

# DRAFT

## Lye and Stour Valley Masterplan and Design Code

## Design Code

May 2023



# Coding Plan

At the heart of the masterplan and coding process is the Coding Plan. This identifies a series of Area Types as they apply to the existing urban area plus a set of development sites where new development is anticipated to which the code will apply. This plan will form the basis for the code developed in the next stage of the work together with the masterplan on the following pages.

## Area Types

Our baseline work on Lye identified five Area Types derived from an analysis of the existing urban area. Each of these Area Types are shown on the existing Area Type Plan. They have been assessed based upon BDP's Area Type Worksheet as set out in Appendix 1 and include.

- **Town Centre:** A combination of two and three storey buildings on a street that at points is 12m wide, with continuous shopfronts, a fairly strong and consistent building line and other uses on the upper floors.
- **Urban Neighbourhood:** The older housing stock in the town is mainly Victorian Terraces, which is two and occasionally three storeys with party walls, narrow streets and long gardens, relatively consistent building line and sense of enclosure.
- **Suburban Neighbourhood:** More recent housing ranging from inter-war to modern developments, mostly semi detached and two storeys on wider streets with front and back gardens.
- **High Density Housing (Modernist estate):** This area type relates to the Clay Croft Area Type with a courtyard based design with four and five storey walk-up and deck access blocks interspersed with low rise housing and large areas of underused shared outdoor space.
- **Industry:** Manufacturing areas with large single storey sheds and yards often with little relationship to the street.

The coding process will assess each of these area types and replicate the best elements of them to form guidance for the design code.

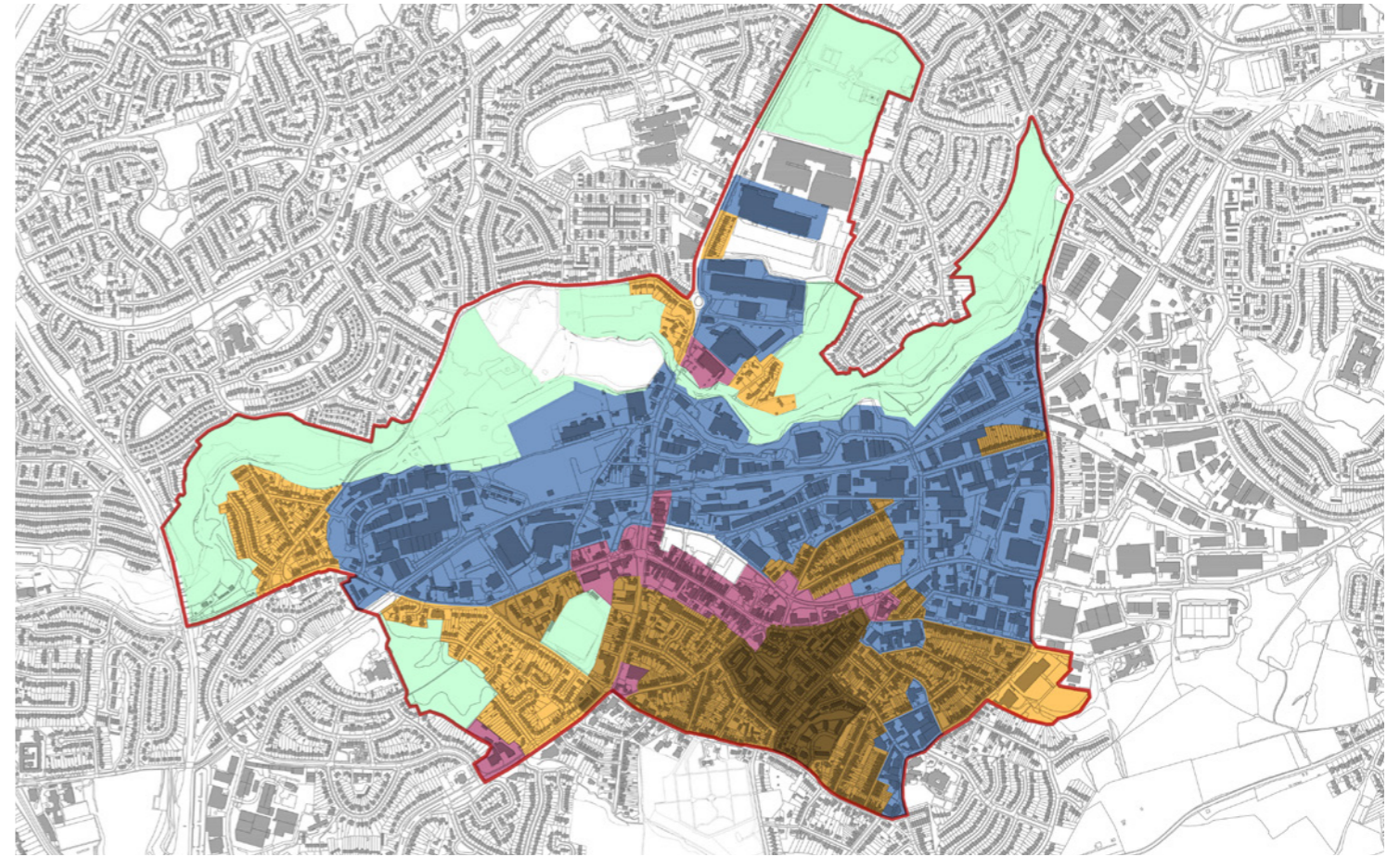
## Coding Plan

The Area Types within the design code will not just replicate the existing condition. We will develop the analysis of the existing area types into guidance that replicates the best aspects of the existing area and improves those areas that are less successful.

The existing plan shows five Area Types as described below. The coding plan simplifies this to four, suggesting that if Clay Croft were ever to be developed it would be done in line with the Urban Neighbourhood Area Type.

The plan then suggests the application of these Area Types to the development sites identified on the Hard and Soft Plan on the previous page. The development of these sites would therefore be guided by the coding rules in each of these Area Types. For example, if the Clay Croft Estate were ever to be redeveloped in Project 12, it would be done on the basis of the Urban Neighbourhood Area Type, applying the successful qualities of this Area Type in a place-specific manner.

***This is a draft document, shared for the purposes of the consultation which is running between 26th May and 23rd June 2023. The outcome of the consultation will be incorporated into the final design code and masterplan proposals for Lye and Stour Valley.***



### Area Types Existing (above)

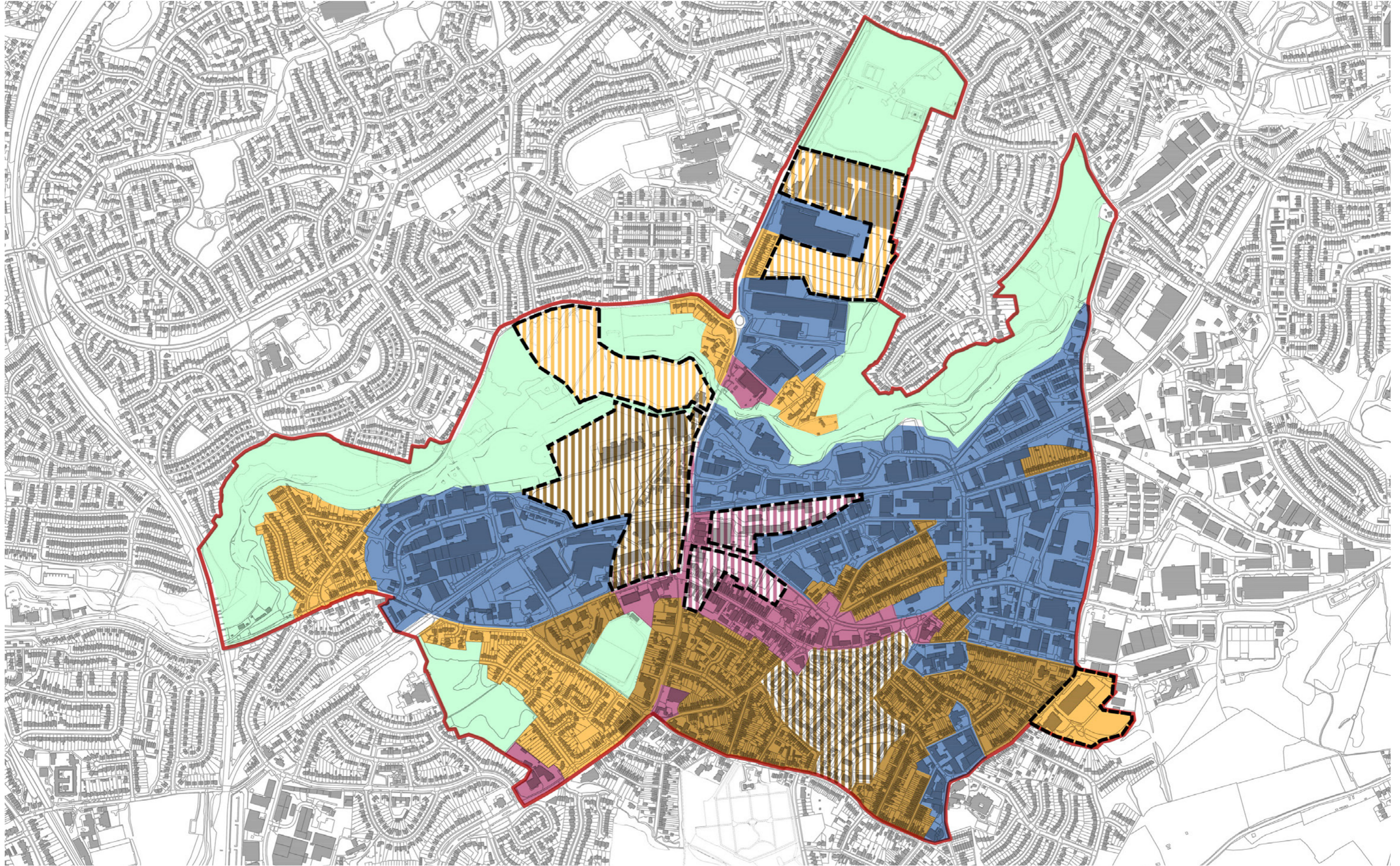
- Suburban Housing
- Urban Neighbourhood
- Modernist Estate
- Industry
- Town Centre

### Area Types Proposed (right)

- Suburban Housing
- Urban Neighbourhood
- Industry
- Town Centre
- Proposed suburban housing
- Proposed urban housing
- Proposed Town Centre



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## Area Type Worksheet

The Area types are developed through a series of worksheets. The analysis is based on a typical section of each Area Type from the coding plan, and used the adjacent Area Type Worksheet to assess the character of the area. The worksheet involves measuring and assessing a number of key dimensions and answering a series of questions. The assessment was carried out by BDP.

A 'tissue sample' of each area has been drawn up and analysed in more detail to explore its character. The sample is based on a 30m stretch of street and the worksheet includes a range of questions about this sample street that will allow us to determine its character.

The diagrams on this page indicated a typical successful example of each of the Area Types which can be found within Lye.

### Industrial Area Type

Much of Lye is successful industrial land. The urban design is adversely impacted by car dominance in these areas, and biodiversity is weak. Buildings are introspective and offer little surveillance or engagement with the street.

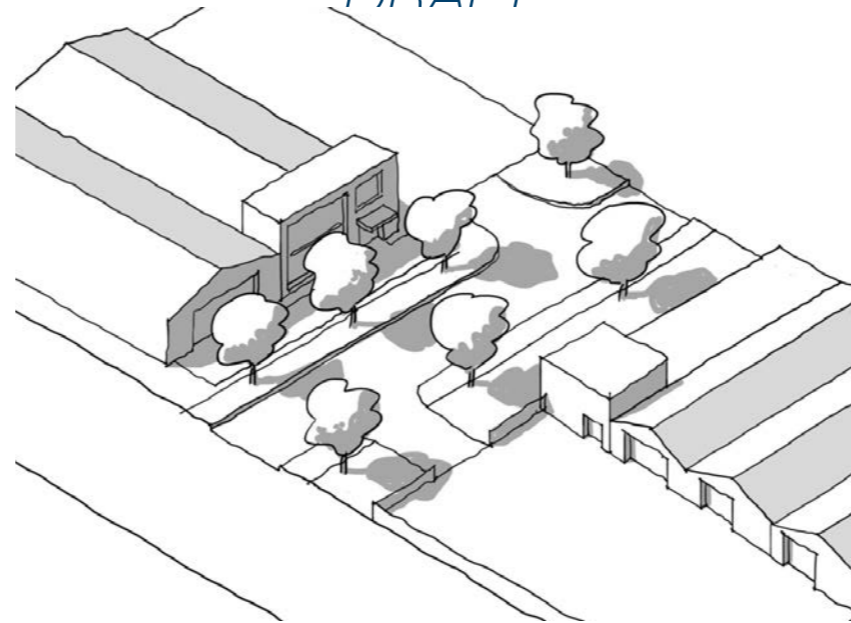
### Lye Centre

Currently Lye High Street functions as a Local Centre Area Type, however there are opportunities for densification along the High Street and in plots behind the shops to create more of a Town Centre destination in the future.

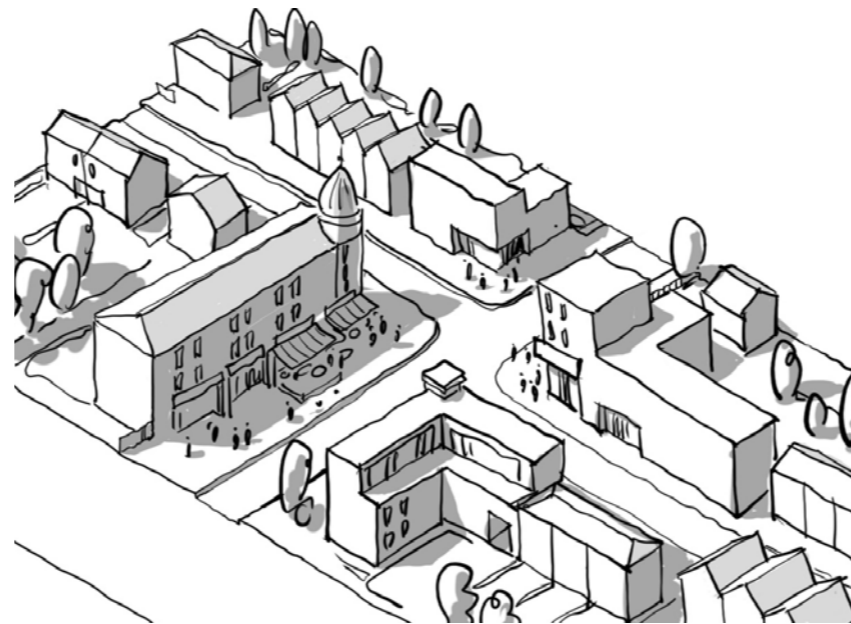
### Residential Neighbourhoods

There are a mix of urban and suburban housing areas in Lye and the wider Stour Valley area, although the densities are quite low when compared with the National Model Design Code standards. For example, Shepherd's Brook Road is classified as 'Suburban' but has some characteristics of an Outer Suburb - with low street enclosure and low-average density.

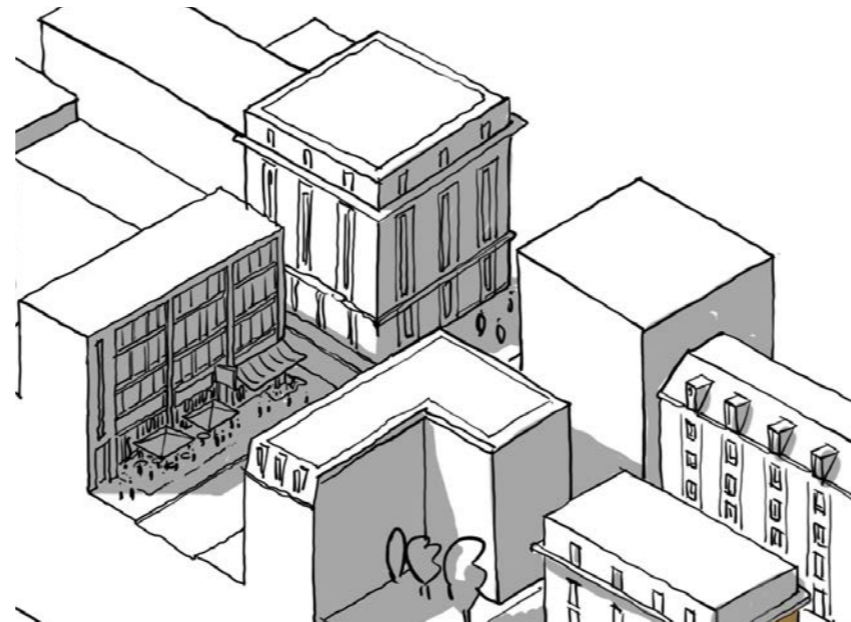
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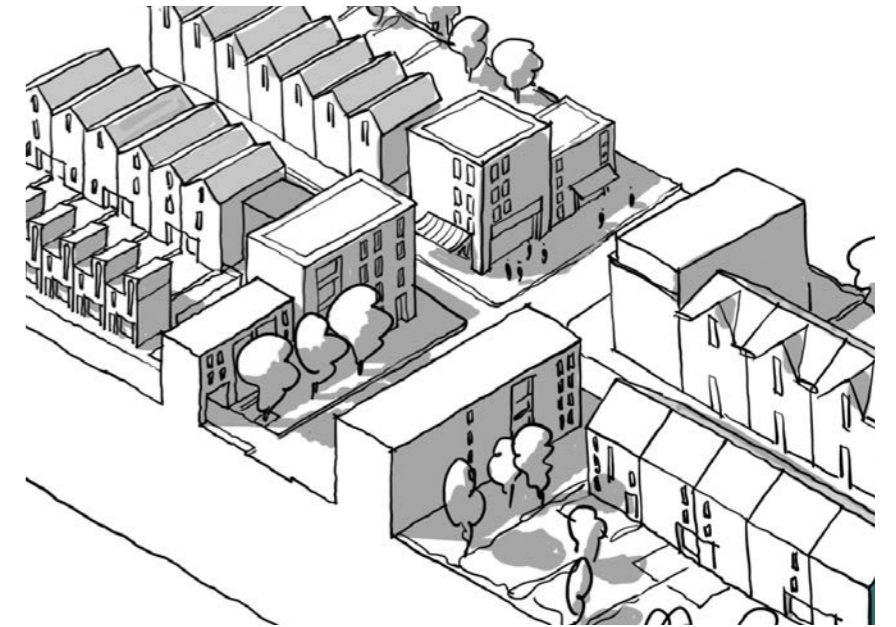
**Industrial**



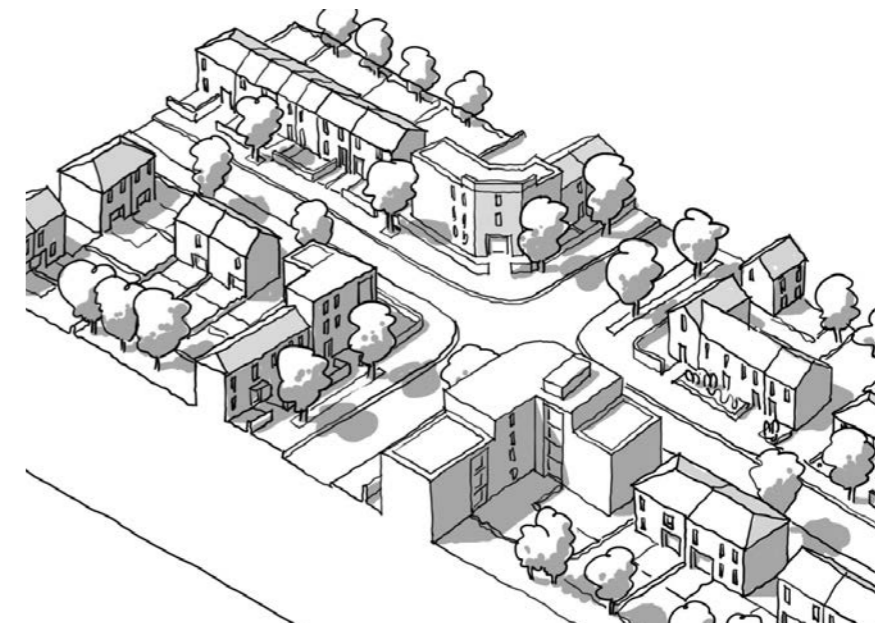
**Local Centre**



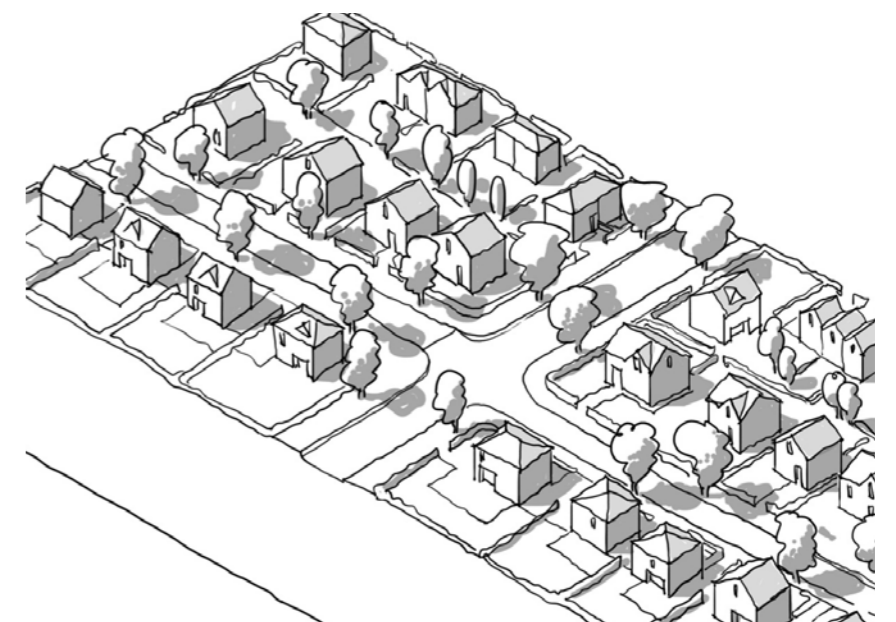
**Town Centre**



**Urban Neighbourhood**



**Suburban Neighbourhood**



**Outer Suburbs**



# EXAMPLE WORKSHEET

## Movement

<b>Streets</b>				
<b>Cars</b>				
<b>Public car Parking</b>				
<b>Private Parking</b>				
<b>Cycle Parking</b>				
<b>Bins</b>				

## Built Form

<b>Density</b>					
<b>Party Wall</b>					
<b>Urban Grain</b>					
<b>Blocks</b>					
<b>Building Line</b>					
<b>Building Heights</b>					
<b>Street Proportion</b>					

## Identity

<b>Building Design</b>					
<b>Thresholds</b>					
<b>Roofs</b>					
<b>Architecture Features</b>					
<b>Windows</b>					

Proportion window to wall:  
Vertical or horizontal windows?

