



STAVELEY TOWN CENTRE MASTERPLAN REPORT

BDP.



**CHESTERFIELD
BOROUGH COUNCIL**

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1. INTRODUCTION

1.1 Introduction

Chesterfield Borough Council (CBC) and its partners are developing a comprehensive and ambitious transformational strategy for the town and surrounding area of Staveley. A Town Investment Plan for Staveley was submitted to government as part of its Town Deal programme in December 2020 and in the March 2021 budget it was announced that the Staveley Town Board had been successful in its initial bid for £25.2 million of funding.

To support the delivery of the Town Investment Plan, the council on behalf of its partners commissioned BDP with Colliers International and Steer to provide a review and full update of the Staveley Town Centre 2009 Masterplan. The aim of the masterplan is to identify a range of initiatives to revive the town centre ensuring it is fit for the 21st Century and becomes a valued place to visit, shop, work and relax.



Market Square



Staveley High Street



Staveley Hall

1.2 Introducing Staveley

Staveley has a long history stretching back to at least Saxon times but it was the Industrial Revolution that saw the mass expansion of Staveley including the exploitation of coal and iron resources, the development of iron smelting and casting works and the construction of the canal and railway.

Staveley was a centre for mining, steelworks and chemical manufacturing led by the Staveley Coal and Iron Co (later Staveley Industries) but as these industries declined so did the fortunes of Staveley. Today levels of deprivation and unemployment are unfortunately high but opportunities are improving through investment in new strategic employment sites such as Markham Vale and over a decade's worth of work to regenerate the former Staveley Works site into a new Garden Village.

Staveley today has a population of 17,000 (2017). The Chesterfield Borough Local Plan 2018–2035 (adopted July 2020) identifies Staveley as a major focus for growth and over the next 15 years there will be investment totalling over £1bn in employment and housing development and infrastructure, which could see the local population grow by 15%.

The Staveley Corridor is the largest regeneration opportunity within Chesterfield Borough (covering approximately 150 ha) and its regeneration has major implications for the Borough as a whole in terms of its ability to deliver new housing, employment and an improved environment. The eastern villages of Barrow Hill, Duckmanton, Mastin Moor and Poolsbrook sit within the wider Staveley geography and are also identified as Regeneration Priority Areas.

Staveley town centre, located at the heart of this investment, will have an increasingly important role as a centre in terms of supporting this growth. With a growing population and more people working in Staveley, there is scope to drive more footfall into the town centre. The regeneration of the town centre will be key to attracting a new demographic to the area and a vibrant and well-connected town centre will be imperative to capturing footfall.

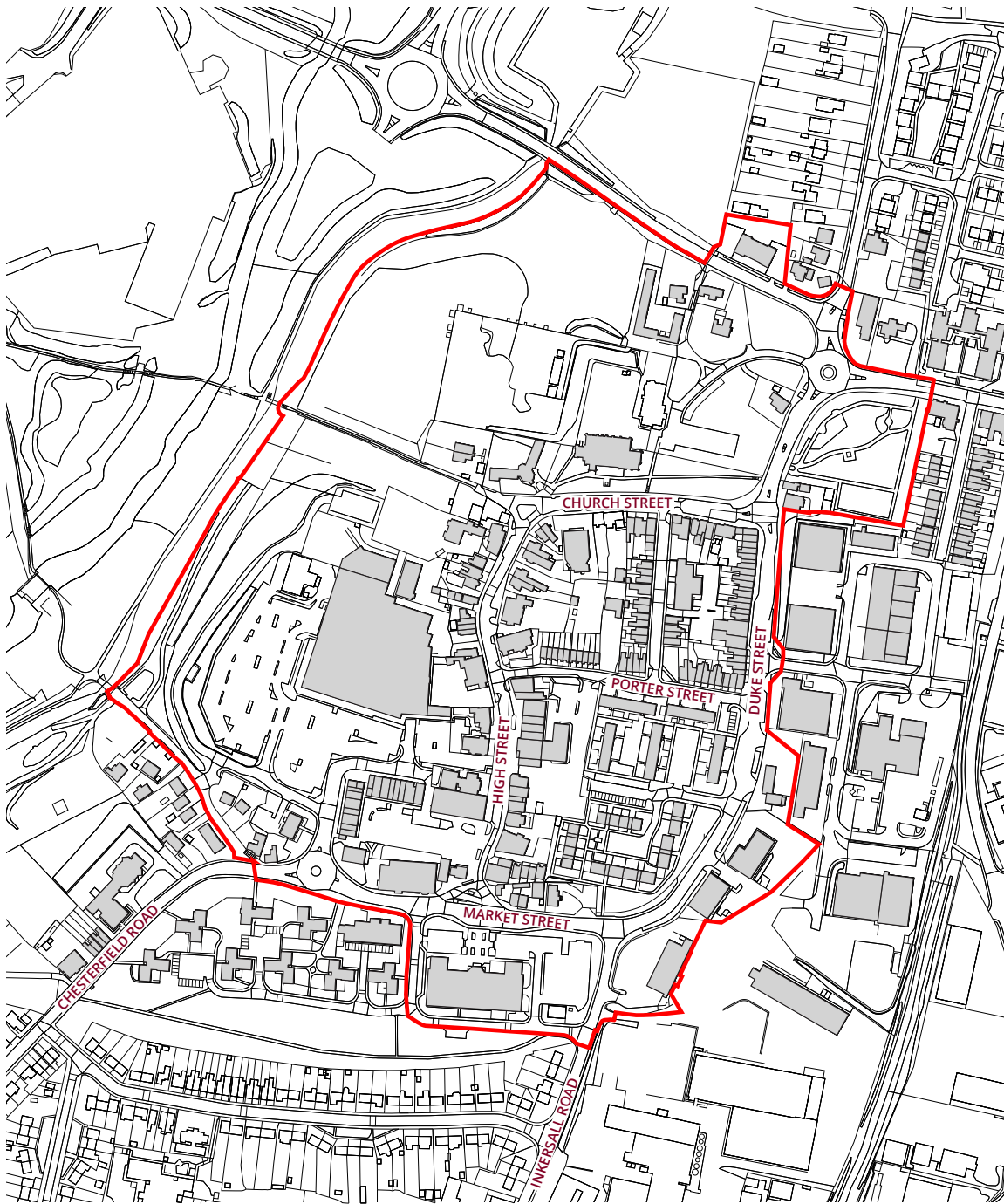


Figure 1.1 Masterplan area

1.3 This Report

1. INTRODUCTION

Introduces Staveley and the purpose of the masterplan.

2. MASTERPLAN CONTEXT

Explains the planning and development context to the town centre.

3. CHARACTER APPRAISAL

Describes the character of Staveley town centre today.

4. A VISION FOR STAVELEY

Presents a new ambitious vision for Staveley town centre.

5. MARKET SQUARE

Describes the proposals to regenerate Market Square.

6. HIGH STREET

Sets out proposals to reinvigorate the High Street.

7. DEVELOPMENT PROJECTS

Outlines four development opportunities.

8. MOVEMENT & CONNECTIVITY

Sets out the proposals for enhancing movement and connectivity within the town centre.

2. MASTERPLAN CONTEXT

2.1 Chesterfield Local Plan

As stated in the Local Plan, town, district and local centres lie at the heart of local communities and their primary role is to provide shopping and community services. These are critical to the future prosperity, quality of life and sustainability of the borough.

A key aim of the Local Plan is to promote the vitality and viability of the borough's town, district and local centres (Staveley is classified in the Retail Hierarchy as a Town Centre). The Local Plan indicates that the Borough Council will achieve this by focusing uses including retailing, leisure, entertainment, offices, arts, culture and tourism facilities within town centres. The outcome of this focus is to encourage variety, choice and quality of retail provision; to support healthy, competitive and successful town centre provision and to enhance town, district and local centre environments as a focus for community and civic activity.

Paragraph 4.22 of the Local Plan indicates that Staveley town centre will have an increasingly important role as a centre in terms of supporting further growth within the Staveley and Rother Valley Corridor and the eastern villages of Poolsbrook, Barrow Hill, Mastin Moor and Duckmanton.

In terms of important Local Plan policies, Policy CLP8: Vitality & Viability of Centres states that:

"The council will support the role of the town, district, local service centres and local centres in providing shops and local services in safe, accessible and sustainable locations. New development within centres shown on the Policies Map should make a positive contribution to the centre's viability and vitality, and be of an appropriate scale.

To ensure the vibrancy, inclusiveness and economic activity of the borough's centres, main town centre uses including health, leisure, entertainment, community facilities, sports, offices, art, food and drink, cultural and tourism facilities will be supported."

2.2 Staveley Regeneration

Staveley town centre sits at the heart of an area that will be a major focus for regeneration and growth over the next 15 years. Some 3,500 new homes are proposed in Staveley, as well as the creation of 2,200 new jobs. This will likely have a major beneficial impact on the future growth and development prospects of the town centre and on its vitality and viability.

The Staveley and Rother Valley Corridor

The corridor is the largest regeneration opportunity within Chesterfield Borough and lies to the north of Staveley. It consists of mostly vacant former industrial land and Policy SS5 (Staveley and Rother Valley Corridor) indicates that the borough council will support the comprehensive redevelopment of the Staveley and Rother Valley Corridor to create a sustainable urban extension in a landscape setting.

The main landowners (Devonshire Group and St Gobain) are planning to create a new garden village comprising 1,500 new homes supported by its own local centre and primary school. There are also plans to create employment opportunities focused on the Hall Lane end of the corridor and around Works Road.

Chesterfield to Staveley Regeneration Route (CSRR)

The development potential of the Staveley Corridor is directly linked to proposals for the CSRR, which will create a new 5.7km road connecting Chesterfield town centre to Staveley, supporting new jobs and homes, providing new crossings for pedestrians and cyclists, and making five regular bus services that use the existing A619 more reliable. Capacity funding from DFT has been awarded to fund the detailed design and a full business case, which will be followed by a planning application.

New Housing

In addition to the Staveley and Rother Valley Corridor, new homes are planned in the Mastin Moor, Duckmanton, Poolsbrook and Barrow Hill neighbourhoods of Staveley. The Devonshire Group (Chatsworth Estate) are currently bringing forward a residential development of up to 650 dwellings including an Extra Care facility and a Local Centre providing health retail and other community facilities at Mastin Moor.

