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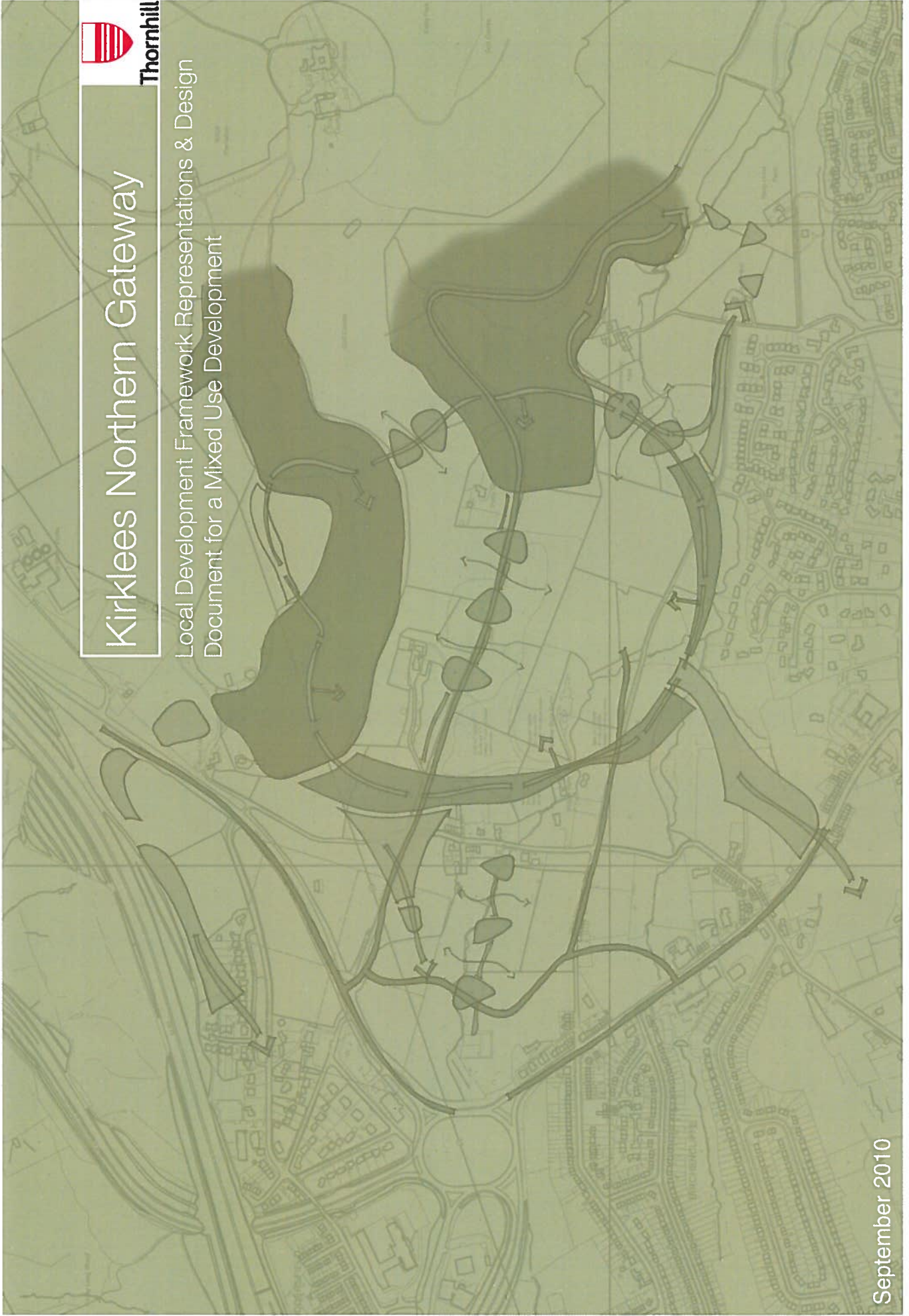
Contract 3016 SFC 592

# Kirklees Northern Gateway



Thornhill

Local Development Framework Representations & Design  
Document for a Mixed Use Development



September 2010



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# 01

## introduction

- 1.01 report objective & contents
- 1.02 outline of proposal
- 1.03 site details
- 1.04 site ownership
- 1.05 wider benefits to Kirklees

This section sets out details of the report and development proposal to establish its broad aims and objectives.



## 1.01 report objective & contents

### Local development framework representation

This Report provides information to support the inclusion of land at Ainley Top as a strategic allocation for mixed use development, as part of the Kirklees Local Development Framework process.

