



New Mill, Marsden

LANDSCAPE STRATEGY & VISION

PWP-847-SB-2001 | Landscape Strategy & Vision

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Contents

Section 01 - Introduction

Introduction & The Site	4
Site Photos	5
Planning Approach & Policy	6

Section 02 - Vision & Masterplan

Vision & Design Principles	8
Landscape Strategy	9
Landscape Masterplan	10
Focus Areas:	11
Gateway Plaza	12-13
East Mill Car Park	14-15
Riverside Walk	16-18
Landscape Layers	19-20

01

Introduction



Introduction

This landscape strategy document has been prepared by PWP Design on behalf of Crowther Bruce and Company Limited, for a full application delivered as a phased approach for the regeneration of New Mill, a key regeneration project for the Village of Marsden. This will be delivered over 2 phases with the final area of the site delivered as a future phase under a separate application.

This document covers the over arching landscape strategy for the whole site. A landscape design statement by Planit includes the detail for the Phase 1 key gateway area, The Plaza. For additional detail this document is to be read in-conjunction with the Design and Access Statement by KPP Architects and the planning statement by Sheppard Planning, along with all other relevant planning documents and drawings.

Location

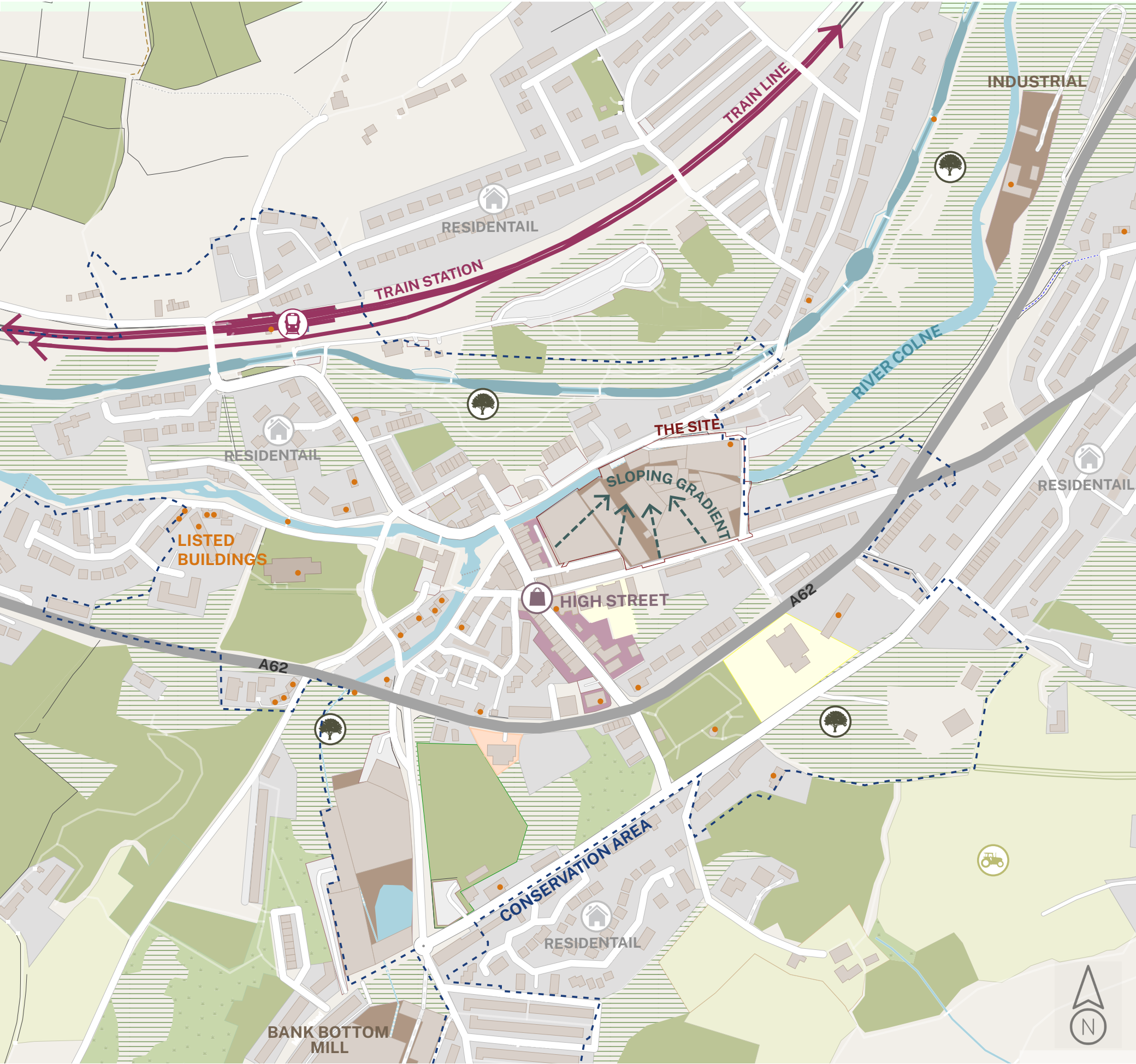
The proposed site is located in the centre of the village of Marsden, in the Colne Valley, in the Borough of Kirklees. The site fronts onto Brougham Road close to the village's high street. It sits within the historic core of the settlement and is defined by a mix of existing mill buildings, with the River Colne running through the site, currently culverted by existing mill buildings in places. It is within easy walking distance of local shops, services, public transport, and residential areas, making it a prominent and well-connected site within the village.

Proposed Application

This application proposes a phased redevelopment of the site, guided by a "heritage-led" approach, which includes:

- Demolition of modern, low-rise mill buildings on the eastern and western areas, as they have less heritage value and are unsuitable for modern use.
- Opening up the River Colne by removing buildings over the river, providing planning benefits through deculverting
- Retention of key heritage buildings:
 - The two-storey mill buildings facing Brougham Road, in good condition and suitable for occupancy, with some space available for lease.
 - The multi-storey mill buildings and associated towers in the center, which will be retained and converted
 - Demolition of part of the two-storey buildings along Brougham Road and part of the western mill to allow for better vehicular access.
- Conversion of retained buildings to include:
 - Light industrial units on the eastern side.
 - Residential space on the upper floors of the multi-storey mills.
 - Mixed-use spaces (retail, food, office, co-working, gym) on the ground and lower floors of the multi-storey buildings.
 - New buildings for light industrial units, additional parking, and a high-quality public space at the entrance to the site on Brougham Road.

Refer to 2016 RevA CONSTRUCTION PHASING PLAN by KPP for further detail on the phased strategy approach



Introduction & The Site

NEW MILLS MARSDEN



Site Context & History

The proposed site is a former steam-powered cotton-weaving mill, vacant since 2001 and now in a state of deterioration. Covering approximately 1.7 hectares, it has long been a notable part of Marsden's industrial heritage. The site includes a mix of multi-storey and lower-rise mill buildings, with the older structures retaining considerable architectural and historical value, while more recent additions have less heritage significance. The River Colne runs through the site, partly culverted, and historically provided power for the mill's operations.

The New Mills site consists of a collection of historic mill buildings in Marsden that form a key element of the village's built heritage and reflect its industrial past. Primarily developed in the 19th century, the buildings vary in height and form, including multi-storey mill blocks, towers, and lower-rise ancillary structures, together creating a distinctive industrial townscape.

The mills maintain a strong connection with the River Colne, which historically powered the site and continues to run through it, partly culverted by existing mill buildings. This relationship between the buildings and the watercourse is a defining aspect of the site. While some later additions of lower heritage value exist, the core mill buildings remain of significant architectural and historical importance.

The site is located in the Marsden Conservation Area. This designation helps to preserve the historic buildings and townscape in the village, to ensure that the architectural and cultural heritage is respected. In landscape terms the area is characterised by a strong Pennine setting, with traditional stone buildings tightly arranged along historic streets, framed by surrounding moorland, steep valley sides and open views to the wider landscape. The relationship between the built form and its natural setting is a key element of the conservation area's significance, and development within it is expected to respond sensitively to local scale, materials, rooflines and views in order to preserve or enhance its character and appearance.

