



Rotherham Town Centre

**Public Realm
Future High Streets Fund Overview**

**Client: RMBC
21.05.20
Rev 03**



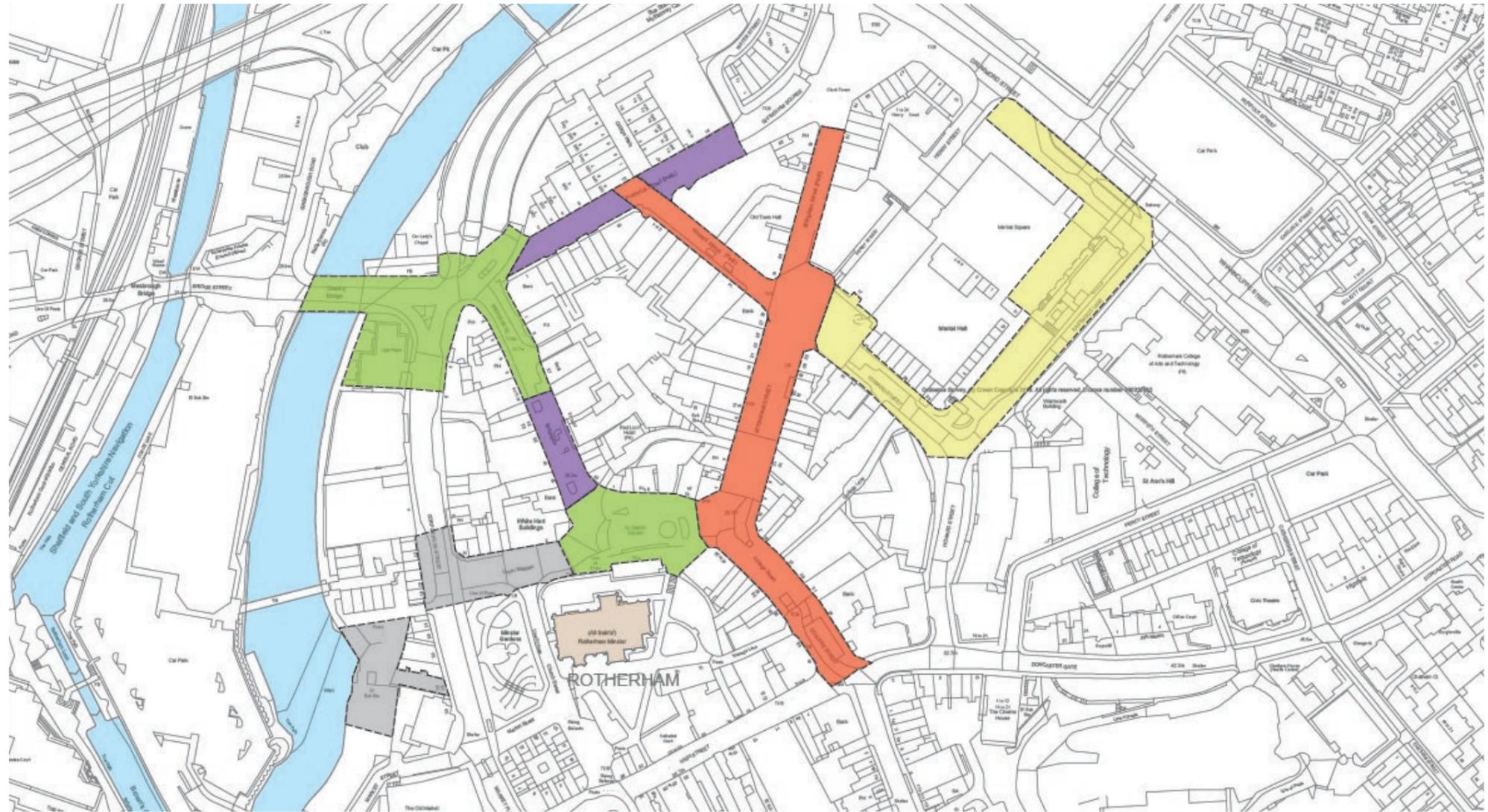
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Introduction & Public Realm Focus Areas Plan

Following on from the Rotherham Town Centre Masterplan (2017), PWP Design have been commissioned to develop proposals for a series of public realm projects to help realise the Masterplan's vision.

