

6 Seven Key Areas : Analysis and Development Proposals

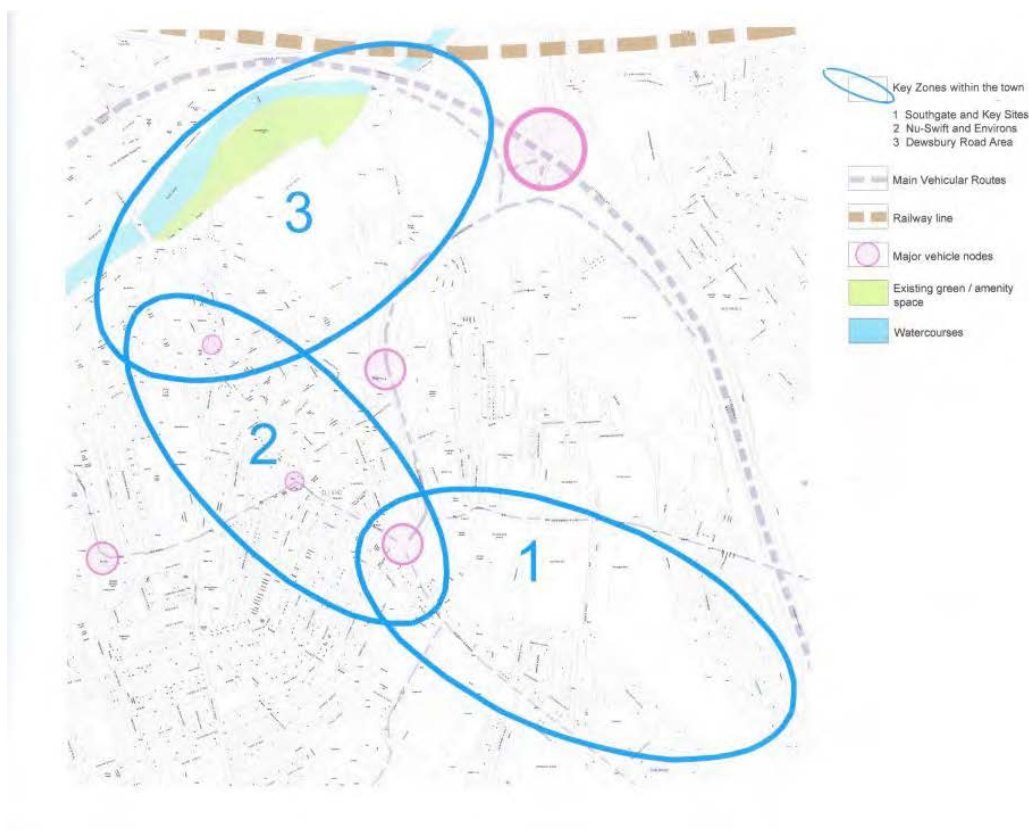
The Seven Key Areas

6.1 An appraisal of Central Elland based on its existing character reveals a range of both positive and negative qualities. When taken together with the SPD's Key Principles, there is a basis on which future proposals for the enhancement of the area, and its constituent parts, can be built. Central Elland can be broken down for analysis into seven key zones. These are:

- Riverside Park
- Metro Station
- Nu-Swift Site
- Southgate
- Southgate, Church Street and Northgate ('The Cross')
- Town Hall Triangle and Timber Street
- Dewsbury Road Area

These key areas clearly overlap as illustrated in Figure 10.

Figure 10 Diagram depicting Key Areas of Potential Development



- 6.2** The following section provides development briefs containing site analyses and development proposals for each of these sites, which are illustrated in Figures 11 and 12.
- 6.3** The following section will aim to address the Issues raised in Chapter 4 by considering ways in which key sites might be developed in accordance with existing, Calderdale-wide planning guidance, and the Key Principles of the SPD. To this end, the SPD will provide development briefs containing site analyses and indicative proposals for the development and regeneration of the area. These proposals are not binding but intended as a guide, however, future development proposals would be expected to address the Key Principles of, and the Issues discussed in, this SPD.
- 6.4** In order to ensure a joined-up and cohesive approach to the planning and development of Central Elland, the indicative proposals for these seven key areas should be considered in conjunction with the highways preferred option in Chapter 5.

Figure 11 Plan depicting the boundaries of the Seven Key Areas

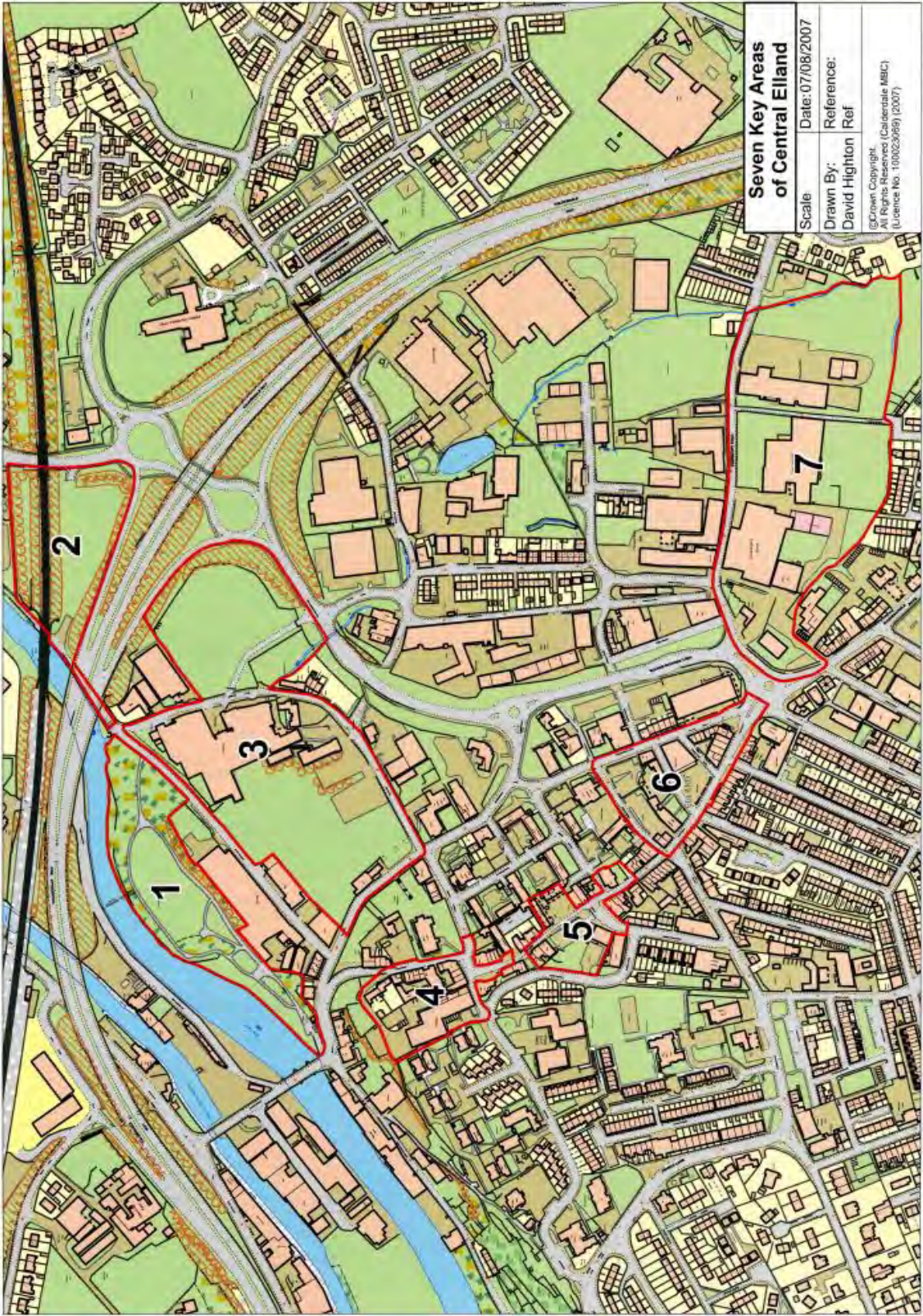
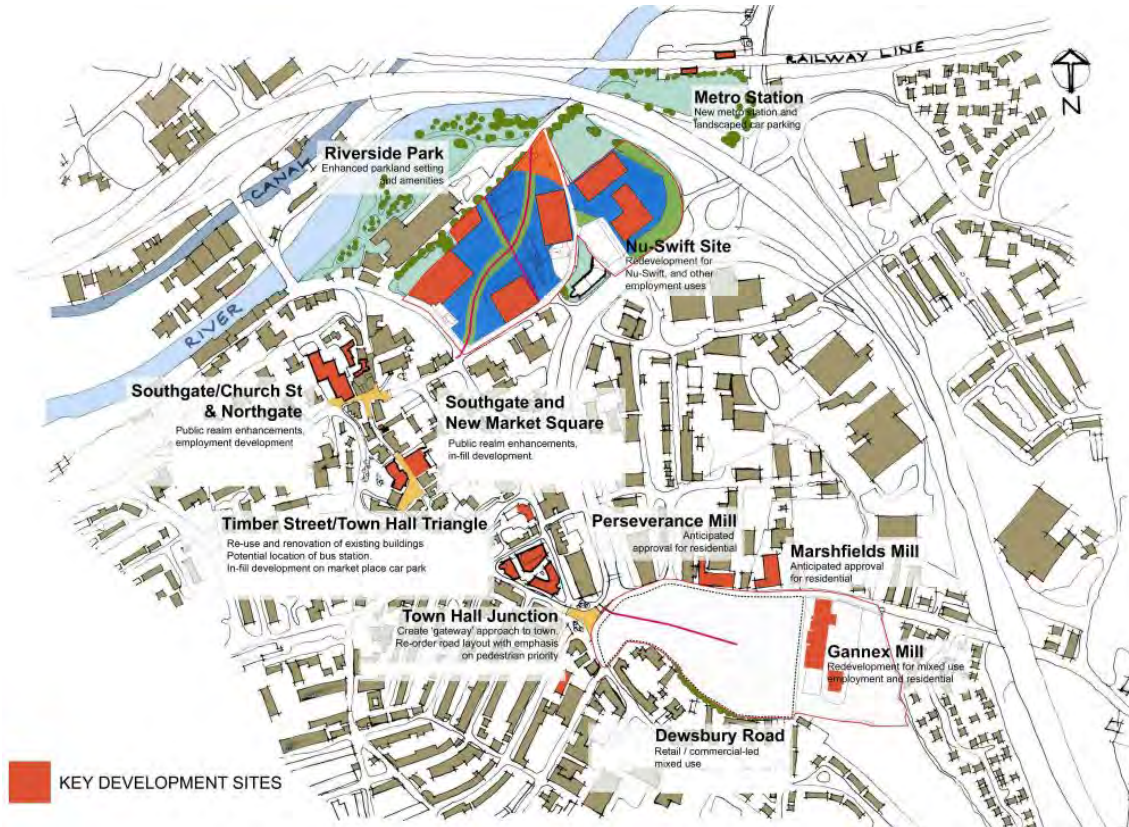


Figure 12 Diagram depicting the seven key areas.



