


Plan 14 - Topography

Study Area Boundary 





Plan 15 - Building Heights

- | | | | | | | | |
|----------|----------|----------|----------|----------|-----------|-------|---|
| 1 storey | 2 storey | 3 storey | 4 storey | 5 storey | 6+ storey | spire | ☆ |
|----------|----------|----------|----------|----------|-----------|-------|---|





Plan 16 - Principal Facing Materials



Reinforced Concrete Panels	Brick / Paneling	Render
Cladding and Reinforced concrete frame	Brick	Stone
Cladding	Painted Brick	Faience

analysis highlights a number of issues including:

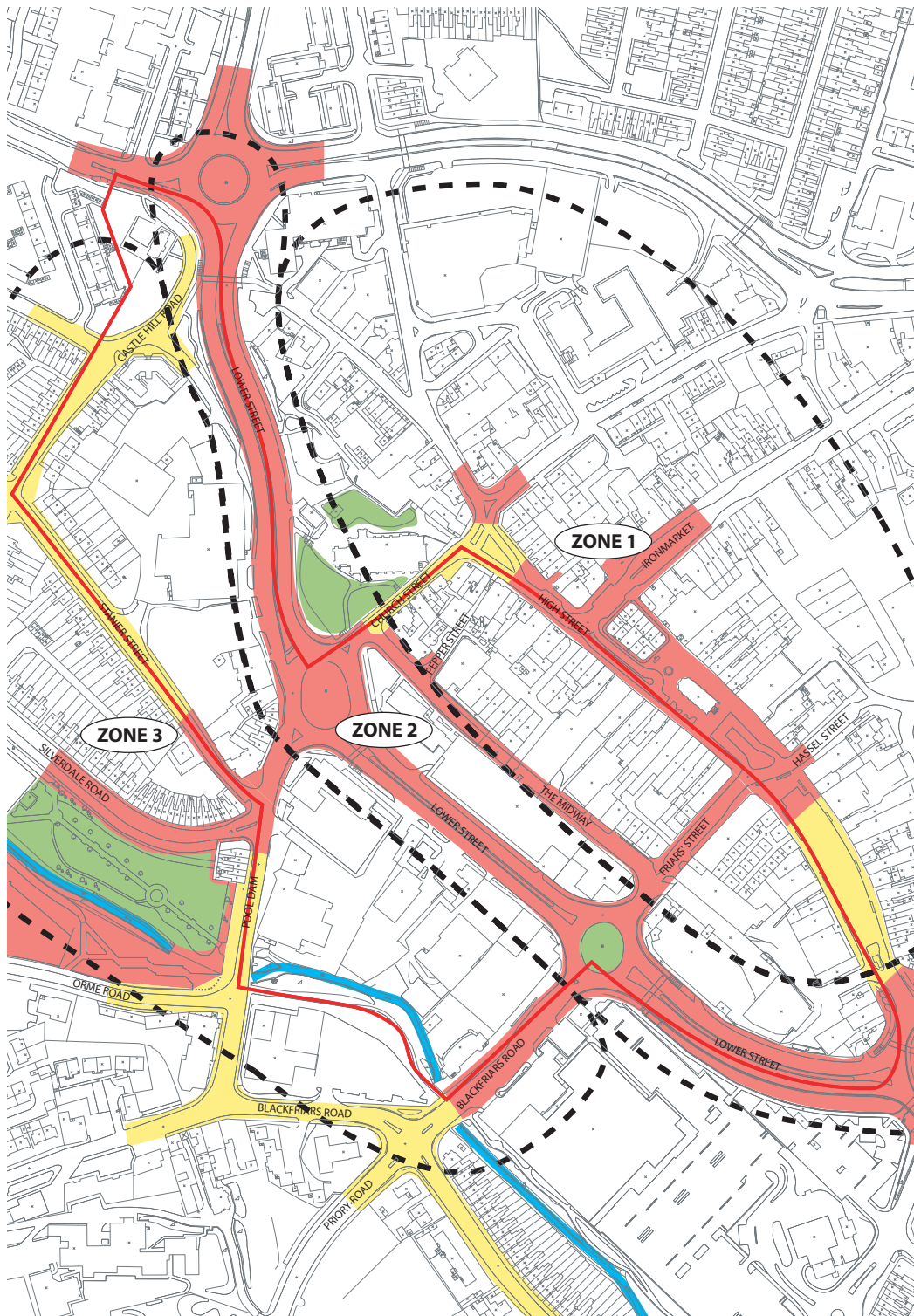
- the extent to which existing development blocks fail to take advantage of the topographical characteristics of the area and specifically the slope from the High Street to the Lyme Brook
- the significance of major nodes and routes to the legibility of the area;
- the extent of poor enclosure (where buildings are set back from the general building line or clearance has resulted in open sites). This is particularly evident along the Lower Street Corridor which creates a poor first impression of the town centre;
- the barrier to pedestrian movement created by the ring road;
- the significance of key views to the legibility of the area and the potential to enhance visual and physical connections with the Lyme Brook;
- landmark buildings and potential to create new landmarks.

4.9 Scoping potential

Within the context of the outline vision for a reinforced live work quarter the potential of the study area has been identified in respect of the following:

- development site opportunities and frontage improvement opportunities;
- public realm improvement opportunities; and
- movement and access improvement opportunities.