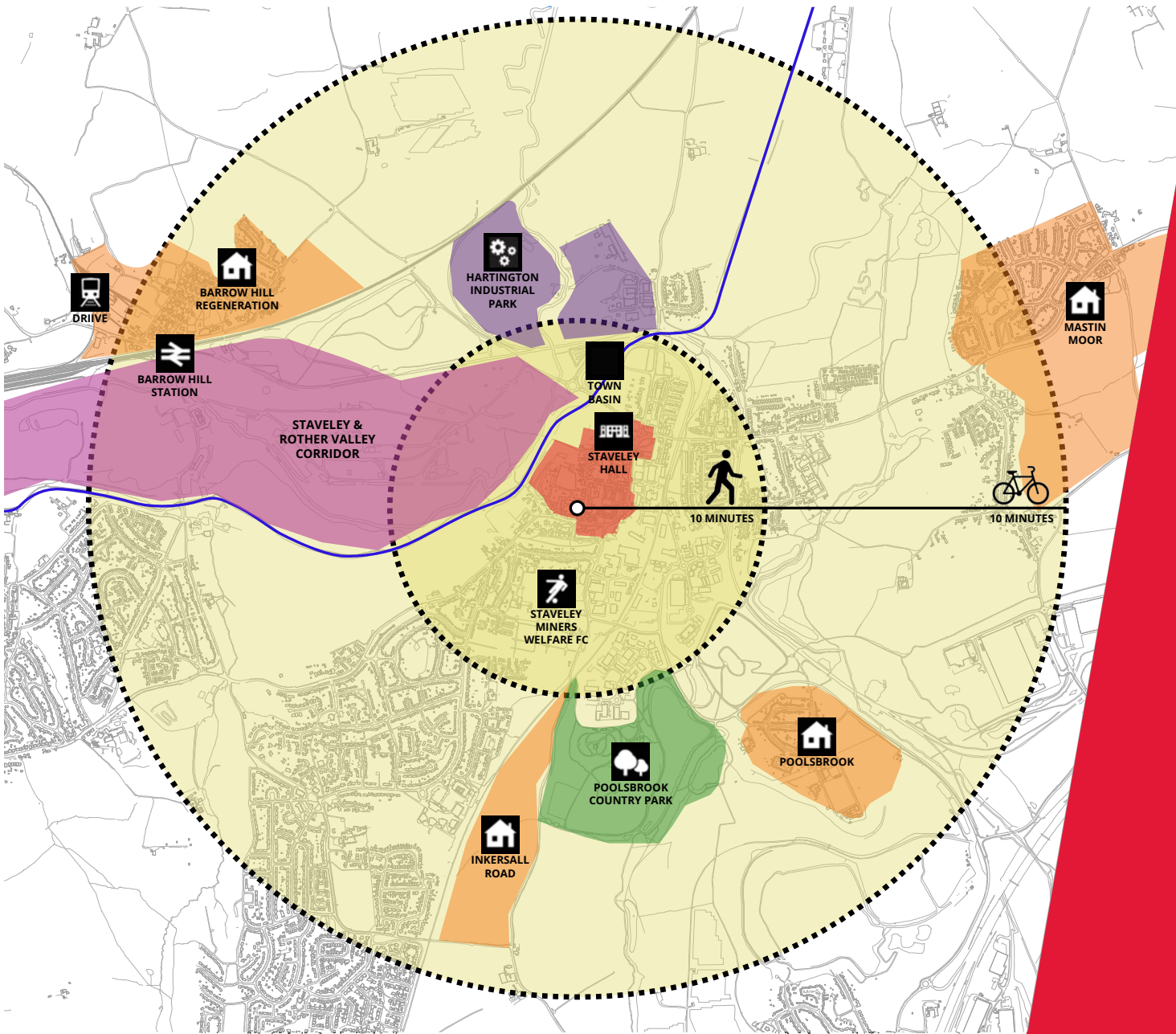


Figure 2.1 Staveley regeneration projects

Staveley Town Deal

In addition to an allocation of almost £4.9 million for town centre regeneration, the £25.2 million Staveley Town Deal will be providing funding towards ten other projects.

- **Barrow Hill Memorial Hall** – regenerating a rundown social club into a 21st Century Community Hub.
- **Chesterfield Canal** – reinstating lost sections of the canal east of the marina.
- **Construction Skills Hub** - an on-site construction training centre that will develop a pipeline of skilled workers, creating employment opportunities arising from Staveley's significant development pipeline.
- **DRIVE** – a nationally significant rail innovation and training centre that brings skills and training, businesses and research and development together under one roof, ensuring that learners, businesses, employers and ultimately the wider rail sector, can benefit from the collaborations and relationships that are developed.
- **Hartington Industrial Park** – a rail connected employment park within minutes of Markham Vale one of the most successful employment locations in Derbyshire
- **Staveley Hall Conference Centre** - an extension to the historic Grade II listed Staveley Hall, creating a high-quality events venue.
- **Staveley Miners Welfare Football Club Skills Academy** – broadening opportunities for young people through a full-time education and nationally recognised qualification in sport.
- **Staveley Railway Station** – delivery of a station at Barrow Hill in conjunction with the reopening of passenger services between Sheffield and Chesterfield via the freight-only Barrow Hill line.
- **Staveley Waterside** – delivering the first phase of canalside commercial and visitor development around the canal basin.
- **Wheels to Work Staveley Hub** – providing demand responsive and low carbon transport options to employment and training opportunities

2.3 National Context

Town centres across the UK are facing considerable challenges that threaten their future vitality and viability.

National retailers hit hard by online competition and increasing costs have been reducing their store portfolios and many well-known retailers have disappeared altogether. There has been a lifetime change in the way that consumers shop and the way in which retailers service their customer base. The growth in the use of the internet for shopping has been dramatic and this is expected to continue well into the 2020s.

As a consequence many town centres have suffered from falling retail sales, reduced footfall and rising vacancies. At the same time the expectations of town centres have increased - those that don't have the quality and broader diversity of attractions that customers now expect are increasingly falling behind. More recently, the COVID-19 pandemic has introduced potentially permanent effects on society that could impact on the future of town centres.

There has been a shift in emphasis from town centres as primarily retail areas, towards mixed use places that contain a diversity of commercial, cultural, leisure and community uses. Such uses help to create vibrancy, emphasising the social factor of town centres as places to meet up, experience activities and enjoy the buzz of everyday life. The associated 'footfall' can in turn generate

economic activity that sustains the commercial function of town centres.

By understanding the issues facing town centres nationally, the future of Staveley can be more realistically shaped.

Independent retail

As the large chain stores struggle to compete with the growth of online retailing, independent traders offering a personalised service that cannot be found online have a chance to thrive. Independent retailers add to the distinctiveness of town centres and it is often more thrilling to find something really special from an independent business than shopping online or from a large chain store.

Markets act as independent business incubators and support new business formation due to their low barriers to entry. They also promote high street resilience as they can respond quickly to changing demands. Each market is unique and can provide a draw, especially ones that are quirky and unusual. Markets are also important places of social interaction, which facilitate community cohesion.

Leisure, food and drink

The expansion of cinema, health & fitness and food & drink operators has been unprecedented over the last decade, with restaurants, cafés and takeaways having seen the sharpest increase in the number of units of all leisure sectors. Before the pandemic the creative industries and tourism were the fastest growing part of the economy. From the beginning of lockdown it was apparent that COVID-19 would have a significant impact on this sector but it has a vital role to play in the nation's recovery as it is an investment in people's health and wellbeing.

Public services

The provision of public services such as healthcare, social support, education and culture help to drive footfall in town centres and ensures their relevance to civil society. The re-imagining of town centres from commercial centres to civic centres will put more emphasis on the need for spaces where people can come together with a common purpose.

Workspace

Workspace can support the development of small and medium enterprises that contribute to the wider economy and workers themselves also bring into town centres a daytime population who use local shops, cafes and services. The impact of the COVID-19 pandemic has resulted in more 'hybrid working' with people choosing to split their

working time from home as well as a traditional place of work. This can benefit local towns, diverting daytime spend from cities and larger towns, where workers would have traditionally been, to the communities where people live.

Town centre living

People living in town centres are more likely to use and sustain local shops and services. They also provide a 'lived in' aspect that can enhance community safety and a sense of belonging and care of town centres. Recent legislative changes now allow properties in commercial, business and services uses to change to residential without the need for planning permission. Whilst residential uses in town centres can be beneficial when at the upper floor, the loss of town centre ground frontages limits the potential for new retail, service and leisure uses, which should be the dominant land uses in the town centre core.

3. CHARACTER APPRAISAL

3.1 Historical Development



Figure 3.1 Map of Staveley, 1783

Archaeological digs have revealed evidence of buildings constructed on the site of Staveley Hall as early as 900AD. In the seventeenth and eighteenth centuries, the area was a major centre of the iron industry. The opening of the Chesterfield Canal in 1777, which passed through Staveley on its way to the River Trent and the development of the new technique of smelting with coke in the 1780s further expanded the industry and by early nineteenth century mining was thriving in Derbyshire.

The 1783 map of Staveley shows a pattern of long narrow plots that face onto main streets. These plots indicate that there was some sort of planned and designed village by that time rather than it having grown organically. The street pattern is still

present today and is defined by High Street, Market Street, Duke Street and Church Street.

During the nineteenth century the two industries of coal and iron dominated Staveley, creating a prosperous town. This led to the redevelopment of Staveley with specially commissioned buildings of good quality design that continue to dominate the character of the area, included large houses, workers' cottages, and institutional buildings. The 1876 map shows the recognisable structure of High Street, Market Street, Duke Street and Church Street forming the town core and many buildings recognisable today.

By the end of the nineteenth century, whilst the structure of the



Figure 3.2 Map of Staveley, 1876

town centre was little changed, industrial expansion had resulted in considerable expansion of the railway network around the town centre.

Into the mid twentieth century there had been considerable expansion of industry including the development of the Devonshire Works to the west of the town centre. There had also been housing development to the south of the town centre and new uses in the town centre such as a cinema on Market Street and the library on Hall Lane.

In the period between 1950 and today Staveley witnessed a number of significant changes – the closure of the Devonshire Works, the removal of railway infrastructure and the closure and eventual reopening of the Chesterfield Canal.

