

# DRAFT

## Lye and Stour Valley Masterplan and Design Code

# Masterplan Report

May 2023



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## Introduction

This report has been prepared as part of a commission by Dudley Metropolitan Borough Council to develop a masterplan and Design Code for Lye and Stour Valley. It forms part of a suite of documents including a baseline review, heritage assessment and forthcoming design code.

This report describes the process that BDP has been through to develop the masterplan, sets out a vision for the town, and develops this into a series of proposals. The proposals will continue to be tested and developed as the project progresses, through conversations with stakeholders, land owners and public consultation.

The work has been undertaken as part of the National Model Design Code Pathfinder Programme. This has provided funding to a series of local authorities to develop a design code based on the National Model Design Code and Guidance Notes published in 2021. The aim of design coding is to improve the quality and design of new development and to ensure that it reflects local character.

Lye is a small industrial town in the Valley of the River Stour in the southern part of Dudley. It lies between Stourbridge and Halesowen about five miles south of Dudley. Lye started out as a village that was engulfed by the industrial expansion of the surrounding area and that developed into a strong independent town. Today it retains a substantial industrial base but its town centre has lost out to competition from surrounding towns. The masterplan is an opportunity to create a new vision for the town.

## Project Objectives

A series of project objectives have been agreed, which will guide and inform the development of the project. These are as follows:

- To establish a vision for the future of Lye Town Centre
- To understand the heritage value of the landscape and townscape, and to appreciate the implications of any findings for the design code.
- To review opportunities for development within the Lye Town Centre.
- To identify opportunities for development in the surrounding area.
- To develop a design code for areas of development, particularly focused on areas of change and opportunity.
- To give the design code planning weight through the development and adoption of a Supplementary Planning Document (SPD) covering the Lye and Stour Valley Area.

## Purpose of this Report

As a funded Pathfinder project, the central output of the study is the development of a Design Code for Lye & Stour Valley that can be adopted as a Supplementary Planning Document to the current Local Plan. This should also cover the Black Country Garden City Vision, specifically through the Regeneration Corridor policy (RC13).

In addition, and to help guide the understanding of future development potential, the study includes the development of a town centre development framework, building on initial work carried out as part of a Levelling-Up Fund (LUF) bid in summer 2022. The key proposals in the LUF bid included the residential-led redevelopment of a series of council-owned sites along Lye Bypass which is to be remodelled to allow two-way traffic and this in turn allows the enhancement of the public realm along the High Street, to create a better environment for town centre businesses and activities.

The report also looks at how the Design Code might be applied to the sites allocated in the local plan that cover much of the area around the town centre.





## Issues from Baseline Report

A baseline report has been undertaken for the study area. This is available as a separate report and paints a picture of an area with a distinctive heritage, a strong manufacturing base and community but with a weak housing market and struggling town centre. The master plan is designed to address these issues.

The main points from the baseline relevant to the masterplan are as follows:

- Lye has a population of just under 15,000 people the majority of whom are white British but with a significant community (17.8%) of Pakistani origin. The area is within the top 20 most deprived districts in the UK. There is a good range of social facilities in the area and nearby schools.
- Lye has been identified as a location for one of the Black Country Garden Cities. The idea is to focus housing growth in areas around train stations in places that can create a good quality of life, community coherence, access to nature and the creation of local, sustainable communities.

- A review of the residential market has been undertaken by JLL. They identify that Lye has a very diverse housing mix but it is characterised by houseprices below the national and West Midlands average. The only recent new housing scheme on Bald's Lane is 100% affordable housing and the market for new homes for sale is very marginal.
- By contrast there is a good range of industrial uses including high quality manufacturing space with high levels of occupancy and average rents that are reasonably robust in the regional context showing good levels of demand
- The office market is very limited with no recent new build other than space associated with factories and no market for new development.
- There are high levels of vacancy on the high street (30% pre-pandemic). Most of the units are independent traders with six convenience outlets and a number of takeaways. The high street was once known for good quality restaurants (curry houses) serving a wide market and while two operators still exist this trade has largely gone.
- A transport review by Systra shows the area dominated by major roads causing severance and leading to low levels of walking and cycling. The one way bypass is part of a gyratory system with the high street creating congestion and poor quality conditions on the high street.
- The urban design assessment highlighted an area that is relatively low density and fragmented with the urban structure breaking down within a block of the high street. It is however well served with open space including two high quality parks and the river valley (although much of the latter consists of private pasture.)
- A heritage assessment has concluded that the area around the town centre does meet the criteria for designation as a potential conservation area. While there are no listed buildings there are a number of locally listed buildings and much of the historic townscape of the high street remains intact.

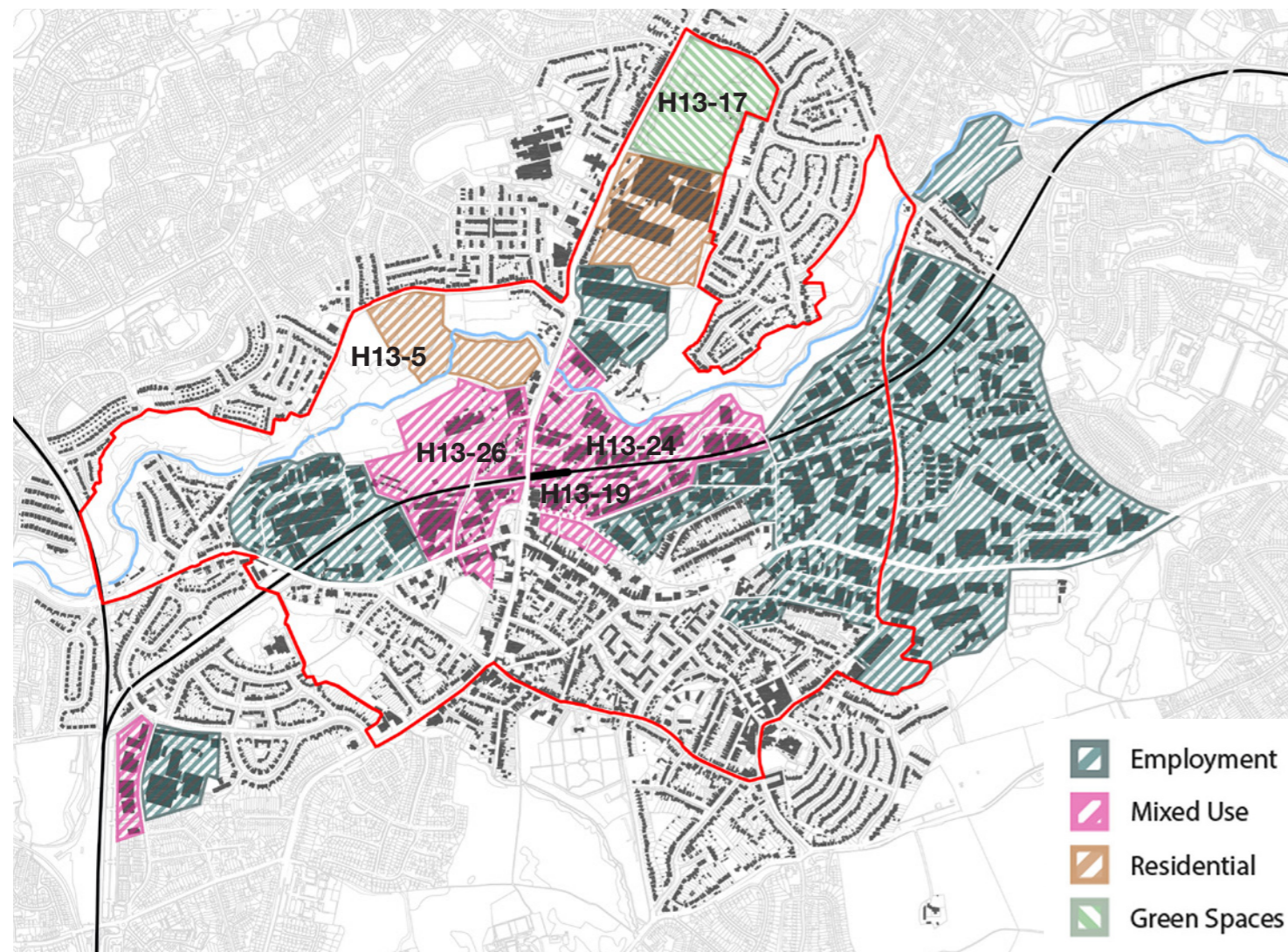




## Master Plan Context

The masterplan draws upon the baseline work as well as the previous work done for the Levelling-Up bid. Part of this relates to the proposals for the town centre including making the bypass two way, improving the high street and developing the council owned vacant sites along the bypass.

The masterplan has also considered the development sites outside the town centre and the maps to the right show how these areas have been identified. This is based on the allocations in the local plan shown on the plan below as well as discussions with stakeholders.



## Local Plan Allocations

The plan below left shows the areas allocated in the local plan. These include:

- **Quarry Bank:** Allocation H13-17. This relates to a partially occupied employment site which was allocated as a housing site in the Dudley Development Strategy. It has subsequently been agreed that the Sunrise Medical building should be excluded from this allocation (see hard and soft plan to the right) leaving a potential allocation wrapping itself around the north, south and east of their factory.
- **Caledonia Site:** Allocation H13-5 is a former sewage works that could accommodate up to 132 units. A scheme has been developed for this site which will be brought forward subject to viability.
- **Engine Lane:** Allocation H13-26 comprises an industrial area. To the north it includes a foundry and a recycling works with a mix of industrial sites to the south. The allocation is for a housing-led mixed use development which can include a range of uses but is predominantly housing. This is likely only to happen at the behest of the land owners, it would not be possible for the local authority to relocate these uses (to be amended following land owner discussions). This site is likely to be retained as an occupied employment site.
- **Forge Lane:** Allocation H13-24 is similar to the one for Engine Lane. The area contains a number of high quality industrial uses and it is considered that there is very little chance that this area can be brought forward as a residential led development. This site is likely to be retained as an occupied employment site.
- **Former sidings south of station:** Allocations H13-19 This area includes industrial uses. The allocation is not suitable for residential uses and will therefore be reallocated with the potential for employment and some form of leisure/entertainment area.

## Hard and Soft Plan

Discussions around the Allocations have led to the hard and soft plan on the facing page. This is a plan that is intended to show areas of change that are to be addressed by the master plan. They include the following:

- **Hard Areas (red):** These are the parts of Lye where no substantial change is envisaged.
- **Soft Areas (blue):** Areas which will see potential development or redevelopment.
- **Areas of potential change (yellow):** These are areas where there is a degree of uncertainty. They include the planning allocations for mixed use development on industrial sites. 'Change' may include smaller public realm interventions and potential non-physical strategies to enhance the high street.

The plan shows hatched areas (red and yellow) indicating the areas initially identified within the Local Plan as being areas of potential change, where we are now proposing there should be no large scale redevelopment. These include:






- Removing Sunlight medical from allocation H13-17
- Removing the Forge Lane industrial area from the Allocation H13-24 and retaining for industry.
- Removing the area to the west of Engine Lane south of the railway and retaining for industry, with the potential to reconsider this site further in the future

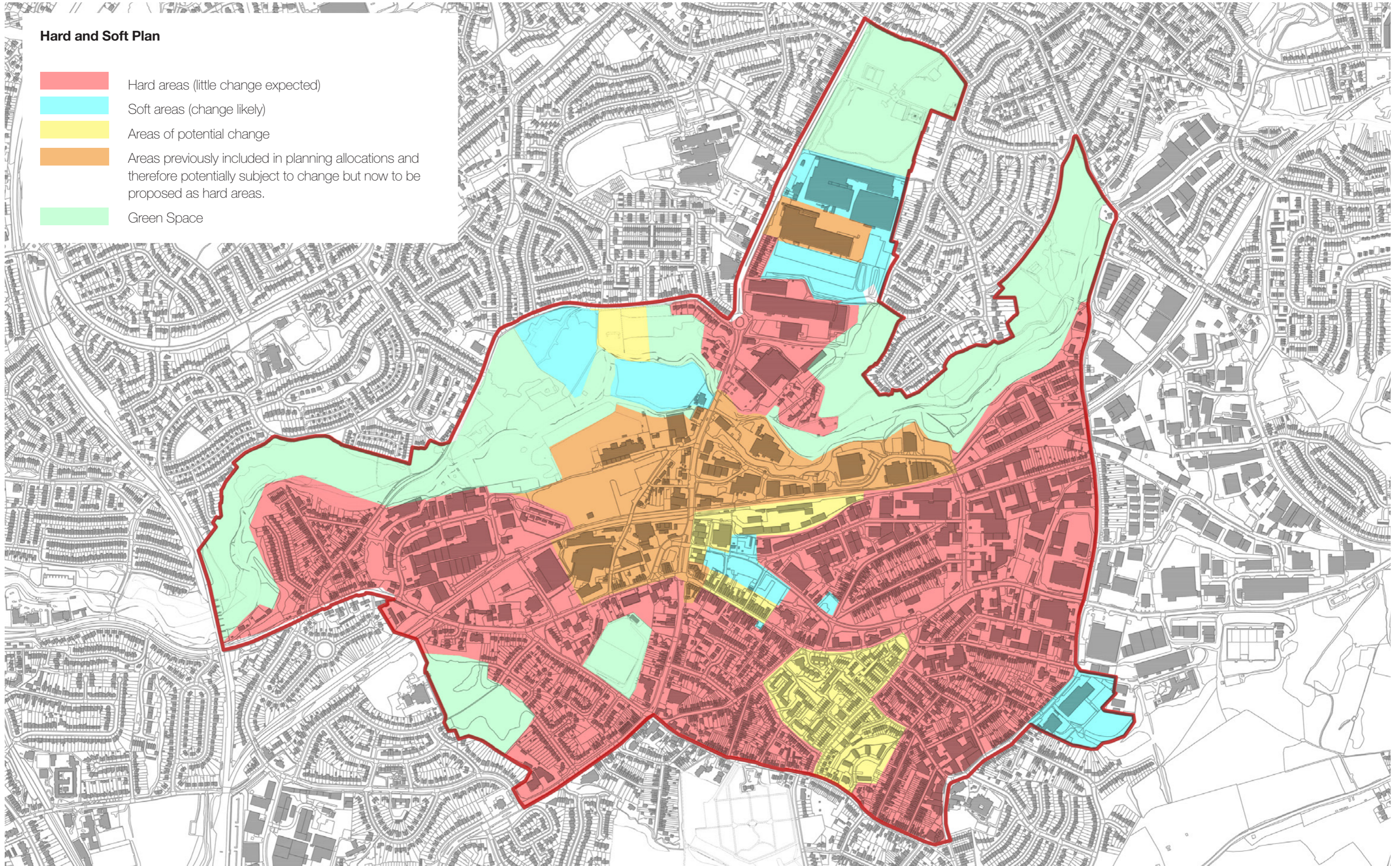
The other areas in Yellow have been used as the basis for the masterplanning process.

**Clay Croft:** This area of change includes the Clay Croft estate. This is a large council estate and whilst there are no proposals to carry out any redevelopment to the estate, the Design Code would apply should any proposals be taken forward.