The regeneration of the New Mills site provides an opportunity to restore a key focal point area of the village, acting as a catalyst for further regeneration in Marsden, delivering both employment opportunities and housing. A sensitive approach, incorporating the retention and restoration of key mill buildings, supported by a comprehensive landscape strategy that reflects and enhances the historic and heritage significance of the site and the surrounding conservation area, is essential to the scheme's success.

Proposals should seek to retain, reuse and celebrate the site's historic features and architectural merit, with key mill façades and buildings of heritage value forming the backbone and framework for development proposals. The landscape strategy must respond to the historic industrial character of the site, utilising materials, detailing and historic references to reinforce this intrinsic relationship. The opportunity to integrate interpretation within the public realm to communicate and recall the mill's history, will further strengthen its connection to the wider Marsden Conservation Area.

Planning Background

The proposed application is a full submission seeking permission for a mix of uses, with a focus on employment generation and new housing provision. The site has undergone an extensive pre-application process, which has informed the approach and shaped the proposals presented in this application. Delivery will be undertaken through a phased programme.

The first phase of works included within the full application will make use of existing Government levelling up funding to support regeneration and create employment on the site. This phase will deliver the demolition and site preparation, works to the existing boundary treatments and Phase 1 buildings and associated works. The second phase aims to refurbish the ground floor of the West Mill and deliver the associated external landscape that will service the West Mill. All works outside of Phases 1 & 2 are to be delivered as a later phase under a separate application, including the refurbishment of the East Mill and the new car park, together with associated landscape enhancements, public realm improvements, and a riverside walkway. See page 20 for detail.

Planning & Policy

The New Mills site in Marsden is informed by a range of national, local, and emerging planning policy. The site is allocated as a mixed-use development site (MXS11) The scheme seeks to align with the strategic vision for Marsden, responding positively to the adopted planning framework. This includes:

- The delivery of new housing within sustainable locations (LP11)
- Protection and enhancement of heritage assets and their setting (LP7)
- The creation of safe, attractive and accessible public spaces (CF4)
- The integration of green infrastructure within development proposals (EQ8)

Landscape Response

- Landscape strategy creates an holistic residential and mixed-use regeneration scheme
- The introduced public realm reinforces local character and responds to the historic mill character.
- Clear, legible pedestrian routes and overlooked spaces improve safety and accessibility.
- Tree planting, ornamental planting, and riverside enhancements form an integrated green infrastructure network.

Marsden Blueprint

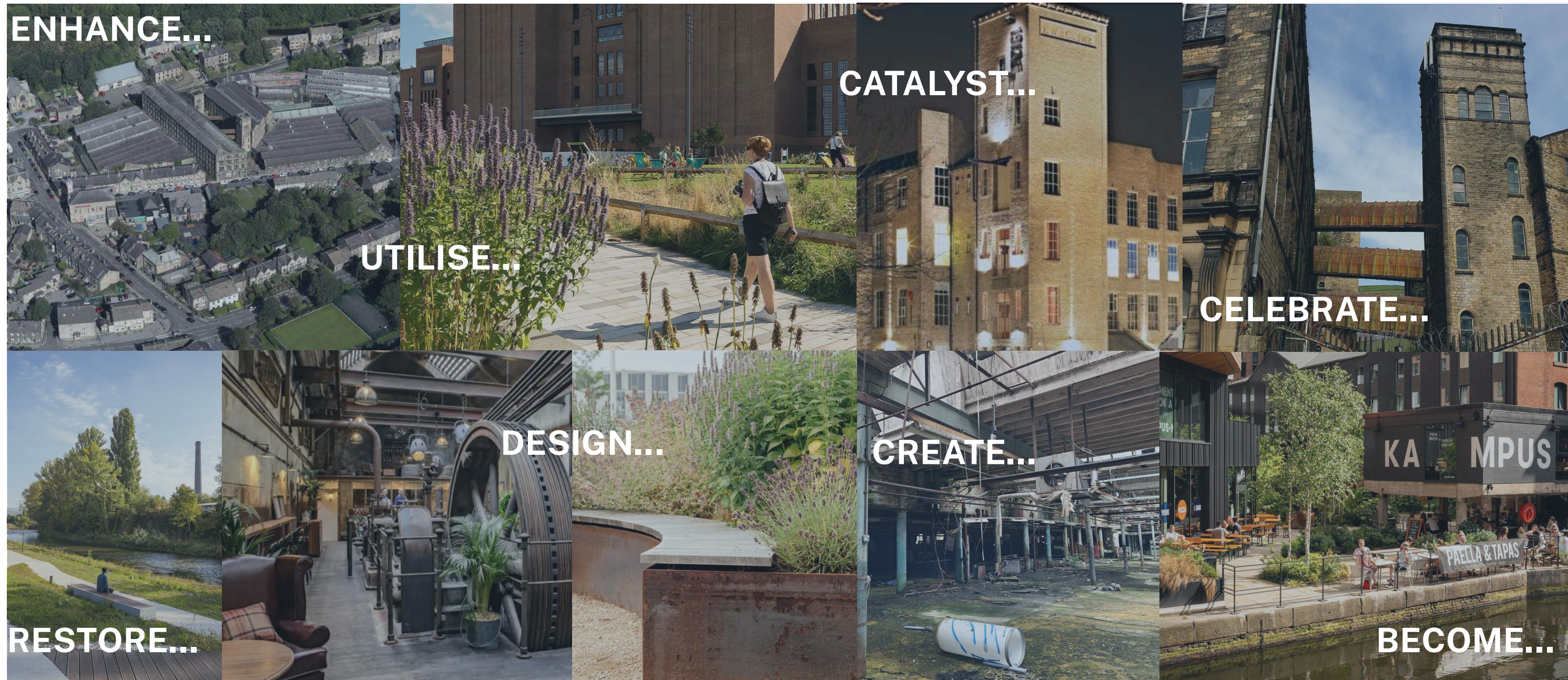
The redevelopment of New Mills is deemed to be an integral catalyst for wider village improvements in Marsden. The retention and refurbishment of the key mill buildings, delivering employment opportunities, and enhancing public spaces including riverside access, the proposals directly support the Blueprint's vision for a vibrant, accessible, and historically sensitive village centre. The phased delivery of the New Mills scheme will complement wider initiatives set out in the Blueprint, ensuring that the redevelopment fulfils its purpose and vision as a catalyst for broader economic, social, and environmental improvements across Marsden.





02.

Vision & Masterplan



Design Principles

ENHANCE Strengthen the site's historic connectivity with the River Colne and wider green-blue infrastructure network by opening up the watercourse and celebrating the intrinsic link that the site has with the watercourse.

UTILISE Retain and adapt existing heritage buildings, incorporating reclaimed materials and historic features within the landscape to reinforce and celebrate the site's history and heritage.

CELEBRATE Honour the Mill's industrial past by retaining its character and expressing it through the landscape; using robust materials, design features, and planting that reflect the site's heritage.

REFLECT Take inspiration from the surrounding conservation area and wide landscape setting by using native species, textured planting, and natural colours that root the design in its existing landscape character.

DESIGN Spaces that are inclusive, adaptable, and sustainable, balancing functionality with intrinsic heritage value. The design encourages year-round use, promotes well-being, movement and connectivity in the wider setting of Marsden.

CREATE A vibrant, flexible and well connected public realm that brings people together. Through holistic design, historic integration, and careful material selection, the landscape brings the redevelopment of the Mill together, providing a lasting legacy for New Mills.

Vision & Design Principles

NEW MILLS MARSDEN

Landscape Character

A series of Landscape Character Areas have been defined through the design process, which inform the emerging Landscape Strategy and Masterplan.

1-The Gateway Plaza opens up onto Brougham Road, creating a welcoming public facing entrance New Mill. It retains elements from the removed building frontage as a focal point and positively utilises the level change down into the site, providing an attractive landscape for residents and visitors to enjoy.

2-West Mill Car Park is inspired by the strong geometry of the architecture and industrial heritage of the site. The layout and materiality of the car park allows for flexibility, with opportunity for occasional use for events/activity. In addition, a key cycle/footpath link is provided through this character area linking from Derby Terrace along a landscaped route into the core of the site.

