

Brierley Hill Area Action Plan

Planning for the Future



Stedman
MADE IN
USA



BRIERLEY HILL

Its Massive!



Brierley Hill Area Action Plan



Independently tested
at an Examination in
Public and found
sound.

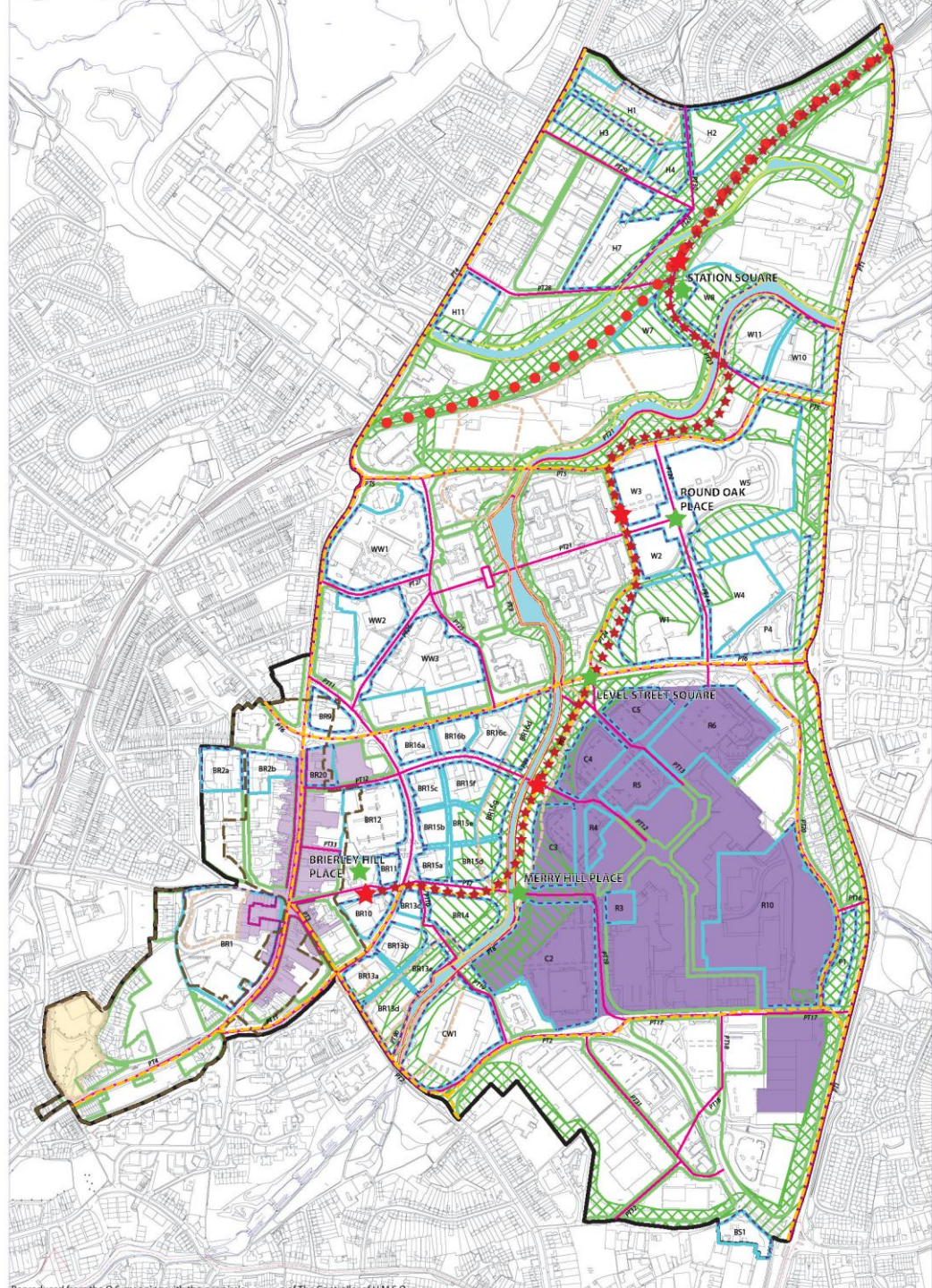
To be adopted in the
Summer 2011

Also producing a
Supplementary
Planning Document
giving advice on
design issues within
Brierley Hill Town
Centre to support the
policies in the Area
Action Plan



A plan for growth...