A small area of the proposal is within the boundary of Calderdale Metropolitan Council. Discussions have been held with Calderdale to inform them of the proposal.

### Report contents

The information provided in this report outlines the suitability, deliverability and developability of the land, covering:

- an outline of the proposal with principal aims and objectives
- the planning context to set the statutory framework behind the proposal
- a review of market conditions to show the range of proposed uses and quantum of accommodation is appropriate
- analysis of the site, highlighting aspects and opportunities affecting the development
- the approach to sustainability, setting baseline criteria
- a review of key technical matters pertaining to the development and the resultant opportunities and constraints these present
- a broad development strategy
- an indicative masterplan

### Balance between built development & landscape

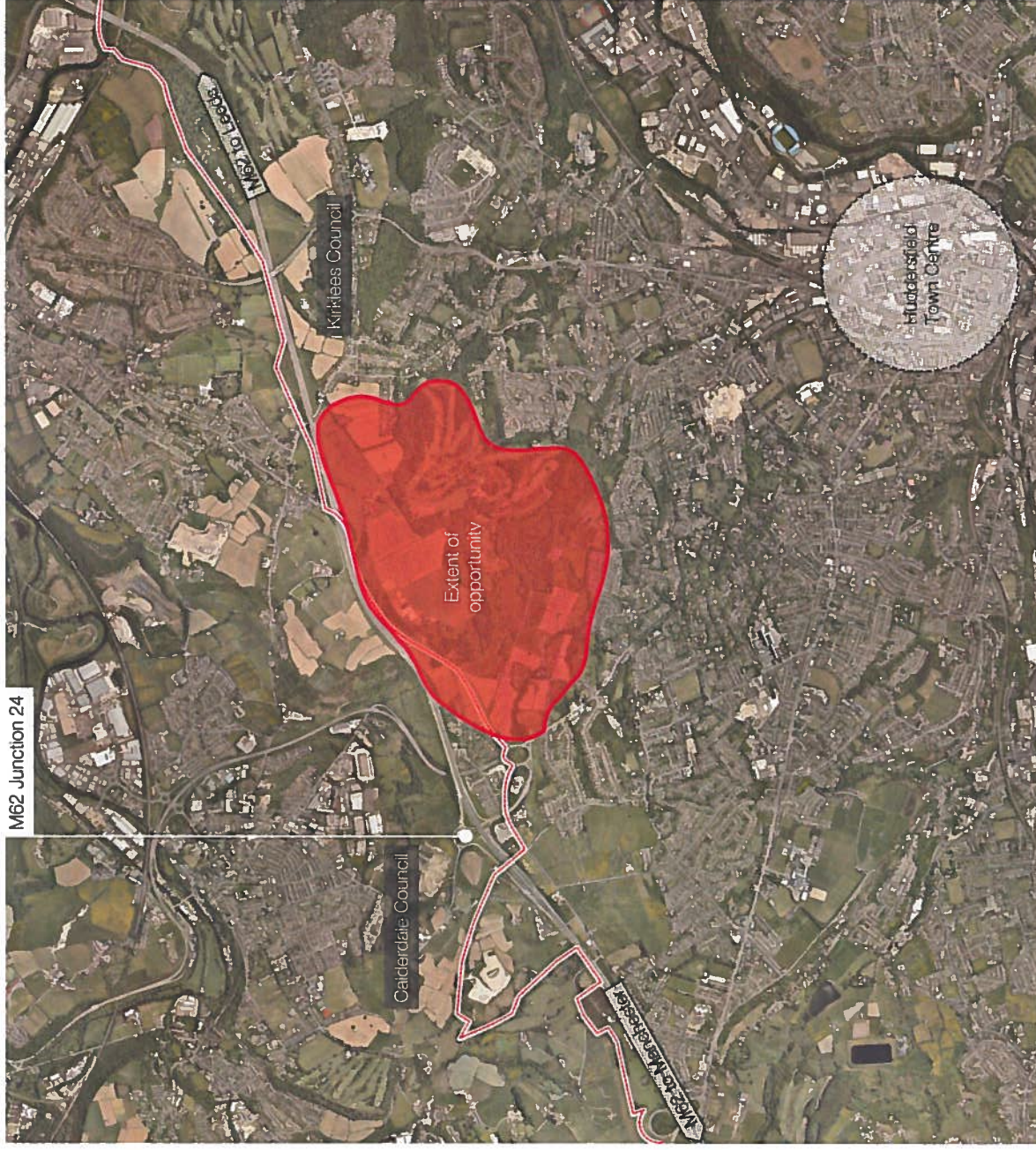
An outline of the proposal is set out in the following section 1.02. This identifies two principal areas for future change: a mixed use residential and commercial-led development and an area with a main leisure use in substantial landscape. These two areas are complementary, together forming a comprehensive mixed use development with a balance of built form and open space.

