



Melton
Borough
Council

MELTON MOWBRAY TOWN CENTRE DESIGN GUIDANCE

SUPPLEMENTARY PLANNING DOCUMENT (SPD)

AUGUST 2025

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Prepared for:

Gordon Watts
Melton Borough Council

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1

INTRODUCTION

1.1 Introduction

Background

Melton Mowbray, a town with a distinguished heritage as a rural market hub, has played a pivotal role in the regional economy for over a millennium. Internationally renowned as the home of the Melton Mowbray pork pie and Stilton cheese, it proudly carries the title of “the Rural Capital of Food.” This unique identity is reflected in its historic town centre architecture, street patterns, and the long-standing tradition of its livestock market.

Despite its traditional and peaceful atmosphere, Melton Mowbray harbours dynamic aspirations to become a rural powerhouse within the East Midlands. Recent strategic investments through the Levelling Up Fund and the UK Shared Prosperity Fund aim to drive sustainable growth while preserving the town’s distinctive character. To support these ambitions, the Melton Mowbray Town Centre Vision, developed in 2022, outlines key projects to ensure the area remains vibrant and prosperous.

Purpose of design guide

The Design Guide for Melton Mowbray has been commissioned to provide clear and locally specific design guidance that enhances the town’s unique heritage while promoting economic growth and modernisation. This guide is an essential tool for developers, architects, and public sector stakeholders, serving as a framework to ensure that new developments align with Melton Mowbray’s rich cultural heritage and the strategic goals of the Local Plan and the Town Centre Vision. It also directs enhancements to public spaces, shopfronts, and wayfinding, fostering a cohesive and welcoming environment for residents and visitors alike.

Through a balanced approach of heritage preservation and contemporary development, the Design Guide will help Melton Mowbray achieve its goal of being the premier rural town in the East Midlands, supporting both its rich historical legacy and future growth ambitions.

The guide provides locally specific design guidance on the following:

Guidance for Public Realm

- Street Furniture
- Colour Schemes
- Landscaping/Greening
- Surfaces/Materials (vehicle and pedestrian)
- Wayfinding Signage
- Street Lighting

Guidance for Shopfronts

- Background and overview of shopfronts in the Town Centre
- Key principles for design
- Guidance on fascia’s and associated details
- Guidance on signage, advertisements and shutters / grills.

Wayfinding & Signage

- Replacement of wayfinding boards and heritage trail interpretation signage/boards
- Signage on main pedestrian approaches to Town Centre

Structure of the guide

This guide is organized into two parts with the following chapters:

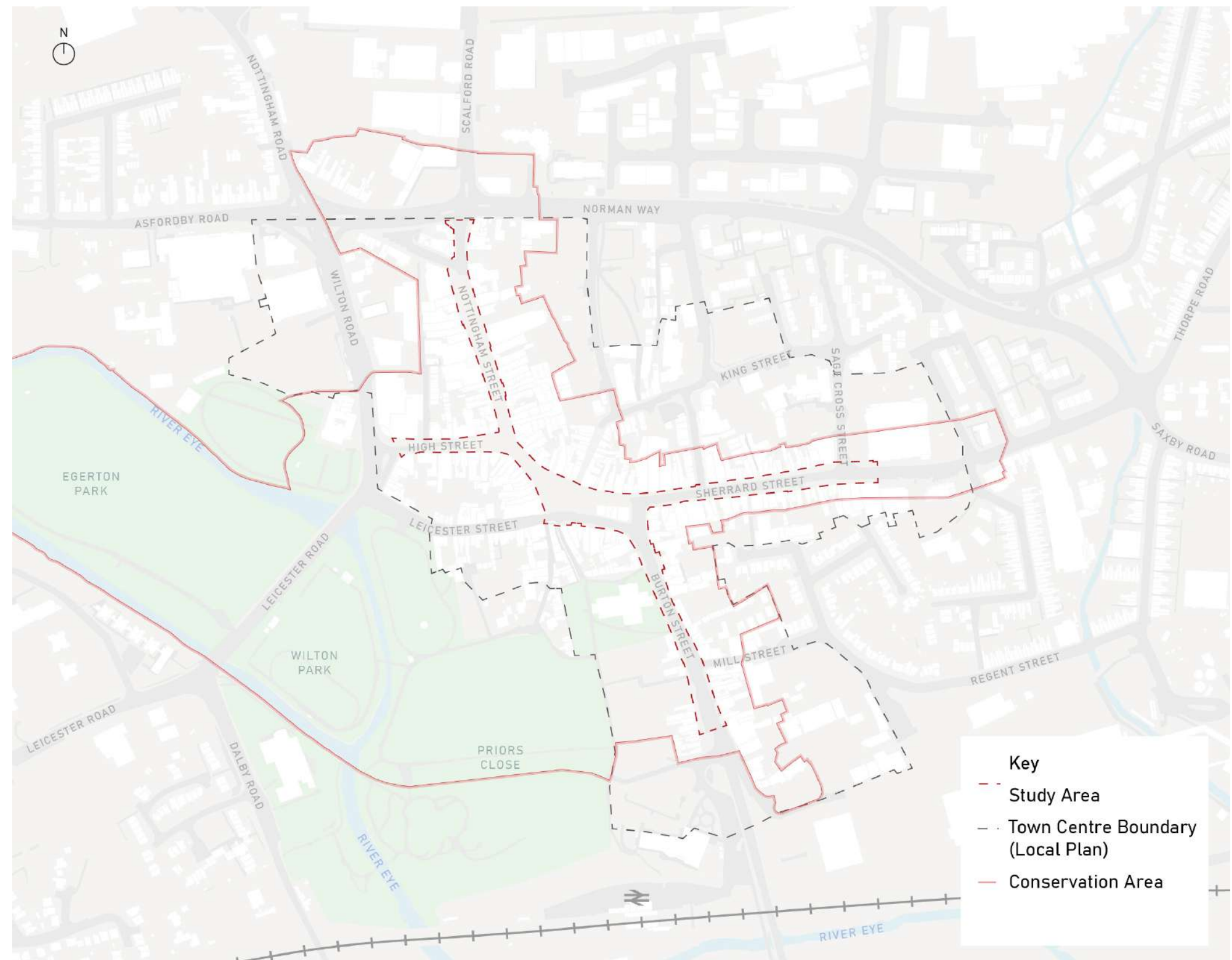
1. **Background:** Provides an overview of relevant policies, previous studies, and an analysis of the town’s urban realm, including heritage, material usage, furniture types, shop frontage, and wayfinding elements.
2. **Co-Design:** Describes how input from stakeholders and interested parties has shaped the Design Guide, ensuring it reflects local perspectives and community needs.
3. **Design Drivers:** Outlines key design principles and drivers for the town centre, serving as a framework to guide project initiation and coordinated implementation.
4. **Public Realm Guidance:** Offers recommendations on materials, colour palettes, and future improvements for the public realm to create a cohesive and inviting town centre.
5. **Shopfront Guidance:** Details the principles and design standards for shopfronts, ensuring that new developments align with the historic character of the town while promoting visual harmony.
6. **Wayfinding Requirements:** Provides guidance on wayfinding and signage strategies to improve navigation and enhance the overall user experience within the town centre.
7. **Annex:** A separate document outlining the baseline analysis that forms the

evidence base for the development of this design guidance.

1.2 Defining the Design Guide Area

The boundary of the Design Guide area, though indicative, primarily encompasses the main town centre streets and pedestrianised zones, including Sherrard Street and Burton Street. This delineation serves as a framework for analysing baseline data, which has informed the development of the comprehensive design guidance.

For planning purposes, the SPD applies within the Town Centre Boundary identified in the Local Plan





2 CO-DESIGN

2.1 Co-Design Process

Co-Design for a Vibrant Town Centre

Involving the community in shaping the future of the town centre is essential to ensuring that the final design truly reflects the needs and desires of those who live, work, and visit here. Co-design, brings together residents, businesses, and other key stakeholders in the decision-making process, allowing for more inclusive and thoughtful outcomes.

Melton Mowbray town centre is more than just a physical space, it's the heart of the district. Hence, engaging the local community and other stakeholders needs to be at the core of the design process. This collaboration is crucial in order to shape a place that is functional, attractive, and reflective of the town's unique identity.

Co-design is also centred around building a sense of ownership and pride in the town. When people actively participate in shaping their environment, they feel a personal connection to the spaces they help create. This shared involvement fosters a heightened sense of responsibility and stewardship, ensuring that shopfront and public realm are not only used but also respected and maintained with care. Empowering the community to take part in the design process builds a collective investment in the town's success.

This collaborative approach not only enhances the immediate appeal of the town centre but also establishes a foundation for long-term vibrancy and sustainability. A town centre that reflects the aspirations and needs of its community is more likely to thrive, serving as a dynamic hub that continues to evolve with future generations.

Engaging the Stakeholders

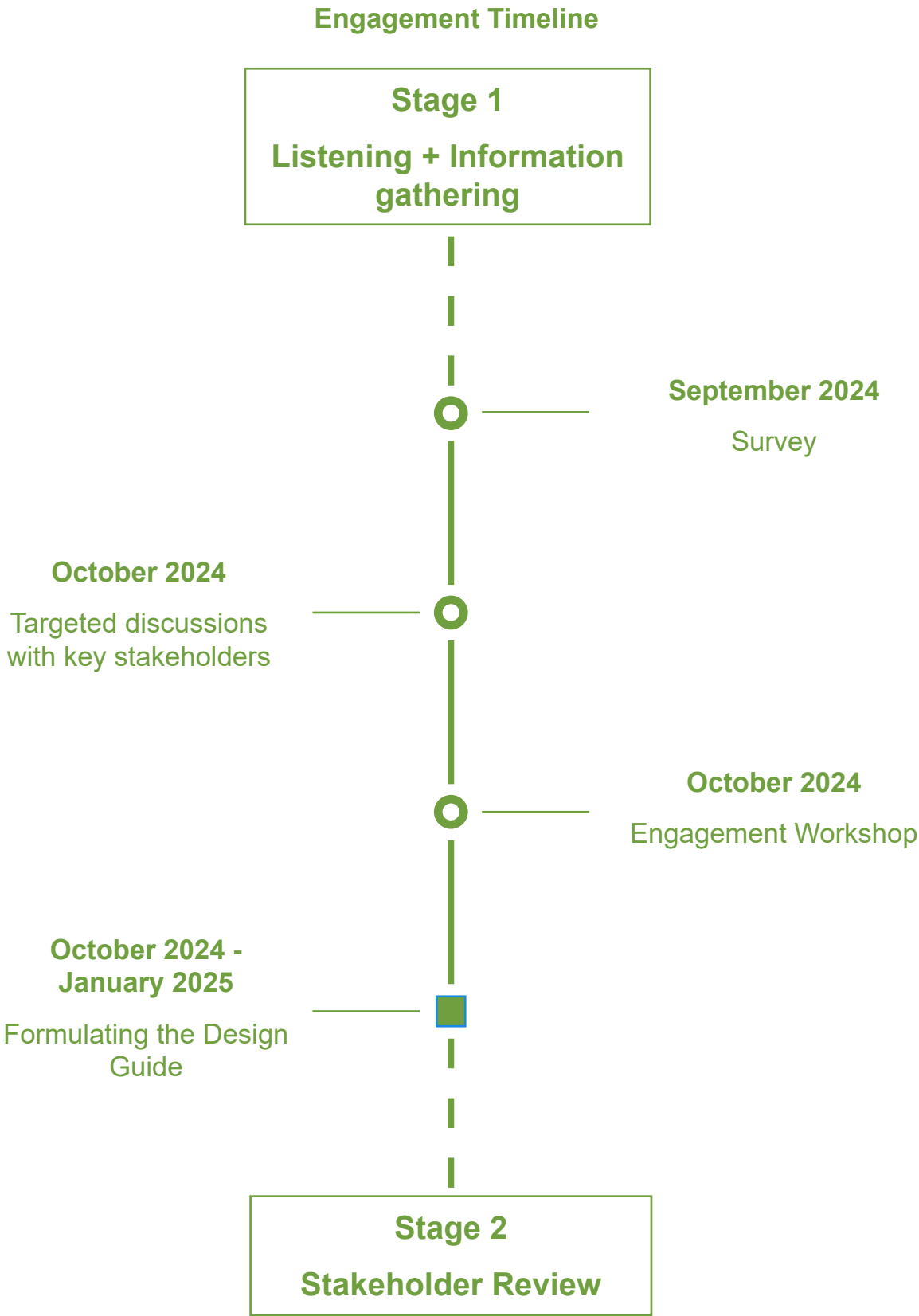
Who we involve

We actively engage a broad spectrum of stakeholders, including but not limited to residents, local businesses, visitors, civic groups, other key stakeholders in town. Each group brings unique insights and perspectives that are essential to shaping a town centre that works for everyone and balance diverse needs of the entire community. Key stakeholders include:

- Melton Borough Council
- Leicestershire County Council
- Melton Mowbray Town Estate
- Melton BID
- Melton Borough Council Councillors
- Business Owners
- Samworth Brothers

When it Happens

Stakeholder engagement is a continuous process that begins at the earliest stages of developing the vision and continues through to the completion of the design guidance. This ongoing dialogue ensures that as concepts evolve, so too does the understanding of community need and priorities. This commitment ensures that the design guidance is not only comprehensive but also a true reflection of the community's aspirations for a vibrant and inclusive town centre.



2.2 Co-Design Methods

Co-Design Methods

Engagement is conducted through a range of dynamic and inclusive methods. The combination of survey, targeted stakeholder dialogues, and in-person workshop has successfully captured a wide spectrum of views on the town centre design and aspirations. These platforms empower all stakeholders to actively contribute their ideas and perspectives, ensuring that every voice is heard and valued throughout the entire design process.

Surveys

In September 2024, we conducted a perception survey of the town centre, engaging both residents and visitors to gather their views on public spaces and amenities in town. This survey aimed to understand how these stakeholders perceive the current state of public space, including their accessibility, functionality, and overall appeal. We sought to capture a diverse range of perspectives that reflect the experiences of those who live in the town and those who visit it.

To ensure that we captured a comprehensive understanding of community sentiment, we also reviewed other relevant surveys conducted in the area. This included analysing past feedback and surveys related to public spaces, amenities, and overall town centre experiences.

Targeted Stakeholders Meetings

In October 2024, a series of meetings with key stakeholders were held to gauge their views on the emerging design guidance. These discussions provided an opportunity to delve deeper into their perspectives, ensuring that their insights directly inform the design process. Key stakeholders play a vital role in

this process, bringing unique expertise and experience that help identify both challenges and opportunities to enhance the town centre's development.

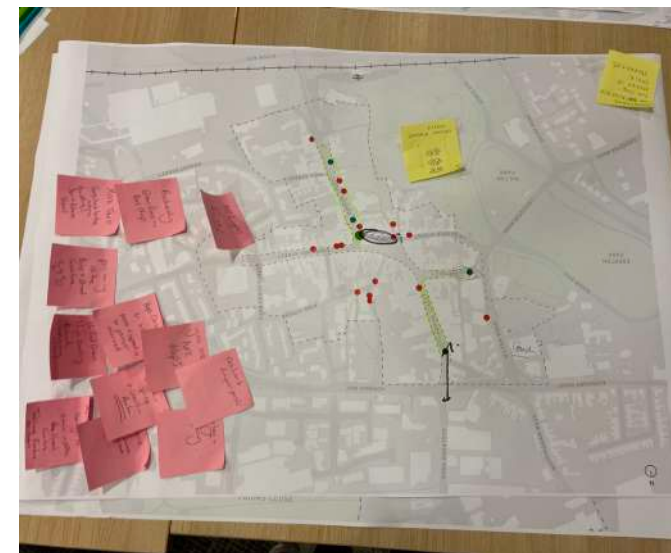
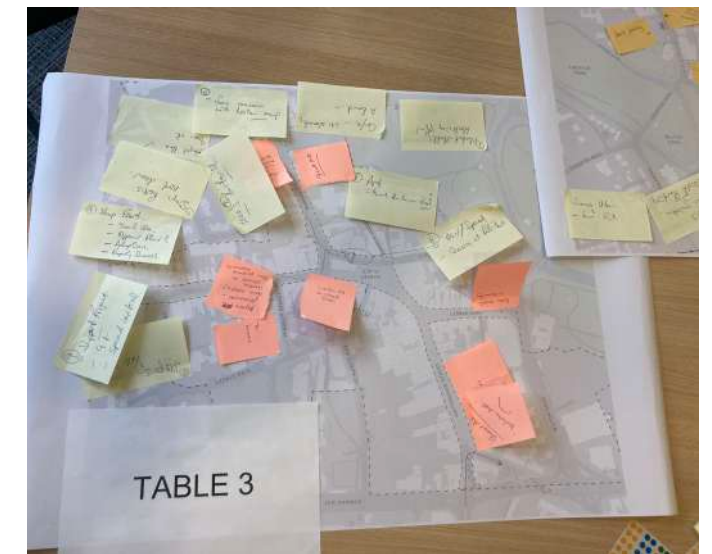
Their diverse interests represent various facets of the community, allowing us to consider a broad range of viewpoints in our design guidance. Additionally, these stakeholders can facilitate wider community engagement, encouraging participation from different groups and individuals. Through these targeted conversations, we aim to understand their priorities and concerns, ultimately enabling us to create a more comprehensive and representative design that aligns with the community's vision for the town centre.

Engagement Workshop

In October 2024, engagement workshops were held to explore ideas collaboratively with key stakeholders. A diverse group of participants, including representatives from county and borough councils, councillors, business owners, civic groups, and other interested parties, were invited to engage in in-depth discussions on various aspects of the town centre design guide, as well as their issues and ideas. These sessions provided a valuable opportunity for stakeholders to share insights and perspectives, ensuring that their voices were heard and considered in the design process.

The engagement workshop aimed to gather meaningful contributions that would directly inform the design guidance. This approach not only enriches the planning process but also ensures that the final outcomes reflect a comprehensive range of perspectives, making the design more representative of the community's vision for the town centre.

We aimed to create a robust foundation for informed decision-making in the design process by synthesising insights from multiple sources. This thorough approach underscores our commitment to ensuring that the voices of the community are at the forefront of our planning efforts, ultimately leading to a vibrant and inclusive town centre that meets the needs of all users.



2.3 Co-Design Insights

Key Insights from Community Engagement

The feedback from community engagement is invaluable for informing the development of the design guide and ensuring that the final document accurately reflects community input and aspirations. Gathering a diverse range of ideas and insights from participants allows us to appreciate various perspectives within the community.

Here are some key insights drawn from the community engagement that will guide our development of the design guidance:

- **Heritage as a Core Asset:** The town's rich heritage is regarded as its greatest asset, and there is a strong call to preserve and elevate this value. The community envisions enhancing the historic character, in line with the town centre vision, to restore its unique identity and ensure its continued importance.
- **Public Realm and Street Furniture:** Street furniture and public realm design should complement the historic townscape and serve the needs of the people. While opinions varied on style and colour, the common ground is that design should blend with the townscape.
- **Consistency and Durability:** Uniformity and cohesion are seen as essential to the town's aesthetic. There is a strong emphasis on the use of durable materials to reduce maintenance needs. Maintenance is a key concern, and using materials that require less upkeep is seen as essential to achieving a long-lasting design.
- **Decluttering and Thoughtful Street Furniture Placement:** Decluttering the town centre is essential for creating a more open and accessible environment, enhancing the visual appeal and functionality of the street, particularly in areas where pedestrian flow and market activities intersect. Street furniture should be thoughtfully integrated with the existing market layout to complement trader operations rather than disrupt them or obstruct sightlines, to enhance the overall market experience.
- **Greening the Town:** Greening the town is a priority for the community. There is widespread agreement on increasing tree coverage, with contextual species and other way of greening such as well design planters and rain gardens
- **Shopfront Design:** Shopfronts are a defining feature of the town's historic streetscape, and their design must respect and enhance the surrounding heritage buildings. Well-designed shopfronts can significantly add to the character of the conservation area, and the community supports better shopfront design, with the guidance acting as an enforcement tool.
- **Wayfinding:** Wayfinding should evolve to meet modern needs, with technology-enhanced solutions, but traditional signs, maps and fingerposts should remain to serve all user groups. The focus is on enhancing wayfinding at key arrival points to better guide visitors to various destinations in town, creating a more welcoming and accessible town centre for all.
- **Art and Revitalisation:** Integrating art into the town centre—through artistic lighting, plant-based art, or creative wayfinding—has been highlighted as a powerful way to reinvigorate the town. This could create new destinations and attract a broader range of visitors, and add a dynamic, cultural dimension to the town.
- **Nighttime Economy:** Revitalising the town's nighttime economy is a key concern. Enhancing street lighting along main routes and adding feature lighting in vibrant nightlife areas can improve safety and create a more inviting atmosphere, helping to unlock the town's evening potential.
- **Diversifying the Town Centre's Offer :** While safeguarding the town's heritage, there is a strong desire to introduce contemporary elements that cater to different age groups and interests. Offering a diverse mix of experiences will broaden the town's appeal and ensure it remains relevant and engaging for everyone. This balance will create a dynamic town centre where tradition and innovation coexist, drawing in new audiences while retaining its historic charm.
- **Gateway Enhancements:** Improving the gateways to the town centre—particularly the northern, southern and western entrances—presents a significant opportunity to enhance connectivity and overall appeal. This initiative can expand the town centre's boundaries, making it feel larger and more accessible. The gateway improvement will facilitate better integration with surrounding neighbourhoods where some key destinations are currently located, potentially creating new areas for retail, leisure, and public use.
- **Traffic Calming and Pedestrian Priority:** Creating a more pedestrian-friendly town is a clear priority. The community favours improving walkability, to make crossing safer and enhance street life. The streets are now dominated by vehicles which detracts from the overall town centre experience. Residents envision a vibrant, pedestrian-friendly environment that are safe, inviting and allow people to linger explore and enjoy all that the town has to offer. It is noted that works to the highway will need to be in accordance with the Leicestershire Highway Design Guide and obtain appropriate consents. The SPD does not obligate works to be undertaken by the Highways Authority, however constructive engagement between all stakeholders may help to identify funding and delivery opportunities

Key Insights for Specific Locations in Town

The maps on the next page provide a visual summary of important insights gathered for certain key locations in town. These locations were consistently highlighted during engagement sessions, reflecting areas of community common interest or concern.

Incorporating Feedback

This collaborative approach helps us identify common ground among differing interests, concerns and priorities, fostering a sense of shared ownership and pride in the town centre's development. The insights gathered from our co-design efforts will play a crucial role in shaping the design vision and guiding principles in the design guidance.

2.3 Co-Design Insights

Northern Gateway

- Improve the pedestrian link between the Livestock Market and Nottingham Street
- Ensure continuity of the public realm from the town centre to Stockyard with a consistent design palette
- Enhance wayfinding to guide pedestrians to other town destinations from Stockyard.
- Highlight the gateway as a primary access point to the town centre and a transition area between Stockyard and the town centre.

Sherrard Street

- Calm traffic on road to create a more pedestrian-friendly environment.
- Enhance the public realm to attract people and encourage dwell time.
- Cohesive public realm design and shop frontage improvements to extend town centre offer.
- Add greenery to improve the overall attractiveness.

Historic Crossroads

- Introduce traffic calming measures to create a pedestrian-friendly environment.
- Improve pedestrian safety with safer crossings and wider footways.
- Enhance pedestrian connectivity from the town centre's pedestrianised area across Leicester Street to Church Lane.

Southern Gateway

- Introduce traffic calming measures to better integrate on-street parking, loading and other kerbside uses.
- Strengthen pedestrian connectivity and legibility between the town centre and railway station.
- Add greenery to improve the street environment.
- Reimagine Burton Street and its public realm to widen street activity and increase footfall





3

DESIGN PRINCIPLES

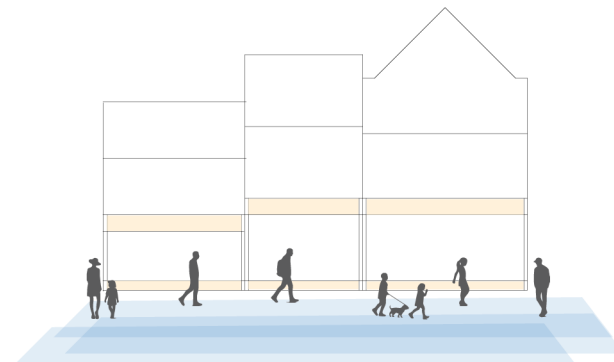
3.1 Guiding Principles

To ensure a thoughtful and sustainable evolution of the town centre, this guide outlines the following key principles:



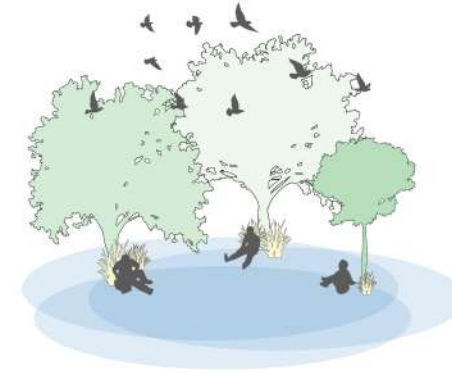
Vibrant and inclusive public spaces

Create a network of well-designed public spaces that feel safe, social, inclusive for all and designed to reduce crime and fear of crime.



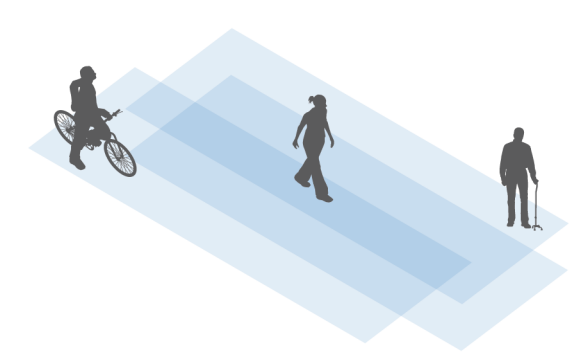
Consistent and heritage-driven design

Maintain a cohesive aesthetic across shopfronts and public spaces, respecting the town's historic character and conservation area status.



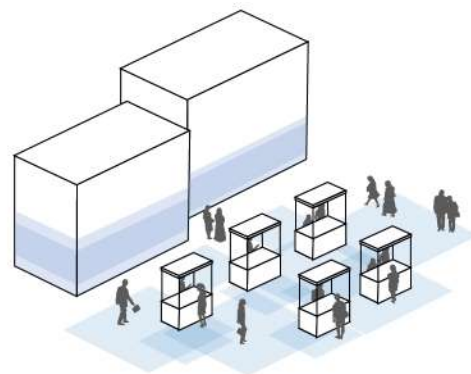
Green spaces and biodiversity

Expand greenery with thoughtful planting of trees and other vegetation, enhancing both biodiversity and the town's visual appeal.



A people-first environment

Prioritise pedestrians and cyclists by designing spaces that encourage walking, gathering, and social interaction.



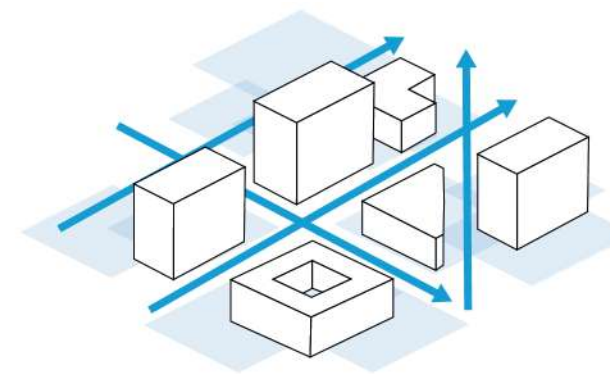
Support for the local economy

Design spaces that cater to the needs of businesses while promoting a lively mix of daytime and evening activities.



Accessibility for all

Ensure that every space is welcoming and usable for people of all ages, backgrounds, and abilities.



Improved connectivity

Strengthen links within the town centre and its surroundings. Ensure wayfinding is clear and intuitive, making navigation effortless.



Community and active use

Provide spaces for activities and events that bring people together, foster a sense of belonging, and celebrate the town's cultural identity.

3.2 Visual Language and Style*

A unified visual identity is crucial for Melton Mowbray's town centre. This design guidance draws on the town's heritage, culture, and contemporary aspirations to create a consistent and recognisable style. Key goals include:

- Honouring Melton Mowbray's historic charm while reflecting its vibrant modern spirit.
- Creating an attractive and cohesive streetscape that invites exploration and pride.
- Enhancing the appeal of public spaces while supporting the town's growth and success.

