HEREFORD

DESIGN GUIDE

SUPPLEMENTARY PLANNING DOCUMENT

Draft - January 2019

Herefordshire Council

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Cover sketch of Aubrey's Almshouses on Berrington Street

The photography within this report has been produced by members of the team. The report includes a number of images from third parties and these have been attributed in each caption where relevant.

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View looking south along Widemarsh Street from the roof of Garrick House Car Park

INTRODUCTION

Hereford is a beautiful Cathedral City. Its medieval street pattern, Georgian and vernacular architecture has created a unique character that must be treasured alongside exciting opportunities for growth and change.

The purpose of this Design Guide is to help inform future development and growth in Hereford City Centre. This will include shorter term changes and improvements to the city's public realm; the shaping of smaller development proposals coming forward in the city to be sympathetic to its existing character; and a long-term vision for how larger quarters of the city could be redeveloped. This can inform development as sites between the city centre and the station come forward, enabled by Council investment in new infrastructure.

In particular the development of the New Model in Technology and Engineering University (NMiTE) in the city centre is an exciting moment for Hereford. This Design Guide will help to inform how this is developed in a way that is innovative, while in keeping with the character of the city.

The aim is for the Design Guide to help realise the highest quality of development in the city, improve Hereford's streets and spaces, and help provide a vision for how the growth of the city should be delivered. This will only be achieved through collaborative working between the Council, its public sector partners, local developers and landowners.

PURPOSE AND CONTEXT

The purpose of the Hereford Design Guide Supplementary Planning Document (SPD) is to provide design guidance and good practice advice to help developers, applicants and Council officers improve the quality of design in new development, public realm and movement projects across the city. The Design Guide will also inform the emerging policies in the Hereford Area Plan.

The report identifies a set of key design principles and priorities to help tailor new design to be 'of Hereford' - distinct to the city's existing character, without preserving this in aspic. The Design Guide prioritises four or five key principles under each of the framework chapters - design and development, views and building heights, public realm and landscape, and movement. This report is not a comprehensive design guide covering all of the principles of good design, but instead identifies a small number of principles that would have the most transformational impact for the city.

As well as the city wide design guidance, this report concludes with a chapter called 'sites and area guidance'. The purpose of this chapter is to focus upon areas of the city with the greatest potential for change and to demonstrate how the principles in the rest of the document could be applied to specific sites. This chapter is not a detailed masterplan for the whole of the city centre and the areas which have been chosen have not been designed in detail. This chapter provides a flexible framework, setting out high level principles to guide the character of new development and its public realm.

The strategy balances the need to promote change in keeping with the city where larger development sites have been identified, whilst protecting the fine grain historic centre in other areas. The framework highlights currently under-utilised areas that could be better connected into the centre of the city to strengthen its viability and vitality.

In supplementing adopted policy, the Design SPD will be used by:

- planning officers to assess the design quality of development proposals when determining planning applications and offering pre-application advice;
- council members when assessing development proposals in advance of and at planning committee; and
- applicants and developers when preparing their schemes.

This document will support the preparation of the emerging Hereford Area Plan. It will be adopted by the Council as a Supplementary Planning Document and form part of the local development framework. The purpose of the document is to add greater detail in terms of design guidance for new development, views and building heights, public realm and movement proposals for the city centre.

The principles in the design guide have been informed by engagement with key stakeholders through meetings and workshops. This process will continue with a formal six week consultation process commencing on 28 January 2019.

HOW TO USE THIS GUIDE

The guidance is organised and structured as follows:

PART A provides city wide design guidance about ***development and design***. This focuses on issues about the quality and character of built development from more detailed principles about the design of frontage and material palettes, to broader considerations about the street structure and grain of new development.

PART B provides city wide design guidance about ***views and building heights***. This touches on issues related to Hereford's skyline and the views that should be protected, alongside the consideration of how taller buildings can be accommodated within the city, partly through the careful design and consideration of the detailed roofscape of buildings.

PART C provides city wide design guidance about ***public realm and landscape***. This focuses on principles about connecting Hereford's green infrastructure and improving the environment along primary routes. The guidance also illustrates how new public spaces could potentially be designed.

PART D provides city wide design guidance about ***movement*** in the city. This co-ordinates with more detailed design work currently ongoing about key streets in the city centre and sets out an holistic view about the function of streets and improving how people could move around the city.

PART E provides ***sites and area guidance***, setting out framework plans to guide new development in areas of the city with the greatest potential for change.

View along Broad Street

View along Church Street

CONTEXT FOR CHANGE

Cities constantly evolve and change and Hereford is no exception. The historic mapping and analysis of urban character set out over the following pages illustrates its growth to the current day. The city of Hereford is currently poised at an exciting juncture with a number of projects which will make their own mark on the city.

The delivery of the Old Market scheme during a difficult economic climate and the new City Link Road and its associated flood mitigation scheme have both changed the context for growth and change in the city. Other infrastructure projects such as Hereford bypass will help to improve the street environment in the city by reducing the dominance of traffic through its centre and open up access for the development of new neighbourhoods within its hinterland.

Nothing shapes a city like the uses within it and the role of this report is to guide ambitious plans for the City's regeneration, including a new university. The promise of the New Model in Technology and Engineering University (NMiTE) has the potential for a hugely transformational impact on the vitality of Hereford. The Design Guide has an important role in capturing this potential and informing development relating to the university as it comes forward.

It is critical that these development proposals not only continue the enhancement of the city in economic terms, but also improve the historic and natural environment by encouraging opportunities for the attractive and innovative design of new buildings, streets and spaces that are sympathetic to the rich architectural heritage within the city centre. The adjacent statements draw out some of the aspirations for designing with the distinctive context of Hereford city centre.

a distributed city with a wide reach, particularly west to Wales

a city with a medieval street structure influencing the grain of new city quarters

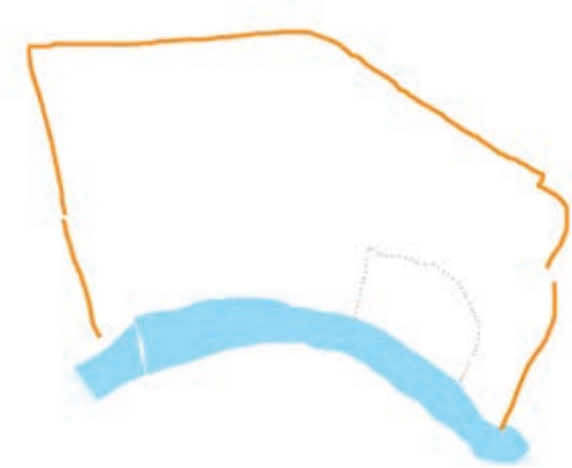
a distinctive built heritage shaping its future identity

a place with new public spaces that learn from Hereford's existing streets and spaces

a cathedral city with future growth potential and a new university

a compact and walkable city that is easy to get to and attractive to move around

EVOLUTION AND URBAN CHARACTER



Saxon

The Saxons arrived in this part of England in the 7th century and Hereford is in its location because of a ford over the River Wye, which a settlement clustered around. In 676 AD the settlement was made the seat of a bishop and by 700 AD the settlement had grown into a town.

Its position on the edge of England and Wales brought business to the city but also meant that battles were fought and the city was fortified a number of times - during this period probably by a ditch and earth rampart - protecting the city and cathedral on the riverside.

This positioning on the river and setting within the surrounding landscape, its importance as an ecclesiastical centre and the fortified nature of the city all still have an influence on the urban character of the city today.

Medieval

Hereford grew as a centre for trade with a thriving market at High Town, alongside a new cathedral, a castle and city walls as a base for repelling Welsh attack. Today we still see the local red sandstone that was used for buildings such as the cathedral which was brought up the River Wye from quarries.

The existing irregular hierarchy of streets within the city centre is a very close reflection of the medieval street pattern which is an important characteristic of the city today.

Postmedieval

Population growth led to a building boom in the Tudor period with an emergence of a new class of wealthy merchants and traders. The reformation had an impact on the social structure and economic fortunes of the city and religious reforms curtailed the manorial rights of bishops. Wooded church land was bought and developed and a vernacular style developed in the city, governed by the availability of largely local building materials. Here, wood was used for the frames of buildings, some of which are still visible in the city centre today.

Georgian

During the Georgian period there was more gradual growth with trade along the river, but the city had no principal trade. From the late 18th and 19th century, living standards rose and buildings were influenced by particular fashions. Earlier timber framed buildings were re-fronted with brick to align with the prevailing fashion. The Georgian period was highly influenced by classical architecture and these grander proportions and brick buildings are very prominent on key streets such as Broad Street or Castle Street today.

Victorian

During this period the railway arrives in Hereford and the canal opens in 1845 connecting the city to Gloucester. The Livestock market moved out of the city and leather working and breweries flourished. It was a market town for the surrounding countryside, rather than a manufacturing centre. Two characters of Victorian building can be seen in the city centre today. Firstly homes, churches and the footbridges in ornate and often gothic style. Secondly tough and functional brick warehouses in some of the city's backstreets.

Early 20th century

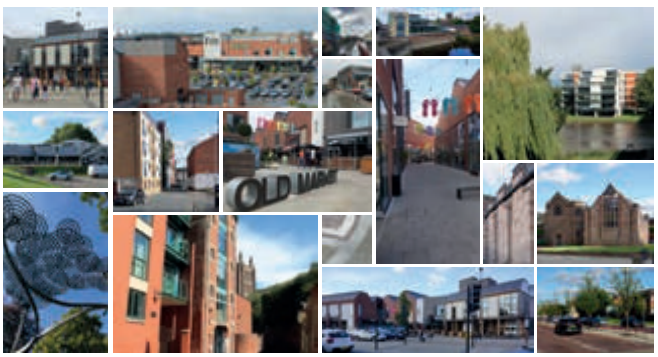
Key changes during this period include the building of the new Town Hall and the College of Education which was established in 1904. Hereford's first cinema opened in 1911 and the football club was founded in 1924. The urban character is quite eclectic with some gothic or art deco influences and a diversification of building materials.

Post-war

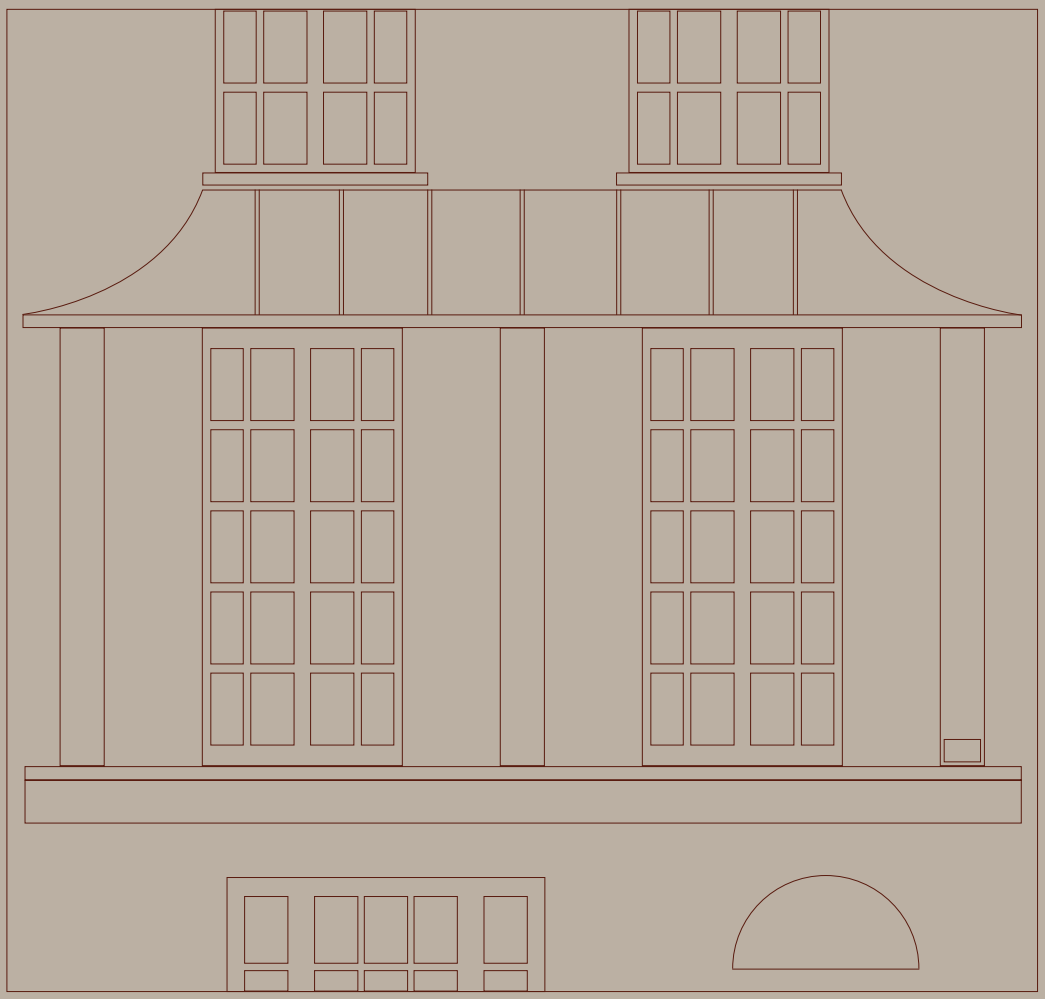
Drivers of change in the post-war period include housing growth on all sides of the city and traffic engineering to respond to the increase in car ownership. The new bypass opened in 1969 and follows the old city walls which today still has a severing effect between the city centre and its residential hinterland. The new bridge opened in 1964 and parts of the city were pedestrianised, dramatically changing the way traffic could move around the city.

21th century

Today we see the layering of urban character from each of these historic periods which gives the city its rich and distinctive identity. There are some periods of history which may deserve more careful preservation and restoration and others where mistakes of the past need to be carefully undone or overcome. New projects such as the redevelopment of the former livestock market and the delivery of the City Link Road will make their own mark on the city for decades to come.



Sketch illustrating the ironwork detailing and window pattern of 9 Castle Street



PART A

DESIGN FRAMEWORKS
DEVELOPMENT AND DESIGN

View along Church Street

INTRODUCTION

Part A of this document sets out design guidance to help shape new development in Hereford. This guidance is tailored to Hereford city centre, including the consideration of historic architectural commonalities and a material palette. Guidance reflects an appreciation of prevailing urban grain and the built character of the centre. The principles in this chapter draw on design ideas that have been established as part of some of the high quality modern development that has already taken place in the city such as for the Old Market site or the Mappa Mundi Library, which reflect the city's historic environment in terms of their reference to vernacular traditions through timber framed or stone buildings, or the scale of the new routes and spaces.

The guidance in this chapter covers detailed issues such as material palettes and shop front design, whilst also including more strategic principles about block grain and the city's hierarchy of routes which should be reflected within any future masterplan for a part of the city.

The aim of this guidance is to draw out the existing built character of the city to help this to be reflected in new development. This chapter is not a comprehensive good practice urban design guide, but instead prioritises five key principles that will help to raise the quality of new development delivered in the city. The five principles are illustrated with analysis plans, diagrams and precedents to help communicate these ideas.

STREET STRUCTURE AND HIERARCHY

Maintain the irregular and informal historic street pattern that dates from Saxon times - this should inform the street pattern of new urban quarters

Historic maps reveal the significant extent to which the existing street hierarchy and structure in Hereford city centre is a reflection of the medieval pattern following its Saxon origins. The enduring nature of this street structure highlights the responsibility of designing the structure of new neighbourhoods in a considered manner.

The city centre of Hereford has an irregular form generated by its riverside location and defensive site (unlike the imposed and regular grid of a Roman plan, see figure 1.1). This has an impact on the character of the city which must inform the street structure within new areas of development. New development should not deliver a simple grid of streets but instead take its cue from the irregular form and varied hierarchy of the existing place.

The impact of the 'compound city' - with its cathedral wall and city wall (and also existing and former railway lines) - psychologically divides the city and have all had an impact on its street structure. These walls and barriers have a negative impact on the perceptions of distances in the city today and shape visitors decisions about routes through Hereford and where to park their car.

The city has a very clear hierarchy of streets and spaces. These range from the primary public spaces, to routes designed as wider thoroughfares or boulevards, to typical streets, lanes and passageways.

Figure 1.6 on page 21 maps this route structure. This hierarchy mapping reflects the character and proportions of streets, rather than their role in terms of movement or function, although this is of course often related. The macro structure of the city centre is set by a series of wider routes which have been called 'thoroughfares' or 'boulevards'. These routes are generally some of the oldest as they include the primary routes into the city centre. Their lengthy evolution has created a greater diversity of scale and use.

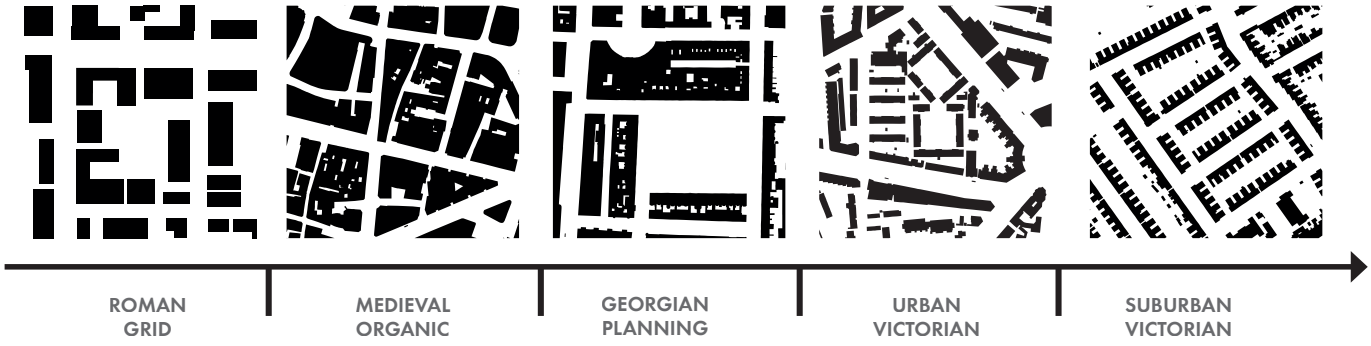


Figure1.1: An illustration setting out the varying types of historic street structure dating from different historic periods and the contrast between a medieval street structure and other forms (these are not from Hereford)

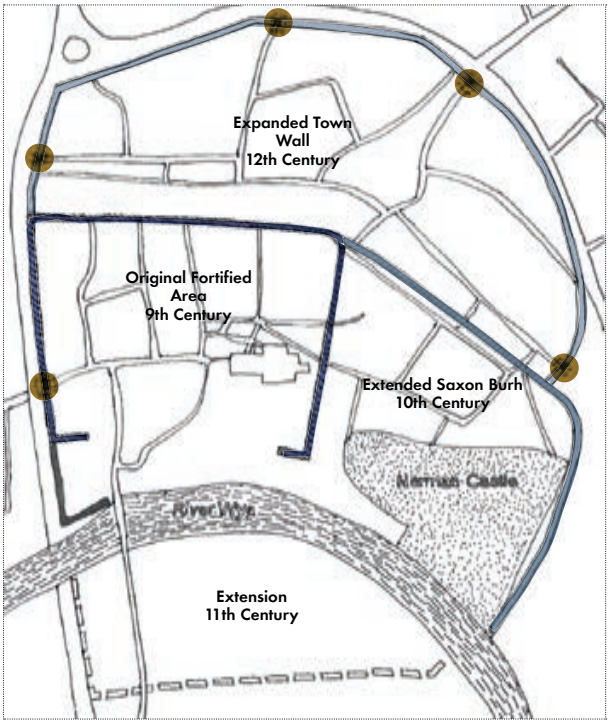


Figure1.2: The irregular medieval street pattern of Hereford city centre, illustrating the former locations of the City Walls and the current location which reflects expansion in the 12th century

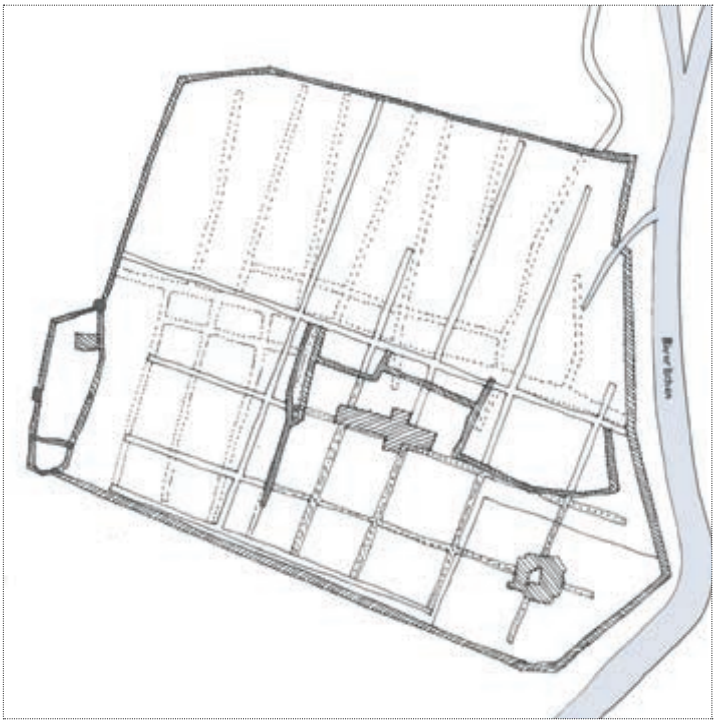


Figure1.3: Winchester is an interesting comparison to illustrate the formality and regularity of the structure of a city laid out during the Roman period. This gridded street structure is in stark contrast to the informal and sinuous lanes and passageways of Hereford city centre.

The routes in Hereford which are defined as 'boulevards' include those where there has already been significant investment, or where this is planned, to improve the public realm and street environment. Boulevards are generally wider streets with opportunities to improve tree planting and the pedestrian environment. The roads defined as 'thoroughfares' will remain as important movement corridors, where interventions will be more limited (the A49 and the new City Link Road).

'Streets' are defined as primary connectors and include the routes into High Town within the city walls, generally with grander proportions and slightly taller buildings than surrounding areas of the city. The 'lanes' are minor routes that provide narrower connections, often residential streets outside the city wall or backstreets within it. The final route typology in the hierarchy are 'passages' which are the narrowest routes that provide connections between the irregular medieval streets and yards, or alleyways through larger blocks.

This existing street hierarchy should help to shape development within areas of the city where the full range of route typologies do not exist. In particular, within parts of the city such as between Widemarsh Street and the station there are opportunities to mend the existing street structure, taking account of existing assets and uses. Figure 1.4 illustrates a number of important considerations for designing a street network that reflects the existing characteristics of the city:

- A desire to maintain an irregular rather than gridded street structure. Only the existing radial routes are direct, and new routes are staggered to maintain a lower position in the hierarchy.
- New 'streets' are proposed to connect more significant destinations and 'lanes' will connect blocks.
- This may present opportunities to create 'greened' routes, linking new and existing green spaces.

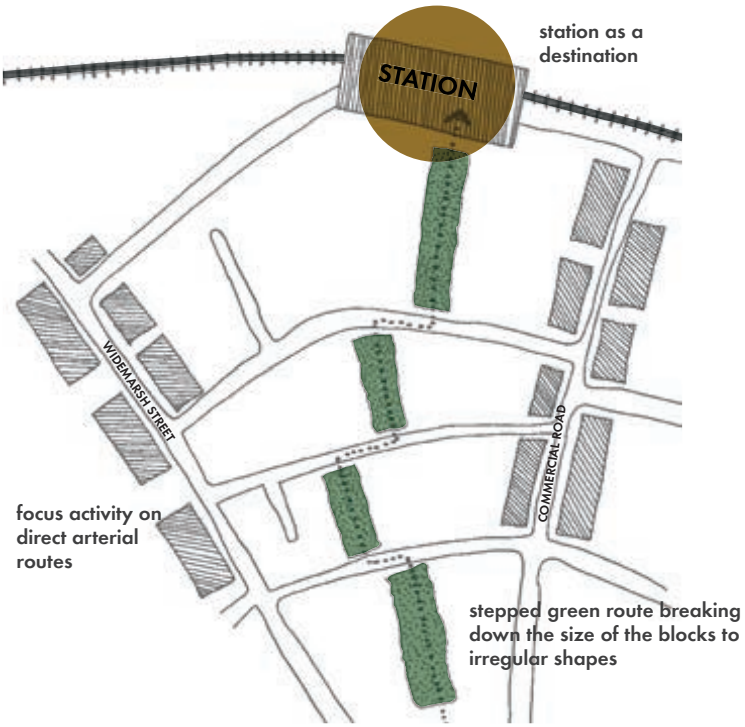


Figure1.4: A diagrammatic illustration of how a new hierarchy of routes and spaces could be delivered between the station and the city centre

Figure1.5: the characterful passageways within Hereford city centre

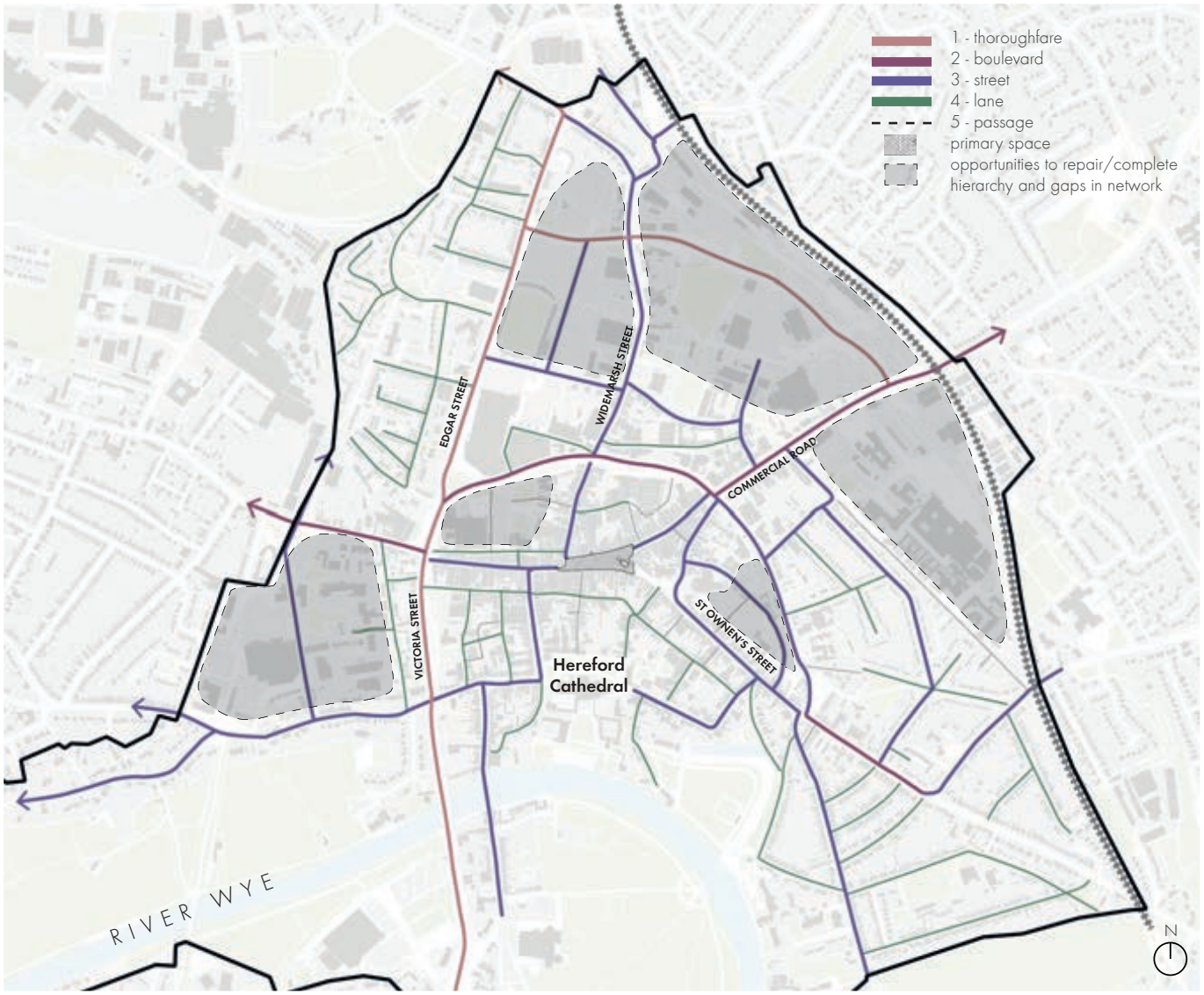


Figure1.6: The existing street hierarchy in Hereford City Centre illustrating the gaps where the street network breaks down

BLOCK GRAIN

Work with Hereford's distinctive block and street proportions. These ratios give the centre its character and should help to guide new proposals.

The overall street hierarchy is conditioned by a medieval city form (see principle A1). Within this overall form there is variety in the block and building grain. This varies between quirky and irregular building forms in the heart of the city, to more regular and robust Victorian and modern structures.

New development in Hereford will exhibit varying degrees of irregularity, mediating between these block types. Within the medieval walls the block grain will generally be more irregular. However, the exception to this are areas of the city, such as around Aubrey Street, where more robust and regular Victorian warehouses create a more formal block structure.

Figure 1.7 illustrates mapping of an average 'block size' in the city so that a Hereford specific, average distance between each new street in the city can be identified. This block dimension is a characteristic that is specific to the city. The average length of the finer grained blocks should guide the size of new development blocks in the city. The darkest areas of the plan can also be used to highlight the areas where new connections and a finer block grain should be created.

Areas of the city where there are significant opportunities for new development, outside of the City Wall, present opportunities to reflect the existing character of the city whilst also to harness the growth potential of these sites. The area near to the station is a key example where a more regular building grain would be appropriate to reflect the grain of the existing Victorian station building and warehouses that formerly occupied this area.

