

# Edgar Street Grid Design Framework

## Supplementary Planning Document

November 2007



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## Foreword

The Edgar Street Grid (ESG) provides a unique opportunity to create an exciting and innovative regeneration scheme adjoining the city centre which will add real value to the experiences offered within Hereford City and its wider catchment. The redevelopment of this under utilised 43 hectare site is expected to take in the region of 20 years to reach completion and once achieved will help to strengthen Hereford's role as a sub regional foci and regenerate the local economy leading to increased prosperity for the city and county.

This document provides a design framework to inform future developments. In developing these guidelines the advice in Planning Policy Statement 1 (PPS1) and its companion guide 'By Design' has been followed. Account has also been taken of previous design advice and comments provided by CABE, English Heritage and others during earlier ESG masterplan work as well as comments received from consultation exercises which included publication of a sustainability appraisal report and consultation statement.

The ESG developments will transform the northern areas of the city. There will be many who will see the positive benefits of this change and the extensive developments that will be delivered which will widen the experience offered by the city. However, there will be others who find this change more difficult and challenging to accept.



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There are diagrams within this document that originate from the Masterplan Strategy prepared for the Council in 2004 by Macgregor Smith and Stubbs Rich, in conjunction with DTZ Pineda and Arup. All diagrams within this document are to be used for planning purposes only.

# 1. Introduction

## General Introduction

- 1.1 This design guidance is being prepared as a Supplementary Planning Document (SPD) under the new planning system and forms part of the Council's Local Development Framework. It builds upon the policies of the Herefordshire Unitary Development Plan (UDP), to provide a more detailed design framework for the regeneration of the Edgar Street Grid (ESG) area. Its purpose is to encourage and guide the delivery of schemes, which will make a positive statement for future generations to enjoy while at the same time protecting and enhancing the City's historical context.
- 1.2 The development requirements for the ESG area have been progressed through the undertaking of a masterplan with the land use elements of these proposals being incorporated into the policies of the Unitary Development Plan.
- 1.3 Public confidence in the overall scheme and individual developments has to be established. This can be achieved through continuous consultation and by responding to local requirements. At all times and over the regeneration period, the local and business community needs to be advised of progress. Standards and requirements set out in this SPD need to be followed to maintain public confidence and credibility.
- 1.4 Consultation has formed a key part of the documents progress. The new Planning Act is accompanied by statutory regulations, which identify the process that needs to be followed. Further information on this process is laid out in the Council's Statement of Community Involvement. An accompanying consultation statement sets out the methods used to engage the community at each stage of the documents preparation, a summary of the main issues raised and how those issues have been addressed.

- 1.5 In addition to the consultation statement and as part of the new planning process a Sustainability Appraisal (SA) has been prepared which addresses the strategic and local sustainability issues affecting ESG. The appraisal has helped inform preparation of this document ensuring that the design principles identified encourage developments, which are carried out with sustainability objectives in mind.
- 1.6 This SPD will be used to inform the more detailed master planning process and will be a material consideration for future ESG planning applications.

## Purpose of the Design SPD

- 1.7 The purpose of this SPD is to:
  - Establish an urban design framework for the ESG area in a positive and enabling manner providing a design concept early on in the process which will be used to guide landowners, developers and the community on the form development proposals should take;
  - Address and supplement with additional information, policies contained within the UDP;
  - Provide greater certainty for the market on what is expected from future schemes;
  - Ensure delivery of a comprehensive, co-ordinated and sustainable development, which adds to and does not undermine the vitality and viability of development within the city centre.

## 2. Scene Setting

### Site Description

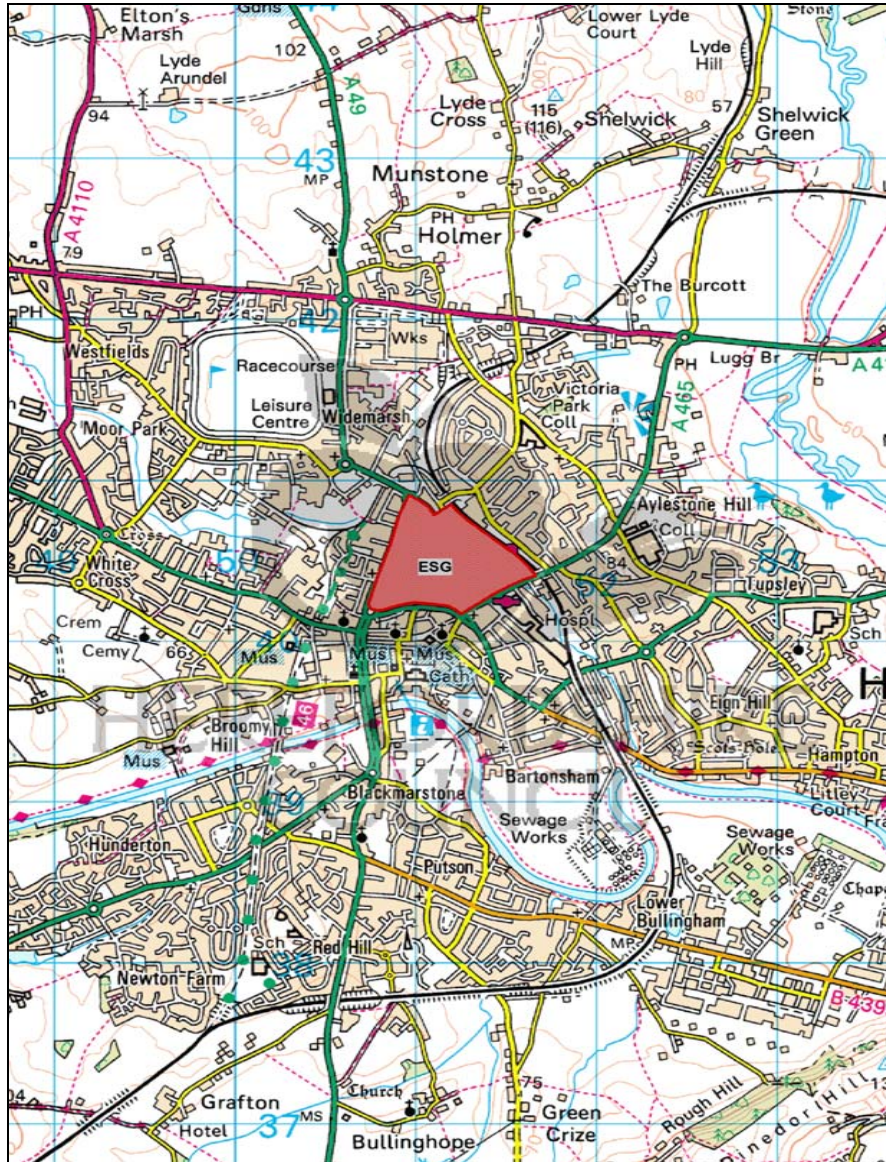
- 2.1 The UDP recognises the ESG area as 43 hectares of under utilised, mainly brownfield land lying north and adjacent to the city centre. It is bounded by Edgar Street (A49 T) to the west, Newmarket Street and Blueschool Street to the south, Commercial Road to the east and the railway line to the north. The area includes some significant land uses including the livestock market, Hereford United Football Club, the railway station and a number of buildings of architectural importance such as the Blackfriars Friary. The area also accommodates a wide range of industrial, commercial and residential uses as well as Listed Buildings, Scheduled Ancient Monuments and landmark buildings. Part of the area lies within the City's Central Conservation Area and Hereford's Area of Archaeological Importance and has the Widemarsh Brook, a designated SINC (Site of Importance to Nature Conservation) flowing through its northern parts. A more detailed land use survey is provided at appendix 6.

### Historical Context

- 2.2 The historical development of the ESG area has contributed to the unusual existing circumstances, whereby the grain of the medieval city centre has never been carried north into the area. Since the demise of the canal and the building of the relief road, the northern area of the city has become a somewhat blighted, disconnected edge of centre area, characterised by a range of commercial, retail, leisure uses interspersed with residential and industrial uses as well as open parking and waste land. The following provides a summary of some of the key development stages, which have contributed to the area as known today:

- In medieval Hereford, Widemarsh Street formed the single access into the city from the north. Ground conditions including marshes, streams and lakes ensured that construction of both roads and buildings were restricted;
  - The canal basin increased commercial activity in the north;
  - The advent of the railway cut through the north of the city and the station was cut off from the city centre by the canal basin;
  - The development of the livestock market brought with it new commercial activity;
  - The relief road created a physical barrier greater than the demolished city wall, dividing the city in two.
- 2.3 ESG is distinguished by a historic and very strong morphological framework or townscape grain. Medieval Widemarsh Street forms the central axis with clearly distinguished outer boundaries, some marked by past or present watercourses. A distinctive internal plot pattern survives, characteristic of a waterside industrial suburb. Other medieval elements include Commercial Road and its north-side plots, Canal Road, Coningsby Street, Catherine Street, and Blueschool Street. Edgar Street is also of medieval origin, and the straight north-south alignments that frame the current football ground and cattle market ultimately derive from the ancient 'Portfields'. This historic framework has a key role to play in the integration of ESG into the broader fabric of the cathedral city, ensuring a sustainable sense of place and distinctively 'Herefordian' identity is embedded in it.

## Location Plan



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Scale 1:25000

## ESG Masterplan (2004)

2.4 In 2003, Herefordshire Council and Advantage West Midlands commissioned a masterplan exercise to prepare a strategic vision, masterplan and implementation strategy for the ESG area. Issues raised through study reports and consultation responses were:

- Hereford, and the surrounding area is facing serious economic problems compounded by poor strategic infrastructure and poor local transport and access links;
- the ESG area holds the key to the future. It's redevelopment must be vibrant and show a creativity lacking in past projects;
- there is a lack of high quality cultural and leisure facilities, particularly for younger people;
- the migration of young people out of the county for employment and leisure opportunities needs to be halted;
- the study area needs to make a positive contribution to the local economy;
- the heritage of the city needs to be protected and promoted;
- the need for a public area.

2.5 Consequently the masterplan set out a number of objectives and a vision for redevelopment as follows:

- reinforce the vitality and quality of the city centre;
- Reinforce existing land uses around the site boundary to integrate it more effectively with it's context;
- enhance the pedestrian environment and provide better access across and into the site for pedestrians;
- break down barriers between the area and the city centre;
- provide new public space;
- provide adequate car parking for new uses and to serve the city centre;
- reinforce key vistas and views from the site to city centre landmarks;

- promote improvement in the quality and convenience of alternative modes of transport to the car;
  - manage access by car, as part of an overall citywide transportation strategy.
- 2.6 The 2004 Masterplan is currently being reviewed by ESG Herefordshire Ltd. The SPD and Masterplan have been subject to separate consultation processes. The content of this SPD will inform the Masterplan review by providing a design framework. The revised Masterplan will guide the physical regeneration of this area over the next 20 years.

### **ESG Herefordshire Ltd**

- 2.7 ESG Herefordshire Ltd is a joint venture development company established by Herefordshire Council and Advantage West Midlands to lead the transformation of the grid area. The company's job is to take the preliminary conceptual work of the 2004 Masterplan, develop it further and progress it into a series of deliverable projects all of which sit comfortably with each other and, most importantly, with the surrounding areas of the city. The company has an executive team and a board drawn from public and private sectors, chosen for their specialist skills, experience and personal commitment to Herefordshire.
- 2.8 In 2006, ESG appointed a consortium comprising Urban Initiatives, CZWG, Crowd Dynamics and Giffords, to undertake the Masterplan review.





## Planning Policy Context

### West Midlands Regional Spatial Strategy

- 2.9 The Spatial Strategy was published in June 2004 and provides the statutory framework for development within the West Midlands until 2021 and beyond. The strategy covers a wide variety of subjects including housing, economy, environment and transport. Within the strategy, Hereford is identified as a sub regional foci where policies for new development supports sustainable communities, job opportunities, urban renaissance, the creation of a vital and vibrant city centre, improves transport networks, all whilst protecting and enhancing the quality of the urban environment. The strategy confirms Hereford as a strategic focus for major retail, leisure and office developments and acting as a service centre for its rural hinterland.
- 2.10 Currently the strategy is under review. Phase Two of this review is focusing on a range of issues including housing figures, employment land, transport, waste and which towns and cities should be the focus for development. The Phase Two revisions are expected to be completed early in 2009 and will need to be considered alongside the designation of Hereford as a New Growth Point.

### Herefordshire Unitary Development Plan

- 2.11 The Unitary Development Plan (UDP) was adopted in March 2007 and provides the land use framework for the County up until 2011. Following adoption in March 2007, the Plan will be saved for a three-year period whilst work continues on the new Local Development Framework for Herefordshire.

## Aerial Photograph



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Scale 1:5000

2.12 The land use elements of the 2004 Masterplan were included as Plan policies at the Revised Deposit stage. These policies are contained within Chapter 7 of the UDP and provide policy guidance relating to Town centres and retail. Within this chapter Policies TCR19 - TCR23 relate to the future development of ESG.

2.13 The UDP justifies and identifies the following development requirements to be delivered on ESG, which will assist in strengthening Hereford's role as sub regional foci:

- extension of the retail offer provided within Hereford;
- the provision of a multiplex cinema;
- the provision of local government offices and a library;
- the need to upgrade and modernise the football ground;
- the need for a new public transport interchange facility, which brings together the current dispersed sites throughout the city.

2.14 UDP policies TCR20 - TCR23 have been developed for four quadrants of the masterplan area to provide guidance for the redevelopment of the livestock market, the development of the canal basin and historic core area, the Hereford United Football Club/Merton Meadow area and the civic quarter section. The content of these policies are provided at appendix 1. In summary the policies seek the following:

- Eign Gate Regeneration Area (TCR20) has been identified principally for the location of A1 retail uses to widen the retail offer available within the city.
- The canal basin and historic core (TCR 21) which lies to the north east has been identified for a high quality waterside redevelopment with a mixed use scheme incorporating high density housing, retail/leisure uses, bars and restaurants around a regenerated canal basin providing canal wharfage opportunities.

- Hereford United Football Club (TCR 22) is to remain with opportunities identified for the ground and surrounding land to be redeveloped. Facilities may include conference room, bar facilities, an enhanced club shop, car parking and other sport related uses. Other potential opportunities include leisure uses including a multiplex cinema and associated food and drink facilities as well as the development of uses linked to the football club.

- The civic quarter (TCR 23) located to the south east has been identified for commercial/ public offices and possibly a library which could also incorporate ground floor retail and leisure uses along Blueschool Street.

2.15 The UDP policy areas do not cover all of the masterplan area. Development proposals, which come forward on areas of land, which lie adjacent, and outside the quadrant policy areas, will be determined under the general UDP policies and the design thrust of this document.

2.16 Other UDP policies will also need to be applied when considering future developments. These are also listed in appendix 1.

### **Hereford Livestock Market – relocation**

2.17 The UDP process was not able to settle upon a suitable relocation site for the livestock market. Consequently, plan policy TCR19 sets out the criteria and specific requirements for a new site. A preferred relocation site has been agreed and negotiations are taking place in readiness for a planning application. The relocation of the livestock market, which is expected to take place during 2008, will enable and herald a first phase start of ESG development.

## Planning Obligations

- 2.18 A number of UDP policies including policies TCR20 – 23 refer to financial contributions being required from area proposals and other developments. To provide additional guidance on the use of obligations and where they will be sought, a further supplementary planning document is being prepared. In summary, contributions may be expected to schemes within and outside the ESG area where they meet the UDP policy requirements of Policy DR5, are relevant, reasonable and appropriate and can be demonstrated to relate to the development proposed.
- 2.19 The main requirements are:
- delivery of affordable housing;
  - provision of new and improved pedestrian/cycle routes to ensure good linkages through the site connecting area developments to the existing fabric of the city, including the Courtyard Theatre;
  - contribution to the provision of park and ride facilities to serve Hereford and improve access to the area;
  - public realm improvements including enhancements to the railway station providing improved access for pedestrians, cyclists and drop off facilities, and to the historic area around the Coningsby Hospital and the Blackfriars Friary;
  - provision of enhanced public transport facilities;
  - the road link between Edgar Street and Commercial Road and extension of Canal Road;
  - provision of canal basin, wharfage and visitor centre;
  - a surface water and drainage management scheme utilising the Widemarsh Brook and the Canal where appropriate in conjunction with strategic flood mitigation measures undertaken elsewhere upstream;
  - relocation of the Hereford Livestock Market;
  - provision of public offices and a library; and
  - public art provision.

2.20 It is recognised that the proposals for comprehensive regeneration of Edgar Street Grid are likely to involve significant elements of 'inherent self mitigation' in the form of major infrastructure provision. The Council will thus have due regard to the extent and level of any planning obligations and contributions sought by the Council in connection with such development proposals and will interpret any separate planning obligations SPD accordingly. The cost and provision of major infrastructure works as part of the Edgar Street Grid development proposals (for example highways improvements and contributions to flood alleviation schemes) may thus be off-set against obligations and contributions which may otherwise have been sought pursuant to any planning obligations SPD.

2.21 Where ESG development proposals provide off-site works which have an enabling benefit to non-ESG development sites, the Council shall seek a planning obligation from developers of such sites to contribute a fair and reasonable amount proportionate to the enabling benefit such off-site works have given to the relevant non-ESG development site.

2.22 In order to enable and assist with land assembly, the Council has resolved in principle to use its compulsory purchase powers subject to the preparation of specific proposals.

## Appropriate Assessment

2.23 The requirements of Directive 92/43/EEC requires plans that are likely to have a significant effect on a Natura 2000 site; Special Areas of Conservation (SACs) or Special Protection Areas (SPAs) in the case of the Conservation of Wild Birds Directive, to be subjected to Appropriate Assessment. As an Appropriate Assessment has been undertaken of the UDP further assessment through this SPD is not necessary.

2.24 In the context of ESG redevelopment and individual proposals an Appropriate Assessment will be required where any development proposal would effect the River Wye SAC. This would include brooks and watercourses within and adjacent to the grid area which flow directly into the river. The Assessment would need to be considered against UDP policies and particularly policy NC2. The onus is placed on the developer to provide information on the potential ecological impacts of the application being submitted upon the qualifying and designated features of the River Wye SAC and to ensure that no adverse or significant effects will occur.

### **Sustainability Issues and Appraisal**

2.25 In its vision for Herefordshire, Chapter 3 of the UDP sets out its sustainable development strategy and guiding principles. These are furthered primarily through strategic policies S1 and S2 and also in many other policies set out under the various chapter headings. These policies are set out in Appendix 1.

2.26 A Sustainability Appraisal (SA) accompanies this document, which has been prepared in accordance with the regulations and ensures that the sustainability issues of design proposals have been addressed in this SPD.

2.27 The preparation of this design SPD represents a significant opportunity for the sustainable enhancement of ESG and Hereford City. The initial consultation in November 2006 and consultation on the SA Scoping Report have been used as a key input into the identification of sustainability issues that have informed this document's development. The establishment of sustainability objectives and criteria is central to the appraisal process.

2.28 A sustainability evaluation has been undertaken on the SPD's objectives for the ESG area, which has confirmed the greatest positive opportunities for improvement as:

- secure a higher skilled workforce;
- maintain or enhance conditions that enable a sustainable economy and continued investment;
- reduce traffic and congestion, pollution and accidents;
- improve health through physical activity by increasing the proportion of journeys made by public transport, cycling and walking;
- access to and engagement in quality cultural, educational, leisure, sporting, recreational and community activities for all;
- sustainable regeneration;
- opportunity to live in good quality, affordable housing;
- ensure integrated, efficient and balanced land use; and
- value, protect and enhance the character and built quality of settlements and neighbourhoods.

2.29 The design elements of these opportunities have been incorporated into both the general and detailed design guidance issues contained within this SPD. The purpose of SA has been to try and establish a balance between environmental, social and economic aspects. Following the assessment of the SPD the SA process was able to inform the document with elements of mitigation and enhancement to make this balance more evident within the plan.

2.30 It was recommended that the SPD:

- expand on accessibility to the integrated transport options and housing to all members of society particularly for the disabled;
- encourage the use of the waste hierarchy to reduce, re-use, and recycle waste;
- add reference to aims and targets within the the County Biodiversity Action Plan;

- consult ecologist, hydrogeologist, building conservation architects and other professionals as appropriate early in the process;
- protect existing biodiversity features, species, habitats and enhance these where appropriate;
- have regard for changes potentially due to climate change including any flood risk assessment; and
- encourage renewable forms of energy production.

These issues have been addressed in the SPD.

2.31 In addition a Strategic Low Carbon Design Advice report has been prepared which reviews the current project carbon credentials, comments upon the proposal for utilising waste heat from neighbouring industrial sites and suggests an energy strategy for the development. The advice contained within this report will need to be considered during the development of ESG schemes.

2.32 The following table summarises the key sustainability objectives within the ESG and Hereford. They have been based upon the key issues identified in the General Scoping Report for the Sustainability Appraisal of the Herefordshire Local Development Framework, and have been modified, where necessary, to reflect the particular needs and issues identified within ESG.

