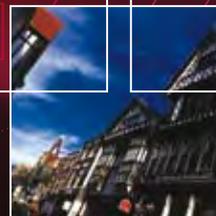
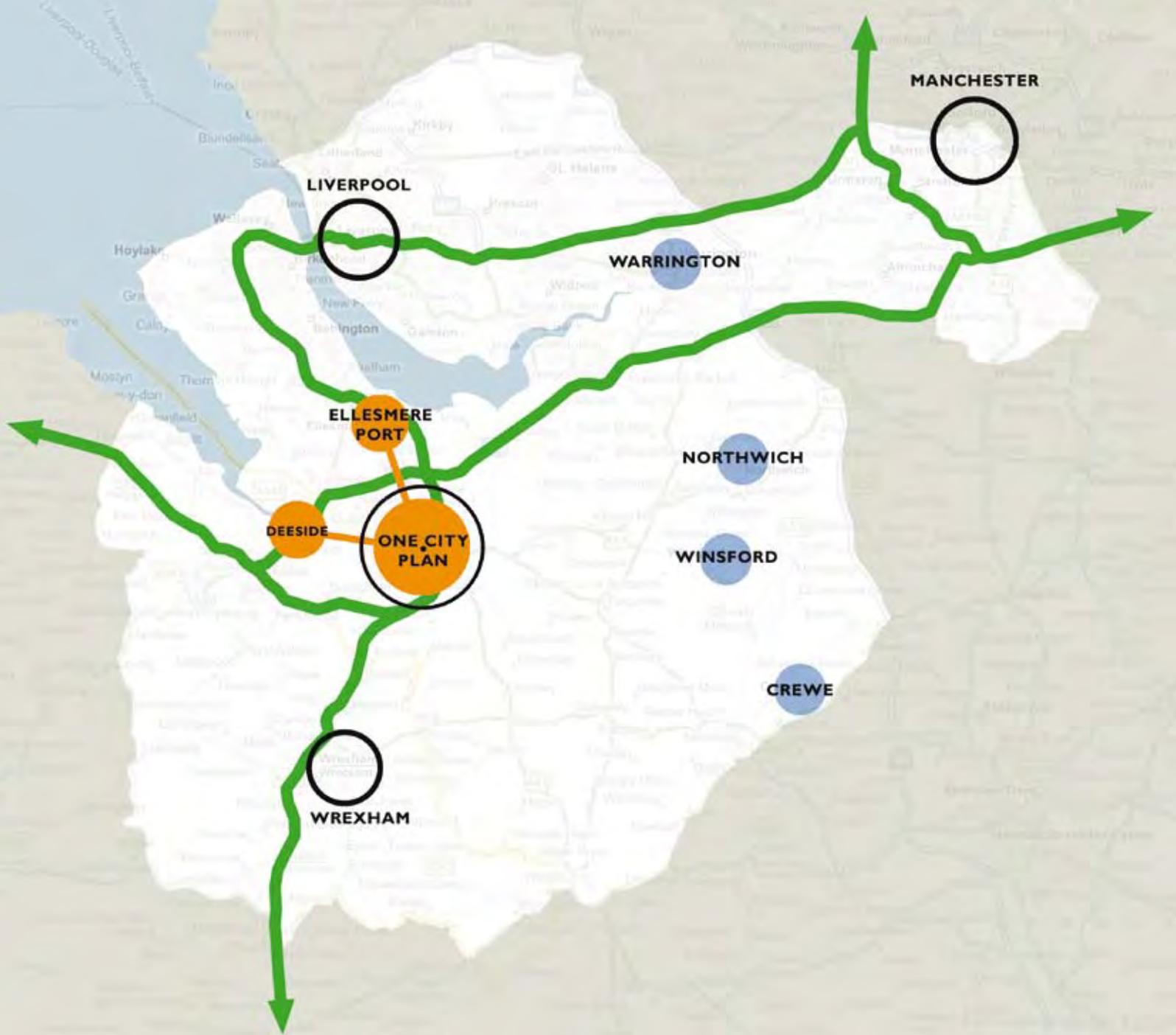


CHESTER ONE CITY PLAN 2012 »» 2027

EXECUTIVE SUMMARY



VIBRANT HISTORY, DYNAMIC FUTURE »» VIBRANT HISTORY, DYNAMIC FUTURE



Welcome to Chester

Our One City Plan is an exciting opportunity to help drive Chester to a bright successful future. A future which will see Chester make its mark in the world as a City that people want to be part of - to live, work, learn, relax, invest in and visit.