**Hard and Soft Plan**

-  Hard areas (little change expected)
-  Soft areas (change likely)
-  Areas of potential change
-  Areas previously included in planning allocations and therefore potentially subject to change but now to be proposed as hard areas.
-  Green Space





## 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.
- **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.

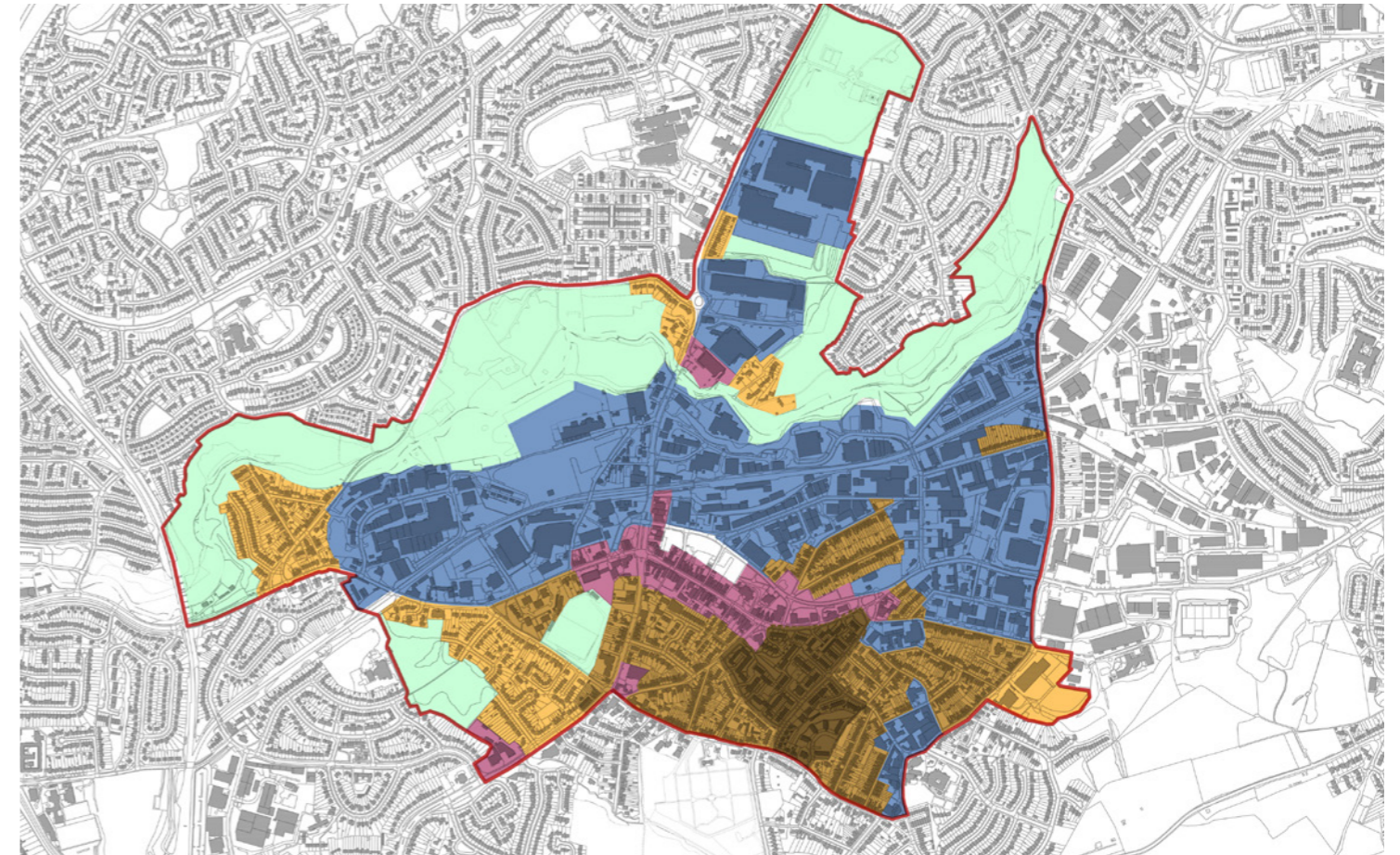
The coding process will assess each of these area types and replicate the best elements of them to form guidance for the design code.

### 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 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 is 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.



#### Area Types Existing (above)

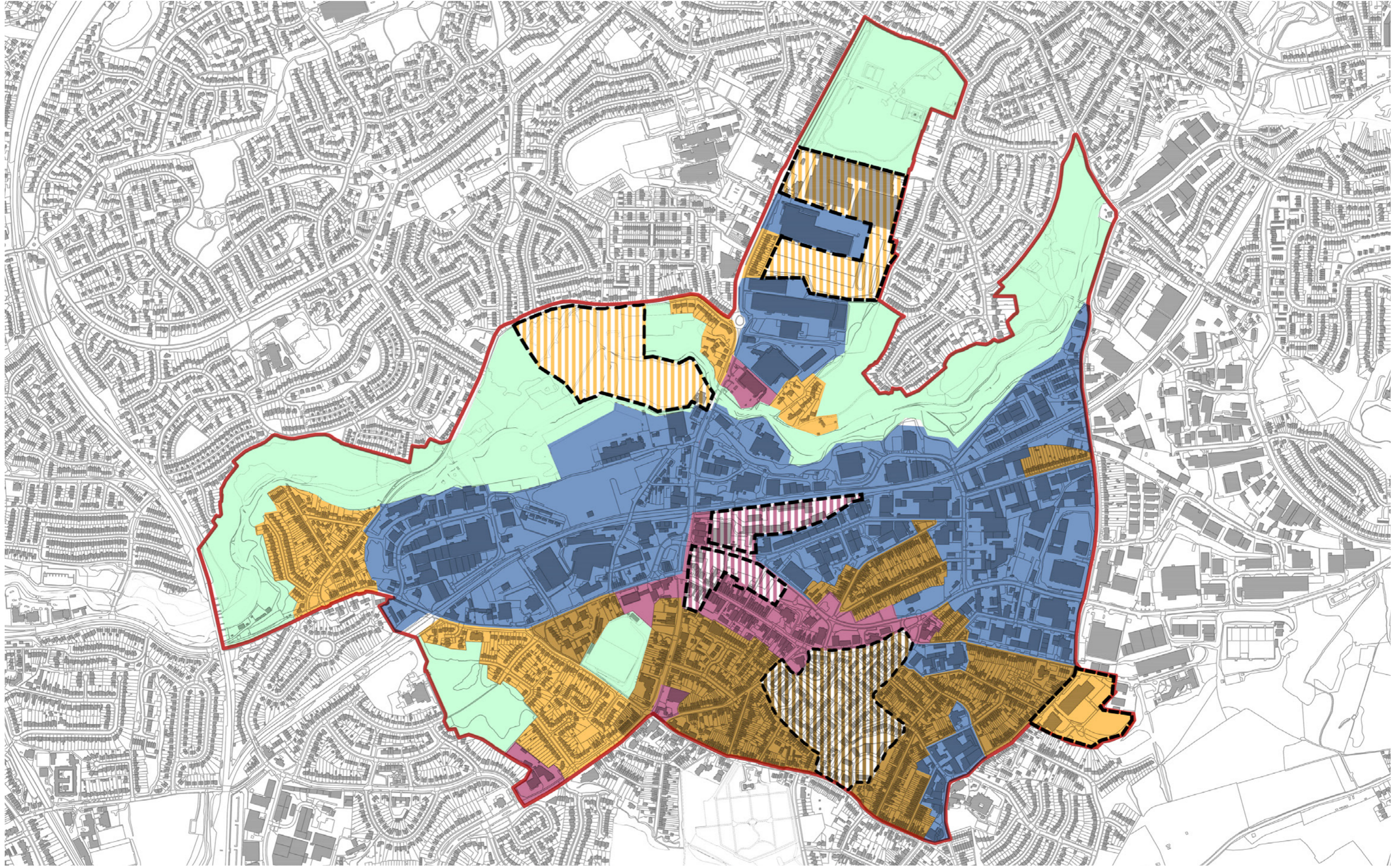
	Suburban Housing
	Urban Neighbourhood
	Modernist Estate
	Industry
	Town Centre

#### Area Types Proposed (right)

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



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## Masterplan Vision

The Vision for Lye seeks to build on its strengths as a historic, well connected town and a strong base for manufacturing, whilst addressing the problems of its town centre and improving the quality of its environment.

The first part of the strategy relates to the high street and seeks to revitalise the district centre by removing through-traffic, undertaking environmental improvements, consolidating the amount of retailing and introducing other uses such as residential. Lye once boasted a strong offer of popular curry restaurants, and opportunities to revitalise the food and leisure sector will be explored.

Lye is well connected and accessible with good rail and bus travel into Birmingham and further afield. Lye's location has the potential to attract a wider commuting population in the future, although currently industrial uses are the most viable for several of the housing allocations within the Local Plan.

The second part of the strategy is therefore based on strengthening the existing supporting employment areas, whilst considering how to encourage housing development and expand the housing market with town centre living opportunities, and new urban and suburban neighbourhoods.

The two parts of the strategy are linked. Real and sustained improvements to the high street will only really come from increasing the spending power in its catchment through population growth and more affluent households.

This can only happen by being bold, and creating a more desirable High Street - to change perceptions of Lye and its image into a good place to live for people within the wider conurbation.





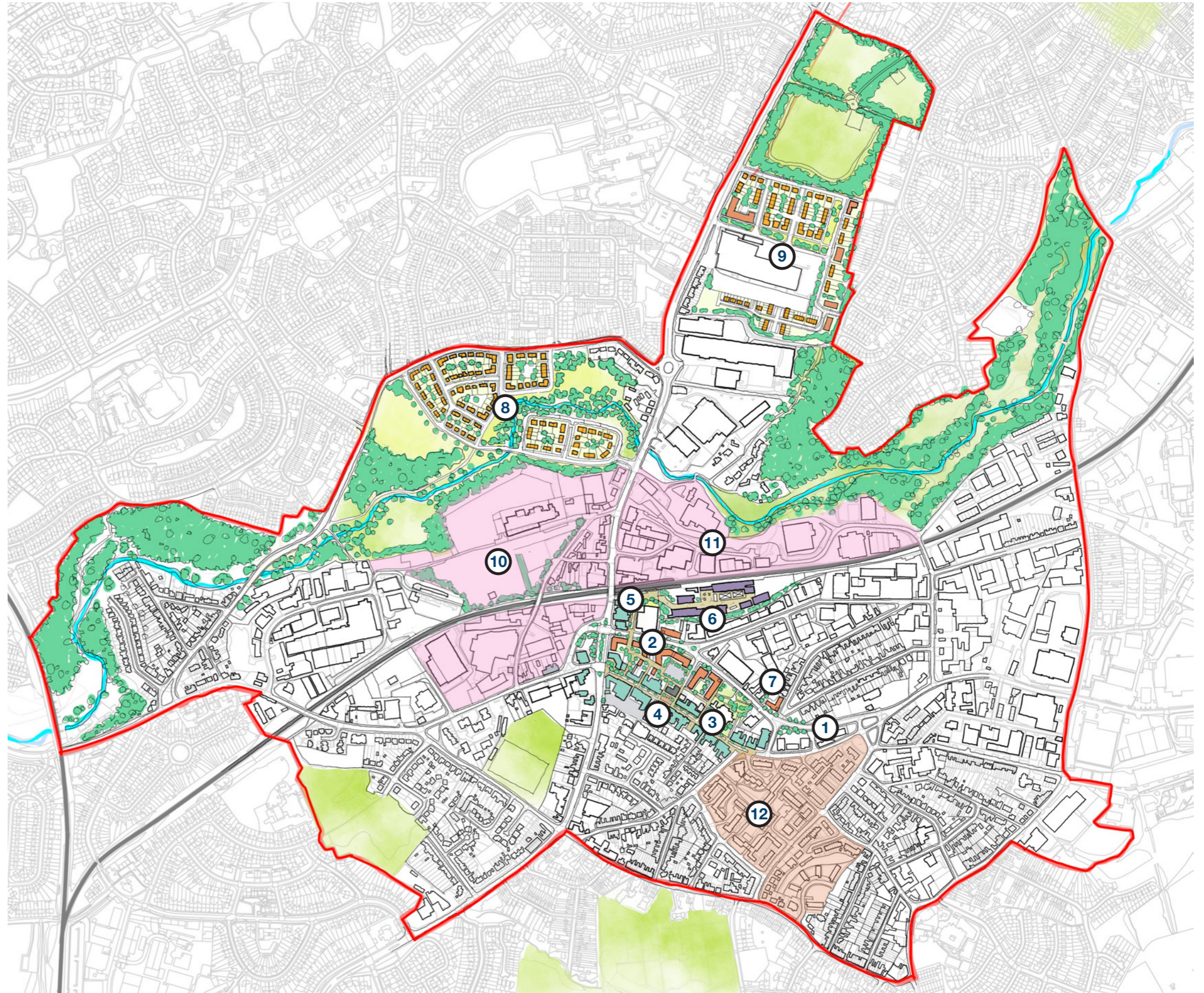
# Masterplan Vision

## Masterplan Moves:

- Project 1: Lye Bypass
- Project 2: Bypass Housing Sites
- Project 3: Lye High Street
- Project 4: Lye Square
- Project 5: Station Link
- Project 6: Station Yard
- Project 7: Conservation Area
- Project 8: Stour Valley / Caledonia
- Project 9: Quarry Bank
- Project 10: Engine Lane
- Project 11: Old Forge Trading Estate
- Project 12: Clay Croft Estate

### KEY

- Industrial / Employment
- Mixed use employment/leisure
- Existing retail to be improved
- New building (food and resi)
- Car parking
- New residential - apartments
- New residential - houses
- Enhanced green space
- Enhanced public realm





## Lye Movement Plan

The proposals for the removal of the gyratory system are part of a wider movement strategy developed by Systra Transport Engineers. These include proposals for traffic speeds, bus routes and active travel.

### Lye – Speed Limits – Plan 1

As part of the town centre movement strategy and also as part of developing a wider and consistent approach to street design and management, consideration has been given to the approach that should be taken to setting speed limits. The proposed approach is shown on Plan 1.