The plan shows areas of completed/upcoming public realm improvements for context and identifies a series of key areas highlighted by RMBC for future improvements. This document provides an overview of emerging public realm proposals and rationale for the Gateway, Riverside and Markets Redevelopment areas and. Further detail on the designs are provided through the individual projects.

-  Markets Redevelopment
-  Riverside
-  Completed
-  Gateway (Phase 1)
-  Gateway (Phase 2)



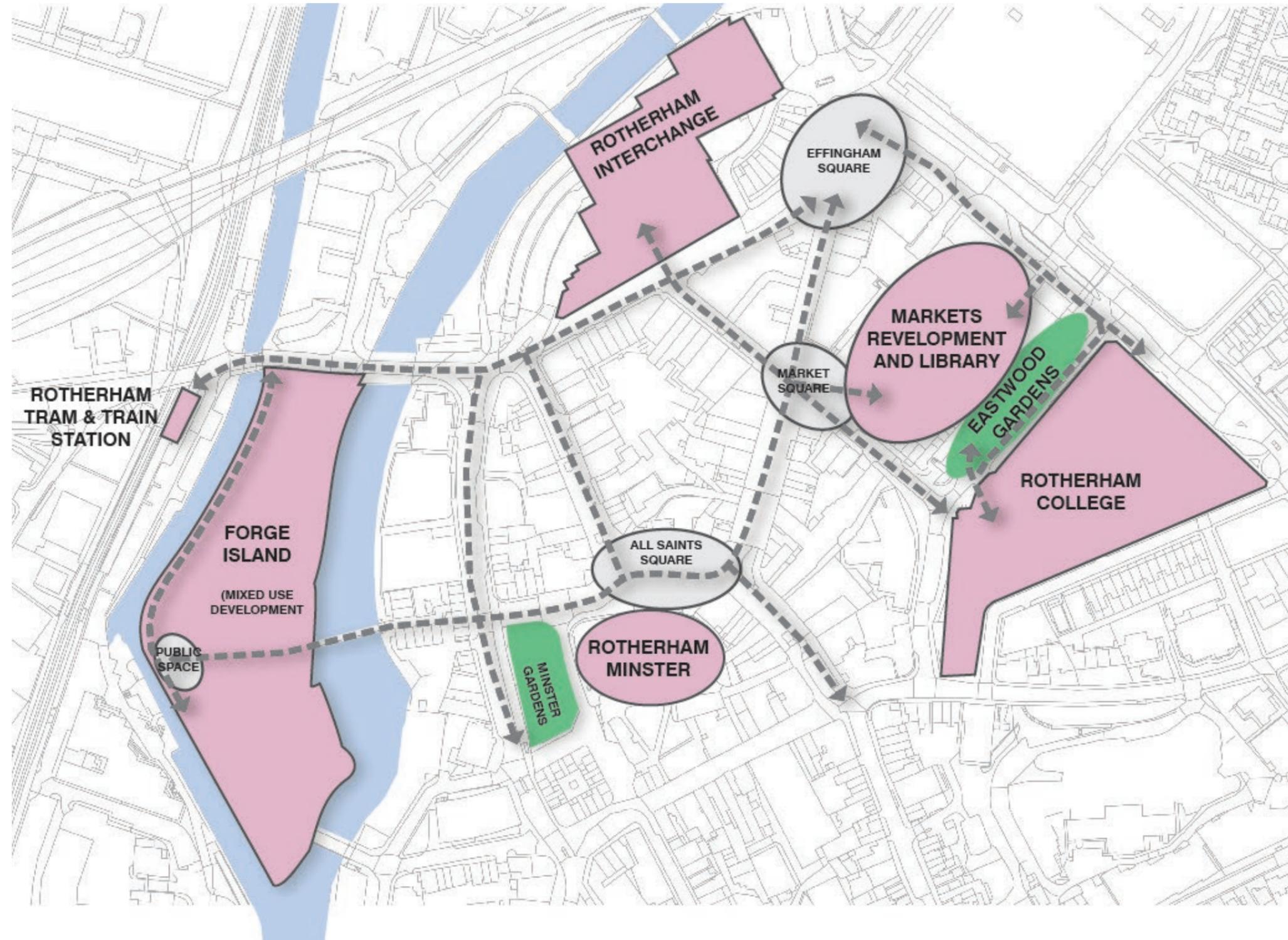
Regeneration Context

The emerging town centre public realm work aims to develop a cohesive palette for the town centre, within the context of major regeneration projects including Forge Island, Rotherham Market and the Interchange. The approach aims to create a unified character and improved visitor experience for the core town centre streets and public spaces, as well as complimenting the distinctive palette already established around the Minster.

The existing public realm throughout much of the town centre is poor quality, cluttered and confusing. We believe the reinvention of these streets and spaces are fundamental in achieving the regeneration aims and supporting the key projects:

- Connecting key destinations and public transport.
- Improving the visitor experience.
- Introducing new technology for example car and phone charging points.
