



**ST.MODWEN
HOMES**

About us

Our core purpose is:
Changing Places. Creating Better Futures.

We are leading the way in delivering quality places to live and work by enhancing the communities in which we build. Transforming, optimising and improving the surrounding areas of all our developments is always a top priority.

St. Modwen Homes always strives to leave a long-lasting legacy that we, and the landowner can be proud of.

We do this through our industry expertise.

2025

Working towards
operationally net
zero carbon

30+ years

Heritage with a
strong track record
of delivery

330+

People employed
and growing

96%

HBF customer
recommend score
(in 2024)



Five star
house builder for
five years running

750+

Homes being
delivered
in 2024

stmodwenhomes.co.uk/brimscombreport



ST.MODWEN HOMES

About us



Dave Smith
Managing Director St. Modwen Homes

We're honoured to be Stroud District Council's chosen development partner on the Brimscombe Port project.

Why wouldn't we be?

We're excited about Stroud District Council's vision for the landmark redevelopment of Brimscombe Port: creating a thriving mixed-use community which supports local enterprises and services the needs of both existing and future residents, delivering an inspiring place to live, work and play.

This is an opportunity for us to provide sustainable homes of the highest quality, complete with a focus on being low carbon, low maintenance, beautiful, and inspiring, and within a scheme that includes community facilities and commercial space which will help to create a vibrant neighbourhood.

Yes, we are excited about this opportunity, why wouldn't we be?

Why this site?

This project completely aligns with our purpose of changing places and creating better futures – and to create a lasting legacy we will all be proud of.

We have the creative talent and imagination to design an exemplar scheme at Brimscombe Port – and the in house experience and expertise to successfully deliver it.

Stroud is in the heartland of our Southern Region and will benefit from our strong supply chain – typically 40% of our sub-contract workforce are based within 30 miles of our sites.

We are delighted to have been chosen as the development partner on this very exciting project.

Pollard Thomas Edwards

RLRE Consulting Engineers

Pollard Thomas Edwards specialise in the design of homes, neighbourhoods, public and mixed-use buildings throughout the UK. Over the past five decades we have built up an enviable track-record working with communities, local authorities and commercial clients to create buildings and places people want to live in. Providing architectural services, urban design, masterplanning and community engagement, our team of 100-plus professionals are dedicated to enhancing the towns, cities and villages in which we work. Winning more than 250 awards over the years, with recent wins including National RIBA, AJ Sustainable Practice of the Year and British Homes Awards Architect of the Year.

Rogers Leask are an independently owned engineering consultancy with expertise in infrastructure, structures, transport planning and geo-environmental engineering. We apply years of extensive experience, gained over multiple sectors to cover every requirement and offer the best possible solution through all stages of the planning and development process. Drawing on a wealth of experience gained from years of delivering projects of every size, type and complexity our teams can address the most challenging of technical issues and offer innovative integrated design solutions.



The Avenue, Pollard Thomas Edwards



Gunpowder Mill, Pollard Thomas Edwards



stmodwenhomes.co.uk/brimscombeport



ST. MODWEN HOMES

Introduction to the site

The Site

The Brimscombe Port redevelopment presents a unique opportunity to reinvent and regenerate an area that has undergone a substantial change over the last century - from an industrial-focused hub for the production and transport of materials, to a series of mid-20th century warehouses, sheds and parking.

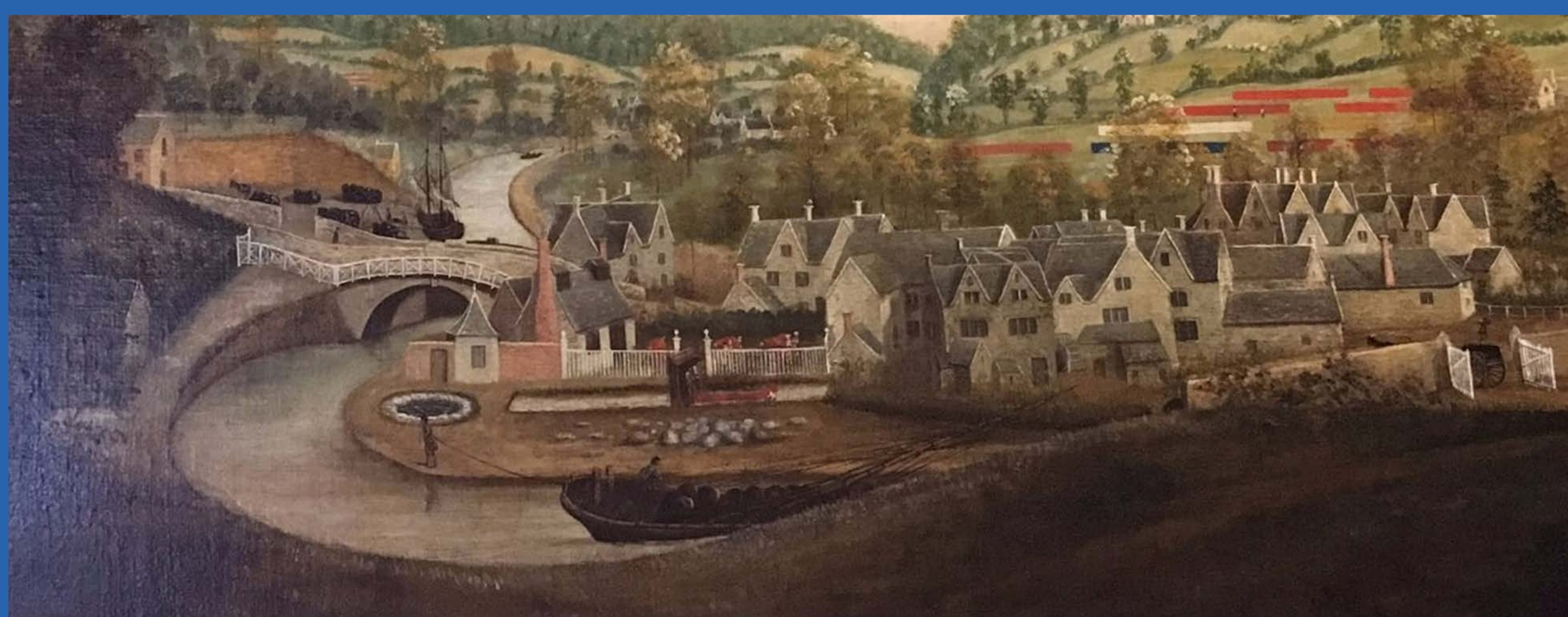
The reintroduction of the buried historic Thames and Severn Canal will create a unique waterside setting for the wider community for the first time in nearly a century. In addition to creating a new community hub, the site will also deliver around 144 new high-quality homes designed to the highest standard.

All homes will benefit from exceptional aspect, set within an ecologically diverse new public realm and fronting onto the reinstated Canal, the existing River Frome, and the retained and newly refurbished Grade II listed Brimscombe Port Mill buildings. The addition of new community facilities and moorings within a new canalside park will create a hub that will serve as a tourist attraction for the wider area, building upon and enhancing the unique character already inherent within the place and attracting a new and wider demographic to appreciate the remarkable destination that Brimscombe Port will become.

Site History

Our design process for this site began with researching the history of the area and how it has evolved over time. This understanding of the historic cultural and industrial shifts as well as more recent changes to demographics, patterns of movement, and uses has been critical to our design development.

