



Oldham GMSF Concept Plans

Bottom Field Farm (Woodhouses) and Land South of Coal Pit Lane (Ashton Road)

Prepared by IBI Group, Amion and JLL



Oldham
Council

CLIENT:	Oldham Metropolitan Borough Council
PROJECT NAME:	Oldham Concept Plans
REPORT TITLE:	Concept Plans Report
IBI REFERENCE:	114313
VERSION:	Rev. V7
ORIGINATOR:	DM
REVIEWER:	GP
DATE:	September 2020

The indicative concept plan and supporting report has been published to illustrate how the site(s) may come forward if developed and to identify site constraints. Please note that these are high-level indicative concept plans. These are likely to change with the preparation of more detailed masterplans and in conjunction with a future developer's planning application.

Since 2019 further evidence has been prepared to inform the allocations within the GMSF and this may have resulted in changes to the indicative concept plans and some of the recommendations in the supporting report. These changes have been reflected in the allocation policy wording and are set out in the allocation topic papers that will be available as part of the GMSF 2020 consultation.

References made in the supporting reports may relate to previous versions of the GMSF. Please see the GMSF 2020 for updated references.

Contents

1. Introduction

- 1.1 Overview
- 1.2 Objectives of the Report

2. Context & Key Drivers

- 2.1 Introduction
- 2.2 Proposed Allocation Site Context
- 2.3 Site Specific Context
- 2.4 Strategic Policy Context
- 2.5 Residential Market Appraisal
 - 2.4.1. Introduction
 - 2.4.2 North West Residential Market
 - 2.4.3 Oldham Residential Market
 - 2.4.4 Local Residential Market

3. Woodhouses (Bottom Field Farm)

- 3.1 Site Context
- 3.2 Site Constraints
 - 3.2.1 Introduction
 - 3.2.2 Hydrology
 - 3.2.3 Services and Utilities
 - 3.2.4 Environment & Landscape
 - 3.2.5 Topography
 - 3.2.6 Contaminated Land
 - 3.2.7 Land Ownership
- 3.3 Townscape Analysis
 - 3.3.1 Introduction
 - 3.3.2 Form and Use
 - 3.3.3 Movement and Access
 - 3.3.4 Urban Grain and Character

3.4 Design Development

- 3.4.1 Introduction
- 3.4.2 Stakeholder Consultation
- 3.4.3 Key Design Parameter and Principles
- 3.4.4 Conceptual Masterplan

4. Ashton Road (Coal Pit Lane)

- 4.1 Site Context
- 4.2 Site Constraints
 - 4.2.1 Introduction
 - 4.2.2 Hydrology
 - 4.2.3 Services and Utilities
 - 4.2.4 Environment & Landscape
 - 4.2.5 Topography
 - 4.2.6 Contaminated Land
 - 4.2.7 Land Ownership
- 4.3 Townscape Analysis
 - 4.3.1 Introduction
 - 4.3.2 Form and Use
 - 4.3.3 Movement and Access
 - 4.3.4 Urban Grain and Character
- 4.4 Design Development
 - 4.4.1 Introduction
 - 4.4.2 Stakeholder Consultation
 - 4.4.3 Conceptual Masterplan

5. Development Consideration and Economic Impact Assessment

- 5.1 Development Considerations
- 5.2 Phasing
 - 5.2.1 Woodhouses
 - 5.2.2 Ashton Road (Coal Pit Lane)
- 5.3 Economic Impact Assessment
 - 5.3.1 Socio-Economic Conditions
 - 5.3.2 Economic Benefits
 - 5.3.3 Construction Phase Employment
 - 5.3.4 Additional Household Expenditure
 - 5.3.4 Land value uplift
 - 5.3.5 Fiscal benefits

6. Conclusions and Next Steps

Introduction

1.1 Overview

The draft Greater Manchester's Plan for Homes, Jobs and the Environment (Greater Manchester Spatial Framework - GMSF) is currently being jointly prepared by all ten of the Greater Manchester local authorities to manage the supply of land for jobs and new homes across Greater Manchester. Although it is anticipated that the majority of growth can be accommodated within urban areas, there is an understanding that additional sites will need to be identified to meet the needs of the growth proposed. Such sites would be outside urban areas, and a result would require the release of the land currently designated as Green Belt. Accordingly, Oldham Council has identified strategic land allocations across the authority that are considered as having the potential to support the GMSF anticipated needs.

To support the identification of the allocations, the council has commissioned the production of strategic concept masterplans in order to inform preparation of the next stage of the GMSF and demonstrate the deliverability of each site.

1.2 Objectives of the Report

This report has been produced to demonstrate deliverability and feasibility of development for the sites at Ashton Road (Coal Pit Lane) and Woodhouses (Bottom Field Farm). Within the report, a baseline level analysis has been conducted, comprising a review of high level opportunities and constraints, landscape and ecology appraisal, and a townscape analysis. Collectively, the analysis and outcomes have informed a set of strategic design principles developed specifically for the site, which have directed the production of the final conceptual plan. Supporting the plan, a demonstration of factors such as yields, development parcels, access, landscape and infrastructure requirements are discussed to further demonstrate deliverability for the site.



Woodhouses Village



Ashton Road and Coal Pit Lane Junction



Figure 1 Woodhouses - Existing Bottom Field Farm Access

2.1 Introduction

Planning for significant scale of change demands that a wide range of existing and potential issues are appreciated, and that appropriate response to these be embedded in the plan. Therefore, the conceptual masterplan for both sites has been produced to acknowledge and respond to an extensive range of contextual factors that represent both constraints to and opportunities for growth and potential development of the site.

For the purpose of this report, this section provides an overview of the baseline research for the site which has directly informed the conceptual masterplan. The analysis has been summarised into the following key themes:

- Allocation Site Context;
- Site Specific Strategic Context;
- Strategic Policy Context;
- Site Constraints; and
- Townscape Analysis.

2.2 Proposed Allocation Site Context

The borough of Oldham is situated in the north-east of Greater Manchester, four miles from Manchester City Centre and covers an area of 55 square miles. Positioned between Manchester and Huddersfield, Oldham has a mixture of environments, ranging from high density urban areas to semi-rural locations. Furthermore, open countryside makes up around half of the borough, along with the south east corner of the borough falling within the Peak District

National Park, providing a unique environment for residents and visitors to take part in cultural and recreational activities. The borough is made up of the main town of Oldham, as well as the districts of Shaw, Royton, Lees, Failsworth, Saddleworth and Chadderton. These proposed allocation sites have an important role to play in meeting the needs of the community in terms of enhancing the environment and providing housing opportunities.

2.3 Site Specific Context

Woodhouses and Ashton Road (Coal Pit Lane) areas are situated within the south of Oldham Borough, close to the River Medlock and the border with Tameside.

The centre of Failsworth is approx. 1.5 miles from Woodhouses and approx. 2.5 miles from Coal Pit Lane/ Ashton Road. Oldham Town Centre is approx. 4 miles from Woodhouses and approx. 2.5 miles from Ashton Road/ Coal Pit Lane. Ashton-under-Lyne is approx. 3 miles from Woodhouses and approx. 2 miles from Coal Pit Lane. A range of local facilities including retail, leisure and education are situated within these locations. The proximity of the sites to bus corridors offer good transport links, providing an opportunity for potential development to benefit from strong accessibility both locally and regionally. In terms of use, residential development and existing community facilities are located adjacent to both sites.

Whilst a significant proportion of Oldham's housing land will come from the urban area through maximising the use of brownfield land, it is recognised that if Oldham is to meet its housing need then the plan will also need to identify larger scale opportunities. In some cases these may need to fall

within the Green Belt.

The positioning of the sites on the edge of settlement area and within a strong housing market provides the potential to deliver a range of high quality housing in an appealing location. It is considered that development of the site would contribute to the diversification of the existing housing stock in the area and the borough as a whole and the delivery of Oldham's housing need.

2.4 Strategic Policy Context

Any scheme will need to accord with relevant policies within the Oldham Local Plan as considered necessary and appropriate. New development will need to provide a broad range of housing to diversify the type of accommodation within the area and the Borough and deliver appropriate social infrastructure to ensure that the needs of new and existing communities are properly met.

New development should also create high levels of landscaping and green infrastructure, including open space, footpath networks and recreation routes that incorporate existing trees, hedgerows and habitat areas, providing a range of formal and informal recreational facilities and providing access to existing public footpath networks and woodland areas. In addition, it should ensure high quality design that is environmentally driven including the use and water harvesting and recycling, maximum energy efficiency through good building design and fuel efficient technology, a significant reduction of car usage and household recycling facilities.

High quality landscaping and multi-functional green

infrastructure within the site will enhance the attractiveness of the scheme and provide opportunities for open space and recreation for residents and people in accordance with locally derived standards.

New development will have to provide good quality highway infrastructure to allow access to the site, incorporate Sustainable Urban Drainage Systems as part of a wider drainage strategy for the whole site to control the rate of surface water run-off and retain and enhance existing recreational routes and Public Rights of Way that run through the site, so as to improve linkages and connections to adjoining communities and countryside.

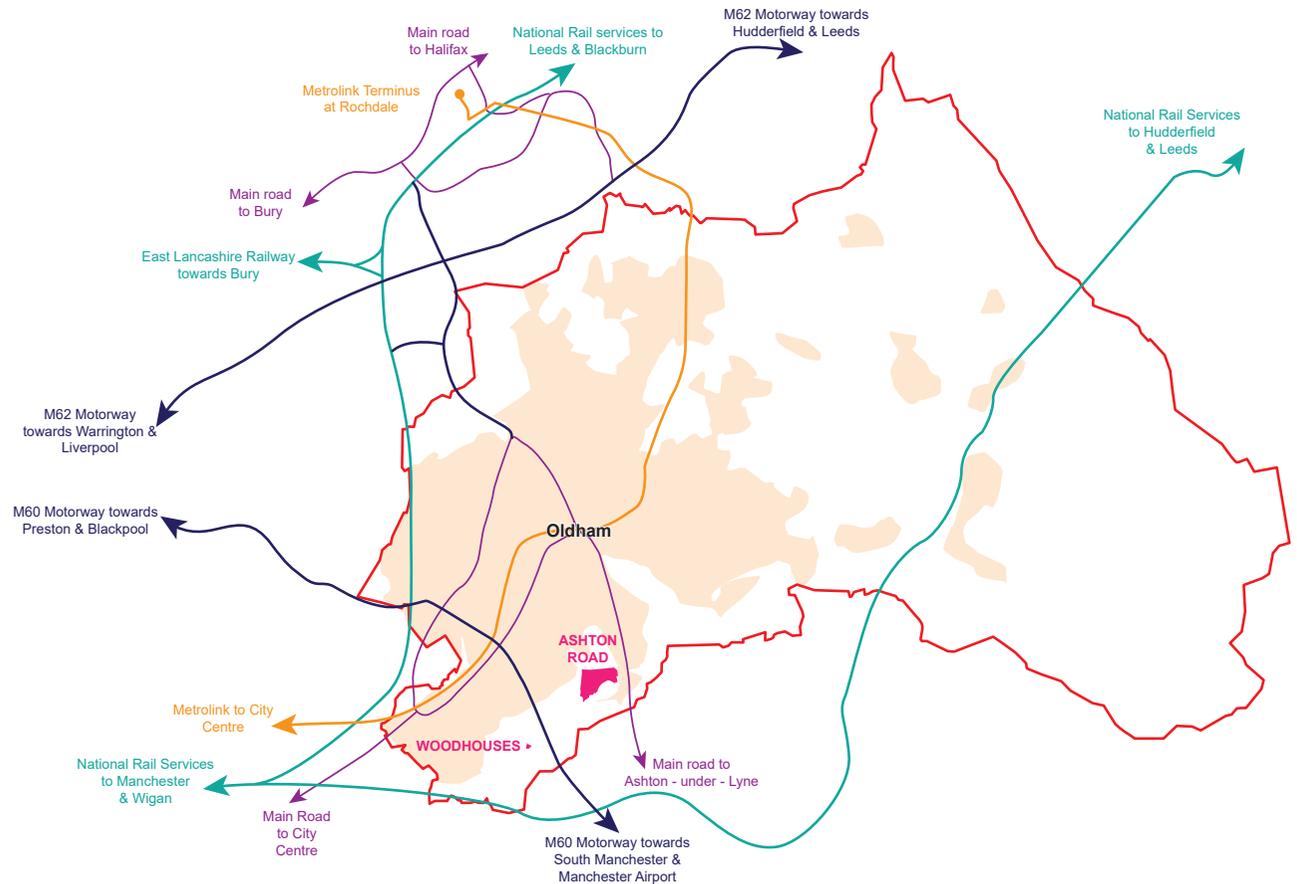


Figure 2 Strategic Context of Proposed New Sites within Oldham

2.4 Residential Market Appraisal

2.4.1 Introduction

The following chapter provides a general overview of residential take up and demand for the North West followed by specific data for the Woodhouses (Bottom Field Farm) and Ashton Road (Coal Pit Lane) development site.

2.4.2 North West Residential Market

House prices in the North West fell by 0.4% in the three months to end-December 2019. This decrease in price is below the increase of 0.3% seen across the UK. The decrease of 0.4% in the North West follows an increase of 1.7% in the three months to end-September 2019 and a rise of 1.8% three months earlier. In the year to end-December 2019, house prices in the North West increased by 2.0%, just below the average rise of 2.2% across the UK. (Source: Land Registry).

House prices in the North West are notably lower than the average across the UK. The average house price in the North West was £166,000 in December 2019 compared with £234,742 across the UK. (Source: Land Registry).

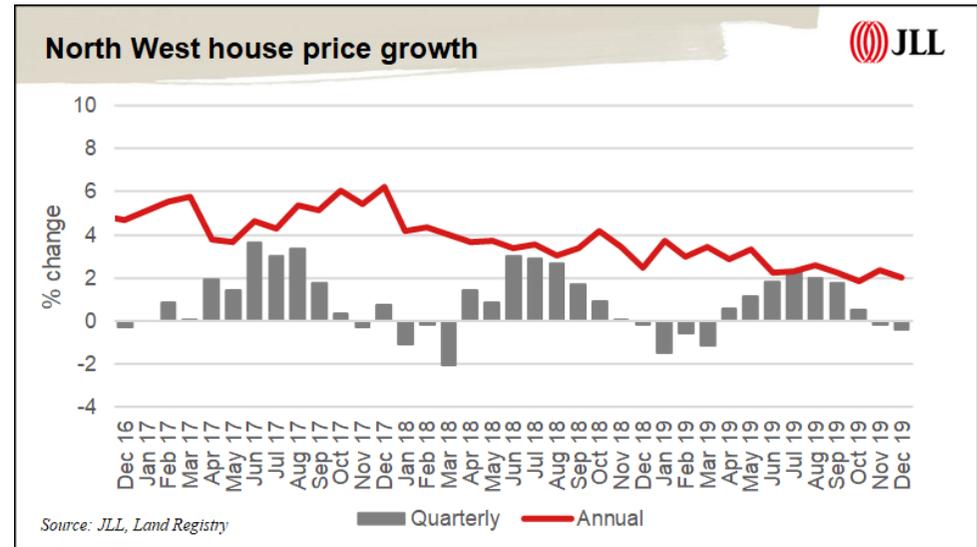


Figure 3 North West House Price Growth

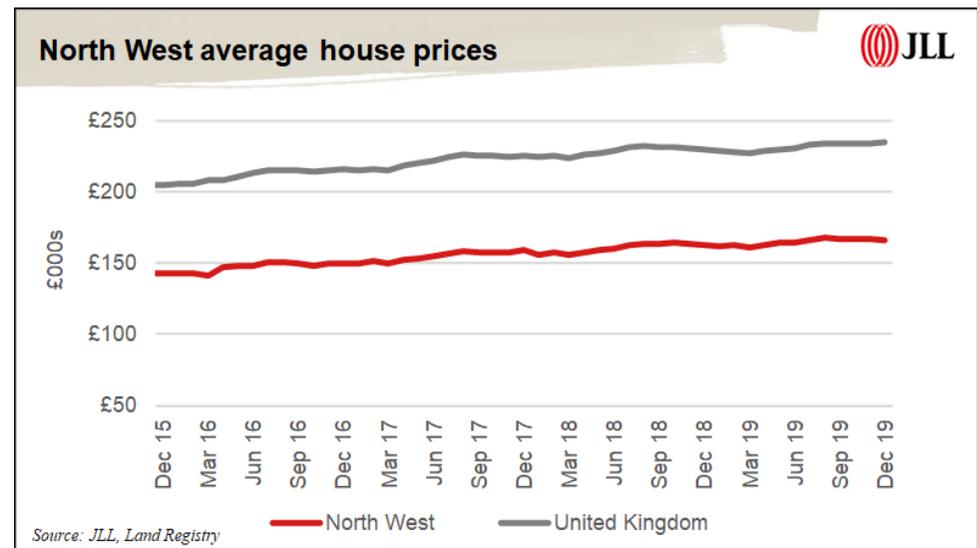


Figure 4 North West House Prices

Annual transaction levels in the North West, at 110,200, fell by 5.1% in the year to end-October 2019. The current level of transactions in the North West is 25.1% lower than the 2006-2007 average while across the UK annual sales volumes are 30.0% lower. The annual number of transactions is 14.2% above the 10-year average while annual levels across the UK are 4.4% higher. (Source: Land Registry).

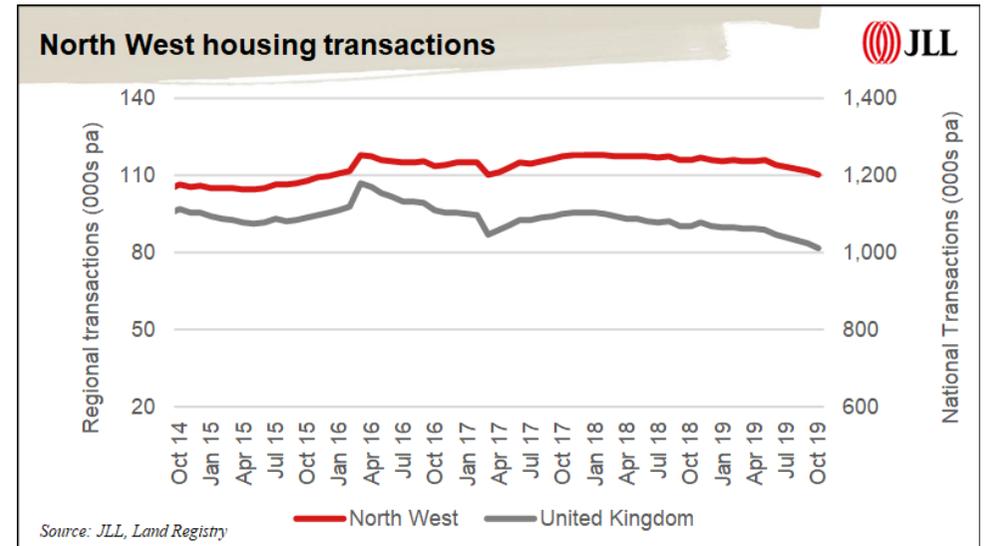


Figure 5 North West Housing Transactions

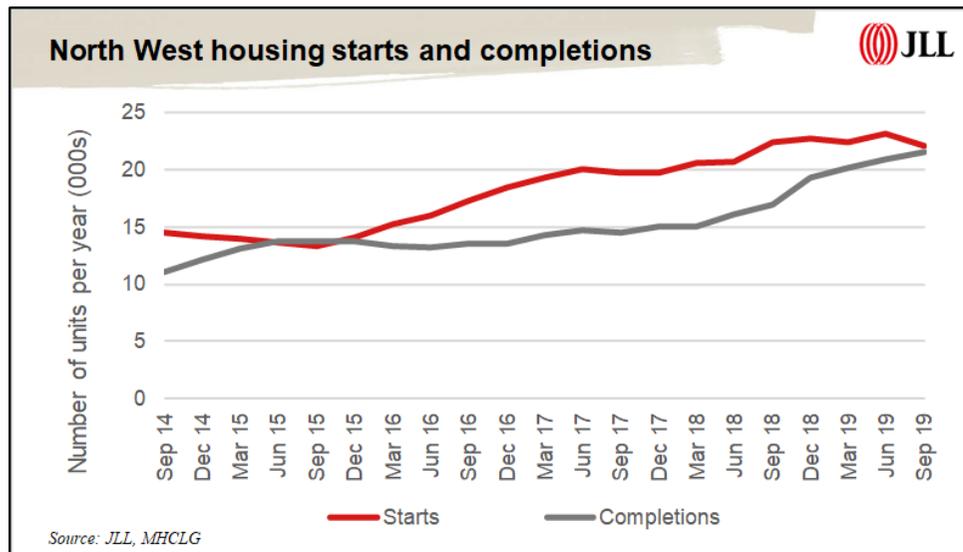


Figure 6 Housing Starts and Completions

The number of development starts per year in the North West decreased by 2.7% compared with a year earlier.

