

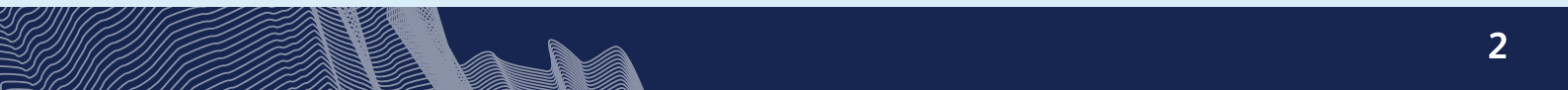
MALTBY HIGH STREET DEVELOPMENT PROPOSAL



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RESEARCH AND ANALYSIS

Maltby Neighbourhood Plan

Maltby Town Council are currently developing a Neighbourhood Plan, which aims to set out the vision and objectives of the community, understanding that Maltby is going to change in the future. This plan sets out how Maltby develops for the benefit of everyone, and reflects the importance of ensuring that Maltby continues to be a great, distinct and proud community.

Alongside the Neighbourhood Plan, the Town Council has produced a specific masterplan, which sets out objectives to improving the high street. These include:

- Public realm upgrades and streetscape improvements
- Improved access
- Improved town centre nodes and gateways
- Provision of wayfinding

The Neighbourhood Plan sets out an over-arching vision for the community:

‘That Maltby is a proud, distinct, self-contained and friendly community in which people enjoy living, visiting and working, with a vibrant Town Centre and good-quality local facilities and housing that meets and responds to existing and future needs and challenges’

RESEARCH AND ANALYSIS

High Street Appraisal

Land Use

This section of Maltby consists of retail, office, and residential uses. The town centre runs east-west. The western section consists of retail, shops and offices. It includes an historic core which dates back to the origins of the town and contributes to the overall character.

The centre and east of the High Street contains a variety of retailers and services, ranging from small, independent stores to larger chains, alongside some residential use.

Public Realm

The quality of public realm is generally dated. The surfacing has degraded over time. There are a lack of active frontages, which combined with poor streetscape makes the area less attractive to users.

