

Staveley Town Centre Draft Vision Master Plan

Briefing Pack

20 August 2021

Staveley town centre is an important focal point for local people and plays a key role in defining the overall image and identity of Staveley.

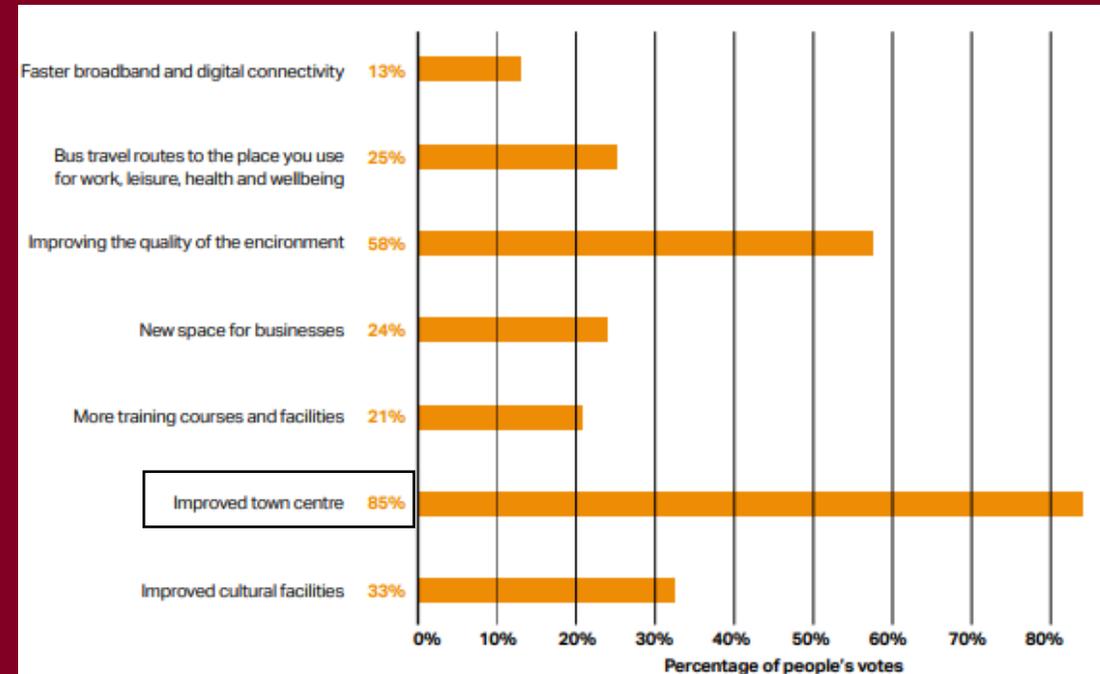


Positive things local people have to say about Staveley

- Rich heritage
- Strong community and spirit
- Small town in a rural setting
- Rooted in North Derbyshire
- Opportunity
- Potential
- Untapped



But residents say that the town centre does not meet their aspirations and that investment is required.



If we are successful in getting money through the Towns Fund for Staveley, how do you think it should be spent?

Challenges identified by local people

- Market Square / Morrisons unattractive
- Gateways don't give a good impression
- Low quality and looks tired
- Poor night time offer
- Town centre not a destination



There are also wider socio-economic issues

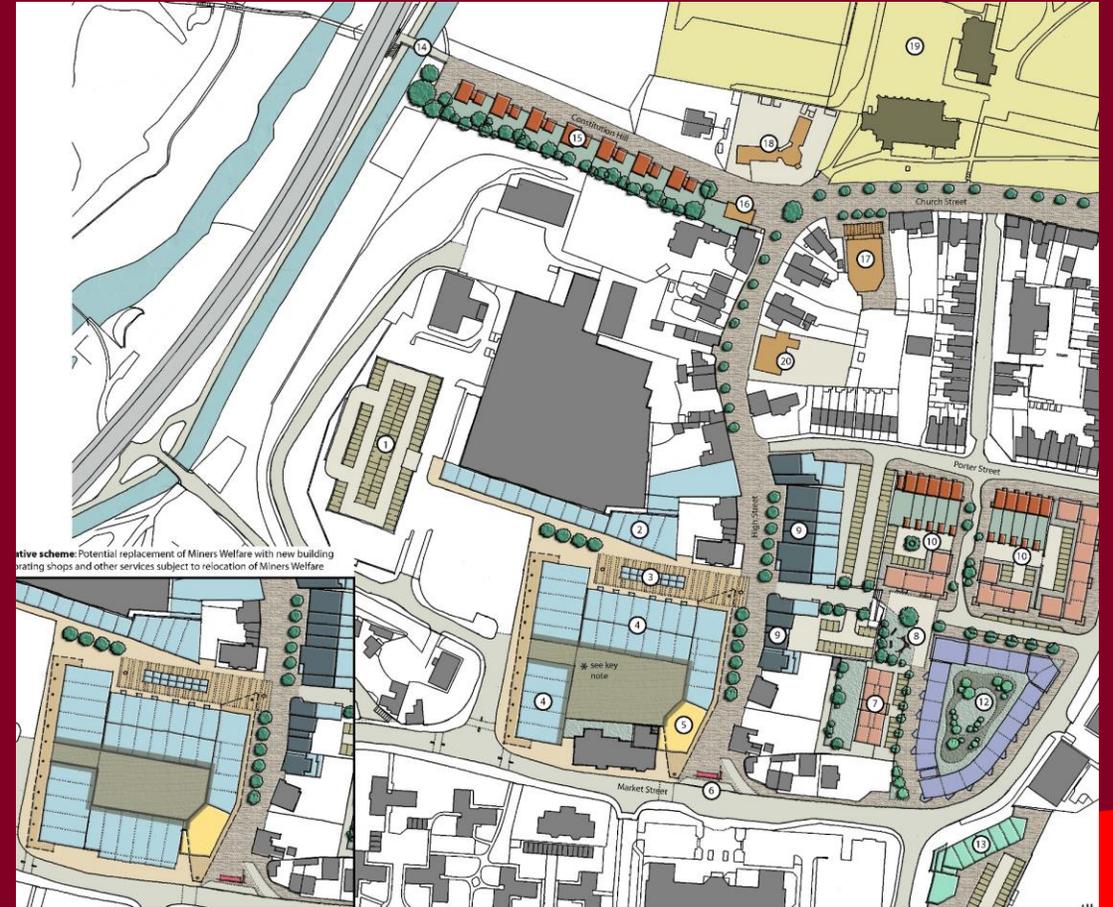
- High levels of Multiple Deprivation
- Lower than average 'Healthy life expectancy'
- High levels of youth unemployment
- A declining working-age population and increasing population of over 65+ (Chesterfield)



**We need to find new ways to
make Staveley Town Centre
relevant to residents,
businesses and visitors.**

Time for an updated strategy

- The previous masterplan was completed during a period of recession following the 2008 global financial crash.
- The recession and the austerity policies that followed led to a decline in public funding and real household disposable incomes, which limited delivery.
- There is also a need for reassessment given the high profile decline in high street shopping.



The demise of high street shopping is being felt across the UK due to a range of factors

- Squeezed incomes
- The shift to online shopping
- Changing tastes
- Rising overheads
- High profile retail bankruptcies
- COVID-19



Town Centre Trends

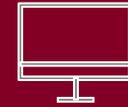
Successful town centres are reinventing themselves as more than retail centres by increasing the diversity and quality of their offer and providing an attractive environment to which consumers will want to return.



