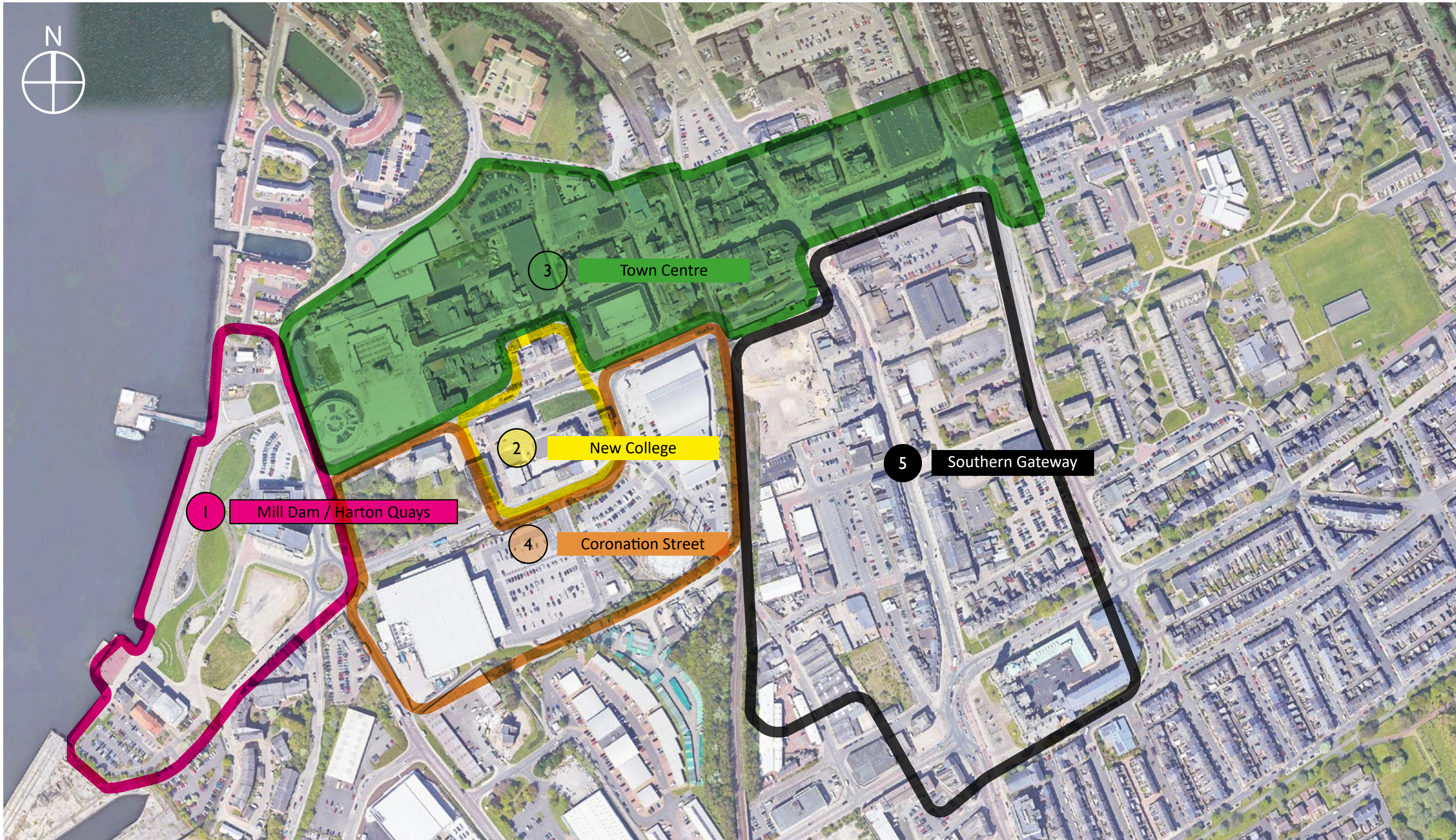
