

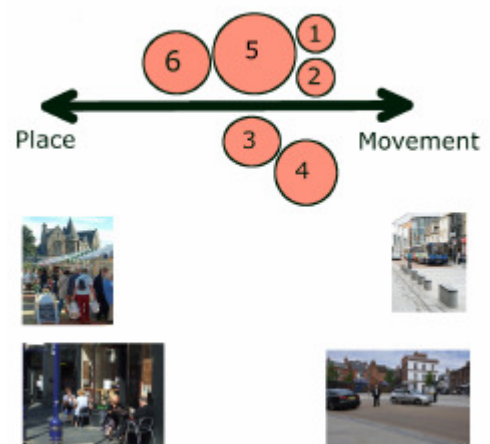
Leven Town Centre: Urban Design Study

1. Urban Design Analysis
2. Background Survey



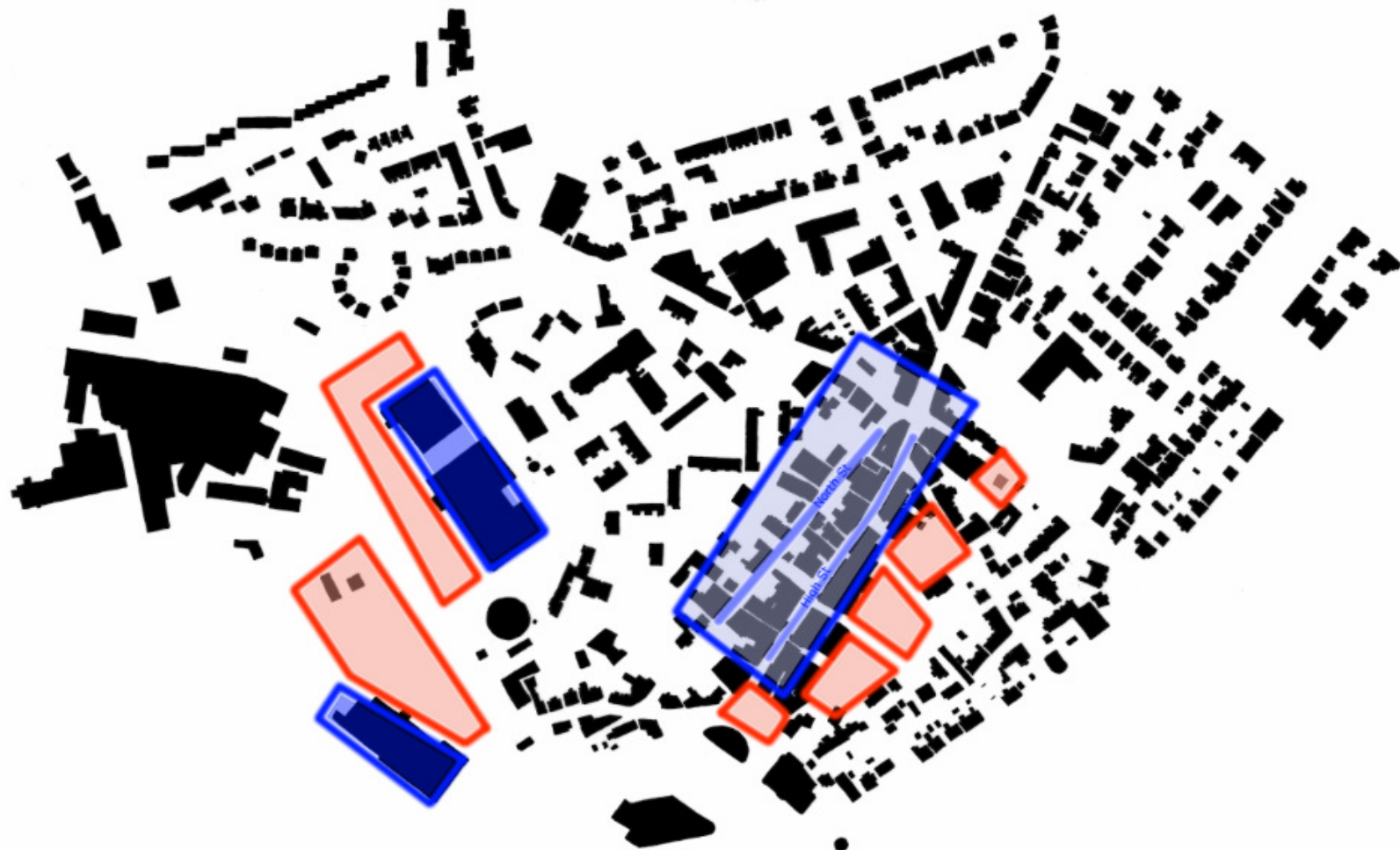
Leven Town Centre: Urban Design Study

1. Urban Design Analysis



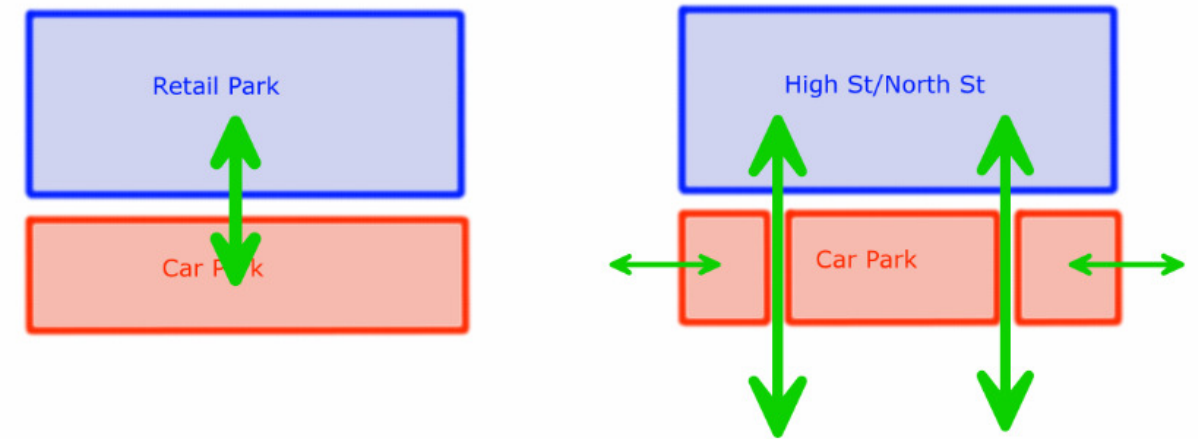