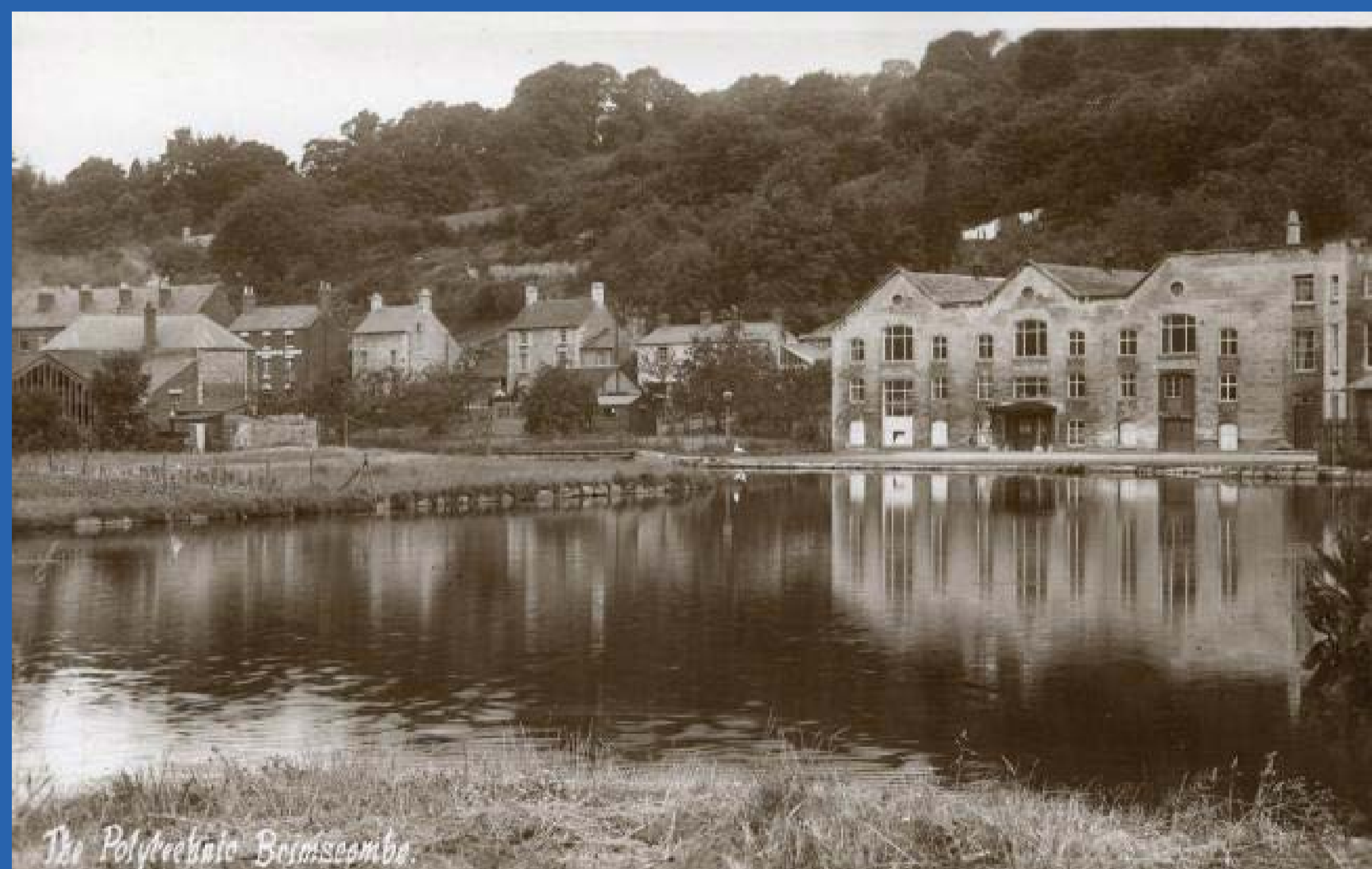
A number of significant industrial mill buildings occupied the site throughout the 18th, 19th, and early 20th centuries. The juxtaposition between these early industrial buildings and the adjacent verdant, pastoral landscape has characterised the identity of Brimscombe Port for centuries.



