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1.0 FOREWORD

This document details the Master plan for Ouseburn Central. It outlines:

- The Context - The Master plan has been developed in the context of the strategies and initiatives for the Ouseburn Valley, the Development Plan and the supporting information that is relevant to the sites development.

- The Methodology - The process undertaken to develop the Master plan.

- The Design Guide - The guidelines and principles that have emerged from the process, setting the standards which Ouseburn Central must be developed to. The guidelines prescribe infrastructure, building form, massing, density and uses across the site. The Site has then been sub-divided into smaller development plots. These smaller plots each have specific guidelines in relation to use, scale, massing and design requirements.

The Master plan has addressed the issues of transportation and sustainability, attempting to balance the requirements for transportation in particular car parking standards and the aspirations for a truly sustainable development of Ouseburn Central.

The Master plan has been developed by Hopper Howe Sadler, with input from Arups in regard to transportation and sustainability.
1.1 INTRODUCTION

Ouseburn Central is located in the heart of the Lower Ouseburn Valley (‘the Valley’) that is designated as a key regeneration area in the City of Newcastle upon Tyne. The approved Regeneration Strategy for the Valley has assisted in stimulating its successful regeneration, with the redevelopment of historic buildings including the Centre for Children’s Books (Seven Stories) and Woods Pottery, the provision of much demanded workspace assisted by public funding and the creation of high quality public realm.

As a response to developer pressures a Transport Study, a Conservation Area Management Plan and later an Urban Design Framework were approved by Newcastle City Council. These documents produced a detailed framework for developers to work to. Since this time further policy guidance has been produced relating to the mix of uses (Interim Planning Guidance on Housing) permitted in development proposals.

The Ouseburn Central site potentially sits at the hub of the whole Ouseburn Valley. It occupies a key position at the confluence of many routes in, out and through the area. It is bounded by the Ouseburn Farm and green space to the North and Cut Bank/Byker Bank one of the main routes from the east end to the Quayside to the South. The site sits adjacent to Lime Street, separated by the Ouse-burn, which is currently experiencing a surge in redevelopment proposals, including office space, a restaurant and sustainable housing.

The Ouseburn Central site has been subject to increased development pressures. Due to the size of the site, the variety of ownerships and the current mix of uses, as well as requirements placed on the site by current approved documents, the existing framework does not provide sufficient detail for the Site to be successfully redeveloped.

Newcastle City Council appointed Hopper Howe Sadler to produce the Master plan for Ouseburn Central, following their initial response to the brief.

The Ouseburn Central Masterplan proposes a site layout and mix of use together with a set of design principles and requirements which aim to satisfy the Councils vision of a sustainable urban village.
1.2 THE DOCUMENT

The purpose of this Supplementary Planning Document (SDP) is to provide a robust planning framework in which the area can be successfully developed. To inform potential developers of land use, planning and transportation opportunities and constraints on the site. The Master plan has considered the existing range of approved strategies and guidance to assemble a set of robust detailed guidelines and principles in which to successfully develop Ouseburn Central.

The City Council envisage that this Master plan will be a platform for future development within the area of Ouseburn Central, which potential developers will have to accord with in the submission of planning applications for the proposed development.

This document has been developed in accordance with the Planning and Compulsory Purchase Act (2004). A Sustainability Appraisal and Statement of compliance with the Councils Statement of Community Involvement has been developed concurrently with the Master plan.

The Document is a tool which sets out the principles for development in Ouseburn Central.

The document illustrations do not represent a definitive scheme but are an interpretation of the guidelines

This document sets out a Master Plan for the Central area. The Master Plan is in the form of a general site layout together with a set of design guidelines and requirements.

The site layout prescribes the basic arrangement of the site infrastructure in terms of:

- Building plots
- Main Vehicle routes
- Secondary / access routes
- Public spaces / pedestrian routes
- Green spaces

(Refer to sections 9.0 - 9.3)

More detailed guidance on elements of the site infrastructure is given in terms of requirements for design of:-

- The Public Square
- The Riverside walk
- Landscaped space
- New pedestrian Groves (Home Zones)

(Refer to sections 10.0 - 10.4)

Guidance on the individual building development plots is given in the form of prescriptions for:

- Building footprints and approximate areas
- Building uses and percentage mix of uses
- Scale and massing
- Heights or number of stories
- Active frontage zones
- Parking
- Other design requirements

(Refer to sections 11.0 - 11.10)

Further general design guidelines set out requirements for:

- Materials. (Refer to section 12)

Sustainable design performance
- Green roofs
- Geo technical engineering
- Microclimate
- Access networks and Transport Systems
- Info and communication technology
- Water and Waste water
- Materials and Waste
- Air Quality
- Noise and Vibration

(Refer to section 13)
1.3 CONTEXT

This section outlines the context to the development of the Masterplan that must be considered in future development stages. Whilst the context is accurate at the approval date of the Masterplan, it will be subject to change. Developers must ensure the most up to date context is referred to in the development of any proposal.

