

DERBY CITY CENTRE PUBLIC REALM STRATEGY

8 April 2026



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Executive Summary

The Public Realm Strategy sets out a framework to guide the transformation of Derby City Centre's streets and public spaces. Informed by a programme of community engagement with input from key stakeholders and industry experts, the document builds on the city's strengths, and responds to contemporary challenges, to create a roadmap for realising impactful change.

The Public Realm Strategy (PRS) sets out a framework of proposals for priority locations and key features throughout the city centre. Together these represent a shared ambition — shaped by Derby City Council, local partners, and the people of Derby — to create a city centre that is vibrant, inclusive, and resilient in the face of change.

The PRS sets out a set of high level strategic recommendations and guidelines that should be used to form the outline brief and principle set of guidance to inform the future design of key areas of public realm across the city centre.

The PRS celebrates Derby's depth of culture, layered heritage, and woven stories, whilst raising awareness of its cultural offer and growth potential. It addresses key themes such as setting ambitions for improvement opportunities, establishing actions to animate public spaces, defining dynamic social and environmental performance indicators, and improving transport and movement. The PRS will be used to guide future public sector investment and action in Derby City Centre, and represent a key guidance document to inform the public realm interface of development projects throughout the city centre.

The following guidelines do not constitute final designs. Instead, they aim to provide a flexible framework for future design teams to work within to ensure that the public realm experience of the city is ambitious in its objectives, and consistent in delivery of quality.

Collaborative Engagement

The collaborative engagement process aimed to capture local knowledge and empower communities to take part in shaping the future of the city centre. The process sought to reach as wide as possible to involve the full diversity of Derby's communities, including under-represented groups and those seldom heard.

This process has been formative in establishing targeted Vision Objectives, and responsive and ambitious principles and proposals for key areas of the city centre. It has balanced strategic stakeholder ambitions with wider public priorities on where investment should be targeted. Through workshops, conversations, and online engagement, the process has built consensus towards a vision and transformative plans for the future of the city centre.

The Derby SILK Threads

To achieve the Vision Objectives, the PRS sets out six thematic routes through the city. Inspired by Derby's physical, cultural, and community assets, these guiding routes, or threads, create a holistic framework to reinvigorate the image of the city:

01: Gateways and Connectivity Thread

Improving the arrival experience, creating clear routes, making it easier, clearer, and more desirable to arrive in, and move through, the city centre.

02: Heritage and Culture Thread

Reinforcing voluntary, community, and cultural networks, encouraging symbiotic connections between complimentary venues and assets.

Vision Objectives

With a firm focus on the future, six 'Vision Objectives' set out the route to responding to the Driving Challenge:

Enhance Green and Blue Infrastructure

Creating a climate resilient city centre environment that seeks to actively address issues relating to flooding, biodiversity loss, and poor air quality.

Promote a City for Living, Learning, and Culture

Promoting Derby's many voices, telling its cultural stories, and developing proposals that are meaningful to all.

Reinvigorate and Nurture a Waterside City

Celebrating the fundamental role the River Derwent has had in the city's prosperity and evolution. Reconnecting the city to the river, invigorating life along the river's edge, and nurturing its waterways as a rich ecosystem.

Create a Safe, Accessible and Connected City Centre

Creating an environment that better connects the city centre with surrounding communities, supports safe, accessible, and active movement and promotes healthy lifestyles and wellbeing.

Celebrate Heritage, Identity, and Community

Making the most of Derby's unique assets including the River Derwent and its rich heritage of industry, pioneering, and innovative - to attract visitors and enhance the lives of residents.

Increase Animation and Activation

Reinvigorating the city centre, introducing a diverse programme of public events, a range of new uses, and active spaces to be used and enjoyed throughout the day and across the year.

The Priority Locations

To start the process of delivering this framework, seven Priority Locations are defined, comprising 29 short, medium and long-term projects:

- **Station Arrival** - Creating a connected and uplifting arrival experience.
- **The Civic Heart** - Rebalancing the public realm to offer space to dwell, interact and enjoy being in the city centre, creating a destination park by the river.
- **Living Heritage** - Celebrating the city's heritage assets, creating a public space for all to enjoy.
- **The Cultural Core** - Stitching together a cluster of vibrant cultural and community destinations.
- **High Street to Green Street** - Creating a green and uplifting high street encouraging visitors to dwell.
- **Re-imagining Willow Row** - Creating a playful arrival route that tells the story of the city.
- **Abbey Street Arrival** - Animating a key arrival point and movement route.

01 Introduction

Purpose of the Public Realm Strategy

In 2022 Derby City Council published the 'Ambition' document. This represented an important step in developing an overarching vision, setting out the issues and challenges faced by the city centre, and identifying ideas and potential interventions for addressing these. The Public Realm Strategy (PRS) seeks to build on this first step, evolving its overarching vision by establishing a framework to guide the transformation of the city centre's public realm.

The PRS builds upon the key principles set out within the Ambition (2022) document to provide a clear framework to shape and encourage new development and investment into the city. The PRS aims to promote an ambitious vision for the public realm, and establish a clear strategy by which to deliver positive change through a strategic programme of short, medium, and long-term projects.

The PRS provides an opportunity to think holistically about the variety of streets and spaces throughout the city centre. Considering the individual roles they can play, alongside the unifying features which can tie them together as a consistent urban fabric.

The PRS offers an opportunity to understand the fundamentals of how visitors interact with the city centre, and the quality of their experience, and how this can be improved. Getting this right helps to reinforce the physical interventions proposed within the PRS, and will ultimately support better social, environmental, and commercial outcomes.

The PRS has been prepared in alignment with a range of existing and emerging planning policy and guidance documents endorsed by Derby City Council (DCC). Importantly, the PRS supports the ambitions of the emerging Local Plan, which is targeted for adoption in 2027. Once endorsed by the Council, the PRS will form a material planning consideration, helping to inform future development proposals throughout the city centre. Additionally, it is intended that the PRS act as a springboard to promote a range of potential projects, and support in securing future funding and investment.

Strategic Alignment

The Public Realm Strategy (PRS) represents the next step in realising the strategic ambitions set out across three of Derby City Council's (DCC) adopted and emerging policy and guidance:

Draft Local Plan, 2026

Derby City Council's Draft Local Plan sets out a bold vision for the city to become an attractive, thriving, healthy, lively city of growth, opportunity and innovation for all by 2043. The Spatial Vision describes how Derby will maintain its health and vibrancy whilst strengthening its offer to residents and those coming to live and work in the city. The Local Plan envisions a city centre as a vibrant stage for life — where people come to shop, to relax, to explore, and to call home.

In order to meet as much of the city’s growth needs as possible, the Local Plan adopts a ‘brownfield, and City Centre first’ approach to identifying emerging development allocations. Of particular significance to the PRS are the allocation of planned city centre residential growth areas.

The PRS plays a pivotal role in delivering the Local Plan's ambition to establish a high quality of place for healthy and vibrant life to happen. Additionally, the Strategy supports in improving the market setting, creating an attractive landscape to drive further investment in residential developments across the city centre.

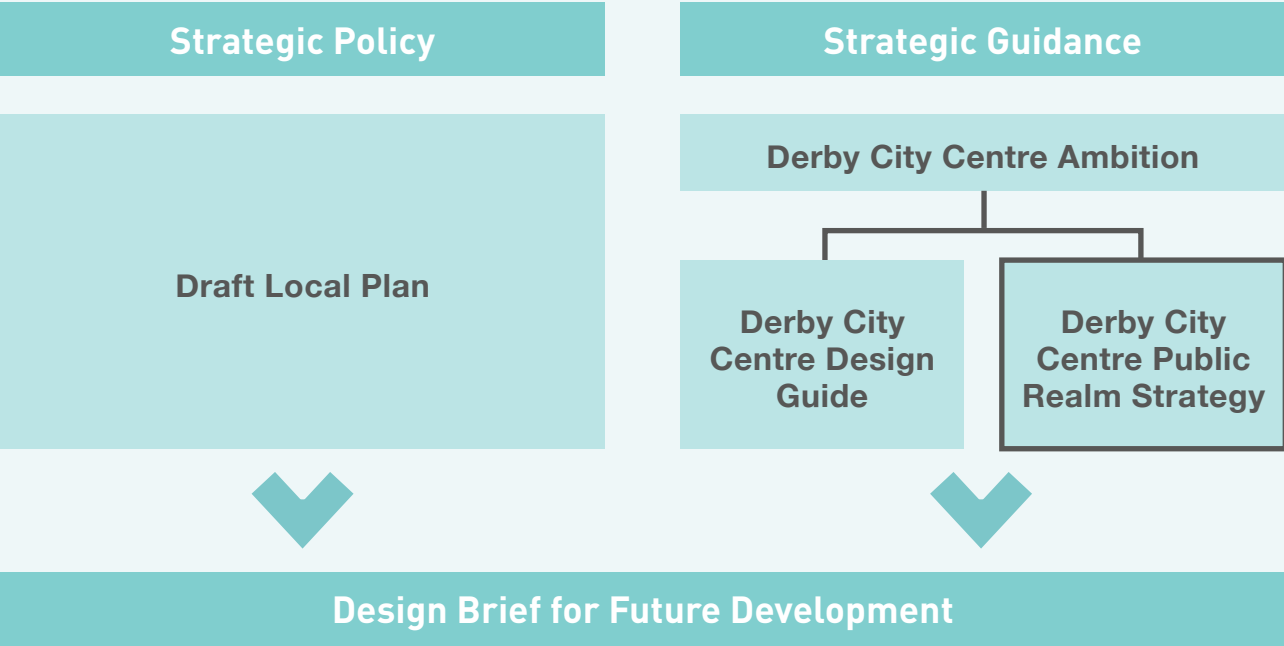
Derby City Centre Ambition, 2022

The Ambition document represented the first step in creating a new vision for Derby City Centre. It provides an overarching, long-term vision for the heart of the city, from which more detailed plans and briefs can be developed.

The PRS represents the next step in developing and delivering on this vision. The development process has been driven by the ambition to place people at the heart of a transformed city centre. This aspiration to improve the human experience of the city centre has been the driving influence on design proposals, ensuring the city centre becomes 'the place to be' and a destination for all.

Derby City Centre Design Guide (emerging)

The Guide will provide clear design principles to inform the design of high-quality new developments across the city centre. The PRS will accompany this Guide, sharing its design intent, and building on many of its propositions. Together with the PRS, these aspirational documents form the core guidance to steer all future landscape and built form development.



A further series of supporting policies and guidance documents have played important roles to steering the development of the proposed interventions and strategies set out across the Public Realm Strategy:

Car Parking Strategy (emerging)

The emerging strategy sets out a holistic approach to promoting a significant modal shift away from the private car towards more walking, cycling, and other forms of micro-mobility. It advocates for city centre streets to make walking and cycling easy, fun, and attractive, offering space for social activities, play, and spill-out from shops and cafés. Alongside promoting interventions to green the public realm and introduce SUDs features, whilst retaining access to residents and businesses. Importantly, the strategy proposes the long term retention of five strategic car parking locations across the city centre.

Counter Terrorism Security Advisers Advice Note, 2025

The document identifies seven areas of potential vulnerability to pedestrianised areas of Derby City Centre. This review assess that mitigation measures required to prevent a hostile vehicle from accessing these spaces to penetrate a critical area. It is advised that Hostile Vehicle Mitigation (HVM) measures can be fixed or removable, permanent, or temporary and may be activated only as required.

Derby Cultural Masterplan, Your 15-Minute Cultural City, 2022

The document sets out a Masterplan based on a broad range of situational analysis - from cultural asset mapping to interrogation of development and socio- economic data, to policy review, and engagement with cross-sector partners and council officers. The Masterplan advises on gaps within the approach and provision in Derby and proposes asset and non-asset-based strategies to embed culture within the successful regeneration of the city centre.

Our City Our River Masterplan, 2012

The Masterplan sets out a shared vision to reduce flood risk in Derby and transform the city's relationship with the River Derwent by helping to encourage economic regeneration in areas currently at risk of flooding. It advocates for innovative planning, design and delivery to create a first class river corridor that fulfils its true potential for recreation and waterside development utilising its rich cultural heritage.

Culture Threads, 2023

The Cultural Threads Master Plan aims to provide a platform not only to mitigate the impact of the flood defence improvements, but also provide the highest quality legacy both visually and physically. Re-imagining spaces as well as reconnecting local people to their place, with creativity and culture at the core, will refocus the Riverside as a major destination for all.

Derby After Dark, Lighting Strategy, 2014

The strategy seeks to outline the underlying aspirational themes and strategic principles regarding the use of artificial light and preservation of areas of darkness in Derby City Centre’s exterior public realm.

Derby City Centre Conservation Area, Green Lane and St Peter’s Conservation Area, and Friar Gate Conservation Area, Appraisals and Management Plans 2012

This series of documents present a Conservation Area Appraisal for three Conservation Areas across the city centre.

Strategic Ambition

This Public Realm Strategy is intended to be used as a roadmap for change and will be essential in establishing the design principles and quality of placemaking for emerging developments to follow:

An Engagement-led Strategy

The PRS has been informed by a process of extensive engagement with key stakeholders and local residents. The key challenges raised through this process are highlighted in the ‘Collaborative Engagement’ chapter. This feedback has directly informed the visionary ideas and principles presented throughout the document, establishing a robust methodology for how local voices can continue to inform design development.

A Catalyst for Future Design Development

The PRS holds an important role in setting out DCC's level of ambition for the future of Derby City Centre. Supported by a series of informed ideas, visionary interventions, and high-level design principles, a set of city-wide strategies and priority development projects represent the next level of design development in transforming the city centre and clear intentions for how to achieve this.

It should be noted that the ideas and principles set out throughout the document are intended to represent the level of ambition and establish the target for design excellence, rather than detailed proposals for key interventions. It is acknowledged that all design proposals will need to be subject to further testing, detailed site analysis, modelling, design, and coordination across multiple stakeholders and development disciplines. References are made throughout the document to the required next steps in developing the proposals.

A Flexible Framework to Steer Decision Making

This holistic strategy is intended to give confidence to local residents, community groups, businesses, investors and external funders that DCC have the ambition for transformational change. The PRS will be used to guide Council decision making and represent a principal document when setting the brief for the detailed design of future development projects.

It is intended that the PRS is viewed as a dynamic framework with sufficient flexibility to react to shifting circumstances and opportunities, whilst ensuring that the overarching objectives, design principles, and place-based ambition remain the driving influence on future design development.

Starting a Conversation

The PRS is intended to be the start of a conversation around the design of key locations, streets, and spaces across the city centre rather than presenting the detailed solution. Taking forward the ideas set out across this document, DCC will seek to identify strategic partners, funding opportunities, and collaborative stakeholders to support in developing detailed proposals.

With the projected introduction of around 5,500 new homes to Derby City Centre, the concept of 'liveability' represents an important driver to the PRS. This is often interlinked with the concept of sustainable cities and how the urban fabric and city offer can cater to sustainable lifestyles.

What do great liveable cities have in common?

A myriad of factors make a city more, or less liveable and sustainable. Some there less control over (historic urban development, culture, the economy, or even weather), but the ones that can, to a certain extent, be controlled and designed include:

- Creating walkable, connected and accessible streets and spaces
- Ensuring a human scale to buildings and streets
- Crafting a compact urban form
- Designing inviting public spaces with active ground floors
- Delivering a mix of housing types, tenures, styles
- Promoting inviting destinations
- Placing walking and cycling at the fore

How does this apply to Derby?

A strong economy does not exist in isolation and is often mutually dependent on other aspects of city life. In order to support Derby's projected growth, it is important to have an overarching focus on creating a liveable, healthy and connected city centre.

The development of a city's external environment is often a catalyst for change. Transformation can be wide reaching, providing rejuvenation of forgotten or under-performing areas, whilst giving communities a sense of place, where they feel ownership and pride.

The PRS seeks to represent a similarly positive catalyst for change. Setting out a framework to redress some of the imbalances that have been identified through encouraging the diversification and extension of public realm offers, in the interest of creating a high quality liveable and sustainable city centre.

What the PRS contains:

- A city centre public realm vision.
- A strategic framework and design principles.
- An kit of parts for future projects.
- Location-based guidance.
- Delivery phasing and prioritisation.

Next steps to build on the PRS:

- Further engagement with key stakeholders.
- Developing detailed design proposals.
- Further site modelling, testing, and surveys.
- Coordinating detailed construction packages for costed delivery projects.

The Drivers of Positive Change

There are several economic and development drivers which are accelerating positive change in Derby City Centre. These surrounding developments represent the principle drivers behind the Public Realm Strategy (PRS), aiming to support the growth of the city and aid in achieving its ambitious vision:

Local Plan Growth Areas

The Local Plan identifies a series of future growth areas to deliver a range of city centre uses. The PRS plays a pivotal role in delivering the Plan's ambition, establishing the quality of place and how these growth areas can support the creation of a unified urban fabric.

Residential Regeneration Projects

A series of major regeneration projects have been identified to deliver around 5,500 high quality mixed tenure homes. As the needs of the population increase, the delivery of active and quality public spaces becomes more crucial. The city centre is planned to deliver over 40% of Derby's overall housing requirement, further increasing the need to create high quality spaces. This reinforces the role of the PRS in setting out a holistic framework for delivering these spaces to support the city's growing population.

Derby Market Hall & Vaillant Live

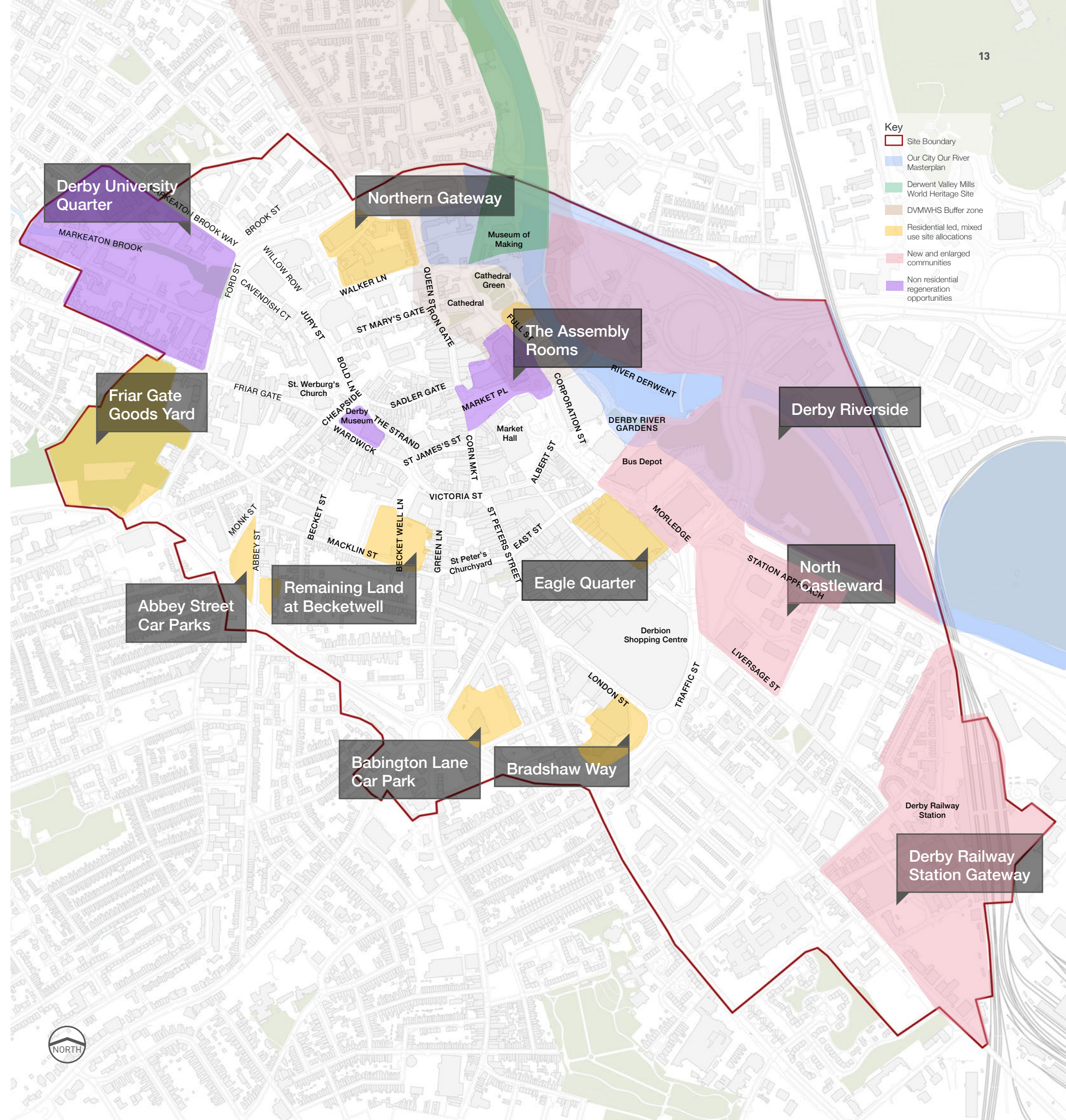
Event spaces and community facilities offer valuable social and cultural services to meet the needs of a growing community. The recent delivery of the Vaillant Live venue and transformed Market Hall represent success stories in delivering important community facilities. The PRS will support these, and other community venues in promoting the quality of destination the city demands. Establishing the guiding principles for creating a safe, comfortable and welcoming city centre for all residents and visitors.

Market Place

The rejuvenation of Market Place and the adjoining former Assembly Rooms building represent the latest regeneration project to deliver on the city's strategic ambitions. Proposals are currently progressing to deliver a landmark development. Due to this scheme coming forward alongside the PRS, it does not form an area of focus within the strategy. However, the PRS builds on the project's aspirations, extending the quality of design throughout surrounding streets to support in establishing this ambitious project.

Climate Change

Changes in weather patterns, particularly increased rainfall, are likely to raise flood risks and place additional pressure on surface water drainage and critical infrastructure. Public realm improvements therefore need to incorporate measures that both mitigate and adapt to these conditions. These considerations have been informed the principles of the Our City Our River strategy. The PRS responds by introducing a toolkit of interventions to ensure the city centre is resilient and adaptable to future challenges.



Structure of the Public Realm Strategy

The Public Realm Strategy builds on the depth of analysis and understanding of the city centre set out across both the Ambition (2022) document and emerging Derby City Centre Design Guide, to establish a bold and collaborative roadmap.

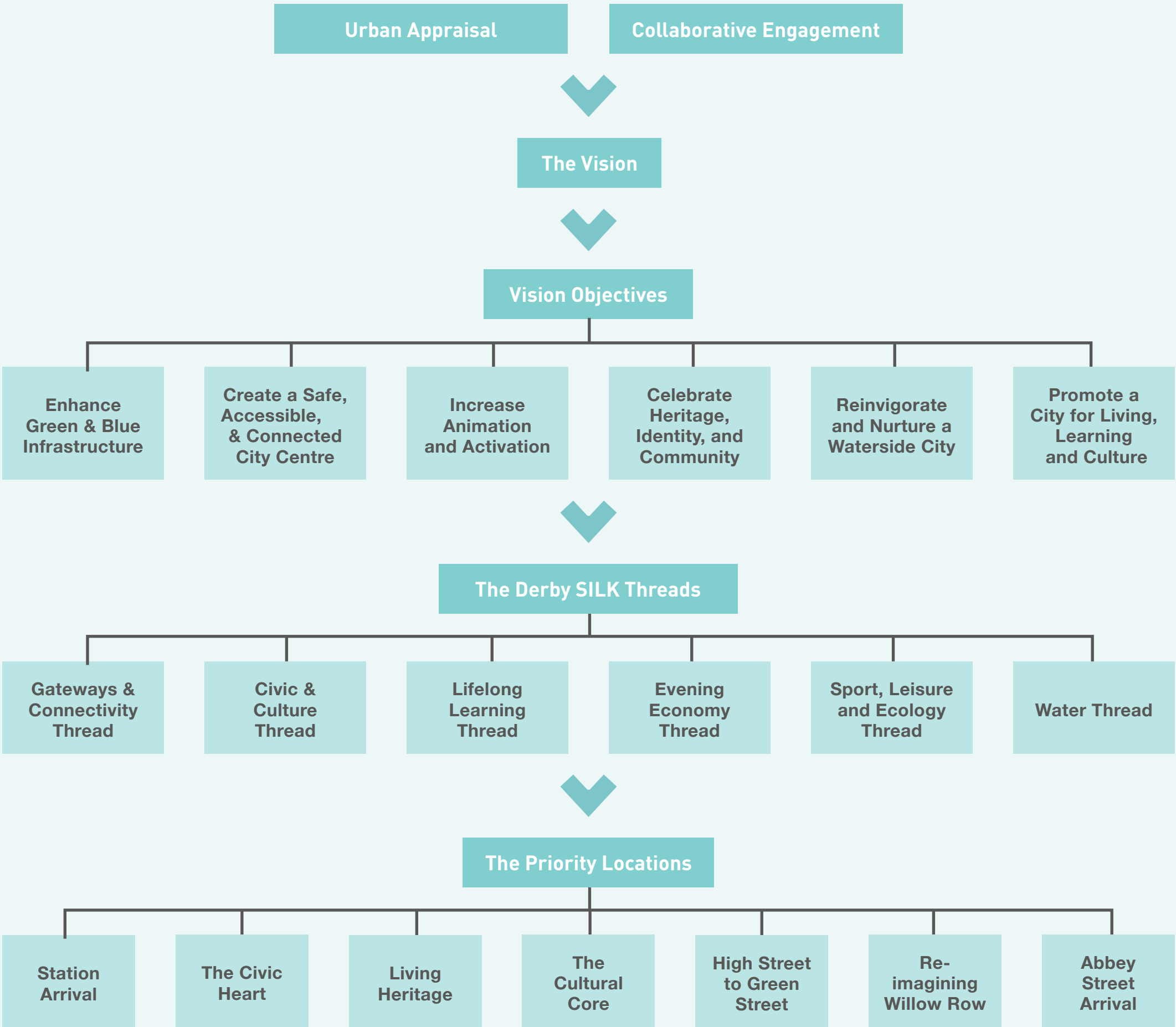
The Strategy starts by identifying the existing and often overseen assets of the city through a process of urban appraisal. Capturing, amongst others, its connectivity, walkability, community and cultural venues, and rich heritage. Revealing how these can be built upon to create more attractive and resilient destinations.

Combining these assets with the lived experience of the city gained through public and stakeholder engagement, the Vision sets a bold and overarching target for its future. To address this aspirational aim, six Vision Objectives respond directly to specific themes to have emerged from the appraisal and engagement processes.

To achieve the Vision Objectives, and deliver their strategic outcomes, a series of thematic routes through the city reveal the Derby SILK Threads, and establish a city-wide public realm framework.

To start the process of delivering this framework, seven Priority Locations are defined, incorporating 29 short, medium, and long-term projects. These ambitious proposals are intended to act as catalyst projects to kick start the transformation of the city centre, setting out a clear delivery strategy, to support in sourcing capital funding. The projects set out specific proposed actions and interventions, with clear and targeted impacts.

This objective and framework-driven approach is intended to create a deliverable pathway to drive targeted and inclusive growth, led by both public and private sector partners.



Derby City Centre

Derby City Centre represents the rich historic and culturally significant core to the city of Derby. Home to the world's first factory, today Derby continues to sustain links to its industrial roots as a centre for advanced transport manufacturing. Additionally, as a cathedral city, it hosts many important historic features, landmark buildings, and distinctive architectural points of interest. The River Derwent defines the city centre's eastern boundary and presents a corridor of distinct blue and green infrastructure, serving as a reminder of the city's connections to the wider landscape context of Derbyshire and the Peak District.

Derby's strong sense of community is reflected in its desire to grow and adapt whilst also holding onto its unique culture and identity. This authenticity is present in a range of recent developments, from grassroots projects like Electric Daisy, to the revitalisation of the historic Market Hall, the opening of new arts venues including Derby QUAD and Vaillant Live, and the city's proactive expansion of education programmes and becoming a city of Lifelong Learning and Sanctuary.

Despite many brilliant assets and initiatives across the city centre, Derby faces significant challenges. Years of heavy reliance on cars has led to the structure of the city being defined by roads, in particular the ring road around the centre's edge. Not only does this present problems from air and noise pollution, but years without prioritising the pedestrian experience has led to accessibility challenges, safety concerns, and issues with antisocial behaviour.

Furthermore, the city's large shopping centre, the Derbion, is located between Derby Railway Station and the city centre, and presents a distinct challenge to encourage visitors to venture beyond the confines of the shopping centre. Footfall has significantly reduced across many areas of the city centre, leading to disconnected spaces, empty shop units, and economic hardship throughout many of the historic shopping streets.

While positive investment has brought improvements over recent years, there is still a varied quality of public realm and disconnection between key assets. This further emphasises the demand for an overarching vision for the experience of the public realm across the city that reflects the unique character of Derby.

02 Urban Appraisal

Assets and Qualities

A Compact Walkable City

Derby presents a compact and walkable core, with many cultural, retail, and leisure destinations being within a 10 minute walk of the city centre.

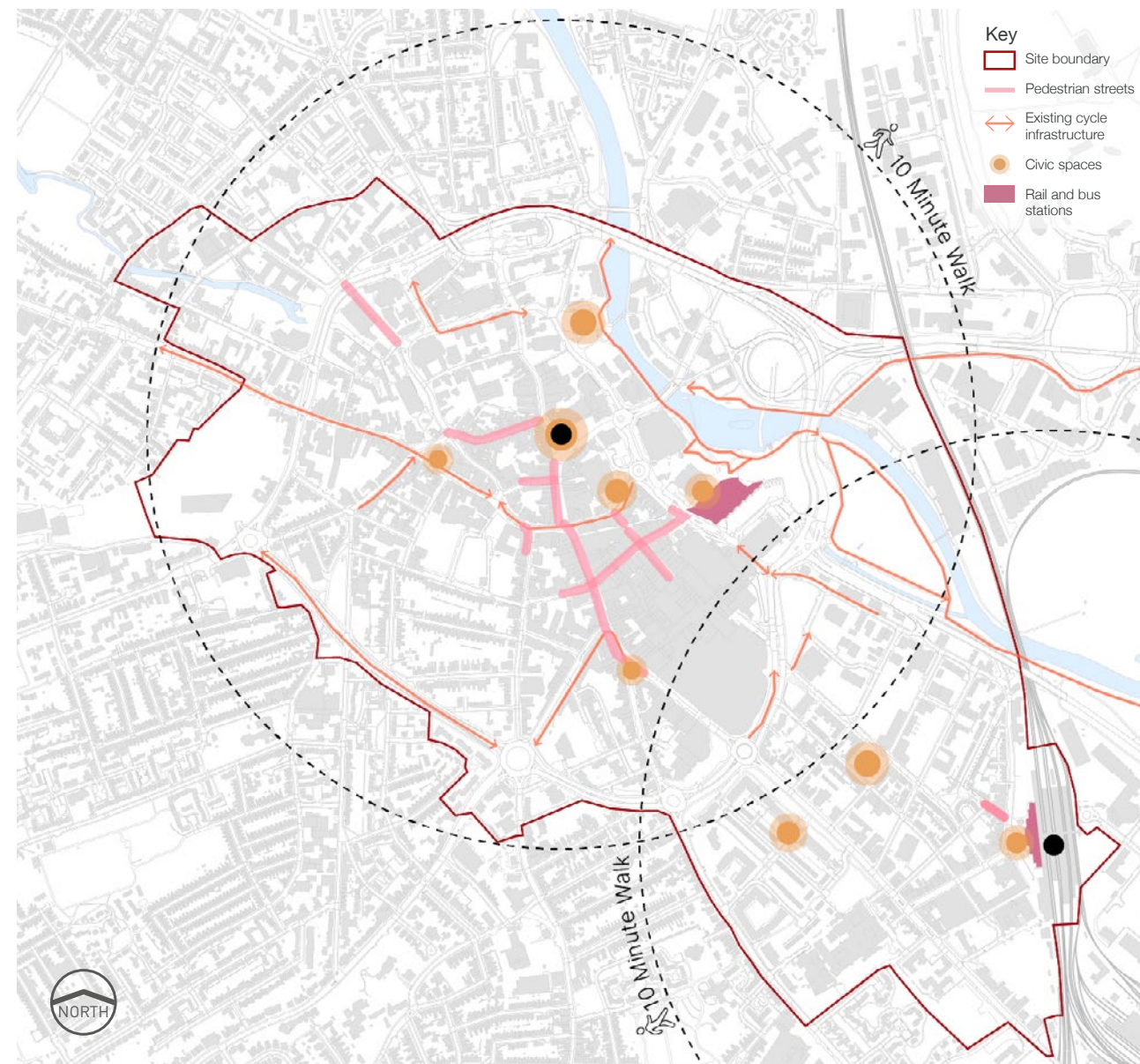
Primary destinations including Derby Cathedral, the Museum of Making, Derby Theatre, Derby River Gardens and St Werburgh's Church are all within a short walk of one another.

While Derby Railway Station sits slightly outside this 10 minute boundary, Derby Bus Station is located close to the city's heart. Together they support an important public transport network and access to the city centre.

A long-term strategy for pedestrian movement should build on this accessible network, with the hope of creating more vibrant, lively spaces which encourage active travel and extend dwell time.

Opportunities:

- Build on the city's existing public spaces and destination uses to create a connected and targeted movement network for easy walking, wheeling, and cycling.
- Reinforcing clear, safe routes and effective wayfinding through the city.
- Become more hospitable to pedestrians and inclusive of all mobility needs.



Perimeter Parking

The emerging Car Parking Strategy, identifies a series strategic car parks intended to accommodate the majority of visitor and workplace vehicle parking.