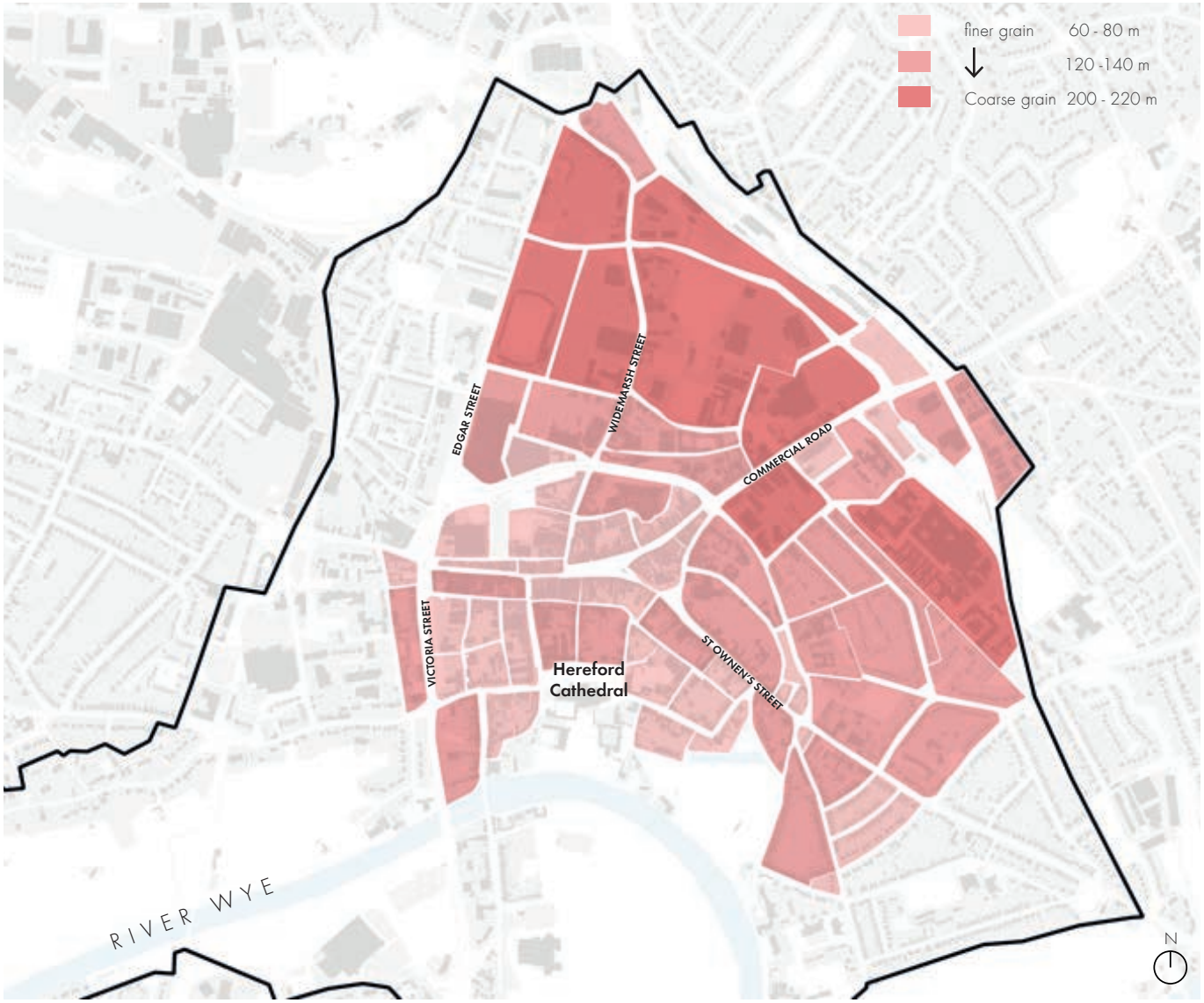
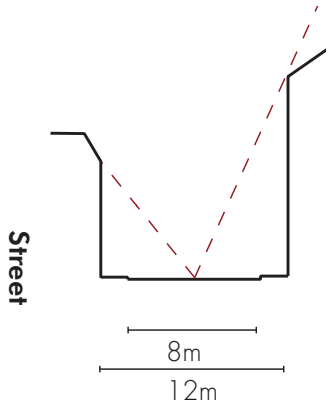


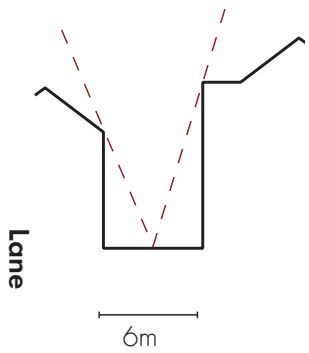
Figure1.7: A plan illustrating the existing block grain in the city from fine to coarse. Darker areas of the plan point to potential opportunities to create new routes through these areas

A related consideration to the size and shape of the block types is the proportion of each street type. This is the relationship between the width of streets and the height of the buildings fronting them. This relationship has a significant impact on the character and how comfortable the street feels as a place for pedestrians. A sense of enclosure is an important consideration that can be created by strong, regular and active frontage, narrow street widths and taller buildings, and also through tree planting.

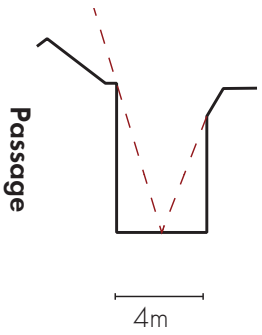
Ratios have been explored for each of the route types identified in the hierarchy in principle 1 by taking averages of existing route types in the city. Understanding the average dimensions in Hereford will help to guide new development so that it is in keeping with the scale and grain of the existing place. These characteristics are illustrated on the adjacent page alongside ways to improve the sense of enclosure on the widest routes in the city centre.



- primary routes in the city centre
- streets have space for a lane of traffic in either direction (although some are pedestrianised)
- a good sense of enclosure achieved by taller buildings of 3-4 storeys

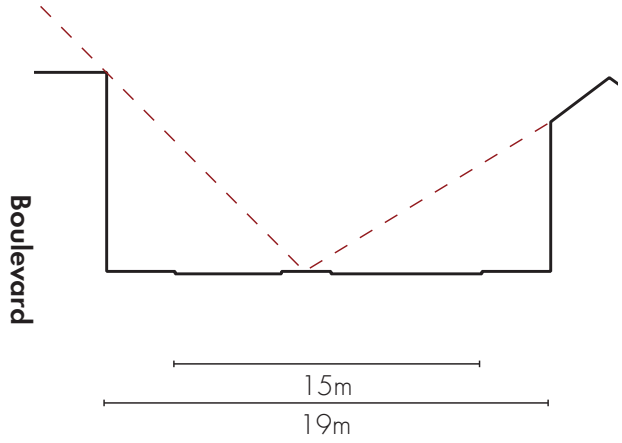


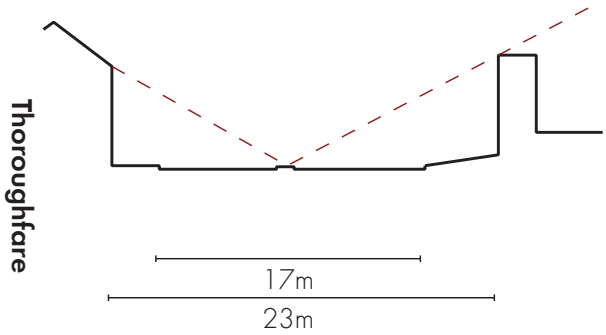
- backstreets or residential routes with a narrower character
- either two narrow lanes or traffic in one direction
- a good sense of enclosure achieved by the narrower carriageway



- the narrowest routes in the city centre with a characterful environment
- too narrow for street trees or vehicles

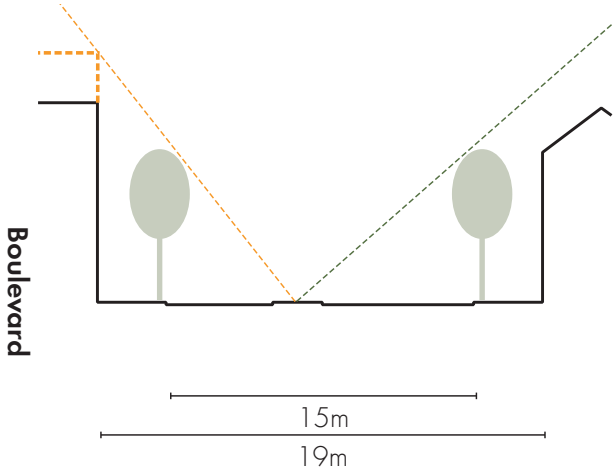
EXISTING

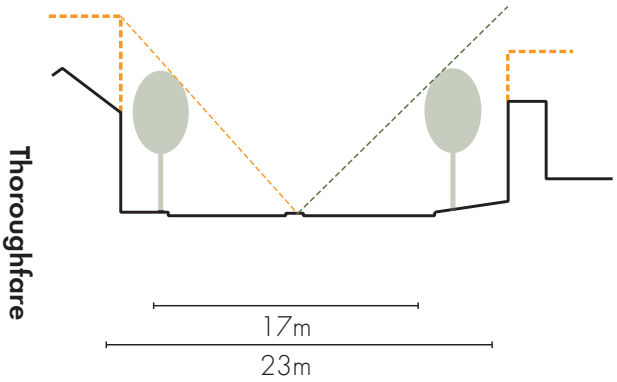




- The widest routes in the city centre have been classified as boulevards and thoroughfares. These routes generally have a poor sense of enclosure and varied street frontage with large set backs.
- The impact of this is to create an environment that feels car dominant and is not pleasant for pedestrians

PROPOSED





- New development along these routes should have strong frontage and may have some taller new buildings to help balance the width of the street (see pages 44-47 for further guidance on height). These new buildings must provide active frontage and treat these routes like a city centre street.
- Tree planting and public realm enhancement can also contribute to improving the sense of enclosure.

BUILDING CHARACTER

A Hereford aesthetic - celebrate the special mix of vernacular architecture and Georgian proportions through material palette, proportions and grain

Hereford has a rich and diverse built character which provides exciting opportunities for contemporary architecture that does not slavishly copy from its past. This Design Guide does not encourage pastiche architecture rather guidance is designed to draw out the city's historic architectural commonalities to help create sophisticated contemporary 'relatives' of the existing buildings and townscape. The guidance should encourage high architectural quality that celebrates the special mix of vernacular buildings and Georgian proportions in the city. This also acknowledges the tendency for the layering of classical façades on older buildings that has contributed to the diversity in the city.

New buildings or extensions in Hereford should be tailored to, and designed specifically for the unique city centre context. Guidance about key design issues such as the appropriate use of materials, proportions and fenestrations and roof pitch will help to create these modern 'relatives'. These principles are essential on key streets in the heart of the city where historic assets are direct neighbours. However, these principles can also be interpreted and used to guide new development in areas outside of the city wall to ensure that architecture throughout the city is carefully considered and relates to the building's wider context.

VERNACULAR PRINCIPLES

Material palette

- Use of natural materials such as timber for structural elements.
- Consider the use of local stone for high prestige buildings or those with civic significance.
- Opportunities for craft and artistic expression with the use of textures and pattern to demonstrate a made by hand or craft quality.

Proportions

- These buildings would originally have been constrained by the box-framing of their wooden structures so their scale reflected this. New buildings could consider how their grain and scale could reflect the patterns and proportions of these historic structures.
- Traditionally buildings would have had smaller windows constrained by their wooden frames. A modern interpretation might present opportunities to consider an interesting relationship between modern new windows (which should not be flush with their facade) and any element of timber-framed structure.

Façades and features

- New façades should be highly articulated and take influence from the asymmetry of the traditional wooden structures.
- In some locations a modern interpretation of jettying of the upper storeys of buildings might be an interesting response.
- Gable roof lines should be strongly expressed with steep pitches.
- Façades could include an expression of a wooden frame or include contemporary interpretation of infill panels.
- Generally entrances would be modest and sit as a part of the wider articulation of the whole facade.

Cosy Club, Widemarsh Street

Old House,High Town

Aubrey's Almshouses, Berrington Street, 1630

PRECEDENTS

Examples from Hereford - modern use of oak frames and stone (for special buildings)

Shakespeare's Globe new library and exhibition spaces - the use of oak in the facade was a fundamental part of the approach as we sought to design a building that was clearly a relative of the Globe Theatre, albeit a contemporary one.

Example of contemporary jettied floors

GEORGIAN PRINCIPLES

Hereford has some very special streets that are characterised by the scale, proportions and formality of Georgian architecture. The following design guidance sets out how new buildings could be influenced by this historic architectural character:

Material palette

- The use of locally sourced brick in a carefully considered colour, bond and pattern.
- Potential to consider the use of stone, stucco or rendered surfaces.

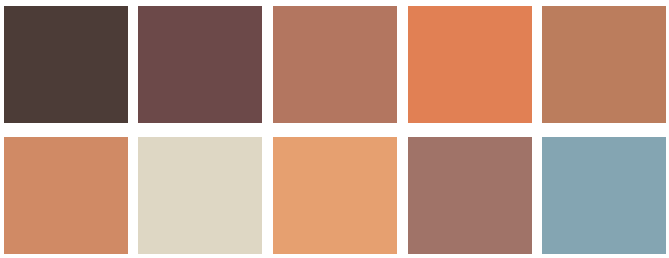
Proportions

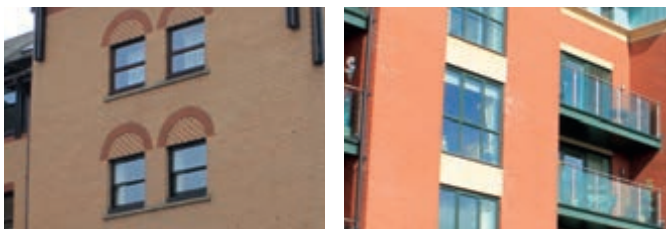
- Building proportions should be defined by classical principles such as the golden ratio and use of symmetry.
- The regularity of the pattern of the frontage along a street should be an important design feature.

Façades and features

- Generally façades should be formal and regular.
- There should be a clear hierarchy of windows - traditionally buildings would have had larger openings on lower floors, with smaller square windows on upper floors.
- Consider the use of ironwork detailing for enrichment of the facade for details such as balconies.
- The celebration of entrances (traditionally through the use of door cases)
- A roof line that is hidden behind a parapet, often with a shallow pitch.

✔ Selected example of existing brick in Hereford - varied bonds, textures and size, with appropriate mortar, and a colour palette below picked from city centre brick buildings





✖ Selected example of existing brick in Hereford - boring bonds, machine bricks, yellows and browns not in the traditional colour palette






Bewell House, Bewell Street

9 Castle Street

43 Broad Street

PRECEDENTS



Three 'variations' on the Bath Crescent housing typology, consisting of fourteen large family houses, six mews houses, six apartments, and a cafe. A dense four storey typology with use of stone - a modern relation to the rhythm of the regency Bath style (Alison Brooks Architects)


Temple Gardens, Temple Cloud, Bristol. Reinterpretation of traditional forms and fenestration with use of traditional brick and stone window surrounds. A design that feels rooted in place without resorting to pastiche. (Archio)

WAREHOUSES AND YARDS

Preserve and enhance the warehouse and yards character in parts of the city centre - this character should inform the street pattern and new development in these areas

A lesser-known part of the city's character are the Victorian warehouses that characterise a number of the lanes and backstreets in Hereford. These robust and adaptable buildings should be used as inspiration for shaping the identity of particular areas of the city. This should be both in terms of architectural character and in terms of the proportions of lanes and yards which could be created. The following design guidance sets out how new buildings should be influenced by this architectural and spatial character:

Material palette

- Use of red brick and slate for roofs.
- Timber and ironwork for details - doors, shutters, window frames, structural elements and hoists.

Proportions

- A sense of a tough and functional building.
- Strong and simple forms based on repetition.
- Narrower street widths with buildings that form courtyards.

Façades and features

- Shallow pitched roofs, usually slate
- A window hierarchy driven by the needs of the building with generally larger openings to provide light filled spaces.
- Use of arched details within the windows and passageways.
- A use of tough and functional materials within the streetscape such as a use of cobbles and granite sets.

The existing warehouse character which is perhaps currently undervalued

PRECEDENTS

Contemporary interpretation of Victorian warehouse, Great Suffolk Street, by Hawkins Brown

Roof articulation within Old Market

Thornsett Road, London, precedent for commercial building

Pavilion Road, London - sensitive infill of retail and workspace with high quality public realm

Example of contemporary extension to an industrial heritage asset (Albert Works, Sheffield)

5

FRONTAGE

New development should re-establish positive frontage to core streets where it has been lost. This will be active, with front doors and windows facing the street.

The ambience of a street or space is influenced by the buildings that surround it. Well defined, lively and safe streets will have relatively continuous building frontage with regular doors and windows facing the street at ground floor. There is a relatively good level of active frontage within the city centre with varied types of buildings from shops, to employment spaces and homes.

Inactive but high quality buildings should be a focus for positive re-use

Certain buildings may lack an active frontage but still have strong historic character and street presence. Many have a strong industrial character that could be better utilised particularly in the West Street and Aubrey Street area, West of the Cathedral. Similarly, shifts in retail trends and resulting vacancies have a negative impact on frontage, even where buildings make an overall positive contribution to the city. These locations present opportunities to think creatively about alternative uses that could activate or re-use this built fabric such as leisure spaces, education spaces or employment spaces.

Inactive and low quality buildings are considered as opportunities

Near Gaol Street and to the north of Widemarsh Street there are building in the centre of Hereford which do not properly address the street. Inactive buildings of low architectural quality should be a focus for potential redevelopment. It should be recognised that some of these uses that are housed in industrial sheds may no longer be appropriately located in the city centre as Hereford grows.

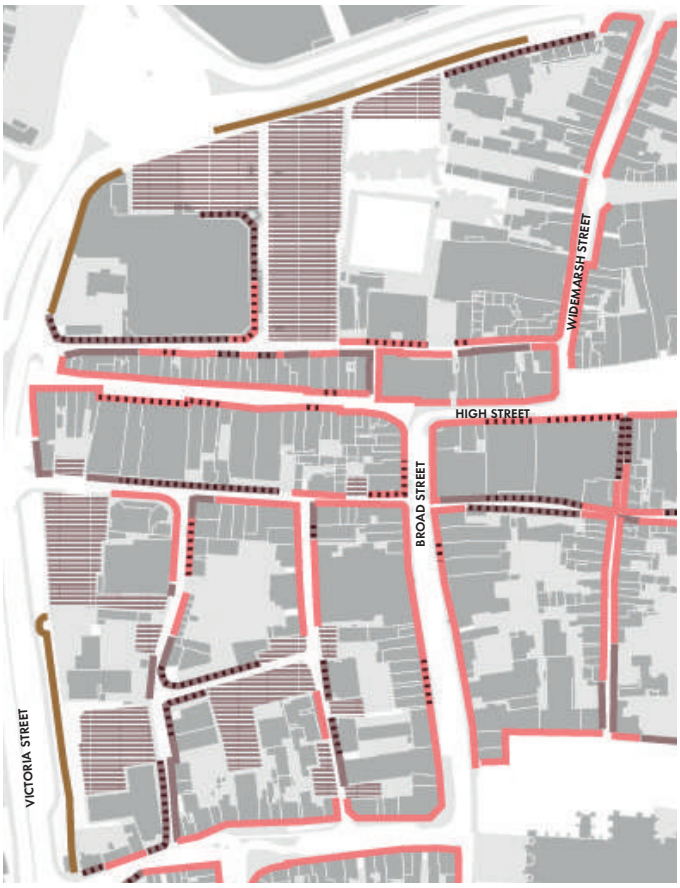
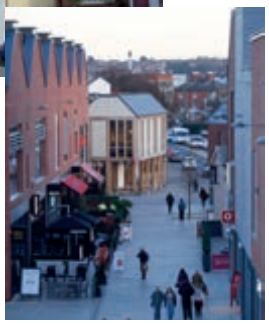


Figure1.8: A plan of part of the city centre illustrates the range in frontage typologies and the impact on the public realm

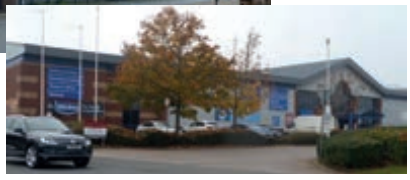
1 - active and high quality
2 - inactive but high quality
3 - active but poor quality
4 - inactive and poor quality
5 - city walls
6 - no frontage

HISTORIC OR HIGH ARCHITECTURAL QUALITY



INACTIVE

ACTIVE



LOW ARCHITECTURAL QUALITY

Figure1.9: A visual representation of the spectrum of active frontage and the quality of frontage in the city centre

SHOP FRONT GUIDANCE

Hereford city centre contains a variety of good quality “frames” around shop windows providing visual support to the building above whilst allowing interaction with the street. Many of these positive examples are within historic shopfronts, associated with smaller retail premises. There are also poor examples in the city centre where larger units have an completely glazed frontages with no detail to break up the façade. It is these units that become most noticeable when the high street suffers from vacancies. The following guidance should be used to help retrofit existing units or where new shops are proposed:

- New shop fronts should continue the scale, quality and variety of the historic frames in the city, but reinterpret these in a contemporary manner.
- The relationship between the shopfront to the building and the sign to the shopfront must be in proportion. Shopfront frames should be in metal or timber.
- Shopfronts should provide variety in signage, use of awnings, fascias, positioning of signs. Hanging or projecting signs may be used. There should be no flat vinyl banner signs.
- Shopfronts should respect the elevational bays of the host building and shopfront fascias should not dominate buildings façades. In historically sensitive locations signage should be either hand-painted, or in deep relief.

Examples of Hereford city centre shopfronts ✓

Example of a modern city centre street frontage showing varied signage, fascias, positioning of signs and use of awnings ✓

Examples of attractive shop fronts in the city centre - contemporary and traditional

Figure1.10: Features of a traditional shop front

Printer and Tailor on Widemarsh Street is a positive example of a new colour scheme and modern shop front design that is in keeping with its host building ✔

Shopfront fascia dominates building ✖

Vinyl signage ✖

Sketch illustrating the stonework and window detailing of part of Hereford Cathedral

PART B

DESIGN FRAMEWORKS
VIEWS AND BUILDING HEIGHTS

View along Broad Street to All Saints

INTRODUCTION

Part B of this document sets out design guidance for new development in the context of Hereford's skyline and prominent townscape assets. The city's prominent markers are integral to its character. Positive management of these will help to shape a positive experience of the city's urban fabric by residents,students, workers and visitors.

The guidance reflects an appreciation of existing townscape landmarks and both the strategic and local views to these. Distinctive characteristic such as the prevailing density, scale and roof characteristics are mapped and considered. Strategic proposals are then set out for how new development can best reflect and respond to these characteristics without necessarily copying them.

Appropriate density and building heights for the city are identified in the chapter, along with townscape considerations and short views, and the contribution of Hereford's roofline to its character.

The role of different typologies in delivering compact new development that reflects the density of the city centre is explored. More detailed guidance is then provided on the design elements for roofs that can help to articulate the city's roofline and provide attractive enclosure to streets and spaces.

SKYLINE

The cathedral should remain the dominant landmark within the city. Its relationship with the church spires are an important part of the city's character.

Strategic views into and out of the city centre will be protected with appropriate locations identified to enhance the city's skyline.

Hereford is a cathedral city and this defines the City's character, acting as a significant landmark and a major draw for visitors. Other distinctive markers on the city's skyline are provided by the spires of All Saints Church on the High Street to the west of High Town; and St Peter's Church at the eastern end of High Town. The Town Hall, Butter Market and Shire Hall also act as townscape markers, but are less visually prominent on the skyline.

The flat topography of the city centre means that the Cathedral tower is not readily visible as a legibility marker from within the city centre. However, the tower and two church spires are all visible from strategic views surrounding the city, albeit screened by trees in some cases. This trilogy of towncape markers shapes long views to the city's skyline and the relationship between these should be maintained and carefully considered as new developments come forward.

Whilst the three visual markers are not always visible to the extent highlighted in the diagrammatic sections to the right, it is important to have these in mind as new development is planned and designed.

These considerations do not mean that new additions cannot contribute positively to the skyline, but that they should not interfere with the harmony of the composition or the prominence of the trilogy. Only in exceptional cases where a new building is of civic significance could the relationship be unsettled.

Hereford's broader topography equally shapes the visual experience and skyline. The city sits within an irregular landscape bowl, with land rising to varying degrees to the north, east and south. This landscape setting provides reciprocal views out of Hereford, creating an attractive backdrop to channelled views from the city and a visual reminder of Hereford's rural setting. These views should also be carefully considered if new development is proposed within these areas.

The principles set out here and on the following pages are strategic and future proposals should always be supported by detailed views analysis.

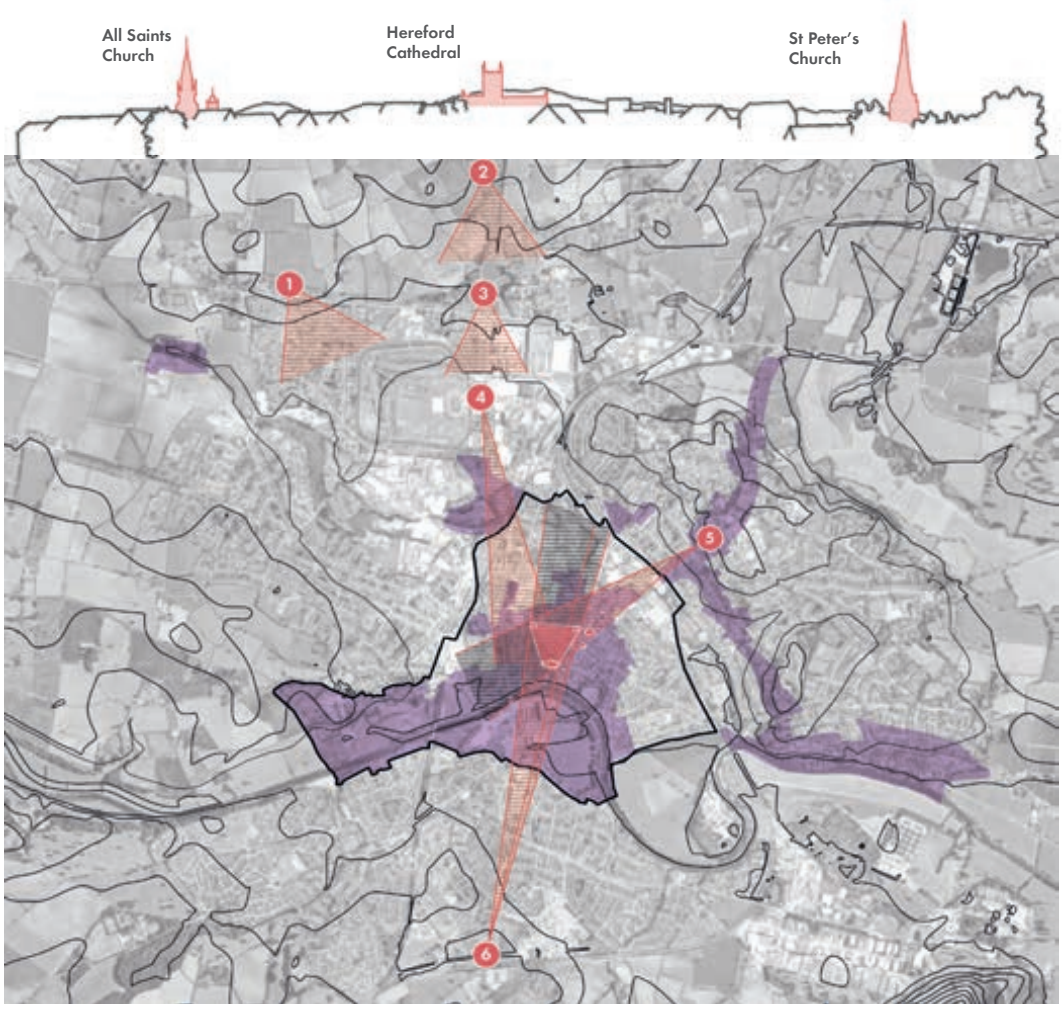


Figure1.11: Diagrammatic representation of existing landmarks on the skyline looking south

Figure1.12: Strategic views into the city identified in the 2018 Hereford Historic Area Assessment and the view cones created by these. Please see the HAA for photos of these views.

1. **South East from Roman Road**
2. **Southwards from A49 at Lower Lyde**
3. **Southwards from A49/ Roman Road**
4. **Southwards from Holmer Road**
5. **South west from Aylestone Hill**

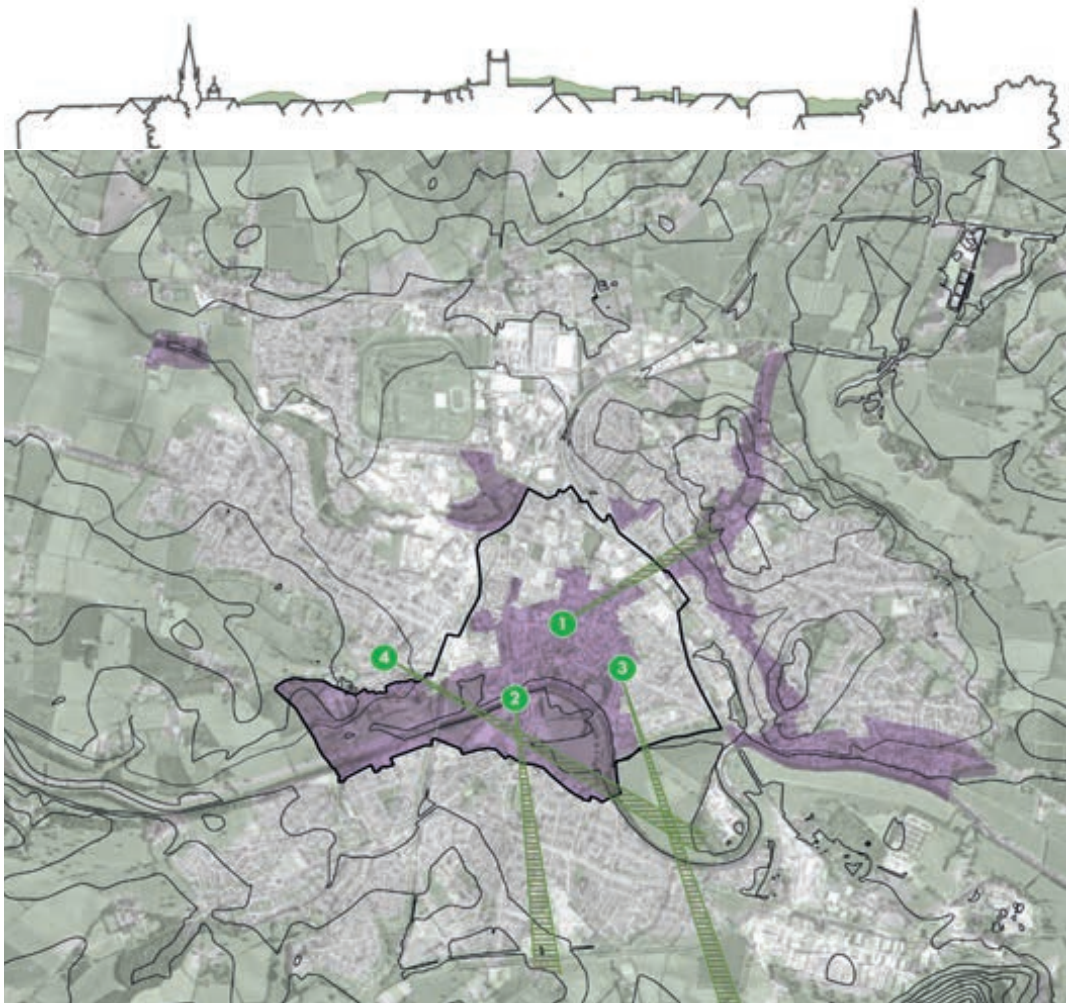


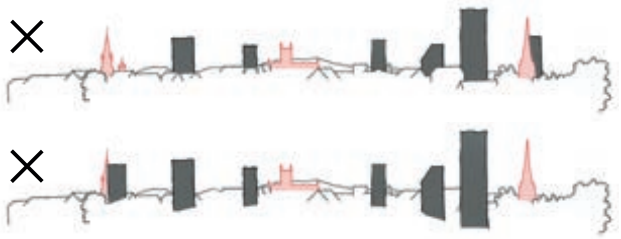
Figure1.13: Diagrammatic representation of the positive contribution of green spaces and hills beyond the city.

Figure1.14: Strategic views out of the city identified during the Design SPD and the narrow view cones created by these.

1. **North east along Commercial Street**
2. **Southwards from the A49 bridge**
3. **Southwards from Green Street**
4. **South east from Westfaling Street**

The view cones created by strategic views and the Conservation Areas within Hereford provide natural boundaries within which prominent buildings would have a negative impact on the skyline of the city. Once these are excluded, three areas are identified that could accommodate changes to the skyline. These are to the north of the football stadium (1); to the south of the rail station (2); and Brook Retail Park between the hospital and rail tracks and the light industrial area to the north of the rail tracks (3). The area between Edgar Street and the rail station (4), could also be considered for sensitive additions to the skyline, being in the background to a view of the historic townscape trilogy from the south, rather than the foreground.

Future proposals should take account of adjacent uses and scale and whether this may change in the future. The area to the north of the football stadium at (1) and the area to the north of the rail line at (3) either have or are adjacent to two-storey residential buildings which are unlikely to change in the future.