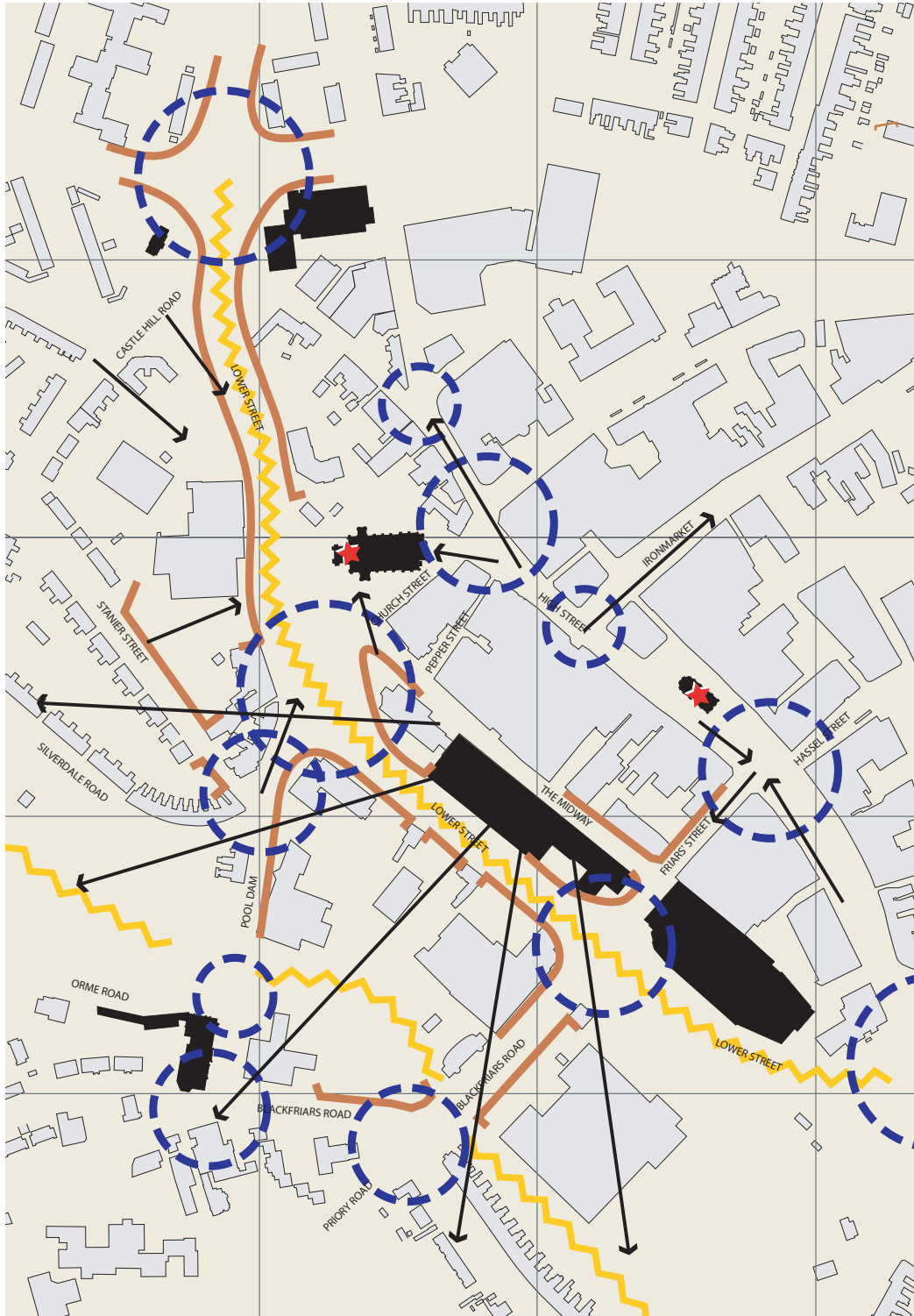
The location of potential interventions are shown on Plans 19 and 20.



Plan 17 - Public Realm Analysis



- Study Area Poor Quality Public realm
- High Quality Public realm Lyme Brook ~
- Modest Quality Public realm



Plan 18 - Legibility Analysis



- Node
- Key view
- Landmark building
- Poor enclosure
- Spire
- Barrier

Potential Public Realm Projects

The schedule below outlines six mutually supporting public realm projects which are identified on Plan 19. If delivered they could result in radical improvements to the pedestrian environment and help shape a new image and identity for the area. They could also help reconnect it with the town

centre and the town centre with the riverfront and historic heart of the town. It is proposed that the projects are developed within the context of an integrated programme and that design and implementation is guided by a Public Realm Plan and Guide. The latter setting out product designs and specifications etc.

Ref	Project Name/description	Outline development stages	Indicative timescale	Potential funding sources	Lead partners	Dependencies	Linkages
PR1	The High Street Repaving, new street furniture and lighting, improved facilities for market activity. Improved setting for Guildhall. Co-ordinated scheme to extend along full length of High Street although phased implementation	Feasibility Including: – sketch options – costing – consultation with frontage occupiers – implementation programme	2006–08	NULBC SCC	NULBC SCC	Enabling highway engineering and traffic management works Highway authority approval	Operation of the street market
PR2	Church Street Enhanced pedestrian route linking Lower Street and High Street including improved setting of St. Giles Church – repaving, new street furniture and lighting	Feasibility Including: – sketch options – costing – consultation with frontage occupiers – implementation programme	2005–08	NULBC SCC Section 106	NULBC SCC	Enabling highway engineering and traffic management works Highway authority approval	Redevelopment of adjacent sites including the Marches House Potential extension of public realm treatment to Pool Dam Bridge and entrance to Queen Elizabeth Park Projects PR 4, MA 1
PR3	Friars Street Enhanced pedestrian route linking Lower Street and repaving, new street furniture and lighting	Feasibility Including: – sketch options – costing – consultation with frontage occupiers – implementation programme	2005–06	NULBC SCC Section 106	NULBC	Enabling highway engineering and traffic management works Highway authority approval	Operation of the market Potential extension of public realm treatment to Friars Wood Bridge Projects PR 4, MA 1
PR4	Lower Street Comprehensive Corridor Improvement Scheme Footway widening & resurfacing, junction remodelling (1. Church Street/Lower Street roundabout 2. Friars Street/Black Friars Road roundabout), creation of at grade pedestrian crossings (Ryecroft/ Lower Street roundabout and Lower Street/London Road roundabout) new street furniture and lighting (of highway, spaces and building facades), rationalisation of signing, street tree planting, removal of street furniture clutter	Feasibility – including: – sketch options – costing – consultation with frontage occupiers – implementation programme to assist Section 106 negotiations	2006–15	NULBC SCC Section 106	NULBC SCC	Enabling highway engineering and traffic management works. Outcome of wider consideration of the implications of downgrading the ring road on town centre accessibility Highway authority approval	Redevelopment of frontages sites including: – Georgia Pacific – BlackFriars Bakery to Telephone Exchange – Council owned MSCP Projects MA 1, PR 2, PR 3

