

NOTTINGHAM
TRENT UNIVERSITY



**Nottingham
City Council**

City Campus Development Accord



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FOREWORD

Major cities have been enhanced by their universities for centuries. As an institution Nottingham Trent University and its predecessors has attracted skilled people, scholarship, arts and culture, as well as enterprise and innovation. In this way the partnership between the city and the university has helped to create prosperity and employment, and secured a better quality of life for the city's residents.

It continues to both inspire and aspire, but there is a need to go further; in an internationally mobile market, the City and University need to work collaboratively to both attract and retain the city's future students – Nottingham wants 'the best of the best'. The City Campus must be defined and identifiable. There is an overwhelming need to support the University's bold vision to improve the student experience and to help create a unique sense of place. Its civic educational buildings, respect the history of the city as it is today and will become a focal point in Nottingham for many future generations to come. Going forward, the City Campus will have a huge regenerative and transformational impact on the city, bringing thousands of students and staff into the city and creating learning and business opportunities for the communities surrounding it.

It is recognised that the City Campus is not an island, severable from its surroundings, it is an integral element of the urban fabric both influencing and influenced by the wider city. It is vital that it links to and connects with the rest of the city and its position within the emerging Royal Quarter will make it a key component in delivering that place making strategy. As a defined and distinct

area within the city, the campus will both inspire and nurture. There are no limits – Nottingham has the potential to conceive the next 'Google' or 'Facebook' in an environment which is vibrant, creative and innovative.

This accord represents a memorandum of understanding between Nottingham Trent University and Nottingham City Council. It establishes a partnership between Nottingham Trent University and Nottingham City Council to support and encourage the development, management and enhancement of the streets, buildings and spaces that are encompassed by the City Campus in a way that enables it to flourish and inspire.

The accord is intended to support and direct the continued improvement and regeneration of the City Campus and its environs. It recognises that there is a mutually beneficial relationship between the success of the University and the success of the City. The accord identifies opportunities for place-making that will establish the Campus, and the 'Quarter' of the City in which it sits, as a 'place' in its own right, with its own identity, and one that generates more value for the city and community than it actually costs to create. It provides a flexible and enabling framework for change which provides the confidence for future investment and innovation. It is complimentary to the Council's statutory plans and policies and should be read in the context of the City Centre Time and Place Plan and the adopted and emerging Local Plan.

The accord places the sustainability agenda at the heart of these ambitions and will focus on the desire to ensure that the day to day 'liveable' needs of a local population,

including students, can be met without the need to travel. Its aim is to combine fantastic public spaces and diverse social and economic activity, to create a self-sustaining place where students and local residents will want to be in and will come together to enjoy collective interaction.

While it focuses on development as a driver of change and improvement delivery, it recognises that place is much more than a built-environment issue. There is a need to understand the links between the physical reality of places and everything else that contributes to the experience of that place. The Accord recognises the need to link and integrate different sectors, using the perspective of the people using, living, working and passing through the City Campus, as its starting point.

Linking, integrating and bring together different sectors to deliver positive change requires Place Leadership. In this case leadership is not a position in an organisation, but a behaviour that can show up anywhere within the City Campus community. This Accord is not simply a matter of making the case for the built environment, it is an active involvement in making positive things happen in a different, better way. Leadership depends on building trust and effective relationships to the point at which those involved can work through difficult issues and develop joint solutions.

There already exists a solid basis for taking forward the sustainable, place-leadership agenda within the City Campus:- a strong urban structure where new architecture and public realm improvements are eroding weak points; strong leadership and support, with unique

dual-control over a wide estate; and, an emerging planning framework with the potential to facilitate and encourage positive change and innovation. However, effectively managing change and improvement requires certainty and control; the accord will help the University to support the Council's management of the Campus' streets and spaces and ensure the maintenance of a high quality environment.

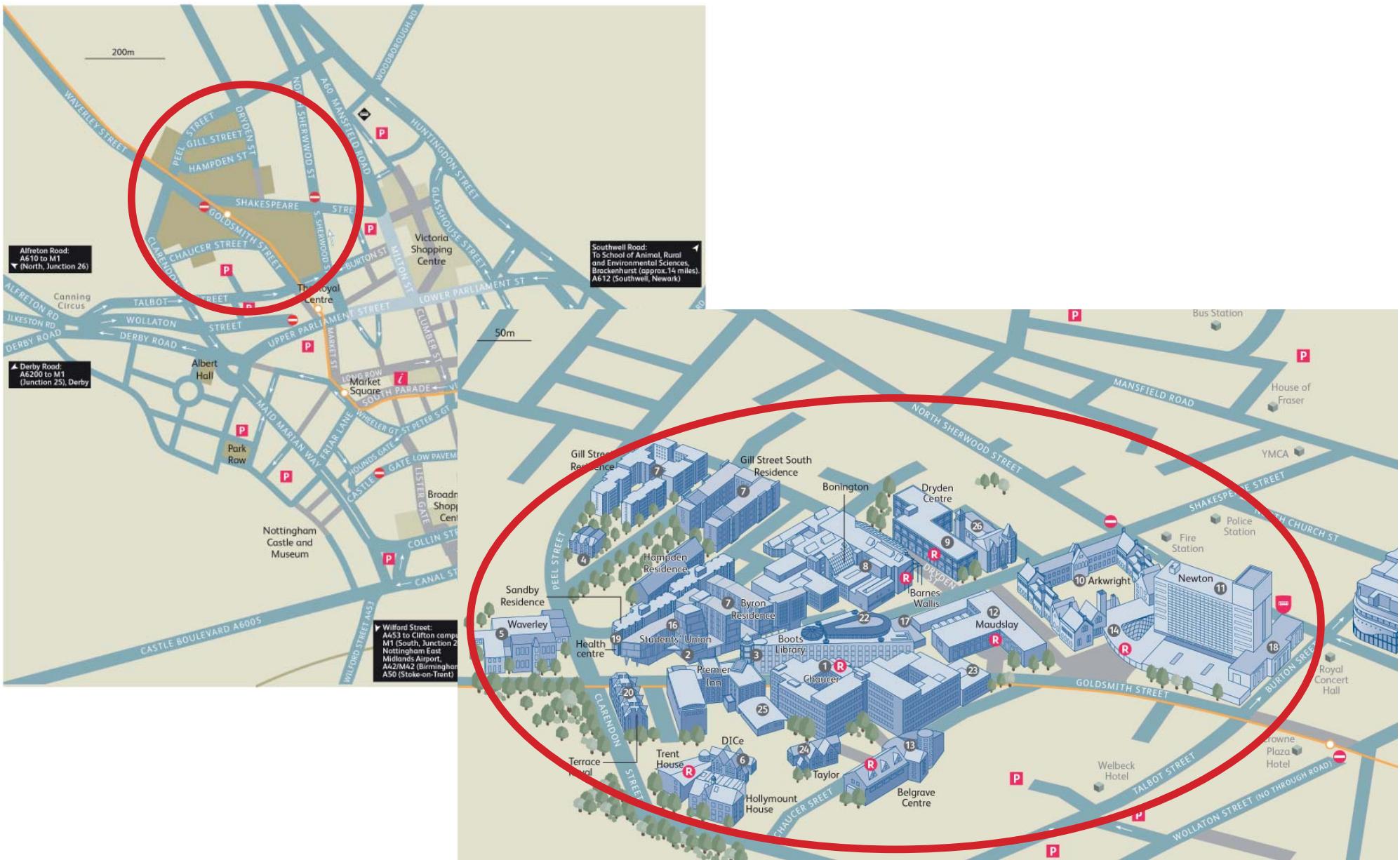
In addition it provides a mutual understanding about the University's ambition to ensure that civic management takes place in a way that facilitates and supports its delivery. It is, ultimately, about communication and establishing an effective line of conversation where visions can be shared, innovations facilitated, solutions found and issues resolved.

