



**Worcester**  
CITY COUNCIL



# A vision for Worcester City centre masterplan

July 2019

**Worcester City Council**

The Guildhall  
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Prepared by Node Urban Design on behalf of Worcester City Council

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# Foreword

## Foreword

This City Centre Masterplan builds on the collective vision which we set out in the City Plan (2016) and, once adopted, will create a comprehensive masterplan for the city centre extending to 2040. It will provide a planning framework and guidance for public and private investment.

Our aim is to create:

- A successful and growing Cathedral and University City, with more homes, businesses and jobs
- A City with prestige tourist, education and retail attractions
- A place that maintains its “city in the country” feel, its valued heritage assets and environmental quality.

To achieve this, the masterplan will set out to deliver:

- The development of mixed-use regeneration sites creating new homes and businesses
- Improving the riverside and canal for recreation
- An improved City centre retail and cultural offer in a high class environment
- Promotion of Shrub Hill as new business district
- New and improved pedestrian and cycle routes throughout the City centre and riverside
- Supporting the growth of the university and college

- The development of an urban design context for future growth that recognises the importance of the City’s existing character.



Councillor Marc Bayliss



Councillor Adrian Gregson



Councillor Louis Stephen

# 1. Setting the scene

## Introduction

Node have been commissioned to work with Worcester City Council and its partners in creating an ambitious city centre masterplan. Node have been supported by the consultants SYSTRA and CBRE through respectively providing input on both transport and viability.

The masterplan was commissioned by Worcester City Council through competitive tender in October 2017. Since then Node have worked collaboratively with both Worcester City Council and Worcestershire County Council to fulfil the remit of the brief.

Node have consulted widely throughout the life of the project, including regularly engaging with a broad stakeholder group through site visits, workshops and seminars

to ensure that our proposals have evolved in a transparent and mutually acceptable manner. In October 2018 a draft version of the masterplan was launched for public consultation. Following this consultation period the masterplan had been updated, taking account of the feedback received.

The masterplan was formally adopted by the City Council in July 2019.

## Delivering the vision

Significant work had already been undertaken in the city prior to the commencement of the city centre masterplan project. Included within this was the definition of Worcester's city vision as established by the Worcester City Plan 2016. Our goal is to define a route to delivering this vision:

## Worcester City Vision

*"A City that is prosperous, accessible, diverse and inclusive; with great opportunities for work, leisure, sport and tourism – alongside a quality of life that is attractive to all.*

*A City that is recognised as a growing cosmopolitan cathedral and university city with unrivalled heritage.*

*The City's riverside will become a national and international destination.*

*City restaurants, bars and shops will include a fabulous mix of mainstream, independent and designer traders, embracing the artisan and quirky.*

*Worcester will remain a safe city with a strong base of creativity and innovation and growing reputation for sporting excellence for people of all abilities.*

*Worcester's precious environment will be maintained through sensitive management of local and citywide activities, including the use of sustainable energy whenever possible.*

*The City will work to eradicate poverty and strive to support everyone to get involved in the city's future".*

### Transformational impacts

This masterplan defines key development schemes and public realm improvement projects that can have a transformational impact upon Worcester city centre. The proposals within this masterplan have the potential to produce the following:

**£0.7m**

savings for the

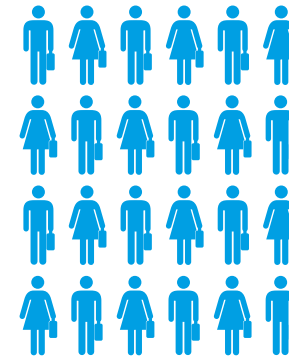
**NHS**

per year through healthier lifestyles



**£385m**  
additional GVA  
per year once  
fully developed

**8,610**  
new jobs  
created



**14 km**  
of new cycle infrastructure



**8**  
historic  
buildings  
brought  
back  
into  
economic  
use

## 2. Seeing the wider picture

### Understanding Worcester

Our analytical understanding of Worcester has sought to gain inspiration from the city's historic origins to its bustling activities of the present day, from Worcester's built heritage assets to its mature landscape and dramatic waterways, and from the city's pioneering University to economic market conditions. This section looks to summarise many of Worcester's strengths, weaknesses, opportunities and threats.

### The Worcester context

Worcester benefits from a diverse range of assets that collectively produce a fascinating and vibrant city with a proud history and a bright future:

- A high quality, intact historic built environment within the city core with a successful traditional high street.

- Significant areas of green space and scenic landscape settings adjacent to the River Severn and the heart of the city including Chapter Meadows and the racecourse.
- A diverse range of sports and leisure attractions, including Worcester County Cricket Ground and Worcester Racecourse.
- A significant cultural contribution, including internationally esteemed composer, Edward Elgar.
- Educational establishments including University of Worcester, Worcester College and a number of schools.
- Heritage attractions, including Worcester Cathedral, Museum of Royal Worcester

### Stakeholder key issues

#### Connectivity

During a series of stakeholder consultation events a key issue raised was the non-existent or severed links between the city centre and important amenities including the river, canal, and Shrub Hill station. Barriers to movement included the bus station, City Walls Road, as well as the isolation and inactivity of key routes including Copenhagen Street, Silver Street car park, the entry to St Martin's Gate development, George Street, and Cromwell Street bridge.

#### Relationship with cars

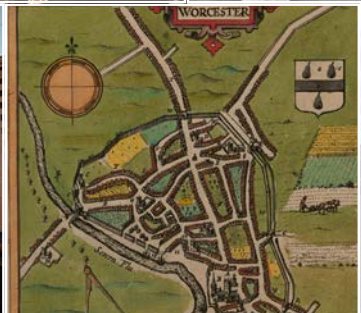
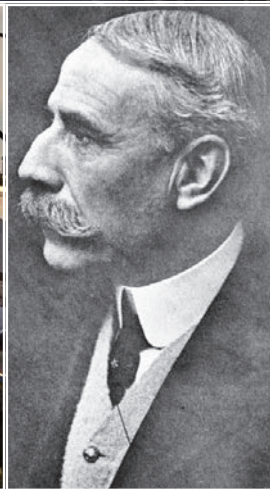
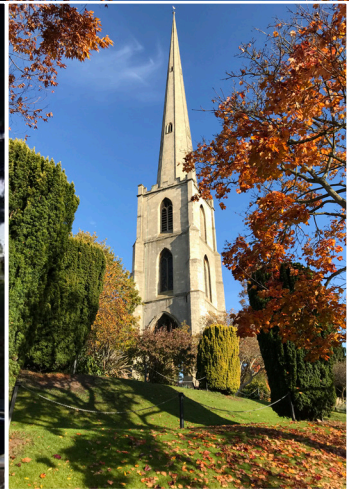
The domination of cars was identified as a key issue and significantly reduced ease of movement, accessibility, and the ability of people to appreciate the city's amenities. This was a particular issue on Deansway, Worcester bridge, Dolday, All Saints, Lowesmoor and

Silver Street, as well as Shrub Hill station where poorly planned and dominant highway networks create inhospitable, illegible, and intimidating environments for pedestrians.

#### Vibrancy and vitality

Several locations were identified which have the potential to be active and vibrant, particularly centred around the city's key amenities, but are currently underutilised or lacking a coherent use and would benefit from intensification of uses. This was a particular issue at Copenhagen St car park, Dolday, Lowesmoor and Silver St car park, as well as around Shrub Hill station where there was little pedestrian activity despite there being important heritage assets and amenities.





# 3. The big ideas

## Vision: Destination Worcester

Worcester City Plan 2016 established an ambitious and unique city vision for the city (p3). For the masterplan, two additional principles were added to create the overarching vision of ‘Destination Worcester’:

1. *“A city that promotes the health, wellbeing and happiness of its citizens.”*
2. *“A city that works together to support and deliver its aims.”*

## Big ideas

High level supporting concepts, or ‘big ideas’ have been developed as a means of interpreting these principles in a way that responds to the specific challenges and opportunities of Worcester, these are described adjacent:

## Crossing the river

Worcester has comparatively few options for vehicles, pedestrians and cyclists to traverse the river Severn, which frustrates and limits the ability to connect east and west Worcester. Proposals should make significant improvements in the ability to cross the river including additional pedestrian and cycle crossings.

## Better connected

Our contextual analysis and stakeholder engagement consistently defined movement as a key issue facing the city. The better connected idea seeks to prioritise how residents, workforce and visitors access and move through the city and the quality of the spaces and routes that they encounter.

This considers all modes of transport, from private car, public transport and movement on foot and by bicycle to

create a more efficient, effective and people-centred movement framework for Worcester.

In particular, a focus is on providing a high-quality experience for people to walk and cycle around the city, creating a safe and healthy environment that is crucial in delivering Worcester as a destination.

## From car park to destination

Worcester has numerous small car parks that do not provide an efficient or high quality experience. We propose to enhance the efficiency and quality of environment for those choosing to arrive into the city by car by rationalising existing surface parking and providing new parking at strategic points in the movement network with a range of different options for onward movement.

## City living

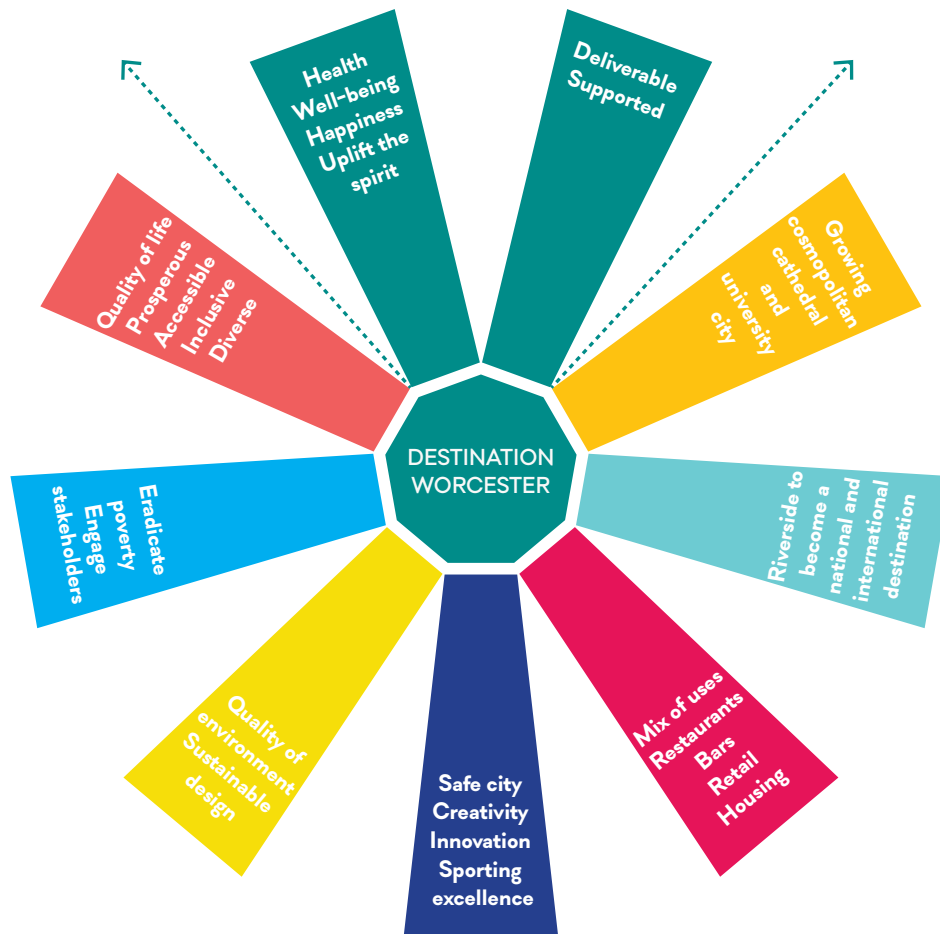
Significant opportunities exist to enliven the city centre and activating the night-time economy through creation of a range of residential development opportunities that will appeal to all ages.

