

THE
MASTERPLAN
STRATEGIES
HANDBOOK



3

3.1 The Masterplan Strategies Overview

3.1.1 How to use 'The Masterplan Strategies Handbook'

This document outlines and describes the overarching Town Centre Improvement Masterplan and the more strategic changes that are needed to improve the townscape of Swaffham. The strategies are in response to the engagement findings and urban design analysis. They are described and illustrated in the following handbook, accompanied by a list of project recommendations for further work, studies, and implementation. The project lists have been prioritised in response to conversations with the community, stakeholders, Client and Historic England. These suggested projects can also be used to define and apply for funding streams that may become available to Swaffham.

THE MASTERPLAN STRATEGIES

- Movement and Connection Strategy
- Landscape Strategy
- Gateways and Wayfinding Strategy
- Identity and Promotion Strategy
- The Masterplan Strategy

THE STRATEGIES

LANDSCAPE Street trees & biodiversity



MOVEMENT & CONNECTION Movement & parking



GATEWAYS & WAYFINDING Gateways & wayfinding



IDENTITY Identity & promotion

THE MASTERPLAN



The Town Centre Improvement Masterplan

3.1 The Masterplan Strategies Overview

3.1.2 Setting the Stage Concept - Masterplan Principles

As described below, the adjacent concept masterplan strategy summarises the essential moves to enhance the Swaffham HSHAZ. After engagement and consultation, these principles have been agreed and subsequently developed into a masterplan and described in more detail via the following strategies:

- Movement and Connection - pedestrian, cycle and vehicular movement and parking
- Landscape - Greening, trees, water and biodiversity
- Gateways and Wayfinding

MOVEMENT AND CONNECTION:

Enable accessible and safe movement

- Improve the experience on foot and cycle.
 - Remove some of the physical and visual clutter
 - Share poles to remove vertical intrusions in the streetscape
 - Review placement of bins, planters and benches - create places of calm and respite
 - Remove unnecessary obstacles whilst ensuring that traffic safety is considered
 - Incorporate more dropped kerbs
 - Route cyclists on quieter routes such as via Theatre Street from Haspalls Road to Cley Road when approaching from the south.
- Provide enhanced parking options
- Encourage more use of Theatre Street car park as an alternative to parking in the centre
- Improve Theatre Street by introducing the below (also see the plan on the following page):
 - Wider pavements and a more comfortable pedestrian zone
 - More attractive public realm materials (simple materials with minimal clutter such as tarmac or rolled aggregate can look very attractive if done well)
 - Introduce low boundary treatments to existing front gardens to define public/private space
 - Encourage more initiatives like the Garden Centre and the public footpath which provides frontage to Theatre Street as well as London Street
 - Consider ways to make the car park feel safer in the evenings - introduce more lighting and ground level activity

LANDSCAPE:

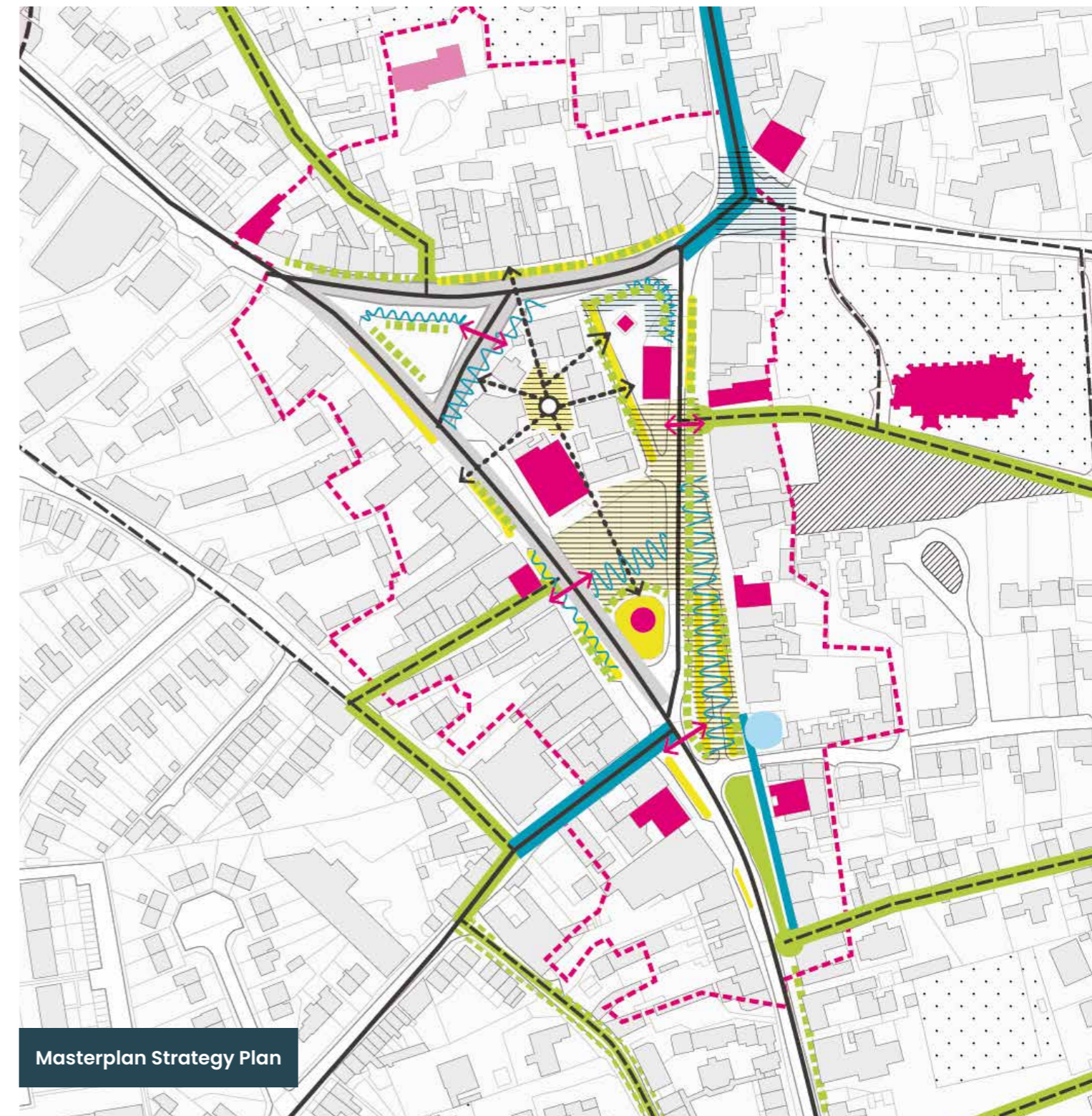
Create a visual setting of trees and planting to encourage walking and dwelling

- Introduce more planting/ street trees and greenery
- Introducing future tree canopy for 'climate-readiness', including sustainable surface water drainage, and cooling of the urban streetscape, through light shade and evapotranspiration.
- Planting street trees to define walking routes and green links
- Celebrating historical pathways and walking routes that bisect the town centre, whilst enhancing connections to and from the Town Centre
- Introduce a linear green route alongside London Street between the Pightle up to the Market Place, creating a green gateway and offering an alternative walking route away from vehicles.

GATEWAYS AND WAYFINDING:

Create a sense of arrival

- Create a sense of arrival - as both a pedestrian, cyclist and passing vehicle luring those to stop in Swaffham along the way:
 - Divert pedestrians and cyclists away from Cley Road onto quieter streets, e.g. Whitsands Road
 - Create points of interest on the route
- Unifying the signage and create a variety of more walkable routes.
 - Divert pedestrians and cyclists away from Cley Road onto quieter streets, e.g. Whitsands Road
 - Create points of interest on the route
- Lighting
 - Affix lighting and signage on buildings where possible
 - Introduce pedestrian-scaled lighting and signage
 - Consider ways to make the car park feel safer in the evenings - introduce more lighting and ground level activity.

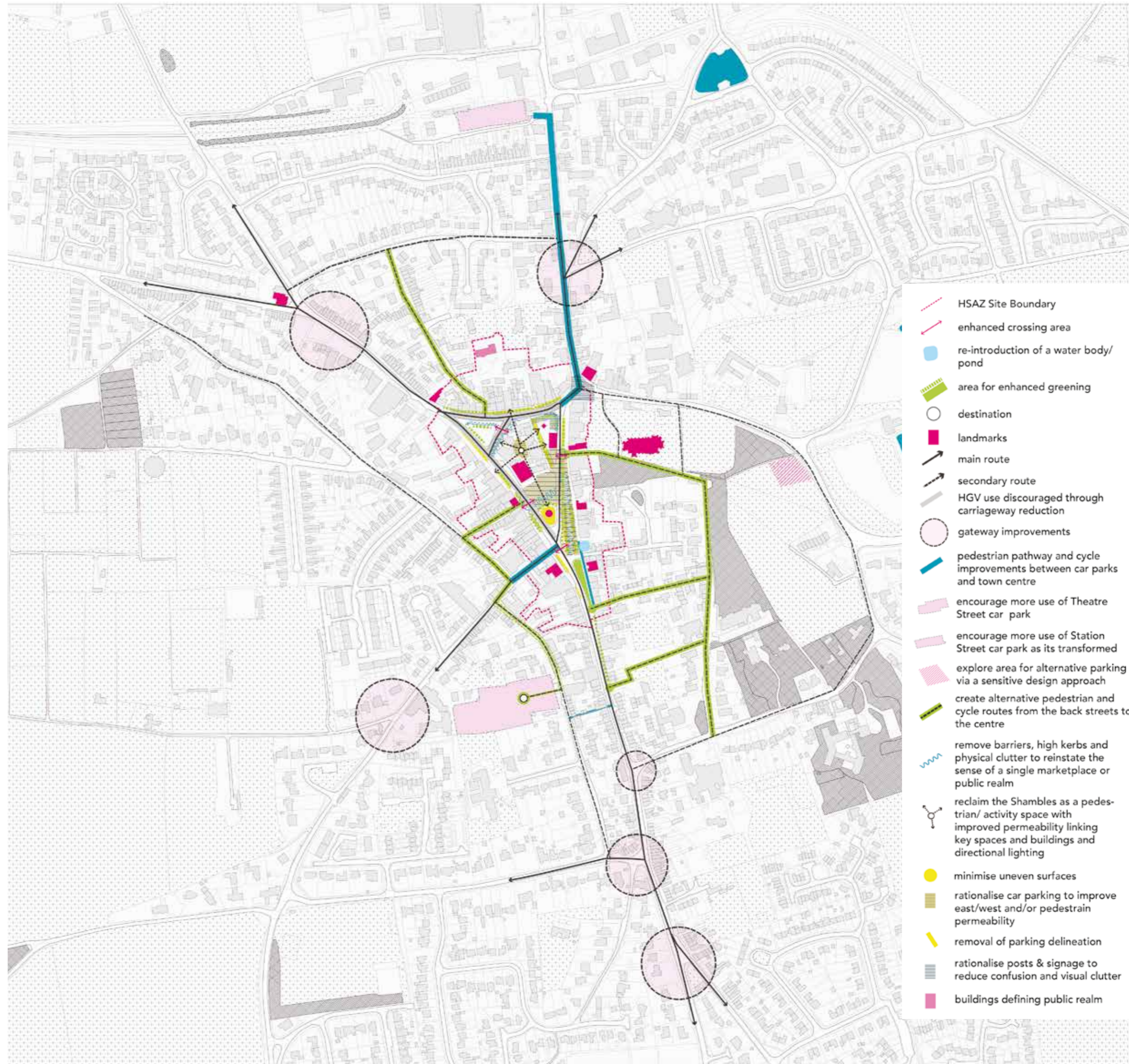


Masterplan Strategy Plan



3.1.3 Setting the Stage Concept - Wider Masterplan Principles

The adjacent concept masterplan strategy summarises the essential moves to enhance the Swaffham HSHAZ at a wider scale.



- HSAZ Site Boundary
- enhanced crossing area
- re-introduction of a water body/pond
- area for enhanced greening
- destination
- landmarks
- main route
- secondary route
- HGV use discouraged through carriageway reduction
- gateway improvements
- pedestrian pathway and cycle improvements between car parks and town centre
- encourage more use of Theatre Street car park
- encourage more use of Station Street car park as its transformed
- explore area for alternative parking via a sensitive design approach
- create alternative pedestrian and cycle routes from the back streets to the centre
- remove barriers, high kerbs and physical clutter to reinstate the sense of a single marketplace or public realm
- reclaim the Shambles as a pedestrian/ activity space with improved permeability linking key spaces and buildings and directional lighting
- minimise uneven surfaces
- rationalise car parking to improve east/west and/or pedestrian permeability
- removal of parking delineation
- rationalise posts & signage to reduce confusion and visual clutter
- buildings defining public realm

3.2 Movement & Connection Strategy

3.2.1 Re-Balanced Public Realm Space Allocation

The balance of space in the public realm can be shifted to accommodate different levels of activity and safe pedestrian movement. The corresponding plans show the current dominance of vehicles daily compared to the weekly auction day. The Town Centre Improvement Masterplan seeks to re-address this balance by placing people first. It will find a balance between how Swaffham successfully operates weekly (when the auction occurs with limited parking in the town centre) compared to its daily car-dominated norm. Instead, it will re-balance this space to provide more safe access for people walking and cycling, whilst still providing adequate parking within the centre of Swaffham alongside its large car park at Theatre Street and the planned vehicular car park at Station Street.

