

PROJECTS AND PROPOSALS:  
DESIGN GUIDANCE

PART **F**

# PROJECTS AND PROPOSALS: DESIGN GUIDANCE

## INTRODUCTION

This section breaks down the urban design framework into four distinct quarters which make up Sutton Town Centre. These are:

- › THE STATION GATEWAY – STATION QUARTER (SQ);
- › ST NICHOLAS – CULTURAL QUARTER (CQ);
- › THE EXCHANGE – RETAIL QUARTER (RQ); and
- › SUTTON GREEN VILLAGE – THE URBAN VILLAGE QUARTER (VQ).

The purpose of characterising different areas is to reinforce the identity and 'sense of place' of these various parts of the town centre so that they are more memorable for those visiting and together reinforce the vitality and viability of the centre.

A vision is established for each quarter together with a broad outline of the potential development capacity within each quarter, development opportunities, design principles and guidance. The quarters and associated projects also form the basis for action plans which are detailed in the final section of this document.

The development opportunities outlined in this section illustrate an aspirational framework for future development. This framework covers all the sites identified as an input into this study, plus others that have been identified as contributing towards urban design objectives. It is likely that some of these sites will be omitted from the AAP Preferred Options Document, due to doubts over the current likelihood or desirability of their development. It is also possible that viability or other constraints will prevent some development options. The feasibility of site development proposals and the cumulative impact of development across the town centre will be tested through the AAP preparation process. This section describes both the intended vision, character, and design principles for each quarter along with additional development opportunities which, if realised, would create a dynamic, sustainable and exemplary Town Centre which maximises the use of available land and enhances its character and appearance.

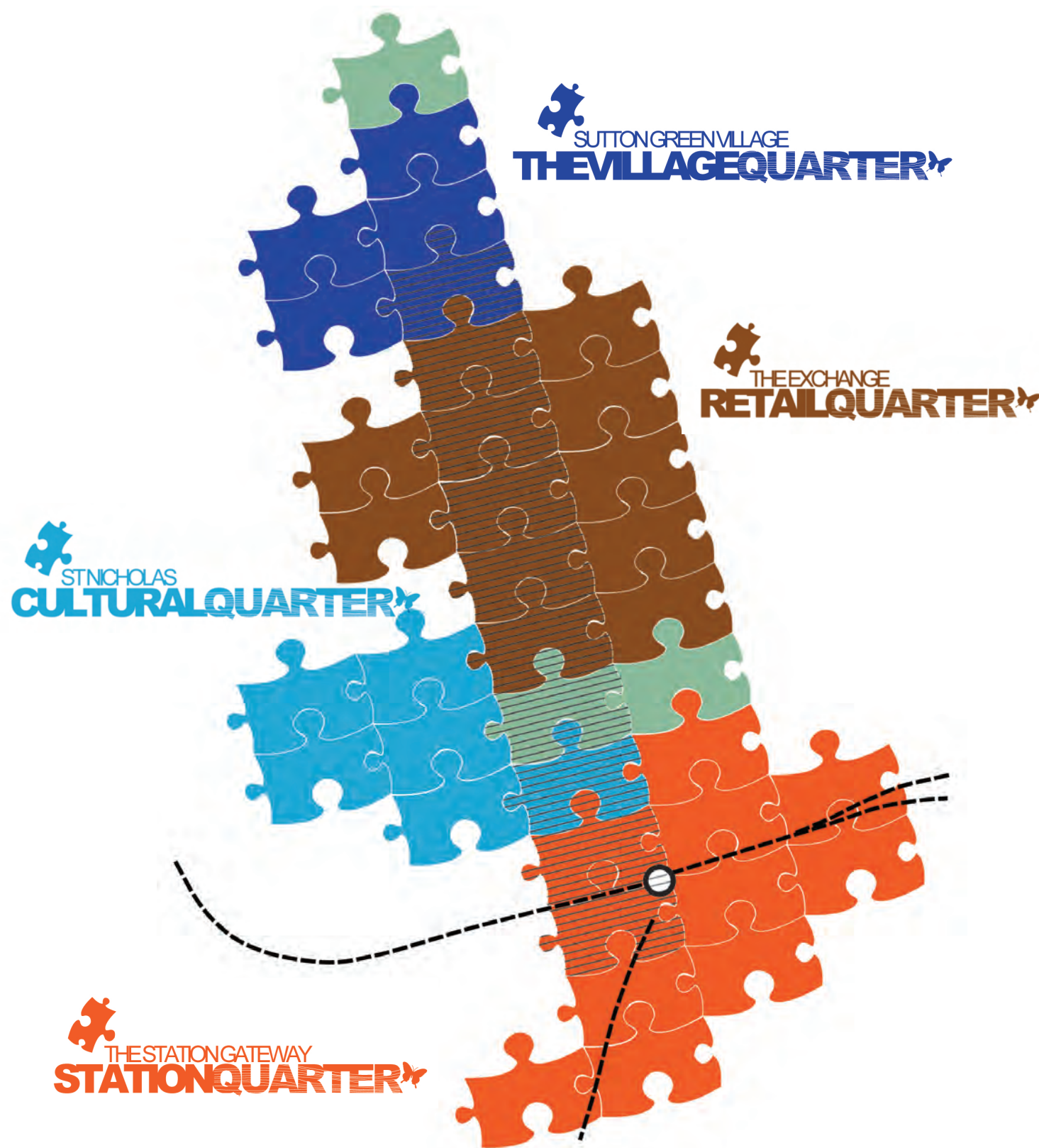
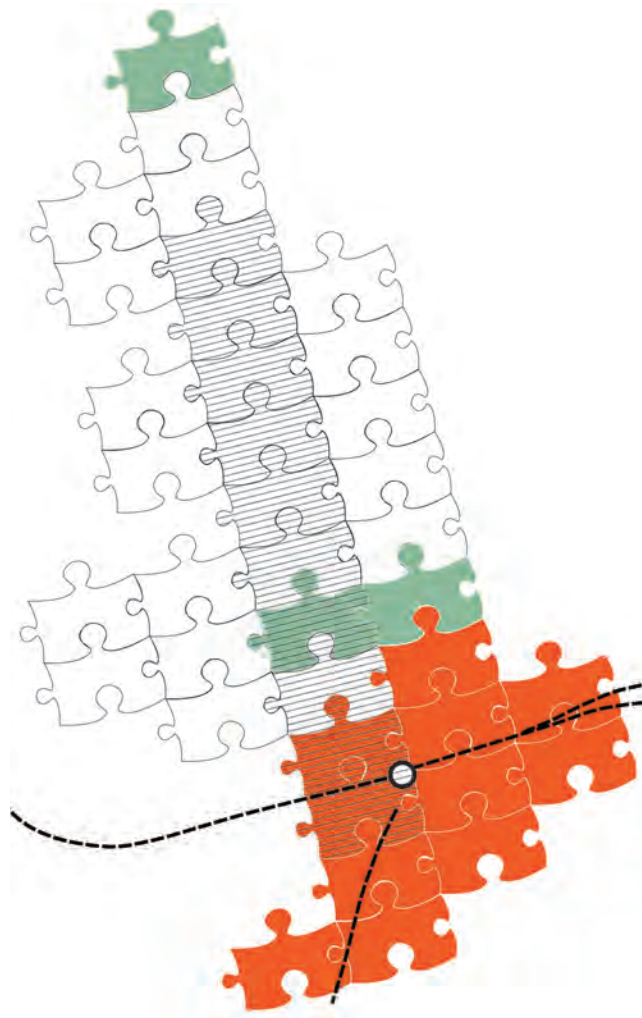




Fig F1: 3D View of Town Centre Quarters

## THE STATION GATEWAY - STATION QUARTER



### Vision

The Station Quarter will provide a transformed arrival experience with a new/renovated station and tram/bus interchange with adjacent high quality public realm treatment providing a dramatic gateway to the town. It will become a mixed use commercial and residential development area with a focus on high quality businesses. The Station Quarter will become a highly visible, accessible new business area around the transport interchange, providing a natural synergy with the surrounding mix of uses, with demand from officer workers sustaining and contributing to the success of the town's leisure and retail. The area will also provide additional overnight accommodation for visitors within easy reach of the station as well as additional evening economy and leisure activities.