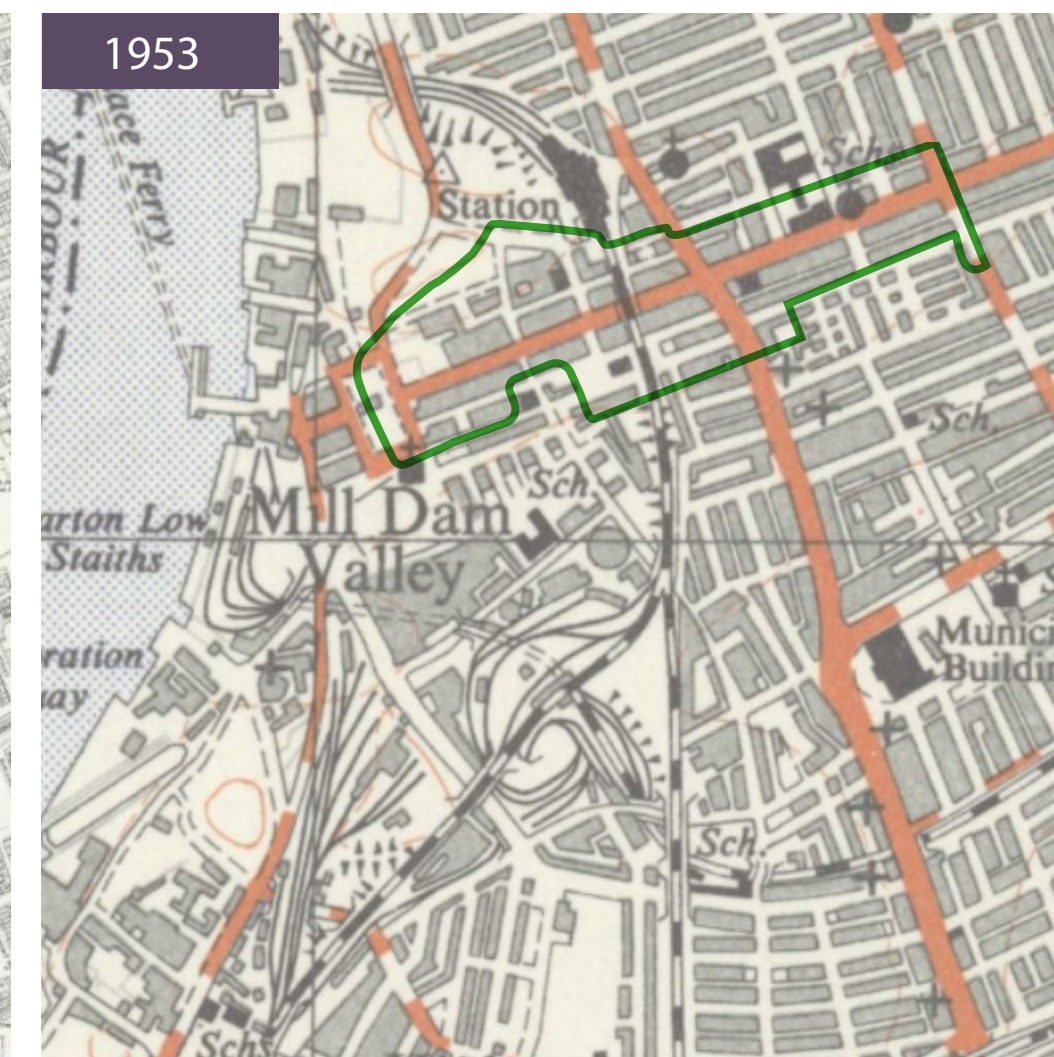
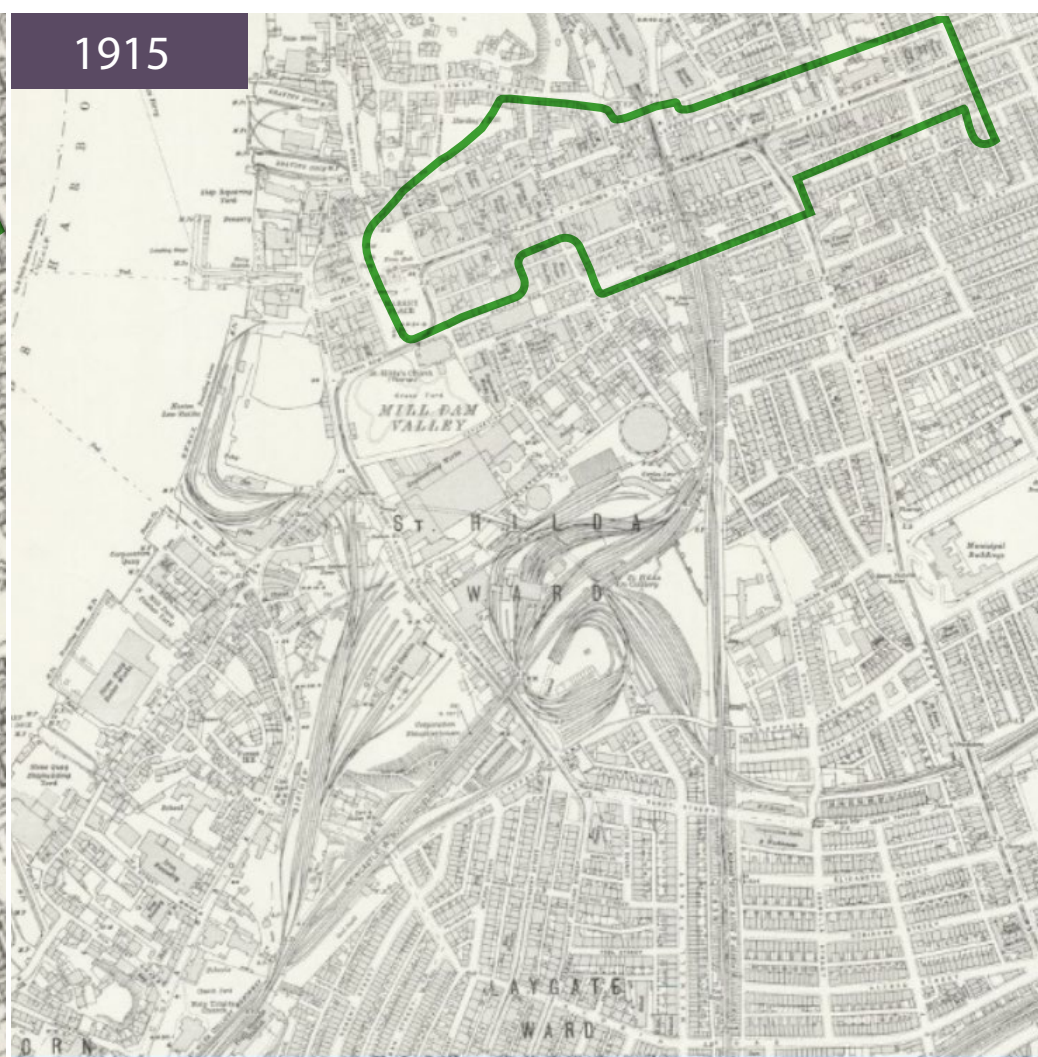