- Introducing significant areas of new planting and safeguarding existing street trees.
- Creating a competitive town centre offer.
- Enhancing the environment for new residential development to support town centre living.
- Supporting existing and enabling new uses and activity such as events, leisure, street markets.

RMBC plan to apply the new palette and design principles to a series of key streets and spaces. The purpose of this is to knit together the major regeneration projects and existing assets, improve access, footfall, activity and make the public realm work harder for the benefit of the Town Centre.



Public Realm Layers & Palette

The proposed designs consider three layers to the public realm. Paving should be robust, simple and contemporary. This will be overlaid by furniture, trees and planting that avoids clutter and allows flexibility of use of the streets. Within this permanent environment there is huge opportunity to enliven the public realm through pop up and temporary interventions. The next page includes a study carried out to explore the palette for future improvements, in consideration of the existing Minster Quarter and planned works at Forge Island. This has led to the development of a cohesive palette to be rolled out for 'Unified Streets & Spaces'.

POP-UP ELEMENTS

TEMPORARY

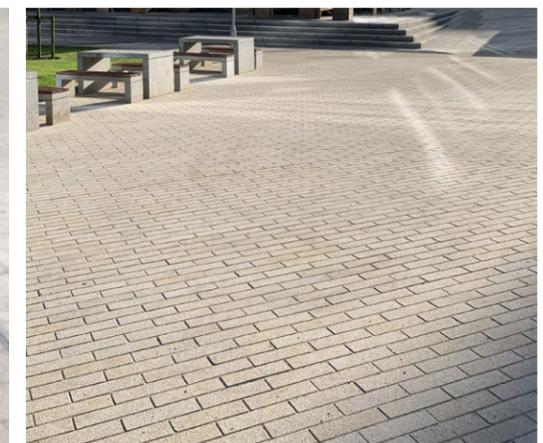
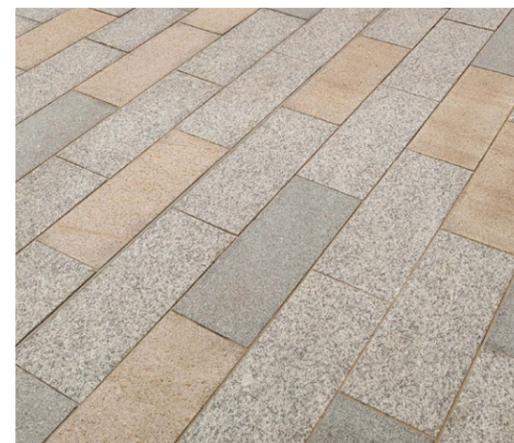
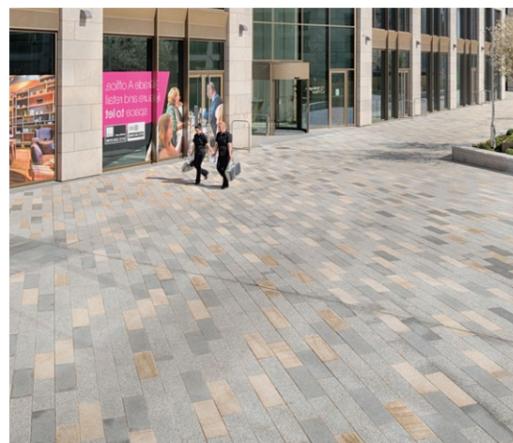