- 1 Existing space given to motor vehicles
- 2 Existing space given to pedestrians
- 3 Existing space given to pedestrians on an auction day
- 4 Proposed re-balanced space given to pedestrians daily



1 Existing space given to motor vehicles



2 Existing space given to pedestrians



3 Space given to pedestrians on auction day



4 A balanced proposition

3.2 Movement & Connection Strategy

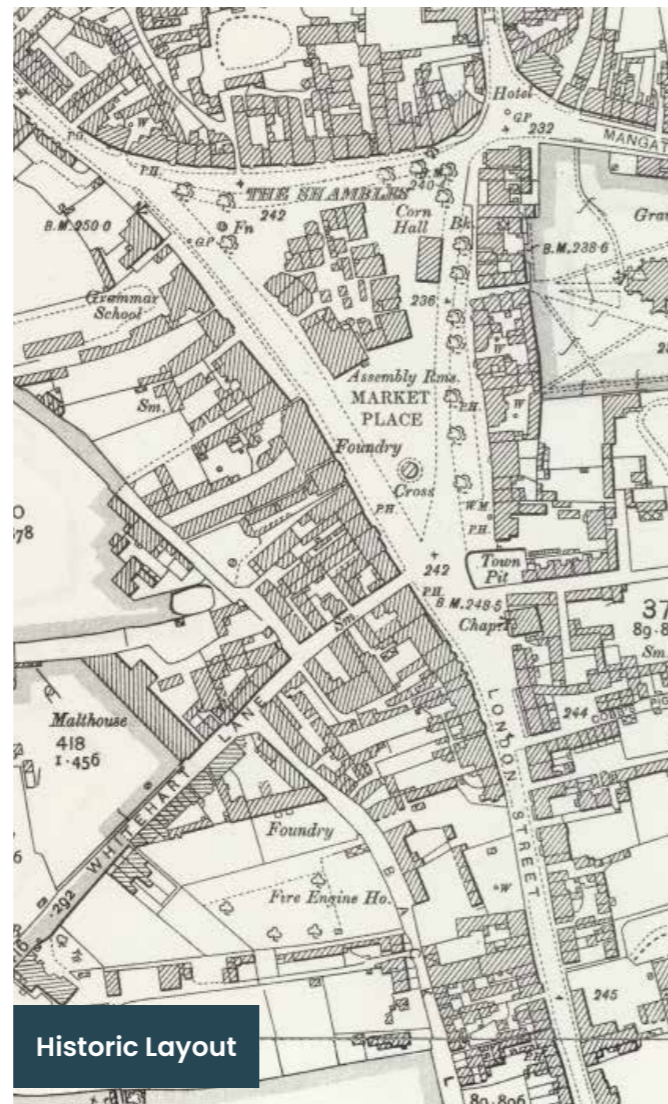
3.2.2 Connecting Public Life

The insight themes and developing concepts have identified several clear aspirations for Swaffham as a place for the community to flourish, an active and cultural identity, and a rich public realm, which is activated by immediate connections to its unique history and its surrounding countryside. The following strategy brings together the ideas for connecting and enhancing individual areas into a framework for linking the spaces through the redefinition of views, movement patterns and planting (see landscape strategy) throughout the public realm. As a framework for linking the spaces, these design interventions are envisaged within four character areas:

- 1 The Shambles and Lynn Street
- 2 The Market Place, Buttercross and Assembly Rooms
- 3 The Greyhound Inn Auction and Town Pond
- 4 The Corn Hall and The Memorial

THESE KEY OPPORTUNITIES PLACE AN EMPHASIS UPON:

- Setting the scene for recreation, relaxation and respite
- Bringing nature into view within the townscape
- Giving identity and enriching sense of place
Enhancing the public realm, with an inclusive set of interconnecting pathways towards, in and around Swaffham's town centre
- Design approach to inspire a wide variety of uses, active movement around the town and enjoyment of the outdoors



Historic Layout

OS 25 inch, 1892-1914



1 THE SHAMBLES

4 THE CORN HALL + MEMORIAL

2 MARKET PLACE + BUTTERCROSS

3 AUCTION + TOWN POND

Connecting the Public life Plan

3.2 Movement & Connection Strategy

3.2.3 To Park Or Not To Park – To Move Around Safely Or Not?

SAFE MOVEMENT PROVISION

The engagement insights indicated a conflicted response to the dominance of parking and vehicular movement Swaffham, alongside a need for the town to be safely accessed on foot or via bicycle. Swaffham has an elderly population, increased health and accessibility issues and a younger population that feels unsafe to walk into and around Swaffham. The responding plan seeks to find a balance; it includes:

- Widening existing pedestrian crossings to create safer crossings alongside further use of zebra crossings on A1065, Market Place, London Street and Station Street to promote pedestrian priority and slow the speed of traffic through the town centre.
- Improving cycling infrastructure to include segregated cycle lanes on strategic roads and green routes and secure cycle parking at pedlar's car park areas, among others.

PARKING

The plan ensures that there is adequate parking provision to enable people to access the town easily without hindering any business loading and blue badge passes. It also seeks to improve the accessibility, signage, wayfinding and desirability of the two nearby car parks located in Theatre street and Station Street. This includes:

- The addition of double yellow lines to the west side of Station Street to remove on-street parking as cars parking on footways reduces pedestrian widths, causing a conflict.
- Longer stay parking is encouraged at the Theatre Street car park (a five-minute walk from the centre) and potentially Station Street car park (currently Swaffham Lorry Park, which is 7-10 minute walk from the centre). These longer stay car parks could be promoted as Park & Stride locations.

- Replacing perpendicular spaces with parallel parking spaces along the central stretch of the A1065. The plan will improve pedestrian and driver safety by minimising the risk of collision from cars reversing onto the A1065
- Wayfinding signage for parking located at strategic locations should include digital signage and wayfinding on London Street, Station Road, Lynn Road and Norwich Road to direct incoming traffic to car parks and indicate their capacities. This intervention would encourage visitors to park in more peripheral parking locations and potentially reduce vehicle traffic through the centre of town.

HGV DOMINANCE AND VEHICULAR MOVEMENT

The plan addresses the dominance (inclusive of noise, air quality and visual obstructions) of vehicular traffic and HGVs by creating spaces for people away from the roads and within areas that can easily enable people to peruse and connect to the array of diverse independent retailers in the town centre. The plan addresses this via the following (noting that further studies will need to accompany these interventions- see the following section)

- restricting HGV access along Market Place, reallocating extra space to public realm/wider pavements, which could be temporarily trialled with signage and moveable planters/pinch points to indicate to HGVs not to use Market Place.
- Reduce the junction width and the vehicle turning apex by making the road that connects Market Place to Lynn Street (to the east of Pedlar's car park) one-way southbound with sufficient allowance given to the bus movement. This would reduce vehicle dominance of this area, increase public realm space, and better facilitate better connectivity into the town centre.

AN ENHANCED PUBLIC REALM

Enhancing the public realm and streetscape by incorporating improved pedestrian connectivity and wayfinding will increase and support footfall through the centre, alongside strengthening and increasing the sustainable use of the area. The plan includes:

- Promoting pedestrian priority along Market Place West through a shared surface scheme which can calm traffic environments with the following key aims: encourage low vehicle speeds; create an environment in which pedestrians can walk without feeling intimidated by motor traffic; make it easier for people to move around; promote social interaction.

INCREASE AND SUPPORT FOOTFALL

The Pedestrian Pound, Living Streets (2018) study suggests that well-planned improvements to public spaces can boost footfall and dwelling times in town centres and benefit local businesses. If more space is given for walking and cycling and less to cars, the absence of customers arriving by car would be more than compensated by people arriving on foot or by bike (see adjacent information box.) This plan understands this data whilst also appreciating the rural nature of this town.

PUBLIC AND ACTIVE TRANSPORT

The promotion of public transport and active travel will be a critical supporting element in addressing the reliance on the use of the private car. This plan includes

- Modern, high quality and comfortable facilities with data information provision can support this. For example, comfortable and convenient waiting areas with information screens advising on arrival, departure and journey times. This can be supported with wayfinding indicating the location and the close proximity through walk times to key bus stops.
- Public transport facilities can be further supplemented through the integration of mobility hubs providing convenient cycle facilities for covered and larger cycle spaces to enable combined modal trips. This may consider e-bike and micro-mobility offer that allows people to travel greater distances around Swaffham rather than relying on the car to park in the centre.

THE PEDESTRIAN POUND, LIVING STREETS (2018) STUDY

This study suggests that well planned improvements to the public spaces can boost footfall, dwelling times in town centres, and bring benefits to local businesses. If more space is given for walking and cycling and less to cars, the absence of customers arriving by car would be more than compensated by people arriving on foot or by bike. The report concludes that:

- Walking and cycling projects can increase retail sales by 30% or more. As part of the Town Centre Living Initiative, improvements to the public realm were seen as key to tackle commercial vacancy.
- Those arriving by foot or cycle tend to spend more than those arriving by motorised transport. If more space is given for walking and cycling and less to cars, the absence of customers arriving by car is more than compensated by people arriving on foot or by bike.
- Good urban design and quality green spaces can increase property prices and rents by up to 20%
- Walking projects can increase land values by up to 30%

CASE STUDY

Altrincham

In Altrincham, public realm improvements throughout the city led to a footfall increase of 22% and reduced retail vacancy by 22%. (Economic Benefits of the Reallocation of Street Space, Ryder Alliance publication, 2020)

3.2 Movement & Connection Strategy

3.2.4 Movement and Connection Principles

The adjacent concept masterplan strategy summarises the essential movement and connection moves to enhance the Swaffham HSHAZ at a wider scale

-  HSAZ Site Boundary
-  enhanced crossing area
-  main route
-  secondary route
-  HGV use discouraged through carriageway reduction
-  gateway improvements
-  pedestrian pathway and cycle improvements between car parks and town centre
-  encourage more use of Theatre Street car park
-  encourage more use of Station Street car park as its transformed
-  explore area for alternative parking via a sensitive design approach
-  create alternative pedestrian and cycle routes from the back streets to the centre
-  remove barriers, high kerbs and physical clutter to reinstate the sense of a single marketplace or public realm
-  minimise uneven surfaces
-  rationalise car parking to improve east/west and/or pedestrian permeability
-  removal of parking delineation
-  rationalise posts & signage to reduce confusion and visual clutter



3.2 Movement & Connection Strategy

3.2.5 Recommended Project List

The list below and adjacent table is a key non-exhaustive array of projects connected with improving Swaffham's movement and connection as a pedestrian and as a driver that aligns with the strategy's principles and objectives. The list below suggests the priority of the studies by first understanding how safe or unsafe the environment is, followed by the testing of interventions and further survey works ahead of implementing strategies and permanent public realm enhancement.

SAFE MOVEMENT PROVISION

- Pedestrian/ cyclist condition survey
- Cycling strategy
- Temporary cycling facility implementation

AN ENHANCED PUBLIC REALM

- Quality Audit

PARKING

- Temporary parking suspensions
- Parking rationalisation

HGV DOMINANCE AND VEHICULAR MOVEMENT

- Traffic modelling
- Swept path analysis
- Reconfigured design of Market Place

PUBLIC AND ACTIVE TRANSPORT

- Mobility hub feasibility

STRATEGIES	PROJECTS - TOWN-WIDE PROJECTS THAT WILL CONTRIBUTE TO A COHESIVE LOOK AND FEEL		
	What?	Why?	How?
CONNECTING & MOVEMENT	Parking rationalisation including temporary parking suspensions	To reduce the dominance of cars and improve the experience of the town centre	Raise awareness of the large, free car parking areas available and encourage people to choose these through signage, lighting and charging policies.
	Pedestrian/cyclist condition survey	This would help identify additional improvements required to ensure that Swaffham is pedestrian friendly for all users and to encourage mode shift to walking from private car.	Undertake a pedestrian/ cyclist condition survey and crossing assessment. Key routes through Swaffham would be identified based on linkages to the main transport locations (parking/ bus stops) and the main trip attractors (town centre, schools, retail, employment etc..). The routes would be mapped and assessed by someone walking through Swaffham in the form of a condition survey.
	Cycling strategy and temporary pilot measures	To increase the number of people choosing to travel around the town by cycle to facilitate modal shift away from private cars, improve the town's health and economic prospects.	This strategy should consider feasibility and location of infrastructure improvements, locations for secure cycle parking and a delivery programme of supporting initiatives.
	Traffic modelling	To test the feasibility of removing HGVs from Market Place West, traffic modelling would need to be conducted to understand that impact this may have on other junctions/streets in the town centre.	Data collection such as Automatic Traffic Counts, Junction Turning Counts and queue length surveys would need to be collected to inform this modelling if the Council does not already have this.
	Swept path analysis:	To determine how much space can be allocated over to wider pavements/public realm at key junctions around the town centre.	To be conducted alongside reconfigured design of Market Place (if HGV removal is a feasible option)
	Quality Audit:	Ensure that any shared surface street layout design is supported by a Quality Audit as outlined in the Manual for Streets 2: Wider Application of the Principles (CIHT, 2010) and Local Transport Note 1/08 Traffic Management and Streetscape (DfT, 2008). This could also include a Disability Impact Assessment.	Shared surface arrangements must be designed such that they are suitable for blind or partially sighted people. The absence of a conventional kerb may pose them problems therefore it is important that shared surface schemes include an alternative means for visually impaired people to navigate by.
	Mobility hub feasibility study	To explore the possibility of implementation of a mobility hub or micro mobility hubs in Swaffham. .	Feasibility locations to consider would be the town centre and peripheral car parks (Theatre Street car park, Station Street car park) to encourage sustainable travel in to the town centre

3.3 Landscape Strategy

3.3.1 Greening Strategy



















The Greening Strategy forms a vital part of the Masterplan and is guided by the engagement insights and Swaffham's natural heritage.

The insights gained through the engagement programme included wide-ranging comments about the current low level of greening in the Town Centre and ideas for increasing this. Examples included:

- More street trees
- Greener spaces with lawns and meadows to meet and socialise, listen/watch events
- An enhancement of the pedestrian environment, encourage walking and footfall, to improve the quality of spill-out pavement/cafe spaces
- Planting along with green links, foot/cycleways
- Planting to promote wildlife habitat
- Planting to contribute to air quality and a healthy environment

The Greening Strategy is also guided by our study of Swaffham's history and the existing landscape setting. Key opportunities for combining planting and water are highlighted here and on the following pages, including:

- Bringing nature into view, setting the scene for relaxation, socialising, play
- Experiencing the living qualities of water, which draws the eye, reflects light and gives delight
- Giving identity and enriching sense of place
- Offering sensory, educational, artistic, sculptural qualities
- Supporting biodiversity value
- Giving micro-climate benefits, climate-adaptation and the sustainable water cycle

		1 Landmark trees
		2 Street trees
		3 Multi-stemmed trees
		4 Colourful Rain Gardens
		5 Swaffham Herb Garden
		6 Lawn & wildflower meadow
		7 Hedges & Shrubs
		8 Pond & marginal planting
		9 Existing Trees



Greening Key Plan

3.3 Landscape Strategy

3.3.2 Greening Implementation

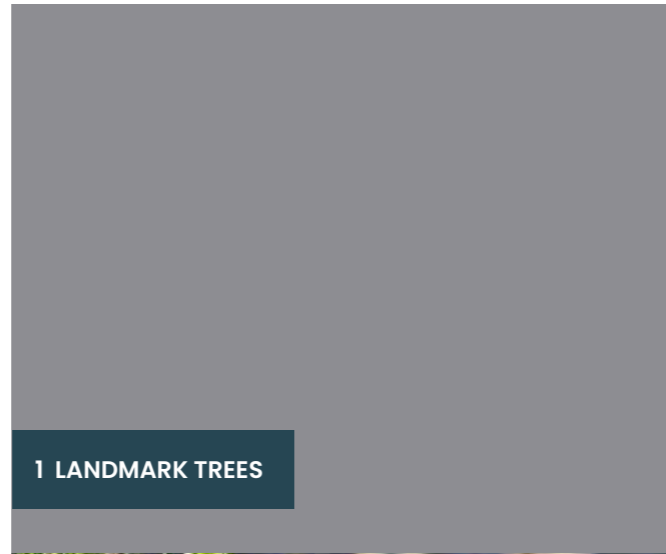
The Greening Strategy has identified 8 different types of planting in response to the engagement insights and Swaffham's natural heritage.

As a set of planting types, these can play a key role in the enhancements and design interventions for streetscape, circulation and public realm activation.

These types of planting can be applied to enrich and give different characters to each space in the public realm: Examples are provided in the Design Options.