Unacceptable impact of significant new buildings in the direct foreground, background or in close proximity of existing landmarks

Key considerations for the skyline are set out to the right. New development should not:

- Cause an unacceptable impact through overbearing scale in the foreground or background of existing landmarks;
- Cause an unacceptable impact in the direct foreground or background of existing landmarks by masking or overlapping these; or
- Cause unacceptable impact within the 'trilogy' setting of the key landmarks

This does not mean that additions to the skyline are not possible beyond the setting of the trilogy and within this, providing they do not upset the harmony of existing strategic views, as illustrated bottom right.

Unacceptable impact of significant new buildings on particular views to the landscape

Potential opportunities for landmarks of civic importance within the areas of the city outside of this trinity

Careful consideration of how new roofs nestle into the varied roofscape, below the line of the nave of the Cathedral

Site to the north of the football stadium, fronting Edgar Street

Area around the Station, including the Morrisons site and Royal Mail site

The area to the east of Commercial Road, next to the rail tracks

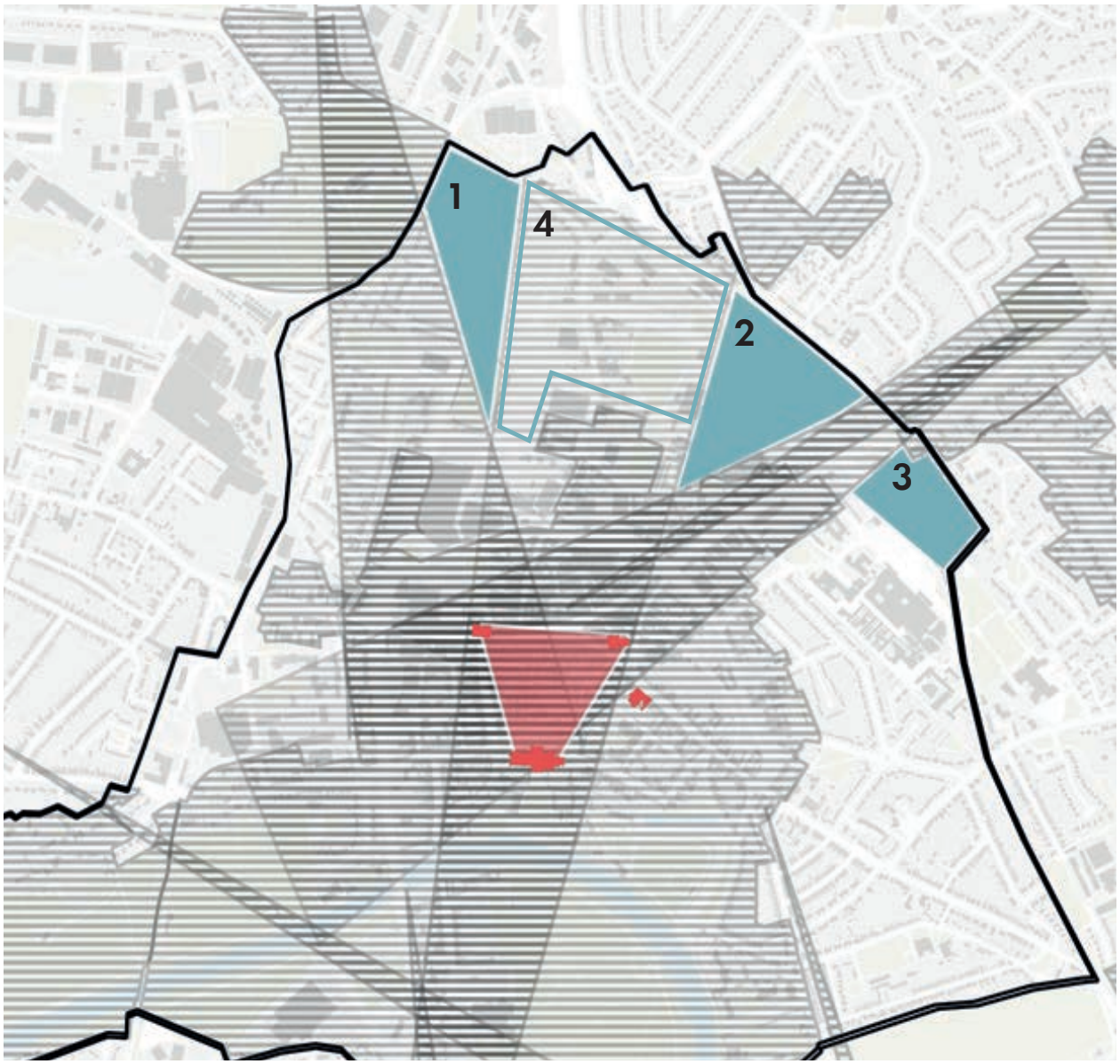


Figure1.15: Opportunity areas

BUILDING HEIGHTS AND DENSITY

New development in Hereford should increase density and intensity, matching the density levels in the historic core of the city

The density of the urban fabric within Hereford's historic core is far higher than that of surrounding areas; being compact, mid-scale and intense. This is to be expected when compared with residential areas to the east and west, and is unlikely to change for these established neighbourhoods. However, the area between the city core and train station remained open land until the early 20th Century and has since been subject to ad hoc, low density development.

As new development is likely to come forward in the Edgar Street area, it would be desirable for this to reflect the higher density of the historic core. This need not, and is unlikely to, match the character and grain of the core, and variation between areas of the city is to be welcomed. However, reflecting the density and intensity of the historic core will both help to accommodate growth and encourage this important area between the train station and the centre to read as a continuous part of the city centre.

The density in Hereford's historic core is achieved without the existence of tall buildings, instead being the result of compact, mid-scale buildings on tight plots, and this should be used as a design cue for future development outside the historic core.

There will be a role for a variety of building typologies in future, to accommodate homes, civic, education and commercial uses, and these each have associated typical densities. At a headline level, a mix of terraced townhouses, stacked maisonettes and some mews houses should be able to deliver density levels of up to 70 dwellings per hectare (dph), with a typical height of four storeys. This is significantly higher than existing residential density levels in the city but does not require tall buildings. Adding occasional apartment blocks of 4-7 storeys could increase density levels to 90 dph. These heights and density levels are considered appropriate for new development in Hereford, outside of the historic core. More information on building heights is provided on the following page.

Figure1.17: New development in Hereford city centre should broadly provide a density of 50-90 dph, with a mix of typologies helping to deliver this. This density should be possible by development that is predominantly 3-4 storeys in height, with occasional taller elements of up to 7 storeys.

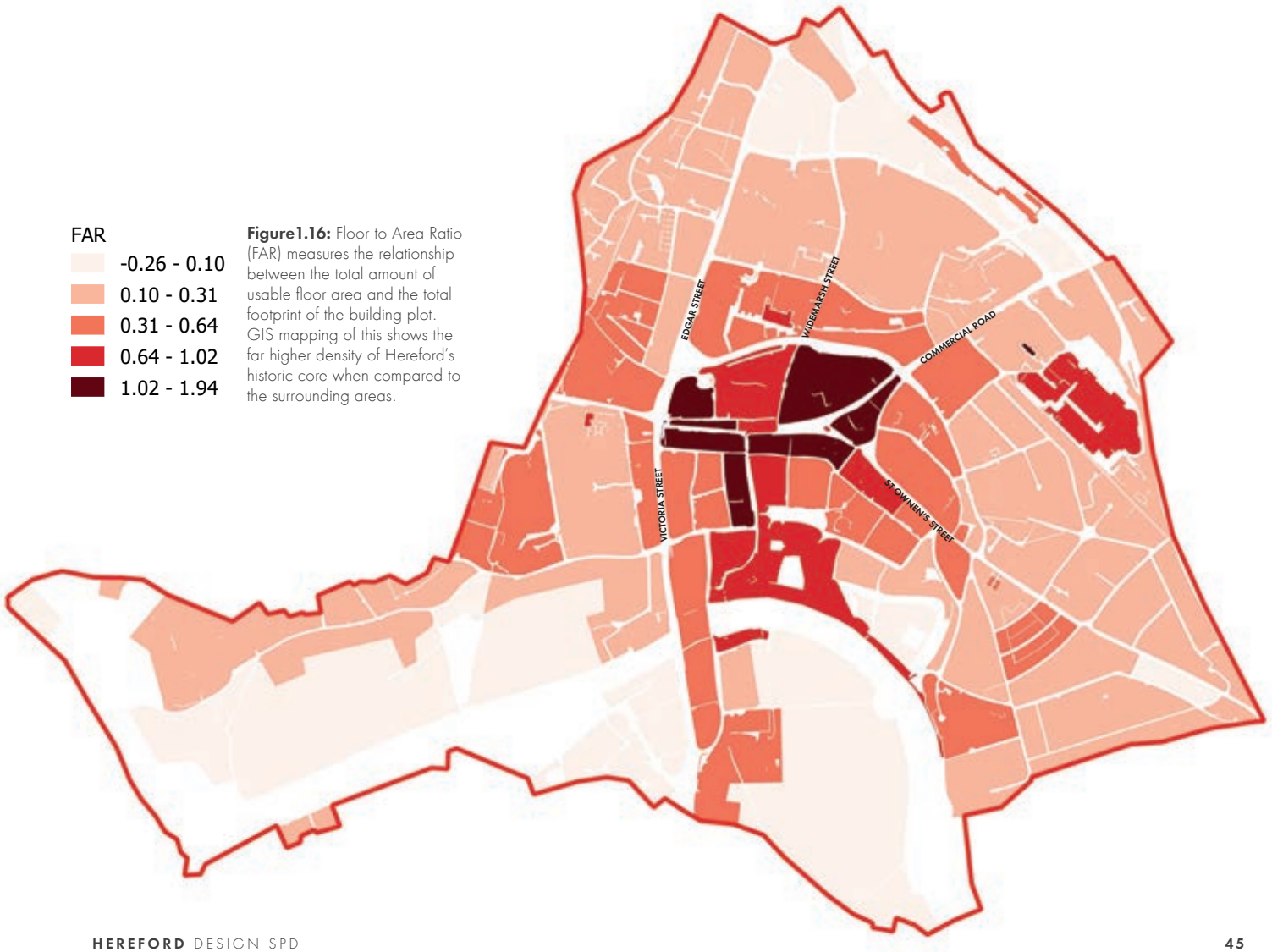


Figure1.16: Floor to Area Ratio (FAR) measures the relationship between the total amount of usable floor area and the total footprint of the building plot. GIS mapping of this shows the far higher density of Hereford's historic core when compared to the surrounding areas.

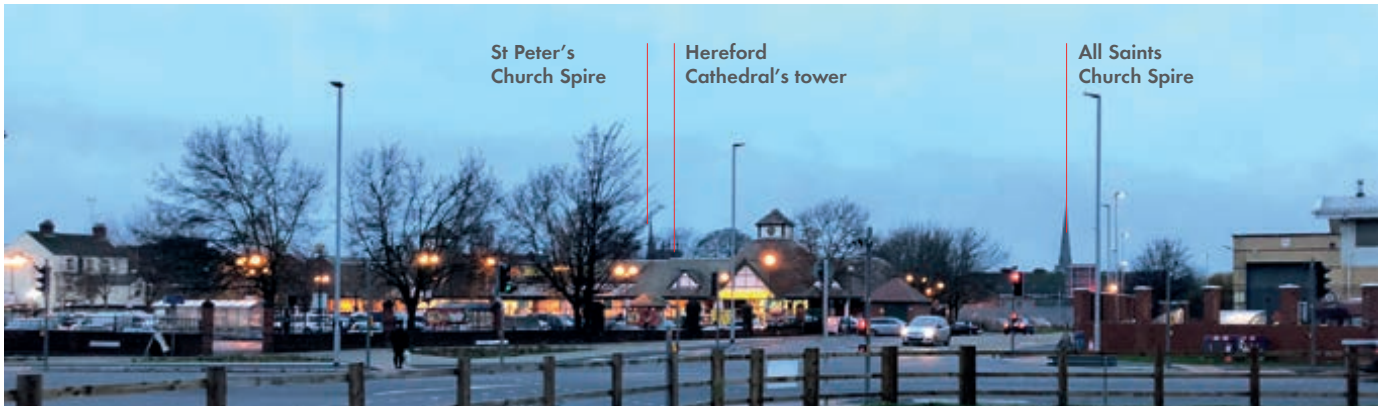


Figure1.18: The train station forecourt provides one of the few locations from which the Cathedral and both St Peter's and All Saints Church spires are visible. This is an important legibility marker for the city centre and should be retained when new development comes forward, with building heights dropping at the point of these direct visual links, even if they then step up between the views.

Existing building heights in Hereford city centre are predominantly 3 storeys, with accents of 2 and 4 storeys, and taller elements provided by civic landmarks and wharf style buildings such as those on Gwynne Street close to the river. The surrounding residential areas are lower scale and read as a clearly different character from the city centre, with the lower densities outline above.

The areas which could accommodate growth in Hereford, namely north of the historic core, between Edgar Street and the station; in the St Peter's area behind Shire Hall; and in the Aubrey Street area each have a city centre character rather than a residential character and densities should reflect this. Within the city wall, this should be compact density, with heights averaging the existing 3 storeys. Outside the city wall, including north of the historic core, heights could have greater variation.

To inform future development, the strategic views of Hereford's skyline have been overlaid with the city's building heights to identify where slightly taller buildings might be located. It is envisaged that buildings of 6-7 storeys could be accommodated as part of a broader mix in those areas that fall outside of the strategic view cones. Building heights of 3-5 storeys could be accommodated in the areas that are in the background to these views; and 2-4 storeys could be accommodated in areas which are directly in the foreground of the strategic views.

As mentioned above, this approach would help to achieve broad density levels of between 50 and 90 dwellings per hectare, through a range of building typologies including mews housing, terraced townhouses, stacked maisonettes and mid-rise flats. This mix in both typologies and building heights will be important to ensure an articulated skyline in which new roofs nestle into the existing roofline, as illustrated on page 42.

Other key considerations relating to building heights for masterplans as they come forward include:

- the static views of the Cathedral and two church spires from the train station forecourt. This view is an important legibility marker for the city centre, indicating the direction of the city centre to visitors; and
- the scale and character of adjacent buildings. This is particularly identified for the two-storey residential buildings to the north west of the football station and the two-storey residential buildings north of the Rockfield Road industrial area.

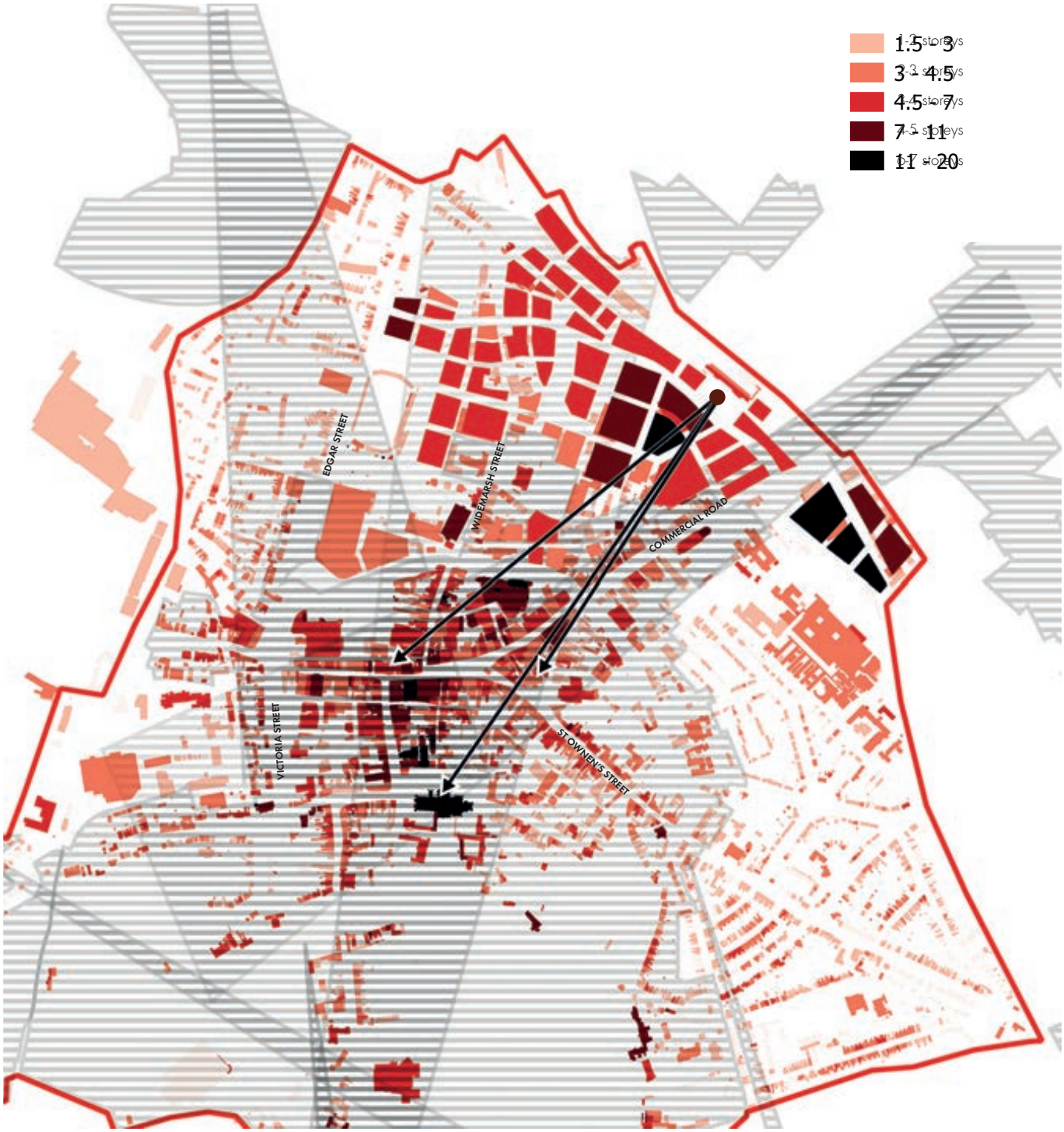


Figure1.19: Existing building heights in Hereford city centre have been measured in metres using GIS technology. These have been translated to the broad number of storeys that the height in metres correlates to. The key has some overlap in the number of storeys, because the height of individual storeys in Hereford's buildings differs, depending on the age of the building and its use.

The same broad categories have been applied to indicate possible building heights for new development between the historic core and the train station. These reflect the location of strategic views. They represent the typical height across a block, with each block having variation. It is not intended to reflect a homogeneous height across each urban block.

TOWNSCAPE

Protect existing townscape views that shape the character of Hereford and establish new views and viewpoints in the city

Short views of Hereford's historic townscape assets are particularly important in the city centre given that the flat topography hinders views of civic landmarks, and the Cathedral in particular, as one moves about the city.

Valuable views were identified in the 2018 Heritage Area Assessment and these have been mapped and supplemented, where appropriate, for the Design SPD. A number of priority views have been identified as being particularly critical to Hereford city centre's townscape. These are:

- Eastwards along King Street to the Cathedral
- Southwards on Church Street to the Cathedral
- Northwards on Broad Street to All Saints Church
- Eastwards on the High Street to All Saints Church
- In both directions on St Owen's Street
- At St Peters Square, towards Shire Hall
- The immediate approaches to the Cathedral

Some priority views have been identified for improvement in Section E. All identified views, and particularly these priority views, of existing townscape assets should be taken into account when new development is planned and designed. This should include:

- Preserving these views and carefully considering the impact of new development on these views, in terms of scale, building line, facade materials and rhythm, and roofline.
- Improving views to and the setting of townscape assets by prioritising public realm investment at these areas.

Opportunities for new views should also be considered, as development and refurbishments take place.

Along Broad Street to All Saints

Along Union Street to St Peter's

Along King Street to the Cathedral

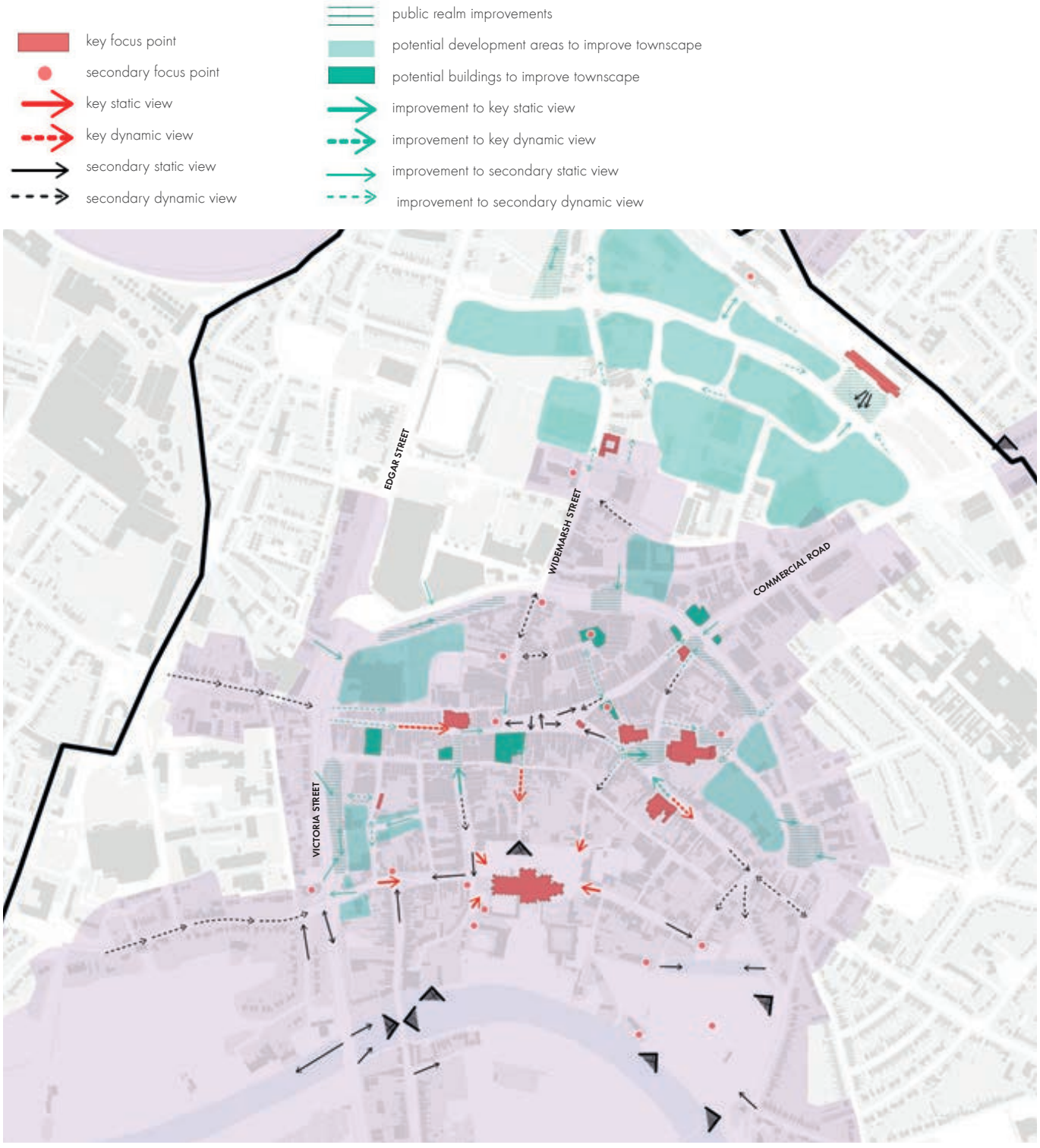


Figure1.20: Townscape plan

ROOFSCAPE

The city has a varied and fine grain roofscape – new buildings should reflect this and take their cue from the existing city

Hereford's roofscape is a key contributor to its character and its fine three dimensional urban form. The mix of roof types and materials helps to frame the streets and spaces within the city centre. Historically, investment in building materials and detailing has been targeted towards façades and roofs, which then mask larger massing and/or more affordable materials behind.

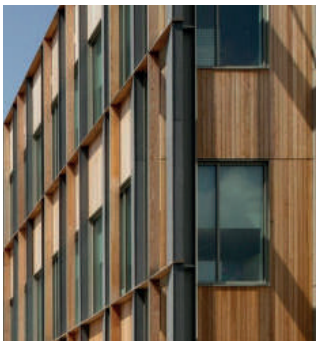
Views across the city or within the centre streets confirm the collective importance of roofs in the townscape. If a new roof is likely to be visible, particular attention should be given to its proportions, height, pitch, materials and colour, with cues from Hereford's rich heritage. For example, most historic roofs in the city centre are gable ended, not hipped, reflecting the close-knit character of most streets.

- Complex or large volumes may benefit from subdivision into a series of smaller volumes and roofs, such as parallel spans.
- Proportions – the extent of the roof should be carefully gauged in relation to the elevations.
- The height of the roof should take account of those of its immediate neighbours and impact on the wider area.
- The pitch of the roof should be determined by the choice of material, for example:
  - Plain tiles – minimum 45 degrees
  - Natural welsh slate minimum 30 degrees
  - Sheet metal (lead, zinc, copper, terne-coated steel) 15-60 degrees.
- Flat roofs should normally be hidden behind parapets or be of outstanding or innovative design.
- Consideration should be given to rooftop elements – chimney stacks, gables and dormers, which often provide a vertical accent in the skyline.
- Rooftop accretions (plant, lift gear, telecom equipment) should be concealed from view or accommodated within purpose-designed enclosures
- Decorative elements such as carved bargeboards, moulded ridge tiles or finials should be preserved or reinstated.
- Terraces, green roofs or rooftop gardens should take account of their visibility from ground level.

The intended result of this guidance is not a series of pastiche buildings or rooflines, rather to provide a clear framework from which contemporary translations can be designed, which continue to add interest and distinction to Hereford's roofline. Contemporary precedents as shown to the right.

Examples of contemporary chimneys

Recessed downpipes



Hidden downpipes

Examples of contemporary dormer windows

Pitched roofs

Dormers

Flat roof set back behind parapet

Flat roofline

High Town c1950, detailed rooflines conceal larger massing behind

Sketch illustrating the facade pattern and roof line of buildings within the Old Market

PART C

DESIGN FRAMEWORKS
PUBLIC REALM AND LANDSCAPE

View from the Wye Bridge towards the Cathedral

INTRODUCTION

The aim of the public realm chapter is to set out a design framework which can give guidance to improve the public realm of Hereford. The city is compact and walkable and therefore there are opportunities to improve the cities public realm and green spaces to help encourage people to move around the city on foot or by bike. This will help to improve the connection between the city centre and the surrounding neighbourhoods on a human scale. Key projects such as the public realm improvements along Widemarsh Street and the improvements to Newmarket Street set the tone for the quality of the improvements to other streets and spaces.

The different case studies give a design framework for how these objectives can be achieved and should be read as a guidance to shape more detailed design work in each situation in the future. The case studies are example interventions and the principles set out could be applied to other areas of the city.

The principles cover strategic themes such as the wider landscape setting of the city centre - creating a connected green infrastructure route circulating the city; and considering ways to transform the busier roads into city streets and improving the thresholds where they meet the city wall. Opportunities to improve these spaces around the historic wall should be a priority. The case studies also consider how new public spaces should be delivered in the city centre. Hereford's public spaces are irregular in shape and emerge from the street network. New spaces should share these characteristics.

The Council are currently working on the Hereford Transport Package (HTP) and some of the designs overlap with the study area of this design guide. These have been incorporated into the ideas and sketches in this document so that the concepts align with wider proposals for the city centre. The designs in this document have not been subjected to detailed assessment, site surveys, and transport modelling but are concepts to help guide future more detailed design work.

A connected green infrastructure route circulating the city

By improving the green infrastructure of Hereford a continuous cycle network can be created that links the green spaces and important facilities with each other. The new cycle infrastructure will integrate with existing routes, for example with the former railway line and paths along the river Wye, and create a circular route on the scale of the city. The network will link in with the wider network, for example with Rotherwas and along the Widemarsh Brook and the River Wye. The circular route can be used by the residents for recreation as it will improve the connection of neighbourhoods with the green spaces along the River Wye, Widemarsh Brook and Eign Brook.

The network will also improve the possibility for people to cycle commute on a daily basis on short distances for work, school and, in the future, the university. The route set out above should be read as guidance, which is open for interpretation and the principles can be used to guide projects in other locations.

