



Worcester
CITY COUNCIL



A vision for Worcester

City centre masterplan

July 2019

Worcester City Council

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Appendices:

1	Literature review
2	Heritage assessment
3	Engagement plan



 **Worcester**
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CIVITAS IN BELLO ET PACE FIDELIS



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

- 1 Setting the scene
- 2 Seeing the wider picture
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- 4 The masterplan
- 5 Making it happen



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".

Our process

Node's masterplanning process is centred on the creative and logical development of design ideas based on a thorough understanding of local needs and circumstances. This follows the best practice approach first established by Design Council CABI. This process is grounded on defining a shared vision, thoroughly appreciating the context before then creating the urban structuring components. Using these components detail is then added before finally determining a delivery strategy.

Document content

This document presents a succinct summary of the masterplanning exercise, with supporting detail in appendices.

1. Setting the scene

An introductory chapter providing the context to the project, including a literature review, the definition of the locational extent and scope of the project, together with a summary of the engagement process.

2. Seeing the wider picture

Our analytical understanding of Worcester, from its historic origins to its present day movement patterns, built assets, landscape features and market conditions, culminating in a summary of its strengths, weaknesses, opportunities and threats.

3. Big ideas

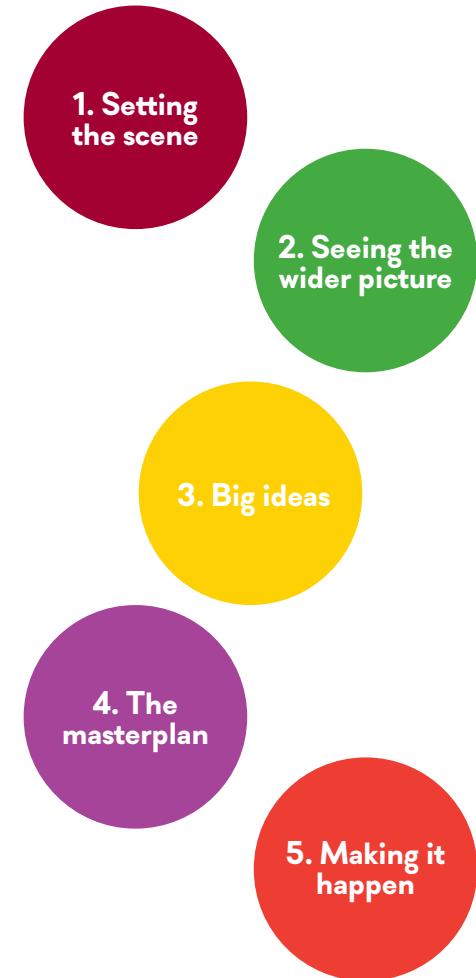
A summary of the key opportunities for Worcester, including strategic design principles and concept options, setting out significant interventions that will have a major impact on the city, culminating in an urban design framework and movement masterplan.

4. The masterplan

Details of the proposed masterplan, including an urban design framework for the city and providing further details regarding key development and public realm opportunities.

5. Making it happen

An action plan and delivery strategy to deliver the masterplan, identifying key projects over the short medium and long term.



LEGEND

 Strategic location



Figure 1.1 | Strategic location | 1:125,000

Literature review: executive summary

To fully understand the established vision, strategic priorities, and specific site focuses of the city, the following documents have been reviewed and are summarised herein (for full review, please see appendix 1, Literature Review):

Strategic priorities

- South Worcestershire Development Plan 2016
- Worcestershire Local Enterprise Partnership: Strategic Economic Plan to 2025
- Worcestershire County Council Corporate Plan 2017-2022

Transportation and movement

- Midlands Connect
- Worcestershire's Local Transport Plan (LTP) 2017-2030

- Worcestershire draft rail investment strategy
- Worcestershire County Council parking study 2010
- Worcestershire County Council streetscape design guidance
- Worcester wayfinding system review

The city

- Worcester City Local Plan 1996-2011
- Worcester City Centre Supplementary Planning Document 2007
- Worcester City Plan 2016-2021
- Worcester City Masterplan stage one 2012
- Worcester City Council in progress public realm improvements: The Shambles

The economy

- Tourism Strategy 2017-2022
- Zeta Economics Worcester City Centre Regeneration Review
- Employment land and viability assessment
- PROMIS Retail report

Recreation

- Riverside Park habitat phase one survey
- Riverside Park management plan

Strategic overview

Based on a review of these documents, it is possible to draw out the vision, strategic priorities and primary spatial focuses of the city to guide future planning.

Worcester as a key sub-regional centre, sitting at the top of the

settlement hierarchy, is the social, economic and cultural hub of the county and provides critical transport infrastructure, with the vision of delivering a 'growing cosmopolitan cathedral and university city'.

This vision includes:

- Economic prosperity: attracting and retaining businesses, students, and graduates supported by employment, transport and housing infrastructure.
- Social development: facilitating and supporting a healthy and engaged population with access to recreation, green infrastructure, open spaces, active transport methods and cultural resources.
- Effectively enhancing and utilising key assets such as a high-quality built and natural environment

including architectural heritage, the river, and canal.

From the documents, the following development priorities, themes, and site focuses emerge.

Housing

The wider Worcester area is earmarked for a total of 12,150 units of housing provision, with 6,800 units concentrated within and around the city itself. Given the constrained boundaries of the city centre there is limited potential for major housing and residential development.

However, key sites have been identified within and straddling the city boundaries.

Several major urban extensions are planned to Worcester including Broomhall and Norton Barracks community extension to the south

set to deliver approx.2,600 dwellings, as well as Temple Laugherne to the west set to deliver 2,150 dwellings, Gwilliam's Farm to the north set to deliver 250 dwellings, and land at Swineherd Way set to deliver 300 dwellings.

Within the city, several sites have been identified for mixed-use, incorporating residential units into broader area-based regeneration schemes.

Employment

Worcestershire has strong links to industries to such as advanced manufacturing, agri-tech, and cyber security. The economic plan for the county rests, to a great extent, on the concept of 'game changer' economic development sites, designed to attract commerce and industry alongside key infrastructure improvements.

For Worcester, the key site is the 'Worcester growth corridor' which straddles the M5 to the city's east boundary and which includes the Worcester Six scheme.

Employment within the city centre could be integrated at key opportunity sites including Shrub Hill with premises for creative industries in areas such as Diglis Basin and Carden St.

Transport

The transport plan for the city and county includes emphasis on the improvement of both the rail and road network as well as the development of 'active' corridors through the development of cycle and walking networks.

County and city councils are aiming to introduce smarter technology to

the network, enhance capacity of key strategic infrastructure, and provide more travel options and choices.

Rail

Currently, Worcester is served by two railway stations: Foregate Street (principal) and Shrub Hill. The transport strategy, at a general level, seeks to implement signalling and infrastructure improvements at these stations through the 'Worcester rail triangle' scheme and improvements to passenger facilities at Foregate St.

Shrub Hill station is currently underutilised and its immediate environment provides an unattractive gateway to the city, with illegible and largely severed thoroughfares. In addition, the station under performs as a transport interchange, providing very poor-quality connections to other modes of transport. However, there is opportunity to facilitate a new bus

interchange within the Shrub Hill locality, and therefore the transport strategy looks to ensure bus routes will provide good connections both to and from this station area.

Alongside improvements to the existing stations, new rail facilities are planned, most notably the development of Worcestershire Parkway station at the intersection between the Birmingham-Bristol and Worcester-London lines. This coincides with smaller conceptual stations at Fernhill Heath (Worcester North) and Rushwick (Worcester West).

Road

Worcester has good access to the strategic highway network including the M5, and key A roads including the A4440 and A38. Congestion into the city, however, is a major concern and a key issue raised by visitors in a tourism

survey. It is a particular issue for the two vehicular bridges, Worcester Bridge (west) and Carrington Bridge (south) over the River Severn.

Key road improvements include major works to the A4440 southern link road in order to serve the Worcester south urban extension and improve the southern approach.

Walking and cycling

One of the key focuses of transport in the area is to develop travel choice, and enhance the cycle and walking network to support sustainable and healthy lifestyles. A joint cycle and pedestrian bridge was erected over the Severn as part of the Diglis basin scheme, and Sabrina bridge currently provides pedestrian crossing to the west with access to UoW campuses.

Proposed improvement schemes include the creation of new pedestrian

and cycle walkways alongside the railway viaduct, and creating a low line connecting Foregate Street with the riverside.

Part of the Worcestershire travel strategy is to develop 'active route' corridors - continuous cycle and walking pathways - including routes connecting Worcester to Malvern Wells, Droitwich, Kempsey, Hallow, a travel corridor from Lower Broadheath to Worcester six via a new bridge at Gheluvelt Park that could also serve the expanding campuses of the University, a cycle route connecting Sabrina bridge to Kepax park, a new route along the canal tow-path from Diglis to Tibberton, and an active corridor connecting Worcester to Parkway.

Connections

Based on the issues raised in policy documents, there is an emphasis on establishing the following connections between areas of the city:

- Between the city centre and the canal and riverside as important recreational spaces.
- Between the Cathedral and the city, undoing the damage caused by 1960s/70s road development, implementing a very high quality public realm scheme to solidify the city's cultural offer.
- Between the city centre and the key research, learning, and education areas of the University.
- Between the city centre and key rail gateways, including increased access to Shrub Hill.

Key issues



Retail

Major retail in the city is largely provided by comparison shops along the primary and secondary retail frontages in the city centre, as well as retail centres such as Cathedral Square (previously Lychgate shopping centre), Crowngate shopping centre which also houses the Crowngate food quarter, and the superstore on Lowesmoor.

The city and county councils have completed a large new scheme at Cathedral Square which has delivered enhanced retail, leisure, and dining facilities alongside highway re-structuring and a new public square in the setting of the Cathedral. Potential future improvements include the redevelopment of public areas such as Cornmarket and Angel Place (with an open market).

Cultural offer and public realm

Natural environment

Key examples of green open space, as identified by the tourism strategy include Riverside Park, Gheluvelt Park, Fort Royal Park, Chapter Meadows, Worcester Woods Country Park and Cripplegate Park.

Important assets also include the river and canal, which currently lack coherent planned links with the city centre but offer prime opportunities for public realm enhancement and development as crucial recreational centres.

Riverside Park is a major focus of the city council and several schemes are planned to enhance access, provide increased education and recreational activities, as well as delivering improvements to the walking and cycling infrastructure. These projects

include the bridge to Gheluvelt Park, welcome and education facilities at Diglis Basin in refurbished historic buildings, redevelopment of the Oil Basin with amenities such as a floating cafe, and opening up the underpass at Worcester Bridge all coinciding with major HLF investment designed to reconnect people with the wildlife and amenity value of the river.

Built environment

The tourism strategy identifies the built heritage offer as one of the city's strengths. Focus specifically is on the Cathedral, the Commandery, Museum of Royal Worcester, the Guildhall, the Museum and art gallery, Royal Infirmary, Greyfriars, Tudor House Museum, and city heritage trails. The Commandery was recently developed into a museum of the Civil War. Examples of new high quality

built form that attract visitors include the Hive and local history centre.

Arts, leisure, and recreation

The offer of the city currently includes arts spaces such as the Swan Theatre, Huntington Hall, Worcester Arts Workshop, Marris Bar and the Henry Sandon Hall arts venue as well as sports venues including the cricket ground, racecourse, UoW arena, rowing club, and swimming centre.

Potential improvements have included a proposed arts and entertainment space at the Old Granary in St Martin's Quarter.

Opportunity areas

Shrub Hill

Shrub Hill is a prime location for public realm and built form enhancement, catalysed by the Sheriff's Gate regeneration scheme. It has a key interface with both the canal and the railway station.