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THE CITY CAMPUS



01 INTRODUCTION

BACKGROUND

Nottingham has for a long time been associated with its institutions of learning. Nottingham Trent University, embedded within the city centre for over 150 years, has made a major impact on the city, and in turn has benefited from the association with its location. It contributes over £300m per annum to the local economy. As such there is an obvious mutual interest in improving the presence, relationship, functions, connections, linkages and public realm.

The University is by far the major landowner in the area. The expansion and development of the University campus has predominantly retained and responded to the historic street pattern and hierarchy, with newer buildings reinforcing the status of these key radial streets. The city campus has retained and reinforced this legacy of a strong urban structure, which provides a solid base on which to improve.

Most recent developments have applied a striking and innovative approach to institutional architecture, with a significant emphasis on the spaces around the buildings and the quality of the public realm. The recent regeneration and unification of the landmark and Grade II Listed Newton and Arkwright buildings has met with considerable praise, with the new entrance forming an architecturally stunning link which has created a new indoor / outdoor mixed use space. The streets are busy with students, university staff and commuters and the relatively recent introduction of the tram route along Goldsmith Street, connecting the Market Square to the Forest Park and Ride site has placed new emphasis on this commuter route.

However, despite the high quality of recent developments, there is the opportunity for a much greater sense of place and definition as a single character area.

PURPOSE OF THE ACCORD

This accord establishes a partnership between Nottingham Trent University and Nottingham City Council to support and encourage the development, management and enhancement of the streets, buildings and spaces that are encompassed by the City Campus.



While it focuses on development as a driver of change and improvement delivery, it recognises that place is much more than a built-environment issue. The Accord recognises the need to link and integrate different sectors, using the perspective of the people using, living, working and passing through the City Campus, as its starting point. For NTU, and for the benefit of the City, there is a strong desire to constantly **improve the student experience**.

The accord is intended to support and direct the **continued improvement and regeneration** of the City Campus and its environs. It recognises that there is a **mutually beneficial relationship between the success of the University and the success of the City**. The accord supports opportunities for **place-making** that will establish the Campus, and the 'Quarter' of the City in which it sits, as a 'place' in its own right, with its own identity, and one that **generates more value for the city and community than it actually costs to create**. It provides a flexible and enabling framework for change which provides the confidence for future investment and innovation.

The accord places the **sustainability agenda at the heart of these ambitions** and will focus on the desire to ensure that the day to day '**liveable**' needs of a local population are met. Its aim is to combine **fantastic public spaces and diverse social and economic activity**, to create a self-sustaining place where students and local residents will want to be in and will come together to enjoy collective interaction.

Linking, integrating and bring together different sectors to deliver positive change requires **place**

leadership. Leadership depends on building trust and effective relationships to the point at which those involved can work through difficult issues and develop joint solutions.

There already exists a solid basis for taking forward a place-leadership agenda within the City Campus with NTU and NCC having unique dual-control over a wide estate.

Effectively managing change and improvement requires certainty and control; the accord will help the University to support the Council's management of the Campus' streets and spaces and **ensure the maintenance of a high quality environment**.

ROLES AND RESPONSIBILITIES

Land ownership within the City Campus is effectively split between Nottingham Trent University, which owns the buildings and a number of semi-public spaces, and the City Council which controls the public highway.

Together, this creates a unique opportunity for the two organisations to work as one to develop and manage this key part of the city estate.

There are significant challenges in managing any city and in driving forward change and regeneration in an inclusive way that enable the widest possible benefits to be derived from growth.

Like many large cities, Nottingham is dealing with the challenges of post-industrialisation and socio-economic exclusion and the accord provides an opportunity for the enhancement of the City campus to support and encourage mutual benefits.

Further, it is recognised that there are tensions between the needs for regulatory control over development and activities within the Campus, in order to protect the wider amenities of the city, and the need to avoid stifling creativity and innovation through over-regulation or an over cautious, prescriptive approach.

The Accord is intended to ease these tensions by providing a memorandum of understanding and a growth and visionary context for applying the regulatory framework.

VISION

The aim of the Development Accord is three-fold:

- To engender a collaborative approach to the regeneration and development of the City Campus to deliver world class educational facilities and support the city's economic, social and physical development.
- To set out a place-based approach to managing land use and development issues.
- To deliver a culture of positive facilitation and consistency through Place Leadership in regulatory matters in support of achieving the vision and improving the student experience.

01 INTRODUCTION

The key objectives of the Development Accord are:

- Establish a Place Leadership approach to the delivery of regeneration and change
- Enhance the vitality and vibrancy of the City Campus to improve the student experience
- Improve connections to the city centre to better integrate the campus
- Improve the legibility and co-ordination of the city campus to establish it as a well-defined 'place' within the city
- Facilitate innovation in land use and activity and encourage surprise and creativity e.g. pop-up student retail and entrepreneurship
- Wide range of leisure uses including cafes, restaurants and bars in appropriate locations
- Support the regeneration of visually weak spaces and places
- Establish a consultation framework for the management of streets and spaces. Including proposals within the wider city which could affect the operation of NTU e.g. off campus student housing
- Encourage a coordinated approach to urban design and streetscape
- Improve and provide significant and exciting new open, green spaces
- Respect the historic urban structure and key historic buildings
- Encourage events, 'green' markets, uses and proposals that will deliver a healthy and sustainable environment
- Facilitate outdoor events

These core objectives provide a broad framework within which to bring forward the development of the city campus and are encompassed within the following vision statement:

'The City Campus will develop into a mixed use 'urban village' campus where the day to day needs of all residents are met without the need to travel and there is an opportunity to deliver goods and services that provide a complementary independent and localist approach while adding vibrancy and vitality to the urban environment.'

New and enhanced dwell space and increased activity will provide opportunities for social interaction, chance meetings that spark ideas, enjoyment of the city and contribute to local creativity and innovation. Events will help bring people together, and get them talking building social capital, in a way that is specifically connected to the place. This will encourage communication between the transient and permanent communities.

Opportunities will be taken to 'green' the Campus in a way that provides a living link from the edge of the city centre to the Arboretum.

Student works and public art will add further visual interest to the streets and spaces, providing a creative outlet and shop window for the talents of the city.

The City Campus will be a place to leave home for and a place to come back to. It will be a place to explore and linger. It will establish a

local character and atmosphere of its own – innovative, aspirational, quirky, safe, surprising, green and buzzing with life and activity.

It will encourage graduates to stay in the city and it will be a place spoken of in glowing terms by those that move elsewhere.

The City Campus will be a place that generates more value for the city and community in which it is located than it actually costs to create.

The regeneration and transformation of the quarter will be an inclusive and collaborative process between the University, the City Council and local stakeholders. The City Council and the University will be the proactive advocacy team. Streets and spaces will be collaboratively managed to ensure that they remain high quality, inclusive and vibrant. They will offer places to sit, trees to enjoy, art to touch, music to hear, food to eat, history to experience, and people to meet.

The City Campus will energise, surprise and enthral!