This document covers both areas, but concentrates on the mixed use residential and commercial element.

### Other supporting information

The information within the main Report on key technical aspects is a summary of more detailed technical reviews.

These detailed reviews have been submitted to Kirklees Council as supporting information in separate documents, covering: highways & transportation, flood risk & drainage, utilities & renewable energy, ecology, noise & air, archaeology and ground & land use.



Site location within wider context

## The Vision

A new sustainable community set in a distinctive landscape, providing an integrated mix of residential, employment, leisure and community support uses.

### Broad clusters of uses

The proposal considers an area of land to the east of the M62 entry into Kirklees at Junction 24. The accommodation falls into two main clusters of uses:

#### A - Mixed-use commercial and residential area

The majority of built development in the proposal is located towards the west and south of the masterplan area, close to the entry into Kirklees from the M62 and the existing residential developments on Brighouse Road and Halifax Road.

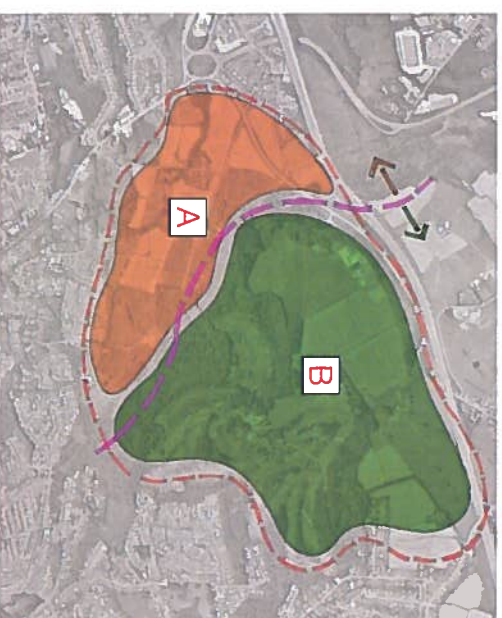
A substantial part of the report deals with the way this development can be integrated into the existing urban framework of the area.

#### B - Leisure area and open space

A large proportion of the land in the proposal centres on the existing golf/leisure facility around Fixby Hall.

Details are included in the report of how this area can be enhanced, to enrich its contribution within Kirklees as a substantial landscape and community leisure resource.

The two complementary areas of uses provide a balance of built development with open parkland.



Broad areas of uses

### Range of accommodation & facilities

#### A - Mixed-use commercial & residential area

##### Residential

- Family homes
- Affordable housing
- Care Home

##### Commercial

- Office accommodation
- Research and development facilities
- Hotel

##### Education/leisure attraction

- Eco tourism destination

##### Facilities to support the community

- Health and fitness
- Child care and community provision
- Improved facilities for Cricket Club
- New rugby facilities

##### Retail & food/drink to support the community

- Small-scale retail provision for community
- Restaurant/bar/café

#### B - Leisure area and open space

##### Country park

- Improved public access & activity areas
- Co-ordinated pedestrian paths
- Improved management of habitats