The area should become a gateway to the city and canal with residential and commercial development alongside regeneration of the environment around the station.

Key regeneration points include Cromwell St, Padmore St, the station, Tolladine Road, Lowesmoor Wharf, and Shrub Hill Road.

St Clement's Gate

Situated to the north west of the city, St Clement's gate provides the key

interface between the city and the university.

Recent regeneration projects in the area include the development of the Hive and local history centre, providing a key shared community resource linking the city and the university.

It has also seen the expansion of university campuses onto the site of the historic royal infirmary and housing development at the Butts.

This area could become a learning quarter with associated pedestrian and cycle links addressing major urban features such as the railway viaduct - site of the proposed low line walkway. The area could provide a high-quality northern edge to the city centre.

Lowesmoor, Cornmarket and the retail core

Lowesmoor trading estate is the site of the former vinegar works with a number of 18th and 19th century buildings, but which has lost a great deal of its urban form.

The area, also the site of the medieval market, has the potential for expanded retail opportunity and increased public space to coincide with expansion of the Cathedral Square shopping precinct and St Martin's Gate developments.

Cathedral Quarter and Sidbury

Sidbury is a key gateway to the city, and could deliver an artisan village. Diglis Basin, subject to major residential regeneration, could facilitate new mixed uses along the canal, and the Cathedral Quarter in which the predominant collection of high-value heritage assets are placed

could be enhanced, through public realm work, to facilitate an important visitor hub and connecting node to both regenerated areas to the south and wider tourist assets.

Riverside

The River Severn is at the heart of Worcester, but connections are weak and it is underutilised as a resource. The area is suitable for potential expansion of creative industries, as a location for hotels, as well as increased recreational amenities including an amphitheatre at Quayhead for outdoor performances alongside new public space.

Carden St

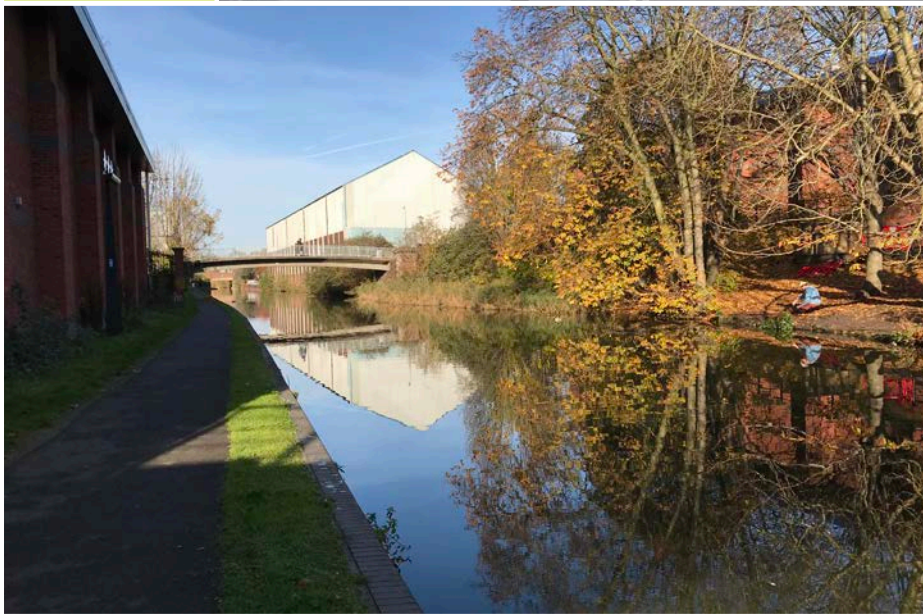
This area, as a transitional space, has a lot of potential to be linked back into the city centre and provide commercial office space for creative industries alongside high-quality

smaller-scale town housing, to coincide with an improvement in the public realm.

Summary

Our holistic understanding of the city's strategic context gained from a comprehensive background review prevents abortive or ill-informed work and ensured that the masterplan develops from a clear evidence base.

Opportunity sites



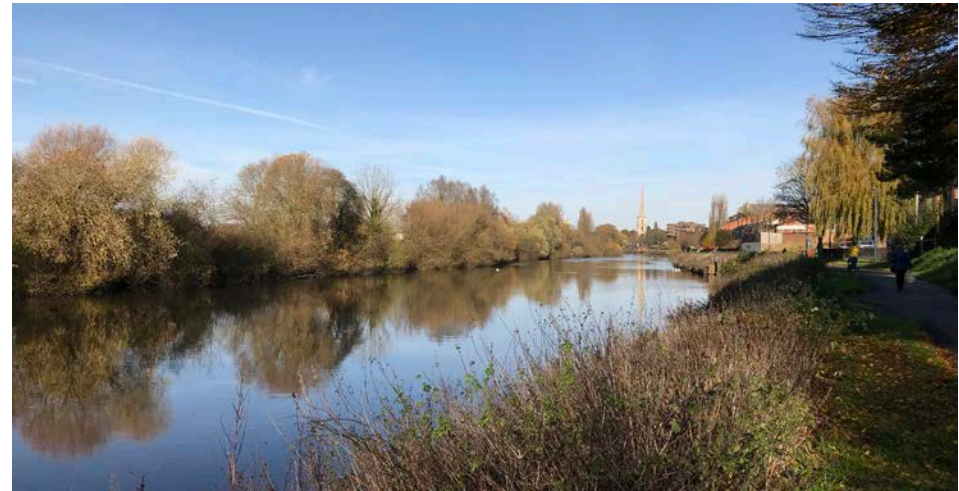
Defining the masterplan boundary

Following the wider contextual background obtained via the literature review, the first spatial task for the masterplan process was the definition of a boundary for the study area.

This exercise considered the previous stage one masterplan boundary, the notional extent of the city core as seen today, movement routes and potential areas of opportunity for expansion.

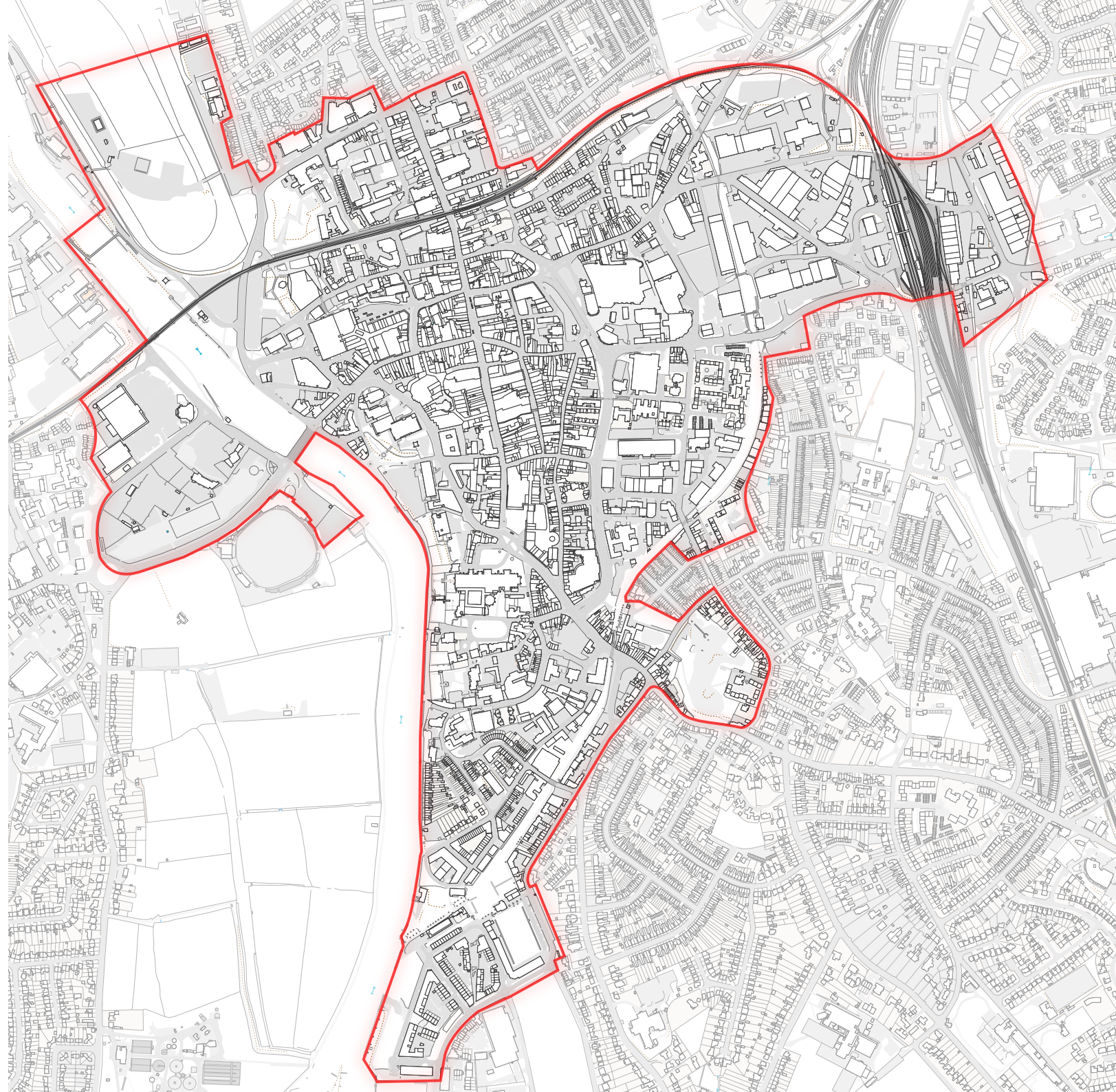
From this research, a draft boundary was produced, then tested and refined with the stakeholder group via a city walkover exercise. The amended, study area is shown in figure 1.2 which defines the area that was considered as part of this process.

1. River Severn: looking north towards city core
2. Worcester Canal: an underutilised asset



LEGEND

 Study boundary



0 500
metres

Figure 1.2 | City centre masterplan boundary | 1:10,000

Programme of engagement

A key objective for the masterplan process was for it to germinate and grow with the stakeholder group and Worcester's community. For this to happen, engagement was undertaken throughout the development of the masterplan to ensure that it emerged as a partnership.

A document describing the full engagement process has been prepared and is included as appendix 3, however the following pages provide an overview of the key events.

Placecheck

Placecheck is a structured form of primary site analysis, where a stakeholder group undertakes a site visit to identify what works well, what is less successful, as well as defining priorities for development. This followed a pre-programmed route,

with a series of identified 'stops' for assessment to take place addressing:

- What do we like about this place?
- What do we dislike about this place?
- What do we need to work on?

This focussed on key opportunity areas, together with drawing out the outcomes of the stage one masterplan and interrogating where adaptation and further work was required.

Stakeholder workshops

A series of three workshops were programmed to take place at strategic points in the masterplan process to engage and inform stakeholders.

Workshop 1: 'Seeing the big picture'

An interactive workshop with key stakeholders to discuss:

- Vision and desired outcomes: recapping on the established vision in the City Plan and discussion on how the masterplan can help to deliver this
- Citywide strategic key issues: task group, role-play exercise to determine key issues from alternate perspectives: elderly, disabled, young, teenager, visitor, commuter, parent, child.
- Masterplan boundary area: mental mapping exercise to determine the perceived extent of the city centre
- Quality mapping of the city centre area to examine the interface between public realm and movement issues
- Strategic urban design and movement options: plans will be tabled setting out high-level concepts that respond to the issues raised in workshop 1. In small groups, stakeholders will be invited to use stickers to indicate agreement or disagreement with concepts and provide qualitative feedback to group leads.
- Key development opportunities: opportunity sites will be identified on a series of plans. Stakeholders will first be asked to prioritise the importance of bringing the sites forward and subsequently be asked to identify appropriate uses for each of the sites, again using colour coded stickers to indicate their ideas, with qualitative feedback recorded by group leads. Additional ideas for sites will be invited.

