

Introduction

A team of consultants commissioned by the city council and led by URBED have been working on a plan for Stoke Town and the Spode Works since September 2010. They have had a range of discussions locally following a workshop in October. From this three options were developed as the basis for six weeks of consultation from early December to mid January. These ideas have also been tested against other factors including financial viability.

A proposed option described on these boards has emerged from this process. This has involved some difficult discussions, not least about the proposal for a store(s) on part of the Spode site. However the strategy is based on deliverable regeneration of the town centre in a financial climate when there will be limited public money available. A new store(s), employment opportunities, footfall into the town and the contribution it can bring to both the rest of Spode and improving the town infrastructure, is therefore the key to unlock the plan.

We now need to know what you think about the plan as a whole, the plan for a new retail store and the other improvements proposed to Stoke Town. Please fill in one of the questionnaires or go online to:

www.urbed.coop/stoketownmasterplan



Overview of consultations undertaken

A workshop took place on 12th October 2010 in the Kings Hall and was attended by around 80 local people, traders, and stakeholders. The workshop focused on issues facing Stoke Town and what the vision for the area should be.

Following this three options were drawn up which were displayed on the URBED Routemaster Bus in early December after which they were displayed in the library for six weeks.

The outcome of these consultations is summarised below.

Key findings from the consultation



Next Steps

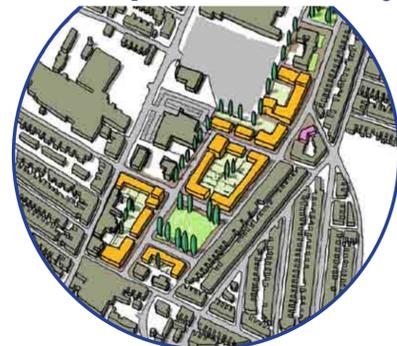
Following a further six weeks consultation, beginning in February 2011, all received comments will be noted, analysed and fed into the final masterplan report which is due for publication in Summer 2011.

Proposed Options From stage 1

Spode Works Option 3: Expanded Town Centre



London Rd. Option 1: London Road Village



Former Victoria Grd Option 2: Housing Led



The Proposed Option Stoke Town Masterplan

Options Appraisal

The proposed options for the key sites have been developed using an options appraisal process that examines each option against a number of factors including:

- The views and hopes of local people, businesses, landowners and the council;
- The financial viability and deliverability of the proposals - the demand for what is proposed and the likely costs against likely income;
- The fit with the masterplan objectives;
- The fit with existing planning and regeneration policy - to ensure the proposals obtain planning permission;
- The fit with the sustainable development objectives agreed by the Council - to ensure the proposals provide a positive impact on the environment and local community.

This work helps identify the proposed option. Following the options appraisal the proposals have been refined further to reflect the comments raised during the last consultation exercise and from a 'Design Review' to help produce a draft masterplan for Stoke Town.

Minton Hollins

The Minton Hollins site could contain a mixture of employment opportunities such as offices and light industrial uses such as vehicle hire.

Stoke Links

Spode Works

Lytton Street

The Lytton Street site is more likely to be developed as Stoke Town regeneration takes impact - however its proximity to the A500 makes it a viable employment site in a canal setting.

Woodhouse Street

The Woodhouse Street site could contain a mixture of housing and hotel due to its good visibility from the A500 and proximity to Stoke Town centre.

Falcon Works

Falcon Works is a longer term development opportunity to be realised on the back of town centre regeneration - workspace, offices and residential.

London Road Village

Former Victoria Ground

Campbell Rd.

The Campbell Rd. site is a residential opportunity to provide large family housing as well as improve access to Boothem allotments.

Sideway

Sideway site is a significant employment opportunity developing on the back of city renewal. Highly visible from both the A500 and railway it also has potential for a waterside green space.