Description:

## Nature / Green space

<b>Distance to Green spaces</b>					
<b>Distance to Play spaces</b>					
<b>Street Trees</b>					

## Public Space Features

<b>Biodiversity</b>					
<b>Public Space</b>					
<b>Safety</b>					

## Use Features

<b>Use</b>		
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### Ground Floor Use:

### Upper Floor Use:

### Closest Facilities:

- Primary School –
- Secondary school –
- Local shop –
- Pub –
- Community Centre –
- Place of worship –
- Café –
- Medical facility -







# DRAFT



Area Type 1  
Lye High Street



## Area Type 1 LYE TOWN CENTRE

This Area Type relates to Lye Town Centre including the area shown on the map opposite. This existing Area Type includes the areas around the High Street. This has been extended to include the sites along the bypass and the former goods yard/brewery next to the station both of which are identified as development sites.

### Existing Character

An analysis has been undertaken of the town centre character as set out in Appendix 1. The high street is a combination of two and three storey buildings on a street that is approximately 10-13m wide, with continuous shopfronts offering a good level of active frontage during the daytime, a fairly strong and consistent building line and alternative uses on the upper floors.

The architectural style varies along the length of the High Street, with several characterful historic buildings and details of interest such as bay windows, sash windows, dormers and brick detailing. The pavements are fairly narrow considering footfall - and further restricted by bollards and street clutter. There is no soft planting to provide relief from the built form. Because of its character it is proposed that the high street be designated as a conservation area alongside the adoption of the code.

### Area Type Vision

In Appendix one we have assessed the strengths and weaknesses of the Town Centre Area Type. This identifies many strong and positive characteristics of the centre:

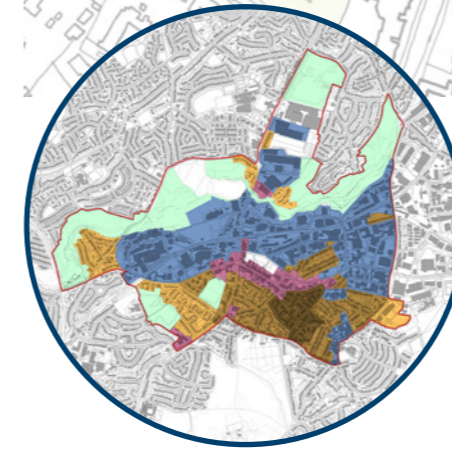
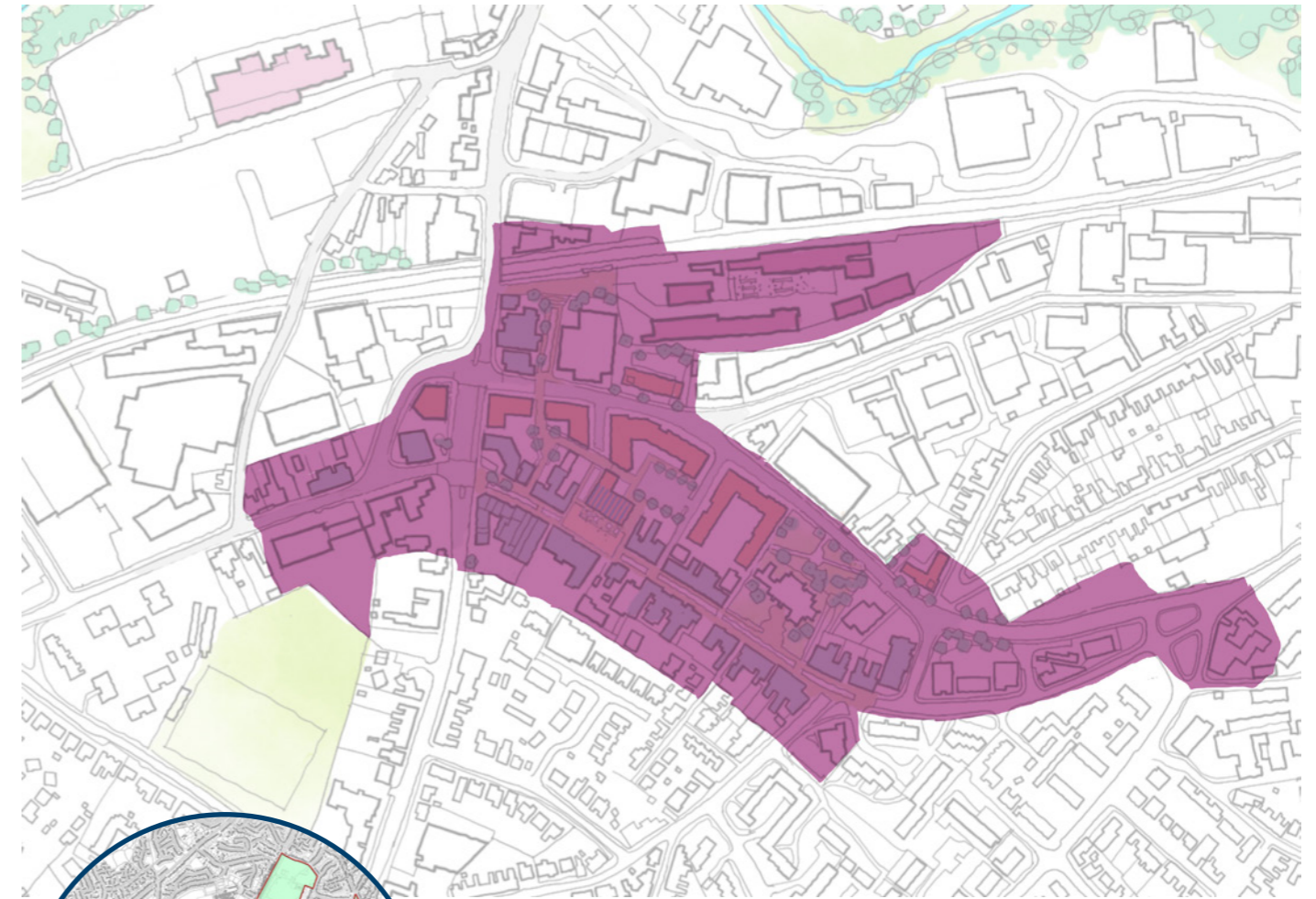
- There is a permeable grid of streets, Good access to public transport both buses and rail and convenient on street parking.
- The built form of the high street has a strong and consistent character with continuous 2 and 3 storey buildings following a clear building line.
- There is a good mix of uses with retail and services at ground floor and residential on the upper floors and in the area there is also places of worship, a health centre and library.
- There are a variety of building styles and materials and many original architectural features including some original shopfronts.

However there are also a number of negatives including:

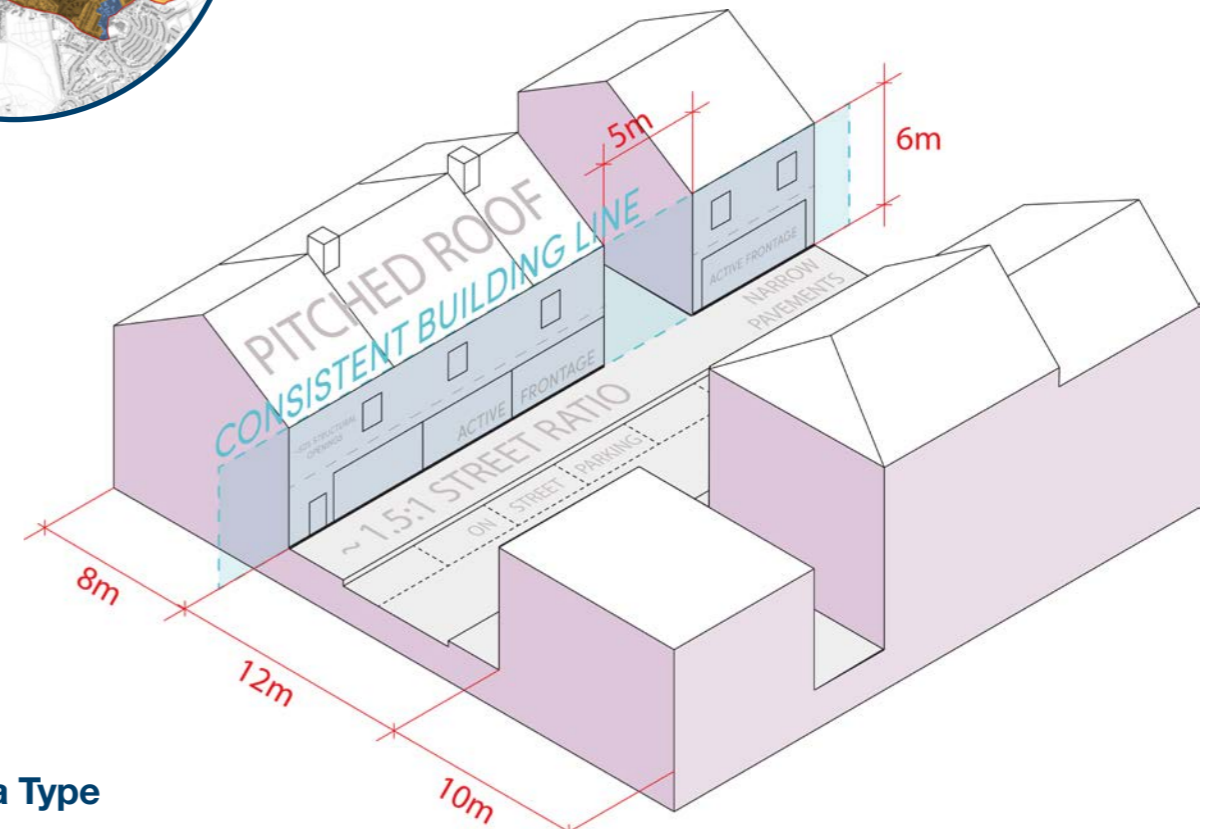
- The level of retail vacancy
- Narrow pavements
- Lack of street trees
- Unsympathetic alterations to some of the shops
- Heavy traffic, noise and congestion
- Poor quality of some of the upper storey housing

We have therefore developed the following vision for the High Street Area Type designed to build on these strengths and address the weaknesses:

**To create a high quality heart for the town with a thriving high street with a much improved environment, links to the station and a strong residential community.**



Town Centre in Coding Plan



Existing Area Type



## Town Centre Masterplan Proposals

The masterplan proposes a number of projects to help revive the town centre. This is based on the removal of through traffic by making the bypass two way, but importantly retaining local traffic and parking on the high street to support local shops and businesses. The masterplan seeks to consolidate the amount of retail and to provide a new retail anchor in the form of a small supermarket. It also introduces a series of new residential developments to increase the town centre population.

1. **Lye ByPass/Movement Strategy:** Currently the bypass in Lye runs one way from west to east with the east/west traffic coming through the high street. It is proposed to make the Bypass two way for through traffic and buses taking through traffic off the high street. New bus stops and a pedestrian crossing will be created on a newly created pedestrian route to the station.
2. **New Housing:** The second projects relates to new housing development on the vacant sites along the bypass. These will improve the appearance of the town centre and create a larger town centre residential community. The sites will also create frontage onto the bypass with street trees to transform it from a high speed bypass to a more normal street.
3. **Lye High Street:** The removal of through traffic will allow improvements to the high street. This will remain open to local traffic travelling east/west and will retain on street parking. The improvements will include trees, seating areas, new surfacing and wider pavements.
4. **Station Link:** The proposals include a new pedestrian link from the high street to the station. This is coordinated with bus stops and pedestrian crossings on the bypass and will create an arrival experience from the station drawing people towards the shops.
5. **Lye Square:** We have been looking at a way of creating a new anchor for the high street. The possibility of a new supermarket was explored but this proved to be unviable. The proposal therefore now involve the removal of one row of shops to allow the new residential development (Project 2) to front onto the high street creating a new a new square. This part of the scheme would include new shop units on the ground floor to be actively managed by the council to bring new operators onto the high street.
6. **Station Yard:** The old station yard has started to develop as an area for leisure uses. The brewery has a public bar and during the world cup there was a fan zone in the area that has evolved into Social Beats, a pop up venue and bar.
7. **Conservation area:** The final project is to make the town centre a conservation recognising its group value and heritage. This will provide protection for the character of the centre plus potentially unlocking funding for improvements.





## 1. Movement

It is important that the town centre is the most accessible part of Lye and that links are improved between the high street and the station as well as the surrounding neighbourhoods. However the quality of the environment on the high street is also undermined by through traffic so and the plan suggests this is taken off the high street while preserving access for local traffic and servicing. The Movement code for the Town Centre Area Type therefore includes the following:

**TC1.1 Streets:** The bypass will be designed to take two way traffic while all other streets will be designed as active, safe spaces for pedestrians and will not allow through traffic.

**TC 1.2 Connectivity:** All new streets and routes should connect at either end to other routes. Cul-de-sacs will not be permitted.

**TC1.3 Junctions:** All new and redesigned junctions must be designed to prioritise pedestrians and cyclists. The accommodation of swept paths and visibility splays must not create diversions for pedestrians or undermine urban form (by demolishing buildings)

**TC1.4 Visitor Car Parking:** A new car park will be required for visitors to the Town Centre. This must not front onto either the Bypass or High Street but can front onto a minor street.

On street parking in designated bays can be provided on the high streets with waiting restrictions.

**TC1.5 Residential Parking:** This is to be provided at based on 1-2 spaces/residential unit with no additional visitor parking (who can use the town centre parking). Parking should be provided within courtyards.

**TC1.6 Cycling:** Cycle lanes will be provided as part of all highways improvements based on the plan in the movement section of the masterplan.

Town centre visitor cycle parking should be provided as part of improvements to the high street on the basis of two spaces per shop unit (including existing shops).

Residential cycle parking must include a minimum of 1 space per dwelling to be provided internally, in secure spaces or bike shelters.

**TC1.7 Bins:** Adequate ventilated rubbish and recycling facilities must be provided within buildings or other structures for all refuse bins so that they do not obstruct streets and pavements.

## 2. Nature

It is not anticipated that the town centre Area Type will included any new significant areas of green space. However it is important that all new development adds to biodiversity.

**TC2.1 Open Space Provision:** It is not anticipated that development within the Town Centre Area Type will include new public spaces or play provision.

The existing green space behind the church should be improved and overlooked by new development.

New residential apartments should have access to communal green space in courtyards.

**TC2.2 Biodiversity:** In line with national policy all new development will achieve a 10% Biodiversity Net Gain. In the absence of green spaces this will need to be achieved through tree planting, green walls and roofs, courtyards and habitat creation (like bee bricks).

**TC2.3 Drainage:** All new development should incorporates Sustainable Urban Drainage to achieve a greenfield run-off rate.

**TC2.4 Trees:** Existing trees should be retained where their retention can be achieved without conflicting with other parts of the code.

As set out in the public realm section all streets should incorporate new street trees including the High Street and Bypass.

## 3. Urban Form

Investment in the town centre will seek to enhance the quality of the high street and promote new development with a similar character along the bypass and through to the station. New development will be predominantly three and four storey courtyard blocks following a consistent building line to create attractive streets and public spaces.

**TC3.1 Housing Density:** New housing must be built at net densities of at least 50 dwellings/hectare. In mixed use blocks this would be prorated depending on the proportion of floor area occupied by housing

**TC3.2 Party Wall:** Where more than one building makes up a block most (80%) must be joined to their neighbours, creating a party wall.

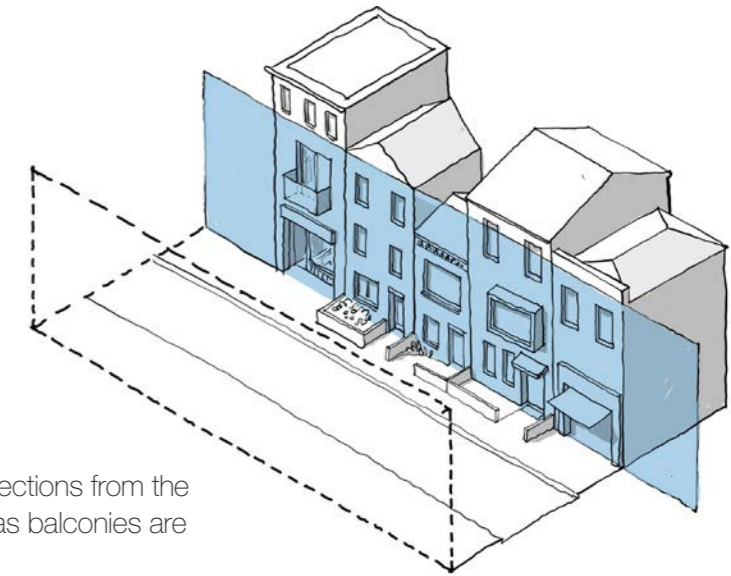
**TC3.3 Frontage:** All buildings must face onto a public street and take their main pedestrian access from it.

**TC3.4 Urban Grain:** The existing high street is made up of a large number of small buildings each with a different design, use of material and height. It won't be possible to replicate this but new development should break up the build form so as not to create large monolithic blocks.

**TC3.5 Building Line:** Buildings should follow the building line shown on the plan below.

The existing building line should be followed where buildings are replaced and the proposed building line should be followed where shown by a dashed line. In both cases the front face of the building must not vary by more than 0.5m from the line and compliance should be 90%.

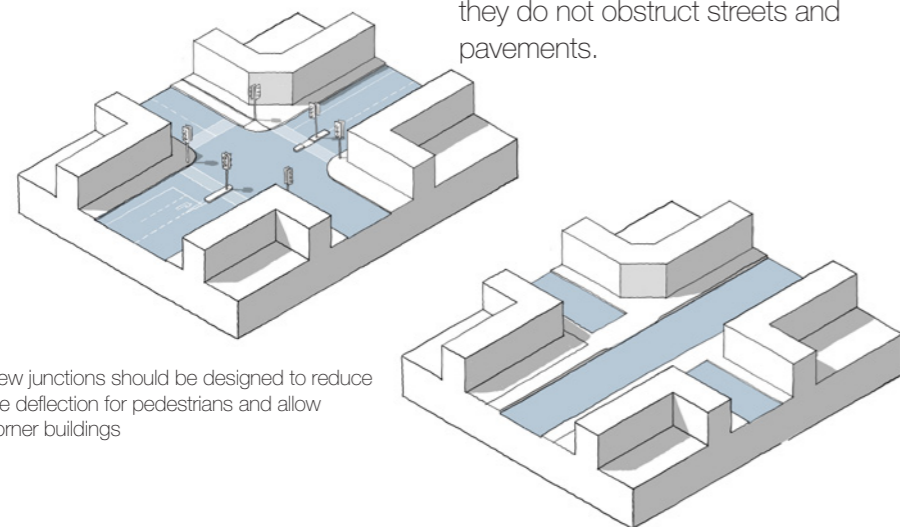
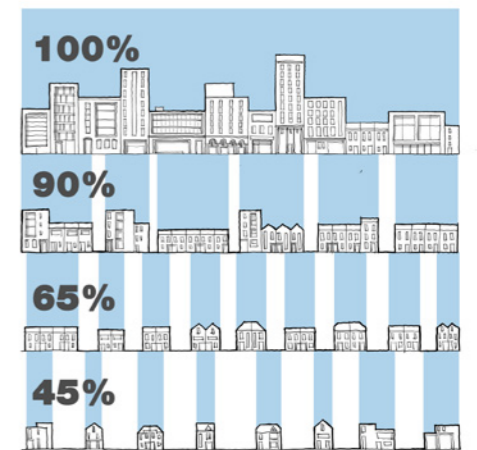
More variation is permitted on the secondary building line (variation of up to 1.5m and compliance of 60%)



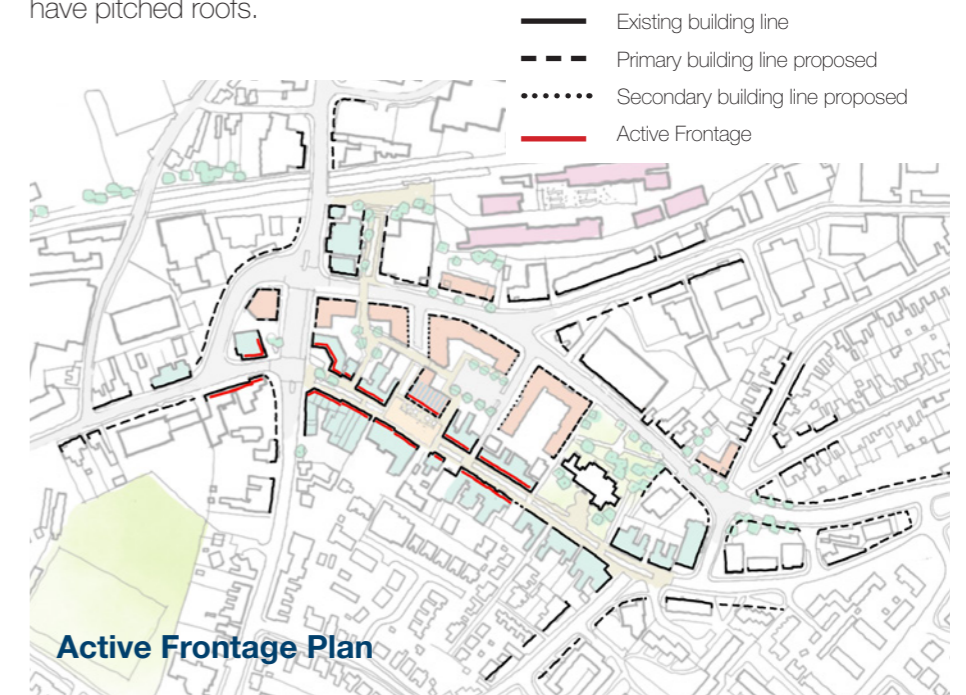
Setbacks and projections from the building line such as balconies are permitted.

