



VALLEY



Neighbourhood Development Framework

Draft for public comment



Rich character and townscape

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A district of tightly-packed Victorian

Foreword

The Valley neighbourhood is one of the most fascinating parts of Bradford. It is a district of tightly-packed Victorian warehouses, clinging to the steep sides of the valley through which the Bradford Beck runs. In terms of character, townscape and history there are few areas to rival it in the UK. It has therefore been a joy to work on the Valley Neighbourhood Development Framework and to take forward the work that was done in the City Centre Masterplan and the Goitside Urban Village Masterplan.

This Neighbourhood Development Framework has been undertaken by a team led by URBED (Urbanism, Environment and Design) and comprising Landscape Projects, King Sturge and Transportation Planning Partnership. In this we have been supported by a steering group Chaired by Chris Taylor, Vice Chancellor of Bradford University and including Bradford Centre Regeneration, City of Bradford Metropolitan District Council, Bradford College and the Goitside Partnership. We would like to thank the steering group together with all of the other people who have contributed to the preparation of this development framework. We hope that the proposals in the framework help clarify and crystallise a clear implementable vision for the Valley Neighbourhood to secure the regeneration of the area.



David Rudlin

On behalf of the consultancy team

URBED ■ Landscape Projects ■ King Sturge ■ Transportation Planning Partnership





Sunbridge Road

Executive Summary

The Valley Neighbourhood Development Framework (NDF) is one of four NDFs that have been prepared to implement the Bradford City Centre Masterplan. The Valley NDF covers an area to the west of the City Centre between the University and Westgate and extending westwards as far as City Road. The area is within the valley of the Bradford Beck and at the heart of the area is Goitside, an area of historic warehouses on the northern side of the valley.

The Valley was once the economic heart of the city when Bradford was world capital of the worsted trade. This was the business end of the worsted trade, unlike Little Germany which contained the sales offices. As a result the buildings of Goitside are more utilitarian but historically they are just as important. Indeed the townscape of the area, with its stone warehouses on the steeply sloping valley sides, is probably unique in the UK.

In recent years the neighbourhood has declined and the urban character of the area has been undermined along Thornton Road. However it has started to attract creative businesses and residential

developers so providing opportunities that we have sought to build upon in this NDF.

Unlike the other NDFs the proposals in the City Centre Masterplan have been substantially revised in this NDF. The park was originally proposed along the valley because the property market was too weak to take up all of the available land in the area. Since that time the market has been transformed and it was therefore important to evolve the park proposals to reflect this. Further more Goitside was not included in the City Centre Masterplan because it had been subject to a separate masterplanning exercise. However the Goitside Partnership requested that it be included in this NDF. The Valley NDF has therefore developed a new set of proposals for the area drawing on these previous strategies along with a detailed baseline analysis of the area. These proposals are based around four themes, each of which has been developed into four potential regeneration projects as set out below.

Theme 1: Urban Living

Demand from residential developers is both an opportunity and threat to the Valley Neighbourhood. This demand can be harnessed to bring vacant buildings and sites back into use and to increase the number of people living in the area and so the vitality of the streets and local facilities. However, raising residential values could also push out existing businesses. It is therefore proposed that new housing development be directed into the valley bottom and the Goitside Urban Village to the north of Sunbridge Road. Further residential development should then be restricted between Sunbridge Road and Thornton Road. The residential theme has been developed into the following four potential regeneration projects:

- **Goitside Urban Village:** The creation of a strong urban community through the residential conversion of existing buildings, a potential new live/work scheme by Bradford Community Housing Trust and newbuild housing on the surface car parks in the west of the area.



- **Listergate:** A landmark residential scheme on the eastern part of the former Gasworks site.

- **Westholme Street:** A waterside residential scheme including the conversion of the existing mills and new-build housing.

- **Valley Courts:** A series of residential blocks with landscaped courtyards along Thornton Road.

Theme 2: Creativity and Knowledge:

The creative and knowledge economies are two quite different sectors but both are hugely important in the future economies of cities like Bradford. Goitside has the potential to once more become the economic engine of Bradford by becoming a focus for Bradford's creative economy and for knowledge businesses spinning off from the University. Creative business should be focused in the area between Sunbridge Road and Thornton Road (Goitside Create) with uses requiring more space on the former Gasworks site. This theme has been developed into four potential regeneration projects:

- **The Arc:** A creative workspace conversion of a building on Sunbridge Road.

- **The Knowledge:** The development

of the first of a series of incubator buildings for knowledge-based businesses.

- **The Former Alexandra Hotel site:** The development of a new building for Bradford College.

- **Bradford Science Park:** The UK's first city centre science park on the western part of the former gas works site for knowledge-based companies.

Theme 3: Living Landscapes:

Instead of a park through the bottom of the valley, the NDF strategy is based on the creation of a series of landscapes throughout the area. In the valley bottom a smaller park is proposed together with a verdant landscape flowing around and between buildings. In Goitside a series of urban courtyards and lively streets are proposed with public art, cafes and creative uses, while the urban village will be based around a new public square. This theme has also been developed into four potential regeneration projects:

- **Beckside Park:** A new park along the reopened Beck on the southern side of the valley.

- **Orchard Square:** A new gateway square at the western end of Thornton Road.

- **Goitside Courtyards:** A series of urban squares along the line of the Goit.

- **Urban Village Greens:** A series of public spaces in the heart of the urban village.

Theme 4: Quality Streets:

The valley neighbourhood currently represents a significant 'gap' in Bradford's Ring Road. There have, as a result, been longstanding proposals to complete the road through the area. This needs to be done in a way that does not undermine other aspirations for the area. A major part of this NDF has therefore been a 'Quality Streets' strategy to accommodate a significant amount of traffic but to design streets in such a way that the impact of this traffic is minimised and does not provide barriers to pedestrian movement or frontage development. The four potential regeneration projects under this heading are therefore:

- **Thornton Road:** The boulevarding of Thornton Road.

- **Paradise Street:** A new road linking Drewton Road to Thornton Road.

- **Sunbridge Road:** A public realm scheme to turn Sunbridge Road into the high street for the area.

- **Cross Valley Routes:** Environmental works and improved lighting for a series of routes from the University to Westgate.

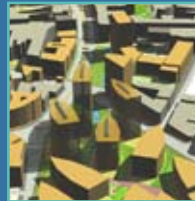
In the final part of the NDF we pick out four of these projects as priority interventions and set out an implementation route for each of these:

- **Listergate:** The development of the former Gasworks site as a landmark development including the Bradford Science Park and a series of residential towers.
- **Beckside Park:** The development of a new park along the reopened Bradford Beck as a catalyst for the transformation of this area.
- **Goitside Urban Village:** The creation of a new mixed use urban community in the northern part of the area.
- **Goitside Create:** A public realm scheme in the lower part of Goitside as a catalyst to transform the image of the area to attract creative and knowledge business.

Urban Living



1. Goitside Urban Village: The creation of a residential community north of Sunbridge Road.



2. Listergate: A landmark residential scheme at the tip of the former Gasworks site.



3. Westholme Street: Waterside residential development including conversions and newbuild.



4. Valley Courts: A series of public landscaped residential courts along Thornton Road.

Creativity + Knowledge



5. The Arc: A model creative workspace on Sunbridge Road.



6. The Knowledge: The first of a series of incubator buildings for knowledge business.



7. The former Alexandra Hotel: A new building for Bradford.



8. Bradford Science Park: A city centre science park on the western part of the former Gasworks.

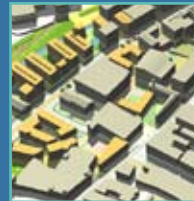
Living Landscapes



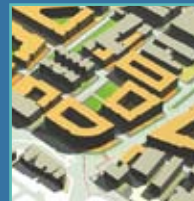
9. Beckside Park: The creation of a linear park along the Beck.



10. Orchard Square: A new gateway square at the western end of Thornton Road.



11. Goitside Courts: A series of intimate courtyards along the Goit.



12. Urban Village Greens: A series of new public spaces in the heart of the Urban Village.

Quality Streets



13. Thornton Road Boulevard: The creation of an attractive tree-lined boulevard.



14. Paradise Street: The creation of a new road from DREWTON ROAD to Thornton Road.



15. Sunbridge Road: Public realm improvements along Sunbridge Road.



16. Cross Valley routes: Environmental works to the north south routes.



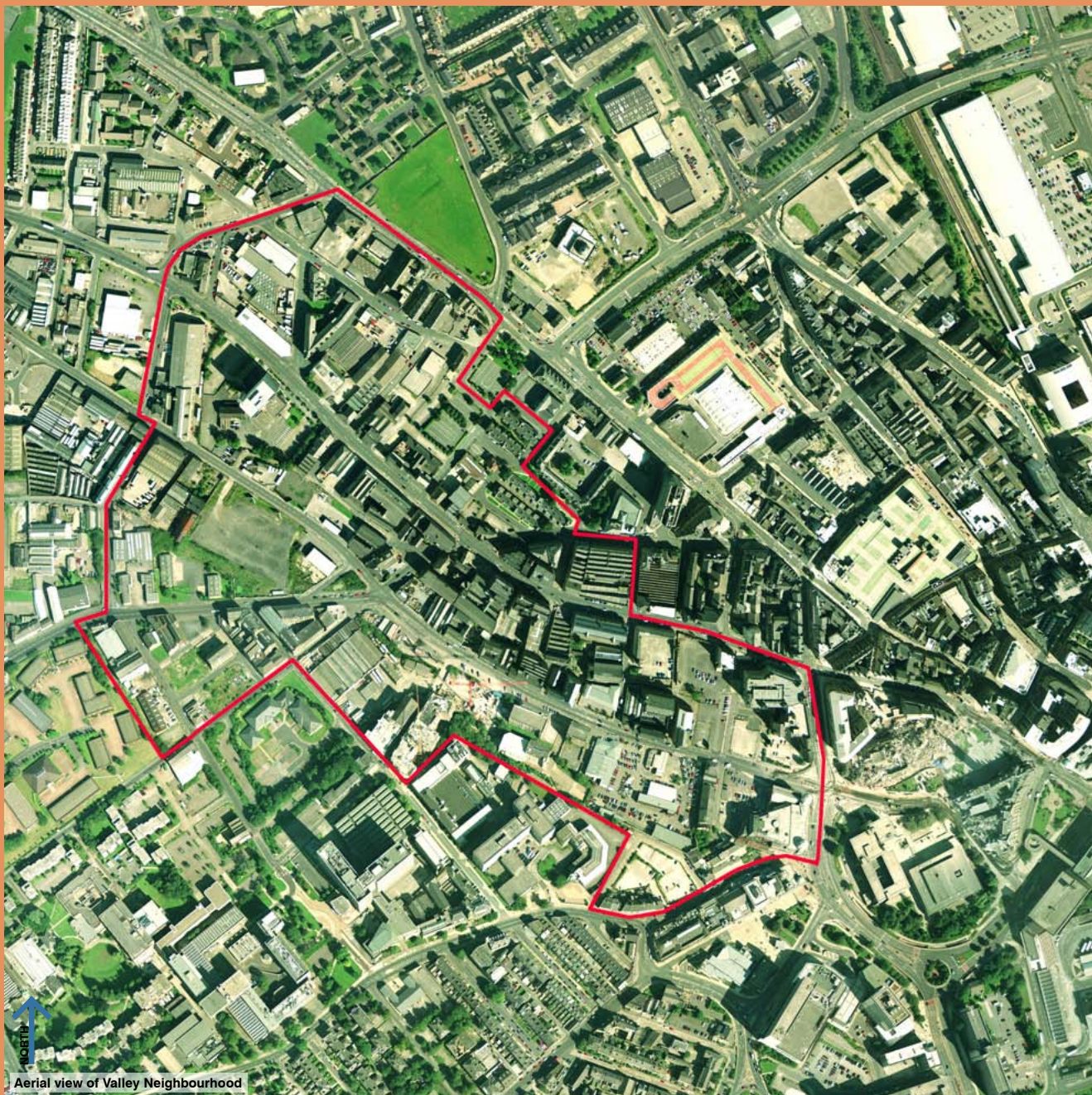


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The Valley Neighbourhood



Aerial view of Valley Neighbourhood

INTRODUCTION: The Valley NDF

In Autumn 2005 Bradford Council and Bradford Centre Regeneration commissioned a Neighbourhood Development Framework (NDF) for the Valley Neighbourhood. This is one of the four NDFs prepared for the city centre following the completion of the City Centre Masterplan by Alsop Associates. The purpose of these NDFs is to test and update the Masterplan, to add more detail and to develop the concepts into a series of realisable projects and policies.

As well as the City Centre Master-plan, the NDFs have been shaped by the City Centre Design Guide prepared by URBED and Landscape Projects. This translated the City Centre Masterplan into planning policy that has since been adopted as a Supplementary Planning Document by Bradford Council. The context set by the Masterplan and Design Guide as well as the wider policy context are described on

the following pages.

The Valley is the most westerly of the four neighbourhoods identified in the City Centre Masterplan. It stretches westwards from the city centre between Westgate and the Higher Education Campus along the valley of the Bradford Beck. To the north it bounds the Market NDF that has been prepared by Ove Arup and Partners.

The production of Valley NDF has involved an extensive reassessment of the City Centre Masterplan. The plan proposed a large park running along the valley bottom making use of land for which there was at the time little developer interest. The market has since been transformed and the Valley NDF takes advantage of this opportunity by developing a new concept for the valley bottom that retains the spirit of the original plan. At the request of the Goitside Partnership the NDF also

includes the Goitside area that was not part of the original Valley Neighbourhood identified in the City Centre Masterplan.

The NDF is in four sections. The first includes a baseline assessment of the area including the quality of the buildings and the urban form, the public realm, the roads and transport provision and the local property market. The second part of the NDF develops four themes: Urban Living, Creativity and Knowledge, Living landscapes, and Quality Streets as the basis for a strategy for the area. These themes are then developed into an updated masterplan with four regeneration projects per theme making 16 in total. From this we develop four Priority Interventions and set out an implementation narrative for each. The final section shows the Valley area in 2020.

The NDF has been prepared by a team led by urban designers and masterplanners 'URBED (Urbanism Environment Design)' with landscape architects 'Landscape projects', surveyors 'King Sturge' and transportation consultants 'TPP (Transportation Planning Partnership)'.

The purpose of the NDFs is to update the Masterplan, to add more detail and to develop a series of realisable projects



The City Centre Masterplan



City Centre Masterplan and 3D visualisation of Valley Neighbourhood by Alsop Associates

INTRODUCTION:

The City Centre Masterplan

The Bradford City Centre Masterplan was commissioned from Alsop Associates in 2003 by Bradford Centre Regeneration. Its aim was to reposition Bradford City Centre in relation to surrounding centres by revealing its assets and masterplanning a distinctive new identity.

The district-wide context was set out as an 8x8km grid of 64 squares offering a 'new mental map of Bradford' as a polycentric borough and district with a wide range of attractions. The City Centre Masterplan focused on four of these squares (2x2 vision). The Masterplan proposed a new park along the valley running through the centre. This was designed to change perceptions of the city as a place to live, work, play and invest. The 2x2 structure of the City Centre Masterplan was developed into four neighbourhoods, each of which has been subject to a Neighbourhood Development Framework:

The Bowl: City Hall stands at the centre of the bowl in which Bradford is built. The Masterplan proposed a lake around City Hall symbolising its position as a

natural meeting point for the city. The pool was bounded by a *Business Forest* of new offices and a *Pier* built into the pool accommodated screens for digital performances. The Bowl NDF is being undertaken by Alsop Associates and has explored a strategy to implement the lake by creating a 'mirror pool'.

The Channel: The Masterplan proposed a new urban village in the Channel along a reopened canal. The NDF by Ove Arup and Partners has developed the *Channel Urban Village* together with a new gateway development around *Forster Square Station* and proposals for Festival Square in *Little Germany* and the *Cathedral Quarter Urban Village*. The NDF area also includes the new *Broadway Shopping Centre* (which starts on site in Autumn 2006).

The Market: The Masterplan proposed the World Mile as a new shopping destination

together with a Garden of Tranquillity over Drewton Road. The Market NDF has developed the *World Mile* along Westgate to counterbalance the pull of the Broadway Centre. The strategy is based on improving the public realm between these poles, particularly through Rawson Square together with the creation of an urban village around the northern fringe of the area.

The Valley: The final neighbourhood is the Valley to the west of the city centre. This is the area where proposals have changed most significantly from the original City Centre Masterplan. The plan proposed a valley park along the Bradford Beck, framed by the two towers of the Odeon. The park included ecology areas, an orchard and space for discovery, experimentation and learning. A learning bridge over the park linked the university and college to the city centre. The concept of the park has been evolved as part of the NDF to exploit the growing strength of the Bradford property market today.

The masterplan proposed a new park along the valley through the centre in order to change perceptions of the city





INTRODUCTION:

The City Centre Design Guide

The City Centre Masterplan has been translated into planning policy through the City Centre Design Guide produced by URBED and Landscape Projects in 2005. This was adopted as a Supplementary Planning Document in April 2006. There are three main sections to the design guide:

The Urban Design Framework: This includes a series of frameworks; splitting the city centre into *zones of repair* where conservation policies will hold sway and *zones of reinvention* where a more radical approach is justified. It established policies for *star* and *supporting cast* buildings as well as setting a *building line* for the city centre, a *hierarchy of streets* and a *tall buildings policy*.

The Urban Design Code: A set of rules to guide development in the city centre. This

The City Centre Design Guide creates a strong framework for the Valley neighbourhood.

includes the creation of a permeable street network, a mix of active uses and rules for the scale of buildings and the way that they enclose public space. The guide also covers the design of new buildings, the character of streets and public spaces and the density of new development.

Public realm guidance: The final part of the guide sets out a revised framework for public spaces in the city centre. This framework has been developed into a Streetscape Design Manual by Landscape Projects. This will be used to ensure a consistency and quality of approach for public realm works throughout the city centre.

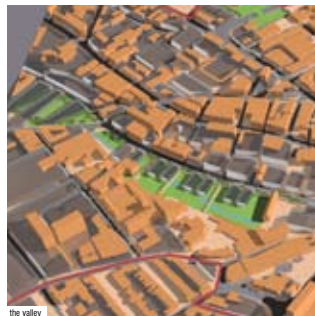
The City Centre Design Guide creates a strong framework for the Valley neighbourhood. The valley bottom is identified as an area of reinvention and the guide introduces the idea of buildings in a landscape setting along the valley framed by the Star buildings of the Odeon and potentially a second star on the former gas works site. The western part of the area is also identified as a tall building zone. To the north of this the Goitside area is within a *Zone of Repair* where the emphasis is on filling the gaps in the urban fabric. The street hierarchy in the guide also includes the possibility of a new section of the inner ring road being built between Drewton Road and Thornton Road.



the bowl



the channel



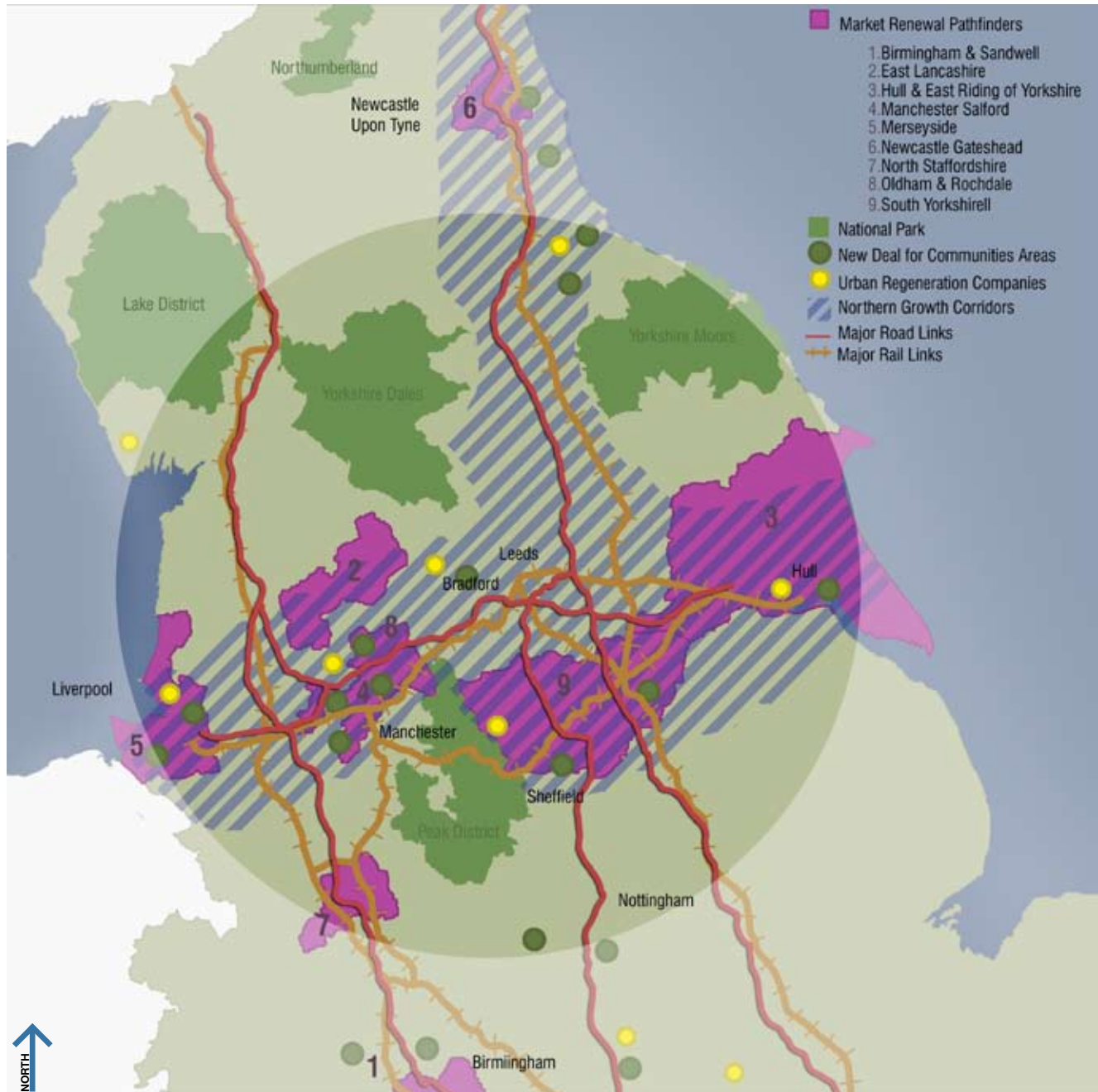
the valley



the market



The Northern Way



INTRODUCTION:

The National Policy Context

Proposals for the Valley NDF need to be in line with the national policy context. This is set by government through Planning Policy Statements, Ministerial Guidance, White Papers and other government initiatives. The main drive of current government policy as it relates to Bradford is the Urban Renaissance agenda. Broadly this seeks to improve the quality of life in Britain's towns and cities so that they can accommodate household growth (thereby taking pressure off the countryside) and drive economic development.

This was explored by the Urban Task Force that published its report in 1999. The recommendations were subsequently

The Communities Plan has two strands, the accommodation of growth in the south and the economic revival of the north through the growth of its cities.

incorporated into the 2000 Urban White Paper and in the revision of Planning Policy Guidance Notes and Statements, particularly PPS1 on Delivering Sustainable Development, PPG3 on housing, PPS6 on Planning for Town Centres and PPG13 on Transport.

The strategy for realising the objectives of the Urban White Paper were set out in the Communities Plan published in 2003. This had two strands, the accommodation of growth in the south and the economic revival of the north through the growth of its cities. This was tied together by the overarching theme of the renaissance of towns and cities. The strategy for economic growth in the north was set out in the Northern Way published in September 2004 as described on the following page. This package of policy measures is based on a series of fundamental policy aims:

Sustainable development: Promoting patterns of development that are sustainable socially, economically and environmentally. This relates to need to travel, CO₂ emissions, as well as the promotion of balanced and mixed communities.

Urban housing: The government is committed to achieving 60% of new housing on previously-used land and is seeking to concentrate housing in and around town and city centres where residents have access to good transport and facilities.

