

A STRATEGIC DEVELOPMENT FRAMEWORK FOR CAMP HILL URBAN VILLAGE

CONTENTS Page

Volume 1 – The Strategic Development Framework

	Executive Summary	1
1.	Introduction.....	4
2.	Key Findings from the Baseline Report.....	6
3.	Generation and Evaluation of Options.....	13
4.	Key Issues from the Consultation Exercise	18
5.	The Strategic Development and Urban Design Framework	21
6.	Development Opportunities and Projects	46
7.	Phasing and Implementation.....	54
8.	Priority Actions and Next Steps.....	61

Volume 2 – Market Testing & Viability

1. Market Testing
2. Financial Profile and Cash Flow
3. Project Control Sheets

FIGURES

Volume 1

- 1.1 Revised Study Area
- 3.1 Preferred Option 5A from Options Study Report
- 3.2 Preferred Option 5B from Options Study Report
- 5.1 Overall Strategic Development Framework
- 5.2 Potential Land Uses
- 5.3 Urban Design Principles
- 5.4 Strategic Development Framework Perspective Drawing
- 5.5 Application of Development Design Principles
- 6.1 Camp Hill Urban Village Projects
- 6.2 Strategic Development Framework Extract – Bar Pool and Village Centre
- 6.3 Strategic Development Framework Extract - Midland Quarry
- 7.1 Strategic Development Framework - Phasing
- 7.2 Land Assembly Suggested Phasing

Volume 2

- 1.1A Camp Hill Urban Village Projects
- 2.1A Programme Plan

EXECUTIVE SUMMARY

1. Over the next few years local people, new residents, visitors and investors alike will see radical changes in Camp Hill which will make it a much better place in which to live, work and enjoy themselves. The radical new plans for the comprehensive regeneration of Camp Hill set out in this development framework address persistent and deep-rooted issues with a firm intent of achieving fundamental and lasting change.
2. The Partners in the initiative including Nuneaton and Bedworth Borough Council, Warwickshire County Council and AWM, are seeking to work with local communities and businesses to create an evermore attractive and safer place to live and work. This will involve the integration of economic and social activities, introducing high quality development and more varied tenures, pursuing design principles which create safer areas and constructing streets, squares and buildings of variety and quality. New public investment will help attract private sector commitment and funding to the area. This framework outlines in more detail how these overall aims apply to the regeneration proposals for Camp Hill.
3. This is one of a series of urban villages being promoted by the Prince's Foundation across the Country with the Regional Development Agencies and English Partnerships. The characteristics of urban villages are:
 - a resident population of 3,000 - 5,000;
 - land uses within easy walking distances;
 - a community of sufficient size to sustain a range of services;
 - land uses that are mixed within the area overall and within individual buildings;
 - development densities that are higher around the core and transport nodes and in all cases seek to maximise the use of land;
 - design principles that seek to create frontages based upon a perimeter block.
4. Camp Hill is an area with a host of problems including high unemployment, crime, high levels of long term illness amongst residents. It is an area stigmatised by these problems with strong negative perceptions amongst people who do not live there. In addition the market will not invest in the area and as a result land values are negligible and house prices so low that in some cases cash buyers are the only potential purchasers. However, it is not just the private market that shuns Camp Hill it is also one of the least popular council housing areas.
5. These economic and social problems are compounded by the areas physical environment, much of the housing was constructed in haste and to layouts that have created problems for future generations. The road hierarchy is difficult to understand to outsiders with no natural centre to the area.

6. Given these problems the consultant team consider that radical change is required. Options for more minimal change have been evaluated, but they would not meet the need to create the conditions for investment and renewal.
7. The development framework is therefore one of radical change based upon tackling the areas of poorest housing provision, creating a new urban village heart and maximising the areas assets. The consultant team have developed a framework with the following key components:

- A new village centre based upon an extension and remodelling of the existing community and retail centre at Cedar Road but now including a new 'High Street' which links the area north to south.
- Redevelopment of existing housing areas on slopes facing Bar Pool Valley with new houses built upon a perimeter block which respects, rather than confronts, the topography of the area.
- Regeneration of Midland Quarry to produce new employment opportunities and a new environment.
- New infrastructure providing appropriate links through the area based upon a hierarchy which supports the village centre.
- Improvement of existing areas of employment and housing to provide additional jobs, improved housing and a quality environment.

8. These proposals seek to move Camp Hill towards the principles of an urban village but recognise that this urban village is based upon an existing community. Some key components of the approach to design principles are:
 - *Active Corners and Observation* – new activities should positively address street frontages.
 - *Defined Corners and Gateways* – corner locations should generate the potential to create prominent sites and gateways signalling the entry into the urban village.
 - *The Adoption of a Perimeter Block for New Housing* – this will vary to accept a variety of housing types but will lead to active frontages with public fronts and private backs.
 - *The Creating of Identifiable Neighbourhoods* – based upon existing redeveloped housing areas.
 - *Mixed Use* – developing a high street with buildings close to the footway and multiple uses within buildings.
9. A series of key projects have been identified to deliver the urban village including development projects, new infrastructure, environmental projects, community

provision and improvements to existing areas. There will also need to be changes to existing proposals such as bus showcase routes.

10. These proposals involve the demolition and decanting of existing housing which is a very important issue to local people. The proposals include a programme of requisition and demolition which are believed to be achievable, but upon which further consultation will be required.
11. The proposals are phased over a time period of 6-7 years, early projects will be:

- Part of the new link road from Tuttle Hill to Cedar Road.
- New housing on land owned by the County Council adjacent to St Anne's RC School.
- A mixed use development on Tuttle Hill adjacent to the new link road.
- A new link road from Tuttle Hill to Willow Road to serve Pool Road Industrial Estate and open up land for development.
- New housing on Cedar Road
- Construction of Bar Pool Balancing Lake.
- Improvements to recreational facilities at Camp Hill School.

12. Other projects will follow and much work will be undertaken on developing these projects in the early years of the programme.
13. To deliver these changes a new organisation will be required. The nature of this organisation is for the Project Sponsors to determine, but it should be focussed upon the delivery of these projects and promoting the vision to the private and public sectors.
14. Given the scale of change it will necessary to use compulsory purchase orders to acquire property, however, where possible, negotiation to acquire private property should be used.
15. The estimated cost of delivering this change is nearly £24 million which will require in the region of £15 million from a variety of agencies to achieve.
16. This document is only one step in the process - more needs to be done in terms of the adoption of its recommendations, including the development of Supplementary Planning Guidance and public consultation. The main report identifies a series of next steps for the Project Sponsors to consider.

1. INTRODUCTION

Purpose of Report

- 1.1 This report builds upon our earlier work in the form of a Baseline Report (April 1998) and a Draft Options Report (July 1998) relating to the development of an urban village based upon the Camp Hill area of west Nuneaton. It analyses the implication of the earlier work, outlines the options considered and advises on the development and implementation of a technically and commercially achievable strategic development framework. The Project Sponsors comprise Advantage West Midlands (AWM), the Prince's Foundation, Nuneaton and Bedworth Borough Council and Warwickshire County Council.
- 1.2 The Urban Village concept as a design philosophy underlying urban development has been in existence for a number of years. The concept has, however, come to the fore more recently following the setting up of the Urban Villages Forum (now the Prince's Foundation) which has a central aim of promoting best practice in relation to this form of mixed use development.
- 1.3 Recognising the potential of the Urban Village philosophy as a means of securing high quality urban regeneration, English Partnerships and the Regional Development Agencies are jointly with the Urban Villages Forum, promoting a 'mixed use initiative'. Some 24 urban village projects have been identified across the country as part of this initiative with a view to identifying and disseminating good practice in this field. Camp Hill, Nuneaton is one of these projects.

The Urban Village Concept

- 1.4 It is widely acknowledged that Camp Hill is an area of decline, it is one of the most deprived ward in Warwickshire; suffers from a poor environment and negative external image. Radical measures are needed to turn the area around and to create a self-sustaining community in which the cycle of decline becomes a virtuous cycle of improvement.
- 1.5 It is proposed to re-model Camp Hill using urban village principles as a basis for this significant change in the urban environment. The essential characteristics of an urban village are:
 - The combined resident and working population should be in the range of 3,000–5,000;
 - In terms of its land uses, facilities must be within easy walking distance of each other, meaning that there is less need to use the private car;
 - The community should be of sufficient size to maintain services, but small enough for people to know each other by sight, name or association;
 - Land uses should be mixed, with residential and employment opportunities in balance, and uses mixed in street blocks as well as across the village;

- Tenure should be mixed with space reserved for rental and equity shared accommodation in the housing sector and freehold, leasehold and ‘easy in, easy out’ terms for industrial and commercial occupiers; and
 - Densities should reflect urban as opposed to sub urban principles, with higher densities to be found in the core of the village and near to transport modes.
- 1.6 The Camp Hill area represents a challenge to the concept of an urban village because it is essentially a built up area with limited opportunities for development on vacant sites. In the case of Camp Hill it is necessary to take the essential characteristics of an urban village and tailor them in such a way that the resulting product is achievable, but represents a fundamental shift in the urban form and facilities available in the area. Equally important to the achievement of successful regeneration in Camp Hill, is the need to raise the expectations and esteem of the local community by providing an improved environment and supporting social infrastructure.
- 1.7 At the outset it was recognised by all parties involved in the project that significant improvement could only be achieved in Camp Hill with major private and public sector commitment in terms of time and resources. At the same time the project sponsors have placed emphasis on the importance of securing meaningful community participation. This has been a key element given that in order to achieve the radical proposals contained in this report there will have to be some short term disruption in the area, including demolition and re-housing of occupiers. This will be hard for some residents, but overall we are convinced that these negative impacts will be totally over-shadowed by the longer term benefits that will be generated for the physical and social fabric of Camp Hill, and the community that lives there.

Council Response to Draft Options Report

- 1.8 The Draft Options Report was completed in June 1998 and considered by officers of the Prince’s Foundation, AWM, Warwickshire County Council and Nuneaton and Bedworth Council. Some detailed comments were made and these are incorporated into this report.
- 1.9 Extensive public consultation was then undertaken on the concept of radical change as recommended in the report. This involved a workshop for members of the two local authorities in August 1998 and a major consultation and ‘Planning for Real’ exercise with Camp Hill residents in January and April 1999. The results of these exercises and the implications for the proposals are discussed in Section 4. However, one specific response which should be highlighted at this stage was the decision to alter the study boundary to exclude the Judkins Quarry area from the urban village. Figure 1.1 shows the revised study boundary.

2 KEY FINDINGS FROM THE BASELINE REPORT

- 2.1 In order to provide a context for the generation of options, the key findings of the Sector Audits originally set out in the April 1998 report are summarised below:

Socio-Economic Characteristics

- 2.2 The area is characterised by low economic activity rates, poor skills, a vulnerability to unemployment and high levels of crime. As such there is a poor economic base to support local commercial activity and the private residential market.
- 2.3 Camp Hill ward forms part of West Nuneaton comprising the wards of Camp Hill, Abbey, Chilvers Coton, Stockingford and Attleborough. All five wards feature in the most ten deprived wards in Warwickshire (Department of the Environment Index of Local Conditions). Particular features of Camp Hill are a high level of single parent households (7.7% compared to a County average of 2.7%), and a very low proportion of people with vocational or professional qualifications (1.8% of residents compared to 14.6% across the County).
- 2.4 Crime and health issues are also of concern. Localised health statistics are difficult to obtain but 16% of residents have a limiting long-term illness census of population compared to a County average of 11.7%. The Camp Hill Police “A Beat” which approximates to the study area, has some of the highest number of reported crimes for beats in Nuneaton, particularly for damage to properties, damage to vehicles, theft of and from vehicles and violence.
- 2.5 Land ownership is dominated by the local authorities, together with the private sector owners of the Midland Quarry (Mininvest). Development proposals for the area must take account of the aspirations of these major land owners.
- 2.6 The historical development of the area influences attitudes to Camp Hill today. The majority of the housing in the area was constructed to accommodate miners working in the nearby coalfields during the 1950’s. Many of these new residents were not from the local area leading, in part, to the development of an “us and them” attitude to residents of Camp Hill, a legacy that remains.

The Planning Policy Context

- 2.7 At a national level current and emerging planning policy (e.g. draft PPG3 Housing) supports the development of mixed use urban villages with a population of 3,000 – 5,000. (The study area’s population is nearly 8,000). Higher residential densities and measures aimed at reducing use of the private car are also encouraged.
- 2.8 At a local level, the future allocation of housing land is a significant. Central Government is seeking to maximise the use of recycled land with redevelopment and improvement of existing urban areas like Camp Hill, a key priority to reduce development in greenfield locations.

- 2.9 On the issue of employment land (although now outside the study area), Judkins Quarry forms a significant element of undeveloped land within the overall stock of employment land allocations in Nuneaton.
- 2.10 Camp Hill has extensive areas of open space; albeit not necessarily of good quality or in the most appropriate locations. Planning policy at both the national and local level supports the retention of open space and playing fields as an important aspect of a high quality environment in urban areas. Loss of such areas without adequate alternative provision would normally be resisted.
- 2.11 National planning policy supports the provision of retail development in town centres. In Nuneaton and Bedworth planning policy favours larger scale development in Nuneaton and Bedworth Town Centres. Smaller district and local centres, such as Camp Hill, are permitted to absorb smaller scale development, particularly to serve local needs.

The Residential Audit

- 2.12 Although the study area appears to be dominated by local authority housing, the impact of 'Right to Buy' legislation has been to increase the proportion of owner occupied housing.
- 2.13 There remains a substantial area of former National Coal Board Properties, now mainly in private ownership. These properties, and some of the local authority stock, have been built on steep slopes with large gardens, which are difficult to maintain, leading to environmental problems. The topography also presents potential difficulties for redevelopment in the future.
- 2.14 There are also a large number of properties of 'non traditional' construction in the area, including 'No Fines' properties. 23% of these properties built by the local authority have been sold off under Right to Buy legislation.
- 2.15 Housing development activity in the area has until recently been limited. Housing Associations have now begun to develop a small number of infill sites and the private sector (Bellway and Barretts) is developing two substantial sites on the southern fringes of Camp Hill.
- 2.16 Camp Hill, particularly the large central housing area, is not an attractive location for the private housing market. Local estate agents report very limited interest in the area. There is evidence of repossessed and other vacant properties being sold at prices as low as £8,000 creating a cash buyer market. This also means that the residential land market does not operate effectively in Camp Hill – there is clear evidence of market failure.
- 2.17 There are a number of absentee landlords who own property in the area. This is partly due to historic circumstances, but also a result of the purchase of inexpensive vacant properties for subsequent rental to people who cannot, for whatever reason, rent local authority owned stock.
- 2.18 The local authority housing stock in Camp Hill represents about a fifth of all of the local authority owned properties in Nuneaton. Although there is a waiting list for

some houses, it remains one of the least popular areas in the town and is now subject to a relaxation of the housing waiting list points system to enable properties to be let more readily.