### Area Character

This area is located south of Carshalton/Cheam Roads, and is focused around Sutton Railway Station. The area acts as the town's premier office location and entertainment area, with a variety of bars, restaurants and nightclubs. It also incorporates secondary shopping frontage providing an extension to the pedestrianised High Street, southwards along Brighton Road and extending east-west into Grove Road and Sutton Court Road. The area includes an increasing number of residential units being provided through redevelopment and conversion of older office blocks. It is also characterised by an increasing number of tall buildings which are particularly prominent given the areas elevated position. The area opposite the station entrance is of a different character, small in scale with a mixture of retail, leisure and service uses, providing a lively atmosphere during the day and evening.

The area is currently dominated by the road network with traffic congestion at peak times along the High Street outside the station and the barrier created by the strategic east-west routes of Cheam Road/Carshalton Road (A232) and Grove Road/Sutton Court Road impeding pedestrian accessibility to the town centre core. The quality of the public realm is generally poor, particularly along Sutton Court Road. Grove Road is wide

with a variety of buildings (up to five storeys), space for pedestrians and some active frontages.

### Development Capacity

Site area: 44,755 sqm (approx)

- › X sq.m. retail/leisure;
- › up to X homes;
- › X sq.m. commercial in the short term, with a possible X sq.m. additional capacity in the medium to longer term, as determined by future market conditions; and
- › hotel; and
- › multi-storey car park.

### Opportunity Sites and Development Components

Potential opportunity sites in the Station Quarter include:

- › SQ1 City House – high density mixed office and residential development, incorporating an increase in commercial floorspace, to complement the recently redeveloped Administration House and provide a strong frontage to Cheam Road. There is also the potential to provide a key landmark at the corner of the site at this important western gateway into the town centre.



- › SQ2 North of Grove Road – higher density office and residential uses, with ground floor secondary retail to provide an active frontage to the road.
- › SQ3 South of Grove Road – conversion and/or redevelopment for a mix of uses including new offices and flats.
- › SQ4 North of Sutton Court Road – employment led mixed use development including residential and secondary shopping at ground level providing a strong active frontage to the street with limited setback.
- › SQ5 South of Sutton Court Road - mixed-use office and residential development with the potential to incorporate tall buildings. Secondary retail and leisure uses should also be provided at ground level which will provide an appropriate setting for the new public transport interchange.
- › SQ6a Sutton Railway Station – residential-led mixed use scheme with offices and retail, A3 and A4 uses set around an improved transport interchange. Potential to incorporate a tall building to define this important arrival point.
- › SQ6b Sutton Station Car Park – multi-storey car park (to replace spaces at SQ10) wrapped by residential and office-led mixed use development.
- › SQ6c Shops along Brighton Road – potential for higher density residential-led mixed use development, with ground floor retail, A3 and A4 uses.
- › SQ7a Shops opposite Sutton Station – redevelopment for a new hotel at the gateway to the town.
- › SSQ7b Shops opposite Sutton Station – office led mixed use development with ground floor retail, A3 and A4 uses allowing for the new link road to Grove Road.
- › SQ8 Sutherland House - conversion of Sutherland House for a mixture of residential and office uses with ground floor retail and leisure units.
- › SQ9 BP Service Station – apartments to provide a stronger frontage to the road line, with office unit to the rear.
- › SQ10 Brighton Road MSCP - development of distinctive landmark building at the southern gateway to Sutton to incorporate a mix of residential and office uses or a potential leisure centre providing a strong and continuous frontage to Brighton Road.

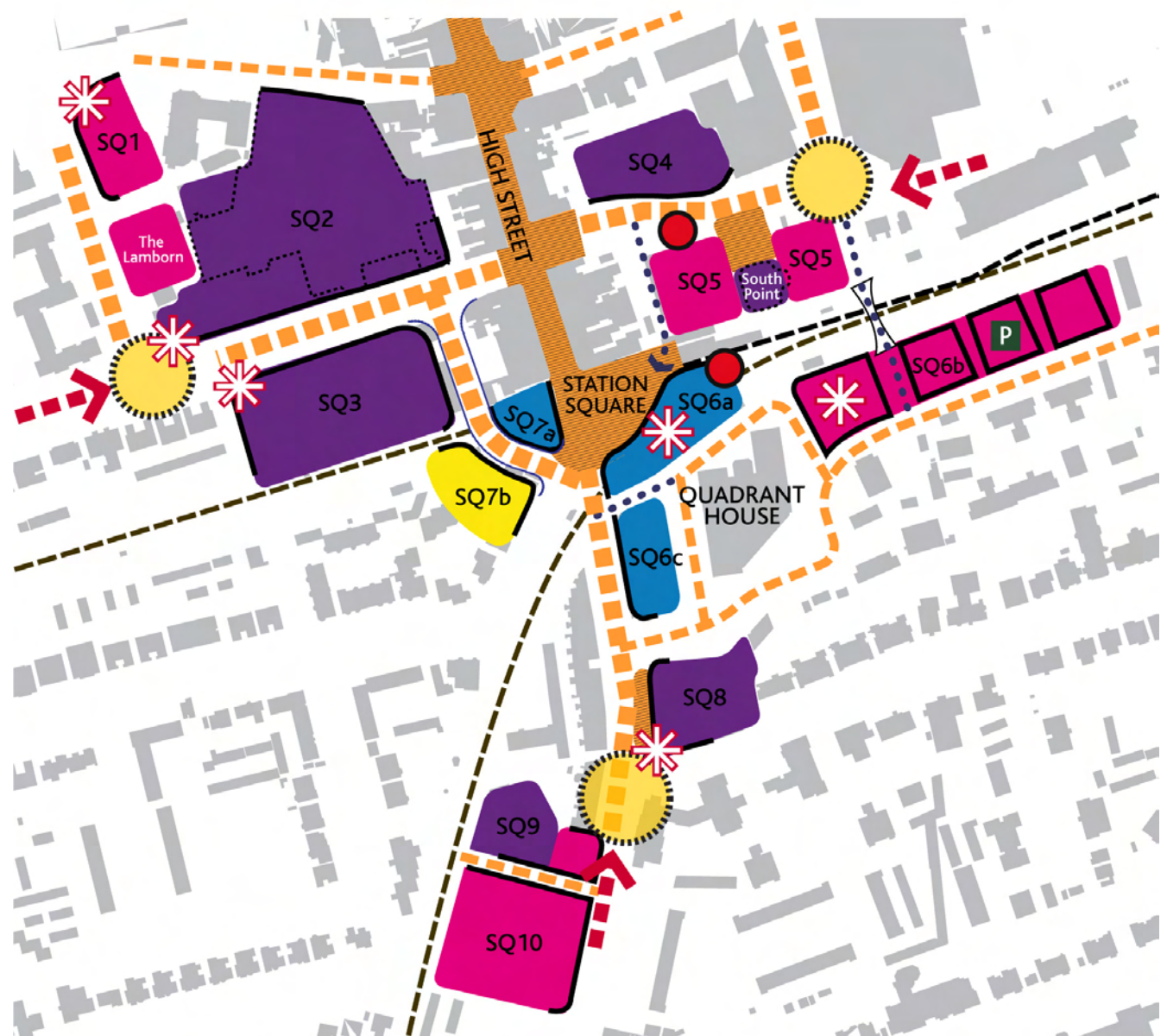


Fig F2: Station Quarter Design Principles

	Retail-led Mixed Use		Potential Development Sites		Enhanced Public Space		Improved Junctions/ Crossing Points
	Leisure-led Mixed Use		Hotel-led Mixed Use		Active Frontage		Public Car Park
	Office-led Mixed Use		Key/Landmark Buildings		Pedestrian Links		Improved Gateways
	Residential-led Mixed Use		Areas of High Quality Public Realm		New Link Roads		New/Improved Transport Interchange
	Civic/Community-led Mixed Use		Green Space		Shared Pedestrian/ Vehicular Routes		

## Design Principles

### **Access and Movement**

Development should seek to improve the permeability and legibility of the quarter and create a direct route for pedestrians from the train and tram/bus interchange to the 'heart' of the town centre. The opportunity should be taken to promote the following:

- › Construction of a new road link between the Brighton Road High Street/Mulgrave Road intersection, over the railway line connecting with Grove Road, removing traffic from the High Street to enable this route to become a public transport corridor;
- › Rationalisation of the long stay commuter parking into a new station multi-storey car park adjacent to the railway lines with new direct access for vehicles from Langley Park Road;
- › Provision of a major public transport interchange centred on the terminus of Tramlink and relocated bus interchange incorporating modern bus shelters and high quality waiting and information facilities;
- › Provision of safe and secure cycle parking facilities at the new station gateway;
- › Introduction of improved pedestrian linkages with raised crossings and high quality shared surfaces from the Station entrance to the retail core;
- › Creation of a new direct pedestrian link from the tram/bus interchange to the Station over the railway lines; and
- › Relocation of the Station entrance from the High Street frontage to the south and integrated into the new Station Square.