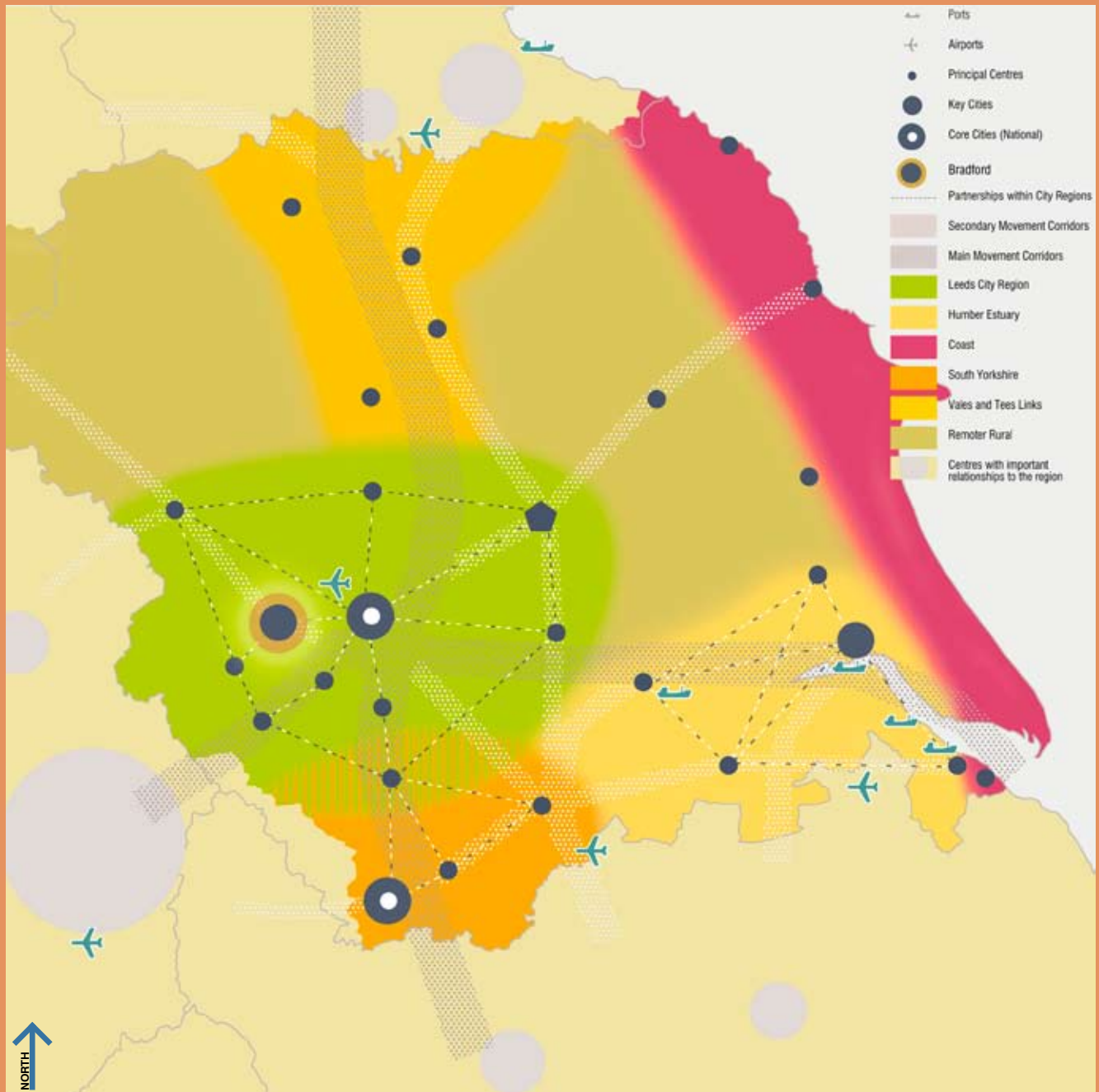
Economic Development: Policy is aimed at encouraging economic growth by identifying and promoting business clusters as well as knowledge industries. The larger cities and their universities are seen as major engines for this economic growth.

Quality Design: Throughout this policy agenda runs a belief that high quality design (urban design, architecture and public realm) is essential to the renaissance of the urban areas. CABE (The Commission for Architecture and the Built Environment) is charged with promoting design quality.

Town Centre Revitalisation: Policy is to promote the vitality and viability of town centres by supporting town centre retailing alongside a range of commercial, leisure and residential uses.



The Regional Spatial Strategy



INTRODUCTION:

The Regional Policy Context

National Policy is translated into regional policies through the Northern Way published in September 2004. This covers the three regions of the north and aims to raise the output of the region to the national average – which involves growing the economy by around £30 Billion. The Northern Way includes two growth corridors, one running from Liverpool to Hull and the other from Sheffield to Leeds. The cities within these corridors are seen as engines for economic growth. The strategy then includes 10 investment priorities:

- Encouraging more people into work
- Strengthening the regions knowledge base to support innovation
- Building a more entrepreneurial North
- Supporting the expansion of key clusters of companies

Regional strategy
recognises the
important role that
Bradford must play in
helping deliver growth
in the region

- Investing in meeting the skills needs of employers
- Improving access to airports
- Investing in access to sea ports
- Investing in better integrated public transport services within and between city regions
- Taking a bolder approach to creating truly sustainable communities
- Market the North to the World

The objectives of the Northern Way are reflected in the regional strategies that have been developed for the Yorkshire Region. The most important of these are:

The Regional Economic Strategy: This is a ten-year strategy for intervention in the region's economy the second revision of which has recently been launched. This sees stronger towns and cities such as Bradford as central to economic growth and as seedbeds for new business.

The Regional Housing Strategy: This is based on renewing the region's housing markets, creating better places and improving choice and access to homes. This is supportive of the development of city centre housing in Bradford.

Draft Regional Spatial Strategy: The planning framework for the region that seeks to spread the benefits of the Leeds economy to the industrial towns of the region while concentrating housing growth into the larger settlements to support their economies, boost their housing markets and protect the more rural parts of the region.

Much of this is brought together in the *Leeds City Region Development Programme*. This was drawn up as one of the recommendations of the Northern Way by nine local authorities stretching from Calderdale in the west to Selby and York in the east. The programme sees the high value financial and professional services in Leeds driving the growth of the economy of the area. It also recognises the strong commercial relationships between Leeds and Bradford and the important role that Bradford must play in helping deliver growth in the region. An important part of this is the accommodation of housing growth in Bradford and improved transport links between Bradford and Leeds.



INTRODUCTION: The Local Policy Context

The local policy context for Bradford is set by the 2020 Vision that was drawn up for the district in 1999 and has recently been updated. This was based on the largest consultation exercise ever undertaken in Bradford and fed into Community Strategy 2006-2009 - *One Landscape Many Views*. This is based around seven key priorities:

- An economically prosperous district
- A district of excellence in learning
- Safer communities
- Health is everyone's business
- A good district to live in
- A capital of culture
- Strong communities and a better district for all

Of particular relevance to the Valley NDF the 2020 vision includes the aim of diversifying

The LDF will include an Area Action Plan for the City Centre to provide planning policy backing to the City Centre Masterplan and the NDFs.

the economy to exploit strengths in e-commerce and communications as well as cultural industries.

The planning implications of this strategy are set out in the Bradford Unitary Development Plan (UDP) adopted in October 2005. This promotes sustainable patterns of development as well as high standards of design and sympathy to local context. The UDP is supportive of high-density residential development in Bradford City Centre in order to maintain the vitality of the centre outside working hours. This however should not undermine the vitality of retail and leisure uses in the centre.

The 2004 Planning Act requires all local authorities to replace their UDP with a Local Development Framework. This will create a more flexible framework for the district as a whole with detailed policies included in Area Action Plans and Supplementary Planning Documents. The emerging LDF in Bradford will include an Area Action Plan for the City Centre to provide planning policy backing to the City Centre Masterplan and the Neighbourhood Development Frameworks. The City Centre Design Guide described on page 7 has been adopted as a Supplementary

Planning Document that will be appended to the LDF.

In addition to the City Centre strategy documents, a number of further studies and initiatives have been undertaken as part of the 2020 Vision. These include:

- **The Manningham Masterplan:** This covers the residential area to the north of the city centre. It aims to build on Manningham's assets, including Lister Mills and Lister Park, to encourage investment in the housing stock and to attract higher earners to live in the area.
- **The Bradford Canal Corridor:** This study has explored the reopening of the Bradford Canal between Shipley and the city centre. This would catalyse the regeneration of the route of the canal.
- **The Airedale Masterplan:** A strategy for the valley connecting Keighley Bingley and Shipley based on the promotion of research and advanced manufacturing as well as the vitality of the town centres.





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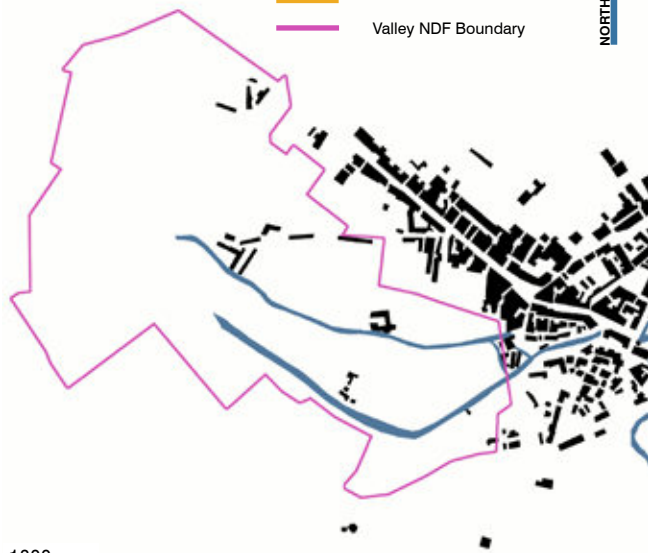


Historic development of Bradford



KEY

-  Buildings that survive today
-  Valley NDF Boundary



1800



1852



1900



1950

BASELINE - URBAN FORM:

Historic development

Goitside was once the industrial engine of the city when Bradford was the capital of the wool trade. It was in Goitside that Bradford's first factory was built (Holme Mill) and where Titus Salt started his empire.

The Goit, that gives the area its name, is a mill race that took water from the Bradford Beck to drive the Manorial Mill which stood near Godwin Street (echoed in the street name Millergate). At the start of the 19th century the Goit passed through the fields on the sloping valley sides below Westgate (which is Roman in origin). At the time Bradford was developing as a textile centre based on the wool farmed in the surrounding area. Most of the early woollen mills were water-driven and located outside the town. The advent of steam power and the opening

of the Bradford Canal in 1770 allowed the mills to move into town. Holme Mill, the first of these was built in a field alongside the Goit. The mill was however quickly joined by many others as the valley along the Goit and the Beck filled with industry and densely packed worker housing.

Thornton Road was constructed following an act of Parliament in the 1830s as a turnpike. However the area between this and Westgate became a warren of tightly packed alleys and courts the character of which can still be seen along the Goit. By the mid 19th century the area had become a notorious slum. With the formation of Bradford Council in 1847 and the Bradford Improvement Act of 1873 conditions began to improve. It was around this time that Sunbridge Road was built by merchants as one way of

improving the area. The new road cut a swathe through the area but unfortunately its completion coincided with a downturn in the market. Much of the land along the road therefore remained vacant until the early 20th century.

The business of Goitside was wool at a time when Bradford was the most important wool town in the world. Goitside's mills were mostly 'Stuff' warehouses where textiles were stored and processed, as opposed to the 'Piece' warehouses of Little Germany which were showrooms and offices. The buildings of Goitside are therefore more utilitarian than the grand buildings of Little Germany and fewer are listed. The townscape of the area is however perhaps more interesting and complete.


Today Goitside retains few reminders of its textile past. Nevertheless it is still an important business centre providing premises for a wide range of activities from workshops to clothes wholesalers and professional firms which continue to locate in Sunbridge Road. In recent years there has been an influx of creative businesses such as graphic artists and web designers as well as a number of residential conversions.

The buildings of Goitside are less grand than Little Germany. However the townscape is perhaps more interesting and complete





KEY

-  Building Footprints
-  Valley NDF Boundary



BASELINE - URBAN FORM:

Urban form of the area

The plan to the left is a 'figure ground' plan of the Valley Neighbourhood. This shows only the buildings of the area and is a good way of revealing its urban form. This includes the density of development, the extent to which public spaces are enclosed by buildings and the grain of development as described below:

Density of development

When this plan is compared to the historic plans on the previous page it is clear that the Valley Neighbourhood has lost many of its buildings. The Market Neighbourhood to the east of the plan shows what a lively healthy urban area should look like. The plan of the Valley Neighbourhood (on the previous page) was once similar to this. However there are now large gaps in the built structure of the area, many of which have been filled by surface parking.

This has urban design consequences as described below. However the density of the area is also an important issue. There is a correlation between the vitality of streets and the density of buildings. This is true of both Sunbridge Road and Thornton Road where the liveliest sections are those with the highest density of

The area has lost a number of buildings and much of the urban form is currently rather shattered.

development. The plan also shows that there is significant scope for development throughout the Valley Neighbourhood to increase the density of development as part of its regeneration.

The Enclosure of Space

All successful urban streets are enclosed by a continuous frontage of buildings. This means that on a 'figure ground' plan, the streets stand out clearly (as they do in the Market Neighbourhood). Within the Valley Neighbourhood it is possible to make out Sunbridge Road and Grattan Road. Thornton Road is less clear and there are virtually no roads visible in the western part of the area. This has a major impact on the character and quality of these streets and whether they feel like good places in which to be. The lack of enclosure is partly due to the loss of buildings that have often been replaced with surface parking. It is however also a result of modern buildings

such as Sunwin Motors and the offices of Provident Financial Group that relate poorly to the surrounding streets.

Grain and diversity

The plan also shows the urban grain of the Valley Neighbourhood. Fine-grained areas have lots of small buildings while course-grained areas are made up of larger repetitive structures (compare for example the Kirkgate Centre with the block immediately to its south). The Valley Neighbourhood has a courser grain of development along Sunbridge Road, reflecting its development at the end of the 19th century. The earlier development along the Goit and in the west of the area is potentially much more fine grained with smaller buildings of different heights that have the potential to create a rich and interesting townscape.



Listed buildings and Conservation areas



KEY

Listed Buildings (all Grade II)

1. **Quebec Street Nos. 8 to 24 (46/982)** Row of early C19 wool warehouses, a type virtually entirely rebuilt in the mid to later C19.
2. **Sunbridge Road No. 65 (Sunwin House)** 1935 former co-operative department store designed by W A Johnson
3. **Thornton Road Nos. 102, 104 and 106 (Soho Mills)** (8.1.82 34/1080) Circa 1850 built as the Soho Mills.
4. **Sunbridge Road No. 126 (34/1252)** A small warehouse and office premises dated 1892.
5. **Sunbridge Road Nos. 135, 137 and 139 (Colonial Buildings)** (34/1253) Long warehouse/office range circa 1880.
6. **Sunbridge Road Nos. 147, 149 and 151 (34/1254)** Circa 1905-10, large block of 2 showroom/warehouses with offices.
7. **Grattan Road Nos. 51 and 53 (34/1247)** Warehouse and offices dated 1893.
8. **Sedgfield Terrace Church of St Patrick, Presbytery and adjoining Boys' School (34/1031)** The second Catholic Church in Bradford built 1852-53 with the priest's house added in 1866.



GOITSIDE
CONSERVATION AREA

CITY CENTRE
CONSERVATION AREA

WEST GATE

THORNTON ROAD

City Hall

Alhambra

Built heritage

While Goitside played an important role in Bradford's history, its buildings were built for work rather than for show. This means that here is little of the ornate grandeur of Little Germany or The Wool Exchange. Goitside is no less important for this – it was after all where the money was made.

Listed buildings

There are only 7 groups of listed buildings in the Valley Neighbourhood. These include the last remaining set of early 19th century wool warehouses on Quebec Street (1 on plan) behind the former Odeon Cinema. Soho Mills (3 on the plan) on Thornton Road is also listed. This site was rebuilt a number of times and the present building dates from the 1850s.

North of this is a group of four listed buildings on Sunbridge Road and Grattan Road (4,5,6&7 on plan). These all date from the late 1800s and in the case of 147 Sunbridge Road the early 20th century. They date from the period of redevelopment following the opening of Sunbridge Road and are in a grander Italianate architectural style representing the merchants' hopes for the street. Sunwin House (2 on plan) on Sunbridge Road, alternatively known

as The Co-operative Emporium built in 1935 as a steel frame construction, was an early and influential example of the open-store principle and also had the first escalators installed anywhere in a Co-op store. The only other listed building is the St. Patrick's Church complex on Westgate (8 on the plan) that dates from the 1850s and was the second Catholic Church built in Bradford.

It is the townscape of the area that makes it unique rather than the exceptional quality of its individual buildings.

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Conservation areas

Most of the neighbourhood falls within the Goitside Conservation Area. It incorporates most of the land between Westgate and the University with the exception of the Sunwin Motors site. The eastern part of the area including Sunwin House and the Odeon is in the City Centre Conservation area. There are two reasons for the lack of listed buildings and the extent of conservation area coverage. The first is that the real uniqueness of the area lies not in its buildings but its townscape.

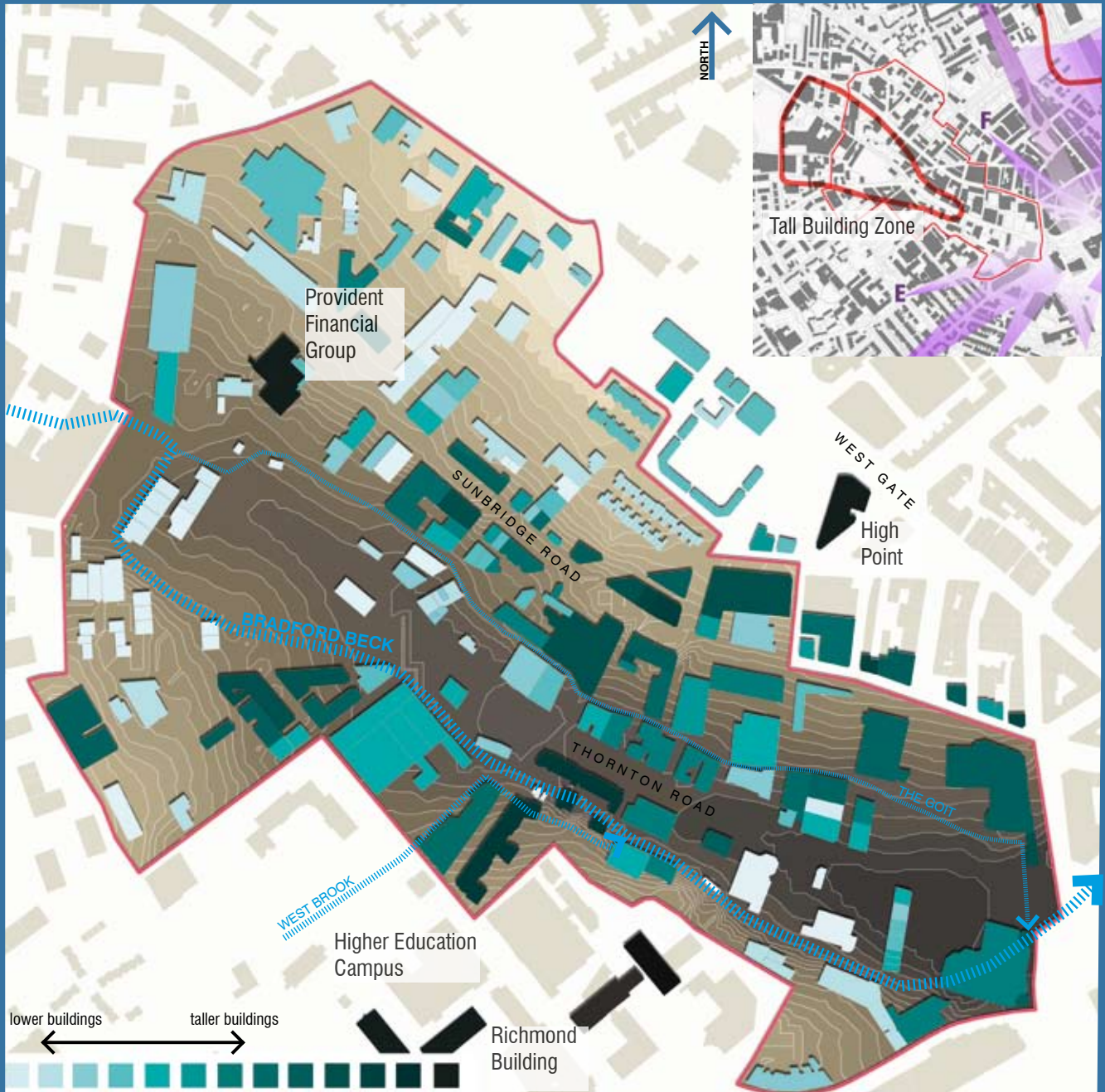
It is also probably true that many

buildings fell just below the bar for listing. The Conservation Area Assessment describes the character of these buildings, the sandstone walls, the shallow pitch slate roofs, the rows of vertical windows, the ornate front doors and the arched loading bays. However the unity of the area's architecture is not matched by consistent building heights or plot sizes which vary hugely.

The unique drama of the area's townscape comes from its development on the steep valley sides. It is characterised by wide east-west roads along the valley; Westgate on the ridge, Thornton Road in the valley and Grattan Road and Sunbridge Road slanting across the valley sides. The north-south streets are steeply sloping, often cobbled, with dramatic views over the valley. The buildings tend to be taller at the top of the slope and lower towards the bottom accentuating the topography and creating views of tiers of stone warehousing.



Topography and building heights



Topography and scale

The most distinctive aspect of the Valley Neighbourhood's character is its topography. As its name suggests, Bradford is built on a ford in the valley. City Hall is located on a tight bend in the valley where it is joined by a number of other valleys – creating a bowl. From this point the city centre developed up the spur within the curve of the valley with Westgate, one of the original roads into the city running along the top of this spur.

The Valley neighbourhood occupies the valley of the Beck as it flows into Bradford. The valley has a broad floor and steep sides. In the past, large industrial users occupied the valley floor digging out sites and constructing retaining walls (such as at Sunwin Motors). The southern sides of the valley are very steep, illustrated by the 'hair-pin' course of Westholme Street. Tumbling Hill Street avoids the need to do this by following the tributary valley of West Brook. The northern sides of the valley are slightly less steep allowing roads like Tetley Street and Vincent Street to run straight down the hill. The Goit runs along a contour on the northern side of the valley while Sunbridge Road and Grattan Road run across the valley at angles creating a series of triangular plots.

Building heights

The main diagram shows the relative building heights in the area. Many of the views in the area are dominated by three large buildings, The Provident Financial Group building to the west, High Point to the north and the Richmond Building in the University to the south. Of the older buildings the largest tend to be along Sunbridge Road although there are also tall warehouses

The effect is layers of warehouses on top of each other climbing the hill, emphasising the slope

on Listerhills Road. The effect is layers of warehouses on top of each other climbing the hill emphasising the slope, unlike other parts of Bradford where the buildings in the base of the valley tend to be taller, evening out the topography.

The exception to this principle are the student blocks on Tumbling Hill Street which are 8 storeys high and have become a dominant presence on Thornton Road. The planned development of Beehive Mills is also to be predominantly 17 storeys

so that the character of the valley will change.

Tall buildings

The Bradford City Centre Design Guide includes a strategy for tall buildings in the city centre. Based on an assessment of the key views into the city centre, three tall building zones have been designated at the 'top' of each of the

valleys in the city centre. This includes a zone at the western end of Thornton Road as shown in the inset plan. The design guide includes a series of guidelines for tall buildings and the first in this area is likely to be constructed as part of the Beehive Mills development with another as part of the Listerhills Urban Village. There is also the scope for a number of towers as part of the development of the former Gasworks site.



Land-use plan



KEY

- | | | | |
|--|----------------------|--|--------------------|
| | Buildings not in use | | Offices/Commercial |
| | Transport | | Retail |
| | Industry/warehousing | | Civic Community |
| | Residential | | Leisure |
| | Car Parking | | Institutional |
| | Valley NDF Boundary | | |



Activity

The land use plan of the area shows that the Valley Neighbourhood remains predominantly a warehouse district. The function of these warehouses has changed over the years. They would originally have been primarily for the storage of wool (unlike the mills of Lancashire which were spinning mills). These warehouses are robust, flexible structures and have, over the years, been used for a variety of uses including storage of other goods manufacturing, as well as studios and workspaces. Today many of them are under-occupied.

Many of the warehouses of the area remain in industrial or warehouse use. In recent years they have been used for clothes manufacturing and wholesaling.

Retaining the rich mix of uses, with housing alongside traditional uses and more modern studios is one of the biggest challenges in the area

In the western part of the area some of the original buildings have been replaced by modern industrial sheds. The Provident Financial Group offices, housed in two large buildings dating from the 1960s are a major use in this area. The remainder of the western part of the area is occupied by small-scale, functional buildings with a range of industrial and workshop uses.

