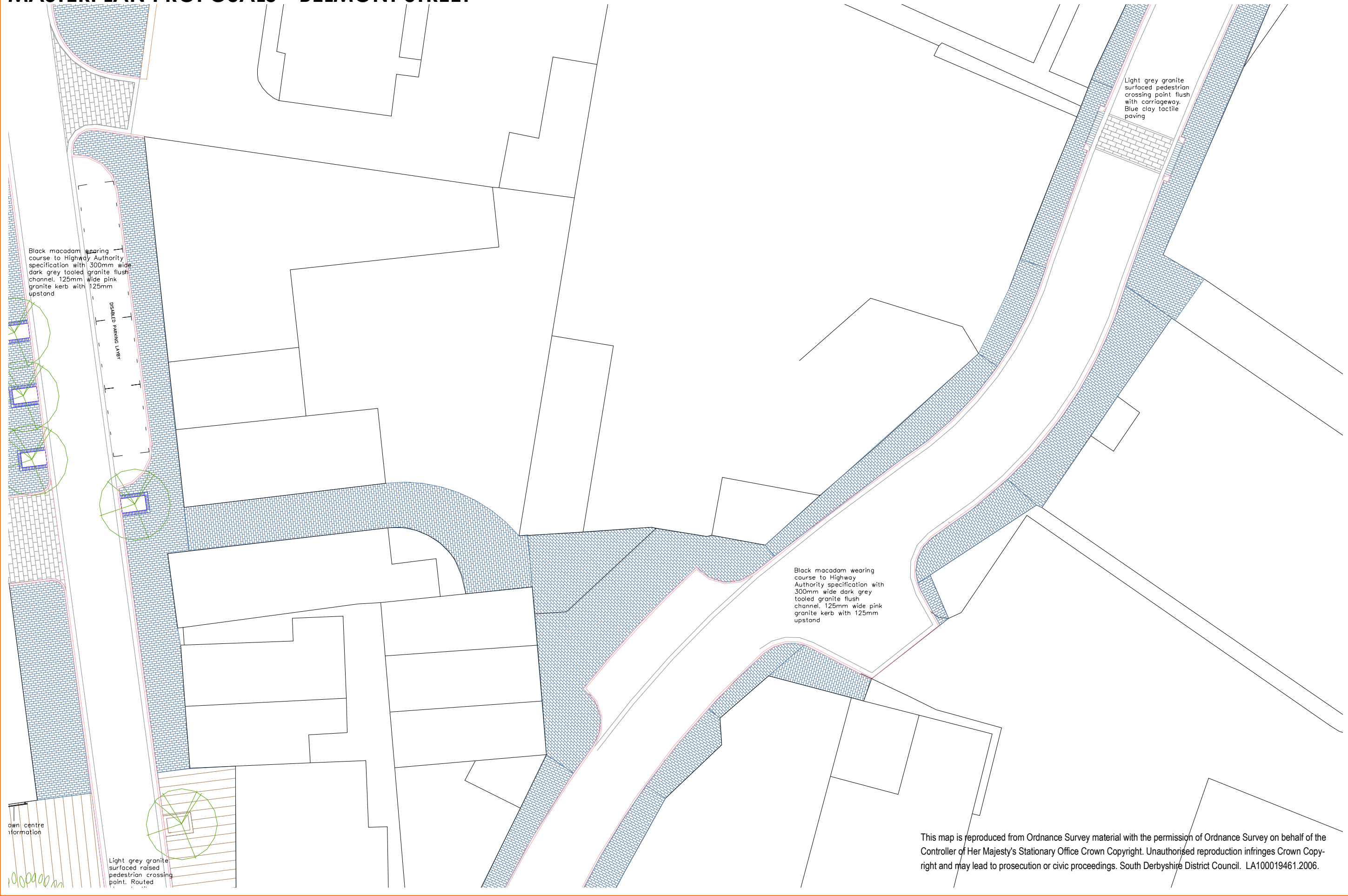