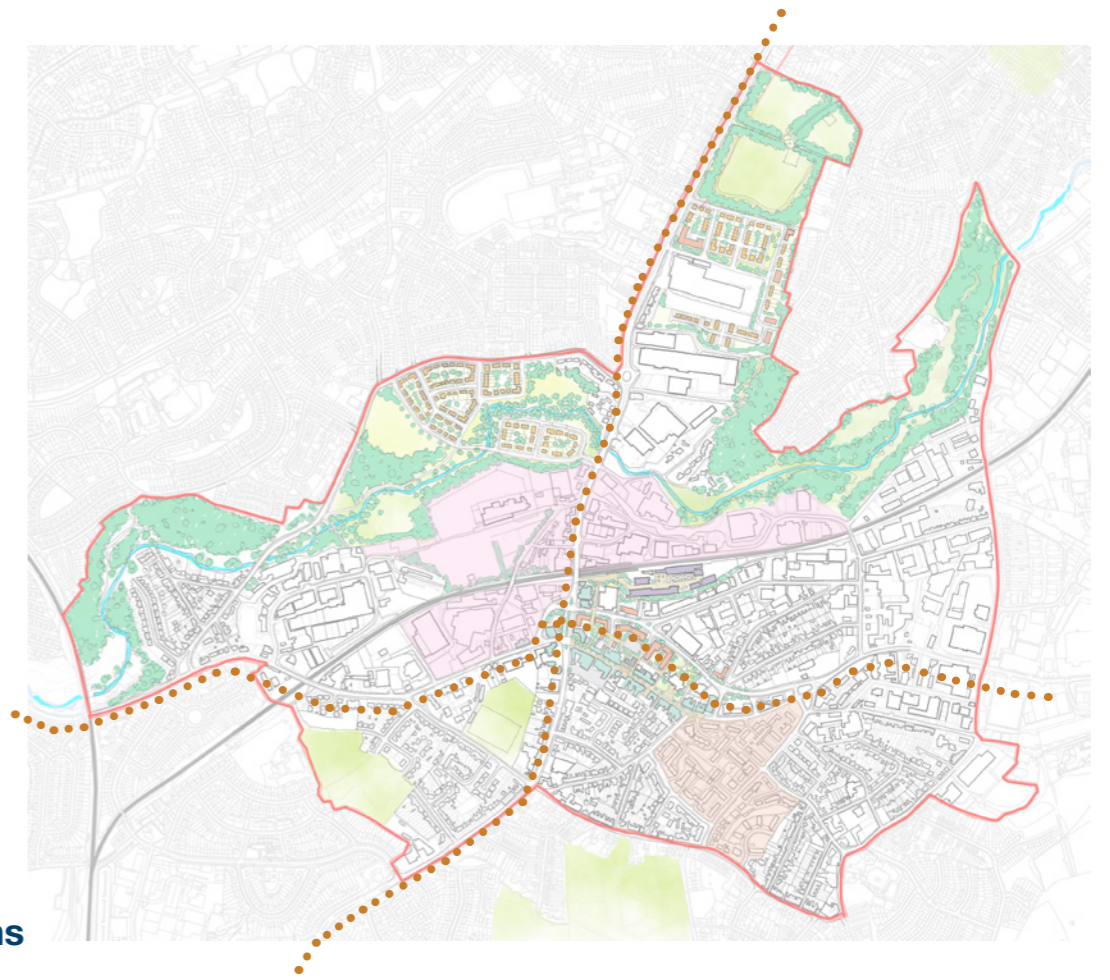
Speed limits on the strategic routes are proposed to remain at 30 mph while 20 mph speed limits should be considered on non primary routes (including new and existing residential streets). This approach is designed to support and encourage the increased take up of walking and cycling and encourage short trips to local destinations such as the high street, local schools and the station to be made on foot or by bicycle.

### Lye Town Centre – Bus Routing – Plan 2

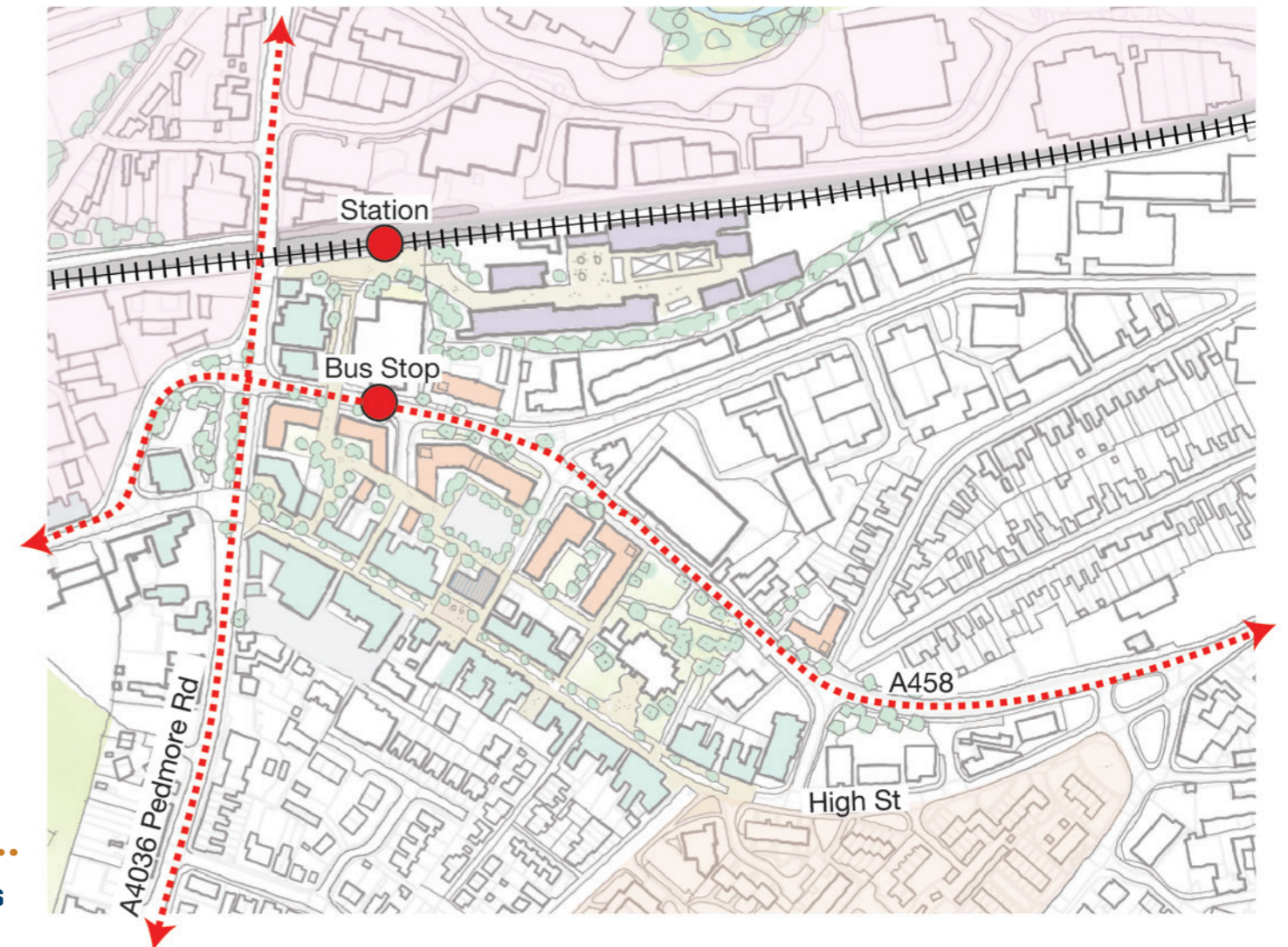
The proposal to make the Lye Bypass two way results, as noted above, in vehicles only being able to turn left at the end of the high street. This will result in buses no longer being able to drive from the high street over the junction in the direction of Stourbridge. Buses will therefore be required to route along the two way by pass rather than along the high street. This however has a number of advantages;

1. It allows east and west bound bus stops to be located on the bypass which makes finding the correct bus stop and accessing services more straightforward for people who aren't familiar with the area.
2. It would allow the provision of an interchange hub ( pedestrian / cycle / bus) for the high street to be located on a clear high quality and legible public realm link between the high street and the station. This would provide a high quality facility for interchange and also high street and station access.

This proposal is subject to further discussions with stakeholders.



### Speed Reductions



### Bus Routes



## Lye Movement Plan

### Lye Town Centre – General Traffic Circulation – Plan 3

As noted, the current traffic management arrangements around Lye town centre result in the high street forming one arm of a highway gyratory. This limits the opportunity for making improvements to the public realm within the high street.

To address this the highway authority has developed a draft proposal to make the Lye Bypass two way. This will allow through traffic to be diverted away from the high street but will still allow traffic to access the high street and pass along it going westbound.

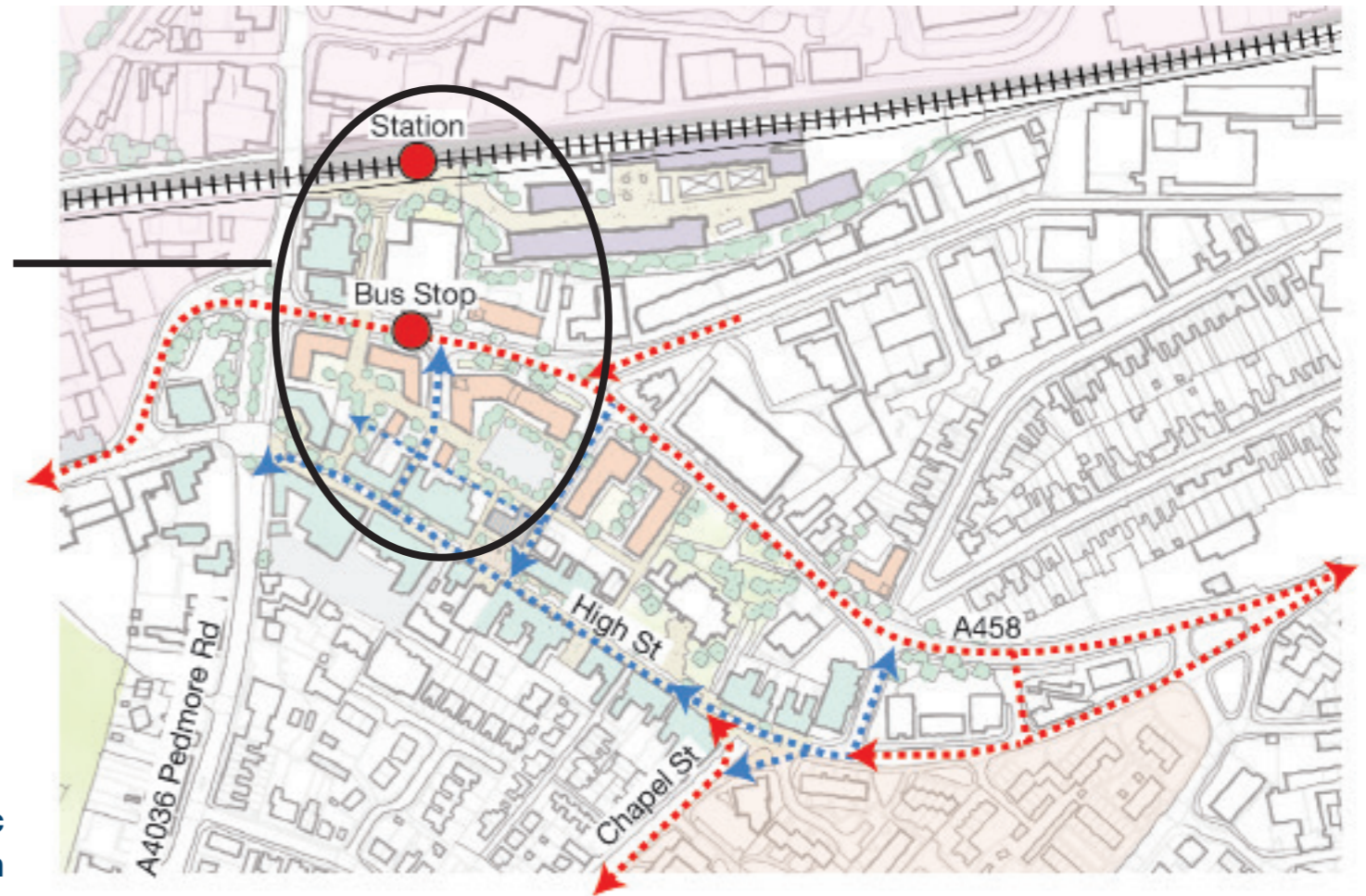
Plan 3 illustrates how the traffic management is proposed to work following completion of the works to make the Lye Bypass two way. The proposed traffic management allows any vehicle which wishes to access the high street, including service vehicles, to do so whilst also allowing parking and public realm enhancements.

This proposal is subject to further discussions with stakeholders.

**Transport hub: station, bus stops, car park and cycle park along new pedestrian route**

- ..... One way traffic
- ..... Two way traffic

### General Traffic Circulation



### Lye Town Centre – Cycle Routes - Plan 4

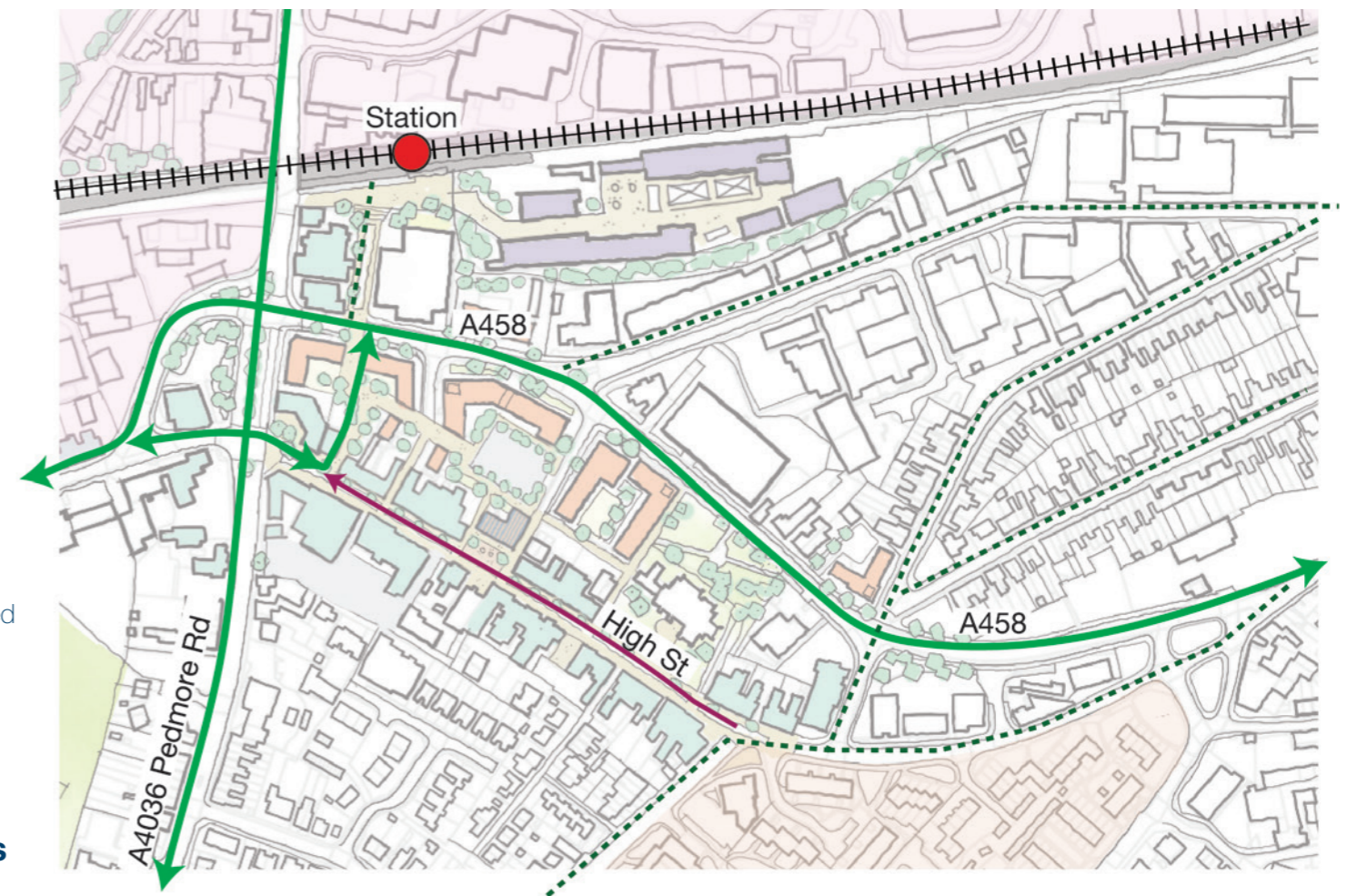
Improving the number of people walking and cycling to access Lye town centre is a key aspiration of Dudley MBC. Cycle access to the town centre is particularly challenging. LTN 1/20 sets out clear guidance with regard to the type of facility that should be provided to support cycling by all types of user.