**Table 1: Sustainability Objectives**

	<b>Sustainability Objective</b>
01	To support, maintain or enhance the provision of high quality, local or easily accessible employment opportunities, suited to the changing needs of the local workforce
02	Secure a more adaptable and higher skilled workforce
03	Maintain or enhance conditions that enable a sustainable economy and continued investment
04	Reduce road traffic and congestion, pollution and accidents and improve health through physical activity by increasing the proportion of journeys made by public transport, cycling and walking
05	Improve the health of the people of Herefordshire, reduce disparities in health geographically and demographically and encourage healthy living for all
06	Improve equality of access to and engagement in quality cultural, educational, leisure, sporting, recreational and community activities for all
07	Sustainable regeneration
08	Raise educational achievement levels across the county
09	Reduce and prevent crime/fear of crime and antisocial behaviour in the county
10	Reduce poverty and promote equality, social inclusion by closing the gap between the most deprived areas in the county and the rest of the county
11	Provide everyone with the opportunity to live in good quality, affordable housing of the right type and tenure, in clean, safe and pleasant local environments
12	Reduce the amount of waste requiring disposal and minimise the use of non-reusable materials and encourage recycling
13	Value, maintain, restore and expand county biodiversity
14	Use natural resources and energy more efficiently
15	Value, protect, enhance and restore the landscape quality of Herefordshire, including its rural areas and open spaces
16	Reduce Herefordshire's vulnerability to the impacts of climate change as well as its contribution to the problem
17	Reduce the risk of flooding and the resulting detriment to public well-being, the economy and the environment
18	Minimise local and global pollution and protect or enhance environmental resources
19	Ensure integrated, efficient and balanced land use
20	Value, protect and enhance the character and built quality of settlements and neighbourhoods and the county's historic environment and cultural heritage

2.33 The sustainability objectives in table 1 have been applied to assess the SPD objectives to ensure they are sustainable in terms of environmental, social and economic impacts in accordance with the Regulations. It should be noted that the UDP policies upon which this SPD relates to have already been assessed in terms of sustainability through the plan making process. Table 2 applies the sustainability objectives to the UDP policy areas to demonstrate where these objectives need to be addressed within each quadrant. This provides developers and the local authority with a quick reference guide identifying which sustainability objectives need to be addressed and overcome before submitting planning applications. This approach highlights sustainability issues within the quadrant areas.

2.34 Central to any proposals should be the developer's commitment to reducing ESG's contributions to the impact of climate change including flood risk. Developers should focus on a building's whole life cycle – its impact on the neighbourhood, its resource consumption, waste production, pollution, transport, water and energy use. Further guidance upon this can be found in the Department for Communities and Local Government (DCLG) consultation document 'Planning Policy Statement: Planning and Climate Change' which supplements PPS1, and the DCLG's 'Code for Sustainable Homes: A step-change in sustainable home building practice'. Policy relating to such issues shall also be developed as part of Herefordshire's emerging LDF.

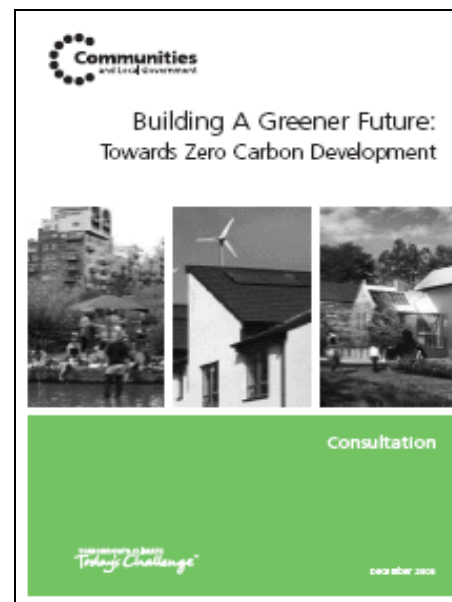
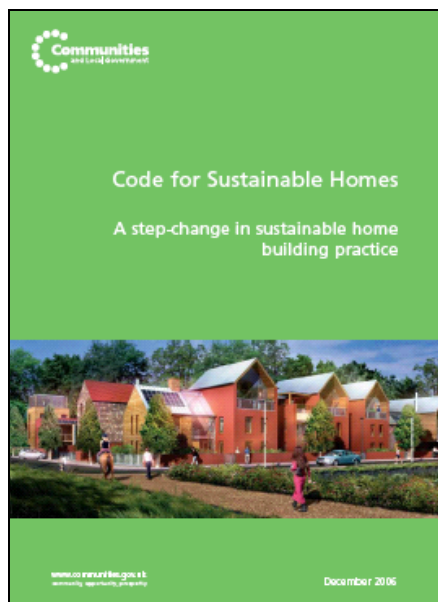


Table 2: Sustainability Objectives by UDP policy areas

Location / Policy Area	Sustainability Objectives																				
	01	02	03	04	05	06	07	08	09	10	11	12	13	14	15	16	17	18	19	20	
<b>EIGN GATE POLICY AREA TCR20</b>																					
Intersection of Edgar St / Newmarket St			■	■	■		■		■	■		■		■	■	■		■	■		○
Newmarket St			■	■		■	■		■				■		■	■		■			○
Newmarket Inn														■				■			○
Garrick House			■				■		■					■				■			○
Open Space – Rear of Newmarket St			■			■	■		■			■		■			■	■			○
Multi-storey Car Par, Widemarsh St			■	■			■		■					■				■			○
Blackfriars St			■	■		■	■		■				■	■	■			■			○
Edgar St South			■	■	■		■					■		■	■	■		■			○
<b>CANAL BASIN &amp; HISTORIC CORE TCR21</b>																					■
Widemarsh St			■	■			■		■	■			■	■	■	■		■	■		○
Blackfriars Friary / Coningsby Hospital						■	■		■			■		■		■		■			○
Canal Basin			■	■		■	■		■	■	■	■	■	■	■	■	■	■	■	■	○
Widemarsh Brook			■				■		■			■		■		■	■	■			○
<b>HEREFORD UNITED / MERTON MEADOW TCR22</b>																					■
Edgar St North			■	■	■	■	■		■					■	■	■					■
Merton Meadow Car Park South			■	■		■	■		■				■	■	■	■	■	■	■		○
Merton Meadow Car Park North			■	■		■	■		■	■		■	■	■	■	■	■	■	■	■	○
<b>CIVIC QUARTER TCR23</b>																					■
Blueschool St	■	■	■	■			■		■				■	■	■	■		■	■		○
Land to the rear of Blueschool St	■	■	■			■	■		■				■	■	■	■		■	■		○



### 3. Townscape Characterisation

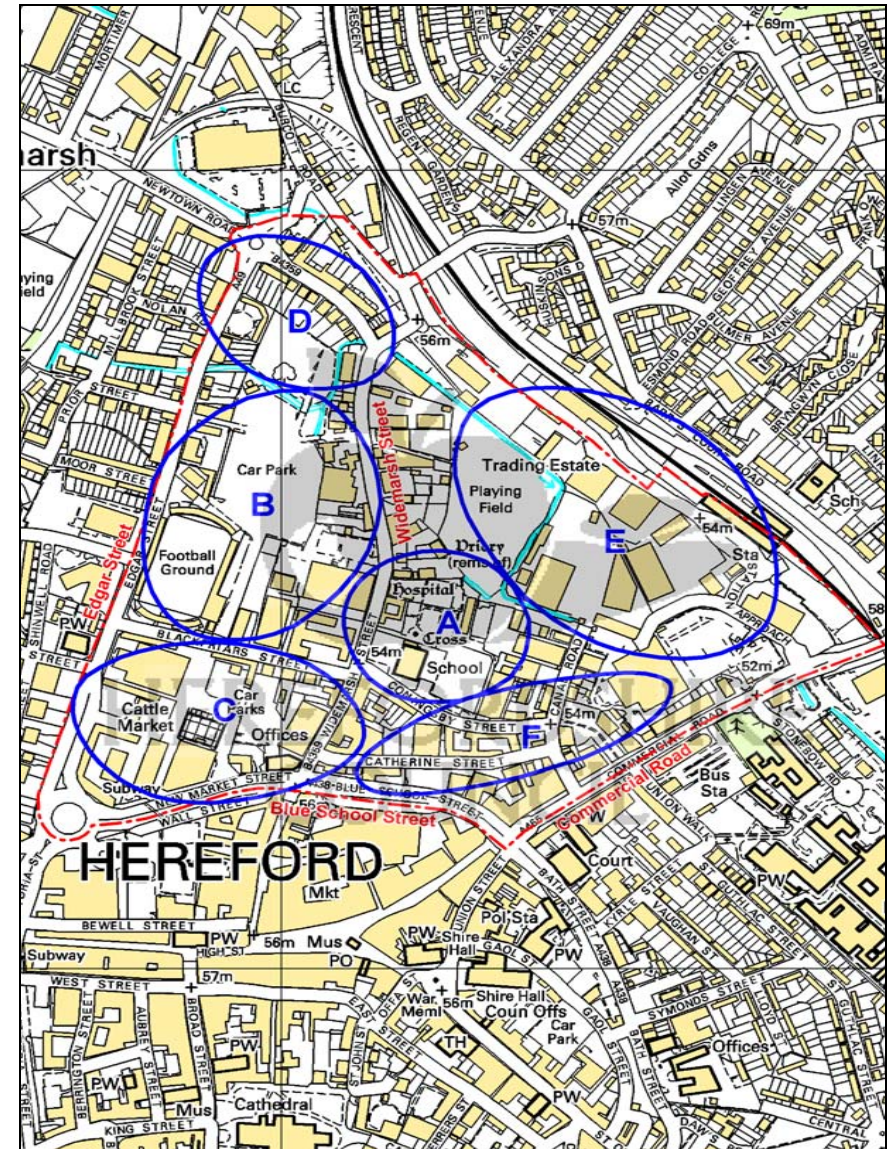
- 3.1 A townscape characterisation assessment can help reveal the historic character of an area in both layout and building form. It can help define what makes a place special. A comprehensive assessment would define the areas framework of streets and plots and the degree to which different historical periods have contributed to aspects of the present townscape. It analyses the buildings and spaces within that framework and where different historical periods are represented along with areas of distinct character.
- 3.2 To date a full analysis has not been undertaken either of the ESG area or wider Hereford urban form other than in the context of an archaeological study. It is expected that a characterisation study of wider Hereford will form part of evidence based work for a future development plan for Hereford as part of the Councils Local Development Framework.
- 3.3 In this interim period, the ESG Masterplan and this SPD traces the historical context and development of ESG area. The Masterplan identifies several distinct character areas which display specific land uses. These character areas have informed the Masterplan proposals and include:
- A. **Blackfriars precinct:** The area includes the key historic buildings associated with the Blackfriars including Coningsby Hospital. More recent additions to the area include the Edwardian educational buildings; Hereford Education and conference Centre and St Thomas Cantilupe School. The well maintained gardens provide a key public open space in the study Area. However, the gardens are relatively inaccessible, are not overlooked and lack natural surveillance.
  - B. **Merton Meadows:** Merton Meadows is characterised by large areas of surface car parking and large floor plate

buildings including Hereford United Football Club and Wickes DIY.

- C. **The Livestock Market:** The area includes the Livestock Market and development which fronts onto Widemarsh Street including older fine grain development and more recent additions such as the multi storey car park and Garrick House. The area also includes former private houses which have been converted into office buildings fronting Blackfriars Street.
- D. **Newtown Road:** The area has a mix of land uses including residential and commercial uses in the form of small businesses. The area includes part of Merton Meadows surface car park.
- E. **Railway and Trading Estate area:** The area includes large floor plate buildings including retail sheds such as Morrisons and Rockfield and the recently constructed Post Office building opposite the Railway Station. In addition the area includes the Police Dog Training Ground, an extensive area of open space prone to flooding and bounded by the Widemarsh Brook to the north and east and Widemarsh Street to the west.
- F. **Canal Road:** The Canal Road area is bounded by Commercial Road to the East and Blueschool Street to the South. It includes areas of historic Victorian development in the form of three storey brick built buildings with a variety of land uses and new, primarily residential, development blocks. The blocks are defined by Catherine Street and Coningsby Street which run east – west through the character area.

3.4 Within any submitted planning application and as part of the required Design Statement, the Council will expect townscape character identifying an areas current land use and historical framework as defined above to be revealed and addressed. This should demonstrate how the proposal can capitalise on any historic assets and fully realise their social and economic benefits.

### Townscape Character Areas



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Scale 1:5000

## 4. Design Challenges

### ESG Design Challenges

- 4.1 Regeneration of the ESG over the longer term aims to integrate the area with the city centre, stimulate a new civic and cultural presence, enhance Hereford's retail and tourism offer, and facilitate city living through the establishment of a vibrant and high quality location. To achieve these aims a number of design challenges will need to be faced and positively addressed. Through the progression of the masterplan proposals, consultants studies have to date been commissioned to address transportation issues, flooding and infrastructure. Detailed transport assessments have been undertaken to demonstrate that the development can be accommodated in the network in association with a package of transport measures. In addition a flood study has also been commissioned which will identify where development will be allowed.

### Traffic Congestion

- 4.2 A major challenge for ESG is the need to address traffic congestion problems, which currently surround the area and establish an effective road system, which manages traffic to its optimum. The infrastructure of the highway network needs to be fully addressed when determining traffic flows and a holistic approach taken, not just immediately around the grid, but taking into account the progressive increase in motorised traffic in the area, combined with the planned increase of housing and other developments in the neighbouring vicinity. Redevelopment of ESG provides the opportunity to relieve congestion especially at the Edgar Street roundabout and along the inner ring road. The downgrading of the ring road along with two new roads have been included within development proposals and incorporated into the UDP policies. The design of the new link road in particular needs

to reflect its status as a primary route, integrating active frontages into an attractive street scene that has safe and effective links with existing vehicular/pedestrian routes.

- 4.3 As part of any review of the road system, consideration should also be given to the re-establishment of Widemarsh Street as a principle high street into the city centre.



### Inner Ring Road

- 4.4 The centre of Hereford has been constrained from expanding by the inner ring road, which embraces and contains the central area. This situation has limited the opportunities to widen the offer and strengthen the role of the city centre. The redevelopment of ESG with the expansion of the central shopping and commercial area (TCR1) will provide an opportunity to develop land close to the city centre. To be successful, however, it is vital that future schemes are well integrated with the existing city centre. The use of design in reducing the barrier effect posed by the existing ring road is key to ensuring integration between ESG and the existing city centre.

- 4.5 Downgrading of the ring road in association with new road links and associated traffic management will assist in reducing the barrier. Downgrading will also provide design opportunities to create a new and attractive street scene incorporating landscaping with adjacent developments making a more pedestrian friendly environment.

### **Integration**

- 4.6 As well as overcoming the barrier presented by the ring road it is vital that ESG connects and integrates with other surrounding areas of the city in particular strengthening links with the Courtyard Theatre, the railway station, hospital and adjacent residential areas. Through good design ESG provides the opportunity to improve linkages and create new pedestrian routes improving the permeability, accessibility and the connectivity of ESG with its surrounding areas, creating a pedestrian friendly feel which encourages as much walking as possible through the area and on into the city centre.

### **Protection and Enhancement of the Historic Fabric**

- 4.7 Across ESG there are historic factors, which could limit and will influence development. Listed Buildings, Scheduled Ancient Monuments, a Conservation Area and landmark buildings are located throughout the area. It will be a key challenge of this SPD to ensure that new and innovative building styles are put forward which are sensitive, respect and compliment the existing historic and key buildings allowing both new and old to sit side by side in a coherent and attractive manner ensuring a seamless street scene is provided.

### **Infrastructure and Utilities**

- 4.8 The ESG company has commissioned consultants to assess the infrastructure and utility capacity of services in the ESG area. The utilities management consultancy service is required to provide professional engineering management services to deliver the following:
- a) A strategic utilities review of the ESG development area in order to identify utility services and wayleave risks, and the measures required to mitigate those. Risks will include:
    - i. Suitability or otherwise of existing services infrastructure assets to support the phased development;
    - ii. Reinforcement, connection/disconnection, and diversion requirements, in terms of scope of work, and programme by development phase;
    - iii. Wayleave changes and new requirements by development phase;
    - iv. Land issues.
  - b) A Multi-Utility Strategy that identifies 'primary' infrastructure delivery requirements and mechanisms, and the means to ensure their timely delivery. The strategy is to address the delivery of risk mitigation measures, and to quantify them in terms of time and cost estimates, supported by a delivery programme;
  - c) An approved utilities framework platform from which individual developers can draw their requirements.
- 4.9 It is also important for proposals to look at noise and light pollution issues as well as water resources and water quality matters linked to infrastructure requirements eg. the role of Widemarsh Brook which has issues of low flows. Welsh Water will need to be consulted regarding sewerage systems.

## Climate Change

- 4.10 Some of the following design challenges relate to climate change and as government guidance emerges, it is appropriate to consider this in terms of design challenges for ESG. Indeed all developments will need to be in accordance with PPS1 (Sustainable Development) and its supplement - Planning and Climate Change. Any buildings will need to consider building orientation, mass, density and mix of development including landscaping, minimise energy consumption, maximise cooling and avoid solar gain in summer. Such techniques may include the use of green roofs, on appropriate buildings, which can aid cooling in summer and insulation in winter and reduce water run off. Developments will need to look at sourcing local materials and maximise technologies in producing a low/zero carbon development to reduce energy consumption and pollution.
- 4.11 In more general terms, if ESG is to meet ever increasing government targets on climate change, it will not only be the planning system that delivers targets. In other agreements and through building regulations, developers will be required to have regard for the Code for Sustainable Homes, BREEAM standards and other requirements in their design of schemes.

## Flooding

- 4.12 The Design Framework Map on page 33 identifies land to the north of Merton Meadows and around the police playing fields as subject to a high risk of flooding and therefore in line with UDP Policy DR7 and PPS 25 – Development and Flood Risk needs to be addressed through a flood risk assessment before development of these areas can be considered further. It is possible that development of the canal basin region and work on the Widemarsh Brook along with possible realignment of the Yazor Brook and other flood mitigation measures (currently being pursued by ESG Ltd and

consultants Capita Symonds) may be able to assist with this. This flood risk assessment will need to address climate change.

- 4.13 All areas of the ESG will need to demonstrate suitable Sustainable Urban Drainage Systems (SuDS) techniques as part of a detailed Flood Risk Assessment, which should reduce surface water flood risk through a betterment in the surface water run – off regime, including events up to and including the 1% storm event plus climate change.
- 4.14 The Flood Risk Assessment should be used to inform the location and form/type of development in accordance with PPS25. This includes consideration of vulnerability of uses and associated requirements as detailed within Table D1, D2 and D3 of PPS 25.

## Air Quality

- 4.15 From the environmental health perspective, one of the main concerns relates to air quality. Edgar Street roundabout and the A49 corridor within Hereford City is part of an Air Quality Management Area (AQMA), where the pollutant nitrogen dioxide exceeds government recommendations. To comply with this management plan, no new residential units should be located too close to the area covered by the AQMA as this would breach air quality objectives as well as PPG24 which relates to noise impact. All schemes will need to be subject to rigorous testing having regard to the AQMA.

## Biodiversity

- 4.16 The Widemarsh Brook is a locally designated Site of Importance to Nature Conservation. It functions as a wildlife corridor which runs through the city and links with the River

Wye which is a designated European Special Area of Conservation. The ecological impact to existing habitats and species associated with diverting the brook and its significance to the integrity of the River Wye will require detailed investigation and an Appropriate Assessment. The remainder of the ESG area contains little semi-natural habitat and best practice should be adopted in relation to enhancing the site for wildlife and building-in beneficial biodiversity features as part of good design in line with UDP Policy NC8 and the requirements of PPS9 - Biodiversity and Geological Conservation.

### **Contaminated Land**

- 4.17 Contaminated land will be an issue both for proposed ESG developments and existing businesses. Areas which may have contamination issues include land at Jewson's and land within the livestock market site, along with other smaller sites dispersed throughout the area. This issue needs to be considered in line with UDP Policy DR10 and the requirements of PPS 23 - Planning and Pollution Control. Redevelopment proposals should adopt the 'suitable for use approach' and be addressed in respect of the types of developments that are provided in the area.

### **Open Spaces**

- 4.18 There is a paucity of designed, open spaces, trees and planting within the Edgar Street Grid area. There are only two, small-scale green spaces accessible to the public: the Graveyard between Commercial Road and Canal Road and Blackfriars Garden. The former private playing fields adjacent to Widemarsh Brook are hidden by surrounding buildings and there are only limited views of the St. Cantilupe Primary school playing field, from Coningsby Street. There are currently no designed, hardsurfaced external spaces within the ESG area. The very limited numbers of street trees on Commercial Road have no landscape impact because

they are sparse and small in scale. The degraded appearance of the three large-scale streets – Commercial Street, Blueschool Street and Edgar Street is due in part to the lack of street trees and other planting. Providing new, high quality public external spaces and enhancing existing streetscapes are key objectives of the ESG.

### **Archaeology**

- 4.19 Although the ESG area is located just to the north of the historic core of Hereford, it nevertheless coincides with an area of significant historic interest. Important Prehistoric Roman and Post Roman archaeological finds have been recorded in a number of locations. Early Medieval - Post Medieval suburban and industrial sites occupy much of the ESG, particularly in the south. The southern part of the area is fully within the principal focus of a medieval settlement, and is known to preserve original plot patterns, and sub-surface remains of considerable value. This area forms part of the statutorily designated Hereford Area of Archaeological Importance. In addition the site includes the Scheduled Ancient Monuments of Blackfriars and lies adjacent to the city wall, which needs to be protected, enhanced and made a feature of development proposals. More information is provided in appendix 3.