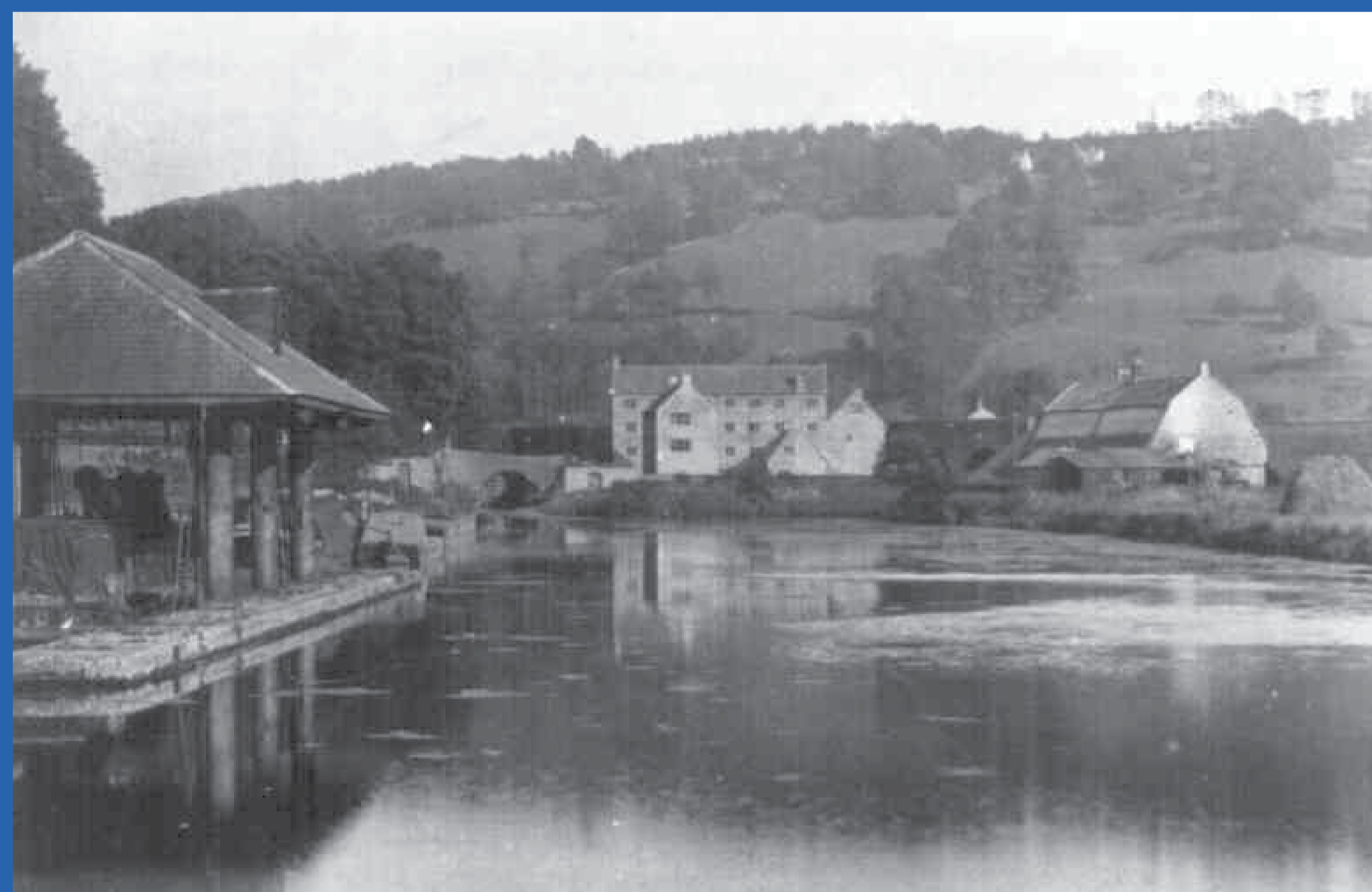
The Woollen Mills of Stroud, c.1790



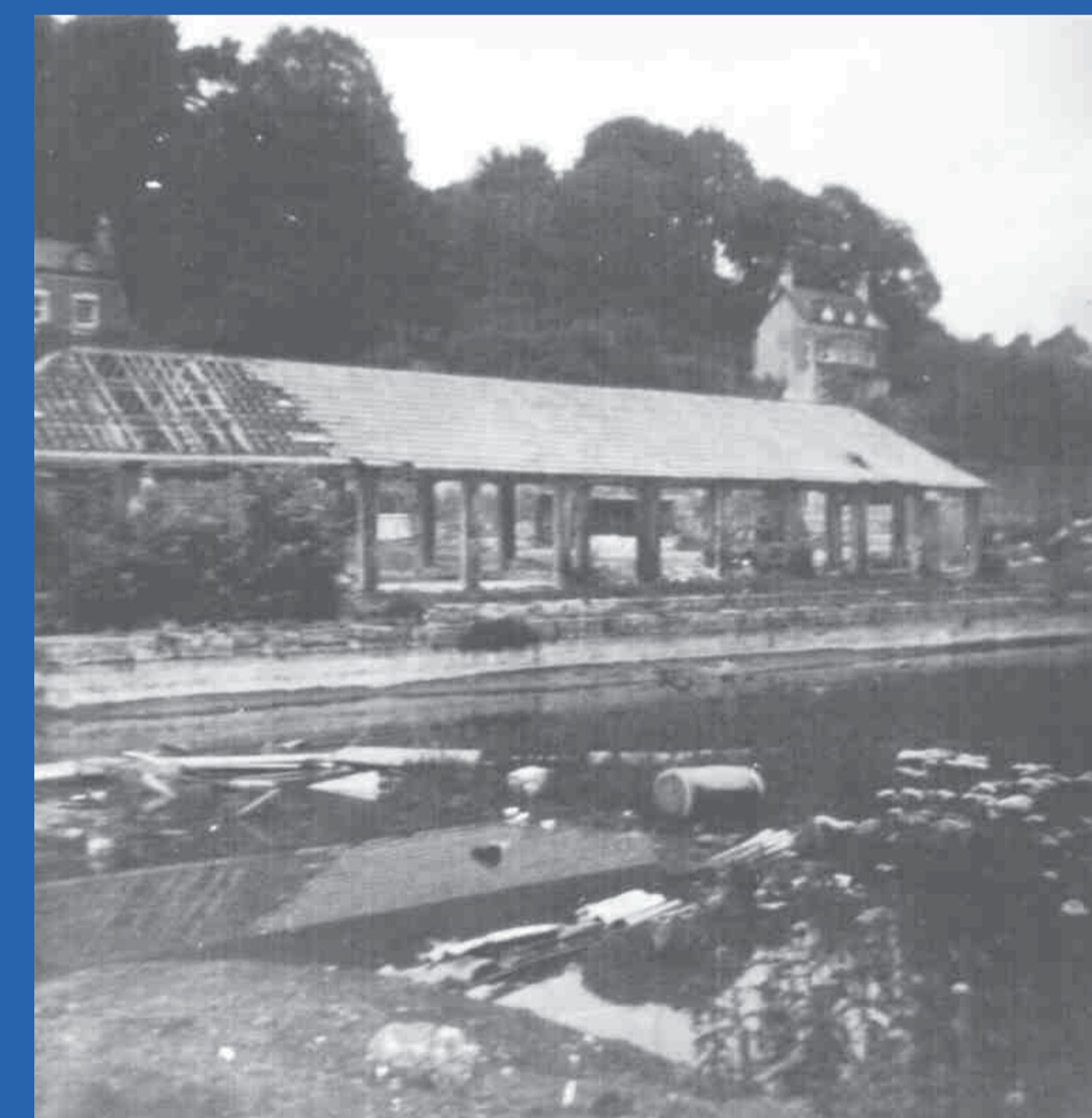
Brimscombe Port, c.1790



Brimscombe Basin, early 1900s



Brimscombe Basin from the North-west, early 1900s



The Weighing House in disrepair, 1930s



Brimscombe Port from the air, 1930s



Canal Warehouse, c. 1912



The in-filled Canal shortly before the Canal Warehouse was demolished, c.1965

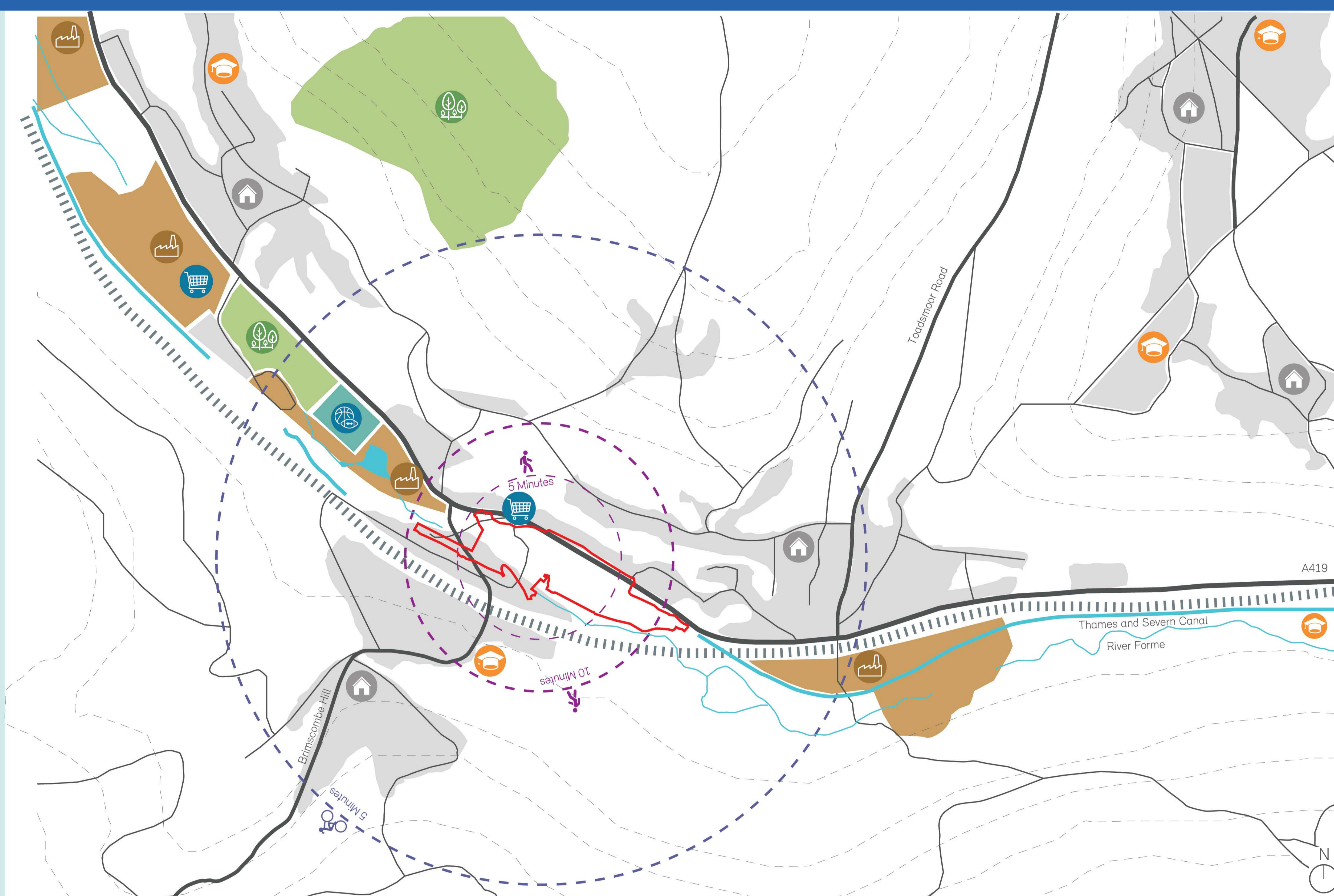
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Understanding the context

Key:

- Roads
- Railway
- Water
- School
- Public Green
- Retail
- Housing
- Sport Amenities
- Industrial



Wider Context

The site is located approximately 2 miles southeast of Stroud Town Centre and is bounded to the north by the London Road (A419) and to the south by the River Frome. A Great Western rail line lies just to the south of the river, connecting Stroud, Swindon, and London with a regular service approximately every hour.

