

## ROSE HILL HOUSING MARKET RENEWAL AREA MASTERPLAN SUMMARY

The strategic rationale for regeneration in Rose Hill, as set out in the Baseline Study, is to stimulate the housing market with the development of a major new economic investment in a sustainable community. The aim will be to develop a legacy of housing regeneration of which residents and investors will be proud. The rationale is also one of values that are at the heart of a sustainable community, the value of where people want to live and work, that offers to meet their diverse needs and offers a high quality of life and services. Good housing, excellent schools, and good cultural provision will attract residents and businesses, bringing together new and existing communities.

The draft plan builds upon existing beneficial activity in the area. The aim is to help raise aspirations and reach potentials. Historically the significant presence of manufacturing has left the legacy of the townscape, tight streets arranged in a grid plan lined with narrow terrace housing. But as the manufacturing processes have evolved over their economic life, so too has the streetscape transformed.

The fringe between the workaday light industrial area and the mid-nineteenth century housing that was built as workers' housing opens up an area with the potential for new development at a higher density than is present now.

**There is a proposal for high quality private and affordable homes tied together with a green necklace of courtyards and public open spaces.**

### Key objectives addressed by the Masterplan

#### Gateways

The key objective of the creation of gateways is to establish the important nodes found in the public domain. Nodes and gateways promote the social role of the street. These can be shops in the Normanton Road or bus stops along Osmaston Road. They capture the network-creating capacities of street-life to ensure a balance between “movement space” and “exchange space”, between safe slow streets and more fluid traffic. Getting the right balance between “movement space” and “exchange space” in urban form needs to be considered much more than it is now, especially regarding the relationship between local levels of trading activity and levels of social cohesion. Based on the simple idea that people who meet regularly to exchange goods and services are more likely to develop a sense of trust and familiarity, gateways and nodes extend well beyond the neighbourhood and help underpin better local forms of character and identity.

#### Cohesion and tolerance

This objective puts the safety and mobility of children at the heart of the design.

This is pretty much a reversal of post-war planning thinking which made the agile motorist the king of the road. The potential for a new school in Rose Hill with integrated management and maintenance of public open green space should be taken as a start point. A new school can play a crucial role in securing the success of any new development in the community. The playground and park should be an integral part of the community's open space, accessible all hours of the day. What is needed is a more nuanced appreciation of community defined by freedom and safety. Children have a deep sense of emotional loyalty to the familiar landscapes of parks, playgrounds, and streets. A school acts as a hub for enhancing networks and social mix. Schools can be the location for the connectedness and playfulness in the area, as well as the places of learning.

The masterplan maps proposed key structuring routes, new greenways, new public realm, new nodes points of connectivity

## Issues to be addressed in the masterplan

monotony of streetscape - *needs to change to diversity.*

lack of local identity - *needs to turn into a sense of place.*

lack of legibility - *becomes clarity.*

barrier to movement created by railway line - *becomes ease of movement.*

industrial uses - *light industrial units and area to be improved.*

poor quality housing stock - *improvement to quality (existing and new dwellings).*

*Emphasis on design - layout, security, energy efficiency, etc.*

lack of housing choice - *under the options for change changes to diversity.*

poor open space provision - *more green space to be provided.*

limited retail provision - *will evolve to become diversified choice.*

high crime - *housing areas will evolve into less 'stressed housing'.*

Addressing unpopularity is as important as determining the use of housing. This issue highlights the desire to improve the quality of life for the residents of Rose Hill by bringing empty properties quickly back into use through the creation of allotments and small parks on under utilised land; by providing new infill housing, and the sale of some empty property to developers for refurbishment for sale or rent. The shared goal is a quick turnover with the involvement of the local residents.

The consultation responses highlighted that the implications of anti-social behaviour were seen as having implication for all the proposals: that defacing the streets and buildings was a way of rubbishing the environment and making the passer-by feel intimidated.

Although the businesses in the industrial area are well utilised and varied, there is a discontinuity in the way that the streets and spaces are currently being used: the side streets are insalubrious and full of rubbish. Seemingly private zones around the back of buildings or side streets are less valued and irresponsibly used. Near-by Shaftesbury Sports Centre is an attractive place to play, but it is not an "open" accessible green space. It is surrounded by a 2m spiked, metal fence.

Bringing previously under utilised sites or places into use for the benefit of the community requires a

holistic approach to physical regeneration in Rose Hill. Whether they are issues of residential or commercial use tackling the need for wider provision is vital. Overcoming the spatial barriers and improving connections to the region are key objectives.

## OPTIONS

**Option City Park:** This proposal shows locations for redevelopment spread across Rose Hill like a carpet. It develops existing under utilised sites, some of which are council owned properties. Site selection is derived from the physical conditions assessment. Some sites are earmarked for housing redevelopment. Others might be used to encourage community gardens as a way of bringing something of value and enhancement back to the neighbourhood. These would be small-scale allotments, neighbourhood areas of play, or gardens of solace in the city. Small community gardens tended to by the neighbours can be fundamental for re-balancing local temperament through participation.