Plan 4 shows the proposed approach. Segregated facilities are proposed on the strategic routes where there is space to do this. The segregated facilities connect into a wider network of streets with significantly lower levels of traffic where speed limit reductions and associated measures would enable use by a wide range of cyclists.

Cycle access will remain along the high street but will not be segregated and will only be one way. The environment for cycling along the high street will none the less be significantly improved through the reduction in traffic, reduction in speed limit and enhancements to the public realm which will extend across the full width of the high street.

- One way cycle route (High St)
- 2 way segregated cycle route
- ..... 2 way cycle route, quieter road

### Cycle Routes





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Projects 1- 7  
Lye High Street

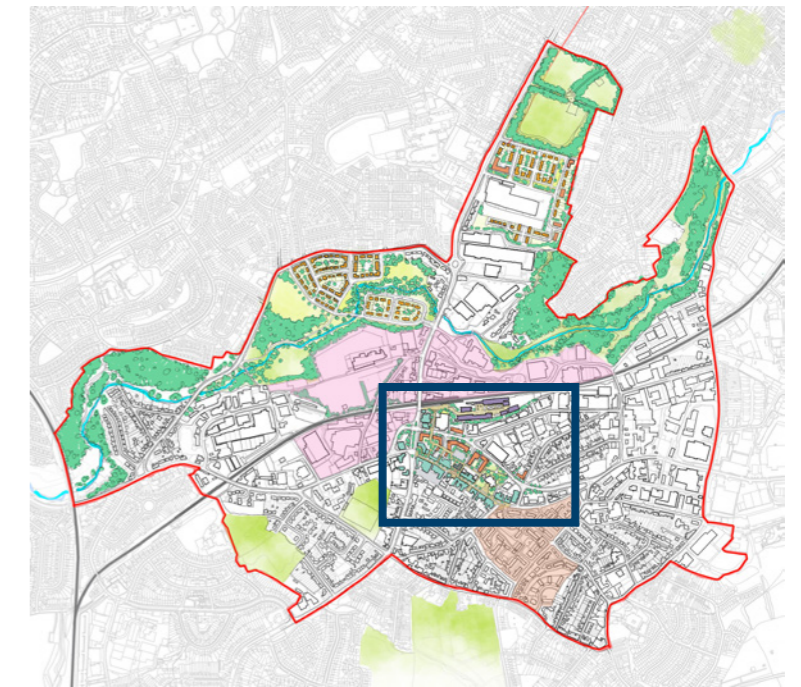




## Projects 1- 7: Lye High Street

Lye District Centre is struggling with high levels of vacancy, however the historic character of several buildings along the High Street offers great potential for Lye's renewal. 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 public square. It also introduces a series of new residential developments to increase the town centre population.

The key aim is to bring vitality back to the High St, and create the space for environmental works to improve the high street and a new route to the station. The hope is that this will help Lye rediscover its historic role as a curry 'hotspot' and thriving centre.



### Indicative Proposal

#### Existing



Historic character of several buildings along the High Street offers great potential for Lye's renewal



Other buildings are poorly maintained and in need of some repair works



Pavements are generally narrow, although wider areas of pavement provide opportunity for public realm enhancement



The architectural quality of the upper floors of buildings competes with poorer quality ground floor shopfronts, closed shutters and signage





# Project 1: Lye Bypass

Lye High Street currently forms half of a one way gyratory. In order to take through traffic off the high street the masterplan proposes making the bypass two way. This will involve a small increase in the width of the carriageway and changes to the junctions at either end. The bypass will carry the bus route with the stops located next to Station Road on a new pedestrian route from the high street to the station (see project 5). The bypass will also accommodate cycle lanes subject to land availability.

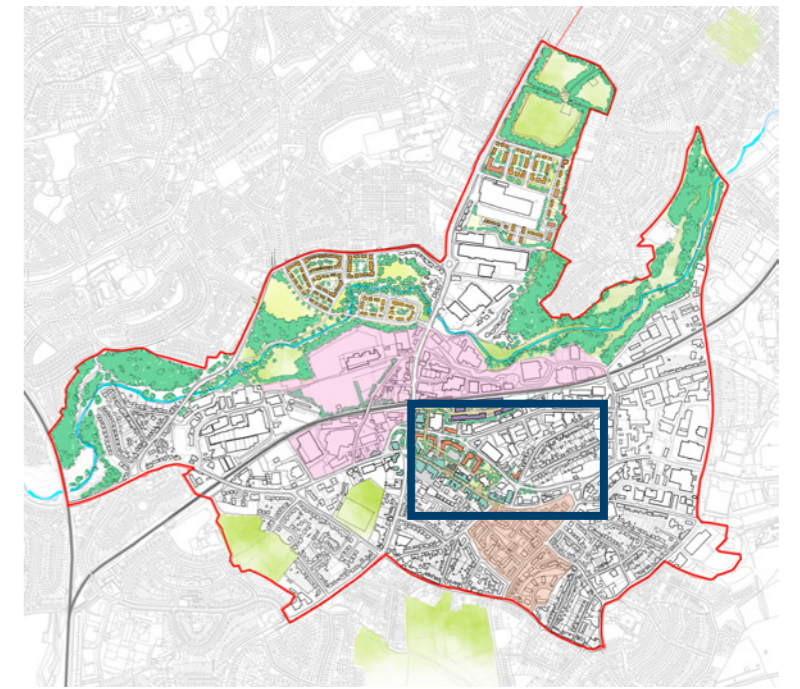
The highway authority explored this as part of the Leveling-up bid and have developed an early option (see below) for altering the highway network to allow the Lye Bypass to become two way, thereby removing the requirement for through traffic to use the high street. To deliver this scheme third party land is required at the junction of the Lye bypass and the A4036 – Pedmore Road and at the junction of Jackson Street and the High Street. General traffic on the high street would also have to turn left at the end of the high street in a change to the current arrangements which allow traffic to go straight over.

Five sites to the south and south of the bypass will be brought forward for development (see project 2).

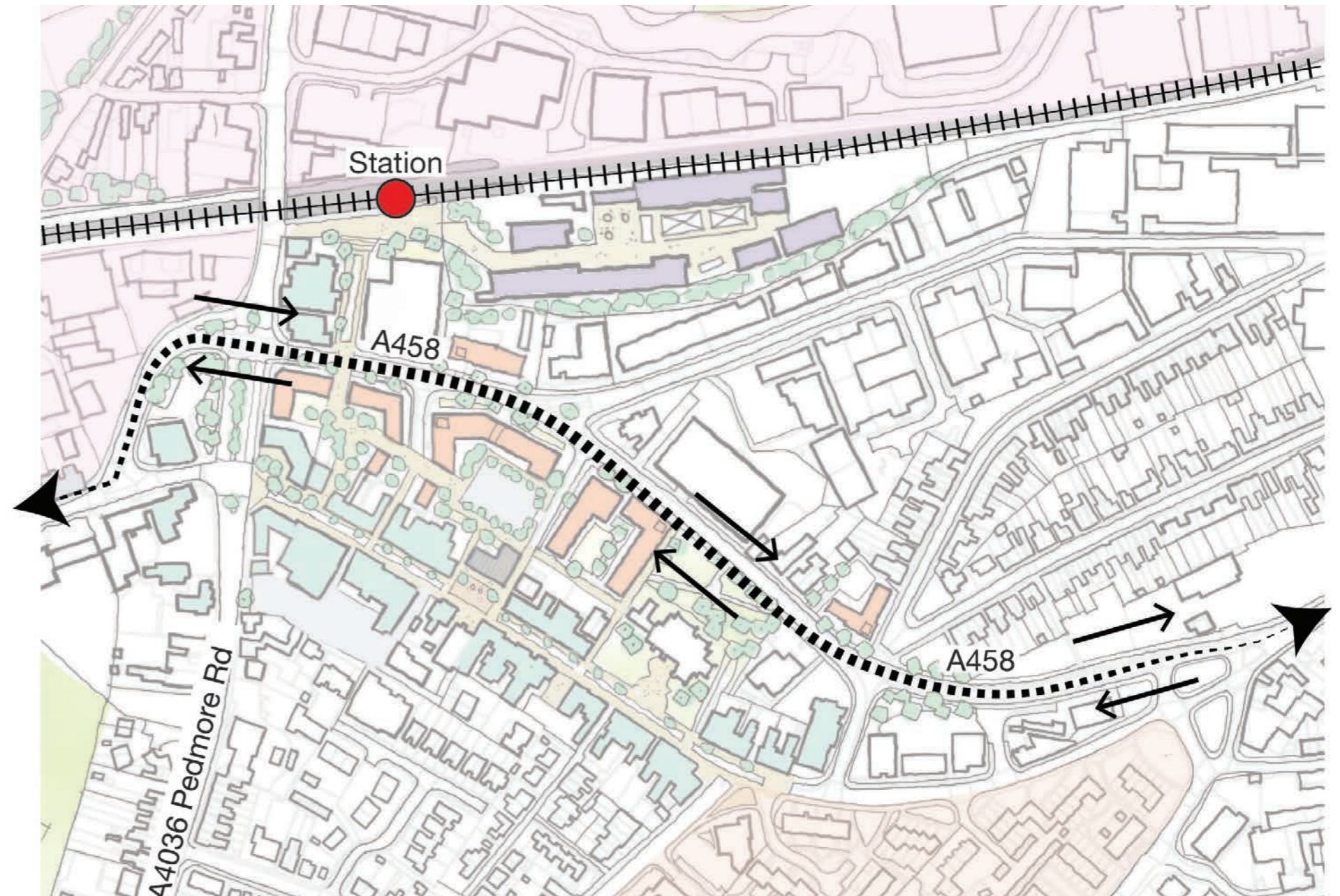


KEY

- Industrial / Employment
- Mixed use employment/leisure
- Existing retail to be improved
- New building (food and resi)
- Car parking
- New residential - apartments
- New residential - houses
- Enhanced green space
- Enhanced public realm



## Indicative Proposal





## Project 2: Bypass Housing Sites

The council-owned sites along the bypass will be brought forward for development. These schemes could include 3 and 4 storey apartments and family type housing of 2 or 3 storey town houses to increase town centre living and footfall along the High Street

- Sites on either side of Clinic Drive, with the retention of mature trees.
- The 2 sites north of the bypass including the corner of Providence Street with some retained buildings (historic chimney), and the site on the corner of Valley Road.
- Site behind Lye Cross between Pedmore Road, Lye Bypass and Jackson St. (See Project 4)

The town centre parking which currently occupies these sites will be consolidated into a smaller area within the new urban blocks, with further consideration of the existing disjointed car parks behind the shops to the south of the High Street.

### Ideas



1. Timekeeper Square, Salford

Town-houses framing strong public realm in previously low value neighbourhood



2. Car Parking

Town Centre parking will be consolidated into the centre of courtyard blocks



3. Canalside, Woking

Opportunities to consider low-rise apartment blocks to frame corners



4. Longlands, Stalybridge

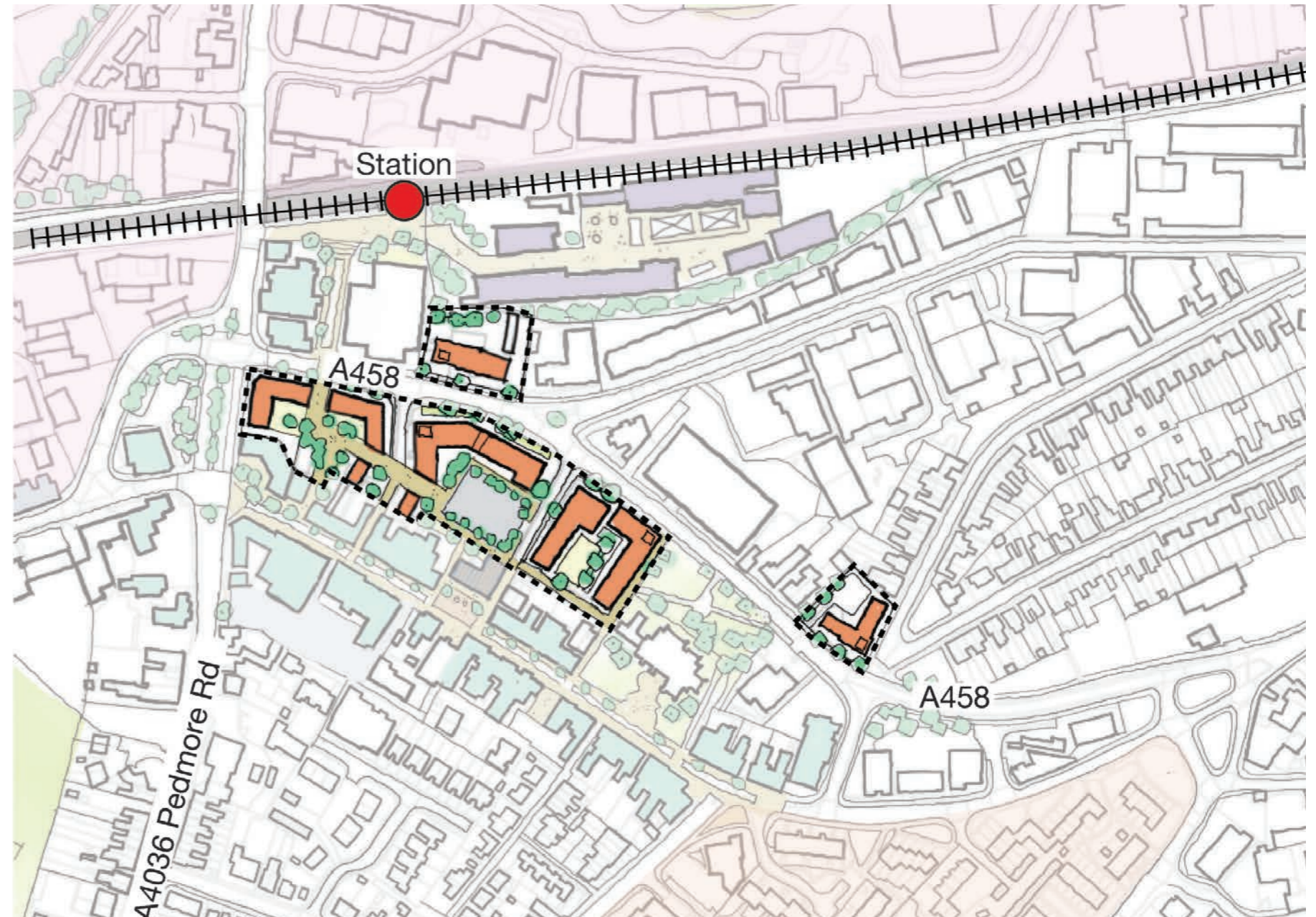
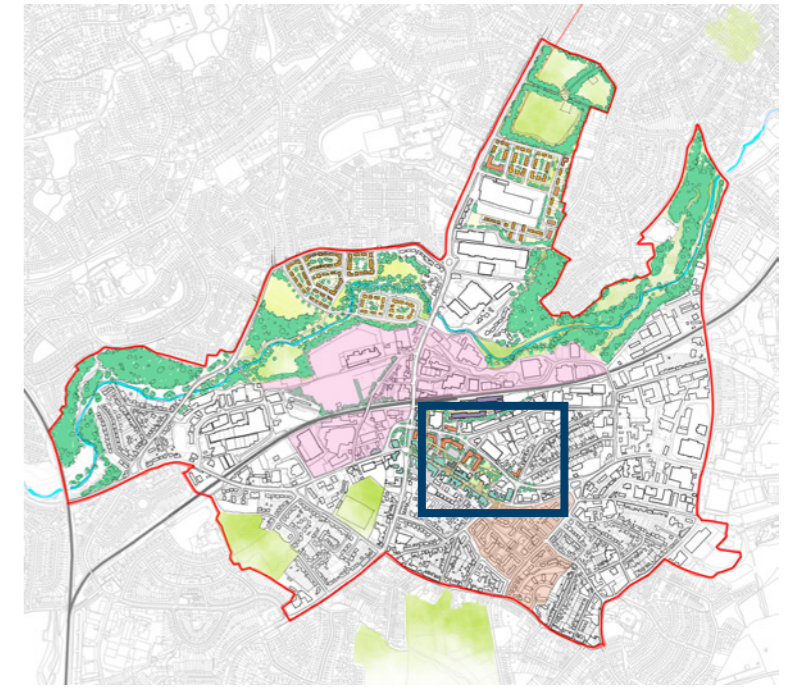
Courtyards of public and private green spaces overlooked by housing



### Indicative Proposal

#### KEY

- Industrial / Employment
- Mixed use employment/leisure
- Existing retail to be improved
- New building (food and resi)
- Car parking
- New residential - apartments
- New residential - houses
- Enhanced green space
- Enhanced public realm





## Project 3: Lye High Street

The removal of through traffic will allow the improvement of the high street. The High Street will accommodate local traffic, and provide on-street short stay parking spaces.