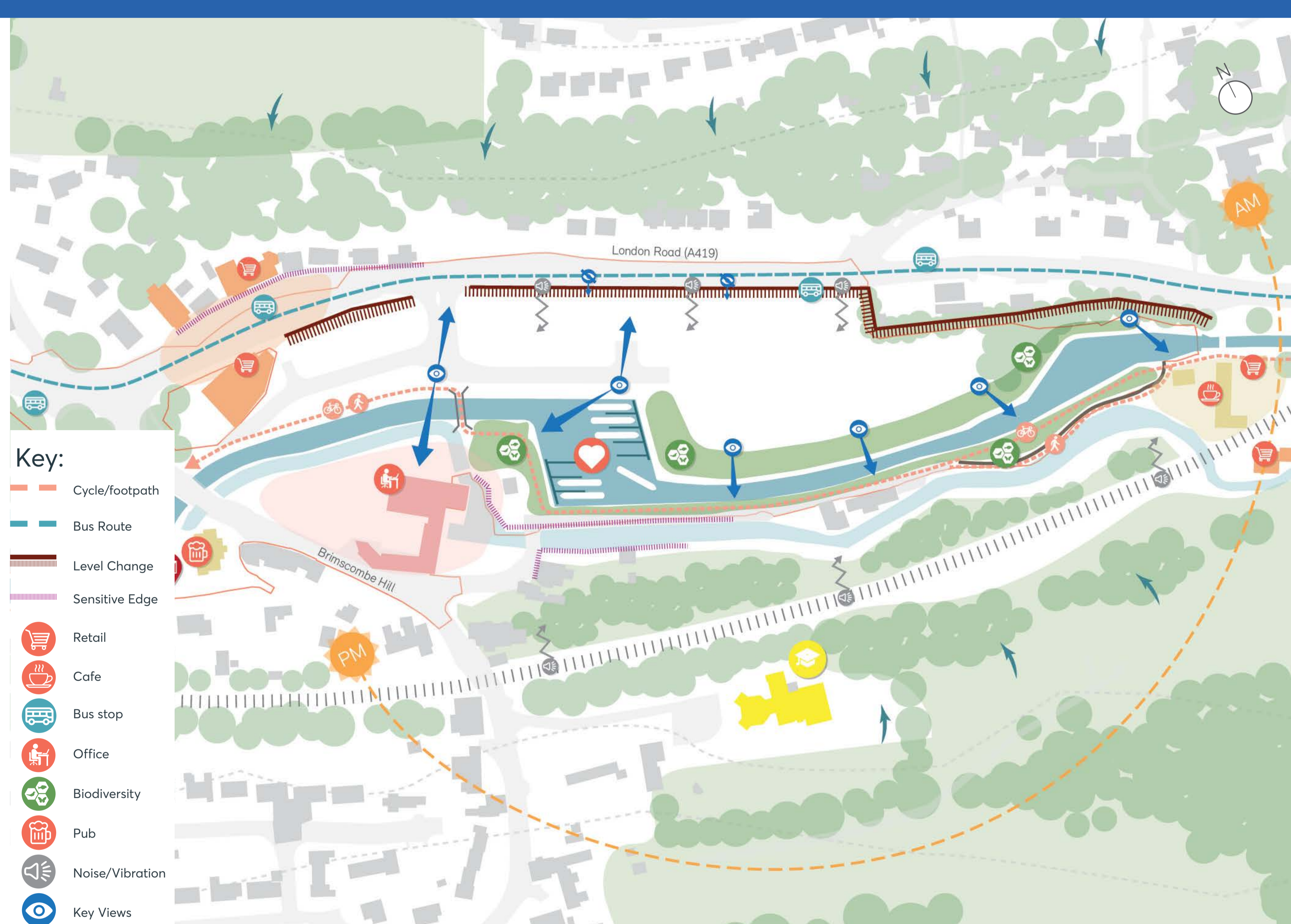
A mixture of industrial, retail and commercial premises extend to the east and west along the Thames and Severn Canal Towpath, which is the major East-West pedestrian and cycle route from the site. The towpath is intensively used by walkers and cyclists both for recreation and commuting.

Opportunities & Constraints

Site conditions at Brimscombe Port present both opportunities and constraints to its redevelopment. The council has done an enormous amount of work already to facilitate the site's redevelopment, so the starting point for this design analysis is that much of the technical work - demolishing the existing structures on site, alleviating flood concerns, bringing the canal back to the surface, establishing highways interfaces and vehicular entrances - is already agreed, albeit yet to be enacted.

What remains is a fairly flat site with a vehicle entrance to the North via London Road and to the South via Port Lane. The topography to the North and South of the site is steeply sloping as it rises up from the valley floor, and while there are houses and other existing structures set within these slopes, the predominant impression when viewed from the site is one of a verdant landscape.

The sloping topography is both an opportunity and a constraint. Opportunities for axial views along the canal and river as well as outward to the green hillsides are exceptional, but conversely overlooking will also need to be carefully managed. A few existing houses lie directly to the south of the River Frome with aspect into the site. They will need to be carefully assessed and the design managed to ensure there is no nuisance overlooking.



The London Road directly to the North of the site is a car dominated route, with ensuing noise and vibration concerns. Homes along this frontage will be assessed and designed to ensure they maintain a high quality living environment. There is also nearly a full storey level change between pavement and site level along this boundary. There is a regular bus service with two stops along the length of the site boundary. This will be an important connection for future residents.

Existing historic mill buildings both within the site and directly to the East lend the area an immediate character, particularly when combined with the enhanced ecology and green infrastructure opportunities raised by the reinstated canal and residential moorings.



Vision & concepts

Our Vision & Concept

The Brimscombe Port site is a place influenced by the movement of water. Located on the valley floor, its form and topography was created by the physical impact of water moving through the valley. The flow of the River Frome and adjacent canal made this an important place for industry and a focal point for the movement of goods.

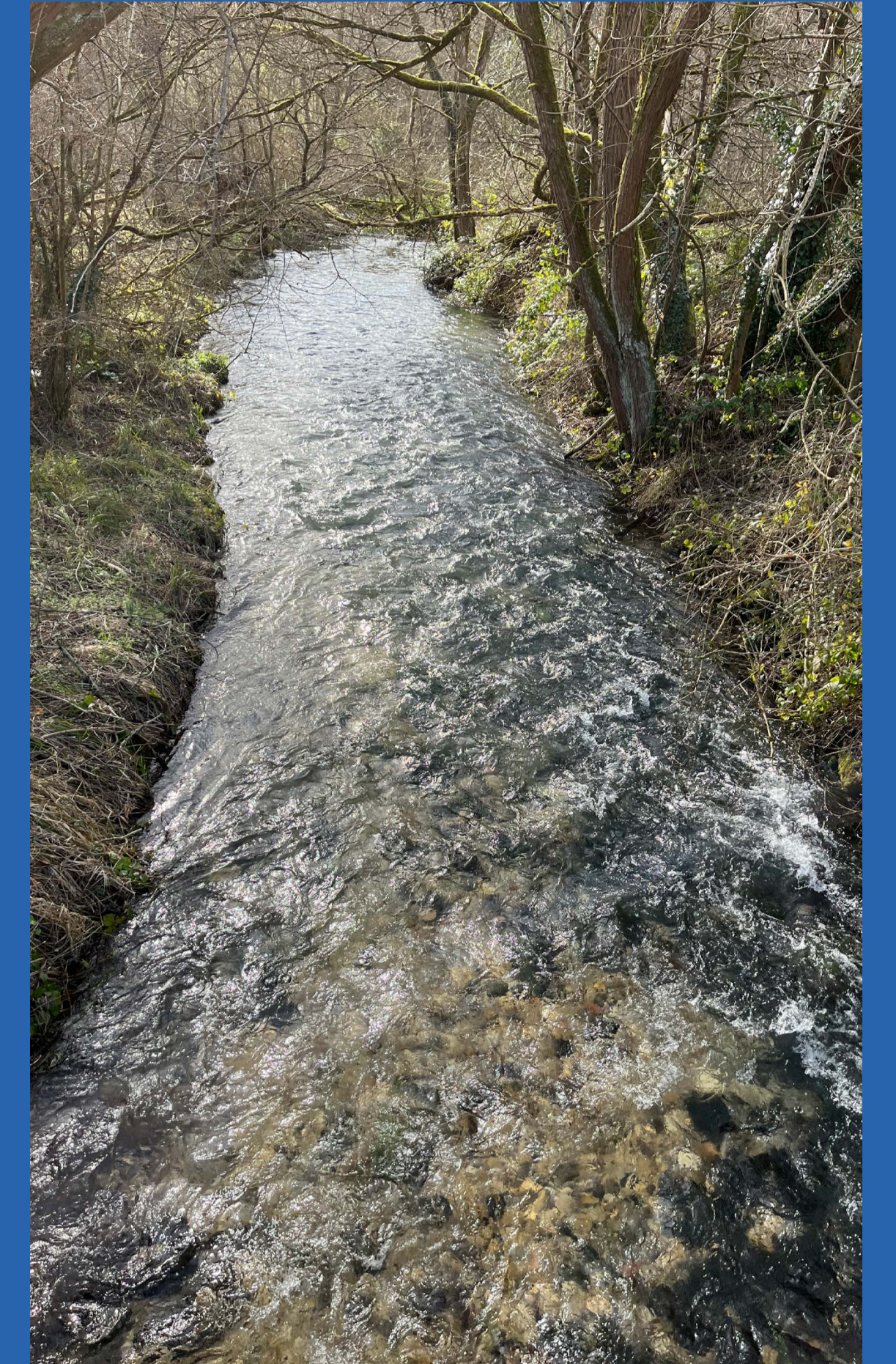
The intertwining of these two linked but contrasting watercourses, (one man-made and controlled, the other natural and free-flowing), forms a reference point for the merging of old and new that will inform the character of this new place.