Decline in
branded retail



Rise in the
leisure
economy



Hybrid / home
working



Increasing
focus on
health and
wellbeing



Sustainability
and moves to
a low carbon
economy

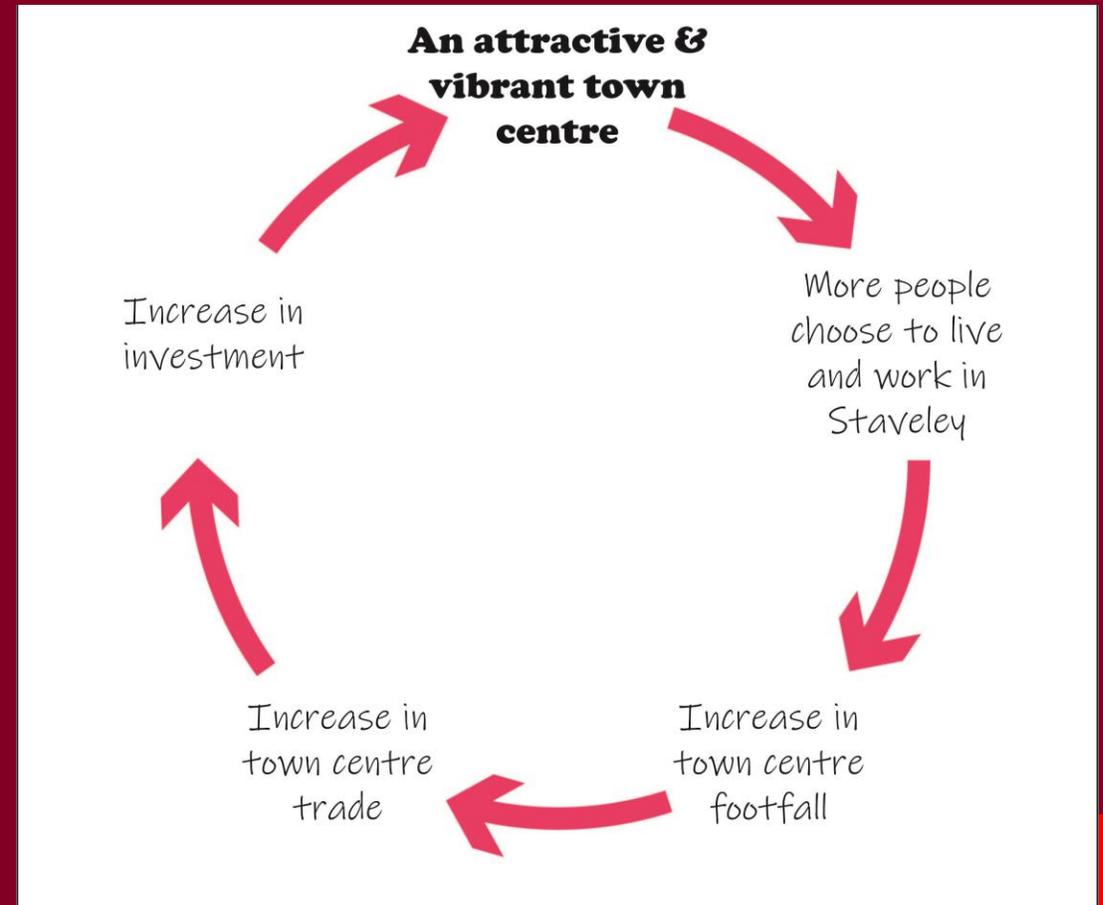


Shift from
commercial
to civic centres

Diverse uses and attractive public realm help to create vibrancy, emphasising the social function of town centres - this can in turn generate an economically beneficial level of footfall that helps to sustain the town centre's commercial function.



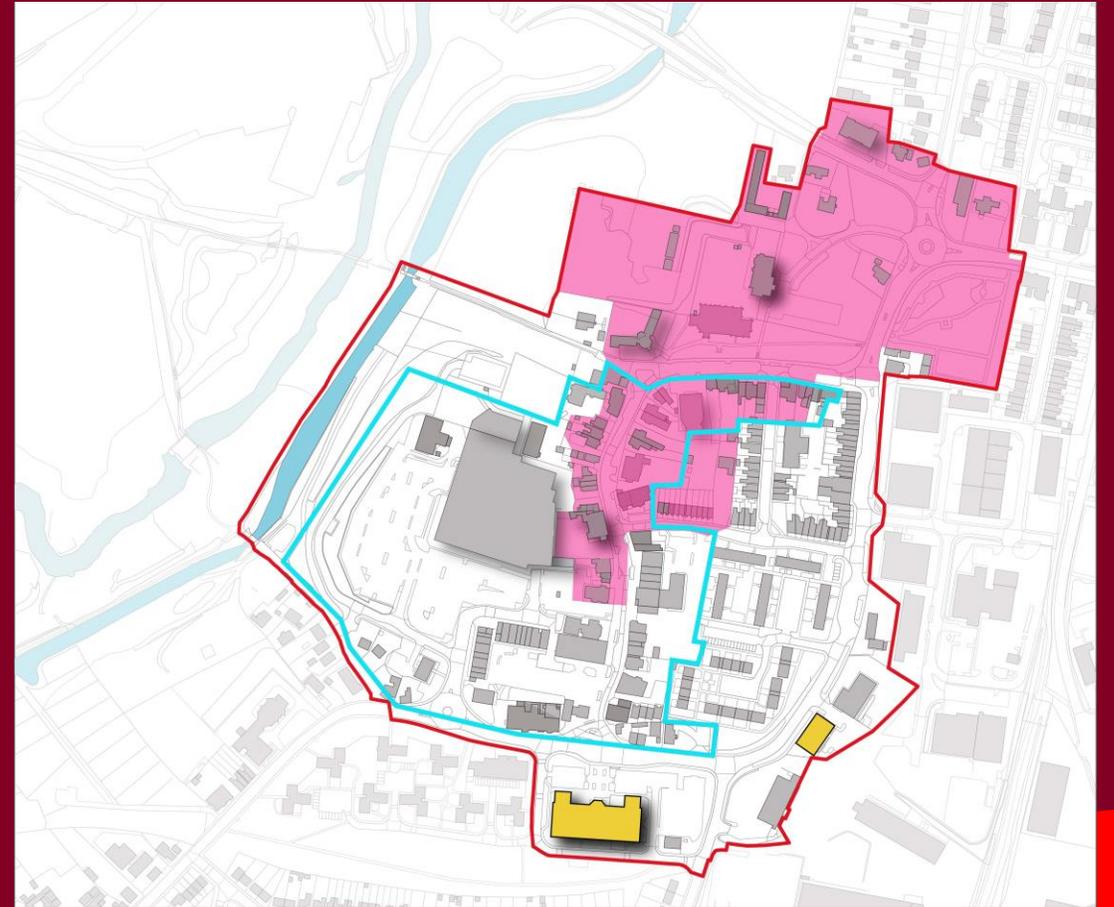
A vibrant, attractive, welcoming and well-connected town centre is imperative to capturing footfall.



What's our starting position?

Defining the area of focus

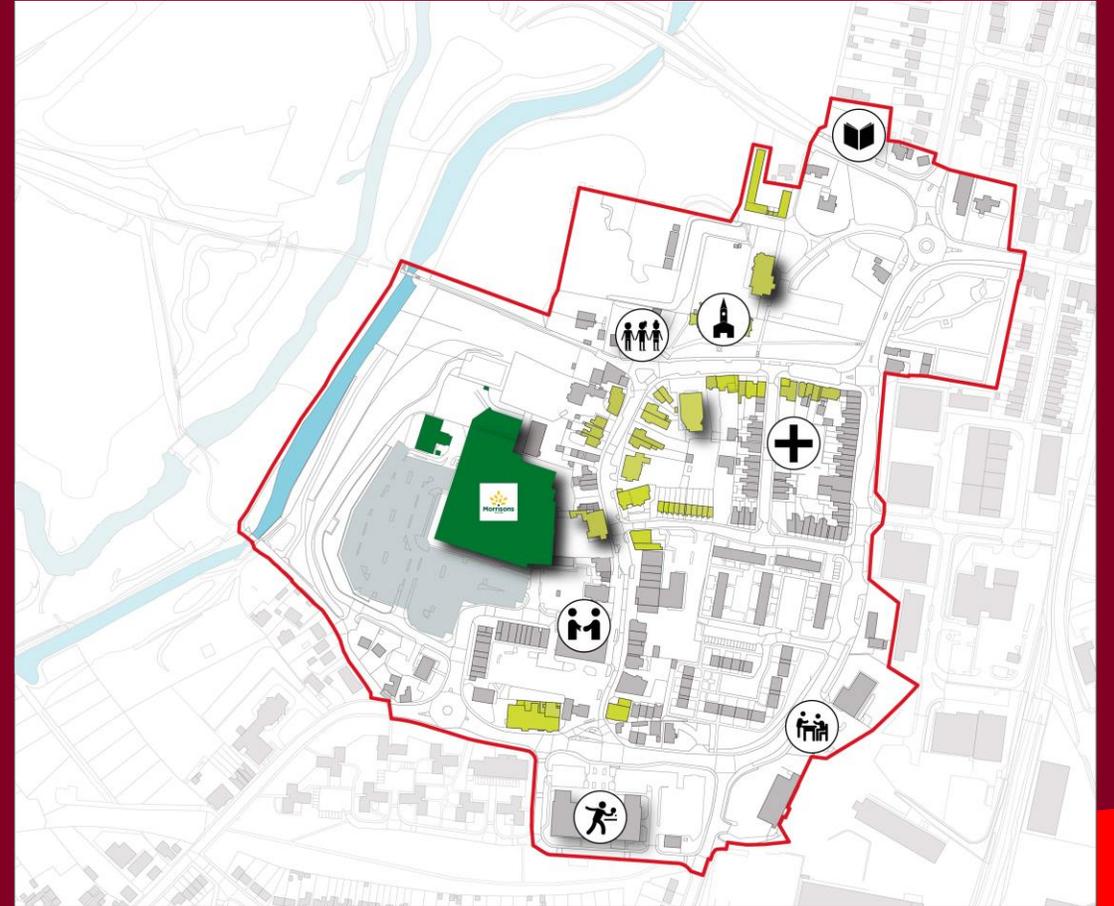
- Incorporating the Town Centre boundary as defined in the Local Plan (blue)
- Extending the area to include the Town Centre Conservation Area (pink)
- Incorporating key assets such as the Healthy Living Centre and job centre (yellow).
- Ensuring the red line is tight enough to focus attention on opportunities to regenerate the main core.