- 6.5** Whether or not Central Elland develops along the lines suggested in the following section will depend on a range of factors. Some of the projects will depend on funding being available from various sources including the private sector, the Council, Section 106 developer contributions. They will also depend on developer interest and would be subject to the grant of planning consent from the local planning authority. The delivery of the SPD's aspirations is discussed in Chapter 7.

Area 1: Elland Bridge Riverside Park Development Brief

Elland Bridge Riverside Park Development Brief

Objective: To create a safe, accessible, high-quality public open space for the enjoyment of the local community, workforce and visitors to Elland.

6.6 The Elland Bridge Riverside Park ("the Park") has tremendous potential to provide a high quality public open space for the people of Elland and visitors to the town. The park is within short walking distance of the Town Centre, and could act as a 'green corridor' between the Town Centre and the proposed railway station.

6.7 The Park is allocated in the RCUDP as a Cycle Corridor, Wildlife Corridor, Urban Open Space and Leeds-Bradford Airport Wind Turbine Consultation Zone. A small portion of the site, to the south east, forms part of the Elland Conservation Area. The relevant RCUDP policies are detailed in Appendix 1.

6.8 Site Analysis

The following site analysis should be read alongside the respective site analysis diagram, at Figure 14

6.9 In its existing state the Park is in a poor condition and is consequently under used. The Park suffers from the following problems:

- a. The park feels neglected and rundown, with low quality landscaping in an overgrown and untidy condition.
- b. The unkempt nature of the landscaping results in a lack of visual permeability through the Park. As a result, the Park does not take advantage of valuable views around it, towards the Elland Bridge and over the River Calder, for example.
- c. The lack of visual permeability makes the Park feel very isolated and closed-off, consequently it relates badly to the rest of Central Elland rather than integrating with it. The Park feels unsafe and disorientating.
- d. The paving within the Park is poor and there is no provision for it to be used by cyclists.
- e. Access to the Park is very poor, and this compounds the problems of isolation and under-use. The access into the Park from Briggate is extremely to pedestrians and cyclists, being located on a busy road corner, and having very low quality pavements leading into it.
- f. The entrances to the Park are inconspicuous, with little indication that there is even a park there.
- g. The River Calder, which runs alongside the Park, is an asset that is not being utilised. The river side in the park is neglected and inaccessible.
- h. The Park lacks street furniture, high quality landscaping, public art, and other features that would make it an attractive place for people to visit and enjoy spending their time in.

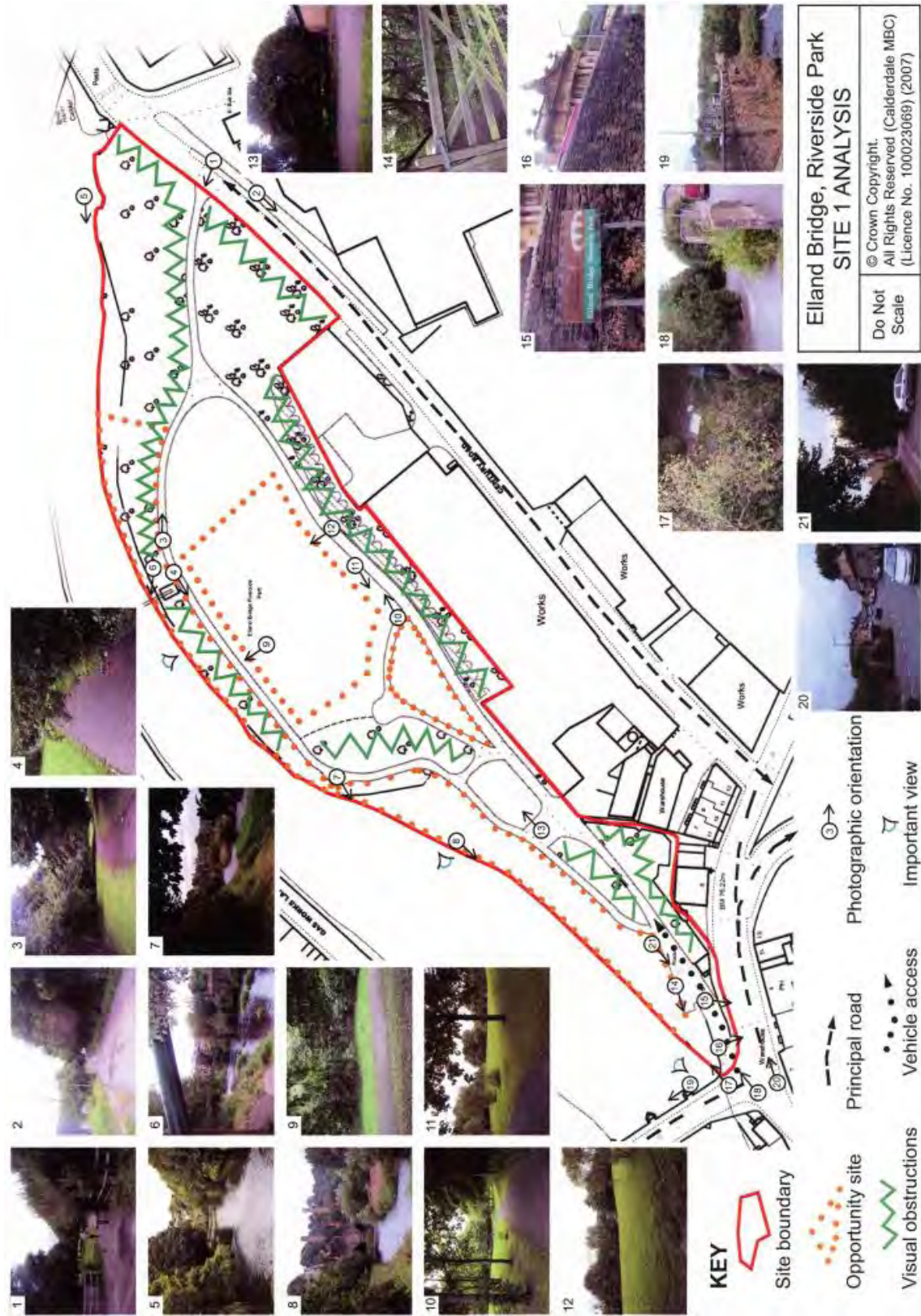
Flood Risk

Figure 13 Plan depicting Flood Risk Zones



- 6.10** The northern boundary, and an area to the north east of this site, are within Flood Zones 2 and 3, as set out by the Environment Agency. Planning applications should therefore be formulated in accordance with the guidance of Planning Policy Statement (PPS) 25: Development and Flood Risk.

