

# HEREFORD

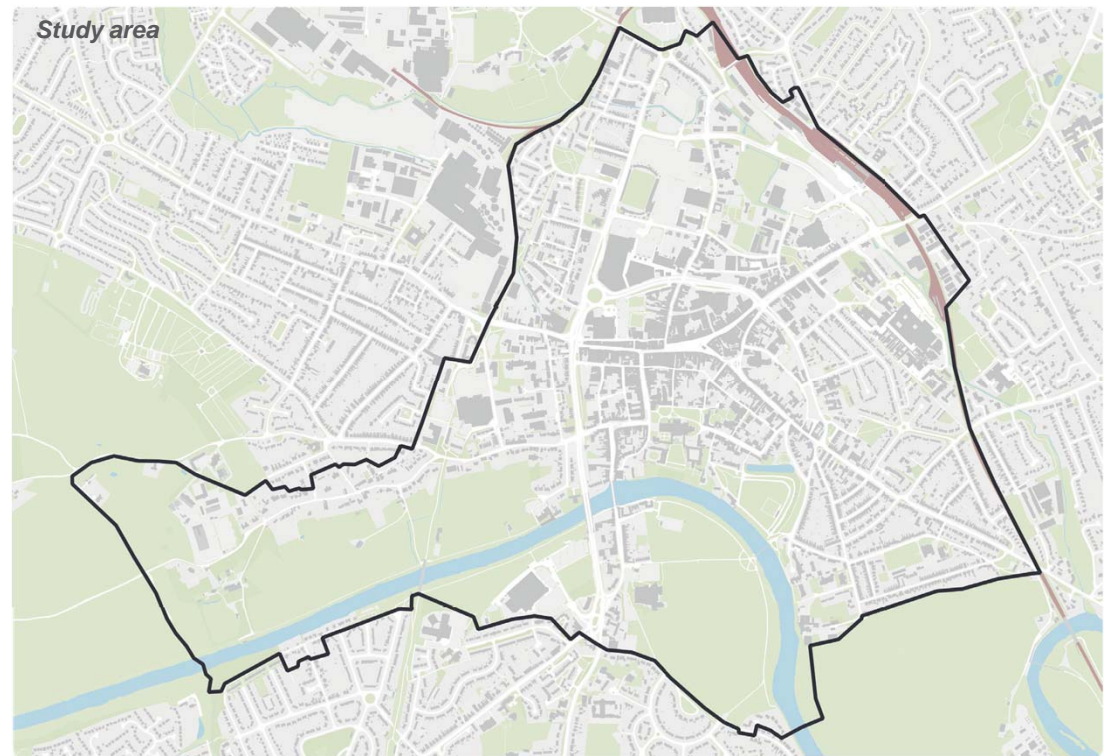
## DESIGN GUIDE

SUPPLEMENTARY PLANNING DOCUMENT



# HEREFOR D DESIGN GUIDE

- *To add detail for Hereford City Centre to the policy framework in the 2015 Core Strategy*
- *Guide regeneration and potential for growth in the town centre*
- *A vision to help realise the highest quality of new development in the city*
- *Short, medium and long-term proposals to illustrate the steps required to deliver a joined-up framework for the town centre*



# HEREFOR D DESIGN GUIDE

*5 key  
chapters/frameworks:*

- *Development and design*
- *Views and building heights*
- *Public realm and  
landscape*
- *Movement*
- *Sites and area guidance*

*Each framework has:*

- *4 or 5 Guiding principles*
- *Plans and graphics to  
illustrate more detailed  
guidance*

# HEREFOR D DESIGN GUIDE

*The*

- *report*  
Identifies a set of key design principles and priorities that are 'of Hereford'
- Sets out sites and area guidance which illustrate the design principles and summarise key projects coming forward at the moment

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*The report is*

- *not*  
A comprehensive design guide covering all of the principles of good urban design
- A detailed masterplan for the whole of the town centre

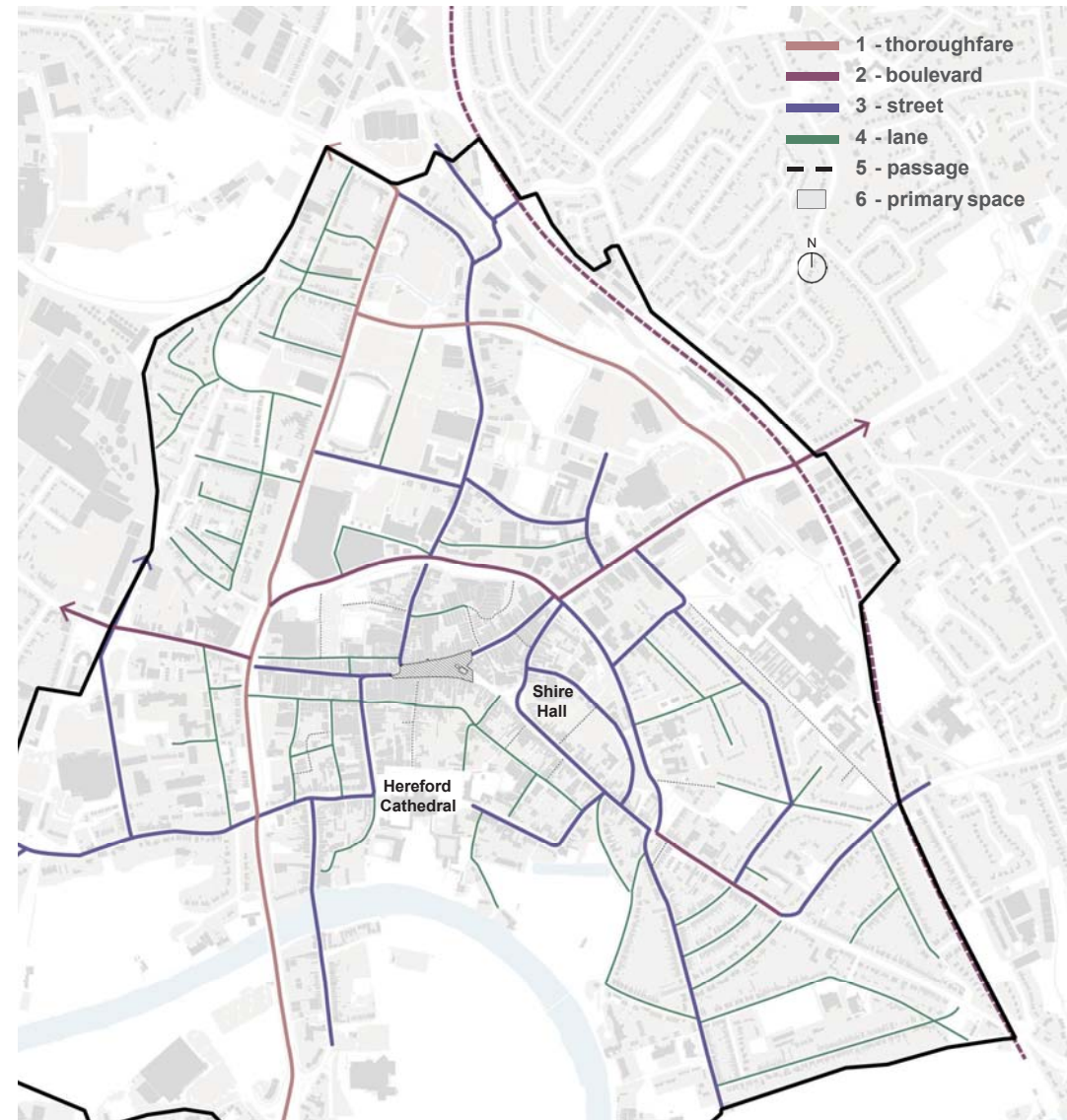
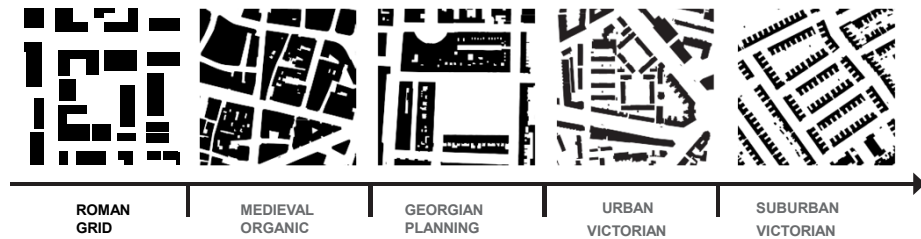


A  
DEVELOPMENT  
AND DESIGN

## 1. 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

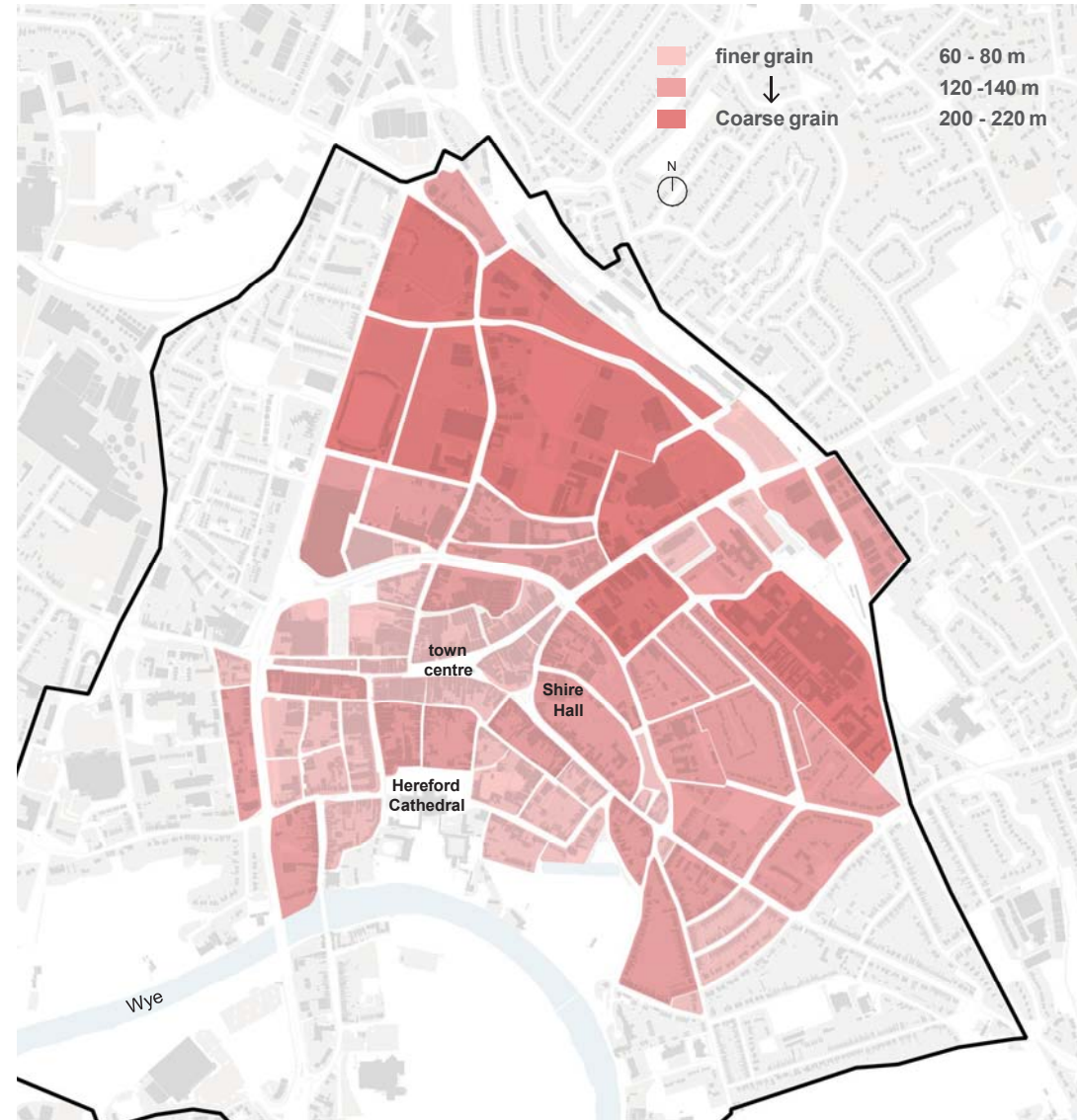
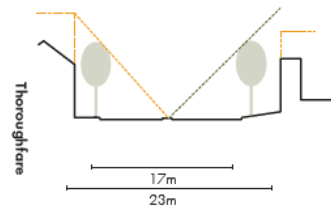
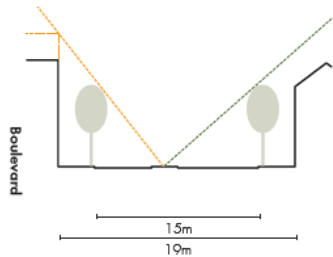
- The existing street hierarchy is a close reflection of the medieval pattern
- A clear hierarchy from primary spaces, to wider streets, lanes and passages
- The centre has an irregular form (unlike simple and regular grid of a Roman plan) which must inform new development
- The impact of the compound city - cathedral wall, city wall and ring road (and also existing and former railway lines) - psychologically divide the city and perceptions of distances



## 2. 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.**

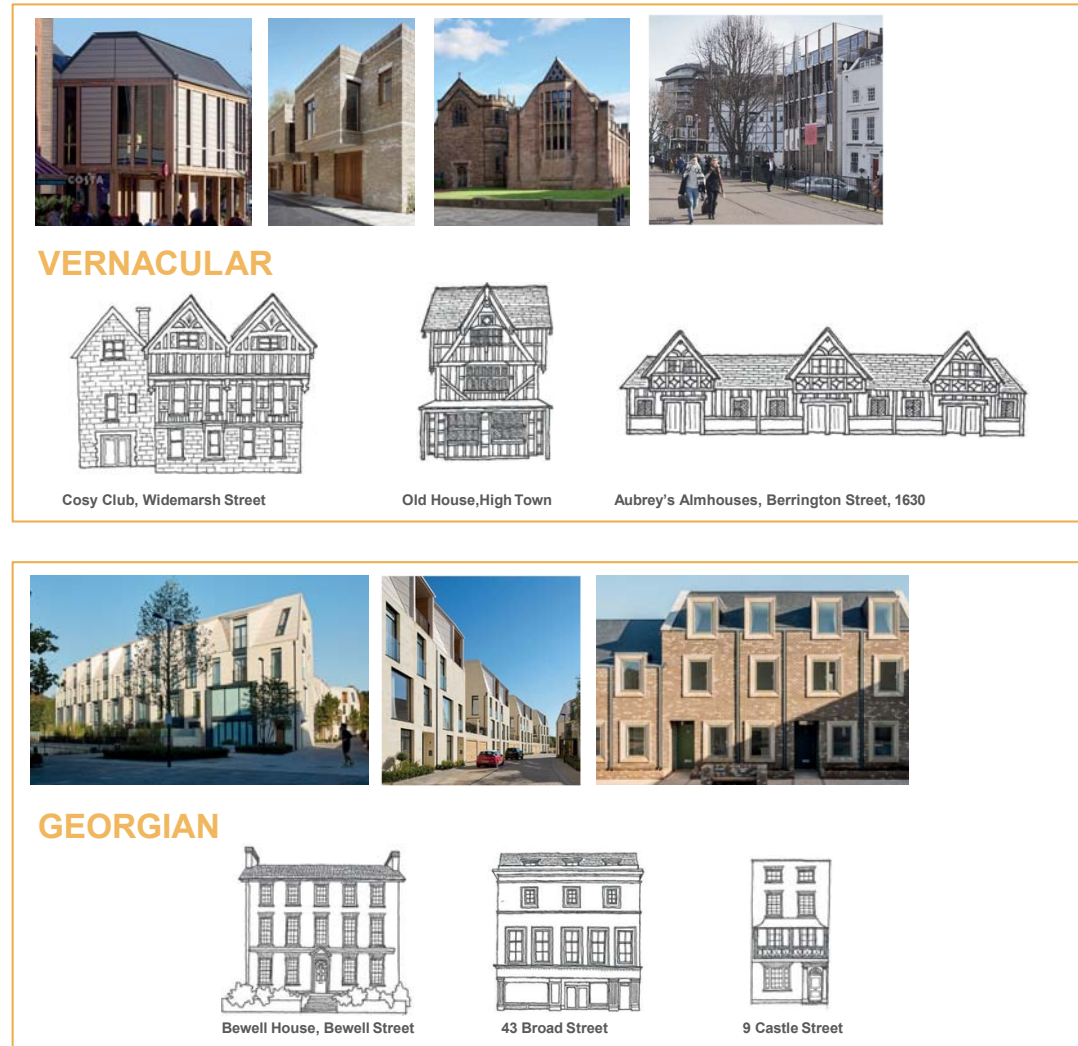
- The overall street hierarchy is guided by a medieval city form
- The block grain varies between quirky and irregular forms in the heart of the city, to more regular and robust Victorian structures
- Use the average length of the finer grain blocks as a guide for new development to understand how far the distance should be in Hereford between each new street
- Average dimensions guide new development so that it is in keeping with the scale and grain of the existing place



### 3. BUILDING CHARACTER - GEORGIAN & VERNACULAR PRINCIPLES

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

- Not guidance to encourage pastiche architecture
- Tailored to Hereford city centre to draw out its historic architectural commonalities and create 'relatives' of the existing architecture
- Encourage high architectural quality that is designed specifically for the city
- Celebrate the special mix of vernacular architecture and Georgian proportions in the city. Acknowledging the tendency for the layering of classical façades on older buildings that has contributed to diversity in the city
- Guidance will be on appropriate use of materials, proportions and positioning on a site, fenestrations and roof pitch





#### 4. BUILDING CHARACTER - VICTORIAN WAREHOUSE PRINCIPLES

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

##### *Material palette*

- Tough and functional
- Red brick, slate, timber and ironwork details - doors, shutters, window frames, structural elements and hoists.

