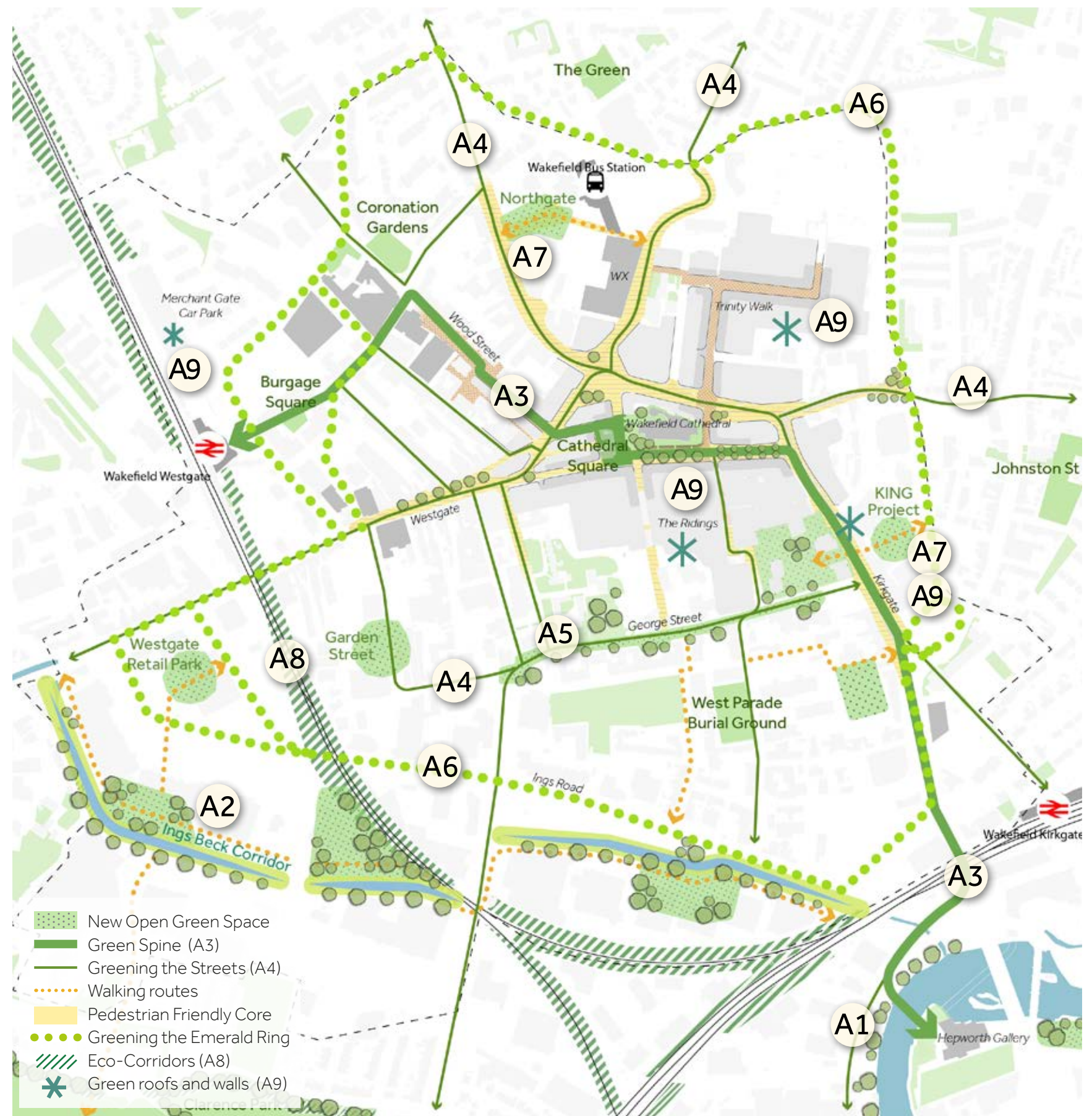
GREEN & BLUE

Blueprint

- This blueprint sets the strategies for greening the city centre and setting the approach for biodiversity and nature recovery.
- The consultation process highlighted the need for more green space and family leisure opportunities as key issues. This community feedback, combined with current and emerging targets for tackling climate change, sets the base for this blueprint.
- The city centre already has good examples of high-quality public realm spaces, including the Coronation Gardens and the gardens at The Hepworth. The masterplan proposal builds upon what is already there to steer future development in expanding the provision of open and green spaces, aiming to satisfy current and future needs for leisure, recreation, health, and well-being in the city centre.

A Holistic Approach to Green Recovery and Climate Resilience

- 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 & KING Project)** 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. 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.



Open Space and Green Infrastructure

Living in greener neighbourhoods is linked to longer life expectancy and improved health, enhancing the quality of life for both children and adults. According to Public Health England, green environments also improve mental well-being and decrease levels of depression, anxiety and fatigue. Green spaces bring communities together, giving locals a place to meet and reduce loneliness, and they also mitigate the negative effects of air and noise pollution.

The Green & Blue Blueprint sets out strategies for expanding the current open space provision and biodiversity levels alongside future change in Wakefield city centre. The proposals are supported by the public consultation process, which highlighted the need for more green space and family leisure opportunities as a key issue to be addressed.

The masterplan aims to explore and bring out the existing natural assets within Wakefield, such as the Calder waterfront, through the implementation of new pedestrian and cycling routes along the margins of the river; and the Ings Beck corridor, unveiling the watercourse and creating a green and blue link connecting a series of pocket parks.

Aligned with local and district policies, key objectives of the Green & Blue Blueprint include:

- Encouraging the development of **healthy communities**.
- Promoting **high-quality and accessible places**.
- Safeguarding and improving **biodiversity** and an attractive natural environment.
- Ensuring a **resilient environment** through implementation of flood risk and water management systems i.e. Sustainable Urban Drainage systems (SUDs)
- Tackling the effects of **climate change** and ensuring minimal greenhouse gas emissions.
- Promoting **sustainable & active travel modes**.
- Celebrating and enhancing the **historic environment, heritage assets** and their settings.
- Supporting and **showcasing culture**.
- Allowing for **places to play**.
- Promoting **safe places** through good design.



Merchant Gate, Westgate Wakefield

South facing green spaces with seating for relaxation



Grey to Green, Sheffield

Sustainable Drainage Infrastructure and wild flower beds for a pedestrian friendly, healthy environment.



Crown Court, Wakefield

Public realm greening in the heart of Wakefield's historic quarter



Wapping Wharf, Bristol

Curated public squares featuring pedestrianised, tree-lined connections



Chatsworth Road, London

Cycling priority along sustainable drainage systems



Porter Brook Pocket Park, Sheffield

Giving access to recovered waterfront

Greening the City Centre

With limited space for provision of large green areas, the masterplan will encourage the enhancement of green open space through route and streetscape improvements and new green spaces as part of new developments. This blueprint provides the guidance for greening Wakefield city centre by building on what is already there, ensuring existing spaces fulfil their full potential and are connected to new developments via a network of high-quality routes.

The overall proposal is to establish green networks through pedestrian-friendly streets, as tree-lined links between existing spaces. Proposals will vary from street to street, with interventions including Sustainable Urban Drainage system, such as rain gardens and swales, wild flower meadows, planters and new trees. Proposals are indicative at this stage and each of the projects highlighted below will go through additional public consultation before implementation.

- Every new development in the city centre should contribute to the network of green spaces, with a new pocket park, play area, garden or similar, such as Northgate and KING Project opportunities (see chapter 6 - Development Opportunities).
- Enhanced public realm, sidewalks, crossings, and legible wayfinding with public art display along the **Green Spine**. Greening interventions to include new trees along Kirkgate and Wood Street, subject to further subsurface assessment. Raised planters for smaller trees and flower beds to be implemented along pedestrianised and narrower streetscape of the Cathedral Precinct.
- **Greening the Streets** through, formalised and repetitive tree planting along Kirkgate, Westmoreland Street, The Springs and Westgate, subject to existing underground utilities. Less-formal tree planting and softscaping, dependent of street width and residual spaces to include green stormwater infrastructure such as swales, rain gardens, permeable pavement etc.
- Implementation of a network of Sustainable Urban Drainage system (SUDs) along **George Street** connecting residual green spaces along the link, promoting biodiversity net gain and mitigating flood risk in the city centre.
- Completion of the **Emerald Ring** with the implementation of flower beds, planting of new trees and cycleways around the city centre.

Linked by the proposed network of green links, ongoing and future developments should also include new public open space to improve the city's offer of green open space. Adding to the street network will be new gardens and pockets of green spaces ensuring a holistic and inter-related greening approach.



Wild Flowers planted over Sustainable Urban Drainage promoting resilient streets



New meadows and gardens highlighting key buildings and heritage assets in Wakefield



Formal tree planting complemented by planters for a green and biodiverse streetscape



Informal planting and biodiversity gain initiatives such as a bee hotel

Outdoor Leisure Opportunities

The public consultation has also highlighted the opportunity for more leisure facilities for young people and families in the city centre. Although the city has developed as a dense urban fabric and space is limited, interventions around the core can still contribute to this offer through re-purposing and redeveloping spaces within the city centre.

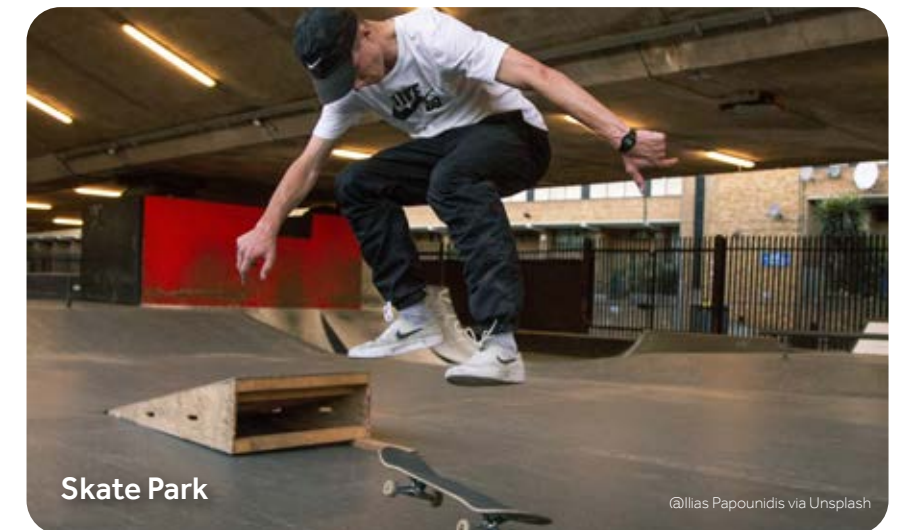
The existing pedestrianised core is one of the key spaces of the centre and future projects and interventions should look at expanding the pedestrianised area and introducing incidental play spaces, areas for rest and shelter and a programme of events to attract more visitors from different generation groups.

Due to the recent Covid-19 pandemic there has been a spotlight brought onto obesity and the correlation towards the more severe affects of disease and access to open green space and mental health. Therefore outdoor leisure facilities and activities should be promoted to encourage a more active and healthy lifestyle.

Opportunities for expanding the outdoor leisure offer include:

- Re-purpose some elements of outdated retail in the city centre for youth activities, in particular areas of the Ridings with the potential for al-fresco dining or a new open air cinema.
- Provide leisure and sport facilities such as outdoor gyms, children's play areas, skate park, tennis courts, multi-use game areas (MUGA) etc. within or on top of new residential led developments in particular the Ings Beck area.
- Due to the lack of open and green space within the city centre there should be specific consideration taken to building rooftops. Potential to redevelop as gardens, allotments, play space or sports courts.
- Vertical façades and blank walls could be used for climbing walls and vertical gardens.

Re-purposed Buildings and Compact Spaces



Use of Roofs



Use of Walls

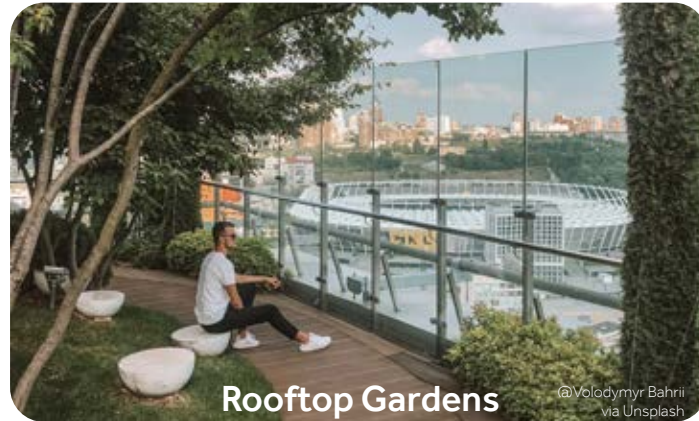


Outdoor facilities



Quick Wins, Lasting Benefits

In addition to bigger interventions, proposals should also encourage smaller projects or interventions, such as allotment gardens, green roofs and/or living walls. The opportunities listed below are by no means prescriptive, they suggest a few options to realise the vision and will need additional engagement and detailing moving forward.



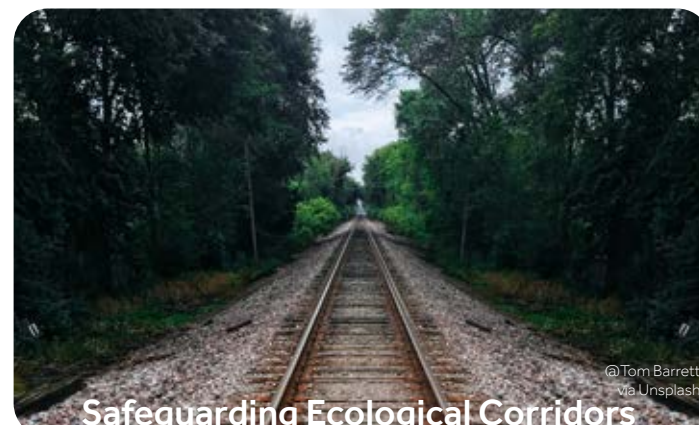
Rooftop Gardens

Re-use of rooftop surface for allotment gardens or energy generation.



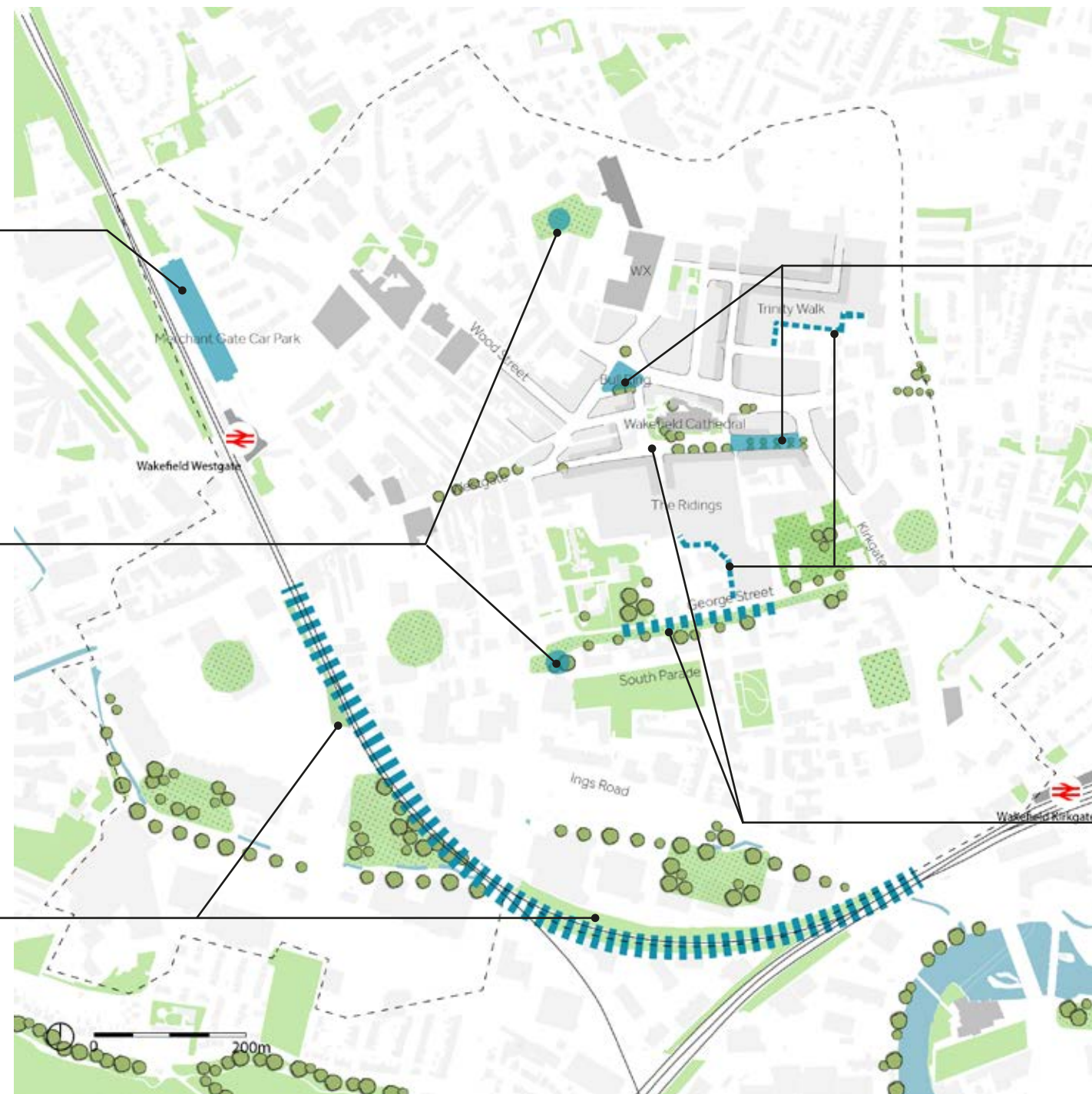
Urban Allotments

Kerbside gardens for greening of streetscapes and community buildings



Safeguarding Ecological Corridors

Exploring railway banks for enhancing biodiversity within the city centre



Planters

Raised planters and flowers boxes as smaller, quick wins interventions enhancing biodiversity



Green Living Walls

Exploring large blank façades of the Ridings and Trinity Walk for increasing greening and biodiversity



Child Friendly Streets

Streetscape interventions encouraging spaces for play for a growing urban population

Towards Sustainability and Climate Resilience

The Green Recovery Plan

The Council declared a climate change emergency in 2019 and has pledged to become a carbon neutral organisation by 2030. Aligned with the Wakefield Climate Change Action Plan (CCAP), the masterplan sets strategies aiming to steer more sustainable and low-carbon development within Wakefield city centre.

Key ambitions of the masterplan include:

- Promoting **sustainable travel** towards carbon neutrality by prioritising walking, cycling and public transport and reducing traffic through the centre. Reducing vehicular access will help to improve air and noise quality in the city, and reduce overall carbon emissions.
- Promoting **Healthy Neighbourhoods** which aim to provide all everyday amenities and facilities within a 15 minute walk. Future developments will be prioritised close to existing city centre infrastructure.
- Expanding existing **blue-green infrastructure, protecting and enhancing biodiversity**, through implementation of tree-lined streets, parks, gardens and squares. Proposals to include native species with high ecological values and to safeguard ecological corridors along the railway line.
- **Managing micro-climates**, with implementation of sustainable water management systems, green roofs and living walls.
- Supporting **productive landscapes** such as edible and allotment gardens and energy generating roofs contributing to energy production.
- **Delivering a strong and coherent digital infrastructure strategy** - fundamental for a successful implementation of the masterplan strategies.
- Exploring the implementation of a **district heating network** using mine water heat and linking future developments.



Towards Sustainability and Climate Resilience

The strategies are also designed to have a positive impact on health, well-being, economy and environment in the future and should build towards the aims and objectives of the CCAP as described below

GREEN RECOVERY

The Covid-19 crisis has dramatically transformed the way we perceive and use our cities. With an unprecedented challenging recovery period to follow, the masterplan sets the ambition for building a greener Wakefield city centre. The green recovery is a wide reaching and complex approach, supported by the masterplan, from the re-purposing of buildings and flexibility of uses, increasing open space provision and greening the city, to investing in clean-energy jobs, ensuring everyone's health and safety and overall prioritising climate justice.



BIODIVERSITY

Blueprints within the masterplan propose the **greening of the city centre** and **enhancement of biodiversity** through a network of green spaces. **Sustainable Urban Drainage systems (SUDs)** and **tree-lined street planting** are introduced in key routes through the centre to build up climate resilience into the public realm (contributing towards work-stream 4 of the CCAP). Given the spatial limitations within the core area of study, interventions such as **biological corridors** along the rail tracks, **allotment / rooftop gardens**, among others, are strongly encouraged for supporting biodiversity gain.