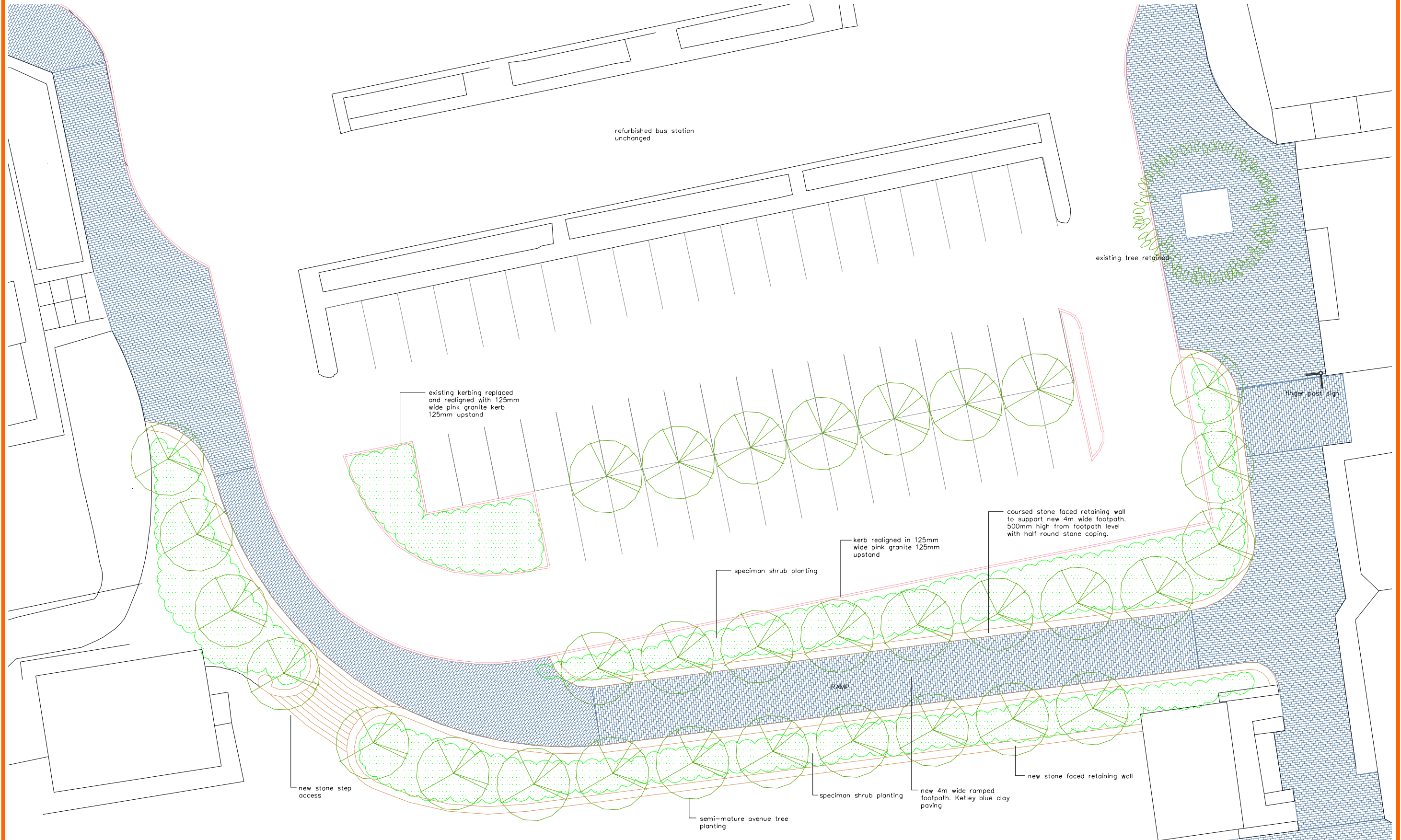