### **Multiple Land Ownerships**

- 4.20 ESG is a large area and is subject to multiple ownerships, which creates a significant land assembly challenge. The Council will, if required, use its compulsory purchase powers to assist in bringing together development sites to assist the regeneration of the area.

# 5. General Design Guidance

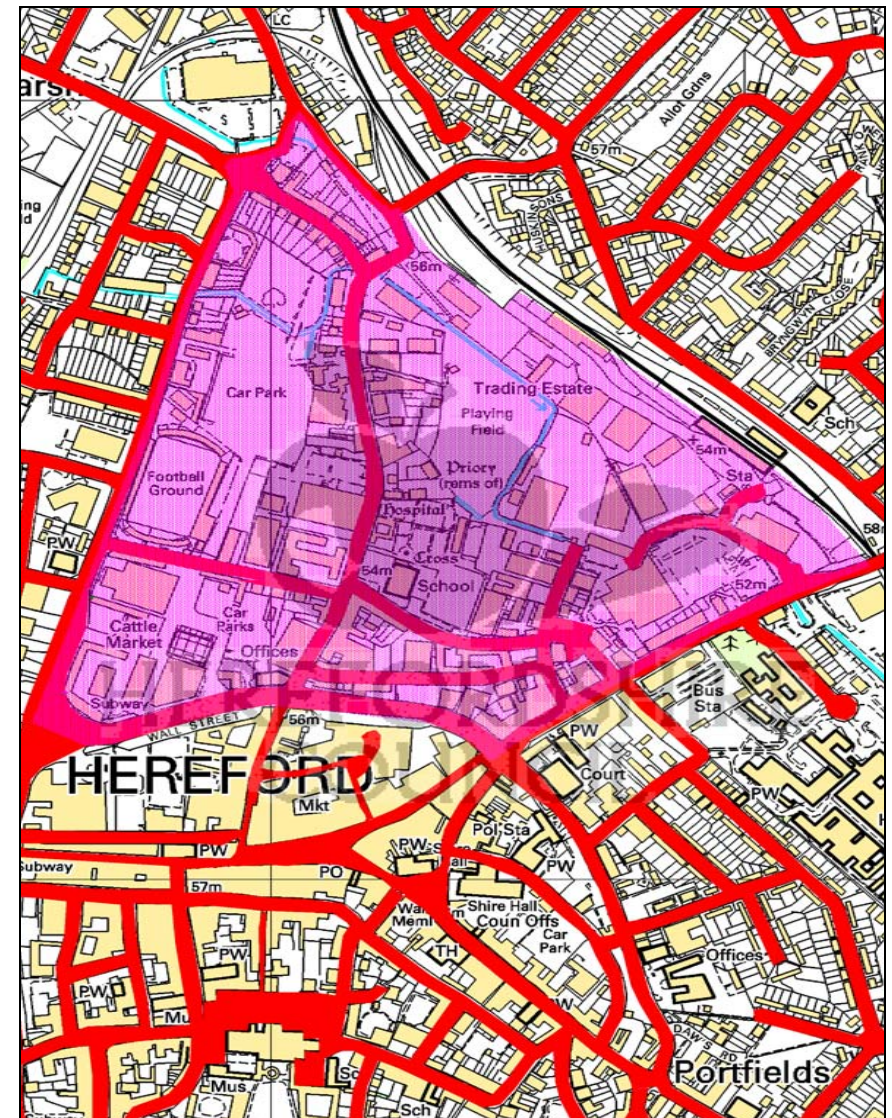
## General Design Issues

5.1 This section considers the general design principles that need to be addressed within the design framework and includes urban grain, open spaces, linkages, vistas and views, key buildings, gateways, frontages, public realm, diversity of uses, housing design, new/existing transportation routes, access for all, public transport, parking, biodiversity, landscaping and sustainability issues. These general principles will establish an overall layout, which will be developed further within this document on a quadrant-by-quadrant basis. Some of these design aspects are shown in more detail on the design framework diagram within this section.

## Urban Grain

- 5.2 CABE's original assessment of the 2004 Masterplan sought to promote the development of ordered grids, sympathetic to the scale of the historic core. Such a formation of development also maximises active frontages and forges through-fares and desire routes. English Heritage (May, 2006) also shared such views, stating that working with the historic urban grain as far as possible would be a principle that they would encourage any masterplan proposals to adopt.
- 5.3 Particularly distinctive in the city centre, is a tight urban grain characterised by narrow winding streets, with pedestrian cut-throughs and intermittent areas of public open space.

Diagram to illustrate how ESG does not reflect the historic urban grain of Hereford city centre



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## Built form patterns



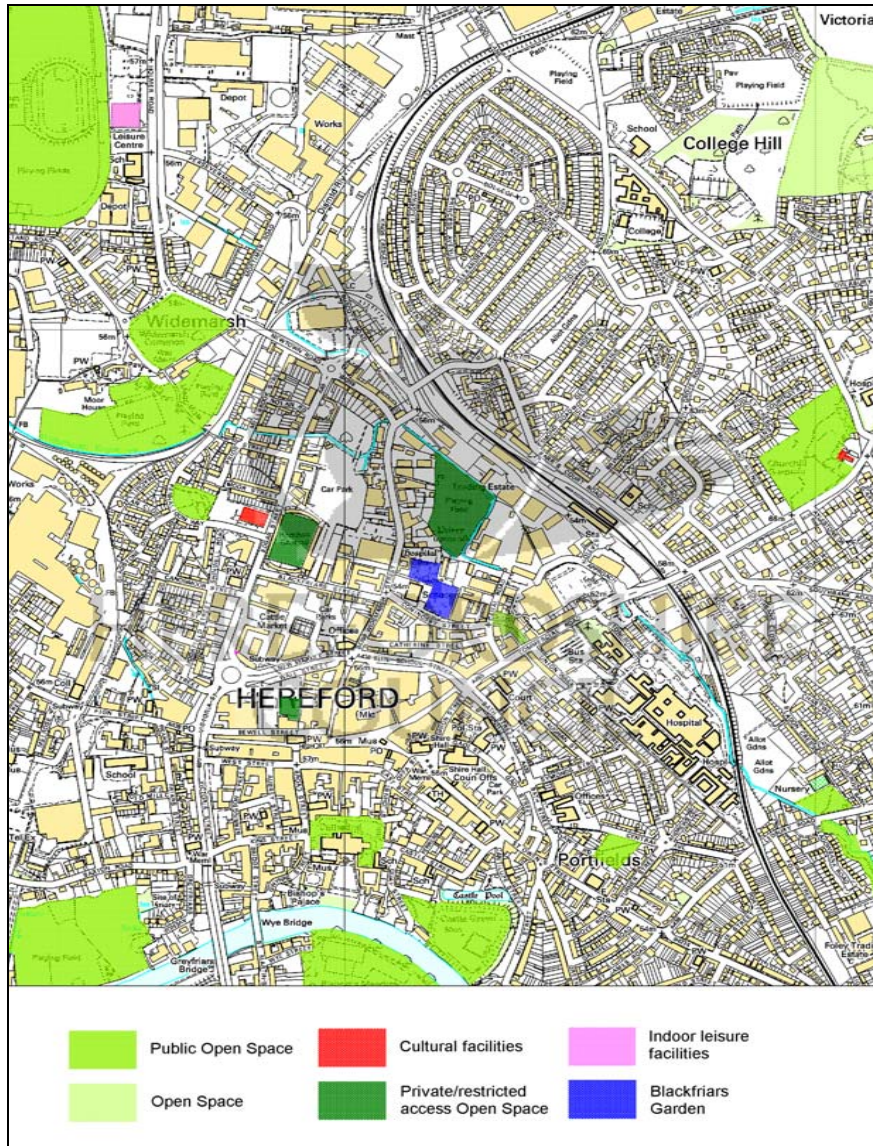
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- 5.4 It is a key requirement of this document to seek a development pattern, which works with the historic urban grain as far as possible as well as incorporating central open spaces, which have a sense of enclosure and place. Local building forms and details contribute to the distinctive qualities of a place and can be successfully integrated in new development.
- 5.5 Local building forms and details contribute to the distinctive character and quality of place. New buildings in a traditional style should reflect the building lines, scale, roof pitches, window proportions and surround details using appropriate natural materials such as brick, stone, slate, tiles and possibly timber framing. They should sit within plots that reflect the texture of the context. Development on a particular site should reflect its distinctive setting and accessibility.
- 5.6 Contemporary design would be welcomed at appropriate locations. It should reflect the building lines and scale within the local area using high quality materials. This should match the high standards found at other developments within the city eg. 3a-c Union Street, Magistrates Court, Mappa Mundi Building, Left Bank, All Saints Court, Carfax House etc to continue the Hereford Effect.
- 5.7 Finally with large areas of the site relatively unconstrained, new development proposals will be expected to embrace a more urban scale and density expected within a sustainable edge of town centre location.



## Existing open space and recreational provision in Hereford



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## Open Space

- 5.8 Within ESG there is very limited public open space. It is vital that new external spaces, at a range of scales, appropriate to their purpose, and of a high design quality, are created through the manipulation of the layout and form of new built development. Trees and other planting should be incorporated into every open space, where appropriate, to provide amenity, unity, wildlife habitat, shading and to attenuate air pollution.
- 5.9 Open space forms a key design function in terms of providing a linkage between areas and also providing a destination in its own right i.e. a meeting point and focus for community activity.
- 5.10 It is considered that accessibility and integration between the quadrants and the surrounding areas are important design requirements of this framework. Consistency, where appropriate, across the ESG area with regards to planting and the scale, form, materials and design style of surfacing and external structures will help to achieve this. Landscape architecture will be key to unifying the ESG area with the historic core of the city through extending landscape schemes into the centre of Hereford and vice versa. Providing a high quality public realm is a prerequisite in terms of attracting investment and ensuring delivery of the ESG scheme.
- 5.11 In terms of existing open space this design framework has identified the need to open up and make land at the historic Blackfriars Friary area more of a feature within future schemes. This area, which currently hides behind developments on Widemarsh Street, is an important historical asset as well as a locationally important linkage connecting Widemarsh Street and the city centre to areas in the north and east, in particular the railway station and the canal basin development.

- 5.12 A further key area of proposed public space is identified within the livestock market site. This would be required to open up the area orientating and drawing pedestrian movement to and from the city centre. This space should be designed around the listed Newmarket public house linking this focal point with other areas of ESG, enhancing its strategic location as the connecting point to the city centre.
- 5.13 The proposed canal and basin areas to the northeast will provide a focus for mixed-use development around water features. Waterside developments provide an alternative and attractive area of public space and with its mixed use developments should become a destination in its own right. This area needs to be accessible and provides a key link between the railway station, through to Blackfriars and onto the city centre.
- 5.14 An opportunity exists to create some civic space around the railway station to create a sense of arrival for passengers at Hereford. This space should be linked to the city centre via a variety of pedestrian routes to improve the connectivity of the station with the rest of the city centre.

### **Skylines**

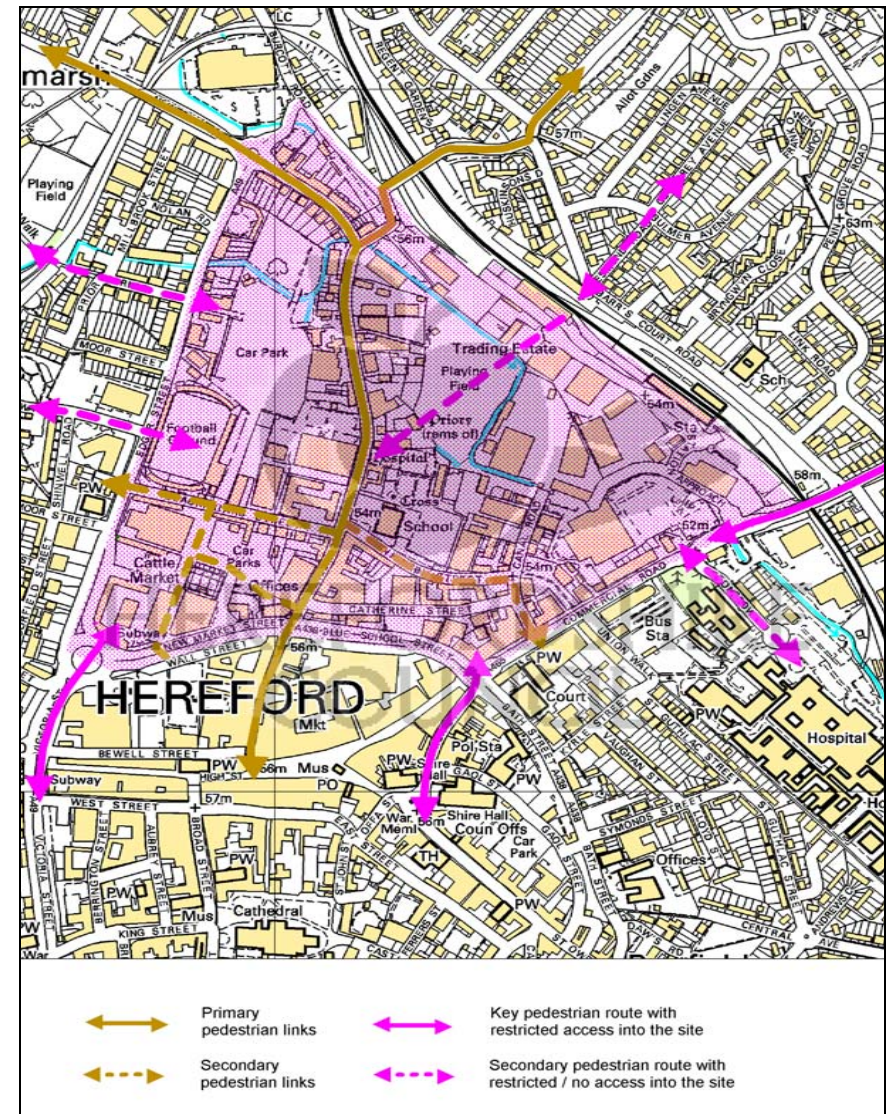
- 5.15 The scale of the city is generally 3/4 storeys. Any new building, which interrupts this skyline must be of exceptional quality and of an innovative nature of design. Such proposals must significantly enhance the built environment and be sensitive to long views of existing tall buildings viz Cathedral, All Saints and St Peters.

### **Linkages**

- 5.16 As already identified it is important to use all opportunities available to ensure that new developments successfully integrate with the rest of the city centre. Provision of safe, attractive, pedestrian friendly linkages with access for all is key to this.
- 5.17 Crossing the ring road is an integral part in achieving connectivity and integration and ultimately the success of ESG proposals and continuing vibrancy of the city centre. Connection points are identified across to Widemarsh Street and into the livestock market. The poor environment of the existing underpass needs to be addressed through schemes and alternative methods of crossing the ring road at this point investigated. Any connections should be at grade in order to respect the scale and character of the area and in the interest of good urban design.
- 5.18 A further connection point across the ring road would provide an important pedestrian link between the civic quarter and the Maylords shopping area, which provides a concentration of retail activity in the city centre. This provides an excellent opportunity to extend the retail experience across the ring road into the civic quarter, seamlessly connecting existing retail provision and increasing activity levels along a strategic route through the city centre providing a more vibrant environment.
- 5.19 The Widemarsh Brook, a designated site important for nature conservation, should also be made a feature within ESG developments and opened up not only as a walkway for pedestrians to enjoy but also as a wildlife corridor through the heart of the city. The brook could assist with necessary flood alleviation works required in the area, and this should be examined further.

5.20 The Courtyard Theatre provides an important cultural attraction for Hereford, however, its location makes it quite isolated from the rest of the city. ESG developments provide an opportunity to link the Courtyard back into the centre and beyond through improved pedestrian links providing a much-needed alternative to the activities provided on Commercial Road. In addition links between ESG and the Hospital need to be strengthened. The diagram below illustrates the existing linkages along with desired linkages that are currently restricted into the ESG by barriers.

### Existing and proposed linkages through ESG and the surrounding area

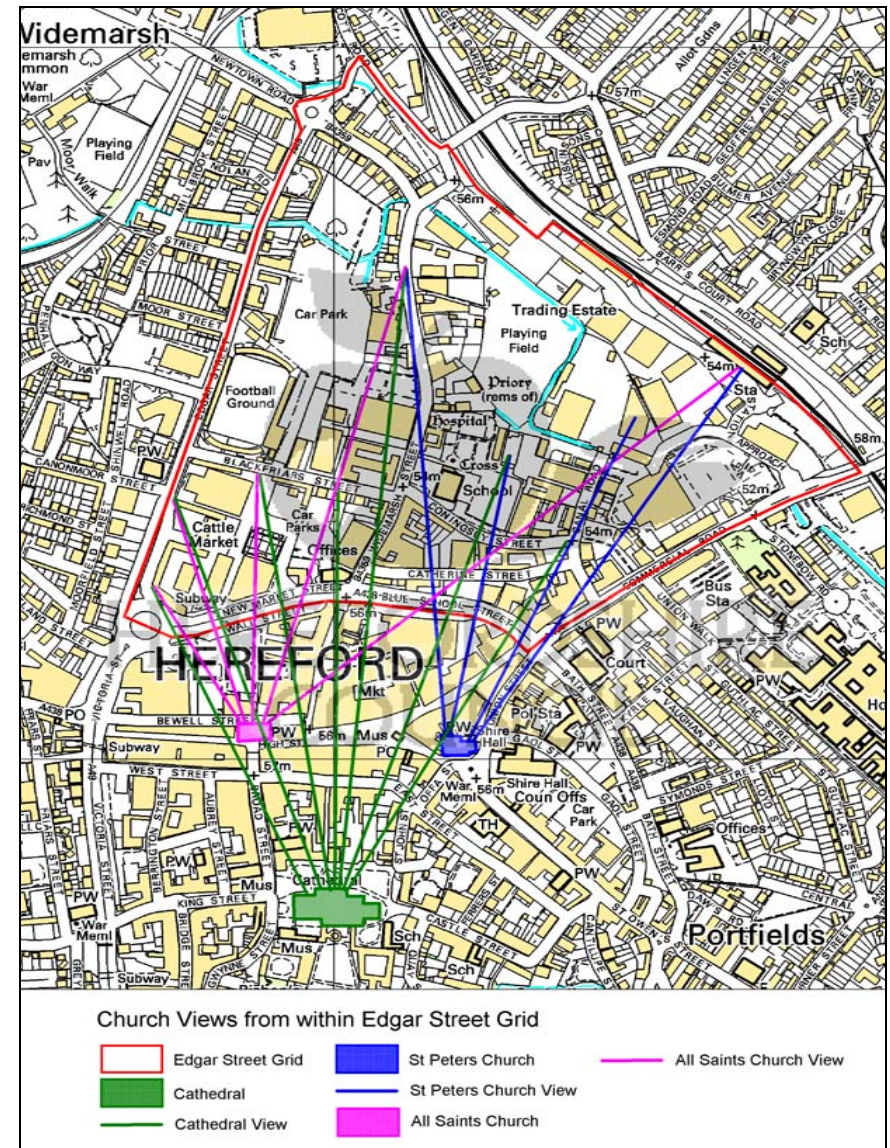


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## Vistas and Views

- 5.21 It is important that developments protect and where possible enhance important views into and out of the ESG area. In particular public views of the Cathedral, St Peters and All Saints church spire need to be protected.
- 5.22 Whilst there are a number of advantage points within ESG with opportunities to protect such views, redevelopment will be expected to provide one or two quality views of these historic landmarks from important public viewpoints.
- 5.23 Thought needs to be given to roofscape design, height of buildings, and the positioning of buildings to use design and layout to frame and enhance views worthy of protection. Protection of these views provides a sense of legibility, opens ESG into the city and helps in connecting the ESG with the city centre.

