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Plan 12 - Pedestrian Network

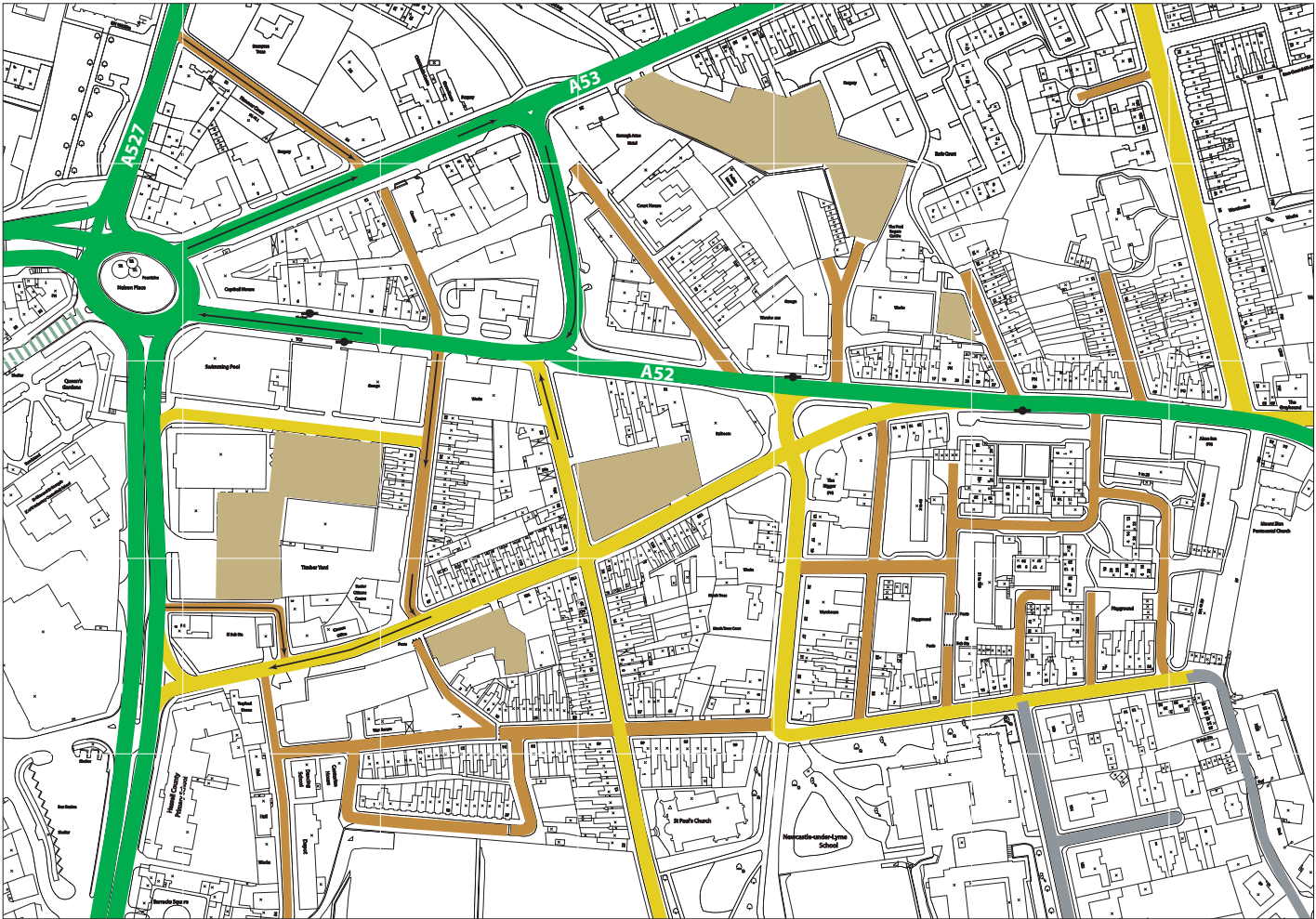
- Primary routes
- Secondary routes
- Pedestrian Crossings
- Bus stops
- Destinations
- Car park



SCALE 100M

Plan 13 - Vehicular Route Network

- Primary routes
- Secondary routes
- Tertiary routes
- Pedestrian zone
- One way
- Car Parking
- Bus stops



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4.6 Building design overview

Impact of topography

Hassell Street and Brunswick Street rise up from the town centre. This accentuates the sense of arrival from the east and gives orientating views into the town centre and the green slopes of the valley that rise beyond.

