

Maltby Neighbourhood Plan

Masterplan Report
2022 Update

Quality information

Document name	Ref	Prepared for	Prepared by	Date	Reviewed by
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Revision history

Revision	Revision date	Details	Authorised	Name	Position
FIRST DRAFT	12/09/19	FIRST DRAFT	WD	Wei Deng	Principal Urban Designer
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REVISED FINAL	15/11/22	Updated to the LA comments	MNPSG	Andrew Towleron	Planning Consultant on behalf of MNPSG

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Fig 1.0 View on High Street



Introduction

01

Background

Locality is a national membership network for community organisations which empowers communities to lead and influence decision-making in their area.

Local communities can use neighbourhood planning as a means of changing their neighbourhoods for the better. Through Locality's technical support programme, the Maltby Neighbourhood Plan Steering Group (MNPSG) have appointed AECOM to undertake a number of studies which will underpin their emerging Neighbourhood Plan. AECOM has been commissioned to provide urban design support to MNPSG.

Objectives

The objective of this report is to inform a Spatial Strategy plan for Maltby and to develop options for public realm improvements in the local centre and for five sites identified within the neighbourhood plan area. The masterplan will be used as a tool to control any potential development and to enhance the quality of the public realm in Maltby.

Methodology

The purpose of this report is to provide design guidance for new development in Maltby, with a focus on the high street area and 5 identified potential development sites.

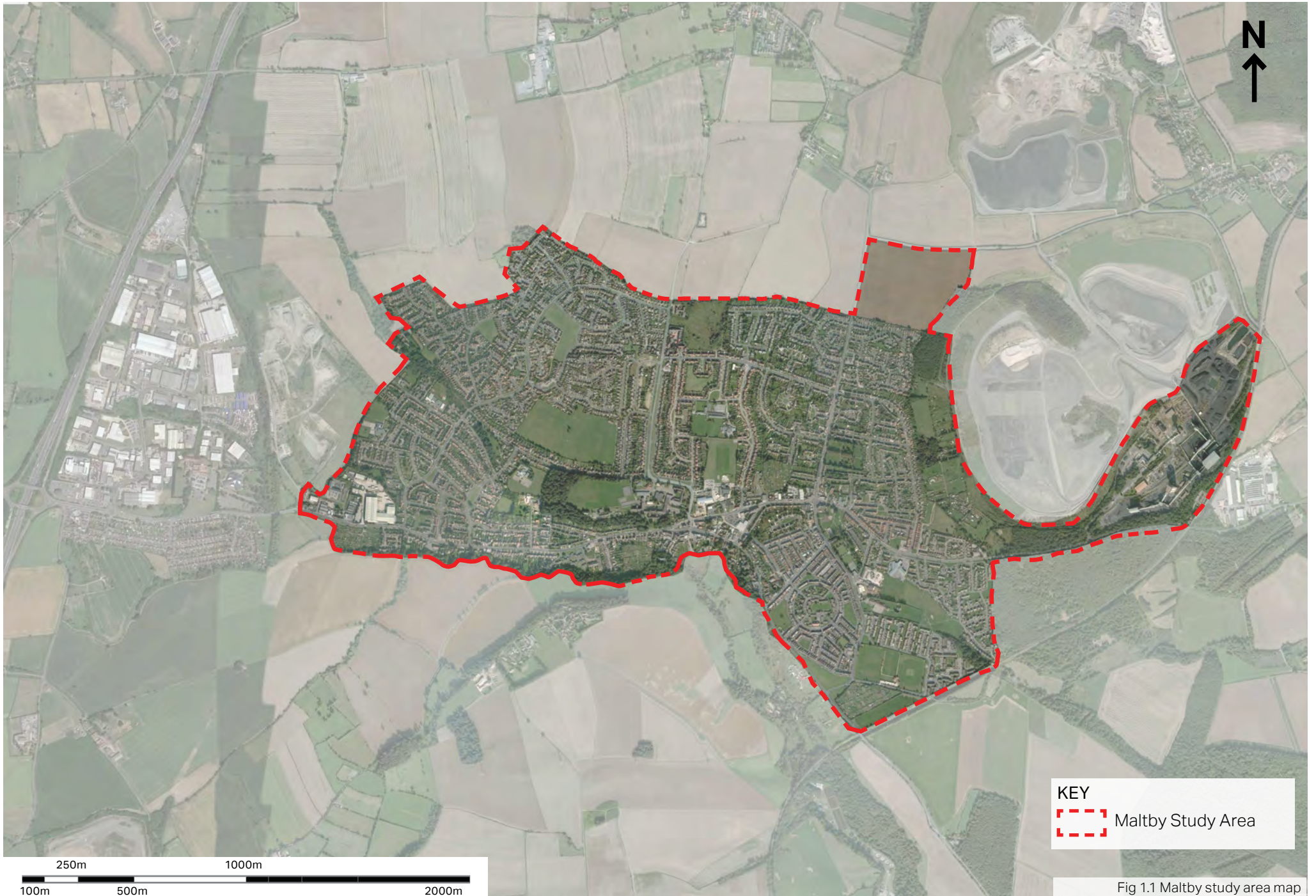
The process that was undertaken in order to produce this Masterplan report is as follows:

- AECOM representatives attended an inception meeting and site walkover in Maltby on 18.12.2018 with MNPSG to define the brief and direction for this Masterplan report.
- Potential sites for development and Focus Areas were identified and defined, setting up the foundation for the Masterplan report.
- A desktop study captured the main constraints and physical features of the wider town. From this AECOM produced the initial spatial analysis and masterplan.
- An engagement workshop was held in Maltby on 01/07/2019 to allow the local community to influence the report.
- AECOM produced a draft Masterplan report.
- The draft report was reviewed by the MNPSG.
- After capturing the feedback from the review, AECOM issued the final Masterplan report.

Document Structure

This Masterplan report is broken up into six sections as follows:

1. Introduction
2. Planning Policy and Evidence Review
3. Understanding Maltby Town
4. Engagement
5. Masterplan for the Town
6. Next Steps



KEY
[Red dashed line] Maltby Study Area

Fig 1.1 Maltby study area map



Fig 2.0 Maltby Aerial

**Planning Policy and
Evidence Review**

02

2.1 Policy Review

Maltby lies within Metropolitan Borough of Rotherham, South Yorkshire. Any development within the area should comply with national and local planning policy. This section summarises the planning policy context as follows:

National Planning Policy

National Planning Policy Framework (2019)

This is the first revision of the National Planning Policy Framework (NPPF) since 2012. The revised NPPF will be a vital tool in ensuring that we get planning for the right homes, built in the right places, and of the right quality, whilst at the same time as protecting our environment.

The relevant paragraphs are:

- *Delivering a sufficient supply of homes;*
- *Building a strong, competitive economy;*
- *Promoting healthy and safe communities;*
- *Promoting sustainable transport;*
- *Making effective use of land;*
- *Achieving well designed places;*
- *Protecting Green Belt land;*
- *Conserving and enhancing the natural environment;*
- *Conserving and enhancing the historic environment.*

Adhering to the NPPF will help to ensure high quality developments which blend into the fabric of the existing townscape and facilitate local distinctiveness and 'sense of place'. Development within the neighbourhood area should be respectful of its character and setting and at the same time adapt cohesively to future changes.

Local Planning Policy

Sheffield and Rotherham Employment Land Review (2015)

The purpose of the Employment Land Review is to identify the current and potential requirements for employment land. Within this document it is stated how the economies of Sheffield and Rotherham could change in the future.

Land off Rotherham Road and Former Maltby Colliery are identified in this document as sites with potential to make a significant economic contribution for Maltby.

South Yorkshire Residential Design Guide (2011)

The purpose of this guide is to address any existing placemaking issues and to ensure quality in residential development. The guide gives a set of guidelines to create higher quality and more sustainable residential developments, and gives clarity and certainty to the development industry. The Guide is underpinned by the principles in Building for Life (BfL12), which apply to developments of 10 or more dwellings.

This document should be thoroughly considered in formulating design and planning applications for residential development in South Yorkshire. This guide has been considered when formulating the masterplan within this report.

Rotherham Local Plan Core Strategy 2013-2028 (2014)

The Core Strategy was adopted in 2014. It is the main tool for shaping development in Rotherham containing policies and allocations for growth and regeneration until 2028.

The key policies which will guide the masterplan in Maltby include:

Policy CS 1: Delivering Rotherham's Spatial Strategy;

Policy CS 2: Delivering Development on Major Sites;

Policy CS 4: Green Belt;

Policy CS 15: Key Routes and the Strategic Road Network;

Policy CS 19: Green Infrastructure,

Policy CS 21: Landscape;

Policy CS 22: Green Space;

Policy CS 23: Valuing the Historic Environment;

Policy CS 28: Sustainable Design.

Rotherham Local Plan: Sites and Policies (2018)

This Sites and Policies document supports the delivery of the Core Strategy by allocating development sites to meet Core Strategy targets for new housing, retail and employment land. The document provides development management policies to guide the determination of planning applications and the implementation of the site allocations.

All the relevant policies are listed below:

- Policy SP1: Sites Allocated for Development;
- Policy SP2: Development in the Green Belt;
- Policy SP9: Previously Developed Site within the Green Belt;
- Policy SP11: Development in Residential Area;
- Policy SP18: SPA2 Former Maltby Colliery;
- Policy SP19: Development within Town, District and Local Centres;
- Policy SP20: Primary Shopping Frontages;
- Policy SP32: Green Infrastructure and Landscape;
- Policy SP 33: Conserving and Enhancing the Natural Environment;
- Policy SP 37: New and Improvements to Existing Green Space;
- Policy SP 38: Protecting Green Space;
- Policy SP 39: Design and Location of Green Space, Sport and Recreation;
- Policy SP 40: Listed Buildings;
- Policy SP 41: Conservation Areas;
- Policy SP 42: Archaeology and Scheduled Ancient Monuments;
- Policy SP 44: Historic Parks, Gardens and Landscapes;
- Policy SP 45: Locally Listed Buildings;
- Policy SP 49: Safeguarding Mineral Infrastructure.

This document states that there are 7 sites in Maltby and Hellaby that are appropriate for residential or mixed use development. These sites have the potential to deliver 757 new homes and 54.25 hectares for industrial and business.

The 7 sites that are allocated in Maltby include:

- SPA2: Land at Former Maltby Colliery.
- H66: Park Hill Lodge.
- H67: Newland Avenue/ Braithwell Road.
- H68: Tarmac Site Off Blyth Road.
- H69: Land to The South of Stainton Lane.
- H70: Allotments, East of Highfield Park.
- H99: Land Off Rotherham Road.

See Figure 2.1

**Site SPA2
Land at Former Maltby Colliery**

Site area: 36.58ha
Allocation: Special policy area

**Site H66
Park Hill Lodge**

Site area: 0.81ha
Allocation: Residential

**Site H67
Newland Avenue/ Braithwell Road/ Chadwick Drive**

Site area: 3.09ha
Allocation: Residential

**Site H68
Tarmac Site Off Blyth Road**

Site area: 0.95ha
Allocation: Residential

**Site H69
Land to The South of Stainton Lane**

Site area: 16.17ha
Allocation: Residential

**Site H70
Recreation Grounds/ Allotments. East of Highfield Park**

Site area: 13.91ha
Allocation: Residential

**Site H99
Land off Rotherham Road**

Site area: 1.03ha
Allocation: Residential

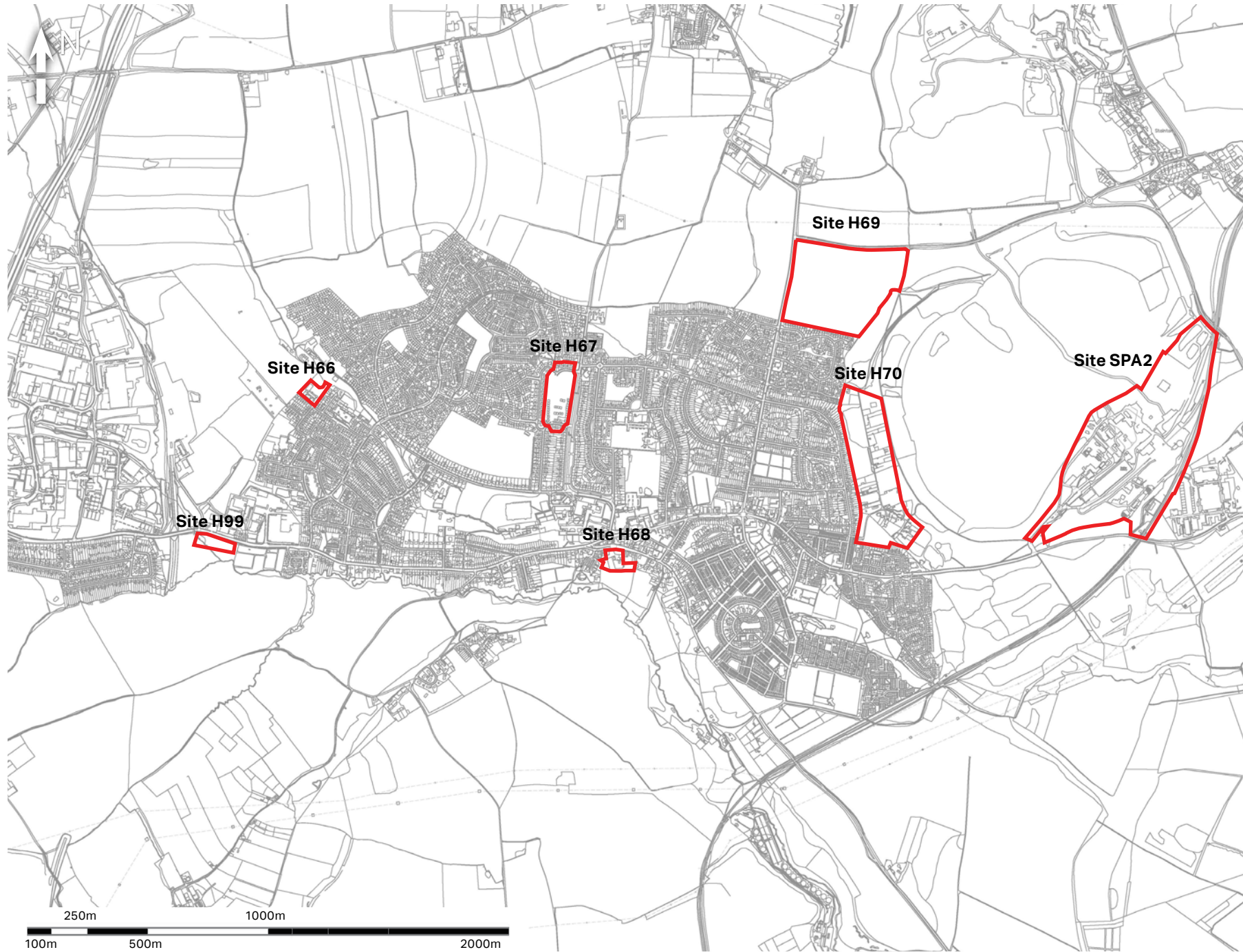


Figure 2.1 Allocated Sites in Maltby

Rotherham Borough Council Supplementary Planning Guidance: Development in the Green Belt (2020)

The guidance advises that any development within Green Belt (see Figure 3.4) is inappropriate and will only be allowed in very special circumstances. These circumstances will not exist unless the potential harm to the Green Belt by reason of inappropriateness, and any other harm, is clearly outweighed by other considerations. Sites H69 and H99 are allocated in the Rotherham Local Plan are both situated in the Green Belt. Developments should also have minimal impact on the openness of the Green Belt. This planning guidance helps to explain Rotherham’s policy on developments in the Green Belt and how they will assess proposals for particular types of development.