The Unitary Development Plan, 1998
The site is not allocated in the Unitary Development Plan (UDP), there are however a number of policy designations which have been considered in the production of the Master plan. These are contained in appendix 2. The Master Plan seeks to build upon these policies, and in particular policy ‘EN1.1 - Design’, whereby all development must be required to meet high standards of design.

The Local Development Framework (LDF)
The UDP policies are currently saved, but have been progressively saved by emerging LDF documents, in accordance with the Planning and Compulsory Purchase Act 2004. The Core Strategy has been approved by full council and is about to be submitted to the Secretary of State.

This Strategy for the Lower Ouseburn Valley approved in 2003, sets a vision for the creation of a mixed use sustainable urban village, whereby job creation and urban living opportunities can exist side by side with cultural and heritage facilities.

The Conservation Area
This Regeneration Strategy was instrumental in the designation of the Lower Ouseburn Valley Conservation Area as a way of protecting and enhancing the best of the historical built and natural environment. In association with this a Character Statement (2000) and Conservation Area Management Plan (CAMP) (2004) provide assessment and guidance to assist in the preservation and enhancement of future development within the area.

The framework forms an appendix to the CAMP, building onto the broad design concepts laid out in this document. This document guides the physical regeneration of the Valley, seeking to complement and enhance the aims and vision of the Regeneration Strategy to create a sustainable mixed use community. The UDF establishes a detailed set of generic design principles for all sites within the framework area and specific design principles with illustration for a number of key sites that are under increasing developer interest.

Ouseburn Parking and Accessibility Study (OPAS)
In light of regeneration plans for the Lower Ouseburn, an Ouseburn Parking and Accessibility Study (OPAS) was approved in 2003 using a projected development scenario for the Valley. The Study sets out parking standards and proposes a series of public car parking sites within various sub-areas of the Valley. The public car park for Central Ouseburn area is located within the Master plan area. OPAS is currently under review, and any future proposals on the site will need to address the highways standards in place at the time of development.

Sustainability
The Council has adopted a “Sustainability Charter for Newcastle upon Tyne” and the aims of this Charter were used as the framework for the Sustainability Appraisal of the Ouseburn Central Masterplan. This Charter has been used as a basis for the preparation of an “Environmental Policy” which specifically sets out how the City Council intends to fulfil the aims of the Charter. An “Environmental and Sustainability Action Plan” has set out objectives and key targets for the Council when implementing the Policy and Charter. Newcastle City Council recognises its responsibility to the environment and has implemented specific initiatives on matters such as climate change, biodiversity, waste management and air quality. These strategy documents have been built into the preparation of this Masterplan and development proposals should reflect the principles of these documents.

Biodiversity and Green Space
Biodiversity within and around the area of the Central Ouseburn Masterplan. The Council has an adopted “Biodiversity Action Plan (October 2001)”. Newcastle’s biodiversity action plan serves as a focus for stimulating community responsibility towards the environment and the protection of our local biodiversity resource. Detailed policies are also included in the City Council’s “Tree Strategy” (adopted April 2002) and the “Green Space Strategy” (adopted April 2004). Development proposals for the Masterplan area will need to address the policies of these documents, including the implementation of ecological and tree surveys as deemed appropriate. The conservation and replacement of trees should be addressed as part of the landscaping proposals for the Masterplan.

Developer Contributions
The provision of contributions for specific facilities within and around the site will also need to be addressed through the use of ‘Section 106’ agreements. These may include contributions to affordable housing, highways works, river improvements, open space/children’s play facilities and the provision of public art.
2.0 SITE OVERVIEW

2.1 SUB AREAS

Based upon the existing street pattern and site ownerships the Ouseburn Central Area can roughly be broken down into three sub-areas:

1. McPhee’s Yard
2. Foundry Lane Basin
3. Brewery Yard
2.2 **McPhees Yard**

McPhees Yard

.1 Is a large open space at northern edge of site bounded by the Ouseburn and adjacent to the cultural attractions currently existing in the valley.

.2 Is at the confluence of pedestrian and cycle routes through the valley.

.3 A heavily contaminated site with waste currently encapsulated just below ground.

.4 Its current use is as a temporary car park to accommodate the current demand.
2.3 FOUNDRY LANE BASIN

Foundry Lane Basin

.1 Is bounded by the Ouseburn Riverside Walkway and Foundry Lane, the main access spine to all sites on the East side of the valley

.2 Low lying level site on the valley bottom

.3 Comprises of small industrial units and the Off Quay Building
2.4 BREWERY YARD

.1 Occupies an elevated situation above central area

.2 Bounded by Byker Bank, the main access route to valley, and Leighton Street which overlooks Cumberland meadows.