A widening of pavements and increased provision of street furniture such as benches and street trees will enhance the public realm and encourage shoppers to linger.

There is scope to consider developing the street as a shared space based on the Poynton model. All of this would be facilitated by the removal of buses and through traffic. Cycles would be allowed but there would not be separate cycle lanes.

### Ideas



1. Bury

Public art to animate blank facades and improve street quality



2. Preston Fishergate

Shared surface road, and increased paving width to increase pedestrian flows



3. Poynton Town Centre

Widening pavements, shared street, paving improvements. Planting and outdoor seating



4. Oldham Town Hall

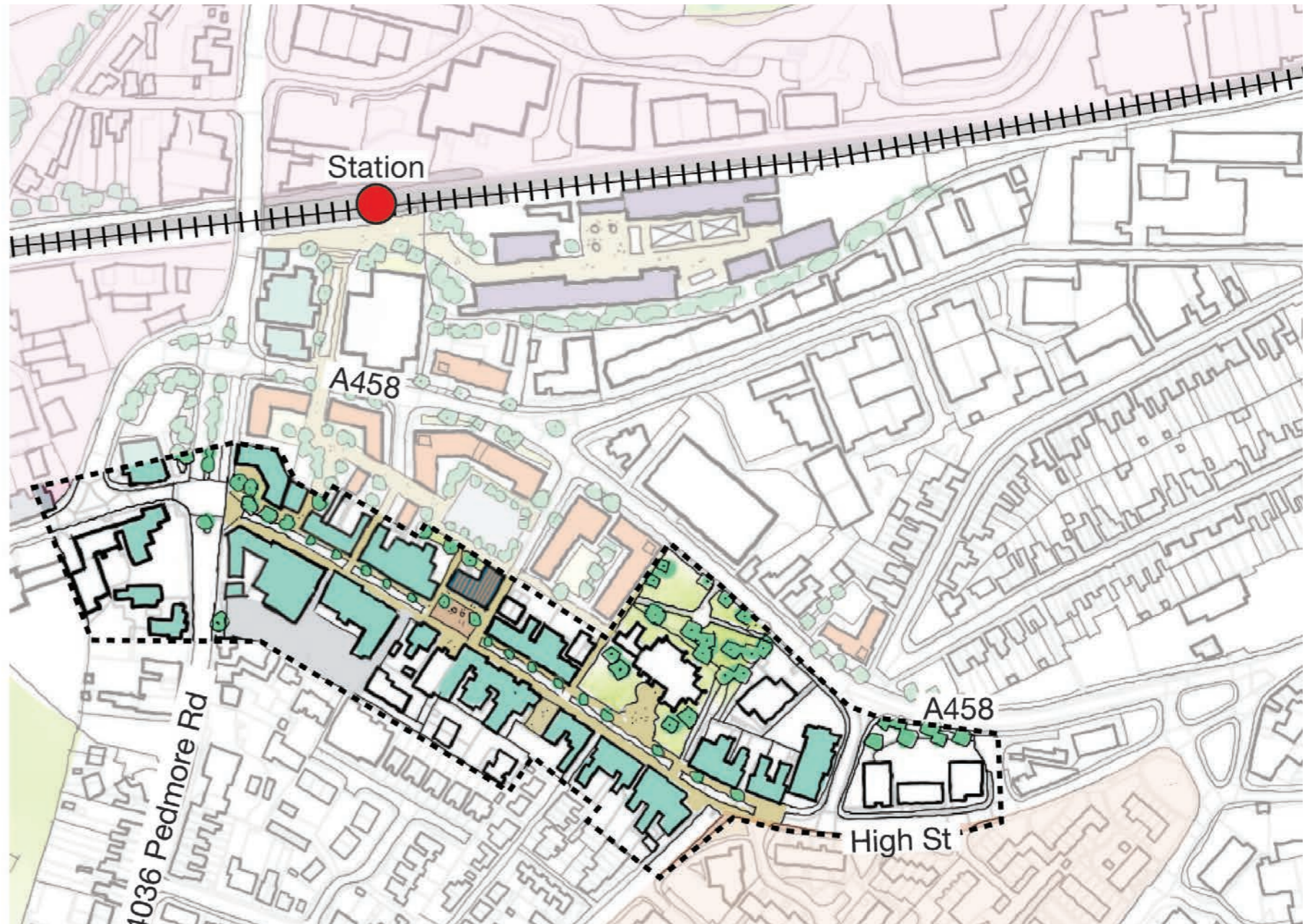
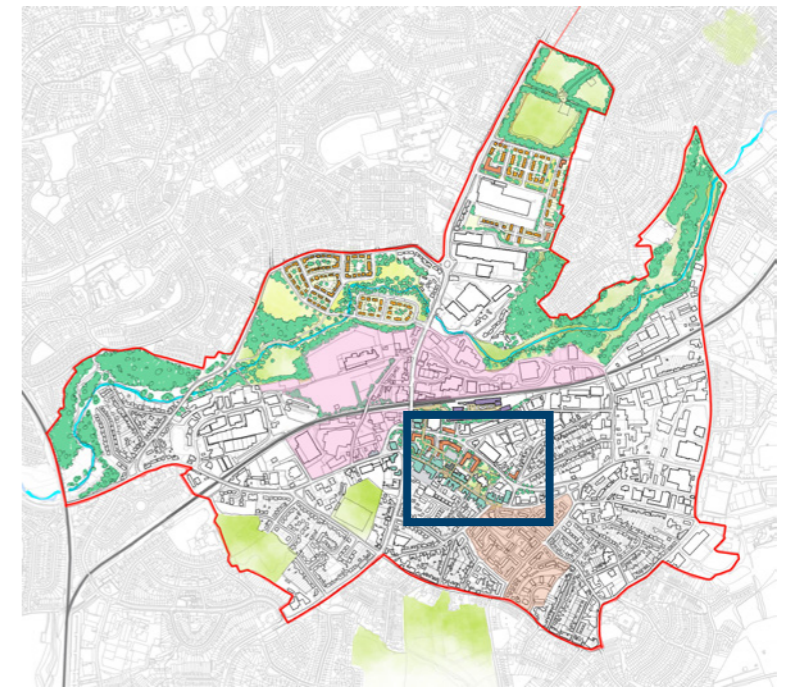
Hardscaping, seating, trees and lighting. Framing important building.



### Indicative Proposal

#### KEY

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- Mixed use employment/leisure
- Existing retail to be improved
- New building (food and resi)
- Car parking
- New residential - apartments
- New residential - houses
- Enhanced green space
- Enhanced public realm





## Project 4: Lye Square

Public spaces to gather and meet one another are limited in central Lye, leading to clustering and congestion of pavements. By potentially removing some existing buildings a public square could be created at the heart of the High Street.

The square would better frame and celebrate civic building frontages such as the Mount Sion chapel, with a new building offering active frontage in the form of cafes and food and drink venues with residential units above.

The square could be used to host activities such as local markets. Cars will be allowed to navigate the edge of the square at slow speed, with the public realm designed to clearly define pedestrian priority.

### Ideas



1. Windsor Church Street

Cafes, food and drink venues spilling out onto street (street life)



2. Newbury Town Centre

Shops with residential over. Glazed shopfronts = activates street



3. Bexley Square, Salford

Small enclosed square set into High Street with food and drink and civic frontage



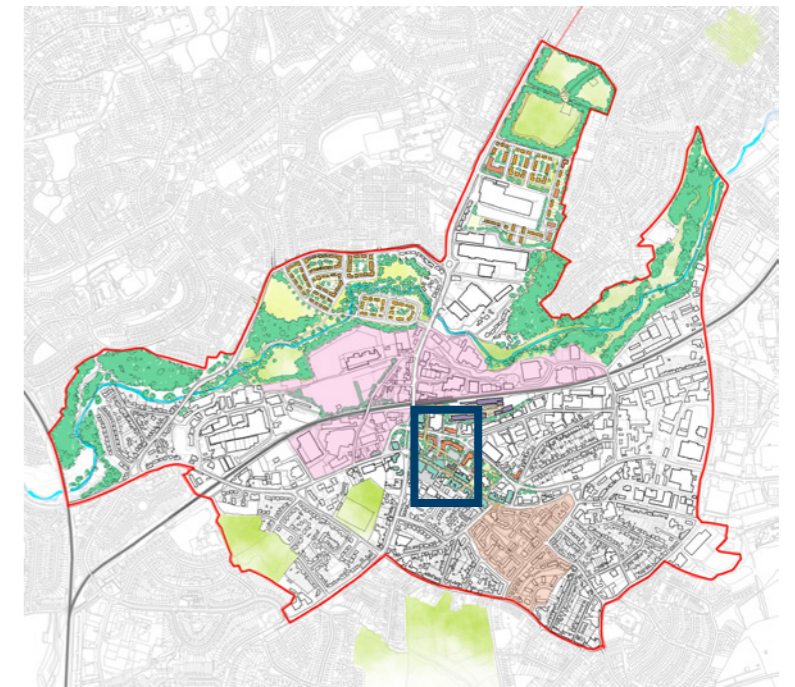
4. Levenshulme Night Market

Pop up events to activate space.

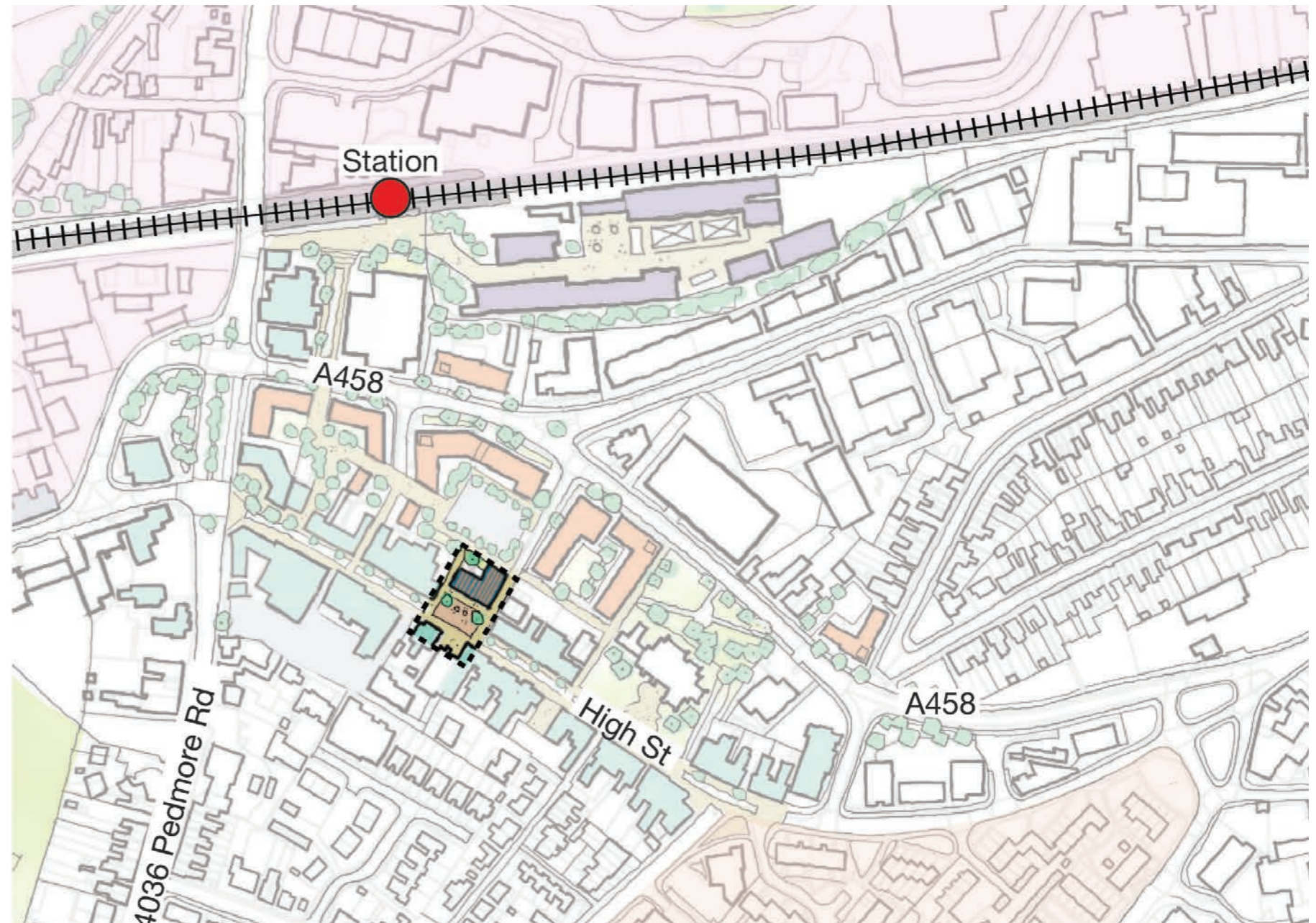


#### KEY

- Industrial / Employment
- Mixed use employment/leisure
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- New residential - houses
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- Enhanced public realm



### Indicative Proposal





## Project 5: Station Link

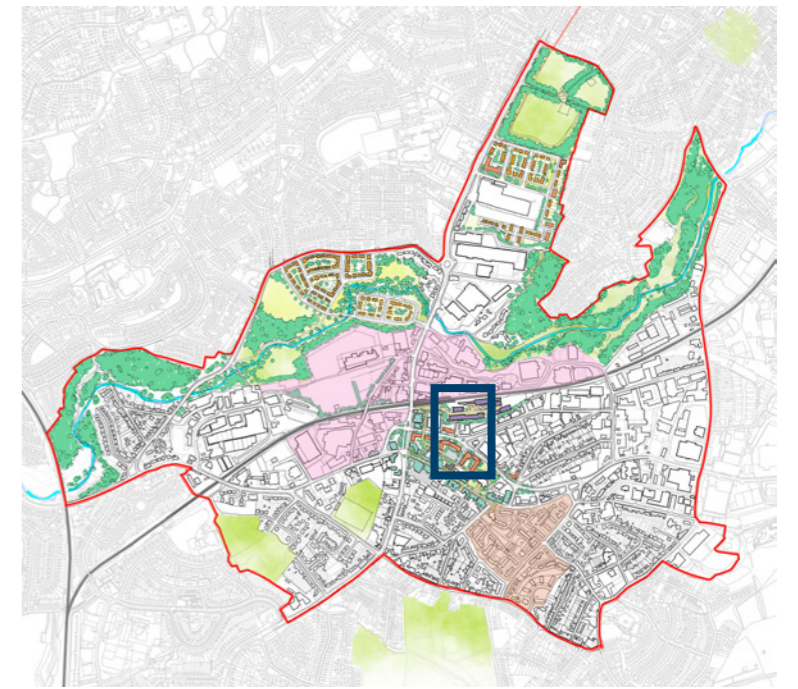
A new north-south pedestrian and cycle link will be created from the high street to the station, and an east-west route will connect into the car park, existing church green area and newly proposed square. This would be a tree-lined street with distinctive paving and a repositioned pedestrian crossing on the bypass.