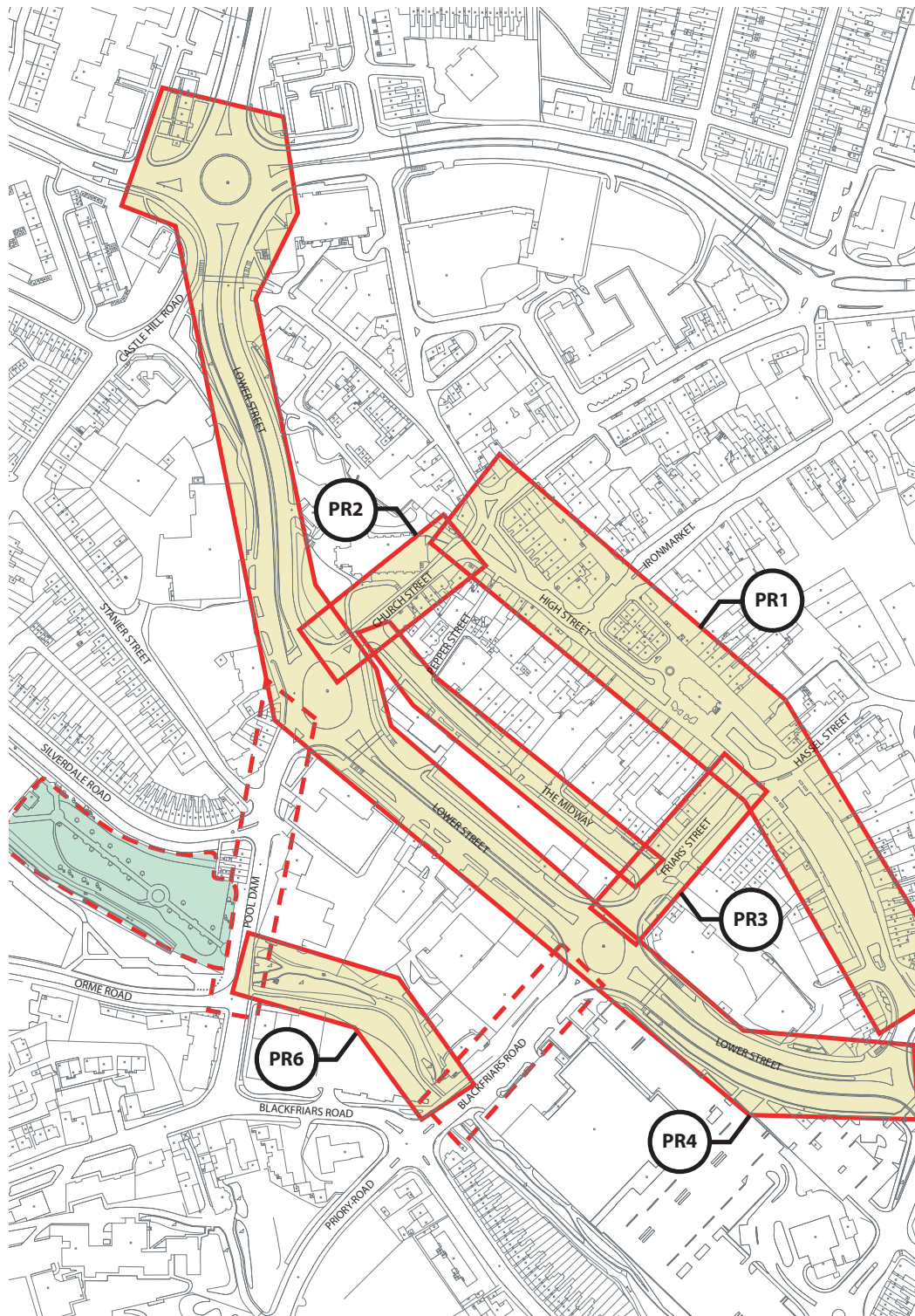
Ref	Project Name/description	Outline development stages	Indicative timescale	Potential funding sources	Lead partners	Dependencies	Linkages
PR5	<p>Midway/Lower Street MSCP Improvement project External and internal improvements e.g. facade improvements, lighting, signing and information improvements, colour coding of floors, CCTV, definition and improvement of internal pedestrian routes and circulation areas</p> <p>This project is to include the development of proposals to improve Midway.</p>	<p>Feasibility – including:</p> <ul style="list-style-type: none"> – sketch options – costing – consultation with frontage occupiers – implementation programme 	2006–08	NULBC	NULBC	Relationship to and timescale of adjacent development proposals	Wider consideration of car parking provision to support the vitality of the town centre
PR6	<p>Lyme Brook Greenway Improved pedestrian and cycle access to river side, new path treatments, lighting street furniture, signing and environmental/historic interpretation</p>	<p>Feasibility – including:</p> <ul style="list-style-type: none"> – sketch options – costing – consultation with frontage occupiers – implementation programme to assist Section 106 negotiations 	2006–10	NULBC Section 106	NULBC	Relationship to and timescale of adjacent development proposals	Potential to become part of a more extensive Greenway project including enhancement of Queen Elizabeth Park, setting and access to castle remain, and Lyme Valley Parkway

Footnote:

NULBC – Newcastle Under Lyme Borough Council

SCC – Staffordshire County Council

TBD – to be determined



Plan 19 - Potential Public Realm Projects

- Potential Public Realm Projects
- Potential Public Realm Project Extensions
- Public Space Improvement Project

Potential Movement and Access Projects

Schedule B below outlines six potential movement and access projects; they are identified on Plan 20. They are capable of underpinning major improvements to the public realm, enabling a more pedestrian friendly environment whilst facilitating balanced vehicular access. It is recognised that some of these projects would have

an impact on strategic vehicular routes and are likely to require consideration within the context of the wider town centre/ring road. It is proposed that the further feasibility and development of projects is undertaken within the context of a Movement and Access Framework and integrated project delivery programme.