“There is real potential to achieve a distinctive, sustainable, vibrant and active area of our city”

“The world’s most liveable cities have a mix of shops and services within walking distance, a good transport interchange within close proximity, green space as part of their residence, a good park with a body of water, independent businesses as a feature of the community, a sense of security, excellent coffee and finally a little bit of grit and surprise”

To fulfill joint ambitions and to make a contribution to supporting the ambitions of the wider city, the University and the Council need to work together in leading the identification and delivery of key opportunities for regeneration and improvement within the City Campus that will collectively meet the aspirations of the city and its population. Studies have identified the importance of Place Leadership, with authorities working in partnership with ‘key anchor institutions’ such as universities, across sectors, in order to implement their growth plans.

The Development Accord recognises that the ambitions of the University and the City are uniquely interrelated, with a high quality, vibrant city campus able to attract the best students, who make a significant contribution to the wider economic and cultural life of the city region - a city that has given its students a positive and fulfilling experience through their studies has a better chance of retaining the best and brightest as key entrepreneurs and drivers in the knowledge economy.

The opportunities and aims identified in this accord are informed by three key pieces of research carried out earlier in the year. This research focused on **Space-Motive-Movement** to identify potential areas of enhancement.

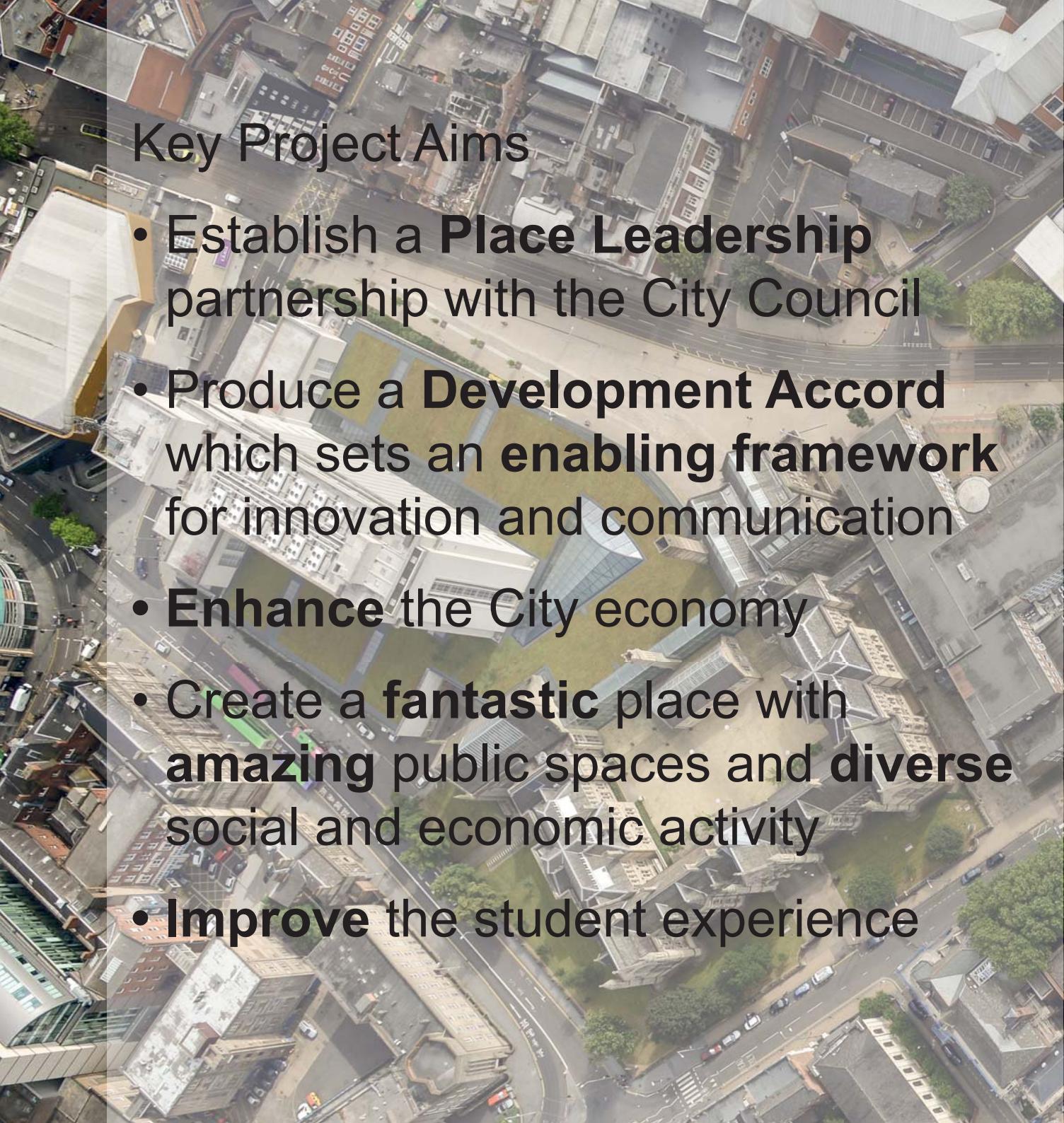
The **‘Spaces’** research concluded that the City Campus, has a good urban structure, clear and accessible linkages in and out of the City Centre. The area contains a number of key historic buildings which help to identify and characterise the campus. Most recent new developments have helped to improve the public realm, reinforce the iconic status of the university and improve its cohesion and legibility. The unity of University ownership provides

a good focus for defining boundaries and character and lends itself to a self-contained SPD which connects to the wider quarter.

The **‘Motives’** research used qualitative and quantitative methods to explore the thoughts and opinions of staff and students towards their environment. There was overwhelming support for the ‘greening’ of the Campus, along with the introduction of new and extended uses to create a more liveable destination.

The **‘Movements’** research involved the use of heat monitoring pedestrian counters to examine the levels of footfall over time and at key nodes and nexus points. The results show surprisingly high levels of pedestrian movements and identify the potential to capture greater social interaction. They also show key peaks and troughs of movement, highlighting the under-use of the streets in the evenings and weekends.

The background evidence which has help to inform the Development Accord is contained within the ‘City Campus Regeneration Prospectus’ produced by Planning and Design Group on behalf of Nottingham Trent University.



Key Project Aims

- Establish a **Place Leadership** partnership with the City Council
 - Produce a **Development Accord** which sets an **enabling framework** for innovation and communication
 - **Enhance** the City economy
 - Create a **fantastic** place with **amazing** public spaces and **diverse** social and economic activity
 - **Improve** the student experience
- 

02 THE CONTEXT AND EVIDENCE



The Context

THE STREETS AND SPACES

The Goldsmith Street area focuses on the central campus buildings of Nottingham Trent University which lie immediately to the north of the city retail core. The historic radial streets of Shakespeare Street, Goldsmith Street and Chaucer Street are key limbs spreading out from the city centre. In recent decades the University has expanded significantly within the area, consolidating educational uses to form an increasingly cohesive and well defined city campus.

The campus and surroundings retain a good number of historic buildings mixed with a variety of more modern architectural styles of mixed quality.

Most recent developments have applied a striking and innovative approach to institutional architecture, with a significant emphasis on the spaces around the buildings and the quality of the public realm. This attention to external space and hard landscaping has served to elevate the profile of the campus, has improved the legibility and cohesiveness of the streetscape and has been a unifying element, defining high quality townscape and a sense of place. The tram route along Goldsmith Street, connecting the Market Square to the Forest Park and Ride site has placed new emphasis on this commuter route.

Despite this, the relatively modest and low key mix of uses at street level and a number of dead frontages in key locations suppresses the potential vibrancy of the streets and reduces its interest. Further, despite the good connections to the city

centre, high footfall levels and location on key radial streets, the campus feels somehow disconnected from the centre.