##### Enhanced golf club facilities

- Course and practice facilities
- Greens
- Clubhouse & accommodation



## 1.03

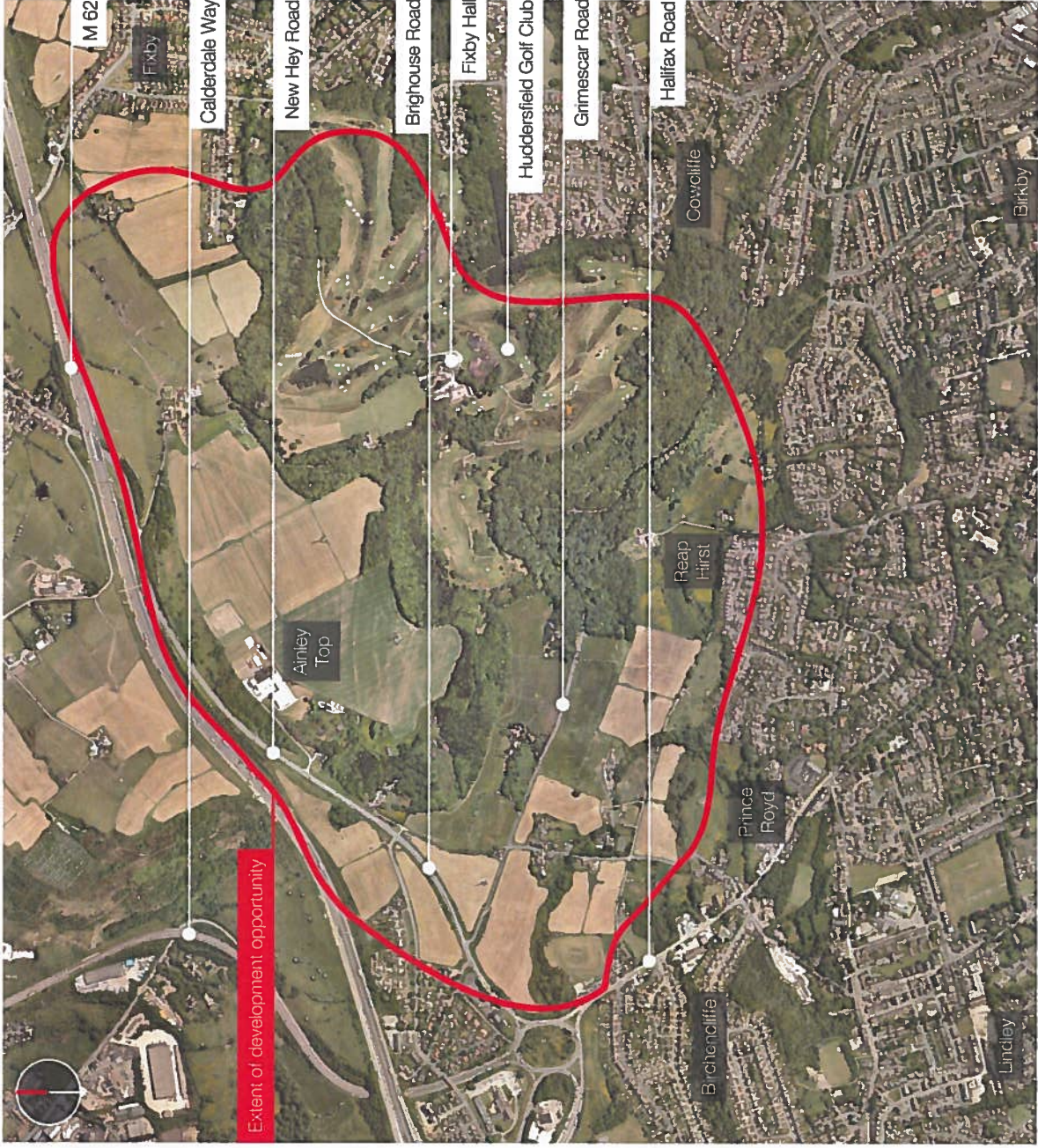
## site location

### Location

The proposed development is at Ainley Top, to the east of Junction 24 of the M62 around Fixby Hall.

The proposal considers a slightly wider area than this land-holding, to ensure that development is properly integrated into the area and that access issues are fully explored.