There was considerable redevelopment to the south and east of the town centre in the late twentieth century, most notably the clearance of buildings around New Street to facilitate the development of Market Square and the redevelopment of the Devonshire Street area to provide local authority flats.

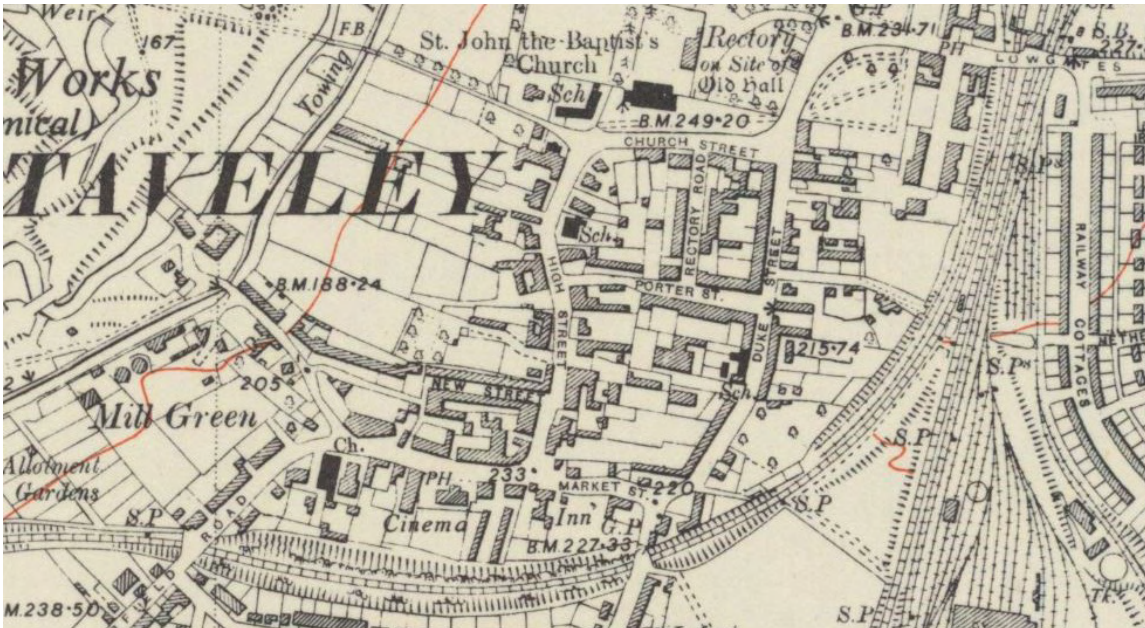


Figure 3.3 Map of Staveley, 1950



Figure 3.4 Map of Staveley, 2022

3.2 Land Uses

Unsurprisingly there is a concentration of commercial, business and service uses within the town centre core. In total there are around 68 commercial units on High Street and Church Street with the latest town centre survey (undertaken December 2021) identifying that 76% of units fall under the category of commercial, business and service uses.

The most significant occupier in terms of scale is Morrisons, which also has a large free car park for town centre users. The only other notable national retailer is the Original Factory Shop on Market Square.

In terms of the retail offer there is a post office and a range of typical local shops such as a florist, butchers, pharmacy (two), optician, pet shop (two), card shop and a hardware shop. Other notable business services include an accountants, solicitors, veterinary surgery, dentist (three), chiropodist and a children's nursery. There are relatively few food and drink uses than one would expect in a town centre, with just one café, four takeaways and three public houses.

Four units (6%) are vacant including the former Regal Cinema and the Elm Tree public house, which had planning consent for conversion to residential. Compared to national vacancy rates this number is relatively low, however, stakeholders have commented that whilst vacancy is low, the overall quality of the retail offer could be

improved. The market, for example, which operates on Tuesday, Friday and Saturday is rarely fully utilised with only a few stalls in use on market days.

As well as commercial uses there are a good range of public services within the town centre. To the south of the town centre the Healthy Living Centre on Market Street offers a range of health, sport and leisure facilities including a 25 metre six lane swimming pool, climbing wall and separate bouldering room, fitness suite gym and a health spa. To the north of the town centre, Staveley Hall offers a café, meeting rooms and venue hire. There is a doctor's surgery on Rectory Road, a Children's Centre on the High Street and an office for Derbyshire Social and Adult Care at 19 High Street.

Just outside the town centre core is a library located on Hall Lane, a police station on Eckington Road, a job centre on Duke Street and a community fire station on Compton Road. The library is particularly remote from the heart of the town centre and its relocation to a more central location has been considered in the past.

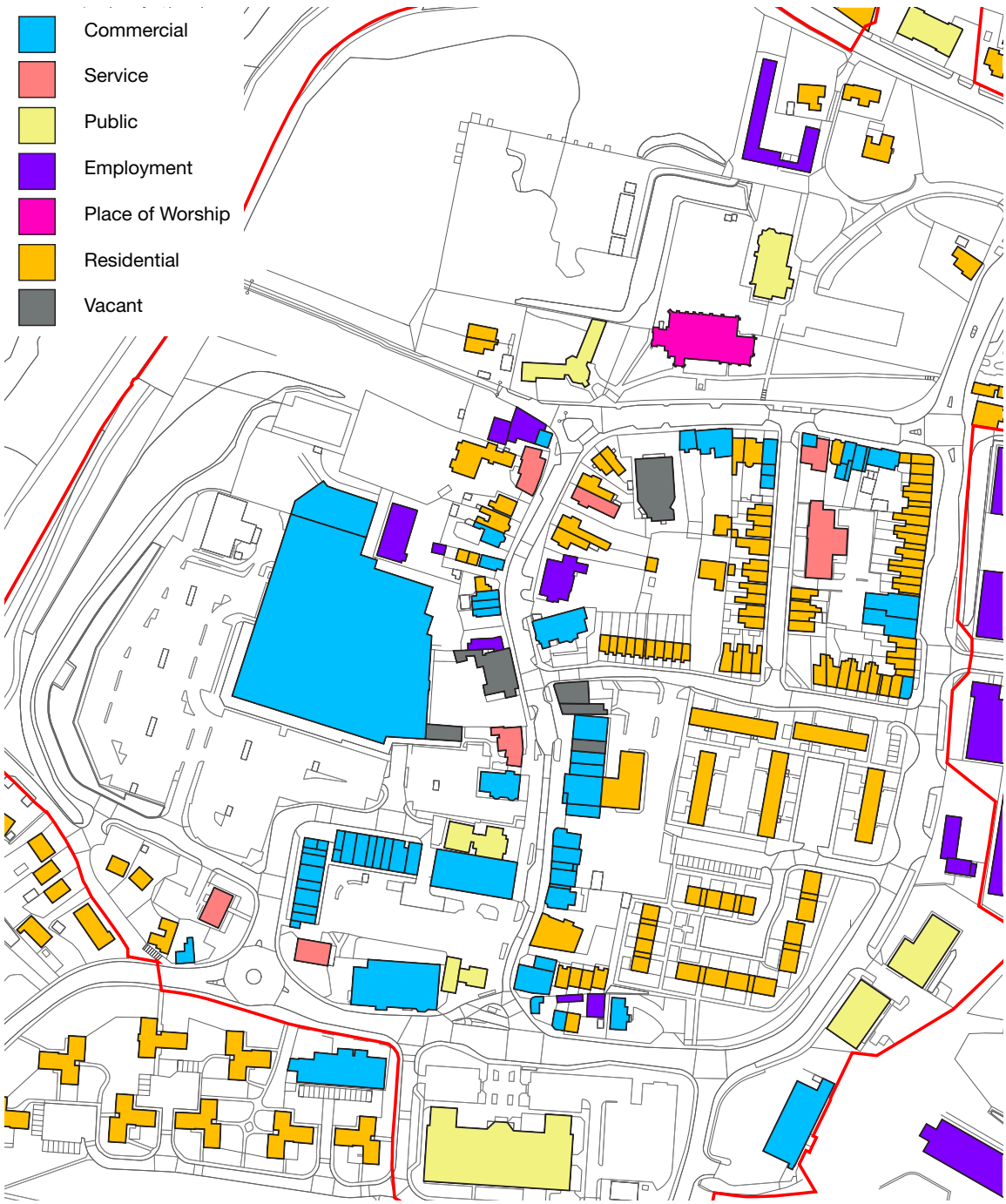


Figure 3.5 Town Centre land uses

3.3 Townscape

The northern half of the town centre is designated as a conservation area, which forms most of the historic core of the town, evident in the remnants of medieval buildings and a street pattern that gives the conservation area its intimate historic importance. The conservation area is home to 13 listed buildings including the Grade II* listed Church of St. John the Baptist and Grade II listed Staveley Hall and four locally listed buildings. This area of the town centre is understandably very attractive and largely well maintained but two interesting buildings, the former Regal Cinema and Elm Tree Public House, are notably vacant and in a deteriorating state of repair.

Outside of the conservation area there is a noticeable reduction in townscape quality. This includes dated and poorly maintained units on Market Square, which also present their backs to the main gateway to Staveley (Morrison's car park) and thus appear unwelcoming. Other interventions include poor replacement features to properties such as shop fronts and roller shutters, as well as gaps in the continuity and enclosure of the streetscape formed by areas of surface car parking. The Morrison's store commands an imposing position from the car park but the High Street is largely hidden from Morrisons, which undermines the potential to link trips and encourage wider exploration of the town centre.

South of the High Street is the Healthy Living Centre. This relatively new building occupies a prominent position and provides a positive contribution to the town but the design of Market Street and the bus interchange creates a barrier that divorces this building from the heart of the town. This barrier effect is also true of Duke Street, which forms the bypass to the town centre and is mostly fronted by poor quality buildings that create a poor impression of the town. The Markham Hall (Staveley Miner's Welfare) is another significant locally listed building addressing Market Street but does not appear to be fully utilised or in the best condition.