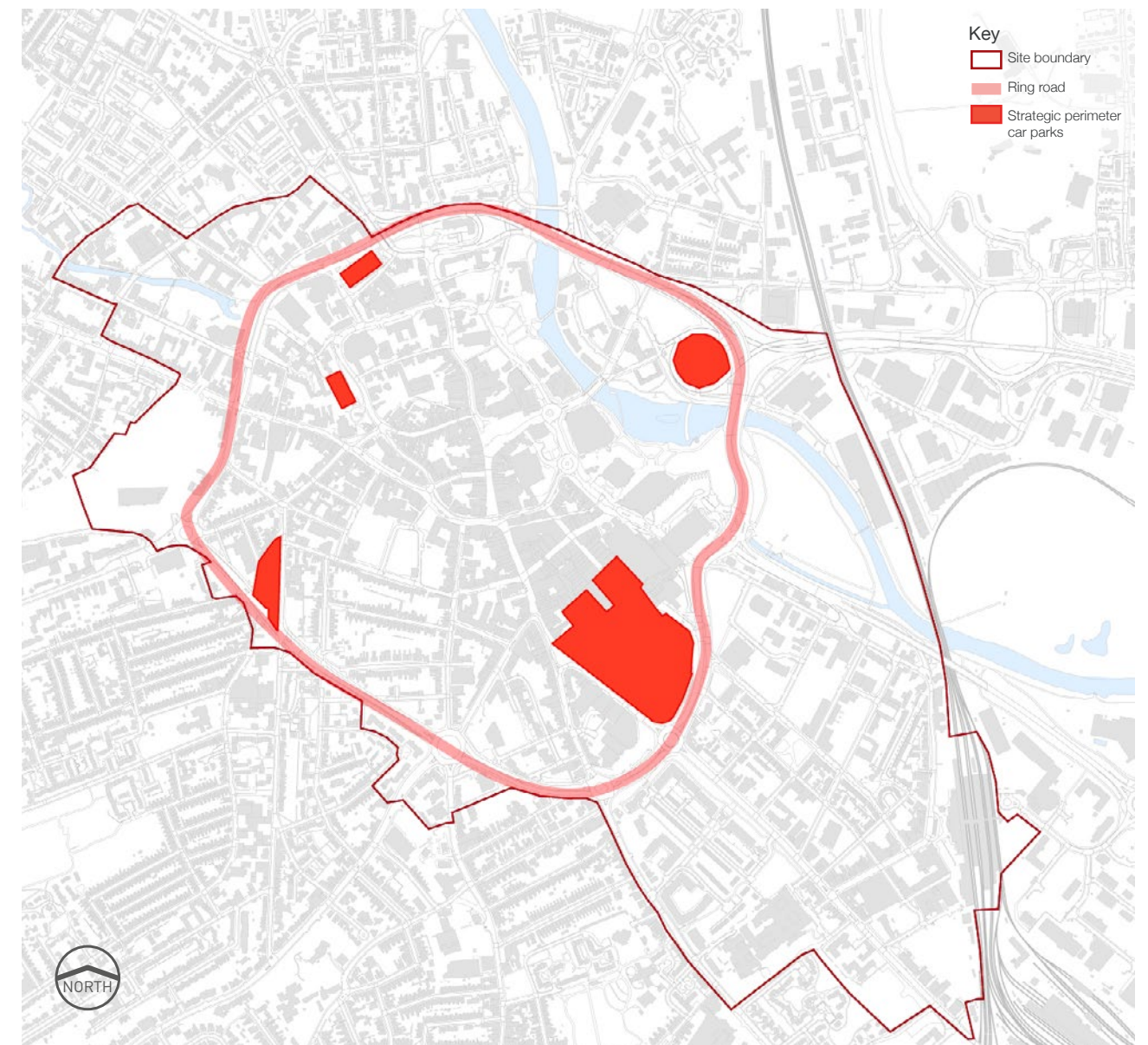
This strategic ambition presents a significant opportunity to reshape vehicle movement throughout the city centre, and redefine these facilities as key arrival points.

Parking in the city centre is a complex issue. Whilst inclusion and accessibility strategies need to be considered, the opportunity to limit private vehicles can benefit the pedestrian experience of the public realm.

Supported by investment in active travel and public transport networks, these key parking locations can be retained, reducing the frequency and distance vehicles travel through the city centre.

Opportunities:

- Focus public car parking on existing facilities on the ring road edge.
- Reduce the number of vehicles within the ring road, prioritising vibrant pedestrian streetscapes.
- Define car parks as animated gateways to the city centre.



Assets and Qualities Blue & Green Corridors

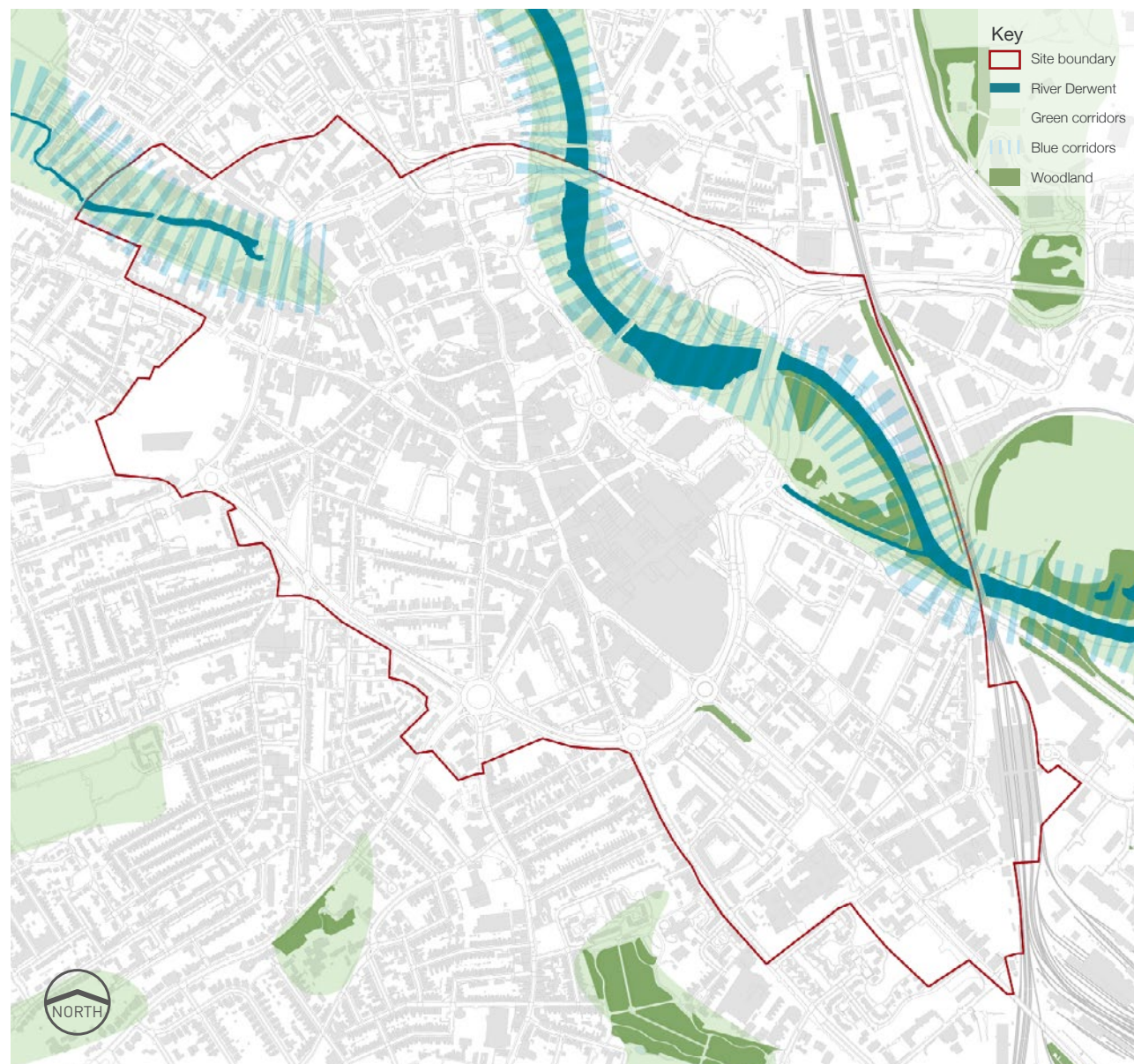
Derby benefits from a variety of verdant corridors connecting the city centre to the wider natural landscapes of the Peak District.

However, despite the presence of these open space corridors, there is a distinct lack of quality green space within the ring road, with few significant trees or areas of functional landscape.

While the river Derwent presents a significant natural asset, holding a prominent position within the fabric of the city, much of the surrounding infrastructure faces away from the open spaces along its banks, creating inactive environments prone to anti-social behaviour.

Opportunities:

- Reconnect the city to its natural assets, creating a functional network of green and blue infrastructure.
- Animating the River Derwent, creating green spaces with active, purposeful uses.
- Supporting active lifestyles, walking, wheeling, and cycling journeys, and time spent in nature.



Rich Heritage of Buildings & Places

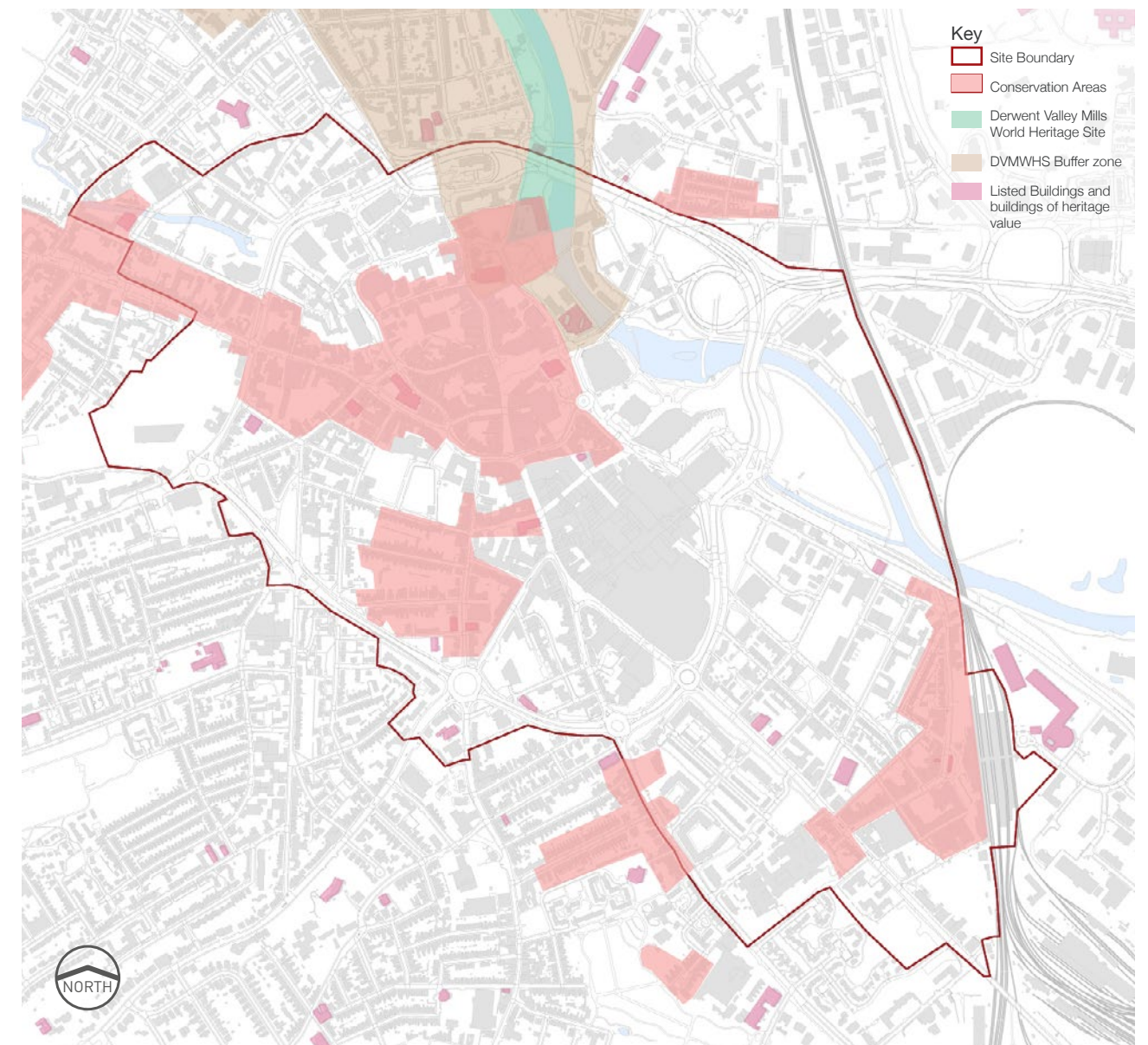
Derby benefits from a rich heritage of characterful buildings, streets, and spaces.

Centred around the city's historic core of the Cathedral Quarter, these important features tell the story of the city's life and evolution. These important structures support legibility and recognisable locational context, becoming pivotal markers for wayfinding within the cityscape.

Their architecture and material palettes strongly contribute to the city's distinctive sense of place and character. The maintenance, protection, and improvement of these buildings is as important as the introduction of new developments.

Opportunities:

- Reinforcing the role that heritage locations play in creating important cultural destinations, unique spaces, and collective identity.
- Improving the setting of heritage features to make a positive contribution to, or better reveal their significance.
- Build on and reinforce local distinctiveness.



Assets and Qualities

City Centre Destinations

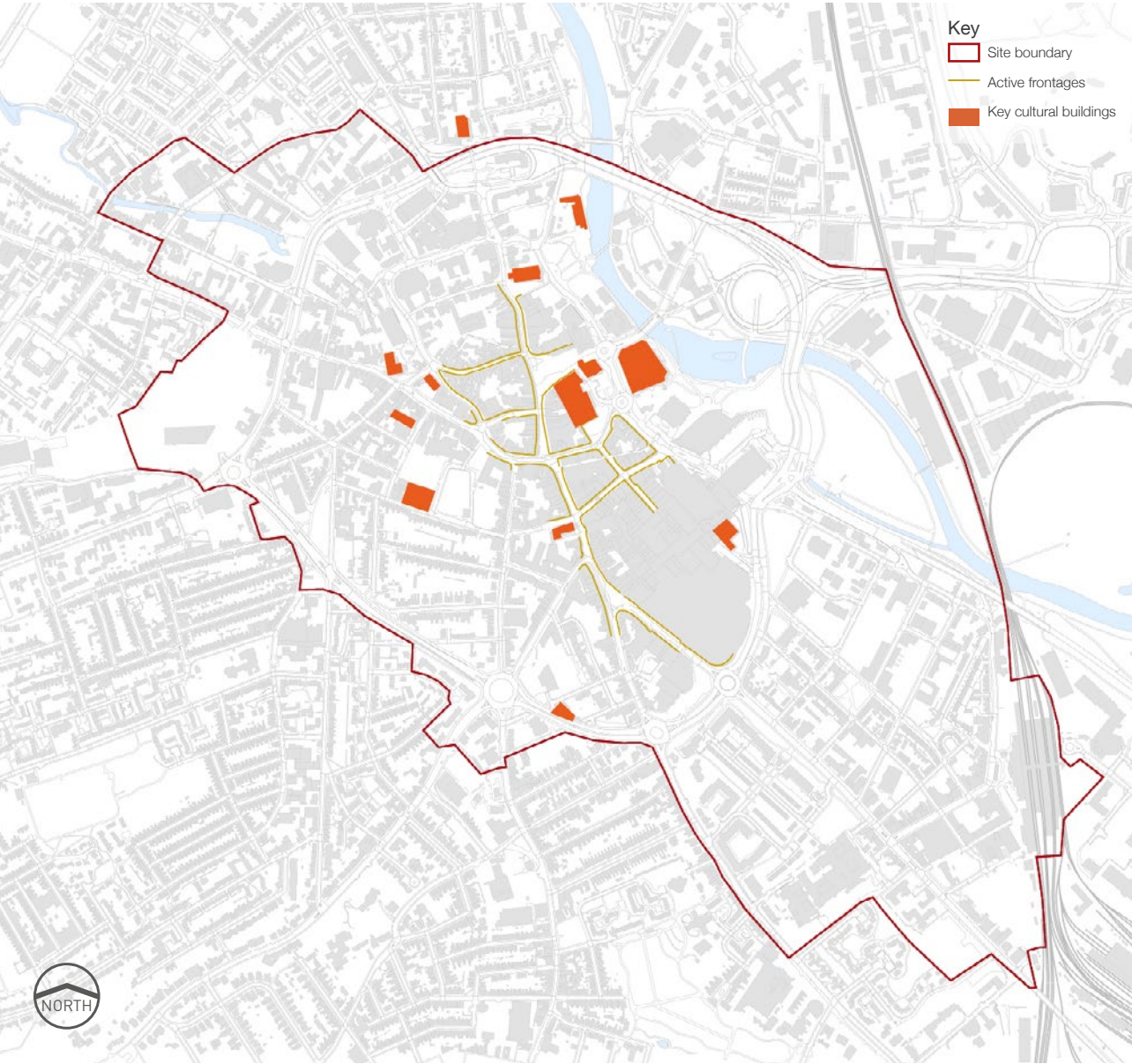
Derby is home to a range of both established and developing cultural destinations, drawing a diversity of visitors to the city centre.

The Derbion Shopping Centre and it's immediate surrounding streets represent the city's core retail destination. Additionally, arts venues include the Derby Theatre, QUAD, and the more recently opened Vaillant Live.

Other cultural destinations include the Derby Museum and Art Gallery, the Museum of Making, and the Derby Computer Museum. Destinations such as these are key to attracting visitors into the city centre, creating lively and safe streets, to support a buoyant economy.

Key public spaces host a programme of events and meanwhile interventions, supporting public life and reasons to visit the city centre.

- Opportunities:**
- Forming a network of destinations throughout the city centre, connected by safe, well-lit streets supporting activity throughout the day, including a buoyant night-time economy.
 - Creating flexible spaces to extend and grow the city's event and meanwhile interventions.



An Established Youth Voice

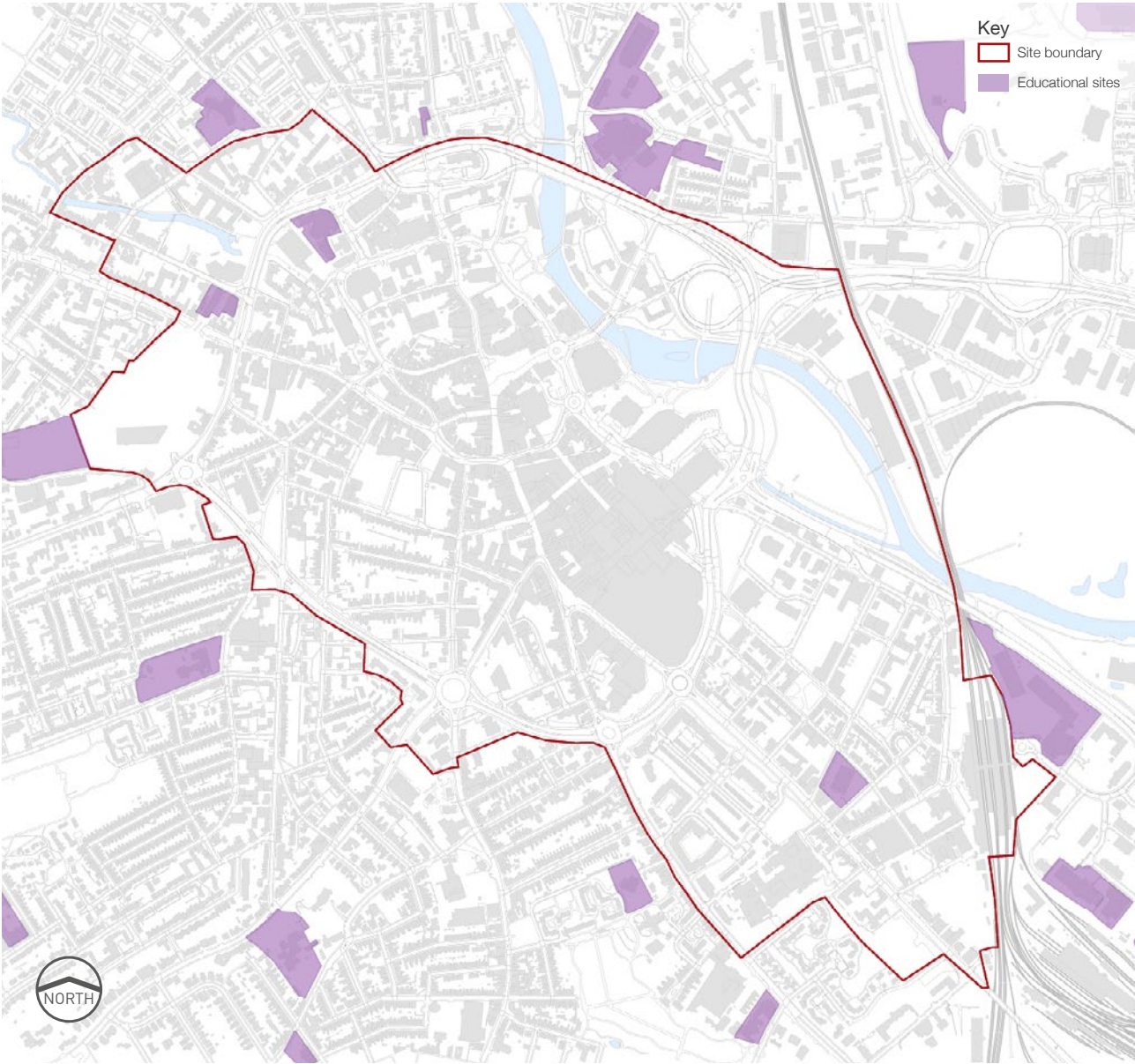
Derby's growing youth population represent an important part of the city's community.

Education plays a significant role in the city, with a network of schools, colleges and further education facilities surrounding the city centre. The University of Derby is an important employer and presence, with established city centre facilities and accommodation.

With more young people, comes the opportunity to form more vibrant, lively, and diverse spaces, encouraging students to embrace the city centre and stay beyond graduation.

Older children and young adults are often poorly catered for within the public realm. Providing purposeful spaces for them to play, dwell, and socialise within a safe environment could be key to activating city spaces.

- Opportunities:**
- Creating safe and playful pathways between key education facilities.
 - Enhancing spaces which allow young people to play and socialise.
 - Creating family friendly outdoor destinations.



An Engagement-led Design Process

A core component of developing the Public Realm Strategy has been an extensive programme of collaborative engagement with members of the public and key stakeholders from across the city.

From the outside the engagement strategy sought to be as wide reaching as possible so as to capture the voices, ideas, and opinions of the city's diverse population. This extensive programme of engagement has offered invaluable insights into the lived experience of those who live in, visit, and work in the city centre.

Across fourteen community and stakeholder workshops, a public exhibition, and a four week online engagement, a broad array of responses and experiences have been shared, gathered and analysed. By adopting a live approach to synthesising the information shared, engagement feedback has been iteratively fed into the emerging proposals, allowing the PRS to directly respond to common challenges, aspirations, and key locations to emerge through the engagement events.

Recommendation:

The PRS recommends that the passion shared and connections made throughout the engagement programme continues to be nurtured, and play an important role in developing the detailed designs for the delivery of the public realm interventions.

The creation of a City Centre Steering Group offers the opportunity to benefit from valuable insights, and represent the role of guardian and custodian of the principles and ambitions of the PRS and the change it aspires to deliver. Such a group may consist of an existing group or a newly created collective, promoting diverse voices and active participation.

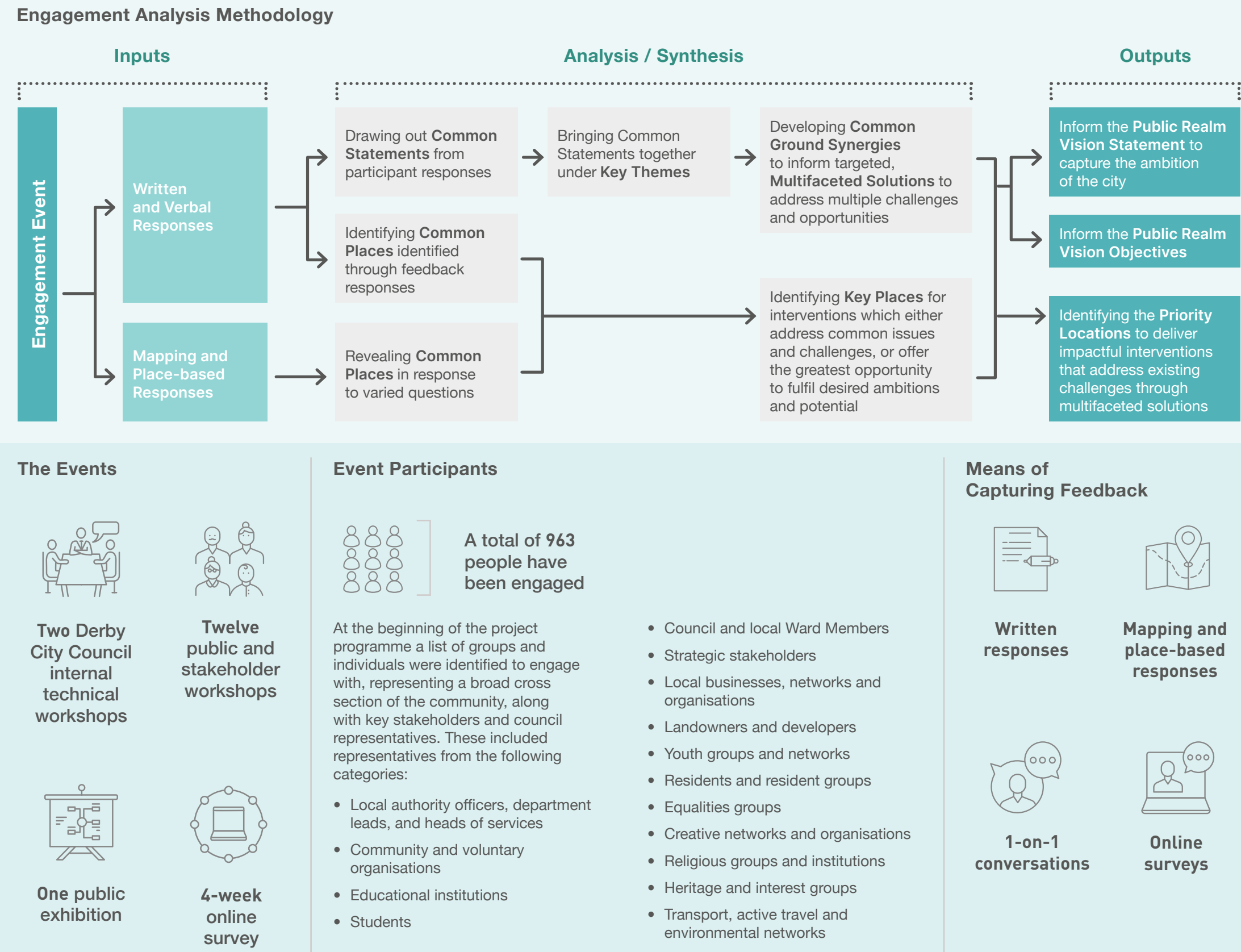
03 Collaborative Engagement

Engagement Overview

From the outset, the engagement process has sought to connect with Derby's varied communities, ensuring the PRS is guided by the voices and priorities of strategic partners, businesses, community stakeholders and the wider public.

A variety of events have been held throughout the project programme with the intention of capturing a wide variety of opinions and voices. Focused workshops, one-to-one conversations, stakeholder meetings, online consultation, and a public exhibition have offered multiple opportunities for interested parties to have their say in shaping the strategy and influencing the emerging proposals.

A focussed approach to capturing repeated information allowed feedback from each event to be fed directly into the design development processes. This dynamic methodology allowed the PRS to quickly responding to common aspirations and challenges, whilst allowing targeted locations for potential interventions to emerge from discussion. This highly responsive methodology is captured in the adjacent diagram alongside a summary of the engagement events, participants, and means of capturing feedback.



Revealing Key Themes

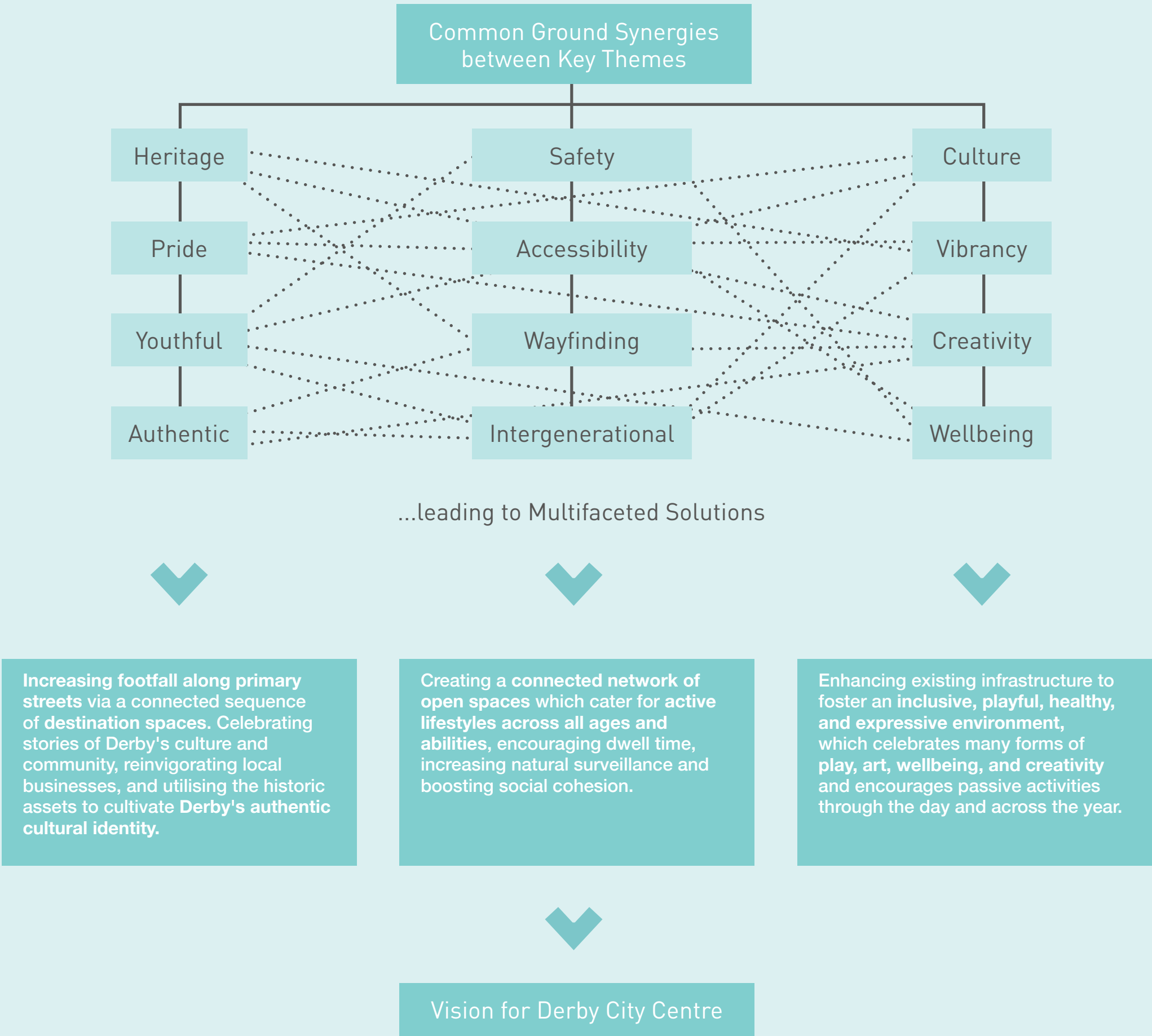
Creative engagement events undertaken throughout the project programme have revealed an insightful spectrum of opinions and ideas.

In order to allow these broad opinions to meaningfully influence the emerging proposals, it is necessary to synthesise the feedback into distinctive common statements which capture the most shared and repeated views and aspirations. These statements have been brought together under umbrella Key Themes to help focus the design response to address, celebrate, or build on these primary areas of focus.

Understanding Derby City Centre Today	
What makes Derby City Centre special? Common statements from what you said: • The Derbion as a strong retail anchor with high footfall and youth appeal. • Rich heritage and UNESCO status provides a strong identity, character, and tourism potential. • A cultural identity as a city of pioneers and industry. • A strong community of independent businesses. • Compact, walkable city centre that is easy to navigate compared to larger cities. • Strong student and university presence supporting night-life, culture, and music. • Valued cultural assets including the Cathedral Quarter, museums, and performance venues. • Friendly atmosphere and independent shops adding to local character. • Growing residential population set to increase city-centre activity.	What are the city centre's experiential challenges? Common statements from what you said: • A fragmented city centre with a disconnection between The Derbion and historic street network. • Growing retail concentration in The Derbion deepening city-centre imbalance. • Poor wayfinding, signage, and legibility for visitors and new users. • Perceived lack of safety, especially at night and on key routes (e.g. St Peter's Street) deterring visitors, students, and investors. • Grey, uninviting public realm with limited greenery, seating, or colour. • Under-performing public spaces (Market Hall, Market Place, river edge). • Challenges with coordinating and growing cultural programming, and in particular activities for young people. • Traffic congestion and car-dominated streets reducing comfort and accessibility. • Loss of civic landmarks weakening identity and collective memory.
Emerging Key Themes: • Heritage • Cultural Identity • Pride in Place • Independent	Emerging Key Themes: • Fragmented City Centre • Wayfinding • Safety • Accessibility

Imagining the Derby City Centre of Tomorrow	
What are the opportunities for Derby? Common statements from what you said: • Activate heritage assets (Market Hall, Assembly Rooms, historic streets) as cultural anchors. • Strengthen links between the university, river, and city centre. • Creative placemaking through pop-ups, street art, lighting, and colour. • Waterfront activation with cafés, walking routes, and green spaces. • Improved public transport and connectivity, including buses and potential tram revival. • Reuse vacant buildings and shops for culture, community, and residential uses. • Celebrate Derby's global heritage story (industry, innovation, culture). • Design inclusive public spaces for all ages, abilities, and seasons. • Improve the quality of the visitor experience, offering more varied, active, and dynamic reasons to visit throughout the day and year.	What is the vision for Derby's future? Common statements from what you said: • Embracing The River - Making more of the river as an attractive natural asset and key heritage feature in story of Derby. • Reinforcing pride in place - Create a compelling story of the life, identity, and authentic character, celebrating local language and lived experiences. • Activating underused and derelict spaces - Repurpose empty shops, heritage buildings, and inactive spaces to deliver vibrant, active spaces for community life. • Enhancing the city's cultural and social offer - create a creative cultural quarter with expanded affordable cultural programming. • Creating a vibrant evening economy - Encourage affordable dining and entertainment options for all ages, animating public spaces with lighting, art, and seasonal events, creating green spaces to rest and socialise that are safe, well lit and visible. • Promoting children and young people - creating safe and playful routes and spaces, and amplifying young voices.
Emerging Key Themes: • Connectivity • Vibrancy • Stories • Intergenerational	Emerging Key Themes: • Culture • Youthful • Authentic • Creativity

Developing Common Ground Synergies



The Key Themes to have emerged through the engagement feedback identify the city's overarching challenges, perceptions, strengths, and aspirations.