Options Appraisal Results

High fit ● Medium fit ● Low fit ● Proposed Option ○

| Key Sites: | Spode Works | | | London Road | | | Former Victoria Ground | |
|---|-------------|---|---|-------------|---|---|------------------------|---|
| Options: | 1 | 2 | ③ | ① | 2 | 3 | 1 | ② |
| Criteria: | | | | | | | | |
| Sustainability Objectives | ● | ● | ● | ● | ● | ● | ● | ● |
| Masterplan Objectives | ● | ● | ● | ● | ● | ● | ● | ● |
| Financial Viability | ● | ● | ● | ● | ● | ● | ● | ● |
| Deliverability | ● | ● | ● | ● | ● | ● | ● | ● |
| Community/ Stakeholder Aspirations | ● | ● | ● | ● | ● | ● | ● | ● |
| Strategic Fit | ● | ● | ● | ● | ● | ● | ● | ● |

Spode Works & Stoke Links

There was strong support in the consultations for the proposed approach to the existing Spode buildings as well as to the bridge link and the ideas for the Stoke Links site. We asked you to rank the options 1 (poor) to 5 (excellent). The favoured option for Spode was the mixed use scheme in Option 2. However Option 3 which includes the retail store had support - 63% of people rated it as 3 and above. The consultation highlighted that although the retail store was not the immediate choice for most people the majority were prepared to accept the store if it allowed Spode Works to be largely retained, the arts and pottery shops to be delivered and town regeneration to be enabled.

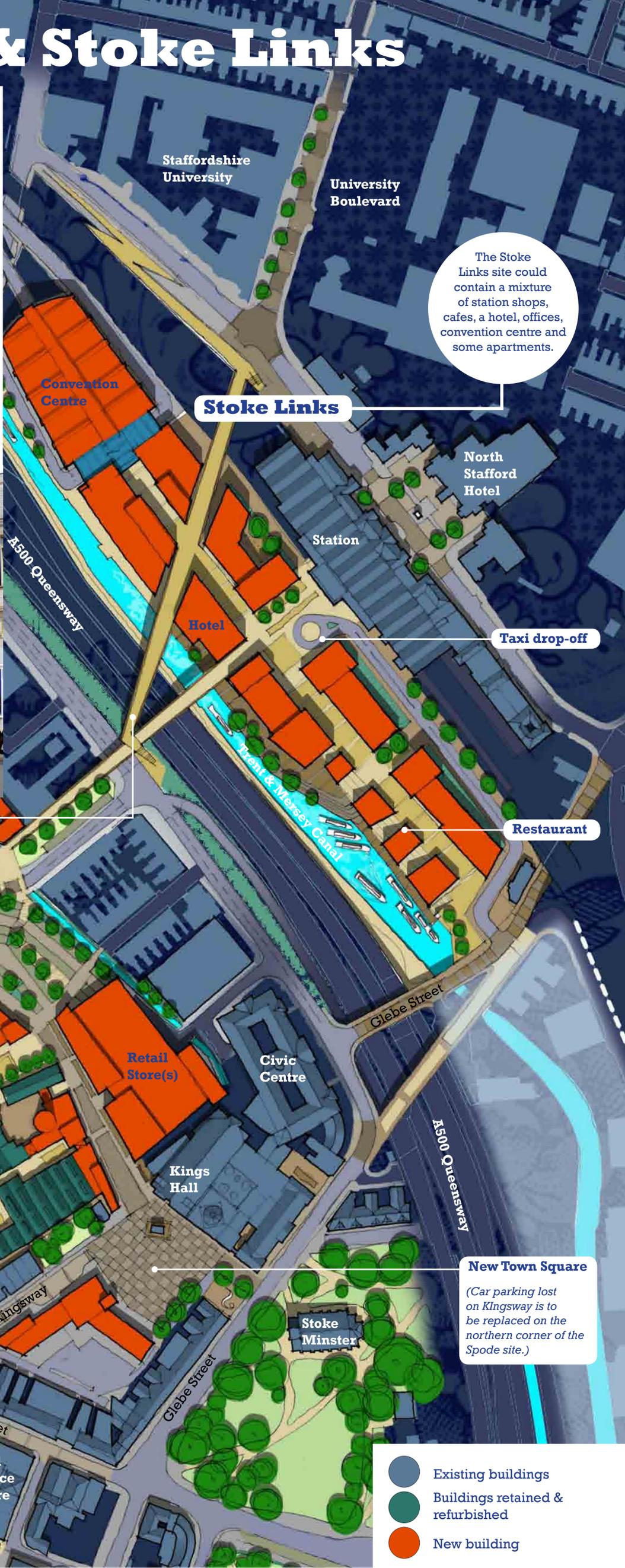
The financial analysis done on the options confirms that a store on the Spode site can make the wider regeneration scheme possible. Therefore URBED have focused on whether a store could fit on the site, whilst still retaining heritage buildings to allow creative uses to go ahead. There are lots of issues to sort out still, but the question we are now asking is - do you think this scheme works?

