

# 1. Introduction & Site Analysis

# Shrub Hill Concept Masterplan

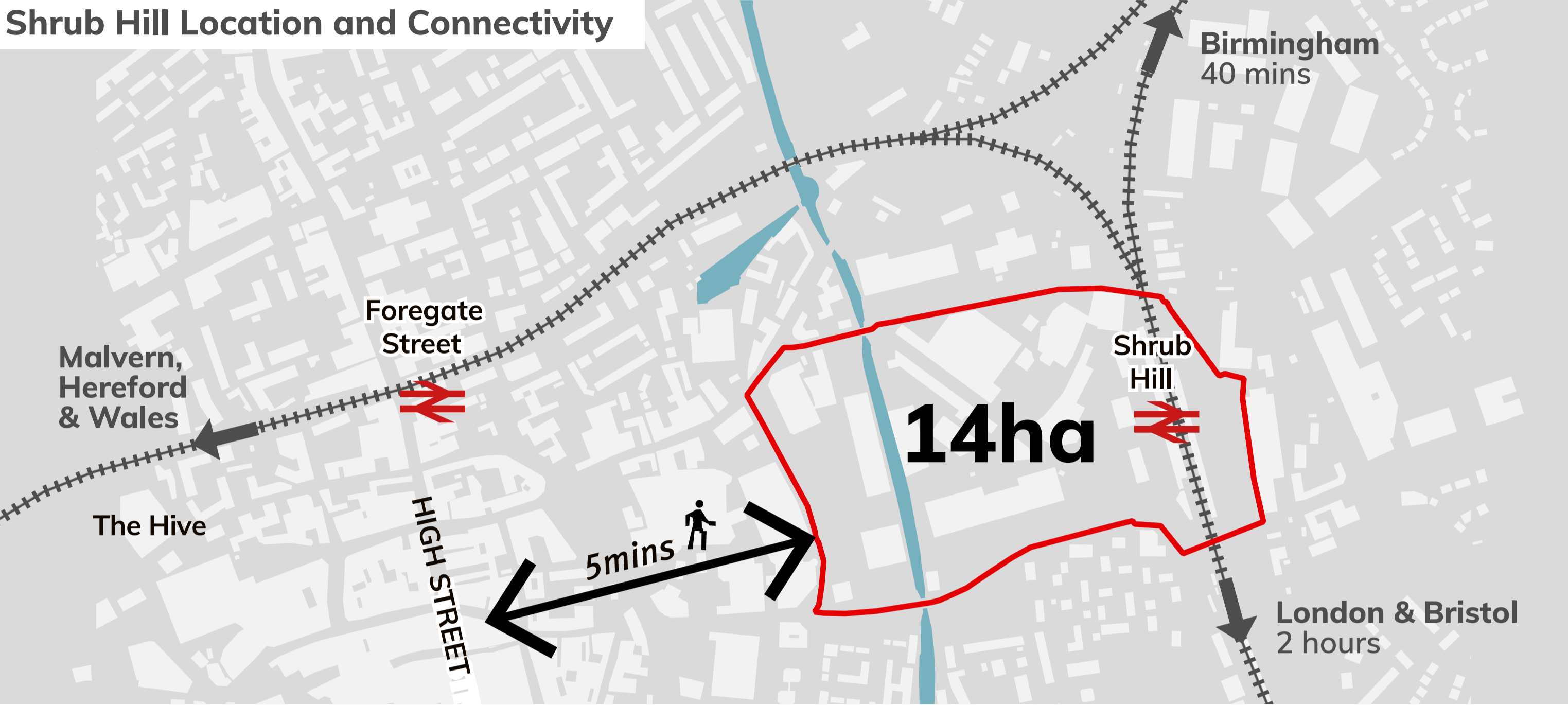
Located in the heart of Worcester City Centre and covering an area of c.14 hectares, the Shrub Hill Quarter in Worcester is a long-undervalued area with significant untapped potential, largely due to its size, location, and strategic rail connectivity. It is a regionally significant regeneration opportunity, which has the potential to underpin the long-term vitality, growth and identity of Worcester as a place to both live and work.

Over time, Shrub Hill will evolve, transitioning from service and industrial activities to higher value employment including professional and creative activities, supported by a strong ancillary amenity offer. The Quarter will also become increasingly more mixed with new homes complementing the established employment character of Shrub Hill.