- 2.19 Although there are pockets of properties either unfit or in need of repair (especially private rented stock), surprisingly the overall picture is of an area with dwellings of reasonable quality and where local surveys demonstrate that housing conditions are not seen as a major issue by the local population.

The Industrial Audit

- 2.20 The two commercial industrial locations within the study area comprise the Pool Road Industrial Estate and the Tuttle Hill Industrial Estate.
- 2.21 Camp Hill is not perceived as an industrial location of particular significance and the accommodation provided by the existing estates is of relatively poor quality in the context of the Borough wide portfolio of industrial stock.
- 2.22 Demand for commercial/industrial premises in Nuneaton and Bedworth does not exceed supply, although there is a shortage of accommodation in certain size ranges, especially buildings of circa 930 m² (10,000 sq ft.).
- 2.23 Although the current employment land supply is not out-stripped by demand, the local authority may seek to allocate further land for employment use as part of the local plan review to enhance the market attractiveness of the sites available. This will be constrained by the Green Belt and a diminishing number of brownfield sites in the Borough.
- 2.24 Provision of managed workspace is one way of providing local job opportunities, however to be successful it needs to be flexible and compete on price with other accommodation locally to generate sufficient demand.

The Retail Audit

- 2.25 There are a number of relatively small retail centres within the study area. They serve a very localised market.
- 2.26 The largest retail centre, at the junction of Cedar Road and Ramsden Avenue, forms part of the existing local centre which also contains a range of community facilities. The retail businesses would appear to be marginal financially, but serve a well defined area with a number of well established local customers.
- 2.27 Local shopkeepers report minor problems of petty vandalism and theft, but otherwise regard the location as a reasonable place to trade.
- 2.28 Outside the study area Nuneaton contains a variety of convenience stores ranging from larger stores such as Sainsburys and Asda to discount retailers such as Aldi and Netto.
- 2.29 Preliminary market analysis indicates that in terms of large scale convenience provision, Nuneaton does not have sufficient spare retail capacity to support a further

food store occupied by one of the major retailers. Most of the major discount food stores are also represented in the area.

- 2.30 A more detailed analysis of the Camp Hill retail catchment area has identified that there may be sufficient retail spending power to support the development of a small discount store of around 558 m² (6,000 sq. ft net). Such a development would require a main road frontage or a substantial proportion of passing trade to enhance its commercial prospects of success.

The Design Audit

- 2.31 The topography of the area is dominated by Hartshill Ridge and the Judkins and Midland quarries. The development of housing on the steep slopes leading down to the Bar Pool Valley has been undertaken with limited regard to this topography, resulting in unsatisfactory housing layouts, road design and garden levels.
- 2.32 The majority of development dates from the 1950's and 60's, and although structurally sound, it presents a poor image to outsiders, with long, monotonous stretches of featureless housing designs and layouts.
- 2.33 As a result of the topography and the style of development, there are few identifiable neighbourhoods within the area. This is compounded by a general absence of access points and limited north-south movements which contribute towards the poor legibility of the area, as well as giving it a feeling of isolation from adjoining areas.
- 2.34 Many of the users of the Pool Road Industrial Estate and the activities at Judkins Quarry can be regarded as 'bad neighbour' activities, which could cause environmental problems to nearby residential areas.
- 2.35 The Bar Pool Valley is well linked to surrounding residential areas and presents an environmental opportunity that could be developed to the benefit of the adjacent residential environment.
- 2.36 The area is to some degree, relatively isolated from the rest of Nuneaton by the physical barriers created by Judkins and Midland Quarries and the West Coast Main Line.
- 2.37 There are a number of developments either under construction or planned in the study area. The most important are the two housing schemes on Whittleford Road promoted by the private sector which together will provide over 200 houses for both owner occupation and as social housing. These schemes are of a cul-de-sac design with pedestrian linkages to the adjacent body of open space.
- 2.38 Existing design guidance for the study area lacks flexibility, particularly with respect to car parking standards and requirements for distances between habitable rooms. There is a need to actively promote Urban Village principles through fresh and innovative design guidelines on matters such as the creation of a sense of place, encouraging quality, mixed use development and improving security.

Environment Audit

- 2.39 The topography of the area acts as a major physical constraint combined with the effects of poor drainage, and the impact of Midland and Judkin Quarries.
- 2.40 There are a number of important environmental features in the area such as the Bar Pool Valley, the Coventry Canal and Hollystiches Dell. These provide environmental assets which, with improvement, could be used as positive building blocks to underpin the regeneration of the area.
- 2.41 Midland Quarry although smaller than Judkins Quarry still measures some 15 ha (37 acres) in area, and possesses a designation in the Waste Local Plan for infill activities. Proposals for its infilling have been considered utilising colliery spoil from Birch Coppice. At an estimated cost of £20 million, such a scheme would need to be justified by significant economic benefits if it were to receive public sector financial support.
- 2.42 Stormwater drainage provision is based upon the facilities provided in the Bar Pool and Hollystiches Valleys. Proposals have been developed to improve capacity to accommodate new development. However, Hollystiches Brook, which drains a third of the area, it appears to have limited capacity and will require further work to overcome this constraint.
- 2.43 Foul drainage follows the pattern of stormwater drainage. There is some surplus capacity available, but any significant industrial development in the study area may require off-site works to improve provision.

The Transportation Audit

- 2.44 Nuneaton is well located with regard to strategic access to the motorway network. It also has excellent rail links.
- 2.45 Locally the study area is perceived to have poor access because of traffic congestion on the ring road, and on the B4114 leading to Camp Hill. Interestingly, however, this perception is not (on the whole) borne out by the delay figures for traffic at junctions taken from the Warwickshire County Council's Traffic Model.
- 2.46 Delays on sections of road between junctions (i.e. "links") are generally not a problem in and around the study area. An exception is the A5 at Longshoot which can operate over capacity at peak periods.
- 2.47 In terms of accident statistics, the B4114 (and particularly Tuttle Hill) has a high number of accidents. However, none of the accidents occurring in and around the study area have been fatal.
- 2.48 Car ownership levels in the study area are low, compared to the Warwickshire average.
- 2.49 There are no specific provisions for the cyclist/pedestrian, although cycle routes are proposed for the future.

- 2.50 The Camp Hill area is extensively traffic calmed.
- 2.51 There are higher levels of bus patronage at Camp Hill, compared to the Warwickshire average.
- 2.52 Warwickshire County Council's Transport Policy and Programme indicates possible provision of a new link road from Judkins Quarry to the A444, post 2003/2004. No funding has been identified for this scheme.

Community Audit

- 2.53 Overcoming social exclusions and marginalisation are the issues in greatest need of being addressed.
- 2.54 Unemployment, whilst a problem across the study area, is also concentrated in pockets with attendant social problems.
- 2.55 There is informal evidence of drug abuse, drug dealing, protection rackets and a general fear over personal safety.
- 2.56 School attainment levels are low and in the case of Hollies Infant School and Camp Hill Junior School, take-up levels for school places are poor. Exclusion levels are high and Hollies Infant School and Camp Hill Junior School appear towards the bottom of league tables for Key Stages 1 and 2.
- 2.57 There are a number of important community based projects already work to address needs in the area including 'Home Start' and the 'Return to Learn' centre.
- 2.58 Youth provision is concentrated at Camp Hill Youth Club on Camp Hill Road, however, this is considered to be peripheral to the rest of the area.
- 2.59 St Mary's Church and Hall (Cedar Road) and Camp Hill Working Mens Club (Ramsden Avenue) are important bases for community activities.
- 2.60 The Family Community Care Centre, Ramsden Avenue, provides a focal point for community based health care provision in the area, it also provides community space for a wide range of activities including the Citizens Advice Bureau, mothers and toddlers groups, luncheon clubs, resident training etc.
- 2.61 There is a lack of voluntary agencies operating in the area such as Age Concern.
- 2.62 Improving the provision of Lifelong Learning and youth facilities are important needs which need to be addressed.

Conclusions and Implications for the Strategic Development Framework

2.63 There is little argument that the property market is failing to operate in Camp Hill; house prices are very low and are, if anything, falling. Land values are, at present, negligible. From a social perspective, Camp Hill is effectively stigmatised by its reputation amongst the wider community. It is the consultants view that only radical change can address these outside perceptions and at the same time provide Camp Hill residents with a better environment, improved facilities, increased access to local jobs and, put simply, a better future. The key issues emerging from the baseline audit for the development of the development framework include the following:

- Perceptions of the area to both the existing community and those living outside Camp Hill need to be changed.
- Market interest is currently very weak, proposals therefore need to be positive enough and of sufficient scale to stimulate interest.
- Radical change will require demolition of existing properties.
- Housing layouts, particularly on the slopes from Edinburgh Road to Queen Elizabeth Road are inappropriate to the topography.
- The area to outsiders lacks legibility, new and improved access points and an appropriate road hierarchy are required.
- Midland Quarry represents an opportunity, but total development of the area including filling of the void would not be economic in current circumstances.
- Pool Road Industrial Estate is not attractive but it is functional and should be improved.
- Physical investment and change are only part of the task – social investment is equally important.

3. GENERATION AND EVALUATION OF OPTIONS

Introduction

3.1 Section Two has presented the key findings from the Baseline Report. It identified also the main implications for the development framework options. This section seeks to summarise the options and the results of the evaluation exercise.

3.2 Four options were developed for the creation of an urban village based upon the Camp Hill area (at the time these options included the Judkins Quarry area). The four options are summarised below:

- ***Option 1 – Minimal Change***

This model envisaged modest changes to the area, building on existing initiatives. Its key proposals comprised a reinforcement of the existing neighbourhood centre based on Cedar Road; the preservation rather than development of Midland Quarry as a wildlife habitat; the creation of new neighbourhoods through improvements to, and minor remodelling, of existing housing areas; retention and improvement of open space; and infill housing as and when sites were identified.

- ***Option 2 – Moderate Change***

In this option, the extent of change was increased with the pro-active creation of fresh development opportunities. Key proposals were:

- a primary new access off Tuttle Hill to Cedar Road, providing a new link to the heart of the Camp Hill Estate;
- a secondary new access from Tuttle Hill to Queen Elizabeth Road separating out industrial traffic from Pool Road Industrial Estate;
- the creation of development gateways; a new neighbourhood centre;
- enlargement of the proposed residential development site being promoted by the County Council;
- reinforcement of Pool Road Industrial Estate through the development of land adjacent to Midland Quarry;
- development of Bar Pool Balancing Lake as a recreational opportunity; and
- the creation of separate and identifiable neighbourhoods within the estate.

- ***Option 3 – Radical Change 1***

This model built upon Option 2, but envisaged areas of selective housing clearance and redevelopment. The key elements, in addition, to those included in Option 2 were: removal of poor quality housing along the ridge facing Bar Pool and redevelopment with new housing based upon perimeter blocks; remediation of the Midland Quarry void to provide a long term development opportunity;

improved links to community facilities; and an extension to the link from Tuttle Hill via the new neighbourhood centre to Queen Elizabeth Road.

- **Option 4 – Radical Change 2**

This option envisaged the greatest possible change, with the introduction of more extensive areas of clearance. In addition to Option 3, this option involved the following: removal and redevelopment of large areas of poor quality housing from Ramsden Avenue and Edinburgh Road to Queen Elizabeth Road; reinforcement of neighbourhood identity; and a new mixed use scheme adjacent to Bar Pool balancing lake.

Evaluation of Options

3.3 The consultant team evaluated the options to assess relative advantages of each option. The evaluation criteria were:

- The extent to which options meet Urban Village principles;
- The extent to which options would lead to the involvement of the private sector in the area;
- The potential impact of proposals upon the image of Camp Hill;
- The potential impact of improvements upon legibility and accessibility of the area;
- The amount of disruption likely to be caused to the existing population, and
- The deliverability of options.

3.4 Given the broad nature of the options at this stage a qualitative, as opposed to quantitative, evaluation process was adopted. The main findings are outlined below:

Evaluation

Option 1 (Minimal Change)

3.5 This option did not meet the requirements for an urban village. Limited change will lead to little private sector involvement and would not improve the image of the area. Essentially, the consequence would be ‘more of the same’.

Option 2 (Moderate Change)

3.6 This option would provide a new mixed use centre along urban village principles, but the retention of the existing housing areas would leave the problems of poor quality housing untouched. The creation of development opportunities along Tuttle Hill

would increase private sector investment with positive impacts upon the area. Disruption would be a factor, with some clearance required for the creation of the new centre. Infrastructure improvements, notably new access roads from Tuttle Hill, would improve the legibility of the area, but would be confined to only a small part of the overall area. It was concluded that this model did not result in the radical improvements necessary to halt the cycle of decline in Camp Hill.

Option 3 (Radical Change 1)

- 3.7 This option moved closer to the principles of an urban village by creating a 'larger village centre'. It would have also enabled the demolition of poor quality housing around Edinburgh Road and Queen Elizabeth Road and redevelopment at higher densities. New infrastructure proposals would extend further than previous options and would help to define the neighbourhoods. The designation of larger areas of clearance and redevelopment would increase the potential for involvement of the private sector.
- 3.8 The degree of disruption would be substantial, with significant clearance. Compulsory purchase action would be required to enable some of the schemes to proceed.

Option 4 (Radical Change 2)

- 3.9 By including more extensive areas of clearance and redevelopment at higher densities, this option would move closer to the principles of an urban village. The extent of change and the creation of large development opportunities would potentially lead to substantial private sector investment. In the round, these proposals would produce a substantial uplift in the image of the Camp Hill area.
- 3.10 The extent of the clearance would, however, create substantial disruption and could involve extensive compulsory purchase activity.

