

Introduction

Welcome to the Spode Works and Stoke Town Masterplan Options Consultation Event. The following boards contain possible options and ideas for the future of Stoke Town. **We would like your views on a successful future for Stoke Town.**

Since being appointed in September to develop a plan for Stoke Town we have:

- Undertaken detailed research on the current position and prospects for the town
- Met with key stakeholders and held a roundtable discussion to help produce the ideas you see today

The next step will be to take your ideas and use them to develop a more detailed plan that reflects your feedback.

We will come back to you early in the New Year to talk to you again, check that we are getting it right and ask for your thoughts on the detailed plan.

Please feel free to ask any questions, however simple or complicated – we’re here to help!

Please complete a questionnaire and let us know your views.

Aims of the Stoke Town Masterplan



1. Establish a more sustainable Stoke Town Centre



2. Improve links to the Station, University and Stoke-on-Trent City Centre



3. Use Spode Works as the catalyst for change



4. Establish a mix of uses that encourage activity



5. Build on development and activity in the pipeline



6. Put pedestrians first



7. Create a hierarchy of streets and spaces



8. Preserve and enhance the local natural, cultural, social and historic assets



9. Develop a strong and unique image that encourages activity and investment

10. Build for the long term, but in the meanwhile allow for the temporary

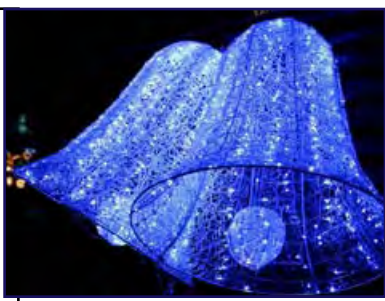


Reasons to be cheerful.....

From the round table workshop we were able to hear the issues that people felt most strongly about. These have influenced how we have developed the design ideas and highlighted an area of potential change that we can still influence. (Shown in green on the map below). However we felt it was also important to highlight the good things that have been done so far; a positive base on which a future Stoke Town can build upon.

Stoke Town Traders Group formed

Promoting the town through seasonal events, festivals and marketing.



SHOP Arts Programme

SHOP is a new space in Stoke Town, Stoke-on-Trent that has transformed an empty shop into a venue for a range of artists in residence, studio space, events and exhibitions



Town Centre shops re-opening

Prominent stores in Stoke Town coming back to life

Stoke Local Service Centre

The opening of the Stoke Local Service centre, with an investment of £3m



West End Village London Road

£18m older persons housing complex with communal facilities



Community Garden

The opening of Summer Street / Boothten Street Community Garden



Stoke 2010k Run and CycleStoke

Over 900 people took part in the Stoke 2010k run to raise money for various charities



Acquisition of the Spode Works

The council have bought the Spode Works site with the intention of bringing new temporary and permanent uses onto the site to generate activity



Stoke-on-Trent 6th Form College

The opening of the new 6th Form College, nr station.



Glebe Street Underpass

Design ideas are being developed to improve this pedestrian/cycle connection.



Stoke Town evening economy

Existing pubs and recent refurbishments strengthen the evening economy and add to the great 'Stoke Town Welcome'

Heritage

Stoke Town is rich in heritage with several historic buildings, including Stoke Minster



Improvements to Stoke Town Market

The market has been improved with new stalls and a face lift



Campbell Rd. garden wall improvements & property "face-lifting"



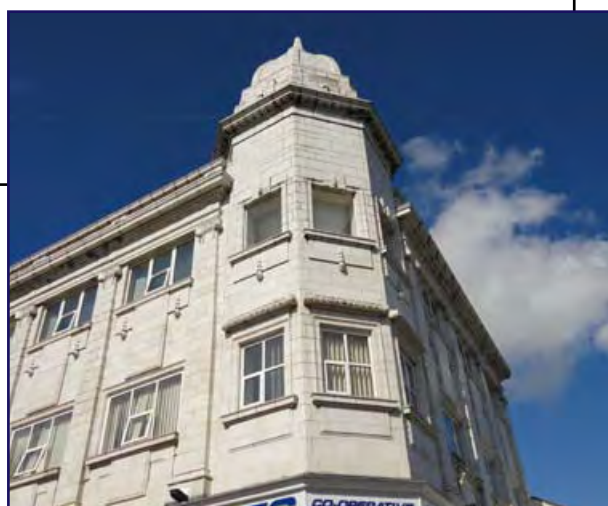
The Canal and River Trent

The Trent and Mersey Canal & River Trent corridors provide a valuable recreational resource for the local community and important pedestrian and cycle route to the north and south