The inspirations of the visual language and style are informed by:

- The town's architectural styles, traditions, and historic landmarks.
- Its celebrated food culture, known worldwide for pork pies and Stilton cheese.
- Input from community stakeholders, ensuring the design reflects shared values.

A Balanced Approach

This guidance embraces Melton Mowbray's past while preparing it for the future. It blends tradition with contemporary, adding playful yet respectful design touches that appeal to all generations. Together, we can create a town centre that stands as a symbol of pride and progress for the entire community.

Best Practice

Chester



Chester's public realm reflects Roman and medieval heritage with high-quality materials, a tailored palette, and bespoke furniture which harmonise with its iconic architecture and historic streetscapes.

Bath



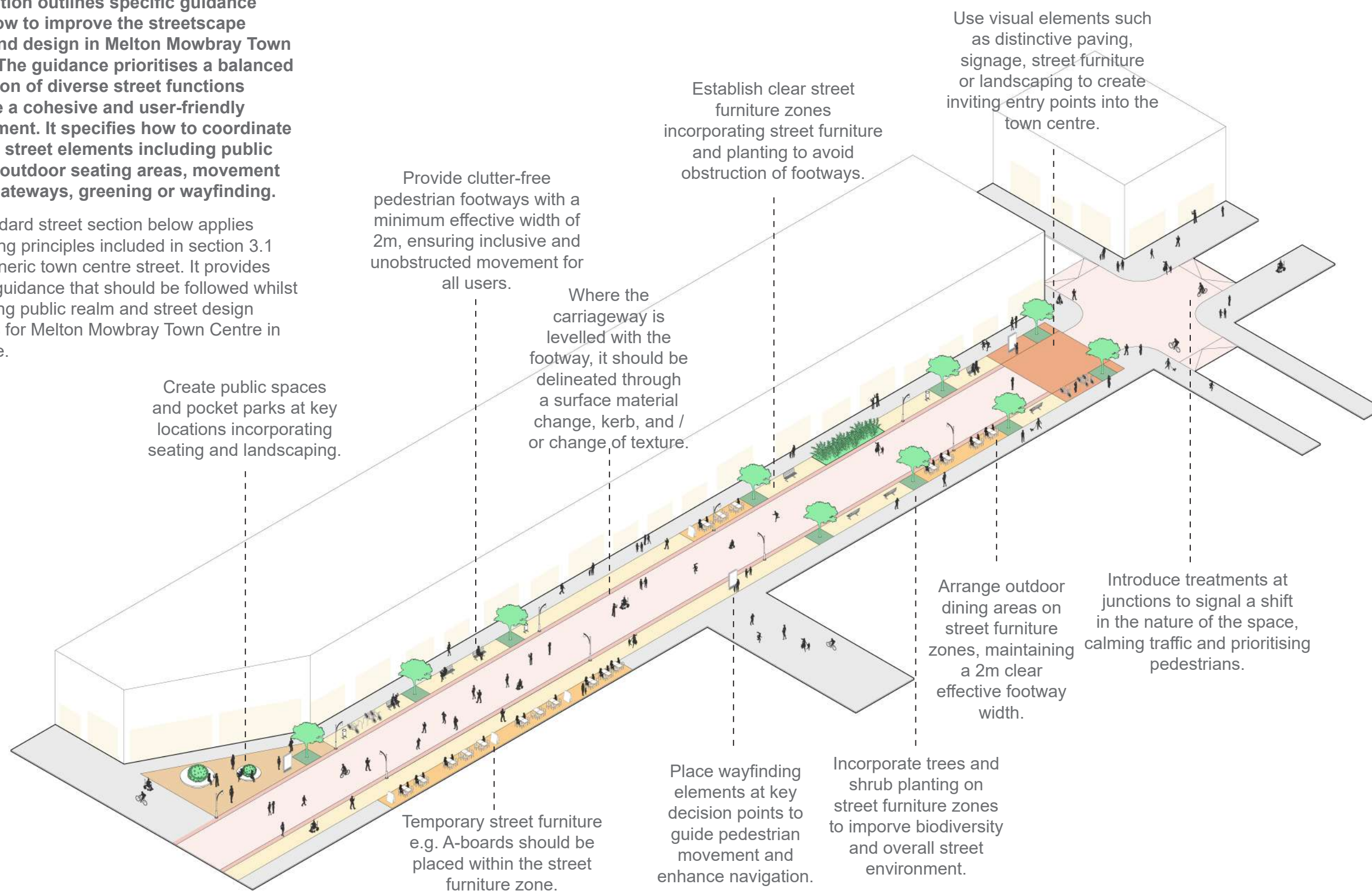
Bath's public realm reflects its Georgian elegance with Bath stone, muted colours, a cohesive colour palette, and timeless street furniture. These elements work together to maintain Bath's World Heritage status and enhance its reputation as a city of architectural harmony and refined elegance with a contemporary twist.

*Examples from outside of Melton Mowbray are used on this page to illustrate best practice.

3.3 General Guidance on Street Geometry

This section outlines specific guidance about how to improve the streetscape layout and design in Melton Mowbray Town Centre. The guidance prioritises a balanced integration of diverse street functions to create a cohesive and user-friendly environment. It specifies how to coordinate different street elements including public spaces, outdoor seating areas, movement zones, gateways, greening or wayfinding.

The standard street section below applies the guiding principles included in section 3.1 into a generic town centre street. It provides specific guidance that should be followed whilst developing public realm and street design schemes for Melton Mowbray Town Centre in the future.



3.3 General Guidance on Street Geometry*

Decluttering

Decluttering is crucial for enhancing the visual clarity and functionality of public spaces. Street furniture, signage, and utilities should align with the geometry of the street, making the space more intuitive and streamlined for users.

Thoughtful placement and the reduction of unnecessary elements also create a sense of order, improving flow and allowing architectural features and natural vistas to stand out. This approach not only enhances aesthetics but also supports accessibility and pedestrian movement, contributing to a more cohesive and enjoyable public realm.

Key Principles for Decluttering:

- **Minimising unnecessary street furniture:** Unnecessary items like bollards should be reduced to maintain clear, open spaces.
- **Temporary street furniture:** Temporary furniture should be avoided. If A-boards are used, they must be placed within designated zones, kept smaller in size, and designed to avoid obstructing pedestrian flow or creating visual clutter.
- **Other fixtures:** Fixtures should be placed discreetly within designated street furniture zones to avoid blocking pedestrian flow and disrupting the town's aesthetic. The number of fixtures should be minimised to reduce visual clutter. All fixtures should align with the town's branding, using cohesive materials, colours, and styles to maintain a uniform appearance throughout the town centre.

Existing



- 1 Street furniture obstructing pedestrian movement
- 2 Poor placement of duplicated items within reach within close proximity
- 3 Street furniture clutter

Good Practice



- 1 Kerb to create separation and visual delineation of footway and trafficked areas
- 2 Designated street furniture and landscaping zone
- 3 Clear footway
- 4 Designated outdoor dining areas

3.3 General Guidance on Street Geometry

Market Configuration

Melton Mowbray's street market is a cultural asset at the heart of the town and its community. It plays a key role in the town's public life, activating the town centre on Tuesdays and Saturdays.

Currently, the market takes place on Market Square and its surroundings, including Nottingham Street and the High Street. The coordination between the market stalls, footway areas and street furniture is key for both the success of the market and the town centre.

An option that will enable additional flexibility for the market and the town centre streetscape is to reorganise the location of market stalls. This will improve the relationship with the existing street frontage and significantly enhance the functionality and vibrancy of the town centre streetscape.

Rotating the market stalls to have their backs facing each other and their fronts aligned with the street frontage creates a "double high street". This would foster a better integration with the surrounding activities and support business.



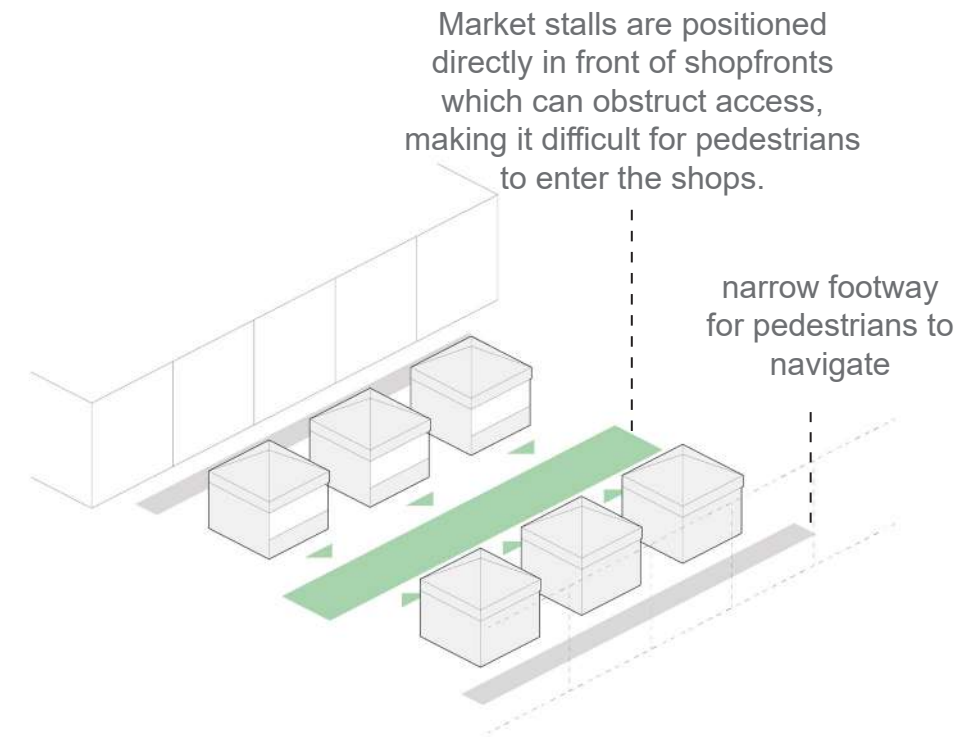
Cluttered areas with market stalls obstructing street furniture

This layout can be especially beneficial as it:

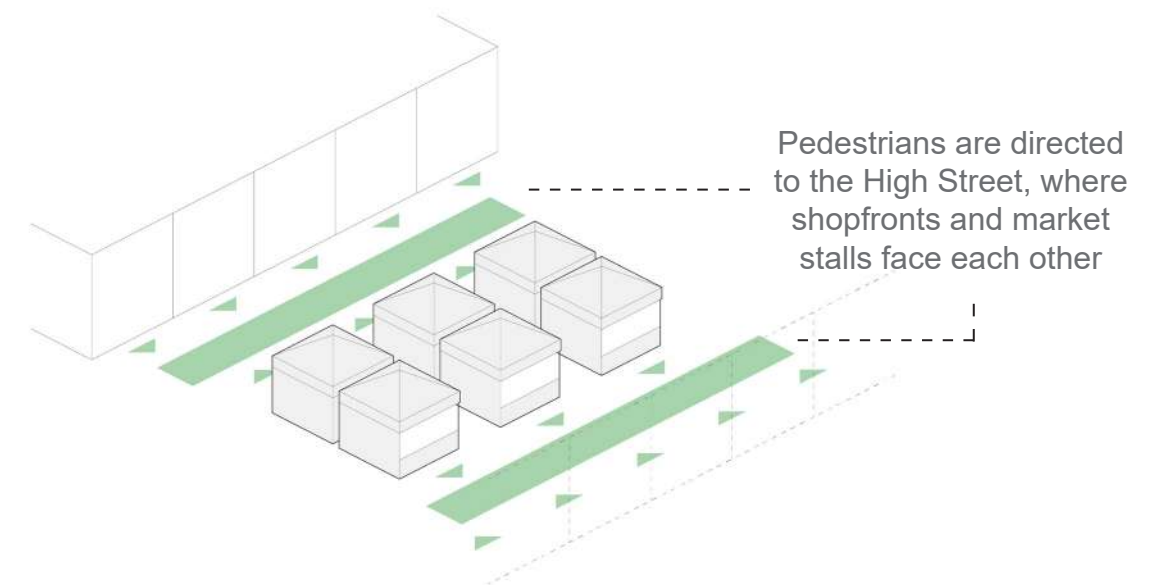
- **Enhances Engagement with Active Frontages:** By aligning the stall fronts with the existing frontage, shoppers are naturally drawn to both the market and adjacent shops, increasing foot traffic and retail opportunities.
- **Facilitates Outdoor Seating:** This configuration allows for the addition of outdoor seating directly in front of building lines, maintaining a lively and functional streetscape without overcrowding.
- **Optimises Spatial Arrangement:** Clear delineation between market stalls and other street furniture prevents clashes to ensure seamless pedestrian flow and fitting into the broader street geometry principles.



Market stalls block shopfronts impede pedestrians access to businesses



Existing configuration



'Double' high street

3.4 Visualisation Example

Market Place, Leicester Street

Before:

The existing view of the Market Place reveals a cluttered streetscape with temporary guardrails, unplanted large black plastic planters, and an inconsistent array of market canopies. Leicester Street has an excessive amount of carriageway space relative to its use and lacks a pedestrian crossing near Church Road—an essential link southwards to the park, council offices, and the rail station.



After:

The visualisation highlights the benefits of a well-coordinated public realm. Large Corten steel planters introduce greenery with a mix of low-level plants and small trees. Market canopies are unified in a green-and-white striped design, and some poor-quality shopfronts have been improved.

In the foreground, a reduction in carriageway space has allowed for the introduction of a flat-top speed table and a zebra crossing, enhancing pedestrian access and calming traffic at this key location.



3.4 Visualisation Example

Nottingham Street Gateway

Before:

The scene is cluttered with various types of excessive street furniture, including multiple waste bins, planters, and signposts in close proximity—presenting an opportunity for rationalisation. Several shopfronts also feature low-quality facades.

Given the high footfall, the northern section's narrow footways result in crowding and crossing difficulties.

After:

The improved design streamlines street furniture into a structured layout. Key heritage elements such as cast-iron lamp columns and bollards are retained in royal blue, while new Corten steel planters introduce structured greenery. A discreetly integrated hostile vehicle barrier enhances safety.

The carriageway is resurfaced with buff-coloured tarmac, as recommended in the guide, and footways are widened with build-outs. A new flat-top table crossing at Nottingham Street North improves pedestrian movement, making the area more accessible and visually cohesive.



3.5 Public Realm Spatial Vision

The public realm vision aims to establish an integrated, high-quality public realm in Melton Mowbray Town Centre. This will be achieved through the creation of a network of cohesive streets and public spaces across the town centre. This network, in turn, will be shaped through the improvement of the existing urban environment, coupled with the creation of new vibrant public spaces.

The public realm vision is the result of ongoing engagement with residents and other stakeholders. The feedback of the engagement process stressed that the success of this vision will rely heavily on the capacity to create diverse, inclusive and safe spaces that can be enjoyed by people of different ages and backgrounds. Residents and visitors should also be able to access and use these spaces at different times of the day, different days of the week.

The different elements forming the Public Realm Vision reflect the diversity of spaces required for Melton Mowbray. The vision also incorporates the 2-tier system used in the surface materials section. The following categories have been established to shape the public realm vision:

- Key public spaces
- Streetscape improvements
- Gateways
- Junction improvements
- Crossings
- Greening



Key public spaces

These spaces will be at the heart of public life in Melton Mowbray, enriching the town's urban fabric. Market Place represents the main town centre square. The square will be complemented by a series of smaller public spaces and pocket parks along Nottingham Street and the High Street. Whilst some of these spaces already exist in the town centre, the objective of the vision is to improve them, adding upgraded materials, green infrastructure, seating and lighting features, as well as decluttering them.



Gateways

The gateway strategy defined on section 4.7 also forms part of this vision, with a particular focus on the Strategic and Town centre gateways. These will establish clear entry points into the town centre, whilst contributing to the overall public realm.



Streetscape improvements

This category is shaped around the retrofit of existing streets to create spaces for all users.

In Tier 1 streets, a rationalisation and decluttering of street elements, coupled with furniture, materials and planting improvements will create more inviting town centre spaces. For Tier 2 and other streets, improvements can be through decluttering and/or carriageway narrowing, providing additional space for footway widening, planting and furniture.



Crossings

This category is essential to enhance connectivity within the town centre. A series of crossings are proposed as part of the vision. Pedestrian and parallel zebra crossings will be prioritised where possible and can also be incorporated into a raised table. For locations with higher traffic volumes, signalised crossings will be provided.



Junction improvements

This category focusses on improving safety and permeability for pedestrians and cyclists at key nodes and junctions. Improvements will include:

- Tightening junction geometry, widening footways and reducing corner radii
- Improving pedestrian and cycle crossings
- Introducing raised tables
- Removing guardrail and street clutter
- Incorporating greening and public realm interventions



Greening

As per the Integrated Green Spaces section, the vision capitalises on the opportunity to expand and improve green spaces across Melton Mowbray Town Centre. It proposes a series of locations that will benefit from the retrofit of new trees and shrub planting, incorporating local species.

3.5 Public Realm Spatial Vision



This plan summarises all interventions that have been proposed in Melton Mowbray Town Centre and establishes a coordinated holistic vision for future development and funding opportunities.

All interventions have been classified following the categories included on the previous page.

- Key**
- Study area
 - Town centre boundary
 - Tier 1 spaces**
 - Key public spaces
 - Streetscape improvements - Pedestrianised streets
 - Streetscape improvements - Other streets
 - Tier 2 spaces**
 - Streetscape improvements
 - Streetscape improvements - Other streets
 - Gateways - Strategic
 - Gateway - Town centre
 - Junction improvements
 - Crossings
 - Greening - existing
 - Greening - proposed



4

GUIDANCE FOR PUBLIC REALM

4.1 Colour Palette

The colour palette for Melton Mowbray’s design guide emphasises harmony and continuity, blending traditional tones with modern accents. It prioritises cohesion in street furniture and wayfinding elements, maintaining the town’s identity while supporting functionality. This approach ensures a balanced, visually consistent streetscape that complements the historic setting and enhances public spaces.

Colour Palette

The new colour palette is a blend of traditional tones and modern accents:

- **Primary Colour: Royal Blue** – maintaining the town’s existing identity and its historic significance.
- **Complementary Colour: Taupe, Soft Grey and Dark Grey** – muted tones that complement the historic landscape and balance the palette with the royal blue.
- **Accent Colours: Terracotta** – introducing fresh vibrancy and energy.

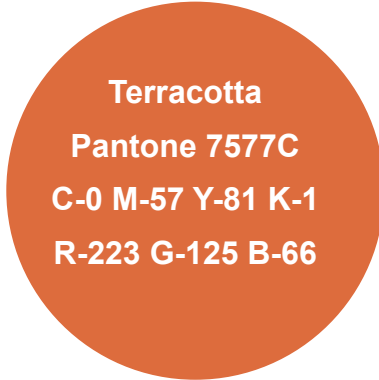
Royal Blue remains the signature tone, with complementary colours incorporated as needed to provide flexibility. This approach ensures all elements harmonise with the historic landscape while maintaining a consistent visual language and style.

This scheme ensures a sense of continuity and familiarity for residents and visitors while adding modern touches for a renewed visual identity. Colours will primarily be used in street furniture and wayfinding to provide a consistent aesthetic across the public realm.

Primary Colour



Complementary Colour



Materiality

The colour palette will be complemented by high-quality materials that reinforce the town’s historic character while offering durability and sustainability. It further supports the colour palette’s principles of harmony and continuity. Hardwood and corten steel will be prioritised for street furniture, providing a timeless aesthetic that weathers naturally over time. Hardwood, with its warm, natural tones, complements the muted greys and terracotta accents, adding a sense of warmth and quality to the public realm. Corten steel, with its rich, weathered patina, introduces an earthy tone that harmonises with both the traditional and modern elements of the colour palette.

Materials



4.1 Colour Palette

Category	Colour	Use / Application		Benches	Bins	Bollards	Lamps	Planters	Others
Primary colour	 Royal Blue	Feature street furniture, wayfinding	It provides a strong visual anchor for key historic elements in the streetscape and allows the main street furniture to stand out without overwhelming the surrounding environment. Gold trim, combined with blue, is recommended and should be used sparingly to highlight key street furniture features while ensuring visual balance and design cohesion.						
Complementary colour - light	 Soft Grey	Other street furniture detailings and features	The neutral tones provide a sophisticated backdrop for street furniture, allowing the royal blue to stand out. These colours harmonise well with natural materials, ensuring that the design remains visually unobtrusive while supporting other accent colours.						
Complementary colour - light	 Taupe	Other Street furniture detailings and features							
Complementary colour - dark	 Dark Grey	Utility items- lamp columns, utility boxes	It ensures that the less prominent street furniture blends into the environment discreetly, ensuring it doesn't dominate the public realm but remains functional.						
Complementary colour - accent	 Terracotta	Special Street furniture	It provides a pop of warmth and creates visual interest without competing with the primary colour. This can be used in selected areas where contrast is desirable to create a balanced and dynamic streetscape.						
Primary colour	 Hardwood	General Street furniture	Hardwood lends a natural warmth and durability to street furniture. It would be used as a key component in street furniture such as benches or as standalone items like bollards.						
Primary colour	 Corten Steel	Planters	Corten steel offers a distinctive weathered appearance and exceptional durability. It would be used in elements like planters, where its rustic, earthy tones complement natural and urban settings.						

4.2 Street Furniture*

Seating

Melton Mowbray's seating strategy enhances comfort, inclusivity, and visual appeal. Benches are strategically placed near landmarks, viewpoints, and shaded areas, fostering rest and social interaction. Designs incorporate ergonomic features, multi-use functionality, and accessibility, blending contemporary aesthetics with the historic landscape. Sustainability is prioritised through retaining existing elements and gradual upgrades.

Design Principles

Placement

- **Strategic locations:** Position benches near focal points such as landmarks and key nodes, along pedestrian pathways to offer resting spots at regular intervals.
- **Viewpoints:** Position benches to take advantage of scenic views, public art, or other attractions to enhance both comfort and visual engagement.
- **Shaded spaces:** Ensure some benches are placed under shade to enhance comfort, particularly in warmer months.

Arrangement

- **Encourage social interaction:** Arrange benches in clusters or semi-circles to foster conversation and create gathering spaces.

Design & Style

- **Comfortable and inclusive design:** Provide ergonomic seating with adequate backrests, armrests, sufficient depth and height and options for users of all abilities. All seating to meet DDA requirements.

Design & Style (continued)

- **Multi-use features:** Integrate additional functions like planter boxes, charging stations, or bike racks where appropriate
- **Consistent aesthetic:** Adopt the new colour scheme into the choice of street furniture, the new furniture should seek for a contemporary design to compliment the historic landscape while bring a modern and fresh look and visual identity to the town.

Sustainability

- **Sustainable evolution:** Retain existing elements for continuity, gradually introducing new features as resources permit . Keep elements that are still functional, especially those made of durable materials. Replace items only when they are damaged, and do so on a lot-by-lot basis rather than replacing individual items.

Retained

Lionhead cast iron bench with timber

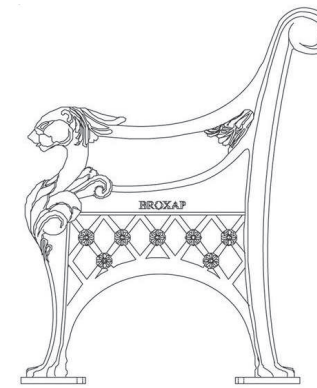
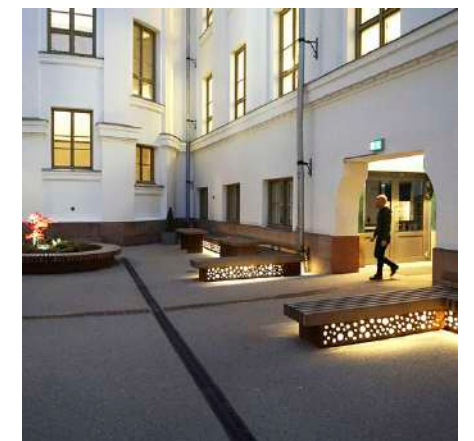


Image credit to Broxap

New

Contemporary timber with steel



All image credit to Streetlife

*Examples from outside of Melton Mowbray are used on this page to illustrate best practice.

4.2 Street Furniture*

Planters

Melton Mowbray's planter strategy enhances public spaces with visual interest and multifunctionality. Strategically placed planters define zones without obstructing flow and can integrate with benches for social spaces. Immediate improvements include replacing outdated planters and introducing temporary, durable options. This approach ensures short-term impact while supporting long-term, sustainable enhancements.

Design Principles

Placement

- **Strategic placement:** Position planters in high foot-traffic areas, along key walking routes, seating areas, and gateway to provide visual interest. Use planters to subtly define different spaces, such as outdoor seating areas or pedestrian zones, without creating visual barriers or obstructing flow

Design & Style

- **Multifunctional:** Consider integrating planters with benches in the public realm to create dual-purpose spaces that encourage social interaction while enhancing the town centre's aesthetic.

Short-term Improvements

- **Replacement of existing planters:** Replace all outdated planters with the new planter options, prioritising areas of high foot traffic and community use to make an immediate impact and visual improvement.

New

Large metal planters in painted galvanised or corten steel



All image credits to Streetlife

Bus Shelters with Green Roofs

Melton Mowbray's bus shelter strategy enhances public spaces with multifunctionality. Strategically placed bus shelters without obstructing pedestrian flow and aligned with other street furniture can integrate with planters or cycle parking. Design should be simple, modern and inclusive. Green roofs and energy efficiency ensure the sustainable character of this approach.

Design Principles

Placement

- **Strategic locations:** Place shelters near key nodes, landmarks, and high-footfall areas without blocking views or pedestrian routes.
- **Integrated positioning:** Align with street furniture zones to maintain a minimum 2m clear footway and reduce clutter.
- **Connectivity:** Ensure easy access to surrounding streets, green spaces, and transport links. Co-locate with seating, planters, or bike racks where appropriate.

Design & Style

- **Design:** Use materials like grey painted steel, hardwood, and muted tones (taupe) to fit the town's public realm character.
- **Modern:** Shelters should feel contemporary but not dominate the streetscape. Keep forms simple, using transparent panels for safety and visibility.
- **Comfort and access:** Include inclusive seating, shelter from weather, and clear access for all users, including wheelchair users.

New

Sedum roof bus shelters



All image credits to Mobilane UK Ltd

Sustainability

- **Green roofs:** Support biodiversity and manage rainwater using native, ultra low-maintenance plants.
- **Energy efficiency:** Use solar lighting and digital displays where possible.

*examples from outside of Melton Mowbray are used on this page to illustrate best practice.

4.2 Street Furniture

Lamp Columns

Melton Mowbray's lamp column strategy ensures even lighting, pedestrian accessibility, and aesthetic harmony. Strategically placed columns avoid obstruction and integrate features to minimise clutter. Contemporary new designs respect the town's heritage with uniformity across zones. Sustainability is prioritised by retaining existing traditional elements and introducing updates over time.

Design Principles Placement

- **Strategic placement:** position lamp columns at regular intervals to ensure even illumination across the area
- **Pedestrian accessibility:** Ensure Lamp Columns are within the street furniture zone to avoid obstructing pedestrian movements

Design & Style

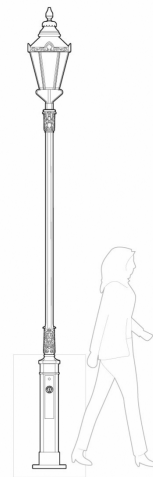
- **Aesthetic integration:** Select contemporary lamp columns that align with the town's aesthetic, using materials and colours that harmonize with the environment and heritage. Ensure design style uniformity, with possible subtle variations for specific zones.
- **Integrated features:** Consider lamp columns that integrate other features to maximise utility without adding additional street furniture and reduce clutter.

Sustainability

- **Sustainable evolution:** Retain existing elements for continuity, gradually introducing new features as resources permit . Keep elements that are still functional, especially those made of durable materials. Replace items only when they are damaged, and do so on a lot-by-lot basis rather than replacing individual items.

Retained

Traditional lamp and column painted blue



New

Contemporary lamp and column painted grey or taupe



Bollards

Melton Mowbray's bollard strategy prioritises safety, accessibility, and aesthetics. Bollards are minimised, with alternatives like planters preferred. Accessible and removable designs ensure flexibility, while timber bollards with local motifs enhance cultural identity. The approach balances sustainability by retaining existing elements and introducing new features aligned with the town's character.

Design Principles Declutter

- **Minimise bollard use:** Limit the use of bollards to areas where safety or traffic control is absolutely needed. Prioritise alternative solutions such as planters and other street furniture to define spaces and restrict vehicle access wherever possible to reduce the need for bollards.