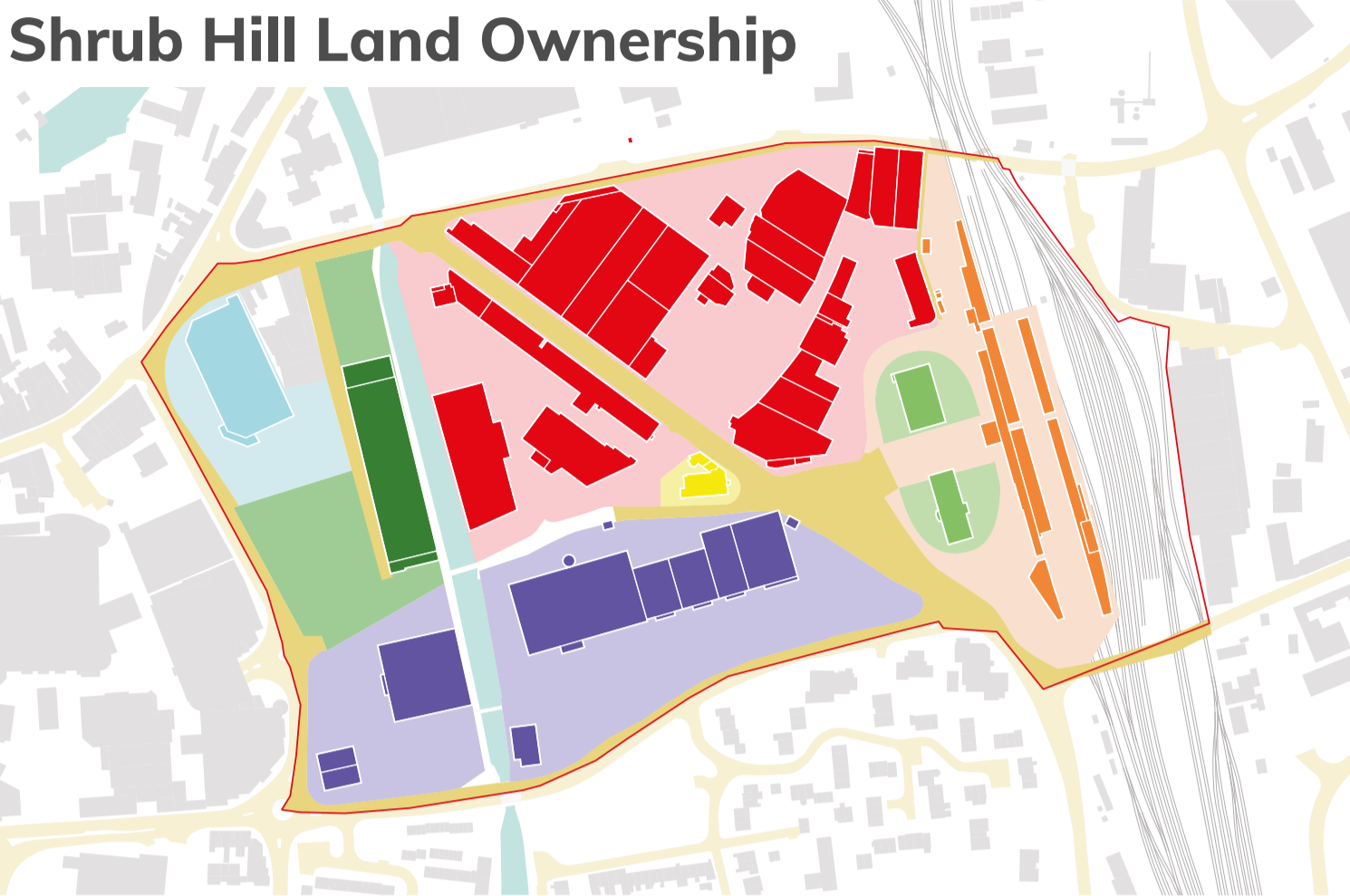
The Shrub Hill Quarter project initiative is characterised by:

- A Strategic Location
- Unique Industrial Heritage
- Demand for Space
- Space for Growth
- Access to Talent
- A Mandate to Deliver