## Sense of arrival

Worcester benefits from an incredibly diverse range of assets, but they are not having the impact they might due to poor quality public realm. The city is also lacking in legibility, in part through a poor sense of arrival.

We have identified a series of locations that would benefit from an enhanced sense of arrival.

# From vision



# ... to big ideas



## Design principles

After establishing big ideas for the masterplan to achieve, the next step is to root these concepts in the physical environment of the city itself.

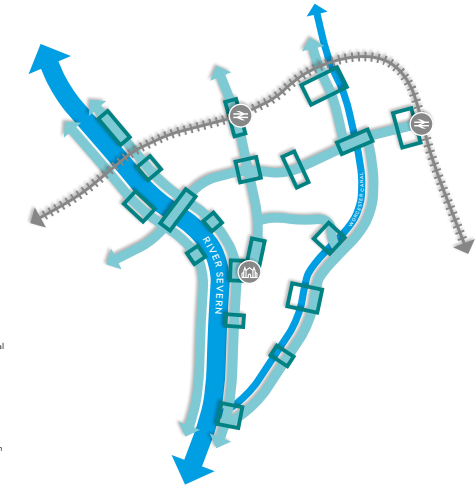
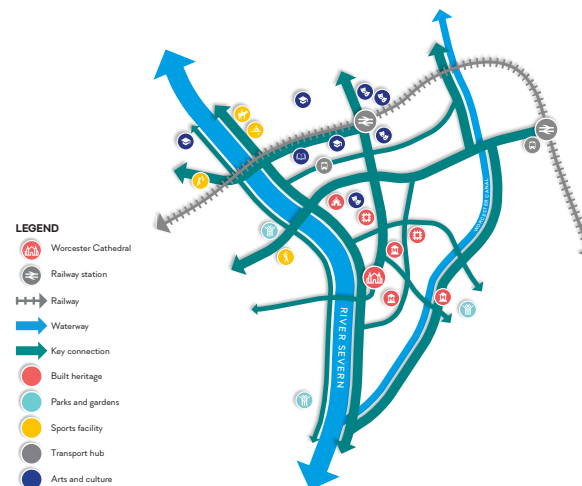
This has led to the creation of five city specific design principles:

### 1. A walkable and connected city

A coherent and legible movement framework will be delivered that seeks to connect Worcester's key assets conveniently and safely.

Walking routes are to be made more legible, clearly marked and their environment is to be enhanced, resulting in a significantly more walkable city.

The masterplan is proposing significant new development, including the new residential neighbourhoods. It will be essential for walking routes to support these uses, providing safe, well lit and convenient connections.



### 2. A city that celebrates public space

The masterplan will allow Worcester to draw on and enhance the setting of its built form in a more coordinated and thoughtful manner through public realm intervention.

New public realm routes and spaces will be designed to encourage people to take in their environment in its entirety.

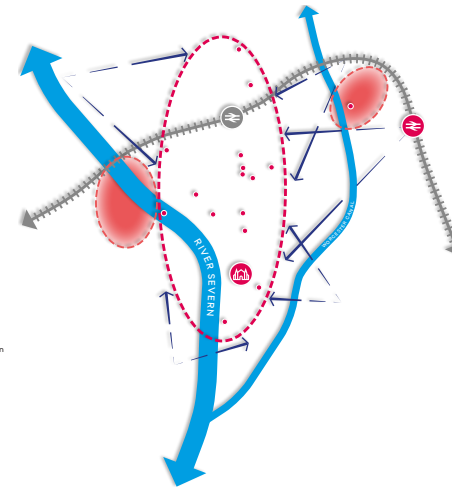
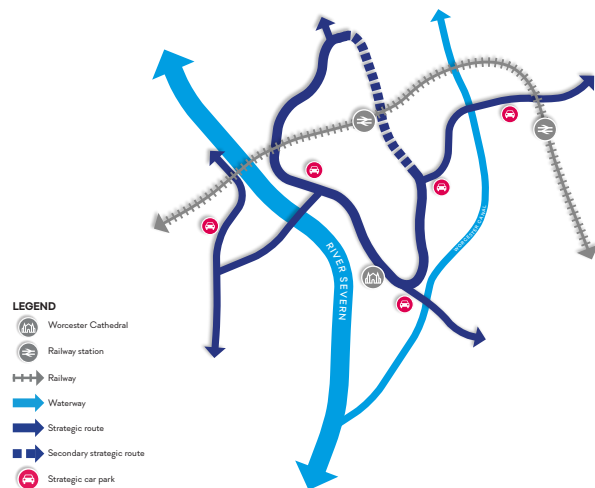
This will be achieved through the enhancement of areas of public realm to create routes and spaces that promote greater usage and the desire to linger in streets and spaces.

### 3. An accessible city

Stakeholder consultation made it clear that reducing the impact of the car is a significant priority for the masterplan.

The masterplan has focussed on the creation of a coherent and legible movement network that allows vehicles to move freely and logically to key destinations within the city.

Existing small and inefficient car parks are to be consolidated, with the land used for new and beneficial city centre uses. Ample, enhanced car parks are to be provided at strategic points within the movement network.



### 4. A city of postcard views

Worcester's natural topography and its existing skyline, punctuated by a series of spires, creates attractive and varied views which reveal themselves at key points across the city.

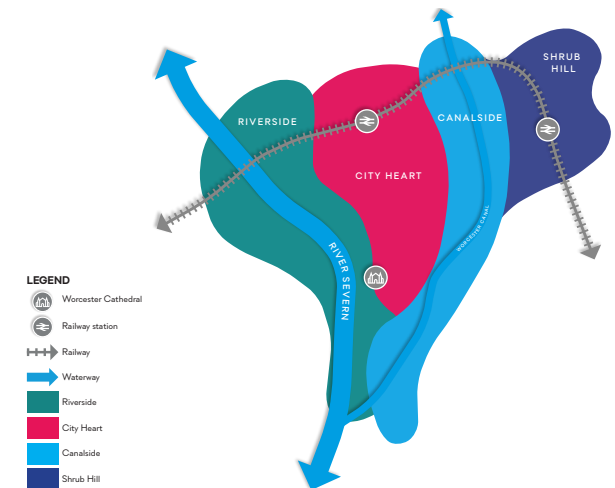
New development should seek to emphasise these views, rather than block or compete with them through layout, scale and consideration of a palette of materials. Development should seek to sit comfortably within this existing tapestry of development, complementing and adding to Worcester's developmental story, rather than seeking to write a new one.

### 5. A city of defined quarters

A series of four distinct character areas, or quarters have been defined across the city, which respond to its existing character and features.

The recognition of these areas within future development proposals will reinforce the city's existing character and reduce the chance of homogeneity within new development.

Proposals coming forward for development within any of the character areas should demonstrate how it is seeking to enhance this distinctive character.



# 4. The masterplan

## Introduction

The preferred masterplan is shown opposite. This plan has been refined following both stakeholder and public consultation as well as input from both Worcester City Council and Worcestershire County Council. This has been developed to address:

- Key issues and options
- The City Council's vision
- Deliverable ambition
- Creating consensus
- Worcester as a healthy city where people want to live, work, and invest

## The vision

The masterplan is formed of a series of projects which will transform the city over the next 20 years and beyond. These projects will:



















- Improve sense of arrival
- Connect key assets
- Improve quality of the public realm
- Improve access to the riverside
- Encourage a mix of uses, adding to the vitality of the city
- Increase the number of people living in the city
- Provide diverse job creation opportunities
- Strengthen Worcester's position on the national and international stage

## Key development opportunities

The masterplan is structured around the four character areas: Riverside, City Heart, Canalside and Shrub Hill. Within each of these character areas a number of strategic development opportunities have been identified:

- 1 Copenhagen Street Car park:** Lively mixed-use leisure/ residential development with some retained car parking
- 2 Hylton Road:** An active residential and office development incorporating a new strategic car park to draw the city centre across the River Severn
- 3 North Quay/ Newport Street:** A striking new cultural venue that will compliment the architecture along the river front. There is also opportunity for this to be a residential-led mixed use development
- 4 Croft Road:** A four star hotel and residential scheme that will frame the new Hive Park and incorporate a new strategic car park
- 5 Friary Walk:** A significant retail, leisure and residential scheme with opportunity for a new transport interchange and strategic car parking
- 6 King Street Car Park:** A mixed-use southern gateway to the city centre with retained car parking provision
- 7 Queen Street/Silver Street:** Retail/ residential/ office infill development
- 8 Carden Street:** Residential and employment regeneration scheme
- 9 Lowesmoor Wharf:** An innovative residential-led waterfront scheme
- 10 Padmore Street/ Cromwell Street:** Transformational residential and office development
- 11 Shrub Hill:** New high quality Office Quarter and railway gateway to the city with opportunity for a new bus interchange
- 12 Sheriff Street:** Residential, office/ employment scheme with additional station car parking

# LEGEND

-  Buildings removed
-  Public realm/ pedestrian priority
-  Potential seating areas
-  Vehicle carriageway
-  Car park
-  Green space
-  Highly-active ground level frontage
-  Re-activate existing built form
-  Focal building
-  Railway station
-  Public realm opportunity
-  Key development opportunity
-  Short-term development opportunity
-  Pedestrian priority space
-  Pedestrian movements
-  Key vehicle movements
-  Views/ natural surveillance
-  Level difference

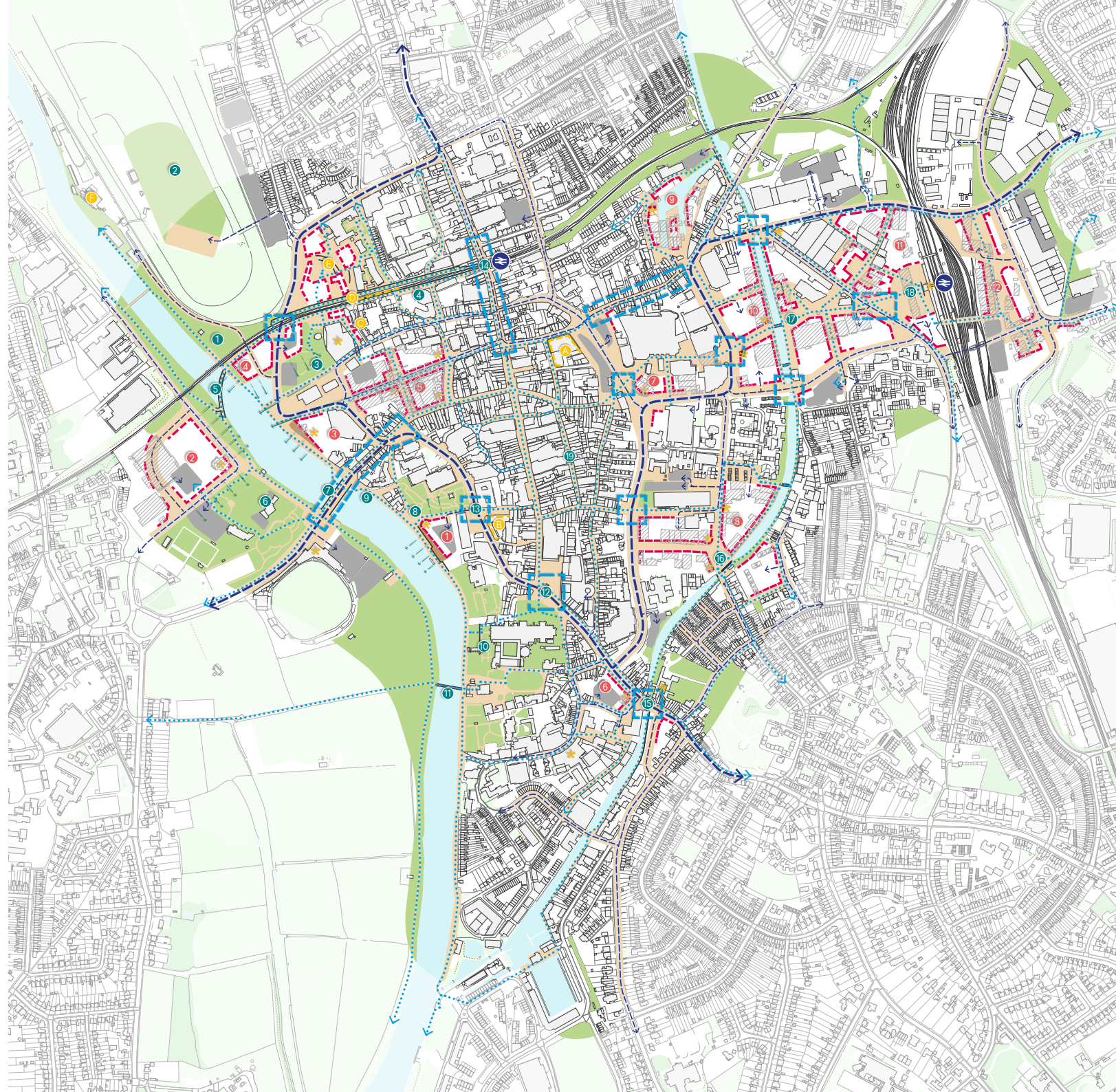
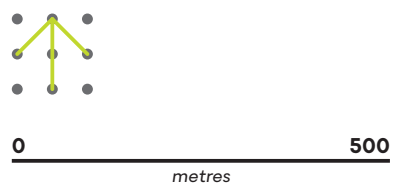