Connecting the retail store to the rest of the Spode site and into the town centre is important to you so that the town benefits from the increased footfall - our designs show how this can be done.



Spode Works to reopen to the public

New bridge



The Stoke Links site could contain a mixture of station shops, cafes, a hotel, offices, convention centre and some apartments.

Spode Works

Cafe

Museum

Pottery shops

Artist studios

Ceramics centre

New Town Square

(Car parking lost on Kingsway is to be replaced on the northern corner of the Spode site.)

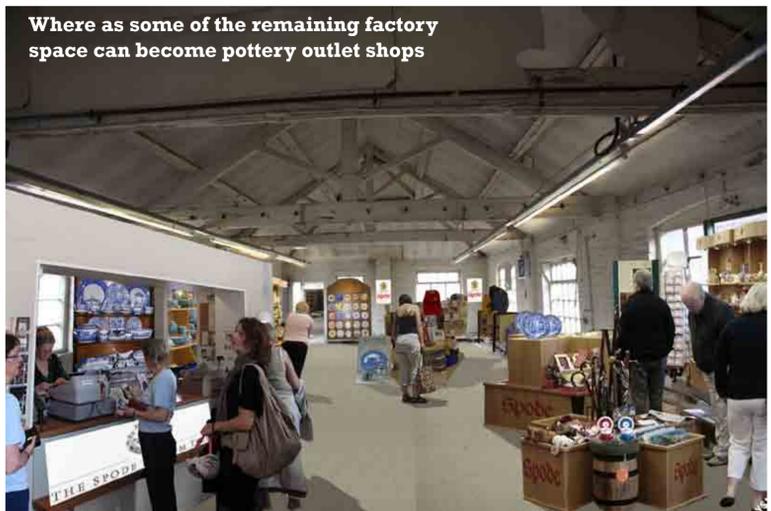
- Existing buildings
- Buildings retained & refurbished
- New building



7 Dials in London has similar sized cafes & bars to what is shown here for Spode



Some of the existing factory space can become space for artists to produce work



Where as some of the remaining factory space can become pottery outlet shops

London Rd & Former Victoria Grd.



Malmo terrace housing, Sweden



Borneo terrace housing, Holland



Contemporary use of traditional materials in Harlow, London



3 storey family sized apartments, Manchester

Both sites are seen as family neighbourhoods. Proposals will help meet the housing needs of local people and offer valuable open space for families, as well as support the residential and business communities in Stoke Town.

London Road

- Over 140 family houses and family sized apartments
- Yeaman Street Park increased in size with children's play facilities
- Shops retained and refurbished on the junction of London Road & Corporation Street
- Encourage London Road shops to relocate to the town centre
- London Road traffic calming measures
- Safer homezones to allow children to play outside
- Police station retained for future use

Former Victoria Ground

- Over 200 new family homes
- 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 possible new sports pitches for the community



A new shared space possibly called Victoria square is proposed to bring both development sites together

Public Realm



A new Stoke Town Square is proposed on half of Kingsway carpark for visiting markets & circuses

Public realm is the shared spaces such as streets, squares and parks that make up the public space between buildings in our villages, towns and cities. How well these spaces are designed, connected and used is just as important as good buildings to create a lively, attractive and accessible place.

For Stoke Town we have generated a network of squares, parks and traffic calmed streets to connect the town centre into its surroundings. We have particularly focused on connecting the University and railway station with Stoke Town and the Spode site with the town centre.