Figure 14 Site 1 Analysis diagram



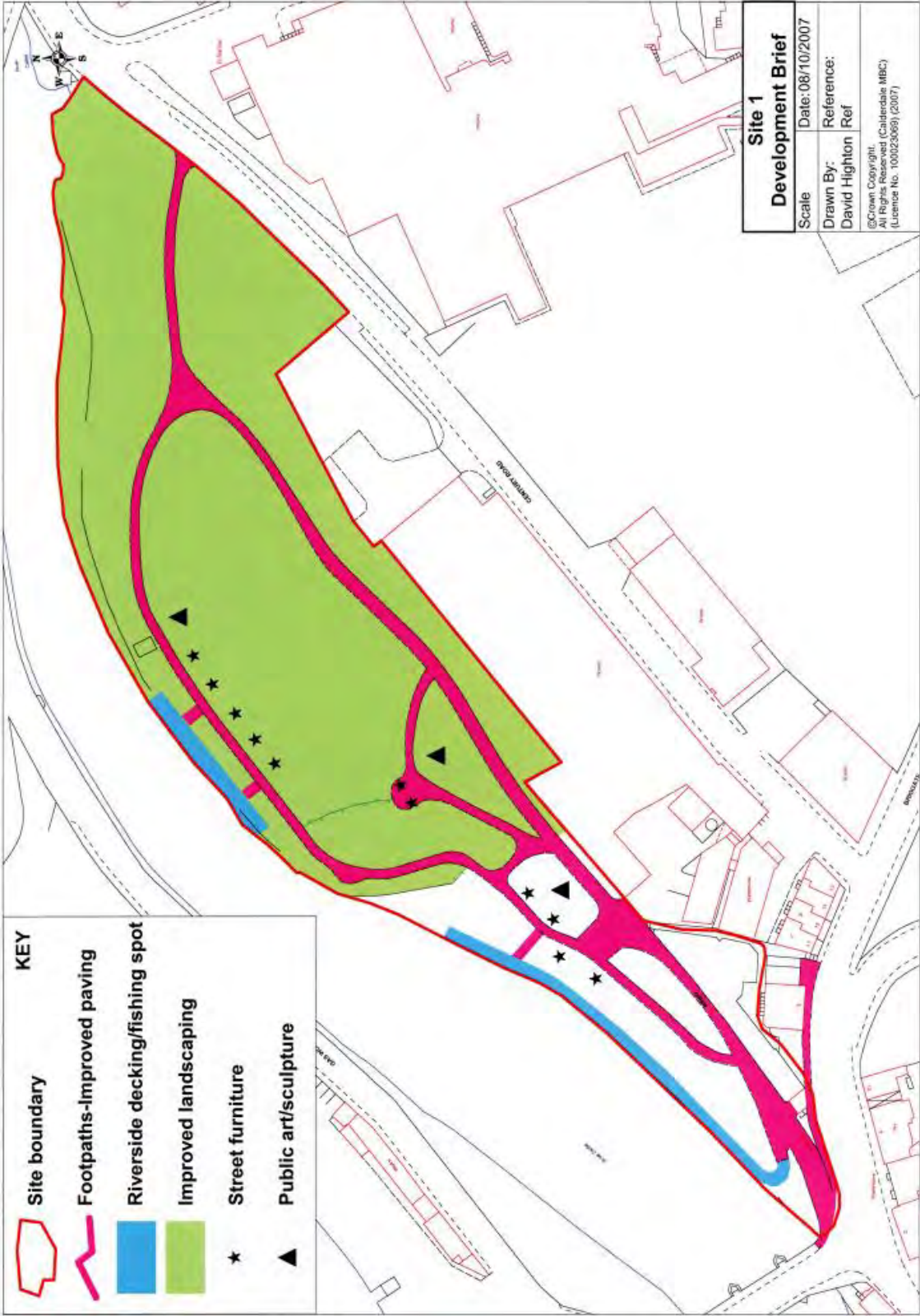
6.11 Development Brief

The following development brief should be read alongside Figure 15.

6.12 In order to achieve the development brief objective, the following proposals are made:

- a. A proper management plan needs to be implemented to ensure that the Park is consistently maintained in a tidy state.
- b. Much of the landscaping needs to be thinned down or completely removed, particularly along the riverside, to open up views to the river and Elland bridge.
- c. The paving within the Park should be improved, as should the pathways and lanes leading into the Park from Century Road, and from Briggate and Elland Bridge. The pedestrian crossing and other highways measures discussed in Chapter 5 should be implemented.
- d. Part of the the route through the park should be upgraded to permit cycling.
- e. The entrances to the park should be enhanced using high quality signs and gates.
- f. High quality furniture and street lighting should be introduced to the Park.
- g. The Park's landscaping should be enhanced by improving turfed areas and introducing soft landscaping.
- h. Public art, such as sculptures, should be installed at strategic locations in the Park.
- i. A board walk should be constructed along the riverside to Elland Bridge, with a ramped access up to the main entrance of the Park from Elland Bridge.
- j. A bandstand could also be introduced at a strategic location in the Park.
- k. Sympathetically designed and placed CCTV cameras should be installed in the Park.
- l. Sufficient car parking should be provided, and any other facilities considered necessary, such as toilets, although structures of this nature should be located to the south west of the site, to ensure they are located in Flood Zone 1.

Figure 15 Site 1 Potential Development diagram



Area 2: Proposed Railway Station Development Brief

Proposed Railway Station Development Brief

Objective: To provide a link at Elland to the regional and national rail network with a view to establishing a sustainable transport link, which will reduce reliance on the car and make Elland a more accessible and therefore attractive place for people to live, work in and visit in the future.

- 6.13** The establishment of a railway station at Elland, on the Caldervale Line of the West Yorkshire Metro system, would greatly enhance the accessibility of Elland in a sustainable manner. The establishment of such a facility will ultimately be determined by the outcome of a feasibility study and negotiations with West Yorkshire Metro (the Passenger Transport Executive), Network Rail (which owns the rail infrastructure) and Northern Rail (the current franchise-holder for rail services through Elland.) These factors are outside the scope of the SPD.
- 6.14** The SPD can however analyse the proposed site and ensure that the proposal brings the maximum benefits possible to Elland.
- 6.15** The development of a rail halt would not only improve a neglected corner of the town but will increase the options for sustainable transport for employees and visitors to Elland and the Lowfields Business Park.
- 6.16** The RCUDP establishes the principle of developer contributions towards public transport infrastructure. See Chapter 7 of this SPD.
- 6.17** This site is allocated in the RCUDP as a Primary Employment Area, Cycle Corridor, Wildlife Corridor, Existing Passenger Railway and Leeds-Bradford Airport Wind Turbine Consultation Zone. Proposals must be in accordance with the relevant RCUDP policies, which are detailed in Appendix 1.
- 6.18 Site Analysis**

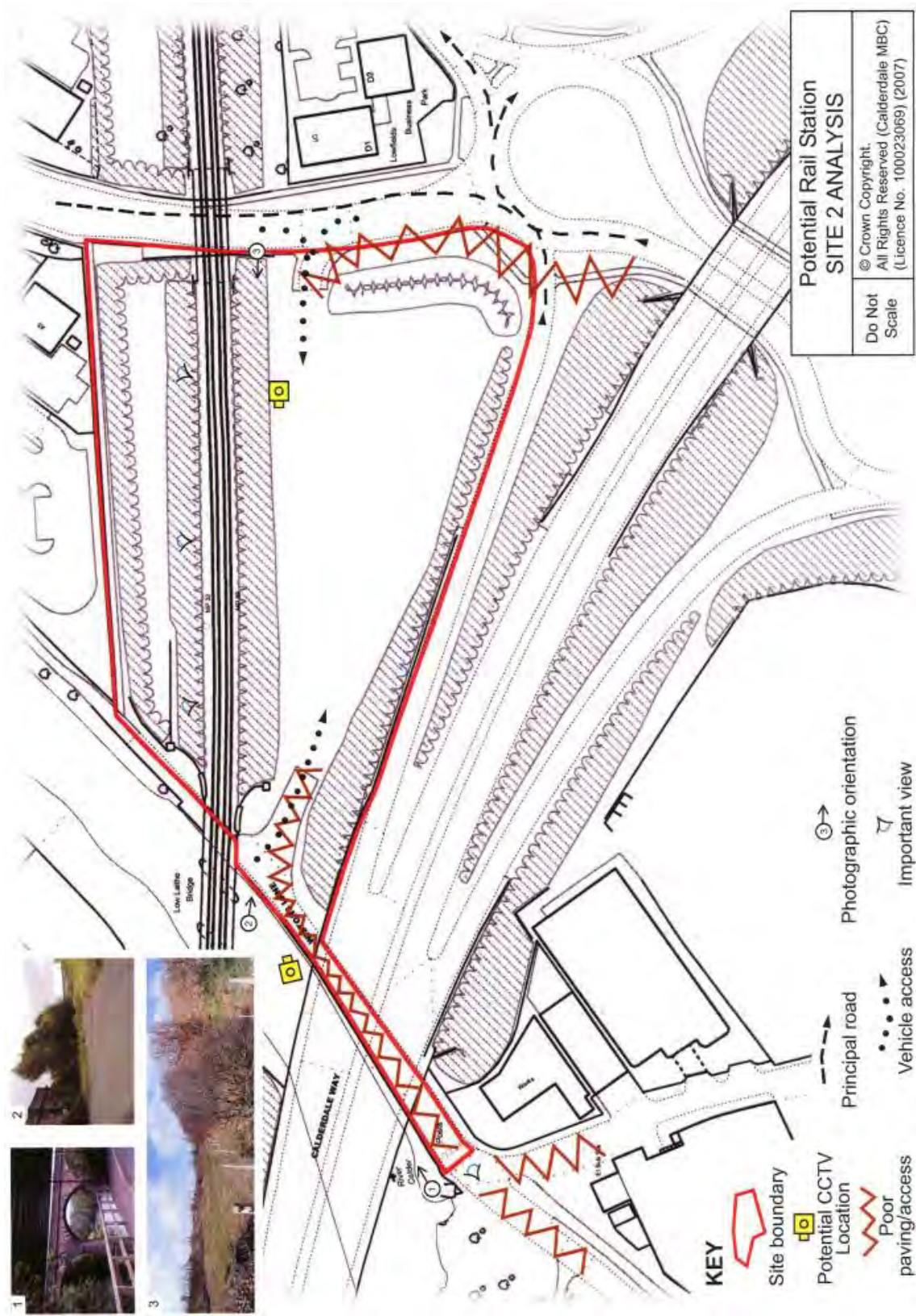
The following site analysis should be read alongside the respective site analysis diagram, Figure 17

- 6.19** The proposed location for a Rail halt is depicted in Figure 11 (Area 2.) The Site is ideally placed for pedestrian access to the Elland Bridge Riverside Park, Lowfields Business Park, and the Nu Swift site. However, the site does have several down sides that will need to be addressed if the positive outcomes of a railway station are to be fully realised.
- The station is outside the Town Centre and what pedestrian links there are to the Town Centre are poor.
 - Pedestrian access to the site is poor owing to the barrier created by the by-pass; unpleasant pathways along busy, high-speed roads; and inadequate quality of paving along the Wistons Lane route.
 - Cycling access is poor due to a lack of infrastructure provision, throughout Elland and in this area particularly.
 - The enclosed location of the site, beyond a busy bypass, may make it difficult for rail users to find the Town Centre.
 - The enclosed nature of the site may make it feel unsafe.

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- 6.20** This site is within Flood Risk zone 3, as set out by the Environment Agency. Due to the nature of development proposed for this site, the Sequential Test and Exceptions Test of Planning Policy Statement (PPS) 25: "Development and Flood Risk", have been undertaken and are appended to the SPD. See Appendix 2.
- 6.21** A future planning application will need to be accompanied by a Flood Risk Assessment.