### **Public Realm and Landscaping**

The focus for the Station Quarter will be the extension to the pedestrian priority area from the Station entrance providing a seamless link to the heart of the town centre. The Station Quarter will also incorporate:

- › A new Station Square - a high quality Station Square will give urban significance as a first point of arrival in Sutton. This should be a functional hard landscaped space incorporating active uses along its edges and incorporating seating and 'spill-out' space offering the opportunity to 'gather oneself' after a journey and giving significance to the new station building. The square will also link directly to the taxi rank on Mulgrave Road and into the high quality bus and tram interchange on Sutton Court Road.

- › The New Station Link - a generous pedestrian priority street forming a natural extension from the Station Square to the pedestrianised High Street. This link will act as a focal point at the 'centre' of the Station quarter and incorporate opportunities for the existing cluster of evening activities including bars, cafes and restaurants to spill out into the surrounding spaces, animating the streets.
- › A 'green network' of enhanced streets and new connections – the Station Quarter will be based around a network of high quality generous streets flanked by active frontages and tree planting along all routes north-south, east-west to allow for a comprehensive green network. Grove Road/Sutton Court Road and Cheam Road/Carshalton Road in particular should form a strong tree-lined avenue to reduce the dominance of traffic along these strategic routes and provide a more pleasant pedestrian environment.

### **Height, Scale and Massing**

This Station Quarter benefits from an elevated location which contributes to the legibility of the town centre. The concentration of existing tall buildings in the area also helps to give the area an identity. The addition of new tall and landmark buildings within the Station Quarter will be encouraged, to provide a local focal point and orientation marker for the area and the town centre as a whole. Significant new development will be established around the Station Square to incorporate stand alone blocks and where appropriate adding to, wrapping or screening existing built form in order to improve and create more active frontage.

Clusters of tall mixed-use buildings within the study area should be encouraged around the new transport interchange, with consideration given to taller buildings of up to ten storeys for the station building itself, and buildings adjacent to Quadrant House along the railway lines. The buildings should be of the highest architectural quality to emphasise the importance of the station area and provide a lasting impression for those entering the town centre. There is also an opportunity to emphasise the gateway status of the quarter and provide focal points along the key routes from the west around City House, and along Grove Road, and from the south around Brighton Road through the sensitive positioning of higher density landmark buildings.

New development of up to six storeys should provide frontage onto Cheam Road and Grove Road, although taller landmark buildings of up to ten storeys could be considered in key locations such as on the corners, at entrances or around gateways into the town centre.

Consideration should be given to the design, height and orientation of buildings to achieve maximum levels of natural light penetration. The environment created between buildings should also be sensitively treated so that public spaces are positively framed and sheltered.

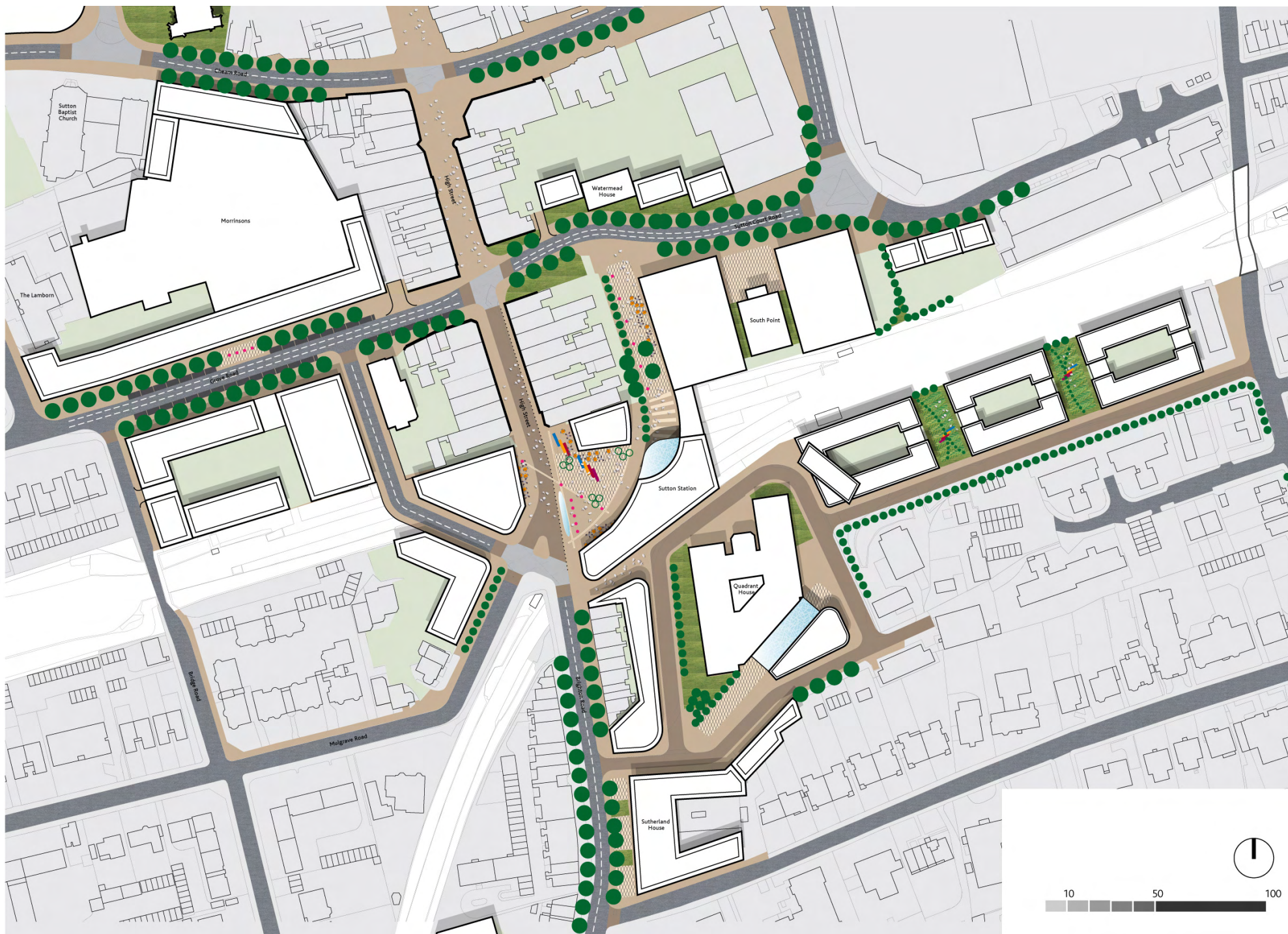


Fig F3: Station Quarter - Detail Plan

### Land Uses

The redevelopment of the Station area offers the opportunity for a true mix of uses including residential, retail, leisure and hotel accommodation. Redevelopment will also be expected to include a significant proportion of office space. The Station Quarter with its location adjacent to the station is in an ideal position to make a contribution to the future employment role of the town centre as a whole.

The Station Area should be developed to incorporate both horizontal and vertical mixed use, ensuring a vibrant community throughout the day and into the evening. A logical approach to the allocation of land uses should be applied:

- › At key corners, gateways and entrances and around public squares active uses which 'spill out' onto the street should be encouraged such as cafes, bars, restaurants, food/flower shops, with office and residential uses encouraged within the upper floors.
- › Office uses should be located around the railway station and along the main vehicular routes within the study area to provide a critical mass of accommodation.
- › Residential uses should be encouraged adjacent to the existing residential areas to enable the sensitive transition between different uses. A mix of housing types and sizes should be encouraged, including an element of affordable housing.
- › The redevelopment of the area should also incorporate a multi-storey car park to replace spaces lost on this site and, possibly, at the Brighton Road Car Park.