Currently Station Road is a back street and public realm enhancement would be required to make this a more desirable and safer street. The environmental works would continue along station road to an improved ramp and steps down to the station. Signposting at either end of this route would direct people between the high street and the station.



KEY

- Industrial / Employment
- Mixed use employment/leisure
- Existing retail to be improved
- New building (food and resi)
- Car parking
- New residential - apartments
- New residential - houses
- Enhanced green space
- Enhanced public realm



### Indicative Proposal

### Ideas



1. Deptford Public Realm

Lines of sight, tree-lined route, lighting, consistent high quality paving



2. Baldock Town Centre

Green verges and trees. Active frontage with shops and cafes onto route



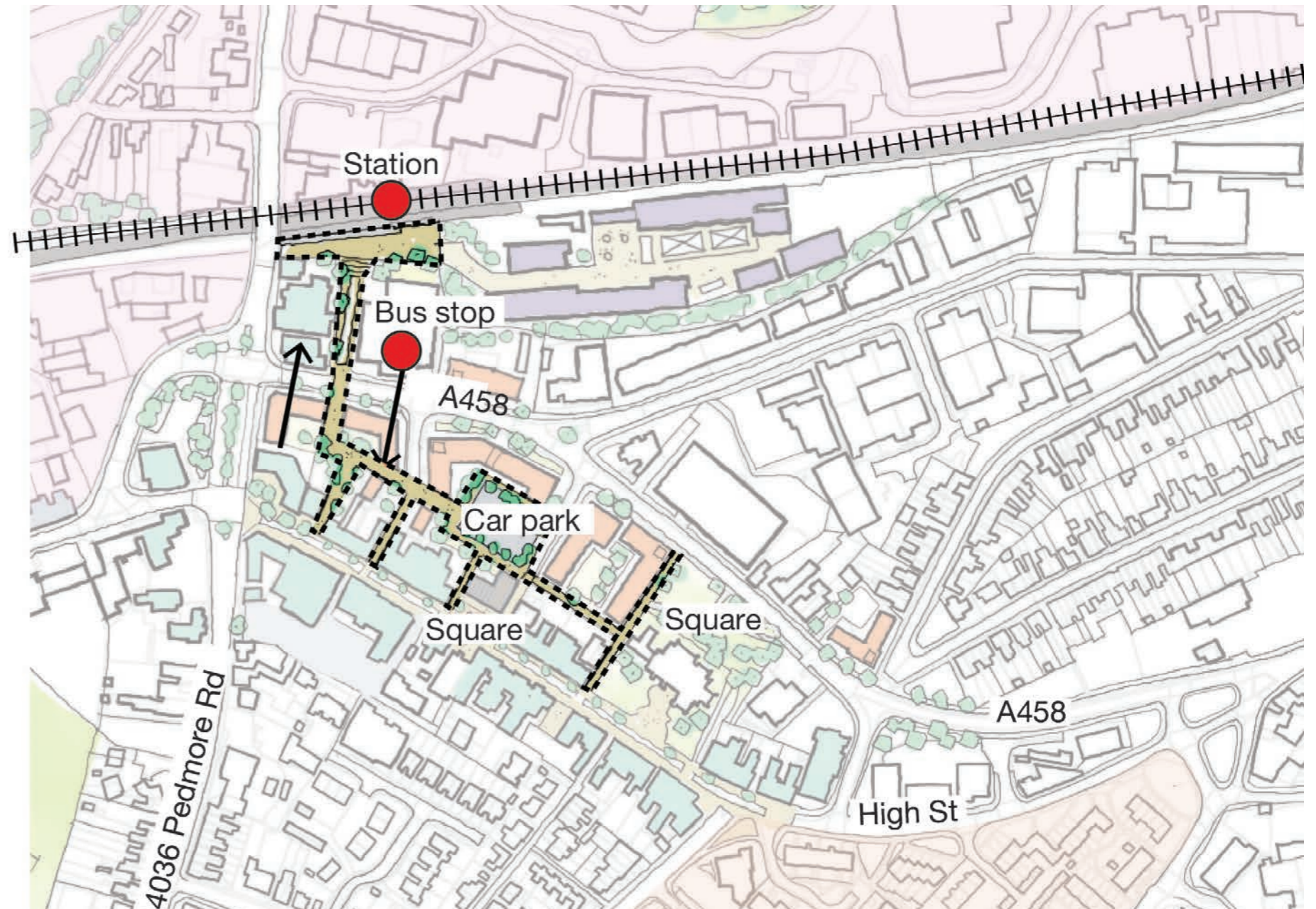
3. Bury Wayfinding

Paving art to guide routes, paving widens into public squares



4. Manchester Pedestrian Link

Bold wayfinding strategy, planting along side walls to create softer edge. Lighting.





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## Project 6: Station Yard

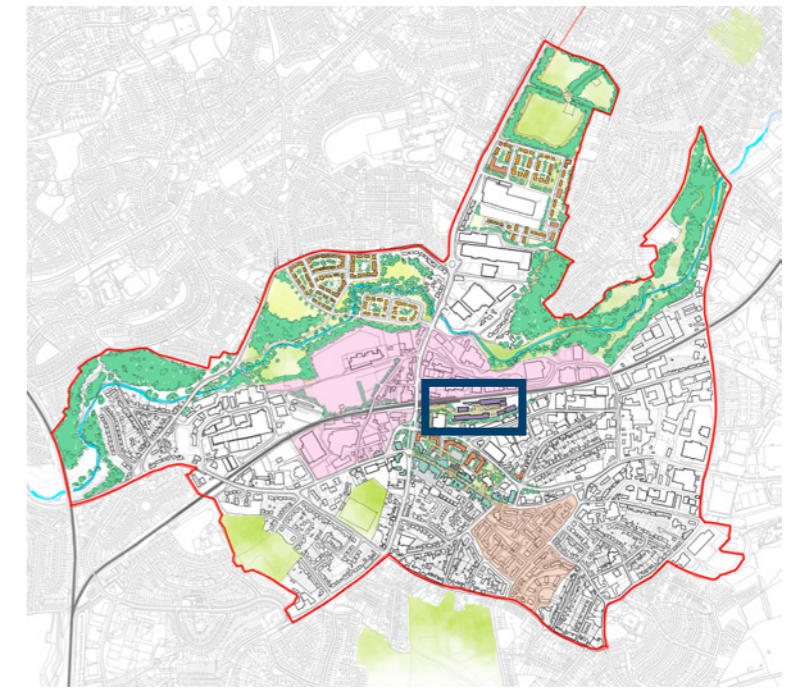
The old station sidings present the opportunity to explore a mixed use development of the site with workshops and business space and potential alternative uses in this area such as evening economy and leisure. The Station Yard is already emerging as a street food/entertainment centre.

Existing buildings could be restored and converted to accommodate events and the potential to expand station parking. The space could expand Lye's evening economy - attracting Lye residents and visitors from further afield into the town centre.

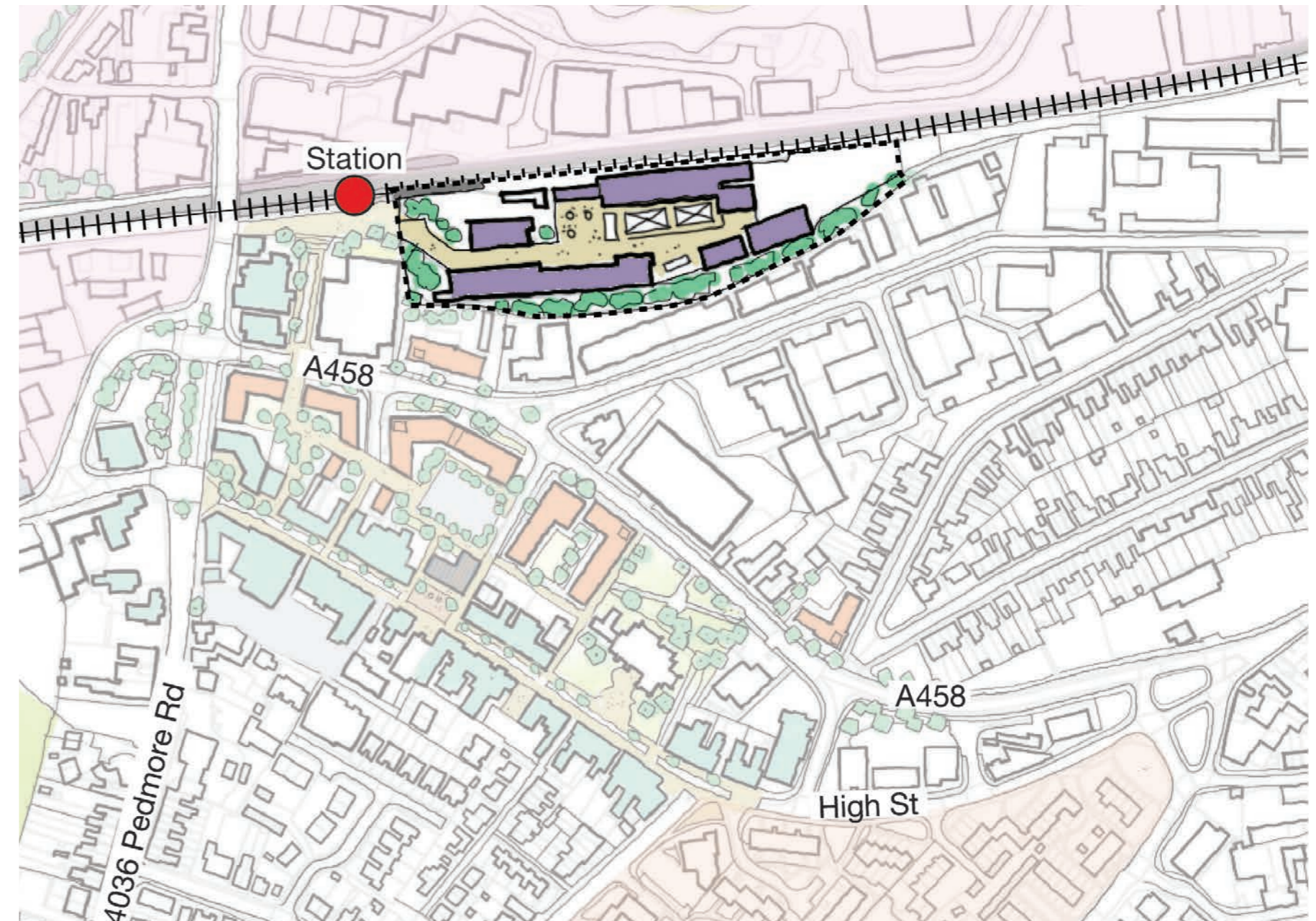


### KEY

- Industrial / Employment
- Mixed use employment/leisure
- Existing retail to be improved
- New building (food and resi)
- Car parking
- New residential - apartments
- New residential - houses
- Enhanced green space
- Enhanced public realm



### Indicative Proposal



1. GRUB, Manchester

Old industrial building regenerated with pop up venue



2. Box Park, Wembley

Indoor and outdoor food, drink and leisure space



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## Project 7: Conservation Area

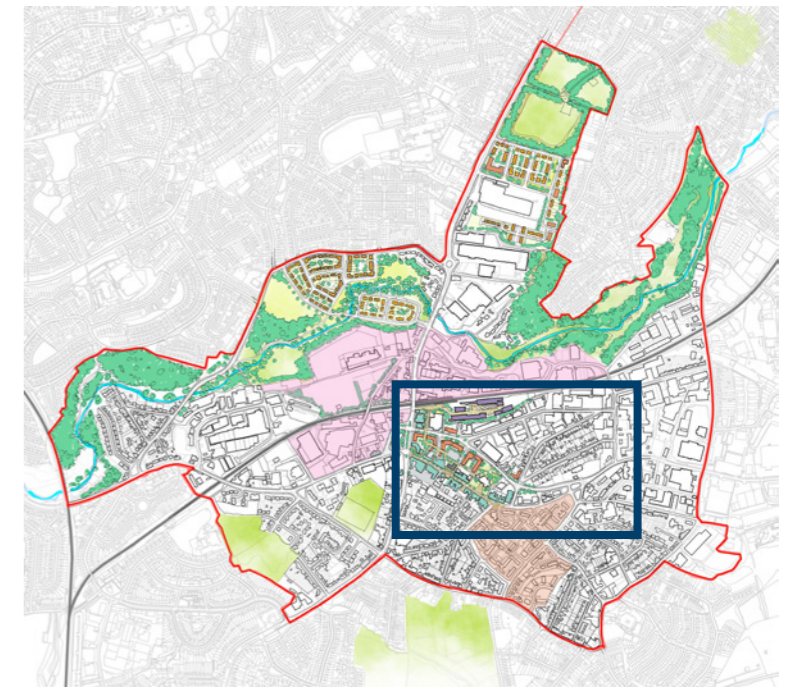
Following the recommendation of our conservation architects it is proposed that Lye Town Centre could potentially be designated as a conservation area based on the boundary on the attached plan. This would both recognise its historic importance but also potentially unlock funds for some of the environmental works described in the High Street proposal. Please refer to the separate Conservation Area Appraisal for more information.

Any potential conservation area boundary would be subject to a formal consultation process.



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### Indicative Proposal

### Ideas



1. Salford Timekeeper's Square

Sensitive new build adjacent to architectural heritage. Framing views of key buildings.