Workshop 2: 'Putting plans in place'

An interactive workshop with key stakeholders to discuss:

- Key public realm opportunities: opportunity sites for public realm enhancement will be identified on a series of plans. Stakeholders will first be asked to prioritise the importance of bringing the sites forward and subsequently be asked to identify appropriate uses for each of the locations, again using colour coded stickers to indicate their ideas, with qualitative feedback. Additional ideas for sites will be invited.
- Refinement of masterplan boundary if appropriate: the masterplan boundary will be shared and amendments made to reflect the findings of the workshop if relevant
- Market assessment: providing an overview of what the market says that it needs, balanced against what has been identified as important to delivering the city vision
- Viability appraisals: explaining where issues exist in delivering vision – areas of market failure which may require public sector funding
- Action plan priorities: targeting short, medium and long term plans
- Funding: identifying opportunities for funding of schemes

Workshop 3: 'Delivering the vision'

An interactive workshop with key stakeholders to discuss:



2

Seeing the wider picture

- 1 Setting the scene
- 2 Seeing the wider picture**
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- 4 The masterplan
- 5 Making it happen

Seeing the wider picture

Where have we come from?

Worcester has a fascinating and hugely significant history. Its historic development as a place is not only important for understanding where it comes from, but also how it influences life in the city today.

The timeline opposite shows Worcester's development from prehistoric beginnings. Worcester, as a significant heritage-rich city, has witnessed a complex and multi-faceted development from the prehistoric to modern periods. Understanding and respecting this evolutionary story is essential to the process of creatively weaving a new phase of development for the city.

We have undertaken a detailed analysis of the historic development of the city, together with an appreciation of the city's heritage environment today as the foundation of the

masterplanning process. This detailed study can be found as appendix 2: heritage analysis.

Overleaf is a summary of the historic map regression exercise that we undertook as part of this study. This shows the gradual forming of the city as we see it today. The intactness of Worcester's historic core is reflected in the consistency of the plan form of the city from prior to the start of the 19th century.

Our masterplan proposals seek to reflect the story of where Worcester has come from as a means of guiding where it is going, to ensure that the special identity of the city is preserved.

1. Worcester Cathedral
2. Museum of Royal Worcester



Figure 2.1 (overleaf) | Worcester timeline

P

Prehistoric



The Romans, on arrival in Britain in the 1st century AD, developed a settlement at Worcester, likely called Vertis, positioned strategically on the banks of the river Sabrina that continued until their departure in the 5th century. Whilst the settlement extended north to Britannia Square where there was a temple, main ditches and streets have been unearthed around Fish St with evidence for a major iron working site north of Broad St, riverside activity at Copenhagen St car park, and occupation evidence including pits, scale armour, building platforms, and streets around Crowngate.

A

Anglo-Saxon Early medieval



Following the Norman conquest in the 11th century, Worcester continued as an ecclesiastical centre. Bishop Wulstan embarked on the construction of a new Cathedral and monastic buildings in the 11th century, with a nunnery and friaries constructed from the 13th century. A Motte and Bailey castle was built at Worcester adjoining the monastery boundaries and the city was walled in red sandstone from the 14th century. The city developed through trade with a market and fair, known for its weaving and cloth manufacture, and a 15th century bronze foundry has been unearthed at Crowngate. The city had several important medieval guilds and the Guildhall itself played a central role in civic life.

E

Early modern



Worcester grew beyond its medieval boundaries during the industrial revolution, with the arrival of the Birmingham-Worcester canal (begun in the 1790s) and the railway in the 1850s with sites centred on Diglis and Lowesmoor basins including a Porcelain and Vinegar works. The city accommodated a new burgeoning urban population with workers housing and speculative development leading to the growth of suburbs in the Georgian and Victorian periods including developments around Carden St, as well as significant expansion of medieval suburbs at Lowesmoor, Sidbury, and Foregate.

Whilst Worcestershire was an area of human activity from the Paleolithic period onwards, excavations in Worcester have unearthed bronze and iron age trenches, ditches, and pottery to the north and north-east of the Cathedral that suggest an enclosed pre-Roman settlement, with potential occupation as early as 400BC.

Roman



The city was re-occupied in the seventh century by Saxon settlers and named Worcester (Wigraceastre), part of the Kingdom of Hwicce later subsumed into the Kingdom of Mercia. The city grew as a powerful ecclesiastical see, initially the seat of the Bishop of Hwiccas, and the site of a monastery. With a market, the town prospered based on trade along the river, and was fortified with the construction of a defensive wall by Earl Aethelred of Mercia and King Alfred with parts of the ramparts (alongside a 7th century hearth and coinage) unearthed near Crowngate. The city was sacked in the 11th century following fierce resistance to the heavy taxation of King Harthacnut.

Medieval



Worcester played a critical role in the civil wars of the 17th century. Powick Bridge was the site of the first action of the war in 1642, where Parliamentarian troops were defeated in a skirmish resulting from an attack on a Royalist caravan by Prince Rupert. The city was also the site of the last action of the war, the 1651 Battle of Worcester in which 12,000 Royalist troops led by King Charles II were defeated by nearly 30,000 Parliamentarian soldiers led by Oliver Cromwell. During the Civil War the suburbs of Lowesmoor and Foregate were likely flattened, the medieval boundary wall was fortified with gun positions, and a fort was constructed to the south east of the city.

Modern



R

M

M

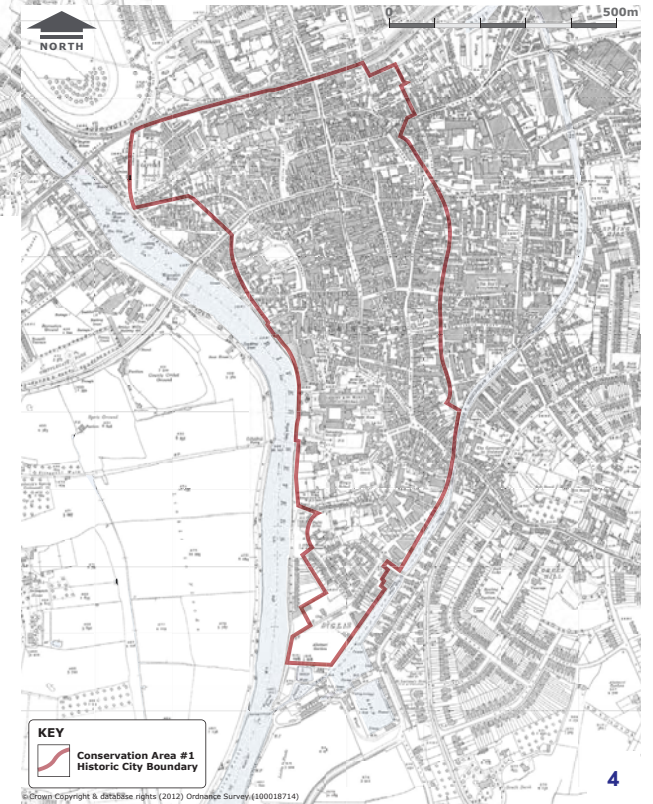
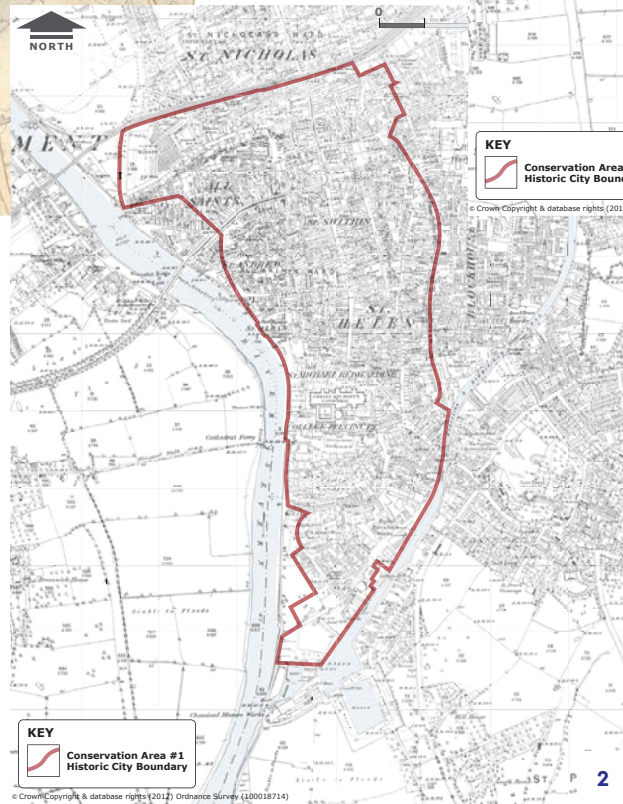
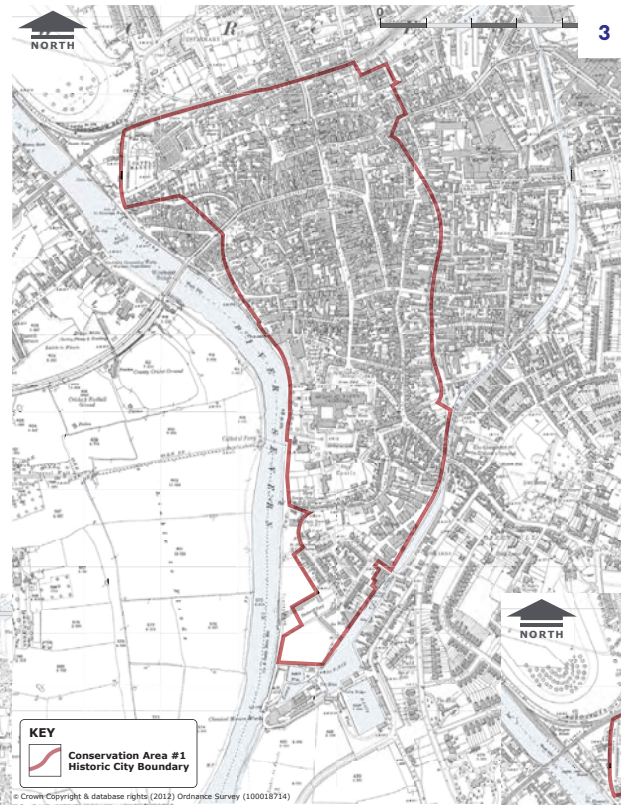
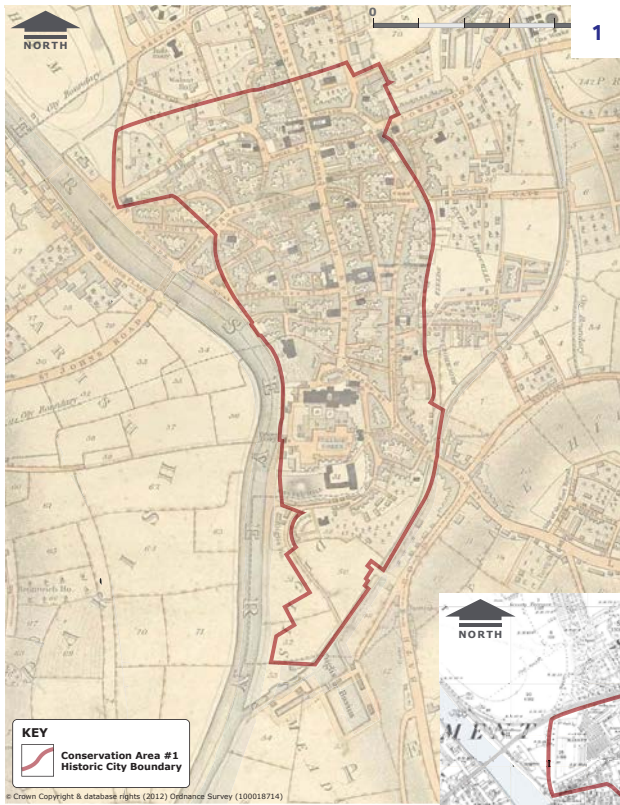
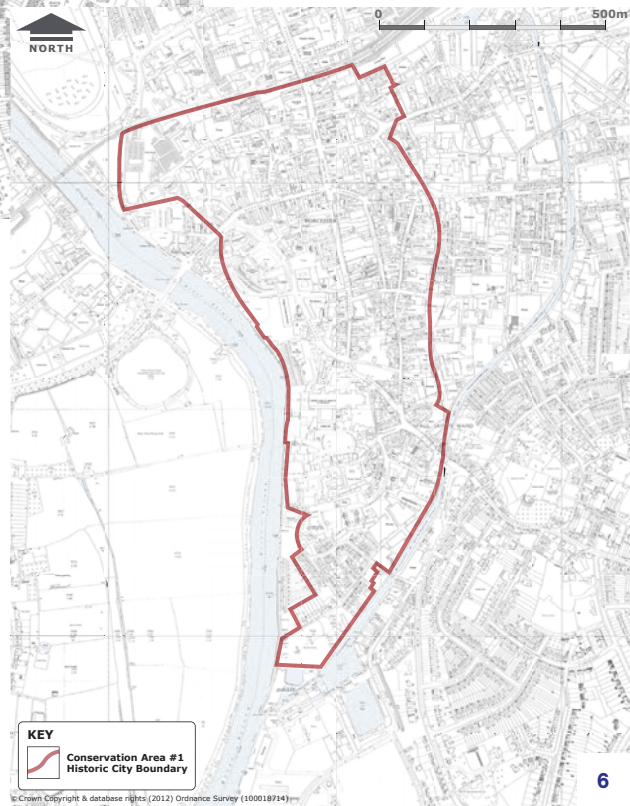
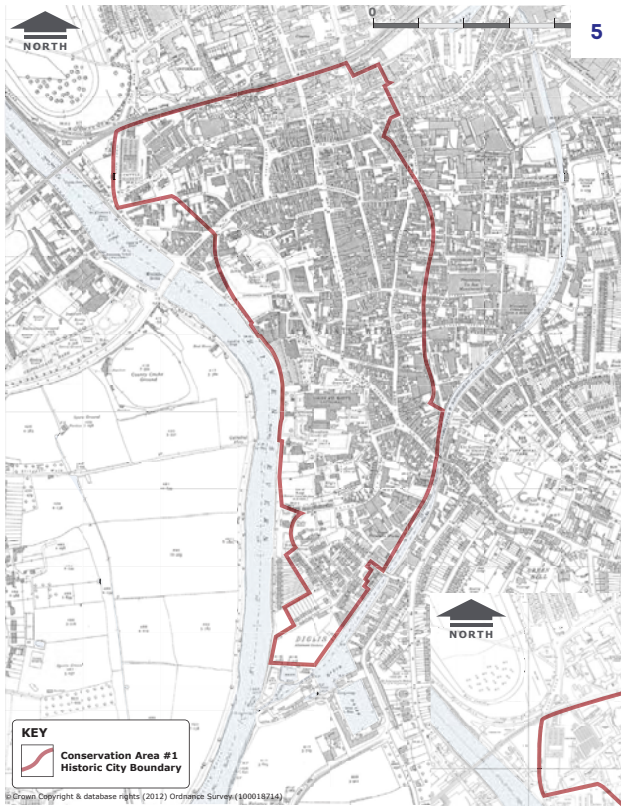


