

An overview of Brierley Hill's Urban Design Guidance

Slides used in talk by Nicki Dale, Principal Planner DMBC for Brierley Hillness. Focuses on the forthcoming Design SPD for the town centre. Being prepared for public consultation 2011

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.

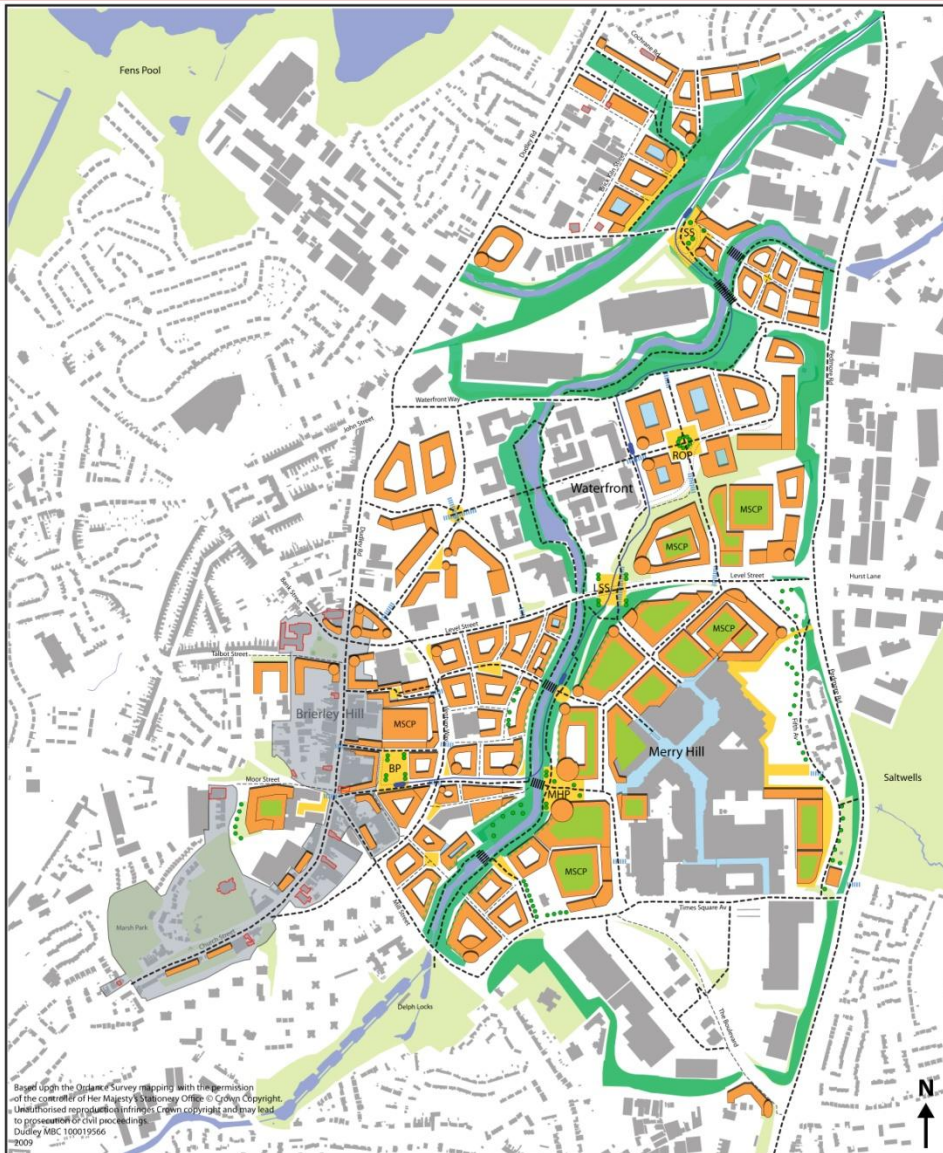
The Design Principles

- 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

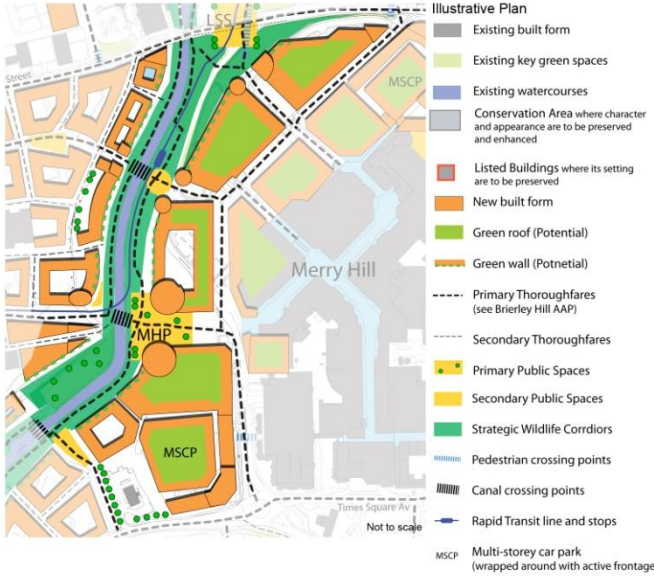
Illustrative Plans

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.



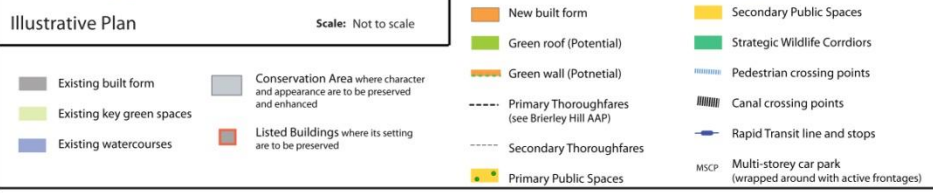
Photos showing existing situation and Development Opportunity Blocks