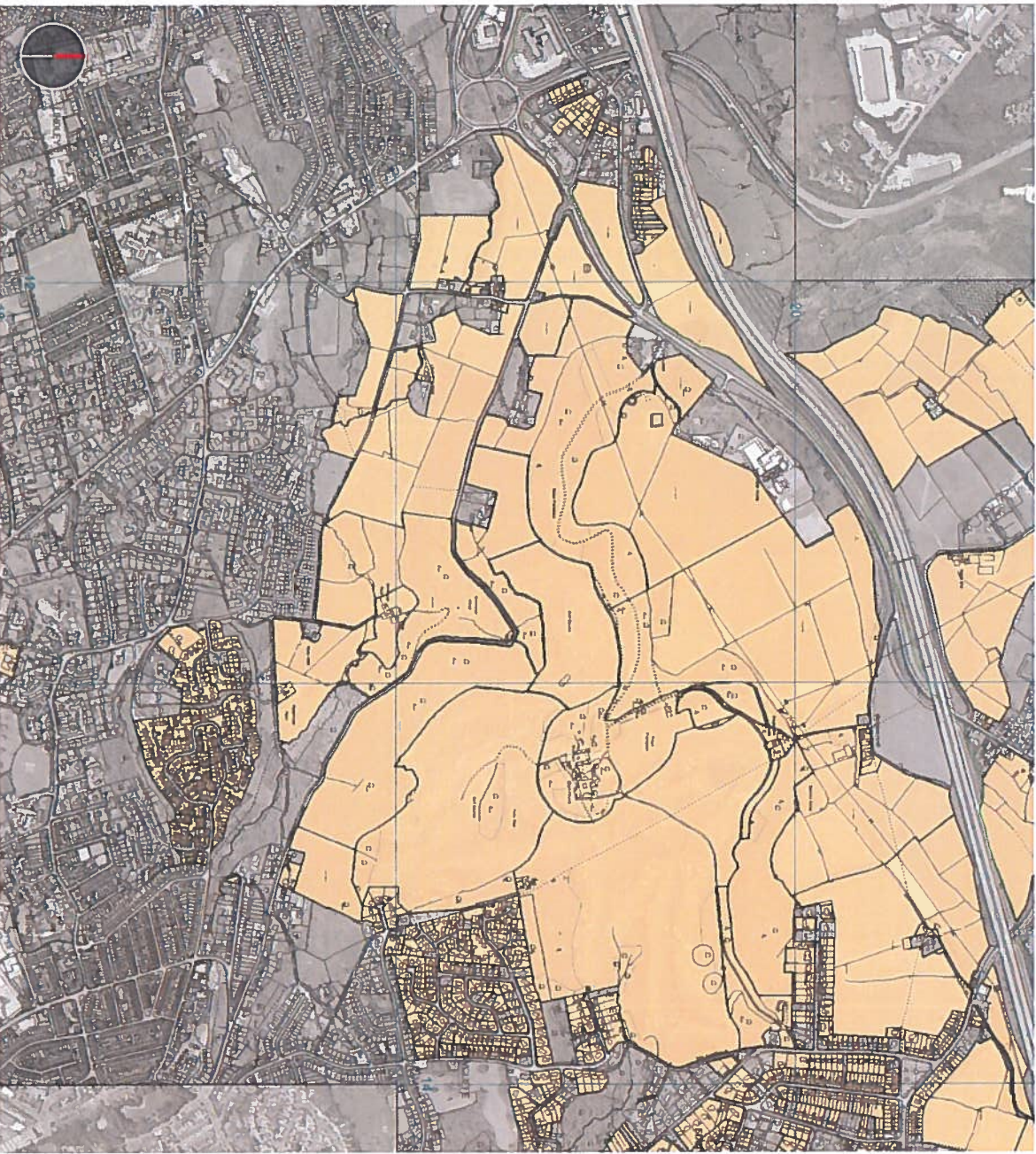
The total area under consideration is approximately 260 Hectares (650 acres).



Site location

The majority of the proposal is within land owned by Thornhill Estates, who have had stewardship of the Fixby Hall Estate for over eight centuries. The single ownership of the majority of the land will allow mechanisms to ensure quality and long term deliverability.

Thornhill Estates long term commitment to Kirklees underpins this proposal, with their key aim to deliver a high quality development that adds benefit to the locality and its residents.



Thornhill Estate land holding

## 1.05 wider benefits to Kirklees

### Social

- High quality environment to live and work in
- Access to local jobs and housing
- An improved range and choice of housing for all
- Affordable housing and housing for the elderly
- Improved leisure, recreation and education facilities

### Economic

- Creating a front door and shop window for Kirklees
- Inward financial investment of in excess of £180 million
- Short, medium and long term job creation
- Bespoke contemporary buildings for employment
- High quality and attractive working environment to attract new companies into the district
- Research and development based facilities to help grow new Kirklees businesses
- Hotel and conference facilities to support the needs of local business and educational institutions
- Additional spend within the local economy from businesses, residents and leisure facilities

### Recreation

- Enhanced sports provision
- New, publicly accessible Country Park
- Enhanced network of pedestrian routes and bridleways
- New tourist facilities

### Education

- Contribution to support/expand local schools
- Eco-tourism education facility
- Sports education/academy opportunity building on established golf facilities and expertise
- Educational opportunities associated with archaeology
- On-site training opportunities in the construction industry
- Potential further education link through spin-off research & starter business facilities

### Transportation

- Increased capacity at Ainley Top and improved Motorway access
- Halifax Road corridor improvements
- New and improved public transport infrastructure
- New and improved pedestrian/cycle links and facilities
- Enhanced provision and access for all non-car modes
- Highway safety benefits

### Environment

- Sustainable development
- Enhanced and managed woodland
- Habitat protection and enhancement for flora and fauna



# 02

## planning context

2.01 relevant planning policy

2.02 relevant design guidance

This section sets out the intent of the document and development proposal in relation to the statutory planning process.