Design & Style

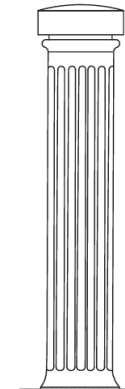
- **Accessible designs:** Ensure bollards are placed without disrupting the pedestrian flow and leave a clear and accessible path for easy passage for people with mobility impairments, wheelchair and stroller access.
- **Flexible option:** Removable bollards should be used in areas where occasional vehicle access is required
- **Aesthetic integration:** Use timber bollards to align with the public realm design, offering a natural, warm aesthetic that harmonizes with the surrounding environment and complements the town's historic and contemporary elements.

Sustainability

- **Sustainable evolution:** Retain existing elements for continuity, gradually introducing new features as resources permit . Keep elements that are still functional, especially those made of durable materials. Replace items only when they are damaged, and do so on a lot-by-lot basis rather than replacing individual items.

Retained

Traditional cast iron bollard painted blue



New Timber bollard with or without branding



Image credit to Streetlife

4.2 Street Furniture

Bins

Melton Mowbray's bin strategy emphasises strategic placement in high-traffic areas for accessibility and pedestrian flow, uniform design for cohesive branding, and a commitment to sustainability by retaining existing elements while gradually introducing improvements for effective waste separation and recycling.

Design Principles

Placement

- **Strategic placement:** Place bins at regular intervals, particularly near high foot-traffic areas without disrupting pedestrian movement and ensuring they are discreet yet easily accessible

Design & Style

- **Consistent aesthetic:** Ensure uniformity in bin design across the town centre for cohesive branding, but consider variations for waste separation.

Sustainability

- **Sustainable evolution:** Retain existing elements for continuity, gradually introducing new features as resources permit. Keep elements that are still functional, especially those made of durable materials. Replace items only when they are damaged, and do so on a lot-by-lot basis rather than replacing individual items.

New

Galvanised steel litter bin



Image credit to Broxap

Cycle Parking

Melton Mowbray's cycle parking strategy emphasises strategic placement near key destinations, ensuring aesthetic integration with durable materials while prioritising pedestrian movement and enhancing safety through good natural or CCTV surveillance.

Design Principles

Placement

- **Strategic placement:** Cycle parking should be provided near key destinations at key arrival points and nodes with good natural surveillance and/or CCTV surveillance. Ensure installations in the designated street furniture zone without impeding pedestrian movement.

Design & Style

- **Aesthetic integration:** Select cycle racks that align with the town's design aesthetic, using robust and durable materials and colours that blend with the surrounding environment.

New

Sheffield stands in grey or taupe



Image credit to Broxap

4.3 Surface Materials

The material palette for Melton Mowbray balances sustainability, cost-effectiveness, and identity, aligning with Leicestershire County Council standards. Tier 1 prioritises premium materials like Yorkstone for key pedestrian areas, enhancing core streetscapes. Tier 2 uses durable, cost-efficient materials such as concrete paving for secondary streets, ensuring cohesion and adaptability while reflecting the town’s character.

Overarching principles

Sustainability & Reuse

- Prioritise retaining and reusing existing materials, such as Yorkstone slabs, to reduce environmental impact and costs.
- Match existing materials, such as coloured asphalt in Market Place, to maintain visual consistency and integrate with the town’s character.

Cost & Durability

- Balance high-quality aesthetic with functional considerations, ensuring materials are durable, low-maintenance, and cost-effective.

Sense of Place

- Use materials that promote a welcoming and cohesive identity while supporting pedestrian and cyclist priority over vehicles.
- Material choices should reflect the town’s unique character, contributing to its distinctiveness.

Hierarchy-based material Palette

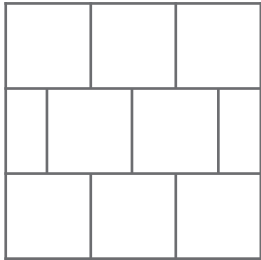
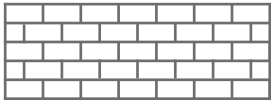
Establishing a hierarchy-based material palette ensures that the selection and use of materials align with the functional and visual importance of different areas within the town centre. . This differentiation supports efficient resource allocation and creates a cohesive yet diverse streetscape tailored to the area’s specific needs and character.

Proposals to change surfacing should take account of the specific needs of visually impaired users in accordance with the Leicestershire Highways Design Guide or other applicable national standards

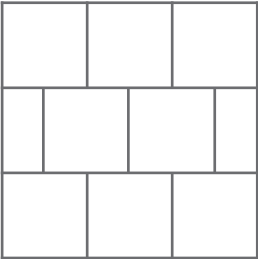
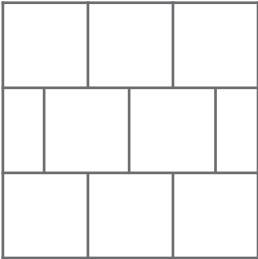
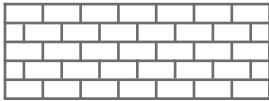
Hierarchy	Objective	Application	Materials choice
Tier 1	Enhance the main public spaces with high-quality materials to create a premium, public realm-focused aesthetic.	• Core town centre Streets	• Yorkstone • Buff surface
Tier 2	Provide high-quality but cost-efficient materials for areas that serve mixed-use purposes.	• Secondary town centre streets	• Yorkstone • Concrete paving • Asphalt



4.3 Surface Materials

Tier 1					
Location	Footways and public spaces		Carriageway		All
Material	General Yorkstone slabs 	Detail Yorkstone setts 	General Coloured asphalt 	Heavy-trafficked areas Asphalt 	Local stone setts 
Specification	450mm 450mm Natural stone slabs as as per Leicestershire Highway Design Guide Enhanced Materials Palette	100mm 200mm	- Buff - Exact colour to be agreed with LCC - Coloured Stone Mastic Asphalt as per Leicestershire Highway Design Guide Enhanced Materials Palette.	Type of asphalt as per Leicestershire Highway Design Guide Standard Materials Palette	
Bonding Pattern	Stretcher bond 	Stretcher bond 			
Application	For those locations where other slab dimensions have previously been used, alternative slab dimensions (e.g. 900mm x 600mm) are allowed to match existing.	- Use to highlight key public space details and paving patterns e.g. Feature areas, edges and trims, as previously applied on Market Place. - Can be applied in areas with occasional vehicle overrun. Construction profile to be agreed with LCC.	- Coloured asphalt to replace existing concrete blocks in future schemes. Asphalt to match existing on Market Place. - To be applied in areas with low/medium vehicular traffic.	- To be applied in those areas where vehicular traffic is expected to remain high. - Keep use to a minimum in Tier 1 locations.	Retain or re-use existing local stone setts where viable to preserve historic character.

4.3 Surface Materials

Tier 2				
Location	Footways and public spaces			Carriageway
Material	General - Option 2A Yorkstone slabs 	General - Option 2B Precast concrete slabs 	Detail Concrete blocks 	General Asphalt 
Specification	 450mm 450mm Natural stone slabs as as per Leicestershire Highway Design Guide Enhanced Materials Palette	 450mm 450mm Precast concrete slabs as per Leicestershire Highway Design Guide Enhanced Materials Palette	 100mm 200mm - Grey - Exact colour to be agreed with LCC - Precast concrete blocks as per Leicestershire Highway Design Guide Standard Materials Palette	Type of asphalt as per Leicestershire Highway Design Guide Standard Materials Palette
Pattern	Stretcher bond 	Stretcher bond 	Stretcher bond 	
Application	- To be applied in pedestrian areas with no vehicle overrun. Construction profile to be agreed with LCC. - For those locations where other slab dimensions have previously been used, alternative slab dimensions (e.g. 900mm x 600mm) are allowed to match existing.	- Select as cost effective alternative to Yorkstone slabs where necessary. - To be applied in pedestrian areas with no vehicle overrun. Construction profile to be agreed with LCC.	Apply to highlight streetscape details and paving patterns e.g. Feature areas, edges and trims	To be applied in all carriageway areas.

4.4 Integrated Green Spaces*

Planning Policy

Trees, and plants bring colour, life and vitality to our lives. Within town centres trees are used to soften the built environment, add colour, bring a seasonal change, animate an otherwise hard and cold environment, reduce the visual dominance of vehicles, and create attractive, pedestrian friendly environments.

Local policies, including Policy EN3, support the enhancement of Melton Green Infrastructure Network. In conjunction with the open space policy (EN7), these guidelines prioritise a strategic, design-led approach to provide and improve green infrastructure across Melton Mowbray town centre. The Melton Borough Design Supplementary Planning Document (SPD) emphasises the importance of green infrastructure in enhancing the town's quality of place.

The use of well located and carefully sited trees, shrubs and other plants will contribute positively to delivering high quality public spaces across Melton Mowbray town centre. The greatest use and impact of trees and other forms of planting will be in the enhancement of the civic and open spaces, gateways, streets, footways, cycleways and surface car parks.

The value of trees

Leicestershire County Council have prepared 'The Value of Trees' which is a dedicated tree species selection guide for planting in the highway corridor, and should be used to inform species selection.

Green Infrastructure

Green infrastructure refers to all types of open space that communities use, ranging from formal parks and playing fields to areas for informal recreation and wildlife habitats. National, county and local policies all promote green infrastructure. The borough has a wide range of green infrastructure assets including Grantham Canal, the Rivers Wreake and Eye, Special Site of Scientific Interest, nature reserves and local wildlife sites.

This guide will help the council to achieve the aims set out in The Melton Mowbray Green Infrastructure Strategy 2024 to provide better connectivity, protection and enhancement of the green infrastructure networks in the area to maximise ecosystem services and promote sustainable development and nature recovery within a cohesive, multifunctional landscape.

Proposals will be supported that;

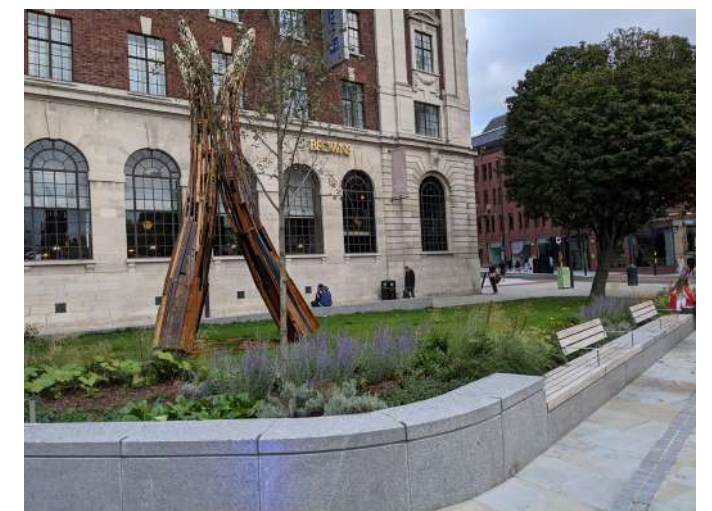
- Safeguard green infrastructure assets in streets
- Create new assets in streets in line with local and strategic priorities.
- If asset loss is inevitable: recreate green infrastructure to ensure "no net loss" of the functions provided by the lost assets.

Placemaking

Urban trees, hedgerows, shrubs and grassland are being increasingly recognised for the many benefits they provide such as removing carbon dioxide and pollutants from the air, providing habitats for wildlife, making our public realm areas more attractive, enjoyable and healthy places to live and spend time in.

Choosing plants that are well-suited to the local climate and ecosystem can boost biodiversity, supporting various wildlife and creating a balanced environment. Sensory plants are also specifically chosen and cultivated to provide a multisensory experience through touch, smell, and hearing. It helps create an inclusive place for all residents, particularly the visually impaired individuals, allowing them to connect with nature in unique ways.

The use of well located and carefully sited trees, shrubs and other plants will contribute positively to delivering high quality public spaces within Melton Mowbray town centre.



*Examples from outside of Melton Mowbray are used on this page to illustrate best practice.

4.4 Integrated Green Spaces*

Tree Planting

Trees planted in streets will require a holistic approach to ensure success and longevity after planting. Retrofit tree pits will be designed to integrate with the overall pavement and drainage design taking adjacent utilities into consideration. The choice of species is also critical as they need to cope with slightly drier and smaller growing conditions. Street trees also often need to have minimal sap secretion and no berries or fruit to minimise falling debris on pedestrian routes. Trees can be planted as large mature specimens to provide instant impact.

A well considered landscape strategy and proposal will help Melton town centre deliver its aim to provide high quality public realm and streetscape enhancements. The proposals should demonstrate the following:

- Trees should be used to help frame a place, create vertical structure and provide shade within the public realm.
- The British Standard BS 5837:2012 Trees in relation to design, demolition and construction
- Recommendations provide guidance on how to take account of and retain suitable trees in proximity to development.
- The sighting for planting of trees must consider above ground and below ground constraints including location of underground services and future canopy spread.
- Trees must be carefully sited to ensure that natural surveillance from buildings or CCTV cameras is not impeded nor shade cast by mature trees into private gardens.

Tree Planting (continued)

- The trees form part of wider storm water run-off control in the Sustainable Drainage System (SuDS) tree pits.
- Increase in tree canopy cover across the borough to contribute to biodiversity and combat climate change and improve green infrastructure networks.

Species Selection

- The choice of trees species must be capable of withstanding the urban environment and relate to the scale of context.
- Plant native species in rural areas and respond to local landscape character is species selection.
- See suggested species list for use within the town. Trees and Design Action Group (TDAG) provides further guidance for Tree Species Selection for Green Infrastructure: A Guide for Specifiers for tree species choice in urban areas and hard landscape areas or SuDS features.
- Choose a variety of species;
 - To avoid large scale losses should a species be affected by a disease.
 - To provide colour and interest in the street scene throughout the seasons.
 - That are native in a rural environment and of local provenance where possible.
 - That will contribute to an increase in biodiversity providing fruiting species for foraging where appropriate.

Species Selection (continued)

- Using single species groups where appropriate to create an avenue or impact and character in a street scene.
- Specification of tree sizes should be considered carefully on a site by site basis. If the tree planting is in a busy paved area in a town centre, larger sizes may be more appropriate as a Select Standard might look “lost” in such an environment. Larger sizes can also be more resistant to vandalism as they are harder to snap. Expert advice should be sought and a sufficient budget allocated for the establishment and maintenance of trees.



*Examples from outside of Melton Mowbray are used on this page to illustrate best practice.

4.4 Integrated Green Spaces

Tree Species Table

Use	Location	Requirements	Example species	Approx. size after 25 years (height x spread in m)	Tree pit type
Pedestrianised Area Large communal spaces Gateways	Tier 1 streets Town centre gateways Strategic gateways	- Individual specimen trees planted as part of “Gateway” for the market place and providing increased place function for its visitors - Single or two species - Seasonal leaf colour interest - Provide shade - Minimum 25cm girth when planted - Avoid clash of delivery vehicles and CCTV with canopy spread - Avoid berries or sap producing species - Deciduous	• Acer rubrum ‘Armstrong’	10 x 7	- Retrofit tree pit - Tree pits can be designed as part of stormwater run-off but must be provided with adequate root growing medium
			• Acer x freemanii ‘Autumn Blaze’	10 x 6	
			• Alnus cordata	10 x 5	
			• Platanus hispanica	12 x 7	
			• Quercus palustris	10 x 5	
			• Prunus yedoensis	6 x 4	
			• Tilia platyphyllo ‘Streetwise’	12 x 4	



Acer rubrum
‘Armstrong’



Acer x freemanii
‘Autumn Blaze’



Alnus cordata



Platanus hispanica



Quercus palustris



Prunus yedoensis



Tilia platyphyllo
‘Streetwise’

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4.4 Integrated Green Spaces

Tree Species Table

Use	Location	Requirements	Example species	Approx. size after 25 years (height x spread in m)	Tree pit type
Street trees	Tier 2 streets Nontiered streets	- Minimum 25cm girth when planted. - Maximum of three species on any one street. - Trees planted regularly in a line - Deciduous	Acer campestre ‘Streetwise’	7 x 4	- Retrofit tree pit - Tree pits can be designed as part of stormwater run-off but must be provided with adequate root growing medium
			Alnus cordata	10 x 5	
			Betula pendula ‘Obelisk’	10 x 2	
			Fagus sylvatica ‘Dawyck Purple’ or ‘Dawyck Gold’	9 x 3	
			Pyrus calleryana ‘Chanticleer’	8 x 4	
			Prunus ‘Spire’	6 x 3	
			Quercus palustris	10 x 3	
			Sorbus aucuparia ‘Cardinal Royal	9 x 3	
			Tilia cordata ‘Corzam’	10 x 4	
			Ulmus ‘New Horizon’	10 x 4	



Acer campestre ‘Streetwise’



Alnus cordata



Betula pendula ‘Obelisk’



Fagus sylvatica ‘Dawyck Gold’



Pyrus calleryana ‘Chanticleer’



Prunus ‘Spire’



Quercus rubra



Sorbus aucuparia ‘Cardinal Royal



Tilia cordata ‘Corzam’



Ulmus ‘New Horizon’

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4.4 Integrated Green Spaces

Tree Species Table

Use	Location	Requirements	Example species	Approx. size after 25 years (height x spread in m)	Tree pit type
Communal green spaces	All town centre green spaces	- Minimum 25cm girth when planted - Clusters of trees with light canopy texture, - Colour interest - Provide shade - Variety of larger and smaller sizes - Fruiting and flowering species - Deciduous and evergreen	Acer x freemanii ‘Autumn Blaze’ -	10 x 6	- Standard tree pits in open green spaces - Retrofit tree pits in brownfield sites - Tree pits can be designed as part of stormwater run-off but must be provided with adequate root growing medium
			Amelanchier lamarckii ‘Snowy Mespilus’	7 x 4	
			Betula utilis ‘Jermyns’	10 x 5	
			Quercus rubra	12 x 8	
			Sorbus aucuparia ‘Streetwise’	8 x 4	
			Tilia cordata	10 x 6	



Acer x freemanii
‘Autumn Blaze’



Amelanchier lamarckii
‘Snowy Mespilus’



Betula utilis ‘Jermyns’



Quercus rubra



Sorbus aucuparia
‘Streetwise’



Tilia cordata

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4.4 Integrated Green Spaces

Tree Species Table

Use	Location	Requirements	Example species	Approx. size after 25 years (height x spread in m)	Tree pit type
Car Parks	All town centre car parks	- Minimum 25cm girth when planted - Variety of height, spread, colour. - Avoid berries - Use as part of wider landscape scheme to include shrub, hedge and grassland planting to increase biodiversity across the car park	Acer campestre 'Streetwise'	10 x 6	- Retrofit tree pit - Part of SuDS design in new car parks - Tree pits can be designed as part of stormwater run-off but must be provided with adequate root growing medium
			Acer rubrum 'Red Maple'	7 x 4	
			Amelanchier lamarckii 'Robin Hill'	12 x 4	
			Betula utilis 'Jaquemontii'	9 x 6	
			Carpinus betulus 'Streetwise'	12 x 4	
			Prunus avium 'Plena'	10 x 5	
			Sorbus aucuparia 'Cardinal Royal'	12 x 4	
			Tilia cordata 'Streetwise'	10 x 4	



Acer campestre 'Streetwise'



Acer rubrum 'Red Maple'



Amelanchier lamarckii 'Robin Hill'



Betula utilis 'Jaquemontii'



Carpinus betulus 'Streetwise'



Prunus avium 'Plena'



Sorbus aucuparia 'Cardinal Royal'



Tilia cordata 'Streetwise'

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4.4 Integrated Green Spaces

Tree Planting Implementation

- Tree protection measures provided throughout design and construction in accordance with BS5837:2012 Trees in relation to design, demolition and construction – Recommendations.
- No dig construction methods are to be used when works are to be carried out within the root zones of trees.
- Tree pits must be carefully designed using a crate system to provide adequate soil, air and water, and be well drained to ensure tree reaches full maturity.
- Street trees must have a clear stem of at least 2m when planted, to remain healthy and vigorous.

Other Landscape types

Hedgerows/Shrubs

New hedges should include species that bear fruit and flower to provide seasonal interest but also bird nesting and foraging habitat to help improve biodiversity. Some species will be suitable for maintaining as a clipped hedge if necessary and provide evergreen/semi evergreen foliage such as Privet.

An outline list of plants suitable to be used as hedges in the town include;

- *Corylus avellana* - Hazel
- *Crataegus monogyna* -Hawthorn
- *Fagus sylvatica* - Beech
- *Ilex aquifolium* - Holly
- *Ligustrum vulgare*- Privet
- *Lonicera periclymenum*- Honeysuckle
- *Prunus spinosa* - Blackthorn

Verges

A short grassland/flower mix has a neater appearance than wildflower meadows and is slower growing and shorter, but still provides benefits to pollinators and other wildlife. Species

The list below should be included in any grassland mixes proposed in verges.

- *Achillea millefolium* - Yarrow
- *Cichorium intybus* - Chicory
- *Oenothera biennis* - Evening Primrose
- *Prunella vulgaris* - Self Heal
- *Ranunculus repens* - Creeping Buttercup
- *Rhinanthus minor* - Yellow Rattle
- *Taraxacum* - Dandelions
- *Trefolium* - Clovers
- *Trifolium arvense* - Hare's foot clover

Planters

The choice of planter should reflect the scale of the surroundings and provide impact. They can be multifunctional, providing seating or opportunities for play on the way. Larger scale planters also provide larger soil volumes which will assist with drought management of any planting within the containers. Adequate budgets for watering and feeding are required to ensure the long term success and investment of a planter.

An outline list of species that will tolerate the drier conditions in planters has been provided below as a guide.

- *Alchemilla Mollis*
- Daisy
- *Fatsia japonica*
- Geraniums
- Ornamental grasses
- Hebe
- Lavendar
- Rosemary
- Salvias
- Sedums
- Yucca

4.4 Integrated Green Spaces

Hedgegrows/ Shrubs



Corylus avellana -
Hazel



Crataegus monogyna
-Hawthorn



Fagus sylvatica -
Beech



Ligustrum vulgare-
Privet



Ligustrum vulgare-
Privet



Lonicera
periclymenum-
Honeysuckle



Ilex aquifolium - Holly

Verges



Achillea millefolium -
Yarrow



Oenothera biennis -
Evening Primrose



Rhinanthus minor -
Yellow Rattle



Trefolium - Clovers



Cichorium intybus -
Chicory



Ranunculus repens -
Creeping Buttercup



Taraxacum -
Dandelions



Prunella vulgaris -
Self Heal



Trifolium arvense -
Hare's foot clover

Planters



Alchemilla mollis



Daisy



Salvia



Fatsia japonica



Geraniums



Sedums



Ornamental grasses



Hebe



Yucca



Lavender



Rosemary

All image credits to Hillier / Van Den Berk Nurseries

4.5 Public Art

Public art in Melton Mowbray enriches daily life, creating vibrant spaces that celebrate the town’s unique history and culture. It fosters social interaction, boosts tourism, and drives economic growth. By aligning with Melton Mowbray’s identity, art installations engage the community, emphasise sustainability, and integrate creatively with public spaces, enhancing civic pride and enjoyment.

Art in Public Realm

Public art brings art into everyday life, making it accessible to everyone. A vibrant public art programme within the town centre offers several benefits:

- Energise public spaces
- Enhance the sensory experience and enjoyment of public areas.
- Creating places of interaction and building social cohesion
- Celebrate Melton Mowbray’s culture, history, and identity, reinforcing the town’s character.
- Contribute to cultural well-being and civic pride.
- Boosts tourism, attracting new visitors.
- Stimulates economic growth by acting as a catalyst for development and investments

Overarching Design Principles

- Develop a cohesive public art strategy to avoid disconnected, generic and unrelated installations across the public space in town.
- Public art should elevate the visual and spatial experience, engaging the senses and stimulating imagination through creative use of colour, light, texture, materials, sound and movement. Interactive installations are encouraged to foster participatory experiences.
- Respect the surrounding scale, landscape,

and narrative and integrate art into the form and fabric of public spaces sensibly.

Overarching Design Principles (continued)

- Ensure all art interventions resonate with the town’s history, culture, and context and contribute positively towards the local character and distinctiveness of areas.
- Align public art with Melton Mowbray’s branding and storytelling. Incorporate elements that reflect the town’s unique identity to create a cohesive and memorable visual language.
- Design public art that ensures public safety, accessibility, and comfort without obstructing essential movement or causing hazards.
- Allow art to express the town’s rich heritage and culture in unique, innovative ways. Use artistic storytelling to create a meaningful connection between people and place.
- Combine permanent art with seasonal or event-driven temporary installations to provide dynamic engagement opportunities throughout the year.
- Strategically position pieces along key walking routes, gateways, and landmarks to contribute to orientation and foot traffic generation and encourage exploration and increase dwell time

Co-creation

Public art thrives on collaboration. The creation of an artwork should, where possible:

- Collaborate with local artists and design practitioners.
- Involve the local communities in its design and production.

Co-creation (continued)

This participatory approach creates art that resonates with the community and fosters a sense of ownership and pride in both the artworks and the town centre. The local partnership promotes and supports local talent and the creative industry, it strengthens the bond between people and place, celebrating shared identity and culture while enhancing the town’s unique character.

Maintenance and Lifespan

When creating public art, whether temporary or permanent, the following considerations of maintenance and lifespan should be prioritised:

- Clear arrangements for maintenance and removal of temporary art interventions must be established at the outset to avoid future issues.
- Prioritise the restoration and maintenance of existing art features within the public space before introducing new elements.
- Introduce public art with maintenance feasibility in mind, ensuring there are available skills and resources for maintenance.
- Introduce artworks that do not require

4.5 Form of Artworks*

Form of artworks

When creating public art, whether temporary or permanent, the following considerations of maintenance and lifespan should be prioritised:

- Temporary or Permanent Sculpture
- Memorials, plaques and inscriptions
- Murals
- Installation
- Lighting
- Artist designed wayfinding elements
- Integration of art in public realm design, including paving, façade, street furniture
- Landscape horticulture



4.6 Lighting Strategy

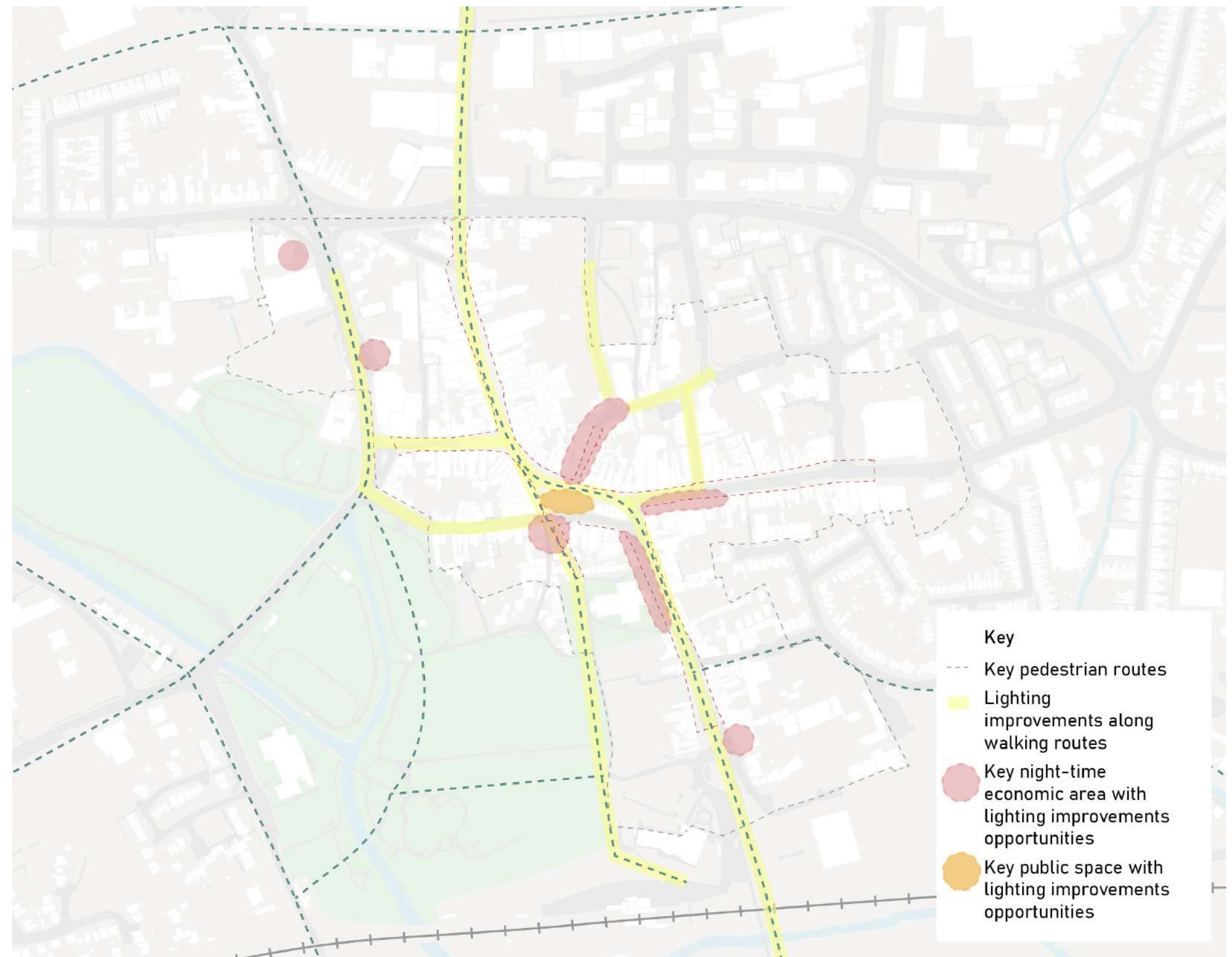
Melton Mowbray's lighting strategy enhances safety, accessibility, and identity, fostering a vibrant night-time economy. It prioritises functional, aesthetic, and sustainable lighting tailored to urban contexts. Thoughtful design illuminates key routes, landmarks, and public spaces, balances light and shadow, respects the environment, and creates cohesive, character-driven nightscapes that celebrate the town's heritage and vibrancy.