CULTURE AND ECONOMY

Nottingham has for a long time been associated with its institutions of learning. Nottingham Trent University embedded within the city centre for over 150 years, has made a major impact on the city, and in turn has benefited from the association with its location. It contributes over £300m per annum to the local economy. As such there is an obvious mutual interest in improving the presence, relationship, functions, connections, linkages and public realm.

The city campus area is host to a thriving population of young and energetic people of a generation where the use of social media provides a means of communication and activity that is second nature, instant and operates 24/7. Alumni of the university have gone on to become some of the best and brightest in the worlds of media, arts and business. In recent years, some of the biggest companies in the world have famously started in student bedrooms and there is an opportunity to explore how a more active commercial environment might nurture student entrepreneurship.

The transient nature of the student population in an economically competitive environment is an issue for the city. As far as possible the city should aspire to retain its graduates for the wider economic benefit. It is in the mutual interest of the city and the University to attract, nurture and retain high quality students and to make links to local business and the local economy. This is something which the University does well and is committed to, but it is recognised that in a global education market it is imperative that NTU consistently aims to improve the student experience, to attract and retain the best of the best. So called 'Town and Gown' regeneration is a recognised policy aim for aspirational cities across the world.

POLICY AND REGENERATION

Regeneration and growth within the City Campus will generate ideas for reutilising and regenerating underused and poor quality spaces as well as ensuring that the potential of good quality space is maximised. In some cases this will entail bespoke operational development works and permanent or temporary changes of use. This may include the potential for retail and commercial activity, referred to as 'main town centre uses' for the purposes of planning policy. While most works will be relatively modest and uncontroversial, some of the projects will be one off, unique or radical and of a type that does not fit readily into standard planning policy. Some uses may require other forms of consent, regulation or licensing and this Accord sets the mutually agreed framework to ensure that the various regulatory requirements do not conflict or contradict each other and do not hamper the wider delivery of the overall strategy. The Accord will help establish the forum for resolving difficult issues in a

positive way.

Existing licensing arrangements, traffic regulations and current and emerging planning policies provide sufficient flexibility to deliver the vision. The vision provides the overarching context for the City Campus in which regulatory decisions will be made. The University and the regulatory functions of the City Council will work positively in partnership to deliver the vision, and will seek to facilitate proposals and projects that accord with its objectives.

It is particularly notable that within the area currently identified as the 'Royal Quarter', Nottingham Trent University own approximately a third of the geographical area. The City Council controls the streets. As such, the combined institutions have the control and ability to deliver any and all of the opportunities set out within this document, in a measured, coordinated and regulated way.

"The City Campus will place the sustainability agenda at the heart of its ambitions"

03 DEVELOPMENT AND ACTIVITY GUIDELINES



Place Making Objectives

The development and enhancement of the city campus is supported within emerging planning policy, within the context of the proposed Royal Quarter. While it is not possible at this stage to refer directly to specific aspects of emerging policy until the plan is adopted it sets the context of a permissive framework for a range of new development types.

Following the overall aims and contextual analysis, the headings below identify some of the key place making considerations for the City Campus which will be delivered in partnership.

TOWN CENTRE USES

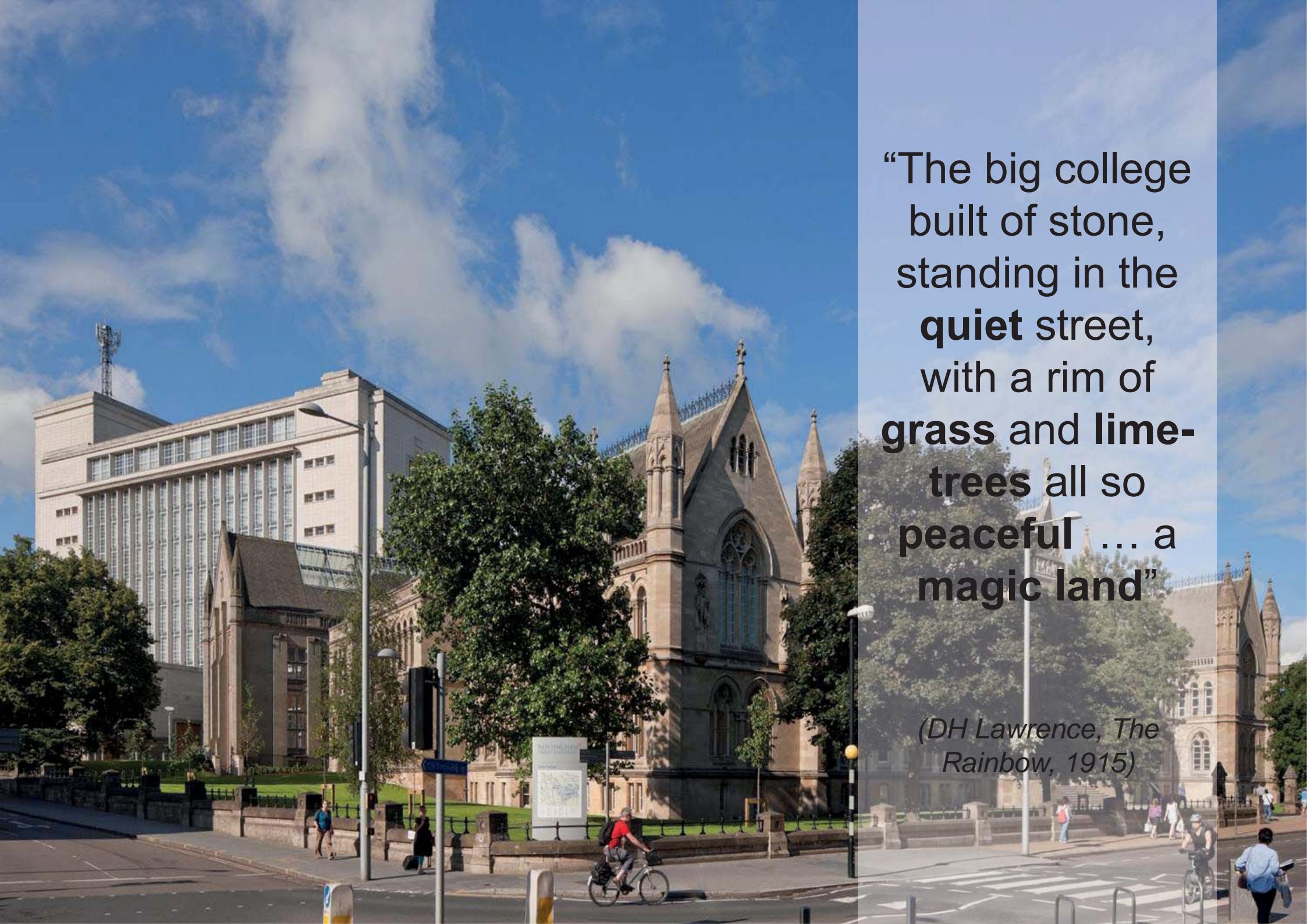
The Core Strategy seeks to ensure that a prosperous, compact and accessible City Centre is maintained, by focussing retail development on the primary shopping frontages. A safe and inclusive centre is encouraged along with a reinforcing of the network and hierarchy of streets and spaces. Regard should be had to the local context and development proposals within the City Campus will not compromise or undermine the success of the City Centre's retail core.

City living is actively encouraged alongside a range of supportive retail, leisure and food and drink uses which will enliven the streets and spaces and will provide the City Campus with a unique feel and visitor experience. Main town centre uses on Campus will complement the function of the city centre becoming a distinct and identifiable part of the city.