Masterplan boundary

Town Centre Assets

- Morrisons is a key anchor and offer a large free car park
- The town centre is also an established local service hub
- Buildings of heritage merit add interest and distinctiveness
- The Canal is a sustainable transport route, recreation asset and tourist attraction

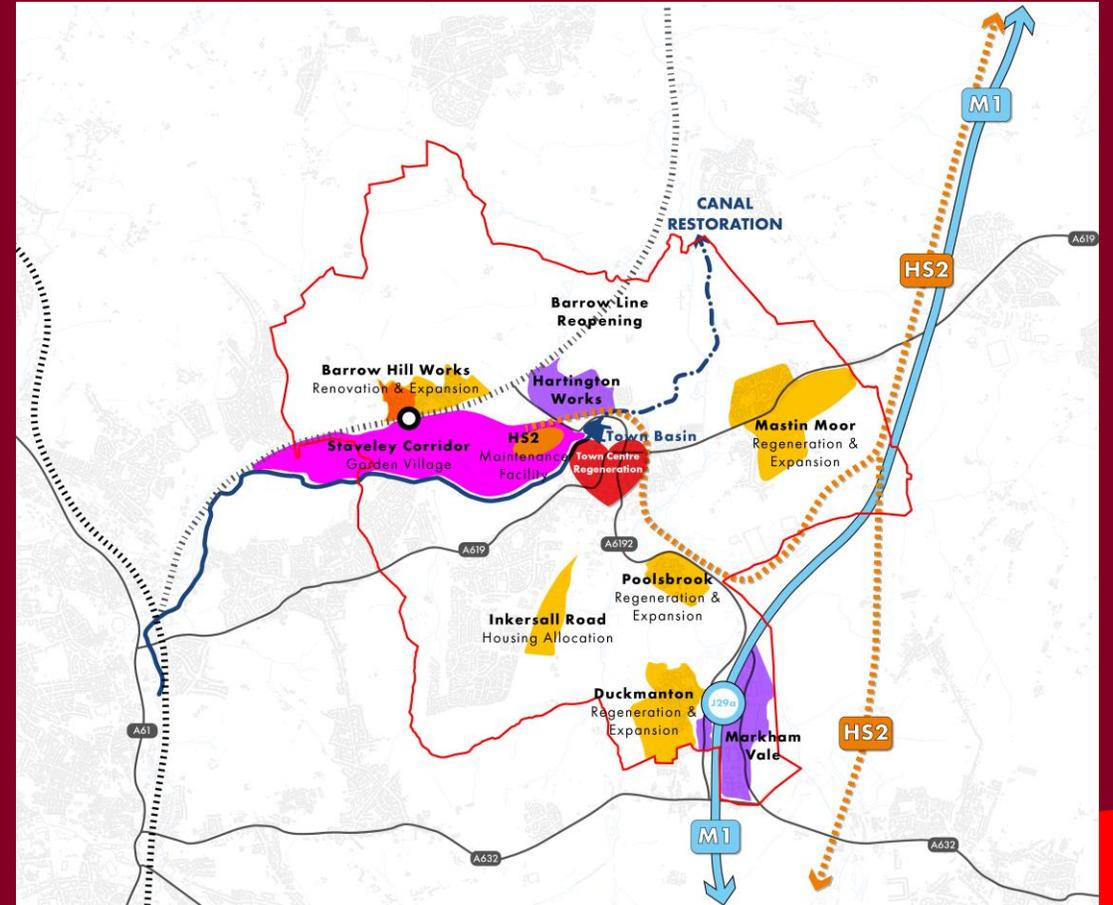


Key assets

A Growing Town

The town centre also sits at the heart of an area that will be a major focus for regeneration and growth over the next 15 years:

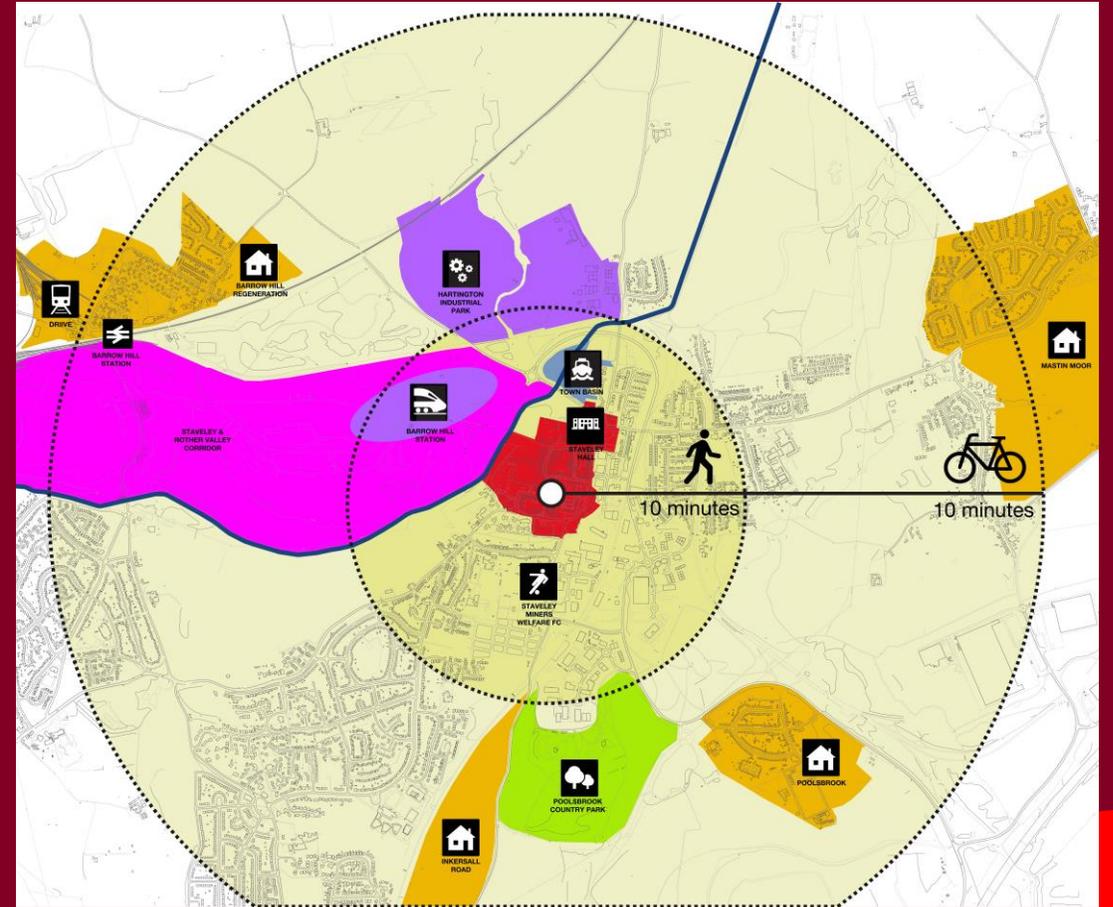
- 3,500 new homes
- 2,200 new jobs
- 315 ha of development
- Total investment £1 billion



Wider planning and regeneration context

The opportunity

With a growing population and more people working in Staveley there is potential for the town centre to have an increasingly important role as a service centre, which will help to drive town centre footfall and investment.



So what needs to change?

The quality of the retail offer needs to improve but there should also be more reasons to visit the town centre.



Tŷ Pawb, Wrexham

Areas of the physical environment are looking tired - there is a need to reshape these areas as well as better reveal the distinctive heritage of the town.



Belper Library & Care Centre

Connections between assets and opportunities need to be enhanced including the scope to promote active sustainable travel.



Birchwood Park, Warrington

There is a need to create more of a buzz and a sense of pride and engagement in the town centre, which will also draw in more visitors.



The Parade - Watford

The vision for the Town Centre

**The vibrant hub of a growing,
confident town.**

*Creating a great place that delivers a
better quality of life for all.*



Objectives

1. **Vital mix of uses** – The town centre should serve essential needs, but also provide the social and commercial activities that make for an interesting and vibrant place that people choose to visit.
2. **Strong sense of place** – Well maintained heritage, quality new buildings and welcoming public spaces should contribute to a distinctive and attractive place that encourages people to meet and socialise.
3. **Connectivity** – It should be easy to get to and move around the town centre and connect with the town's wider urban and rural setting with an emphasis on active, sustainable travel.
4. **Challenging perceptions** – There should be pride in the town's history and heritage as well as the confidence to explore new innovations and experiences.
5. **Adaptability & resilience** – The town centre should adapt to a low carbon, digital future and continue to and adapt to change so that it continues to be relevant to the people it serves.

**What will the town centre
be like in 10 years time?**

In 2031 Staveley Town Centre will be a changed place to what we experience today - whilst many of the features of the town centre will still be there, it will look and feel very different.

The town centre will retain its well loved local businesses but there will also be new businesses with a greater provision of cafes and restaurants and an independent cinema that draws more people to visit the town centre in the evening. These visitors will include local people but there will also be more visitors who come from afar and are drawn to the town by its broader offer which includes Staveley Hall, the Chesterfield Canal and town basin, Poolsbrook Country Park and the town's improved accessibility to the wider region.