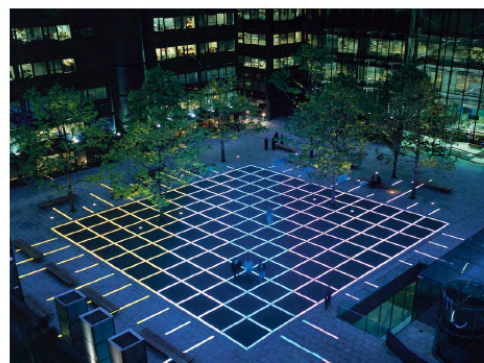
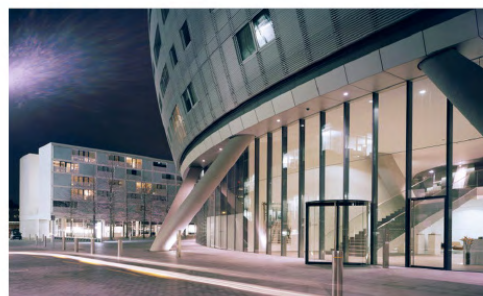
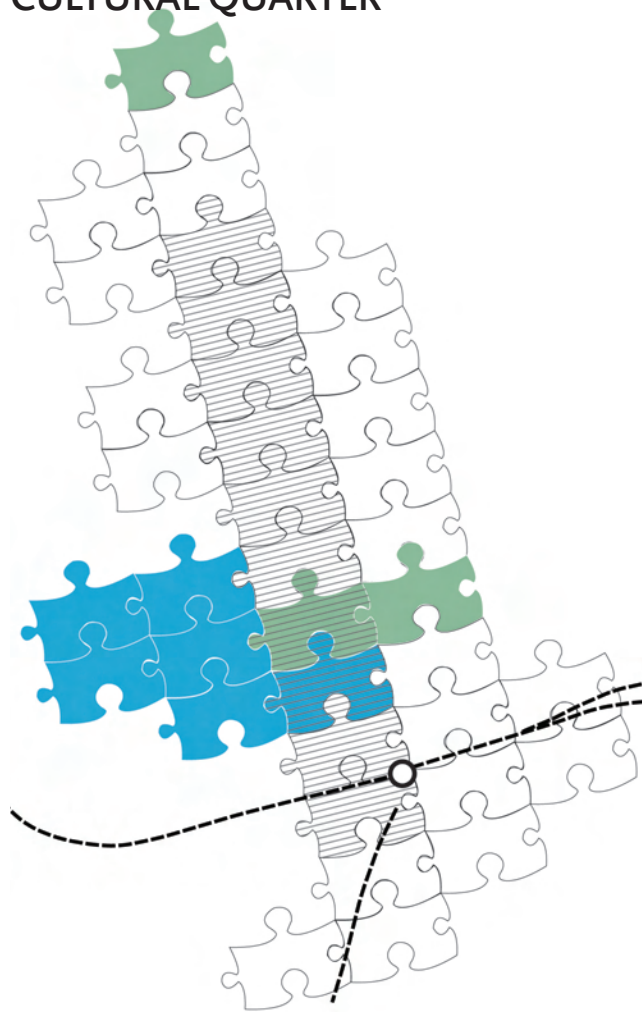




Fig F4: 3D Montage of the Proposed Station Square looking east from Brighton Road

## ST NICHOLAS - CULTURAL QUARTER



### Vision

The St Nicholas Quarter will be a truly mixed-use quarter with culture at its' core. It will provide an extended visitor offer incorporating a new theatre, SCOLA facilities, a library and learning centre, art gallery, dance studio and Civic offices. It will also provide an extended family leisure offer as well as providing evening economy uses such as cafes, restaurants and bars. The cultural facilities will be focused around a new Civic Square linked by a tree lined plaza directly into the Town Square.

### Area Character

This area is focused around the Civic Centre complex which incorporates the Council offices, SCOLA and library, to the west of St Nicholas Way and is dominated by large footprint buildings (including the Holiday Inn Hotel and Gibson Road Car Park). Service roads and surface car parking dominate the outdoor space and a lack of active frontage onto existing spaces such as the pleasant St Nicholas Churchyard creates a poor sense of legibility and overall clarity to the area.

St Nicholas Way is part of the gyratory system; the width of the carriageway, and the speed of the one-way traffic travelling along the road acts as a significant barrier between the area and the retail core. In addition, the St Nicholas Way underpass provides an unpopular alternative for pedestrians.

### Development Capacity

Site area: 19,783 sqm (approx)

X sq.m. retail/leisure;

up to X homes;

X sq.m. cultural/community; and

X sq.m. civic office space



# Opportunity Sites and Development Components

Potential opportunity sites in the Cultural Quarter include:

- › CQ1 Civic Centre, SCOLA and library site – A new landmark Civic Building comprising rationalised Council office space, learning centre, library and gallery space, this will be complemented by a new theatre and dance studio.
- › CQ2 Secombe Theatre site – redevelopment of the site for residential uses.
- › CQ3 Holiday Inn Hotel car park – improvement to the hotel frontage and completion of the block to provide a mixed use residential and office development with car parking incorporated into the centre of the perimeter block.
- › CQ4 Beech Tree Place/West Street – redevelopment of the site bringing the building line forward to provide a stronger frontage to St Nicholas Way incorporating retail ground floor units with residential above and a community facility with space for the voluntary organisations overlooking St Nicholas churchyard.