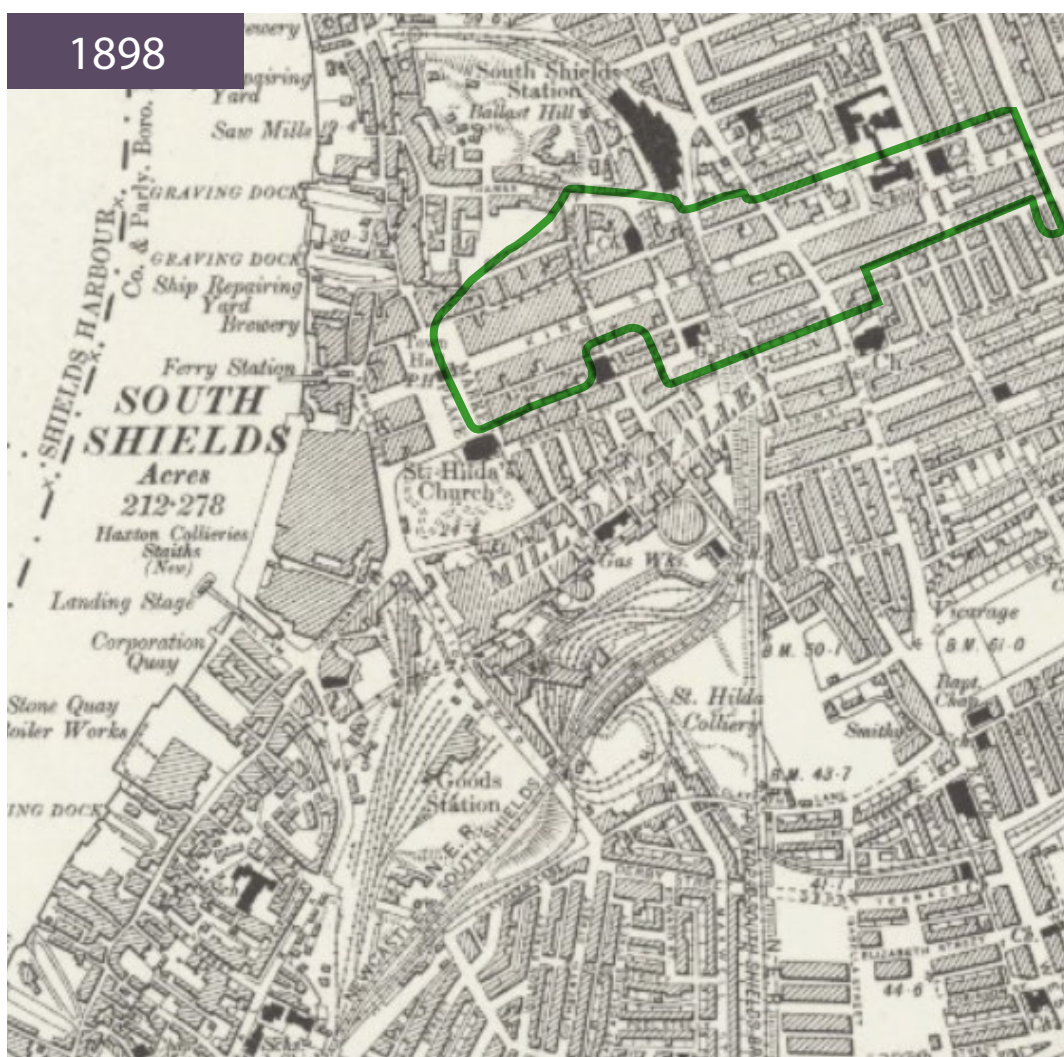