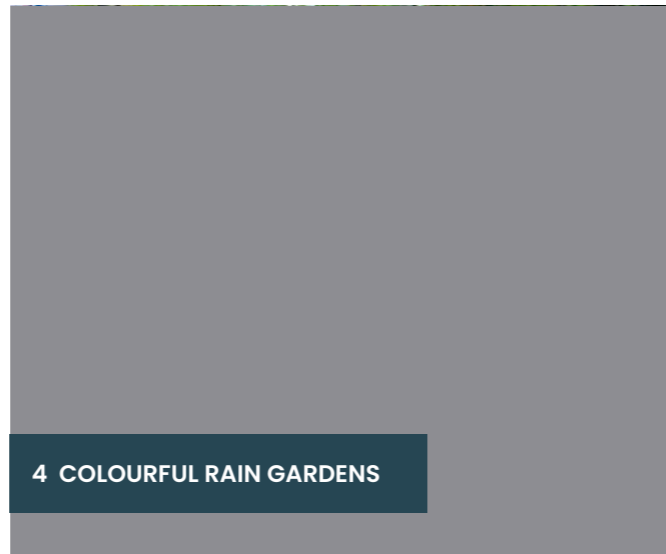
They will be interwoven to create a mosaic of habitats across the Masterplan:

- Bringing nature into the town
- Enriching the townscape character
- Inviting people to enjoy walking around the town and encouraging the use of spaces.
- Offering a buffer away from traffic
- Establishing a resilient future tree canopy for Swaffham, contributing to air quality, cooling and biodiversity
- Bringing delight and seasonal colours, inviting people to walk, sit and socialise
- Creating functional rain gardens, absorbing rainwater, offering colourful nectar-rich planting with biodiversity value



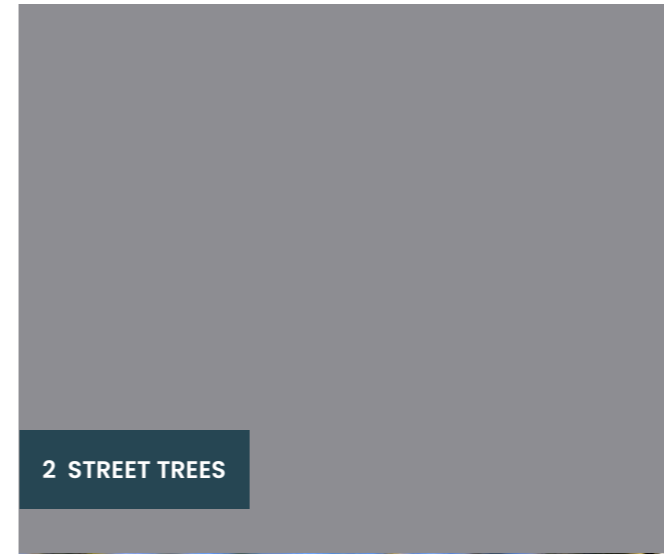
1 LANDMARK TREES

Enriching public spaces as community landmarks. Long-lived species, with local heritage and biodiversity value.



4 COLOURFUL RAIN GARDENS

Rich sensory planting with resilient species, draining surface rainwater from pavements and roads, offering habitat value.

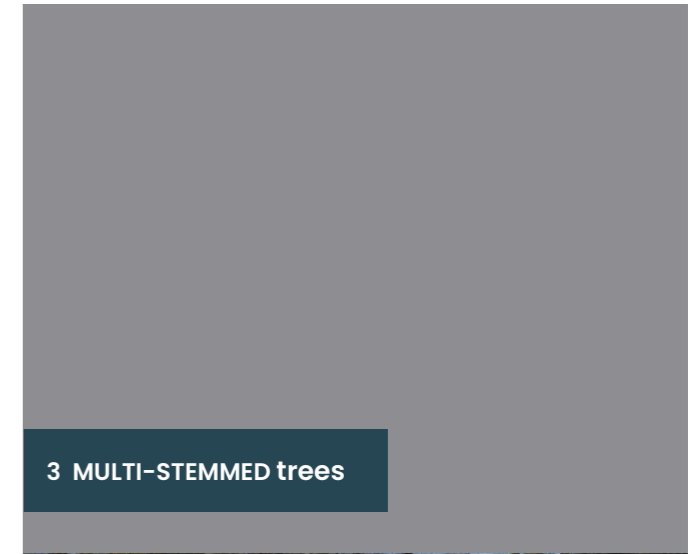


2 STREET TREES

Robust, light-foliaged trees, which offer shade, cooling and colourful seasonal change, in the streetscape.



Aromatic, kitchen herbs, activating cafe and dining spaces. Nectar-rich plants - supporting pollinators. Growing spaces.



3 MULTI-STEMMED trees

Naturalistic multi-stems, bringing the countryside into the town. Including native and water's edge species.



Long-flowering mixes, including native species and also green roofs, for example above cycle stores



7 HEDGEROWS

Including native mixed species, and single species, such as beech, hornbeam, holly, yew. Rich habitat value.



8 POND & MARGINAL PLANTS

Reinstating water in the Market Square, with a sustainable water cycle, beautiful marginal flowers, space for nature.

3.3 Landscape Strategy

3.3.3 Planting Types

These 8 planting types offer a range of qualities, and actively deliver green infrastructure functions relating to drainage, air and water quality, biodiversity and resilience to climate change.

References: Norfolk County Council, 'Norfolk Green Infrastructure: Strategic GI Corridors and Habitat Core Areas'; Norfolk Wildlife Trust, The Brecks Landscape; Breckland Council, Norfolk Biodiversity Partnership.



1 LANDMARK TREES

Specimen trees of stature, resilient and long-lived. Includes trees in the market square, outside the Corn Hall and Memorial area.



Tree-pit cells to hold + use rainwater run-off

Significant habitat, Priority Habitat in Norfolk

Vital role in the future, for air quality, shade and cooling, enabling of public realm

2 STREET TREES

Specimen trees, resilient and long-lived. Potential for locally distinctive species, lowland conifers, chalk species and flowering species. Including species known to improve air quality.



Tree-pit cells to hold + use rainwater run-off

Rich habitat including flowering orchard species

Vital role in the future, for air quality, shade and cooling, enabling enjoyment of public realm

3 MULTI-STEM TREES

Naturalistic forms, including locally distinctive wet woodland, carr and/or flowering/catkin species.



Tree-pit cells to hold + use rainwater run-off

Significant habitat, Priority Habitat in Norfolk

Vital role in the future, for air quality, shade and cooling, enabling enjoyment of public realm

4 COLOURFUL RAIN GARDENS

Giving pedestrians a green buffer from vehicles. Absorbing rainwater run-off from roads and pavements, creating attractive biodiverse verges.



Designed to collect, filter + use rainwater run-off

Rich habitat, with flowering plants supporting pollinators

Vital role with rainfall in the future, and for air and water quality, supporting enjoyment of public realm

5 SWAFFHAM HERB GARDEN

Raised growing planters, inviting people to garden and utilise kitchen herbs. Rich sensory qualities, links to ancient formal herb gardens.



Reduces amount of impervious paved surface

Rich habitat, with flowering plants supporting pollinators

Productive growing, inviting sociable, healthy lifestyles

6 MEADOW, GRASSES & PERENNIALS

Mixed groundlayer, including chalkland/heath species, distinctive to The Brecks. Supports pollinators. Brings the countryside into town.



Large surface to absorb + filter rainwater run-off

Significant habitat value, Priority habitat in Norfolk

Effective for micro-climate quality

7 HEDGES & SHRUBS

Both mixed native and single species hedges, including flowering, foraging and nesting habitat, seasonal colour/texture. Shrubbery including low-growing evergreens.



Soil cells can hold + use rainwater run-off

Rich connective habitats, Priority Habitat in Norfolk

Effective for micro-climate quality

8 POND, REEDS & MARGINAL PLANTING

Ponds, meres and pingos are iconic to the post-glacial landscape of The Brecks and highly distinctive features



Collects rainwater and support aquatic plants

Significant habitat value, Priority Habitat in Norfolk

Important for micro-climate quality
Seasonally fluctuating ponds and meres - highly distinctive in The Brecks

SuDS
Habitat
Micro-climate

3.3 Landscape Strategy

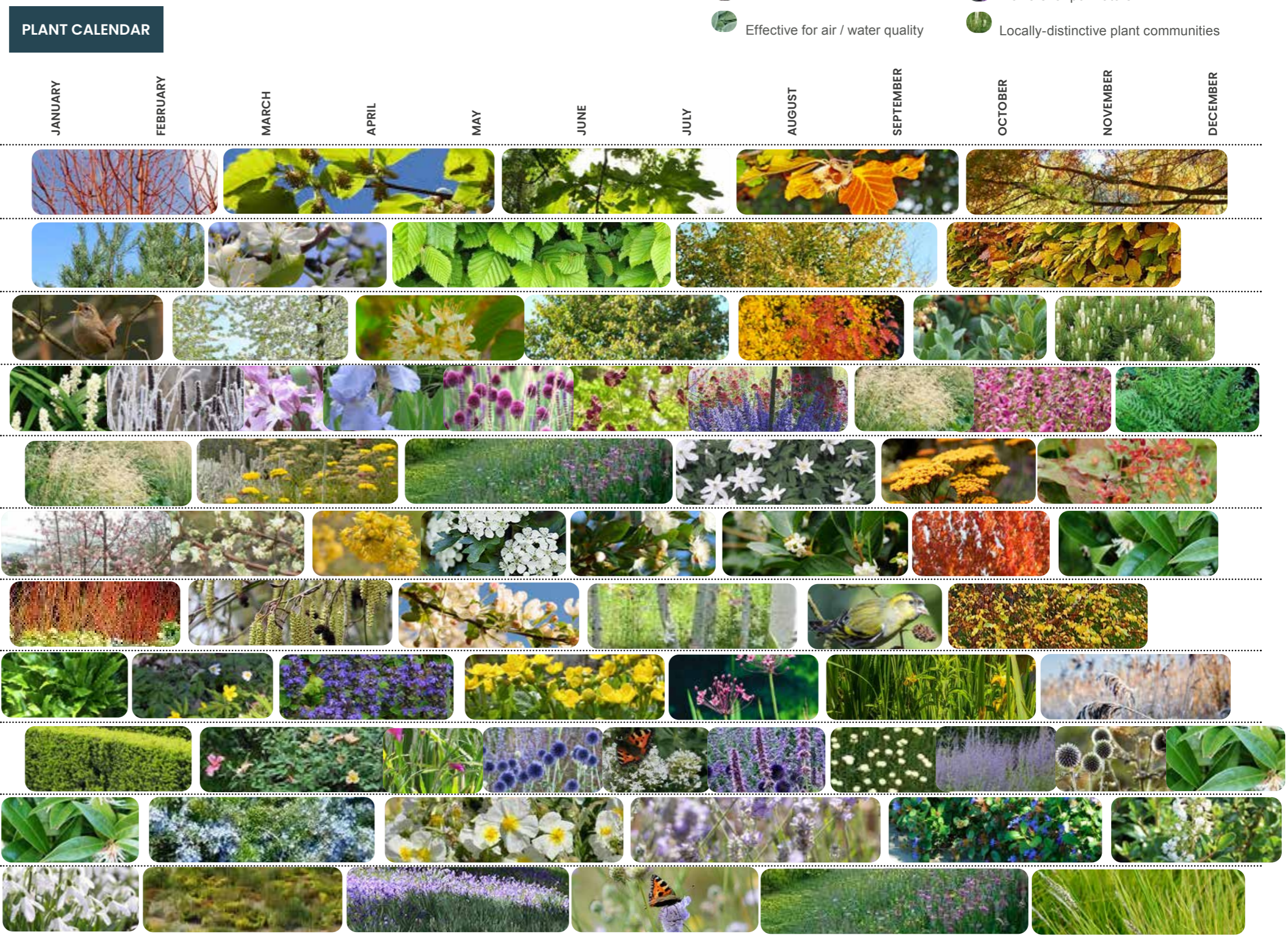
3.3.4 Planting Types

Each month brings new colours, textures and scents to the town centre. Seasonal changes in foliage, flowers and stems create vibrant colours which are highly evocative of the surrounding landscape - bringing nature into view as part of the day-to-day enjoyment of the public realm.

PLANTING TYPES

- 1 Landmark Trees:** *Tilia cordata* Winter Orange, *Fagus sylvatica* 'Dawyck', *Quercus robur*
- 2 Street Trees - Type 1:** *Pinus sylvestris*, *Prunus avium*, *Cercidiphyllum* spp, *Malus* 'Evereste', *Arbutus unedo*
- 3 Street Trees - Type 2:** *Alnus glutinosa* 'Imperialis', *Prunus maackii* 'Amber Beauty', *Crataegus* spp, *Ilex aquifolium*
- 4 Rain Gardens - along pavements:** *Deschampsia flexuosa* + *Santolina rosmarinifolia*, *Erysimum linifolium* 'Boules Mauve', *Allium sphaerocephalon* / *Iris* 'Jane Phillips' / *Iris* 'Tropic night' / *Scilla* 'Pink Giant'
- 5 Rain Gardens - Linear Park:** *Achilla* spp, *Anemone nemorosa*, *Epimedium* spp, *Geranium phaeum*, *Hemerocallis lilioasphodelis*, *Hyacinthoides non-scripta*, *Viola odorata*, *Polystichum* spp, *Anemone nemorosa*, *Galanthus nivalis*
- 6 Hedges and shrubbery:** *Ribes* 'Rovada', *Viburnum burkwoodii* 'Charles Lamont', *Salix lanata*, *Myrtus communis*, *Viburnum burkwoodii* 'Charles Lamont'
- 7 Pondsides trees:** *Alnus glutinosa*, *Sorbus aucuparia*, *Betula lenta*, *Crataegus laevigata*, *Prunus avium*, *Cornus alba*
- 8 Pondsides marginals:** *Butomus umbellatus*, *Iris pseudoacorus*, *Phragmites australis*, *Ajuga reptans*, *Geum rivale*, *Acorus calamus*
- 9 Swaffham Herb Garden - Fixed planters:** *Rosmarinus officinalis* 'Prostratus', *Salvia officinalis*, *Lavandula angustifolia* 'Blue Ice', *Stachys officinalis*, *Mentha* spp.
- 10 Swaffham Herb Garden - Moveable planters:** *Rosa x odorata* 'Mutabilis' / *Stipa gigantea* / *Teucrium fruticans*, *Echinops yuccifolium* + *Perovskia atriplicifolia* + *Centranthus ruber* 'Albus' + *Agastache* 'Blue Fortune', *Gladiolus* subsp. *byzantinus*
- 11 Wildflower meadow - Groundlayer and Biodiverse Roofs:** Wildflower blanket with native species plug plants and bulb

- Selection criteria:
- Evergreen foliage structure
 - Repeat flowering
 - Attractive fruits / seedheads
 - Effective for air / water quality
 - Scented flowers / aromatic foliage
 - Attractive shapes / colours / leaves
 - Flowers for pollinators
 - Locally-distinctive plant communities



3.3 Landscape Strategy

3.3.5 Greening Together

The Greening Strategy also lends itself to hands-on involvement, engaging people in activities, including inter-generational and community projects, supporting recreation, cultural life, health and well-being.

