



**SWADLINCOTE TOWN CENTRE MASTERPLAN
DESIGN REPORT**

SWADLINCOTE TOWN CENTRE STUDY



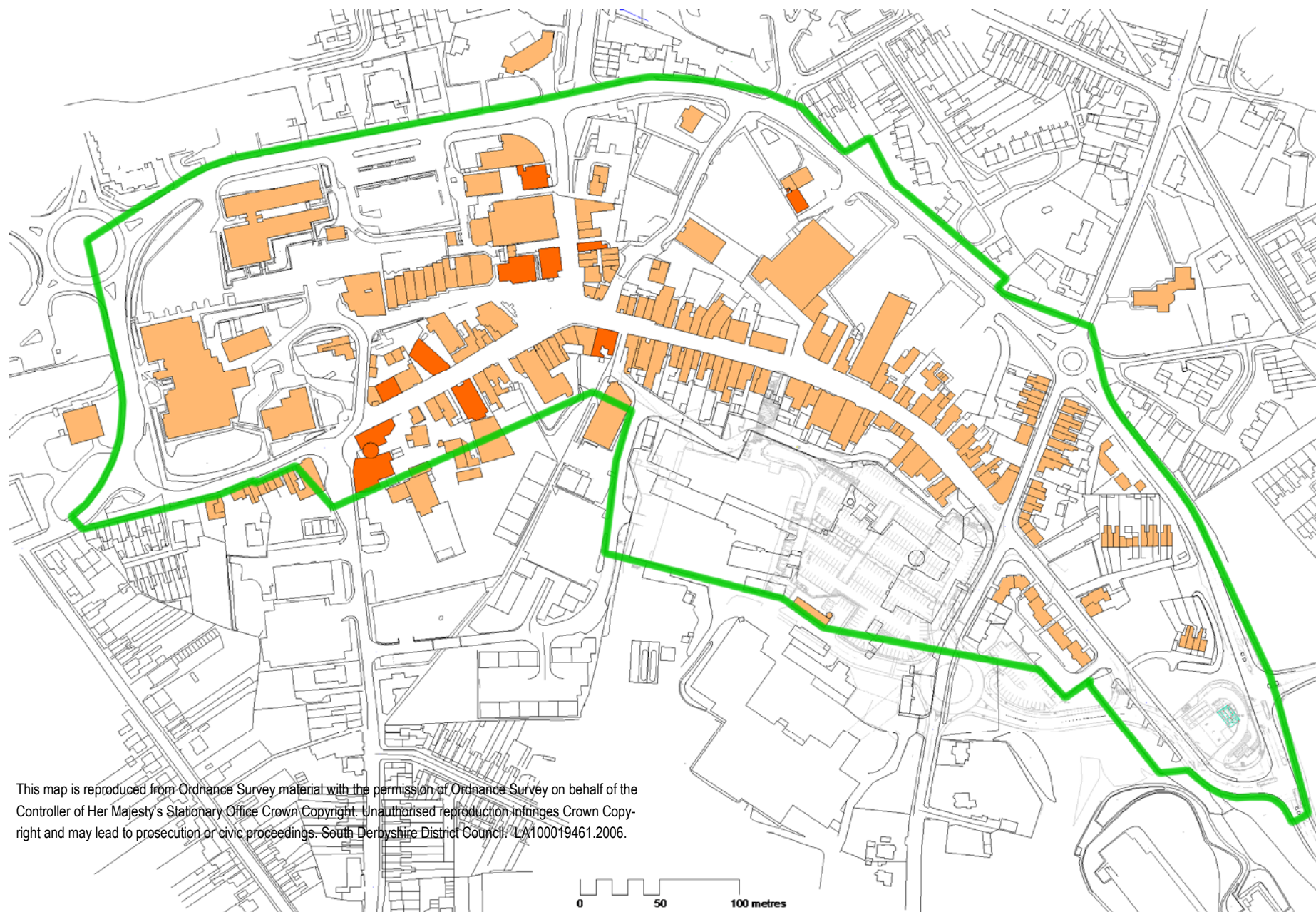
MAY 2006



3 VINCENT HOUSE, SOLLY STREET, SHEFFIELD S1 4BB

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SWADLINCOTE TOWN CENTRE STUDY AREA

INTRODUCTION

The context of the Swadlincote Town Centre Study is based on the *A Vision & Strategy* document produced by the Civic Trust Regeneration Unit and published by South Derbyshire District Council in February 2001.

Key Stakeholders were presented with the findings of the Urban Design Analysis, the first stage of the study, in December 2005. Their views on the findings are recorded in the *Urban Form Analysis* and available to view on the Council's website.

The next stage of the town centre study was to establish a design framework for a multi-million pound package of public realm improvements which has been worked up into a comprehensive Masterplan.

An exhibition of the preliminary Masterplan proposals was held in Swadlincote during March 2006, with members of the public being invited to discuss and record their views on the proposals. A full analysis of comments is available to view on the Council's website.

SUMMARY OF URBAN FORM ANALYSIS

The heart of the town centre retains a traditional high street character with a 'town square' at The Delph. Continuity of active shop frontages within the High Street and The Delph provide a well defined and intimate 'heart' to the town centre, although the pedestrianisation scheme undertaken in the 1970's, now appears dated, as do some shop frontages.

The introduction of bollards and additional street furniture to manage traffic movement and disabled parking within the town centre appears cluttered and is confusing to the visitor. The extensive use of bollards and other street furniture in it's present location causes obstructions to service delivery vehicles, pedestrians, and in particular to wheelchair and pushchair users, and to the visually impaired.

Like many small towns, the town centre has been bypassed and is no longer immediately evident on arrival. First impressions of the town centre are service yards, recycling zones, office blocks, and highway improvement schemes.

Town centre streets linking to the High Street and The Delph, such as Market Street, are less well defined and enclosed than the High Street due to a combination of less active building frontages, and

frequent gaps in the building line with views through to backs of buildings and often unmaintained back land areas.

The town centre streets are physically well linked to peripheral car parking and the bus station through numerous jitties and passageways, although these are often not well maintained, or sufficiently signposted or adequately lit.

Some excellent enhancements to the town centre have already begun such as shop front improvements through the HERS scheme, and the re-use of locally important landmark buildings such as Sharpe's Pottery Museum and Visitor Centre.

Further enhancement works should focus on:

- Continuing the shop front improvement scheme.
- Enhancing arrival gateways and movement through the town.
- Improving legibility between town centre streets and the bus station and car parks.
- Enriching all aspects of the public realm, capitalising on the town's heritage assets.
- Reinforcing individual characteristics.