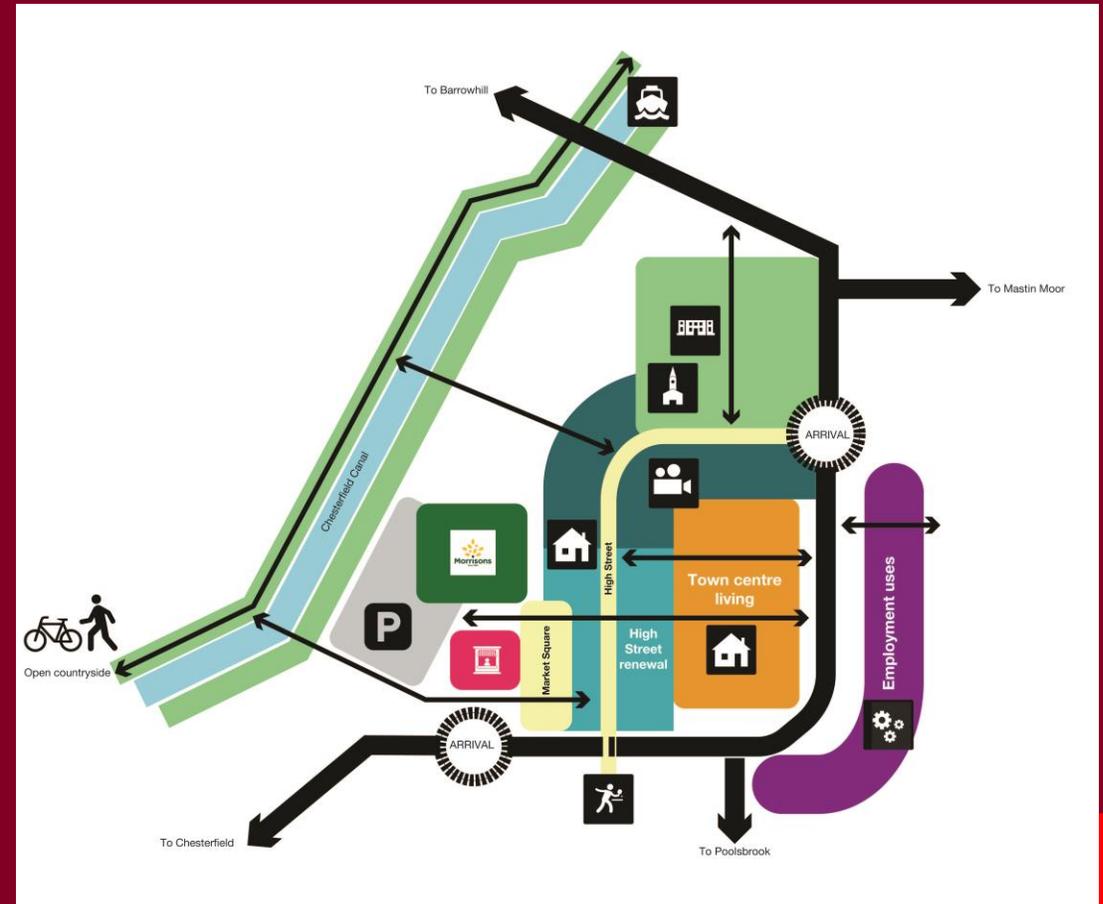
The Market Square area will be revitalised and will host a range of commercial, leisure and social activities that spill out onto a fantastic and vibrant public space. The library will have a presence in the heart of the town centre and people will still be able to access leisure, health and advisory services in the town centre. There will also be more people working in the town centre in new workspaces and more people living in the town centre in new homes.

Staveley's High Street will be reinvigorated, showcasing its historic character as well as contemporary art and design. Staveley will be an attractive, welcoming and interesting town centre that is the vibrant hub of a growing, confident town.

Masterplan strategy

Key Moves

- Regeneration of Market Square
- High Street renewal
- Development of underused sites
- Enhanced connectivity



Masterplan

1. Market Sq (phase 1 & 2)
2. High Street programme
3. Regal Cinema
4. Elm Tree PH
5. Devonshire Street housing
6. Duke Street employment site
7. Duke & Market St programme
8. Canal links programme
9. Porter Street public realm
10. Town Centre Wifi



Market Square

Development proposals

- **The Market House** - a new focal point forming a commercial / community / social hub
- **Commercial Terrace** – small retail units
- **The Pavilion** – retail / café unit
- **Mixed use block** – ground floor commercial with residential above



Initial sketch

Rationale

1. The range and quality of uses is poor.
2. Buildings are unattractive and in a degraded condition.
3. The current layout forms a barrier to movement.
4. The public realm is uninspiring and underutilised.
5. As a whole the area creates a poor perception of the town centre.
6. New opportunities are limited by the current configuration.



Grote Markt, Vilvoorde

Aerial View into Market Place from south west – Artists Impression



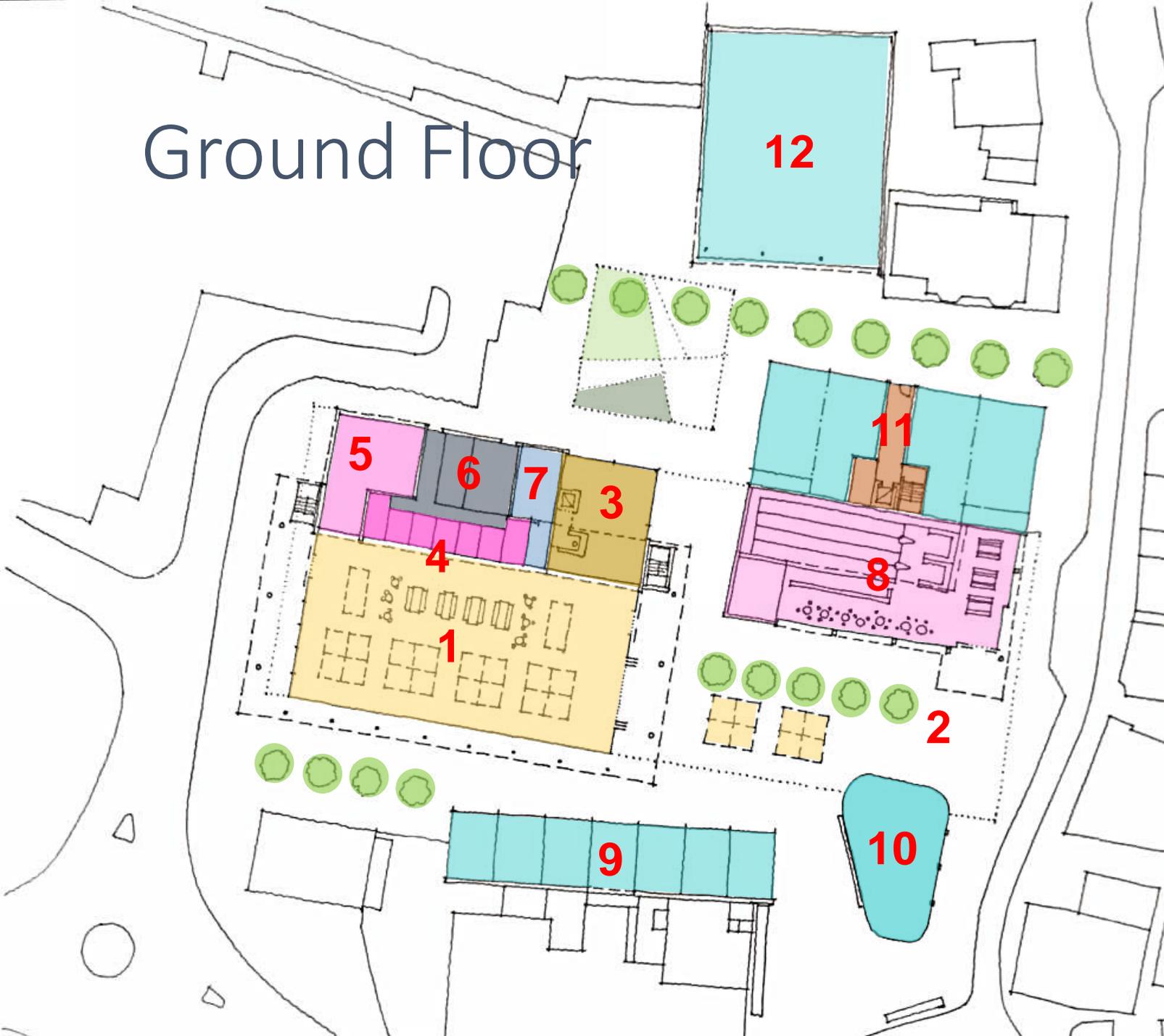


View into Market Place from High Street – Artists Impression



View into Market Place from Barnfield Close – Artists Impression

Ground Floor



1. Open / flexible double height space (approx. 42m x 21m) for indoor markets, food court, events, etc.
2. Market square remodelled with new surface treatment and landscaping – space for some temporary market stalls
3. Public services including relocated library
4. Small food outlets open onto central space
5. Retail / café unit
6. Back of house / servicing for market house
7. WCs
8. Potential repurposing of existing retail unit as mini 'leisure box', with major overall of facades to create connection with square
9. Commercial terrace of small retail / business units could accommodate some relocations as well as create link into Markham Hall
10. Retail / café unit
11. Commercial ground floor uses with residential units on two upper floors
12. Potential retail unit (approx. 24m x 30m floor plate)