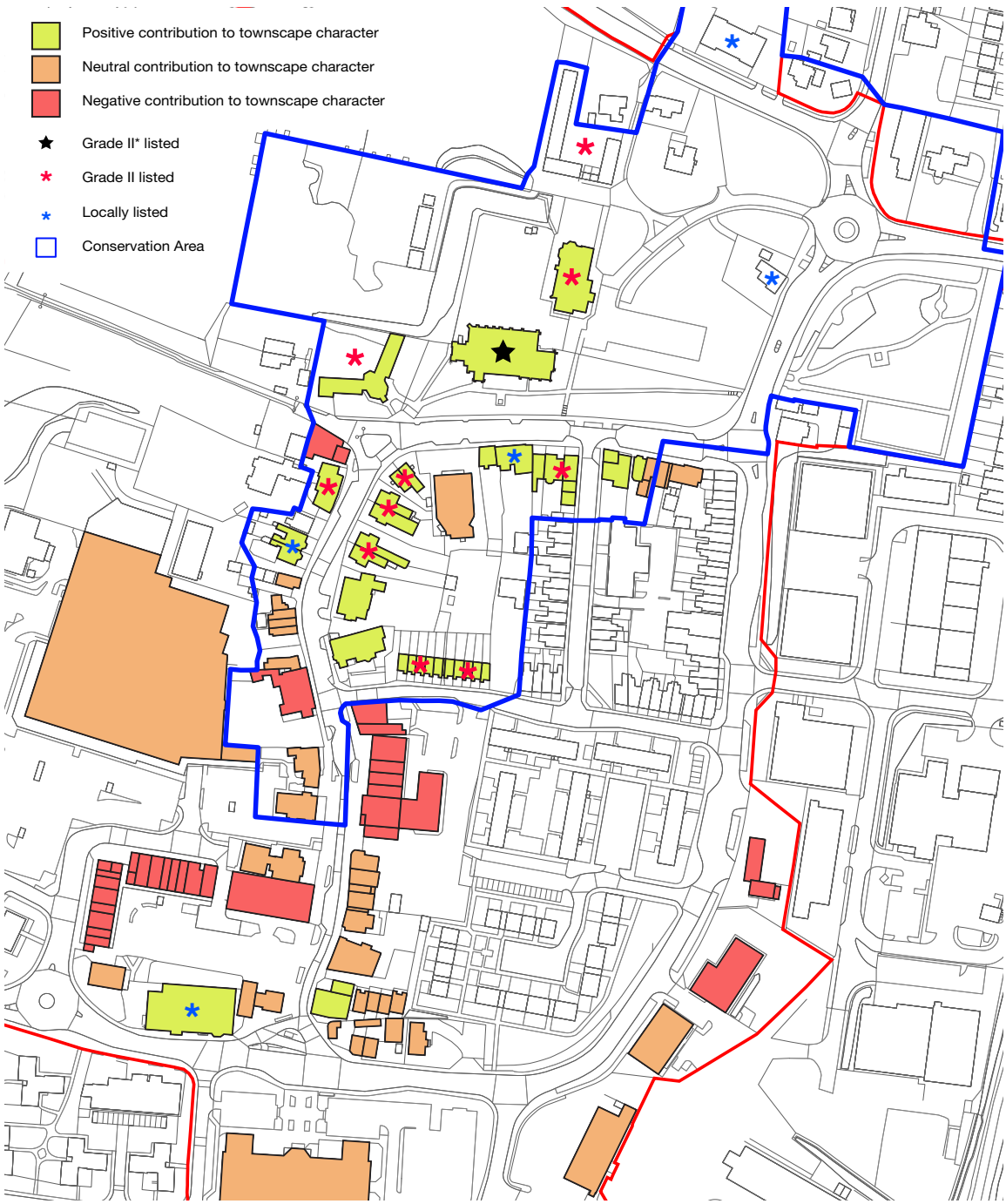


Figure 3.6 Town Centre built character

3.4 Open Spaces

Market Square is the largest open space in the town centre. The space is significant in terms of its scale, well maintained and fairly attractive in terms of its landscape design, if somewhat dated, but the poor uses that surround it including the blank frontage of the Markham Hall and the narrow uninviting routes to Morrison's car park undermine the quality of this space. Market Square largely feels hidden and uninviting, heightened by the lack of market activity or other meaningful use of the central space.

The High Street itself is an important urban space with past highway works to limit vehicle movement creating more pedestrian and dwell space. There are plenty of street trees and benches, and whilst the materials and design of the street are looking dated, they are reasonably robust. The quality of materials within the conservation area are notably better and have helped to bring out the attractive qualities of the townscape.

The grounds of the church and Staveley Hall provide a pleasant green setting to these heritage assets. There are routes through these spaces but there are not entirely distinguishable. The Remembrance Garden provides another attractive green asset to the north of the town, although the space is hidden behind buildings and walls, it potentially provides a pleasant cut through to housing areas east of the town.

The Chesterfield Canal defines the western boundary of the town and is a key asset in terms of providing a recreational corridor and tourism opportunities linked to the Town Basin north of the town centre. There are two routes from the canal to the town centre. The southern route has welcome signage and an accessible bridge but then enters what appears as a service road leading to the Morrison's car park and the back of the Market Square. The northern route (Constitution Hill) is only accessible by stairs and leads to a narrow, unsupervised and unlit pathway to the town centre through an overgrown wooded area.



Market Square



High Street



Existing Duke Street Roundabout



Chesterfield Canal



Market Square looking to High Street

3.5 Transport & Movement

The town centre is small and thus of a walkable scale, benefiting from several pedestrianised zones, and pedestrian only footpath links. There are also a series of byways to the east of the Town Centre that link with various other Public Rights of Way, The Trans-Pennine Trail and Arkwright Town. Not all of these linkages, however, provide the most welcoming environment and there are poor linkages to the canal, and between Morrison's and Market Square / the High Street.

Aside from the dedicated, traffic-free facilities described above, the remaining roads and highways in and around the Town Centre are generally in a good condition with footways on both sides of most roads but the dominance of vehicles over pedestrian movement does create severance issues.

Cycling facilities are limited in the town centre but Staveley is linked to the National Cycle Route 67 and wider Trans Pennine Trail links east and west via the northern bank of the Chesterfield Canal. In addition the byway running parallel to Ireland Close also offers a good segregated link north / south. No public cycle parking spaces were observed in the Town Centre which may be a barrier to those wishing to cycle to / from the Town Centre.

Staveley is well served by bus, with 11 bus routes and frequent stops located around the Town Centre.

Staveley does not have a National Rail Station, however Chesterfield Station is located 4.5 miles away and is accessible by bus. As part of proposals to reopen passenger services between Sheffield and Chesterfield via the freight-only Barrow Hill line, it is proposed that a station serving Staveley would be located at Barrow Hill. At almost 3 km from the centre of Staveley the station would be too far for most people to walk but improved cycle and bus routes to the station would make the town centre more accessible by rail with new connections created to Sheffield in particular.

Staveley is well served by highways and has several surface level car parking areas, the largest of which is the Morrisons Supermarket car park to the west of the Town Centre. The A619 Chesterfield Road / Market Street / Duke Street runs along the southern and eastern edge of the Town Centre and is the key route between Chesterfield and the M1. This route therefore experiences relatively high volumes of traffic throughout the day.



Market Street bus stops



Barrier effect of Market Street



National Cycle Route 67 runs along the Chesterfield Canal



Future CSRR connection point



Morrison's car park

3.6 SWOT Analysis

Strengths

- **Morrison's** draws in shoppers and provides a large area of free car parking for the benefit of other town centre users.
- **Historic character** - attractive historic core with many assets in a good state of repair.
- **Public services** - established public sector hub with uses including Healthy Living Centre, library, Children's Centre, DWP.
- Good **public transport** links.
- **Public sector ownership** provides opportunity to lead and direct positive change.

Weaknesses

- **Public perception** - residents describe the town as unattractive, disjointed and failing to meet the needs of the local population.
- **Poor sense of arrival** - land is dominated by Morrison's.
- **Market Place** is uninviting as viewed from Morrison's, and the market is struggling.
- **Poor linkages** - poor walking routes between Morrison's and high street, across to HLC, to the canal and football club.
- **Poorly maintained properties** to the south of the high street.

Opportunities

- **Town Deal** - £25m proposed to aid regeneration including £4.9m town centre programme.
- **CSRR** delivery will ease congestion on Duke Street and Market Street.
- **Former cinema** is a key asset needing revitalisation.
- **OPE** relocation / regeneration opportunities associated with public sector assets including the library and children's centre.
- As the number of people **living in the town centre** increases, so will demand for leisure and retail facilities.

Threats

- **Retail sector** - structural changes may limit opportunities for growth.
- The **availability of land** may limit the potential for significant change.
- **Commercial values** need to be sufficient for developments to be feasible and deliverable.
- **Council housing** is popular and decent but it gives a poor visual impression and setting to the town centre.

4. A VISION FOR STAVELEY

4.1 Strategic Objectives

Staveley Town Centre is a key hub for the wider Staveley parish and the eastern villages of Chesterfield Borough. As an established commercial and civic centre it already has critical mass but the town centre is not fulfilling its potential as the vibrant heart of the community. Whilst Morrison's and other uses draw in visitors and the conservation area is attractive, the connections between the town's assets are poor and the lower half of the High Street is less appealing.

The Town Deal provides the opportunity to invest in the town centre at a momentous stage in the regeneration of Staveley. Investment over the next five years will serve to ready the town centre as major new developments advance, ensuring the town centre is well positioned to harness its full potential. Indeed, the Towns Fund itself will assist in bringing forward a range of projects that together could help to realise wider benefits for the town centre.



Although the dominance of retail in town centres is waning, it still has an important role as part of the mix of uses and it appears that there is interest from potential operators to locate in Staveley, as well as a desire among residents to improve the existing offer. Leisure uses, of which there are currently few in Staveley, play so much part of the wider shopping experience and would help stimulate an evening and visitor economy, particularly linked to existing assets such as the canal and Staveley Hall. It is also recognised that urban living is a key component in vibrant town centres and as the number of people living in the town increases, so will the demand for leisure and retail facilities and for businesses to locate here.

Staveley already has a concentration of civic uses but some are on the periphery of the town centre and some are housed in accommodation that is not fit for purpose. There appears to be interest from some service providers to concentrate services in new hub(s), which could also better direct footfall into the town centre and stimulate other regeneration opportunities. The public realm in this regard is also an important driver, providing enhanced linkages between all town centre activities as well as spaces for events and activities that contribute to the social life of the town. Indeed, the potential for a wider cultural and recreational offer utilising the fabric of

the town centre is currently unmet.