Figure 2.2 (and overleaf) | Worcester historic plan analysis

- 1. 1822 map
- 2. 1886 OS map
- 3. 1903 OS map
- 4. 1928 OS map
- 5. 1940 OS map
- 6. 1964-5 OS map



Heritage assets

Worcester is fortunate to retain a significant and diverse range of heritage assets. A summary of designated heritage assets is set out in figure 2.3 and illustrated in figure 2.4, however the historic character of Worcester extends far beyond these statutory records, as set out below.

Boundaries

Little remains of the pre-medieval boundaries of the city. However Bronze and Iron Age enclosure ditches and trenches have been unearthed near Deansway and the Crowngate and Lychgate shopping centres, as have ditches and roads from the Roman period, though the Roman settlement extended as far north as Britannia Square, and the northern ramparts of the 9th century walls. The 14th century red sandstone walls highlight the medieval boundaries of

the city, with standing sections along the Butts and City Walls Rd. It was only in the 18th and 19th centuries, following periods of industrialisation, that the city grew significantly outside this boundary to meet the canal and railway lines.

Approaches and gates

By the end of the medieval period there were principal approaches to the city at Foregate St, Lowesmoor, and Sidbury as well as approaches to the castle from the south and over the medieval bridge at Newport St, all with gates within the walls. These approaches remain the dominant pedestrian and vehicular routes into the city, though the medieval bridge was demolished in the 1780s to make way for the new bridge on Bridge Street.

Figure 2.3 | Heritage assets summary



Scheduled monuments

The city has significant monuments to medieval Christianity, with the remains of the Cathedral precinct and monastery as well as parish churches. It has remnants of medieval defences with surviving sections of the stone city walls. There is crucial evidence for the city's role in the Civil War with the earthwork remains of Fort Royal and fieldworks at Tanmar Close. Furthermore, the city has seen multi-phase urban development as evidenced by occupation markers from the Roman to post-medieval period. The wider Worcestershire area has medieval moated sites associated with monastic and aristocratic power, as well motte castles and prehistoric funerary barrows

Registered battlefields

Worcester played a central role in the Civil War of the 17th century. It is the site of the skirmish at Powick Bridge (1642) the first action of the conflict, and the Battle of Worcester (1651) the last action – both covered by the registered battlefield site. Other heritage assets in the city have strong association with the battlefield, including Fort Royal, the fieldworks at Tanmar Close, and the Commandery – a medieval hospital used as the Royalist HQ



Listed buildings

Worcester has a high concentration of listed buildings from the medieval to modern periods. These include important examples of ecclesiastical architecture with the skyline dominated by the spires of the Cathedral, St Swithuns, St Martin's, All Saints, St Nicholas' and St Andrew's Tower. This ecclesiastical architecture also includes the monastery, medieval hospitals, and Bishop's Palace. Important civic and institutional architecture include the Guildhall, Shire Hall, library, Shrub Hill station, with welfare provision at Berkeley's Hospital almshouses. Key industrial sites include the Porcelain works and a 19th century hydro-electric works at Powick Mills. The city has historic war memorials, including a memorial to the South African war, as well as churchyard monuments and tombs. Throughout the public realm is historic street furniture including K6 telephone boxes and gas lamps. The city also has significant domestic architecture from the medieval period onwards, including the 15th century Greyfriars

Registered parks and gardens

Worcester has a relatively rare landscape of remembrance, with a first-world war memorial park to commemorate the Battle of Gheluvelt. The wider county is dotted with designed rural landscapes including parks, pleasure grounds, gardens, and deer parks associated with grand country residences, including the first commission of Lancelot 'Capability' Brown

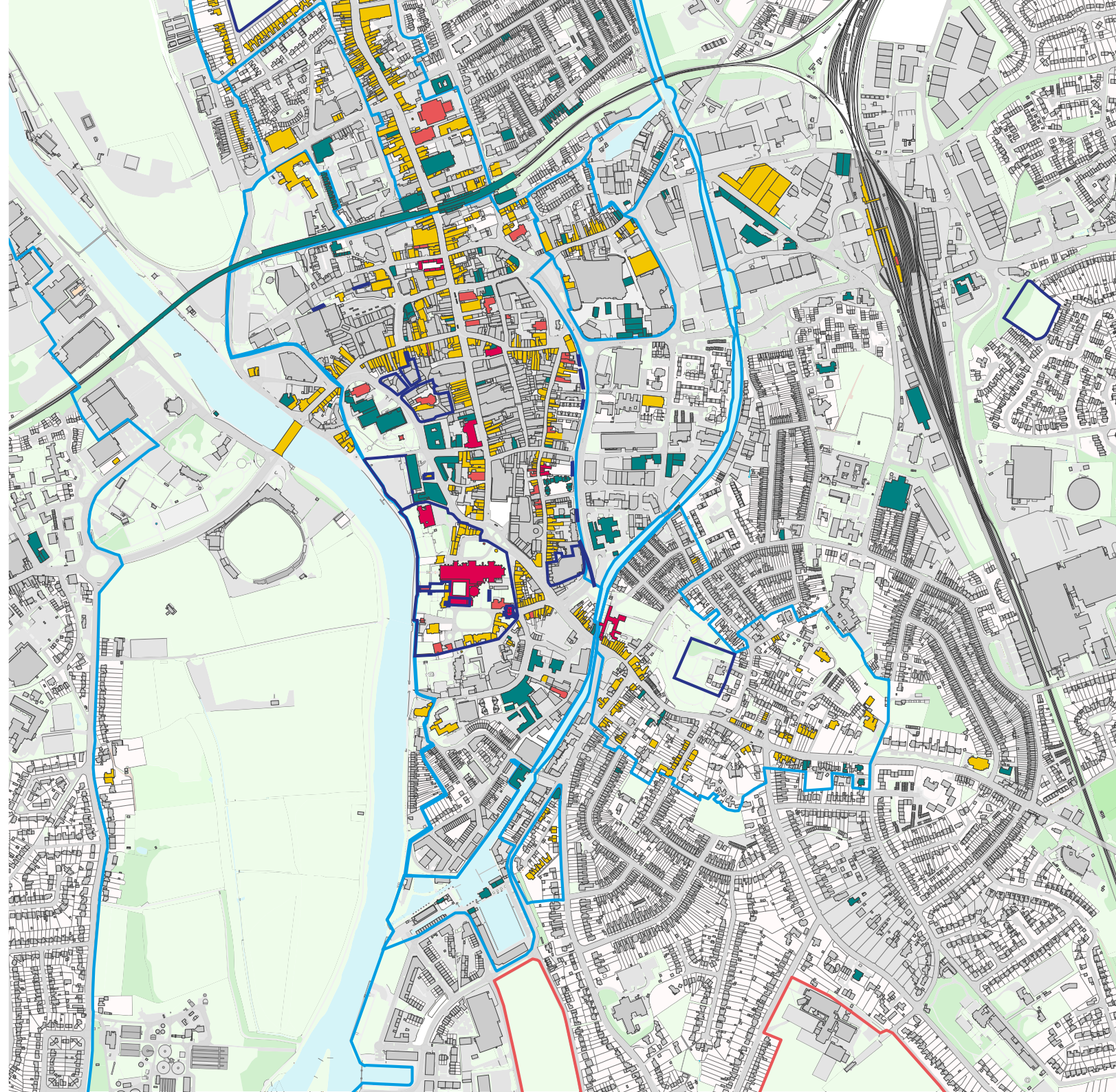


Conservation areas

The main conservation area is the 'historic core' which incorporates the historic medieval centre of the city. The core is bordered by several conservation areas. These include the Royal Infirmary: a site of important developments in healthcare and civic social responsibility in the city, Foregate Street and the Tything: a medieval extra-mural suburb with later civic development in the 18th and 19th century, Lowesmoor: a medieval suburb with Georgian residential and Victorian industrial development including the former vinegar works, and Sidbury and Fort Royal: a medieval suburb and site of the civil war fort. Other areas include Field Terrace, Riverside, and the canal conservation area which follows the route of the Birmingham-Worcester canal as it transects the city

LEGEND

- Grade I Listed Building
- Grade II* Listed Building
- Grade II Listed Building
- Locally Listed Building
- Scheduled Monument
- Conservation area
- Registered Battlefield



0 500 metres

Figure 2.4 | Heritage assets | 1:10,000

Suburbs

Outside the medieval walls were linear rows of properties, accommodating both domestic and commercial use at Foregate, Lowesmoor, Sidbury, and St John's over the river. The expansion and development of the city beyond these linear routes began during the 18th century, with a significant boom in the 19th century. After the construction of the canal and railway networks domestic and commercial suburbs developed around Carden St, alongside significant expansion of the areas around Sidbury, Lowesmoor, Foregate, and St Johns.