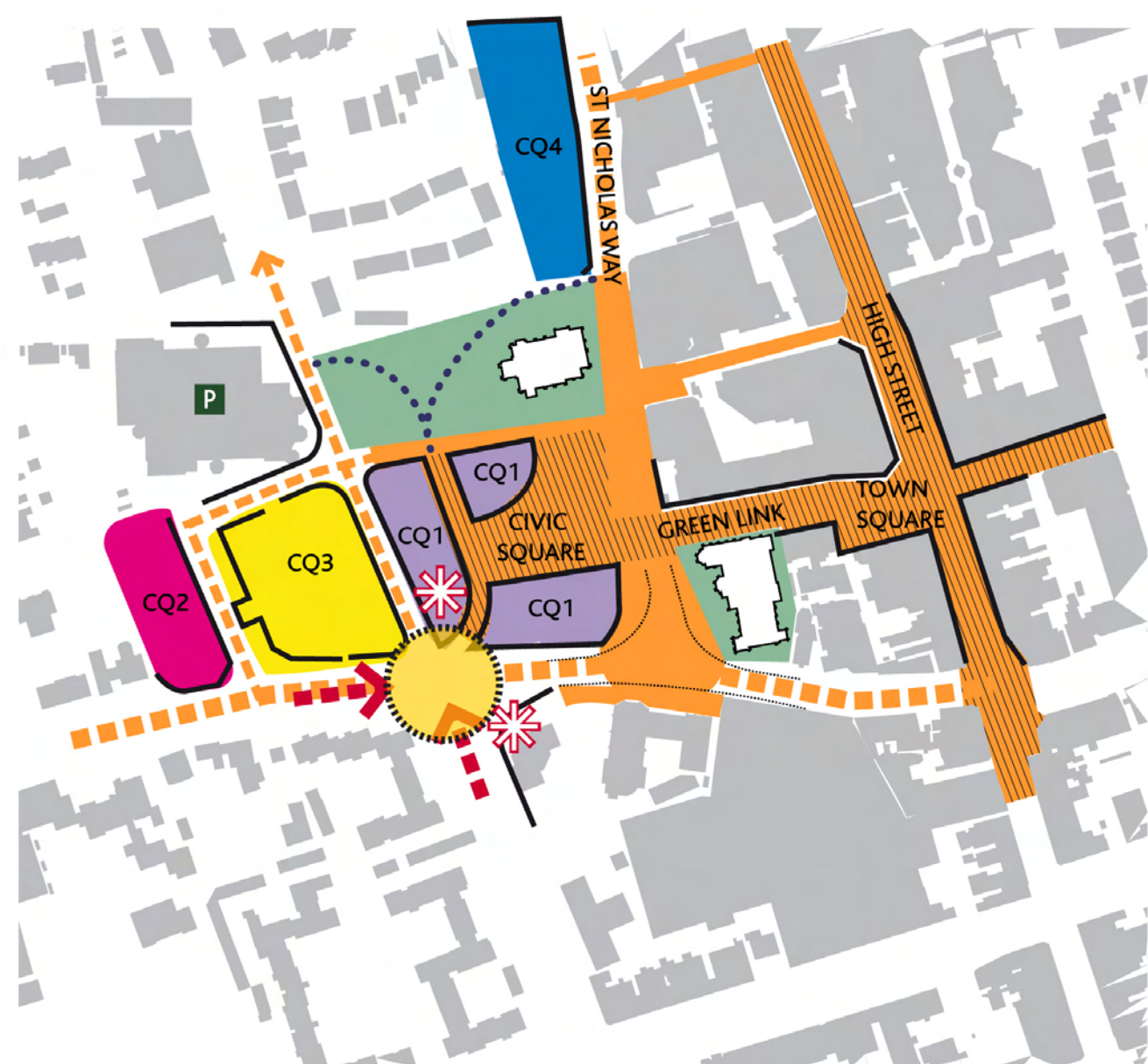


Fig F5: Cultural Quarter Design Principles



## Design Principles

### **Access and Movement**

Development should seek to improve the permeability and legibility of the quarter and seek to integrate St Nicholas Churchyard, the green space around the Trinity Methodist Church with the High Street and surrounding residential areas with a seamless series of active streets, spaces, pedestrian and cycle routes. The opportunity should be taken to promote the following:

- › Significantly change the character of St Nicholas Way introducing traffic management strategy (speed limits, traffic calming, bus/tram priority measures);
- › Removal of subway and replacement with at grade signalised and raised pedestrian crossing to provide direct and accessible links on existing pedestrian desire lines into the High Street. This would include a raised pedestrian crossing on St Nicholas Way of significant width that would better integrate the quarter with the High Street and Manor Park creating a continuous shared surface;
- › Creation of a new tree-lined link road from Cheam Road connecting with Robin Hood Lane with development frontage along its edge and providing a more direct access to Gibson Road multi-storey car park;
- › Introducing pedestrian priority measures, on-street parking and high quality tree-lined footways on Gibson Road/Camden Garden/Camden Road and along the new link road;
- › Safeguarding of a route for the Tramlink along St Nicholas Way; and
- › Encourage cycling to and from the town centre and residential areas by introducing a network of signed, safe and attractive cycle routes within this quarter complemented by the provision of cycle racks in strategic and convenient locations.

### **Public Realm and Landscaping**

The Civic Quarter should be focused around the civic square and 'green link' which should help to bring the green of Manor Park into the town centre and through into the Civic Quarter connecting into St Nicholas churchyard and the green space around Trinity Methodist Church. The public realm treatment will also seek to enhance the setting and celebration of the landmark church buildings within this area.

The Civic Square will become a significant new public square for the town, with paved surfaces, stepped green seating areas, pavilions, innovative art and lighting. The square will provide the setting for the new cultural hub and play host to outdoor theatre, open air concerts, winter ice rink and events with outdoor cafes, bars and restaurants contributing to the area's dynamic evening character.

The area should also be integrated with its surroundings through the provision of a permeable network of streets passing through the newly created development blocks with active frontages along the edges. The grid of connecting streets should link into the station quarter to the south, retail quarter to the east, and the surrounding residential areas to the north and west.

### **Height, Scale and Massing**

The Cultural Quarter will create a new cluster of landmark pavilion buildings set around the Civic Square. High density development should be encouraged with development of up to six storeys in height to positively frame and address the new square. Opportunities for landmark development of up to ten storeys in height should be explored along Cheam Road to emphasise this western gateway into the town centre and provide an orientation marker for the quarter.

On the western side of the quarter development will mainly take the form of perimeter blocks which complete the block structure, provide continuous active frontage onto the new street and provide opportunity for courtyard parking and landscaped gardens in the centre. The completion of the Holiday Inn block should be similar in scale to the hotel at a maximum of 6 storeys. The scale of the development block west of the hotel should provide a gradual transition from the existing massing profile hotel to the residential areas to the west, with new development at a maximum of 6 storeys.

New development of up to six storeys should be considered along St Nicholas Way to provide adequate enclosure to the street, with development stepping down to 3-4 storeys adjacent to St Nicholas Churchyard to protect the setting and views of the church.



Fig F6: Cultural Quarter - Detail Plan

### Land Uses

The Cultural Quarter will become the focus for civic, cultural and community uses including new civic offices, learning centre, library, theatre, dance studio and gallery space. This will be complemented by a strong and more varied evening offer incorporating cafes and restaurants to activate the space and encourage more people to use the town centre in the evenings. Residential and office development will also be encouraged within the quarter.

The Gibson Road multi-storey car park will be retained for public parking and improvements made to its external appearance and connectivity into the quarter and wider area.

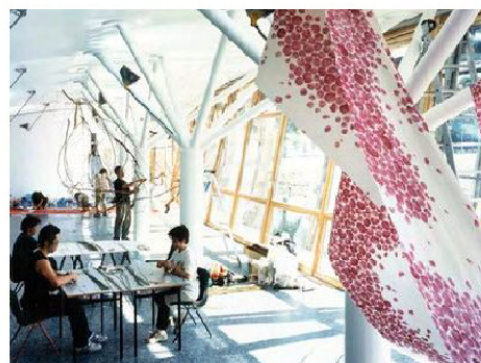
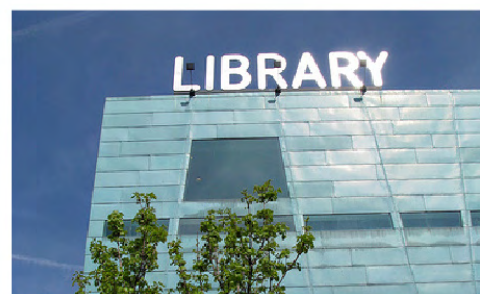
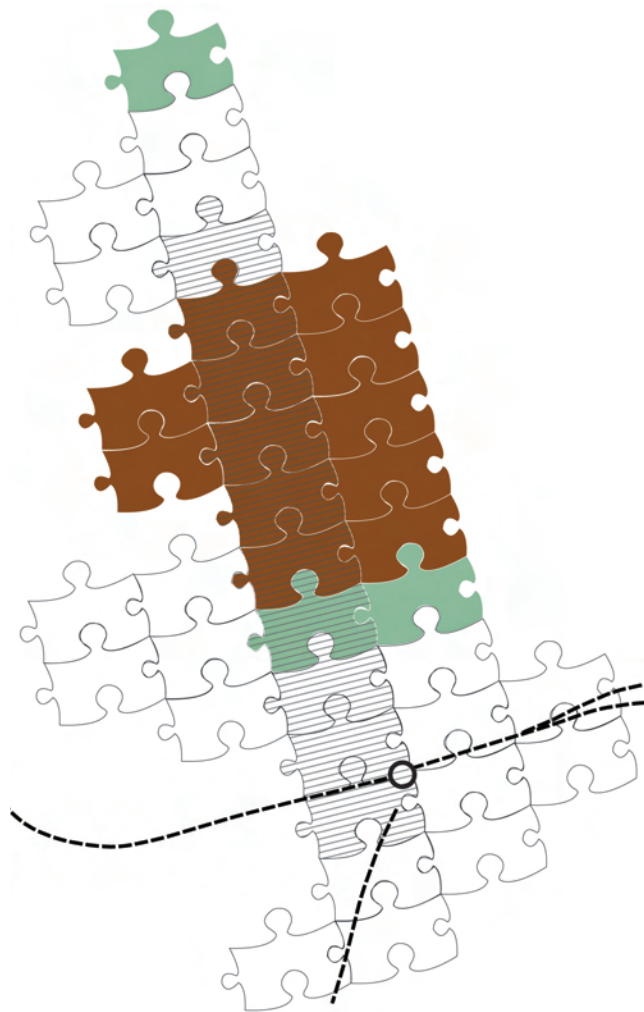




Fig F7: 3D Montage of the Proposed Civic Centre site looking west from Hill Road

## THE EXCHANGE – RETAIL QUARTER



### Vision

With the High Street as its backbone the retail core will become the 'heart' of the town centre connecting all the quarters and providing a consolidated and expanded experience incorporating retail and large scale leisure attractions. The quarter will be focused around a high quality, distinctive retail circuit with cafes, restaurants and bars spilling out into the newly improved pedestrianised High Street.