Proposals for new retail and town centre development within the City Campus will consider the City Campus and its wider surroundings as a living community and contribute to providing a diverse retail provision and a good range of goods and services for the people who live, work and study in the Royal Quarter. In particular opportunities to support the independent retail sector are promoted and there are opportunities for 'pop-up' and short term retailing to provide entry level space for independent retailers and innovators that accord with the aspirations for the City Campus.

Retail and main town centre uses which complement the function and diversity of the City Campus as an education led urban village will be supported and encouraged.

On street retailing e.g. market stalls will be supported and encouraged in accordance with the City Council street trading licensing regime. On consent streets, the University and its nominated affiliates will be supported in seeking consent for suitable, additional pitches where appropriate. This will ensure that opportunities to create vibrant and active sustainable markets can be achieved adding to the cultural and social diversity of the Campus Streets. This will also enable student artisans and creative retailers to establish low cost start-ups in a safe, high quality environment that is supported by and endorsed by the University.



“The big college
built of stone,
standing in the
quiet street,
with a rim of
grass and **lime-**
trees all so
peaceful ... a
magic land”

(DH Lawrence, The Rainbow, 1915)

03 DEVELOPMENT AND ACTIVITY GUIDELINES

Nottingham Trent University and Nottingham City Council will liaise closely on all proposals for street trading within the bounds of the City Campus, working collaboratively to ensure that market stalls are effectively managed and appropriate.

On private land, controlled and managed by NTU, proposals for market trading will be viewed positively within the context of the regenerative aims of this Accord, to encourage footfall, activity and vitality.

Key Guidance - Main Town Centre Uses

- Main town centre uses on campus will complement the function of the city centre and add diversity to the campus.***
- Opportunities to support the independent retail sector will be promoted.***
- On NTU land and on 'consent streets', street retailing by the University and its affiliates will be supported where appropriate.***
- NTU and NCC will liaise closely on all proposals for street trading within the bounds of the city campus.***

OTHER LAND USES

In line with both national and local planning policy the City Campus will support a mix of uses, including retail, housing (including student) office, community, restaurant, leisure, entertainment facilities, improved open space, arts, culture and tourism activities.

There is a specific need to control unauthorised street trading from catering vans, which detract from

the integrity of the Campus and devalue the positive character and values of NTU and the City.

In addition, there are significant opportunities within the City campus for the University and its affiliates to hold outdoor events. The University already utilises the superb space at Benefactors Court for graduate events and there is the potential for so much more e.g. outdoor theatre, cinema and music event.

Nottingham Trent University and Nottingham City Council's Markets and Events / Network Management / Licensing Teams will work positively and promptly together in accordance with the City Council's published guidance 'A guide to organising an outdoor event in Nottingham' to deliver a range of exciting and outdoor events that support the work of the place marketing and inward investment teams.

Key Guidance - Other Land Uses

- The City Campus will support a mix of uses, including retail, housing (including student) office, community, restaurant, leisure, entertainment facilities, improved open space, arts, culture and tourism activities.***
- NTU and NCC will work positively together to deliver a range of exciting and outdoor events that support the work of the place marketing and inward investment teams.***

DESIGN AND CONSERVATION

All development proposals within the City Campus will comprise high quality contextual design that respects and responds to local character and

distinctiveness. The Newton Building is a Grade II* Listed building. The Arkwright Building (Grade II*) and Terrace Royal (Grade II) are identified as 'focal points within the townscape'. Waverley terrace lies within the Canning Circus Conservation Area. The Arkwright Building is considered to be an exceptional Victorian gothic municipal building, while the Newton Building is a well respected example of modernism. The later 20th Century Chaucer building, Maudsley building and Barnes Wallis building are less successful architecturally and have a utilitarian, institutional appearance. Recent efforts to improve the relationship of these buildings with the street have had relative success and in particular the relationship of the Chaucer and Maudsley buildings with Goldsmith Street off some opportunity to increase activity and vibrancy at street level.

The 21st Century developments including the remodelling to the Bonington building fronting Shakespeare Street, the new main entrance and lobby and the Byron building have been much more successful in addressing the public realm and providing a more active street frontage.

Development proposals will carefully regard the area's existing form, function and structure.

Consideration will also be given to existing building scale and massing, and new development will build on positive existing elements to enhance character.

Nottingham Trent University will work with the support of the Council's heritage and design advisors to ensure that new development proposals carefully consider the Royal Quarter's heritage assets and where appropriate identify, value,

03 DEVELOPMENT AND ACTIVITY GUIDELINES

conserve, restore, re-use and incorporate heritage assets. Development proposals affecting heritage assets and their settings will conserve their significance and will be sympathetic to existing form, scale, materials and architectural detail.

A key element of the vision for the City Campus is to improve the legibility and identity of the site as a unified and distinct place. Market research conducted in the course of developing this Accord highlighted an clear need for improved 'branding' of the City Campus in order to give students a better sense of belonging, ownership and to improve the recognition of the site as a distinct place.

To this end the University and the City Council will work together to develop and implement unique and vibrant schemes of lighting and signage to help assimilate the Campus identity and support the making of place.

All advertisements within the bounds of the City Campus will avoid conflict with the aspirations for the regeneration of the City Campus and the wider Royal Quarter.

Key Guidance - Design and Conservation

- *Development proposals within the City Campus will comprise high quality contextual design that respects and responds to local character and distinctiveness.*
- *Development proposals will carefully regard the area's existing form, function and structure.*
- *Development proposals will conserve the*

significance of, and will be sympathetic to, the existing form, scale, materials and architectural detail of heritage assets and their settings.

- *NTU and NCC will work together to implement unique and vibrant schemes of lighting, public art and signage to help assimilate the Campus identity and support the making of place.*
- *All advertisements within the bounds of the City Campus will avoid conflict with the aspirations for the regeneration of the City Campus and the wider Royal Quarter.*

CIRCULATION AND ACCESS

Nottingham Trent University and the City Council will work collaboratively to ensure that new development in the City Campus contributes to improving and supporting the area's connectivity across pedestrian, cycle and tram movement networks, and promotes considerate transport choices to lessen potential impacts on the local environment. The City Council and the University will support schemes which prioritise pedestrians and cyclists and improve the quality of public space within the City Campus.

In line with planning policy development on the City Campus will support aims to reduce the need to travel by car, will encourage walking and cycling and will utilise and promote existing local public transport linkages. In addition, any proposed transport improvements will promote non-car modes of transport and low emission only public transport.

In line with the Nottingham City Part 1 Local Plan,

the permeability of the wider area and accessibility to the City Campus will be improved and made 'more attractive to pedestrians, cyclists and public transport users'. These improvements can come forward as part of site redevelopments or in the form of small scale interventions and traffic management. The City Council and the University will work to positively agree traffic regulation schemes that will, in accordance with Local Plan Policy, support the redistribution of through traffic movements and improve cyclist access and permeability. Schemes to enhance and improve pedestrian movement and accessibility over that of the car will be positively encouraged in line with policy.

In collaboration, Nottingham Trent University and the City Council will positively explore opportunities to deliver a shared vision for pedestrianisation of streets within the City Campus where these do not inhibit the NET or cycle routes and do not unduly inhibit appropriate public transport uses. Opportunities to reduce conflicts between pedestrians and public transport vehicles will be actively promoted. Options for new visual and physical links within the City Campus will also be explored. There is much opportunity for improved legibility and permeability across the area, improved walking and cycling routes and protection and enhancement of the historic character of the area.