Rotherham Landscape Character Assessment and Landscape Capacity Study (2010)

The document provides a Landscape Character Assessment for areas within Rotherham Borough. Maltby is surrounded by Central Rotherham Coalfield Farmland, Sandbeck parklands- Core and East Rotherham Limestone Plateau. The areas vary from High to Moderate- low sensitivity. Further detail can be found in section 3.1 of this document, Landscape Character Areas.

Rotherham Shopfront Design Guide (2006)

This document acts as borough wide guidance to encourage good shopfront design. The design of shopfronts plays a major role in creating a high quality environment without compromising the local character, scale and architectural quality. For this masterplan report, this guidance is helpful to assist in analysing the Maltby high street area, and to understand the Council’s approach on enhancing the quality of commercial areas in Rotherham.

Sheffield City Region Transport Strategy 2018 – 2040 (2017)

The document sets out the transport priorities for Sheffield City Region up to 2040. Its policies are based around the following goals:

- Support inclusive economic growth;
- Create healthy streets where people feel safe;
- Improve the quality of our outdoors; and
- Promote, enable and adopt different technologies.

The Strategy supports and encourages the provision of non-vehicular movement, improvements to public transport, strategic connectivity with the wider region and improvements to the existing pedestrian infrastructure and will be embedded in this masterplan.

Rotherham Transport Strategy 2016-2026

The Strategy provides the policy framework which sets out the proposed approach to the provision and management of transport and transport infrastructure in Rotherham. The policies in the strategy contribute to all four of the Council’s Corporate Plan priorities. Helping local people into work will be achieved by the provision of sustainable transport links, improve accessibility and alternative modes of travel to the private car. Road maintenance and road safety are central themes of the strategy. The promotion of active travel will help to reduce inequalities and improve health.

The Strategy informs the Movement element of this masterplan by promoting sustainable transport, accessibility and alternatives to vehicular movement. Any new development is required to be designed with the consideration of the wider Rotherham Transport Strategy.



Figure 2.2 Maltby location plan



Fig 3.0 Maltby Historic Core

**Understanding
Maltby Town**

03

3.1 Baseline Study

Landscape Character Area (LCA)

A desktop review of Maltby's landscape character and associated site surveys were undertaken to inform analysis of the potential landscape impact of development and to factor in subsequent mitigation principles to be factored into the masterplanning process. The appraisal is based on 'Rotherham Landscape Character Assessment and Landscape Capacity Study (January 2010)' and 'Landscape Character & Capacity Assessment of Doncaster Borough (March 2007)'.

Maltby is located between four Rotherham LCA and one Doncaster LCA. These LCAs are listed below

- LCA 8: Central Rotherham Coalfield Farmland
- LCA 9A: East Rotherham Limestone Plateau
- LCA 9B: East Rotherham Limestone Plateau- Maltby Colliery
- LCA 10A: Sandbeck Parklands- Core

and

- Doncaster LCA C1: Stainton to Edington Limestone Plateau

Please refer to Figure 3.1 for location of allocated sites and LCA's.

LCA 8: Central Rotherham Coalfield Farmland

This character area is located to the west and south west of Maltby, and runs from north to south through Rotherham Borough. This area comprises of a broad, gently undulating landform and large scale arable landscape with limited woodland cover. Most settlements within this area are former mining villages with red brick buildings. This area also has panoramic views to the south west horizon towards Sheffield area.

LCA 9A and 9B: East Rotherham Limestone Plateau

LCA 9A is located to the south of Maltby. This area comprises of a gently undulating landform and large scale arable landscape. It is also well vegetated, often with ancient woodland. Most settlements in this area are located on higher ground and there are panoramic views of the wider landscape beyond Rotherham Borough.

LCA 9B also to the east of Maltby. The area retains some of the features of the main Limestone Plateau, however mining activity has affected its topography and landscape by bringing steeper level changes with very little vegetation.

LCA 10A: Sandbeck Parklands- Core

LCA 10A is located to the south east of Maltby, adjacent to both Doncaster Borough and Nottinghamshire. This area comprises of a gently undulating landform and large scale arable landscape. It is also well vegetated, often with ancient woodland. Most settlement in this area are located on higher ground and it has panoramic views of the wider landscape beyond Rotherham Borough.

Doncaster LCA C1: Stainton to Edington Limestone Plateau

This character area is located to the north of Maltby. The landscape character of this area comprises of strongly sloping land to the north and east with a steep escarpment to the west. The landscape is dominated by fertile farmland with a pattern of intensive arable land with few and fragmented hedges and some pasture which creates a seasonal patchwork. Many roads in this area are enclosed by mature hedgerows restricting views. Depending on the viewpoint there are some long distance views to the east and west.

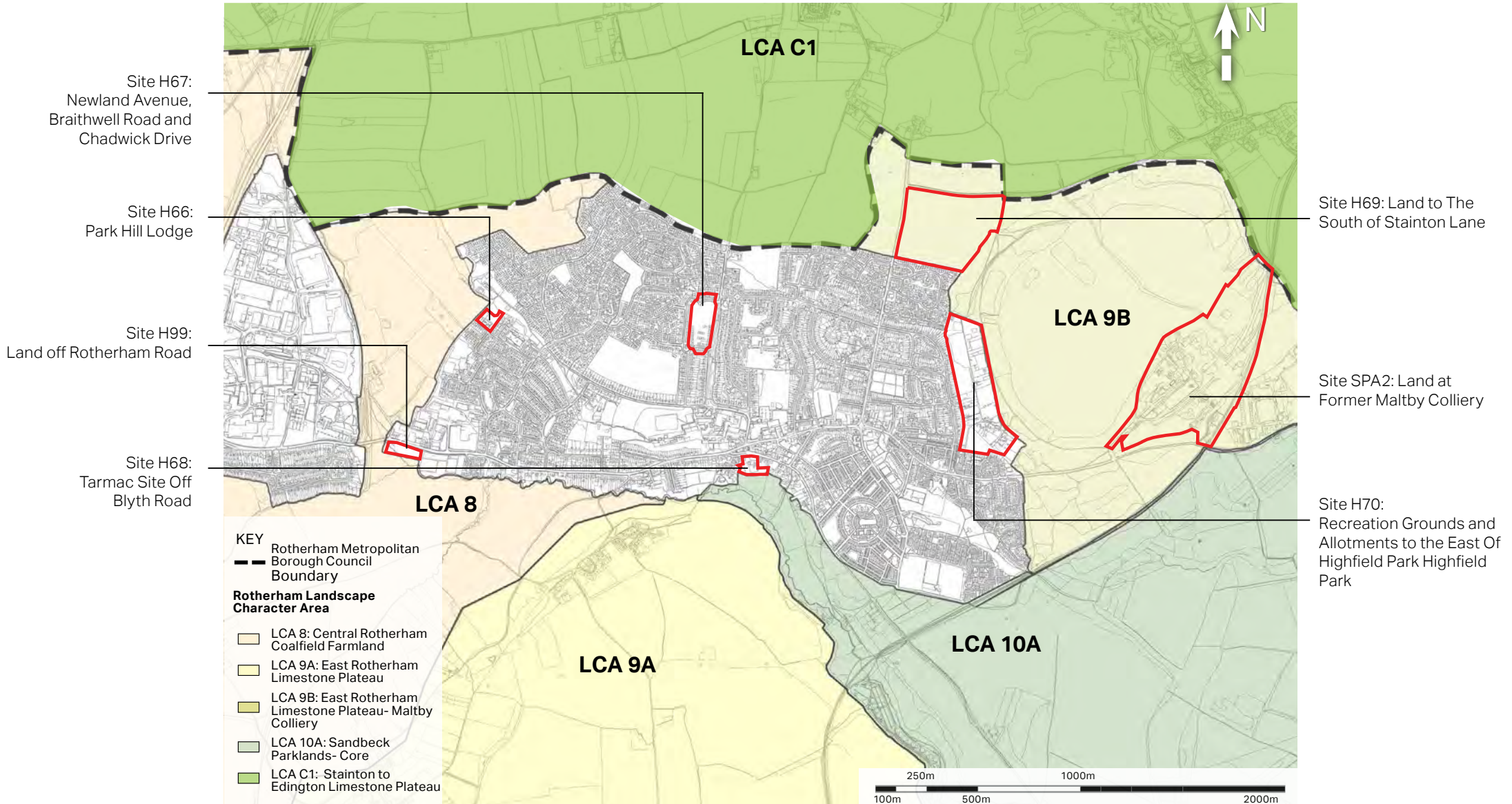


Figure 3.1 Landscape Character Areas around Maltby

Local Context: Movement Network

Vehicular

Maltby sits to the east of the M18 motorway, which connects the town with the wider region.

There is a hierarchy of streets in Maltby which provide vehicular access throughout the town. The primary distributors are the highest order routes within Maltby, which provide access into and out of the town. The A631 and A634 are two primary distributors through Maltby and connect Rotherham to Tickhill and Bawtry. The A631 acts as a spine route to a wider street network and connects with local routes in the network, allowing better navigation and legibility throughout the town. Most of the commercial and community facilities are located along this primary route.

As the primary distributor runs through the town centre it becomes a High Street with a narrower carriageway, wider footpaths and increased enclosure resulting from the street being lined with taller buildings of 2 - 3 storeys. It runs through Market Cross to The Queens Hotel.

The B6376 and B6427 are two secondary connectors linking Maltby's residential areas to the town centre, as well as connecting Maltby and Braithwell.

Town streets are the primary movement corridors within the residential areas. The alignment of these streets naturally calms traffic, creating a more pedestrian/cycle focused environment.

Non-Vehicular

Maltby has a good number of protected footpaths, designated as Public Rights of Way. However, there are no National Trails or Cycle Routes within the immediate proximity to the town. The closest Cycle Route is Route 674 starting in Thurgroft and Route 6 to the South-West of the town. Both are more than 5km away.

Public footpaths to the south, provide access to the open countryside and link into the wider network. However, the northern part of Maltby lacks non-vehicular infrastructure.

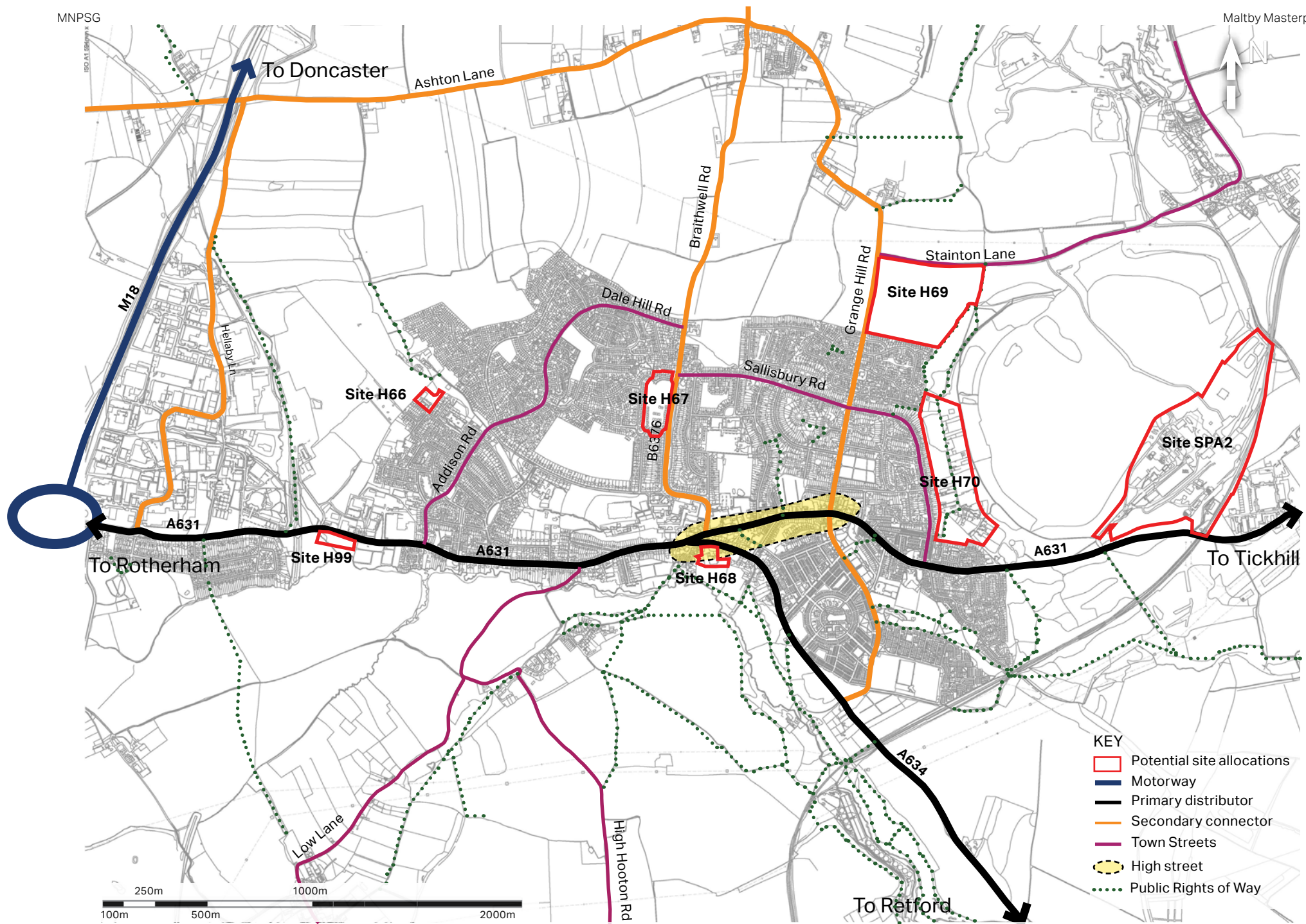


Figure 3.2 Maltby vehicular movement network

Local Context and Designation: Heritage Assets

There are a number of heritage assets in Maltby. This includes one Grade II* Listed Church of Saint Bartholomew, and seven other Grade II Listed Buildings. Most of the listed buildings are located in the Maltby Historic Core area (between High Street and Blyth Road). There are no conservation areas within Maltby. All historic designations form an essential part of local character. Unfortunately, the current Historic Core lacks a sense of place which requires enhancement.

Site H68 is located adjacent to the Maltby Historic Core and Grade II Listed Building 27, Blyth Road. Any potential impact from new development on these historic assets should be carefully considered and relevant historic organisations should be consulted.

This masterplan encourages the Historic Core to be recognised as an area of value and encourages any future development to draw upon existing heritage assets. Furthermore, this Masterplan supports the recognition or allocation of the Historic Core as a Historic Character Area or similar designation, subject to a future detailed appraisal.

Local historic architecture, features and materials should be restored if lost or safeguarded. New development within the Historic Core should aim to protect or contribute to the creation of the special status of the area.