The One City Plan is about celebrating the city's strengths and shaping the type of city Chester aspires to become. We have a mosaic of opportunities, which when brought together should deliver so much more as a coherent whole than individual interventions will ever achieve independently. It will achieve this through determined growth and focused action to form a single strategic plan for Chester and its people, ensuring openness and accessibility to all communities.

We are a city faced with a key challenge - how to make the best from the abundance and wealth of our very special assets that create our historical and unique place. We have the building blocks of a high value knowledge economy, but we need to make much more of them than we do currently. We possess the distinctive architecture and environment that means we should better capitalise on opportunities for inward investment and economic growth. We have the highly valuable resources of a passionate, enthusiastic and skilled society, who care about Chester and want to fulfil our collective potential.



Professor Steven Broomhead
Chairman, Chester Renaissance



Councillor Mike Jones
Leader, Cheshire West & Chester Council





What is Chester's One City Plan?

The One City Plan means a reinvigorated city centre for Chester. We must raise our national and international profile to compete effectively with similar historic cities as an increasingly desirable and distinctive place to live, invest in, do business, visit and study. The One City Plan forms an endorsed framework that sets the vision for the future of Chester's city centre over the next 15 years.

The shared vision for Chester is that it will be:

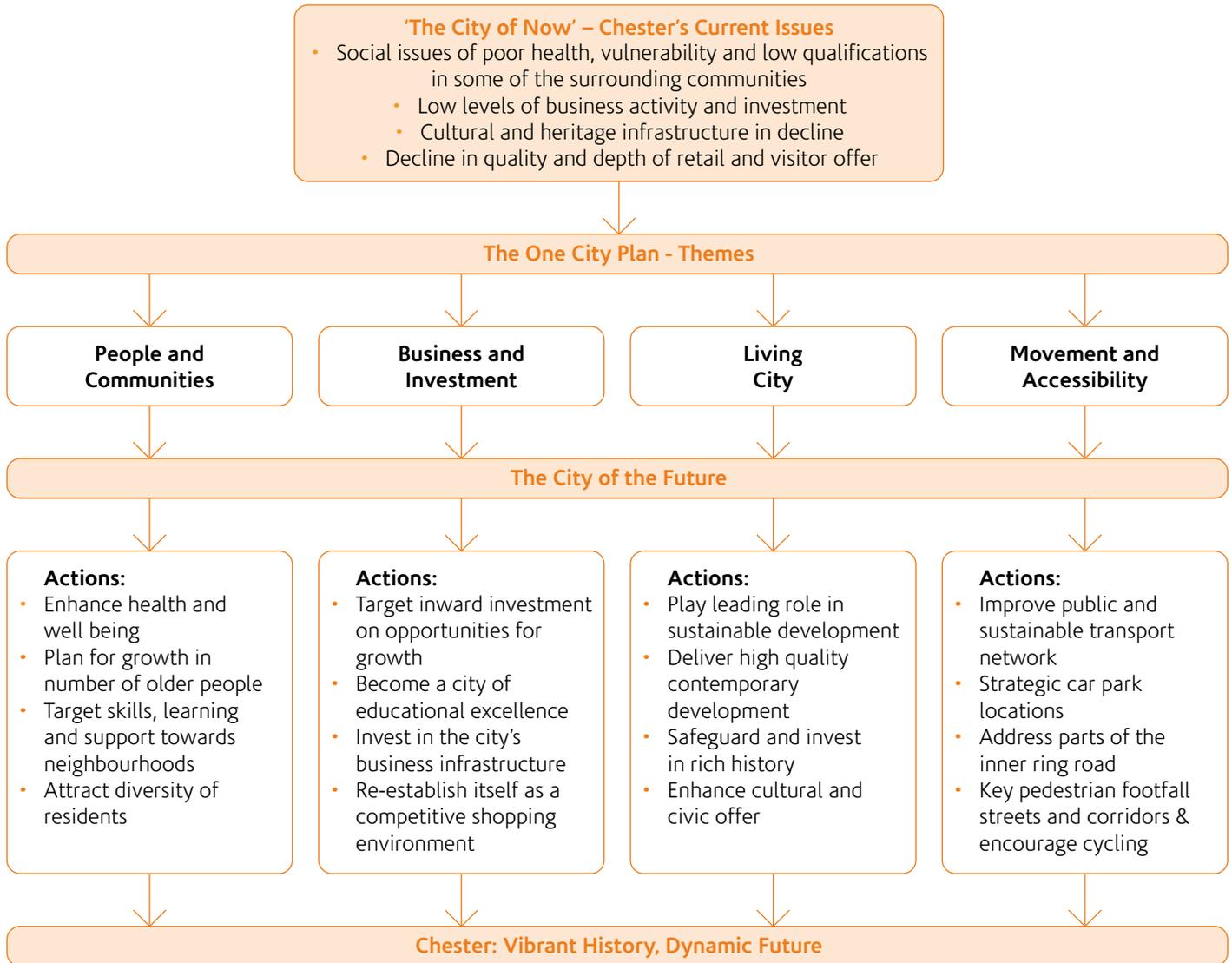
“Britain's most vibrant historic city driving a dynamic legacy for future generations.”