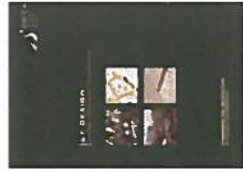
**PPS 1: Delivering sustainable development**

PPS1 is at the heart of the Government's planning strategy and deals with the principles of sustainable development. At paragraph 4 of PPS1 are the four aims of the Government Strategy for sustainable development and these are:

- social progress which recognises the needs of everyone
- protection of the environment
- prudent use of natural resources
- the maintenance of high and stable levels of economic growth and employment

These objectives are translated into the planning system by PPS1. This is to be achieved by making suitable land available for development in line with economic, social and environmental objectives to improve people's quality of life and by protecting and enhancing the natural and historic environment, the quality and character of the countryside and existing communities.

A key change to the planning system introduced by the Planning and Compulsory Purchase Act 2004 involves the introduction of a spatial element to planning which seeks to go beyond traditional land use planning by integrating policies for the development and use of land with other policies and programmes which influence the natural and built environment. Paragraph 32 of PPS1 requires local planning authorities, when preparing their spatial plans, to set a clear vision for the future pattern of development, to consider the needs and problems of the communities in their areas and to seek to integrate the wide range of activities relating to development and regeneration.



**Local planning context**

The Statutory Development Plan for the area comprises the Kirklees Unitary Development Plan.

The Unitary Development Plan is due to be replaced by the Kirklees Local Development Framework (LDF) which will comprise a suite of documents based on a local development scheme setting out the details of each of the Local Development Framework documents.

The Core Strategy is the principal document within the LDF. It will set out the vision for the future of Kirklees over the next two decades. This document will also provide broad policies to shape development. In essence, it will set out the location and quantum of development and will identify core policies to ensure its delivery. The LDF and Core Strategy will set out the location and quantum of development for an extended period of time to 2026 for employment, residential and community facilities.

**Design guidance**

The production of this document takes into account the increasing amount of national design guidance available on a range of subjects relevant to 'place-making'.

The site analysis stage is carried out in accordance with this guidance, ensuring that the site's physical constraints and opportunities are fully taken into account during the design assessment. The intention is that this information informs masterplanning and highlights the site's suitability for development.

Although detailed design and layout would occur at a later stage in the process, it is nevertheless important to identify at an early stage the potential for a site to deliver a high quality environment which would link into existing settlements, access local facilities and provide high quality urban design.

**PPS 3: Housing**

This Planning Policy Statement follows on from PPS1 and the principles of sustainable development by setting out policies relating specifically to housing and its delivery. This PPS deals with issues such as achieving higher quality housing, a mix of housing and also affordable housing. It also provides advice on assessing the appropriate level of housing for particular areas. A key issue in the provision of housing is providing it in sustainable locations and advice is given at paragraphs 36 to 39 on how this should be achieved. Specifically it states at paragraph 37 that:

"At the regional level, the Regional Spatial Strategy should identify broad strategic locations for new housing developments so that the need and demand for housing can be addressed in a way that reflects sustainable development principles."

Similarly, paragraph 38 states that the Local Development Documents should set out a strategy for the planned location of new housing which contributes to the achievement of sustainable development. Paragraph 38 sets out options for accommodating new housing growth including the re-use of vacant and derelict sites, additional housing in established residential areas, expansion of existing settlements through urban extensions and creation of new freestanding settlements.

In terms of housing supply, paragraph 55 requires local planning authorities to identify specific deliverable sites for housing in the first five years of the Local Development Framework (LDF) period and also to identify additional sites or locations for future growth for the next ten years from the date of adoption of the LDF.







# 03

# demand

- 3.01 analysing need
- 3.02 the proposal in context
- 3.03 summary

This section provides information on the type and quantum of development in relation to market demand and viability.



### Introduction

This report provides the economic and property market evidence base for a unique and visionary mixed-use, sustainable development opportunity on an extensive site adjacent to the M62 at Junction 24.

It provides the rationale for the range, mix and quantum of development on the site.

The site is in a key strategic location within the M62 motorway corridor, situated between the West Yorkshire and Greater Manchester conurbations. The site is of regional importance as well as responding to the needs of the local economy.

The site is in excess of 260 hectares (650 acres) and is owned almost entirely by the Thornhill Estate who can demonstrate over 900 years of continuous and committed property ownership and management.

The Thornhill Estate has assembled a team of, primarily local, professionals to help deliver their progressive vision for the future of this site, known as the Kirklees Northern Gateway,(KNG).

The aspiration is for the site to provide a high quality mix of commercial, residential, leisure, retail and community uses in a greenfield setting with almost 85% of the site to remain undeveloped.