Buildings along Brunswick Street/George Street and Hassell Street respond, in the main, to the rising ground by stepping down in height. However, the Brunswick Court development (currently on site) does not and its six storey mass now features prominently in views to and within the area, albeit that the site does not necessarily demand a landmark building.

The topography accentuates the visual impact of the Zanzibar night club which forms a significant mass at the junction of Hassell Street and George Street. The triangular space at this junction further reinforces the landmark nature of this site.

Building forms within the study area reflect its mixed use character and historical development.

The two storey pitched roof terraced houses of Hassell Street and Hanover Street are contrasted with five storey flat roofed post war blocks of flats in the York Street locality.

The austere three storey, flat roofed, post war Zanzibar nightclub (formerly a ballroom) occupying a prominent location can be contrasted with two storey building forms and fine grain plots that characterise the George Street north shopping frontage.

Buildings on the whole are built at the back of pavement and many adhere to a consistent building line. However, building set backs such as Andrews Place and more recently Brunswick Court have eroded this line and resulted in poor enclosure. Potential development sites offer opportunities to achieve better enclosure, particularly at prominent locations, through new perimeter block development. Perimeter block development has been achieved on the committed scheme at Hassell Street.



Brunswick Court



Zanzibar Site

Building materials

The common building materials used within the area are:

- red-brown brick (sometimes painted);
- painted render;
- clay or slate roof tiles.

More recent development has introduced various types of cladding materials to the area. Examples such as Brunswick Court are almost completely clad in a panel system of a single profile and colour, other buildings such as the vacant leisure building use sections of cladding materials to contrast with brick in an attempt to create visual interest. The visual impact of cladding can be significant. In the case of Brunswick Court it is accentuated due to the height and massing of the building relative to the surrounding context. Factory produced cladding panels of coated metal, plastic and other man made materials do not weather as sensitively as more traditional materials. When such materials are crudely and extensively used they can erode the character of an area.

Shopfronts

Few examples of traditional shopfronts remain within the study area. Some traditional shopfront elements such as timber pilasters have been retained. However, most shop fronts are of a poor design having no relationship to the design the building in which they are set and are of poor quality materials. Shop signing is also of low quality often inappropriately scaled to the shopfront. The St.George's Road shop frontage shows signs of low levels of maintenance and investment. Together these factors contribute to a poor first impression of the area and a sense of decline, particularly where shops are vacant and boarded up. Significant potential exists to promote improved shopfront design as opportunities arise including encouraging designs which reinforce local character and identity and establish a greater sense of arrival into the town centre through the use of colour and distinctive fascia and hanging signs.



Diverse materials on Brunswick Street (west)



Traditional shop fronts, George Street

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Plan 14 - Building Heights



Plan 15 - Principle Facing Materials

- Brick
- Painted Brick
- Render
- Stone
- Cladding



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4.7 Streetscape and landscape design overview

A broad review of streetscape and landscape design was undertaken and the key findings were as follows:

- A variety of footway surface treatments are evident across the study area including tarmac, concrete paving flags, clay brick pavers, and natural stone setts (forming channels and cross overs). There is no consistency or continuity of treatment and one side of a street or street section can differ from another;
- Some footways show extensive evidence of successive excavations related to underground services and poor quality reinstatements;
- Street furniture (lighting columns, bollards, litter bins and highway related street furniture such as pedestrian guard railing) is generally of utilitarian design and does little to reinforce the character and identity of the area;
- There is no consistency or continuity of street furniture designs which contributes to a discordant streetscene;
- Signing of various kinds can be found across the area and includes the following:
 - vehicular advance direction signing;
 - car park signing;
 - pedestrian direction signing;
 - cycle route signing;
 - borough boundary signing.
- A number of landscaped areas punctuate St Georges Road and Brunswick Street they include:
 - areas associated within the York Street area;
 - Andrews Place;
 - the triangular road traffic island that marks the junction of Hassell Street and Brunswick Street.

Many signs are in poor condition, out of date, and or contribute to street clutter.

- Much street furniture on secondary routes is in poor condition reflecting low levels of maintenance and lack of investment in the public realm;
- Few seats or benches are provided along main pedestrian routes;
- Street tree planting is evident in short stretches of Brunswick Street and Barracks Road;
- The quality and maintenance of landscape strips including ground planting associated with the vacant leisure building and adjacent retail units on Barracks Road is poor;



Brunswick Street/Hassell Street

These landscaped areas culminate in the Nelson Place roundabout with its working fountains and floral display, which itself is visually linked to the Queen's Gardens.