To the east the warehouses are more likely to be in use for wholesaling/retailing and storage with some conversions to modern offices and studios. On the western part of Sunbridge Road many of the warehouses appear to be under-used and a number are empty.

Some of the warehouses in the area have been converted to other uses such as the three mills on Westholme Street that are used by Bradford College. Others in the eastern part of Sunbridge Road are in use as professional offices. Colonial Buildings and Soho Mills have been converted to apartments and there are also plans for a residential conversion of Woolston House which was, until recently, occupied by a range of small creative businesses. The pressure for residential development means that this could easily

happen elsewhere.

At present, the main residential areas are the former council housing on Chain Street now managed by Bradford Community Housing Trust and the student housing on Tumbling Hill Street. There are however a number of planned new-build residential schemes as described in the development pipeline section to follow.

Sunbridge Road and the area stretching up to Westgate retain some shops. With the exception of Sunwin House, this is mostly secondary retailing. There are a limited number of leisure uses in the area. These are confined to a scattering of traditional pubs most of which are still trading. The main concentration of leisure uses is on the southern edge of the neighbourhood on Great Horton Road which is part of the student leisure area.

The Valley area retains a rich mix of uses with housing alongside a range of traditional uses and more modern studios. Retaining this balance of uses is one of the biggest challenges in the area.



Quality of frontage



KEY

- Occupied sites
- Under occupied sites
- Vacant sites
- Valley NDF Boundary
- Coherent/good quality frontage
- Partially consistent frontage
- Poor/inconsistent frontage



Higher Education Campus

Kirkgate Centre

Sunwin House

City Hall

Alhambra

SUNBRIDGE ROAD

GRATTAN ROAD

THORNTON ROAD

WEST GATE

Enclosure of space

The plans in the previous sections clearly show the decline that has taken place in the urban form of the area. The historic plans of the area show a densely-built warehouse neighbourhood with tightly enclosed urban spaces. When Thornton Road was completed in the 1820s it was very quickly built-up with imposing warehouses creating an impressive street. Grattan Road likewise was transformed in the early 19th century from a country lane into a fine commercial street. Sunbridge Road was the last of the major streets and it took a long time for the sites along the street to be developed. By the 1920s, the Valley Neighbourhood was at the height of its prosperity with imposing warehouses (if not quite as grand as Little Germany). The character is typified by grand east/west streets along the valley and narrow, steeply sloping north/south streets up the valley sides.

As illustrated in the plan to the left, the most intact urban form and public space remains in the eastern part of the area. The building line frontages on Sunbridge Road and Grattan Road are largely complete creating continuous well enclosed urban streets. The majority of the Victorian buildings survive and modern buildings

Enough urban form survives to get a real feeling for the historic character of the area. However the damage done in the last 50 years has been substantial

have filled gaps and generally followed the building line and heights of their historic neighbours.

The situation is very different on Thornton Road. Much of the southern side of the road has been demolished with the exception of the two college buildings. Some repair has taken place with the completion of the student housing blocks Arkwright Hall although these are substantially taller than the historic structure of this area. The northern side of the street is more intact. There is a substantial gap to the rear of Sunwin House and some of the recent buildings are of poorer quality. The heights of the buildings on this frontage also vary greatly from two-storey largely residential-scale buildings to substantial five and six storey warehouses.

In the western part of the area, the urban form and frontage have broken

down almost completely. Here remnants of quality frontage such as the block on Akam Road and Sedgefield Terrace are very much the exceptions.

The plan also shows the occupancy of buildings in the area. This shows that the westerly part of the area, while having the most damaged urban form, is also fully occupied. The loss of urban form is not therefore the result of economic decline. It is the result of the area evolving to meet the needs of modern occupiers and workshops. The easterly end of Sunbridge Road is also well occupied. There are however significant amounts of vacancy and under-occupation in the central part of the neighbourhood. This is contributing to the breakdown in urban form as well as risking further damage in the future.





BASELINE - PUBLIC REALM: Quality of space

Having looked at the built form of the area and the quality and use of the buildings, the analysis turns to the quality of the public realm – the space between the buildings. This is the most important aspect of the area in terms of the way it is experienced by most people, and the impression it gives to the outside world.

The inset plan to the left from the City Centre Design Guide is a Public Realm Plan. This shows just the public spaces of the area – the places where the public is allowed to walk without trespassing. In traditional, successful urban areas this public realm plan has a number of characteristics. Firstly, it covers a relatively small part of the area where streets are well-enclosed and public spaces are clearly defined. Secondly, the public realm creates a large number of routes allowing passage through an area; a concept known as permeability. Finally, the public realm is clearly separated from the private realm of gardens and courtyards, typically by buildings.

Many modern developments exhibit the opposite of these three characteristics as can be seen from the

University and the Provident Financial Group buildings on the plan. In these areas the buildings become objects in this space. Ironically despite the amount of public realm, permeability is limited by the scale of the buildings and the intrusive nature of the road infrastructure.

The Valley neighbourhood retains a traditional urban structure and its public realm is in reasonably good shape. As can be seen from the plan, the public realm of the valley covers less than half of the land area and the small block size means that the level of permeability is very high.

The quality of much of this public realm is affected by noise and traffic as shown by the main plan on the page opposite. This shows the impact of the traffic that passes through the area on Prince's Way, Godwin Street, Barry Street, Westgate and Thornton Road. In contrast much of the central part of the area is unaffected by traffic and noise and is potentially a very pleasant environment. The current problem is that the traffic dominated roads cut the Valley Neighbourhood off from both the city centre and the Higher Education Precinct.

The Valley neighbourhood retains a traditional urban structure and its public realm is in reasonably good shape





Types of space

The public realm of the area includes very little public open space or recreational opportunities. It was developed as a working neighbourhood with little need for such things. The public spaces of the area can be characterised in the following ways:

Public open space: The only area of landscaping within the Valley Neighbourhood is the grassed section of Chain Street. There are however a number of spaces on the periphery of the area including the recreation ground on Lumb Lane. There is also a small landscaped area on St. Thomas's Road as well as landscaping associated with the surface car parking in this area. There are quite extensive areas of green open space associated with the University. These are not well-used by the people outside the Higher Education Campus. The Valley Neighbourhood also has very limited tree cover. The plan to the left shows the current vegetation much of which is limited to the slopes leading up to the University. While this is not public open space at present it has the potential to be developed as such.

The City Centre Masterplan sought to transform this situation by creating a park in the valley bottom running through the area. While this may not be possible, there is a need to create significant new open space areas as part of the regeneration of the area.

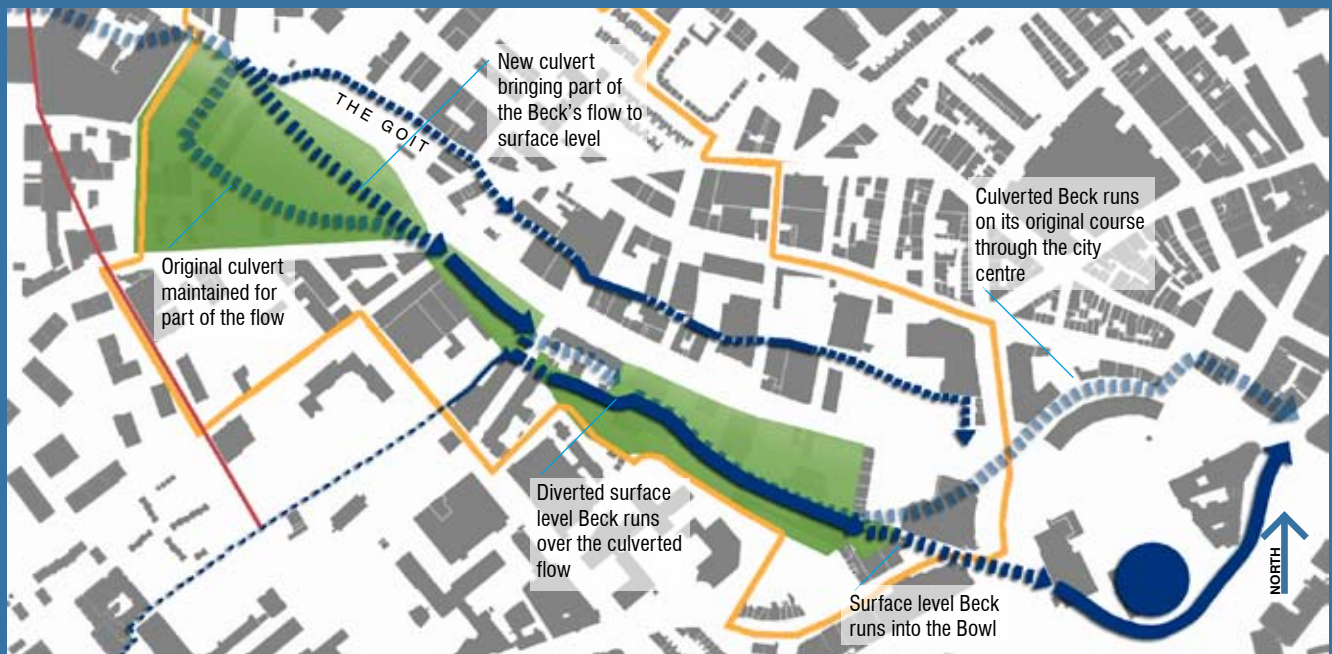
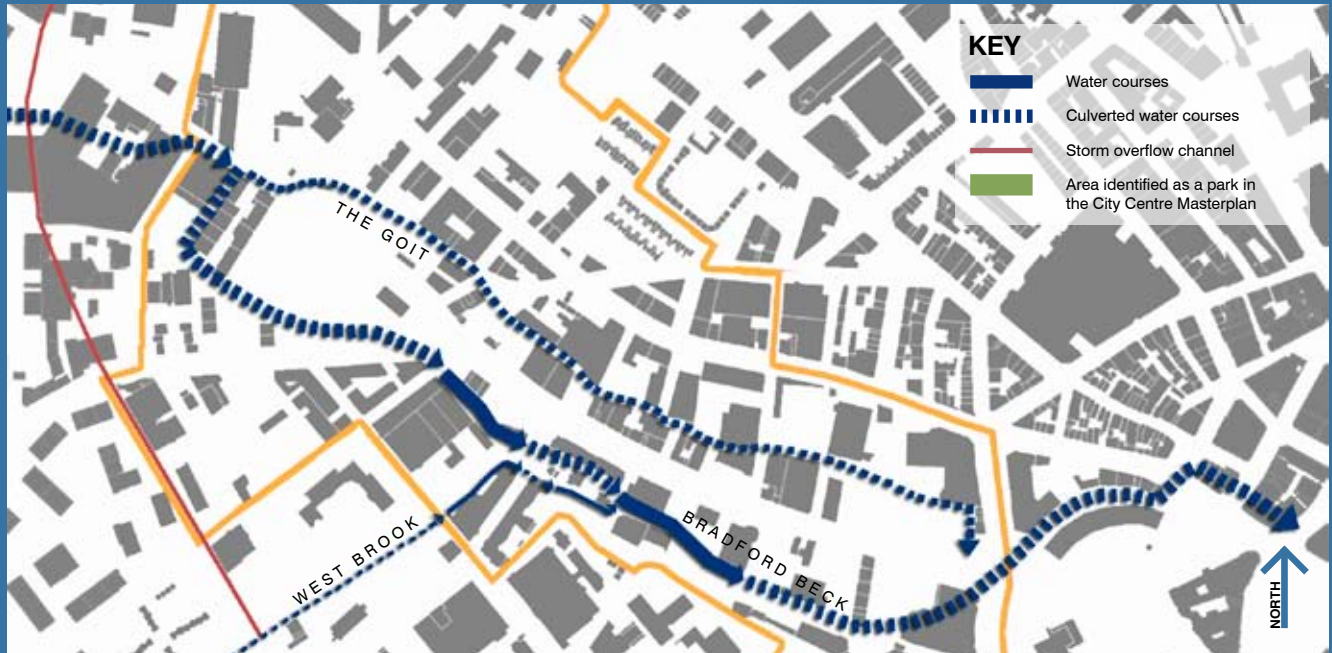
Formal public space: There is similarly little formal public space in the Valley Neighbourhood – such as a public square. The nearest formal public space is Centenary Square in front of City Hall. This is to be extended as part of the Bowl NDF to create a major civic space and a water feature for the city. There is a need for a range of smaller spaces within the Valley Neighbourhood that can provide opportunities for active uses and create a sense of identity.

Courtyards: The main type of public space that the Valley Neighbourhood has in abundance is courtyards. Some of these are original warehouse courtyards, often cobbled such as Holdsworth Yard. Others have been created by the demolition of buildings and are now often used informally for parking. Some of the original courtyards are private and gated. Most appear to have always been public, linked by a network of routes and alleys, particularly along the Goit. These tightly-enclosed courtyards are part of the area's distinctive character and are unique to Goitside.

Streets: Most of the public spaces in the Valley Neighbourhood are streets. These are described in the Access and Movement section.

The public realm of the Valley includes very little public open space. It was developed as a working neighbourhood with little need for such things





Water

The use of water as a regenerating element is an important concept underpinning the Valley, and the broader City Centre Masterplan. Water has shaped the valley, both in its topography and its early industrial development. However over time the city's water courses have been culverted and are now largely hidden. The City Centre Masterplan proposed opening up these water courses as a uniting thread through the city centre.

Following the completion of the City Centre Masterplan, Ove Arup and Partners have worked on the hydrology of the city centre as illustrated on the plans opposite. The upper plan shows the existing situation in the Valley Neighbourhood which has three water courses: the Bradford Beck, the Goit, and West Brook.

The Beck is the largest of these and runs parallel to Thornton Road in a 3-4m wide channel which is 2-3m lower than the surrounding sites. West Brook runs behind the college building on Tumbling Hill Street and drains into the Beck in an open watercourse. The Goit, which was cut as a mill race, is drawn from the Beck west of the Former Gasworks site. It runs through Goitside in a 2m-wide

channel that is mostly covered either by large flagstones or steel panels. The age of these coverings suggests that the Goit (which originally ran through fields) has been covered since Victorian times.

For most of its length the Beck runs in a large Victorian culvert. The plan shows the two short sections of the Beck that are not culverted. Up until the 1950s the Beck was prone to severe flooding. This problem has been overcome through the construction of a flood overflow channel to redirect stormflows from the Beck and West Brook

The water flowing into the Valley Neighbourhood under normal conditions is reasonably clean, however there is continuing discharge into the Beck from adjacent properties. Under stormflow conditions it is also possible for contaminated water to flow into the Beck. For these reasons water quality cannot be guaranteed.

The Valley has accommodated the City Centre Masterplan's aspiration of running the Beck at surface level through the city centre. Arups have explored the feasibility of achieving this. The solution, indicated on the lower plan, is to redirect a third of the Beck's flow from a point on the former Gasworks site into a surface channel that would run through the Valley. The remainder of the Beck would run within the culvert. The city centre Masterplan also suggested the establishment of a reed-bed wetland on part of the former Gasworks site. This is not feasible because of levels of contamination.

Further work is required on these proposals, including discussion with the Environment Agency. However for the purposes of this NDF we have assumed that there will be a controlled, attractive watercourse running through the Valley Neighbourhood.

There are three water courses in the Valley: the Bradford Beck, the Goit, and the West Brook however most of this water is currently culverted.



Street Hierarchy from the City Centre Design Guide



KEY

-  High Streets
-  Secondary Streets
-  Ring Road
-  Local Streets
-  Valley NDF Boundary

Hatched areas indicate pedestrian priority zones



City Road

Drewton Road

Westgate 35,000 Vehicles a day

Sunbridge Road 18,000 Vehicles a day

Thornton Road 24,000 Vehicles a day

Prince's Way

Croft Street

Street network

The plan to the left is taken from the City Centre Design Guide and shows the proposed street hierarchy for the Valley Neighbourhood. This has four types of street;

- **Ring Roads:** That take large amounts of traffic and limited active uses.
- **High Streets:** That carry significant levels of through traffic but also support shops and public facilities and are the most important streets in the city.
- **Secondary Streets:** That provide access into neighbourhoods and...
- **Local streets:** That give access to individual frontages.

The guide distinguishes between streets in the heart of the city centre that are to be pedestrianised or pedestrian priority (the hatched area on the plan) and those outside the centre (such as those in the Valley) where the assumption is that they should be open to traffic.

One of the most important issues that needs to be addressed in the area is the completion of the City Centre Ring Road

The hierarchy shows the traditional highway structure with Thornton Road and Westgate as the two high streets and Sunbridge Road and Grattan Road as the two secondaries (It is arguable that Sunbridge Road is also a high street). These streets retain much of their character and vitality, with the exception of parts of Thornton Road. They have traditionally been the main public spaces of the area something that the strategy should enhance.

The Ring Road

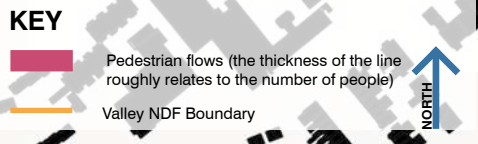
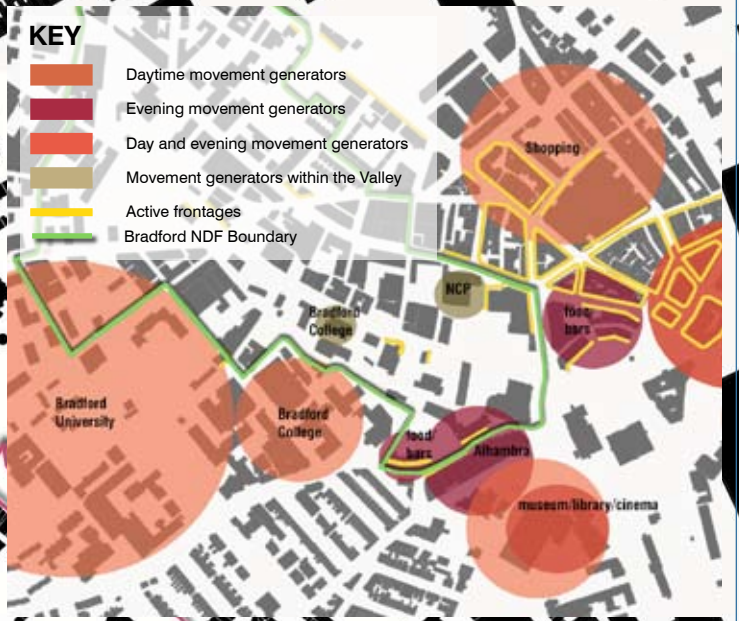
One of the most important issues that needs to be addressed in the area is the completion of the section of the City Centre Ring Road that runs through the Valley. The existing sections of the Ring Road can be seen in blue at the top and bottom of the plan. Traffic currently

uses Westgate and Godwin Street to get through the area with a gyratory on Barry Street. This is not an ideal solution and the Council has a long-standing aspiration to complete this section of the ring road. The topography of the area makes it prohibitively expensive to take this behind the Alhambra Theatre.

A number of road schemes have been developed in the past to create a new link road from Drewton Road to Thornton Road and to upgrade Thornton Road into a dual carriageway. These schemes divert most of the traffic off the Godwin Street/Westgate route which would greatly improve the quality of these routes. There has however been concern (expressed as part of the consultations on this NDF) at the effect that this would have on Thornton Road and the potential severance of the Higher Education Campus from the city centre.



Pedestrian movement flows



Pedestrian movement

If the Valley Neighbourhood is to become a lively urban area, it is important that the streets are busy with pedestrians moving around and through the area. The baseline has therefore looked at pedestrian flows and generators of pedestrian movement.

At present the area is very quiet. The most lively area is Great Horton Road on the southern edge of the neighbourhood which supports a range of shops and bars. There are also significant pedestrian flows on the lower parts of Westgate from the car parks and bus stops.

Within the NDF area the levels of pedestrian activity are lower. The greatest pedestrian flows are on the eastern parts of Sunbridge Road and Thornton Road which picks up some movement from the University via Tumbling Hill Street and Westholme Street. Sunbridge Road gets steadily busier towards the city centre where it supports a range of shops. The smaller north/south routes and the courtyards are largely deserted and can feel dangerous. There is little activity in the western part of the area except for Rebecca Street which appears to be used as a route into town.

Pedestrian generators

Levels of pedestrian activity will increase as a result of new business and residential development in the city centre. There is also scope to draw existing pedestrian flows into the Valley Neighbourhood. The inset plan opposite shows the main generators of pedestrian movement. The largest of these is the Higher Education Precinct with over 16,000 full time students.

The retail core and the entertainment and cultural uses in the centre also generate pedestrian activity. At present this activity is drawn into the Valley neighbourhood only to access car parks and bus stops. There is scope to increase this pedestrian activity along Sunbridge Road and Thornton Road.

The analysis has looked at pedestrian flows and generators of pedestrian movement - At present the area is very quiet.

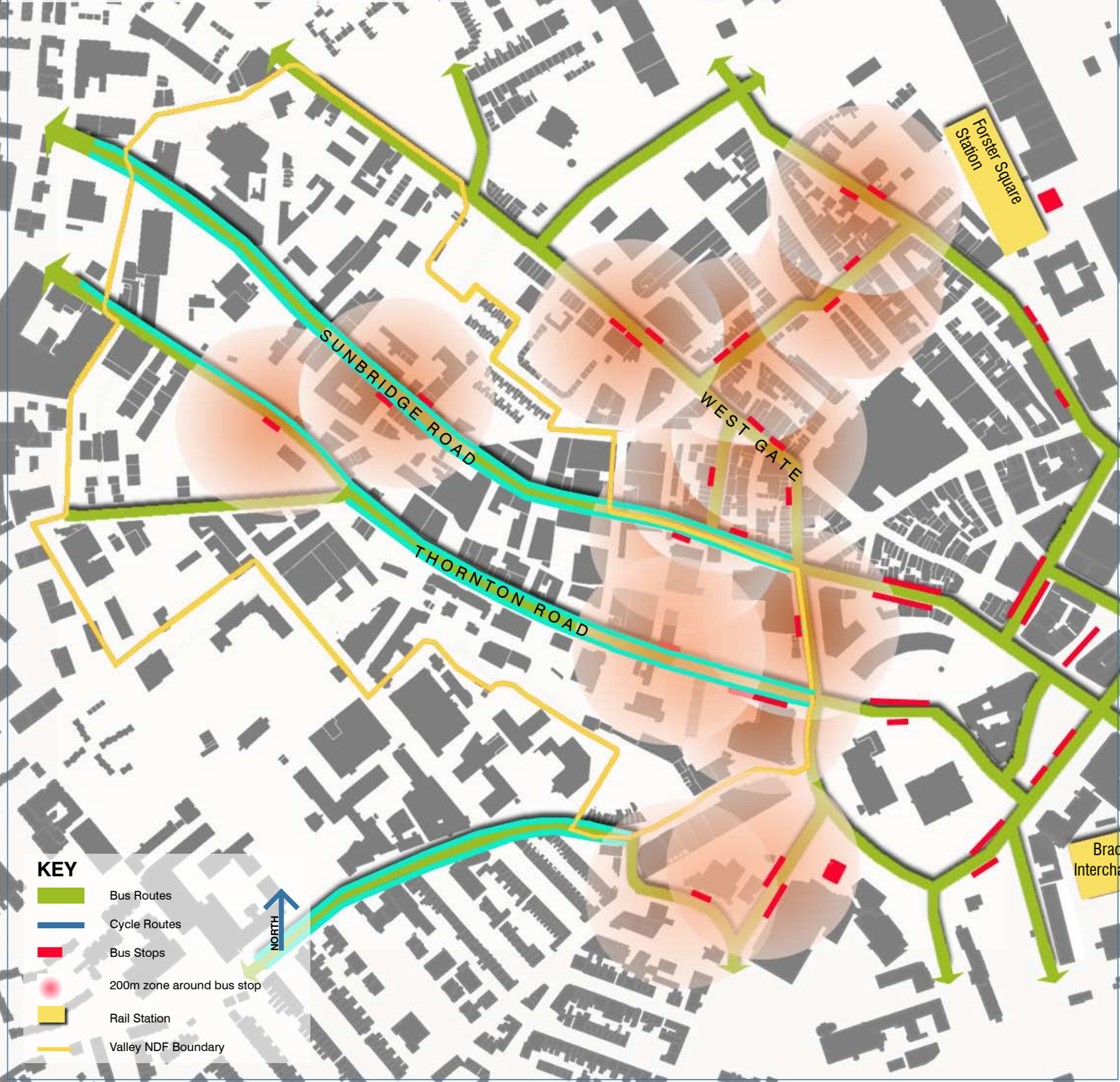
Barriers

These activity generators currently fail to animate the Valley Neighbourhood because of a series of barriers. These include the slope to the Higher Education Precinct that the City Centre Masterplan proposed to overcome with a bridge into the heart of the city centre. As well as being prohibitively expensive, the bridge would have the disadvantage that it would allow students to bypass the Valley Neighbourhood. The alternative would be to create a series of attractive, safe ground level routes to draw students through the area. The other main barriers to pedestrian movement are the roads, particularly Prince's Way. The development of the former Odeon site will play an important role in overcoming this barrier.