Our proposal is influenced by moving water, local ecology, historic industrial forms, wharves, docks, marinas and the movement of boats and goods.

While the adjacent mills gradually fell into disrepair and the canal was covered in the mid-20th century, the redevelopment of this site is a momentous opportunity to unearth and celebrate the historic canal - to create a new mixed-use neighbourhood that will provide much-needed new homes for the area while also creating a new destination in its own right.

Focused around a newly emerged canal, moorings, and a new green canalside park with community facilities at its heart, we will create a new local attraction where visitors will want to linger and a new neighbourhood that residents will want to call home.

Our vision for the site is summarised by the five design objectives set out below.



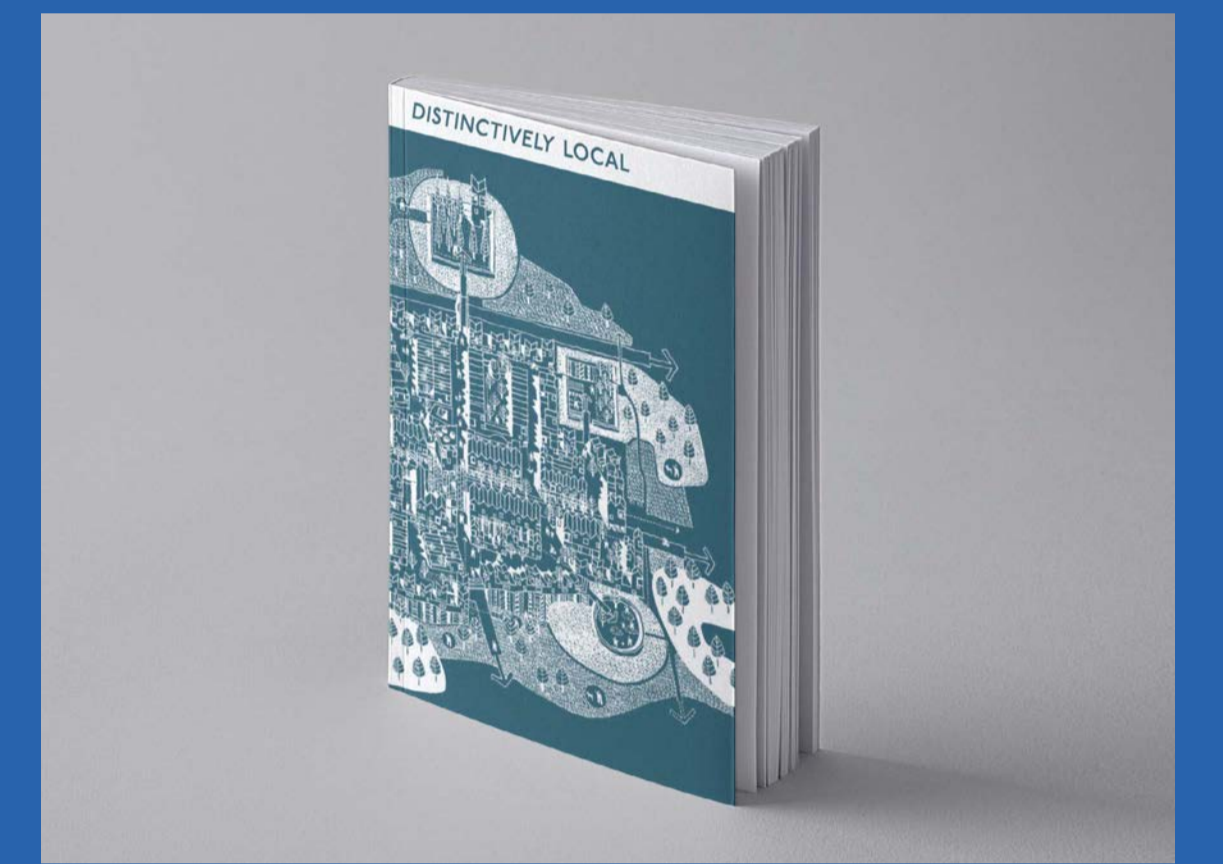
View of Brimscombe Port Mill and the River Frome today

View across historic Brimscombe Port Mill

Access to green space forms an essential component to successful neighbourhood design

Reduced energy usage, renewable technologies and green methods of transport all contribute to sustainable neighbourhood design

Distinctively Local, co-authored by PTE, HTA Design, Proctor and Mathews and PRP



1. Site identity

Creating a self-contained place with a strong, bespoke identity inspired by local, distinctive places.

The layout of our proposal is inspired by historic wharves and marinas, seeking to create shared communal inlets that provide all homes with excellent aspect and view over the canalside park.

2. Rooting proposals in an historically important context

Taking inspiration from the local vernacular.

Brimscombe Port's history stems from its significant industrial growth and the residential communities that grew out of these employment opportunities. The stunning character of the restored Brimscombe Mill and gatehouse lend the site an immediate character which we will build upon and enhance.

3. Shaping up for the 2020s

Homes that will anchor us during a decade of change. The Covid-19 pandemic has inspired new thinking about where we work, how we travel, how and where we socialise, and our towns and cities are adapting to accommodate new patterns of use. Working from home, a renewed focus on local services, stronger community connections and easy access to green space are the new essential components to neighbourhood design. Brimscombe Port offers essential opportunities for links between homes, green space and local amenities.

4. Towards 2050

Thinking about what needs to change in a zero-carbon world.

As the 21st century progresses, and the year 2050 looms – the year the UK is legally bound to transition entirely to zero-carbon – we must think now about how we'll get there. Changes in mobility, energy usage, land use, how we use our homes, and how we build them too, are coming. The house typologies developed for this site, and the masterplan in which they sit, is geared up for tackling this challenge.

5. Distinctively local

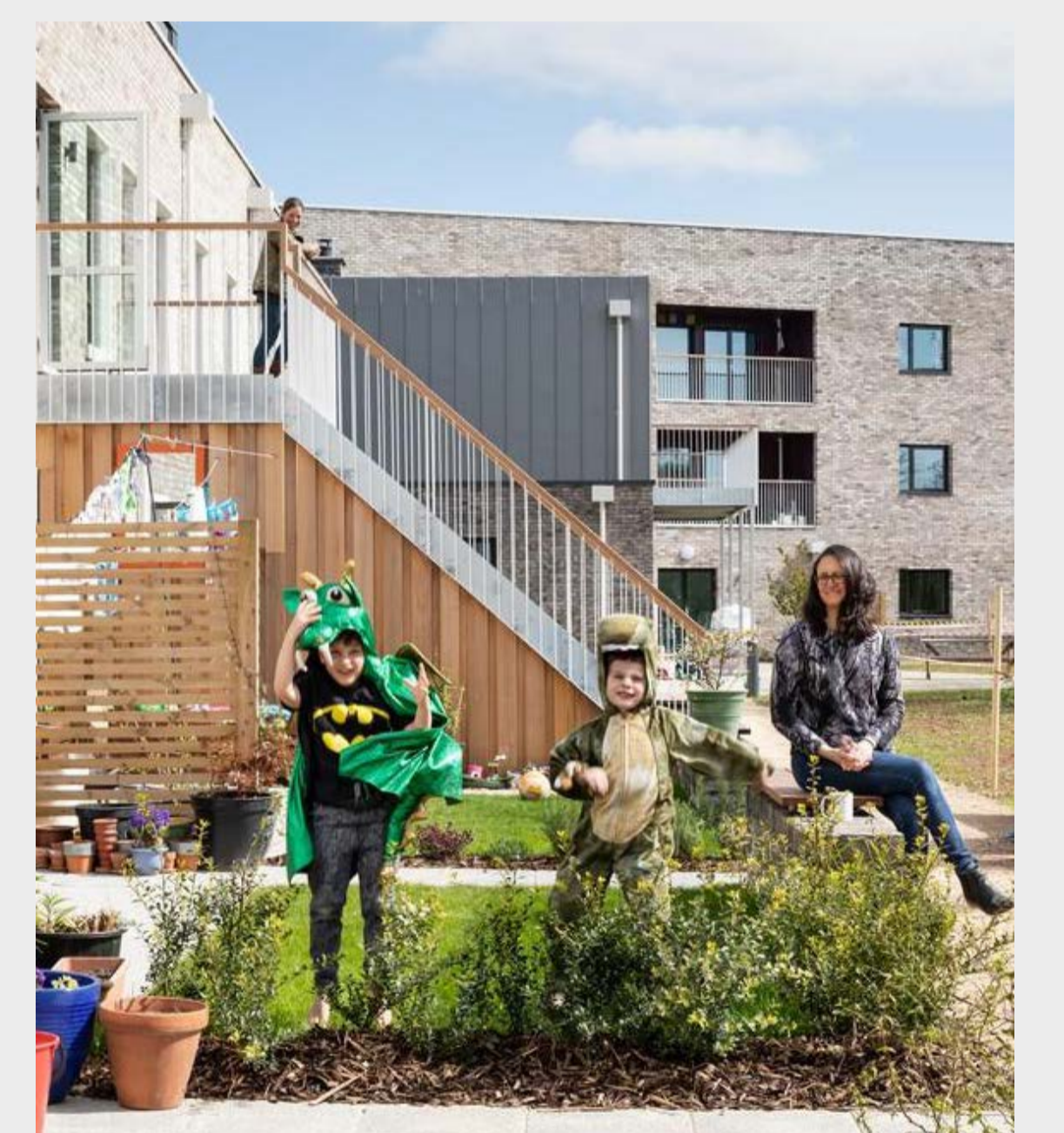
A vision supported by professional research into improving the quality of suburban and rural housing.