In order to achieve this vision, the city will meet the following strategic objectives:

- 1 Creating a leading regional economic driver** - supporting local creativity, learning and entrepreneurs, encouraging inward investment and stimulating business growth.
- 2 Providing for modern living** - a vibrant, distinctive and dynamic place to live for its residents.
- 3 Developing and supporting a cultural, retail and visitor offer of the highest quality** - including the Rows, Theatre, Cathedral and Town Hall.
- 4 Celebrating its long and varied history and heritage** - protecting, promoting and utilising its assets to enhance their settings and maximise their full potential.
- 5 Maximising the opportunities to use the network of green spaces and waterways** - improving residents' quality of life, providing ecological services, and reducing the impact of climate change.

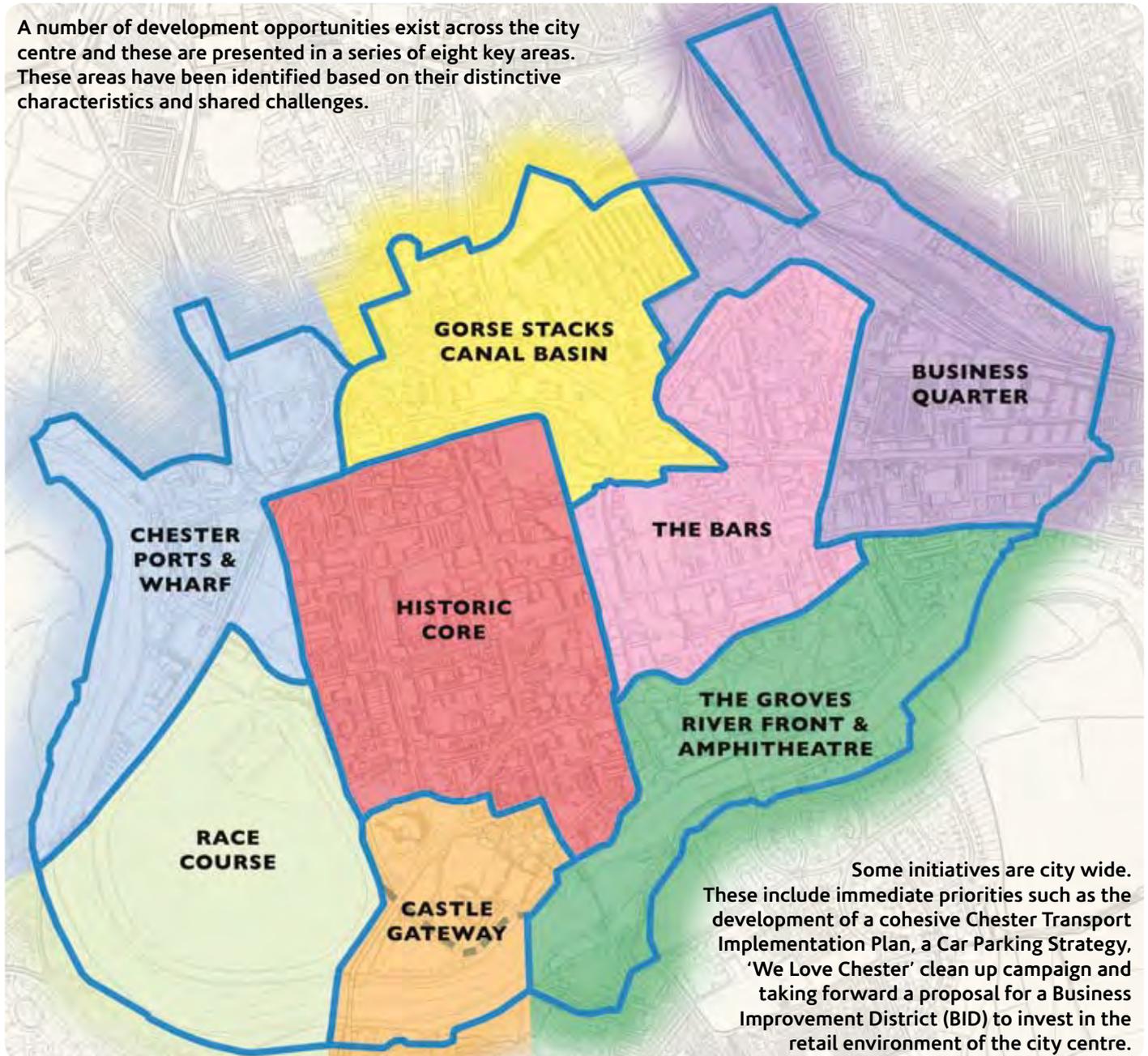
City of **Now** and City of the **Future**