.3 Historic retaining structures have given the site a level internal yard space, this is enclosed by a series of perimeter buildings

.4 It contains predominantly small industrial units
3.0 DESIGN / PROCESS

During early discussions in the master planning team selection process key elements of a vision and master plan design approach were proposed. These key elements formed the base for the consultation process.

This process was carried out in consultation with stakeholders and interested parties via a series of round table workshop discussions. Each workshop focussed upon a particular set of issues: - History and Conservation, Sustainable Design, Transport and Mix of use. From this process a set of more specific issues and objectives were distilled.

The three sub areas of the site have been considered in terms of access, location, aspect and topography with respect to their feasibility for particular uses. In considering this it is important that each of the individual sub areas contains a mix of different uses in order to generate the required urban vibrancy. Each sub area therefore, has a particular leaning towards residential, commercial or public use but contains other uses as well.

At all stages a full 3 dimensional CAD model of the Ouseburn Valley showing buildings and topography was assessed against practical considerations and the basic objectives to be fulfilled. Basic spatial organisations of the three sub areas and their predominant uses were generated and considered. Some areas prove to be less suitable for residential development and some areas more suitable for public/cultural activities (e.g. the siting of family residential units close to the Cluny was not seen as desirable). This has lead to a preferred general site organisation and set of site wide general principles which are summarised in the urban design concept diagrams to be found in the next section.

Potential building plots have then been explored in terms of their development potential. This has in return informed their individual scale massing and aspect. The final master plan is the culmination of this process. The buildings illustrated in drawings and visualisations are not to be seen as designs, rather as outlines, which highlight important design criteria, which actual buildings must address.
OUSEBURN CENTRAL MASTER PLAN

4.0 VISION FOR OUSEBURN CENTRAL

4.1 GENERAL AIMS

The aim of the Master Planning process is to replace a large area of urban fabric in a manner, and with a mix of uses that fulfill the City Council’s aspirations for a sustainable urban village.

The Master Planning team recognize that much of the character and vibrancy alive in the Ouseburn Valley today has been created by individuals or small organizations with a vision. Seven Stories, 36 Lime Street and Stepney Bank Stables are all examples of how individuals can shape an urban area.

The Ouseburn Valley has a unique character and strong identity. Historically the area was a highly dense urban/industrial environment. Today art, music, culture, leisure, small businesses and the ‘informal sector’ all mix together and overlap to give a degree of vibrancy. Although a residential community is yet to become established within the valley, stakeholders, and a number of interested parties who use the Valley fiercely protect The Ouseburn’s identity. It was felt therefore that it would be inappropriate to re-brand the area, dominate or overpower its existing character. Instead, the urban design process aims to draw out what is already there, build on and support the existing uses - work around and with, the remaining historic built fabric.

The City Council’s market research supports the creation of a mixed use development in the Ouseburn Valley. This is to include larger family type homes, and affordable housing together with commercial and leisure uses.

The public car park for Ouseburn Central area is located within the Master Plan area.

As a conservation area it is essential that new development is harmonious with the Ouseburn’s history and character. Most of the quality built urban fabric in the Central Area has now been lost. The most significant remaining element is the historic street pattern. It was felt that to work around this would maintain a degree of continuity with the Valley’s history and character.

The Ouseburn Central site occupies a strategic position at the heart of the whole Ouseburn Valley. At present the Valley is somewhat disconnected from the wider City, whilst physically it is located in between major residential areas and the Quayside / City Centre.

The opportunity exists to develop the Ouseburn Central Area as both catalyst and exemplar for sustainable, vibrant, urban living in the heart of the Newcastle conurbation.

4.2 SPECIFIC OBJECTIVES

1. Connect the Ouseburn Central area to the wider city.
2. Support and build upon existing uses and encourage new users to the Valley.
3. Facilitate individuals and organizations to find a place in the Valley.
4. Create a vibrant and sustainable urban area.
5. Respect and complement the historic character of the area.
4.3 MASTERPLAN INITIAL CONCEPTS

The following diagrams outline initial urban design concepts which inform the basic site layout.

