

# MASTERPLANNING

seven.







**A COLLABORATIVE AND CREATIVE  
DESIGN STUDIO WITH  
A NATIONAL REPUTATION  
FOR DELIVERING EXCELLENCE**



# FOREWORD

We thrive on ‘getting under the skin’ of a site and truly understanding how it relates to its context at both a regional and local level.

Each of our masterplans is borne out of thorough analysis to understand the physical setting of a site, be that existing landscape and topography, responding to local character of surrounding buildings, or key views of important heritage assets.

We work collaboratively with stakeholders and planning authorities to develop a zonal and flexible phased strategy to respond positively to local planning policies and the financial aspirations of our clients.



**Ian Chapman**  
BA(Hons) DipArch MArch RIBA  
Director  
  
ian.chapman@sevenarchitecture.co.uk  
0161 236 5655



## OUR MASTERPLANNING TEAM

Ian Chapman, a founding director of seven, is responsible for all our work in this sector. He takes an overview of all projects and remains the key client contact from feasibility stages through to completion.

Seven has three masterplanning teams across the practice that focus on the Residential, Sports, Education and Office sectors. Each studio is led by experienced individuals who have design and technical delivery skills and, importantly, the dedicated support of a competent and hardworking team.

Our studios have extensive experience of exploring concept strategies for regeneration and place making, leading to highly developed masterplans. We work at macro and micro levels and enjoy working collaboratively with our clients and stakeholders to create meaningful environments where people aspire to live, work and visit, no matter how large or small.

To us, a masterplan is an iterative process to develop a framework for future development that establishes key features and guides that set the tone and feel of a specific future built environment. Through careful analysis, research and consultation, we ensure we achieve a clear understanding of a site's relationship to its historic and current day context before we put pen to paper.

We believe it is this preparatory work that forms the basis of a cohesive and flexible masterplan that can deliver true social and economic value.



## OUR PEOPLE



### Ian Chapman

BA(Hons) DipArch MArch RIBA - Director

Ian works across all our offices leading our Masterplanning and Urban Design teams. He works closely with clients and draws on his wide experience to develop masterplans at both strategic infrastructure and detailed site layout levels.



### Simon Parker

BA(Hons) DipArch MArch RIBA - Director

Simon is a Director and co-founder of Seven. He is based in our Harrogate Office and advises education institutions across the UK on their estate strategies, maximising value from surplus land for disposal, and developing their strategic masterplans to guide future development and investment.



### Ruth Sienkiewicz

BA(Hons) MArch RIBA - Associate

Ruth leads a studio in our Harrogate Office and specialises in Commercial and Sports masterplanning. She is our key client contact for several sports organisations across the North of England including the ECB.



### Stephen Last

BA(Hons) DipArch MArch RIBA - Architect & Studio Lead

Stephen leads a studio in our Manchester Office and is highly skilled in developing residential and education masterplans. He is the key contact for McCarthy & Stone's North East region and also a number of local authorities in the North West.



### Zoe Hobson

BSc(Hons) MArch - Architect & Studio Lead

Zoe leads a studio in our Manchester Office and is highly skilled in developing residential masterplans for national housebuilders. She is the key contact for McCarthy & Stone's North West region and responsible for all of their feasibility masterplans.



### Steve Kendall

BA(Hons) DipArch ARB RIBA - Architect

Steve is based in our Manchester Office and specialises in the Residential and Mixed-use sectors. He has extensive experience of creating highly efficient masterplans and works closely several major developers across the North of England including Langtree and OnSide.