Key Guidance - Circulation and Access

- *NTU and NCC will work collaboratively to ensure that new development contributes to improving the area's connectivity across sustainable and considerate transport networks*
- *Development on the City Campus will*

03 DEVELOPMENT AND ACTIVITY GUIDELINES

support aims to reduce the need to travel by car, will encourage walking and cycling and will utilise and promote existing local public transport linkages.

- *The permeability of the wider area and accessibility to the City Campus will be improved and made ‘more attractive to pedestrians, cyclists and public transport users’.*
- *NTU and NCC will work to positively agree traffic regulation schemes to support the redistribution of traffic.*
- *NTU and NCC will positively explore opportunities to deliver a shared vision for pedestrianisation of streets within the City Campus where these do not inhibit sustainable transport uses.*

INCLUSIVE DESIGN

To support the Part 1 Local Plan development within the City Campus will ensure that streets and spaces are well defined, with buildings appropriately designed and positioned to create active frontages and attractive safe places, avoiding obstruction or adversely affecting a public right of way

Development will create a clear distinction between public and private space with appropriate forms of boundary treatment, avoiding areas of residual space which are difficult to manage, have no clear purpose and have no sense of ownership.

Landmark buildings and the existing hierarchy of streets will be legible and designed to enable easy navigation.

Inclusive Design is not a fixed set of design criteria but an evolving philosophy that aims to produce aesthetically pleasing, functional environments that can be enjoyed by everyone, taking into account age, gender and disability.

Key Guidance - Inclusive Design

- *Proposals for signage and demarcation that will assist with the making of place, legibility distinctiveness and identity of the city campus will be supported.*
- *NTU and NCC will seek to ensure that any new development within the City Campus:*
 - *can be used safely, easily and with dignity by all regardless of disability, age, gender, ethnicity or financial circumstances;*
 - *is convenient and welcoming with no disabling barriers, so everyone can use it independently without undue effort, separation or special treatment;*
 - *is flexible and responsive taking account of what different people say they need and want, so people can use it in different ways; and*
 - *is realistic, offering more than one solution to help balance everyone’s needs, recognising that one solution may not work for all.*

SUSTAINABILITY

Sustainability is a core principle of both Nottingham Trent University and the City Council. Any new development within the City Campus will seek to

minimise carbon emissions and contribution to climate change in accordance with the Part 1 Local Plan.

High standards of sustainable design and construction will be achieved to improve the environmental performance of new developments, and so adapt to the effects of climate change over their lifetime.

Key Guidance - Sustainability

- *High standards of sustainable design and construction will be achieved to improve the environmental performance of new developments.*
- *Development proposals will be considered in the context of the city campus as a sustainable ‘urban village’*

LANDSCAPE AND BIODIVERSITY

The University has an aspiration to significantly improve the natural landscape of the City campus and to enhance and introduce new green and open spaces and green linkages. The aim is to provide more restful and contemplative spaces for staff, students and visitors, to improve health and wellbeing, encourage ‘dwell time’ and enhance the overall appearance of the Campus. This offers an opportunity to create green links from the city centre to the Arboretum.

The development of the City Campus will carefully consider the local green infrastructure, respect the setting of the Arboretum and will explore opportunities to improve the accessibility and green linkages to this greenspace.

Proposals to improve and create open spaces, and proposals to introduce new green spaces, planting schemes including green walls, roof terraces, green and brown roofs will be actively encouraged and supported by the City Council.

Opportunities for habitat creation and to encourage urban biodiversity will be maximised in new development proposals and will be supported by the City Council. Nottingham Trent University will support work by the City Council in its preparation of a city wide biodiversity strategy.

In collaboration, Nottingham Trent University and the City Council will work together to devise a tree management plan which will identify a programme of necessary works and potential areas for landscape improvement, where tree removal, relocation or planting supports the overall campus vision.

Key Guidance - Landscape and Biodiversity

- *NTU and NCC will actively encourage the 'greening' of campus, supporting proposals to improve and create new green spaces, planting schemes including green walls, roof terraces, green and brown roofs.*
- *Opportunities for habitat creation and to encourage urban biodiversity will be maximised in new development proposals.*
- *NTU and NCC will work together to devise a tree management plan for the city campus.*

04 IMPLEMENTATION STRATEGY

Strategy for Delivery

This Accord is a memorandum of understanding based on a joint vision for the regeneration and development of the City Campus as a distinctive and vibrant area of the City. It recognises that the University and the City Council have a significant joint interest in the social, economic and educational development of the city. It recognises that working positively together to deliver environmental change will have far-reaching benefits that far exceed the cost of implementation. Together, Nottingham Trent University and the City Council represent a formidable team for the promotion of the city at a global level.

While it focuses on development as a driver of change and improvement delivery, it recognises that there is a need to understand the links between the physical reality of places and everything else that contributes to the experience of that place. The Accord recognises the need to link and integrate different sectors, using the perspective of the people using, living, working and passing through the City Campus, as its starting point.

Linking, integrating and bring together different sectors to deliver positive change requires place leadership. This Accord is not simply a matter of making the case for the built environment, it commits to mutual, active engagement in making positive things happen in a different way.

Place Leadership comes through mutual understanding, and this Accord is designed to ensure that the overall aims and aspirations of the City Campus are understood by those who regulate development and change. This will avoid

misunderstanding and will ensure that the end goal is not lost in the necessary administration of day-to-day civic management.

It will also help to ensure that ‘due process’ is delivered expediently, efficiently and as a creative process to deliver positive change. It recognises that the needs of users evolve rapidly and there is a need to respond quickly to innovation.

At its most basic level, this Accord is about a conversation – it is about people within Nottingham Trent University and the City Council talking to each other and understanding their mutual ambitions.

Consultation and Involvement

As noted at the beginning of this Accord, one of the key objectives is to establish a mutual consultation framework, between NTU and NCC, for the management of streets and spaces. This will ensure that unauthorised activities such as fast food street trading on prohibited streets can be effectively controlled and will also ensure that NTU are notified of development proposals and activities beyond campus, but which could impact upon its operation and the experiences of students.

To this end, communication is key, and the very process of developing this Accord is already paying dividends in the effective delivery of on Campus development.

The production of this Accord has involved a series of regular cross departmental working groups within NCC facilitated by the development and regeneration team and the Estates team at NTU. Relevant service heads and stakeholders

have been directly involved in the development of this document. At an early stage, the context and opportunities identified were directly informed by a series of extensive consultations and market research exercises with key users of the City Campus including students, staff and on campus businesses. In order to ensure that the Accord is fully robust in delivering the necessary Place Leadership agenda, it will be subject to further public consultation and ongoing engagement with stakeholders.

Communication

On this basis, the delivery and implementation of this agreement will be pursued through a quarterly forum involving key service personnel from the City Council and Nottingham Trent University. Within four weeks of both parties formally signing the Accord, a first meeting of the forum will be convened to agree process on specific genres of activity.

The forum will establish formal processes for ensuring a mutual consultation mechanism in relation to proposals that may impact upon the experience of students.

The forum will act as a partnership to explore opportunities for environmental improvement and development within the City Campus and will provide a resource for exploring regulatory and environmental management issues that need mutual agreement or resolution. As was noted by one officer during the development of this accord ‘The prize is big enough’.

Business Day to Day

Within the context of the Accord it is recognised and understood that both NTU and NCC have to carry out their day to day functions in accordance with due process. The Accord will help to facilitate the mutual business areas of the organisation by engendering trust and working relationships between key service areas at a personal level. This is an essential element of Place Leadership

To this end, the forum will establish a key contacts list, enabling efficient lines of direct communication between those personnel best placed to understand, assist, facilitate and resolve issues arising. The list will identify names, contact details and areas of responsibility and will primarily be made up of forum members.