Upper Floor



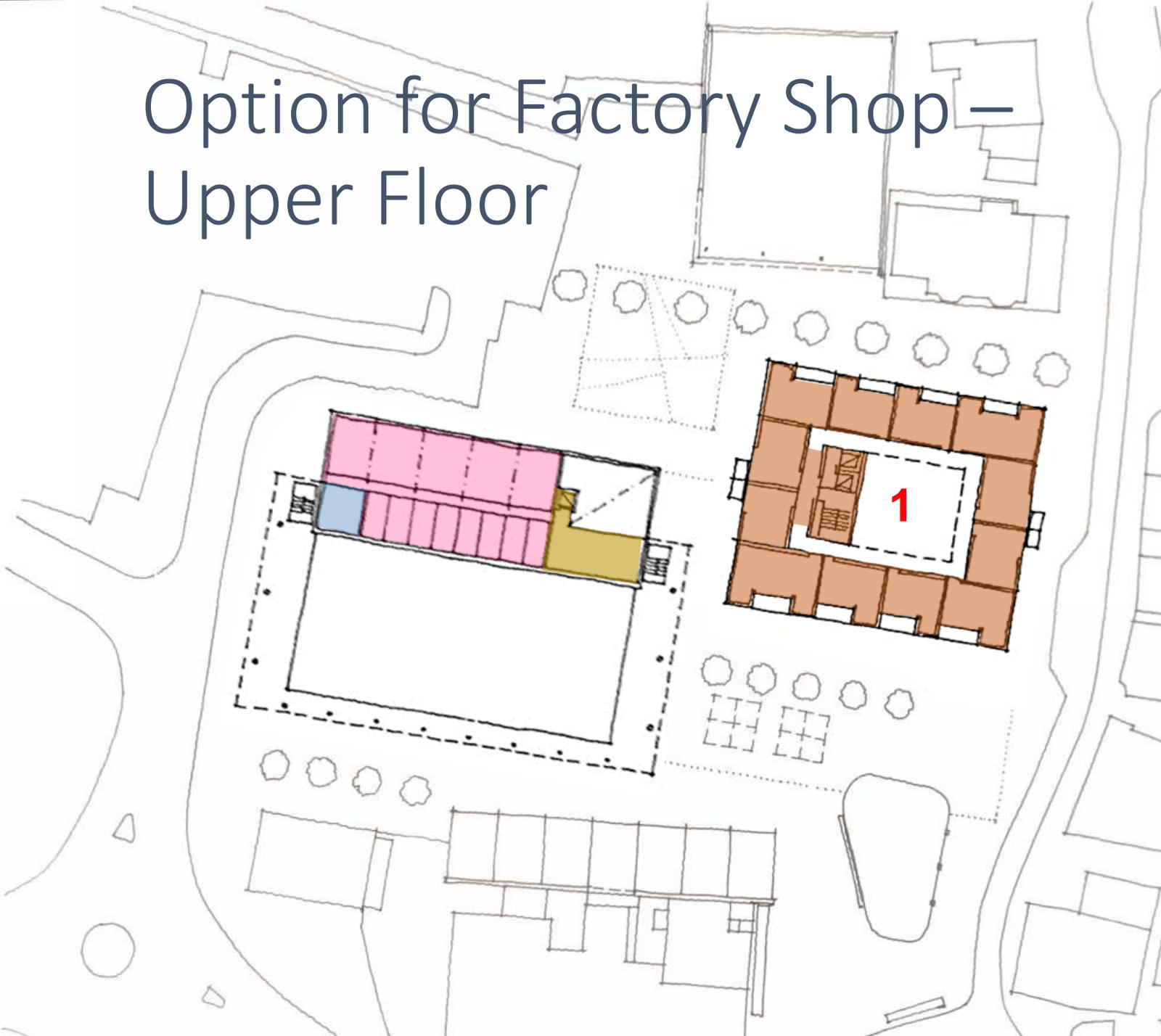
1. Upper level of library and public services overlooking double height ground floor space
2. Flexible workspace which could be subdivided in multiple configurations to provide space for small businesses, or public services
3. WCs
4. Upper level of repurposed retail unit
5. Two levels of residential units (12 units in total)

Option for Factory Shop – Ground Floor



1. Ground floor entrance lobby, cycle storage, plant, etc. for residential units above
2. Flexible commercial space, which could be used for retail, F&B, workspace, etc.

Option for Factory Shop – Upper Floor



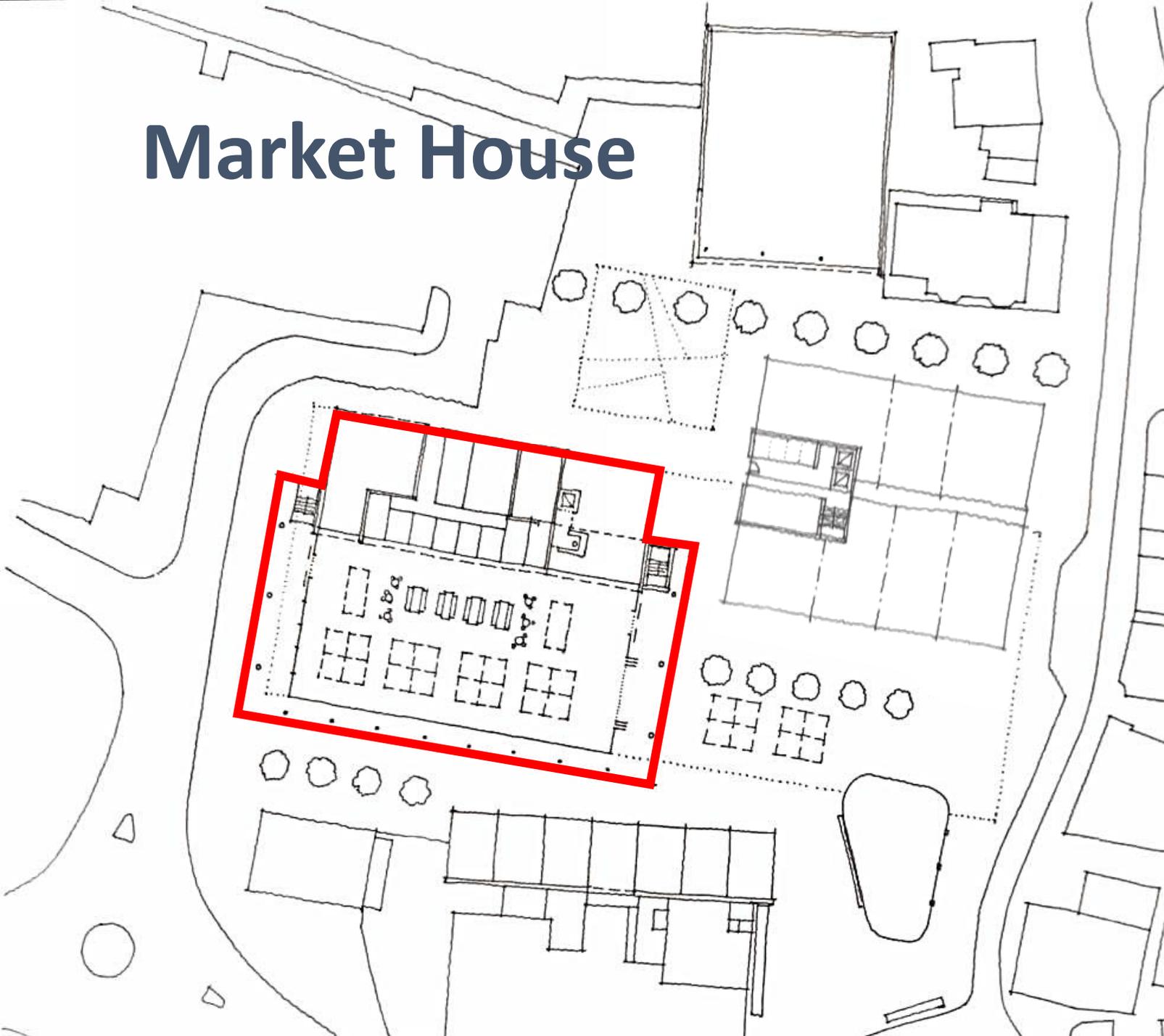
1. Two levels of residential units arranged around a small courtyard (24 units in total)

Potential to integrate the Markham Hall

- Retention of social club
- Scope to extend into rear retail units to create a second entrance
- Internal refurbishment to maximise space for new uses
- External works – feature mural



Market House



- Flexible, double height space, largely glazed with oversailing roof
- Solid two storey wing of accommodation, containing library, F&B opening onto internal space, with other possible commercial / service uses
- Architectural landmark with visual prominence

Precedent

Grote Markt, Vilvoorde (Belgium)