Photos showing aspiration for New Buildings



Photos showing aspiration for New Public Realm



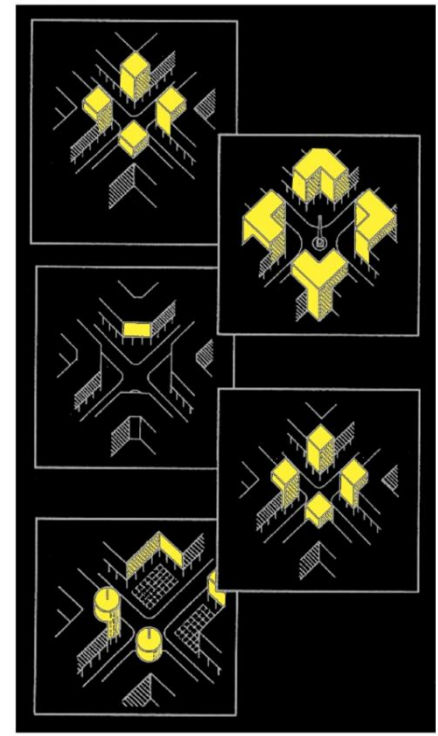
Based upon the Ordnance Survey map(s) with the permission of the controller of Her Majesty's Stationery Office. © Crown Copyright. Unauthorised reproduction infringes Crown copyright and may lead to prosecution or civil proceedings. Dudley MBC 100019566 2009

Designing the Buildings

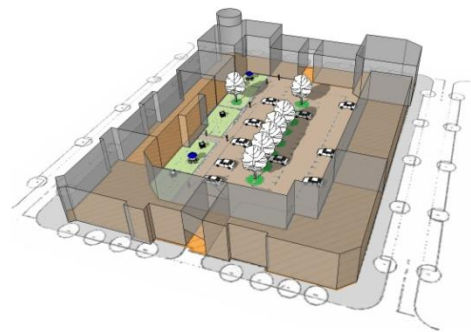
Perimeter Blocks

Gateways, Corners & Landmark Buildings

Perimeter Blocks



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.