The extension of the city centre's vitality into the valley, together with the encouragement of students to use the area and the activity generated by new development should make it possible to create lively streets in the eastern part of the Valley neighbourhood. This will make the area safer, will provide customers for businesses and shops and will make it feel much more a part of the city centre.



Bus routes and cycle lanes



KEY

-  Bus Routes
-  Cycle Routes
-  Bus Stops
-  200m zone around bus stop
-  Rail Station
-  Valley NDF Boundary

Buses and cycling

Access to public transport is essential to the success of the Valley Neighbourhood. Buses are important in order to ensure accessibility for those without access to private transport and, by providing an attractive alternative to the private car, are an important element in any potential transport demand management strategy.

As might be expected for an area so close to the city centre, the Valley area is generally well served by existing buses. The plan opposite shows the extent of bus network coverage through the area and around the periphery. The existing network service includes several roads served by Bradford's 'Overground' high frequency services, which provide a minimum ten minute weekday frequency.

Services through the area are mainly concentrated along Sunbridge Road, which forms the route of the 607 service between Thornton and Holme Wood via the city centre. At its lower end, Sunbridge Road is also served by the 617 and 618 services between Holme Wood and Allerton via the city centre. Services 636 and 637 between Clayton and the city centre travel along Listerhills Road and Thornton Road. The density

The density and frequency of the bus network results in a high proportion of the area having good access to bus services, especially along the radial routes through to the city centre.

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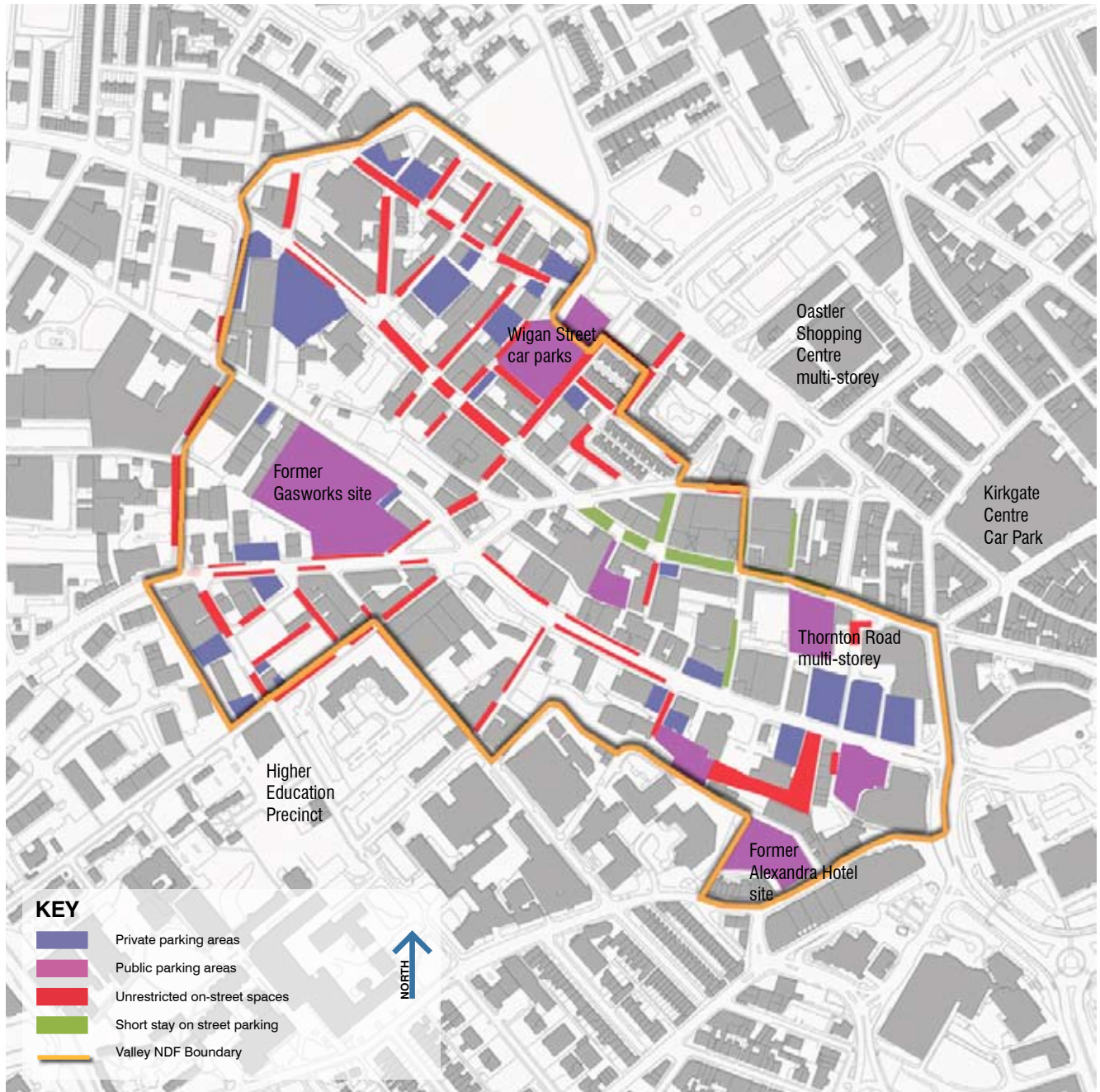
Bradford's two railway stations are both about a kilometre from the edge of the Valley Neighbourhood Area, providing an acceptable level of rail accessibility for residents and businesses in the area.

The topography is generally unhelpful for cyclists, especially for journeys which involve crossing the valley. Whilst overall the existing level of cycle usage is not high, both Thornton Road and Sunbridge Road corridors incorporate cycle lanes and provide suitable routes for commuter cyclists.

Any transport and development strategies for the area must recognise the need to preserve and, where possible, enhance the attractiveness of the bus and cycle networks in the area.



Parking provision



Parking

The volume, location and control of car parking are essential elements of transport and broader development strategies for the Valley Neighbourhood. Visitors to the area currently enjoy a generous level of parking provision, much of it - especially the on street areas further from the city centre - free of charge and unrestricted. This is rightly perceived to be one of the current benefits of the existing area. Many of the existing off-street car parking areas provide opportunities for development and future changes to the nature and level of traffic on existing streets may also result in reductions in parking volumes. It will be important to ensure that provision and control of car parking in the future complement the overall transport strategy and continue to support development activity in the area.

The Valley Neighbourhood currently accommodates over 2200 on-street and off-street car parking spaces, of which approximately 400 are privately controlled. The remaining 1800 spaces are available

Visitors to the area currently enjoy a generous level of car parking provision, much of it free - especially further from the city centre.

to the public, with around 1000 of these being in off-street car parks and the remainder being located on-street.

The eastern part of the area is adjacent to the city centre and provides both short-stay and long-stay parking space for city centre visitors. This is particularly true of the Thornton Road multistorey car park, which is well located to serve car-borne visitors from the west of the city centre. Further from the centre, surface car parks on the former gas works site and along Wigan Street provide commuter car parking spaces for city centre workers, as well as providing public car parking for visitors to the Valley Neighbourhood. The level of usage is

variable. The gas works site, which is owned and run by the Council, is generally well used, but other surface car parks such as Wigan Street are under-used, with typically no more than a quarter of spaces being occupied.

Use of on-street car parking along Sunbridge Road and adjacent streets is currently limited to no more than an hour. Other streets adjacent to the city centre are subject to all day waiting restrictions. However the area north of Grattan Road is currently unrestricted, allowing free all-day parking for workers, residents and visitors alike.





COLONIAL BUILDINGS

Colonial Buildings, Sunbridge Road

FOR SALE
Call [unreadable]
[unreadable]

BASELINE - SOCIAL AND MARKET ANALYSIS:

Socio-economic context

The Valley Neighbourhood lies on the edge of Bradford City Centre and has traditionally been a working district. It has never been a residential area and so lacks a large local population or the facilities that would normally be associated with a residential community.

Until recently the Valley Neighbourhood had a small, impoverished and relatively isolated population. This is changing as new residential development is completed.

Population

The Valley Neighbourhood lies within the University Ward of the city which has a population of just under 23 000. This however includes large residential areas to the south of the Higher Education Campus and is therefore not typical of the area. The 039F Super Output area covers most of the city centre and housing on Lumb Lane as well as most of the Valley Neighbourhood. This area had a population of 1 233 in the 2001 Census living in 541 households. In the Valley this included the residents who have bought flats in Soho Mill – completed prior to 2001 as well as longer-standing residents in the Bradford Community Housing Trust property on Chain Street. 53% of the 2001 population were in social housing and 57% were of Asian origin, compared

to 19% for Bradford as a whole. The age structure of the population was similar to the district but levels of ill-health were twice the district average and over half of the population had no qualifications.

This socio-economic picture has changed to some extent since the census with the completion of the residential conversion of Colonial Buildings and will change further when future residential schemes such as High Point and Woolston House are completed. The figures also exclude Arkwright Hall student residences (that lie in the neighbouring Super Output Area) with 800 student bedspaces split between the College and the University. Until recently the Valley Neighbourhood therefore had a small, impoverished and relatively isolated population. This is changing as new residential development is completed.

Facilities

The Valley lacks many of the local facilities that might be expected in a residential neighbourhood. The nearest primary school is Green Lane north of White Abbey Road. There is a doctors surgery on City Road in the east of the area as well as a range of pubs. There are few convenience stores although the neighbourhood does benefit from proximity to the city centre. There is currently a Morrisons on Westgate although this has recently announced that it is to close. The neighbourhood does however have easy access to a range of city centre shops, markets and facilities.





KEY

Completed

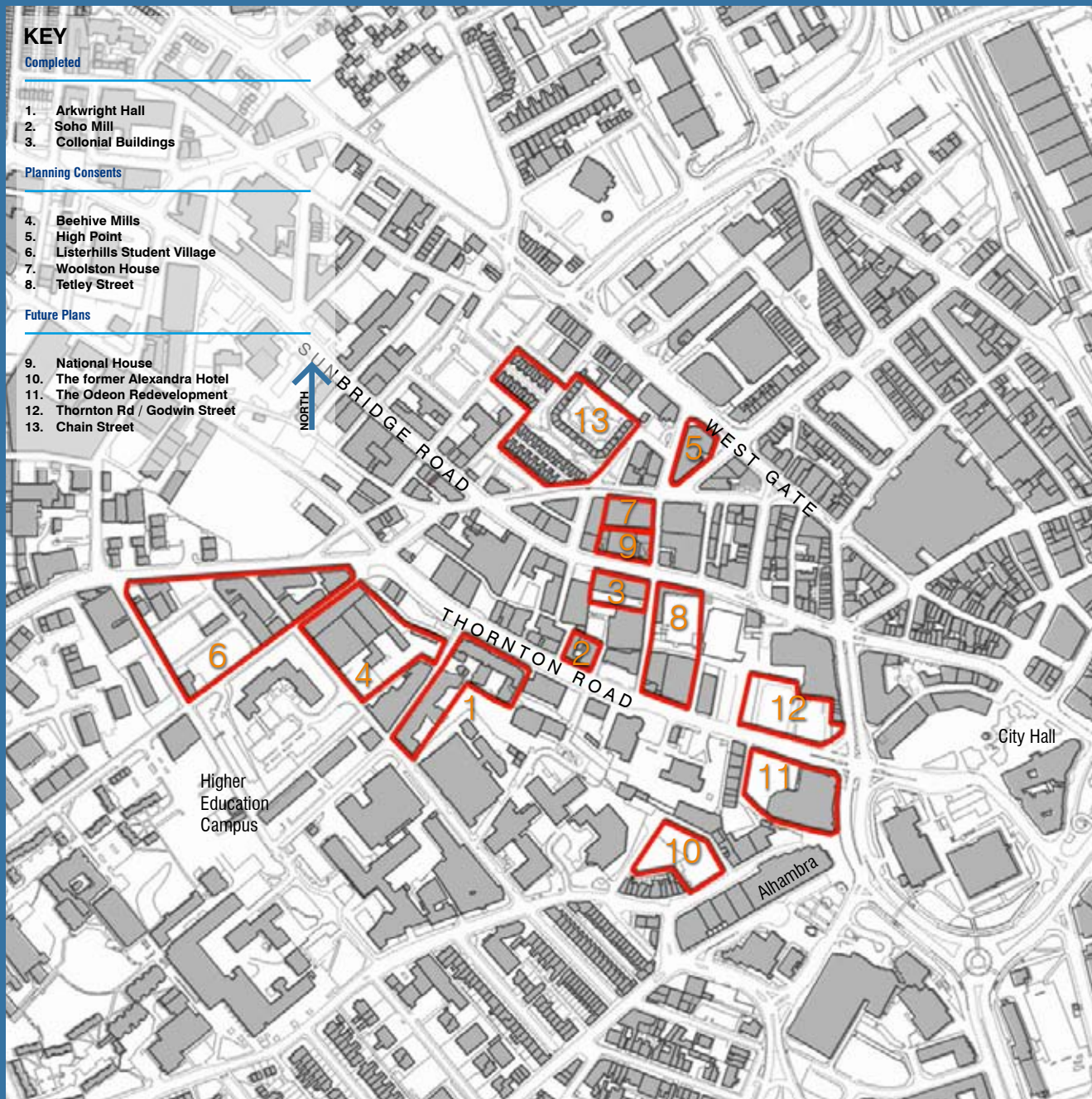
- 1. Arkwright Hall
- 2. Soho Mill
- 3. Colonial Buildings

Planning Consents

- 4. Beehive Mills
- 5. High Point
- 6. Listerhills Student Village
- 7. Woolston House
- 8. Tetley Street

Future Plans

- 9. National House
- 10. The former Alexandra Hotel
- 11. The Odeon Redevelopment
- 12. Thornton Rd / Godwin Street
- 13. Chain Street



BASELINE - MARKET ANALYSIS:

Development activity

In the last twelve months there has been a significant upsurge in development interest in the Valley Neighbourhood, in common with much of the centre of Bradford. As part of the preparation of the NDF contact has been made with many of the landowners and developers in the area. There are recently completed and pipeline schemes in the area that could potentially total 1,900 residential units. From our discussions the position on these schemes is as follows as of June 2006:

Completed

1. Arkwright Hall:

Two large blocks of student accommodation with 800 bedspaces completed in 1998.

2. Soho Mill:

The listed Soho Mills were the first residential conversion in the area in 1997.

3. Colonial Buildings:

The Colonial Buildings conversion scheme was undertaken by City Life Yorkshire Limited and included 75 apartments including parking. Work started in mid 2004 and the scheme is now

complete and occupied.

Planning Consents

4. Beehive Mills:

A scheme by Landtask which involves the demolition of the existing buildings and the development of 500 apartments with active ground floor uses public space and car parking. Outline consent has been granted. The scheme includes a courtyard block and a tower of up to 17 storeys.

5. High Point:

This is just outside the study area but is

significant due to its dominance. The former Yorkshire Building Society building has recently received planning consent for conversion to 99 apartments with active ground floor uses. This allows for overcladding and extending the tower and opening up the facades on the ground floor.

6. Listerhills Student Village:

A scheme by Mi7 Developments who have recently been granted outline planning consent for a site covering 1.4ha. The consent is for a mixed-use scheme with parking and landscaping. The application does not specify areas, however the main uses are student housing, housing, a hotel and offices.

7. Woolston House:

The conversion of a former warehouse to apartments by Hak Developments with basement parking and a ground floor and basement restaurant use. A planning application was approved in June 2006.

8. Tetley Street:

There is a current planning consent on the site for 876 student bedspaces. It is not however clear whether there is current active development interest in the site.

Future plans

9. National House:

Proposals are being developed by Lawton Properties for a new-build scheme behind the retained two storey wall on Sunbridge Road. An application for 58 apartments, ground floor parking and a retail

unit was submitted in June 2006.

10. The former Alexandra Hotel:

This is currently a surface carpark owned by the Council. It is being considered as a potential development site for a new college building.

11. The Odeon Redevelopment:

The former Odeon has been subject to a design competition organised by Bradford Centre Regeneration. The winning developer/architect consortium will be selected in summer 2006.

12. Thornton Road/ Godwin Street:

It is understood that a developer is working up a mixed-use scheme for this site with the predominant use being offices. Details of the scheme have not yet

There are pipeline schemes in the area that could potentially total 1,900 residential units.

been made public.

13. Chain Street:

These are some of the earliest council properties in Bradford and are now managed by the Bradford Community Housing Trust. The property on Longlands Street is to be refurbished with proposals to redevelop the Chain Street blocks for a new-build development. The possibility of live/work development for artists is being explored with ground floor gallery/office space.





The Odeon, Prince's Way

Retail and office demand

King Sturge have examined the Valley's potential to deliver office, retail, leisure and residential development. The Valley NDF has historically performed as a manufacturing and warehouse district. It now has a number of vacant buildings and is beginning to attract the interest of developers. The early schemes have provided student housing based on the area's proximity to the city centre and the Higher Education Campus. This however is widening to include general residential development with a large number of schemes in the pipeline as described on the previous page.

Retail

The Broadway Centre being developed by Westfield Retail will provide nearly 18,000m² of additional net floor space and will be a major catalyst for regeneration in Bradford city centre. This will increase retail space in the city centre by over 21% and Bradford will once again become a strong shopping attraction. The Market NDF includes proposals to develop

the World Mile with specialist retailing, leisure and restaurants along Ivegate and Westgate as a counterbalance to Broadway.

Retail demand in the Valley NDF is therefore likely to be ancillary to these larger developments. There is likely to be demand however for retailing at ground floor level in new developments serving the immediate working and residential catchment. This will include convenience retailing and specialist shops and cafes selling locally-made products.

Offices

The city centre has had some success in attracting office occupiers, both public and private sector. However at present new office accommodation is limited

There is the potential to provide more affordable accommodation such as loft-style office space which appeals to small firms and niche companies

and there has been little speculative development. The Neighbourhood Development Framework for the The Bowl is proposing a new commercial core (the Business Forest Office Park) with up to 140 thousand square meters of high-quality office space. This however is several years away and it is likely that the Thornton Road/Godwin Street site and the Odeon redevelopment will play an important role in providing high quality office space in the interim.

The remainder of the Valley Neighbourhood has traditionally provided affordable refurbished accommodation. This is likely to continue to serve smaller businesses. There is potential to attract creative businesses to this space and to generate significant demand to occupy empty space. This would be a similar market to the Round Foundry in Leeds or the Northern Quarter in Manchester. It would include flexible accommodation suitable for offices and studios. There is also demand for incubation and managed workspace accommodation, building on the opportunities which the University and College provide.





The Pride Hotel, Sunbridge Road

Leisure and residential demand

The Bradford market for residential and leisure development has developed greatly in the last few years. There has been a great deal of activity in the residential market and the leisure market has benefited from increasing student numbers and an improved image for the city centre. Both have the potential to generate development demand in the Valley Neighbourhood.

Leisure

Bradford city centre benefits from a number of leisure hotspots such as Centenary Square and the Morley Street area. These areas provide a mix of restaurants and bars and have a strong mutual relationship with neighbouring uses such as the theatre and National Museum. Within the Valley Neighbourhood refurbished accommodation could attract independent leisure operators particularly as the number of residents and workers in the area increases. Leisure demand will follow these other developments. Prominence and accessibility will be key requirements as well as the creation of a certain critical mass of operators and range of services.

Residential

The upsurge in residential demand has benefited most UK cities. City centre housing markets have been driven by changing demographics and lifestyles which has led to a sustained period of strong investment in residential property. The Bradford City Centre residential market has taken off over the last few years, partly due to the activities of Bradford Centre Regeneration. Bradford provides an attractive and more affordable alternative to Leeds for people seeking an apartment in a lively city centre.

Bradford has seen a number of completed developments particularly in Little Germany and the Manor Row areas of the city. There is also a substantial amount of residential accommodation in the planning pipeline and in pre-application discussions. These include the Broadway scheme as well as the Channel Urban Village with up to 2,500 homes. Much of this development is for smaller one and two bed homes where value is considered

to be the driver and demand is strong from the investor market.

The Valley is ideally placed to take advantage of this residential demand. It is centrally located with good access to city centre facilities but can also provide a quiet residential environment. It has a good stock of sites and buildings suited to housing while parking is not as constrained as elsewhere in the City Centre.

Because of this there is significant residential development potential in the Valley Neighbourhood over and above the 1,900 units recently completed and in the pipeline. Based on current market conditions there is potential for up to 5000 new homes in the Valley over the next 10 years. Most of this is likely to be 1 and 2 bedroom apartments although there is the potential for larger family units in the western part of the area. Demand for student accommodation is linked to the University's plans and is unlikely to extend much beyond the currently planned schemes.

There is therefore potential for significant residential development in the Valley Neighbourhood over and above the 1,900 pipeline units.





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Strategic Projects



The Head of the Valley

Goitside Urban Village

Lower Goitside

Central part of the Valley

STRATEGY:

Strategic Projects

As described in the first part of this report, the role of this Neighbourhood Development Framework is to bring about implementation of the City Centre Masterplan. The baseline assessment has therefore been used to develop a strategy for the Valley Neighbourhood.

The starting point for this has been a review of the City Centre Masterplan as interpreted through the City Centre Design Guide. The Guide (illustrated to the left) developed the idea of the parkland in the valley bottom by introducing the idea of buildings in a landscape setting. This was developed into two strategic projects that were incorporated into the brief for the NDF:

The starting point for the NDF has been a review of the City Centre Masterplan as interpreted through the City Centre Design Guide

- **The central part of the valley:** The Park suggested in the City Centre Masterplan was developed in the City Centre Design Guide into the idea of buildings within a parkland setting. The first project (which has been called *Beckside*) has been to develop proposals for the park and these buildings .

- **The Head of the Valley:** At the junction of Listerhills Road and Thornton Road the City Centre masterplan suggested a public space (the Orchard) and a Wetland on the former gas works. The latter is not practical because of levels of contamination. The City Centre Design Guide developed the idea of an orchard square and a landmark development on the former Gas Works. This project has been developed with the name *Listergate*.

The City Centre masterplan did not include the Goitside area because it had been covered by a separate masterplanning exercise. It was however included in the Valley NDF brief and was also split into two strategic projects:

- **Goitside Urban Village:** The development of an urban village as set out in the Goitside Masterplan.

- **Lower Goitside:** The repair of the urban structure of the area between Thornton Road and Sunbridge Road which has been developed under the name *Goitside Create*.

These four strategic projects have been the focus for the Neighbourhood Development Framework. They are developed in this Strategy Section into four strategic themes and inform a review of the physical structure of the masterplan for the neighbourhood. In Section 4 each of the four themes is developed into four Recommended Projects giving a total of 16 projects that make up the Development Framework. These are brought together in Section 5 into four Priority Interventions that can pump prime the implementation of the strategic projects.





Regeneration Strategy

The four strategic projects that formed the starting point for this Neighbourhood Development Framework have been developed into a strategy for the area. Parts of this strategy such as the Goitside Urban Village were already well-defined. However other parts of the strategy needed to be further developed.

This further work included a strategy for stimulating the market to encourage developers and space occupiers into the area. Work was also required to develop a new vision for the public realm of the area, building on the concepts in the City Centre Masterplan and Design Guide. There was also the need for a strategy to deal with the traffic that needs to pass through the area to ensure that it did not undermine the quality of the public realm.

The strategy has therefore developed four strategic themes. The first two are about stimulating the market for residential and business uses, the third is about creating a strong and unifying public realm concept and the fourth is about dealing with traffic:

- **Urban Living:** The first strategic theme relates to residential development. This is clearly important to the success of the Goitside Urban Village covering the

area shown on the plan to the left. It is also important for the transformation of the valley bottom area shown in green. Urban living can unlock considerable investment to regenerate the Valley Neighbourhood provided that care is taken that pressures for residential development do not push out other uses.