- New homes
- New jobs through new office, retail, leisure and community developments
- New and improved public realm
- Improved public transport
- Green infrastructure
- Preserve & enhance historic character
- Better use of land



“Storm”

Winner

Urban Regeneration/
Brownfield Development

House Design Awards
2005



Very high density
scheme

85% sold within 2 weeks
of launching

Demonstrates market for
city living



“SO.GO”

One & two bedroom
apartments

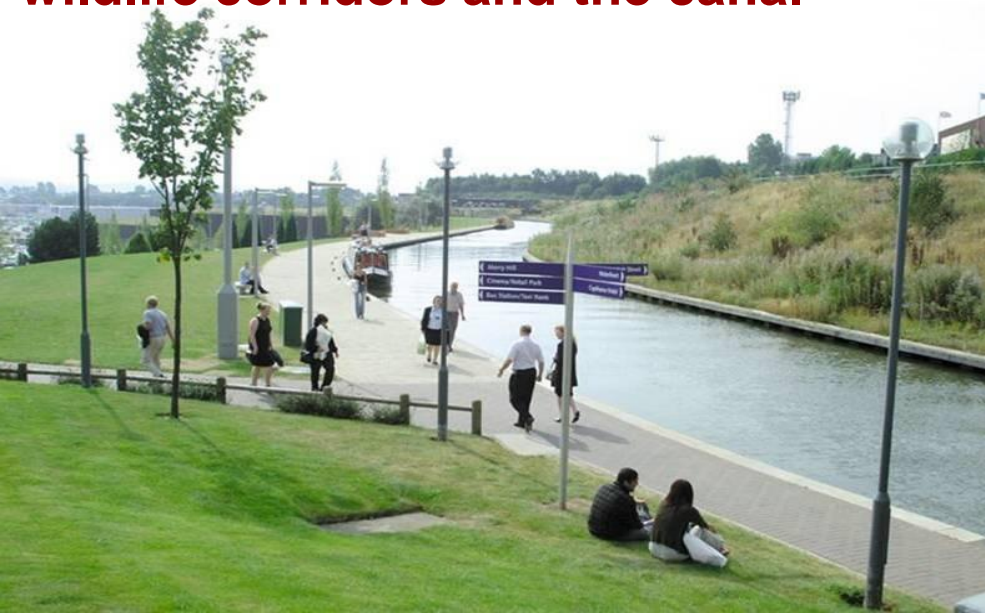
Two & three storey
houses

Aim to achieve a mix of dwellings types in the Town Centre, offering choice to the market, including larger family homes.





Linkages... a connected network of thoroughfares, public realm, public transport, wildlife corridors and the canal



