

Character Area Summary 4: Industrial Zone

A busy active commercial location on the edge of the town.

Used by people local and from further afield to work, in various light industrial and service sector occupiers.

(a) Character Summary

- The area is characterised and dominated by the Muller Dairy, Oldends Lane.
- There is no overriding character to the building from, each area developing as required since World War 2
- Roads are characterised by overspill parking from the various commercial occupiers
- The A419 corridor through the industrial Zone and the Stonehouse Industrial Park forms the gateway to Stonehouse from the West and the M5 motorway.

(b) Land uses

- Commercial: Light industrial, service sector, office and manufacturing.





Typical built form and land uses of Industrial zone, Stonehouse.

(C) Settlement Pattern

- Flat, linear development
- There is no overriding dominant style; buildings having been constructed to prevailing commercial styles and requirements over the last 60 years with little redevelopment through demolition.

(d) Landscape Description

Flat, single-use urbanised land use, dominated by a series of large commercial buildings, notably Muller Dairy. Southern portion has long views South to Cotswold escarpment elsewhere glimpsed views east to Doverow, Standish and surrounding countryside.

The western boundary of the industrial zone has some soft landscaping and semi mature trees associated to the Delphi staff parking.



(e) Roads, streets, routes

Key roads:

- A419 is the main road through Stonehouse.
- Oldends Lane forms secondary route into the northern portion of Stonehouse across the railway line.
- Oldends Lane and Brunel Way form a circular route.

Footpaths

- Main footpaths follow carriageways.
- Walking route from Midland Way across a railway footbridge to Oldends Lane to the South of ABB site.

(f) Buildings, landmarks and Details

Muller Dairy storage silos and production building along with Schlumberger main building are significant features from surround higher ground including Doverow, Standish and Selsley common.



Muller Dairy and Slumberger manufacturing facilities

(i) Significant and Landmark buildings: Listed **Grade 11 Listed building:**

Oldend Farmhouse, Oldends lane,



Muller Dairy

(ii) Significant buildings and structures, not listed:

These buildings and structures may be significant as landmarks, because of amenity value, social and communal value or architectural quality.

Delphi manufacturing

Muller dairy facility

Schlumberger

(iii) Predominant building types:

- SKF, Oldends Lane brick built
- Bonds Mill Cotswold stone and brick former mill building complex
- All other buildings on Brunel way, Oldends and associated industrial estate roads are steel portal frames with various cladding and brick renders reflecting architectural style at time or construction over past 30 years.
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(iv) Predominant Materials:

Red and yellow brick cladding, powder coated steel cladding and portal steel frames.



Various examples of typical buildings across the industrial zone

(v) Details:

(h) Open spaces

The nature and function of the area means this is limited to structured landscape relating to Delphi, Brunel Road and un-built vacant plots at Stonehouse Business Park. The latter being grassed areas.



Tended and structured landscaping types

(i) Green and natural features

- Other than Delphi, green features, where present relate to structured formal planting for decorative or boundary features. The majority is not well cared for, something that common place in location such as this.

j) Conclusions

Positive features and special qualities:

- Vibrant commercial location with globally recognized names manufacturing products, (oil and gas exploration and automotive) in this location.
- Flat, open and accessible.
- Good mix of units from sub 4,000 sq ft – over 200,000 sq ft. little obvious vacancy.
- Muller Dairy a fixture on the skyline for visitors entering Stroud from west and M5.
- Proximity to M5

Negative features:

- On road staff parking
- Lack of architectural interest
- Poor relationship to rest of Stonehouse particularly walking routes.

Aspirations for area:

Protect and enhance:

- Maintain commercial viability, particularly where it relates to large employers
- Provide additional small-scale workspace for SME's.
- Encourage less highway parking
- Improve formal and structured landscaping

Opportunities: Enhancement, Additions

- Provision of business related hospitality
- Provision of managed or serviced workspace for SME development
- Increased signposting and improvement walking routes to Stonehouse via railway footbridge and Midland Rd.