

NATSON BATTY  
ARCHITECTS



Masterplanning  
Capability Statement



Mark Sidding  
Director

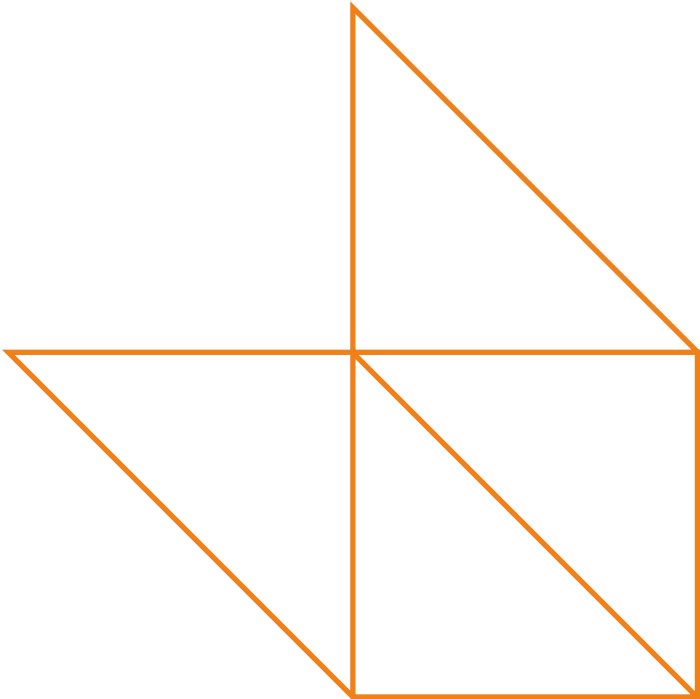
I am pleased to submit this capability statement on behalf of Watson Batty Architects Ltd in response to the request for information to assist the procurement of a suitable consultant to develop an estates masterplan for Sheffield Hallam University.

As the Education Sector lead I have overseen and co-ordinated the production of this document. Should we be successful in our appointment to support the University, I will continue to be involved as a key member of the design team in the development of works.

The purpose of this document is threefold: through recent case studies and an articulation of our approach we will: demonstrate the breadth of our experience, showcase the quality of our design, and prove our appreciation of the challenges that are faced when undertaking masterplanning proposals.

We are committed as a practice towards continuing our successful working relationship with Sheffield Hallam University and would like to take this chance to thank those involved for the opportunity.

# About Us



Watson Batty Architects has more than 40 years’ experience, creating many types of buildings across a diverse range of sectors. Today, our team comprises over 40 architects, interior designers, technicians and masterplanners, and we have studios in Leeds and Loughborough.

Our mission is to provide first class design services that enable and support our client’s ambitions while creating a positive experience for the end users, the community and the environment.

We’ve built our valued reputation by adhering to these four guiding principles:

**Providing measurable value**  
We create spaces that work. It’s not enough for architecture to have a positive visual impact. We pride ourselves on offering cost-effective design solutions that are feasible, functional and well-considered.

**Reliable and professional**  
Our clients don’t just know us, they trust us. Our broad experience and our unbending commitment to deliver are two reasons why we have client relationships that span three decades.

**Great to work with**  
We work openly and with energy. We believe the design process should be collaborative and enjoyable. Listening and understanding always come first. And as a project progresses, free-flowing communication remains central to its success.

**Future-focused**  
We never stand still. Technologies and processes in our industry are constantly evolving and improving, and we readily adapt to offer our clients the best possible service. The need to push the boundaries of our capability is central to our ethos.



Masterplanning embraces a wide range of complex and often conflicting issues. If undertaken successfully it can result in a positive, proactive process that brings significant benefits for all.

### Masterplanning

Masterplanning may have different connotations to different people or groups. Although the term 'masterplan' is used frequently, it has no generally agreed definition. Architects and Planners should perhaps use the term 'spatial masterplan' to provide a clearer description of their understanding. Having been involved with a number of 'masterplanning' schemes at Watson Batty Architects, we find that the spatial planning of buildings, spaces, movement and land use are in fact the result of an impetus, idea, or concept to drive for positive change. Understanding why we are masterplanning is perhaps the most important step in the process of producing a successful masterplan as it defines the strategy by which the whole process is led.