4.3.1. THREE ZONES - USE MIX
Mix all uses together - overlap.

4.3.2. ROUGH SCALE ZONES
Accentuate existing scale & topography.

4.3.3. OUSEBURN URBAN HUB
Public space / public uses.

4.3.4. PARK & WALK
Discourage traffic in central area. Park on perimeter & follow secondary routes in.

4.3.5. PRIMARY ROUTES
Clear pedestrian/vehicular routes.

4.3.6. SECONDARY ROUTES
Increase site permeability.

4.3.7. RIVERSIDE WALK
Encourage activity along walkway make connections to surrounding activities.
5.0 MASTER PLAN OVERVIEW

5.1 Connect the Ouseburn Central area into the wider city. Specifically:

Enhance the access to and along the Riverside Walk to facilitate pedestrian movement between the major residential areas of Heaton, Jesmond, Sandyford and South Gosforth through to the Quayside creating a Green pedestrian highway. (See fig 4.3.7)

Develop the connection to Ford Street, identified as a Major Movement Corridor in Urban Design Framework. Extend this connection via Foundry Lane through the heart of the area.

Increase permeability through the site by providing new streets and routes through. (see fig 4.3.6)

Provide an additional bridging point to directly connect Ouseburn Central to Lime Street and the West bank of the river.

Provide a clearly recognizable 'Ouseburn' drop off and pick up point for public transport links on the periphery of the site. Link this via pedestrian routes to significant destinations within the area.

Provide the required overspill parking facility for the Central area and link this via pedestrian routes to significant destinations such as Seven Stories.

5.2 Support and build upon existing uses and encourage new users to the valley:

Connect the Ouseburn Central area into the wider City.

Create new destinations within the valley.

Encourage the creation of a residential community by providing a wide variety of residential accommodation including larger family homes together with smaller affordable units.

Enable an extension of the vibrant mix of cultural and commercial uses in the existing in central area.

Support existing uses within the valley by facilitating the establishment of complementary uses.

Provide a focus for major public and cultural uses in the Valley, a permanent location for the Ouseburn Festival or the opportunity for an Ouseburn Market Place by creation of a new public space in a location that supports existing public uses in the area. (see fig 4.3.3.)
5.3 Facilitate individuals and small organizations to find a place in the Valley:

Provide a range of small to medium size flexible commercial/studio space to attract a diverse range of businesses and move-on accommodation to provide for the much needed demand.

Allow for flexibility of use and future evolution of the area.

Allow the opportunity for live work units.

5.4 Create a vibrant and sustainable urban area:

Facilitate vibrancy by locating different complementary uses side by side.

Maximize active street frontages at ground floor level.

Give priority to people and pedestrians by discouraging vehicular traffic flow through the central area.

Create new, pedestrian only, residential "groves".

Locate overspill-parking facility to adjacent to major road access; soaking up traffic at the edge of the site reduces influx of unwanted vehicles to central area.

Minimize surface car parking. Accommodate parking garages concealed within building structures.

Maximize access to green spaces.

Increase site wide biodiversity potential by utilizing green roof technologies (In a valley situation - most roofs will be seen from above).

Require all developments to achieve BREEAM / ECO HOMES excellent rating.

(More information on this is contained within the sustainability design requirements)

5.5 Respect / complement the historic character of the area:

Work with the existing street pattern as a means to establish continuity with the past and re-establish the fine urban grain consistent with the whole valley.

Clearly define streets with building tight to the edge of pavement lines.

Respect / complement scale and massing of existing structures and their relationship to the site topography within the valley. (see fig 4.3.2)

Build upon industrial urban heritage with high-density low-rise development.

Utilize a palate of materials which maintains continuity with the character of the Ouseburn Valley.
Fig 30 Overview of basic Ouseburn Central Master Plan Arrangement

- **Central Car Park Multi Story structure concealed within landscape and mixed use perimeter buildings**
- **Foundry Lane is main vehicular / service access route**
- **Pedestrian route to Horses Field**
- **Pedestrian route to public square**
- **Residential area arranged around common green space**
- **Mixed use building with aspect to Public Square and Foundry Lane**
- **Public Space adjacent major public uses within the valley**
- **Potential for structure or building as focus of Public Square**
- **Small commercial leisure / studios fronting Public Square**
- **New bridging point linking to the West bank and Lime Street**
- **Pedestrian Grove**
  - Riverside Walk connecting Central Ousburn with Newcastle Quayside and residential areas all the way to South Gosforth
  - Mixed use building Residential to grove Commercial to Riverside Commercial to Foundry La
  - Mixed use building Residential to grove Commercial to Foundry La
  - Mixed use building Residential above ground Commercial to Riverside Commercial to Foundry La
- **Byker Bank / Cut Bank Major vehicular access route**
- **Cosyn Place eastern arrival hub, car park pedestrian entrance and bus drop off point. Destination visible from Ford Street approach**
- **Green buffer zone against Byker Bank**
- **Pedestrian Grove**
  - Pedestrian route to Horses Field
  - Pedestrian route to public square

Existing bridge link connecting to City Farm, Cluny and Stepny Bank

Newcastle Upon Tyne

Ouseburn Central Master Plan

Outline Massing Model