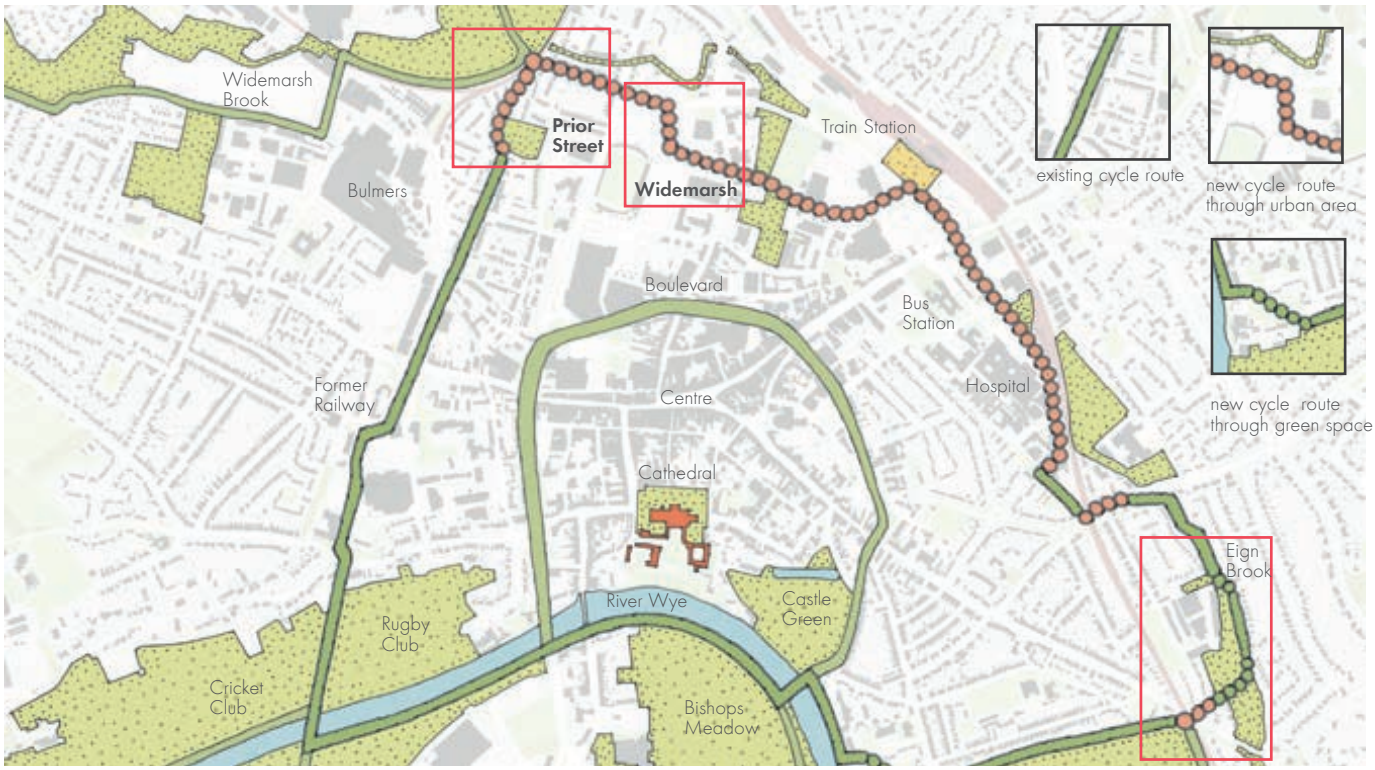


Figure1.21: A connected green infrastructure route circulating the city

Figure1.23: Existing Situation

Prior Street and Moor Walk at the back

Penholigon Way

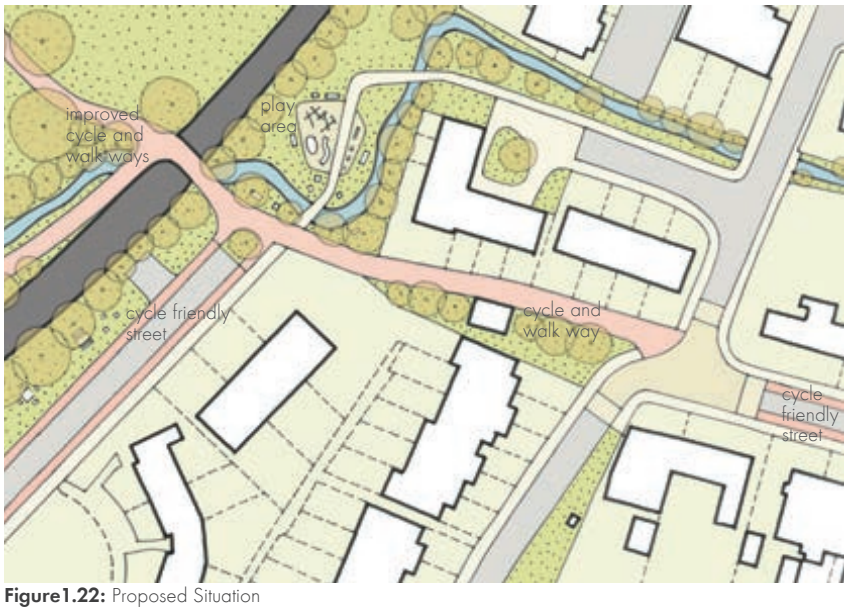
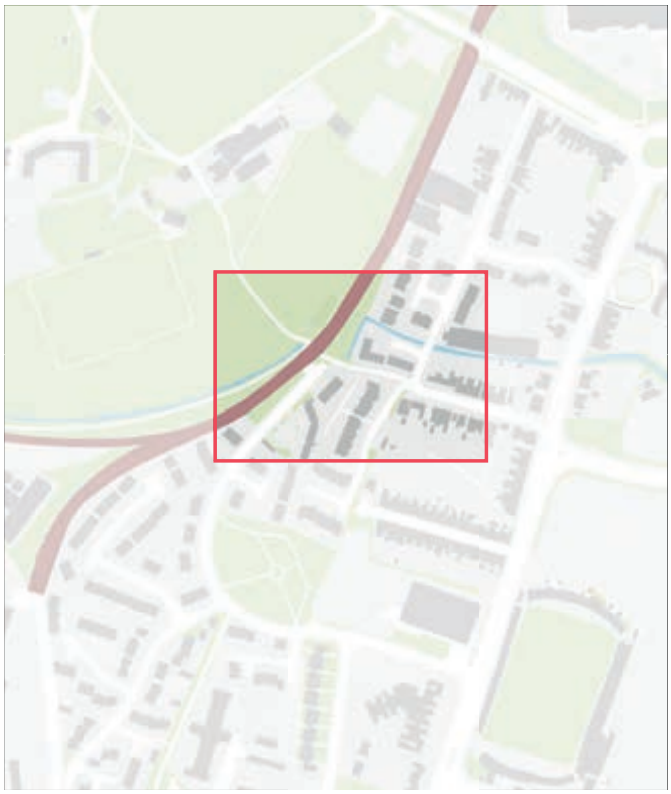


Figure1.22: Proposed Situation

Examples of cycle friendly streets



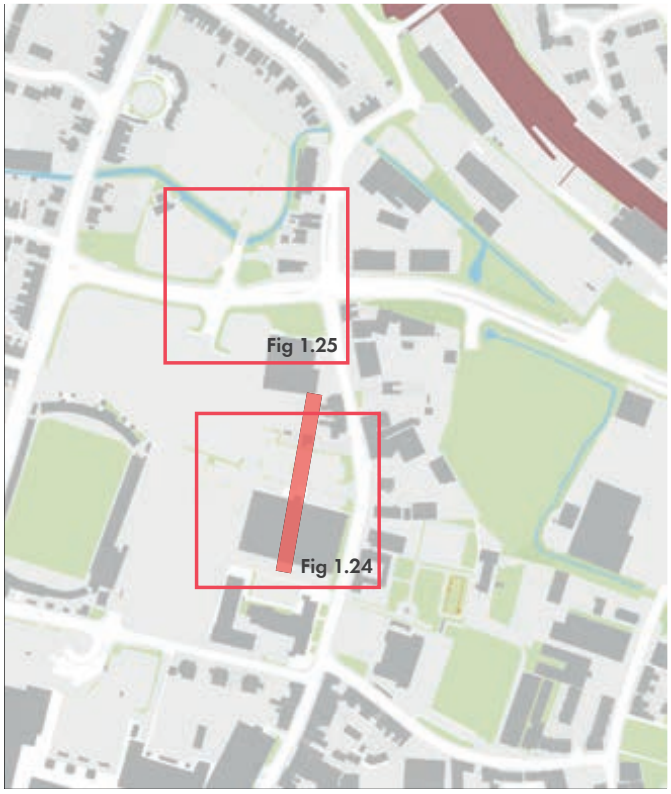
Prior Street case study

The site is an important part of the green route, because it links in with existing cycle/pedestrian routes towards the north western neighbourhoods of Hereford. The plans and images illustrate how with small improvements, a clear and continuous cycle route can be created, which is easily integrated within the existing context.

In the existing situation most of the green spaces are fenced off from the public. It is proposed to make these spaces along the green route accessible where possible and to create, for example, a pocket park for the neighbourhood with play and seating facilities.

Figure1.25: Proposed Situation

Figure1.24: Proposed Situation



Examples of car free streets designed to be cycle friendly

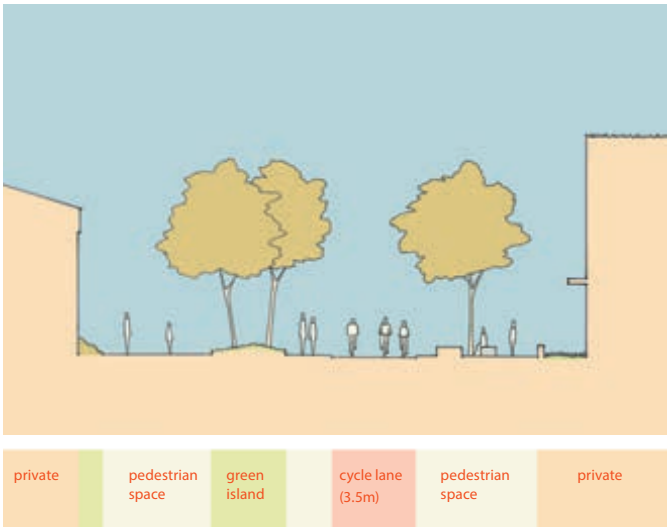


Figure1.26: Proposed section

Widemarsh Development case study

The green route is illustrated as part of the new block layout proposed in part E of this document.

Where possible the cycle route will join the green spaces along the brook. The clear crossings will help to create a continuous route for cyclists and pedestrians through the neighbourhood. The new development is an opportunity to create car free routes next to the traditional street, which integrates the cycle route. Where there is sufficient street width, urban spaces can be designed with trees, green islands and seating areas.

Figure1.28: Existing Situation

Figure1.27: Proposed Situation

Eign Brook case study

The case study shows an example of a situation where the new cycle route is integrated inside an existing green space. This will improve the accessibility for the residents to the green space and give them the possibility to enjoy the natural landscape along the brook. A picnic area could be created as a welcoming stop for cyclists and walkers along the landscape route.

The future detailed design of the route should be well integrated inside the natural landscape, which can be enhanced with tree planting. The green route links through the existing allotment gardens. The gardens are an important community facility for the neighbourhood and with the new connection these will be more accessible for residents from further away.

Creating a city boulevard and prioritising radial routes over the former ring road

To create a better connection from the city centre to the surrounding neighbourhoods a series of case studies propose improvements for the busy streets around Hereford's city centre. The principle behind the propositions is to turn these roads into urban streets creating space for urban life and a good relationship between the buildings and shops with the public realm. The illustrative sketches reduce the width of the carriageway and integrate better cycle and pedestrian facilities inside the existing roads. New tree planting will need to be carefully assessed alongside their impact on heritage assets and is shown to illustrate the principle of greening which could instead include smaller shrubs and other planting.

The case study areas are chosen to give a good overview of different situations where vehicular traffic dominates, and which are in most need of improvements. Two of the busiest arterial roads leading into the city centre and the ring road around the city centre are considered. Although the recent introduction of the City Link Road and the future bypass of the A49 will help to improve vehicular traffic circulation, all the ideas illustrated here would still cater for a high volume traffic.

The propositions should be seen as guidance for the future design of these streets which allows for flexibility, for example considering how dedicated bus lanes could be integrated if needed.

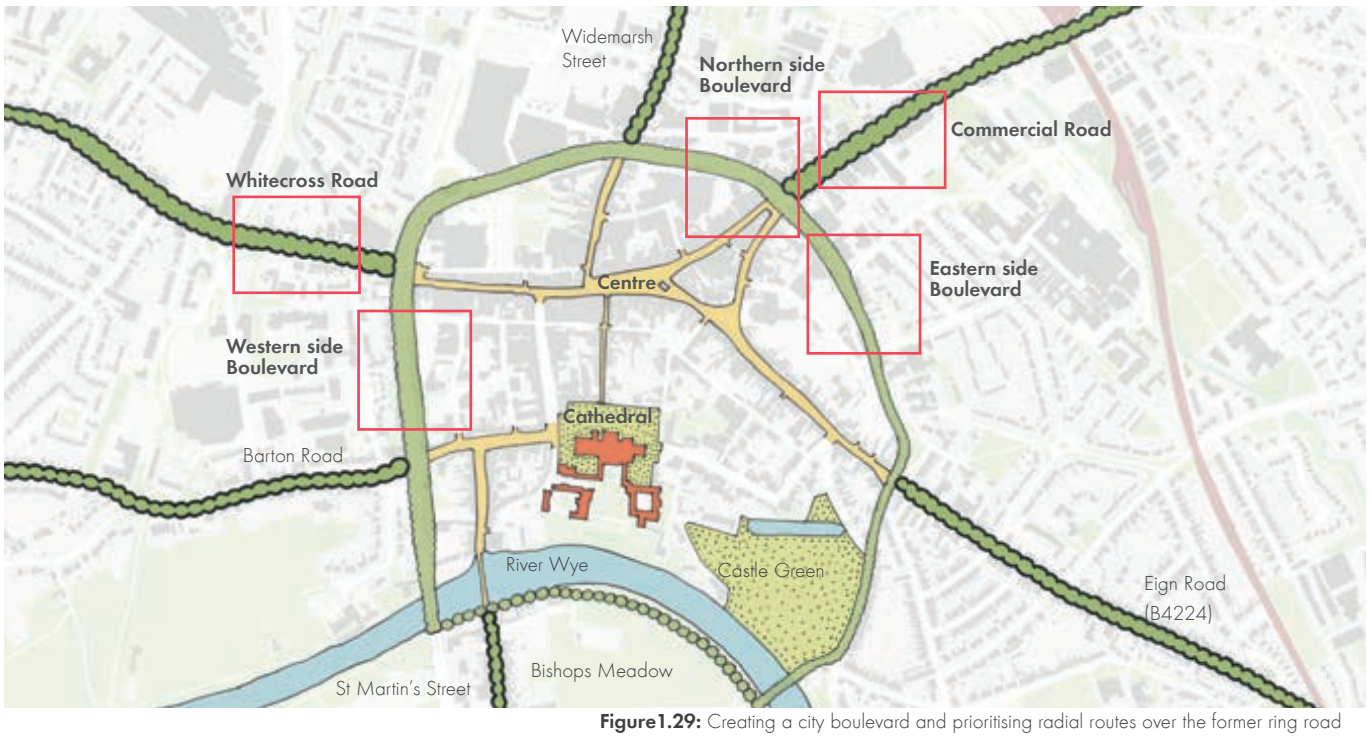


Figure1.29: Creating a city boulevard and prioritising radial routes over the former ring road

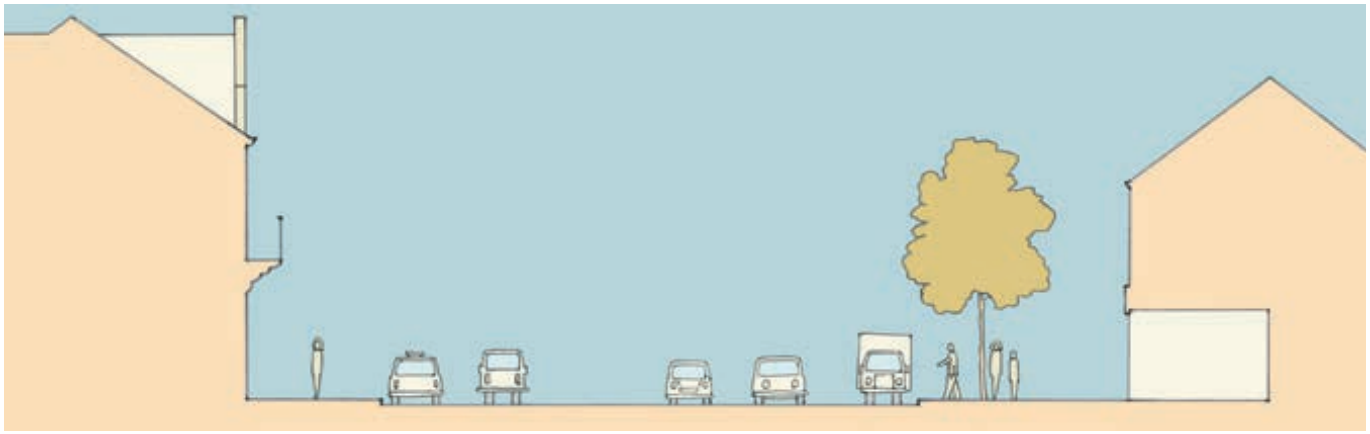


Figure1.31: Existing Situation

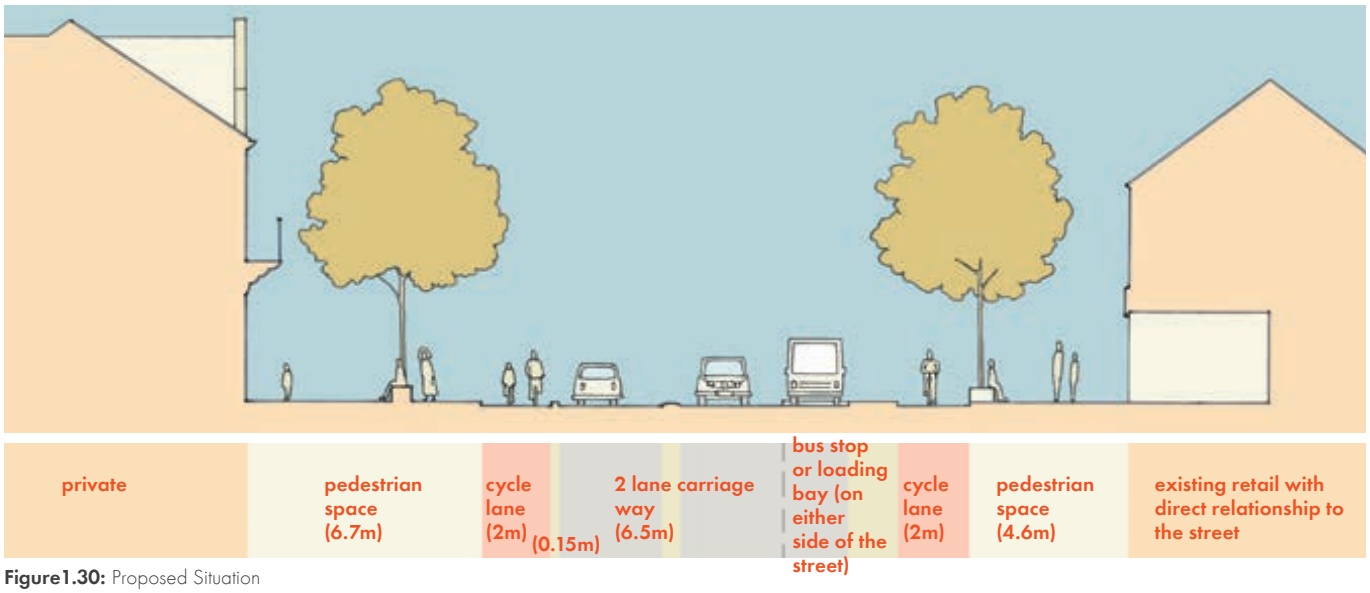


Figure1.30: Proposed Situation

Existing Situation

Commercial Road case study

The road is one of the busiest arterial roads and an important connection from the train station towards the centre. In the sketch, the width of the carriageway is reduced and there is space to introduce a dedicated bus lane. Separated cycle lanes are introduced to provide a safe space for cyclists and create a buffer between the car traffic and the pavement. The tree planting (or other planting to reduce impact on heritage assets) and seating are integrated inside the large pedestrian space.

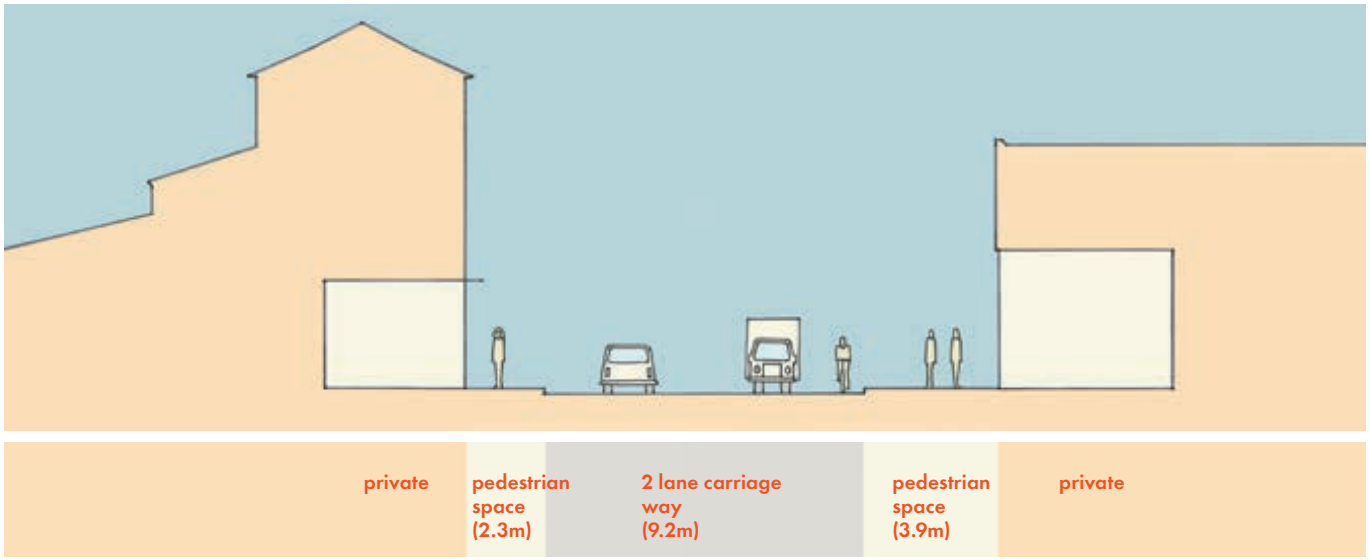


Figure1.33: Existing Situation

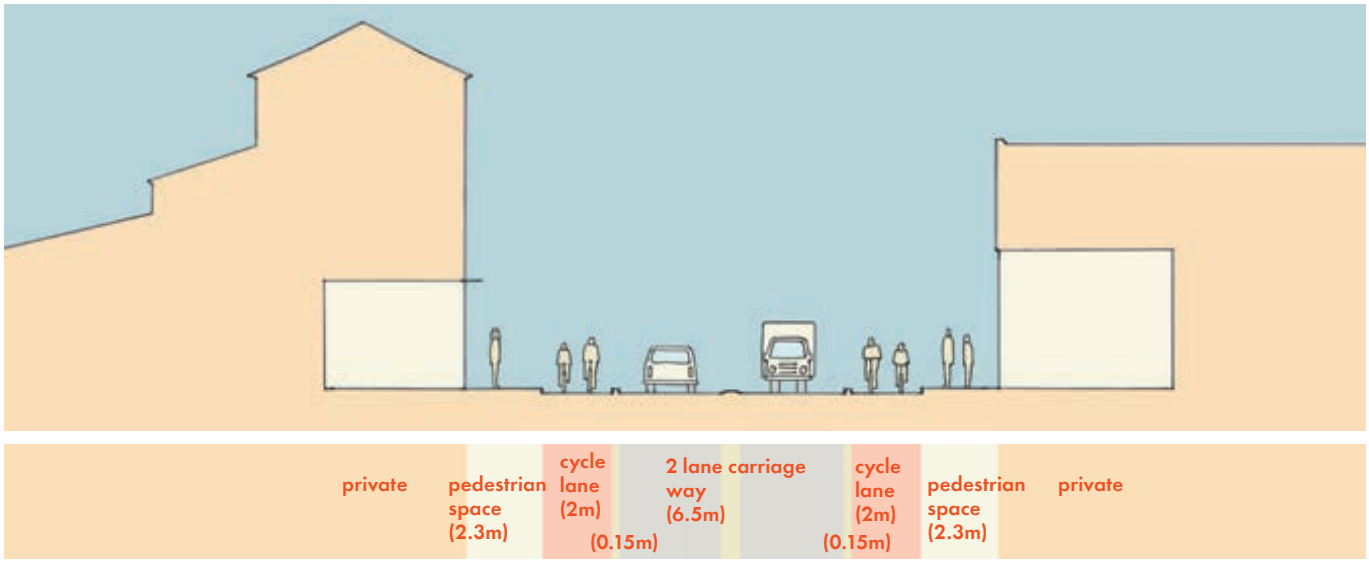


Figure1.32: Proposed Situation

Existing Situation

Whitecross Road case study

Whitecross Road is another very busy arterial road leading from the west towards the centre. In the sketch the carriageway is reduced in width to the minimum of 6.5m and separate cycle lanes are introduced, which will form a buffer between the vehicular traffic and the pedestrian space. Because of the restricted road width, there is no space for tree planting along the pedestrian space.

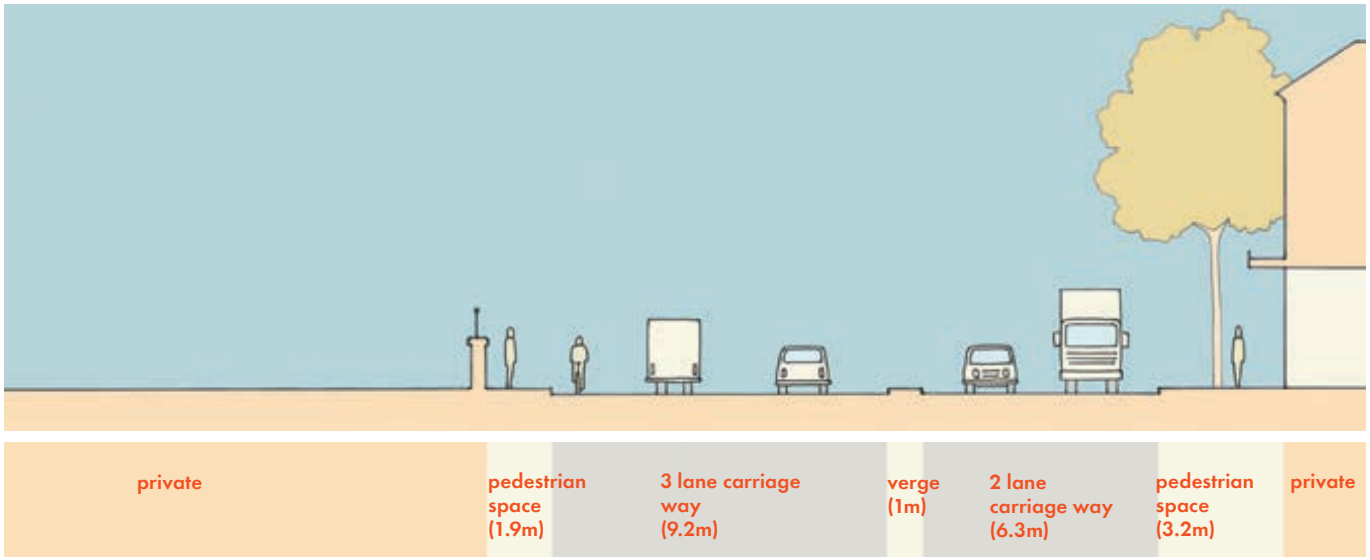


Figure1.35: Existing Situation

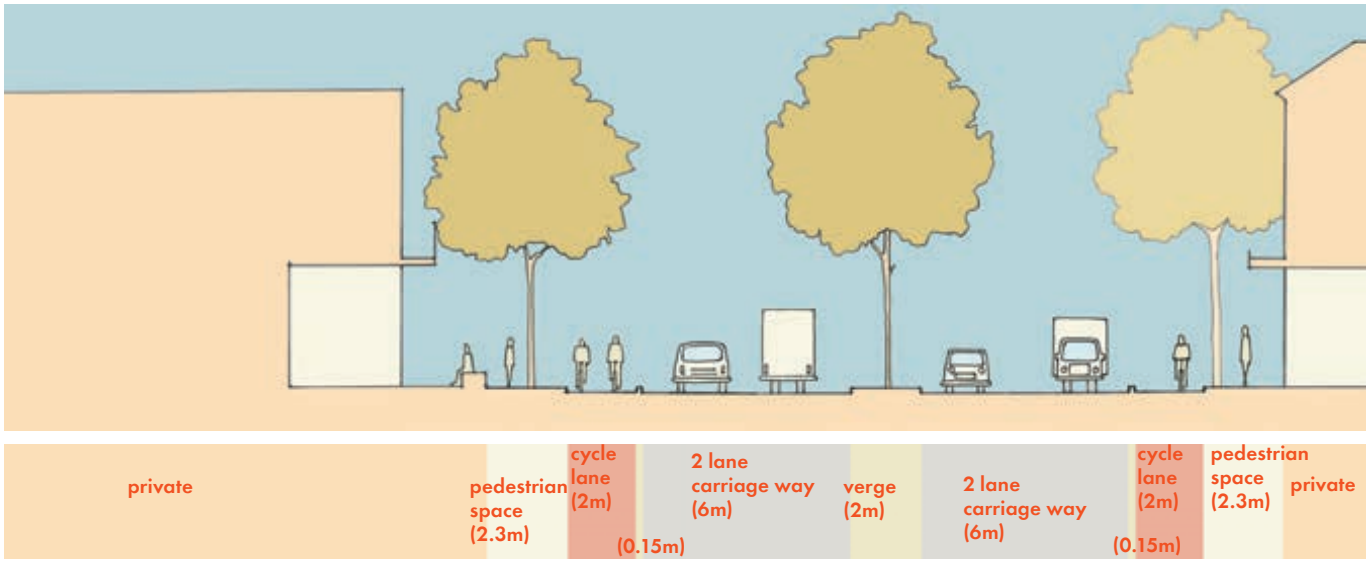


Figure1.34: Proposed Situation

Existing Situation

Boulevard north case study

The ring road around the city centre is a busy vehicular route which dominates the public space. The sketch illustrates how a boulevard could be created as a more welcoming public space around the edge of the historic city centre. The existing number of lanes is kept the same, but the carriageway width is reduced. A green verge and where possible tree planting will create a greener and more civic urban street. The introduction of separated cycle lanes will integrate the boulevard inside the cycle network of Hereford. In the future the proposed improvements will allow for a better relationship between the public space and the buildings.

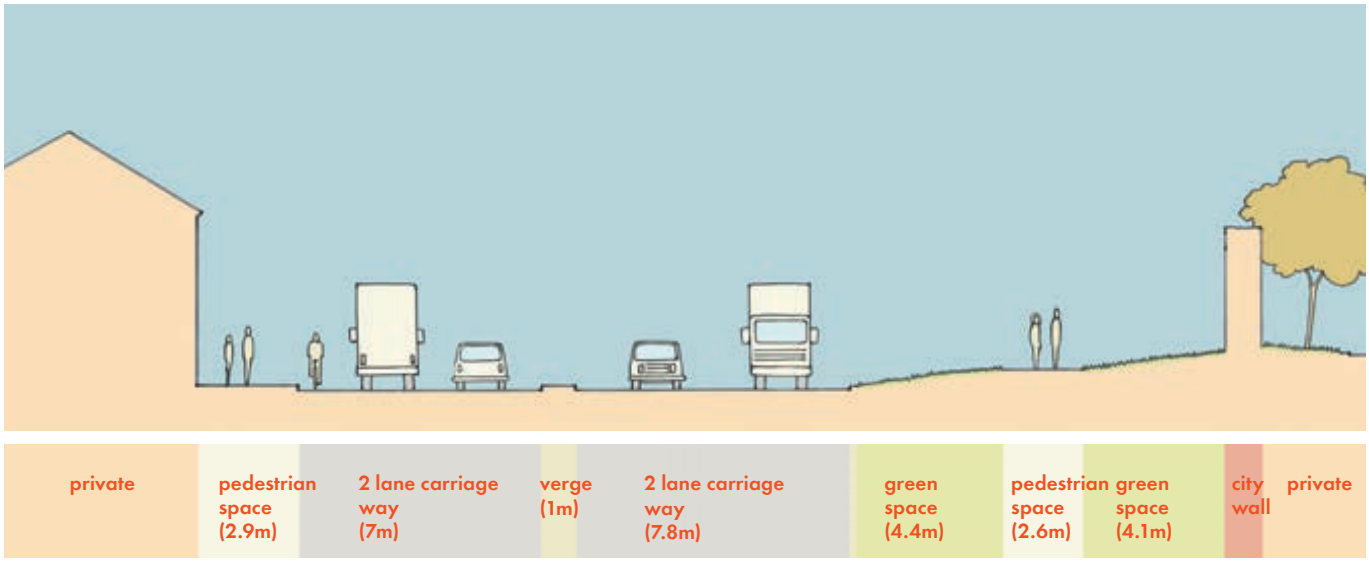


Figure1.37: Existing Situation

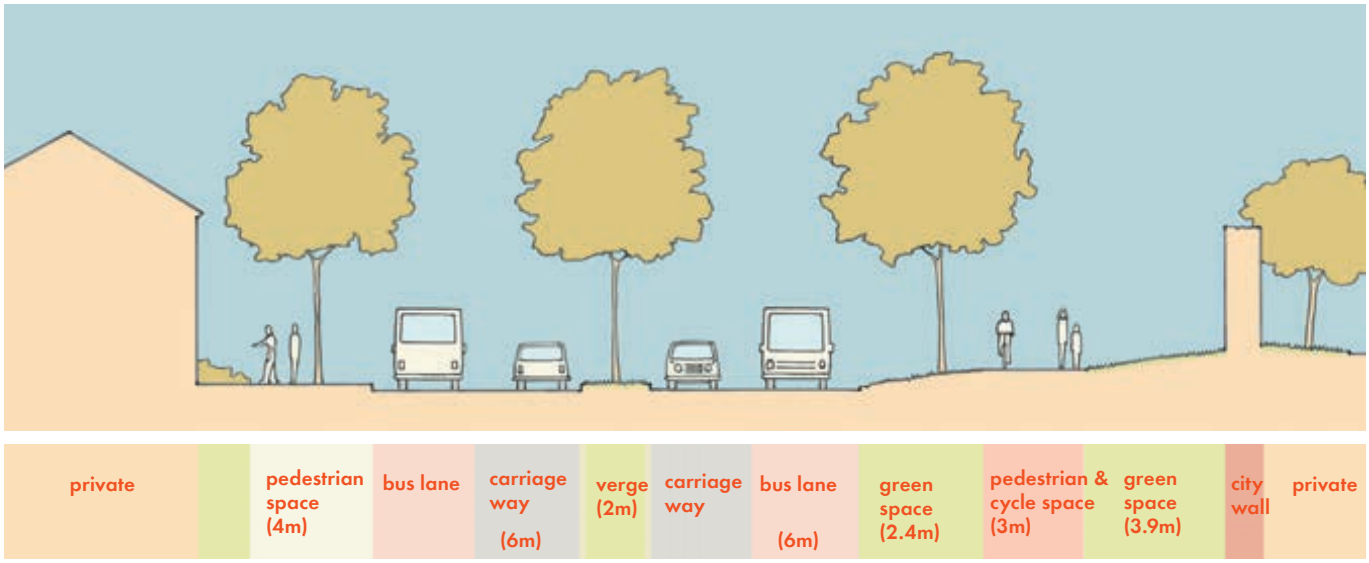
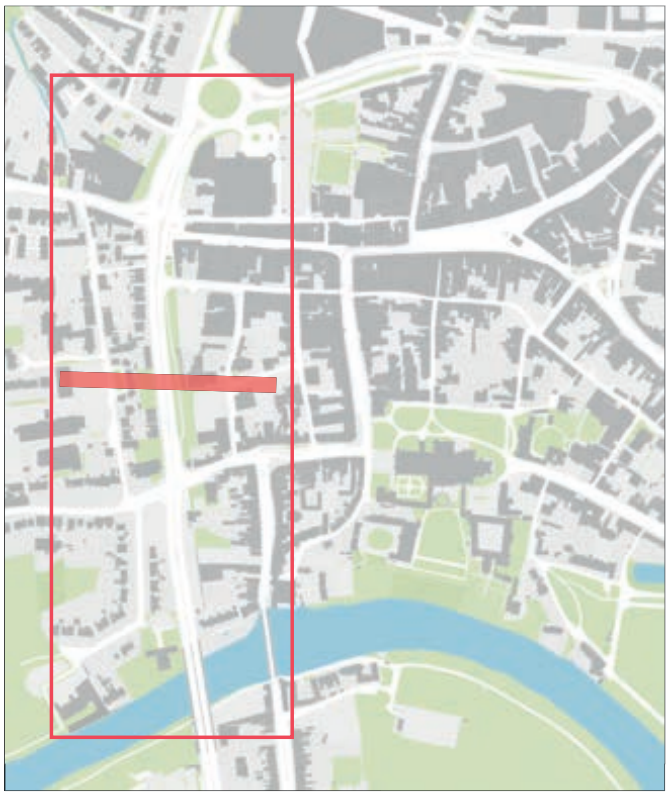


Figure1.36: Proposed Situation



Existing Situation

Boulevard west case study

With the planned future bypass for the A49, the vehicular traffic on this section of the boulevard will be reduced. This will help to create a boulevard which is a welcoming urban space. Unlike the previous example, two bus lanes are integrated. A green verge and where possible, tree planting will create a greener and more civic urban street which relates to the green space along the city wall. The impact of any new trees or planting will need to be carefully considered alongside heritage assets including the city wall. On the other side a large pedestrian space and cycle lane will help to establish a better relationship between the public space and the houses.