The Greening Strategy offers considerable opportunities to influence:

- Circulation and wayfinding
- Inclusive design, sensory and memorable spaces that are accessible to all
- Traffic management - placing priority on the pedestrian realm, safety and comfort
- Enhancement and activation of the pavement as spill-out for businesses, cafes and restaurants.
- Recreation, relaxation, health and well-being
- Improved links with nature, and the surrounding landscape

The Greening Strategy includes design options which can be:

- Pilot projects - to trial initial options for feedback and review.
- Moveable elements - for example, kitchen herb planters to set out for restaurant and pavement spaces.
- Longer-term permanent elements of green infrastructure within the masterplan include lawns, trees, and rain gardens.



Herb Garden- Community gardening & sociable activities



New spaces to perform outdoors for young people and all ages, including school groups. Stimulating evening activity in the town by re-imagining spaces



Educational use by children's groups, schools, increasing knowledge about local wildlife



Plant Swap event- Bringing people together and sharing skills and produce



Rain gardens - with mixed evergreen and flowering grasses, perennials and bulbs - encouraging walking and enjoyment of Swaffham's streetscape.



Sensory and tactile impact of planting in the public realm

3.3 Landscape Strategy

3.3.6 Tree Strategy

Swaffham's vibrant history of market activity and the evolution of the town emanating from the Market Place, has resulted in a rich illustrated record of the town and the setting of its buildings. The presence of street trees can be seen as a constant interplay within the Market Place itself. The following pages underpin the green strategy for Swaffham in an attempt to reinterpret and introduce its historic and environmental context.

HISTORIC STREET TREES

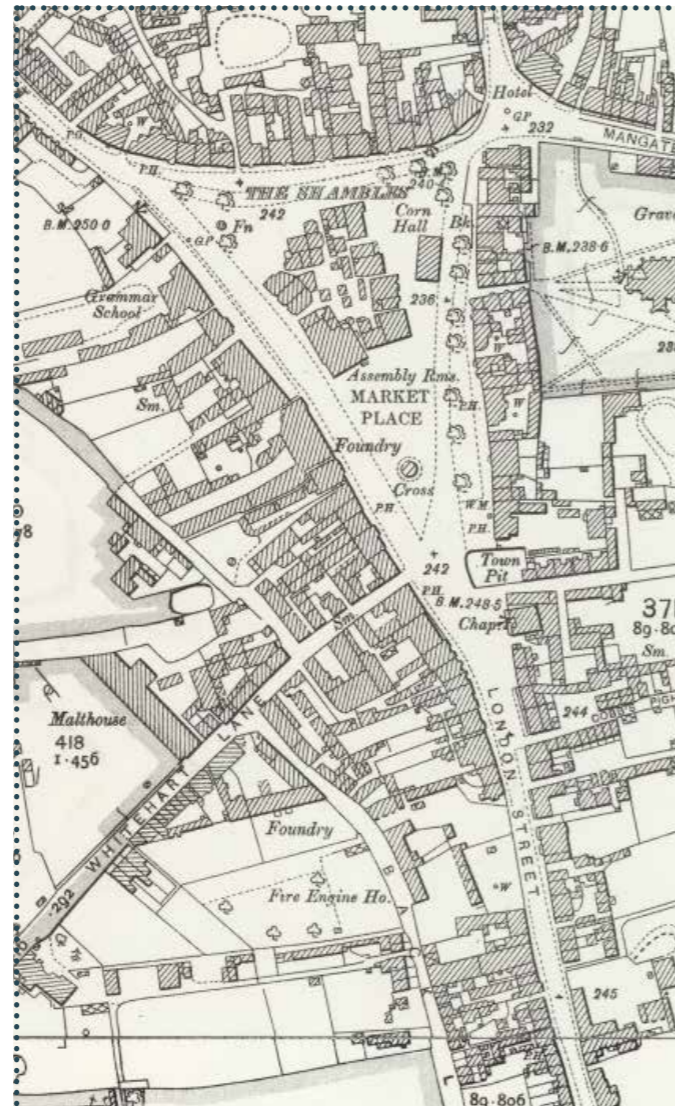
- Trees were planted along the Shambles and the Market Place, defining building frontages, giving a setting for activities in the town.
- Trees at the Memorial in 1953, appear to be native limes.

TREE STRATEGY

These are proposals for types of planting, which can

- Enrich and give different characters to each space in the public realm
- Offer a climate-aware and sustainable measures to establish future tree canopy in the town.
- Species which contribute to improving air quality, and cooling through evapo-transpiration
- Mixes of plants which bring delight and seasonal colour changes to the streetscape, inviting people to stay, walk, sit and socialise
- Rain garden planting, addressing stormwater run-off, species tolerant both of dry and wet conditions, and offering colourful accents and biodiversity
- Bringing nature into the town
- Enriching the townscape
- Inviting people to enjoy walking in the town and to use pavement spaces.
- Improving air, biodiversity, water

HISTORIC REFERENCE



OS 25 inch, 1892-1914

HISTORIC INTERPRETATION



Trees in the Shambles, extending to Lynn Street



Landmark trees – enriching public space as community landmarks. Species which are long-lived, with local heritage and biodiversity value.



Young street trees along London Street and the Market Place



Street trees – Robust, light-foliaged trees, which offer shade, cooling and colourful seasonal change, in the streetscape.



Street Trees along Lynn Street, Coronation Parade, 1953. These appear to be small-leaved limes.



Tree groups, including native and water's edge species. Naturalistic multi-stems, bringing the countryside into the town.

3.3 Landscape Strategy













3.3.7 Tree Planting Plan

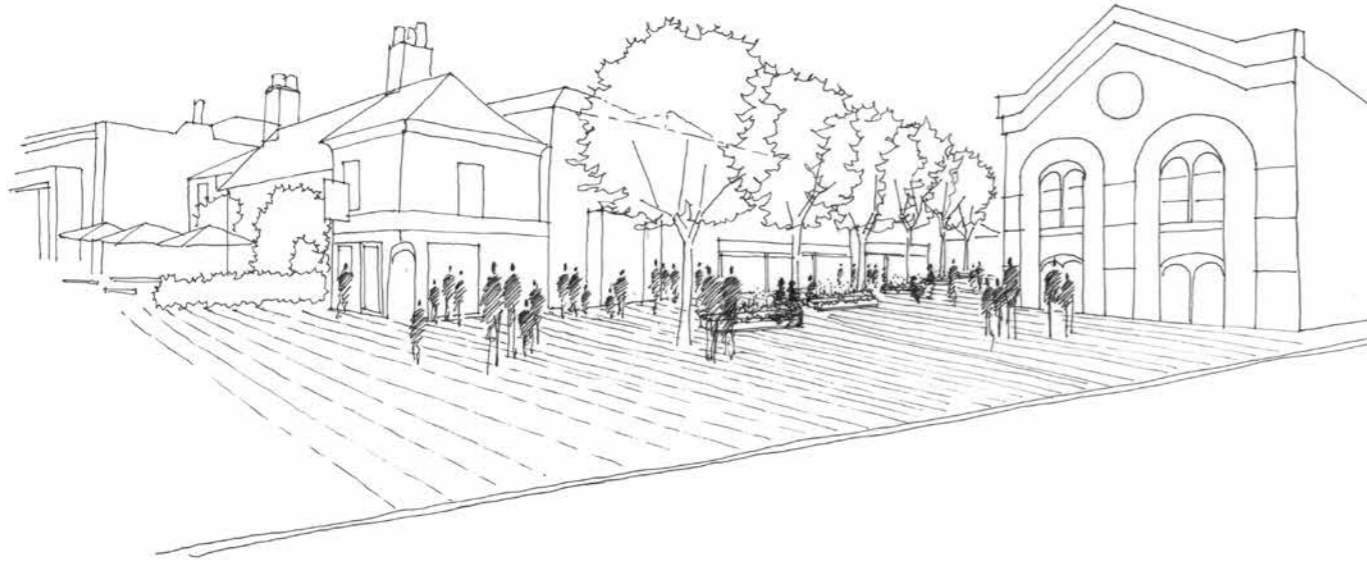
The Tree Strategy forms a key part of the Masterplan. It will create a diverse, healthy and beautiful framework of trees. With many trees living 50 - 100+ years, the Tree Strategy is a long term asset for the future.

The Tree Plan is designed as spatial framework, linking spaces, re-defining public realm areas and view lines, re-connecting historic and new buildings with the public realm around them.

Key benefits:

- Long-lived, resilient trees, able to tolerate and adapt favourably to climate change
- A varied tree resource, including species of stature and scale which respond to the historic townscape and landmarks.
- Trees which offer light shade, shelter and cooling in response to demands of the urban climate.
- Trees with wide-ranging habitat values, including native species, flowering, fruiting and nesting values.

		LANDMARK TREES
		STREET TREES - TYPE 1
		STREET TREES - TYPE 2
		MULTI-STEMMED TREES
		FLOWERING TREES
		EXISTING TREE



SKETCH VIEW A
showing how trees open up views and reconnect spaces, giving opportunities for a wide variety of activities and a seasonally-vibrant setting.



Tree Key Plan

3.3 Landscape Strategy

3.3.8 An Enhanced Public Realm



LANDSCAPE SECTION A-A

EXISTING RATIO OF SPACE - PEDESTRIAN AND VEHICULAR

Plowrights Place	Path 1.75m	Parking 5.50m	Existing Road Width	Path 2.90m	Parking Across Market Square	Through To The Shambles
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PROPOSED RATIO - PEDESTRIAN AND VEHICULAR

Plowrights Place	Wider Pavement 7.25m	Existing Road Width	Wider Pavement. Assembly Rooms - Space For Active Sociable, Market And Civic Uses	Through To The Shambles
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KEY PLAN



PAVEMENT SPACES
Vibrant & Sociable
Enhanced Historic Facades



STREET TREE TYPE 1



RE- ACTIVATED SPACE
- Market Square &
Assembly Rooms



HERB GARDEN IN SPRING



HERB GARDEN IN WINTER



FEATURE TREE IN AUTUMN

3.3 Landscape Strategy

3.3.9 Water Strategy

Alongside street trees, the presence of water and street trees can be seen as a constant interplay within the Market Place itself. The following pages underpin the blue strategy for Swaffham in an attempt to reinterpret and strengthen its historic and environmental context.

WATER IN THE MARKET PLACE

- This appears in illustrations as an area of naturally seasonal ponding in a low point within the Market Place. This wet area - Town Pit - is seen with two lengths of post and rail, extending out towards the thoroughfare. By 1928, the wet area still extended well beyond the building frontage (Ordnance Survey 25 inch, 1914)
- Horses and livestock are drinking from it in illustrations, and the live auction used it for watering livestock.

WATER/BLUE STRATEGY

- Dynamic and practical role of water
- Living elemental qualities of water, moving, reflective
- Sensory qualities, educational, artistic and sculptural
- Relaxation, enjoyment, play
- Draws the eye, catches light and gives delight
- Gives identity and enriches sense of place
- Significant biodiversity value
- Micro-climate benefits - climate-adaptation strategy
- Sustainable water cycle

HISTORIC REFERENCE



Water in the Market Place, 1890



Water in the Market Place, c1900



Water in the Market Place, 1928

HISTORIC INTERPRETATION



Sculptural qualities, nature meets art



Waters edge - sets the scene for a variety of sociable outdoor uses



Whitestone Pond - once for Horses and carriages now a nature reserve alongside an a road.



Playful routes giving contact with nature



Hattersheim Town Square



Hammarby, Green routes and Rain Gardens

3.3 Landscape Strategy

3.3.10 Water Strategy

The water strategy forms a vital part of the Masterplan, in terms of both sustainability and revealing the Market Place's rich history.

The water strategy has identified 3 different typologies that are explored in the masterplan. These include:

1 RAIN GARDENS







Colourful rain gardens will capture, divert, and store surface water while also enhancing aesthetic and ecological values to the streetscape.

2 POND WITH MARGINAL PLANTING

The pond reveals and celebrates the historic town pond in Market place, where horses and livestock were once seen drinking from. The pond brings water up to street level so that it can animate the public realm.

3 PERMEABLE PAVING

Permeable paving will stretch across the ground plane to allow rainwater to seep through to the existing groundwater table and reduce surface water flooding.

		POND AND MARGINAL PLANTING
		RAIN GARDENS
		PERMEABLE SURFACE



SKETCH VIEW B
showing the new Town Pond, offering a relaxing and visually stunning entrance into the Market Place.

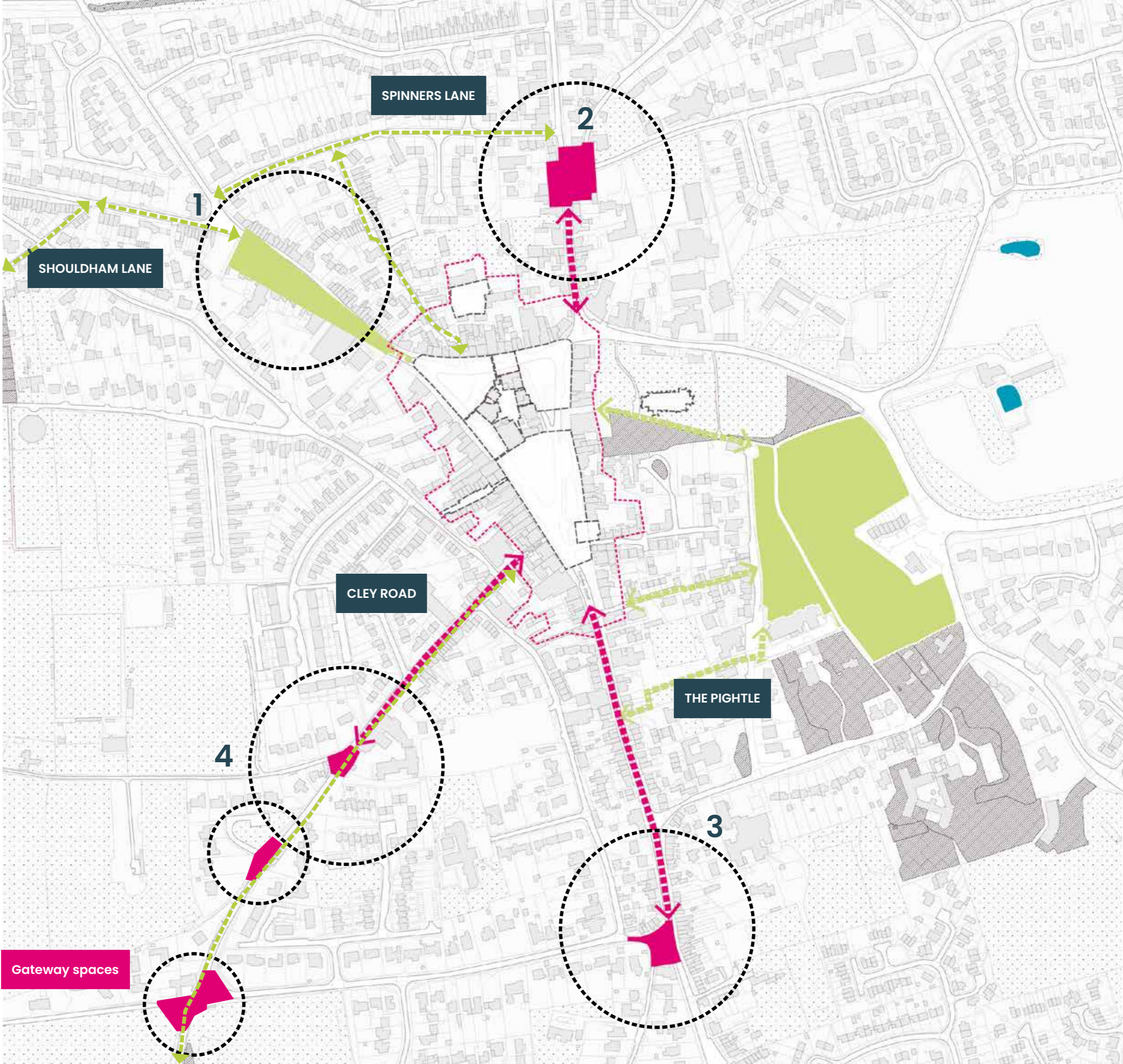


3.4 Gateways & Wayfinding

3.4.1 Gateway Spaces

The following pages describe the opportunities for the gateway spaces as listed below