**TC3.6 Urban Form and Grain:** new development should create a varied and fine-grained development form with an informal layout with a variety of building heights, narrow plots and a range of materials replicating the character of the high street. Buildings on corner plots must turn the corner, providing distinctive features with windows overlooking the public realm.

**TC 3.7 Height and Enclosure:** The eaves height of new buildings must not exceed 13m or be less than 6m. The higher elements should be on the bypass (see street sections) The total height of buildings must be no more than 3m above the eaves height and most buildings will have pitched roofs.



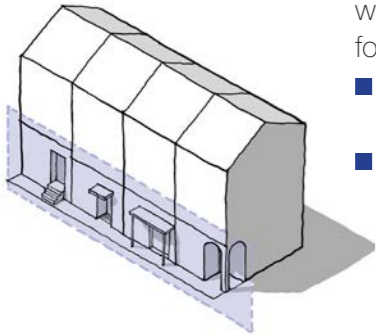
New junctions should be designed to reduce the deflection for pedestrians and allow corner buildings





## 4. Identity

The Code does not seek to impose a particular architectural style on new buildings and encourages efforts to promote high quality design including design review, the use of more than one architecture practice using design based tenders or competitions. The following rules relate to the principles that should ally to the design of new buildings.



**TC4.1 Boundary Treatment:** The way in which buildings front onto the street will be as follows:

- High Street: Back of pavement with no bounding wall or fence
- Bypass and minor streets: Set back by up to 3m as allowed on the building line plan with a boundary treatment of low brick walls or railings.

**TC4.2 Architecture:** The code does not require a particular architectural style but the following principles must be followed regardless of style.

**Ground Floor:** The base of new buildings should be differentiated by architecture or materials and entrances should be clearly differentiated through design.

**Materials:** Should predominantly be red and buff brick in keeping with the appearance of the proposed conservation area, render and timber cladding are not permitted.

**Active Frontages:** Shopfronts should include at least 70% glazing with clearly defined shop fronts incorporating signage.

**Windows:** Should be orientated vertically with the use of bay windows and deep reveals. Window openings should account for 35-40% of the front facade (excluding shopfronts).

**Rooflines:** The high street character includes a range of heights and types of pitched roof with occasional gables facing the street. This should be reflected in new development.

**TC4.3 Conservation Area:** Alteration to existing buildings on the High Street should respect and reinstate where possible existing architectural features, particularly shopfronts.



## 5. Public Space

The Code is seeking to transform the Town Centre public realm. Removing through traffic from the high street will allow the implementation of an environmental scheme to transform the street including the creation of a new small public square. The code also looks at the design of the bypass with the intention of turning it back into an attractive street fronted by buildings and attractive to pedestrians and cyclists. The guidance relates to both of these streets together with the other routes shown on the street hierarchy plan.

### TC5.1 The Street Hierarchy:

Development in the town centre should contribute to the character of the streets on which it located as detailed on the table and plan opposite.

**TC5.2 Street Design:** Where new streets are being created or existing streets are being improved they should follow the guidance set out in the street sections on the following page.

### Street Type

#### Traffic

#### Enclosure ratio

#### Width between Building Lines

#### Active Frontage

#### Building line Compliance

#### Set Back

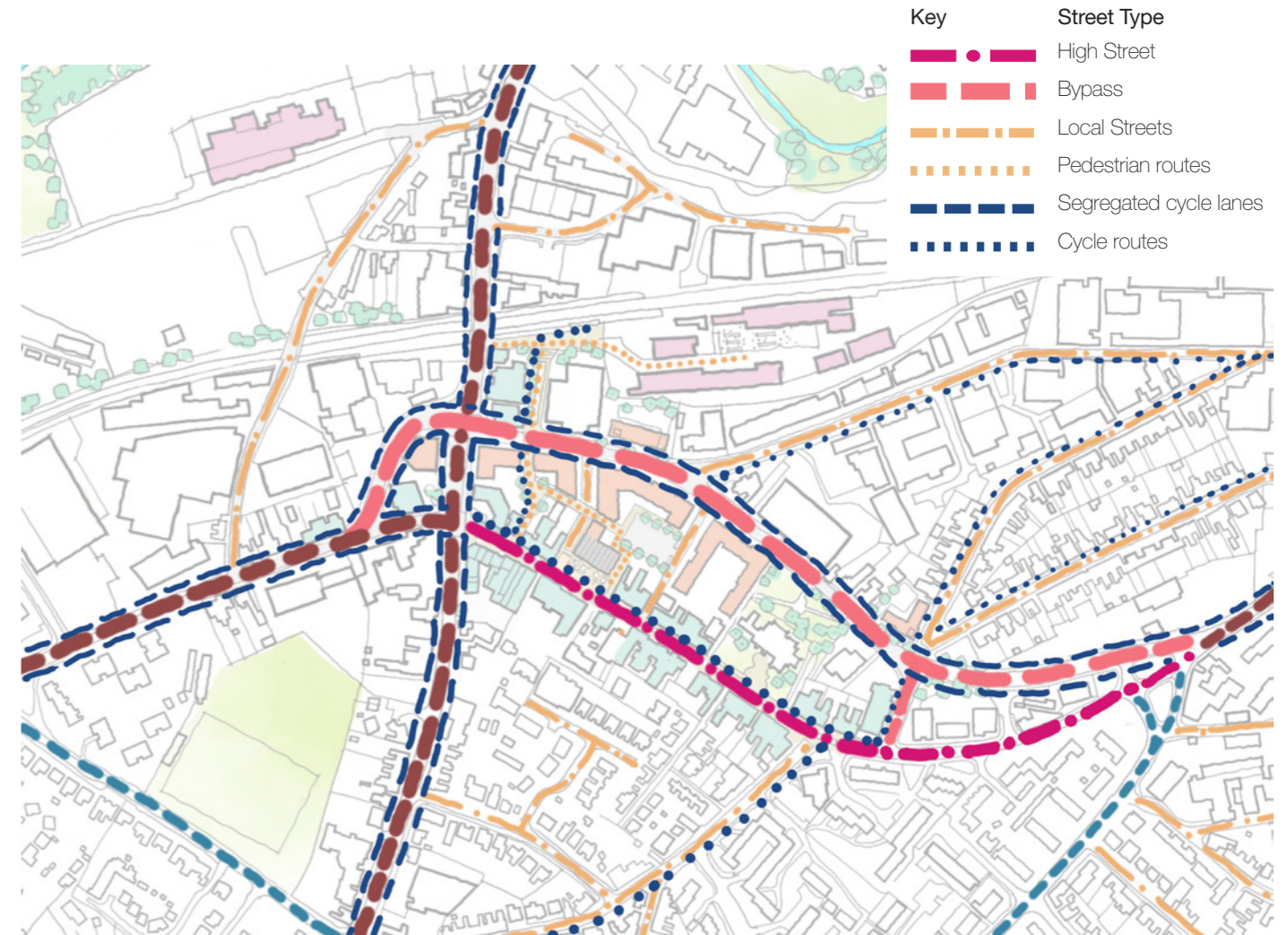
#### Parking

#### Cycling

#### Footway

#### Street Trees

	High Street	Bypass	Local Streets
Traffic	One way, local traffic, shared surface	Two Way	One way
Enclosure ratio	1:1	1:1.5	1:1
Width between Building Lines	10.5-13.5m	18-22m	10.5-13.5m
Active Frontage	75% of area shown on Plan X	No requirement	No requirement
Building line Compliance	90%	90%	60%
Set Back	0m	up to 3m	up to 2m
Parking	On street in designated bays	Off Street	
Cycling	Cycling permitted on shared surface	Designated lanes in both directions	On carriageway
Footway	At least 2.5m	At least 2m	At least 2m on one side
Street Trees	Introduced as part of public realm scheme	On one side spacing no more than 20m	Where possible





## 6. Use

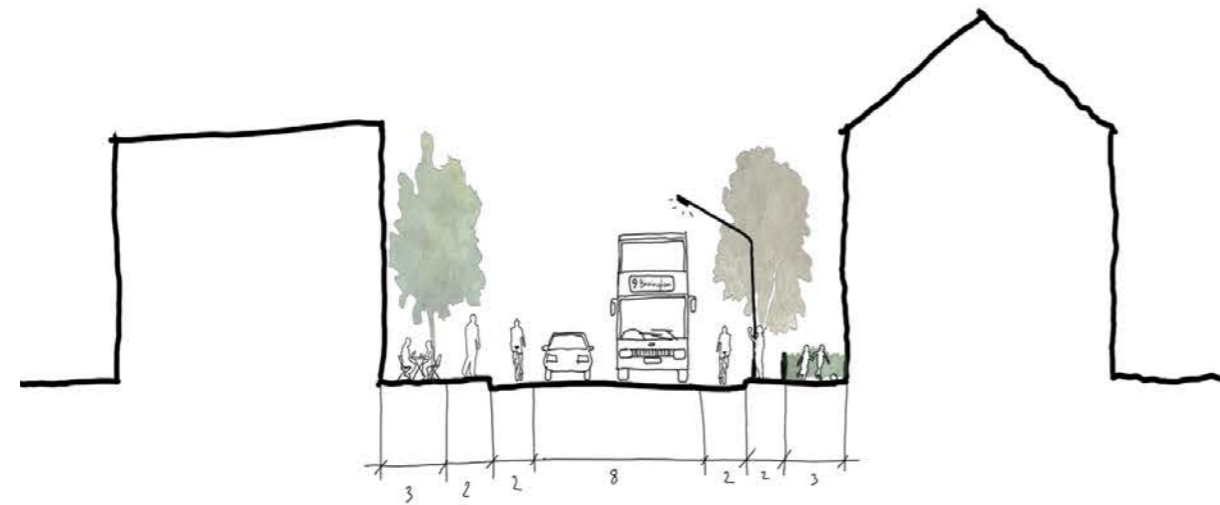
The nature of the town centre is that it should contain a mix of uses and the high street in particular should have active uses (shops, cafes and other uses with shop windows) at ground floor. However it is recognised that there is likely to be a contraction in retailing so that the code allows for this.

**TC6.1 Active Frontage:** The area shown on the Active Frontage Plan should be retained as active frontage meaning that at least 75% of the ground floor is Active. This will apply to the refurbishment of existing shops and redevelopment. Elsewhere in the Town Centre Area Type active frontage is allowed and encouraged but is not mandatory.

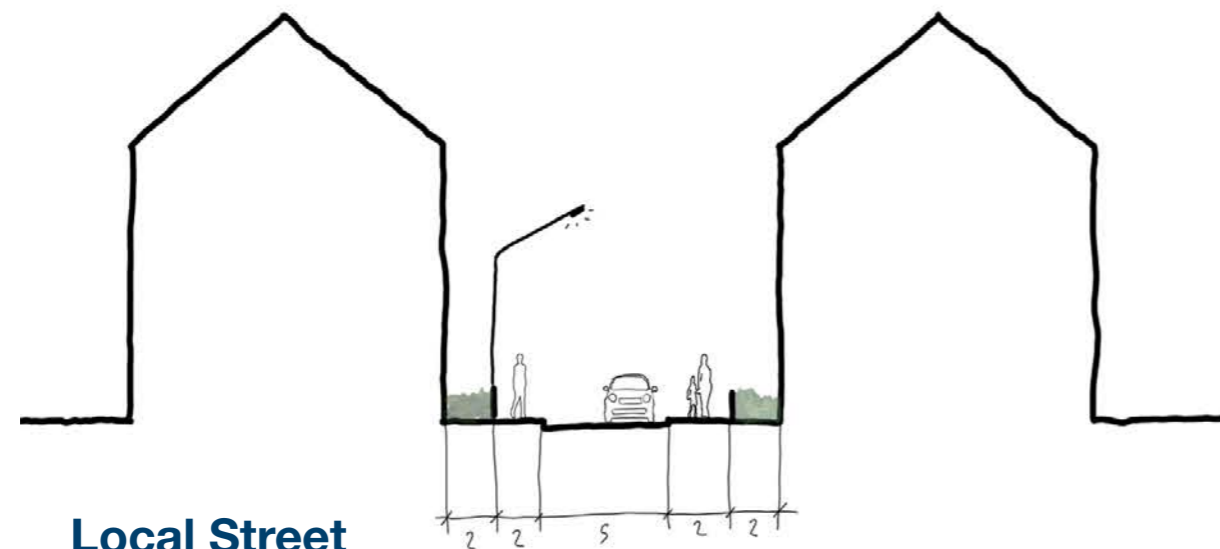
**TC6.2 Housing Mix:** The new housing in the town centre is likely to be a mix of apartments and town houses. There should be a mix of 1, 2, and potentially 3 bed units.



High Street



By-pass



Local Street

## 7. Homes and Buildings

New housing in the town centre area type should be developed to a high standard and create an attractive environment for new residents. To that end the following standards will apply:

**TC7.1 Space Standards:** All new homes should conform to the Nationally Described Space Standards.

set at a minimum of 22m between rear facing windows but not to the elevation facing the street.

**TC7.2 Lighting, Noise and Privacy:** All new housing should be designed to create acceptable levels of internal comfort including daylight, and traffic noise. Single aspect north facing apartments will not be acceptable. Privacy distances will be

All apartments should have access to either a balcony or a communal open space.

**TC7.4 Security** New homes should meet Secured by Design guidelines published by the Police.

## 8. Resources

New development should be designed to be sustainable in terms of energy use, materials and construction.

**TC8.1 Energy Efficiency:** It is anticipated that by the time new housing comes forward it will be subject to the Future Homes standard that mandates levels of energy efficiency and non-fossil fuel heating. The Code does not require housing to exceed this standard.

**TC8.2 Renewable Energy:** The inclusion of PV panels and heat pumps on new blocks is encouraged. Renewable energy is expected to be provided on developments of over 10 units.

## 9. Lifespan

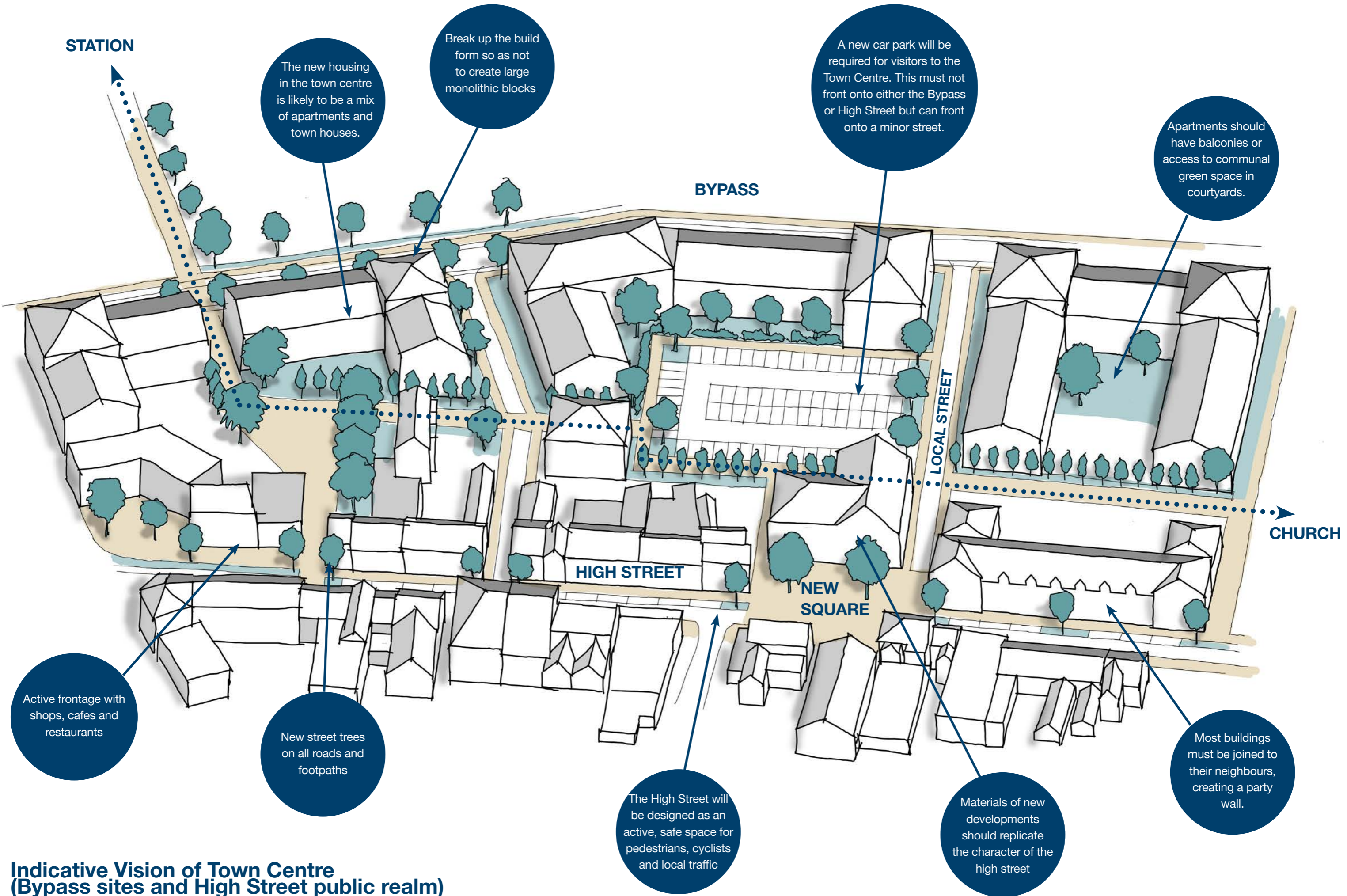
New development in the Town Centre Area Type should be designed for ease of maintenance

**TC9.1 Adoption Standards:** All streets and public areas will be adopted by Dudley Council and should be designed to the council's adoption standards.

**TC9.2 Management:** For apartments management arrangements must be put in place for communal areas and courtyards. Where these are being done through a management company there should be a mechanism for the involvement of residents.

**TC8.3 Environmental Performance:** New development will be expected to achieve a minimum environmental performance of BREEAM Good.





**Indicative Vision of Town Centre  
(Bypass sites and High Street public realm)**







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**Area Type 2**  
**Urban Neighbourhood**



## Area Type 2 URBAN NEIGHBOURHOOD (UN)

This Area Type relates to Lye Urban Neighbourhoods including the areas shown on the map opposite. Most of these areas form the historic inner neighbourhoods of Lye, with worker housing from the late 19th century. These areas are characterised by 2 and 3 storey housing on narrow streets with small front gardens but quite generous back gardens.

### Existing Character

An analysis has been undertaken of the urban neighbourhood character as set out in Appendix 1. Urban Area Type streets in Lye are Victorian in origin, predominantly residential houses although some have been subdivided. The area is medium density (about 60dph).

The majority of urban areas in Lye follow a permeable road structure with long rows of narrow terraced housing, short or no front gardens and long thin rear gardens. Straight roads with strong building lines frame channelled views along well defined frontages. The houses are built in largely from high quality dark redbrick, and are well detailed with many preserving their historic decorative architectural features, providing a characterful street scene.

The narrow roads were built prior to the advent of the car and are now congested and clogged with parking. Many have been made one way with parking down one side which detracts from the overall strength of character and attractiveness.

### Area Type Vision

In Appendix 1 we have assessed the strengths and weaknesses of the Urban Neighbourhood Area Type.