COMMUNITY COHESION

The Covid-19 pandemic has also shown that, despite often isolated working from home, many people found themselves reconnected with their immediate surroundings, becoming **more localised and valuing the resources we have available** within the reach of our home. This new found '**hyper-localism**' is explored as an opportunity in the masterplan, Promoting city living, consolidating the retail core, re-purposing vacant units and bringing a diversity of uses, including residential, commercial, education and leisure, should strengthen the local importance the city centre plays within Wakefield District.



AIR QUALITY

By limiting the circulation of private vehicles, the proposed Movement blueprint creates a **Low Traffic city centre promoting active travel** for improving air quality and vastly reducing emissions from cars. This strategy, supported by **enhanced public transport links, expanded cycling facilities and greening of the streets**, should also contribute to the health and well-being of both the local community and visitors.



ENERGY EFFICIENCY & FUEL POVERTY

Emerging planning applications within the city centre should **follow national standards such as the Climate Change Act** to ensure all future buildings are contributing towards the **zero-carbon horizon**. The masterplan also encourages the **refurbishment and re-purposing** of existing structures to reduce embodied carbon. New developments should always seek the highest standards for **reducing emissions**.

B

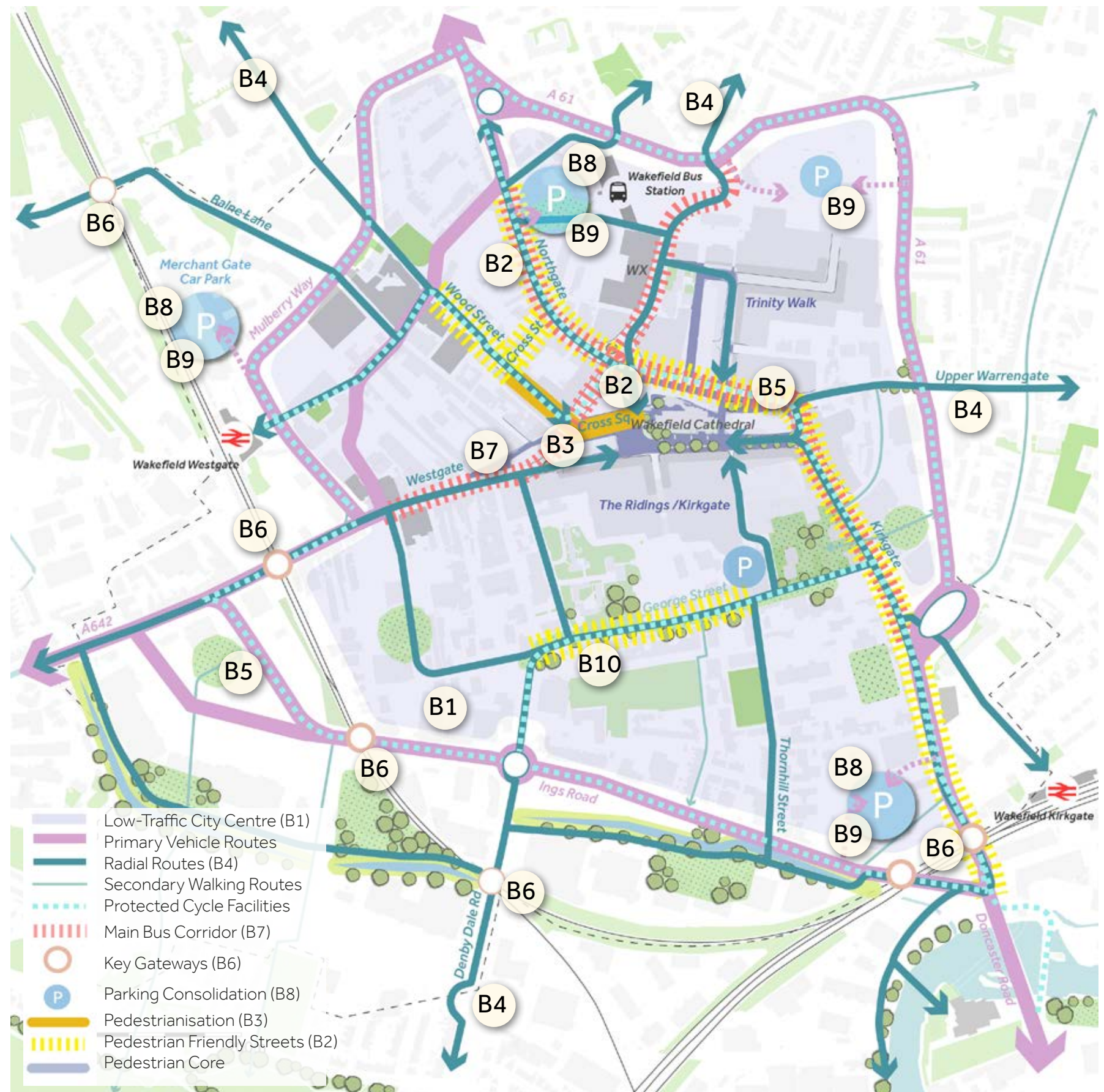
MOVEMENT

Blueprint

- The Movement blueprint promotes a street hierarchy which prioritises walking, cycling and public transport. The principles exploit the **compact nature of the city centre** and improve connectivity between the key destinations in the area.
- A **low-traffic city centre** would remove through-access for general traffic, which would enable significant improvements to urban environments throughout, allowing for the creation of more pedestrian friendly routes and greening the streets..

A Low-Traffic City Centre for a People First Environment

- B1. 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.
- B2. Pedestrian Friendly Streets** - Rationalising streetscape with public realm improvement promoting a pedestrian and cycling environment with opportunities for greening from Northgate through Kirkgate, along Cross Street and the northern section of Wood Street, as well as preventing general through-traffic on George Street.
- B3. Pedestrianisation of Streets** - Consider removing general vehicle access, while allowing for dedicated servicing hours and pedestrian and cycle only access on Cross Square and the southern section of Wood Street.
- B4. Radial Routes** - Improve the walking environment with continuous footways, new crossing points, street signage and urban greening in a series of key walking routes to the centre to enable a 'walkable Wakefield' and an inclusive environment, recognising the needs of people of all ages and abilities.
- B5. Cycle Lanes** - A cycling network which will provide a combination of high-quality segregated and protected cycle facilities on the city's main roads.
- B6. 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.
- 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. 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.
- B9. Electrical Vehicle Charging Points** - At key locations to align with parking sites around the city centre.



Vehicle Movement Strategy: Low-Traffic City Centre

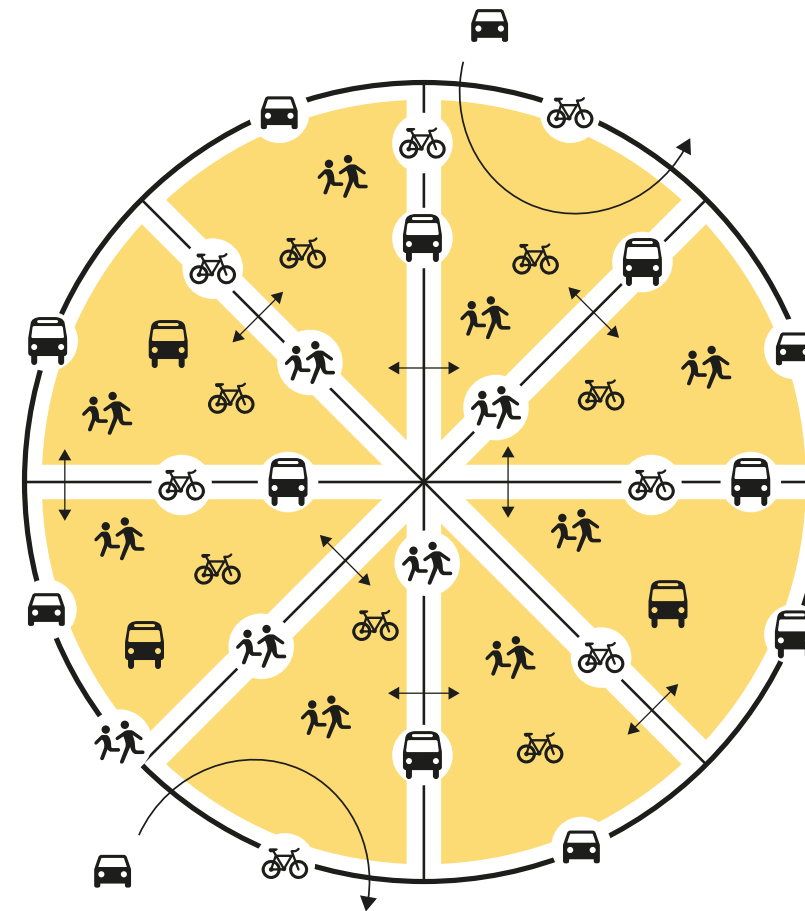
The Vehicle Movement Strategy will promote a road user hierarchy which **prioritises access for walking, cycling and public transport**.

Reducing volumes of vehicular traffic will underpin the masterplan principles for:

- **Improved walking and cycling facilities,**
- Enhanced access to the **bus network,**
- And transforming the city's **public realm.**

This will be achieved through the creation of a '**Low-Traffic Centre**' which will remove through-access for general traffic by creating a series of '**movement cells**' within the city centre in which vehicle access is maintained within the cells and through-access routes onward into the city removed. The main vehicle access points into the city centre would be from the inner city road network of Marsh Way/Ings Road/ Westgate/ Mulberry Way.

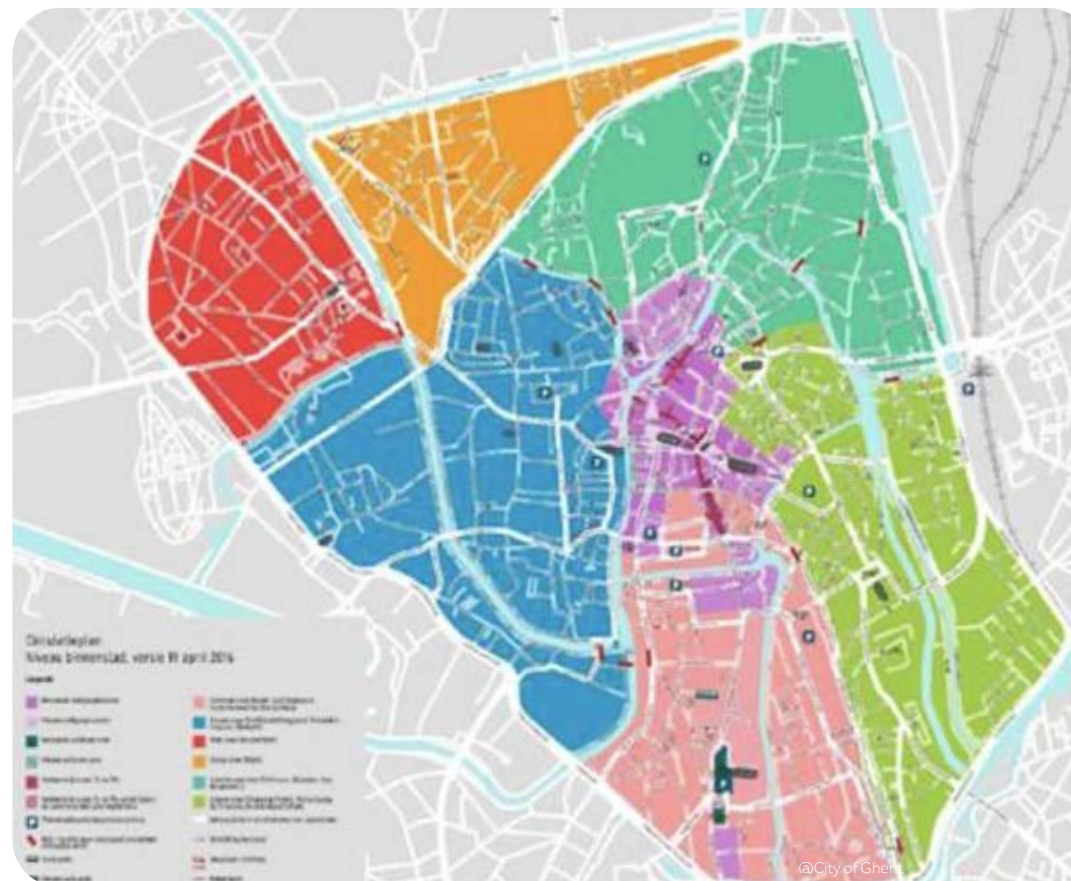
The principle of reducing through-access to vehicular traffic is increasingly common as a method for improving wider conditions within city centres. The urban areas inside the 'movement cells' will benefit from the low-traffic environment, resulting in more enjoyable and safer spaces where walking and cycling are prioritised. Multiple cities including Ghent, London or Barcelona have recently implemented similar schemes in order to achieve people-friendly urban areas.



Key

- 'Movement cells'
- Walking
- Cycling
- Public Transport
- General traffic

Low Traffic Centre - A multi-modal offer is available to move around the city centre including walking, cycling and public transport. General traffic is allowed at the city centre's boundary roads, and to access the movement cells.



Ghent implemented its 'Circulation Plan (Circulatieplan)' in 2017 to enable the removal of through-traffic from the city centre. The primary focus of the Circulation Plan was to improve the liveability of the City Centre and improve conditions for pedestrians, cyclists, buses and trams. The Circulation Plan divided the city centre into six zones – the zones are only accessible to general traffic from the surrounding Inner City Ring Road, and vehicle trips between the different zones have to use the Inner Ring Road (Rather than through the city centre). Access for pedestrians, cyclists and buses to the city centre is not affected by the Circulation Plan and the layout improves conditions for these modes by significantly reducing interaction with general traffic.

Vehicle Movement Strategy: Low-Traffic City Centre

The approach to implement these 'movement cells' is through the installation of 'modal filters' at key locations (Kirkgate, Westgate, Northgate and Union Street) that would prevent through-traffic from entering adjacent cells but enable access for cyclists, buses, local residents and businesses. These modal filters enable public realm improvements combined with walking and cycling network enhancements as illustrated by the example from Waltham Forest below.



Waltham Forest - example of an integrated modal filter with high-quality landscaping and cycle parking



Pedestrian Movement Strategy

This principle will nurture a concept of a **'Walkable Wakefield'** through a series of key walking routes throughout the city centre which **connect with destinations** including transport hubs, open spaces, cultural assets, local neighbourhoods and future development opportunities. The main focus of measures will be ensuring that there is **sufficient footway width, crossings points and an overall high quality of streetscape**.

- **Continuous footways** – Installing continuous footways across side entry junctions will enhance continuity and comfort of pedestrian routes.
- **Raised table treatments** – This approach would help to embed pedestrian desire lines and provide continuity across roads. There are already examples of this approach in the city centre, including Westmorland Street and Mulberry Way.
- **Footway widening** – spatial analysis reviewed existing footway widths in the city centre and identified existing narrow sections of footway which should be reviewed for widening to help enhance the walking experience.
- **De-Cluttering** – Removing street clutter on footways such as pedestrian guard railing and poorly placed signage would significantly enhance pedestrian comfort levels.

Walking

Wakefield city centre is overall compact and walkable with most key destinations **within a 20 minute walk** of the main transport interchanges. The walking routes will be designed sympathetically to areas in the city centre which already have high quality public realm and therefore **enhance the walking network's cohesiveness**, as shown in the Movement Blueprint (page 41). Improving the walking environment will be complemented by measures to reduce severance including improved junction designs and also other improvements throughout the city centre.



Continuous footways - Pedestrianised side entry link where people walking have priority over vehicular traffic.



Continuous footway in Waltham Forest



Raised table treatment at Preston Street, Brighton



Raised table - Large raised table crossing connects desire lines in Bexleyheath



Footway widening - the 'Grey to green' project in Sheffield includes additional footway space and planting

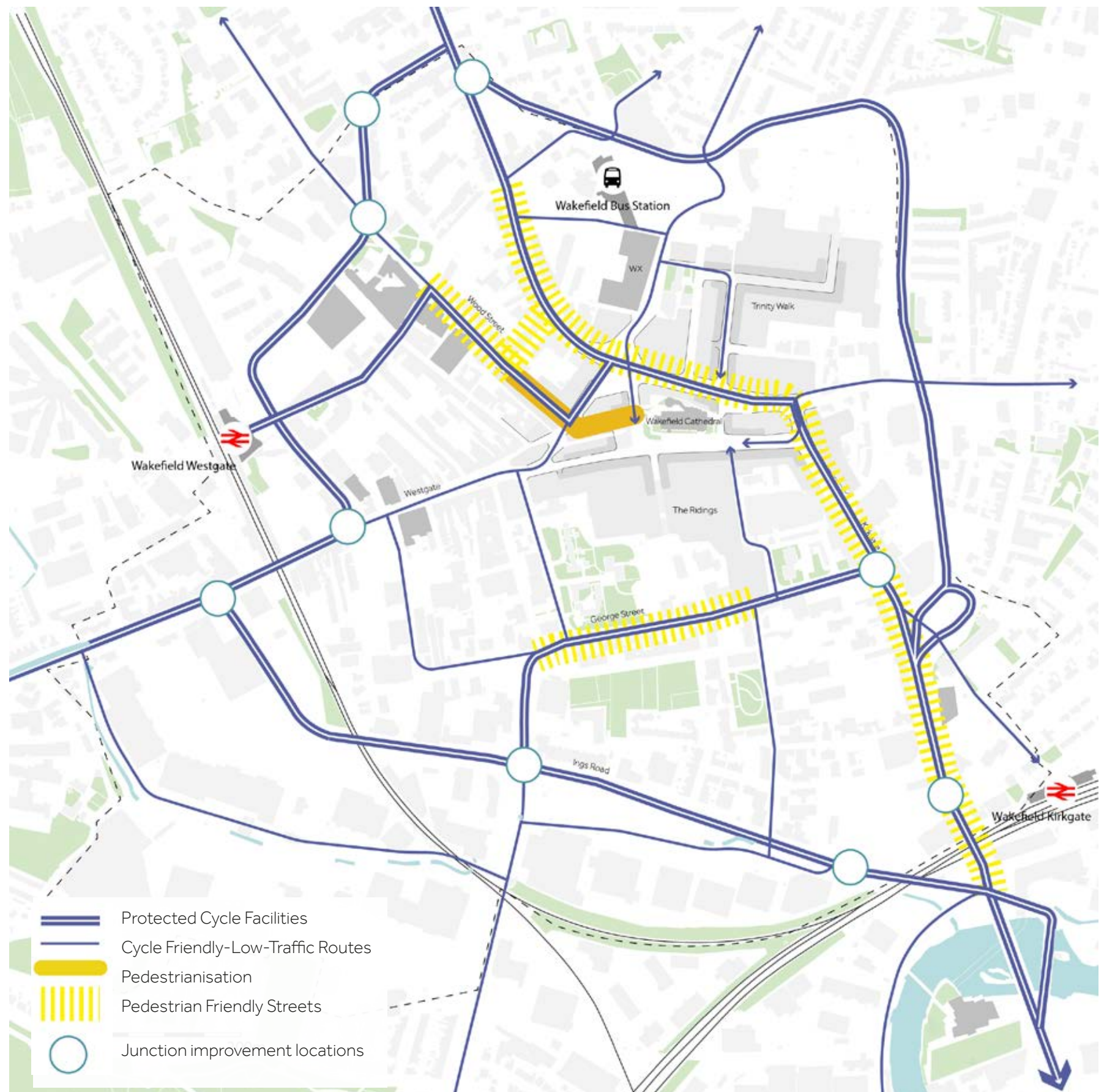


De-cluttering - A re-organisation of the street furniture was part of the Bond Street revamp in London

Cyclist Movement Strategy

The masterplan proposes a cycling network which will provide a combination of high-quality protected cycle facilities on the city's main roads, complemented by a series of low-traffic routes in the city centre. The proposed network incorporates the routes previously identified in the city's Local Cycling and Walking Infrastructure Plans (LCWIP) and cycle forecasting has been used to identify future desire lines for cycling. Improvements to the cycle facilities on the radial routes to the city centre, Wakefield College, the train stations and bus station should be prioritised first.