Role of Lighting

A more legible town after dark is safer for everyone. Lighting should not only facilitate access but also create a distinct “night-time character” that complements the town's heritage, character and identity in the following aspects

- Supports crime prevention, detection, and safe navigation to minimise disorientation and accidents.
- Encourage walking and cycling by creating a safe, enjoyable experience.
- Boosts public space use and promotes a lively night-time economy.
- Reinforce the town's identity while respecting its heritage.

The lighting strategy goes beyond simply illuminating the town; it must address the lighting needs of different urban contexts such as gateway, routes, open space, landmarks, vistas, and boundaries. The lighting strategy should also be based on an understanding of these needs, aligning with the design vision and desired outcomes for each area. It should also reflect what the town aims to achieve in terms of functionality, aesthetics, and the overall experience through thoughtful lighting design.



4.6 Lighting Design Principles

Priorities for Melton Mowbray

The lighting strategies shall prioritise the following:

- Enhance lighting pedestrians and cyclists by clearly illuminating key routes to major destinations, public transport hubs and conflict areas to reduce hazards and enhance safety.
- Implement strategic lighting plans to revitalise Melton Mowbray's night-time economy and enrich its urban appeal.

Overarching Design Principles

The guidance provided within the lighting strategy is intended to set high-level principles to guide design decisions, with the specifics of each location to be addressed through a detailed design process. The proposal must adhere to relevant legislation and technical standards set by authoritative lighting guidelines to ensure safety, functionality, and compliance.

Cohesive Lighting Strategy

- Ensure that lighting strategy is cohesive in the town centre to maintain a cohesive ambiance and create a consistent visual experience throughout the town.
- Coordinate these lighting elements with seasonal events, festivals, and cultural activities, using the lighting design as a tool to enhance celebrations and provide dynamic visual appeal throughout the year.

Contextual appropriateness

- Tailor-make the lighting solutions to respect each space's unique character and function

within the town centre.

Contextual appropriateness(continued)

- Use subtle and unobtrusive lighting with appropriate colour temperature and intensity to avoid floodlighting or harsh artificial illumination that can overwhelm the surrounding landscape and architecture.
- Choose lighting fixtures that are appropriate to the size, function and identity of the space and maintain consistency and visual cohesion in their height and style.

Environmental Considerations

- Design in a way that minimises disruption to local ecologies and wildlife
- Consider strategies for energy conservation, such as turning off non-essential lights during specific times
- Avoid excessive lighting by carefully calibrating the intensity of lights according to the needs of the space to minimise visual pollution.

Safety

- Ensure visibility and address potential conflict between pedestrians, bicycles and vehicles
- Identify key hazards such as change of level, uneven pavements other potential trip hazards
- Install lighting fixtures without obstructing pedestrian movements
- All equipment should be vandal-resistant and meet safety standards for mechanical,

electrical, and thermal protection.

Security

- Reduce fears and foster a sense of security by eliminating dark spots and harsh shadows and ensuring uniform, glare-free lighting with good colour rendering and controls
- Brighten the high-risk areas to support surveillance and safeguard against anti-social behaviour and street crime

Accessibility and Comfort

- Incorporate designs that accommodate the needs of individuals with mobility challenges and visual impairments
- Reduce excessive contrast and glare to improve accessibility and comfort through rationalise the quantity, quality and uniformity of lighting
- Balance intensity of light and considerate design of colour temperature, colour rendering, glare and scale to reduce visual discomfort
- Maintain effective public lighting while ensuring that lighting do not negative impact residential areas

Navigation and Movement

- Improve orientation and navigation after dark by brightening the pedestrian paths and introducing well-lit wayfinding signages

Experience

- Use lighting design to weave together the night-time economic area, historical and

cultural landmarks, and urban landscape to guide people towards key destinations.

Experience (continued)

- Illuminate the interplay of buildings, public spaces, and landscapes to showcase their unique character and create a different experience than that of day
- Integrate lighting design with public art to engage sense, stimulate imagination and enrich night-time experience of public space
- Foster a sense of safety and security by eliminating dark spots and shadows along main routes, parking areas and access points

Character

- Reinforce the character of the town with good lighting design through tailoring the intensity, contrast, colour and scale of the light to reveal tangible layers of history, architecture and the urban landscape
- Balance the light and darkness to create a composition where light and shadow interact to enhance the overall ambience and spatial qualities
- Illuminate heritage assets effectively, highlighting their unique features through thoughtful, well-placed lighting that enhances their architectural significance

Economic

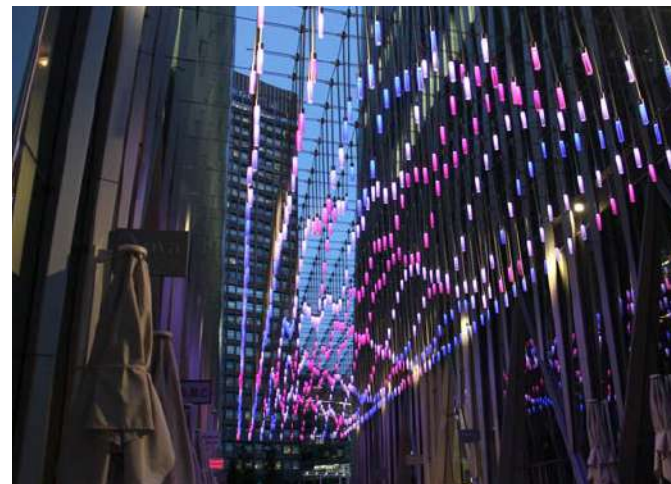
- Reinforce retail and leisure areas by enhancing their visibility and appeal through aesthetically pleasing designs
- Provide an appropriate ambience in nighttime economic areas through architectural lighting and art lighting, and

4.6 Types of Lighting Design and Best Practice*

The lighting of the town centre consists of several layers, with the following major lighting typologies contributing to the public space:

- Signs and Signals
- Street and Amenity lighting
- Architectural lighting
- Landscape lighting
- Art
- Events

The quality and quantity of light are determined by selecting appropriate light sources. A detailed design exercise will also consider properties such as intensity, colour temperature, colour rendering, glare and scale. The context is crucial in determining the precise lighting strategy to ensure it aligns with the surrounding environment and the specific purpose of each area.



4.7 Gateway Strategy

The gateway strategy for Melton Mowbray outlines a structured approach to enhancing town centre entry points, blending functionality and identity. Gateways create a welcoming transition, improve navigation, prioritise pedestrians, and support community interaction. Tailored designs for strategic, town centre, and arrival points integrate traffic management, greening, and public realm enhancements, fostering safety and vibrancy.

Roles of Gateway

The gateway serves as a prominent entry point into the town centre, acting as both a symbolic welcome and a functional tool for orientation. A well-designed gateway creates a memorable first impression, immediately conveying the town’s character and setting the stage for the experiences. It transitions visitors seamlessly from surrounding areas into the town centre, fostering a sense of arrival that is inviting.

As a visual landmark, the gateway aids orientation and navigation through integrated wayfinding elements such as maps or directional signs. This dual functionality enhances the user experience while reinforcing the gateway’s role as a key entry point. Its design should reflect the town’s unique identity and harmonise with the surrounding streetscape, blending form and function for maximum impact.

Hierarchy of Gateways

The baseline study has established a clear structure for defining access points to the town centre. This hierarchical approach ensures gateways are tailored to their specific roles and desirable outcomes in enhancing movement, safety, and the overall character of the town centre.

Type of Gateway	Location	Main objectives
Strategic Gateway	Major junctions located at key movement and pedestrian routes into the town centre.	• Create welcoming points for all pedestrians, cyclists and drivers entering the town centre via the main road network. • Prioritise pedestrian movement and improve pedestrian connectivity and safety at key locations. • Provide visual cues to highlight character of the town centre at strategic locations
Town Centre Gateways	Entry points into the study area and pedestrianised town centre area.	• Provide clear transition points into the town centre and pedestrianised area. • Improve sense of place, supporting retail, leisure and community activities. • Create a visual connection to the character and atmosphere of the town centre • Foster a pleasant town experience and encourage people to linger and stay • Highlight pedestrian priority, improving pedestrian connectivity and safety • Promote greening and biodiversity
Arrival Points	Key transport hubs, such as railway stations, bus stations, and car parks.	• Help navigation and orientation towards the town centre and other key destinations for all visitors and residents • Create a welcoming and pleasant first impression and arrival experience to visitors • Improve connectivity and the multi-modal experience in Melton Mowbray

4.7 Gateway Strategy

Each gateway is unique and requires a tailored approach that reflects its specific context, opportunities, and challenges. There are no universal solutions applicable to all gateway designs. This gateway strategy offers a framework of key principles and potential design interventions as part of a design toolkit in the next page. The final details will be developed through a detailed design process tailored to each gateway's individual characteristics.



4.7 Gateway Strategy

Gateway Design Toolkit

Category	Interventions		Objectives
Traffic Management	One-way networks	Implement one-way traffic flow on sets of streets to redirect traffic in town	- To control and optimise traffic volume - Minimise vehicle conflicts on roads - Create a more desirable environment for active travel uptake
	Timed closure	Motor traffic is restricted by putting physical barriers in place, or traffic management measures during a specific period of the day	- Manage and reduce motor traffic entering the area - Create a more desirable environment for active travel uptake
	20mph limit	Introduce 20mph signs and road marking to encourage lower and safer vehicle speeds	- Reduce the risk and severity of collisions on the road - Create a safer environment for pedestrians and cyclists on road
	Bus Gate	A stretch of road that is designated for exclusive use by public transport and other authorised vehicles only as shown by appropriate signage and road marking	- To control and optimise traffic flow of non-essential traffic - Create a more desirable environment for active travel uptake - Encourage sustainable transport options uptake
Pedestrian and Cycle Mobility	Continuous footway	Footway is extended seamless across the entrance of the side roads and give-way markings for traffic are set back	- Slow turning vehicles at side road junction - Provide visual cues to drivers to give prioritise to pedestrians on roads - Create a safer environment for pedestrians
	Raised table	Raise the carriageway to the same level as the footway to create a horizontal transition between road and the footway	- Serve as a speed deterrent for motor vehicles approaching the junction and - Provide visual cues to drivers to give prioritise to pedestrians on roads - Create a safer environment for pedestrians and cyclists
	Build-outs	Kerb is extended to the carriageway with widened footway space for pedestrians, often implemented at junctions or as extensions to existing footways	- Encourage drivers to slow down and navigate more carefully - Provide additional space for pedestrians and other placemaking opportunities
	Controlled crossing	Single-stage zebra crossings or signalised crossings, depend on various factors including traffic flow, traffic speeds, and pedestrian movements	- Provide safe and accessible crossing points for pedestrians - Provide a direct pedestrian connection that prioritises to reduce waiting times and enhance the overall pedestrian experience.
Alternative Use of Road Space	Pocket park	Repurpose the carriageway to provide a small public realm for additional outdoor seating for public use or restaurant use, could be temporarily, seasonally or permanently	- Provide additional public space for people to enjoy - Support the food and beverage in town with the new space available for them to use
	Public realm	Reclaim the existing road space through permanent road closure and transform into a new public realm	- Provide additional public space in town - Serve as new focal point for the local community for various street life and activities
Streetscape	Greening & tree planting	Introduce new tree and greening initiative including permanent planting, sustainable drainage system, temporary planter	- Create an appealing and inviting walking environment - Provide shade during hot summer weather
Kerbside Management	Parking space rationalisation	Reduce the allocation of car parking space or relocate car parking space to leave space for alternative infrastructure	- Encourage sustainable transport uptake - Provide additional space to contain other amenities

4.7 Gateway Design Best Practice*

Western gateway of High Street, Eastbourne

The Gateway Transformation, part of the Eastbourne Town Centre Improvement Scheme (ETCIS), is a collaborative initiative between East Sussex County Council and Eastbourne Borough Council. It focuses on high street regeneration, enhancing pedestrian safety, creating civic spaces for cultural and social activities, and fostering local economic growth by significantly improving the environment for residents and visitors within the town centre.

Key Interventions

- **Resurfacing with High-Quality Granite**

Introducing a premium granite road surface offers a visual cue to drivers that they are entering an area with high pedestrian activity. This design aims to naturally reduce vehicle speeds and raise driver awareness of pedestrians. The granite surface also provides a seamless visual link between the railway station and the high street which reinforces a sense of continuity and connectivity across the urban design.

- **Footway Build-Outs**

Narrowing the carriageway and reducing corner radii at junction serves to slow down vehicles to enhance pedestrian safety. These interventions also create additional pedestrian space which accommodate safer and more comfortable movement.

- **Public Realm Enhancements**

The footway build-out creates additional space outside the railway station which is then transformed into an inviting public area with seating and landscaping. This new space serves as a welcoming arrival point which leaves a positive first impression to visitors and also enhances the station approach as a gateway to the high street.



Bonnington Square, London

The transformation of Bonnington Square was a resident-led initiative resulting from a collaborative partnership between Lambeth Council and local residents. Funded by TfL, it aims at enhancing pedestrian safety on roads and creating additional space for community use.

Key Interventions

- **Continuous Footway**

A raised surface across the junction slows traffic and signals pedestrian priority in the residential neighbourhood.

- **Kerbside Management**

The rationalisation of parking space together with a redesigned parking layout frees up space for planting and street furniture. It also enables the creation of a new community square near two local cafés.

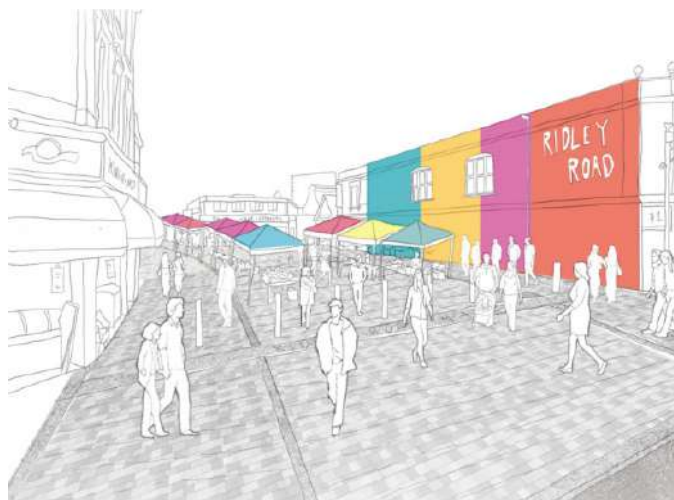
- **Public Realm Improvements**

The continuous footway provides additional space for outdoor seating and dining near the cafés. It also accommodates planting and on-street cycle storage which enhance appeal and usability of the public realm.



4.7 Market Gateway Design Best Practice*

Ridey Road Market (western gateway), London



The western gateway of Ridey Road Market features a vibrant, eye-catching mural that reflects local identity and culture. Colourful planters with market logo and branding flank both sides enhance the market's welcoming atmosphere. The bollards are designed to restrict vehicular access during market hours to ensure a safe and pleasant environment for pedestrians.

Ridey Road Market (eastern gateway), London



At the eastern gateway of Ridey Road Market, although not depicted in the photos, a gate is in place. Together with the bollards prevent vehicle access to maintain safety for pedestrians. Tree serves as a natural gateway feature, creating an inviting entrance to the market.

Crown Street Bury Saint Edmunds



Crown Street in Bury St Edmund features a unique approach to traffic management, incorporating iron cast art to display essential measures. This creative solution not only serves a practical purpose but also adds to the aesthetic appeal of the area.

Leicester Market, Leicester



Leicester's market area boasts a striking steel entrance archway that features cut images of market goods to captivate visitors with its innovative design. The archway serves as a traditional yet iconic landmark. This eye-catching structure not only signals the market's vibrant offerings but also enhances the overall aesthetic of Leicester's bustling marketplace.

Key Takeaways

- **Tailored Gateway Treatment**

A customised design approach is required to cater to diverse contexts, eliminating the 'one size fits all' solution and ensuring context-sensitive design.

- **Incorporating Art Elements**

Gateway design usually incorporates art elements to elevate the visual and spatial experience. Public art engages the senses, stimulating imaginations with colour, light, texture, materials, sound, and movement to foster participatory interactive experiences.

- **Prioritising Pedestrian Comfort**

Pedestrian experience is the primary concern in designing public spaces, where comfort, safety, and accessibility take precedence over other considerations, including bollard placement and street furniture design. In adherence to street furniture design principles, bollards should be minimised and strategically placed to maintain pedestrian flow and unobstructed movement and ensure a seamless and enjoyable experience

*Examples from outside of Melton Mowbray are used on this page to illustrate best practice.

5

GUIDANCE FOR SHOPFRONTS

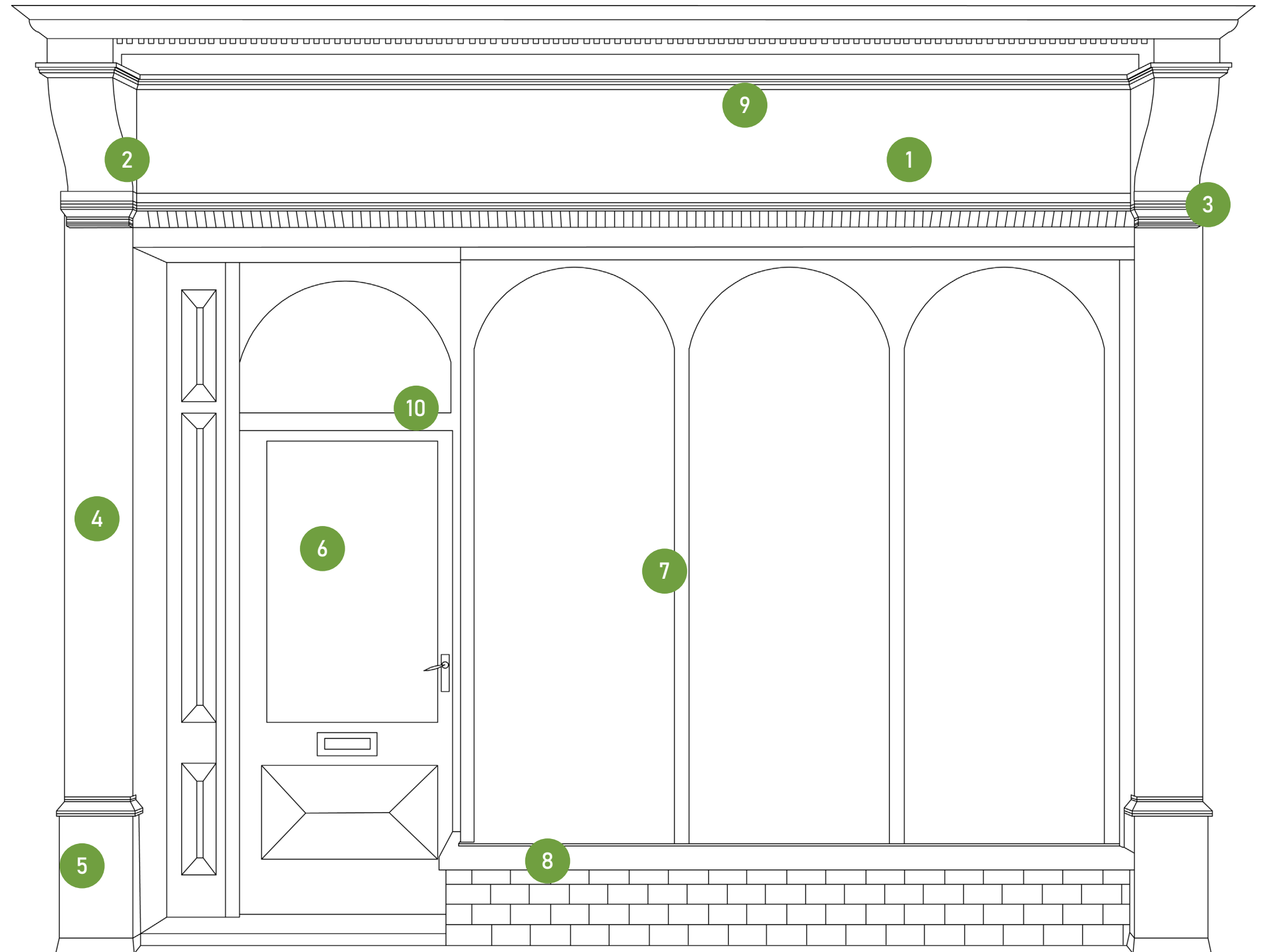
5.1 Traditional Shopfront Elements

Traditional shopfront elements

Shopfront designs can vary greatly in style, details, and overall appearance to reflect the individuality of businesses and architectural diversity. Despite these differences, most shopfronts share common features such as stallrisers, fascia, and pilasters. These elements are fundamental to creating a well-balanced and visually cohesive shopfront, particularly when designed to align in scale, proportion, and material with the overall building.

A new shopfront within a historic building should typically incorporate traditional design elements to ensure compatibility with the building's character. Such design approach helps establish a cohesive and respectful relationship between the shopfront and its architectural setting.

- | | |
|--------------------|-----------------|
| 1 Fascia | 6 Shop entrance |
| 2 Console bracket | 7 Mullion |
| 3 Pilaster capital | 8 Stall riser |
| 4 Pilaster | 9 Cornice |
| 5 Plinth | 10 Transom |



5.2 Key principles for shopfront design

Overarching Design Principles

Respect for Architectural Context

The shopfront design should complement the building's architectural style and proportions. Original features should be retained and restored wherever possible to preserve the historic streetscape.

Maintain Proportions and Harmony

The shopfront elements should all be in proportion with both the building itself and the adjacent buildings to maintain the vertical and horizontal rhythm of the overall streetscape.

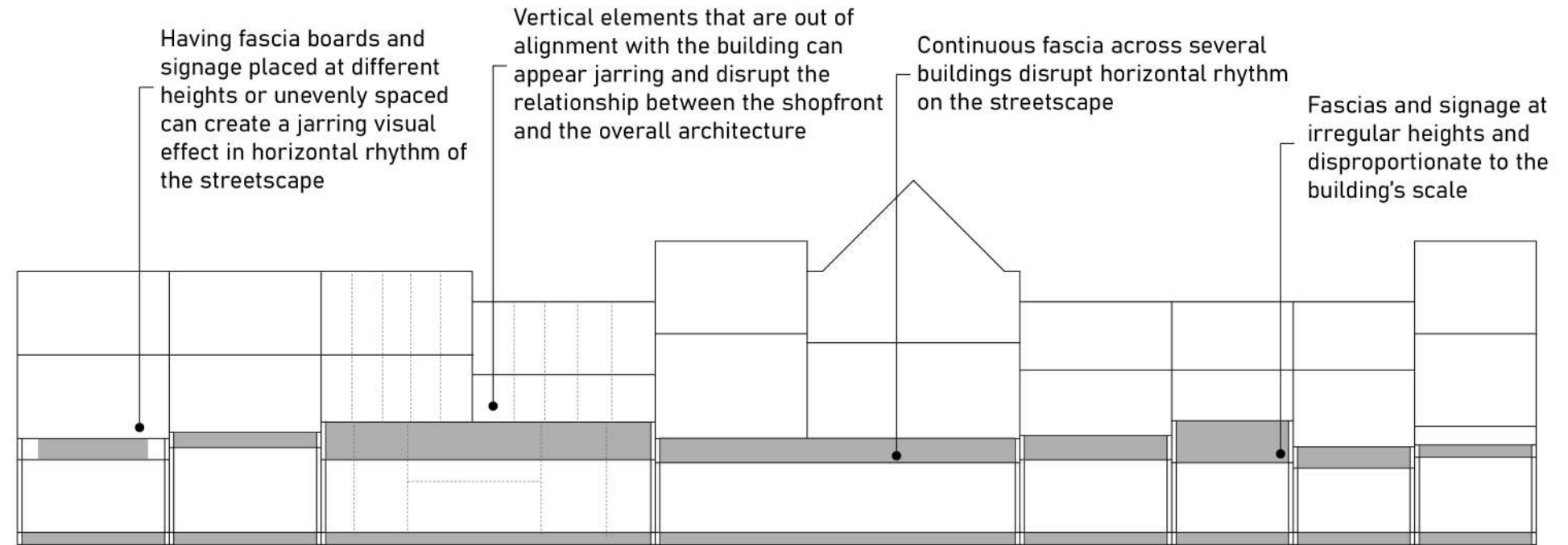
Clarity and Simplicity in Design

Avoid cluttered designs with excessive signage, advertisements, or unnecessary fixtures to maintain a clean, appealing design.

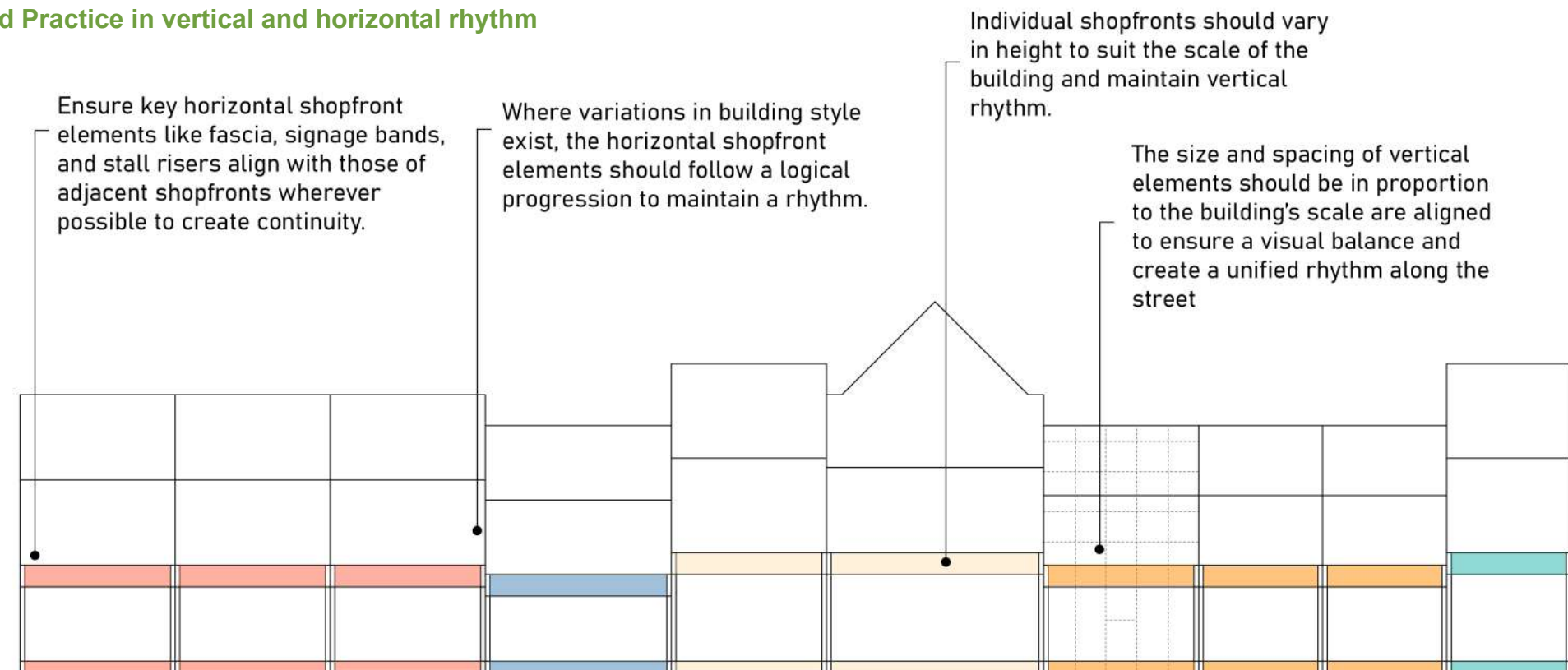
High-Quality and Durable Materials

Use high-quality, durable materials that are appropriate to the building's character and style.