Figure 17 Site 2 Analysis diagram



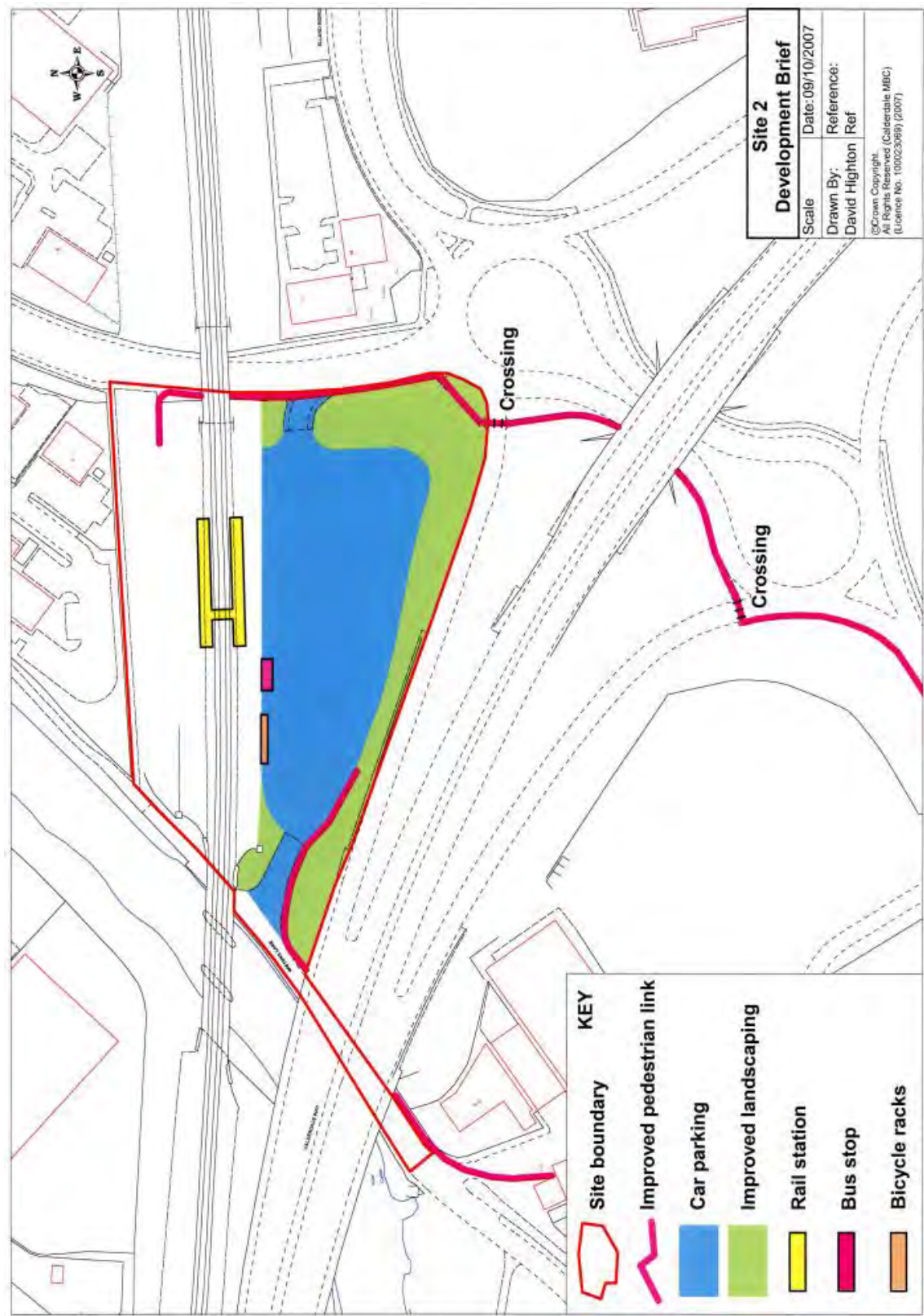
6.22 Development Brief

The following development brief should be read alongside Figure 18

6.23 In order to achieve the development brief objectives, the following proposals are made.

- a. In order to integrate the site with the Town Centre, and other key locations, the pedestrian and cycling networks proposed in Chapter 5 could be implemented.
- b. The site could also have park-and-ride facilities for motor vehicle users as well as a bus stop with services into the Town Centre.
- c. The route into the site along Wistons Lane is considered to be the superior means of pedestrian and cyclist access, owing to its proximity to the Park (Site 1.) This means of access should therefore be emphasised through the use of high quality and appropriate signs.
- d. CCTV cameras could be located at strategic locations to enhance public safety and confidence in the proposed facility.
- e. Owing to the views afforded by the landscape to the north of Elland, it is recommended that the station platforms and related structures be orientated in a manner that enhances visible permeability from the platforms.
- f. The design of the station itself should utilise high quality materials and incorporate sustainable energy features, such as solar panels, wind turbines, and rain water collection technology where appropriate.
- g. Owing to the elevated position of the railway line, the built forms of the station could be designed such that they make a minimal impact on the landscape, particularly on the views to the north of Elland. Station buildings and structures should be as unintrusive as possible, and transparent construction materials should be considered.

Figure 18 Site 2 Potential Development Diagram



Area 3: Nu-Swift Development Brief

Nu-Swift Site Development Brief

Objective: To redevelop the site in an appropriate manner with high quality, employment-related development in accordance with the RCUDP and providing links between the Town Centre, Riverside Park and proposed railway station.

- 6.24** The size and location of the Nu-Swift site presents both a challenge and an opportunity. Development at the site has the potential to take advantage of amenities and transport links near to the site, and to make a contribution to the renaissance of Elland.
- 6.25** Nu-Swift have indicated that they wish to redevelop the site, downsizing from and replacing their existing works, and developing the remainder of their site. The vision for this area recognises this opportunity not only to enhance a 'tired-looking' quarter of the town, but also trigger improved linkages with the Town Centre, Lowfields Industrial Estate, and the proposed railway station.
- 6.26** The current built-up footprint is allocated in the RCUDP as a Primary Employment Area, whilst open plots of land on the fringes, at Wistons Lane and Century Road, have been identified (and defended at the RCUDP Inquiry) for New Employment sites (EM16 & EM17) covering office, general industrial and storage /distribution. The site is also allocated as a Cycle Corridor, Wildlife Corridor and Leeds-Bradford Airport Wind Turbine Consultation Zone. The relevant RCUDP policies are detailed in Appendix 1.

6.27 Site Analysis

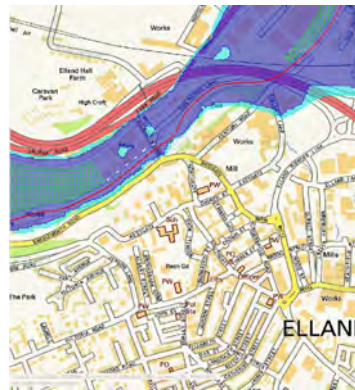
The following site analysis should be read alongside the respective site analysis diagram, Figure 20.

- a. The Nu Swift site is located between the Town Centre, Elland Bridge Riverside Park and the proposed railway station, and is therefore within walking distance of potentially excellent amenities and transport links.
- b. The site is bounded on its western and south-western extent by the Elland Conservation Area, a substantial Primary Housing Area, and an area of Urban Open Space. Parts of the site's northern and eastern boundary lie adjacent to areas of urban open space.
- c. The site benefits from excellent views of the hills and a large, converted mill to the north of Elland. These views are important for the site, establishing its context within the wider area. This visual permeability through the site and to the north (see image 2 on the accompanying diagram) should be maintained.
- d. To the south and west of the site, important views of the church and other landmarks are obstructed by trees and other vegetation, and this lack of visual permeability results in a lack of integration between the site and the Town Centre. Landmark views towards the Town Centre should act as beacons enabling people to identify their location to find their way around.
- e. The site slopes down from the south west to the north east and a range of building heights could be used to maintain visual permeability through the site.
- f. Built forms at the site should be arranged such that they do not obstruct views through the site from the conservation area, maintaining views and a sense of place, and so that they assist in reducing ambient noise from the by-pass, located to the north and north east of the site.

- g. The site currently lacks permeability of access. An absence of pedestrian and other routes through such a large site has the effect of clogging the town up.
- h. The road and pedestrian surfaces around the site are poor, particularly to the north east, and the area around the entrance to the Riverside Park and proposed railway station.
- i. The existing Nu-Swift works, depicted in images 6 & 9, is completely out of scale with the buildings around it.