Results of the Evaluation and Conclusions

- 3.11 It was the consultant's view that Option 1 should not be progressed further because it simply would not lead to the level of improvement required. Option 2 would lead to some positive changes, but these would not be significant. Options 3 and 4 represent large scale change. Of the two, Option 3 was considered more deliverable (technically and politically) because of the reduced amount of disruption, more manageable re-housing activity and less need for compulsory purchase action.
- 3.12 The summary results of the Evaluation Matrix are presented in Table 3.1 below:

Table 3.1: Camp Hill Urban Village Option Evaluation Matrix

	Adherence to Urban Village Principles	Private Sector Involvement	Impact Upon Image	Improvement to Legibility & Accessibility	Disruption	Ease of Delivery
Option 1	Poor	Minimal	Minimal	Minimal	Little	High
Option 2	Poor	Modest	Modest	Modest	Some	High
Option 3	Moderate	Moderate	Positive	Positive	Moderate	Moderate
Option 4	Strong	Major	Very Positive	Positive	Major	Moderate

3.13 The option generation and evaluation exercise led to the recommendation that Options 3 and 4 were appropriate for further investigation. This led to the generation of a hybrid of these options as a preferred option (refer Figures 3.1 and 3.2). This model was illustrated as two variants on a common theme.

3.14 The key components of the preferred development framework were:

- A new access from Tuttle Hill Road opening up development opportunities based upon County Council land holdings, with new development fronting the new road.
- The extension of this new link road to a new urban village heart – with a mixture of uses including retail, community facilities and housing.
- The improvement of and extension of Sycamore Road and Cedar Road as principal access roads from the new village centre linking to Queen Elizabeth Road.
- The redevelopment of housing on the ridge facing Bar Pool Valley, for new mixed use and mixed tenure housing based on the principles of perimeter blocks.
- Improvements to retained housing areas to create identifiable neighbourhoods and to enhance the public realm;
- A new access from Tuttle Hill to separate out industrial traffic from Pool Road industrial estate and residential traffic from primarily residential areas;
- The extension of this new access to open up derelict land adjacent to Midland Quarry for development and its integration with Pool Road Industrial Estate;
- The retention of Midland Quarry either as secured void, or a recreational wildlife resource;
- Development of areas adjoining Tuttle Hill and Midland Quarry for industrial/business purposes.

- 3.15 These preferred options were then the subject of a market testing exercise, details of which are contained at Volume 2 Section 1. Overall, this exercise revealed broad support from developers for the concept espoused in the consultant's recommendations.
- 3.16 Following market testing, the preferred options were then subject to two major consultation exercises. These are described in Chapter 4.

4 KEY ISSUES FROM THE CONSULTATION EXERCISE

4.1 Two consultation exercises were undertaken by the Project Sponsors in relation to the preferred options. These were:

- a) A workshop with Local Authority Members from Nuneaton & Bedworth Council to explain the rationale behind the preferred option;
- b) An intensive community consultation exercise with the residents of Camp Hill, including a 'Planning for Real' exercise.

4.2 The members' workshop was held on 29th July 1998 and was facilitated by Taylor Young and GVA Grimley. The community consultation exercise was undertaken by the CSR Partnership and the Neighbourhood Initiatives Foundation (NIF). This took place from January 1999 through to March 1999. The results are outlined below.

Members Workshop

4.3 The key issues members addressed at the workshop held on 29 July 1998 were:

- i) to gain agreement that significant change is a pre-requisite for regeneration and urban villages principles valid;
- ii) to ensure that there was a sound understanding of the option analysis and implications thereof;
- iii) to gain agreement that public consultation should be progressed.

4.4 The main points made during the feedback sessions included:

- The overall thrust of the preferred option was correct.
- Need to resolve questions over the extent of demolition and decanting prior to consultation.
- Appropriate to reconsider the location of the village centre.
- Community consultation ('Planning for Real' exercise) should be linked to earlier consultation events and utilise existing mechanisms.
- Important to involve the local community and secure a consensus on the way forward.

Community Consultation

4.5 This exercise involved a Planning for Real exercise, and a series of consultation meetings with local residents and businesses. These events were specifically designed to consider the concept of an urban village at Camp Hill and the preferred options for the redevelopment of the area. A second element of this exercise was to consult on mechanisms to involve the local community in partnership structures which could undertake the regeneration of Camp Hill.

4.6 The Planning for Real consultation demonstrated:

- A deep desire in the local community for major changes at Camp Hill in order to improve their quality of life;
- Broad support for the general concepts behind the urban village proposals;
- A great deal of concern, and in some cases, implacable opposition, to the proposals for demolitions. This was particularly strong amongst owner/ occupiers in the Queen Elizabeth Road and Edinburgh Road area;
- A large number of ideas for small improvements across the estate;
- A great deal of interest in community safety improvements, environmental improvements, increasing leisure facilities, particularly for the young; and
- Concerns that the aim of achieving mixed tenure and a greater social mix would mean gentrification of the area and higher rents for social housing.

4.7 It was clear that the main area of concern was housing demolition, although the Planning for Real exercise yielded a slightly positive balance in favour of 'the demolition of some housing to enable the development of new housing and access roads'.

4.8 Other specific issues raised were:

- Broad support for a new village centre, although a view that the existing location of shopping and community facilities at Cedar Road was the recognised heart of the area;
- Support for new access roads from Tuttle Hill to both the County Council site/ village centre and to Midland Quarry/Pool Road Industrial Estate, but with some concerns as to the extent of demolition and road safety issues.

Response to the Consultation Exercises

4.9 Nuneaton and Bedworth Borough Council and Warwickshire County Council considered the results of the consultation exercise over the period May 1999 to July 1999. This cumulated in a report to the Full Council of Nuneaton and Bedworth Borough Council on 8th September 1999, which proposed specific changes to the models proposed by the consultant team in response to the public comments.

4.10 This Council report considers in detail the results of the public consultation exercise, and two specific development issues:

- a) The extent of the housing demolition; and
- b) The location of the village centre.

- 4.11 The Council Officers proposed a series of changes to the original preferred option in the light of the consultation exercise. In summary these were:-
- A reduction in the area of housing demolition between 189 and 399 Cedar Road on the grounds that this housing was of reasonable quality;
 - A reduction in the area of demolition in the area of Edinburgh Road and Queen Elizabeth Road to exclude numbers 186 to 273 Queen Elizabeth Road. This area contained a large number of owner-occupiers implacably opposed to demolition. The Council resolved that this area could be excluded from the urban village without detriment to the overall principles of development.
 - Relocation of the urban village heart to a new location adjacent to and including the existing village centre, based around Cedar Road. This would necessitate the demolition of properties 458 to 474 Cedar Road, 41 to 66 Edinburgh Road, 1 to 47 Sycamore Road, 41 to 55 (odd numbers only) Beechwood Road and 50 to 60 (even numbers only) Beechwood Road.
- 4.12 The Full Council of Nuneaton and Bedworth Borough resolved in principle to take the urban village proposals (as amended) forward on 8th September 1999. This decision was confirmed by Members of Warwickshire County Council in October 1999.

Consultants Response

- 4.13 The consultant team was asked to respond to the comments made during the public consultation exercise and the subsequent modifications to the proposals outlined in the report to Nuneaton and Bedworth Borough Council. This involved the reworking of the original proposals to reflect the Project Sponsors views. The following chapters reflect this revised thinking, culminating in the recommended strategic development framework proposals.

5 THE URBAN DESIGN FRAMEWORK

Vision

- 5.1 Over the next few years local people, new residents, visitors and investors alike will see radical changes in Camp Hill which will make it a much better place in which to live, work and enjoy themselves. The radical new plans for the comprehensive regeneration of Camp Hill set out in the development framework address persistent and deep-rooted issues with a firm intent of achieving fundamental and lasting change.
- 5.2 The Partners in the initiative including Nuneaton and Bedworth Borough Council, Warwickshire County Council and AWM, are seeking to work with local communities and businesses to create an evermore attractive and safer place to live and work. This will involve the integration of economic and social activities, introducing high quality development and more varied tenures, pursuing design principles which create safer areas and constructing streets, squares and buildings of variety and quality. New public investment will help attract private sector commitment and funding to the area. This framework outlines in more detail how these overall aims apply to the regeneration proposals for Camp Hill.
- 5.3 The Partners commend this Strategic Development Framework to all those who have an interest in Camp Hill's future and, of course, particularly to those who wish to invest and promote development projects in the area. The Partners hope that the private sector agrees with the approach envisaged and trust that this document is seen as a practical guide. In return, investors and developers can be assured that the local authorities and their partners are intending to provide a full contribution to delivery of those proposals which will benefit the entire community in Camp Hill as regeneration proceeds.

Key Components of the Strategic Development Framework

- 5.4 The development framework Figures 5.1 and 5.2 address the key aspects highlighted in the Baseline Report as essential to the development of an urban village at Camp Hill. These are discussed below:

Infrastructure

- 5.5 In order to achieve improve legibility and to break down the problems of penetrating the core area of housing, new access road junctions are proposed along Tuttle Hill. As part of the process of demonstrating change in the area these new access points will be combined with frontage development. Some of the new access roads would be used to create definable neighbourhoods, breaking down the current mass of indistinguishable housing.
- 5.6 Open space can be used more effectively by its integration with new housing layouts. It can also be used more in accordance with urban village principles, effectively by encouraging activity and, in some cases, development.

Demolition and New Mixed Use Areas

- 5.7 Extensive demolition is proposed in those areas between Queen Elizabeth Road and Edinburgh Road which are currently occupied by inappropriate housing designs, are of non-traditional construction and with gardens that are difficult to maintain because of the steep topography. These areas would be re-developed at higher densities and would encourage increasing levels of owner occupation.

A Village Centre

- 5.8 Camp Hill at present lacks a definable heart which forms a natural centre to the area. The development framework has addressed this by creating a new centre based upon the existing location of shopping and community facilities on Cedar Road/Ramsden Avenue. This would contain a mix of uses along an improved access road. This centre would contain buildings of several storeys to enable vertical mixed use within the same building if these were viable.

Midland Quarry

- 5.9 Midland Quarry represents an opportunity to create a high quality water feature/recreational resource. In addition, infilling of the shallow points of the quarry will create further development opportunities. Pool Road Industrial Estate provides for an important part of the Nuneaton industrial property market. Whilst not an attractive estate, it can be improved through co-operation between landowners, tenants and the public sector.

Transportation Strategy

- 5.10 Many of the key aspects of transportation policy are dealt within the sections of the development guide that follow. It is important that these are seen within context of the guide rather than in isolation.
- 5.11 The proposals introduce a new road hierarchy into the area, this will be based upon two new link roads from Tuttle Hill, one connecting the village centre both north and south to Tuttle Hill and Queen Elizabeth Road; the other forming an access primarily for industrial traffic from Tuttle Hill to Pool Road Industrial Estate. Of these routes the link from Tuttle Hill to Queen Elizabeth will form the primary access to the area as such junctions with other routes crossing east-west should emphasise this. The resulting hierarchy will be based upon stronger north-south links with east-west links being subordinate.
- 5.12 Pedestrian and cycle links will emphasise the increased importance of the village centre whilst also helping to define neighbourhoods. Warwickshire County Council is currently promoting the development of a bus showcase route based upon the existing No. 50 and 51 services. These will need to be altered as part of the proposals, details of suggested changes are contained within Section 6.

A Guide to Development

- 5.13 The following sections present in detail the key proposals which will lead to the changes in perception, tenure, legibility and environment at a quality and scale are required to create a sustainable urban village at Camp Hill.
- 5.14 This Guide defines the principles that the Councils and their partners expect to apply to all new development in Camp Hill. The Guide places a premium on and requires applicants to consider the wider context and collective value of their proposals in order to enhance the long-term quality of the built environment.
- 5.15 The Development Guide aims to enhance the renewal process in an area in which there is about to be intense activity and enormous investment. We want to maximise the impact and benefit of that investment. While good physical design in itself will not resolve all of the challenges faced, the partners are convinced that the provision of quality buildings and quality space will substantially reinforce economic vitality and sustainability and contribute to the quality of life of the current and future population.
- 5.16 It is widely acknowledged that the creation of a quality townscape can be an important instrument in enhancing everyone's sense of well being, encouraging the more intensive use of different buildings and spaces both in commercial and residential areas. This is why the Guide places great emphasis on making the area user friendly, easy to understand, and secure. It can be made more so by opening areas up to as many groups of users as possible and by creating a shared sense of ownership of streets and other facilities; by providing good access and a clear sense of its different spaces. Its buildings, streets, squares and public spaces must be accessible and clearly linked.
- 5.17 There is ample evidence that the sensitive combination of good management, good design and community involvement is an effective way of creating more secure environments and of reducing vandalism and the threat of crime and violence. High-quality crime prevention measures, alongside increased and properly controlled public use of buildings and commercial facilities will enhance community ownership of buildings and spaces.
- 5.18 The Guide draws heavily on contemporary national best practice. In particular there is consistent advice offered through the Department of Environment, Transport and the Regions (DETR), Places Streets and Movement (a companion guide to Design Bulletin 32) and through the Final Report of the Urban Task Force: Towards an Urban Renaissance.

The Principles of the Guide

- 5.19 The Guide will form a key part in the planning process. All future planning applications will be expected to demonstrate that the issues identified in the Guide have been addressed. One of the many lessons learnt from the application of such guides elsewhere is that flexibility is a prerequisite to successful implementation. This flexibility will be essential in applying these guidelines across an area of the size of Camp Hill. It is anticipated that applicants will need to be creative and pragmatic in the interpretation of the principles set out in this Guide and in turn that the Councils will respond positively to applicants who demonstrate a justifiable departure from the

principles. We acknowledge that the Guide could and should change and respond to an evolving set of circumstances.

- 5.20 Increased intensity of development [and thus of critical mass] and mixed-use, quality in the built environment and public open space, stewardship and security are not mutually exclusive objectives; rather they lay the foundation of a sustainable, positive area. Improvements in the quality of the environment will also contribute to demand for accommodation, promoting a growing and sustainable economy and increased employment prospects for residents.
- 5.21 The long-term objective of the Guide is to add value; value to the building stock; value to the quality of the environment; and value to the experience of living in, working in or visiting Camp Hill.

Implementation

- 5.22 This Guide describes the form of development the Councils and their partners wish to see and thus the sort of area that they hope Camp Hill will become. The Councils will adopt a co-ordinated and corporate approach to this renewal initiative, and the Guide will be used to assist in the:
- control of development through the planning system;
 - disposal of Council-owned land for development;
 - construction of housing by Housing Associations;
 - design and construction of new roads or highway improvements;
 - implementation of traffic management schemes;
 - development of open spaces and public areas.
- 5.23 It is intended that all Council departments will work together to achieve the smooth and successful implementation of the Guide's policies and objectives. Where necessary this will involve:
- publication of supplementary guidance to the Unitary Development Plan;
 - implementation of area based regeneration activities through local planning or other powers;
 - preparation of development briefs for Council owned land for sale;
 - provision of co-ordinated pre-application advice to prospective developers.
- 5.24 This Guide sets out the principles which the Councils and their partners expect applicants to address. Exemptions will inevitably be necessary, and these will be sympathetically considered. For example, where

- its provisions are contrary to sound argument on a range of economic, planning, transport and other issues in the context of a particular site;
- matters of conservation or environmental impact are at issue;
- change of use, rather than simply physical characteristics are being considered.