Shrub Hill Location and Connectivity



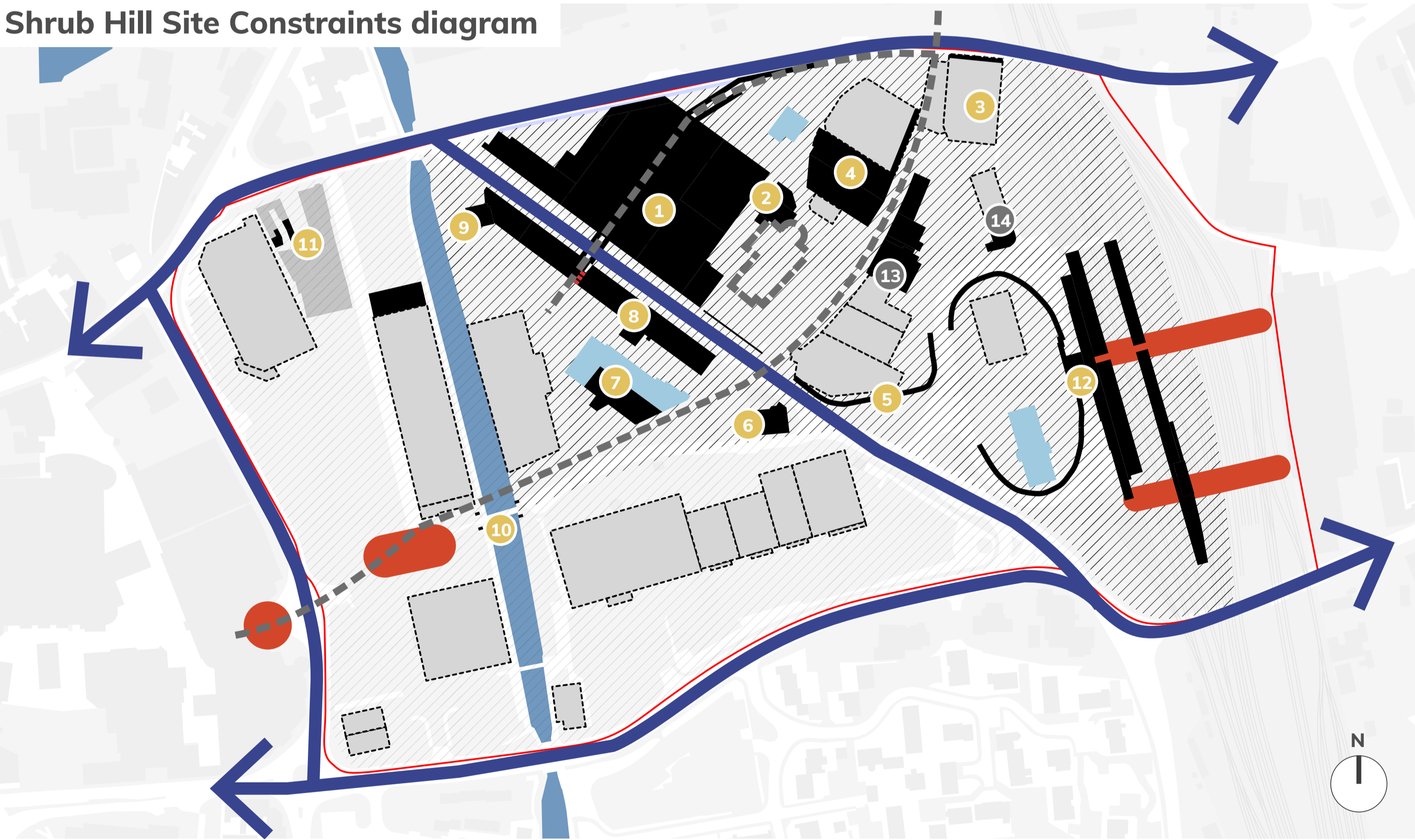
Shrub Hill Land Ownership



- Shrub Hill Opportunity Area
- Worcestershire County Council
- Diageo Pension Trust
- First Midland Red Buses Ltd
- Network Rail / WMT Operator
- Hon Charlotte Townshend, Trustee Co Ltd
- Markab Elgar House Properties
- J Glackin and R Melling
- WCC Highways Authority



Shrub Hill Site Constraints diagram



- 1 Worcester Engine Works
- 2 Coppersmith's Building
- 3 Tower Manufacturing
- 4 Lowesmoor Works
- 5 Battered retaining wall
- 6 Former Great Western Hotel
- 7 Vulcan Iron Works Unit 17
- 8 Isaac Maddox House Unit 18
- 9 Former 'Garden' House
- 10 Cromwell Street bridge
- 11 West Midlands Tavern
- 12 Shrub Hill Station
- 13 Tomasson Can Factory
- 14 Upper Yard - Building F (also Tomasson Can Factory)



2. Design Principles

Shrub Hill Concept Masterplan

**AMBITION 1**

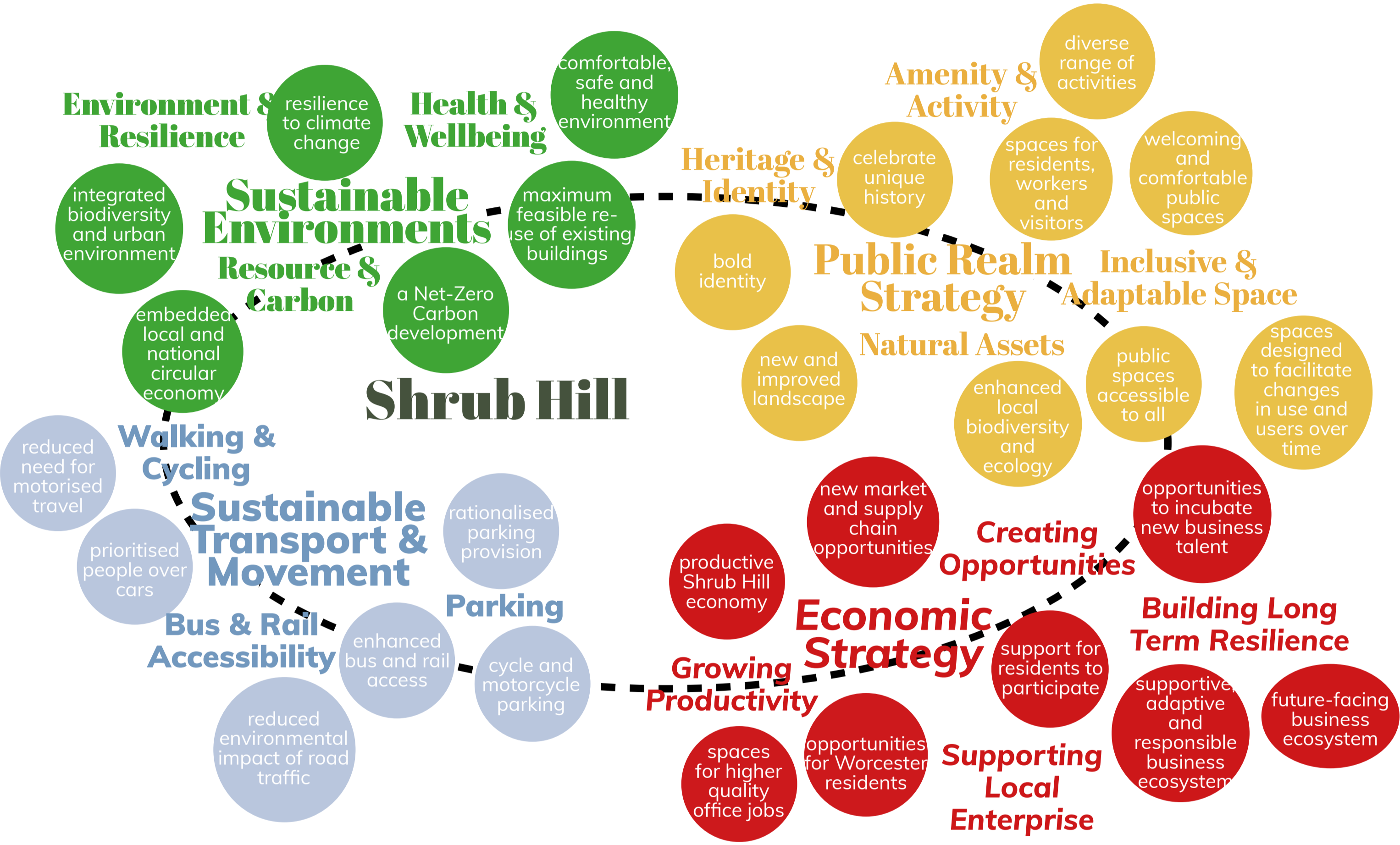
Shrub Hill will be known as a high quality and distinctive neighbourhood