# Our South Tyneside Conversation

# Town Centre Area Context



The town centre area makes up 1 of 5 sub areas within South Shields town centre which have been identified as opportunity areas for regeneration. The town centre area relates to King Street, Market Place and Russell Street. The main concentration of retail premises is on King Street and there are exciting emerging plans for Tyne Coast College to locate a new campus within the town centre. This presents opportunities for existing business with the associated increased footfall this will bring. There are a number of attractive historic properties which contribute to the character of the area. The Market Place hosts weekly market days and is an important attraction. The Queen Street / North Street car park area are important development opportunity sites.

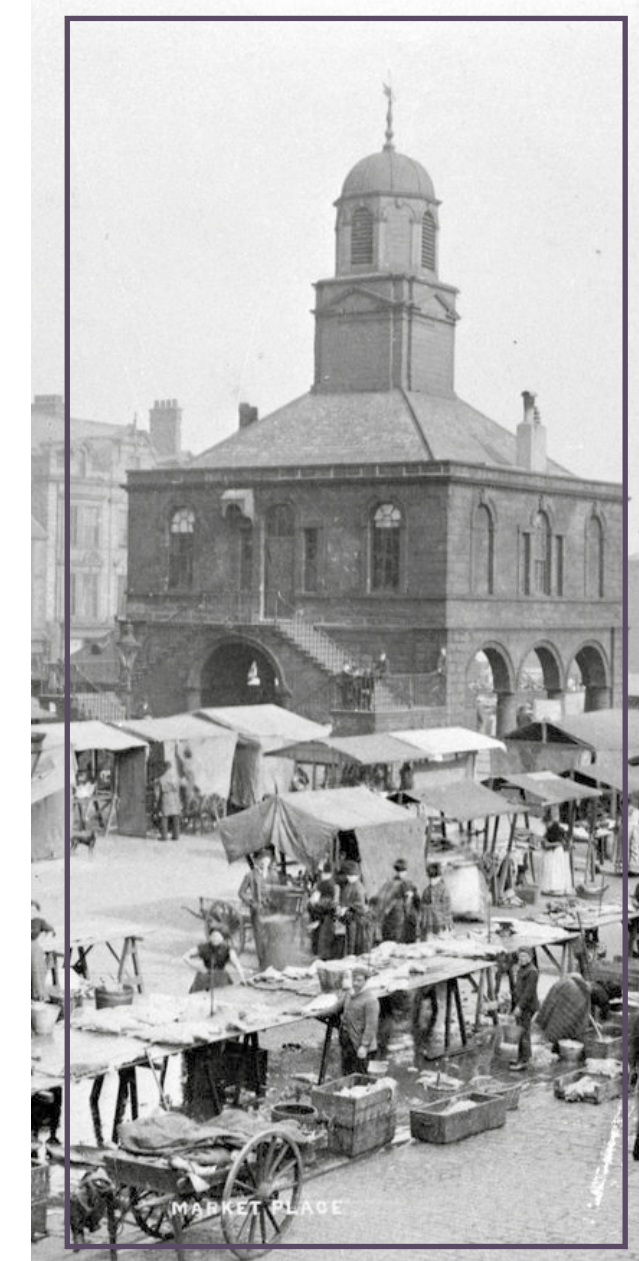


The town centre is an important and distinctive area. It is the commercial heart of South Shields and many of the buildings reflects the historic wealth once associated with the town.

South Shields grew rapidly during Victorian times and the industrial revolution with the introduction of coal mining, ship building and engineering. This led to a drastic growth in population and a subsequent increase in the number of shops and entertainment facilities within the town centre.

However, the growth of online shopping and its effects on the high street have been particularly felt in this area and has resulted in more vacant premises.

The Council is looking at ideas on how to breathe new life into the heart of the town centre.



## EXISTING KEY FEATURES & BUILDINGS



South Shields Market (Market Place)



Barclays Bank (King Street)