Successful masterplanning is the key to creating great places. A clear, considered masterplan can lead to the physical, social and economic revival of places. But what makes a good masterplan? And how can we make sure sound strategies are put in place to make places better?

### The Stages

#### 1. A Strategic Framework

Developing a sound strategic framework is the basis of a good masterplan. A strategic framework should set out the aspirations and objectives. The framework for physical regeneration may consider a much wider area than the spatial masterplan. It is based on analysis of the baseline data and is the key output of the preparation stage, functioning as the brief for the spatial masterplan. It also incorporates early ideas about how to deliver the proposed developments.

#### 2. The Spatial Masterplan

Following the agreement of the strategic framework work begins on developing three-dimensional proposals. It consists of plans, visuals and written documentation to define the proposals and aspirations for the re-organisation of existing accommodation and the development of buildings, street blocks, public spaces and landscape etc. The spatial masterplan does not go as far as designing buildings or spaces, it is explained in diagrams, plans, words and visuals.

#### 3. The Implementation Plan

This is the strategy for how to turn the vision and planning into reality. The masterplan is not complete without testing and considering how the proposals will be delivered. The implementation stage will require the strategic planning of elements of the spatial masterplan and will address factors such as cost, programme, delivery and other issues. Even if work on site is not imminent, these issues need to be considered to ensure you have a masterplan which can be delivered.



Mark Sidding  
Architect / Director

As Project Director leading the WBA Education Team, Mark oversees the strategic delivery of all learning environment projects. Heavily experienced within the education sector, Mark has had extensive dealings with a number of university clients and as such has a detailed understanding of the nuances of delivering higher education. This understanding was put to use in his masterplanning exercise at York St John University when working on their 2040 vision masterplan.

Scott Lunn  
Architect / Associate

A Project Architect with a passion for great design, Scott excels in translating a client's vision into an architectural vision. Bringing with him an array of experience from working across multiple sectors for a variety of clients, Scott has worked on some of the largest scale developments undertaken by practice. From detailed mixed-use masterplans for Wm Morrison Supermarkets to a £1 billion city centre strategic framework masterplan for Liverpool City Council, Scott understands what is needed for large scale thinking.



Richard Merrills  
Architect / Director

Aside leading the Housing & Regeneration Team, Richard is a hands on architect. Richards primary role in the design process looks at large scale planning of developments, ensuring that before the detailed design commences, the foundations of good planning are laid to deliver a successful end product. Richard has led numerous large scale housing masterplan developments which involve extensive public consultation including the PFI bids for Excellent Homes for Life in Kirklees and the Little London, Beeston Hill and Holbeck Housing Leeds.