Recent Investment

Brierley Hill Sustainable
Access Network

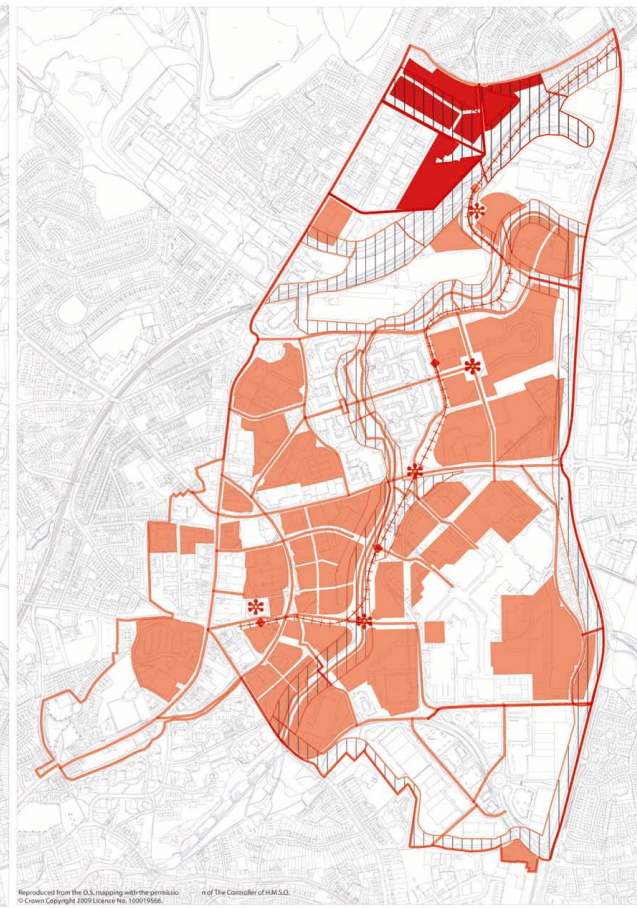
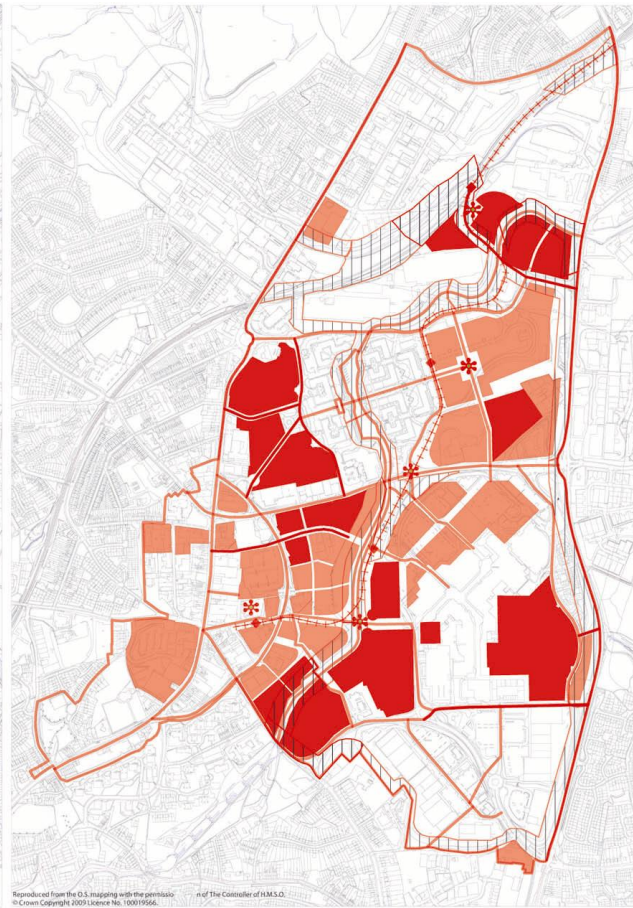
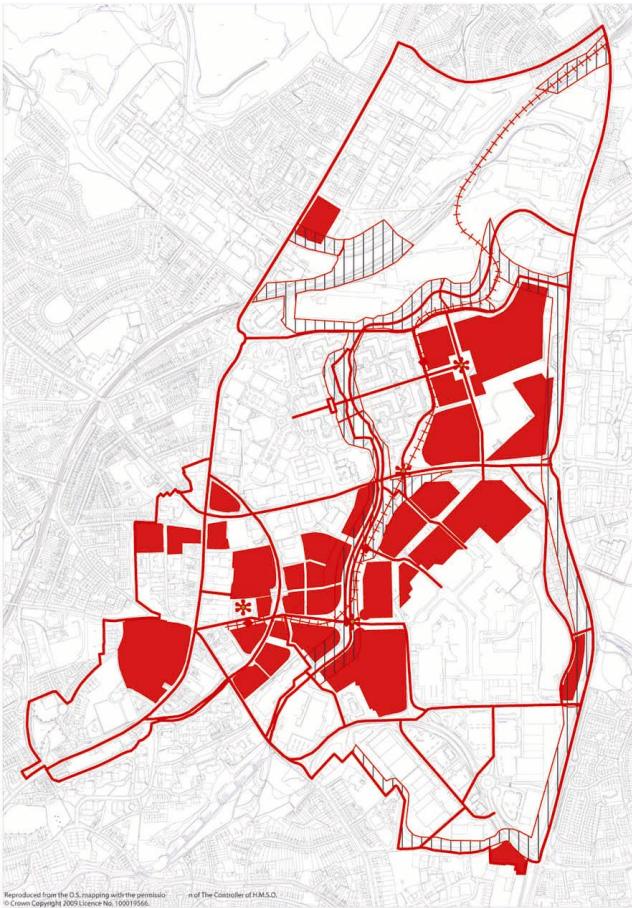
Health & Social Care
Centre

Stourbridge College



When will change happen?

Development should be concentrated in the heart of the Town Centre in the early stages of the plan, later radiating outwards into areas such as Canal Walk South and Canal Walk North. In the final years of the plan the growth of the Town Centre can be accommodated in Harts Hill.