Delivering effective place management is not simply about grand and aspirational projects and will require dealing with the minor, mundane, difficult and unglamorous with a holistic view. Signing up to dazzling new architecture is relatively easy compared to dealing with seemingly minor issues, but which can have a significant impact on the character and experience of a place. The forum will establish the routes of communication that will make dealing with day to day issues easier and more efficient

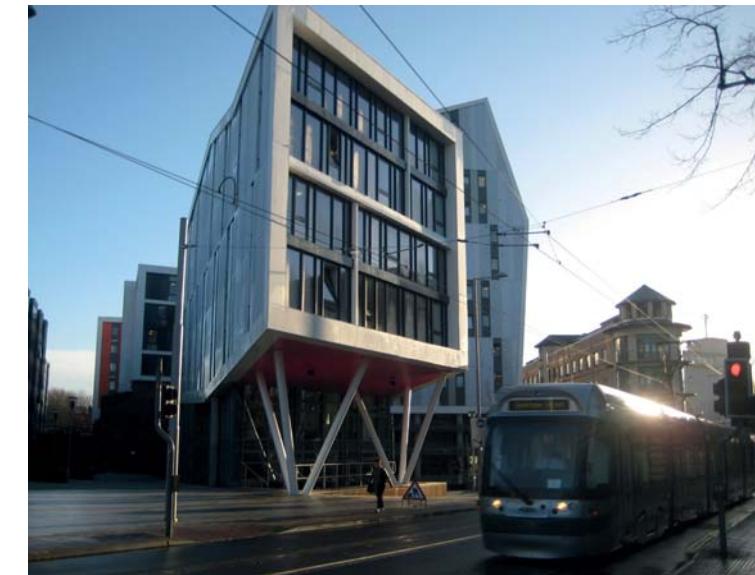
In essence, this Accord is about delivering mutually understood, positive change through person to person conversation. Organisations cannot talk to each other, only people can.

Monitoring and Review

The Accord is a memorandum of understanding which commits NTU and NCC to positive engagement and a collaborative approach to Place Leadership within the City Campus.

While no formal monitoring is proposed, the forum members will review the success and merits of the Accord as a standing item. To a great extent the success of the Accord will be measured by the success of the City Campus in enhancing the environment in this part of the City, and by the feedback from users through the annual student survey.

Subject to the findings of further consultation work and the feedback from the forum, the Accord will be refreshed and reviewed as necessary. The Outline Opportunities and Aims which sit as an appendix to the Accord will be a live document subject to change and review. Following the adoption of the Part 2 Local Plan, consideration will be given to whether a more formal expression of development proposals should be prepared to support overarching policy.



APPENDIX: OUTLINE OPPORTUNITIES AND AIMS

While not formally a part of the Accord the following key opportunities have been identified through the process of assessment and have the potential to evolve into key schemes for delivery within the context of the Place Leadership agenda

Some of the opportunities identified here are already taking place and there is an active programme of 'Greening the Campus' being delivered. Others are in programme, or being tested for concept, while others are longer term aspirations. New opportunities will arise and may be inspired or facilitated by new technologies that have not yet been thought of. The needs and demands of key users will be central to inspiring and informing how and what opportunities are taken forward

As such this is a living and evolving set of mutual aspirations that will grow, change and improve as part of the ongoing Place Leadership conversation.

Key Opportunities

University Main Entrance

There is an opportunity to utilise the space in front of the entrance for holding temporary 'sustainable' markets which could become a regular and established part of the city calendar. As a consent street, street trading is allowed on Goldsmith Street with the express consent of the council. There is delegated authority in place for Officers to create new street trading pitches.

The new entrance holds the potential for the creation of a new green roof terrace. Served via a lift through the entrance, there is an opportunity to build on the existing green roofs at Newton

to provide a vibrant new meeting space, with vegetation spilling over the parapet to create a softer and more bio-diverse environment.

Chaucer Street

The Chaucer Street open space is one of the very few green open spaces within the campus. Currently it is little used and feels over enclosed. In seeking to enhance the attractiveness of the space and improve the overall biodiversity of the area, this could be an opportunity for the creation of an urban meadow space.

Given the University's key art and design focus, the space might also present an opportunity for the display of student sculptures and artwork for the enjoyment of students, staff and the public.

The removal of the existing hedgerow / railings to the front of and through the space would help to make it more accessible, safer, more welcoming and less enclosed.

Potentially, given the relative popularity of the Chaucer Street café, there may be opportunity for the café to expand eastwards out onto the green space to provide some outdoor seating and greater active presence.