Figure 4.1 | City centre development framework | 1:10,000

# Movement

## Walking

The existing core pedestrian routes in the city centre that formed along the historic spine of the city's streets will be extended to create a higher level of connectivity. This will facilitate movement towards important transport hubs and significant recreational areas, creating and revealing destinations. This will include:

- Low Line walking route alongside the railway viaduct arches connecting Foregate Street station with the riverside.
- Enhanced routes along the river, with enhanced linking streets, as well as routes between the centre and important areas to the east including the canal and Shrub Hill station.
- Extending and improving the central walking routes around Foregate St, Sidbury, and New St.

## Cycling

The cycle network within the city is designed both to facilitate practical movement and also to increase use of some of the city's most significant but underutilised spaces. The network is structured around the two linear axis of the canal and riverside. These spaces are both key movement arteries and places of beauty. The network then radiates through a loose grid that efficiently connects many of the city's significant destinations.

This spine will be complemented by enhanced east-west routes from Shrub Hill and the Canalside to the City Heart, with a continuous route from the station to the riverside, utilising the historic central street network.

## Public transport

The public transport network is concentrated around the existing key public movement hubs of Crowngate

and Foregate St. This will provide a centrally focused network, accessible to all, linking to the city's key routes. The network utilises the loop created by Shaw Street, Sansome Street, Lowesmoor, and St Nicholas Street as well as key secondary strategic vehicular routes along Foregate St to provide effective links to the main vehicle network.

## Vehicular

The vehicular movement network is designed to provide logical and high-quality routes around the city, providing efficient routes but limiting impact on pedestrian/cycle spaces. The strategic road network is formed from a peripheral route including Deansway linking over the river at Bridge St/New Rd. The network directs traffic northward along Croft Rd and Castle St before linking up with important routes out of the city centre at the junction of Castle St and Foregate St. To the east of the city the

network utilises important connecting routes along City Walls Rd, George St, Pheasant St before providing a key route out of the centre at Tolladine Rd to the north-east, and Sidbury to the south.

## Car parking

Car parking will be enhanced through logically placed and easily accessible car parks situated along the strategic vehicle network. These include locations at:

**Shrub Hill Station:** a key transport interchange and focus for modal shift

**Arrival gateways:** including Hylton Road to the west and King Street to the south

**Adjacent to retail centres:** such as St Martin's Gate and Crowngate

**Existing parking areas:** including Croft Road and Cattlemarket car parks.

The level of existing Worcester City Council car parking spaces will be retained as part of the overall car parking strategy.



# LEGEND

- Primary walking routes existing
- Extensions to primary walking routes
- Key linking space to canal routes
- Cycle route network
- Local bus routes
- Potential new bus interchange
- Railway station
- Strategic vehicle network
- Secondary strategic vehicle network
- Radial vehicle routes
- Proposed reduced vehicle priority (subject to highway capacity testing required)

- | Existing car parks     | Proposed strategic car parks |
|------------------------|------------------------------|
| Tybridge Street        | Tybridge Street multi-storey |
| The Moors              | Hive multi-storey            |
| Pitchcroft             | Crowgate multi-storey        |
| Cattle Market          | King Street decked car park  |
| Copenhagen Street      | Shrub Hill Station           |
| Sansome Walk           | Sheriff Street               |
| Cathedral Square (NCP) |                              |
| Cornmarket             |                              |
| Silver Street          |                              |
| Clare Street           |                              |
| Providence Street      |                              |
| St Martin's Gate       |                              |
| Tallow Hill            |                              |

**N.B.** A car park review assessment will be undertaken to identify capacity, with provision of disabled parking being a key requirement, particularly in locations close to the retail core. It should also be noted that the level of existing Worcester City Council car parking spaces will be retained as part of the overall car parking strategy.

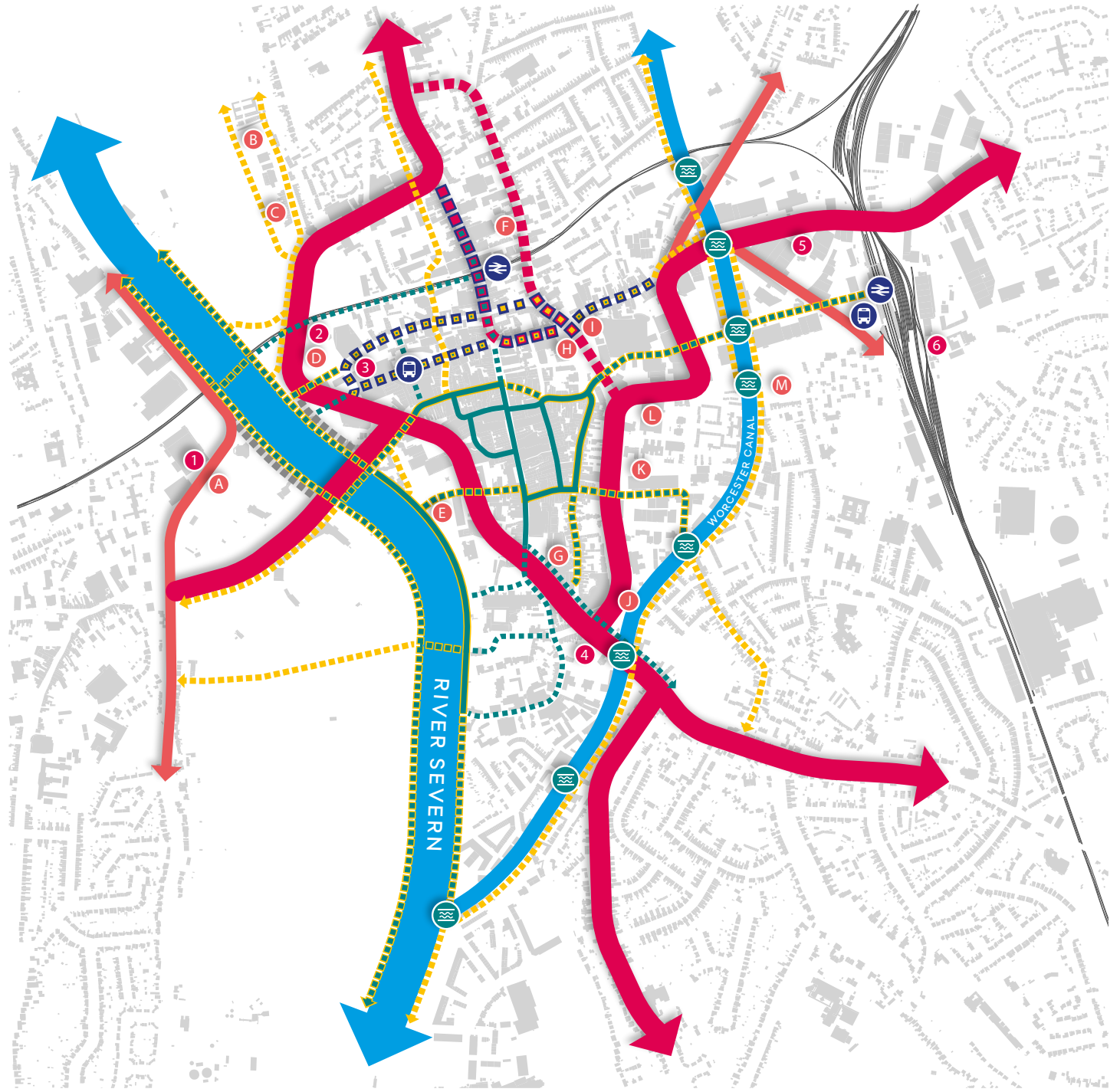
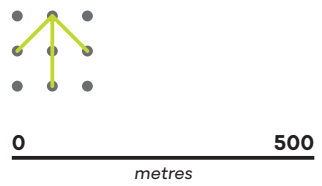


Figure 4.2 | City centre movement strategy | 1:12,500

# Public realm

## Overview

The public realm strategy for Worcester is fundamental to the transformation of the city and is a result of an ambitious aspiration to raise the quality of the public realm to reflect the inherent beauty of the city. The quality we plan to achieve is shown opposite.

We have taken current perceptions of the quality of the public realm, as identified by key stakeholders, and transformed those into a high-quality and valued place in which we can achieve consensus.

The quality of the public realm is critical to the success of a city. It is often why people want to come, and why they linger for longer. It enhances health, quality of life, and economic prospects creating a city of vitality.

## Public realm opportunities

We have identified the following public realm opportunities. These projects will have a transformational impact on the quality of the city.

- 1 A new linear riverside park including pavilions/ kiosks alongside the river
- 2 A new sculpture park and event space on the racecourse
- 3 A new park in front of the Hive incorporating event space and café / restaurant across the water
- 4 Foregate Street Low line link
- 5 A new pedestrian/cycle bridge from the aqueduct to Cripplegate Park
- 6 The potential option of extending Cripplegate Park down to the River
- 7 Widened footways on Worcester Bridge
- 8 A new Copenhagen Street Plaza
- 9 The Serpentine Walkway - a sinuous new pedestrian riverside walkway
- 10 New Worcester Cathedral gardens with access to the river, incorporating a new visitor centre
- 11 A new pedestrian /cycle bridge over the River Severn located between Worcester Cathedral and Severn Street
- 12 Extension to Cathedral Square Plaza
- 13 Enhancements/improvements to the Copenhagen Street crossing
- 14 Foregate Street plaza and public realm improvements
- 15 London Road/ Commandery Road Gateway
- 16 Foundry Street Plaza
- 17 Cromwell Street/ Canal Plaza
- 18 Shrub Hill Arrival Plaza
- 19 Improvements to the Shambles and Pump Street public realm
- 20 Improvements to retail circuit along Broad Street

# LEGEND

- Proposed buildings
- Proposed public realm/ development improvement areas
- Existing green areas
- Proposed park areas



0 500 metres

Figure 4.3 | City centre public realm strategy | 1:10,000

# Creating distinctive quarters

Adjacent is an overview of each of the four character areas that form the structuring elements for the remainder of the masterplan. Each of the character areas is not a hard or fixed boundary and inevitably they overlap.

The following section explores each character area in more detail establishing the aspirations, character and appearance, intervention and projects and design principles.

In each character area we are looking to define and reinforce local identity both as a distinctive quarter, but also as part of the wider city.

## Riverside

Riverside will become one of the key destinations in the city for leisure, recreation, living and activity. The riverside will be united to become a single linear park with a series of activities, nodes and spaces which encourage people to visit and enjoy one of Worcester's greatest assets.