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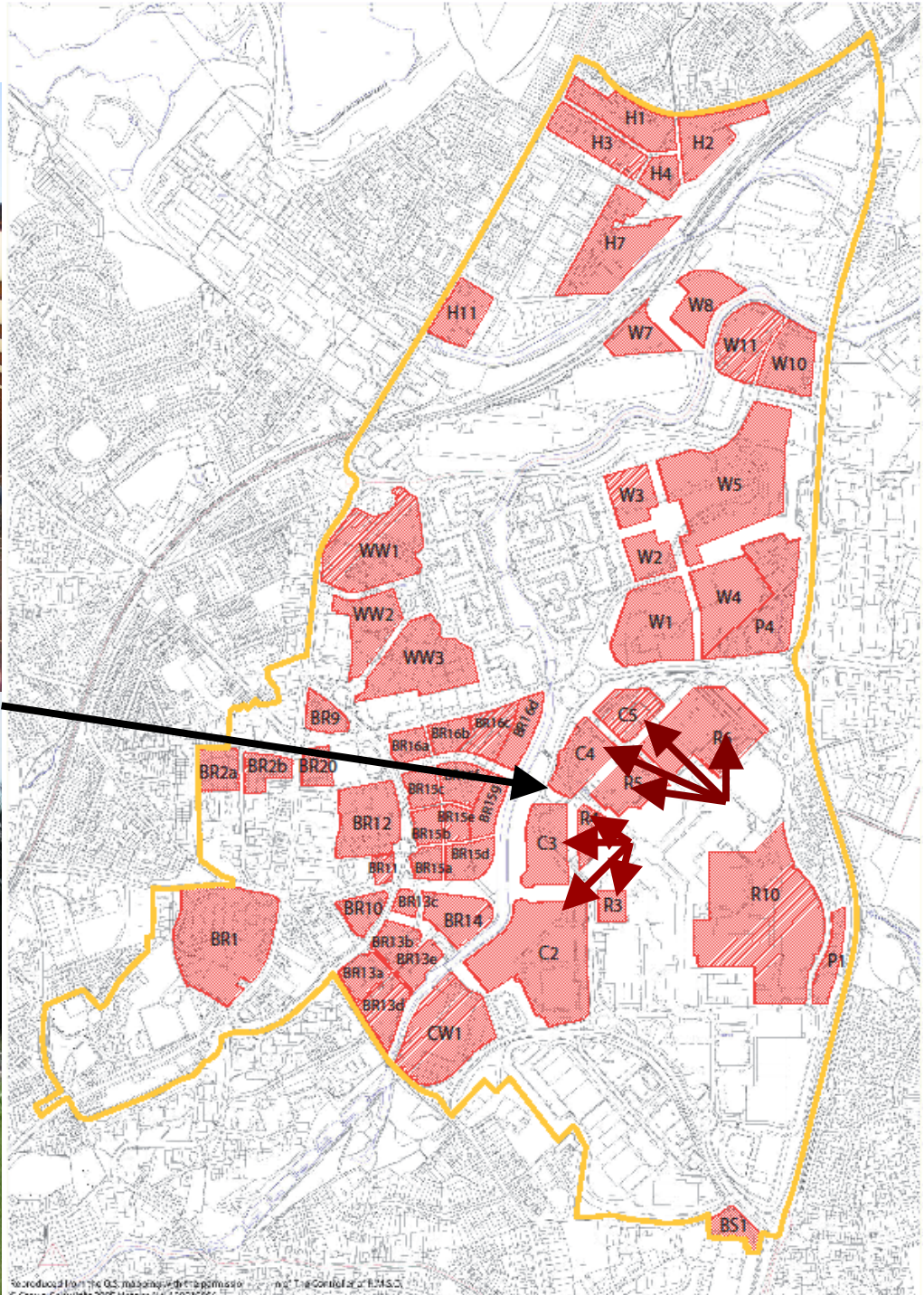
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Stages 1 - 3: 2009 - 2016
NB: Existing infrastructure is shown on this map