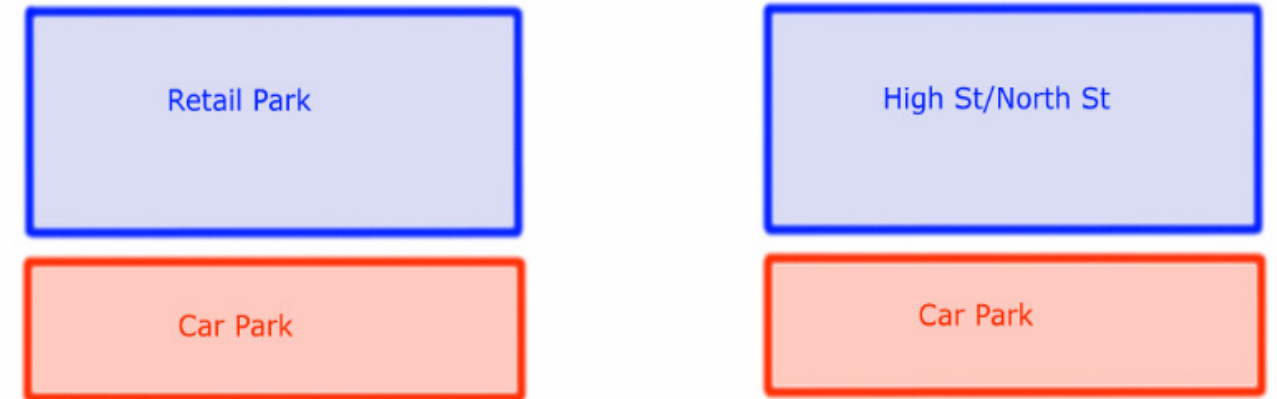
LEVEN – TOWN CENTRE ANALYSIS

Retail Map – Leven Town Centre



CONCEPT ANALYSIS

Retail areas – similar form/function?
A number of town centres in Leven?



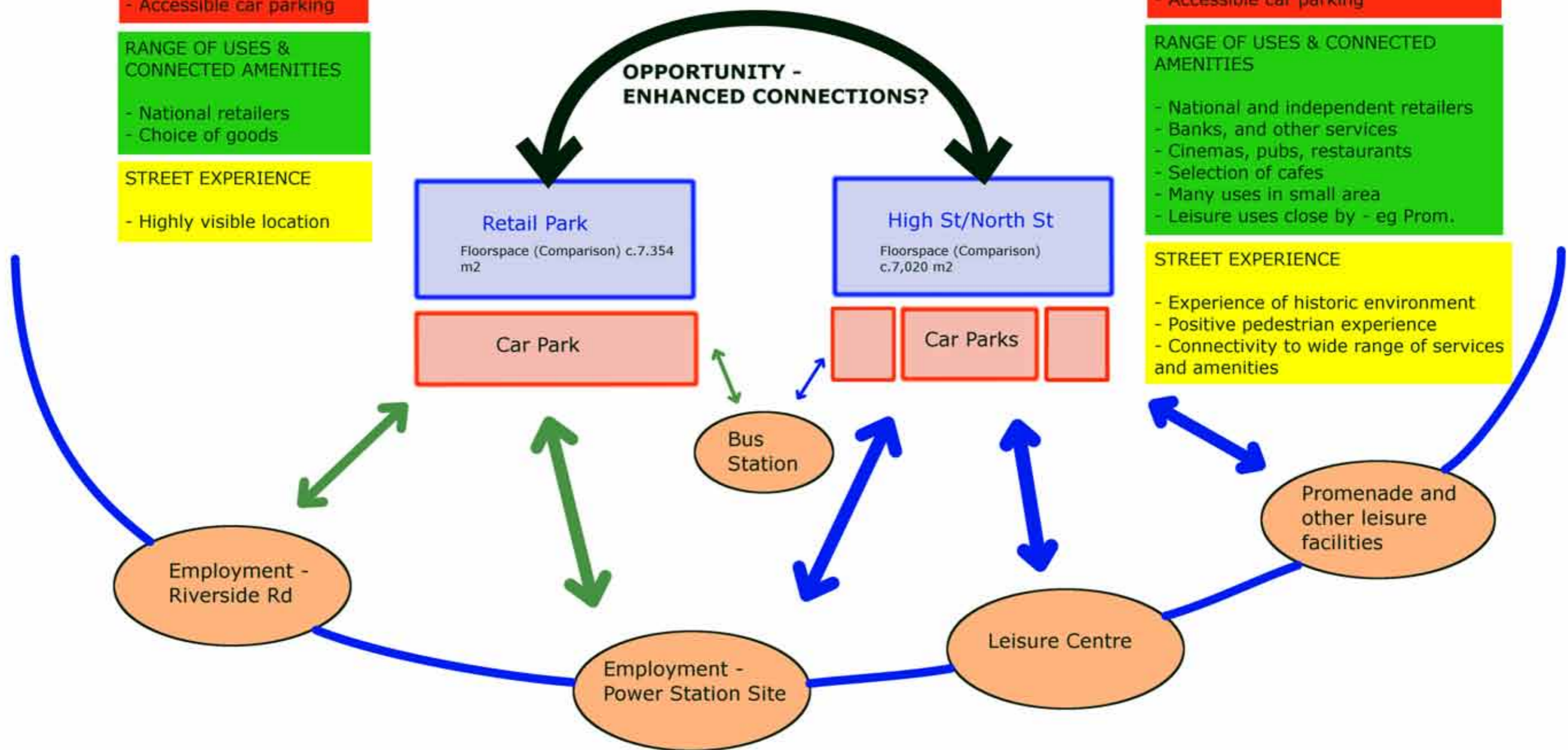
MAIN CONNECTIONS/MOVEMENT FROM CAR PARKS

RETAIL PARK - QUALITIES:

- MOVEMENT**
 - Accessible car parking
- RANGE OF USES & CONNECTED AMENITIES**
 - National retailers
 - Choice of goods
- STREET EXPERIENCE**
 - Highly visible location

HIGH ST/NORTH ST - QUALITIES:

- MOVEMENT**
 - Accessible car parking
- RANGE OF USES & CONNECTED AMENITIES**
 - National and independent retailers
 - Banks, and other services
 - Cinemas, pubs, restaurants
 - Selection of cafes
 - Many uses in small area
 - Leisure uses close by - eg Prom.
- STREET EXPERIENCE**
 - Experience of historic environment
 - Positive pedestrian experience
 - Connectivity to wide range of services and amenities



1. Why Link the Two Centres?

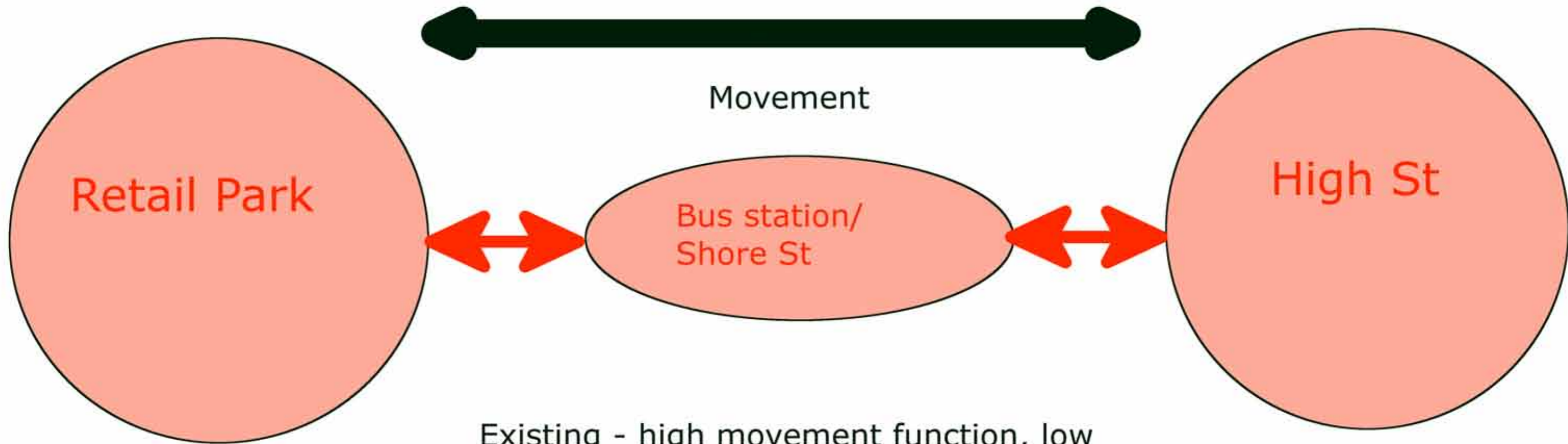
- enhanced shopping/leisure opportunities
- linked trips - park once and walk - realistic/feasible?
- support wide range of town centre services

2. Problems with existing links?

- dominance of vehicles
- limited pedestrian space and public realm
- lack of clarity re. routes to take
- Brewery Wynd route - a "back door" approach

3. Qualities to expect with enhanced connections?

- safe
- attractive and welcoming public realm/ pedestrian space
- easy to use and find your way around
- more choice of routes



Movement

Retail Park

Bus station/
Shore St

High St

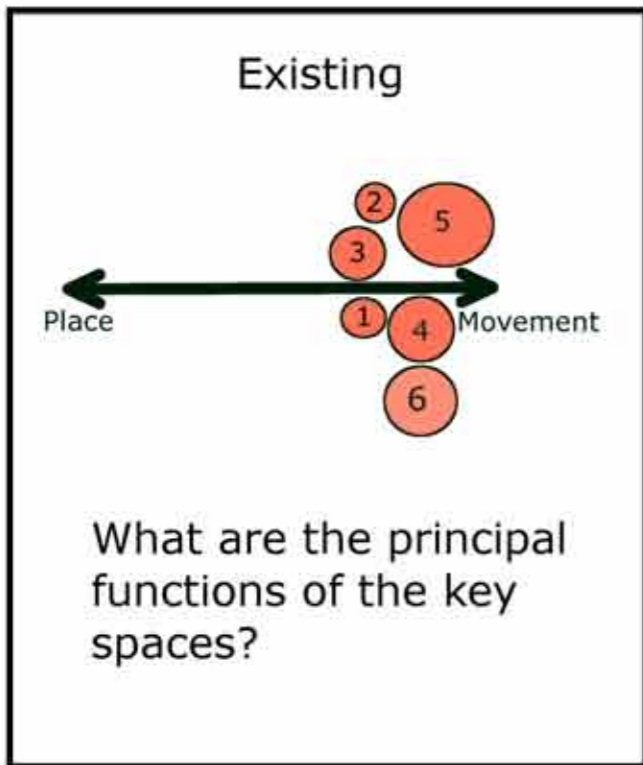
Existing - high movement function, low place function

Objective - better balance between movement and place.

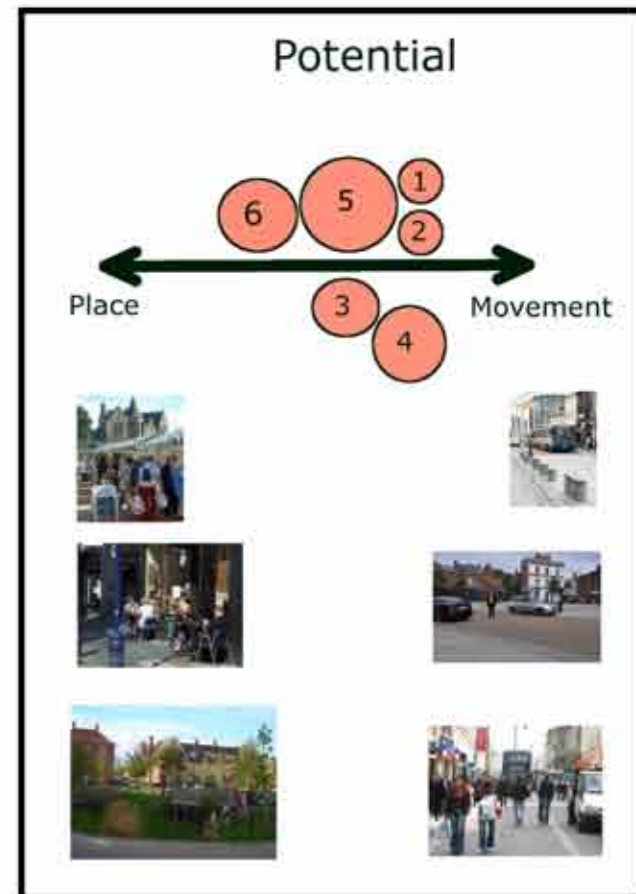
Character Areas (based on predominant uses)