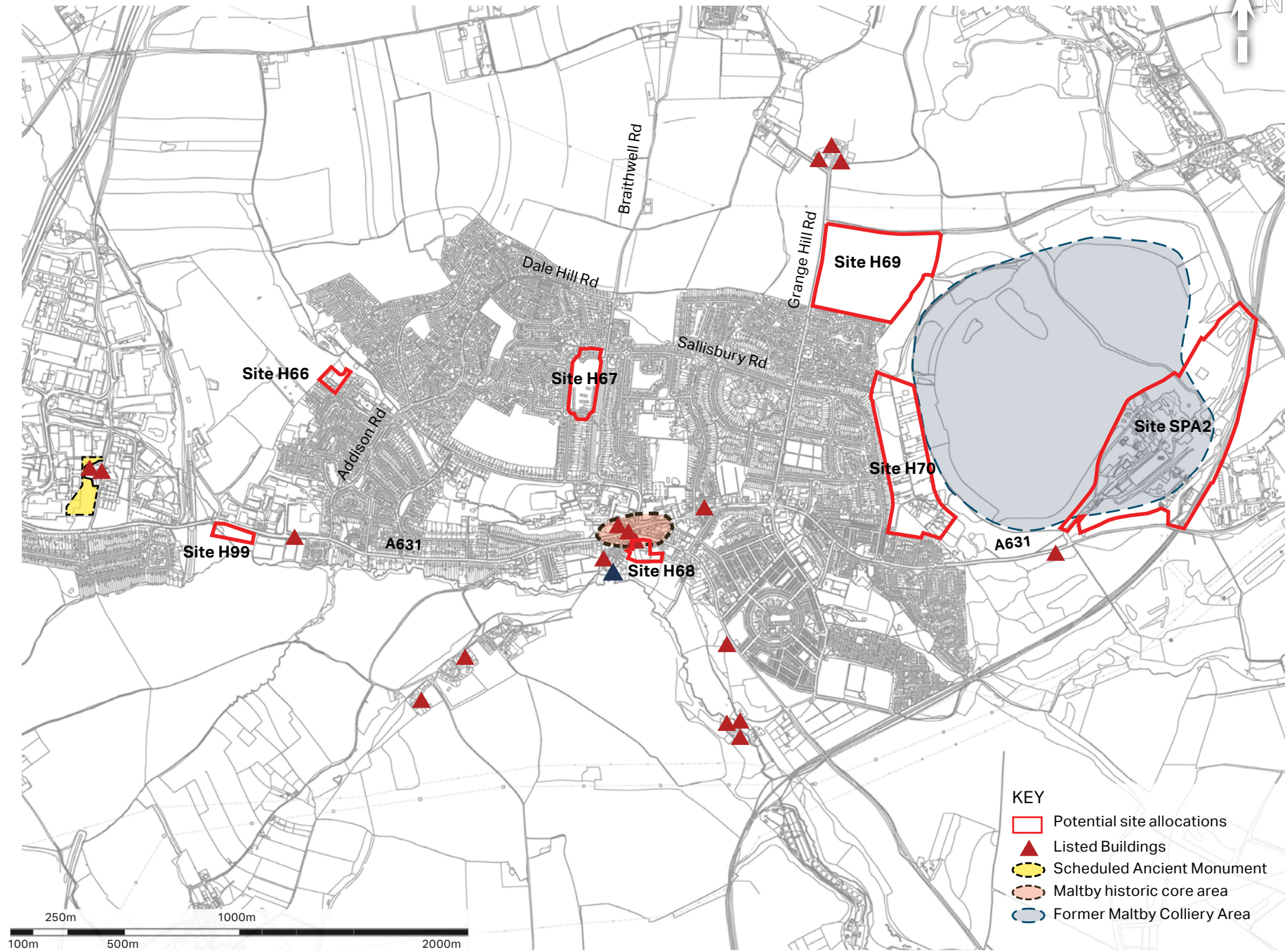
Part of Maltby Historic Core area



Grade II* Listed Building Church of Saint Bartholomew



Grade II Listed Market Cross



KEY






-  Potential site allocations
-  Listed Buildings
-  Scheduled Ancient Monument
-  Maltby historic core area
-  Former Maltby Colliery Area

Figure 3.3 Maltby heritage assets

Local Context and Designation: Green Infrastructure

Maltby Parish is surrounded by the Green Belt. Any new development should consider and respect this condition. There are a number of green spaces and playing fields in Maltby, which are poorly connected with each other and with the Maltby town centre. Maltby also has a good number of schools and playing fields distributed across the town.

There are also a number of Statutory and Non-Statutory Protected Sites adjacent to Maltby, however these are not easily accessible from the town. Three Sites of Special Scientific Interest (SSSI), namely Wood Lee Common SSSI, Maltby Low Common SSSI, and Roche Abbey Woodland SSSI are located to the south east of Maltby. A number of Local Wildlife Sites (LWS) are also present throughout Maltby and needs to be considered in any future developments.

Site SPA2, site H69 and site H70 are located adjacent to Maltby Commons LWS, while site H68 is located to the north of Wood Lee Common LWS. Any potential impact from new development on these environmental designations should be carefully considered.



Site H69 located within the Green Belt



View of Maltby Colliery



Rotherham Road allotment



Open space located at Glencairn Close

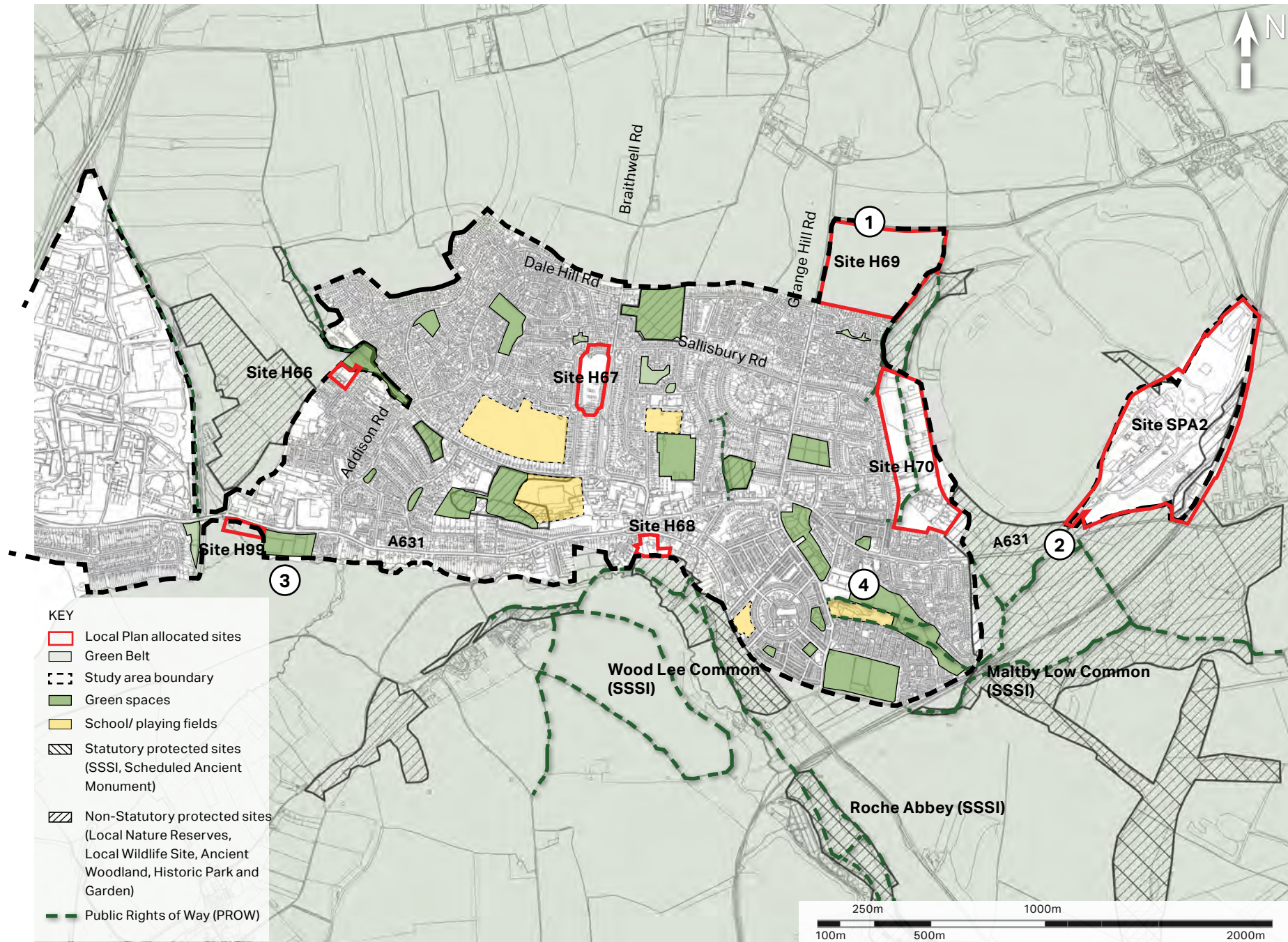


Figure 3.4 Maltby green infrastructure and non-vehicular network

Local Context: Topography, Views and Watercourses

The landscape gradually slopes towards Maltby Dyke, which creates a number of long distance views from the north of Maltby towards the south of Maltby. Due to the southward slopes, notable long distance views are present from the north side of Maltby-Braithwell Road and Grange Lane- to the south. A number of long distance views can also be seen from green spaces along Addinson Road and Dale Hill Road towards the south of Maltby. Maltby Dyke is the most notable water course in Maltby and it lies within Flood Zone 3. There is no significant flood risk within Maltby.



View 1



View 2



View 3



View 4



View 5



View 6



View 7



View 8

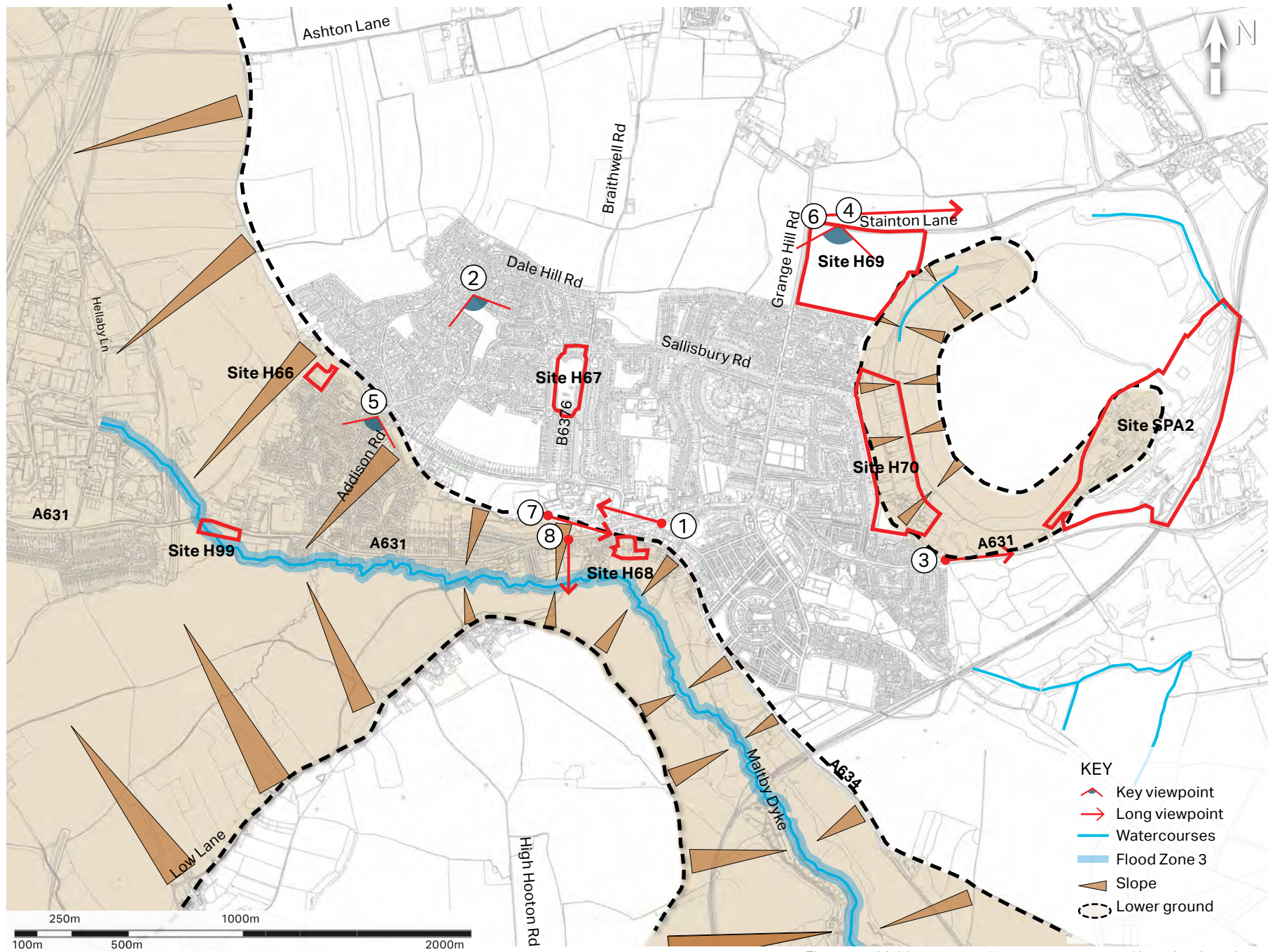


Figure 3.5 Maltby topography, watercourses and key view locations

High Street Appraisal: Section A&B

Figures 3.6 and 3.7 provide the context for the site masterplans by mapping constraints the A631 - 'High Street'. These sections covering the area in Maltby from the A631 road in the west to Rotherham road in the east.

Land Use

Sections A and B along this route show a land use which is predominantly residential, with some shops and retail of poor quality located throughout this area. In section A, some industrial uses can be found which create parking-dominated frontages along the street. There are some prominent green spaces such as the Rotherham Road allotment. Section B is dominated by residential uses.

Public Realm

The quality of public realm in Section A is generally poor, due to parking-dominated frontages and poor boundary treatments to the front of dwellings in this area. There are also areas of poor quality public realm in front of retail units, streetscape and surface materials here a generally poor quality. In this area, the public realm is mostly used as a parking area for shops, blocking the footway.

Movement

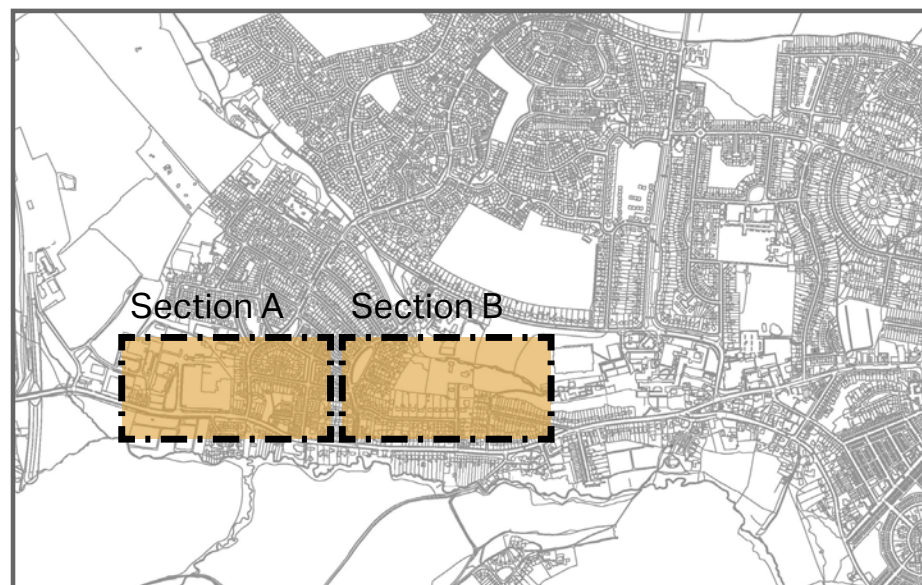
The A631, as discussed, is the primary route in this area. This road provides access to most of residential dwellings in this area. Many have on-plot parking, having to utilise on street parking along Rotherham Road. This area lacks formal crossing points and the foot and cycle movement network is poor.

Shopfronts and Visual Quality

Within the area identified in the sections A and B, there is a minimal amount of retail. Most of the shops are located in the Section A area and are associated to the industrial estate located behind. A selection of DIY, mechanical and building stores define the streetscape. The shopfronts are not uniform and comprise of varied display space, signage and exterior pallet. Some of the stores use outside space for display.

The overall visual quality of the shopfront and streetscape here is not consistent and has a cluttered appearance. There is a lack of public realm and the footways which are in this area are not comfortable for pedestrians and require improving. Better crossing points and active frontage is needed to boost pedestrian activity.

The wide spread use of metal shutters both at night and the day time impact the quality of High Street public spaces. This make the town centre become a less attractive place.