At 22,070, the number of housing starts in the past year is 4.0% above 2006-2007 levels and 55.2% greater than the 10-year average.

The number of development completions in the year to Q3 2019, at 21,550 units, is 11.6% higher than a year earlier, 10.1% above 2006-2007 levels and 64.3% above the 10-year average. (Source: MHCLG).

2.4.3 Oldham Residential Market

Average annual housing completions across Oldham over the last 5 years are shown in the adjacent table:

From the adjacent table we can see that there has been a consistent level of activity from house builders in the area over the past few years. In Table 2, we have summarised a number of new schemes in Oldham and the immediate surroundings.

	Total	5 year average
Oldham	(2014-2019)	
*Oldham AMR, March 2019	2,287 units	457.4 units

Table 1 Housing Completions, Oldham

Developer	Scheme details
Sheridan Group	Diamond Hall, Green Meadow View, Woodhouses – an exclusive development of 17 semi-detached and detached 4/5 bedroom houses. Quoting prices are £395,000 - £750,000 equating to c. £265 - £315 per sqft.
House Crowd Developments	Fox Owl Rise, Lees, Oldham - development consists of 56 properties - 41 houses and 15 apartments. Quoting prices range from £125,000 - £260,000
Redrow Homes	Fox Meadows, Foxdenton, Chadderton – Yet to be released but will provide a range of 3 and 4 bedroom detached homes.
Countryside	Radclyffe Gardens, Foxdenton, Chadderton – A selection of 137, 3 - 4 bedroom propertie. Quoting prices from £254,995 - £369,995 equating to £258 - £280 per sqft.

Table 2 Proposed Development in Local Area

The older schemes detailed below further demonstrate that Oldham and the surrounding areas have remained a popular choice for both local and national house builders.

Developer	Scheme details
Redrow	Meadow View, Oldham – Comprises 47 new homes, mainly 4 bedroom detached family homes but with a selection of 3 bedroom detached and semi-detached properties too. This development has now sold out achieving average sales prices of £222 per sq ft, ranging from £212 per sq ft up to £232 per sq ft.
Keepmoat Homes	Limehurst Village (Phase 2), Oldham – Second phase development of 68 2 - 4 bedroom homes with 9 unit types. 135 homes over both phases. Quoting prices are from £112,000 to £182,000 with average sales prices achieved around £137 per sq ft ranging from £117 per sq ft up to £153 per sq ft.
Taylor Wimpey	Stamford Gate, Ashton-under-Lyne – A collection of 102 3 & 4 bedroom homes comprising a range of mews, semi-detached, townhouse and detached properties. Quoting prices between £205,000 and £275,000 and average sales prices of £223 per sq ft with prices ranging from £201 per sq ft to £240 per sq ft.
Persimmon Homes	Moorland View, Stalybridge – Comprises 66 3 & 4 bedroom detached and semi-detached new properties. Completed in 2014 the development sold out very quickly. Prices were as low as £113,500 with the Government's Help To Buy scheme.
Wigget Homes	Royal George Mill – Mill conversion into 7 luxury townhouses with 3 additional cottages completed in 2012 and sold for an average of £209 per sq ft with values ranging from £170 per sq ft to £257 per sq ft.
	Grasscroft Heights – comprises just eight individually designed homes, on a gated development off Oldham Road in Saddleworth. Completed in 2015 and achieved values of up to £270 per sq ft.
	Herons Reach – this development comprises a combination of 2 bedroom apartments and 2, 3, or 4 bedroom family homes. 41 homes in total constructed in 2012 achieving an average price of £257 per sq ft with values ranging from £173 per sq ft to £336 per sq ft.
Keepmoat Homes	Rosary Gardens – comprises 65 new homes of 2 and 3 bedroom detached and semi-detached properties. Completed in 2015 and achieved an average sales price of £137 per sq ft with houses selling from £112 per sq ft up to £151 per sq ft.

Table 3 Local Development

2.4.4 Local Residential Market

The two sites are located in the neighbouring postcodes of OL8 and M35. In order to analyse them, the adjacent table shows data of both of these districts.

As the table outlines the areas are well below the national average, OL8 is also lower than the average values in the wider OL postcode. Properties in OL8 had an overall average price of £112,238 over the last year. The majority of sales in OL8 during the last year were terraced properties, selling for an average price of £96,474. Semi-detached properties sold for an average of £134,902, with detached properties fetching £197,196. Overall, sold prices in OL8 over the last year were 2% down on the previous year and 2% up on the 2017 peak of £109,551.

The M35 postcode is only marginally higher, we have not looked at the wider M postcode as this will include the city centre and will skew the data. Properties in M35 had an overall average price of £172,004 over the last year. The majority of sales in M35 during the last year were semi-detached properties, selling for an average price of £166,497. Terraced properties sold for an average of £122,557, with detached properties fetching £285,126. Overall, sold prices in M35 over the last year were 8% up on the previous year and 22% up on the 2017 peak of £141,562.

What is key to note is the location of the site situated in Woodhouses, despite lower values in the wider area

	M35	OL8	OL	National
1 Bedroom	£108,400	£73,000	£84,300	£213,600
2 Bedroom	£134,000	£90,100	£107,700	£231,800
3 Bedroom	£170,400	£121,900	£153,400	£267,600
4 Bedroom	£278,800	£153,100	£251,600	£449,100
5+ Bedroom	£305,800	£186,800	£311,300	£727,600

Table 4 House Price Analysis (Source: mouseprice.com)

Woodhouses is a much higher value location. This difference is highlighted by the new build Diamond Hall development by Sheridan Group outlined above.

The study also assessed the housing stock in the area. As the table below outlines it is clear that the postcodes have a higher percentage of terraced and semi-detached units in the area and in the majority a lower number of flats and detached properties. This is reflective of the tone of values in the area.

Housing Stock	M35	OL8	OL	National
Detached	9.52%	6.91%	15.15%	23.52%
Semi-detached	39.43%	22.67%	28.94%	27.96%
Terrace	48.55%	68.93%	51.93%	30.48%
Flat	2.50%	1.49%	3.98%	18.04%
Temporary	0.01%	0.01%	0.08%	0.44%

Table 5 Housing Stock Analysis (Source: mouseprice.com)

3 Bottom Field Farm (Woodhouses)

3.1 Site Context

The site offers the opportunity to develop new homes that will help to diversify Oldham's housing stock and contribute to meeting housing needs.

The site has come forward through the Greater Manchester Call for Sites exercise as available and deliverable for housing. It is well placed to utilise existing infrastructure, therefore providing a logical area for development of this Brownfield site in the Green Belt. Nevertheless, any development will be required to provide, as appropriate, the necessary supporting highway and social infrastructure.

It will be important to ensure that new development is designed sensitively along the Green Belt boundary. Any development will be required to incorporate high quality landscaping and multi-functional green-infrastructure that will minimise the visual impact on the wider landscape, mitigate its environmental impacts and enhance linkages with the neighbouring communities and countryside.

Development of the site is proposed within the extent of the existing farm structures/ access.

3.2 Site Constraints

3.2.1 Introduction

The following section provides a high level analysis of the site constraints at Woodhouses, considering key elements such as the existing infrastructure, landscape and environment features. The purpose of this analysis is to understand the key opportunities and constraints that will need to be considered to ensure development is both feasible and deliverable. While this report provides a high level analysis, it is advised that as development proposals progress further specialist reports are conducted to understand the opportunities and constraints identified in greater depth.



View of Failsworth Road leading to Woodhouses Village

3.2.2 Hydrology

The River Medlock runs north to south of Woodhouses and follows a path of low lying land. The surrounding waterways and waterbodies represent a potential flood risk, but initial assessment suggests no flood risk for the proposed site. Flood risk from all sources including surface water flooding should be a consideration for future development on the site. Appropriate drainage methods should be considered to mitigate development impacts, including the use of Sustainable Drainage Systems as part of an overall drainage strategy for the whole site, in line with the drainage hierarchy, so as to control the rate of surface water run-off.

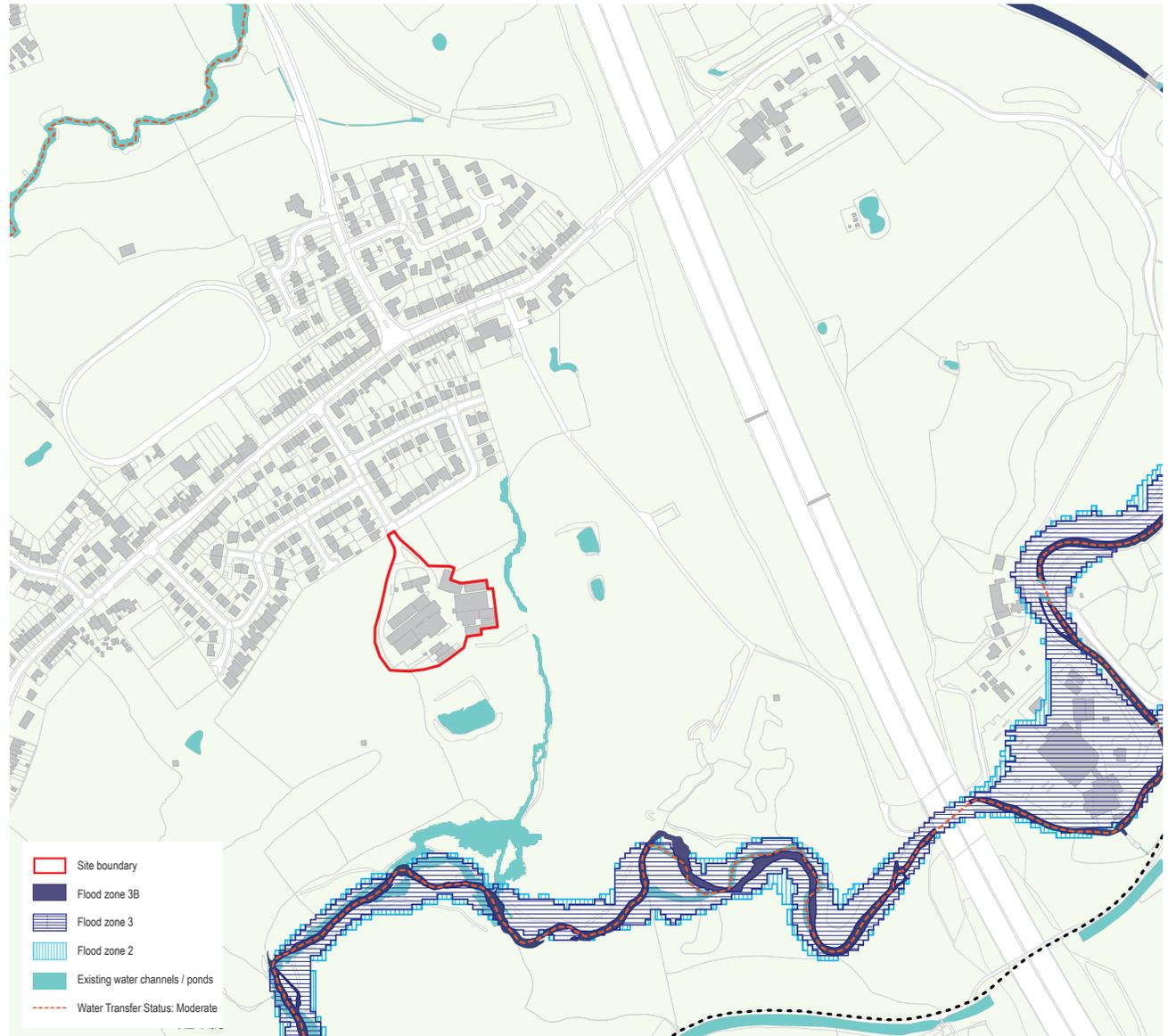


Figure 7: Hydrology and flood risk

3.2.3 Services and Utilities

Around the edges of the sites is a network of pipes connecting to the existing urban settlements.

Initial assessments highlight a gas pipeline and potential easement running along the edge of the site.

The exact requirement for an easement along the gas pipeline and its potential use for landscaping/ infrastructure is subject to detailed discussion with relevant authorities. The easements provide an opportunity to create a natural green buffer between the development and a newly defined boundary of the green belt.

The extensive existing network surrounding the site presents the opportunity to extend this existing network to serve future development.

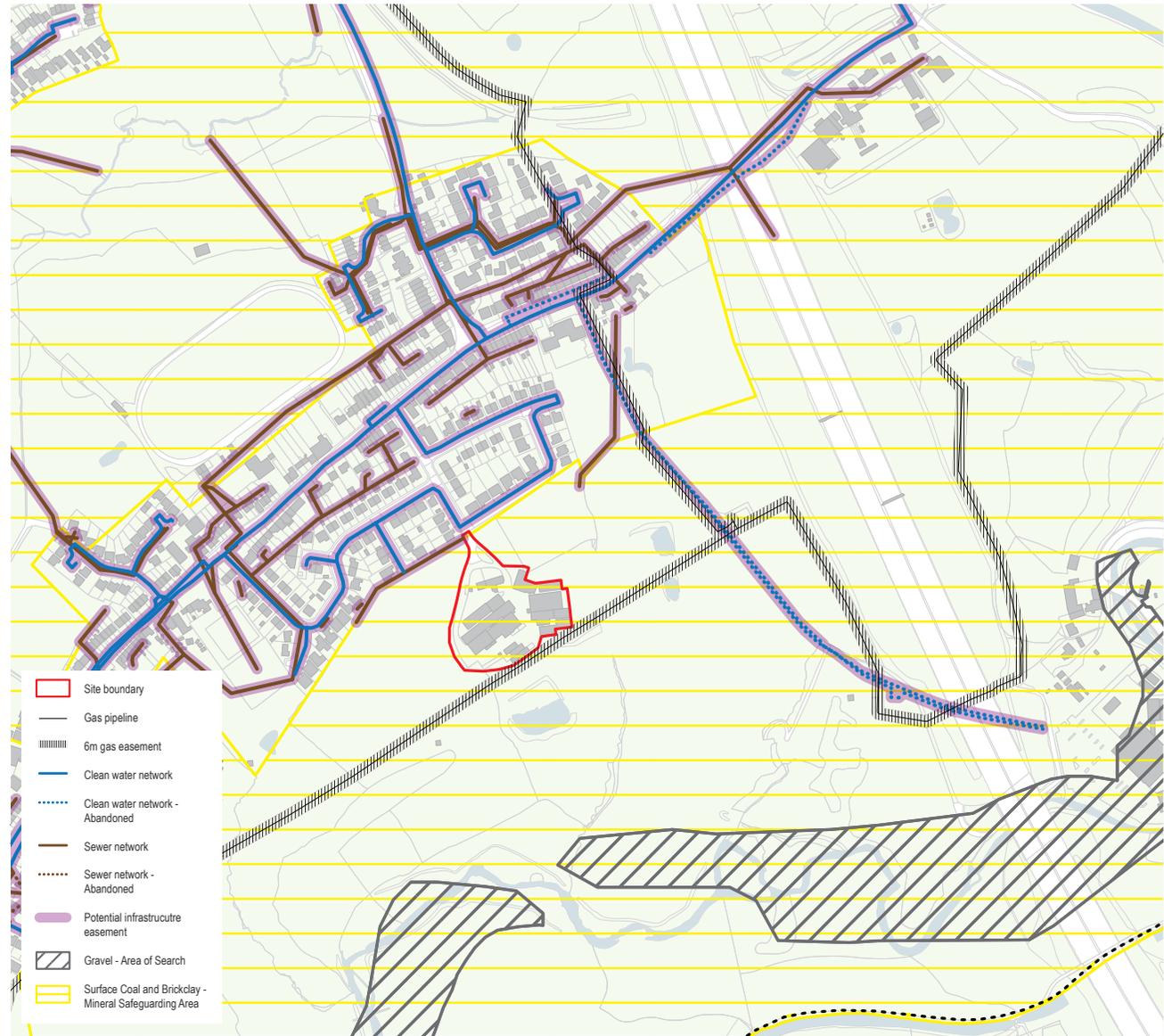


Figure 8: Existing sewage and water infrastructure

3.2.4 Environment and Landscape

The landscape immediately to the south is dominated by the drop in land height towards the woodland valley of the River Medlock.

There is a Site of Special Scientific Interest 1km to the south of Woodhouses. There are a number of Sites of Biological Importance (SBI, non-statutory areas of substantive nature conservation importance) close to Woodhouses. SBIs should be sensitively addressed through mitigation etc where development is proposed adjacent to them.

A Phase 1 Habitat Survey and associated surveys will be required to fully assess ecological impacts and associated mitigation requirements.

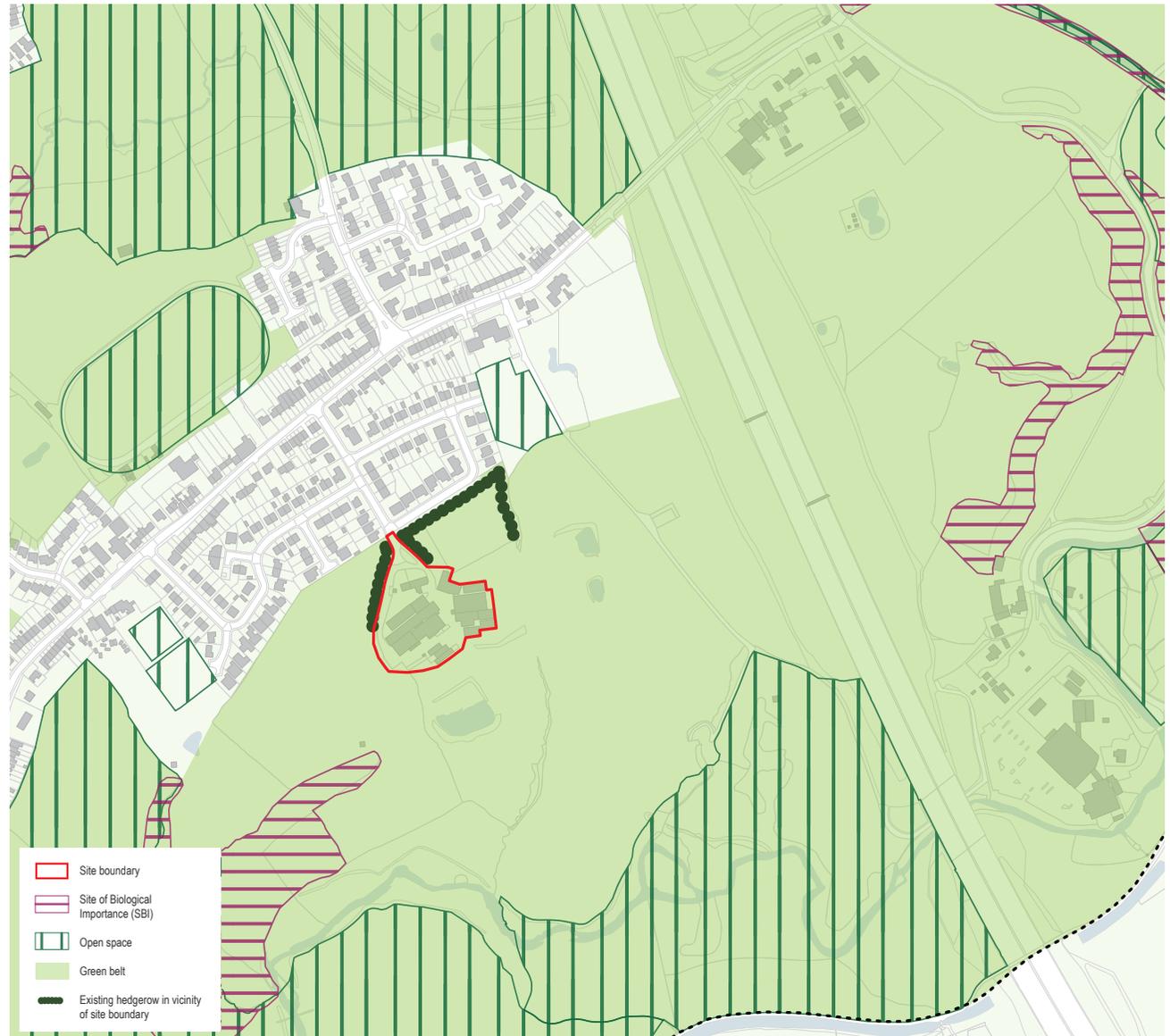


Figure 9: Existing landscape and ecological features

3.2.5 Topography

The site generally slopes north to south. The topography within the site has a gentle slope and initial studies envisaged no major challenges in delivering the potential development.