Stage 4: 2016 - 2021

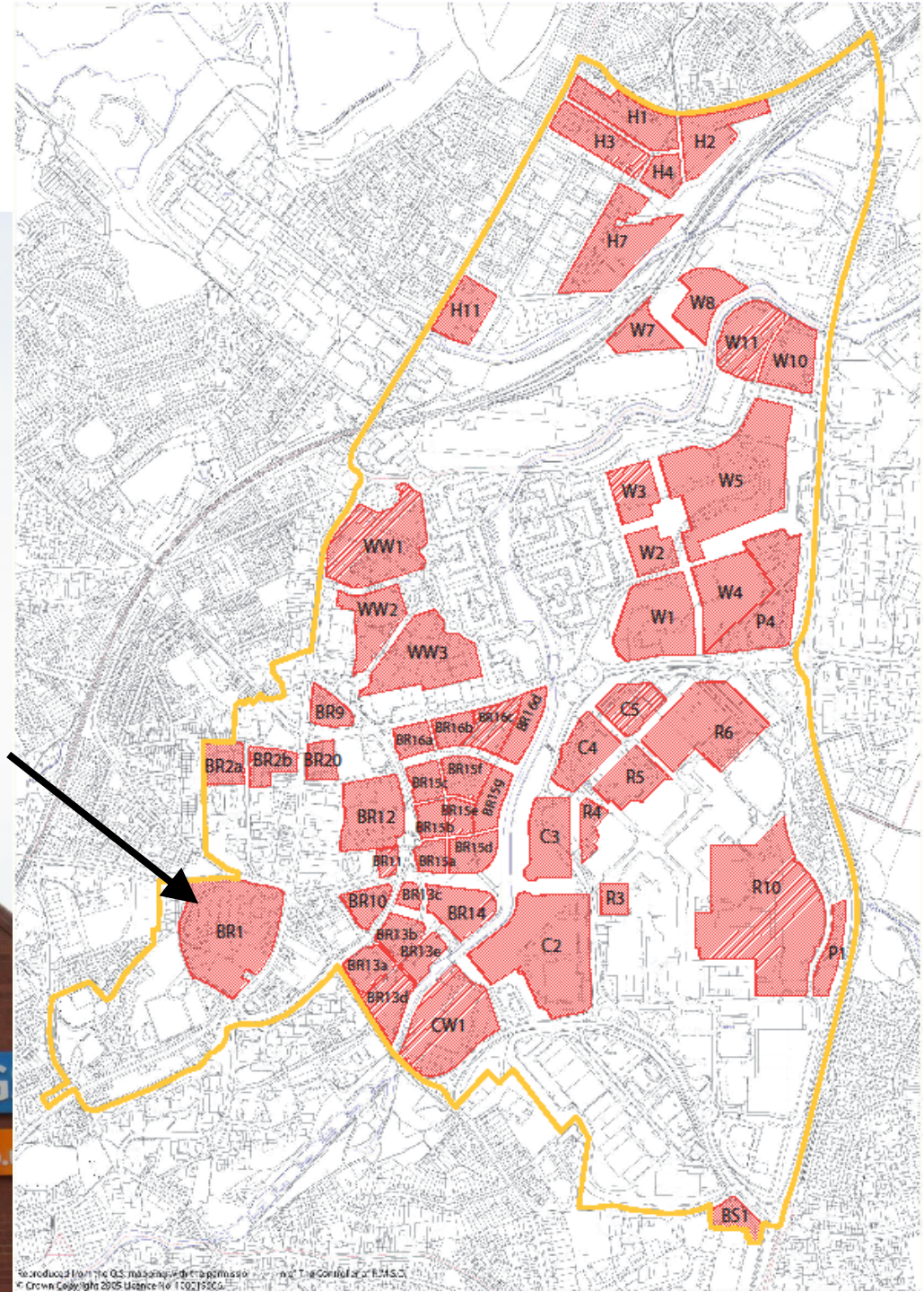
Stage 5: 2021 - 2026

Merry Hill

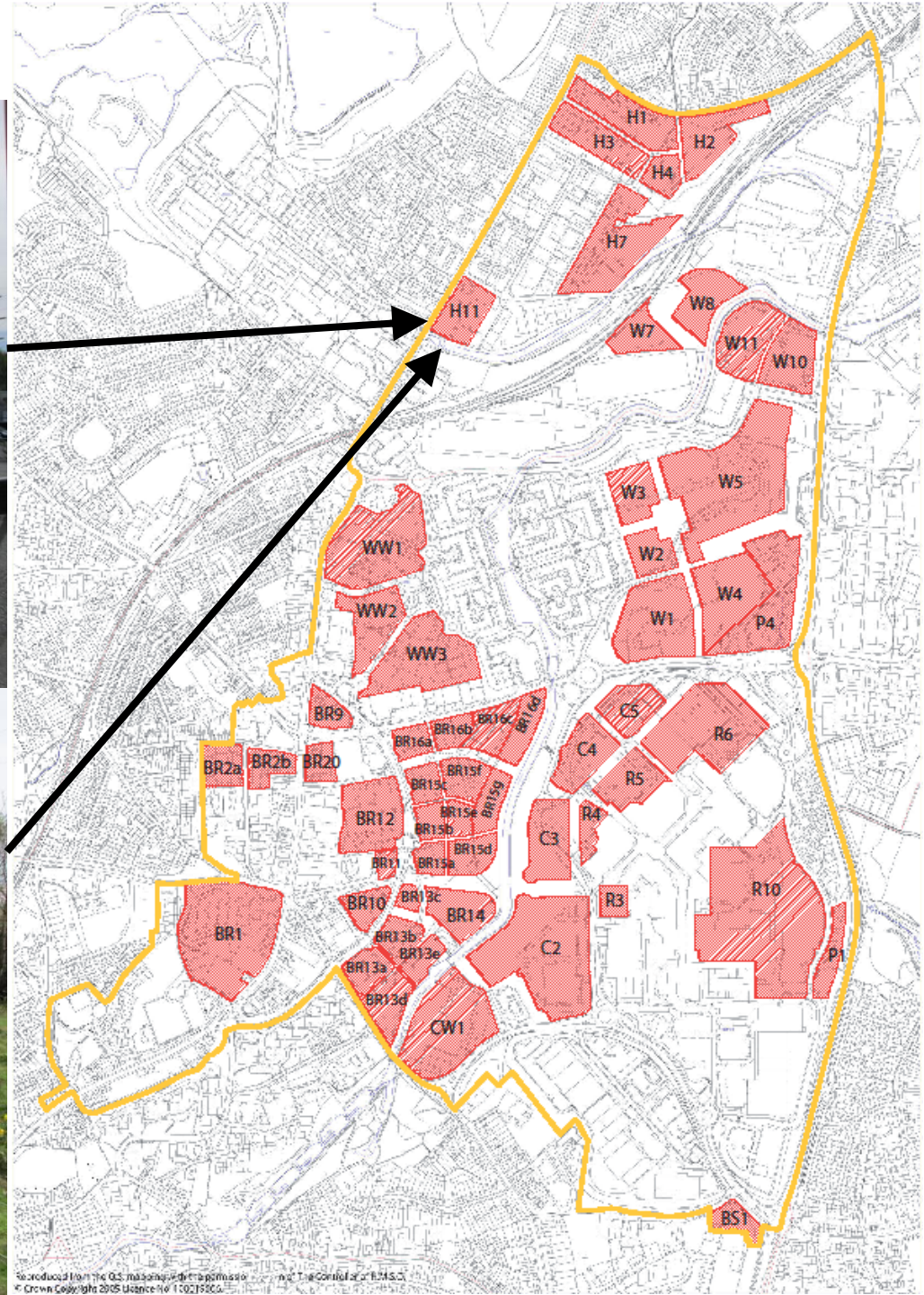


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The Moor Centre



Bodykraft



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The Vision



The High Street

New homes, offices and other town centre uses in an attractive setting

New connections through the core of the Town Centre

Merry Hill

The Waterfront

Design in Brierley Hill Town Centre Supplementary Planning Document (SPD)