EDUCATION / SPORT

- 1 Riseholme, Lincoln
- 2 Park Avenue, Bradford
- 3 Hornbeam Park, Harrogate
- 4 Bowlee, Rochdale



RESIDENTIAL

- 5 Thornhill Road, Steeton
- 6 Retirement Living, Various Locations
- 7 St. James Residential, Warrington



OFFICE

- 8 Burley Bank Road, Harrogate
- 9 Beckwith Knowle, Harrogate
- 10 Lostock Gralam, Northwich
- 11 Mere Grange, St. Helens



MIXED USE

- 12 Endeavour Wharf, Whitby
- 13 Firbeck Colliery, Costhorpe
- 14 Hollinwood, Oldham



RISEHOLME, LINCOLN

Client: University of Lincoln

Working with Deloitte, our role in this instance was firstly to analyse the character of the existing buildings in their setting along with an Assessment of Openness to understand the context of the site and surrounding landscape.

From this analysis work, we were then able to develop an indicative Zonal Plan for appropriate residential development adjacent to the estate access road directly onto the A15 trunk road, and the reuse of the Listed Buildings and certain later buildings within the central cluster around Riseholme Hall.

The Zonal Plan formed the basis of discussions with the Local Authority to determine a broad strategy for the future redevelopment of the Riseholme site.





# BRADFORD PARK AVENUE CRICKET GROUND

Client: BMDC, YCCC ECB



This sports masterplan for the redevelopment and refurbishment was commissioned by City of Bradford Metropolitan District Council, The Yorkshire County Cricket Club and the ECB. Seven was asked to prepare a feasibility masterplan to consider how the stadium might be best utilised and configured as a sustainable sports complex. Our proposal built on the existing features and structures, but added various other elements to bring the overall facility up to date including new community practice nets, upgrades to the pitch, a new community pavilion and refurbishment works to the East Grandstand and a new canopy roof. Work is progressing on a phase by phase basis with the new community practice nets and changing pavilion now complete.



# HORNBEAM PARK

Client: Harrogate College



We have worked closely with Harrogate College for a number of years at their sites in Harrogate and in Hull.

This latest commission is to prepare a residential masterplan for a parcel of land adjoining their Harrogate site at Hornbeam Park with the purpose of gaining Outline Planning Approval for Change of Use and to establish layout and amount of development. The College will then dispose of the development site to a residential developer and to reinvest the proceeds back into the College's facilities.





**BOWLEE, ROCHDALE**  
Client: Rochdale Metropolitan Borough Council



On behalf of Rochdale Metropolitan Borough Council seven was asked to prepare an outline masterplan for Bowlee Park, currently a mix of fields, sports pitches and parkland.

The proposed masterplan would be used to support and promote development of the site to wider stakeholders. Incorporated into the 49.0 hectare masterplan are a mix of use including residential zoning layouts, retained existing sports pitch provision, new cycling circuits, integration of a new Free School Academy, appropriate car parking provision, suitable levels of open space, routes and linkages to the surrounding area.



**THORNHILL ROAD, STEETON**  
Client: Skipton Properties

This masterplan is for residential development on a brownfield infill site within a conservation area in a traditional Yorkshire market town.

The site is a former WW2 munitions testing area in the centre of the settlement and has been used as agricultural grazing land for the last sixty years. The proposed development is for 230 dwellings with a mixture of local occupancy / affordable housing, shared ownership and open market houses with an overall site density of 30 units per hectare.

The layout is based around existing mature trees, hedgerows and dry stone walls which provide the landscape character and defined open green spaces. Existing informal pedestrian routes through the site are formalised and create positive linkages to the conservation area and wider community.