To address each of these Key Themes we can start by drawing synergies between common ground elements that link multiple themes together. Rather than considering each in isolation, linking together complimentary themes creates a whole-system approach to delivering transformative change, maximising the potential impact of an individual project across a spectrum of physical, social, and environmental dimensions. By drawing synergies between themes we can explore how the often complex challenges surrounding them could be addressed through interconnected and multifaceted solutions.

It is intended that these holistic solutions form the overarching strategies to address the Key Themes and inform the **Vision for Derby City Centre**.

Identifying Key Places

Alongside capturing verbal and written feedback, the engagement events have utilised a range of mapping exercises to capture feedback on participant's physical experience and perceptions of their city.

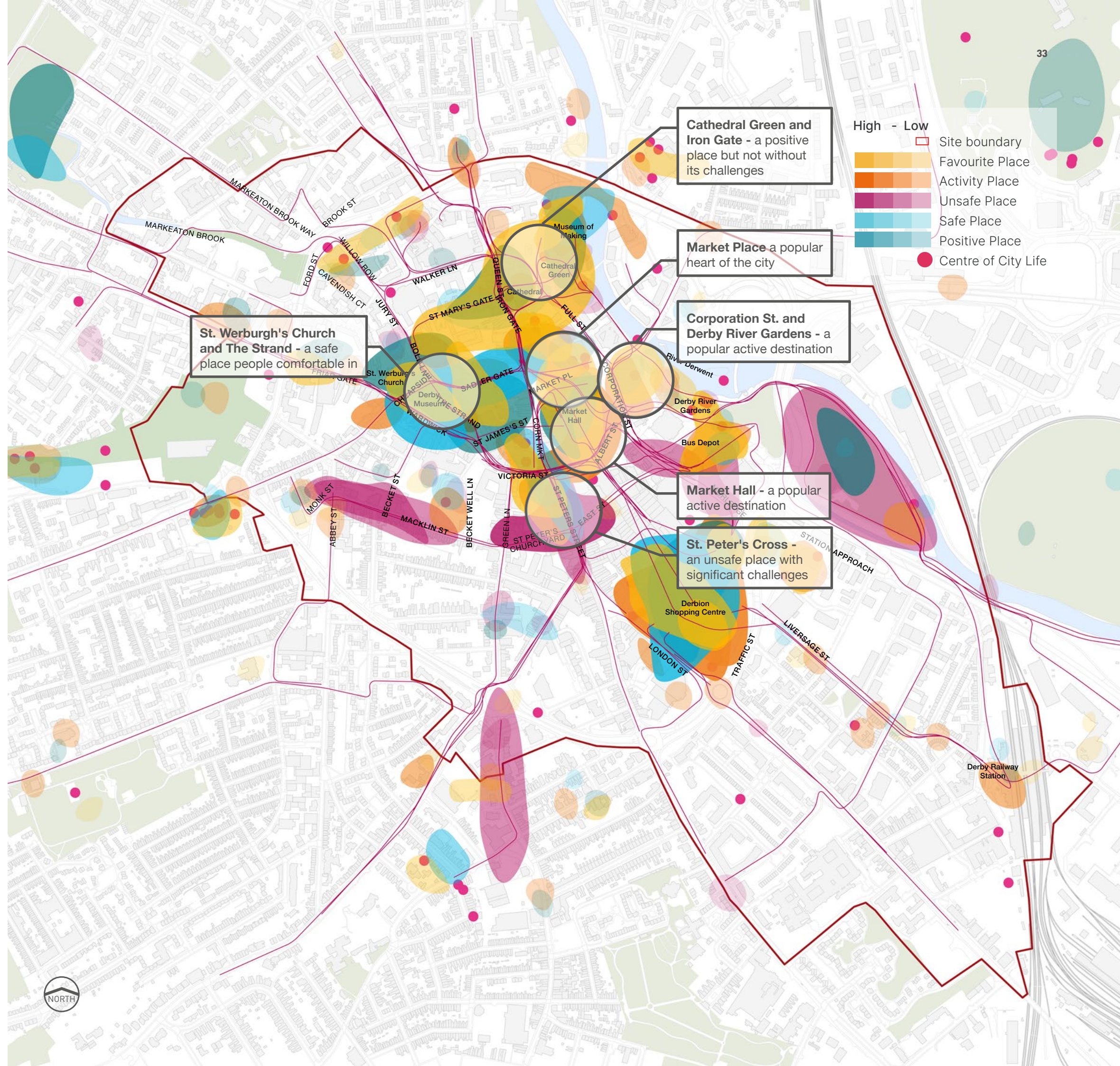
The adjacent plan uses a heat map approach to illustrate spatial data captured across multiple workshops. The coloured areas on the plan group together nearby locations where participants have identified their response to a series of questions, using coloured dots to locate their answers. A gradient approach identifies higher to lower frequencies of answers, with the darker the colour identifying areas with a higher number of responses.

Similarly, the routes identified highlight the common directions of movement people take through the city. The darker the colour, the more people who use the route.

By identifying the routes and places most commonly shared by participants, the plan reveals the city's **Key Places**. The locations of these key places have directly informed the Priority Locations selected to deliver The PRS's catalyst interventions.

The workshop mapping questions comprised:

- What activities are there for you to do in Derby?
- Where is your favourite places to go in the City
- Where do you have positive memories / experiences?
- Where are frightening spaces / places for you?
- Where do you feel safe, at home, or a sense of welcome?
- Where is the centre of city life?
- What are your most frequent movement routes through the city?



The Driving Challenge

How can we overcome negative perceptions of Derby City Centre, embrace the inherent opportunities and potential throughout the public realm, to transform streets and spaces into a connected network of inviting, inclusive, and highly active places for community life?

04 Developing a Place Narrative

A Vision for Derby City Centre's Public Realm

Establishing Derby City Centre as
a distinctive, authentic and progressive
stage on which community life can thrive.

Revitalising and stitching together the city's layers of urban fabric, to cultivate a high quality public realm that encourages inclusivity, promotes active use, and safe, comfortable and free flowing movement.



Vision Objectives

Informed by the findings of the urban appraisal, along with opinions and insights gathered through engagement, six Vision Objectives set out the ambitions for the Public Realm Strategy.

Enhance Green and Blue Infrastructure

To create a climate resilient city centre environment that seeks to actively address issues relating to flooding, biodiversity loss, and poor air quality.

Wherever possible, opportunities should be embraced to weave nature into the fabric of the city, to create a living and biodiverse ecosystem that supports climate resilience. Drawing inspiration from the abundance of natural landscapes that surround the city to soften the streetscene and amplify nature. High quality and holistically delivered green and blue infrastructure will be key to achieving the city's sustainable ambitions, while also contributing to attractive, safe and comfortable active travel routes that encourage walking, wheeling and cycling.

Promote a City for Living, Learning, & Culture

To contribute to Derby's status as a city of lifelong learning and a city of sanctuary, by promoting it's many voices, developing proposals that are meaningful to all, now and into the future.

Derby is home to a highly diverse population as well as an active youth and student voice. Opportunities should be sought to recognise and amplify their voices and varied stories. Creating a city centre that is welcoming to all and represents the city's diversity and varied cultural influences.

Reinvigorate and Nurture a Waterside City

To celebrate the fundamental role the river has had in the city's prosperity and evolution. Reconnecting the city to the river, invigorating life along the river's edge, and nurturing its waterways as rich ecosystems.

A repeated theme throughout engagement has been resident's overwhelming sense of connection to the river, and desire to enjoy its setting more. Opportunities should be sought to activate the river, turning buildings and frontages to embrace and look out over the water. Proposals should celebrate this important asset and reinforce Derby's identity as a waterside city.



Create a Safe, Accessible and Connected City Centre

To create an environment that better connects the city centre with surrounding communities, supports safe, accessible and active movement and promotes healthy lifestyles and wellbeing.

A consistent theme from the engagement has been the fragmentation of the city centre and repeated perceptions of a lack of safety, comfort, and accessibility. Opportunities should be explored to overcome barriers to movement and support quality pedestrian and cycle infrastructure, connecting people to public transport networks, key amenities, and destinations across the city centre. This in turn will promote the use of active travel as a viable alternative to private cars, supporting healthy lifestyles and reducing environmental impacts.

Celebrate Heritage, Identity, and Community

To make the most of Derby's unique assets - including the River Derwent, access to the Peak District, its rich industrial history, setting of the UNESCO World Heritage Site, and its pioneering identity - to attract visitors and enhance the lives of residents.

The city's future success and its ability to overcome contemporary challenges will depend upon its ability to remain a desirable place to live, work and visit. Derby's distinctive and authentic features are fundamental to supporting this desirability, reinforcing the identity and story of the city, its culture and communities.

Increase Animation and Activation

To reinvigorate the city centre, introducing a diverse programme of public events, a range of new uses, and active spaces to be used and enjoyed throughout the day and across the year.

Key to this is changing the negative perceptions surrounding the life and the image of the city centre. By delivering high quality spaces that incorporate a range of attractive opportunities to engage and dwell in the city centre, streets and public spaces can become places to support daily life. Introducing a new, more diverse set of uses will be necessary to attract footfall and create a dynamic centre and vibrant economy.

The SILK Threads

In order to achieve the Vision Objectives, and deliver their strategic outcomes, the Public Realm Strategy sets out a city-wide public realm framework structured around a series of thematic routes through the city. Inspired by Derby's unique physical, cultural, and community assets, these transformative routes, or threads, create a holistic framework to reinvigorate the image of the city.

The Derby SILK Threads translate the Vision Objectives into targeted and achievable actions, creating a structure of actionable works. The identified projects that form each thread have the potential to build early momentum, act as catalysts for change and unlock wider benefits.

Each thread establishes a set of defined and spatially driven interventions, creating a clear framework, allowing future works and development proposals to be brought forward within a holistic strategy. Importantly, this urban fabric of interwoven routes and animated spaces should be viewed as flexible, able to adapt, evolve, and change over time to respond to the city's changing life and ambition.

The following pages present the Public Realm Strategy's overarching framework defined by six SILK Threads. An accompanying strategy plan identifies the deliverable spatial locations - streets, spaces, and routes - where future interventions could be developed. An additional kit of parts sets out possible common interventions that may be used across the city centre to realise the ambition of each Thread. Together, they form the practical roadmap and spatial framework for turning the Vision into reality.

Derby is home to the world's first factory. This ground breaking and pioneering innovation utilised the power of the River Derwent to spin silk threads and fabrics...



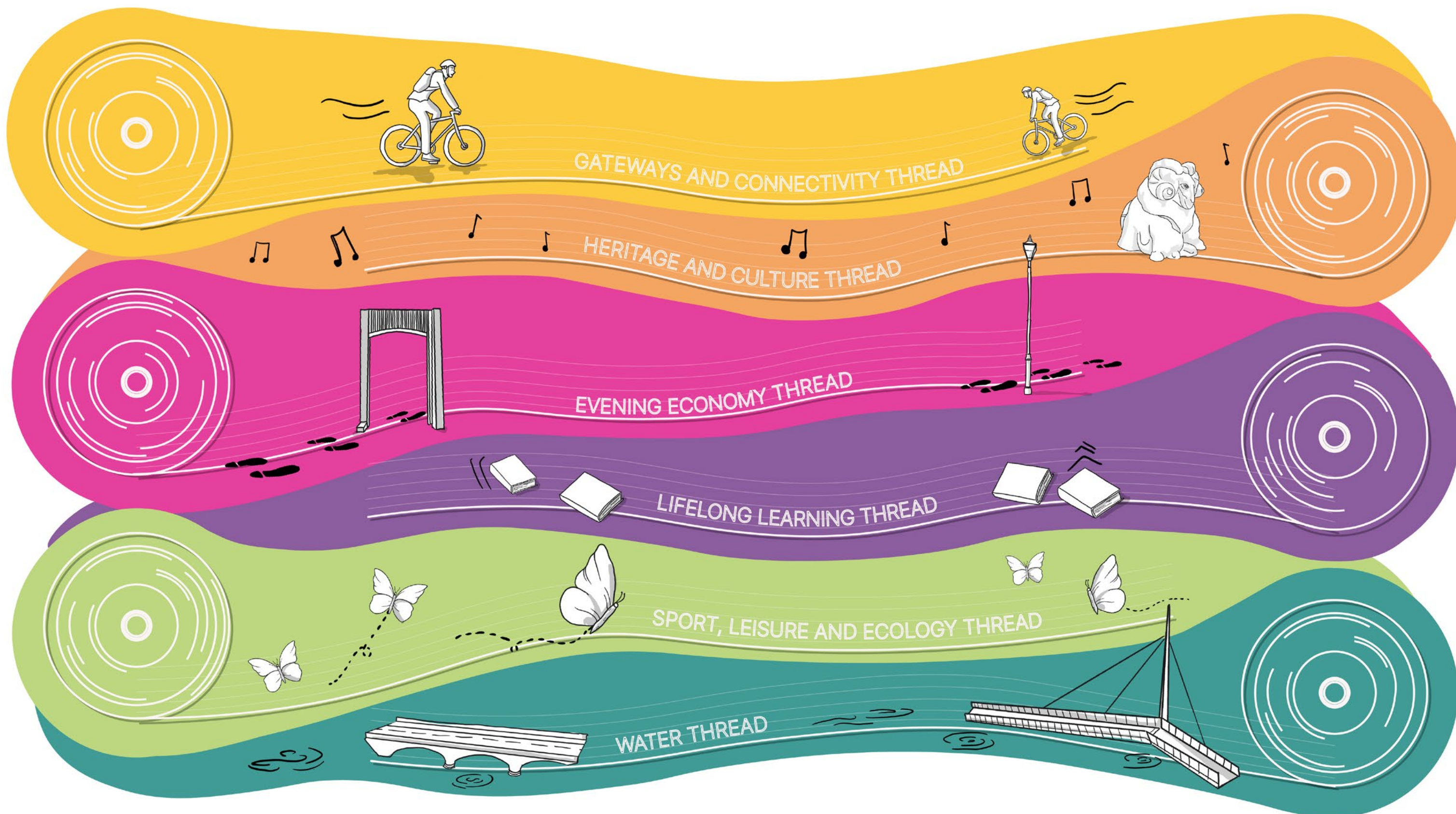
...Our ambition is to create a city centre that is human focused, inclusive, biodiverse, and inspired by the city's dedication to innovation, pioneering, and knowledge building...



...by developing the Derby SILK Threads - stitching together a woven urban fabric that is, Sociable, Inclusive, Landscaped and rooted in Knowledge.



The Derby SILK Threads: a holistic framework for the future of Derby City Centre's Public Realm.



SILK Thread 01: Gateways and Connectivity Thread

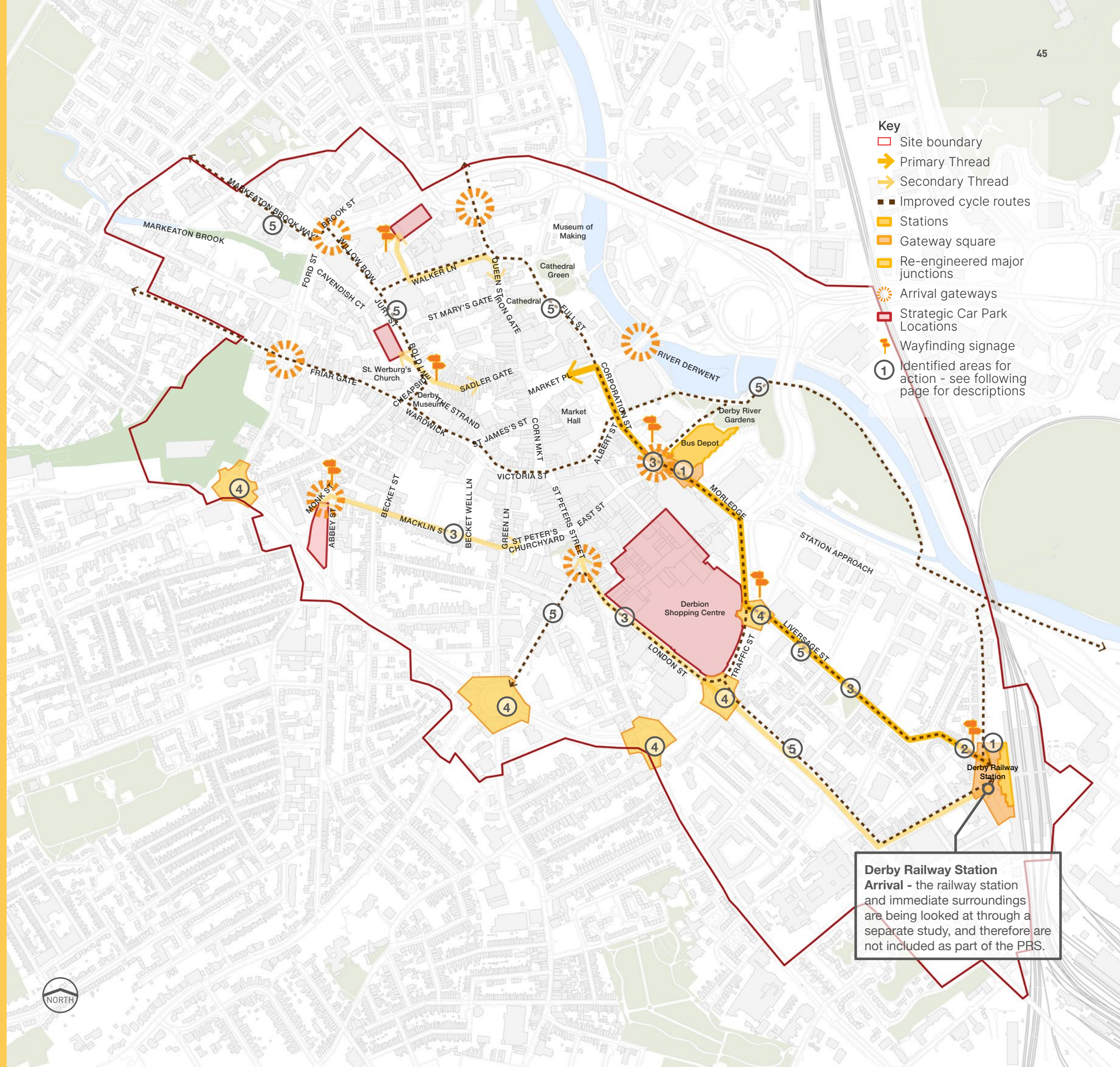
Derby currently presents a disjointed arrival and pedestrian experience. This Thread aims to improve the arrival experience to the city, and create clear routes into the centre from the principal points of arrival - strategic car parks and Derby Railway and Bus Stations. While Derby Railway Station and its immediate surroundings are being addressed through a separate, dedicated masterplan, this Thread builds on and draws strengths from that work. The focus is on making it easier, clearer and more desirable to arrive in the city centre by public transport and via these major gateways.

The thread is structured around three key interventions:

- To create celebrated and welcoming arrival points into the city centre;
- To introduce smart wayfinding signage directing visitors towards city centre destinations; and
- To create safe, comfortable, and enjoyable pedestrian and cycle routes across the ring road and into the heart of the city.

A consistent theme from engagement has been the negative impact that cars and traffic have on the city centre. Importantly, the thread aims to make it easier and safer to access the city by foot and by cycle. Creating an interconnected network that is easy to navigate, offers onward connections, and creates a pleasant user experience. This will encourage more people to move through the city, offering a desirable alternative to arriving and moving around by car.

A primary aim of this thread is to tame the ring road - making it easier, more comfortable, and safer to cross. Through pedestrian and cycle-focussed design, re-engineered crossings can become bold threshold moments and gateways into the city centre.



Strategic Principles and Actions

Enhancing the Arrival Experience

- Proposals must be driven by an understanding and appreciation of a visitor's immediate arrival experience and first impression.
- Opportunities should be explored to collaborate with local artists and the community to deliver public art within arrival spaces that tells a story of the city's history, identity, or people.

Promoting Legibility and Wayfinding

- Wayfinding features should be developed in alignment with the Destination Derby 'The Pioneering City' place branding strategy, reinforcing the ambition to create a legible, clear and consistent place brand throughout the city centre that defines the image and story of Derby's public realm. This should include the approach to wayfinding signage, street furniture, lighting and public realm treatments to aid legibility and movement, ensuring a coordinated approach to specification, branding, and messaging.
- New wayfinding features to be located along the thread to provide orientation and information about destinations and buildings, enriching the visitor experience of the public realm and encouraging onward connections:
 - Fingerposts should be positioned at decision points along the thread to reinforce routes to destinations and create connections throughout the city.
 - Map totems to be positioned at key orientation points to help people navigate the city.
 - Thread lines which could be in the form of signage, artwork in the ground, or lighting to represent the route of the primary thread. The intention is to encourage visitors to follow the primary route to access the various spaces and uses along the route, and to aid in navigating through the city.

Identified Areas for Action:

1. **Improved arrival squares at both the Bus and Railway Stations** to be designed as gateways to the city centre. Surface materials to change at thresholds to create uplifting and animated public spaces, offering a joyful moment of stepping out into the city. Design proposals for the Railway Station arrival are being developed through a separate delivery strategy, and therefore do not form a detailed part of this strategy.
2. **At Derby Train Station an improved crossing across Railway Terrace** and new wayfinding signage should direct visitors to the start of the primary thread along Park Street and Castleward Boulevard.
3. **Streets and spaces along the thread should be designed to be pedestrian friendly and walkable** by increasing pedestrian space, clearing clutter, and creating pleasurable connections between key community assets and destinations.
4. **Re-design main junctions** to create safer for those walking, cycling, and wheeling, whilst retaining efficient vehicle movement.
5. **Opportunities should be explored to extend the cycle network** by introducing connected designated cycleways around and through the city centre. A desirable and safe network will encourage more people to use cycling as a mode of movement. Locations where new routes should be explored: Liversage Street, Traffic Street, London Road, Midland Road, Bass Recreation Ground, Derby River Gardens, Morledge, Full Street, Bold Lane, Jury Street, and Willow Row.

A Kit of Parts

Derby Stations Arrival Gateway Spaces:

- Create a welcoming and uplifting arrival experience, allowing visitors to step out the station into a comfortable open space.
- Offer a variety of seating options surrounding the space to allow people to comfortably dwell in the space.
- Create clear lines of sight to onwards movement with wayfinding signage offering easy onward navigation.
- Engineer bus, taxi and car drop off and parking to prioritise pedestrian and cycle movement. Drop-off and pick-up locations to have covered, well-lit, and well overlooked seating to create safe and comfortable waiting areas.
- Drop-off and pick-up locations to be fully accessible for those using wheelchairs and mobility aids, creating an ease of access for all.
- Introduce storytelling artwork as the start of an uplifting and informative trail running throughout the city.



City Centre Arrival Gateways:

- Designed as threshold moments of arrival into the city centre, signified by a common approach to the use of branded artwork, wayfinding, and/or signage.
- Clear and legible signage offering directions, distances, and a map of the city to aid navigation.
- Opportunity to introduce physical gateway features through planting or artwork.



Re-engineering Junctions on the Ring Road:

- Major junctions to be recognised as primary nodes, with appropriate wayfinding signage.
- Reduce the size of major road junctions, offering space for wider footways and street planting.
- Remove street clutter, encouraging an ease of pedestrian movement whilst maintaining appropriate safety measures.
- Reduce crossing distances and increasing green man time to make the ring road easier to cross



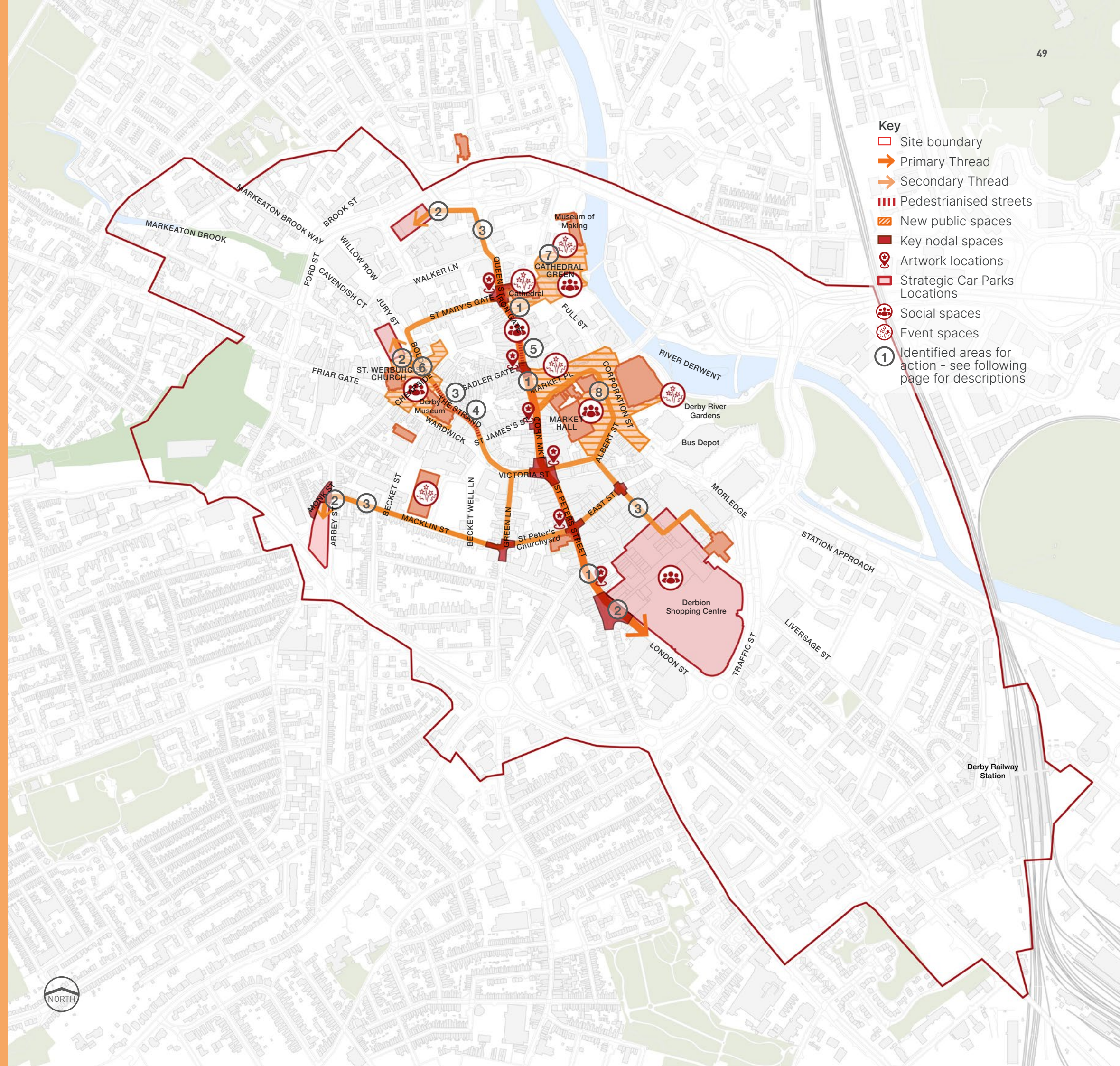
SILK Thread 02: Heritage and Culture Thread

Derby has extensive and active voluntary, community, and cultural sectors, supporting community resilience, health and wellbeing, celebrations of culture, and creative expression. This thread seeks to reinforce this existing network, creating links and symbiotic connections between these complimentary venues and assets.

At the heart of the thread is the transformation of Derby's historic high street into a vibrant and active spine through the city centre. This primary pedestrian movement route is to be transformed into a living, breathing place, a unifying link between destinations and key spaces, and centre point for further connections to surrounding community and cultural venues and activities.

The thread puts forward projects to create places and routes to strategically guide visitors through the city centre, connect existing destinations and cultural venues to benefit from shared visits, and offer opportunities for communities to come together and grow. A series of open spaces and nodes throughout the city centre will provide a setting for city celebrations, events, pop-ups and a moment of rest.

Derby is home to a rich tapestry of historic buildings and streets, retaining the heritage townscape of the city centre. Celebrating these distinctive features will be fundamental in improving the city's desirability and authentic character. This thread seeks to make the most of Derby's distinctive heritage by improving connections to and the spaces surrounding these buildings. Actions to deliver on this thread should seek to build on Derby's strong civic pride, creative ambition, and cultural diversity which have been so clearly expressed throughout the engagement process.



Strategic Principles and Actions

Animating Culture and Community

- Diversify the retail core by blending culture, commerce, and community—turning underused spaces into vibrant nodes, helping the city centre thrive as a place to live, work, and play, responding to the changing city centre usage patterns experienced across the country.
- Building on the unique character and identity of the city by providing new and improved spaces for events and activities. Spaces should be designed with a range of possible events and activities in mind, accommodating a level of flexibility, whilst ensuring spaces feel animated and active on none event days.
- Maximise the public realm wherever possible by reducing carriageway widths to the minimum possible distance. This will require careful collaboration with Derby City Council Highways teams to ensure streets can accommodate an efficient flow of vehicle movement, particularly for buses. However, the focus should be on re-balancing the streetscene in favour of pedestrians, deliberately engineering the street to slow vehicle movement and create environments that encourage an ease and enjoyable movement experience for pedestrians and cyclists.

Promoting Safe and Accessible Movement

- Establish the 'city centre loop' road (defined by Full Street, Corporation Street, Albert Street, Victoria Street, Wardwick, Cheapside, Bold Street, and Cathedral Road) as the furthest point of vehicle movement into the city centre. All streets within the city centre loop to be (where possible) transformed into a unified pedestrianised network of spaces.
- Pedestrianised street network to be defined as a singular cohesive public realm and connected sequence of active nodes. Each nodal point to be visible and walkable from the last, encouraging the freedom of uninterrupted movement, allowing visitors to meander through the city, guided between points of interest and activity.
- Ensure distances are easily walkable between nodal points clearing physical and visual clutter and introducing resting points to encourage visitors to dwell.
- Create safer crossings for all - delivering direct, single movement crossings wherever possible, narrowing carriageways to reduce crossing distances, and increasing the 'green man' time to make crossing roads more comfortable.

A Kit of Parts

Celebrating Existing Cultural Buildings:

- Improving the setting of heritage buildings, ensuring they remain prominent along key vistas, with framed views towards them, and enhanced public realm surrounding them.
- Heritage buildings to inform building lines, materials, and prominent uses.
- Introducing consistent contemporary lighting approach to add aesthetic and architectural value to heritage façades.



Nodal Points:

- Defined spaces at the intersection of principal streets become pedestrian gathering and orientation spaces.
- Introduce wayfinding signage to help direct visitors and encourage onward movement.
- Opportunities explored to introduce planting, seating and performance spaces, whilst maintaining an ease of circulation through and around the space when an event is in progress.



Pedestrianised Streets:

- Create a consistent and subtle palette of high quality and robust materials.
- Position all elements to allow for free flow pedestrian movement. A minimum footway width of 2m should be provided.
- Ensure placement of furniture maintains a clear route for vehicular emergency access where required (minimum 3.7m clear).
- Allow for spill out space adjacent to building façades.
- Keep all furniture elements in a linear form on a high street to reduce visual obstruction and maintain sight lines.
- Provide the correct frequency of furniture elements, so as not to over clutter the streets.
- Consideration should be given to CCTV positions and sight lines. Consultation with the Council should be undertaken to ensure compliance.
- Positioning of trees and planting to consider clear sight lines and circulation.



Identified Areas for Action:

1. **Re-imagining the historic 'high street'** (St. Peter's Street and Corn Market) as Derby's central spine and primary cultural route. Allow for ease of movement and access to shops and businesses, while introducing planting, seating, play, spill out and activity nodes. All proposals to be coordinated with operational partners to ensure effective city centre operations are maintained.

2. **Animated arrival gateways at the city's strategic car parks** offering smart wayfinding, artwork, and seating nodes, offering a colourful welcome space for visitors.

3. **Pedestrianise The Strand**, creating a high quality street environment encouraging shops and businesses to spill out into the street. Accentuate the character of the buildings and encourage visitors to dwell.
4. **Guided threads from strategic car parks** towards the city centre, connecting and signposting various cultural and community destinations along their route.

5. **Pedestrianise Iron Gate**, extending treatments along Corn Market to offer space to dwell and natural features framing views of the Cathedral.

6. **Transform St. Werburgh's Church** into a pedestrian priority active public square.

7. **Transform Cathedral grounds and Cathedral Green** into a single pedestrian priority space, offering a mix of spaces to facilitate varied activities from public events to quiet reflection.