The four previous themes, the site's own history and context – as well as the PTE co-authored 2019 Distinctively Local report – will shape our vision for a family-focused neighbourhood fit for the 2020s – and beyond.

Design Principles

"The 5 Cs"

Our guiding principle for the development has been drawn from the surrounding local landscape features and organisation of distinct local areas.



Community

Quality homes for all within a strong network of green space and play with access to community facilities.

Connectivity

The community will be a new and special part of Brimscombe Port, with strong connections to the surrounding area. Our proposed clear hierarchy of streets and green routes provides a highly legible and permeable network for residents and visitors that prioritises pedestrians and cyclists.

Character

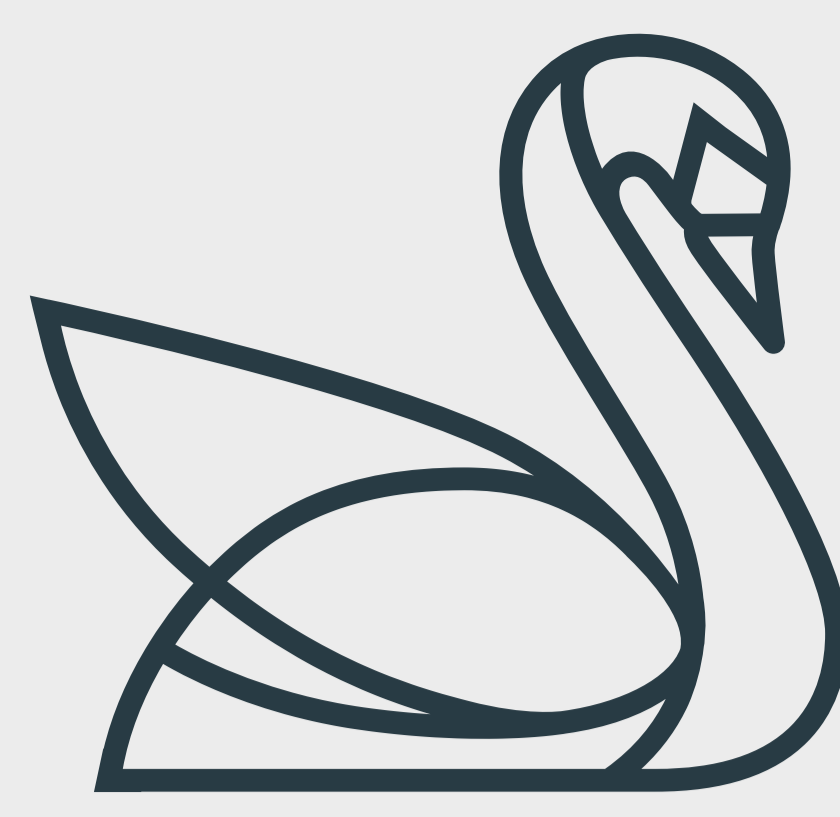
Our proposal takes its inspiration from the movement of water, historic wharves, and the industrial heritage which has played such an important role on this site for centuries. The green space and pedestrian and cycle route that is created between the two bodies of water becomes a key design driver and the foundation of the public realm strategy - embracing the water's edge and enhancing the local ecology.

Climate

Our proposals take a fabric first approach, with improved thermal envelopes to the buildings themselves and a masterplan that encourages sustainable travel and healthy, active lifestyles. We propose a joined-up approach to building and landscape design, with cooling planting and SuDS landscapes framing the homes.

Cohesion

Each part of our proposed masterplan works together to support social cohesion. The proposed street and pedestrian network, surrounded by quality, tenure-blind homes and suffused with managed landscapes is designed to invite interaction, informal doorstep play and meeting the neighbours.