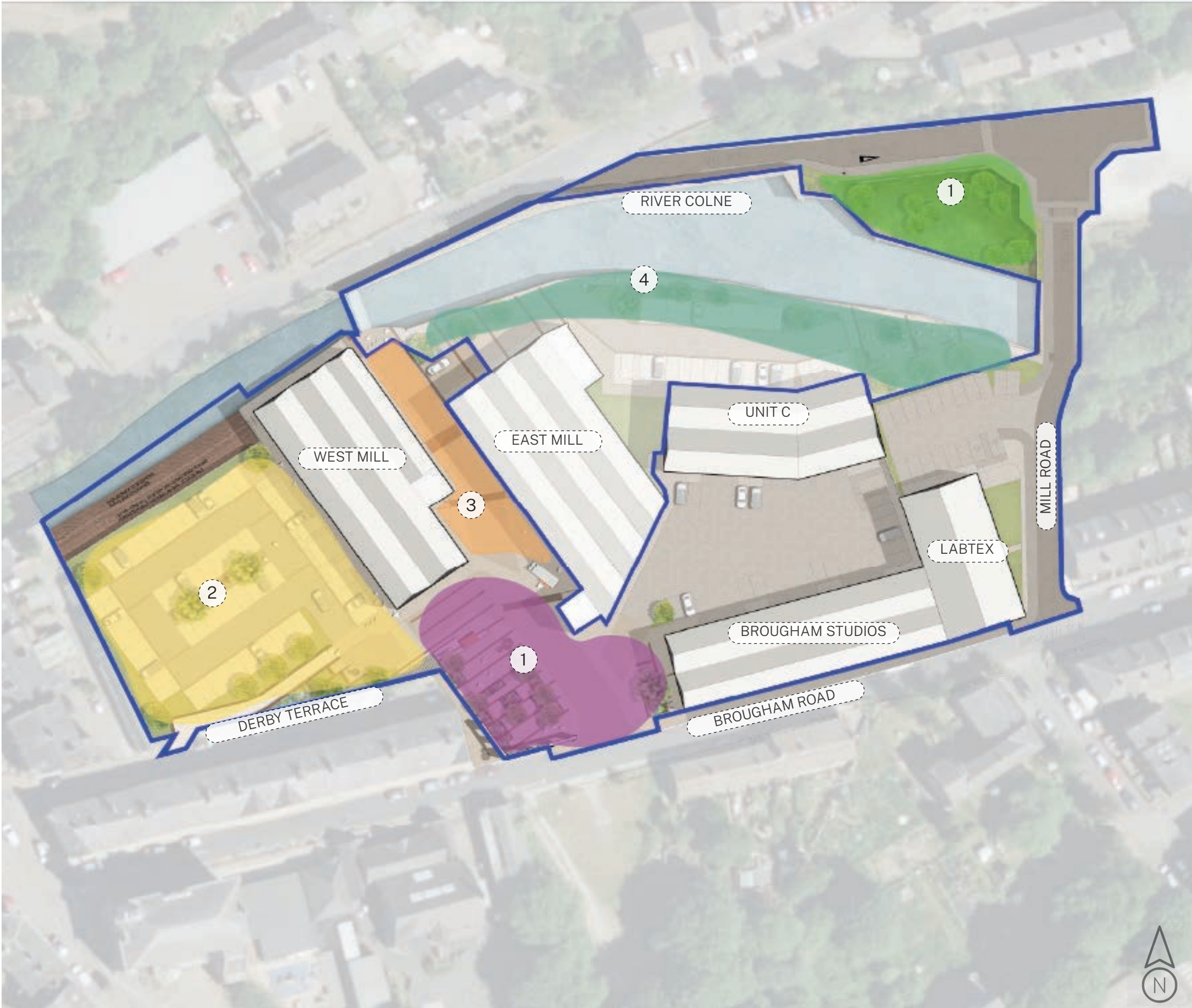
3-The Central Core is the main movement corridor through the site, with a continuation of character of The Gateway Plaza to encourage exploration and aid navigation.

4 -Riverside Walk (delivered as a later phase of works) provides a continuous route along the riverside for residents and visitors. The public realm will embrace the industrial heritage of the site, incorporating features and interpretation and soften the environment with planting and trees. A small pocket park is created at the eastern end to provide a focal point.

5-The Natural Green Space will deliver a bold, biodiverse planting scheme in this prominent location of the site that is overlooked by the Riverside Walk.

Key:

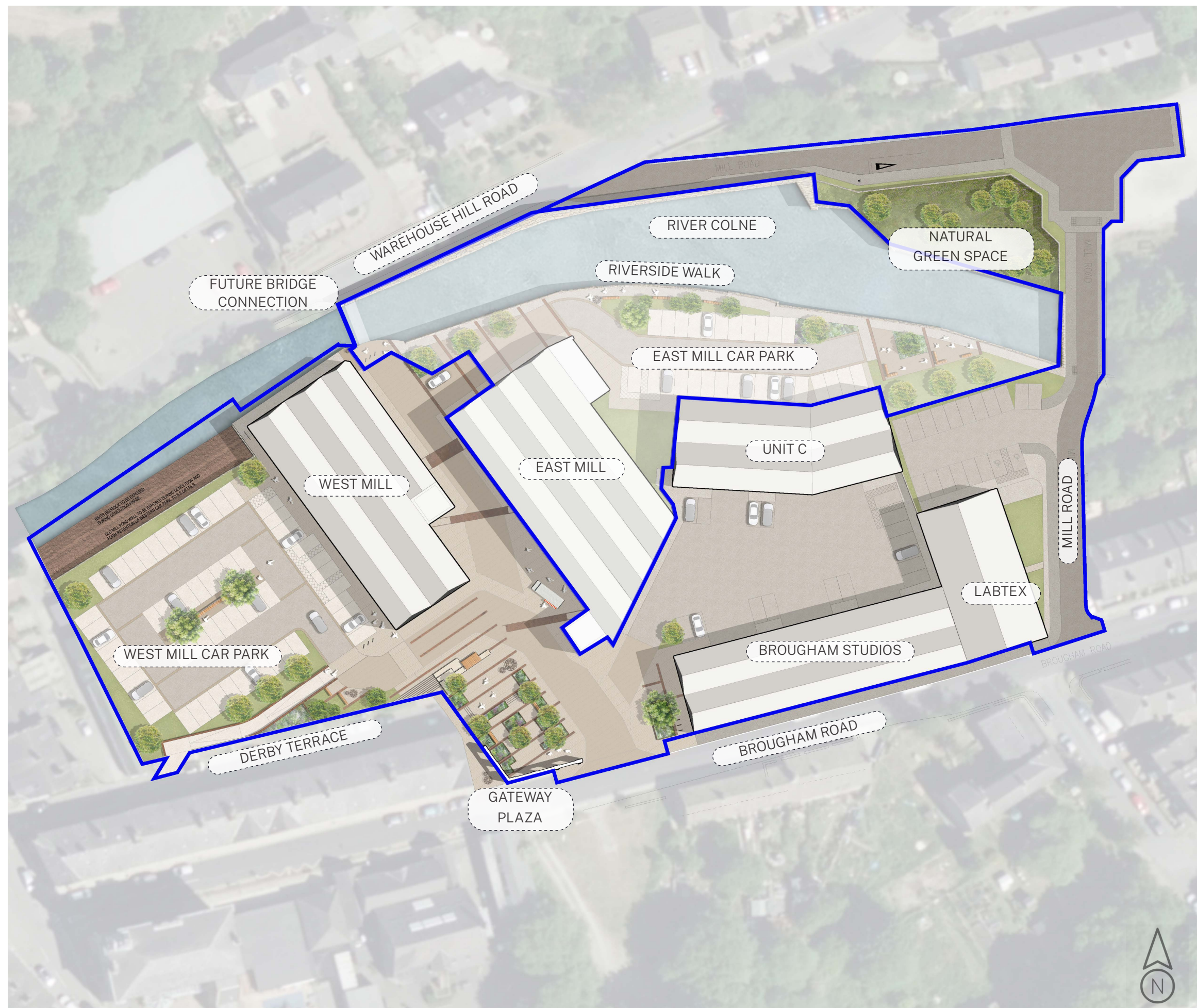
- 1- Gateway Plaza
- 2-West Mill Car Park
- 3-Central Core
- 4-Riverside Walk
- 5-Natural Green Space