Extension of the Stoke Town Conservation Area

Stoke Town has plenty of historic and important buildings, the Stoke Town Conservation Area has been extended to protect this heritage.



re:stoke Arts Programme

An arts programme that has ran many events in Stoke Town



Spode Works & Links Site

OPTION 1

Heritage & creative reuse

This option provides for the early reuse of the existing buildings which will over time develop into three creative uses: **The Spode Museum and pottery attraction, the Artists community with studios and galleries and the Ceramics Hub**. In reality all three will be merged together to include pottery shops, helping to draw people to the site. They will be supported by lesiure uses such as bars and restaurants to create a lively destination.

The rear of the site would be for a combination of open space and car parking - the latter allowing part of the Kingsway car park to be turned into a public square. This Option could either be seen as a permanent solution or a stepping stone to Options 2 or 3.

The Stoke Links site is not redeveloped in this option with council owned Swift House refurbished for commercial uses to help provide an improved setting to the canal.

Pottery Attraction

A new visitor attraction based on the Spode Museum and Blue Room together with pottery shops linked to all of the other potteries in Stoke. This would include hands-on attractions such as painting and firing pottery, working craftspeople etc...



Stoke Links

Car park to remain to the rear of the station with the commercial use of Swift House for offices .

Open space

Recreational facilities including 5-a-side pitches and tennis courts. To be available for hire with associated changing facilities and bar.

Car Park

New car park on the rear of the site. This would serve the new uses on the site as well as replacing part of the Kingsway car park.

Ceramics Hub

The refurbishment of the concrete sheds offers early potential for an International Ceramics Hub including workspace, research facility, display areas, links with the university.

Kingsway Square

A new public square in front of the Town Hall, incorporating the War Memorial. This would include new surfacing and tree planting to separate it from the remaining car park. The square would be the basis for a programme of events. It is something that could be created on a temporary basis as an early win.

Creative Courts

The listed buildings in the heart of the site to be brought back into use as art-ists studios with galleries, craft shops and cafes on the ground floor. This will happen gradually over time with buildings being mothballed until they are needed.

Improved Connection

The connection between the Spode Works site and the existing main shopping area along Campbell Place is to be improved with high quality public realm works - wider pavements, pedestrian crossing and improved road junction.

Pros

- **Early re use of the site**
- **Retains and enhances all the listed buildings on site**
- **New public square to Town Hall**
- **Lower traffic**
- **Lower cost and risk**

Cons

- **No direct connection to the Station**
- **Weaker links to the main shopping area**
- **Lower regeneration impact**

Key

- Artists Studios
- Creative Hub
- Pottery Attraction
- Commercial Space

Spode Works & Links Site

OPTION 2

A mix of uses

This option builds on URBED’s competition plan and is based on a long-term vision that envisages the refurbishment of the Spode site and the development of land to the rear for a mix of uses. This includes the three elements of artists, pottery attraction and Ceramics Hub as in options 1 and 3 together with new housing and commercial development. The Stoke Links site is anchored with a convention centre built over a decked car park with new commercial development and station drop off as in Option 3. The Spode site includes a new multi-storey car park allowing the removal of the Kingsway car park to allow development to enclose the square by the Town Hall.

Pottery Attraction

A new visitor attraction based on the Spode Museum and Blue Room together with pottery shops linked to all of the other potteries in Stoke. This would include hands-on attractions such as painting and firing pottery, working crafts people etc...

Creative Quarters

Artists space in the historic buildings including studios, galleries and cafes.



New Homes

New homes make up the northern tip of the site providing life and activity on the site during the night and weekends.



Convention Centre

A major new convention centre for conferences, exhibitions and concerts built over a decked car park serving the station.



Station Quarter

Development of Stoke Links site to the rear of the station to create a new arrival experience for trains from the south. Could include station shops, a hotel and business space linked to the university.