Bad Practice in vertical and horizontal rhythm



Good Practice in vertical and horizontal rhythm



5.3 Development Control of Shopfronts

Planning Permission

Any new shopfront or replacement of an existing one will require planning permission. Any alterations to an existing shopfront that involve a material change—such as modifications to its design, materials, or structure—will also require planning permission.

Permitted Development Rights (PDRs)

Permitted development right (PDRs) allow certain types of work without needing to apply for planning permission. However, there are exceptions.

The PDRs, set out in Class A of Part 7 of Schedule 2 to the Town and Country Planning (General Permitted Development) (England) Order 2015, as amended, include the conditions of extension or alternation of a commercial, business or service establishment.

The following types of work related to the development of the commercial, business or service establishment are not permitted:

- any alterations would be on article 2(3) land, which are the designated areas including conservation areas
- the development would involve the insertion or creation of a new shop front or the alteration or replacement of an existing shop front; or
- the development would involve the installation or replacement of a security grill or shutter on a shop front.

Permitted Development Rights (PDRs) (continued)

The implication is as follows:

- Planning permission is usually required for any alterations to shopfronts that would involve material changes, whether inside or outside of conservation areas, as such alterations are not included within Permitted Development Rights (PDRs).

Listed Building Consent

Listed Building Consent alongside planning permission are always required for the development of a new shopfront, as well as for the replacement or alteration of shopfronts attached to or within listed buildings.

Conservation Area

Most of the shopfronts lie within the Melton Mowbray conservation area. Shopfront quality is the key to address the currently ‘At Risk’ status of the conservation area.

The existing development control seeks to safeguard the historic streetscape and ensure the shopfront design retains and enhances the character of the area through good design and sympathetic adaptation. Consideration will be given to the impact the shopfront design will have on the appearance of the building, streetscape, and the surrounding areas.

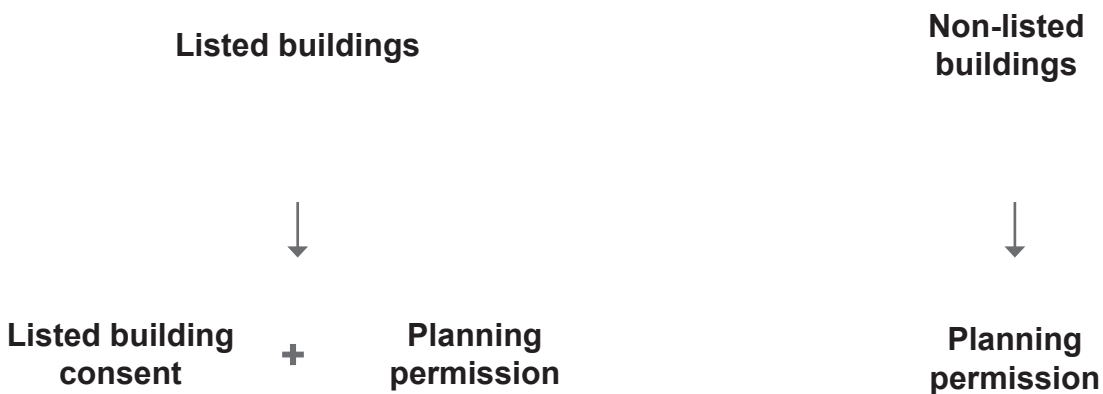
Enforcement

Any development, replacement, or alterations to a shopfront, without obtaining the necessary permissions from the local planning authority, constitutes a criminal offence under planning

law. Ensuring compliance is critical to avoid enforcement action, penalties, and potential legal consequences.

Type of consent required for new shopfront, replacements or alterations of shopfront

What is the status of your building?



5.4 Shopfront Design Elements

Fascias and Cornices

Often the most recognisable component of a shopfront, the fascia is used to display the name of the shop or owners. The proportion and style of the fascia, and the relationship with the surrounding buildings and shopfronts must be carefully considered in the design process. Fascias typically present a moulded cornice along the top, protecting it from the weather.

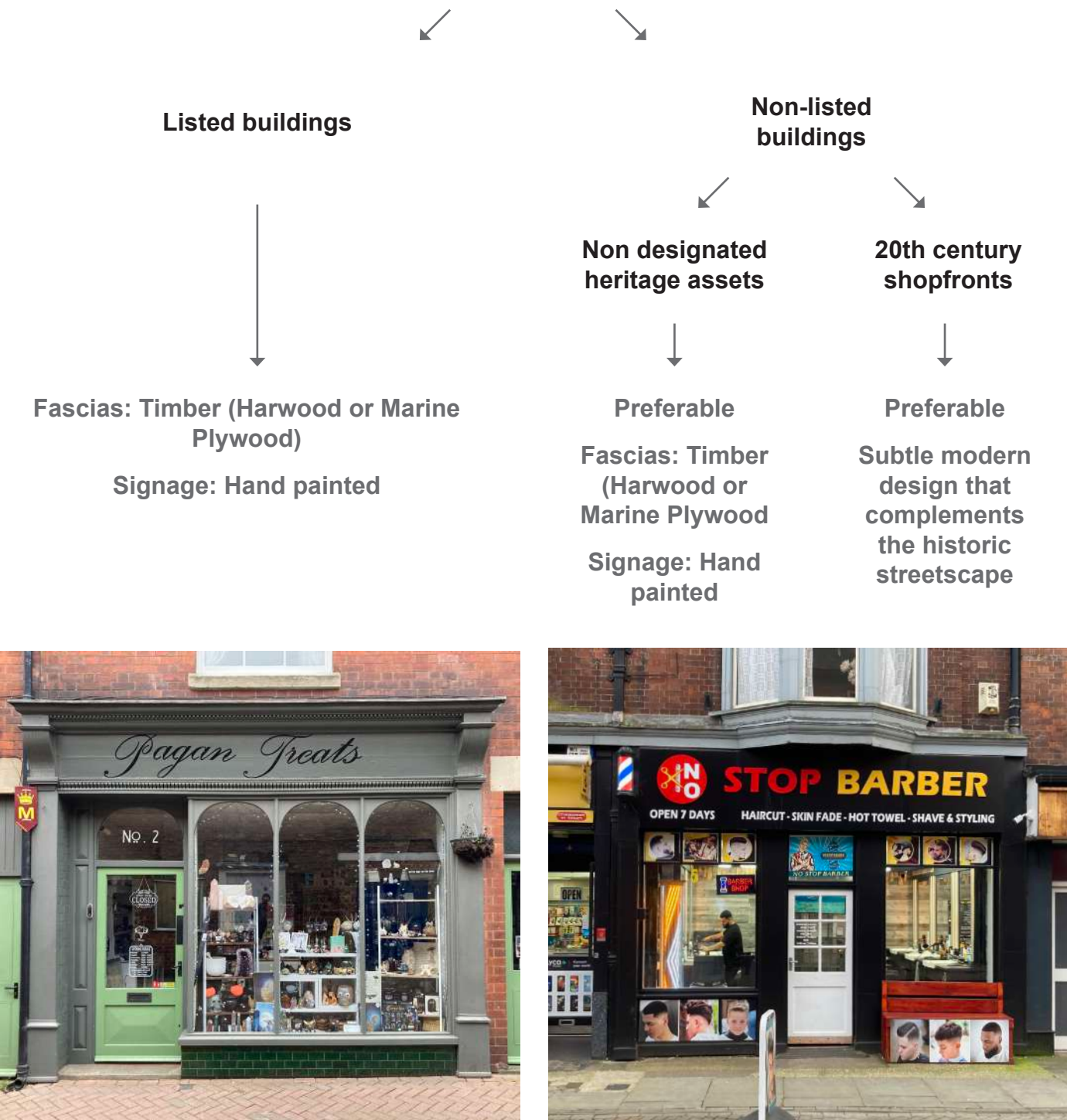
Key principles

- 1. All fascias should be proportional to the size the shopfront and be contained within the original shopfront
- 2. Fascias should respect the original architectural details of the shopfront, and not obstruct any of these details, including console brackets and pilasters
- 3. Fascias should not obscure a previous traditional fascia
- 4. Signage should be directly applied to the fascia. See additional detail on signage on section 3.5.



The shopfront merges historic elements, fascias and cornices, with modern colours and designs which enhance visual appeal while honouring the building's architectural heritage.

What is the status of your building?



The original fascias and cornices have been preserved, with a colour that matches the shopfront.



Poor example of neglecting the fascias and cornices in design, the oversized board obscures original architectural details

Pilasters and Consoles

Pilasters are light vertical structural elements such as columns or piers that frame the shopfront window and define its width. These provide support for the fascia, and other structural elements of the building. In some cases, pilasters can also subdivide the shopfront into different parts. Pilasters typically present a console bracket at their head to support the fascia.

Key principles

- 1. All shopfronts should incorporate pilasters, columns or piers.
- 2. Traditional shopfronts should include pilasters. These should be retained, repaired or reinstated.
- 3. Console decorations and motifs in traditional shopfronts should be retained and repaired.
- 4. Whilst pilasters may not be appropriate for contemporary shopfronts, these should incorporate columns or piers to frame the shopfront.



The original pilasters and consoles have been maintained, featuring a colour that complements the shopfront.

5.4 Shopfront Design Elements

Stallrisers

Stallrisers are the panels below the shop window. They establish a solid base, raising the level of the window and display to attract the attention from potential customers. Stallrisers also provide additional protection against knocks or scratches.

Key principles

1. All historical buildings should incorporate stallrisers in their shopfronts.
2. Stallriser heights should respect the original shopfront dimensions or the general height for the surrounding buildings along the street.
3. Stallrisers should incorporate a moulded projecting cill that creates a horizontal separation from the window glass.
4. Stallrisers should include inset panels that will break up the mass of the stallriser.



Stallriser in red brick features inset panels which enhances visual hierarchy to the façade design.

Shop Windows

Shop windows provide a space for the goods in the shop to be exhibited, inviting people walking by to see and engage with the interior of the shop. They provide a frontage that also contributes to the overall street activity and passive surveillance into the street.

Key principles

1. Traditional shop window frames and details should be retained, repaired or reinstated.
2. Shop windows should respect and be proportional to the original dimensions and rhythm of the building façade.
3. In traditional buildings, flat mullion and transom bars should be avoided. Vertical mullions and horizontal transoms should present a profile.
4. Large windows, especially large glazed surfaces should be avoided. Shop windows should be subdivided into smaller sections instead.



Traditional shop window and mullion featured intricate carvings retained in the existing shopfront

Shutters

Security must be at the core of the design process for a new shopfront. Shutters and grills protect the shopfront from theft and anti-social behaviour. However, over dimensioned security strategies are often detrimental for trade and for the overall town centre vibrancy. For instance, external roller shutters generate a hostile environment on the street, having a negative impact on night-time economy and street life outside trading hours.

Key principles

1. Roller shutters should be internal for all new shopfronts within the town centre.
2. External shutters are not permitted in a conservation area.
3. Avoid the use of coloured paint on the shutters. Black shutters will help emphasise the shopfront, display and signage.
4. Consider internal roller shutters that are set back from the shopfront window. These will allow for the main goods to be on display at all times.



External shutters are not permitted in a conservation area.

Lighting

Shopfront lighting is essential for attracting customers and enhancing the shopping experience. Effective lighting should complement the historic setting and create a fitting ambience, highlighting products and subtly conveying the brand's identity.

Key principles

1. Limiting the use of bright colours, multi colour and flickering lighting, and focus on a harmonious, muted palette that complements the historic setting.
2. The use of illuminated signs should be avoided. Refer to section 3.5 for the adverts and sign design guide and relevant advertisement control regulations.
3. Ensure that lighting does not create glare or reflections on surrounding surfaces, such as windows or neighbouring buildings.



Inappropriate colour lighting on listed buildings

5.4 Shopfront Design Elements

Adverts & Signs

There are various types of signage and advertising elements associated with shopfronts, each serving a unique purpose in attracting attention, enhancing visibility, and promoting businesses.

Fascia Signs

Fascia signs are positioned above the shopfront, typically spanning the width of the building. They serve as the primary form of identification, drawing attention to the business while helping to define the shop's presence in the streetscape.

Projecting Signs

Projecting signs extend from the building's façade, positioned at eye level to increase visibility from a distance. They aim to attract pedestrians' attention and are especially useful in areas with limited sightlines.

Canopy Signs

Canopy signs are attached to the awning or canopy above the shopfront. They provide additional branding space, are visible to customers approaching from various angles, and often help protect the shopfront from weather.

Key principles for general signage and advertising

1. Signage should respect and align with the proportions of the building elements and fascia.
2. Unnecessary signage and advertising clutter should be avoided. This includes signage repetition, excessive or redundant text, notice posters on windows/fascias and/or upper floor advertisements.
3. Colour use should be minimised to achieve simple and bold designs. Consider the use of muted colours or different shades of the same colour, coupled with a bold colour for the text/signage.
4. Avoid large sections of vinyl attached to the inside of the shop window. Alternatives can include the use of individually cut out lettering or graphics to allow light and views in, or the use of advertising boards set back from the shopfront.
5. Large graphics or images (e.g product or food images) with a range of colours and styles should be avoided.
6. Projecting signs should be avoided.
7. Lettering and font styles should be in keeping with the heritage context and conservation area status. Monochrome and duochrome graphic identities should be considered.
8. Corporate signage should be adapted to align with the principles stated above.

Key principles for Fascia Signs

1. All fascia signage should be limited to the name and service of the shop.
2. Font size should be proportionate to the fascia. A hierarchy of fonts should be established, with the shop name being the largest font.
3. Fascia signage should be applied directly to the fascia, preferably hand painted. Stickers, fascia boards or boxed signage applied on top of original fascia should be avoided.



Good example of effective signage design that complements overall shopfront



Poor example of a planted on fascia sign above the original fascia



Good examples of modest signage in a large fascia



Poor example of low-quality, stuck-on plastic fascias with visible plastic fixings

5.5 Adverts & Signs Control

Planning Permission for Adverts & Signs

As per section 222 of the Town and Country Planning Act 1990 (as amended), planning permission is deemed to be granted for any development of land involved in the display of advertisements, provided it complies with the regulations. However, it would not grant consent for any erection of physical structure unless its primary purpose is to display advertisements.

Advertisement Consent

The display of advertisements is governed by a specific approval process under the Town and Country Planning (Control of Advertisements) Regulations 2007.

The advertisement control system covers a wide range of advertisements and signs; those related to shopfront and business premises include:

- Posters and notices
- Fascia signs and projecting signs
- Pole signs and canopy signs
- Price markers and price displays

Displaying an advertisement often requires “advertisement consent”. Town and Country Planning (Control of Advertisements) (England) Regulations 2007 and ‘Outdoor advertisements and signs: a guide for advertisers’ outlines which ones do and do not require consent.

In general, the majority of the adverts and signage related to shopfronts and business premises fall into the following two categories,

- Advertisements with ‘deemed consent’

- Advertisements requiring express consent

Advertisement Consent for Listed Building

When displaying adverts and signs on or near listed buildings, special care is necessary to ensure they do not detract from the building’s historic character and appearance. Even when the rules grant “deemed consent” for an adverts or signs, a separate listed building consent is required if the sign is attached to a listed building.

Deemed Consent

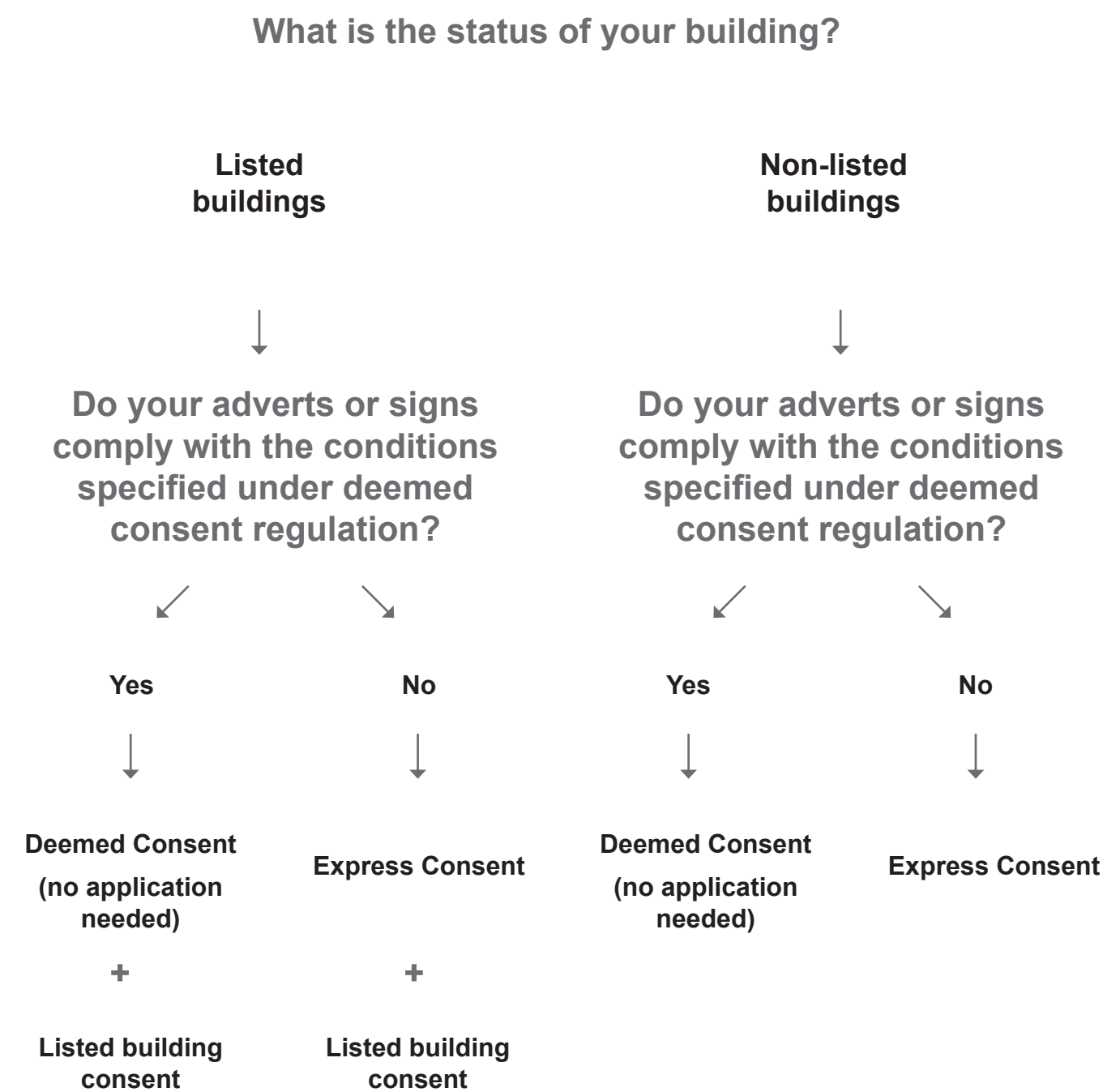
The majority of adverts and signs for shopfronts fall under the control of local planning authorities. Some benefit from “deemed consent,” which allows display without application for an express consent needed, providing that specific conditions are met.

Stricter rules apply for adverts and signages within conservation area where most shopfronts in the study area are within. Where consent is required, consideration will be given to the impact the adverts and signs will have on the appearance of the building, and the surrounding area.

Express Consent

Express consent is required for adverts and signages that are not excluded from the planning control, do not qualify under the provisions for deemed consent and fail to meet the conditions and limitations specified for the relevant class of deemed consent.

Type of consent required for displays of adverts and signs



5.6 Conditions under Deemed Consent

Conditions under Deemed Consent

The following table summarises the types of advertisements and signage related to shopfronts with deemed consent under certain conditions.

Enforcement

Any display of advertisements, without obtaining the necessary permissions from the local planning authority, constitutes a criminal offence under planning law. Ensuring compliance is critical to avoid enforcement action, penalties, and potential legal consequences.

Further Reference for Adverts & Signs

For further details of the lawful display of adverts and signage, please refer to the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 and ‘Outdoor advertisements and signs: a guide for advertisers’

Class	Types of Adverts & Signs and their Conditions under Deemed Consents			Application in Conservation Area
Class 2B	Miscellaneous advertisements on any premises	Notices or signs to be displayed on any premises for the purpose of advertising the fact that a person, partnership or company is carrying on a profession, business or trade at those premises. These would include: - a brass plate outside a doctor’s surgery - a notice-board displaying the names of individuals in a partnership - the name of a company operating from the premises.	An advertisement must not exceed 0.3 of a square metre in area, but if there is more than one entrance to the premises on different road frontages, but if there is more than one entrance to the premises on different road frontages, two advertisements of 0.3 of a square metre each may be displayed (on a separate frontage),	Yes
Class 2C		Notices or signs which relate to: - any religious, educational, cultural, recreational, medical or similar institution; or - any hotel, inn or public house, block of flats, club, boarding house or hostel;	- Advertisement is displayed at the premises and does not exceed 1.2 square metres in area - If there is more than one entrance to the premises on different road frontages, two advertisements of 1.2 square metres each may be displayed (each on a separate frontage).	Yes

5.6 Conditions under Deemed Consent

Class	Types of Adverts & Signs and their Conditions under Deemed Consents			Application in Conservation Area
Class 4B	Illuminated advertisements	Internally or 'halo' illuminated advertisements on other business premises (see Class 5 below) if they relate wholly to the business or name or qualifications of the person carrying on the business or the goods sold or services provided.	- An advertisement must not have any intermittent light source, moving feature, animation or exposed cold cathode tubing; - An advertisement must not have more than one such fascia panel and one projecting at right angles; - In the case of a shop, an advertisement may only be displayed on the wall with a shop window; - An advertisement must be at least 2.5 metres high at its lowest point; - If a fascia panel, an advertisement must not extend more than 0.25 of a metre from the wall; - If a projecting sign, an advertisement must not exceed 0.25 of a metre between the two sides. - A projecting sign must not exceed 0.75 of a square metre in area, project more than 1 metre from the wall, exceed two-thirds of the width of any pavement below it, or be more than one-sixth of the frontage measured to the top of the advertisement.	Not Applicable, express consent is required
Class 5	Advertisements on business premises	Advertisements for the goods or services available at the particular premises. - the business or other activity at the premises; - the goods for sale or the services available; and/or - the name and qualifications of the firm or person providing the service in the premises.	- An advertisement must not have any letters, figures, symbols or similar features in the design over 0.75 of a metre in height, or 0.3 of a metre in height if they are in any Area of Special Control of Advertisements; - An advertisement must not have its highest part at more than 4.6 metres above ground-level, or 3.6 metres in any Area of Special Control of Advertisements; - An advertisement must not have its highest part above the level of the bottom of the first-floor window in the wall where the advertisement is; - An advertisement must not be illuminated, unless the illumination is intended to indicate that medical or similar services or supplies are available at the premises; and - If the premises are in any Area of Special Control of Advertisements, an advertisement must not exceed in area 10 per cent of the external face of the building, measured up to a height of 3.6 metres above ground-level.	Yes
Class 6	Advertisements on forecourts of business premises	the type of advertisement permitted by Class 5 on forecourts of business premises	- Any notices, signs or advertisements must be at ground-level. - The total permitted area for all forecourt advertisements must not exceed 4.6 square metres on each forecourt frontage to the premises. So a building with two forecourt frontages may have advertisements not exceeding 9 square metres in all, provided that those on each frontage do not exceed 4.6 square metres. - Forecourt advertisements must not be illuminated in any circumstances.	Yes

5.7 Materials and colour palette

Materials

Well-chosen materials enhance durability and reflect the character of the building and its setting. Hence, selecting materials for shopfronts requires careful consideration of the design, the building it occupies, and its surrounding context. A limited palette of high-quality materials not only enhances durability but also ensures the shopfront integrates harmoniously in the wider streetscape and positively contributes to the identity of the town.

Timber

Ideally splice repairs in matching timber using traditional techniques for listed buildings. Finish with paint for details including fascias, mullions.

Stone

Stone - natural stone use, in particular local vernacular stone such as yellow ironstone, is encouraged as a shopfront material.

Brick

For buildings with a brick facade, a similar brick type can be applied on the shopfront to provide continuity to the designs. Paint finishes can also be applied to the brick elements to match the shopfront primary colours and features.

Metals

Aluminium could be applied in modern shopfronts.

Plastics and acrylic

Avoid their use in Melton Mowbray Town Centre. Not in line with the Conservation Area requirements

Colour

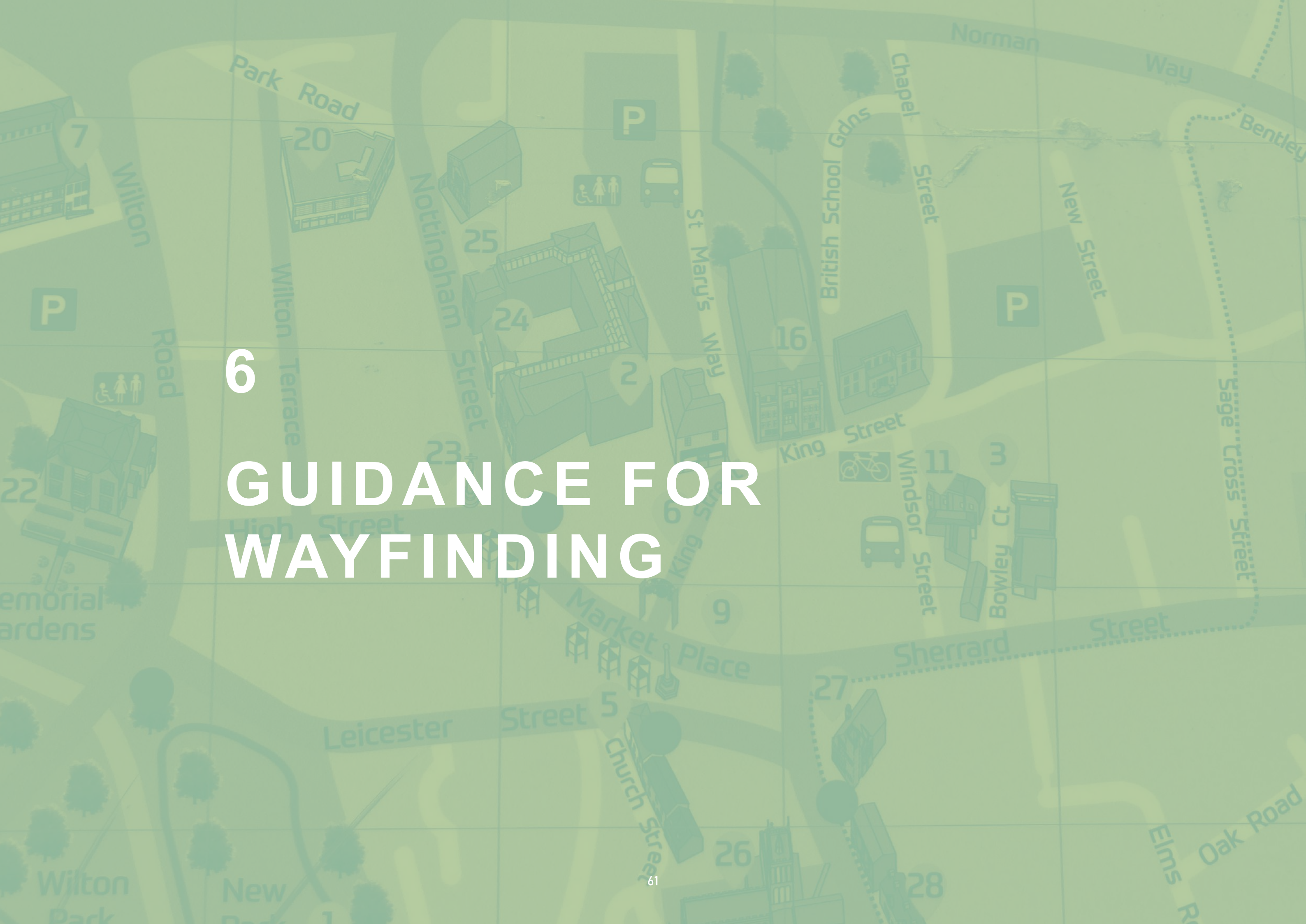
The colour palette should complement the building's architecture and the wider streetscape, with careful consideration given to the local context, historical elements, and branding. A balanced combination of colours can evoke the right mood, attract attention, and help the shopfront stand out while maintaining a cohesive and respectful relationship with its surroundings.