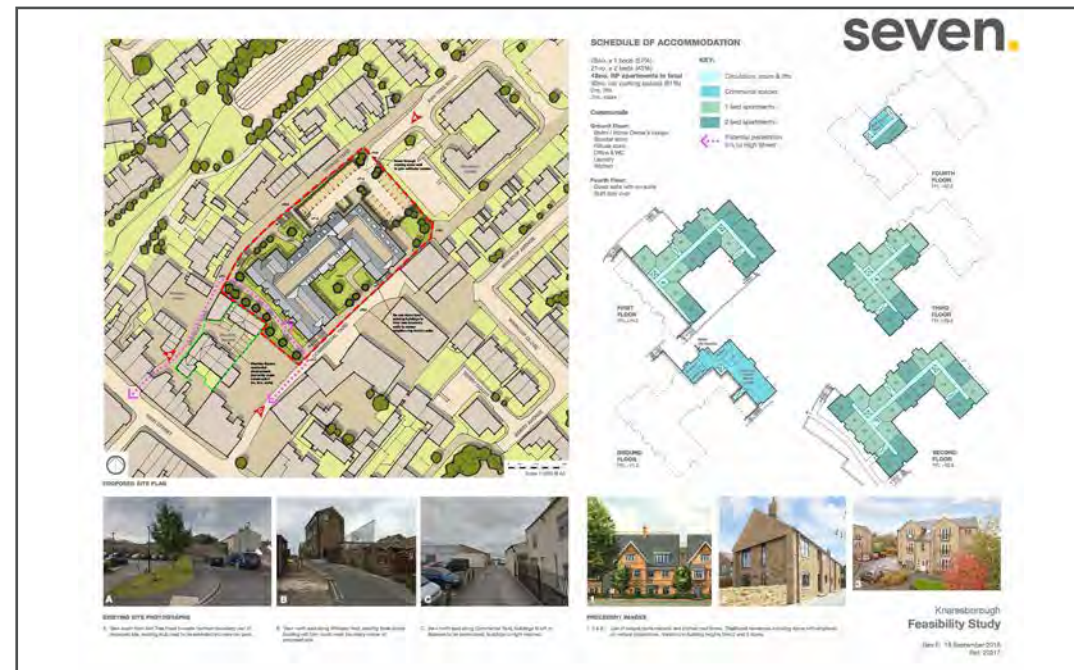
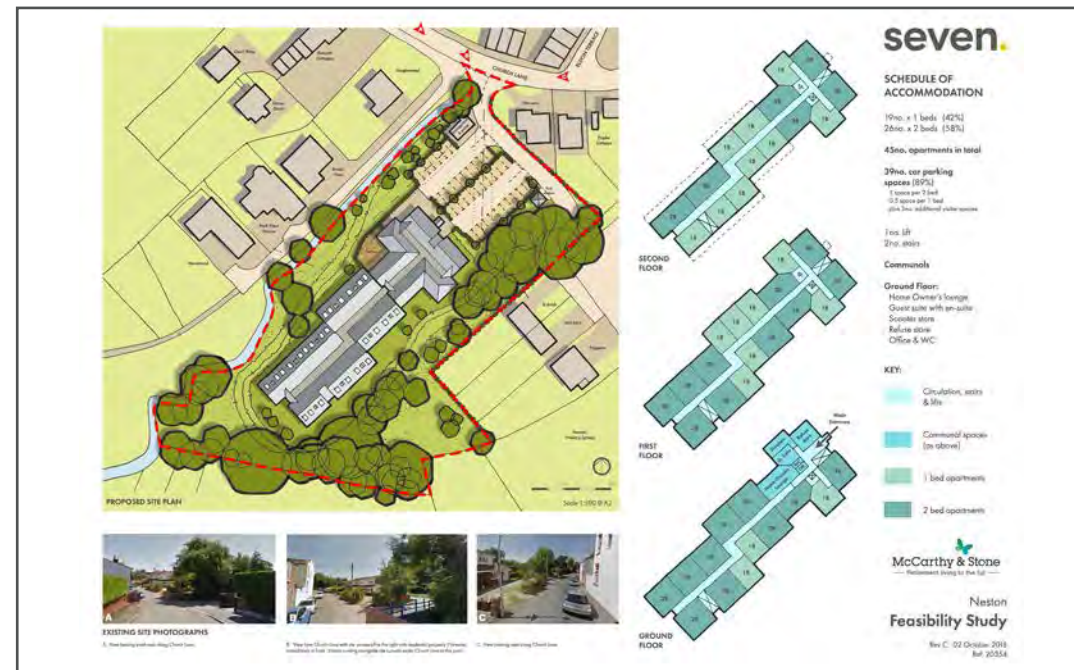
## VARIOUS LOCATIONS

Client: McCarthy & Stone Retirement Living

We have been one of McCarthy & Stone's framework architectural partners for their North West and North East regions for over five years.