Aims

- To encourage a high standard of design for new development that addresses local opportunities & builds on and enhances Brierley Hill's local distinctiveness, townscape character and urban form. Its about making successful places.
- Will provide advice for developers, public bodies and planners with regard to the design and assessment of development.

Timetable

- Evidence gathering / frontloading consultation / preparation of draft SPD (September 2010)
- Public Participation (July 2011)
- Respond to representations and finalise (September 2011)
- Adoption (November 2011)

Urban Design Guidance

Physical Character of the Town Centre

- Topography/change of level
- Elevated ridge
- Important views
- High Street
- Merry Hill and the Waterfront
- The Canal
- Lack of physical connections
- Public realm
- Brierley Hill Urban Historic Landscape Characterisation - townscape, architecture and historic character, archaeological potential, the significance of buildings and spaces and noteworthy landmarks.
- Brierley Hill High Street Conservation Area - listed buildings, local listed and potential buildings and space.

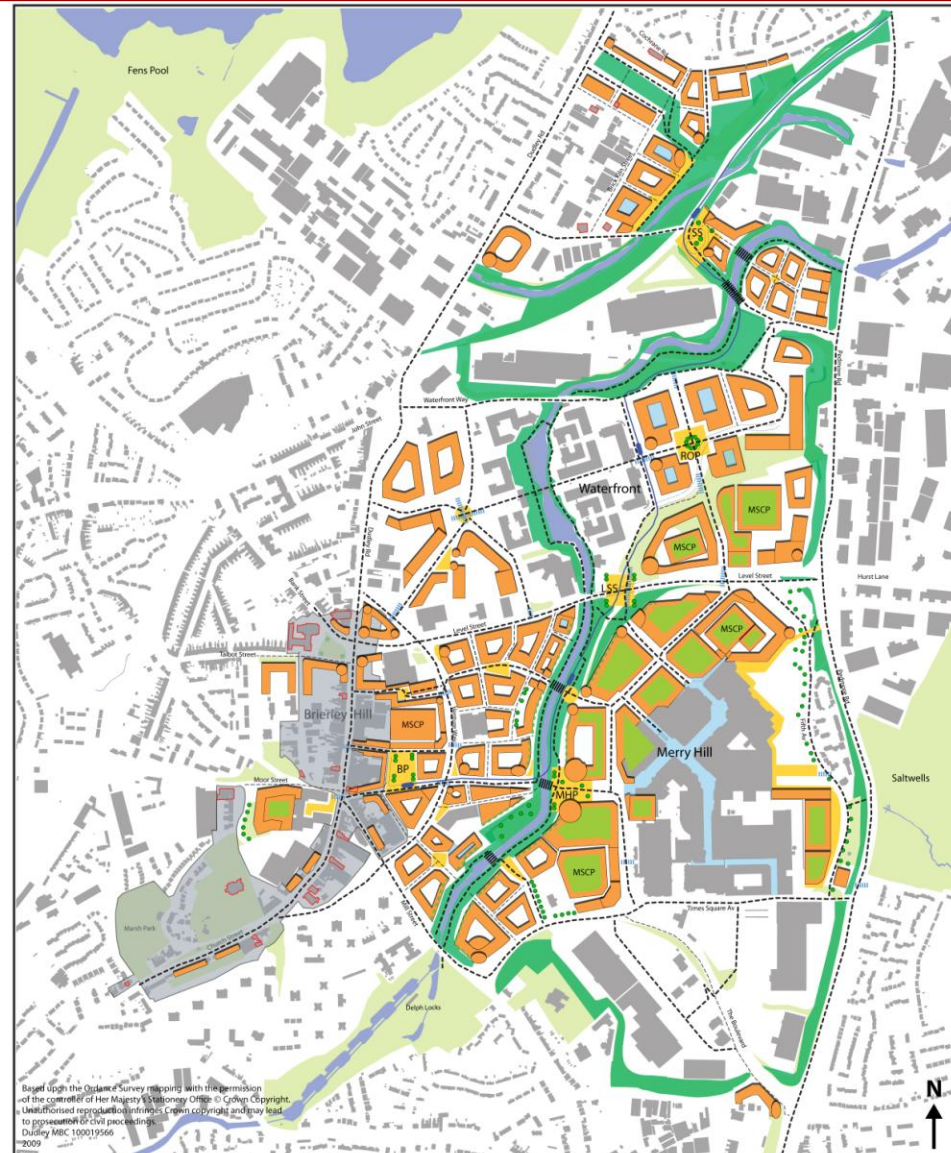
The Design Principles

- Connecting the town centre
- A network of high quality public realm
- Integrated public transport
- Perimeter blocks and active frontages
- Mix use
- Balanced car parking and servicing solutions
- Visual delight & memorable places