- 1 LYNN STREET (NORTH)
- 2 STATION STREET AND SPORLE ROAD
- 3 LONDON STREET/HASPALLS ROAD (GLOBE HILL)
- 4 CLEY ROAD



- Pedestrian and cycle gateways and arrivals
- Vehicular gateways and arrivals
- Gateways

Gateway spaces

3.4 Gateways & Wayfinding

3.4.2 Network of Lanes & Ways

It is possible to walk into Swaffham, through and around using attractive pedestrian lanes and ways as listed below:

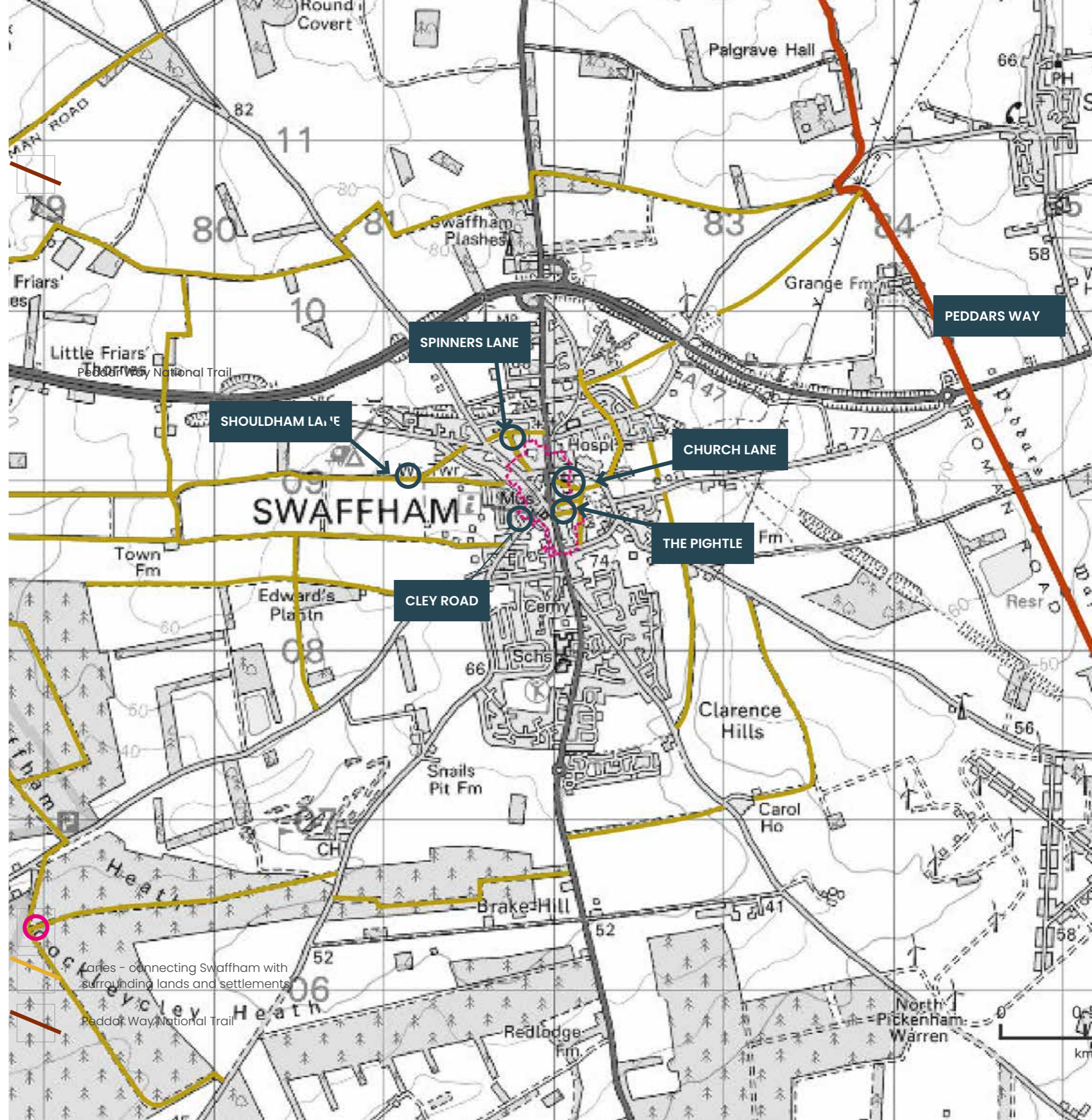
- 1 SHOEMAKERS LANE - CLEY ROAD
- 2 THE PIGHTLE
- 3 ASH CLOSE TO SPINNERS LANE
- 4 SHOULDHAM LANE
- 5 PEDDARS WAY

This network of old lanes and routes is a significant open space asset. These green links reach from all directions and converge right into the market place as Swaffham's civic heart and place of commerce, social and cultural exchange.

Many routes have evocative traditional names and reflect the strong and ancient connection between Swaffham and its surrounding communities. Local people, crafts and produce travelled these routes to market.

IDEAS FOR ENHANCEMENT

- Mark the arrival point into the centre, with a 'roundel' in the pavement, illustrating the names Spinners Lane, Shoemakers Lane etc.
- Enhance the value of this existing green network, by giving distances and connections, either on signage, roundels and/or a green network map.
- Locate cycle stands/seats
- Encourage walking and cycling, active mobility, as part of the town's attraction for green tourism and visitors and Sustainable Swaffham.
- Enhance connections to/from Swaffham out to Peddar Way and the wider cycle network



Lanes - connecting Swaffham with surrounding lands and settlements

Peddar Way National Trail

3.4 Gateways & Wayfinding

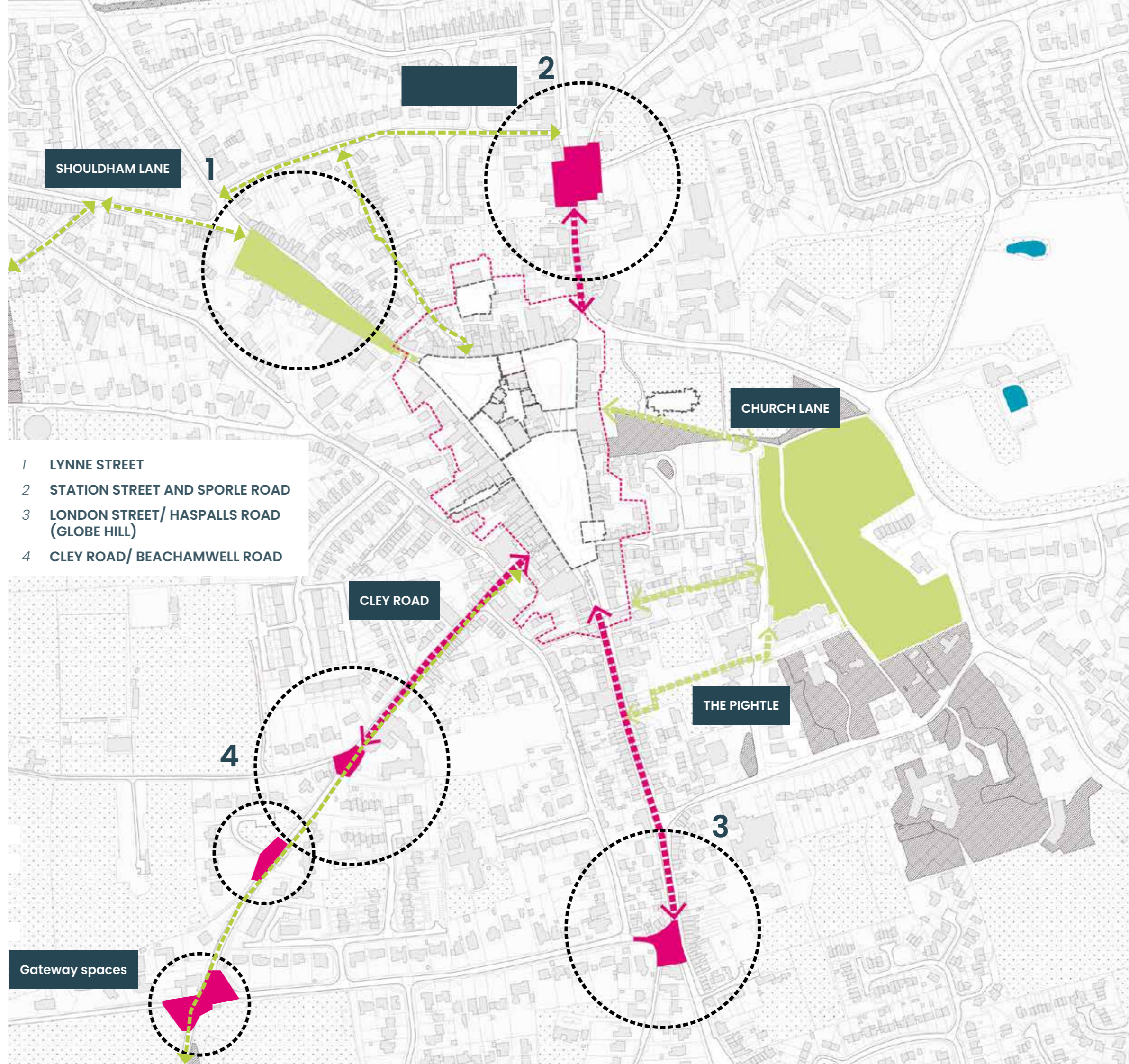
3.4.3 Sense Of Arrival And Welcome - Enhancing Existing Assets

Swaffham benefits from several natural gateways where a sense of arrival is created through changes to the arrangement of built form and open space that create a notable threshold between one spatial character and the next. At the moment none are being used to full advantage and they could be better designed to strengthen the image and identity of the town, literally putting Swaffham on the map in people's minds.




Opportunities to emphasise these thresholds and heighten the sense of anticipation of arrival exist where the buildings and landscape are arranged such that they define a dwell point or node in the movement network across all scales - roads, streets, paths and tracks. This can include increased distance between building façades, changes to the established building alignment, introduction of green spaces and vegetation, changes in height or direction and other features that together form a memorable point on the journey.

These gateways are easy to spot on plan but more difficult to perceive on site, especially as they are often experienced at speed. Modern highways design has eroded the ability to read them spaces defined by buildings rather than by upstand kerbs and road markings.

Reclaiming these gateways through low key interventions such as landscape enhancements, surface treatments, improved signage and lighting would make a significant impact on Swaffham's sense of place, enhancing the sense of anticipation and arrival and helping to restore its importance as a notable Georgian market town.



- 1 **LYNNE STREET**
- 2 **STATION STREET AND SPORLE ROAD**
- 3 **LONDON STREET/ HASPALLS ROAD (GLOBE HILL)**
- 4 **CLEY ROAD/ BEACHAMWELL ROAD**

-  Pedestrian and cycle gateways and arrivals
-  Vehicular gateways and arrivals
-  Gateways

3.4 Gateways & Wayfinding

3.4.4 Gateway Spaces

1 LYNN STREET (NORTH)

This gateway is defined by a significant widening of the space between buildings to create a wedge-shaped green space with a swathe of grass and some street tree planting.

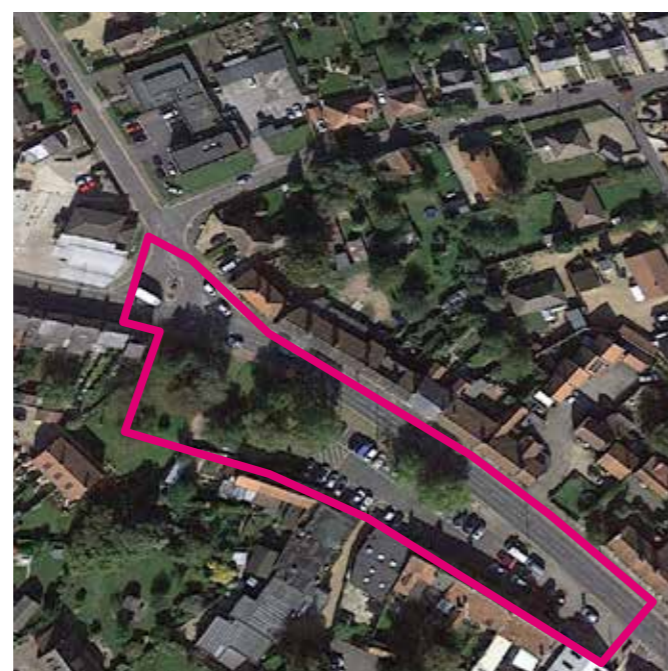
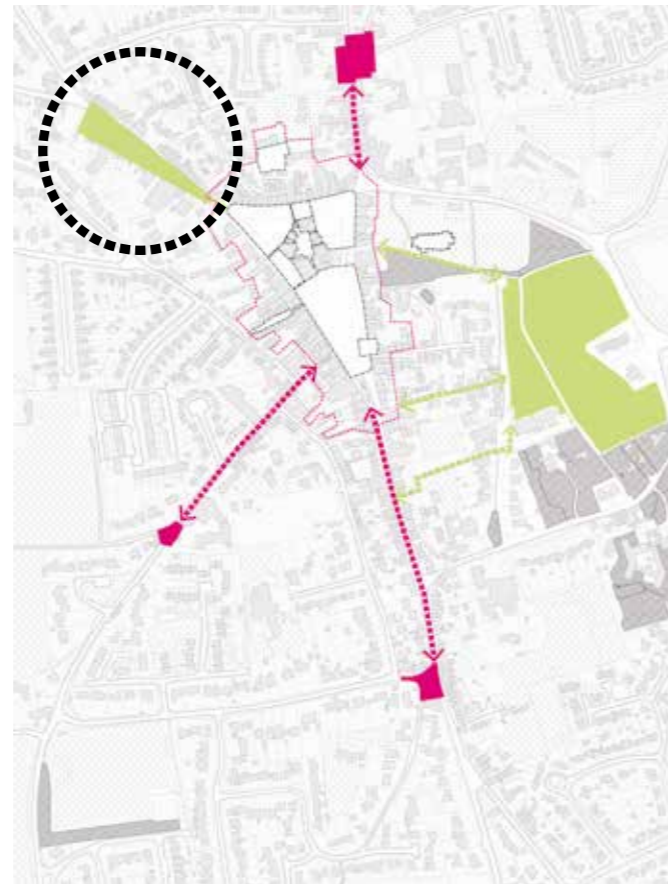
This character change is sufficient to indicate a transition from a country road into a more urban situation with formally spaced trees and continuous building frontage.