In summary, the key issues that the masterplan needs to address are:

- The quality of the retail offer needs to improve but there should also be more reasons to visit the town centre.
- 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.
- Connections between assets and opportunities need to be enhanced including the scope to promote active sustainable travel.
- 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.

4.2 Our Vision

The vision for the town centre should be to create a more cohesive town centre that is relevant to the expectations of the town's existing residents but also the community that will develop in the future. The town's population is forecast to grow by more than 15% over the next 15 years and in excess of 2,000 new jobs are to be created - with a growing population and more people working in Staveley there is potential for the town centre to have an increasingly important role. Additional footfall and spend generated by new residents and employees can serve to increase vibrancy and vitality, whilst the regeneration of the town centre itself will help to attract a new demographic to the area, reinforcing the wider regeneration of Staveley and its 'brand.'

Based on the driving forces of a local population with a strong desire to see positive change in their town centre and the expectations of newcomers who might come to live and work in Staveley, the vision for Staveley is as follows:

***“Staveley – the vibrant hub of a growing, confident town.**”*

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

4.3 Objectives

The following masterplan objectives provide a framework for addressing the challenges facing the town centre and delivering the vision. The objectives are the reference points for benchmarking the success of the masterplan as implementation proceeds:

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.

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.

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.



Tŷ Pawb, Wrexham



Ada Belfield Centre, Belper

Challenging perceptions – There should be pride in the town's history and heritage as well as the confidence to explore new innovations and experiences.

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.



Birchwood Park, Warrington



The Parade, Watford

4.4 The Masterplan

The masterplan illustrated opposite identifies 17 projects, which are explained in more detail in section 5. The projects are arranged around four 'key moves.'

Regeneration of Market Square

- MS1: Market House.
- MS2: Retail terrace and pavilion.
- MS3: Mixed use block.
- MS4: Morrison's.
- MS5: Markham Hall.
- MS6: Market Square.
- MS7 Market Green.

Renewal of the High Street

- HS1 Public realm renewal
- HS2 Building & shop front improvements

Development Projects

- DP1 Regal Cinema.
- DP2 Elm Tree Inn.
- DP3 Devonshire Street.
- DP4 Duke Street.

Enhanced Movement & Connectivity

- MC1 Duke Street & Market Street
- MC2 Canal Links
- MC3 Signage Strategy
- MC4 Digital Connectivity





MC2

DP1

MS4

DP2

MS7

HS1

DP4

MS1

MS3

HS2

DP3

MS6

MS2

MS5

MC1

4.5 Community Engagement

The masterplan has been developed in consultation with local stakeholders and the resident and business community. Public consultation undertaken in 2020 as part of the Staveley Town Deal highlighted the regeneration of the town centre as the number 1 priority for investment. This led to the definition of a town centre regeneration project as one of the 11 projects in the Staveley Town Deal and the consequent awarding of funding for an initial phase of development.

In developing the masterplan, one to one and group consultations were initiated with a range of key stakeholders including borough, county and town councillors, borough and county officers, local businesses and public sector providers. The main proposals were then made available for community consideration online and through a physical exhibition in late 2021.

The results of the consultation were resoundingly positive. Respondents to the questionnaire were satisfied with regard to the four 'key moves' ranging from 75-84%. Particular projects that were most favoured included the enhancement of Market Square, new retail units, the reopening of the Regal Cinema and improving links to the canal. 77% of respondents stated that if the masterplan were implemented they would be 'much more likely' or 'more likely' to visit the town centre.

5. MARKET SQUARE

5.1 Rationale

Market Square is a key focal point but it is surrounded by unattractive and poorly maintained buildings that present their 'backs' to the Morrison's car park, which is one of the key arrival points into the town centre. The layout also forms a barrier between Morrison's and the High Street, which are linked by narrow and uninviting alleyways. The square itself is looking dated and is underutilised as a social space. The market is also underperforming.

As a whole, Market Square creates a poor perception of Staveley and fails

to encourage people to visit the rest of the town centre. It is felt that new business opportunities and the scope to enhance the market and the use of the square for events are severely limited by its current configuration. It is therefore proposed to completely redevelop Market Square and surrounding buildings to create an enhanced social space with new commercial accommodation and complementary town centre uses and improved connections between the High Street and Morrison's.

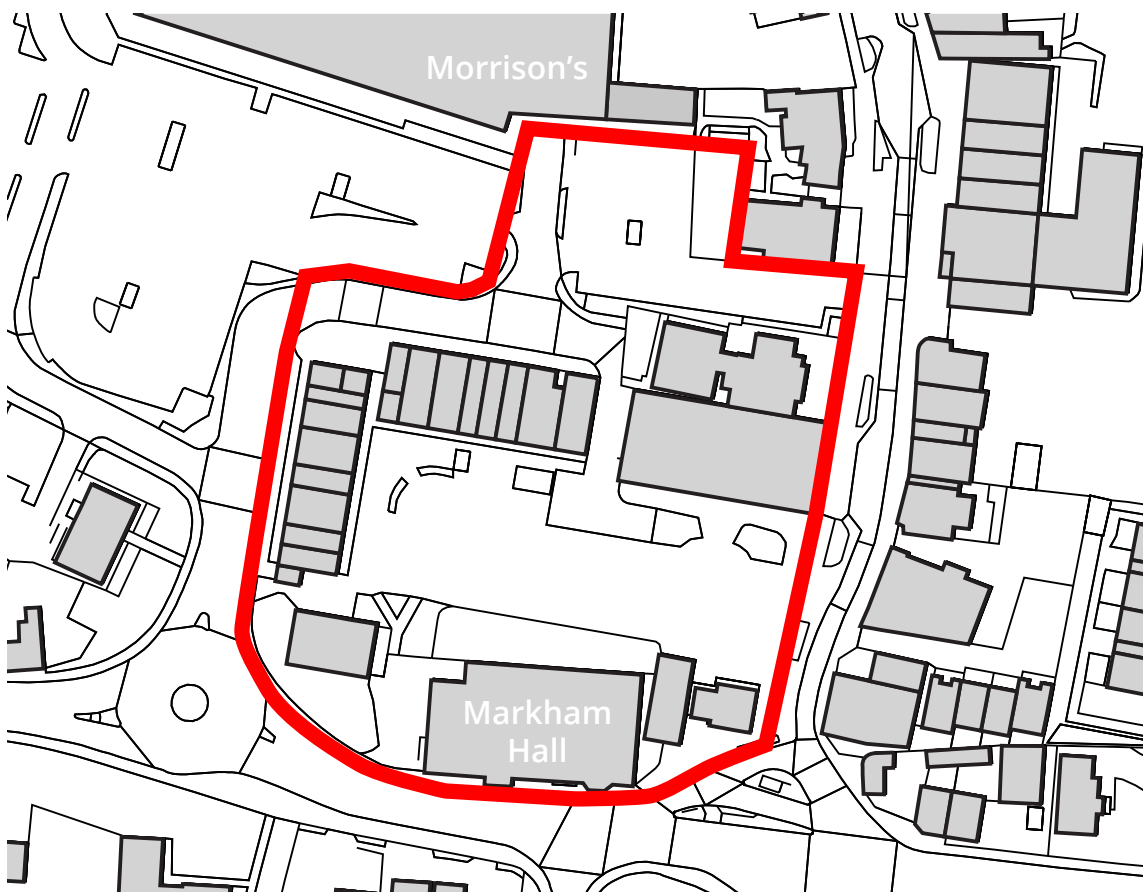


Figure 5.1 Market Square area

5.2 Overview

The proposed redevelopment of Market Square comprises a number of components that will need to be delivered through a phased process. The proposals include the demolition of the two 1960s retail blocks as well as the demolition of the single storey social services building and toilet block building and the Original Factory Store. The development site extends to the Market Square itself and the surface car park between Morrison's and Star Pizza. There is also an opportunity to incorporate an enhanced Markham Hall within the proposals.

The key elements of the new Market Square include:

MS1: Market House – a new landmark for the town centre that could incorporate a range of commercial and social functions.

MS2: Retail terrace and pavilion – new shop units and kiosks to provide relocation accommodation for existing businesses and space for new businesses.

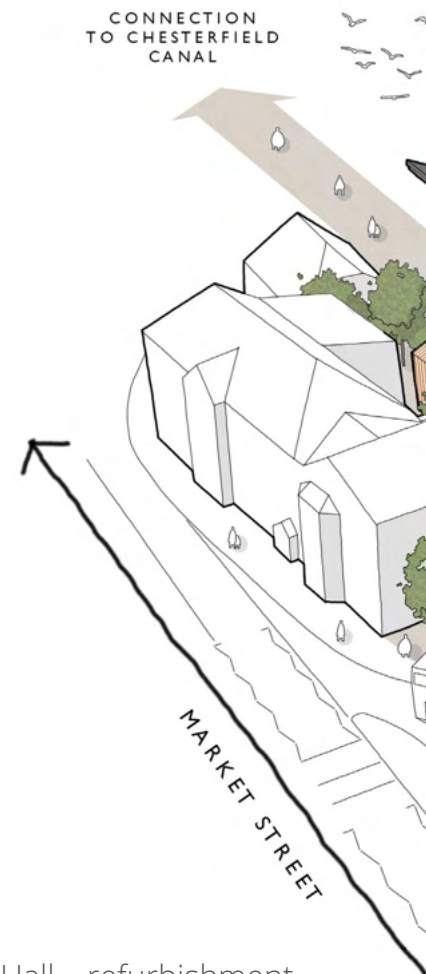
MS3: Mixed use block - ground floor commercial accommodation and apartments above.

MS4: Morrison's – full internal and external upgrade of the existing supermarket and new ancillary retail accommodation.

MS5: Markham Hall – refurbishment of this historic building to incorporate new uses and activities.

MS6: Market Square - a remodelled Market Square that can be used for outdoor markets and events.

MS7 Market Green – a new public space between Morrison's and the new development.





HIGH STREET

5.3 MS1 - The Market House

The Market House aims to be a major new attraction for the Town Centre. It will be a modern, well designed building of some prominence - whether one is driving into the Morrison's car park, walking into the town centre from the canal or along the High Street, the Market House should stand out as an intriguing landmark, inviting people to explore its offer and by association the rest of the town centre. As well as having some visual prominence it should provide for wide, comfortable and attractive pedestrian routes to the Morrison's car park and canal, which should be overlooked and animated by active ground floor uses.