##### *Proportions*

- Strong and simple form based on repetition

##### *Façades and features*

- Shallow pitches
- Window hierarchy driven by the needs of the building - generally larger openings
- Arches detail in the windows and passageways
- Streetscape - some use of cobbles



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



Dujardin Mews, London (Karakusevic Carson)



Thornsett Road, London, precedent for commercial building (Allies and Morrison)



Pavilion Road, London

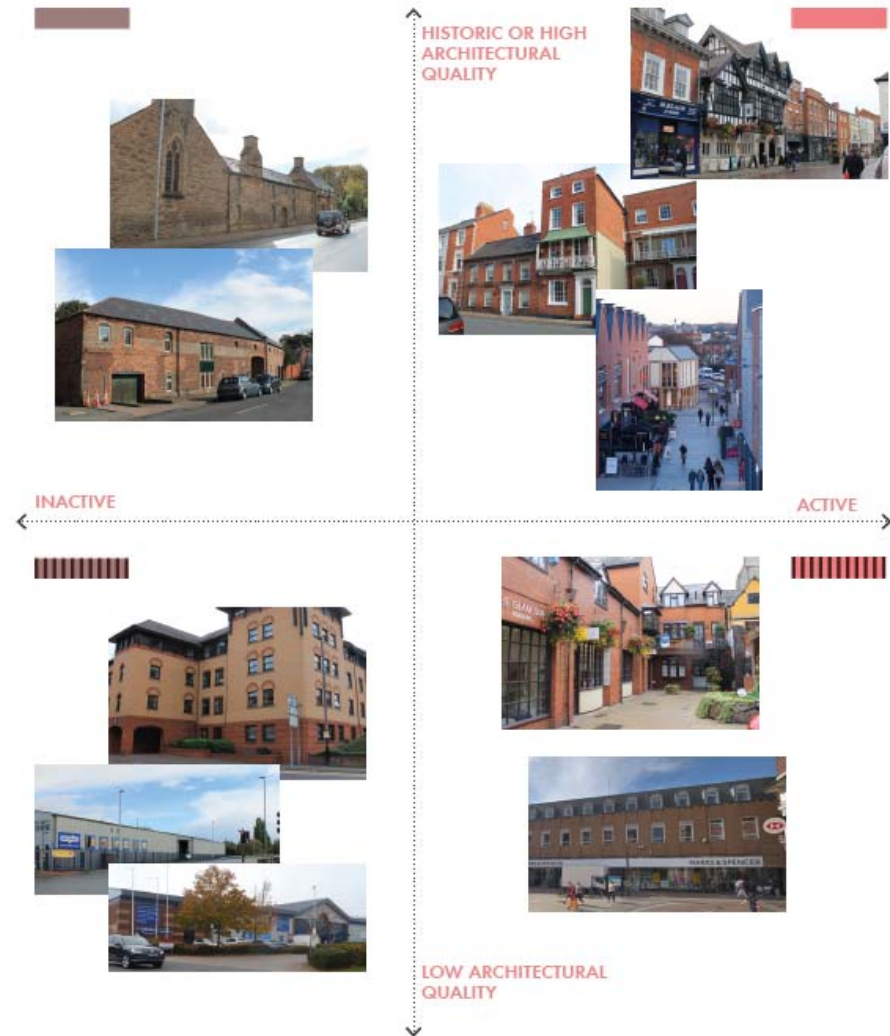


Example of contemporary extension to an industrial heritage asset (Albert Works, Sheffield)

## 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.**

- Certain buildings that don't have an active frontage still have strong historic character and street presence
- There are many building frontages with strong **industrial character** that could be **better utilised** particularly in the West Street and Aubrey Street area, West of the Cathedral
- Inactive but high quality buildings should be a focus for **positive re-use**
- Inactive but low quality buildings are considered as **development opportunities**
- Shop-front guidance is also included in the SPD to help retrofit existing units or where new shops are proposed



# HEREFOR D DESIGN GUIDE

*Consultation Question 1...*

*What do you think of the key principles  
for Design and Development in  
Hereford?*

*Are there other priorities we have  
missed?*



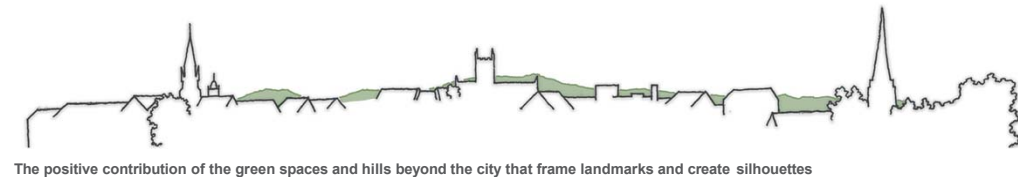
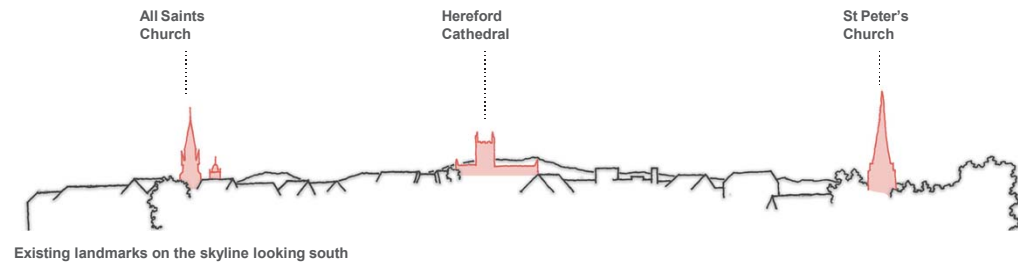
# VIEWS AND BUILDING HEIGHTS

## 1. 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's **skyline and the views** to it are a very important part of the city's unique character
- The isolation of this **trilogy of landmarks** in the skyline in long views to the city is something that should be preserved
- Only in **exceptional cases** where a new building is of **civic significance** could this historic relationship between these landmarks be unsettled
- The **relationship between these landmarks and the landscape** beyond is a positive characteristic which should be preserved
- A number of principles about the setting of these landmarks is set out on the following slide



## Views into the city....

- Longer views from approach roads (A49 and A465) and higher ground - some are **dynamic** along the route
- Channelled views shown on the plan illustrating theoretical zones of visibility that denote areas to protect in the **foreground and background of key landmarks**
- The **Conservation Areas** represent areas that should be protected from larger development
- More detailed views analysis needed as part of any PA



01



02



03

2018 Historic Area Assessment



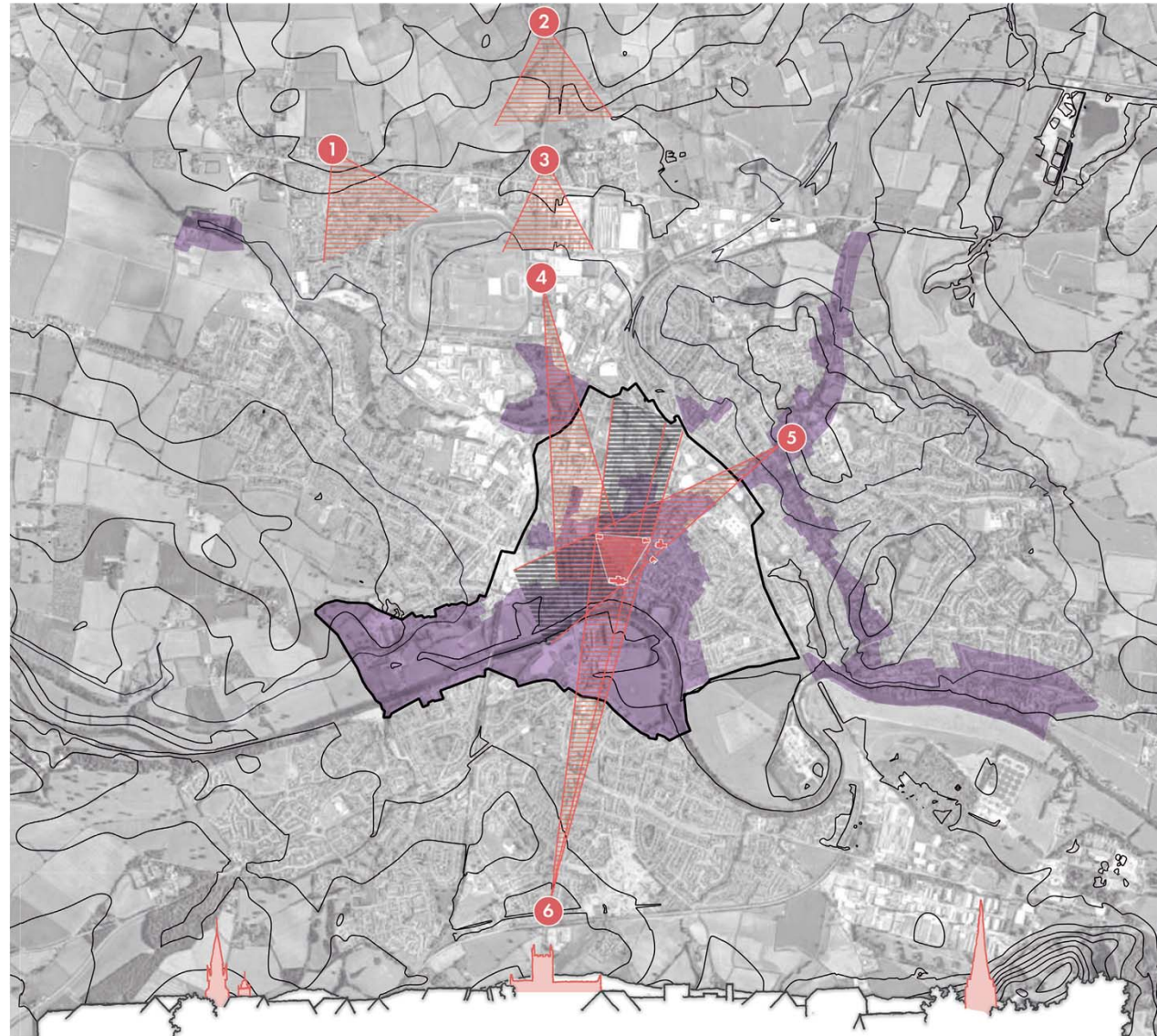
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05

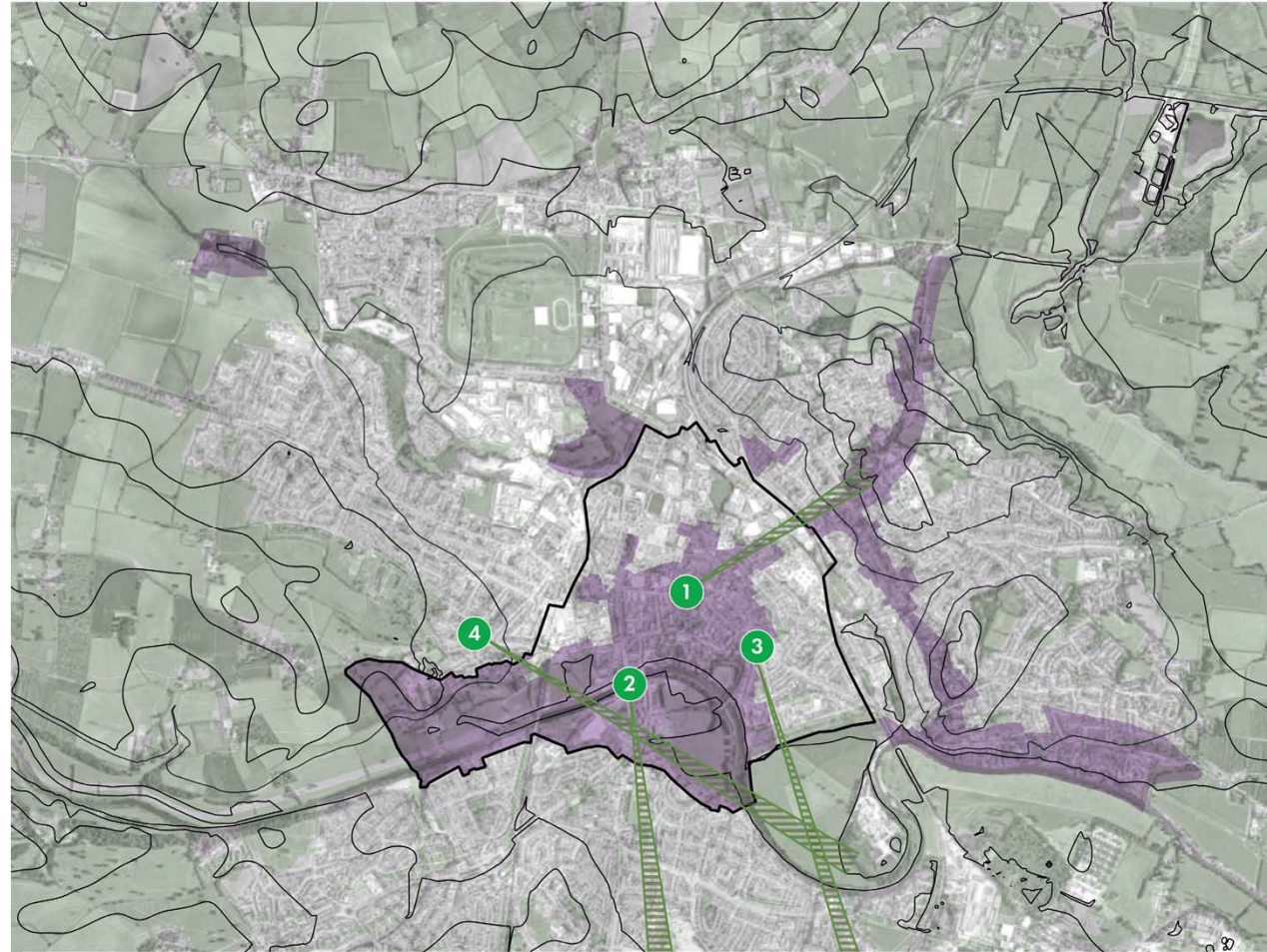


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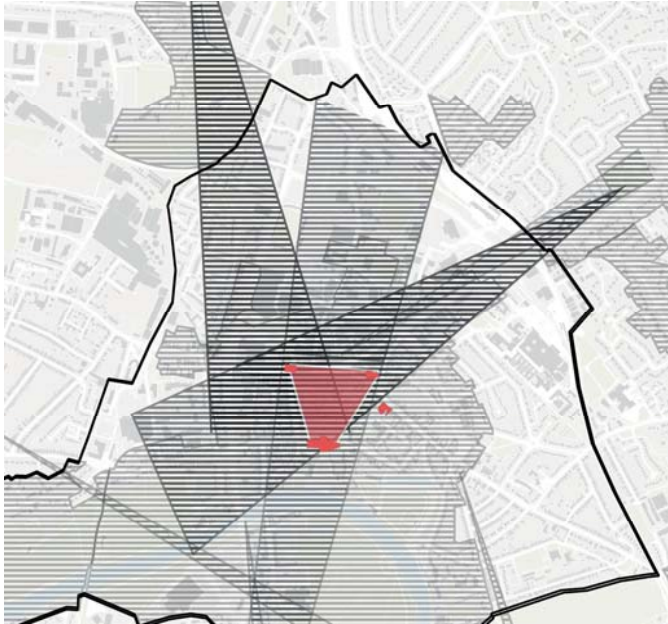
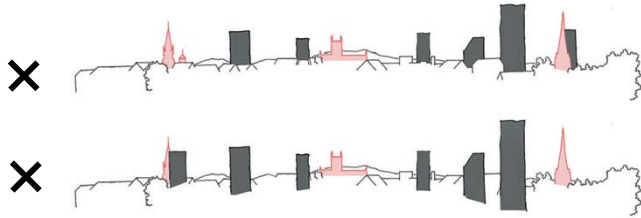
## Views out to the landscape...