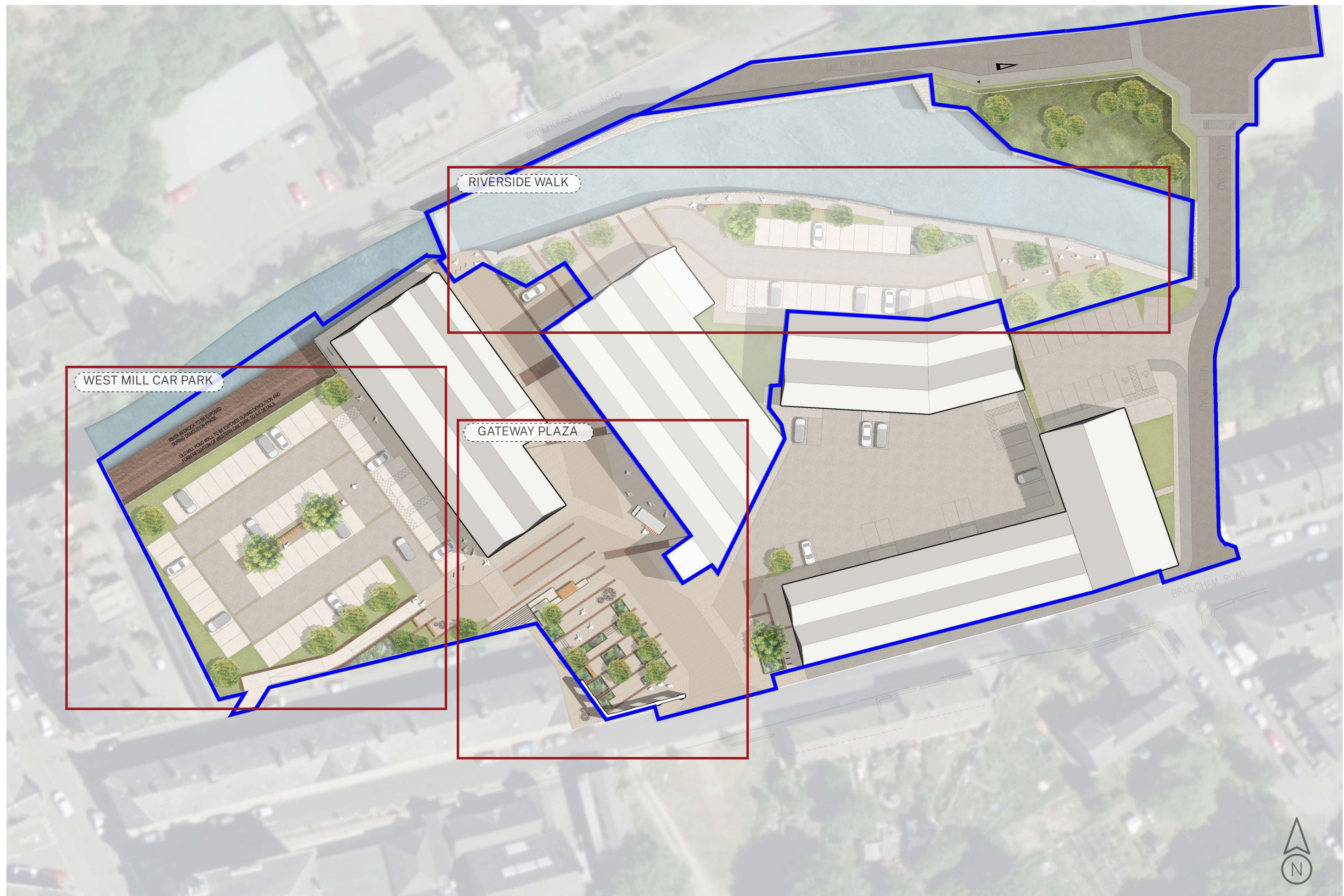
Emerging Design Principles

The proposed landscape strategy forms the basis of for overarching proposals to redevelop New Mills. The heritage-led proposals seek to deliver the following key design principles:

- Celebrate and reinterpret the site's intrinsic connection to its industrial heritage.
- Blend the old with the new to create a unique destination with a strong sense of place.
- Introduce new landscape treatments that respond sensitively to the existing character, while shaping a distinctive and dynamic new identity.
- Introduce green infrastructure into the site with swathes of planting and trees to soften the built form and enhance biodiversity.
- Creating a legible and permeable pedestrian focussed landscape, with a hierarchy of routes and spaces.
- Re-purpose heritage and industrial materials to create high quality hard landscape details and features.
- Introduce large features such as terraced level changes, blocks of planting, sculptural focal points, and industrial street furniture to reflect the scale of the site.
- Create flexible spaces to allow adaptable usage for car parking, events and day to day activities.
- Define the edge of active frontages to allow spill out areas and definition of use.
- Utilise a sensitive and sustainable material palette materials to reference the site historic past.
- Reconnect the site to the River Colne, elevating the relationship from one of function to a defining place-making asset.
- Develop a legible and cohesive movement network that enhances connectivity while celebrating the newly created openness and permeability of the site.
- The materiality is to reflect the sites heritage utilising a palette of natural stone. The phase 1 palette is to be extended through to future phases to create a holistic and seamless landscape setting.

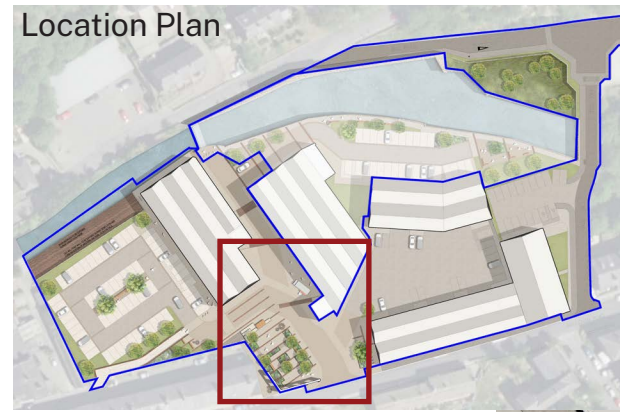


Masterplan NEW MILLS MARSDEN



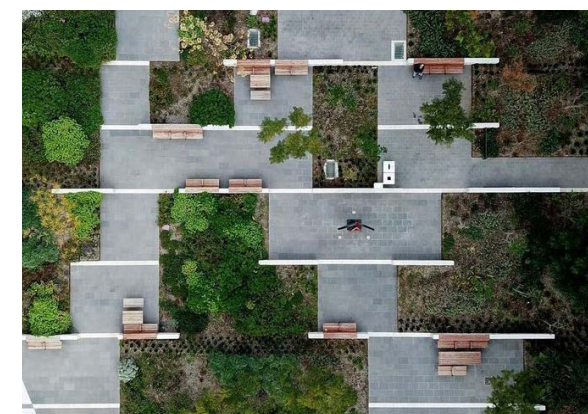
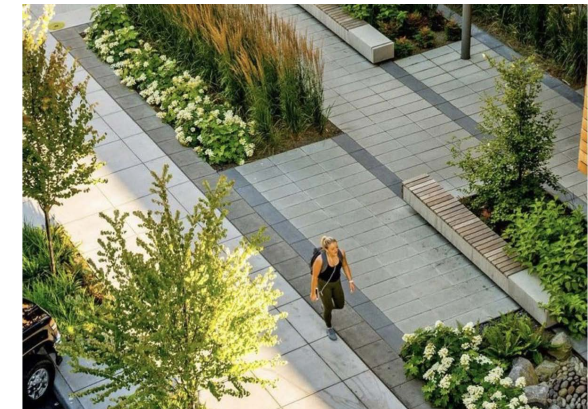
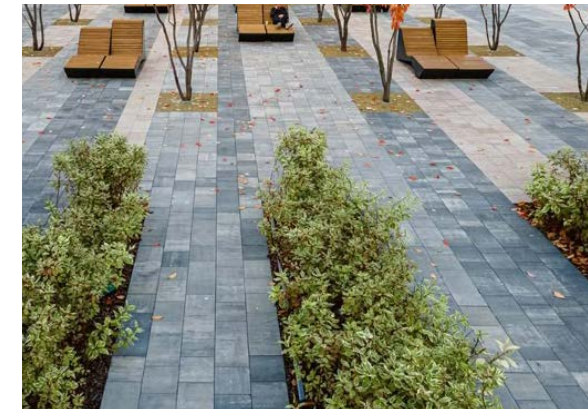
Focus Areas
NEW MILLS MARSDEN