### Area Character

This area includes the retail core of the High Street extending out to incorporate the western development frontage along St Nicholas Way and the eastern frontage along Throwley Way.

The High Street has a relatively small-scale character, with typically two and three storey buildings enclosing a variety of small spaces. It provides the town centre's most important public space, its hard landscape providing a robust environment for all users. Low-key buildings add softness, texture and variety to this hard landscape.

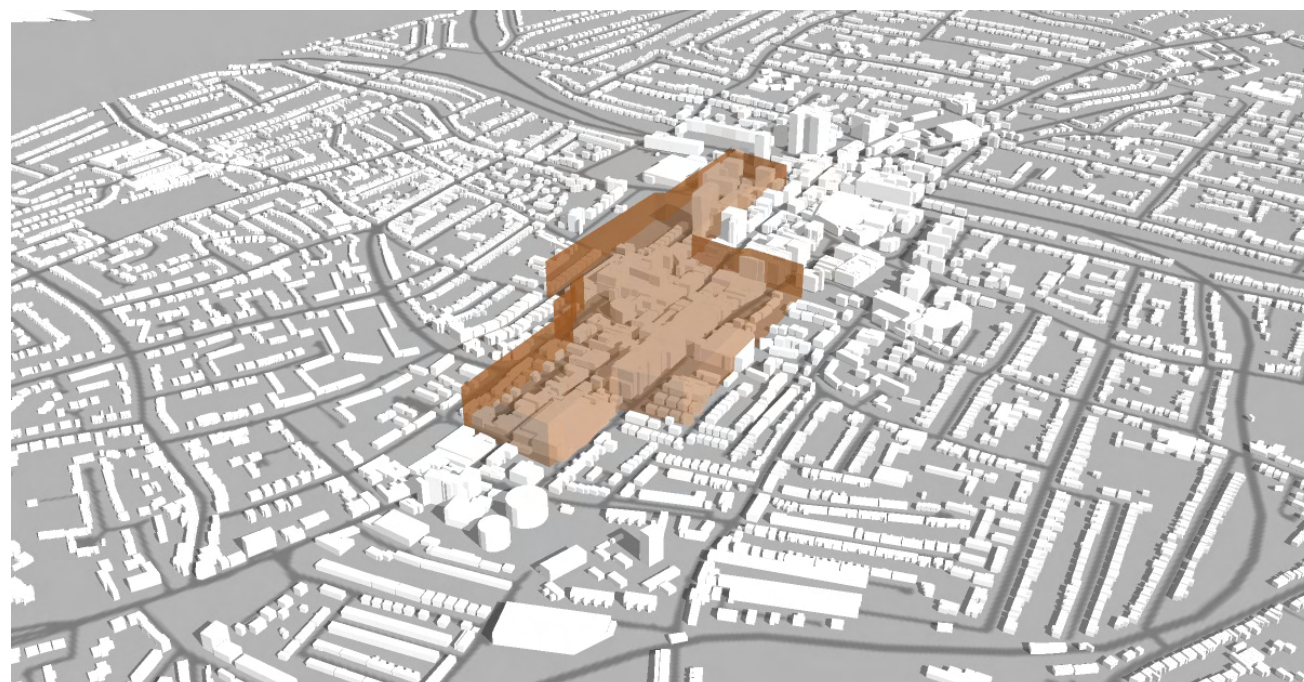
The St Nicholas Way and Throwley Way corridors, which form part of the one-way gyratory system around the High Street, are markedly different in character from that of the High Street. They are bigger in scale; incorporate a variety of building sizes and styles and being wide traffic-dominated streets, unwelcoming to pedestrians and generally lacking an active frontage at ground level. The rear elevations of the two shopping centres are particularly large in terms of their massing, while buildings further north tend to be smaller in scale.

East-west connections between the High Street and neighbouring housing areas are unclear, with poor legibility, a lack of active frontage onto existing routes and difficult arrangements for pedestrians crossing the gyratory.

### Development Capacity

Site area: Xha (approx)

- › X sq.m. retail/leisure;
- › up to X homes;
- › X sq.m. commercial; and
- › Multi-storey car park.



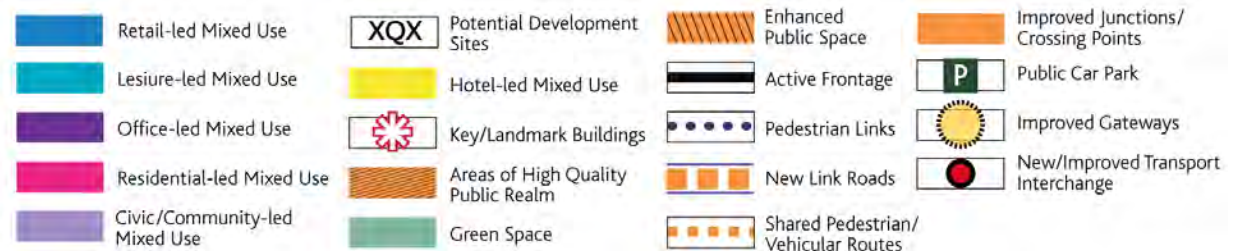
## Opportunity Sites and Development Components

Potential opportunity sites in the Retail Quarter include:

- › RQ1 Old Courthouse and RQ2 Windsor House – higher density redevelopment of the sites to provide more appropriate enclosure to Throwley Way to incorporate retail units at ground and first floor with residential, small scale offices and improved health clinic above.
- › RQ3 South of Lodge Place – comprehensive redevelopment to incorporate large ground and first floor retail units with frontage onto the High Street and opening out into Lodge Place and Throwley Way with residential and office uses above.
- › RQ4 KwikFit site – potential for residential-led mixed use development with active retail, A3 or A4 frontage onto Throwley Way. The site would also be suitable for a hotel.
- › RQ5 Times Square MSCP – replacement of the multi-storey car park with retail, residential and office development wrapped around the Throwley Way frontage.
- › RQ6 Houses adjacent to Manor Park – higher density flat development, incorporating existing special needs housing, providing active frontage to Manor Park and around the corner of Throwley Way and Greyhound Road.
- › RQ7 Times Square Shopping Centre – comprehensive redevelopment to provide additional east west connections and the provision of a range of retail/leisure units with the potential for residential and office uses above.
- › RQ8, RQ9 and RQ10 North of Greenford Road – opportunity to introduce apartments or town houses to the Greenford Road frontage, with ground floor retail near the High Street, providing a more pleasant connection into the High Street.
- › RQ11 Robin Hood Junior School site – higher density mixed-use development including a landmark leisure/sports centre adjacent to the existing multi-storey car park and cinema. There is also the potential to complete the residential blocks to the north and west.



Fig F8: Exchange Quarter Design Principles



## Design Principles

### *Access and Movement*

An aspiration for the retail quarter is to extend the town centre offer beyond the High Street into Throwley Way and St Nicholas Way with a desire to create active streets fronted by new retail/leisure, commercial and residential development. These streets should accommodate a range of activities and balance the needs of all road users. This aspiration for Throwley Way and St Nicholas Way would involve significant changes to the existing highway infrastructure which might include reconfiguring junctions, narrowing of lanes, removing the central median, removing guard railing, the use of at-grade high quality direct pedestrian crossings, the introduction of on street parking and tree planting to soften the environment.

The introduction of a high quality public transport system such as the Tramlank around the gyratory would contribute to reducing traffic travelling to and from the town centre. Rationalisation of car parking together with a VMS system would contribute to reducing unnecessary vehicle trips on the road network within the town centre.