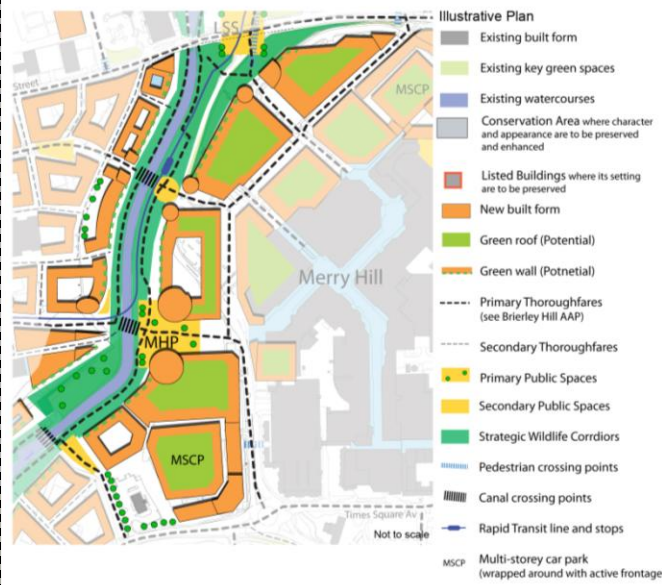
Illustrative Plans

Designing Buildings

Designing Public Realm



Exciting new development fronting the canal will consolidate the heart of the town centre and create a high quality environment which makes movement between the High Street, Merry Hill and the Waterfront an enjoyable experience for pedestrians and cyclists. Cafés and other uses fronting onto the canal will make this an ideal place for relaxing and socialising.



Photos showing existing situation and Development Opportunity Blocks



Photos showing aspiration for New Buildings



Photos showing aspiration for New Public Realm

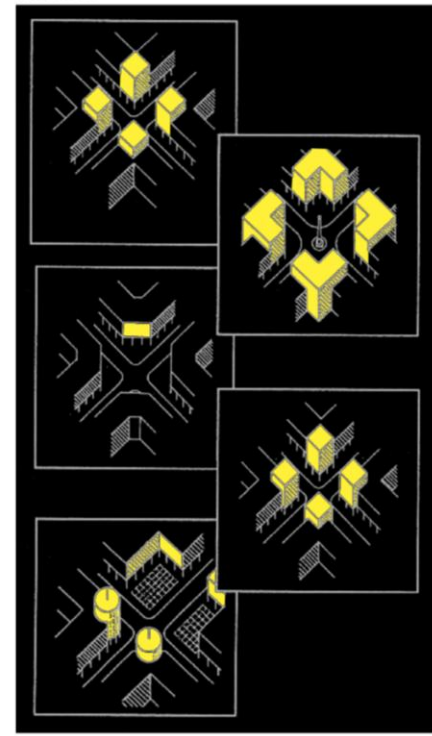


Designing the Buildings

Perimeter Blocks

Gateways, Corners & Landmark Buildings

Active Frontages



Locating a slightly taller building on the corner.



Perimeter block with private and communal space in the courtyard.



Small step back from the pavement to create space for landscaping.



The full height glazing at the corner of this building is lit from inside after dark.

Active Frontages



Roofscape



Green roof and roof light in new residential development.



Distinctive roof profile that makes use of natural sunlight.



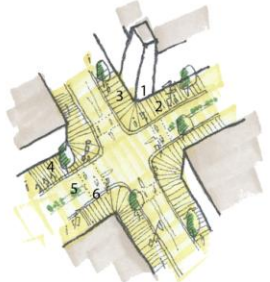
Outdoor cafes reinforce a sense of place and visually complement the character of the area.



Street cafe within building frontage zone.

Designing the Public Realm

Thoroughfares



Vehicle dominant

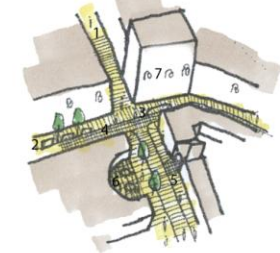
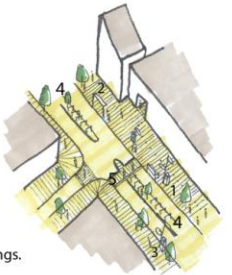
These thoroughfares are major transport arteries that runs on the edge of the town centre. High volumes of vehicle movement can be achieved without undermining the quality of pedestrian experience:

1. New buildings should front onto these thoroughfares.
2. Locate street furniture to keep footway clear.
3. Adequate footway width for pedestrian movement and trees.
4. Wherever possible provide street furniture.
5. Central reserves to be used for hard and soft landscaping where appropriate.
6. Provide direct pedestrian crossings.

