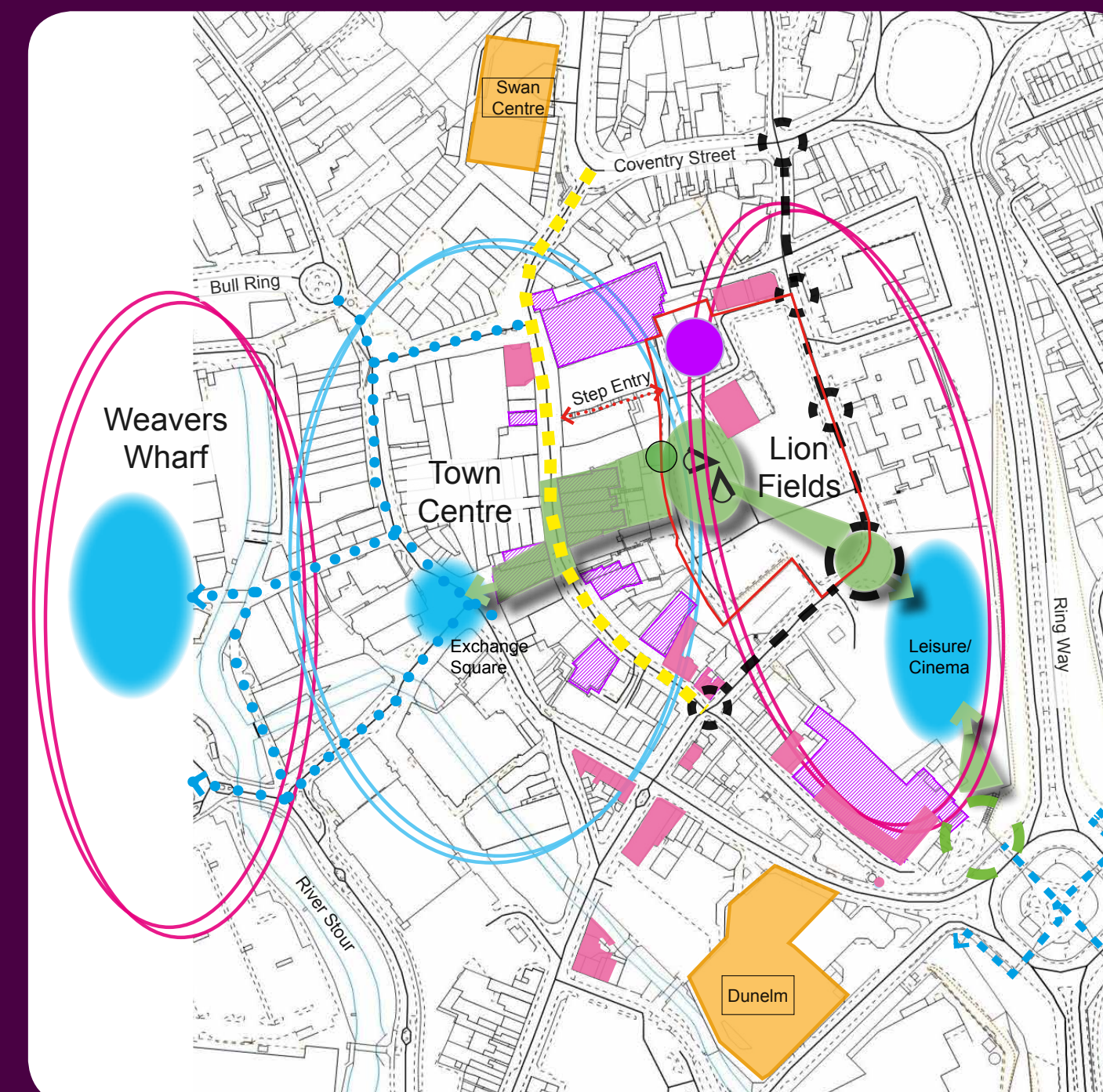


Lion Fields Unrban Regeneration Kidderminster

“ The plans are visionary and will provide a complete transformation of this part of the town centre, offering new public spaces and diversifying the offer. With this in mind, the council will be working with public partners and private sector companies to bring about this transformation in partnership. ”

Councillor Chris Rogers, Cabinet Member for Economic Regeneration and Planning, WFDC.



Location:
Kidderminster Gateway,
Lion Fields, Kidderminster.

Value:
£10m

The Brief

Appointed by Wyre Forest District Council in September 2018, One acted as Lead Consultant to create a new identity for Kidderminster Eastern Gateway and regenerate the area with mixed-use high quality development.

Forging new connections to the town centre and Weavers Wharf, and creating a destination with high quality public realm was felt to be critical to its success.

Project Overview

Working to a Development Framework, One produced robust feasibility comprising detailed site analysis and an options appraisal. The market assessment incorporated a review and gathering of evidence in relation to demand and supply conditions across a broad range of sectors including commercial, retail, leisure and residential - that were used to inform development of the masterplan proposals.

Three masterplan options were developed consisting of residential, commercial, retail and car parking to deliver a fully co-ordinated scheme with other key development parcels.

Bold and ambitious design solutions were proposed and included knocking through existing derelict buildings to create new and direct connections between the site and the town centre, new public realm and contemporary warehouse style apartment buildings and car parking to support adjacent leisure and retail use.

These were supported by full viability / financial appraisals and high-quality 3D computer generated perspectives.

Wyre Forest approved this through Cabinet within 2 weeks and are now actively seeking appropriate funding from public and private partners to bring about this transformation.



“ One Creative Environments Ltd. far exceeded our expectations and have shown us the art of the possible. ”

Mike Parker, Corporate Director: Economic Prosperity and Place, Wyre Forest District Council.

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