## Key views, landmarks and sites of visual significance



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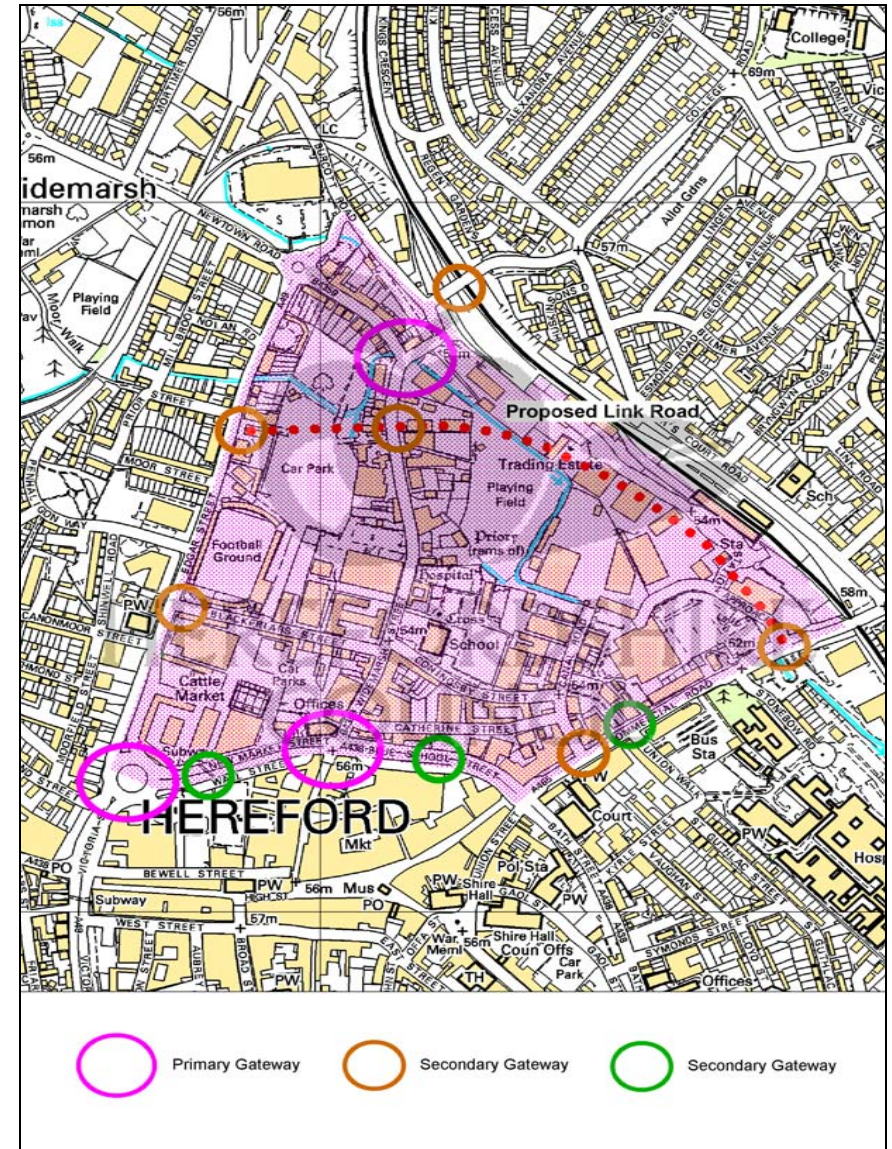
## Key buildings / Features

- 5.24 Key buildings need to be protected and incorporated into future schemes as they reflect the areas history and functions and provide fine examples of some of the high quality architecture, which can be found in the city. Integrating existing buildings and structures into new development can maintain the continuity of the built fabric as well as retaining buildings of local distinctiveness, historic or townscape merit. Some of these buildings are already recognised for their architectural significance and have been listed, others have been identified for their contribution to the street scene. These include the Education Centre, the Antiques Centre and the Alms Houses on Widemarsh Street as well as listed buildings including the Newmarket and Oxford Arms public houses. In addition there is the Franklin Barnes building which is a key building at an important gateway. potential redevelopment of the site must first justify the buildings removal against the merit of any replacement. In terms of more modern developments the recently constructed Magistrates Court provides an excellent example of how modern design can be successfully integrated within a historic context.
- 5.25 The condition and setting of the city wall, a Scheduled Ancient Monument, is a major asset that needs to be protected and enhanced. Proposals that fail to recognise and preserve the fabric and setting of the city wall will not be permitted. Proposals should also include resurrecting a modern response of the historic canal along a protected route enabling links to the railway station and the Blackfriars group of historic buildings.

## Gateways

5.26 Landmarks, gateways and focal points increase legibility and reinforce a sense of place. They provide points of access as well as visual features. New developments in the locations highlighted below are expected to reflect their gateway status whilst complimenting established uses in the surrounding locality. Landmark developments in such locations can provide opportunities to make a statement that reflects positively on the city as a whole. Key opportunities include the southwestern corner of the livestock market site, land to the north of Blueschool Street and opportunities along Widemarsh Street and Edgar Street.

## Key gateways through ESG and beyond

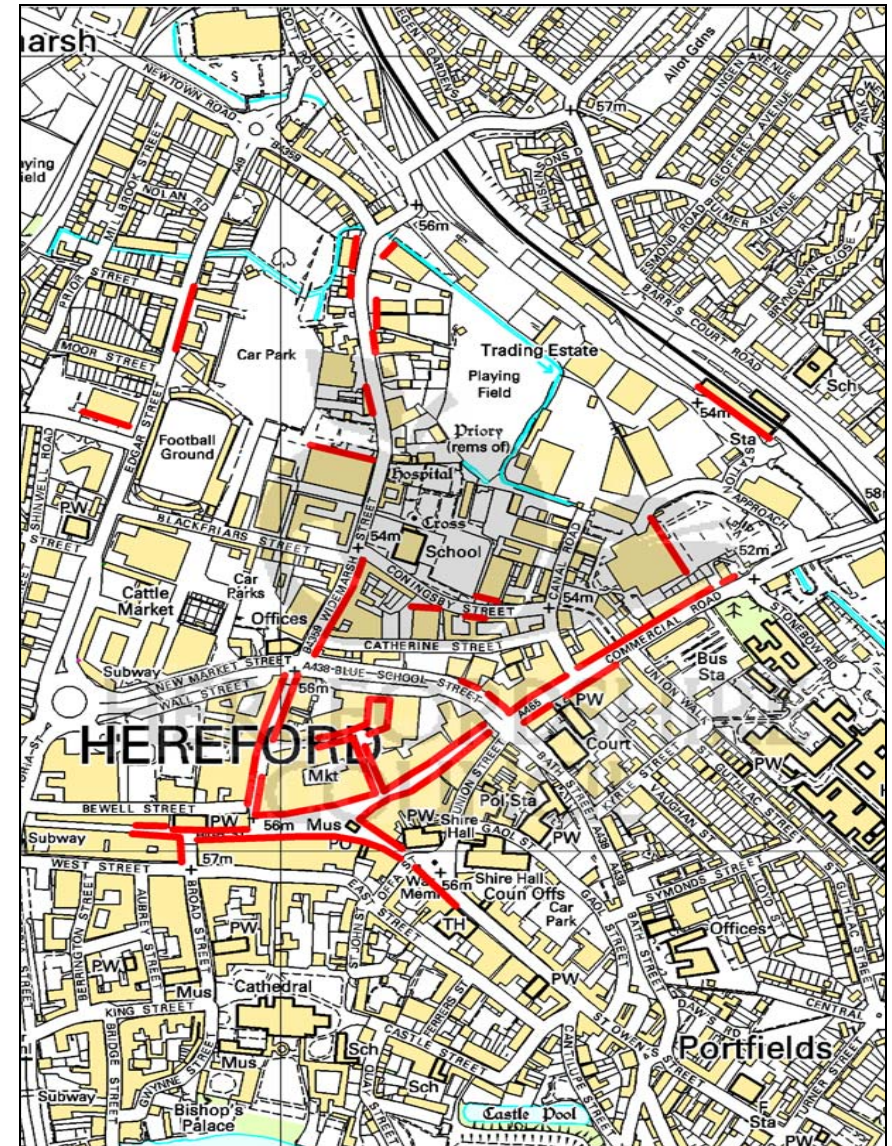


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## Frontages

- 5.27 Continuous street frontages have a minimum of blank walls and gaps between buildings. Gaps between buildings reduce the degree to which the street is overlooked, as do blank walls, which is not good practice when designing out crime. Projections and setbacks from the building line, such as bays and entrances add valuable emphasis without undermining the principle of continuity. Where buildings are set back from the common building line they can create useable, attractive spaces for pedestrians.
- 5.28 Active frontages on the ground floor of buildings are to be encouraged along key pedestrian routes, especially within commercial / retail areas. The only active frontages of note are at the southern end of Widemarsh Street. Whilst there are further active frontages dotted throughout the site – they do not form any cohesive pattern.
- 5.29 Active frontages are a key factor in the provision of a vibrant attractive street environment. Much of Blueschool Street, Edgar Street and the northern section of Widemarsh Street are key routes into the city centre, however, they are framed by poor quality, disjointed frontages. ESG developments need to address this.

## Active frontages within and outside of ESG boundaries



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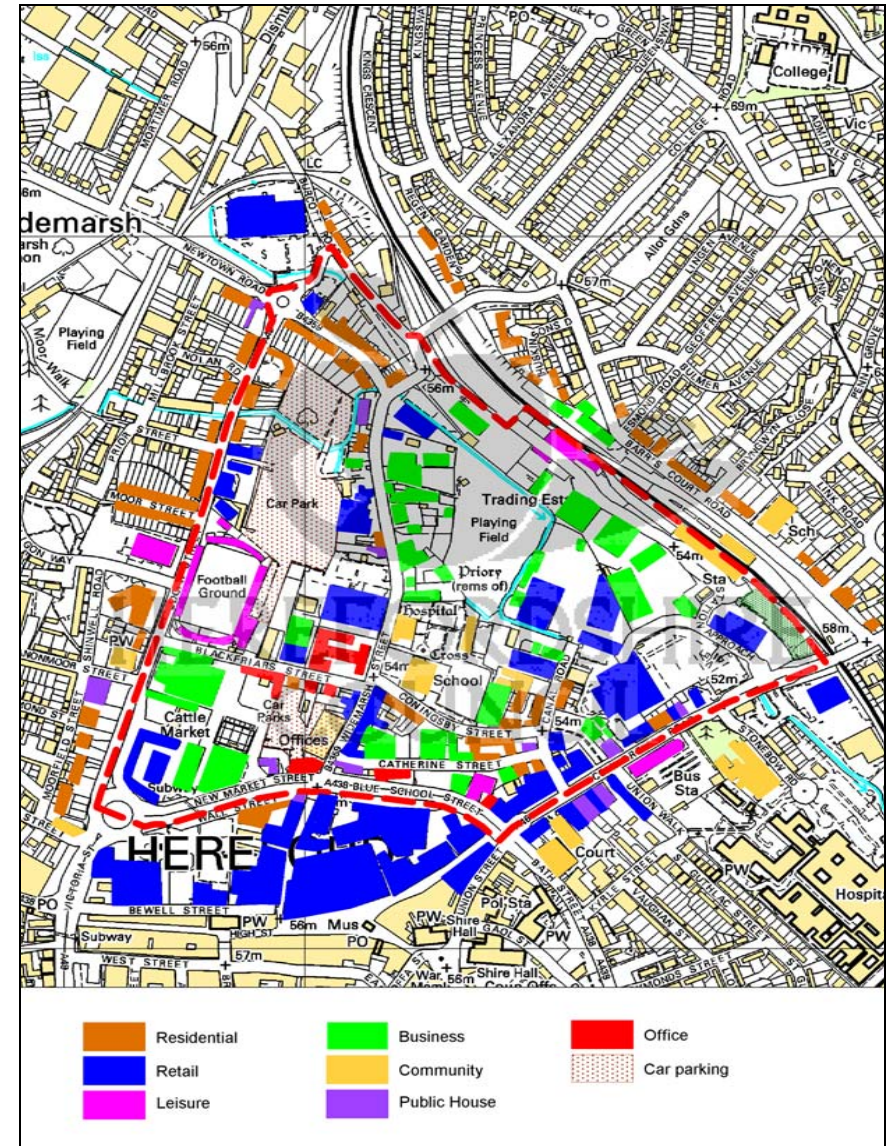
## Public Realm Issues

5.30 Streets make up the greater part of the public realm. Better designed streets therefore contribute significantly to the quality of the built environment and play a key role in the creation of sustainable, inclusive, mixed communities. A high quality public realm depends on the arrangement of its paving, planting, lighting, orientation, signage, street furniture and public art provision as well as how areas are accessed by all in society. A high quality public realm is sought within schemes and is seen as a key requirement to ensuring delivery of a successful project. A high quality environment will act as a catalyst to attracting investment, which will in turn regenerate the area. Places where form, layout and signage are easily understood and uncluttered will function well and be pleasant places to visit.

## Diversity of Uses

5.31 A mix of uses can help to determine how well used a place is. Vital places often have a mix of uses, which involves different people using the same parts of the building or place at different times of the day. A successful mix of uses is sought within ESG, which are compatible and interact with each other positively. This is particularly necessary along the main arterial routes where high activity levels provide an attractive vibrant environment, which will reflect positively on Hereford as a whole. Appendix 5 provides detailed building and land uses within and adjacent to the ESG area.

## Current buildings and land use



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Scale 1:6000



## Housing Design

- 5.32 A range and mix of housing will be required within ESG. This will vary to include above shop apartments, flats, apartment blocks, family accommodation and accommodation for older people. Densities will vary across the ESG area and could be in excess of 50 dwellings per hectare on central and strategic sites. The main opportunity for new housing is seen as within the canal basin area where an urban village could be created. All housing is encouraged to reach the standards set in the Code for Sustainable Homes and BREEAM and should seek to include renewable energy systems, facilities for recycling, waste disposal and address issues of climate change.
- 5.33 Affordable housing will be a requirement within any housing development as currently outlined in UDP Policy H9. The range and mix of affordable housing will need to satisfy the UDP policy, local housing market assessment and a Hereford City housing need update or other appropriate data source if not available at the time of submission of an application. Preference should be given to providing as many affordable houses as possible. The design of affordable homes will need to be to lifetime homes standard, will need to reflect the Housing Corporation's minimum scheme development standards, and each individual unit proposed should not be below the Corporation's minimum HQI Design Unit size for the relevant bed space. Homes for older people will need to include housing designed for those with disabilities.

## New / existing Transportation Routes

- 5.34 The A49 trunk road runs north/south through Hereford City and is the main primary route into and out of the city. Other primary routes from Worcester, Ledbury and Brecon converge on the city centre and the inner ring road. Secondary and service roads provide important routes in and around the grid area.
- 5.35 Traffic congestion through and around the city is a key concern of local people and businesses and is a development constraint, which needs to be looked at carefully within new schemes. Clearly any opportunity to address traffic congestion needs to be taken.
- 5.36 The infrastructure of the highway network needs to be fully addressed when determining traffic flows and a holistic approach taken, not just immediately around the grid, but taking into account the progressive increase in motorised traffic in the area, combined with the planned increase of housing and other developments in the neighbouring vicinity.
- 5.37 Two new roads are identified within this document where their routes have been safeguarded by UDP policy. The Edgar Street/Commercial Road link road has been designed to help reduce traffic congestion on the ring road. It will also help to open up ESG development land necessary for regeneration. The second road is an extension to Canal Road and is also proposed to improve linkages.

- 5.38 It is also expected that some future ESG proposals, where justified, will look at developing and upgrading the existing network of roads within the area to improve accessibility. A hierarchy of routes needs to be provided identifying primary routes as well as secondary and local connections. As part of the Masterplan review, transport studies have assessed the impact of new development upon the existing road network and junctions with the new and upgraded roads.
- 5.39 Widemarsh Street forms the historic spine of ESG and its role needs to be strengthened and re-established as a main arterial route within the city. Careful consideration needs to be given to the pedestrian crossing of the ring road at this point to ensure that a seamless integration of Widemarsh Street is provided between the city centre and ESG, while at the same time ensuring the efficient operation of a downgraded ring road.
- 5.40 As well as looking at new opportunities to address traffic congestion problems, existing patterns of travel need to be examined to see if traffic movements could be reduced through improving accessibility to areas. The Local Transport Plan places priority to walking and cycling access over other modes. Improving accessibility by foot and cycle ensuring accessibility for all through ESG developments may help to increase such movements and consequently ease movements elsewhere in this area of the city. This design framework encourages proposed footpath links, which will improve linkages between areas and encourage more to walk as an alternative to the car.

### **Access for All**

- 5.41 Development proposals will be required to ensure a more accessible environment for everyone, including wheelchair users, carers of young children, the visually impaired, older people and other people with mobility difficulties. In particular the following design aspects should be considered:

- open spaces and access routes between and around buildings, including lighting and signing, the siting of street furniture and the provision of readily identifiable and conveniently located parking; and
- arrangements for access to the building, including the provision of suitable ramps, entrance doors and lobbies.

- 5.42 In respect of disability, the Council fully recognise that disabled people should have equal rights in relation to employment and services so that they can participate fully as citizens. A Disability Equality Scheme sets out priority areas to meet objectives for improving and addressing disability inequalities. These include access to buildings and the built environment, housing and transport and full consultation and involvement in projects such as ESG.

### **Public Transport**

- 5.43 This document follows the UDP in seeking the provision of a more integrated rail/bus service. It is hoped that this will encourage more linked trips and in turn help in reducing journeys by car. Attractive and convenient linkages to and from the rail/bus stations through ESG or Commercial Road and the city centre are required within schemes.
- 5.44 In addition future schemes may need to consider introducing a bus pick up/drop off facility on the ring road. This will provide an important service bringing the customer directly into the retail heart of the city. The Edgar Street/Commercial Road link road also provides the opportunity to introduce public transport priority routes along the ring road, to improve the efficient running of the buses in the city. This is combined with park and ride facilities north and south of the city to address congestion and parking issues.

## Parking

- 5.45 Herefordshire is a predominantly rural area and is heavily reliant on the car. Hereford City acts as an important service centre for its rural hinterland. It is therefore necessary not only to support improvements to public transport but also to provide car park locations in convenient areas well related to developments. In addition to park and ride, the location of car parks at strategic locations around the edge of city centres form a key part of any traffic management scheme to address traffic congestion in cities like Hereford.
- 5.46 In terms of ESG proposals, car parks west of Widemarsh Street and Commercial Road and possibly the country bus station site, would pick up traffic from the new link road and arterial routes and meet the requirements of the retail area and adjoining commercial/leisure uses. New parking provision will replace the extensive areas of surface car parking currently provided on the site. The car parks should be easily accessible providing attractive, safe pedestrian linkages to facilities and services.
- 5.47 In addition and in order to encourage cycling, proposals need to include cycle parking facilities within schemes.

## Biodiversity

- 5.48 Being predominantly urban, there is currently little semi-natural habitat present within ESG other than the Widemarsh Brook Site of Importance to Nature Conservation. Through its Biodiversity SPG and in line with the aims and targets of the County Biodiversity Action Plan, the Council will seek to retain and enhance species and habitats adopting a best practice approach within the layout and design of the ESG proposals.

- 5.49 Ecological assessments that include habitat surveys of the semi-natural areas will be required with target notes and species lists for any features of interest. There will also be some legally protected species issues to be addressed including slow worms (on abandoned/derelict sites such as to the east of Widemarsh Street, adjacent to Widemarsh Brook) and bats and breeding birds e.g. house martins and house sparrows (particularly in buildings to be demolished).
- 5.50 Ecological assessments also need to cover the diversion of the Widemarsh Brook including surveys for legally protected species such as otter, white-clawed crayfish and water vole. Proposals for the future management of the diverted Brook to protect and enhance its biodiversity value, its function as a wildlife corridor and its status as a Site of Importance to Nature Conservation should be submitted. The Widemarsh Brook is a tributary of the River Wye SAC. As ESG policies have already been screened and assessed as potentially having an adverse impact on the SAC, any application being submitted is required to be accompanied by an Appropriate Assessment.
- 5.51 Areas of the ESG should be identified and allocated as areas for enhancement of biodiversity. They should seek to restore or create habitat networks through the city and make a contribution to locally distinctive native habitat and species targets in the County Biodiversity Action Plan. For example creating one or more defined areas of new semi-natural habitat with accompanying management plan. Attempts should be made to maximise the opportunity to design biodiversity into new buildings e.g. integration of swift nesting sites.

## Landscaping Proposals

5.52 Tree and other planting should be incorporated into open spaces and streets, where appropriate to provide amenity, design unity, wildlife habitat, shading and to attenuate air pollution. Architectural and landscape schemes should be developed holistically, so that the layout, scale and form of the planting relates to built forms. There is a need to enhance existing streets, in particular Commercial Street, Blueschool Street, Edgar Street and Widemarsh Street, through new, comprehensive planting schemes. Street trees, of an appropriate scale and species, should be planted along these streets and throughout the ESG area, where practical, because a significant increase in the number of trees will be required to give sufficient landscape impact. There are opportunities for planting in the proposed civic spaces associated with the railway station and library and also along the Widemarsh Brook corridor.

5.53 Innovative approaches to planting, for example the use of grass and sedum roofs, roof gardens, reinforced grass surfacing, other planting associated with sustainable drainage and flood attenuation systems, planted fences ('fedges') will be encouraged. Planting proposals should address sustainability, climate change and water resource issues – drought-tolerant, durable, low-maintenance and where possible native species should normally be used.