- **Creativity and Knowledge** Because of its links to the Higher Education Precinct and the existing core of creative businesses in the area, the Valley Neighbourhood has the potential to develop as a creative and knowledge quarter in the area shown in blue on the plan. This has the potential to turn Goitside once more into an engine for Bradford's economy. The second strategic theme therefore concentrates on promoting these sectors in the neighbourhood.

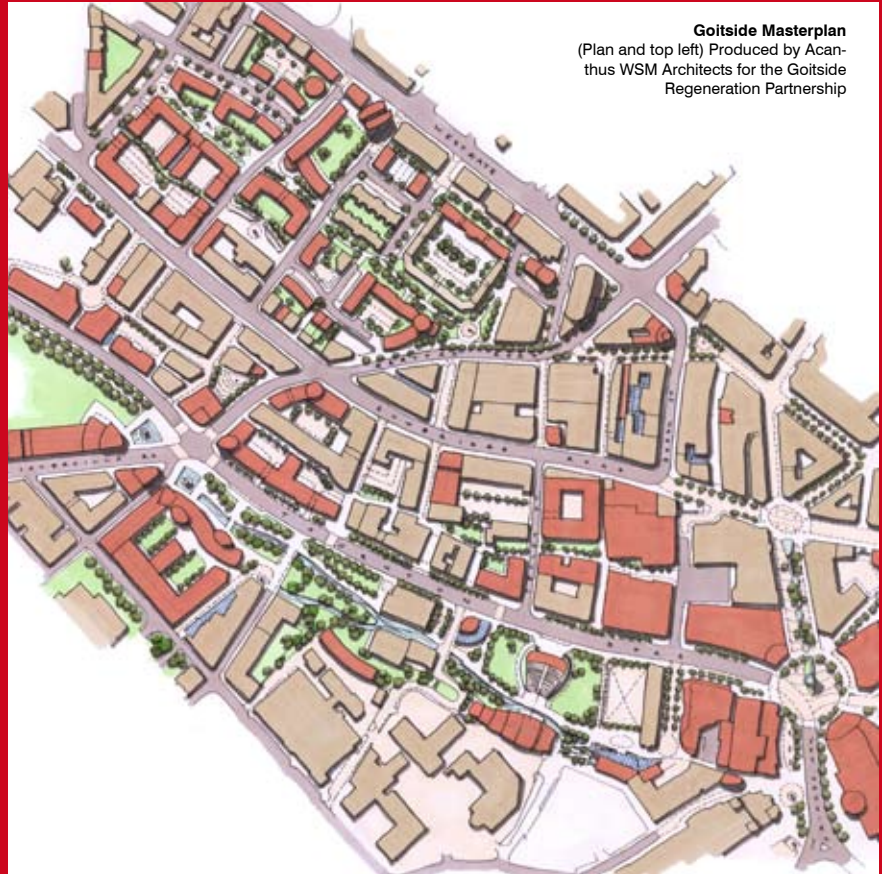
- **Living Landscapes:** The third theme that has been developed through the work of Landscape Projects is about creating an environment suitable for these markets to grow through the development of a high quality public realm including a verdant, parkland environment in the Valley bottom

and a creative urban environment of streets and squares in Goitside.

- **Quality Streets:** The final theme that has been addressed by TPP addresses the need to accommodate through traffic on the blue routes shown on the plan without creating barriers to pedestrian movement (the green routes) or undermining the quality of the environment. This theme has focused on gaining agreement on a traffic and street strategy with Bradford's highway engineers.

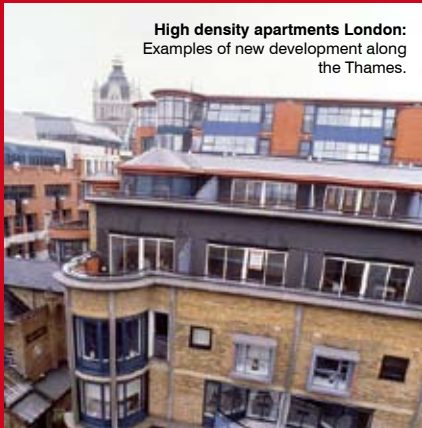
The strategy has developed four strategic themes. The first two are about stimulating the market, the third is about creating a strong public realm and the fourth is about dealing with traffic





Goitside Masterplan
(Plan and top left) Produced by Acanthus WSM Architects for the Goitside Regeneration Partnership

High density apartments London:
Examples of new development along the Thames.



High density Townhouse: In Amsterdam (left) and the Greenwich Millennium Community in London.

STRATEGY:

Urban living

There are around 500 residential units in the Valley Neighbourhood at present (including student accommodation). In addition to this, there are up to 1,800 new homes in the pipeline and market demand could increase this to as much as 5 000 units over the next 10 years. The first theme is to encourage this as the backbone of the area's regeneration.

This demand needs to be shaped to maximise its benefit to the area. It is therefore proposed that there be two foci for residential development, the Goitside Urban Village and the Valley Bottom while further residential development between Thornton Road and Sunbridge Road should be discouraged.

In 2001 the Goitside Regeneration Partnership commissioned Acanthus WSM Architects to prepare a masterplan for the Goitside Urban Village. The partnership was formed in 1999 by local businesses frustrated that firms were leaving the area because of the poor physical environment, prostitution and associated crime. The masterplan covered the whole of the Valley Neighbourhood and was based on a strategy of supporting businesses in the

Residential development will be used to drive the regeneration of the area. The Valley will become a high-density, mixed-use neighbourhood of up to 5 000 homes.

east of the area and developing a residential community in the west. The proposals also included environmental works to create a valley park along Thornton Road. Many of its proposals remain relevant today and have been incorporated into the NDF. The main residential element of the urban village is proposed in the area north of Sunbridge Road. This includes the existing Chain Street housing where Bradford Community Housing Trust has regeneration plans. In the west of this area there are opportunities for the conversion of existing buildings to apartments and to the east there are new-build opportunities on the surface car parks and underdeveloped sites around Wigan Street and Paradise Street.

The other area of residential opportunity is in the central part of the valley along the southern side of Thornton Road and

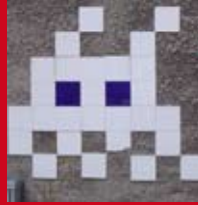
the former Gasworks site at the head of the valley. This area includes the pipeline residential schemes of Beehive Mills and Listerhills Student Village both of which have planning permission. The residential market therefore has the potential to create a new urban structure for this area through a series of residential schemes.

The Neighbourhood Development Framework strategy is therefore to concentrate residential development in the Goitside Urban Village north of Sunbridge Road and in the area along the valley bottom where there are the greatest new-build opportunities. The challenge will then be to prevent economic activity in other parts of the area being driven out by the pressure for residential development.





Northern Quarter Manchester: A warehouse quarter that has developed as the city's creative quarter.



Round Foundry Leeds: A complex of new build and refurbished buildings providing space for creative industries and galleries.



Ropewalks Liverpool: A series of squares have transformed the quarter's public realm, (middle) Woolstenholme Square where a sculpture called Penelope provides a setting for the Cream nightclub (right) FACT (Foundation for Art and Creative Technology)



Creativity and knowledge

Two of the main drivers of economic growth in the northern cities are creative industries and the knowledge economy. In Manchester the Knowledge City project is creating 300 000 jobs over five years while in Sheffield the Cultural Industries Quarter houses hundreds of creative and media companies which have transformed the economy and image of the city. The proximity of the Valley Neighbourhood to the Higher Education Precinct and the availability of under-used warehouses, creates ideal conditions for the creative and knowledge economies.

Creative Industries include everything from artists in garrets to web designers in Bentleys (both of which exist in Goitside). Bradford has a young population and has developed a strong reputation in the arts and music (the Bradford Bhangra group RDB sold 100,000 albums worldwide last year). There is no part of Bradford associated with these creative industries such as the CIQ in Sheffield, Ropewalks in Liverpool or the Northern Quarter in Manchester. Like these areas, the Valley Neighbourhood could become a magnet for creative activity bringing together affordable space, a creative image and a critical mass of like-minded people. This

should be reflected in the way that the neighbourhood is designed, the public art and activity on its streets, as well as the alternative image that it projects.

Knowledge Industries are a linked form of economic activity. In cities these are often based on spin-offs from Universities. Some of the best examples are the York Science Park (based on bio-sciences) and the Technopole in Edinburgh (home of Dolly the sheep). While these are mostly out-of-town facilities, the current trend is to choose more urban locations where staff have access to good transport and facilities and the value created can benefit local people. Bradford University has been developing proposals for an Innovation Quarter bringing together a number of initiatives (Institute of Pharmaceutical Innovation and Institute of Cancer Therapeutics) together with a technology incubator, the Thinkbusiness@Bradford

graduate support programme and the Bradford Digital Media Centre.

There is huge potential to develop these knowledge uses in the Valley Neighbourhood. In discussion with the University there is likely to be two types of space that will be required to accommodate these activities. Smaller knowledge based activities would probably favour space within Goitside alongside creative businesses with which they share many characteristics. Larger research-based activities would however have different needs, favouring larger, high-profile accommodation in a prestigious setting. The Valley Neighbourhood Development Framework seeks to accommodate both of these requirements as part of a knowledge quarter and one of the UK's first City Centre science parks.

The proximity of the Valley Neighbourhood to the Higher Education Precinct and the availability of underused warehouses, creates ideal conditions for the creative and knowledge economies.

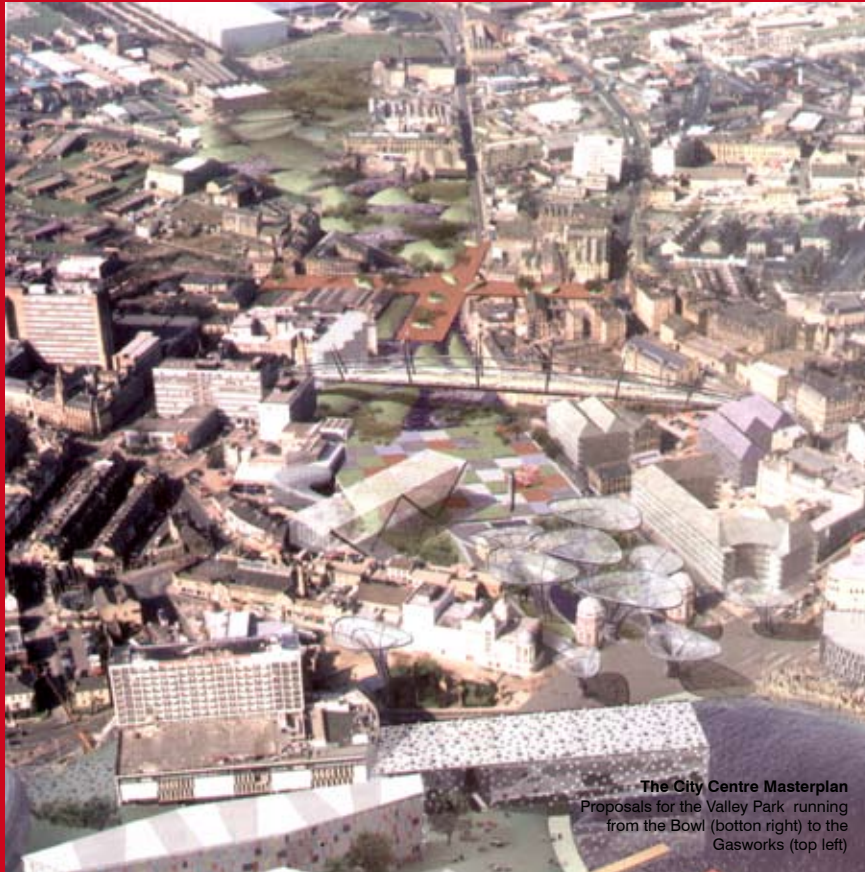
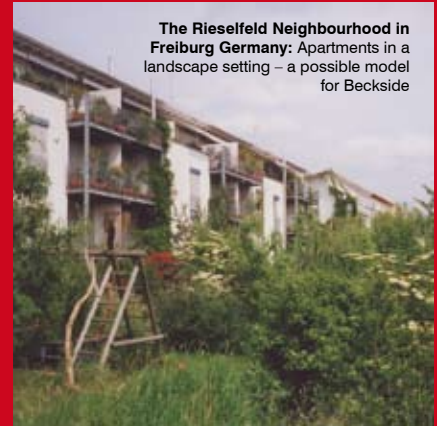




Temple Bar in Dublin, Ireland: The creative use of light to create a distinctive public realm



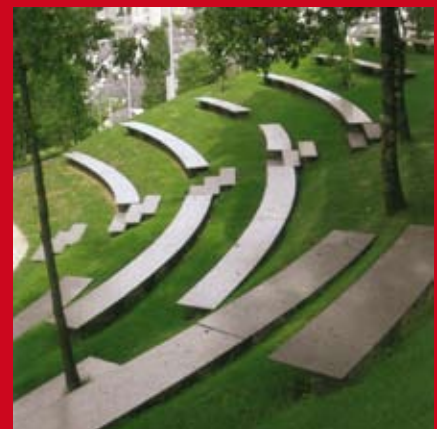
The Rieselfeld Neighbourhood in Freiburg Germany: Apartments in a landscape setting – a possible model for Beckside



The City Centre Masterplan
Proposals for the Valley Park running from the Bowl (bottom right) to the Gasworks (top left)



Gainsborough Studios London: A sculpture of Alfred Hitchcock showing a creative approach to the design of courtyards



Terrasson-La-Villedieu Correze: A contemporary landscape by Kathryn Gustafson on a sloping site as a possible model for Beckside Park.

STRATEGY:

Living landscapes

Central to proposals for the Valley in the City Centre Masterplan was a park running along the Beck. This was a reaction to the weak market at the time. The park made use of land for which there was little demand to transform the appearance of the neighbourhood thereby encouraging development on neighbouring sites. Since that time there has been a significant upturn in the property market throughout Bradford and the concept of the park needs to evolve to reflect this. There is no longer the need, nor indeed the opportunity to turn over as much land to open space. The parkland concept also needs to take account of the completed and planned developments in the Valley Neighbourhood, not least the Odeon redevelopment. The aim of the Neighbourhood Development Framework has therefore been to maintain the strength of the park concept and its power to transform the image of the area but also to create opportunities for development in the valley bottom.

The parkland concept has therefore evolved by developing the idea of buildings within a landscape linked by the reopened Beck. In this way the Valley will become a series of linked spaces: A

landscape incorporated into the Listergate development on the former Gasworks, a new square at the junction of Thornton Road and Listerhills Road (the Orchard), a park along the side of the valley (Beckside Park) and a series of landscaped courtyards within new residential development along Thornton Road. In this way the public realm can still help to transform perceptions of the Valley Neighbourhood while exploiting the development opportunities in the area.

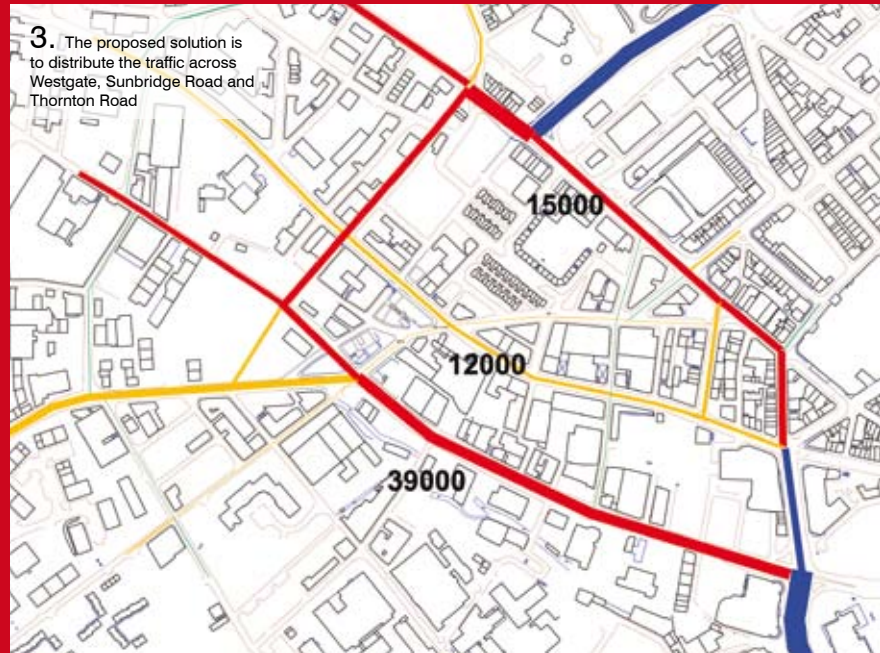
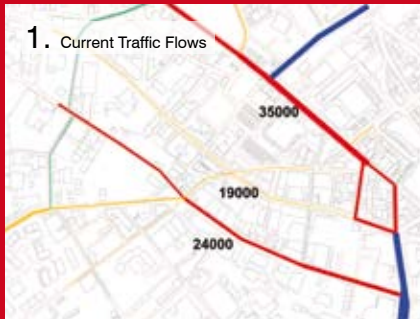
The NDF has also looked at the way that public realm improvements can transform Goitside. Here the environment is much more urban with narrow streets and courtyards tightly enclosed by buildings. The approach to the public open spaces in this area is much more urban using hard materials and street trees contrasting with the lush landscaping of the valley. The streets are the most important public

spaces of Goitside and are dealt with under the Quality Streets theme. However there are also opportunities to create a series of intimate courtyards and squares making use of the spaces along the Goit. These could become outdoor galleries and foci for the creative businesses in the surrounding buildings. A further space (Paradise Square) is proposed as part of the Goitside urban village to create a 'village green' at the heart of the new residential development in the area.

In this way each part of the Valley Neighbourhood is defined by a public space; Thornton Road by the Beckside Park, Listergate by Orchard Square, Goitside Urban Village by Paradise Square and Goitside Create by the courtyards along the Goit.

High quality public realm works will be used to transform the image of the area and each of the NDF projects will be defined by a public space





Milan, Italy: Where high-capacity boulevards remain attractive places.



Kensington High Street: London - before (left) after (right)

STRATEGY:

Quality Streets

As we described in the baseline analysis, the topography of the Valley Neighbourhood has thwarted attempts to complete Bradford's Ring Road. As a result large volumes of traffic presently use Westgate and Godwin Street (Plan 1) undermining the quality of these streets and cutting the Valley Neighbourhood off from the remainder of the city centre. Proposals have therefore been developed in the past to create a new high-capacity road between Drewton Road and the Odeon corner (Plan 2). It would have a hugely beneficial impact on Westgate and Godwin Street. This would however have been at the expense of the quality of Thornton Road which would have become an even greater barrier between the Higher Education Precinct and the city centre.

The traffic proposals in this NDF have therefore focused on ways of achieving the objective of reducing the impact of traffic on Westgate without undermining the quality of Thornton Road. This is achieved by distributing traffic across Westgate, Sunbridge Road and Thornton Road (Plan 3). The objective is to achieve traffic

volumes on Thornton Road below 40,000 vehicles a day. This will mean that it does not need to be designed as an engineered high-capacity road (such as like Shipley Airedale Road). This level of traffic is similar to Kensington High Street which is the first street in the UK to remove the barriers allowing pedestrians and vehicles to mix. The results from first two years of operation in Kensington is that these measures have reduced accidents as well

The streets of the area will accommodate through traffic without compromising the quality of the streets and the pedestrian experience

as making the street much more attractive and pleasant to use.

The Quality Streets theme has therefore been developed to build on this experience by designing all streets in the Valley Neighbourhood to accommodate traffic but also to be inclusive attractive public spaces. Reducing traffic numbers to 40,000 vehicles a day allows us to

design the new link from Drewton Road to the Odeon as a tree-lined boulevard with at-grade crossings. Meanwhile Sunbridge Road will be developed as a high street for the area with shared surfacing, on-street parking, tree-planting and active ground floor uses such as bars and cafes.

The reason for reducing the impact of the roads is to encourage pedestrians to use the Valley Neighbourhood and particularly to improve links between the

University and the city centre. The Quality Streets theme therefore also includes a series of cross valley routes that should tie-in with pedestrian crossings over Thornton Road. There is a need for public realm and lighting improvements along these routes to make them attractive and safe to use.



Framework evolution

The four strategic themes have been used to evolve the masterplanning work that has been undertaken for the area. This builds on the consolidation proposals in the Goitside Masterplan and on the parkland concept in the City Centre Masterplan. These were developed in the City Centre Design Guide that introduced concepts like zones of repair and reinvention and defined a strong building line for the city centre. The Valley NDF has developed all of these ideas and combined them with the four strategic themes described in this section. The plans on this page illustrate the six steps that have been used to give physical form to the strategic themes as the basis for identifying the recommended projects in the following section.



1. **The opportunity:** The first plan to the left shows the sites (greyed out) where change is possible.



2. **Valley Park:** The second plan shows the area identified as the valley park in the City Centre Masterplan. This corresponds to the boundary between the Zone of Reinvention and the Zone of Repair in the City Centre Design Guide.



3. **Buildings within the park:** The framework includes a strategy for buildings to be developed within the park including a landmark development (Listergate) on the former Gasworks site. Along Thornton Road a series of blocks would be created with landscape flowing through the garden courtyards. In order to define this landscaped zone it is also important to create a strong and consistent building line defined by the thick black lines.

The masterplan is structured in two parts - the reinvention of the valley as a landscape with buildings and the repair of Goitside as a dense mixed-use urban area



4. Regeneration: There are a series of infill opportunities to regenerate the Goitside area. These will repair the urban fabric of the area, improving the sense of enclosure of streets and courtyards and creating a strong urban edge to the park.



5. Public spaces: The next step is to create a sequence of public spaces at the heart of each part of the neighbourhood. These include Becksid Park, The Orchard, the Goitside Courtyards and Paradise Square.

6. Road hierarchy: The final element of the framework is a strategy for traffic movement. Based on the Quality Streets theme the Neighbourhood Development framework creates a street hierarchy for the neighbourhood. Thornton Road and Paradise Street are to be boulevards, Westgate, Sunbridge Road and Great Horton Road to the south are high streets while Grattan Road and Listerhills Road are secondary streets.





4

Recommended Approach

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Urban Living Projects



WORLD MILE

Goitside Urban Village:
Paradise Street Housing

Goitside Urban Village:
Chain Street Redevelopment

Goitside Urban Village:
Woolston House

Listergate: Gateway housing scheme

Westholme Street:
Waterside residential conversion and new build

Beckside Courts: Waterside residential courtyards

KEY

-  Proposed new development
-  Proposed refurbishment
-  Goitside Urban Village boundary
-  Urban Living project boundaries



RECOMMENDED APPROACH: Urban Living Projects

The proposals under the urban living theme are designed to establish the Goitside Urban Village and to promote the regeneration of the valley bottom. The first project is the largest, covering Goitside Urban Village which incorporates within it a number of individual development proposals. The second project relates to a landmark residential scheme on the eastern part of the former Gas Works and the third scheme relate to projects along Thornton Road, an early prospect on Westholme Street and a longer-term proposal along the site of Beckside Park.

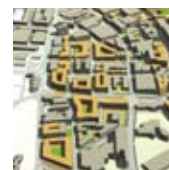
Existing



Proposed



Goitside Urban Village



The creation of an urban village in Goitside was originally suggested as part of the Goitside Masterplan. It is proposed that this be developed in the area stretching from Sunbridge Road to City Road (see map opposite).

Chain Street: One of the early projects that can kick start the development of the urban village is the scheme proposed by the Bradford Community Housing Trust on Chain Street. This is some of the earliest council housing in Bradford and the housing trust have been considering its long term future. This will involve refurbishment of the property to the west of chain street while redevelopment of the blocks to its east. The Trust have run a competition for the design of the new blocks and have been in discussion with the Artworks Creative Communities about the possibility of developing a new live/work block for artists.

This could be a flagship scheme for both the urban village and the creative quarter and is entirely in line with the NDF. The

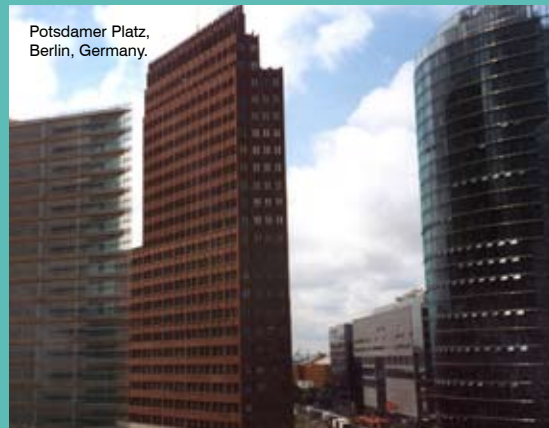




The former Gas Works



Limehouse Basin, London



Potsdamer Platz,
Berlin, Germany.