# MASTERPLAN PROPOSALS - BELMONT STREET



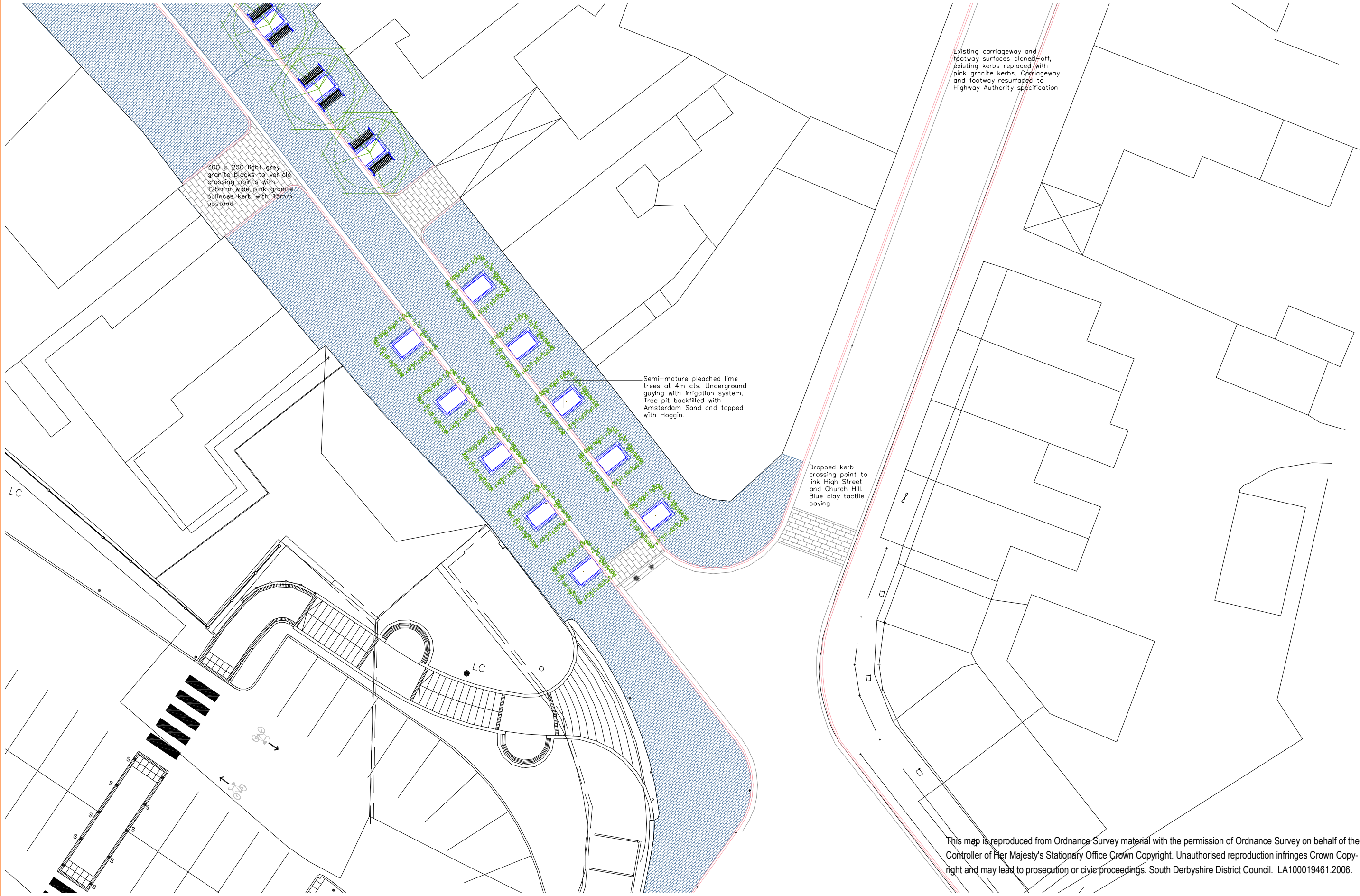
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# MASTERPLAN PROPOSALS - BUS STATION



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# MASTERPLAN PROPOSALS - CHURCH STREET



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# MASTERPLAN PROPOSALS - CIVIC WAY & CAR PARKS (CONCEPT)



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## STREET FURNITURE & SIGNAGE

One of the key objectives of the town centre design proposals is the proposed removal of what has been described as 'street clutter' - the extensive proliferation of bollards, seats, lighting and signage columns, advertising hoardings, planters, and the indiscriminate use of contrasting tactile paving within the public realm.