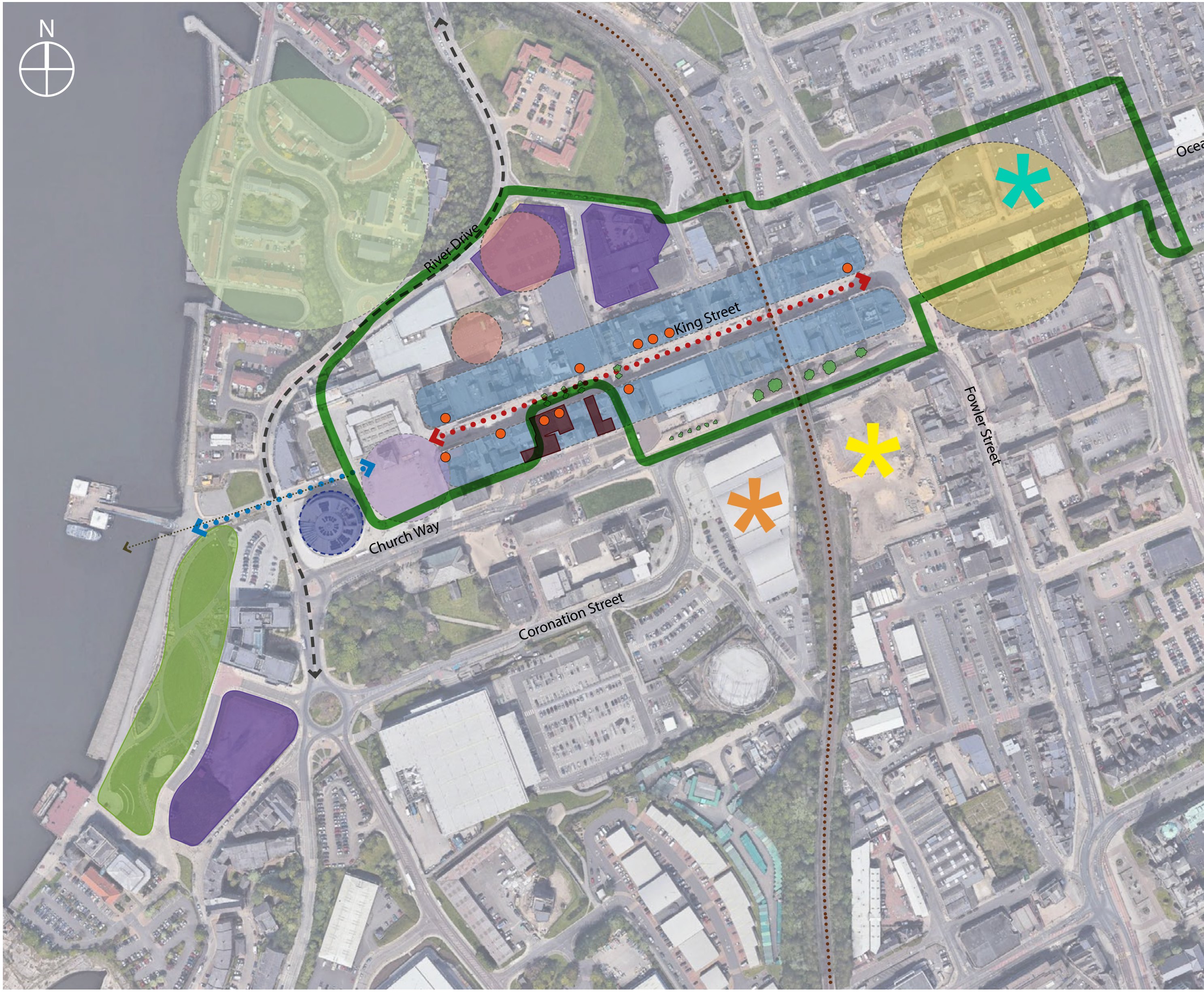


The Scotia (Mile End Road)



King Street public realm (King Street)





## KEY

- Study area
- The Word
- ← ··· ··· ··· → Existing pedestrianised route (King Street)
- ← - - - → Primary vehicular link (A183)
- ← - - - → Key vehicular link (B1344)
- Market Place
- Metro line
- ✱ South Shields Interchange
- Existing residential area
- Vacant buildings
- Existing mature trees
- ← ··· ··· ··· → Key view towards River Tyne
- Existing car parking
- ✱ Vacant ground floor retail unit
- ✱ Waterloo Square retail park
- Harton Quays Park
- Opportunity site
- ← ··· ··· ··· → Pedestrian link to waterfront
- Town centre facilities (retail, leisure, etc.)
- Additional town centre facilities along Ocean Road
- ✱ Morrisons Supermarket

## CHALLENGES

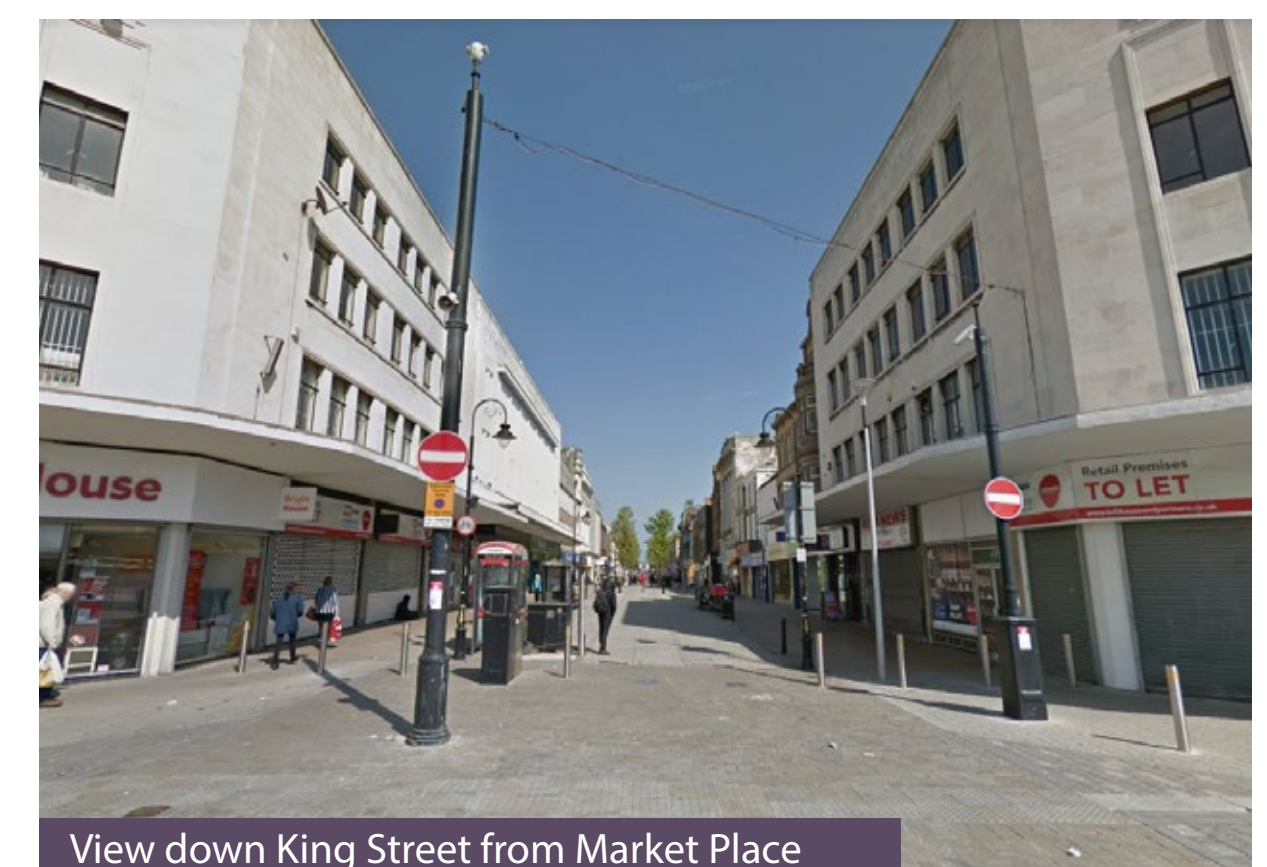
- Unused space and buildings located within the town centre
- Growth of online shopping and changing shopping habits reducing footfall in the town centre
- Lack of variety in offer within South Shields town centre - i.e. little variety in high street shops and food and drink offer
- Lower levels of footfall towards western end of King Street
- Existing trees retained and servicing which may restrict opportunities for further landscaping
- No consistent approach to landscaping and the public realm
- Surface car parking to the north of King Street adjacent to River Drive which is convenient located but does not present attractive edge
- The number of vacant ground floor retail units along King Street indicate lack of demand for shopping opportunities
- Market Place is a large space which not well utilised other than on market days