Photovoltaic tower Freiburg,
Germany

proposed block would provide affordable basic specification accommodation that could provide studio space and living space for artists. It is possible that the ground floor could provide office accommodation for Artworks Creative Communities that could be extended to create a gallery and a focus for the creative community of the neighbourhood. This ground floor use could colonise the courtyard space which is linked to Westgate so that the scheme can become part of the attractions of the World Mile as proposed in the Market NDF.

Refurbishments: Throughout the area there are opportunities for residential conversions of vacant and underused buildings.

Listergate

The former Gasworks site is one of the most exciting development opportunities in the Valley Neighbourhood. The majority of the site is a council-owned surface car park and is identified in the City Centre Design Guide as a potential site for a Star Building as well as being designated as a tall building zone.

The project relates to the eastern part of the site with the western section being developed as an urban science park (Project 8). The proposal is for a landmark residential development with a series of residential towers rising up to 25 storeys. These towers are designed as double-loaded residential blocks with 6-12

A scheme for Woolston House has been granted planning permission and there are a number of other buildings that would be ideal refurbishment opportunities.

Paradise Street Housing: As part of the traffic strategy it is proposed to create a new road link between Drewton Road and Thornton Road. There are a number of options for this road. Two cross the surface car parks between Wigan Street and Paradise Street while the other uses City Road to the west. Whichever route is selected the surface car parks will be opened up for development. This represents the largest new-build opportunity within the urban village and would be developed for apart-

apartments per floor and are therefore very efficient in development terms and should be attractive to the market. They have been designed so that every apartment has a view of the public realm and are angled to minimise the issues of overshadowing and privacy distance between units.

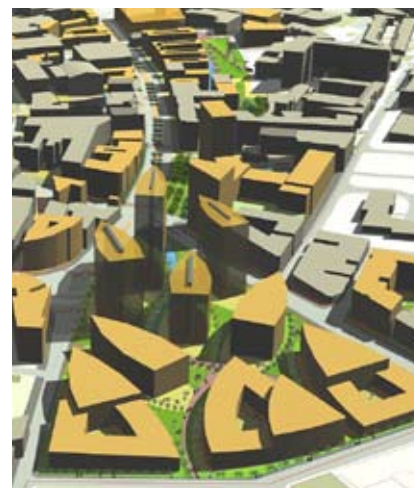
The form of the scheme together with the science park is based on a fleet of small boats queuing to get into a harbour. This is designed as a series of buildings in rich planting at ground floor level. This ground floor landscape includes a section of Beck flowing between the towers. Parking would be provided at basement level.

This scheme has the potential to create an iconic gateway to Bradford. It will build on the critical mass of activity proposed as

ments. This is likely to accommodate up to 1 000 homes.

This development is important to intensify the use of this area and bring a larger population into the urban village. It is also important to ensure that the new street is not a formless dual carriageway but rather a residential boulevard bounded by apartment blocks. The apartments will therefore need to be 5 or 6 storeys high. The whole of this area needs to be marketed and masterplanned as one so that the value generated by the residential sites can contribute towards the cost of building the road.

part of the Listerhills Student Village and the Beehive Mills scheme feeding into and animating Orchard Square.



Westholme Street / Valley Courts



Existing



Proposed



Westholme Street



The City Centre Design Guide introduced the idea of blocks built in the park between Thornton Road and Becks Park. The first opportunity to implement this idea is the complex of Mills on Westholme Street that are likely to be available in the near future. The three existing mills have the potential for residential conversions. There is also the opportunity for new build blocks and the extension of existing blocks to create better urban enclosure. The scheme should be linked to the first phase of Becks Park (Project 8) to the rear.

Valley Courts



There is the opportunity to extend the development of new residential blocks along Thornton Road to the Odeon. This will happen when property values in the area rise sufficiently to make it worthwhile for existing occupiers to consider relocation. At the eastern end of the valley the scheme includes the listed warehouses on Quebec Street part of which has already been converted to apartments.

The proposal is for a series of courtyard blocks along the Beck. These are oriented end-on to Thornton Road to allow views of the park and to minimise noise disturbance. The courtyards between these blocks would be heavily planted creating the impression of greenery flowing between

the buildings as in the precedent images from Freiburg in Germany (see below). The parking would be accommodated under the blocks utilising the fall in levels towards the Beck and lifting the flats above the flood level. At least two bridges would be created over the beck linked to pedestrian routes through the development. These would form part of the cross valley pedestrian routes (Project 16).



Rieselfeld, Freiburg, Germany.



Vauban, Freiburg, Germany.



Creativity and Knowledge projects

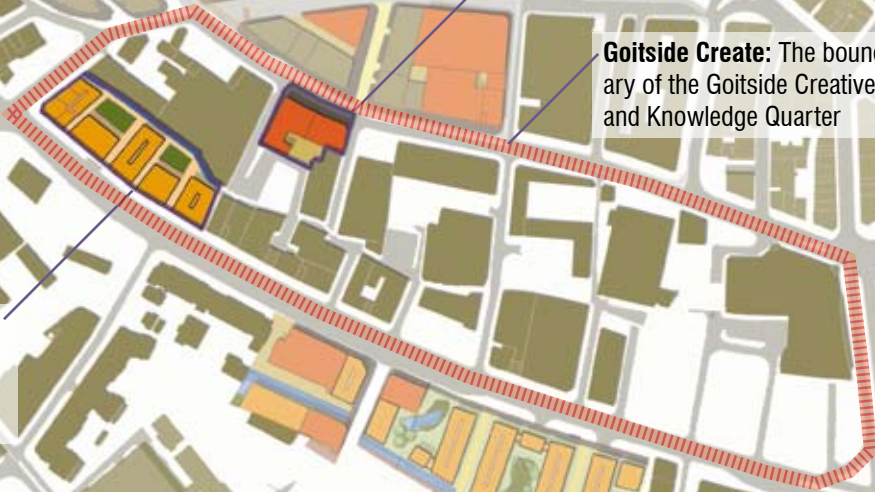


Bradford Science Park:
High-quality business accommodation for Research and Development companies



The Arc: Creative workspace

Goitside Create: The boundary of the Goitside Creative and Knowledge Quarter



The Knowledge: Managed workspace and incubator units for smaller knowledge based companies



Former Alexandra Hotel:
A new building for Bradford College



KEY

- Proposed new development
- Proposed refurbishment
- Goitside Creative and Knowledge Quarter boundary
- Creativity and Knowledge project boundaries



RECOMMENDED APPROACH:

Creativity and knowledge

The Creativity and Knowledge theme is about reinventing the economy of the Valley Neighbourhood by tapping into the nascent creative economy in the area and the proximity to the Higher Education Precinct. The physical proposals are about improving connections between the Higher Education Campus and the city centre. However it is also possible to improve economic links. The Valley NDF envisages activity spilling out of the University and College and colonising the area tapping into the vitality of the student population and the economic drivers of the University's research activities.

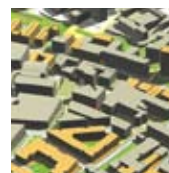


The Custard Factory Birmingham:
A creative workspace complex developed by the Space Group in a former Birds Custard Factory



Affleck's Palace in Manchester:
A conversion of the former Affleck and Brown Department store to a creative marketplace

The Arc



In order to establish creative industries in the area it is important to encourage a market in creative workspace.

In other areas such as Manchester's Northern Quarter this has developed in warehouse conversions. In this case buildings are made wind and watertight and heated but not refurbished allowing space to be profitably rented out at £60-80/m² compared to more than twice this for fully refurbished or new space. In the past Woolston House was rented out to creative business in this way but there are currently no buildings of this type in the Valley Neighbourhood. The Arc is therefore intended as a demonstrator project to show that this type of space can be profitable. There are a number of vacant buildings in the area that would be suitable for the Arc. The proposals show the La Plata Building on Sunbridge Road as one possible site. The conversion would include a shared reception and the subdivision of upper floors to create space for a range of creative businesses at around £60/m². The ground floor could



Creativity and Knowledge Projects



Sunbridge Road - A lively high street between the Goitside Urban Village and Goitside Create. The Arc provides creative workspace in a converted building.

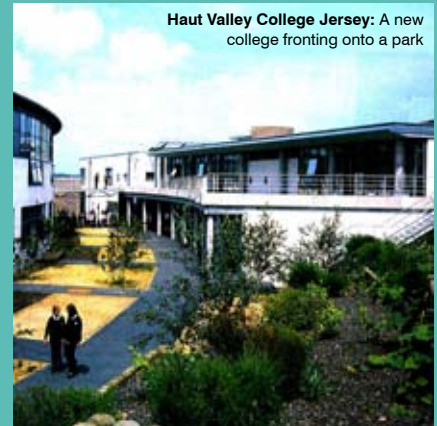


Euro Terminal Lille:
Contemporary architecture used to change the image of a former mill town - a possible model for Listergate



Old Town Edinburgh: Contemporary offices in a historic environment, a model for the Knowledge.

Haut Valley College Jersey: A new college fronting onto a park



have a cafe or gallery space. The aim would be to demonstrate to other building owners the potential of their buildings for this type of use.

The Knowledge



As described in the Creativity and Knowledge strategic theme there is significant potential for economic activity to spin-off from the University. Some of these companies are seeking larger prestigious premises that will be provided in the Bradford Science Park (Project 8). Others are smaller companies or business start-ups and have a significant synergy with the creative businesses of Goitside. The Knowledge is proposed as a workspace building to meet the needs of these companies. It will include incubator and managed workspace complementary to the accommodation for the Institute of Pharmaceutical Innovation, Institute of Cancer Therapeutics, the Bradford Digital Media Centre and the Thinkbusiness @Bradford graduate support programme.

The Knowledge should be a contemporary new building on Thornton Road (see the example in Edinburgh old town) There are a number of potential sites for this which could relate to the University,

Goitside Create and the proposed Science Park. The Neighbourhood Development Framework shows a potential new-build scheme at the corner of Grattan Road and Thornton Road currently occupied by a series of low rise buildings.

The College



Bradford College are currently developing plans to rationalise their estate. As part of this they are developing proposals for a new college building that could become a major investment in the Valley Neighbourhood. The College have been closely involved in the preparation of the NDF and their preferred location is the former Alexandra Hotel site on Great Horton Road. This site has an important frontage onto Great Horton Road as well as fronting onto Becksid Park. The scheme could therefore play an important role in linking the Higher Education Precinct to the Valley Neighbourhood and animating the proposed Becksid Park that could become a spill-out space for students.

While the college was not identified as a Star Building in the City Centre Design Guide it is an opportunity to create a building of the highest design quality overlooking the Valley and will do much to

set a quality standard for development in the area.

The Science Park

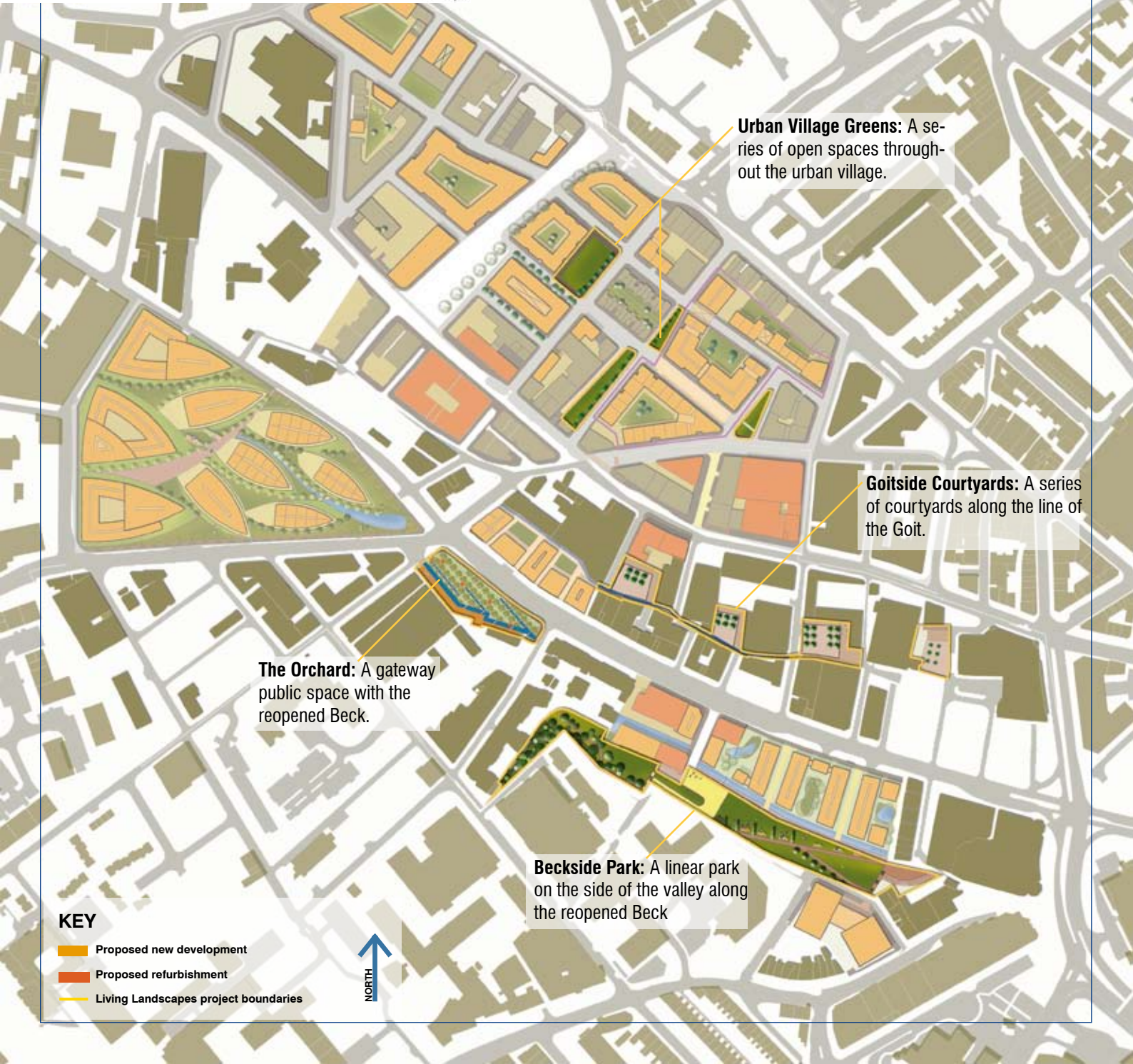


Bradford University is currently a leader in many areas of technology. Unlike many other Universities (such as York, Edinburgh and Sheffield), it is not linked to a science park to develop commercial applications for research emanating from its departments. The University is keen to rectify this and is seeking space to develop a science park which is large enough to accommodate space-hungry uses but close enough to be linked to the campus and the city centre. The former Gasworks site has the potential to provide this and we are proposing that the western section of the site be developed over time as an urban science park.

The development would be linked to the residential towers proposed on the eastern part of the site that would give it a strong identity. The science park would include space for larger office uses as well as small scale production and laboratory space. It could become an important future driver for the Bradford economy.



Living Landscapes projects



Urban Village Greens: A series of open spaces throughout the urban village.

Goitside Courtyards: A series of courtyards along the line of the Goit.

The Orchard: A gateway public space with the reopened Beck.

Beckside Park: A linear park on the side of the valley along the reopened Beck

KEY

- Proposed new development
- Proposed refurbishment
- Living Landscapes project boundaries



RECOMMENDED APPROACH: Living landscapes

Public realm projects have the potential to transform the image of the Valley Neighbourhood. The framework envisages two open space character areas in the neighbourhood. The Valley bottom, drawing inspiration from the City Centre Masterplan is to be a verdent parkland environment with two significant open spaces, Becksid Park and The Orchard. The public realm of the northern part of the area is to be much more urban, with lively streets and squares. This includes two further open space projects, the Goitside Courtyards and the Urban Village Greens. The environment of the area will also be shaped by the Quality Streets projects in the following section.

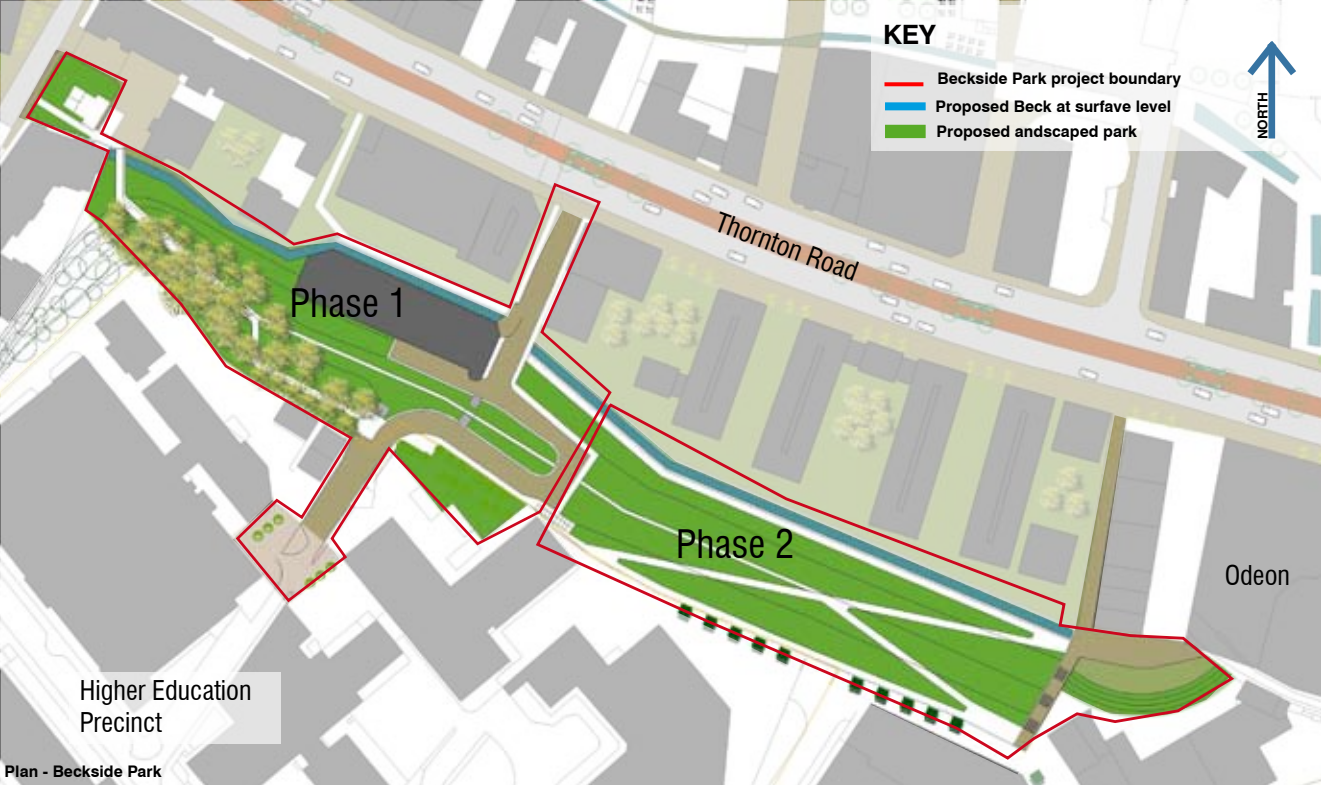
Becksid Park:



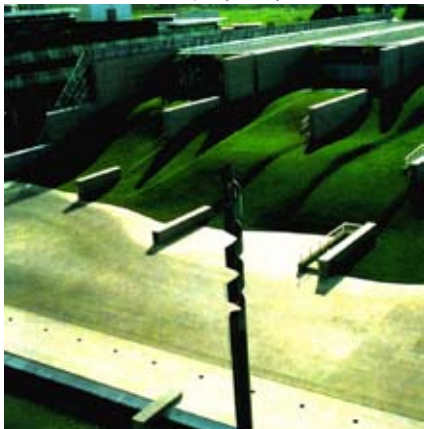
The proposed opening up of the course of the Bradford Beck provides an opportunity to link together a series of existing greenspaces to form a new linear park. The new park will be situated on the slope to the south of the Beck, on the flanks of the Bradford College and University campuses. It will link to the extensive network of greenspace within the campus landscape, forming an

View looking westward through Becksid Park





Esso HQ Essen: Landscape by Kathryn Gustafson



Urbis Manchester: A new landscaped space in the city



Parc Vallparadis Terrassa Spain: A city park in a steeply sloping valley

attractive parkland which can be used by public, students and staff for relaxation, passive recreation like strolling, sitting and talking and enjoying the spectacular views over the city. By regrading the slope, new footpaths, resting spaces and viewpoints could be introduced to make an attractive walking route connecting Bradford City Centre with the Higher Education Campus, and on to Listerhills and via existing footpaths to the moors outside the city.

The character of the Valley Park is of an open sloping grassy landscape, with informal tree planting highlighting resting places and providing screening, shelter and cover for wildlife. Footpaths would be graded into the slope to provide access for all, and resting places with seats will be designed to incorporate low maintenance flowering shrubs. The waterside landscape of the Beck will be integrated into the parkland, with views across to Goitside. Lighting will be integrated to provide a safe environment for all.

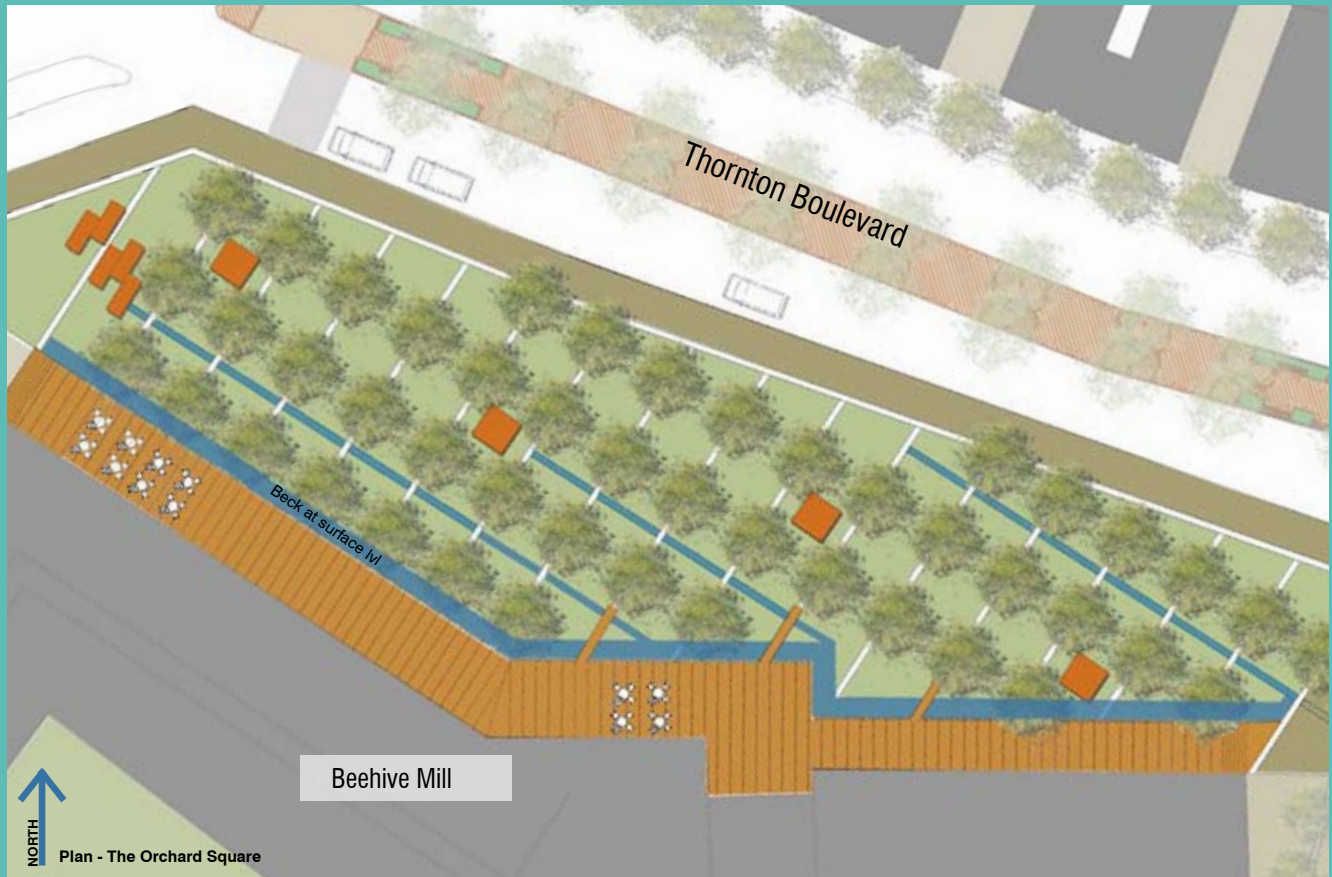
Orchard Square



This is proposed as a new public space situated at the Thornton Road/ Paradise Street / Listerhills Road junction, at the entrance to the city centre. It is envisaged as a distinctive gateway space, and as a focus for the emerging “hub” of development associated with the former Gasworks site, Listerhill Students’ Village and Beehive Mill. The concept for the square was originally identified in the City Centre Masterplan. The orchard has evolved into a highly accessible, public space, rectangular in plan, and framed by the façade of the tall student’s housing block on Tumbling Hill, and the new Beehive Mill development and the boulevard on Thornton Road.