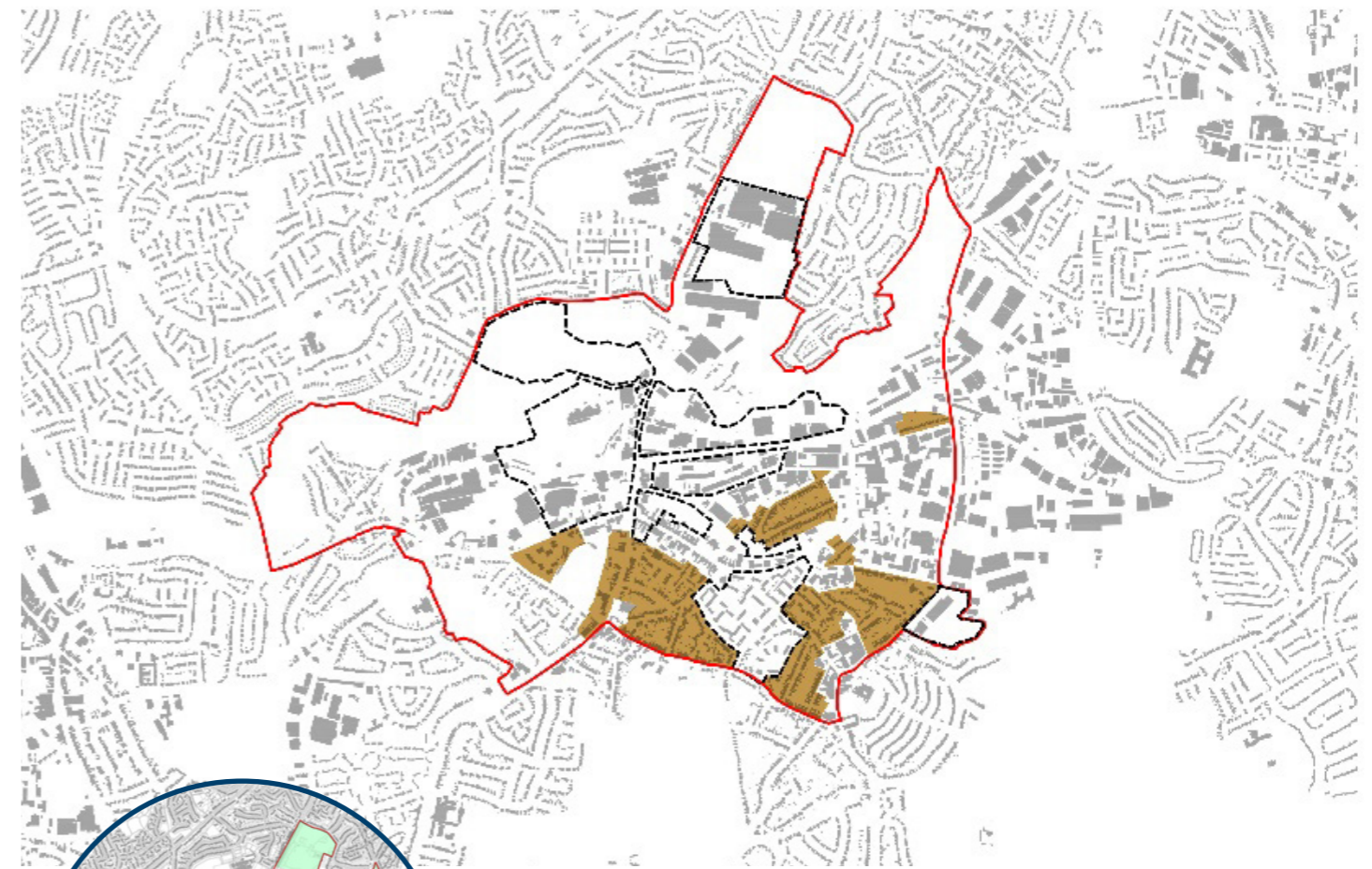
- There is a permeable grid of streets with a fairly consistent building line and sense of enclosure
- 2-3 storey terraced housing frame the street successfully and create a medium to high density area, with a strong character
- The narrow plots create a fine urban grain and a variety of materials
- Building design – historic character
- Long gardens at rear of properties

However there are also some negatives including:

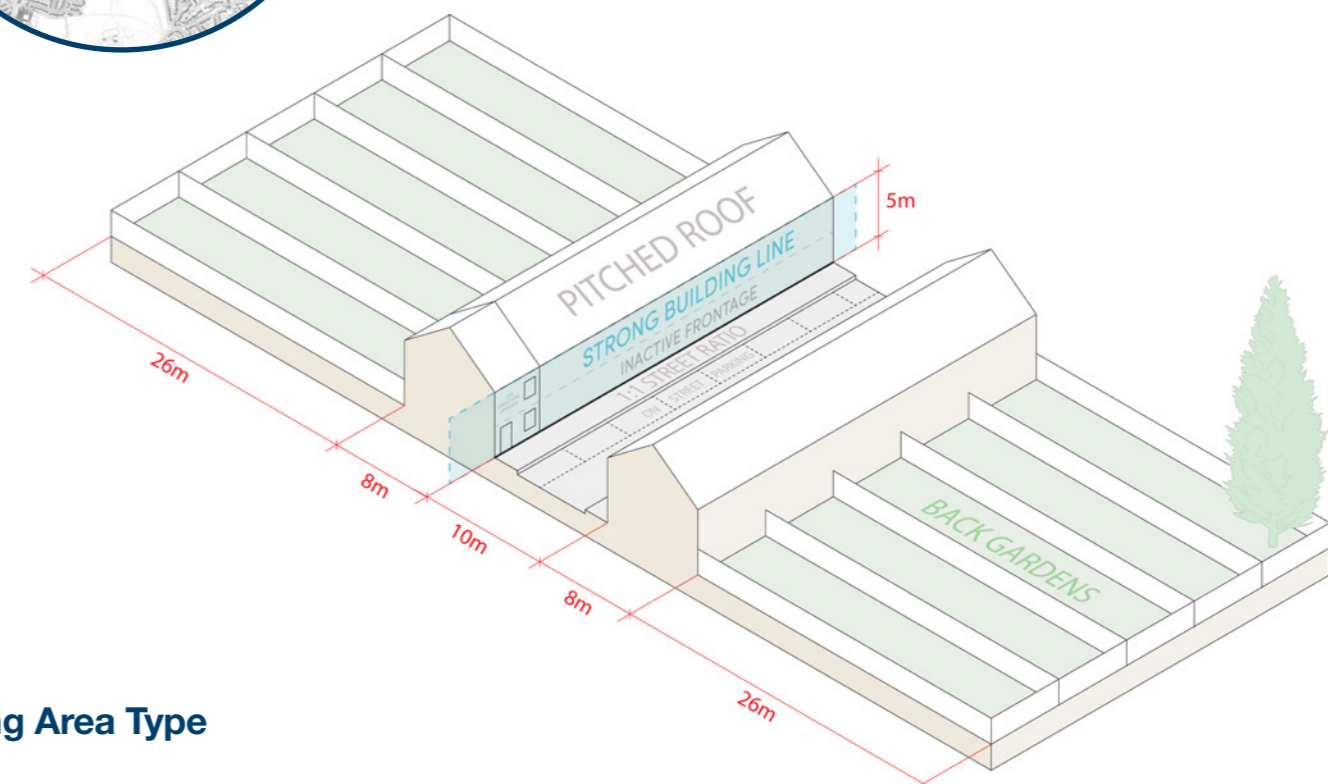
- On-street parking causes congestion
- Narrow pavements, in places blocked by bins
- Some homes have no setback from pavement: no defensible space or sense of public/ private threshold
- No street trees and no biodiversity onto street.

We have therefore developed the following vision for Urban Neighbourhoods, designed to build on these strengths and address the weaknesses:

**To create a safe and welcoming neighbourhood of walkable streets and small to medium sized homes, preserving and enhancing Lye's historic character.**



Town Centre in Coding Plan



Existing Area Type



**Development Sites**

The two main residential development sites within the study area are the Stour Valley site and the Quarry Bank site. These are both residential allocations in the local plan although the Stour Valley sites largely within the Suburban Area Type and so is described in that section of the report. The illustrative plans and Regulatory Plan for Quarry Bank site are shown opposite.

**Quarry Bank**

This site is allocated for housing although the allocation includes Sunrise Medical which we have removed from these proposals because the current use is functioning well as an employment area. This leaves a site of 6ha and is an attractive, south-facing site fronting onto Stevens Park and, if it were to come forward for development it would be developed – likely in several phases - largely in line with the Urban Neighbourhood Area Type.

There is an existing planning application in for 50 new homes on the strip of land south of Sunrise Medical. The remaining land to the east and north of Sunrise Medical totals approx. 4 hectares and could be a desirable residential location, adjacent to Stevens Park, and the site could be developed with a higher gross to net ratio of 70%) and an Urban Neighbourhood density of 45 - 50dph, accommodating roughly 110 - 130 homes.



**1. Movement**

The urban neighbourhoods of Lye are well connected into the Town Centre and the design code aims to promote active travel with pavements widened where possible, and environments enhanced by allocated parking and integrated street planting.

**UN1.1 Streets:** Urban Neighbourhood streets should be permeable to pedestrians and cyclists and accommodate local traffic and some through traffic.

**UN1.2 Connectivity:** Streets should be joined at both ends, and one-way systems may be most appropriate for narrow streets

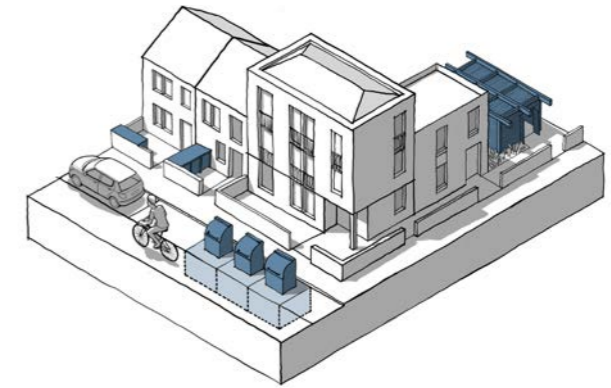
**UN1.3 Junctions:** All new and redesigned junctions must be designed to prioritise pedestrians and cyclists. The accommodation of swept paths and visibility splays must not create diversions for pedestrians or undermine urban form (by demolishing buildings)

**UN1.4 Visitor Car Parking:** Parking bays should be marked on one side of the road and intermittently broken with street trees and planters.

**UN1.5 Residential Parking:** This is to be provided at 1 space/residential unit with no additional visitor parking

**UN1.6 Cycling:** Residential cycle parking must include a minimum of 1 space per dwelling to be provided in secure courtyards or bike shelters.

**UN1.7 Bins:** Adequate ventilated rubbish and recycling facilities must be provided within buildings, gardens or other structures for all refuse bins so that they do not obstruct streets and pavements.





## 2. Nature

It is not anticipated that the Urban Neighbourhood Area Type will include any new significant areas of green space. However it is important that all new development adds to biodiversity.

### UN2.1 Open Space Provision:

All residential properties should have access to some private outdoor space - in the form of a garden, balcony or shared communal courtyards. Public Open Space may be provided in the form of small pocket parks and local play areas. Public and Private green space must be clearly distinguished with threshold treatments.

### UN2.2 Biodiversity:

In line with national policy all new development will achieve a 10% Biodiversity Net Gain. In narrow urban streets this could be encouraged more in rear and front gardens, street trees and planters, and window boxes.

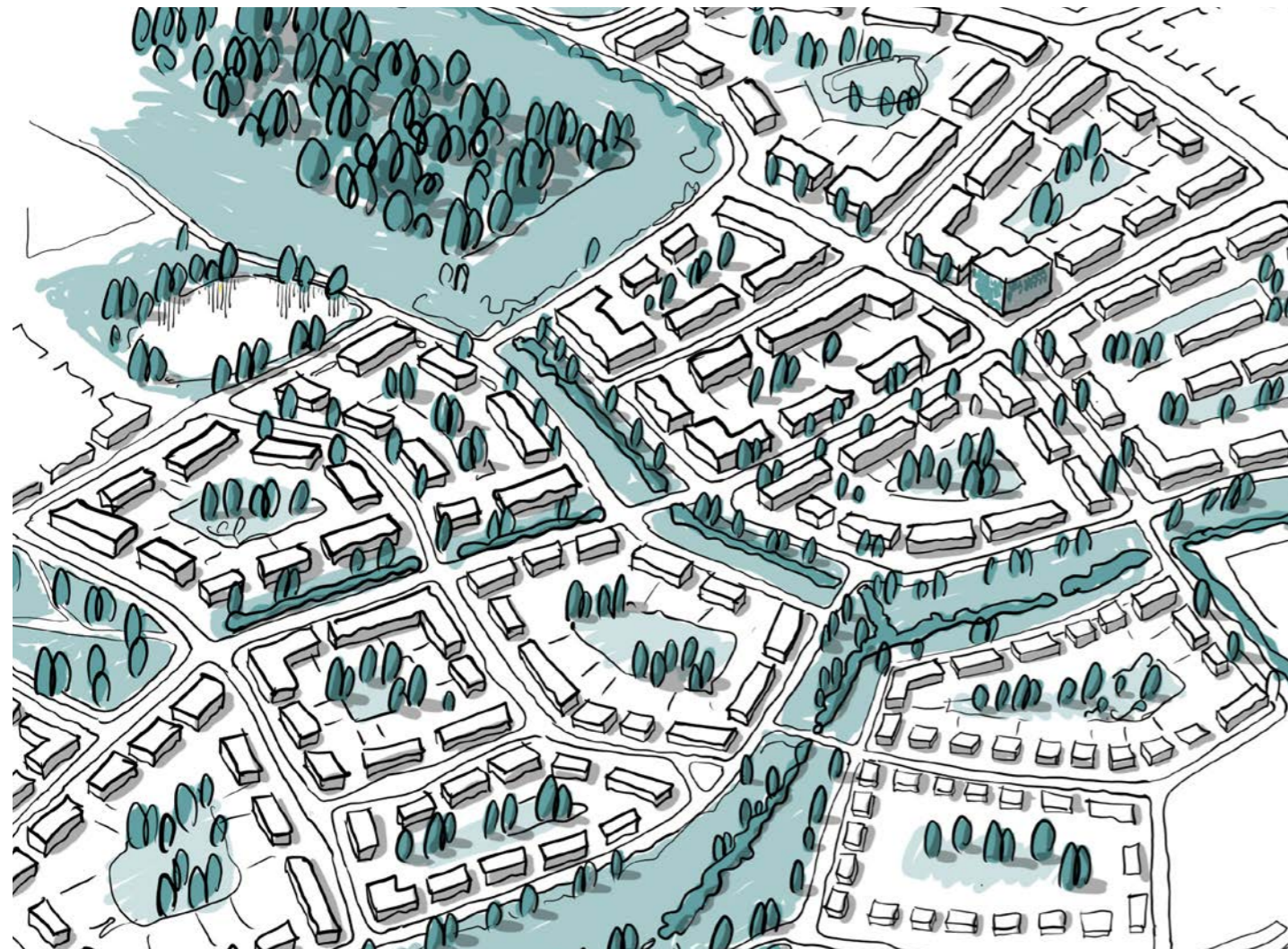
### UN2.3 Drainage:

All new development should incorporate Sustainable Urban Drainage to achieve a greenfield run-off rate.

### UN2.4 Trees:

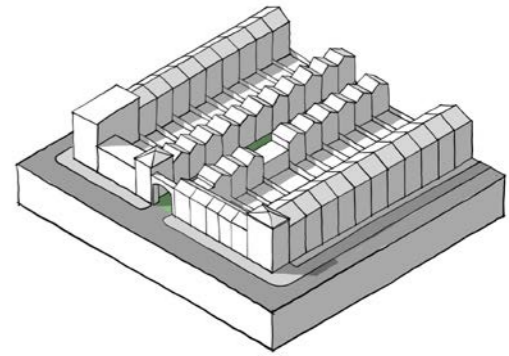
Existing trees should be retained where their retention can be achieved without conflicting with other parts of the code.

Trees and planters should be introduced into urban neighbourhoods along roads, paths and within parking courtyards



## 3. Urban Form

Existing streets accommodate limited opportunity for new build, although rear extensions and attic conversion may provide growth opportunities, and Mews housing could be considered in long garden sites. New development will be predominantly two and three storey terraced houses following a consistent building line to create attractive streets and public spaces.



**UN3.1 Housing Density:** New housing must be built at net densities of at least 40-50 dwellings/hectare.

**UN3.2 Party Wall:** Where more than one building makes up a block most (80%) must be joined to their neighbours, creating a party wall.

**UN3.3 Frontage:** All buildings must face onto a public street and take their main pedestrian access from it.

**UN3.4 Urban Grain:** The existing urban streets are made up of a large number of small buildings of a fairly consistent material, size and massing. New building should seek to reference the existing urban grain, whilst adhering to modern residential standards.

**UN3.5 Building Line:** Buildings should follow the existing building line of streets. The existing building line should be followed where buildings are replaced. Where new streets are created, a strong consistent Building Line should be introduced.

Buildings must project forward and back from the building line by no more than 1m, and compliance should be 80%.

More variation is permitted on the secondary building line (variation of up to 1.5m and compliance of 60%)

Setbacks and projections from the building line such as balconies are permitted.

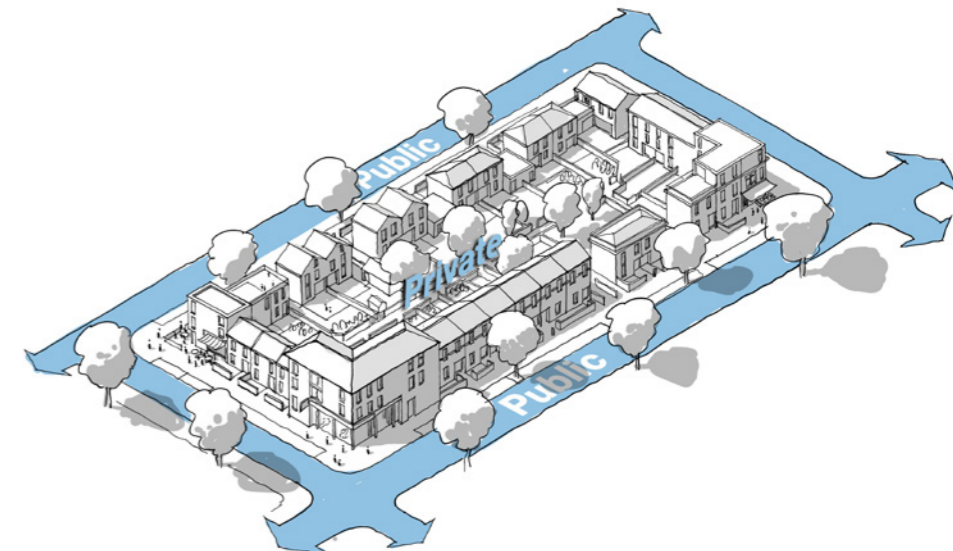
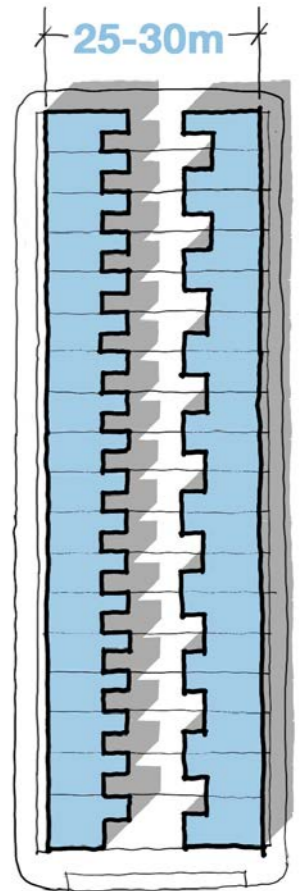
### UN3.6 Urban Form and Grain:

New development should create a fine-grained development form with a formal layout with fairly consistent building height, narrow plots and materials replicating the character of the Victorian Streets. Buildings on corner plots must turn the corner, providing distinctive features with windows overlooking public realm.

### UN3.7 Height and Enclosure:

New urban neighbourhood development should seek to intensify urban areas by exploring taller heights and higher enclosure ratios than existing urban neighbourhoods. This may include apartment blocks of 3-4 storeys as well as 2-3 storey townhouses.

The eaves height of new buildings must not exceed 12m or be less than 6m. The total height of buildings must be no more than 3m above the eaves height and most buildings will have pitched roofs.





## 4. Identity

The Code does not seek to impose a particular architectural style on new buildings and encourages efforts to promote high quality design including design review, the use of more than one architecture practice using design based tenders or competitions. The following rules relate to the principles that should ally to the design of new buildings.

### UN4.1 Boundary Treatment:

The way in which buildings front onto the street will be as follows:

- Primary Roads - setback with low walled front garden of 2-3m and planting
- Secondary and Tertiary Roads - Where there is space, setback of 1-2m low walled front garden and planting

**UN4.2 Architecture:** The code does not require a particular architectural style but the following principles must be followed regardless of style.

**Ground Floor:** Level access should be provided to new properties

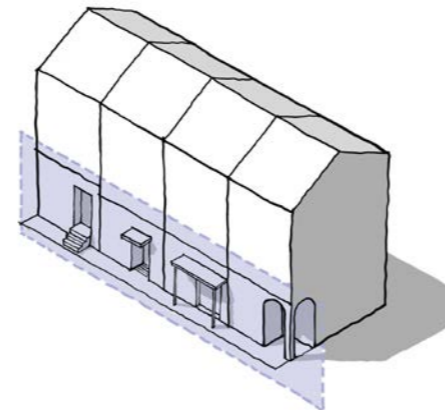
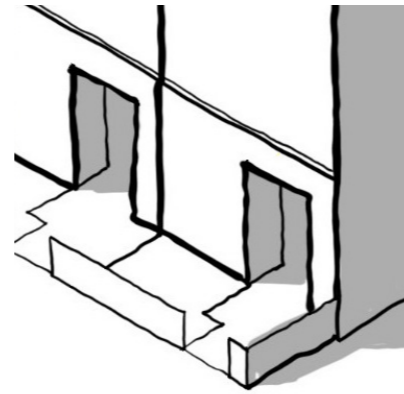
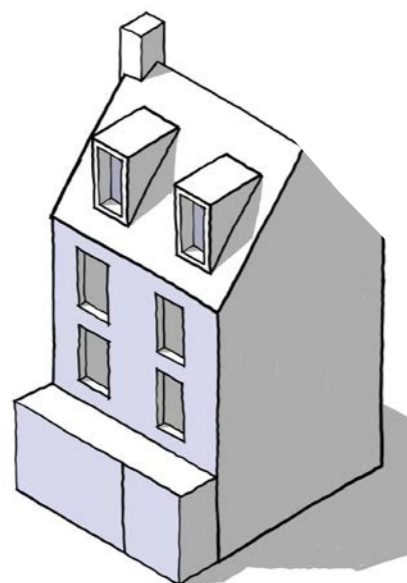
**Materials:** Should predominantly be red brick in keeping with the appearance of the proposed conservation area, with brick articulation around openings such as arches and patterning. Light coloured render may be used in combination with red brick. Roofs should be tiled.

**Active Frontages:** Limited active frontage in residential areas. Passive surveillance should be provided with living spaces facing street.

**Windows:** Should be orientated vertically with the use of bay windows. Window openings should account for 35-50% of the front facade.

**Rooflines:** Rooflines should predominantly run parallel with the street, with pitched roofs and occasional gables and dormers. This should be reflected in new development.

**UN4.3 Conservation Area:** Alteration to existing buildings urban neighbourhoods within conservation areas should respect and reinstate where possible existing architectural features.



## 5. Public Space

Streets are currently dominated by vehicles, with narrow pedestrian pavements and no other public realm. Where possible, small public spaces should be introduced for communities to gather and trees, planting and seating should be designed into streets to enhance the public realm.

### UN5.1 The Street Hierarchy:

Development of Urban Neighbourhoods should contribute to the character of the streets as detailed on the table and plan opposite.

**UN5.2 Street Design:** Where new streets are being created or existing streets are being improved they should follow the guidance set out in the street sections on the following page.



Street Type	Primary Street	Secondary Street	Tertiary Street
Traffic	One way, local traffic, shared surface	Two Way	One way
Enclosure ratio	Max: 1 to 1.5 Min: 1 to 2.5	Max: 1 to 1 Min: 1 to 2	Max: 1 to 1 Min: 1 to 2
Width between Building Lines	18 - 22m	11 - 14m	10 - 12m
Active Frontage	10 - 20%	No requirement	No requirement
Building line Compliance	80%	80%	70%
Set Back	2 - 5m	2- 3m	1-2m
Parking	On street in designated bays / Off Street in rear parking	One side of road in marked bays	One side of road
Cycling	Two Way, Segregated	On carriageway	On carriageway
Footway	At least 2.5m	At least 2m	At least 2m on one side
Street Trees	Alternating at 20m intervals where possible	On one side integrated into parking bays	Where possible



## 6. Use

Urban Neighbourhoods are primarily residential areas, which may also support local community facilities such as schools and occasional convenience stores.

**UN6.1 Active Frontage:** This will be limited in residential areas, however there may be opportunities to introduce active frontage at key nodal intersections.

**UN4.2 Housing Mix:** The new housing in urban neighbourhoods is likely to be a mix of apartments and town houses, providing a range of two and three bedroom properties. Social or affordable housing requirements must be followed.