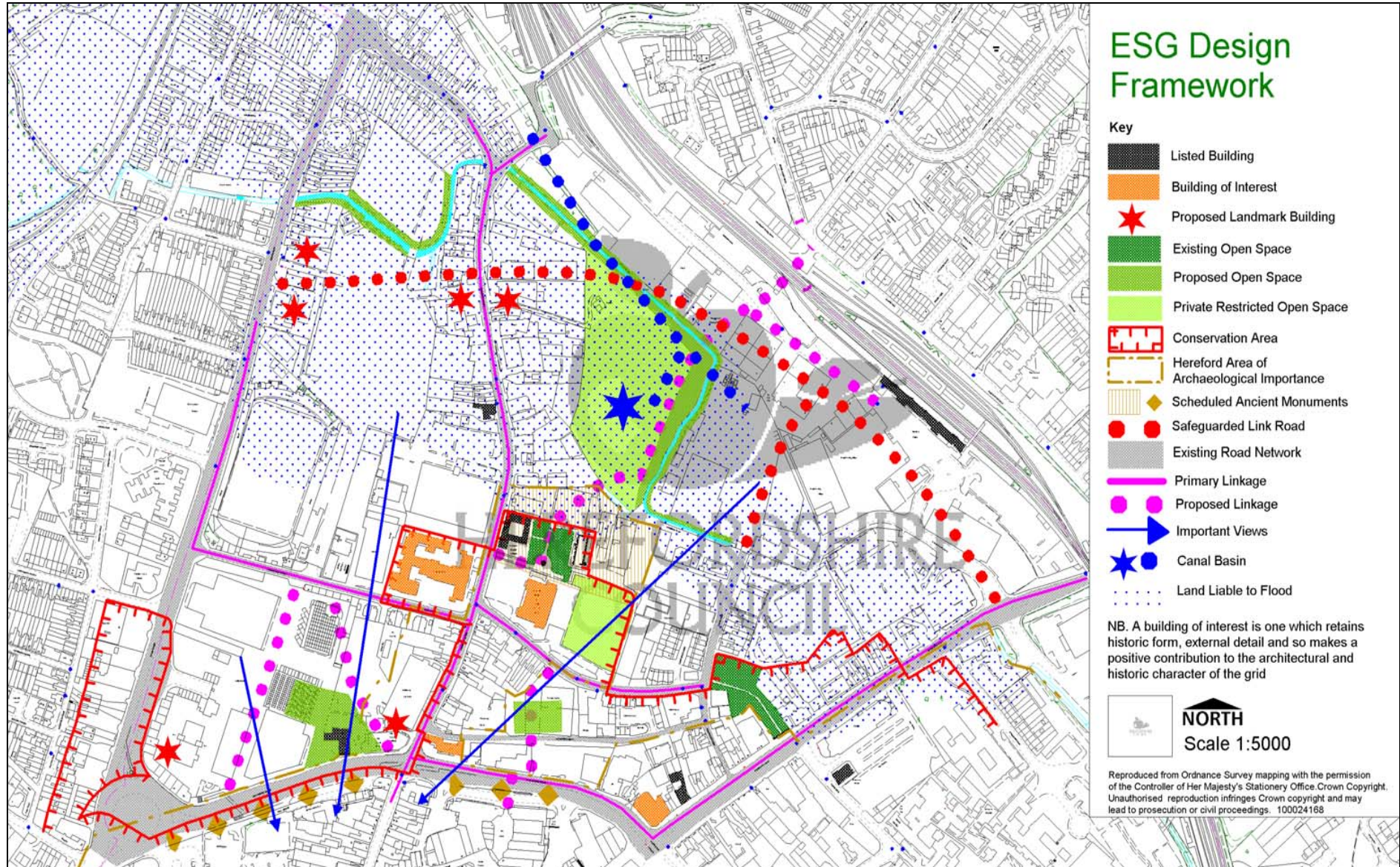
## Sustainability Issues

5.54 The following issues need to be addressed where possible and practicable through the design of developments to work towards a sustainable scheme:

- integrated, efficient and balanced use of land;

- use of environmentally friendly materials made from substances that can be easily re-used or recycled after the intended purpose;
- maximise the use of natural heat and light and minimise the use of non-renewable energy sources through the orientation, siting, and external and internal design of buildings;
- the possible incorporation of solar panels and other small scale sources of renewable energy;
- water harvesting systems and the potential to collect, store and recycle rainwater;
- the provision of storage facilities for waste materials to be recycled;
- the provision of low carbon developments. Promotion of low carbon development will be sought for residential and commercial development, along with the use of renewable energy sources. An opportunity exists for ESG to establish itself as a framework for good practice, subsequently raising the profile of Hereford and the ESG in the process;
- access for all;
- lifetime buildings need to be designed and built which offer flexibility of use over time and the sustainable use of resources;
- the use of green roof technology and SuDs to reduce surface water flood risk as well as providing biodiversity enhancement and water quality benefits and the uses of water minimisation techniques including low flush toilets, low flush showerheads and other bathroom fittings for example; and
- developments are encouraged to meet the standards established in the Code for Sustainable Homes and BREEAM.

# Design Framework

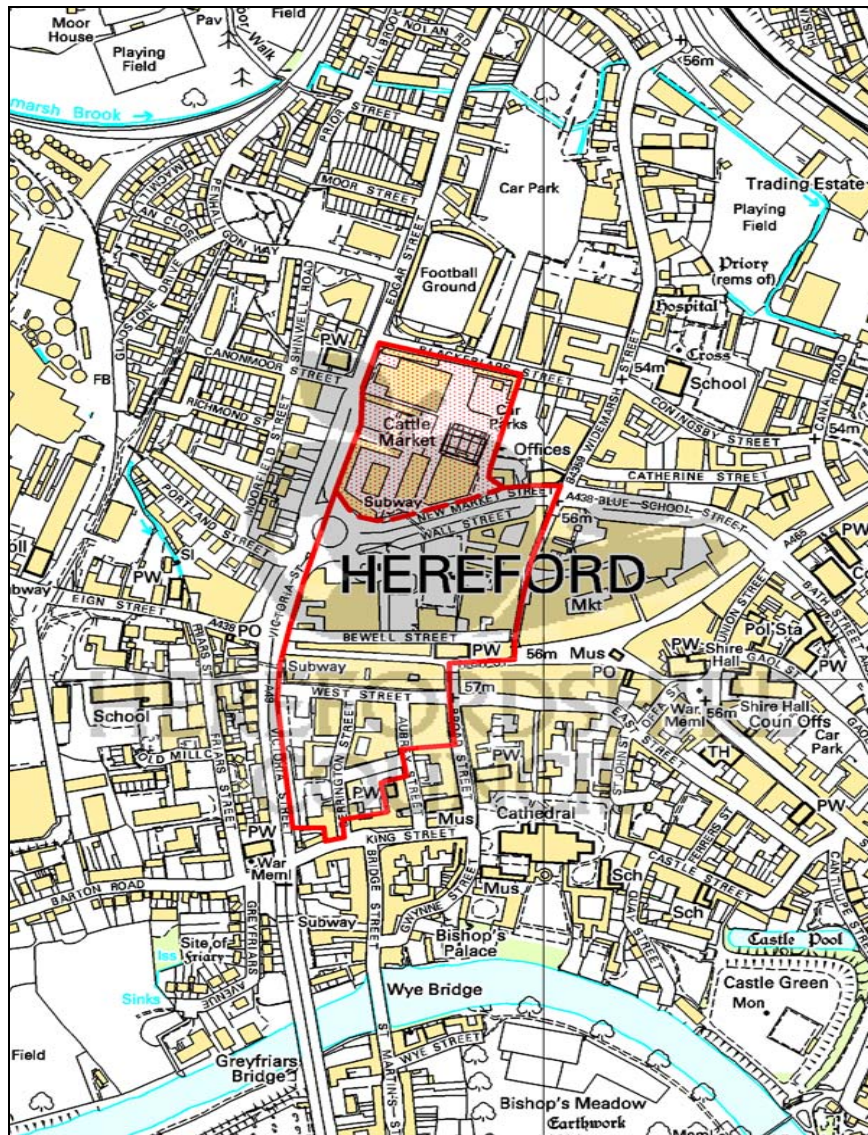


## 6. Specific Design Issues for Each Quadrant Area

- 6.1 The following section interprets the general design guidance for ESG within the four UDP policy areas.
- 6.2 In terms of addressing design issues it is important to recognise opportunities and any development constraints, which will need to be addressed within any design proposals. This section of the SPD identifies those opportunities as well as more specific design guidance for each of the quadrant policy areas.
- 6.3 The principles of sustainable development have been embedded in the design framework by incorporating the sustainability appraisal process into this SPD. sustainability objectives highlighted in Table 1 have been applied in conjunction with the design opportunities and constraints presented by redevelopment. These have been expressed by listing the relevant sustainability objective numbers that would be contributed to if design opportunities and constraints were fulfilled and mitigated.



## Eign Gate Policy Area



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Scale 1:5000

- 6.4 The SPD design proposals for the Eign Gate Policy Area relate only to the livestock market site, hatched in red above. Proposals coming forward on land outside the livestock market will be assessed against UDP policies and the intent of this design guidance.

## Eign Gate Policy Area

- 6.5 The livestock market site provides the opportunity for a comprehensive redevelopment scheme based primarily on class A1 retail uses with associated leisure and residential components extending the town centre retail offer in an expanded city centre, securing environmental improvements. The site will require comprehensive treatment with high standard of individual building and urban townscape design reflecting its gateway location. The overall approach should enhance the location, encourage the development of high quality pedestrian, cycle and public transport access, and provide safe, attractive and effective links to the rest of the city centre and elsewhere.

## Design Opportunities

- **To stimulate the Hereford economy** by attracting new business and retail development through well designed developments, contributing to **sustainability objectives 01,02, 03 and 07.**
- There is little functional or architectural value to be retained on this site. A **comprehensive redevelopment** will provide a fresh canvas for the **design of an ordered grid pattern sympathetic in scale to the historic core** with new and improved **thoroughfares**, all contributing to **sustainability objectives 07, 15, 18 and 19.**

- **Integration** with the fabric of the existing city centre, crossing the ring road, from Eign Gate, integrating the Courtyard Theatre etc back into the rest of the city centre, helping to achieve **sustainability objective 20**.
- **Linkages to and between the sites** are fundamental to the concept of ESG. Pedestrian routes between the various sites and the historic town core are to be maintained, strengthened and established. Widemarsh Street holds particular importance. These all help to achieve **sustainability objectives 04, 05, 07, 09, 10, 15 and 19**.
- There are a number of primary and secondary vehicular gateways into ESG including Newtown Road / Edgar Street / Farriers Road Junction, the Widemarsh Street / Inner Ring Road Junction, the Edgar Street / Blackfriars Street Junction (to a lesser extent) along with a number of pedestrian gateways. Opportunities to **improve the appearance of existing gateways, create new gateways into the site** through the provision of appropriate uses and good quality design and use of materials, all helping to achieve **sustainability objectives 04, 05, 07, 09 and 19**.
- To **improve the appearance of existing boundaries** through appropriately scaled and designed infill development / redevelopment of key sites, creating a cohesive pattern of **active frontages** along key routes, promoting **vibrancy** within the area. The main areas of the livestock market and football stadium have virtually no active frontages, resulting from a lack of coherent street / route networks, the nature of backland development and the lack of public-private definition. Improvements in such existing boundaries will contribute to **sustainability objectives 03, 07, 09, 15 and 20**.
- To **improve the permeability and accessibility** through thoughtful and considered layouts of new development and infill development, assisting **sustainability objectives 04, 05, 07, 09, 10, 15 and 19**.
- There is no public open space or trees within this quadrant. Opportunities to **provide public open space** with comprehensive hard and soft landscaping that serves new development and beyond the site boundaries should be considered in design proposals. Such provision could also serve a civic role, assisting **sustainability objectives 06, 07, 13, 15, 18, 19 and 20**.
- Create **new public realm** areas which offer opportunities to **incorporate art and culture** to reflect its local importance, helping to achieve **sustainability objectives 03, 04, 06, 07, 15 and 18**.
- **Consolidate parking provision** making the most efficient use of land, but continue to provide a valuable resource for the city, helping to achieve **sustainability objectives 04, 05, 07 and 19**.
- The majority of buildings within this quadrant rise only to one or two storeys. Redevelopment provides the opportunity to **increase density** and **create new skylines**, whilst respecting and **incorporating views and vistas** of landmarks such as the Cathedral. This has the effect of enticing people into the centre, assisting in **sustainability objectives 03, 07, 09, 15, 18 and 19**.
- **Incorporating and promoting historic heritage, particularly the city wall** within schemes, which address crossing the ring road, contributing to **sustainability objectives 18 and 20**.
- **Strengthen the townscape** by infilling gap sites at appropriate scale and design, contributing to **sustainability objectives 18 and 20**.



- There are a variety of materials and roof forms on the livestock market site, all of which are likely to be cleared. Traditional or contemporary building styles would be acceptable. However the scale needs to be in keeping with that of the city and if a contemporary approach is taken **details, features and materials** such as local coloured brick, stone and slate be used to ensure that buildings **retain a Hereford identity**. This will contribute to **sustainability objective 20**.
- **Promotion of low carbon development** for all residential and commercial development, contributing to **sustainability objectives 03, 05, 12, 14, 16 and 18**.
- Opportunity to open up **views of significant city centre landmarks** especially the Cathedral, St Peters and All Saints Church. In this quadrant the only natural or built landmark of note is the adjacent Newmarket Inn, assisting in **sustainability objectives 15 and 20**.
- **To provide a range and mix of house types including affordable housing** thus fostering sustainable communities, assisting **sustainability objectives 04, 05, 06, 07, 09, 10, 11, 19 and 20**.

## Key Design Proposals for the Livestock Market Site

- 6.6 Incorporating these opportunities has lead to specific design proposals, which will inform future ESG developments.

### Intersection of Edgar Street / Newmarket Street (Edgar Street Roundabout)



- 6.7 This site provides a key gateway into ESG and is visible from a number of main routes in and out of the city including the A49 trunk road. It is therefore crucial that a high standard of design is achieved.
- 6.8 This position is also characterised as being one of the two worst areas of air quality within the County. Development proposals will need to address this issue through good design.

- 6.9 There are a number of red brick developments within the locality. It would therefore be desirable to incorporate such materials into a design scheme whilst seeking a contemporary development. An example of good practice for such techniques would be the Magistrates Court on Bath Street (pictured below).



- 6.10 Proposals should embrace the opportunity to enhance the setting and promote the existence of the historic city wall in association with safe and attractive pedestrian schemes to cross the ring road, enhancing public access to this Scheduled Ancient Monument.

### Sustainability Objectives

- 6.11 It is clear from the matrices table that this site must achieve a number of sustainability objectives if development is to be acceptable. Key to any development is the need to reduce traffic congestion in the area and improve air quality. It is accepted that any development cannot achieve this single-handedly but measures can be taken to mitigate and improve the environment.

Such measures would include the improvement / establishment of linkages with the existing town centre and beyond to encourage walking / cycling as opposed to the use of motor vehicles. Further measures to mitigate environmental damage include tree planting and the implementation of low carbon building operation techniques.

### Newmarket Street



- 6.12 It is important that the frontage along Newmarket Street is active, attractive and enticing. The following are issues that need to be addressed when planning and designing the block formation along and to the rear of Newmarket Street. It is envisaged that there will be a central open space on the livestock market site. To sit comfortably within a design scheme (to create a sense of enclosure within this central area) it is likely that there will need to be a degree of curvature from the Newmarket Street frontage through to the rear and central open space. This could be achieved in a number of ways, including the incorporation of a multi-block

layout that arcs in towards the central area, or simply curvature along a single building. Such an approach will also respect the meandering nature of the historic city street pattern.

- 6.13 Strong frontages will be crucial to any design scheme. Whilst there is scope for developments to rise 4 storeys, this must not be to the detriment of other adjacent buildings or compromise views and vistas to key landmark buildings within the historic core.

### Sustainability Objectives

- 6.14 Newmarket Street will effectively be the point of contact both visually and physically that links the proposed retail quarter with the existing town centre core. In sustainability terms, it will be key to any design scheme to integrate the existing centre with this quarter. This can be achieved by providing safe, attractive linkages through to the existing core, to include walkways and cycle paths, using similar building materials, and providing legibility within developments by utilising views of existing historic landmark buildings.

### The Newmarket Inn



- 6.15 The Newmarket Inn is a Grade II listed building. The setting of the listed building is an essential part of the buildings character. The contribution to the townscape and relationship with surrounding buildings needs to be preserved or enhanced to avoid its isolation. It is suggested that an area of open space could be incorporated around the Inn which could also form an entrance into the livestock market site, in conjunction with redevelopment of the adjacent Garrick House drawing ESG into the city centre.

### Sustainability Objectives

- 6.16 Any design scheme within the proximity of the Grade II listed Newmarket Inn must seek to preserve and enhance the setting of this building.

### Garrick House



6.17 The land to the east of the Newmarket Inn, currently occupied by Garrick House, (which is located outside of the Eign Gate policy area) is a key gateway into the site, particularly for pedestrian access to Widemarsh Street. A replacement feature building on this site could form an attractive visual entrance whilst still respecting its location alongside a listed building and adjacent to the Central Conservation Area.

6.18 In terms of orientation, a triangular building plot at the intersection of Widemarsh Street and Newmarket Street could provide an entry into and out of ESG that achieves landmark status and sits comfortably within the block pattern to the rear and sides of the Newmarket Inn, whilst providing active frontages on two sides. An attractive building, appropriate to the grain of its location, rising possibly to 4 / 5 storeys could be suitable for this site. The use of contemporary materials should also be considered to consolidate its status as a landmark development.

### Sustainability Objectives

6.19 An attractive feature building on this site can enhance conditions that sustain economic growth and attract investment by raising the profile of Hereford and ESG at a key gateway point. Such developments can also raise civic pride which in-turn reduces anti-social behaviour. Providing a landmark at this gateway will also provide legibility and sense of arrival into ESG.

### Open space – Rear of Newmarket St



6.20 Provision of an area of open space towards the centre of the livestock market site should be fundamental to any proposals. If the proposals are to reflect the meandering nature / fine urban grain of the historic city centre then a number of walkways could focus into this central space and from other areas of ESG and the city. There is also the opportunity to incorporate important views and vistas into such a scheme and create a real sense of legibility. Whilst it is recognised that land values may reduce the viability of such provision, it has been demonstrated elsewhere e.g. Brindley Place in Birmingham, that public squares planned and provided at an early stage of development can raise the profile and land values of the surrounding area.

## Sustainability Objectives

- 6.21 Provision of an attractive and functional area of open space within the livestock market site would address a number of sustainability objectives, such as improving access to community, recreational and cultural activities for residents and visitors to the County. It would also enhance the function and vibrancy of the city by providing casual meeting places for workers, visitors and residents alike along with functional relief for shoppers.

### Multi-storey Car Park, Widemarsh Street



- 6.22 Again outside the Eign Gate policy area this building forms a dominant feature in a key location. More appropriate sites have been identified to provide multi-storey car parking provision within and around ESG, which would allow for the redevelopment of this site. Currently the site does little to enhance the frontage along Widemarsh Street or the setting of the Central Conservation Area.

- 6.23 The scaling and mass of the building are considered to be rather overbearing and fails to harmonise with adjacent buildings and the historic fabric opposite. If it were desirable to retain current scales, i.e. 3 / 4 storeys, then design techniques would need to be applied to reduce the obtrusive element that the current building provides.
- 6.24 This could be achieved by breaking down the frontage into a series of separate buildings to reflect the finer grain of the city with variations in the rooflines. In this way the development would not be overbearing. Finally, an active, attractive frontage with flexible building use would also be crucial in this location, particularly if pedestrianised.

## Sustainability Objectives

- 6.25 The current location of a multi-storey car park along Widemarsh Street whilst currently convenient, does little for the townscape, safety or encouragement of more sustainable modes of travel such as walking and cycling, to link ESG with the historic town centre. It is likely that the regeneration of ESG will look to reinstate the historical role of Widemarsh Street and elevate its position within the pedestrian route hierarchy. For such reasons, it is undesirable to maintain the role of a multi-storey car park in this location.

### Blackfriars Street

- 6.26 Blackfriars Street is currently characterised by an extremely fractured frontage and fails to provide a sense of arrival for those approaching from the north of the city (especially from the Merton Meadow car park). It also gives those visiting Hereford and the football ground a poor visual impression of the city.

- 6.27 Pedestrian access into the livestock market from Blackfriars Street, is currently limited. It is envisaged that new and improved pedestrian routes are to be established from as far afield as the railway station and Great Western Way and beyond, passing through the north east sectors and running through to the retail quarter, with likely entry to be from Blackfriars Street.
- 6.28 There are further routes through to the leisure quarter / Courtyard Theatre and beyond that will also require an entry point through Blackfriars Street. It is therefore necessary to plan for such routes when considering block formation and frontage development.
- 6.29 Frontage along Blackfriars Street could accommodate development rising to 3/4 storeys, reflecting that of Widemarsh Street to the east and the football stadium to the west.

### Sustainability Objectives

- 6.30 Well-planned and efficient linkages, combined with strategically located parking facilities and localised high-density housing development can improve transport choices and reduce traffic congestion. There is currently an extremely poor standard of public realm along Blackfriars Street, lending itself to a perceived fear of crime and anti-social behaviour, which discourages public use. Any design schemes should look to redress such issues.