Key principles

1. Colour use should be minimised to achieve simple and bold designs.
2. Colours used for the shopfront background and sign writing should present a contrast
3. Consider the use of pastel or muted colours or different shades of the same colour, coupled with a bold colour for the signage
4. Colours complementary to the Melton Mowbray Public Realm colour palette (section 4.1) should be considered.

Good examples of overall shopfront design





6 GUIDANCE FOR WAYFINDING

6.1 Wayfinding Strategy

The wayfinding strategy for Melton Mowbray ensures clear, accessible navigation through strategic signage placement. It balances heritage with cohesive, durable designs, aligning with town branding and sustainability goals. Using innovative materials, digital integration, and intuitive layouts, it enhances orientation, reflects local identity, and fosters engaging, user-friendly exploration of the town's landmarks.

A range of wayfinding signage elements are needed to provide the right amount of information, and these should be used in the right locations.

The map intends to show the proposed locations of the wayfinding signage along the key pedestrian routes. However, additional signage at significant landmarks is not included in this stage, determining which landmarks hold local importance and require signage will be addressed in a more detailed design exercise.



6.2 Wayfinding Design Principles*

Design Principles

The guidance provided within the wayfinding strategy is intended to set key principles and parameters, the individual content of each sign will be subject of a detailed design exercise.

Location

- **Strategic Locations:** Install wayfinding signs along key walking routes, orientation points and decision point, such as junctions, arrival points and landmarks to guide pedestrians effectively
- **Avoid over-signing:** Install signs only where necessary to avoid over-signing to create visual clusters and an over-interpreted environment where individuals lose the chance to take in the landscape itself.
- **Clear Hierarchy:** Implement a clear hierarchy of signage elements with varying levels of details at key locations to offer comprehensive and intuitive navigation and orientation assistance throughout the town centre

Design

- **Clarity:** Use concise, easy-to-read text and universally understood symbols to ensure readability. Minimise jargon and ensure language is relevant to broad audiences, including tourists and non-local visitors.
- **Legibility:** Choose fonts, sizes, and colours that are legible in various lighting conditions and from different distances. Consider factors such as readability for pedestrians and cyclists.

- **Local identity:** Wayfinding elements should reflect the town's branding, using complementary colours, materials, themed designs and local motifs that align with the local identity.

Design (continued)

- **Consistency:** Use a cohesive design for all wayfinding signage (fonts, colours, materials) to ensure uniformity and reinforce the town's brand identity, while considering any integration with the historical elements of the landscape.
- **Accessibility:** The design of any signage concepts will consider any requirements relating to the Disability Discrimination Act (DDA) relating to signage communications. Where possible, wayfinding signs should signpost accessibility-friendly routes to assist people with mobility needs

Durability and maintenance

- **Weather-resistant materials:** Use durable, weather-resistant and vandal-proof materials for all wayfinding elements, ensuring longevity in the outdoor environment. Consider materials that complement the town's heritage while maintaining modern functionality, such as timber, metal, or stone finishes.
- **Low maintenance:** Design signage that is easy to update and maintain to ensure functionality and visual appeal over time. Plan for regular upkeep and cleaning to preserve the wayfinding system's effectiveness and longevity.

Interactive Features

- **Digital integration:** Leverage evolving technologies to enhance functionality and user experience of the wayfinding elements.

Interactive Features (continued)

- **Engagement:** Integrate interactive elements such as informational boards, heritage markers, or gamified activities to enrich navigation experiences by allowing visitors to explore the town's history and culture in engaging ways.



*Examples from outside of Melton Mowbray are used on this page to illustrate best practice.

6.3 Wayfinding Elements

Wayfinding Typology	Wayfinding Elements		Interventions to existing signage
Street Signs	Street Name		Incorporate the old street names or historical references beneath the current street name to create a connection between the town's rich past and its modern identity
Primary Orientation Sign	- Maps Integration - Directional arrows - Landmark Identification - Informational Text		- Reorganise the primary and secondary orientation signages in town centre following the wayfinding hierarchy, and ensure its contents are relevant to its strategic placement. - Revamp the information board with a contemporary design featuring clean lines, modern materials, legible typography, intuitive icons, and a cohesive colour scheme to enhance both functionality and aesthetic appeal. - Rationalise information boards by prioritising essential information and direction, using clear font sizes for readability, and organizing content with hierarchy and contrast.
Secondary Orientation Sign	- Maps Integration - Directional arrows - Landmark Identification		
Directional Sign	Directional Arrows		Retain existing signage to ensure familiarity and continuity, prioritising replacement only when necessary. Gradually introduce a new direction signage design that align with the town's branding and aesthetics

6.3 Wayfinding Elements

Wayfinding Typology	Wayfinding Elements		Interventions to existing signage
Identification Sign	Landmark Identification		Rationalise designs including font style and colour with possible subtle variations.
Round Plate	Landmark Identification		Rationalise designs including font style and colour with possible subtle variations.
Interpretation Board	Landmark Identification		Revamp the information board with a contemporary design to enhance both functionality and aesthetic appeal, and maintain consistency across all the interpretation boards in the town centre.
Flag	Directional Arrows		Ensure the design aligns with the town centre' overall branding and aesthetics to reflect the town's identity and create a cohesive visual experience

6.4 Wayfinding Best Practice*

City of Bath

Designer: fwdesign

Bath's wayfinding system draws inspiration from the city's history and architecture, featuring rectangular bronze monoliths with circular enamel maps, key destinations, directions, compasses and sundials. It incorporates dual-scale mapping, city-wide and detailed local maps, to enhance navigation and orientation.

Key Takeaways

- Integration of heritage and modernity: The wayfinding design blends historic charm with contemporary aesthetics, using bronze and stone to complement Georgian architecture. The understated design strikes a balance between visibility and subtlety and ensures the wayfinding elements are functional without overpowering the city's historic character.
- Branding consistency: the wayfinding design aligns with Bath's urban landscape design language, harmonising with the new street furniture to reinforce, a sense of place and identity throughout the public realm in town
- User-centred design: Maps and signage prioritise legibility and readability, featuring clear, simplistic designs with appropriate detail levels to enhance orientation and ease navigation.
- Ease of maintenance: Durable and weather-resistant materials ensure long-term functionality and minimal maintenance.



Lancaster

Designer: Placemarque

The wayfinding strategy for Lancaster was developed to encourage better place connections with a new family of signage consisting of totem and direction signs, in-ground markers and cast stone structures, all reflecting the city's local identity through their design. It incorporates maps, walking catchments, key destinations, directional signage and local stories to enhance navigation and orientation while reinforcing the city's cultural identity and history.

Key Takeaways

- Reinforce local character and identity: The design references Lancaster's heritage through materials, colours, and graphics, using engraved patterns on stone bases to reflect the city's historic identity. It also set the cultural narrative of the city by including local stories on the signage.
- Contemporary aesthetic: The design is modern yet respects the historic landscape, blending seamlessly into the town's visual identity. The colour and material palette complement the surrounding landscape.
- Multifunctional design: Signs integrate directional and interpretive information without overwhelming the audience, offering a streamlined user experience.
- User-centred design: The use of legible fonts, contrasting colours, and intuitive symbols ensures accessibility and readability to enhance orientation and ease navigation.
- Ease of maintenance: Durable and weather-resistant materials ensure long-term functionality and minimal maintenance.



*Examples from outside of Melton Mowbray are used on this page to illustrate best practice.

6.5 Heritage Trail

Melton Mowbray’s Heritage and Royal Mile Trails celebrate the town’s history and royal connections through storytelling and interpretive design. Signage, including interpretation panels and identification markers, guides visitors along cohesive narratives. Distinctive designs balance information, interactivity, and aesthetics, fostering immersive exploration and emotional connections while enhancing the town’s cultural identity and character.

The town features two notable trails, the Heritage Trail, which highlights its rich history through architectural remnants, and the Royal Mile Trail, which reveals stories of royal connections and significant events. Together, these trails contribute to the town’s character and cultural identity.

Unlike general wayfinding, these trails emphasise storytelling, guiding visitors through landmarks with interpretive boards, orientation signage, round plates, and identification markers. The user experience is immersive, fostering deeper emotional connections through historical narratives and contextual design. Guidance within the wayfinding strategy sets principles for design, but the specific content and appearance of signs require detailed, site-specific considerations.

Design Principles

Placement

- Narrative flow: Place signage in a sequence that guides visitors through a cohesive story, connecting historic and cultural landmarks meaningfully.

Placement (continued)

- Key landmark emphasis: Strategically position interpretation boards near prominent landmarks to draw attention and encourage visitors to explore further.

Design & Style

- Distinctive aesthetic: Heritage trail signage can slightly diverge from the general town wayfinding system to establish its unique identity while maintaining alignment with the town’s overall branding.
- Visual identity: Incorporate thematic aesthetics inspired by local history, culture, and significant events, which helps differentiate between the heritage trails while maintaining consistency throughout
- Balance information: Include interpretive and educational content about landmarks or events in an engaging format, avoiding information overload.
- Interactive features: Integrate interactive elements or immersive designs to spark curiosity and promote exploration.
- Content balance: Present information in a way that is visually engaging yet not overwhelming, balancing interpretive content with visual appeal. Include stories, historical events, and images to enrich the experience.

	Wayfinding Typology	Interventions to existing signage
Melton Mowbray Heritage Trail	Interpretation Panel	• Revamp interpretation panels with a contemporary design to enhance visual appeal and functionality. • Improve legibility by simplifying content and making it relevant to the audience, highlighting the historical significance and connection to the present. • Include interactive elements to appeal to diverse generations, fostering a deeper connection and engagement with the history and cultural context.
Melton Mowbray Royal Mile Trail	Identification Signage	• Rationalise the information presented so it’s clear to the audience what the signage represents and how to access more detailed content • Enhance the design with bold graphics and high-contrast colour schemes to make the signage more noticeable.

6.6 Heritage Trail Best Practice*

Barcelona

Designer: PFP, disseny gràfic

Barcelona’s Old Town point of historical interest totems and plates are thoughtfully designed to reflect the district’s rich heritage and character. Finished in brown tones, these totems blend seamlessly with the historic streetscape, offering information relating to the heritage in town.

Key Takeaways

- Integration of Heritage and Context: The totems and plates’ earthy brown finish complements the warm tones of the Old Town’s medieval architecture, stone pavements, and narrow streets. Their design respects the area’s historic charm while providing a modern layer of functionality.
- User-Centred Design: The totems feature clear, multilingual text, historical descriptions, and easy-to-read maps to aid navigation while encouraging exploration of the Old Town’s cultural landmarks. Their placement ensures accessibility without intruding on the public realm.
- Ease of Maintenance: Constructed from durable, weather-resistant materials, the totems are designed for long-term use, minimising the need for frequent maintenance. Their finish and structure are chosen to resist wear while maintaining a timeless appearance.

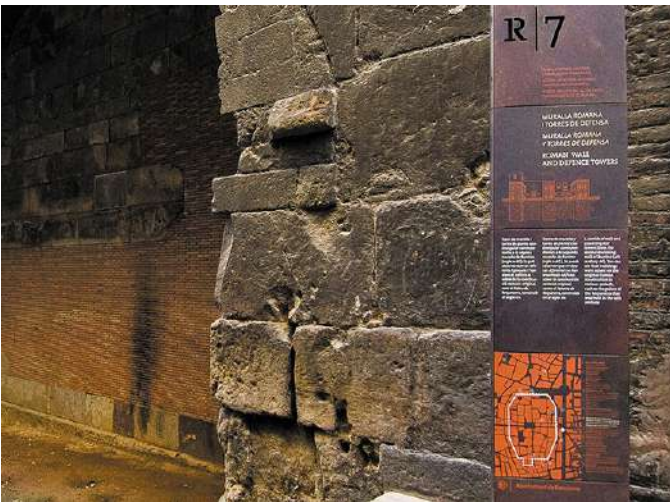
Dawlish Heritage Trail

Designer: Imagemakers

The Dawlish Heritage Trail offers an engaging journey through the rich history and unique charm of this coastal town in Devon. The trail consists of carefully placed interpretation boards and signage that highlights key historical sites and stories and invites both residents and visitors to explore and connect with the town’s past.

Key Takeaways

- Cohesive and Contextual Design: The design features striking graphics and a colour palette inspired by the iconic red cliffs in town. It also ensures the design remaining visually engaging and legible.
- Interactive Features: The trail’s interactive features—tactile plaques, QR codes for audio monologues, and a wind-up audio point—enhance exploration and make heritage discovery more engaging and enjoyable for visitors
- Accessible and User-Friendly: The trail is accessible with QR codes and provides access to audio monologues by historic characters, some voiced by locals, ensuring visitors with impaired vision can engage with the trail through narrated readings.
- Community Ownership and Pride: Developed with input from diverse local stakeholders, the trail reflects community values through co-created audio monologues. This approach fosters pride, ownership, and a connection to Dawlish’s shared history and future



*Examples from outside of Melton Mowbray are used on this page to illustrate best practice.



ANNEX

Background information

Strategic Location & Connectivity

Melton Mowbray is a market town in north-east Leicestershire, part of the Melton Borough. Surrounded by 50,000 hectares of rolling countryside, it combines the rural charm of Melton Borough with excellent connectivity to cities like Leicester, Nottingham and Loughborough via the A607 and A606. The railway line also runs through the town to provide rail connections across the country.

History

Understanding the history of Melton Mowbray is key to appreciating the town centre and help in identifying the unique historic opportunities that the town centre presents.

Medieval period

During the medieval period, Melton Mowbray developed as a thriving market town. Its growth, initially linked to the location at the river crossing, eventually evolved on the back of wool trade and, in turn, other commodities, including sheep, corn, butter and herbs. In the seventeenth century, a marked decline in trade impacted the town's prosperity.

Industrialisation

Industrial expansion significantly transformed Melton Mowbray. The Melton Mowbray Navigation Canal from Syston to the Melton Mowbray basin (1795) and the Syston to Melton railway link (1846) enabled numerous industries to establish and prosper in the area, thus driving population growth. At this time, there were two prestigious industries in Melton Mowbray, Stilton Cheese, and pork pies. Other industries, including wool and boot factories also settled in Melton Mowbray during this period. Hence, a large number of houses were built in the town, shaping a significant part of the town centre's buildings and spaces.

20th century

Construction of the main roads around the town centre have altered the historic street pattern and its urban grain. During the post war years, the town expanded with the construction of large housing estates on the northern and southern fringes of the town.

Today

Today, Melton Mowbray embraces its heritage as the "Rural Capital of Food," known for its pork pies, Stilton cheese, and agricultural ties. Its economy thrives with a growing manufacturing sector and increasing food production startups and rural enterprises.

Town Centre as the heart of the town

The town centre of Melton Mowbray is the oldest and most vibrant part of the town, reflecting its historical roots as a market town. The street layouts, buildings, and spaces within the central area showcase a development pattern that evolved from medieval times, with Georgian and early Victorian architectural influences. Most of these buildings are two to three storeys tall, set on narrow plots, and form continuous frontages that give the town centre a strong sense of enclosure and cohesion.

The entire shopping area falls within a designated conservation area, preserving its historical and architectural significance. The town's layout and structures, combined with its market tradition, make the town centre a key retail hub and destination within the borough. The Melton Mowbray Town Estate (MMTE) runs a market in the town centre every Tuesday, Friday and Saturday, which remains a focal point of the town's economy and social life. The town centre, with its architectural charm and bustling market culture, continues to play a central role in the town's identity and image to the broader region.



Planning Structure

In the UK, the planning system operates through a hierarchical structure, with policies and guidance cascading from national to local levels. Each layer provides a framework within which development is assessed and planned. Understanding this hierarchy is crucial for aligning the Melton Town Centre Design Guide within the broader planning context.

National Level



At the national level, broad principles are set to guide all development across the country. This is the top layer of guidance that all other plans and developments must follow.

Relevant guidance inform the development of the town centre design guide include:

- National Planning Policy Framework
- Planning Practice Guidance
- National Design Guide
- Manual for Streets
- DfT Local Transport Notes

Regional Level



The regional level of planning coordinates development across multiple local authorities, addressing large-scale issues that impact the wider area, while ensuring that local policies align with overarching regional goals.

Relevant guidance inform the development of the town centre design guide include:

- Leicestershire County Council Strategic Plan
- Leicestershire Highway Design Guide

Local Level

Borough Level

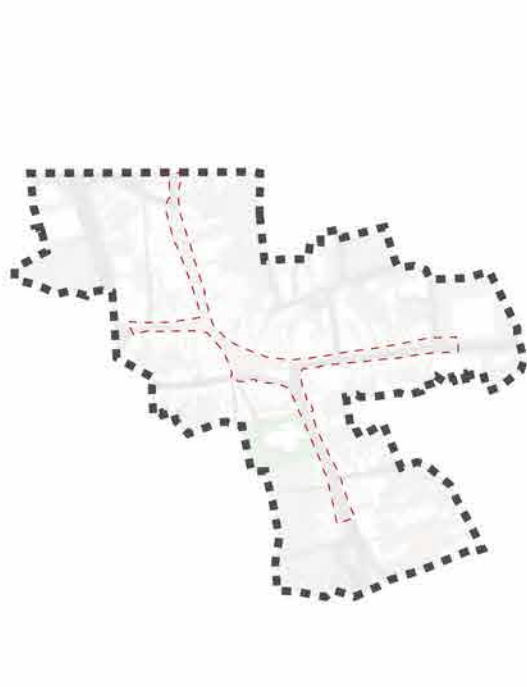


Local policies focus on specific issues and offer detailed guidance for shaping the area's growth. They ensure that development meets community needs while aligning with broader planning goals from national and regional levels.

Relevant guidance inform the development of the town centre design guide include:

- Melton Local Plan (Oct 2018)
- Melton Borough Design SPD

Melton Mowbray Town Centre



Below the borough-level policies are guidance documents that provide additional details on designated areas. These documents build on borough-wide policies and offer specific guidance for the design and development of those areas.

Relevant guidance inform the development of the town centre design guide include:

- Melton Mowbray Town Centre Vision (July 2022)
- Melton Mowbray Conservation Appraisal

Policy review

Melton Local Plan (Oct 2018)

Published in October 2018, the Melton Mowbray Local Plan outlines a long-term strategic vision and policies for the development of the borough up to 2036. Its vision focuses on creating a desirable place to live, work in and visit, enhancing Melton Mowbray as the historic market town.

Key priorities include supporting economic growth, improving infrastructure, providing affordable housing, safeguarding heritage, and addressing traffic issues. It also focuses on the revitalisation of the town centre, promoting health and wellbeing of locals, and fostering resilience to environmental challenges. The plan builds on the borough’s unique identity, reputation, heritage, character and rural nature to ensure the future development meets the needs of the local community, benefits the economy and improves the quality of the living environment

Relevant Policy	Aims & Objectives
Policy EC5 - Melton Mowbray Town Centre	- Enhancing and promoting the vitality and viability of Melton Mowbray’s town centre - Support the retention of Melton Mowbray’s role as a primary retail destination - Ensuring new development respects the local heritage and integrate with the towns’s historical character - Advocates for enhancing the quality of public spaces and providing an attractive and walkable environment for pedestrians
Policy EC6 – Primary Shopping Frontages	Preserve the strong retail focus within Melton Mowbray’s primary shopping frontages while allowing some flexibility for complementary uses to enhance the town centre’s appeal.

Melton Local Plan Review & Updates

The local plan underwent reviewed and updates starting from 2023. The emerging policy is broadly consistent with the policies in the Local Plan 2018 with a minor amendment to the policy related to the primary/secondary shopping frontages.

Relevant Policy	Aims & Objectives
Main Town Centre Uses and Melton Mowbray Town Centre	- Maintain active frontage to ensure the key retail areas remain vibrant and attractive - Encourage high-quality shopfront design and visual permeability, improving the look of the town centre and contributing to an engaging streetscape. - Retain and respect historical shopfront features and architectural character, ensuring new developments and shopfront integrate with and enhance the town’s heritage. - Promote the use of green infrastructure, such as street trees and green walls, to enhance the environment and contribute to sustainability goals. - Promote a compact, walkable environment that makes it easier for pedestrians to navigate and spend time in the area, benefiting local businesses.

Policy review

Melton Mowbray Town Centre Vision (July 2022)

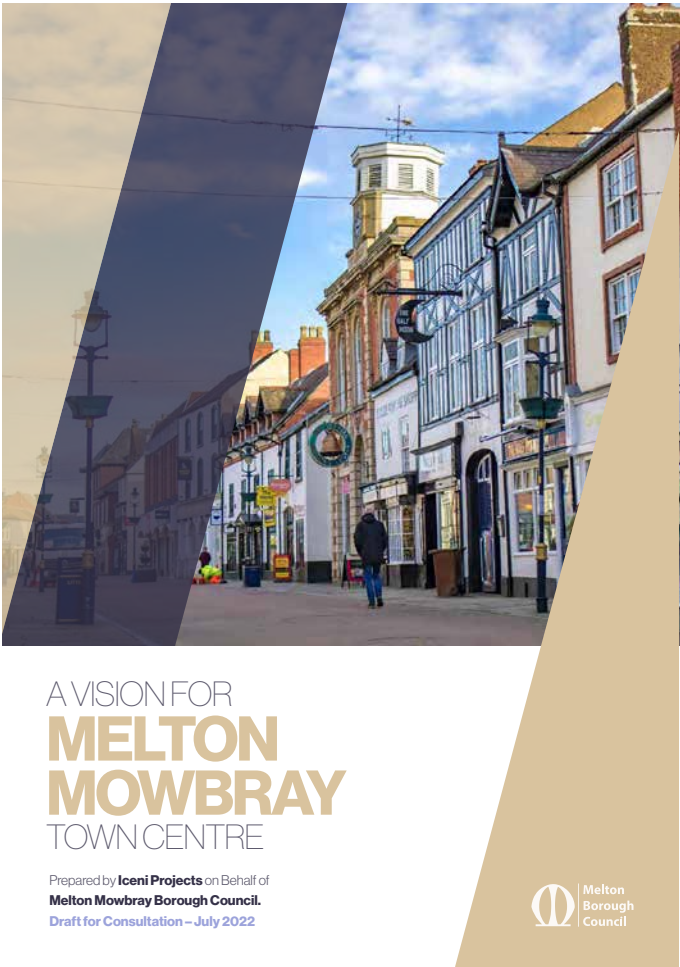
The Melton Mowbray Town Centre Vision (July 2022) outlines a long term comprehensive strategy for revitalising the town centre and enhancing its role as a vibrant hub for the community. The vision document was adopted in September 2022. It set a vision for the town to strengthen its position as the ‘Rural Capital of Food’ and to maximise the potential of Melton Mowbray as a rural market town. The vision is built on community engagement and extensive evidence base study to inform the direction for future changes.

To deliver the vision, the document identified the three main areas for improvements. The list below lists out the key interventions that are relevant to this guide.

A variety of development projects have been identified to enable the vision for Melton Mowbray. These projects are set to become key landmarks within the town, attracting foot traffic and creating employment opportunities. They hold the potential to transform the Melton Mowbray town centre, revitalising the area and enhancing its appeal.

The town centre vision informs our design guide by establishing clear priorities and objectives that align with the community’s aspirations for the area. In turn, the design guide equips stakeholders with the necessary tools and guidelines to bring their vision to life.

Priority	Interventions
Reinforcing commercial and economic activities	• Redesign the key gateways to enhance arrival experience. • Enhance the town centre’s character and identity through refurbishment of the heritage building • Improving pedestrian and cycle connectivity to the High Street to increase footfall and access to the town centre amenities to create a successful commercial hub.
Enhancing visitor experience	• Improve physical and visual connectivity between the various market locations. • Enhance the arrival experience and key entry points by car through the addition of active frontages, better signage, enhanced lighting, landscaping and upgraded amenities. • Improve the visibility of the High Street to increase footfall and attract occupiers • Improve the connectivity, accessibility and legibility between key destinations to mutually benefit from increased footfall
Increasing the use of public open spaces	• Enhance pedestrian and cycle paths to better connect the town centre with employment sites, new residential areas, visitor destinations, and other parks.



Policy review

Melton Borough Design SPD

The Melton Borough Design Supplementary Planning Document (SPD) provides guidance on how to achieve high-quality design in new developments throughout the borough. It aims to enhance the character of Melton Borough’s built environment, ensuring that development is sustainable, respects local distinctiveness, and contributes to create a liveable places for people.

The SPD is built on six core design principles that reflect the aspirations of the Local Plan and the National Planning Policy Framework.

- **Working with Nature** – Encouraging development that integrates natural landscapes, supports biodiversity, and enhances the ecological value of the area.
- **Making Room for Water** – Promoting water-sensitive design, including sustainable drainage systems and flood risk mitigation.
- **Positive Public Spaces** – Creating well-designed, welcoming public spaces that foster social interaction and community engagement.
- **Accessible and Legible Streets** – Ensuring streets are easy to navigate, pedestrian-friendly, and well-connected, promoting sustainable modes of transport.
- **Locally Distinctive Places** – Preserving and enhancing the unique character of Melton’s built environment, reflecting its heritage and cultural significance.

- **Adaptable & Resilient Buildings** – Supporting the development of buildings that can adapt to changing needs over time and are resilient to environmental and climate-related challenges.

The Melton Borough Design SPD provides the foundational framework for the town centre design guide by setting out principles and design standards that should be adhered to under the borough’s wider planning objectives and vision. These principles help guide design decisions to ensure that new developments respect the character of Melton Borough and contribute positively to both the environment and community.

Melton Mowbray Conservation Area Appraisal

The Melton Mowbray Conservation Area Appraisal is an essential document that evaluates the historic and architectural importance of the town’s conservation areas. The appraisal highlights key features that define the area’s character, offering guidance for their preservation and enhancement while serving as a framework for planning decisions that respect the town’s historical value and local distinctiveness.

Currently the Melton Mowbray Conservation Area is listed as “at risk” on the Heritage at Risk Register, with a “very bad” condition rating and medium vulnerability, along with a deteriorating trend. This situation underscores the urgent need for conservation and improvement efforts to preserve the area’s historic significance.

Key Points of the Appraisal:	Negative Factors Identified:
• Historic Significance: The area showcases buildings and spaces that reflect the community’s rich history and development. • Architectural Character: The blend of architectural styles, from Georgian and Victorian to traditional shopfronts, is vital to the town’s identity. • Public Space and Streetscape: The importance of public spaces and streetscape elements, such as paving, lighting, street furniture, and greenery, in contributing to the town’s character and historical setting is emphasised.	• Loss of Original Features: Alterations to historic buildings have resulted in the loss of key architectural details, including traditional windows and doors. • Unsympathetic Modern Additions: Inappropriate modern developments, such as poorly designed shopfronts and signage, detract from the traditional streetscape. • Poor Maintenance: Neglect of historic structures has led to decay and disrepair, particularly in key heritage assets. • Public Realm Quality: Cluttered streets, poor paving, and inappropriate street furniture diminish the visual appeal and character of the conservation area.

Policy review

Context of the Town Centre Design Guide

The Town Centre Design Guide serves as a guidance document within the local planning hierarchy, positioned below the borough-level policies.