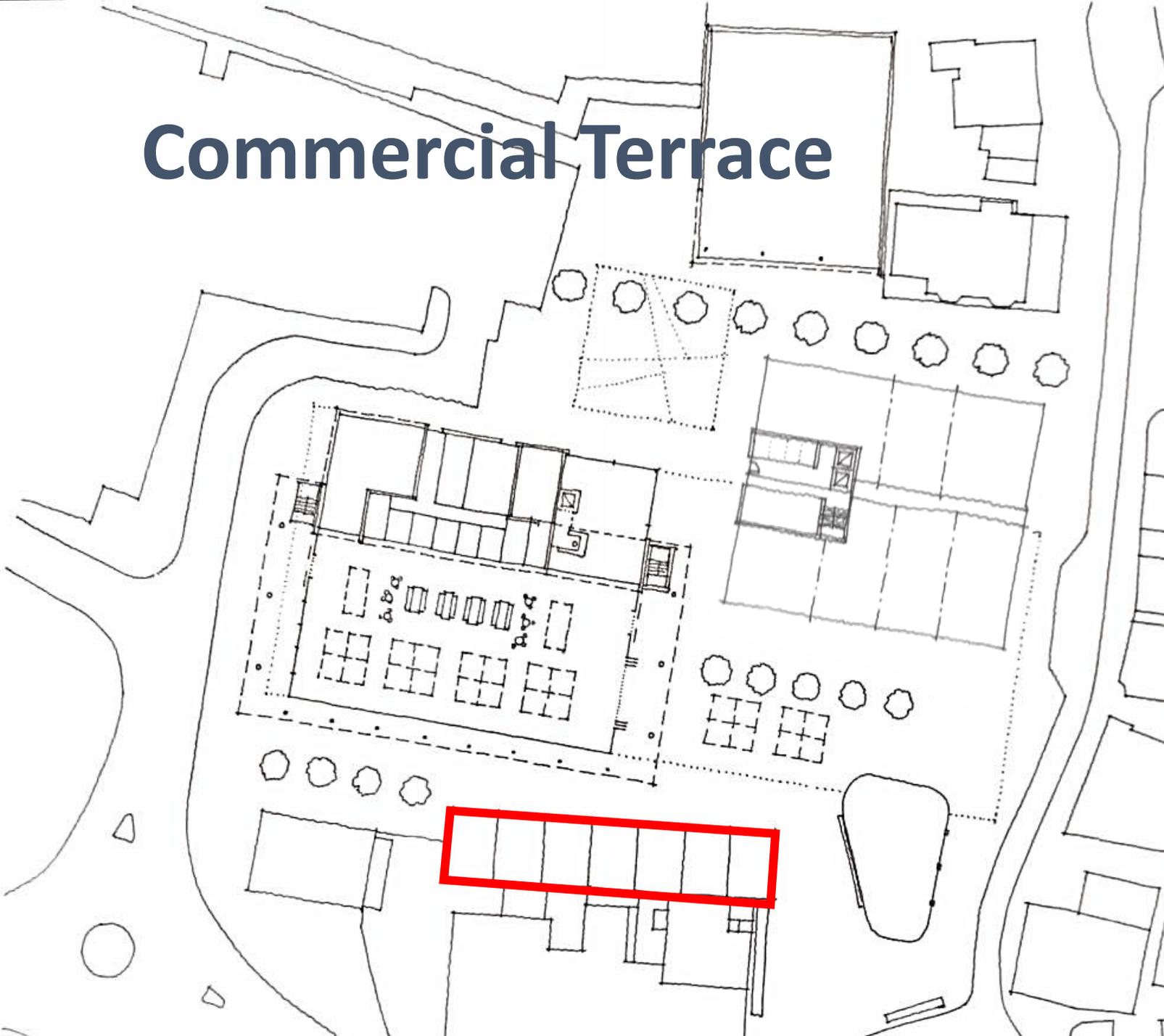


Precedent

Baltic Station Market, Tallinn (Estonia)



Commercial Terrace



- Terrace of small units along the edge of the new market square
- Space for businesses to decant into while market house and other buildings are being built
- Could provide new direct link into Markham Hall from the market square
- Scope for architectural creativity

Precedent

Blue House Yard, Wood Green, London

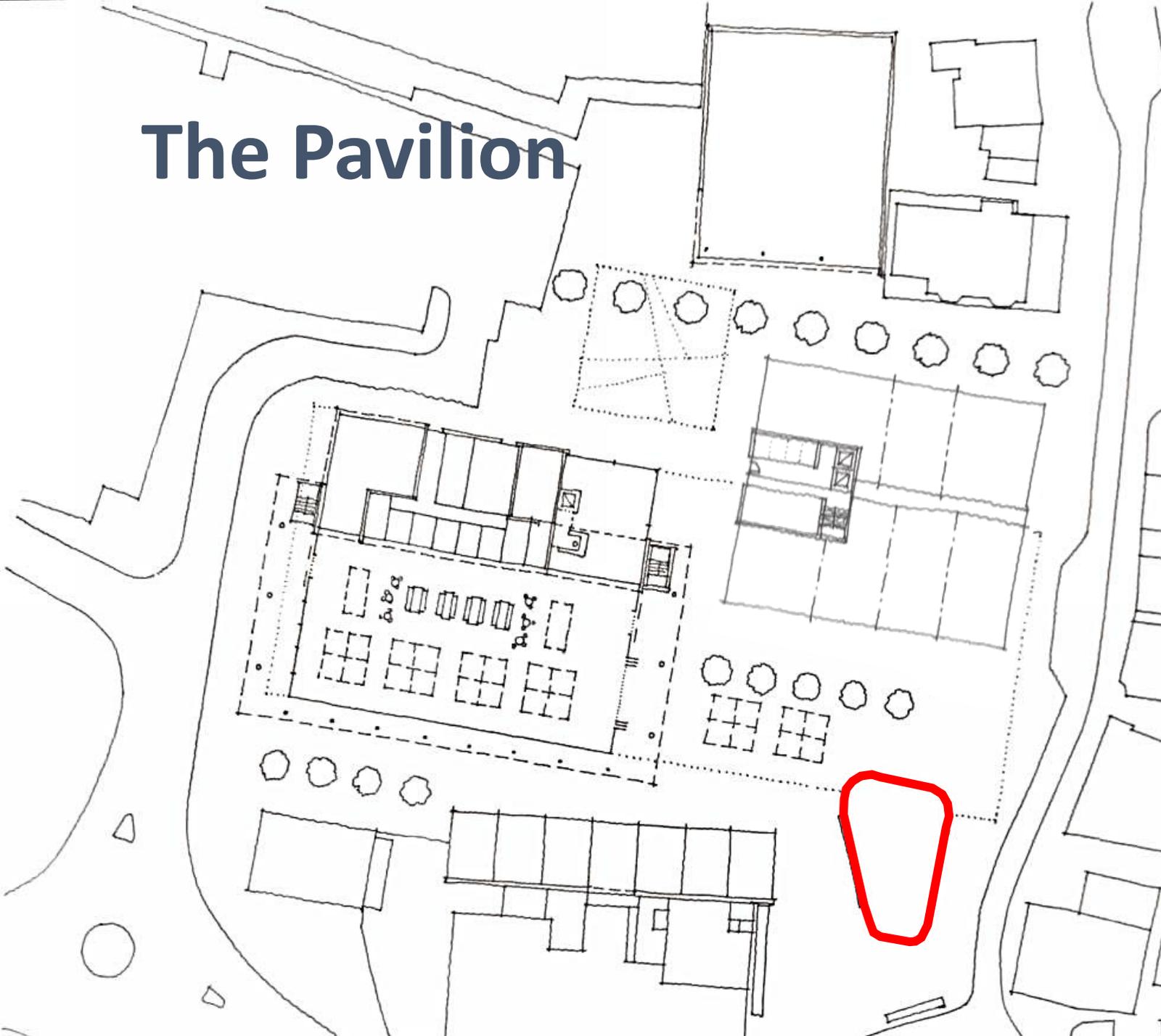


Precedent

Sayer Street, Elephant Park, London



The Pavilion



- Building stands in space so is seen from all angles
- Softer plan form reflects there will be movement around the building
- Balance between providing enclosure to the new market place, while also allowing views through