FURNITURE, TREES & PLANTING

PERMANENT



PAVING



FORGE ISLAND DEVELOPMENT

Emerging proposals show a contemporary, industrial palette, creating a distinctive character for this destination. This includes a modern grey blend of paving with corten steel accents. The large scale spaces and aspirations for Forge Island provide opportunity for ambitious design statements.

FORGE ISLAND CANALSIDE

The proposed palette aims to compliment the Forge Island Development. It includes silver grey resin bound gravel and warm/rusty toned porphyry cobbles. Timber, corten steel and dark grey steel is used for features and furniture.

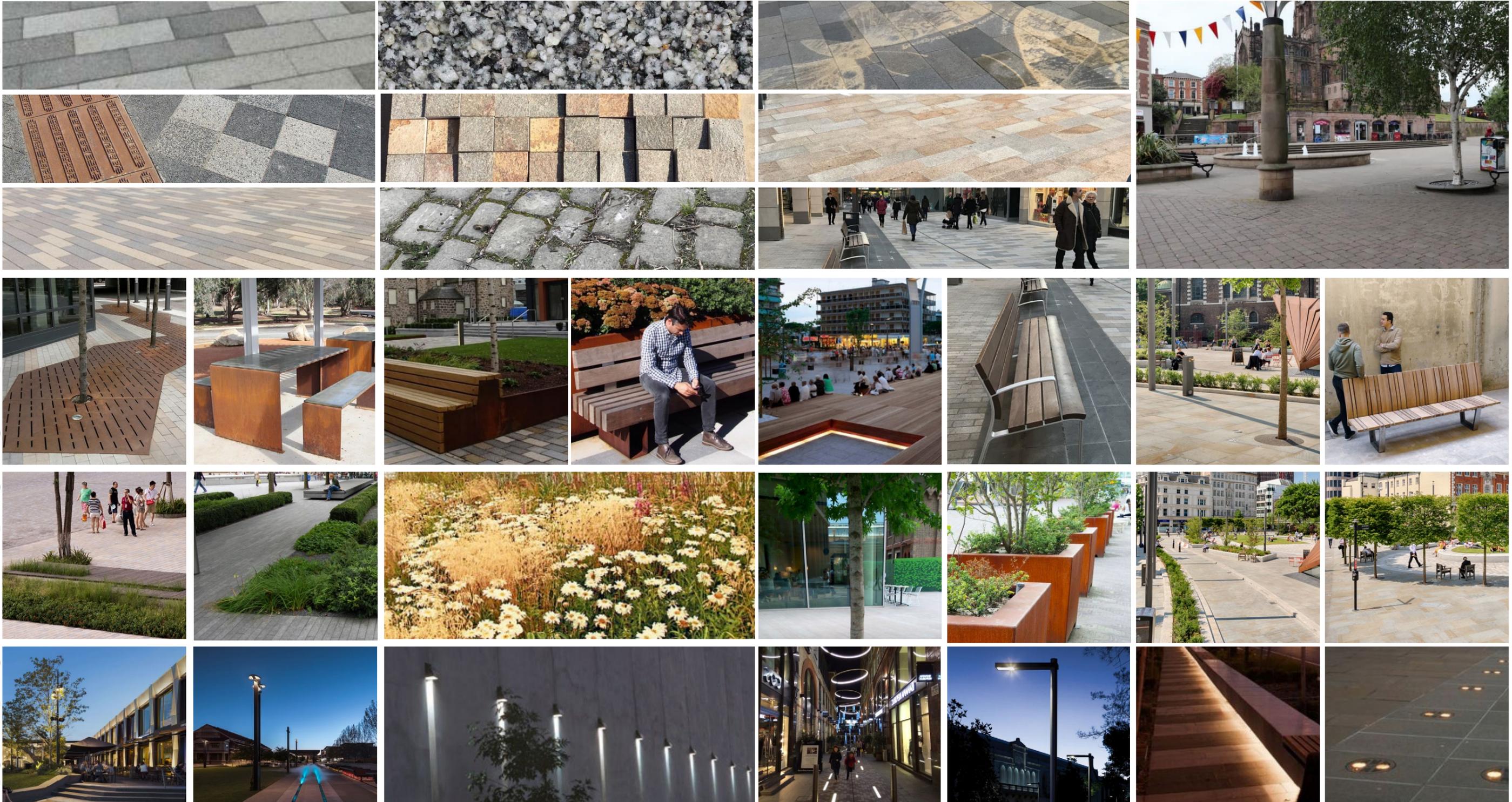
UNIFIED STREETS & SPACES

There is a clear need to simplify, reduce clutter and unify the core streets in Rotherham. Themes can be drawn from Forge Island and the palette must be able to react to a wide variety of locations. Proposals include a new Rotherham blend of pavers (buff/grey tones) and the occasional use of feature materials, creating a unified 'carpet' in the town centre core. Timber, colour accents and dark grey steel is used for furniture and features.

MINSTER QUARTER

All Saints Square & Minster Gardens already provide a distinctive character area and setting for the Minster. Future schemes within this area should follow the lead of these in terms of palette. This includes sandstone setts/slabs and consideration of bespoke details. Furniture and features can vary from the wider town centre public realm to emphasise this distinctive quarter. Further inspiration from other places is also given below.

HARD MATERIAL
FURNITURE
PLANTING
LIGHTING



Public Realm Emerging Proposals

The following masterplan illustrates the emerging sketch design proposals for the key areas in the town centre.



Key Areas

Gateway Area proposals deliver enhanced access and links into the town centre core along College Street, Bridgegate, Frederick Street, Howard Street and Effingham Street. This includes opening up of views to the Minster, improved visitor parking, cycle routes and links to public transport hubs. Effingham Street is also home to the busy street market and improvements focus on simplifying the street and creating a space that supports this use.