## City Heart

This character area will focus on reinforcing Worcester's historic city core through heritage sensitive mixed-use development projects linked with a rationalised and enhanced parking strategy. A new movement strategy will provide significantly improved pedestrian and cycle links, new public spaces, and a new transport interchange.



## Canalside

A new canalside quarter will facilitate an improved waterside pedestrian and cycle link along a series of enlivened spaces and nodes. These active public spaces will provide punctuation marks along the route to increase the vibrancy of the canal network and animate this underutilised asset.



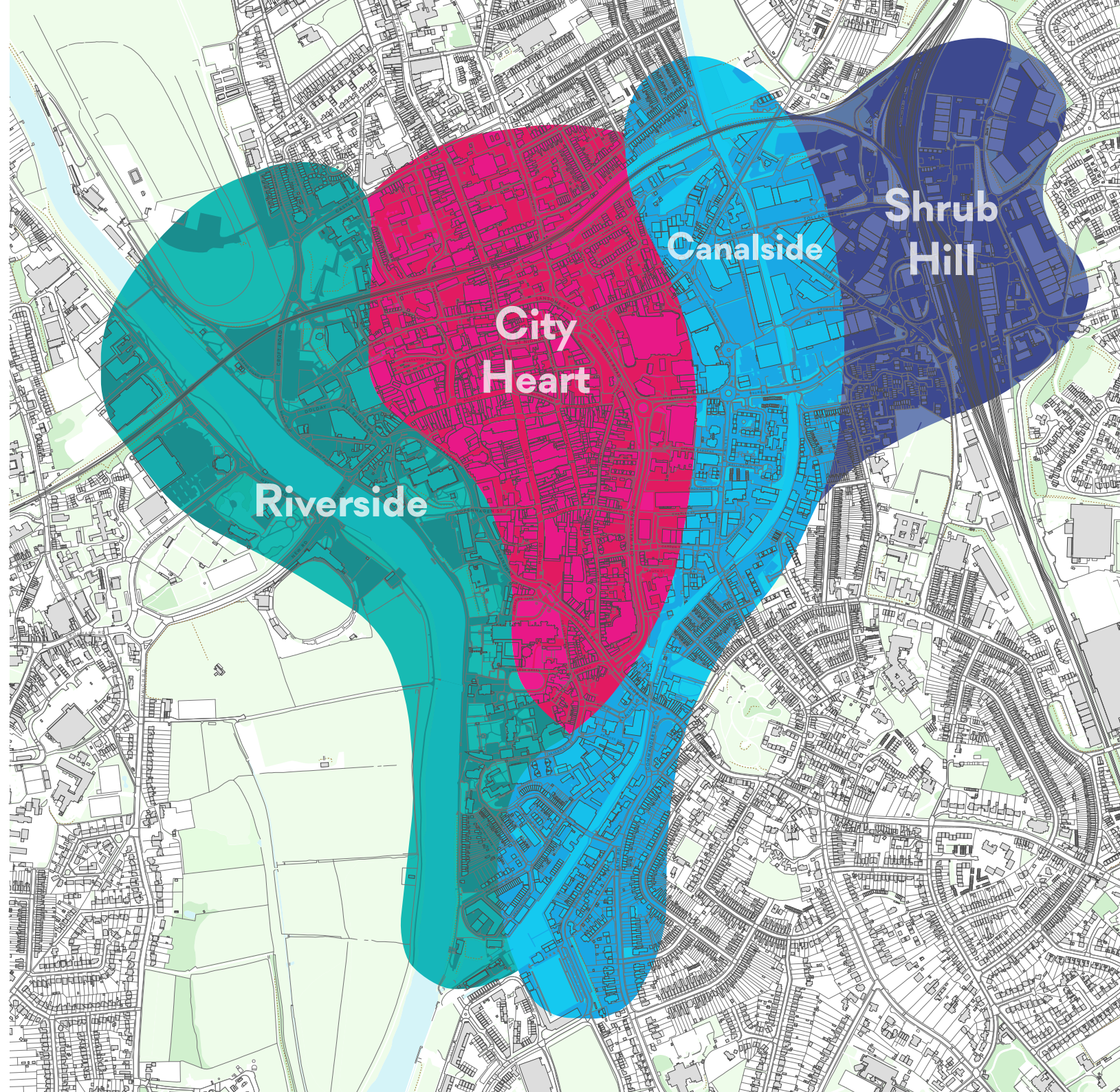
## Shrub Hill

A new high-quality office quarter with employment-led mixed use development incorporating new parking, transport interchange, and the creation of an exciting new plaza at Shrub Hill Station to provide a beautiful arrival gateway that reflects the city's offer and its inherent quality.



**LEGEND**

- Riverside
- City Heart
- Canalside
- Shrub Hill



0 500 metres

Figure 4.4 | Character areas | 1:10,000

# Riverside

## Overview

The riverside provides an important, and much valued, thread running through the city. As an artery, it links Gheluvelt Park in the north with Diglis Basin in the south.

The vision for the riverside is that it becomes one of the key destinations in the city for leisure, recreation, living and activity as well as providing improved connections across the river to tie the whole city together.

An instrumental component in achieving this vision is the creation of a new riverside park. This Riverside Park will comprise a single linear park combining a series of activities, nodes and spaces spread across the length of the city centre's riverside, encouraging people to visit and enjoy one of Worcester's greatest assets.

We are proposing the idea of two new pedestrian/ cycle bridges across the

River in addition to a much improved pedestrian/ cycle experience across the existing Worcester Bridge. These proposals will coincide with the introduction of the Serpentine Riverside Walk that will cantilever out into the river itself, enabling a more active and engrossing relationship between the people of the city and one of its most significant and beautiful natural assets.

A series of new parks and public spaces, alongside greater access to the waterside, will increase vitality catalysing new events. A series of pavilions/ kiosks, as well as restaurants, bars, and cafés will enliven the space.

## Design principles



















The following design principles should be followed to ensure high quality proposals:

- Development should front onto the River Severn and provide active ground floor uses
- Development should provide an appropriate mix of uses with priority given to tourism, leisure, recreation and hospitality. Residential use will only be considered in the event that it will provide enabling development for the priority uses
- Development should be designed to deal with flood risk
- Development should contribute to the quality of the public realm
- Building cues and massing must be taken from the historic environment in order to protect the iconic views of the river and cityscape including Worcester Bridge and the viaduct
- Public realm proposals should feel part of a coherent riverside park
- Appropriate signage and interpretation should be provided as part of a coherent whole
- Access to the water's edge should be encouraged
- Lighting and the use of colour should be used to enliven the riverside in the day and evening
- Opportunities for income generation through pavilions/ kiosks will be encouraged

## Interventions

Key developments include a new 4\* hotel, a potential new iconic theatre venue, leisure, tourism and hospitality-led development incorporating restaurants, bars, offices as well as to new multi-storey car park (see figure 4.5 opposite).

# LEGEND

-  Buildings removed
-  Public realm/ pedestrian priority
-  Potential seating areas
-  Vehicle carriageway
-  Car park
-  Green space
-  Highly-active ground level frontage
-  Re-activate existing built form
-  Focal building
-  Railway station
-  Public realm opportunity
-  Key development opportunity
-  Short-term development opportunity
-  Pedestrian priority space
-  Pedestrian movements
-  Key vehicle movements
-  Views/ natural surveillance
-  Level difference

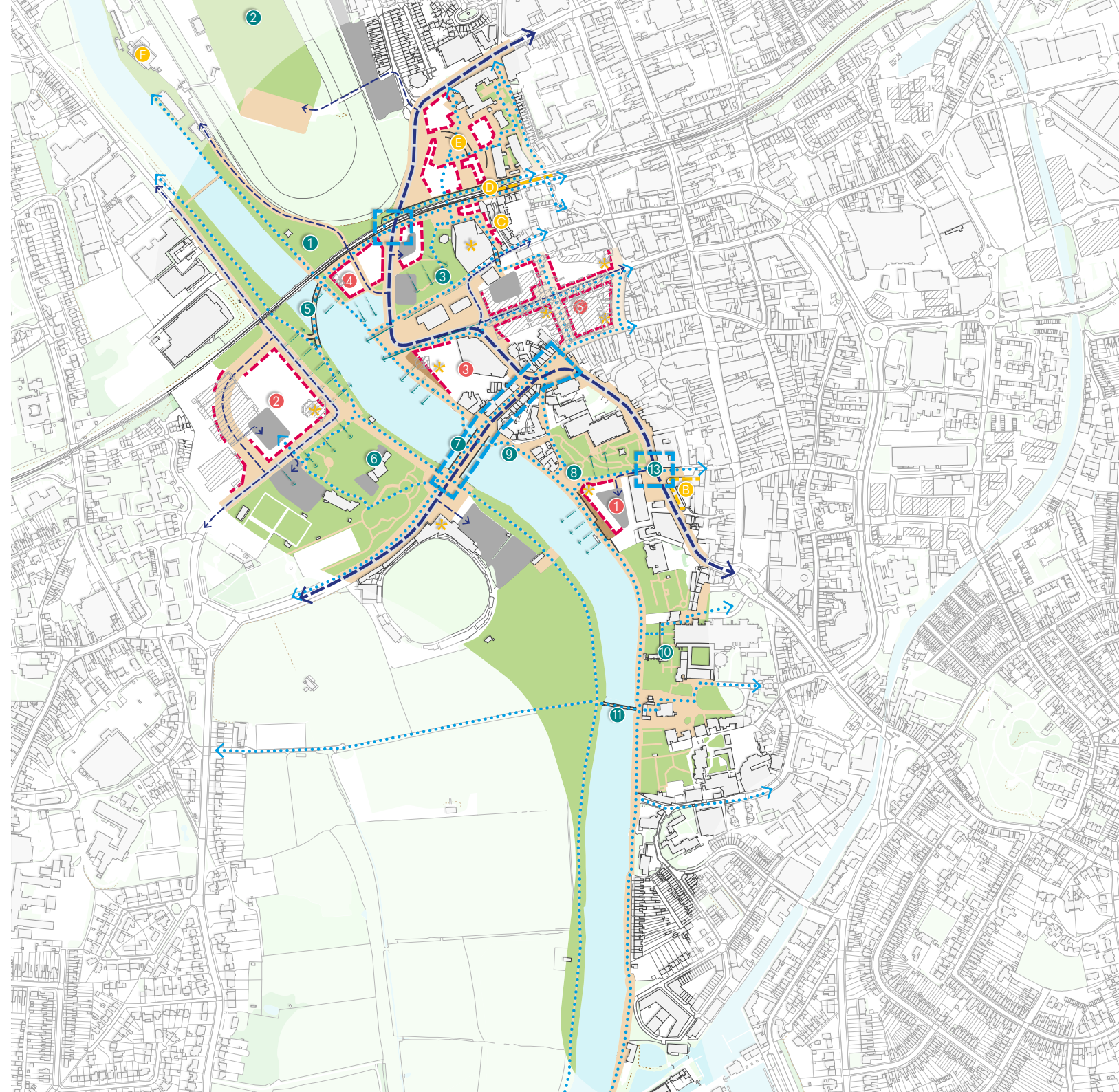
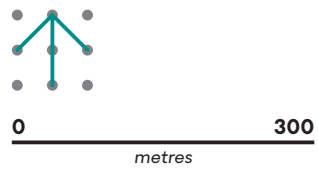


Figure 4.5 | Riverside | 1:7,500

## Interventions cont'd

Excitingly, we are also proposing two new pedestrian/ cycle bridges across the river in addition to an improved pedestrian/ cycle experience across the existing Worcester Bridge. Further to this will be the introduction of the Serpentine Riverside Walk which will cantilever out into the river.

Connected parks and public spaces and improved access to the waterside will encourage greater usage and events to occur. A series of pavilions/ kiosks will enliven spaces as will new restaurants, bars and cafés.