Rima Yousif  
Architect / Regional Director

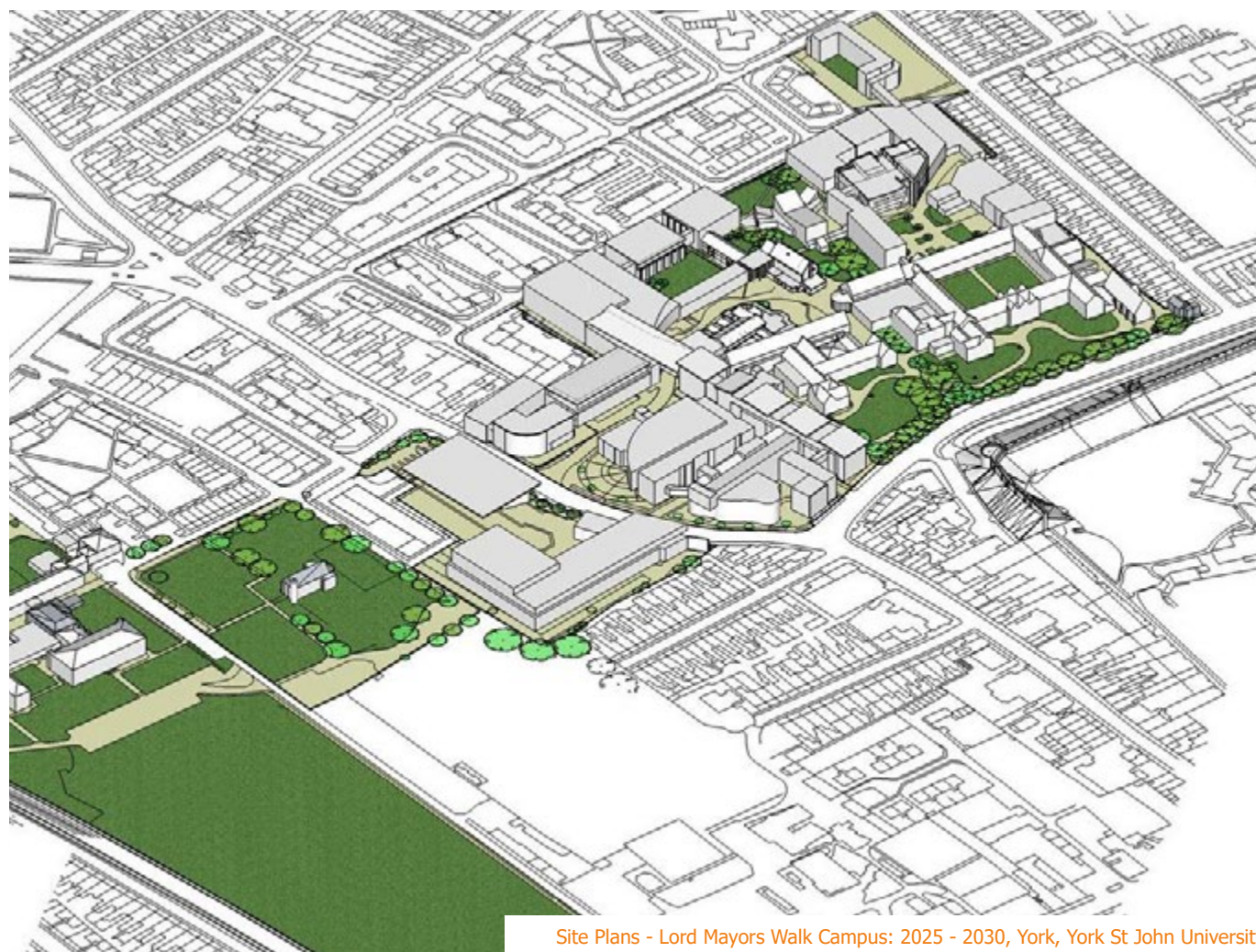
Rima is a Regional Director, working from our Loughborough base. With extensive experience in sports and leisure sector, Rima works closely with clients throughout the UK. Recently Rima's experience has crossed over to delivering Sports and Leisure facilities and strategic plans for a number of our higher education clients. Rima's work with universities includes providing advice on the strategic development of sports and leisure facilities, ensuring key investment decisions provide maximum benefit and return.







Students' Union - York St John University, York



Site Plans - Lord Mayors Walk Campus: 2025 - 2030, York, York St John University

## York St John University Campus Masterplan

The 'Road to 2040' Masterplan was developed in collaboration with the Director of Estates and Chief Operating Office to support the University's strategic development ambitions. The proposal evaluates the entire University estate across 11 different sites, including uses from residential, academic, sport, social, infrastructure and public.

At the outset the masterplan work focussed on research and analysis, reviewing the physical space demands of the current facilities and the predicted future demands. The analysis reviewed the impacts on changes in the curriculum and the need for dedicated or specialist spaces. As the analysis began to provide a level of understanding further considerations were tested and proposals were made which looked at the impacts on cost management, capital spend, programme of works etc.

The information provided allowed the university to understand the priorities and challenges which they faced. In turn this allowed the University to develop a strategic plan to develop the estate in line with projected income streams, phasing priorities, while plotting on going and future maintenance commitments etc. While being able to better plan the management, growth and change to the University, the masterplan also focussed on a spatial masterplan which aimed to significantly enhance the student experience.

Plots were identified and proposal were drawn up to implement physical changes to the campus. The changes looked at both major development and demolition projects as well as minor enhancement all with a view of improving the flow, efficiency and feel of the campus. The proposal were drawn up in 3D to clearly communicate the proposals to the various stakeholders and to understand the context of the works within the historic setting of York. On completion of the spatial masterplan an implementation plan was drawn up by the University to test the proposals both individually and collectively.