Ref	Project Name	Indicative development stages	Indicative timescale	Potential funding sources	Lead partners	Dependencies	Linkages
MA1	Lower Street comprehensive Improvement Scheme Scoping and feasibility of movement and access framework necessary to enable incremental downgrading, and major improvements to the public realm including at grade pedestrian crossings, footway widening/ highway narrowing.	Scoping and feasibility to inform further project development stages	2006–08	NULBC SCC	NULBC SCC	Highway Authority Approvals Mitigation of knock on impacts on traffic movement and access across the wider town centre	Town Centre Area Action Plan Project PR 4 The nature and extent of development proposals for frontage sites.
MA2	Church Street/Lower Street junction remodelling Removal of roundabout junction and replacement with signalised cross roads junction including provision of at grade crossings on each arm of the junction.	Scoping and feasibility to inform further project development stages	TBD	NULBC SCC Section 106	NULBC SCC	Highway Authority Approvals Mitigation of knock on impacts on traffic movement and access Subject to the outcome of MA 01 above.	Potential development sites. PR 4
MA3	Friars Street/Blackfriars Road Removal of roundabout junction and replacement with signalised cross roads junction including provision of at grade crossings on each arm of the junction.	Scoping and feasibility to inform further project development stages	TBD	NULBC Section 106	NULBC SCC	Highway Authority Approvals Mitigation of knock on impacts on traffic movement and access Subject to the outcome of MA 01 above.	Potential development sites. PR 4
MA4	Car park access Improved vehicular advance direction signing to MSCP, potential to consider variable message signing provision as part of a wider movement and access strategy for the town centre	Scoping and feasibility to inform further project development stages	2005–08	NULBC SCC	NULBC SCC	Highway Authority Approvals Assessment of medium/long term viability of MSCP	Project PR 4, 5
MA5	Lyme Brook Greenway Scoping and feasibility to include detailed consideration of access, network planning and connectivity in respect of cycle and pedestrian movement	Scoping and feasibility to inform further project development stages	2005–08	NULBC SCC	NULBC SCC	Highway Authority Approvals Access and landownership restrictions Relationship to and timescale of adjacent development proposals	Project PR 6

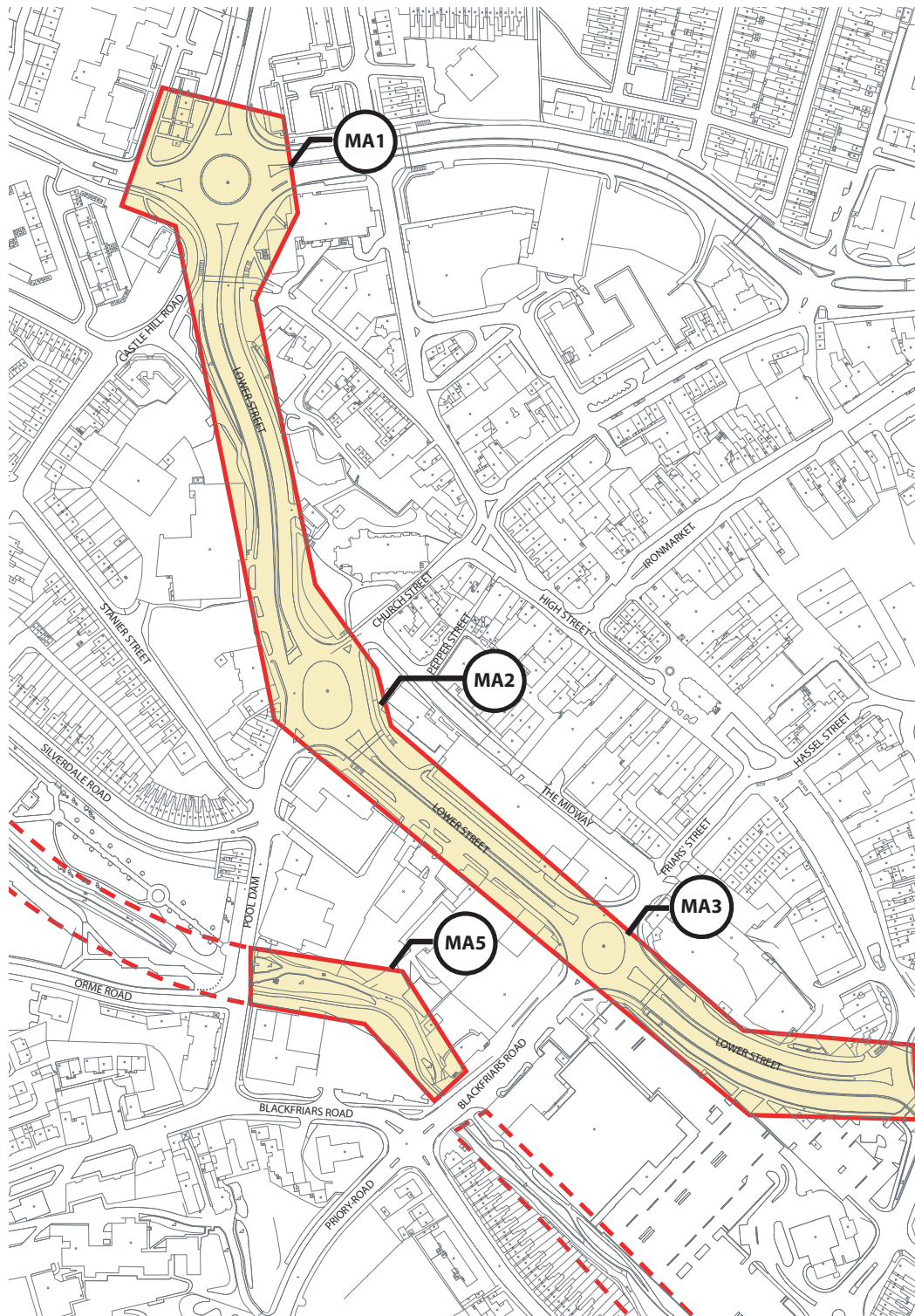
Ref	Project Name	Indicative development stages	Indicative timescale	Potential funding sources	Lead partners	Dependencies	Linkages
MA6	Bus Stop improvements Provision of shelters, timetable display cases, real time information, a lighter focused information e.g. map of the area and links to the town centre	Scoping and feasibility to inform further project development stages Phased improvements to be considered to enable early action	2005–08	NULBC SCC	NULBC SCC	Consultation with bus operator (companies including First Group) and bus user groups Other strategies and programmes related to public transport	Project PR 4
MA7	Pedestrian signing and information system Introduction of a coordinated system that reveals and communicates the pedestrian route network including <ul style="list-style-type: none"> • key linkages to and from the town centre and the Lyme Brook Greenway • points of arrival within the town centre 	Scoping and feasibility to inform further project development stages Phased improvements to be considered to enable early action	2005–08	NULBC	NULBC	Rationalisation and removal of existing signing clutter Highway Authority Approvals related to the above	This project should form part of a integrated wayfinding and information system for the town centre