The space will include a distinctive grid of flowering trees, such as Pear or Cherry, which will unify the space and provide sheltered areas for sitting, meeting





Prague, Czech Republic: Lively public space under trees



Royal Victoria Docks London:
Formal use of tree planting



Keyaki Plaza, Saitama, Japan: A public space and orchard

and chatting. The grid of trees will be reinforced by the graphic pattern of the paving materials for the square, which will incorporate local indigenous natural stone, together with panels of robust concrete surfaces. Lighting, street furniture and signage will be incorporated.

As described in the baseline study part of the Bradford Beck will be brought

to the surface level at this point which can therefore run in a new channel through the square. This channel will slope gently, incorporating weirs and falls to create an animated water feature, visible but not accessible from adjacent surfaces, to create a distinctive, contemporary public space.



View looking westwards through Orchard Square with the Beehive Mill Development to the left



Goitside Courtyards



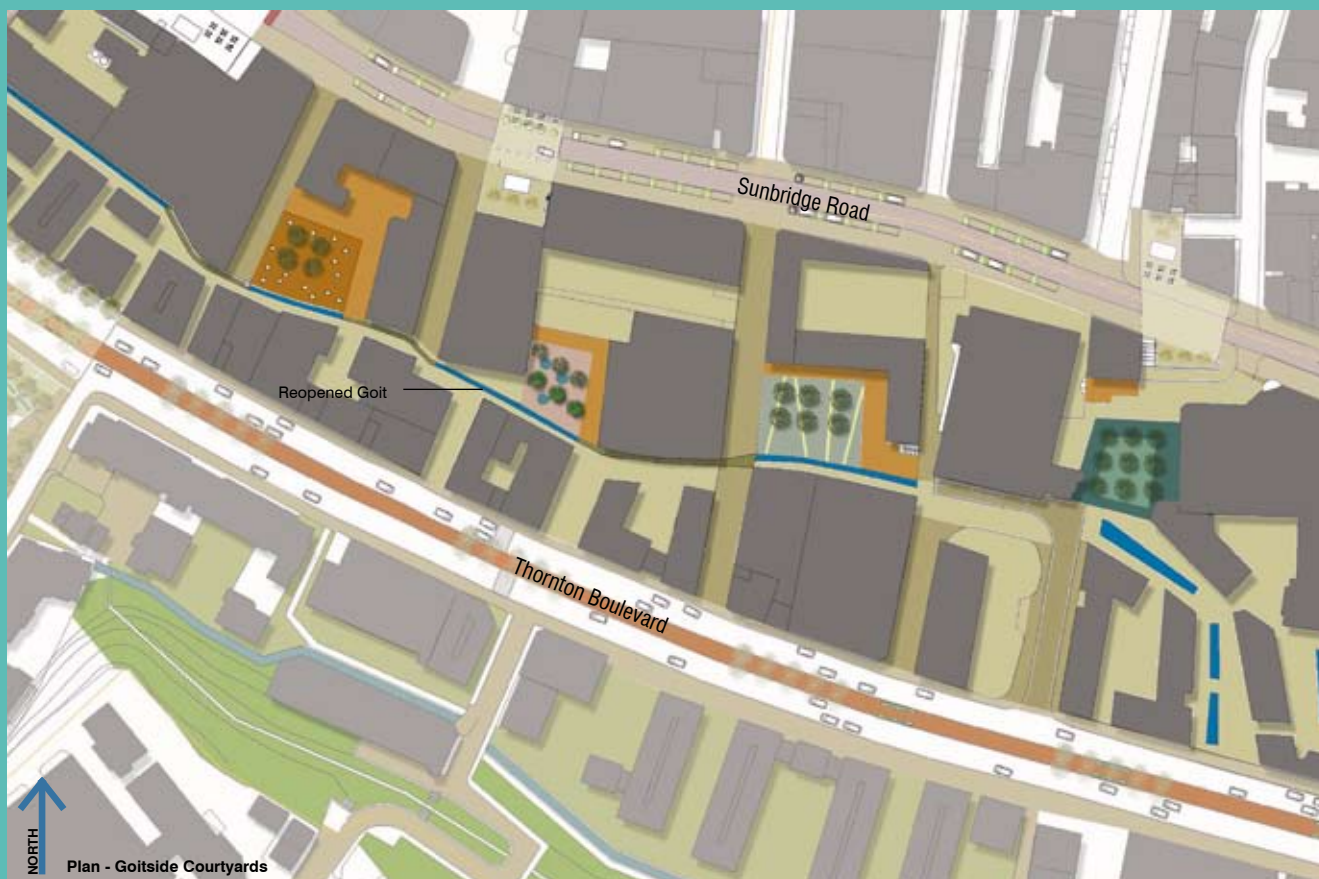
Gainsborough Studios, London: Public Art displayed in the courtyards.



Brock Lane, London: Lively outdoor cafes in courtyard spaces.



Bristol: Narrow pedestrian routes.



Goitside Courtyards



The buildings which flank the watercourse of the Goit form a series of courtyards. Some of these are original warehouse courtyards while others have been created by the demolition of buildings in the past. These courtyards are distinctive and unusual spaces, vertical and intense in character, and dominated by the stone materials of the surrounding buildings. These courtyards

are linked by the Goit which is the oldest feature of the Valley neighbourhood and runs in a slab-covered culvert just below the surface. Currently the course of the Goit has the feel of a back alley but it has the potential to become a fascinating pedestrian route passing through a series of landscaped courtyards.

The width of the spaces will make it difficult to open the Goit completely. It is therefore proposed that the flags over the Goit be replaced with a decorative grillage

or transparent surface along the route and then uncover in the courtyards where there is more space. The courtyards would be subject to a hard landscape treatment with public art, sitting areas and short term parking. As the Goitside creative and knowledge community becomes more established these courtyards could potentially become external restaurants and galleries.



View looking through Goitside Courtyards



Urban Village Greens



Pocket Park: La Villette - Paris



Hanover Square: London



Coin Street: London

Urban Village Green visualisation



Urban Village Greens



The character of Chain Street is already an interesting mix of dense urban development and green space. This has been developed to create a landscape structure for the urban village. Part of this is based on two existing tapering public spaces - Longcroft Place and Westend Street. The intention

is to make these into landscape features with tree planting and seating areas and to compliment them with a new public space - Paradise Square. This will be designed like a London Square surrounded by railings and trees. This will create the environment of an intimate green enclave at the heart of the urban village as well as providing outdoor recreation space and play areas.

To make this possible the streets of the

Goitside Urban Village would be treated as home zones. All of the streets would be open to traffic but this would be calmed to walking pace with provision of on street parking and street trees. The section of Chain Street that is currently landscaped would be reopened to traffic to maximise the permeability of the area although this would retain the mature street trees in the area.



3D visualisation - Urban Village Greens





KEY

— Quality Streets project boundary

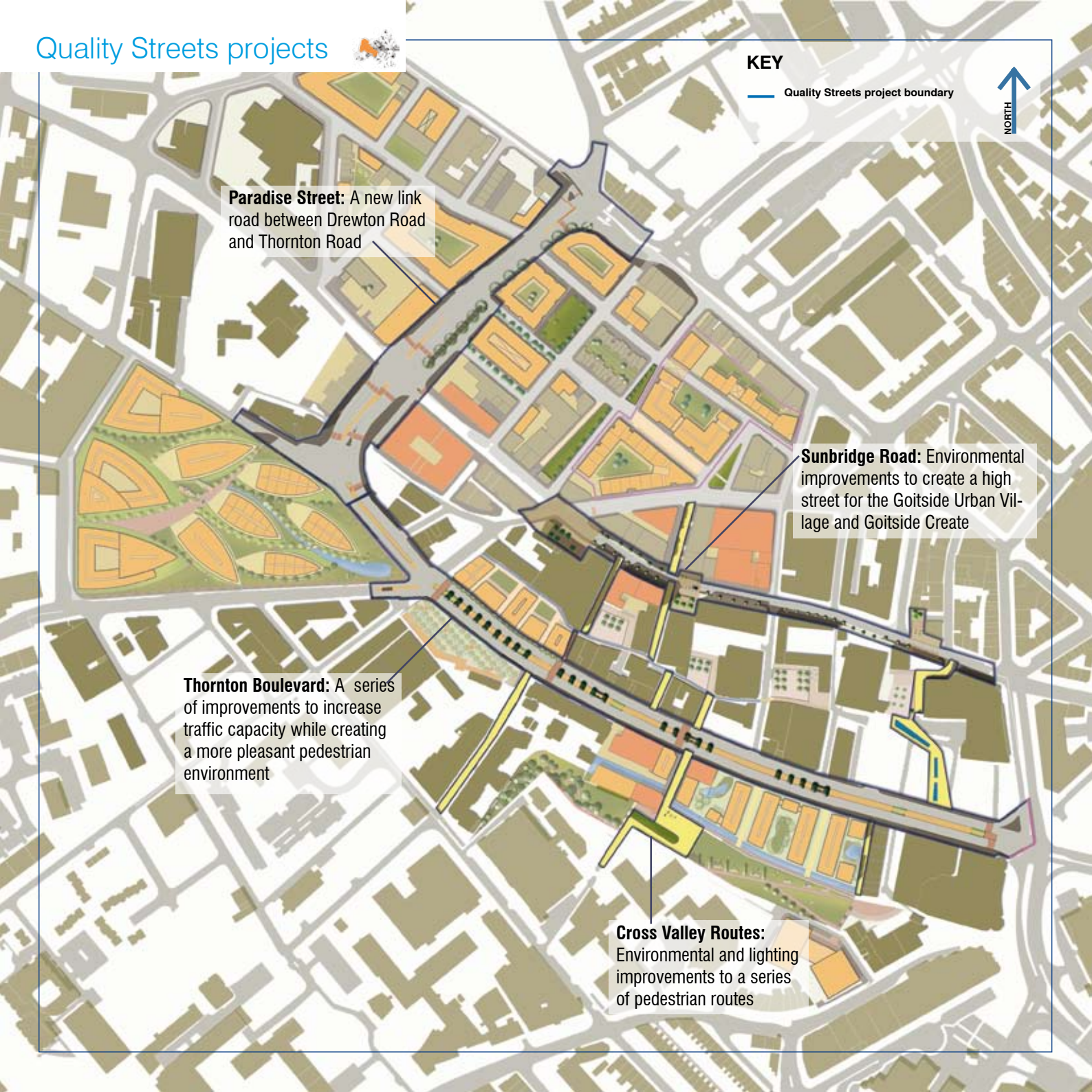


Paradise Street: A new link road between Drewton Road and Thornton Road

Sunbridge Road: Environmental improvements to create a high street for the Goitside Urban Village and Goitside Create

Thornton Boulevard: A series of improvements to increase traffic capacity while creating a more pleasant pedestrian environment

Cross Valley Routes: Environmental and lighting improvements to a series of pedestrian routes



RECOMMENDED APPROACH: Quality streets

Reconciling the needs of traffic and pedestrians is central to this Neighbourhood Development Framework. The Valley Neighbourhood must play an important role in the overall traffic circulation system of the city. Yet at the same time this traffic must not be allowed to create barriers to pedestrian movement or to undermine the environmental quality of the area. The Quality Streets strategic theme set out a strategy for dispersing traffic through the area to reduce the traffic on Thornton Road below 40 000 vehicles a day. The traffic projects deal with the design of the street to accommodate this traffic as well as improvements to Sunbridge Road and to the cross valley pedestrian routes.

View of Thornton Boulevard looking eastwards



Thornton Boulevard



The aim of the traffic management strategy has been to restrict traffic volumes on Thornton Road to less than 40,000 vehicles a day. This allows a more sympathetic approach to the design of the street as illustrated on the plan to the right.





Plan of proposed Link Road and Thornton Boulevard

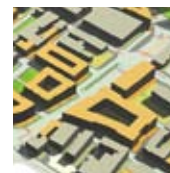
View of Valley Courts along Thornton Boulevard



The aim is to develop the road as a boulevard. This would be made up of 4m wide pavements with two carriageways in each direction divided by a central reservation that would become an important pedestrian spine. This would have no barriers and pedestrians would be protected by trees and unobtrusive bollards (see the New Islington example opposite). The central reservation would include a double row of trees integrated with column lighting, and carefully

positioned seating to create an uncluttered streetscape. The Boulevard would include three signalled pedestrian crossings on the cross-valley pedestrian routes at the former Odeon site, Westholme Street and Longside Lane. However it would be possible for pedestrians to cross anywhere on the street, this mixing of cars and pedestrians being one of the factors that will calm traffic. The carriageway surface will also change colour to mark the route of the boulevard through Orchard Square.

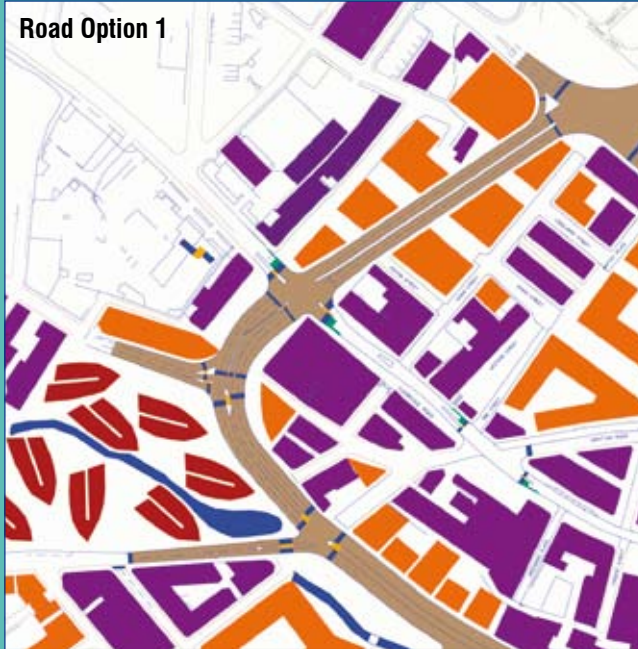
Paradise Street



Central to all of the traffic proposals is a new road link between Drewton Road and Thornton Road. This has been given the name Paradise Street referencing an existing street in the area. The position of this new road is constrained by land ownership, existing buildings and the gradient of the slope. As part of the NDF three potential routes have been explored as illustrated on the following page.



Plan of proposed Thornton Boulevard



A traditional Parisian Boulevard reconciles a range of competing pedestrian and vehicle needs

Option 1: The first option is based on a cross roads at the Drewton Road junction from which the new road cuts diagonally across the hill. Of the three options this has the greatest traffic capacity and deals well with the gradient. It does however channel most of the Drewton Road traffic onto Thornton Road meaning that it will exceed 40 000 vehicles a day. It also has the disadvantage of creating a series of triangular sites which will be difficult to develop.

Option 2: The second option staggers the junction. This allows the new road to run directly down the hill in line with the existing street grid. The gradient of this road is steeper but, with some regrading at the bottom of the hill, could be made to work. It has less traffic capacity and there remain some technical concerns about stacking distances between the two junctions on Westgate. It does however help to distribute the traffic more evenly over the street network.



Option 3: The third option was the one favoured by the Goitside Masterplan - namely to loop the ring road westwards to the City Road junction. This creates a longer route but takes the traffic away from residential areas. Provided that the possibility of rat-running can be controlled this could be the best solution.

Delivering a technical solution to the best route for this road is a complex process based on feasibility testing and traffic modelling. It has not been fully resolved as part of the NDF and requires further work. The illustrations used in this document are based on Option 2. However if Option 3 were feasible this would probably be preferable.

Paradise Street will need to be designed as a more engineered, dual carriageway than Thornton Road with pedestrian barriers. This is partly to maintain its traffic capacity. However it is also necessary to create an all-turnings junction with Sunbridge Road. If this is not done there is a danger that Sunbridge



Bilbao Spain: Careful design of a boulevard creates a pedestrian friendly street



France: An alternative to intrusive barriers

Road could become isolated. The junction with Thornton Road is handled as a bend so that traffic carries straight on down Thornton Road without needing to turn left (or right for outwards traffic). This helps to achieve the necessary traffic capacity and its impact on the townscape of the area would be mitigated by promoting developments on the two corner sites with building lines that pick up on the curve of the street.

Sunbridge Road



View of Sunbridge Road at one of the major junctions looking eastwards



Plan of proposed Sunbridge Road designed as a high street

Sunbridge Road



Sunbridge Road could become the 'high street' for Goitside bringing together the Urban Village to the north and the creative and knowledge uses to the south. A high street is a street that carries a reasonable amount of through traffic together with bus routes but which is also a lively place to be with shops and other active uses. The NDF proposes a public realm scheme to reconcile these different needs by widening pavements, slowing traffic and changing the surfacing of the street.

The carriageway should be narrowed to one lane in each direction to create a more pedestrian friendly atmosphere and to allow pavement cafes. The narrower carriageway is kept free of obstructions by restricting vehicle movements and creating bays for parking, bus stops and servicing.

This allows traffic to flow smoothly but at low speeds. The proposals include some short stay on-street parking to encourage shops on the street. At the main junctions the proposals include speed tables that would be designed to create the feel of crossing a square. These would be slightly raised with different surfacing and would incorporate seating areas and street trees. These squares tie in with the cross valley routes described below. The buildings on Sunbridge Road will be encouraged to develop active ground floor uses such as cafes, shops, galleries and restaurants.

These public realm improvements should be of the highest quality because, more than anything else, the treatment of Sunbridge Road will be a catalyst for the development of the creative and cultural quarters. It should be linked to a new image for the area and a marketing campaign to establish a strong creative image for the neighbourhood.

Cross Valley Routes






The east/west routes may be the most important for traffic movement. It is however the north/south routes across the valley that are potentially the most important for pedestrian movement. The City Centre Masterplan sought to address this with a new bridge over the valley to connect the College and University with the Goitside. In the absence of this it is important to encourage pedestrians to cross the area on foot. The prize if this can be achieved is the greater use of the city centre by the 16000 full-time students on the Higher Education Campus.

The routes on the southern side of the valley will be improved through the creation of Becksid Park. These routes link to surface level crossings over Thornton Road. On the northern side of the valley the routes will benefit from the Goitside Courtyards and the Sunbridge Road improvements. All that is needed are improvements to the small sections that remain of these routes. It is suggested that the main element should be a uniform lighting system to greatly increase the illumination of the area. It is also important to include these routes in the proposed city centre legibility and signage strategy.

Neighbourhood Development Framework



KEY

-  Proposed new buildings
-  Proposed refurbished buildings
-  Site Boundary



RECOMMENDED APPROACH: Development Framework

These projects come together on the plan to the left to form the Development Framework for the Neighbourhood. In addition to the 16 projects summarised to the right, the development framework includes other pipeline schemes in the neighbourhood and shows a vision for the Valley Neighbourhood as it could be in 2020.

This will not happen unless targeted action is taken in the next few years to maintain and guide the momentum of regeneration in the area. The following section of this Neighbourhood Development Framework therefore identifies four priority interventions to kick-start the process. These Priority Interventions highlighted in orange to the right are:

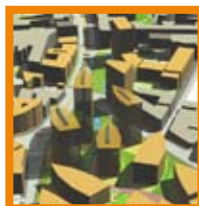
- Listergate (inc. Bradford Science Park)
- Becksid
- Goitside Urban Village
- Sunbridge Road

This does not mean that other projects are not as important. The implementation of the Paradise Street/Thornton Boulevard scheme, for example is crucial. This however will take time and it is important not to predicate projects on the completion of the road. The proposed Priority Interventions have therefore been selected as catalytic projects that can start straight away.

Urban Living



1. Goitside Urban Village: The creation of a residential community north of Sunbridge Road.



2. Listergate: A landmark residential scheme at the tip of the former Gasworks site.



3. Westholme Street: Waterside residential development including conversions and newbuild



4. Valley Courts: A series of landscaped residential courts along Thornton Road.

Creativity + Knowledge



5. The Arc: A model creative workspace on Sunbridge Road.



6. The Knowledge: The first of a series of incubator buildings for knowledge business.



7. The former Alexandra Hotel: A new building for Bradford College.



8. Bradford Science Park: A city centre science park on the western part of the former Gasworks.

Living Landscapes



9. Becksid Park: The creation of a linear park along the Beck.



10. Orchard Square: A new gateway square at the western end of Thornton Road.



11. Goitside Courts: A series of intimate courtyards along the Goit.

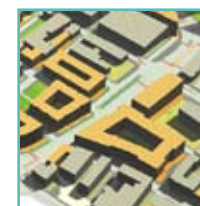


12. Urban Village Greens: A series of new public spaces in the heart of the Urban Village.

Quality Streets



13. Thornton Road Boulevard: The creation of an attractive tree-lined boulevard.



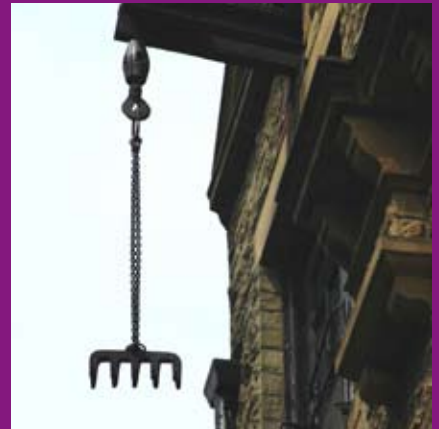
14. Paradise Street: The creation of a new road from Drewton Road to Thornton Road.



15. Sunbridge Road: Public realm improvements along Sunbridge Road.



16. Cross Valley routes: Environmental works to the north-south routes.



5 Priority Interventions

Listergate 101

Beckside 103

Goitside Urban Village 105

Sunbridge Road 107

Outline Implementation Plan 108

Delivery 109



The Odeon

Sunbridge Road

The University

The Knowledge

Orchard Square

Beehive Mill

Listergate Housing

Listerhills Student Village

PARADISE STREET

Bradford Science Park

PRIORITY INTERVENTIONS:

Listergate

Description

Listergate is proposed as a priority intervention to create a landmark development at an important gateway into the Valley Neighbourhood and the city centre. The site is identified in the City Centre Design Guide as a potential location for a 'Star' building and as part of a tall building zone. The fact that the majority of the site is in public ownership and is potentially available for development, means that there is the opportunity for a flagship development on the site that will really put the Valley on the map.

The proposals are in two parts. The western part of the site is proposed as the Bradford Science Park (Project 8). This would contain a series of contemporary buildings of the highest quality within a rich landscape setting for knowledge companies arising out of or wanting to be near to the University. The second part of the scheme (Project 2) includes a series of residential towers on the eastern part of the site, creating a landmark development and a gateway to the city.

Purpose

There are three purposes for this scheme:

- To provide high-quality accommodation for knowledge based companies thereby using the University as a catalyst for the regeneration of the Bradford Economy.
- To provide up-market residential accommodation to encourage people with spending power to live in the city centre.
- To create an iconic gateway development to transform the image of the Valley Neighbourhood and Bradford City Centre.

Catalytic Impact

An iconic landmark development in this location will reinforce the image of Bradford as a successful developing city. The Science Park also has the potential as a catalyst for the long-term transformation of the city's economy through the development of science and knowledge based business.