Street network

High St, the Cross, and Foregate St have provided the central north-spine to the city since at least the medieval period, with Friar St providing a secondary north-south route to the east of the city. To the west of the

city is an important surviving network of medieval streets including those once connecting High St with the riverside, though which have since been truncated by the construction of Deansway in the early 20th century, and the Crowngate shopping centre in the early 1990s, as well as Lychgate shopping centre to the east which demolished a medieval street connecting the eastern gates with the riverside streets at Lich (Leech) St. Survivals include: Broad St; Copenhagen Street. Fish St, Bank Street, Dolday, Newport Street, Quay Street, Hood Street, Angel Street.

To the east of the city there remains a series of medieval streets, offering important shopping avenues within the vicinity of the gate at Lowesmoor (St Martin's Gate) including: The Shambles, Pump Street, Friars Street, Church Street, St Swithin's Street, The Trinity, Mealcheapen Street,

and St Nicholas Street. To the south, parts of Severn St may be of medieval origin and provided access to the castle, along with King St and Edgar St that connected Sidbury Gate with the Cathedral precinct. Following the arrival of the canal and railway important roads developed to connect the city with new industrial hubs, with survivals including Carden St, Charles Street, St Martin's Gate and George Street which provided the key east-west roads from the city centre.

Focal points

The central focal point of the city has, since the 7th century, been the Cathedral and monastery, as the motte of the castle, which would have towered over the city, has long gone. Furthermore, churches have played a significant role in the spatial orientation of the city. There has, for example, been a church on the

site of St Alban's since the seventh century and the spires of the principal churches continue to dominate the skyline. As well as civic life focusing on the Guildhall, library, art gallery, and Shire Hall, the city has had a market since the Saxon period with key survivals including the medieval Cornmarket. The city owes much of its history to the river, with evidence for the use of Copenhagen St car park as a quayside from the Roman period onwards. Industrial life in the city was, in the Roman period, focused on iron with a major smelting complex north of Broad St. More recently, following the construction of the canal and railways (focal points in themselves), industry has focused on the Lowesmoor Basin and Diglis Basin, with the eponymous porcelain and vinegar sites.

Heritage



Understanding the city today

A key early task for the design team was to get under the skin of the city on a practical, first hand basis. A number of site visits were conducted by all members of the team, alongside a stakeholder placecheck, to ensure a strong understanding of the city.

This included a structured Placecheck exercise across the whole city centre, picking up key locations as shown in the adjacent plan to assess:

- What do we like about this place?
- What do we dislike about this place?
- What do we need to work on?

Summary findings of this exercise are set out below and documented fully in the engagement plan (appendix 3).

A Cathedral Square and College St

Important public square, terminus to the main high street and location of significant heritage assets.

The Square is vibrant, offering an important space for public events, with a clear connection to the Cathedral.

However, poor quality buildings in the immediate context overshadow the space, as does the persistence of traffic. There remains a sense that pedestrian movement from High St to the Cathedral is severed and restricted.

Pedestrians should be given priority. Works should seek to integrate and enhance pedestrian connections with the Cathedral.

B Deansway and Copenhagen St

Nodal point between the centre and the riverside.

This spot provides the first glimpses of the River Severn with important historic buildings defining the area including St Andrew's Tower, the former police and fire stations, and important visual and physical links to the Guildhall and High St.

However, traffic severs the area, the highway is poorly designed with chaotic signage, and several buildings, including the fire station, are vacant.

Focus should be on using this area to provide better links to the river for pedestrians, potentially reducing the width of Copenhagen St as it moves west from High St at the back of the Guildhall.

C Copenhagen St Car Park

Public car park adjacent to the further education college, key location on the riverside, and a site of archaeological sensitivity.

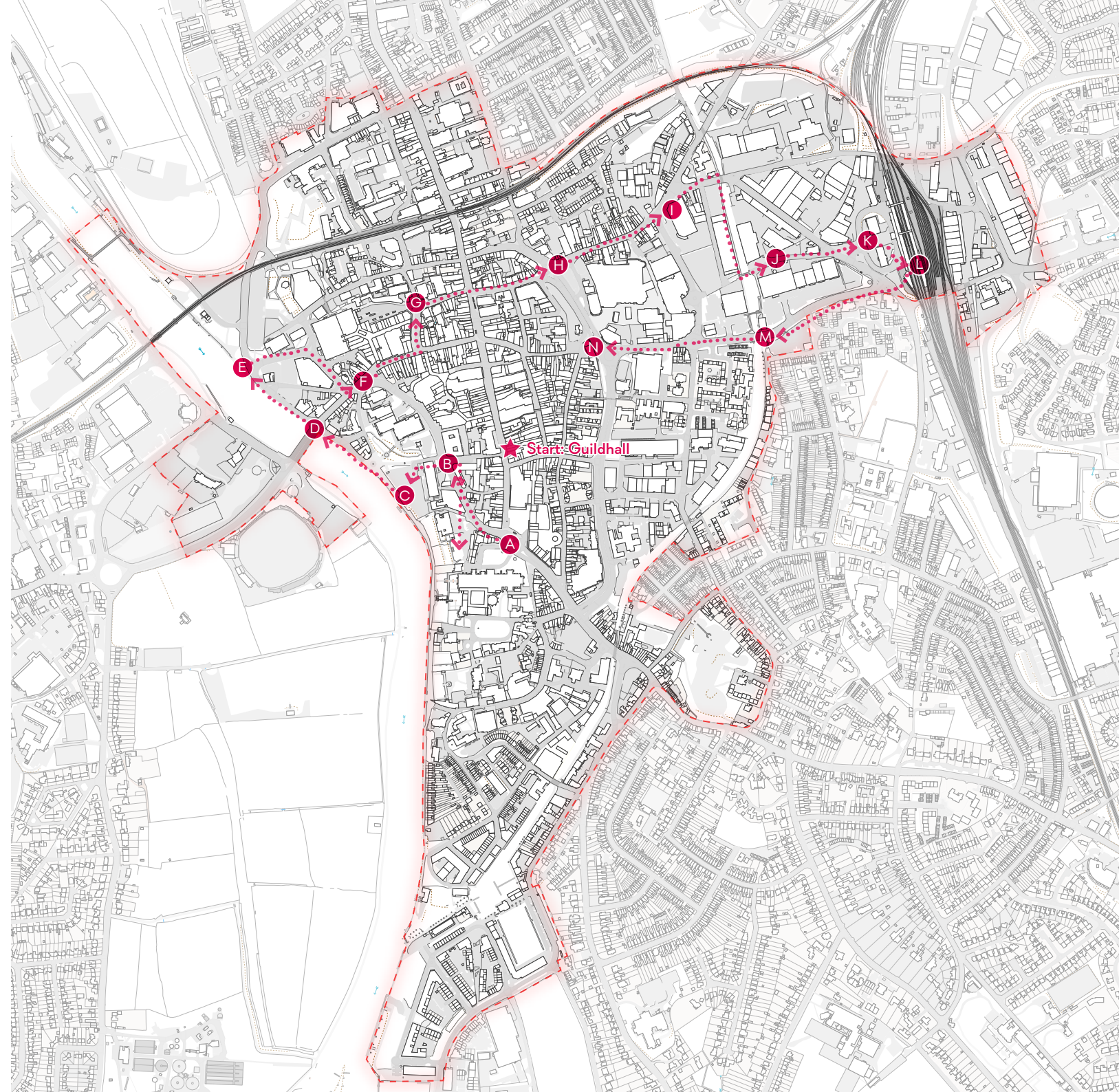
The car park, a site of archaeological importance, facilitates an iconic view of the cityscape and the river, providing access points to main city amenities. The potential of the area, however, is let down due to the persistence of flooding, poor public realm and planting, as well as visual barriers between the river and city centre (such as the inactive edges of the college) which leads to the space feeling inactive, inaccessible, and underutilised. The riverside should become significantly more active, and a place people seek out with an intensification of use supplemented by increased accessibility.

D Worcester Bridge and North Parade

Important entry point into the city centre.

LEGEND

- A** Cathedral Sq. / College St.
- B** Deansway / Copenhagen St.
- C** Copenhagen St. Car Park
- D** Worcester Bridge / North Parade
- E** North Quay / Dolday
- F** Quay St. / All Saints Church Worcester
- G** Bus Station / Angel St. / Place
- H** Silver St. Car Park
- I** Lowesmoor Terrace
- J** Cromwell St.
- K** Shrub Hill Road
- L** Shrub Hill Station
- M** George St. / Tallow St. / Canal
- N** Corn Market / City Walls / Worcester St. Martins



0 500 metres

Figure 2.5 | Placecheck route | 1:10,000

Worcester Bridge provides the iconic view of Worcester taking in the Cathedral and river.

However, the bridge is dominated by a significant volume of high speed traffic and is intimidating and difficult to navigate for pedestrians. The public realm is predominantly tarmac, and there are some modern low quality buildings contrasting with the more historic architecture.

Pedestrian use of the bridge should be significantly improved, with enhanced crossing facilities, addressing the speed and volume of traffic, and potentially exploring pedestrianisation of the bridge with the construction of a new vehicular bridge further north. Furthermore, the bridge offers a key nodal point to the river itself and connections, as well as the quality of public realm materials, should

be improved to increase access and vitality.

E North Quay and Dolday

Part of the major road network around the city centre, with an important interface with the riverside, the University, and public amenities such as the Hive.

The area provides important but under utilised open space by the riverside, facilities for riverside recreation and active tourism including boat moorings and the rowing club, as well as providing access to high-quality architecture and public facilities such as the Hive and the racecourse beyond.

There is, however, no visual cohesion or coherent use in the area, especially with the predominance of car and lorry parking. The area should be more

easily accessed through increasing links between the river, University and city centre along the proposed sky-walk, and made more amenable for pedestrians, enhancing its potential as a hub for riverside recreation and activities including addressing traffic issues through speed limits and dealing with the volume of car parking.

F Quay St and All Saint's Church

Key nodal point between the river, Crowngate shopping centre, and routes along Deansway.

Dominated by high quality architecture including the historic church; the area, at a pleasant built scale, provides an intriguing entry to the river with views and level-drops towards the bridge. However, the potential quality of the space is lessened due to the intrusion of poor quality modern architecture, some of which is vacant, including a

'tired' shopping centre, the priority of cars and poor quality surface and tree planting. The area is a forgotten transitional space. On the one hand there needs to be physical improvements to the surfacing and planting, and on the other the legibility of the area for pedestrians needs to be improved with a more comfortable relationship between pedestrian and car.

G Bus station, Angel St, and Angel Place

Public square and market dominated by the Crowngate shopping centre and bus station.