- In contrast Hassell Street has no significant landscaped areas or street tree planting, the latter reflecting the narrower nature of the street;
- Surface car parks have a poor overall appearance and lack landscape boundaries which could reduce their detrimental visual impact;
- The following open spaces are located in close proximity to the study area. They represent significant green space resources although pedestrian linkages to and between them are not always well defined or easy to find; particularly for the first time or occasional visitor.
 - Brampton Park;
 - Queen's Gardens;
 - Stubbs Walk;
 - Station Walks; and
 - St Georges Church grounds.



Station Walks, Brampton Park



Stubbs Walk entrance Mount Pleasant



Queen's Gardens



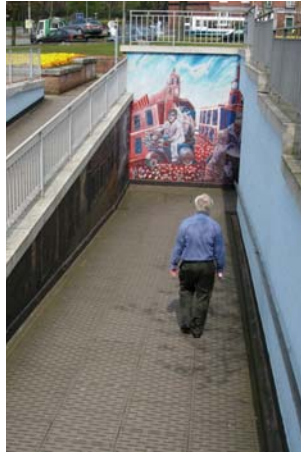
Stubbs Walk

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4.8 Legibility analysis

A legibility analysis was undertaken on site. The results are shown on Plan 16. The analysis highlights a number of issues including:

- 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);
- the barrier to pedestrian movement created by the ring road;
- the significance of key views to the legibility of the area;
- landmark buildings and potential to create new landmarks.



Ring Road Subway



Hassell Street



North Street

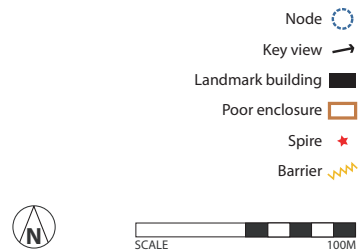


Scott Street



Barracks Road (Ring Road)

Plan 16 - Legibility Analysis



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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 is shown on Plans 02, 17 and 18.



Marsh Parade



West Street



Hanover Street



Albert Street



Brunswick Street



George Street

Potential Public Realm Projects

Schedule A below outlines nine mutually supporting public realm projects which are identified on Plan 17. If delivered they could result in radical improvements to the pedestrian environment and help shape a new image and perception of the area as a vibrant live work quarter and high quality gateway to the town centre. 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
PR01	The Triangle – remodelling of the George Street/Brunswick Street/Hassell Street junction to create an enhanced gateway into the town centre and establish an improved pedestrian environment.	Feasibility Including: – sketch options – costing – consultation with – frontage occupiers – implementation programme to assist Section 106 negotiations	2006-08	NULBC SCC Section 106	NULBC SCC	Enabling highway engineering and traffic management works Highway authority approval	Redevelopment of adjacent sites including: – Zanzibar nightclub – J.R.Titleys – open car park site Project MA01
PRO2	Nelson Place – modifications to roundabout junction including provision of at grade pedestrian crossings, improved footways to surrounding frontages and enhanced street furniture to reflect its status as a major gateway	Feasibility Including: – sketch options – costing – consultation with frontage occupiers – implementation programme to assist Section 106 negotiations	TBD	NULBC SCC Section 106	NULBC SCC	Enabling highway engineering and traffic management works Highway authority approval	Redevelopment of adjacent sites including: – Jubilee Baths – Subaru car dealership – Copthall House (longer term) Project MA02
PRO3	Andrews Place – enhancement of existing public green space and setting for existing shop frontages and flat blocks	– Design options – Detailed design of preferred option – Bill of quantities – Tendering and contracts – Implementation	2005-06	RENEW	RENEW NULBC	RENEW Programme funding	Brunswick Street/George Street corridor improvement scheme RENEW programme