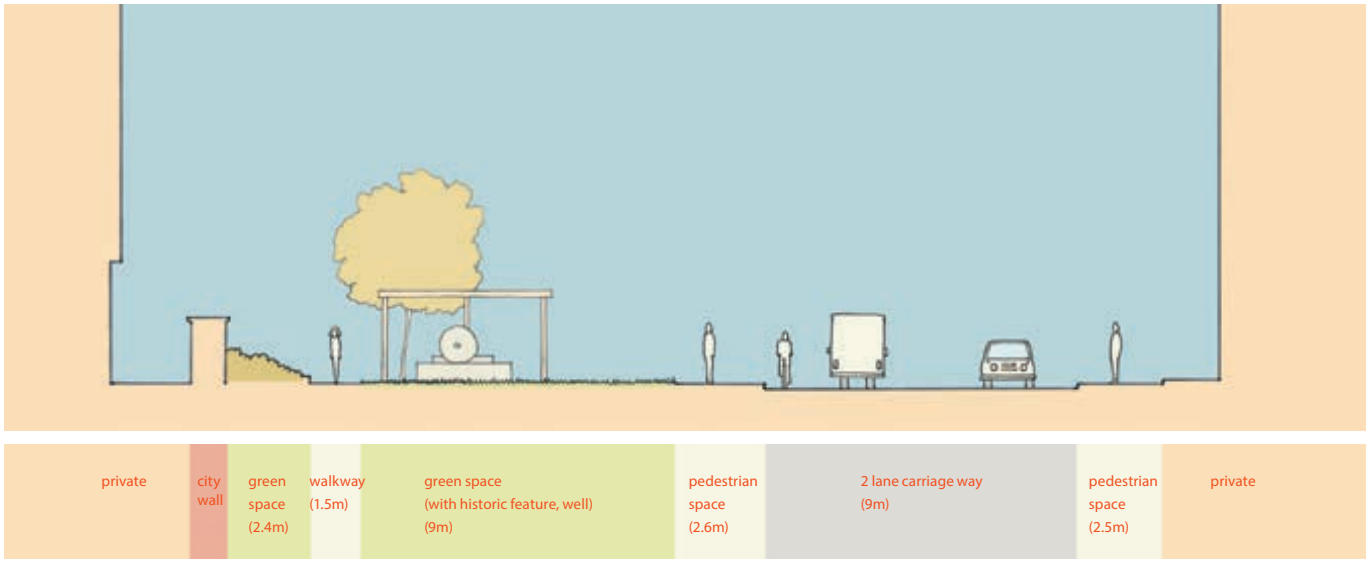


Figure1.39: Existing Situation

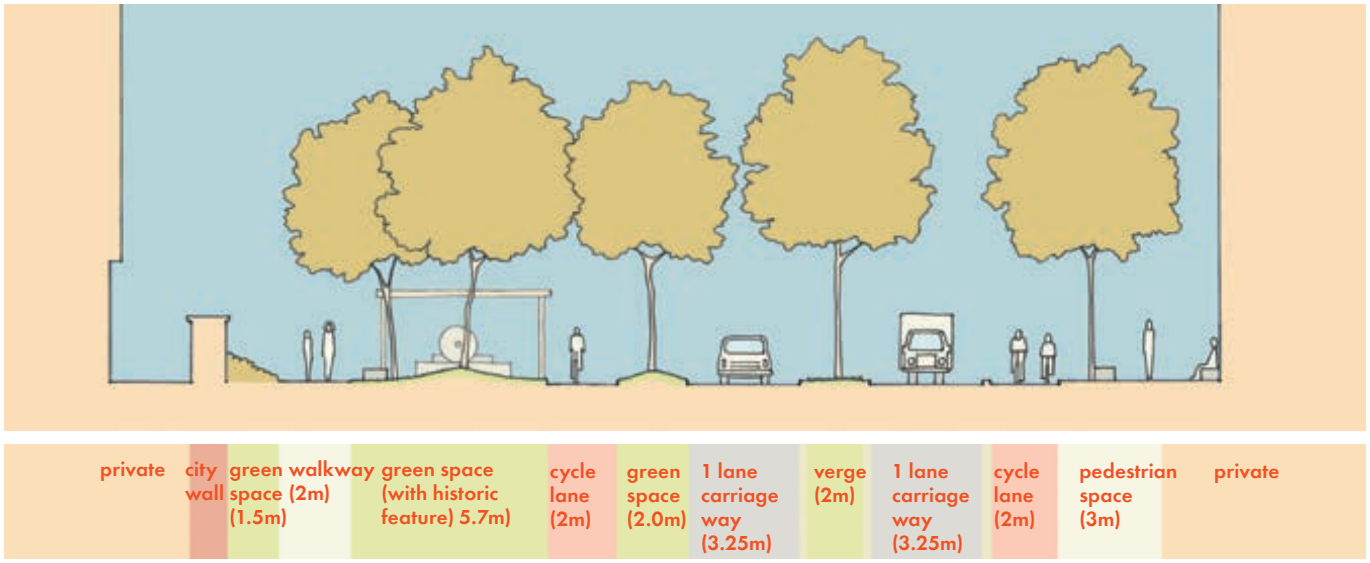


Figure1.38: Proposed Situation

Existing Situation

Boulevard east case study

The eastern side is narrower than the previous two sections of the boulevard and integrates A438 traffic coming into Hereford from the south east. Along the boulevards there are a series of green spaces and parking spaces which could be used to create a large green public space along the street. The sketch illustrates the same principals as the other sections of the boulevard and shows how the existing green space could be part of the street design. The walkway and cycle path are integrated inside the green space and the boulevard starts to function as a green promenade.

Preserve and enhance the historic city walls and their setting. Improve the sense of arrival to the historic core at locations of the former city gates

The illustrative sketches for improvements to the arterial roads and boulevard will help to make the historic city centre of Hereford more accessible for pedestrians and cyclists, reducing short distances by car travel by residents within the city.

A series of case studies explore the possibilities to make the boulevard a welcoming public space and improve crossings to the centre. Where possible, green spaces will be created along the boulevard. A promenade parallel to the historic and reconstructed city wall will enhance the setting of the city walls and change the perception of the space. The introduction of informal crossings will help to create a better connection from the surrounding neighbourhoods to the city centre and two major junctions of the boulevard (with Commercial Road and Whitecross Road) are proposed to be improved. This will create a better arrival experience to the city centre and the case studies illustrate how the city centre can be reconnected with the adjacent neighbourhoods.

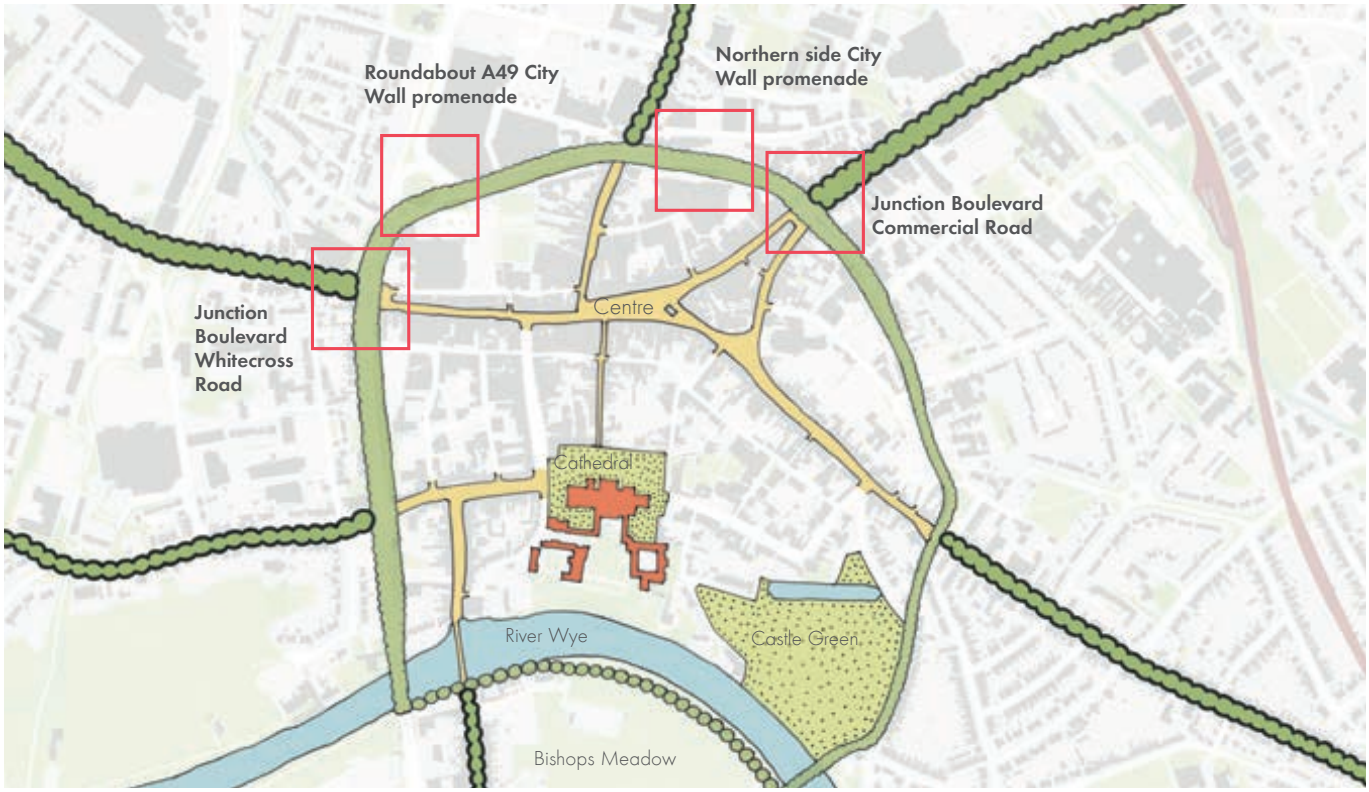


Figure1.40: locations of sketch illustrations

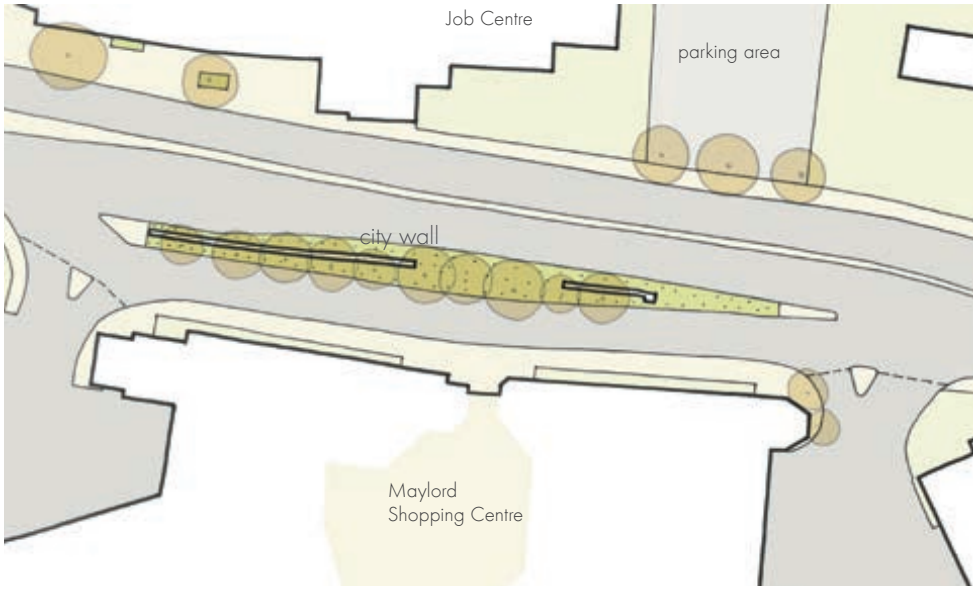


Figure1.41: Existing Situation

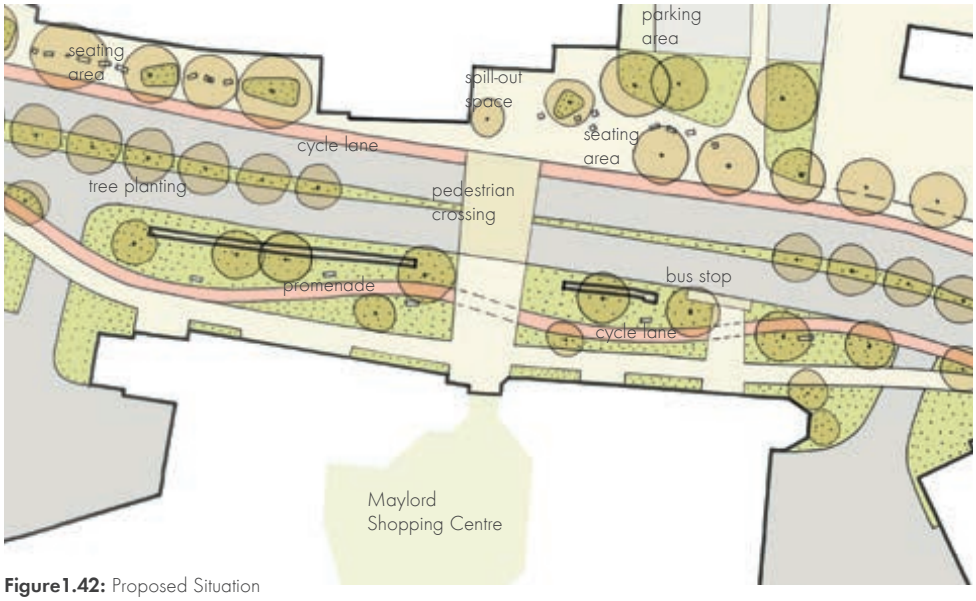
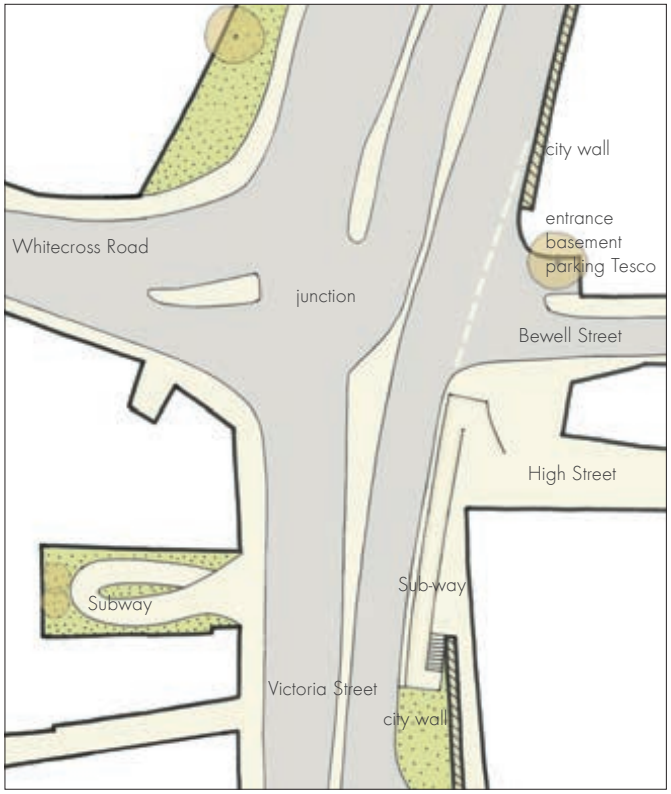


Figure1.42: Proposed Situation

Northern side city wall promenade case study

At present, the road functions like a trunk road. The space is dominated by vehicular traffic and there are no possibilities for pedestrians to cross the road in this section. The case study illustrates a green space inside the city wall which integrates the cycle route and walkway. With the clearing out of existing greenery, the new green space will enhance the setting of the city wall and integrate it inside the public space.
A new pedestrian crossing is introduced using the existing gap in the city wall, making the onward link from Maylords Shopping Centre towards Black Friars Rose Garden. On the northern side of the boulevard, where possible, the existing pedestrian space can be improved with tree planting and the implementation of new seating areas. This would create a better relationship between the buildings and the street.



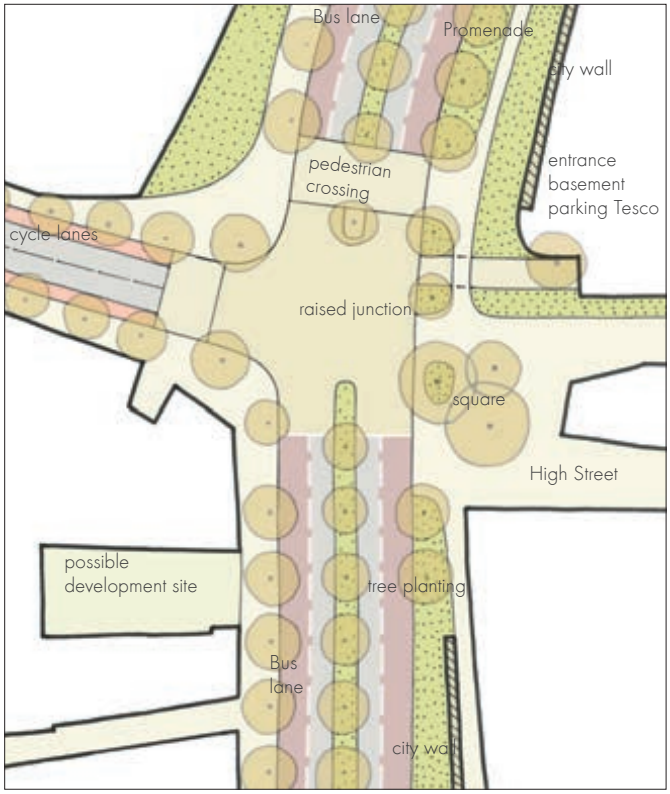
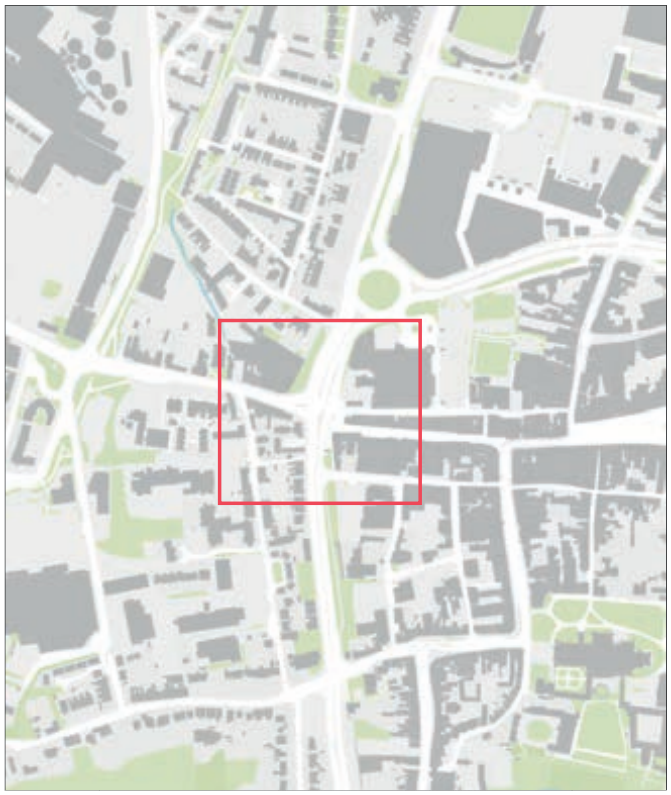


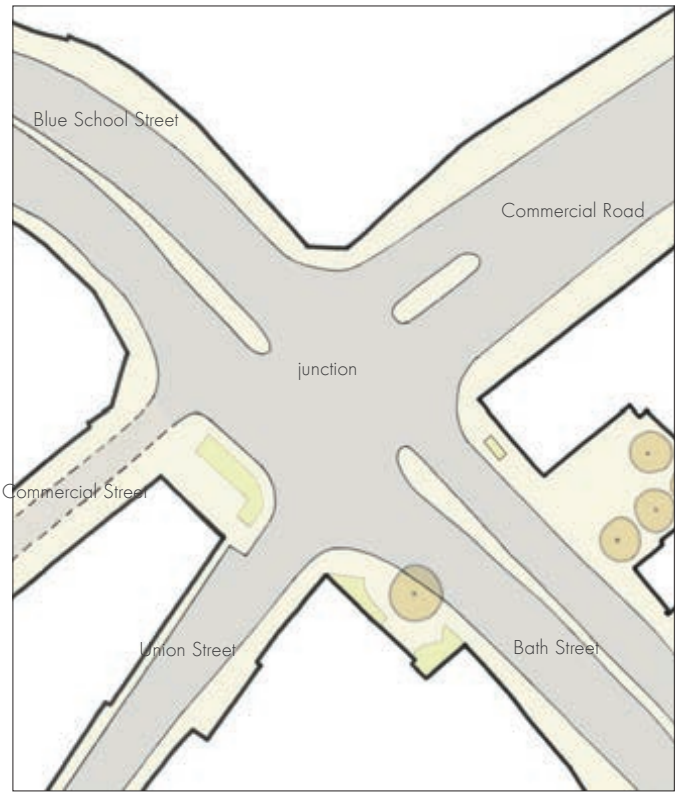
Figure1.44: Existing Situation

Figure1.43: Proposed Situation



Boulevard /Whitecross Road junction case study

Traditionally the historical arterial roads linked the city centre and the hinterland. Nowadays the most important arterial roads, like Whitecross Road have become large traffic junctions. This blocks the flow of pedestrians and cyclist to the city centre and makes this journey less pleasant. The raised junction will help to slow down vehicular traffic. Clear and large pedestrian crossings will facilitate the connection to the centre and replace the existing subway. To the side of the city centre a square will create a welcoming space making the link to High Street. The impact of any new trees or planting will need to be carefully considered alongside heritage assets including the city wall.



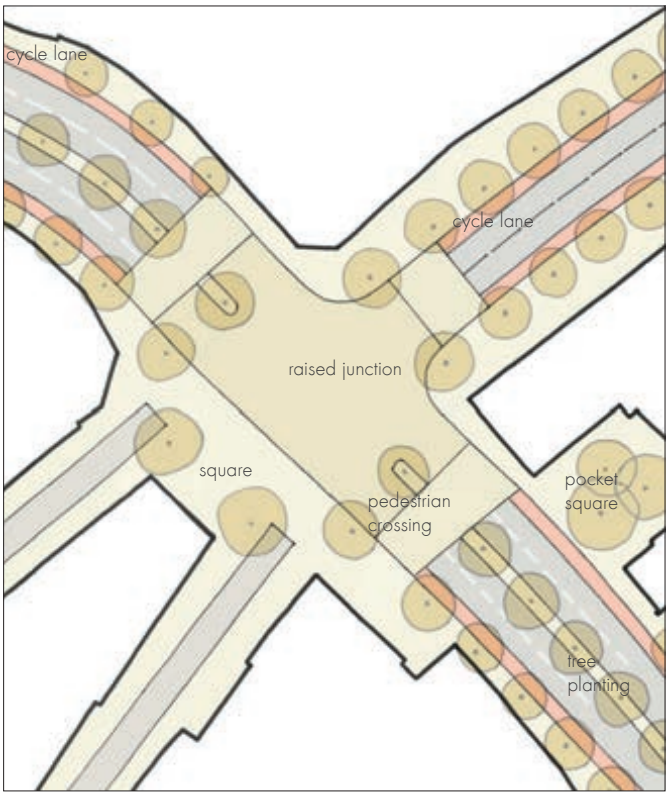
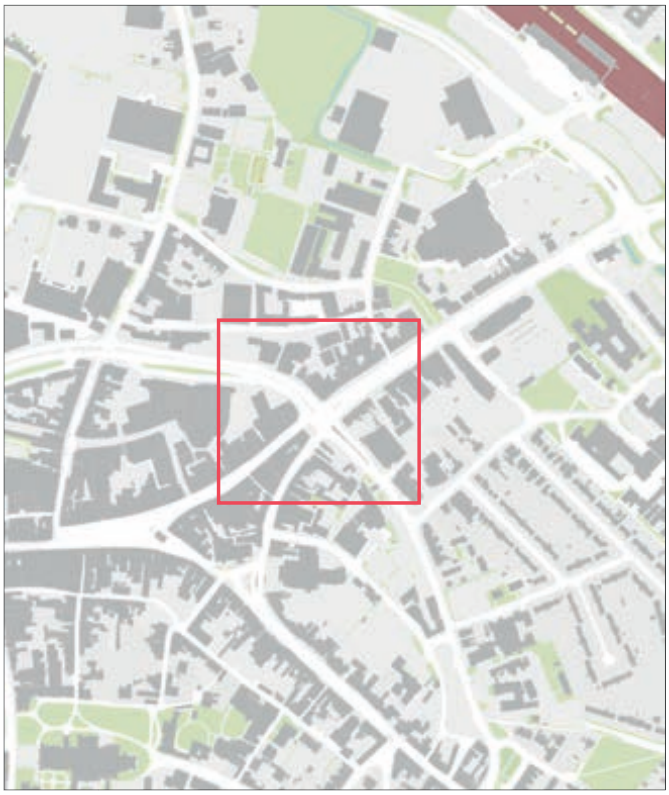


Figure1.46: Existing Situation

Figure1.45: Proposed Situation



Boulevard /Commercial Road junction case study

The proposal in this case study are based on the same principles. The improved boulevard and Commercial Road join together at the raised crossing, which will result in the reduction of vehicular speed and create a safer space for cyclists to cross to the city centre. Pedestrian movements will be facilitated by large crossings leading to the square creating a welcoming entrance space for the city centre.

Hereford's public spaces are irregular in shape and emerge naturally from the street network - new spaces created in the city should share these characteristics

The city centre of Hereford is very much appreciated by the residents and visitors and has its own unique character. The public space of the city centre is characterised by a sequence of very different spaces which are linked together in an informal way. Visiting Hereford's centre is like a discovery trail, from the busy commercial heart to the peaceful space of the cathedral, leading toward the historic park of Castle Green and crossing the footbridge with wide views on Bishops Meadow and the River Wye.

The case studies in this chapter are integrated inside the new block layout in part E of this document. The proposals introduce a sequence of small hidden pocket squares linked together in an informal way which will be complementary to the existing public realm of Hereford.

The sketches should be seen as a guidance for future developments inside the city centre. Case studies for Aubrey Street Quarter and St Peter's Quarter are set out below, but the same principals can be applied to other areas of the city centre.