- **Protected Cycle Routes:** Introducing high-quality cycle routes will be an important step in developing an integrated cycle network that enables cycling beyond the city centre. These cycle routes will be protected and segregated from vehicular traffic, and will be introduced through a reconfiguration of the street space, reducing capacity for general traffic.
- **Low-Traffic Routes:** These routes would be focused in the city centre where peak hour vehicle flows are less than 200 vehicles per hour. Reducing interactions with vehicular traffic is a key objective of all cycle design guidance to be comfortable for on-street cycling. The streets accommodating these routes will be shared by people walking and cycling. Designing the appropriate streetscape for these routes, considering the specific context and vehicle flows and ensuring safety for all users will be crucial. Different solutions across the UK can be found on p.46. Proposals will also improve the public realm and highway layouts on these routes.
- **Cycle Parking Facilities:** This is a critical ingredient of encouraging integrated cycling trips that enable safe storage at stations as part of onward journeys.
- The proposed **junction improvements** on the city centre fringe will help to enhance connectivity for both cycling and walking. These measures are crucial to overcome key barriers for active travel throughout the city centre and to support the main walking and cycling routes in Wakefield's City Centre such as the Emerald Ring.



A Cycling City

The compact nature of the city centre and adjoining residential areas means that many areas in the city are within a 20 minute **cycle of the city centre**. However, the current infrastructure is not available to support these journeys. The focus of the masterplan's cycling recommendations is to **develop a high-quality and comprehensive cycle network** which connects the city centre to the rest of Wakefield.

The proposed network will provide a combination of **protected cycle facilities** on main roads and a series of **low-traffic cycle routes**, building upon the proposals for reducing overall vehicles access. These proposals are closely tied to the aim of developing a new street hierarchy that provides for both place and movement.

The Department for Transport's recently published Cycle Infrastructure Design - **Local Transport Note 01/20** makes specific reference to the combination of protected cycle tracks and the use of low-traffic environments to improve cycling conditions:

'Properly-protected bike lanes, cycle-safe junctions and interventions for low-traffic streets encourage people to cycle.'

LOW- TRAFFIC CYCLE ROUTES



Orford Road is a Pedestrian + Cycle Zone

PROTECTED CYCLE FACILITIES



Uni-Directional cycle track and bus stop by-pass in Liverpool



Alleyways are shared by people walking and cycling in Altrincham



Cycleway 6 in Camden uses a 'Copenhagen style'



People cycling coexist with people walking and buses at low speeds in Frodsham Street, Chester



Bi-directional cycle track with landscaping in Valley Gardens, Brighton

Healthy Streetscapes

The existing **pedestrianised core** of the city centre is one of its key assets and the **masterplan will seek to expand** on these proposals by considering removing general vehicle access, while allowing for dedicated servicing hours and pedestrian and cycle only access on Cross Square and the southern section of Wood Street.

The streetscape measures will be complemented by the proposals for reduced vehicle access and improved public realm on the bus corridors. Rationalising streetscape with public realm improvement will promote a pedestrian and cycling environment with opportunities for greening from Northgate through Kirkgate, along Cross Street and the northern section of Wood Street, as well as preventing general through-traffic on George Street.

The aim of the **pedestrianisation of streets** is to rethink the urban spaces as environments where people walking, cycling and enjoying the street have priority. The streets become **'Pedestrian and Cycle zones'** where people walking and cycling coexist, loading access is allowed at restricted times only and all other vehicular traffic is removed. Therefore, these streets become more accessible and inclusive for all users. Under this new arrangement, local businesses and local communities have an opportunity to re-purpose the street space and provide high quality public spaces including outdoor seating areas or street market spaces. There are multiple examples of vibrant pedestrianised streets with similar models throughout the UK, including Frodsham Street in Chester and Herne Hill market in London.

A key design consideration while planning these street spaces will be to ensure that street users feel safe at all times. Features such as high quality lighting or activity at different times of the day can be crucial to prevent crime.



Frodsham Street in Chester provides a vibrant environment for residents and visitors



Mount Street provides pocket parks connecting



Combined public square and cycle route outside Herne Hill station in London



East Street in Horsham has been redesigned as a pedestrian and cycle zone



Eagle Place has used discrete and sympathetic lighting through its historic alleyways



Kidderminster's Exchange Square prioritises people walking and cycling over vehicular traffic.

DRAFT

Connectivity and Legibility

Connections, Junctions & Gateways

The overarching aim is to **integrate the city with surrounding** areas and **overcome the major barriers** that undermine the city centre's wider permeability. The design recommendations would be a combination of upgrading existing crossing facilities, introducing new crossings to match pedestrian lines, and installations to improve the appearance of key gateways, such as under the railway viaducts.

- **Junction upgrades:** Ings Road/Kirkgate, Ings Road/Grove Street, Denby Dale Road/Ings Road, Westgate/Drury Lane, Kirkgate/Doncaster Road, George Street/Kirkgate, and Marsh Way/Jacob's Well Lane, Bond/Street/Bell Street, as shown on page 45.
- **New Crossings:** Marsh Way/Union Street, Marsh Way/Northgate.
- **Key Gateways:** Kirkgate Roundabout, Railway Viaduct underpasses at Westgate, Ings Road, and Kirkgate.
- **Improved wayfinding and legibility** throughout the city centre will create a unified language to navigate the city centre. This can be reinforced further when coupled with the development of the city centre's identity.



Junction upgrade - Bonnington Square has created a pocket park through removal of parking bays



Junction upgrade - the use of paving materials in this junction in Wakefield highlights the priority for people walking and cycling



New crossing - Diagonal crossings provided on desire lines in Leeds



New crossing - Signalised junction for pedestrians and cyclists in Leeds



Gateway - Maaloev station entrance in Denmark provides a strong identity



Wayfinding and legibility - combination of wayfinding and identity at the High Line, New York

Enhanced Bus Access and Parking Provision

Bus Strategy

The Masterplan is proposed to enhance bus access and reliability through the city centre. The **'Low-Traffic Centre'** proposals will remove general traffic from the key bus routes and therefore improve service reliability.

Removing through-traffic on the main bus routes could enable an **upgrade of the layout** creating an opportunity to improve the public realm along these routes.

Parking Strategy

The challenge for parking in the city centre is multifaceted and more complicated than the provision of spaces. The strategy needs to better signify and wayfind the parking provision to make it easier to find spaces and reduce vehicle mileage in the city centre. This is reliant upon the council's proposals to develop a new multi-storey facility in the south-east of the city centre. In turn, this would enable the council to consolidate its existing sites and free up these sites for future development.

- Complete audit of existing facilities in city centre to better understand demand and occupancy of parking spaces.
- Use audit's findings to classify car parks based on demand and explore potential for consolidation of facilities.
- Review opportunities for modernising parking offer including increased cycle parking and e-vehicle charging points in city centre.
- Explore opportunities for developing a new multi-storey car park.
- Consider landscaping of car parks to reduce impact on cityscape and promote car parks as landmarks.
- Explore the opportunity to integrate protected cycle storage facilities. Cyclists can locate their nearest parking facility, book or rent spaces at specific times.



Orford Road is a thriving local high street which has removed general traffic but maintained bus access



Green wall used on a car park in Cheshire.



Widened footways with bus access in Preston



Imaginative parking signage used to encourage public transport usage to Copenhagen centre



Two-way bus access coupled with public realm enhancements in Hornchurch



Salisbury Market has been re-opened in space previously used as central car park

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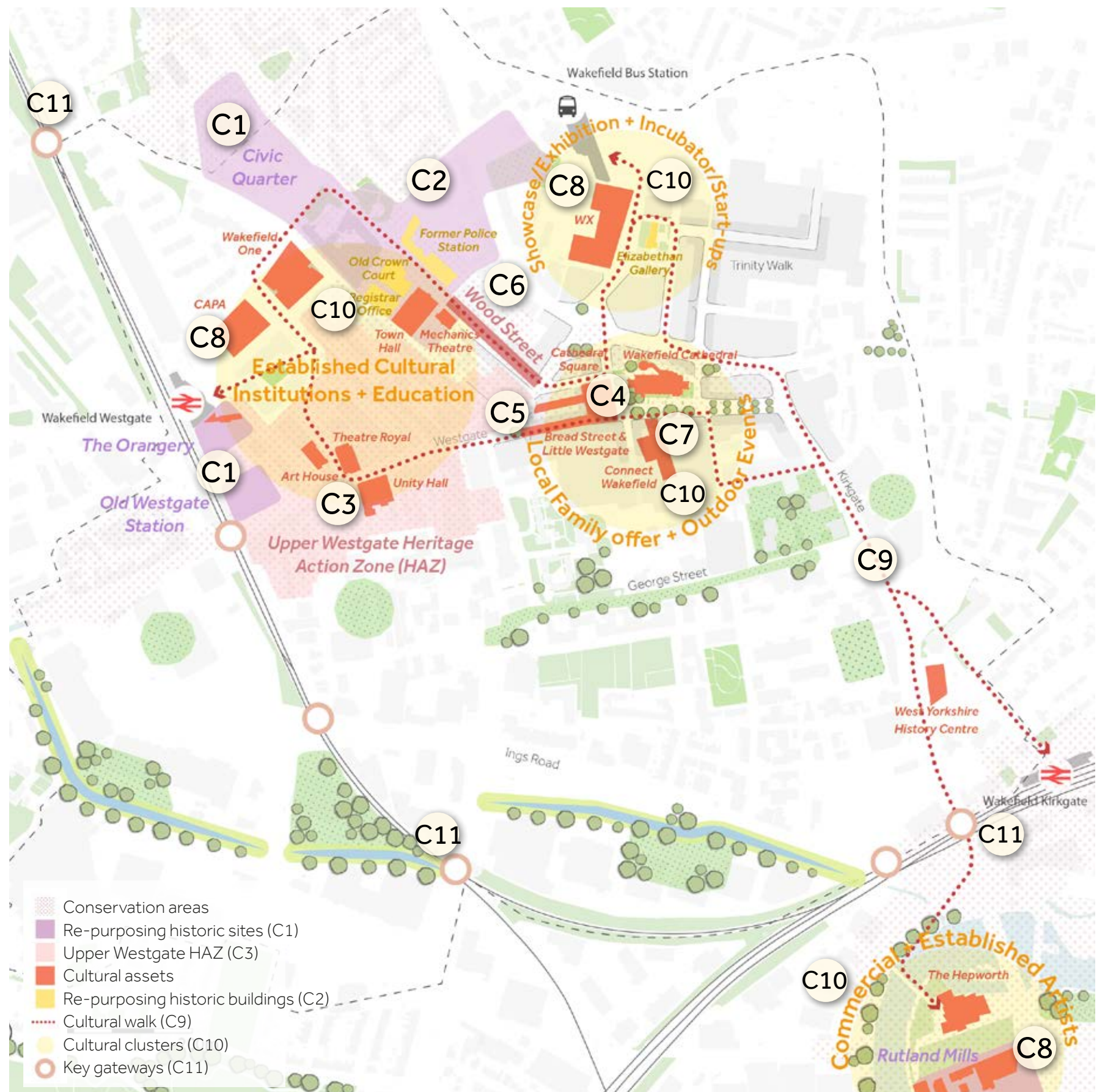
HERITAGE & CULTURE

Blueprint

- 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**.

Celebrate and Unify Wakefield's Heritage and Cultural Offer

- 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. 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.
- C5. Bread Street** - Removal of units blocking the vista to Wakefield Cathedral and reinstating a historic link with activation of shop fronts and new canopies.
- C6. 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.
- C7. Connect Wakefield** - Development of a new cultural hub including an inspirational mixed-use cultural space.
- C8. Expanding the Creative & 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.



Wakefield City Centre Heritage and Culture Context

City of Heritage

The history and heritage of Wakefield is reflected within the city centre. The town is rich with history, dating as far back to the 1300s, from Wakefield Cathedral to the city centre's distinctive Georgian and Victorian architecture. The city centre is home to listed buildings such as the Theatre Royal Wakefield and Wakefield Unity Hall, both dating back to the 1800's and host various cultural and art activity and events. The city's heritage is a major driver of cultural tourism and continues to expand through efforts such as the three-year Cultural Destination Fund investment, helping to revamp the districts tourism and various materials for visitors.

City of Creativity

At a time of unprecedented change for high streets, city and town centres – a situation made even more precarious in the wake of the pandemic - Wakefield is in a position to emerge from the pandemic as an exemplar for culture-led revitalisation of its city centre. The Housing, Communities and Local Government report into High Streets and Town Centres in 2030 highlights that a future-proofed city centre must be experience-based, community-focused and clustered around a distinctive cultural identity. This can only be achieved through strong leadership and collaboration.

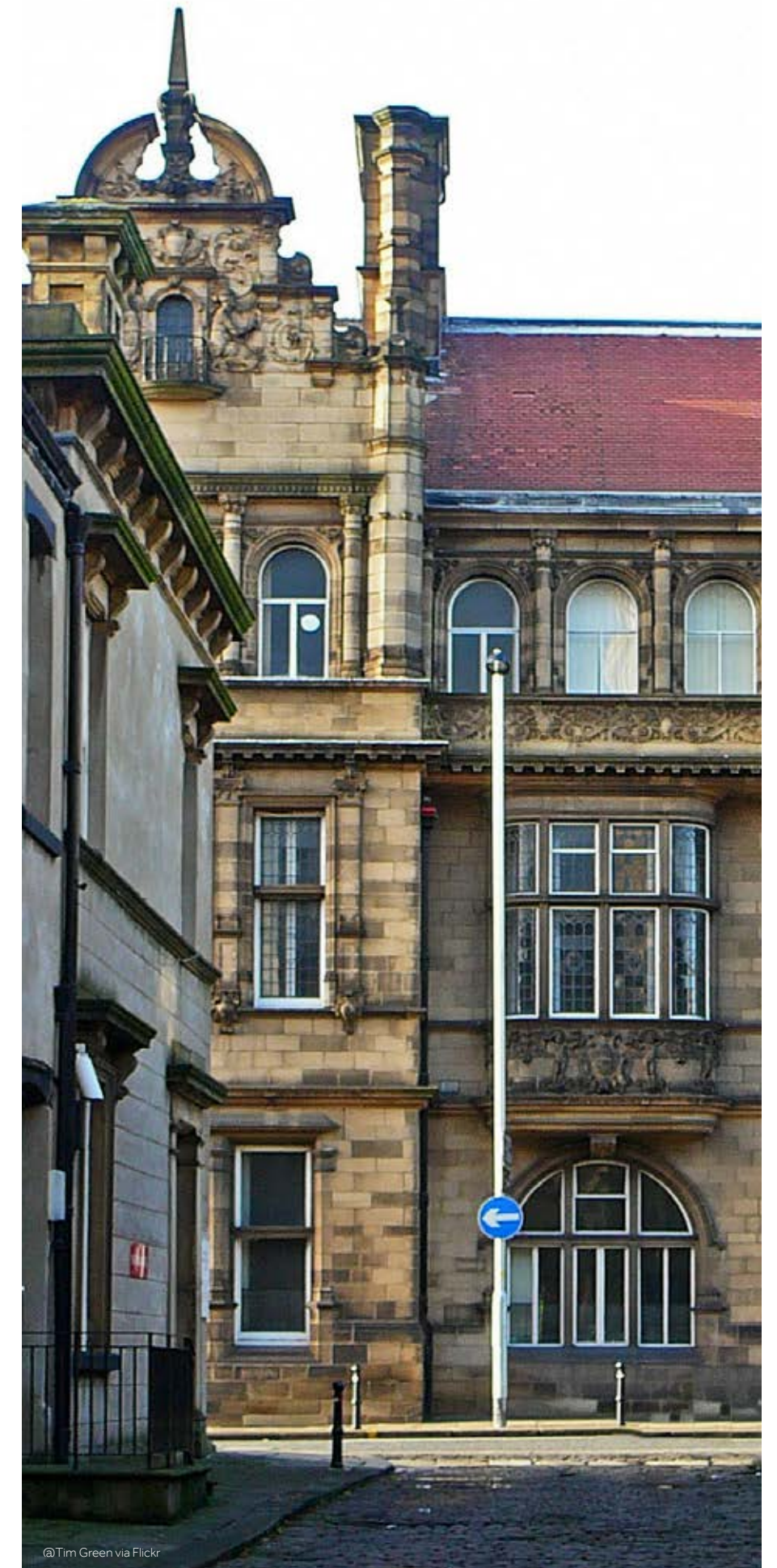
Wakefield's cultural credentials are well established and highly respected – not only is the district home to two Art Fund Prize winning institutions – Yorkshire Sculpture Park and The Hepworth Wakefield – but it's also home to nationally significant institutions such as the Theatre Royal Wakefield, the National Coal Mining Museum, and a wide range of other cultural and heritage organisations. Wakefield's cultural strength is very much in the sum of its many parts – from visual arts to performing arts to heritage, a growing annual programme of events and the popular Artwalk Wakefield - underpinned by a residential community passionate about the city's creative and cultural industries.

Cultural and Creative Industry Investment

Interrupted by the onset of the pandemic, large strides have been made to coalesce the creative energy of the city and provide a central mechanism to focus that energy for delivery. The Creative Wakefield Network 'brings together Wakefield's cultural and creative sector, providing a forum for connectivity as well as improved networking and collaboration across the district' and has successfully brought together the district's cultural destinations, heritage, literacy, visual arts, music and performing art, digital and gaming sectors to drive forward the city's reputation as a cultural destination.

Culture can not only be a driver of footfall and visitor interest, but the catalyst of industry and education growth within our modern economy. Creative industry clusters, once thought to be the preserve of major metropolises, are increasingly emerging in towns and cities such as Cheltenham, Peterborough and Harrogate that are able to offer a strong concentration of cultural networks, affordability and proximity to other major knowledge centres.

Much of the recent city centre investment for Wakefield centres around the cultural industries. Plans for the WX, the redevelopment of the former market hall into a creative hub, that will include a programme of creative business and skills support, is funded through the Cultural Development Fund from the DCMS. This initiative sits alongside plans for a relocated and expanded Museum and Library with wider skills and education connectivity, plus an uplifted public realm and greater city centre connectivity – Cathedral Square and the Cultural Triangle respectively. This investment, alongside private sector projects like the nearby Rutland Mills, creates the conditions throughout the city centre to support and amplify creative industries through the provision of grow-on space, locations for showcasing, infrastructure for networking and knowledge sharing, and a varied cultural offer. This will in turn help animate the city centre's tired retail environment, elevate the offer and quality of the night-time economy, increase aspiration and skills of local people and support emerging creative industries.



Strategic Alignment

The proposals within the Heritage & Culture Blueprint are aligned with ongoing strategic initiatives for the area such as the Creative Wakefield Framework, the Upper Westgate Heritage Action Zone (HAZ) and the Civic Society Vision, designed to preserve, highlight, support and expand Wakefield's heritage and cultural activity.

Creative Wakefield Framework

The Creative Wakefield Framework provides, for the first time, a joined-up vision developed in collaboration with the district's creative and cultural sector stakeholders. The Framework sets out Creative Wakefield's vision: 'for the district that gives everyone a chance to develop creative skills, through our flagship creative education offer, training and careers programmes or lifelong learning.' In order to realise this vision, the framework also sets out 5 key aims, shown in the figure to the right.

The Framework also sets forth the emerging governance structure for the framework's delivery, enabled initially by the Council but to be led by a multi partnership Creative Wakefield Strategic Group.

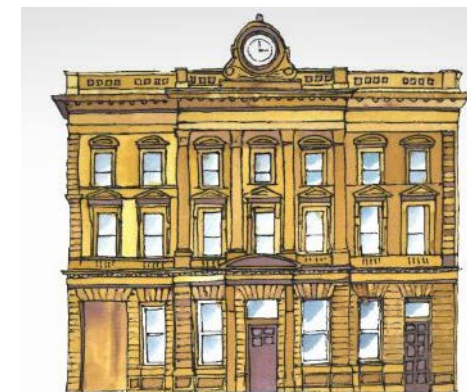
As the central body dedicated to creative delivery, it is envisioned that Creative Wakefield will be the driver behind the creative proposals set out within the city centre masterplan. As part of the masterplan development process, members of Creative Wakefield Network have been engaged and will continue to be consulted with insights and feedback implemented in this document.

Likewise, the emerging Public Art Framework, due to be completed in 2021, will be aligned with the creative proposals set out within the masterplan.

Civic Society Vision for Wakefield and Heritage Action Zone (HAZ)

The Civic Society supports cultural activities within Wakefield as part of a long-standing concern with conservation and heritage. The Society views cultural activities as a significant and inclusive strategy for expanding the city centre's economy.

The Vision of the HAZ is to showcase the Upper Westgate Conservation Area as a centre for creative cultural activity and a distinctive destination which would help to improve Wakefield as a better place for people to live and work in, leading to a better place for people to visit and for businesses to invest. The Upper Westgate Conservation Area will be the centre location for cultural and art activity, led by its local artists and organisations, as well as the city's heritage.



by Angela Burton



by Kath Singer and Nicki Embleton

HAZ proposals seek to regenerate some of the key historic assets of the city centre



Masterplan proposals align with Civic Society's and HAZ vision for the city centre

Heritage, Culture and Placemaking Vision

Wakefield, A Place of Making

A Placemaking Vision creates a powerful and unifying narrative that links heritage, communities and future goals for the entire project team to deliver against.