- Reciprocal long views to surrounding higher landscape
- Commercial Street, Green Street, A49 bridge and Westfaling Street
- Very much **channelled views**
- Visual connection to Hereford's landscape setting with raised landscape is important to character - as with Bath's setting
- Lower impact on which areas could have tall buildings as focused on channelled views



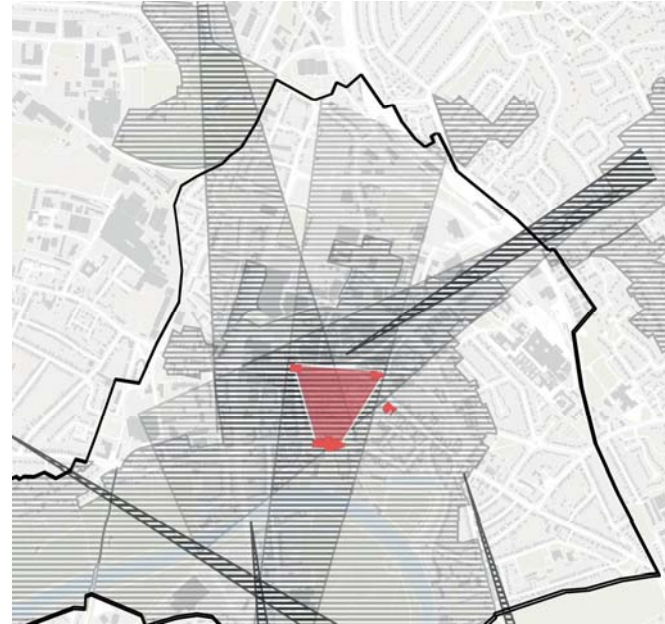
## ***Sensitive city***

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



## ***Sensitive landscape***

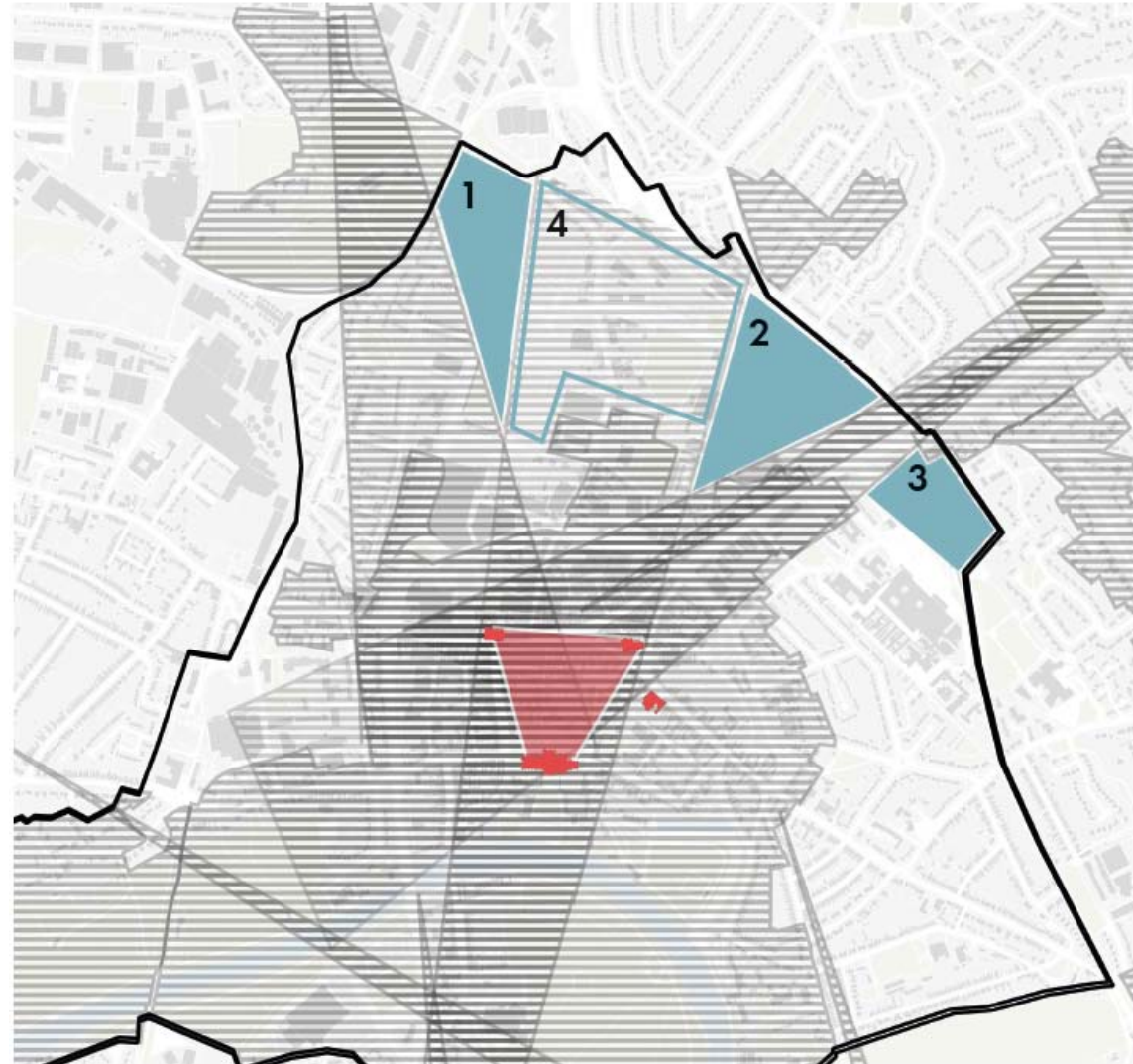
**views**  
Unacceptable impact of significant new buildings on particular views to the landscape





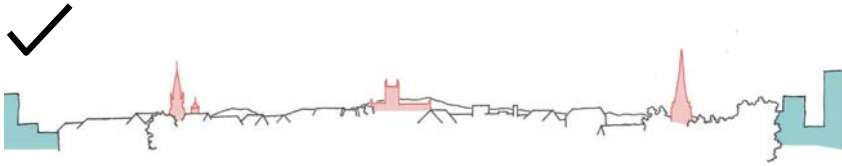
## ***Opportunity areas...***

- Overlaying views into the city; out to the landscape and Conservation Areas create a large portion of Hereford City Centre that should be protected from development of taller buildings.
  - Through a process of elimination, strategic areas that could be considered for slightly taller buildings are identified.
1. Site to the north of the football stadium, fronting Edgar Street
  2. Area around the Station, including the Morrisons site and Royal Mail site
  3. The area to the east of Commercial Road, next to the rail tracks
  4. The area between zones 1 and 2 is in the background of strategic views from the south. Slightly taller buildings with careful testing of views could be appropriate here.
- Of these no. 1 is sensitive, being immediately adjacent to two-storey Victorian terraces.

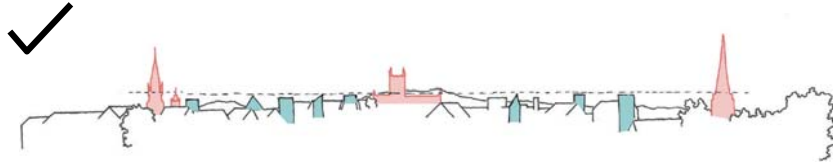


## Opportunity areas...

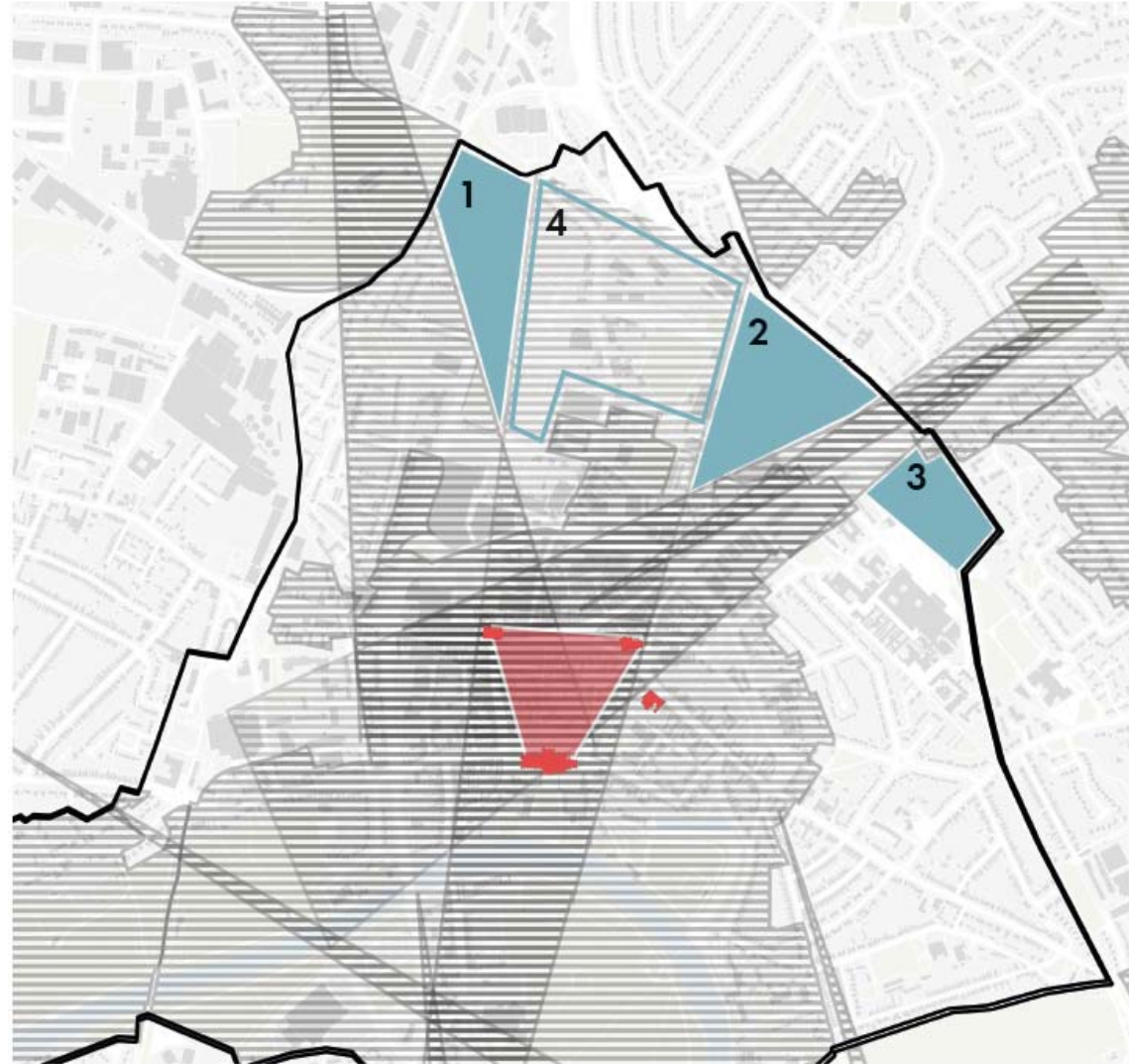
Potential opportunities for landmarks of civic importance within the areas of the city outside of this trinity



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



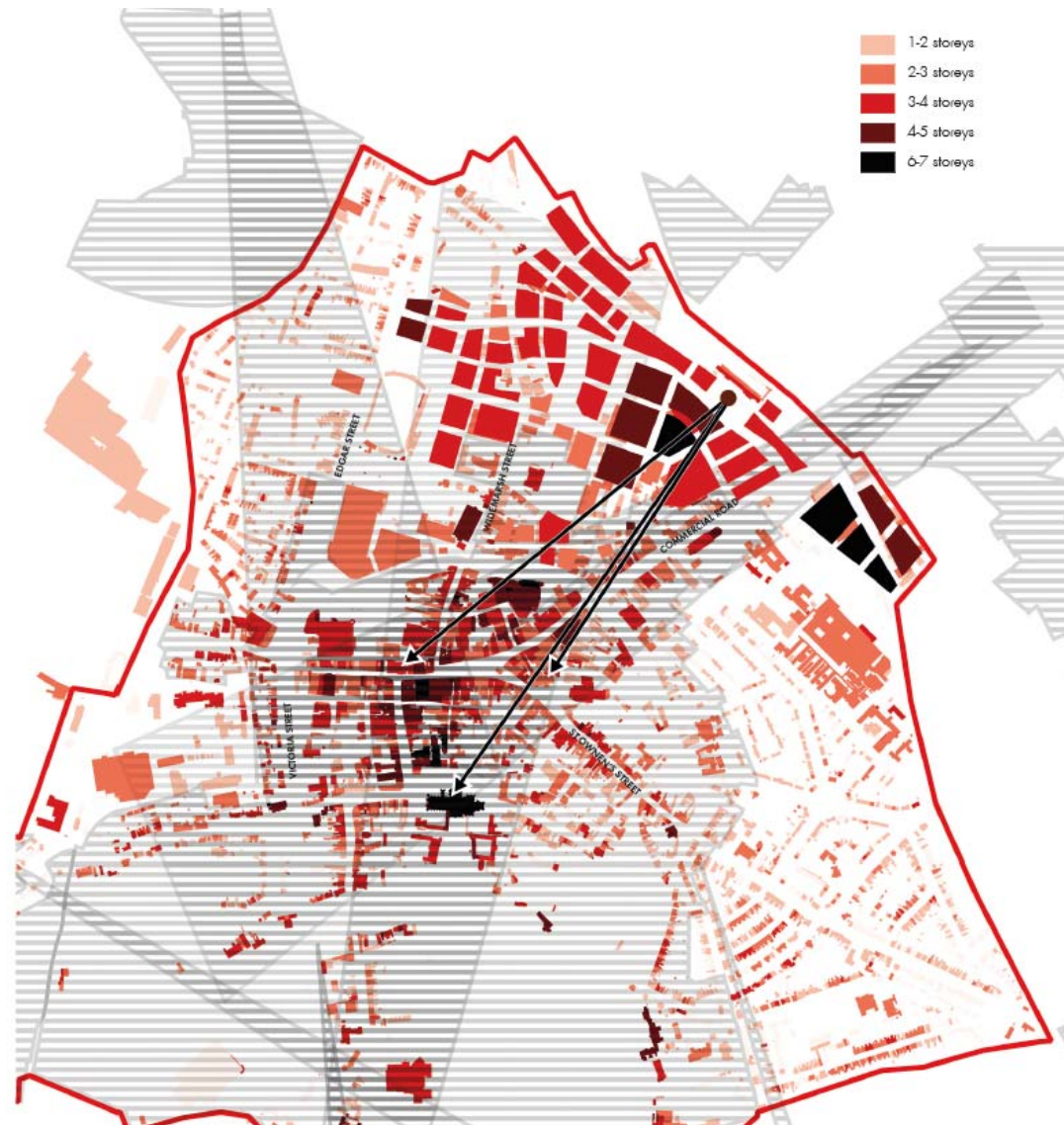
In each case, relationships with adjacent buildings in terms of scale and character should be considered