5.25 In such circumstances, however, all exemptions will be brought to the attention of, and must be approved by, the appropriate Council Committees.

Urban Design and Land Use Principles

Creating a Sense of Place

5.26 The creation of a 'sense of place' is the central principle in the strategy for the remodelling of the Camp Hill estate. How the estate looks and feels in terms of its buildings, streets and open spaces is central to its identity and the enjoyment of its residents; thereby creating a sense of ownership, responsibility and belonging. The form in which the estate has been developed has detracted from the creation of this sense of place in terms of:

- The nature of the estate with its homogenous suburban housing layout and form, the absence of a major component of mixed use or range of housing tenure;
- The lack of any sense of focus for community life; and
- The simplistic interpretation of natural topography.

5.27 Careful consideration needs to be given to how the estate is remodelled in order to promote a sense of place. The need to encourage the possibilities for social and economic interaction is important for the Urban Village concept. This should aim to create a layout which:

- is human in scale;
- offers character and identity;
- provides a setting for mixed use, particularly social and economic uses alongside residential environments;
- is pleasant and comfortable, and above all;
- is safe for those who use it.

5.28 Figure 5.3 sets out the urban design principles for Camp Hill Urban Village.

Density - Designing on a Human Scale

5.29 An important current characteristic of Camp Hill is its suburban, low density feel. Whilst this approach superficially has advantages in terms of amenity for individual residential plots, it acts against the creation of vibrant mixed use areas. The large

individual plots are in themselves a maintenance liability for many residents and the large set-backs remove any residential observation of the street environment. An urban form which ensures people live in close proximity is able to support local facilities within walking distance and ensure that streets are active vibrant places. Increasing pedestrian flows can serve a self-policing role, contributing to improved safety on the street. Securing a higher intensity of activity is also important in terms of reducing journeys by motorised vehicles, but it must be matched by adequate levels of public transport. Walking between destinations is an essential function, and routes must be direct, safe and interesting.

- 5.30 Higher densities than those currently present are needed to achieve this higher intensity of activity. It should be recognised that the densities achieved within urban, inner city locations will not be appropriate, or achievable, at Camp Hill. Even through the extensive remodelling of the estate, the population threshold will not reach the levels necessary to create a vibrancy found in dense urban centres. Despite this, significant improvements can be achieved in street activity, through the modest increases in density proposed in the Development framework.

Mixture of Uses

- 5.31 The Development framework seeks to break down the monotony of the housing estate, through key new developments which will introduce a mixture of uses. Homes will need to be built and a new market created to help avoid the social polarisation which tends to arise from large concentrations of single tenure housing.
- 5.32 This approach should seek to introduce a variety of housing typology, tenure and types of uses through the significant redevelopment of selective parts of the estate. A mixture of uses is important in achieving activity throughout the day and evening and as a means of promoting Camp Hill as a self supporting community, where living, working and leisure are located in close proximity to each other, thereby reducing the dependency on the private vehicle for movement.
- 5.33 Mixed use also contributes to ensuring that the urban environment is active throughout an extended period. Not only is this important in creating a vibrant streetscape, but it also promotes natural surveillance and hence safety and security of the public realm.

Diversity of Housing Tenure

- 5.34 In addition to the creation of a mixture of uses is the need to achieve a range of housing types. As the baseline analysis has identified, whilst the estate was, in the past, dominated by local authority housing, the impact of right to buy has led to a broader mix of tenure types. It is understood that at least 55% of properties are in owner occupation, and it is essential that the Development framework seeks to enhance and improve the setting of all homes not just those immediately and directly affected by redevelopment.
- 5.35 The rationale seeks to continue to support a mixture of tenure types within Camp Hill as a means of achieving a mixed population from a broad range of socio-economic groups. This aim should be to create diverse communities in terms of income, ethnic

and cultural origins and age by providing appropriate accommodation for their needs, including the provision for those with disabilities and the elderly.

- 5.36 A more significant problem is that of homogeneity in housing typologies. A uniformity currently exists, reflecting the high proportion of housing constructed by the Local Authority and National Coal Board. The housing stock is dominated by two and three bedroom houses, either semi-detached or terraced. The poor condition of the prefabricated concrete built houses located on the steeper ground provides an opportunity to consider redevelopment and through new building greater variety in housing type.

Connectivity -Creating Accessibility and Integration

- 5.37 A major problem which needs to be addressed within the remodelling of Camp Hill is its *connectivity*. That is, the way the connections into and within the estate exist. To date these have been developed along limited routes and access points.
- 5.38 The remodelling of Camp Hill should seek to eradicate the 'estate' feel. This is a difficult task, not least because the integration into the existing urban fabric of Nuneaton is difficult. The absence of connections through and beyond the estate currently discourages its use by anyone other than those living or visiting the estate. The opportunity for more direct connections towards Nuneaton town and to adjoining neighbourhoods should be provided.
- 5.39 The remodelling of the estate should seek to provide direct connections through and beyond the site, based around principles of natural patterns of movement. Some of these connections may however only be pedestrians/ cycle links. In this way Camp Hill should seek to become a district of Nuneaton, albeit with its own individual identity, creating public streets where people are encouraged to pass through. The introduction of gateways and entrances should also be used to support the area's individual identity and sense of place.
- 5.40 Of equal importance is the creation of direct linkages within the site. Current connections within the site are long and indirect, partly due to topography within the site, making movements particularly for pedestrians and cyclists difficult due to the increased distances involved. A further consequence of this is that the estate lacks a logical centre. The Development framework seeks to address this problem by improving direct linkages within the site, whether they be vehicular or purely for pedestrians and cyclists. Direct linkages will improve the 'legibility' of the area, making it easier for people to find their way through the estate.

Sustainability

- 5.41 A major impetus behind the creation of any Urban Village is the need to produce sustainable communities. A useful definition of sustainability taken from the World Commission on Environment and Development is '*meeting the needs of the present without compromising the ability of future generations to meet their own needs*'. The need to consider the environmental impact of projects must be recognised and the consequences of development understood at the outset.

- 5.42 In particular, development must have due consideration for the potential energy efficiency measures to be embraced; including siting, orientation and detailed building design. These measures must seek to remodel the Camp Hill estate to a human scale and to make destinations both within and beyond Camp Hill more accessible by foot, cycle and public transport. Higher density populations can reduce the use of transport and thereby energy consumption. The redevelopment of part of the estate on the steepest part of the estate provides the opportunity to introduce a higher degree of energy efficiency. The steep, south facing site minimises overshadowing, and reduces the distance required between buildings to achieve maximum passive solar gain, and provides greater potential for use of solar panels. Detailed designs, as they emerge, should draw on this opportunity. Notwithstanding, such architectural interpretation must be in balance with the overall concept of urban design quality in creating 'liveable streets'.
- 5.43 The re-modelling of the estate can seek to achieve sustainability goals by introducing:
- Increased densities;
 - Improved connectivity;
 - Creation of mixed use areas; and
 - Creation/refurbishment of properties with improved energy efficiency.

Lifecycle

- 5.44 Related to sustainability, buildings should be adaptable to changes in function over time. Clearly, buildings which require redevelopment within a short period are wasteful in terms of materials and energy used in their construction and demolition. Buildings should therefore be designed to allow for a degree of flexibility in their future use.
- 5.45 Where possible housing should be capable of accommodating the needs of the elderly, the partially sighted, parents of small children, and those that become temporarily or permanently disabled or be easily adapted. Similarly, the design of buildings should be robust enough to be capable of being adapted to different uses. Residential buildings for example should have the scope to accommodate small workshops or office space. In addition, buildings should have the scope to be extended, subdivided or converted to alternative uses.
- 5.46 A strategy for the re-use of material generated through the redevelopment programme should be prepared.

Security/Stewardship

- 5.47 The physical layout of the estate can contribute greatly to the level of safety and security. The current layout causes problems because back gardens are accessible by back alleys and roads which increase the opportunities for burglary and other crime.
- 5.48 The urban form outlined in the Development framework seeks to achieve buildings fronting onto streets, creating natural surveillance by providing overlooking windows

and front doors on front elevations. Back gardens are located inside building blocks, providing both privacy and reduced access to potential burglars. Improved connections through the estate can also contribute to improved security, encouraging more active use of streets along natural patterns of movement.

- 5.49 In practice, the proposed densities suggested negate against individual garages accessed from principal streets. It is, however, recommended that car parking, whether within the curtilage of the dwelling or on-street, should be visible from the individual dwelling. Mixed use can also contribute to overall security, by providing activity through an extended day time and evening period.
- 5.50 Whilst the recommended urban form actively discourages cul-de-sac layouts, the existing cul-de-sacs could be improved, in some instances, by creating pedestrian/cycle paths through them to improve their connections to wider amenity. This aspect will need to be discussed in detail with local residents and the police. It is, however, recognised that housing consents exist for sites on the southern periphery of the estate. These, by virtue of the plots available, do include single access roads. However, it is important that any such development must provide appropriate connections to the Camp Hill estate, whilst ensuring that adjacent buildings front onto main streets and avenues. Surveillance of newly created access to public open space should be an important priority.

Quality of Public Realm - Well Designed Streets, Squares and Public Spaces.

- 5.51 Quality in the public realm is difficult to describe or prescribe for, however it involves the creation of well designed buildings, streets, squares and civic spaces. Buildings need to meet their function whilst also contributing to an enrichment of the public realm. Planning Policy Guidance Note 1 (Department of the Environment, Feb 1997) recognises the role of good design in promoting sustainable development, as well as attracting business and investment; reinforcing civic pride and sense of place. The intention is not to stifle architectural style but to encourage the use of durable materials, richness and diversity and minimal maintenance, whilst being respected by the wider community.

Identifiable Neighbourhoods

- 5.52 Within the overall sense of place approach for Camp Hill is the need to delineate the estate into identifiable neighbourhoods with their own unique community identity. Neighbourhoods are important to encourage 'collective' responsibility, ownership and belonging and as a means of promoting investment and participation by individuals in the future of the estate. Neighbourhoods can be determined by a number of factors including topography, housing form and tenure and population characteristics.
- 5.53 A number of measures can be used to reinforce neighbourhood identity, such as signage, gateways, street furniture, materials, landscaping and improvements to road connections. Whilst these elements are important it is essential to recognise that, whilst physical improvements can support the creation of neighbourhoods, neighbourhood identity is about human interaction and relationships which need to develop through time. The definition of individual neighbourhoods therefore needs to be undertaken through the involvement of the local community.

Community Focus - The 'Village Centre'

- 5.54 An important element in the creation of a positive sense of place for Camp Hill is the creation of community focus; a public place where the community can meet and interact. To be most successful in community terms, shops should be located along the most connected of these streets, where patterns of natural movement are concentrated. The Development framework seeks to provide for both retail and community uses within the heart of the estate, accessible for all residents within easy walking distance. The proposed commercial retail element is sited specifically upon the new north-south spine route, which effectively establishes a High Street for Camp Hill. Existing facilities, including Cedar Road shops, the new multi agency centre and Church are close by and effectively combine to establish a new Urban Village heart.

Understanding the Strategic Development Framework for Camp Hill

Key Attributes

- 5.55 The Development Framework offers a strategic approach to assist the Partners in projecting their visions for Camp Hill. The key attributes of a *liveable neighbourhood* must embrace the following characteristics:
- A mix of well integrated uses.
 - A range of tenures, both residential and commercial, to encourage social and economic cohesion and opportunity.
 - A level of residential density - urban rather than suburban - sufficient to encourage sustainable mixed development and ensure basic amenities are brought/provided within walking distance.
 - A high quality of urban design and architecture within the planning and development of the project.
 - A strong input from local interests in the planning, design and onward management of the area.
- 5.56 At this stage the Development Framework defines the areas of redevelopment and potential phasing. It suggests an overall movement structure and is indicative in terms of a future perimeter block structure. Further detailed site planning must evolve through the consultation process and once specific topographical survey information is available.
- 5.57 As stated in the introduction, the aim of this '*Guide to Development for Camp Hill*' is to ensure that new development is integrated successfully with the significant housing area to be retained. It is expected that specific principles may challenge conventional development control guidance, but this is not simply intended to provide an alternative set of standards to replace existing ones. It is intended to provide an alternative, more informed approach to thinking about the physical shape and character of the place which the development process is creating.

Liveable Places

- 5.58 The final report of the Urban Task Force, *Towards an Urban Renaissance*, June 1999, has provided a set of ground rules for starting to think about urban design. The Partners, through this Guide, accept that these ground rules provide a basis for assessing detailed plans and proposals as they come forward. Future applications for redevelopment must be explained in these terms and decisions taken accordingly; the emphasis must be on:
- i) *Site and Setting* - The layout of a development site must recognise its social, and physical, context and seek to integrate with existing patterns of urban form and movement. Design proposals should recognise that each location is different; that each place relates differently to the town centres, facilities and transport routes in its hinterland.
 - ii) *Context, Scale and Character* - Designs should respect local traditions and relationships, and draw on them to inspire and guide new forms of development. Re-using existing buildings and consolidating existing public spaces will contribute to achieving continuity and integration.
 - iii) *Public Realm* - Priority must be given to the design of the public realm. From the front door to the street, to the square, the park and on out to the countryside, designs should create a hierarchy of public spaces that relate to buildings and their entrances, to encourage a sense of safety and community.
 - iv) *Access and Permeability* - A user-friendly public realm should make walking and cycling easy, pleasant and convenient by keeping the size of urban blocks small, with frequent pedestrian cut-throughs to make a new development permeable and accessible to the existing neighbourhood.
 - v) *Optimising Land Use and Density* - The design potential of vacant urban sites and buildings should be optimised by intensifying development and uses in relation to local shops, services and public transport. Any development designed around higher densities should take account of privacy, sound insulation and safety.
 - vi) *Mixing Activities* - Diversity of activity and uses should be encouraged at different levels: within buildings, streets, urban blocks and neighbourhoods. Careful planning, design and siting can be used to resolve potential conflicts.
 - vii) *Mixing Tenures* - To avoid single housing tenure, of whatever kind, designs should offer a wide choice of tenure options at urban block, street and neighbourhood level, in a way which does not distinguish tenure by grouping or house type. New development should also be used to bring balance into existing mono-tenure areas.
 - viii) *Building to Last* - Buildings should be designed to be durable over many generations and through changing social and economic needs, providing adaptable and flexible environments that are not fixed in single-use, single-occupier roles.