Stoke Bridge

A landmark new footbridge on the axis of the boulevard from the City Centre and the station making a direct link into the Spode site.

Station Forecourt

A new station drop off point and taxi rank on Glebe Street including the calming of the street.

Car Park

A new multi-storey car park to serve the site and to replace the Kingsway Car Park.

Town Hall Square

A major new public space bounded by new shops and offices.



Ceramics Hub

The refurbishment of the concrete sheds offers early potential for an International Ceramics Hub including workspace, research facility, display areas, links with the university.



Pros

- **Early re use of the site**
- **Retains and enhances all the listed buildings**
- **New bridge provides direct link to Station and City Centre**
- **New public square to Town Hall**
- **Direct link to the existing main shopping area**
- **Strong regeneration impact**

Cons

- **Higher cost and risk**
- **Complex to deliver**

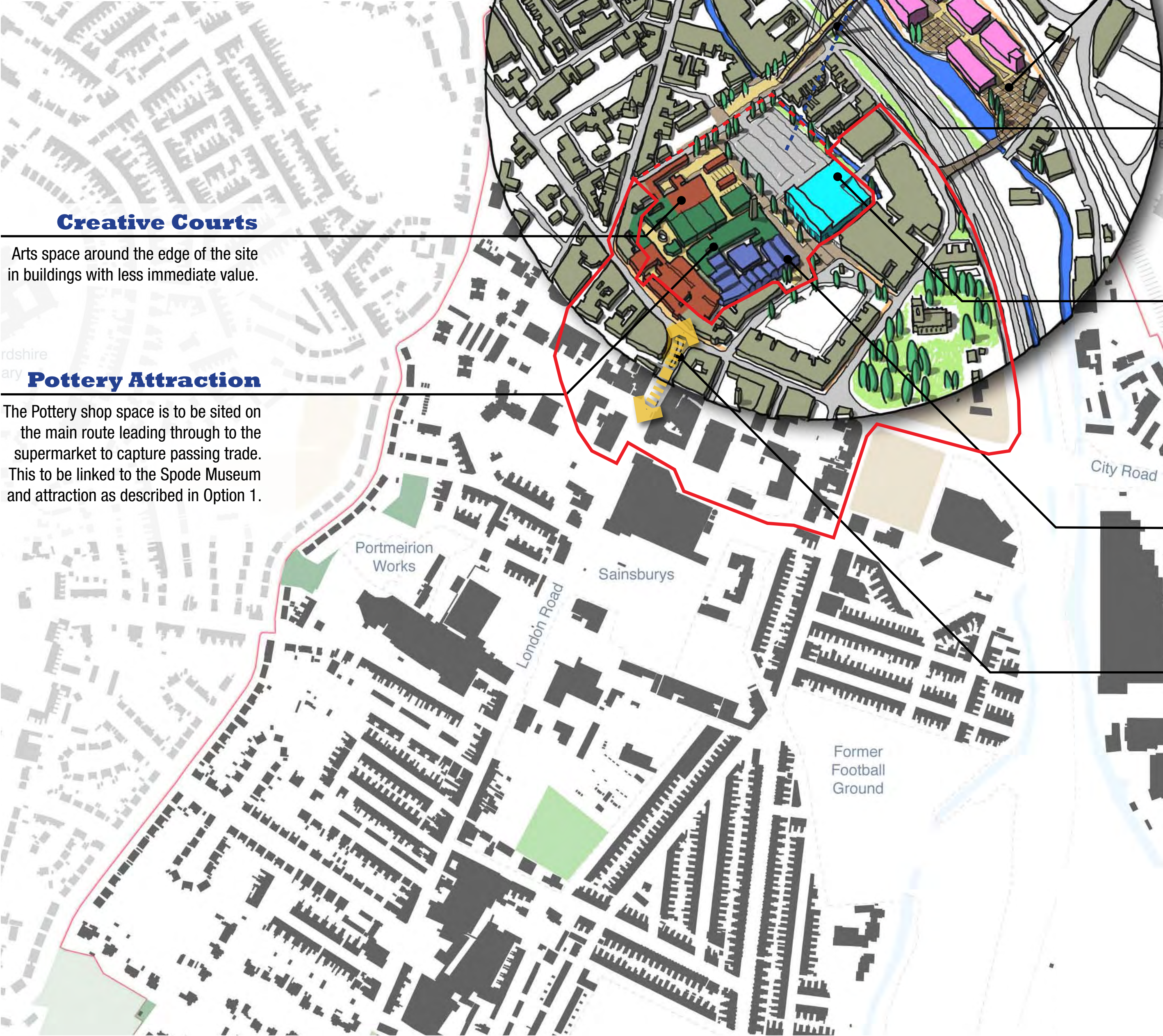
Key

- **Artists Studios**
- **Creative Hub**
- **Pottery Attraction**
- **Commercial Space**
- **Housing**