The two storey terraced cottages have a traditional local character and are reasonably attractive. On the north side they sit directly at the back of the narrow pavement and appear cramped despite the generous building to building width of the space.

At the end of the vista heading out of Swaffham is a landmark site currently occupied by a BP Pumping Station with no architectural merit. This detracts from overall composition of the space and some visual mitigation could be considered.

IDEAS FOR ENHANCEMENT

- Widen north side pavement, reduce carriageway width
- Resurface with sympathetic materials to emphasise the space rather than the road
- Introduce texture to encourage low vehicle speeds (reduce to 20mph if possible)
- Install "Welcome to Swaffham" signage or marker feature (could be central in the space to foreshorten the view)
- Introduce human scaled lighting that emphasises the green space (e.g. Festoons in the trees)
- Consider additional tree planting to indicate entering a more formal, urban area
- Improve biodiversity with local meadow plants or other local species
- Rationalise the pedestrian pathway on the south side of the road and create a safe and clear crossing point.



Existing situation (aerial from Google Earth)

2 STATION STREET & SPORLE ROAD

Whilst linear in nature, this gateway exists as a sequence of elements; first the landmark towers of the Swaffham Baptist Church and pretty parade of local shops, then a natural dwell point created by the placement of traditional buildings and flint walls that define a small, informal square.

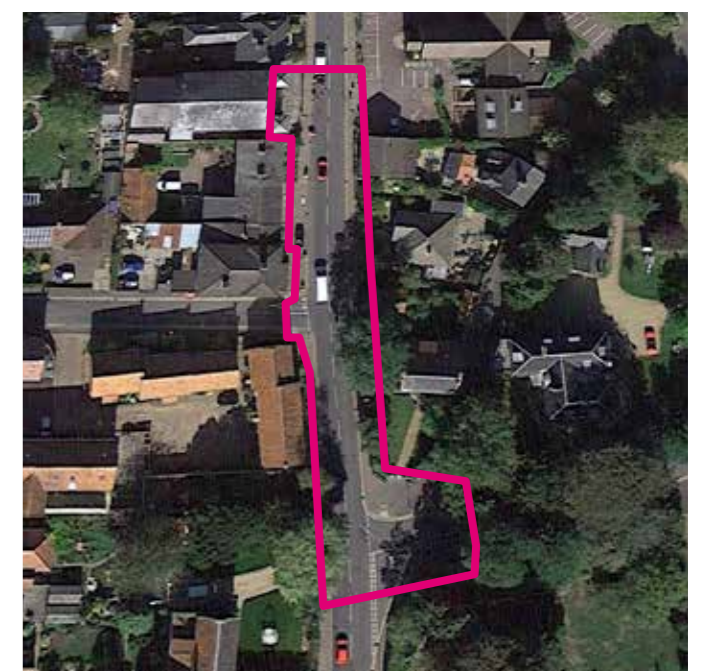
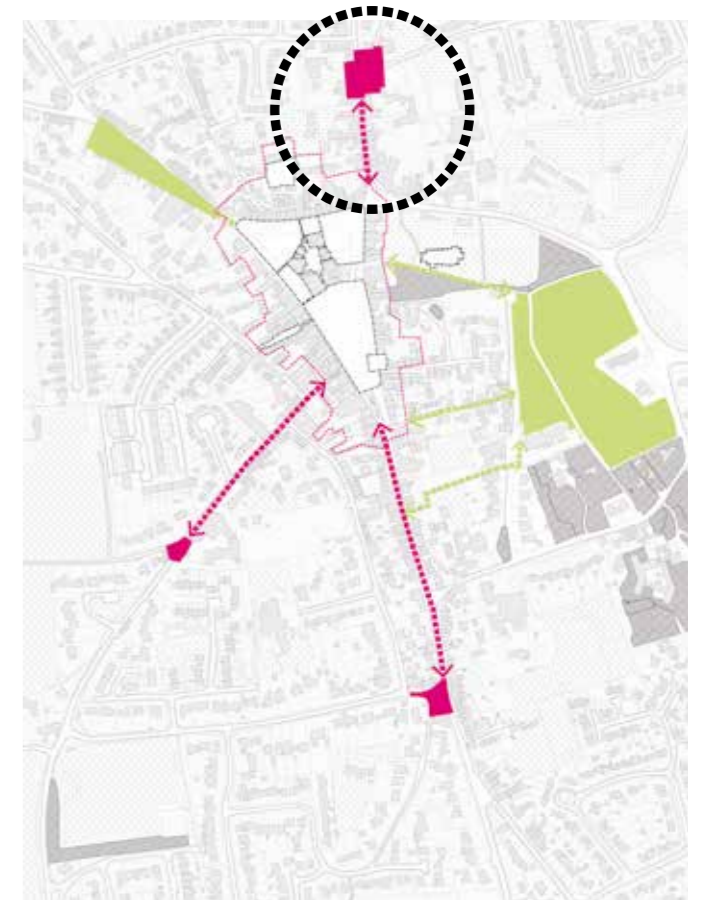
Mature trees create an attractive green backdrop and provide shade. A lone public bench takes advantage of the south facing aspect on the widened area of pavement at the junction.

Pedestrian comfort is poor with narrow pavements and wide junction radii making it difficult to navigate on foot.

The "square" is easily perceived on plan, but on the ground its form is obscured and its visual impact reduced by the strongly defined highways junction. It would benefit from a rethink to reinstate its importance as a waymarker on the route into Swaffham, emphasising the space rather than the roads and improving the pedestrian experience.

IDEAS FOR ENHANCEMENT

- Resurface with sympathetic materials to emphasise the space rather than the road
- Introduce texture to encourage low vehicle speeds, particularly on the stretch of station road between Sporle rd and Swaffham centre
- Test removal of cars parked at the entrance of station street towards double yellow lines to enable consistent yet moderate movement, reducing the pollution from stationary vehicles/ HGVs
- Install "welcome to Swaffham" signage and/or a marker feature (this could double as a speed reduction feature)
- Introduce human scaled lighting that defines the space
- Widen pavements where possible, particularly in the areas that are below the minimum standard width
- Introduce more seating
- Enhance the area to the north of the intersection with Spinners Lane (currently outside of the Indian Summer restaurant) as an opportunity to soften and create a more attractive, accessible and wide pathway
- Create more regularised space for vehicles to park alongside planting to soften the roadside area



Existing situation (aerial from Google Earth)

3.4 Gateways & Wayfinding

3 LONDON STREET/HASPALLS ROAD (GLOBE HILL)

Approaching Swaffham from the south, there is no real indication that you are approaching a historic market town until you emerge into the Market Place itself. There are no town signs, waymarkers or roadway features to provide a sense of arrival.

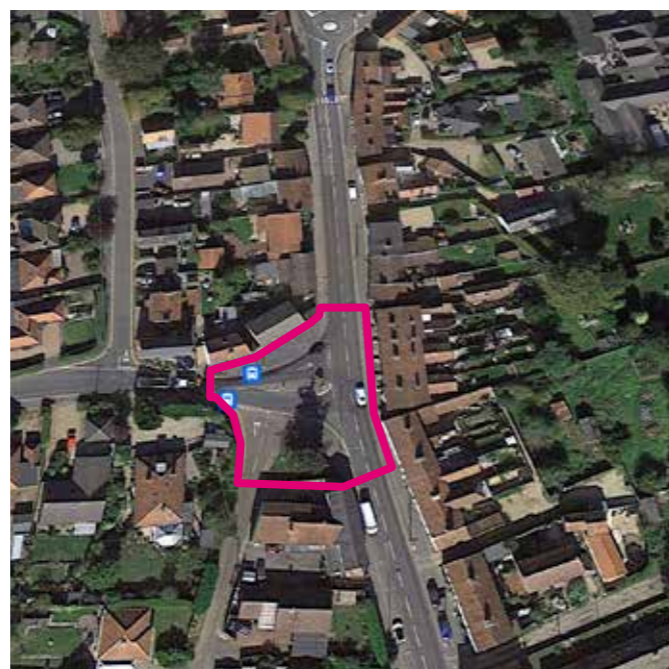
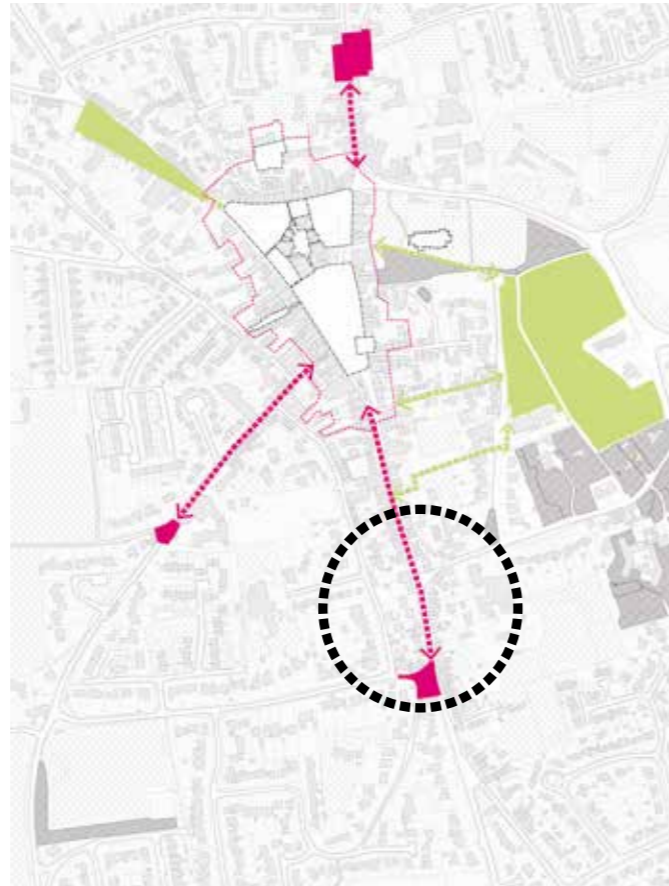
The London Street approach has a number of opportunities to improve the arrival experience, create a stronger visual identity and mind map in keeping with Swaffham's cultural significance.

Enhancing the sequence of spaces along the route, for example using planting, traffic calming features, lighting and attractive signage, would create a stronger sense of anticipation and arrival.

The Haspalls Road junction also known as Globe Hill, is an ideal gateway situation. It is surrounded by pretty buildings, and has a green space, phone box, bus stops, recycling facilities and a general store. It functions like a village centre but has no sense of place. Rethinking this could benefit local residents and Swaffham centre.

IDEAS FOR ENHANCEMENT

- Install "welcome to Swaffham" signage in an appropriate style and design (not standard highways signage), also reference its junction name as 'globe hill'.
- Consider speed reduction measures around the junction to assist pedestrians crossing to the bus stops
- Resurface with sympathetic materials to emphasise the space rather than the road
- Rationalise vehicular signage and consider redesigning the lighting and painting the poles
- Improve the green space e.G. New boundaries, benches, diverse planting, consider reinstating a traditional red phone box
- Introduce more street trees where possible, e.G. Between parking/ loading bays
- Introduce human scaled lighting that defines the space and provides pedestrian comfort
- Reduce the turning radii and introduce a more formalised pedestrian crossing
- Encourage a safer route for cyclists by re-routing them via theatre street from Haspalls road to Cley Road, with a potential contra-flow cycleway from the car park to Cley Road, and then potentially a contraflow in Cley Road into the town.



Existing situation (aerial from Google Earth)

4 CLEY ROAD/ BEACHAMWELL ROAD

Approaching Swaffham from the west and southwest along Cley Road and Beachamwell Road brings visitors directly to the heart of the town. Both roads are straight and fast, and the town creeps up quickly with few visual cues to indicate the imminent arrival.

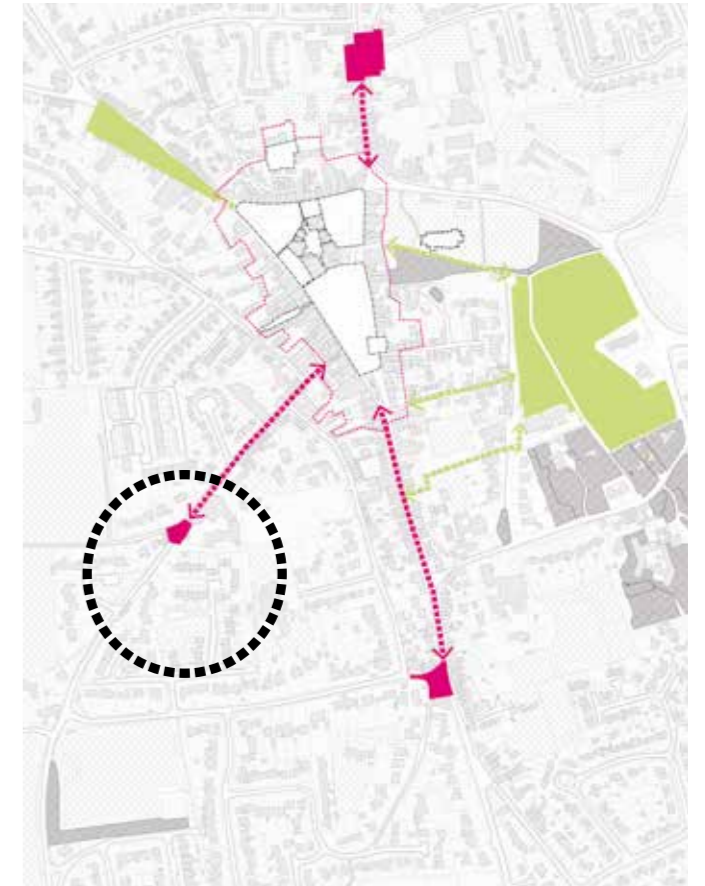
Creating a gateway, or series of low key interventions along the route, would help to slow traffic and prepare people to look out for pedestrians, cyclists and slower moving traffic.

The approach has a rural character, so any gateway features should be in keeping with the surrounding fields and hedgerows. Attractive signage such as "Welcome to Swaffham, please drive carefully" coupled with occasional rumble strips would be sufficient to announce the proximity of the town.

There is no immediately obvious location, however the junction around Cley Road/ Beachamwell Road/ Haspalls Road could work well, particularly for installing signage and upgraded green space. A second intervention at the junction of Cley Road and Shoemakers Lane and a third at Theatre Street would reinforce the sense of arrival.