The configuration of the Market House is likely to include a large double height flexible space. This could house market stalls, a food court and events space alongside ancillary back of house areas and customer toilets. There is also scope to house other commercial uses including retail and café units and shared workspace / studio space. There is particularly scope for the library to relocate into this more central location or for other health, education or community services to form part of the mix.



The Market House



Grote Market, Vilvoorde



Baltic Station Market, Tallinn



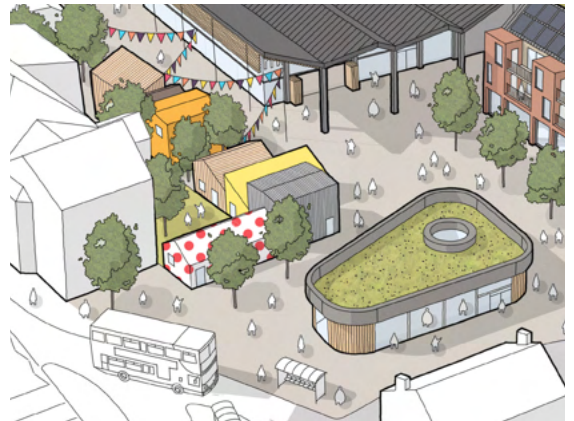
Visual of The Market House

5.4 MS2 - Retail Terrace & Pavilion

In order to provide alternative accommodation for the two retail blocks that are proposed for demolition a new retail terrace is intended to face on to Market Square at the rear of the Markham Hall. This would allow exiting retailers to retain a presence in the town centre, as well as provide high quality retail accommodation for new businesses. There is also scope for the terrace to integrate with the Markham Hall to create a new 'front door' on to the square.

The development will create a third 'face' to the square, which will better enclose and animate this space. In design terms there is great scope to take a less conventional approach with distinctive, contemporary architecture.

Following the demolition of the toilet block next to the Markham Hall, it is proposed to site a new pavilion in the space between the bus stops and Market Square. This will have a similar design intent as the Market House, providing an architecturally interesting landmark that can be appreciated when alighting by bus or passing through on Market Street and it should allow for comfortable and attractive pedestrian routes around it. The pavilion could house retail space or a café, it could also function as a mobility hub, providing waiting room and travel information associated with enhancements to the existing bus stands.



Retail Terrace & Pavilion



Bluehouse Yard, London



Clubhouse, Uxbridge

5.5 MS3 - Mixed Use Block

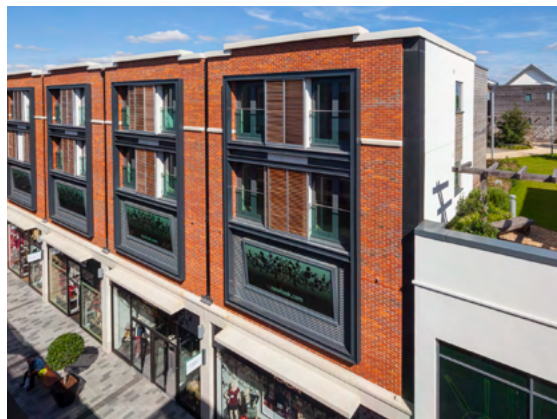
A later phase of the development could provide the option to redevelop the area between Market Square and Star Pizza. This is proposed for mixed use development with town centre uses to the ground floor and apartments above, as well as enhanced pedestrian routes from Market Green / Morrison's to the High Street and Market Square.

The development should create an attractive edge to Market Square and High Street with shop fronts at ground level. Variation in roofline and the articulation of facades should create an attractive streetscene including active frontages to new pedestrian routes. It is assumed the development will be around three storeys tall.

Upper floor apartment accommodation should be high quality in terms of design and space provision. It is expected that the development will provide a mix of 1 and 2 bedroom apartments, which should all meet the Nationally Described Space Standard (NDSS). There is the opportunity to provide an amenity courtyard at the centre of the scheme above the ground floor as well as individual balconies.



Mixed Use Block



Mixed use development Newbury



Mixed use development Bury

5.6 MS4 - Morrison's

Morrison's is a key anchor to Staveley in terms of providing a significant foodstore and free town centre car park. It is important for Morrison's to invest in the upgrade of their store to ensure that it continues to provide a high quality experience for customers.

As part of the development of project MS3 (Mixed Use block) it is proposed that the existing route between Morrison's and High Street is redirected along a wide pedestrian boulevard between the new mixed use block and Star Pizza. This would create the opportunity to close the existing pedestrian route through the nursery and redevelop the unit attached to Morrison's to create a larger development parcel. This could house a single or multiple retailers with an active frontage to the enhanced route to the High Street and Market Green. It could also provide a relocation opportunity for the Original Factory Store.



Morrison's

5.7 MS5 - Markham Hall

The Markham Hall is an important heritage and community asset that faces on to a key route through Staveley. It is understood that the building is not fully utilised and it is quite dated internally and externally. Given its important status, the building should be retained and enhanced.

There is scope to introduce new community and social uses to support the regeneration of this building. This could include an extension to the rear of the building to incorporate the proposed retail terrace and a second entrance to the building directly on to Market Square. There is also scope for some relatively inexpensive improvements to the external appearance of the building, including colourful murals on the blank gable ends of the building (particularly next to the bus stops), architectural lighting and new signage.



Markham Hall

5.8 MS6 - Market Square

In addition to the transformation of the buildings that address Market Square, it is proposed to substantially redesign the public realm. This would include new paving, new street furniture, new lighting (including architectural lighting of surrounding buildings) and new planting. The existing clock statue will be retained and incorporated into the reconfigured space.

The new Market Square needs to function as a pleasant thoroughfare between the High Street and Morrison's / Barnfield Close as well as a flexible space for street markets and events. It therefore needs to be largely an open space without too much 'clutter.' There is also the need to provide necessary infrastructure to host events e.g. power and water.



Visual of market square

5.9 MS7 - Market Green

The space between Morrison's and the Market House offers an opportunity to create a second public space. In order to create a different identity to Market Square, it is suggested that this is mainly a green space rather than a hard surfaced space. It will, however, require high quality paved routes through it to encourage interaction between Morrison's and the High Street.

The space could incorporate a community garden, it may even include traditional children's play equipment or playful / interactive public art. It is important that the space is enticing and attractive in order to encourage Morrison's shoppers to explore the rest of the town centre.



Market Green



West Gorton Community Park



Põlva town square

6. HIGH STREET

6.1 Rationale

The High Street is the commercial centre of Staveley and plays an important role in the identity and culture of the town. The northern end of the High Street from Church Street to Porter Street contains many characterful buildings that are mostly in a good state of repair and the street itself is an attractive space with good quality hard and soft landscaping. The southern end of the High Street, however, does not present as well and whilst the street is well maintained and most units are in active use, there is scope to create a more engaging and attractive space.

The proposals for Market Square will enhance the western side of the High Street with new development and enhanced linkages to Morrison's, so in addition to this it is proposed to upgrade High Street itself and the buildings on the eastern side of the street. This is aimed at enhancing the attractiveness of the High Street for visitors, encouraging more visits and linked trips, which will in turn increase business confidence and stimulate investment in existing and new enterprises.

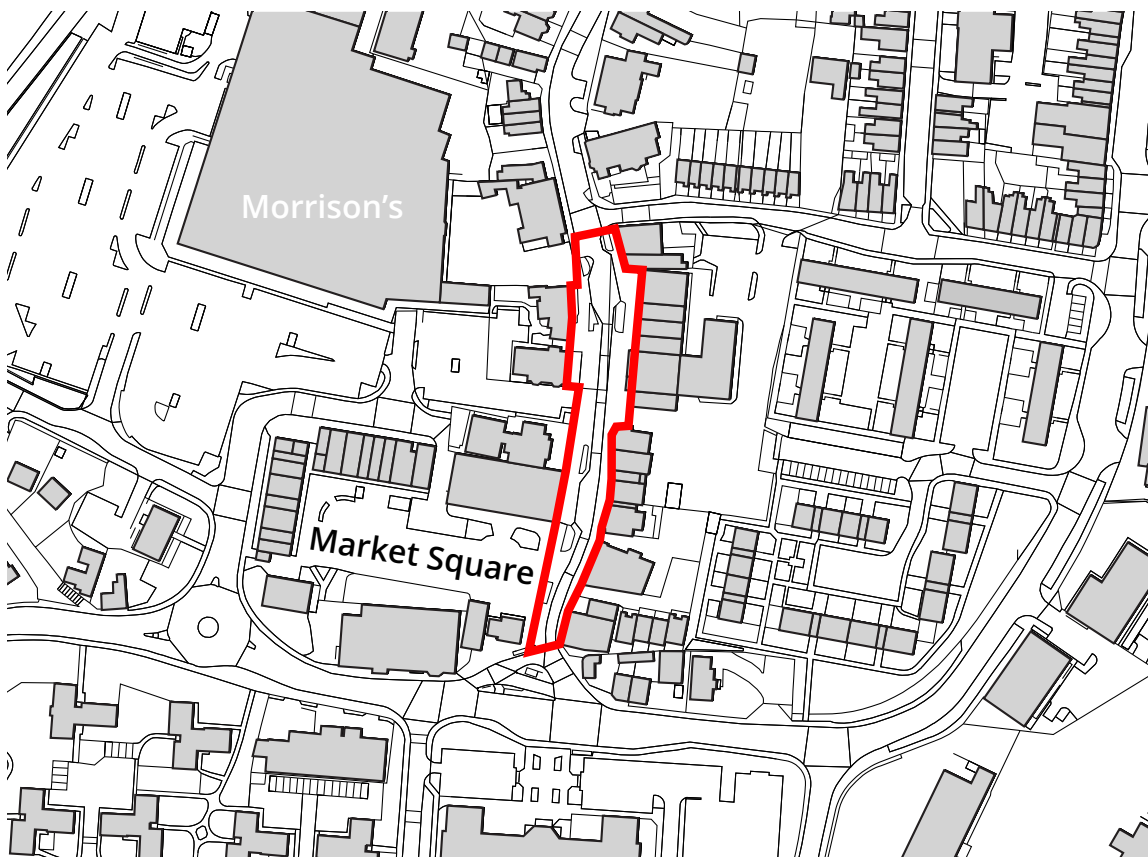


Figure 6.1 Proposed area of focus

6.2 HS1 - Public Realm Renewal

It is proposed to redesign the southern end of the High Street through new hard and soft landscaping. This could include removing 'street clutter' and widening pavements to create more space for pedestrians, as well as new paving, new street furniture, enhanced lighting and cycle parking. Some of the existing landscaping and trees are also looking overgrown and there may be a need to thin existing vegetation or replace with new specimens.