Grass/permeable surface carpark



Cycle-lanes, Holland



Shared space street, Brighton, UK



Tree-lined street, France

Spode Works will be opened up further by a series of narrow streets and alleyways, full of shops & cafes which will lead the public down towards Campbell Place.

Where possible key routes will be tree lined to green the highway as well as aid traffic calming measures to make cyclists and pedestrians more safe in the town centre.

Station Place provides a new taxi drop off area to the south of the train station providing Stoke Town with a new entry point to its station via a spectacular bridge.

The new Town Square provides a much more suitable setting for the grand Kings Hall and for future events such as Christmas markets and visiting circuses.

Sideway waterside greenspace is a proposed 'green-lung' within walking distance of neighbouring communities. Ideal for walking the dog or learning to cycle.



- Primary space
- Secondary space
- Green 'Lung'
- Neighbourhood park
- Water space
- Primary route
- Improved waterside route
- Greened linking route



Linear Park, Freiburg, Germany

Highways - moving about Stoke Town



The A500 Queensway is seen as a barrier for both pedestrian and cyclist movement



Junction on Church St. prevents two way traffic



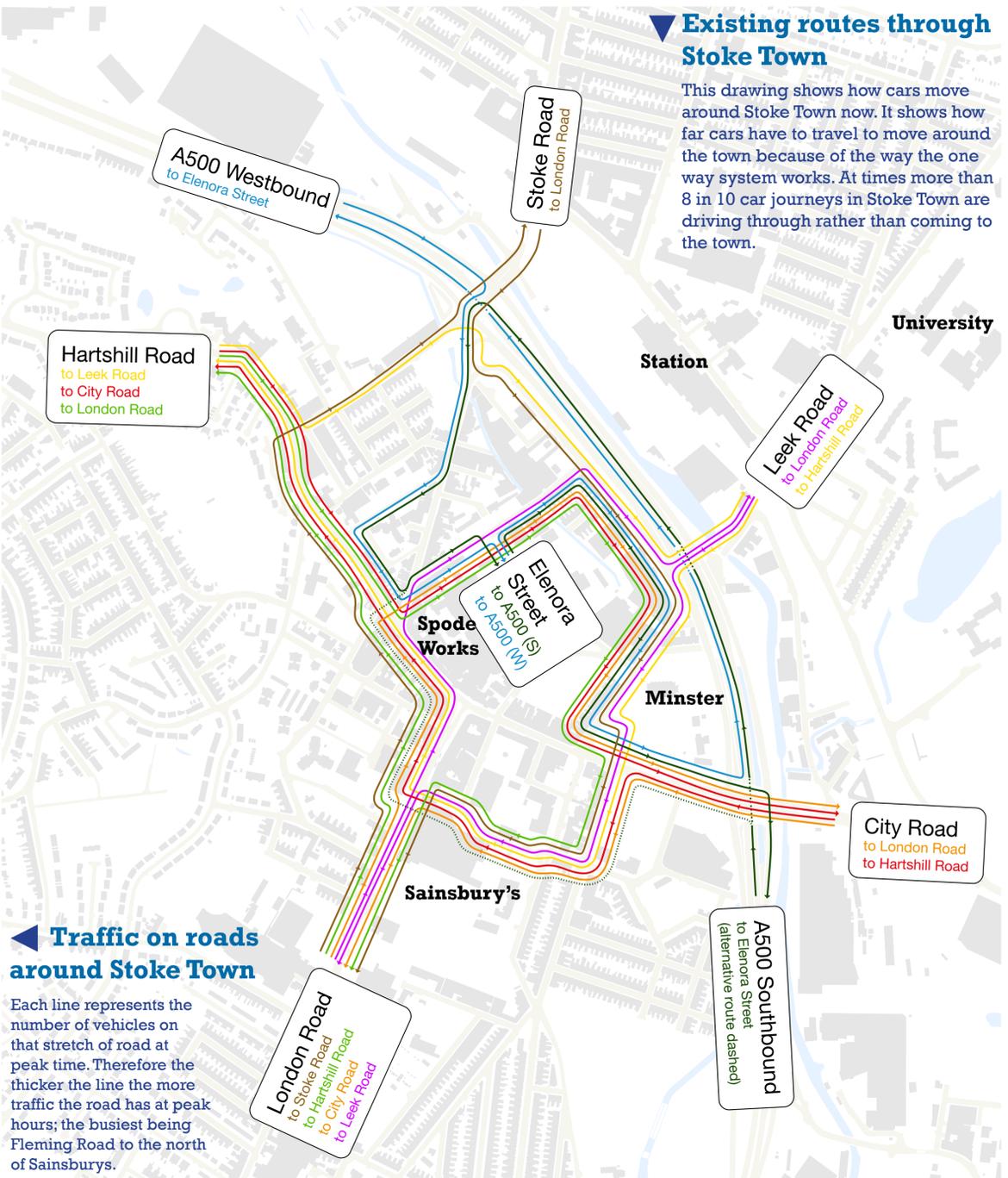
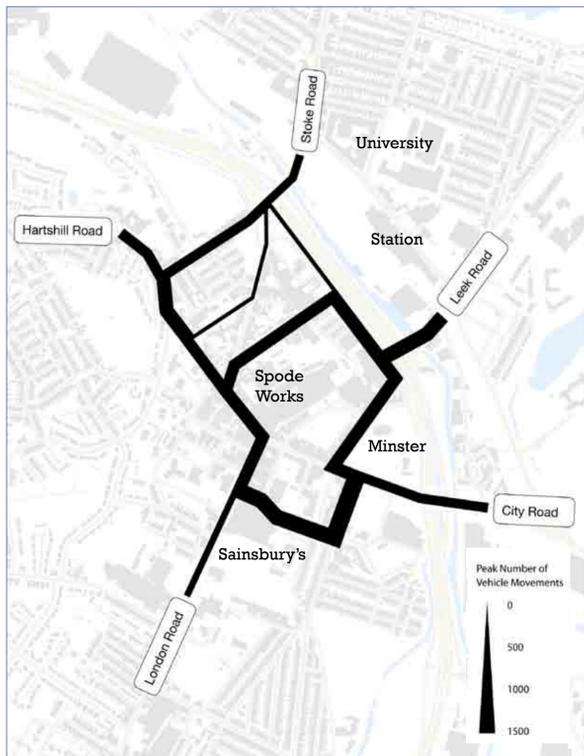
Bus lane on Church St. limits vehicle movement