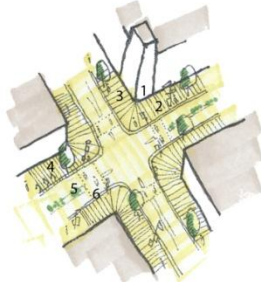
Outdoor cafes reinforce a sense of place and visually complement the character of the area.



Street cafe within building frontage zone.

Designing the Public Realm

Thoroughfares



Vehicle dominant

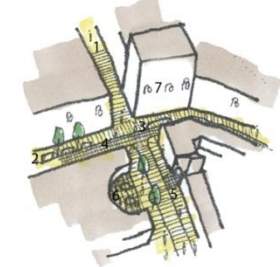
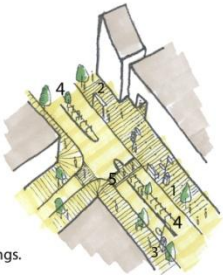
These thoroughfares are major transport arteries that runs on the edge of the town centre. High volumes of vehicle movement can be achieved without undermining the quality of pedestrian experience:

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 pedestrian 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

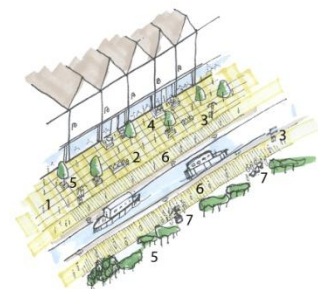
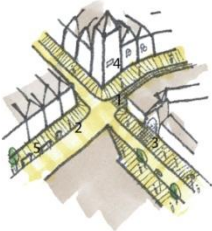
These thoroughfares have high pedestrian flows and restricted vehicle access and are in the heart of the town centre. Pedestrians dominate and vehicles travel at low speed to give priority to cyclists and those on foot:

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.

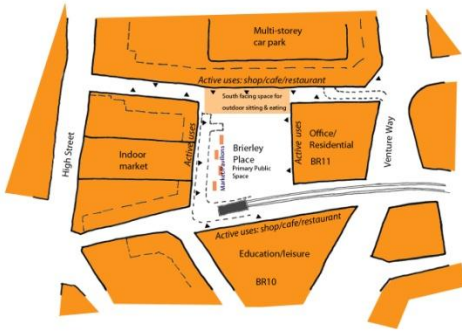


Canal walkway

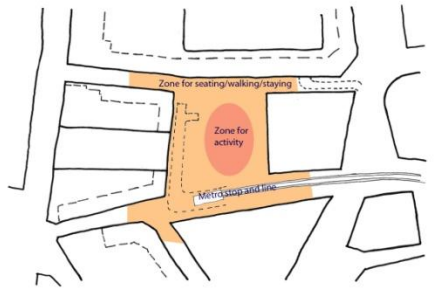
These are public walkway parallel to the existing canal and provide 24 hours access to everyone. They should be lined up with buildings offering active frontages on the ground to animate the canal walkway:

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.

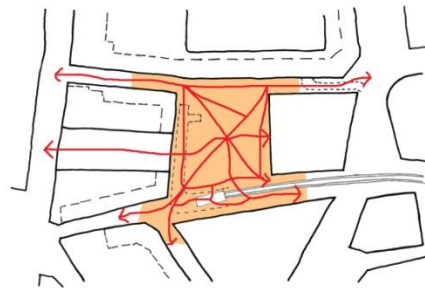
Public Spaces (e.g. Brierley Place)



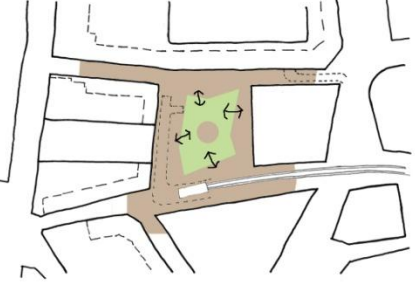
Edges and uses



Activity and functions



Movement and links



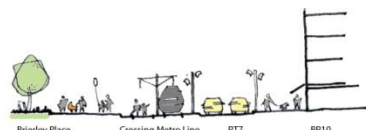
Hard and soft landscape



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