By comprehensively addressing the city's current issues, and producing a considered and effective response to the opportunities to drive Chester forward, the One City Plan has the potential to deliver the next successful chapter in Chester's history. Within each theme a series of actions are highlighted.



Chester's Key Areas

A number of development opportunities exist across the city centre and these are presented in a series of eight key areas. These areas have been identified based on their distinctive characteristics and shared challenges.



Some initiatives are city wide. These include immediate priorities such as the development of a cohesive Chester Transport Implementation Plan, a Car Parking Strategy, 'We Love Chester' clean up campaign and taking forward a proposal for a Business Improvement District (BID) to invest in the retail environment of the city centre.

Historic Core

The future development of the historic city centre is possibly the most complex, yet potentially most rewarding, in the next chapter of Chester's history. Inside the City Walls there are some incredible assets and a range of different types of buildings and activities that are already plentiful and the ambition is to build on this.

Northgate Scheme

Redevelopment of the Northgate area intends to strengthen the position of Chester as a retail and visitor destination, integrating with and complementing the existing built form and established retail offer with greater variety and choice.

Town Hall Square and adjoining public realm

The civic heart of the city centre – an improved place for people to meet, use and enjoy.

Cathedral Quarter

An opportunity to provide a much enhanced 'sense of place' building on its special character, heritage and Christian foundation. At present the quarter requires investment and improvement and its regeneration needs must be agreed and supported.

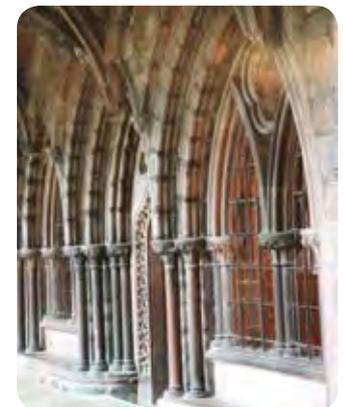
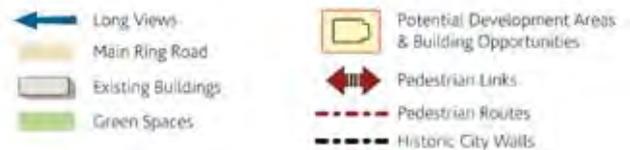
Theatre

The new theatre in the Art Deco building located on the corner of Hunter Street and Northgate Street will be an 800-seat venue managed by a new business entity under the guidance of the Council.

The Rows

Ownership, maintenance and management issues need to be overcome to realise a great opportunity to establish uses in the upper floors of this unique retail environment. The current retail offer at street and Rows level should be enhanced.

Other opportunities in the historic core include; Northgate Street, the Town Hall, Commonhall Street Area, former 'Quicks' Garage and St Michael's Church.



Business Quarter

This area was the location of major urban change during the industrial revolution and will deliver a mixed use scheme that will bring employment and activity through small, medium and large enterprises into the heart of the city centre.

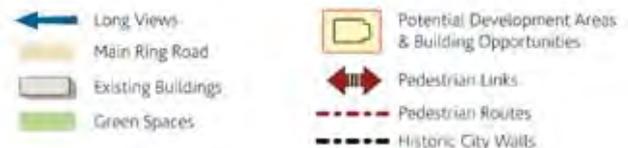
Chester Central

Using the railway station as a gateway to the city, some 500,000 sq.ft of high quality new office space and new public realm will drive Chester's commercial offer and economic growth. The development of the Shropshire Union Canal corridor can go a step further to making this a vital alternative link through the city and maximising the opportunity of the canalside.