Wakefield is a city built by makers - from manufacturing to artisan craftsmanship. It is a city proud of its grit, eager to put the work in and create a sustainable ecosystem that celebrates the city's creatives.

Wakefield City Centre will be the magnetic heart of Wakefield District, drawing in and amplifying everything that makes Wakefield unique and quirky – from its creative entrepreneurs to its cultural and non-profit organisations, sculpture, gaming, production and design.

It is a city centre that showcases its creative credentials confidently, shouting loudly about its grassroots arts and culture just as loudly as it does its venerable institutions.

It is a city centre that nurtures and sustains its cultural ecosystem - youth programmes, education, Wakefield's entrepreneurial creatives whilst growing the next generation.

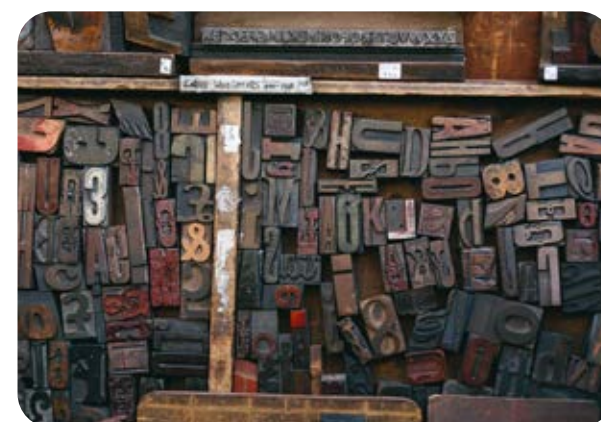
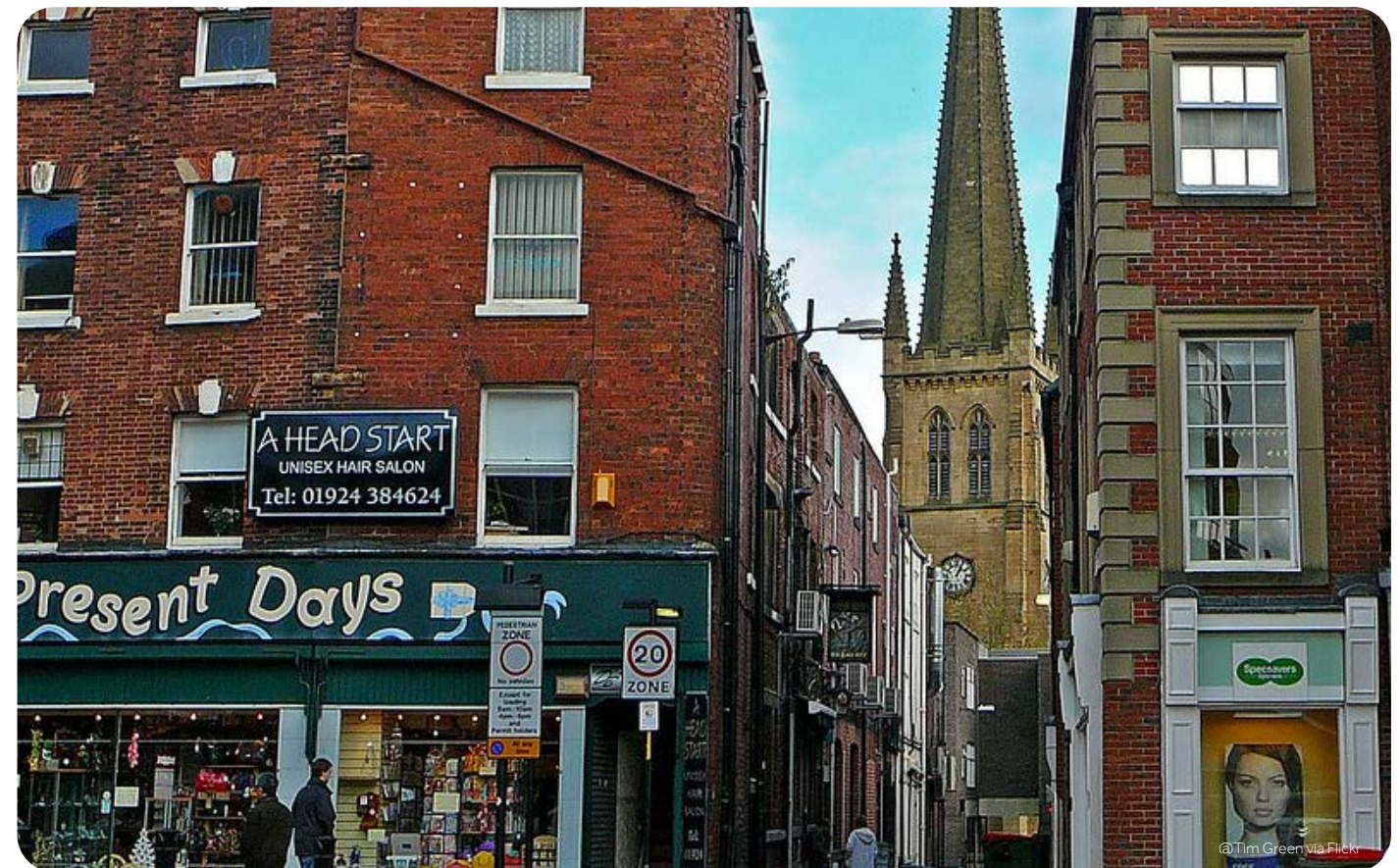
To realise this vision, we must embed a "Creative DNA" into the entire area through the application of elements of planning and development placemaking principles that filter all elements of build, planning and investment to assess their value. This approach uses the arts to influence the design of new buildings and infrastructure; improves the design and vision for public spaces; improves connectivity, wayfinding and signage; and provides an authentic creative city centre.

Creative Workspace Task Force

An audit of the studio and workspace provision for the city, including existing and planned provision, is currently underway, led by Creative Wakefield, to map the local offer and identify gaps in the market which will influence the developing uses for the WX space.

Following this, the creative production spaces should be joined-up as part of an ecosystem - identifying how each space supports creatives at each stage of their career and what 'grow-on' spaces are available for mid-career or established makers.

Better coordination of these spaces through Creative Wakefield would help ensure a more joined up and coherent offer for the city, maximising its ability to attract and grow creative businesses and individuals.



Re-Purposing Historic Sites & Historic Buildings

The masterplan proposes key recommendations that seek to celebrate Wakefield's heritage assets by reactivating them through new uses and linking them into the wider Wakefield tourism and cultural offer. Improved infrastructure can help highlight the architectural features of the city's heritage quarter whilst new facilities will provide new, unique spaces for the city's cultural industries.

Repurposing Historic Sites & Buildings

With abundant and unique historic assets, new developments should always seek to revitalise and enhance the unique character of the buildings and their settings. Projects C1 & C2 in the blueprint diagram (page 51) list some of the key buildings and sites in Wakefield city centre, including the on-going:

Civic Quarter Masterplan

A masterplan regenerating and bringing back into use historic buildings (further information in page 74), including the:

- **Crown Court building** - Delivering 2 performance spaces, a cafe/restaurant and multifunctional workshops at the heart of the Wood Street renaissance providing a new creative hub for the neighbourhood
- **Old Police Station** - The residential proposals focus around the regeneration of the Police Station building, providing a variety of new homes (33 apartments) for Wakefield

Rutland Mills

A creative led mixed use scheme which will repair and re-purpose derelict Grade II Listed mill buildings.



Proposed regeneration of the Old Police Station, along Wood Street, developed by Rushbond. Design by shedkm architects Ltd with Planit IE.

Upper Westgate Heritage Action Zone (HAZ)



Painted by The Davies Family



Painted by Aisha

Regenerating historic buildings, such as the Theatre Royal Wakefield, along with improvement in the public realm

The masterplan seek to support the implementation of the The Upper Westgate Heritage Action Zone (project C3 in Blueprint diagram, page 51). Set up as a four-year partnership between Historic England and Wakefield Council, the initiative aims to enrich the status of the city centre's heritage assets and revive the key buildings to boost tourism and the city's expanding cultural offer. Interventions targeting buildings will offer grants to key projects and minor work projects. These allocations will be based on heritage need, the potential to bring vacant floor space back into economic use and the positive visual impact through the restoration of the buildings and reinstatement of architectural detail will bring to the high street.

Public realm improvements will take place at the entrances to historical yards leading away from the main thoroughfare of Westgate, seeing the refurbishment of entrances with traditional surface materials and introducing lighting. Where the buildings are in disrepair in the streets behind the yards, minor works grants will be available for their repair and restoration.

Highlighting Heritage and Celebrating Culture Through Public Realm

The masterplan proposes the following set of recommendations aiming to create more opportunities for families and young people within the city centre and animate the public realm through creative and imaginative approaches. The projects listed here are by no means prescriptive, they suggest a set of core opportunities to realise the vision that involve the full range of civic, cultural and commercial stakeholders. Further information on each of them is described on Chapter 6, page 72 of this report

Cathedral Square & Bread Street

(Outdoor cultural platform)

The proposal aims to enrich the public realm areas surrounding the Cathedral, creating a public square which can provide space for hosting outdoor events, festivals and other family entertainment. The square will be supported by the removal of units blocking the vista to Wakefield Cathedral on Bread Street and reinstating a historic link with activation of shop fronts and new canopies.

Wood Street Public Realm Improvements

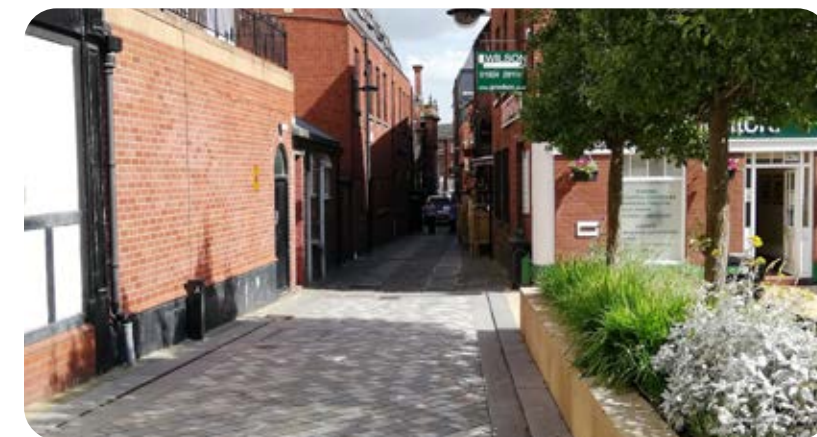
Aligned with proposals within the Movement Blueprint, a pedestrianised southern section of Wood Street (south if Cross Street) and Cross Square would allow for public realm and placemaking improvements, such as widening of the pavement, planting and gardens, lighting and street furniture, creating a people first environment and enhancing user experience. Proposals would connect directly to the regeneration of Bread Street and the Cathedral Square (described above), linking the cultural offer of the Cathedral Precinct with a strengthened Food & Beverage offer along the route. Improvements to the public realm should also link to the Upper Westgate Heritage Action Zone (HAZ) interventions with an opportunity for highlighting and showcasing the strong heritage setting along the street.



Cathedral Precinct with Bread Street artistic impression of a vibrant square



Art interventions promoting a vibrant street scene in York



New spaces and urban greening used to highlight heritage assets in Upper Westgate, Wakefield

Expanding Wakefield's Creative & Cultural Offer

The Heritage & Culture Blueprint aims to strengthen the cultural provision within Wakefield. The following recommendations seek to expand and unify Wakefield's cultural and creative network, redefining the city centre as a focal point for culture and creativity.

Expanding Creative & Cultural Offer

The development of new cultural venues in Wakefield is already underway, building upon an already strong creative community. The list below describes some of the key projects coming forward. Further description of the proposals can be found in Chapter 6 of this document (page 72).

WX - The re-purposing of the existing Market Hall building into a platform to house a new creativity and innovation hub and/or event space.

CAPA - The creation of a 3 storey new build specialist performing arts college free school, set to be finished in 2021

Rutland Mills - Mixed use scheme providing music recording studios, workspaces, an events venue, café/restaurant, hotel and associated public realm.

Connect Wakefield (Cultural Workspace)

Connect Wakefield will be a new cultural hub in the heart of the city centre. This inspirational mixed-use cultural space will be a place for exhibition, performance and production space for Wakefield's creatives. Activation of the ground floor can spill out onto the new outdoor space at Cathedral Square.



Re-purposing the former Market Hall into a creative hub



CAPA - A new performing arts college of Wakefield, design by Race Cottam Associates



A 'Band of Chefs', Rhubarb Festival - celebrating culture throughout the streets of Wakefield

Public Realm Improvements

The strong existing offer of cultural and creative venues, combined with a rich heritage setting, should be reflected in the public realm of the city centre. The following recommendations seek to reflect Wakefield's creative identity into its streets and public spaces, promoting an identifiable and legible built environment. Proposals include:



Cultural Walk

Connected trail of public art - both temporary and permanent - to create a vibrant pedestrian experience that invites exploration of the wider city centre. Can be delivered in partnership with YSP and The Hepworth Wakefield and local artists.

Example: *Eschelon* by Vertigo



Gateway Art Installations

Creating landmark installations - temporary and permanent that signpost the arrival into the city centre and confidently showcases the city's cultural identity.

Example: *Dumbo Art Under the Bridge Festival*



Outdoor Events Space ('Plug & Play' Enabled)

Flexible public realm that supports a variety of activations with power and water access that will enable a range of temporary 'pop-up' style events, festivals, food markets, installations, stages and performances.

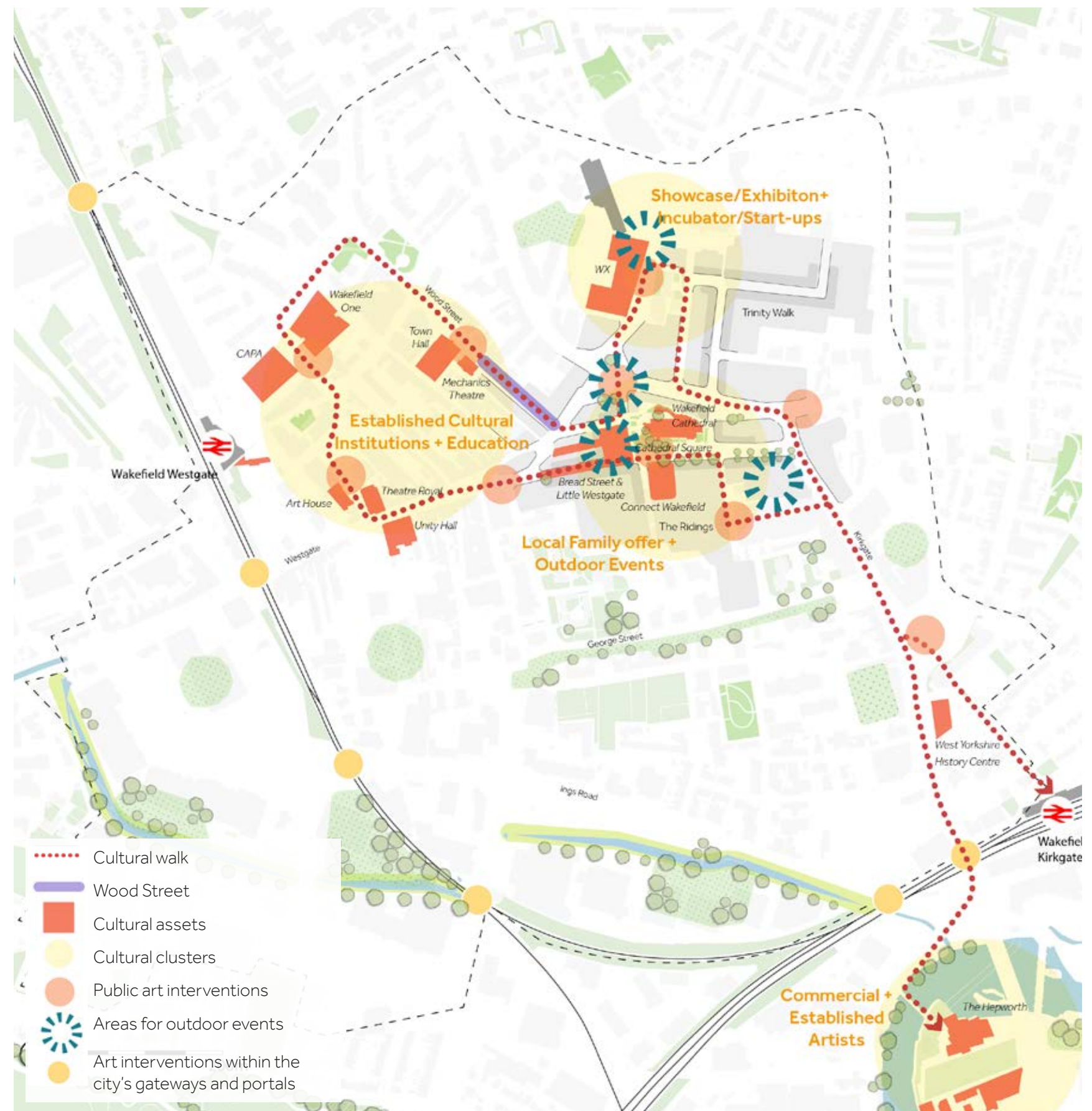
Example: *Greenwich+Docklands International Festival*



Public Realm Uplift

Re-imagine the lighting, furniture, signage, pavement, landscape as unique sculptural objects that celebrate the city's cultural identity and complement the city centre's heritage assets.

Example: *St James's Market Pipe, Tie and Shirt Benches* by Studio Swine



Further Opportunities for Activating Places

Public Realm Toolkit Opportunity

Inspire resident and visitor exploration of the city centre with imaginative public art and design installations and a year-round programme of events.

Turn each public realm investment into an opportunity to commission bespoke objects and designs from artists and makers. Re-imagine the lighting, furniture, signage, pavement, landscape as unique sculptural objects that uplift the city centre's aesthetics whilst messaging Wakefield as a confident, cultural city to visitors.

Plug & Play Enabled Activation Opportunity

The forthcoming Public Art Framework will set an overall framework for delivery to guide developers and third parties to adhere to a coherent vision and strategy for public art within the city centre.

Create a 'future-proofed' public realm that will support a variety of activations over the years. Well planned access points for power and water and consideration for load-bearing points will enable a range of temporary 'pop-up' style events, festivals, food markets, installations, stages and performances.

Uplift of the town centre's digital infrastructure will support programmable lighting and structures with built-in sound systems and create immersive experiences for audiences of all ages.

Activating Vacant Units

Linked into the Creative Workspace Task Force is the opportunity to build on and expand the city centre's successful attempts to reinvigorate vacant shopfronts and commercial units with independent and/or cultural occupiers on affordable rents with flexible lease terms to support the growth of Wakefield's independent retailers and food and beverage.

Utilise a striking creative brand so that all investors and delivery partners become part of a 'club' and the project can gain increased marketing and PR attention.

Build on the existing vacant space register, create a centralised database that identifies space for creative occupation as well as a digital platform via app or web that enables entrepreneurs to search, view and rent these spaces within a single system.