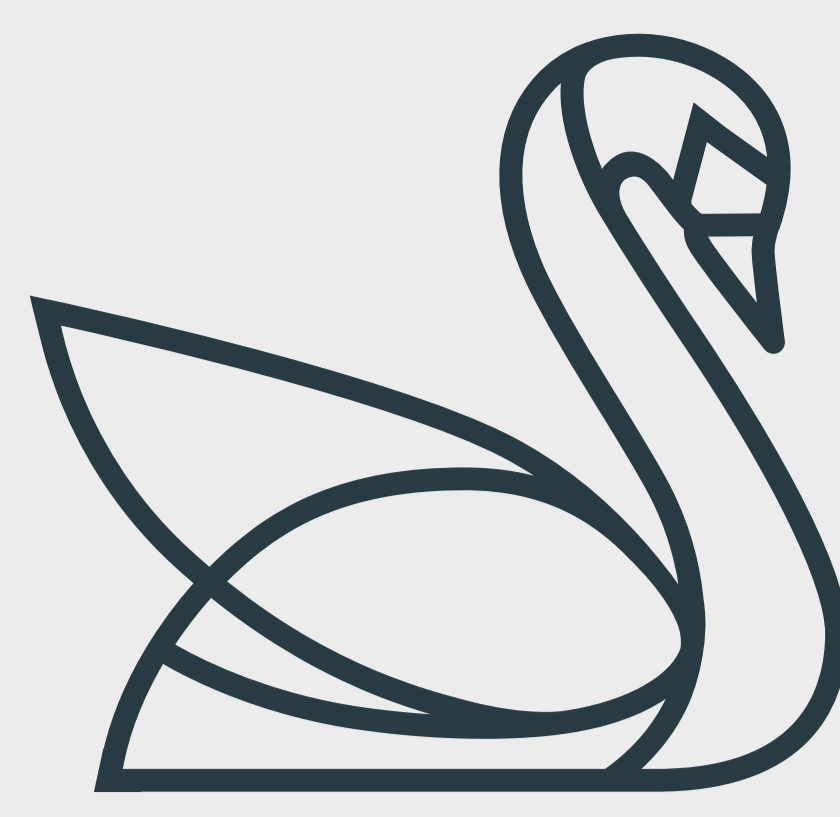
Consultation Responses

You said...	...We Responded
Existing and Proposed Uses	
Many responses welcomed the delivery of non-residential uses within the scheme. A number of responses identified specific uses they would like to see delivered, whilst others recognised the need for these to complement other uses within the local area.	The ambition for the development is to create a destination around the new canal basin and moorings, playing on the site's unique location and opportunity to support leisure and tourism related uses. Whilst the end users of the non-residential floorspace won't be known for some time, St Modwen Homes and Stroud DC will be commissioning a review of viable uses which could be delivered to achieve this vision.
How many jobs will be created on site?	End-occupiers for the proposed non-residential floorspace are currently still to be confirmed, therefore the number of jobs that will be created is difficult to quantify at this stage. Furthermore, there will be indirect job creation through additional tourism activity and support for local businesses should "pop-up" events be held on the site (food stalls, craft fairs etc). The construction phase of the development will also generate a number of jobs.
What will the delivery of the community centre look like? Ownership, maintenance, management etc	An Expression of Interest for this opportunity will be launched in the New Year to gauge interest from community organisations to fund, own and manage/run the community facilities. The Council will provide the land for free for the community facilities, with a community organisation providing the funding to build, own and manage them. There is the potential for the successful community organisation to contract with St Modwen Homes to construct the buildings or structures and open spaces proposed as part of the overall development, if the timings align.
A small number of responses commented that the proposed housing density was too high.	The proposed density has been reduced with apartment buildings in the eastern part of the site being replaced with houses. The single storey community building that was previously on the eastern side of the mooring basin has been swapped with the commercial space that was originally on the western side of the mooring basin. The community building is now proposed to be located on the "island" adjacent to the Salt House.
The Homes	
A handful of responses queried the proposed methods of construction to be used, with some suggesting specific options which should be considered.	The final method of construction has not been decided. The current assumption is traditional construction, but with uplifts to insulation and windows to ensure a high performing building fabric.
Concern was raised in respect of the lack of garden space for the proposed dwellings and apartments and whether this would provide an adequate level of amenity.	The nature of the site and its high abnormal costs means a high density form of housing needs to be delivered. St Modwen Homes has an innovative product which utilises a combination of yards and terraces to provide private amenity space for residents, alongside communal areas of outdoor space for informal play and recreation to create a high quality, liveable development.
Open Space and Biodiversity	
Will there be provision for growing food? (i.e. allotments)	The public open space design is yet to be formally determined. However, formal allotments are unlikely to be provided due to site constraints.
Will swift bricks be provided? What will be done to support biodiversity?	Yes. The precise number will be informed through discussions with the Council's ecologist.
The Canal and supporting Infrastructure	
A small number of responses wanted to know who would manage the canal moorings and control traffic along the canal.	This will be the responsibility of Stroud Valleys Canal Company (SVCC). SVCC will also be the beneficiary of the mooring fees.
How will water in the Canal remain fresh when it is yet to be connected to the wider network?	Detailed design will be undertaken for the canal feed and an overflow weir will be provided which will direct water back into the River Frome at the western end of the canal within the site. Fresh water will be fed into the canal and work is underway with Stroud Valleys Canal Company to ensure the flows are sufficient for the canal's needs.
When will the enabling infrastructure works be implemented?	The restoration of the canal and other enabling works which have already received permission will be commenced once planning permission has been secured for the mixed use development.



Previous Proposals – December 2022





Consultation Responses

You said...	...We Responded
Residential Amenity	
Concern that tall buildings will obstruct views from existing dwellings on the north side of London Road.	The development of the site will inevitably alter the views from properties. However, the site sits lower than most of the existing dwellings along London Road which means views of the valley beyond will still be possible from existing dwellings. Furthermore, the number of apartment buildings have been reduced with a lower density form of development proposed in the eastern part of the site and the apartment building in the western part of the site has been split into two buildings. This, combined with the north-south orientation of the apartment buildings creates visual permeability through the site to the valley beyond thus ensuring the outlook from existing dwellings would not be "oppressive."
Amenity concerns were also raised regarding the possibility of overlooking into/from the development, specifically those properties along London Road.	There would be a separation distance of over 20m between the front elevation of existing dwellings and the elevations of the proposed properties along London Road. Furthermore, the principal outlook from the dwellings will be onto their private courtyards and communal open space. This, combined with the considerable separation distance will ensure a suitable level of amenity is achieved between existing and proposed dwellings.
Sustainability	
What level of sustainability will the scheme deliver?	The details of the Future Homes Standard are yet to be published but, based on what has been published to date, it is likely the houses will achieve compliance. The apartments will meet or exceed compliance with the latest Building Regulations Part L. All apartment blocks will also be provided with solar panels connected to a local smart grid including a communal battery. No gas or other fossil fuel systems will be installed.
Will Water Source Heat Pumps be considered to support the development?	Not at this stage. We are proposing air-source heat pumps to the houses and direct electric heating to the apartments. These will largely powered through the solar panels and local smart grid with communal battery.
Transport, Accessibility and Parking	
How will the development be made accessible to all users?	The development is committed to delivering a mixed and balanced community. Within the range of apartments and houses, a small number will be wheelchair accessible. The precise number will be determined through the planning application process. The application will be informed by a Building Healthy Places Assessment (formerly Building for Life 12) which will ensure a high standard of accessibility for all users is achieved across the development.
Several responses wanted to know what measures will be implemented to reduce car journeys to/from the site?	The site's redevelopment will ensure that it is well connected to the wider area. This will include improvements to pedestrian connectivity across the site and to the wider area. Whilst there will be limits on what can realistically be delivered beyond the site boundary, we will work with GCC Highways and the LPA to identify opportunities to improve walking and cycling infrastructure in the locality. A Travel Plan will accompany the application which will set out a strategy to encourage travel by more sustainable modes of transport. This includes excellent cycle store provision and potential car sharing schemes.
A number of responses also raised concerns with existing public transport capacity in the locality and the likelihood of the development being car dependent.	Regarding Public Transport, the site benefits from c. half hourly services to/from Stroud throughout the day. Development along these routes will help to support their viability and maintain their continued operation. Whilst this will not be delivered by this site alone, increases in the local population can help deliver a critical mass to support an improved service in the future. The Travel Plan will also set out a strategy to encourage residents to make the most of public transport.
A handful of responses wanted to understand the parking strategy for the site and how this will avoid impacts on the surrounding road network (e.g. London Road).	Stroud District Council Local Plan requires the provision of 1.5 parking spaces on average per dwelling (Appendix 8). We are also conscious that sufficient parking needs to be provided for the non-residential uses. We will work with SDC and GCC Highways to ensure that parking provision on the site is sufficient to support the proposed uses and does not impact on areas beyond the site.
Residents also expressed a need for the internal road network to be designed to accommodate a variety of vehicles - not just cars.	The detailed application will be supported by tracking plans showing how larger vehicles (deliver vans, fire engines and refuse vehicles) can successfully navigate the site to service both residential and non-residential uses. This also includes sufficient road widths to allow canal boats to be transported to the site and craned into the water. Further detail will be provided at the detailed planning application stage.
What will the benefits to the Local Community be, especially given viability issues associated with the development?	<ul style="list-style-type: none"> Regeneration of a brownfield site New energy efficient homes in the Parish including affordable homes for rent and shared ownership for first time buyers Creation of a destination for leisure and tourism to boost the local economy Provision of community and other non-residential uses to complement those in the local area Reinstatement of historic canal A minimum 10% Biodiversity Net Gain and expansion of the existing Green Infrastructure Network along the reinstated canal corridor High quality public realm for residents and visitors



Key changes



Proposed revisions to 2022 masterplan

What's changed:

- A** Chimney detail removed from apartments
- B** Port Wall included in proposal. Height of buildings to East, in close proximity to port wall, have now been reduced and are houses instead of apartments
- C** Revised development adjacent to mill to break up and reduce massing. Apartment blocks to West split and broken into smaller forms
- D** Blocks to East are now proposed as houses with planted courtyards and roof terraces
- E** New parking approach to courtyard houses, supporting more meaningful landscaped courtyards
- F** Relocated community facilities to Western side of moorings, adjacent to existing Salt House

What hasn't changed:

- Providing a balanced mixed-use neighbourhood with residential, community and commercial facilities
- Efficient and sustainable new homes with no fossil fuels and high-performing 'fabric-first' construction
- 30% affordable homes
- Increased biodiversity and public green space
- 'Building with Nature' accreditation
- 'Building for a Healthy Life' compliance ensuring a balanced new community and commitment to creating a place that positively contributes to social value



The proposal

Design Evolution

The following diagrams set out five distinct steps that describe the design evolution of our proposal for Brimscombe Port, how this vision will manifest in the key placemaking strategies, movement patterns, building typologies, and approach to architectural articulation and public realm:

1. A Reinstated Canal with a Continuous Green Edge

- The new canal basin and moorings – a focal point in the heart of the new neighbourhood and a community in their own right.
- The intertwining River Frome and Thames and Severn Canal – an opportunity to create a new green edge, encouraging public interaction with the water, and enhancing local ecology.
- Key north-south and east-west routes cross on the site. The junction of these routes is a focal point for the community – an opportunity to introduce non-residential facilities.
- Varied play spaces - nature trails and play equipment for a range of ages.

Step 2. Green Residential Courts

- Green courts extend into the site from the canalside park - inspiration from historic wharves and mooring.
- All homes have views onto green space - to the canal and river.
- Maximising outlook and accessibility to the River Frome and reinstated canal.
- Enhancing the site's biodiversity - green space, tree planting, and private green amenity.
- Opportunity for doorstep productive gardening - residents embrace and take ownership of their surroundings - encouraging interaction with neighbours.