## 2. BUILDING HEIGHTS AND DENSITY

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

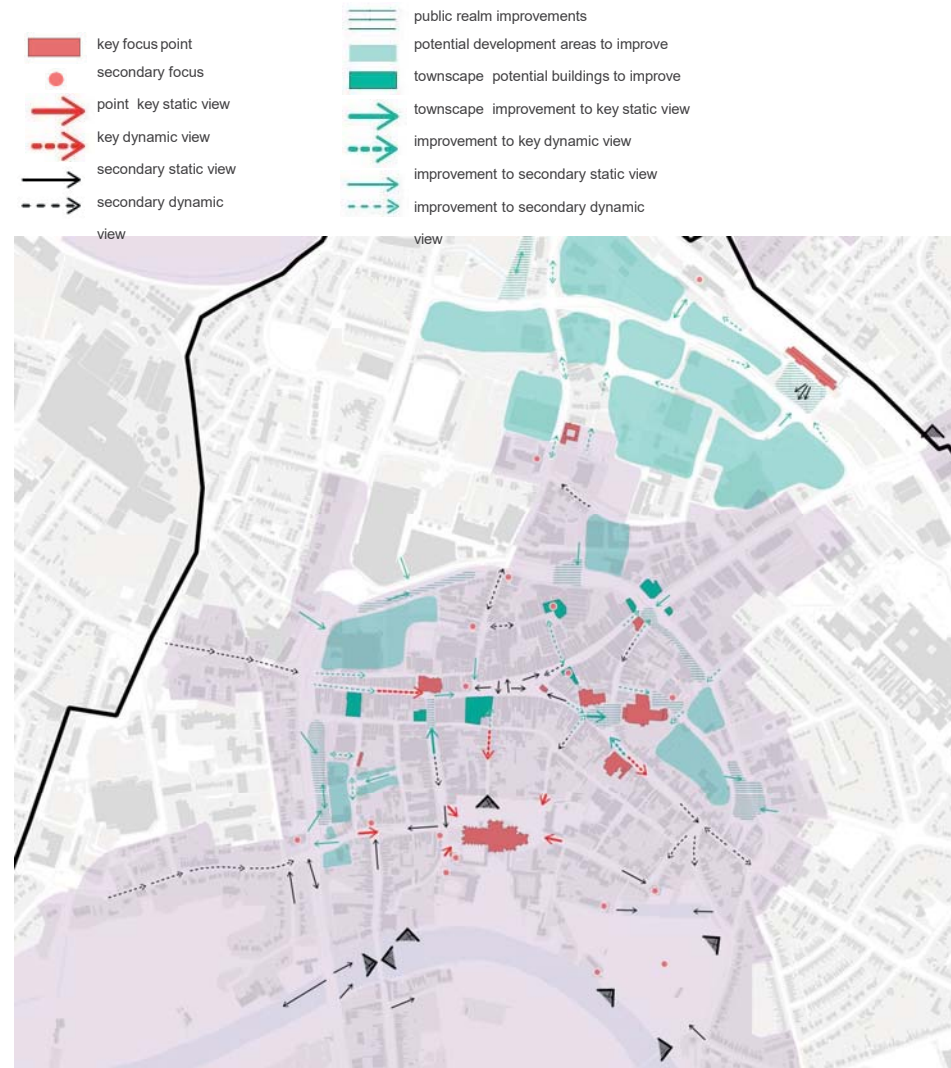
- The historic centre of Hereford is higher density than the residential suburbs or the Widemarsh Street / Station area
- New development should seek to achieve the same density as the city centre, using the same compact, fine grain form, without significantly taller buildings
- Densities of 70 dph can be achieved with development of circa 4-storeys using a range of typologies. This should be the approach taken in Hereford.



### 3. TOWNSCAPE

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

- As central Hereford's topography is flat, views of heritage assets are limited to channelled street views
- These views are of higher value given the limited opportunities to view heritage assets:
  - 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
- Particular sites identified for new or enhanced views
- These should be given extra consideration during the planning process
- Prioritised existing views should also be given extra consideration



#### 4. ROOFSCAPE

The city has a varied and fine grain roofscape – new buildings should reflect this and learn lessons from the existing city

- Hereford’s roofscape is a key contributor to its character and its fine three dimensional urban form
- Views across the city 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.
- Most historic roofs in the city centre are gable ended, not hipped, reflecting the close-knit character of most streets
- The Design Guide sets out more detailed principles to help shape future proposals in terms of proportions, materials, pitch and details



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

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*Consultation Question 2...*

***What do you think of the key principles for views and building heights in Hereford?***

***Are there other priorities we have missed?***

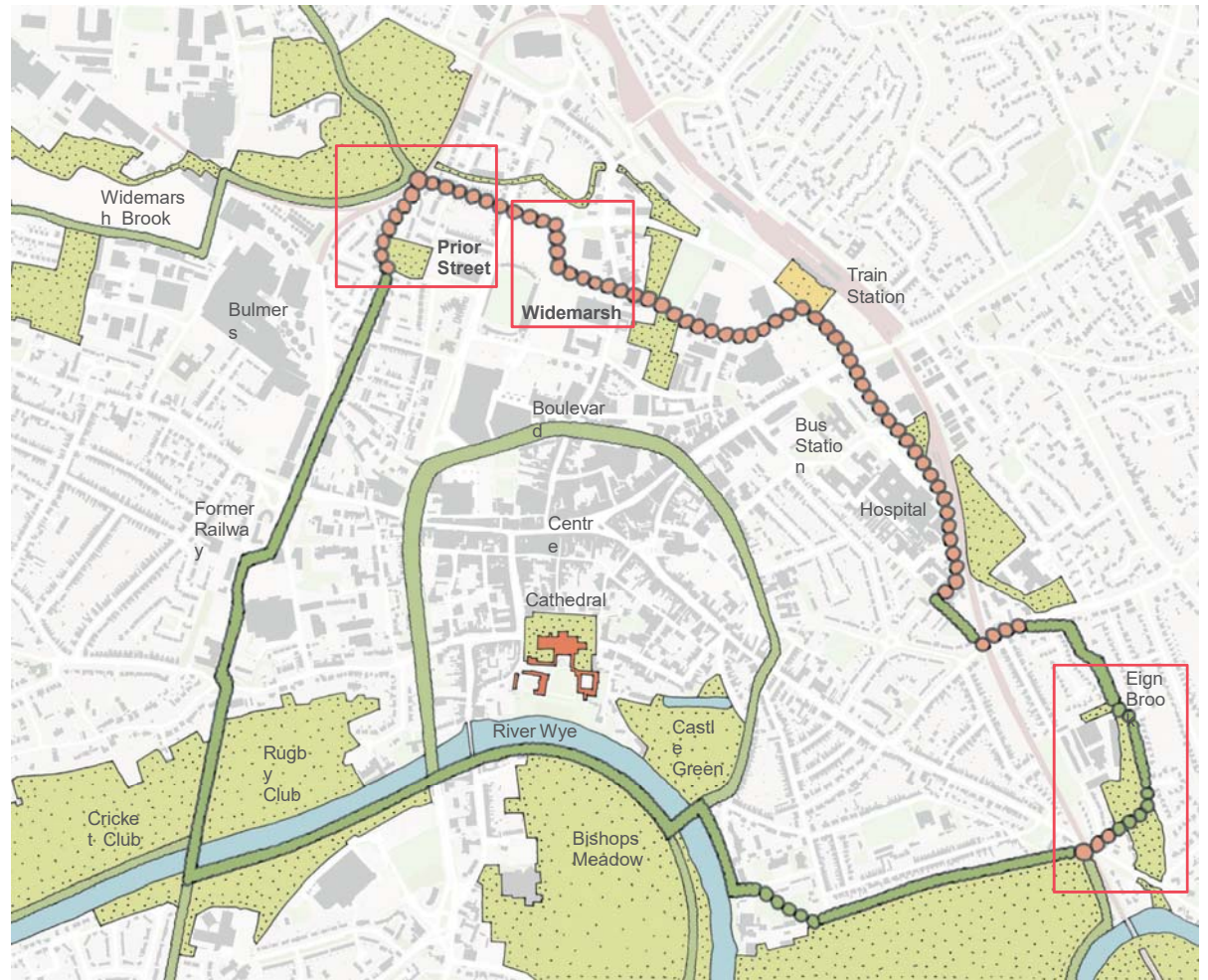


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REALM

## 1. CONNECTED GREEN INFRASTRUCTURE

Creating a continuous green network with cycle and pedestrian routes connecting the green spaces.





## Prior Street case study



Existing



Proposed Situation



Prior Street



Moor Walk



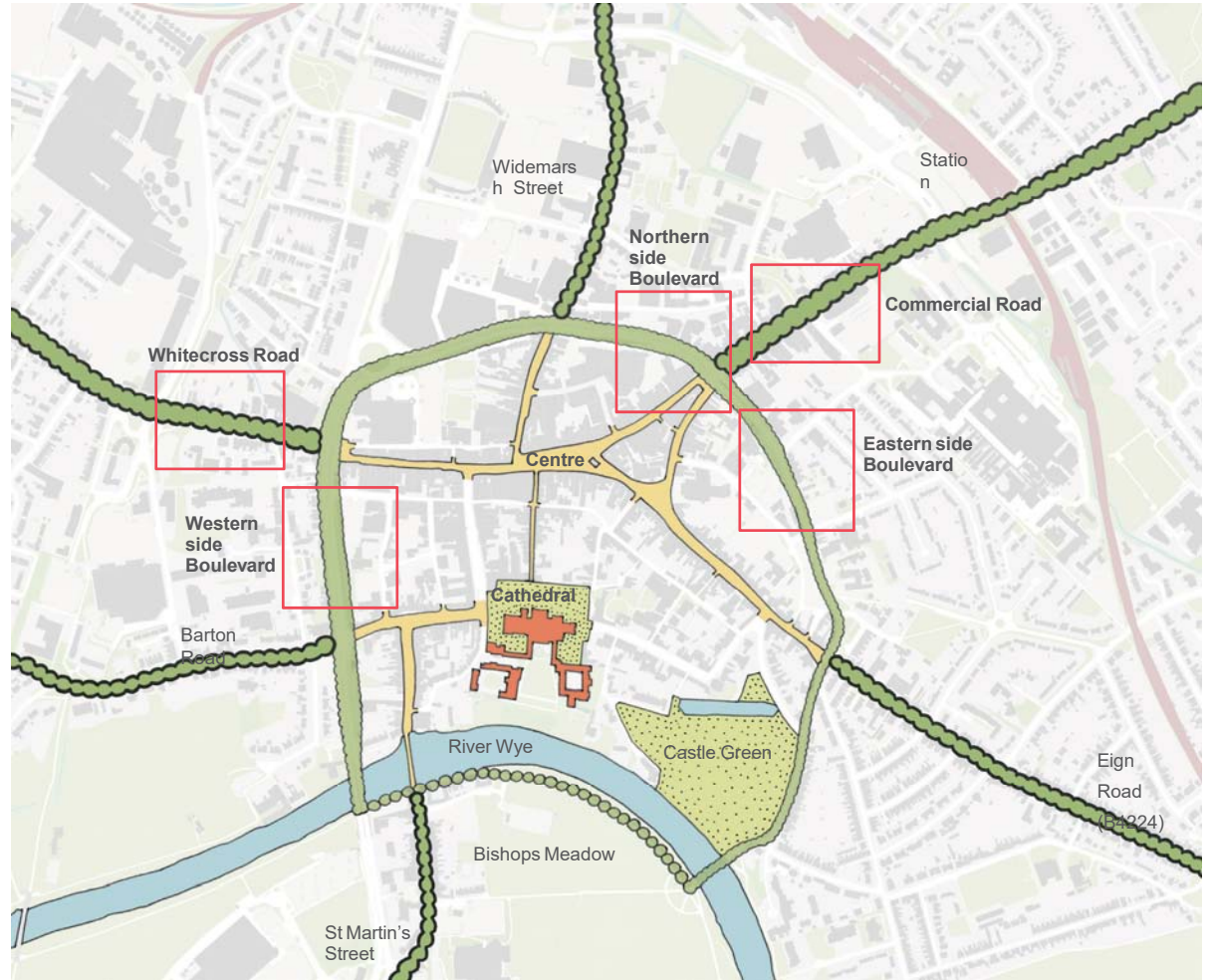
Example of cycle friendly



Example of cycle and pedestrian street

## 2. TURNING ROADS TO STREETS

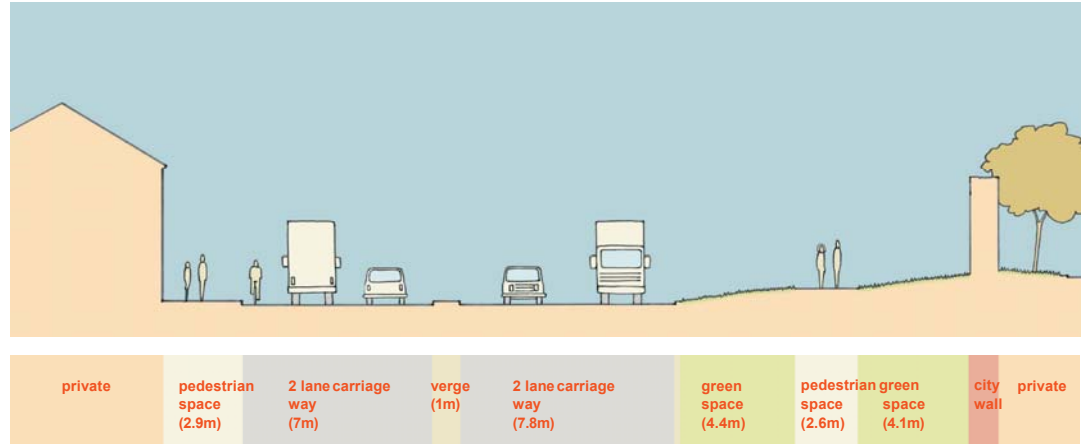
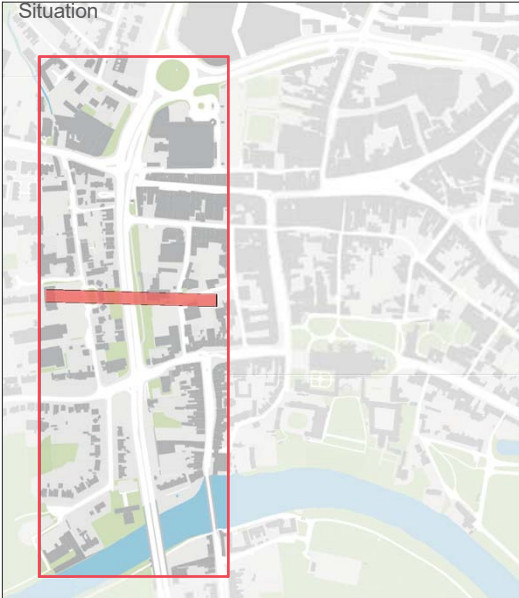
Creating a town boulevard and prioritising radial routes over the former ring road