### Edgar Street South



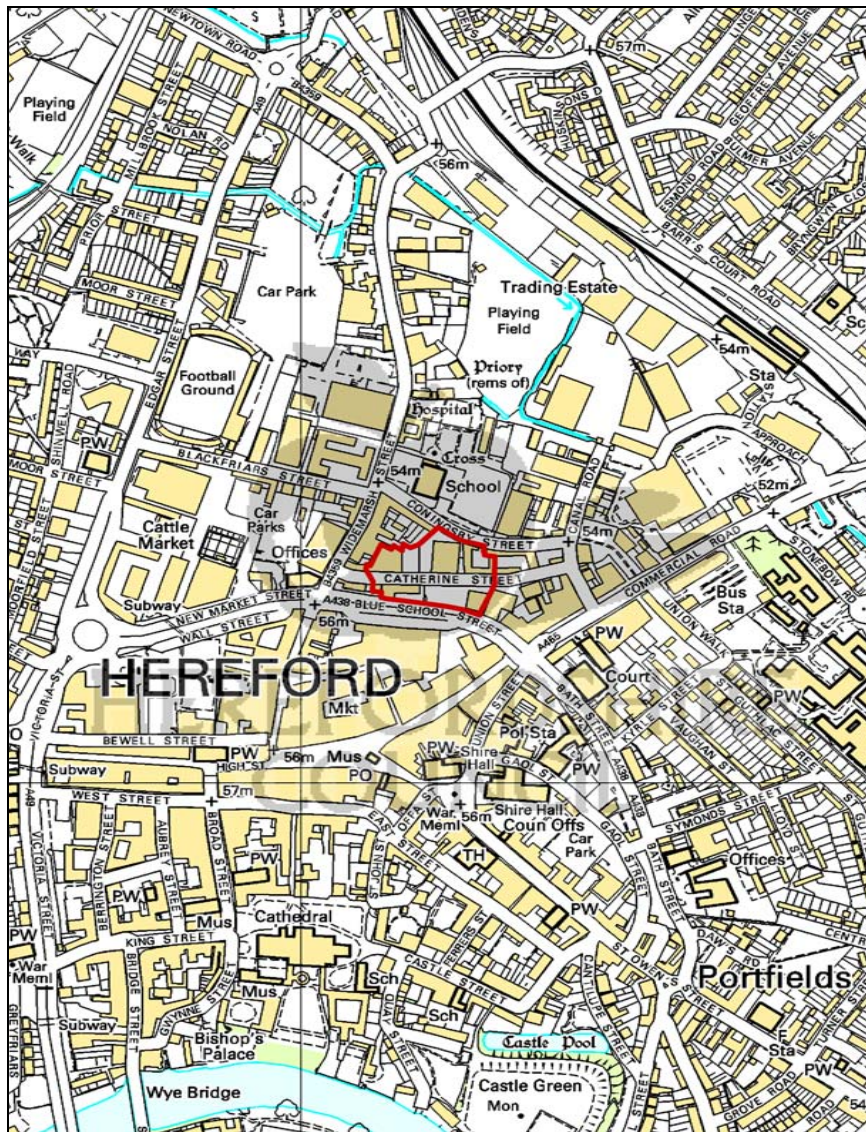
- 6.31 As previously stated there are serious air quality issues along Edgar Street which need to be alleviated. Tree planting and an overall reduction in traffic congestion could assist here. The frontage along Edgar Street also carries a high profile in-terms of the road network passing through the city. A high standard of design is therefore required. Soft landscaping and tree planting will go some way towards achieving this.
- 6.32 This location could accommodate development rising to 4 storeys, to reflect that of other areas within this quarter. The use of contemporary materials similar to the Courtyard Theatre should be promoted, where the use of brushed aluminium and other metals has to an extent complimented the rather harsh aesthetics of the football stadium, which in

itself would benefit from redevelopment or refurbishment to reflect its location and profile within Hereford.

### **Sustainability Objectives**

6.33 If regeneration schemes are to be successful then it is of great importance that sites of such a high profile (i.e. along major road networks) value, protect and enhance the character and built quality of the neighbourhood and historic environment. Improving access, in this particular area, to sporting and cultural activities and striking a balance between environmental impacts of development are paramount. The reduction of traffic congestion by providing sustainable modes of travel and utilising new technologies in efficient energy supplies are likely to assist in sustainable regeneration schemes.

## Civic Quarter Policy Area



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Scale 1:5000

## Civic Quarter Policy Area

6.34 The civic quarter, currently home to a mix of uses accommodated in building of various scale, provides an opportunity for commercial development and offices incorporating retail, leisure and cultural facilities. Redevelopment provides an opportunity to create a high quality development that addresses Blueschool Street in a positive way and guides pedestrians into the heart of ESG. Redevelopment needs to be comprehensive, ensuring integration with the retail quarter, Maylord Orchards and the rest of the city centre.

### Opportunities

- To **stimulate Hereford's economy** by attracting new business and retail development through good design, helping to achieve **sustainability objectives 01,02, 03 and 07**.
- There are a number of poor quality buildings that currently characterise this quarter. Whilst there are no listed buildings in this quadrant the site lies within the Central Conservation Area and offers many opportunities to **restore its conservation area status**, achieving **sustainability objective 20**.
- There is currently very poor frontage along Blueschool Street, displaying no cohesive pattern. A car park and the Kwik-Fit tyre centre, which reveal a poor standard of development to the rear, break up the frontage. Within proposals for Blueschool Street this frontage will be of uppermost importance to the success of the **streetscape**, assisting **sustainability objectives 03, 07, 15, 19 and 20**.



- A number of one and two storey buildings make up this area. There are also a number of higher rise buildings to the east and west of the quadrant along Blueschool Street. This includes Garrick House, the Franklin Barnes building and the new Magistrates Court. At present the area to the rear of Blueschool Street is characterised by medium sized warehouses and sheds, which sit uncomfortably with the **scale and character** of adjacent development and their uses. This presents an opportunity to **raise densities** and provide a more consistent form of development, helping to achieve **sustainability objectives 07 and 10**.
- **Public realm** – the public realm in this quadrant is of extremely poor quality, providing the opportunity for a **comprehensive enhancement scheme** incorporating and promoting the city wall contributing to **sustainability objectives 03, 07, 09, 15, 17, 19 and 20**.
- Redevelopment in this area together with the downgrading of the ring road provides the opportunity to **create new pedestrian and visual links** across the ring road into the civic quarter and beyond. Such linkages could be borne out of block development along Blueschool Street, contributing to **sustainability objectives 05, 07, 09, 10, 15 and 19**.
- Thoughtful and considered layouts for new development can improve **permeability** and **accessibility** throughout the site. Pedestrians arriving at the site's southern boundary from the city centre will use only Widemarsh Street to enter the site, as no other option exists, although there is considerable footfall in that direction, all contributing to **sustainability objectives 04, 07, 15, 16, 18 and 19**.
- To **create a more distinctive urban grain**, possibly through block development. Development of this nature could also maximise the potential for an **active frontage suitably landscaped**, helping to achieve **sustainability objectives 03, 07, 09, 15, 19 and 20**.

- **Promotion of low carbon development** will be sought for commercial and any residential development, along with the use of renewable energy sources, contributing to **sustainability objectives 03, 05, 12, 14, 16 and 18**.
- There is a **key gateway** to the west of the quadrant, at the Widemarsh Street / inner ring road junction. This is currently utilised by both pedestrians and vehicles. A high standard of development will be expected to reflect this key gateway site, assisting **sustainability objectives 03, 07, 15, 19 and 20**.

### Key Design Issues for the Civic Quarter Policy Area

- 6.35 Incorporating these opportunities has lead to specific design proposals, which will inform future ESG developments.

### Blueschool Street



- 6.36 There is currently a very fractured frontage along Blueschool Street, displaying no cohesive pattern or sense of rhythm. This location provides the opportunity to integrate with the existing historic town centre from Maylord Orchards. It is recognised that whilst a downgraded Blueschool Street will prevent full integration with development on the opposite side of the road, the use of similar scales and materials can help to tie them together. It is therefore crucial to achieve strong frontages along

Blueschool Street to increase footfall, which is notably low at present due to poor linkages and lack of frontage.

- 6.37 Linkages across the ring road will then need to be considerably strengthened if this locations proximity to the city centre is to be fully capitalised. The promotion of the historic city wall outside of the Maylord Orchards shopping centre needs to be protected and enhanced through any design scheme that seeks to draw together the two frontages of Blueschool Street.
- 6.38 All of the land along Blueschool Street and to the rear is within the Central Conservation Area, with all of the land to the rear also falling within the Hereford Area of Archaeological Importance. A high standard of design is therefore vital to any scheme. This can be achieved through the implementation of contemporary designs that are still sympathetic to the character of the area.
- 6.39 The Herdsman Public House currently occupies the site at the intersection of Blueschool Street / Widemarsh Street. This is a building of local interest, within the conservation area and therefore should be retained and incorporated into any new development. It could be extended to the south and east where other historic buildings were demolished as part of the ring road redevelopment.
- 6.40 Further east along Blueschool Street is characterised by surface car parking and Blueschool House. Although there is a large quantity of space leakage in this area, it still suffers from poor permeability to those areas beyond. The area is intersected by the ring road to the south and poor quality backland development to the north, therefore rendering this stretch of land undesirable to pedestrian flows. Linkages to other areas of ESG and High Town need to be established. This can be achieved through carefully planned block formation to the

north and some form of linkage from Blueschool Street to Maylord Orchards to the south.

- 6.41 An active frontage along Blueschool Street is essential to any design scheme. Although the frontage is fairly limited in-terms of length, the application of a grid block formation could create further frontages whilst creating permeability through the site.
- 6.42 On the corner of Blueschool Street and Commercial Road lies Franklin Barnes an imposing building which provides a gateway feature into the grid. A potential redevelopment of the site must first justify the buildings removal against the merit of any replacement

### Sustainability Objectives

- 6.43 The integration of development with the existing city centre will be a key sustainability objective for this area. This can be achieved through new and improved linkages to encourage walking and cycling, that improve transport choices, aiding reductions in congestion and improving air quality, local health and lifestyle. It is envisaged that the function of this area will be largely commercial / retail at ground floor level with residential / office above, therefore active frontages will enhance the vibrancy and vitality of the area.

## Land to the rear of Blueschool Street

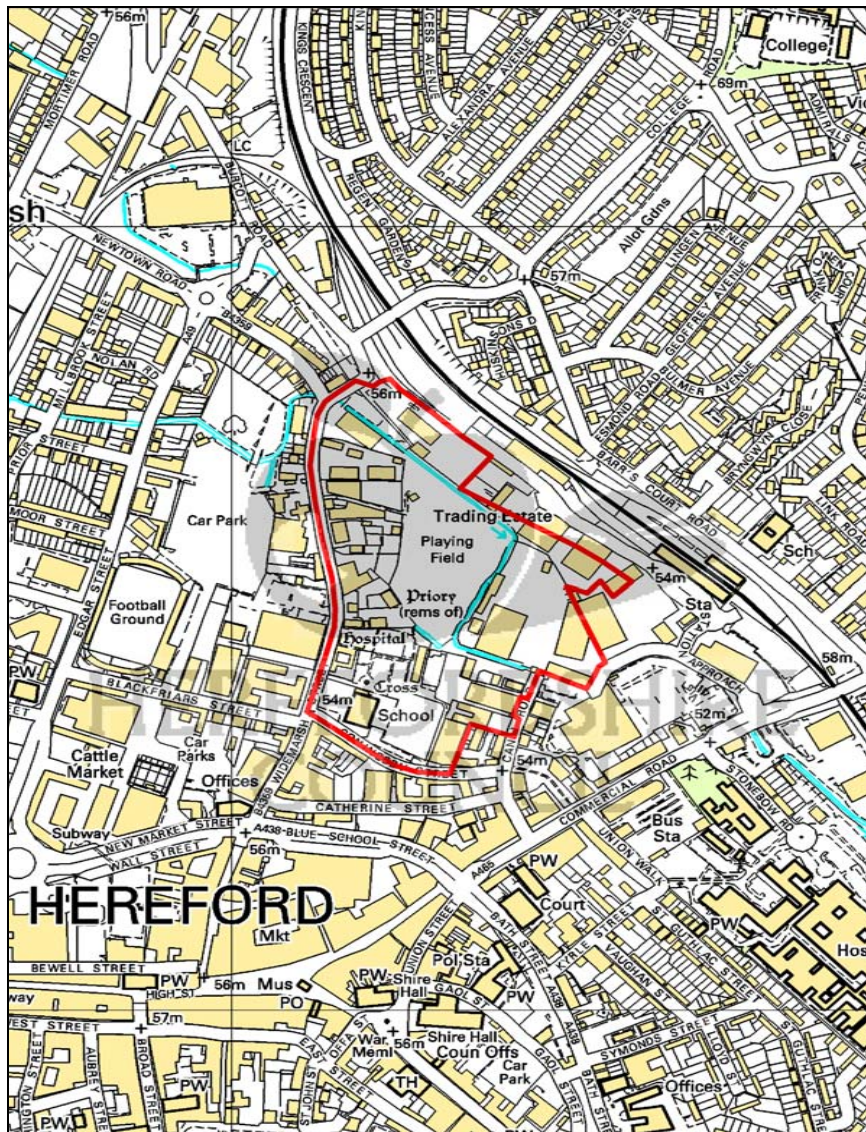


6.44 Due to the relatively small developable area of this quadrant, and its proximity to the city centre, high-density development should be sought, especially on land to the rear of Blueschool Street. Such development would entail 4 storey developments incorporating active ground floor frontages. This should include the provision of some informal public open space at the centre of any development, to allow for light penetration and to provide an informal meeting area.

## Sustainability Objectives

6.45 The land to the rear of Blueschool Street has been incorporated into the Central Shopping and Commercial Area in the Herefordshire UDP, and as such, will be looking to enhance the function and vibrancy of the city. The site is located within the Central Conservation Area and the Hereford Area of Archaeological Importance, though it is accepted there is currently extremely poor townscape in this area. It is crucial to maintain and enhance conditions that aid sustainable economic growth and investment, although not at the cost of the historic heritage.

## Canal Basin / Historic Core Policy Area



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Scale 1:5000

## Canal Basin/Historic Core Policy Area

- 6.46 This land to the east of Widemarsh Street includes former playing fields, various commercial businesses, residential and retail uses and the former Blackfriars Friary. Through the UDP the area is identified as suitable for a mixed use scheme comprising high density houses, small scale retail and leisure uses around a waterfront comprising a canal basin and associated wharfage. Referred to as the Blackfriars Urban Village within the emerging Masterplan, the area is being conceived as a new residential neighbourhood at the heart of the study area centred around high quality public open space in the form of a linear park.

### Opportunities

- An opportunity to provide a new **urban community**, promoting city centre living and sustainable patterns of development. helping to achieve **sustainability objectives 03, 06, 07, 10, 11, 12, 14 and 16.**
- To **provide a range and mix of houses and particularly affording housing** thus fostering sustainable communities, assisting **sustainability objectives 04, 05, 06, 07, 09, 10, 11, 19 and 20.**
- The majority of buildings in this quarter are two storey, ranging from the small-scale domestic forms to large industrial / commercial units. There is the opportunity to **increase density** in this quarter to reflect its city centre location and to **maximise the use of land** in accordance with local and national planning policy, contributing to **sustainability objectives 03, 07 and 19.**
- **Promotion of low carbon development** will be sought for residential and commercial development, along with the use

of renewable energy sources, contributing to [sustainability objectives 03, 05, 12, 14, 16 and 18](#).

- **Delivery of the link road with associated public transport nodes and linkages**, to create new accesses and improve traffic movement together with the development of the 'urban village', assisting [sustainability objectives 03, 04, 07, 09, 11, 14, 16, 18 and 19](#).
- To **alleviate flooding** from within this quarter by the implementation of a flood alleviation scheme on land within / outside of the ESG area, helping to achieve [sustainability objectives 03, 07, 17, 19 and 20](#).
- **Restoration of the Hereford & Gloucester Canal** route, helping to achieve [sustainability objectives 03, 06, 07, 15, 18 and 20](#).
- To **provide a canal basin with associated wharfage and other water features** in the northern sector of the site, providing the lucrative land values associated with waterfront development, helping to achieve [sustainability objectives 04, 06, 15, 17 and 20](#).
- To divert, enhance and improve the Widemarsh Brook as a functional water course, creating a more attractive feature with **enhanced value for wildlife**, helping to achieve [sustainability objectives 03, 06, 07, 09, 13, 15, 17, 19 and 20](#).
- There is very little distinctive **urban grain** in this quarter, as there are large areas with little or no access or through routes. New roads and linkages provide the opportunity to create a **new and distinctive** urban grain in this quarter. The exception to this are the small areas of Victorian development around the Coningsby / Catherine / Monkmoor Streets area. These improvements will contribute to [sustainability objectives 03, 07, 09, 15, 19 and 20](#).

- There are currently no primary gateways to this quarter. However, the link road provides the potential to create two **major gateways** at its Edgar Street / Widemarsh Street junctions that would require **landmark developments**. These would be in addition to the three **secondary gateways** at Blackfriars / Widemarsh / Coningsby Streets, Commercial Road / Canal Road, and Newtown Road / Widemarsh Street. A high standard of development will be expected to reflect their status, all helping to achieve [sustainability objectives 03, 07, 15 and 20](#).
- There are active frontages along Widemarsh Street leading up to the south west point of this quarter. However, within the quarter itself there are limited frontages, largely due to the backland nature of the site and a lack of coherent street / route networks. There are few retail units along Coningsby Street providing frontage of limited value. There is scope to provide **further active frontage** along Widemarsh Street and around the Canal Basin. Improvements would contribute to [sustainability objectives 03, 07, 19 and 20](#).
- To **widen public access and enhance the setting** and preserve the currently under-utilised **Blackfriars and Coningsby Hospital site and other listed buildings**, helping to achieve [sustainability objectives 03, 06, 07, 13 and 19](#).
- To provide **improved links** and **better integration** of the Blackfriars and Coningsby Hospital sites with the city centre, also providing **links to the 'Urban Village'**. The railway line currently restricts the pedestrian flow beyond the ESG to the north. New and improved **pedestrian bridges** should be sought with developments to overcome this constraint, along **with new and improved linkages to the railway station**. Currently a primary pedestrian link that runs from the north of the site and beyond, along Widemarsh Street and into the city centre has little to offer visually with the exception of the southern end of Widemarsh Street. These improvements

would contribute to **sustainability objectives 04, 05, 07, 09, 15, 16 and 18.**

- Further **linkages from the Hospital and key pedestrian route along Commercial Road into the quarter and beyond** would also be desirable, incorporating the currently under-utilised **open space** of the Commercial Road Graveyard. An **improvement scheme** could be viable for this area. The graveyard is characterised by mature tree planting and the boundaries are very poor, consisting mainly of adjacent properties. The area is strategically positioned, linking Commercial Road with Canal Street, but at present it does not encourage use. Improvements would assist in **sustainability objectives 04, 05, 07, 09, 15, 16 and 18.**
- There is the opportunity to **create distinctive, useable public spaces** in this quarter. The currently under-utilised Coningsby Hospital site offers the potential to form a vital role in the **public realm**, whilst the canal redevelopment / urban village should provide a focal point, offering **useable, legible spaces**, contributing to **sustainability objectives 15, 19 and 20.**
- The use of **building materials** is expected to reflect the vernacular and style of historic buildings in Hereford through the use of **similar materials in a contemporary way.** An example of this is the modern red brick residential development along Coningsby Street, where infill has been sympathetically designed to match the scale, character and materials of existing developments. Improvements are likely to assist in **sustainability objectives 15, 19 and 20.**
- Poorly designed backland development at the rear of Blueschool Street currently restricts views of Hereford's historical landmarks. There is potential to **create visual links to the city centre** and to newly created **landmarks** within ESG. Improvements here would assist **sustainability objectives 15, 19 and 20.**

## Key Design Issues for the Canal Basin / Historic Core Policy Area

- 6.47 Incorporating opportunities has lead to specific design proposals, which will inform future ESG developments.

### Widemarsh Street



- 6.48 Widemarsh Street is viewed as a key pedestrian (and vehicular) route through ESG. It is effectively the central corridor into High Town. The creation of new roads and routes that interact with Widemarsh Street will create a series of development sites and gateways that further elevate its position within the road hierarchy. Linkages to the railway station and canal basin will be key to proposals.
- 6.49 The northern end of Widemarsh Street is currently characterised by poor townscape, minimal continuous frontage and large amounts of space leakage. Any proposals along this stretch should seek to address such issues. On the western side of Widemarsh Street, located towards the north - is the Oxford Arms, a Grade II listed

building. Any proposals adjacent to this building must respect this status and seek to enhance its setting.

- 6.50 The streetscape in the southern end of Widemarsh Street is generally of a reasonably good standard, although there is scope to enhance the public realm.

### Sustainability Objectives

- 6.51 This quadrant is expected to provide a significant amount of residential development, mainly towards the northern end of Widemarsh Street. The establishment of safe, convenient and attractive linkages, for the encouragement of walking and cycling to other areas of ESG, the railway station and High Town will be crucial to improve transport choices and reduce traffic congestion. Residential development within this area, and throughout, shall be expected to contribute towards a reduction in emissions through low carbon development and the use of renewable energy sources as well as water minimisation and SuDs. These aspects are detailed in PPS1 – Sustainable Development, and the DCLG’s ‘Code for Sustainable Homes: A step-change in sustainable home building practice’.
- 6.52 The housing provided would be expected to satisfy local needs and be of a range and mix that is both affordable and provides suitable accommodation for families and single persons.