Public Realm Toolkit Precedents



Self & Other (for Albert Embankment) by Random International



City Blocks by Astrain Studio

Plug & Play Enabled Activation Precedents



Greenwich Docklands International Festival

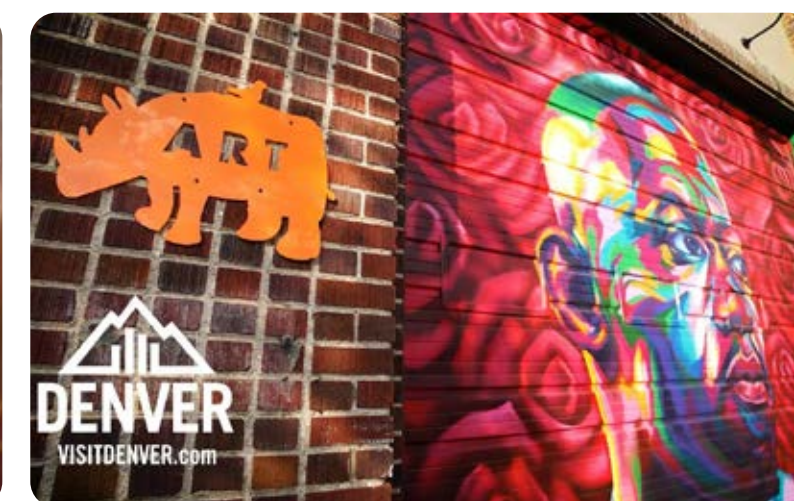


Eschelon by Vertigo

Activating Vacant Units Precedents



Seekd - Pop-up marketplace for independent and ethically sourced fashion and jewellery



RiNo Arts District - branded arts district, supporting a local place identity and establishing a cultural destination



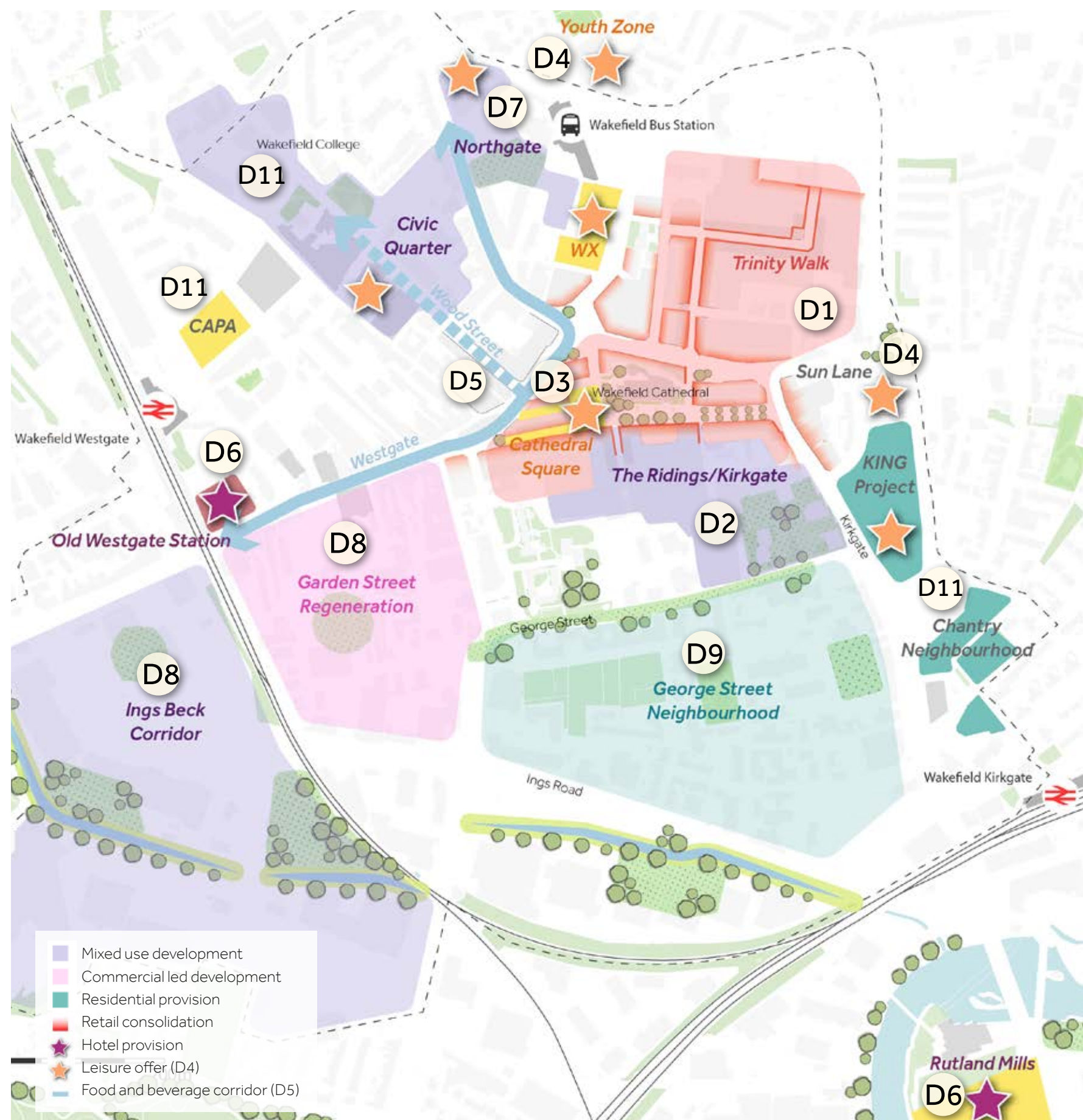
ADAPTABLE

Blueprint

- Against a background of accelerating change Wakefield city centre has demonstrated the pressing need to reconsider its role. It should not be a specialised mono-functional retail core, but rather a multi-functional place of cultural, social and economic exchange, a place where live, work, create, and experience are mixed and easily accessed.
- Many aspects need to be considered to drive change in the city centre and no cookie-cutter approach will work. It needs to consider all of the forces, from planning to implementation and active management, from the physical to the intangible, while using technology itself to help to resolve the challenges that it has brought. These challenges are still evolving, so the masterplan is allowing for flexibility and adaptability.

A Flexible Blueprint for an Adaptable City Centre

- D1. 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.
- D2. The Ridings/Kirkgate** - Review the role of the Ridings as part of the consolidation of the retail core providing the opportunity for a phased regeneration.
- D3. Cathedral Square** - New flexible multi use space for events, street performance, markets, entertainment, etc.
- D4. 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.
- D5. 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.
- D6. Commercial Offer and Hotels** - new provision to be delivered as part of future schemes - including Rutland Mills and Old Westgate Station - and refurbishment of existing buildings.
- D7. 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.
- D8. 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.
- D9. George Street Neighbourhood** - Improve key sites along George Street and Kirkgate and provide additional residential offer and create a green leafy neighbourhood gateway.
- D10. KING Project and Chantry Neighbourhood** - New housing on the Chantry House site and KING Project with a provision of green space and some active frontages.
- D11. Education** - Expanding the educational offer within the city centre, working alongside the existing opportunities at Wakefield College, Backstage Academy and CAPA.



Adaptable Blueprint Objectives

The projects identified in the previous page as part of the Adaptable Blueprint aim to define the direction of development in the city centre over the next years. They set up the basis for a flexible masterplan, which will guide future developments over time, orienting ongoing decisions that optimise change, while building incrementally towards a greater and grander vision.

There are largely **5 land use groups** in which each of the projects belong: **retail (food & beverage); leisure and hospitality; workspace; education; and residential**. In addition to the blueprint the masterplan further makes recommendations on the spatial organisation across the city centre and planning for future areas of change by clustering or dispersing different land use groups.

In this way, the masterplan promotes a process for how to plan for an adaptable change, rather than determining a strict set of guidelines. Each of the specific areas of change in the future will need to be looked at as a site specific masterplan, aligned with the guidances as set up in this document.

Some of the projects identified as part of this blueprint are further explained in chapter 6, page 72.

CONSOLIDATING RETAIL AROUND THE CITY CENTRE CORE

Allowing for a stronger offer, identity, and retail experience. Focus on activating historic streets around the Cathedral.



INCREASING RESIDENTIAL PROVISION WITHIN THE CITY CENTRE

To promote city living, improve the city centres vibrancy and localised footfall.



CREATE STRONG FOOD & BEVERAGE DESTINATIONS WITH IMPROVEMENT OF LEISURE OPPORTUNITIES AND EXPANSION OF HOSPITALITY

Opportunity to create destination places for a rich offer of food and beverage permanent and semi-permanent places. Embrace the trend of introducing food markets, independent local restaurants and bars and organise events to draw new visitors and enable a more vibrant night time economy.

Opportunity to provide a greater family and youth orientated leisure offer within the city centre. Opportunity to boost cultural tourism sectors through establishing hotels near the city centre.

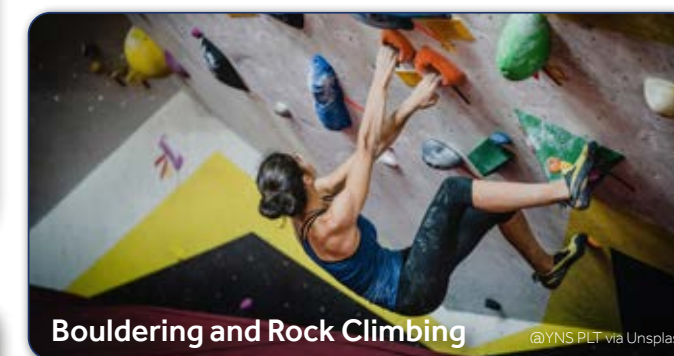


IMPROVING FACILITIES FOR LOCAL EDUCATIONAL INSTITUTIONS

Expand student offer across the city centre, including the provision of new student housing accommodation and leisure activities.

OPTIMISATION OF WORKSPACE PROVISION

Future office provision delivered through re-purposing and refurbishment of existing stock and new mixed-use developments. Opportunity for small/medium units and co working space in the city centre.



Retail Consolidation around City Centre Core

Even before the Covid-19 crisis, the retail sector faced a challenging environment as online sales increase their market share at pace and costs rise. Due to current market conditions, expansion is mostly off the table for many retailers as they look to streamline their outgoings and minimise losses during the Covid-19 pandemic.

Our market analysis report concluded that the city centre performs its intended sub-regional role with strong market share performance from its own catchment and inflows from surrounding areas both within and outside the district. The masterplan emphasises the need to consolidate, maintain and revive the shopping centres, with a focus on **experiential shopping** and more **independent retailers**, which will provide a **strengthened offer and attractiveness** to the city centre. Key proposals include:

- **Consolidating the retail offer** around the city core to allow for a stronger offer, identity, and retail experience.
- Focus on **activating historic streets** around the Cathedral and strengthening of the Trinity Walk and The Ridings link as a core north-south retail route.
- Potential for **re-purposing vacant units** for small independent retailers, meanwhile use, flexible workspace and cultural and educational promotion.
- Improving tired shop fronts and public realm to **create attractive spaces** with greater quality.
- Potential for **redevelopment of The Ridings** to further consolidate and strengthen the retail core, including experiential retail, leisure activities, open area for events, green space, and city centre living.

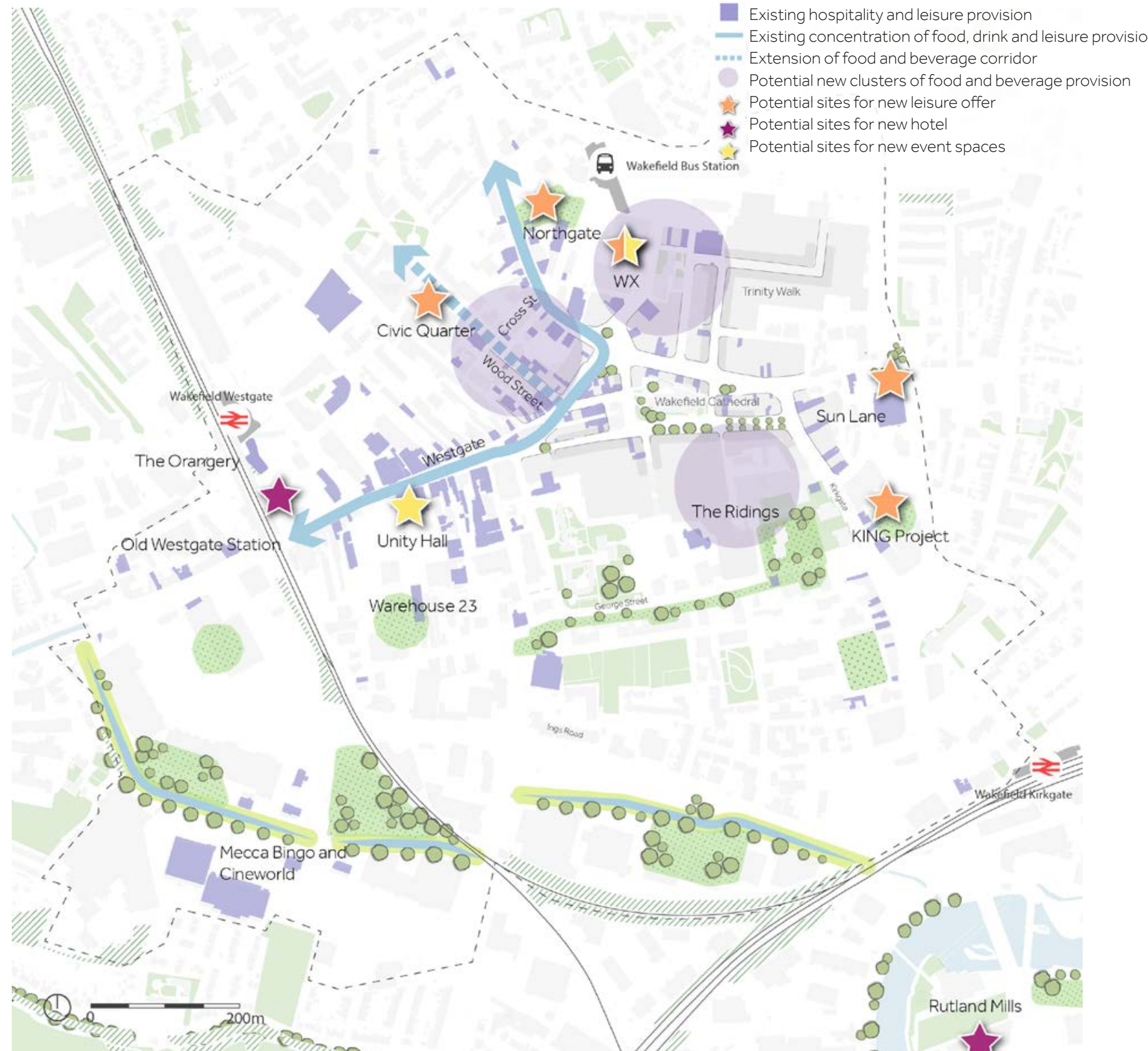


Creating Food & Beverage Destinations, Improving Leisure Opportunities

In addition to retail consolidation, the development of a multi-faceted, mixed-use and inclusive city centre, with a focus on an experiential offer should be the next step in the creation of **an adaptable and thriving city centre**. Improving family and youth leisure offer within the city centre integrating it into mixed-use development opportunity sites, create a youth club, a bowling alley, and a skating park are some of the potential uses identified.

The promotion and extension of the food and beverage offer, with the tendency to create identifiable clusters on a couple of locations as well as extending opening hours will also increase the footfall, help the night-time economy and attract new visitors. The hospitality offer should also be taken in consideration to serve the commercial and the creative sector.

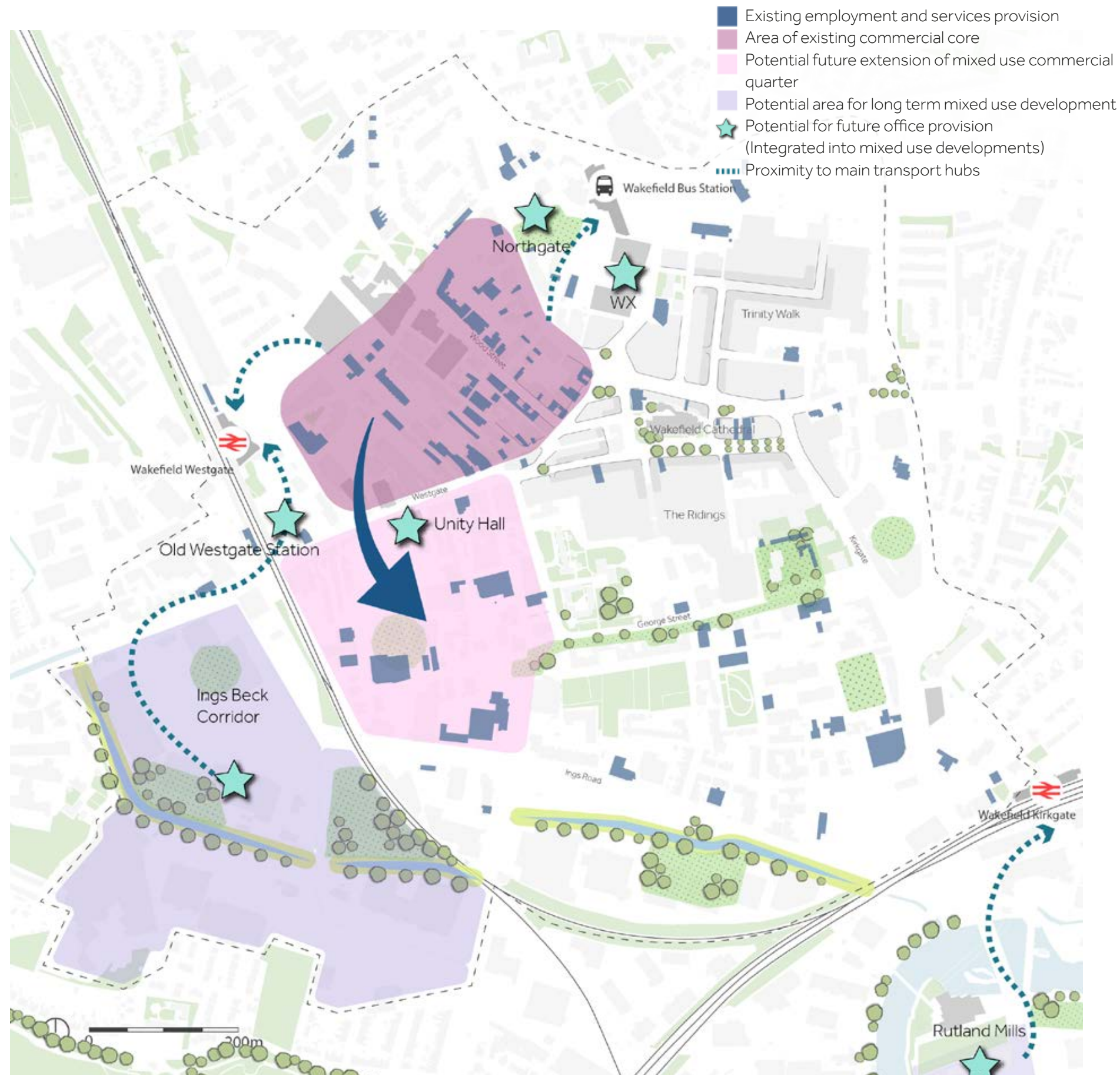
- **Create food and beverage destinations** along the southern section of Wood Street and Cross Square - new pedestrianised area.
- **Improvements on pedestrian priority** on Wood Street and Northgate to create a stronger user experience allowing for indoor / outdoor use of bars and restaurants.
- **Potential new clusters** of food and beverage provision along with WX and The Ridings developments.
- Potential to **expand existing indoor leisure provision** closer to the city centre. Sites might include WX, Unity Hall, The Ridings, KING Project and Northgate.
- Re-purposing buildings within the city centre for new indoor leisure offers instead of new builds should be encouraged.
- Opportunity for **new hotel provision and commercial event space** on Old Westgate Station and Rutland Mills.
- **Improve the youth offer** within the city centre, exploring the already existing and growing gaming industry and digital skills - Team 17.
- Opportunity to **integrate VR technologies** within existing leisure opportunities - in particular in the creative industry.



Optimising the Workspace Provision in the City Centre

The office need assessment carried out in the Market Analysis included a consideration of a range of models to establish requirements over GVAs study period, their findings identified a need for between 60,390 – 142,030 sqm of office space with demand concentrated primarily within Wakefield city centre.

- Allow for a **wider range of workspace typologies** and reuse of vacant units. Promote accessibility to offices from public transport hubs or by foot. Encourage flexible and incubator space for creative industries making a better use of retail voids and upper floors.
- **Re-purposing and refurbishment** of existing stock and new mixed-use developments. Market appraisal indicates no demand for large scale office blocks.
- Opportunity for **small/medium units and co working space** in the city centre to improve mixed use offer.
- Smaller units to be used as **incubator spaces** for SMEs and creative industry in locations where vacant units can be re-purposed.
- New office provision should not be realised in the form of business parks but through a **unique, accessible, and affordable** offer to bring a variety of **typologies and sizes**.
- Ensure that SME business owners are supported to explore how they might embed new technologies into their businesses to deliver enhanced productivity and growth.



Increase Residential Provision in the City Centre

As pointed out earlier as one of the key drivers for change, evidence shows that more people **living and working in the centre of a city** brings all kinds of benefits. It increases day-time footfall and in the evening, it promotes a vibrant food and drink offer. It can also **reduce stress over highways and public transport networks**, contributing to reduction in carbon emissions. In comparison, city centres with a focus on retail tend to suffer. The following proposals aim to steer development looking for a **balance between different land uses**.

- Potential to **expand on the existing residential provision** in the city centre and promote city living.
- **Integrating homes within the urban context** and creating communities that will improve the city centre's vibrancy and localised footfall throughout the day.
- Looking at **short-term and long-term redevelopment sites** for future residential provision and forming new residential neighbourhoods by redevelopment or re-purposing of existing buildings.
- Opportunities to include sites for **residential or mixed-use development, redevelopment and infill sites** and **larger regeneration areas**.
- Bigger opportunity sites to include **comprehensive wider area masterplanning** before redevelopment occurs.