The work undertaken by the University relied on a vast amount of information to be gathered and processed into a format which could be analysed and understood. It is clear that the process is a long term, constantly evolving piece of work which needs to be reviewed and updated on a regular basis. Because of the evolving nature it is vital that the masterplan maintains a sense of fluidity and that the process should not be resistant to change.

There is no doubt that there are relational, physical and political tensions which need to be carefully managed. However with a team that are focussed on a united goal; the creation of world class university estate, it is both possible and achievable.

- Evaluated the entire University estate across 11 different sites
- Focus on logistical planning, capital spending, maintenance and enhancement of the student experience
- Works planned across residential, academic, sport, social, infrastructure and public spaces
- Multiple work streams resulting in strategic, spatial and implementation masterplans



Site Plans - York St John University, York

"I have just come out of a very exciting but challenging meeting. People were blown away with what I was able to bring to the table and discuss; partnership working at its very best."

Colin Parkin, Director of Estate Management & Development, York St John University



“Professionalism and integrity are the two dominant qualities we would associate with WBA. They bring different qualities to the design process and what they achieved in terms of empathetic design for us was excellent.”

Steve Howard, Development & Partnership Manager, Southdale Ltd



Above and Facing: The Grammar School at Leeds, Alwoodley

## The Grammar School At Leeds

The amalgamation of 2 private secondary schools; Leeds Girls' High School in Headingley and the Boys' Grammar School in Alwoodley resulted in a major £30m extension and re-planning of the Alwoodly green belt site. Accommodation for 800 additional students required careful planning on a site wide basis focussing maximising floor space efficiencies while providing an uplift in the student and teacher experience.

The project is a successful example of analysing the macro principals of masterplanning while applying our experience at a micro scale planning in a learning environment. Significant engagement workshops were established to fully understand the challenges and opportunities provided not only by the physical site but the sensitive integration of built form and curriculum. A clear and accurate understanding was required of the additional curriculum and support spaces, and how these requirements work with the existing management and operation of the school.

Infrastructure was also a major challenge. Traffic impact studies and detailed examinations of movement on around and off site

resulted in an innovative underpass solution which reduced traffic impact on the local highway despite the additional traffic movements. This exercise dovetailed with the environmental assessment and implementation plan for the school ensuring ecological features of the site were retained or the loss mitigated. Strategic areas of urban landscape were included to ensure that the spaces between the buildings were pleasant and well utilised.

Working together with key stake holders, the design team and contractor a phasing logistics and execution plan was produced to enable the development to take place in a live environment and operational facility. This ensured that no loss of attendance or attainment resulted from the works.

The success of the scheme is testament to the detailed engagement with the end user clients and the application of master planning principals which brought together a range of strategic challenges across the site into a cohesive and holistic design solution which adds significant benefit to both the school and the wider community.

- Major Development within the Green Belt
- Major Highway Infrastructure challenges overcome
- Developing in a sensitive live environment
- Careful planning to ensure maximum efficiency of capital spend







- 11 Hectare, 1.8m sq.ft mixed use development in City Centre Location
- Major urban design and public realm elements



- Integration of planning policy guidance and planned infrastructure
- Creation of a council adopted Strategic Regeneration Framework

## Paddington Village - Knowledge Quarter

Paddington Village is an ambitious £1 billion masterplan proposal to redevelop an 11 Hectare (27 acre) site located on the edge of Liverpool City Centre. The masterplan aims to create a new heart within the City's Knowledge Quarter, propelling it forward as a national and global centre of expertise, knowledge and wealth creating potential. The aim of the Paddington Village masterplan is to build on the city's existing assets of world class universities, education and health care facilities to encourage Life, Medical Science and related high-tech Industries into the City.