Location Plan



Note:

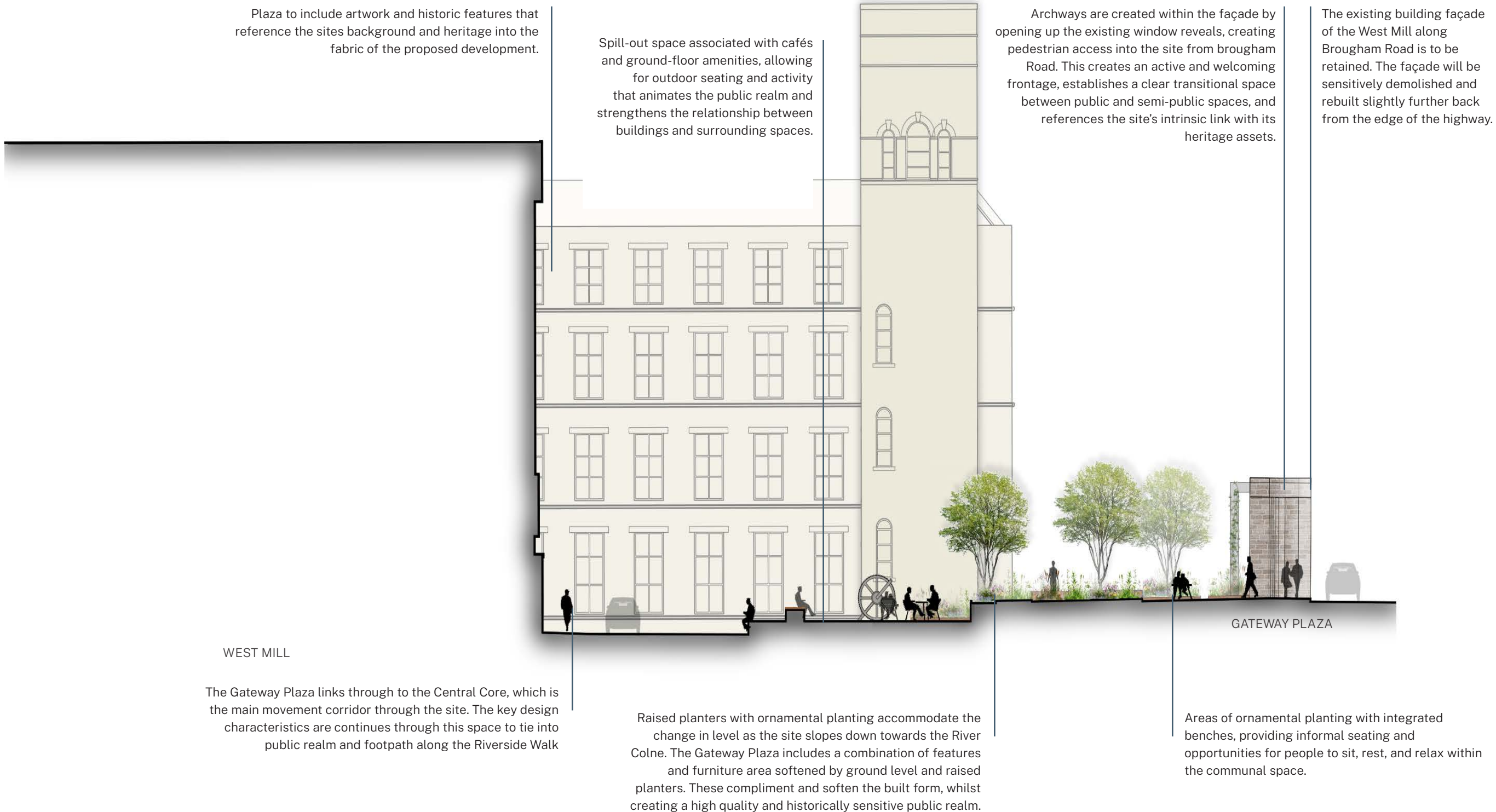
The detailed design of the Gateway Plaza has been developed by Planit for the Phase 1 Full Application. For further detail please refer to The Phase 1 Landscape Design Statement and the supporting planing drawings.



Phase 1-Gateway Plaza

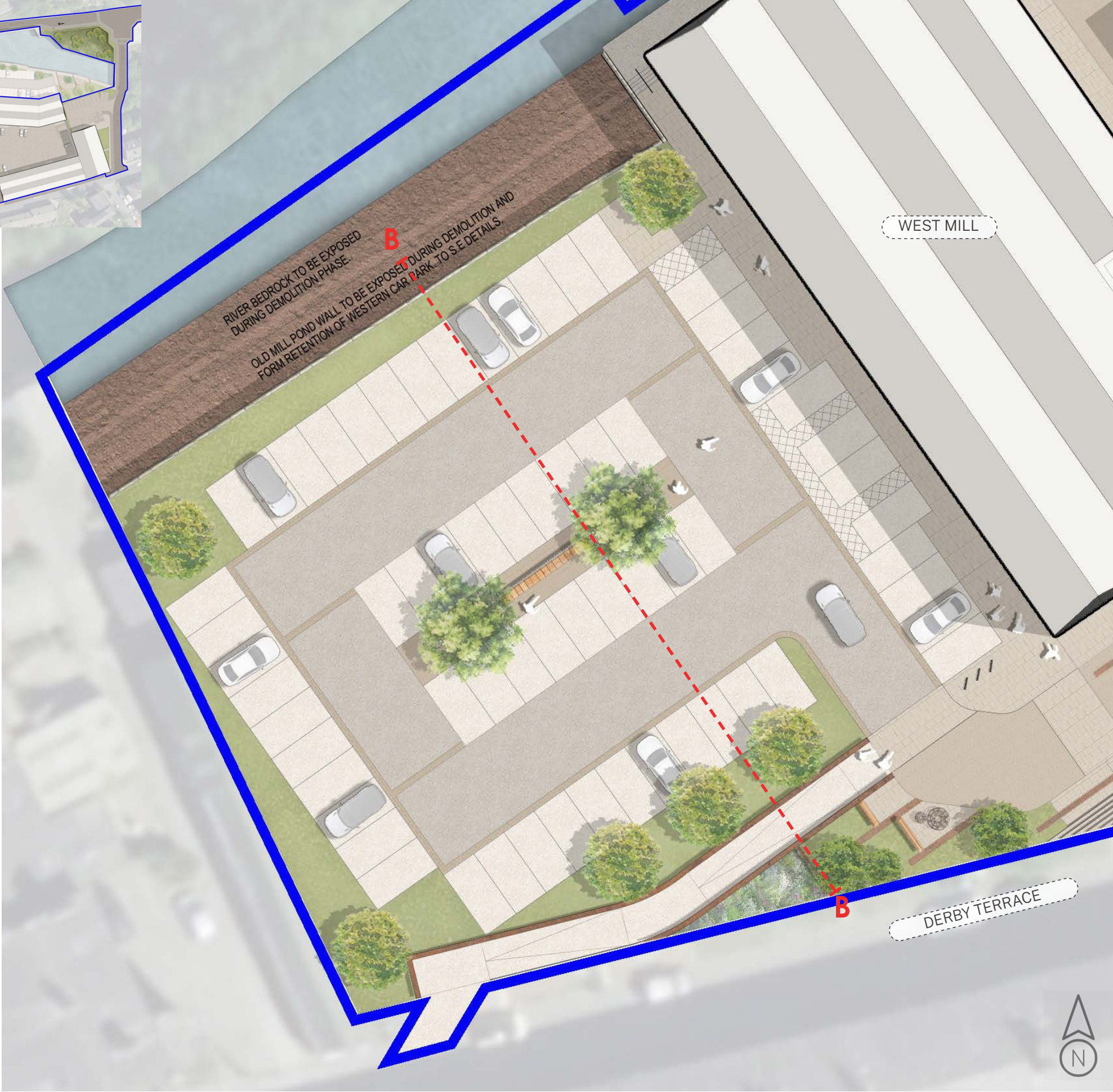
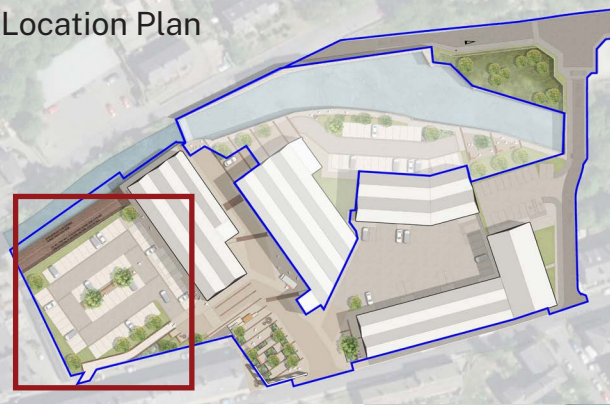
NEW MILLS MARSDEN