**AMBITION 2**

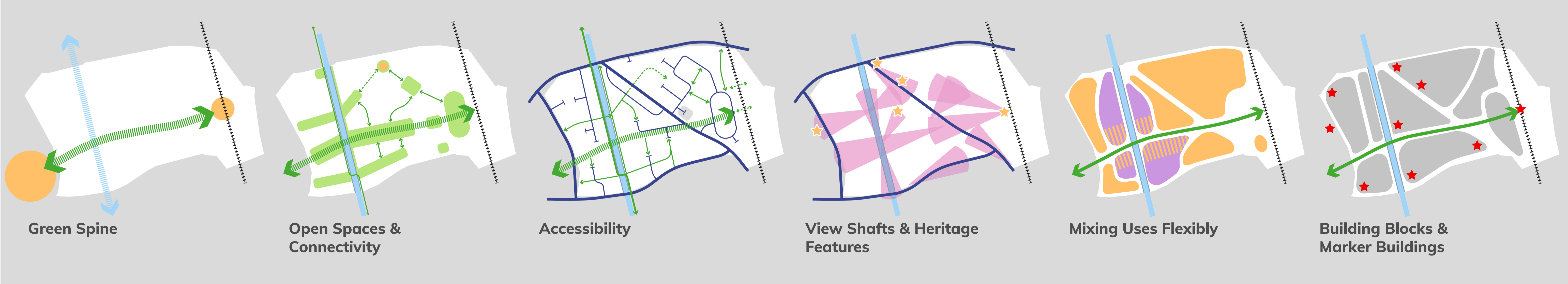
Growing a diverse and productive economy