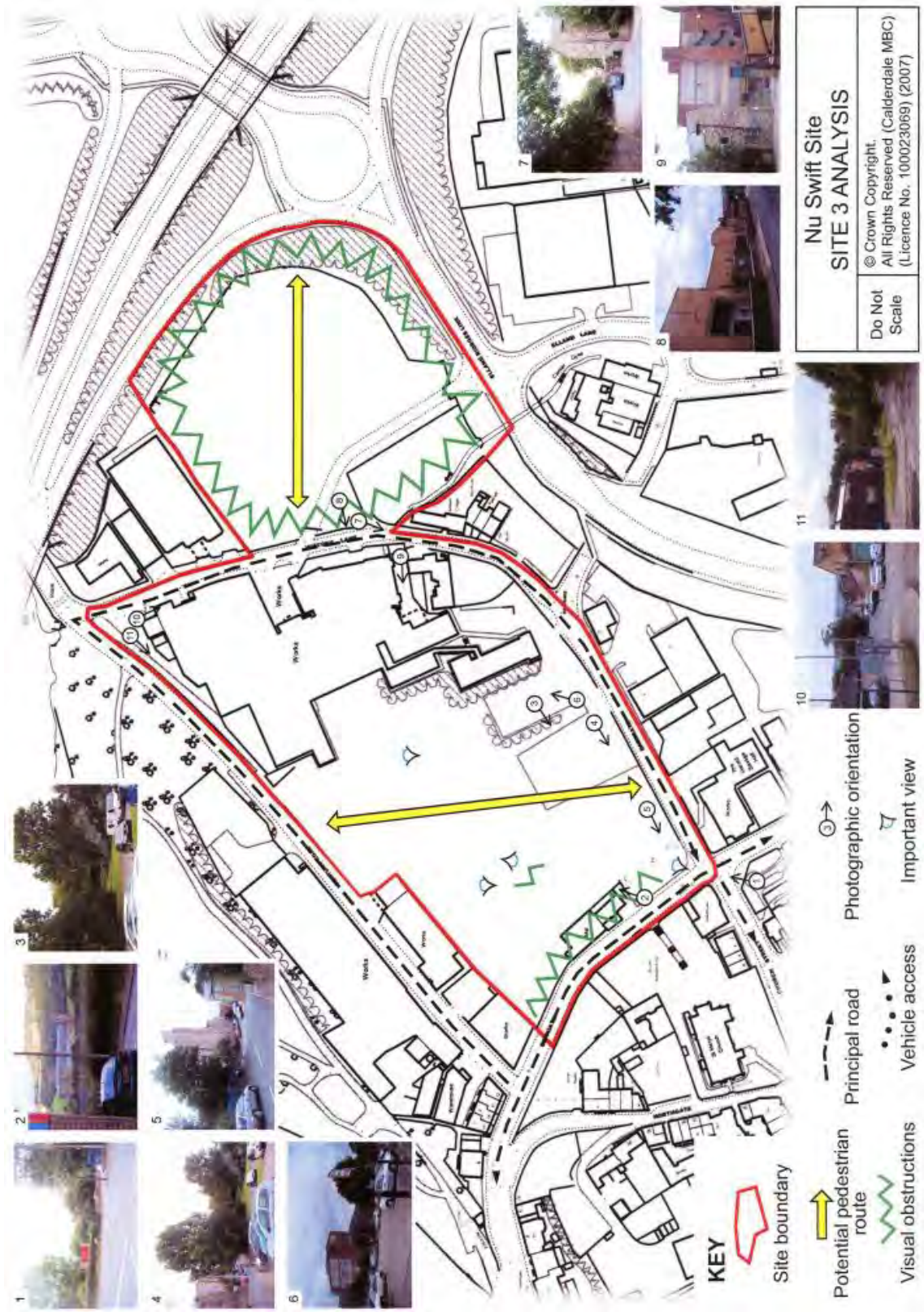
Flood Risk

Figure 19 Plan depicting Flood Risk Zones



- 6.28** A small area to the the north east of this site is within Flood Risk zones 2 and 3, as set out by the Environment Agency. The indicative proposals for this site, discussed in the following Development Brief, avoid locating any built forms in this area of the site. It is advised that all buildings are located in Flood Zone 1, so that the proposals can forgo the requirement to undertake the Sequential Test of PPS 25.

Figure 20 Site 3 Analysis Diagram



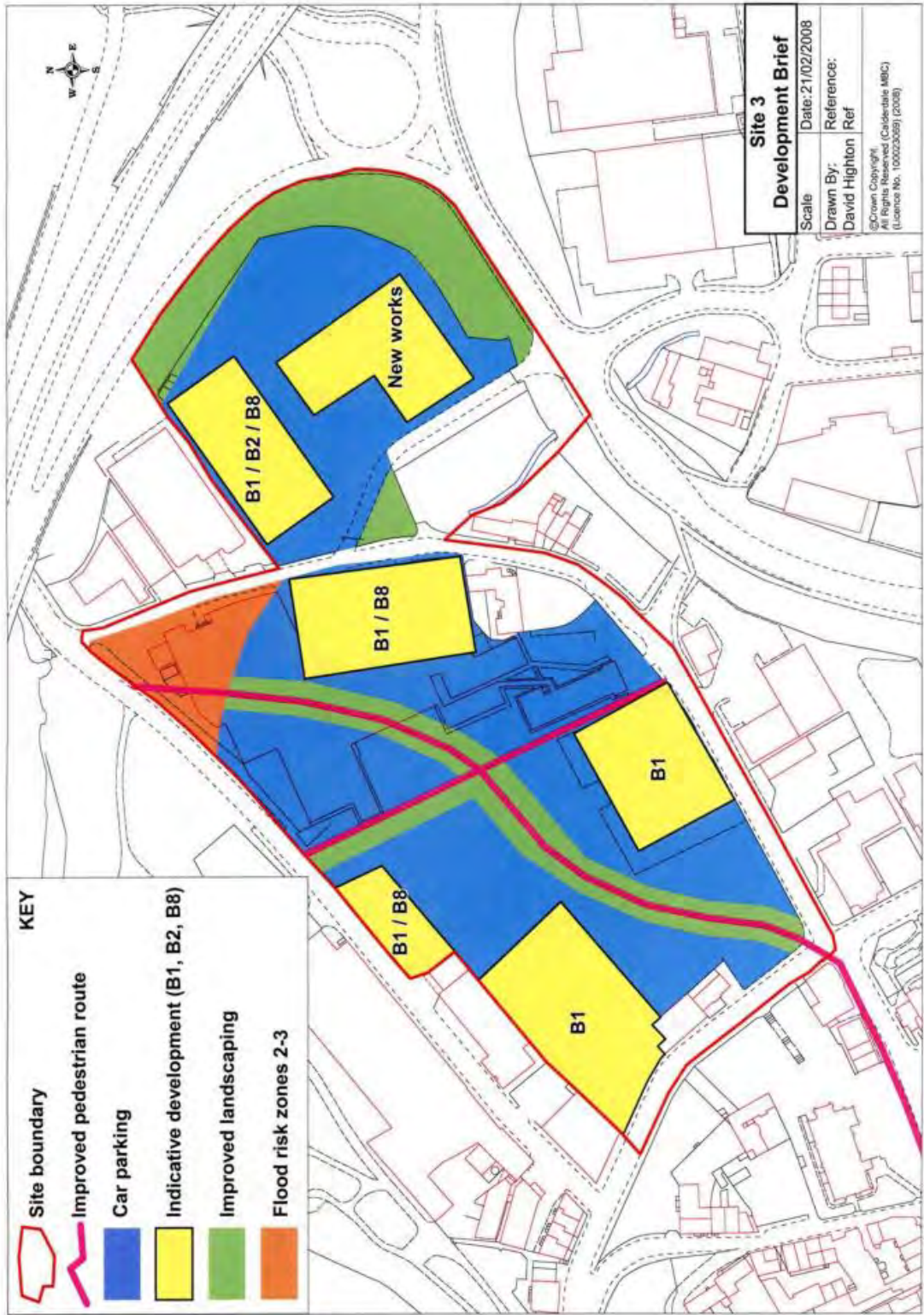
6.29 Development Brief

The following development brief should be read alongside Figure 21

- a. Development at the western end of the site could consist of B1 offices. Offices are considered the most appropriate form of employment development adjacent to housing and a conservation area and will complement uses in the Town Centre.
- b. Built forms should be designed so that their height and location will maintain visual permeability through the site. The height of the buildings should range from 2-3.5 storeys, with the higher buildings at the lower, north-eastern end of the site.
- c. A pedestrian route linking the site to the proposed Elland Pedestrian Network, the Town Centre, Riverside Park and proposed railway station is also recommended.
- d. Cycling storage facilities are expected as part of any development.
- e. The high trees and dense vegetation to the west of the site should be either cut back or removed completely to open up visual links between the site and the town centre.
- f. Offices or warehousing is proposed for the area on the footprint of the existing works, not taller than 3.5 storeys.
- g. Cladding materials should be of a high quality, such as stone or glazing, ideally incorporating solar panels. The design of any future development should be sympathetic to the nearby Conservation Area.
- h. The eastern extreme of the site would be ideal for Nu-Swift's new works, being as far as possible from residential development and the Conservation Area, and being located adjacent to the primary road network.

NB: B1 = Office, B2 = General Industrial, B8 = Warehousing

Figure 21 Site 3 Potential Development Diagram



Area 4: Northgate, The Cross and Upper Southgate Development Brief

Northgate, The Cross and Upper Southgate Development Brief

Objective: Redevelop derelict sites, improve public realm; regenerate a key area that forms a major asset.

- 6.30** "The Cross" is the cross roads between Southgate, Northgate, Westgate and Church Street. The Cross forms an intimate street scene bound by some fine architecture. Land off Northgate and Westgate is characterised by derelict, ex-industrial premises and the redevelopment of this site should help to regenerate this key location and the Town Centre as a whole.
- 6.31** The owners of the derelict land behind Dobsons have previously expressed an interest in redeveloping the land for residential use. Whilst the site is allocated as a Primary Residential Area in the RCUDP, the site has historically been in employment use. In February 2007, a planning inspector dismissed an appeal by the owners against the decision by Calderdale Council to refuse an application for residential development (appeal reference APP/A4710/A/06/2025501.) One of the reasons given for the dismissal concerned the effect the application would have had on the supply of employment land. It is therefore established that the land to the west of Dobsons, and indicated in Figure 22 as "Development Area" and "Indicative Redevelopment", is allocated for employment use.
- 6.32** The remainder of the area under discussion is allocated in the RCUDP as Town Centre, Conservation Area, Cycle Corridor and Leeds-Bradford Airport Wind Turbine Consultation Zone. The area occupied by the church is designated Urban Open Space and an Archaeological Site. The relevant RCUDP policies are detailed in Appendix 1.

6.33 Site Analysis

The following site analysis should be read alongside the respective site analysis diagram, Figure 22.

- a. In its approach to Briggate, Northgate is very steep and the junction with Briggate is unnecessarily wide. The pavements along Northgate are in need of improvement.
- b. Looking from the bottom of Northgate (its northern end), towards the cross, this area has a lot of character and some fine buildings. These consist of various stone buildings, a barn, the frontages of Dobsons, the old Rose and Crown and the church.
- c. The top of Northgate as it reaches The Cross is characterised by a pleasant intimacy of scale.
- d. The roadway along Northgate narrows substantially alongside Dobsons and towards The Cross, which creates access difficulties, particularly as this two-way route is used by delivery vehicles visiting Dobsons.
- e. Fumes from a nearby chimney, forming part of works along Century Road, are blown across this elevated site.
- f. The turning area depicted in image 5 (Figure 22) forms part of the potential re-development site. The development site is predominantly derelict, and consists of a former works that has a frontage on to Westgate.
- g. Neighbouring properties to the development site are Dobsons and retail businesses at The Cross, as well as residential properties immediately to the west.