Riverside Area proposals are key to connecting Forge Island and the riverside to the town centre core. Through improvements to Corporation Street and Upper Millgate a showcase route is created capturing views of the Minster and encouraging visitors to Forge Island to use the town centre.



Markets Redevelopment Area proposals create a strong relationship between public realm and this major regeneration project. Market Square delivers a high quality main entrance to the Market and Eastwood Gardens is a new green space destination, providing opportunity for events at the Outdoor Covered Market to spill out. Public realm wraps around the building improving entrances for the Market and the proposed Library. Links to Rotherham College are also improved, bringing it into the town centre core.



Public Realm Summary

Public realm proposals offer the opportunity to:

- Create a cohesive, modern, high quality public realm that can be rolled out throughout the town centre.
- Improve the visitor experience, access and increase activity, events and footfall to support local businesses.
- Provide opportunity to bring new uses into the town centre.
- Improve connections to key destinations such as Forge Island, Rotherham Market, Rotherham Interchange and the Minster.

Key design principles include:

- Reducing clutter and creating more flexible, accessible spaces.
- Improving infrastructure and functionality for the street markets.
- Simplifying the paving and introducing high quality, modern furniture and lighting.
- Introducing a wider range of seating opportunities.
- Creating opportunities for technology, such as Wifi and phone charging.
- Opening up views of the Minster.
- Adding a new layer of interest through pop up features and catenary lighting. These help with wayfinding, branding and introduce opportunities for art, performance, play and planting.