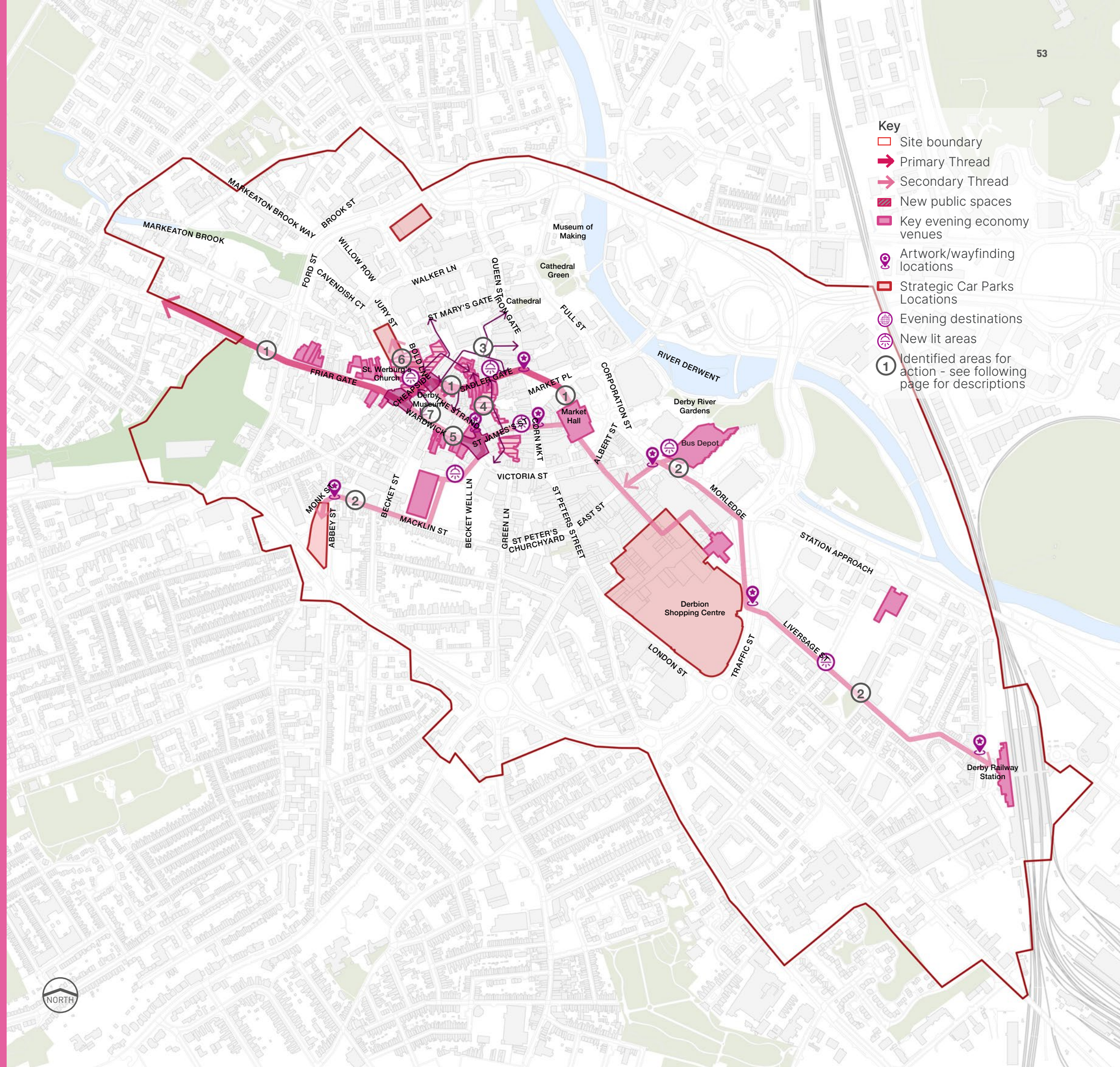
8. Narrow Corporation Street carriageway, and **create a new public square to the east of the Market Hall**.

SILK Thread 03: Evening Economy Thread

Derby hosts a range of evening venues including restaurants, bars, the recently renovated Market Hall, Derby Theatre and the new Vaillant Live music venue. While the majority of these venues are broadly located together, the city lacks a sense clustering, and a vibrant destination for the evening life of the city. This thread therefore focusses on creating distinct destinations that come alive in the evening. Activated by complimentary businesses, these vibrant spaces encourage people to enjoy and safely use the city throughout the day.

This thread builds on the city's existing assets and elements of evening economy to create a defined district and vibrant route along Friar Gate, via Sadler Gate and onto Market Place and the Market Hall. Derby's historic street pattern presents a distinctive character of narrow alley ways and tucked away courtyards, creating a fine network of interconnected hidden routes and intimate openings. Opportunities should be explored to activate these characterful routes and spaces, creating a safe, comfortable and guided routes between animated spaces.

Importantly, the thread is driven by the desire to create a city centre that is safe after dark. Well lit, signposted, and active routes will instil a sense of safety, comfort, and confidence in moving through the city after dark. The thread will guide visitors towards key evening economy destinations, and back to transport nodes and car parks, creating a network of safe routes through the city. Through considered, user-driven design, this thread aims to create a welcoming city centre, and a place where everyone feels comfortable to access and use the city at night.



Strategic Principles and Actions

Creating Vibrant Streets and Spaces

- Building upon the existing entertainment and leisure offer, linking them with upgraded and unified public realm treatments.
- Narrow carriageways to maximise the public realm, enabling businesses to spill out into the street, activating the public realm, increasing dwell time and promoting street life.
- Encourage businesses to collaborate with local artists in activating shop fronts, windows, and blank frontages that enhance and brighten the streetscape.
- Build on the success of Market Hall to enable activities to spill-out into the surrounding spaces.
- Enable opportunities for every day uses to extend hours into the evening such as Night Cafés for people to have alternative options to pubs and restaurants for entertainment and social gathering.
- Explore opportunities to extend night buses and bus operations throughout the day to encourage safe access to the city centre.
- Creating opportunities for events and activities within the public realm creating flexibility to enrich the city's annual calender contributing to a more exciting and attractive city life.

- Gentle street lighting offers another dimension to the streets after dark, making them more attractive and safer for dwelling and social interactions.

Revealing Identity

- Improving the setting of heritage buildings, ensuring they remain prominent along key vistas, with framed views towards them, while enhancing the public realm surrounding them - allowing the city's heritage buildings to tell the story of the place.
- Explore opportunities for creating characterised public spaces designed to tell a story of the place with reference to their history and surrounding businesses and activity. Creating an identity and narrative with opportunities for thematic artwork, signage, and seating.
- Lighting and animating the city's network of alleyways, lanes, and yards to create a fine grain of exploratory routes between streets opening into vibrant yards. New developments will be encouraged to extend this network and re-imagine these character features.
- Explore opportunities to transform yard spaces within development blocks into active venues and spaces for activities, events, and a mix of businesses.

A Kit of Parts

Vibrant Evening Economy Streets:

- Consistent lighting strategy to ensure all pedestrian orientated streets and spaces encouraging safe evening activity. Reduce street light heights to focus light at the human scale and create a ambience.
- Lighting of shop fronts to creating a more vibrant ambience at street level.
- Facilitate attractive and coordinated spill out of evening activities into the street.



Animated Alleyways and Courtyards:

- Alleyways and courtyards designed as intimate gathering places with a unified approach to lighting and signage encouraging a connected route and free flow of movement between different spaces.
- Lighting and artwork projects to be delivered in partnership with businesses to enhance vibrancy and create a place for people to sit and enjoy after dark, creating places of varied but complimentary character.



Transforming Streets into Places:

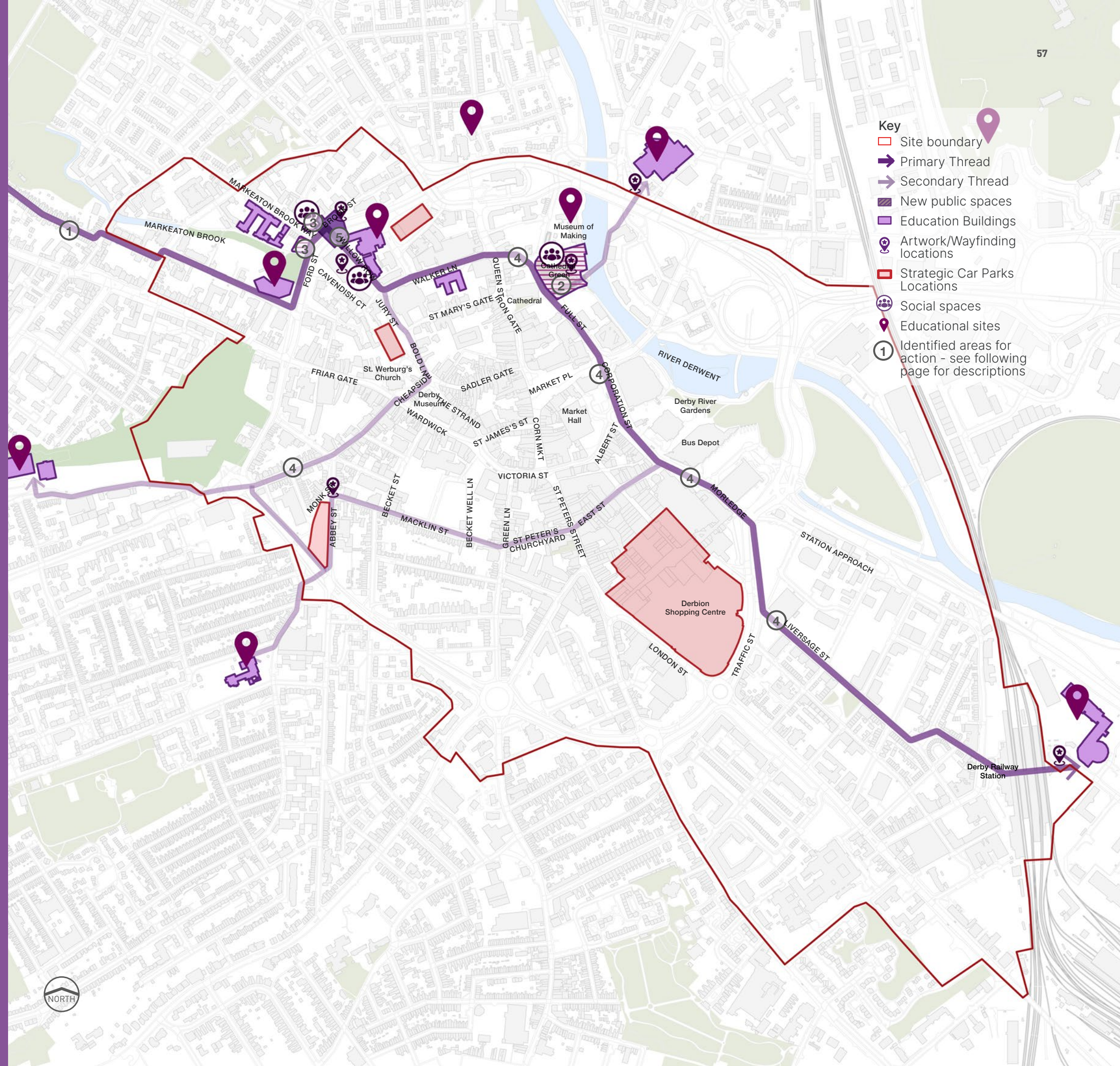
- Changing the perception of streets to become key spaces and destinations in themselves.
- Removing clutter with a considered approach to street furniture, surface treatment, planting, and trees facilitate improved pedestrian experience, creating the illusion of shorter distances, encouraging walking and cycling.
- A palette of subtle, yet high quality and robust materials rebalance the streetscape, narrowing the existing carriageway to offer a generous pedestrian environment.
- Considered approach to carriageway treatments, introduction of courtesy crossings, and the use of subtle central divisions act to slow vehicle movement, creating a more comfortable and accessible experience for pedestrians.
- Ensure furniture elements do not block sight lines for vehicles on the highway network, or pedestrians on footways, encouraging onward movement.
- Planters to be used as part of a protective edge, or to delineate zones such as cycle lanes. To be considered as part of overall design solution.



Identified Areas for Action:

- 1. Deliver unified public realm treatment along the primary thread between Friar Gate, Cheapside and Sadler Gate**, creating a unified and active evening environment. Considered low-level street lighting creates a comfortable and attractive atmosphere.
- 2. Guided safe threads between strategic car parks and public transport nodes** and key destinations across the city centre.
3. Explore potential to create a **connected network of routes and spaces connecting Old Blacksmith's Yard, George Yard, Iron Gate, Bold Lane, and St Mary's Gate**.
- 4. Transforming St James St. Car Park** into an active yard and events venue with connections to St James Street and Sadler Gate.
- 5. Transform Wardwick into an active place**, maximising opportunities for seating, planting and celebrating the historic Derby Museum building.
- 6. Transform public realm surrounding St Werburgh's Church** to create a nodal point for a clustering of evening economy venues. Encouraging a spill out into the surrounding public realm. Explore potential to introduce a pedestrian priority balanced street, whilst accommodating for bus movement.
- 7. Rejuvenating Museum Square**, encouraging the museum cafe to spill out and activate the space and route to St Werburgh's Church.

A consistent theme from the engagement has been young people's negative perception of the city centre, with particular references to the lack of safety, fear of crime, and lack of a diverse offer of uses and activities beyond retail. Actions to deliver on this thread seek to create safe, playful, and colourful routes from surrounding educational facilities, whilst creating new, high quality, spaces to be designed specifically for children and young people, offering welcoming places for all.



Strategic Principles and Actions

A Place for All

- Create child friendly streets and spaces with playable trails between destinations to support legibility for younger people and provide integrated playable features within the public realm.
- Deliver a diverse mix of active landscapes within Derby River Gardens and Cathedral Green to attract different age groups, positively including young people.
- Provide street furniture that is inclusive, promoting age friendly design and ensuring public realm improvements are accessible.
- Incorporate a broad mix of user groups in the design development process, including people of all ages and abilities to co-design spaces that deliver to varied needs and desires.

Creating Safe & Welcoming Places

- Developing a child-friendly design ethos to create a city centre that is safe, accessible and alive. Designing in the footsteps, eye-height and mind-set of a child, creating a network of connected playful, colourful, educational, guided streets and spaces.
- Driven by an understanding of key movement routes, desire lines, and both negative and positive spaces across the city, to create routes and spaces that people want to use, feel safe and welcomed to inhabit.

- Ensure all routes from educational facilities and learning institutions into the city centre and connecting with public transport nodes are well lit, signposted, and offer safer crossings at major junctions. Including low level lighting and street lighting.
- Ensuring everyone, regardless of age or ability, can access key destinations, public spaces, services and events with dignity and ease.
- Providing a range of free sports, leisure, and wellbeing equipment within larger public spaces to increase passive use throughout the day and week. Increasing activity of public spaces and reducing the risk of crime and anti-social behaviour.
- Ensure areas for congregation are well lit and designed for families and children. Encouraging use be children creates a safe space for all.
- Develop proposals with a considered approach to use, access, and perceptions of safety at night. Offering well lit, guided routes between key destinations and transport nodes to ensure a safe route home for all. Taking a city-wide approach to lighting that focusses on pedestrian experience, creates a positive atmosphere and reduces fear of crime.
- Consider keeping play space open into the early evening in the winter months for after school play.

Identified Areas for Action:

1. Create a guided thread travelling from the University of Derby campus through the city to Derby College, creating a vibrant and colourful connection aimed at celebrating young voices and culture.

2. Transform Cathedral Green into a flexible and welcoming public square for recreation, play and active use for all. Spatial design is to encourage visitors to dwell and spend extended time in the city centre. The scale of Cathedral Green offers the opportunity for a range of potential events to take place.

3. Create pocket park spaces along the primary thread, encouraging students and young people to dwell, socialise, and feel welcome within their city.
4. Create a trail of educational information boards and artworks along the threads, telling stories of the city and informing visitors about natural, cultural and community assets they pass by. Invite local artists to create artworks along the threads, including sculptures, murals, mosaics, landscapes and soundscapes. Encouraging opportunities to engage with and be immersed in the story of the artwork and place.

5. Transform Willow Row into a colourful story telling mural street and vibrant arrival into the city centre.

A Kit of Parts

Information Trails:

- Guided cultural threads leading people towards city centre education sites to enhance the sense of belonging and ownership.
- Introduce information boards to encourage community and visitor engagement.
- Maximise opportunities for playful furniture, landscape features, and equipment along trails, creating fun, challenging, nature rich routes.



Pocket Parks:

- Creating spaces to step away from busy streets. Considered approach to planting and seating creates a quieter, more peaceful space, encouraging people to sit, slow down and take a moment to rest.
- Spaces located along popular movement routes encouraging a sense of safety.
- High quality design encourages use and limits potential to be used for anti-social behaviour.



Stories of Derby Artwork:

- Embedding public art in the form of murals, sculptures, or lighting that capture the heritage, stories, and future aspirations of local people.
- Local artwork to be used to animate key nodes and gateways.
- Public art to create joyful, iconic and engaging moments enhancing the pedestrian experience.
- Celebrating Derby's artists in the streetscene, commissioning local art across the city.



Playful Streets:

- Transforming the perception of the city centre from a network of streets and spaces to a connected playable landscape - maximising opportunities for formal and informal play features throughout the city centre.
- Opportunities for children to playfully explore vegetation fostering curiosity.
- Engaging a sense of joy through movement, improving physical an mental wellbeing.

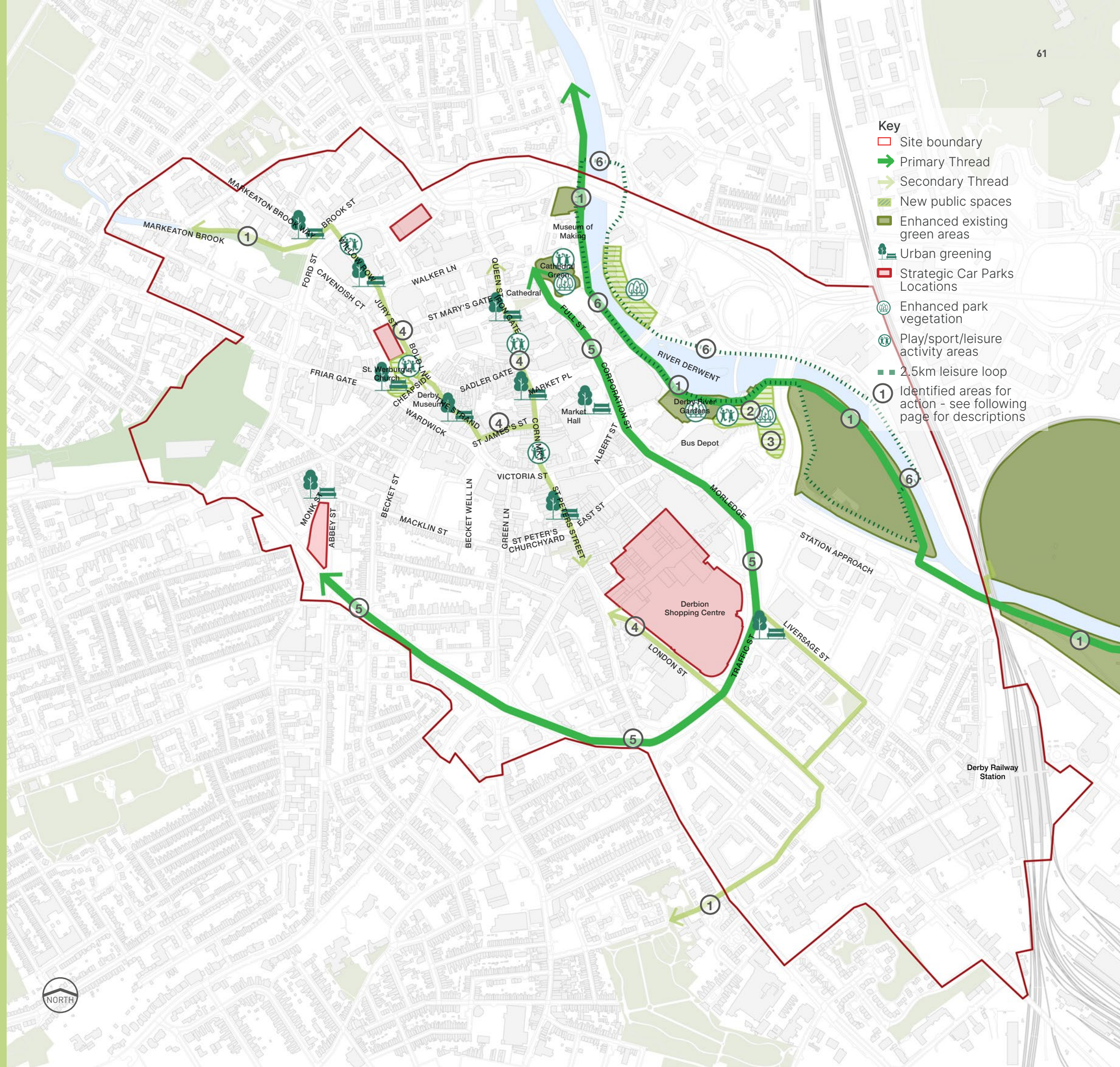


SILK Thread 05: Sport, Leisure and Ecology Thread

The River Derwent carves a distinctive green corridor from the surrounding countryside into the heart of the city. However, the centre offers little meaningful space for recreation or nature. While the chain of green assets along the river's edge are currently underutilised, they offer an overwhelming potential to become places for people, nature, and community to thrive.

This thread aims to bring life, nature, and activity back to these forgotten green spaces, and extend an abundance of targeted greenery across the city. The thread seeks to enhance the city's existing green infrastructure by maximising the potential for city-wide interventions - softening the streetscene, elevating the appearance of the street, and delivering climate and ecology driven planting initiatives.

Creating green, active, and people and nature-orientated streets and spaces will help foster an attractive sense of place - providing a reason to come to the city centre, and an enjoyable excuse to stay for longer. Importantly, this thread seeks to transform the perception of the city, aiming to instil an impression of a natural city, boasting an abundance of green and nature-led influences.



Strategic Principles and Actions

Enhancing Existing Green Spaces

- Develop a Derby City Centre Planting Strategy that engages with, and educates the community to transform the character of the city centre and redefines Derby as a natural city. Introducing native street trees and planting to drive targeted improvements to biodiversity, air quality, and visual amenity.
- Changes to land management techniques (for example reduced grass mowing) and careful selection of plant species will help to create enhanced grasslands which support insects and small mammals.
- Temporary landscape interventions have the potential to help trial and test ideas and solutions before the delivery of a full project. These interventions could include trees, planters, raised beds, seating areas, sculptures, street art, and signage.
- Ensure parks and gardens are accessible and welcoming for all users through removal of step access where possible, or provision of accessible ramps. Upgrade pathways through spaces and offer extensive seating and informal play features.
- In the longer-term, seek opportunities to reuse areas of surface parking for new public green space for the community.

Creating Green Streets

- Introducing street trees and year round planting beds will encourage pedestrians to move around the city, creating attractive and enjoyable routes.
- Green infrastructure will be key to the city's sustainable transformation, with the added aim to promote local business, and help foster supportive social interactions.
- Introducing grassland corridors and robust pollinator friendly plants and wild flower meadows to enhance biodiversity and play a colourful role in announcing gateways, bringing vibrancy and beauty with low management requirements.

Identified Areas for Action:

1. **Create guided threads between Derby's significant green spaces** and leisure assets, reinforcing the riverside green corridor and encouraging onward movement to green spaces further afield.

2. **Transform Derby River Gardens** into a new public park with destination play, public artwork, sports, leisure, and gym equipment, quiet spaces, and common meeting, dining, and event spaces. Design to be driven by a commitment to complete accessibility and inclusivity, ensuring the park is designed for all and offers a free and welcoming place for visitors to enjoy spending extended time in the city centre.
3. **Enhance the ecology of Derby River Gardens**, creating a rich planting palette offering natural habitats for urban fauna.

4. **Create a network of green streets** with new tree planting, rain gardens, and planters.

5. **Green the ring road**, introduce new street trees and enhancing the existing tree belts to reinforce a perception of the road as a green ring around the natural city.

6. **Create a guided 2.5km leisure loop** offering users an enjoyable, off-road, green city centre loop and trim trail. Supporting active lifestyles by linking fitness equipment, informal play features, sensory features, and social seating and activity zones.

A Kit of Parts

Temporary Landscape Interventions:

- Temporary installations reinforce existing spaces and create new nodal points, offering opportunities to sit, play, and engage.
- Opportunities to trial road closers by introducing temporary planters.
- Temporary features should seek to capture visitor's imagination, tell an evocative story, or establish the character and activity of the future permanent interventions to be delivered.



Meadow and Low Maintenance Planting:

- Introduce a city-wide planting and management strategy focussed on maximising ecology and minimising maintenance demands.
- Meadow and low-maintenance planted beds address impacts of flooding and create more colourful and uplifting streets and spaces.
- Introduce resilient plants targeted at addressing air pollution, carbon sequestration, water retention and supporting wildlife.



Green Streets:

- Integrating nature-based solutions like rain gardens, street trees, and raised beds to manage storm water, reduce urban temperatures, provide shading, and improve air quality.
- Introduce as frequently as possible to target a perception of users moving through a landscape, offering opportunities for people to engage with nature at the heart of the city, improving physical and mental health.



Greening the Ring Road:

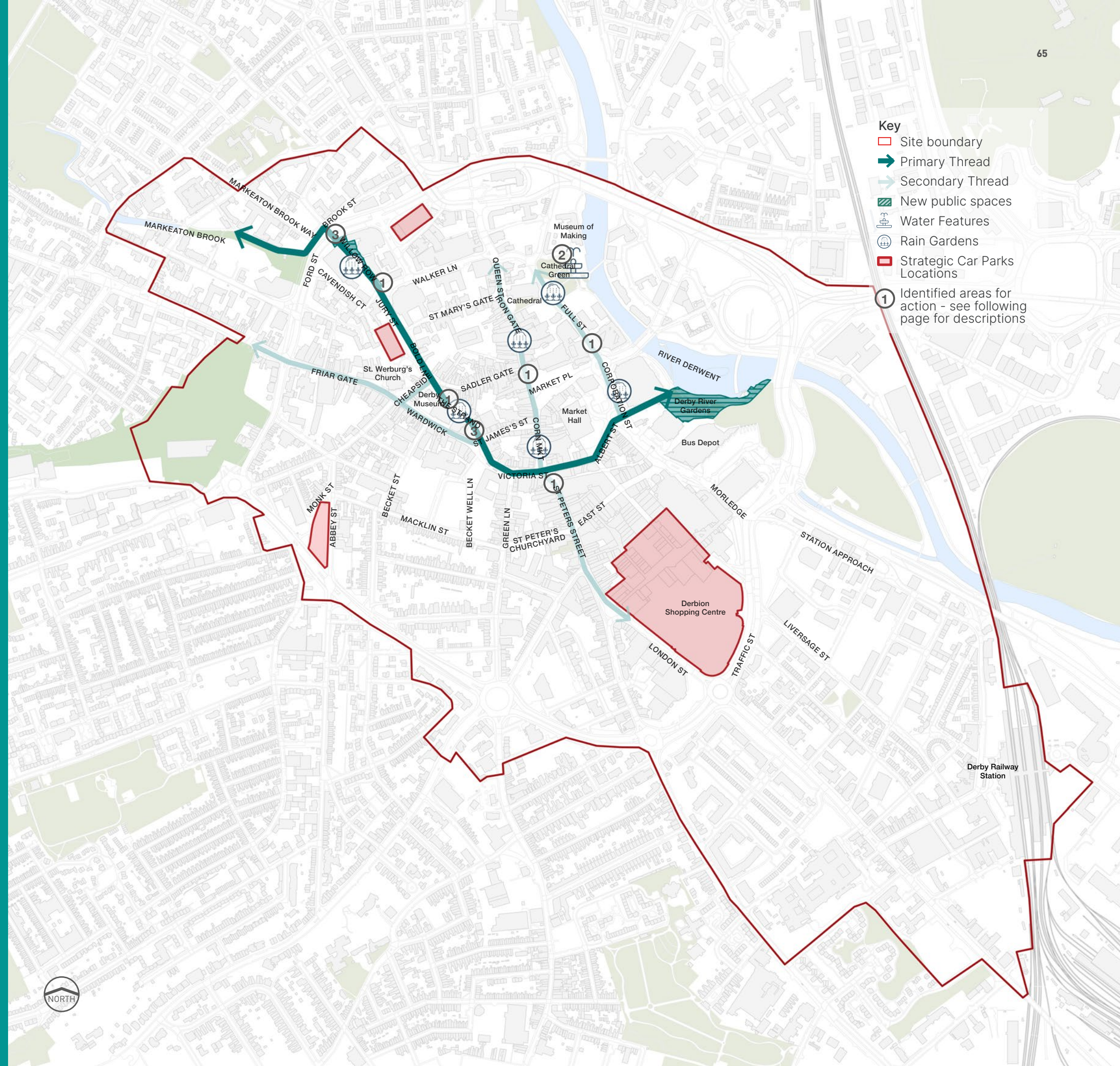
- Introducing an abundance of vegetation and trees along the roadway.
- Involve local communities, NGOs, and the private sector partners in designing and maintaining these spaces to foster ownership.
- Planting chosen to address air and noise pollution.
- Trees to be positioned to allow clear sight lines and circulation.



SILK Thread 06: Water Thread

The River Derwent represents the most important and defining physical feature to influence the evolution of the city. Its historic role in driving the life of the city is well documented, yet today its role is significantly diminished. This thread seeks to capitalise on this natural asset, to transform the perception of the river and re-imagine its banks to once again represent the heart of community life, activity, and energy.

Alongside offering activity and animation to the water, this thread importantly aims to embed climate resilience through the targeted delivery of sustainable drainage systems and a considered approach to addressing flood risks across the city centre.



Strategic Principles and Actions

Climate Resilience

- The PRS recommends developing a Derby City Centre Climate Resilience Strategy to enable streets and public spaces to play an active role in tackling the climate emergency. Targeted interventions may include:
 - Selection of biodiverse street trees to boost ecology and offer shade.
 - Selection of tree and plant species to promote carbon sequestration.
 - Maximise the delivery of SUDs infrastructure, introducing soft planting throughout the public realm to absorb and channel excess rain water whilst offering further benefits by supporting a range of wildlife and biodiversity.
- Provide educational information about planting choices and climate mitigation to engage the community in the benefits of these natural features.
- Building on the projects and principles established within the Our City Our River project to address flood risks and mitigation through the landscape design. Opportunities should be explored to develop functional flood defences while are also beautiful and usable within the public realm. Offering a dual function that allows defence infrastructure to become an contributing part of the landscape, designed as seating, play features, or mounded playable land forms.
- Opportunities should be explored to create floodable landscapes. Open areas of hardscape or softscape along the river's edge could be designed as flexible informal public squares that, at points of high saturation, can hold a volume of water before slowly releasing it back to the network.

Identified Areas for Action:

1. **Introducing rain gardens** along streets of highest flood risk. Areas of water loving shrubs and grasses with attenuation tanks, can redefine highway spaces and help manage water runoff, reducing the risk of flooding.
2. **Create a playful water feature within Cathedral Green** to offer a destination play feature as part of a flexible event space.
3. **Represent the route of the Markeaton Brook** through the public realm.

A Kit of Parts

Rain Gardens:

- Helping to manage stormwater, provide greenery, and act as a soft barrier between public space and roads.
- Innovative sustainable urban drainage system offer a shallower alternative to tree pits.
- Consider combining planters with other elements such as seating to provide sensory benefits, bringing people closer to nature.



Playful Water Features:

- Immersive water features offer the opportunity to introduce a joyful, engaging, and family friendly attraction and activator of public space.
- Play elements should be integrated into their setting and respond to the place.
- Playful elements should be designed to be adaptable and able to change to the demands of the space.
- Materials used should be robust and resistant to acts of vandalism such as scratching and graffiti.
- Play elements should be positioned so as to not obstruct pedestrian movement but promote access for all users of footpaths including motorised/double buggies and the passing of two wheelchairs. A minimum footway width of 2m should be provided.
- Position play elements to allow for passive surveillance of younger children by parents.
- Water based art installations offer the opportunity to connect the city to the River and tell an engaging story through the public realm. These must be carefully designed with all users in mind, to maintain safety and avoid potential risk of accidents and injury.
- Where possible, design of play and art installations should involve the community to understand the requirements of local residents.



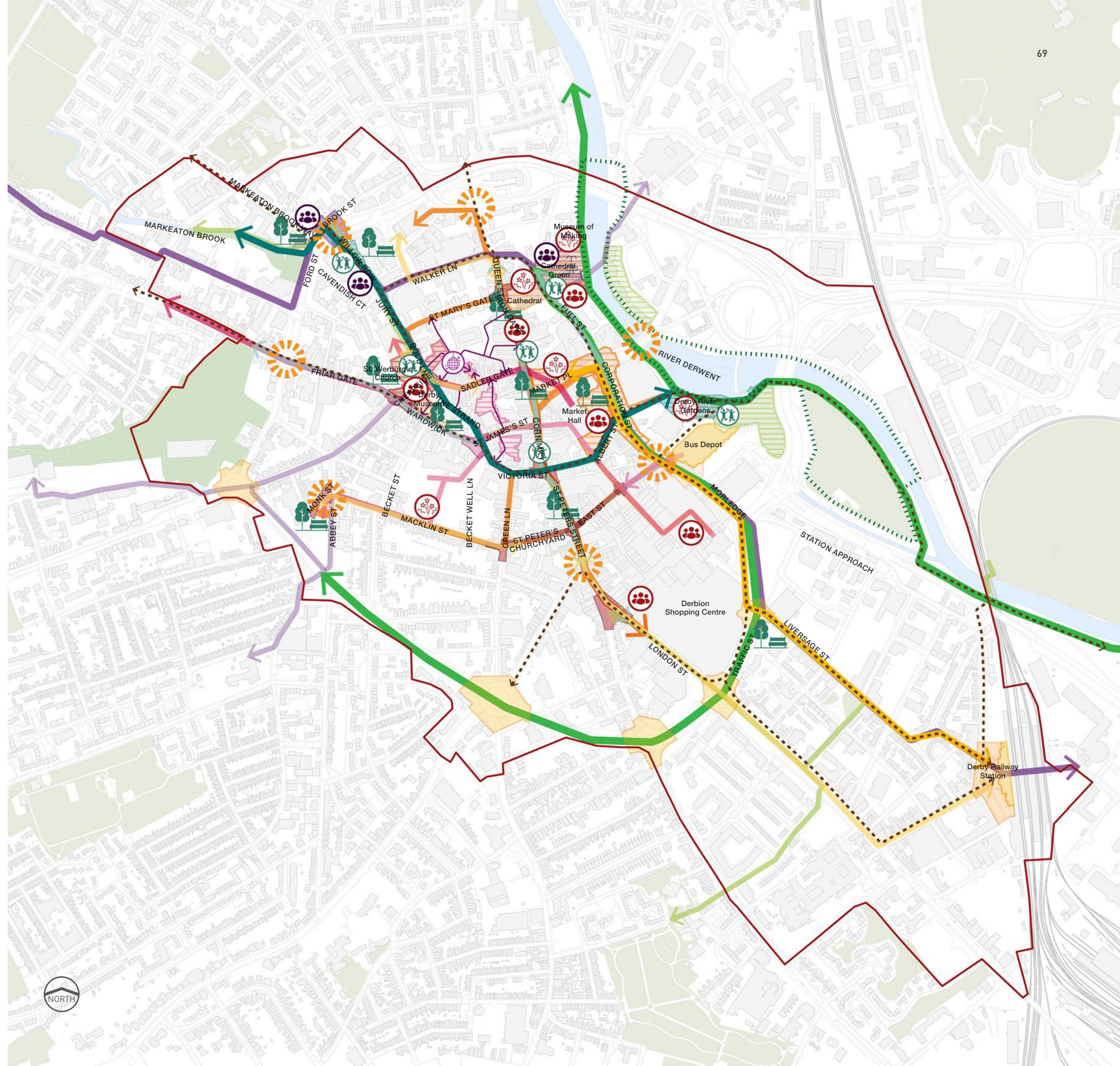
The Derby SILK Threads

Stitching together the SILK Threads reveals the woven urban fabric they create across the city. This expressive network of colourful streets and spaces paints a transformed picture of the life of Derby's public realm.