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- h. There are dramatic and valuable views from the development site to the north, characterised by the backdrop of the hills. However, these views are currently blocked by inappropriately planted vegetation on the northern boundary of the site.
- i. The sloped nature of the site, sloping down towards Northgate, would warrant building heights of 2-3.5 storeys.
- j. The Cross is a comparatively successful area of the Town Centre consisting of various active frontages, which include a bank, pub, tapas bar and delicatessen.
- k. The Cross is spoiled by busy vehicle traffic travelling between the various junctions at the cross roads. The northern end of Southgate, where it meets The Cross, is already one-way, but forms an unnecessarily wide junction that spoils the intimacy of the area. Northgate is a narrow and very busy roadway.
- l. The northern end of Southgate contains an unnecessary number of protective posts intended to protect pedestrians and property from motor vehicles, which use road surfaces that are level with the path way. These posts create a cluttered environment.
- m. The convenience store (see image 19 of figure 22) and Savile House create a set-back and unattractive frontage with low quality street furniture. These are detrimental to the streetscape.

Figure 22 Site 4 Analysis Diagram

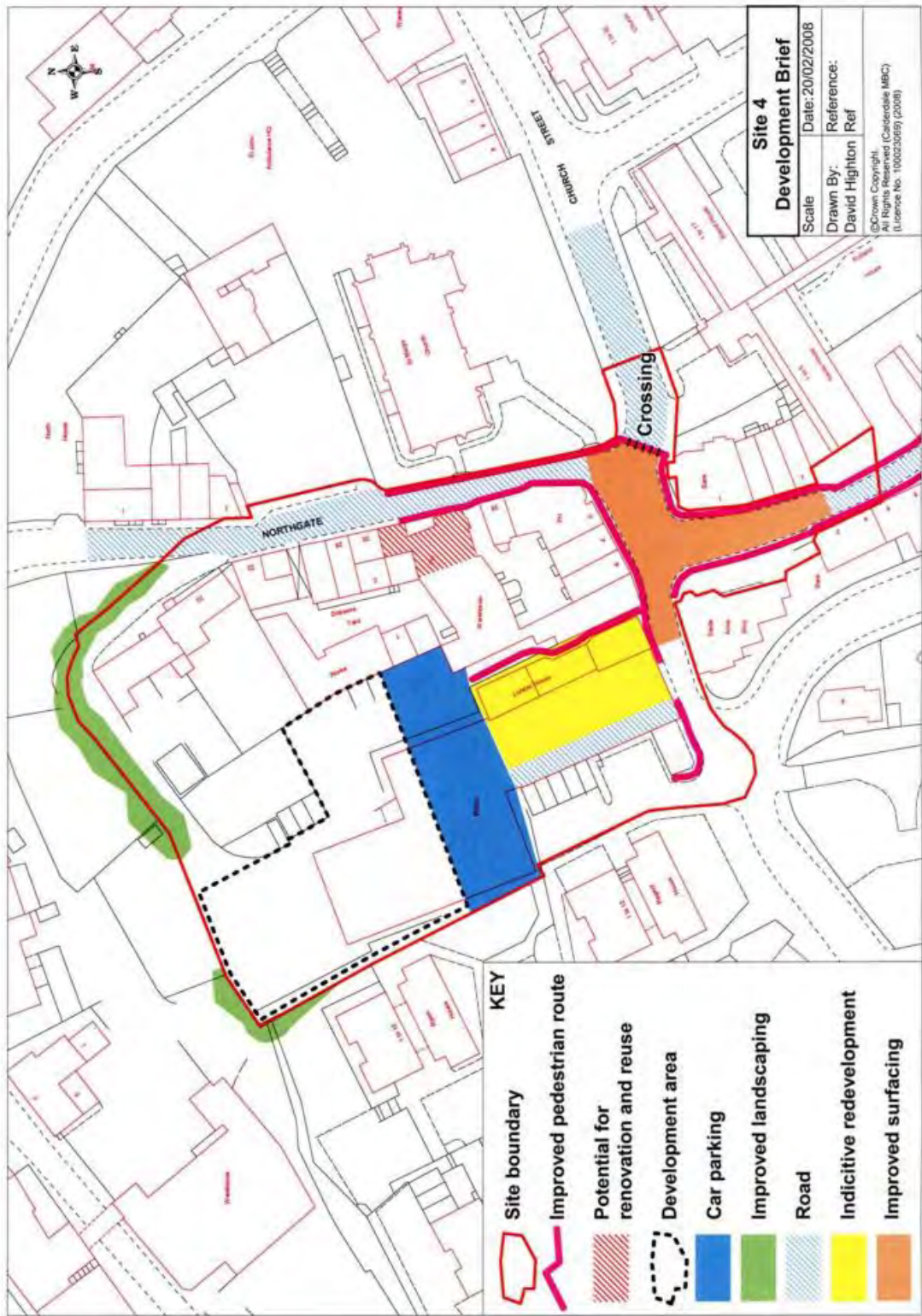


6.34 Development Brief

The following development brief should be read alongside Figure 23

- a. The junction between Northgate and Briggate could be narrowed to slow down traffic and create a safer pedestrian environment. The junction between Southgate and Westgate should be significantly narrowed. Pavements throughout this key area should be improved in accordance with the advice in Chapter 5. Cycling infrastructure should be developed.
- b. The potential development site could be redeveloped as office premises, with the existing structures being demolished. This would be an employment use that is appropriate in an area bounded by residential properties and being subject to severe access constraints. These offices might consist of starter units. The replacement of the existing structure, which has a frontage on to Westgate, should maintain the current streetline along Westgate and therefore the intimacy and character of this area.
- c. Any proposal to demolish existing structures would require Conservation Area Consent and would need to be justified in accordance with the advice provided in PPG 15.
- d. Any new buildings should be clad using high quality materials that relate well to the context and character of the Conservation Area.
- e. The proposed office development should be designed such that it takes advantage of the dramatic views to the north of Elland from this elevated site.
- f. The former Rose and Crown building could be sensitively restored and re-used.
- g. The roadway along the Cross could be modified to assist in calming traffic and help to create a semi-pedestrianised area where the surfaces are shared by pedestrians and slow-moving vehicles. It may be possible to utilise the historic stone setts that exist beneath the existing road surfacing, which would reinforce the character of the area.
- h. Discussions should take place with the owners of the works along Century Road to address the amenity problems relating to emissions blowing across Northgate.
- i. In the interests of calming traffic and reducing the need for ungainly safety posts, measures could be introduced to slow traffic along upper Southgate.
- j. The Savile House frontage onto Southgate should be brought forward and re-clad using materials complimentary to the historic buildings in the area, such as sandstone or similar high quality materials.
- k. Shop front renovations could be undertaken to further enhance the character of the area, however, this may be subject to the availability of grant funding. The Council's Conservation Team can advise on the availability of grant funding for heritage works.

Figure 23 Site 4 Potential Development Diagram



Area 5: Southgate Development Brief

Southgate Development Brief

Objective: The creation of a vibrant and attractive shopping area.

6.35 Rejuvenating Southgate along its full length between Northgate and Dewsbury Road will strengthen its role as Elland's 'high street', and a spine linking the key areas of Central Elland. Improvements to the pedestrian and general built environment, increased commercial floor space, and improved shop frontages could provide a new focus to Central Elland, providing added appeal to shoppers, from within and outside of the town.

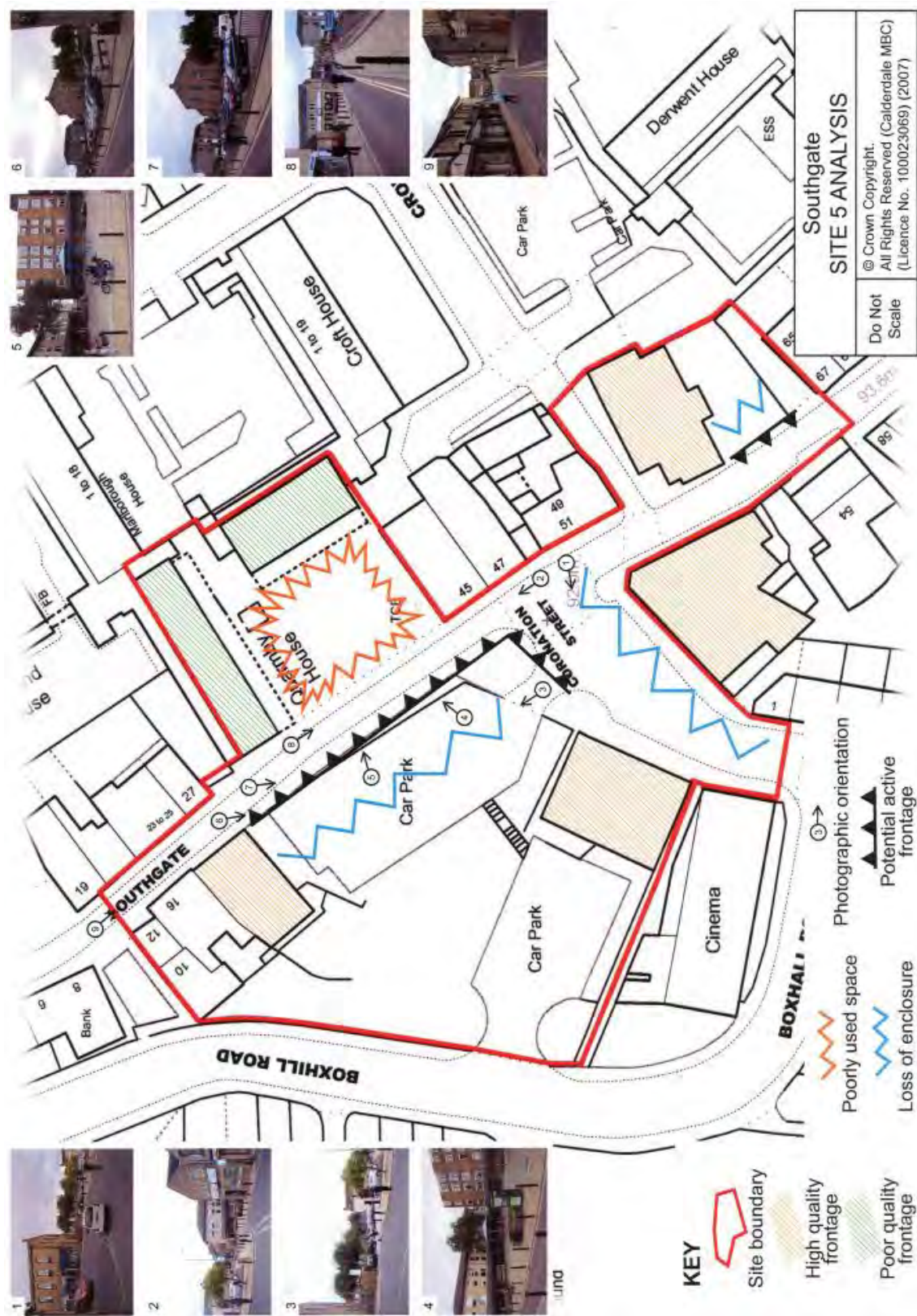
6.36 This area, referred to as Site 5 on Figure 9, is allocated in the RCUDP as Town Centre, Conservation Area, Cycle Corridor and Leeds-Bradford Airport Wind Turbine Consultation Zone. The relevant RCUDP policies are detailed in Appendix 1.