Spode Works & Links Site

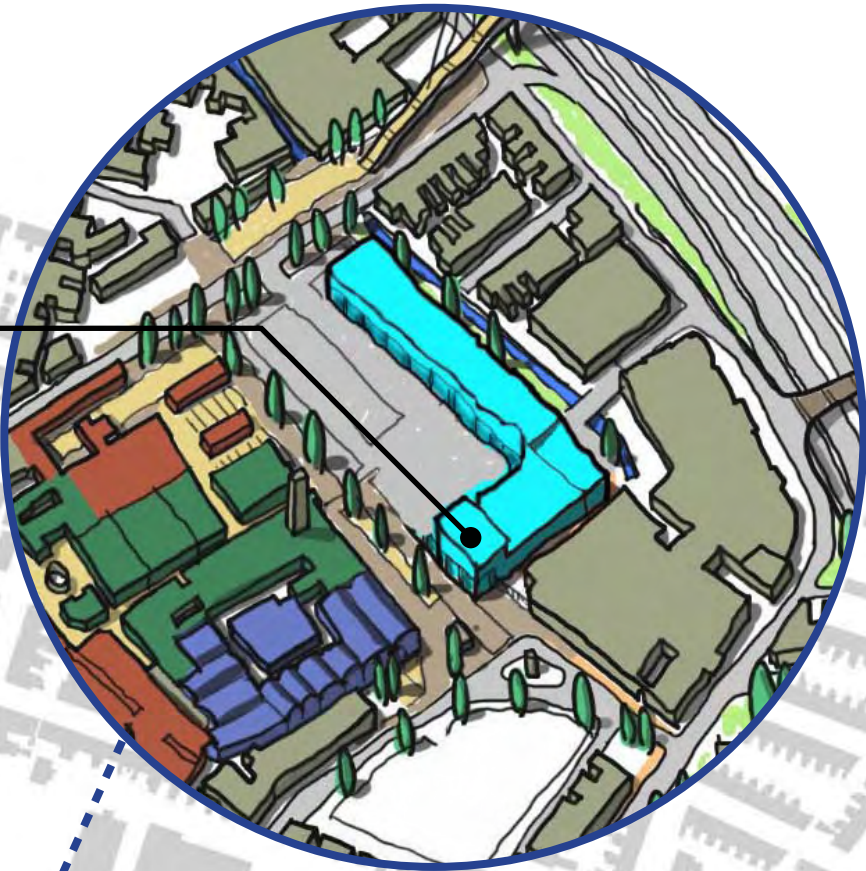
OPTION 3 Expanded Town Centre

This option is based on the promotion of the largely cleared rear part of the site for shopping use to include either a medium sized supermarket (approx 4,000 sq.m) or number of non food shop units, with car parking and access from the A500 slip road. The existing Spode buildings that are retained are re-used for the three types of use illustrated in Option 1 but with the Pottery Attraction occupying a more central location. The Stoke Links site is shown partly redeveloped to include shops and business units to the rear of the station and a single new bridge providing direct access to Stoke Town and the Spode Works site.



Non Food Shops Option

This options offers a range of medium sized non food shop units (2500-5000sqft units) and surface carparking.



Station Quarter

Development of Stoke Links site to the rear of the station to create a new arrival experience for trains from the south. Could include station shops, a hotel and business space linked to the university.

Station Forecourt

A new station drop off point and taxi rank on Glebe Street including the traffic calming of the street. This will take the pressure off the front entrance and channel activity to the new shops.

Stoke Bridge

A landmark new footbridge on the axis of the station making a direct link over the A500 into the Spode site. To be funded partly by the station development and partly by the supermarket/non food shops.