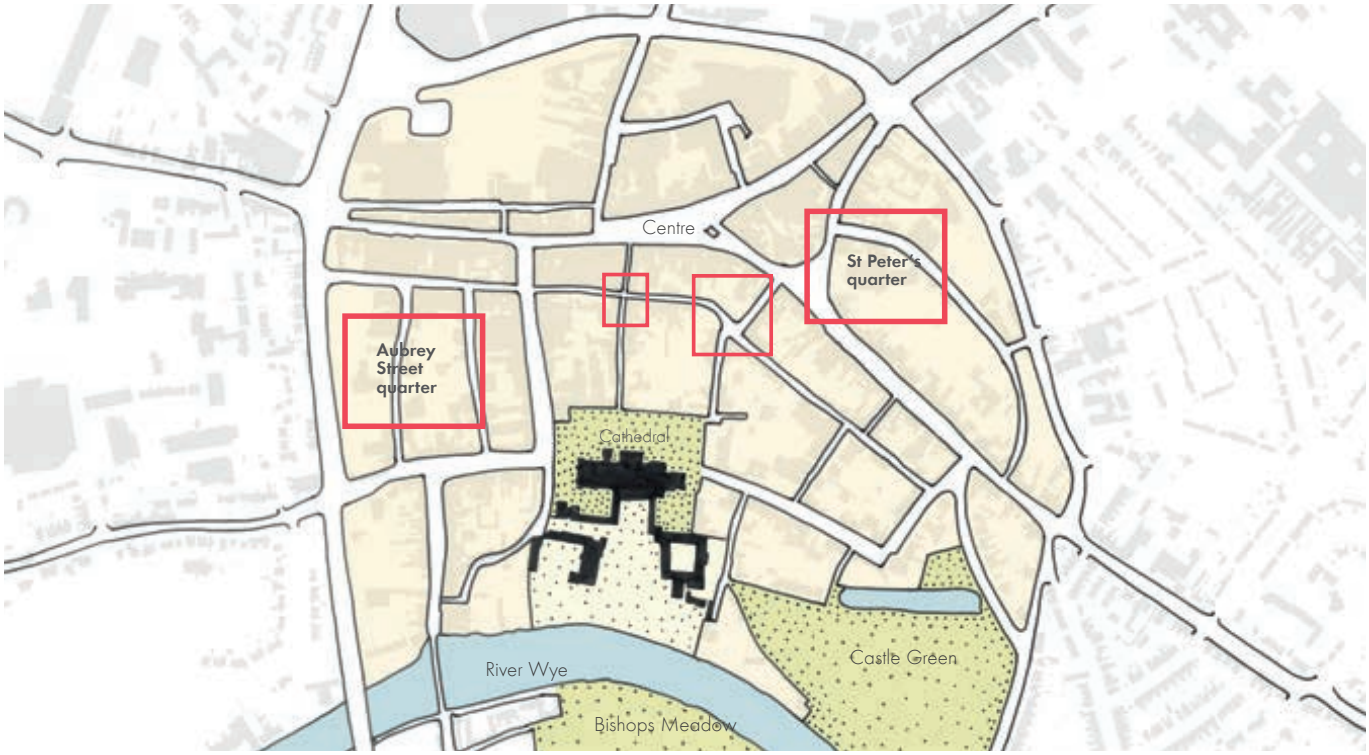
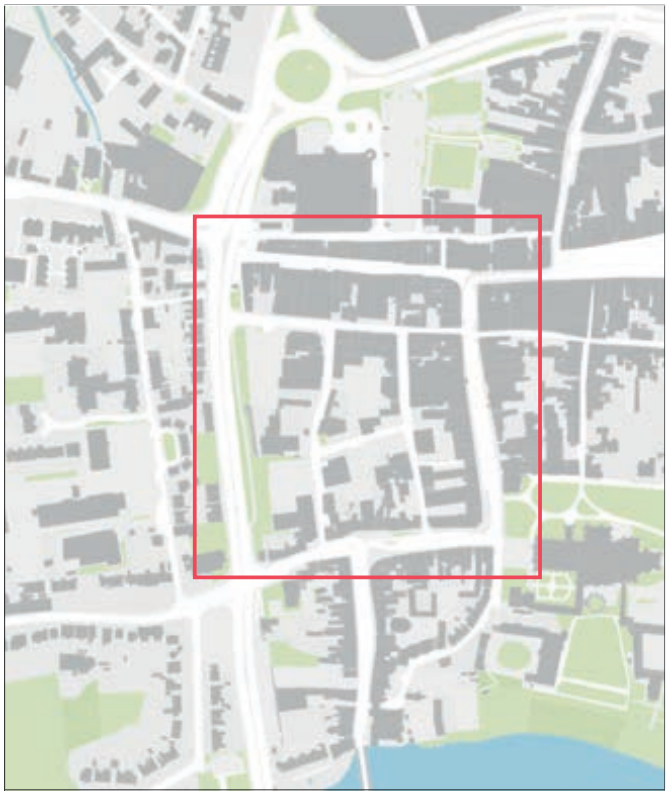


Figure1.47: locations of sketch illustrations

View of the Old House looking towards St Peter's Square

Figure1.48: An indicative sketch illustrating how new public spaces could come forward around Berrington Street

Examples of small pedestrian friendly informal urban spaces



Existing Situation

Aubrey Street Quarter case study

The indicative building layout restores the street frontages and creates a series of small urban spaces within the blocks. The sketch creates informal pedestrian routes with clear and large crossings, which wind through spaces within the urban blocks. The routes link the different spaces with each other, designed as pocket squares. The pocket square would create new public spaces for the residents and visitors and are a welcoming rest point in the busy city.

Figure1.49: Examples of pedestrian friendly informal urban spaces





Examples of pedestrian friendly informal urban spaces


Existing Situation

St Peter's Quarter case study

The ideas here would help to enhance the pedestrian environment and create a more convivial environment in this area of Hereford's city centre. The informal route leads from the hospital via Kyrle Street towards St Peter's Square. The redesign of St Peter's Square would create a civic public space where the bus station is less dominant.

The buildings are situated around pocket squares which form hidden spaces within the urban fabric. The squares would have an urban character with tree planting and seating to create intimate spaces.

Sketch illustrating the window pattern and door casement of Bewell House, Bewell Street

PART D

DESIGN FRAMEWORKS
MOVEMENT

View along High Street towards High Town

INTRODUCTION

The impact of traffic on city centres is the main source of concern for many Councils across the country. The erosion of pedestrian space, and the consequent reduction in pedestrian and informal activity and movement within cities contributes to the decline of the distinctive qualities of a 'sense of place' as well as the sense of community on which long term investment and confidence depend.

This is especially significant for the historic City of Hereford, where the quality of the city's architecture and public spaces is deteriorated by ongoing traffic pressure. Traffic and transport in Hereford are recognised as key issues to tackle, however, Hereford is under pressure for city centre development and further edge of settlement housing growth, which could further intensify the traffic problems.

The Transport and Movement Framework explores ways to ameliorate the impact of vehicles, and to promote sustainable transport, whilst enhancing the fabric and quality of the historic city. The framework examines and illustrates a range of transport and street infrastructure measures capable of implementation over time as resources permit. Together, these improvements would manage traffic, optimise both on and off-street car parking and enhance walkability, cycle and bus movement.

The Design Guide presents an opportunity to ensure that as land use transforms in response to demographic and economic changes, the newly emerging patterns of travel demand and movement are more sustainable.

The Council are currently working on the Hereford Transport Package (HTP) and some of the designs overlap with the study area of this design guide. These have been incorporated into the ideas and sketches in this document so that the concepts align with wider proposals for the city centre. The designs in this document have not been subjected to detailed assessment, site surveys, and transport modelling but are concepts to help guide future more detailed design work.

Rethinking the function of the street network though Link & Place

A core principle of the Design Guide is that streets are multi-functional places which have both a transport (link) and a place function. When streets functions are seen in this way, more balanced street designs emerge which better reflect the needs of a community in its entirety.

The Link and Place method can articulate future changes to transport function and place status, either individually or in combination. In other words, the future link and place status can be changed allowing a suitable street improvement and urban frontage to be planned and designed accordingly. This direct interaction of 'link' and 'place' is essential in the development of an 'integrated' development and movement plan and can be used as a 'change management tool' by project teams with stakeholders.

The movement framework focuses on integrating the core centre area with the surrounding urban areas and the main core development opportunities. The approach considers each mode as a layer and how these are best combined on certain routes. The resulting Link & Place plan illustrates how important streets may rebalance their functions over time in response to strategic moves, like the Southern and Western bypasses and future needs of city centre development.

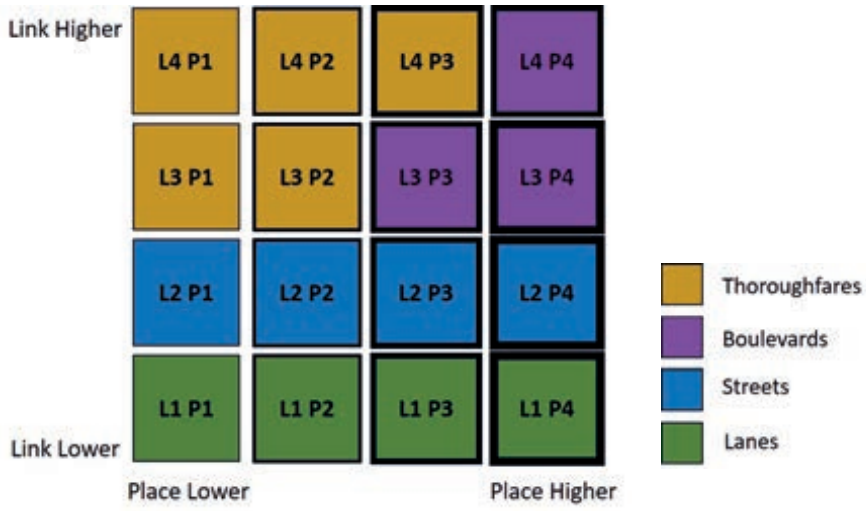
A selection of street infrastructure types has been developed to serve different combinations of Link & Place; these include Thoroughfares, Boulevards, Streets and Lanes. These 'street typologies' have differing design needs which reflect their functions. For example, a Boulevard needs to carry moderate to high traffic levels, whist achieving high levels of place function. These typically include features like on-street parking to stimulate trade, street trees on medians, strong development frontage set back on shared surface streets to the sides and plenty of quality pedestrians crossings.

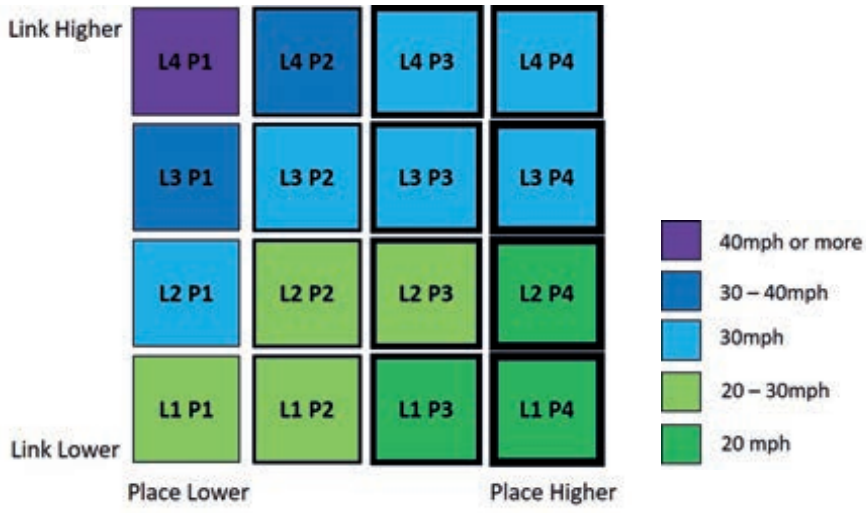
The Link function reflects the road type in the overall network, whilst the Place function is based on land use importance and status within the city scale. The method also provides guidance on street design for each typology. This includes traffic flow, lane widths, parking provision, speed limits, frontage relationship, footway widths, crossing types and cycle infrastructure.

The images overleaf show the existing and potential future Link & Place classifications for Hereford City Centre. As shown, some of the bigger suggested moves include;

- reducing the link status of the A49, from L1 to L2. This move will likely be dependent on de-trunking following the delivery of Southern and Western bypasses.
- Increasing the place status of the whole ring road, Commercial Road and Widemarsh Street to P3.
- Increasing the place status of main streets and lanes within the core area to P4 status.


Link Higher
L4 P1
L4 P2
L4 P3
L4 P4
L3 P1
L3 P2
L3 P3
L3 P4
L2 P1
L2 P2
L2 P3
L2 P4
L1 P1
L1 P2
L1 P3
L1 P4
Link Lower
Place Lower
Place Higher
Inter urban Route (A Road or higher)
District Distributor (Generally A Road)
Local Distributor (Generally B Road)
Access Road


Link Higher
L4 P1
L4 P2
L4 P3
L4 P4
L3 P1
L3 P2
L3 P3
L3 P4
L2 P1
L2 P2
L2 P3
L2 P4
L1 P1
L1 P2
L1 P3
L1 P4
Link Lower
Place Lower
Place Higher
Thoroughfares
Boulevards
Streets
Lanes


Link Higher
L4 P1
L4 P2
L4 P3
L4 P4
L3 P1
L3 P2
L3 P3
L3 P4
L2 P1
L2 P2
L2 P3
L2 P4
L1 P1
L1 P2
L1 P3
L1 P4
Link Lower
Place Lower
Place Higher
40mph or more
30 – 40mph
30mph
20 – 30mph
20 mph

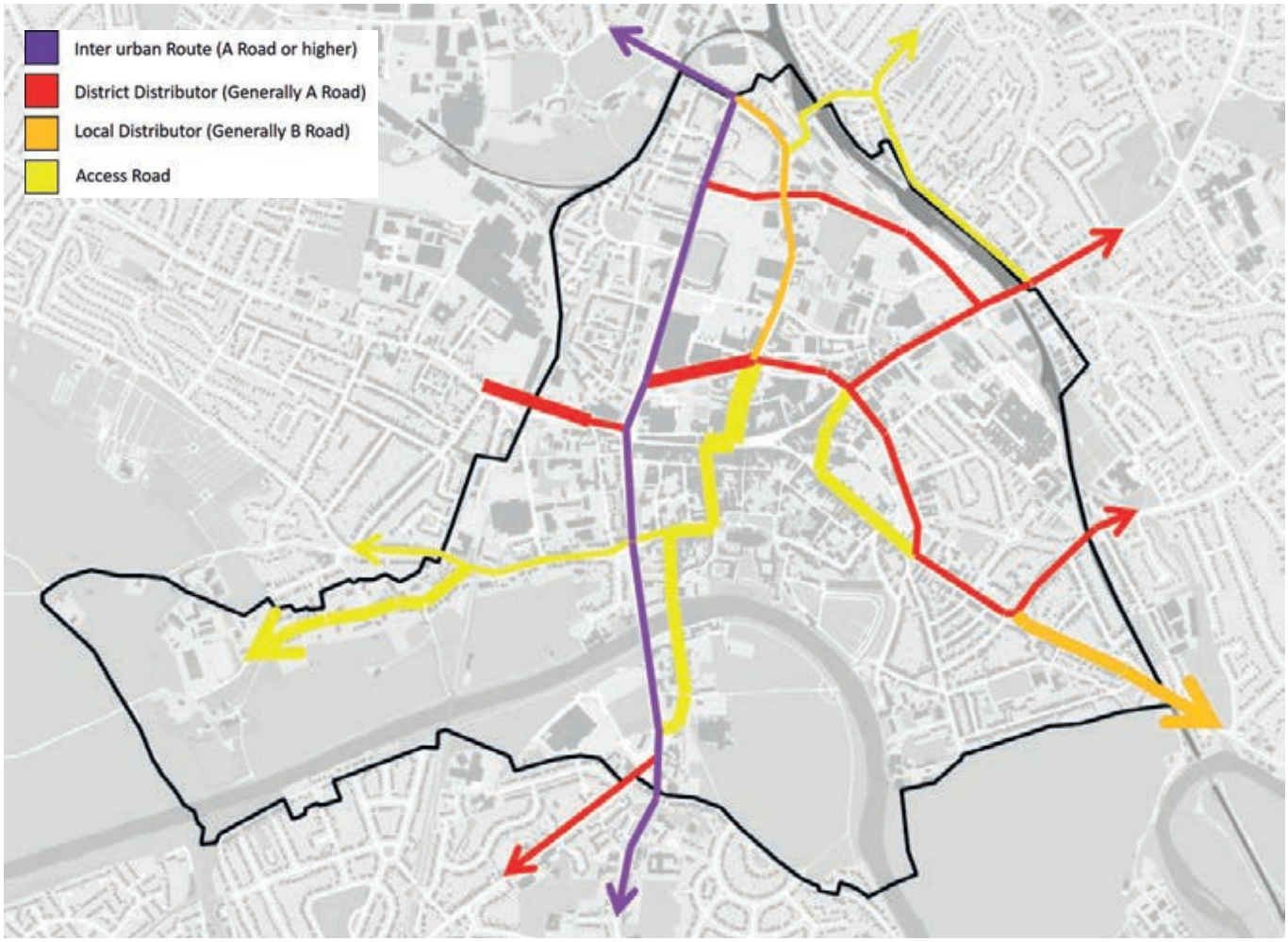


Figure1.50: Existing Link and Place classification

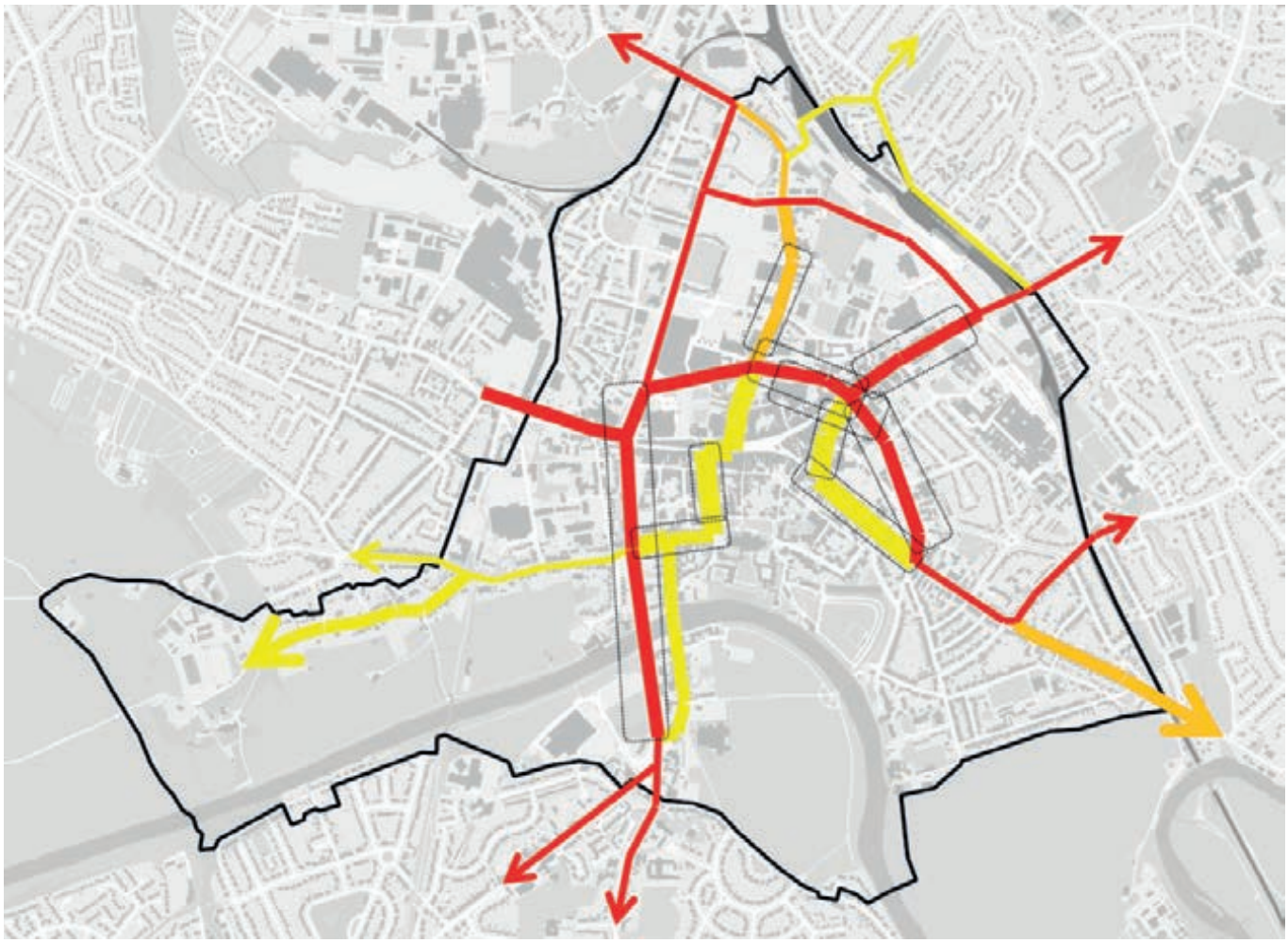


Figure1.51: Potential Link and Place classification

Hereford case study - A49 Rebalance

This application aims to reduce the link status and increase the place status of the future de-trunked A49. Once strategic traffic focus is removed, the street can be reprioritised for other modes such as buses, as shown by the bus lanes.

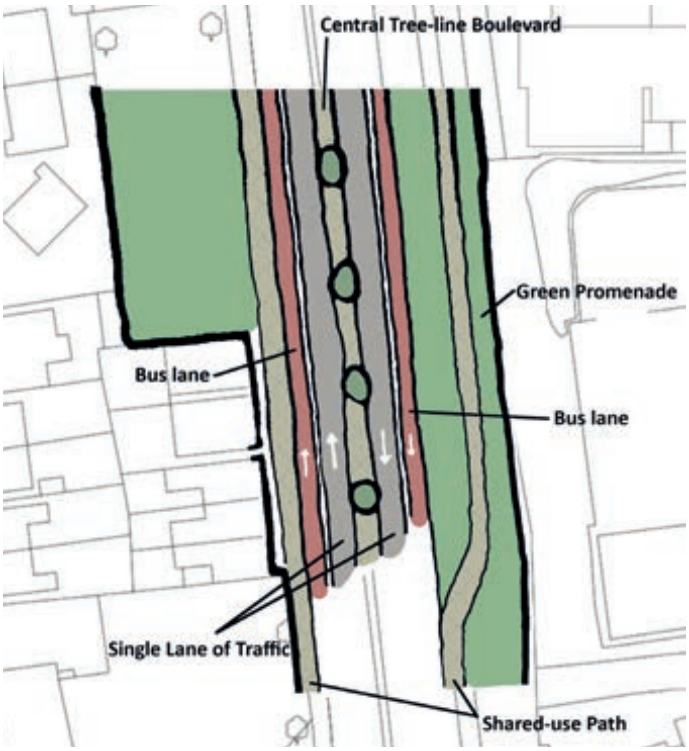


Figure1.52: A49 Rebalance

Hereford case study - Widemarsh Street

This case study aims to retain the link status, but increase the place status of the street. To apply a higher place status to Widemarsh Street, this type of street design will encourage traffic to adhere to the 20mph speed limit or less. This could include wider footways, carriageway with a central median and rumble strips, side road treatments and courtesy crossings.

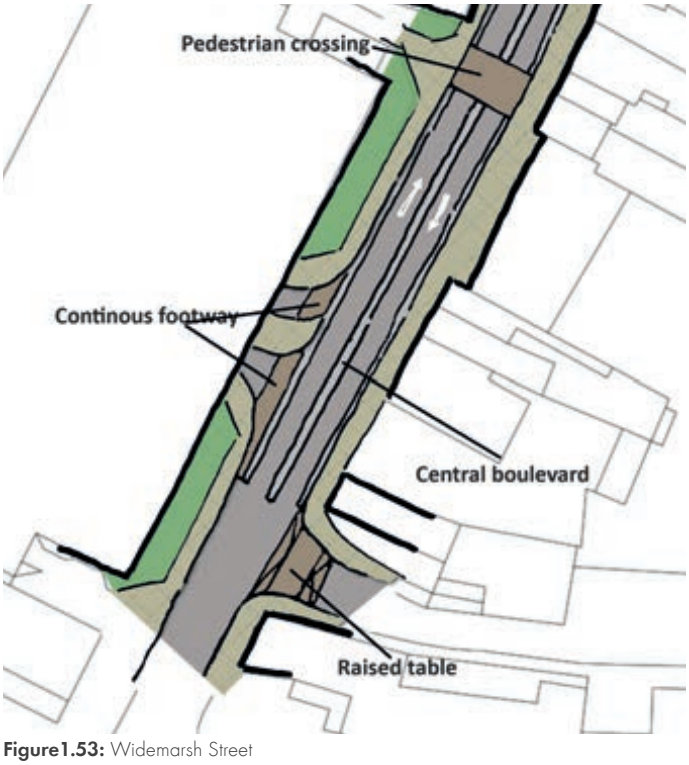


Figure1.53: Widemarsh Street

Creating a walkable city heart

Cities that make walking a priority, convert existing spaces into active spaces, and design environments for people have economic, social, and environmental benefits. Research has shown that active cities are healthier, wealthier, safer, greener and more cohesive. Multiple studies have shown that making places better for walking can boost footfall and trading by up to 40% and raise retail rents by 20%. Employment and the number of visitors were also shown to increase, each by 300%[1].

Towns and cities everywhere, including Hereford, are facing the challenge of keeping communities healthy and happy. The 'Healthy Streets Approach' is an evidence-based approach for creating sustainable and attractive urban spaces. Healthy streets are an asset that promote and improve the health of local residents, and make streets appealing and inclusive places. They feature good quality design and street furniture, providing accessible, safe and communal spaces for all users.

Streets need to be accessible, easy to cross and safe for people of all ages and physical abilities. Designing for pedestrians will create a city with a pleasant and functional environment and a place where people choose to be. The ring road in the city centre acts as a significant barrier for pedestrians as crossing places are limited.

Pedestrianising streets is an easy way to shift the focus from vehicles to pedestrians and allowing people to move freely within them. Pedestrianisation allows the public to appreciate their surroundings as well as, in Hereford, showcase the characterful heritage assets. It provides better accessibility and safety for pedestrians, improves air quality, enhances the volumes of shopping and business activity.

Nevertheless, pedestrianisation can be restrictive and have undesirable impacts, such as negatively affecting the bus services, cause more concentrated traffic congestion in surrounding areas and make some journeys longer and more convoluted. It will also impact the short-term parking as it would require re-location.

It is therefore appropriate in some places to have part-time pedestrianisation where vehicles are allowed in specific periods, such as outside the hours of 10am and 4pm. This has a benefit for service/delivery vehicles requiring access and allows streets to be opened in the evening, bringing benefits to the night-time economy and improving safety through increased natural surveillance. Restricting certain types of vehicles, such as the private car, can also still bring benefits as traffic volumes will decrease.

Hereford already has a partially-pedestrianised core in the main retail centre and is an attractive space for users. The surrounding streets are not considered suitable for full pedestrianisation, however improving the surrounding streets through public realm/ streetscape improvements or creating 'slow streets' will enhance the safety of the street. It will also promote pedestrian and cycle use, whilst still maintaining some traffic functions, like access, deliveries, servicing and drop-off.

1 Lawlor, E. (2013.) The Pedestrian Pound: The Business Case for Better Streets & Places. United Kingdom: Living Streets & Just Economics Report.

Precedent – Bath City Centre Heart

Bath and North East Somerset Council (B&NES) have created a Public Realm Strategy focusing on public realm and movement in Bath City Centre. It is designed to:

"give pedestrians, cyclists and public transport vehicles priority over cars, and deliver a network of beautiful refashioned streets and public spaces"

The strategy forms a key component for the future vision of Bath, seeking to revitalise its economic, social and cultural wellbeing. It puts forward a plan of investment to transform streets and spaces that have gradually declined as a result of the increasing dominance of vehicular traffic.

The Council has implemented this strategy to encourage a more walkable city. A programme of projects is underway to rebalance the movement hierarchy up to 2026 and beyond. Some of these projects have already been completed contributing to a more distinctive, accessible and walkable city, such as Seven Dials and Stall Street.

The Stall Street pedestrian improvement scheme, completed in late 2015, implemented new traffic restrictions during core shopping hours (10am to 6pm) and public realm and surface improvements.

Bath City Centre Heart

Hereford case study - Pedestrian Priority Streets in West Street and East Street

West Street and East street currently direct people eastbound via a one-way system. A small amount of frontage exists on East Street between Church Street and St John Street, however, elsewhere on these roads, little proper frontage exists. Pedestrianisation of these streets would not be suitable as the pedestrian footfall isn't considerable enough to warrant traffic free status and there are many loading and access requirements.

Instead, a rebalance from cars to pedestrians is more applicable, preserving the current 20mph speed limit. A change in surface, with wider semi-flush footways will change the structure of the street, producing an environment that focuses on pedestrian comfort, but also allows the slow movement of vehicles for access and operational needs. An example of such street improvement is Saw Close or Stall Street, Bath.

Figure1.54: Pedestrian Priority Streets in West Street and East Street

Hereford case study - St Peter's Square – Reduction of road space

Most of the highway space in St Peter's Square is allocated to vehicles. Shire Hall, St Peters Church and the Registry Office are prominent historic buildings where the character is dwarfed by the current road layout. Reducing the space available for vehicles will allow an environment with a higher place status and pedestrian focus, but also better blend the existing on-street parking into the historic surroundings. Simple changes such as the removal of guard railing and an increase in landscaping can all enhance the pedestrian experience. A schematic layout is shown.

The principle is to reallocate road space to public space, bringing the bus and highway space together. It allows a public space to be gained at the front of St Peters Church, taking advantage of the sunny south aspect.

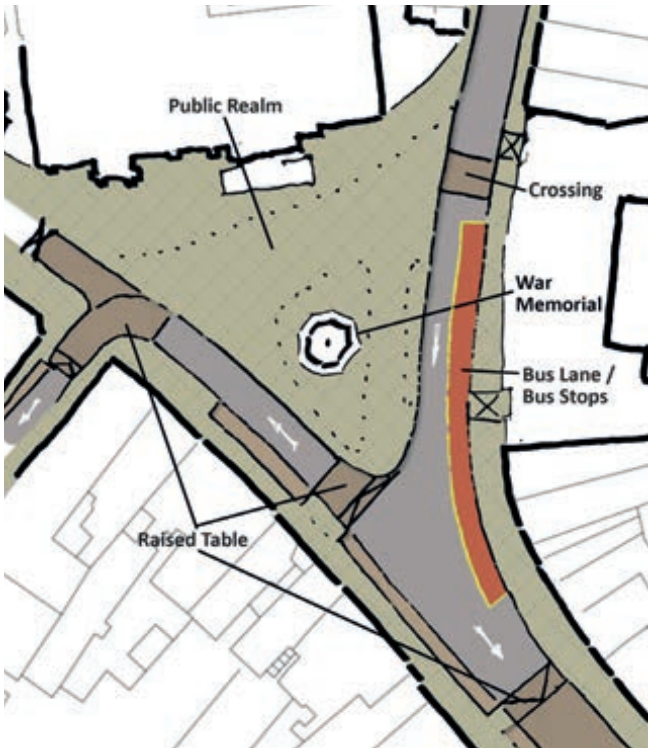


Figure1.55: St Peter's Square – Reduction of road space

Public transport hubs as places

Transport hubs are no longer simply places where people arrive or depart. The facilities in and around the hub make the area a destination itself and can provide a ripple effect that encourages investment in the area, generating new revenue streams and boosting wider prosperity. Providing a transport hub allows all modes of travel to be considered; rail, bus, walking and cycling as well as the opportunity to develop 'mobility as a service'.

A well-designed, functional and attractive transport hub will form the gateway and first/last impressions for people entering and leaving Hereford. A comfortable space with shelter, shade, trees and places to sit coupled with nearby shops will improve the public realm as well as the user perceptions of public transport. Prioritising walking access to transport hubs is vital to ensuring its success.

On-street transport hubs, such as 'skip-stop placement', can improve operations along bus route corridors where routes converge. These must clearly communicate which routes are served at which locations and wayfinding infrastructure should be consistently and prominently displayed to aid user experience.

Hereford has several transport hubs across the city centre, such as the rail station, City Bus Station, County Bus Station, Shire Hall and Maylord Shopping Centre. The rationalisation of these hubs into a few strategic sites, such as at the rail station, will open land for redevelopment, allowing the existing space to be remodelled and the streetscape to be improved. An improved transport hub at the railway station will provide an enhanced setting to the station and create a multimodal interchange and gateway to the city centre.

Case Study - Exeter Central Station Square and High Street

Exeter Central station redevelopment was opened in 2014 with improved gateway public realm and interchange. Previously, traffic could use highway space that butted against the station forecourt. The improved layout includes a new bus shelter, taxi provision, free and user-friendly pick up and drop off facility for rail users, formal cycle parking as well as loading bays for local businesses and their customers, and a dedicated car club parking space in partnership with Co-Cars.

Exeter Central Station Square and High Street

Hereford case study - Hereford Station Multimodal interchange

As part of the Hereford City Centre Transport Package, Herefordshire Council have developed a concept drawing for a new transport hub at Hereford Rail Station. The design incorporates a multi-modal hub for rail, buses, pedestrians and cyclists.

The County Bus Station land is allocated for re-development, and as such, the new transport hub at the station would create an improved sense of arrival through new public space which integrates travel interchange functions.

It is important to design a hub that maximises pedestrian and cycle connections to the city centre nearby, as well as the bus interchanges on and off-site. An evolved design for this multi-modal interchange has been included below to use the new development frontage to better define the urban space.

Bath Station has very successfully developed these principles with an arrival square, frontage development, city bus station and legible walking gateway into the city centre.