City Rd. approaching Stoke Town is full of signs

Existing issues

- More than 8 in 10 journeys on the Stoke Town one-way system are through traffic rather than visiting the town.
- This traffic mainly flows to and from the A500 (the D road).
- The one-way ring road system does not help drivers find their way and creates a poor environment for pedestrians. Traffic tends to dominate the town centre.



Existing routes through Stoke Town

This drawing shows how cars move around Stoke Town now. It shows how far cars have to travel to move around the town because of the way the one-way system works. At times more than 8 in 10 car journeys in Stoke Town are driving through rather than coming to the town.

Traffic on roads around Stoke Town

Each line represents the number of vehicles on that stretch of road at peak time. Therefore the thicker the line the more traffic the road has at peak hours; the busiest being Fleming Road to the north of Sainsburys.

Proposed Highway Options

Highways Option 1 - Light touch

- Encourage through traffic to use the A500 rather than go through Stoke town centre.
- Clear signage, gateway features on the main routes into the town centre and speed reduction measures in the town centre.
- Low-speed, low-flow and access-only roads within the core town centre area, with priority given to pedestrians, cyclists and public transport.
- Improved car park signage – clearly identify car parks to drivers to driving in the town centre to find a parking space.

Highways Option 2 - Optimum, longer term approach

- Use redevelopment of the Spode site as an opportunity to improve Stoke Town road network
- Reduce the negative effects of the existing one-way system and increase access to the town centre.
- Safely reintroduce two-way general traffic on Church Street and Glebe Street.
- Improved pedestrian crossing facilities in the town centre at junctions and on other key desire lines to provide safe crossing opportunities.

Proposed new routes through Stoke Town

The major changes are the reopening of Church Street to two-way traffic as well as allowing traffic to come off the A500 earlier at Elenora St. These ideas reduce the journeys around Stoke Town.