Section A and B location Plan

Existing Images of Section A&B



View towards commercial estate on Rotherham Road.



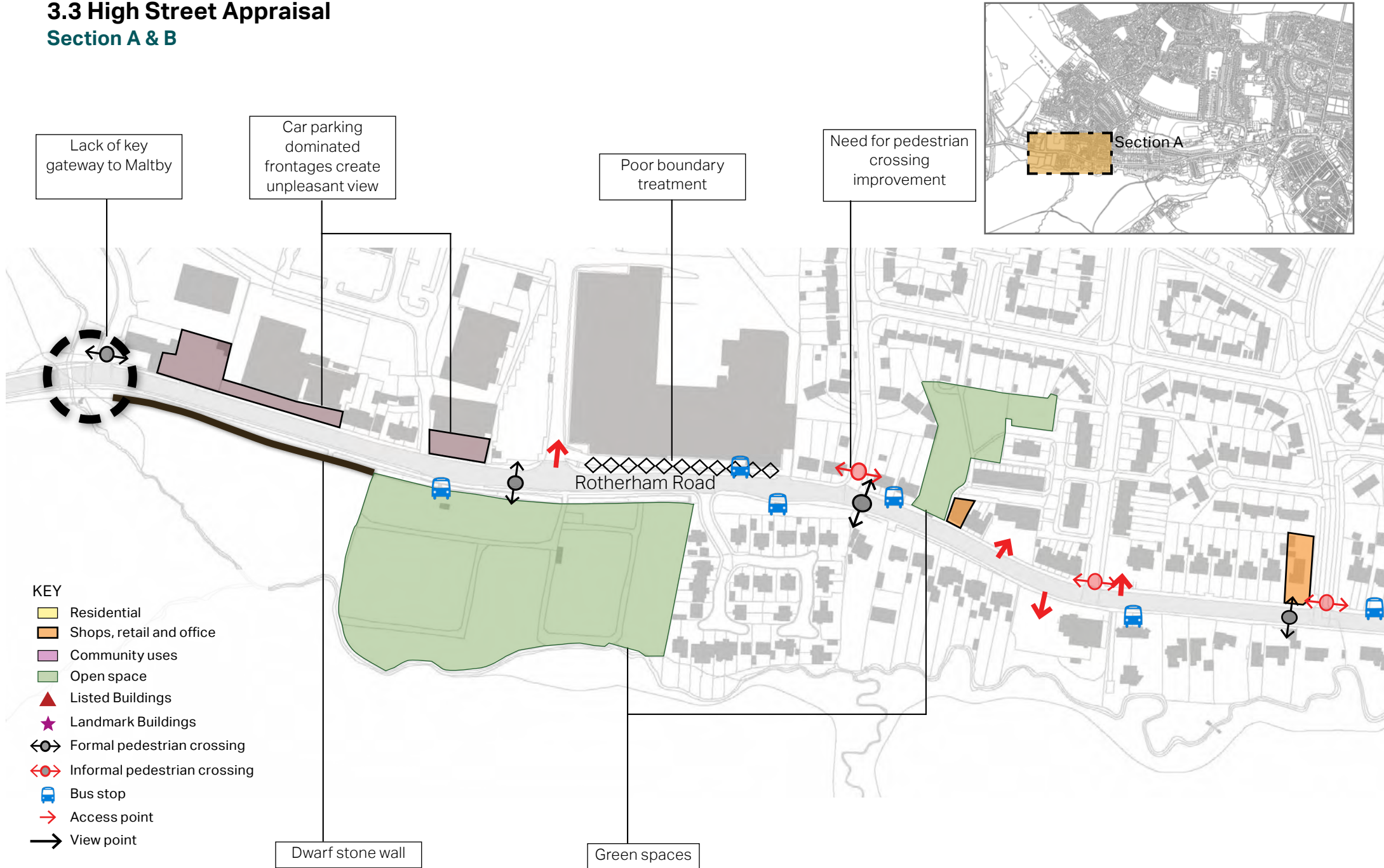
Parking dominated frontages on the west of Maltby



Poor quality public realm and shopping area along Rotherham Road

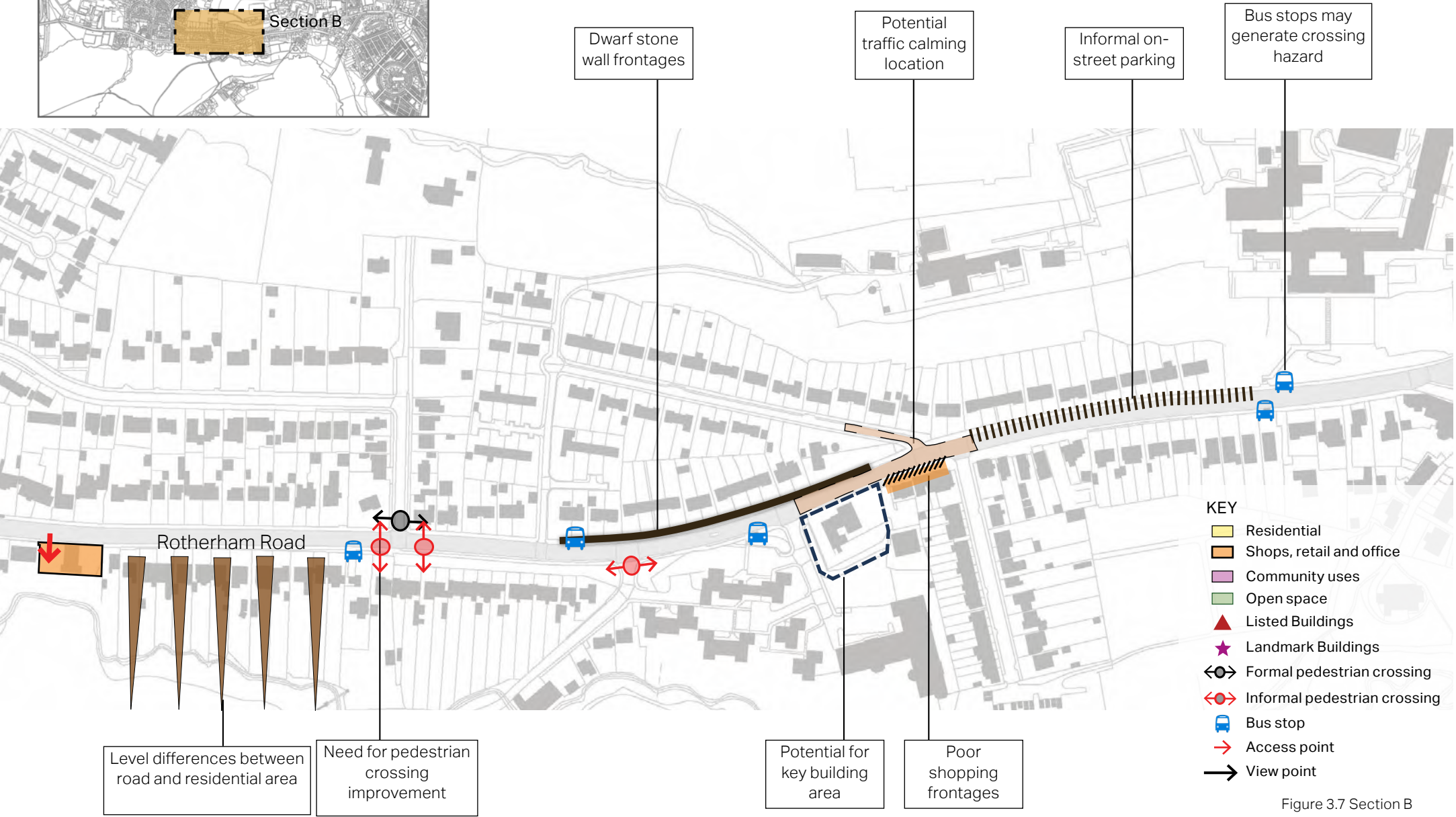
3.3 High Street Appraisal

Section A & B



- KEY**
- Residential
 - Shops, retail and office
 - Community uses
 - Open space
 - Listed Buildings
 - Landmark Buildings
 - Formal pedestrian crossing
 - Informal pedestrian crossing
 - Bus stop
 - Access point
 - View point

Figure 3.6 Section A



- KEY**
- Residential
 - Shops, retail and office
 - Community uses
 - Open space
 - Listed Buildings
 - Landmark Buildings
 - ↔

 Formal pedestrian crossing
 - ↔

 Informal pedestrian crossing
 - Bus stop
 - Access point
 - View point

Figure 3.7 Section B

High Street Appraisal: Section C&D

Figures 3.8 and 3.9 provide the context for the site masterplans by mapping constraints along the A631.

Section C & D covers the area in Maltby from the junction between Blyth Road and High Street to the east end of Tickhill Road.

Land Use

Section C&D of Maltby consists of retail, shops, offices, residential uses, and hotels. Maltby town centre runs west-east, from the historic core through to Queens Road Hotel.

Section C predominantly consists of retail, shops and offices. This section includes the Maltby's Historic Core, where the area dates back to the origins of the town and contributes positively to the town's character, alongside the Maltby town centre area which contains a variety of retailers and services, ranging from small, independent stores to larger, chain stores such as Tesco. Some residential uses and hotels can also be found in the town centre area.

Section D (between High Street and the east end of Tickhill Road) of Maltby consists of predominantly community and residential uses, with a few shops. Two prominent open spaces are present, including Coronation Park, which is one of the important open spaces in Maltby.

Public Realm

The quality of public realm along High Street and in the historic core is generally poor. The quality of surfacing has degraded over time. The lack of active frontages, combined with unattractive shop frontages and poor streetscape make both areas unattractive to users.

Movement and Parking

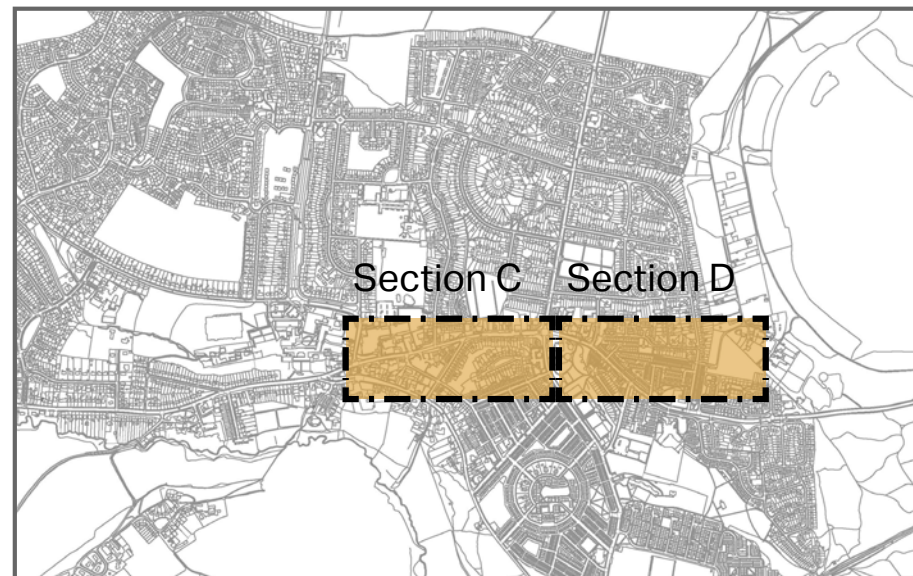
The A631 and A634 act as primary streets in this area, with High Street running from the junction between the A631 and A634 to the junction between the A631 and B6427. These roads act as the primary access to most of the uses in this area. The A631 and A634 routes are mostly used as connecting routes between M18 and other towns, thus this route is used by the large lorries and is only used as a through route by other vehicles. The residential uses in Section D generally cannot be accessed from the street, which has resulted in lots of on-street parking and inactive frontages in the residential area.

A cycle network is present on High Street, but it is not continuous and only connects a small part of Maltby. The area lacks formal crossing points for pedestrians, in roads within Section C (the high street area) and Section D. The lack of good quality non vehicular routes for those on foot and cycle needs to be considered in the masterplan design. The lack of clear gateways and wayfinding measures along with poor signage further exacerbates the lack of accessibility and legibility within the town centre.

Shopfronts and Visual Quality

The town centre accommodates the town's main activities and uses. However, the overall visual quality lacks the identity. The shopfronts are not uniform. They differ in terms signage, colour, material, rhythm and height of the shopfronts as well as style and quality. This creates a poor frontage to the public realm and reduces the overall visual quality and streetscape. Many of the shopfronts have windows covered with banners or security roller-shutters, which reduce the transparency, sense of security and overlooking, as well as impact on the activity of the frontage.

More should be done to improve and develop a sense of a place but incorporating a consistent and high-quality design of the shopfronts. This can be done, with a series of design principles which would define the proportions, rhythm, quality of the signage and display.



Section C and D location Plan

Existing Images of Section C&D



Grade II Listed Market Cross situated at Junction of Blyth Road and Kingwood View



An example of buildings within the historic core. Blyth Road.