### Blackfriars Friary / Coningsby Hospital Site



- 6.53 Within this area is the Preaching Cross and the Coningsby Hospital which are both Grade ii\* listed buildings. The whole site including the Friary is designated a Scheduled Ancient Monument. There is an area of public open space to the rear of Coningsby Hospital (where the cross is located) that is currently under-utilised and should be enhanced to improve the setting of these historic monuments through a major heritage led regeneration project which will bring this area back into use. One such way of doing this would be to establish new public footpaths through the site into other areas of ESG. This would promote attractive and useable linkages and should incorporate a new route from the railway station, past the canal basin and Blackfriars Friary onto the retail quarter and centre of town.
- 6.54 This area needs substantial enhancement and interpretation. New pathways should respect the grain of the development and respond to the historic environment and former uses. Planting and soft and hard landscaping must respect and respond to the built and archaeological record. Given the new public square to the east the monastery should be a major feature and appropriate interpretation should be provided. It would be hoped that either sections could be exposed or that the footprint of the original building could be highlighted by paths, planting etc.

## Sustainability Objectives

- 6.55 It has been expressed within the preferred sustainability appraisal option that development within ESG should seek to protect and enhance the historic heritage of Hereford. How this historic site is bought back into use should set the tone for how new development is to compliment the existing historic heritage of Hereford and the ESG area.

## Canal Basin

- 6.56 The proposals include the creation of a new canal and basin which will form important features of the urban village. There is also the potential to extend these through the formation of other water features with canal design characteristics. These, together with the diverted Widemarsh Brook, could form a highly attractive canal basin region which would need to be well designed and of an appropriate size having regard to the desirability of a high density urban village setting around this region. The high land values associated with waterside development deem the highest standards of development vital to any proposal. A large proportion of development within this area is likely to be high-density housing, where high standards of public realm would be expected. In-terms of scale, it is likely that developments of 2/3/4/5 storeys should be achieved. Monotonous design schemes are to be avoided.
- 6.57 Areas of formal open space are to be provided within and around scheme proposals of the canal basin for public use. Such open spaces are to have linkages running throughout ESG, therefore providing attractive, busy and safe routes for pedestrians and cyclists.
- 6.58 The UDP also seeks associated leisure and small-scale retail uses within the immediate proximity of the canal basin. Again, a high standard of design will be sought, incorporating active

frontages and high quality, useable public realm. The creation of a café / bar culture in this area would support the night time economy. Provision of new leisure facilities should be in close proximity and share good linkages to other proposed leisure uses in the northwest quadrant and along Commercial Road. Issues surrounding residential amenity would also need to be addressed in scheme proposals.

- 6.59 The SPD should plan for compatible uses to be developed on land in close proximity to existing businesses and developments phased so as to minimise disruption.

## Sustainability Objectives

- 6.60 The canal basin region of ESG has the potential to raise the profile of Hereford and the County in-terms of being a high-class destination for visitors and residents alike. The appeal of waterside development can enhance investment opportunities and should necessitate the highest standards of architecture. Associated development should seek to create a new vibrancy towards the immediate proximity of the basin and any associated water features. Such development should improve access to quality cultural, recreational and leisure activities for all.
- 6.61 The cumulative effect of development in this area could be enough to stimulate the commercial aspect of Hereford's aspirations to attract business investment. A new vibrancy and commercial sector (complimented with high quality residential development) could also provide the impetus to retain graduates within the County, the majority of which currently have to relocate from Herefordshire. A high proportion of family and affordable homes would help to retain and satisfy this local need in combination with improvements in local employment sector.



6.62 Key to any design scheme is the need to reduce ESGs contribution to the impacts of climate change and to reduce the risk of flooding to minimise the detrimental effects to public well-being, the economy and the environment.

6.63 For the latter, the Strategic Flood Risk Assessment should address options for appropriate flood alleviation schemes that take the natural system into consideration. Examples of best practice for climate change can be drawn from the London Borough of Merton's renewable energy standards. The borough has introduced sustainability criteria, checklists and specific requirements for on-site renewable energy generation, for which similar policies will be developed as part of Herefordshire's emerging Local Development Framework. recently, Advantage West Midlands have launched a sustainability checklist aimed at developers and architects and regard should be given to this on ESG schemes. Further details on this can be found at [www.checklistwestmidlands.co.uk](http://www.checklistwestmidlands.co.uk).

6.64 The Borough of Merton has won widespread recognition for its sustainability rules, and it is hoped that such practice within ESG can generate similar positive publicity for this key Government agenda. Developers should focus on a building's whole life cycle, its impact on the neighbourhood, its resource consumption, waste production, pollution, transport and energy use. Further guidance upon this can be found in the DCLG consultation document 'Planning Policy Statement: Planning and Climate Change' which supplements PPS1 – Sustainable Development, and the DCLG's 'Code for Sustainable Homes: A step-change in sustainable home building practice'.

## Widemarsh Brook



6.65 The UDP proposal is to realign and enhance the Widemarsh Brook which currently operates as an important functional water course and wildlife corridor through the city being a Site of Importance to Nature Conservation. However in addition to any mitigation measures that would be necessary as part of any diversion to maintain its ecological status as a SINC and any potential impact upon the River Wye SAC, it is considered that there is scope for an enhancement scheme relating to the Widemarsh Brook.

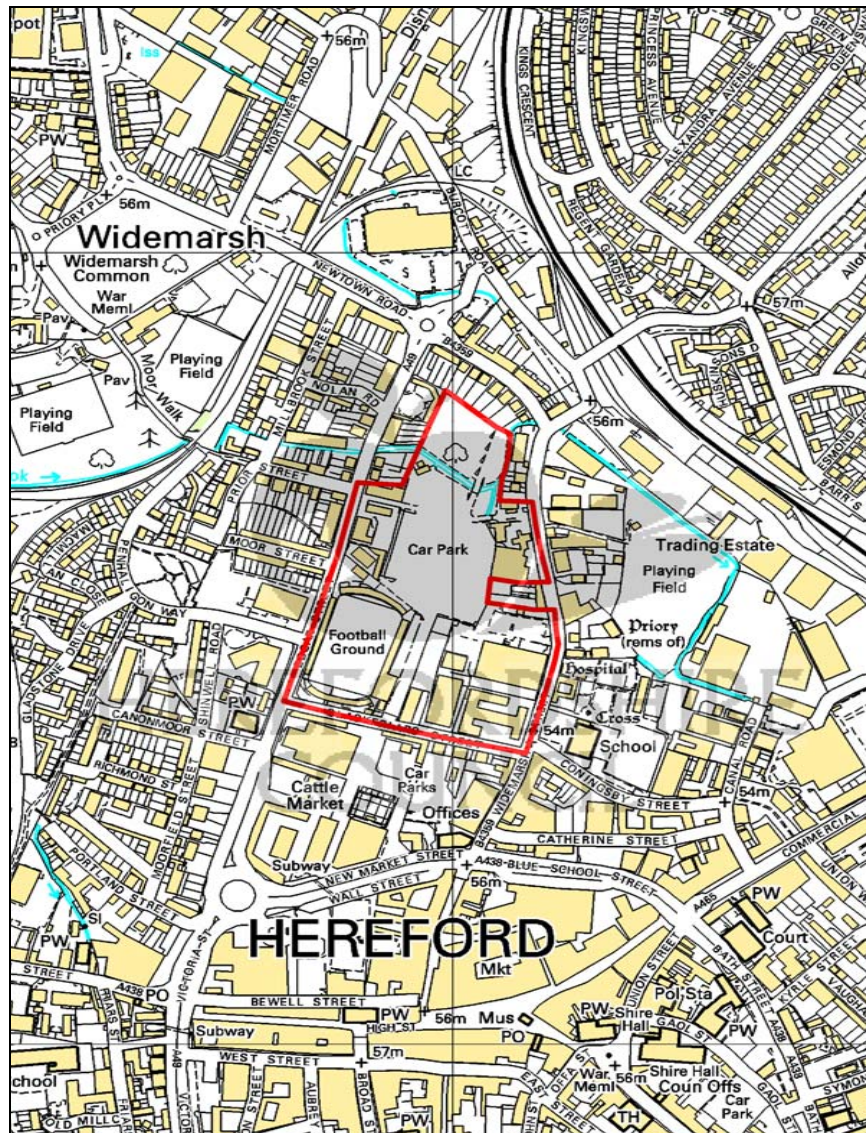
6.66 Biodiversity enhancements for both habitats and species e.g, otter, need further detailed consideration. There are also issues relating to water quality and flows, which could be addressed by appropriate enhancements. The enhanced brook could provide the opportunity for further 'waterside' development, and pedestrian and cyclist links as well as contributing to a flood alleviation scheme for the area and providing water quality enhancements. However this would need careful design to maintain its function and status

particularly as a nature conservation feature in line with both PPS9 - Biodiversity and PPS23 – Pollution Control. It could also provide an attractive setting in conjunction with newly established linkages. Access to the brook for conservation management and maintenance is essential. An ecological assessment to establish current habitats and use by legally protected species is key to developing any enhancement and future management proposals which should also include water quality management.

### **Sustainability Objectives**

- 6.67 The Widemarsh Brook provides the opportunity to improve its operation as a functional water course and to promote a currently under-utilised biodiversity and open space asset. The Brook is characterised by a poor setting and has been the subject of anti-social behaviour. The Brook should be considered as one option for flood alleviation for the site as well as proposals seeking to improve the setting and to maintain, restore and enhance biodiversity.

## Football Ground / Merton Meadow Policy Area



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Scale 1:5000

## Football Ground/Merton Meadow Policy Area

- 6.68 The football club is an important community facility and has a well-established presence in the city which is expected to continue. The ground however is in poor condition and opportunities for redevelopment and improved facilities with adjacent and associated leisure, commercial and related retail developments, new car parking and residential schemes to the north. New development will be enabled by the provision of the east west link road and improved local connections. A flood alleviation scheme will help bring forward the new development proposals within the policy area.



### Opportunities

- The football ground provides little in the way of **visual amenity** and is in need of **redevelopment to improve facilities**. Land around the stadium particularly to the east has **substantial redevelopment potential**, contributing to **sustainability objectives 03, 06 and 20**.

- Accepting that the football ground will remain there is an opportunity to integrate this quadrant with the city centre with opportunities to **form linkages** between the northwest quadrant of ESG, the Courtyard Theatre and the city centre. There are few bespoke routes through this quadrant at present and development should look to rectify this. Linkages with the theatre are considered to be particularly important. There is also currently poor provision for pedestrians and cyclists to enter the site from this quarter, which should be addressed, all helping to achieve **sustainability objectives 03, 04, 06, 07, 15 and 18.**
- The Merton Meadow car park provides a large redevelopment area. Car **parking provision** should be **consolidated** so that it is less obtrusive and makes the best use of land, but continues to provide a valuable resource for the city, helping to achieve **sustainability objectives 04, 05, 07 and 19.**
- **Delivery of the link road with associated public transport nodes and linkages**, to create new accesses and improve traffic movement together with the development of the 'urban village', assisting **sustainability objectives 03, 04, 07, 09, 11, 14, 16, 18 and 19.**
- The east west link road provides development opportunities enabling **accessibility and permeability** and **major gateways** at its junctions with A49 Edgar Street and Widemarsh Street. Development along Edgar Street in particular is currently visually poor given its strategic status, assisting **sustainability objectives 03, 04, 07, 19 and 20.**
- The rest of this boundary consists of mainly commercial and light industrial premises, offering a fragmented, impenetrable and unappealing frontage, and little sense of arrival into Hereford. Opportunities exist to **create new and enticing frontages**, assisting **sustainability objectives 03, 04, 07, 15, 16, 19 and 20.**
- To **provide a range and mix of houses and particularly affordable** housing thus fostering sustainable communities, assisting **sustainability objectives 04, 05, 06, 07, 09, 10, 11, 19 and 20.**
- Due to the character of the area, (ie a football stadium and a large area of hard surfaced car parking), there is no particular **urban grain** or built form patterns. There is an opportunity to integrate this quarter with the town centre (and retail quarter) through well designed development and linkages, creating further opportunities to reflect the organic urban grain of the city centre, contributing to **sustainability objectives 03, 07, 09, 15, 19 and 20.**
- **Promotion of low carbon development** will be sought where practicable for residential and commercial development, along with the use of renewable energy sources, contributing to **sustainability objectives 03, 05, 12, 14, 16 and 18.**
- Public realm and building materials – there is an opportunity to **integrate the Courtyard Theatre through appropriate land use, design and public realm** within this quarter. Contemporary design reflecting that of the theatre along the Edgar Street frontage would be desirable, incorporating leisure use to provide the area with a sense of place and legibility, contributing to **sustainability objectives 07, 15 and 20.**
- To **alleviate flooding** from within this quarter by the implementation of a flood alleviation scheme on land within / outside of the ESG area, helping to achieve **sustainability objectives 03, 07, 17, 19 and 20.**
- To enhance and improve the Widemarsh Brook as a functional water course, creating a more attractive feature with **enhanced value for wildlife**, helping to achieve

sustainability objectives 03, 06, 07, 09, 13, 15, 17, 19 and 20.

## Key Design Issues for the Football Ground/Merton Meadow Policy Area

- 6.69 Incorporating these opportunities has led to specific design proposals, which will inform future ESG developments.

### Edgar Street North



- 6.70 The status of this section of frontage along the A49 trunk road demands development to incorporate a high standard of design to raise the profile of Hereford, possibly reflecting that of the Courtyard Theatre. The viability of redeveloping the Len Weston Stand of the football ground, bordering Edgar Street, is questionable. For this to be achievable, it is likely that the pitch would have to be moved eastwards, which may not be possible. However, it would appear that the redevelopment of the remaining three stands would be viable notwithstanding financial factors. This should include visual improvement to the Len Weston Stand façade.

- 6.71 The height of any development proposal should reflect the height of the football stadium, the proposed development to the south of Edgar Street and the requirements of the use(s) proposed for the redevelopment. There are also a plethora of red brick buildings on the opposite side of the road, which should be taken into consideration when selecting building materials.

### Sustainability Objectives

- 6.72 The major challenge for this stretch of frontage is to provide a high quality entrance into Hereford and ESG from the north, incorporating the entrance junction to the new link road, whilst attempting to reduce traffic congestion that already creates air quality issues in the locality. Such congestion issues will be addressed through a comprehensive package of transport proposals deliverable throughout ESG. In this area, the promotion of alternative transport methods including the establishment of new pedestrian and cycle routes can help reduce localised congestion.

## Merton Meadow Car Park South



6.73 The current surface parking provision is unsightly and a highly uneconomical use of valuable edge of centre land. This long stay parking provision can be provided elsewhere possibly through associated park and ride proposals, allowing for the redevelopment of much of the current car parking area subject to a flood alleviation scheme. It is likely, that due to land use, development within this area would be relatively large scale. Linkages to other areas of ESG are likely to be a key design consideration, especially from this quarter to the canal basin and the retail quarter.

### Sustainability Objectives

6.74 The majority of this area of land is currently surface car parking. The development of multi-storey provision would promote more integrated, efficient and balanced land use improving the overall function of the city.

## Merton Meadow Car Park North



6.75 This area is currently constrained due to regular flooding, which will need to be overcome as a precursor to any development. There are also a number of existing dwellings bounding Newtown Road, at the northern end of this site, which need to be considered in amenity terms before any proposal is made. It would be necessary for an enhancement scheme relating to Widemarsh Brook to be included within development proposals. The established trees of note that are on the banks of the Brook will be required to be integrated within scheme proposals. In-terms of scales, there is the opportunity to provide relatively tall buildings, 2/3 storeys towards the southern end of this site, with a decreasing gradient towards the north to respect existing residential amenity.

### Sustainability Objectives

6.76 It is essential that following the results of a flood risk assessment that the recommendations within the report are implemented satisfactorily, prior to any development

commencing (where necessary). This should assist in safeguarding public well-being, the economy and the environment, as far as is possible, from the risk of flooding. Therefore, redevelopment of this land will be required to incorporate solutions to the flooding issues associated with the Brook. This needs to be undertaken in conjunction with an enhancement scheme of the Widemarsh Brook. The promotion of such integrated land use would make better use of land and enhance the built and environmental quality of the area whilst promoting enhanced habitats and biodiversity within ESG.

## 7. Conclusions

- 7.1 The aim of this SPD has been to provide an overarching design framework which will be used to inform and guide new developments, ensuring that the existing historic fabric of the city is protected and where appropriate enhanced.
- 7.2 It is accepted that some people will view changes sceptically and others may well be directly affected by proposals and this is understood. There will be others who see the wider benefits and will embrace the opportunity.
- 7.3 The SPD has considered both general design advice as well as more detailed information specific to each of the four quadrant areas, which make up the grid area. The implementation of this SPD into a masterplan heralds exciting times for Hereford. Significant change will result which will bring with it extensive development opportunities to strengthen and add to the experience offered in the City. It is time to be bold and grasp this one off opportunity.



# 8 Appendices

## Appendix 1: UDP Policy context

### TCR19 Hereford Livestock Market – relocation

Planning permission for proposals for a relocated Hereford Livestock Market will only be granted where the proposal meets the following criteria:

1. The site is restricted for use as the new Hereford Livestock Market and necessary ancillary uses only;
2. the site is of a size and nature capable of adequately accommodating the identified needs of Hereford Livestock Market, and will not have a detrimental effect on the surrounding area or its immediate setting;
3. the site is well related to the primary road network where the development will not create an unacceptable impact upon the highway network and a satisfactory access can be provided;
4. the site can be adequately serviced by the provision of infrastructure and services, to include the necessary supply of water and for the satisfactory treatment and/or disposal of trade effluent and surface water;
5. the scheme must include proposals for sustainable drainage and incorporate measures to ensure that such run-off does not contaminate local water courses or ground water;
6. the built development, car parking and lairage should be located and of good design to respect its surroundings and character in order to protect local amenity and minimise landscape impacts; and
7. a comprehensive and suitable landscaping scheme is provided to help assimilate the development into the surrounding area and to safeguard landscape character.

### TCR20 Eign Gate regeneration area

Land within the Eign Gate regeneration area provides a major opportunity for development to support the vitality and viability of the city centre. The area is identified as the preferred location for Class A1 retail development and associated car parking provision as set out below. Development in this area must:

1. improve and extend the retail offer of Hereford city centre, contribute to the vitality and viability of the centre and secure environmental improvements;
2. provide a comprehensive scheme based on Class A1 retail uses for the Livestock Market, treating the site as a whole;
3. provide for city centre comparison shopping uses within the Bewell Street area should the opportunity for change arise;
4. provide for city centre comparison shopping within the Berrington Street area, as well as residential, leisure and commercial uses which add to the diversity of uses on offer in the city centre;
5. ensure that safe, effective and attractive pedestrian and cycle links both within and outside the area are provided or enhanced to High Town, the River Wye to the south and other elements of the Edgar Street Grid;
6. contribute to the achievement of the Plan's town centre and retail strategy;
7. respect residential amenity and the historic fabric of the area, including listed buildings, archaeology and the historic street pattern;
8. provide a high standard of design merited on this important central location; and

9. contribute financially to the planning obligations identified ensuring the overall aims of the Edgar Street Grid proposals are met.

#### **TCR21 Canal basin and historic core**

Land to the east of Widemarsh Street is identified for residential development, the provision of a Herefordshire and Gloucestershire Canal basin with associated wharfage and small-scale retail and leisure uses including a hotel, bars and restaurants and a visitor centre. All development proposals must:

1. be prepared on a comprehensive basis for the site as a whole providing a high quality of design as well as inclusion of new road proposals as identified in policy T10 of the Plan;
2. include provision for 180 dwellings including affordable housing;
3. demonstrate that the retail proposals will not seriously harm the vitality and viability of Hereford city centre either by itself or in conjunction with other recent and proposed retail development;
4. realign and enhance the Widemarsh Brook to provide an amenity space and footpath link through the site;
5. provide a flood alleviation scheme for the site to the satisfaction of the Environment Agency; and
6. provide a financial contribution to the planning obligations identified ensuring the overall aims of the Edgar Street grid proposals are met.

#### **TCR22 Hereford United Football Club/Merton Meadow**

Hereford United Football Club, Merton Meadow and adjoining land is identified for cultural and leisure development. Development proposals should include:

1. the re-orientation and redevelopment of the existing Football Club stadium to a site at the northern edge of the proposal area;

2. new road proposals as identified in policy T10 of the Plan;
3. complementary leisure based development including a multiplex cinema, accompanied by related Class A3 to A5 developments and car parking provision. These developments should not undermine the retail strategy of the Plan;
4. office and residential uses;
5. a high standard of design at this important gateway location;
6. pedestrian and cycle links to key sites adjoining the proposal area; and
7. a financial contribution to the planning obligations identified ensuring the overall aims of the Edgar Street grid proposals are met.

#### **TCR23 Civic quarter**

Land in the civic quarter is identified for comprehensive development based on public and commercial offices. All development proposals must:

1. provide a high standard of design merited in this gateway location;
2. ensure that safe, effective and attractive pedestrian links are provided to the south and through the site into the remainder of the Edgar Street Grid;
3. reflect the historic character of Hereford; and
4. contribute financially to the planning obligations identified ensuring the overall aims of the Edgar Street Grid proposals are met.