**AMBITION 3**

Transforming Shrub Hill's connections within and beyond Worcester







Shrub Hill Design Principles - Diagrams



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

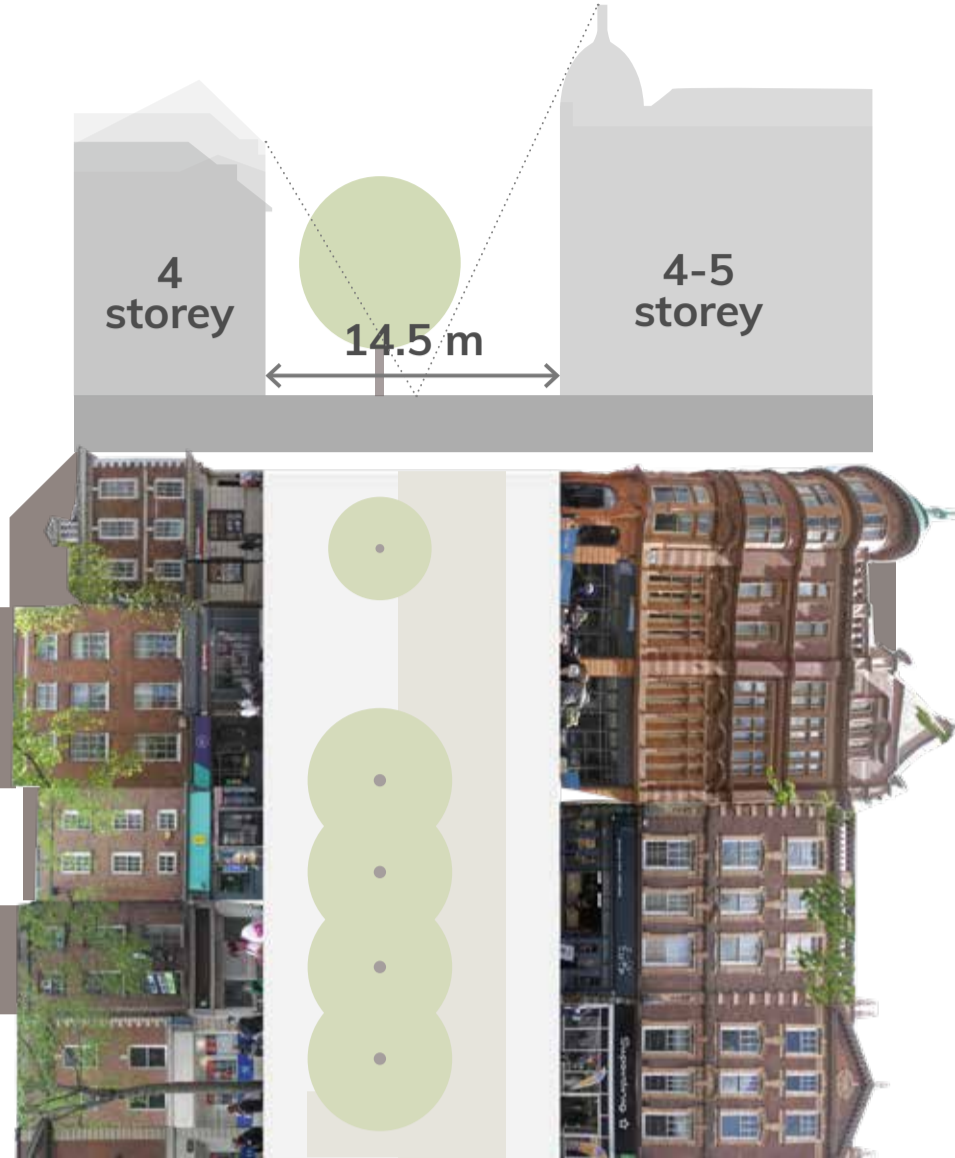
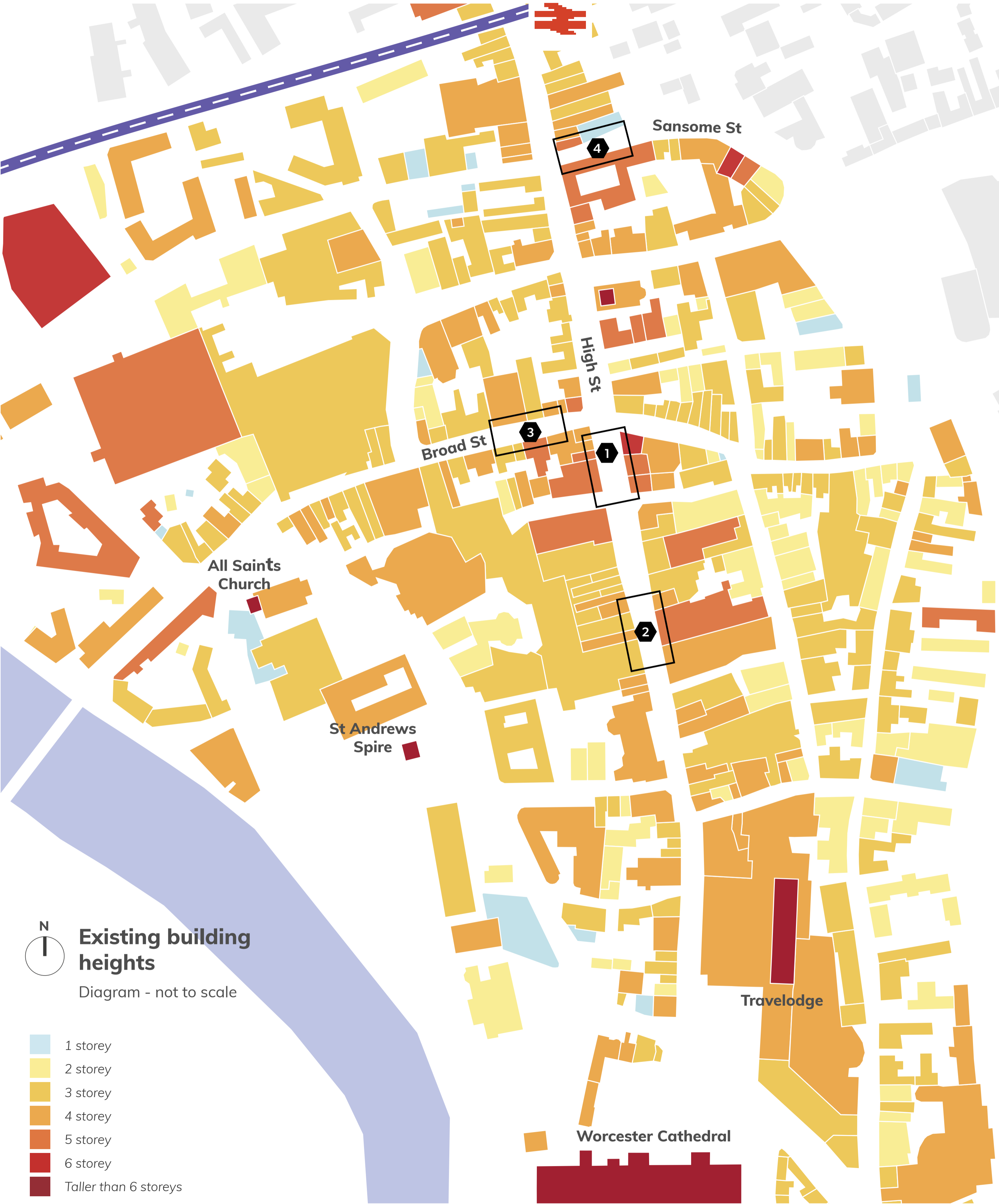
Shrub Hill will demonstrate the benefits of a sustainable Quarter which exploits the synergies between its various land uses; leverages the competitive advantage created by its high quality public realm and new urban greening; and promotes the sustainable transition from private car to walking and cycling.

**Preliminary studies suggest that in the next 20 years, the area could provide:**

-  up to 5,000 jobs
-  500 + homes
-  a new gateway to Worcester city centre
-  2 hectares public space

Shrub Hill Illustrative Masterplan





1 High Street (north)



2 High Street (south)



3 Broad Street



4 Sansome Street

Existing Worcester City Centre Streets, Spaces and Buildings

Worcester city centre streets generally range in width between 9-15m, with slightly wider areas where there are squares or activity areas (like the market). The existing buildings range widely in age and design style but are generally 3-5 storeys high, with older storey heights frequently higher than those of modern buildings.