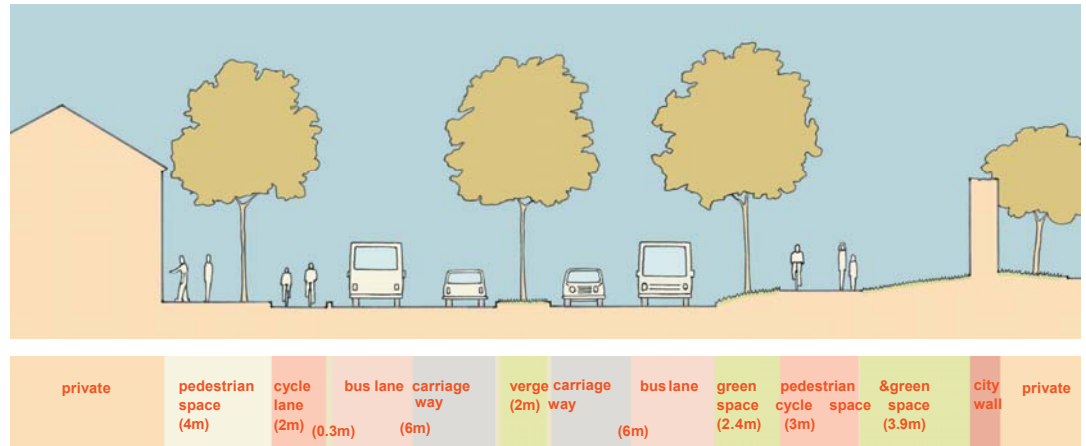
# Victoria Street



Existing Situation



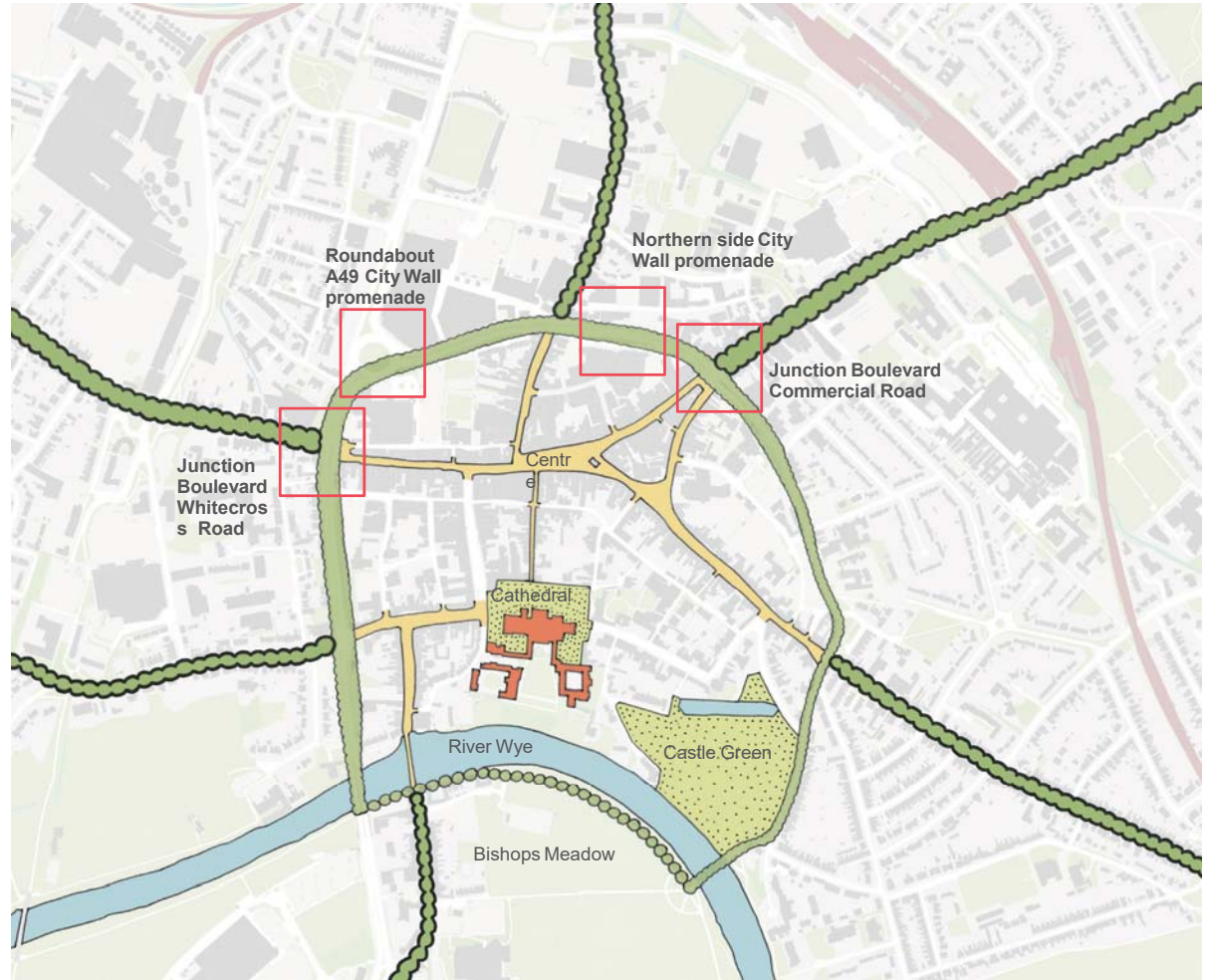
Existing Situation



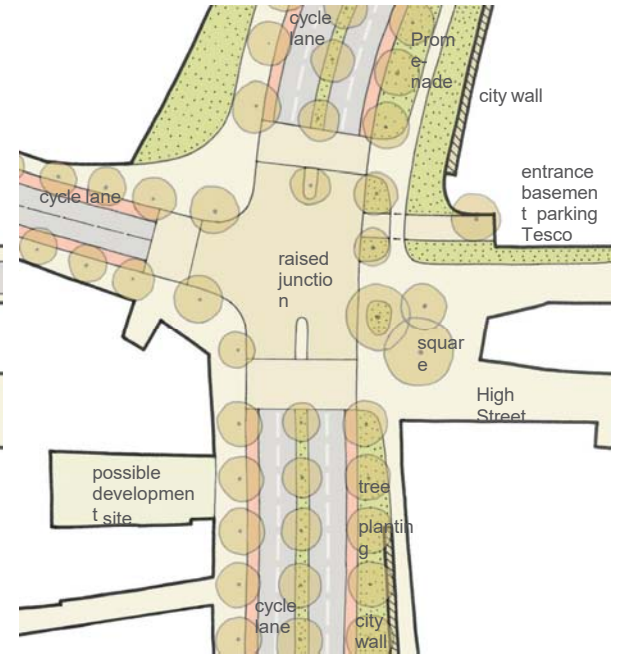
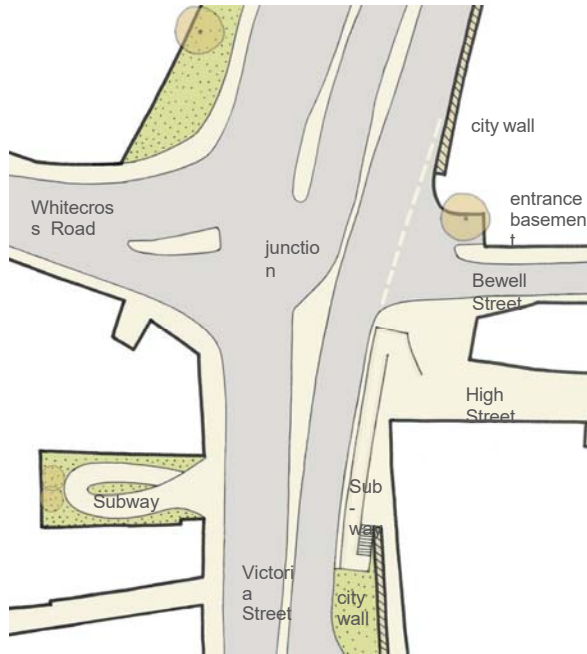
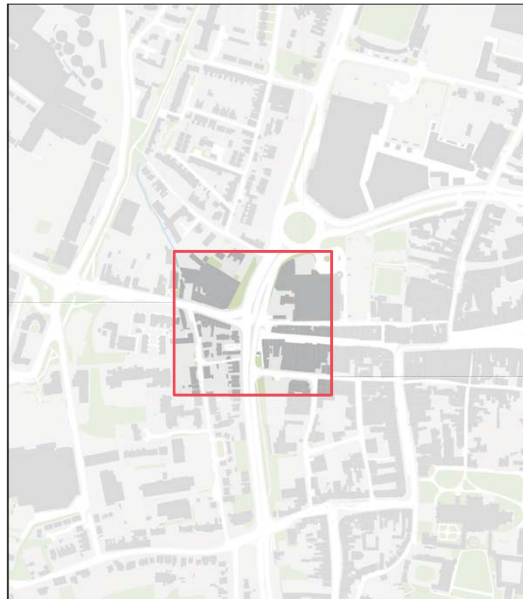
Proposed Situation

### 3. IMPROVING THE CITY THRESHOLDS

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



# Whitecross Road junction



Existing Situation



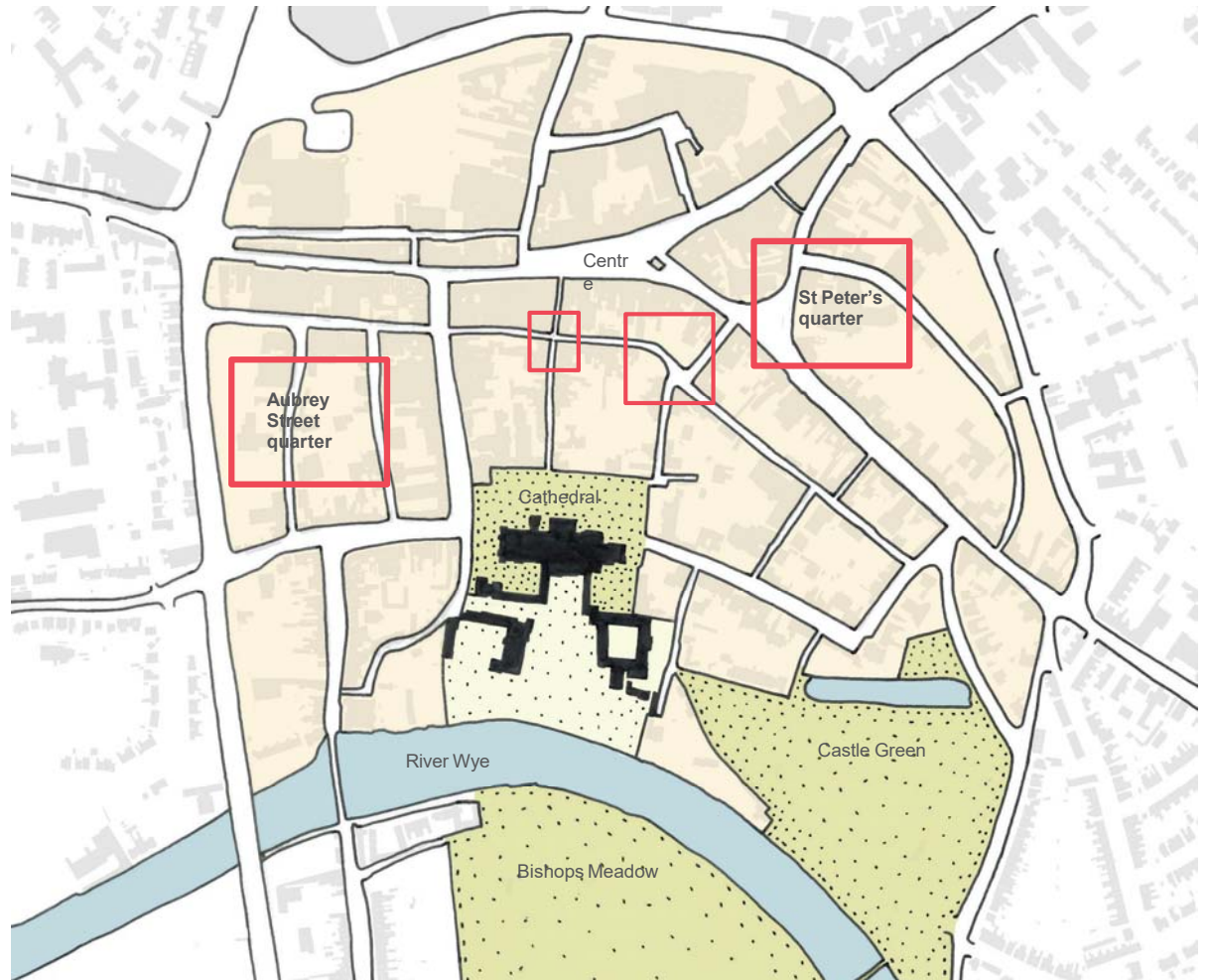
Proposed Situation



## 4. CREATING NEW SPACES

Hereford's public spaces are irregular in shape and emerge naturally from the street network

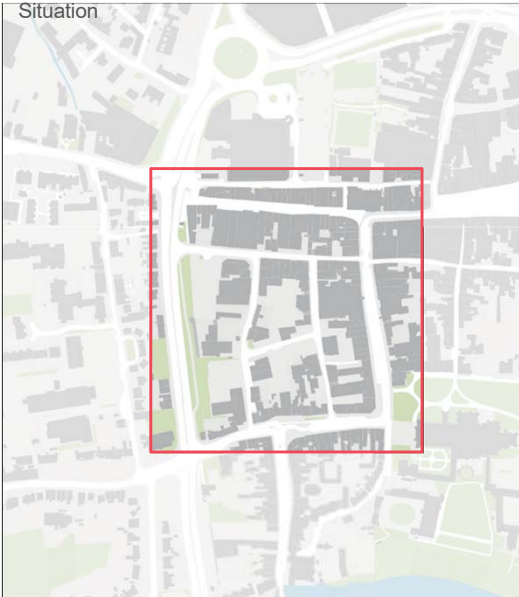
- new spaces should share these characteristics - identify where improvements would be of greatest value.