The combined network of threads represents a long term public realm framework to drive future investment across the city. This framework identifies the primary locations for interventions, representing a wide range of visionary, impact-driven placemaking projects.

Importantly, it represents the unifying and binding common framework for all emerging and future developments throughout the city centre to stitch into, and contribute to its driving principles.

The aim of this holistic framework is to create a city centre landscape which responds to the needs and aspirations of its communities, brings new life and activity to streets and public spaces, establishes a best practice kit of parts for future, climate resilient projects, and establishes the quality of place to guide the comprehensive transformation of the Derby City Centre.



05 City-wide Strategies

Strategic Approach

A series of universal strategies consider the city centre as a whole, setting out a guide to the delivery of common technical features.

The approach to defining the City-wide Strategies builds on the driving principles of the SILK Threads. Where possible, the strategies aim to enhance and amplify what is already present, particularly where good-quality features already contribute positively to the character of the city centre.

The city-wide strategies are driven by a series of key goals:

Safety - Create public spaces that are safe, well-lit, clearly recognisable, and inviting. These qualities are intended to strengthen the perception of safety, enhance the sense of belonging, and encourage increased use of the city centre by a wider range of people.

Accessibility and Inclusivity - All spaces must be designed to be usable by everyone. Interventions must create new inclusive environments while also improving access to existing areas that are currently difficult to reach or unable to be used by certain groups.

Coherence and Legibility - A consistent use of materials, design language, and feature typologies across the city centre will help establish a unified identity. This coherence supports legibility, making spaces easier to understand, navigate and recognisable by all users.

People Orientated - Public realm interventions should be driven by a desire to improve the human experience of place. Holistic design solutions built on a human scale, seen through the eyes of a pedestrian.

These city-wide strategies are intended to offer overarching guidelines to inform future projects, establishing a strong foundation for a practical, detailed, and consistent approach to inform interventions across the city centre.

Streetscape Design

Materiality

Prioritisation should be placed on the retention of existing high-quality materials wherever possible, and where these contribute to the identity and heritage of a place. New materials should be introduced in dialogue with the existing context, following a principle of respecting rather than contrasting, with the aim of enhancing heritage through careful selection and detailing.

A public realm material palette should build on existing examples of high-quality materials, with consideration to the warmer tones of existing architectural and public realm palettes. Opportunities to elevate public spaces and celebrate buildings could include use of special paving or details within street furniture that echo motifs and patterns found in Derby. A strategy on resurfacing following utility works should be developed, to ensure quality and consistency of materials are maintained.

A clearly defined and flexible palette of materials and colours, informed by the existing cityscape, should be applied consistently across all future public realm projects. This approach will support long-term consistency and help establish a recognisable and legible streetscape identity throughout the city centre.



Street Furniture

Existing street furniture of acceptable quality should be retained and relocated where necessary. New elements should complement retained items, contributing to a coherent and unified public realm language.

Street furniture will be functional and durable meeting safety requirements. Attractive street furniture of varied sizes and positioning will create a welcoming environment encouraging people to dwell for longer and use the city to meet their needs.

Consider opportunities for playful or sculptural seating that goes beyond the basic functional requirements. Consideration should be made regarding the method of fixing and the interface with surrounding paving. Where possible seating should be moveable to allow for future flexibility.

Seating should be accessible to all users, and provide a comfortable place to stop and rest regardless of age or ability. Adequate lighting is required to seating areas to ensure they feel safe and can be seen at night and in the context of their surroundings.

Consider opportunities to incorporate advanced wireless technologies, including 5G, as well as additional technological features.



Planting

Prioritising the retention of existing high-quality vegetation. Mature trees and established planting that positively contribute to the character and environmental performance of the city centre should be protected and enhanced through future proposals.

New trees and planting should favour native species, reflecting the distinctive landscape character of Derbyshire where possible. Emphasis should be placed on seasonality, with a planting palette that provides year-round visual interest and ecological value.

Sustainable drainage and planting beds should follow a consistent approach, favouring native, climate-resilient, and pollinator-friendly species to enhance biodiversity and environmental resilience across the city centre and the river corridor.

Where possible planting should not be standalone but permanent and fully integrated into the street design and planted into the ground. Positioning of planting should be designed to allow access to all, with spacings that are wide enough to accommodate pedestrian movement flows and avoid pinch points.

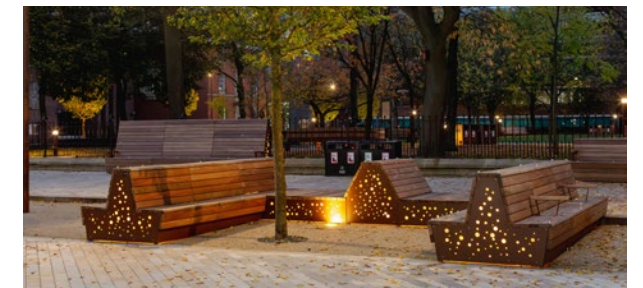


Lighting

Lighting should be treated as a core component of all public realm interventions. A key challenge impacting Derby is the perceived lack of safety after dark. A lack of appropriate lighting limits the use of streets and public spaces during evening hours, leading to people feeling uncomfortable and at risk.

The design and delivery of lighting should therefore prioritise safety, comfort, and legibility, whilst also aiming to enhance the character of the city. New lighting elements should form a coherent family that complements existing infrastructure and surrounding architecture, with particular focus on animating heritage buildings and key landmarks. Sensitivity is required in designed light around environmental and ecologically significant spaces and features, to avoid disruption caused by light pollution to green spaces and waterways.

Special lighting features, should be used selectively in locations requiring animation or a stronger sense of identity, including key public spaces intended to attract and retain users in the evening. Lighting strategies should follow the core principles of the ROLAN Manifesto as well as all the standards publications such as BS 5489, ILP Lighting Against Crime:2025, GN01 The Reduction of Obtrusive Lighting: 2021, GN08 Bats and Artificial Lighting: 2023 and Lighting Landscapes - A Guide to Implementing Successful Lighting within the Public Realm.



Accessibility and Inclusivity Strategy

Accessibility and inclusivity is embedded throughout PRS, ensuring that public spaces, routes, and facilities can be comfortably used by people of all ages and abilities.

All proposals prioritise the improvement of existing connections and the creation of new accessible routes when necessary, ensuring step-free movement, clear crossings, and well-designed transitions between streets, squares, and green spaces. A consistent and legible wayfinding system, including clear signage and intuitive spatial cues, will support navigation for all users.

Further studies and collaborative design development is required to support and advise on future potential projects, so as to develop informed proposals.

Careful selection of materials will help ensure safe, even, and non-slip walking environments, while tactile paving and contrasting materials can assist visually impaired users. The introduction of frequent and well-distributed dwell spaces, including seating, shaded areas, and rest points, will support longer visits and make the city centre more welcoming for elderly people, families, and those with limited mobility.

Lighting, planting, and street furniture should also be arranged to maintain clear sightlines and unobstructed movement corridors. Together, these measures will help create a city centre that is more accessible, inclusive, and comfortable to navigate, encouraging a wider range of people to use and enjoy the public realm throughout the day and evening.

Wayfinding Strategy

Establishing a clear and consistent wayfinding strategy is essential in addressing one of the main challenges currently affecting Derby City Centre - challenging navigation and connectivity.

Many users experience a sense of disorientation, confusion, and lack of safety when moving through the city. Streets are often perceived not as welcoming places to dwell or explore, but primarily as routes to pass through, with certain areas actively avoided due to safety concerns.

As a result, movement within the city centre tends to be functional rather than associated with leisure, discovery, or social activity. This perception directly affects how the city centre is used: key areas feel disconnected from one another, the range of activities on offer is not immediately evident.

A robust wayfinding strategy is therefore crucial to support the activation of the city centre, rebuild trust in public spaces, and improve accessibility for local communities and visitors.

Aims:

In response to these challenges, the following goals have been identified to guide the development and future implementation of the wayfinding strategy:

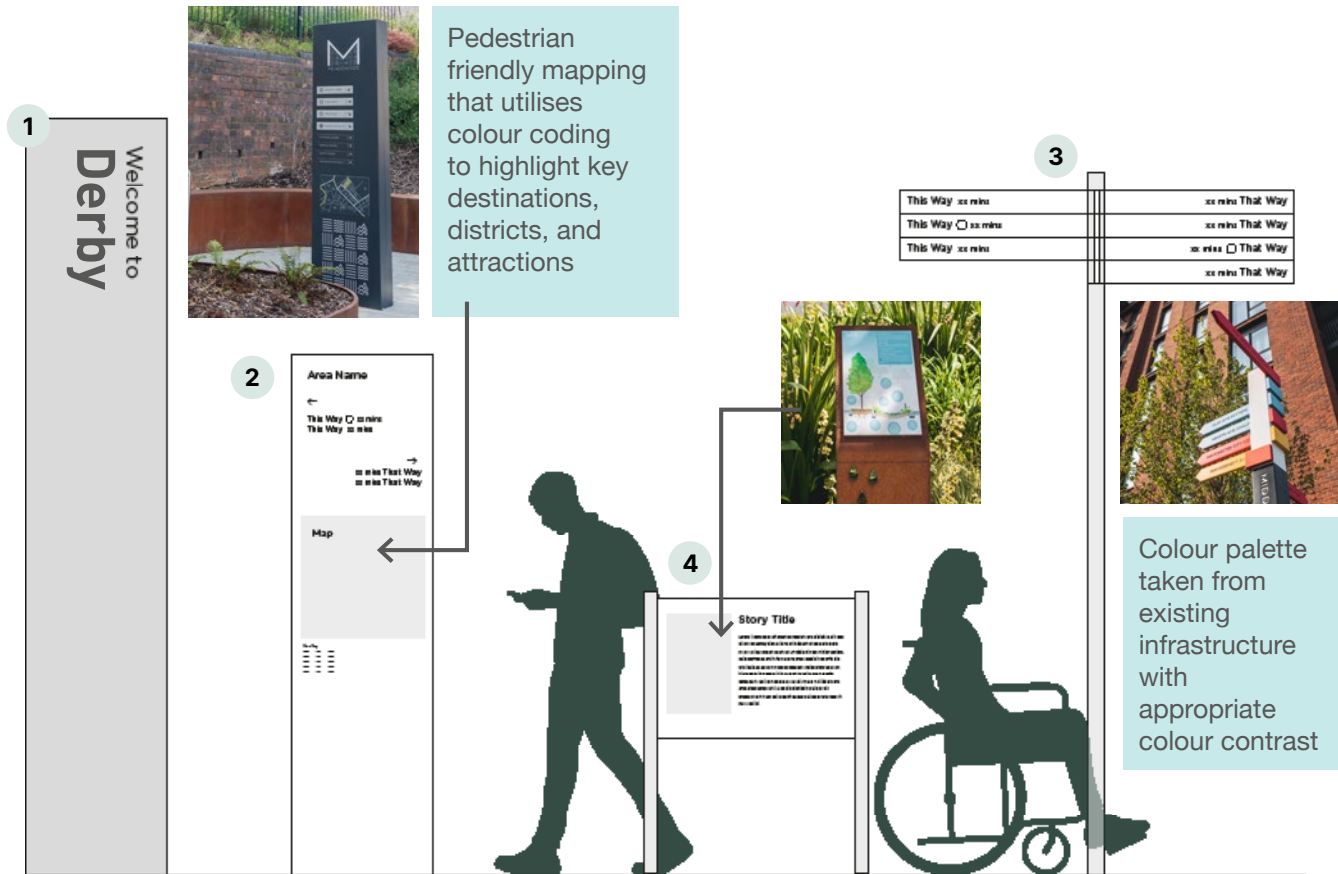
- Establish a clear and legible network of spaces across the city centre.
- Clearly define pedestrian and cycle routes through consistent orientation and navigation aids.
- Increase awareness of key destinations, activities, and services across the city.
- Ensure coherence and consistency between all wayfinding and orientation aids.
- Provide information in an inclusive, clear, and fully accessible manner.

A Kit of Parts:

Wayfinding features will be introduced at arrivals, gateways, and key orientation points to improve connectivity across the city centre. Designs should incorporate local stories as a way of celebrating the history of Derby, reinforcing the city's authentic identity whilst helping people navigate with ease.

A family of complementary features and aids are proposed, each serving a specific role:

- 1. Gateway Markers** - Located at arrival points to the city, gateway markers provide a distinctive and warm welcome message to visitors.
- 2. Map Monolith** - Located at arrival points, map monoliths help to welcome and navigate the user to the destination with directional content and a 'you are here' map.
- 3. Fingerposts** - Carefully located along primary movement corridors, key junctions, and city centre nodes, these elements provide clear directional information.
- 4. Information Boards** - Positioned at primary open spaces and key buildings, information boards provide clear and engaging information, offering an opportunity for interpretation and story telling.
- 5. Complementary Wayfinding Features** - A range of complementary elements can support wayfinding in a more subtle and experiential way. These include features that indirectly guide movement, such as lighting, planting, or tree alignment, as well as sculptural elements or public art that mark routes, nodes, or strategic locations without relying solely on conventional signage.



Hostile Vehicle Mitigation Strategy

The Public Realm Strategy supports a robust and practical approach to hostile vehicle mitigation. A number of new and enhanced event and gathering spaces are proposed, alongside the enhanced activation and pedestrianisation of several streets. Each of these transformative improvements are driven by a desire to increase pedestrian footfall and social activity. As a result, the design approach must incorporate a clear, coherent and effective strategy to prevent vehicle-based attacks and ensure public safety.

This requires a strategic and technically informed response, to ensure a high level of safety and operational performance while maintaining a welcoming and high-quality public realm. Hostile vehicle mitigation measures should be conceived as an integrated part of the streetscape, favouring discreet and well-designed solutions that avoid the visual and psychological impact of heavy or defensive barriers.

Most pedestrian areas and event spaces will operate on a 'pedestrian by default, vehicle by exception' principle, whereby vehicular access is restricted other than for essential uses such as deliveries, emergency services, maintenance and event based logistic. This approach will be supported by a layered hostile vehicle mitigation strategy, combining permanent physical measures, temporary deployable solutions and operational controls, including timed access and vehicle authorisation systems.

Hostile vehicle mitigation is envisioned to be fully integrated into the public realm design through landscape elements, street furniture and geometry, avoiding a fortress-like character while still providing certified vehicle-stopping capability where required. This strategy enables the city to adapt to changing security requirements, seasonal events and evolving uses without compromising everyday accessibility, inclusivity or placemaking quality

Design Principles

Driving a design approach that integrates hostile vehicle mitigation into the streetscene:

- **Site-specific design approach** - Recognising that each space has its own character, uses and operational needs.
- **Mitigation measures should enhance the setting** - Contributing positively to the quality and identity of each place.
- **Multifunctional mitigation features** - Mitigation measures should be designed to contribute to the life of the space by offering opportunities for integrated seating, play, artwork, or planting.

A palette of adaptable mitigation features can be used to provide integrated protection, including public art, street furniture, seating, changes in level, urban greening and landscape structure, all designed and used to perform both social and protective roles.

Across all spaces, a consistent family of materials, street furniture and mitigation elements should create a coherent city-wide language that subtly communicates control without reliance on signage or enforcement alone. Emergency access protocols, maintenance responsibilities and temporary procedures will be agreed at a city level, ensuring clarity for operators and responders. This coordinated approach supports long-term adaptability, enabling the city centre to evolve while maintaining a robust and proportionate response to vehicle-based threats.

Application Across Different Public Realm Scenarios

Pedestrianised Streets

Pedestrianised streets should be secured through controlled vehicular entry points, typically using PAS-rated automatic rising bollards for emergency and servicing access, supported by fixed bollards, planters and street furniture elsewhere. Straight vehicular run-ups will be avoided through offset entrances and tight layouts, ensuring that vehicles cannot gain speed even when access is granted. Servicing should be managed through defined time periods, with clear signage and surface treatments reinforcing pedestrian priority throughout the street. Within pedestrian zones, street furniture, trees and seating should be designed to prevent vehicle acceleration while supporting street life.



Public Spaces

Public spaces will prioritise passive hostile vehicle mitigation through landscape design. Vehicle access will be restricted to maintenance and emergency use only, with removable or lockable bollards at access points, combined with reinforced edges, planting, level changes and seating elements that prevent vehicle intrusion without visually closing the space. Where temporary access is required for events or maintenance, deployable mitigation (such as temporary bollards or heavy planters) can be installed without permanent visual impact. Routes across the spaces will be designed to eliminate straight, vehicle-friendly alignments.



Small Event Spaces and Flexible Spaces

Event spaces will adopt a hybrid permanent-temporary approach. Permanent mitigation will define the edges of spaces through robust seating, planters and kerbs capable of stopping vehicles, while temporary PAS-rated barriers or bollards can be deployed during higher-risk events or periods of increased footfall. Access points for event vehicles will be clearly defined, controllable and monitored, with temporary operational controls (stewarding, traffic management plans) complementing physical measures. This approach allows spaces to remain open and welcoming day-to-day, while scaling up security when needed.



06 Priority Locations

Priority Locations

The Priority Locations translate the Key Places and Themes to have emerged through engagement into an actionable programme of works. The projects identified across each Priority Location have the potential to build early momentum, act as catalysts for change, unlock wider benefits, and represent the first practical steps in turning the Vision into reality.

The network of streets and spaces created by the SILK Threads highlight opportunities for strong, targeted interventions across the city centre. The SILK Threads purposefully overlap, revealing both an urgency for improvement and a clear potential for these places of overlap to act as primary points of intervention to drive city centre renewal. These moments of overlap have contributed to defining the choice of location for the various interventions, representing places with the potential for multifaceted impact to deliver on a range of strategic objectives.

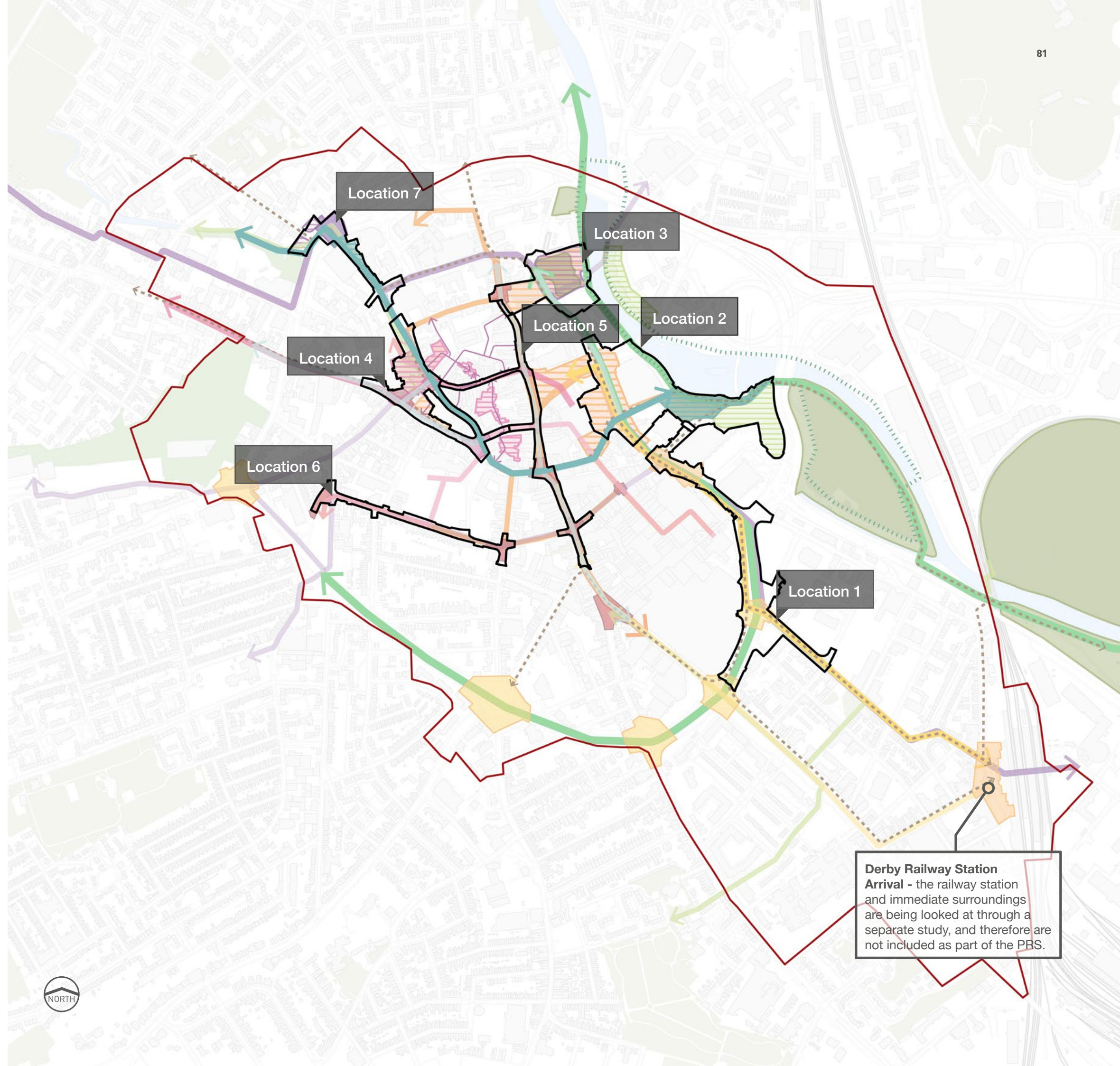
Identifying the Priority Locations

The Public Realm Strategy identifies seven Priority Locations. Each location has been selected with an awareness of the wider city context and the broader implications of individual interventions.

Whilst they offer the potential to deliver transformative change in key locations, they are also intended to act as pilot projects, capable of accelerating city activation and setting a positive precedent for similar improvements across the city centre. It should be noted that areas such as Derby Railway Station and the Market Place have not been included within the Priority Locations, as these are being developed as parts of separate, dedicated masterplans. As such, they do not form part of this strategy document, however they are assumed as established components within the wider city context, and important components within this transforming landscape.

As pilot projects, the selected areas deliberately represent a wide range of spatial typologies, from humanising highway interventions to active parks, place-driven streets, and user focussed smaller-scale public realm improvements. Each location is supported by a tailored level of detail, and type of intervention, ensuring that proposals respond carefully to local challenges while delivering robust, well-rounded projects. Due to all locations being situated within the city centre, future design proposals should be evaluated against a heritage impact assessment, supported by a comprehensive set of surveys and studies assessing current conditions.

While many proposed actions and features are bespoke to the specific character and needs of each location, others are intentionally repeated across the Priority Locations. The replication of interventions, materiality, and design approach helps to create a strong connection between these areas, reinforcing a coherent and recognisable city centre identity and supporting a unified, legible, and well-connected public realm.



Location 1: Station Arrival

Existing Condition

This route represents the primary pedestrian approach from Derby Railway Station, along Castleward Boulevard and Liversage Street. The Derbion, the city's largest shopping centre, sits across from the multi-lane Traffic Street, which forms part of the ring road around Derby and represents a significant barrier to movement.

Access to the city is also possible via Morledge, which requires navigating an undesirable car park underpass. From here, access to the River Gardens is unclear, with very few reasons to walk towards it.

Existing cycleways along Traffic Street are poorly defined and pose some risk to cycle safety with little separation from vehicle movement.

Engagement Insights

- The Derbion is a major retail anchor for the city which attracts footfall, but there is a disconnect between it and the historic centre, which creates a fragmented experience and underinvestment in other parts of the city.
- Due to poor signage and unclear navigation, visitors struggle to identify the city centre core from points of arrival and the ring road edge.
- Holistic approaches to accessibility throughout the city centre have not been thoroughly considered.
- Traffic congestion creates difficult access and causes delays to arrivals.



CONNECTING THE STATION BETTER TO THE CITY CENTRE WOULD REALLY IMPROVE THE ARRIVAL EXPERIENCE.

Key Challenges

- The entrance to the city centre from the train station is dominated by the multi-lane ring road.
- The long and impermeable façade of the Derbion makes it very difficult to enter the city without passing through the shopping centre - many visitors never venture further to visit the wider city.
- Along Morledge, the underpass creates the feeling of an unsafe environment, despite being a main entrance to the city centre.
- The streetscape offers no opportunities to rest, and there is no buffer zone between vehicular traffic and pedestrian areas.

Key Opportunities

- Building on ideas introduced through the Ambition (2022), this location offers the opportunity to humanise this car-dominated environment and improve the active travel experience, supporting free flowing, safe and pleasant pedestrian and cycle movement from the Train Station to the city centre.
- The improvement of this approach to the city could be key in supporting a better arrival experience, a wider spread of footfall beyond the Derbion, and bring activity back to the broader city centre.
- This location offers the opportunity to stitch together and support emerging proposals for the Eagle Quarter and North Castleward as set out in the emerging Local Plan.
- Align with emerging proposals for the Railway Station arrival gateway being prepared under a separate development.



Location 1: Station Arrival

Design Drivers

- **Create a safer, more pleasant route -** Encourage a free flowing, safe and pleasant pedestrian and cycle movement from Derby Train Station to the city centre.
- **Buffering the city edge -** Transform the ring road into a green ring around the city centre - new trees and low level planting targeted at addressing air and noise pollution.
- **A defined gateway -** New gateway public realm treatment on Morledge to celebrate arrival to the city centre and River Gardens entrance.
- **Redirect movement -** New wayfinding to direct visitors towards destinations across the city as an attractive alternative to entering the Derbion.
- **Encourage dwell -** Create high quality points of rest and dwell, encouraging a pleasant experience of movement.

Key Actions

1. Liversage St. Active Travel Route

- Liversage St. to become one-way southbound.
- A contraflow cycle lane will allow cyclists to travel north safely.
- Street to represent the main active travel link between the Train Station and the city centre.

2. Traffic St. Crossing

- Traffic St. pedestrian crossing to be moved north to align directly with the Liversage St. footpath and primary entrance to the Derbion.
- Upgraded to a sparrow crossing, to provide a direct, legible and safe path across the road for pedestrians and cyclists.

3. Wayfinding

- A clear wayfinding strategy with orientation features starting at the station gateway spaces, introduced along Liversage St. and Traffic St., leading visitors toward the city centre and the Derby River Gardens, creating a coherent movement network.

The Ambition

Pedestrians arriving from Derby Railway Station are welcomed by a green, traffic-buffered space that offers comfort and a safe crossing across the ring road. The route intuitively guides people towards the city centre, helped by wayfinding, removing uncertainty about where to go.

Cyclists travel safely along the ring road, with direct connections to both the city centre and the river. Beyond the ring road, visitors are encouraged to slow down, explore, and continue their journey into the city centre or Derby River Gardens, guided once more by a clear and legible route.

4. Connect Cycle Routes

- A two-way cycleway is proposed along the Traffic St. public realm, where space allows. The cycleway is to be separated from the footpath. In constrained areas, cyclists are diverted onto a cycle lane on the ring road.

5. Green the Ring Road

- New planting and public spaces along Traffic St. to introduce a green ring character, with trees providing shade and a softer environment.
- New pocket parks to the east of Traffic St. offer seating and integrated lighting.

6. A Gateway into the City

- The arrival space in front of the Bus Station to be designed as a recognisable threshold moment and transition point for people arriving into the city centre. New planting and rain gardens will create a greener, more visually appealing environment.
- The combination of landscape and movement infrastructure will improve both experience and accessibility for pedestrians and cyclists.
- Tree planting, new lighting, and cycle lane.



Best Practice Precedent Examples:



Cycleway integrated safely in the streetscape



Accessible wayfinding strategy



Shared crossing between pedestrians and cycles for a safer journey

Location 1: Station Arrival

Enhance Green and Blue Infrastructure

- **Green the ring road**
New green areas act as buffers between pedestrians and the ring road, improving comfort and micro-climate while encouraging walking and increasing footfall.
- **Supporting city centre climate resilience**
Providing shade, reducing temperatures, managing rainwater, and softening the impact of traffic. A series of green islands help define the main routes to the city centre and the river, reinforcing the overall wayfinding strategy.

Create a Safe, Accessible and Connected City Centre

- **Invite people into the city centre**
Establishing a pleasant and welcoming arrival to the city centre helping people feel a stronger sense of belonging and encouraging curiosity to wander and explore the city.
- **Enable active mobility**
A safe and established cycle route around the city centre helps build confidence. Walking becomes a pleasure, not just a necessity, and therefore, increasingly chosen as the primary way of moving around the city, improving general wellbeing.
- **Promote inclusive wayfinding**
Helping people orientate themselves and know where to go, creates routine routes, stimulating people's interest in discovering new places, and increasing their sense of belonging.

Increase Animation & Activation

- **Create meeting opportunities**
Pocket parks encourage people to slow down, rest and dwell. Strategically located at the city's gateways, these spaces can serve as meeting points for people coming from the station and surrounding destinations.

Realising the Vision Objectives



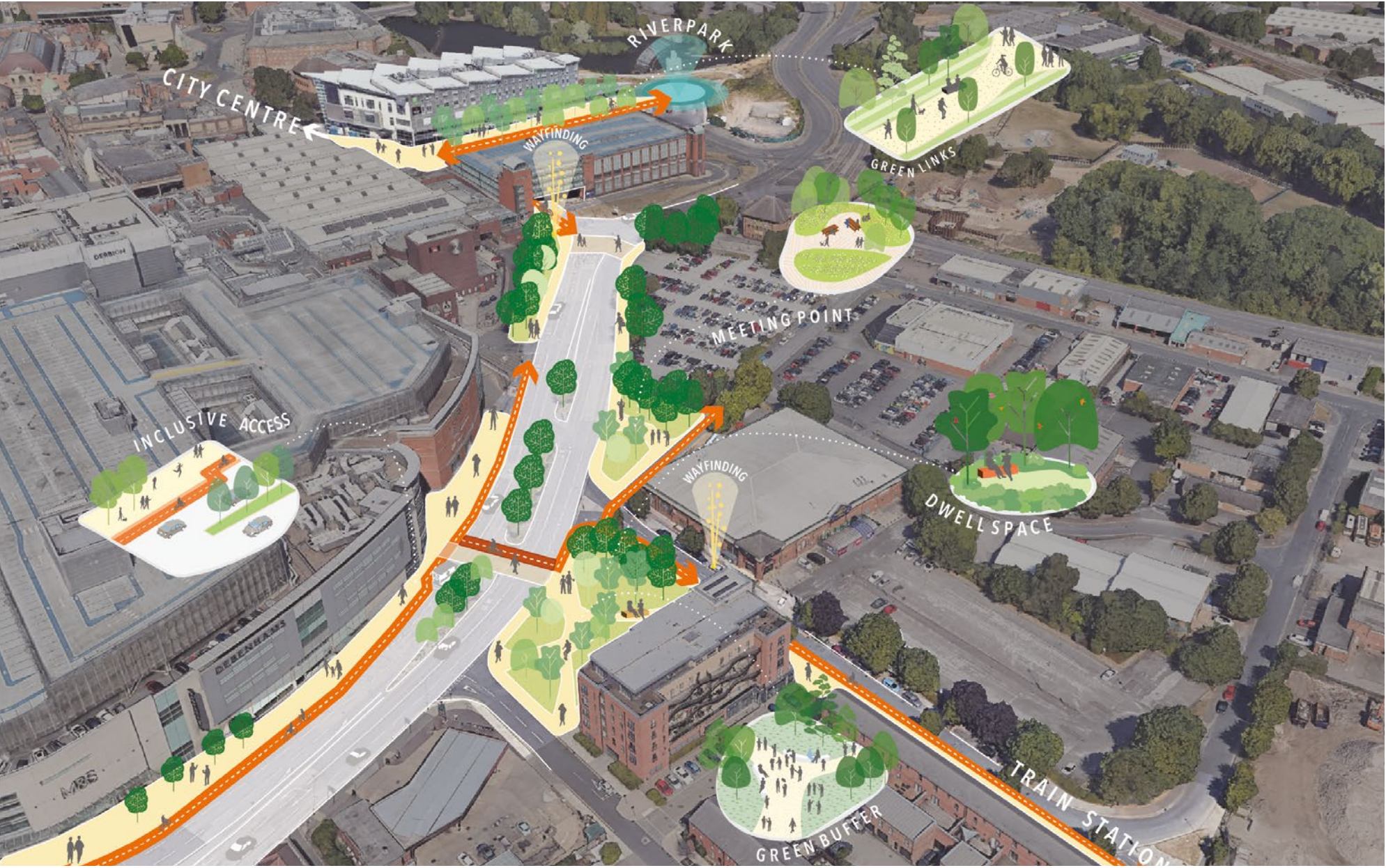
Green
& Blue



Safe,
Accessible
and
Connected



Animation
and
Activation



Best Practice Precedent Examples:



Meeting places between train station and city centre to facilitate pedestrian connection



Safe, pleasant and green footpaths



Vegetated areas with seating elements creates small dwelling spaces



Clear green connection between city centre and river

Location 2: The Civic Heart

Existing Condition

The civic heart sits to the north east of the city centre, and includes key buildings such as the Derby City Council offices, and the historic Derby Market Hall. Nearby, the River Derwent flows through the city.