IDEAS FOR ENHANCEMENT

- Install "welcome to Swaffham" signage at the roadside. This could include a strapline such as "the jewel of the Brecks" or imagery associated with the town such as the Pedlar of Swaffham
- Install occasional rumble strips with decreasing distance apart that indicate traffic should slow. These are particularly useful at night when visual cues are less effective
- Consider low maintenance verge-side planting, such as colourful meadow flowers that enhance biodiversity along the approach route
- Consider planting formally spaced avenue trees that indicate a more urban management regime along the approach road
- Keep lighting low and light key features such as the signs and trees (separate from the standard highways lighting)



Existing situation (aerial from Google Earth)

3.4 Gateways & Wayfinding

3.4.5 Wayfinding Via Landmarks, Views & Vistas

Wayfinding should also work with Swaffham's considerable heritage and built assets, encouraging hidden cultural gems to be uncovered by improving the image of the town, using it as an element of wayfinding whilst generating wider interest and attraction amongst residents and visitors to spend more time in the town centre. This is achieved in the plan by

- Creating a variety of view types into, around and out of the space; directed views, framed views, vistas and panoramas:
 - Highlighting historic landmarks by directing views and providing opportunities to stop and contemplate
 - Creating viewpoints and opportunities to enjoy complete building compositions
 - Highlighting views to individual buildings
 - Encouraging people to look up - lots of architectural interest and quirks exist above ground level
 - Highlighting the intriguing glimpses that encourage exploration beyond the main space
- Weaving features in the wider town into the overall visual framework and wayfinding strategy for Swaffham:
 - Introduce new views
 - Use lighting to direct views and highlight points of interest
 - Use sensitive wayfinding to encourage exploration
 - Locate interpretative signage and ways to understand local heritage
 - Locate seating in places with interesting views
 - Use paving colour or texture to indicate points of interest
- Mitigate unsightly views
- Improve shop fronts and encourage an aesthetic in keeping with the town's character
- Create a calmer streetscape environment in keeping with the elegance of the space:
 - Fewer sign types, paving colours and materials
 - More sensitive use of local materials
- Use sensitive lighting to reinforce the visual framework after dark and encourage extended hours in the town

KEY

-  long view/ vista
-  truncated view or panorama to wide spaces or building compositions
-  landmark feature
-  marker building or point of visual interest
-  green spaces visible from the market square or main routes
-  landmark building
-  attractive built frontage



3.4 Gateways & Wayfinding

3.4.6 Gateway Spaces: Connecting & The Country

Many routes have evocative traditional names and reflect the strong and ancient connection between Swaffham and its surrounding communities. Local people, crafts and produce travelled these routes to market.



Examples of roundels in paving, public art



Examples of roundels in paving, public art



Examples of roundels in paving, public art



Green grid network - map



Gathering/seating, info-point for local green links and nature in the town



Maps and evocative names - Pightle, Town Pit



Interpretation creating curiosity about local interest - beyond the Market Place itself



Cycle stands and enhancements for active mobility and green transport links

IDEAS FOR ENHANCEMENT

- Mark the arrival point into the centre, with a 'roundel' in the pavement, illustrating the names of routes towards Spinners Lane, Shoemakers Lane.

3.4 Gateways & Wayfinding

3.4.7 Recommended Project List

The list below is a key non-exhaustive list of projects connected with improving Swaffham's wayfinding and signage strategy that aligns with the key Masterplan principles and objectives.

STRATEGIES	PROJECTS – TOWN-WIDE PROJECTS THAT WILL CONTRIBUTE TO A COHESIVE LOOK AND FEEL		
	What?	Why?	How?
WAYFINDING	Gateways	Improve the entrances to the town by creating memorable thresholds	Identified gateways for arrival by car in the NW and NE, W and South could be designed with bespoke waymarkers and welcome signs. These could vary depending on the location or a single design used for all. These are ideal locations for public art related to the town's heritage or wildlife.
	Signage	Consistent style and human scale	The signage in and to the town should be of a single consistent style that allows for a range of signage types; information/location posts, finger posts, wall mounted place names and directions etc..
	Lighting strategy	To enhance the beautiful architecture and spaces	Lighting to landmark buildings such as the Corn Hall, and key historic façades would shift focus from roads to spaces and create a night time atmosphere that is welcoming to on-street activities.



3.5 The Masterplan

3.5.1 Creating A Safe, Resilient & Exemplar 21st Century Market Town

The town centre improvement masterplan encompasses all of the previous strategies whilst creating an active, relaxed, and, most importantly, resilient Swaffham.

The masterplan creates a Swaffham that people will experience in a multitude of ways by facilitating an experience of choice. The masterplan is described below and in the adjacent diagram:

ACTIVE ZONES

These areas are defined to allow people to safely walk, play, chat and perform, appealing to Swaffham's growing population and active community. These are flexible and adaptable spaces within a public realm that can expand and contract depending on their use. The Auction area is included within this zone and will be kept clear on auction days.

RELAXED 'SLOW' ZONES

These areas are intimate and connected places for dining, browsing and meandering throughout the town. It's a place that encourages more exposure and use of the businesses and independent retailers, inspiring people to travel throughout Swaffham right down to its southern gateway area.

RESILIENCE ZONES

These areas are resilient in numerous ways. These zones provide a sense of protection for people, families, and residents to use the town within the active and relaxed 'slow' zones, giving them a sense of continuous respite away from the dominance and pollution of passing vehicles and HGVs. It is also a space that is resilient against climate change by providing biodiverse natural corridors and interventions of trees, flowers and swales. It also creates a more harmonious setting by creating an attractive backdrop that showcases the historic buildings and the independent businesses and retailers.

PARKING ZONES

Parking zones within the town centre will be focused on short-stay parking, servicing/ loading blue badge and electric charging areas and parking. Longer stay parking will be focused on Theatre Street and the future Station Street car park. The Market Car park will be available to use during the weekdays whilst closed on market days.

KEY

- active zones - walk, play, chat, perform
- slow zones - dine, browse, meander
- resilience zones - trees, flowers, swales, ponds
- parking zones - short stay, blue badge, charging
- market car park - closed on market days
- auction area - keep clear on auction days



Zoning Plan

3.5 The Masterplan

3.5.2 The Vision Realised

THE STAGE IS SET

The masterplan celebrates Swaffham's heritage setting, creates a sense of arrival and showcases an appropriate identity and promotion of Swaffham – a model 21st century market town.

A SENSE OF ARRIVAL

Swaffham will now lure pedestrians, cyclists, and passing vehicles into stopping along the way, whether to stop at the mobility hub at the Pedlar's car park, relax at the new town pond, and enjoy a small performance in the Shambles. It will be a place to pay your respects to the fallen within an appropriate setting at the memorial or look out toward the Buttercross and beautified space beyond the Assembly Rooms.

PUTTING SWAFFHAM ON THE MAP

Swaffham is now a destination of choice, not only on a Saturday but every day, appealing to various users. Movement around the town is improved on whatever mode of transport you use.

Wayfinding and signage interventions guide visitors and residents around the town to park, peruse, and discover a Swaffham that celebrates its past and its future.

A CONSISTENT BACKDROP

Greener spaces add to the future sustainability of Swaffham whilst creating an attractive, usable and welcoming backdrop.

ITS DESTINATIONS & ATTRACTIONS

The masterplan changes each of the core spaces that make up the space as described on the following pages.

- 1 **PEDLAR'S CAR PARK (GREEN/ MOBILITY HUB)**
- 2 Pedlar sign & town stone
- 3 Bus waiting area incl. integrated kiosk, secure bike and scooter hire and signage
- 4 Electric vehicle charging points.
- 5 Enhanced landscape buffer
- 6 Flexible benches and street furniture
- 7 Secure cycle parking
- 8 Re-surfaced road
- 9 Parking
- 10 **SHAMBLES**
- 11 Performance space
- 12 Textured paving
- 13 Intimate lighting interventions
- 14 Flexible street furniture- stage and benches
- 15 Additional trees
- 16 Signage
- 17 **MEMORIAL**
- 18 **CORN Hall**
- 19 Resurface road and paving
- 20 Addition of landmark trees and herb gardens
- 21 **BUTTERCROSS**
- 22 **ASSEMBLY HALL**
- 23 Flexible space (daily car park and market space)
- 24 Extended AI-fresco zone
- 25 Market place west road re-surface
- 26 **AUCTION & EXPANSION AREA**
- 27 Social gathering/al fresco use of space.
- 28 **TOWN POND**
- 29 Carter Pyramid (Cultural Consortium Sculpture)



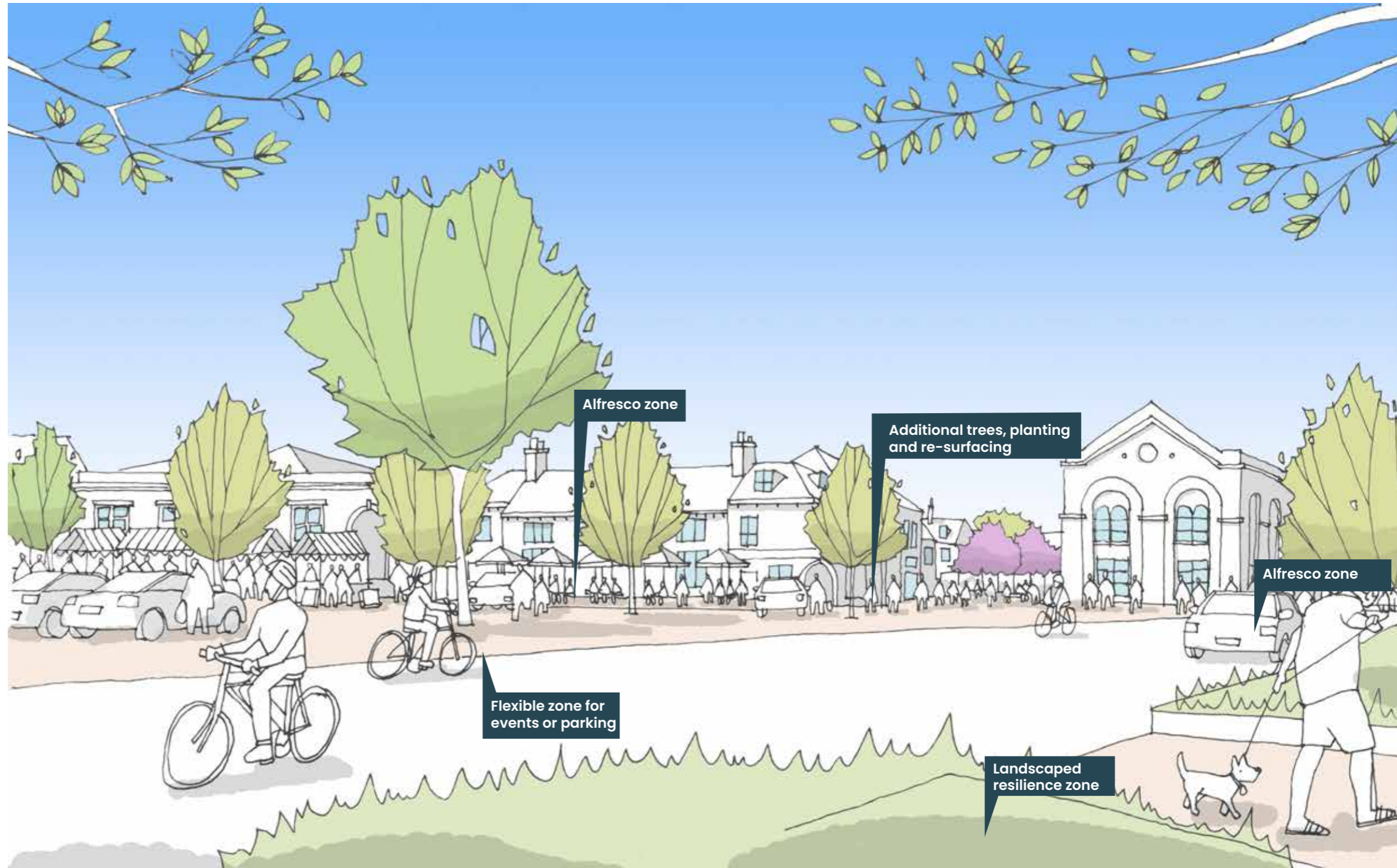
The Town Centre Improvement Masterplan

3.5 The Masterplan

ASSEMBLY ROOMS & CORN HALL ILLUSTRATED

This sensitive space is valued for both its memorialisation and celebration of the achievement of local people. Vehicle access is restricted to provide a more fitting and appropriate space to the setting of two key landmarks spaces within Swaffham.

The Buttercross area and area beyond the Assembly Hall remain as flexible spaces that can transform depending on its activity. An extended al-fresco zone for the cafe & Assembly Hall is created to inform a consistent character of exterior furniture and public realm use. New trees are kept towards the edges of the market square to frame the space and keep the area flexible.

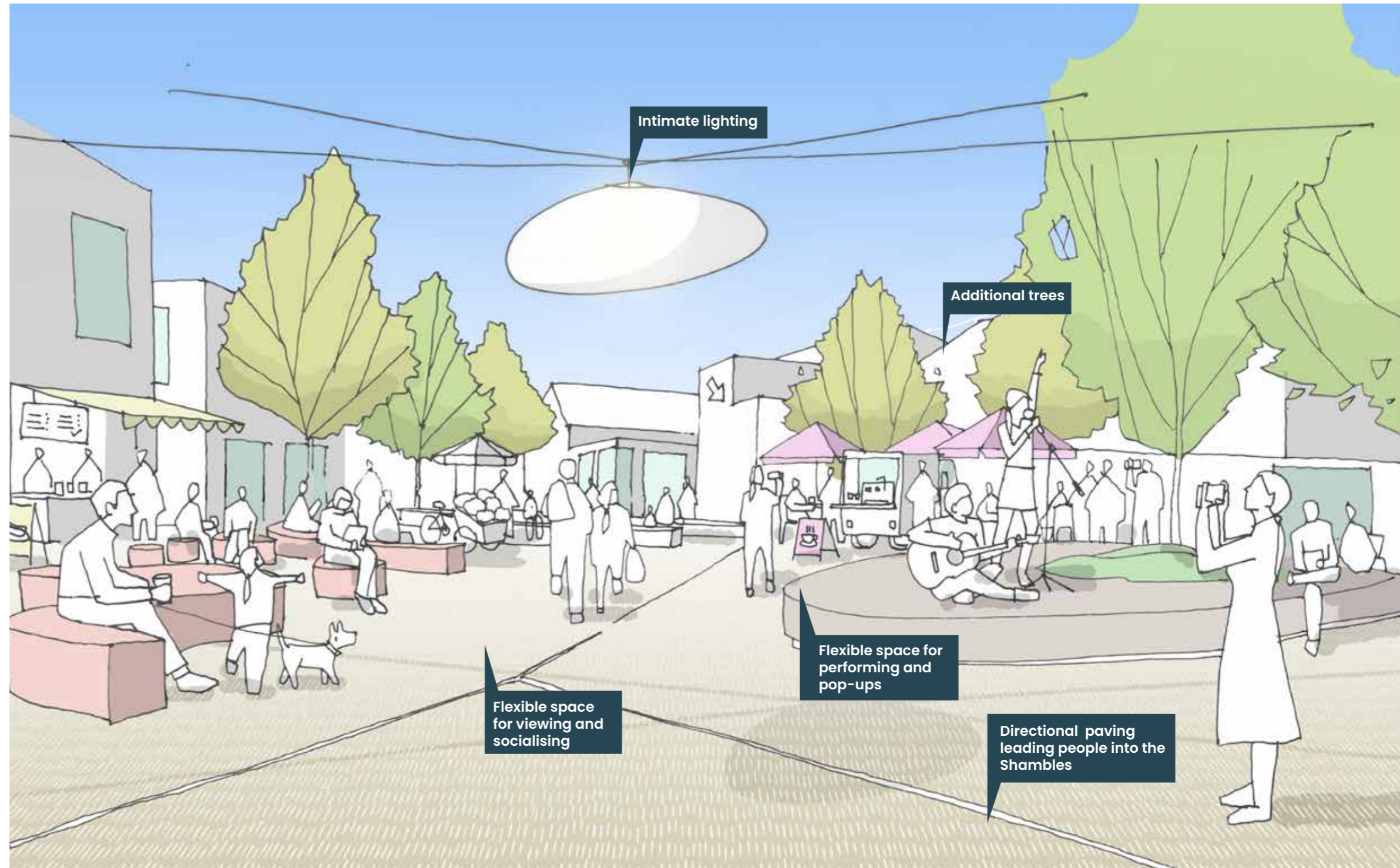


ASSEMBLY ROOMS & CORN HALL

SHAMBLES ILLUSTRATED

The Shambles is transformed into a place that can be discovered, revealing its history to celebrate it as the central birthplace of Swaffham's market.