Step 3. Introduction of Key Routes and Building Typologies

- Community facilities at heart of site.
- Community space adjacent to the retained Salt House - key north-south route, most anticipated pedestrian footfall.
- Introduce the key east-west vehicle route through the site.
- Courtyard houses abutting the London Road - regular pedestrian connections, protected but permeable edge with active frontages onto the street and court.
- Small-scale apartment buildings opposite from the local community facility, with flexible commercial under westernmost block facing canal basin.
- Five blocks unfold in an array along the south-eastern boundary inspired by movement of water and eddy spaces. Orients views and aspects, varied articulation from east and west.

Step 4. Inspired by the Local Vernacular

- Break up the massing of larger buildings - subdividing and shifting.
- Flanks project towards the canal - a shifting gable end rotates towards the water.
- Respond to the architectural language and proportions of the existing mill buildings.
- Smaller scale houses to the north - inspired by historic workers cottages that supported local industry - arranged around shared courts.

Step 5. Provide Parking, but Don't Let It Dominate

- Parking placed sensitively in the landscape, not dominating the public realm.
- Within the shared communal housing courts and between apartments beneath lightweight pergolas, PV, and planting.
- Generous communal residential entrance lobbies - face northern spine road.
- Celebrate communal interaction and sustainable transportation, with bicycles clearly on display.
- Mailboxes, parcel drops and sitting areas - informal meetings with neighbours.



The proposal



The Community Facilities

Community facilities are included within the planning application, designed to be a flexible social hub for both the new residential neighbourhood and wider existing community. As such, it has been placed in a prominent location within the new development; the natural crossing of north-south and east-west routes, adjacent to the existing listed Salt House.

Sustainability lies at the heart of the community facilities design, both in its concept and in its deliverability as well as through its reduction of long-term management and maintenance costs. Its efficient and flexible spatial design means that spaces can be used in different ways at different times of day, ensuring that spaces do not sit empty or unused.

The council will be seeking Expressions of Interest from community organisations to fund, own and manage the community facilities which will be a key part of the development.

Flexible Commercial Space

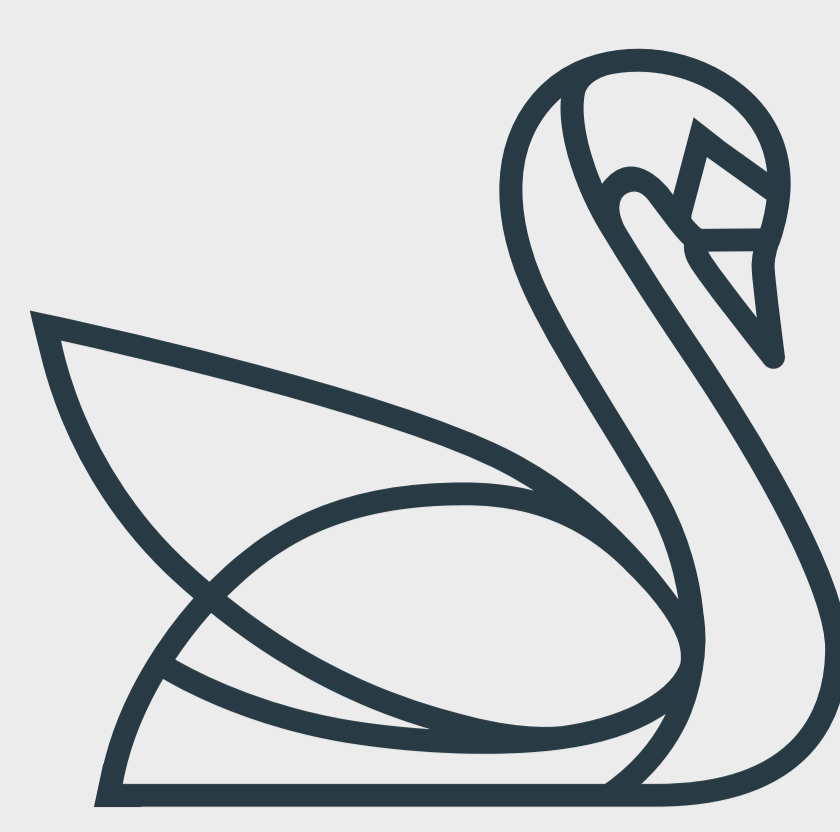
A new commercial space is also proposed at the base of the apartment building directly adjacent to the eastern side of the canal basin. This has also been designed to maximise flexibility, with generous ceiling heights and a simple structural grid that will allow it to be an attractive space for many potential operators.



New community facilities

Images are illustrative only

stmodwenhomes.co.uk/brimscombreport



ST. MODWEN HOMES

The proposal

Embracing the Canal

View from the Thames and Severn Canal footpath looking North to the new Canalside Park.

The apartment buildings and houses that open into this space are contemporary interpretations of the local vernacular. The massing has been broken up through the use of inhabited roof space and an expressed rusticated base. All homes benefit from exceptional aspect, with more than 80% dual aspect accommodation across the site. The buildings' orientations further ensure homes can enjoy long axial views down the river and canal to the East and West.



The Workers Cottages

View of a residential courtyard inspired by local workers' cottages



The Basin

View from the Thames and Severn Canal footpath looking North



Images are illustrative only

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**ST.MODWEN
HOMES**

Have your say...

If you have any questions or feedback
please submit them to:

brimscombportconsultation@stmodwen.co.uk

or via the website at:

www.stmodwenhomes.co.uk/brimscombport

Comments on these proposals are welcome until Friday 17th January 2025 to enable us to progress our plans to the next stage including further consultation.

Next steps

Site investigations



Final site investigations and technical work to support a planning application due to be completed by March 2025.

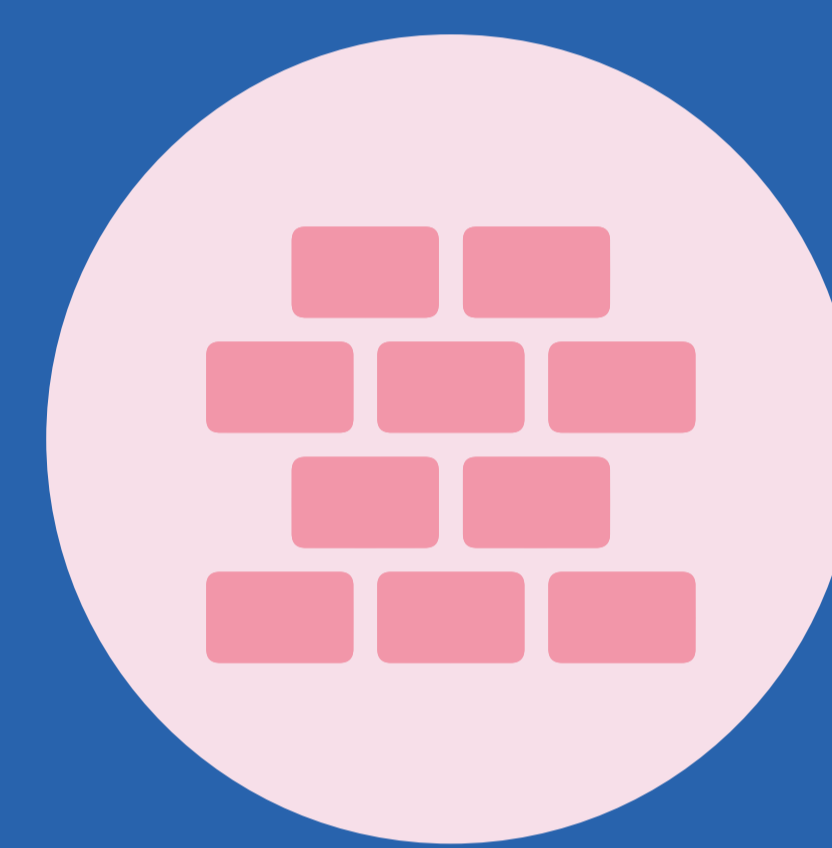
Planning application



Formal pre-application discussions recommenced in November 2024.

Following review of consultation, pre-app and design review panel feedback, planning application will be submitted Spring 2025.

Enabling works to begin



Planning permission expected early 2026.

Enabling works to commence post planning approval.



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