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Ref	Project Name/Description	Outline Development Stages	Indicative Timescale	Potential Funding Sources	Lead Partners	Dependencies	Linkages
PRO4	Brunswick Street/George Street Corridor Improvement Scheme – footway widening & resurfacing, rationalisation of on street car parking, new street furniture and lighting, rationalisation of signing, street tree planting	Feasibility – including: – sketch options – costing – consultation with frontage occupiers – implementation programme to assist Section 106 negotiations	2006–10	NULBC SCC Section 106	NULBC SCC	Enabling highway engineering and traffic management works. Including potential rationalisation of King Street/Borough Road/ Brunswick Street one way traffic system. Highway authority approval	Redevelopment of frontages sites including: – Jubilee Baths – Subaru Car Dealership – Zanzibar Nightclub – J.R.Titley – Former petrol filling station site – shop refurbishment schemes along George Street north Project MA04
PRO5	Hassell Street Corridor Improvement Scheme – footway widening & resurfacing, rationalisation of on street car parking, new street furniture and lighting, rationalisation of signing, street tree planting, integration of cycle path, and other environmental improvements to Hassell Street and Windsor Street car parks	Feasibility – including: – sketch options – costing – consultation with frontage occupiers – implementation programme to assist Section 106 negotiations	2005–08	NULBC Section 106	NULBC	Potential changes to local traffic management & access arrangements Highway authority approval	Redevelopment of frontages sites including: – Zanzibar Nightclub – open car park site – Windsor Street car park – Careers Office/Senior Citizens Centre Project MA04, 05
PRO6	Barracks Road – improved tree planting (including central road median), footway widening and resurfacing, new street furniture and lighting, rationalisation of highway related street furniture	Feasibility – including: – sketch options – costing – consultation with frontage occupiers – implementation programme to assist Section 106 negotiations	TBD	NULBC SCC Section 106	NULBC SCC	Strategic access and movement considerations Highway authority approval	Redevelopment of frontage sites including: – Jubilee Baths – Windsor Road car park – conversion of St Giles & St. Georges School Project MA03 Potential enhancement schemes for wider Town Centre Conservation area & Ring Road

Ref	Project Name/Description	Outline Development Stages	Indicative Timescale	Potential Funding Sources	Lead Partners	Dependencies	Linkages
PRO7	Borough Road – improved tree planting, footway widening and resurfacing, new street furniture and lighting, rationalisation of highway related street furniture	Feasibility – including: – sketch options – costing – consultation with frontage occupiers – implementation programme to assist Section 106 negotiations	TBD	NULC Section 106	NULBC	Brunswick Street/George Street Corridor Improvement Scheme Improvements to Nelson Place and linked rationalisation of one way gyratory Highway authority approval	Redevelopment of frontage sites including: – former petrol filling station – site on the corner of King Street and Borough Road Project MA02, 04 Potential enhancement scheme for wider Station Walks Conservation Area
PRO8	Marsh Parade Enhancement Scheme – infill tree planting, footway widening and resurfacing, new street furniture and lighting	Feasibility – including: – sketch options – costing – consultation with frontage occupiers – implementation programme to assist Section 106 negotiations	2007–09	NULBC Section 106	NULBC	Traffic management and access arrangements including rationalisation of on street car parking and access to Newcastle School Consultation with English Heritage Highway authority approval	Redevelopment of frontage development sites along Marsh Parade north Project MA04, 05 Potential enhancement scheme for wider Stubbs Walk Conservation Area
PRO9	Surface Car Park Environmental Improvements – resurfacing, boundary treatments eg. tree planting, lighting, internal layout improvements, improved signing and information (to include wayfinding information to assist pedestrian movement to the town centre)	Feasibility – including: – sketch options – budget costing – implementation programme	2005-08	NULBC	NULBC	Internal NULC consultation and approvals	Project PRO 5 Project MA 06