### Economic issues

Economic forecasts show a growth in office based employment in the time period concurrent with both the Local Development Framework and the anticipated development period at KNG. The most significant increases are in the 'business services' sector in both districts whilst employment in the more traditional financial services is set to contract.

Employment in other sectors of the economy, particularly traditional industries upon which Kirklees and Calderdale have relied, is forecast to simultaneously contract. There is a need and a drive to restructure and diversify the economy.

Manufacturing will however remain important in both districts. In Kirklees, 20% of total employee jobs are in manufacturing compared to 10% at national level and 13% regionally. For Calderdale the figure is 19%. Both districts, therefore, have nearly twice the national average number of employees in this sector. It is therefore crucial to support this sector into the future.

KNG can support and assist manufacturing in the region by providing accommodation for existing manufacturing companies' business space needs. For example head office, sales and research functions and other uses, which cannot be accommodated on existing constrained sites or which require a different environment in which to flourish. This has a track record of success with some of the occupiers at existing business parks in the district and may help to prevent the loss of existing manufacturing firms from the district.

The employment element at KNG therefore intends to provide mainly B1 (a) and (b) accommodation (Offices, research & development, studios, laboratories and high-tech) with some supporting B1(c) Light industrial accommodation.

The development proposed at KNG is intended to respond to the growth sectors and 'new' industries of the economy whilst assisting the more traditional economic base to move forward in today's competitive economy.

### Benefits & outputs

The benefits will be wide reaching and include:

- social
- recreational
- educational
- economic
- transport
- environmental

The following minimum outputs can be created on the KNG site:

- 36,000 sq m (391,000 sq ft) of floorspace
- 841 new homes created
- 1,532 jobs
- £56 million of value generated
- £36 million of annual earnings generated
- £14 million of additional spin off into the local economy

The University of Huddersfield's reputation and the size of its student population will have positive implications on the availability and quality of staff in the area. With this in mind the University has a key role to play in attracting inward investment into the area. Discussions are being held with the University regarding KNG providing business space for those starter enterprises that have been mentored on campus and are ready to rent their own business space. This will be for the mutual benefit of both parties and ultimately the wider economy.

The Kirklees District statistics show relatively high levels of commuting travel by car, van, bus and coach and relatively low levels of rail and cycle use compared to national and regional averages.

Indeed 'out commuting' from Kirklees is the highest in West Yorkshire. KNG could play a vital role in retaining the existing workforce within the district and encouraging those 'out-commuters' back. Our Business Park survey demonstrates that existing business parks are well populated by indigenous businesses.

It is important for both districts that indigenous businesses are nurtured as it is easier to retain existing businesses who have already demonstrated a preference for a location than it is to attract new business.

The provision of appropriate commercial property at KNG would help to attract the types of employers that would create long term net additional job growth within the Borough. Importantly, these jobs are likely to be high quality and in the growth sectors, thus facilitating restructuring and the wider economic strategy aspirations of Kirklees and Calderdale Councils.

### Property market issues

#### Supply

Commercial property market analysis shows that there is a shortage of quality land and premises to meet future demand, particularly for B1 uses, across Kirklees and Calderdale. Furthermore, much of the land already allocated for such uses is not, in reality, suitable, available and deliverable.

Only two strategic employment sites of reasonable size remain in Kirklees and these are not comparable in terms of quantum, range or quality of proposed uses or comprehensive development.

Existing business parks close to the subject site, most notably Bradley and Lowfields Business Parks, have proved a great success and will shortly be at full capacity. They have attracted a significant number of local businesses as well as some regional footloose businesses. There is currently a limited future supply of land on any significant scale to support the anticipated growth in the business services sector in the short and medium term and to create the type of quality business park environment that businesses need in order to thrive.

KNG provides one of the most significant opportunities in the region to capture this latent and emerging demand from B1 users and the consequently deliver a positive impact on the local and regional economy.

The development of new commercial property in a hub location with excellent access to the motorway, will put Kirklees and Calderdale, and particularly Huddersfield, in a good position to create a perception of the town as a business leader, pro-actively helping the town's indigenous business community to upgrade into top grade commercial property space, as well as potentially enticing new occupiers to the town.

Employment and economic growth will be lost to competing districts if the shortage of good quality employment land is not addressed.

#### Demand

Location and accessibility (including parking) are still two of the main factors determining where businesses seek to locate. This is relevant for town centre occupiers as well as those with a preference for fringe or out of town locations. Good infrastructure is an important element, be it motorways, roads, bus or train services. Location, accessibility and parking are important for attracting and keeping the workforce as well as customers and clients. They are also vital for the transportation and movement of goods and services.