## Aubrey Street quarter



Existing Situation



Examples of small pedestrian friendly informal urban spaces

# HEREFOR D DESIGN GUIDE

*Consultation Question 3...*

***What do you think of the key principles  
for the public realm in Hereford?  
Are there other priorities we have  
missed?***





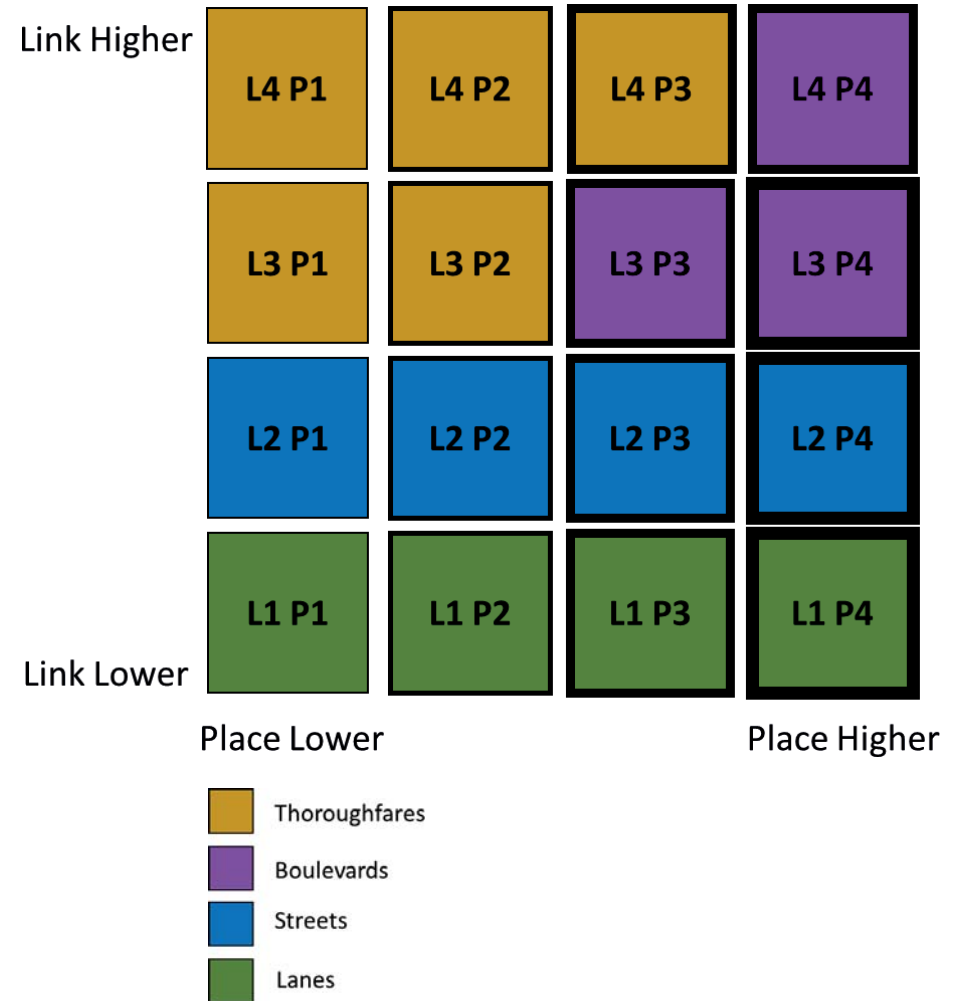
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MOVEMENT

THE HERDSMAN

## 1. RETHINKING THE FUNCTION OF THE STREET NETWORK THROUGH LINK AND PLACE

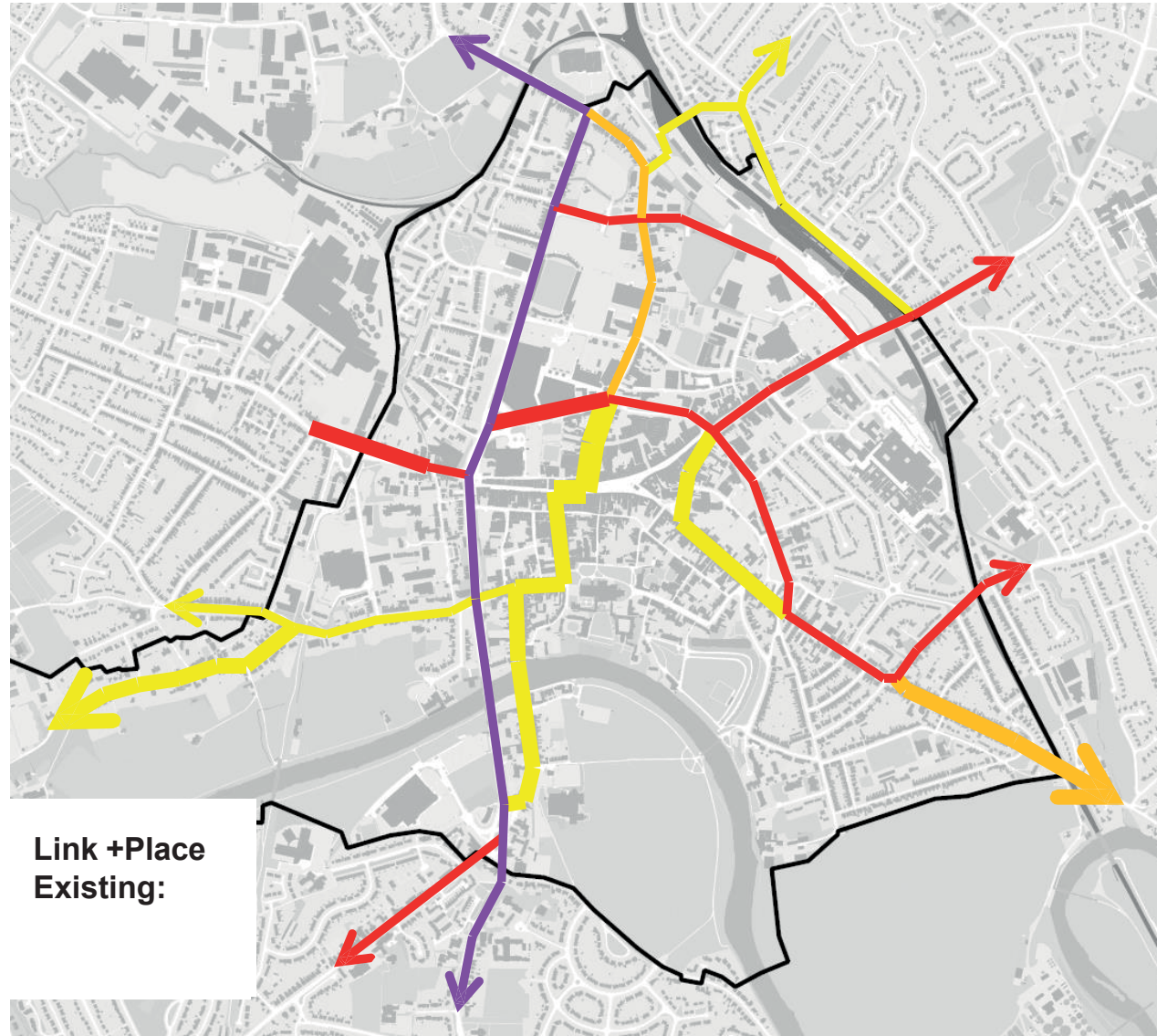
- Developing Hereford Link & Place Method as a strategy and change management tool
- Highlighting place aspect of streets
- Highlighting multimodal aspects of streets
- Design Guidance on each of 4 street types



## Link and Place Existing:

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
Link Lower	L1 P1	L1 P2	L1 P3	L1 P4
	Place Lower		Place Higher	

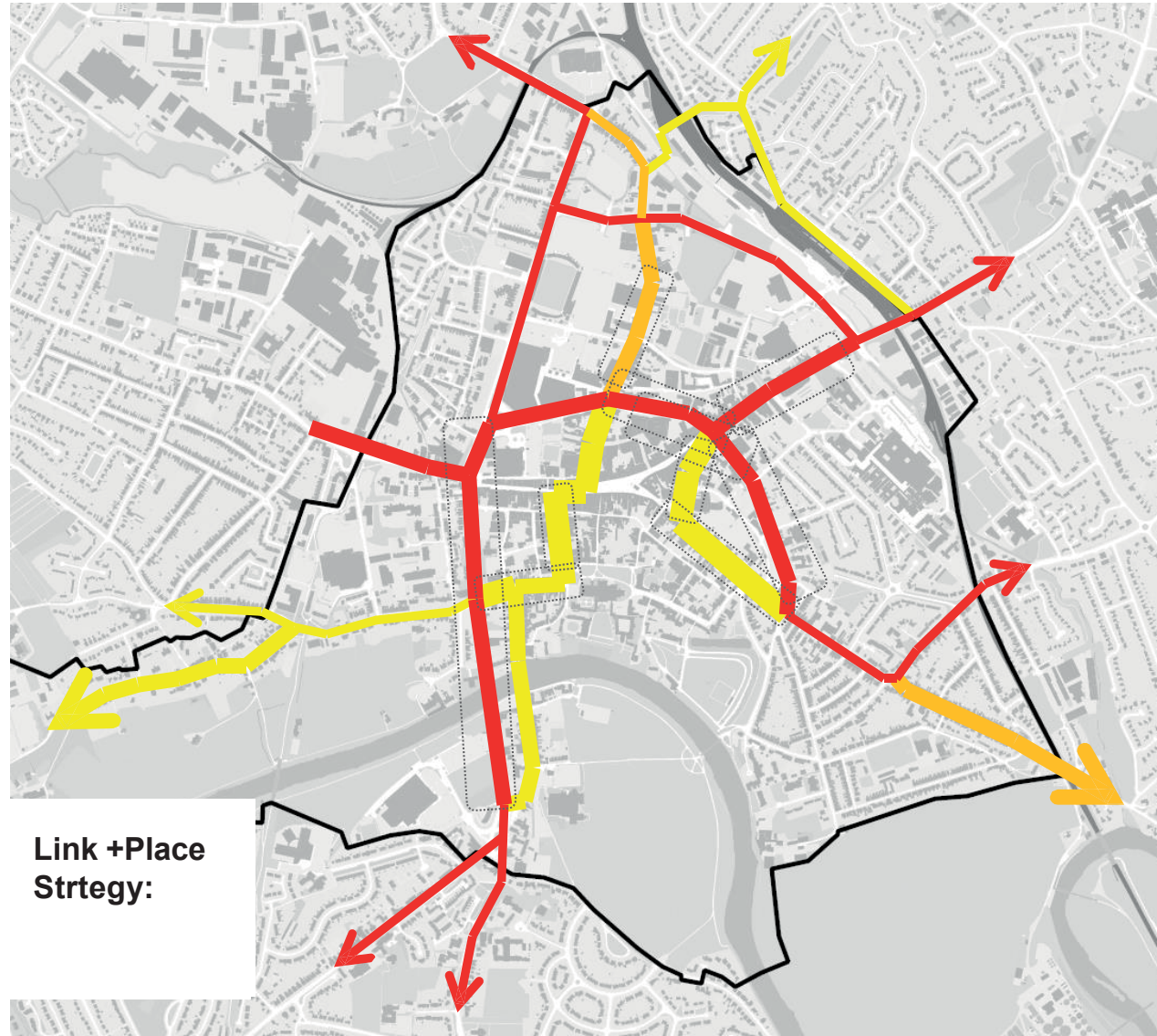
- Inner urban Route (A Road or higher)
- District Distributor (Generally A Road)
- Local Distributor (Generally B Road)
- Access Road



## Link and Place Strategy:

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
Link Lower	L1 P1	L1 P2	L1 P3	L1 P4
	Place Lower		Place Higher	

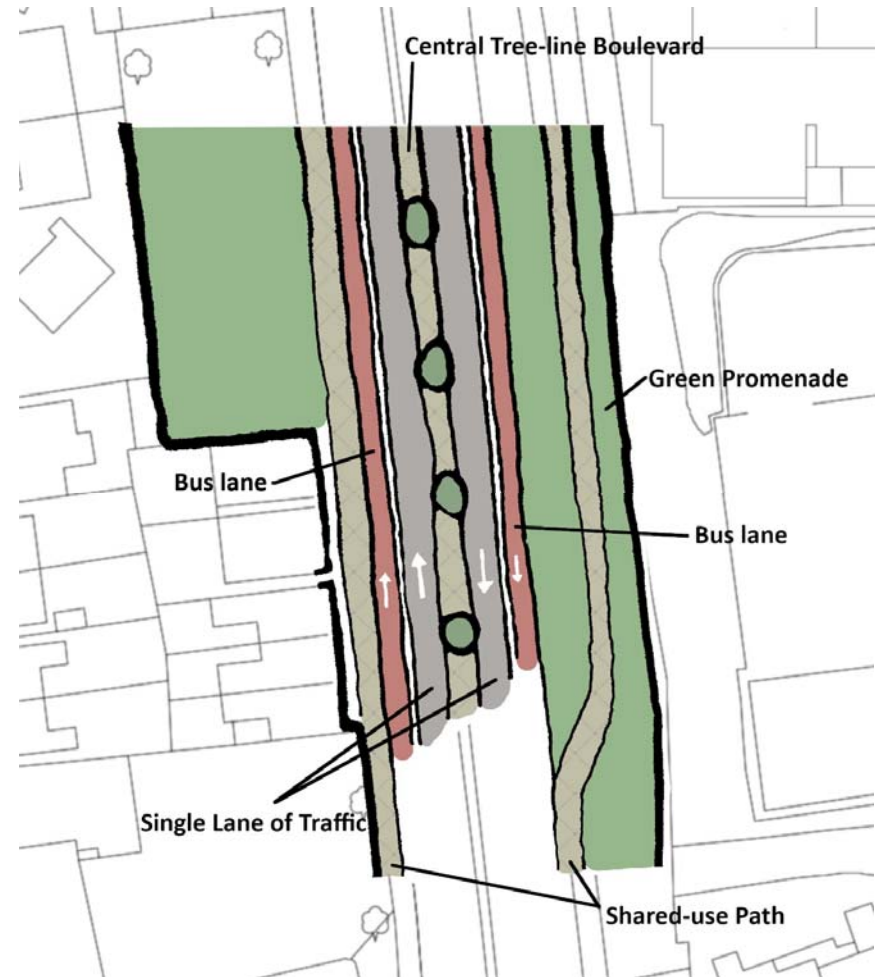
- █ Inner urban Route(A Road or higher)
- █ District Distributor (Generally A Road)
- █ Local Distributor(Generally B Road)
- █ Access Road



## Application - Victoria Street (A49 Detrucked):

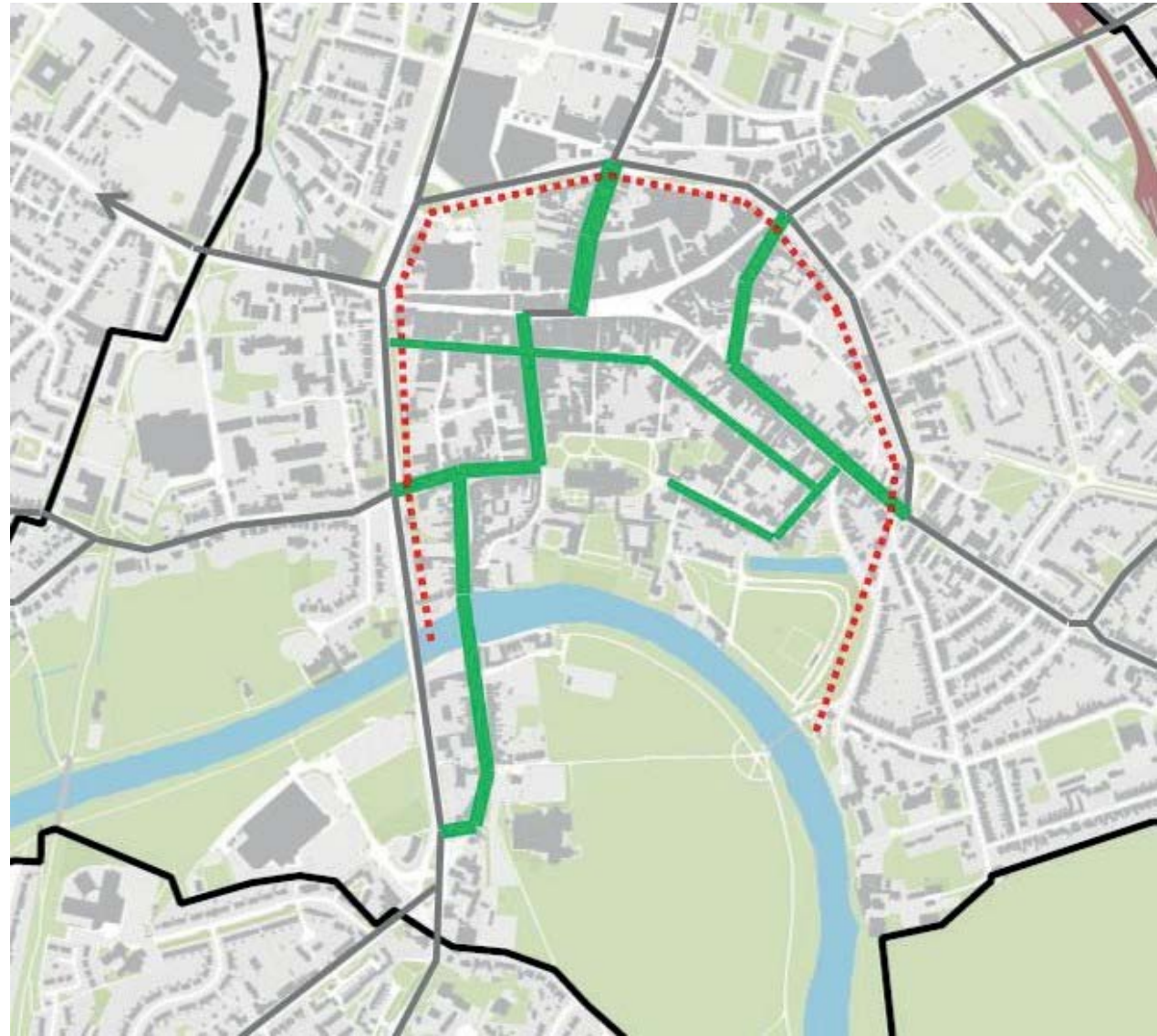
- Reduce link status and increase place status
- Carriageway reduction to single carriageway
- Uni-directional cycleways (with segregation)
- More 'at grade' crossings
- Frontage access / new junctions
- Bus stopping at kerbside