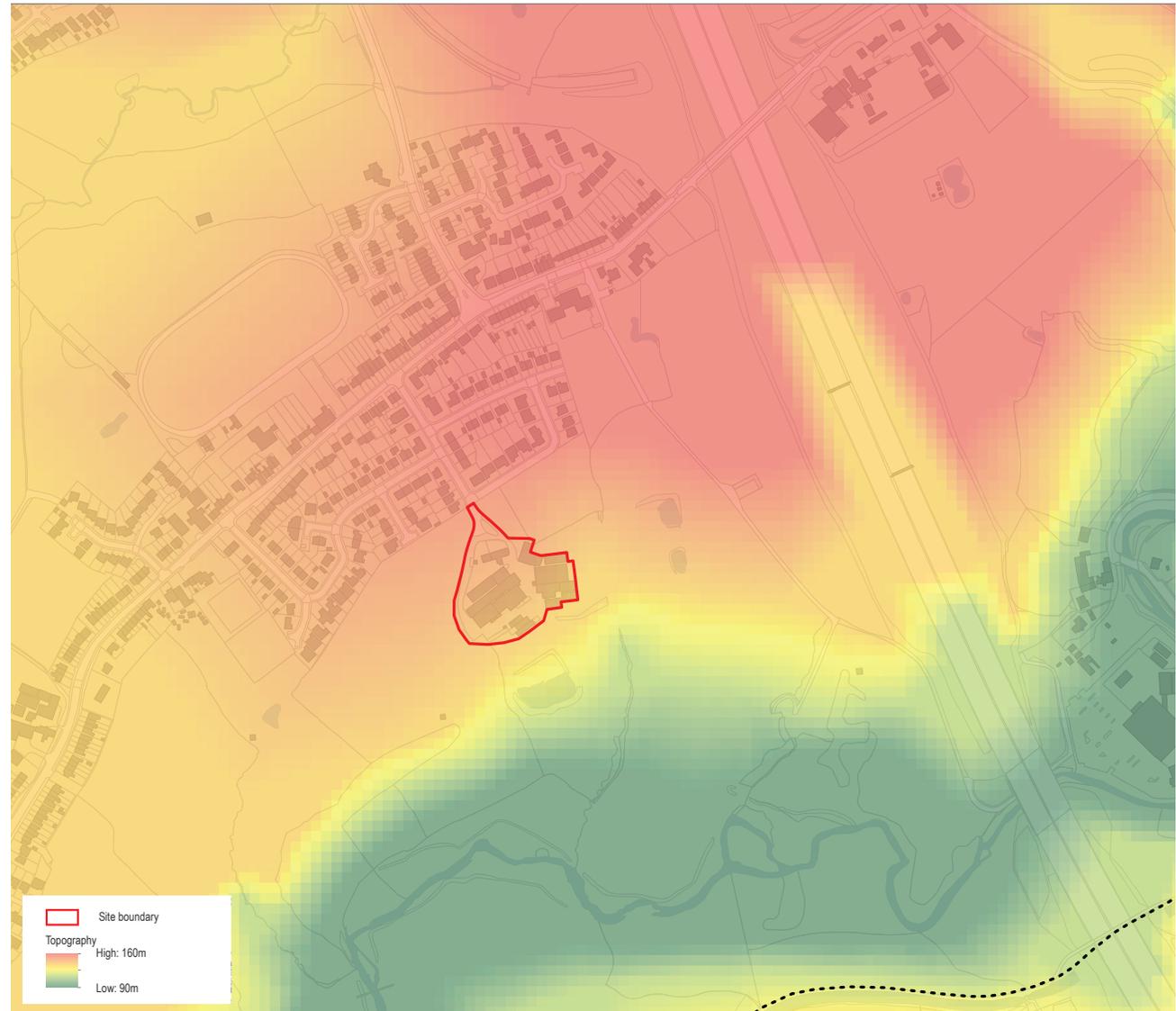


Figure 10: Site topography

3.2.6 Contaminated Land

Site contamination is a potential risk for the site. Phase 1 and 2 Site investigation reports will need to be carried out to identify the extent of contamination and to establish an appropriate remediation strategy for future development.

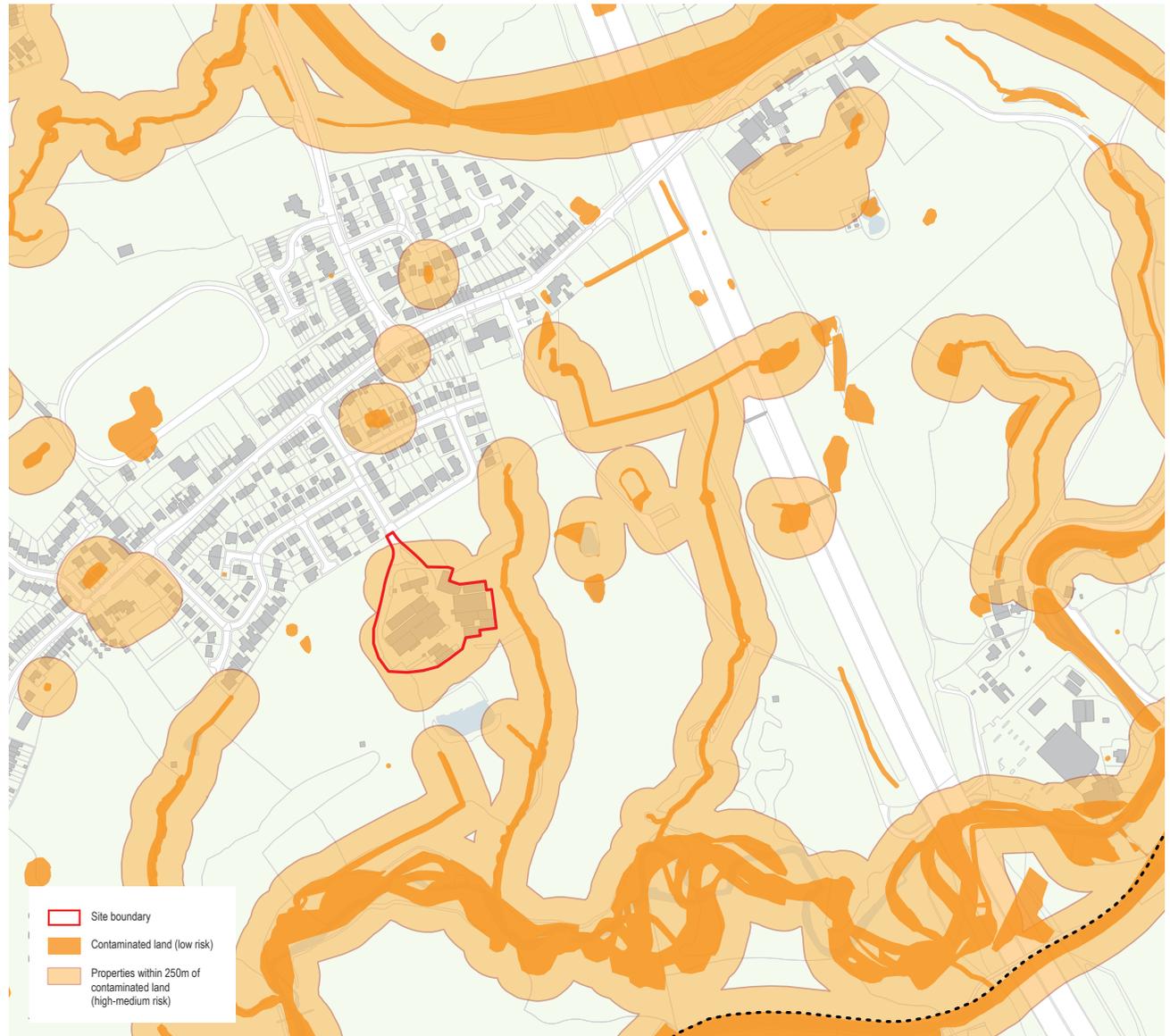


Figure 11: Contaminated Land

3.2.7 Land Ownership

The proposed site is previously developed (current farm access and structures) part of the larger land ownership. The service access to the wider land may be required as part of any future proposals.



Woodhouses Village - Roundabout at Failsworth Road/ Ashton Road/ Medlock Road Junction

3.3 Townscape Analysis

3.3.1 Introduction

It is important that development for the site will strengthen the character and identity of Oldham's wider urban characteristics. This should include the introduction of an appropriate variety of housing. In this respect, a high level townscape analysis has been conducted to determine the existing quality of the surrounding environment at Woodhouses, considering aspects such as urban structure, character, legibility and permeability.

3.3.2 Form and Use

In order to determine the potential layout of the site it is important to understand the existing structure of activities, amenities and uses available. This is fundamental in determining the needs and requirements for the site, and will influence how the character and layout of the place will be formed. To ensure development responds to these components of place making a high level review of existing form and use for the site at Woodhouses has been conducted.

- **Form:** The proposed site provides a natural extension of development boundaries. The site is part of the farm with various structures.
- **Uses:** The site is currently classified as Brownfield site in the Green Belt land, with agricultural land making up the dominant active use. The surrounding uses are to the north are predominantly residential.
- **Amenities:** The parcel is in close proximity to locally popular amenities like Daisy Nook Country Park, Brookdale Golf Course and Failsworth Soccer and Sports Centre.
- **Schools:** Within a close proximity of the site there are a number of primary schools located. In terms of secondary schools, the Oasis Academy is located within 2 miles distance, while further schools are located within Oldham. Due to the size of the site and a limited increase in the population, it is anticipated that the current school provision will support the development and may require a limited contribution in the existing facilities.
- **Healthcare:** A number of GPs can be found in surroundings urban areas, such as Failsworth, Hollinwood and Newton Heath. While these could be considered drivable many of these services are not located within reasonable walking distances from the site. In terms of hospitals, the Royal Oldham Hospital is located within 5 miles from the site and Tameside general Hospital is within 3.5 miles from the site. These findings suggest development should consider the access to local health services that will serve the anticipated population for the site.
- **Shops:** Surrounding the site there are a number of urban centres that offer a range of shops and services, including Hollinwood, Ashton-under-Lyne, Failsworth and Oldham. While the proposed development on the site is not significant enough to support a local centre, it is envisaged that the development would encourage, support and strengthen the local shops/ businesses.



Existing site boundary along Hartshead Crescent



Medlock Road/ Ashton Road Roundabout



View from Hartshead Crescent looking at Existing Farm Structures



Hartshead Crescent Access Route

3.3.3 Movement and Access

To ensure future development is well connected, accessible and sustainable, a review of existing movement and access, and public transport provision has been undertaken for the site at Woodhouses. The findings intend to determine how the development proposal can enhance existing routes, determine appropriate vehicular access, ensure capacities are appropriately served, and promote sustainable modes of travel where possible.

The site will be accessed from well established current access off Hartshead Crescent. Subject to further discussion with the Local Highway Authorities, the size of the development may not require any major interventions in the current movement network.

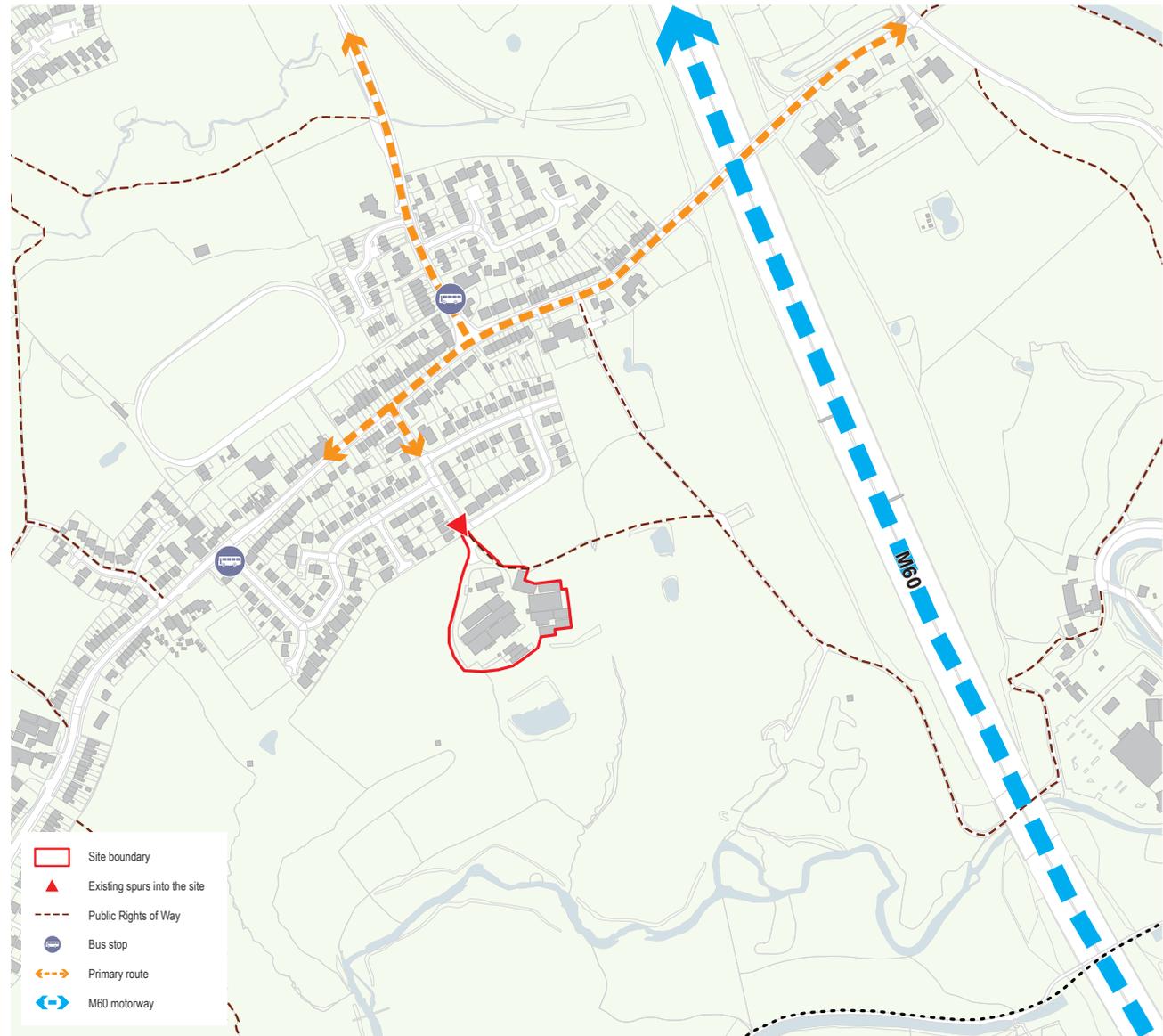


Figure 13: Existing access, movement and public transport provision

- **Road connectivity:** Internally, the site displays no formal road infrastructure. The parcel is accessed through Hartshead Crescent, a main spur off Medlock Road leading to the wider road network. The site is within close proximity to the M60 which has connections to Ashton Under Lyne, Oldham and Manchester City Centre, alongside wider connections to the Peak District. For development to be deliverable, the introduction of new road infrastructure throughout the site will be required.
- **Access points:** The primary vehicular access is proposed from the current access off Hartshead Crescent.
- **Public Transport:** Regular bus services run to the north of the Woodhouses area along Ashton Road and Westminster Road. These are served throughout the day by frequent services to Manchester and Oldham. Additional peak-hour services are provided within Woodhouses itself along Failsworth Road. The introduction of cycle infrastructure should be considered where possible and potentially connect to wider network.
- **Pedestrian movement:** An existing Public Right of Way running across the site, connecting to an urban settlement. Where possible, existing routes should look to be retained and enhanced. Proposed development should also ensure streets are active and safe to encourage walkability across the site.



View of M60 Motorway - Plot 1 Boundary to the Left

3.3.4 Urban Grain and Character

A high quality urban environment is integral to the success of any development; it harmonises together the principles of character, safety and inclusion, diversity, ease of movement, legibility, adaptability and sustainability. Developments that are designed with these principles in mind will contribute positively to the existing townscape of Oldham, and provide residents with good living, working, social and learning environments. Therefore, to ensure a strong vision for the site is produced the following analysis will examine the existing urban characteristics of the site and surroundings at Woodhouses. These aspects are intended to inform the size, scale and layout of development, and begin to shape the character of the site.

- **Urban Structure:** While there are limited structures on the site, those found are scattered farm buildings, which display large building footprints and private space for operations and servicing. The remainder of the surrounding urban structure is residential in form, with higher density displayed along the major roads, in the form of linear patterns. The remainder of housing development is typically formally planned, with lower density, larger plot sizes and greater dwelling setbacks. The housing development should respect the surrounding densities, plot sizes and setbacks.
- **Character:** The surrounding areas displayed a typical residential development with good mix of terraces/semi-detached and detached dwellings. Throughout the surrounding urban areas redbrick and render



Figure 14: Woodhouses figure ground study

of various earthy tones are identified as the most common building material for housing.

- Heritage and Building Conservation Areas: The site sits in close proximity of Woodhouses Conservation Area. The site has limited views of the conservation area due to the presence of housing and other developments not within the conservation area facing onto the farm. Development of the site would be previously developed land therefore it is not considered that this affects the setting of the conservation area. A Heritage impact assessment identifies heritage assets of Diamond Hall Farmhouse (Grade II) and Woodhouses Green Farmhouse with adjoining Stables (Grade II). It is concluded that the proposed plots do not make any contribution to its significance.

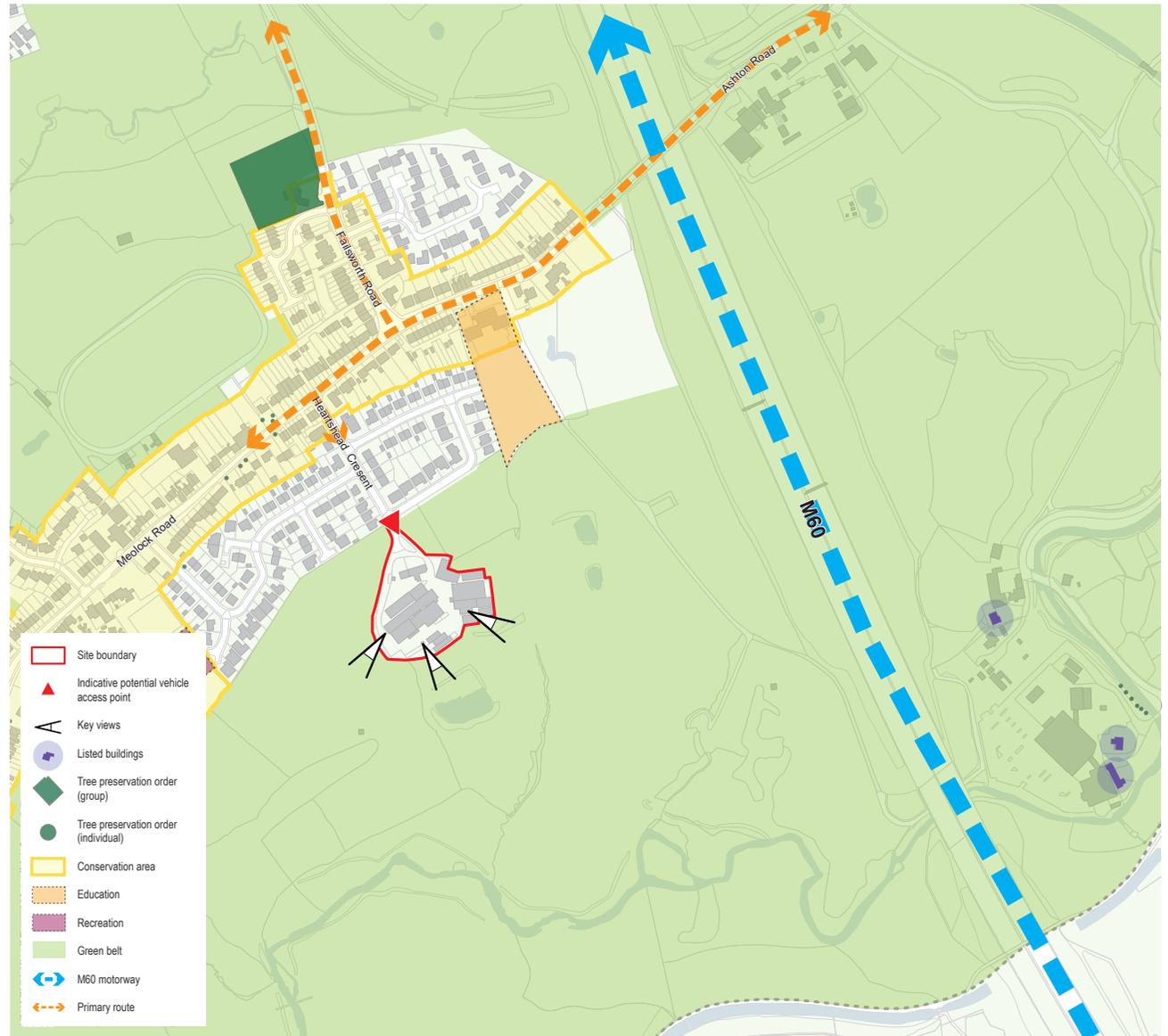


Figure 15: Woodhouses Urban Design Analysis

3.4. Design Development

3.4.1 Introduction

The following chapter provides the final conceptual plan for the site at Woodhouses, clearly demonstrating deliverability and feasibility for potential development to support the GMSF allocations. Before providing commentary of the plan this chapter explains the narrative and decision making process behind the plan making stage. Following an overview of the plan, the chapter concludes with an outline of expected economic benefits, funding opportunities and phasing strategies for the development. Although conceptual at this stage, the tested plan is intended to provide a robust framework that will appropriately inform future decisions regarding development of the site.