## STRENGTHS

- Well-connected via public transport (metro, bus and ferry) and new transport interchange
- Good vehicular connectivity including the B1344 which borders the north / west of the study area and provides links throughout South Shields
- Provision of local facilities and amenities including retail and leisure uses
- Close proximity to additional local facilities such as Waterloo Square retail park and The Word
- Pedestrianised route along King Street provides good, safe access to facilities for pedestrians
- Market Place provides a public space and weekly markets are an important attraction

## OPPORTUNITIES

- Opportunity to enhance existing landscape / public realm along King Street and its surroundings
- New college campus locating on King Street can be a catalyst for change and attract new business to the area whilst supporting existing businesses
- Opportunity to revitalise town centre to create a vibrant retail / leisure offer
- Under utilised upper floor space that should be encouraged to be brought into use
- Diversifying King Street away from retail to other uses such as food and drink



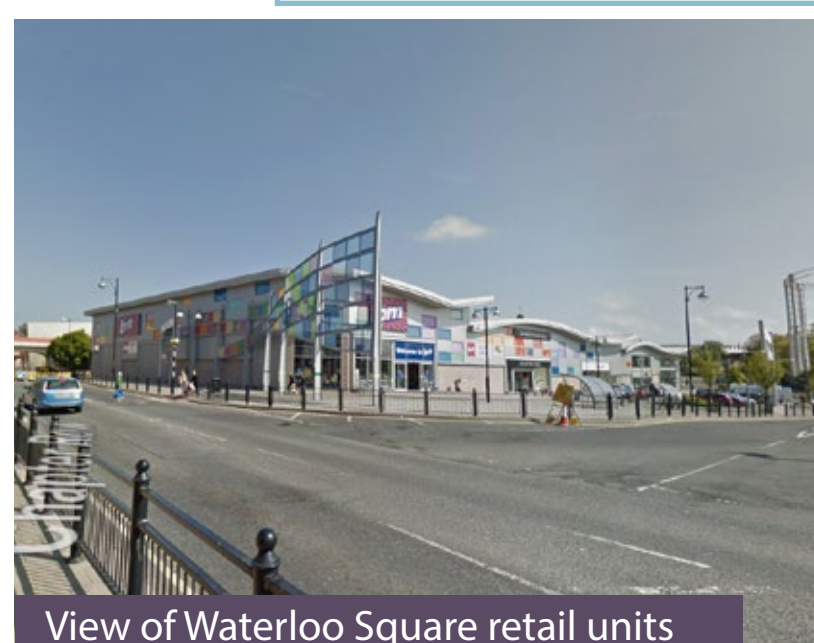
View down King Street from Market Place



View down King Street from Mile End Road



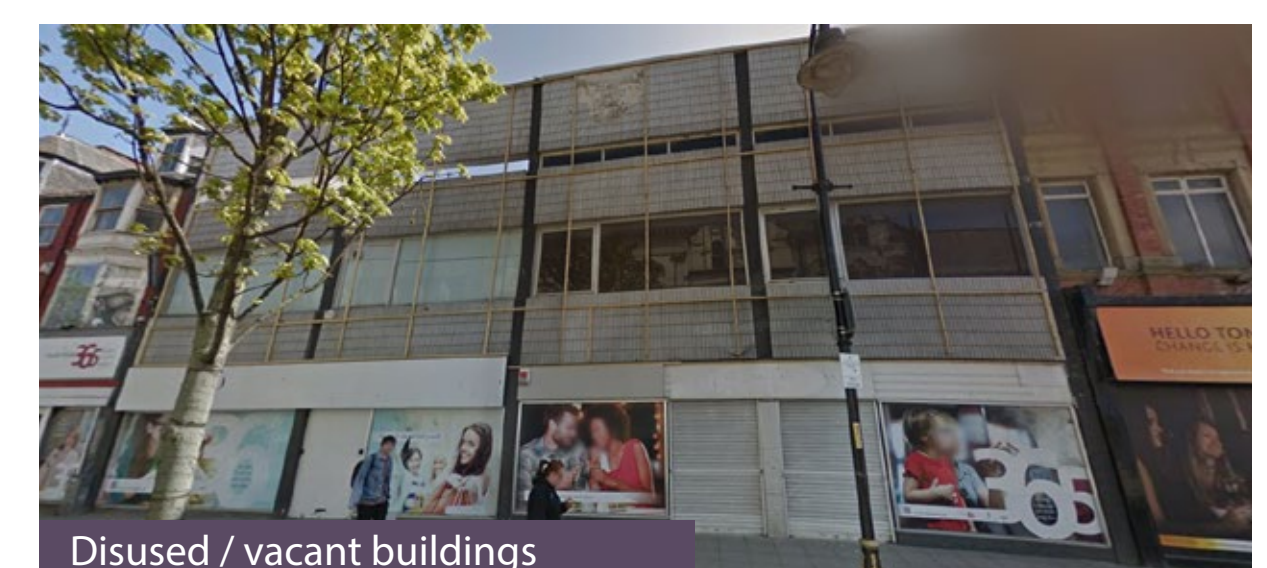
Existing landscaping along King Street



View of Waterloo Square retail units



South Shields Market Place



Disused / vacant buildings



# Our South Tyneside Conversation

# Town Centre Ideas for the Future

## MARKET PLACE REVITALISATION

The Market Place is one of South Shields' historic assets and dates back to the 18th Century. After significant capital investment which improved the attractiveness of the area, there is an opportunity to revitalise the area with a new programme of events and activities. This would animate the area and help increase the footfall and use of this space.