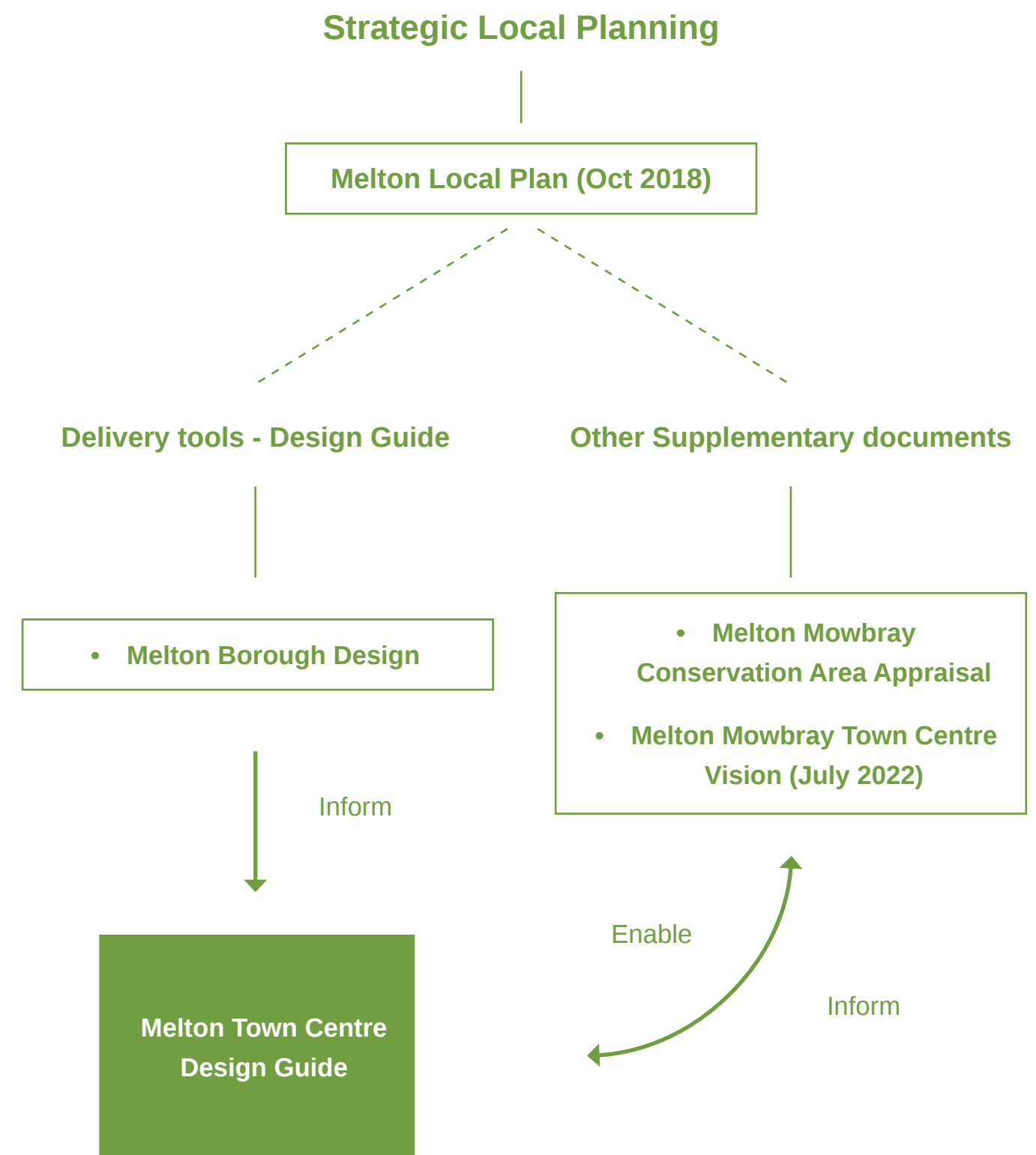
It builds upon the existing borough-wide policies, and serve as a tool to enable the delivery of the town centre vision through better design of the streetscape and public realm in the town centre that will resonate with local needs, character and aspirations.

The direction and the structure of the Town Centre Design Guide is shaped by a policy review of the key local policies and guidance documents. This sets the foundations of the guide, listed below, by identifying the priority areas, ensuring the guide is responsive to the specific challenges and opportunities of the town centre.

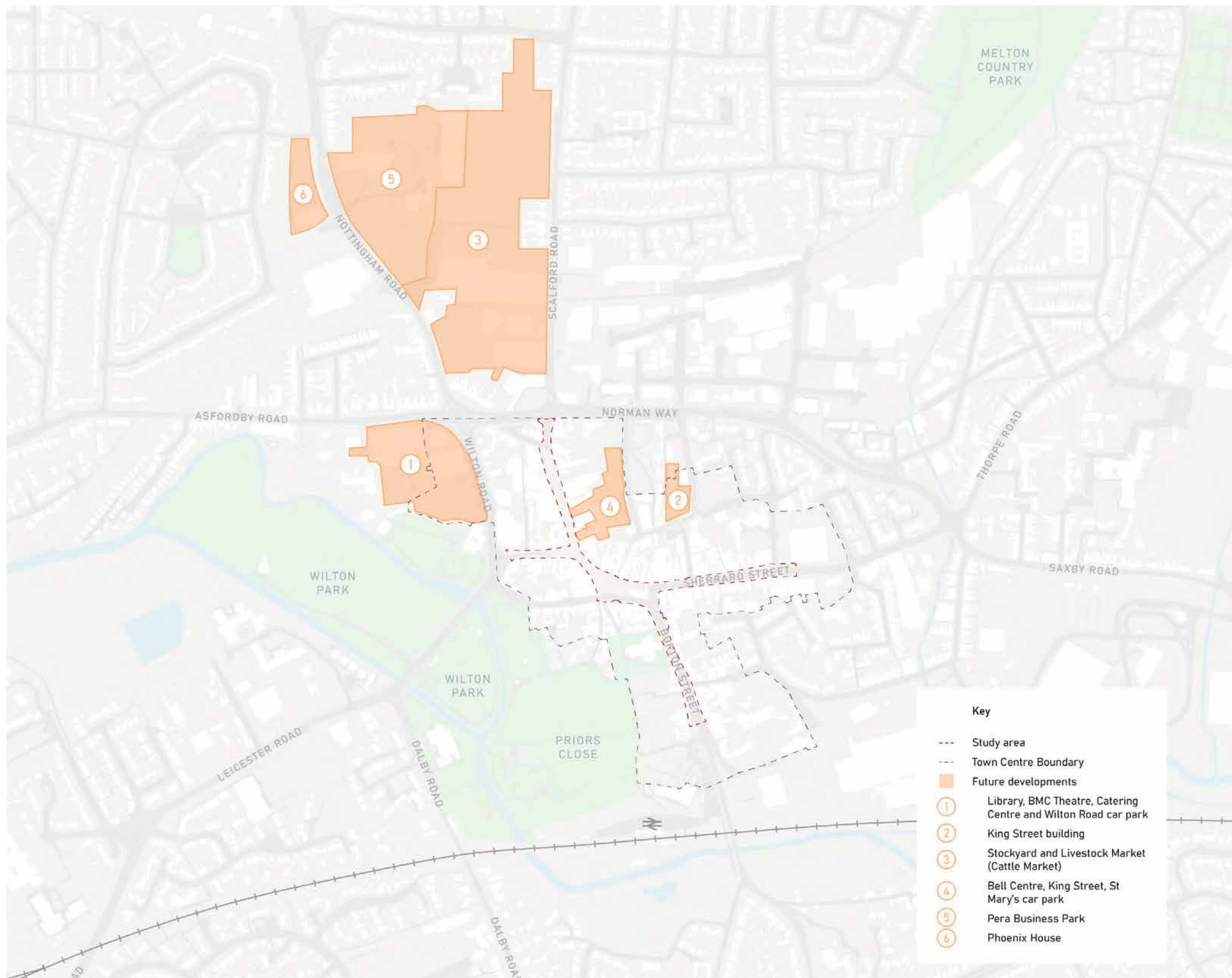
- Strategic Vision Alignment**
 The long-term strategic vision outlined in the Melton Local Plan and Town Centre Vision is essential for guiding the development of the town centre. It focuses on enhancing Melton Mowbray's identity as a desirable place to live, work, and visit, while reinforcing its role as the 'Rural Capital of Food.'
- Supporting Town Centre Vitality**
 Policies that aim to boost the vitality and viability of the town centre emphasize the importance of creating a vibrant commercial environment. This supports local businesses and attracts both residents and visitors, ensuring that Melton Mowbray remains a primary retail destination.

- Heritage Conservation**
 Preserving the historic and architectural significance of the town, as highlighted in the Conservation Area Appraisal, is crucial. The town's heritage assets contribute to its unique and distinct character, especially as the designated conservation area is currently listed as "at risk."
- Public Space Enhancements**
 High-quality public spaces are vital for promoting social interaction and improving the overall experience of the town centre. Accessible, well-designed, and attractive public areas will contribute to a vibrant community atmosphere and enhance the quality of life for both residents and visitors.
- Connectivity and Accessibility**
 Improving pedestrian and cycle connectivity is key to enhancing the town centre. Strengthening the links between key destinations and amenities will help create a more compact, walkable environment, making it easier for people to navigate and enjoy the town centre.

The Town Centre Design Guide acts as an enabler for bringing tangible, positive changes to the town centre's physical environment. As a guidance document, it translates strategic visions and policies into practical design principles that can be implemented on the ground. It serves as a practical tool for developers, planners, and stakeholders, ensuring that all changes align with the broader aspirations of the town, reflect the unique character of the area, and enhance the overall quality of life of the community.



Town Centre Development Context



The town centre is envisioned as a key role in delivering the 'Rural Capital of Food' (RCoF) proposition and acting as a vital service destination. It will be a place where people can experience the local offerings and socialising.

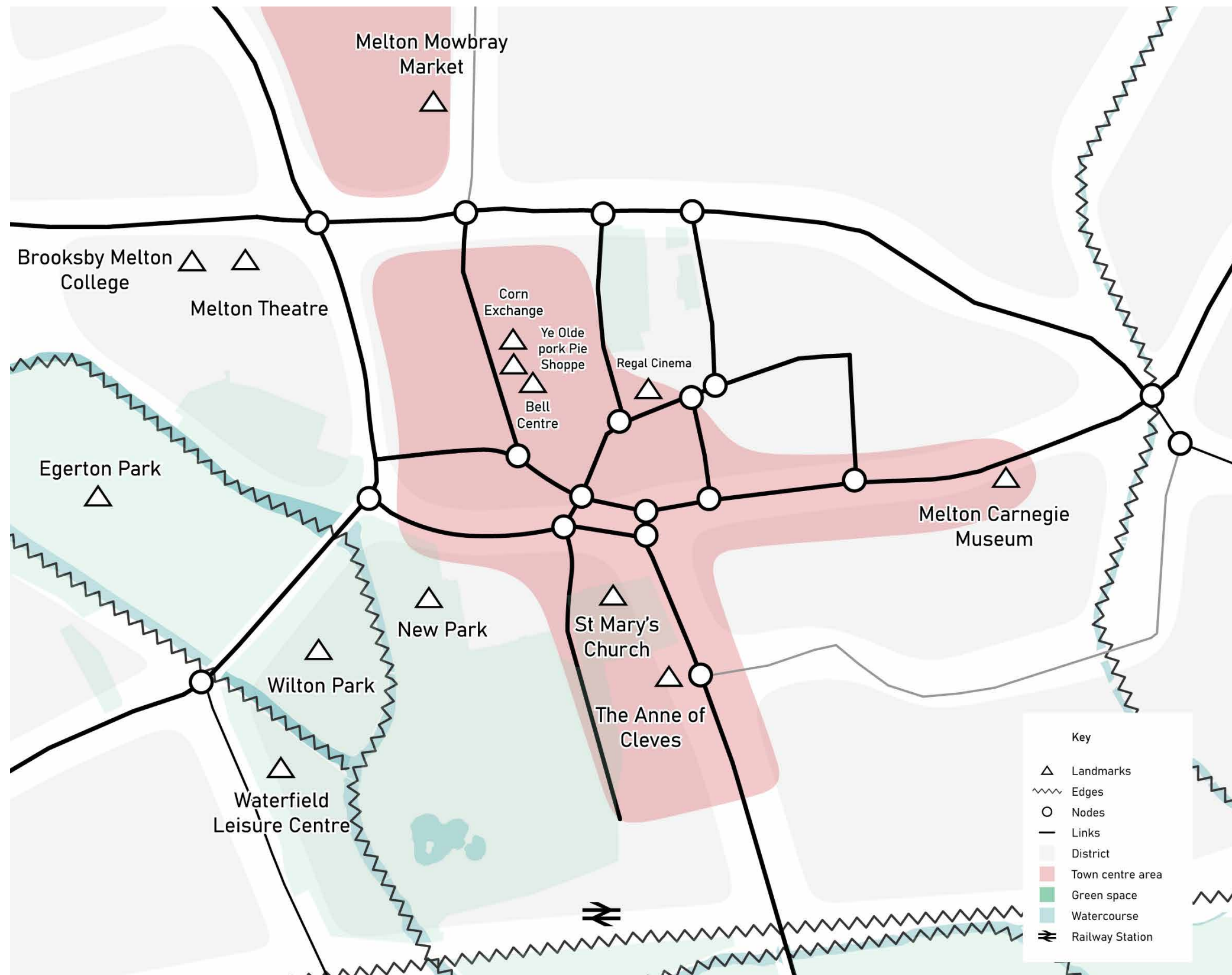
To support this vision, several development projects have been identified, including:

1. **Library-BMC Theatre, Catering Centre, and Wilton Road Car Park:** Enhancing recreational and cultural offerings.
2. **King Street Building:** Opportunities for commercial, retail, or leisure development.
3. **Stockyard and Livestock Market:** A key destination that combines tourism with food and beverage offerings.
4. **Bell Centre, King Street, and St. Mary's Car Park:** Expanding food and beverage options.
5. **Pera Business Park:** Establishing a key employment area.
6. **Phoenix House:** Developing a key destination in town.

These diverse development projects will enrich the town centre's offerings for residents and visitors, introducing new dynamics in activity, amenities and footfall. The streetscape and public spaces are essential to shape the overall experience and a thoughtful design can synergise these elements and effectively support the delivery of the vision.

The study area boundary includes the pedestrianised streets, such as Sherrard Street and Burton Street. It serves as a framework for acquiring baseline information to inform the design guidance. However, the final application of this guidance will extend beyond this area to cover the entire town centre.

Lynchian Analysis of Melton Mowbray



The Lynchian analysis, based on Kevin Lynch's urban concepts and his book 'The Image of the City', focuses on understanding urban morphology, key destinations, and movement patterns in an area. This method emphasises how people perceive, navigate, and interact with the built environment.

Paths - Paths are key movement corridors that shape how people navigate the town centre. Streets such as Nottingham Street, Market Place, King Street, Leicester Street, Sherrard Street, High Street, and Burton Street act as primary paths, aligning with major destinations, such as retail areas and landmarks.

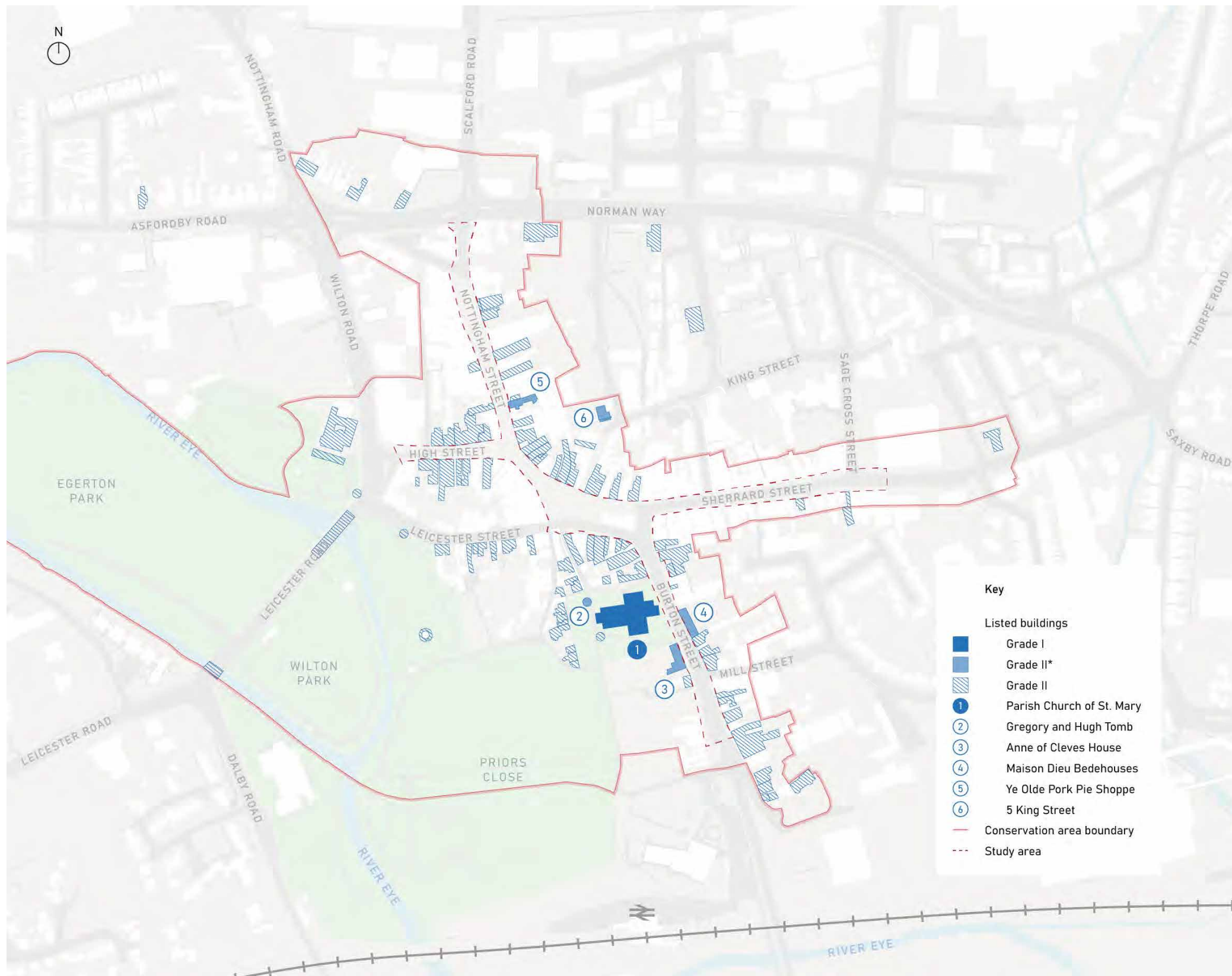
Edges - Edges are generally identified as severance features that contain an area. They influence how people move through, locate, and experience areas. The edges in the town centre are minimal, with the River Eye and railway line acting as key southern edges.

Districts - The town centre is the core district, surrounded by residential and industrial areas. Further integration between these districts could strengthen the connection to the town centre and reinforce the primary core of the town centre. Strategic gateway points can visually and functionally connect these districts to the town centre, creating a more cohesive and interconnected urban environment.

Nodes - Nodes represent key junctures or decision points within an area. The key nodes have been identified at the main junctions around the study area and also at natural meeting points of pedestrian desire lines.

Landmarks - Landmarks are key destinations that enhance legibility and orientation in town. It identifies multiple significant features, including the museum, local parks, amenities, and heritage buildings, all contributing to footfall and the town's overall identity.

Heritage



Melton Mowbray has a unique heritage as a rural market town, with its historic core recognised as a key asset. Designated as a conservation area in 1975, the boundary was later extended in 1986 to include Sherrard Street and Egerton Park, encompassing a total of 97 listed buildings.

Historic England categorises all listed buildings in three different grades, which relate to their interest and importance:

- Grade I buildings are of exceptional interest
- Grade II* buildings are particularly important buildings of more than special interest
- Grade II buildings are of special interest

St Mary's Parish Church (1.), dating from 1170 and described as the stateliest and most impressive of all churches in Leicestershire, is the only grade I listed project in the town centre. Five other buildings are listed with a grade II*, namely:

- 2. Gregory and Hugh Tomb
- 3. Anne of Cleves House
- 4. Maison Dieu Bedehouses
- 5. Ye Olde Pork Pie Shoppe
- 6. 5 King Street

Local character

Gastronomy

Melton Mowbray's gastronomical offer forms an essential part of its identity. With international recognition as the home of pork pies and Stilton cheese, it has earned an enviable reputation as "the Rural Capital of Food". A great testament of this is the Ye Olde Pork Pie Shoppe, a key destination in the town centre that has been recently renovated. The town centre livestock market is a unique feature, reinforcing its rural food heritage.

Pubs

Inns and public houses play an essential role in Melton Mowbray's public life, history and character. A great example of this is The Anne of Cleves pub on Burton Street. Originally built as a dwelling for priests in 1383, the building belonged to Thomas Cromwell, before he fell out of favour with King Henry VIII. In 1540, Henry VIII gifted the pub to Anne of Cleves as part of their divorce settlement.

Fox hunting

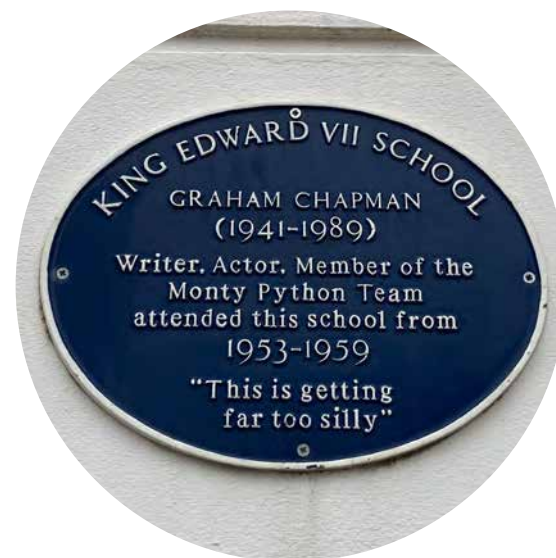
The town was formerly known as the 'Capital of Hunting' for its aristocratic links to fox hunting in the late eighteenth century. Numerous lodges and hotels with their associated stables, yards and utility buildings were built in the town centre as a result of this practice. Furthermore, Melton Mowbray became the centre for hunting attire using Melton Cloth, hard wearing dense wool weave with excellent waterproof qualities.

Paint the town red

A notorious accident related to the town's built environment is when in 1837, the Marquis of Waterford and his entourage got inebriated and painted a number of the town's prominent buildings red, hence the term 'Paint the town red' as an analogy for unruly behaviour.

Etymology

There are currently two theories about the origin of the town's name. "Melton" may have originated from either "Milltown" - due to the presence of two watermills in the area, , or from "Middleton" – Melton being central to several hamlets. The Mowbray suffix is taken from Roger de Mowbray who held the Manor c.1185.



Architectural character

The town's character and architecture is significantly influenced by the successive layers of history. The study area is composed of a diverse array of buildings in different styles, materials, and ages, all contributing to the character and image of Melton Mowbray.

The majority of town centre architecture is Georgian or early Victorian. The entire shopping area falls within the conservation area and several of the buildings fronting the streets are listed, some dating back to the seventeenth century. The majority of these structures are two to three stories high, featuring simple gabled forms set on narrow plots. This arrangement creates continuous frontages that enforce a strong sense of enclosure. The narrow widths of individual buildings together with "Georgian" style windows give a strong vertical emphasis.

Since the nineteenth century shop fronts have been added to these buildings in various styles, many incorporating appropriate traditional details which contribute in a unique way to the character of the town centre.

The Georgian, Victorian and later post-industrial developments within the town are essentially built of red brick buildings with Welsh slate or rosemary tiled roofs. In a few cases yellow brick can be found as can clay tiles. Surviving medieval buildings are of local yellow stone. As the majority of town centre buildings have been designed for high quality retail and commercial uses the typical form of fenestration is variations of the vertical sliding sash; there is occasional use of Yorkshire sliding sash and early casement forms.



Public realm and open spaces



Melton Mowbray features a wide variety of public and open spaces that are at the heart of the town's public life. The public space comprises all accessible spaces between buildings including Highway, Council and Estate owned land.

The town centre includes pedestrianised zones, plazas, and civic spaces, which act as major social and gathering spots. Market Place, in the town centre, is the main focal point, complemented by the pedestrianised Nottingham Street, High Street, and western part of King Street which provide additional public spaces. The core of the town centre, lined with extensive shopfronts, benefits from these public spaces by creating an inviting environment for interaction, relaxation, and enjoying the town.

The local plan distinguishes between primary and secondary shopfronts to help manage development and maintain the town as the borough's retail hub. Sherrard Street and Burton Street, outside the pedestrian priority zone, extend the retail core and maintain continuity to the main shopping areas.

Priory Close, New Park, Wilton Park, and St Mary's Churchyard are key green spaces within the town centre. Their proximity to the core area of the town centre strengthens the connection between the town's social and commercial activities, and its leisure spaces. They provide access to open space and nature, serving as key destinations that generate more footfall.

Beyond the core town centre, there is an open space on St Mary's Way, along with several pocket parks scattered across its surrounding areas. They further enrich the town's public realm and are integral to the town's character and functionality.

Public Realm

Market Square

The square serves as the central public space for Melton Mowbray. It forms a flexible space that hosts part of the market, with multiple market stalls located on the square on market days, as well as other events. The space is surrounded by shops, cafes and outdoor dining areas. Key features include an open area for flexible use and the Corn Cross statue. A seating area with benches around a tree and decorative planters provides a place to rest, gather, and socialise.



Market Place, High Street, and Nottingham Street

Market Place, High Street, and Nottingham Street collectively form the majority of the pedestrian priority zone in Melton Mowbray. The streets are lined with two-to-three-story historic buildings, primarily featuring retail shopfronts at ground level. These streets generate significant footfall, contributing to the overall vibrancy of the town centre. Alongside Market Place, serves as the town's primary public and social space. These streets provides pedestrian links between key destinations such as Stockyard in the north and the railway station and St. Mary's Church in the south.



Footways are paved with high-quality Yorkstone, while the centre has block paving with pattern and colour detailing, though cracking and other maintenance issues have been observed. The street furniture maintains a heritage aesthetic, though some pieces diverge from this style. Furniture zones are generally well-aligned behind flush kerbs, but street clutter at particular locations can obstruct pedestrian flows. Greening is present through a series of temporary planters across the area, which could benefit from a more consistent and permanent arrangement.



Public Realm

King Street

The western part of King Street, narrower and more enclosed, retains a cohesive town character with its two-to-three-story historic buildings and traditional shopfronts. It connects the town centre to key points such as St. Mary's Way car park, Regal Cinema, and several bus stops. The street's entrance from Market Place is marked by a decorative metal archway and a metal art piece along the building frontage. Block paving with intricate patterns and colours extends along the street. Footways incorporate outdoor seating, advertising boards, and other street furniture.



Nottingham Street/ High Street Public Space

The intersection of Nottingham Street and High Street forms a key movement node and gathering spot within the pedestrian priority zone. However, the space lacks clear coordination and is cluttered with street furniture. The absence of resting areas suggests an opportunity for improvement. This public space could become more inviting, encouraging visitors and residents to engage with it and its surroundings, fostering social interaction.



Alleyways

Alleyways provide alternative routes between main streets within town centre. The two notable ones include Wilton Terrace, a quiet passage with residential housing lining its side, linking to Park Road, and a more significant passage to St Mary's Way car park, which serves as an arrival point for visitors and sets their first impression of the town. The latter features block paving aligned with the pedestrian priority zone and a seating area at its intersection with Nottingham Street, offering a resting spot and wayfinding information.



Public Realm

Seating Areas

Scattered throughout the town centre, seating zones are strategically located at key gateways to the pedestrian priority zone, such as the Market Place, High Street, Nottingham Street, and St Mary's Way car park.

- **Market Place Gateway:** This area features a mismatch of benches, bins, wayfinding poles, bollards, an information display panel and advertising boards. This accumulation of elements clutters the space, missing the opportunity to provide a coordinated welcoming point with a defined aesthetic.
- **St Mary's Way Car Park Gateway:** While equipped with benches and lamp posts, the furniture arrangement lacks coherence, in particular due to a circular brown bench that doesn't align with the overall street furniture aesthetic.
- **Nottingham Street Gateway:** As per the Market Place gateway, this space does not establish a clear gateway space due to the poor coordination between the existing features, planters, bollards, bins, and benches.
- **High Street Gateway:** This public space creates a welcoming atmosphere, with a series of benches situated between a line of six trees, complemented by bollards and a wayfinding pole.



Public Realm

Sherrard Street

Lined with two- to three-story historic buildings with ground-floor retail shopfronts, Sherrard Street connects the town centre and the eastern part of Melton Mowbray. Paved with high-quality Yorkstone and equipped with street furniture in line with the town centre's aesthetic, there is yet a lack of trees and shrub planting along the street. Furthermore, existing furniture clutters the street at some locations, with a series of bollards, lighting poles, advertising boards, and outdoor seating, leading to narrow effective footway widths.



Burton Street

Burton Street serves as a crucial connector from the town centre to the southern edge, leading to the railway station. It features lines of historic two- to three-story buildings with ground-floor retail shopfronts and multiple local landmarks, including St. Mary's Church and the Anne of Cleves pub. However, the street lacks vibrancy, with an absence of spaces to socialise and a primary focus on vehicular movement. This is reinforced by a functional public realm dominated by concrete paving.



Leicester Street and Church Street

Leicester Street, a narrow thoroughfare at the southern edge of the core town centre and market square, connects Burton Street to the east. Lined with historic buildings, and ground-floor retail shopfronts, its current street design prioritises vehicular traffic with a wide two-lane carriageway and narrow footways. The street is also connected to Church Lane, a pedestrianised alleyway with historic buildings and a ground-floor retail shopfront. It offers a more direct route connecting the town centre and St. Mary's Church and railway Station.