3.4.2 Stakeholder Consultation

The conceptual plan been developed through consultation with a number of key stakeholders who have been engaged to shape the masterplan and identify any particular issues which should be considered or resolved through the masterplan process. The following key stakeholders were consulted through one-to-one meetings or design consultation/ workshops.

- Council Officers: Oldham Council's officers were engaged in the design process as part of design development within workshops or via one-to-one meetings to shape the masterplan.
- Transport – The primary vehicular access off Hartshead Crescent is agreed in principle. The junction design, visibility splays and other material considerations are subject to detailed design and survey.
- Planning and Regeneration: The masterplan should seek to provide a significant new community for Oldham with appropriate services and amenities. The scale and density of the site should be delivered sensitively to achieve a sustainable development.
- Health Services: At this point no specific guidance has been given regarding health provision.
- Environment: The layout will respect the revised Green Belt boundary with appropriate boundary treatments to mitigate any impact from the

proposed development.

- Education: Provision may have to be provided for both primary and secondary pupils via expansion of existing schools facilities and/or a new build facility.
- Environment Agency: There are no significant issues identified from initial EA parameters. Any future plans related to SUDs and surface water run-off to adjacent watercourses would require necessary approvals.
- United Utilities: United Utilities advised of some easements which have been taken into account within the site masterplan.



View of Woodhouses Church

3.4.3 Key Design Parameter and Principles

The purpose of the design principles established are not to create a 'tick list' which can be dealt with in sequence, rather, they should be carefully balanced to create a coherent vision for the site. This section provides an overview of the key strategic principles that have informed the final conceptual masterplan for the site.



Strategic Principles



1 | Respond to the existing landscape and ecological features

Development should respect the existing landscape and ecological features of the site and beyond. This should include addressing the constraints and maximising the opportunities identified, such as working with topography to provide development and retain key views, provide access to existing openness where possible and to retain and enhance ecological services. Collectively this will ensure development is fitting with the surroundings and promoted as an attractive, healthy place to live.



2 | Encourage Sustainable Modes of Travel

Development should promote and encourage sustainable modes of travel within and beyond the site. This should include the enhancement of existing public transport provision and measures to encourage cycling and walking where possible.



3 | Contextually responsive character and development

Development form and scale should be contextually responsive to the surrounding built and natural landscapes. This should include respect to surrounding grain, density, heights and vernacular to ensure development is fitting with the local context of the site. The delivery of attractive public realm, streetscapes and open space should also drive development for the site.



4 | Deliver a connected green infrastructure network

Development should proactively deliver a coherent green infrastructure network, combining attractive spaces and routes. This should include green corridors, landscape buffers and open recreational spaces that are interconnected and coordinated. Green infrastructure should also be used to ensure development parcels are clearly defined and that boundaries are appropriately treated.



5 | Create/ contribute to vibrant local community

The development shall create an inviting environment and contribute to vibrant community that is accessible to all and provides for the needs of the community.



6 | Promote an active, safe and liveable environment

A liveable, desirable and safe environment should be fundamental for any development proposal. To achieve this, proposals should promote a walkable site that is compromised with active, legible and attractive streets. Interesting and attractive forms should also be encouraged.



7 | Support employment opportunities

Development for the site should seek to maximise the opportunities to support existing employment areas that surround the site.

3.4.4 Conceptual Masterplan

The conceptual masterplan below provides an illustration of how the site at Woodhouses could be masterplanned. Although this plan is indicative, it begins to give a visual indication of the development capacity, access arrangements, location of amenities and indicative layout, which can be given to prospective developers.

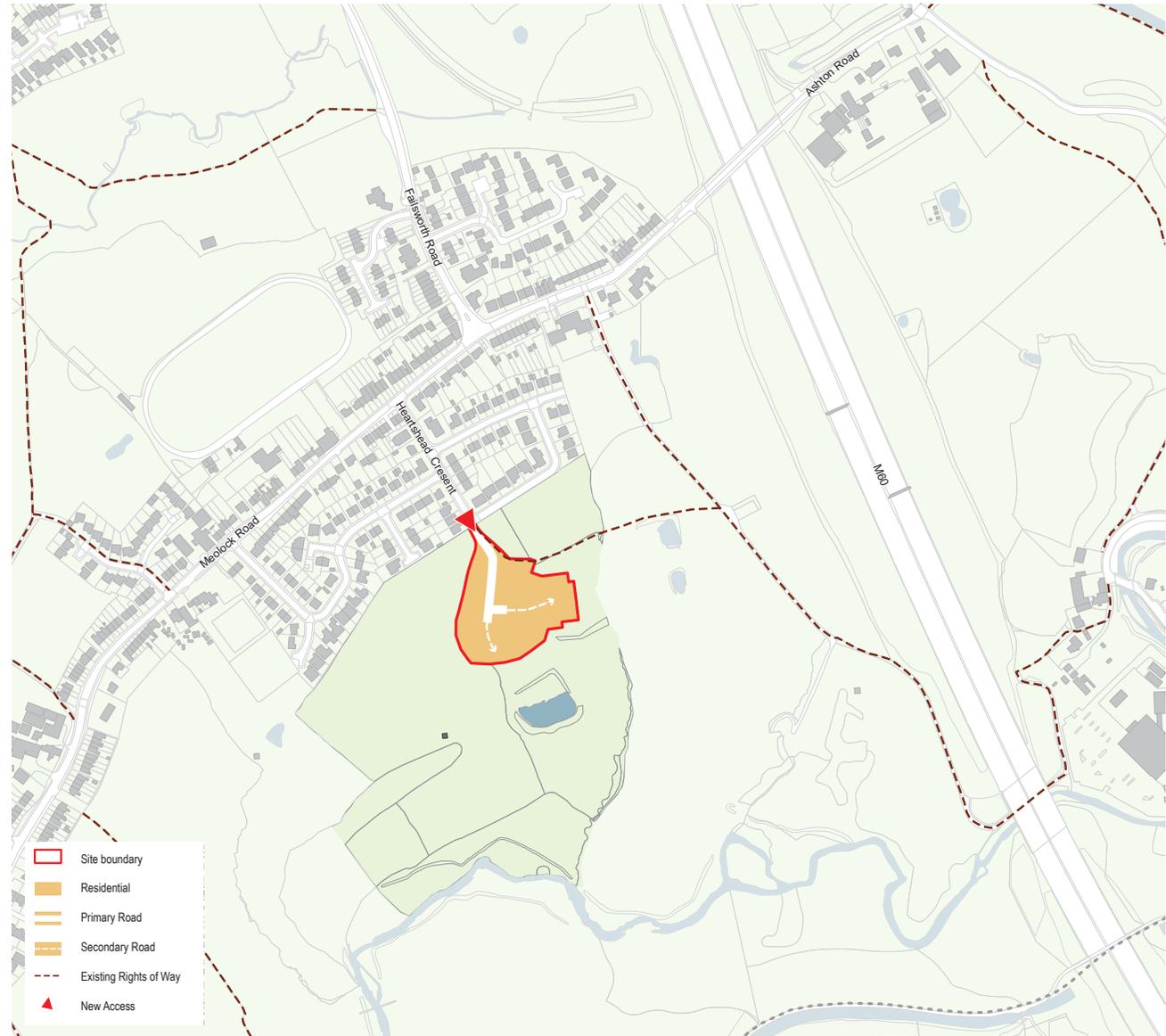


Figure 16: Woodhouses (Bottom Field Farm) conceptual masterplan

The plan proposes the delivery of 30 new homes. The contribution of each parcel towards these figures are provided in table 5 below.

	Site
Identified Development Zone (Ha)	0.98
Assumed Site Efficiency (%)	85%
Net Developable Areas (Ha)	0.83
Assumed Density (Dwellings/ Hectare)	35
Potential Number of Dwellings	30

Table 6 Woodhouses - Development Capacity Schedule

Urban Design Strategy

The boroughs of Rochdale and Oldham have adopted a series of urban design guides as Supplementary Planning Documents (SPD). The aim is to provide clear guidance on the quality of design expected by both boroughs and to encourage high quality places, buildings and landscapes that meet the current and future needs of the communities that use them. For the purpose of the urban design strategy for the conceptual masterplan at Woodhouses, the SPD is fully considered in the approach to the form, shape and character of the development proposal. The strategy applied for this plan is discussed in greater detail below.

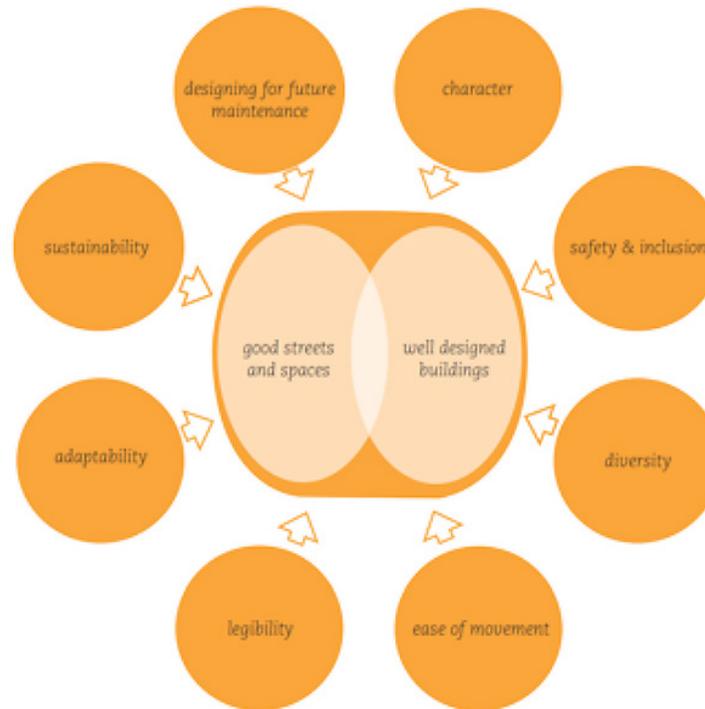
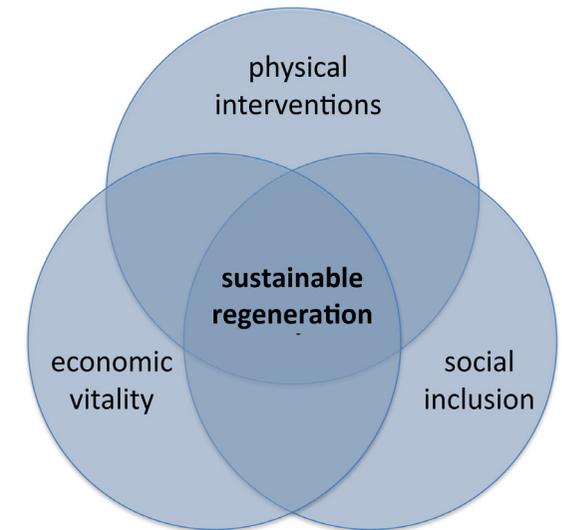


Figure 17: Design Principles (Source: Oldham and Rochdale Urban Design, 2007)

- **Character and Identity:** the design scheme aims to build continuity in the character and identity and create a sense of place that is sensitive to surrounding context.
- **Safety and inclusion:** safety and inclusion are integral to the masterplan, it promotes places that are safe, secure and inclusive for all
- **Density and Diversity:** the masterplan promotes density and diversity in housing, providing variety and choice for people
- **Ease of movement and Walkability:** the masterplan ensures that places are easy to get to and move through. Designing for future character, the proposed scheme prioritises sustainable modes of transportation, particularly walking and cycling as the preferred mode of travel, and as a defining component of a healthy lifestyle. It also strives to maximise connectivity to the nearby community whilst maintaining privacy for residents.
- **Legibility:** the proposed scheme ensures places can be easily understood by the users and prevent any disorientation that may be caused by a poor design layout and form
- **Adaptability:** the masterplan is designed with a degree of flexibility in order to be responsive to changing circumstances and needs
- **Sustainability:** sustainability should be integral to the scheme, with a goal of minimising the impact on the environment. Efficiency can be achieved by applying sustainability principles in urban design and reducing the carbon footprint of buildings through energy efficient and eco-design architecture.
- **Designing for future maintenance:** designing buildings and spaces so that their quality can be maintained over time
- **High Quality Urban Environment:** the development proposal is appropriate to their function and context with attractive outdoor spaces accessible for everyone.



Movement Strategy

As noted within the Oldham and Rochdale Urban Design Guide, development must provide and reinforce a clear network of routes, comprising a defined hierarchy of vehicular movement, streets, paths and associated spaces. This should provide ease of access across the site to development areas. In particular, routes should be well connected and attractive, and create a permeable network with clear signs to support wayfinding. Sustainable modes of travel should also be promoted where possible. In line with these recommendations the following movement and access framework has been used to guide the conceptual masterplan for Woodhouses.

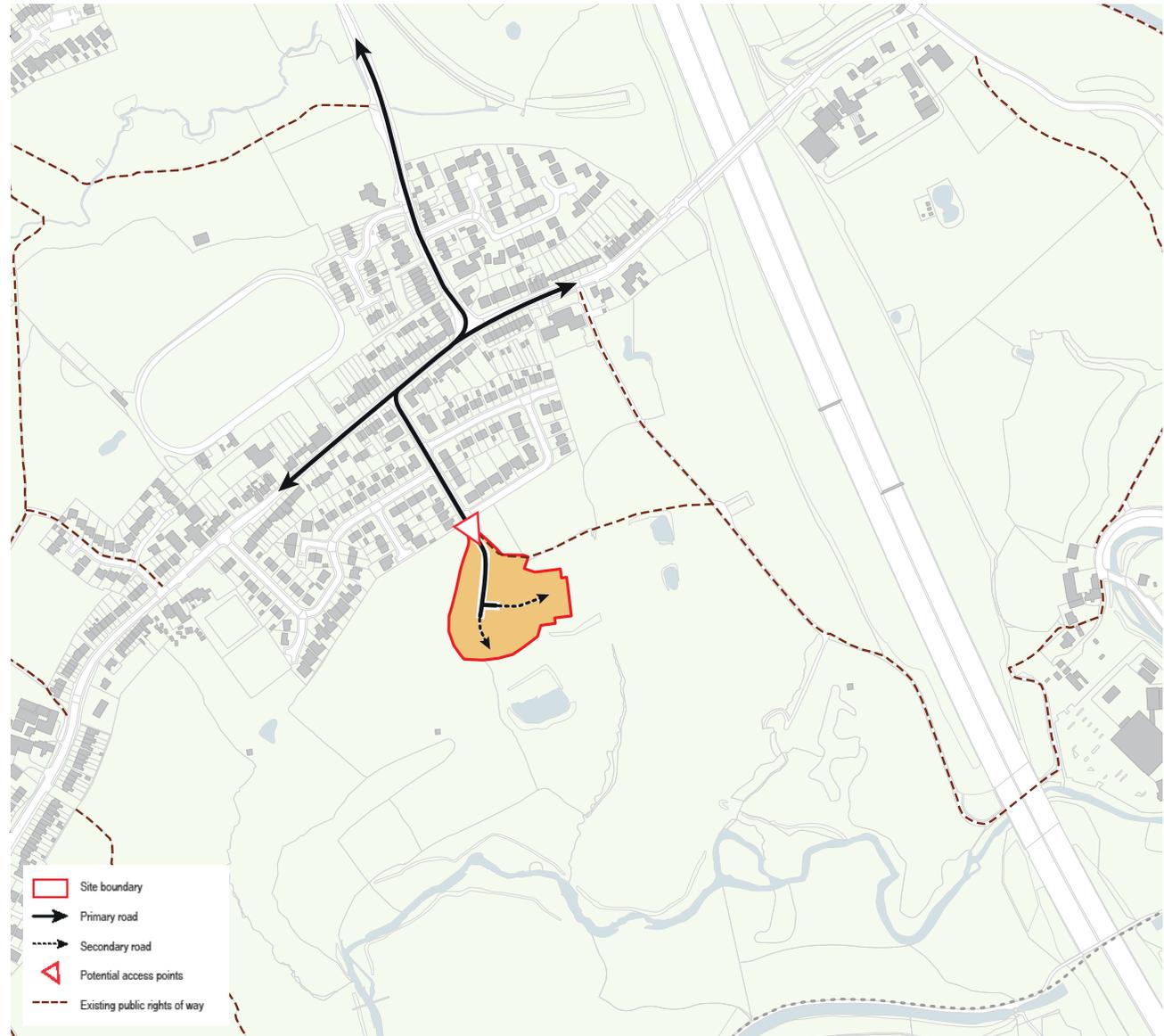


Figure 18: Proposed Access and Movement Strategy

- Access: The site has a single access point, leading from existing roads around residential developments. The site has both vehicular and pedestrian access to enhance permeability. Further pedestrian access points link to existing road networks such as Ashton Road and Failsworth Road which provide connections to public transport. From the proposed site, the primary access leads into the Woodhouses settlement which has a central corridor leading to Medlock Road and beyond.
- Vehicular hierarchy Access: The primary route leading into the plots act as the main corridor before splitting into secondary routes to reach the residential developments.
- Pedestrian movement: Existing Public Rights of Way (PRoW) running across the site have been retained and enhanced. This includes the addition of landscaping and green infrastructure features. These routes also connect to wider PRoW networks which offer routes into the wider open countryside and surrounding landscapes. Primary and secondary routes are expected to offer desirable and inviting streetscapes that are active and safe. This will promote walkability within and beyond the site to local services and public transport stops.
- Public transport: The site is in close proximity to the existing public transport network.

Open Space and Landscape Strategy

The surrounding green spaces expected to enhance the attractiveness of the scheme and provide opportunities for open space and recreational activities for users of the site. The need to enhance recreational routes connecting the site with countryside has also been highlighted, including Public Rights of Ways. Accordingly, in line with the aspirations of the GMSF and the principles developed throughout the masterplanning process, the following landscape strategy for the conceptual plan is demonstrated below.