Precedent

Clubhouse café, Uxbridge

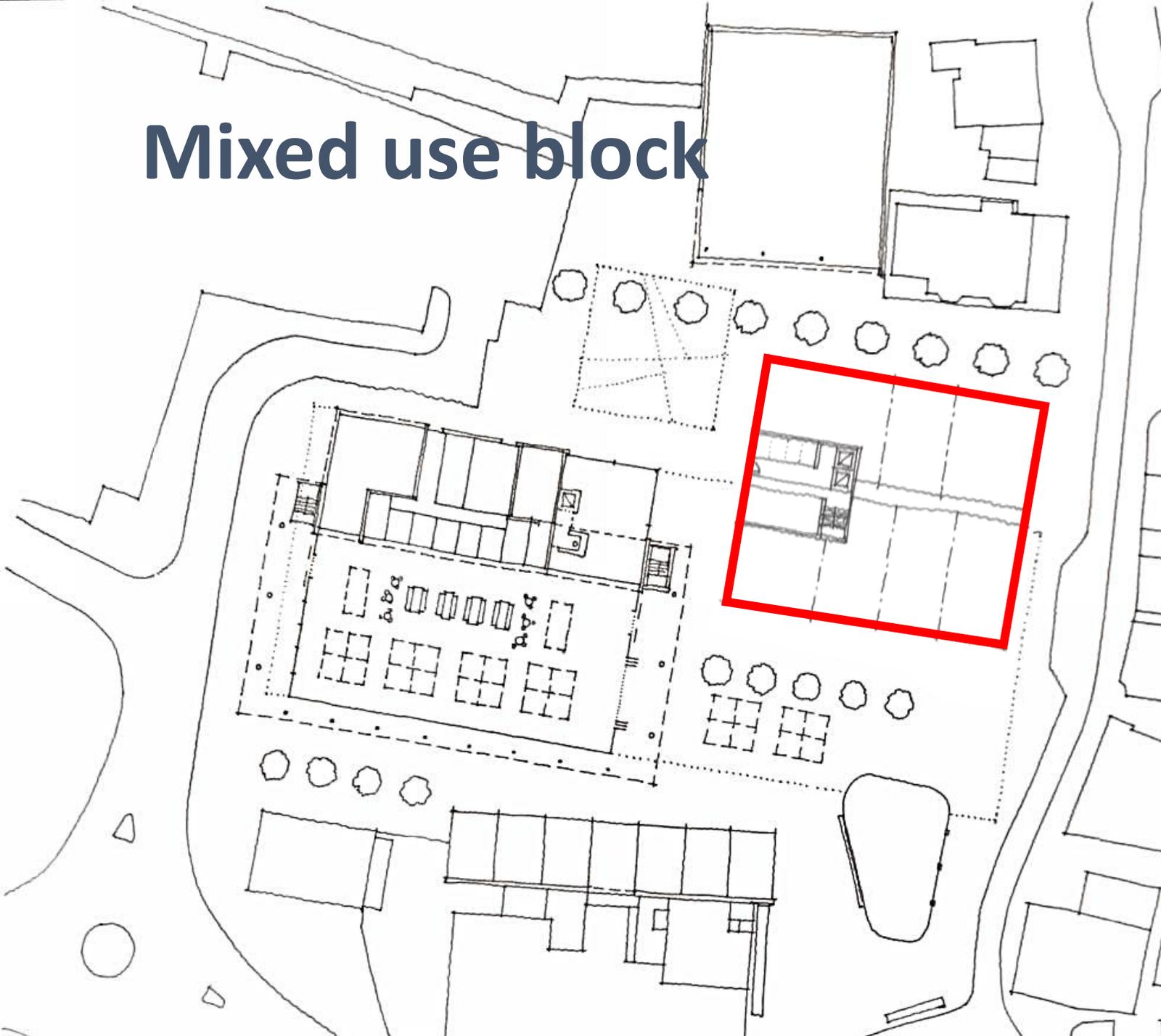


Precedent

Duke of York Restaurant, London



Mixed use block



- Assumes two floors of residential accommodation above commercial space at ground
- Relatively deep plan, so outline design based on apartments arranged around a central courtyard at first floor
- Contemporary architecture but materials and roof form could still reflect context

Precedents

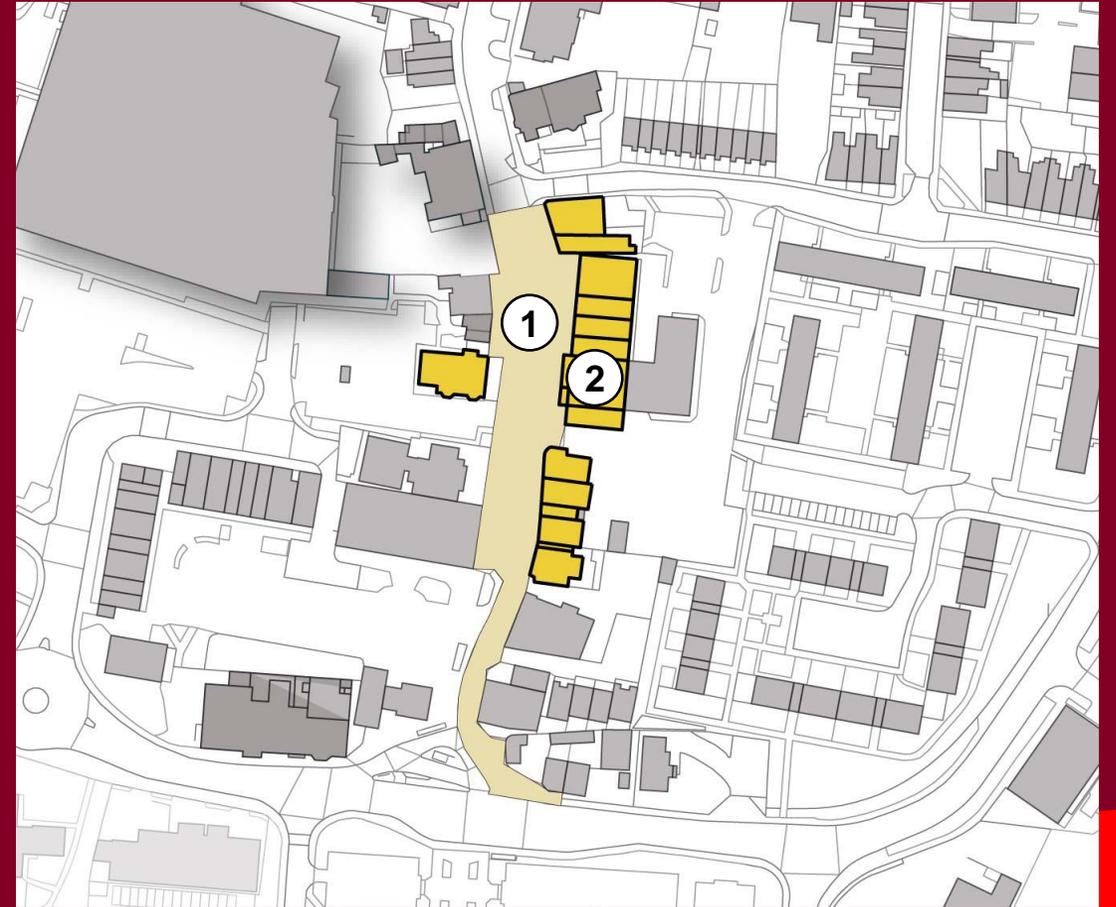
Various



High Street

High Street - Projects

1. Public realm renewal (paving, lighting, street furniture, landscape etc.)
2. Building / shop front improvements
3. Wayfinding signage
4. Cycle parking



High Street - Rationale

1. Increasing business confidence and encouraging investment in existing and new enterprises.
2. Enhancing the attractiveness of the High Street for visitors.
3. Improving pedestrian / cycle access and legibility.
4. Creating a strong sense of place and distinctive identity.



Leyton





Wayfinding

Cycle parking

New green infrastructure

Building upgrades

Building art

Shop front enhancements

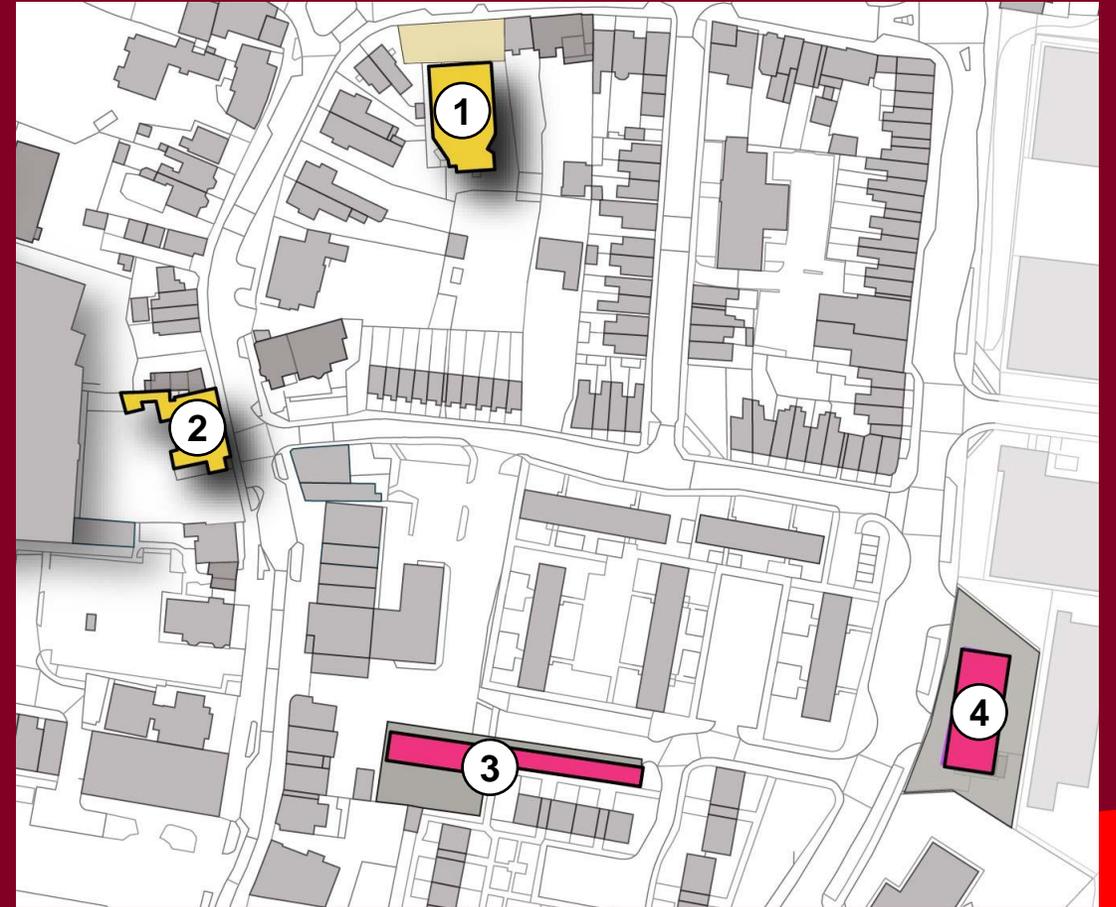
Street art

New surfaces

Development projects

Development projects

1. Regal Cinema
2. Elm Tree PH
3. Devonshire Street housing
4. Duke Street employment site



Regal Cinema

- Internal and external refurbishment of the former Regal Cinema
- An independent cinema with a distinctive offer
- Ancillary bar / cafe
- New public space



Regal Cinema - Rationale

1. Generating a new evening economy and family friendly offer.
2. Providing a meeting place and a centre to socialise.
3. Renewal of a prominent vacant building.
4. Enhancement of the conservation area.