The following images illustrate the type of environment which could be created at the Market Place and with improved market stall facilities alongside a programme of activities and themed market days. Longer term there are opportunities for redevelopment on the northern side of the Market Place with mixed use development including housing, cafés and food and drink.



## KING STREET PUBLIC REALM IMPROVEMENTS



The existing public realm along King Street could be improved with the introduction of additional tree planting, 'pocket' green spaces and seating areas. These improvements may assist with attracting new investment into the area and revitalising King Street.



Illustrative visual showing potential for mixed use residential / retail and creative space at North Street car park site.



Massing model showing mixed use development adjacent to Queen Street and North Street.



These images indicate ideas for the design aspiration for the public realm at King Street.

### We want to hear your thoughts...

#### What brings you to the town centre?

- Shopping
- Socialising
- Leisure
- Live here
- Work here
- Other

#### What challenges does the town centre face?

- Changing shopping habits / rise in online retail
- Vacant buildings
- Quality of the public realm
- Variety of food and drink options
- Variety of shops
- Proximity of green space
- Variety of leisure options
- Other

#### What is the town centre missing?

- Retirement accommodation
- Residential - houses / apartments / family homes
- Restaurants / food and drink options
- Community space
- Cultural space
- Leisure options
- Family activities
- Activities for young people
- Green spaces / trees
- Free public Wifi
- Pop up stalls
- Play areas
- Other

#### What do you think of our ideas so far for the town centre?

- They're spot on
- They need a little work
- Don't think they are right
- Don't know

#### What would you prioritise for the town centre?

- Less retail space on King Street
- Create space for small local retailers
- More residential
- More green space
- More leisure options
- Investment in public realm
- Further investment in the Market Place
- Other