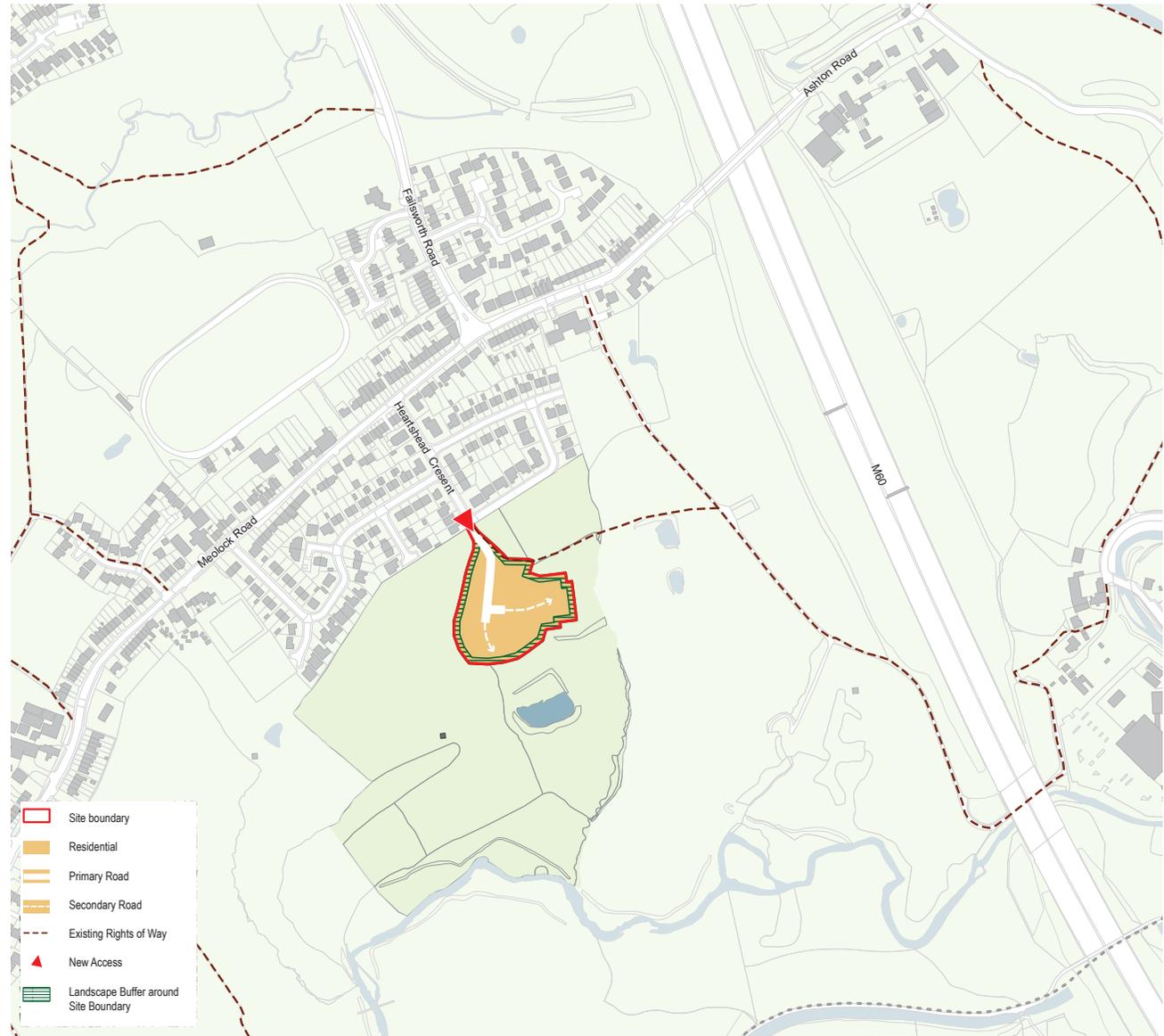


Figure 19: Proposed Green Infrastructure and Landscape Framework

- **Water Features:** Existing water features and ponds are seen to add ecological value and also add value to the character of the site. Where possible the existing ponds should be retained and protected during any works, following completion of the development enhancement measures should be put in to place, which should include damp tolerant wild flower and seed mixes, as well as tree and shrub planting around the edge of ponds.
- **Existing hedgerow:** Traditional field boundaries such as hedgerows are seen as a key feature to the character of the site, as well as having ecological value for local wildlife. Where possible, hedgerows should be retained and enhanced to retain the existing character of the site. Native tree and shrub planting should be used to fill existing gaps within hedgerows and improve any feature which are deemed to be species poor. It is particularly important to include fruit bearing species to provide food and shelter to existing wildlife.
- **Existing trees:** both single and group species are also seen to be a key feature within the site, these should be protected during any construction activities. Detailed ecological survey would be required to determine exact mitigation measures related to bat boxes, etc..
- **Land to be retained:** Existing open space is an important feature in and around the site, and the retention of land helps to retain much of the site's existing character, as well as providing areas for recreation and wildlife improvements. Open space is a key feature between the existing residential edge and should be retained and enhanced where possible.
- **Retaining openness:** An appropriate boundary treatment is proposed along the edge of the development, adjacent to the revised Green Belt boundary, connecting existing PRow's and existing residential development. This would include species rich grass mixes including wild flower and bulb planting, with a mix of native tree and shrub planting. Creating informal green links to key junctions within the site as well as providing a key linear feature for wildlife species. Where possible elements such as SUDS ponds and additional ecological enhancements can be introduced. Existing PRow's within this area are to be retained and enhanced where required. Other opportunities such as publicly managed areas of green space and allotment areas could be introduced where community groups become responsible for the management of these areas.
- **Ecology corridor:** Seen as an extension to the Green Corridor, to enhance and protect existing ecological value on the site it is important to include areas of enhancement for wildlife and vegetation. These areas can contain SUDS ponds and native tree and shrub planting, as well as fruit bearing species and incorporating existing PRow's to provide strong visual and physical links between development parcels, as well as providing a buffer between residential parcels and existing infrastructure.
- **Residential Green Spine:** used to line primary routes within residential development parcels, a boulevard of feature trees along a grass verge.
- **Primary Gateways:** to provide an attractive green entrance into development parcels, with opportunities for way finding, specimen trees and shrub planting, to link in with green spines.



WOODHOUSES PRECEDENT IMAGES - Built Environment, Streets, Tree/ Shrub Planting, SUDs along Informal Routes, Key GreenSpaces including Hard and Soft Landscaping, Ecology Corridors



WOODHOUSES PRECEDENT IMAGE - Landscape Buffer

Land South of Coal Pit Lane (Ashton Road)

4.1 Site Context

The site at Ashton Road (Coal Pit Lane) lies to the west of Ashton Road, south of Coal Pit Lane and north of Knott Lanes and Crime Lane. The site comprises areas of former coal mining activity and agricultural land.

To the south east of the site is Oldham Rugby Union Football Club and to the west are vast areas of open land which extend towards Daisy Nook Country Park.

Development of the site will help diversify the existing housing stock in the area and borough as a whole. Located on the urban fringe and close to existing built development, the site is in a good position to utilise existing infrastructure. Nevertheless, any development will be required to provide, as appropriate, the necessary supporting highway and social infrastructure.

New access points would be required to the site and consideration will need to be given to the capacity of existing roads. The site's location close to Ashton Road (a regular bus route and prospective upgraded TfGM orbital route), presents a sustainable and accessible location and has the potential for connectivity that cannot be delivered elsewhere. Any scheme would need to enhance links to and from the site to the bus network, so as to encourage sustainable modes of travel and maximise the sites accessibility, building on the existing recreation routes and PRow network.

New development will be required to incorporate high quality landscaping and multi-functional green-infrastructure that will minimise the visual impact on the wider landscape, mitigate its environmental impacts and enhances linkages with the neighbouring communities and countryside.

4.2 Site Constraints

4.2.1 Introduction

The following section provides a high level analysis of the site constraints at Ashton Road (Coal Pit Lane), considering key elements such as the existing infrastructure, landscape and environment features. The purpose of this analysis is to understand the key opportunities and constraints that will need to be considered to ensure development is both feasible and deliverable. While this report provides a high level analysis, it is advised that as development plans and proposals progress further specialist reports are conducted to understand the opportunities and constraints identified in greater depth.



View from the Northeast Overlooking towards the Southwest

4.2.2 Hydrology

The River Medlock runs to the south of the site and follows a path of low lying land to the east of the site.

Within the centre of the site is a low-lying area and extended area of vegetation. There are a small number of smaller ponds/areas of standing water within the site.

Flood risk from all sources including surface water flooding should be a consideration for future development on the site, including Surface Water Flood Risk.

Appropriate drainage methods should be considered to mitigate development impacts, including the use of SUDS as part of an overall drainage strategy for the whole site, in line with the drainage hierarchy. Development should take account of, and mitigate against, areas at risk of flooding and incorporate Sustainable Urban Drainage Systems within the site, so as to control the rate of surface water run-off.

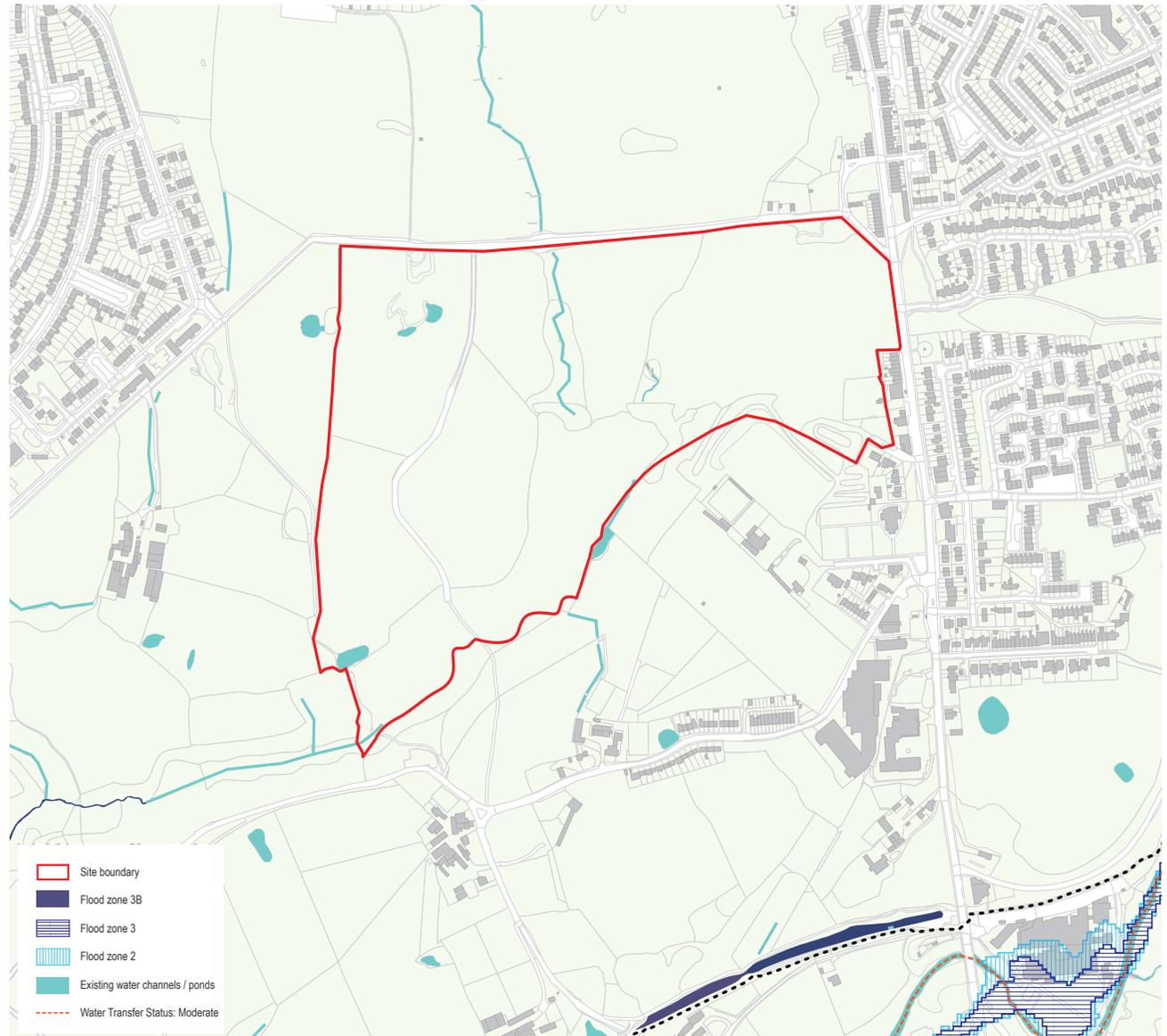


Figure 20: Hydrology and flood map

4.2.3 Services and Utilities

Utilities infrastructure along Coal Pit Lane and Ashton Road is understood to provide opportunities for future connections into the development site.

As much of the south and west of the site is currently undeveloped (Green Belt land), there is a clear lack of utility infrastructure within the site. In some cases, sewage systems do pass through the site, including a pipe to the north and east. Easements will need to be respected within the masterplan proposals.

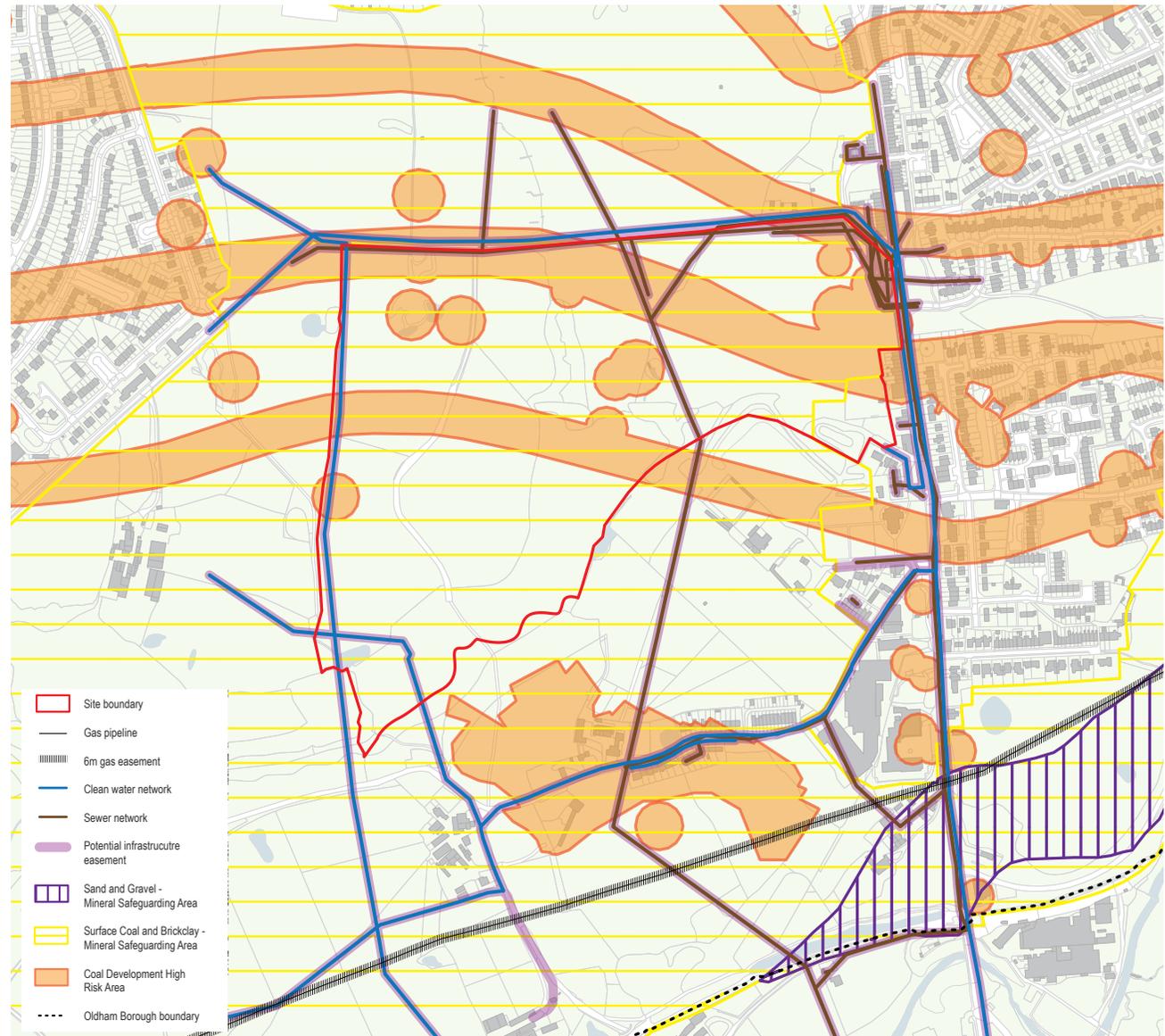


Figure 21: Services and utilities plan

4.2.4 Environment and Landscape

The landscape surrounding the site consists of woodland and greenspace to the centre, northeast and south of the site in clusters. The site is mostly green space with sparse tree coverage. Limited vegetation exists in the urban areas to the north and south. A notable watercourse is the River Medlock, which is located south of the site and runs in an east to west direction, alongside the Daisy Nook Country Park which forms a green corridor leading to Clayton Vale Nature Reserve.

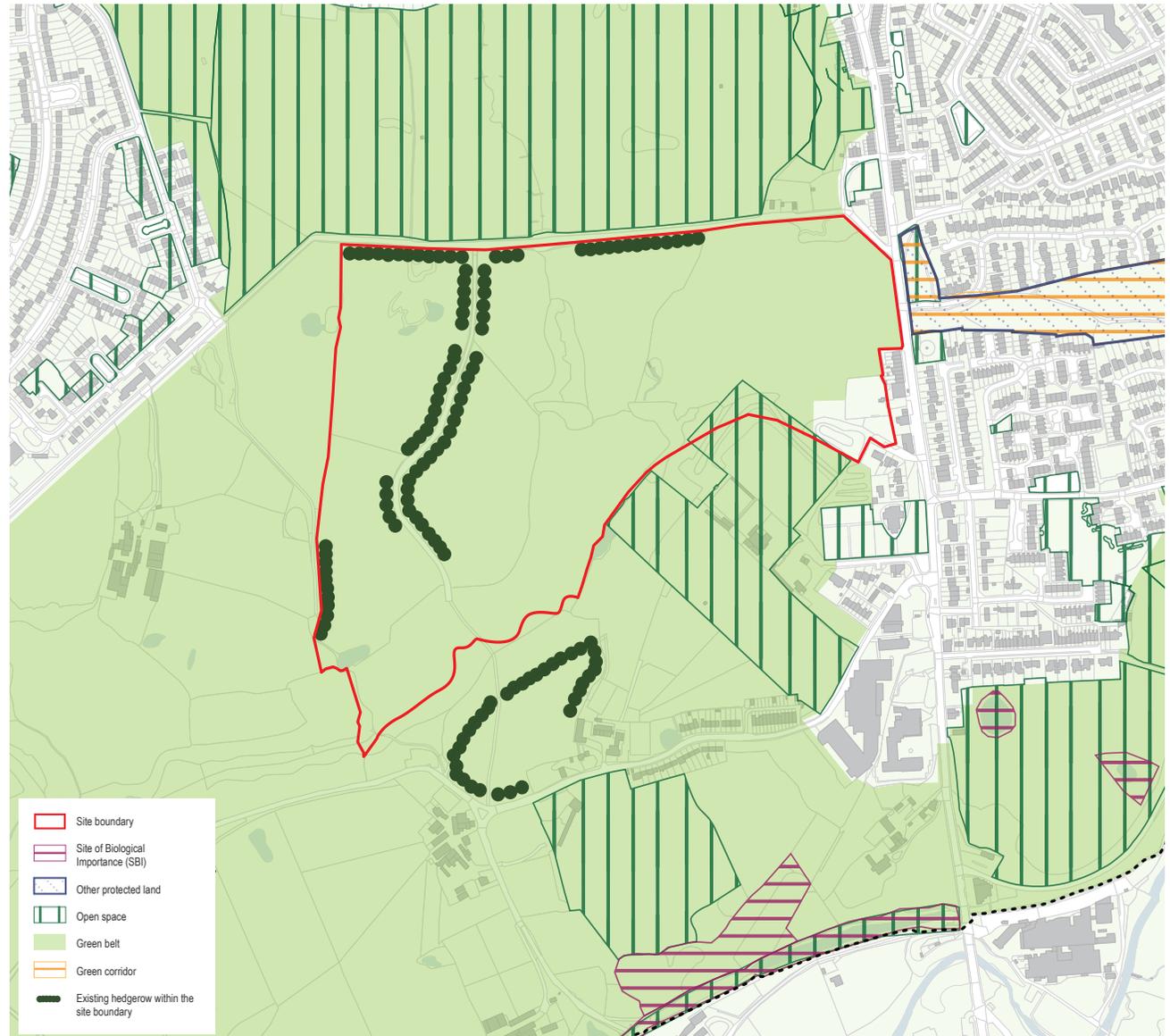


Figure 22: Existing landscape and ecological features

4.2.6 Contaminated Land

A large proportion of the site is contaminated (high to medium risk), with the majority to the eastern side of the site and the uncontaminated land located towards the western end. This report takes account of the high level information available in this regard but further stages in the site development process will require a full site survey and subsequent remediation / design strategy.