Key Spaces/Movement Nodes



Illustrative



Eastern Promenade

1. Choice of activities in attractive setting - e.g. play park, picnic areas
2. Skatepark
3. Amusement Centre - active leisure destination

Key Summary - Choice of activities, well maintained setting. A place you would want to spend time in.



Western Promenade

1. Poor quality and broken planters
2. Largely unused grassy areas - popular dog toilet
3. Vacant building - former leisure destination - snooker hall
4. Entrance formed by car park and undefined building.

Key summary - Very limited choice of activity, poorly maintained setting, no sense of role/purpose. Not a place you would want to spend time in.



Promenade - Character Analysis

Principal route, A915

Route into Leven
Town Centre

3.



2.



1.



Town Centre Gateway

1. Attractive verge/amenity space on approach to principal turn-off to town centre.
2. Road signs - minimal information about where town centre is and what it can offer.
3. Approaching the crossroads. The town centre is not being 'sold' as a place to visit. It's too easy to drive straight on and not be aware of the facilities/environment on offer.

Opportunities:

Promotional signage, artwork to advertise the town centre as a destination - including use of verge. Create a theme or 'trail' of art along routes to the town centre.

Attractive substantial amenity space - provides an opportunity to create visual markers to define where the town centre is and what it can offer.

Town Centre -
Approach Analysis

OPPORTUNITIES



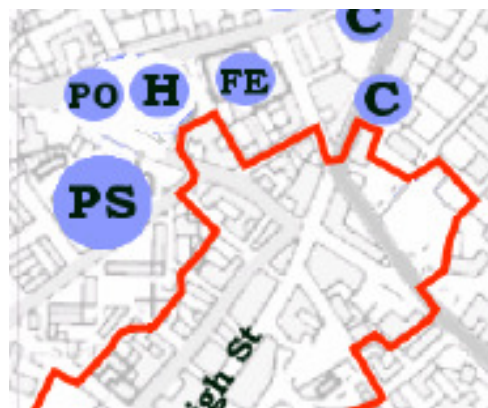
Opportunities

Vehicular Movement	Red	Blue	Yellow	Pink	Brown	White
Pedestrian Movement	Cyan	Light Green	Green	Pink	Orange	Brown
Buildings	Purple	Light Green	Green	Brown	Grey	White
Public Realm	Red	Cyan	Light Green	Green	Orange	Yellow

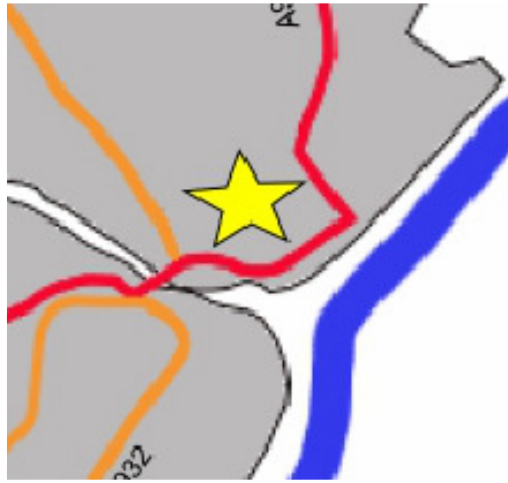
Balance of Interventions?