Seven has established a standard feasibility masterplan format that provides the exact information that McCarthy & Stone's land acquisition team requires to test the viability of each potential site. This format has now been adopted by all other architectural partners across the regions.

We are provided with a target mix of apartments based on local demand analysis. We then develop the feasibility masterplan following a site visit to assess appropriate massing, physical constraints, and relationships to boundaries and neighbouring properties. Once the feasibility masterplan is complete, it is used for the Pre-Application consultation process.





# ST. JAMES RESIDENTIAL, WARRINGTON

Client: Langtree on behalf of WIRE Regeneration



This commission came from Langtree Property Partners, a developer we are proud to have worked alongside for almost 20 years. As part of their joint venture with Warrington Borough Council (WIRE), this scheme is part of the wider WIRE masterplan centred around St. James' Church with the aim of regenerating the South Warrington and Wilderspool Causeway area of the town. We have been involved with several 'zones' within the wider masterplan, most recently the concept work to extend the existing urban street network to create new residential accommodation on the site of the former Warrington Town FC stadium. The masterplan achieved 163 new homes in contemporary terraces along with apartment buildings and associated car parking provision.



# BURLEY BANK ROAD, HARROGATE

Client: Teakwood Developments Ltd



This commission for Teakwood Developments was to create a masterplan on a 4.5 hectare site to the west of Harrogate, adjacent to Harrogate Army Foundation College. The scheme achieved 160,000sq.ft commercial business space including offices and light industrial accommodation.

The site forms the edge between allocated development land and open countryside, therefore the height and positioning of the larger buildings would be critical to the success of the development.

The masterplan was used to open discussions with the local planning authority and to develop an appropriate landscape strategy to retain as much of the existing hedgerow and mature tree character as possible. By reducing the height of the building towards the open countryside and using a more 'agricultural' building form, we were able to demonstrate minimal visual impact.





**BECKWITH KNOWLE, HARROGATE**  
Client: Teakwood Developments Ltd



Seven was commissioned by Teakwood Developments to prepare a mixed-use masterplan of predominantly office and light industrial accommodation on a 3.5 hectare site to the west of Harrogate town centre. At the time, the site was used as agricultural pasture, but had recently received a draft allocation for Employment Use and would form an extension to the neighbouring Cardale Park.

Integral to our masterplanning work was a visual impact analysis on the agricultural setting and local character of hedgerows, dry stone walls and stands of mature trees. This work informed appropriate massing, height and siting of future buildings, and established a landscape strategy that would offer green buffer screening to visually integrate the proposed masterplan with both existing neighbouring development and the wider open landscape.



**LOSTOCK GRALAM, NORTHWICH**  
Client: Marshall CDP

Situated within the Ward of Shakerley, the Lostock Gralam Parish Council area has a population of approximately 2,317 (2001 Census). The village is predominantly residential in nature, but there are numerous local services including the Lostock Gralam Church of England Primary School, Lostock. Tiny Tots Nursery, a Post Office, an off-licence, a hairdressers and three public houses.

The residential masterplan has been developed to tie in with the layout and character of Stubb’s Lane and the neighbouring Barratt Homes development. The primary vehicular circulation is the extension of the existing road adjacent to the hotel with a new link road back to the primary estate road.

Secondary roads and cul-de-sacs off this route feed into the deeper parts of the site. Road junctions are marked with ‘corner turning’ properties which have two primary elevations providing positive frontage to both roads.





**MERE GRANGE, ST. HELENS**  
Client: Langtree



This commission from Langtree was to establish a masterplan for employment and residential uses alongside the St. Helens expressway corridor linking the town to the M62. The phased redevelopment of this former colliery site will achieve 52,000sq.ft of B1 office and 105,000sq. ft of B2/B8 industrial accommodation and 70 new homes once completed.