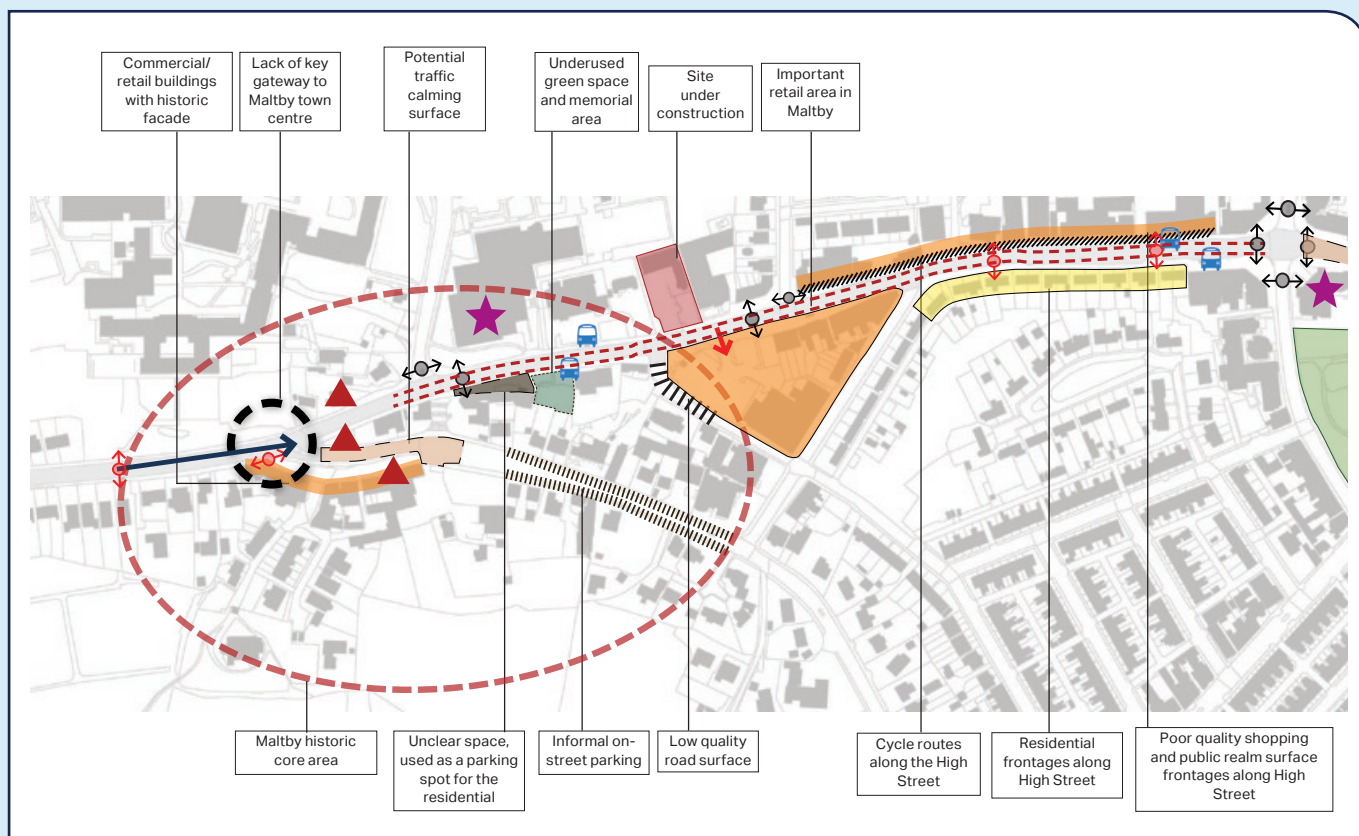
Movement and Parking

A631 and A634 act as primary routes, connecting to motorways and adjacent towns. The route is used by through traffic including HGVs.

Residential properties front the high street which has resulted in significant on-street parking.

The area lacks formal crossing points for pedestrians. The lack of good quality active travel routes needs to be considered.

The lack of clear gateway and wayfinding measures creates a lack of accessibility and legibility.



RESEARCH AND ANALYSIS

Strengths

- Strong local population and catchment
- Good transport links, access and parking
- Large superstore present in High Street
- Large sports and leisure centre, alongside a library serving Maltby as well as surrounding towns
- Strong history and culture
- Attractive historic core area
- Prominent listed buildings
- Generous width of High Street/spine road
- Large public green space in town centre
- Proximity to green areas with footpaths/ Public Rights of Way

Opportunities

- Enhance gateways to the High Street and Town Centre
- Public realm improvements to surfacing and marking
- Upgrade street furniture and pedestrian lighting
- Provide better wayfinding and signage
- Improve existing links with surrounding neighbourhoods
- Provide prominent focal points in key locations
- Enhance quality of green public spaces
- Design out anti-social behaviour

Weaknesses

- High Street is prioritised for cars with poor pedestrian links
- High amount of heavy through traffic
- Lack of gateway zones
- Key nodes lack strong definition
- Poor definition of the public realm
- Poor quality of materials in public spaces
- Vacant and unattractive shop fronts
- Poor quality of public open green spaces
- Lack of anchor spaces to allow people to meet and dwell
- Lack of green spaces and landscaping to the High Street
- Elements of crime and anti-social behaviour in the area

Threats

- Pressure from heavy vehicular through traffic
- Potential for abuse of newly created pedestrian zones
- Viability - rents and catchment
- Existing superstore covers wide proportion of retail sector
- Crime and anti-social behaviour
- High levels of deprivation
- Surrounding villages and towns competing for trade
- What makes Maltby appealing to small businesses?

RESEARCH AND ANALYSIS

Current Streetscape



Inconsistent pedestrian links and poor surfacing. Historic feature not emphasised.



Pedestrian guardrail prevents pedestrians from using full width of pavement.



Tesco car park, with the superstore set back from the high street.



Residential properties sharing the high street with commercial units.



On street car parking is well utilised along the high street.



Wide pavements allow for spill out space, but some areas littered with inconsistent street furniture.

PRIORITIES

Pedestrian Access, Hard Landscaping, and Street Furniture

Improve the high street for pedestrians, by enhancing surface materials and providing new, quality street furniture.