Pedestrian/vehicle

These thoroughfares have moderate vehicle and pedestrian flows and are within the town centre. Pedestrians and vehicles have equal status:

1. New buildings should front onto these thoroughfares.
2. Locate street furniture to keep footways clear.
3. Adequate footway width for pedestrians movement, street furniture and trees.
4. Co-ordinate and integrate street furniture e.g. integrate bins and banners with lighting columns.
5. Central reserves to be used for cycle parking and trees where appropriate.
6. Improve pedestrian access and safety across main streets and side streets with plateaux crossings.



Pedestrian dominant

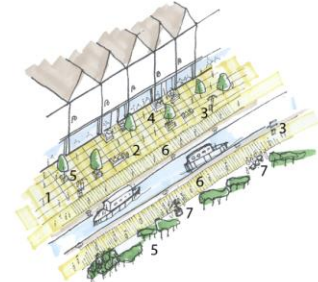
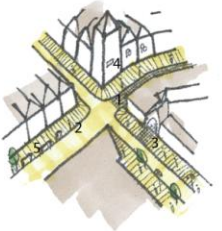
These thoroughfares have high pedestrian flows and restricted vehicle access and are in the heart of the town centre. Pedestrians dominate and vehicles travel at low speed to give priority to cyclists and those on foot:

1. Streets paved edge to edge in uniform material.
2. Co-ordinate street furniture into groups and provide tactile warning strip of cropped setts around groups.
3. Footway paving laid on strengthened base to allow vehicle over run.
4. Flush kerbs with carriageway surface in rusticated setts.
5. Footway paving to go across minor vehicle crossovers.
6. Outdoor cafe not to obstruct lines of main pedestrian movement.
7. Street lights on building to reduce clutter.

Historic street

These are remaining old streets and traditionally fronted by historic buildings:

1. Paved with natural stone and setts.
2. Use granite kerbs.
3. Respect historic crossovers but ensure smooth level surface for pedestrians.
4. Wall mount street lights and signs, especially where pavement are narrow.
5. Locate street furniture to keep footways clear.

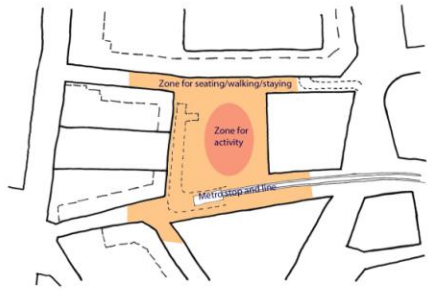


Canal walkway

These are public walkway parallel to the existing canal and provide 24 hours access to everyone. They should be lined up with buildings offering active frontages on the ground to animate the canal walkway:

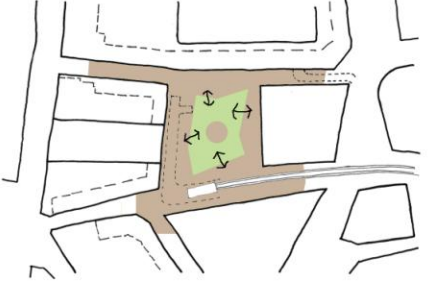
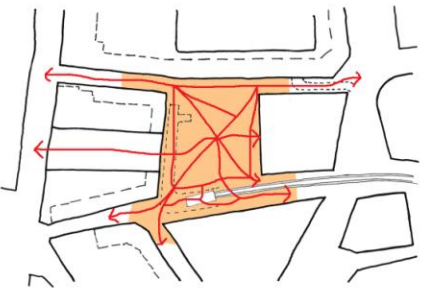
1. Paves with high quality and co-ordinated material.
2. Locate street furniture to keep walkways clutter free.
3. Co-ordinate and integrate street furniture e.g. integrate signage with bins.
4. Maximise walkway width to create space for outdoor cafe and social gathering.
5. Allow space for trees and soft landscaping.
6. Retain and refurbish historic towpath.
7. Special space and location for public art e.g. establish a public art canal trail.

Public Spaces (e.g. Brierley Place)



Edges and uses

Activity and functions



Movement and links

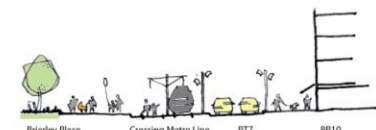
Hard and soft landscape



Urban design concept sketch - for illustration purposes only



Development precedent



1. Cross section: Brierley Place - PT7 - BR10

2. Cross section: Indoor & outdoor market - Brierley Place - BR11



What happens next...

- Consultation is anticipated to commence in July 2011 for 6 weeks
- Final SPD is anticipated to be adopted in November 2011