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
Link Lower	L1 P1	L1 P2	L1 P3	L1 P4
	Place Lower		Place Higher	



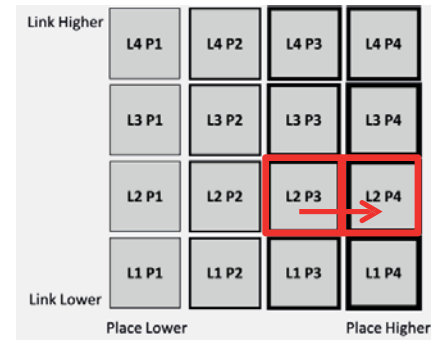
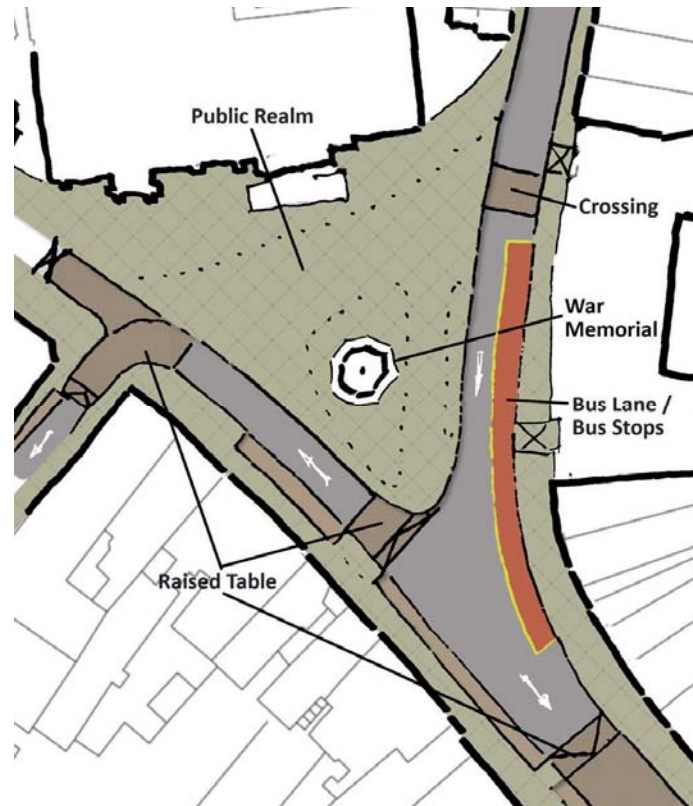
## 2. CREATING A WALKABLE CITY HEART

- Taken the 'Healthy Streets' evidence-based approach to make streets attractive and inclusive places
- Designing for pedestrians will create a city with a pleasant and functional environment and a place where people choose to be
- Creating a walking city boosts footfall, trading and visitors
- Slowing streets and improving the urban space will showcase Hereford's heritage, improve safety and encourage people to walk



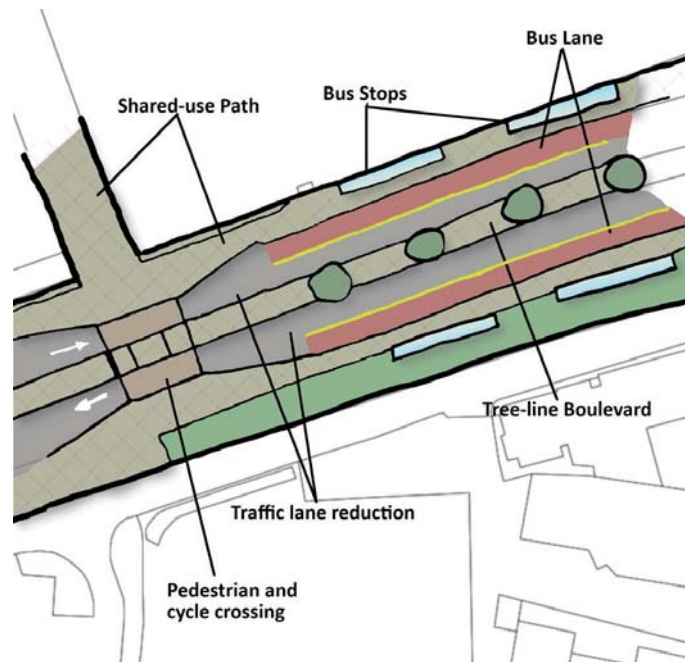
## Application St Peter's Square:

- Relocate road space to public space
- Space gain on sunnyside - St Peter's church edge
- Bring bus and highway space together
- Clapham Old Town similar context

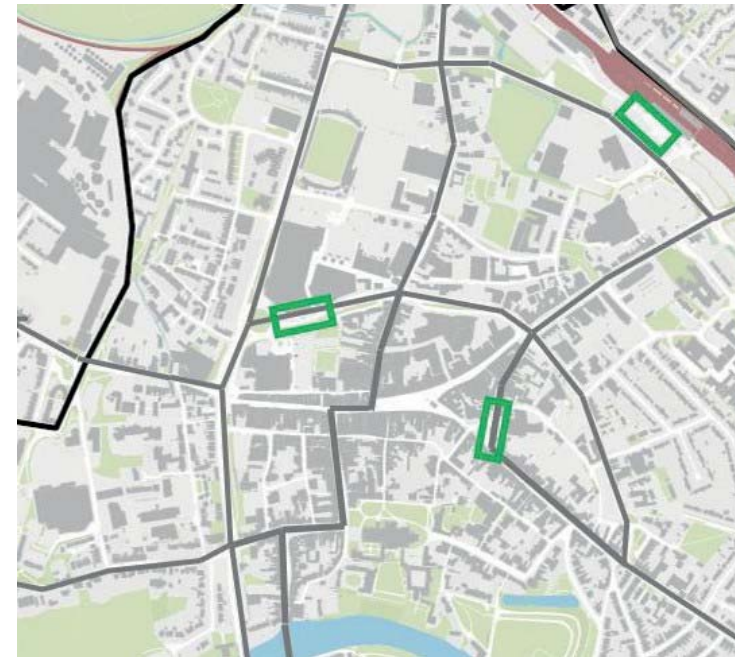


### 3. TRANSPORT HUBS AS PLACES

- Transport hubs are no longer simply a place where the traveller arrives or departs – they can provide a ripple affect encouraging investment and boosting wider prosperity.
- A well-designed, functional, yet attractive transport hub will form the gateway and first/last impressions for people entering and leaving Hereford.
- Promote both on-street and off- street hubs
- Rationalise bus hubs in well-located central areas.



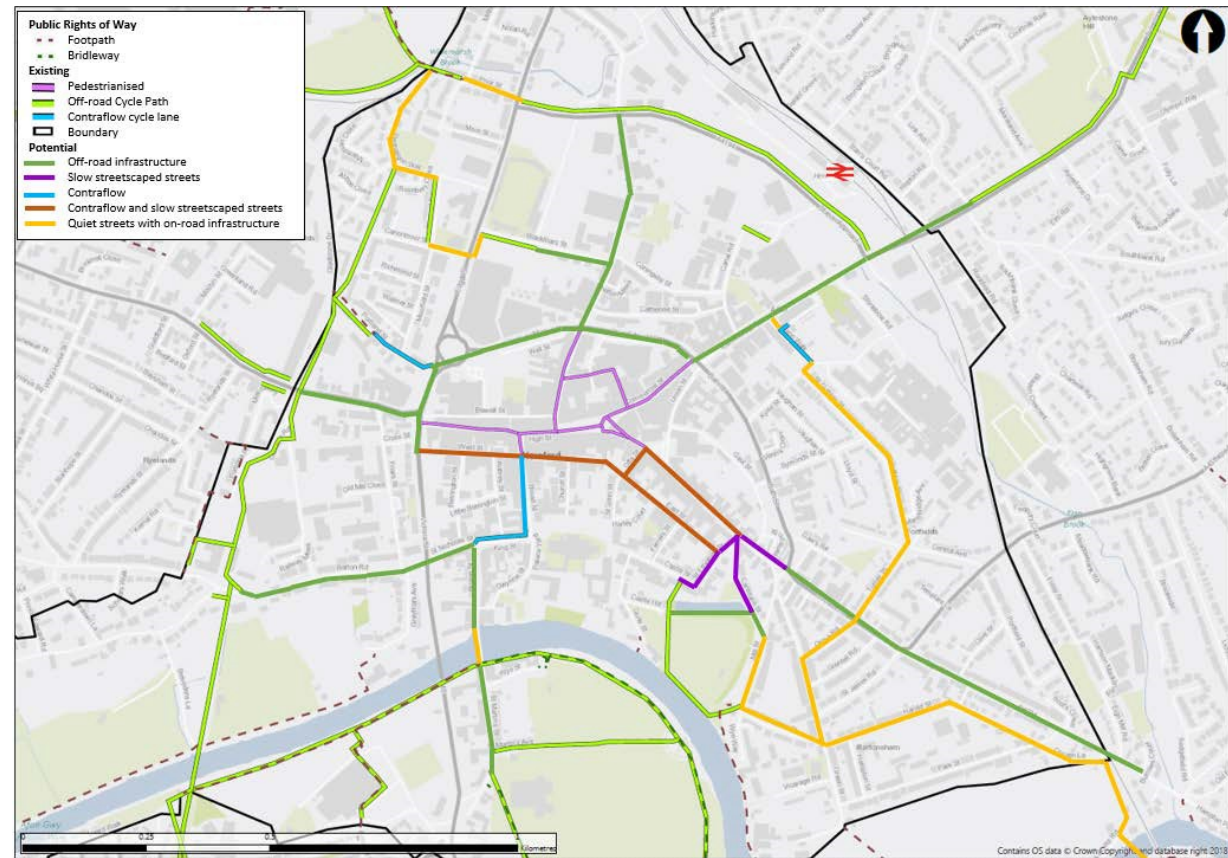
Relocation of City Bus station to New Market Street Bus Hub





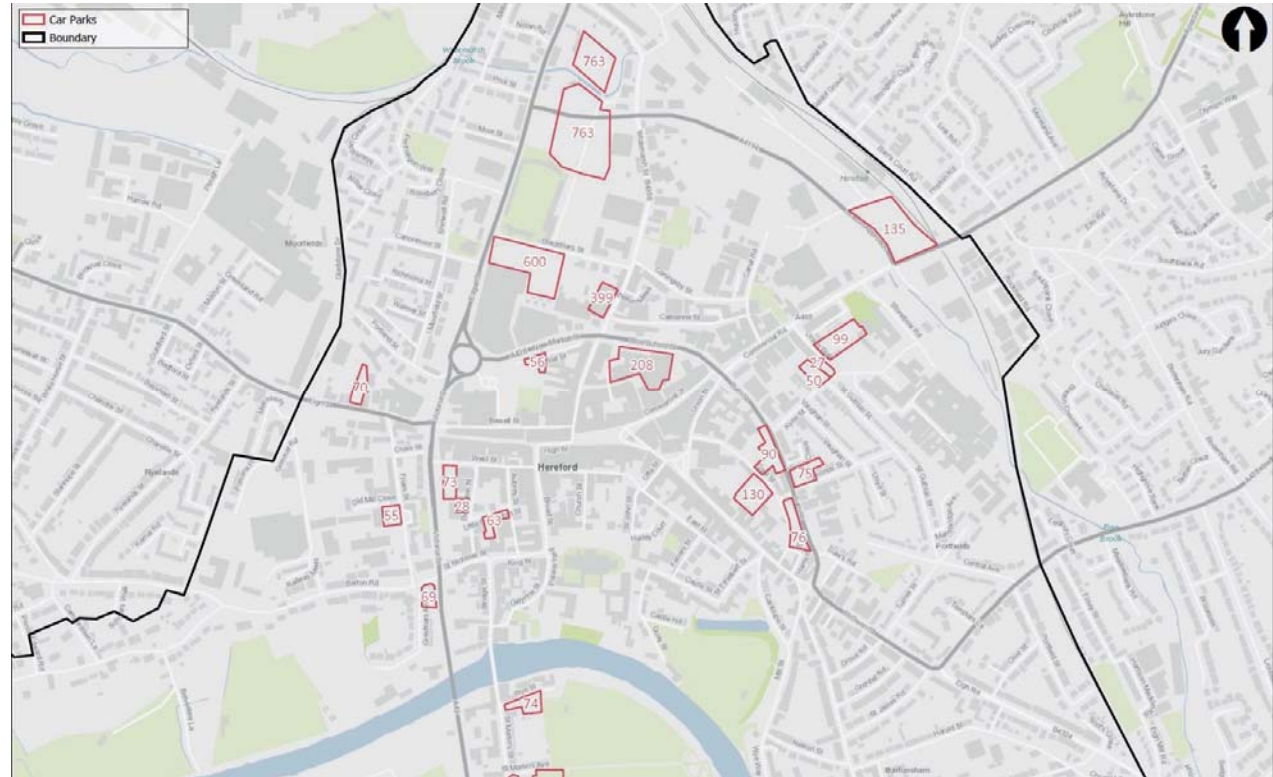
## 4. ACTIVE TRAVEL NETWORKS

- Need to provide a continuous, connected and safe active travel network
- Network must link all key origins and destinations
- Good crossings over barriers (e.g. busy roads, rivers etc) are essential to creating a coherent network
- Designing for both pedestrians and cyclists, managing potential conflicts



## 5. RATIONALISING AND MANAGING CAR PARKS

- Management of car parks enables a more productive use of spaces within Hereford
- Compliment Herefords current Car Parking Strategy
- Promotes the theory of 'Gateway Parking', freeing up space within more character sensitive areas
- Will require discussions with privately car park owners
- For example, removing the parking from West Street, Berrington Street and Little Berrington Street and relocating into a multi-storey car park could have a positive effect on the public realm and release development opportunities