Lack of crossing point from the High Street to the Historic Core area



Car dominated Maltby Town Centre

Section C & D

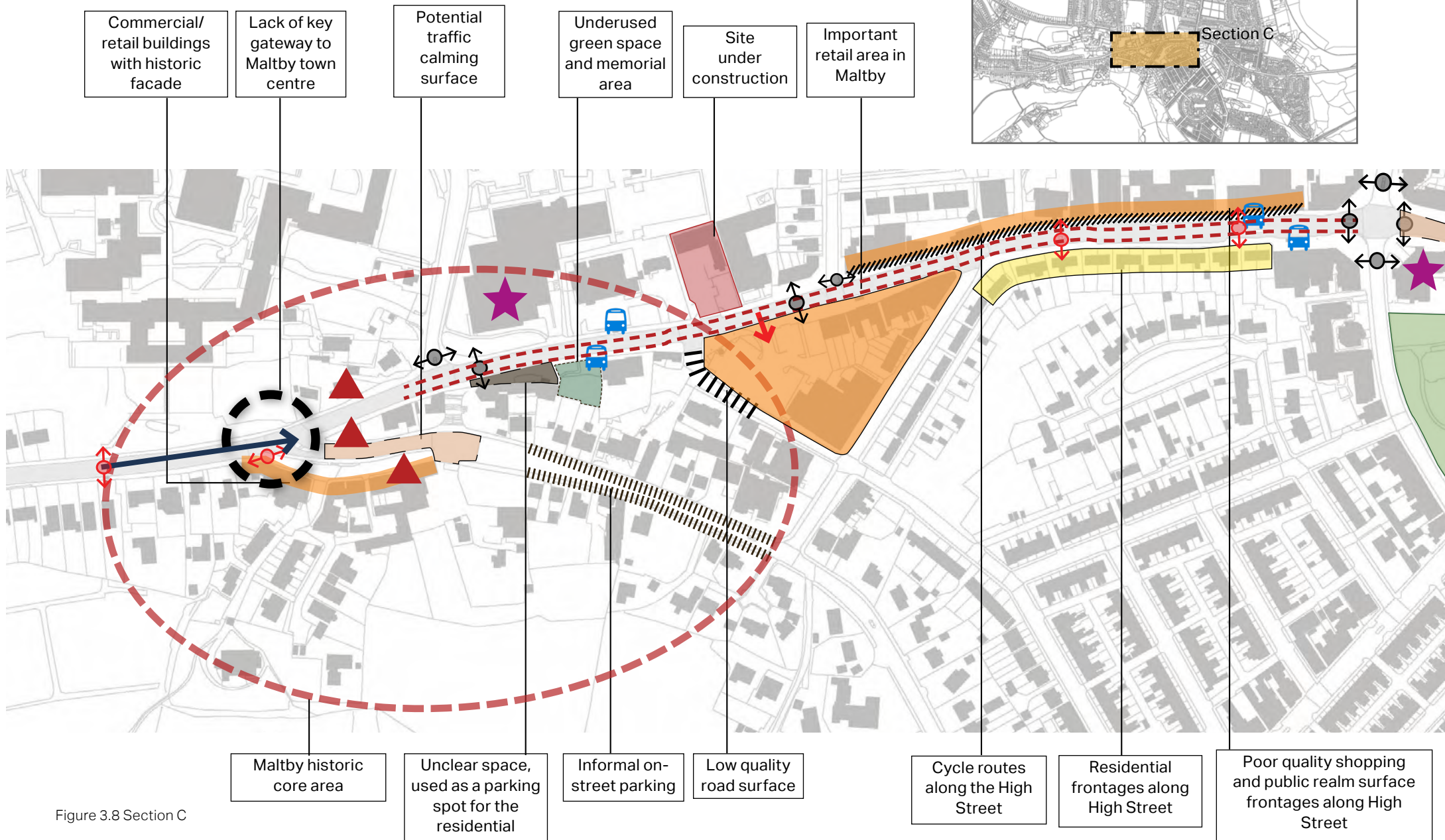


Figure 3.8 Section C

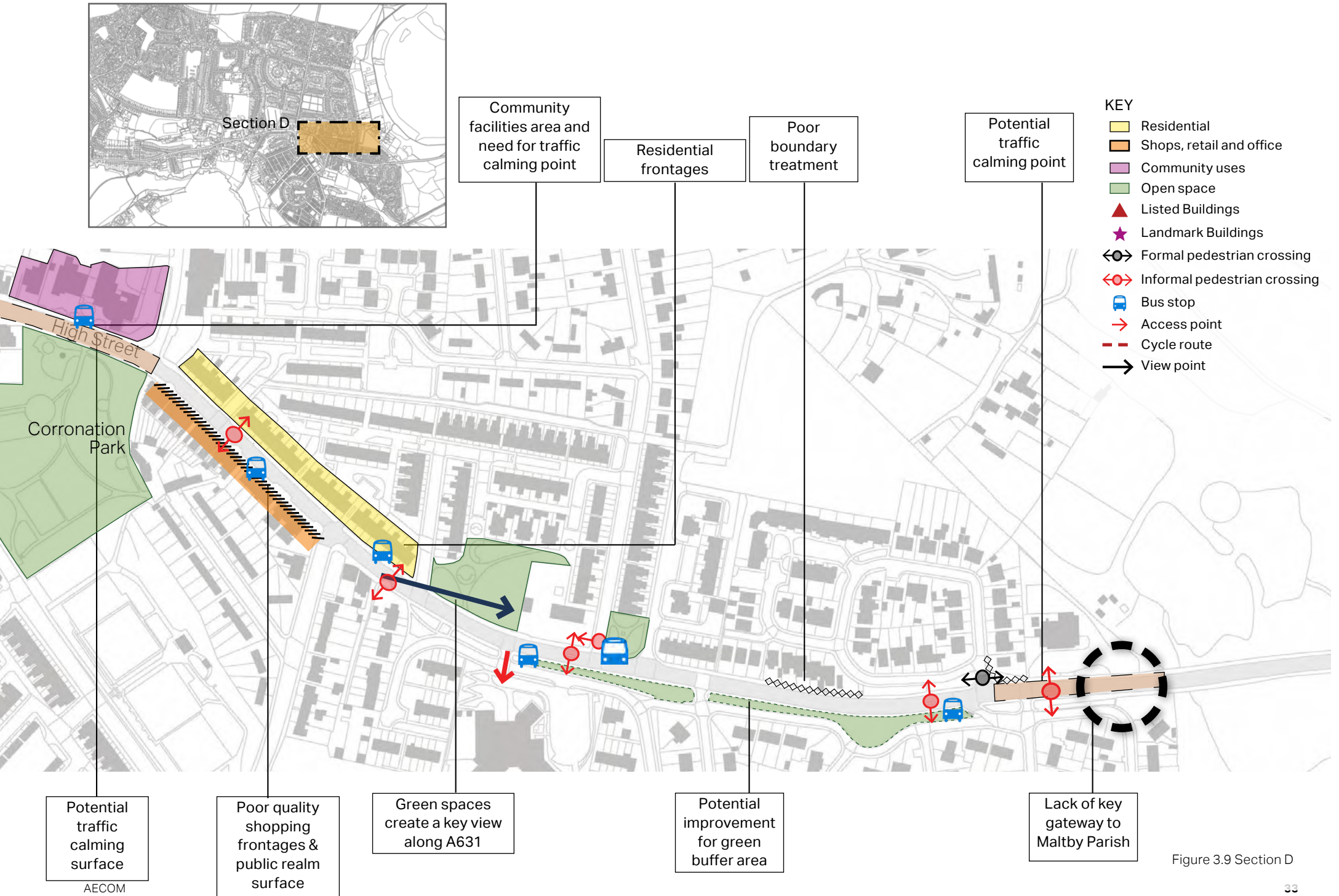


Figure 3.9 Section D

Town Centre Node A

Town Centre Node A is located on the junction of Rotherham Road and Blyth Road. This node has an important role as it is Maltby's Historic Core and contains several Grade II Listed Buildings and locally important historic buildings. The key issues in this area are described below:

- Poor quality of public realm:

The area generally lacks quality public realm, good connections and infrastructure. The quality of building facades in the historic core has degraded over time. The poor surfacing and streetscape within this area also detracts from the quality of public realm.

- Poor access and traffic dominated:

There is a lack of connection between this nodal point and the High Street area, caused by a lack of crossing points. This problem leads to some issues of road safety in this area. This area is also currently dominated by vehicular traffic and lacks a good options for non car users.

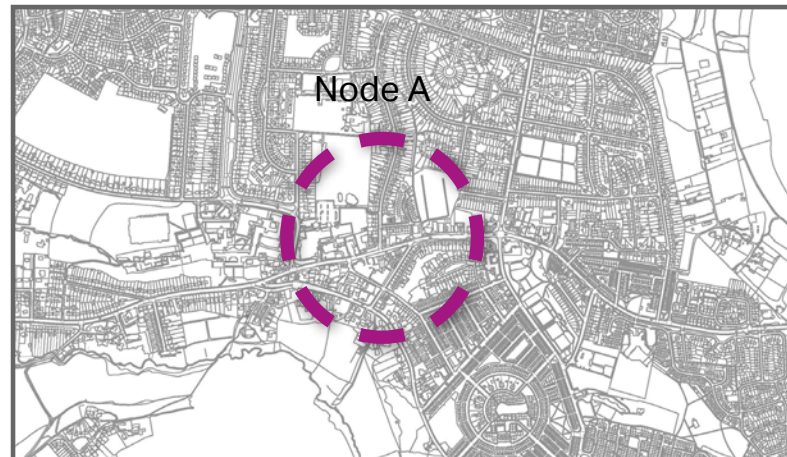
- Unattractive key node and gateway to the Town Centre:

The junction between Blyth Road and High Street form a key node and gateway towards Maltby town centre. Unfortunately, the existing condition of this junction would require major public realm improvements and upgrades to strengthen the sense of arrival to the town centre.

- Lack of Signage/ Wayfinding within town centre:

There is a lack of signage and wayfinding providing guidance on connections between the town centre and the wider Maltby area at key gateways along the High Street.

Node A location Plan



KEY	
	Residential
	Shops and retail
	Offices
	Community uses
	Open space
	Listed Buildings
	Landmark Buildings
↔	Pedestrian crossing
↔	Crossing hazard potential
BUS	Bus stop
→	View point

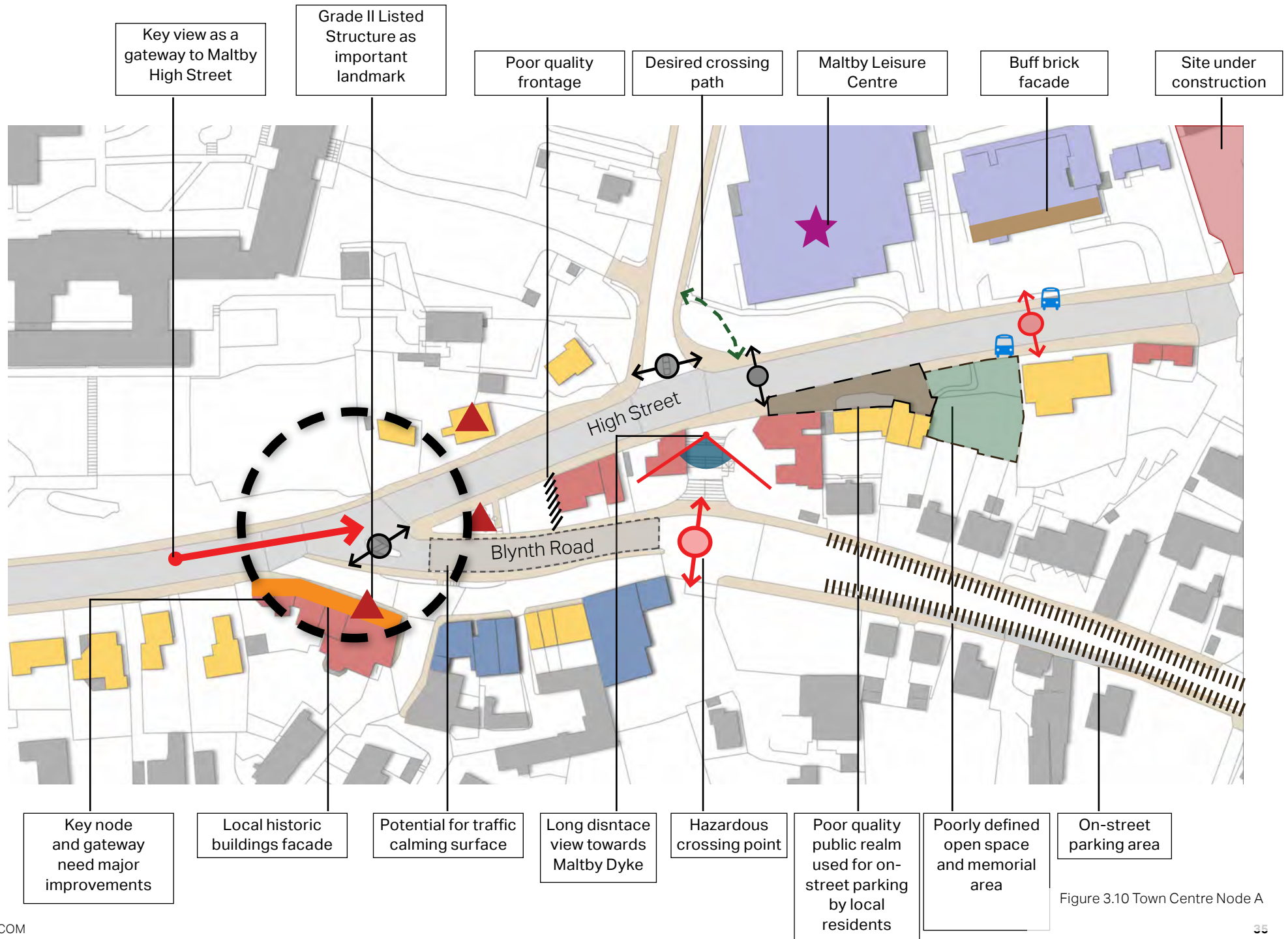


Figure 3.10 Town Centre Node A

Town Centre Node B

Town Centre Node B is located at the junction of High Street and the B6427. The High Street area located in town centre Node B has an important role as Maltby’s main shopping area, and several important community uses are present here. The key issues in this area are described below:

– **Poor quality of public realm:**

There is a mix of surface treatments/paving materials along the High Street, which have degraded over time. A large number of poor quality street furniture has also resulted in narrow pavement space. The lack of resting spaces and places of interaction have further detracted from the town centre experience.

– **Inactive frontages/ vacant shops/ poor shop fronts resulting in an unattractive urban setting:**

There are a number of vacant shop units along the High Street and on the High Street junction. These units create dead frontages in the town centre which detracts from the quality of the High Street. Maltby town centre also lacks spill-out cafe spaces that can add character and activity to town centre streets.

– **Lack of sense of place:**

There is currently a mix of architectural styles within the town centre. Poor quality shop frontages and a lack of character detracts from the visual appeal and there are opportunities to much improve this area and make it more attractive.

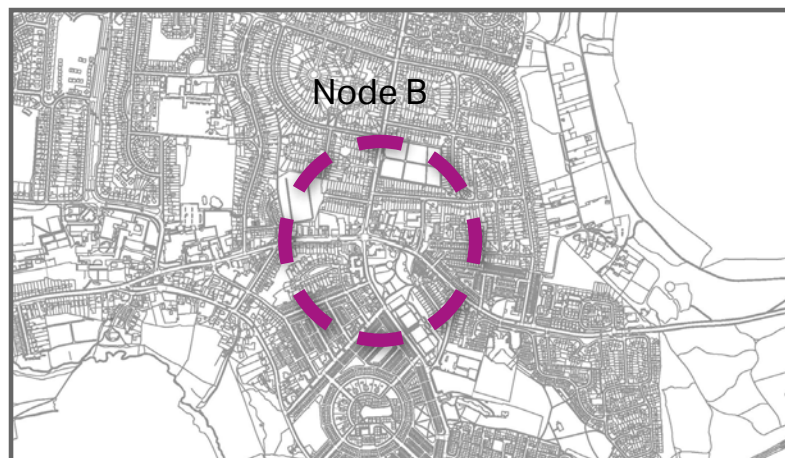
– **Lack of Signage/ Way finding within Town Centre:**

There is a lack of adequate signage and way finding measures at gateways and along the High Street and High Street Junction improvements to this could better provide information on the connections between High Street and the wider area.

– **Traffic dominated area**

The High Street is currently dominated by vehicles and lacks a pedestrian friendly environment. This makes it less desirable for non car users and reduces the quality of the town centre experience.