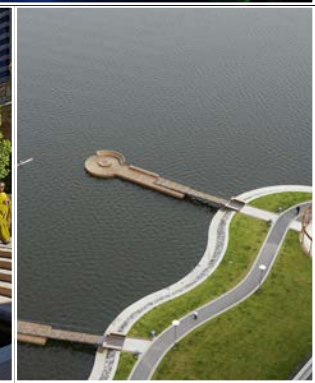
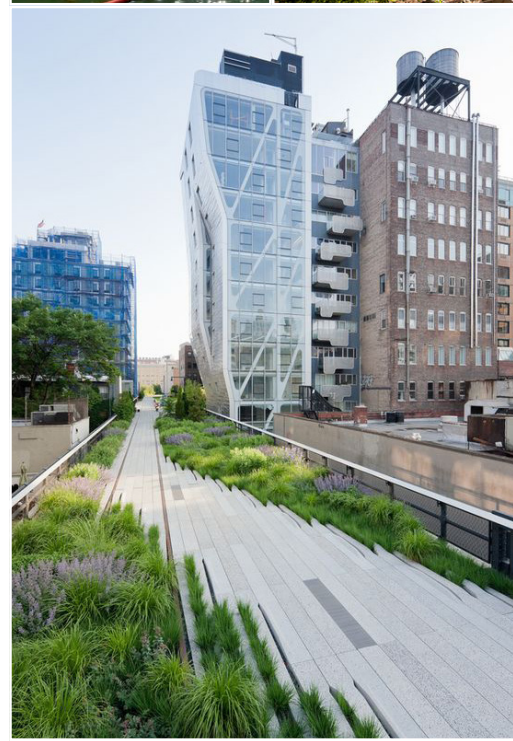
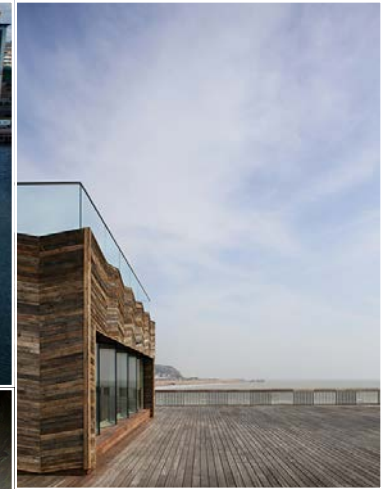
As noted in the study, car parking plays an important role in supporting the economy of the city. In order to maintain and protect the value of this amenity, the level of Worcester City Council-own car parking will be maintained (see Movement Plan Fig 4.2). In addition, the strategic

locations of car parks across the four quarters will be recognised and any development shall avoid a piecemeal or ad-hoc approach that does not maintain the integrity of the network.

## Character

The character and appearance of the Riverside will be as follows

- Integration of innovative modern architecture in keeping with heritage assets
- Strong emphasis on a coherent palette of high quality materials and street furniture
- Opportunity to inject elements of fun that will uplift the spirit, including sculptural, play and lighting elements
- Strong emphasis on creating places for people





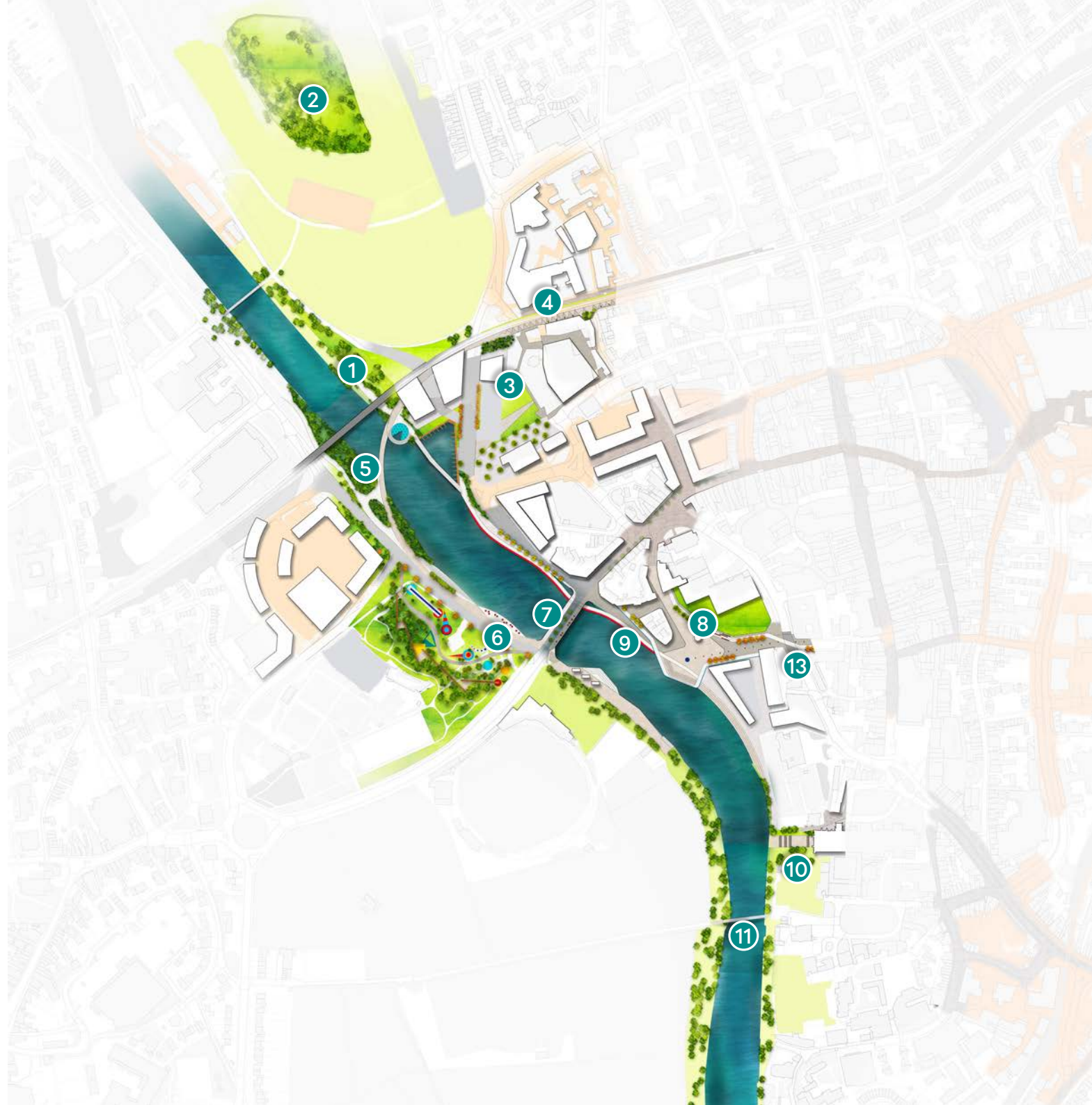
## LEGEND

- 1 A new linear riverside park including pavilions/ kiosks alongside the river
- 2 New sculpture park and event space on racecourse
- 3 A new park in front of the Hive incorporating event space and café / restaurant over the water with appropriate parking provisions
- 4 Foregate Street Low line link
- 5 A new pedestrian/cycle bridge from aqueduct to Cripplegate Park
- 6 An option to extend Cripplegate Park down to the River (subject to highways capacity testing)
- 7 Extended footways on Worcester Bridge
- 8 New Copenhagen Street Plaza
- 9 The Serpentine - a sinuous new pedestrian riverside walkway
- 10 New Worcester Cathedral gardens with access to the river and new visitor centre
- 11 A new pedestrian /cycle bridge from St John's to Worcester Cathedral
- 13 Copenhagen street crossing improvements linking to city heart



0 200  
metres

Figure 4.6 | Riverside | 1:6,250



# City Heart

## Overview

There is a focus on providing a mix of uses within the city heart including retail, residential, office and leisure uses. A high quality public realm along with vibrant markets and events in the historic core of the city.

The area includes enhanced connectivity between cultural assets to the north such as The Tything and Worcester Art Gallery, and the central retail areas including Crowngate, High Street, Foregate Street, Shambles, New Street, Cornmarket, St Martin's as well as the cultural heart of the city at Worcester Cathedral in the south.

The vision is to reinforce the active city core to provide improved pedestrian and cycle links, new public spaces, a transport interchange, and new mixed-use development linked to facilitate enhanced car parking.

## Design principles

The following design principles should be followed to ensure high quality proposals:

- Development should front onto streets and spaces providing active ground floor uses
- Development should provide an appropriate mix of uses including residential, leisure and employment opportunities
- Development should contribute to the quality of the public realm
- Public realm proposals should feel part of a coherent city heart
- Appropriate signage and interpretation should be provided as part of a coherent whole
- Lighting and the use of colour should be used to enliven the city heart in the day and evening

- Key routes and vistas down to the riverside from the city heart should be promoted
- Key links to the canal and shrub hill should also be priorities

## Key interventions

The masterplan proposes a new improved walkway as a low line from Foregate Street Station and the City Heart to Riverside and the Hive. This would create a beautiful active space that simultaneously enhances connectivity and accessibility between key areas of the city and the river.

A high quality public realm that links High Street with Foregate Street will provide a new arrival space and deliver a better first impression for those arriving by rail.

The extension of Cathedral Square with a change in materiality and a central refuge for pedestrians will

help link the Cathedral to the core of the city centre. Public realm improvements to the Shambles, New Street and the crossing to St Martin's and Copenhagen Street will create a more coherent feel.

Public realm enhancements to be provided on Lower Broad Street and Pump Street as part of a wider retail circuit.

Key developments include the re-configuration of Crowngate / Friary Walk shopping centre with the opportunity for a focus towards more leisure and cultural uses as part of a retail mix.

In the long term with changing trends in retail, opportunities exist to reconfigure Crowngate / Friary Walk shopping centre into open streets with a mix of uses which could include retail, offices, residential, leisure and car parking.

# LEGEND

-  Buildings removed
-  Public realm/ pedestrian priority
-  Potential seating areas
-  Vehicle carriageway
-  Car park
-  Green space
-  Highly-active ground level frontage
-  Re-activate existing built form
-  Focal building
-  Railway station
-  Public realm opportunity
-  Key development opportunity
-  Short-term development opportunity
-  Pedestrian priority space
-  Pedestrian movements
-  Key vehicle movements
-  Views/ natural surveillance
-  Level difference