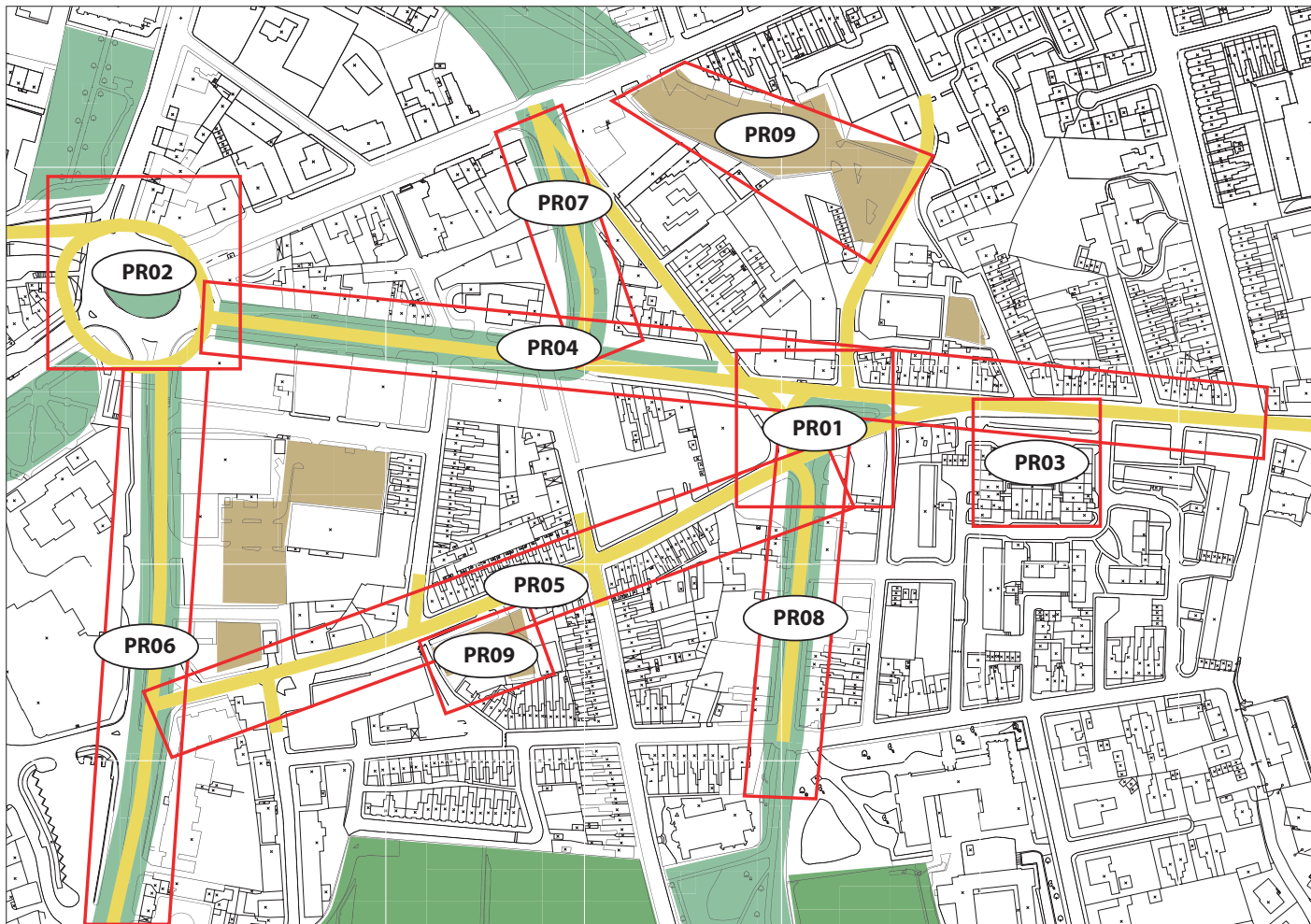
Footnote:

NULBC – Newcastle Under Lyme Borough Council

SCC – Staffordshire County Council

TBD – to be determined

RENEW – Renew North Staffordshire



**Plan 17 - Public Realm:
Potential Interventions**

- Streetscape enhancement
- Street planting
- Surface car park improvements
- Public green space
- Private green space



SCALE 100M

Potential Movement and Access Projects

Schedule B below outlines seven potential movement and access projects; they are identified on Plan 18. 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
MA01	The Triangle – remodelling of George Street/Hassell Street junction to provide increased pedestrian space, accommodating access to frontage properties	Scoping and feasibility to inform further project development stages	2006-08	NULBC SCC Section 106	NULBC SCC	Highway Authority Approvals Mitigation of knock on impacts on traffic movement and access	Town Centre Area Action Plan Project PR01 Potential development sites. See Schedule A
MA02	Nelson Place Roundabout – provision of at grade crossings on each arm of the junction, in particular crossing linking Jubilee Baths and Queen's Gardens rationalisation of linked one way gyratory including on street car parking	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	Town Centre Area Action Plan Project PR02 Potential development sites. See Schedule A
MA03	Barracks Road (eastern section of the Ring Road) – incremental downgrading, existing pedestrian crossing to Hassell Street improved, footway widening/road narrowing	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 Access for abnormal road freight loads to be assessed	Town Centre Area Action Plan Project PR06 Potential development sites. See Schedule A