## 7. Homes and Buildings

New housing in the urban neighbourhood area type should be developed to a high standard and create an attractive environment for new residents. To that end the following standards will apply:

**UN7.1 Space Standards:** All new homes should conform to the Nationally Described Space Standards.

rear facing windows but not to the elevation facing the street.

**UN7.2 Lighting, Noise and Privacy:** All new housing should be designed to create acceptable levels of internal comfort including daylight, and traffic noise. Single aspect north facing apartments will not be acceptable. Privacy distances will be set at a minimum of 22m between

**UN7.3 Private outdoor space:** All residential properties should have access to some private outdoor space - in the form of a garden, balcony or shared communal courtyards.

**UN7.4 Security** New homes should meet Secured by Design guidelines published by the Police.

## 9. Lifespan

New development should be designed for ease of maintenance, durability and user comfort

**UN9.1 Adoption Standards:** All streets and public areas will be adopted by Dudley Council and should be designed to the council's adoption standards.

**UN9.2 Management:** Management arrangements must be put in place for communal features. Where these are being done through a management company there should be a mechanism for the involvement of residents. Thresholds will be clearly defined to prevent uncertainty over ownership boundaries and management responsibilities.

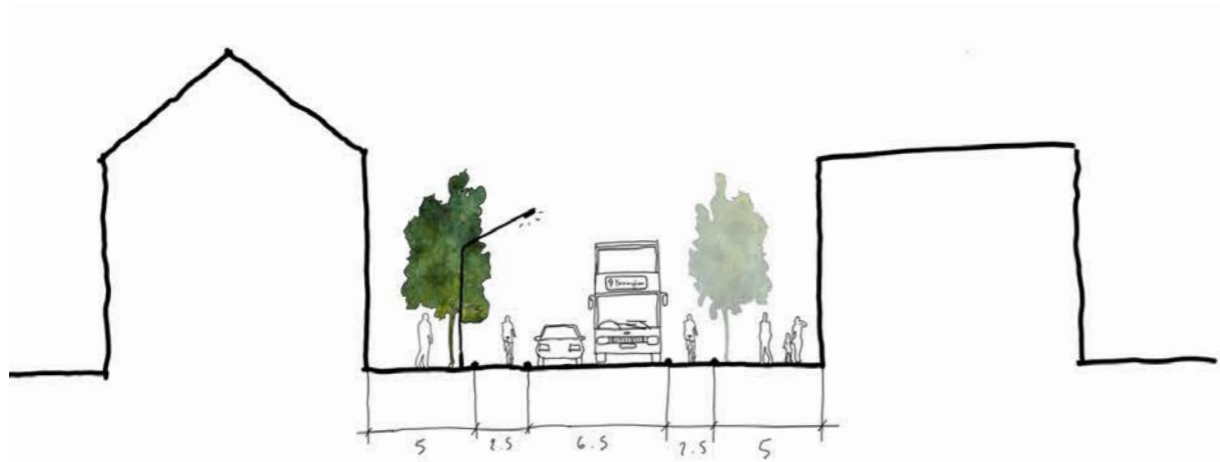
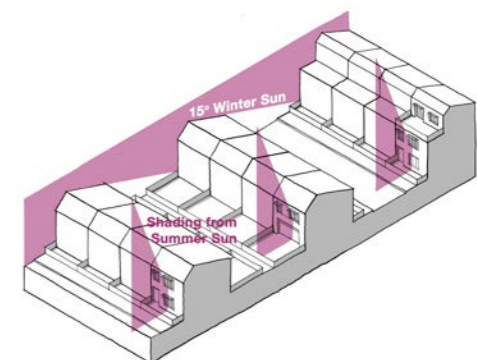
## 8. Resources

New development should be designed to be sustainable in terms of energy use, materials and construction. Where possible, upgrades to the building fabric performance of existing properties will be explored.

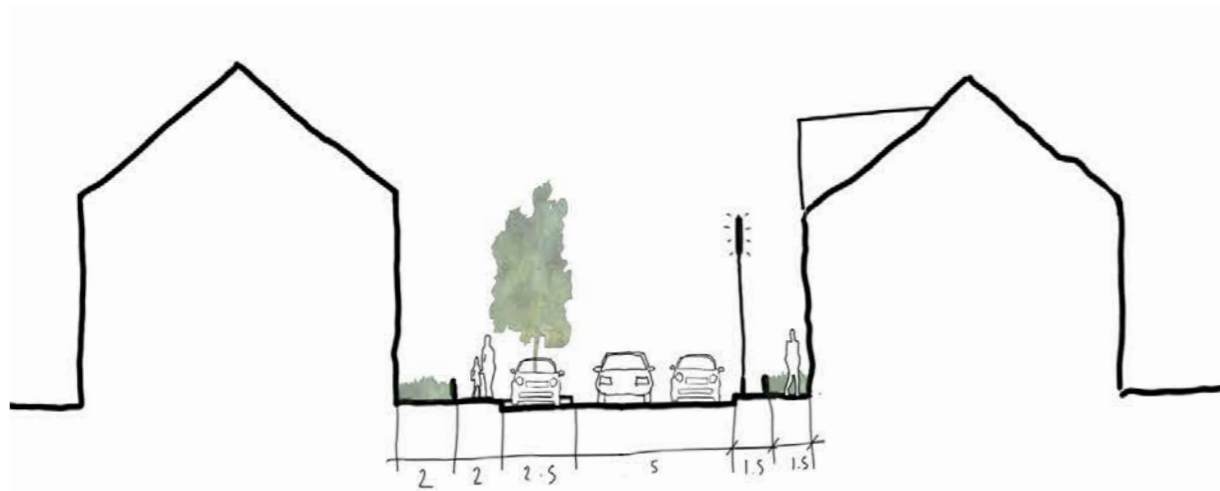
**UN8.1 Energy Efficiency:** It is anticipated that by the time new housing comes forward it will be subject to the Future Homes standard that mandates levels of energy efficiency and non-fossil fuel heating. The Code does not require housing to exceed this standard.

**UN8.2 Renewable Energy:** Renewable energy generation such as heat pumps and solar PVs is to be encouraged. Renewable energy is expected to be provided on developments of over 10 units.

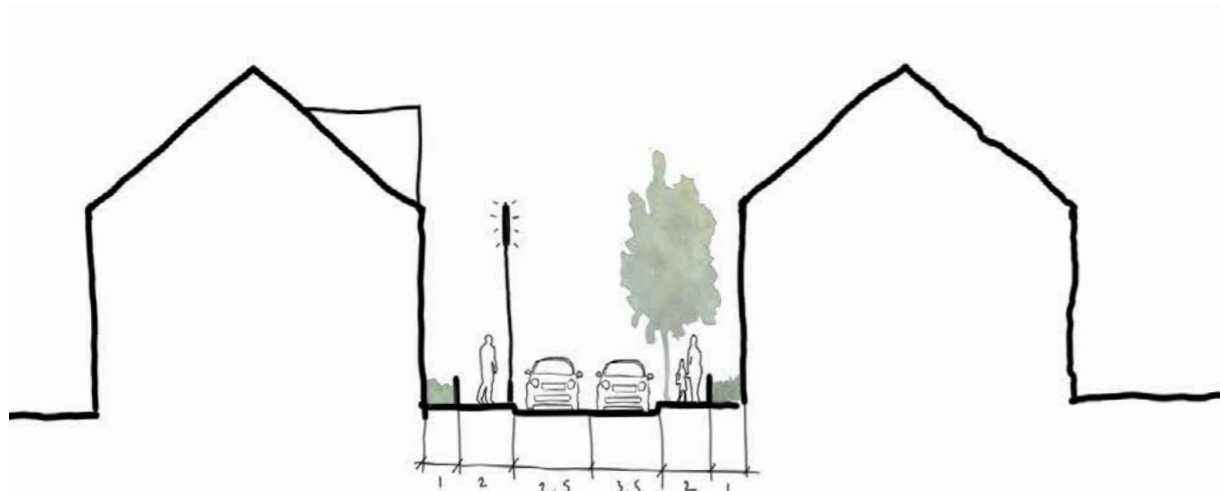
**UN8.3 Environmental Performance:** New development will be expected to achieve a minimum environmental performance of BREEAM Good. A fabric first approach should be followed with well insulated and airtight homes.



Primary Street



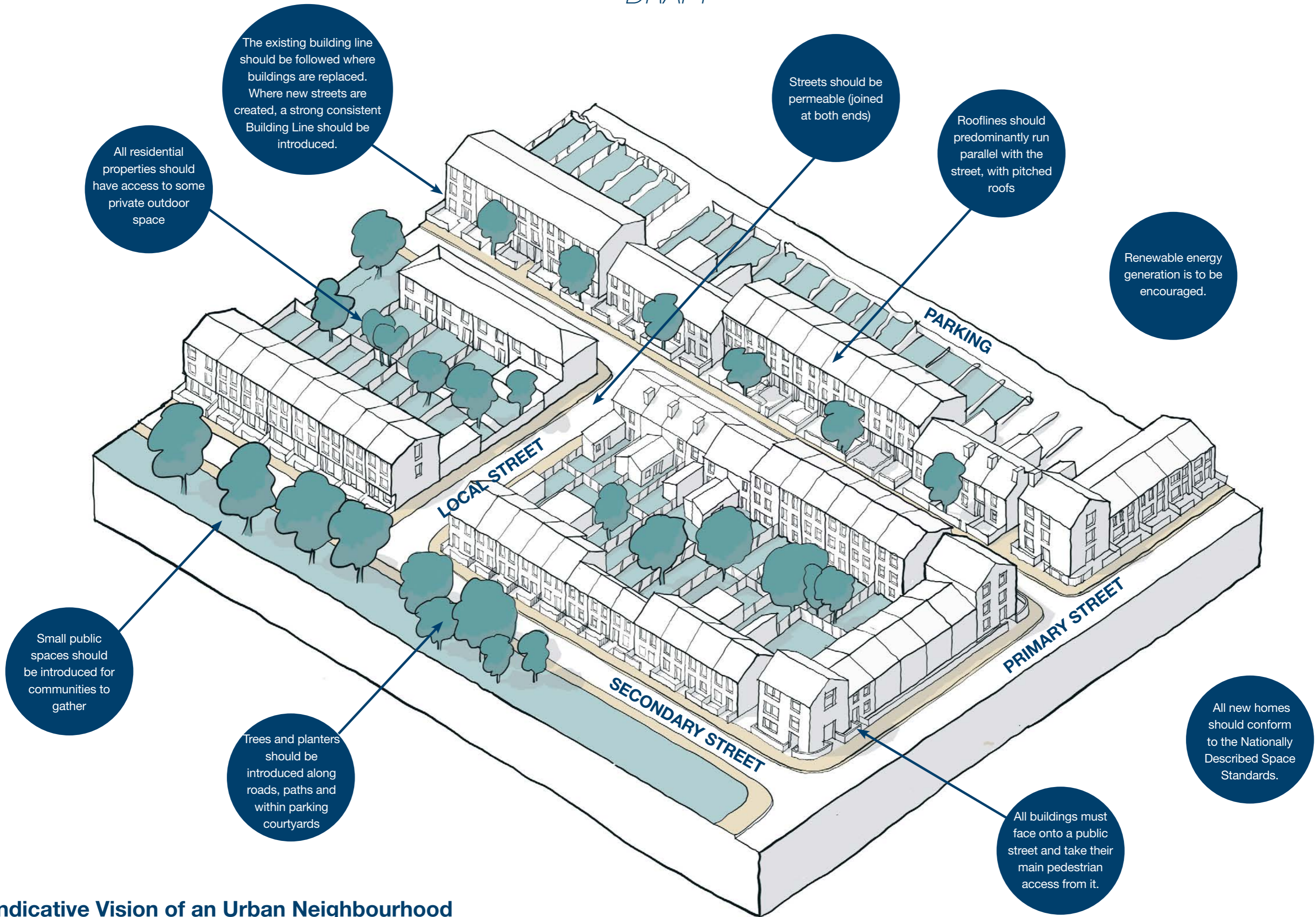
Secondary Street



Tertiary Street



DRAFT



Indicative Vision of an Urban Neighbourhood







**DRAFT**

**Area Type 3  
Suburban**



## Area Type 3 LYE SUBURBAN

This Area Type relates to the suburban parts of Lye shown on the map opposite. Because the boundary is drawn quite tightly there are only small areas of suburban housing within the study area. It is however the predominant Area Type in the surrounding area. It is also the Area Type that will apply to much of the new housing in the area.

### Existing Character

An analysis has been undertaken of the character of these suburban areas as set out in Appendix 1. They cover a variety of types and ages of suburb, the tissue sample we used at Shepherd's Walk is inter-war but much of the surrounding suburbs date from the 1960s and 70s.

These are not the cul-de-sac suburbs that came later, they are based on curving avenues most of which connect to other streets with only the most minor streets being cul-de-sacs. The homes are mostly semi-detached with but built close together so that parking is in the front of the house, often taking the entire front garden. Density is low at 20-25d/ha, most buildings are 2 storey and they follow a consistent building line without street trees.

### Area Type Vision

In Appendix new we have assessed the strengths and weaknesses of the Suburban Area Type. This identifies many strong and positive characteristics:

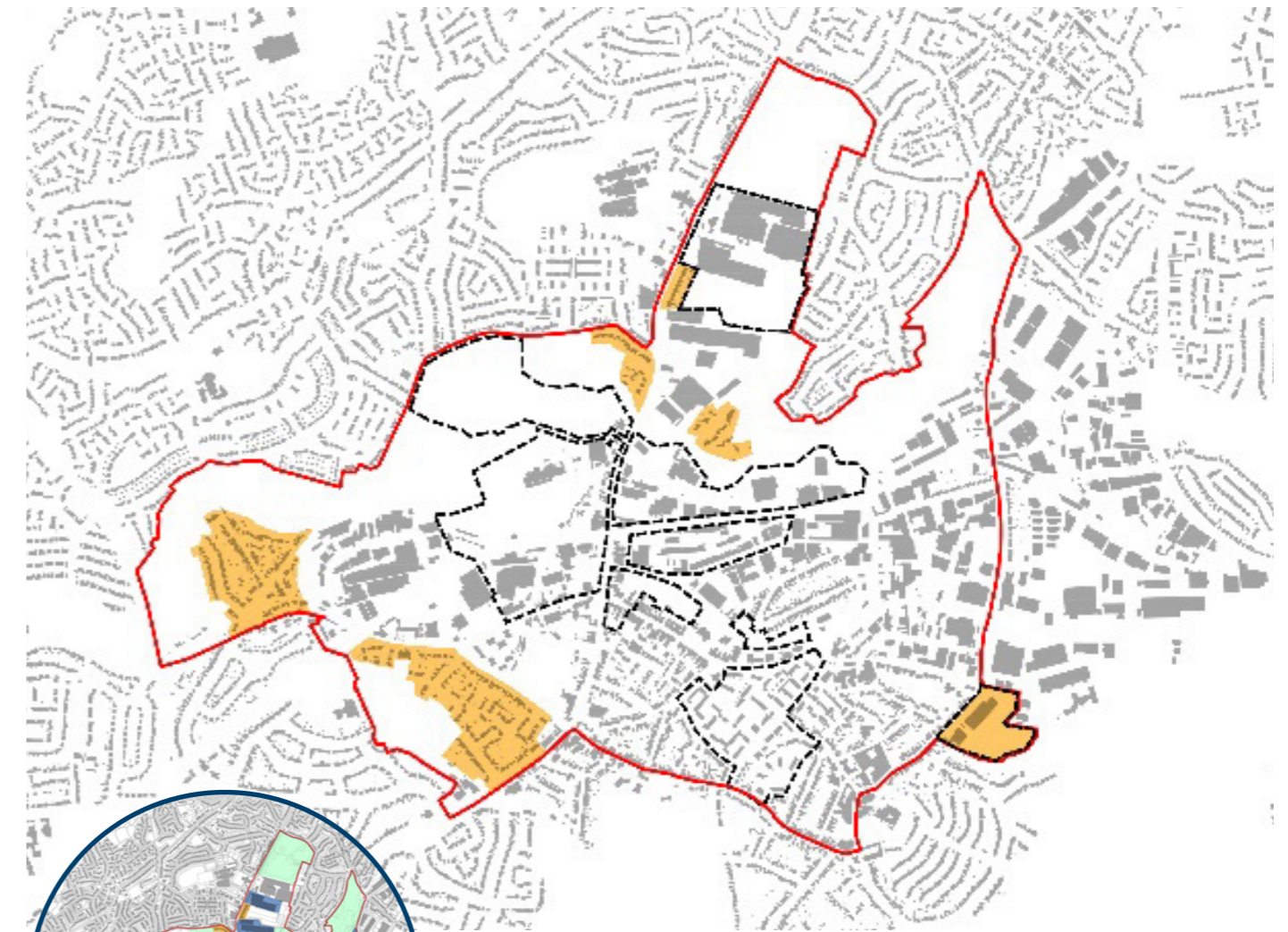
- A strong sense of ownership and community
- Parking: mainly off street without much on street parking
- Clear connected streets with a strongly defined building line
- Good natural surveillance with homes facing onto the street
- Large gardens, mature planting biodiversity
- Access to local green space
- Good quality housing in terms of floor areas, windows/natural light
- Architectural features – bays/ gables/ arched doorways / porches/ chimneys / brick detailing.
- Walk-able local facilities

However there are also a number of negatives including:

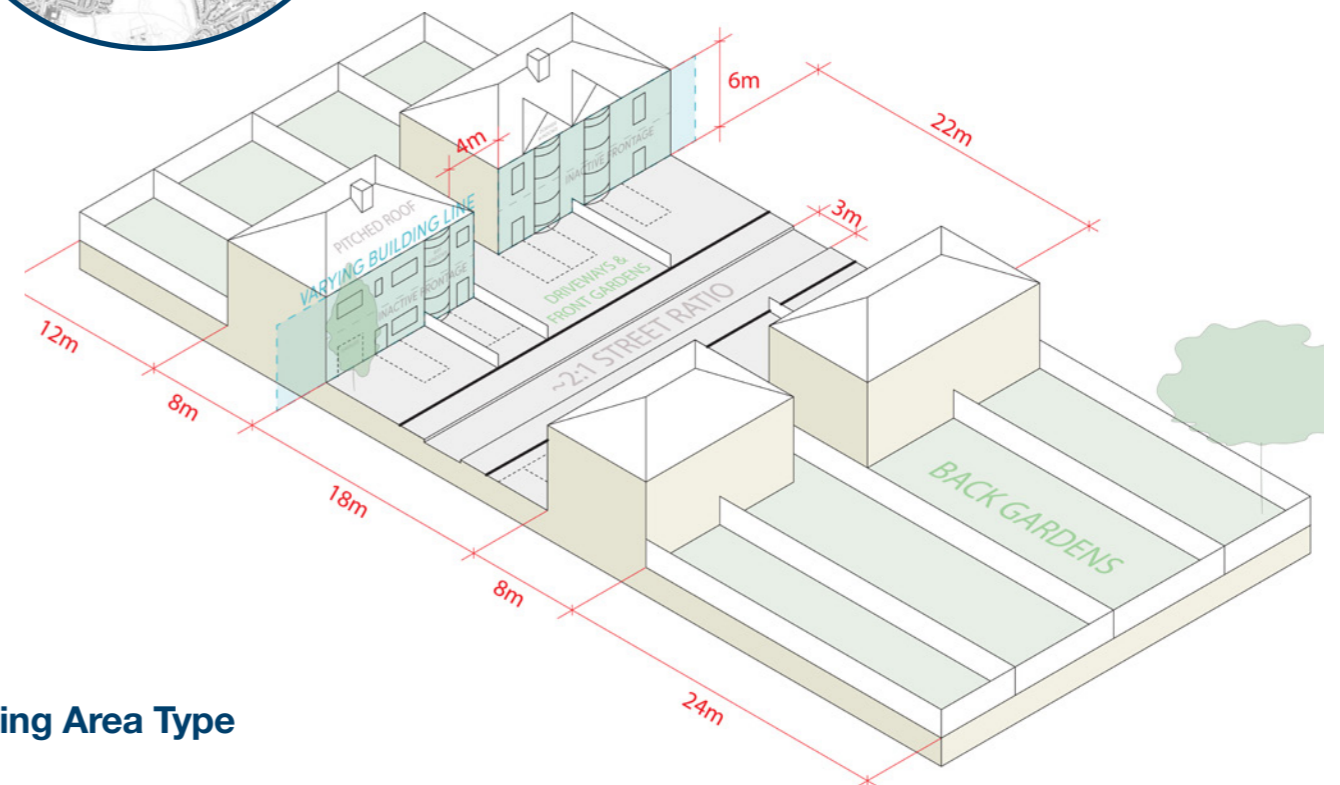
- Loss of front gardens to parking
- Likely poor energy efficiency
- No street trees
- Poor quality street lighting
- No bin storage and so unsightly bins

We have therefore developed the following vision for the Suburban Area Type designed to build on these strengths and address the weaknesses:

**To create a high quality walkable, residential environment with rich planting and biodiversity, less visible parking and high quality homes.**



Suburban Neighbourhoods in Coding Plan



Existing Area Type



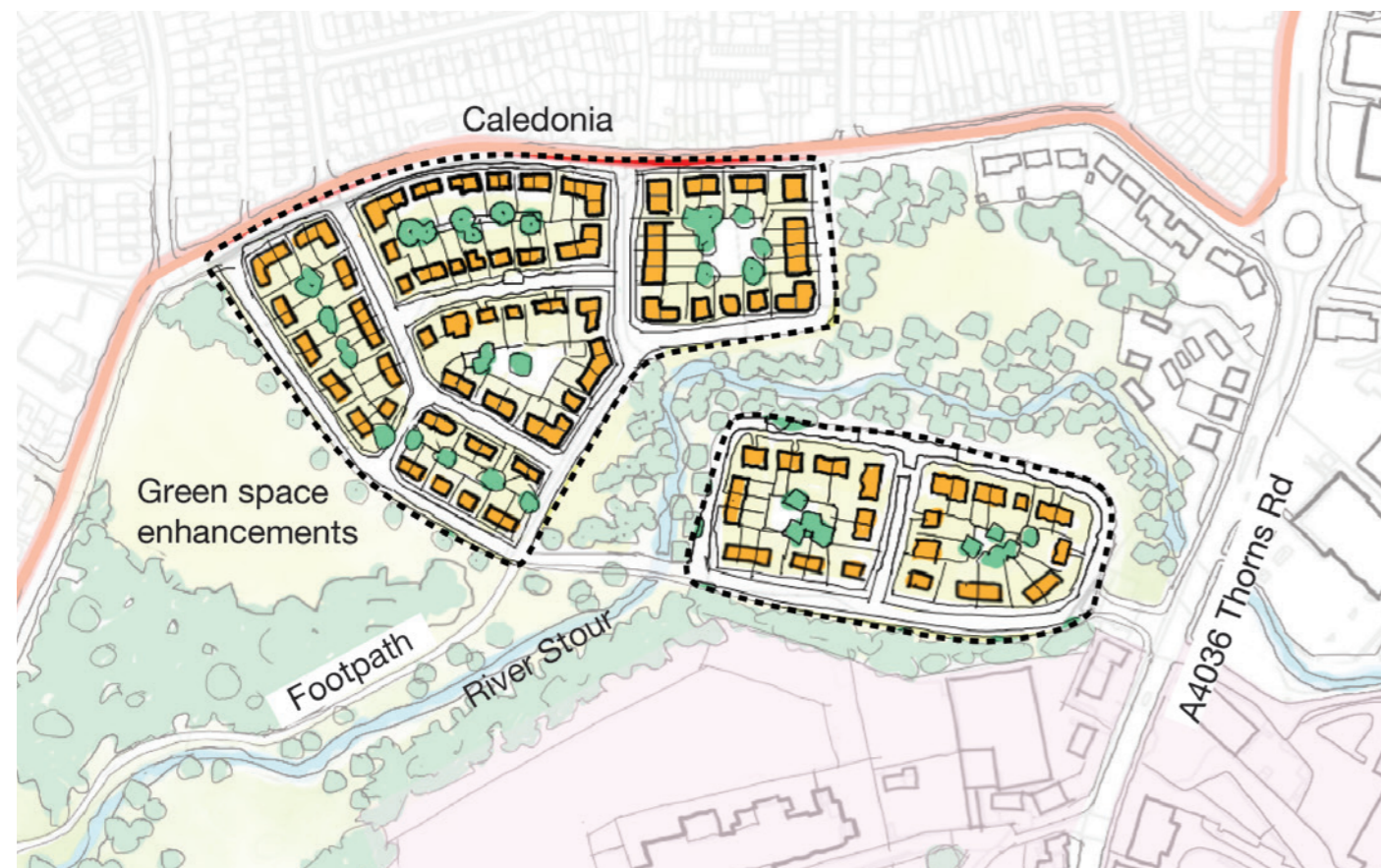
## Development Sites

The two main residential development sites within the study area are the Stour Valley site and the Quarry Bank site. These are both residential allocations in the local plan although the Quarry Bank site falls largely within the Urban Neighbourhood Area Type and so is described in that section of the report. The illustrative plans and Regulatory Plan for Stour Valley are shown opposite.