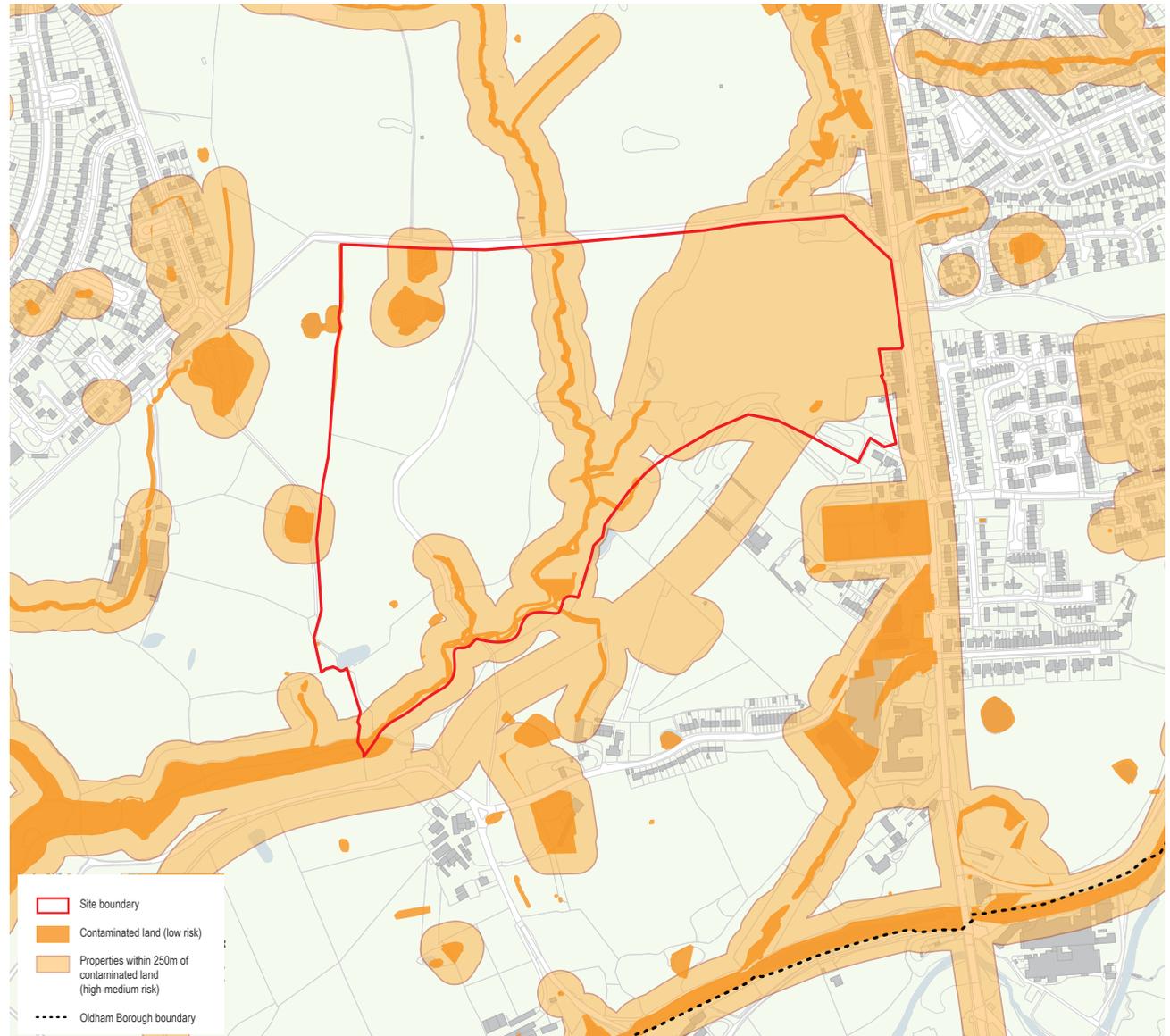


Figure 24: Contaminated land

4.2.7 Land Ownership

The site has fragmented ownerships which could be a constraint to development. The final delivery plan must seek to achieve a balanced financial and development approach to the masterplan, ensuring that access and management of land is fairly managed through the site.

4.3 Townscape Analysis

4.3.1 Introduction

It is important that development for the site will strengthen the character and identity of Oldham's wider urban characteristics. This should include the introduction of an appropriate variety of housing. In this respect, a high level townscape analysis has been conducted to determine the existing quality of the surrounding environment, considering aspect such as urban structure, character, facilities, legibility and permeability.

4.3.2 Form and Use

In order to determine the potential layout, function and use of the site it is important to understand the existing structure of activities, amenities and uses available. This is fundamental in determining the needs and requirements for the site, and will influence how the character and layout of the place will form together. To ensure development responds to these components of place making a high level review of existing form and use for the site at Ashton Road has been conducted.

- Form: Internally the site includes large areas of open land with a small woodland area to the north east with hedgerows around the centre and to the south of the site. To the North there is an access road from Coal Pit Lane, leading to the south edge of the site. To the Eastern edge of the site, is the Oldham Rugby Union FC building with 3 different playing pitches surrounding it. Surrounding the site are residential areas that are situated to the West and East called Lime Side and Bardsley respectively. A farm and some outhouses are situated to the south near Crime and Knott Lane.
- Primary facilities: Nearby the site is a mixture of agricultural and open land, to the east sits a dairy farm and two local schools. To the west is a place of worship, a post office, leisure facilities, and agricultural facilities. Along Ashton Road are a number of bus stops which connect Oldham to Ashton-under-Lyne and beyond. To the north is a golf club which stretches along the whole northern perimeter.
- Schools: Within proximity of the site are a large number of primary/ secondary schools within 2 miles radius.
- Healthcare: There are ea number of health centres north of the site and outside Oldham, with a Pharmacy, Orthodontics and two Medical Centre's.
- Shops: The site has a mixture of services, with the majority of local services and shops located in the surrounding urban area. Along Ashton Road are a number of local shops to both the north and south, which are located in close proximity to the site.



View from the Northeast Corner of the Site - Coal Pit Lane looking East towards Ashton Road



View from the Northeast Corner of the Site - Coal Pit Lane looking West



Panoramic View of Ashton Road from the Northeast Corner of the Site

4.3.3 Movement and Access

To ensure future development is well connected, accessible and sustainable, a brief review of existing movement/ access and public transport provision has been undertaken for the site at Ashton Road (Coal Pit Lane).

The findings intend to determine how the development proposal can enhance existing routes, ensure capacities are appropriately served, and potentially explore options of sustainable modes of travel where possible.

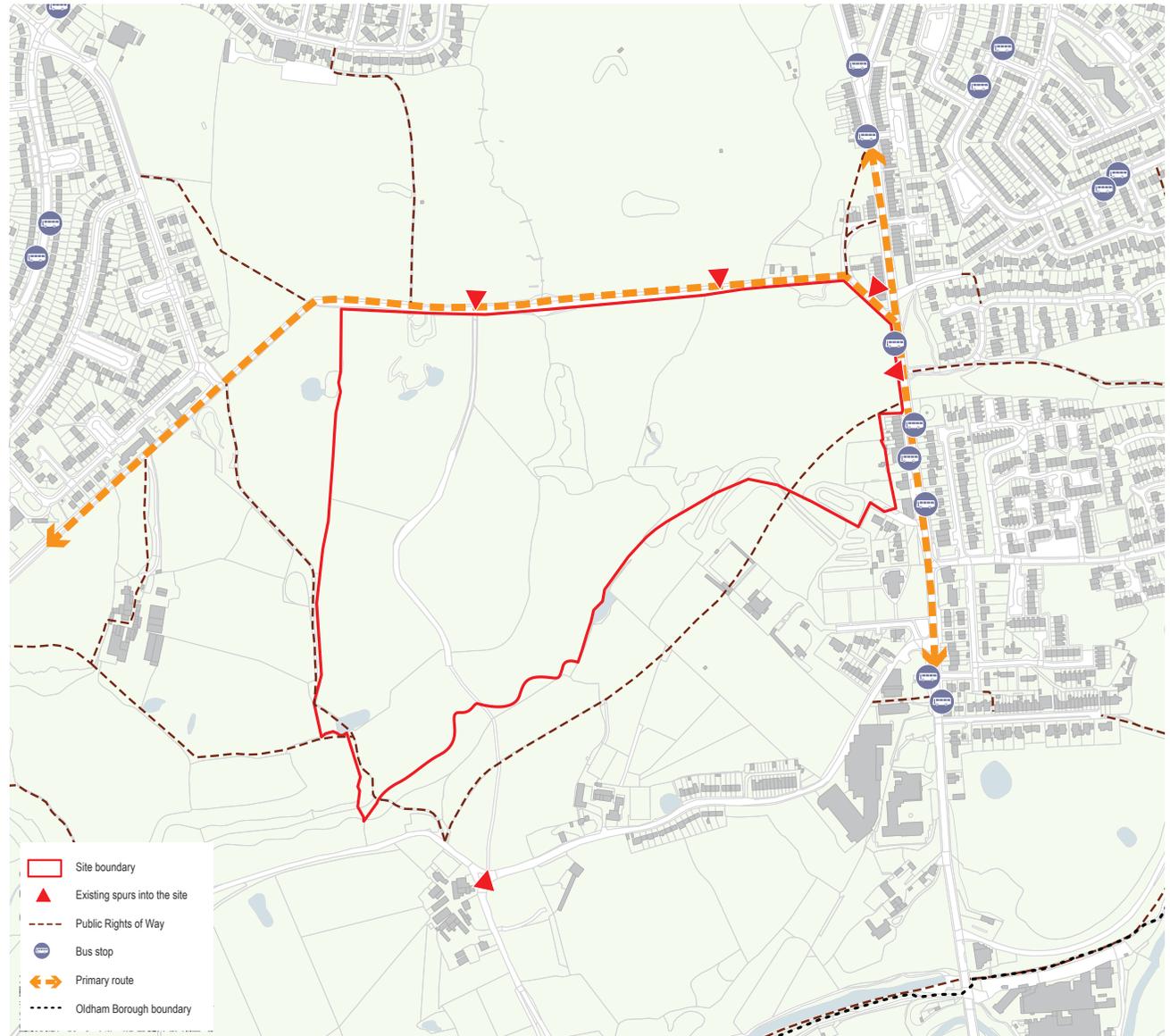


Figure 26: Existing access, movement and transport provision

- Road connectivity: Ashton Road provides a primary connection supported by Coal Pit Lane which connects to the surrounding residential area on both the east and west side of the site. To the south, the secondary road of Knott Lanes and Crime Lane bounds the site and leads in to the serving primary roads. The primary route of Ashton Road provides connections to Oldham, Ashton-Under-Lyne and Rochdale.
- Access points: Currently there is one formal vehicular access point to the site along Coal Pit Lane. There is potential to add a primary access to Coal Pit Lane and Ashton Road, which can potentially provide a new upgraded link route between neighbourhoods to the east and west.
- Public Transport: The site has a number of public transport opportunities to the east of the site along Ashton Road. To the west bus stops are further away from the site are within Lime Side's residential neighbourhood.
- Pedestrian movement: A number of Public Rights of Way run north to south inside and outside the site, joining to the existing residential areas and main roads. Where possible these existing routes should be retained and connect to the new proposed PRow enhancing overall public movement.



Ashton Road and Coal Pit Lane Junction

4.3.4 Urban Grain and Character

A high quality urban environment is integral to the success of any development. It harmonises together the principles of character, safety, diversity, ease of movement, legibility, adaptability and sustainability. Developments that are designed with these principles in mind will contribute positively to the existing townscape of Oldham, and provide residents with good living, working, social and learning environments. Therefore, to ensure a strong vision for the site is produced the following analysis will examine the existing urban characteristics of the site and surroundings at Ashton Road and Coal Pit Lane. These aspects are intended to inform the size, scale and layout of development, and begin to shape the character of the site.

- **Urban Structure:** To the south there are limited structures, with only a few dwellings and outhouses along Knott Lanes, the wider area is characterised by open countryside and agricultural land. The majority of development near the site is situated to the north, east and west with new developments taking place in vacant land on the urban edge. These residential areas have a mixture of footprints with typical suburban character. Many of the new builds have a similar dwelling size but have smaller gardens both front and rear to accommodate a higher density. Development proposals for the site should consider and respect the surrounding urban grain.



Figure 27: Ashton Road figure ground study

- Character: Surrounding built environment to the east and the west is mostly residential properties, the general building height is two storeys, with redbrick being the main building material with occasional use of render and stone. Within the more formally planned neighbourhoods, dwellings to the east are a mixture of terraced, semi-detached and detached. The settlement in Lime Side is predominantly semi-detached and detached dwellings. There is more open ground to the south of the site, with a minor number of outhouses, there is the River Medlock which has a dense area of trees covering the view to Ashton-Under-Lyne. To the north is a golf club, and beyond that are semi-detached/ detached residential properties with a number of larger buildings and plots.
- Heritage and Building Conservation Areas: While the site is not within a conservation area, there are listed buildings nearby the site. There is a Holy Trinity Church (Grade II) along Ashton Road southeast of the site, Bardsley House (Grade II) and Bank Top Farmhouse (Grade II) is some distance away from the site. A separate Heritage assessment has been carried out which concluded that the site does not make any contribution to the significance of these assets.

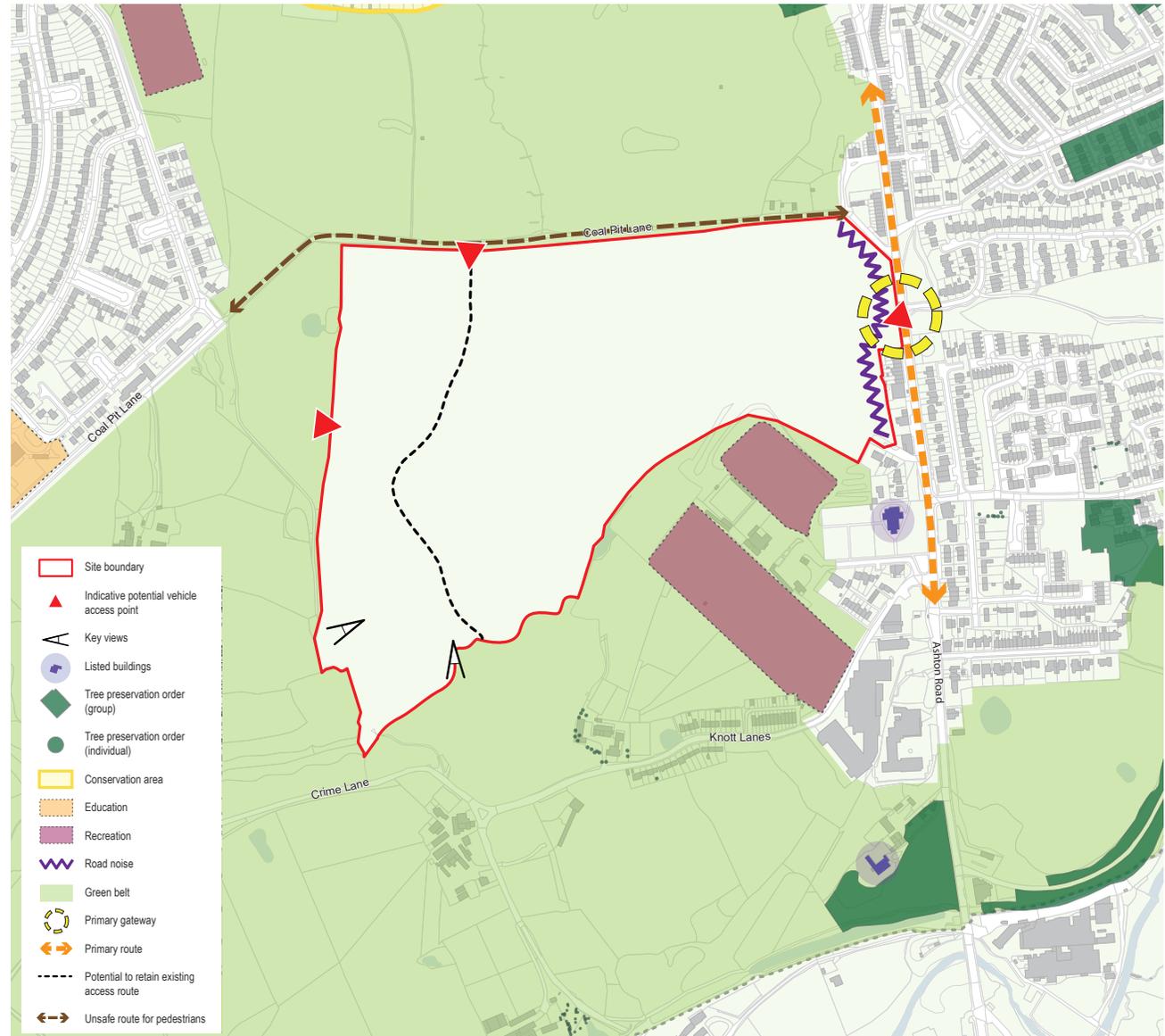


Figure 28: Urban Design Analysis

4.4 Design Development

4.4.1 Introduction

The following chapter provides the final conceptual masterplan for the site at Ashton Road (Coal Pit Lane) clearly demonstrating deliverability and feasibility for potential development to support the GMSF allocations. Before providing commentary of the plan this chapter explains the narrative and decision making process behind the plan making stage. Following an overview of the plan, the chapter concludes with an outline of expected economic benefits, funding opportunities and phasing strategies for the development. Although conceptual at this stage, the tested plan is intended to provide a robust framework that will appropriately inform future decisions regarding development for the site.

4.4.2 Stakeholder Consultation

The masterplan have been developed through consultation with a number of key stakeholders who have been engaged to shape the masterplan and identify any particular issues which should be considered or resolved through the masterplan process. The following key stakeholders were consulted through one-to-one meetings or design workshops/ consultations.

- Consultation: Oldham Council’s officers were engaged in the design process as part of design development within workshops or via one-to-one meetings to shape the masterplan.
- Transport – It is advised that the local transport network can accommodate the proposed level of development.
- Planning and Regeneration: The masterplan should seek to provide a significant new community for Oldham with appropriate services and amenities. The scale and density of the site should be delivered sensitively to achieve a sustainable development.
- Health Services: At this point no specific guidance has been given regarding health provision, however it is considered that a contribution may be required to meet the demand created by new development.
- Environment: Efforts have been made to environmentally enhance the area using sensitive and positive green infrastructure proposals and minimise the impact on the Green Belt. To mitigate loss of green space, significant areas of enhanced green spaces proposed in the north and northwest areas of the site with a minimum 25m wide green buffer along the Western boundary.
- Education: It is understood that there is primary school capacity in the local area but this will need to be verified at the point of development. There is currently a shortfall of secondary school places and proposed growth on the site may need to consider expansion of existing schools or the provision of new places.
- Environment Agency: There are no significant issues identified from initial EA parameters. Any future plans related to SUDs and surface water run-off to adjacent watercourses would require necessary approvals. Opportunities to enhance this area as a wetland should be taken.
- United Utilities: United Utilities advised of some easements cutting through the site and along the Northern border of the site which have been taken into account within the site masterplan. Drainage should seek to exploit existing natural drainage lines and watercourses.

4.5.3 Conceptual Masterplan

The conceptual masterplan below provides an illustration of how the site at Ashton Road (Coal Pit Lane) could be laid out. Although this plan is indicative, it begins to give a visual indication of the development parcels capacity and advised layout, which can be given to prospective developers.

Within the adjacent masterplan, a test of development capacity has identified the potential to deliver 273 new homes, based on density policies provided by the draft GMSF. The contribution of each plot towards these figures are provided in table 6 on the opposite page.