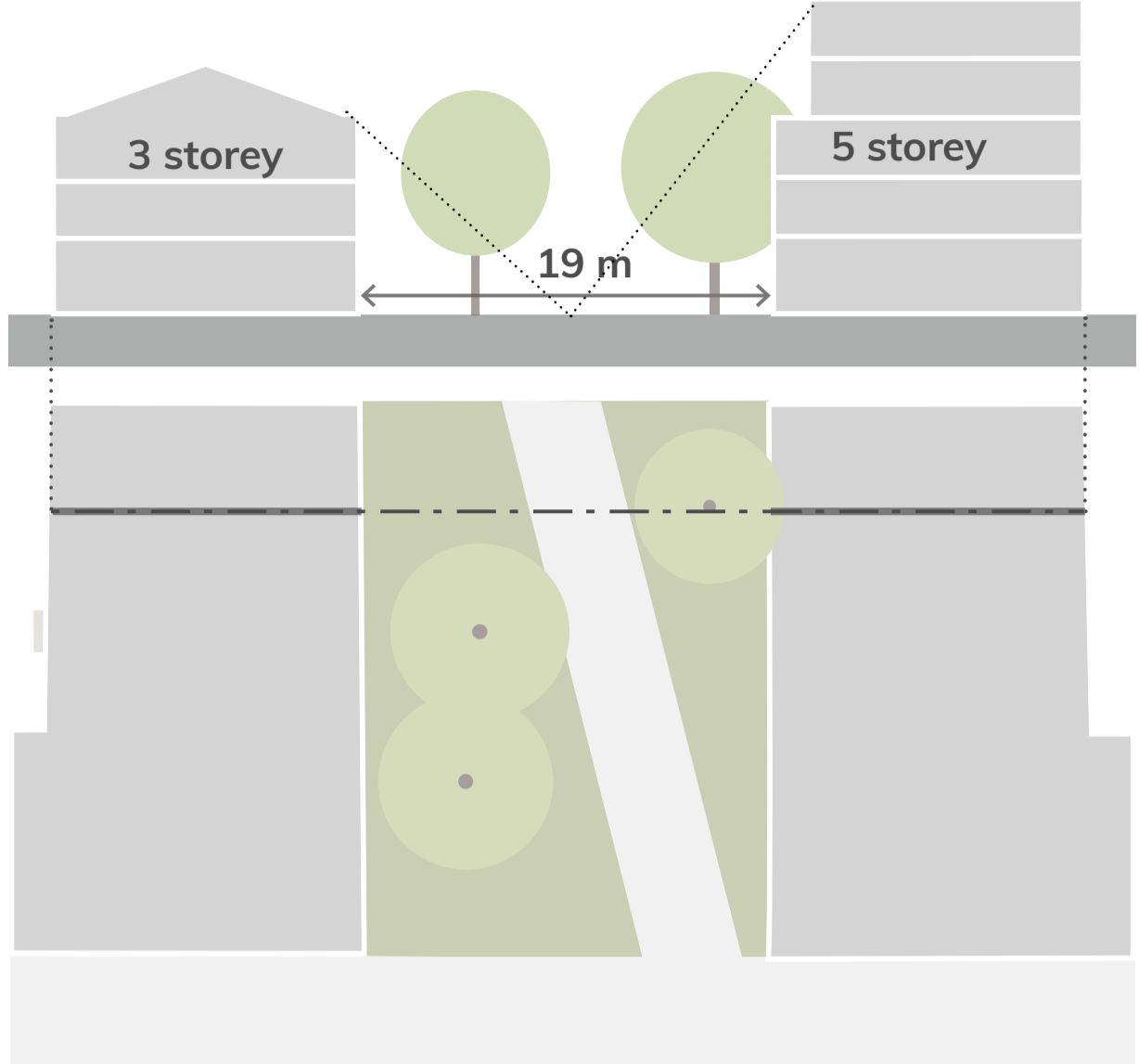
The typical city street therefore, is well-enclosed and an attractive place for pedestrians, where traffic is kept low. The streets with busy traffic routes through them are less comfortable for pedestrians but spatially still allow good light into the streets and building windows.