0 200 metres

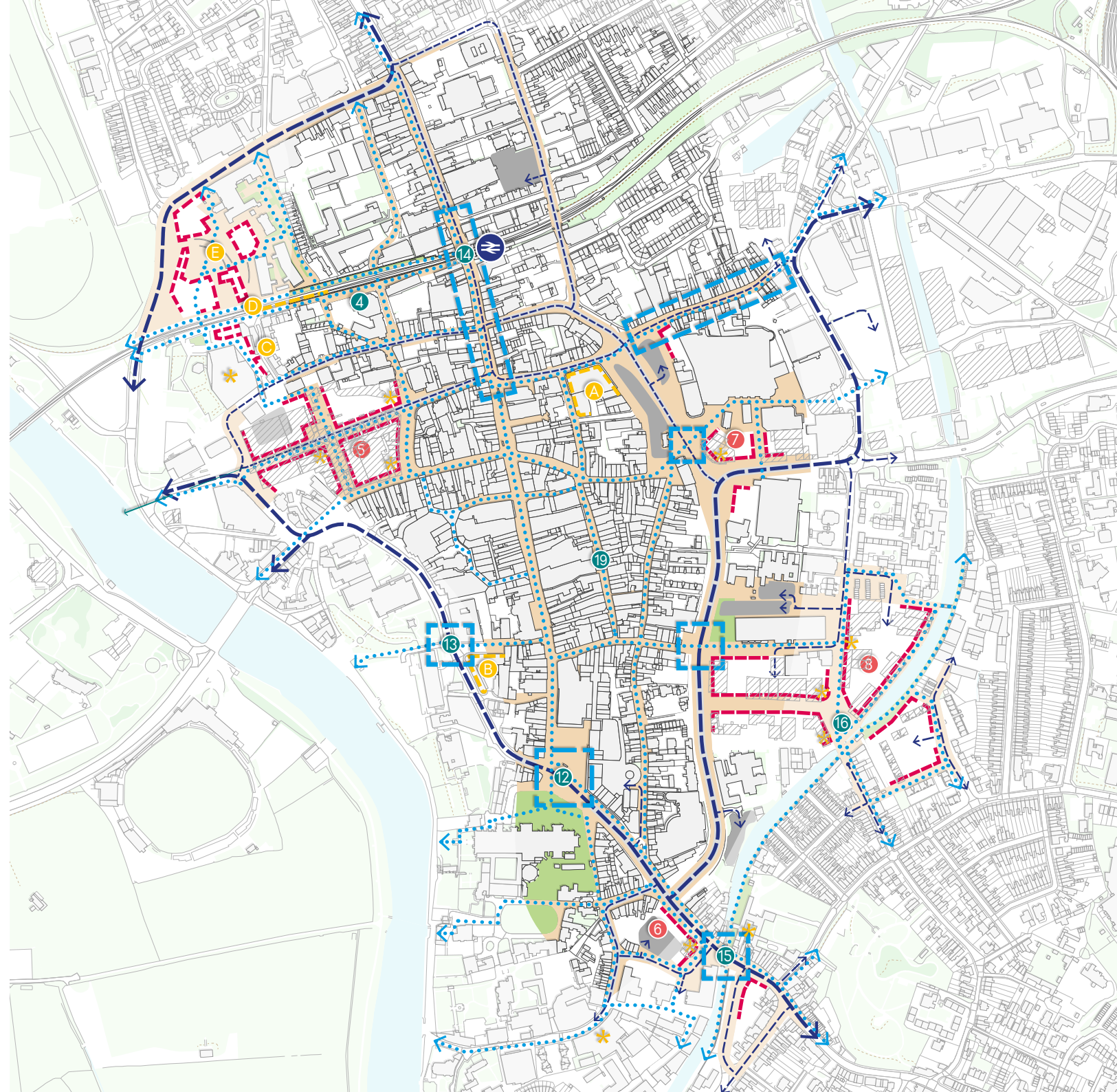


Figure 4.7 | City Heart | 1:6,250

## Key interventions cont'd

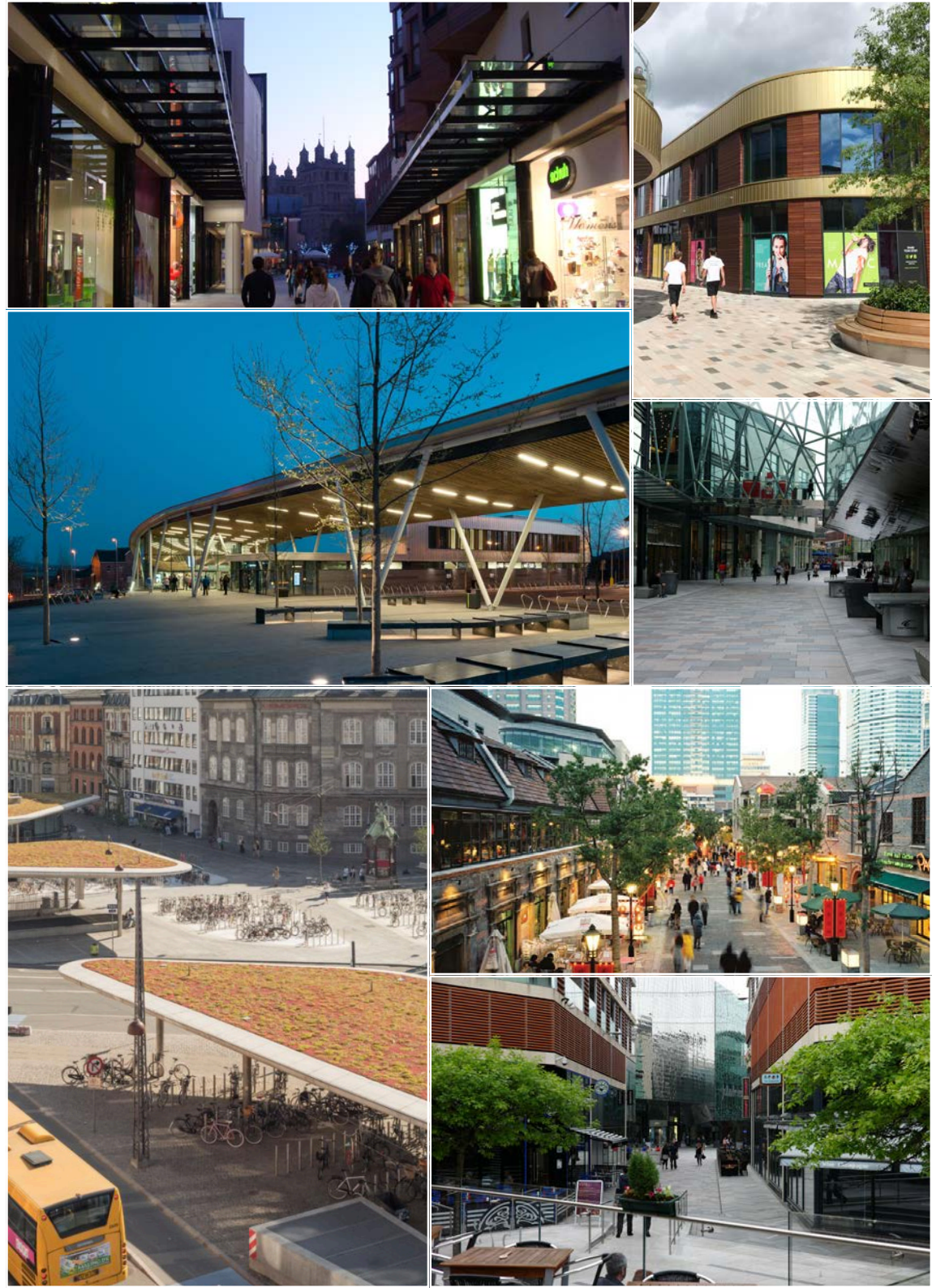
Other development opportunities include the redevelopment of Queen Street / Silver Street with office/residential mixed use development and improved transport facilities as part of a network of transport hubs in the city at Crowngate/Friary Walk and Shrub Hill.

As noted in the study, car parking plays an important role in supporting the economy of the city. In order to maintain and protect the value of this amenity, the level of Worcester City Council-own car parking will be maintained (see Movement Plan Fig 4.2). In addition, the strategic locations of car parks across the four quarters will be recognised and any development shall avoid a piecemeal or ad-hoc approach that does not maintain the integrity of the network.

## Character

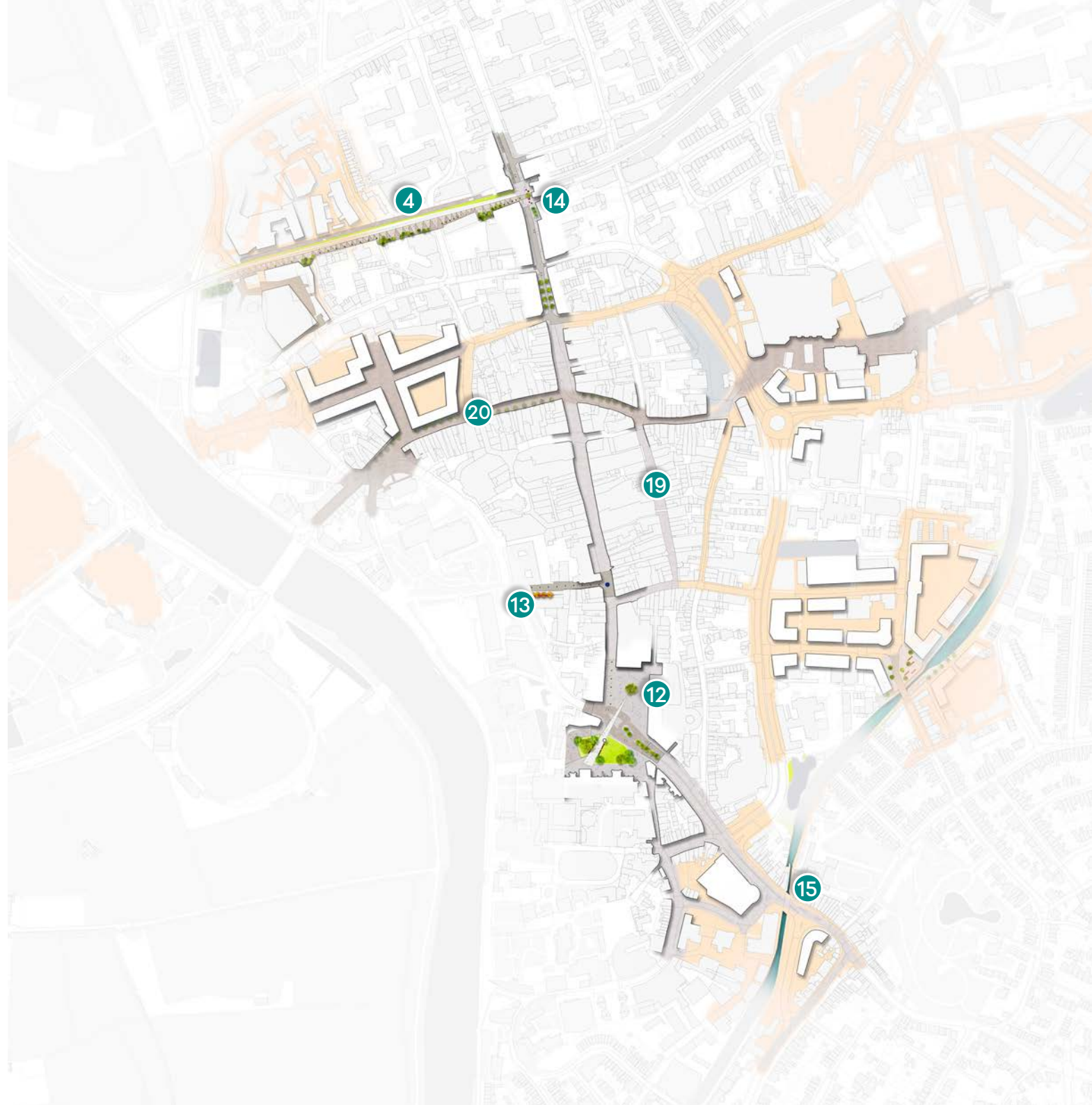
The character and appearance of the City Heart will be as follows:

- Integration of high quality architecture in keeping with heritage assets
- Strong emphasis on a coherent palette of high quality materials and street furniture
- Improving crossings for pedestrians and cyclists throughout the area by investing in public realm
- Providing enhancements to retail core by improving shop fronts and enticing new retailers by improving footfall and Worcester as a destination
- Integration of visitor attractions that are significant to the identity of Worcester.



# LEGEND

- 4 Foregate Street High Line/ Low line link
- 12 Extension to Cathedral Square Plaza
- 13 Copenhagen street crossing improvements linking to city heart
- 14 Foregate Street plaza and public realm improvements
- 15 London Road/ Commandery Road Gateway
- 19 The Shambles and Pump Street public realm improvements
- 20 Lower Broad Street public realm improvements



0 200  
metres

Figure 4.8 | City Heart | 1:5,000

# Canalside

## Overview

The Canalside area provides another significant waterside north-south link from the River Seven and Diglis Basin in the south, incorporating the Commandery, Foundry Street, George street up to Lowesmoor Wharf in the north.

The vision is for an improved canalside pedestrian and cycle link with a series of spaces and nodes as punctuation marks along the route to encourage activity and vibrancy along the canal network.