Hereford case study - Relocation of City Bus station to New Market Street Bus Hub

Relocating the City Bus Station to New Market Street will provide a better connection to the city centre, through already well-established pedestrian routes. A 'skip-stop' arrangement will allow a large volume of transfers and can improve operations along this high-volume transport corridor.

There are several UK examples, including Anchor Road, Bristol and Royal Parade, Plymouth which have this type of arrangement, complimented by wide footways and streetscape improvements.

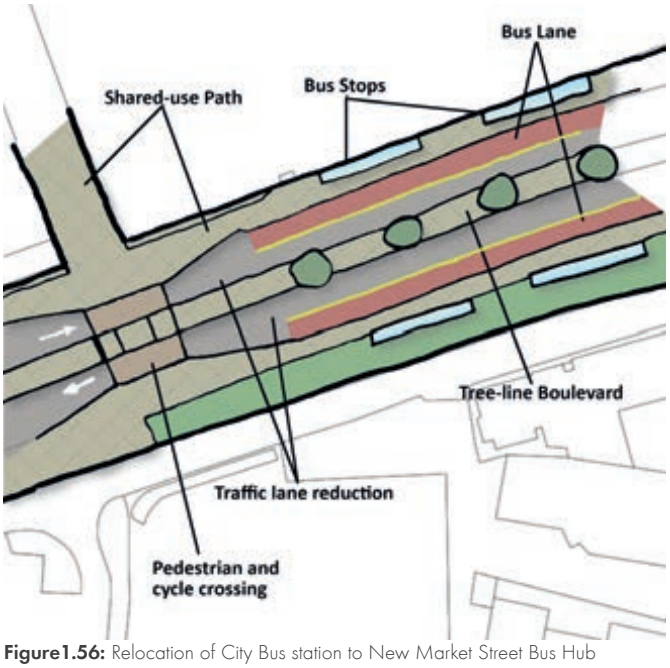


Figure1.56: Relocation of City Bus station to New Market Street Bus Hub

Connected and continuous active travel networks

Providing a connected, as well as a continuous, active travel network encourages active travel as a preferable mode of transport to the private motor vehicle. It must link all the key origins (neighbourhoods) to key destinations (employment, retail, leisure, education sites etc) through a coherent, direct and safe network.

The focus in Hereford should be on a continuous network with investment in problem areas such as large junctions. Hereford has a good cycling network comprising both on- and off-road routes, however these routes often do not all link up. The Great Western Way (GWW) is a 3km off-road lit route connecting the south of Hereford to Moorfields/ Widemarsh. There is a network of suggested quiet streets around the city centre, however very little within the old city walls/ inner ring road (Victoria Street, Newmarket Street, Blueschool Street and Bath Street).

The council has set an example of good segregated on-road infrastructure (Kings Street – cyclists are protected against contraflow traffic by a stepped cycle track and on-carriageway lane), however there needs to be a continuous, consistent and legible cycle network.

Connections across the inner ring road are non-existent, severing any links to the city centre. Victoria Street especially poses a large barrier for cyclists as there are limited crossing points. There is an existing subway connecting to Eign Gate, however cycling is prohibited, and cyclists are required to dismount. This reduces the coherence and directness of a cycling route.

PROWs in the city centre are also limited, however, to be expected. Footpath provision is good through the city centre, with several pedestrianised core streets (Eign Gate, High Town, Commercial Street).

Precedent – Leicester City Centre

There are a number of towns that have a well-connected and continuous active travel network. Leicester, one of the Cycling Demonstration Towns, has similar city centre characteristics and road layouts to Hereford. The A594 road around the city centre acts as a substantial barrier between the city centre and the neighbourhoods north, south, east and west of the city. An off-road cycle route along this corridor with frequent toucan crossings and connecting links to the neighbourhoods reduces these barriers.

Leicester City Centre

City Centre Active Travel Strategy

Herefordshire Council are always promoting and developing their active travel networks within Hereford. The latest walking and cycling map identifies a selection of on- and off-road routes on the periphery of the city centre, however limited provision in the city centre core.

This Active Travel Strategy provides suggestions for a more connected and coherent network between the existing routes and the city centre.

The principles of this strategy are to provide suitable routes through the city centre, as well as crossings across the ring road to enable connections to the existing routes, such as the Great Western Way.

This includes changing the street design to prioritise pedestrians and cyclists through measures such as slow streets and contraflow cycle lanes. Slow streets with streetscape improvements will reflect the character and history of Hereford's roads and create an environment that will encourage greater movement of pedestrians and cyclists.

Hereford case study - Extension of Contraflow track on King Street/ Broad Street

A contraflow cycle lane already exists on King Street, however, this finishes at the western end of Broad Street leaving cyclists 'stranded' at a point with no direction of how or where to continue their route. The continuation of this contraflow will provide a more direct route to the city centre shopping precinct without the need to dismount. This solution would require parking spaces to be redesigned and the cycle parking to be reallocated to allow space for the cycle track.

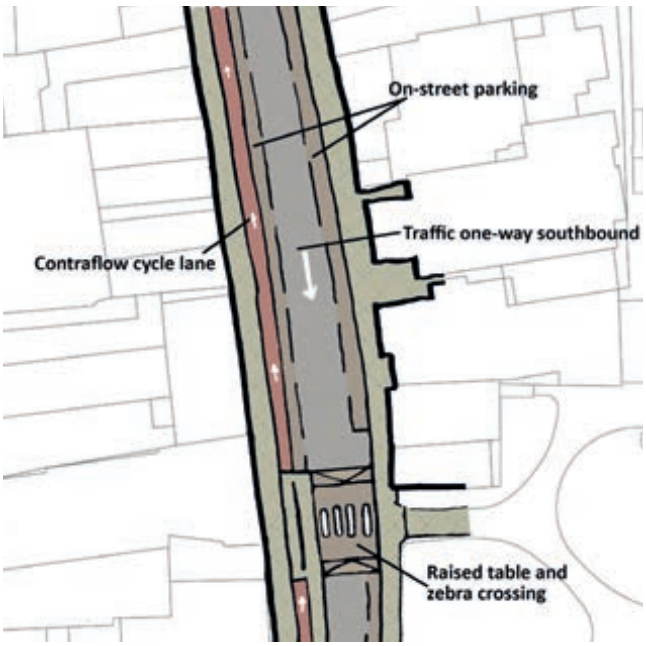


Figure1.57: Extension of Contraflow track on King Street/ Broad Street

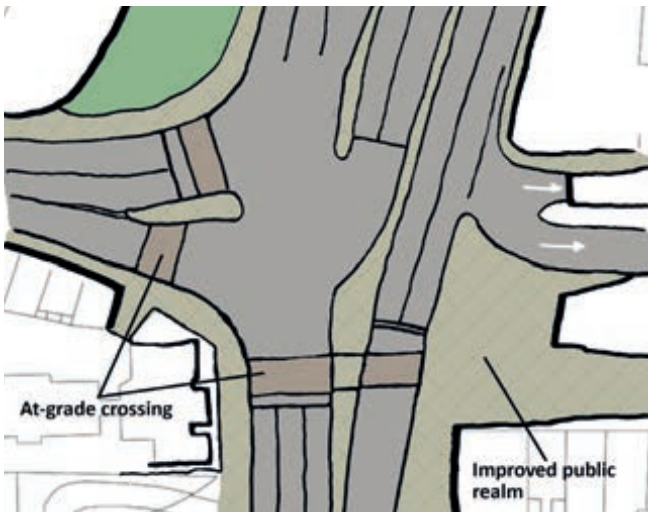
Figure1.58: Suggested Active Travel Strategy Map

Hereford case study - Connections across the A49

Currently, connections across the A49 into the city centre are limited, and safe and direct crossings to improve the active travel networks could be improved. Currently a subway provides a crossing point for both pedestrians and cyclists, however there are often safety concerns with this type of infrastructure. It is suggested that an at-grade crossing across the A438 from Bewell Street for both pedestrians (via a series of staggered crossings) and cyclists (via a single traffic light stage spanning the whole width of the road) could be provided to improve safety and coherence of active travel routes into the main city centre precinct. This could be completed in the short term, without the requirement of a bypass or carriageway removal as it only requires limited changes to the junction arrangement (additional traffic signal for southbound traffic).

A good example of such infrastructure is the pedestrian and cycle crossing on the A4174 at Bristol Road, Bristol where a separate cycle signal holds back traffic to allow cyclists to cross safely. Pedestrians cross via a staggered crossing.

Short term changes:



Longer term potential changes:

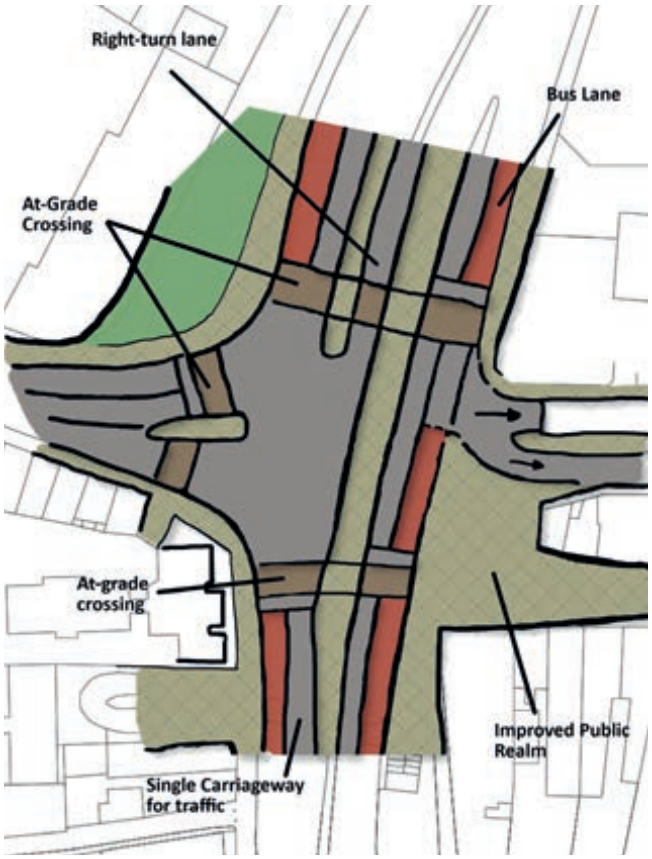


Figure1.59:
Top - A diagram showing a new at-grade pedestrian crossing which could be completed in the short term, without the requirement of a bypass or carriageway removal as it only requires limited changes to the junction arrangement (additional traffic signal for southbound traffic).
Below - a diagram illustrating longer term changes to the junction

Rationalising and managing car parks

Management of car parks can have a positive impact on economic viability by enabling more productive use to be made of the spaces within towns. Hereford, as a market town, has many attractive streets and spaces, and the parking, combined with the volume of traffic, can detract from this charm and is an inefficient use of city centre land.

Hereford Parking Strategy summarises its desire for the phased rationalisation of smaller car parks and the consolidation of parking at the edge of the central area adjacent to key access corridors over the period 2015-2021. There are a mix of private and council-owned car parks in the city centre, however Herefordshire Council own approximately 70% of all the surface car parking in the city centre. 57% of the parking spaces are located north of the A438, between Edgar Street and Commercial Road.

Rationalising parking to promote 'gateway parking' frees up space within the more character sensitive areas, as well as reducing the volume of traffic in the city centre seeking parking as users are not as pressured to find a space within the city centre. For example, the longer term consolidation of parking from West Street, Berrington Street and Little Berrington Street and relocating this parking into a new multi-storey car park in an appropriate location could have a positive effect on the public realm on the west side of the city centre. This would release land for redevelopment and reduce the volume of traffic in this area.

The Hereford Parking Strategy also describes progressing the implementation of Variable Message Signs (VMS), complimented by rationalising car parks. Once the rationalisation of smaller car parks has been further developed, VMS can be implemented in Hereford directing people to the major larger car parks on the periphery of the city centre.

Case Study – Guildford City Centre

Guildford Borough Council have developed a sustainable parking strategy for Guildford town to balance regeneration and revenue. One of the main objectives is to reduce parking in the town centre to the peripheral car parks to encourage a 'drive to' approach, rather than a 'drive through' approach. The capacity for city centre car parking is mainly through large multi-storey car parks and the edge of settlement park and rides.

Hereford case study - New street design to integrate on-street parking on St Owen's Street

St Owen's Street is currently a wide one-way southbound street with parking on both sides of the carriageway. Georgian buildings front the street and are 'hidden' by the modern cars that park on-street.

This option suggests public realm improvements to 'manage the car parking' rather than reduce the on-street parking, increasing the place function. This fits in with the recent on-street parking changes (extension of the maximum stay period for pay and display parking bays to 2 hours) enforced by Herefordshire Council. Redesigning the streetscape will create a more attractive public space, but could also result in a reduction of traffic speeds. This includes a feature table junction, footway extensions and crossings on textured surfaces.

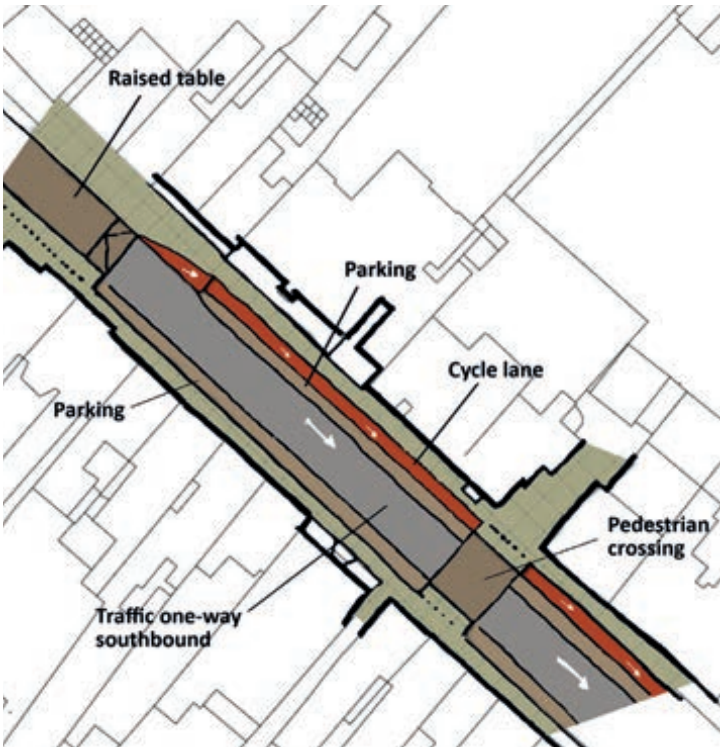


Figure1.60: New street design to integrate on-street parking on St Owen's Street

PART E

SITE AND AREA GUIDANCE

CITY CENTRE FRAMEWORK

Hereford has ambitious plans for growth including the regeneration of parts of the city following the delivery of the City Link Road and the development of the New Model in Technology and Engineering University (NMiTE). The challenge, which the guidance in this document seeks to address, is that development proposals not only regenerate the city in economic terms, but also enhance the historic and natural environment by encouraging opportunities for the attractive and innovative design of new buildings, streets and spaces. These proposals must be 'distinctively Hereford' and designed in a way that is sympathetic to the rich architectural heritage within the city centre.

A series of strategic moves have been identified that should help to shape future growth and development in the city centre:

1. A shift in the road structure

The delivery of the City Link Road has had a transformational impact on Hereford's strategic road network. This ambitious project will allow the continued improvement of Newmarket Street/ Blue School Street and Commerical Road towards a boulevard environment, rebalancing the street environment in favour of pedestrians and cyclists. The strategic movement of vehicles through the city centre should be focused along Victoria Street/Edgar Street and along the City Link Road to allow the reduction in the dominance of traffic on other city centre streets.

2. Opening up the Wye Valley

There are opportunities to create a fully connected green network that surrounds the city and provides a continuous cycle network linking green spaces and residential neighbourhoods. The new route will integrate with existing routes, for example with the former railway line and paths along the river Wye. The network will also improve the possibility for people to commute by bike on a daily basis for short distances to work, school and, in the future, the university.

Figure1.61: City wide Framework

Station
Arrival
Widemarsh Street
10 minute walking radius
Medieval
Pattern
Aubrey
Quarter
Wye Valley

3. Consolidation of retail

Retail is changing and this has led to vacancies in high streets everywhere. Hereford has a good independent offer which will help to strengthen the city's appeal but careful consideration is needed about the best areas to focus the retail offer in Hereford. There are opportunities to focus and strengthen key retail circuits including the streets around High Town including Church Street, High Street and Matlord Street/Gomond Street, alongside the connection along Widemarsh Street to Old Market. This route could be enhanced as a loop back to High Street by improvements to the area around Tesco and the bus station to strengthen the pedestrian connection.

In other areas of the city centre there should be a diversification of what is acceptable within the existing retail frontage. This may include a move towards employment, leisure, education or community spaces.

4. A dispersed university quarter

The new university should be infused within the city centre, rather than as a separate or focused campus. This will ensure that it has a broader impact on the vitality of the city and forms an integrated part of the city. Key opportunities exist in the area between Widemarsh Street and the station, as well as around Shire Hall.

Figure1.62: Diversification of the use of shop units. Top - Hereford College of Art using an empty shop in the city centre to display the graduate degree show. Bottom - table tennis units in a shop unit in Cambridge

5. Bridging the gap between the city centre and station

The area between the city centre and the station is currently a gap in terms of the continuity of the city. Commercial Street acts as the primary connection between the station and the city centre but other new pedestrian routes should be introduced to complement this primary route. Commercial Road and Widemarsh Street will still be the key spines, but these should be supplemented by more minor routes. New development in this area will help to bridge the gap that currently exists and create new east to west routes between the station and the football ground and Courtyard theatre. The intensification of the area around the station is also important in terms of enhancing placemaking and the arrival experience to the city.

6. Supporting organic change

The Design Guide sets out more detailed principles for an area of the city which has been named the Aubrey Street Quarter. This is an example of a framework plan to support fine grain development and enhancement of the public realm, to complement the existing character of this part of the city.

7. Irregularity of grain within the city walls

The irregular medieval street pattern is an important characteristic which must shape proposals in other areas of the city centre. Imposing a regular grid for development within the city walls will not be appropriate. Re-stitching areas of the city centre by creating new passageways and lanes, connecting fine grain development blocks will be encouraged.

8. A compact city

Hereford is a compact and therefore a walkable city. All of the city centre can be reached within a 15 minute walking radius. The design guide includes a series of proposals to improve the legibility of the city to encourage walking and cycling and reduce the impact of traffic on the city centre.

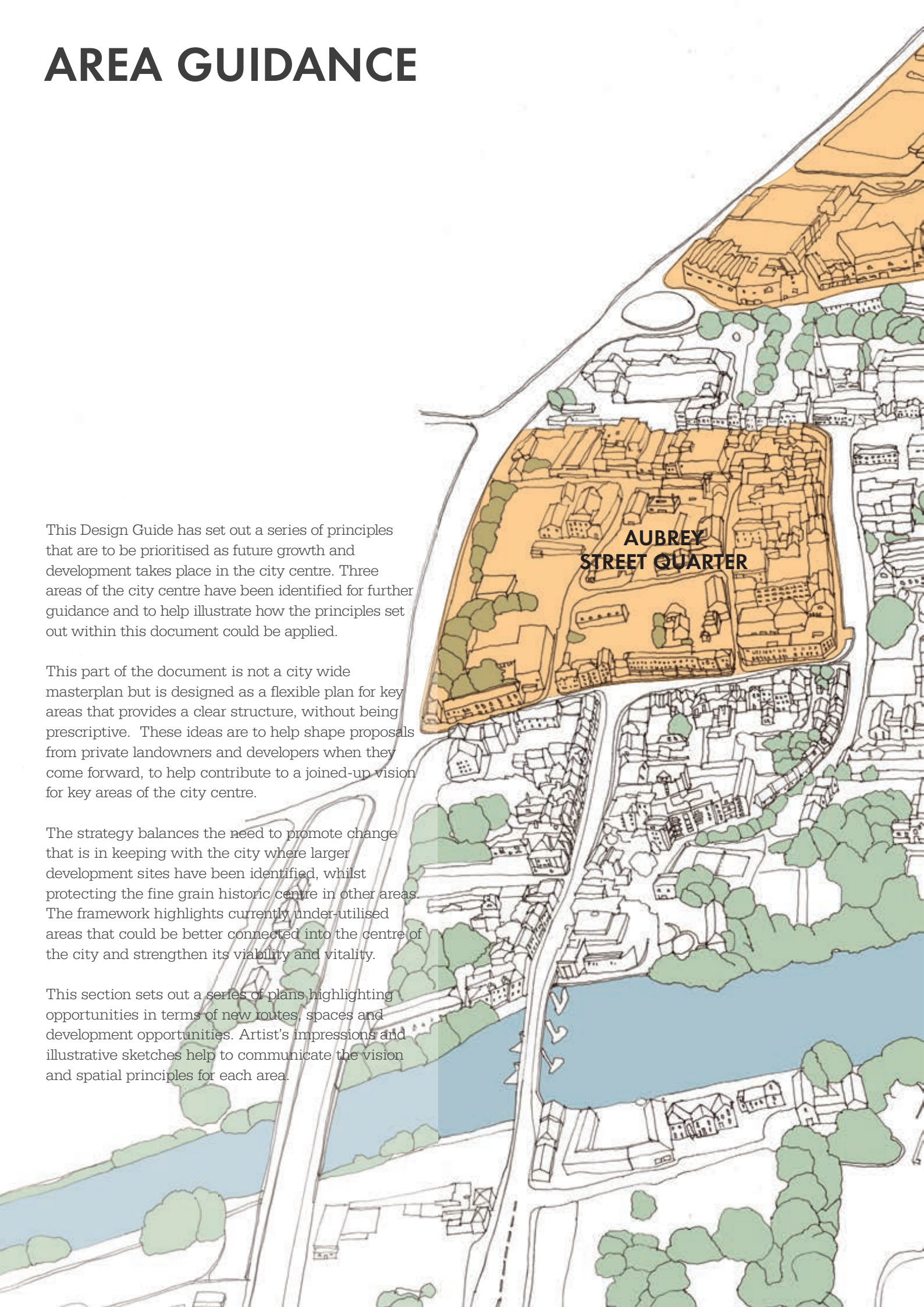
AREA GUIDANCE

This Design Guide has set out a series of principles that are to be prioritised as future growth and development takes place in the city centre. Three areas of the city centre have been identified for further guidance and to help illustrate how the principles set out within this document could be applied.

This part of the document is not a city wide masterplan but is designed as a flexible plan for key areas that provides a clear structure, without being prescriptive. These ideas are to help shape proposals from private landowners and developers when they come forward, to help contribute to a joined-up vision for key areas of the city centre.

The strategy balances the need to promote change that is in keeping with the city where larger development sites have been identified, whilst protecting the fine grain historic centre in other areas. The framework highlights currently under-utilised areas that could be better connected into the centre of the city and strengthen its viability and vitality.

This section sets out a series of plans highlighting opportunities in terms of new routes, spaces and development opportunities. Artist's impressions and illustrative sketches help to communicate the vision and spatial principles for each area.




WIDEMARSH
STATION
ST PETERS SQUARE
AREA

AUBREY STREET QUARTER

The area between Victoria Street to the west, Broad Street to the east and to the north of Kings Street has a very distinct character. Just inside the City Walls the historic maps show the same narrow lanes, yards and diversity of uses that characterise the area today. Set behind the more prominent routes in the city centre, the area had been used for making and manufacture, as well as civic uses such as a hospital, school and an orphanage.

Today we see remnants of these manufacturing uses with robust brick warehouses and Victorian cottages. These are undervalued heritage assets that should be used to help shape the future character of the area. At the northern end of Aubrey Street a collection of businesses and restaurants have already clustered to create a vibrant and creative atmosphere that can be used as a precedent for this part of the city.

The high level framework diagrams on the adjacent page sets out some important principles:

- One key issue for the area is the extent of surface car parking that currently breaks down the frontage in the area and has a negative visual impact. Removing these surface car parks and replacing them with appropriate development or public realm would help to reduce the number of vehicles entering the area and improve the environment for pedestrians, making the lanes more attractive to explore.
- Redeveloping the surface car parks alongside a number of the buildings that are out of character with the area, as and when they come forward would help to mend the fine grain structure of blocks and yards. These new buildings should be designed with reference to the existing brick warehouses (see Part A, principle 4).
- There is an opportunity to create new public spaces in courtyards and through taking space back from vehicles. This would form pocket green spaces through appropriately sized interventions that take their cue from the existing structure of lanes and yards.
- A priority should be to improve the setting of the City Wall and improve the public realm along Victoria Street.
- This area could provide a new type of space in the city for studios, small scale employment and food tourism to bring into the city artists working in the wider county.
- Lower quality buildings, both on Broad Street and West Street/High Street may provide a longer term opportunity to better connect this quarter into the rest of the city via characterful passageways.

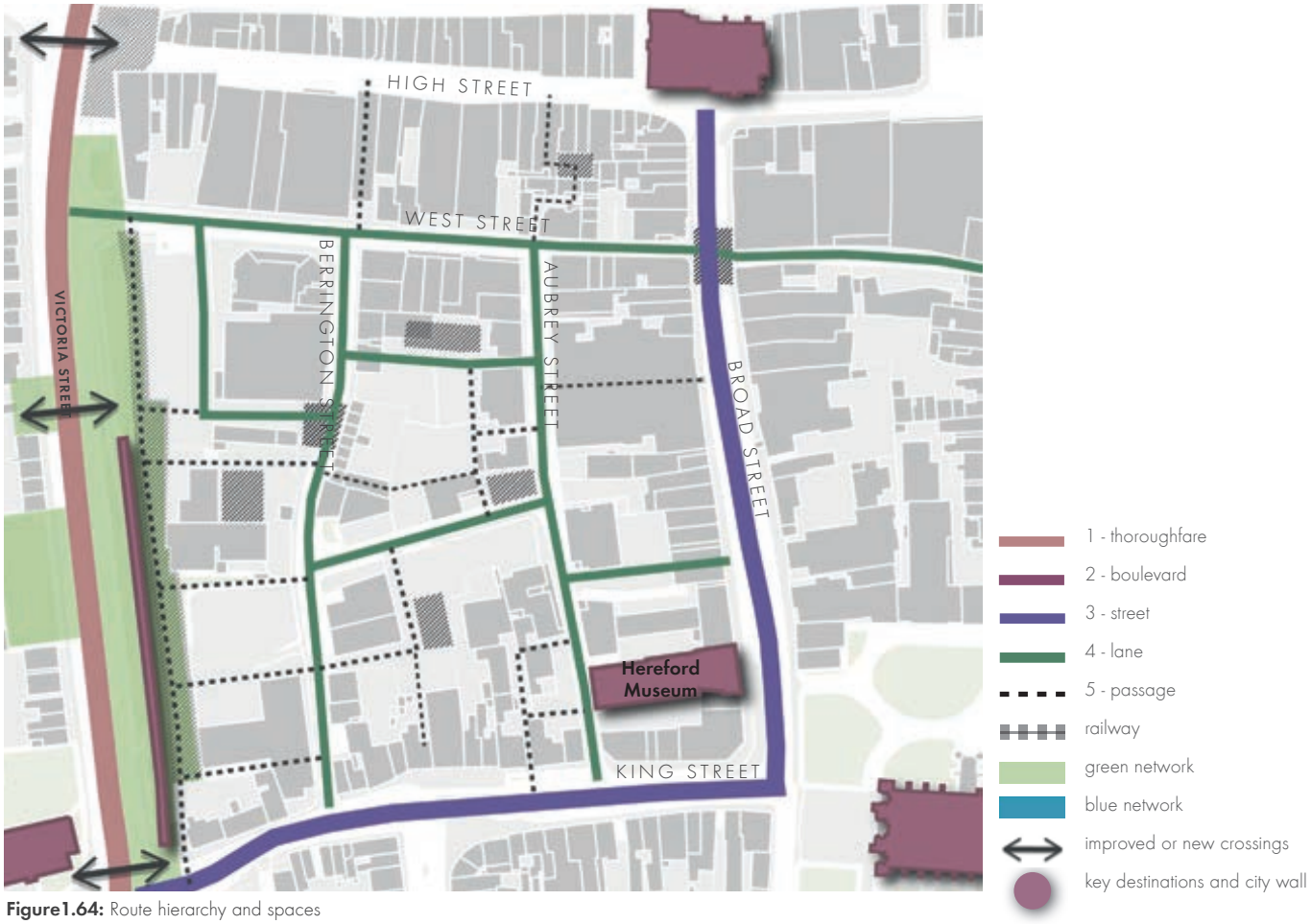


Figure1.64: Route hierarchy and spaces

Figure1.63: Development grain, views and landmarks

Restitching the Yards and warehouses character

The sketch on the opposite page illustrates one way in which the framework diagrams could be delivered. The plan sets out how new buildings and spaces could come forward to help reinforce the character of yards and improve the setting of undervalued heritage assets.

There are a number of strong north to south routes which are enhanced with more continuous frontage, with perhaps a longer term opportunity to connect into High Street through the redevelopment of one of the less attractive units on West Street/High Street. Throughout the area the structure of lanes will become clearer by mending gaps in the frontage.

Improvements to the junction of West Street and Broad Street would help signal the threshold into this area and highlight it for pedestrians as an area of the city to explore. Generally the design of the lanes should signal to any vehicle requiring access that pedestrians have equal priority. Sympathetic material palettes to the character of the area, such as cobble stones, should be used.

The east to west routes within the area have been extended to the City Wall. This opens up opportunities to create new public spaces and enhance the setting of the wall. The sketch communicates the concept of a linear green space along the City Wall which would help improve connectivity to Victoria Street and to residential neighbourhoods beyond this with a number of new pedestrian crossings.

Within each of the city blocks, smaller scale connections for pedestrians should be delivered wherever possible, mimicking some of the lanes and yards within this area, as a familiar characteristic of the medieval street pattern across the wider city. These passageways might open up into larger yards or courtyards which might be used for planting, cafe seating or for maker spaces and studios.

Figure1.65: An indicative sketch illustrates how development around Shire Hall could come forward

Figure1.66: Left - the existing view along Berrington Street. Below - an artist's impression of how improvements to the public realm and new development could look in this area

Improving the setting of heritage assets in the city centre

Retention and refurbishment of existing building

New buildings in keeping with the scale of the area. Features such as shutters reflect the warehouse character of some of the surrounding architecture

Public realm enhancements in keeping with the character of the area

Refurbishment and extension of the existing Victorian warehouse. Perhaps the building contains new workspaces and a cafe

A new public space improving the setting of the City Wall

New city centre homes facing onto a new mews street

ST PETER'S SQUARE AREA

Shire Hall is one of the most significant landmarks in the city centre and provides a memorable book end to the public spaces associated with High Town. The building stands proudly on St Peter's Square alongside the Church but the public space does not currently do justice to these special buildings. Although the space is described as a 'square' implying use by pedestrians or for events, it is really a space dominated by tarmac and waiting buses. Rethinking how vehicles use this space could offer a significant improvement to the public realm in this part of the city.

Additionally, the area behind Shire Hall has a number of surface car parks which have broken down the structure of routes and blocks. If some or all of this area was redeveloped it could contribute in a positive way to the vitality of this eastern side of the city.

The high level framework diagrams on the adjacent page set out some important principles for how development in this area could come forward:

- Goal Street and St Owen's Street are the primary routes through the area. Many of the existing lanes and passageways between these streets should help to structure a new series of blocks that could come forward on the surface level car parks in this area. This car parking should be replaced by a multi-storey car park in an accessible location on the edge of the city.

- New development would provide better frontage to Gaol Street and Bath Street, mending the gaps created by the surface car park.

- Rethinking how vehicles pass through St Peter's Square provides a significant opportunity to enhance the setting of both Shire Hall and St Peter's Square and create an improved public space in the city centre.

- These new buildings could provide a home for university buildings, new homes or employment spaces.

- Redevelopment in this area provides a significant opportunity to improve the setting of the City Wall, making more of this important heritage asset.