- ix) *Sustainable Buildings* - Buildings, landscape and public spaces should be designed and built to high standards, aesthetically and structurally, with durable materials, appropriate technology and orientation that minimise energy use and encourage recycling.
- x) *Environmental Responsibility* - Land should be regarded as a scarce finite resource. Development projects should be as compact as possible and should enhance the environment, not just limit damage, by respecting biodiversity, harnessing natural resources and reducing the call on non-renewable resources.

The Basic Codes

5.59 To highlight the potential of the future urban village it is important to consider principles for future development according to basic codes. These are expressed in terms of:

- urban form and mixed use
- public space
- building form and architecture
- streets, movement and infrastructure

5.60 The guidelines accompanying these codes are intended to help shape development rather than be unduly prescriptive. They are not mandatory, but recommendations to help create a character for Camp Hill which is both special and memorable and at the same time convenient, safe and wholly responsive to the ambitions of the communities who make the area their home.

5.61 There will inevitably be exceptions to the code, and these will be accepted positively where local circumstance suggests that alternative solutions will equally achieve the quality of place which the Partners and community aspire to.

Urban Form and Mixed Use

5.62 Any redevelopment of Camp Hill should integrate with the existing estate and be easily understood as a consequence. The combination of streets and buildings will follow a network of streets in order to create choices of routes. The character of Camp Hill can be brought out by the urban form responding to the area's unique topography, which ensures that variety can be expressed through townscape. The opportunity for Camp Hill will be to integrate major investment associated with new development with improvements to the general environment of those areas of housing to be retained. There are also opportunities to introduce alternative land uses, in particular employment and commercial retail activity.

5.63 The urban form proposed to achieve the demands of the urban village is in the form of a 'perimeter block'. With this approach, streets are arranged in a loose grid structure, enclosed mostly by built form along its edges. In lower density blocks, the edges may be held together with limited stretches of garden walls and garages but these will need

to be designed so as not to create extensive blank frontages. This provides a broad form of development whilst still allowing flexibility of uses and form within this overall structure. It also has the ability to respond to the requirements of local character and topography within the estate.

- 5.64 Flexible application of the perimeter block typology will be required as the area's topography is likely to mitigate against full enclosure in limited locations, such as the south facing slopes. The effects of this will need to be counteracted with the creative use of topography, hard and soft landscaping to ensure that privacy and security can still be achieved. Careful consideration of distances between buildings will also be required in this context. It will be appropriate to allow reduced distances between individual dwellings if this assists in establishing a unique character for the area.
- 5.65 The internal space of the perimeter block should be private although it may also in effect mean communal gardens for flats or parking courts for houses which address the new streets. For these spaces to work and be looked after it is essential that they are securely enclosed. There are several ways of achieving this including gated access and contrasting surface treatment of access. In similar developments archways to allow access, with living accommodation above, allow a continuation of the built frontage, although developers will be mindful of the management issues arising from such physical arrangements.
- 5.66 The perimeter block contributes to good, simple permeability of the urban fabric, and by providing linked streets, is contrary to the cul-de-sac that is particularly prevalent within many private sector residential layouts. Streets not only help to animate public spaces, but also promote safe and secure environments by ensuring that all activities affecting the home are undertaken within the 'observed' environment.
- 5.67 To achieve this approach a number of principles should be adhered to:

Urban Form	<ul style="list-style-type: none"> • Clear definition of public and private space - private spaces should be located inside development blocks; • Residential living space and active building uses should face onto the street; • Active building uses should provide surveillance by providing entrances and windows directly overlooking and provided from the street; • Cul-de-sac developments should wherever possible be avoided, and if permitted should allow for pedestrians and cyclists to access through them; • The needs of all age groups and their mobility requirements should be taken into account.
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- 5.68 A mainstay of Camp Hill Urban Village will be in the creation of mixed use development. The approach should seek to achieve living, working and leisure uses in close enough proximity to reduce the dependence upon the private motor vehicle.

Whilst it is acknowledged that many residents will remain dependent on their motor car for some time, the ambition to reduce car dependency should be adopted. The development of mixed use should include:

Mixed Use	<ul style="list-style-type: none"> • The location of a mixture of uses and housing tenure types within close proximity to each other and, where possible, within the individual block; • Active ground floor uses; • Provision for flexibility of buildings to change use through time. This will have implications for building depth and block depth; • New development integrated into the existing framework; • Streets that can accommodate a variety of uses; • Main routes through the area 'signposted' by focal points of increased activity, i.e. shops, community uses and small businesses; • Facilities located within five to ten minutes walk of homes. • The village centre being focused upon principal public transport routes connecting the individual neighbourhoods with core facilities and with the town of Nuneaton itself. • The opportunities for mixed use within the Urban Village Development framework.
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5.69 Where a mix of uses are to be accommodated within a single block, care must be taken to ensure that uses can co-exist harmoniously. In the village centre, there will be blocks which contain a significant element of residential, primarily in houses and flats, for which privacy and amenity will be of utmost importance. Homes will sit alongside retail and community uses with their respective servicing and storage needs. For larger commercial premises in-block service yards should be enclosed with substantial walls, with refuse storage facilities incorporated into the built fabric at the outset. Access to service yards and storage must not compromise security, therefore gated access is desirable.

5.70 The intention within the Urban Village is to achieve an adequate mix of uses to secure a life and vitality which is sustainable. From experience elsewhere it is likely that this will require the achievement of higher densities than currently found within the suburban residential layout of Camp Hill. Density is a vague term, which can be defined in several ways - net, gross, human or constructed. It should not however be a standard applied without recognition of the physical product which it generates.

5.71 For example, it is difficult to retrofit significantly higher densities within the existing suburban layout which currently has a density of approximately 12-14 dwellings per

acre (30-35/Ha), although when considering new development densities in the region of 20 dwellings per acre (approx. 50/Ha) may prove workable and will be considered appropriate based upon a wider assessment of their merit.

5.72 In particular, within Camp Hill the topographical constraint of the south facing slope running the length of the redevelopment area south west of the District Centre will limit the overall land take available for new building.

5.73 The following principles should be observed:

Density and Intensity	<ul style="list-style-type: none"> • Within new residential developments density will not be applied as a prescription for development, but minimum densities of 20 dwellings to the acre should be aspired to. • Development opportunities and scope for infill development particularly for alternative uses and activities within the retained residential areas should be explored. • The increase in density should not be achieved where this results in the loss of high quality open space or topographic features important to Camp Hill's identity. • The massing of buildings should depend on location and will be subject to more detailed site specific briefing. The Development framework suggests that: <ul style="list-style-type: none"> - On main thoroughfares, 3 storeys are proposed, with the potential for 4 storeys on street corners, acting as landmarks. - On residential streets and avenues 2-3 storeys are proposed, with 2½ storey and 3½ storey possible for the redevelopment of housing on the steeply sloping site. - On local streets and mews 2 storeys are most appropriate. • Distances between rear elevations of residential properties are unlikely to be less than 20 metres to generally safeguard privacy and in any event should be limited to a maximum of 25 metres. • Distances between front faces of buildings across streets should not be dictated by minimum standards. Rather this distance should be a factor of proportion based upon the desired quality of the street/spatial environment.
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5.74 Landmarks contribute to the creation of sense of place by giving an area character and identity as well as helping people to find their way around. Landmarks can do much to break down the homogenous housing feel of the estate, adding visual interest and richness. Camp Hill already has a number of key landmarks, but these are principally topographical.

Landmarks	<ul style="list-style-type: none"> • Landmarks should, self evidently, be located in prominent locations and could take the form of: <ul style="list-style-type: none"> - interesting architectural features and buildings (particularly where located on corner plots). - landscape features - Public art. • Clear orientation and interpretation of the estate by progressive redevelopment, providing a heart and destinations. • Corners to be emphasised by an increase in height and variety of uses. • Road junctions to be designed as specific spaces. • Community buildings to be used as points of emphasis, providing activity and definition of the public realm. • Public art and street furniture to be utilised to reinforce neighbourhood identity; public art to be agreed with community.
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Public Space

5.75 The existing topography and open space within Camp Hill arguably contributes more to the existing identity of Camp Hill than the built form itself. The existing public open spaces including the 'valley' and adjoining park provide a valuable recreation resource and are important to the quality of life experienced by residents. The Urban Village Development framework recognises that site characteristics should be emphasised and reinforced. The topographical assets are exploited and the character of the new settlement will draw significantly on these. The following principles should be taken into account in the creation and enhancement of public open space:

Public Space	<ul style="list-style-type: none"> • Any remodelling of the estate in terms of its shape form and massing should seek to have respect to the existing topography and landscape, rather than be imposed upon it. This means strengthening key vistas, working with slopes and other natural features. • From experience of successful places elsewhere, public spaces should occupy between 25-35% of the total area. Within Camp Hill, the specific topographical attributes together with principal open spaces including the existing parks and Bar Pool area suggest that this characteristic will be readily achieved. • Public and private realms should be clearly demarcated by physical infrastructure. Care should be exercised to ensure that the public/private interface exists such that streets and public spaces are overlooked and safe;
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Public Space	<ul style="list-style-type: none"> • Public open spaces should incorporate a strong sense of enclosure, for example through the location of buildings relatively and, either alternatively or in conjunction with, trees and railings to create definitions of the streetscape. • Open spaces should, where possible, be overlooked by buildings, improving security through natural surveillance. • Materials and planting should be of good quality, using enduring specifications to promote a high level of amenity within the public realm. • Existing tree stock should be retained and enhanced to provide shelter and softening of the urban fabric. • Public open space should be to a high design standard and require minimum maintenance. • Existing green areas should be reinforced and utilised as a learning/leisure resource. • The Urban Village Development framework should seek out variety of type, scale and character of public space.
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Building Form and Architecture

5.76 A number of general principles are important in the creation of quality in built form and architecture. Whilst general in nature, it is important that these principles are stated here. Specifically, any proposed new development at Camp Hill Urban Village will be expected to introduce buildings which:

Building Form	<ul style="list-style-type: none"> • Are appropriate to their place and harmonious in composition • Are in context with their neighbours • Are built to last • Consider their connections with and contribution to the public realm • Consider the needs of all users (especially those with disabilities) • Are safe, environmentally friendly and energy efficient • Do not preclude innovation and bold statements • Avoid short term cost savings
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Building Form	<ul style="list-style-type: none"> • Complement the assets and facilities they house • Use materials and finishes appropriate to their location • Are designed to create visual interest and variety in urban form • Are robust in their design to allow for future changes of use • In the case of new housing should be designed with 'life change' in mind in internal space standards and should be adaptable • Are aware of the boundaries, their walls and rear yards, to ensure the whole environment is improved by their development.
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5.77 In refurbishing existing properties the above principles should also be applied. However, integration of new development with existing housing is crucial to the success of Camp Hill as an urban village and this needs to be considered in refurbishment as much as new build. The underlying aim of refurbishment of the existing houses is to break up the expansive public housing that dominates Camp Hill and improve on the unfavourable image that it creates. This can be achieved by introducing variety to the finishes of existing properties to reinforce the general improvement and identify neighbourhood character. Refurbishment should also seek to create energy efficient homes incorporating the principles generally being encouraged and outlined below.

5.78 Energy efficiency issues are important to the sustainable principles of the urban village. Almost half of the energy used in the UK is associated with buildings. The pollution created in the production of this energy is a major contributor to global warming. The integration of energy efficient measures, both within existing and new build developments, can make an important contribution to reducing emissions. Indeed the proposed replacement housing on the steep south facing slope on the estate would provide an ideal site to introduce innovative approaches to solar gain. Such an approach would provide the potential to showcase innovative technology with possible employment spin-offs through skill training. It should however be stated that energy efficiency is only one element in the design of Camp Hill and should not be achieved to the detriment of broader urban design considerations. Energy efficiency considerations include:

Sustainability and Energy Efficiency	<ul style="list-style-type: none"> • Orientating dwellings to maximise solar gain (in so far as this does not conflict with Urban Design considerations) • Avoid overshadowing by ensuring adequate spacing between buildings (typically a 3:1 distance between facades to ridge height (up to a maximum of 25 metres)), although this could be reduced on the steep topography of the site. • Use conservatories to maximise solar gain.
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Sustainability and Energy Efficiency	<ul style="list-style-type: none"> • The construction of semi-detached and terraced houses and flats in preference to detached dwellings to reduce heat loss. • Minimise waste and pollution during construction and demolition. • Incorporate energy saving measures within the building construction such as double glazing and insulation. • Use naturally occurring, non polluting construction materials. • New buildings should be designed for minimum maintenance and life expectancy of 3 generations. • Space should be provided for recycling of materials/storage to be provided for each dwelling. • New dwellings should achieve excellent ratings for Standard Assessment Procedure/National Homes Energy Rating assessments including high levels of insulation to reduce running costs for occupants. • Water conservation techniques to be utilised, i.e. rainwater storage for gardens; recycling of grey water for flushing, and surface water recycling within Bar Pool. • Ensure new buildings achieve a 'good' rating on the Building Research Establishment's Environmental Assessment Method (BREEAM) scale for CO2 emissions, use of sustainable materials, water conservation and the avoidance of materials which are harmful or emit pollutants.
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5.79 Within the context of such a major redevelopment it may be appropriate to encourage exemplar areas for development and design initiatives, where specific innovations in building design and environmental initiatives could be encouraged. Developers willing to promote such action will be positively embraced within the spirit of the Urban Village philosophy.

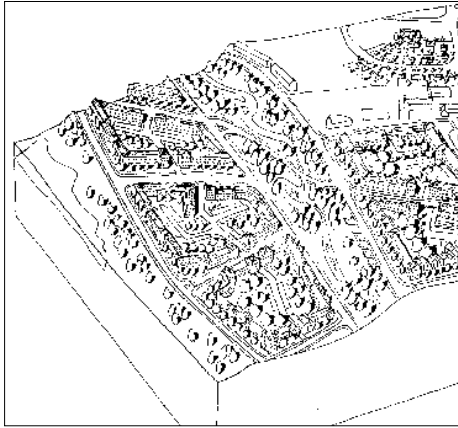
Streets, Movement and Infrastructure

5.80 As expressed in the DETR's *'Places, Streets and Movement, A Companion Guide to Design Bulletin 32'* it is intended that the Development framework for Camp Hill Urban Village is based principally on the arrangement of buildings and activities within their topographical setting. Highway engineering constraints and objectives should support, not dominate, the Development framework.