6.37 Site Analysis

The following site analysis should be read alongside the respective site analysis diagram, Figure 24

- a. The context of this area is of 2-4 storey commercial and residential buildings, some of which are of historic or architectural interest. There are open voids in the street scene that result in a lack of intimacy, and conflict between pedestrians and traffic.
- b. There is a void in the street scene along Southgate created by the open space that is the carpark off Coronation Street. This destroys any sense of intimacy at that part of Southgate and results in an absence of active frontages and commercial floor space, and therefore hinders the vibrancy of the area.
- c. The square in front of Calder House is currently underused and of a poor quality, rather than forming an intimate and high quality public meeting place. The Calder House frontage is unsightly; the sheltering around the edge of the square is uninviting; and the blue shelter appears out of place and unnecessary. The paving in the square is also of a low standard.
- d. The modern street lighting units along Southgate are not in-keeping with the character of the area.
- e. There is a continuation of untidy safety posts.
- f. The wide junction between Coronation Street and Southgate forms another void in the streetscape and an unpleasant crossing area for pedestrians.
- g. Due to the relatively dense and intimate nature of this area, visual permeability is limited to the immediate surroundings. This may limit the ability of visitors to navigate their way around the town.

Figure 24 Site 5 Analysis Diagram

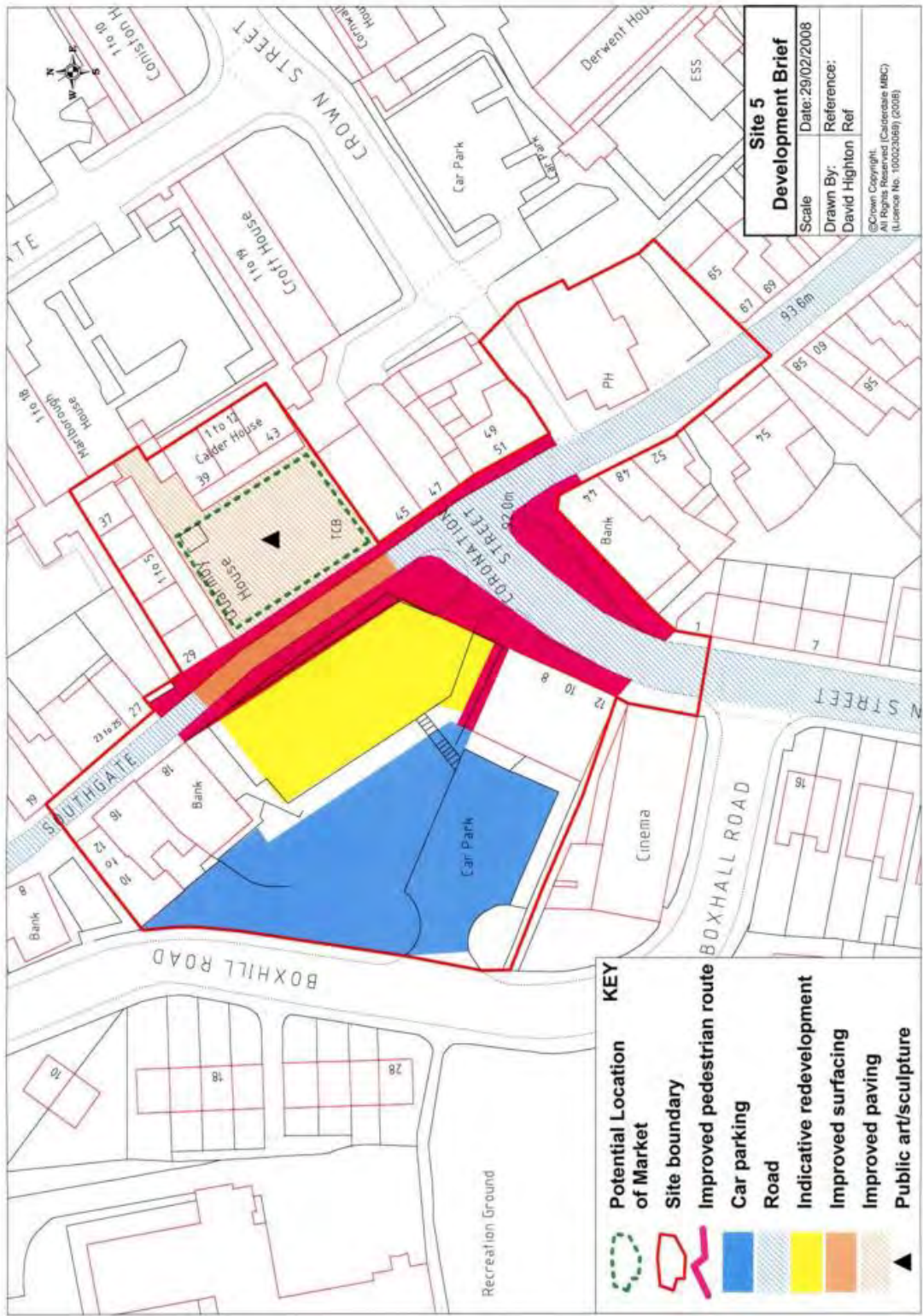


6.38 Development Brief

The following development brief should be read alongside Figure 25

- a. The void created by the Coronation Street car park could be in-filled with a building consisting of retail on the ground floors and office and residential uses on the upper floors. The building could otherwise be used for public services, such as a Customer First Centre or library.
- b. The frontages of this block would proceed along Southgate and around the junction with Coronation Street, extending in part into the existing roadway of Coronation Street, subject to road narrowing. This block should be built to a height, and utilise materials, sympathetic to the character of the area. Sandstone or materials of a similar quality would be suitable. The corner aspect of the building at the corner between Coronation Street and Southgate could be characterised by a tower, which would mirror the form of the building opposite and also assist in creating a sense of place and importance in this area. The rear of the block could continue to be a car parking area, although the levels of the land would need to be reformed to maximise its potential. The creation of a new, mixed-use block of appropriate density would enhance the vibrancy and vitality of the area.
- c. The square in front of Calder House could be improved by replacing the surfaces with high quality paving. The blue shelter could be removed and high quality benches and an art installation put in its place. The facade of Calder House could be cleaned up and re-clad. The shelter around the edge of the square could be re-painted in a brighter shade, or even replaced with more contemporary materials, such as glass and metal.
- d. The retail units around the edge of the square could consist of land uses that will make use of the square, such as restaurants, cafes and bars. Uses of this nature could spill out into the square with al fresco drinking and dining livening up the square and making it a more vibrant focal point of Southgate and Central Elland.
- e. The square should also be considered as a new, more central and convenient, location for Elland's weekly market, which is currently located adjacent to the Victoria Baths (see Area 6 of the SPD.)
- f. The safety posts along Southgate could be removed subject to the implementation of other measures intended to slow down traffic. The surfacing of the roadway could be modified to create a semi-pedestrianised area where pedestrians are able to flow easily over the road. The imposition of a very low speed limit should be investigated along Southgate.
- g. Much of the existing street lighting units along Southgate could be removed and replaced with more appropriate fixtures befitting of a conservation area. Street lighting could be attached to buildings rather than creating obstacles along the street.
- h. The highway along Southgate could be improved in accordance with the advice in Chapter 5 of this SPD.
- i. The junction between Southgate and Coronation Street could be narrowed.
- j. Shop front renovations could be undertaken, although this may be subject to the availability of grant funding. Advice should be sought from the Council's Conservation Team.
- k. Appropriate signage should be used to direct people to the proposed railway station, Riverside Park, and other key areas.

Figure 25 Site 5 Potential Development Diagram



Area 6: Timber Street & Town Hall Triangle Development Brief

Timber Street & Town Hall Triangle Development Brief

Objective: Regenerate a key gateway into Central Elland.

- 6.39** The renaissance of Elland will be enhanced by the creation of a new, dramatic 'gateway' to the town that defines its emerging regeneration. The vehicle-dominated junction where Southgate converges with the Elland-Riorges link and Huddersfield Road, provides a key point of arrival that demands attention. This can be achieved through the re-ordering of the highway network in favour of pedestrians, along with improvements to the public realm.
- 6.40** This key gateway to the Town Centre benefits from what is possibly Elland's most iconic and imposing building - the Town Hall. Large parts of this building are presently under used and in need of renovation and reuse. This key landmark could have an important role to play in the future, as a landmark between the Town Centre, and an increasingly revitalised Dewsbury Road area.
- 6.41** This area is designated as Town Centre, Conservation Area and Leeds-Bradford Airport Wind Turbine Consultation Zone in the RCUDP. The relevant RCUDP policies are detailed in Appendix 1.

