



Lea Castle  
Stage 2 Masterplan - Developing the Vision  
*for consultation purposes*

June 2021



# VISION STATEMENT AND OBJECTIVES

## MOVEMENT AND CONNECTION

Develop a cross-boundary connective network of legible routes both within the site and to adjacent urban districts, the core site and landscape areas through which pedestrian, cycle and public transport connections provide convenient and attractive connections between homes and existing and new schools, workplaces and community facilities within a green network.

## ENERGY AND SUSTAINABILITY

Develop a coordinated and cross-parcel strategy for sustainable long-term provision of power, water services to all masterplan areas that promotes energy and resource conservation and allows for the introduction of SMART technologies and platforms within public facilities.

## LANDSCAPE AND ECOLOGY

Develop a connective network of green and blue threads, corridors, places and open space types that restore, enhance and extend the existing and historic landscape and ecological assets of the site, connect to wider green networks and corridors, and provide positive and valuable outlook and amenity to new homes, workplaces and community facilities.

## JOB

Provide easy and convenient access to existing workplaces in Kidderminster and surrounding settlements, to new larger scale employment facilities proposed within the eastern portion of the site and to new workplaces within both a neighbourhood centre and at integrated and dispersed finer grained live-work / shared working hubs.



## PLACE STRUCTURE AND PATTERN

To create a series of connected distinctive local centres, neighbourhoods and open spaces which provide new high-quality homes, workplaces and community facilities as a connective, sustainable component of Lea Castle Village and in which values of health and well-being are promoted.

## PLACEMAKING AND CHARACTER

To reflect and enhance the best built and landscape assets of the locality in the design of a new centre, streets, neighbourhoods and landscapes to create places that are locally distinctive, memorable and 'belong' to Lea Castle promoting positive wellbeing.

## FACILITIES

To reflect and enhance the best built and landscape assets of the locality in the design of new centres, streets, neighbourhoods and landscapes to create places that are locally distinctive, memorable and 'belong' to Lea Castle and the wider Kidderminster Location.

## HOMES

Provide a range of new types and tenures of homes that meets local needs, including a mix of family housing and flats of forms and densities that create neighbourhoods and streets of varied and distinctive character and identity within the masterplan.

# Draft Preferred Option

## Description

Following further consultation with the team we have developed the preferred option into a draft framework masterplan. This takes into account the feedback / constraints that have been presented upon review. The key points are summarised:

- School located with adjacency to local centre and also reasonable proximity to other parcels / core site.
- Local Centre - retail has adjacency / visibility to Wolverhampton Road to draw visitors into the village centre but far enough away so as not to be a pit stop.
- Complementary community and retail uses placed around the junction.
- Lower density of housing in the northern parcel with due consideration of views in.
- Employment grouped but parcelled in a way that can be developed as required or remain flexible in the longer term. GI principles still applied here.
- Creation of a leisure hub to the south of the eastern parcel as anchor and to bring existing public house into the development.

## Legend

-  School
-  Residential - HD
-  Residential - LD
-  Village Centre
-  Live/Work
-  Employment
-  Senior living
-  Retail
-  Proposed Landscape
-  Vehicular Route
-  Active Travel Route