5.81 The remodelling of the estate has major implications for traffic movement within the estate. The key principle is one of opening up of the estate, improving connections through the estate to invite through movements. However, to achieve this will require significant speed restraint, accepting the need to accommodate motorised vehicles whilst giving greater priority to pedestrians, cyclists and public transport.

- 5.82 The conventional approach to highway and street design is based largely on capacity and quantitative criteria, e.g. visibility splays, radii and road/footway width. For the future Urban Village, the overall objective should be to secure good, safe access at all levels, responsive to specific need. An overall design speed of 20mph will be encouraged. Warwickshire County Council's road standards are currently under review. Their guide *'Roads and Transport for New Developments'* will include the principles laid down in *'Places, Streets and Movement'*. This guide will not be prescriptive and will seek to allow designers of new developments to demonstrate best practice.
- 5.83 The Urban Village Development framework anticipates a network of streets providing access rather than a prescriptive hierarchy of roads; a place where roads play their part but are not dominant. Greater flexibility and concern for the quality of place will see less rigid application of geometry to corners, junctions and road cross-sections which in turn will allow real character to emerge.
- 5.84 The following criteria should be applied:
- The design of the estate should seek to improve connections both from the surrounding area and within the estate itself.
 - Emphasis should be placed upon road and pedestrian safety rather than vehicular flows through traffic reduction measures such as speed tables, tight turning radii and reduced junction sight lines.
 - Promotion of reduced car ownership will be encouraged as a medium/long term objective, but must be supported by improvements in public transport priorities.
 - Overall, parking levels should be kept low, although existing ownership patterns must be reflected in development proposals. On street provision will help but rear courtyard parking will be physically least obtrusive. Maximum car parking standards of 1-1.5 spaces per dwelling are suggested for new housing.
 - The visual impact of parked cars should be minimised, whilst ensuring they are viewed from adjacent properties. This may take the form of private car parking within residential blocks in secure courtyards where private amenity space can also be provided adequately, or on-street where it is interspersed with trees and landscape.
 - Provision of accessible public transport services with quality bus stops in appropriate sheltered and well-illuminated locations.
 - Provision of cycle routes and safe pedestrian links that are overlooked, direct and well-illuminated.
 - Ensuring the public realm is accessible to those with disabilities.
 - Where possible ensure that roads and footways do not exceed gradients of 1 in 10. Direct connections in Camp Hill may require steeper gradients. The grid structure will allow alternative routes to be provided.

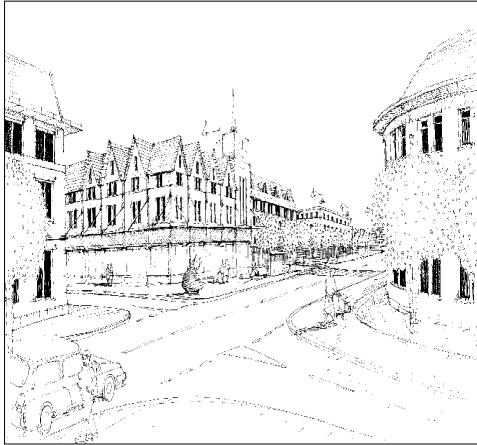
- Cul-de-sacs should be avoided where possible. However, there may be instances where their creation cannot be avoided, by virtue of topography.
- Street lighting should be provided as appropriate to the space that it serves. It will conform to highway standards for both vehicular and pedestrian routes. Consideration should be given to the creative use of lighting, for example it could be used to highlight gateways and key buildings.
- The overall transport requirement should satisfy the County Council's integrated transport strategy as published in '*A better way to go*'.
- The existing public transport network should be integrated into the area, making better connections to Nuneaton and provide access for non car users.
- Specifically, bus routes should be directed through the heart of the Urban Village ensuring the most convenient connections for all residents to their most used services.
- The use of public transport, cycles and movements by foot should be encouraged over that of the private motorised vehicle.
- Safe routes should be provided for cyclists, ideally within shared streets rather than on separate cycleways.



Taking advantage of steep southerly slopes will enable the retention of a 'ridgeway' park

Urban Village Character

- 5.85 The Urban Village will need to develop a character and identity, which will transform existing and historic perceptions of Camp Hill. Due to its overall scale, identifiable neighbourhoods will substantially be based upon existing housing areas, however the significant redevelopment will reshape the heart of the area, providing a stronger commercial location and establishing a focus for more direct connections into and through the area.
- 5.86 Each individual neighbourhood will benefit from access to significant public parks. Bar Pool will provide a special character and high quality environmental setting. It is expected that new housing will take full advantage of siting, and that building frontage will address the parkland and waterside setting.
- 5.87 South of the Village Centre and taking advantage of the elevated views, especially looking towards Bar Pool, a 'ridgeway' park is proposed; this recognises that the steep gradients of the escarpment do not readily allow development of either buildings or access infrastructure.
- 5.88 Building design will evolve through specific site briefs, but it will be important to introduce quality external finishes capable of withstanding the rigour of the exposed environment.



New activities, such as these shops, must positively address the street frontages through building design.



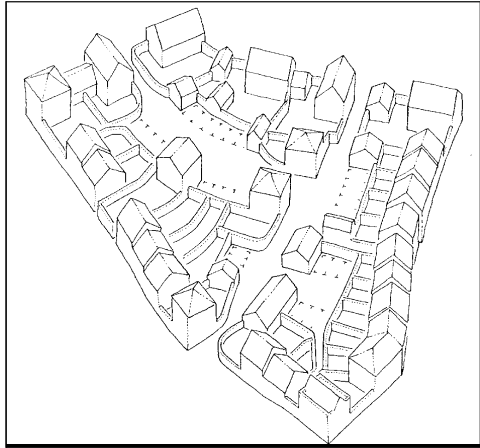
Corner locations generate prominent sites and gateways that need strong built form to signal links into the Urban Village.

Active Frontages & Observation

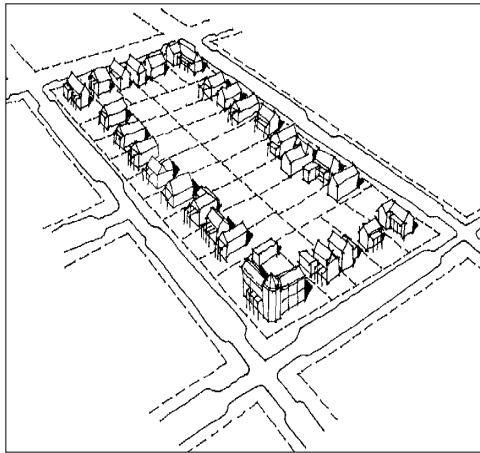
- 5.89 At the eastern gateway, the new Tuttle Hill/Willow Road connection offers major environmental benefit. It removes employment/industrial traffic from current residential streets and will allow the development of new employment at both Willow Road and Pool Road. Any development in these locations must be sensitive to the existing residential neighbours, but the opportunity for new activities to positively address the street frontages will remain a priority.

Defining Corners & Gateways

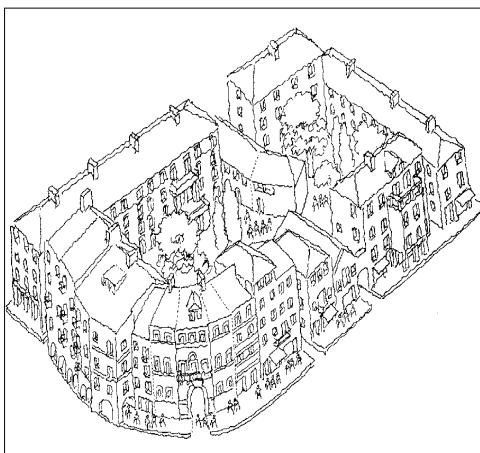
- 5.90 New road access at two points on Tuttle Hill will provide opportunity for 'gateway' projects, which through their presence and building form should signal the links into the Urban Village. The corner locations make these especially prominent sites.
- 5.91 Development alongside Midland Quarry itself will recognise the status of the site as a gateway both to Camp Hill and Nuneaton, it will provide important opportunity for employment activity, but development quality must recognise the roadside setting. There will be a need to see significant improvements in the environmental corridors which link the Canal, through Midland Quarry and into Bar Pool and the parks and open space of the Urban Village.
- 5.92 The principal new spine road will allow direct access into a new residential quarter adjacent to St Annes and Camp Hill Middle School. The school itself will have the opportunity to reorientate access directly from the spine road, providing better links to the wider area.



A clear definition is required between private 'backs' & public 'fronts' even where resident car parking is accommodated.



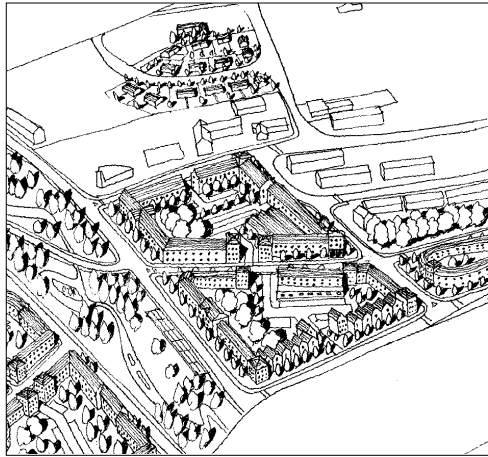
The perimeter block can embrace a range of house types.



It is important that the primary means of access to dwellings is from the street to ensure that the street is a lively environment.

Defining Public & Private Space

- 5.93 The new housing areas will generally adopt the concept of the perimeter block according to specific site constraints. The interpretation will vary to embrace a range of house types and tenures but the overarching principles will aim to create active street frontages where there is a clear definition between private 'backs' and public 'fronts'. The primary means of access to dwellings will be from the street not from rear courtyards and it will be important to ensure that the street itself is an active and well-observed environment where security and safety of individuals and property (including vehicles) are assured.



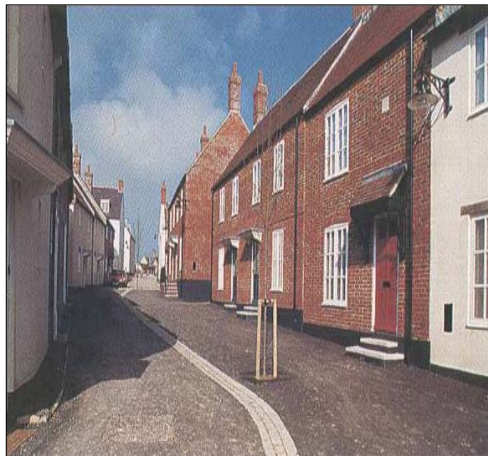
A new 'high street' environment can be created along the new spine road.

Mixed Use

- 5.94 Within the Village Centre, existing retail and community facilities, in particular the multi agency centre, will be reinforced with the potential addition of a food store and other local shops. The Centre will embrace a 'high street' environment along the new spine road. This will be defined and reinforced by built development close to the back of the footway. The wider circulation network will orientate towards the village heart and certainly public transport will be expected to traverse the Queen Elizabeth Road to Tuttle Hill route.

Streets Not Roads

- 5.95 Within existing and retained housing areas environmental improvement will be a priority with efforts made to contain on-street parking and provide an enhanced public realm. Boundary treatments to individual homes need attention and a comprehensive strategy should be prepared.



Spaces that put the pedestrian first, through extended paving and landscaping, can also allow limited vehicular access.

- 5.96 An improved pedestrian environment will be further promoted through the adoption of 'Home Zones', whereby a combination of speed tables, extended paving and planting conspire to reduce car speed to that of walking and define streets as spaces and not just thoroughfares.
- 5.97 Figure 5.4 provide a perspective of Camp Hill Urban Village, whilst Figure 5.5 demonstrates the application of these urban design principles at the heart of the new village.

6 DEVELOPMENT OPPORTUNITIES AND PROJECTS

6.1 This section of the report highlights the key projects which are contained within the strategic development framework for Camp Hill Urban Village.

Tuttle Hill

6.2 Figure 6.2 identifies the key development framework projects. Figure 6.1 provides an extract of the development framework that focuses, inter alia, upon this sub-area.. The main projects at Tuttle Hill are outlined below:-

Tuttle Hill – Key Projects

- **Inf 1** – Tuttle Hill to Queen Elizabeth Road link road
- **Dev 1** – Housing adjacent to St Anne’s RC School and Camp Hill Middle School
- **Dev 3** – Mixed use fronting Tuttle Hill
- **Dev 4** – Housing Cedar Road
- **Com 2** – Camp Hill Schools recreation facilities

6.3 This package of proposals includes the first element of the key new link road from Tuttle Hill to Queen Elizabeth Road (**Inf 1**). The location of the junction to Tuttle Hill Road as shown on the development framework could be altered, if required, for example, to take into account land acquisition considerations. The road represents a hybrid between a local distributor road and housing distributor road and would normally be of 6.7 m width (although this may be restricted in places as part of traffic calming proposals). A new entrance and drop off would be provided to Camp Hill School.

6.4 The new link road enables several development projects to proceed. The most important of these will be **Dev 1** – a new housing site developed along urban village principles at 2/3 storeys utilising a perimeter block adjacent to St Anne’s RC School. It is expected that this site will be able to accommodate 120 houses. **Dev 3** would result from the development of Tuttle Hill Industrial Estate and adjacent properties. The development should be of 3 storeys with residential/office uses above a ground floor leisure activity, therefore creating a gateway to the whole urban village. **Dev 4** represents the opportunity to create a frontage residential development at 3 storeys to the new link road (**Inf 1**), tackling the creation of a ‘gap’ site caused by the construction of the proposed link road.

6.5 The development of housing adjacent to St Anne’s RC School will require the relocation of existing playing fields used by Camp Hill Primary and Middle School. These would not be lost to the area, but would be reprovided on the retained Camp Hill School site (**Com 2**). The opportunity exists through this relocation to provide facilities open to the wider community, including the possibility of providing all-

weather pitches. This project, therefore, has important links to wider social investment.

The Village Centre

6.6 Figures 6.1 and 6.2 again provide extracts from the development framework and details of individual projects.

The Village Centre – Key Projects

- **Inf 1** – Link road Tuttle Hill to Queen Elizabeth Road
- **Dev 7** – Village Centre – Mixed Use
- **Com 1** – Improvements to Village Centre.