### 1. Stour Valley Site

The former Caledonia Sewage Works site (allocation H13.5) is the most advanced of the housing schemes with a developer in place and a scheme drawn up. The upper park is on a south-facing slope and the lower park is largely flat in a curve of the river (but not subject to flooding).

Due to the topography of the land and the natural surroundings, this site would be developed as relatively low density housing applying the Suburban Area Type. The site covers approximately 6.5 hectares and we are proposing that it would be developed at a net density of 30 - 35dph and a gross to net ratio of 60%. This would therefore accommodate around 120 -140 homes.



## 1. Movement

The Suburban Area Type will include lower density focusing with gardens but it is also important that it is walkable and not dominated by cars. The Movement code for Suburban Area Type therefore includes the following:

**SU1.1 Streets:** The regulatory plan sets out a hierarchy of primary, secondary and tertiary streets. These form a framework for the coding and new development should be designed to the rules for each street type.

**SU1.2 Connectivity:** All new streets and routes should connect at either end to other routes. Cul-de-sacs are permitted only for tertiary streets and be used only where no alternative exists.

**SU1.3 Public Transport:** All housing must be within a 5 minute walk (400m) of a bus stop.

**SU1.4 Junctions:** All new and redesigned junctions must be designed to prioritise pedestrians and cyclists. The accommodation of swept paths and visibility splays must not create diversions for pedestrians.

**SU1.5 Parking:** This is to be provided based on a maximum of 2-3 spaces/residential unit (dependent on number of bedrooms). For new development parking in front gardens will not be permitted.

Visitor Parking should be provided on street. In new development this should be provided in marked bays with one space per four homes.

**SU1.6 Cycling:** Segregated cycle lanes will be provided on all new primary and secondary streets. Development should also provide off street cycle routes to supplement the existing cycle network

Residential cycle parking must include a minimum of 2 spaces per dwelling to be provided inside the dwelling, in garages or secure bike shelters within gardens .

**SU1.7 Bins:** All new and improved housing should be provided with a covered bin store sufficient to accommodate Dudley's rubbish and recycling requirements.



## 2. Nature

All housing within the Suburban Area Type should have access to a range of green spaces to promote biodiversity and opportunities for recreation.

### SU2.1 Open Space Provision:

All housing must have access to a range of open spaces based on Natural England's Green Infrastructure Standards. Lye is well served with public parks and has the potential for informal nature space through the Stour Valley and so it is likely that the housing will meet this standard.

**SU2.2: Play space:** All housing must be within 100m of a Local Area of Play (LAP) and 400m of a Local Equipped Area of Play (LEAP). If these do not already exist they will be a requirement for any scheme of more than 50 homes

**SU2.3 Biodiversity:** In line with national policy all new development will achieve a 10% Biodiversity Net Gain. Existing trees, hedges and other biodiversity features should be retained. New biodiversity can be achieved through new green space, water areas, gardens, tree planting, green walls and roofs.

### SU2.4 Open space design:

Where schemes include new green space or abut existing green space the following rules will apply:

- Housing shall not back on to public green space, this is only permissible for school grounds or other spaces not open to the public.
- Public spaces should be overseen from surrounding buildings to avoid the risk of anti-social behaviour.
- Public space should be designed to avoid conflicts (such as noise from playgrounds) with neighbouring uses.
- Public spaces should be open and accessible to everyone.
- Open spaces should be designed to maximise biodiversity.
- Appropriate management arrangements must be in place.
- Parks and play areas should have a boundary fence/railings

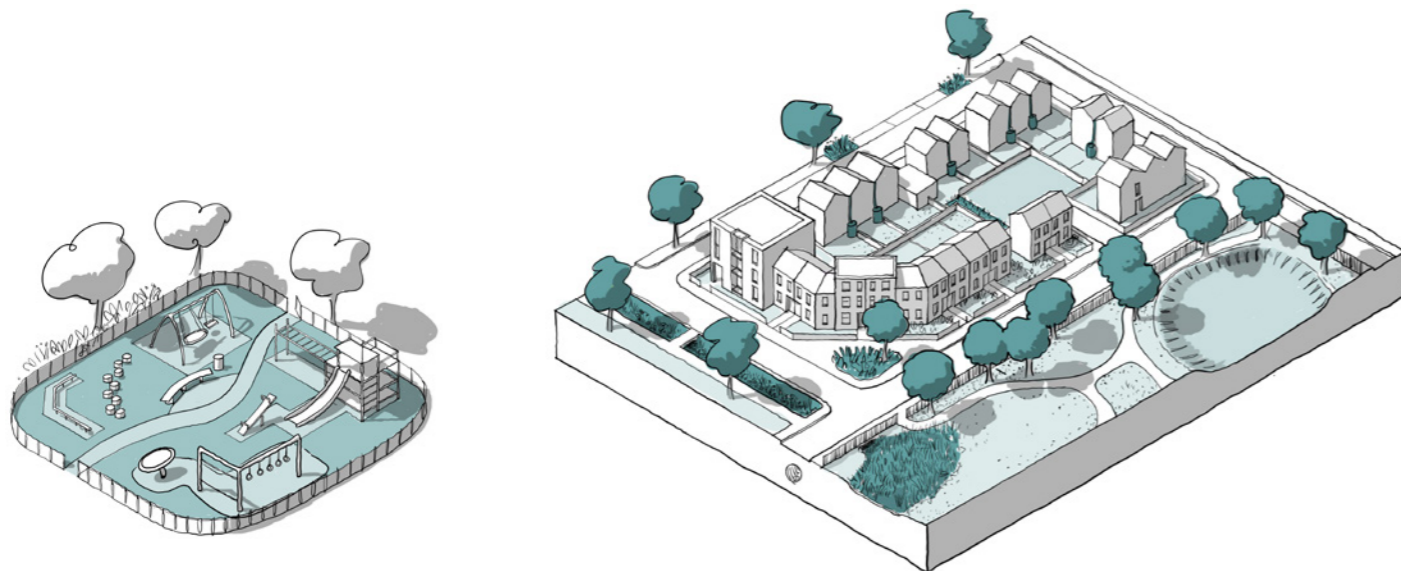
**SU2.5 Drainage/flooding:** New housing should not be built within Flood Zone 3. Where there is a risk of flooding mitigation measures must be used including raising finished floor levels above the predicted flood level.

**SU2.6 SUDs:** All new development should incorporate Sustainable Urban Drainage to achieve a greenfield run-off rate.

**SU2.7 Water:** New development adjacent to watercourses must allow public access along the water course. Culverted watercourses should be opened up and naturalised.

**SU2.8 Trees:** Existing trees should be retained where their retention can be achieved without conflicting with other parts of the code.

All streets should incorporate new street trees and spacing of no more than 30m on at least one side of the road.



## 3. Urban Form

The existing suburban area type includes a variety of characters. The vision is however is for a high quality suburban environment with curving walkable streets fronted by high quality homes.

**SU3.1 Housing Density:** New housing must be built at net densities of at least 35-45 dwellings/hectare (not including apartments).

**SU3.2 Party Wall:** Most housing in the suburban area type is anticipated as being detached and semi detached. However short terraces are also acceptable and there is no requirement for the party wall condition.

**SU3.3 Frontage:** All new homes must face onto a public street and take their main pedestrian access from it.

**SU3.4 Urban Grain:** A variety of housing types and designs will ensure that all homes do not look the same.

**SU3.5 Building Line:** In existing areas development should follow the building line set by the neighbouring buildings.

For new development houses should follow the building line set by the regulatory plan for the site.

In both cases the front face of the building must not vary by more than 0.5m from the line.

Setbacks and projections from the building line such as balconies, bay windows and porches are permitted.

**SU3.6 Urban Form:** New building lines should be curved to create character.

**SU3.7 Corners:** Buildings on corner plots must turn the corner, providing distinctive features with windows overlooking the public realm.

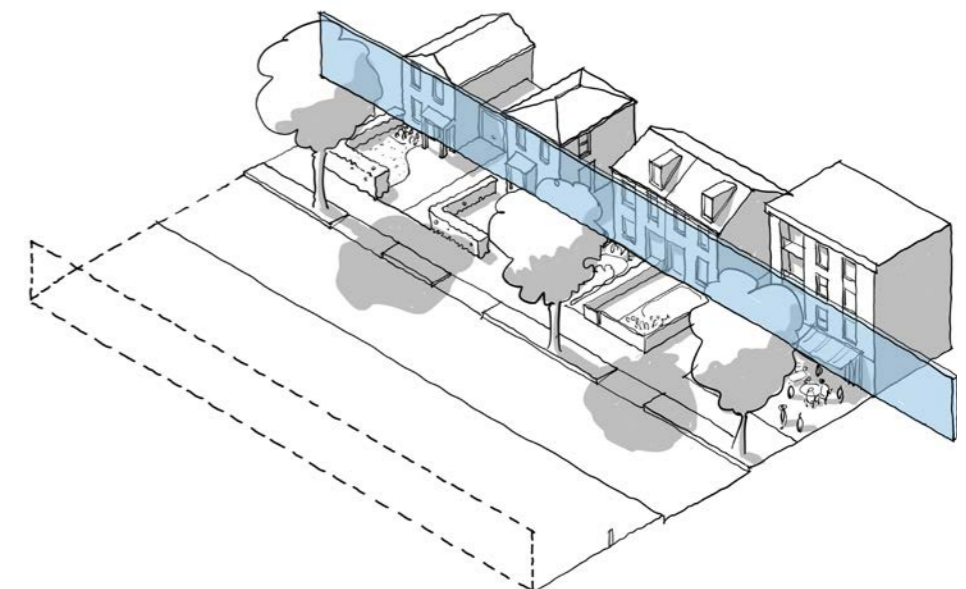
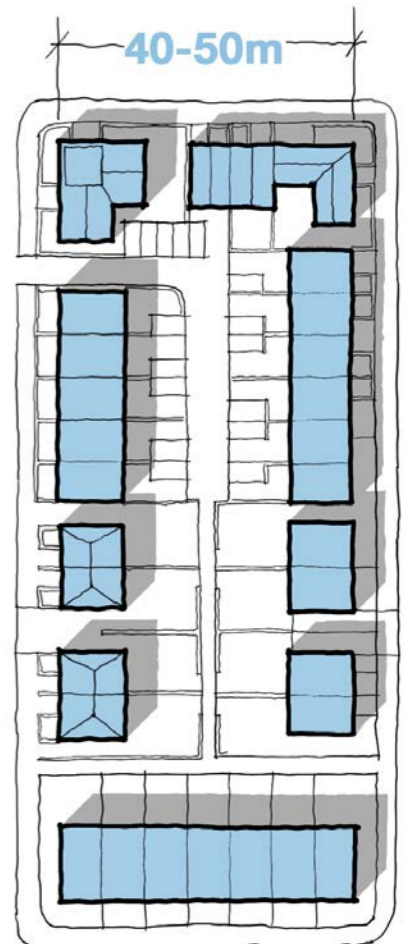
**SU3.8 Height and Enclosure:** The suburban area type will consist of predominantly 2 storey homes although occasional 3 storey homes are acceptable.

At least 80% of new buildings should have an eaves height not exceeding 7m.

No buildings should exceed an eaves height of 10m.

Total heights should be no greater than 3m above the eaves heights with the exceptions of chimneys and arials.

Loft conversions and other upward extensions are permissible within these limits.





## 4. Identity

The Code does not seek to impose a particular architectural style on new buildings. The following rules relate to the principles of good design apply regardless of architectural style.

**SU4.1 Context:** All new development must be accompanied by a Design and Access Statement that assesses the character of the surrounding area in terms of scale and proportion materials and detailing. These features should influence the design of new housing.

**SU4.2 Boundary Treatment:** New housing will be set back from the pavement by up to 6m. The boundary between the front garden and the pavement should be marked with a low wall which can be combined with a fence or hedge.

**SU4.3 Architecture:** The code does not require a particular architectural style but the following principles must be followed regardless of style.

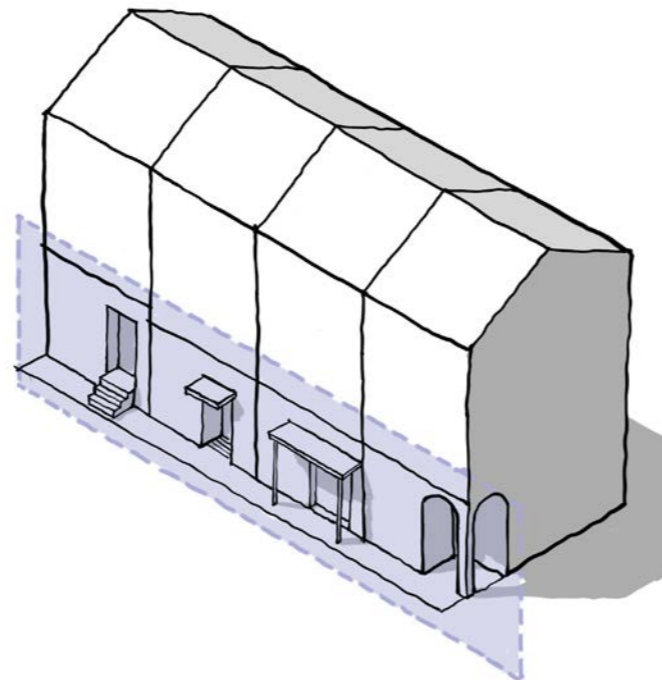
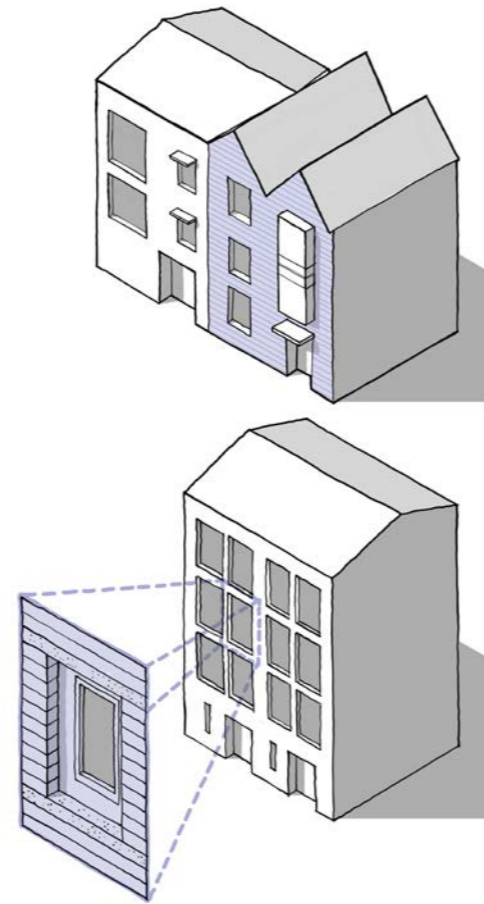
**Ground Floor:** The base of new buildings should be differentiated by architecture or materials and entrances should be clearly differentiated through design.

**Materials:** Should predominantly be red brick with terracotta roof tiles in keeping with the traditional housing in the area. Render and timber cladding are not permitted.

**Active Frontages:** Housing should face onto the street and including the front door that should be marked by an architectural feature such as a porch.

**Windows:** Should be orientated vertically with the use of bay windows and deep reveals. Window openings should account for 35-40% of the front facade.

**Rooflines:** Roofs will be pitched but a variety of roof configurations is encouraged.



## 5. Public Space

Where new streets are being created on development sites, or where existing streets are being altered the guidelines in the table opposite should be followed

**SU5.1 The Street Hierarchy:** New development should contribute to the character of the streets on which it located as detailed on the table and plan opposite.

**SU5.2 Street Design:** Where new streets are being created or existing streets are being improved they should follow the guidance set out in the street sections on the following page.



Street Type	Primary Street	Secondary Street	Local Streets
Traffic	Two Way	Two Way	Two Way
Enclosure ratio	1:3	1:2	1:2.5
Width between Building Lines	25-20	18-22m	18.22
Active Frontage	No requirement	No requirement	No requirement
Building line Compliance	50%	50%	40%
Set Back	up to 6m	up to 6m	up to 6m
Parking	Driveways with some on street in designated bays	Driveways with some on street in designated bays	Driveways with some on street in designated bays
Cycling	Designated lanes in both directions	Designated lanes in both directions	On carriageway
Footway	At least 2.5m	At least 2m	At least 2m
Street Trees	On at least one site at spacings no greater than 25m	On at least one site at spacings no greater than 25m	On at least one site at spacings no greater than 25m



## 6. Use

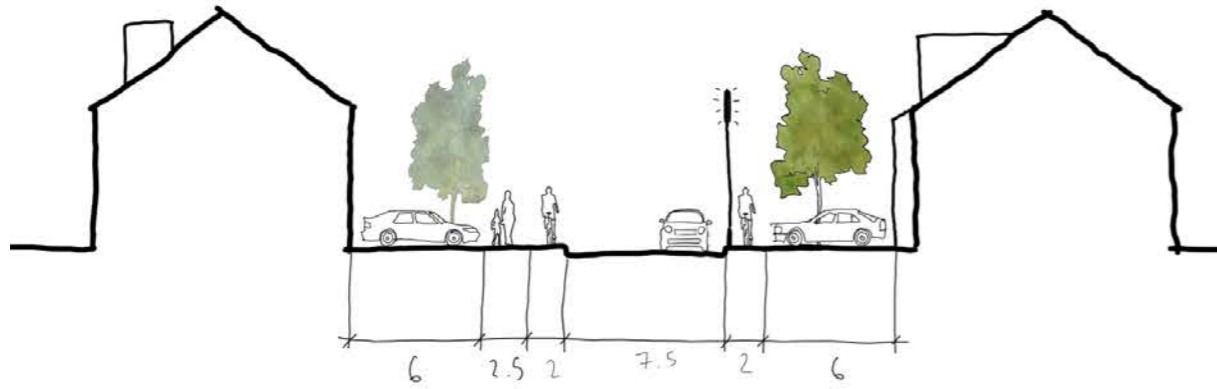
The Suburban Area Type will be predominantly residential although it may include occasional other uses such as local shopping parades, pubs and small scale employment uses. The code does however encourage the intensification of suburban areas through extensions and new development.

**SU6.1 Intensification:** The creation of new housing via infill development, and subdivision is encouraged so long as it follows the other provisions of this code.

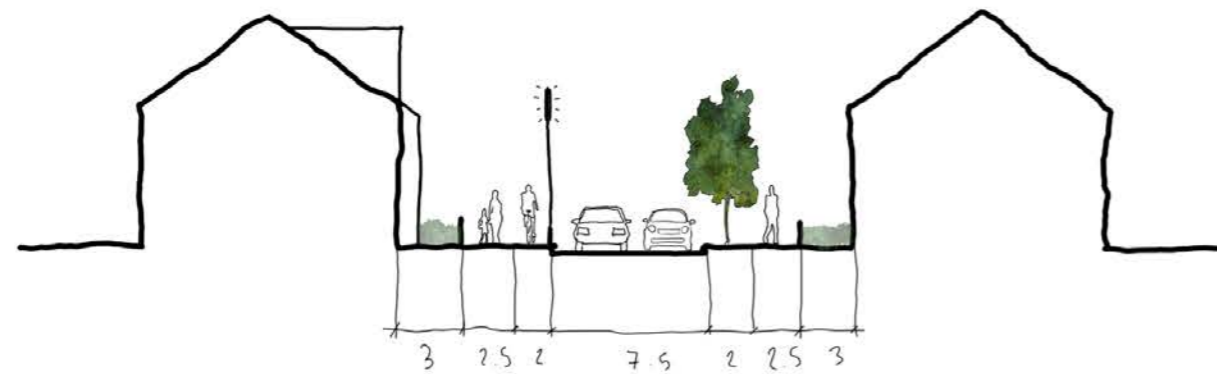
**SU6.2 Extensions:** Many household extensions will be covered by permitted development rights. Those that require planning

permission should be developed to the rear or side of the property and should be in keeping with the rest of the home.