Footnote:



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SCC – Staffordshire County Council

TBD – to be determined



Plan 20 - Potential Movement and Access Projects

Potential Movement and access Projects 
Potential Movement and Access Project Extensions 



SCALE
0 100M



Guild Hall



Magistrates Courts



Derelict building frontage



Office block



Warner Village



Sutherland Arms

Western Edge Today

Recommendations and Next Steps

5

Recommendations

The following recommendations have been developed in response to the findings of the study:

Town Centre Area Action Plan

1. Subject to the approval of the Council cabinet it is proposed that the report form an input to the Town Centre Area Action Plan (AAP) preparation process.
2. Consideration should be given to further developing the rational and strategy which has led to the study area, and the Eastern Gateway area, being selected for urban design studies. This rational should then be reflected within the AAP.
3. The implications for the wider town centre of the findings and strategic issues outlined in the above studies needs to be assessed and reflected within the AAP consultation. The implications for movement and access within and around the town centre, the related potential to significantly improve the quality and pedestrian experience of the public realm and potential tensions between competing or conflicting development sites demands coordinated consideration.
4. That consideration be given to applying the study methodology and approach in other areas of potential change and along other major arterial routes into the town centre. This would also form an input to the AAP.
5. Broader urban design policy guidance should be developed and embedded within the AAP as a means to achieve it's objectives. This should include a promotional urban design framework for the town centre which encompasses proposals to improve the public realm. The latter could be further developed as a co-ordinated 3 to 5 year action plan setting out individual project timescales, delivery mechanisms and sources of funding.
6. The AAP process should include a review of existing supplementary planning guidance and the development of new guidance including that related to the following:
 - development briefs;
 - public realm design guide;
 - shop front design guide;
 - housing design guide;
 - conservation areas (Character statement, new buildings and enhancement).

7. It is proposed that a planning and urban design brief be developed in respect of the development site formed by Lower Street, Pool Dam and Black Friars Road and including the Lyme Brook corridor.

Archaeological and environmental context

8. The findings of this study and its recommendations will help to inform the forth coming Town Centre AAP. During the AAP process the Council will engage in a comprehensive public consultation exercise that will allow the contents of, this study to be commented upon by all the community affected. It is recommended that a co-ordinated approach is taken to the preparation and communication of high quality material for consultation purposes.
9. The study has highlighted the considerable historical and archaeological value of the area, and its immediate environs, and the environmental significance of the Lyme Brook corridor. It is proposed that consideration be given to further detailed investigation of these aspects to inform the AAP process and to ensure that the Council has adequate information when considering the potential for future redevelopment and developing proposals for the public realm improvements. It is acknowledged that these aspects could be required as part of the normal development control process. However, in advance and independent of such a process, it is considered that such information would be of significant value to the Council.
10. It is recommended that a detailed study of the council owned multi-storey car park on Midway/Lower Street be undertaken. It's purpose to survey its current condition, assess the need for repair works and assess it's short, medium and long term viability as a car park within the context of a wider assessment of car parking provision for the wider town centre.

In addition this study should consider the potential, and associated costs, of improving the external and internal appearance, user friendliness and community safety aspects of the car park. This should include improved lighting, surface treatments, visitor information provision, signing, colour coding of floors, CCTV and improved management practices. It is acknowledged that such measures may be relatively short term. However, the existing customer experience of the car park is considered so poor that it detrimentally affects the image and perception of the wider town centre.

Implementation

11. In order to progress the potential projects outlined within Schedule A and B in section 4 of the report that the following feasibility studies are undertaken:
 - Movement and Access Framework; and
 - Public Realm Plan and Guide.
12. The following public realm projects should be prioritised and scoping and feasibility undertaken in conjunction with the above:
 - PR 1 The High Street
 - PR 2 Church Street
 - PR 3 Friar Street
 - PR 4 Lower Street comprehensive corridor improvement scheme
 - PR 5 Midway/Lower Street MSCP Improvement Project
 - PR 6 Lyme Brook Greenway

Feedback and Review

13. That feedback from the application of the guidance is recorded and assessed and that this is used to inform any necessary modifications as part of the AAP process.

Next Steps

1. Undertake and respond to internal promotional consultation with key officers and elected members of the Council.
2. Report to Council cabinet to gain approval for the study as an input to the AAP preparation process.
3. Consider the potential application of the study approach and methodology to other defined areas of potential change and or regeneration and the development of a promotional urban design framework as apart of the Town Centre AAP.