A clear benefit of introducing kerbing and channels to the town centre streets is that it gives clear guidance and direction to pedestrians and vehicle drivers, providing a degree of segregation for the benefit of the majority of town centre users, without the need for extensive use of traffic bollards and



other street furniture to guide and direct traffic movement and parking.

Different styles of street furniture, including the use of contemporary 'suites' of furniture that have a



continuous design theme applied to each item, have been considered for the town centre. However, this approach was rejected because the style can become dated very quickly and detract from the important objective of the public realm providing a setting for town centre buildings and people's use of space, that

combine to create the unique character of the town.

Consequently a discreet range of street furniture, signage and lighting is proposed to complement the public realm proposals.

Street Furniture such as seating and litter bins has been located strategically throughout the town centre providing regular rest zones without causing obstruction to pedestrians or vehicles. Seating includes low shallow tiered seating at The Delph with alternative stone block 'easy-rise' seating, and steel framed timber seats with armrests throughout the rest of the town.

Directional and public information signage is proposed to be wall mounted on buildings wherever

possible, with the owner's consent, to avoid the unnecessary clutter and potential obstruction of steel poles. Where finger post signs are unavoidable these should be simple in form, with clear direction. Clear plain text on a plain background is proposed for all signage.

The colour of new street furniture is proposed to be a neutral dark blue grey for ease of future maintenance. The illustrations show typical street furniture styles proposed although all would be a painted finish rather than stainless steel to assist visually impaired people.



## PUBLIC ART

'The Swadlincote Masterplan does not include a specific public art proposal at present due to budget constraints. However, if included, it's potential impact on the public realm should be considered at an early stage in the detail design stages to ensure that it is fully integrated into the design process, and not merely an afterthought to satisfy 'percent for art' policies.

Public art is the commissioning of artists and craftspeople to make new site specific work that can be permanent, temporary, internal or external. Public art could include work that is integrated into new development, or it could also be sculpture, photography, performance, moving images or events accessible to the public, or available in semi-public areas. Public art is not an art form in itself, but a principle of improving the changing environment through the arts.



Good Public Art could potentially provide a unique contribution to the proposed public realm improvements for Swadlincote, although its cost should not be underestimated. Should there be a community desire to incorporate public art then it is recommended that this should be an integral element of the urban design proposals.



## LIGHTING

Lighting to the town centre is provided by predominantly wall mounted light fittings to existing buildings, supplemented where necessary by traditional column mounted lights located in footways.

A survey of lighting in the town centre identified that although lighting levels are quite good, the town centre appeared gloomy at night. The reason for this is that high pressure sodium light (which has a poor colour rendition) is used throughout the town centre giving a monotone effect, and secondly there are no visual highlights in the town centre at night.

The light fittings used in the town generally have poor optical control resulting in upward light spill and inefficiency. However, because of the lack of optical control and the high lamp wattages used, the facades of many buildings are also illuminated as well



as the ground, providing a benefit to the night time street scene.

Whilst detailed lighting design is beyond the scope of this study, it is recommended that wall mounted light fittings are retained to avoid unnecessary street clutter being introduced from new lighting columns or lighting bollards.

From consultation with national lighting suppliers, it is feasible to 'swap' on a one for one basis existing wall mounted lights with new lower powered white light units providing an impression of a brighter town centre.

However, to maintain some of the existing building façade illumination and create visual highlights within the town centre, it is recommended that white light replacement is confined to key locations such as The Delph, the entrance to Somerfield from High Street, and at town centre gateways such as around Sharpe's Pottery, Civic Way/Midland Road, and High Street/Church Street.

Further visual highlights can be created from lighting the proposed stone benches and tiered seating within The Delph, and also underlighting new seats where these occur adjacent to new tree planting positions.

Lighting to Jitties and entrances to Jitties should also be white light and wall mounted to avoid the use of unnecessary support poles wherever possible.

Consultation with Derbyshire County Council Lighting Division will be essential when developing a detail lighting design for the town centre.