2. Oldham Town Hall

Lighting strategy to celebrate architectural detailing



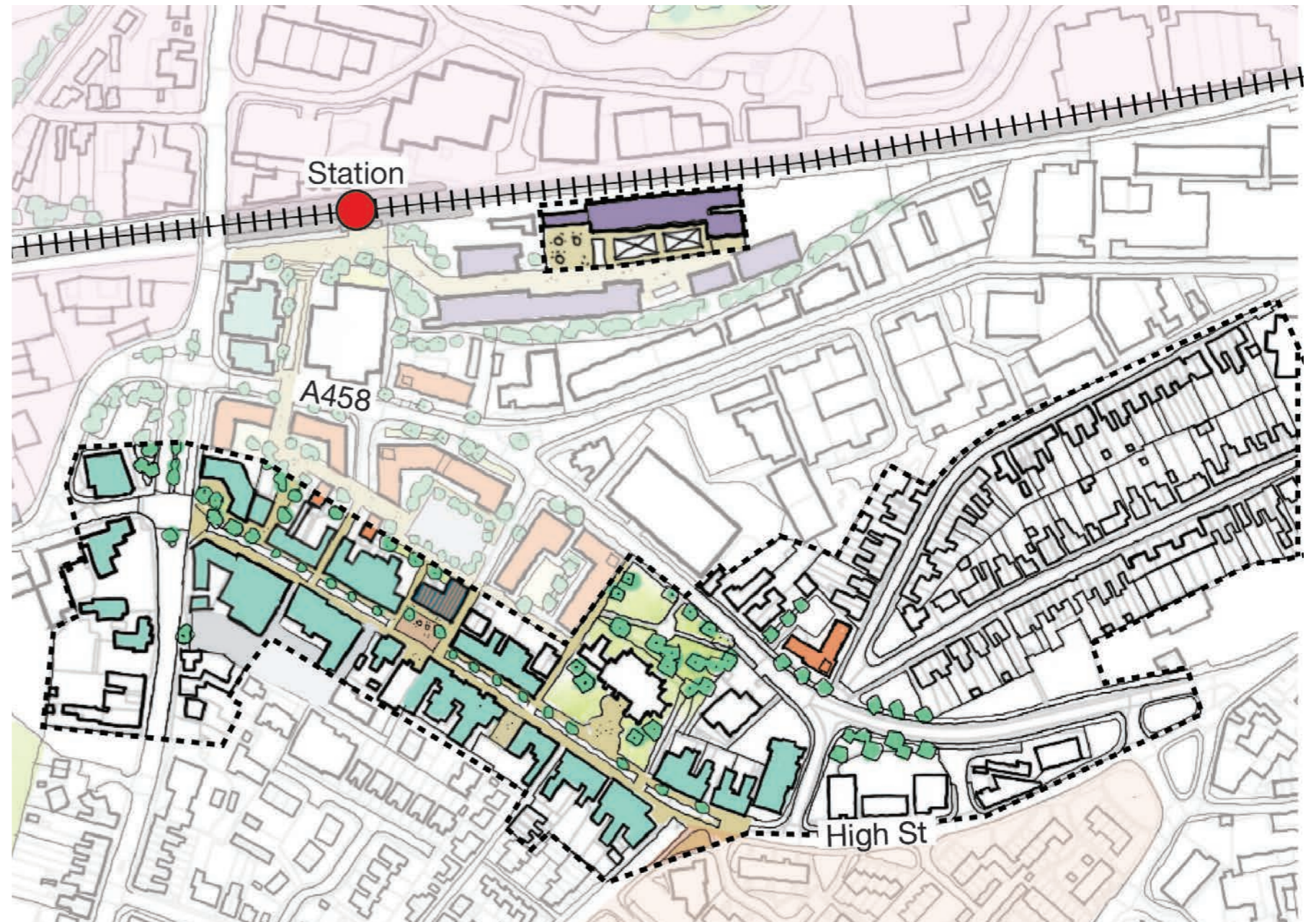
3. Baldock Town Centre

Original architectural features and enhanced public realm



4. Ripon, Yorkshire

Subtle signage and sensitive colours to respect architectural heritage





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**Projects 8 - 12**

**Lye Industrial Garden Town**

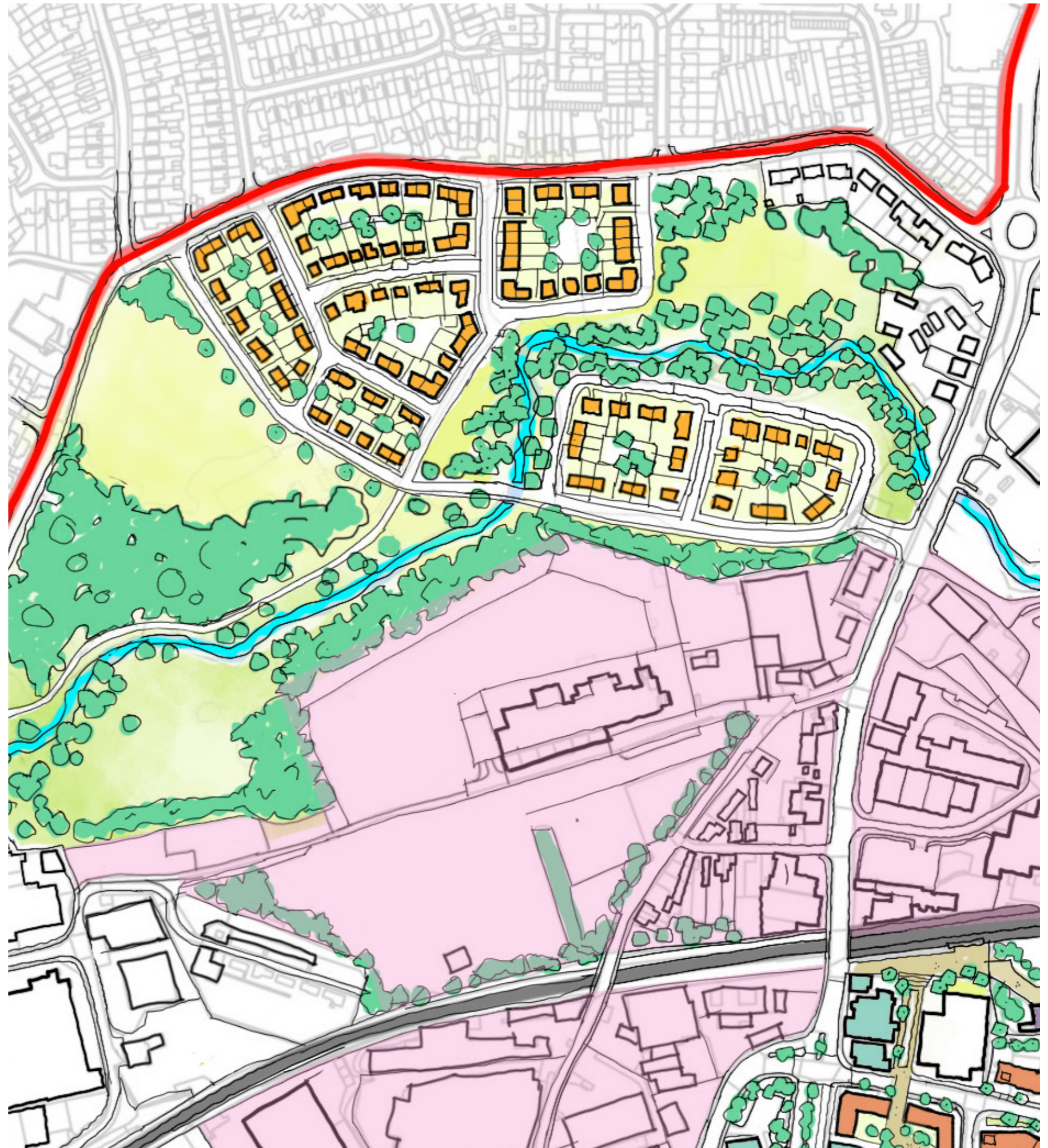
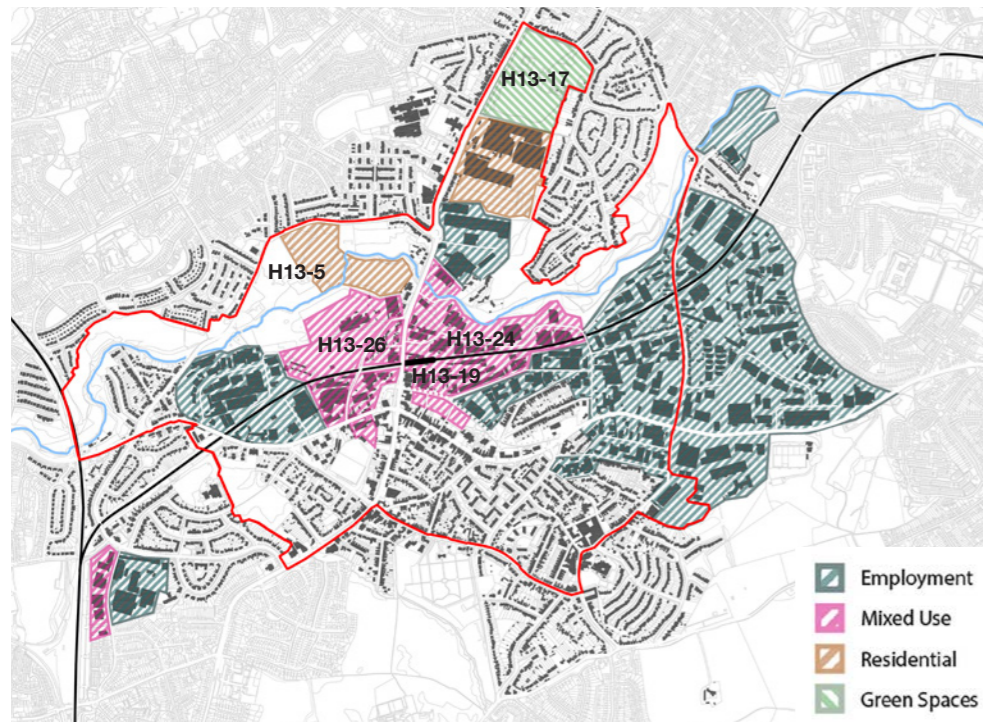


## Projects 8 - 12: Lye Industrial Garden Town

The other projects relate to housing and employment areas, and the green space around these areas. Lye is recognised in the Black Country Garden City location by the Black Country LEP and as a focus for housing growth. This is based on the availability of land for development as well as the availability of fast train services into Birmingham and other employment centres.

The current local plan allocates a series of sites in Lye for either housing, or residential led mixed-use development. However, low existing values, and high abnormal costs, are a constraint to delivery for market housing, which is suppressing demand from developers. Some of these allocated sites have a number of key employers providing employment opportunities for local people and are functioning well as an area of local employment.

New housing opportunities are being explored around Stour Valley and Quarry Bank. Employment sites will be better integrated into the town with environmental improvements, and as the housing market changes over time further infill opportunities might become more viable.





## Project 8: Stour Valley

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, (currently the subject of a live planning application). The upper part is on a south-facing slope and the lower park is largely flat in a curve of the river.

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 with good connections to the green spaces and opportunities to improve public routes along the River Stour.

The site covers approximately 6.5 hectares and we are proposing that it would be developed as a suburban Area Type at a net density of 30 - 35dph and a gross to net ratio of 60%. This would therefore accommodate around 120 -140 homes.

### Ideas



1. Miles Platting, Manchester

New houses create better frontage onto waterfront



2. Eversley Gardens, Winchester

Low density housing and landscape integration



3. Gorton, Manchester

Low density suburban housing with public spaces



4. Ladywell Fields, Lewisham

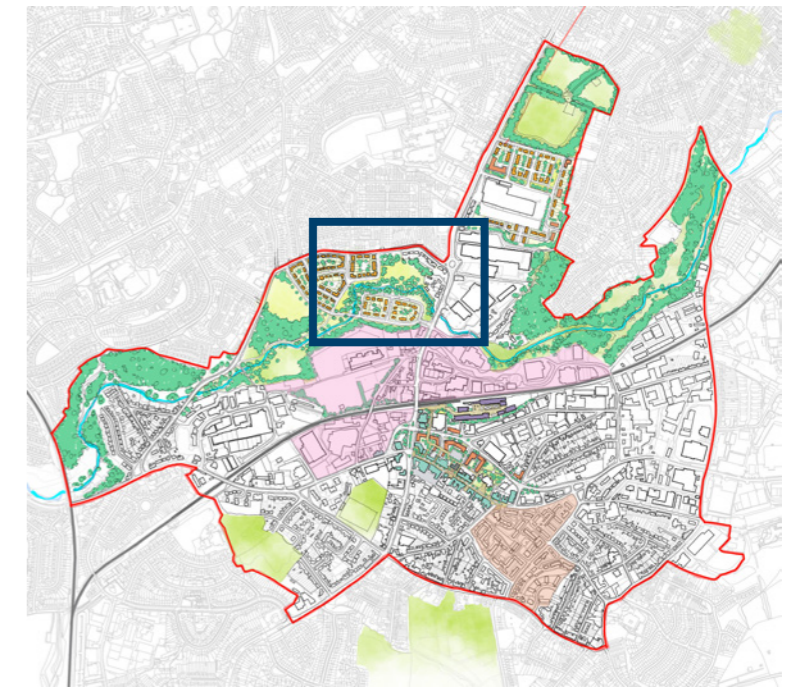
Nature Trail, play features and public spaces could be explored along Stour Valley



### Indicative Proposal

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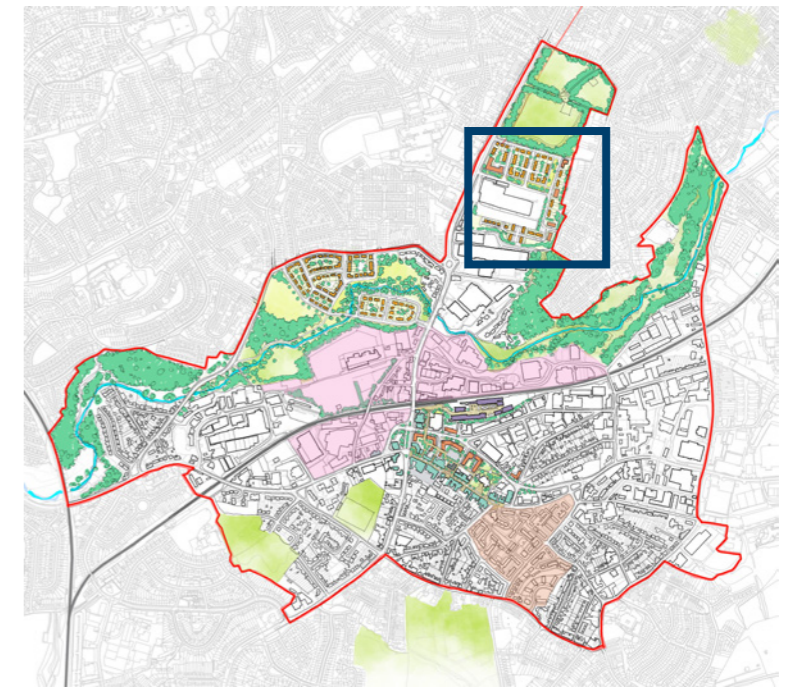




## Project 9: Quarry Bank

This site is also allocated for housing, even though it is currently occupied by manufacturing uses. It is an attractive, south-facing site fronting onto Stevens Park. Sunrise Medical Centre are a relatively large local employer and the proposal is that they remain on site.

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 could be developed with an Urban Neighbourhood density of 45–50dph, accommodating roughly 110–130 homes.



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### Indicative Proposal

### Ideas



1. Icknield Port loop, Birmingham  
Housing overlooking green space



2. Marmalade Lane, Cambridge  
Strong streetscape and building line. High quality housing could be attractive onto park



3. Icknield Port Loop, Birmingham  
Housing and landscape integration



4. Burton-on-Trent  
New high quality developer homes of mixed sizes and varying aesthetics





## Project 10: Engine Lane

The sites around Engine Lane are functioning well as an area of employment. Whilst they were allocated for 'residential-led mixed-use development' in the Local Plan, the owners do not have any immediate plans to relocate or redevelop the site and the forge in particular would be very difficult to move.