The opportunity should also be taken to promote the following:

- › Introduction of enhanced and additional legible east-west pedestrian connections from surrounding residential areas, across the gyratory and into the High Street;
- › Creation of a new green link and extension of Manor Park into the High Street;
- › Introducing signalised crossings, pedestrian priority measures and high quality footways on Throwley Way and St Nicholas Way;
- › Introducing enhanced bus waiting facilities around the gyratory in association with the addition of tram stops;
- › Encourage cycling to and from the town centre and residential areas by introducing a network of signed, safe and attractive cycle routes within this quarter complemented with the provision of cycle ranks in strategic locations; and

- › Provision of a new multi-storey car park along Throwley Way and integrating access to the car park as part of public realm measures.

### *Public Realm and Landscaping*

The pedestrianised High Street will form the backbone of the Retail Quarter and plans to de-clutter and strip away unnecessary signage, bollards and other street furniture are in place. There are also proposals to remove the separate cycle lanes along the High Street and create a shared pedestrian and cycle zone and encourage a continental, early evening café culture.

The enhancement and integration of Manor Park into the High Street through a tree-lined boulevard link connecting directly into a renovated Town Square and into the civic square will provide a significant east-west connection through the heart of the town centre.

It is important that the changes proposed for the High Street are extended outwards; along additional east-west connecting routes and around St Nicholas and Throwley Way to encourage a 'visitor circuit' around the town. The gyratory system in particular, should provide a positive image of the town through high quality lighting and streetscape improvements and tree planting to provide an adequate sense of separation between pedestrians and the traffic and steer pedestrians closer to the new development edge.

In association with the leisure centre along St Nicholas Way, informal recreation space and five-a-side football pitches may be considered appropriate.

### *Height, Scale and Massing*

The High Street has a relatively small-scale character, with typically two and three storey buildings as such, development along the High Street frontage will need to be in keeping with this human scale.

A strong development frontage should be created along both sides of St Nicholas and Throwley Way with the opportunity to increase the building heights to provide more appropriate enclosure to the width of the streets. Height and massing should be compatible with existing development and new development of between 4-6 storeys may be appropriate. Given the prominent location, on the town's strategic road corridor a taller landmark building over 11 storeys may also be considered, potentially at the corner of Manor Park.

New building blocks which provide an extension to the existing residential areas should have a more domestic scale of between 3 and 4 storeys, with the development parcel sub-divided into smaller plots which will generate more active frontage linking into surrounding routes and streets and enables higher densities to be achieved.

Perimeter block structures, which make a clear distinction between public fronts and private backs, will be encouraged. New development along St Nicholas and Throwley Way should replicate the building line of existing buildings to create a consistent development edge. Stand-alone pavilion buildings can be considered although they should provide a double aspect with entrances oriented towards both Throwley Way and Greyhound Road, as well as providing opportunities for uses to spill out onto Manor Park.

Fig F9: Exchange Quarter - Detail Plan



### Land Uses

The retail quarter should be the focus for significantly expanding the retail floorspace within the town centre, as well as accommodating larger format retail units which could attract national retailers. The quarter will also be appropriate for large scale leisure uses particularly along St Nicholas Way and Throwley Way and connecting into existing attractions such as the cinema and bowling alley and the proposed cultural hub around the civic quarter.

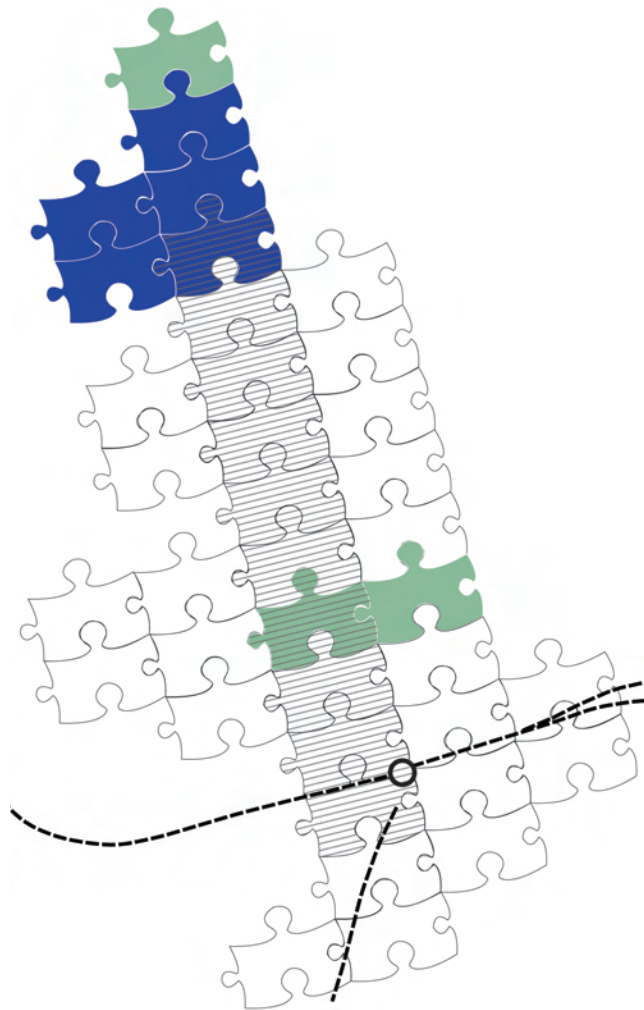
Office and residential uses will also be appropriate along St Nicholas Way and Throwley Way to provide an extension to the existing commercial provision in the area and complementing the station quarter.





Fig F10: Exchange Quarter - Street level view looking south along Throwley Way

## SUTTON GREEN VILLAGE – THE URBAN VILLAGE QUARTER



### Vision

Sutton Green will be a dense and vibrant urban village with a thriving mix of residential, niche shops, local restaurants, cafes and bars, and the provision of small offices and workshops.

### Area Character

This includes the mixed use area stretching down from Sutton Green to Crown Road and provides a transitional zone between the secondary shopping area and the surrounding residential neighbourhoods. The area incorporates a wide variety of uses, building forms and scales and as such does not have a unified identity. The area is occupied by the large-scale office tower of Zurich House, small scale local retail parades containing independent and a mix of specialist services extending northwards along the High Street interspersed with larger footprint retail and food outlets and two gas holders. Sutton Green provides a large open space and setting to the Victorian houses, which front its western boundary. The area is closely linked to the Collingwood housing estate to the west and two-storey terraced housing along Vale Road to the north.

The area is dominated by traffic, poorly connected to the retail core, and lacks legibility and cohesion.

### *Development Capacity*

Site area: Xha (approx)

- › X sq.m. retail/leisure;
- › up to X homes;
- › X sq.m. office/workshop space



Opportunity Sites and Development Components

Potential opportunity sites in the Urban Village Quarter include:

- › VQ1 Collingwood Estate – existing buildings to be retained, with the potential to enhance the connectivity of the estate with the town centre through improved pedestrian links and environmental enhancements.
- › VQ2 Gas Holder site – residential-led mixed use development with retail, A3 and A4 uses at ground floor level particularly along Crown Road.
- › VQ3 Zurich site – office-led mixed use development including some small scale start-up units and craft workshops;
- › VQ4 Magnet site – higher density residential and commercial development with retail ground floor uses.
- › VQ5 Blockbusters – higher density landmark residential and commercial development with retail uses along the High Street frontage incorporating a café/restaurant with frontage onto the Sutton Green open space.
- › VQ6 Burger King – higher density residential and office development with active ground floor retail frontage.
- › RQ8 Champions Timber and RQ9 Matalan – potential to complete the block with retail development at the corner of Marshalls Road/Lewis Road with car parking incorporated into the rear and residential development providing a strong frontage to Lewis Road.