6.7 This package of proposals includes the second element of the link road from Tuttle Hill to Queen Elizabeth Road which will link Cedar Road through to Edinburgh Road, crossing open space adjoining Sycamore Road. This road will form a new ‘high street’ to which new retail and housing developments will front.

6.8 Development within the village centre **Dev 7** will consist of high density housing with retail facilities. Development will be of 2/3 storeys with residential/office units above shops. Shopping provision envisaged would be based upon a neighbourhood store of 450 sq m to 750 sq m (5,000 to 8,000 sq ft) and a series of smaller shop units typically 100 sq m (1,100 sq ft) in size. On-street car parking and other measures would assist in restricting traffic flows through this area.

6.9 Whilst the focus of activity would be the new shops centred upon the link road (**Inf 1**), a new road (possibly a boulevard) would be introduced to connect this new area of development to the existing centre. These existing facilities would not be neglected. As part of project **Com 1**, the now vacant medical centre would be refurbished for possible community use/urban village office in the short to medium term. The shop units at 432-444 Cedar Road would be refurbished either to continue as shops or as community enterprise space, providing small start-up space for non-industrial activities. In the longer term, the former medical centre represents an opportunity for a new development at this important crossroads, new development of 3 storeys could incorporate community facilities at ground floor with residential above.

Bar Pool Housing Area and Lake

6.10 Figure 6.1 and Figure 6.2 provide an extract from the development framework and locations for key projects in this area.

6.11 The framework addresses the need to improve existing housing areas which will not be affected by redevelopment proposals. Whilst these areas represent, in the main,

housing of reasonable quality, there is much that can be done to improve existing houses and the streetscape. These improvements would consist of:

- repairs to the physical fabric of dwellings;
- heating/energy conservation measures;
- community safety initiatives;
- boundary upgrading and refurbishment;
- general environmental improvements to the public realm;
- creation of through connections and links; and
- creation of identifiable neighbourhoods.

6.12 These initiatives should apply to properties both in council ownership and owner occupied. Selection of streets should be based upon an examination of need and opportunity throughout Camp Hill.

Bar Pool – Key Projects

- **Inf 1** – Link road from Tuttle Hill to Queen Elizabeth Road
- **Inf 2** – Bar Pool
- **Dev 6, 8 & 9** – New housing development at medium density orientated to Bar Pool Valley
- **Env 1** – Bar Pool balancing lake and environmental improvement
- **Env 3 & 4** – Bar Pool linear park
- **Imp 2** – Camp Hill housing areas

6.13 This package of proposals represents a radical change to urban form in Camp Hill. It addresses in particular the problems of inappropriate housing design and layout on the slopes down to Bar Pool Valley.

6.14 It is important that the link road from Tuttle Hill to Queen Elizabeth Road is completed. In producing a final design for these schemes, careful consideration should be given to the engineering implications of the steep slope from Edinburgh Road. The introduction of additional landscape remodelling or the modification of the alignment of the route of the road may be required to reduce the road's gradient. A further road **Inf 2** will form a further primary access to the new development.

6.15 The redevelopment of a large area of existing housing is represented by **Dev 6**, **Dev 8** and **Dev 9**, which reflect a phased approach to redevelopment. The steep slopes

between Edinburgh Road and Springhill Road mean that it is inadvisable to construct houses on this land. The new development would be based upon urban village principles with densities which, although higher than the previous development, will fall towards Queen Elizabeth Road maximising opportunities for family housing. The need for a comprehensive approach to development will require the demolition of housing along Edinburgh Road, Rowan Road and Queen Elizabeth Road which will be replaced by open space.

- 6.16 An improvement to environmental quality and the public realm generally forms an essential element of the development framework. The difficulties of developing housing on the steep slopes from Edinburgh Road to Springhill Road provide the opportunity to provide a high quality linear park, **Env 3** and **Env 4**. The final design of such a park could form the subject of a 'Planning for Real' exercise. The development of the linear park should be phased in conjunction with development of the new housing areas. Further areas of potential for improvement (**Imp 2**) should be considered adjoining the areas of redevelopment and elsewhere.

Midland Quarry and Pool Road Industrial Estate

- 6.17 Figure 6.3 provides an extract from the development framework for this area. Figure 6.1 provides details of the location of projects.

Midland Quarry and Pool Road Industrial Estate – Key Projects

- **Inf 3** – New road link Tuttle Hill to Willow Road
- **Dev 2** – Housing/mixed use adjacent to the Hedgerows
- **Dev 5** – Extension to Pool Road Industrial Estate
- **Dev 10** – Willow Road employment
- **Dev 11** – Midland Quarry employment/mixed use
- **Env 2** – Midland Quarry environmental improvement
- **Imp 1** – Pool Road Industrial Estate improvement area

- 6.18 Currently, industrial traffic from Pool Road Industrial Estate and residential traffic combine along Queen Elizabeth Road (above its junction with Hilary Road), which serves the industrial estate. To remedy this unsatisfactory situation and to improve the marketability of Pool Road Industrial Estate, a new access road is proposed (**Inf 3**) from Tuttle Hill to Hilary Road/Willow Road. Such a road would be constructed to industrial estate road width of up to 9.5 m (7.3 m would appear to be inadequate). The steep gradient across Hollystitches Brook suggests the need for ground remodelling to lessen the gradient. Adequate advance signing would be needed along Tuttle Hill to ensure traffic wishing to turn left into the new road could position itself in the existing crawler lane.

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- 6.19 A number of development projects would follow the provision of the new link road (**Inf 2**). **Dev 2** represents a site in private ownership with an existing planning consent for housing. However, the design of this scheme may need to be revisited in the light of these development framework proposals (if this is achievable). We would envisage a larger scale development of 3 storeys to create a gateway into the area.
- 6.20 **Dev 5** would open land adjacent to Pool Road Industrial Estate which could form an extension to that estate. This development would require a new spine road and reclamation works. **Dev 10** could provide, as part of a later phase of development, opportunity for additional employment land. It is known, however, that this land is constrained by foul and surface water sewers which run across its length close to Willow Road. Any final design of this scheme would need to consider the relationship between the layout/design of the scheme and the costs of diverting sewers. **Dev 11** is a further longer term opportunity which would require partial infilling of Midland Quarry. Infilling could be linked to the demolition of housing as part of Proposals **Dev 6, 7, 8 and 9**. Planning consent would be required for these works and the environmental impacts of transportation of these waste materials will require careful consideration.
- 6.21 Midland Quarry represents an opportunity to create a further environmental/recreational resource in the medium term comprehensive. Infilling is unlikely to be economic in the medium term and in any event may not secure planning permission. The development framework therefore envisages measures including the improvement of security, the raising of water levels and environmental improvement works (**Env 2**). Opportunities should be explored for recreational use – a diving school might be a possibility.
- 6.22 Pool Road Industrial Estate is typical of many industrial areas in that it is functional, although rather unattractive. The density of development within the estate is low with much land given over to open storage. A programme of environmental improvements, grant support to building projects and targeted business support (**Imp 1**), could do much to improve business efficiency and appearance. The success of the recent development by the County Council of a number of business units on the estate points to what can be achieved with appropriate targetting of funding.

Other Projects

- 6.23 There are other initiatives which could form part of the urban village, but are currently not considered feasible or which need to be altered to dovetail with these proposals. Live workspace is one aspect of development that at the moment may be difficult to achieve, however, it could follow as changes if the perception of the area change. Managed workspace is one of its various forms could form part of the proposals, in particular Imp 1 – the improvements to Pool Road Industrial Estate or **Dev 5** – the extension to the industrial estate. Demand for such uses would largely form the industrial sector but the building should be of a high quality design fronting the overall development (if part of **Dev 5**).
- 6.24 Warwickshire County Council are in the process of implementing proposals to create bus showcase routes based upon the existing 50 and 51 services. The current routes are being implemented at this time due to funding requirements. The physical change

envisaged as part of the development framework will mean revisiting these proposals particularly to link them to the village centre. Two options for diverting these services are to be worthy of further consideration:

- i) Divert buses off Queen Elizabeth Road and along Edinburgh Road serving the southern side of the village centre. This would mean relocating one stop.
- ii) Divert services off Cedar Road along the new link road (**Inf 1**), Edinburgh Road and back along the southern section of Cedar Road forming a loop around three sides of the village centre. This would involve the loss of one pair of existing stops.

6.25 Both options involve the use of carriageways approximately 5.5 metres in width and delays to the existing timetable. These options will need to be discussed with the Passenger Transport Executive and the bus operators.

Overall Project Outputs

6.26 Overall these projects will deliver the following outputs:-

- 639 new dwellings constructed in developments adhering to urban village principles;
- a further 300 improved dwellings;
- 27,400 m² of new business space;
- 1,350 m² of new leisure and retail space;
- 1,000 m² of refurbished community floorspace;
- major infrastructure improvements;
- significant new recreational facilities;
- major areas of new and improved open space

Investing in Social Infrastructure and Community Capacity Building

6.27 The development framework for Camp Hill Urban Village necessarily concentrates upon physical development issues – new roads, development sites etc. However the change envisaged by the development framework cannot be sustainable unless there is corresponding investment in social infrastructure. Our baseline report of April 1998 highlighted a number of key concerns as outlined below:-

- Low take-up rates for Hollies Infant School and Camp Hill Junior School, and poor performance at key stages 1 and 2.
- Continuing pockets of high unemployment within the area.
- A lack of activity from voluntary agencies such as Citizens Advice Bureau and Age Concern.
- Inadequate youth provision.
- The need to expand Lifelong Learning.

6.28 The development of the Family Community Care Centre at Ramsden Avenue will hopefully address some of these issues. The development framework suggest the provision of recreational facilities (an all-weather pitch) adjacent to Camp Hill School which would be open to the wider community. The Youth Centre on Camp Hill Drive which also houses the 'Return to Learn' centre run by North Warwickshire and Hinckley College, is also considered to be in a peripheral location, and was constructed in 1970 with 25 year design life. The relocation of this facility close to the village centre and the expansion of the 'Return to Learn' programme would be welcome developments. Consultation with the youth of the area should form part of the planning of any new facilities.

6.29 Approval has now been received to "Empowering the Community in the Camp Hill Urban Village" Single Regeneration Budget (SRB) bid. This will provide nearly £5.8 million of resources towards a range of projects over a period of 7 years. Proposals include the following:

Empowering the Community of Camp Hill Urban Village – Programme

Projects to enhance employment prospects:

- Integrated childcare
- Public attainment and family literacy
- Lifelong Learning centre development

Projects to address social exclusion:

- Creation of residents associations and community forum
- Youth outreach
- Development of a community resource centre
- Health promotion project
- Re-use of vacant rooms as sports and leisure facilities

Promoting sustainable regeneration:

- Housing Improvement Programme (energy efficiency and home safety).

Supporting growth in local business:

- Customised pre-recruitment training and job link services
- Business support and business start-up programme

Tackling Crime:

- Community safety projects to improve lighting and security.
- Projects to reduce youth crime.

6.30 These initiatives will be implemented over the period 1999/2000 to 2006/2007. The linkage of social investment to the development framework proposals is discussed in the following chapter.

7. PHASING AND IMPLEMENTATION

7.1 This section of the report outlines the phasing programme, and the relationship between the Urban Village strategic development framework and the land assembly programme to support physical development.

Phasing

7.2 Figure 7.1 details the phasing programme. It includes all new development/redevelopment projects. Whilst individual projects are identified within a phase of development, project development work will, in most cases, take place before physical development commences. Volume 2 of this report contains individual project sheets with further details, timescales and costs for projects.

7.3 The proposed phasing programme is as follows:

Phase 1: 0-2 years

- **Inf 1(part)** – Link road from Tuttle Hill to its junction with Cedar Road
- **Dev 1** – Housing adjacent to St Anne’s RC School
- **Inf 3** – Tuttle Hill to Willow Road/Hilary Road link road
- **Dev 2** – Housing/mixed use adjacent to hedgerows
- **Dev 3** – Mixed use fronting Tuttle Hill
- **Dev 4** – Housing Cedar Road
- **Env 1** – Bar Pool Balancing and Lake and Environmental Improvements
- **Com 2** – Camp Hill schools recreation facilities

Phase 2: 2-4 years

- **Inf 1 (part)** – Completion of spine road from Cedar Road to Queen Elizabeth Road
- **Inf 2 (part)** – Bar Pool spine road from link road to Edinburgh Road
- **Dev 6** – Bar Pool Housing Phase 1
- **Dev 7** – Village Centre mixed use
- **Env 1** – Bar Pool Balancing Lake and Environmental Improvements
- **Env 2** – Midland Quarry Environmental Improvements
- **Env 3** – Bar Pool Linear Park 1
- **Com 1** – Village Centre improvements
- **Imp 2** – Camp Hill housing areas
- **Imp 1** - Improvements to Pool Road Industrial Estate

Phase 3: 3-5 years

- **Dev 8** – Bar Pool Housing Phase 2
- **Dev 10** – Willow Road employment site
- **Env 4** – Bar Pool Linear Park 2

Phase 4: 5 years onwards

- **Dev 9** – Bar Pool Housing 3
- **Dev 11** – Midland Quarry employment
- **Imp 1** – Improvements to Pool Road Industrial Estate
- **Imp 2** – Camp Hill housing areas

- 7.4 The consultant anticipates that the development projects should be able to proceed within the timeframes of a particular phase indicated above but that they will not necessarily be complete by the end of a particular phase.

Land Assembly

- 7.5 This issue is of key importance to the local community, and would affect some 460 residential properties. As discussed above, development projects often have a long lead in time and one of the issues which takes time to undertake is land assembly. It is likely that a compulsory purchase order(s) (CPO) will be necessary and the legal procedures involved can be time consuming. Acquisition should proceed as soon as possible and whilst everything should be done to avoid a delay, experience shows that some delay is inevitable. The threat of compulsory acquisition is often sufficient to encourage negotiations and clearly the local authority will wish to pursue these discussions in a sensitive manner. Figure 7.2 and Table 7.2 below reflect the consultant team's view of a reasonable programme of acquisition.