Leven Town Centre: Urban Design Study

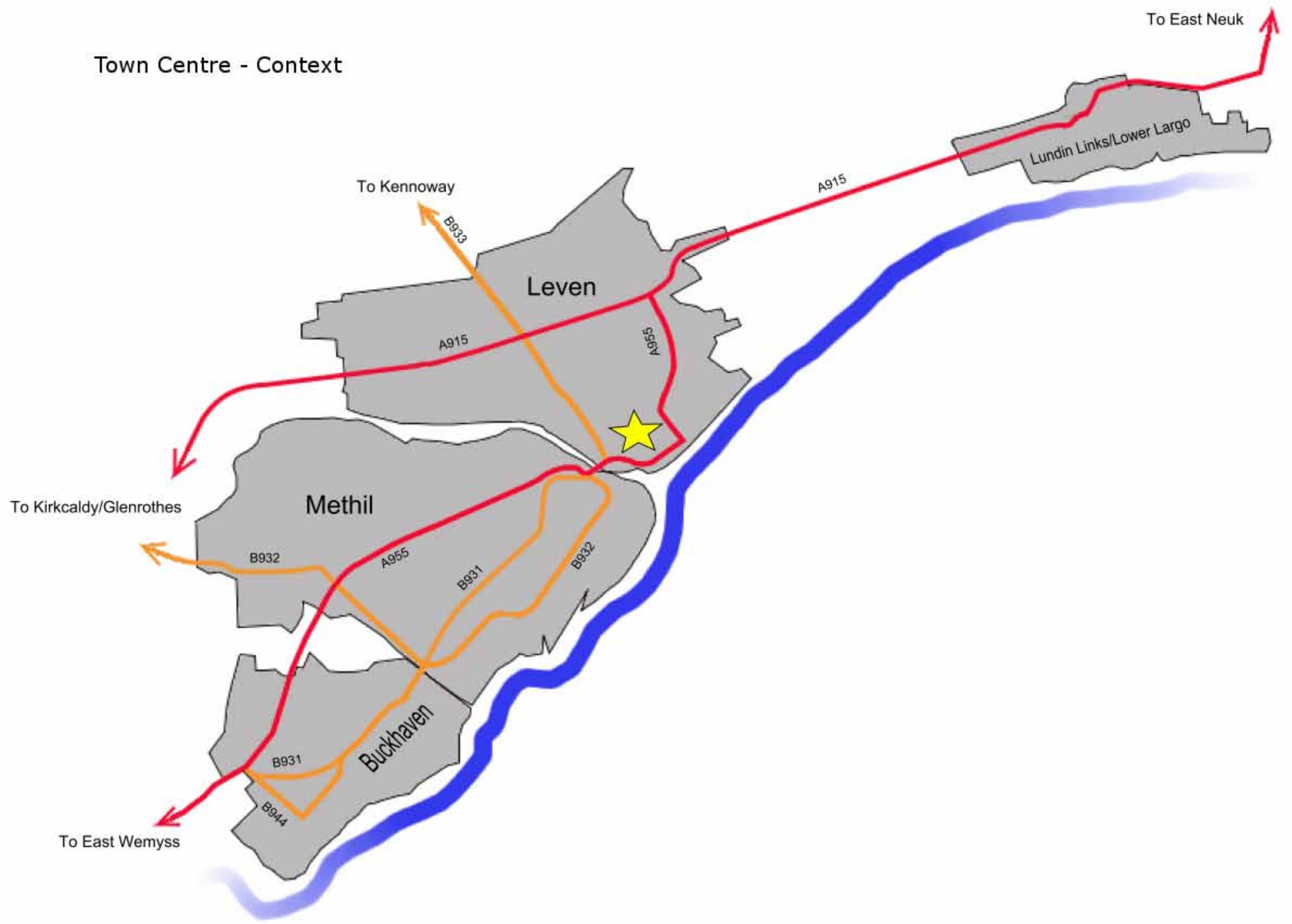
2. Background Survey



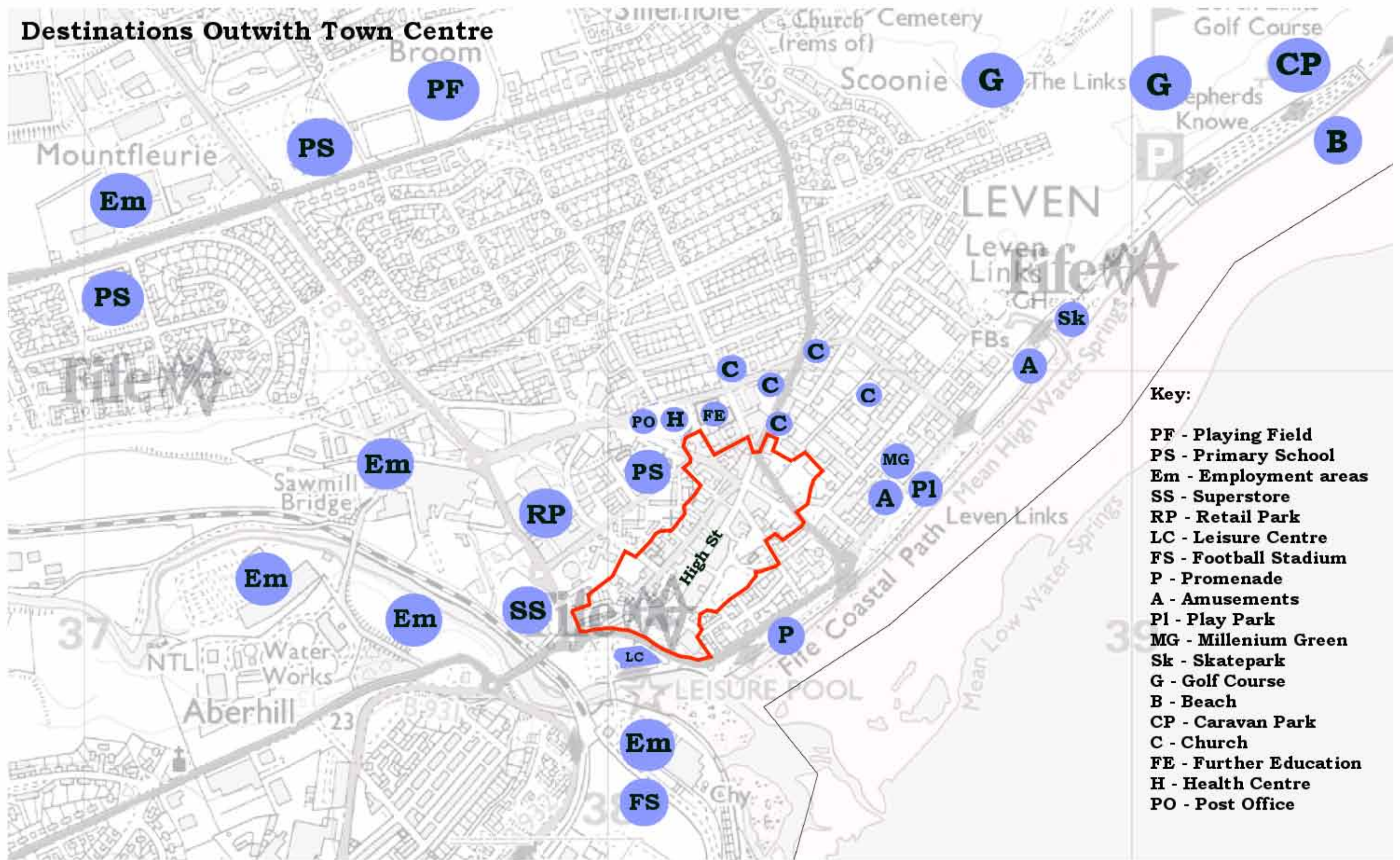
Context



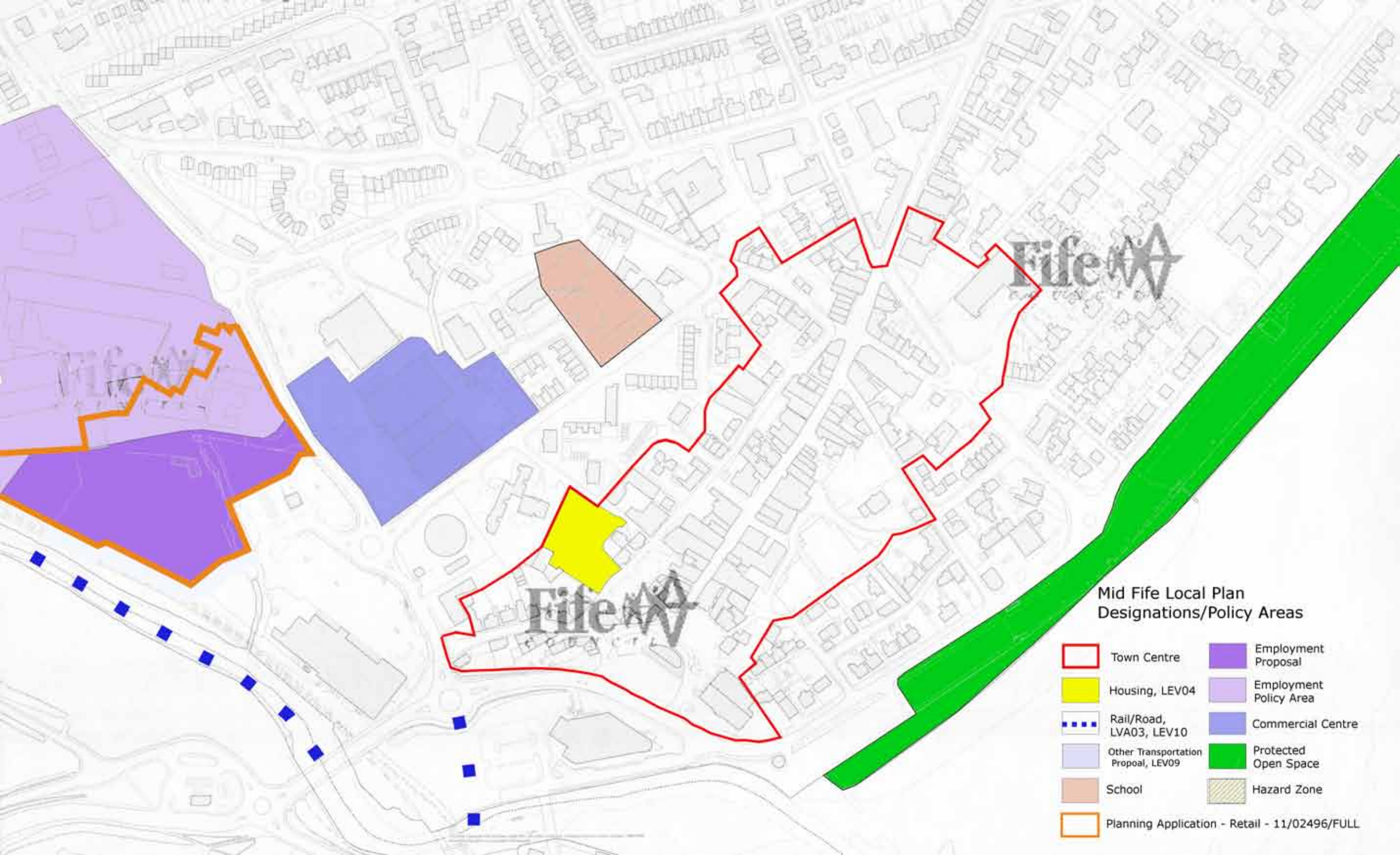
Town Centre - Context



Destinations Outwith Town Centre



- Key:**
- PF - Playing Field
 - PS - Primary School
 - Em - Employment areas
 - SS - Superstore
 - RP - Retail Park
 - LC - Leisure Centre
 - FS - Football Stadium
 - P - Promenade
 - A - Amusements
 - Pl - Play Park
 - MG - Millenium Green
 - Sk - Skatepark
 - G - Golf Course
 - B - Beach
 - CP - Caravan Park
 - C - Church
 - FE - Further Education
 - H - Health Centre
 - PO - Post Office



Mid Fife Local Plan
Designations/Policy Areas

- | | | | |
|---|---|---|------------------------|
|  | Town Centre |  | Employment Proposal |
|  | Housing, LEV04 |  | Employment Policy Area |
|  | Rail/Road, LVA03, LEV10 |  | Commercial Centre |
|  | Other Transportation Proposal, LEV09 |  | Protected Open Space |
|  | School |  | Hazard Zone |
|  | Planning Application - Retail - 11/02496/FULL | | |