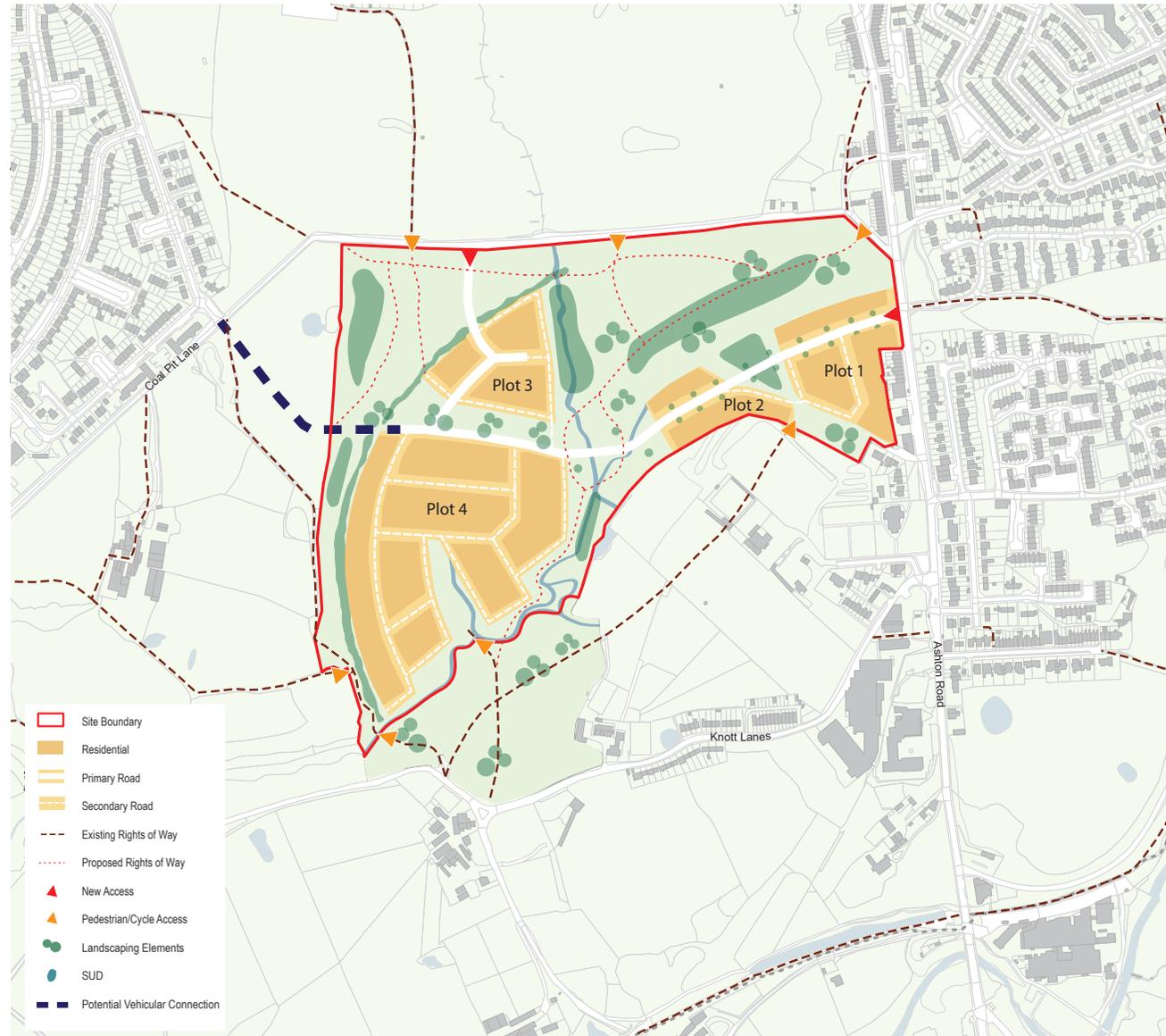


Figure 29: Ashton Road (Coal Pit Lane) conceptual masterplan

	Plot References				Total
	1	2	3	4	
Identified Development Zone (Ha)	1.83	0.97	1.61	6.01	
Assumed Site Efficiency (%)	75%	75%	75%	75%	
Net Developable Areas (Ha)	1.4	0.7	1.2	4.5	
Assumed Density (Dwellings/ Hectare)	35	35	35	35	
Potential Number of Dwellings	48	25	42	158	273

Table 7 Ashton Road (Coal Pit Lane) Development Capacity Schedule

Urban Design Strategy

The boroughs of Rochdale and Oldham have adopted a series of urban design guides as Supplementary Planning Documents (SPD). The aim is to provide clear guidance on the quality of design expected by both boroughs and to encourage high quality places, buildings and landscapes that meet the current and future needs of the communities that use them. For the purpose of the urban design strategy for the conceptual masterplan for Ashton Road (Coal Pit Lane), the SPD is fully considered in the approach to the form, shape and character of the development proposal. The strategy is discussed in greater detail below.

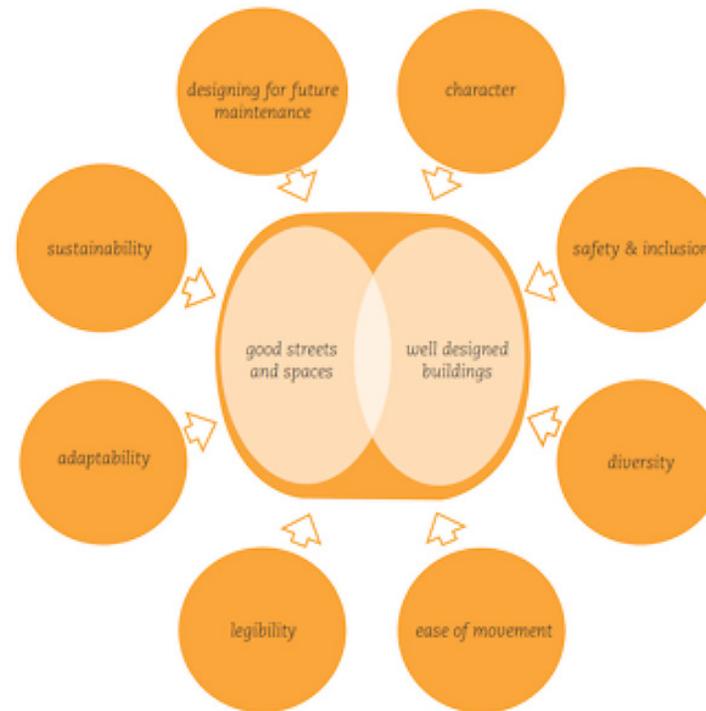
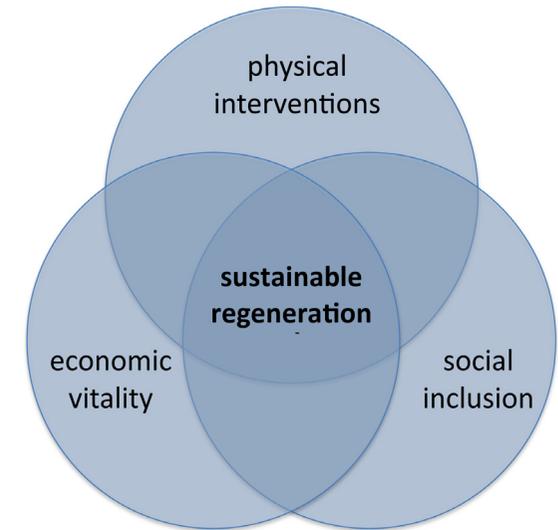


Figure 30: Design Principles (Source: Oldham and Rochdale Urban Design, 2007)

- **Character and Identity:** the design scheme aims to build continuity in the character and identity and create a sense of place that is sensitive to surrounding context.
- **Safety and inclusion:** safety and inclusion are integral to the masterplan, it promotes places that are safe, secure and inclusive for all.
- **Density and Diversity:** the masterplan promotes density and diversity in housing, providing variety and choice for people.
- **Ease of movement and Walkability:** the masterplan ensures that places are easy to get to and move through. Designing for future character, the proposed scheme prioritises sustainable modes of transportation, particularly walking and cycling as the preferred mode of travel, and as a defining component of a healthy quality of life. It also strives to maximise connectivity to the nearby community whilst maintaining privacy for residents.
- **Legibility:** the proposed scheme ensures places can be easily understood by the users and prevent any disorientation that may be caused by a poor design layout and form.
- **Adaptability:** the masterplan is designed with a degree of flexibility in order to be responsive to

changing circumstances and needs.

- **Sustainability:** sustainability should be integral to the scheme, with a goal of minimising the impact on the environment. Efficiency can be achieved by applying sustainability principles in urban design and reducing the carbon footprint of buildings through energy efficient and eco-design architecture.
- **Designing for future maintenance:** designing buildings and spaces so that their quality can be maintained over time.
- **High Quality Urban Environment:** the development proposal is appropriate to their function and context with attractive outdoor spaces accessible for everyone.



Movement Strategy

As noted within the Oldham and Rochdale Urban Design Guide, development must provide and reinforce a clear network of routes, comprising a defined hierarchy of vehicular movement, streets, paths and associated spaces. This should provide ease of access across the site to development areas, the buildings and the facilities within. In particular, routes should be well connected and attractive, and create a permeable network with clear signs to support wayfinding. Sustainable modes of travel should also be promoted where possible. In line with these recommendations the following movement and access framework has been used to guide the conceptual masterplan for Ashton Road (Coal Pit Lane).

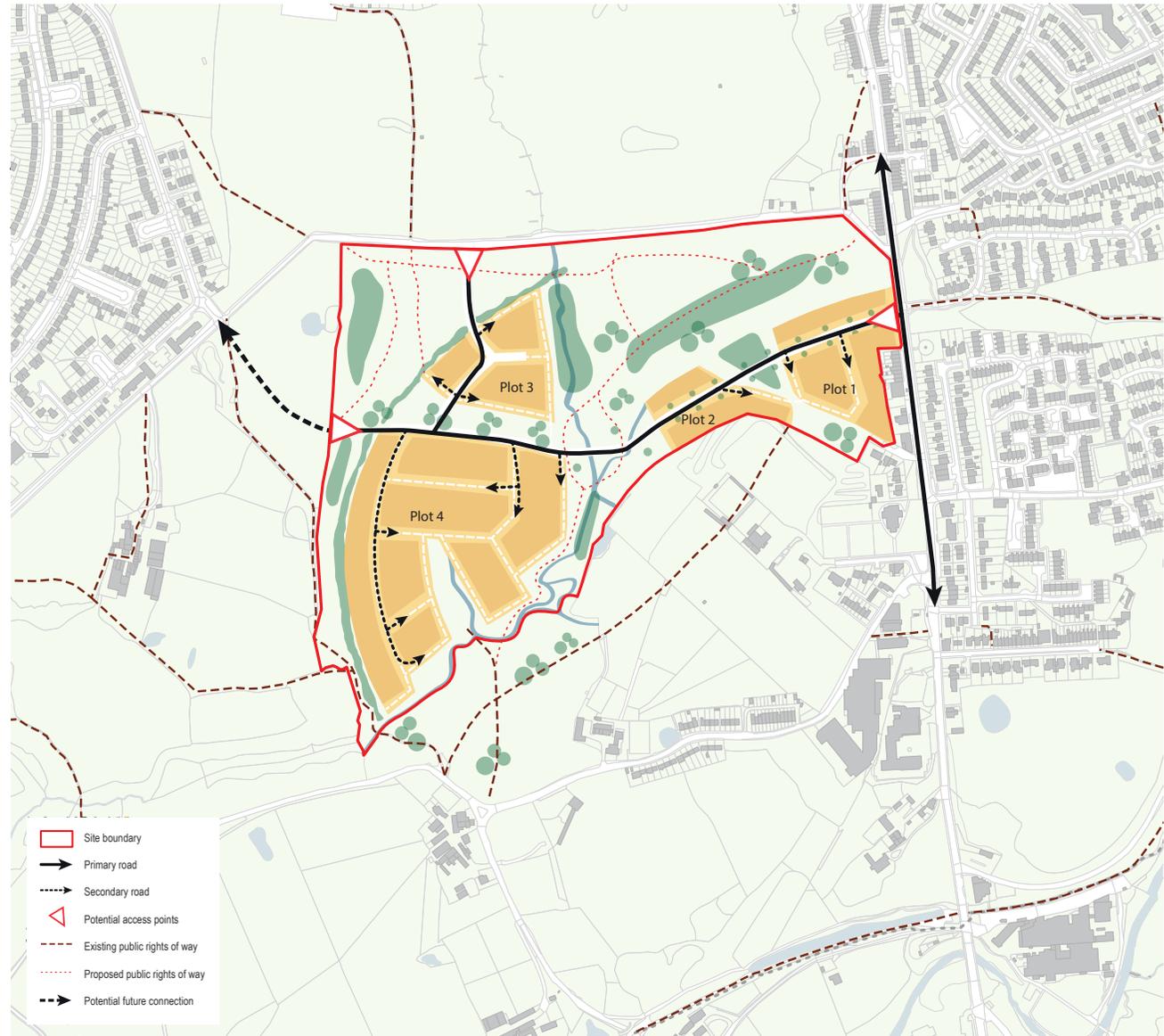


Figure 31: Access and movement framework strategy

- Access: The site includes a number of potential vehicular and pedestrian access points. To the east and west are the main primary entrances into the site, including the new proposed route connecting from Coal Pit Lane. The eastern side of the site connects to Ashton Road which provides access to public transport. Public rights of way provides access to multiple areas of the site providing walking and cycling opportunities to reach the site and beyond. To the south are a number of access points along Knott Lanes, which runs to the northern area of the site connecting to Coal Pit Lane.
- Vehicular hierarchy and access: The site will have a vehicular spine between Ashton Road and Coal Pit Lane, comprising of a primary road. Off this route secondary roads will provide access to all development sites.
- Pedestrian movement: The existing Public rights of way (PRoW) around the site have been retained and enhanced to provide further connections across the site. These routes also connect to the wider PRoW networks which offers opportunities to explore the wider green spaces. Within the site, primary and secondary routes will provide prominent and high quality streetscapes that are active and safe. As a result, promoting walkability in the site and beyond to other urban areas will enhance public transport and other local services.
- Public transport provision: Access to bus stops along Ashton Road should be enhanced and promoted where possible.

Open Space and Landscape Strategy

Within the draft GMSF, it was advised that development of the site should deliver high quality landscaping and multi-functional green infrastructure. This is expected to enhance the attractiveness of the scheme and provide opportunities for open space and recreational activities for users of the site. The need to enhance recreational routes connecting the site with countryside has also been highlighted, including PRoW. Accordingly, in line with the aspirations of the GMSF and the principles developed throughout the masterplanning process, the following landscape strategy for the conceptual plan is demonstrated below.



Figure 32: Green infrastructure and landscape framework

- Existing Water Features: There are no significant water features within the site, however mapping indicates the line of a small watercourse running north - south which may now be in culvert. This will need to be investigated further. Around the perimeter, are a number of small ponds, to the east and west. Where possible the development should work with existing features to enhance ecological value and add value to the character of the site.
- Existing hedgerow: Soft landscape treatments such as hedgerow add to the character of the site, as well as enhancing ecological value. This also creates enclosure and protection for local wildlife. A landscape led development would retain and enhance the existing hedgerow and improve on any features around the site.
- Existing trees: Both single and group species are also seen to be a key feature within the site and should be protected during any construction activities. Following completion of development, the addition of bird and bat boxes should be carried out to provide additional habitat.
- Land to be retained: Existing open space is an important feature in and around the site, and the retention of land helps to retain much of the sites existing character, as well as providing areas for recreation and wildlife improvements.
- Retaining openness: A green corridor is proposed to run from north to south and east to west of the site, connecting existing PRow's and less informal routes. This would include species rich grass mixes including wild flower and bulb planting, with a mix of native tree and shrub planting. Creating informal green links to key junctions within the site as well as providing a key linear feature for wildlife species.
- Key Green Space: Used to provide an attractive interface within residential parcels, a mix of hard and soft landscape with opportunities for formal and informal play opportunities. Native and feature tree and shrub planting to provide an attractive outlook for inward facing development and provide links to existing PRow's as well as leisure space.
- SUDs: Ponds and additional ecological enhancements should be introduced to mitigate flooding and enhance ecological feature and wildlife diversity. This could be achieved through the enhancement of existing water features and the introduction of integrated SUDs.
- Ecology corridor: Seen as an extension to the Green Corridor, to enhance and protect existing ecological value on the site it is important to include areas of enhancement for wildlife and vegetation. These areas can contain SUD's ponds and native tree and shrub planting, as well as fruit bearing species and incorporating existing PRow's to provide strong visual and physical links between development parcels, as well as providing a buffer between residential parcels and existing infrastructure.
- Residential Green Spine: Used to line primary routes within residential development parcels, a boulevard of feature trees along a grass verge.
- Primary Gateways: To provide an attractive green entrance into development parcels, with opportunities for way finding, specimen trees and shrub planting, to link in with green spines.



ASHTON ROAD (COAL PIT LANE) PRECEDENT IMAGES - Built Environment, Streets, Tree/ Shrub Planting, SUDs along Informal Routes, Key GreenSpaces including Hard and Soft Landscaping, Ecology Corridors



ASHTON ROAD (COAL PIT LANE) PRECEDENT IMAGE -SUDS

Development Considerations and Economic Impact Assessment

5.1 Development Considerations

JLL have consulted with housebuilders to establish potential delivery rates and likely house type and mix across the respective sites. The anticipated delivery rates for each of the sites have been considered in the context of the number of competing sites in close proximity. It will be essential to ensure that multiple sites are available for development to avoid supply issues where delivery and viability of certain sites is restrictive due to ownership/legal/technical issues.

Thereafter, we have considered the likely phasing of the various parcels based on necessary infrastructure provision.

Based on our consultations we are aware that significant demand exists from housebuilders and developers.

Bottom Field Farm (Woodhouses)

The Key considerations that have dictated the eventual capacity achieved on the site include:-

- Relatively regular shaped sites allow for efficient layouts.
- Existing rights of way through sites.
- Relatively flat sites.

Based on our market appraisal for the local area and further consultation with house builders we believe that 'traditional' housing will come forward on 3, 4 and 5 bed semi and detached properties with a density of between 30-35 dwellings per hectare.

Land South of Coal Pit Lane (Ashton Road)

The Key considerations that have dictated the eventual capacity achieved on the site include:-

- Site topography is constrained:
 - Some changing levels on the site.
 - The sites existing vegetation
 - There is a watercourse running through the site.
- As can be seen from the plan the site creates an inefficient gross to net developable area on the site.
- Two or potentially three new highway access routes.
- Contamination on site.
- Coal Pit Lane is a narrow road and would potentially require widening to accommodate development.

Based on our market appraisal for the local area and further consultation with house builders we believe that 'traditional' housing will come forward on 2, 3 and 4 bed semi and detached properties with a density of between 30-35 dwellings per hectare.

5.2 Phasing

We have considered how each of the sites could be developed and the potential phasing.

5.2.1 Bottom Field Farm (Woodhouses)

Site: 1-4 years

Site 2 is located in the affluent area of Woodhouses with direct access into the site from Heartshead Crescent to the north of the site. Recent development in the area has shown it commands high values and is a sought after area to live. In light of this we would expect a development in this location to be popular with accelerated sales rates in line with those stated in the previous section.

5.2.2 Land South of Coal Pit Lane (Ashton Road)

Site 1: 1-6 years

Given the layout of the site and number of units we would expect the site to be completed within 1-6 years. There are two logical access points from the east off Oldham Road and from the north and we envisage that the first phase of development will be on the parcel of land to the east. The site could potentially be divided into two for the sale to two separate housebuilders or a singular house builder would purchase with a view to running two outlets on the site, thereby accelerating delivery. Barratt/ David Wilson are a good example of where this route has been successfully undertaken elsewhere.

5.3 Economic Impact Assessment

This note has been prepared by AMION Consulting (AMION) and sets out a high-level assessment of the potential economic impact of the proposed development of the sites at Woodhouses (Bottom Field Farm) and Ashton Road (Coal Pit Lane) in Oldham, which together are for around 303 homes.

The redevelopment of the sites will generate a range of economic benefits in the construction phase and on an ongoing basis. Benefits associated with local expenditure have been assessed at the Oldham and Greater Manchester levels.

5.3.1 Socio-Economic Condition

Prior to considering the socio-economic impacts, it is necessary to establish a clear understanding of baseline socio-economic conditions within the geographical areas relevant to the location of the proposed development.

The baseline analysis is focused on Medlock Vale – in which the Ashton Road (Coal Pit Lane) site is located and Failsworth East where the Woodhouses (Bottom Field Farm) site is proposed. Performance in these areas is benchmarked against Oldham and Greater Manchester. The analysis considers current conditions and recent trends as summarised below.

Population – in 2018 the resident population of Oldham was estimated to be 235,623, representing 8.4% of the total for Greater Manchester (2,812,600). Of this, approximately 4% live in the Failsworth East Ward

(10,270) and 6% live in Medlock Vale Ward (14,049). Over a five-year period, the population of Medlock Vale has increased by around 10%, while that of Failsworth East declined marginally.

Working-age population – The working-age population (those aged 16-64) in Oldham stood at 144,549 in 2019, amounting to 61% of the total population. This was marginally below the average for Greater Manchester (63.6%). The population of Medlock Vale and Failsworth East aged 16-64 was 62.7% and 64.7% respectively in 2018. While the working age population of Failsworth East had declined slightly between 2013 and 2018, that of Medlock East had increased in line with overall

population.