Engagement Insights

- There are not enough green spaces within the city. The green spaces and areas around the river feel generally neglected and unsafe, including Derby River Gardens
- There are very few places for families and young people within the city
- The newly refurbished Market Hall is establishing its role within the city centre, growing its programme to become a cultural hub, drawing people through the city.

Key Challenges

- The public realm throughout the civic heart is primarily made up of wide carriageways and large roundabouts.
- Due to the orientation of buildings facing away from the riverside, the public realm around the river feels disconnected and inactive.

Key Opportunities

- The riverside itself holds huge potential to contribute to Derby's green and blue infrastructure network.
- The civic heart has the potential to be brought back into the pedestrian realm by reducing carriageway widths and supporting dwell time. This impact in turn could support businesses like the Market Hall, as well as creating more meaningful links bridging the gap between the city centre and the riverside.
- Derby Riverside is a designated area on the eastern bank of the River Derwent and is allocated as a strategic regeneration site within the emerging Local Plan. Along with other nearby development schemes, this residential-led regeneration offers the opportunity to bring significant footfall to the area, supporting the active transformation.

WE'RE ONE OF THE ONLY
CITIES TO TURN ITS BACK
ON THE RIVER.



Location 2:
The Civic Heart

Design Drivers

- **Rebalance Movement** - Shift the focus from vehicle-dominated movement to walking and cycling, unlocking space for people and maximising the quality and use. Materials to complement those used on Osnabruck Square.
- **Animate the River Gardens** - Transform Derby River Gardens into a lively and welcoming parkland, rich in activity, play, and moments of delight that support everyday use and seasonal events.
- **Extend the Park into the City** - Draw the parkland into surrounding streets and spaces through new connections and planting, creating a continuous green network that blurs the edge between park and public realm.
- **Enhance Heritage Buildings** - reveal and celebrate the setting of surrounding heritage buildings, with careful consideration to enhance key views towards these assets.

The Ambition

To transform the River into the front door to the city. Creating a seamlessly connected parkland with existing buildings sitting as pavilions in the park. Pedestrians and cyclists move with confidence, whether exploring the surroundings or heading straight to their destination. In front of the Market Hall, a new public space invites people to pause, relax, and meet away from traffic, while enhancing the setting of heritage assets and strengthening connections to them. A pavilion adds a spill out of life and activity, drawing people in.

From here, a clearly defined, planted route leads toward the river, guiding visitors visually and physically to a renewed city park. Along the way, all age groups find spaces to dwell, play, and enjoy the river promenade, reconnecting with nature as biodiversity flourishes and the city feels more alive.

Key Actions

1. Reclaim the Public Realm

- Reduce and reconfigure roundabouts on Morledge and Corporation Street to expand public realm and improve pedestrian crossings.
- Establish a safe, continuous cycleways connecting through the city centre.
- Narrow corporation street with defined bus lay-bys to retain existing bus movement and stopping on Corporation Street.

2. Tennant Square

- Relocate the Memorial Garden and introduce a pavilion to enliven the new space.
- Create new public space for resting, dwelling, and social interaction. Materials and furniture to compliment existing palette.

3. Green the Civic Forecourt

- Introduce planting, shade, and seating in front of the Council House to create a place to sit and dwell.

4. Conceal Servicing

- Relocate Tennant St. while keeping service access to the Market hall functional.

- Align road to rear of the QUAD, further offering access to the pavilion.

5. Connect City and River

- Realign entrance to the Council House car park onto Morledge to create a direct green link to Derby River Gardens. Prioritise the retention of accessibility parking.
- Reinforce legibility and continuity between city centre and river.

6. Enable Cycling Along the River

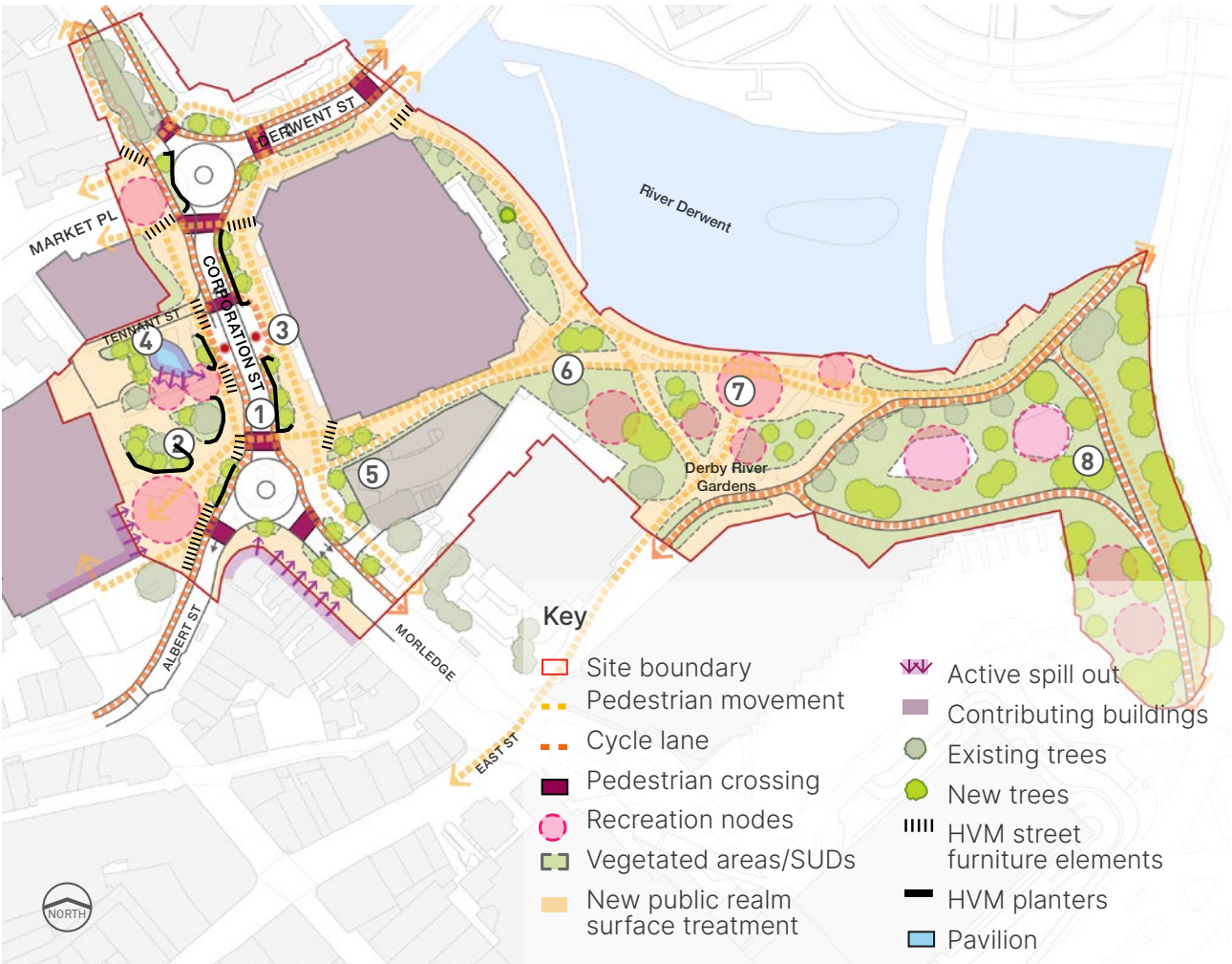
- Define clear cycle routes through Derby River Gardens, providing a safe, pleasant cycling experience within the parkland setting.

7. Animate the Gardens

- Introduce active zones for different age groups and activities, encouraging use of the park throughout day and year, creating reasons to visit, rest, and return.

8. Extend the Green Ring

- Extend the River Gardens toward the ring road, strengthening the green ring to offer a planted screen to the ring road.



Best Practice Precedent Examples:



Formal and informal play features



Communal activation of parkland



Enlarged public space for greener and safer footpaths



Urban square with a vibrant dwelling space

Location 2: The Civic Heart

Enhance Green and Blue Infrastructure

- **Create an inviting new square**
In front of the Market Hall, a lush, vegetated area unfolds, offering a calm and inviting space away from the bustle of the city.
- **Soft streets with planted SUDS**
Along Corporation Street, a series of rain gardens introduce greenery that soften the streetscape, collect water, and enrich the sensory experience of pedestrians and cyclists.
- **Weave Nature into the River Gardens**
New trees and planted areas accompany existing pathways and activity zones, creating habitats that support biodiversity and invite lingering and discovery.

Reinvigorate and Nurture a Waterside City

- **Link city to the river with green paths**
A continuous series of green links lead from the city centre to the River Gardens, shaping a coherent network of paths and spaces that unify urban life with the natural environment.
- **Establish the river as a destination**
The revitalised River Gardens and promenade offer a range of experiences, from quiet moments of reflection to lively areas for leisure and play, establishing the river as a central, animated destination for locals and visitors alike.

Create a Safe, Accessible and Connected City Centre

- **Enhance public realm comfort**
The enhanced public realm feels welcoming and secure, with vegetation, seating, and carefully considered lighting.
- **Strengthen Connections with Cycleways**
Cycleways running north and south connect the city centre to the river, while thoughtfully placed crossings and narrower road sections allow people to move comfortably and confidently.

Increase Animation and Activation

- **Create vibrant activity zones**
A pulse of life, offering spaces for a range of activities for all ages—from playful sports and leisure to social gatherings and public events.
- **Connect nodes into a lively network**
These nodes of activity create a rhythm through the area, with the Market Hall spilling into the street and connecting to the River Gardens, establishing a series of inviting, vibrant spaces where people congregate and interact.

Realising the Vision Objectives



Location 3: Living Heritage

Existing Condition

The Living Heritage area incorporates two of the most significant historic buildings in Derby - Derby Cathedral and the UNESCO World Heritage site, which includes the Museum of Making. Located at the southern end of the The Derwent Valley Mills World Heritage Site (DVMWHS), the area seeks to celebrate the city's growth and heritage.

Engagement Insights

- The Cathedral is seen as an anchor for the city.
- Historic buildings in this area add to the character of the city and boost the potential for tourism and regeneration.
- The open spaces around the cathedral can do more to encourage people to use them.

Key Challenges

- Whilst the two heritage sites hope to attract visitors, the open spaces surrounding them lack a defined purpose and therefore activity - reducing their pull as 'destination' spaces.
- The Cathedral and the Museum of Making are separated by a road, restricting a unifying heritage connection from being created.
- The iconic views of these heritage assets and the riverside setting are being under-optimised.

Key Opportunities

- Drawing people through the city centre to visit this heritage informed destination offers the opportunity to drive tourism, informing and inspiring visitors by the story of the city.
- Reinforce the significance of these heritage assets as key landmarks within the city centre, celebrating their architecture and surrounding public realm.
- Support movement through the city centre, and offer a new social landscape to be used for a range of active uses.
- Opportunity to coordinate proposals with the proposed residential development at One Cathedral Green, creating an complimentary interface with the transformed public realm.

MAKE MORE OF THE RIVERSIDE SETTING.



Location 3: Living Heritage

Design Drivers

- **Celebrate Heritage** - Enhance the setting of heritage assets and the river, creating spaces that tell the story of the city, invite people to connect with its identity, and preserve key views towards heritage assets.
- **Connect Key Destinations** - Weave a public realm that links the Cathedral to the river.
- **Animate Spaces** - Design a sequence of active areas that support a variety of experiences, from quiet moments of rest to playful and social activities for all ages.
- **Expand Public Realm** - Maximise the generosity of the public realm, creating wide, inviting spaces that encourage dwell, interaction, and a sense of openness.

The Ambition

Drawing its strength from its setting, the sloping topography of Cathedral Green offers a vibrant stage where families, young people, and the wider community can gather, engage, and take part in a wide variety of activities and events. The atmosphere is lively and welcoming, fostering a strong sense of community and wellbeing.

A new pavilion represents a folly in the park, offering playful activation of strengthened connections with the Cathedral. Improvements to the Cathedral grounds provide tranquil, shaded areas to rest and meet, whilst connecting leisure, culture, and everyday city life.

Key Actions

1. Unify the Cathedral Public Realm

- Unifying public realm treatments surrounding the Cathedral with themed seating and design features.
- Close Amen Alley and integrate it into the surrounding public realm, creating a clear visual and physical link between Iron Gate and Cathedral Green.
- Strengthen pedestrian connectivity while enhancing the openness and cohesion of the Cathedral setting.
- Improve lighting of the Cathedral and surrounding public realm.
- All proposals to complement setting of heritage buildings.

2. Relocate Memorial Garden

- Relocate the Memorial Garden to a shaded position south of the Cathedral, fostering a peaceful atmosphere.
- Encourage the community to meet and enjoy quiet moments in this serene space.

3. Green Full Street

- Narrow Full Street and remove parking to create a generous footpath with new planters, with provision to retain or relocate disabled parking as needed.
- Introduce a north-south cycle lane, improving active travel and connectivity.

4. Improve Crossings

- Add courtesy crossings on Full St. to enhance pedestrian safety and accessibility.
- Make connections more legible and encourage increased use of the green spaces.

5. Activate Cathedral Green

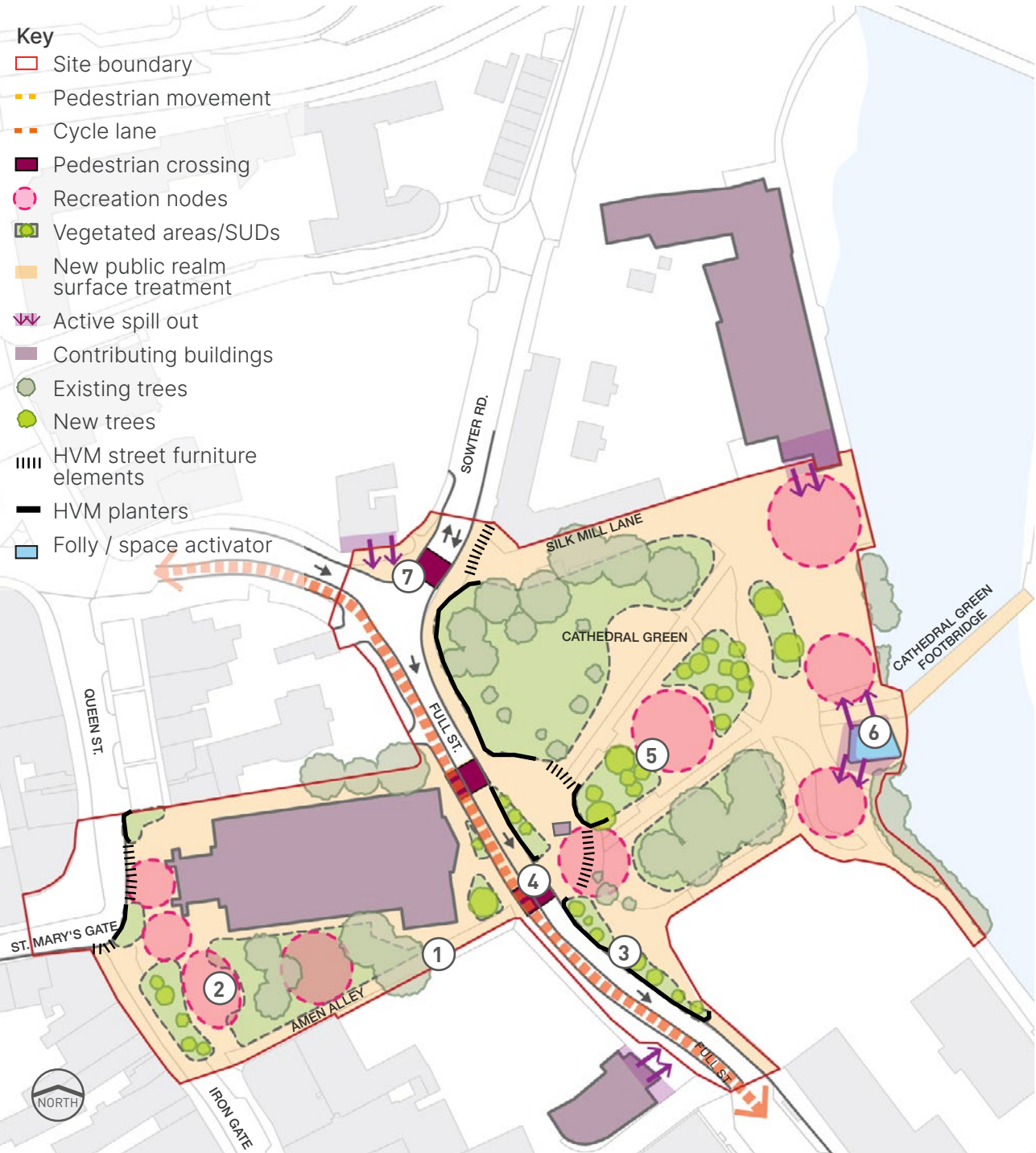
- Clear movement routes between a series of active spaces accommodating social dining and play.
- New seating and lighting to encourage families to spend extended periods in the space.
- Opportunity for a flexible event space and water feature in front of Museum with encouraged spill out. Water feature could re-imagine the former water channel.
- Wayfinding signage, public art and atmospheric lighting.

6. A Riverside Folly in the Park

- Introduce a folly to activate the space and promote engagement with the river.

7. The Old Silk Mill

- Narrow the entrance to Sowter Road to allow spill-out from The Old Silk Mill.
- New courtesy crossing to improve connections to Cathedral Green.



Best Practice Precedent Examples:



Improvements around Cathedral with green areas and lighting



Playable fountain engage different users



Space for quiet reflection

Location 3: Living Heritage

Enhance Green and Blue Infrastructure

- **Stitch the landscape together** - New planted areas and trees gently shape the street, reinforcing a continuous green structure that visually and physically link both sides of the road.
- **Soften movement and activity** - The greenery calms movement corridors and frames new activities, improving the everyday experience for people passing through or spending time here.

Celebrate Heritage, Identity and Community

- **Anchor space in landmarks** - The landscape draws strength from its setting, embracing two of the city's most important landmarks and giving these key heritage assets a clear and memorable identity.
- **Extend cultural spill-out** - The new public realm becomes a natural extension of the Cathedral and Museum, offering a coherent and welcoming spill-out that enriches the experience of visitors and everyday users alike.

Reinvigorate and Nurture a Waterside City

- **Invite connection to water** - A renewed Cathedral Green encourages visitors to reconnect with the river and rediscover its presence as part of everyday city life.
- **Support wellbeing through leisure** - Informal play and outdoor activities, supporting wellbeing, promoting healthier ways of living through contact with water and landscape.

Create a Safe, Accessible and Connected City Centre

- **Guide safe movement** - A new cycleway along Full Street and accessible crossings create clarity and reassurance, allowing pedestrians and cyclists to move intuitively and safely.
- **Extend use into the evening** - Carefully integrated lighting enhances comfort and visibility, encouraging evening use and reinforcing a sense of safety.

Increase Animation and Activation

- **Host inclusive activity** - Cathedral Green becomes a lively and welcoming setting, offering a mix of permanent and temporary activities for all ages, with inclusivity at its core.

Promote a City for Living, Learning and Culture

- **Support cultural exchange** - Open spaces respond to surrounding cultural buildings, becoming generous spill-out areas for events, learning, and shared experiences.
- **Create a civic meeting place** - Cathedral Green emerges as a key destination for young people and students, supporting informal gatherings, outdoor study, and everyday cultural life in the city centre.

Realising the Vision Objectives



Green
& Blue



Safe,
Accessible
and
Connected



Animation
and Activation



Waterside
City



Living,
Learning
and Culture



Heritage,
Identity and
Community



Location 4: The Cultural Core

Existing Condition

The cultural core is an area full of history, arts, and celebration of the character, individuality and vibrancy of Derby. Historic streets such as the Strand, heritage buildings including St Werburgh's church, and cultural destinations like the Derby Museum and Art Gallery are all located within a short distance of each other. More recently, grassroots projects such as Electric Daisy have turned unused spaces into nighttime venues.

Engagement Insights

- There are many cultural assets which can draw visitors to Derby. Heritage streets and architecture can be utilised to display Derby's identity - but many say that these bits of identity are currently not cohesive.
- There are currently limited communal meeting spaces beyond the Derbion, as well as spaces for events and gatherings



A BEAUTIFUL PART OF THE CITY WITH STRONG FOUNDATIONS.

Key Challenges

- This area holds many cultural destinations but a lack of fluidity in the connections between them.
- Large areas of the public realm, between the wide roads, are inactive, and do not support a safe feeling environment, needs to connect to the wider city at night-time.
- Significant number of heritage buildings and requirements to respond to setting within a Conservation Area.

Key Opportunities

- Promoting an ease of pedestrian access and movement to increase footfall and dwell time, encouraging businesses to spill out into the streets and support an active public realm.
- Framing and celebrating heritage views, encouraging people to dwell and spend more time enjoying the surroundings.
- Support night-time economy by creating a safe and comfortable after dark experience, directing people towards key destinations and transport nodes.
- Support the ambitions of the emerging Local Plan by promoting opportunities for culture led regeneration of the Museum, Art Gallery, and former Central Library.



Location 4: The Cultural Core

Design Drivers

- **Activate a Destination** - Create a vibrant, safe, and engaging new place that brings together a mix of cultural and social uses, making it a lively hub for locals and visitors.
- **Encourage Slow Movement** - Prioritise a meandering, pedestrian-focused experience, inviting people to linger, explore, and enjoy the rhythms of this new space.
- **Celebrate Heritage** - Revitalise historic buildings and city areas of high value, highlighting their significance and strengthening the city's identity whilst enhancing and preserving key views of heritage assets.
- **Green the Streetscape** - Enhance vegetation along streets and public spaces to create shade, visual interest, and a more comfortable, inviting environment for people moving through the city.

Key Actions

1. Reconfigure Wardwick

- Redesign Wardwick as a two-way street, retaining existing service bays by making minor kerb line adjustments.
- Seating and planting introduced between existing trees in front of historic Museum entrance.
- Introduce a mini-roundabout at Victoria Street to improve traffic flow and connectivity.
- All proposals required to compliment the surrounding heritage assets.

2. Pedestrianise The Strand

- Transform The Strand into a pedestrian priority street while retaining servicing and emergency access.
- Integrate SUDS, lighting, seating, and spill-out opportunities from adjacent façades to enliven the street, while complimenting and enhancing its heritage setting.

3. St. James's Street balance street

- Retain access to St. James's Street creating a balanced streetscape, while introducing new trees and street enhancements to create a more inviting, pedestrian-friendly environment.
- New atmospheric lighting from buildings.

The Ambition

The Strand, one of the city's most iconic streets, becomes an inviting place, shaped by planting, spaces to pause, and the lively spill-out of its historic façades. The street feels slower, greener, and more sociable, encouraging people to linger rather than pass through. The Strand stitches into surrounding shopping streets, creating the conditions for a vibrant evening economy to emerge.

As activity extends into the evening, bars and cultural uses animate the spaces surrounding Friar Gate, Wardwick, and Cheapside, allowing them to grow into one of city's key evening destinations. St. Werburgh's Church and the Museum offer opportunities to support everyday community life and quite moments to sit and enjoy being in the city centre.

4. Maximise Cheapside Public Realm

- Narrow the carriageway and remove the loading bay to expand public space.
- Strengthen connections with courtesy crossing while retaining the cycleway.

5. Regulate Bold Lane

- Make Bold Lane one-way from the car park entrance, directing southbound vehicles to turn around.

6. Animate St. Werburgh's Churchyard

- Reconfigure the public realm around St Werburgh's Church to create safe and attractive spaces, incorporating seating, play, and spill-out, with a clear place identity and new atmospheric lighting, whilst complimenting the historic context.

7. Activate Museum Square

- Encourage spill-out from the Museum cafe into the square.
- Activate with new seating, planting and artwork, creating an inviting space.

8. Improve Pedestrian Flow

- Introduce new courtesy crossings to facilitate free flowing movement.



Best Practice Precedent Examples:



Courtesy crossings for a safer pedestrian experience



Intimate courtyards with spill out and seating



Street planting palette complements the heritage streetscape

Location 4: The Cultural Core

Enhance Green and Blue Infrastructure

- **Enrich the journey**
Planting becomes part of the everyday experience, cooling the street, softening the impact of traffic, and adding seasonal richness to the journey.
- **Re-imagine the Markeaton Brook**
The course of the Markeaton Brook, now culverted, runs beneath Bold Land and The Strand. Rain gardens, information boards and planters reflect the route of the waterway.

Celebrate Heritage, Identity and Community

- **Become a meeting place**
The Strand emerges as a new place to meet and dwell, alive throughout the day and evening, shaped by café spill-out, shopfront activity, and the presence of cultural buildings.
- **Build identity**
The renewed streetscape gives this part of the city a strong and recognisable character, turning it into a natural hub for community life and shared experiences.

Create a Safe, Accessible and Connected City Centre

- **Light the night**
A confident lighting strategy transforms the atmosphere after dark, allowing people to feel safe, welcome, and encouraged to return at any time of day or night.
- **Slow the movement**
Pedestrian-focused design, combined with clear and visible crossings, supports slower, more inclusive journeys and restores confidence in using the street.

Increase Animation and Activation

- **Bring evenings alive**
Cheapside and Friar Gate become a defined cultural and evening focus for the city, where everyday movement blends with events, social life, and informal gatherings.
- **Link uses together**
A connected landscape of bars, cafés, the Museum, and the Church create a lively rhythm of activity, offering reasons for people of all ages to arrive, stay and return.

Promote a City for Living, Learning and Culture

- **Extend culture outdoors**
Open spaces work as natural spill-outs for surrounding cultural and heritage buildings, supporting learning, creativity, and shared moments in the public realm.

Realising the Vision Objectives



Green
& Blue



Safe,
Accessible
and
Connected



Animation
and Activation



Living,
Learning
and Culture



Heritage,
Identity and
Community



Location 5: High Street to Green Street

Existing Condition

The High Street to Green Street area runs through the middle of Derby city centre. Once the representing Derby's main high street, it has lost footfall since an increasing number of shops have moved to the Derbion. The route is defined by two key public spaces, to the north sits Derby Cathedral, a key nodal point within the city centre, and to the south, The Spot creates a natural meeting place. Noticeable that large parts of St Peter's Street have been enhanced in recent years. Proposals should build on the strengths of this work and develop a complimentary material palette.

Engagement Insights

- There is a strong perception of a lack of safety, in particular along St Peter's Street. Many report it's uncleanliness and poor lighting at night, along with a lack of individual character and visually appealing landmarks.
- There is no defined structure throughout the city, with the wayfinding feeling unclear
- The city centre lacks vibrancy – very grey, little green space or colour, as well as few spaces to rest and pause.
- There are inconsistent aesthetics – mismatched street furniture, lamps, bins.



TIRED AND MISMATCHED PUBLIC REALM MATERIALS AND PALETTE.

Key Challenges

- This route through the city feels disjointed, through the wide range of materiality and cluttered furniture throughout the streetscape, which limits legibility of the public realm treatment.
- It is currently not a street which encourages people to stop, pause and spend time within the public realm.
- Requirement to respond to important views throughout this area and the setting of the Conservation Area.

Key Opportunities

- The streets offer the potential to become the 'spine' of Derby City Centre, creating a key link between northern and southern destinations.
- This largely pedestrianised route could be softened through greening of the streets to encourage dwell time, create active environments and support surrounding local businesses.
- Improvement to the setting of heritage assets can be provided by a tailored use of trees and street scape, to frame views towards and mark valuable historic buildings.



Location 5: High Street to Green Street

Design Drivers

- **Encourage Dwell** - Allow visitors to pause, rest, and interact, creating moments where people can fully enjoy the city centre.
- **Connect the Heart** - Establish a unified, arterial route through the city centre.
- **Animate Spaces** - Introduce areas for activity, spill-out, and social interaction, with nodal points that bring energy and orientation to the public realm.
- **Create a Green Street** - Introduce trees, planting, seating and play features to create a joyful, colourful streetscape.

The Ambition

This primary artery becomes a lively place shaped by active shopfronts, businesses, and dining opportunities which spill-out into the public realm. Spaces to pause and dwell are at the heart of the experience, surrounded by movement and day-to-day activities, with feature lighting and distinctive paving patterns guiding people along the street.

Moving along the pedestrianised route, people are invited to browse, linger, and naturally connect with adjacent streets and key landmarks. By enriching everyday life and strengthening the mix of uses along the street, the area feels busier and safer, reinforcing its role as a welcoming destination.

Key Actions

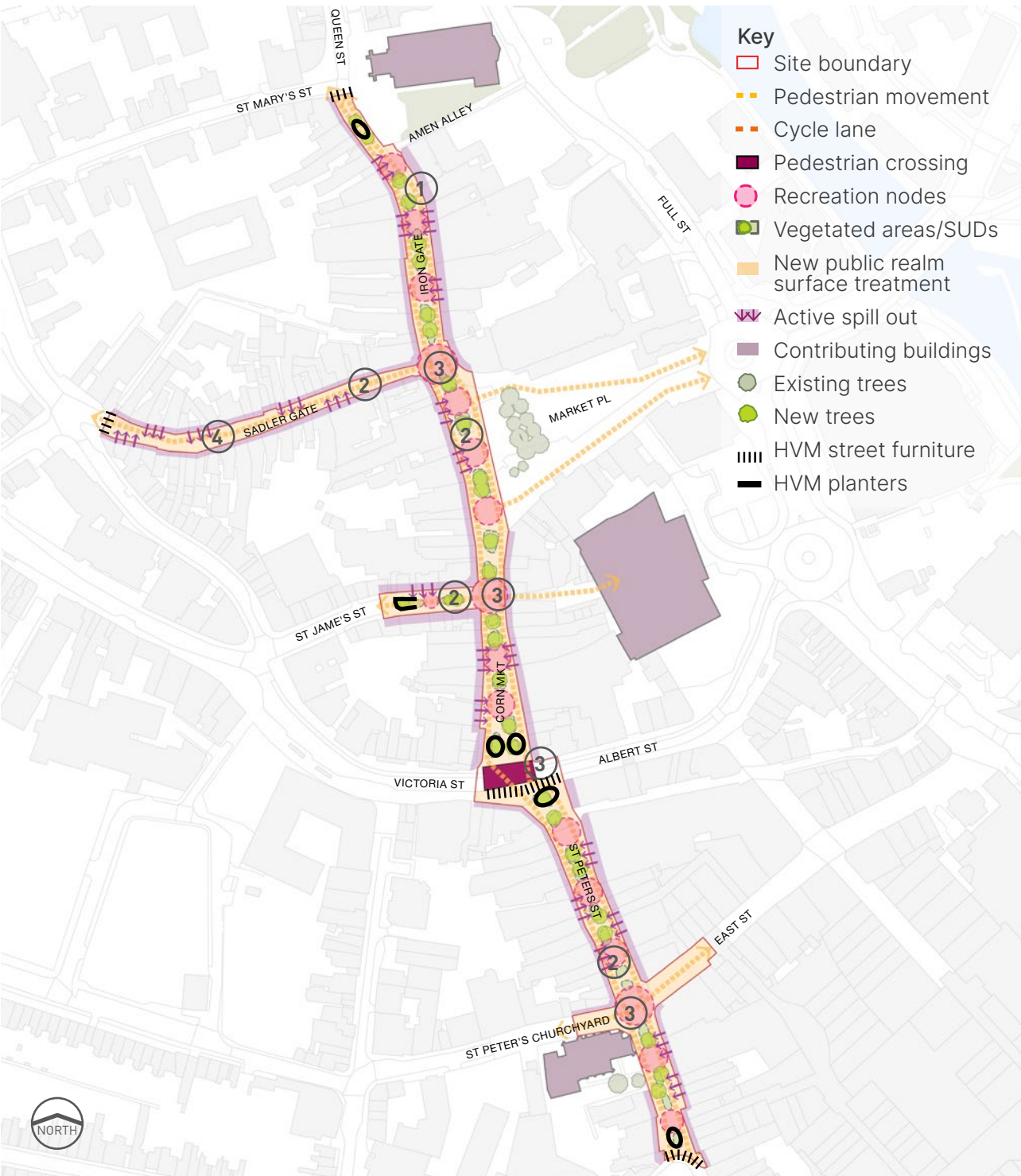
1. Pedestrianise Iron Gate

- Transform Iron Gate into a pedestrianised street while retaining controlled servicing and emergency access.
- Introduce HVM designed planters at the northern entrance with planters and seating running along the street.

2. Unify the Public Realm

- Apply a common high quality public realm treatment across all streets.
- Column and low-level lighting to create an attractive atmosphere after dark.
- Keep all furniture elements in a linear form, to reduce visual impact, maintain sight lines, and allow for ease of movement, servicing, and emergency access.
- Provide the correct frequency of furniture elements, so as not to over clutter.
- A variety of seating arrangements should be provided - social and individual. Resting places should be provided every 50m on level ground.
- Introduce planting islands along the full length of the street, designed as rain gardens as part of drainage and attenuation strategy as well as providing amenity and social benefits.

- Combine greenery with seating, offering sheltered spaces to rest.
 - Introduce public art, informal play, and cycle stands between centralised planters.
- ### 3. Animate Intersections
- Animate intersection nodal spaces with artwork, wayfinding, seating and planting.
 - Playful furniture and performance spaces designed into public realm, particularly at St. Peter's Cross, to host small informal activities.
 - A new colourful, controlled crossing on Albert Street with surrounding space designed as a key nodal point with wayfinding.
- ### 4. Improvements to Sadler Gate
- Upgrade paving to match St James's St.
 - Allow for a spill out of seating and activity from shops and businesses whilst maintaining a free flow of movement - minimum footway of 2m should be maintained.
 - Combination of column and festoon lighting to create a warm and welcoming ambience.
 - Cycle parking located at the entrances to the street, beyond this cycling is discouraged.
 - Public art to be considered as part of overall design solution and of an appropriate scale to the streetscape.