Node B location Plan



KEY	
	Residential
	Shops and retail
	Offices
	Community uses
	Open space
	Listed Buildings
	Landmark Buildings
←○→	Pedestrian crossing
←○→	Crossing hazard potential
BUS	Bus stop
→	View point

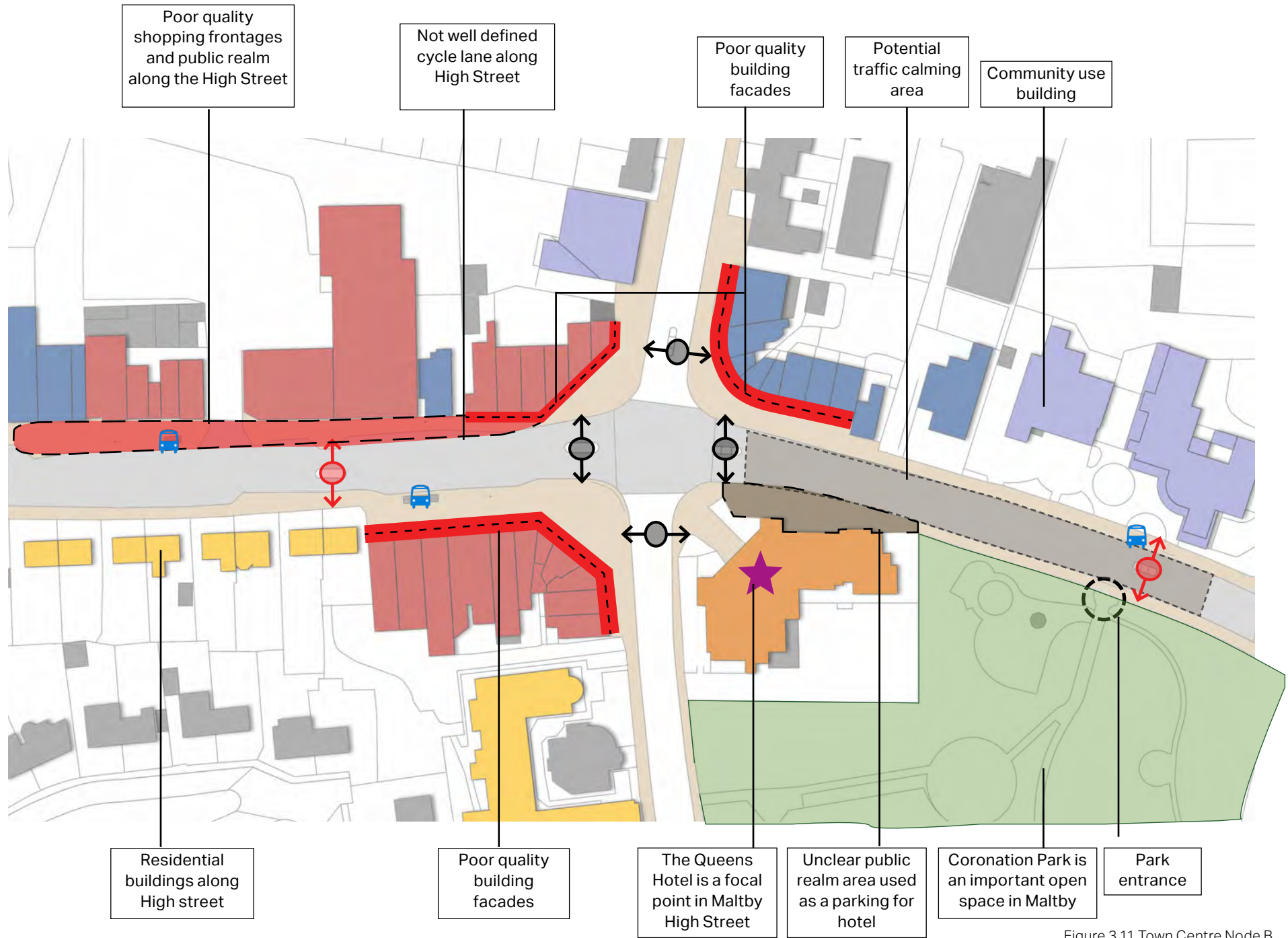


Figure 3.11 Town Centre Node B



Fig 4.0 Maltby War Memorial

Engagement

04

4.1 Engagement

General Description

During the preparation of this Masterplan Report document, two neighbourhood plan steering group engagement events were held. These workshops gave the members the opportunity to ascertain, share and debate the key opportunities and constraints. These events helped to confirm an understanding of the key issues, and also helped to shape the content of the Masterplan design principles & guidance.

Workshops

- Workshop 1, Inception Meeting: The first workshop was held on 18 December 2018. In this workshop, AECOM representatives explained the approach that was going to be adopted in the masterplanning exercise. AECOM also gathered local aspirations from the members of the MNPSG.
- Workshop 2: AECOM representatives provided an update on the progress of the Masterplan report, the workshop was held on 01 July 2019. During the workshop, the approach to the design strategy for Maltby and potentially allocated sites was explained. MNPSG provided feedback and helped refine the approach.

Final Discussion

The final Draft Masterplanning document was provided to the Maltby Neighbourhood Steering Group for review and final comments during a via communications following the second workshop. Additional consideration was requested on the Historic Core and its protection as well as its 'sense of place'. More attention was given to the quality of public realm and shopfronts on High Street.

Better integration of the transport modes and non-vehicular movement and general highway improvements were also suggested.

Revision by Rotherham Metropolitan Borough Council

The draft document was provided and reviewed by the Rotherham Metropolitan Borough Council on the 3rd of August 2020. The comments regarding transport, modes of travel, heritage, built-form, safety and accessibility were considered and addressed in this document.



Fig. 4.1: Photograph from the Engagement Session with the Neighbourhood Plan Steering Group. 01 July 2019



Fig. 4.2: Photograph from the Engagement Session with the Neighbourhood Plan Steering Group. 18 December 2018



Fig 5.0 An example of historic stone wall in Maltby

Masterplan for the Town

05

5.1 Masterplan of Maltby

This section proposes masterplanning approaches for Maltby town and selected development sites.

Based on the site analysis and work done to date, it is possible to establish a set of key design and development principles for the revitalisation of Maltby.

Some of the sites have already got planning permissions or were developed by the date of the publishing of this document. These sites can be exempt from the guide provided in this document.

General Description of Masterplan Approach

The study area generally lacks quality public realm, good connections, and infrastructure. The town centre area is in dire need of improvement and investment. This masterplan strategy for Maltby is informed by the previous analysis section.

The masterplan proposes that Maltby creates a connected sustainable movement network across the town. This proposed network could be in the form of an improved pedestrian network and a proposed new cycle route, depending on further studies. The sustainable movement network is expected to connect every place of interest to each other, such as green infrastructure assets, the town centre, and heritage assets.

The masterplan also recommends potential strategic green links along Lily Hall Road to High Street and along Braithwell Road, because these sections can connect the important green spaces in

Maltby with the town centre area. The links will also offer a wide range of ecological, environmental and social benefits, and ultimately determine the overall appeal of Maltby to residents and visitors.

Improved gateway points are recommended throughout Maltby. This intervention is expected to help strengthen the sense of identity in the town. A range of different functions and interventions on each gateway will also help create a variety of spatial experiences across Maltby.

As seen in Figure 5.1 on the next page, there are a number of conceptual options for several potential allocated sites. The majority of the potential allocated sites are intended for residential use; the design detail of which is described in the following pages. The concepts described above are expected to support the function of each of the proposed developments and to connect each allocated site with the wider Maltby area.

The following pages will describe the design strategy for each potential site and for the area along the primary road and Maltby town centre.

Focus on Movement

Any new development should be designed in the context of the Sheffield City Region and Rotherham Transport Strategies. Particular attention should be given to cleaner modes of travel. Improvements to public transport and connectivity within the wider region should be considered. Furthermore, any new development should prioritise non-vehicular modes of cycle and walking where possible. Development

sites should be incorporated into the wider network of Public Rights of Way (PRoW).

A legible and permeable street network should be created. New road networks within the development sites should fit into the existing Street Hierarchy on a strategic and streetscape levels.

The masterplan proposes to create a sustainable connectivity network, particularly encourages walking and cycling for local areas. A more legible street network with clear road hierarchy system should be considered in the future highway improvement proposals. Based on an approach of improving the integration between transport modes, a 'strategic connection' routes network (Figure 5.1) is proposed throughout the Maltby town centre. Along these routes, cyclists and pedestrians will take priorities over private vehicle users.

To make Maltby a more accessible and attractive place, the masterplan considers the following measures:

- Prioritises public transport movement to and from the town centre;
- The information and access to all car parks serving the town centre should be clearly provided at key places;
- Manage peak hour congestion; and
- The quality and safety of the town's walking and cycling environments should be integrated into High Street improvement schemes.

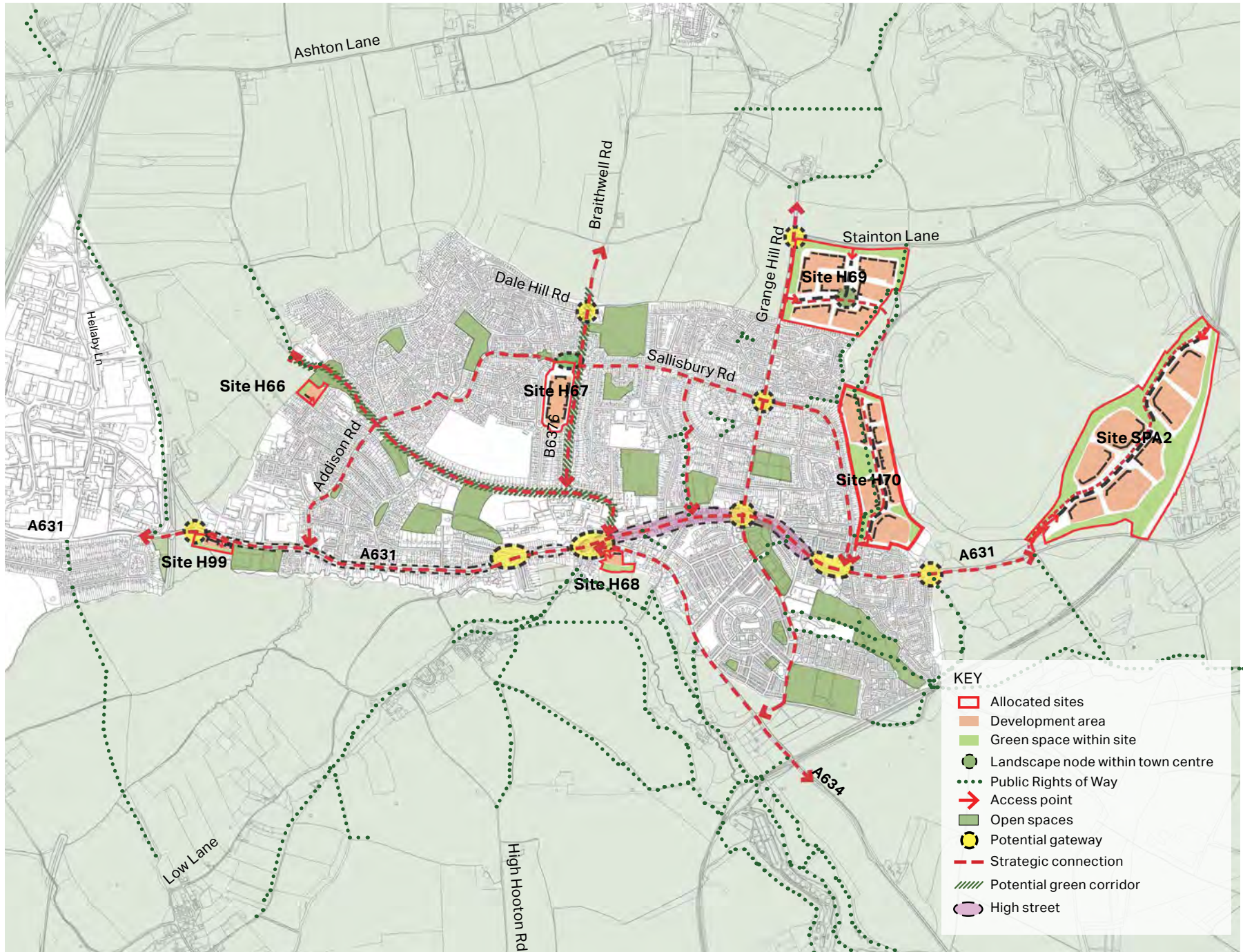


Figure 5.1 Masterplan strategy for Maltby Town

5.2 Allocated Sites Masterplan

Site SPA2: Land at Former Maltby Colliery

Description of Site

Site area: 36.58ha

Current use: Former Maltby Colliery

Proposed use: Mixed use

The site is located on the east side of Maltby, and can be accessed via the A631 road. The site was previously used as Maltby Colliery which had a significant economic and amenity impact on the community. It is located adjacent to Maltby Commons and Woodland Local Wildlife Site to the south of the site. On the east side, the site is bordered by the existing railway corridor, which could potentially cause noise pollution issues within the site.

A number of design principles are suggested below.

Design Principles

- Maltby Commons and Woodlands LWS on the south side of the site needs special consideration; given the importance of these assets for nature conservation, a minimum 15m landscape buffer should be incorporated into the design;
- Boundary treatment should be provided to reduce noise issues on the east side of the site;
- Access should be obtained from A631 and Scotch Spring Lane;
- Mature trees within the site should be retained, where possible;
- A mix of uses such as residential and retail, are thought to be appropriate for the development of the site considering the significant role of the site to Maltby.

Existing Images



Precedent Images



Illustrative Layout

Secondary access from
Scotch Spring Lane

Provision of new cycle/
pedestrian routes into the
site to be incorporated
into the green
infrastructure network

Key frontages facing the
proposed road

Provision of spine road
running through the site
connecting A631 and
Scotch Spring Lane

Strong landscape buffer
between the proposed
development and the
Local Wildlife Site

Access from A631






- KEY**
-  Key frontages
 -  Developable area
 -  Open spaces
 -  Trees/ woodland
 -  Access point



Figure 5.2 Site SPA2 concept masterplan and design principles

Site H66: Park Hill Lodge

Description of Site

Site area: 0.81ha

Current use: Nursing homes

Proposed use: Residential

Indicative no. of dwellings: 26

The site is located along the western edge of Maltby and can be accessed via Larch Road. It is located on relatively flat ground with a gentle slope falling south. The area around the site mainly consist of 1-2 semi-detached and detached houses. The site will form part of a key view overlooking open countryside. Therefore, careful consideration of the potential visual impact on the open countryside might be needed.

In order to deliver good quality design, several design principles are suggested below.

Design Principles

- In order to create a positive streetscape, new development should provide key frontages facing Larch Road;
- The rural character of the site and surrounding areas should be respected;
- Key views to the open countryside should be retained where possible;
- An open space buffer between the site and the Local Wildlife Site might be required;
- The development should adhere to the contextual use of materials and building heights should respect the heights of adjacent buildings.

Existing Images



Precedent Images



Illustrative Layout








- KEY**
-  Key frontages
 -  Developable area
 -  Open spaces
 -  Trees/ woodland
 -  Access point

Figure 5.3 Site H66 concept masterplan and design principles

Site H68: Tarmac Site Off Blyth Road

Description of Site

Site area: 0.95ha

Current use: Former Maltby Colliery

Proposed use: Residential

Indicative no. of dwellings: 23

The site is located along the southern edge of Maltby and highly accessible via the A634. It is centrally located and has good access to Maltby town centre. The topography of the site gently slopes, falling towards the south. The site will form part of a key view overlooking open countryside; careful consideration of the potential visual impact on the open countryside will be required. The site sits next to the Grade II Listed Building 27, Blyth Road and Maltby Historic Core area. Any development that could have a potentially adverse impact on historic designations will need to be sensitive to and respect its historic setting.

To achieve good quality design, a number of design principles are proposed below.

Design Principles

- Any new development should be a site specific design that enhances the historic setting of the area;
- Key views to the open countryside should be retained where possible;
- Any future development should maintain and increase the buffer to the adjacent Local Wildlife Site;
- The development should respond to the contextual use of materials and the existing characteristics of the surrounding area.

Existing Images



Precedent Images



Illustrative Layout



- KEY**
- Key frontages
 - Developable area
 - Open spaces
 - Trees/ woodland
 - Access point

Boundary treatment could provide privacy between the existing and proposed buildings

Landscape buffer between proposed development and Wood Lee Common Local Wildlife Site

Provision of open space within the site

Figure 5.4 Site H68 concept masterplan and design principles

Site H69: Land to The South of Stainton Lane

Description of Site

Site area: 16.17ha

Current use: Green Belt land

Proposed use: Residential

Indicative no. of dwellings: 400

The site is located on the north of Maltby and lies within the Green Belt. It lies beyond a very strongly defined northern boundary of Maltby which continues in a western direction up to and beyond Braithwell Road. Maltby Commons and Woodland LWS is located to the east of the site and adjoins the site. The LWS should be carefully considered in any future development. The site has two road frontages, Stainton Lane and Grange Lane. Rear gardens of several 2 storey semi-detached houses define the southern boundary of the site.

A number of design principles are suggested below.

Design Principles

- Future development should be adequately setback and provide a strong structural landscape, incorporating the existing green infrastructure in Maltby;
- Any development should maintain and increase the buffer to the site of ecological interest;
- Mature trees and hedgerows within the site should be retained where appropriate and possible;
- Access to the site can be obtained via Stainton Lane and/or Grange Lane;
- Boundary treatment should be carefully considered to provide privacy between the proposed development and existing properties.