The design treatment of this space should recognise the historic character of the town centre and blend with the more traditional streetscape at the northern end of the High Street, but it should have a fresh, contemporary feel. There is potential to create a distinct character for the High Street through an artist led approach that considers the opportunities to incorporate art and local history into street furniture and lighting for example. This should avoid overtly fussy detailing, which would take over the space and could be more difficult to maintain.

The scope to reopen High Street to traffic, particularly buses, has been considered but through traffic would reduce the experience for pedestrians to linger and enjoy the town centre. Better provision of bus stops at the end of the High Street and works to redevelop Market Square to create lines of sight from Market Street and Morrison's are proposed instead.



High Street t



Today and what it could potentially look like

6.4 HS2 - Building & Shopfront Improvements

In order to enhance the visual appearance of the High Street it is proposed to instigate a shop front improvement scheme. This would apply to retail businesses that have a ground floor and street facing frontage and would also include works to upper floors. Potential works could include replacement shop front, windows and doors including reinstatement of traditionally styled shop fronts, sash windows and doors, painting of existing shop fronts and upper floors (including render), replacement gutter and downpipes and replacement signage. There is also the opportunity for facades to be adorned with murals and architectural lighting to create an interesting street scene.

The works are aimed at making local businesses more attractive to shoppers and increasing footfall in the town centre. In order to celebrate the distinctiveness of local businesses and the town centre as whole, it is proposed that the works are commissioned with an artist / creative agency to work closely with business owners and the local community to deliver shop designs and artwork murals that take cues from the area's rich history, local narratives and the products on offer.



High Road Leyton, London



Traditional shop fronts, St Anne's



Vibrant frontages, London

7. DEVELOPMENT PROJECTS

7.1 Rationale

Four sites have been identified in the town centre as development opportunities. Typically these are sites that are vacant or underused and currently make a poor contribution to social and economic activity in the town centre. By redeveloping these sites, space for new businesses and residences can be created that will contribute to a more vibrant and attractive town centre.

DP01 Regal Cinema – the building opened in 1939 and existed as a cinema and then a bingo hall before briefly reopening as a cinema in 2010, which closed in 2011. The building is currently used as storage and is in a decaying state. The building holds communal significance given its previous use and is located in a key area of the Town Centre conservation area opposite the Grade II* church.

DP02 Elm Tree Inn – this was a historic pub that closed in the late 2010s. There have previously been proposals to redevelop the pub into apartments but the building remains empty and is continuing to deteriorate.

DP03 Devonshire Street – an area of surface car parking and garages sits between the High Street and the Devonshire Close residential community. There is scope to utilise this land more efficiently and increase the town centre population through development.

DP04 Duke Street – a former petrol station that is now a car wash. It is considered that the site could be used more intensively to create new business opportunities that would also increase the number of workers in the town centre who use local shops and services.

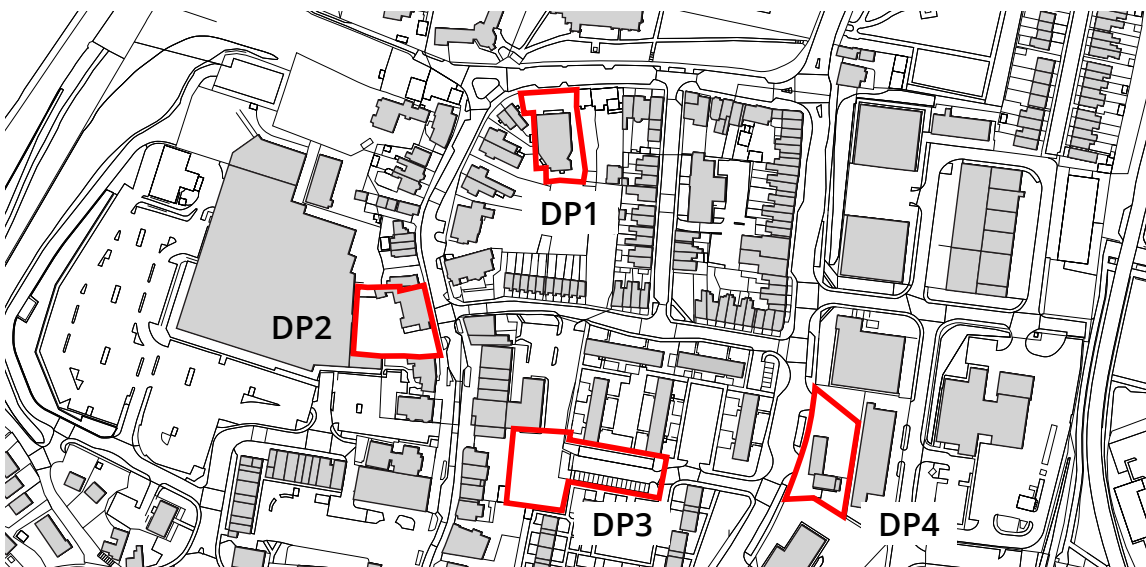


Figure 7.1 Location of proposed development projects

7.3 DP1 - Regal Cinema

It is proposed to bring the Regal Cinema back into use once again as a cinema, which will require the full internal and external refurbishment of the building. Subject to local interest and the ability to remodel / extend the building there may even be scope to widen its role beyond a cinema. As a cultural hub the building could potentially host live performance / theatre and other meeting and social spaces including a café / bar. There is also scope to enhance the building's forecourt area to create an attractive open space.

Local and independent cinemas can enrich the social and cultural lives of their local communities as well as make a positive contribution to the local economy - cinemas provide a strong social function as a meeting place but also generate money for other local businesses through linked trips to bars, restaurants, food shops and takeaways as part of a cinema trip. Also, unlike the national chains, independent cinemas can cater more to the needs of the local community with special events and activities (film festivals, special screenings, educational and volunteering initiatives) targeted to various community groups who otherwise may be excluded. This can all add to the Staveley's 'sense of place,' providing an anchor to a new evening economy and a more family friendly offer.



Regal Cinema aerial view



Flower Bowl, Garstang



Ilkley Cinema

7.4 DP2 - Elm Tree Public House

There have been various plans put forward in recent years to redevelop this key site for housing. Previous plans have proposed around 23 apartments split between the retained building and supplementary new build accommodation within the rest of the site. A residential use would contribute to an increased town centre population that could benefit the patronage of local businesses as well as help to create a more 'lived in' town centre.

Whilst it is important that this characterful building in the conservation area is retained, refurbished and brought back into use, the potential for it to be a commercial proposition should not be ruled out. A high quality pub that serves food would add to the leisure offer and complement a renewed evening economy alongside the Regal Cinema. However, there is also scope for the building to be utilised for other commercial uses such as a café, restaurant or other retail / leisure uses that would add to and improve Staveley's offer.



Elm Tree Public House



Elm Tree, 2016



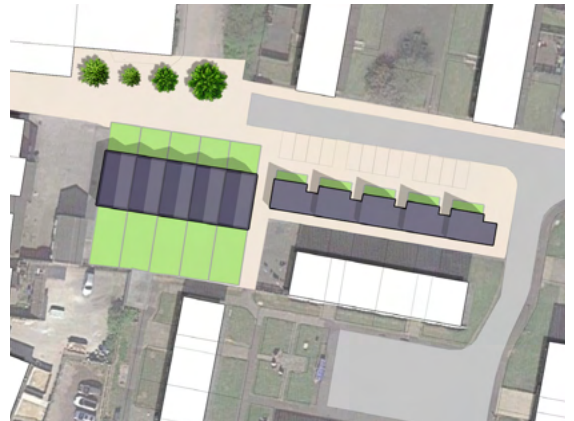
The Dial Arch, Woolwich

7.5 DP3 - Devonshire Street Housing

It is proposed to demolish the garages and take out some areas of surface car parking behind High Street to develop new modern housing and an enhanced pedestrian link between High Street and Devonshire Close. This could be developed in two phases with an initial development on the Council owned garage site, followed by a second phase.

The proposal shown is based on a bespoke 'gap house' typology that has been specifically designed for tight garage court sites. A row of five homes is shown on the southern garage block with a row of residential car parking to the north to retain an open aspect on to the adjacent open space. These unique homes are 1-bedroom bungalows with a mezzanine bedroom above.

As second phase of town houses (circa five) is shown on part of the existing surface car park. These would continue the building line of the gap houses to create an active frontage to an enhanced pedestrian route between High Street and Devonshire Close.



Devonshire Street aerial view



Gap House, Bristol (visual)



Timekeeper's Square, Salford

7.6 DP4 - Duke Street Employment Site

The masterplan shows the development of the Duke Street site for new employment units. There is high demand for business premises in Staveley and the site sits within a wider employment area to the east of the town centre.

It is estimated that the site could yield about 3,600 sq ft (c335 sq m) of employment space, plus the scope to include upper floor mezzanine office accommodation. This could be utilised by one occupier or subdivided into a series of small / micro units aimed at small and medium sized businesses.



Duke Street Employment Site



Lightbox, Birkenhead



The Foundry, Salford

8. MOVEMENT & CONNECTIVITY

8.1 Rationale

Staveley town centre is small and of a walkable scale but the current configuration of roads and walking routes is biased towards private vehicles, and some of the natural desire lines for walking are hampered by building positioning and poor wayfinding. This undermines the potential to promote walking and cycling as more sustainable and active forms of travel. It should be easier to get to and move around the town centre by foot, cycle and public transport, and connect with the town's wider urban and rural setting including the Chesterfield Canal, which will benefit people's quality of life.

A key opportunity to enhance movement and connectivity is provided by the proposed CSRR, which will create a more efficient route from the A61 to the M1 than the current A619, which wraps around the south eastern edge of the town centre via Duke Street and Market Street. The CSRR will result in a large proportion of traffic re-routing from the A619 onto the new road with an estimated reduction in traffic on the existing A619 of around 69%. Not only will this reduce traffic congestion and associated noise and air pollution in the town centre, it offers scope to redesign this route so that it creates less of a barrier around the town centre and a better environment for walking and cycling.