Connectivity and gateways



The town centre vision has identified a vital pedestrian network connecting surrounding areas to the town centre. Building on this foundation, the analysis highlights three types of gateways:

- **Strategic Gateways:** These access points align with key pedestrian routes to the town centre. Located at major junctions, they enhance connectivity between different areas and encourage movement into the town centre.
- **Town Centre Gateways:** These entry points into the core town centre emphasise the pedestrian experience and movement. They are designed to draw attention to retail shopfronts and create a visual connection to the character and atmosphere of the town centre.
- **Arrival Points:** Arrival Points refer to key transport hubs, such as railway stations, bus stations, and car parks, facilitating seamless transitions from other transport modes into walking access to the town centre. These points serve as vital connections for both residents and visitors, allowing easy access to the town's amenities and services.

The analysis highlights the critical connections to the town centre and the importance of the pedestrian experience. It emphasises that the first impression of the town centre significantly influences how visitors perceive and navigate the area. The enhancement of the gateway could create a welcoming environment that significantly contributes to the town's identity and vibrancy.

Connectivity and gateways

Strategic Gateways



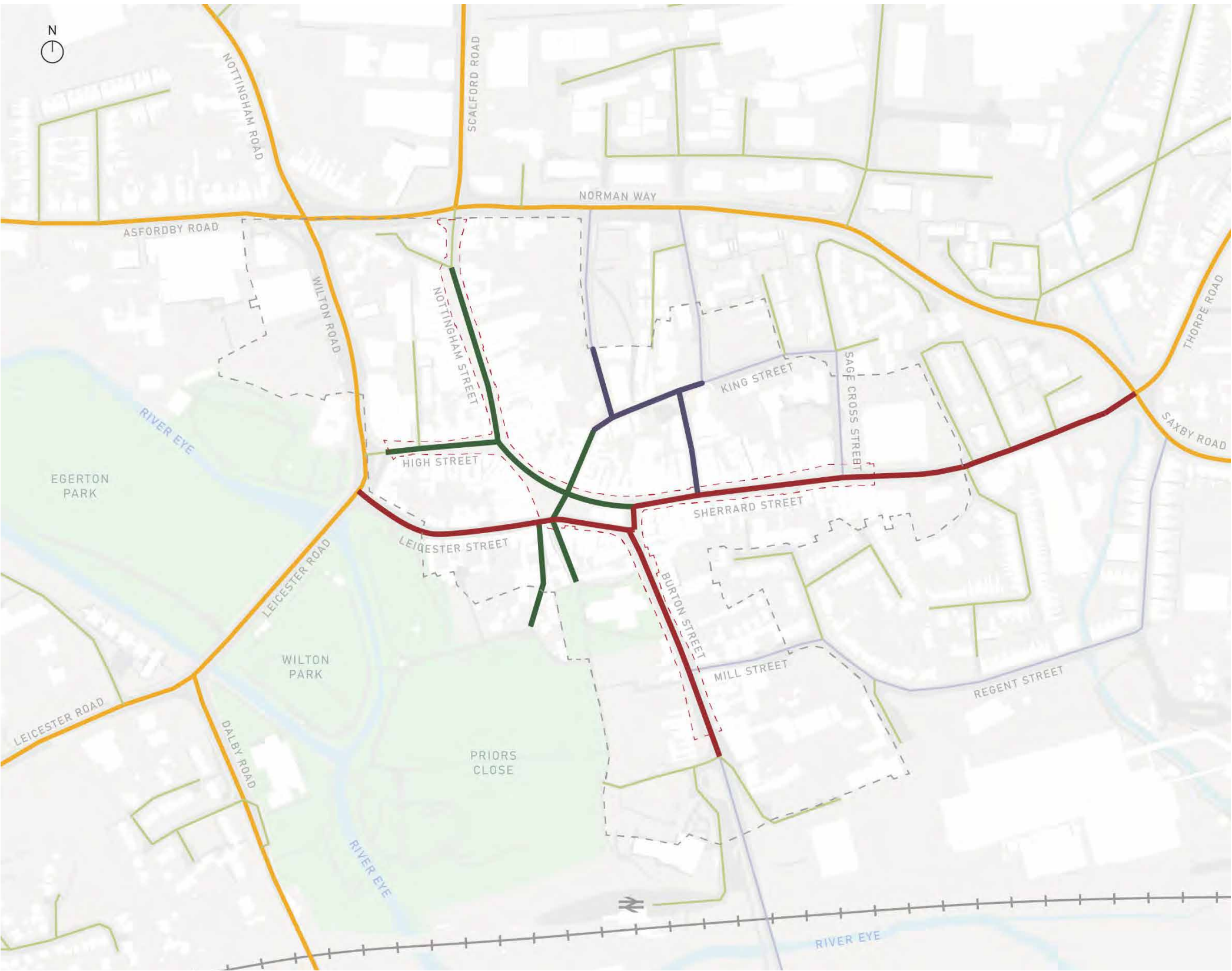
Town Centre Gateways



Arrival Points



Movement & Place

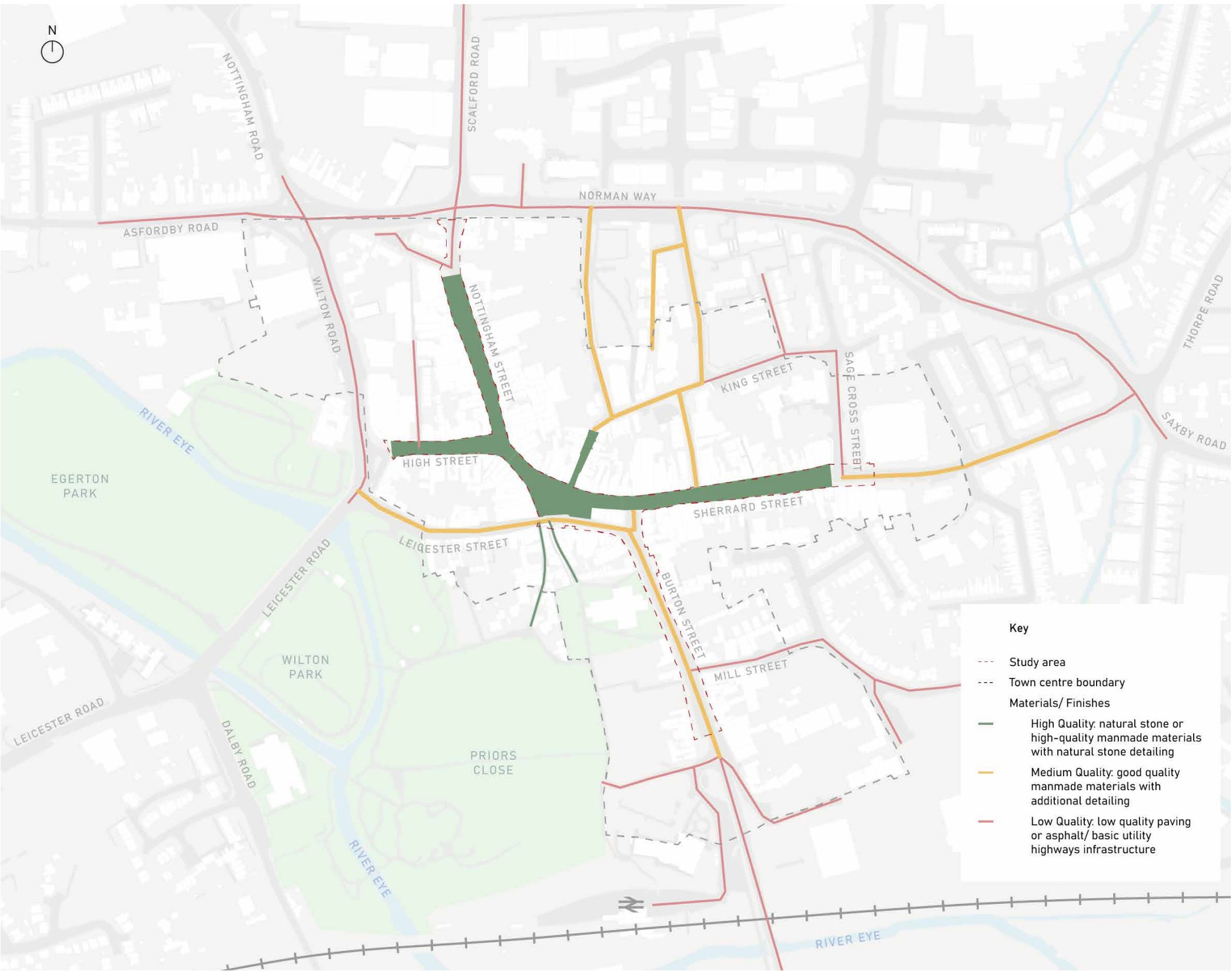


The Street Typology analysis characterises all streets in the study area using a 'Street Type Matrix.' These typologies categorise streets based on a combination of their 'Place' and 'Movement' functions. The matrix helps to understand the dual role of streets and identify opportunities for redefining and promoting their place function by improving the streetscape.

The plan suggests a clear hierarchy of street types in the town centre, ranging from "Town Centre/Hub" to local access streets. Streets within the core town centre are designed with a high place function, indicating that they are not only movement corridors for both pedestrians and vehicles but also important public spaces. The core town centre areas serve as pedestrian-priority zones where social interactions and activities are encouraged, acting as major community gathering spots within the town centre. On the edges of the town centre, streets such as Norman Way of Leicester Road shift towards movement functions, focusing on vehicle access and transportation routes.



Quality of Public Realm



The concept of streets as public spaces underscores their role beyond mere transportation corridors; they are essential to community life, providing backdrops for social activities. Various factors influence the public realm's quality, and this analysis focuses on pavement materials and finishes to gain insights into design quality—serving as a foundational layer of information.

In the town centre, high-quality paving, such as Yorkstone and brick paving with additional detailing in patterns, enhances the aesthetic appeal and contributes significantly to the historic atmosphere. However, minor maintenance issues, like uneven surfaces or worn edges, need attention to preserve their integrity.

Further from the core, while paving materials remain good quality, some areas show signs of wear, such as cracking and unevenness, which can detract from the overall visual appeal. Asphalt is commonly used in other town centre areas, providing a functional and durable surface but often failing to harmonise with the historic streetscape, leading to a visual disconnect that impacts the town's character.

Street Furniture

To gain a clear understanding of the variety and design consistency of street furniture in the town centre, this review looked into the range of items such as litter bins, bollards, planters, benches, and other fixtures, with attention to their materials, finishes, colour schemes, style, and alignment with the town's historic aesthetic.

The objective is not to create a comprehensive catalogue of all the street furniture in town but to gain valuable insights through the study. This analysis seeks to summarise the commonalities and variations observed among the existing street furniture,

Bollards

Bollards are designed in a cast iron heritage style to complement the historic setting of the town. They are typically found in areas that separate pedestrian streets from roads with traffic. Finished in royal blue, they feature a decorative gold ring banding and a rounded top, with minor variations in detailing among different bollards.



Street Lighting

There are several types and design styles of street lighting, each complementing the surrounding architecture while contributing to the overall atmosphere of the streetscape. Functionally, they provide safety and visibility during nighttime hours.

Lamp Posts

Typically found in the core town centre area, these lamp posts embody heritage and vintage designs to enhance the aesthetics of the historic urban landscape.

- Victorian Heritage Style: Designed in a Victorian heritage style, these lamp posts are usually made from cast iron and feature lantern ornaments with decorative corners. They showcase ornate detailing, including scrollwork and motifs, often painted in royal blue with gold accents.
- Industrial Vintage Style: Industrial vintage lamp posts exhibit a classic, utilitarian aesthetic. They feature tall, straight posts with decorative elements and cylindrical poles that may curve or flare at the top where the light fixture is mounted. These street lights are generally taller than traditional fixtures, providing a more substantial presence on the street. Their height helps illuminate larger areas, making them both functional and decorative. They share a cohesive colour combination of royal blue with gold accents, reinforcing the town's aesthetic continuity.

Wall-Mounted Lighting

Similar to the Victorian-style heritage lamp posts, these lanterns are mounted on walls and feature decorative corners, blending seamlessly into the traditional aesthetic of the area. They are typically finished in black.

Highway Lighting

Characterised by a simplistic, utilitarian design, highway lights are finished in light grey paint. They are strategically placed at the edges of the town centre to efficiently light the carriageway.



Street Furniture

Planters

The town features a variety of planters that enhance the streetscape, categorised into three main types.

- Hanging planters are mounted on railings, bringing greenery to eye level
- Lamp-post baskets provide elevated floral displays
- Floor-standing planters of various sizes and shapes, typically in black or green, are scattered around the town centre, with some designed as tiered planters, and planters with benches



Benches

The majority of the benches in the area feature a heritage style, characterised by cast iron ends and a central support, with dark or pale brown timber as seating and equipped with a backrest. The armrest, finished in shades of gold, blue, or green, features a lionhead detail as a decorative element. There is also a backless bench of a similar style, designed with royal blue cast iron supports and dark brown timber.

There are several exceptions, including modular seating in a circular shape that allows pedestrians to face away from the back. The benches are finished in brown paint.



Street Furniture

Litter Bins

The litter bins are typically square or hexagon with four side or two side openings and styled with contrasting lettering. Multiple bins in the town centre are made of cast iron, and feature a traditional design that complements the historic townscape, with textured royal blue finishes, gold banding, and a pyramid top. However, there are a few modern variations. Some designs feature a smooth, matte finish with a contemporary font style, while others feature a smooth satin finish with a royal blue body and light grey lettering, without the gold banding. Both designs present a more modern style.

Differing from the litter bin, the recycling bin observed in town is made of plastic, featuring a modern, functional design and a black finish.



Other Fixtures

There are various other fixtures that serve other practice purpose and contribute to the functionality of the street.

- Letter Box: A classic red pillar-box-style design that adds a traditional touch to the streetscape.
- Historic crosses: Modern reinterpretation of historic monuments, including the Corn Cross. They serve as landmarks, contributing to the area's heritage.
- Telephone Box: Redundant street furniture featuring simple utilitarian design. There is a potential to transform their use or to remove these to reduce street clutter.

- CCTV Pole: Painted in royal blue, blending with other heritage-style furniture
- Highway Signage: Typically grey, providing functional guidance
- Utility Box: Finished in dark green
- Bus shelter: Finished in light blue



Street Furniture

Temporary Street furniture

Temporary street furniture, typically supplied by shops, includes a variety of advertising boards, including A-frame boards, wooden chalkboards, and swing signs that promote businesses along the footway. Moreover, several restaurants and cafés within the town centre provide outdoor dining areas with tables and chairs, each featuring diverse styles. These setups are portable and can be cleared away when the establishments close, allowing for flexibility in public space use and enhancing the vibrant atmosphere of the area. Some shops enhance their shopfronts by placing planters and displays of merchandise in front of their premises.



Overall Branding & Style

The overall branding of the street furniture in Melton Mowbray emphasises a cohesive aesthetic that reflects the town’s heritage and character. Efforts have been made to integrate heritage-style designs, from Victorian to industrial vintage, to enhance the historic streetscape and maintain the town centre’s atmosphere.

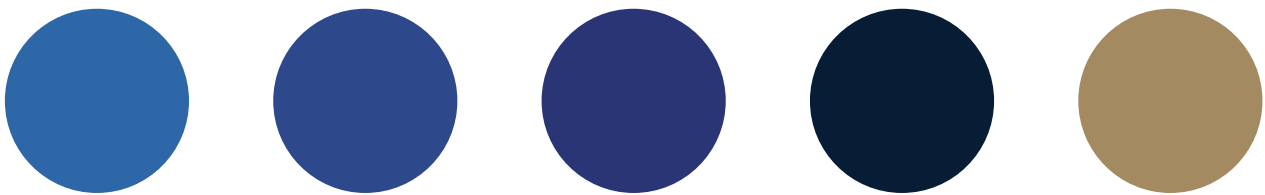
However, newer additions occasionally deviate from the heritage theme, incorporating modern elements in design, detailing, colours, and fonts. Newer initiatives, such as planters, aim to enhance the environment but display styles that sometimes vary from the established aesthetic.

Colour Palette

The street furniture audit demonstrates a predominant colour scheme in the town, featuring royal blue as the main colour and gold as an accent. This creates a consistent visual identity.

However, a closer look reveals slight variations in the royal blue shade across different pieces of street furniture, which may also differ depending on the finish. Black and gold is another popular colour combination used throughout the area. Green is occasionally seen on street furniture that belongs to the Town Estate, as this colour is used to differentiate ownership. Other colours also appear sporadically among the various street furnishings.

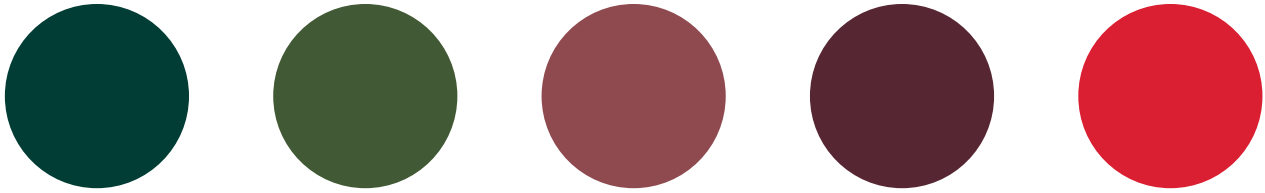
Royal Blue & Gold Combination



Other Predominant Colours



Other colours



Wayfinding

Wayfinding is a crucial aspect of urban design, and its shapes, forms, and purposes have evolved alongside new landscapes and spaces over time. The complexity of the urban environment necessitates the use of visual cues to assist visitors in navigating the area independently. These cues often include maps, signage, symbols, and colours, all designed to guide users through a more pleasant, safe, and immersive experience.

This guide presents an opportunity to rationalise the existing wayfinding approach in order to provide an enhanced wayfinding experience for locals and visitors alike. This strategy will also contribute to unify and declutter the town centre's public realm.

Directional Signage

In the town centre, directional signage plays a vital role in helping people reach their destinations. These signs guide pedestrians from their current locations to their desired destination. They are strategically placed at junctions, major decision points and gateways into the town centre including, High Street, Market Place, and Nottingham Street.

The existing wayfinding signage in Melton prominently features finger posts, a traditional navigational choice comprising ground-planted posts with multiple “fingers” indicating directions to various destinations.

- **Style:** The finger posts embody a traditional or heritage style, aligning with Melton's historical context and architectural character.
- **Colour:** These panels utilise a royal blue and gold colour combination, with royal blue as the dominant hue.
- **Materials:** Constructed from stainless steel and aluminium, these signs are designed for durability and resistance to weathering.

In addition to these fixed signs, there are wall-mounted signs and flag on lamp column, providing directional information to locations such as the market place and the stockyard. These portable signs offer flexibility for temporary wayfinding needs, which is located north of the core town centre. These portable signs offer flexibility for temporary wayfinding needs.



Identification

Identification signage marks specific places or areas and provides general information about the overall surroundings, helping visitors navigate more effectively. Informational signage is best placed in areas with high visibility and exposure.

These signs are commonly found in the town centre, displaying general information such as street names and place names. They are often wall-mounted or post-mounted, featuring traditional posts. Designed in black with a white background and black font, they reflect a classic design that contributes to the town's heritage atmosphere.

Additionally, identification banners in vintage red, featuring an 'M' and a crown, are found on lamp posts and other street furniture. These banners support the Royal Heritage Trail, guiding visitors to significant royal-associated sites.



Wayfinding

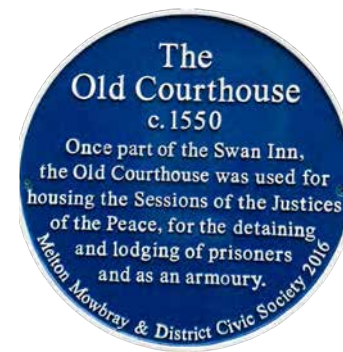
Informational Signage

Another type of wayfinding is informational signage, which typically consists of informational boards that provide details about the history and significance of the area where visitors are standing. While these signs are informative, they offer less assistance in navigation.

In Melton, these signs are part of the Melton Heritage Trail, highlighting the history of significant heritage buildings and their importance to the town. There are a total of seven display panels along the heritage trail route, primarily located in the town centre, especially in pedestrianised areas and conservation areas featuring numerous listed buildings. Additionally, general information signs are scattered throughout the town.

These interpretation panels are often lectern-mounted or post-mounted, designed in black aluminium to reflect a heritage aesthetic.

However, the interpretation panels within the Melton Mowbray Town Estate managed area, mostly parks and recreational areas are specifically designed in green to harmonise with the surrounding environment.



Heritage Trail

Melton Mowbray's rich history is showcased through two heritage trails that offer visitors self-guided tours of the town's significant sites through informational plaques, panels and identification banners.

The Heritage Trail highlights key historic landmarks and buildings, including Melton's medieval origins and its evolution as a market town. Plaques and information panels along the route provide details about the significance of these sites, often focusing on their architectural heritage and their role in the town's past.

The Royal Heritage Trail builds upon this by emphasising Melton Mowbray's royal connections, especially its historical ties to hunting and royalty. This trail features identification banners in vintage red, adorned with an 'M' and a crown, on lamp posts and other street furniture, indicating royal-associated sites throughout the town.

Both trails enhance the town's cultural identity and engage visitors with its historical environment. They are also supported by the town's wayfinding system, which provides clear directional signage, informational panels, and identification markers to help visitors navigate between landmarks with ease.



Surface Materials

Footway / Public space



Yorkstone flags used in the Town Centre footway



Contrast between buff surface and Yorkstone setts



Coloured asphalt as the material used on Market Place

Carriageway



Brown concrete blocks for the carriageway areas



Red and dark concrete blocks in the pedestrianised core



Edges and blockwork details in the Town Centre

Local vernacular



Yellow ironstone as part of local building



Brick



Historic stone setts

The streetscape in the town centre presents a wide variety of paving materials and finishes. These materials contribute significantly to the character of the town centre, defining the different spaces and highlighting the features and characteristics of Melton Mowbray.

Primary Palette

The urban spaces across the pedestrianised core are paved with a combination of Yorkstone flags and setts for the footway areas, and red and brown concrete blocks for the carriageway spaces. Both types of materials have been selected to strengthen the historic character of the town centre, as well as the pedestrian priority. Yorkstone paving is a high-quality material in line with the prime location of the town centre, while the concrete blocks are compatible with vehicle use and overrun. The square on Market Place has been covered with a beige buff surface that unifies the space, creating a flexible 'piazza'.

The incorporation of local stone as a building material also plays a key role in creating a unique environment in Melton Mowbray. A great example of this is the use of local yellow ironstone as the main material used in multiple buildings across the study area.

Secondary Palette

Other streets in the town centre e.g. Burton Street have been designed with a more conventional approach to paving materials, incorporating concrete modular paving on the footways and asphalt for the carriageway.

Shopfront Design

Shopfront Design Across Time

In the town centre, the rich heritage has earned the area conservation status. Shopfront styles span a range of historical periods, each bringing unique characteristics shaped by the aesthetics and practical needs of their time. Each of these styles contributes to the rich architectural character of the town centre, with elements from different periods coexisting to reflect a history of evolving design.

- Several historic shopfronts showcase medieval façades, characterised by distinctive features such as columns typical of 14th-century architecture, sturdy rubble stone or masonry, small panes of glass set in lead frames, and raised plinths or steps.
- Georgian shopfronts, originating in the late 18th to early 19th centuries, are marked by a balanced, classical style emphasising symmetry. Fascias typically span the full width of the shop, providing a unified look across the storefront. Windows were initially divided into smaller panes, but larger glass windows became popular with the advent of cast iron piers that allowed for greater structural support. Common Georgian features include classical detailing, such as pilasters with capitals beneath the fascia, taller stall risers, doors are frequently topped with fanlights, semi-circular or arched windows that add light and ventilation.
- Victorian shopfronts built on Georgian elements with added ornamentation and detail. Key elements included larger plate glass allowed expansive displays, framed by ornate console brackets, dentilled cornices, and patterned glass transoms. Fascias were framed with stepped cornices, often angled outward for visibility. Recessed entrances provided extra depth and display space, enhancing the shopfront's allure for passersby.
- Edwardian shopfronts, while still influenced by classical design principles, reflect a shift towards a lighter, more restrained style. They reduce the amount and complexity of ornamentation, instead opting for smaller, subtle designs.
- The Modernist period marks a departure from traditional styles, favouring sleek and minimalist designs that emphasize functionality. Influenced by Art Deco, Modernist shopfronts adopt simple, geometric forms and avoid excessive ornamentation, creating an efficient, streamlined look. Industrial materials like steel, aluminium, and glass are commonly used, reflecting the industrial aesthetic of the time.



Historic Shopfront with medieval facade



Georgian Shopfront



Modern shopfront



Victorian Shopfront



Modern shopfront

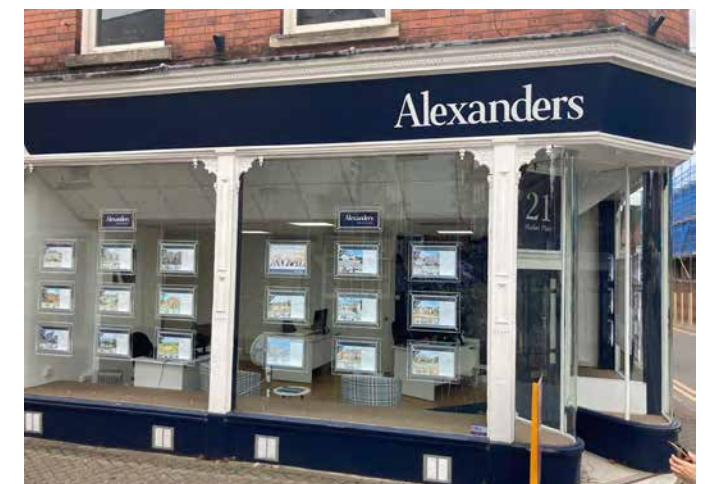
Shopfront Design

Existing Conditions of the Shopfronts

The Melton Mowbray conservation area's "at risk" status highlights concerns about poorly designed or maintained shopfronts and signage, which harm its traditional streetscape and historical value. A closer look shows a mix of good practices and areas for improvement that, if addressed, could help safeguard the conservation area's status.

Best Practice

- Maintenance of Original Features:** Shopfront elements such as cornices, pilasters, window frames, and other details are safeguarded and carefully emphasised. This preserves the building's architectural heritage, adding character and visual value to the town centre.
- Proportional Alignment:** Shopfronts respect original design proportions and layouts, aligning new features with the existing structure, which create a balanced, visually pleasing elevation.
- Use of Appropriate Materials and Colours:** Materials and colours in line with the building's original palette contributes to the historic architecture, enhancing the town centre's appeal.
- Subtle Contemporary Design:** Contemporary shopfront designs use subtle elements like muted colours and matte finishes, supporting historical character without overwhelming it, creating a modern feel that complements heritage appeal.
- Well-Designed Signage:** The colour palettes, logos, and fonts of some town centre shopfronts respect the historic character while introducing contemporary styles, adding personality and continuity to the landscape.



Shopfront Design

Areas for Improvement

- **Inappropriate Materials and Colours:** Plastic, vinyl, or aluminium in bold, clashing colours create visually overwhelming shopfronts that clash with the neighbouring frontage and historic streetscape.
- **Overuse of brand colours:** Brand colours sometimes dominate the building's façade, detracting from the building's architectural features and overall streetscape cohesion.
- **Poor Maintenance of Traditional Features:** Neglect and inconsistent repairs give the shopfront (including upper levels) a worn appearance, with cracked paint, damaged cornices, or mismatched repair materials undermining its historic charm.
- **Low quality materials and Finishes:** Materials and finishes that are low-quality degrade quickly, leading to frequent, unsightly repairs that diminish the shopfront's appeal.
- **Overlooking historic features:** Additions that obscure or ignore original architectural details such as consoles, cornices, and capitals compromise the building's historical character, especially with low-quality materials like plastic banners.
- **Inappropriate new additions:** Panels or cladding that hide the original framework diminish the shopfront's authentic appeal.
- **Ignoring Original Proportions and Design Elements:** Misalignment with existing proportions creates an unbalanced look, disrupting the flow and harmony of the shopfront's original layout.
- **Out-of-place signage design:** Inappropriate signage, including materials, size, fonts, and artwork, can clash with traditional architecture, disconnecting the shopfront from its heritage.