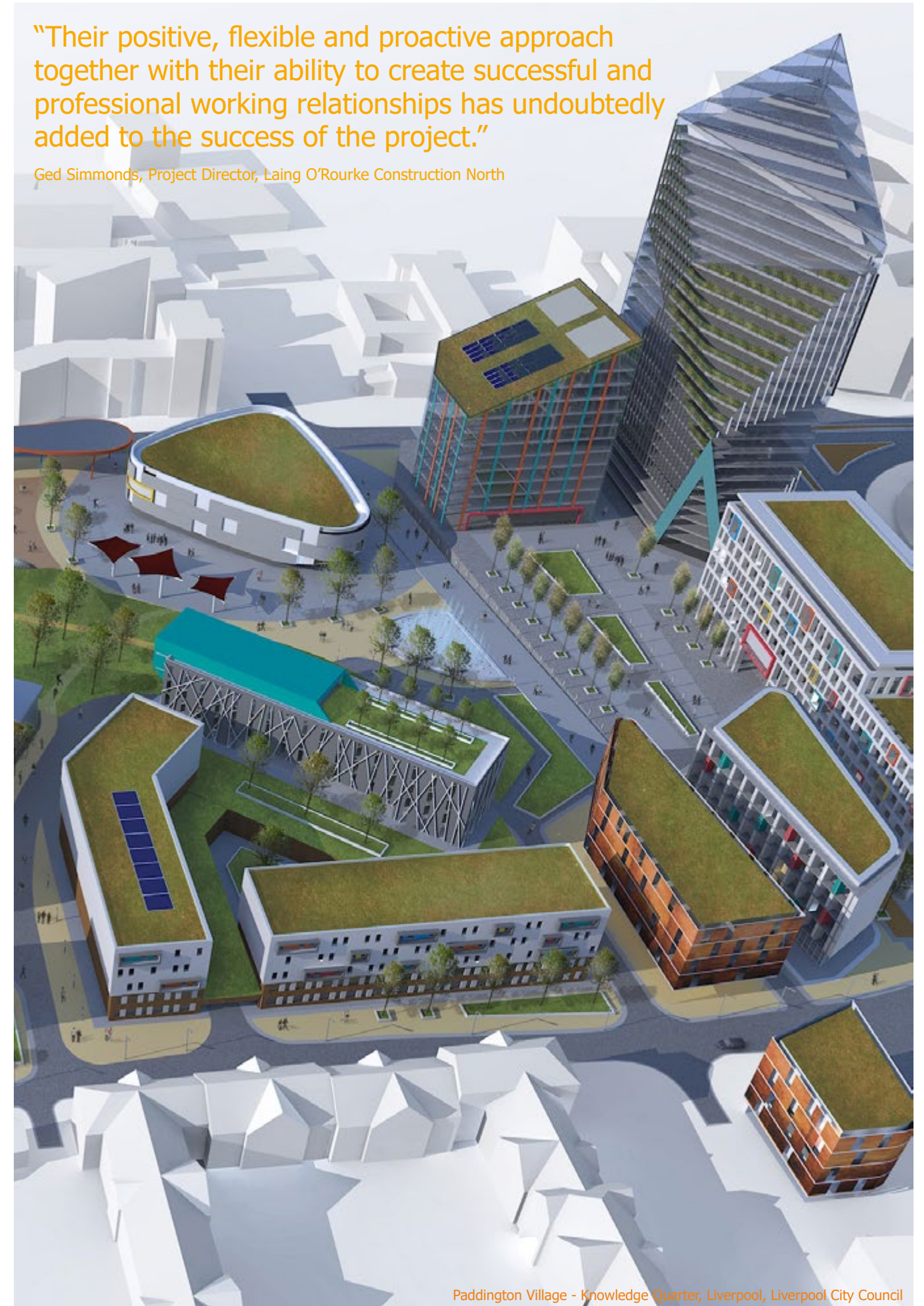
The landmark 1.8 million sq.ft development will not only be a place for business and commercial opportunities, Paddington Village will be a place where people can live and socialise and a place where innovation and creativity are encouraged. The strategic framework and spatial masterplan include areas for residential development, café, restaurants and retail; and include generous areas public realm and green space.

Our work with the City Council initially started with the creation of a vision document which included research, analysis and defined the parameters for the development. Following approval from local and central government work then began of creating a Strategic Regeneration Framework (SRF) document. The aims of the SRF were threefold. Firstly the SFR crystallised the aims and parameters of the development to allow the client to being marketing the site to 3rd parties. Secondly the document considered the phasing and planning aspects of the masterplan, and thirdly; the SRF was written to form part of the city councils adopted planning policy documents which will layout guidance for all future developments on the site.