Scan the QR code to find out more

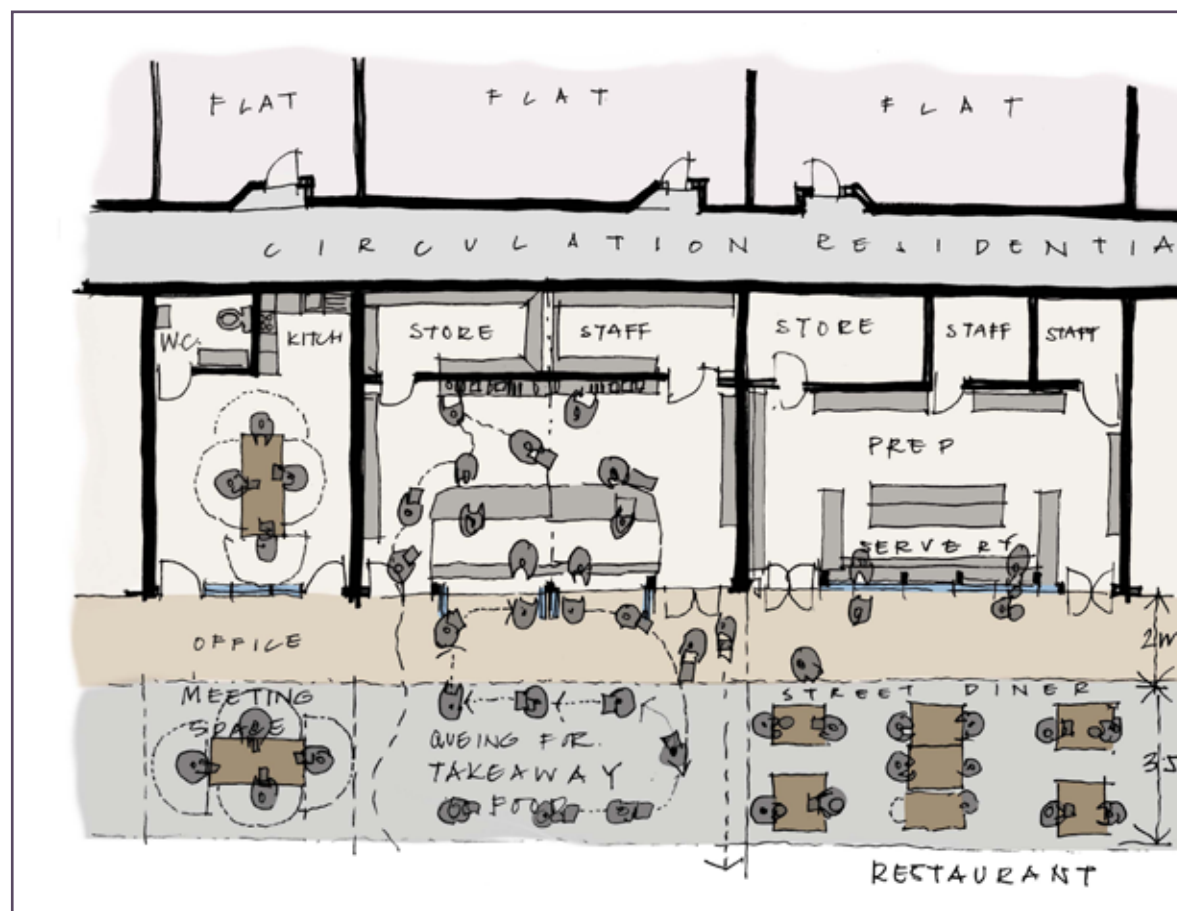
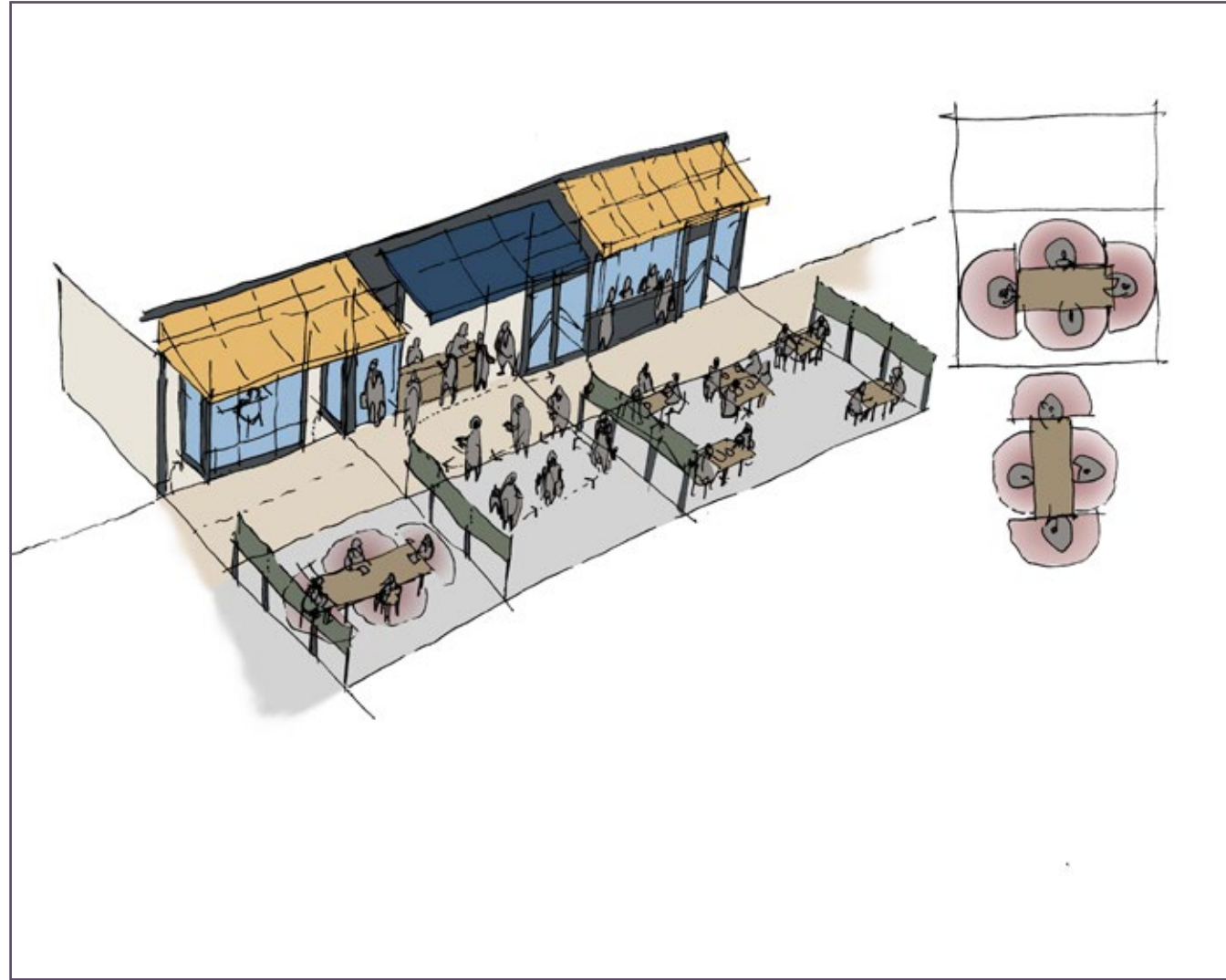


# Our South Tyneside Conversation

# Town Centre Ideas for the Future

## KING STREET

Reconfiguring the street and retail units to serve directly onto the street could help increase activity. The example below shows a coffee shop with direct service to the street. The sketch plan on the right shows how outdoor seating can be introduced.



King Street is the main thoroughfare through the centre of the town but footfall could be increased by ensuring a high quality environment alongside a different offer including more food and drink. A programme of activities and events such as 'food festivals and street food' could help existing traders by attracting more people at different times of the day to the town centre.



## POP UP OPPORTUNITIES



Pop up food and drink within temporary structures alongside box planting and lighting would help diversify the current offer. The diagram below shows how canopies could be introduced to existing properties with outdoor seating and cafe's to increase the offer within the town centre.



Illustrative visuals showing temporary food and drink. Below more residential development in the town centre would increase the town centre population.

## MIXED USE DEVELOPMENT



Above residential, or above ground floor commercial premises creates mixed use development. There is scope for more mixed use development within the town centre.

## We want to hear your thoughts...

### What brings you to the town centre?

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- Socialising
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- Live here
- Work here
- Other

### What challenges does the town centre face?

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