Section A



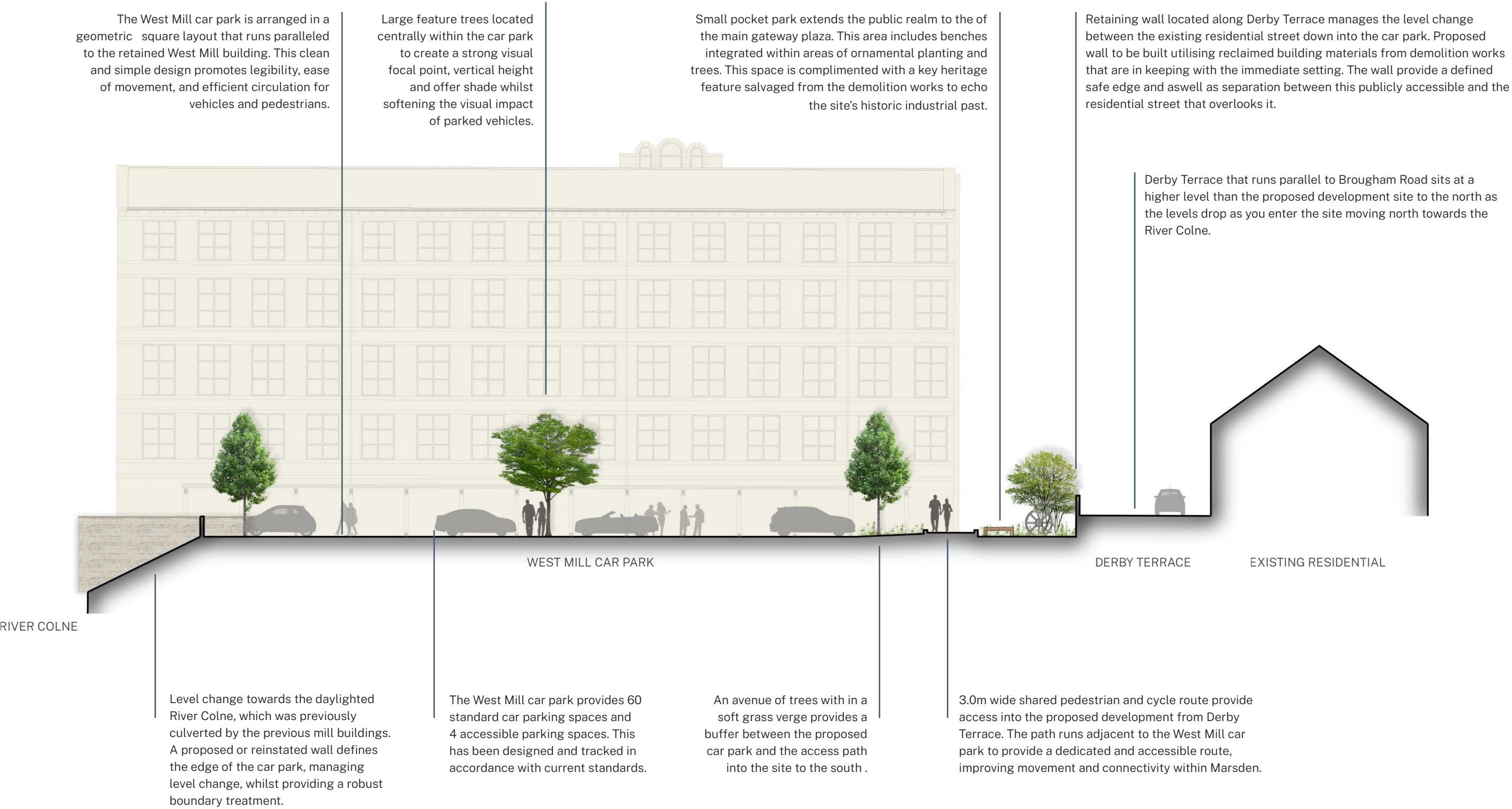
Phase 1-Gateway Plaza
NEW MILLS MARSDEN

Location Plan



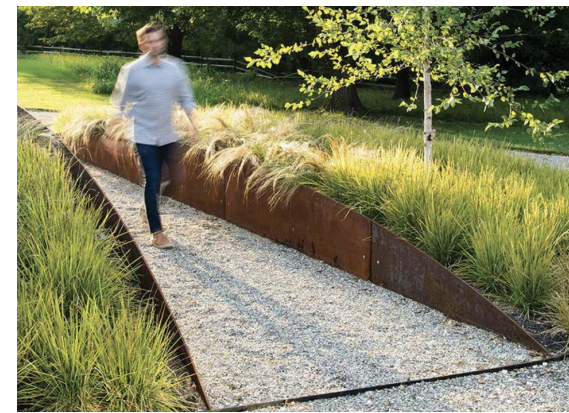
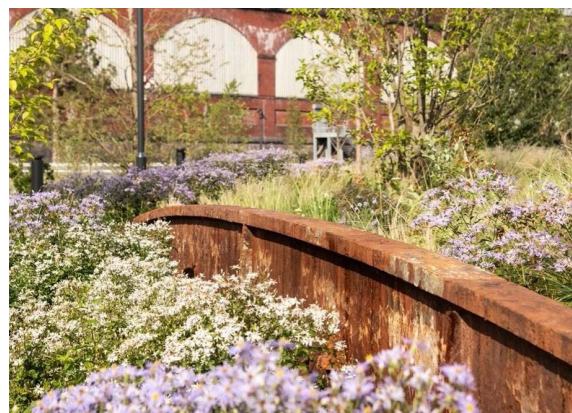
Phase 2-West Mill Car Park
NEW MILLS MARSDEN

Section B



Phase 2-West Mill Car Park
NEW MILLS MARSDEN

Location Plan



Later Phase-Riverside Walk
NEW MILLS MARSDEN

Section C

Raised planters with mixed ornamental planting along with trees provide green structure and seasonal interest, softening the hard landscape setting and the public realm. Features and furniture and complement the industrial heritage character of the surrounding buildings.

The Riverside Walk incorporates various pockets of open space to bring this new public realm and movement corridor to life. Opportunity to include features such as benches, ornamental planting, trees, lighting, reclaimed industrial items and an interpretation/historic trail.

Architectural references are incorporated in the external public realm design via hard landscape materials, paving layout and the inclusion of integrated reclaimed/retained heritage features.