City Centre North Gateway

On both sides of the railway tracks at the top end of Brook Street there is the potential to develop a commercial offer that compliments Chester Central with more incubator or start up community businesses. This is a key gateway point into the city and it is under utilised at present. In the shorter term, options will be considered to reduce the conflict between vehicles, pedestrians and cyclists.

Other opportunities in the Business Quarter include; Boughton Retail Park Redevelopment, Lead Shot Tower Redevelopment, and Chester Rail Gateway.



The Bars

The Bars may not be recognisable as a distinct area in its own right at present, but historically and in urban design terms, this pocket of Chester is very important. It is bounded by Gorse Stacks, the historic core, The Groves, and the business quarter.

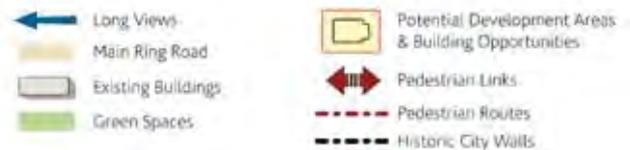
Bars Gyratory

The Bars roundabout is a problematic gyratory system that needs attention. The One City Plan suggests a multi phased approach to reduce the impact of The Bars gyratory on pedestrians and cyclists, and to improve the public realm and open spaces in the area.

City Baths

Redevelopment of Chester City Baths should come forward in the short to medium term, and must take account of the heritage of the site.

Other opportunities in The Bars area include; Foregate Street Transport Links and Former Bus Depot.



Castle Gateway

At the southern edge of the city centre, adjacent to the River Dee sits Chester Castle and a major gateway into the city. The Castle Gateway stretches along the River Dee taking in the Little Roodee and the buildings either side of Grosvenor Park Road. The most important aspects are to maintain and invest in the Castle complex, which is of renowned historical and architectural significance.

The Little Roodee

The triangular site of the Little Roodee demands three strong responses all of a different nature, namely the river view, Castle Drive and Grosvenor Bridge. This unique water front site could be used for cultural use (considered in the overall context of a cultural strategy) but could for example be a centre for visual arts or an events space. The planning of the area must offer some parking (including facilities for coaches) and the massing of this must be considered carefully.

Chester Castle

The Castle complex is integral to strengthening this distinctive part of the city. The complex is recognised as one of great historic and architectural value. Considered as a whole, opportunities for an exciting heritage visitor attraction and complementary commercial activities will be supported.

Other opportunities in the Castle Gateway include; St Mary's Centre and Grosvenor Museum.



The Groves, Riverfront & Amphitheatre

The desire to reconnect the city back to the river and vice versa is the corner stone to the One City Plan. In order to make this transformation a series of interventions along the river will begin to strengthen this relationship and improve the environs of this superb natural asset.

Water Station on River Dee

A potential scheme exists at the weir on the River Dee to re-install a hydro electric generating system. In addition to producing energy, the building itself can once more become a place to visit both for education and tourism.

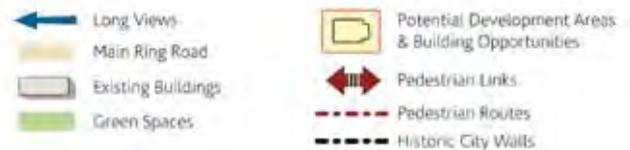
Amphitheatre, Dee House and Roman Gardens

This collection of buildings and spaces can become a must see historical, cultural and educational attraction. Enhancing permeability through the Roman Gardens provides the missing link to the river that the city requires.

Grosvenor Park

Grosvenor Park is a valuable green leisure and recreational asset within the city. Proposals for a major project to improve the park have secured HLF grant and permissions.

Other opportunities include; enhancement of the River Dee waterfront and management of transport around the Amphitheatre area.



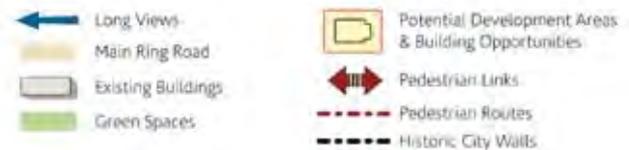
Gorse Stacks

Gorse Stacks must return back to a major entry point into the city and as a prime desire line from the city centre along Brook Street to the railway station. Several major development opportunities could be located in this area to begin the process.