Precedent - Ilkley Cinema

Elm Tree PH

- Internal and external refurbishment of vacant Public House
- Options:
 - Refurbish and reopen as food / drinking establishment
 - Conversion to residential with ancillary residential development (23 homes)
 - Mix of both?



Devonshire Street

- Demolition of garage block
- Development of new housing (10 homes)
- Enhancing connectivity between the Devonshire Close estate and the town centre



Devonshire Street - Rationale

1. Increasing the town centre population and patronage of local businesses
2. Creating a more 'lived in' town centre
3. Utilising land more efficiently
4. Developing unique housing typologies and setting a quality benchmark for new housing



Duke Street employment site

- Demolition of car wash
- Development of new business units (3,600 sqft)



Duke Street employment site - Rationale

1. Creating new business opportunities / jobs
2. Stimulating town centre footfall
3. Enhancing a poor quality site

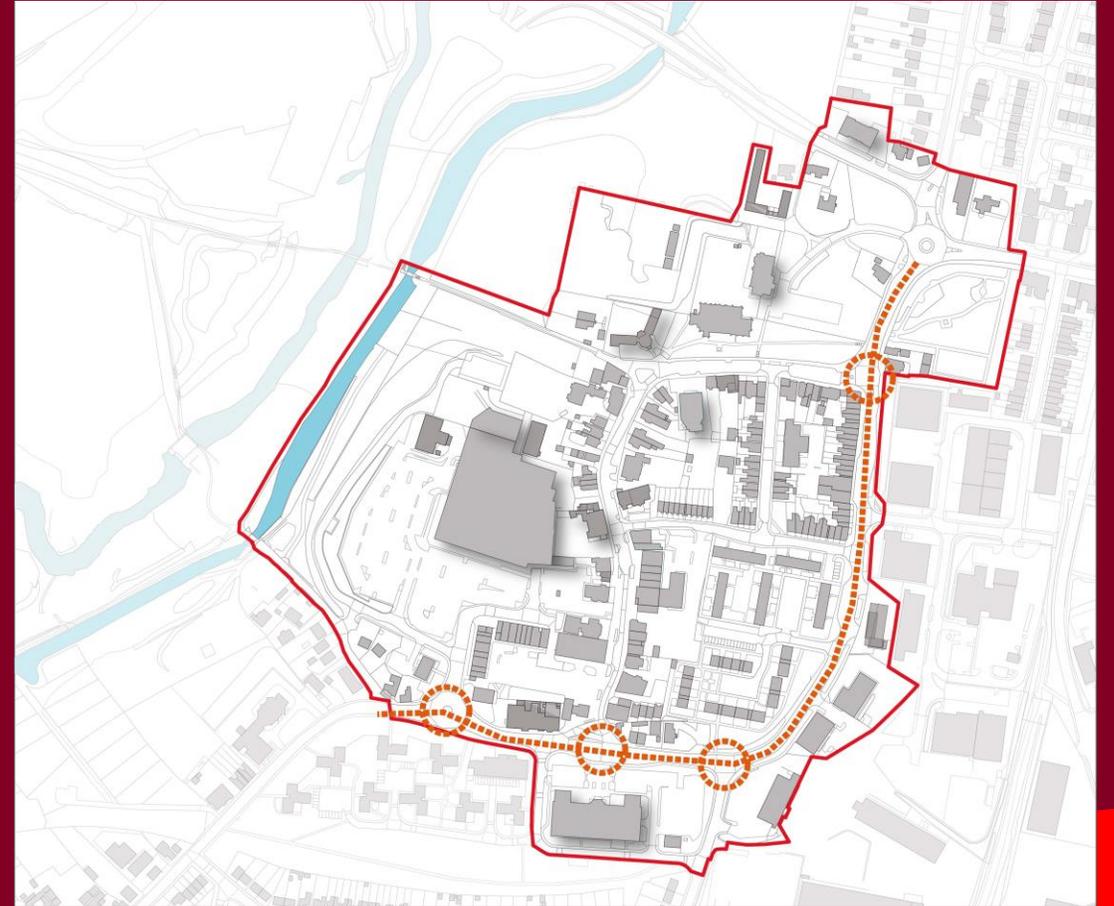


Light Box, Wirral

Movement & Connectivity

Duke & Market St.

- CSRR will reduce traffic
- Opportunity to downgrade route and create a better environment for walking and cycling e.g. reduction in speed limit to 20mph
- Narrowing of carriageway and widening of pavements alongside an enhanced landscape treatment e.g. rain gardens, wildlife planting
- Signalised pedestrian crossing points could be made into zebra crossings with raised tables / build-outs to enhance priority



Duke & Market St. - Rationale

1. Creating a safer environment for pedestrians / cyclists
2. Encouraging people to walk / cycle (health & wellbeing, sustainability impacts)
3. Enhancing the appearance of Staveley and gateway
4. Increasing green infrastructure



Canal Links - Proposals

- Constitution Hill – footpath widening and resurfacing, lighting, signage
- Mill Green – shared surface, lighting



Canal Links - Rationale

1. Promoting visitor use of the town centre
2. Enhancing health & wellbeing through better utilisation of towpath / cycle route
3. Improving community safety



Porter Street - Proposals

- Demolition of garage block
- Upgrade of public realm



Porter Street - Rationale

1. Creating a safer environment for pedestrians / cyclists
2. Encouraging town centre visits from employment areas
3. Enhancing green infrastructure



Brownfield Estate, Poplar

Town Centre Wifi

- Connecting residents, visitors and businesses to free ultra-fast broadband
- Street hubs and wifi hotspots
- Deal with BT, no cost?



Meeting our objectives

1. Vital Mix of uses

- New retail, leisure and workspace attract new businesses
- An evening economy and family friendly offer broaden the visitor demographic
- New uses stimulate economic activity / investment in existing businesses
- Enhanced community facilities serve the existing and expanding population
- New homes create a 'lived in' town centre
- Vibrant public realm promotes a leisure / visitor economy

Projects	Outcomes
Market Square	Retail, food & drink, library, workspace, residential, events space
Regal	Cinema
Elm Tree	Food and drink / residential
Devonshire St	Residential
Duke St	Business units

2. Strong sense of place

- A new town centre landmark as a symbol of change / confidence
- Distinctive and playful public spaces create an interesting social experience
- Re-use and reimagining of historic assets brings empty heritage buildings to life
- An attractive town centre experience linked by legible and comfortable walking routes
- An improved sense of arrival
- Creating a place that is a relevant to a proud and involved local community

Projects	Outcomes
Market Square	New focal point, vibrant public realm
High St	Upgrade of buildings and public realm
Regal	Reuse of historic building
Elm Tree	Reuse of historic building
Duke / Market St.	Enhanced arrival

3. Connectivity

- Enhanced permeability / legibility through physical change
- Improving the pedestrian experience to promote health and wellbeing
- Improving community safety through enhanced lighting
- Better signage / legibility for visitors

Projects	Outcomes
Market Square	Enhancing permeability / legibility
High St	Improving pedestrian / cycle environment
Duke / Market St.	Improving pedestrian / cycle environment
Canal Links	Improving pedestrian / cycle environment
Porter St	Improving pedestrian / cycle environment

4. Challenging perceptions

- Contemporary / sustainable architecture as a benchmark for 'new' Staveley
- An enhanced offer / events provide more reasons to visit Staveley
- Vibrant and playful public realm create a fun environment that people wish to return
- Physical transformation through art and colour stimulate business and civic pride

Projects	Outcomes
Market Square	Landmark building / public realm
High St	Distinctive approach to public art and design
Regal Cinema	Creating reasons to visit Staveley
Devonshire St	Delivering innovative housing
Town centre wifi	Providing 21 st century infrastructure

5. Adaptability & Resilience

- New sustainable architecture
- Flexible buildings and spaces
- New social and economic opportunities
- Increasing green infrastructure
- Promoting sustainable travel
- Re-using redundant buildings
- Stimulating civic pride

Projects	Outcomes
Market Square	Sustainable design
High St	Rain gardens / green infrastructure
Regal Cinema	Reuse of existing building
Devonshire St	Sustainable design
Duke & Market St	Rain gardens / green infrastructure