In addition to securing Planning Approval for the masterplan itself, our involvement to date has also included the implementation of the development plateau, infrastructure landscape, large ornamental balancing lakes, new road junctions, the estate spine road and the delivery of 52,000sq.ft of new B1 office accommodation across seven buildings.



**ENDEAVOUR WHARF, WHITBY**



This commission was to develop a mixed use masterplan on behalf of a local property owner that followed the existing highway layout to develop the northern bank of Whitby's harbour.

The proposal includes residential and commercial accommodation, a hotel, a new sailing club, new mooring pontoons and a new pedestrian crossing to the south bank of the harbour. The purpose of this piece of work was to instigate discussions with the LPA in formulating a strategy for the redevelopment of this part of the town.





## FIRBECK COLLIERY, COSTHORPE

Client: Langtree

The former Firbeck Colliery in Costhorpe is predominantly covered with large areas of hardstanding with the remains of the former colliery workings and associated administration buildings. Two mine shafts exist in the centre of the site which have been previously capped. The colliery waste heap to the South West was remediated during the 1970s and planted as an extension to the neighbouring woodland and agricultural land. Although a former industrial site, the site benefits greatly from neighbouring mature and attractive woodland to the west and north with further tree planting, public open space and residential accommodation to the east. A number of footpaths from the county park lead towards the site boundary and are picked up by a single path running north / south adjacent to the western boundary. Redevelopment can offer the opportunity to draw these pedestrian routes into and through the site to create stronger and more direct pedestrian linkages.



## HOLLINWOOD, OLDHAM

Client: Langtree

Located at the junction of Oldham Road and the M60, this key gateway site was a former gas works and is now being developed out incrementally.

We have been involved with this masterplan with Langtree for a number of years to coordinate the new highway network to facilitate the proposed development zones, ensure the Planning Approvals are consistent and piece together, and to secure new Planning Approvals as demand comes forward.

The former gas holder has been removed and remediated, the first phase of the new highway is now onsite. The residential, retail and commercial buildings currently have outline Planning Approval and are due to start onsite shortly.





## CATCLIFFE, ROTHERHAM

Client: Langtree

Situated on a former colliery site between Rotherham and Sheffield, this residential masterplan extends neighbouring residential development from the 1990s to create a further 72 homes of various sizes and tenures with associated car parking and public open space. Our input was to develop the scheme for Langtree to secure Outline Planning Approval before selling the site on to specialist residential developers. Working closely with Rotherham Borough Council Planning and Highways Officers allowed us to develop our designs to an agreed level of density that would comply with the narrow street design and low car parking provision that had been promoted as best practice at that time. Whilst that approach has undoubtedly slowed traffic in residential areas, it has also impacted on the potential for future expansion of residential development in terms of fire tender, refuse and delivery vehicle access. Establishing these constraints at the outset of the commission was critical in moving the design forward towards a successful planning outcome.



## NEW CUTT LANE

Client: Jigsaw and Russell Homes

This is a recent masterplanning commission via Jigsaw (an Affordable Housing provider) to develop an indicative layout to establish site density, public open space and car parking provision to comply with the LPA policy requirements and to test the site's viability.

The site has a narrow access route onto the existing highway network, a culvert running through it and also areas of peat which dictated the best position for Public Open Space. The feasibility masterplan can now be used as the basis of Pre-Application discussion with the LPA.





## Seven Harrogate

Clarendon House  
Victoria Avenue  
Harrogate  
HG1 1JD

**Tel: 01423 709 807**

## Seven London

24 Greville Street  
London  
EC1N 8SS

**Tel: 0203 036 0691**

## Seven Manchester

1.3 Waulk Mill  
Bengal Street  
Ancoats  
Manchester  
M4 6LN

**Tel: 0161 236 5655**

## Seven Wales

Y Neuadd Lwyd  
Church Street  
Dolwyddelan  
Conwy  
LL25 0SJ

**Tel: 07772 819 425**