Existing Images



Precedent Images








Illustrative Layout



Access to be obtained via Grange Lane and Stainton Lane

Proposed square as internal open space

- KEY**
-  Key frontages
 -  Developable area
 -  Open spaces
 -  Trees/ woodland
 -  Access point

Boundary treatments should be provided between proposed development and existing properties

Landscape buffer between proposed development and Maltby Commons and Woodlands Local Wildlife Site

Existing pedestrian and cycle network to be retained and enhanced

Figure 5.5 Site H69 concept masterplan and design principles

Site H70: Recreation Ground and Allotments to The East of Highfield Park

Description of Site

Site area: 13.91ha

Current use: Allotment

Proposed use: Residential

Indicative no. of dwellings: 150

The site is located to the east of Maltby and lies between two parts of Maltby Commons and Woods LWS and adjacent to the Green Belt. The site currently includes significant green spaces including allotment, gardens and recreation grounds. It currently can be accessed via Glencairn Close. There is currently a Public Right of Way (PRoW) route that runs through the middle of the site that should be retained and incorporated into the proposed development. Rear gardens of 2 storey semi-detached houses define the western boundary of the site.

A number of design principles are suggested below.

Design Principles

- Proposals should have regard to the remaining Ancient Woodland / LWS and 15 meter buffers will be required to protect the LWS;
- Any development should maintain and increase the buffer to the site of ecological interest;
- Any mature trees within the site should be retained where possible;
- Boundary treatments should be carefully considered between the proposed development and existing properties;
- Access to the site to be obtained via Glencairn Close.

Existing Images



Precedent Images



Illustrative Layout

Landscape buffer between the LWS and the proposed development

Provision of new cycle/ pedestrian routes into the site to be incorporated into the green infrastructure network

Provision of green space within the site

Key frontages facing the proposed spine road

Access to be obtained via Glencairn Close








- KEY**
-  Key frontages
 -  Developable area
 -  Open spaces
 -  Trees/ woodland
 -  Access point

Figure 5.6 Site H70 concept masterplan and design principles

Site H67: Newland Avenue, Braithwell Road and Chadwick Drive

Description of Site

Site area: 2.73ha

Current use: Residential

Proposed use: Residential

Indicative no. of dwellings: 98

The site is located in the north west of Maltby and situated along Braithwell Road. It is located within a predominantly residential area with educational use to the east and south in the form of the Maltby Manor Academy. Forming the physical western site boundary is the private gardens belonging to the existing dwellings of Bevan Cresecnt. The southern site boundary is defined by Chadwick Drive which allows access to and from Newland Avenue and Braithwell Road.

Precedent Images



Below are design principles which future developments in this site should adhere to.

Design Principles

- In order to create a positive streetscape, new development should provide key frontages facing Braithwell Road and Newland Avenue;
- The development should adhere to the contextual use of materials, and building heights should respect the heights of adjacent buildings;
- Access to the proposed development is provided off Braithwell Road and via the existing estate roads (Newland Avenue and Chadwick Drive)



Illustrative Layout



Proposed landscaping

Positive frontages facing Braithwell Road and Newland Avenue






- KEY
-  Key frontages
-  Developable area
-  Open spaces
-  Trees/ woodland
-  Access point

Figure 5.7 Site H67 concept masterplan and design principles

Site H99: Land off Rotherham Road

Description of Site

Site area: 1.03ha

Current use: Residential

Proposed use: Residential

Indicative no. of dwellings: 84

The site is located to the west of Maltby and can be accessed via the A631/ Rotherham Road. It is located adjacent to Rotherham Road allotments which defines the eastern boundary of the site. The site is generally sloping towards the Newhall Dike and there is a watercourse that needs to be carefully considered. A potential higher density development might be appropriate to be delivered on the site. A number of design principles for future development are suggested below to ensure good quality design can be achieved.

Design Principles

- Access to be obtained via Rotherham Road;
- Higher density development (50-75dph), such as townhouses and apartments, is thought to be appropriate for the development of the site considering the significant role of the site to Maltby's housing needs;
- Positive frontages facing Rotherham Road should be achieved;
- Existing watercourses should be retained and incorporated into the proposed green infrastructure;
- Development should provide sufficient parking and meet the guidance from the local council and the location of the parking area should be thoroughly considered to not dominate the view from Rotherham Road.
- The floodzones for the watercourse should be clearly mapped and development should respect these and the hydromorphology of the existing stream alignment.

Existing Images



Precedent Images



Illustrative Layout








- KEY**
-  Key frontages
 -  Developable area
 -  Open spaces
 -  Trees/ woodland
 -  Access point

Figure 5.8 Site H99 concept masterplan and design principles

Section A&B Masterplan

Proposed design strategy in Section A&B should focus more on creating a pleasant walking environment along the A631 (Rotherham Road) that connects to the wider Maltby area and Maltby town centre.

The intervention strategy in this area includes:

- Provision of boundary treatments along the west of Rotherham Road to reduce parking-dominated frontages and create a pleasant gateway in to Maltby;
- Improved Maltby Town gateway;
- Provision of formal crossing points;
- Enhanced front boundary treatments along the residential buildings on Rotherham Road;
- Provision of traffic calming measures;
- Shopping and retail areas public realm upgrades;
- Improved green infrastructures along Rotherham Road.

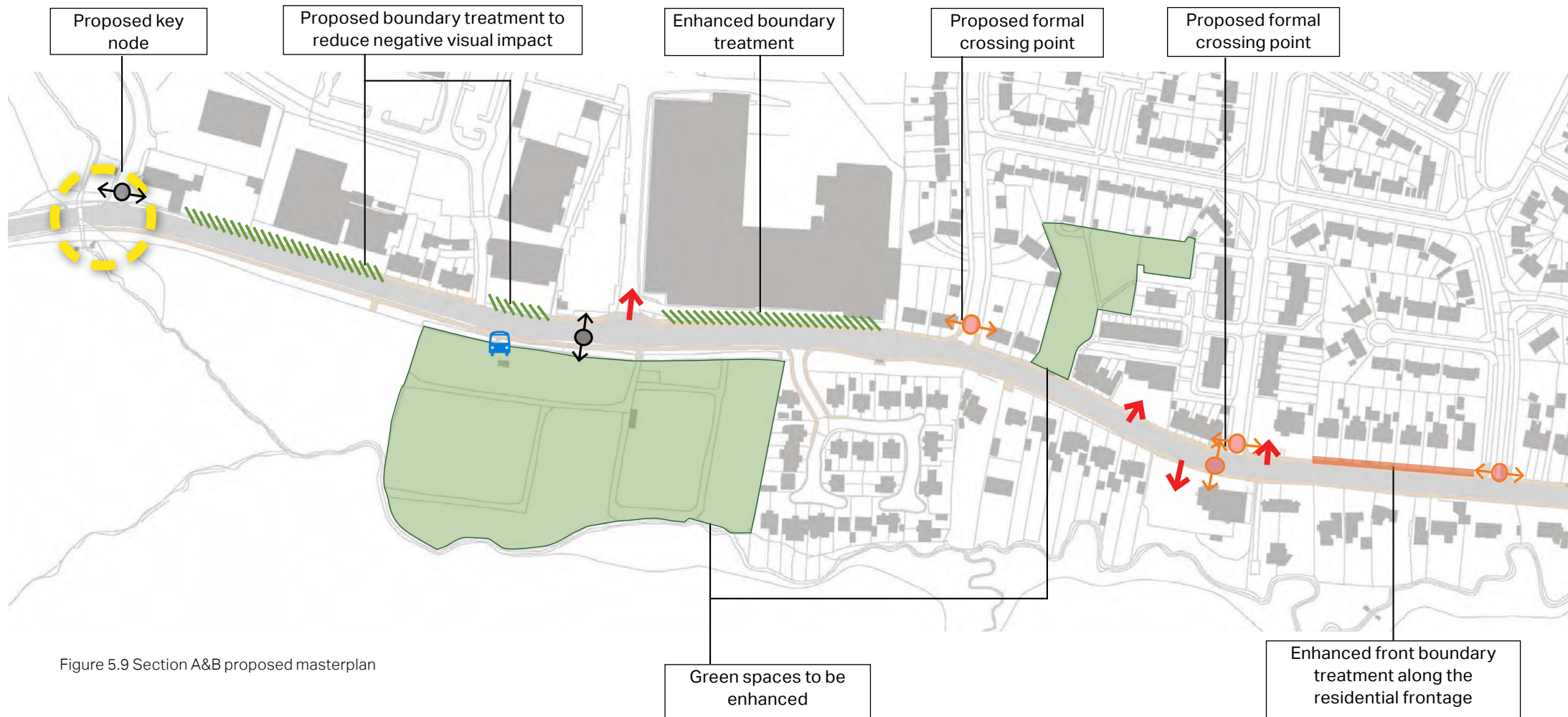
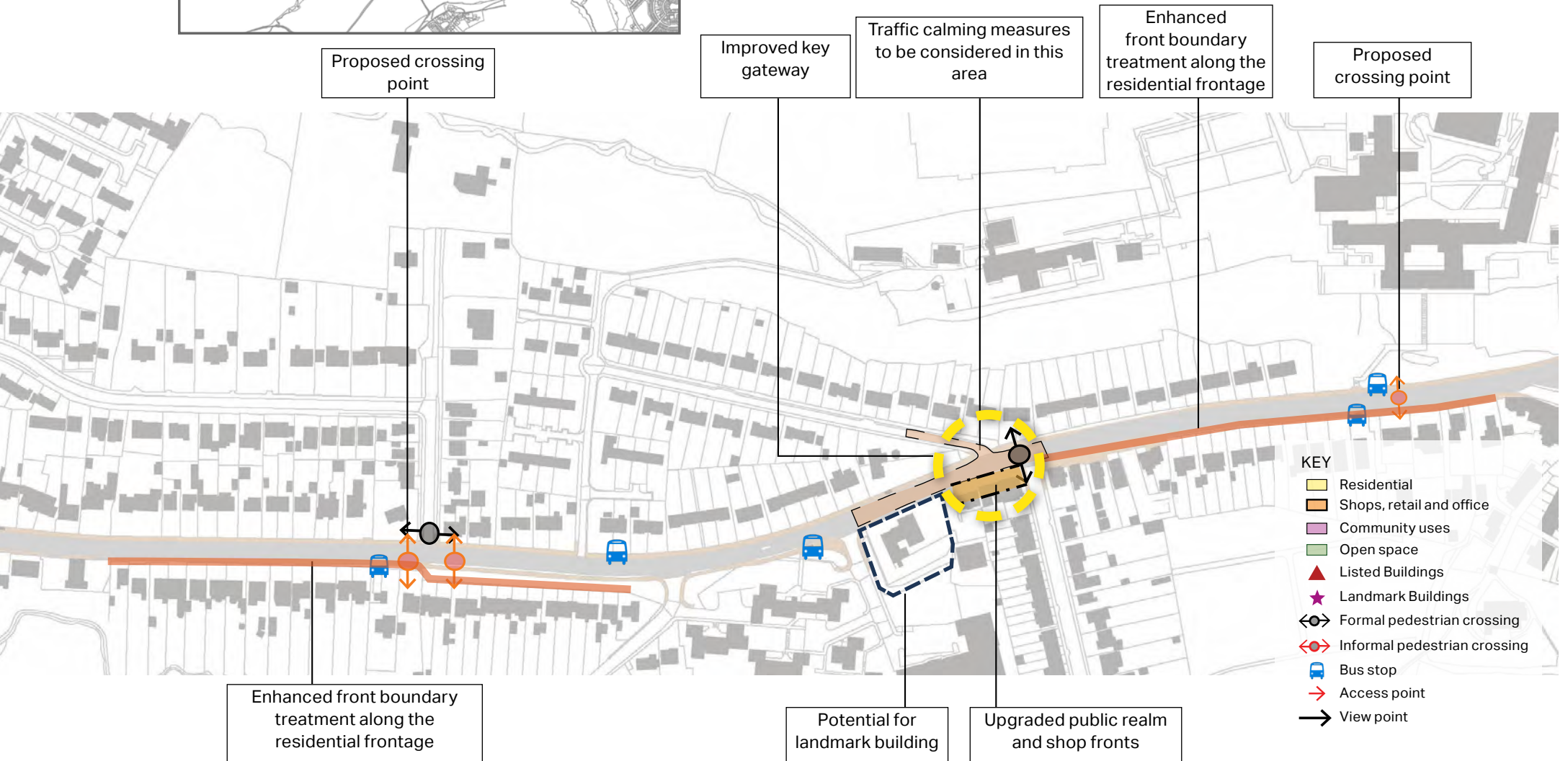


Figure 5.9 Section A&B proposed masterplan

Section A and B location Plan

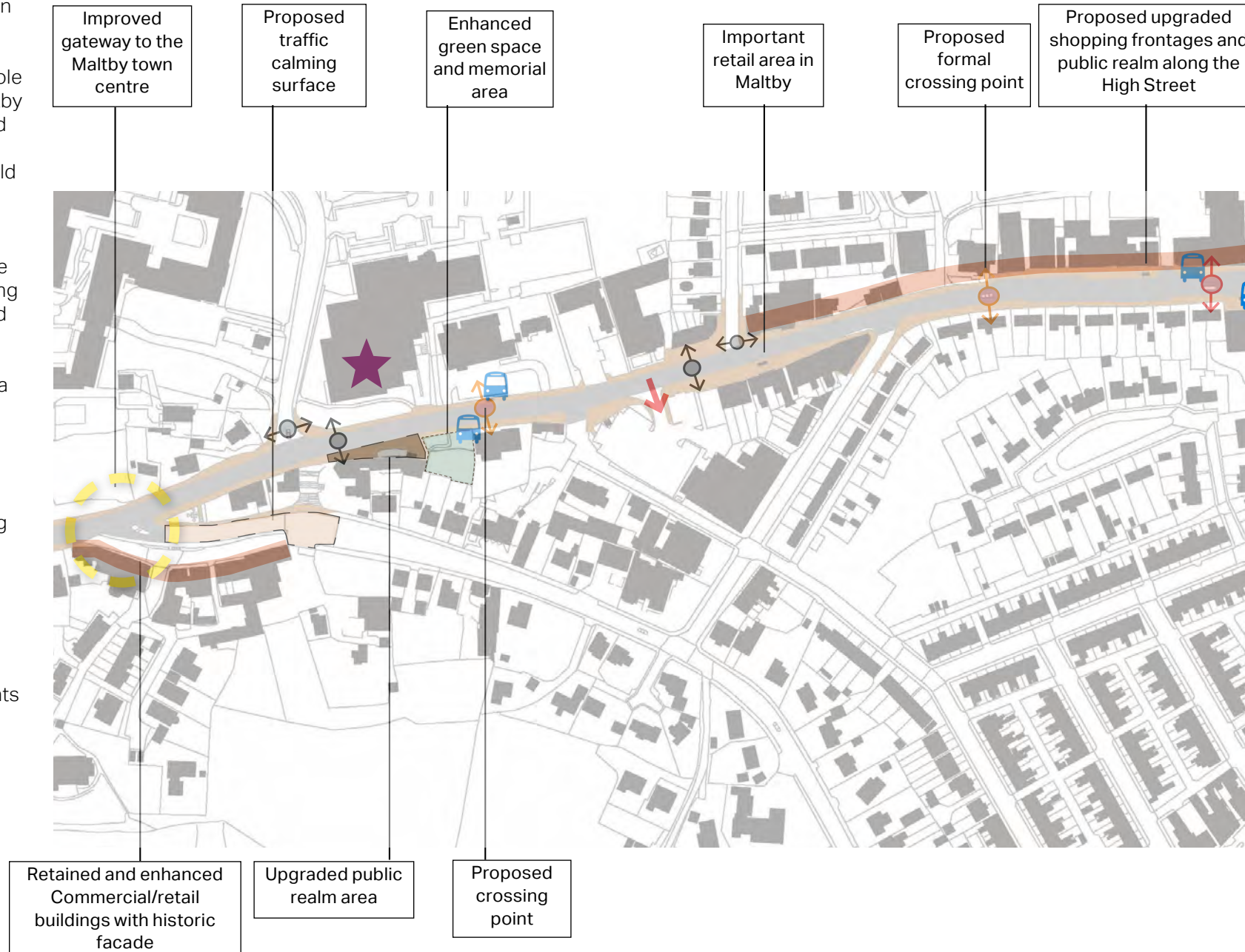


Section C & D Masterplan

The proposed masterplan in this section will heavily focus on the town centre (High Street) area with some design interventions along Tickhill Road. The High Street plays a vital role in providing a sense of place to Maltby both as its main shopping street and a major west-east connection. A number of design interventions could be implemented in this road section to reduce the dominance of motor vehicles, provide a more pedestrian friendly environment and sustain the role of town centre. The section along Tickhill Road could also be improved with some design strategy.