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Credits

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Manisha Patel - Graphic Design
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Adam Smout - Transport Consultant (Arup)

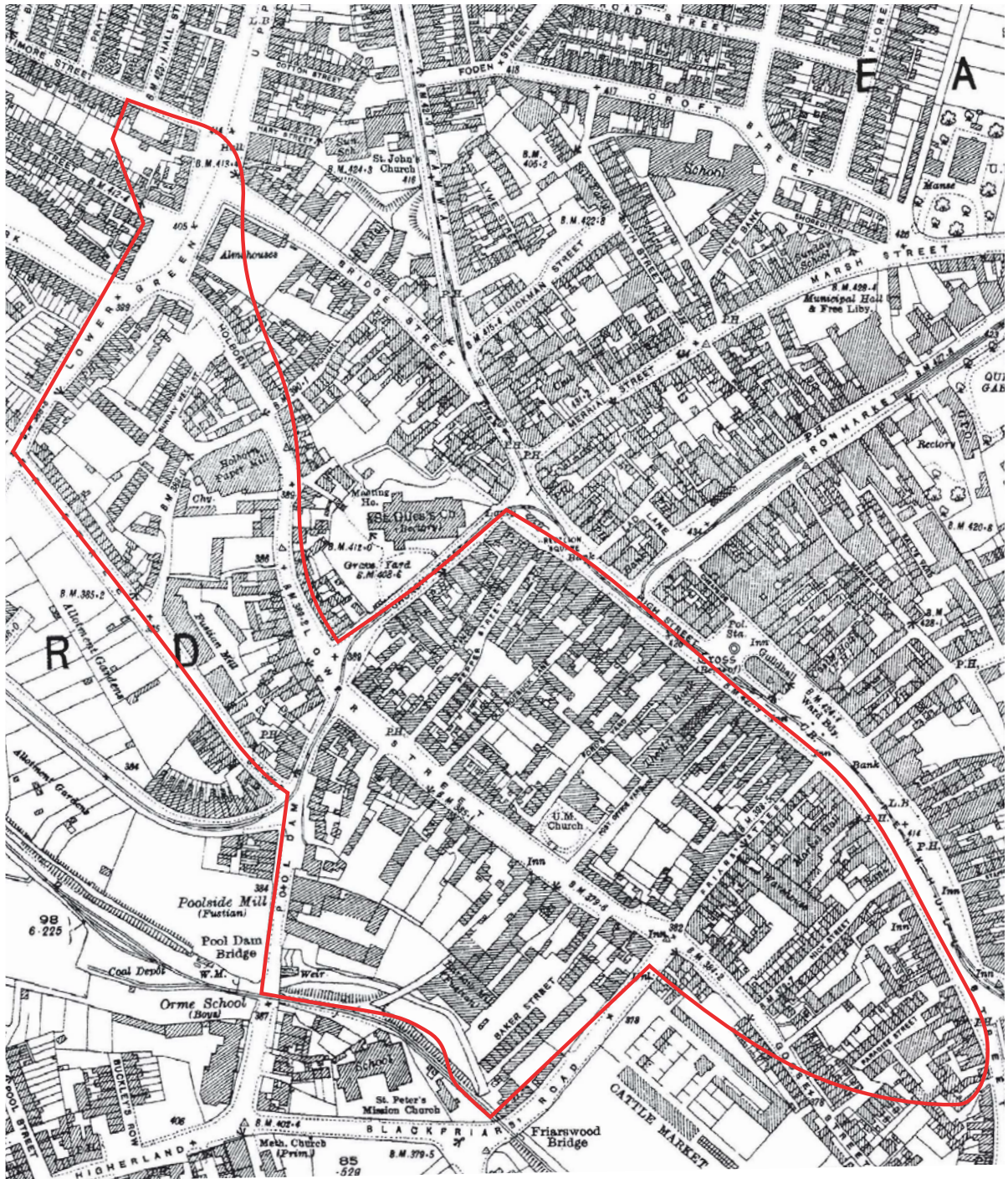
Ordnance Survey base mapping provided under license by
Newcastle Under Lyme Borough Council.