Best Practice Precedent Examples:



New trees as marker for shopping flow and as shade opportunity



Nodal points designed to accommodate performances



Festoon lights and streetscape improvements on side streets

Location 5: High Street to Green Street

Enhance Green & Blue Infrastructure

- **Frame the street** - New planted areas shape the pedestrian street, offering visual reference, shade, and a welcoming, lush atmosphere that encourages people to slow down and dwell.
- **Sustain the space** - SUDS as natural water management features create a more sustainable streetscape while adding texture and seasonal richness to the experience.

Create a Safe, Accessible, & Connected City Centre

- **Guide and reassure** - Clear wayfinding and an integrated lighting strategy improve accessibility and safety, allowing people to move comfortably at all times of day.
- **Define and belong** - Consistent street furniture, materiality, and pavement patterns give the street a coherent identity, fostering a sense of place and identity.

Increase Animation & Activation

- **Invite engagement** - The improved street environment draws people in, offering reasons to dwell, explore, and discover new activities and events along the street and in adjacent public spaces.

Realising the Vision Objectives



Green
& Blue



Living,
Learning
and Culture



Safe,
Accessible
and
Connected



Animation
and Activation



Best Practice Precedent Examples:



Spillover and green areas along high street to improve shopping experience



Dwelling moments engage users and improve shopfronts



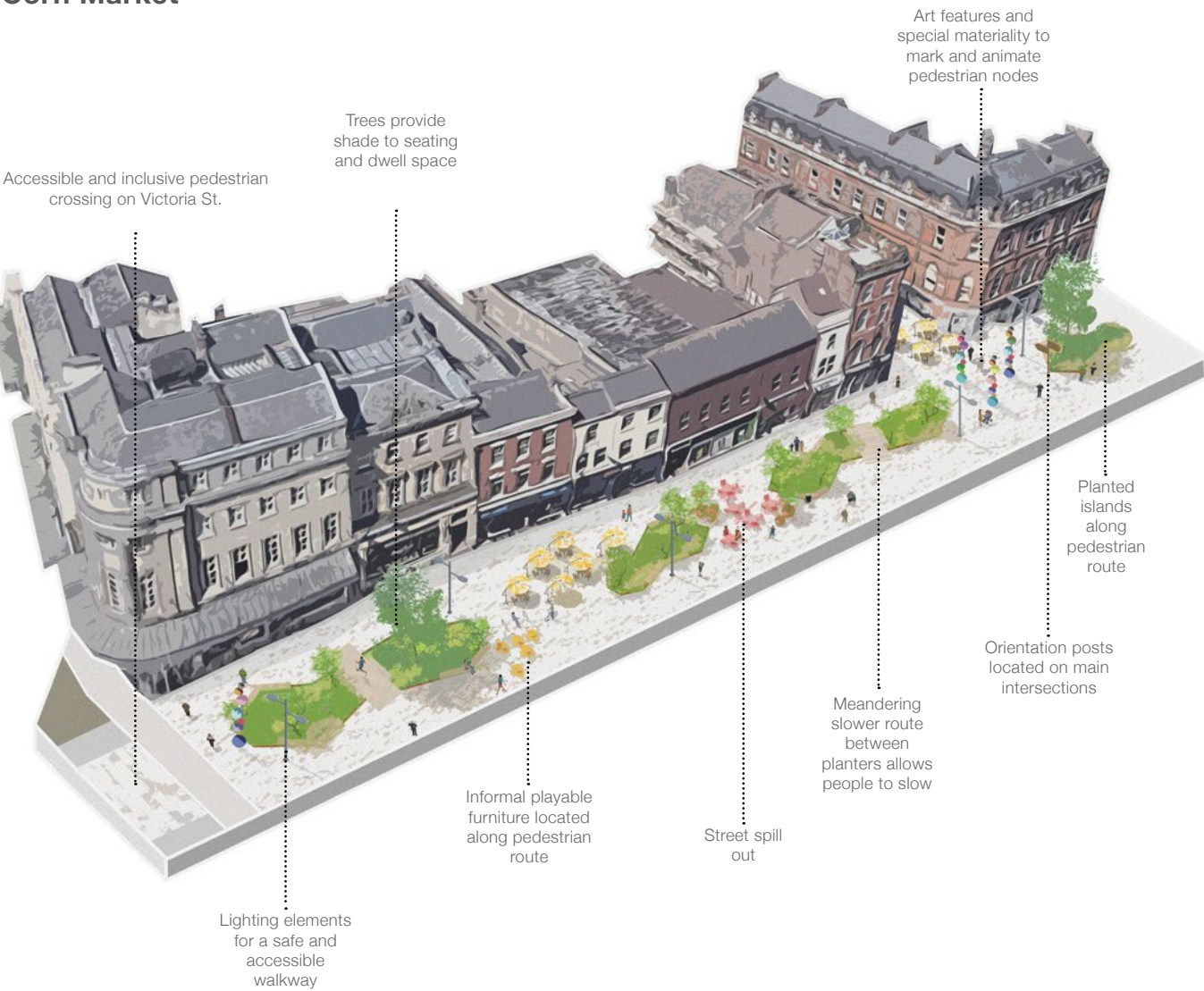
Threshold treatment between shop frontages and public space



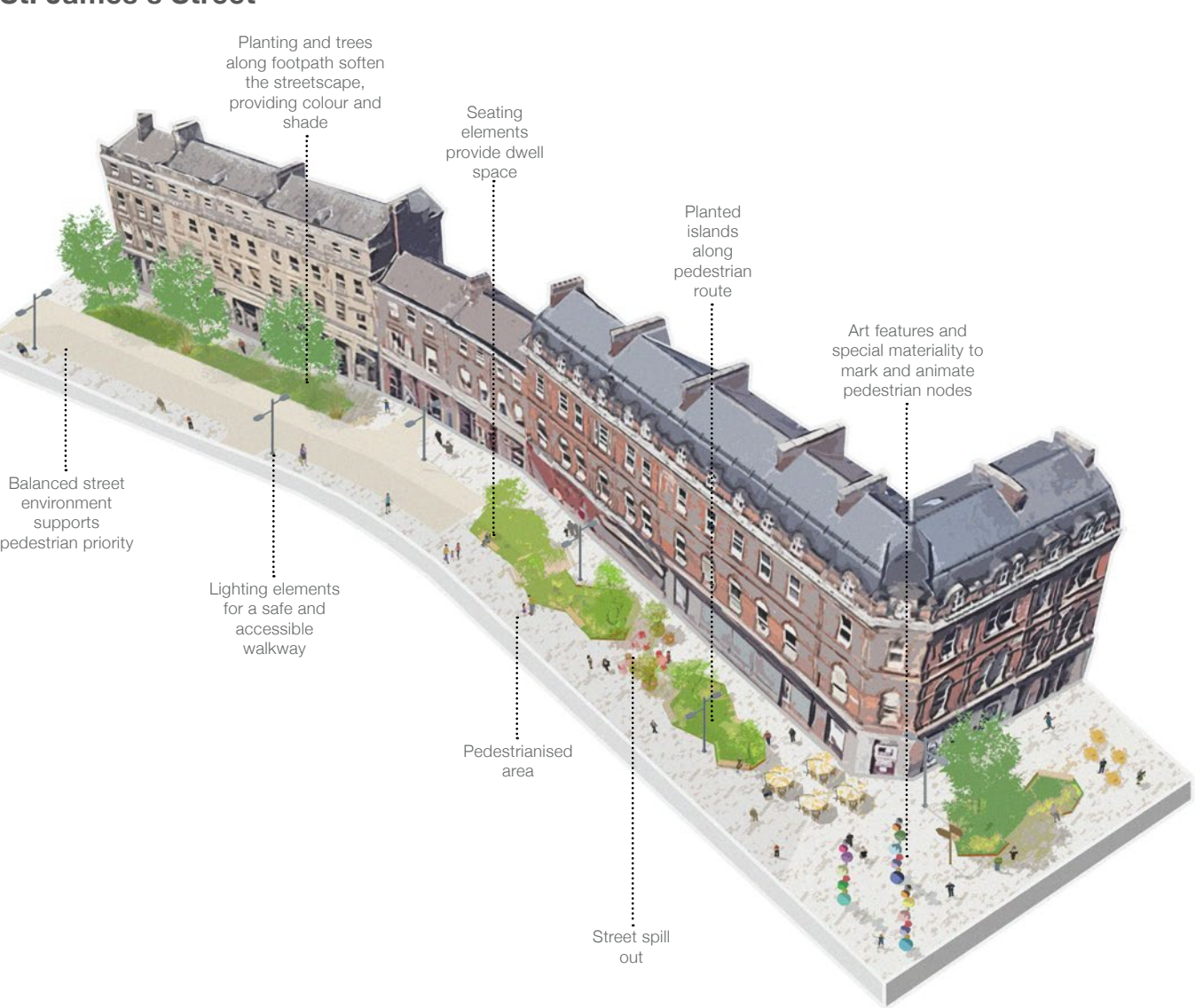
Playable features to mark nodal points

Location 5:
High Street to Green Street

Corn Market



St. James's Street



Best Practice Precedent Examples:



Trees provide shade to seating and dwell moments



Informal playable furniture located along pedestrian route



Street frontages spill out



Balanced street environment



Art features and special materiality to mark and animate pedestrian nodes



Planted islands along pedestrian route

Location 6: Abbey Street Arrival

Existing Condition

This area is one of the city's primary arrival points, with Abbey Street Car Park offering easy access to events at the Vaillant Live venue. The emerging parking strategy identifies Abbey Street as a potential strategic parking location.

Engagement Insights

- Overall, there are a lack of cultural venues and regular programming across the city - those that are present need support, welcoming gateways and improved wayfinding.
- An Increasing number of housing is appearing throughout the city, but the focus remains on non-residential areas, missing community voices.

Key Challenges

- The arrival around Abbey Street car park does not encourage or support orientation.
- The surrounding streets do not prioritise pedestrian movement and there are no strong wayfinding out towards the rest of the city.
- Heritage buildings, as the Derby Hippodrome are surrounded by car dominated public realm.
- Increasing numbers of housing are changing the requirements of the public realm in this area, and the facilities which are sought after.

Key Opportunities

- Creating a better arrival experience, transforming a car dominated streetscape into a green and pleasant movement route.
- If this arrival was strengthened, it could support a larger dwell time and encourage people to move towards other city centre destinations.
- Opportunity to create attractive connections through the Becketwell Neighbourhood, stitching the area into the surrounding high quality public realm, through a shared approach to delivering an enhanced street scene, improved lighting, greening and wayfinding.

GREENING AND PUBLIC
SPACE IMPROVEMENTS
ARE STRONGLY NEEDED.



Location 6: Abbey Street Arrival

Design Drivers

- **Welcome People** - Create a clear and memorable arrival to the city, where greenery, space, and activity immediately signal a change of pace and invite people in. Create a first impression of open, legible, and distinctly urban, setting the tone for what lies ahead.
- **Guide Users** - Encourage pedestrian movement toward the city centre via clear routes, intuitive wayfinding, and visible landmarks that remove uncertainty.
- **Soften Movements** - Reshape space into a greener, calmer route where trees, planting, and generous public space redefine the experience of moving through it.
- **Reinforce Becketwell** - Support connections to, and through, the Becketwell Neighbourhood, assisting in regenerating an underused part of the city, and diversifying day and night-time economies.

Key Actions

1. Monk St. Community Street

- Redesign Monk St. as a balanced street with a shared surface, introducing rain gardens, seating, and new trees while retaining limited on-street parking.
- Businesses encouraged to spill out into street with seating.
- Create a new gateway nodal space on Abbey St. arranging seating around the existing tree with wayfinding map.

2. Abbey St. Crossings

- Introduce new courtesy crossings across Abbey St. to improve safety and ease pedestrian movement.

3. Improving Macklin Street

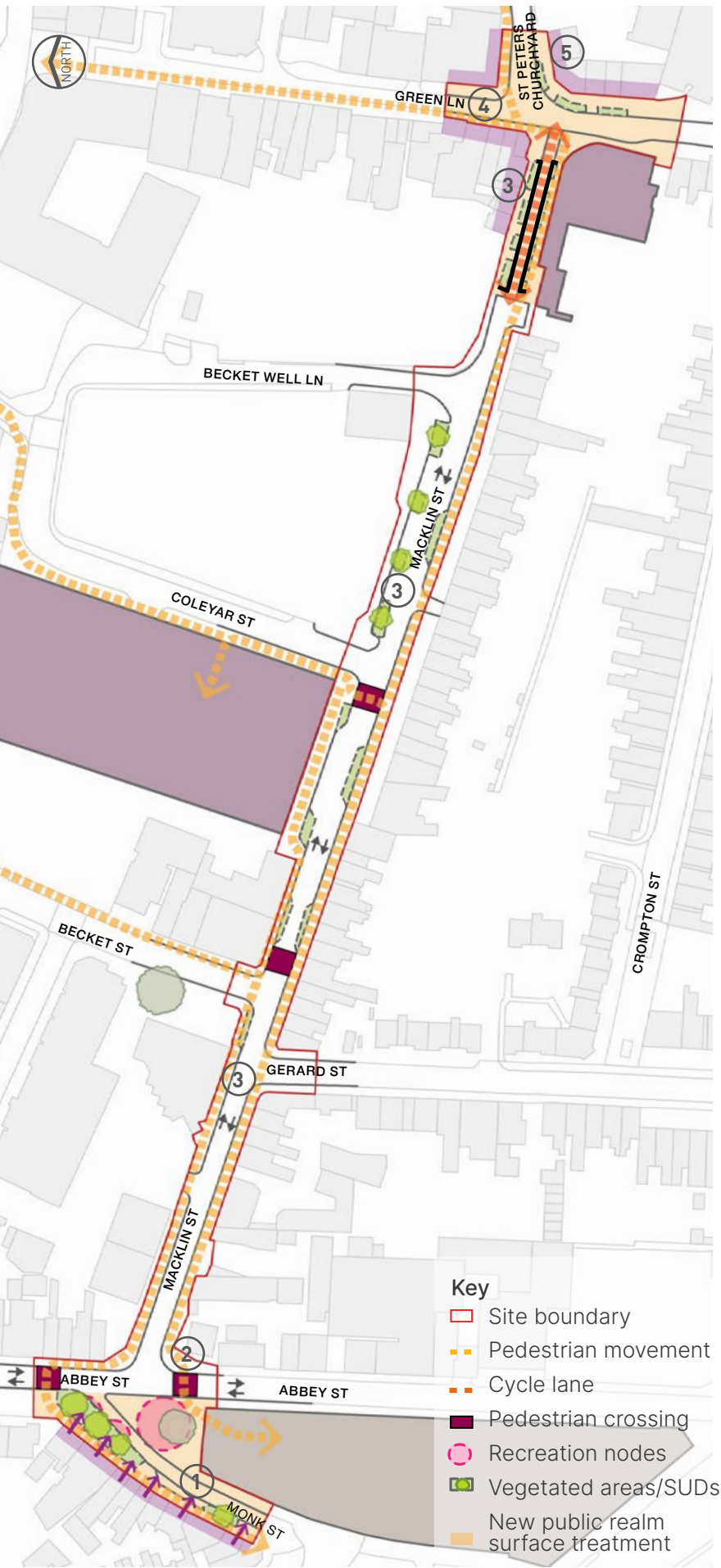
- Create a narrowing point to limit vehicle access and reduce traffic speeds.
- Introduce rain gardens to improve streetscape quality whilst retaining the majority of existing on-street parking spaces.
- Reduce carriageway to as narrow as possible whilst maintaining two-way vehicle movement to create more generous footways.

The Ambition

As one of the city’s strategic gateways, this area is re-imagined as a welcoming and animated place, a pleasure to move through on foot. The new pedestrianised stretch of Monk Street forms a generous entrance, where greenery and seating invite people to pause, meet, and begin their journey into the city.

Curiosity is sparked, encouraging people to continue exploring beyond the gateway, while the street itself adopts a slower, calmer rhythm. Pedestrians and cyclists feel safe, confident. Rain gardens and planting woven through the street help frame views, soften the environment, and create a comfortable, memorable experience of arrival.

- Close the eastern end of Macklin St. to vehicles, creating a pedestrian and cycle only route, and local nodal space with planters, seating and wayfinding.
- Keep all furniture elements in a linear form on a linking street to reduce visual impact and maintain sight lines.
- Introduce new quality communal bin storage along the street to improve the street scene by removing individual bins, and improve ease of movement.
- **4. Rebalance Green Lane**
 - Reduce the carriageway width on Green Lane to maximise public realm.
 - Improve pedestrian comfort and safety through a calmer street profile.
- **5. Rebalance St. Peter’s Churchyard**
 - Reduce the carriageway on St. Peter’s Churchyard and redesign as a balanced street with shared surfacing, creating a pleasant route towards the high street.
 - Introduce low level planting and street trees to frame views towards St. Peter’s Church.



Best Practice Precedent Examples:



Closing road allows for safer cycle movement



Greener and safer residential street



Threshold arrival features at Abbey Street



Monk Street balanced street environment

- Active spill out
- Contributing buildings
- Existing trees
- New trees
- HVM street furniture elements
- HVM planters

Location 6: Abbey Street Arrival

Enhance Green and Blue Infrastructure

- **A colourful journey** - New trees and planting provide shelter, colourful and natural features, creating a pleasant route into the city.

Create a Safe, Accessible and Connected City Centre

- **Calm the street** - Narrowed carriageway and reduced parking slow vehicular movement, allowing pedestrians and cyclists to feel in control and safe.
- **Connect with confidence** - Thoughtfully placed crossings and vegetation guide people naturally from the outskirts toward the heart of the city, creating a reassuring sense of direction and clarity.

Increase Animation and Activation

- **Invite pause and play** - Nodal spaces with seating, lighting features provide opportunities for orientation, interaction, and exploration.
- **Link life to space** - Monk Street connects shopfronts, cafés, and building façades to the surrounding public realm allowing activity to spill out, enhancing the sense of vibrancy.

Realising the Vision Objectives



Green
& Blue



Safe,
Accessible
and
Connected



Animation
and Activation



Best Practice Precedent Examples:



New dwell space between Monk St. and Abbey St



A greener residential hub



Closing Maklin Street offering opportunity for a public square

Location 7: Re-imagined Willow Row

Existing Condition

Located to the northwest of the city centre, Willow Row represents a corridor for blue and green infrastructure, whilst also serving as a key connection for young people in particular to access the city. The surrounding area hosts a range of facilities for those studying in Derby, from university buildings to student accommodation.

Engagement Insights

- The city feels disconnected from it's waterways – there is a lack of water features and natural elements.
- Need to support university corridors between educational buildings and the city centre, creating safe, social spaces for students in the city.
- There is a real potential for creative placemaking, including street art, colourful buildings to help shape vibrant spaces.

Key Challenges

- The ring road creates a physical barrier to easy flows of pedestrians and cyclists into the city.
- There are some existing pedestrian routes, however this are disjointed and lack clear wayfinding into and out of the city.
- Requirement to respond to important views throughout this area.

Key Opportunities

- Opportunity to celebrate the natural environment - creating a green, safe, pleasant and active access to the city centre.
- Bringing character to the area by forming a defined, vibrant route into the city centre.
- With many young adults living in the area, having a safe, well-lit route into the city could support the city's night-time economy.
- Opportunity to re-imagine the Markeaton Brook which runs below to route of Willow Row.

**STRONGER IDENTITY
THAT CONNECTS WITH A
YOUNGER AUDIENCE.**



Location 7:
Re-imagined Willow Row

Design Drivers

- **Realign the Crossing** - Realign the crossing over the ring road, creating a clear, safe, and legible experience, where people feel confident and protected.
- **Celebrate the Arrival** - Create an arrival route with planting and moments of delight, creating a sense of celebration. This approach signals entry into the city and sets an uplifting tone.
- **Connect Campus to City** - Strengthen direct pedestrian and cycle movement from the University Campus into the city centre through comfortable routes that encourage everyday active travel, with an aim to turn walking and cycling into the natural choice.
- **Reveal the Brook**- Bring focus to the route of the Markeaton Brook adding ecological richness and a strong sense of place. Water becomes a guiding element, grounding movement in the landscape and reinforcing the city’s relationship with its natural systems.

The Ambition

Representing a generous pedestrian route positioned at one of the city's key gateways. This street has the capacity to become fun, colourful, and well-lit, creating a linear space that can host play, art installations, and everyday moments of delight.

A newly established crossing invites people in with a clear, safe, and inclusive language, signalling that this is a place designed for everyone. The Markeaton Brook steps confidently toward the city centre, stitching the two areas together and bringing the heart of the city closer, more accessible, and more connected than before.

Extending the youthful and energetic character and culture of Derby University into the city centre. Connecting key institutional buildings including The Cavendish Building, the Joseph Wright Centre, One Friar gate Square, Friar Gate Studios, and multiple student accommodation buildings.

Key Actions

1. Clarify the Crossing

- Reconfigure the crossing over Ford St. to create a safe, direct, and legible movement route.
- Introduce an inclusive and fully accessible crossing feature that supports all users, offering opportunity for a single direct crossing with a longer crossing time to support accessibility.

2. Celebrate the Route

- Introduce a two-way cycleway along Willow Row with onward connections.
- Use colourful surfacing, seating, and informal play-on-the-way elements to celebrate stories of Derby and the Markeaton Brook.
- Introduce public artwork through murals on walls and within the public realm surface.

3. Extend the Planting

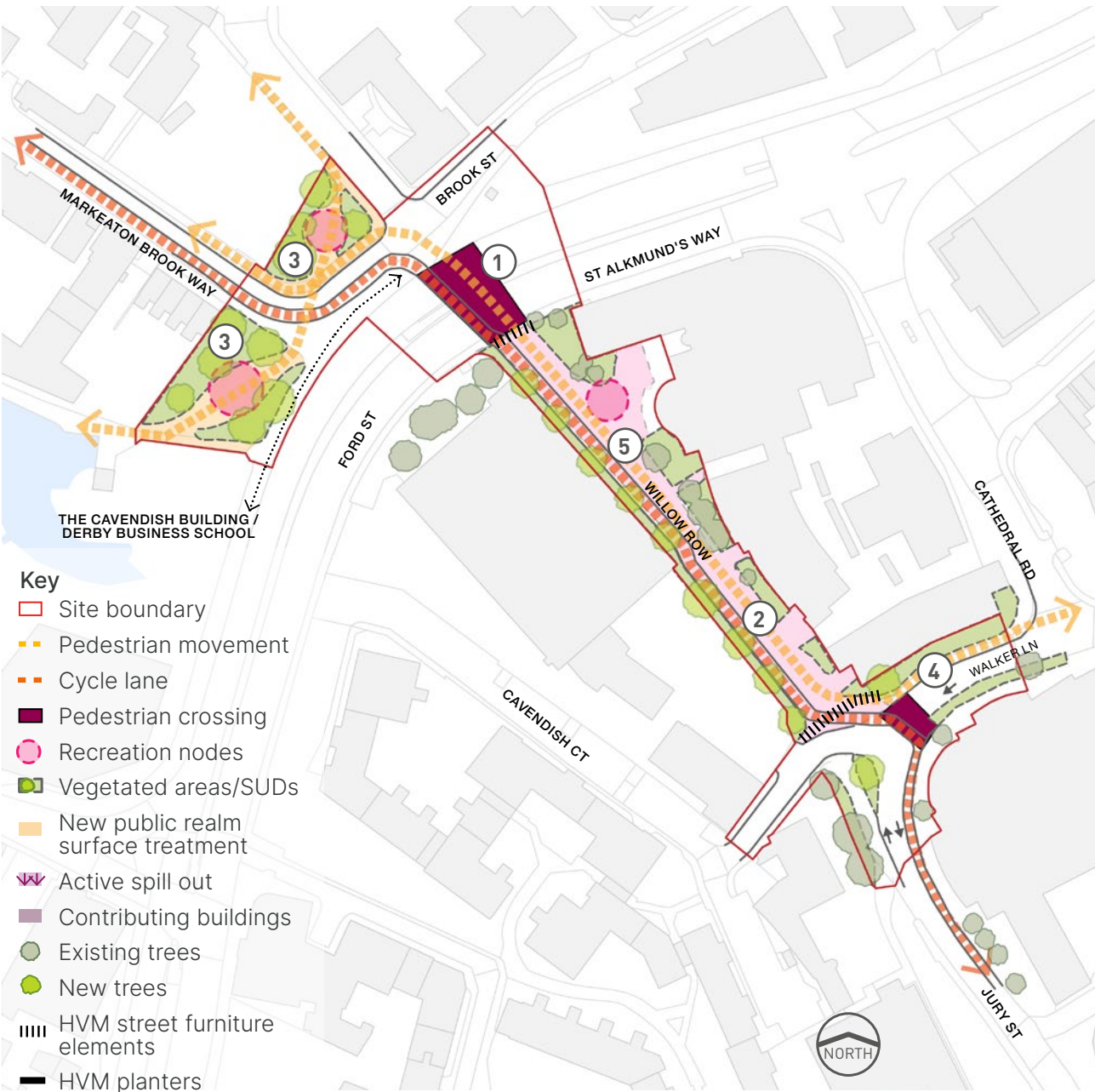
- Create new public spaces along Ford St. with planting, seating and spaces to dwell.

4. Soften the Streets

- Reduce carriageway widths on Walker Lane and Jury St. to calm traffic.
- Make pedestrian crossings easier, safer, and more intuitive.

5. Reveal the Brook

- Re-imagine the route of the Markeaton Brook within the public realm through artwork and water features.
- Introduce rain gardens and planting to strengthen landscape character and water management.



Best Practice Precedent Examples:



Coloured ringroad crossing point for a safer experience



Artistic gateway features



New greener streetscape access to brook as buffer from traffic

Location 7: Re-imagined Willow Row

Enhance Green and Blue Infrastructure

- **Green the arrival** - New trees, planting, and rain gardens transform the street into a green and colourful pedestrian route, where shade, texture, and seasonal change enrich the experience of moving through the space.
- **Invite curiosity** - As a continuation of the Markeaton Brook, the landscape softens the ring road and creates a welcoming gateway into the city centre, drawing people in and encouraging exploration along the newly refurbished pedestrian street.

Create a Safe, Accessible and Connected City Centre

- **Welcome everyone** - A new inclusive and well-lit crossing, using clear colour contrasts and legible materials, offers a safe and confident first step into the city, making people feel welcomed and at ease.
- **Move with confidence** - Willow Row becomes lively and reassuring throughout the day and evening, animated by lighting, colour, artwork, and activity.

Promote a City for Living, Learning and Culture

- **Identity** - The activation of Willow Row offers the opportunity to tell a vibrant story of Derby.
- **Stitch city and nature** - The extension of the Markeaton Brook is experienced as a seamless connection between urban life and landscape.

Realising the Vision Objectives



Green
& Blue



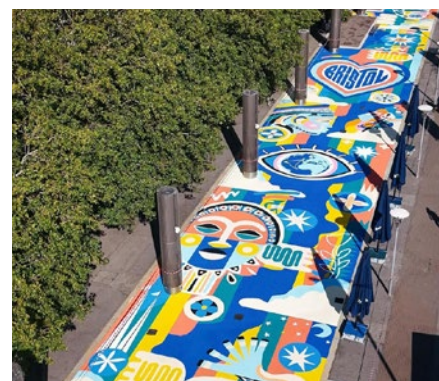
Safe,
Accessible
and
Connected



Heritage, Identity
and Community



Best Practice Precedent Examples:



Playful, storytelling and welcoming pedestrian street



Engaging and uplifting artwork and planting



Playable features with integrated uses for an engaging streetscape



New green gateway to the Brook

Stitching Together the Priority Locations

Overarching Principles:

- Promote an ease and enjoyment to pedestrian movement from points of arrival and throughout the city centre.
- Narrow vehicle carriageways to maximise generous public realm and opportunities for dwell space, spill out space and planting.
- Create a city centre that is safe, active, inviting, accessible to all and offering opportunities and inclusive activities for as many people as possible.
- All streets within the city centre loop road (connecting Full Street, Victoria Street, Wardwick, Cathedral Road, and Bold Lane) to be pedestrianised as part of a comprehensive, connected public realm.
- Connect key destinations, activities, and uses with legible wayfinding.
- Create animated and celebratory gateways, signposting the moment of arrival into the city centre.
- Celebrate Derby's proud heritage buildings and active cultural venues.
- Introduce an abundance of trees, planting and nature throughout the city, transforming the identity of the city to become a city in the forest.
- Create flexible spaces offering opportunities for buoyant public life, activity, and events.
- Create a clear, colourful and fully integrated wayfinding network to promote pedestrian and cycle movement.
- Deliver high quality unified public realm treatments, materials, furniture, and planting to reinforce a sense of quality and seamless, flowing movement.



Online Engagement Summary

Listening, Testing, Refining

Over a four-week period, the Council undertook an online public engagement on the draft proposals for the seven Priority Locations.

The engagement received a wide range of responses, including quantitative agreement levels and detailed written comments. Feedback demonstrated strong public support, particularly on issues relating to movement, safety, accessibility, greening, and the long-term management of public spaces.

Rather than treating consultation as a procedural step, the feedback has been used as a diagnostic tool to refine, clarify and strengthen the PRS.

Overarching Consultation Position

The engagement demonstrated broad public support for the ideas and design principles presented for a greener, safer, more human-focused city centre.

Concerns predominantly focused on how change is delivered rather than whether change should happen. This feedback has enabled the team to place greater emphasis on themes that were previously under represented, ensuring the strategy represents the voices of as many participants as possible.

The PRS has evolved to address many of these concerns directly, and the result is a more robust, inclusive and deliverable guidance document.



A total of **445** people participated in the online engagement

What We Heard

Across all Priority Locations, several clear themes emerged.

Strong Support For:

- Prioritising pedestrians and cyclists over vehicle dominance
- Increasing greening and tree planting
- Improving connections between key destinations
- Enhancing the River corridor as a defining city asset
- Creating more welcoming and legible gateways into the city

There is clear appetite for a greener, safer and more people-focused city centre.

Key Concerns Raised:

- Potential traffic congestion and impact on vehicle circulation
- Safety in shared spaces between cyclists and pedestrians
- Maintaining access for disabled users, buses and servicing
- Long-term maintenance and management credibility
- Ensuring that improvements support economic vitality, not just aesthetics

Importantly, most concerns were not objections to the overall vision, but requests for clarity on delivery, phasing and operational detail.

Level of Agreement	Key Concerns	Future Focus
Priority Location 1 - Station Arrival		
80% support for improving the gateway, with emphasis on better pedestrian routes, lighting and quality.	Safety, antisocial behaviour, and maintaining access for taxis, buses and mobility users.	Create a safe, attractive arrival route while maintaining inclusive access.
Priority Location 2 - The Civic Heart		
83% support for strengthening links between centre and riverside and improving surrounding spaces.	Safety, lighting, cleanliness and long-term maintenance.	Deliver active, well-managed public spaces with strong visual and physical connections.
Priority Location 3 - Living Heritage		
78% support for an enhanced cultural and heritage setting and improving connections between destinations.	Protection of heritage character and maintaining servicing access.	Enhance the public realm while respecting heritage assets and operational needs.
Priority Location 4 - Cultural Core		
76% support for improved pedestrian conditions and a higher-quality street environment.	Traffic circulation, bus movement and servicing access.	Improve pedestrian comfort while maintaining effective transport movement.
Priority Location 5 - High Street to Green Street		
73% support for improving the attractiveness of the city centre through greener and higher-quality public spaces.	City centre vitality, vacant units and antisocial behaviour.	Create attractive, active public spaces that support footfall and local businesses.
Priority Location 6 - Re-imagining Willow Row		
62% supportive of improving the street environment and pedestrian experience.	Traffic circulation, parking availability and servicing access.	Enhance street scape quality while maintaining access and servicing.
Priority Location 7 - Abbey Street Arrival		
70% support for highlighting natural features and improving pedestrian connectivity.	Accessibility, safety and lighting.	Improve accessibility and safety while integrating natural features into the public realm network.

07 Delivery and Implementation

Establishing the Delivery Projects

In order to deliver the proposals set out across the Priority Locations, the Public Realm Strategy identifies a programme of individual projects. The following delivery strategy provides an initial approach to prioritisation and phased delivery of these projects.

It is important that the PRS remains a flexible and responsive tool, able to adapt to changing market demands and economic conditions, as well as evolving local and national planning policy. As such, the proposed phasing and delivery approach should be reviewed and refreshed over time. This approach recognises the need for Derby City Council to work collaboratively with landowners and key stakeholders across the city in order to successfully deliver the ambitious outcomes.

Delivery Partners

Derby City Council is the key public sector delivery authority, responsible for driving transformational change and helping to realise the Vision for Derby City Centre. The Council will lead on securing funding and delivering highway and public realm related projects, as well as coordinating public sector investment and support for the projects and priorities set out across the PRS.

Existing landowners and stakeholders with an established presence in the city will play a crucial role in supporting the delivery of the PRS's ambitions. When delivering future development across the city centre, a considered approach is required to the design of the interface between developments and the surrounding public realm improvements.