The SRF was adopted early 2017 and the development has commitments from The Royal Collage of Physician, Proton Partners International; A cancer research and treatment centre and Liverpool International College which plans to start on site later this year.

"Their positive, flexible and proactive approach together with their ability to create successful and professional working relationships has undoubtedly added to the success of the project."

Ged Simmonds, Project Director, Laing O'Rourke Construction North



Paddington Village - Knowledge Quarter, Liverpool, Liverpool City Council



## Shipley Exchange Masterplan

Building on extensive masterplan works by Bradford Metropolitan District Council (BMDC), Shipley Exchange is a proposed mixed-use development on the edge of Shipley town centre. The masterplan links with the Canal Road Corridor strategic framework which is an ambitious larger regeneration proposal by BMDC. The Shipley Exchange scheme is a detailed proposal to develop a highly constrained area of land adjacent to Shipley Town Centre and railway station. The development proposals include a supermarket, petrol filling station, business units, 100 dwellings and a 75-space station car park as well as major highway work, cycle connections to the sustrans network and; extensive ecological and landscape improvement works.

Working in partnership with BMDC, Wm Morrison Supermarkets and Skipton Properties residential developers, detailed plans were drawn up which culminated in a full detailed planning approval.

- Working with multiple stakeholders
- Developing a detailed Masterplan from an existing strategic framework masterplan
- Working on a highly constrained site with major infrastructure upgrades needed
- Obtaining full plans development permission from the local authority



This Page and Facing: Shipley Exchange Masterplan, Bradford, Wm Morrison Supermarkets Plc/Skipton Properties Ltd





# Contacts



Ripon Retail and Leisure Development, Ripon, Wm Morrisons Supermarkets (WMS)

## Ripon Retail and Leisure Development

When Wm Morrisons Supermarkets (WMS) purchased a large piece of undeveloped land adjacent to their existing store in Ripon, North Yorkshire, the supermarket chain had the intension of constructing a simple extension to their store and car park. Following initial feasibility studies and conversations with the local planning department it became apparent that there were a number of difficulties with this proposal. Partnering with a Rock Regeneration; a land development company, WMS employed WBA to produce masterplan proposals to develop the whole of the 18 acre site. The masterplan was to include a mix of uses including; B1 offices, B2 light commercial units, a hotel, a DIY store and a new large format supermarket. Proposals also included major highway infrastructure upgrades including a new roundabout access junction from the Ripon by-pass.

The proposals had a number of challenges dealing with sensitive issues such as ecology, upgrading of bridleways, city centre impact mitigation measures and dealing visual impact issues. Despite the challenges the masterplan was developed in to a detailed scheme which was granted full planning consent.

- Masterplan proposals covered 18 acre site
- Included office and commercial units, hotel and leisure and retail space
- Upgrades to major highway infrastructures
- Full planning permission obtained

"It has been applauded by all who use the space and is a good testament to engaging with users and delivering a final product which has exceeded their expectations."

Clive Wilson, Director of Estates & Facilities,  
University of Bradford

**Name:** Mark Sidding  
**Position:** Director  
**Email:** Mark.Sidding@watsonbatty.com  
**Telephone:** 01943 876665  
**Mobile:** 07790 228291  
**Base:** WBA Leeds Office

**Name:** Scott Lunn  
**Position:** Associate  
**Email:** scottlunn@watsonbatty.com  
**Telephone:** 01943 876665  
**Mobile:** 07730 840780  
**Base:** WBA Leeds Office

**Name:** Richard Merrills  
**Position:** Director  
**Email:** richard.merrills@watsonbatty.com  
**Telephone:** 01943 876665  
**Mobile:** 07967 567917  
**Base:** WBA Leeds Office

**Name:** Rima Yousif  
**Position:** Regional Director  
**Email:** rima.yousif@watsonbatty.com  
**Telephone:** 01943 876665  
**Mobile:** 07771 160077  
**Base:** WBA Loughborough Office

[www.watsonbatty.com](http://www.watsonbatty.com)

WATSON BATTY  
ARCHITECTS

**Leeds**  
Shires House  
Shires Road  
Leeds  
LS20 8EU

**t:** 01943 876665

**Loughborough**  
Limehurst House  
Bridge Street  
Loughborough  
LE11 1NH

**t:** 01943 876665