Appendix 1

Ordnance Survey Map 1900



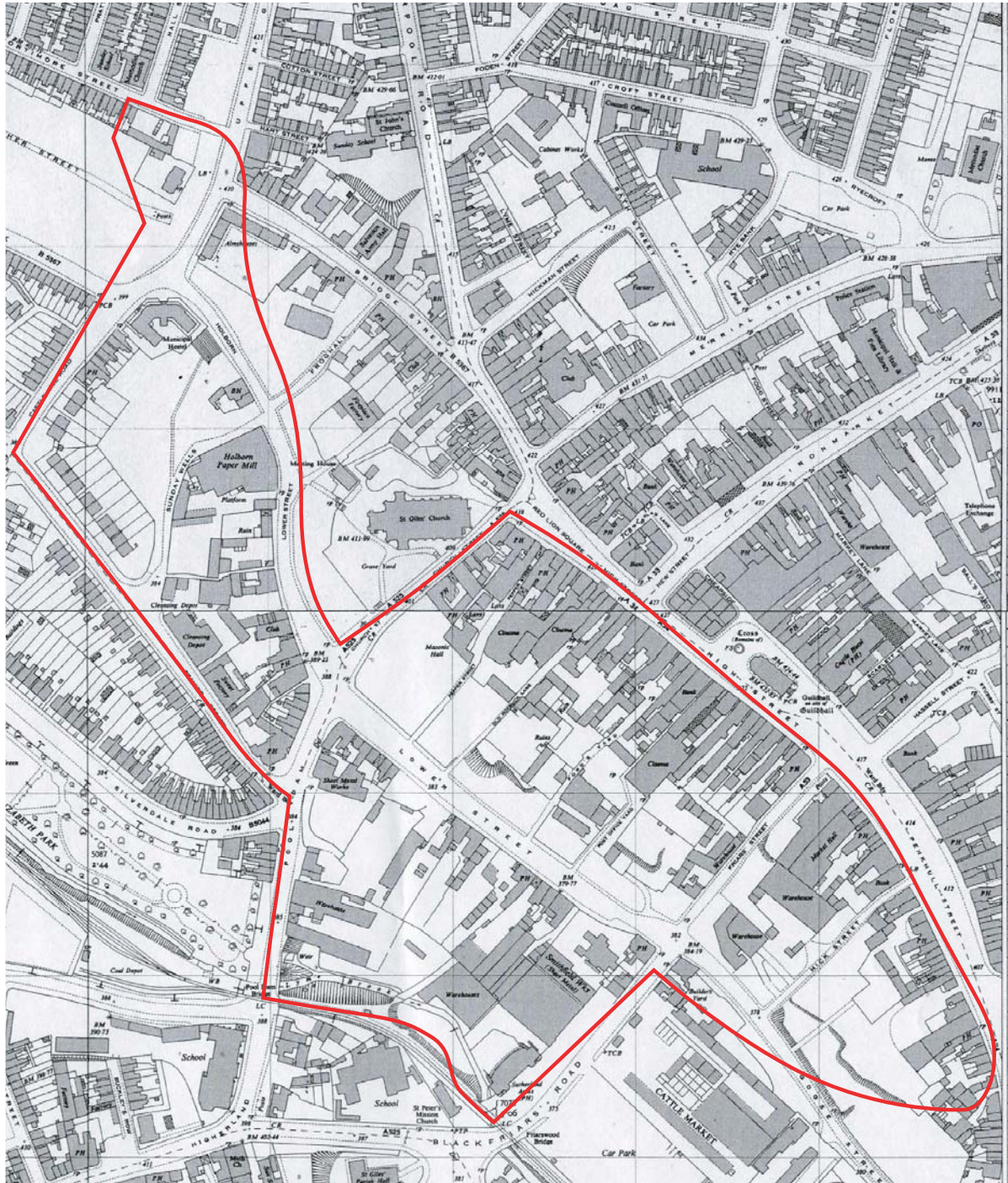
Ordnance Survey Map 1924



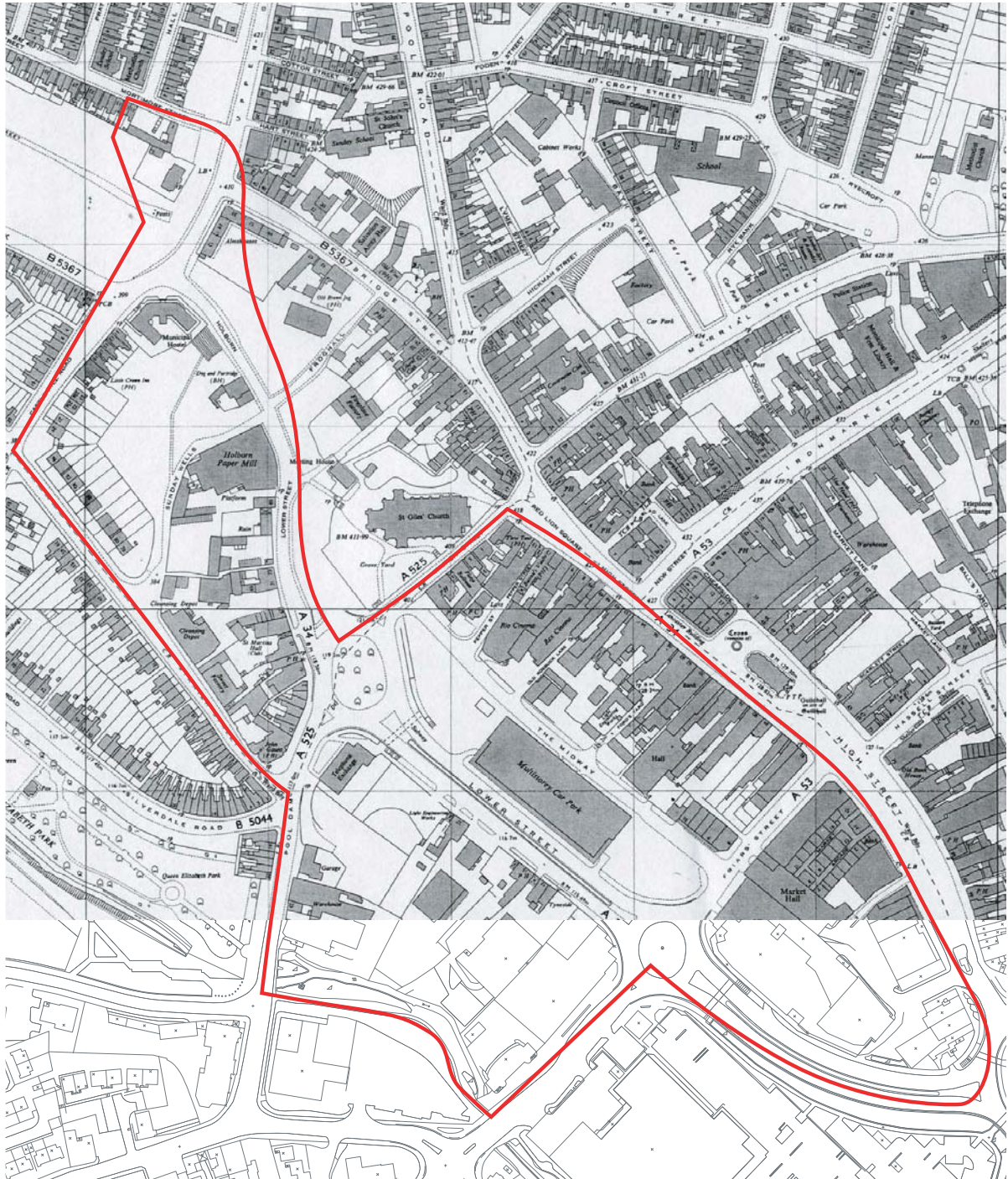
Ordnance Survey Map 1937



Ordnance Survey Map 1953



Ordnance Survey Map 1965 - 71



Appendix 2

ARUP Transport Report

Introduction

Background

Ove Arup and Partners Limited (Arup) has been commissioned by Latham Architects to prepare a summary report to outline the baseline transport issues in and around the Western Wedge study area, west of the edge of Newcastle under Lyme town centre.

Study Brief

A visit to the site was carried out in order to assess the baseline transport issues in and around the study area; in particular:

- how the local road network operates;
- key public transport corridors;
- pedestrian facilities and movements;
- any observed transport issues.

This report summarises observations made during the site visit, including information noted as a result of telephone conversations with the relevant local authority transport officers.

Study Area

The study area is located to the west of Newcastle under Lyme town centre, with the area approximately bordered by Stanier Street., Castle Hill Road and Greenside to the west, the Lyme Brook, Blackfriars Road and Lower Street, to the south, the western edge of High Street and Lower Street to the east and Knutton Lane to the north.