**Option City Urban with Green Necklace:** This proposal shows maximum intervention of new housing development, a leisure and well-being facility on the school site on Pear Tree Street, and a necklace of new green public spaces. This proposal suggests demolition of terraced housing and the school. Details illustrate the reconfiguration of housing and vehicular access into high density contemporary mews-like schemes; higher density of housing configured in smaller blocks with a green necklace public realm strategy. The green necklace suggests street improvements that allow pedestrians, cycles and cars a safer and slower pattern through Rose Hill. The green necklace also represents small local parks and areas of play. The leisure/ well-being facilities large indoor sport and recreation provision with parking, and a high quality and innovatively designed children's play area.

**Option Urban Arboretum:** This proposal draws on the refurbishment and redevelopment of new housing development taking advantage of existing council owned property as well as property in poor condition. This suggests demolition of private and some social housing, replaced by redevelopment of housing and vehicular access into high density contemporary mews-like schemes configured in smaller blocks with a green public realm strategy. The public realm strategy includes new pedestrian and cycle routes, environmental improvements to Arboretum Street, Ivy Square, a toucan crossing across Osmaston Road.

**Public realm cohesion strategy:** The art of creating successful neighbourhoods must go beyond the physical process of urban planning and architectural design, for in the long term a place can only flourish if it is well connected e.g. with Osmaston and enjoys a diverse social infrastructure. Good connectivity not only makes a significant contribution to the physical sustainability of new development but will also underpin the economic and social vitality of existing neighbourhoods by making good links with adjacent areas of the city. The public realm strategy is about patterns of movement. It is concerned with

how places and buildings encourage people to interact and move about. Well-designed movement patterns at the neighbourhood scale will directly make possible the richer social dynamic that is so often overlooked. Social value improves when people can connect to others.

The public realm strategy appears in all three of the Options shown in this exhibition. The new street circulation pattern illustrates ways of making it easy to get from one place to another. The green necklace suggests street improvements that allow pedestrians, cycles and cars a safer and slower pattern through Rose Hill. The green necklace also represents small local parks and areas of play.

## A blueprint for change

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It is also proposed to bring about a new connectivity between community facilities held together by a '**Green Grid**', a new armature of enhanced public realm linking community centres and places of worship with parks and schools. This will allow children, pedestrians and cyclists to find their way through Rose Hill at a safer and slower pace. Cars would not be banned from these streets which would be lined with trees. Likewise the design and layout will give the neighbourhood a distinctive feel: materials, colours and foliage will define the Arboretum Quarter. The 'Green Grid' will provide for way-finding through the naturalistic landscape and offer privacy and a green buffer along otherwise busy streets. The 'Green Grid' is a network which allows different systems to come into play to create a safe means to move through Rose Hill. Children can find their way to and from school by walking or cycling along a greenway (a 20 mile

an hour road network designed for traffic calming and pedestrian safety) which is punctuated by community organisations and services, places of worship, and places of play, which are all participants in the endorsement of a safe and salubrious environment. The 'Green Grid' supports learning, sports and leisure, and community involvement.

The Normanton Road armature calls for looking at different strategies for combining and alternating commercial and community uses. Commercial areas are primary places of urban change, areas of town that can accommodate exceptional activities. This linear armature requires further research to promote change, perhaps faster communication and transportation systems, enabling experimentation. This depends on establishing important nodes and gateways to capture the social role of the street. Enhancing the gateway quality of Normanton Road will enable a new balance between movement space and exchange space between levels of trading activity and levels of cohesion. Based on the theory that people who meet regularly to exchange goods and services are more likely to develop a sense of trust and familiarity, enhancing the Normanton Road gateway is crucial to its success. Pear Tree Road houses physical institutions: the library and the police station, for example, are charged with memories and codes of activity essential to identity. These require enhancement. This armature uses culture during the growth process to help gain buy-in by existing communities to foster and identify the elements of local sense of place, and ensure distinctiveness and quality of new development.

The 'Carpet' diagram allows for incremental development to occur. It suggests developing under utilised sites, some of which are already in Council ownership, as a quick win solution. Some of the sites are earmarked for infill housing. Others might be used to encourage community gardens or allotments as a way of bringing something of value back into the neighbourhood.

The Osmaston Road armature is a change-fostering place focusing on the Arboretum and the pottery factory. Here the primary values are pleasure and leisure, consumption and display. These aspects require further research to suggest fresh recombinations that would better promote their activities, and increase attractiveness. There are significant untapped opportunities, particularly along the east side of the Arboretum where access to cultural tourism can be enhanced. The Arboretum and the Royal Crown factory together are under utilised and are suitable for expansion: good quality open space combined with the opening up of a local manufacturing source for a wider range of visitors.

During the process of new housing development, support and protection of dedicated cultural facilities is crucial. The Arboretum is charged with the maintenance of a living memory of the landscape, sculpture and design. The pottery factory reflects the significance of the domestic realm. Their visual heritage is important to the community's sense of place and continuity, and require considerable care. They are symbolic signature-markers of Rose Hill.

The draft masterplan recognises the importance of culture to the regeneration and growth of Rose Hill.

The Vision Plan for Rose Hill shows:

- areas of new housing (largely in the southern part of the area).
- areas of intensified commercial activity
- community' includes possible health and schools (community always connected with green ways or green necklace)
- open space and green ways
- intensified cultural tourism
- key structuring routes
- new public realm
- ring road extension
- potential for commercial activity
- pedestrian route linking Rose Hill and Castleward
- conservation area boundary