Supermarket/Non food shops

A new medium-sized supermarket and/or non food retail units facing onto a new route through the Spode site to the King-sway site. This will help feed activity into the Spode site and will extend the town centre. (see inset above for non-food shop option)

Ceramics Hub

The refurbishment of the concrete sheds as an International Ceramics Centre (as in Option 1) including workspace, display areas, links with the university.

Improved Connection

The connection between the Spode Works site to main shopping area along Campbell Place is to be improved with high quality public realm works - wider pavements, pedestrian crossing and junction re-configuration.

Creative Courts

Arts space around the edge of the site in buildings with less immediate value.

Pottery Attraction

The Pottery shop space is to be sited on the main route leading through to the supermarket to capture passing trade. This to be linked to the Spode Museum and attraction as described in Option 1.

Pros

- **Higher value to support delivery of reuse of the retained buildings on the site**
- **New bridge provides direct link to Station and City Centre**
- **Lower risk**

Cons

- **More traffic generation**
- **Loss of some Listed buildings**
- **No new public square to Town Hall**
- **Weaker links to main shopping area**
- **Greater competition for local shops**

Key

- Artists Studios
- Creative Hub
- Pottery Attraction
- Commercial Space
- Housing
- Supermarket/Non Food Shops
- Existing Town Centre Boundary
- Possible extension to Town Centre Boundary

London Road Corridor Site

The London Road Corridor site is made up of a large area to the south of the existing Sainsbury’s supermarket and to the east of London Road. It also contains the former Police Station and tram depot in the north east corner. A planning permission exists on part of the site for new non food shop units.

OPTION 1 London Road Village

The scheme includes a series of medium density family housing/apartment blocks around a pocket park. On the London Road Frontage the existing Lidl and Iceland Units are kept and the smaller shops to the south are refurbished with a shop improvement scheme to maintain the shopping presence along London Road. To the north the former Police Station is retained and used for offices, probably a public sector user.

Refurbished Shops

Shopfront improvements to existing units in order to maintain the shop frontage along London Road

Former Police Station

Vacated Police Station to be reused as offices.

Medium Density Housing

New family sized houses/apartments to create an family orientated village. Blocks of 2-4 storeys in height.

New Square

Existing green area to be developed into a public square with recreational facilities for residents.



OPTION 2 Family Housing

This option is based on the consolidation of the retail offer to the north. New retail units are proposed on the former Police Station site in line with the planning permission on land to the rear of Sainsbury’s car park. The southern part of the site is developed for family housing around a central square.

Consolidated retailing

Retention of just the end shops, the remainder to be demolished to create a residential frontage.

Shop units

New large format shop units around the Sainsbury’s car park including the relocation of the existing Lidl/Iceland stores on London Road.

Urban Housing

New medium density family housing developed around a central urban square.



OPTION 3 The New Villas

This option combines lower density housing with the redevelopment of the retail frontage onto London Road. The housing would be modelled on the Villas and could be branded as such to create a distinctive residential offer. The retailing includes the retention of the Iceland unit and the redevelopment of the Lidl to relate to the street.