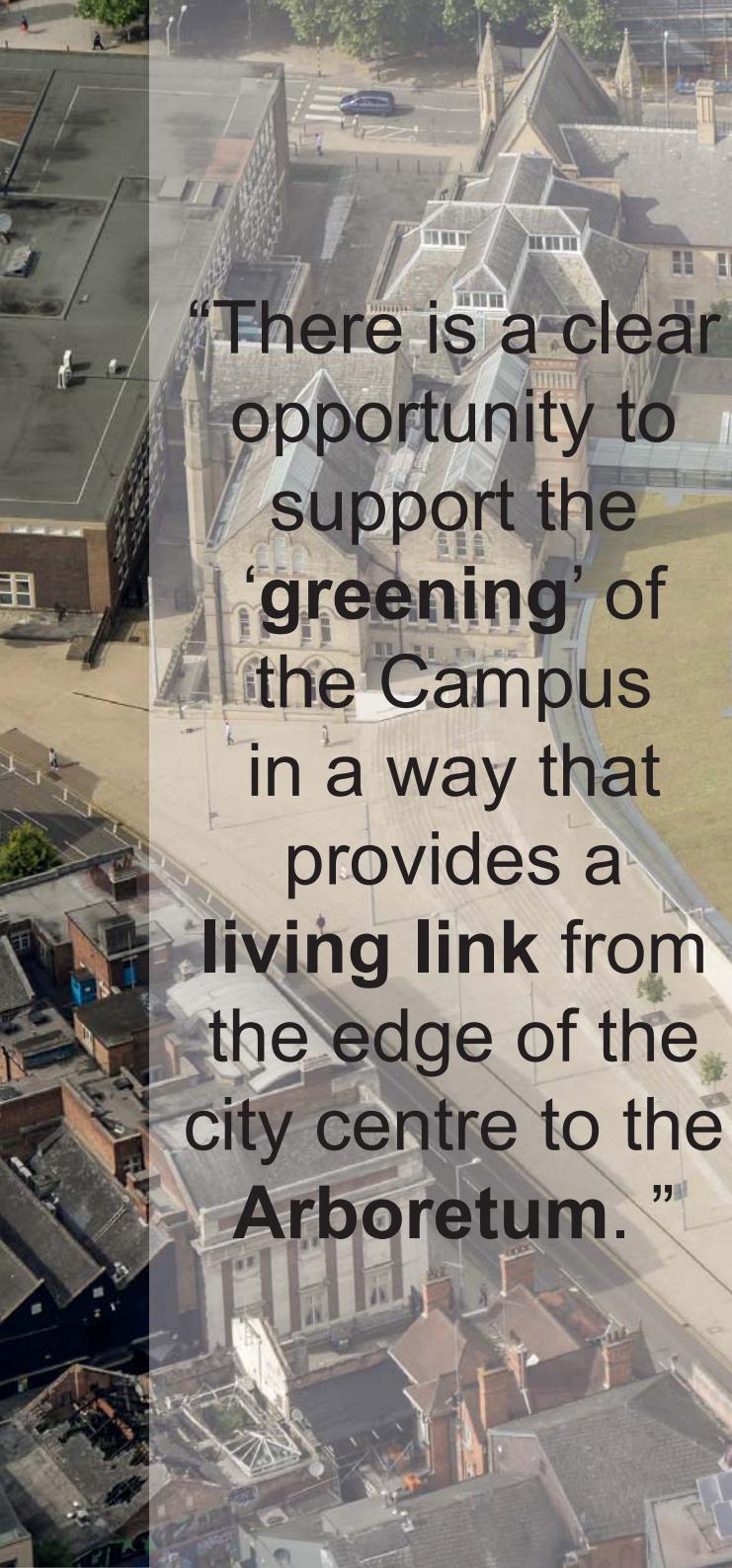
Goldsmith Street Corridor

The Goldsmith Street Corridor encompasses the spaces leading from outside the Maudsley Building down to Bryon Square and Waverley Terrace. Improvements to the appearance of the Maudsley Building could raise the profile of uses within and beyond campus and generate increased footfall

and activity.

To the back of the Barnes Wallis building, and fronting onto Goldsmith Street is an enclosed service yard and disabled parking area which currently presents an unattractive and inactive frontage. There is perhaps the opportunity for the redevelopment of this space for new commercial / retail activity.

On the opposite side of the road, the zig zag frontage of the Chaucer Building provides a clear opportunity to improve and consolidate the existing retail offer, in line with the promotion of the Quarter. As a key route into and out of the city, there may be opportunity for some additional retailing, which complements the functions of the university and enhances its overall character and distinctiveness.



“There is a clear opportunity to support the ‘greening’ of the Campus in a way that provides a living link from the edge of the city centre to the Arboretum.”



APPENDIX: OUTLINE OPPORTUNITIES AND AIMS

Byron Square and Waverley Terrace

The completion of the Byron building has delivered a new urban square to the City forming a key terminus to the main axis of Shakespeare Street, but also the key gateway to the emerging Royal Quarter from the north and Park & Ride. There needs to be a regulatory flexibility to utilise this space for a range of activities and functions.

There is perhaps an opportunity to explore the provision of a further gateway sign markers in this location which maintains the branding of the University. Secondary lighting standards can help to further define routes through space and to act as a general unifying visual element.

At the top of the Boot's library – Nottingham's own 'flat iron' building, there is a currently unused roof terrace with views out to the west of the city. There is significant potential to improve the terrace through planting and landscaping, and with the installation of safety / privacy screens to the parapet. Planting could be such that it is visible from the street, providing some vertical green space to soften the edges of the building. In addition, where the potential for creating new street front activity is limited due to pavement widths, there is opportunity for some creative building lighting improvements that will help to re-animate the street frontages particularly at night, when other uses may be closed.

To the north of Goldsmith Street, the student union entrance, bar and shop provide a good level of activity to the street, aided by its striking architecture.

The foot of the Chaucer Street steps and the small square enclosed by Costa Coffee and the former O2 Max gym / Goldsmith Café / Global Lounge is dark and uninviting. While it is clear that the Costa seating area has sought to define the space, it is visually confusing and unwelcoming. The levels are complicated and the trees feel cluttered and constrained adding to the sense of confusion and over enclosure. There is potential here for some simplification of the space in order to make it less threatening and more usable.

Terrace Royal at the end of Waverley Street is a linked series of listed buildings sited within the Canning Circus conservation Area. The street to the rear is visually weak, but is located at a key nexus. Being on the edge of the Goldsmith Street area, there is potential for conversion to high quality residential use, perhaps as private rental apartments or for refurbished office use.

In order to improve the appearance, function and activity on Waverley Terrace, there is an opportunity for small scale, boutique, and independent retail opportunities.

Shakespeare Street

With the completion of the Byron building and public realm improvements, the western end of Shakespeare Street is well set up to exploit the opportunity that this delivers as set out above. Following the pedestrian improvement works, a further extension down as far as Shakespeare Villas would provide significant benefits in terms of the overall visitor experience. It would also help to draw footfall along from the Victoria Centre / Trinity Square and provide a better focus for the 'Dryden

Square' and the entrance to the Arkwright Building. With a potential reuse / redevelopment of the police and fire station there could be greater activity at the Victoria Centre end of Shakespeare Street, with extended pedestrianisation offering an attractive link to the western end of the road drawn by new activity.

At the junction of Dryden Street and Shakespeare Street a number of key campus buildings converge. It is also where Bilbie Walk connects Goldsmith and Shakespeare Streets. With the Dryden Street offices being the administrative centre for the University, and this point being halfway down Shakespeare Street, there are advanced proposals for the creation of a new garden and seating area as a focal point. There is a need to ensure that the area is not downgraded by unauthorised street trading.



APPENDIX: OUTLINE OPPORTUNITIES AND AIMS

The Bonington building is a key centre for the University arts and design courses, with an existing shop and café. Tied to the opportunity presented by the Maudsley Buildings car park there is opportunity to provide a series of 'pop-up' shop units as temporary try-out space for both artists and designers, and business start-ups.

Arkwright Building

The development of the new entrance and atrium has created an exciting new space within the square of the Arkwright Building. While this is used in part for weddings it is generally underutilised and is an area that appears to be passed through rather than lingered in or enjoyed. Some additional seating within this area will enhance its use and provide the opportunity for the space to be better enjoyed.

The Benefactor's Court has the potential for additional use as a performance / events space that could be made available to the wider public and to promoters and marketing agencies for holding appropriate outdoor concerts, promotional events, cinema screenings, theatrical performances, temporary sports activities e.g. ice skating. Somerset House is a grander example of how this space might be better used.

Externally, the Arkwright Building has changed little in 100 years. As University College Nottingham, it is where D.H. Lawrence studied for his teaching certificate, and is: '*The big college built of stone, standing in the quiet street, with a rim of grass and lime-trees all so peaceful ... a magic land.*' [The Rainbow, 1915]. This peaceful rim of grass and lime trees is little used and as one of the few green spaces within the campus. It is also a key edge to

the campus and where it connects with the city at the eastern end. However, at present it feels like a defensive green moat and there is an opportunity to provide better, more useable green space here, again helping to form a green link from the city centre to the Arboretum.

Campus wide Opportunities

A key finding of the research was a lack of legibility and connectivity within the city campus and surroundings making it difficult to navigate. Students were also concerned about the lack of clear identity. Alongside improved communications via the web and smart technologies, there is the potential to go further in signposting uses and linkages that are currently less used or less obvious. The connection between Chaucer Street and Goldsmith Street down the steps from the Chaucer Building can be enhanced through improved signposting, lighting and landscaping. Similarly, Bilbie Walk offers an opportunity to enhance an underused linkage, connecting activities on the front of the new entrance directly to enhanced uses at the Shakespeare Street frontage of the Maudsley Building, or drawing footfall through from Shakespeare Street up onto a more vibrant Goldsmith Street.

However, more could be made of the key gateways at Byron Square, Shakespeare Street / Dryden Street and at the eastern end of Goldsmith Street to define the city campus in support of placemaking.

With the city campus being placed within the emerging Royal Quarter, with its emphasis on leisure and entertainment, there is clear potential moving forward to identify specific opportunities

for additional and alternative fresh dining options, with street frontage activity, alongside new bars, on Goldsmith Street e.g. in place of the relatively underused Global Lounge or as an evening street food market.



