

Consultation Response from KC Landscape
2026/90232 - New Mills, Brougham Road, Marsden, Huddersfield, HD7 6AZ
Redevelopment of mill complex of 11,584sqm for mixed use development, including building demolition, site clearance, site remediation works, the removal of buildings and floor slabs to open up the River Colne, repairs to retained buildings, conversion of lower ground floor of western mill to Class E (food and non-food retail, restaurant and cafe), new buildings providing light industrial / R&D uses (limited to Use Classes Eg(ii)(iii)), the alteration and repair of an office building (Use Class Eg(i)), the creation of a new public square and associated hard and soft landscaping, circulation and servicing space, car parking and ancillary structures
Date Responded: 01/06/2026
Responding Officer: KC Landscape
Responding Ref: QQ25

The scheme delivers clear strategic benefits, particularly through opening up the River Colne and creating a connected public realm network. However, we have concerns that it misses key opportunities to embed authentic industrial character and maximise the ecological and landscape potential of the river corridor.

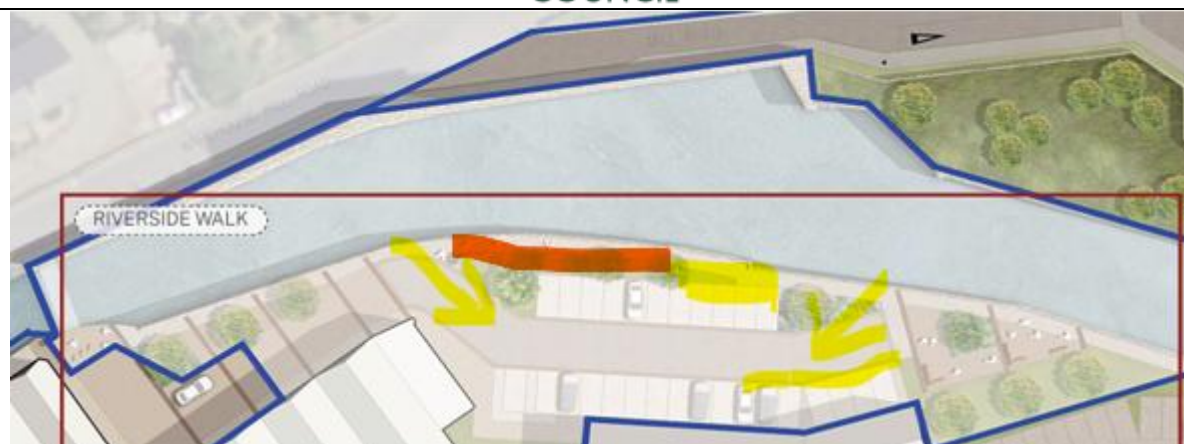
The retention of the wages office façade is welcome, however does this tie in sufficiently with the character of the public realm behind or is it tokenistic? This building is such a key feature on Brougham Road, the use of its façade as a key feature abutting or as an entrance to the public realm beyond needs to be authentic and have spatial integrity.

Given the entrance area 1 being of a very similar design and materiality to the Peace Garden in Manchester City Centre, the proposed design of the public realm scheme risks being generic in design.

We welcome the improved permeability and connectivity through the site, however, with this comes a clearer visibility of the vehicular areas. Marsden is very tight for parking, so we don't anticipate this being an empty car park very often. The relationship between the car park and landscaped public realm areas should be considered carefully as the car parking remains dominant in places and from certain views looking into the site (from the north and Warehouse Hill, this is screened by mill walls). Even where screened, they reduce quality of the public realm and weaken the riverside experience due to their visibility.



Section C doesn't seem to reflect the car parking which will be relatively close by to the riverside walk and viewed from the path, particularly where the wall is.



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 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.

The proposed landscape design and planting strategy establishes a clear spatial framework and integrates tree and ornamental planting throughout the site, which is welcomed, given the urban nature of the scheme. However, it still currently presents as predominantly urban, ornamental and concept-led, with insufficient detail to demonstrate a robust, site-specific or ecologically functional landscape.

We welcome the provision of seating, spill-out space and flexible areas for events and that the scheme supports mixed-use regeneration, so the detailed design needs to be bespoke for New Mills at Marsden and less generic or placeless. That being said, we welcome the stated intention to reflect industrial heritage in materials and detailing but we need to ensure there are no missed opportunities for a robust, raw industrial landscape character to be reflected in the specification of materials and site furniture. It should be noted, however, that these need to be fit for purpose and for the public realm (such as compliant litter bins which can be emptied).

Whilst we understand why there is a prevalence of this specific design, it extends across key areas, including the Gateway Plaza and Riverside Walk, where planting is largely limited to

raised planters, structured tree planting and mixed ornamental beds. Whilst we recognise that this goes some way towards softening the built form and define space, and we welcome that, it can be seen as very generic and missing some of the more poignant industrial character of New Mills, its central Marsden location and its riverside setting.

The use of terraces and level changes adds structure and interest but there could be potential disconnection between the river corridor and the wider site.

Regarding the public and private spaces, it unclear why this area of car parking is highlighted as green pedestrian connectivity when it is mostly parking bays.



At this early stage in the process it is understandable that there is a lack of technical detail in respect of species selection, planting composition, soil volumes, and long-term ecological function, but it would help if there were more proposals pointing towards a resilient green-blue infrastructure network. Hopefully, the proposed landscape detail will be forthcoming which ensures a distinctive, and more landscape-led (and ecologically robust) design outcome.

Whilst there is a comprehensive long-term vision for site regeneration, key landscape elements (river corridor) are proposed to be delivered in later phases so there could be a risk of a fragmented or incomplete landscape framework in the early stages, or even years passing without the later public realm stages ever being realised.