

4.8 Illustrative Masterplan

Shrub Hill will be Worcester's exemplary mixed-use urban Quarter. The Quarter is an extension of the City Centre and is endowed with excellent connections at the local, regional and national levels. It is a celebration of the City's great industrial and entrepreneurial spirit and home to an exciting ecology of makers, professional and creative industries. The employment element will co-exist with new homes, concentrating around a re-energized canal.

Shrub Hill will demonstrate the benefits of a sustainable Quarter which exploits the synergies between its land uses, leverages the competitive advantage created by its high quality public realm and promotes the transition from private car to walking and cycling.

The Quarter develops along a strong central spine which connects Shrub Hill Station and the City. It is a unifying element gently curving along its length and revealing different assets along the way: the profile of the Malvern Hills and the City skyline, the Great Western Hotel, Vulcan Iron Works and the canal. The link is a structural element of the masterplan and a fundamental tool to promote the physical and visual integration of the Quarter with the City.

This symbiotic relationship between Shrub Hill and Worcester should also be kept in the foreground, as the Quarter will complement and enhance the City's offer, acting as a business card for Worcester and as a sustainable growth engine and helping the city to retain and nurture its talent.

This connection will be further reinforced with better connectivity with the canal towpath, new pedestrian and cycle links to the east of the railway tracks, a new pedestrian bridge across Tolladine Road, increased permeability of the eastern edge of the St Martin's Quarter and improved crossings on Tailow Hill.

The creation of the main green axis will be supported and reinforced by a series of new routes delivering a permeable Quarter punctuated by a network of public spaces offering generous opportunities for amenity to users, visitors and residents. This includes a series of linear parks bringing more green into the development and opening key views to local and city landmarks, strengthening the identity of Shrub Hill.

The layout is generated from natural and desirable movement routes and view corridors, reinforcing and activating the new east/west green spine as well as opening up to the canal from both sides and creating new open spaces and development sites that relate to the water and new public open spaces.

Alongside this, building typologies will reflect the wider context of proximity to the city centre and the station, alongside the new place-making character expressed in the open spaces to be created. The design of the new buildings will reflect the existing industrial architecture and the use for instance of repeating gable roofs and brick construction will be encouraged throughout the development area, depending on the scale and use of the built form.

The general building heights range from 3 to 6 storeys with most buildings at 4 or 5 storeys to ensure the retained heritage buildings maintain their visual primacy. The layouts in each character area vary reflecting their specific context, with perimeter and courtyard blocks used on the future sites to the south and west where there is less heritage context.

In the Lower Yard site adjacent to Isaac Maddox House, the need for public open space and the shape of the buildable areas along with the location of the canal and heritage buildings, together require an approach that offers 'pavilion' buildings, residential forms that are free-standing with views around and between them.

These buildings should also offer active uses at the ground floor levels that relate to the canal, the open space, new movement routes and the mixed-use context of the site as a whole. This site expresses many of the essential characteristics of the whole Shrub Hill area in a 'microcosm' and can be an exemplar to the overall development as an early phase.

Within the Upper Yard area new buildings will need to respond to the heritage forms that can be retained and refurbished, which can accommodate a variety of uses. New building footprint sizes and shapes can be varied here to provide a mix of high quality office space, more open workspace and studio spaces or leisure uses space in response to demand over time.

Along the frontage to Tailow Hill new buildings could be brought forward to better define the street edge, although at the canal end of this site development could accommodate a partial set back to create a public space as well as including a marker building at the canal/street junction to identify the development.

There is also a strong opportunity for a marker building at the top of the hill at the junction with Shrub Hill and Newtown Road, which would be seen from several arrival directions without challenging the role of the station building. The marker buildings are shown taking an oval plan form in response to the available space and strong identity of this form at a 'marker' location; however alternative approaches to the plan would be possible.



- Illustrative masterplan example:**
- Residential approx. 37,000 sqm
 - Commercial approx 87,500 sqm
 - Residential parking approx 140
 - Commercial parking approx 380

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