- **Quality consistent street furniture** to encourage sitting down, dwell time and extend shopping visits
- **Improved pavements and quality surface materials** to create more pedestrian friendly environment and encourage more foot traffic
- **Remove or optimise pavement clutter** to achieve wider pavements and more pedestrian friendly environment
- **Eastern and western gateway definition** with distinctive hard surface materials and similar devices
- **Shared surfaces** in selected areas to reduce the impact of unnecessary road clutter
- Consistent **wayfinding and signage** system to encourage spontaneous exploration and accidental visits
- More **pedestrian-oriented street lighting** to create safer environment in the evening and reduce crime.

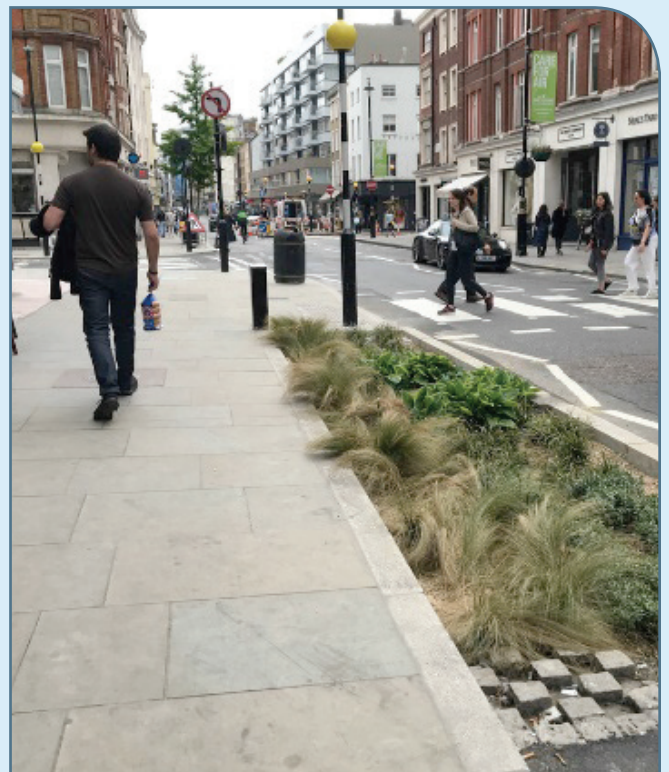


PRIORITIES

Enhanced Soft Landscaping

Provide a welcoming and safe environment for residents, encouraging footfall and increasing dwell time.

- **More pedestrian-oriented street lighting** to create safer environment in the evening and reduce crime
- **Better connections** to wider network of Public Rights of Way to north and south of High Street
- **Pavement improvements and quality surface materials** to allow for planting and soft landscaping, more pedestrian friendly environments and encourage more foot traffic
- **Quality consistent street furniture** to encourage sitting down, dwell time and extend shopping visits
- **Remove or optimise pavement clutter** to achieve wider pavements and more pedestrian friendly environment