Table 7.2: Possible Phasing for Acquisition and Demolition

	Road	Nos	Council	Private	Total	Notes
Phase 1: Years 0-1						
	Cedar Road	261-287 (odd)	13	1	14	
		Sub-total:	13	1	14	
Phase 2: Years 1-3						
(a)	Rowan Road	1-22	4	17	21	
	Springhill Road	5-47	16	29	45	(2)
	Ludford Road	29-75	36	11	47	
	Queen Elizabeth Road	341-431 (odd)	28	18	46	
	Queen Elizabeth Road	350-404 (even)	24	4	28	
		Sub-total (a):	108	79	187	
(b)	Beechwood Road	41-55 (odd)	8	0	8	
	Beechwood Road	50-60 (even)	4	2	6	
	Cedar Road	456-474 (even)	8	2	10	
	Sycamore Road	1-47 (odd)	21	3	24	
	Edinburgh Road	41-66	12	14	26	
	Pheasant Public House			1	1	
		Sub-total (b):	53	22	75	
		Sub-total (a + b):	161	101	262	
Phase 3: Years 3-5						
	Springhill Road	1-4	0	4	4	
	Ludford Road	3-28	10	16	26	
	Hazel Road	20-37	0	18	18	
	Queen Elizabeth Road	279-339 (odd)	11	17	28	
	Queen Elizabeth Road	306-348	16	6	22	
		Sub-total:	37	61	98	
Phase 4: Year 5 onwards						
	Edinburgh Road	1-34	0	34	34	
	Hazel Road	1-16	0	16	16	(3)
	Hillcrest Road	2-62 (even)	8	23	31	
	Gorsy Way	1-6	4	2	6	
		Sub-total:	12	75	87	
		Total:	223	227	460	

Notes:

1. The following addresses do not exist: 275, 277, 315, 317 & 319 Queen Elizabeth Road, 17, 18 & 19 Hazel Road, 1 & 2 Ludford Road, 37, 38, 39 & 40 Edinburgh Road, 15 Rowan Road.
2. 42 & 43 Springhill are maisonettes and have been split into flats – 42a and 43a.
3. 35 & 36 Edinburgh Road were destroyed by fire. The sites upon which they stood are owned by an insurance company.

Compulsory Purchase and Decanting

- 7.6 The phasing and acquisition programme acknowledges that a CPO(s) may be necessary to ensure that land is brought forward for development within the right timescale. The detail of making such an order is considered briefly in the following chapter. It would be preferable to proceed, where possible, by agreement and therefore the Land Assembly and Demolition Programme at Table 7.2 provides guidance as to those properties where priority should be given to acquisition of owner-occupied interests by private treaty. It is worth noting that an authority which possesses CPO powers may, at its discretion, make a home loss payment to owner-occupiers, therefore those occupiers who reach agreement with the Acquiring Authority prior to CPO powers being confirmed would not necessarily be worse off financially.
- 7.7 The issue of decanting will require further work, the consultant team is aware of two surveys which will help to provide a clearer picture on this issue:
- i) Survey of affected residents by Nuneaton and Bedworth Borough Council; and
 - ii) The Borough wide Housing Needs Survey to be conducted by Nuneaton and Bedworth Council.
- 7.8 The first of these surveys will help to clarify whether existing Council tenants and owner-occupiers wish to remain within the area. Acquisition of owner-occupied properties would reflect market prices in the absence of the Urban Village scheme, with additional payments for disturbance and home loss. It is possible, however, that those affected may be faced with difficulties in acquiring replacement properties on the open market. Therefore, to help overcome this difficulty, innovative forms of housing tenure and 'staircasing' arrangements will need to be offered to those affected, which may in turn affect land values achieved upon disposal. It is suggested that the acquisition and demolition strategy and programme can only be confirmed once the impacts on affected residents are fully understood and evaluated.
- 7.9 In mounting a CPO, the Local Planning Authority will need to consider exercising powers under Section 226 of the Town and Country Planning Act. The consultants consider that, as the lands acquired will be sold onto developers/housing associations, the preferred means of acquiring property should be through a General Vesting Order (GVO). A GVO would need to be in place within 3 years of the confirmation of the CPO otherwise it will lapse. Normally, it would be preferable to mount a single CPO for the area required, possibly then issuing one or two General Vesting Orders to acquire property. However, the scale of acquisition of 460 properties and timescales over 5 years suggest that consideration should be given to promoting two CPO's. The reasons for this are:
- i) The scale of the programme, in particular decanting, suggests that the process needs to be rendered fully manageable.
 - ii) If only one CPO were promoted then any affected owner within the boundary of the CPO could issue a Blight Notice requiring the Acquiring Authority to purchase his/her property. This is less likely if two 'smaller' CPOs were mounted.

iii) Funding Blight Notices could have impacts upon funding programmes and the timescales for agreement of compensation with all those affected by the CPO process.

7.10 It is recommended that careful consideration be given to the CPO strategy in conjunction with the decanting mechanism as part of the implementation plan to resolve the foregoing issues.

Delivery Vehicle

7.11 The mechanism by which the Project Sponsor would deliver an Urban Village at Camp Hill is beyond the scope of this Brief, however the consultant team believes that the points described below should be considered in reaching a decision.

7.12 It will be vital to 'sell' the urban village concept to the development industry. To do this, it must be demonstrated that:

- there is a clear commitment to the strategic aims of the project from all major stakeholders;
- the structures and roles and responsibilities for managing/delivering the project are clear;
- there are mechanisms in place to cover risks that the private sector is unwilling to accept, especially in the short term;
- the proposals will result in long-term comprehensive improvement and removal of social stigma through the consistent and realistic application of agreed regeneration measures and design standards.

7.13 This Strategic Development Framework confirms the Partners support for the approach it outlines. This document forms the strategic basis for operational planning by the body charged with delivery of the urban village proposals.

7.14 The chosen delivery structure should reflect the character of the Camp Hill Urban Village as well as best practice nationally. Many of the most successful partnerships have involved the local authority and its partner linking with other local interests in a non-profit distributing limited company – at 'arms length' from the public sector organisations, to drive development forward.

7.15 As part of the implementation plan the Partners will need to agree the extent to which they will put their assets into this project to achieve the identified objectives. The local authorities will contribute land and statutory powers and AWM will make a commitment in principle to the strategy, with funds drawn down for specific schemes based on nominal project appraisal criteria.

7.16 Although outside the scope of this study, the Partners will also wish to consider the proposed structure for corporate governance of the Urban Village – a Camp Hill Urban Village Partnership Board. Equally, because of the importance attached to the achievement of a high quality environment, positive proposals will be required to

ensure the proper management and maintenance of the village especially new and existing common areas.

7.17 The Prince's Foundation advises that consideration should be given in creating a Community Trust to assist the growing community to integrate and take an active part in the management of the Urban Village in the longer term. Clearly, discussions will be necessary to ensure that this would complement and not interfere with the work of existing residents organisations.

7.18 Other salient points on physical delivery of the scheme are:-

- i) The public sector is likely to wish to take responsibility for providing most of the infrastructure and key environmental projects to ensure delivery of the project within a reasonable timescale.
- ii) High design quality will probably be best achieved by the tendering of sensible development plots to the market supported by strong design guidance.
- iii) It is likely that smooth decanting process which offers a range of solutions and minimises the need to move twice would be most satisfactorily achieved by reaching agreement with a consortium of developers over the disposal and redevelopment of the major sites.
- iv) The presence of an interested developer consortium will assist the CPO process by demonstrating the 'deliverability' of the proposals and permitted the use of a 'back to back' CPO process.

Relationship with Empowering the Community SRB Round 5 Programme

7.19 It is recognised that physical improvement is only one aspect of the regeneration of Camp Hill. Equally, the availability of funding through the 'Empowering the Community' SRB Programme is a vital element of the development framework programme. Depending upon the final start date chosen, much of the physical change will take place over the period 2001/2002 to 2007/2008. The SRB projects will take place over the period 1999/2000 to 2006/2007. There is a strong correlation between these programmes. Particular linkages between the Urban Village Development framework and the SRB programme include:

- Development of additional employment land around Pool Road Industrial Estate and Lifelong Learning and Camp Hill Employment and Enterprise Project.
- Investment in the facilities at Cedar Road/Ramsden Avenue proposed through the development framework and the Business Start Support and Camp Hill Community Resource Centre proposed in the 'Empowering the Community' Programme.
- Proposed improvement of Pool Road Industrial Estate and the Business Support and Employment and Enterprise Projects included in the SRB programme.
- The improvement of housing areas not subject to redevelopment in the

development framework, with community safety and housing improvement programmes.

- Investment in Youth Outreach and Sports and Leisure Facilities within the SRB programme and proposals for an all-weather pitch adjacent to Camp Hill School.
- Investment in local schools to raise pupil educational attainment.

7.20 Physical development will need to dovetail with the proposed development through 'Empowering the Community of Camp Hill Urban Village', particularly where physical investment is contemplated through the SRB programme. Detail co-ordination of these activities will be required.

8 PRIORITY ACTIONS AND NEXT STEPS

Priority Actions

- 8.1 In considering the potential priority of projects within the overall Strategic Development framework the consultant team have considered, in particular, two issues:
- i) The importance of projects to securing fundamental change in the central core of Camp Hill; and
 - ii) The ability to achieve ‘early win’, projects which can be implemented with relative ease, but demonstrate activity on the ground, thereby encouraging further investment.
- 8.2 In overall terms, the creation of the new village centre and the redevelopment of housing extending from Queen Elizabeth Road are the most fundamental components in achieving change. Unfortunately as collective packages of projects, they have long lead-in times, mainly due to the likely need to undertake land acquisition through compulsory purchase orders.
- 8.3 We have, therefore, classified projects as essential, desirable and non-essential to the successful development of an urban village at Camp Hill. Those projects considered as essential are fundamental to change or if not essential, are of key importance and could be secured as an early win. Desirable projects are those supportive of the urban village proposals, but not essential in the short to medium term. Non-essential projects are those elements of the scheme where change is envisaged, but are not specifically linked to the urban village proposals. These projects are categorised in the boxes below:

Essential Projects:

- **Inf 1** – Tuttle Hill to Queen Elizabeth Road Link Road
- **Inf 2** – Bar Pool Road
- **Inf 3** – Tuttle Hill to Willow Road/Hilary Road Link Road
- **Dev 1** – Housing adjacent to St Anne’s RC School/Camp Hill School
- **Dev 4** – Housing Cedar Road
- **Dev 6** – Bar Pool Housing 1
- **Dev 7** – Urban Village Mixed Use
- **Dev 8** – Bar Pool Housing 2
- **Dev 9** – Bar Pool Housing 3
- **Env 1** – Bar Pool Balancing Lake and Environmental Improvements
- **Env 3** – Bar Pool Linear Park 1
- **Env 4** – Bar Pool Linear Park 2
- **Imp 2** – Camp Hill Housing Improvements
- **Com 1** – Improvements to Village Centre
- **Com 2** – Camp Hill Schools Recreational Facilities

<i>Desirable Projects:</i>
<ul style="list-style-type: none">• Dev 2 – Housing/mixed use adjacent to the hedgerows• Dev 3 – Mixed use Tuttle Hill• Dev 5 – Extension to Pool Road Industrial Estate• Dev 10 – Willow Road Employment• Env 2 – Midland Quarry Environmental Improvements• Imp 1 – Improvements to Pool Road Industrial Estate
<i>Non-Essential Projects:</i>
<ul style="list-style-type: none">• Dev 11 – Midland Quarry Employment

8.4 This classification has been developed to provide guidance to the Project Sponsors in prioritising the delivery of projects within Camp Hill Urban Village.

Next Steps

8.5 There are a series of future actions that the partners to the development of the Camp Hill Urban Village should consider. These include the following:

Public Consultation

8.6 Given the scale of change envisaged, further consultation with those affected, the residents and businesses of Camp Hill is essential. We believe that there are two elements to this:

Consultation on the Development framework and Design Code as Supplementary Planning Guidance (SPG)

8.7 Some further work will be required on the development framework and design code to refine them into a SPG format for public consultation. Given the departure from existing planning and highway standards, a series of seminars and workshops would be desirable with officers and members from the local authorities. Formal consultation with the public leading to adoption of the strategic development framework as Supplementary Planning Guidance should then take place.

Consultation with the Community on the Development framework Proposals and Implementation Programme

8.8 Putting aside formal consultation on the SPG, the consultant team believe that it is essential to carry out continuing, less formal means of consultation to explain the proposals, the programme and the implications to local residents. This will be a vital part of achieving consensus on the way forward, explaining the wider benefits and dealing with the specific concerns of those residents affected. Specific and detailed proposals will be required to address the fears of people affected by demolition and decanting proposals.

Selection of Development Partners

- 8.9 If the chosen delivery vehicle requires a development partner(s) then the selection of a preferred partner should be a priority. This will require the preparation of a Statement of Requirement which addresses issues such as the nature of the projects involved, decanting of local authority tenants, the requirements for social facilities, grant funding, housing tenures etc. A selection procedure, including interviews, will then be required leading to the appointment of a preferred development partner(s) based upon the overall package on offer which should incorporate, both new housing and supporting facilities.

Development Briefs and Design Guidance Competitions for Key Projects

- 8.10 Main project sites will require detailed design and development guidance. These should build upon the Design Code outlined in this Development framework Study. Priority should be given to guidance for the following sites:
- i) The County Council housing site – **Dev 1**
 - ii) The Urban Village centre – **Dev 7**
 - iii) The Bar Pool housing area – **Dev 6, 8 & 9**
 - iv) The Retail/leisure site fronting Tuttle Hill – **Dev 3**

Planning Applications

- 8.11 In order to support compulsory purchase orders it would be preferable to obtain, at least, outline planning consent for projects that require this form of land assembly. This will, particularly, affect development fronting Tuttle Hill, the Urban Village Centre and the Bar Pool housing proposals.

Mounting of Compulsory Purchase Orders

- 8.12 Whilst it may be possible to secure some property by private treaty it is inevitable that the making of compulsory purchase orders will be required to strengthen the local authorities land in negotiations. Detailed site referencing, planning and legal work will be required to support these orders, mindful that they could, if objections are sustained, result in a public inquiry.
- 8.13 A detailed project plan identifying key actions for projects can be found within Volume 2.

Issues for Further Consideration

- 8.14 There are a number of important issues that have been identified during the course of this work which the consultant team consider worthy of further investigation and research; these include:

A Detailed Environmental and Housing Condition Assessment of the Core Housing Area

- 8.15 In order to develop proposals for improvements to the Central Housing Core a detailed investment of environmental and housing conditions will be necessary. This should address the opportunities for improved streetscape, boundary treatments, access and car parking improvements, new linkages and the physical condition of the housing stock. Whilst the local authority housing should be a priority, opportunities to upgrade privately owned properties should be identified to encourage a comprehensive approach to the issue.

A Detailed Assessment of Pool Road Industrial Estate

- 8.16 In order to detail proposals for the Pool Road Industrial Estate an assessment of property conditions and ownerships will be required. This could be coupled with an update of recent County Council surveys to produce a costed programmed of potential improvements for discussion with land owners.