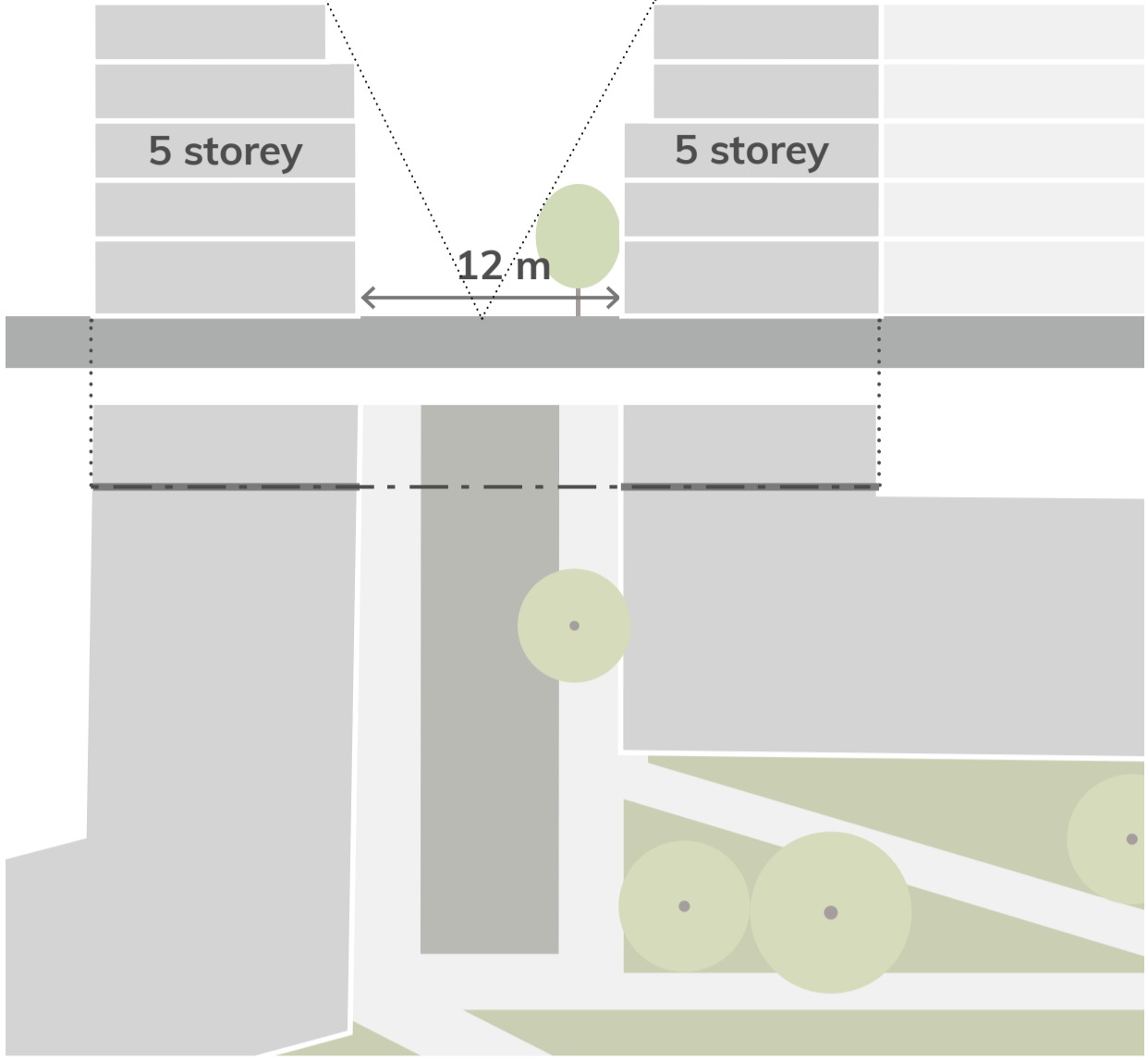
**Shrub Hill proposed building heights and massing**

Diagram - not to scale

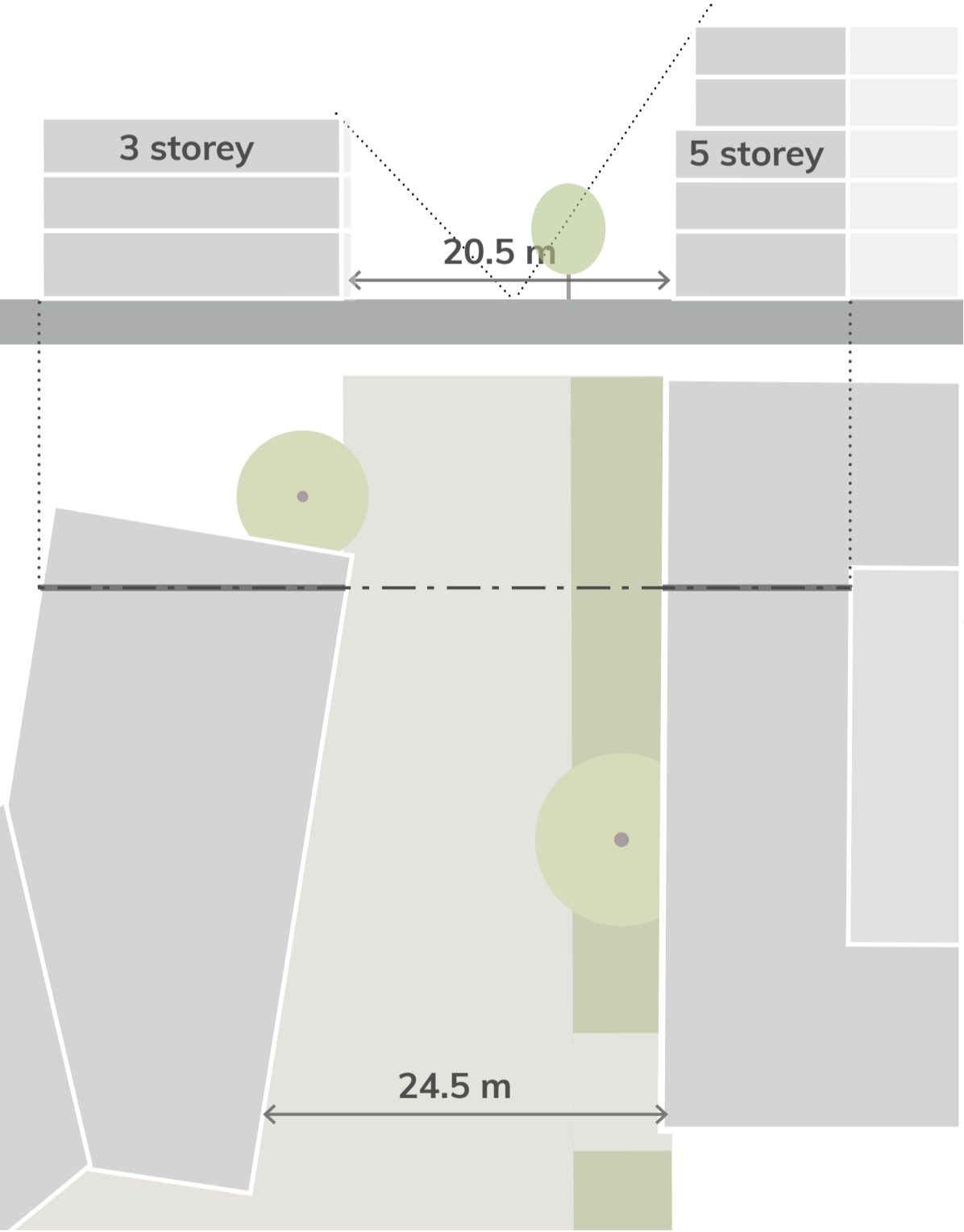
- 1 storey
- 2 storey
- 3 storey
- 4 storey
- 5 storey
- 6 storey
- Taller than 6 storeys