It is a space that has transformed into an intimate space for performance, with the flexibility being able to host a stage, seating or simple thoroughfare. It will be a place that is lit to encourage its use from night to day as it transforms into one of Swaffham's prized jewels.



THE SHAMBLES

TOWN POND AND GREYHOUND INN ILLUSTRATED

The area on the eastern side of the Market Place is an area that re-interprets its historical use as a place to hold livestock to one that encourages social gathering and alfresco use. The area becomes flexible enough for the auction to expand, whilst accommodating the daily use of wide benches or temporary play and activity.

Permeable paving and low planting co-exist with everyday use, the auction, and a restored town pond as its backdrop. It will also frame the vibrant Carter Pyramid that will shortly be implemented by the Cultural Consortium.

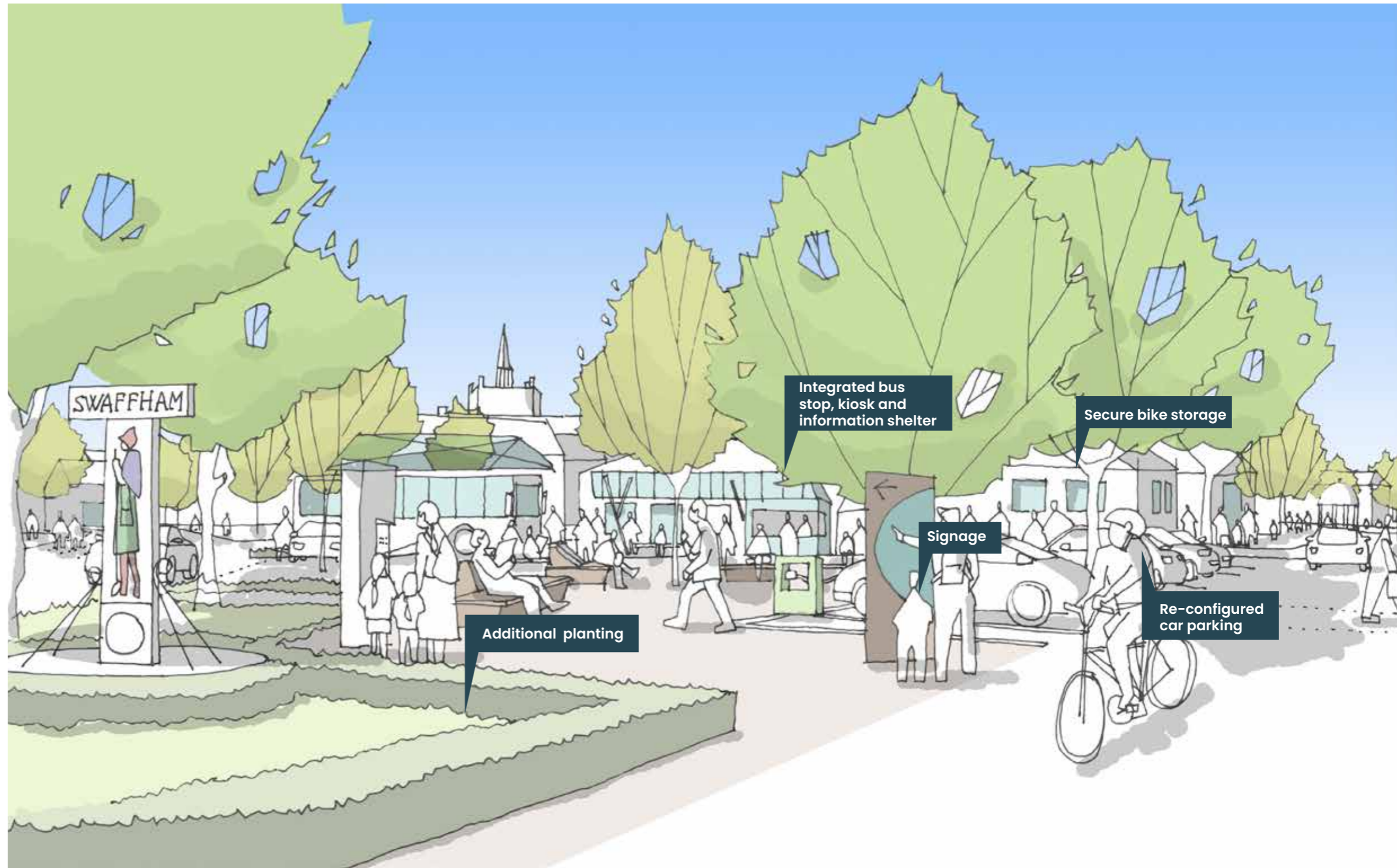


TOWN POND

PEDLAR'S CAR PARK AND MOBILITY HUB ILLUSTRATED

Pedlar's Car Park and mobility hub - a reconfigured entrance to Swaffham and a new destination as a mobility hub - a Swaffham that celebrates its past but sustains its future.

Pedlar's car park is now turned inside out, with parking occurring at the edges, enabling people to safely and comfortably utilise a vibrant, dynamic and green hub. It will be a place that encourages active forms of transport, provides information on the town, alongside an attractive bus waiting area with an integrated kiosk. It provides secure bike and scooter hire alongside the expansion of electric vehicle charging points.



PEDLAR'S CAR PARK & MOBILITY HUB

3.5 The Masterplan

3.5.3 Recommended Project List

The list below is a key non-exhaustive list of Masterplan projects. The suggested priority projects are 'greening' and piloting of parking suspensions and (signage to encourage the use of the peripheral car parks) to enable expanded public realm use.

STRATEGIES	PROJECTS – TOWN-WIDE PROJECTS THAT WILL CONTRIBUTE TO A COHESIVE LOOK AND FEEL		
	What?	Why?	How?
GREENING	Street tree planting	To enhance the spatial and comfort qualities of the market square	Reinstate trees from around the marketplace that have been removed.
	Soft landscape	To provide more green space and colour in the town centre	Identify key locations for verge planting and meadow planting to visually and physically link the agricultural hinterland to the town centre.
CONNECTING AND MOVEMENT*	Parking rationalisation including temporary parking suspensions	To reduce the dominance of cars and improve the experience of the town centre	Raise awareness of the large, free car parking areas available and encourage people to choose these through signage, lighting and charging policies.
	Pedestrian/ Cyclist Studies (condition survey, crossing assessment)	This would help identify additional improvements required to ensure that Swaffham is pedestrian friendly for all users and to encourage mode shift to walking from private car.	Undertake a pedestrian/ cyclist condition survey and crossing assessment. Key routes through Swaffham would be identified based on linkages to the main transport locations (parking/ bus stops) and the main trip attractors (town centre, schools, retail, employment etc..). The routes would be mapped and assessed by someone walking through Swaffham in the form of a condition survey.
	Parking rationalisation	To reduce the dominance of cars and improve the experience of the town centre	Raise awareness of the large, free car parking areas available and encourage people to choose these through signage, lighting and charging policies.
WAYFINDING	Gateways	Improve the entrances to the town by creating memorable thresholds	Identified gateways for arrival by car in the NW and NE, W and South could be designed with bespoke waymarkers and welcome signs. These could vary depending on the location or a single design used for all. These are ideal locations for public art related to the town's heritage or wildlife.
	Signage	Consistent style and human scale	The signage in and to the town should be of a single consistent style that allows for a range of signage types; information/location posts, finger posts, wall mounted place names and directions etc..
	Lighting strategy	To enhance the beautiful architecture and spaces	Lighting to landmark buildings such as the Corn Hall, and key historic façades would shift focus from roads to spaces and create a night time atmosphere that is welcoming to on-street activities.

* See Movement and Connection Strategy project list for more detail

3.6 Putting Swaffham on the map

3.6.1 Swaffham Identity

This strategy identifies the great potential to build an authentic identity for Swaffham, based on its heritage, culture and people. Identity design will strengthen Swaffham's sense of place and its connection to its local community, and broader capture of visitors.

A CULTURE-BASED DESTINATION

The identity strategy connects Swaffham with its broader cultural tourism offer within the context of Norfolk. It enables Swaffham to not only pick up on passing trade but transform it into a destination of choice via the following:

Celebrating its assets

- **The Market and Auction** Swaffham's market and auction is a place of enriched sensory experience. This asset is an excellent example of showcasing a Swaffham that is actively connecting to its historical context whilst continuing to inspire its current culture.
- **Nature and the Brecks** -town, countryside and provenance: tracing the thread of a cultural relationship between producer/maker, trader and consumer. Swaffham's location as part of and within easy access to The Brecks is an aspect to be defined and celebrated. The Brecks are an extensive area of lowland forest, including miles of tranquil trackways set amongst a richly distinctive range of plants, animals and wildlife. They are a destination for over 1.5 million visitors each year, which Swaffham could tap into.
- **Its Characters**
 - Swaffham Pedlar – morality story – resident and traveller who returns to discover riches he sought were to be found at home. An icon to draw inspiration from and base discovery events on.
 - Local notable Howard Carter who embodies a cultural link to North Africa and the Middle East that exposes meaningful relationships between marketplaces, mobility, culture and aspiration. Swaffham can use this narrative alongside artefacts as another pillar of its identity framework. The Cultural Consortium have started to develop this link through art works and sculpture.
 - Historic backdrop and canvas for creativity – wealth, local patronage and regional built identity: a natural direction to develop a clear and iconic image for Swaffham, whether it's the Buttercross or Assembly Rooms, highlighted as a transferable graphic (see the adjacent Vauxhall brand) or via visitor and community immersion through light shows amongst other visual and storytelling events.

Swaffham is ideally suited to **showcase its heritage** by highlighting and promoting it in the following ways

- **Visually** for those passing by through the framing and setting of its historic townscape and its high-quality public realm
- **Experientially** by its daily users and seasonal visitors through events and heritage-based art interventions
- **Emotionally** by creating a compelling narrative and welcome via multi-media channels to seek a wider audience and establishment as Swaffham as a destination

CREATE A SWAFFHAM BRAND

This strategy seeks to use its heritage to uncover and reveal Swaffham's assets via a place brand supported by a defined colour palette and font that is transformed into bespoke signage, an art strategy and character trails, e.g. (Pedlar's trail, Carter trail, Nelson trail etc). This can be advertised and promoted nationally, locally and in situ.

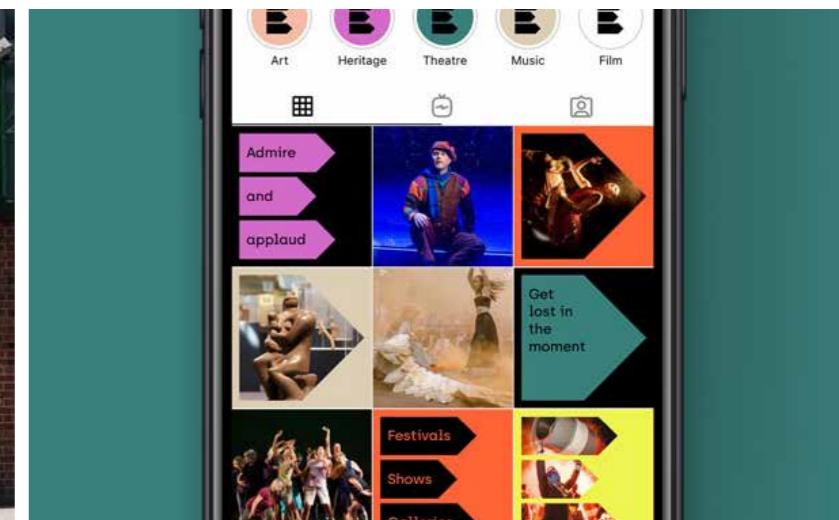
BRAND LEVERAGE

- **Branding:** Swaffham can utilise the Norfolk promotional brand, 'Head East' by working with Norfolk County Council to reveal Swaffham's unique sense of place and story. The Head East campaign can be a vessel to support and promote Swaffham's cultural events, such as feature markets and special festival weekends.

COLLABORATIONS AND PARTNERSHIPS

In creating a cultural heritage based identity the following partnerships and collaborations should be explored

- **Museum services:** Swaffham is a priority in Norfolk, where the museum's collections can be used to its advantage through art interpretations or ambience creation around archive material, etc. with the community's involvement and local schools.
- **A place for art:** There is an opportunity to reinterpret its history through art as a means to develop itself as a destination whilst placing it on the map.
- **Wider acclaim:** using its patron, Stephen Fry and locals such as Antony Gormley as an asset that can collaborate to develop the identity and add to the promotion of the town.



3.7 Creating a Swaffham palette

3.7.1 Swaffham Palette

Swaffham must move forward with intention, ensuring that new interventions are high quality in design, materials, and style.

CONSISTENT PALETTE

To consistency and quality of the public realm in Swaffham's town centre will need to be maintained. The Swaffham palette will build upon its defined identity by incorporating various colours and fonts that contribute to its overarching vision. It should reference its history whilst addressing current and future community and environmental needs, adding to the overall setting and public realm. The palette is inclusive of a planting, furniture, paving, colour, canopy and shopfront palette. The palette would also be facilitated by an agreed design code as described below to manage the interventions.

DESIGN CODE

A design code for Swaffham is an ideal tool to manage the implementation and delivery of the future vision and identity and is used in unison with the strategies and improvement across the space, providing adequate guidance whilst enabling flexibility and flair. The design code is inclusive of the following:

- Colour and materials palette (for public realm elements including hard and softscape, lighting and signage poles, street signage etc.)
- To be used consistently when public realm improvements are made, to create a cohesive look and feel across the town centre and beyond.

STREET FURNITURE PALETTE AND USE GUIDE

- A consistent style of street furniture is to be used across the town centre to help create a coherent identity. It should specify seating, lighting, signage, bins, bollards, railings and boundaries, planters. It must include a guide to placement and installation.



Streets for All

Advice for Highway and Public Realm Works in Historic Places



Examples of permanent and temporary street furniture, material type and guidance documents