Projects identified on the map are further explained in the following chapter 6 - Development Opportunities in this document.



Improving Facilities for Local Educational Institutions and Expanding the Offer for Young People

As identified in the district's economic strategy, there is a need for a transformed offer in higher level skills provision and support for business innovation and enterprise being delivered via the Advanced Skills and Innovation Centre and Leeds Beckett backed University Centre at Wakefield College. There is also a need to support creative skills development for local young people and for those looking to reskill or move into the creative industries. An educational offer within the city centre, working alongside the existing opportunities at Wakefield College, Backstage Academy and CAPA, will expand the opportunities available to young people looking for post-16 and further education.

Wakefield College offers a range of higher education level programmes which are validated by partner universities. The portfolio of higher education qualifications is designed to meet the needs of employers and includes disciplines in Engineering, Public Services and Leadership and Management.

CAPA College provides full time Arts training and education for students aged 16-19 and educates the next generation of performers, creatives, designers and technicians. They are soon to be moved into the permanent building, currently under construction in Westgate.

Backstage Academy at the Production Park provides unique training for the live events industry with industry links and access to production facilities for teaching and learning and they are looking to expand their educational offer. It currently offers backstage training, specialising in degree courses, short courses and bespoke training programmes for young students, established professionals and community groups. Regardless of the out of city location, the Production Park students live in Wakefield. This emphasises the need for the city to provide a high-quality student accommodation, preferably in the city centre and close to Westgate Station.

A skills gap analysis is already underway, led by the Council and funded by the DCMS Cultural development funding, to audit the creative skill gap for the district and existing creative skills training programmes available. The findings of this study will inform the developing 'Creative Skills Pathway' programme, opening up access and opportunities to young people and those looking to re-skill.

In the long term, under-utilised or vacant spaces within the city centre could be adaptively reused (in the case of heritage buildings) or redeveloped into a new creative skills training facility that works in partnerships with local cultural organisations to help Wakefield train and retain local creative talent.

In the interim, these spaces can be opened up as student workshops and studios or black box performance spaces that are managed by the existing higher education providers. These spaces will give young people and local creatives new platforms for creating and engaging with local people.



The masterplan is also encouraging the following strategies:

- **Skills for the future** - Improve the skills of the existing and future workforce, to be a District where learning is innovative, technologically advanced and narrows the skills gap to develop a highly skilled workforce, joining skills to future business needs.
- **Local system for local needs** - Ensure education and training provision meets the needs of local residents and businesses, by partners working together to create an education and skills system that provides local solutions to local challenges.
- **Access to employment and skills for all** - Provide an inclusive jobs market for residents to find and sustain well-paid employment, by ensuring access to learning is available for all levels and to all ages with increased participation from hard to reach/disadvantaged communities.
- **Lifelong Careers and Progression** - Promote all-age career and progression opportunities, enabling an ethos of quality that underpins the provision of continuous lifelong learning opportunities for all residents within the district.



Integrating into the Digital World

A strong and coherent digital infrastructure strategy - delivering necessary infrastructure and online services - will be fundamental for a successful implementation of the proposed strategies within this masterplan. Digital advances are driving productivity, competitiveness and growth. It presents major opportunities for digital and technology focused businesses in their own right, but also in enabling change, innovation and improved performance across businesses of all sizes and sectors, including the public sector and those typically with low pay. The covid 19 crisis has shown us just how important digital infrastructure is for **facilitating remote working** and therefore significantly **decreasing travel** which positively impacts the environment. Increasing connectivity also helps get more people involved in society.

The roll out of digital infrastructure has meant that Wakefield is exceptionally well served, with 96% of the district having super-fast coverage and further investment coming through private-led investments and via Superfast West Yorkshire. This will **support greater productivity and economic benefits**, especially to sectors including creative industries and tourism, and help to reduce inequalities throughout the region and nationwide. Good quality broadband and mobile coverage has become a **modern necessity**, both at home and work. Wider potential impacts are in areas such as remote **healthcare, education, travel and transport, and well-being**.

Applications are a significant part of the technology-driven world we live in and can enhance a person's life, enjoyment and productivity. Apps are also regularly used by companies both large and small to **streamline production and increase ease of work**. Apps used within Wakefield could **enhance visitor experience and people's involvement within the community**. Additional work in developing a strategy for delivery on this should be carried out in order to provide a cohesive plan which sits alongside the masterplan vision.

How digital infrastructure can be delivered throughout the masterplan:

- **Digital hub** for outreaching public services or supporting local businesses.
- **Digital placemaking strategy** for coherence in council supported material.
- **Free Wifi** in key parts of the city.
- **Digital VR interactive app** through the city.

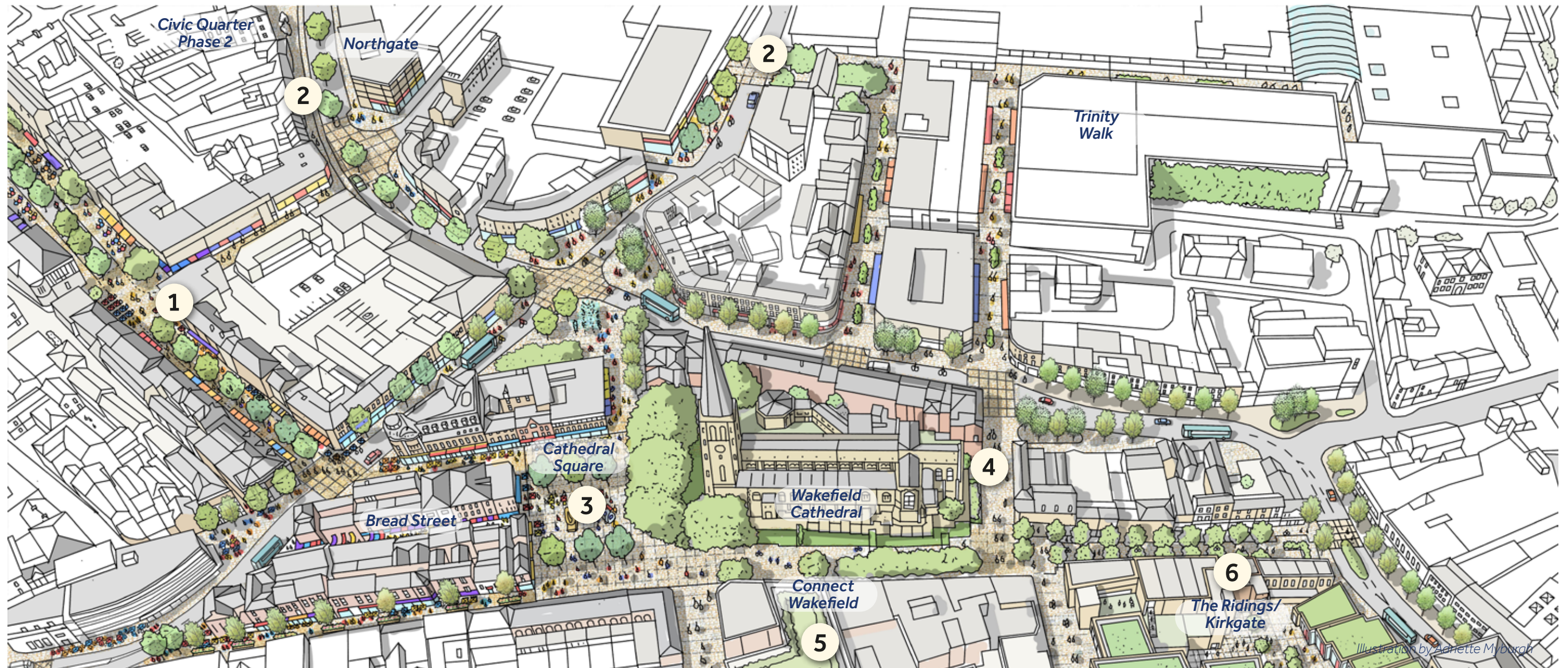


*Celebrating heritage - Merchant Gate development
creating new spaces and links through the city centre*



5.2 Cathedral Quarter Blueprint Summary

This page zooms in on the Cathedral Quarter showing how the overlaid blueprints could create a vibrant, connected place. Improvements 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.














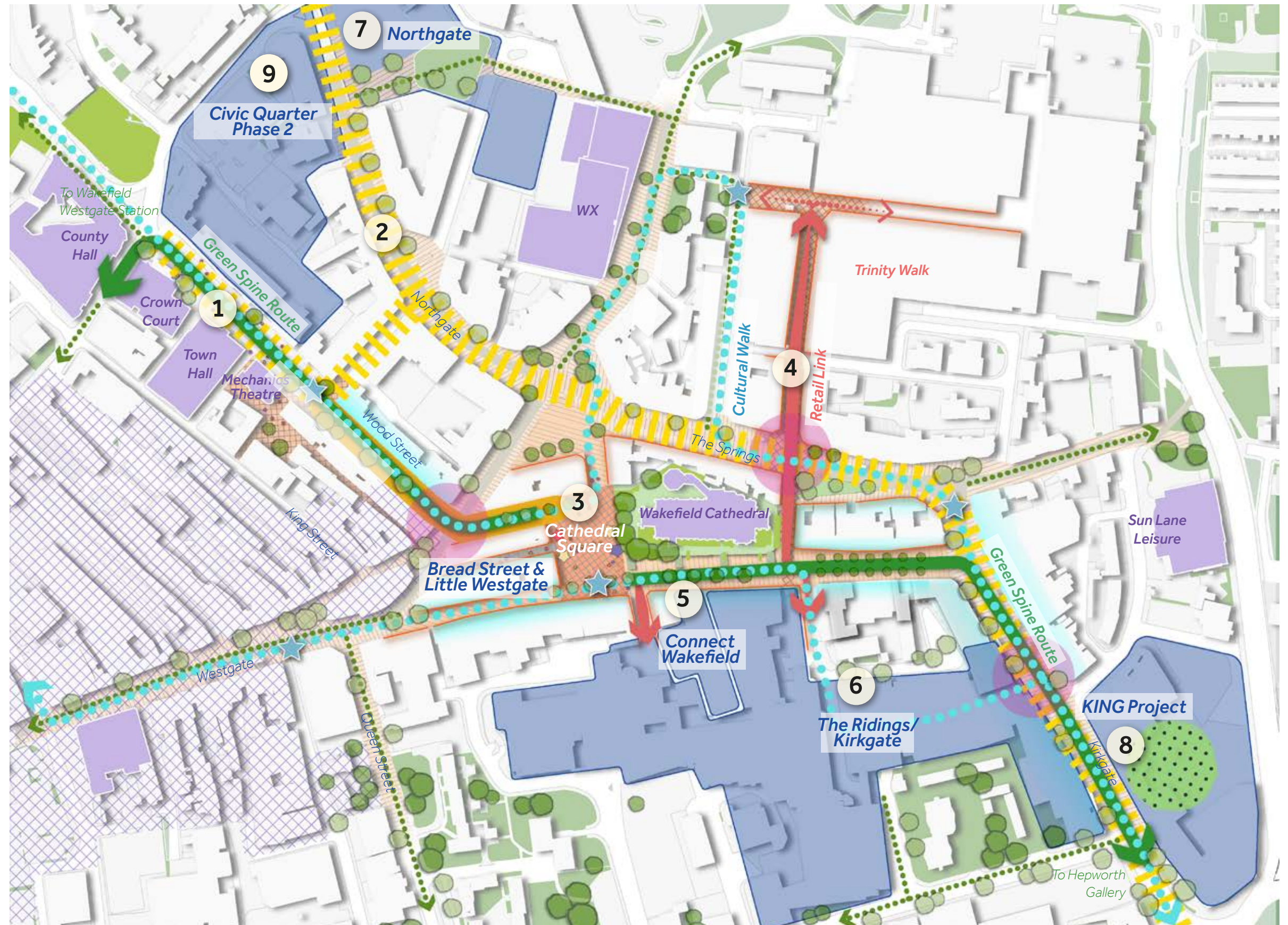
- 1 Creating a **'Green Spine'** route from Wakefield Westgate to The Hepworth Gallery, with increased pedestrian priority, urban greening, clear wayfinding and public art. This includes pedestrianisation of southern section of Wood Street and Cross Square.
- 2 Modal filters promoting **low-traffic routes** through the city centre, **enhancing the walking and cycling experience** and allowing for increased street planting and sustainable urban drainage infrastructure.
- 3 Cathedral Square & Bread Street – **the civic heart of Wakefield** - enlarge and open up the space for events, flexible meanwhile use and temporary events. Activation of existing shop fronts with reinstating Bread Street historic link and a new canopy.
- 4 Strengthening the main retail link between the Ridings, Trinity Walk and beyond to George Street with **improved public realm**, consistent materials and legibility.
- 5 Connect Wakefield- Re-purposing of bigger retail units into **culture and leisure uses** to attract family and youth, as well as opportunity to showcase the city's history and creative offer.
- 6 Review the role of the Ridings as part of the consolidation of the retail core providing the opportunity for a **phased regeneration**.

5.2 Cathedral Quarter Blueprint Summary

Key proposals and development opportunities within the Cathedral Quarter include:

- 1 'Green Spine' route
- 2 Low-traffic routes.
- 3 Cathedral Square
- 4 Strengthening the main retail link.
- 5 Connect Wakefield
- 6 The Ridings/Kirkgate
- 7 Northgate and Borough Road
- 8 KING Project
- 9 Civic Quarter Phase 2

-  Primary Retail Link
-  Green Spine Route
-  Pedestrianised Routes
-  Pedestrian Friendly Streets
-  Key Pedestrian Links
-  Cultural Walk
-  Public art interventions
-  Key Crossings
-  Key Buildings
-  Committed & Identified Development Sites
-  Shop Frontage improvement
-  Upper Westgate Heritage Action Zone
-  Public Realm Improvements



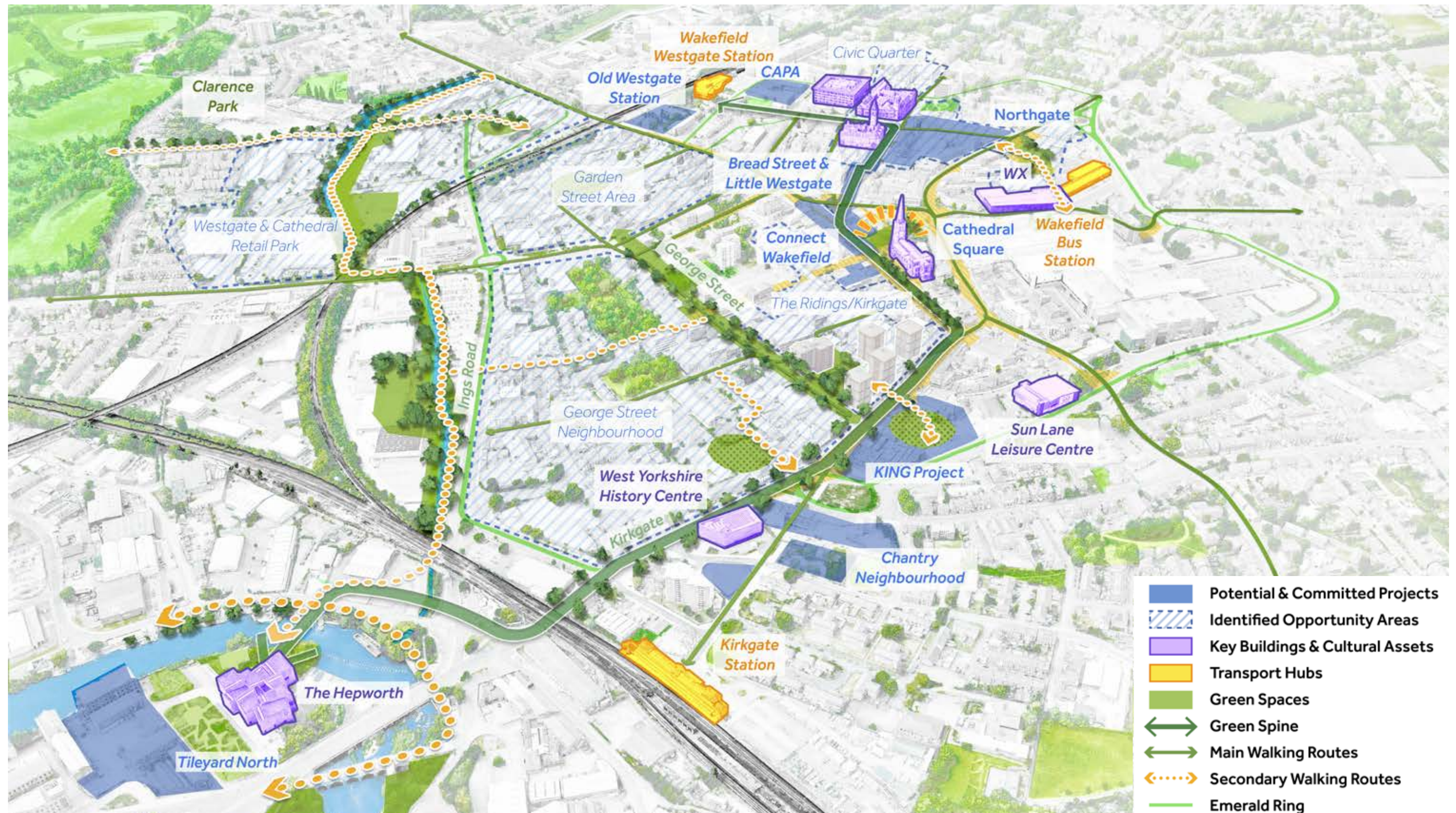
Chapter 6

DEVELOPMENT OPPORTUNITIES



6.1 Committed Projects and Identified Opportunity Areas

The committed projects and identified opportunities for the city centre are a continuation of the projects delivered to date (see page 11) with a focus on the areas south from the Cathedral. All new developments should work as proposed in the masterplan blueprints towards enhancing the green and blue infrastructure, improving the movement network and legibility of walking routes, celebrating the heritage and cultural assets and enabling an adaptable city. This masterplan creates an opportunity for up to **1,500 new trees**, a sustainable urban drainage network, **2.7 miles of cycling facilities**, new **green-blue corridors** along Ings Beck and the Calder, overall enhancement of biodiversity corridors, and **new pocket parks accessible for all** along every new development.



6.2 How Wakefield is Changing - Towns Fund and Other Committed Projects

Wakefield is changing. Over the past decade, the council has invested £385 million towards the transformative regeneration of the city core. Delivery via a range of models and special purpose vehicles, including public and private-led and Joint Venture arrangements, has been pivotal to ensure the viability of the schemes. Some of the key projects already delivered are highlighted in the Setting the Scene chapter.

The masterplan identifies key areas where future interventions and land use change will drive spatial transformation in line with the vision for the city centre.

The following list of projects highlight some of the development opportunities being sought by the council and are aligned and supported by multiple funding streams. In 2021, WDMC has successfully secured £24.9M in funding from the Ministry of Housing, Communities and Local Government Towns Fund to improve transport, regeneration, digital infrastructure, connectivity, skills and culture.

The council has also recently applied to the Levelling Up Fund, seeking to secure additional funding to support cultural projects in the city including the Connect Wakefield and Tileyard North Phase 2.

- **WX**

(Ongoing- Cultural Development Fund Programme DCMS grant)

WX will provide a vibrant ecosystem of creative spaces for both local residents and businesses through the re-purposing of the former market hall site. This will allow for:

- Creative and digital businesses to establish and grow in incubation space.
- Appropriate flexible space where local communities can access a diverse and inspiring programme of events and activities.
- The development to provide a pipeline of growing creative businesses to other developments.

- **Capa**

(Under Construction - Expected in Summer 2022)

New building for the Yorkshire's prestigious Creative and Performing Arts College in Westgate to provide permanent location for full- time Arts training and education for students aged 16- 19. The College aims to inspire, train and educate the next generation of performers, creatives, designers and technicians.

- **Civic Quarter Phase 2**

(Ongoing)

New homes and community spaces in Wakefield's Civic Quarter to be developed by Yorkshire-based developer Rushbond. The development is to be locally distinctive, reflecting Wakefield's heritage and architecture, bringing heritage buildings back to life. It will:

- Support healthy living through a true '15-minute neighbourhood', with new streets enabling people to access shops, services and the station easily on foot and by bike.
- Respond to the climate emergency through sustainable, carbon-limiting design and green spaces.
- Harness Wakefield's creativity, involving local creative talent in the development of the scheme, particularly through the proposed community space at the former Crown Court building.