# HEREFOR D DESIGN GUIDE

*Consultation Question 4...*

***What do you think of the key principles  
for Movement in Hereford?***

***Are there other priorities we have  
missed?***



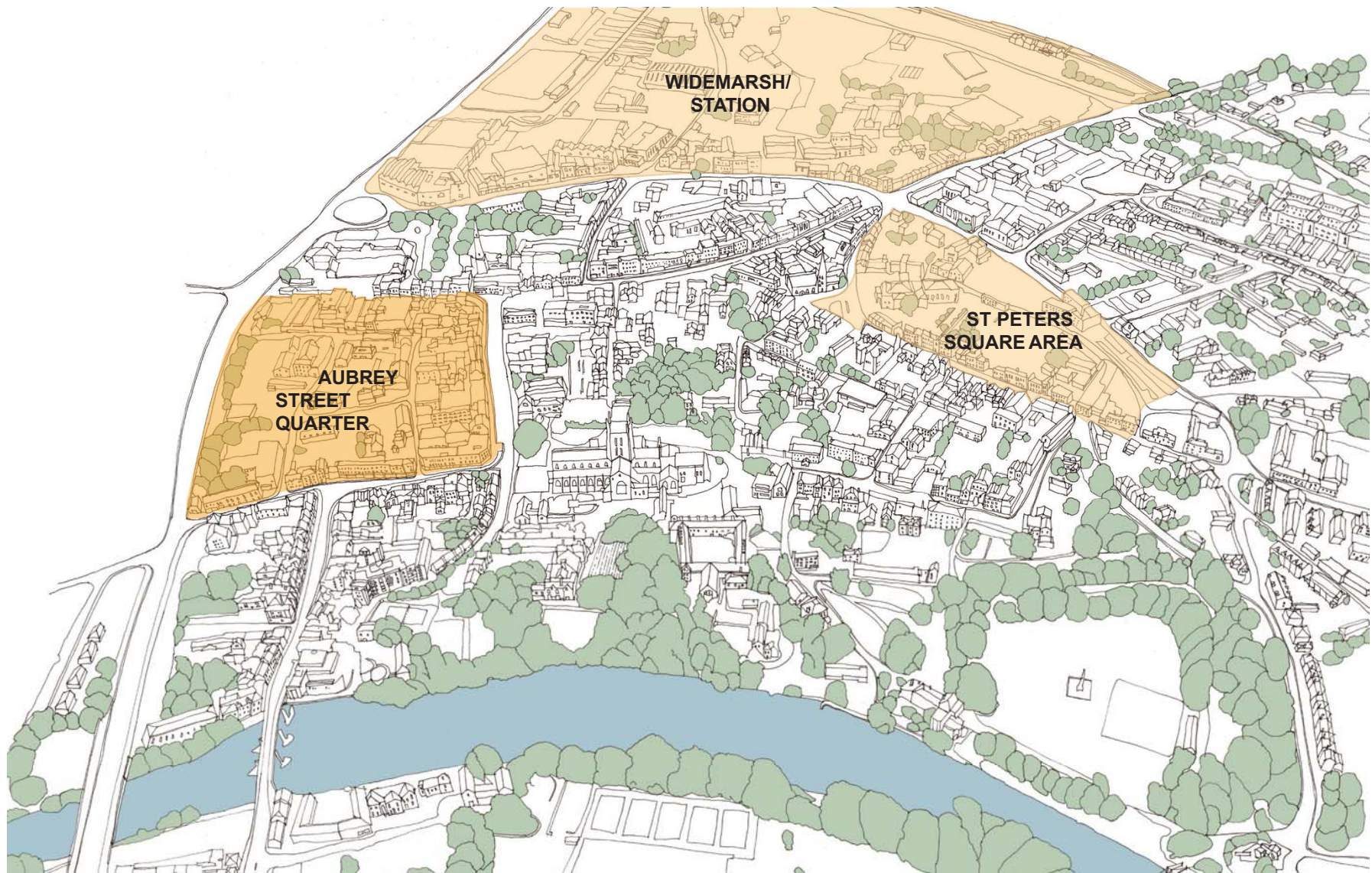
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**EMERGING  
FRAMEWORK**

# ...emerging framework

1. A shift in the road structure
2. Opening up the Wye Valley
3. Consolidation of retail
4. A dispersed university quarter
5. Bridging the gap between the city centre and the station
6. Supporting organic change
7. Irregularity of grain within the city walls
8. A compact city






... proposed



# AUBREY STREET QUARTER

- Removal of surface car parking
- Mending the block pattern at a scale in keeping with lanes and warehouses
- Creating new spaces in courtyards and through taking routes back from vehicles
- Improving the setting of the wall and downgrading Victoria Street
- Creative quarter for studios, small scale employment and food tourism

 pocket green space







# HEREFOR D DESIGN GUIDE

*Consultation Question 5...*

***What do you think of the ideas for the  
Aubrey Street Quarter?***

... proposed



## ST PETERS SQUARE AREA

- A new home for the university
- Enhance the setting of Shire Hall by de-cluttering St Peter's Square
- Removal of surface car parking and mending the block pattern - new frontage to Gaol Street
- Creating new spaces between the blocks for university use
- Reduce vehicular traffic on St Owen's Street through St Peter's Square

 pocket space





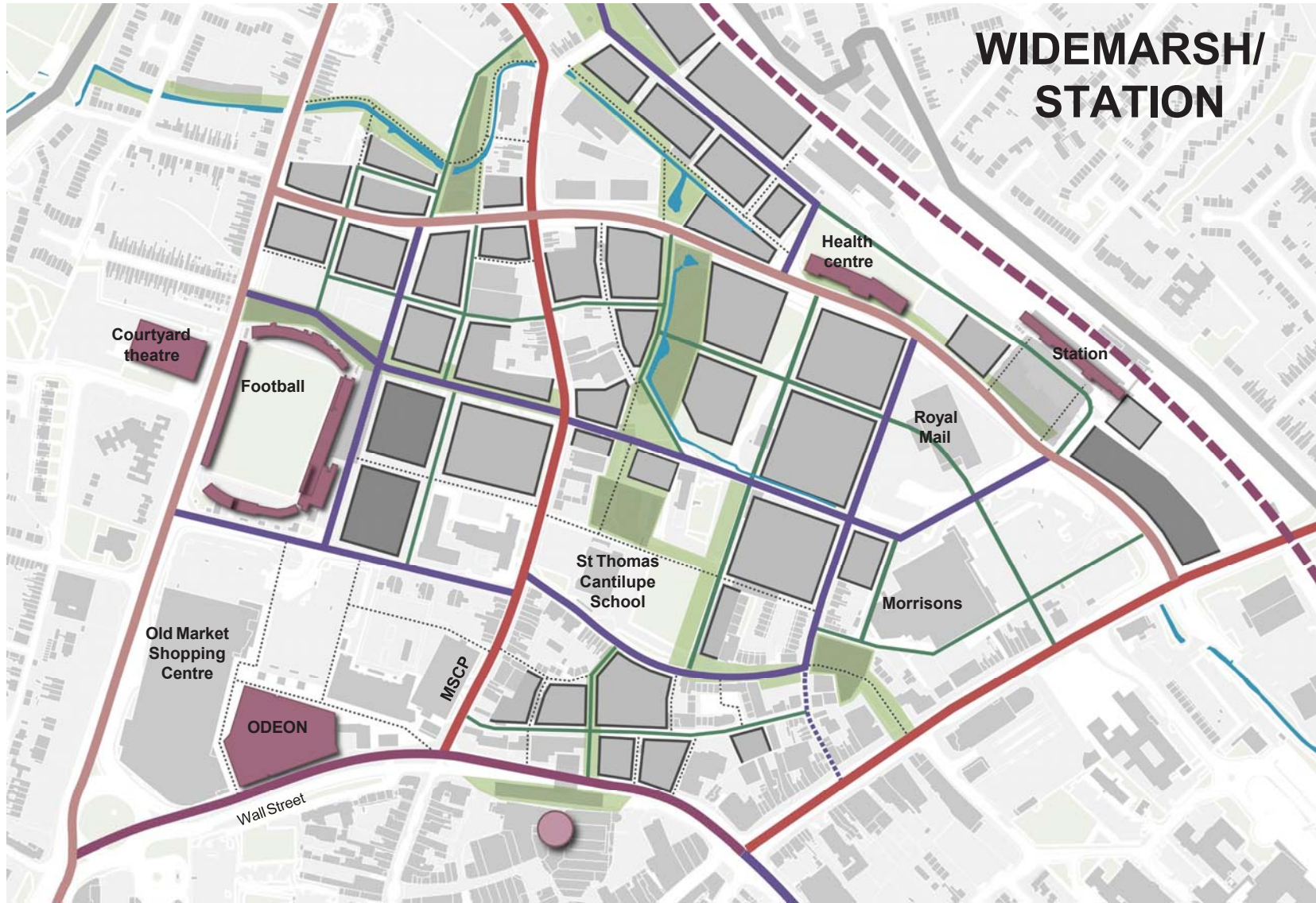
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*Consultation Question 6...*

***What do you think of the ideas for the  
St Peter's Square area?***

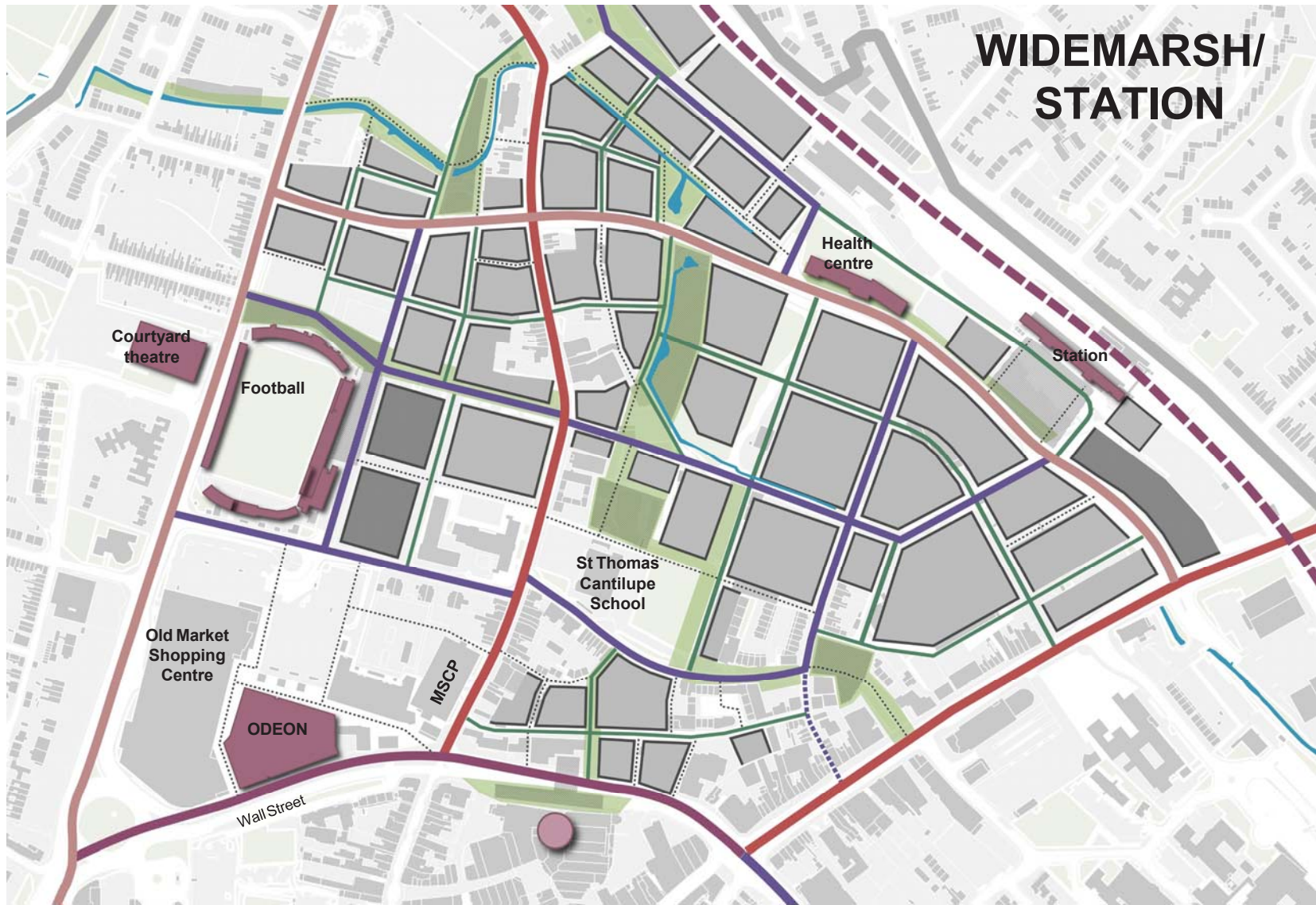
## ... urban blocks

- A simple and fine grain grid of new urban blocks to sit alongside existing buildings to be retained



## ... later development

- Longer term urban blocks for later redevelopment





## ... key principles

- A new irregular block structure that is 'of the city'
- A new route from the station / new Health Centre to the city centre
- New green spaces for the city and improving connections to existing spaces such as Blackfriars Rose Garden
- A new east-west route to the stadium and onwards to existing ped/cycle network



## ... key principles

- Celebrate the setting and quality of the Victorian Station building
- A new pedestrian friendly public space at the station framed on all sides by active frontage
- Maintain functionality of engineering approach complemented by landscape and placemaking approach of station forecourt area
- Both a public space and an interchange

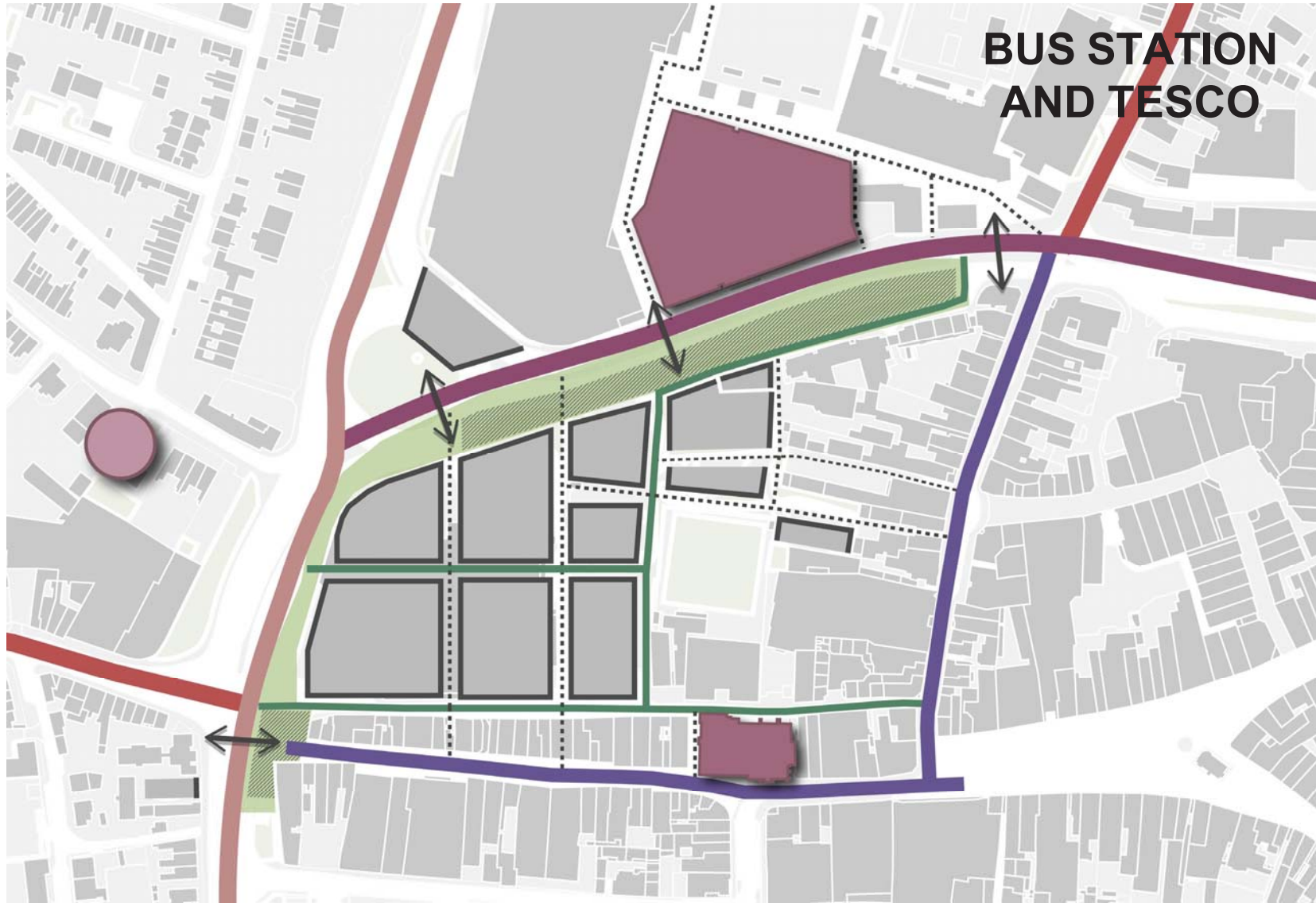


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*Consultation Question 7...*

***What do you think of the ideas for the  
Widemarsh to Station area?***

... later development



BUS STATION  
AND TESCO

- destinations
  - railway
  - orbital
  - routes
  - radial routes
  - streets
  - lanes
  - passageways
  - green network
  - blue network
  - urban blocks
  - urban blocks with planning applications
- 0
- N

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*Consultation Question 8...*

***Do you have any other comments to  
make?***

# Next step

Public consultation - 28 January until 11<sup>th</sup> March 2019