Phasing and Prioritisation

Priorities and Impact

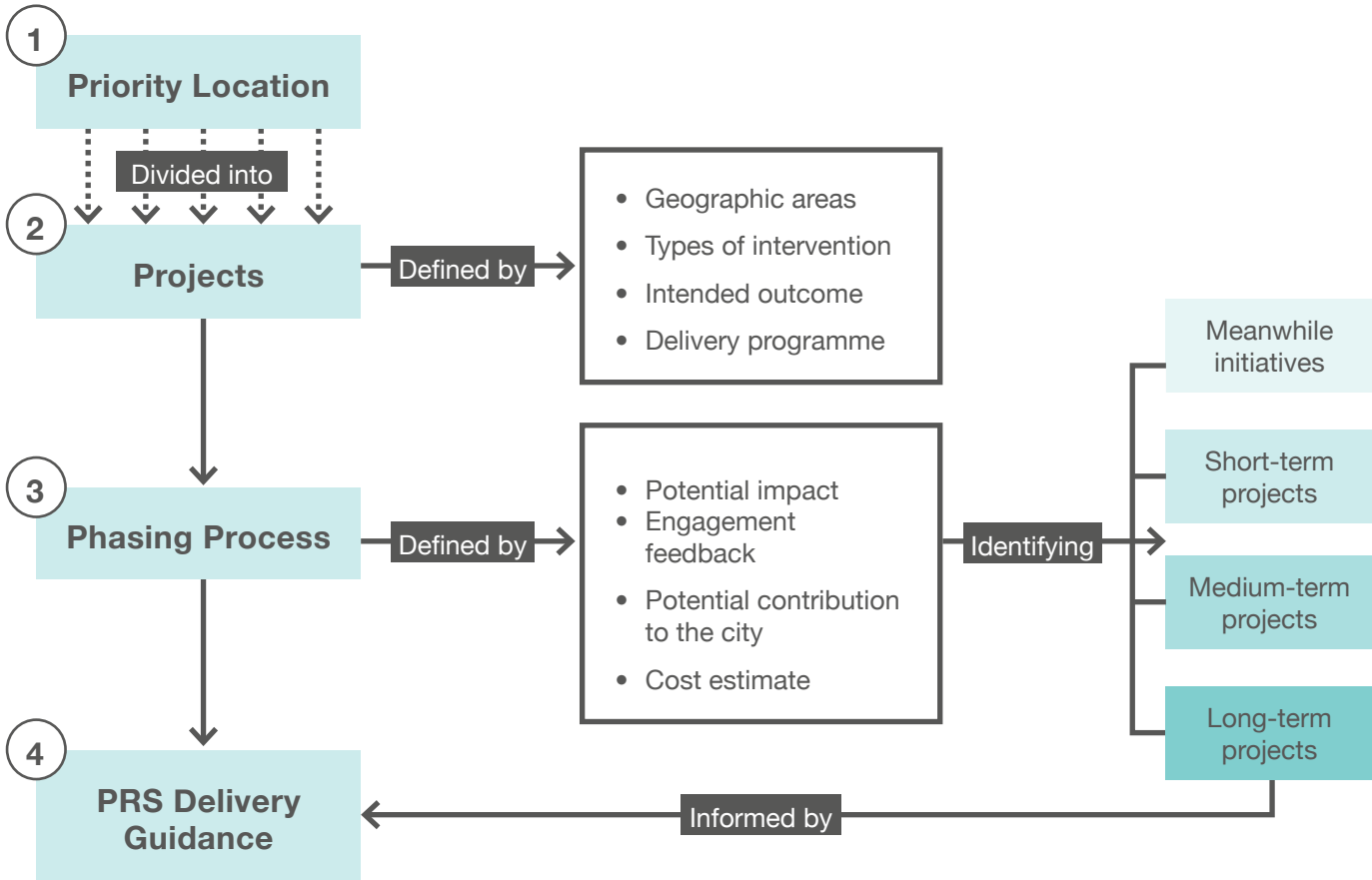
Each Priority Location has been divided into a series of smaller delivery projects. These projects have been broken down into itemised actions, identifying practical steps for delivery and, where possible, associated quantities. This process has informed a costing exercise which establishes a comprehensive framework for phasing and understanding relative costs.

This series of projects represent bold ideas for future improvement works, establishing a transformative array of potential interventions rather than committed schemes. These proposals will be subject to further testing, modelling, and detailed design in order to ensure their fully coordinated with a other strategic city centre requirements and expectations.

Project prioritisation should be read as an indicative timeline and has been guided by the following considerations:

- The potential impact of public realm initiatives on the city centre.
- Feedback from stakeholder and community engagement, reflecting the priorities of residents, businesses and visitors.
- Contribution to the city centre vision through placemaking, economic, environmental and social value.
- Cost analysis and deliverability considerations.

Each projects performance against these metrics determines their level of priority.



Delivery Strategy

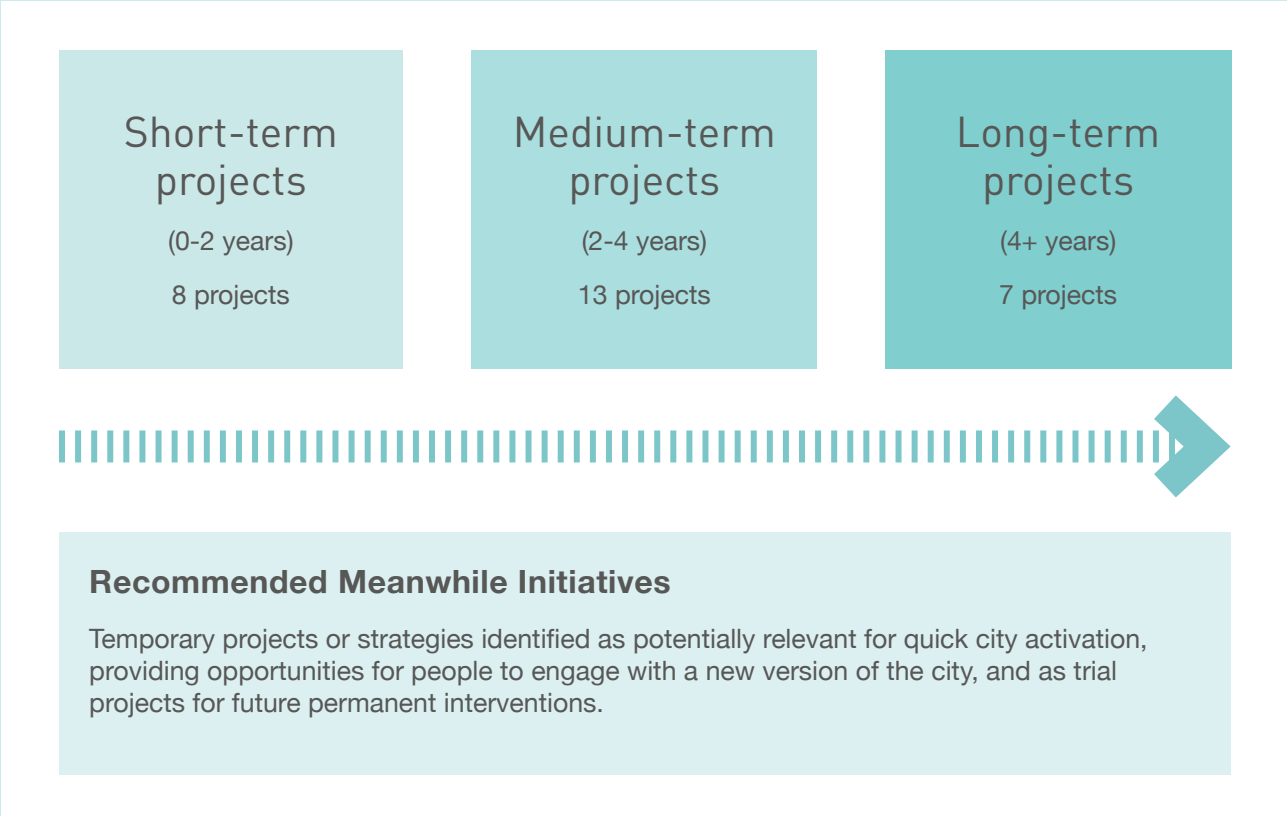
A Delivery Strategy has been prepared to outline a phased approach to implementation, identifying three periods of action:

- **Short-term projects (0–2 years)** - including early meanwhile-use opportunities. These initiatives are intended to quickly activate, inspire and animate parts of the city centre, acting as catalysts and pilot projects for more complex future schemes. Short term measures will not be reliant on major changes to highways.
- **Medium-term projects (2–4 years)** - represents a more transformative period. Projects of various scales requiring more detailed works, testing, coordination, and engagement.
- **Longer-term projects (4 years and beyond)** - focuses on extending the Public Realm Strategy. Projects that may require further investment, significant planning or city-wide regeneration milestones to occur to unlock delivery.

The Delivery Strategy also recognises that some projects may come forward earlier than anticipated, for example where funding or development opportunities arise. It distinguishes between standalone interventions and those that are dependent on new infrastructure or related projects, allowing flexibility in response to changing circumstances.

The following phasing strategy is informed by the team’s experience in delivering similar schemes, alongside consideration of delivery time-scales, the level of highways and engineering input required, and the potential need for planning permissions or funding approvals. In addition to the core projects, the strategy identifies a series of potential meanwhile interventions intended to support the activation of key nodal areas, play an important role in delivering short-term activation of the city centre.

It should be noted that this strategy represents one way in which this array of potential projects could be delivered. Further strategic considerations will be needed to determine their detailed delivery.



Short-term and Meanwhile Projects

Including opportunities for early meanwhile-uses. These initiatives are intended to quickly activate, inspire, and animate parts of the city centre, acting as catalysts and pilot projects for more complex future schemes.



Quick and easy projects that can be delivered promptly



Add immediate value to the city centre



Positively engage residents in the short term



Enabling or activating projects that can be completed upfront



Pilot interventions for future permanent projects

1 St. James's St. improvements

- Western end of street to be re-surfaced supporting a balanced street approach to movement.
- Rain gardens, planters, and new trees to be planted.
- Street furniture, new public realm treatments and feature lights to be delivered on the eastern end of the street.

2 High Street improvements - Phase 1

- New planting beds and trees to be planted along the street.
- Street furniture and seating elements to be provided along the street.
- Temporary art features to be added to mark nodal points.

3 Sadler Gate improvements

- New paving materiality to match St. James's Street
- Festoon lighting to be added to the entire street length.

4 Liversage St. improvements

- One way southbound vehicle movement.
- Contraflow cycleway heading north.



5 St. Werburgh's and Museum Square improvements

- Public realm to be improved by use of new street furniture and lighting elements both in the churchyard and in the Museum square
- Playable feature to be located in public space

6 Wayfinding Strategy

- City centre wide introduction of fingerposts, maps, and totems from the train station to the city centre and at key gateways at Friar Gate, Willow Row, Cheapside and Monk St.

7 Monk St. public realm improvements

- New courtesy crossings on Abbey St.
- Rain gardens and new trees to be planted.
- Public realm to be improved with shared surface treatment and new street furniture.

Recommendation:

Alongside bringing forward these initial projects, it is recommended that a suite of guidance documents are prepared to support the proposals and aspirations set out across the PRS. These may include:

- Derby City Centre Streetscape Design Guide
- Derby Wayfinding Strategy
- Derby City Centre Movement and Accessibility Strategy
- Heritage Impact Assessment

The intention of these strategies is to establish a detailed palette of materials, design responses, and contextually informed solutions to reinforce a unified, high-quality approach to delivering public realm across the city centre.

Medium-term Projects

These projects represents a more transformative period. Permanent public realm projects of various scales that transform public spaces, encourage active travel and health, and provide access to amenities.



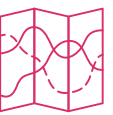
Transformational projects that can be delivered in the next few years



Strengthen the connections between people and places



Create network of spaces, encouraging footfall improving safety



Connect the High Street with main city centre areas



Pilot interventions for future permanent projects

1 High Street improvements - Phase 2

- Pedestrianise Iron Gate, applying the new city centre material palette.
- New planting beds and trees along the street.
- Street furniture and seating elements to be provided along the street to match Phase 1.
- Art features to mark nodal points.

2 River Garden improvements - Phase 1

- re-design the existing park to offer a variety of play and seating areas.
- Provision of green link from Corporation St. into the River Garden.

3 River Garden gateway

- New cycleway from Morledge to River Gardens.
- New planting beds and trees.
- New street furniture.
- Morledge designed as a threshold arrival space.

4 Traffic St. improvements

- Relocate pedestrian / cycle crossing.
- Two-way cycle way to be created along Traffic St.
- Two new green spaces with new planting beds, trees and street furniture.



5 Willow Row improved public space

- Two-way cycle way.
- Public realm enhanced with planting beds, trees, playful elements, and street furniture.

6 Cathedral Ground improvements

- Memorial Garden relocated to Cathedral grounds.
- New planting and trees established.
- New seating elements and lighting features to be included in existing public space.

7 Full St. improvements

- Two-way cycleway created by narrowing the carriageway and removing on-street parking.
- New courtesy crossings to be embedded in the street layout.

8 Bold Lane improvements

- New courtesy crossings to be embedded in the street layout.

9 Macklin St improvements

- Rain gardens introduced on Macklin St, reducing vehicular movement.
- New courtesy crossings offering pedestrian priority.

10 Green Ln / St.Peter's Churchyard improvements

- Closing eastern end of Macklin St., creating a pedestrian / cycle route and public space.

Long-term Projects

These projects focuses on extending the Public Realm Strategy. Projects that may require further investment, significant planning or city-wide regeneration milestones to occur to unlock delivery.



More complex projects that require longer timeframe for delivery



Require partnerships with third parties, planning permissions and new greater fundings



Require physical or behavioural short-medium term changes first



Consolidate and activate new city centre areas

- ① **Cathedral Green activation**

 - Public realm improved by addition of planted beds and new trees.
 - New furniture supporting communal activities.
 - Play features, pavilion cafe' building and water feature.
- ② **Wardwick redesign**

 - Reverted to two-way movement with a small roundabout entrance to Victoria St.
 - Seating elements to be incorporated between existing mature trees.
 - New courtesy crossings along Wardwick, existing cycle way relocation to The Strand.
 - Public realm improvements to Museum Square with seating, new planting and spill out from cafe.
- ③ **The Strand to become pedestrian priority**

 - Bold Lane to be closed to southbound traffic with turning point at car park entrance.
 - Public realm resurfacing.
 - Rain gardens to be planted.
 - Street furniture and facade spill out to be introduced.
 - Cycle way to be marked, connecting Bold Lane with Victoria St.
- River Garden improvements - Phase 2**

④ **New trees and green areas to extend the park along the river.**

 - New park furniture to be added.
 - Natural play feature, outdoor gym areas and event space.



- ⑤ **Corporation St. public realm improvements**

 - Wider public realm to be created by narrowing the carriageway and roundabouts, whilst retaining existing bus operation.
 - Cycleways to be established on both sides on Corporation St.
 - Crossings to be introduced .
 - New planted beds and trees.
 - New street furniture to be introduced whilst retaining existing.
- ⑥ **Create Tennant Square**

 - New square to be created by enlargement of public space and relocation of Market Hall service route.
 - New planted beds and trees to be introduced in the public realm.
 - New street furniture and pavilion cafe' to be installed.
- ⑦ **New public space from Ford St. to Markeaton Brook**

 - New green spaces to be delivered connecting Markeaton Brook to the city centre.
 - New planting, trees and street furniture to serve as a dwell space.
- ⑧ **Enlarged public space on Jury St. and Walker Lane**

 - Wider footpath to be improved by narrowing the carriageway.
 - New planting and crossings to ease the transition into the city centre.

Project Delivery Matrix

The following table presents each of the sub-projects identified across the seven Priority Locations, organised into the three delivery phases.

By utilising a range of determining criteria, it is possible to allocate a priority order for each sub-projects to come forward, establishing an initial sequence of deliver. This sequence has been informed by a range of factors, including the potential impact on the city-wide user experience, potential contribution Vision Objectives, and the indicative cost.

Short Term

Priority	Project	Priority Location	Potential Impact	Vision Objectives						Cost Estimation
				Enhance Green & Blue Infrastructure	Promote a City for Living, Learning &	Reinvigorate & Nurture a Waterside City	Create a Safe, Accessible and Connected City	Celebrate Heritage, Identity, and	Increase Animation and Activation	
1	St. James St. improvements	5	●●●●	✓			✓	✓	✓	£
2	High street improvements - Phase 1	5	●●●●	✓	✓		✓	✓	✓	£££
3	Sadler Gate improvements	5	●●●●				✓	✓	✓	£
4	Liversage St. improvements	1	●○○○				✓			£
4	Traffic St. improvements	1	●○○○	✓			✓			£
5	St. Werburgh's Churchyard improvements	4	●●●○	✓	✓		✓	✓	✓	£££
6	Wayfinding Strategy	4	●●○○		✓		✓	✓	✓	£
7	Monk St. public realm improvement	6	●○○○	✓			✓	✓	✓	££

Medium Term

Priority	Project	Priority Location	Potential Impact	Vision Objectives						Cost Estimation
				Enhance Green & Blue Infrastructure	Promote a City for Living, Learning &	Reinvigorate & Nurture a Waterside City	Create a Safe, Accessible and Connected City	Celebrate Heritage, Identity, and	Increase Animation and Activation	
1	High street improvement - Phase 2	5	●●●●	✓	✓		✓	✓	✓	£££
1	Nodal spaces demarcation	5	●●●○	✓	✓		✓	✓	✓	££
1	Sadlers Gate improvements	5	●●●○				✓		✓	££
2	River Gardens improvements - Phase 1	2	●●●●	✓		✓	✓	✓	✓	£
3	River Garden gateway	1	●●○○	✓		✓	✓		✓	£££

4	Traffic St. improvements	1	●●●○				✓			££
4	Public Space improvements along Traffic St.	1	●○○○	✓			✓		✓	££
5	Willow Row improved public space	7	●●●●	✓	✓		✓	✓	✓	££
6	Cathedral ground improvements	3	●●●●	✓	✓		✓	✓	✓	££
7	Full St. improvements	3	●●●○	✓			✓			££
8	Bold Lane improvements	4	●○○○	✓			✓			££
9	Macklin St. improvements	6	●●○○	✓			✓		✓	££
10	Green Ln/St. Peter's Churchyard improvements	6	●○○○	✓			✓			££

Long Term

Priority	Project	Priority Location	Potential Impact	Vision Objectives						Cost Estimation
				Enhance Green & Blue Infrastructure	Promote a City for Living, Learning &	Reinvigorate & Nurture a Waterside City	Create a Safe, Accessible and Connected City	Celebrate Heritage, Identity, and	Increase Animation and Activation	
1	Cathedral Gardens activation	3	●●●●	✓	✓	✓	✓	✓	✓	££££
2	Wardwick redesign	4	●●○○				✓			£££
3	Pedestrianise The Strand	4	●●●●	✓	✓		✓	✓	✓	££
4	River Gardens improvements - Phase 2	2	●●●●	✓	✓	✓	✓	✓	✓	££££
5	Corporation St. public realm improvements	2	●●●●	✓		✓	✓		✓	£££
6	Create Tennant Square	2	●●●○	✓	✓	✓	✓	✓	✓	££
7	New public space from Ford St. to Markeaton Brook	7	●●○○	✓			✓		✓	££
8	Enlarged public space on Jury St. and Walker Lane	7	●○○○				✓			£

Next Steps

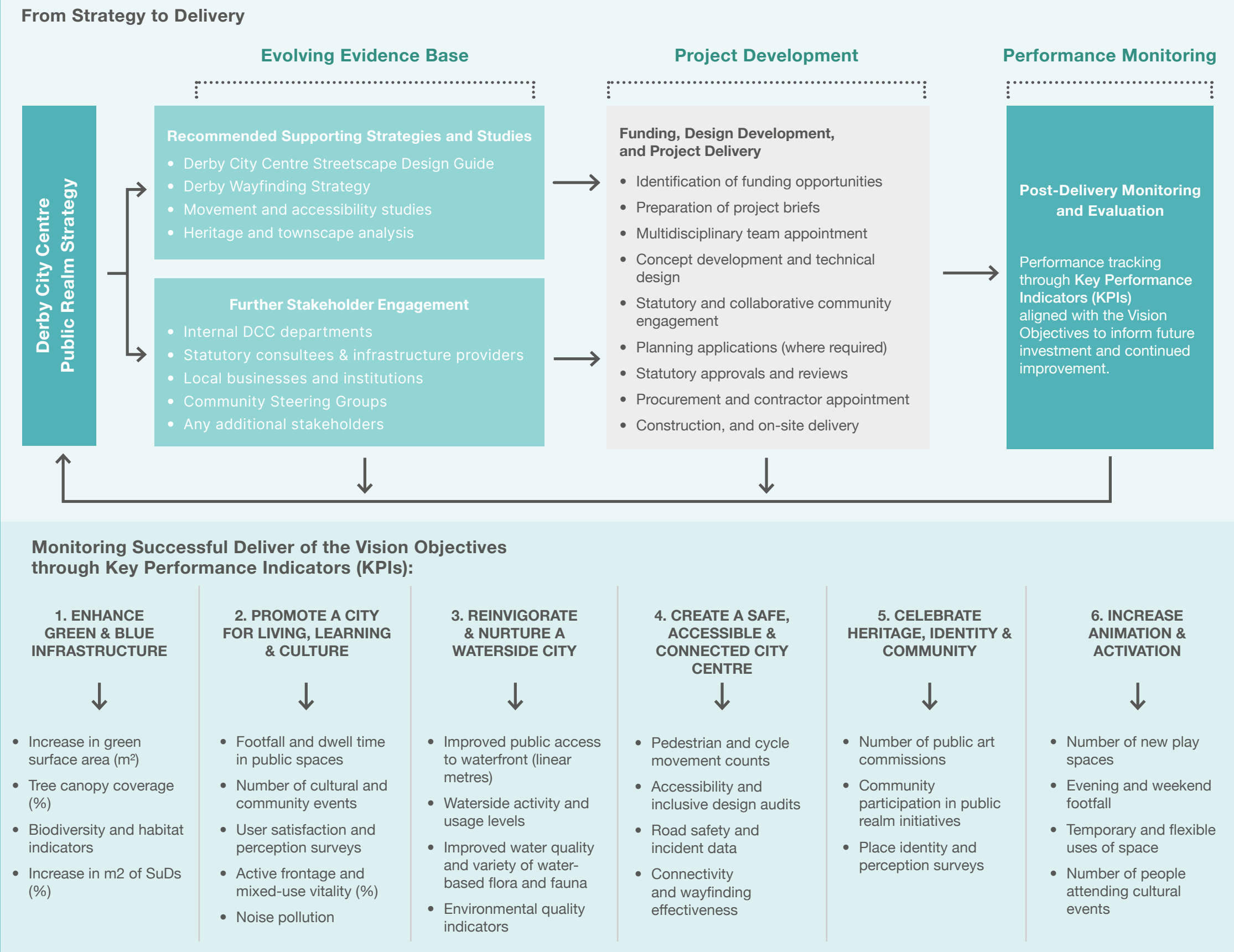
This Public Realm Strategy sets out a vision, guiding principles, and a strategic framework for the city centre. It is important to clarify that this document does not constitute a detailed design or a deliverable project package. Rather, it should be used as a reference tool to guide future projects, inform decision-making, and ensure consistency across interventions.

Before any individual project can be delivered, a structured sequence of further steps will be required to build a robust and comprehensive evidence base and information framework to support informed decision-making and future project development. This includes gathering detailed technical information, undertaking additional studies and surveys, and consolidating inputs from statutory bodies to ensure that future proposals are fully informed.

Rather than being a linear exercise, this should be understood as an iterative process. Each stage will generate new insights that can inform subsequent steps. This evolving knowledge should be used to refine, validate, and, where necessary, adjust the Public Realm Strategy. This feedback loop ensures that the strategy remains a living framework, capable of adapting to emerging data, priorities, and opportunities while guiding coherent and informed project delivery over time.

A Living Strategy

This document should be considered a living framework that supports future projects rather than a fixed design solution. As new data, funding opportunities, and stakeholder priorities emerge, the strategy can continue to inform and guide cohesive, high-quality public realm delivery across the city centre.





08 Movement Strategies

Overarching Approach

The Public Realm Strategy aims to create a people-friendly city centre by significantly improving conditions for pedestrians, cyclists, and public transport users. It strives to achieve the right balance for accommodating these users, whilst accommodating the need for parking, servicing and vehicle accessibility.

The PRS seeks to reduce the dominance of private vehicles, improve the quality of streets as public spaces, and create a more legible, comfortable, and accessible environment for all users. Initial transport modelling has been undertaken to test and support these ambitions, to support the proposed interventions in delivering effective and realistic outcomes.

The strategy focuses on strengthening connections between key destinations through a continuous network of welcoming footpaths and cycle routes, encouraging active travel and limiting the extent of vehicle movement through the city centre.

Throughout the strategy, careful consideration is given to servicing routes, drop-off areas, and delivery access, ensuring that functionality and operational requirements are prioritised alongside improvements to street character and ambience.

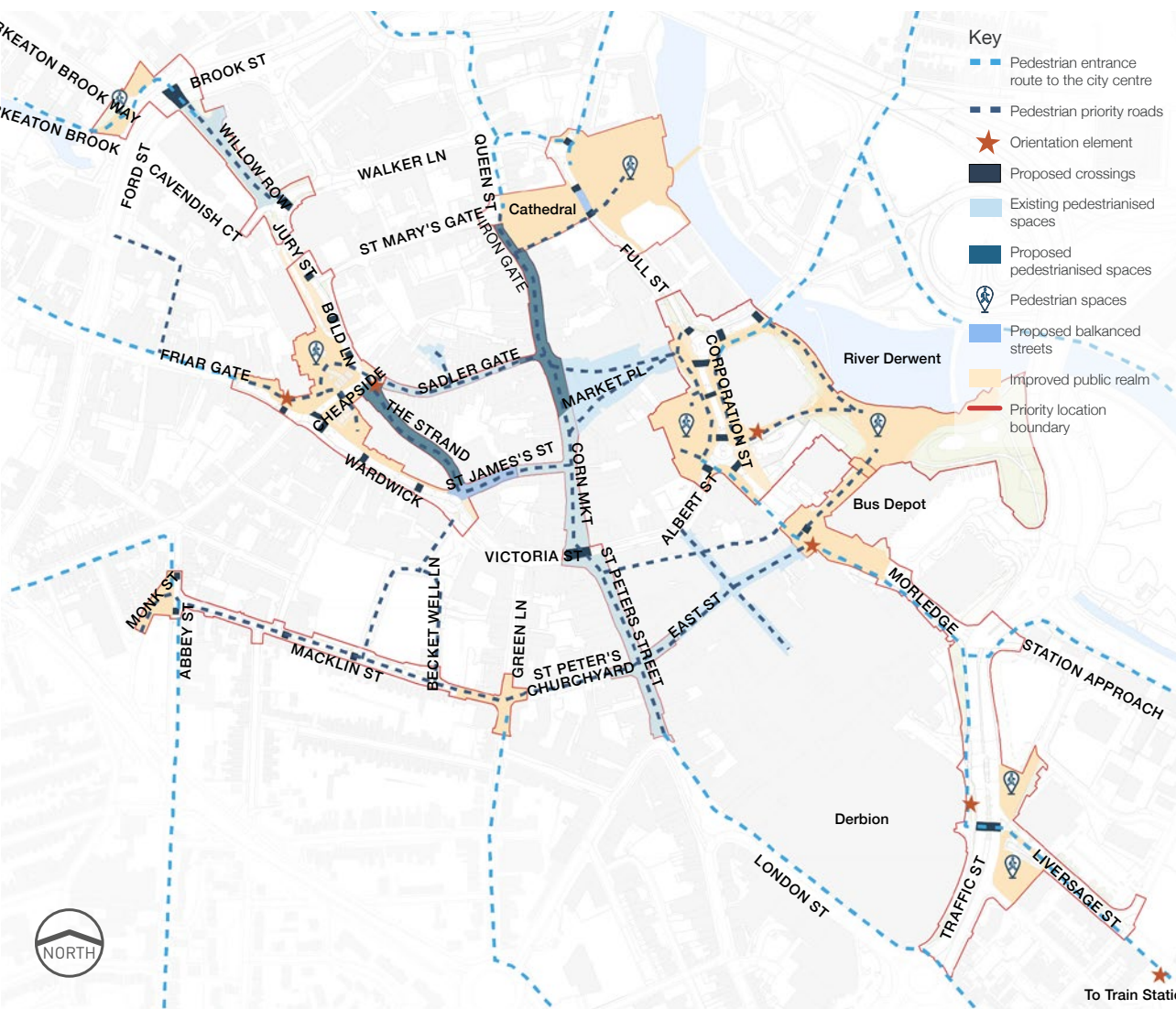
Pedestrian Movement

Existing Condition

- Destinations and movement routes through the city centre are unclear.
- Pedestrian movement discouraged by poor connectivity and limited activation of routes.
- City centre streets prioritise cars, with narrow or often unwelcoming footpaths.
- Pedestrian streets and meeting places lack resting and leisure infrastructure.
- Pedestrian crossings are often poorly marked or missing, even on engineered streets.

Key Changes

- Narrowed carriageways where appropriate to slow traffic, widen footways and introduce clearly marked new crossings.
- St James's Street and St. Peter's Churchyard transformed into balanced streets.
- Iron Gate pedestrianised and The Strand transformed into a pedestrian priority street.
- Maximise on-street staying activities at night by ensuring adequate levels of lighting and surveillance along streets.
- Expanded place making opportunities across the city centre, enhanced by the use of street furniture and attractive features.
- Improved pedestrian signage and wayfinding.



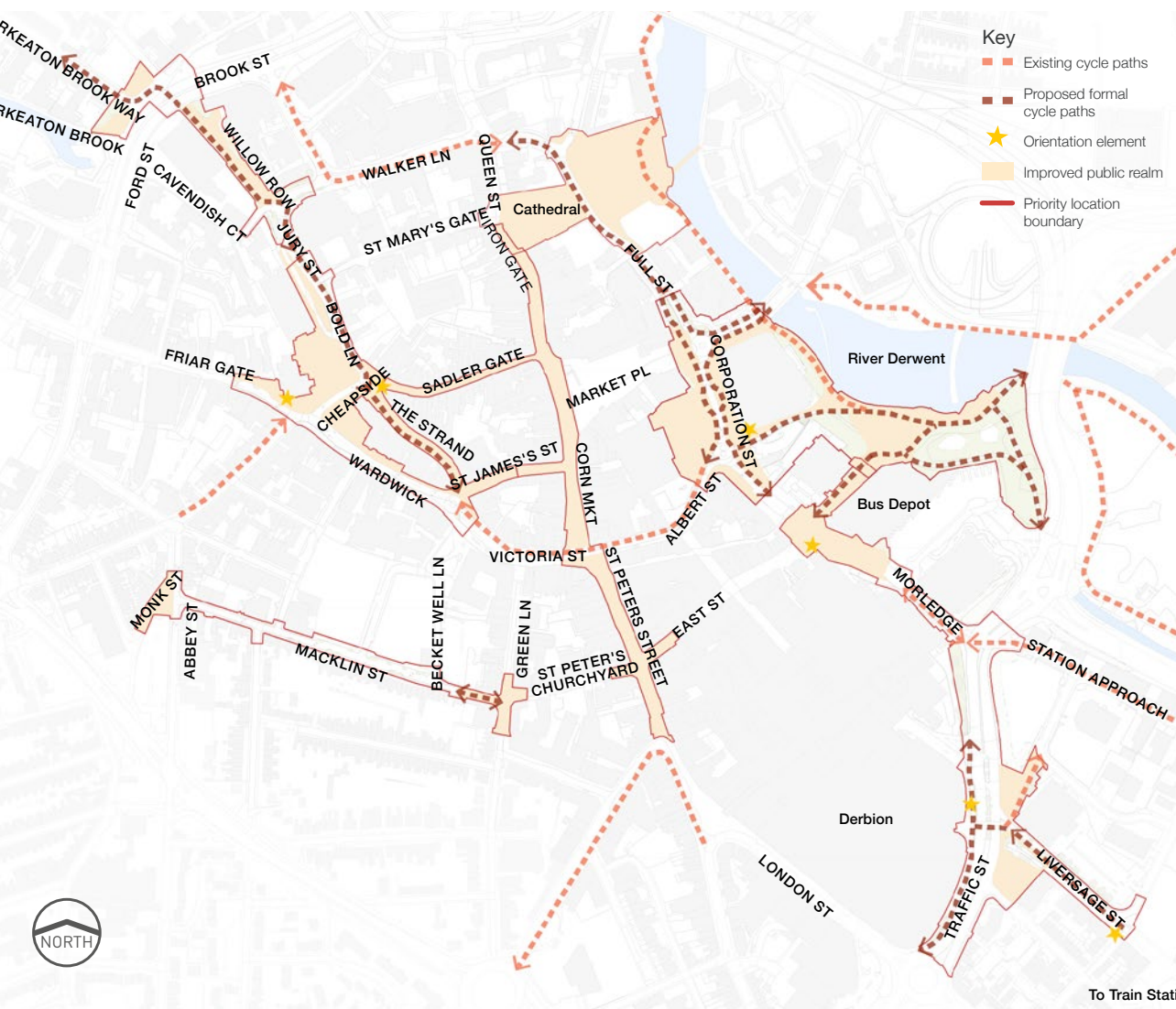
Cycle Movement

Existing Condition

- Fragmented and often poor-quality cycle network.
- Cycling is not perceived as an attractive way to move around the city.
- Insufficient cycle parking and lack of secure parking locations.
- Fear of theft or damage reduces desire to cycle
- Low levels of perceived and actual safety for cyclists in traffic.

Key Changes

- Deliver a coherent cycle network across the city centre connecting main gateways.
- Ensure new cycle paths are clearly marked and, where possible, physically separated from carriageway.
- Reduce conflicts with parked vehicles and moving traffic.
- Improve cyclist information through clear wayfinding and signage.
- Increase cycle parking throughout Derby City Centre in safe, well-lit, and well-overlooked locations.



Vehicular Movement

Existing Condition

- Streets prioritise vehicles, with wide carriageways, few pedestrian crossings and limited cycle routes.
- Little space for walking, resting or leisure.
- High number of parking spaces, both on-street and in car parks.
- Bus routes operate well across the city and provide a strong, safe alternative to private cars.
- Few taxi drop-off points, mainly concentrated in the southern part of the city centre.

Key Changes

- Perception shift in street hierarchy to prioritise pedestrians and cyclists.
- Reduced on-street parking in favour of strategic car parks.
- Controlled service and delivery access maintained to all city centre streets and spaces.
- Proposals may require relocation of taxi drop-off, disabled parking, and loading bays. Any relocation will need to be carefully coordinated and driven by an ease of access and led by community engagement. Provision of disabled parking in particular will need to be carefully address through detailed designs.
- Opportunities should be explored to increase the provision of bus stops and for all stops to provide shelter and seating.