- **Bread Street and Little Westgate**

(Towns Fund)

Bread Street and Little Westgate are two key pedestrian links between the Civic and Cathedral Quarters. Historically home to independent retailers, those uses are in decline due to a combination of a poor environment, macro-market conditions and both roads being severed at the Cathedral end by now vacant and underused 60's retail units. The project would support the removal of detractor retail units blocking the vista to Wakefield Cathedral and promote the enhancement of the area by bringing redundant and underused premises back into functional use with options for various future potential uses and occupiers.



Former Market Hall to undergo refurbishment and become the creative WX



Illustrative visualisation of the future CAPA college, design by Race Cottam Associates



Proposed Civic Quarter masterplan, a mix of new builds and the refurbishment of key heritage buildings, design by Shedkm

6.2 How Wakefield is Changing - Towns Fund and Other Committed Projects

- **KING Project**

(Towns Fund)

Lower Kirkgate is the South East city centre gateway and key route between The Hepworth and the city core. It is currently a major visual blight from the ring road and rail users from Kirkgate Station. The project will complete land assembly underway by private treaty negotiations with individual landowners. Following demolition of the majority of the buildings (leaving only The Harewood Arms) the project will deliver up to 111 housing units with associated parking and public realm. The council is also exploring options to retain the historic significance of the ABC cinema, with potential for some conversion or retained façade, either of the existing building or reference to it as part of any new development.

- **Kirkgate Phase 2 & All Saints Yard**

(Towns Fund)

Options for overall site proposals will be explored and include full public consultation. The potential project will include elements of the Kirkgate Phase II / All Saints Yard Towns Fund proposals, providing the opportunity for a phased regeneration of the Ridings Shopping Centre. All Saints Yard and the Kirkgate Frontage of the Ridings Shopping centre comprise vacant, under-used and poor-quality public realm landholdings around social housing blocks in the ownership of WDH. The site also includes a 300-space redundant car park and circa 50,000 sqft of part-vacant surplus retail space. WMDC along with New River Retail and Wakefield District Housing are developing a long-term transformational project, which will:

- Reduce the amount of retail space in the Ridings Shopping Centre by 30% through demolition and re-purposing of accommodation to leisure uses.
- Demolish the surplus car park and garages in WDH ownership.
- Develop a new 112-unit residential scheme and refurbish the existing 120-unit social housing development.
- Transform the public realm through new outdoor seating, community area and outdoor specialist markets.

- **Old Westgate Station**

(Towns Fund)

Old Westgate Station ceased operations in 2013 when the new adjacent Westgate Station was completed. WMDC has agreed terms to acquire the site from NWR to bring forward a mixed use commercial and hotel scheme with a private sector development partner. The completed scheme will provide circa 8,000 sq m of office accommodation and a 120 bed hotel.

- **Tileyard North Phase 2**

(Ongoing - Levelling Up Fund)

This scheme will finalise the Waterfront Wakefield regeneration plan and complete Tileyard North: an innovative and vibrant destination for creative and collaborative partnerships across the music, film, TV, design and new media sectors. It will mirror the successes of its sister Tileyard development in London and build on new creative hubs in the region (Channel 4, BBC News, Backstage Innovation Centre). Expanding the Tileyard brand and offer to Wakefield will help close the gap between the north and south creative industries.

- **Connect Wakefield**

(Levelling Up Fund)

A proposal for a new museum and gallery for Wakefield to connect people to their heritage and history, through education and learning and connect our communities through co-production and shared experiences, ensuring that 'creativity is everywhere, and for everyone'. The derelict former BHS building in the heart of the city centre, in a Conservation Area located opposite the Cathedral, is to be converted into Connect Wakefield, including a Tourist Information Point (TIP) and an iconic rooftop terrace café.



Tileyard North Phase 2 - completing Wakefield's waterfront regeneration



Illustrative visualisation of a potential new canopy for Bread Street



Illustrative visualisation of Connect Wakefield proposal

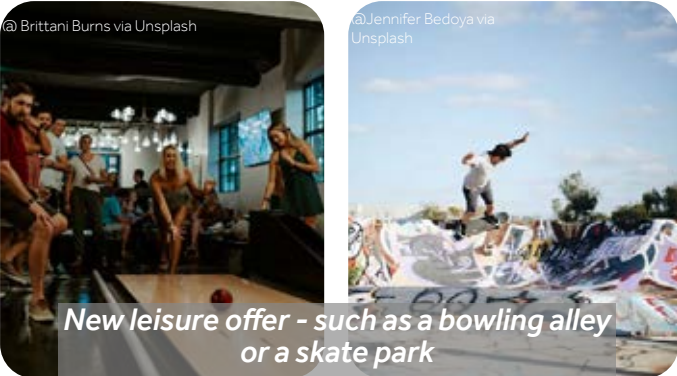
6.3 Identified Opportunity Areas

Wakefield city centre masterplan identifies which are the next areas to evolve in the city over the next 20 years.



Northgate and Borough Road

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. Consolidate the car parking with a cycle hub, an active ground floor use, and new leisure offer. Opportunity for additional residential development with the potential for a commercial building as a gateway to the north of the site.



George Street Neighbourhood

George Street to become a pleasant and attractive street for pedestrians and cyclists through a phased development of a series of key neglected sites building up to an accessible and green, new residential neighbourhood along the street. Opportunity to provide a continuous revitalised 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.



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.



The Ridings/ Kirkgate

Options for overall site proposals will be explored and include full public consultation. The potential project will include elements of the Kirkgate Phase II / All Saints Yard Towns Fund proposals, providing the opportunity for a phased regeneration of the Ridings Shopping Centre. The scheme could create much needed green space in the city centre, establishing a new destination with space for events, informal recreation and leisure opportunities.





DRAFT

Cross Square overlooking Wakefield Cathedral

Chapter 7

URBAN DESIGN GUIDANCE

The following design guidance is a set of recommendations to provide direction for the physical development the city centre. The chapter aims to ensure future projects are aligned and coherent with the vision for Wakefield.

The guidelines build upon existing guidance and local/national policies. The chapter is divided into two parts:

- The character areas describe the key characteristics and overall ambition of specific parts of the city centre; and
- The guiding principles are a toolbox for steering transformations within the built environment – ensuring existing and emerging communities are placed at the centre of every development.

7.1 Character Areas and Key Interventions

Wakefield city centre has a distinctive local vernacular, representing much of the surviving, medieval street pattern and historic urban grain. The following character areas were identified based on the predominant characteristics and land use. The following pages describe some of the key priorities for specific zones. The character areas are not self-contained entities but are interconnected to each other to form the overall vision for the masterplan.

Civic Quarter

With a high density of cultural, institutional and education facilities, the Civic Quarter has the potential for bringing vibrancy into the streets of Wakefield. The area has seen substantial steady change with the regeneration of Wakefield College and creation of the Jubilee Gardens, Coronation Gardens and War Memorial.

Westgate Gateway

Westgate Gateway is the city's commercial core with the new Merchant Gate development, it houses most of the new office space but also contains some of the city's most valuable cultural assets including the Art House, Theatre Royal and Wakefield One. Most of the remaining historic street layouts are also situated within Westgate Gateway. The masterplan aims for a programme of continued restoration and better access and interpretation, to promote Wakefield's heritage.

City Centre

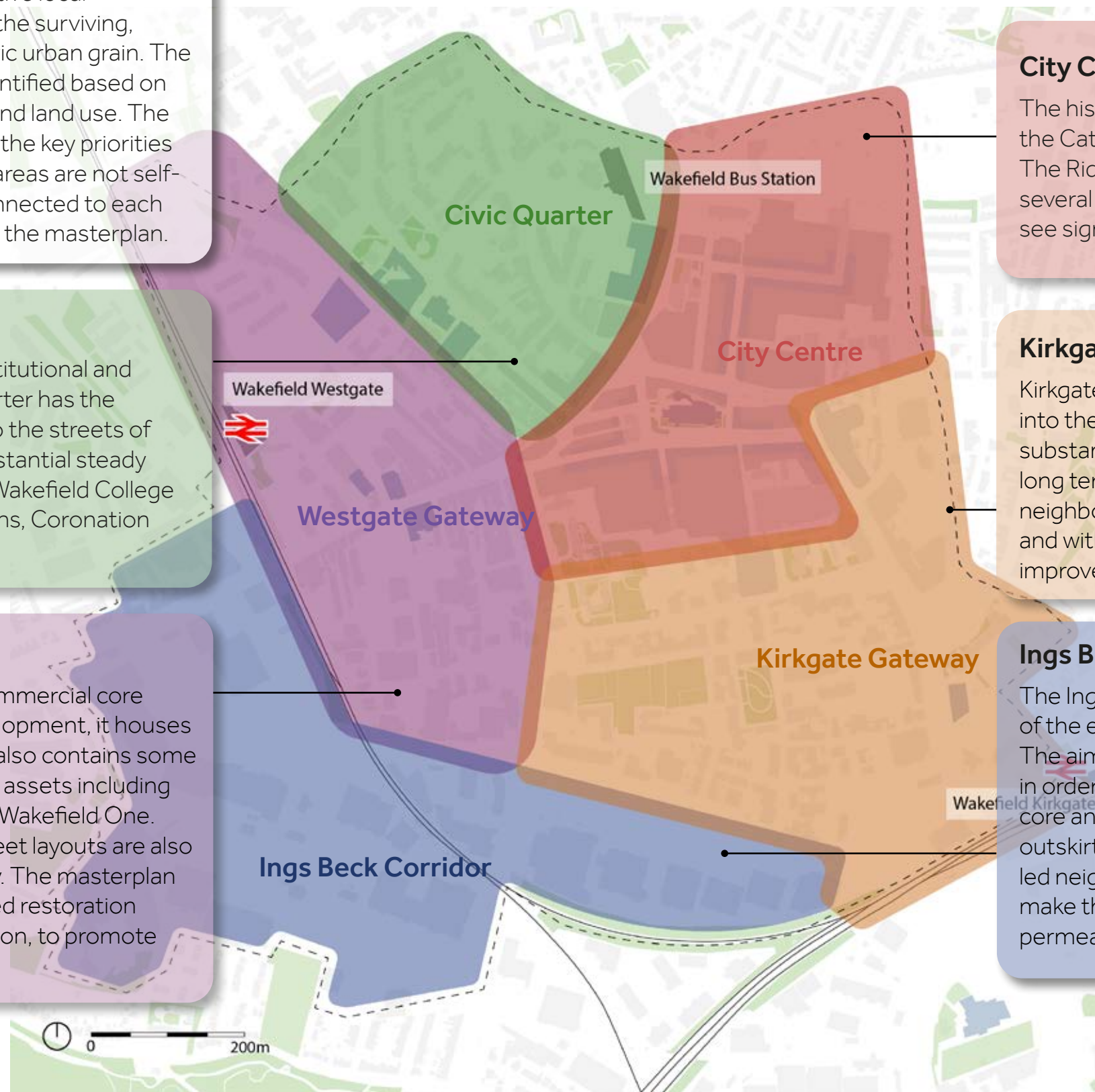
The historical core of Wakefield is characterised by the Cathedral precinct and core retail area around The Ridings and the Trinity Walk. Focused on by several funding applications, the area is expected to see significant changes over the coming years.

Kirkgate Gateway

Kirkgate is both prominent and a main gateway into the city centre. The area is planned to undergo substantial change in both the short term and long term - creating a green leafy residential neighbourhood within the south east of the city, and with the potential for major public realm improvement.

Ings Beck Corridor

The Ings Beck Corridor is focused around the area of the existing retail parks to the south of the city. The aim is to redevelop the whole stretch of land in order to bridge the gap between the city centre core and the existing residential provision on the outskirts. It will provide a new mixed use residential led neighbourhood for the city and intends to make that area of the city more connected and permeable for locals.



7.1 Character Areas and Key Interventions

City Centre

- Promote initiatives and proposals **attracting more people** to the city centre, make Wakefield a vibrant destination.
- **Consolidate the retail core** and introduce **flexible workspaces** for a resilient offer and a post-COVID economic recovery.
- **Strengthening of cultural offer** by presence of permanent and temporary creative and cultural identity and attracting more visitors.
- **Improved transport and movement links** prioritising sustainable modes (pedestrians and cyclists).
- Implement a holistic placemaking and wayfinding strategy, **enhancing the legibility of the public realm**.

ACTIVE FRONTAGES — ENHANCED RETAIL EXPERIENCE



MULTI-USE CIVIC SPACES



HIGH QUALITY SPACES

PRIORITISING ACTIVE MOBILITY



STRENGTHENING THE LEISURE PROVISION



PEDESTRIAN PRIORITY STREETS



ENCOURAGING CREATIVE START UPS



CELEBRATING HISTORICAL ASSETS



Civic Quarter

- **Highlight the city's heritage** along Wood Street and celebrate its important historic buildings.
- **Strengthening of cultural offer**, attracting more visitors.
- **Optimise the office provision** by re-purposing and providing space for co-working, serviced office space, creative start-ups and incubators.
- **Expand food and beverage offer and establish clear clusters** along Wood Street and the Cathedral Square
- Improving facilities for local educational institutions and **expanding the offer for young people**.
- **Wood Street and Cross Square improvements** - enhanced public realm and increased pedestrian priority

7.1 Character Areas and Key Interventions

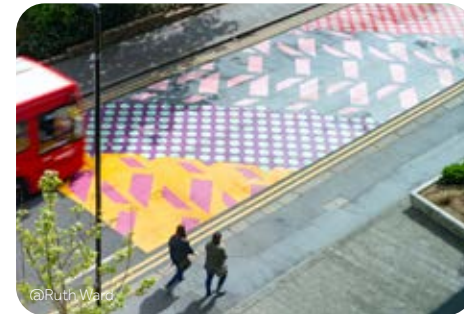
CREATIVE SPACES



Kirkgate Gateway

- **Increase residential provision in the city centre** providing a green neighbourhood gateway for the south of the city.
- **Create a network of open spaces.**
- **Improve connectivity and the quality of public realm** along Kirkgate enhancing the connection between the city centre and the Hepworth Gallery

DIVERSE COMMERCIAL PROVISION



VIBRANT COMMUNITIES



LOW TRAFFIC NEIGHBOURHOOD



QUALITY NEW HOMES



Westgate Gateway

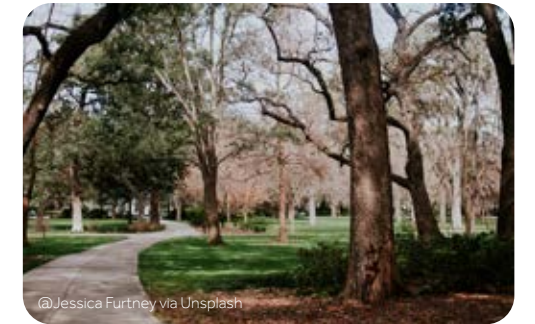
- **Optimise the office provision** in the city centre by re-purposing suitable buildings, in particular those in the Westgate yards.
- **Expand food & beverage offer** and establish clear clusters.
- Promote the **expansion of the leisure and hotel provision** around Wakefield Westgate station.
- Improving facilities for local educational institutions and **expanding the offer for young people.**
- Establishing a **clear cultural network** with the main cultural cluster situated within Westgate Gateway.
- **Promote the city's heritage offer** and improve the burgage plots and historic urban grain that remains within the area.



ACTIVATING RAILWAY BRIDGE ARCHES



ENCOURAGING ACTIVE TRAVEL



Ings Beck Corridor

- **Increase residential provision in the city centre.**
- Contribute towards **creating a network of open spaces.**
- **Optimise the office provision** in the city centre.
- **Uncover Ings Beck corridor** - create a new green-blue biodiversity link with pocket parks and play spaces along the route.
- **Create a main north-south link from Westgate to Clarence Park** through the separate retail parks, away from main roads linking each plot with Clarence park, the city centre and the station.
- **Opportunity for activating railway arches** - Reuse and revitalise the railway arches for local cafés, studios and work-space, creating a new place and a link to the city centre.

7.2 Urban Design Guiding Principles

Beyond the proposed blueprints, future interventions and growth opportunities, all future developments within the city centre – being public- or private-led – should be aligned with the masterplan's urban design guidelines, designed to ensure **high-quality and harmonious design** of the built environment.

Whilst the masterplan blueprints determine the key moves and direction for strengthening the city centre, the design guidelines should be read as a toolbox for **guiding transformations within the built environment** – ensuring existing and emerging communities are placed at the centre of every development. Focusing on the human-scale, these guidelines aim to drive Wakefield city centre towards a network of diverse, flexible, and vibrant places.

The proposed guidelines have been shaped by the council's guiding principles: Quality, Community, Identity, Legibility, Permeability, Connectivity, Sustainability, Security, Vitality, Longevity. Rather than enforcing rules, they are designed to **enable a healthy dialogue** between different stakeholders involved in future projects such as the local authority, businesses, developers and residents.

Recommendations should be made in conjunction with the community to ensure that any interventions made meet the needs of the population they are designed to serve. Early involvement of the end-users helps to foster a sense of ownership and pride, assisting in a reduction in crime and result in vital and viable buildings and spaces.

01 IDENTIFIABLE

The Wakefield ID

A distinctive city centre with cultural and creative heritage reflected in the public realm.

02 LEGIBLE

Prioritising the Human Scale

An easily read and navigable built environment – with clear routes, and consistent materials and signage.

03 ACCESSIBLE

A City Centre for All

With welcoming spaces and activities suitable for everyone – visitors and local residents.

04 BIODIVERSE

Enabling Urban Greening

A fine-grained urban fabric ensuring clear connections through the city and encouraging healthy and greener streets.

05 ACTIVE

Contributing to Street Life

Vibrant public realm – supported by active building frontages and open spaces designed to accommodate multiple events.

06 SECURE

Encouraging Safe Environments

Through design, layout, and lighting. Active frontages bring 'eyes on the street' contributing to the sense of security and safety.

07 SUSTAINABLE

Support a Green Recovery

Encouraging healthy and inclusive environments and promoting a carbon neutral future for the city centre.

08 FIT for FUTURE

Embracing Emerging Trends and Technologies

Enabling the city to be at the forefront of new development and change.

09 FLEXIBLE

Adapting to Change Over Time

Allowing the city centre to respond to shifts in trends, behaviours and climate change.

IDENTIFIABLE

01 The Wakefield ID

Wakefield's unique heritage along with its creative and cultural offer are key assets that can be positively utilised to help support the continued growth of the city. Heritage assets bring economical, social and cultural benefit to the city centre and therefore should be enhanced and preserved.

Wakefield has a strong presence of existing and emerging cultural and creative assets. It is recognised as a City of sculpture and public art, sitting in the Yorkshire Sculpture Triangle, with The Hepworth Wakefield and Yorkshire Sculpture Park on its door step and is home to a thriving creative community network, which should be celebrated in order to strengthen the identity and character of the city.

Building on the 'good bones', providing an exclusive offer and strengthening Wakefield's identity will improve the attractiveness of living, working and experiencing the city.

Recommendations for promoting an identifiable city centre:

- Heritage buildings should look to be restored and renovated to celebrate their unique characteristics. Re-purposing of valued buildings should be prioritised over demolition.
- Place branding could be integrated within new developments e.g. wayfinding, public art, street furniture etc.
- Attention should be given to building upon existing character areas, such as celebrating and maintaining the narrow burgage plots in Westgate, through using similar materials and colour palletes.
- Consider important view corridors such as towards the Cathedral, and consider opportunities to highlight landmark features within developments.
- Developments should consider existing local vernacular both of the built form and landscape. The height, scale and massing should also be sympathetic to its surroundings and celebrate the elements of the place such as materials, colour, texture and patterns that make it distinctive in order to integrate positively and add to the individual character areas of Wakefield.
- Art in the public realm or applied to existing blank façades or new developments to be encouraged to bring vibrancy and create orientation and destination points for the city.

