

Urban Design Framework, Greets Green, Sandwell, West Midlands Sandwell Metropolitan Borough Council



Entec was appointed by Sandwell Metropolitan Borough Council to develop an Urban Design Framework for the Greets Green area in West Bromwich. The Greets Green Partnership were selected as a pathfinder for the DETR's 'New Deal for Communities' Programme.

The study included a comprehensive baseline survey of the urban environment and a detailed urban design analysis to discover the opportunities and weaknesses of the area.

Extensive public consultation involved a steering group of community representatives to identify public concerns whilst also establishing guiding principles for the regeneration of the area.

The resulting framework is a comprehensive document encompassing a complex range of sustainable proposals aimed at steering community based development over the next 10 years.



A series of projects are planned to implement the principles identified in the process. The framework is perceived as a living masterplan basing its success on ongoing review and amendment within the framework period.

This project was carried out in association with Jon Rowland Urban Design.

*Part of the Government's
'New Deal for Communities' initiative*