Delivery

The development interest in the area means that the residential scheme will not require subsidy. There is the potential to package the two elements of the scheme together to be delivered by a single development partner. This should

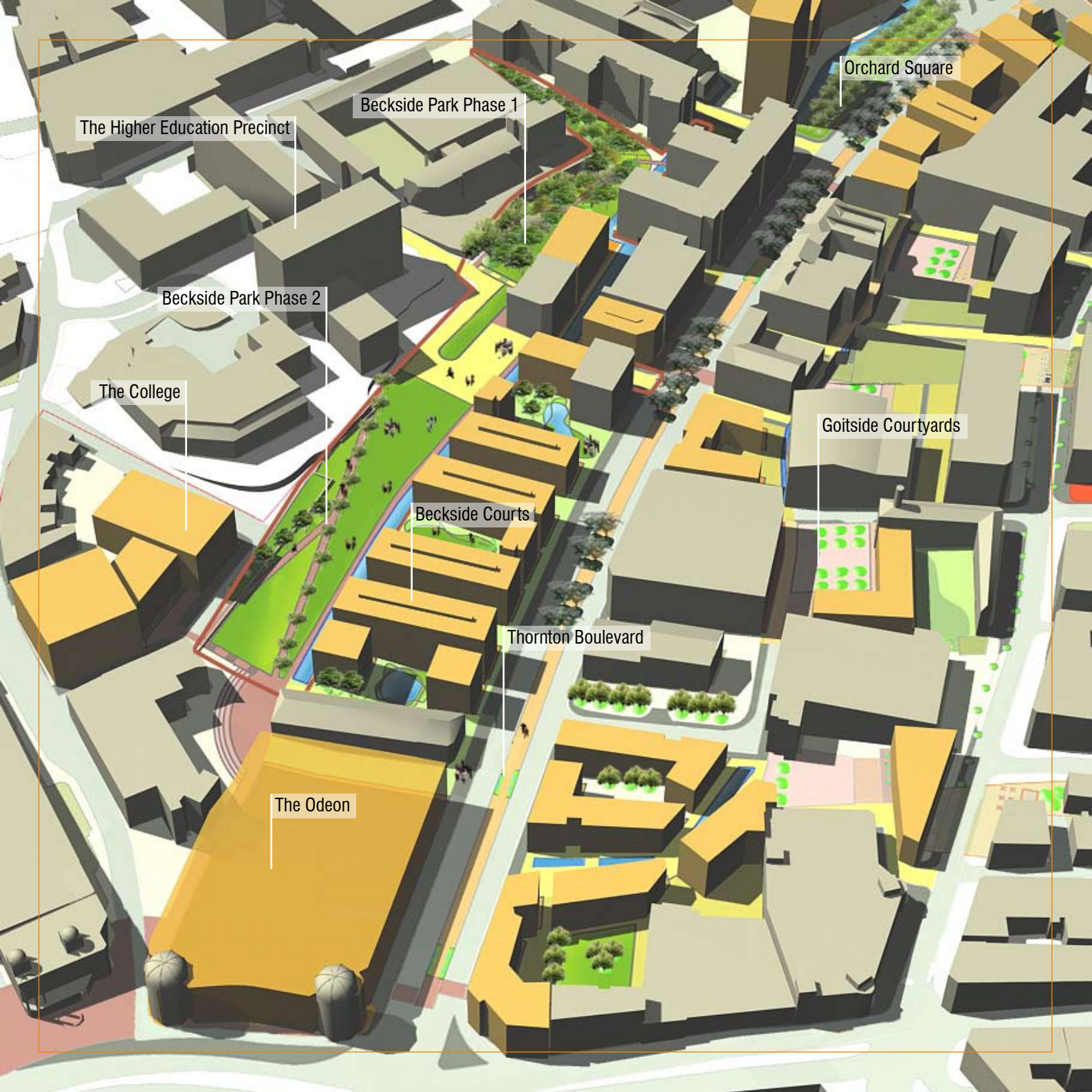
be procured through a design/developer competition similar to the process that has been run on the former Odeon. The appointed developer would work with BCR/BMDC and its partners to masterplan the site in two phases. The first phase could proceed in the short term with the land to the rear forming a second phase once site assembly works have been completed.

Associated Projects

The main associated project is Orchard Square (Project 10) - a gateway public square that will provide a setting for the scheme. The square will also provide a linkage to the Knowledge (Project 6) targeted at smaller scale knowledge uses. The surrounding sites are also likely to be brought forward for development including Beehive Mill and Listerhill Student Village.

Timescales

The project should be exploited through a design/developer competition. A brief should be prepared for first stage submissions by the end of 2006. Following shortlisting in early 2007 a second stage brief would be sent out by March 2007 with submissions by summer 2007. We suggest that the competition is organized as a two stage process allowing a development consortium to be appointed by autumn 2007. The first phase of the development involving residential towers could start late 2008 with the second phase including the science park starting in 2009 following site assembly works.



Orchard Square

Beckside Park Phase 1

The Higher Education Precinct

Beckside Park Phase 2

The College

Goitside Courtyards

Beckside Courts

Thornton Boulevard

The Odeon

PRIORITY INTERVENTIONS:

Beckside Park

Description

The Neighbourhood Development Framework builds on the City Centre Masterplan by proposing a park along the Beck. This is made possible by the reopening of the Beck and making use of the steeply sloping land between the Beck and the Higher Education Precinct. The park is proposed as a contemporary public open space creating links between the Higher Education Precinct and the Valley Neighbourhood as well as recreational space for students to relax. It follows in the tradition of spaces like the Valley Gardens in Scarborough. It will create a linear park linking to the Bowl via the Odeon development and running up the valley to Orchard Square and Listergate linked by a thread of the reopened Beck. It has the potential to provide a frontage for the proposed new college building on the former Alexandra Hotel site (Project 7). The park will also provide a setting to new housing along Thornton Road (Projects 3 and 4).

Purpose

The purpose of the scheme is threefold:

- To transform the environment and image of the Valley Neighbourhood as a spur to the regeneration of the area. This is the same as the purpose of the park in the City Centre Masterplan.
- To improve cross valley routes by creating a safe attractive public realm between Thornton Road and the Higher Education Precinct.
- To create a setting for adjacent development, notably the housing along Thornton Road and the new college building

Catalytic Impact

The creation of the park in phases will catalyse the regeneration of the valley bottom

which is currently the least attractive part of the Valley Neighbourhood. The park will increase the value of neighbouring sites encouraging redevelopment.

Delivery

The Park will be developed in two phases. The first phase from Westholme Street northwards can happen in the short term linked to the development of the Westholme Street mixed use residential scheme. The southern part of the park will be brought forward as a second phase which will be made possible as rising values allow the sites along Thornton Road to be brought forward for development linked to the reopening of the Beck.

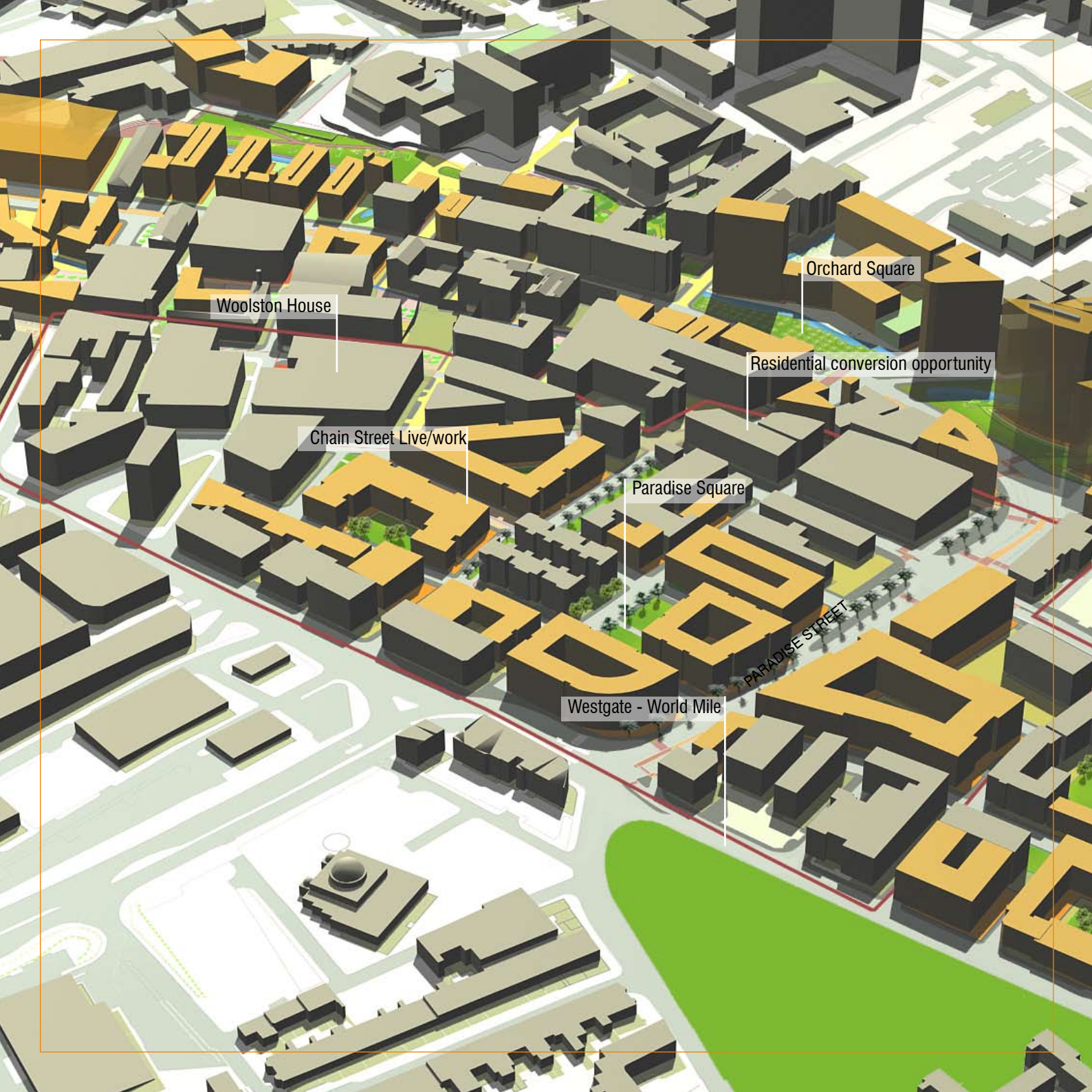
Associated Projects

This is one of a sequence of projects in the Valley bottom running from the redevelopment of the Odeon to the creation of Orchard Square and the redevelopment of Beehive Mill. The scheme is also linked to the boulevarding of Thornton Road that runs parallel to the park and to the development of Westholme Street and Beckside Courts between the road and the park. These schemes are to be designed as blocks within a parkland setting with verdant courtyards linked to the Beck and the planting in the park.

Timescales

The first phase of the development could come forward in 2008-09 following the Odeon Scheme and initiation of Listergate scheme. However, given the need for the rise in site values for development along Thornton Road, it is likely that the delivery of the second phase will be long term, around 2016.

A planning brief needs to be developed for the development of the Westholme Street warehouses sites as a matter of urgency so that potential purchasers understand the connection between the development opportunity and the first phase of the park. The second phase of the park is a longer term possibility and is contingent on decisions by existing landowners. It is likely that this will not come forward until the completion of the Odeon Scheme and the first phase of the park. The structure of the park should be enshrined in the City Centre Area Action Plan so that it has planning status.



Woolston House

Chain Street Live/work

Paradise Square

Westgate - World Mile

Orchard Square

Residential conversion opportunity

PARADISE STREET

PRIORITY INTERVENTIONS:

Goitside Urban Village

Description

The Goitside Urban Village covers the area between Sunbridge Road/Water Lane and Westgate running from Barry Street in the east to Vaughan Street in the west. This includes the Valley Neighbourhood's main existing residential community on Chain Street. It is proposed to introduce further residential property, newbuild and conversion to produce around 1 500 new homes.

The first scheme will be the redevelopment of the Chain Street properties by Bradford Community Housing Trust incorporating live/work accommodation. To the west of this there is potential for newbuild housing on the surface level car parks between Wigan Street and Paradise Street. This will be linked to the development of Paradise Street (Project 14). There are also a range of refurbishment opportunities throughout the area including the Woolston House scheme that has recently received planning consent. The residential development will also be linked to public realm improvements to create a series of village greens including Paradise Square.

Purpose

There are three purposes for the scheme:

- To create a strong, mixed residential community to the west of the City Centre.
- To feed activity onto the Sunbridge Road High Street and the Westgate World Mile to animate these areas, support shops and leisure uses and make them feel safer.
- To transform the market of the central part of Goitside with new squares and public spaces.

Catalytic Impact

The Urban Village has the potential to consolidate the residential market in the Valley Neighbourhood. It will also create a residential hinterland to The World Mile on Westgate as well as feeding into the proposed Sunbridge Road High Street. The

new build schemes will help extend the residential market westwards and will be an important step in realising the Goitside Masterplan.

Delivery

The first phase of the urban village will be the development of the Bradford Community Housing Trust property on Chain Street. The first phase of refurbishment works is on site following which it will be possible to demolish the main Chain Street block and to proceed with a new-build block incorporating live/work units and active ground floor uses. This has been subject to a design competition is currently being developed in detail.

The sites on the east are subject to a decision of the line of the new road.

Following this development briefs can be drawn up for a series of sites tied to the implementation of the road. It is likely that refurbishment schemes such as Woolston House will be bought forward by the market as values rise.

A comprehensive public realm scheme should be prepared for the urban village that can be jointly funded by all of these developments as is happening in Holbeck Urban Village in Leeds.

Associated Projects

The Urban Village incorporates two of the other strategic projects the Urban Village Greens (Project 12) and Paradise Street (Project 14). Associated projects include the residential schemes for Woolston House and High Point which will feed into the village as well as the World Mile project which is part of the Market NDF. The purpose of the World Mile proposal is to create a specialist and culturally focused shopping and leisure destination which will run from Ivegate in the south up Westgate and on into White Abbey Road.

Timescales

The first phase of the project driven by Bradford Community Housing Trust is deliverable at an early stage and it is anticipated that this will start on site in 2007. The delivery of the western part of the Goitside Urban Village depends on a decision about the new road and its alignment. It is important to agree the line of the road so that development can proceed with some certainty even if the funding of the road is not agreed. This should allow the main part of the urban village to be built out between 2007 and 2012.



Speed table squares

Goitside Courtyards

Thornton Boulevard

Sunbridge Road

Goitside Courtyards

Goitside Courtyards

Commercial development

PRIORITY INTERVENTIONS: Sunbridge Road

Description

The proposal is to transform the environment of Sunbridge Road so that it becomes a high street uniting Goitside Urban Village and Goitside Create. The latter is proposed as a creative and knowledge quarter between Sunbridge Road and Thornton Road.

The high street will become a lively place with shops and cafes spilling activity onto widened pavements. Street trees and speed tables will change the appearance of the street and narrower carriageways will slow traffic. As part of the improvements public art should be commissioned and activities promoted to animate the street and to create a strong alternative image.

Purpose

The purpose this project is to stimulate the regeneration of Goitside by:

- Creating a lively 'buzzy' high street where people can meet, get a coffee, and sell their wares and services.
- To generate a lively, counter-culture for the area to send out the message that this is 'the place to be' for artists and creative industries in Bradford.
- To continue to accommodate through traffic and bus services as part of the wider street network.

Catalytic Impact

The Goitside Create area is almost entirely in private ownership. The opportunities for direct public sector intervention are therefore limited. The purpose of the public realm works to Sunbridge Road is therefore to stimulate the market for

creative uses by changing the image of the area. This together with the proposed demonstrator projects - the Arc (Project 5) and the Knowledge (Project 6) will attract creative businesses to the area, creating a market that will encourage building owners to provide creative workspace.

Delivery

The first requirement for the delivery of the strategy is to restrict the residential market in the area. As the market currently stands residential developers will outbid all other uses in the area undermining the scope for creative industries. This should be achieved through planning policy. At the same time Sunbridge Road should be commissioned as a public realm scheme with detailed design work, costings and feasibility. This would be a publicly funded project justified

by the catalytic effect that it would have on the market of the area.

Associated Projects

Sunbridge Road is the first of three public realm works in the Goitside Create area. The other two are the Goitside Courtyards (Project 11) and the Cross Valley Routes (Project 16). These are more long-term because they are partly on private land and also they are less prominent. The two main associated development projects are the Arc and the Knowledge. The Arc is a demonstrator project for creative workspace. It is anticipated that the public sector or its partner would acquire a suitable building and manage it through an agent before selling it on. The Knowledge would be developed through a partnership between the public sector, the University and a private sector partner.

Timescales

The public realm scheme for Sunbridge Road should be included in the briefs currently being prepared for various parts of Bradford. This should be tendered early in 2007 with a costed scheme being developed by Summer 2007 and work being tendered later that year. In parallel with this the planning status of the Goitside Create area and the restriction on new residential development should be incorporated in the City Centre Area Action Plan.

Outline Implementation Plan

Strategic Theme	Recommendation		Timescale	Funding	Responsibility	Partnerships
Urban Living	1. Goitside Urban Village: The creation of a residential community north of Sunbridge Road.		1-10	Developers	BCR	BCHT/ Developers
	2. Listergate: A landmark residential scheme at the tip of the former Gasworks site.		2-10	Developers	BCR	Developers/ University/ CBMDC
	3. Westholme Street: Waterside residential development including conversions and newbuild		1-3	Developers	BCR	Developer/ College/ CBMDC
	4. Valley Courts: A series of landscaped residential courts along Thornton Road.		5-10	Developers	BCR	Developers
Creativity + Knowledge	5. The Arc: A model creative workspace on Sunbridge Road.		2-4	BCR/Developers	BCR	Arts organisa- tions
	6. The Knowledge: The first of a series of incubator buildings for knowledge business.		3-5	BCR/University	BCR	University
	7. The former Alexandra Hotel: A new building for Bradford College.		2-4	College	College	BCR/CBMDC
	8. Bradford Science Park: A city centre science park on the western part of the former Gasworks.		4-10	University/ Developers	BCR	Developers/ CBMDC/ University
Living Landscapes	9. Backside Park: The creation of a linear park along the Beck.		2-10	BCR/ Developers	BCR	CBMDC/ Developers
	10. Orchard Square: A new gateway square at the western end of Thornton Road.		1-3	BCR/Developers	BCR	CBMDC
	11. Goitside Courts: A series of intimate courtyards along the Goit.		2-5	BCR/Developers	BCR	CBMDC
	12. Urban Village Greens: A series of new public spaces in the heart of the Urban Village.		3-5	BCR/Developers	BCR	CBMDC
Quality Streets	13. Thornton Road Boulevard: The creation of an attractive tree-lined boulevard.		3-6	CBMDC/ Developers	CBMDC	Highways Agency
	14. Paradise Street: The creation of a new road from Drewton Road to Thornton Road.		3-7	CBMDC/ Developers	CBMDC	Highways Agency
	15. Sunbridge Road: Public realm improvements along Sunbridge Road.		1-3	BCR	BCR	CBMDC
	16. Cross Valley routes: Environmental works to the north south routes.		2-5	BCR	BCR	CBMDC

PRIORITY INTERVENTIONS: Delivery

The delivery of the Valley Neighbourhood Development Framework will take up to 15 years. The 16 projects identified in this document all play an important role in the vision for the Valley Neighbourhood. It is therefore important that a delivery plan is drawn up for all of the projects as part of an overall strategy to regenerate the area. The real work in the regeneration of the neighbourhood will be done by the market. It is therefore important to change the image of the area, to increase demand from occupiers and to raise property values to encourage private developers. This is already happening with developments such as Beehive Mill, Listerhills Student Village, Woolston House and High Point all recently receiving planning consent. In addition to this the winner of the Odeon competition is about to be announced and a major commercial scheme is being prepared for the Godwin Street/Thornton Road corner. The adoption of this NDF should give confidence to the market encouraging these developments to be implemented.

The four priority interventions are designed to consolidate and shape this existing activity. Two of the interventions are major development schemes where

there is already market demand. The designation of the Goitside Urban Village will help stimulate the residential market and the Listergate Design/Developer Competition will provide a major flagship development similar to the Odeon. The other two interventions are public realm projects designed to change perceptions of the area. The first phase of Becksid Park phase is achievable in the short term and will create a framework for the realisation of the wider park and Orchard Square as opportunities present. The Sunbridge Road scheme is a potential shop window for the neighbourhood drawing out the influence of the city centre and establishing a strong creative image.

Following this first phase of activity delivery can become more market-driven with S106 contributions used to implement future public realm projects with the public sector providing a coordination and land assembly role.

Planning Policy

This later phase of implementation needs to be supported by planning policy. It is proposed that this will happen through a City Centre Area Action Plan. In the Valley

Neighbourhood this needs to enshrine the overall strategy as well as a developer contribution formula for public realm and highway works.

The Link Road

The Paradise Street link road and the boulevarding of Thornton Road is the one key project that has not been included in the priority interventions because of its scale and complexity. Previous schemes for the road have been costed in excess of £20 Million and it is unlikely that this can be funded from either Department of Transport or Council funds. If the road is going to happen it will need to be scaled-down to a level that can be funded through regeneration monies. The strategy is therefore to reduce the scale of the road in line with the Quality Streets theme to a point where it can be achieved for a budget of around £8 Million. This would create a possibility of funding the road through a combination of land receipts from council owned development sites opened up by the road, developer contributions and public subsidy. This needs to be the subject of a more detailed design, costing and feasibility study.



Vision 2020

Emerging from the Odeon development in 2020 a vista opens up along a terraced park stretching up the valley of the Bradford Beck, babbling in its channel to our right. The grassed terraces are full of students relaxing in front of the new college building and the University. Over the Beck people sit on balconies hung with vines overlooking green courtyards.

A footbridge over the Beck takes us onto one of the improved routes across the valley and we follow a steady flow of people heading towards Goitside. Thornton Road is busy with traffic but we cross easily to the central reservation. To our left we glimpse the shining towers of Listergate - of which more later. For now we are looking for lunch in Goitside Create. The sound of music draws us into one of the courtyards where people are eating alfresco next to the Goit. A series of tiled wall panels – part of one of a series a public art project specially commissioned for the area – draws us up Vincent Street. We reach Sunbridge Road dappled with sunlight through the maturing street trees. We choose one of the street cafes for lunch and sit watching the life of the street and the artwork for sale in one of the galleries that has opened up on the street.

After lunch the gallery owner suggests we visit the Chain Street gallery, part of a live/work scheme where many of her artists live. Continuing up Vincent Street we cross Grattan Street into Longcroft Place a peaceful oasis of space with



Bradford Science Park:

An urban science park on the western part of the former gas works site for larger knowledge-based companies.

Listergate:

A landmark residential scheme on the eastern part of the former gas works site.

Orchard Square:

A new gateway square at the western end of Thornton Road.

The Knowledge:

The development of the first of a series of incubator buildings for knowledge-based businesses in Goitside.

Westholme Street:

A waterside residential scheme – new build and conversion on Thornton Road.

Valley Courts:

A series of landscaped residential courts along Thornton Road.

Beckside Park:

The creation of a linear park along the Beck.

The Former Alexandra Hotel:

A new college building fronting Great Horton Road and the new park

**Paradise Street:**

The creation of a new road link from Drewton Road to Thornton Road.

Urban Village Greens:

A series of new public spaces in the heart of the Urban Village.

Goitside Urban Village:

A new urban residential community of up to 1 000 homes

The Arc:

A creative workspace conversion of a building on Sunbridge Road

Goitside Courtyards:

A series of intimate courtyards along the Goit.

Sunbridge Road:

Environmental improvements to create a lively high street for the urban village and Goitside Create.

Cross Valley routes:

Environmental works to the north south routes.

Thornton Road Boulevard:

The creation of an attractive tree-lined boulevard with a central reservation for cyclists and pedestrians.

children playing. All around the good weather has bought people out of their apartments and on the streets and balconies people pass the time of day. We find the Chain Street Gallery which is part of a live/work scheme providing housing and studio space for artists. A number of artists are working in the courtyard and, after visiting the gallery, we pass through the courtyard emerging onto the World Mile in Westgate bedecked with banners. Passing Polish, Italian and Indian restaurants we reach the junction of Paradise Street. The street is busy with traffic but the wide pavements, street trees and apartment blocks that line the street make it pleasant to stroll down the hill to the towers of Listergate sparkling over the roof tops.

The Bradford Science Park has recently welcomed its 20th technology company and is now recognised as a centre of excellence for medical research and development. The science park buildings sit within a landscaped setting with water flowing around and between buildings. People sit and relax in informal groups and there is a steady flow of pedestrians moving to and from the university via Orchard Square which is where we go now. This is perhaps the area where the greatest change has taken place. Bounded by the towers of Listergate, Beehive Mill and the Listerhills Student Village, the square with its formal orchard and flowing Beck undoubtedly ranks alongside spaces in any great European city which is what Bradford has become. As befitting a European city the graceful Thornton Boulevard takes us back towards City Hall and the end of our tour.