New Shops

New retail space along London Road

Refurbished units

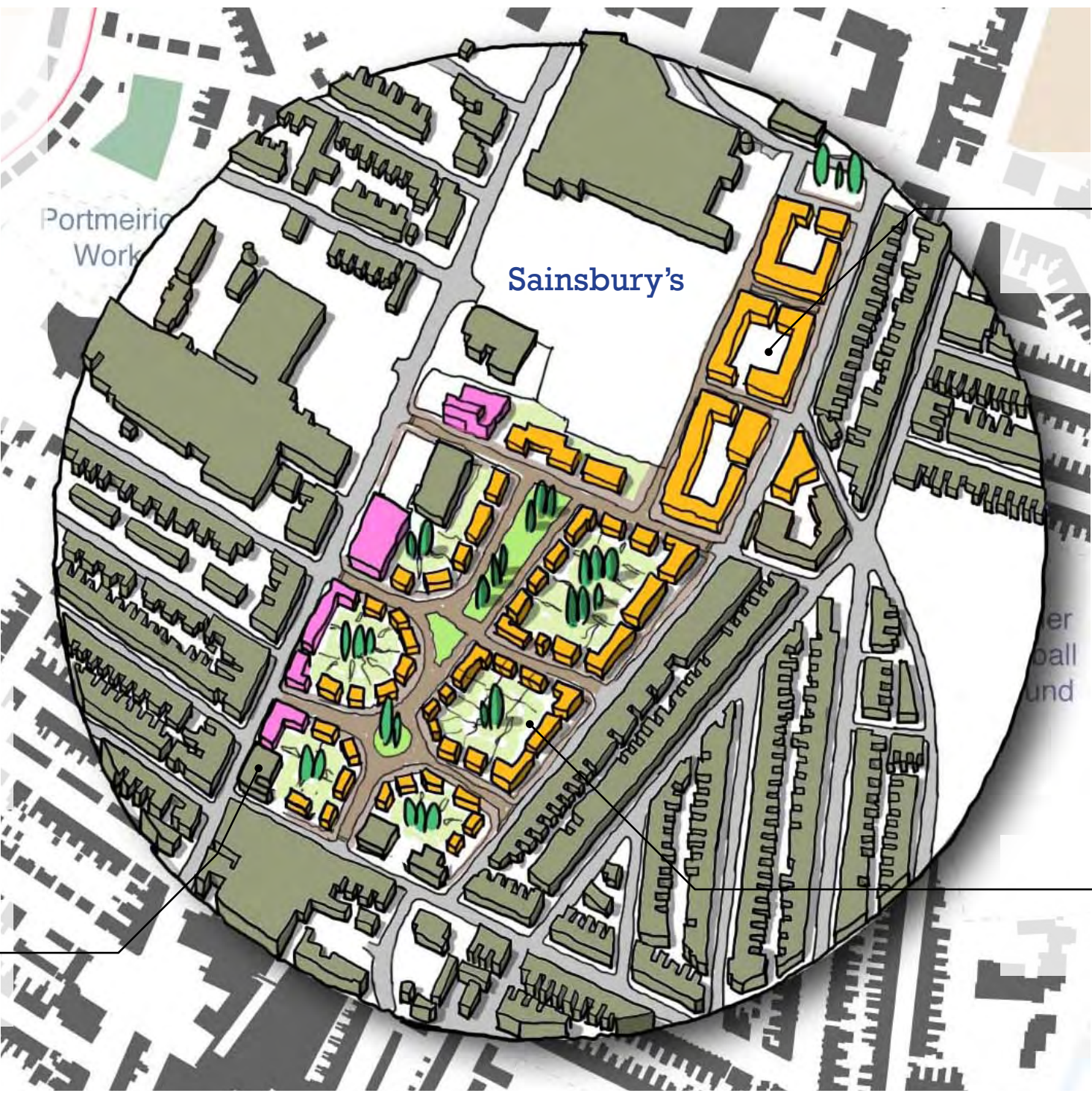
End shop units to be refurbished.

Apartments

Higher density housing towards the town centre (3-4 storey), potentially for elderly persons.

Family Housing

Detached family housing to create a distinctive, high-quality urban neighbourhood.