Angel Place has an active and vibrant market and is lined with important historic structures including the Scala Theatre, providing a sense of enclosure, with good connectivity to High Street.

Placecheck



However, one side of the area is dominated by the bus station, both an eyesore and a physical barrier to movement, and the tired shopping centre facade. Whilst the area is a through-route from the river to the city, the area feels disconnected and important links are illegible with unloved streets.

Consideration could be given to relocating the bus station, and capitalising on the potential of the area as providing a link space between the river, city, and railway station as well one of the main thoroughfares from the centre towards the University.

H Silver St car park

Open space between the city centre and the historic suburb of Lowesmoor.

Key parts of this area provide attractive individual features including the church. Furthermore, one side

of the area is characterised by high quality historic buildings.

However, the area does not provide any particular active use, and offers nothing to do. It is surrounded by traffic and an illegible road system with its two sides severed by City Walls Rd.

The space feels too open, and it is evident it has lost its historic sense of enclosure which should be restored, as should the link between Lowesmoor, Silver St, and Cornmarket, providing enhanced pedestrian connections and uses.

I Lowesmoor terrace

Historic turnpike on an important route, providing access to canal and railway sites.

Along Lowesmoor there is a sense that the street is active and there is a

vibrant mix and diversity of uses with enclosure from the historic buildings.

However there remains blank and inactive elevations, particularly at the Aldi site, and the speed of traffic, along with harsh landscaping, creates an almost inhospitable area to stop and which encourages transition through rather than utilisation of the space.

More should be made of the area's links to the canalside and Shrub Hill station, and areas such as the blank spaces in front of Aldi should be designated for more active and vibrant uses which will encourage people to stop and appreciate the historic space.

J Cromwell St

Historic canal bridge in the middle of a modern industrial estate.

The canal bridge provides a sense of tranquillity, and offers peaceful walks down to Diglis Basin.

However the area is not well known and is surrounded by domineering poor-quality warehouses and depots terminating in inactive elevations and illegible open car parks. This creates a foreboding sense of seclusion that means it does not feel safe at night.

The bus depot could be relocated, and the ugly backs of buildings screened, coinciding with an increase in active uses along enhanced linkways to Shrub Hill station and new improved pedestrian links through the car parks.

K Shrub Hill Rd

Principal road connecting the city with Shrub Hill railway station.

The spot provides important views back towards the city offering a sense

of legibility and orientation that is complemented by historic buildings including the engineering works and the station itself.

However, there is little pedestrian activity in the area due to the addition of poor quality modern buildings in front of the station and the domination of traffic.

The quality of the public realm should be improved, and barriers such as the 1960s buildings removed, opening up direct routes, alongside improved signage, to the city centre. Emphasis needs to be on improving access, movement, and flow for pedestrians particularly given the potential higher footfall to Shrub Hill from the in progress Worcestershire Parkway station.

L Shrub Hill station

Victorian railway station.

The station, an important heritage asset, is an impressive building and provides important views back towards the city.

It however, has a poor physical relationship with the centre with indirect and poor-quality access routes.

The sense of arrival and route from at the station should be improved with an enhanced public realm and creation of new public spaces, potentially a public square, in front of the station. The area could include public art, and focus on highlighting the heritage of the railway. Sheaf Square in Sheffield provides a suitable precedent.

M George St, Tallow St, and Canal

Historic routes from the city centre to the canal-side.

The important survival in the area is

the canal and its historic bridge.

However, it is dominated by traffic and noise and there is very little happening in the area.

Improvements should increase vitality and bring the space to life, potentially with improved car parking facilities.

N Cornmarket, city walls, St Martin's

Historic public square, city boundary, and modern retail development.

The area provides open space, with active footfall towards the city centre taking in historic public spaces including Cornmarket.

The St Martin's Gate development had potential but has resulted in inactive frontages, street furniture and bollards compromising the sense of arrival, exit and enclosure. The public

realm is sparse and stark, with an emphasis on the buildings themselves.

There is potential to fix the scale of open space, capitalise on and enhance connecting routes to the centre, and improve accessibility through the creation of a sequence of squares with individual characters, which utilise lighting and materials to better effect.

Themes

Placecheck revealed the following key themes:

Connectivity

A key issue raised was non-existent or severed links to important amenities including the river, canal, and Shrub Hill station which lack high-quality connections with the city centre.

The Placecheck group highlighted barriers to movement including the bus station, City Walls Rd, as well as isolation and inactivity of key routes including Copenhagen St, Silver St car park, the entry to St Martin's Gate development, George St, and Cromwell St bridge.

Relationship between pedestrians and cars

The domination of cars was raised as a consistent 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 St, as well as Shrub Hill station where poorly planned and dominant highway networks create inhospitable, illegible, and intimidating environments for pedestrians.

Vibrancy and vitality

The Placecheck group picked up on several locations that had the potential to be active and vibrant, particularly centred around the city's key amenities, but which were currently underutilised or lacking a coherent use and which would benefit from a focus on the 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 to no pedestrian activity despite there being important heritage assets and amenities.

Placecheck



Land use

The city is characterised by a strong retail core, comprised of a number of traditional external shopping streets with a focus around High Street and The Shambles. This is complemented by the purpose built Crowgate Centre: an indoor shopping centre comprising 49 stores including anchor tenants House of Fraser, Debenhams and Primark, together with Cathedral Square, a recently completed retail and entertainment complex located to the south of the city centre adjacent to the cathedral.

Educational uses are also a key component of the city centre, with University of Worcester, Worcestershire College, The Kings School and RGS Worcester all occupying significant buildings and locations within the city. The

success of these institutions is a key opportunity for the city.

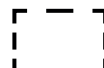
In the wider city, in particular to the north-east close to Shrub Hill station, building footprints are significantly larger, with large scale retail and industrial uses occupying sites close to Worcester Canal.

Residential uses are also present within the city, albeit in relatively restricted numbers. A significant residential redevelopment of the former Royal Worcester Porcelain Factory is underway by Berkeley Homes adjacent to Worcester Canal, known as Waterside.

1. Retail core
2. The Hive, University of Worcester
3. Commercial development




LEGEND

 Worcester administrative boundary

 Residential

 Employment


 Education


 Recreational public open space

 Woodland


 Allotment

 Place of worship

 Supermarket

 Restaurant/cafe

 Public house

 Healthcare

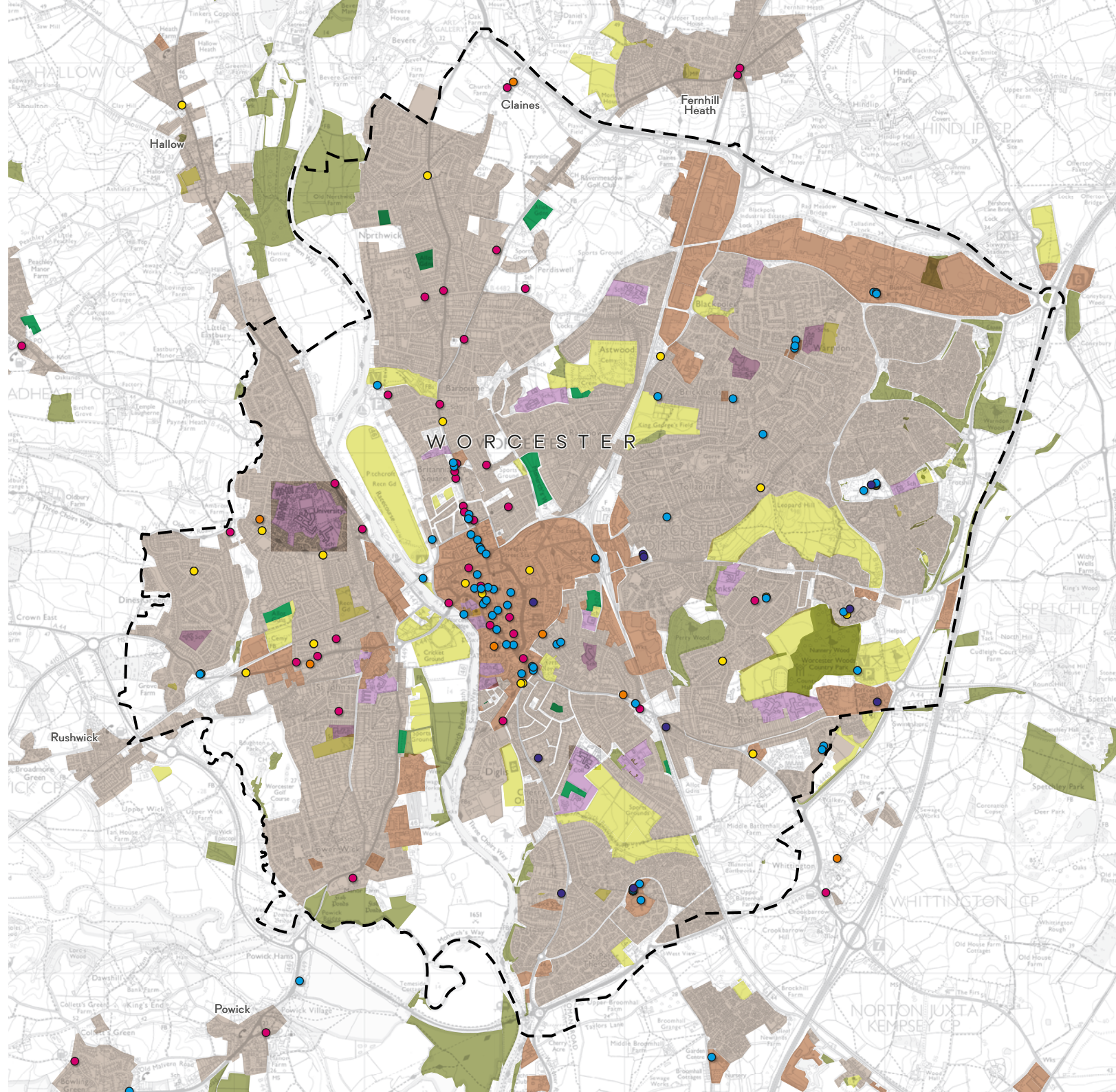
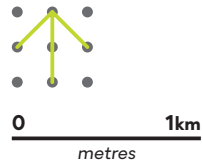


Figure 2.6 | Land use | 1:40,000

Water and flood risk

The River Severn is without doubt a defining feature of Worcester city centre, prompting the growth of the city around its eastern bank. In spite of this evolutionary symbiosis, the river and the city have a complicated, and in truth, troubled relationship, borne out most tangibly through the regular flooding which grips the city, in particular the landscape spaces along the riverbank notably including the cricket ground and racecourse.

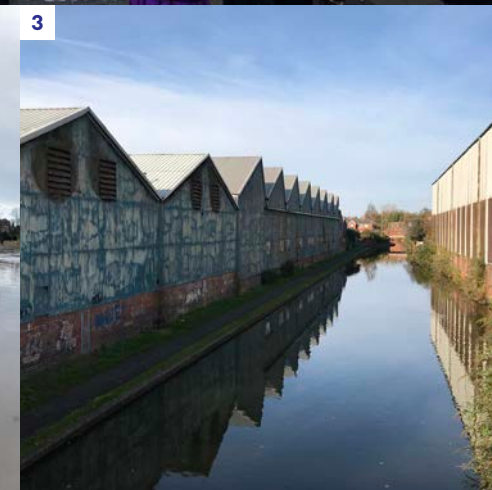
The secondary impact of flooding is that the wider city does not have a strong sense of integration with the river, instead sitting back on higher, safer land, with limited connections either physically or visually with the river.

This results in the area along the riverbank having a semi-rural character which belies its location at

the heart of the city. It also provides a severe limiting factor in expanding the city core through integration with the severed wider context of St John's to the west of the river.