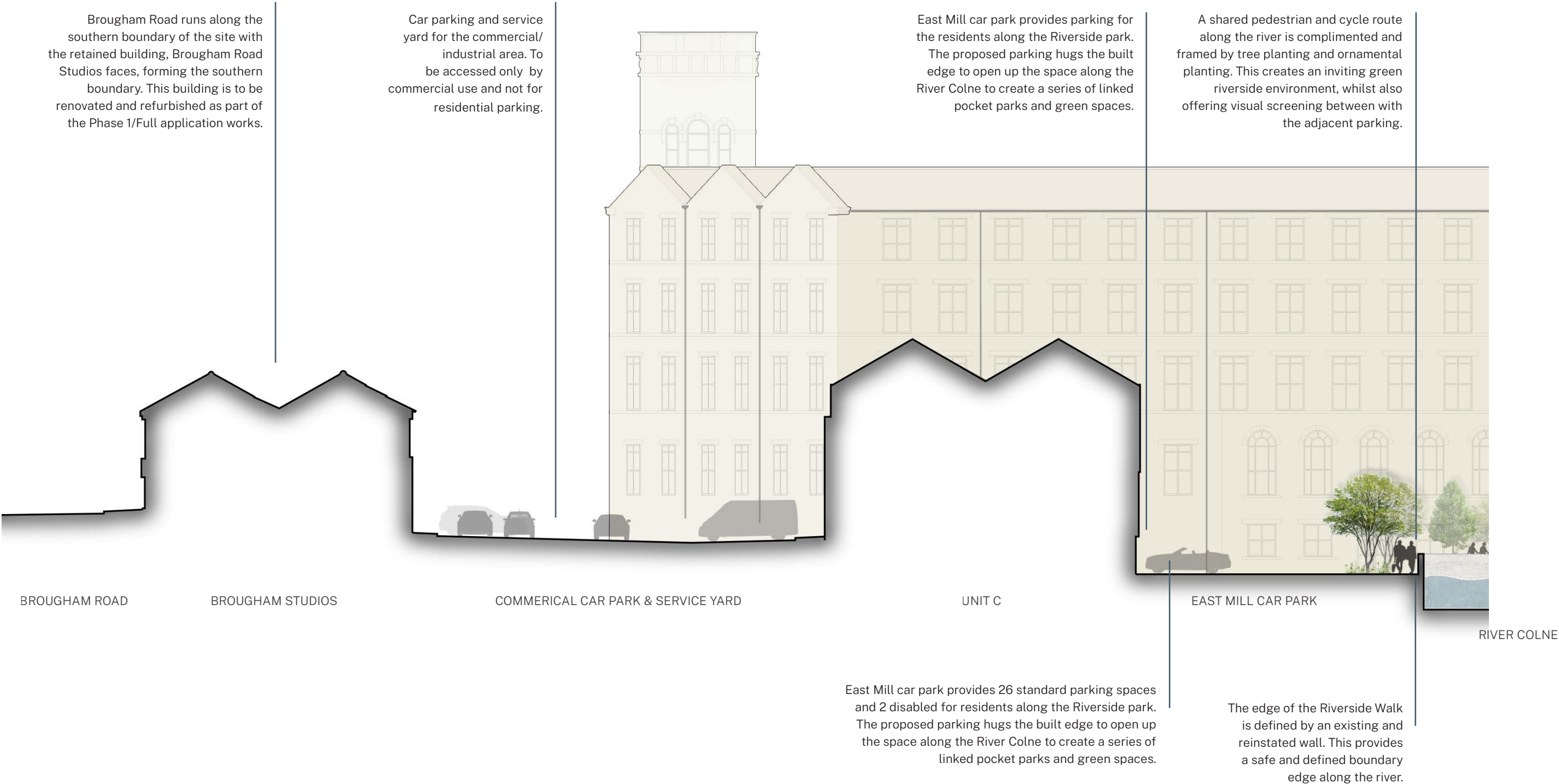


Seating opportunities are located along the Riverside Walk within the public realm. They provide resting places and the opportunity to pause and appreciate and engage with the heritage setting, the river corridor and the new green natural space opened up on the opposite side of the River Colne.

Vehicular access road that provides access into the East Mill car park is defined by trees and mixed ornamental planting. This creates a strong sense of arrival and reinforcing the hierarchy between vehicular routes and pedestrian spaces.

Later Phase - Riverside Walk
NEW MILLS MARSDEN

Section D



Phase 1 & Later Phase - Riverside Walk
NEW MILLS MARSDEN

A number of key factors have fed into the development of the Landscape Masterplan.

The following diagrams illustrate high level principles for:

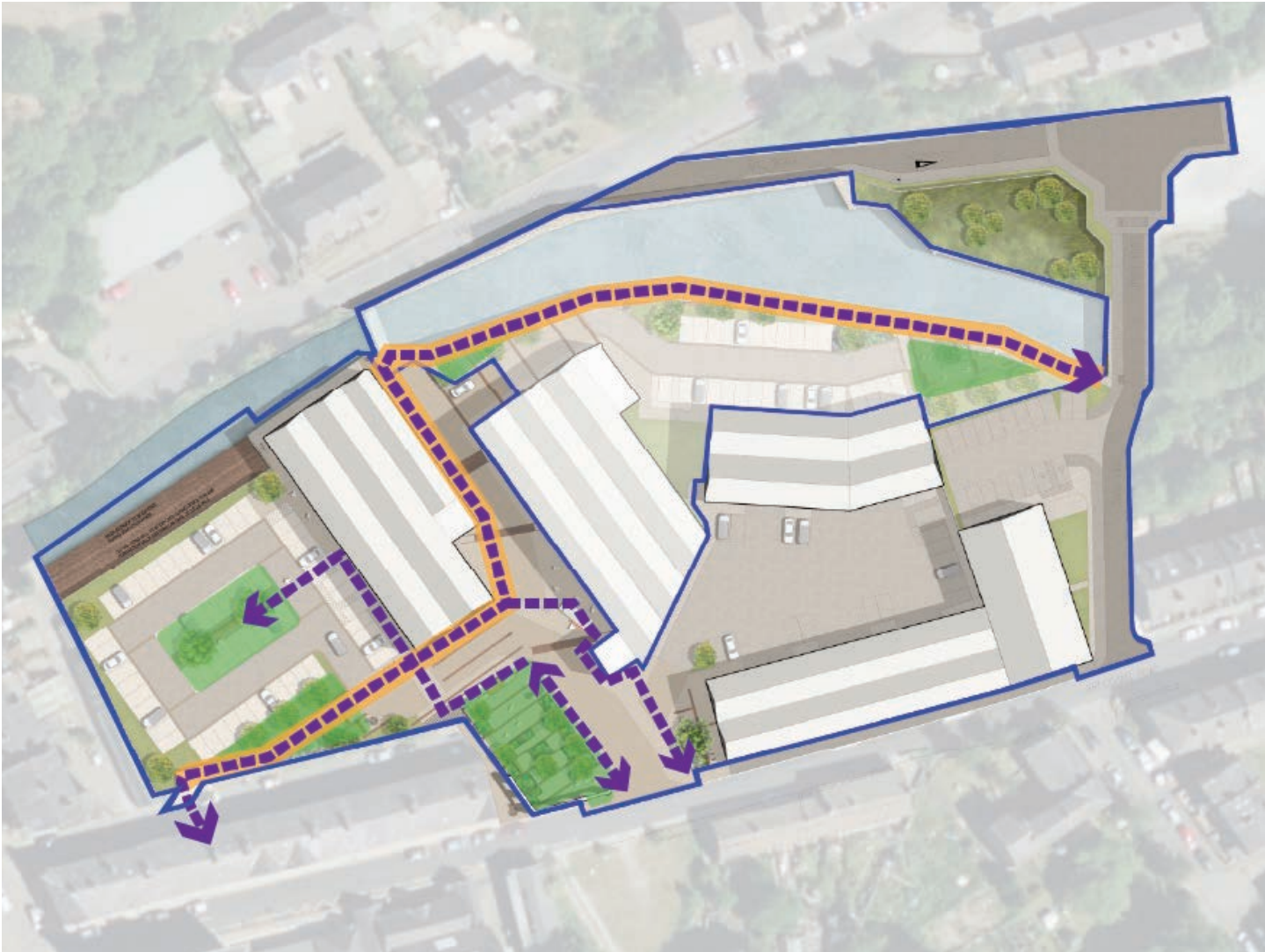
- The definition of public and private focused space, which takes into consideration the various uses proposed within the development.
- Key pedestrian and cycle routes and the creation of a network of spaces/focal points (within the context of the general approach to create a pedestrian focused development).
- The broad phasing strategy for the development (refer to the further detail within the planning application on phasing plans).