The creation of residential led mixed use development overlooking the canal linked to the creation of new spaces will help to transform a forgotten, but historically significant part of the city.

## Design principles

The following design principles should be followed to ensure high quality proposals:

- Development should front onto the canal and streets, providing active ground floor uses
- Development should provide an appropriate mix of uses including residential, leisure and employment opportunities
- Development should contribute to the quality of the public realm
- Public realm proposals should feel part of a coherent character area
- Appropriate signage and interpretation should be provided as part of a coherent whole

- Lighting and the use of colour should be used to enliven the waterside in the day and evening
- Key links from the canal to the City Heart and Shrub Hill character areas should be promoted

## Key interventions

The vision incorporates projects to create an active and vibrant public realm, including improvements at Sidbury, Foundry Street/ Park Street, Cromwell Street and Lowesmoor Wharf.

Key developments include mixed use development off Carden Street including residential, employment and new multi storey car park. A residential quarter around Cromwell Street/ Padmore Street and Lowesmoor Wharf.

# LEGEND

-  Buildings removed
-  Public realm/ pedestrian priority
-  Potential seating areas
-  Vehicle carriageway
-  Car park
-  Green space
-  Highly-active ground level frontage
-  Re-activate existing built form
-  Focal building
-  Railway station
-  Public realm opportunity
-  Key development opportunity
-  Short-term development opportunity
-  Pedestrian priority space
-  Pedestrian movements
-  Key vehicle movements
-  Views/ natural surveillance
-  Level difference



0 500  
metres

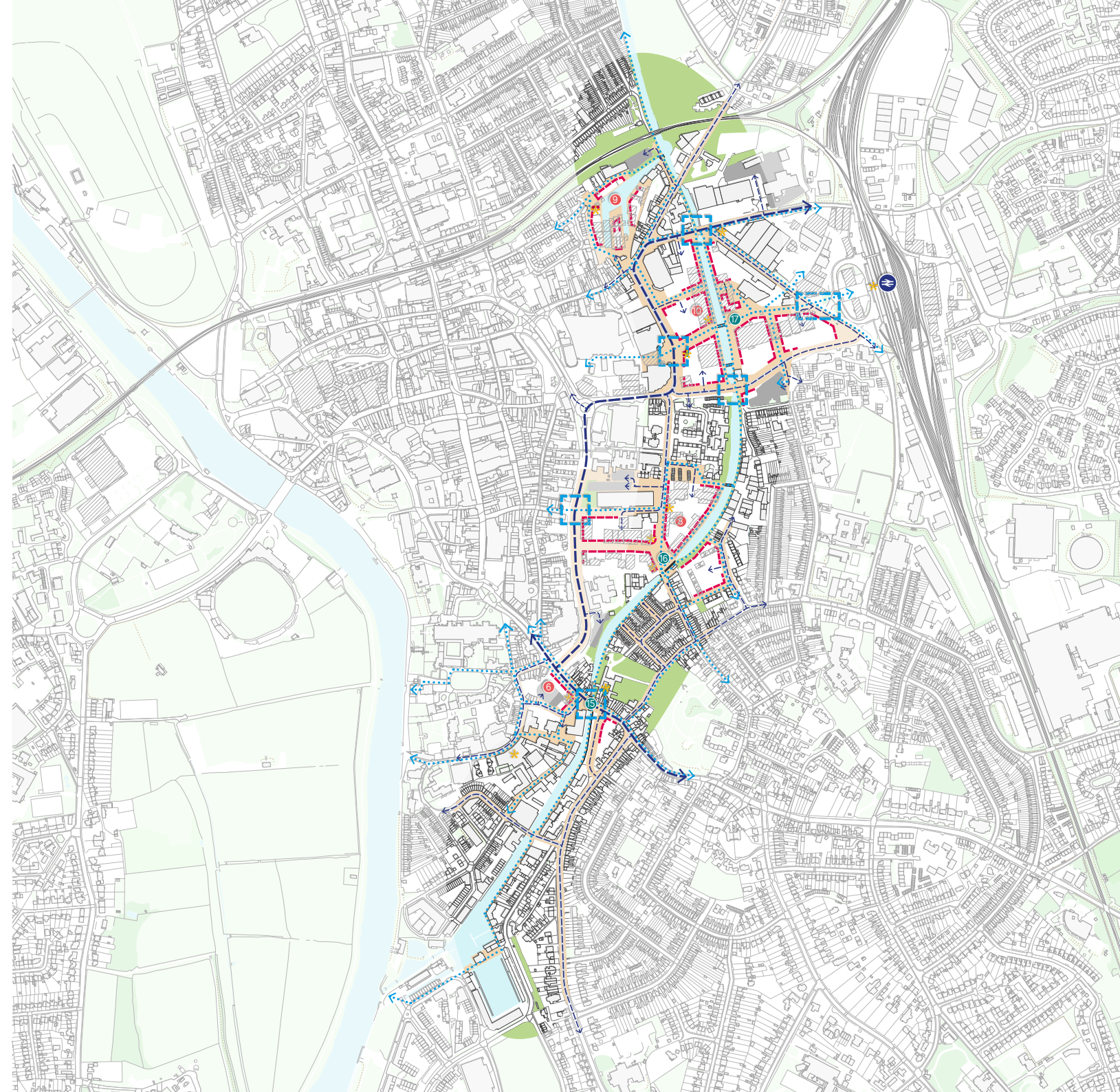


Figure 4.9 | Canalside | 1:10,000

## Character

The character and appearance of the Canalside will be as follows:

- Integration of high quality architecture in keeping with heritage assets with opportunity to reflect canalside aesthetic
- Residential led mixed use development
- Strong emphasis on a coherent palette of high quality materials and street furniture
- Improving tow path and crossings for pedestrian and cyclists along the length of the canal
- Development will overlook the canal and provide access on to key spaces.
- A series of linked spaces that help make the canal legible.





**LEGEND**

15 London Road/ Commandery Road Gateway

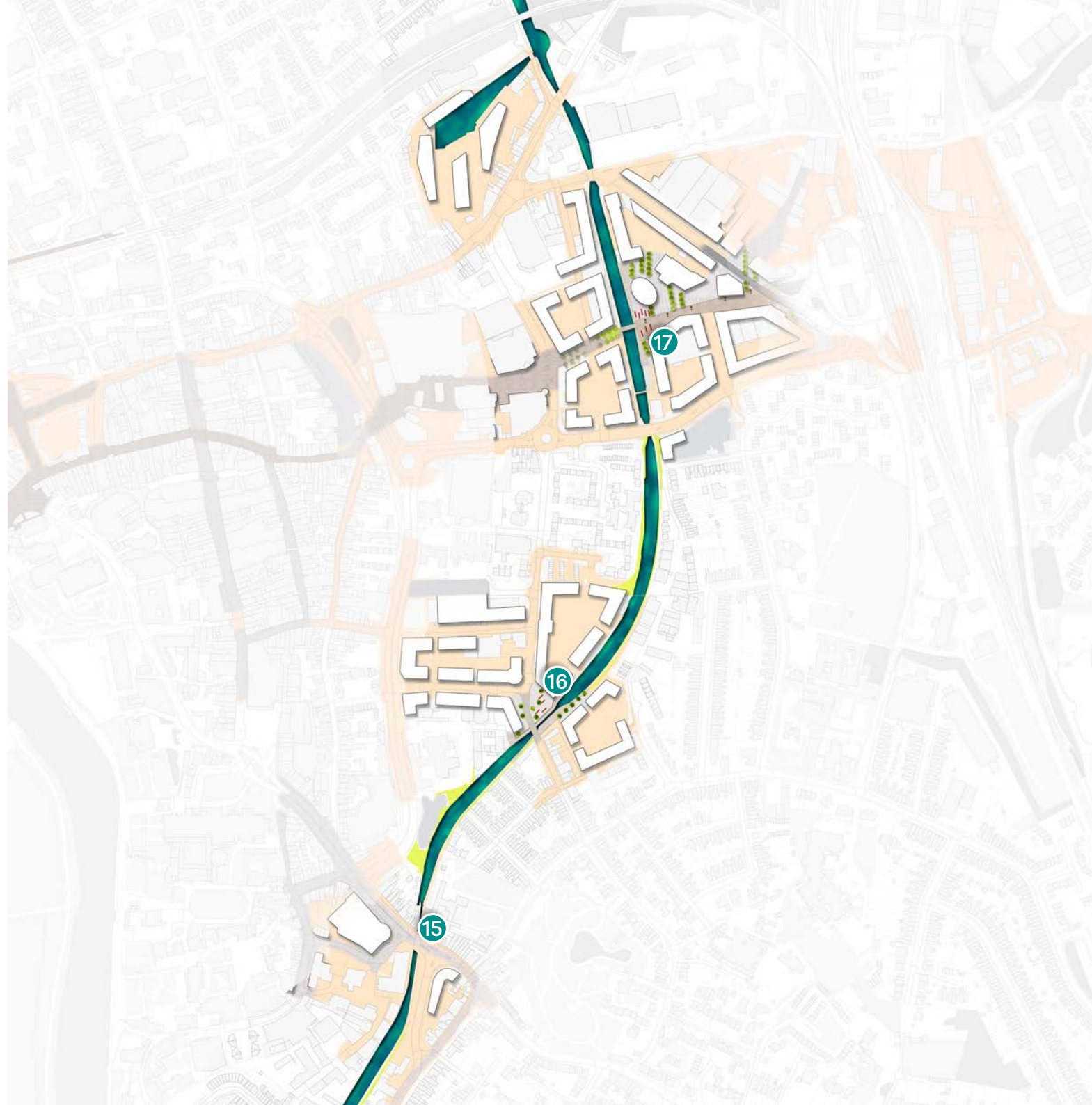
16 Foundry Street Plaza

17 Cromwell Street/ Canal plaza



0 200 metres

Figure 4.10 | Canalside | 1:6,250



# Shrub Hill

## Overview

This character area is focused around the historic but underutilised Shrub Hill Station and includes development to the east of the railway line around Sherriff Street, as well as development and conversion of buildings to the west of the station.

Our concept is to create a new high-quality office quarter, with employment-led mixed use development incorporating new station parking provision, a transport interchange, and the creation of an exciting new plaza at Shrub Hill Station to provide a beautiful arrival gateway that reflects the city's offer and its inherent quality.

A new high-quality pedestrian cycle link will provide a well-overlooked route along Cromwell Street to the canal and onwards to St Martins, Cornmarket and the heart of the city.

## Design principles

The following design principles should be followed to ensure high quality proposals:

- Development should front onto streets and the new arrival plaza
- Provision of active ground floor uses around arrival plaza
- Development should provide an appropriate mix of uses including office, leisure and employment opportunities
- Development should contribute to the quality of the public realm
- Public realm proposals should feel as part of a coherent connection to city centre
- Appropriate signage and interpretation should be provided as part of a coherent whole

- Lighting and the use of colour should be used to enliven Shrub Hill in the day and evening

## Key interventions

Excitingly, a new arrival plaza will create a fantastic new gateway to the route into the city centre. This space will uplift the spirit of commuters and visitors as they arrive at the station. Modern office development will sit in contrast to key heritage assets.

Key developments include office led mixed use development off Shrub Hill and a mixed used development off Sherriff Street including residential, offices, employment and multi storey car parking.