6.42 Site Analysis

The following site analysis should be read alongside the respective site analysis diagram, Figure 26

- a. The corner between Southgate and Victoria Road, and the roundabout between Southgate and Elland-Riorges link, create voids in the street scape of Central Elland. These areas are also heavily dominated by vehicular traffic, including large vehicles, and this creates a very unpleasant and hazardous environment for pedestrians to use, with implications for the vitality and viability of this part of Central Elland. These issues are discussed in more detail in the Section on Highways Issues.
- b. This part of Southgate lacks active frontages. There is a gaping hole in the street scene caused by the open space/car park known as Market Place. This open space fragments the area and results in a lack of active land uses and therefore vibrancy. Numerous ground floor units of the Town Hall are vacant.
- c. There is an abundance of ugly and obstructive street signs along the pedestrian highway.
- d. This area is characterised by some grand, historic buildings including the Town Hall.
- e. There are valuable views to the south of Southgate to the hills, and to the north of an intimate street scene leading towards upper Southgate and The Cross.
- f. Pedestrian paving and public realm generally is untidy and drab.

Figure 26 Site 6 Analysis Diagram

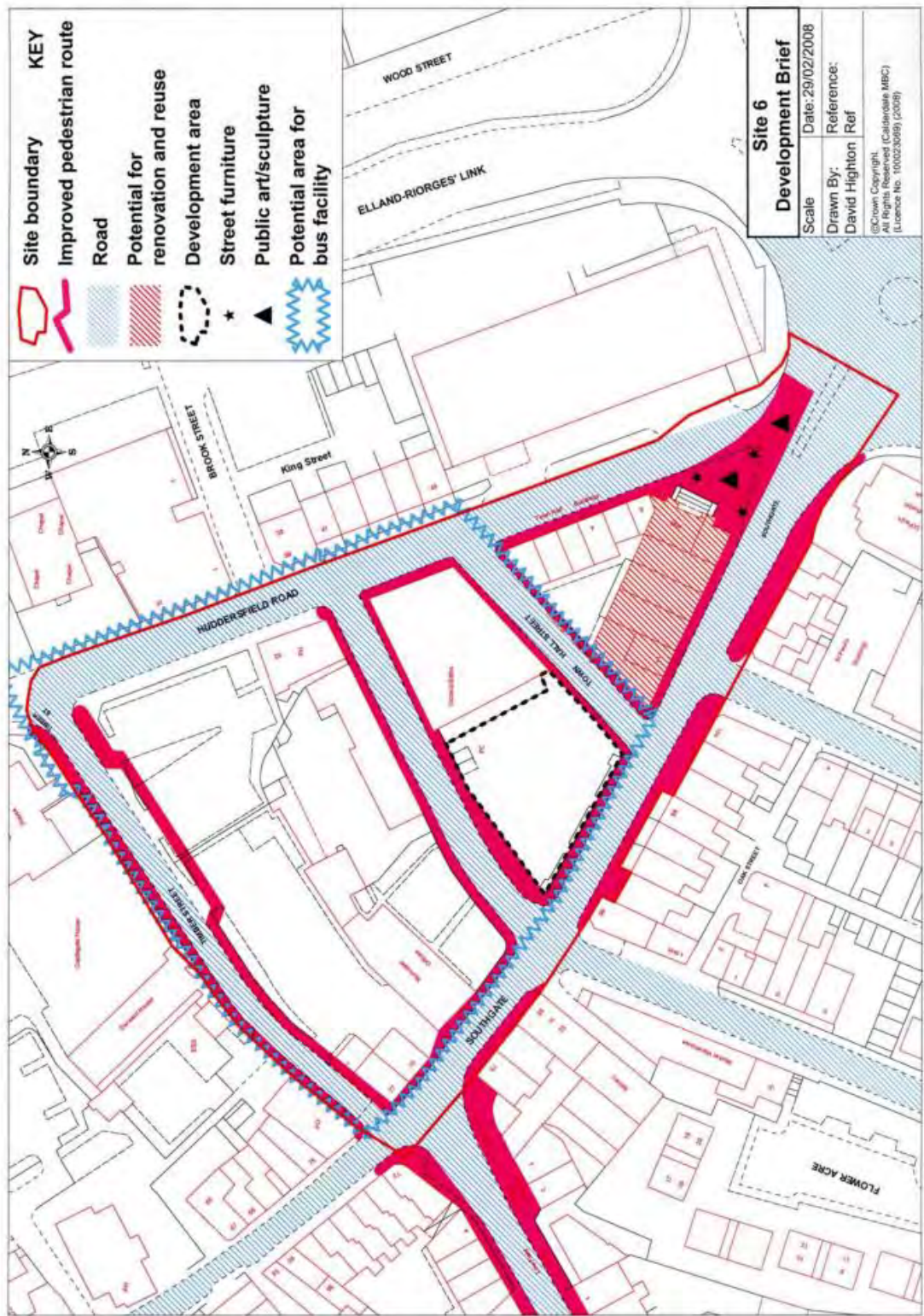


6.43 Development Brief

The following development brief should be read alongside Figure 27.

- a. The implementation of highways improvements in accordance with the key principles of the SPD should help to solve some of the main problems in this area. For instance, the indicative proposals discussed in Chapter 5 would drastically improve the area for pedestrians. Space could be created in front of the Town Hall to create high quality public realm befitting of such an important building and a key gateway into the Town Centre.
- b. The introduction of the Elland Pedestrian and Cycle networks, would further reduce the dominance of motor vehicles and make this area more attractive to pedestrians and cyclists. Increased pedestrian movements would increase the likelihood of businesses establishing in this area.
- c. The Market Place car park could be in-filled with a new building, which would introduce new commercial space and active frontages, which would benefit the vibrancy and vitality of the area. The building form itself would assist in reducing the fragmentation of the area and the lack of enclosure caused by the car park. This new building would need to be built to a height, and using materials, that are sympathetic to the existing surroundings. The new building could be occupied by a new library or Customer First centre, and/or retail/office/residential space. This building could even form an extension to Victoria baths to create an improved leisure facility.
- d. The public realm created in front of the Town Hall could consist of high quality block paving, and include street furniture such as benches. This location would be appropriate for the installation of public art, which might include a water feature or sculpture.
- e. The abundance of ungainly and obstructive signage along Southgate should be reduced to as great a degree as possible.

Figure 27 Site 6 Potential Development Diagram



Area 7: Dewsbury Road Area Development Brief

Dewsbury Road Area Development Brief

Objective: Ensure this developing site integrates with and complements the rest of Central Elland.

- 6.44** Parts of the Dewsbury Road area are characterised by attractive, redundant mill buildings such as the Gannex, Marshfield and Perseverance mills, which occupy locations north and east of the site. There is planning approval for the conversion of Perseverance Mill to residential and office/industrial use, and this permission is currently being implemented. Planning applications have been submitted for the conversion of Marshfield Mill and Gannex Mill, along with a new build element, to residential apartments, however, decisions on these are still pending.
- 6.45** The remainder of the Dewsbury Road area is characterised by low quality industrial uses, with very unattractive and poor quality development dominating the western area of the site adjacent to the Elland-Riorges link, across from the Town Hall. This part of the site has been the subject of a planning application for the development of a supermarket by ASDA. This application was refused in November 2007, but could be the subject of an appeal or resubmission.
- 6.46** It is considered that the above mentioned developments, assuming all of them transpire, would be beneficial to Central Elland. The conversion of redundant mill buildings will ensure that attractive, historic mills are preserved and that the vibrancy of this area is improved through the introduction of new, active land uses. The proposed residential developments would increase the population of an area central to the town and should increase footfall in the Town Centre, with benefits for local businesses. A supermarket, or other commercial-led, mixed-use development would help to clear away unattractive industrial development, which is detrimental to the image of the Town Centre. Development of this nature could also provide facilities with the potential to prevent people leaving the town, and indeed, attract people in from outside. A regenerated Town Centre has every chance of benefiting from this providing it is well integrated with the site under discussion and that it has the facilities and attractive environment to appeal to visitors.
- 6.47** Given that the bulk of the Dewsbury Road area is already the subject of various planning applications, and a planning permission, this development brief will be restricted to commenting on the access arrangements in the area.
- 6.48** The site is allocated for Mixed Use development in the RCUDP and is a Leeds-Bradford Airport Wind Turbine Consultation Zone. The relevant RCUDP policies are detailed in Appendix 1.

6.49 Site Analysis

The following site analysis should be read alongside the respective site analysis diagram, Figure 28

- a. Pedestrian permeability within and around this site is very limited, as are connections between the site and the Town Centre. Pathways are generally narrow and paving is substandard. Pedestrian access between this site and the Town Centre is very limited due to the Elland-Riorges link and roundabout.
- b. There is no infrastructure or facilities available to cyclists.
- c. The frontage of the site onto the Elland-Riorges link is very untidy and this detracts from what is a key gateway into the town.

Figure 28 Site 7 Analysis Diagram



6.50 Development Brief

The following development brief should be read alongside Figure 29

- a. The indicative highways solutions in Chapter 5 would help to solve some of the major problems with this site. Modifications to the Elland-Riorges link and introduction of a priority pedestrian crossing, directly between the Town Centre and the site, would improve the environment for pedestrians. Improvements to the pedestrian network and the introduction of the proposed cycle network, as discussed in Chapter 5, should further integrate this site with the rest of Central Elland, in a sustainable manner.
- b. The introduction of a pedestrian route through the site itself, connecting the proposed Elland-Riorges link crossing directly with a future, mixed-use development, would help to integrate the site and its emerging facilities, with the Town Centre, and permit safe and efficient pedestrian movements between the two.
- c. That part of the site fronting onto the Elland-Riorges link road would ideally be developed as a public open space, including street furniture and high quality landscaping. This would provide a pleasant resting area for pedestrians transferring between the Town Centre and future development on-site. It would also enhance this key gateway into Elland, softening an area dominated by built forms, and allowing views of the Town Hall to guide users of the site towards the Town Centre.
- d. Any future mixed use development should be designed such that it is sympathetic to the character of the area. Cladding materials could reference the various mill buildings around the site and the nearby Conservation Area.

Figure 29 Site 7 Potential Development Diagram