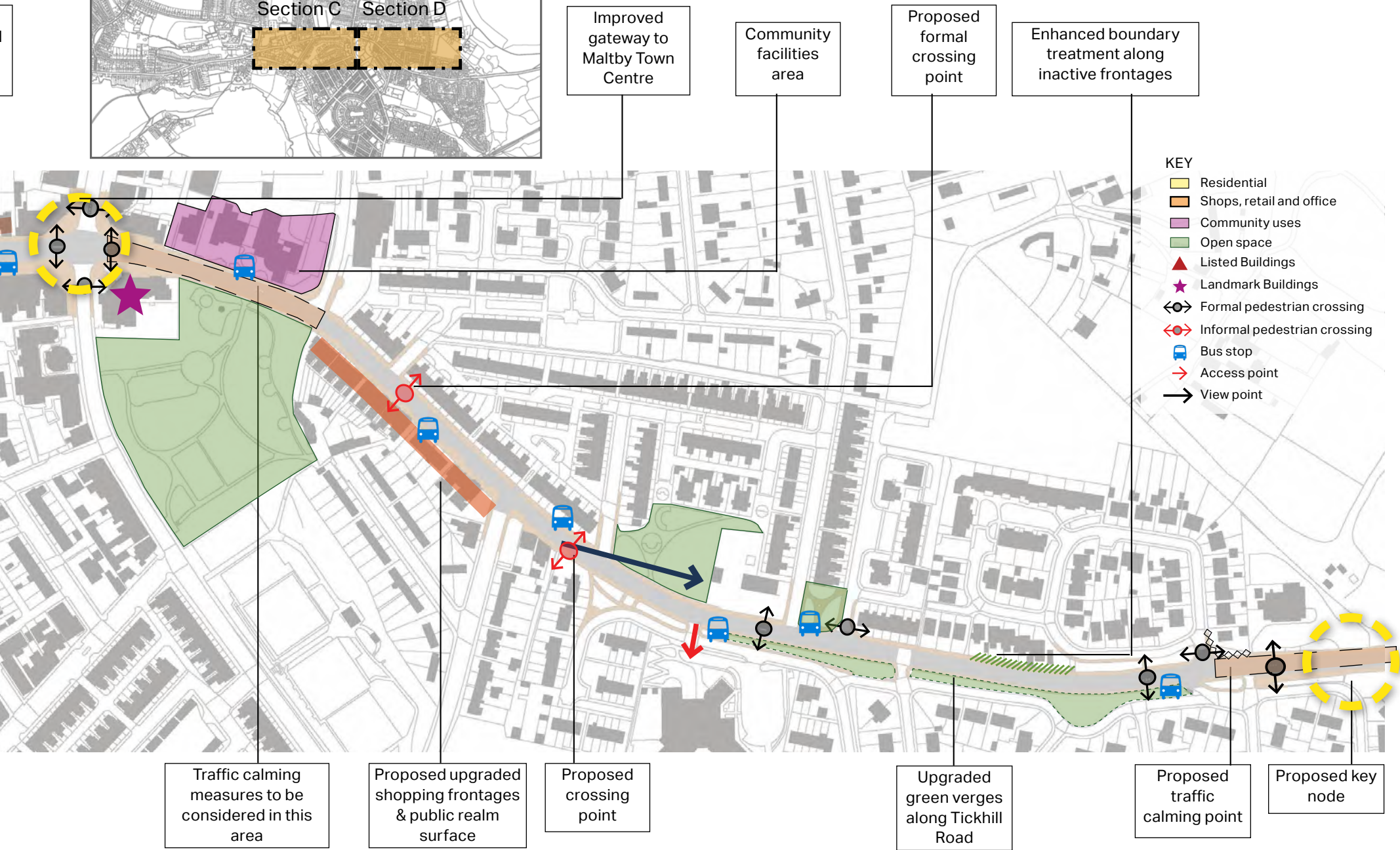
The intervention strategy in this area includes:

- Building facade improvements within the historic core;
- Public realm upgrades and streetscape improvements along the High Street;
- Maltby Town Centre gateway improvements;
- Shop front upgrades;
- Provision of formal crossing points in some areas;
- Provision of traffic calming measures to reduce the traffic speed along the High Street.
- Improved green verges along Tickhill Road.



Section C and D location Plan

Figure 5.10 Section C&D proposed masterplan



Town Centre Node A Masterplan

Overarching aims and objectives have been developed in response to the urban design analysis of the Town Centre Node A area. These can be summarised as below:

– Public realm upgrades

A better quality Historic Core environment would be achieved by improving the public realm and facilitating a better street setting. Provision of shared space and use of high quality materials and surfacing within the Historic Core would help in fostering a sense of place for this area.

– Historic building facade upgrades

The quality of the building facades within the Historic Core have been degraded over time. It is suggested that the building facades should be enhanced to help improve the visual appeal of the area whilst maintaining the historic character.

– Improved access and proposed crossing points

Provision for shared space in the Blyth Road junction will help to reduce the traffic speed within this area and create a pedestrian friendly environment. Provision of crossing points will also be crucial to make the Historic Core area more connected with the town centre.

– Improved Maltby Town Centre key node and gateway

Gateways play a key role as the main entrance points into the town centre area. They also effect the perception and the image of the area. Therefore, improved key nodes and gateways are needed around Blyth Area to create an appealing first impression for the town centre. Upgrades could be achieved with some streetscape and major landscaping improvements on the junction between Blyth Road and High Street.

– Provision of wayfinding signage

Lack of wayfinding signage make it difficult to navigate between the Historic Core area and the wider Maltby area. Thus, wayfinding signage needs to be provided to make this area more legible and easier to access.



Precedent image of shared space



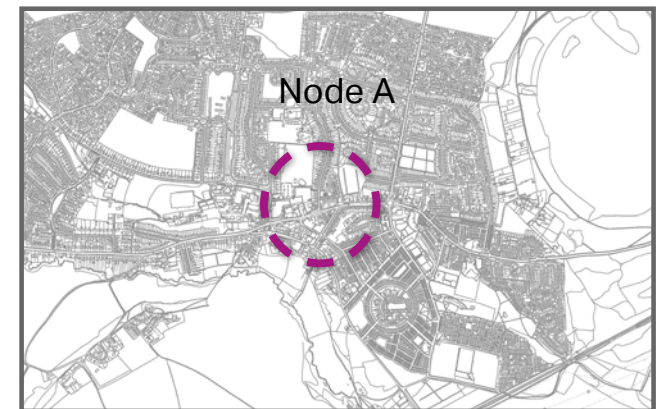
Example of wayfinding signage



Precedent image of traffic calming surface in historic area



Precedent image of improved building facades within historic area



Node A location Plan

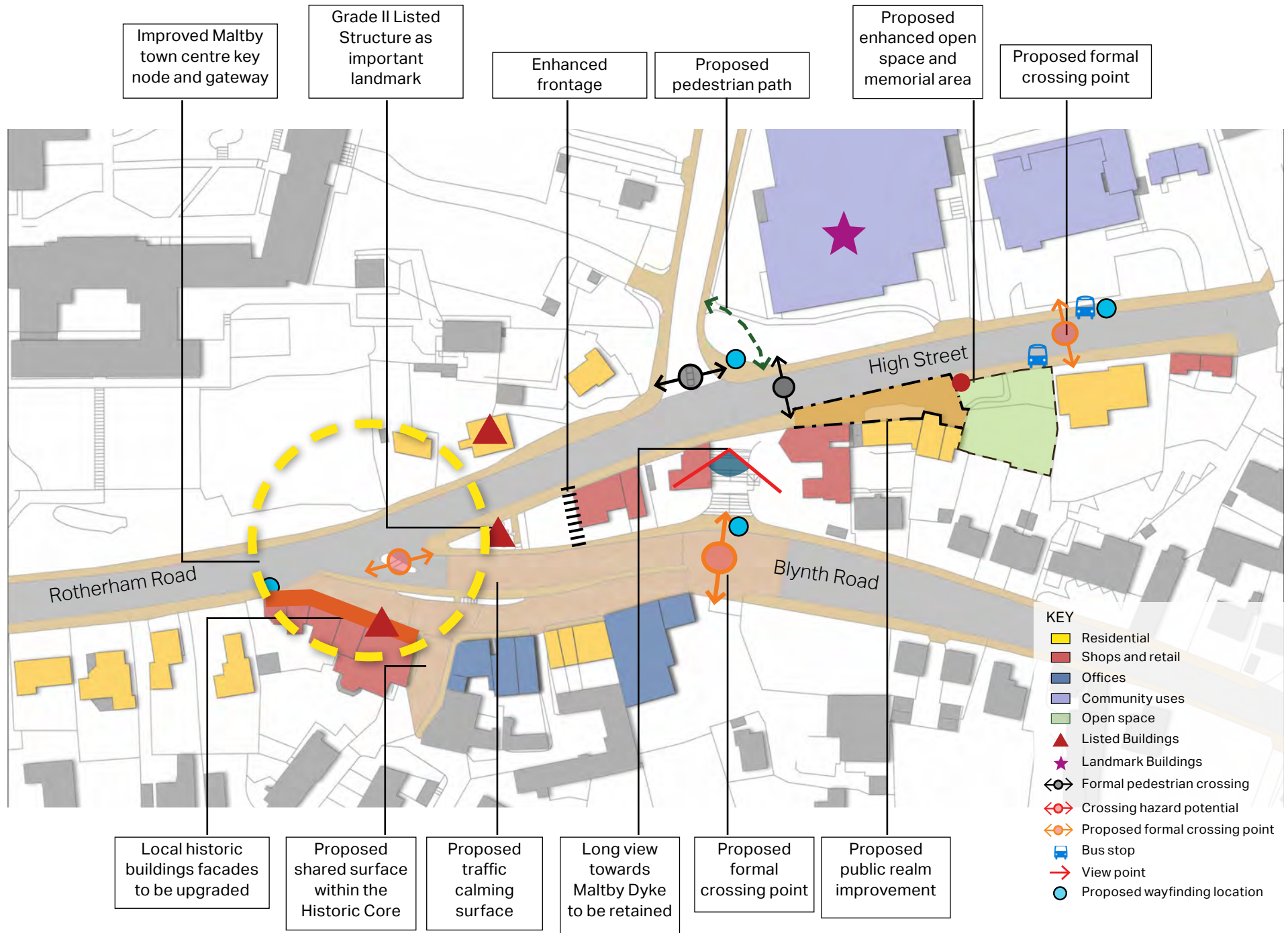


Figure 5.11 Town Centre Node A proposed masterplan and design strategy

Town Centre Node B Masterplan

Overarching aims and objectives have been developed in response to the urban design analysis of the Town Centre Node B area. These can be summarised as below:

- **Public realm upgrades and streetscape improvements**

Proposed public realm improvements along the High Street would help create a more attractive and vibrant urban environment within the town centre. Use of a high quality materials, surface treatments and street furniture would enhance the user experience in the town. A public realm strategy will need to be developed in order to deliver the public realm upgrades.

- **Shop front upgrades and active frontages with spill-out spaces**

The shop fronts in the town centre are currently degraded. Unattractive frontages and lack of spill-out spaces makes it uninviting to users. It is suggested that shop fronts should be upgraded whilst maintaining the character of the street scene and Maltby's character.

- **Improved sustainable movement network and proposed crossing points:**

Currently High Street is dominated by traffic and lacks a cycle and pedestrian friendly environment. Provision for a continuous cycle network with the wider Maltby and a continuous cycle network should be provided alongside traffic calming measures in the community area, with formal crossing points along High Street. This will reduce traffic dominance and help make the town centre more inviting to cyclists and pedestrians. It will also reduce traffic dominance and help create a pedestrian friendly area.

- **Improved wayfinding and legibility**

Maltby town centre lacks a sense of arrival. The provision of wayfinding signage is needed to make Maltby town centre more legible and connected to the wider area. Wayfinding signage should be placed at key junctions and arrival points to add orientation.



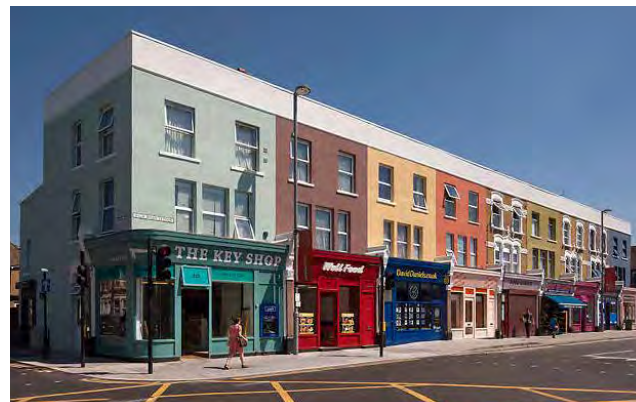
Precedents of public realm & streetscape improvements



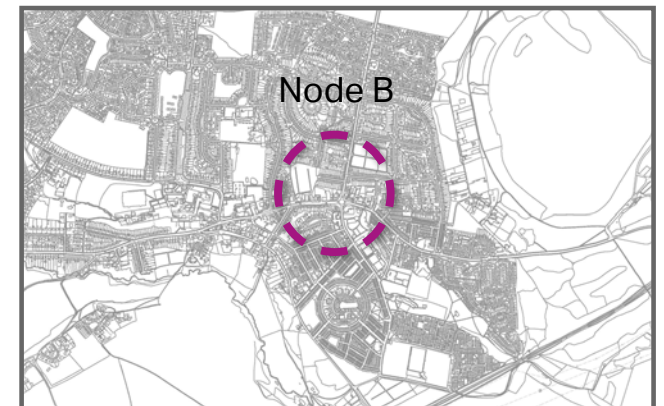
Examples of wayfinding signage



Example of formal crossing points



Examples of upgraded shop frontages



Node B location Plan



Figure 5.12 Town Centre Node B proposed masterplan and design strategy



Fig 6.0 View towards SPA2: Land at Former Maltby Colliery

Next Steps

06

Next Steps

This document provides a series of design principles and recommendations for Maltby town and the potential site allocations in Maltby. The report is based on high level reviews regarding the context, constraints, history, and characteristics of the town. The reviews suggest that any future development should be in line with the local town character and the existing context. The general design principles and concept masterplan within the report will guide future developments in Maltby to respect the area, conserve the existing setting, heritage, links, and townscape character.

The MNPSG is recommended to use this document to embed design policies within the Neighbourhood Plan to achieve the objectives set out in this document. Developers should also observe this document to understand the design quality they are expected to achieve.

About AECOM

AECOM is built to deliver a better world. We design, build, finance and operate infrastructure assets for governments, businesses and organizations in more than 150 countries. As a fully integrated firm, we connect knowledge and experience across our global network of experts to help clients solve their most complex challenges. From high-performance buildings and infrastructure, to resilient communities and environments, to stable and secure nations, our work is transformative, differentiated and vital. A Fortune 500 firm, AECOM had revenue of approximately \$17.4 billion during fiscal year 2016. See how we deliver what others can only imagine at aecom.com and [@AECOM](https://twitter.com/AECOM).