# LEGEND

-  Buildings removed
-  Public realm/ pedestrian priority
-  Potential seating areas
-  Vehicle carriageway
-  Car park
-  Green space
-  Highly-active ground level frontage
-  Re-activate existing built form
-  Focal building
-  Railway station
-  Public realm opportunity
-  Key development opportunity
-  Short-term development opportunity
-  Pedestrian priority space
-  Pedestrian movements
-  Key vehicle movements
-  Views/ natural surveillance
-  Level difference



0 200  
metres

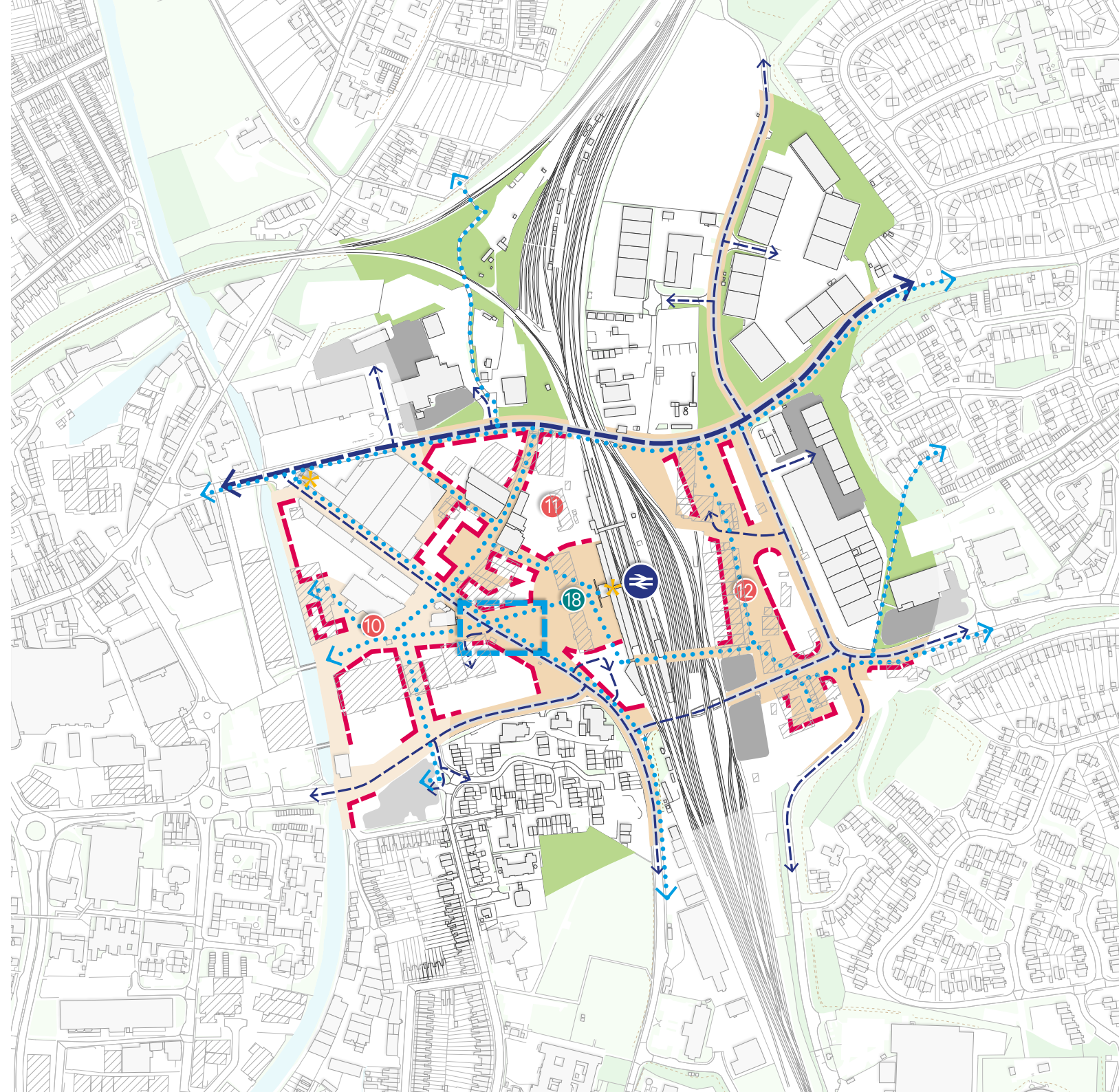


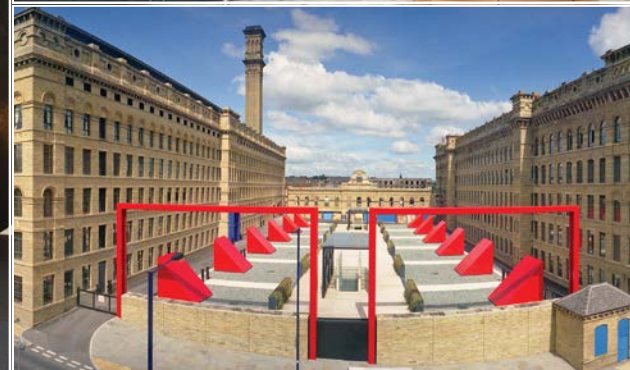
Figure 4.11 | Shrub Hill | 1:5,000

## Character

The character and appearance of Shrub Hill character area will be as follows:

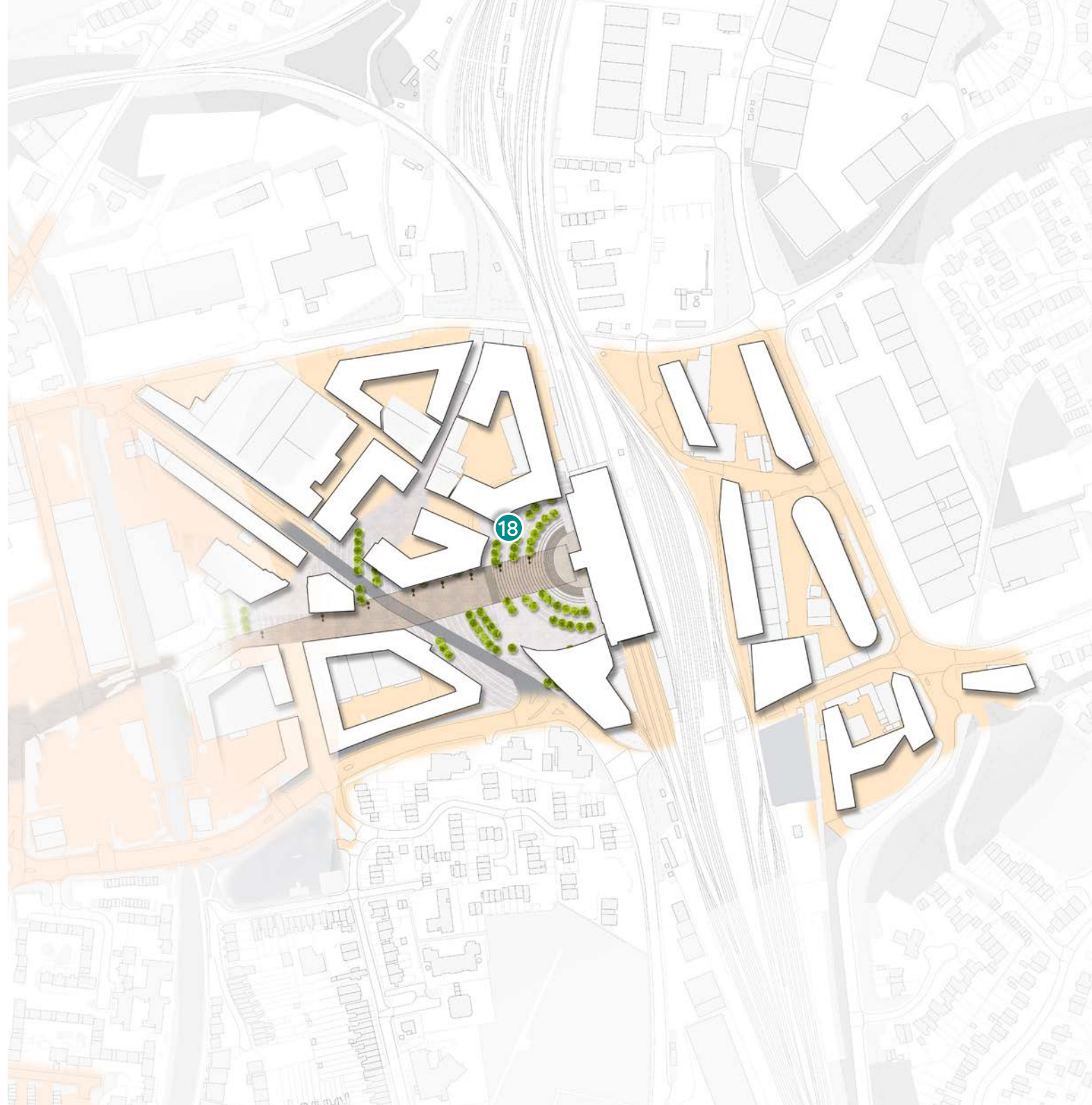
- Integration of high quality architecture in keeping with heritage assets
- Office/ employment led mixed use development
- Strong emphasis on a coherent palette of high quality materials and street furniture
- Creation of high quality arrival space
- High quality pedestrian and cycle link to city centre
- Integration of multi-storey car park
- Development will overlook the street and new arrival space.

- Ensuring views and vistas of key landmarks are maintained
- Integrating innovative lighting and colour
- Good interpretation and signage



**LEGEND**

**18** Shrub Hill Arrival Plaza



0 200  
metres

Figure 4.12 | Shrub Hill | 1:3,500

# 5. Making it happen

## Funding

Potential funding sources to assist the delivery of projects set out in the masterplan include:

- Government funding streams
- Worcestershire Local Enterprise Partnership
- Worcester City Council,
- Worcestershire County Council
- The Canal and River Trust
- Section106 contributions,
- Private sector developers,
- Heritage Lottery Fund
- Big Lottery Fund
- Smaller specialised funding sources such as Esmee Fairburn

## Masterplan Delivery

There is not a comprehensive list of all the actions that would be undertaken in delivering the masterplan, rather it is a set ideas forming the basis of an ambitious work programme which, when implemented, would have a transformative effect on the City centre.

That is not to imply that change will only occur if and when the programme is completed in full. The masterplan vision will be delivered over a period of time (20 years plus) and each action should be seen as one in a series of incremental steps building towards delivering the masterplan.

Furthermore, it should be noted that the delivery of the masterplan should not be seen as a fixed or rigid programme. Change is inevitable which could come in a number of forms including economic and

market conditions, land and funding availability, policy, people, priorities, etc.

It is important to consider 'quick-wins' which are projects that are currently being delivered or can be delivered or start to be delivered fairly quickly to gain early momentum. These include the low line walkway and the Shambles public realm works.

Short-term projects are those which are identified as current priorities, to the Council, and those which have less complex constraints.

Current priorities/short-term projects should be focused around:

- Infrastructure improvements and property acquisitions around Shrub Hill and canalside character area
- Creation of employment and

office led development within Shrub Hill character area

- Development of tourism, leisure, recreation and hospitality within Riverside character area
- Feasibility studies to identify and de-risk development constraints

The medium-term and long-term projects are potentially more complex to deliver and are likely to require significant additional work to enable delivery. In order to deliver them, commitment, resources and partnerships need to be developed as early as possible. It should be noted that what is identified as a priority now may not be relevant in the future and it is essential that the delivery of the masterplan can be reviewed and amended to take account of changing circumstances.

## Council Commitment

Worcester City Council is a significant land owner within the City centre, and as such wishes to retain a suitable element of control and influence in the progression of delivery of development opportunities on those sites. As such the Council will:

- Carry out detailed due diligence on all scheme proposals to ensure that they are fully understood and can be delivered
- Seek partnerships with all sectors to deliver the best overall scheme and to utilise expertise from other sectors to do so
- Insist on high quality design and delivery processes including meeting all relevant safety and design standards and adherence to schemes such as Considerate Contractors

- Remain involved in schemes throughout their development and delivery

As noted within the Design Principles of the character areas, car parking plays an important role in supporting the economy of the city. In order to maintain and protect the value of this amenity, the level of Worcester City Council controlled car parking will be maintained. In addition, the strategic locations of car parks across the four quarters will be recognised and any development shall avoid a piecemeal or ad-hoc approach that does not maintain the integrity of the network.



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**Location:** The Guildhall, High Street, Worcester. WR1 2EY