HERITAGE ASSETS



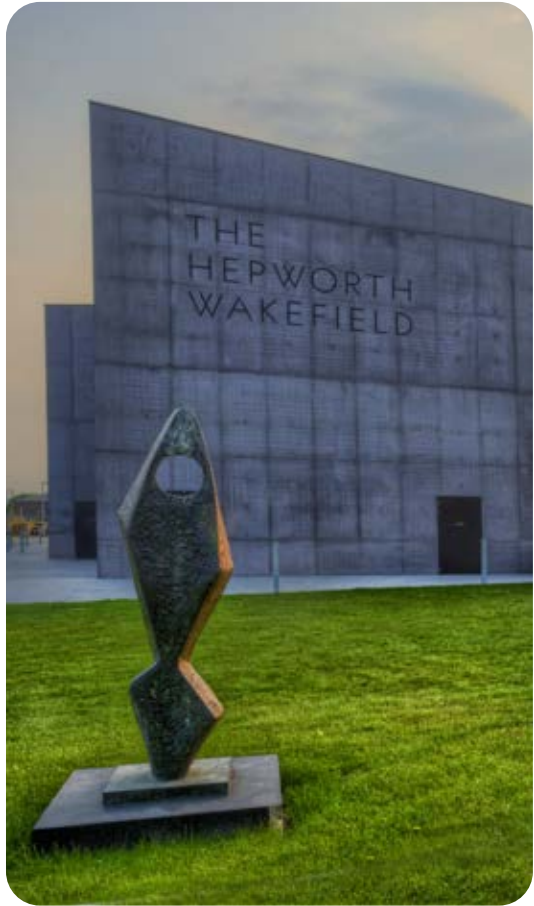
COHESIVE WAYFINDING AND SIGNAGE



PUBLIC ART INTERVENTIONS



DISTINCTIVE CHARACTER AREAS



CAREFUL PLACEMAKING

LEGIBLE

02 Prioritising the Human Scale

The entire city centre sits within a 10 minute walking distance from rail stations and bus stations in Wakefield, making it easily accessible and convenient for visitors. However, some areas of the city centre still lack legibility and pedestrian prioritisation. Promotion of active travel (walking and cycling) improves air quality, reduces congestion and helps make Wakefield's diverse communities greener, healthier and more attractive places to live, work, play and visit. Making walking and cycling an attractive offer also encourages healthier lifestyle choices and reduces the reliability on vehicles. With the increase in footfall throughout the city also comes an increase in natural surveillance for night time use.

Recommendations for promoting a legible city centre:

- Focus on improving routes within the identified key walking and cycling network (see chapter on Movement blueprint).
- Proposals should specify materials that are both attractive and long lasting, integrate with and reflect the local character, and are fit-for-purpose.
- Green the streets - including pocket parks, Sustainable Drainage Systems (SuDs) tree lined streets, green walls and roofs, urban allotments and low level planting can all contribute to the improved biodiversity of the city centre.
- Providing shelters and public amenities along key routes to encourage use and provide accessibility to all.
- Clear and coherent wayfinding and signage throughout the city for all users including vehicular, cyclists and pedestrians.
- Visual markers and tall elements can be used as locating beacons for visitors and locals in order to establish a sense of direction.
- Reduce through-traffic in residential areas through the use of filtered permeability and traffic calming measures.
- Implement new pedestrian crossings on desired lines and key routes.
- Overcoming infrastructure severance - through new pedestrian crossings and improved public realm around rail line portals.
- Public spaces should use creative and innovative design to address elements such as level changes, pedestrian movements and well located street furniture, avoiding visual clutter and an incoherent environment.

GREEN STREETS



DISTINCTIVE ROUTES



CLEAR WAYFINDING



QUALITY PUBLIC REALM



PEDESTRIAN PRIORITY



ACCESSIBLE

03 A City Centre for All

Providing accessible, liveable and inviting environments is essential for social inclusion and ensuring the city centre is an attractive choice for people to live, work and visit. Enhanced opportunities for social interaction and integration into communities can help in forming support networks, varied neighbourhoods and aids in combating loneliness.

All communities should be considered in future proposals, to ensure that people with disability and different age groups can be well established and integrated into society in order to reduce segregation and divisions within communities. The ever-growing concept of 24-hour city living can contribute to a safe, vibrant and attractive city centre environment. Night time entertainment developments such as café-bars and restaurants should be safe for all users, diversifying the city centre offer outside the traditional business hours of the '9 till 5' period.

Recommendations for promoting an accessible city centre:

- Access to public open green space through gardens, pocket parks, urban gardening, public squares etc. can promote social interaction.
- Ensure all developments have access to local provision of amenities such as schools, health centres, community halls, parks, playgrounds, religious or cultural facilities etc, to enhance the sustainability of communities and residential environments.
- Consider within every intervention the way people with visual, hearing and mobility impairments experience accessibility, urban safety and the impact it has on their everyday use of different spaces.
- Community engagement and early involvement of the end-users helps to foster a sense of ownership and pride assisting in a reduction in crime and results in vital and viable buildings and spaces.
- A mix of housing typologies and mixed tenure, widening the choice in order to deliver a variety of different needs and social groups.
- Maximising the potential for social integration in the layout, form and appearance of all types of new developments.
- Avoid segregating different residential tenures through design choice. Social inclusion can be encouraged through a consistent level of design quality throughout developments and the avoidance of "poor doors".
- Introduce new leisure activities accessible to all as part of new developments with focus on families with small children, youth and older population, such as playgrounds, skate parks, pocket parks with sitting areas and shelter etc.



MIXED HOUSING TYPOLOGIES



COMMUNITY HUBS



LOCAL AMENITIES



PLAY STREETS AND COMMUNITY GARDENS



BIODIVERSE

04 Enabling Urban Greening

Green spaces offer innovative approaches to increase the quality of a city, enhance local resilience and promote sustainable and healthy lifestyles.

A fine-grained urban fabric creates a pleasant human scale and establishes clear routes and connections through the city centre. This allows for a network of green links to be created to enhance urban greening and encourage healthier streets. A sustainable water management strategy should be supported through the implementation of blue-green infrastructure such as Sustainable Drainage Systems (SuDS). An increase in open space provision and biodiversity net gain will also be reliant on the increase of urban greening, as well as help reduce air pollution, noise, and mitigate the impacts of extreme weather events.

Recommendations for promoting a biodiverse city centre:

- Parks, pocket parks, playgrounds and green spaces are a central component for social integration and should be considered as part of every new development in the city centre. Where possible, existing blue corridors should be re-established, such as the Ings Beck.
- New quality public spaces with open air leisure offer, will help attract more visitors to the city centre, such as families and young groups.
- Existing and new city centre residents should have adequate exposure to nature and green spaces.
- Implementation of Sustainable Drainage Systems (SuDS) and green streets as part of new developments and along key links such as George Street.
- Edible landscapes and the use of food plants as design features in a landscape should be considered. These plants are used both for aesthetic value as well as consumption.
- Creation of a network of 'green places' along pedestrian connections through provision of community allotments, living walls and wild flower gardens.
- Collate data on biodiversity and green infrastructure gain to support the business case for future interventions.

TREE LINED STREETS



URBAN ALLOTMENTS



SUSTAINABLE DRAINAGE



GREEN WALLS

ACTIVE

05 Contributing to Street Life

Improved vibrancy of street spaces will attract more people to spend time, dwell and visit the city centre. Increased footfall through streets and the promotion of a 24-hour city centre increases economic growth for retail and hospitality businesses, creates vibrant streets and helps promote the sense of safety and security through natural surveillance. An inviting public realm, with places to stop and rest with shelters are essential for some people to be able to visit the city centre.

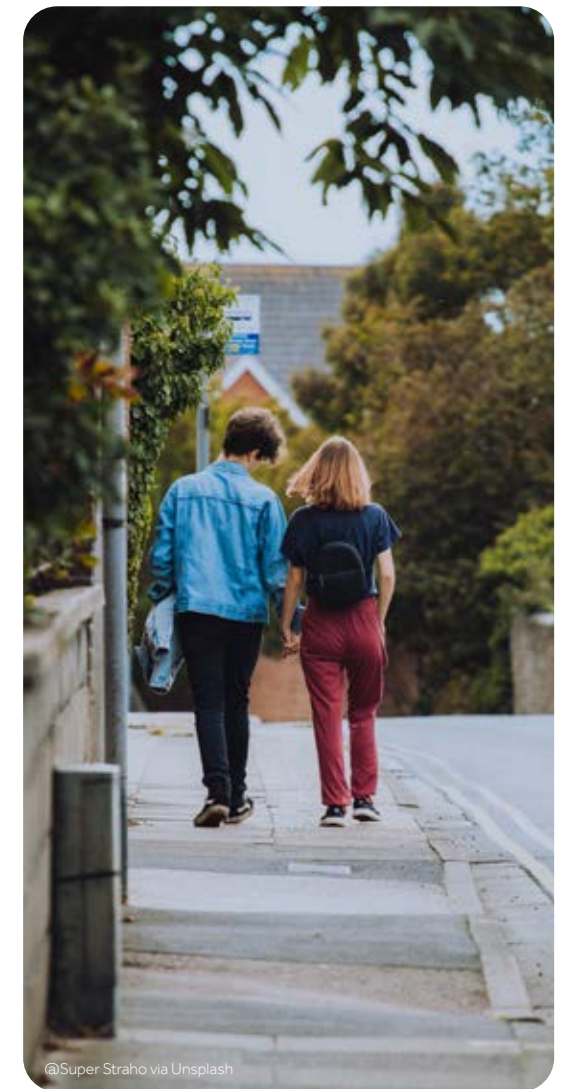
Recommendations for promoting an active city centre:

- The 'Healthy Streets Approach' 10 principles should influence design decisions for an inclusive city centre.
- Existing natural assets such as water, riversides, slopes, trees and other planting helps to create attractive spaces and encourages biodiversity.
- Use of street trees and lighting to reinforce the character and importance of main routes.
- Seating is essential for creating environments that are inclusive for everyone as well as being important for making streets welcoming places to dwell in. Art interventions and well-designed street furniture should be integrated into the design of public spaces to give identity and enhance the sense of place.
- Ensure that established shops, facilities and services are retained for the benefit of the community.
- Provide active frontages on main streets to engage people. Window shopping can be successful in serving customers from shop-fronts or encourage experiential shopping.
- Position entrances at frequent intervals to help ensure activity through the day and night.
- Giving back to communities through integration of play areas or pocket parks to attract families with small children.
- New development should integrate the low-traffic city centre strategy in order to reduce road noise and through-traffic around vital points in the city centre.

HIGH QUALITY PAVEMENT



ACTIVE FRONTAGES



HEALTHY STREETS



Source: Lucy Saunders

ENCOURAGE WALKING AND CYCLING



DRAFT

SECURE

06 Encouraging Safer Places

People are more likely to walk or cycle if they feel safe and secure in their environment. This is especially relevant in the evening, when an increase in footfall could provide a more vibrant and safer night time environment. Reducing the impact of street drinkers and 'no-go' zones allows for a more secure city centre. People need to feel safe from antisocial behaviour, unwanted attention, violence and intimidation and good design and strategies can reduce this impact. It is important to ensure all environments are compliant with current health standards in order to create a place where people feel comfortable and safe to inhabit.

Recommendations for promoting a secure city centre:

- Street lighting and layout, 'eyes on the street' from overlooking buildings, active frontages and other people using the street can all help to contribute to the sense of safety.
- Prevent small alleys and dark unwatched spaces within new developments. Communal areas and play spaces should also be designed to allow natural surveillance.
- Active ground floor uses allow for more vibrancy and activity throughout all times of the day.
- Cycle shelters and secure storage systems will assist in encouraging cyclists into the city.
- Creating dedicated spaces for pedestrians and a low traffic city centre will aid in providing an environment that people feel safe to access on foot.
- Management and maintenance needs to be part of the design and delivery process. Signs of damage, neglect and landscaping in a poor state of repair and upkeep show signs of a lack of sense of identity, ownership and attractiveness.
- Establish clear boundaries between public and private areas.
- Dwellings should be designed facing each other to allow neighbours to easily view their surroundings.
- Crime Prevention Through Environmental Design (CPTED) and Secured by Design principles, effective lighting and CCTV, together with thoughtful use of planting should be incorporated.
- In sensitive sites, the proportionate use of counter terrorist design features should be considered.



NATURAL SURVEILLANCE



EYES ON THE STREET



INCREASE FOOTFALL

SECURE FACILITIES

SUSTAINABLE

07 Supporting a Green Recovery

Sustainable development should not only provide good quality environments to promote health and well being for users, but also sustain the growth of an economy based on the 'Green Recovery' concept (a proposed package of environmental, regulatory and fiscal reforms to recover prosperity after the Covid-19 pandemic).

Efficient and well designed buildings reduce energy consumption and CO2 emissions resulting in cost effective design, steering development towards a carbon neutral future. In addition, sustainably exploring the full potential of available natural resources such as energy, water and materials can positively contribute in mitigating climate change.

Recommendations for promoting a sustainable city centre:

- Increase reliance on renewable energy and reuse of natural resources, such as installation of ground source heat pumps, micro combined heat and power and fuel cells, solar panels, micro wind turbines and conservation of water by harnessing rainfall or grey water for reuse on-site.
- Contribute to the energy efficiency of buildings through integrated engineering and architectural design.
- Effective use of materials to reduce environmental impact. Materials from renewable, local and sustainable sources should be prioritised and the product's end of life should be considered. Using materials that are durable and adaptable, so that they work well over time and can reduce long-term resource needs.
- Material usage should be considered in relation to consumption versus waste. Reducing the amount of waste materials and bi-products from developments and construction.
- Biophillic design can help to reduce a developments carbon footprint and help regulate building temperature - Providing green spaces, water features, plants, natural materials and green roofs and 'living walls'.
- Ensure that waste storage and management is accessible and well integrated. Consider underground waste storage and recycling units which improve the look and feel of streets, have huge cost savings and reduce carbon footprint of refuse collection. - E.g. APSE & Liverpool underground bin initiative.

GREEN AND BLUE INFRASTRUCTURE



MODULAR CONSTRUCTION



SUSTAINABLE TRANSPORT



RENEWABLE SOURCES



FIT FOR FUTURE

08 Embracing Emerging Trends and Technologies

New and emerging technology integrated into the public realm and new builds such as 'smart technology' can provide a safer, healthier and more attractive and accessible environment for people to occupy. This should encourage a digitally connected city, helping to lower energy consumption, optimising the use of space, and lowering environmental impact.

Recommendations for promoting a city centre fit for the future:

- Support the development of a digital infrastructure framework for future development of the city centre, exploring the concept of smart cities.
- Support the expansion of high speed digital connectivity networks, including next generation mobile technology and full fibre broadband connections.
- Promote installation of electric vehicle charging points on key locations and on car parking sites.
- Introduce secure cycling storage and facilities, as well as shared electric cycle schemes for Wakefield's challenging topography.
- Introduce the use of solar panels and renewable energy methods where possible as well as renewable energy methods, sustainable waste management solutions.
- Covid-19 has sped up the use of all types of touch-less technology, automatic doors, voice-activated elevators, cellphone-controlled locked room entry, hands-free light switches and temperature controls.
- Encourage providing free WiFi in key parts of the city, enabling easier access to information, transport etc. contributing to easier access around the city of Wakefield.
- Implementing interactive applications to further support digital placemaking strategies across Wakefield and enhance people's involvement.
- Consider SMART urban furniture in the public realm, such as benches with solar power, free WiFi and phone charging points, digital wayfinding systems etc.

ELECTRIC VEHICLES

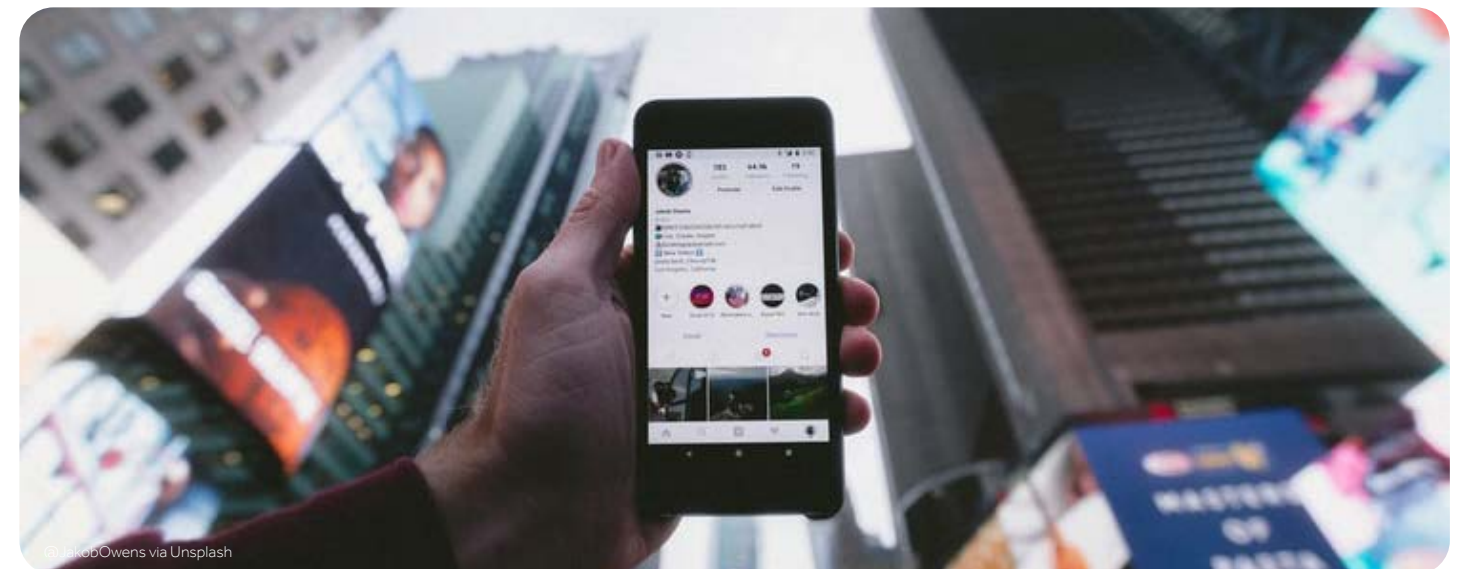


SHARED CYCLE SCHEME



SMART CITIES

DIVERSIFICATION



NEW INTEGRATED TECHNOLOGY

FLEXIBLE

09 Adapting to Change Over Time

Providing a more flexible city centre which can easily respond to changes in how society operates, new trends and cultural behaviour will be crucial in the fast changing environments of today. The masterplan should be able to guide the development of the city centre, whilst being resilient and flexible to adapt over time, embracing change rather than restricting it.

Beyond long-term projects, proposals should support short-term interventions or meanwhile uses able to respond the specific pressing issues of its context.

Flexibility in the workplace has become a key trend, accelerated as a result of the Covid-19 pandemic, highlighting the importance of variety in the commercial offer within the city centre. This trend also has an impact on our homes and the current need for them to work harder as multi functional spaces.

By encouraging the re-use and adaptation of existing buildings over demolition, will not only significantly reduce resource consumption - contributing towards climate change mitigation - but also the local character and context will be preserved.

Recommendations for promoting a flexible city centre:

- Encourage meanwhile uses and small interventions, responding to emerging and pressing challenges as well as supporting small and independent businesses and cultural organisations.
- Support, when possible, the re-use and conversion of existing structures over demolition, adapting them for a mix of functions.
- Ensure buildings are built to the higher standards of sustainability and climate change resilience.
- New developments and/or public realm to consider ways of adapting to different functions and uses over time such as office to residential, or car parking to residential etc.
- Programming of vacant units, adapting to social and cultural events, street life and contributing to Wakefield's urban identity.

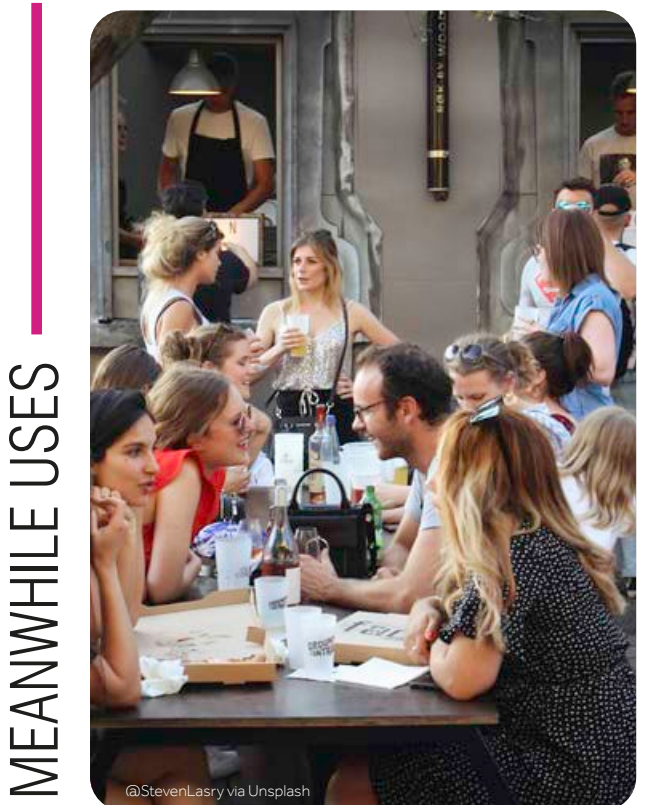
TACTICAL URBANISM



FLEXIBLE WORKSPACE



RETROFIT



MEANWHILE USES

DRAFT

Further details on the vision:
www.wakefieldmasterplan.com

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THIS IS WAKEFIELD: RE-IMAGINING THE CITY CENTRE

October 2021

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