Buildings



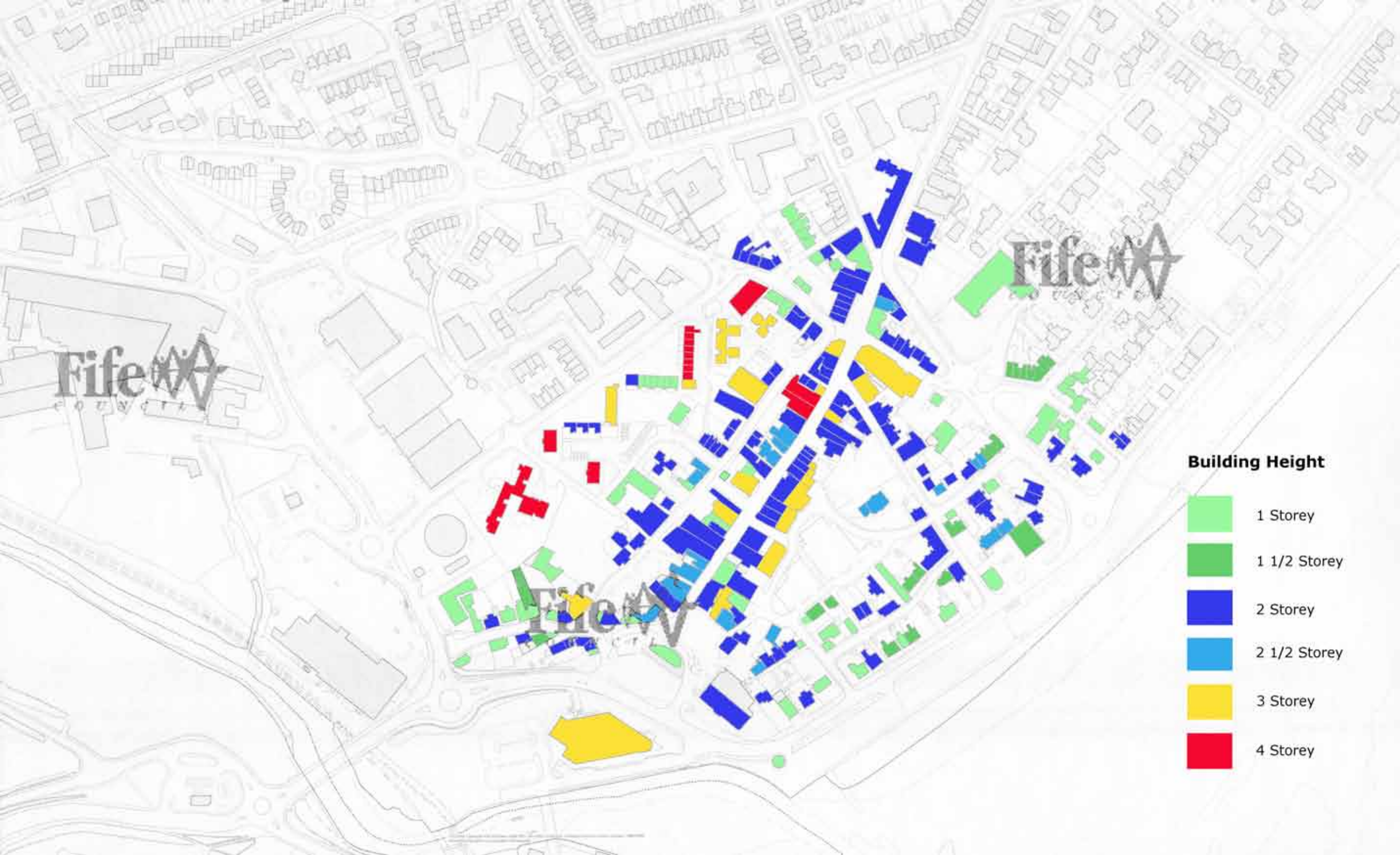


Figure Ground Plan - Leven Town Centre



Buildings - Features

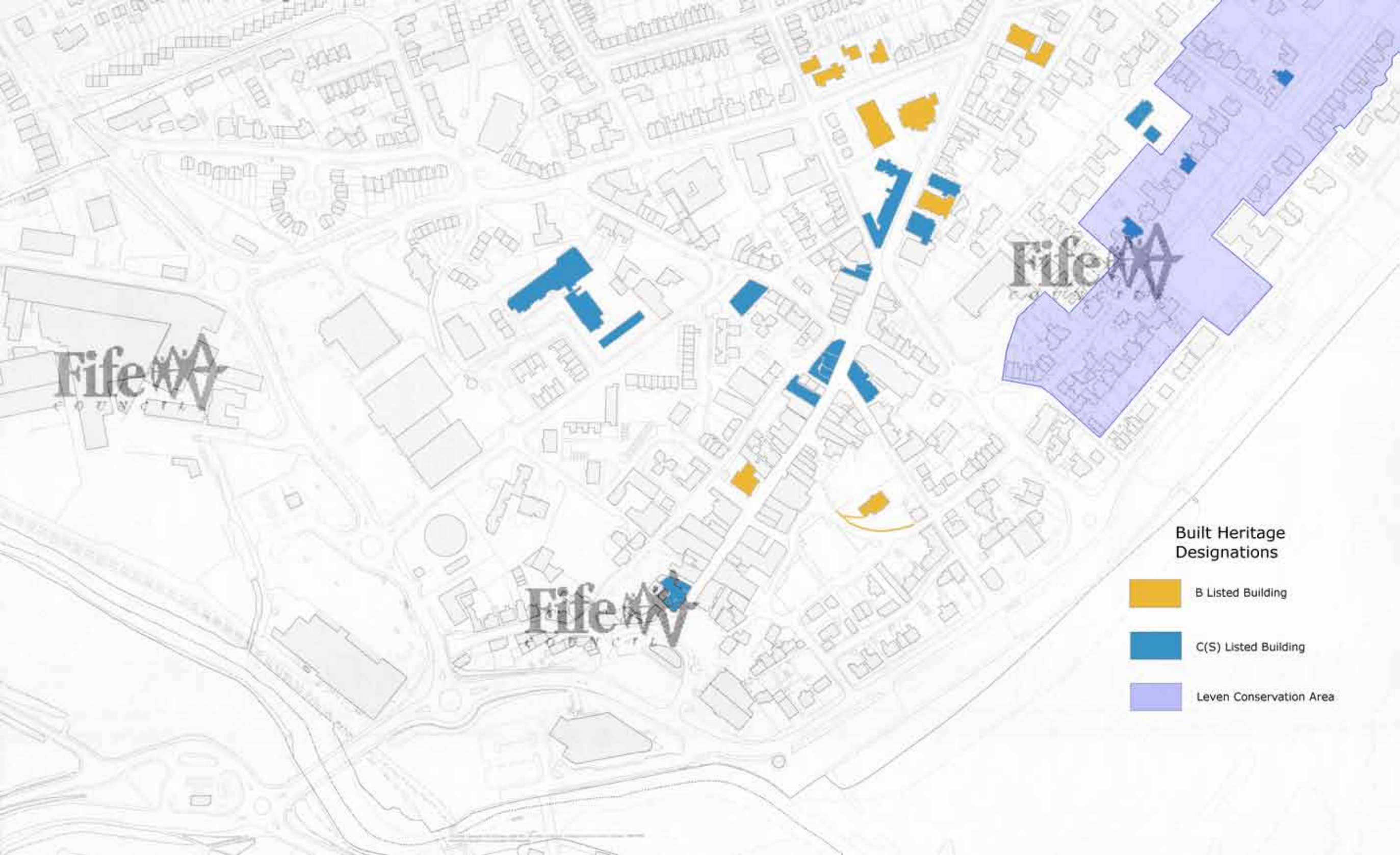
- Building Fronts
- Prominent Building rear
- Distinctive/Prominent Buildings
- Unclear front/back
- Buildings enclosing public realm
- Unsympathetic shopfront
- Other prominent building/feature
- Other feature