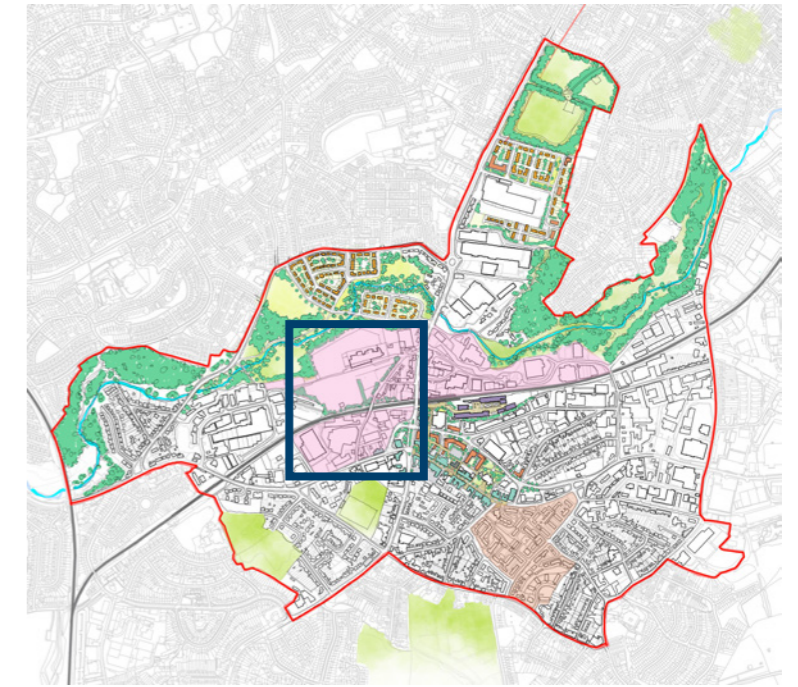
These sites may come forward for urban density housing at a later phase (with the potential to accommodate roughly 300 homes), however the masterplan currently recommends that employment use is retained in the foreseeable future.

Site boundaries should be improved with planting and screening where industrial sites face residential buildings.



KEY

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### Indicative Proposal

### Ideas



1. Screening

Edge thresholds planted up to create visual barrier and help mitigate pollution



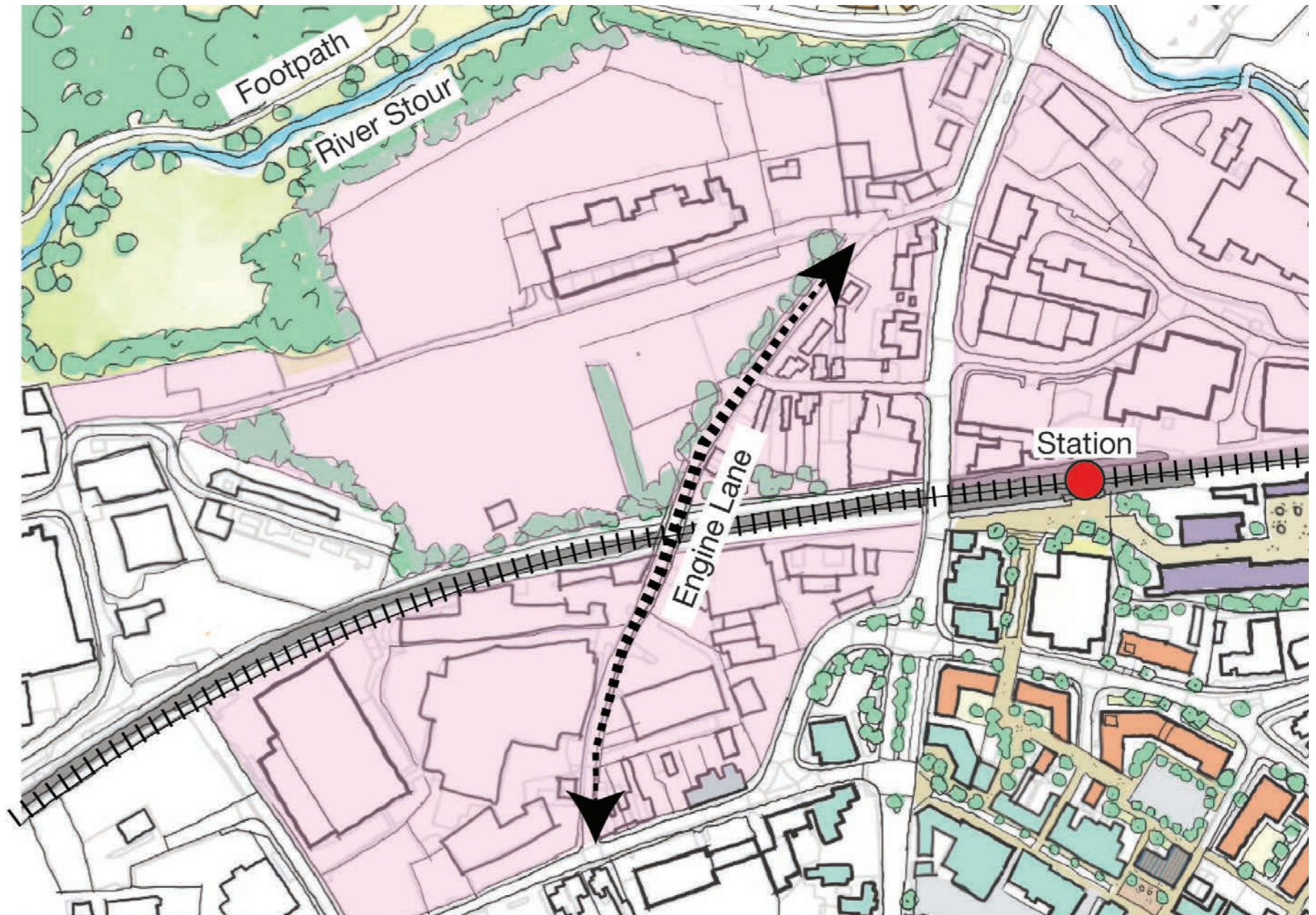
2. Blackburn Meadows Biomass Plant

Distinctive building design, integrated trees and seating into streets in industrial areas



3 and 4. The Round Foundry, Leeds

Mixed use development comprises repaired and converted historic foundry converted to workspace together with new infill building





# Project 11: Forge Trading Estate

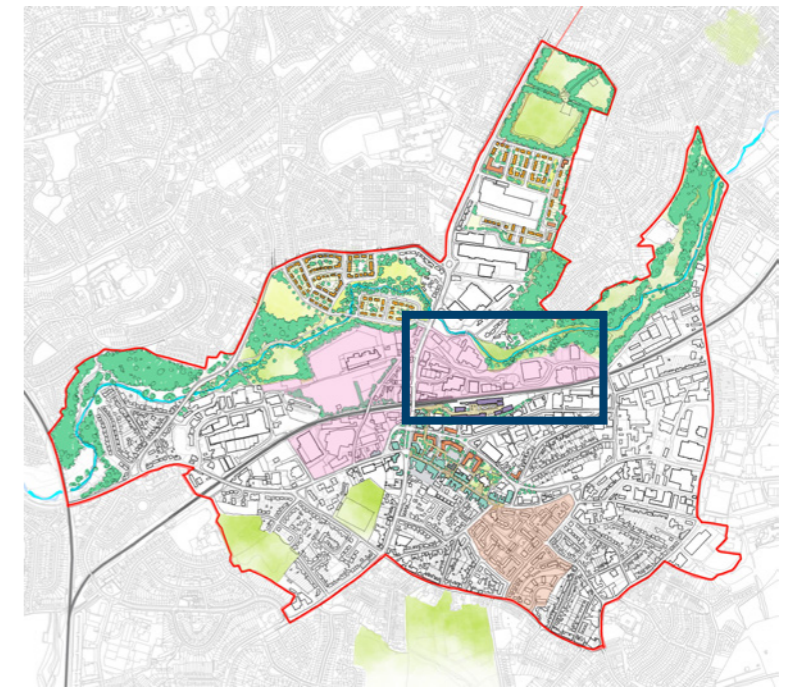
The Old Forge Trading estate to the north of the station is functioning well as an employment area with a range of high quality businesses. Our recommendation is that this remains designated as employment land. There are currently some unoccupied units and sites, and there might be opportunities to consolidate employment uses here - freeing up other town centre locations for housing in the future.

The Estate could benefit from better pedestrian access into surrounding green areas and residential neighbourhoods. The Industrial Design Code provides further information on opportunities to enhance the streetscape and building design of this area.

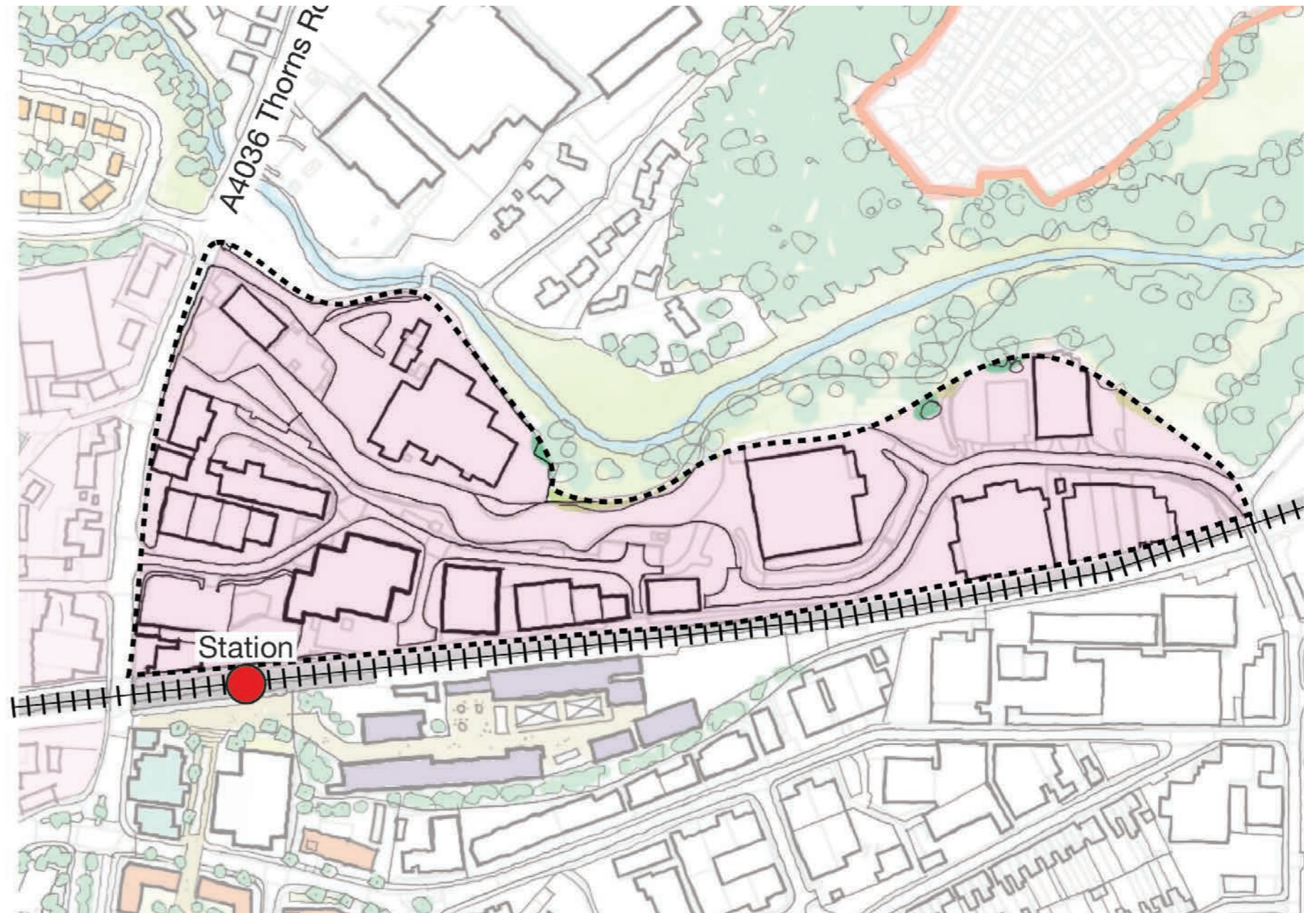


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### Indicative Proposal



### Ideas



1. Salford Quays Boat Shed

Attractive redevelopment of offices/  
business park



2. Anniesland Campus, Glasgow

Wildflower verges, lighting, colour and  
active frontage onto street



## Project 12: Claycroft Estate

Claycroft is a council estate that was refurbished some years ago. Its design was originally a mix of deck access maisonettes and houses around grass courts.

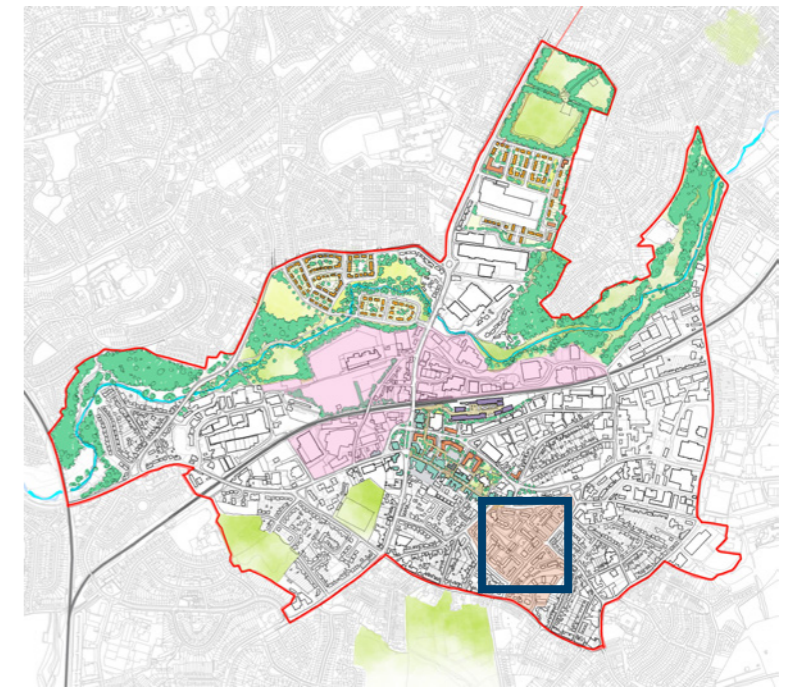
The council would like to regenerate the estate and improve the housing offer and the public realm on the estate but there are no plans at this stage and we have made no further proposals as part of the Draft masterplan. Any proposals would be subject to local consultation and funding opportunities.

Design parameters will potentially consider:

- Dwellings creating a better frontage onto the High Street
- Enhanced linkages (including cycleways) onto the High Street
- Enhanced linkages south to local greenspaces, parks and the open countryside.
- More imaginative and accessible public realm on the estate. Currently the landscape consists mainly of mown grass, with unclear private/public boundaries. Community gardens and orchards could be considered.



- KEY
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### Indicative Proposal



Community growing opportunities

### Ideas



1. Tollgate Gardens Regeneration, Kilburn

Development of social housing estate in London, with shared green spaces



2. Canalside, Woking

Ownership and definition of public/ private spaces. Passive surveillance onto green space



We are architects,  
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and urbanists

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