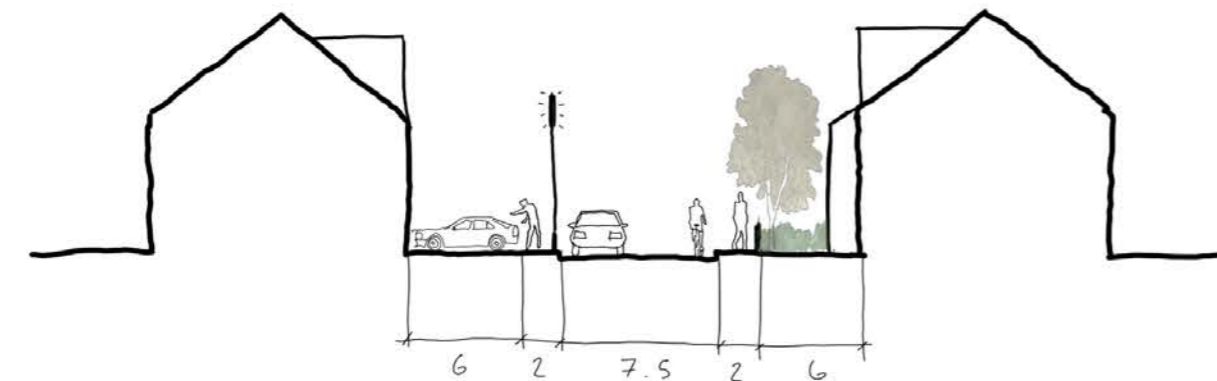
**SU6.3 Housing Mix:** The new housing should provide a mix of housing sizes and tenures. Social housing provision should meet policy requirements.



Primary Street



Secondary Street



Tertiary Street

## 7. Homes and Buildings

New housing in the suburban area type should be developed to a high standard and create an attractive environment for new residents. To that end the following standards will apply:

**SU7.1 Space Standards:** All new homes should conform to the Nationally Described Space Standards.

**SU7.2 Lighting, Noise and Privacy:** All new housing should be designed to create acceptable levels of internal comfort including daylight, and traffic noise. Privacy distances will be set at 22m between rear facing windows but not to the elevation facing the street.

**SU7.3 Private outdoor space:**

All one/two bedroom houses should have a garden of at least 45m<sup>2</sup>. Two-three bedroom homes (with a plot width of over 4m) should have a garden of at least 60m<sup>2</sup>, four bedroom homes should have a garden of at least 80m<sup>2</sup> and five bedroom homes should have a garden of at least 100m<sup>2</sup>. Apartments should have 30m<sup>2</sup> each.

**SU7.4 Security** New homes should meet Secured by Design guidelines published by the Police.

## 8. Resources

New housing should be designed to be sustainable in terms of energy use, materials and construction.

**SU8.1 Energy Efficiency:** New housing will be subject to the Future Homes standard that mandates levels of energy efficiency and non-fossil fuel heating. The Code does not require housing to exceed this standard.

**SU8.2 Renewable Energy:** The inclusion of PV panels and

heat pumps on new blocks is encouraged. Renewable energy is expected to be provided on developments of over 10 units.

**SU8.3 Environmental**

**Performance:** New development will be expected to achieve a minimum environmental performance of BREEAM Good.

## 9. Lifespan

New development in the Suburban Area Type should be designed for ease of maintenance

**SU9.1 Adoption Standards:**

All streets and public areas will be adopted by Dudley Council and should be designed to the council's adoption standards.

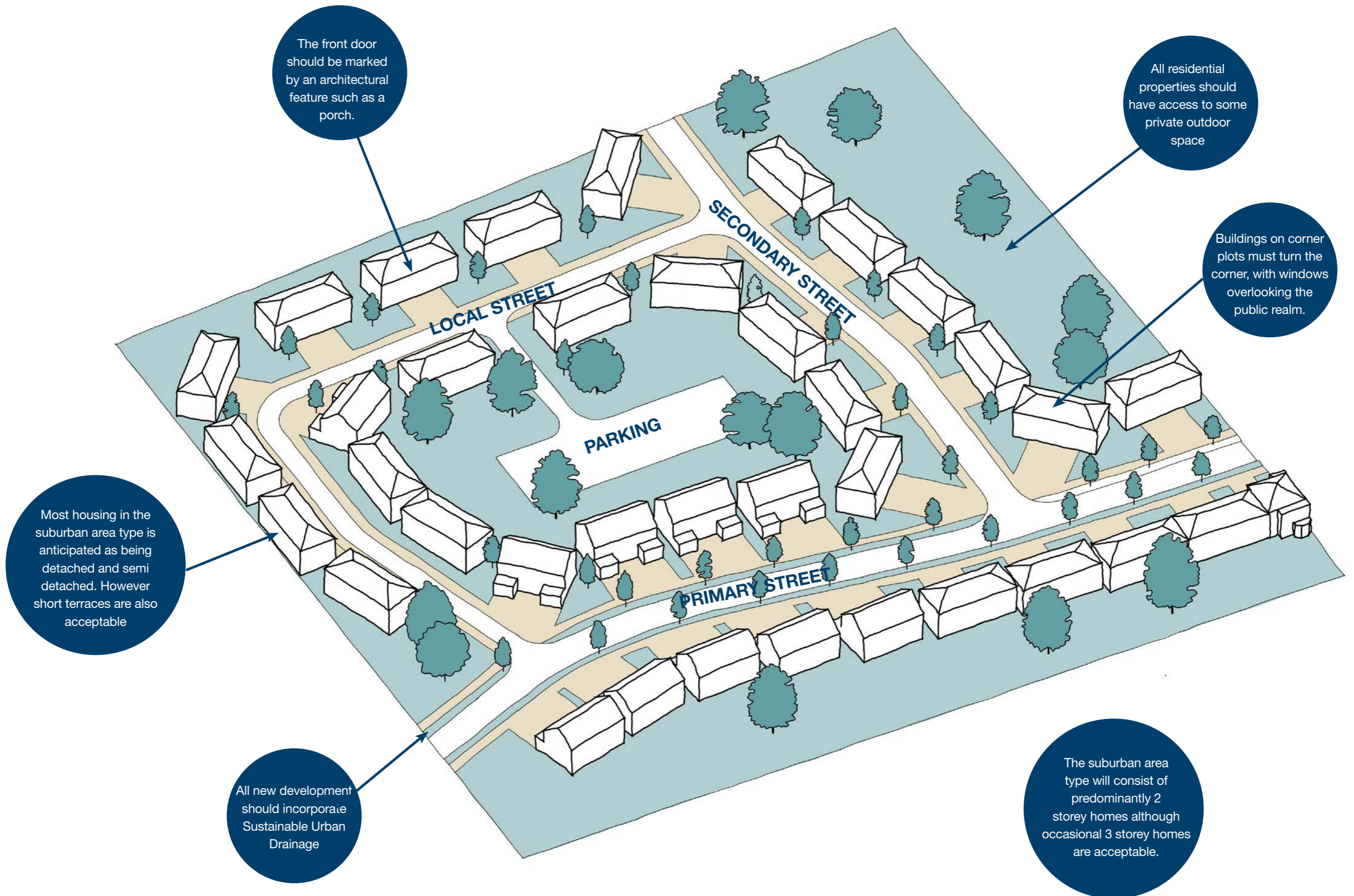
**SU9.2 Management:** For

apartments management arrangements must be put in place for communal areas and courtyards.

**SU9.3 Community involvement:**

All new development should involve a meaningful engagement with the local community, both those in the surrounding area and where possible future residents. Opportunities to involve residents in management should also be explored.





The front door should be marked by an architectural feature such as a porch.

All residential properties should have access to some private outdoor space

Buildings on corner plots must turn the corner, with windows overlooking the public realm.

Most housing in the suburban area type is anticipated as being detached and semi detached. However short terraces are also acceptable

All new development should incorporate Sustainable Urban Drainage

The suburban area type will consist of predominantly 2 storey homes although occasional 3 storey homes are acceptable.

**Indicative Vision of an Sub-urban Neighbourhood**







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**Area Type 4  
Industrial Areas**



## Area Type 4 INDUSTRIAL AREAS (IA)

As with much of the Black Country, Lye evolved from a small rural area into a manufacturing district in an unplanned and ad-hoc manner. This has resulted in manufacturing, residential and retail uses developing in close proximity to each other, and industrial uses in prime central locations. The Design Code supports the continual success of these businesses, but explores way to improve surrounding streetscapes and boundary conditions to create less segregated and detached areas of Lye and Stour Valley.

### Existing Character

The industrial areas in Lye are generally car dominated, hard landscaped and unengaging for pedestrians with mainly blank facades facing the street. Large buildings sprawl over one or two storey, and land between the roads and building line is underutilised and generally of poor landscape quality. In some industrial areas, pavements are blocked by cars and plots have untidy and unmanaged edges. Buildings are generally drab with poorer quality architectural design focussed on functionality, and little interaction between building and street.

### Area Type Vision

In Appendix one we have assessed the strengths and weaknesses of the Industrial Area Type. This identifies positive characteristics such as:

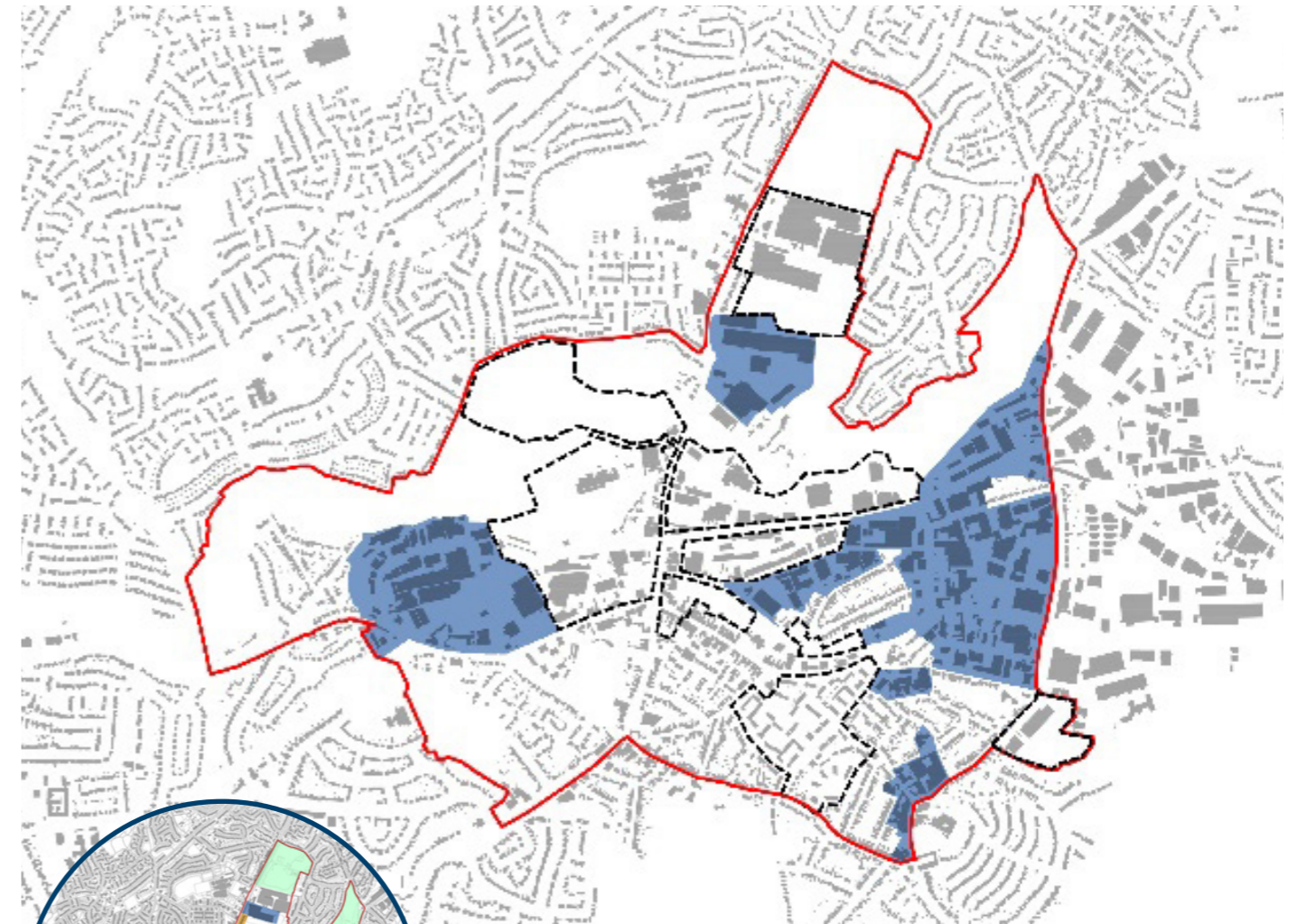
- Use - employment uses are strong for Lye community to find local employment
- Density – Plots fairly well occupied. Urban intensification at rear
- Pavement width
- Space for parking and deliveries

The Industrial Areas contribute negatively to the general aesthetics of the town and cover vast areas limiting opportunities for desirable connectivity for pedestrians and cyclists. Negative characteristics include:

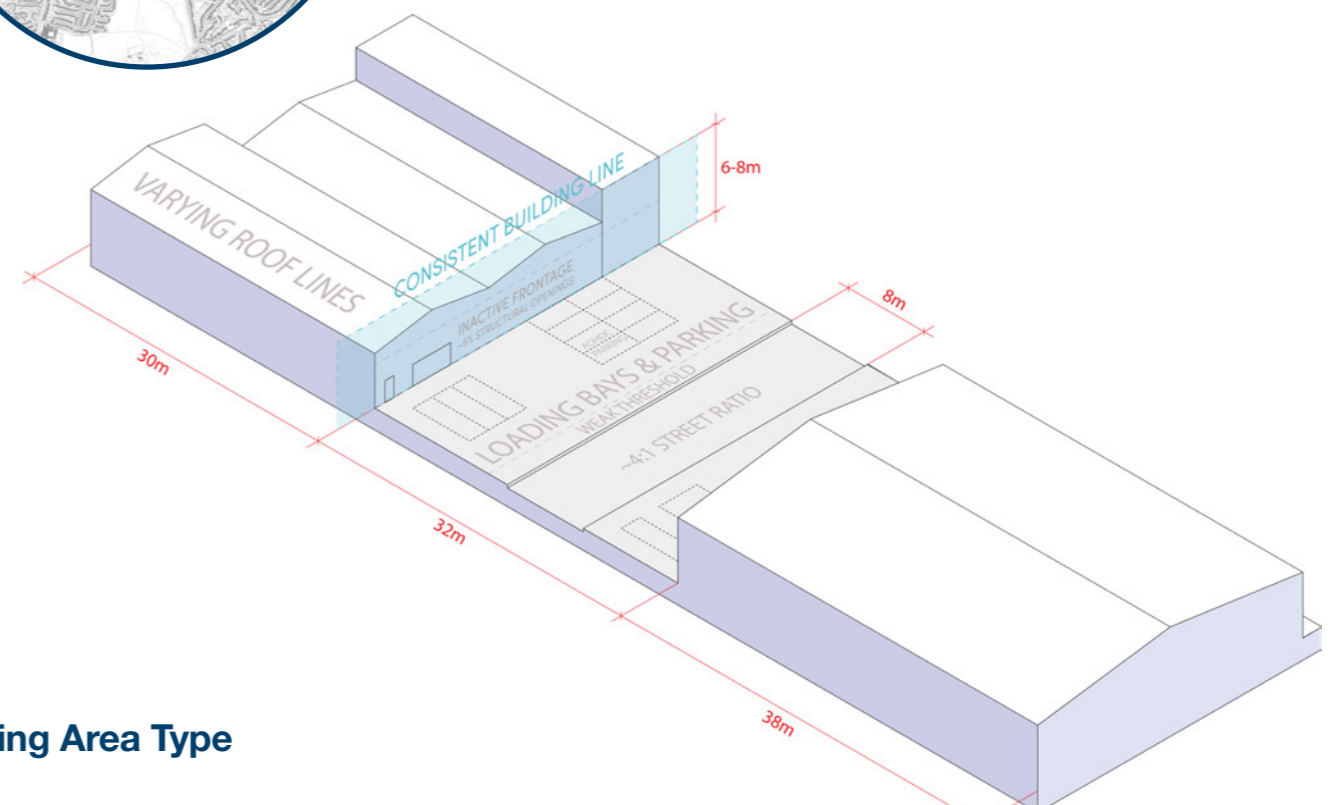
- Disorientating with no sense of place
- Cluttered front yards with parking and delivery vehicle
- No cycle parking
- Fine Urban Grain of large units, not very engaging with unclear blocks
- Language of fronts and backs unhelpful
- Boundaries – unwelcoming security fences and concrete wall
- Building height/ street proportion – low sense of enclosure. Low efficiency (form factor)
- Building design - uninspiring. Some have very limited fenestration. Passive surveillance poor – little overlooking Limited local facilities for employees
- No biodiversity or street trees

We have therefore developed the following vision for the Industrial Area Type designed to build on these strengths and address the weaknesses:

**To create a more coherent, permeable and inviting streetscape with improved passive surveillance, stronger boundary treatments, integrated soft landscape and a range of facilities to cater for local employees**



Industrial Areas in Coding Plan



Existing Area Type



## Employment Areas - Masterplan Proposals

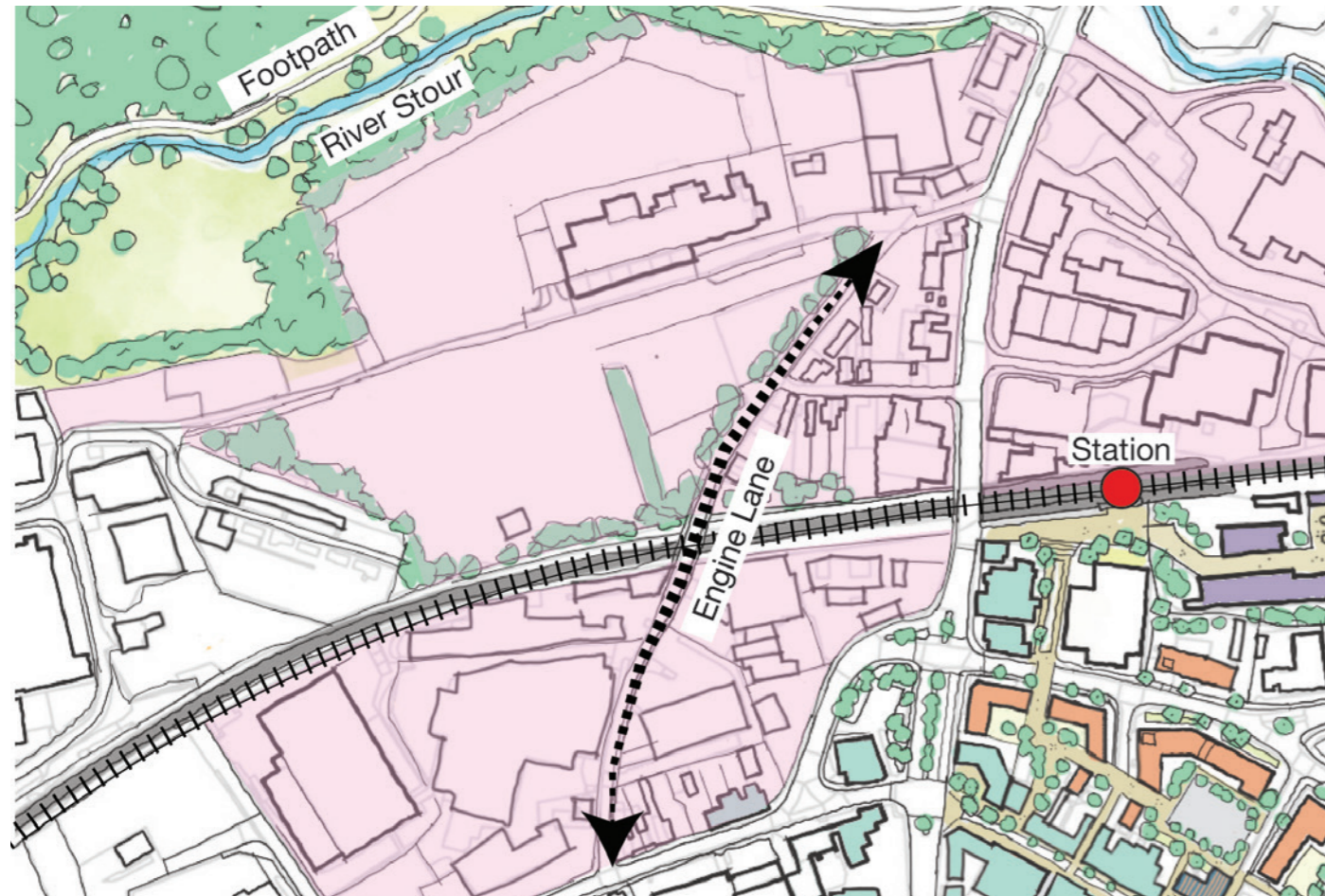
The Masterplan focuses predominantly on enhancements to the High Street and Bypass sites in Lye, as well as wider housing opportunities. Two employment areas feature in the Lye and Stour Valley Masterplan: Engine Lane and Old Forge Trading Estate. These will both be allocated as EMP4 sites - allowing them to continue to operate with their successful existing employment related uses despite original allocation for mixed use with housing in the Local Plan.

### 1. Engine Lane

The areas east and west of Engine Lane contain industrial uses such as The Lye Foundry and a recycling business, as well as some pepper-potted houses. The masterplan recommends that employment use is retained for the foreseeable future. Site boundaries should be improved with planting and screening where industrial sites face residential buildings.

### 2. The Old Forge Trading Estate

The area to the north of the station is functioning well as an employment area with a range of high quality businesses. Our recommendation is that this remains designated as employment land. There are currently unoccupied units and sites, and there might be opportunities to consolidate employment uses here - freeing up other town centre locations. The Estate could benefit from better pedestrian access into surrounding green areas and residential neighbourhoods.