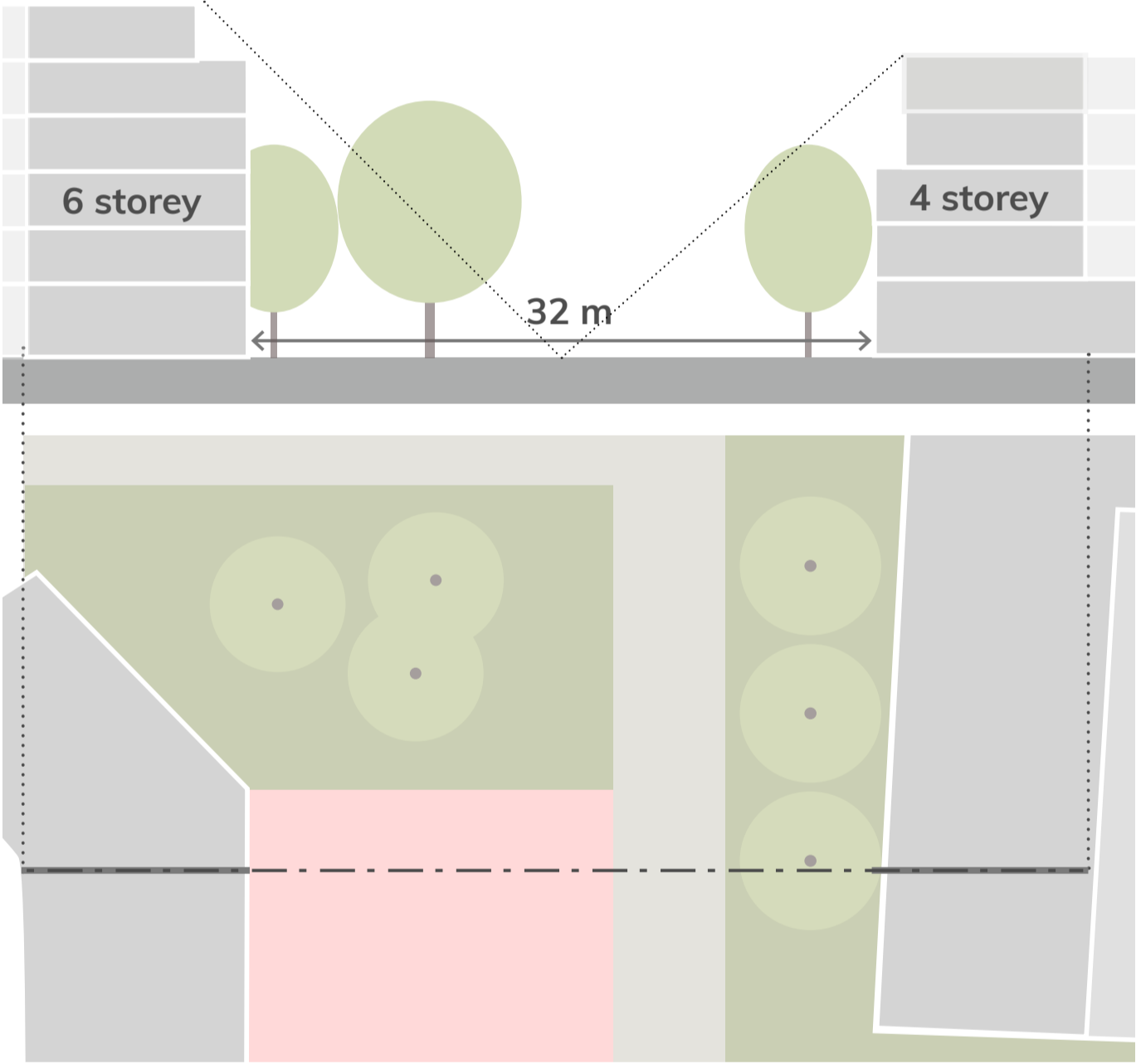
**3 Hill Evans Link**



**2 Padmore Street**



**3 Cromwell Link**



**4 Cromwell Link (square)**

\* The proposed sections match the scale of existing city centre sections on Board 4.

**Proposed Shrub Hill Streets, Spaces and Buildings**

The new Shrub Hill streets and spaces are designed to create attractive places to move through and dwell in. They will carry low levels of vehicle traffic and be green landscaped spaces.

The street widths will vary between 12–25m, generally wider than existing city centre routes, which allows for some taller buildings, although the general heights will be a similar 4–6 storeys throughout the development area. There will be greater distances between buildings at the major public realm areas along the routes as well as where identity buildings are located.