Public & Private Spaces



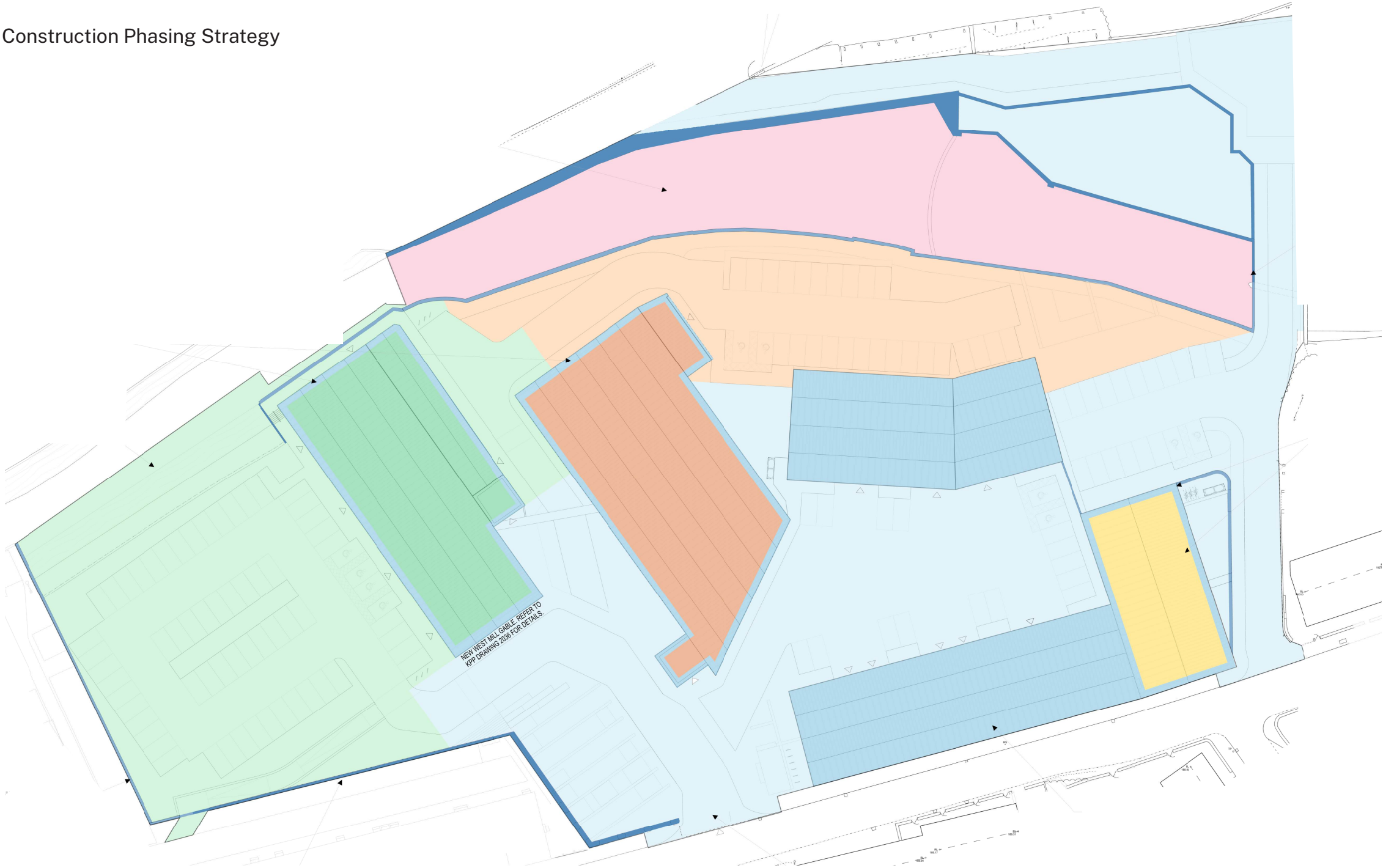
- Key:
- Public Spaces
 - Private Spaces

Pedestrian Connectivity



- Key:
- Public Spaces
 - Key Pedestrian Connections
 - Cycle Routes

Construction Phasing Strategy



Key:

- PHASE 0 - DEMOLITION & SITE PREPARATION**
WHOLE SITE IS SUBJECT TO DEMOLITION / SITE PREPARATION + LATER PHASE WORKS. RED HATCH DENOTES RIVER OPENING WORKS TO BE UNDERTAKEN & COMPLETED DURING THIS PHASE ONLY.
- PHASE 1 - BOUNDARY TREATMENTS**
DENOTES EXISTING WALLS TO BE PARTIALLY RETAINED DURING DEMOLITION PHASE AND REMAIN AS BOUNDARY WALLS. ALSO DENOTES NEW RAILINGS IN SEVERAL LOCATIONS. THESE WORKS ARE TO COMMENCE DURING PHASE 0 AND RUN INTO PHASE 1. REFER TO KPP DRAWINGS 2039-2045 FOR DETAILS.
- PHASE 1 - BUILDINGS**
EAST AND WEST MILLS TO BE MADE SAFE AND WATERTIGHT DURING THIS PHASE, AS WELL AS MAKING GOOD OF BUILDING A POST DEMOLITION. BUILDINGS B AND C TO BE FULLY COMPLETED DURING THIS PHASE. FULL PLANNING PERMISSION SOUGHT FOR THESE ELEMENTS.
- PHASE 1 - ASSOCIATED WORKS**
DENOTES PHASE 1 ASSOCIATED WORKS INCLUDING PROPOSED HIGHWAY IMPROVEMENTS, NEW ACCESS FROM BROUGHAM ROAD, NEW SHARED YARD FOR BUILDINGS B & C, NEW CAR PARK TO REAR OF BUILDING A AND NEW FEATURE HARD LANDSCAPING TO SITE ACCESS.
- PHASE 2 - WEST MILL GROUND FLOOR REFURBISHMENT**
INTERNAL REFURBISHMENT AND FITOUT OF THE WEST MILL GROUND FLOOR. REMAINING WORKS TO ENVELOPE AND UPPER FLOORS OF MILL TO BE COMPLETED AT A LATER PHASE. REFER TO KPP DRAWINGS 2033 & 2035 FOR INDICATIVE DRAWINGS.
- PHASE 2 - WEST MILL ASSOCIATED WORKS**
DENOTES ALL ASSOCIATED WORKS TO BE COMPLETED AS PART OF WEST MILL PHASE 2, INCLUDING WEST MILL CAR PARK, SERVING THE WEST MILL RESIDENTIAL AND RETAIL UNITS + WEST MILL CAFE UNIT.
- LATER PHASE - WEST MILL UPPER FLOORS + REMAINING ELEVATIONS**
INTERNAL REFURBISHMENT AND FITOUT OF THE WEST MILL UPPER FLOORS AND REMAINING ELEVATIONAL TREATMENTS NOT COMPLETED DURING 'PHASE 2'. REFER TO KPP DRAWINGS 2033 & 2035 FOR INDICATIVE DRAWINGS.
- LATER PHASE - EAST MILL BUILDING REFURBISHMENT**
INTERNAL REFURBISHMENT AND FITOUT OF THE EAST MILL. REMAINING WORKS TO ENVELOPE OF MILL TO BE COMPLETED DURING THIS PHASE ALSO. REFER TO KPP DRAWINGS 2032 & 2034 FOR INDICATIVE PLANS. OUTLINE PLANNING PERMISSION SOUGHT AS PART OF THIS APPLICATION.
- LATER PHASE - EAST MILL ASSOCIATED WORKS**
DENOTES ALL ASSOCIATED WORKS TO BE COMPLETED AS PART OF EAST MILL PHASE OF THE WORKS INCLUDING RIVERSIDE CAR PARK, SERVING THE EAST MILL RESIDENTIAL UNITS, ALL TO BE COMPLETED AT THE SAME PHASE.
- LATER PHASE - ACCESS SPINE ROAD + FEATURE LINK RESTORATION**
DENOTES ALL ASSOCIATED WORKS TO BE COMPLETED AS PART OF A LATER PHASE OF THE WORKS, SERVING EITHER THE WEST MILL RESIDENTIAL AND RETAIL UNITS OR EAST MILL RESIDENTIAL, WHICHEVER IS UNDERTAKEN FIRST.
- LATER PHASE - BUILDING A REFURBISHMENT**
ENVELOPE WORKS, INTERNAL REFURBISHMENT OF AND ASSOCIATED WORKS TO BUILDING A TO BE COMPLETED ONCE CURRENT TENANTS VACATE. TO REMAIN AS EXISTING UNTIL THAT TIME.

Diagram produced by KPP
Architects, please refer to 2016
RevA CONSTRUCTION PHASING
PLAN for further detail.