The Worcester Canal is the other major water body within the city core and is also currently underutilised, with a lack of legibility and a poor relationship with existing development, including a significant length of poorly overlooked waterfront, with low quality retail and industrial buildings to either side.

1. Retail core
2. Worcester in flood (image reproduced from Worcester News)
3. Industrial development fronting Worcester Canal



Green infrastructure

A green band of flood plain straddles the River Severn, providing functional land that for much of the year operates as a range of recreational assets.

This includes the important local sporting venues of Worcester County Cricket Club (west bank) and Worcester Racecourse (east bank) which are significant to the identity of the city and play an important role in the local economy.

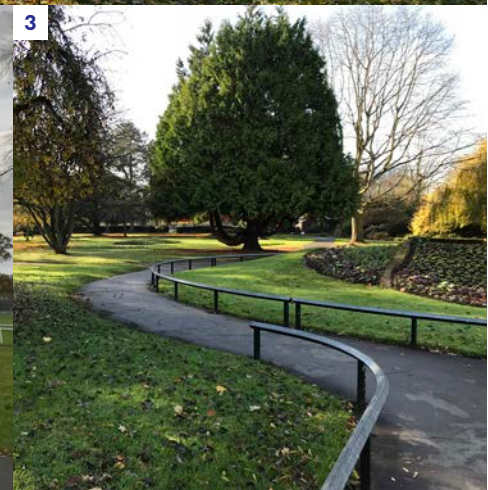
In addition to these features, a range of public parkland spaces surround the river, including Cripplegate Park, Chapter Meadows and Hylton Road Park to the west and The Pitchcroft and Gheluvelt Park to the east of the river respectively. These provide formal and informal recreation spaces for people of all ages.

The riverbank is itself a recreational asset used by runners, dog walkers and families visiting the swan sanctuary.

There is a high quality pedestrian connection on the eastern bank of the river to Diglis Basin to the south which is signposted from the riverbank.

This however is the exception rather than the rule and there is little in the way of directional or distance measured signage to promote movement on foot.

1. Locks connecting River Severn and Worcester Canal
2. Worcester Racecourse
3. Cripplegate Park



LEGEND

Worcester administrative boundary

Watercourse

Woodland

Local Nature Reserve

Ancient Woodland

Traditional Orchards

Sites of Special Scientific Interest

Green spaces within the City

Green Belt

Wood pasture and Parkland

Country Park

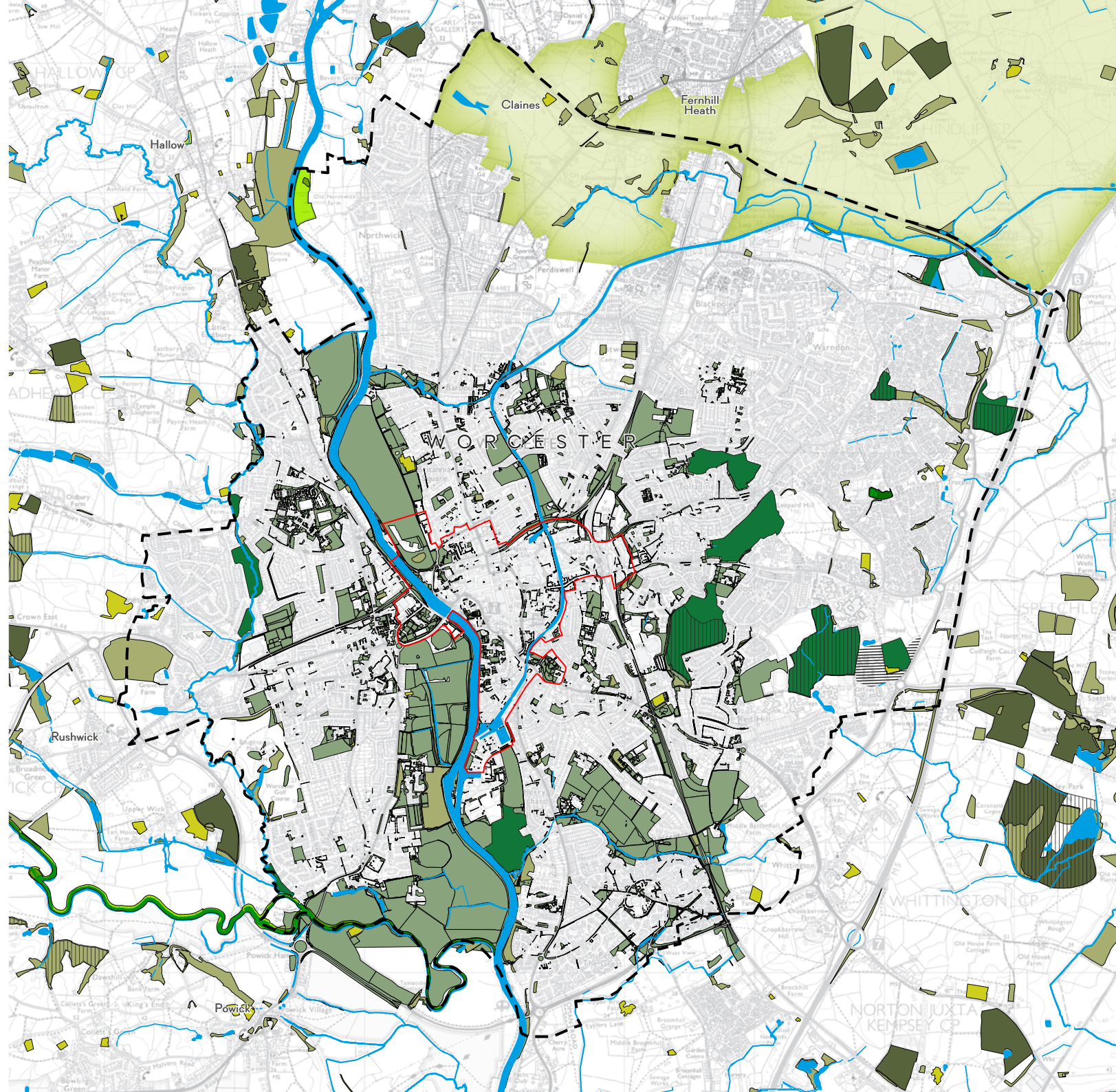
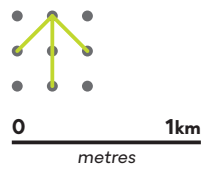


Figure 2.8 | Green infrastructure | 1:40,000

Movement: public transport

Worcester is served by two mainline train stations: Foregate Street and Shrub Hill which connect the city with national destinations such as Birmingham and London, together with the local network. Both stations are of striking character, in particular Shrub Hill, although the potential beneficial impact of the station is diminished by the presence of a large postwar office building situated directly outside the building which obscures views to and from the station.

A bus station on Angel Street provides convenient and direct access to the heart of the city for people arriving by bus. The environment created by the bus station is at present low quality, being contained within poorly defined land at the Crowngate centre.

Movement: pedestrian and cycle

The city centre is highly walkable, with a compact core of facilities easily reached from the central bus station and Foregate Street train station. A large proportion of the retail core is pedestrianised, creating a safe and inclusive public realm within the core destinations. Elsewhere within the city, there are a number of locations where changes in level and pavement widths could be prohibitive for people with mobility impairments, restricting movement.

Provision of dedicated cycle infrastructure is limited within the city centre, with relatively few examples of cycle lanes. A number of cycle storage facilities are available, close to key landmarks such as railway stations.

1. Shrub Hill railway station
2. Cycle lane, Castle Street
3. Covered cycle storage



LEGEND

- Worcester administrative boundary
- Railway
- Railway station
- Bus station
- Bus stop
- Pedestrian path
- Bridleway
- Cycleway

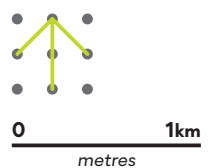
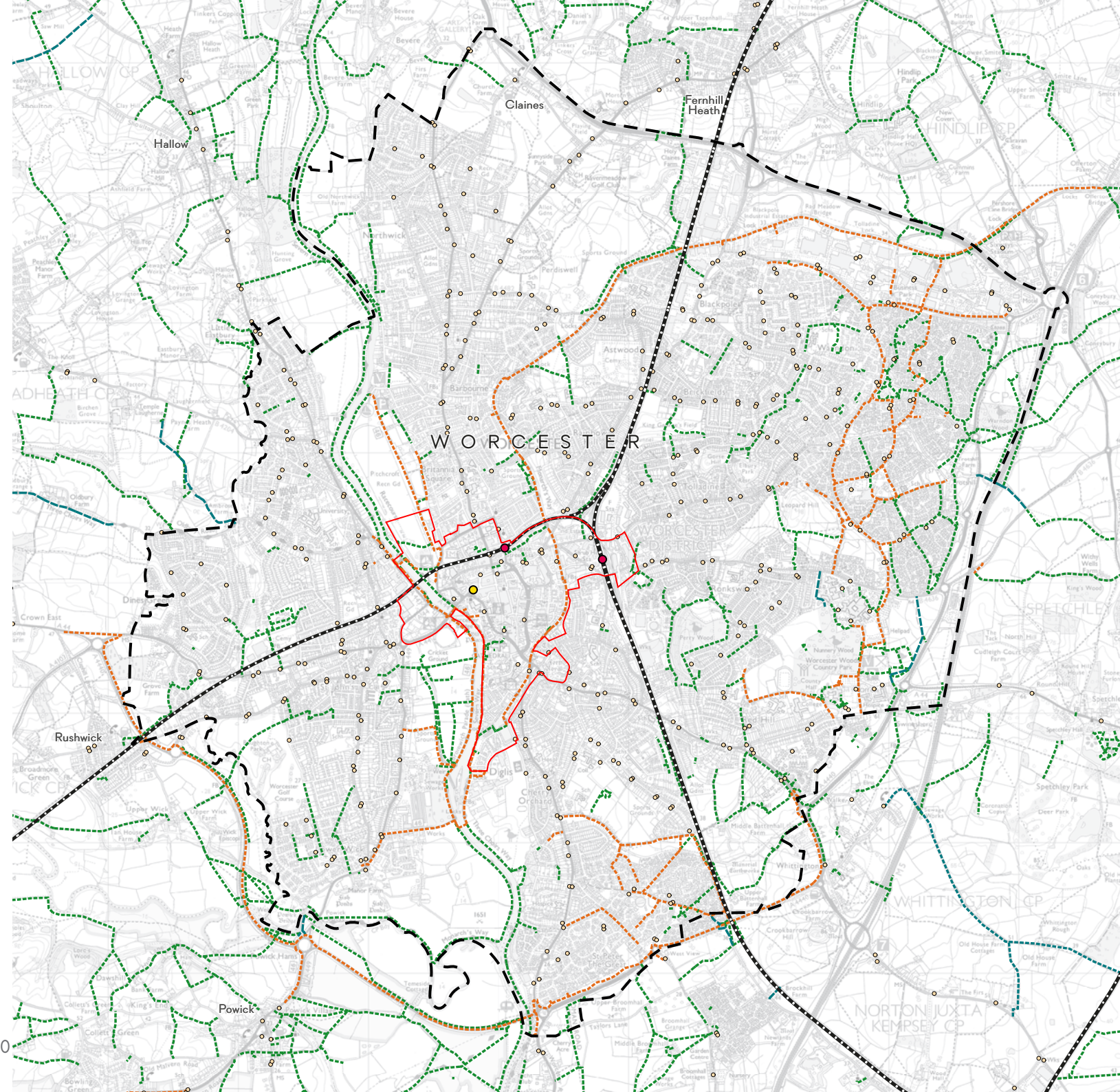


Figure 2.9 | Public transport pedestrian movement | 1:40,000

Vehicle access

Journeys by private car remain a significant modal choice for people visiting the city centre. The city is easily reached from the wider strategic network, including the M5, which is accessible via a choice of junction 6 to the north-east of the city and junction 7 to the south-east, which provides the closest connection.