Lower Gorse Stacks and Cow Lane Basin

Part of lower Gorse Stacks is currently being considered as an option for the location of a future bus facility. This should be implemented as part of a wider scheme in this area and tested as part of a masterplanning process. The canal side amenity must be maximised to its full potential in this location by introducing signage and developing a mixed use scheme that includes residential with active ground floor retail / leisure uses fronting onto the canal.

Other opportunities in Gorse Stacks include; the Kaleyards, Northgate Arena and St Oswald's Way and Brook Street.



Chester Ports and Wharf

This area has been the subject of much redevelopment in the past, regenerating brownfield land around the canal and the river for mixed uses including a high level of new residential schemes. It shares frontages with both the Shropshire Union Canal and the River Dee, and given their significance it is vital that a comprehensive Waterways Strategy is developed for the city.

Links along the Canal between the Ports and Wharfs, Chester Zoo and Ellesmere Port should be greatly enhanced and improved to increase the links between the city centre and neighbouring attractions.

Opportunities in the Ports and Wharfs include Tower Wharf and the Former Bluebird Garage Site.

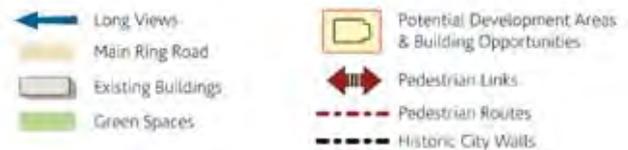


Racecourse

Chester Racecourse is nestled within a meander of the River Dee; sitting to the north west of Grosvenor Bridge with the roman walls running along the north eastern boundary.

Potential Conference Facility

The One City Plan is supportive of the development of a conference / convention events centre within the grounds of Chester Racecourse, in line with the Feasibility Testing and Options Appraisal undertaken by Locum Consulting. These studies found that an appropriate scale of venue could provide for 1,200 delegates, exhibitions and popular music.



Delivery

The One City Plan is a 15 year framework from 2012 to 2027, and is broken down into Phase 1 (0 to 3 years), Phase 2 (4 to 6 years) and Phase 3 (7 to 15 years).

Priorities for years 0 to 3 (2012 to 2015) include;

- » **Chester Central (Phase 1)**
- » **Theatre**
- » **Northgate Scheme – concept and design development**
- » **Business Improvement District**
- » **Cathedral Quarter**
- » **Transport Implementation Plan**
- » **Business Hub – support and infrastructure**
- » **Waterways Strategy**
- » **Revitalising River Dee Waterfront**

Cheshire West and Chester Council, Chester Renaissance, and partner organisations in the city have set in place a renewed leadership and governance structure to manage and deliver the programme of investment identified within the One City Plan.

The Chester Renaissance Strategic Board is the 'guardian' of the One City Plan – defining the overall strategic direction of it. It will act as the interface between Cheshire West and Chester Council, Chester Renaissance, partner agencies and wider stakeholders (the latter through a series of local Advisory Panels). Continuing to engage to obtain the support and ownership of the local communities, businesses and other stakeholders will be critical to ensuring the One City Plan remains accountable to the people of Chester.

Sources of funding and options for finance mechanisms/structures include; mainstream sources (e.g. the Council's Capital Programme, Growth Funds, Government and European Funding); new initiatives (e.g. Infrastructure Funds) and structured funding mechanisms (e.g. Joint Ventures). Analysis of these funding mechanisms and structures and their appropriate fit for projects within the Chester One City Plan Programme is ongoing.

It is intended that the One City Plan will be reviewed and where necessary amended to reflect any major changes that impact on the feasibility and deliverability of any of the projects supported within it. The time frame for reviewing the Plan will be annual, with a full review of the delivery plan after the first three years.



**Accessing Cheshire West and Chester Council
information and services**

Council information is also available in Audio, Braille, Large Print or other formats. If you would like a copy in a different format, in another language or require a BSL interpreter, please email us at equalities@cheshirewestandchester.gov.uk

Tel: 0300 123 8 123 **Textphone:** 18001 01606 867 670

email: equalities@cheshirewestandchester.gov.uk

web: www.cheshirewestandchester.gov.uk

www.chesterrenaissance.co.uk

Email: chesterrenaissance@cheshirewestandchester.gov.uk



VIBRANT HISTORY, DYNAMIC FUTURE »» VIBRANT HISTORY, DYNAMIC FUTURE