The Kirklees Employer Survey for 2008 and for 2009 cited transport links as being the main benefit of employers' current location. Other important locational benefits were the attractiveness of the area, quality of environment, access to markets / neighbouring cities and the availability of land & premises. KNG is therefore responding to the modern day needs of certain sectors of the business community. A survey has been undertaken, as part of this market research, of the number and type of businesses on Bradley Business Park in Huddersfield and Lowfields Business Park in Eland. These are an excellent example of the need for quality business accommodation in a non town centre location and within a park setting similar to that proposed at KNG, with the majority of the offices providing the head office function for local companies. This shows the importance of these parks for the growth of the indigenous business population.

The key historic drivers of demand for commercial property space are still important but other issues such as security, amenities, clustering and prominence are becoming increasingly significant.

Companies will be attracted to those locations that offer them the greatest combination of demand criteria according to their individual business needs.

As a result, the UK has seen a significant growth in masterplanned, mixed-use hub sites to meet these evolving business space needs, because they are able to deliver the maximum demand requirements to occupiers in one location.

The last 10 years has also seen a defined trend towards mixing living, working and playing. Creating a truly mixed-use sustainable community on one site is the unique element of the KNG site.

### Town centre relationship

Property is now recognised as a locational driver in its own right, that is, demand can be supply generated. As a result property provision can also be an important economic driver by meeting the weaknesses in the current provision whilst supporting the already strong and growing sectors.

By addressing these strengths and weaknesses, the property market can attract occupiers, developers and investors and most importantly, create employment. KNG is exceptionally well placed to deliver on all counts.

The proposals are intended to provide complementary accommodation to that currently and projected to be provided in the town centres, particularly Huddersfield.

KNG is aimed at certain sectors of the market whose requirements are not likely to be met by the town centre and conversely it is recognised that its provision will not appeal to occupiers with town centre preferences. KNG has therefore been designed as a 'hub' site to complement the town centre.

Evidence that certain occupiers need town centres and certain occupiers need non town centre locations can be found in Savills Office Occupier survey of 4000 office based companies across the UK. Non town centre occupiers, for example, place much greater emphasis on major road and motorway access, expansion space and security than do town centre occupiers. Town centre occupiers, conversely, place greater value on visibility, prominence and accessibility to their customer base.

This polarisation of demand by office users for town centre and non town centre locations can further be supported by examining the current requirements for office type accommodation across the region. When registering their interest in acquiring new office premises on our requirements database over 70% of occupiers showed a preference for one or the other locations, that is, in town or 'out of town'. Therefore, if no future provision is made for those occupiers with a preference for non town centre locations, these occupiers will be lost to other locations within the region. They are unlikely to locate in the town centres even if suitable accommodation were available because location is a more important influence.

Further evidence has been provided by the Occupier Survey for Lowfields and Bradley Business Parks, which demonstrates that the type of occupiers are those for which speed, ease of accessibility and parking are important. Many have strong local ties but are unable to operate at maximum efficiency in a town centre environment.

The town centres cannot, therefore, satisfy all demand from current and prospective occupiers. Providing a wide ranging offer of space both in the town centre and in hub locations will assist in boosting the attraction of a location as a whole to a wider range of occupiers. This will feed in positively into local and wider regional economic growth targets.

KNG is a unique opportunity to help Kirklees and Calderdale achieve its economic prosperity aims, by providing a development which complements the other regeneration and commercial locations in the district, including the town centres.

The cohesion of the living and working environments will deliver a sustainable environment that will be attractive to a wide range of employers and employees. With the increasing emphasis on improving the live / work balance, those locations that can offer the ability to both live and work on site are likely to prove more attractive to occupiers and employees in the years to come.

The site is owned by a single owner who has demonstrated a drive and commitment to bringing forward the site for sensitive, comprehensive and sustainable development.

The market research has shown that the KNG development is truly deliverable, marketable and fit for purpose. The comprehensive design and mix in this strategic location will ensure that the wider benefits derived from the site will benefit both Kirklees and Calderdale businesses and residents.



# 04

## site context

- 4.01 primary character areas
- 4.02 secondary character areas
- 4.03 topography
- 4.04 statutory rights of way
- 4.05 primary vehicle routes
- 4.06 additional survey information

This section gives information on existing site characteristics to set the broad context of development proposals. It concentrates on those key factors that have a direct and major influence on the nature of the Masterplan at this broad concept stage.

Additional analysis of existing site conditions is given in Section 05: Technical Reports and Section 08: Sustainability.