**Other UDP Policies that relate to the design issues on the Edgar Street Grid:**

- S1 – Sustainable Development
- S2 – Development Requirements
- S3 – Housing
- S4 – Employment
- S5 – Town Centres and Retail
- S6 – Transport
- S7 – Natural and Historic Heritage
- S8 - Recreation, Sport and Tourism
- S11 – Community Facilities and services
- DR1 – Design
- DR – Land Use and Activity
- DR3 – Movement
- DR4 – Environment
- DR5 – Planning Obligations
- DR6 – Water Resources
- DR7 – Flood Risk
- DR8 – Culverting
- DR9 – Air Quality
- DR10 – Contaminated Land
- DR13 – Noise
- DR14 – Lighting
- H2 – Hereford and the market towns: housing land allocations
- H9 – Affordable Housing
- H13 – Sustainable residential design
- H14 – Re-using previously developed land and buildings
- H15 – Density
- H16 – Car parking
- H19 – Open space requirements
- E8 – Design standards for employment sites
- TCR1 – Central shopping and commercial areas
- TCR2 – Vitality and viability
- TCR3 – Primary shopping frontages
- TCR4 – Secondary shopping frontages
- TCR5 – Uses outside Class A of the Use Classes Order
- TCR6 – Non-retail uses (Classes A2 and A3)
- TCR8 – Small scale retail development
- TCR10 – Office Development
- T1 – Public transport facilities
- T6 – Walking
- T7 – Cycling
- T8- Road hierarchy
- T10 – Safeguarding of road schemes
- T11 – Parking provision
- T12 – Existing parking areas
- T13 – Traffic management schemes
- T16 – Access for all

- LA6 – Landscaping schemes
- NC1 – Biodiversity and development
- NC2 – Sites of International Importance
- NC4 – Sites of local importance
- NC6 – Biodiversity Action Plan priority habitats
- NC7 – Compensation for loss of biodiversity
- NC8 – Habitat creation, restoration and enhancement
- HBA2 – Demolition of listed buildings
- HBA4 – Setting of listed buildings
- HBA6 – New development within conservation areas
- HBA7 – Demolition of unlisted buildings within conservation areas
- HBA8 – Locally important buildings
- HBA9 – Protection of open areas and green spaces
- HBA10 – Shop fronts
- ARCH1 – Archaeological assessments and field evaluations
- ARCH2 – Foundation design and mitigation for urban sites
- ARCH3 – Scheduled Ancient Monuments
- ARCH6 – Recording of archaeological remains
- ARCH7 – Hereford AAI
- ARCH8 – Enhancement and improved access to archaeological sites
- RST3 – Standards for outdoor playing and public open space
- RST4 – Safeguarding existing recreational open space
- RST7 – Promoted recreational routes
- RST8 – Waterway corridors and open waters areas
- RST9 – Herefordshire and Gloucestershire Canal
- RST12 – Visitor accommodation
- W3 – Waste transportation and handling
- W11 – Development – waste implications
- CF1 – Utility services and infrastructure
- CF2 – Foul drainage
- CF5 – New community facilities

## Appendix 2: Photographs illustrating design points

### Identification of Key / Landmark Buildings

Grade II Listed Newmarket Inn, Newmarket Street



Grade II Listed Oxford Arms, Widemarsh Street



Franklin Barnes Building, Commercial Road



Education Centre, Widemarsh Street



## Protection of Important Views

### Views of the Cathedral and All Saints Church



## Enhancement of Linkages to areas within / outside of the ESG

### Linkages from Commercial Road to ESG via graveyard



### Linkage of the city centre to ESG overcoming the dual carriageway barrier



### Linkages between the Courtyard Theatre and other areas of ESG



## Development Opportunities

Merton Meadow Car Park North



Livestock Market Site



Merton Meadow Car Park South



## Examples of Poor Townscape

### Blueschool Street



### Northern End of Widemarsh Street





## Protection and Enhancement of Open Spaces within ESG

### Blackfriars Friary



### Widemarsh Brook



## Public Realm Issues

### Sir Edward Elgar



### High Town Public Realm Enhancements



## Appendix 3: Archaeology Report

Although the Grid is located just to the north of the historic core of Hereford, it nevertheless coincides with an area of significant historic environmental interest.

Important Prehistoric Roman and Post Roman archaeological finds have been recorded in a number of locations, and early Medieval - post Medieval suburban and industrial sites occupy much of ESG, particularly in the south.

From at least Norman times onward, the principal arterial route into Hereford from the North was along Widemarsh Street (through the centre of the ESG area). The sensitive historic townscape reflects this significant pattern, linked to the medieval defensive line along the inner perimeter of the current ring road.

The central part of ESG is dominated by the nationally important Ancient Monument of Blackfriars. The surviving building fabric and precinct of this former Dominican Friary is protected by law. Further - as yet unrecorded - remains beyond the protected area are to be expected. The southern part of ESG is fully within the principal focus of medieval settlement, and is known to preserve original plot patterns, and sub-surface remains of considerable value. This area forms part of the statutorily designated [Hereford] Area of Archaeological Importance. The south eastern edge of ESG coincides with Commercial Road, another major route-way in antiquity.

In the northern and eastern part of ESG particularly, there are extensive remains of post medieval / industrial period

Hereford. Numerous water management features and deposits are known to exist, connected with the historic routing and usage of watercourses around Widemarsh. It should be noted that in its original form, Widemarsh was exactly that - a wide marsh. Accordingly, it may be expected to preserve a variety of significant waterlogged remains. Of special value as sites are the (now buried but still present) locations of the former Monkmoor Mill, and the channels and basin of the former Hereford to Gloucester canal. Hereford's railway station and its environs represent another site of high research and enhancement potential.

The current broad layout of the western part of ESG is surprisingly ancient, and Edgar Street itself is of medieval origin. It is considered likely that the far south western corner of ESG will preserve at least some elements of the former medieval (perhaps even Saxon) occupation of this area. The far southern limits are in some cases fully within the medieval walled circuit of Hereford, and accordingly they are exceptionally sensitive archaeologically. Within such a large area as ESG, unanticipated discoveries will occur from time to time. For instance, a recent archaeological survey around Blackfriars Street has indicated the presence of particularly important buried remains dating to the early Bronze Age.

### The Statutory Framework

There are currently two locations within The Grid that are formally protected by the Ancient Monuments and Archaeological Areas Act (1979). The first of these locations is the site of Blackfriars, which is a **Scheduled Ancient Monument** ('SAM') under Part 1 of that Act. The Scheduling comprises both the known remains of the Friary,

and a surrounding zone assumed to broadly represent the Friary precinct. Any works or material changes to this Scheduled Area will require specific prior permission (Scheduled Monument Consent) from the Secretary of State for Culture Media and Sport. English Heritage are the principal advisors to the Secretary of State in this respect.

The second of these locations is most of the southern most part of ESG, which falls within the designated Hereford **Area of Archaeological Importance ('AAI')**. The whole of this area, more commonly associated with Hereford city centre itself, is the subject of formal archaeological notification procedures under part 2 of the 1979 Act. Herefordshire Council (Herefordshire Archaeology) administer these procedures. There are also a number of listed buildings within ESG, but these are dealt with separately and are not considered by this particular guidance.

Additionally, archaeological requirements throughout ESG will be applied and enforced through the terms of the planning acts, particularly the Town and Country Planning Act (1990). Archaeological responses made by the local planning authority to planning applications or other proposals will vary according to the specifics of such proposals, but will have due regard to the policy background outlined below. It needs to be emphasised, however, that over the very long period envisaged for redevelopment of ESG, such policies (even the legislation and guidance underpinning them) may change.

## Policy and Approach

The principal national government policy guidance relating to archaeology is stated in Planning Policy Guidance Note 16

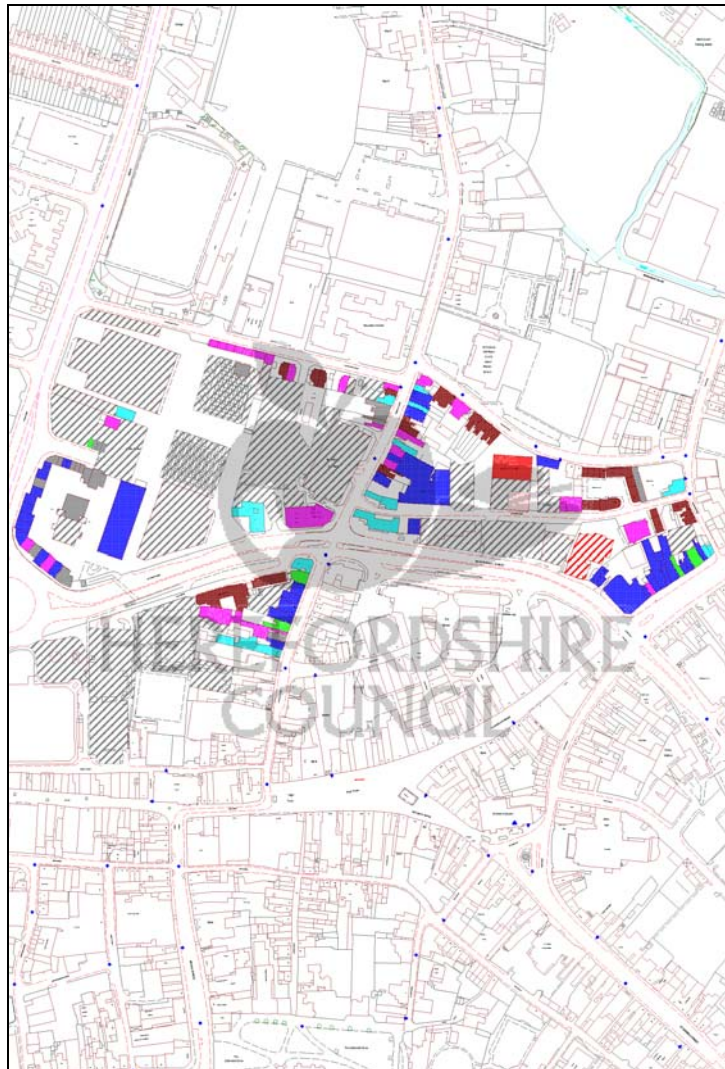
**(PPG16)** 1990. Current Herefordshire Council policy is stated primarily in the following: **UDP Policies ARCH1 – ARCH8**. The fundamentals of these policies, as they relate to development proposals, are summarised below. Nb. The summary below is for broad guidance only, and the precise wording of any current or future policies will need to be considered.

- Proposals should involve early stage consultation between prospective developers and Herefordshire Archaeology.
- Proposals may need to include an Archaeological Desk-Based Assessment commissioned by the prospective developers.
- Proposals will need to be supported by an Archaeological Field Evaluation Report, commissioned by the prospective developers.
- Proposals that fail to provide necessary archaeological information will not be supported by Herefordshire Archaeology.
- Herefordshire Archaeology may consider proposals unsupportable in principle if they fail to adequately preserve the site or setting of archaeological remains, and the damage so caused cannot effectively be mitigated.
- Proposals affecting the site or setting of archaeological remains may nevertheless be supported, if in the view of Herefordshire Archaeology 'preservation by record' or other mitigation strategies are feasible and acceptable.

- Proposals that are granted planning permission may attract archaeological conditions, such as the requirement for developers to commission programmes of archaeological work (i.e. excavations etc.) prior to or during development, or the requirement to work to particular ground-works designs.
- Proposals that enhance the historic environment of their location will be encouraged.

## Appendix4 – Land Use Maps

### Livestock Market Site



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Scale 1:3000

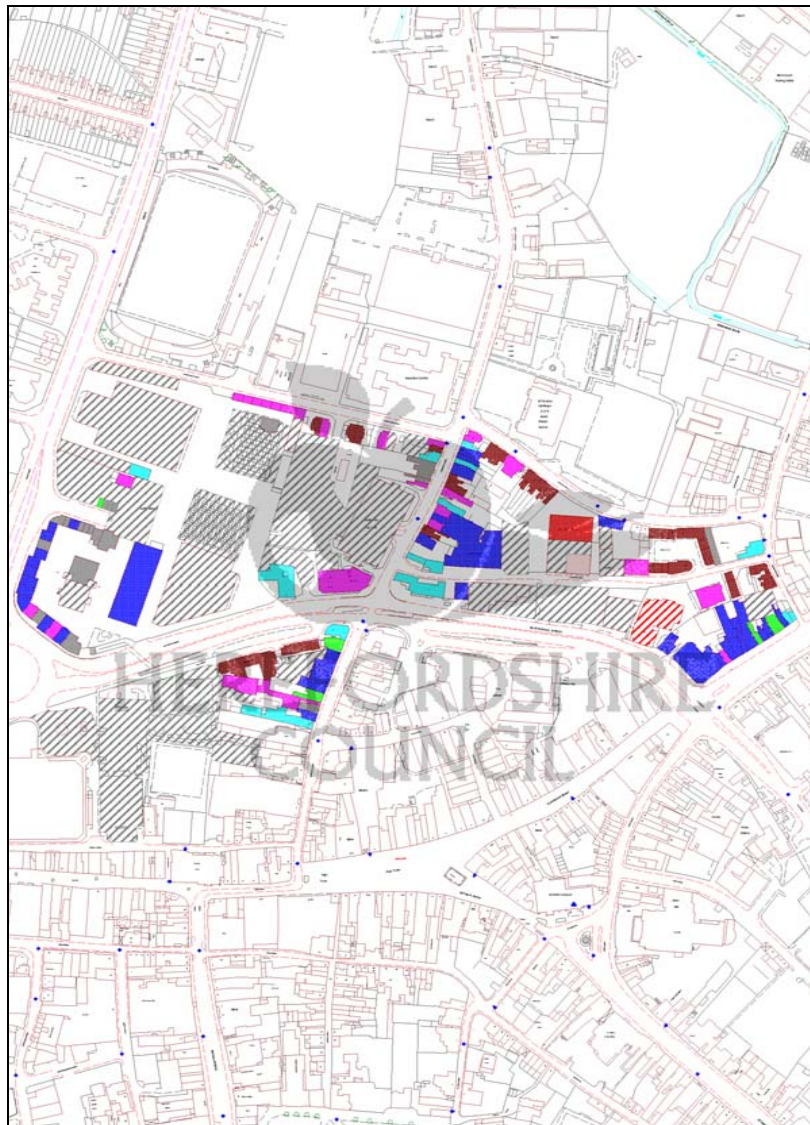
## Land Use Map Key

### Edgar Street Grid Land Use



## Civic Quarter

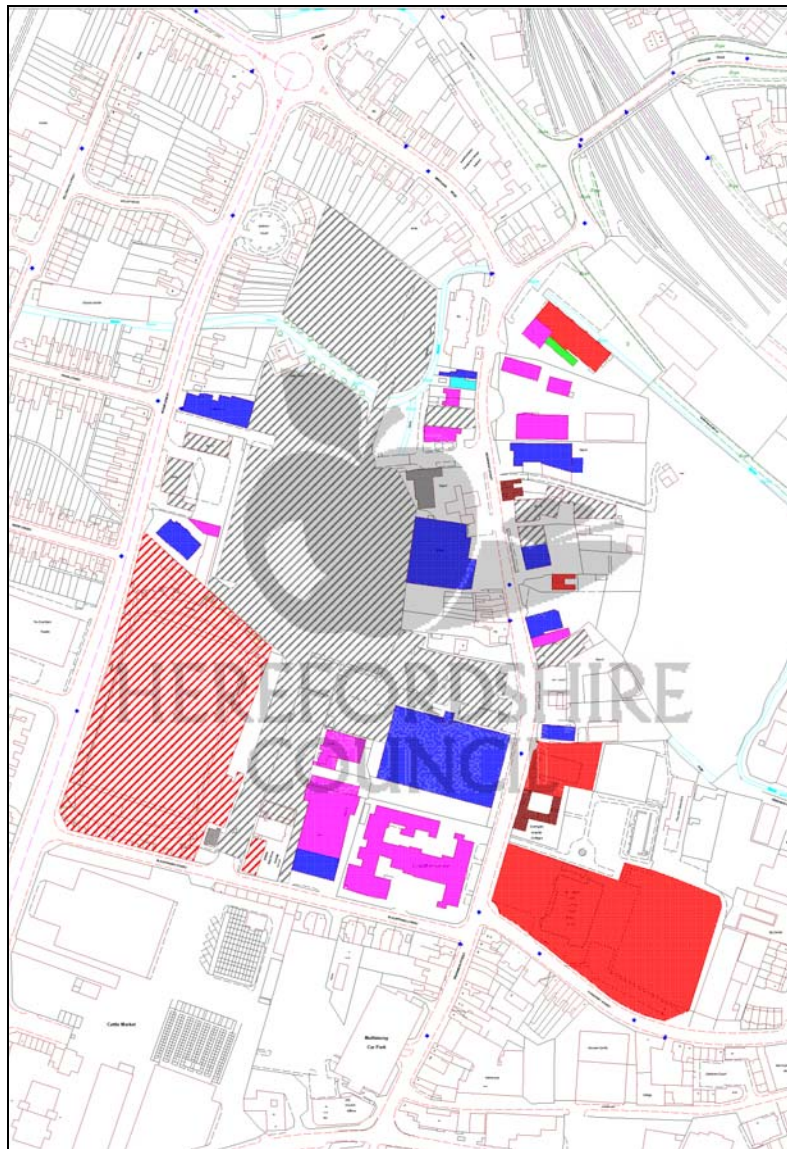
## Land Use Map Key



## Edgar Street Grid Land Use

-  A1 Shops
-  A2 Financial & Professional
-  A3 Restaurants & Cafes
-  B1 Business
-  B8 General Industrial
-  C1 Hotels
-  C3 Dwelling Houses
-  D1 Non-Residential Institutions
-  D2 Assembly & Leisure
-  Sui-Generis
-  Vacant

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Scale 1:3000



### Edgar Street Grid Land Use

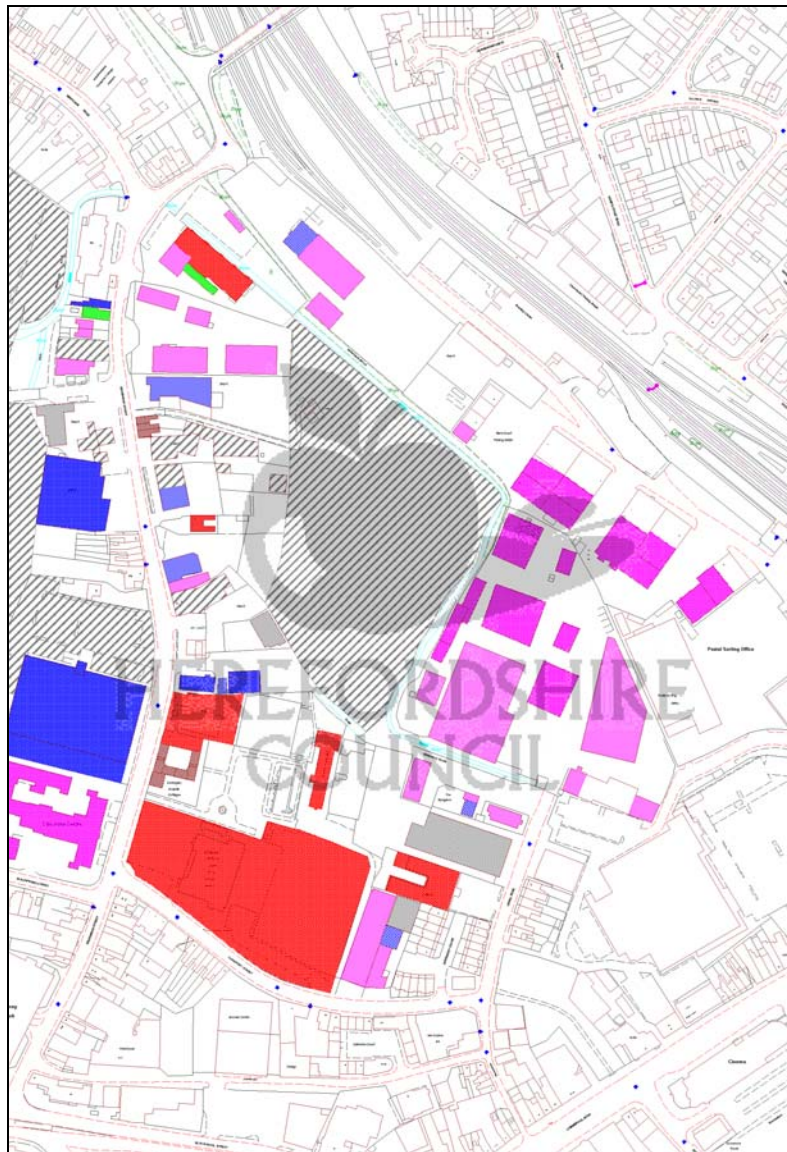
-  A1 Shops
-  A2 Financial & Professional
-  A3 Restaurants & Cafes
-  B1 Business
-  B8 General Industrial
-  C1 Hotels
-  C3 Dwelling Houses
-  D1 Non-Residential Institutions
-  D2 Assembly & Leisure
-  Sui-Generis
-  Vacant

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Scale 1:3000



## Canal Basin / Historic Core

## Land Use Map Key



## Edgar Street Grid Land Use

	A1 Shops
	A2 Financial & Professional
	A3 Restaurants & Cafes
	B1 Business
	B8 General Industrial
	C1 Hotels
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