Figure1.68: Route hierarchy and spaces

Figure1.67: Development grain, views and landmarks

A fine grain of buildings and spaces

This sketch adds a level of detail to the framework plan for the St Peter's area to explore how new development could come forward here that is in keeping with the fine grain of the medieval city centre.

The sketch helps to articulate how each building block could come forward in plan form - either as a perimeter block with a small courtyard, as a series of town houses with gardens behind or as an office or university building where the footprint of the building occupies the entire plot.

The plan also illustrates in more detail how the setting of the wall is improved, opening up new spaces alongside Bath Street. One key example is a new green space that is created opposite the former school. Together, with the space in front of the school, a significant new open space is created in the city centre.

Other spaces created around Shire Hall form a new legible route to the hospital campus along Kyrle Street. Similarly, an interesting opportunity exists to explore the potential to open up new routes from the rear of Shire Hall into the series of yards and spaces that house 'The Shack Revolution' and provide new spaces to foster and support this independent and creative character.

Figure1.69: An indicative sketch illustrates how development around Shire Hall could come forward

Figure1.70: Above - the existing view of St Peter's Square and Shire Hall. Below - an artist's impression of how improvements to the public realm and new development could look in this area

New green space outside the front of St Peter's Church

A pedestrianised space is created here by closing the road in this location. All traffic will now travel in front of Shire Hall, in the area currently used solely by the buses.

Cobbled carriageway to encourage cars to move slowly through the space and improve the continuity with the public space in front of Shire Hall

Removal of car parking to open up the space in front of Shire Hall as public space and improve the setting of this important building

New route and development behind Shire Hall that is of high architectural quality and in keeping with the scale of the surrounding city

Improvements to the setting of the war memorial

New bus stops provided at the widest part of St Owen's Street

WIDEMARSH TO STATION

The area between Widemarsh Street and the station is the key area that can deliver significant new growth for the city. The City Link Road and associated flood mitigation work has unlocked a number of sites that have the potential to deliver a transformational impact and kick-start growth in this area of the city.

The Old Market scheme and changes such as the development of the hotel and delivery of the new health centre are the seeds for the wider transformation of this area of the city.

The high level framework diagrams below set out some important principles:

- A simple and fine grain irregular grid structure that is in keeping with the scale of blocks in the city centre.

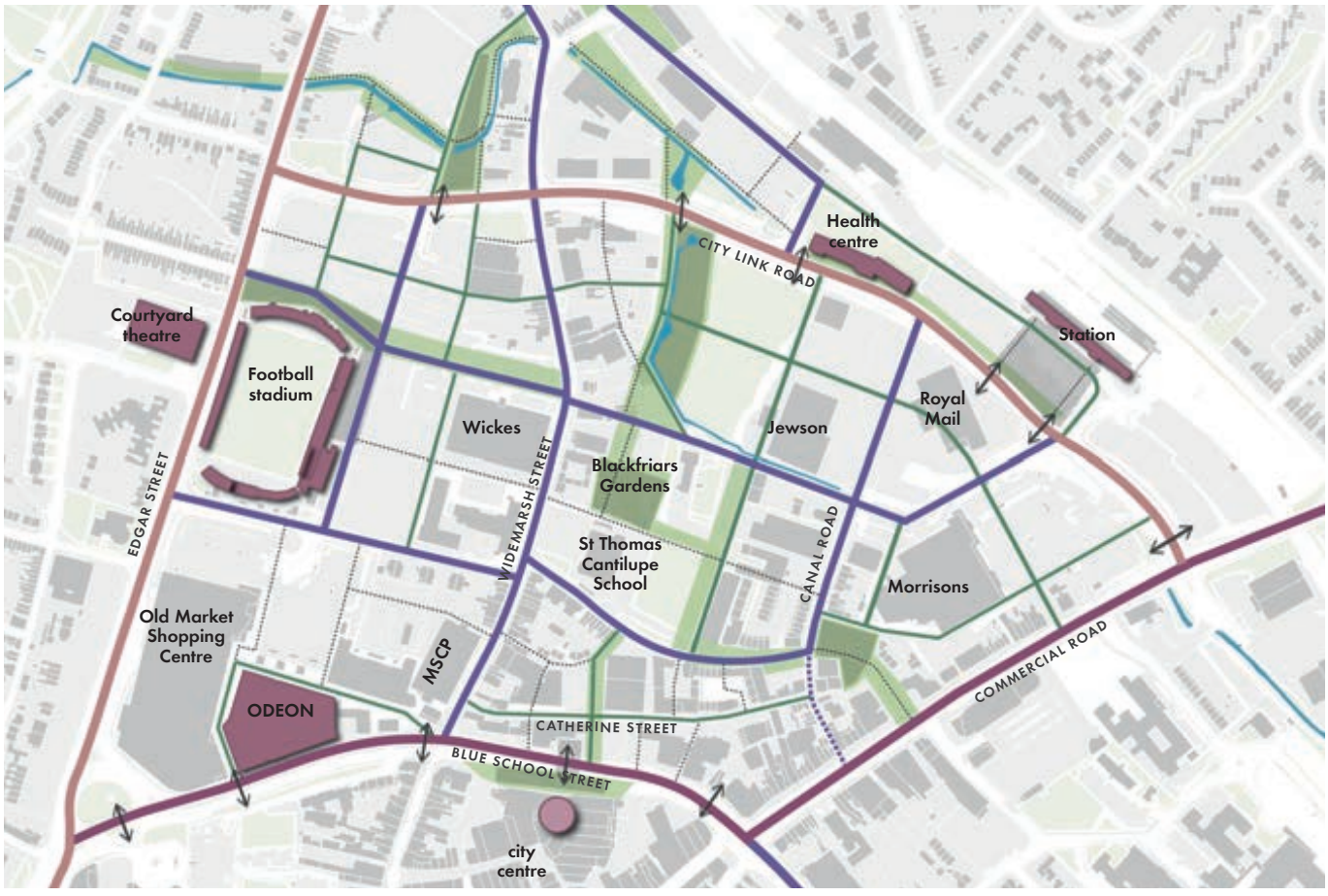


Figure1.71: Route hierarchy and spaces

- A hierarchy of routes where streets connect through to destinations, with lanes and passages providing more regular connections between blocks.
- Opportunities to deliver a connected network of green and hard landscape spaces between the station and the city centre (please see following page for further detail).
- Opportunities to improve the townscape quality in this area to enhance existing views and create new views towards high quality buildings.
- It is likely that a number of blocks such as the Royal Mail site or the Morrisons supermarket would only come forward in the longer term if their existing uses ceased.

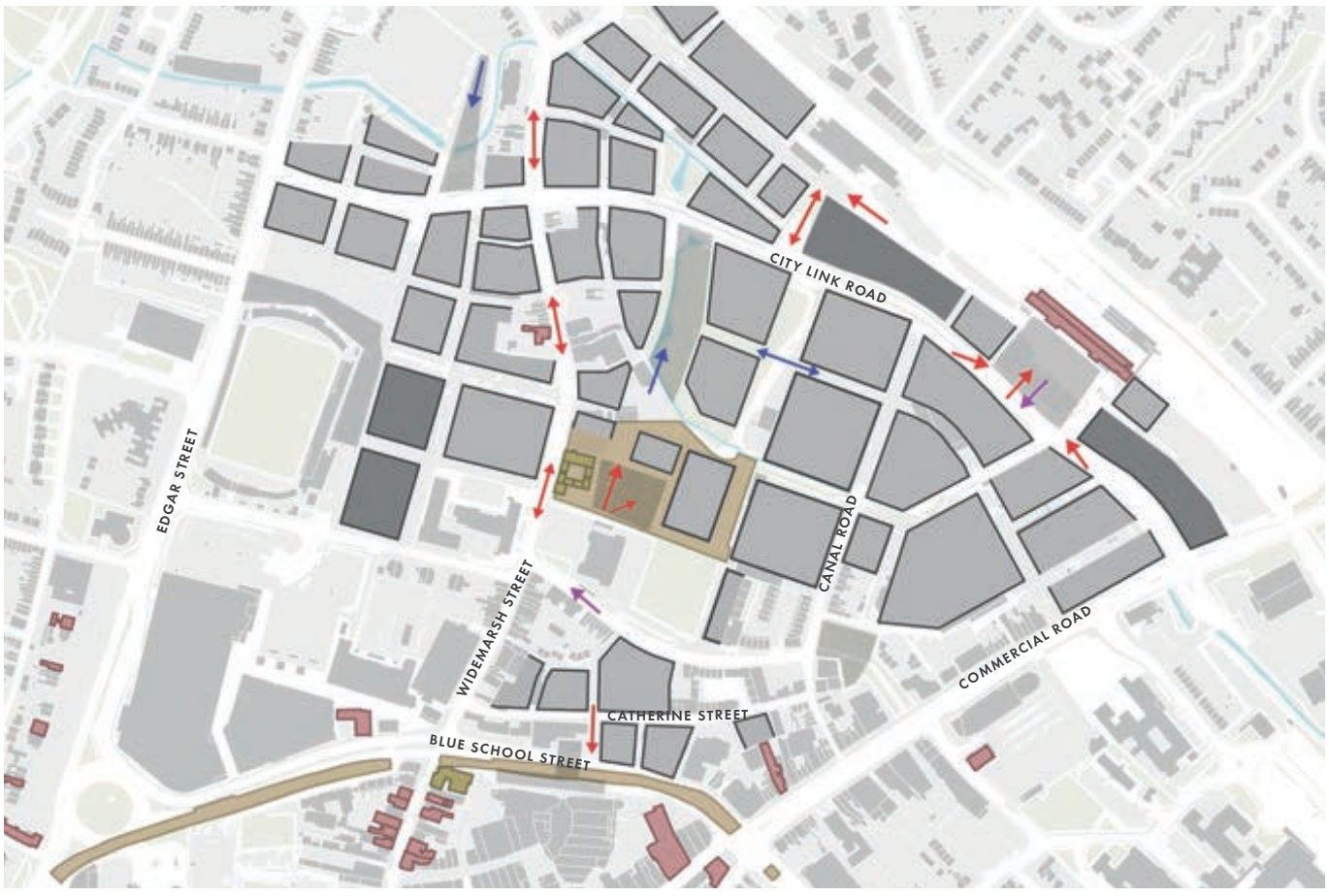


Figure1.72: Development grain, views and landmarks

Opening up a green route

This sketch zooms into part of the framework plan for the Widemarsh Area to explore how new development could come forward here to help contribute to a wider network of connected routes and spaces.

A series of key principles have been identified:

- Use existing and proposed green spaces to help create an alternative new route between the station and/or the new Health Centre into the city centre.
- Setting back the development blocks to allow for flood defences for the brook opens up a green space that could better connect into existing assets such as Blackfriars Road Garden.
- Use tree planting and smaller pocket parks to connect between other spaces along lanes and passageways.
- A new street to the north of Blackfriars Road Garden provides a direct east-west route between the stadium and The Courtyard towards the station. This will run alongside Widemarsh Brook which is an opportunity for an attractive street environment.
- At the back of Maylords Shopping Centre an opportunity exists to improve the crossing over Blue School Street and create a connection through towards Coningsby Street as development proposals come forward in this area. The environment along Blue School Street should be improved in the same way as Newmarket Street.
- As development comes forward the environment of the City Link Road should be improved with development that provides strong frontage to the street. Pedestrian crossings to uses such as the health centre and bowling centre should also be provided.

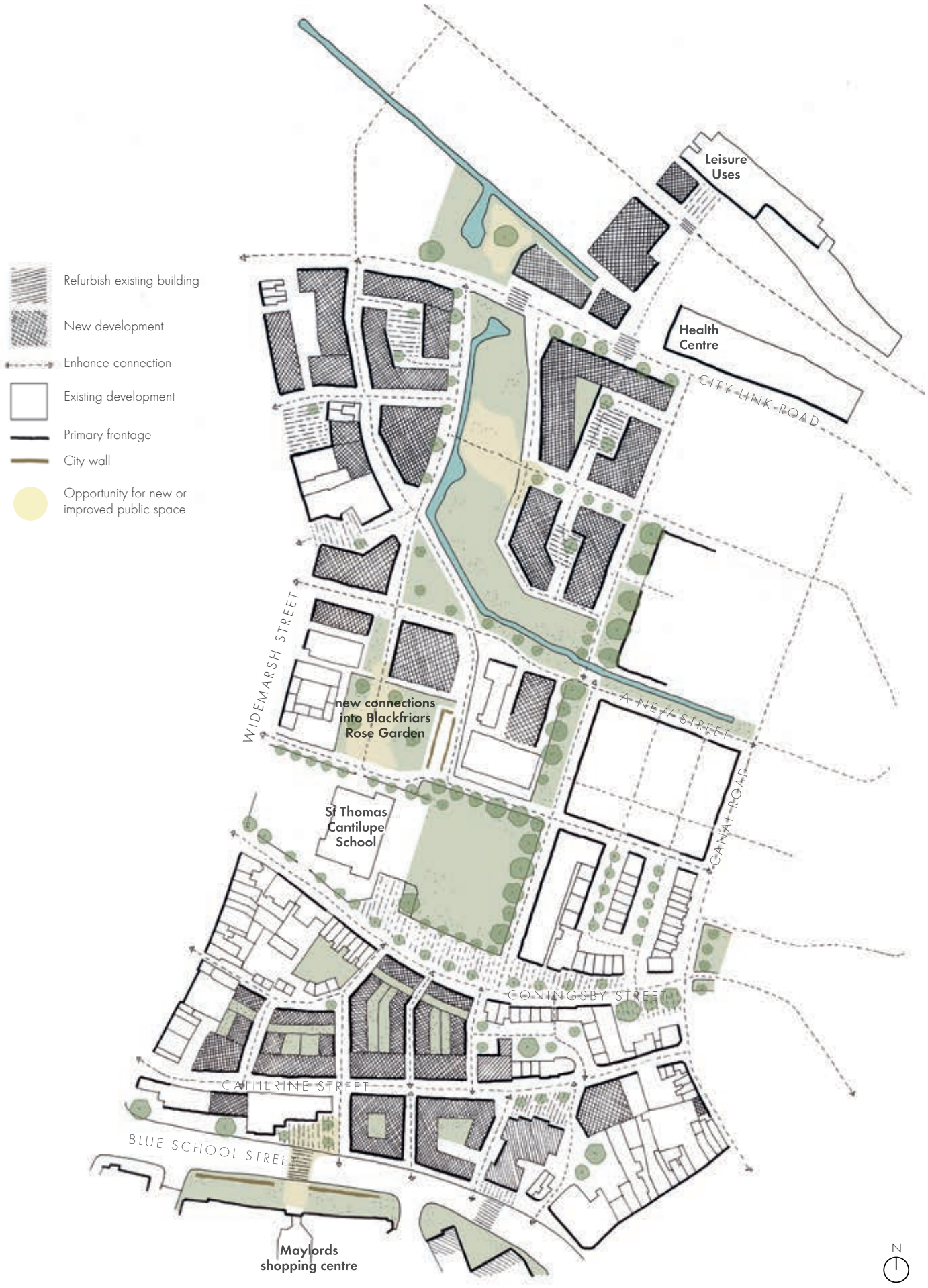


Figure1.73: An indicative sketch illustrates how a new green route from the city centre to the City Link Road and new health centre could be delivered

Figure1.74: A new space created at Cambridge Station with new buildings creating active frontage complementing the Victorian station building (© Formation Architects)

Figure1.75: A new square was created at Bath Station to improve the interchange between trains and buses and create a new public space in the city (© Craig Auckland / Fotohaus)

A better arrival to the city

The construction of the City Link Road and the demolition of buildings that used to hide the attractive Victorian station building from view has opened up a significant and exciting opportunity to drastically improve the arrival experience to the city by train and bus.

This opportunity should not be underestimated as purely an engineering and transport project about interchange and accessibility. There is a once in a generation opportunity to create a new place, centred around the station building, with new buildings and public spaces enclosing and providing activity to a lively and attractive interchange space.

A series of key principles have been identified:

- The project should be about placemaking to create a new place and public space, alongside a new interchange to serve the city. This will mean testing engineering drawings against placemaking objectives to ensure that the space is not dominated by tarmac for vehicles. A separate Development Brief should be commissioned to consider the opportunity in greater detail.
- Any new interchange should celebrate the setting and quality of the Victorian Station building and use this to help structure a layout of new buildings and spaces.
- The project presents an opportunity to create a new pedestrian friendly public space for the city, framed on all sides by active frontage. The existing station building and two new buildings should together create three strong and active edges to the interchange space. In the longer term, redevelopment on sites on the southern side of the City Link Road should also help to contribute to this activity and sense of enclosure.
- Pedestrian movement through the space should be legible and the direction of the city centre should be clear.

BUS STATION AND TESCO CAR PARK AREA

The large Tesco and bus station area is a prominent site within the historic city walls. The supermarket currently breaks down the fine grain of the city centre and has a negative impact on the public realm and street environment on Bewell Street and Victoria Street.

The site presents a longer-term development opportunity to improve a legible retail circuit into Old Market and reinstate a more regular block pattern that successfully knits into the surrounding streets of the city centre.

Key principles for any future redevelopment of this area should include:

- A series of finer grain blocks and routes that replicates the scale of the pattern of the city centre. This area should be connected into the city centre by a grid of both lanes and passages to Windemarsh and Bewell Street.
- A more legible north/south route from Bewell Street should connect to Auctioneer Walk (adjacent to Debenhams) within Old Market to create a stronger retail circuit connecting into the city centre.
- New development should provide a better frontage to Newmarket Street and Victoria Street, helping to transform the environment of these routes into better city centre streets.
- Any development should contribute to improving the setting of the city wall and contribute to improving the city threshold at Eign Gate. This should include setting back any new building line at the corner of Bewell Street to allow for a widened street at this important junction to create a new public space.
- The scale and massing must respect the setting of existing landmarks such as All Saints Church. The redevelopment would present opportunities for enhanced and new views along the city wall and along a key route into the city centre from Edgar Street.

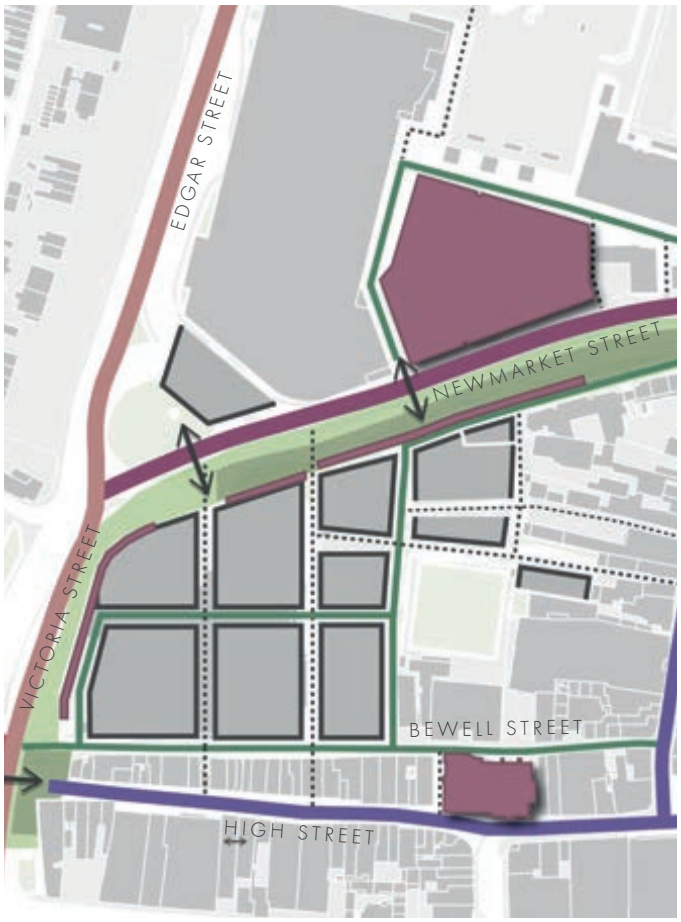
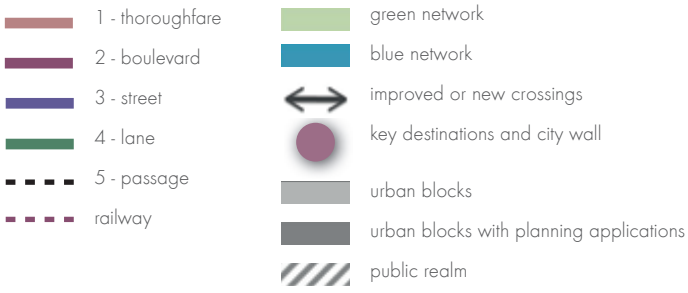


Figure1.76: Indicative development grain and routes in the longer term if the Tesco came forward for redevelopment in the longer term



NEXT STEPS

NEXT STEPS

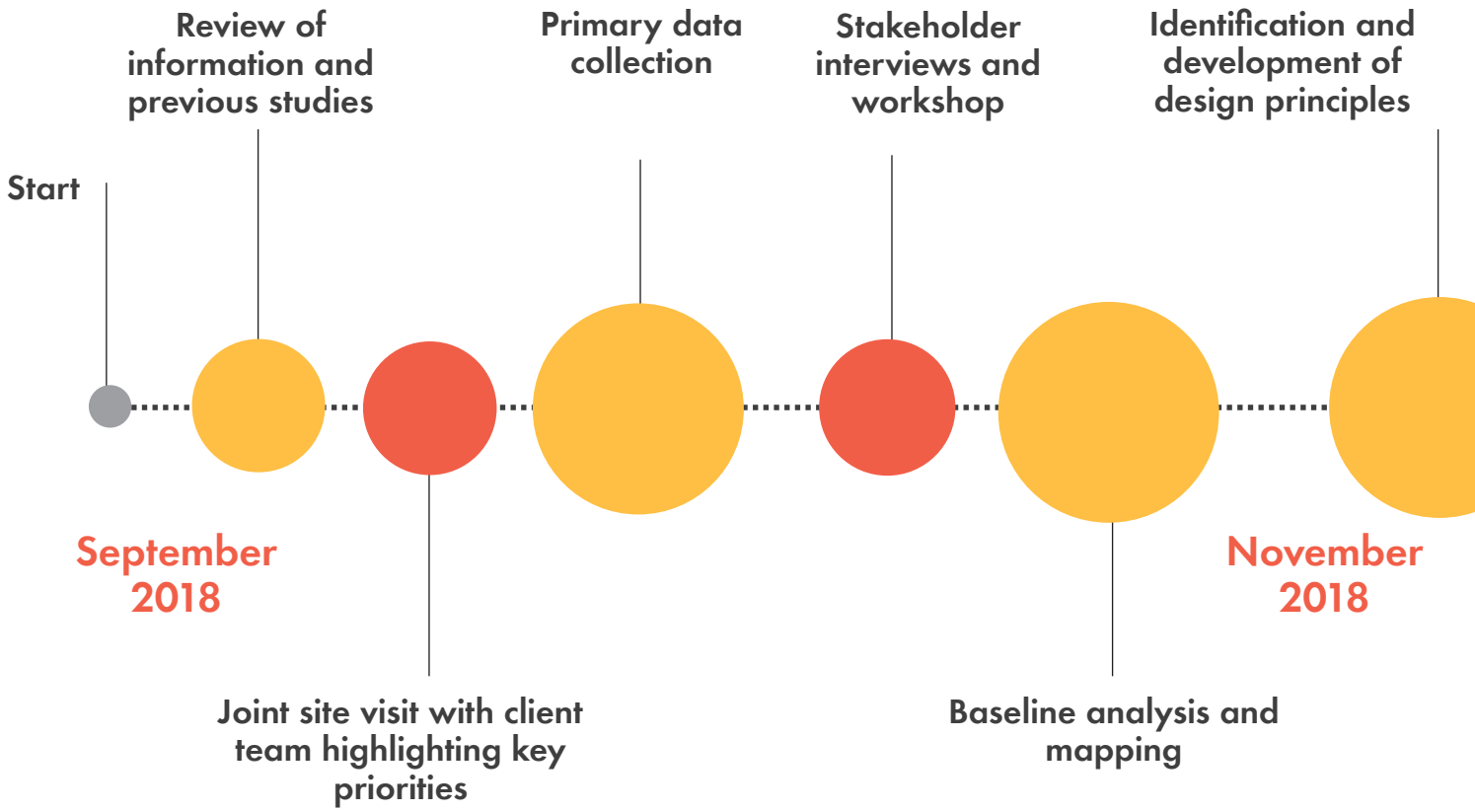
The purpose of this Design Guide is to help inform future development, growth and change in Hereford City Centre. This will include shorter term changes and improvements to the city's public realm; the shaping of smaller development proposals coming forward in the city to better complement its existing character; alongside a long-term vision for how larger quarters of the city could be redeveloped as sites between the city centre and the station come forward.

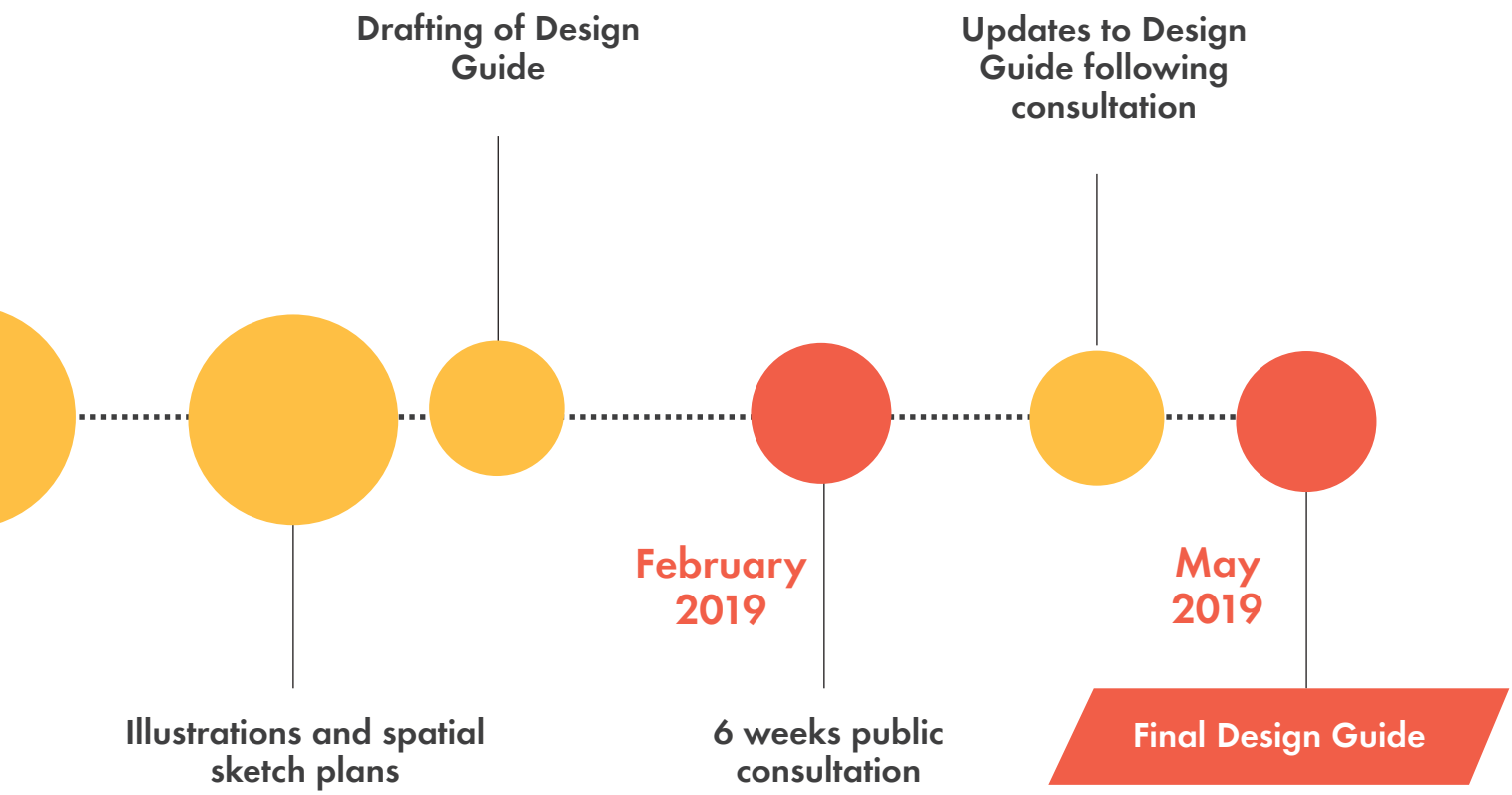
The aim is for the Design Guide to help raise the quality of development in the city, improve Hereford's streets and spaces, and help provide a vision for how growth of the city should be delivered. This will only be achieved through collaborative working between the Council, its public sector partners and local developers and landowners.

This document will support the preparation of the emerging Hereford Area Plan. It will be adopted by the Council as a Supplementary Planning Document and form part of the local development framework. The purpose of the document is to add greater detail in terms of design guidance for new development, views and building heights, public realm and movement proposals for the city centre.

The principles in the design guide have been informed by engagement with key stakeholders through meetings and workshops. This process will continue with a formal six week consultation process commencing on 28 January 2019.

Please submit your view on this draft document by visiting the Council's website.




Drafting of Design Guide
Updates to Design Guide following consultation
February 2019
May 2019
Illustrations and spatial sketch plans
6 weeks public consultation
Final Design Guide

APPENDIX 1
Glossary

block: The area bounded by a set of streets and undivided by any other significant streets.

built form: Buildings and their structures.

character: A combination of: the layout of buildings and streets; the height and appearance of the buildings; the amount and distribution of open space; and the density of a development.

conservation area: Areas of special architectural or historic interest designated by local authorities under the Planning (Listed Building and Conservation Areas) Act 1990.

density: Density is a method of measuring the intensity of development within a specified area. Density is calculated by dividing the number of homes by the site area in hectares. The site area includes roads and open spaces.

floor area ratio: The ration of a building's total floor area to the size of the piece of land upon which it is built.

grain: The nature and extent of the subdivision of the area into smaller development parcels showing the pattern and scale of streets, blocks and plots and the rhythm of building frontages along the street as a reflection of the plot subdivision.

GIS mapping: Geographic Information System – software to produce and analyse spatial maps

heritage asset: A building, monument, site, place, area or landscape identified as having a degree of significance meriting consideration in planning decisions, because of its heritage interest. Heritage asset includes designated heritage assets and assets identified by the local planning authority (including local listing).

intensification: increases in residential, employment and other uses through development of sites at higher densities with more mixed and intensive use.

legibility/legible: The degree to which a place can be easily understood and navigated.

locally listed building: These are buildings that do not meet the national criteria for statutory listing but do add to the local distinctiveness of the borough. Local listing status is a material consideration in the development control process and we have to take into account the desirability to sustain and enhance such assets.

listed building: Buildings of special architectural or historic interest designated by the Department of Culture, Media and Sport under the Planning (Listed Building and Conservation Areas) Act 1990.

massing: The combined effect of the arrangement, volume and shape of a building or group of elements. This is also called bulk.

regeneration: The process of putting new life back into often derelict older urban areas through environmental improvements, comprehensive development and transport proposals.

public realm: The areas of city or town (whether publicly or privately owned) that are available, without charge for everyone to use or see, including streets, parks and open spaces.

streetscape: The visual elements of a street, including the road, adjoining buildings, street furniture, trees and open spaces, etc., that combine to form the street's character.

SPD: Supplementary Planning Document – these documents are designed to add further detail to the policies in the Council's Local Plan. They can be used to provide further guidance for development on specific sites, or on particular planning issues.

urban morphology: The study of the physical form of settlements and the process of their formation and transformation to understand the spatial structure and character of an area.

vernacular architecture: architecture which is indigenous to a specific time or place (not imported or copied from elsewhere)