## 1. Movement

Industrial areas in Lye rely on access from large heavy goods vehicles, which park up on the road or in delivery bays. Some employees walk to work or take public transport, however the presence of cars around industrial estates suggest that car reliance dominates - detracting from the walk-ability of streets as vehicles mount pavements. Pavements are quite wide and buildings are often setback from the road, allowing opportunities to explore landscaped verges, better integrated parking and safer cycle routes.

**IA1.1 Streets:** Streets through industrial estates should be permeable to pedestrians and cyclists and accommodate local traffic - including large delivery vehicles - but should be designed to discourage through traffic.

**IA1.2 Connectivity:** All new streets and routes should connect at either end to other routes. Better footpath connections should be introduced to facilitate permeability through large plots.

**IA1.3 Junctions:** All new and redesigned junctions must be designed to prioritise pedestrians and cyclists. The accommodation of swept paths and visibility splays must not create diversions for pedestrians or undermine urban form (by demolishing buildings)

**IA1.4 Visitor Car Parking:** Car parking should not dominate the street scene. Cars should not be allowed to obstruct pavements, and parking bays should be allocated on streets for delivery vehicles and visitor parking. Delivery vehicle parking will be accommodated to the rear of buildings where possible.

**IA1.5 Employee Parking:** Where parking is provided by businesses, this should be discreetly integrated into rear parking courts, or screened from the street where provided in front parking yards.



**IA1.6 Cycling:** Cycling is facilitated on roads in Industrial Areas.

Employee cycle parking must follow Building Regulations legislation and be provided in secure courtyards or bike shelters.

Visitor cycle parking should be provided in the form of Sheffield stands as part of public realm improvements to industrial estates.

**IA1.7 Bins:** Adequate ventilated rubbish and recycling facilities must be provided within buildings or other structures for all refuse bins so that they do not obstruct streets and pavements. Bins should be accommodated where possible to the rear of properties, and should be effectively screened.

## 2. Nature

It is not anticipated that the Industrial Area Type will include any new significant areas of green space. However it is important that all new development adds to biodiversity.

**IA2.1 Open Space Provision:** Connections to existing green spaces surrounding industrial areas should be enhanced to promote health and wellbeing opportunities for employees. Small communal green spaces should be explored within industrial areas allowing space for lunchbreaks and socialising.

**IA2.2 Biodiversity:** In line with national policy all new development will achieve a 10% Biodiversity Net Gain. In the absence of green spaces this will need to be achieved through tree planting, green walls and roofs, courtyards and habitat creation (like bee bricks).

Wildflower verges, shrub and hedgerow planting should be strengthened around site boundaries to provide visual screening where industry faces residential.

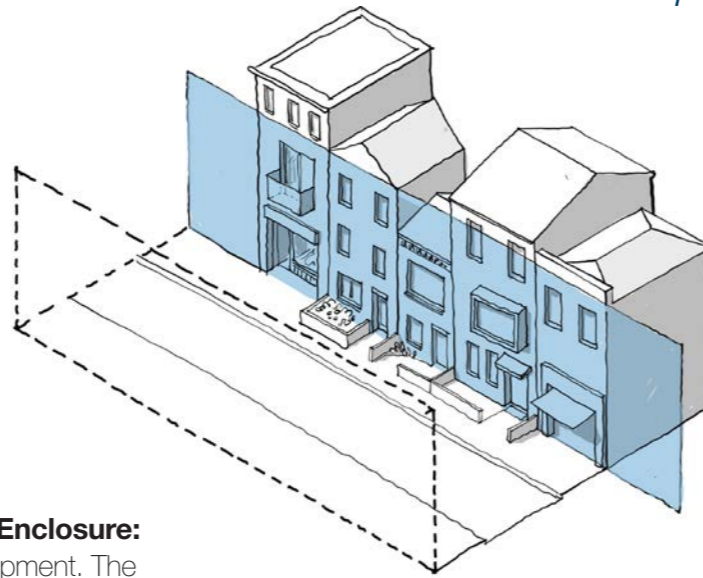
**IA2.3 Drainage:** All new development should incorporate Sustainable Urban Drainage to achieve a greenfield run-off rate.

**IA2.4 Trees:** Existing trees should be retained where their retention can be achieved without conflicting with other parts of the code. New street trees should be accommodated where possible, and businesses should be encouraged to integrate soft landscaping into front yards.



### 3. Urban Form

The Design Code seeks to create a stronger urban form in industrial areas, with better definition of fronts and backs, urban blocks and more active frontage to create a safer, more pleasant and more legible urban design.



**IA3.1 Housing Density:** NA. These areas are unlikely to include new residential development.

**IA3.2 Party Wall:** Where possible, it should be encouraged to build new units which share party walls

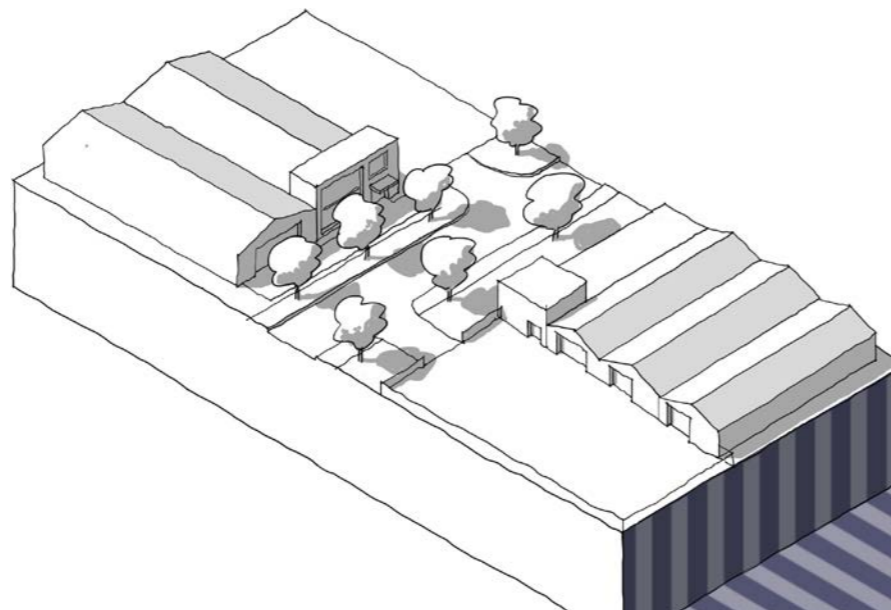
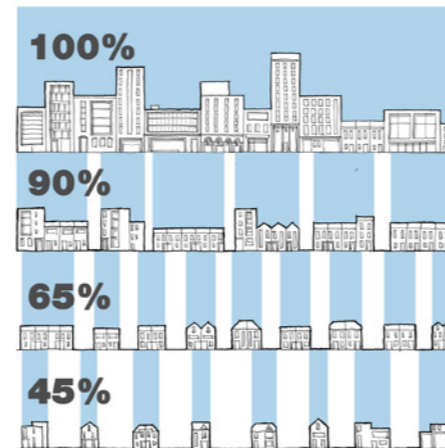
**IA3.3 Frontage:** All buildings must face onto a public street and take their main pedestrian access from it.

**IA3.4 Urban Grain:** Industrial areas should have a medium to high density with a course building grain to accommodate larger warehouses and units. This should be broken where possible with some smaller buildings which engage with the street, such as office blocks and subsidiary facilities (food and drink/ retail etc)

**IA3.5 Building Line:** A clear building line can be set for development. This must be set no more than 6m from the back of the pavement. Buildings must project forward and back from the building line by no more than 3m.

**IA3.6 Urban Form and Grain:** New development should create a varied form with an informal layout a variety of building heights, and a range of materials. Buildings on corner plots must turn the corner, providing distinctive features with windows overlooking the public realm.

**IA3.7 Height and Enclosure:** 1 to 3 storey development. The eaves height of new buildings must not exceed 10m or be less than 4m. Most buildings will have pitched gabled roofs. Corner plots and buildings at the end of vistas should be encouraged to explore taller heights and increased fenestration.



### 4. Identity

The Code does not seek to impose a particular architectural style on new buildings and encourages efforts to promote high quality design including design review, the use of more than one architecture practice using design based tenders or competitions. The following rules relate to the principles that should ally to the design of new buildings.

**IA4.1 Boundary Treatment:** The way in which buildings front onto the street will be as follows:

- Thresholds should be defined with low height boundary features at the front of properties such as hedges, walls and fences of less than 1m high. Rear boundaries should be securely fenced.

**IA4.2 Architecture:** The code does not require a particular architectural style but the following principles must be followed regardless of style. New development should encourage variety in architectural styles and create a stronger connection with the street.

**Ground Floor:** Entrances should be clearly highlighted, and windows should face the street

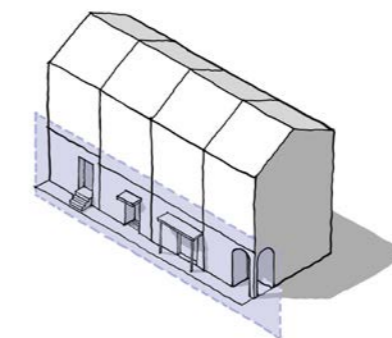
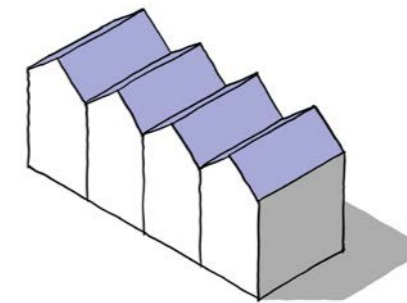
**Materials:** Materials should include brick and metal cladding, with strong colour themes and graphics to create identity. Front facades should be detailed to avoid large monotonous surfaces

**Active Frontages:** Active frontage should be integrated where possible through industrial areas with the inclusion of cafes and offices.

**Windows:** Windows should face the street with at least 20% of the front facade glazed. Rooflights should also be integrated into buildings with large internal footprints to encourage natural daylighting

**Rooflines:** Sawtooth roofs and pitches are favoured to flat roofs. Gable roofs should face the street. Where flat roofs are built, green roofs should be considered.

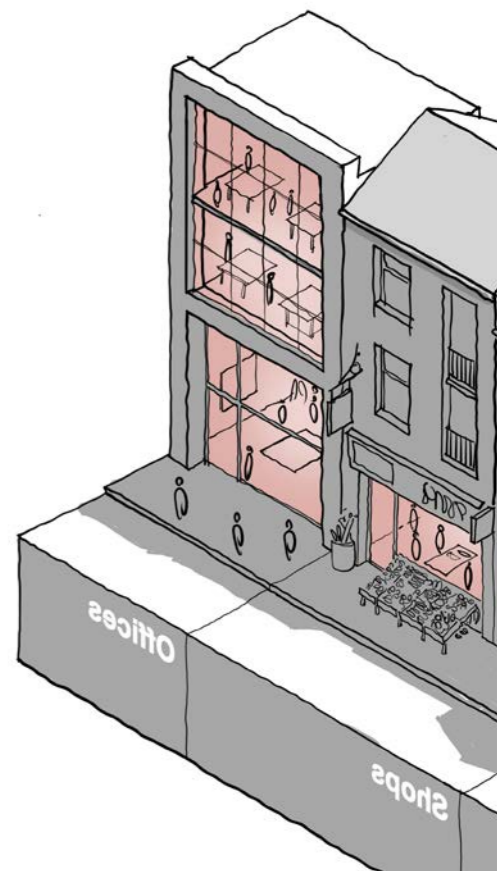
**IA4.3 Conservation Area:** Alteration to existing buildings should respect and reinstate where possible existing architectural features.



### 5. Public Space

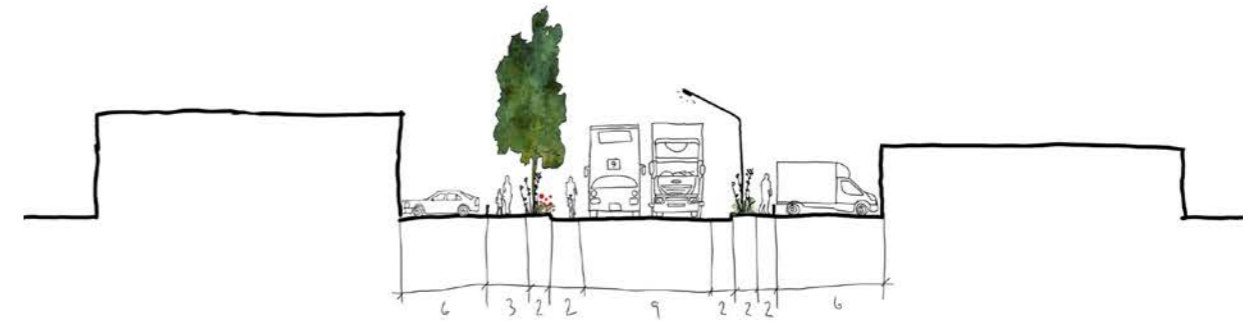
There are opportunities to improve public realm in industrial areas with softer landscape to mitigate flooding and pollution and create a more attractive streetscape. Usable public space and better links through to existing public open spaces should be provided for employees.

**IA5.1 The Street Hierarchy/ IA5.2 Street Design:** See table on next page

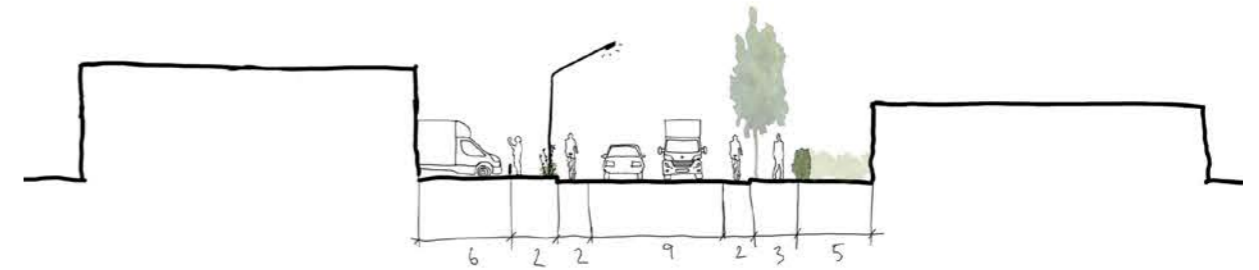




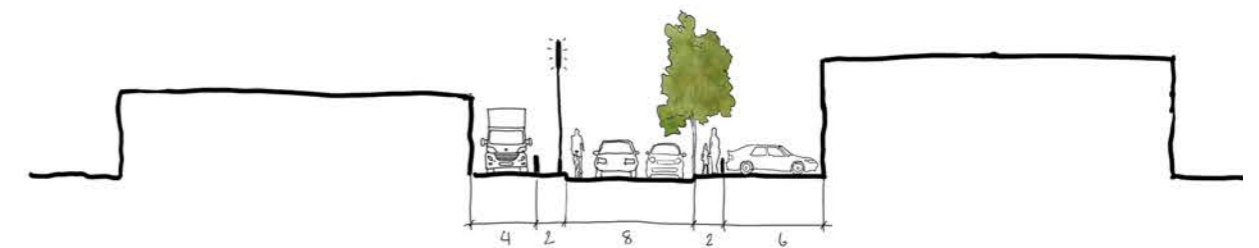
Street Type	Primary Street	Secondary Street	Tertiary Street
Traffic	Two Way	One or Two Way	One or Two Way
Enclosure ratio	Max: 1 to 2.5 Min: 1 to 3.5	Max: 1 to 2 Min: 1 to 3	Max: 1 to 2 Min: 1 to 3
Width between Building Lines	25 - 35m	22 - 30m	11 - 22m
Active Frontage	20%	10%	No requirement
Building line Compliance	50%	50%	50%
Set Back	up to 6m	up to 6m	up to 3m
Parking	Off street, in rears bays were possible	One side and off street, in rears bays were possible	One side and off street, in rears bays were possible
Cycling	On carriageway	On carriageway	On carriageway
Footway	At least 2m	At least 2m	At least 2m on one side
Street Trees	On at least one side at spacings no greater than 25m	On at least one side at spacings no greater than 25m	On at least one side at spacings no greater than 25m



Primary Street



Secondary Street



Tertiary Street

## 6. Use

Industrial areas will mainly provide space for employment use, with light and heavy industry and warehouse/ storage spaces. Office space should also be explored and facilities for employees should be accommodated such as food and drink and local shops.

## 7. Homes and Buildings

Where industrial areas include residential development, industrial activities must not negatively impact on resident health and wellbeing. Visual and noise screening must be considered.

**IA7.1 Space Standards:** All new buildings must conform to Building Regulations

**IA7.2 Lighting, Noise and Privacy:** All new buildings should be designed to create acceptable levels of internal comfort including daylight, and traffic noise. Visual screening should be provided between residential and industrial facilities for privacy purposes.

**IA7.3 Private outdoor space:** Where possible, all employment units will have access to outside communal spaces.

**IA7.4 Security** New development should consider opportunities for passive surveillance, CCTV and boundary treatments to ensure security

## 8. Resources

New development should be designed to be sustainable in terms of energy use, materials and construction.

**IA8.1 Energy Efficiency:** New development should adhere to energy efficient design principles, adopting the energy hierarchy to reduce consumption

**IA8.2 Renewable Energy:** Renewable energy generation such as heat pumps and solar PVs is to be encouraged. Renewable energy

is expected to be provided on developments of over 10 units.

**IA8.3 Environmental Performance:** New development will be expected to achieve a minimum environmental performance of BREEAM Good. A fabric first approach should be followed with well insulated and airtight homes.

## 9. Lifespan

New development should be designed for ease of maintenance and durability

**IA9.1 Adoption Standards:** All streets and public areas will be adopted by Dudley Council and should be designed to the council's adoption standards.



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Cars should not be allowed to obstruct pavements, and parking bays should be allocated on streets for delivery vehicles and visitor parking.

Connections to existing green spaces surrounding industrial areas should be enhanced to promote health and wellbeing opportunities for employees.

Sawtooth roofs and pitches are favoured to flat roofs. Gable roofs should face the street. Where flat roofs are built, green roofs should be considered.

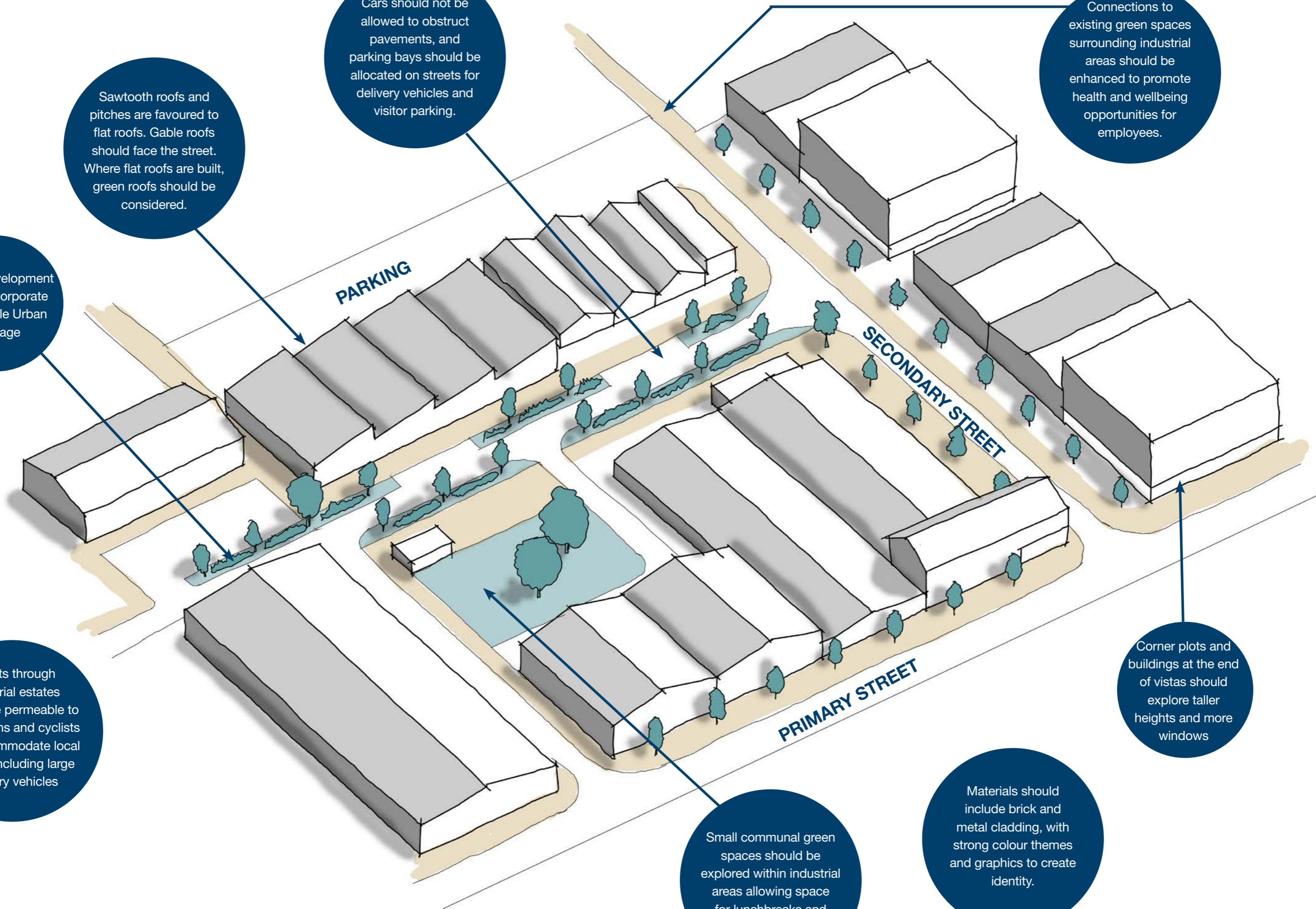
All new development should incorporate Sustainable Urban Drainage

Streets through Industrial estates should be permeable to pedestrians and cyclists and accommodate local traffic - including large delivery vehicles

Small communal green spaces should be explored within industrial areas allowing space for lunchbreaks and socialising.

Materials should include brick and metal cladding, with strong colour themes and graphics to create identity.

Corner plots and buildings at the end of vistas should explore taller heights and more windows



Indicative Vision of an Industrial Area



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