Land Uses

- | | | | |
|---|-----------------------------------|---|--|
|  | Assembly |  | Medical |
|  | Comparison |  | Non Retail |
|  | Convenience |  | Office |
|  | Convenience/
Comparison |  | Service |
|  | Government/
Municipal Building |  | Vacant Retail/
Service |
|  | Hotel |  | Residential Use,
incl. upper floors |
|  | Leisure | | |



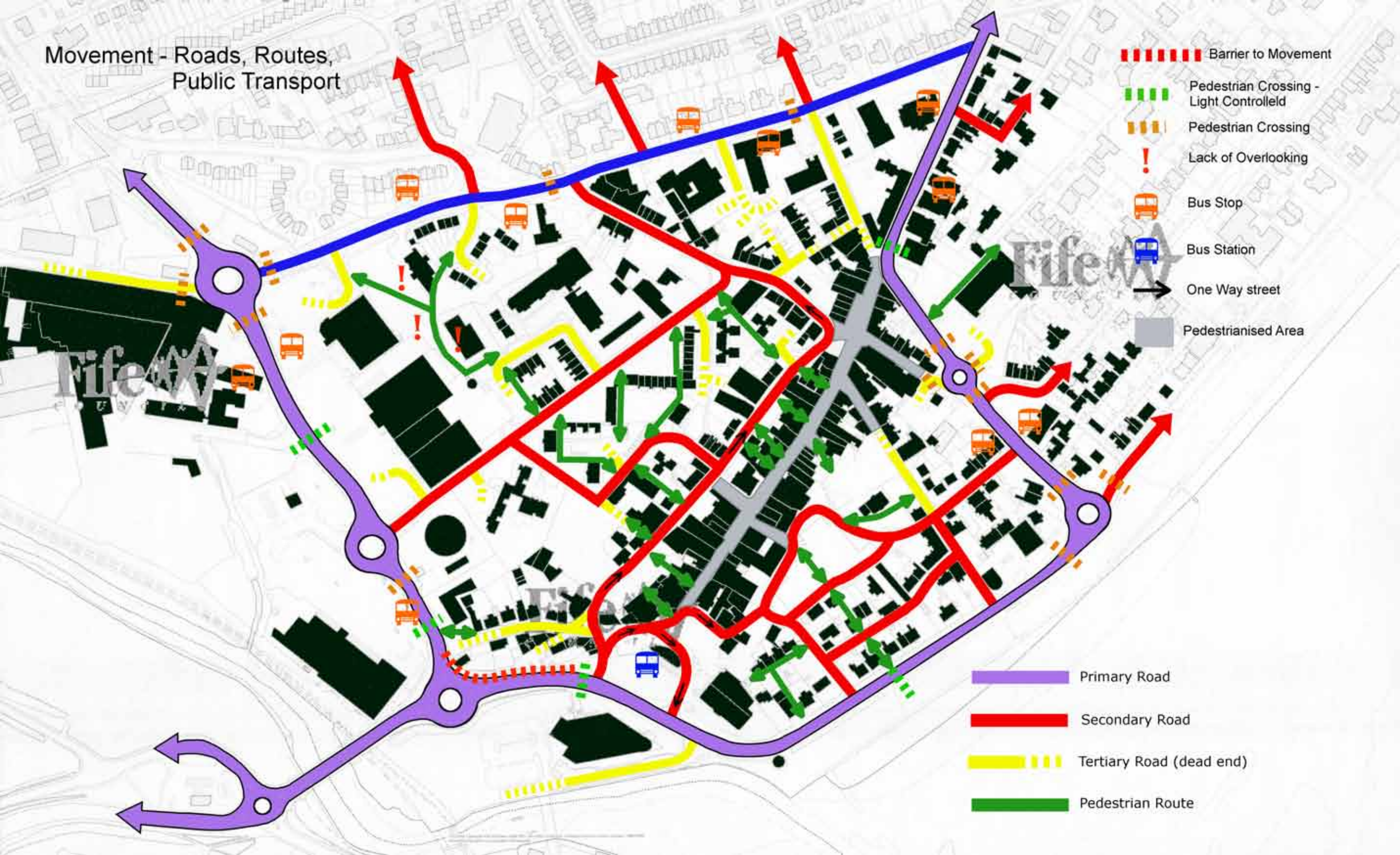
Built Heritage Designations

-  B Listed Building
-  C(S) Listed Building
-  Leven Conservation Area

Movement



Movement - Roads, Routes, Public Transport






- Barrier to Movement
- Pedestrian Crossing - Light Controlled
- Pedestrian Crossing
- Lack of Overlooking
- Bus Stop
- Bus Station
- One Way street
- Pedestrianised Area

- Primary Road
- Secondary Road
- Tertiary Road (dead end)
- Pedestrian Route




Cycle Routes

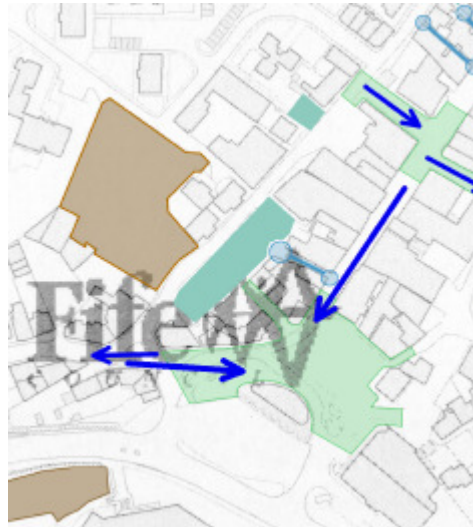
-  Cycle Route - on road
-  Cycle Route - on road cycle lane
-  Cycle Route - traffic free, shared use path

 Cycle Parking

 Light Controlled Crossing

 Pedestrian Zone

Spaces



Spaces

- Principal Area of Open Space
- Principal Public Realm Area
- Other Prominent Space
- Poor Quality/Underused Space
- Principal View
- Other Space - Close





Car Parks/Service areas

-  Fife Council Car Park (with capacity)
-  Private Car Park
-  Service Area
-  Taxi Rank

Prepared by:

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Fife Council
Enterprise, Planning & Protective Services**

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