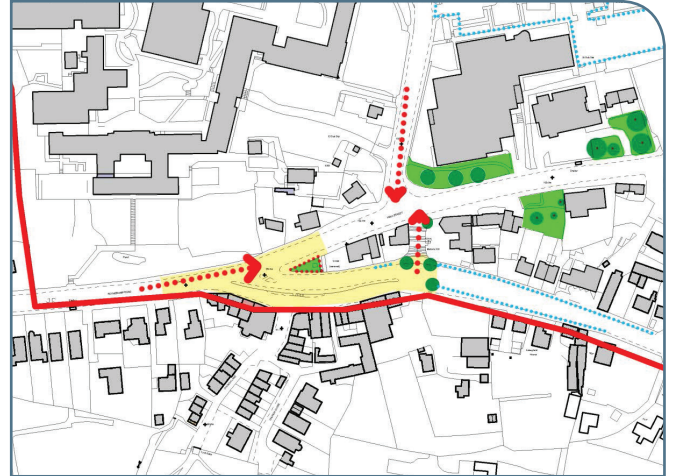


PRIORITIES

Defining the High Street

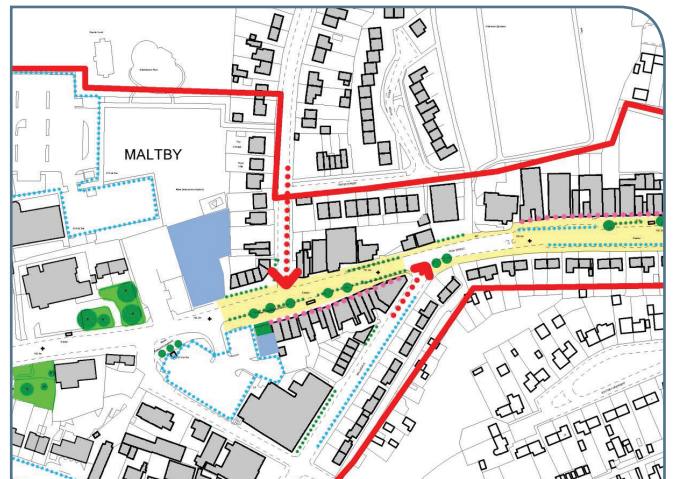
Historic

- Historic core benefits from listed buildings and interesting topography
- Work already being progressed at Maltby Academy
- Local changes in surface materials to highlight heritage
- Green space around war memorial to be enhanced and integrated
- Wayfinding and signage to encourage exploration of history



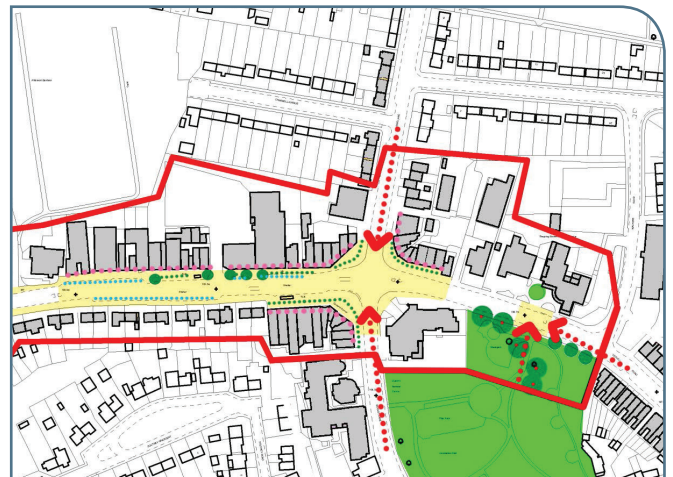
Retail

- Central location on the high street
- Pavement improvements and higher quality surface materials would improve the experience for visitors
- More consistent street furniture and soft landscaping to encourage extended visits
- Signage and wayfinding to encourage longer visits and exploration of other areas.



Food and drink

- Somewhat established by existing businesses
- Queens Crossroads forms a focal point for the area
- Pavement improvements and quality surface materials would encourage spill out space
- Soft landscaping would improve visitor experience



OUTCOME

An improved high street

The lessons from recent studies into High Streets and town centres is that retail is likely to decline further while the service and leisure role remains strong.

The role of the local high streets as social meeting places has become more important.

People tend to come to Maltby High Street for very short periods of time. By improving the quality and appearance of the High Street, visits should encourage other more social activities.

Maltby High Street benefits from having people living in and close by. A popular and well used high street could be animated by local residents during the day and evening, and support local businesses.

Smaller local businesses and the self-employed often prefer the vibrancy of a local high street with access to facilities and amenities over out-of-town business parks or being isolated working from home.



SUGGESTED SCHEME

The Council has allocated £823,000 from the Towns and Villages Fund to deliver a substantial scheme in Maltby, which should be based on the priorities that have been outlined.

The scheme will be designed in consultation with Ward Members, stakeholders and the community, and extensive engagement opportunities will be planned.

As a guide, an indicative scheme has been produced, showing what could be delivered with the budget currently available.

- North side of high street, from Millindale to TOFS
- North west corner of Queens Crossroad
- South west corner of Queens Crossroad
- North east corner of Queens Crossroad
- South east corner of Queens Crossroad

This scheme would deliver approximately 3200m² of public realm improvements, including improved surfacing, new street furniture and soft landscaping.



PROGRAMME AND NEXT STEPS