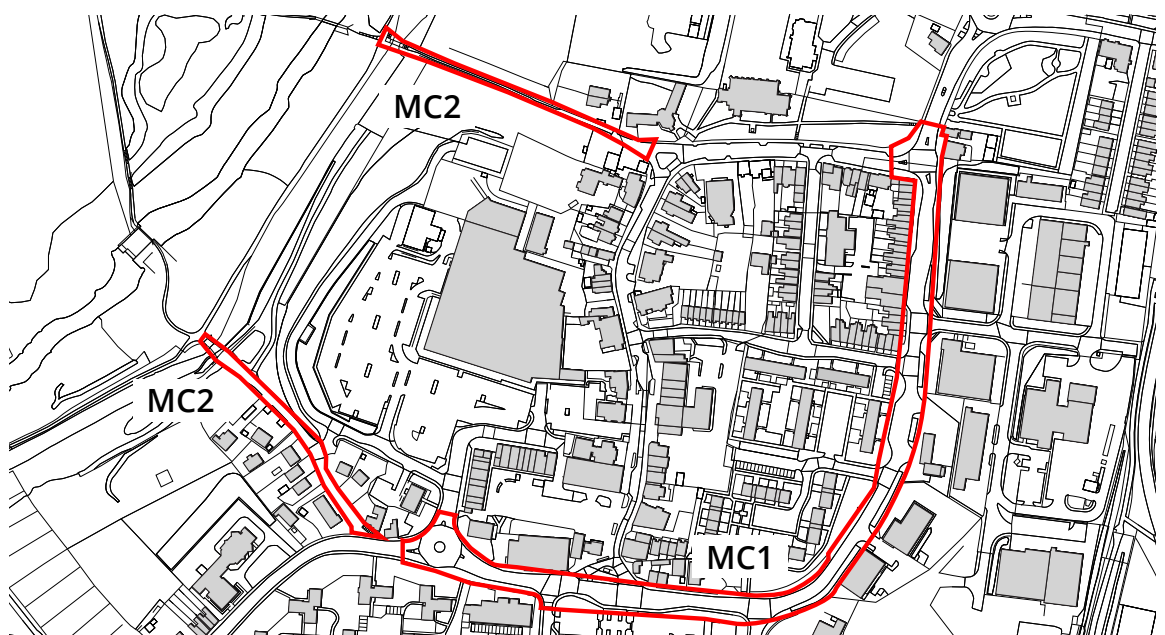


Figure 8.1 Movement & Connectivity projects

8.2 Overview

The CSRR is currently in development with the intention that construction will begin in 2025. The proposed route of the CSRR runs from the Sainsbury's roundabout in Chesterfield to the Hall Lane roundabout in Staveley. At the Duke Street roundabout (junction of Duke Street, Hall Lane, Lowgates), this will mean more traffic heading to and from Hall Lane and fewer vehicles using the existing A619.

A reduction in traffic on the A619 will bring benefits for bus users with improved reliability as a result of less congestion. It also provides an opportunity to re-classify Duke Street and Market Street from an A-road to a local access road, which will mean that more space can be made available

for pedestrians and cyclists, thereby improving connections to the south and east of the town centre. Connectivity to the west of the town centre will be enhanced with improved linkages to the Chesterfield Canal. This will include improvements to wayfinding signage, which will be extended across the town centre to maximise the opportunities for enhanced connectivity.

In addition to physical connectivity it is proposed to enhance digital connectivity for residents, visitors and businesses. This will ensure the overall resilience of Staveley in the digital age and its ability to harness future opportunities related to SMART infrastructure and the Internet of Things (IOT).

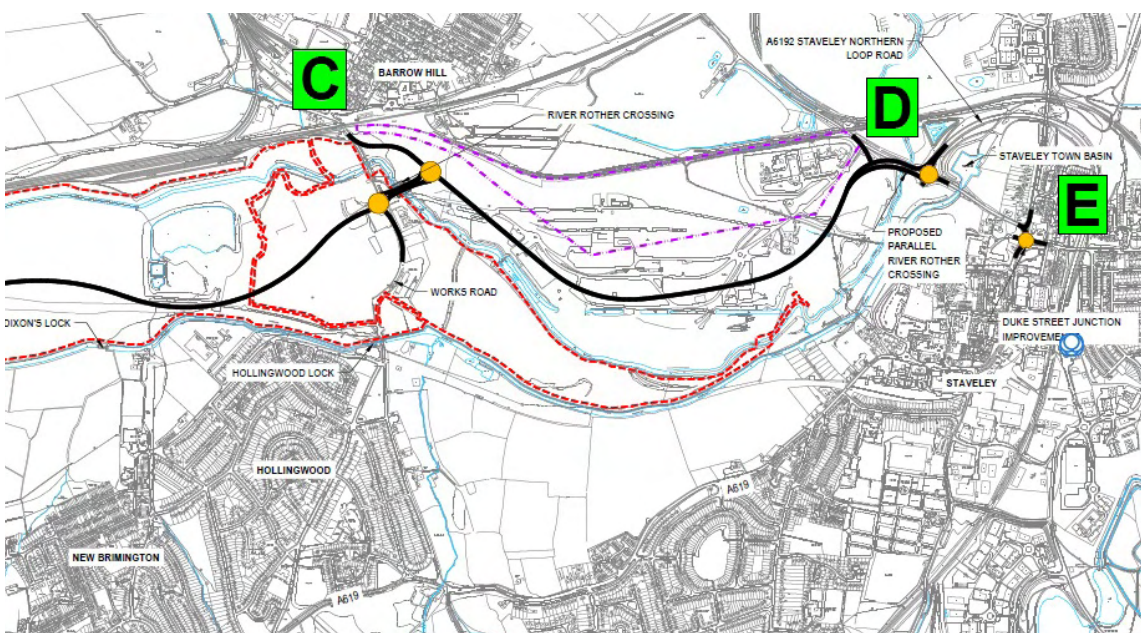


Figure 8.2 Proposed CSRR route

8.3 MC1 - Duke Street & Market Street

Works associated with the proposed CSRR includes the redesign of the Duke Street roundabout to better manage expected changes in traffic flows. The works include adding two-lane entries and exits to the roundabout on Hall Lane and Lowgates as well as restricting right turns to / from Eckington Road, creating a left-in left-out arrangement. The CSRR proposals will elevate the importance of this junction as the main gateway to the town centre by car and it should be expected that highway works incorporate high quality hard and soft landscaping, including the potential for gateway signage and features.

Once the CSRR is operational in the late 2020s, there will be scope to downgrade the former A619 highway between Lowgates and Barnfield Close. Proposals could include:

- Reducing speed limit to 20mph.
- Narrowing the road carriageway to provide wider pavements, segregated cycleways and / or enhanced landscape treatment such as rain gardens.
- Improving crossing points at Market Street, Inkersall Lane and Barnfield Close with raised tables and build-outs to enhance pedestrian priority.
- Redesigning the bus layover area and the interface of High Street and Market Street to better connect the Healthy Living Centre into the town centre.



Market Street roundabout



Duke Street roundabout



Bus layby improvements

8.4 - MC2 Canal Links

Pedestrian access to the Chesterfield Canal is provided via two routes, which are both proposed for enhancement.

The first route, Constitution Hill, links with Church Street / High Street and is the nearest access point to the marina, where a new commercial and residential development is proposed. The route passes through woodland, is not very visible and can feel quite foreboding. Improvements to this route could include footpath widening and resurfacing as well as the installation of lighting along the route and signage at either end of the route. There may also be scope to create some interest within the woodland itself such as a small clearing for picnic benches or an art / nature trail.

The second route, Mill Green, leads to Morrisons and Market Square but it doesn't follow a direct path and feels like the back of the town centre. The proposals for Market Square will enhance the town centre connection providing a gateway marker in the form of the Market House and stronger links between Barnfield Close and the High Street. Alongside this improvement works to Barnfield Close and Mill Green could include footpath widening, street lighting and signage.



Constitution Hill today



How an improved link could look

6.5 HS3 - Signage Strategy

Signage plays a vital role in enhancing people's understanding of the physical environment - it increases safety, reduces stress and confusion and saves time for both visitors and employees. Signage also has a promotional function, raising awareness of the town centre and what it has to offer.

When implemented the CSRR will impact on how visitors approach by car. An associated highway signage strategy, featuring directional and gateway signage, will provide the opportunity to ensure people navigate easily to the town centre and gain a positive sense of arrival.

It is also proposed to replace and enhance all wayfinding signage in the town centre. This should meet the needs of pedestrians and cyclists to ensure adequate provision of well sited and comprehensible signage across the town centre and at key gateway points. It will be important to establish one cohesive 'brand' for all signage including welcome signage and heritage interpretation.

The quality and design of all signage will be particularly important as it will define visitors' impressions of the town centre. The industrial heritage of Staveley could provide design inspiration but it is important to ensure a forward looking image of Staveley, as well as recognise the opportunities to incorporate new technologies (see Digital Connectivity).



Nature trail wayfinding



Corten steel wayfinding signage

6.6 HS4 - Smart Infrastructure

Smartphones and internet shopping have changed the way customers want to shop and altered their expectations. The mass adoption of wifi enabled mobile devices is driving demand for wifi in public areas – people want to share their experiences on social media, use maps to navigate and take advantage of deals or pay with their smartphones. No longer is wifi seen as a “nice to have” and just as people expect to connect to a public network in a shopping centre or airport, the same expectations now extend to town centres.

The provision of free public access wifi in Staveley town centre will help people access local and national public services and economic opportunities, especially people with limited or no broadband. It provides opportunities for visitors to find out more about the local area and for businesses to promote their goods and services. Visitor data can also be collected and analysed to learn visitor behaviours and spot patterns that help to enhance visitor engagement. In addition to the free public access wifi, other opportunities could include:

- Rapid device charging
- Environmental monitoring sensors
- Digital screens with real-time information sharing
- Touch screen tablets to access local information / navigation
- Electric vehicle charging
- SMART street lighting



Public defibrillators in Manchester



Colmore Row, Birmingham



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CHESTERFIELD
BOROUGH COUNCIL