Key

- Housing
- Green Space
- Shopping

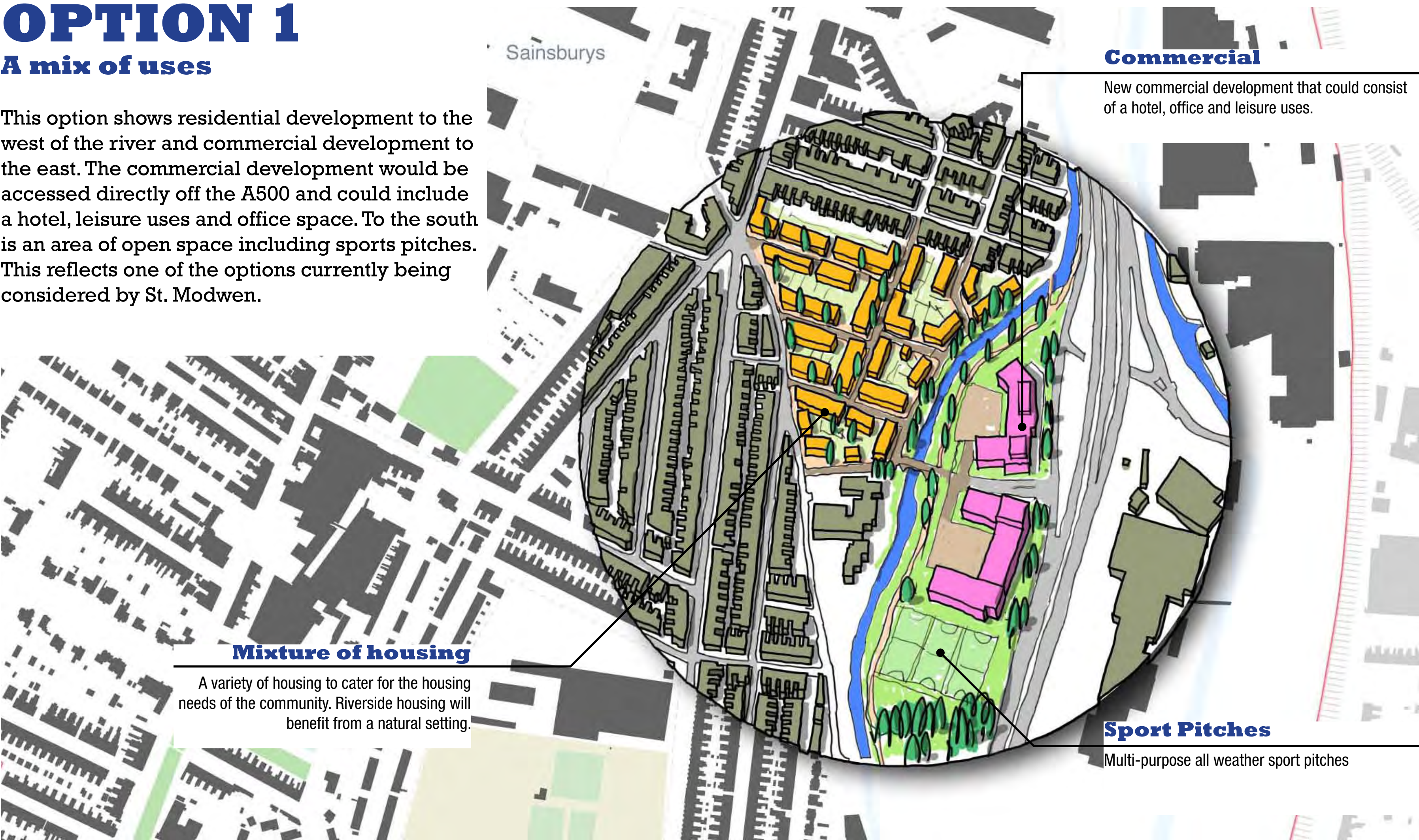
Former Victoria Ground Site

The former Victoria Ground site is a cleared development site covering an area of around 6 hectares located either side of the River Trent. The site is owned by the developer St Modwen who have approval to develop new housing on the site, although no detailed proposals have as yet been developed or approved.

OPTION 1

A mix of uses

This option shows residential development to the west of the river and commercial development to the east. The commercial development would be accessed directly off the A500 and could include a hotel, leisure uses and office space. To the south is an area of open space including sports pitches. This reflects one of the options currently being considered by St. Modwen.



Pros

- **A mix of new housing will help to meet the housing needs of the community**
- **Brings a cleared site back into use**
- **Enables the improvement of the River Trent corridor**
- **Provides new sports pitches for the community**

Cons

- **Commercial development detached from the town centre**
- **Limited scope for flood alleviation**
- **Traffic generation to the A500**

Key

- Housing
- Green/Recreational Space
- Commercial

OPTION 2

Housing led

This option is entirely housing led and reflects the planning consent for the site. The river is retained as a green corridor running through the site and there is an area of green space to the south.



Pros

- **A mix of new housing will help to meet the housing needs of the community**
- **Brings a cleared site back into use**
- **Enables the improvement of the River Trent corridor**
- **Provides new sports pitches for the community**

Cons

- **Limited scope for flood alleviation**
- **Noise and pollution impact due to proximity of new housing to the A500**

Key

- Housing
- Green/Recreational Space
- Commercial