Economic activity rate – At December 2019, the economic activity rate within Oldham was 73.2%, lower than the Greater Manchester average of 76.6%. At the local level, data from the 2011 census indicates that the economic activity rate of Failsworth East was significantly higher than in Oldham (72.4% compared to 66.6% in 2011). However, the economic activity rate in Medlock Vale was lower than the local authority (64.3%).

Employment rate – The overall employment rate in Oldham was 70.5% in December 2019, compared to 72.5% in Greater Manchester. When considering

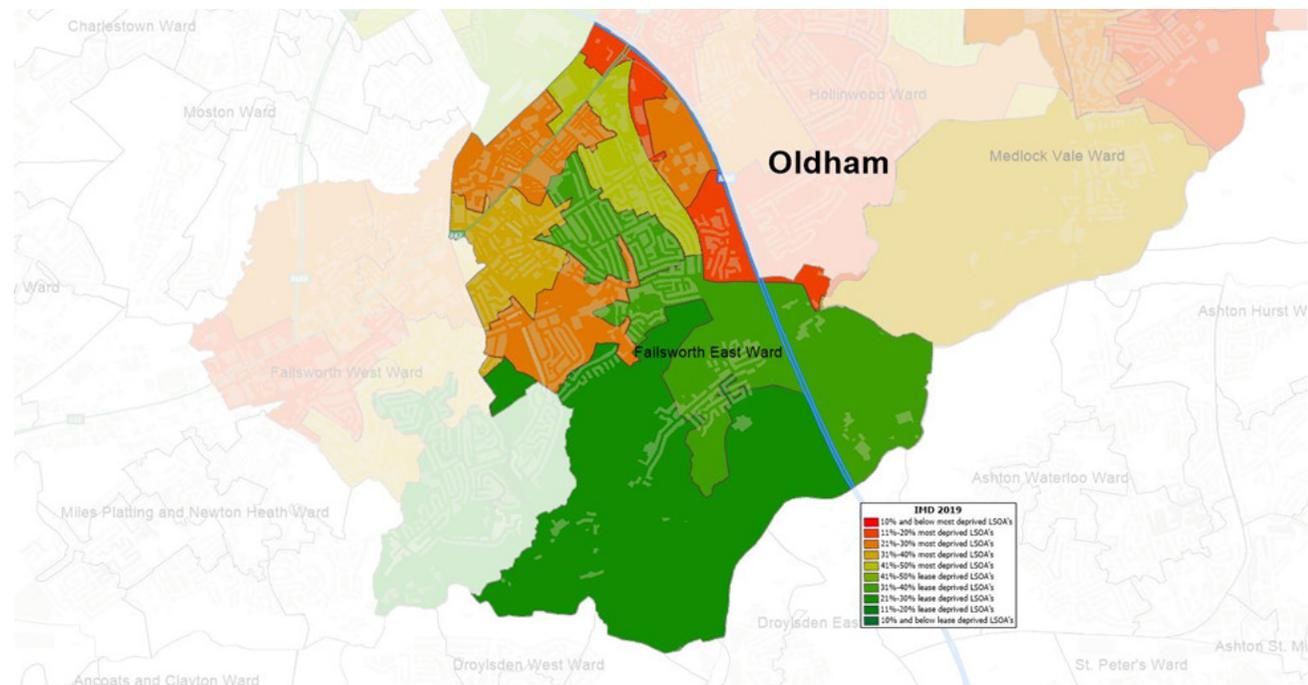


Figure 33: Failsworth East IMD

the 2011 census, Failsworth East had the highest employment rate of the comparator areas at 65.4%, compared to 53.6% in Medlock Vale and 58.2% across Oldham as a whole.

Unemployment – The 2019 annual population survey December 2019 showed that the unemployment rate in Oldham was 3.6%, this is lower than Greater Manchester as a whole at 5.1%. 2011 census data for the International Labour Organisation (ILO) unemployment rate for Failsworth East stood at 3.8%, which was lower than the Oldham figure of 5.4%. Moreover, the unemployment rate in Medlock Vale is alarmingly high at 7.4%.

Employment by occupation – Oldham is made up of primarily of high to mid-level occupations with SOC 1-3 (37%) and SOC 4-6 (32%). When compared to Greater Manchester, Oldham is below the average in SOC’s 1-3 (45%) and has higher proportions of those in mid to low range jobs (SOC’s 4-6 and 7-9). At the 2011 Census, Failsworth East is made up primarily of middle-order occupations (SOC 4-6). Whilst, Medlock Vale is made up primarily of lower-order occupations (SOC 7-9) with 43.9%. Overall Oldham displayed 33% of people in SOC’s (1-3), 35% in SOC’s (4-6) and 32% in SOC’s (7-9).

Qualifications – In 2019, the level of educational attainment across Oldham was lower than the Greater Manchester average. At the upper end, 26.9% had reached the level of NVQ4+ in Oldham, compared to 36.6% in Greater Manchester. At the lower end, 13.3% had no qualifications in Oldham, whilst this was 9.4% in Greater Manchester.

At the local level, data from the 2011 census suggests that both Failsworth East and Medlock Vale had a lower proportion of residents with an NVQ4+ than Oldham (15.7%, 14.8% compared to 18.6%). Those with no qualifications were higher in Medlock Vale (33.2%), however, Failsworth East had a lower proportion than seen in the local authority (27.1% compared to 29.6%).

Employee jobs – according to the ONS Business Register and Employment Survey (BRES), in 2018, there were almost 84,000 employee jobs in Oldham an increase of 2% since 2015. Over the same period, the number of jobs in Greater Manchester increased by 9%. At ward level, Failsworth East has seen an increase in employee

jobs of 9%. It is noted that Medlock Vale has seen a number of employee jobs lost between 2015 – 2018, equating to 37%.

Household income – The 2019 annual survey of hours and earnings shows that the average resident based gross weekly wage in Oldham was £499.30, rising to £540.40 across Greater Manchester. At the local level using MSOA E02001130 within Oldham, the small area income estimates show that MSOA would be in the lowest 50% of all MSOAs in Oldham.

Job density – is defined as the number of jobs in an area divided by the resident population aged 16-64

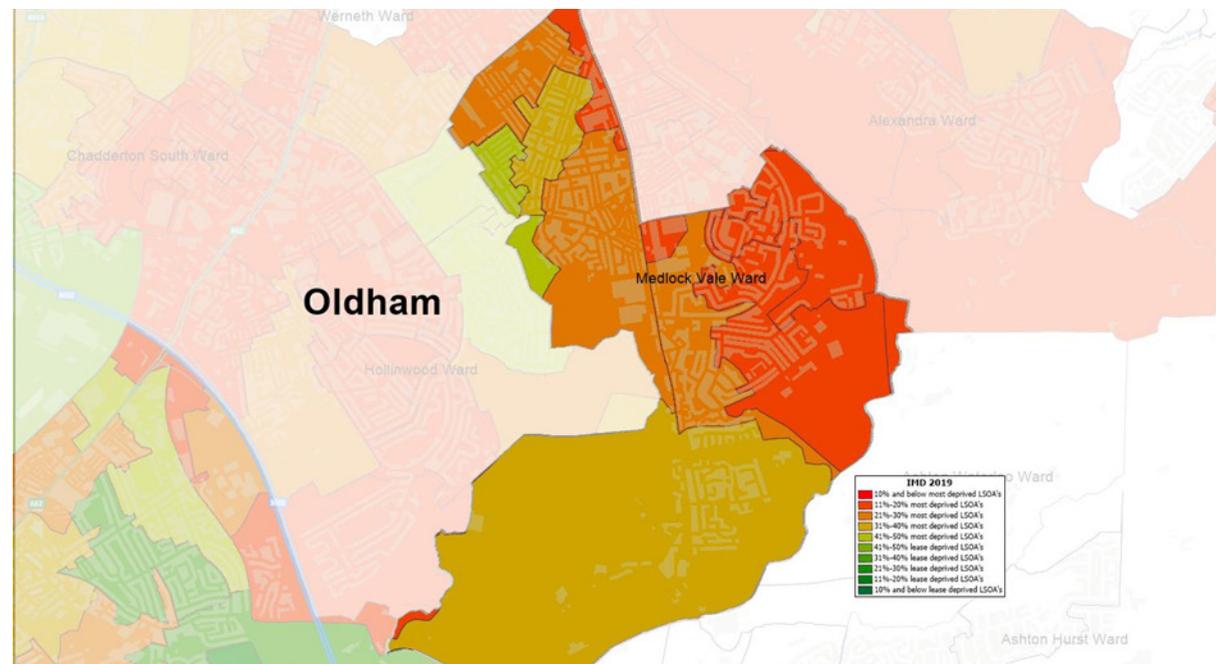


Figure 34: Medlock Vale IMD

in that area – using 2018 population data, alongside employment data from the 2018 Business Register and Employment Survey, job density across the comparator area has been assessed. In Failsworth East, there are 0.25 jobs for everyone within the working age population, this rises to 0.36 in Medlock Vale – both lower than the figure for Oldham (0.58) and Greater Manchester (0.76). This suggests that both areas are primarily residential in nature.

Business density – the number of businesses per 1,000 working age population. In Oldham, there are approximately 50 Businesses per 1,000 pop, at the Greater Manchester level this increases to 59. At the local level, data was available for MSOA’s broadly reflecting the Failsworth East and Medlock Vale Wards. The business density ranged from 22 to 66 businesses per 1,000 population, highlighting the mix of commercial and residential uses.

Deprivation – according to the Indices of Multiple Deprivation (IMD) 2019, nearly 55% of Oldham’s Lower Layer Super Output Areas (SOAs) were in the most deprived 30% of SOAs in England, including 39 SOAs in the most deprived 10% of SOAs in England. Across Greater Manchester, 49% of SOAs were in the most deprived 30% of SOAs in England. Furthermore, one of the ten most deprived SOAs in Greater Manchester is in Oldham.

At the local level, figures 1 and 2 show the levels of deprivation within Failsworth East and Medlock Vale, highlighting the pockets of deprivation within each ward.

5.3.2 Economic Benefits

The assessment of the potential economic benefits arising from the development of the Woodhouse and Aston Road Corridor sites has considered a range of benefits to the local and wider economy. The economic impact assessment has quantified these benefits at the Oldham and Greater Manchester spatial levels.

The key economic benefits are expected to include:

- employment supported during the construction phase of the proposed developments, as well as other key outcomes (primary effects);
- additional economic activity resulting from supply linkage and income multiplier effects (secondary effects); and
- a range of wider fiscal impacts.

5.3.3 Construction phase employment

The calculation of the number of temporary construction jobs generated through the redevelopment of the sites is based on the estimate construction costs. Costs have been assessed on the basis of benchmark data for residential development, having regard to SPON’s Architect and Builders Price Book. Cost estimates have had regard to the type of provision envisaged for each site, allowing for a greater proportion of larger four and five bed homes at the Woodhouse site.

Employment coefficients from the Homes and Communities Agency (HCA) Cost per job Guidance have been applied to the construction expenditure figure to derive an estimate of the gross number of person-years of employment supported during the construction phase. The benchmark turnover per employee for the

Table 1: Construction phase employment

Expected Impacts	Woodhouses (Bottom Field Farm)	Ashton Road (Coal Pit Lane)	Total
Construction Expenditure	£5,250,000	£35,490,000	£40,740,000
Direct construction related employment (person years)	90	611	701
Indirect and induced construction-related employment (person-years) at the sub-regional level	41	281	322
Total construction related employment (person years)	131	892	1,023

construction sector is £58,904 based on the coefficient for residential development, updated to 2020 prices based on published GDP deflators.

Overall, the proposals could generate around £40,740,000 of construction-related expenditure. It is estimated that this expenditure could support approximately 1,023 gross person-years of temporary construction employment. Based on the convention that 10 person years of temporary employment is equivalent to a permanent full-time job, this is equivalent of 102 full-time jobs.

Based on data for the construction sector, derived from the ONS Annual Business Survey, the identified level of construction expenditure could generate gross GVA of £22.6m at the sub-regional level.

5.3.4 Additional Household Expenditure

The attraction of new households will generate additional local expenditure. To estimate additional household expenditure that might be created as a result of the proposed development, reference has been made to the ONS Living Costs and Food Survey (LCF) 2018. The LCF indicates that the average household in the North West spent £454.90 per week on goods and services that could potentially be available in Oldham and the wider City Region¹.

Not all household expenditure will be retained locally, with a proportion likely to be spent outside of the region. An analysis has therefore undertaken of the estimated level of local spend by allowing for leakage for expenditure.

Based on a high level of apportionment, it is estimated that approximately £212.39 per week (£11,044 per annum) could be spent in Oldham, and, £278.01 per week (£14,457 per annum) could be spent in Greater Manchester, per household.

The delivery of new households to Oldham and Greater Manchester and the associated additional expenditure within the local economy will help to sustain local employment in service-based sectors. Based on average turnover per employee for the retail sector, additional expenditure could support 26 local jobs at the Oldham level and 34 jobs at the Greater Manchester level.

Table 2: Additional Household expenditure						
	Woodhouses (Bottom Field Farm)		Ashton Road (Coal Pit Lane)		Total	
	Oldham	Greater Manchester	Oldham	Greater Manchester	Oldham	Greater Manchester
Average annual household spend	£11,044	£14,457	£11,044	£14,457	£11,044	£14,457
Residential units created	30		273		303	
Total household expenditure p.a.	£331,320	£433,710	£3,015,012	£3,946,761	£3,346,332	£4,380,471

¹ This excludes non-consumption expenditure (for example, savings and investments).

5.3.5 Land Value Uplift

The MHCLG appraisal guide recommends that the economic benefits from residential and non-residential physical development schemes, specifically the benefits to on-site occupiers, should be assessed through an appraisal of the uplift in land value resulting from the proposed change of use. To assist with this approach, the Valuation Office Agency has produced a range of land value estimates relating to residential, industrial, commercial, and agricultural uses (2018). These estimates have been applied to the proposals for the sites.

Overall, as set out in Table 4, it is estimated that the scheme could result in a land value uplift of approximately £7.4 million. It should be noted that this represents the gross land value uplift that could be created and does not adjust for potential displacement effects in the local and wider economy.

5.3.6 Fiscal Benefits

In addition to the economic impacts outlined above, it is anticipated that the proposed development will result in increased council tax revenue. The estimate of Council Tax is based on current rates published by Oldham Borough Council for 2020/2021.

The calculation of council tax assumes the scheme will bring forward high-quality housing units at the Woodhouse Cluster sites, these have been rated as Band C/D/E for Council Tax purposes. Allowance has been made for risk (associated with relief and non-payment) at 10%. On this basis, it is estimated that a scheme of 30 units could generate gross council tax payments of

£49,100 per annum once fully built out.

For the Ashton Road (Coal Pit Lane) sites, the calculation of council tax assumes the scheme will bring forward a larger mix of affordable and high-quality housing. With this in mind, the mix of the scheme is rated as Band A/B/C for Council Tax purposes. Allowance has been made for risk (associated with relief and non-payment) at 10%. On this basis, it is estimated that a scheme of 273 units could generate gross council tax payments of £396,000 per annum once fully built out.

In total, completed scheme proposals could provide an additional £445,100 per annum to Oldham Borough Council.

Table 4: Fiscal benefits			
	Woodhouses (Bottom Field Farm)	Ashton Road (Coal Pit Lane)	Total
Council tax (per annum)	£49,100	£396,000	£445,100

Table 3: Gross land value uplift (£m)			
	Woodhouses (Bottom Field Farm)	Ashton Road (Coal Pit Lane)	Total
Existing use value (Ha)	£0.33	£2.24	£2.57
Residential value (Ha)	£1.30	£8.67	£9.97
Total land value uplift	£0.96	£6.44	£7.40

6 Conclusion and Next Steps

This report has been prepared to support the allocation of both Woodhouses (Bottom Field Farm) and Ashton Road (Coal Pit Lane) residential sites within the borough of Oldham to be included in the emerging Greater Manchester Spatial Framework (GMSF). The proposed concept plan have been prepared to provide evidence for capacity and have been based on three key parameters of the sites being;

- Suitable for development
- Development is achievable
- Land is available for development

The Greater Manchester Combined Authority is also anticipated to carry out an Integrated Assessment of the proposed allocations subject to public/ stakeholder consultation.

To investigate these issues the masterplanning team has undertaken the following stages of work to shape the masterplan:

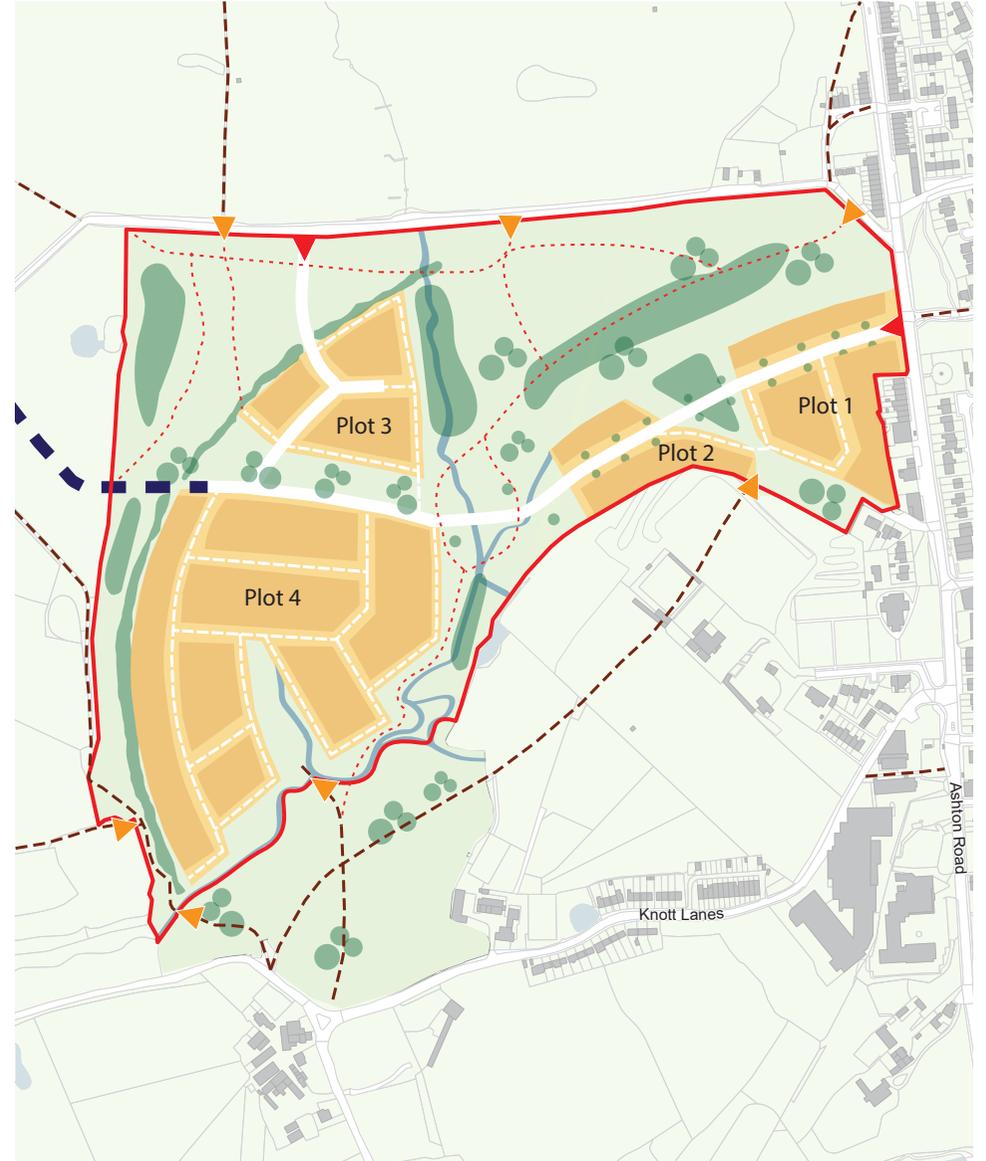
- Baseline review of sites including high level analysis of constraints, townscape review, planning policy, residential market assessment and access review to understand what development is achievable on the site.
- Design development to shape the masterplan in consultation with stakeholders and landowners.

- Staged approach of consultation to ensure landowners are in agreement and that the development land proposed is available.

The sites have been considered together to provide a comprehensive masterplanning approach to consider access, land use, mitigation, green infrastructure and amenities across the two sites.



Bottom Field Farm (Woodhouses) Concept Plan



Land South of Coal Pit Lane Concept Plan



Oldham
Council