Report Structure

Chapter 2 comprises a brief description of the study area in terms of the local road network, car parking and public transport. Chapter 3 presents a summary of observed transport issues.

Description of Study Area

Local Road Network

The A34 forms part of the principal local highway network and runs through the study area to the south as well as acting as the north-eastern boundary of the study area. The A34 itself forms a key route linking Newcastle under Lyme with Manchester via Kidsgrove and Congleton to the north as well as Stafford and the M6 motorway to the south. The A53 also provides a connection to the M6, via Blackfriars Road and Priory Road southwest of the town centre.

The A34 is a key route into the centre of Newcastle under Lyme that carries significant traffic flows throughout the day, and is particularly busy at peak periods. The A34 also makes up part of the town centre ring road from Knutton Lane roundabout to Grosvenor Roundabout, south east of the town centre. Along this length of the ring road (Lower Street), the road is a dual two-lane carriageway with a number of unsignalled roundabout junctions allowing access to the town centre. The ring road section was observed to carry large volumes of traffic, noticeably HGVs.

In addition, a number of businesses in the Lower Street area are accessed from the ring road, including car repair centres and a car dealership based on the lower floor of Midway multi-storey car park. Servicing areas for town centre / High Street retail premises are also accessed via the ring road, principally at Friars Street and The Midway.

Pool Dam borders the study area from the roundabout junction at Church Street and the ring road to a signalled junction at Blackfriars Road. To the west of the study area, Stanier Street provides one-way access from Pool Dam into a main residential area. Blackfriars Road continues along the edge of the study area via a signalled junction at Priory Road to another ring road roundabout junction at Lower Street. A number of vacant business premises border the western side of Blackfriars Road.

Within the study area, High Street makes up part of the principal pedestrianised area in the town centre, and is currently designated as primary shopping frontage. Vehicular access is provided from Grosvenor Roundabout to service the street market which operates on 6 days a week. At the north-eastern end of High Street, service vehicle egress is provided allowing service vehicles to exit the town centre via Church Street and the ring road at an unsignalled roundabout junction. Pedestrian crossings are provided where the pedestrianised area meets Friars Street (which remains open for vehicular use).

Parking

There are a number of multi-storey car parks within the study area, all of which are principally accessed from the ring road. The cinema car park is accessed via Grosvenor Roundabout, and The Midway car park is accessed from Lower Street Roundabout via Friars Street and The Midway. The majority of parking in the study area appears to be confined to the multi-storey car parks, with the exception of a small amount of on-street parking on Friars Street and a number of spaces for disabled drivers at the north-eastern end of High Street. An on-street pay and display facility operates on Silverdale Road, outside of the town centre.

On-street parking was very much in evidence in the residential areas west of the town centre around Stanier Street and Castle Hill Road, where it was observed that some vehicles were parked illegally on double-yellow lines.

Public Transport

Newcastle under Lyme bus station is located approximately 150m from High Street, east of the town centre adjacent to the ring road at Barracks Road. The station provides the main access point to the local bus network as well as longer-distance National Express coach services.

The A34 is designated within the Local Transport Plan (LTP) as a Quality Partnership Route. Bus services to Kidsgrove to the north and Stone to the south operate on this route. Discussions with local transport officers indicated that despite the designation of the route as Quality Partnership Routes, there are no on-road bus priority measures (such as bus lanes). During the site visit it was observed that there are no other bus priority measures elsewhere within the study area.

A number of operators run local bus services in the Newcastle under Lyme area. First Group operate the principal local high-frequency 'Overground' bus network, covering the North Staffordshire area. Table 1 provides a summary of the key bus services that run through or close to the study area to key destinations beyond.

Stoke on Trent rail station is located on the West Coast Main Line offering rail services to London, Birmingham and Manchester as well as services to Derby, Nottingham, Crewe and the local rail network. The number 29 bus service between Newcastle under Lyme and Hanley provides connections to the rail station at frequencies of up to 15 minutes.

Problems and Issues

A34 Lower Street

Site visit observations suggested that the A34 Lower Street ring road section is particularly busy both during and outside of peak periods. This is due to the nature of the road as a major access route for the town centre for all users. Therefore any proposals to downgrade or calm the road may conflict with the need to maintain efficient access to the town centre. The roundabout junctions on the ring road are not signalled, and during particularly busy periods there is little control over the movement of traffic flow along the ring road.

Additionally, from observations made during the site visit it was clear that pedestrian crossing provision is poor along Lower Street. There is one signalled pedestrian crossing installed on the southbound A34 approach to Pool Dam / Church Street roundabout. At the other roundabout junctions, subways are used to allow pedestrian access to and from the town centre. Consequently, observations showed that pedestrians often cross the A34 informally. An example of this was noted west of the Lower Street roundabout, where given the busy nature of the A34 at this point it is potentially dangerous to cross the road.

High Street

No particular problems or issues were noted in the High Street area. Where Friars Street runs across High Street, the pedestrian crossings in operation appeared to be adequate to maintain pedestrian priority. Additionally, no traffic problems were noted on Church Street, or The Midway.

Pool Dam / Blackfriars Road

Similar to Lower Street, there was observed to be a lack of pedestrian facilities. At the signalled junctions at Pool Dam / Blackfriars Road and Priory Road / Blackfriars Road, pedestrian islands have been provided although there are no pedestrian signals. This is likely to be potentially hazardous during peak periods when traffic along these key radial routes from the town centre is likely to be particularly busy.

Additionally, it was noted that the Lyme Brook Walk emerges onto Blackfriars Road near to the Priory Road junction. The lack of crossing facilities at this point means that pedestrians are required to use the facilities at the Priory Road junction, which severs the line of the Lyme Brook Walk.

Conclusions and Summary

In summary, it is clear that the major issues at present relate to the heavy traffic flows currently using Lower Street as the main access point to town centre from the south and west. Proposals to calm or downgrade Lower Street to facilitate development and regeneration in the town centre could be considered, however if significant they are likely to conflict with need to maintain access to the town centre.