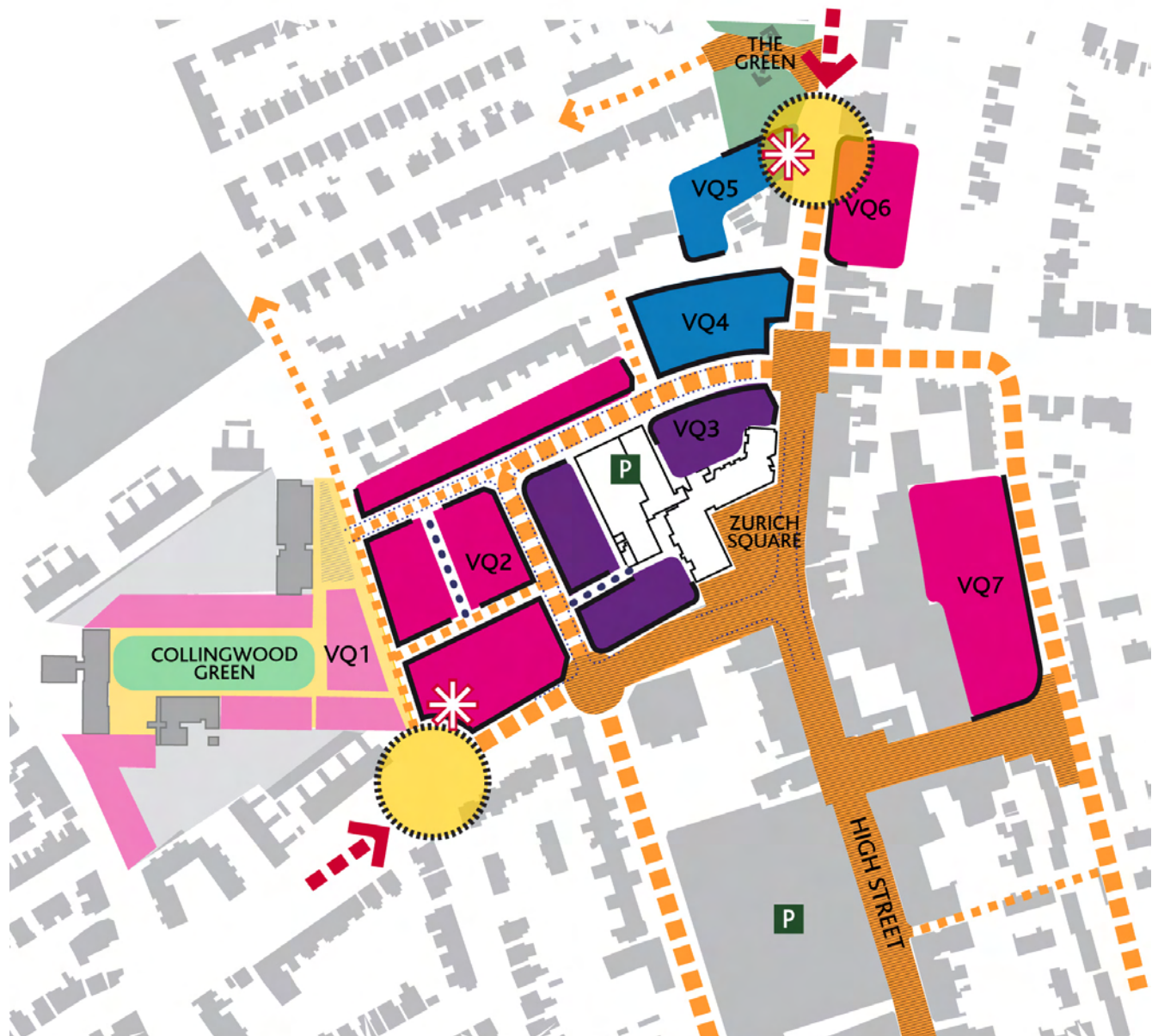


Fig F11: Urban Village Quarter Design Principles



## Design Principles

### **Access and Movement**

Development within the village quarter will be based around the establishment of a network of interconnected streets, intricate pedestrian routes and spaces. It is expected that the area will benefit from the removal of traffic from the northern end of the High Street through the construction of new road link providing a northwards extension of St Nicholas Way, through the former Gas Works site. The road would then turn to the east to meet the High Street opposite Burnell Road, which (with part of Lewis Road) could become part of a modified town centre gyratory system. This would enable the partial pedestrianisation of a large area redundant highway, including parts of Marshall Road, Crown Road and High Street and significantly improve the pedestrian environment within the quarter.

The opportunity should also be taken to promote the following:

- › Potential for an improved bus transport interchange;
- › Provision of a tram stop which will improve the accessibility of the northern part of the town;
- › Dedicated cycle parking facilities within the quarter;
- › Crossing points and signalled crossings at busy roads and junction incorporating dropped kerbs and tactile paving; and
- › Restored urban grain to provide a series of secure, well lit pedestrian-only links and uncluttered footways along streets.

### **Public realm**

The quality of the public realm is essential in order to enhance and unify the character of the area, encourage the use and enjoyment of open/public spaces and activity on the street and be an incentive for renovation of private properties by owners. A number of different urban spaces are proposed within the Urban Village Quarter around which different activities will concentrate. This will include:

**Zurich Square** - this existing square gives urban significance to Zurich House. Efforts should be made to improve the functionality and activity within the square, which will be achieved by encouraging a greater diversity of uses around the edge and improving the links from the High Street and to the surrounding residential areas. The provision of a small café/restaurant on Zurich Place, informal seating areas, imaginative lighting and interactive public art should be considered within this space.

**Crown Road** – a new public space should be considered along Crown Road this could be associated with the new bus/tram interchange and provide a pleasant seating and waiting area flanked by cafes, bars and/or restaurants.

**The Green** – Sutton Green is a pleasant mature green space incorporating play facilities. There is an opportunity to improve the frontage of the green onto the High Street through demolition of the toilet block, and opportunities for café/kiosk/restaurant facilities around the Green;

**Neighbourhood streets** – the vehicular streets passing through the area should have on-street parking and be lined with trees. These streets would belong to the neighbourhood, and serve to allow for access through the neighbourhood and to the buildings themselves.

### **Height, Scale and Massing**

Given the significant redevelopment potential within the urban village quarter opportunities should be taken to restore a finer urban grain and provide a more permeable structure based around a series of urban blocks.

Short terraced blocks should be considered as an extension to the existing residential terraces on the northern side of Vale Road, and adjacent to the Collingwood Estate, 3-4 storey development would be appropriate within these locations.

New development within the rest of the quarter should seek to increase the overall density of the area, with buildings of between 4-6 storeys considered appropriate. A taller landmark building of between 7 and 10 storeys could be considered at the corner of Sutton Green to provide a gateway market into the quarter.



Fig F12: Urban Village Quarter- Detail Plan

### Land Uses

The Urban Village Quarter will provide a significant opportunity for additional residential development within the town centre which should also incorporate an element of family and affordable housing. The concentration of additional residential uses within the area will support the existing independent retail, service and leisure uses, with opportunities sought to expand the specialist offer further within the quarter. The provision of flexible accommodation for live/work, craft workshops or starter units, as well as more commercial offices will also feed into this offer. Across the area upper floors should be considered for residential and/or commercial uses.

Ground floor uses directly adjacent to the existing and newly created squares should activate the spaces with the opportunity for restaurants, cafes and pubs to spill out, these uses should also be encouraged along the extended pedestrianised High Street.

Additional opportunities will be explored to integrate car parking into the area; this could include undercroft/ courtyard parking within the residential block structures, as well as on street parking. The existing private Zurich House multi-storey car park could also be considered for public use particularly during the weekends.

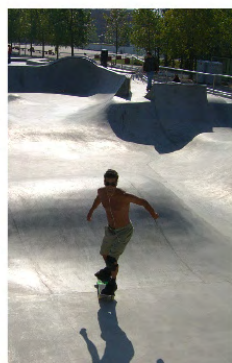
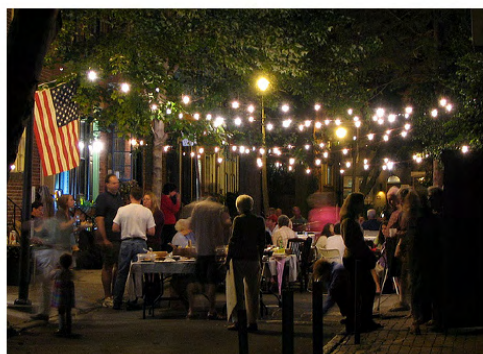




Fig F13: Village Quarter- 3D montage. View looking east towards Zurich House