Strategic connections within the city include the A38 (north-south connection) and the A44 (northwest-southeast connection), whilst in the wider city environment, the A449 is a key east-west connection to the north of the city and the A4440 provides a connection around the eastern and southern edges of the city.

1. Pedestrianised / shared surface streets
2. Worcester Bridge



LEGEND

Worcester administrative boundary

Motorway

A road

B road

Local road

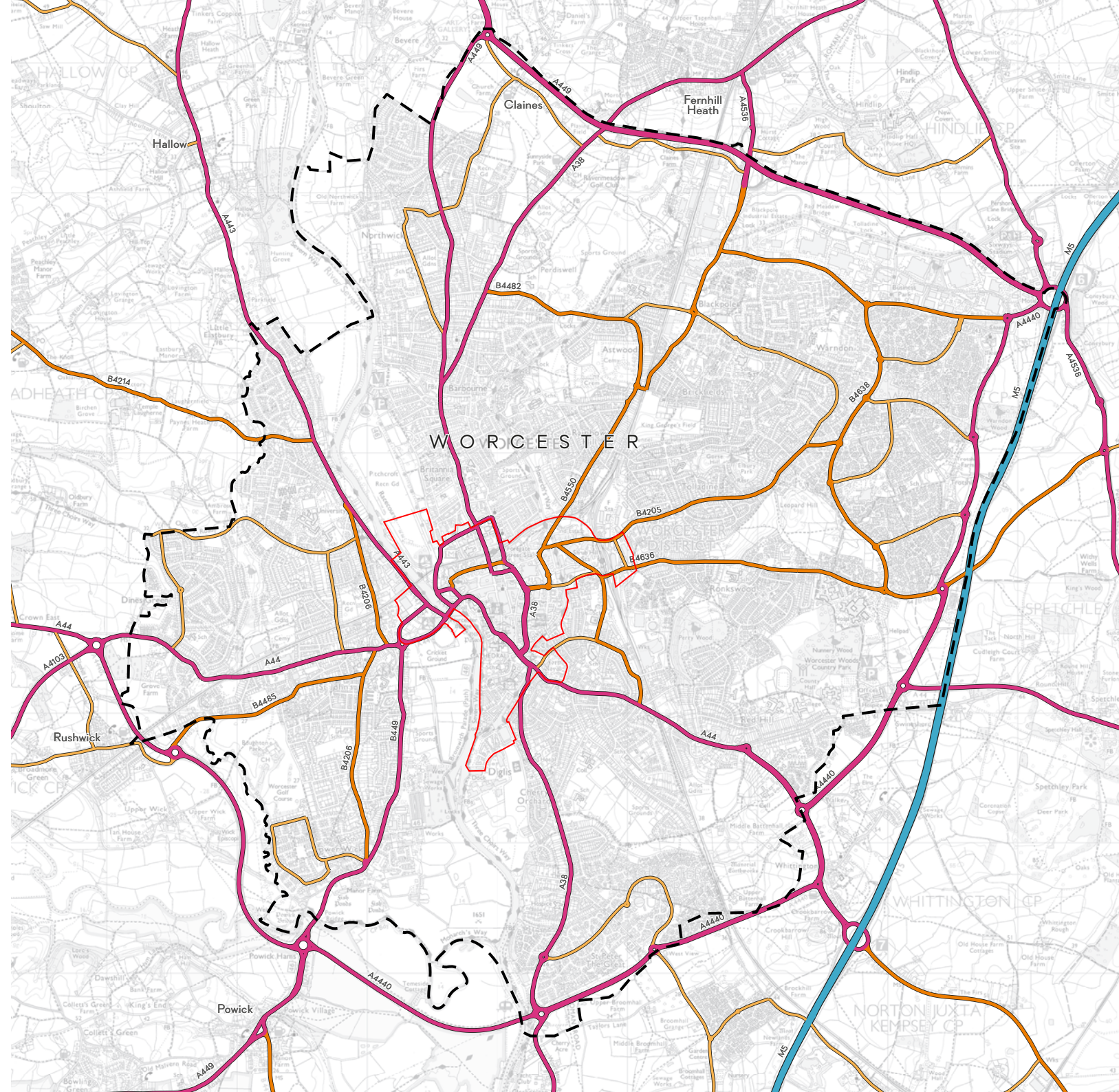


Figure 2.10 | Vehicle movement | 1:40,000

Vehicle movement within city

Vehicular movement dominates Worcester at key points in the city, and is a primary issue impacting the quality of its environment.

The traffic flow navigates a series of bottlenecks and one-way systems which cause frustration and congestion that has a knock-on effect on both pedestrian and vehicular movement, legibility, the ability to experience and appreciate the city, and, more generally, air quality.

Over 36,000 vehicles pass daily over the pinch point of Worcester Bridge, spilling out onto the one-way system along the A44 on the river's eastern banks (20,772) circling Cripplegate Park, and onto North Quay on the western banks (23,465) linking with historic streets along Dolday and Bridge St (17-20,000) as well as the Butts (18,352).

Traffic dominates much of the space in these locations to an oppressive level during peak times. To the southeast of the city, over 28,000 vehicles pass daily along Sidbury to join the major arteries of City Walls Rd (24,598) and Deansway, the latter of which runs along the north façade of the Cathedral.

This leads to both congestion at an important entrance to the city and severing of the main High St from important cultural amenities to the south of the city.

The impact on the quality of the public realm in Worcester is compounded as much of the traffic is passing through the city, rather than using it as a destination in its own right.

1. Bus station
2. Pedestrian crossing Worcester Bridge
3. Congestion on Foregate Street



LEGEND

- One lane
- Two lanes
- Three lanes
- Four lanes
- Bus lane
- Low average daily car flow
- Medium average daily car flow
- High average daily car flow

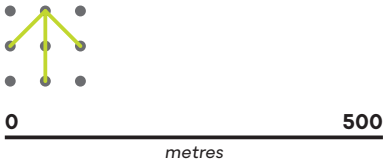
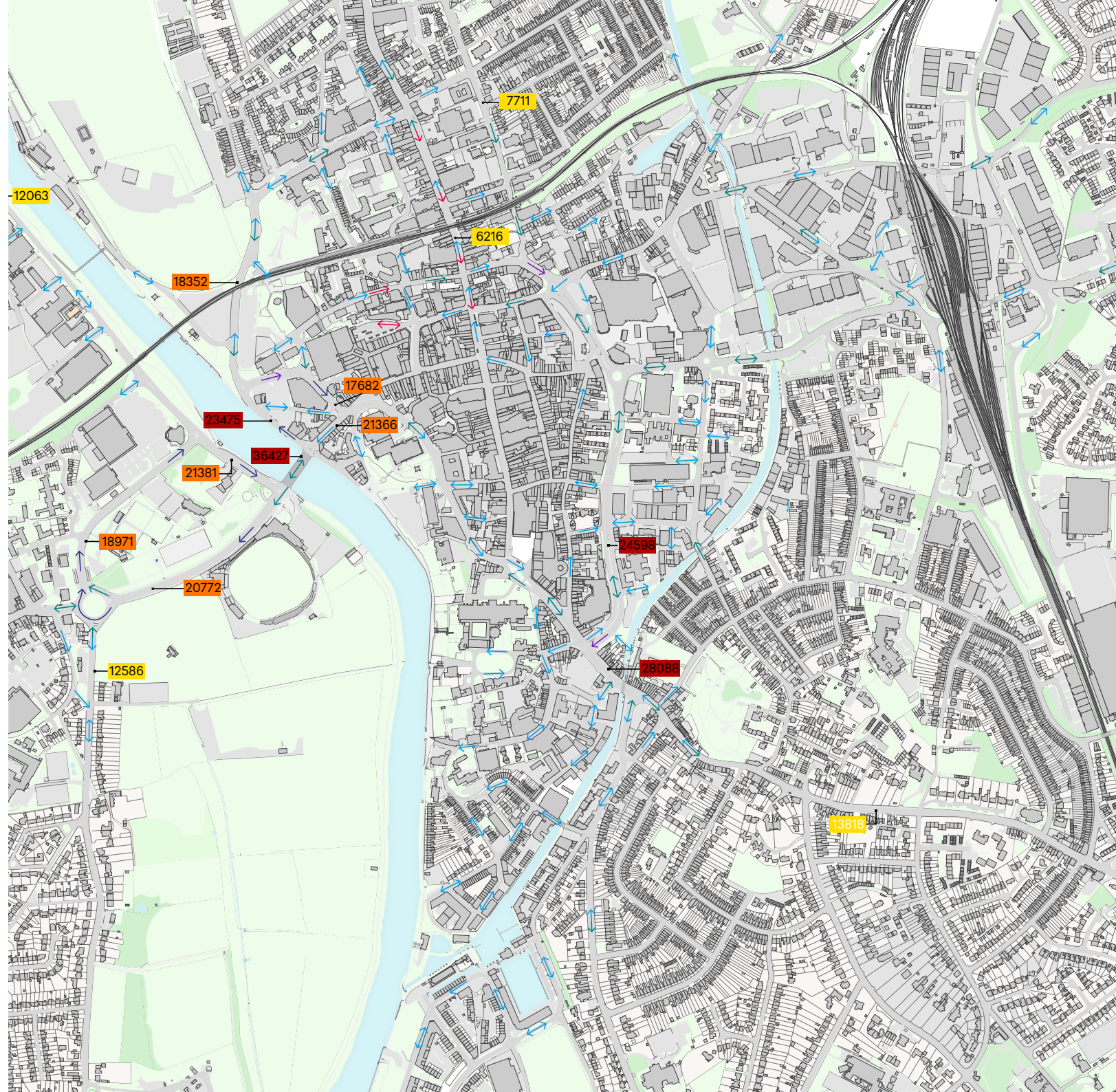


Figure 2.11 | Movement within city core | 1:10,000

Car parking

Car parking is a problematic and sensitive issue in Worcester, as indeed it is for many cities. In cities like Worcester where many people travel to the city from the rural hinterlands, car parking plays an important role in supporting the local economy due to movement by car being an ingrained habit.

Throughout Worcester city centre parking spaces are provided in a fragmented and uncoordinated manner. This is believed to contribute to Worcester's congestion problems, as drivers move from one location to another in an attempt to access preferred car parking locations.

Parking is provided within a number of small to medium surface car parks, with larger multi-storey car parks located at St Martin's Gate car park

and the Crowngate and Cathedral Square shopping centres.

Surface car parks are typically inefficient and inappropriate uses of city centre land and can be highly detrimental to the character of their context.

There are a number of small surface car parks on prime central land within the city centre. For example the Croft Road car park, where a unique environment adjacent to both the river and the Hive has been severely impacted through the surface car parking. The car park has impacted the space by degrading the quality of the environment through poor aesthetic dominated by vehicles, a lack of enclosure and no natural surveillance.

1. Surface parking at Cornmarket
2. Surface parking adjacent to River Severn
3. Surface parking adjacent to the ringroad



LEGEND

- ⋯⋯⋯ Shared surface
- - - - - Service yard
- Bus stop
- Loading bay
- Taxi

Car parking

- 000 Number of car bays available
- Surface car park (Pay and display)
- Surface car park (Other)
- Multi-storey car park (Pay and display)
- Multi-storey car park (Other)
- Formal on-street car park

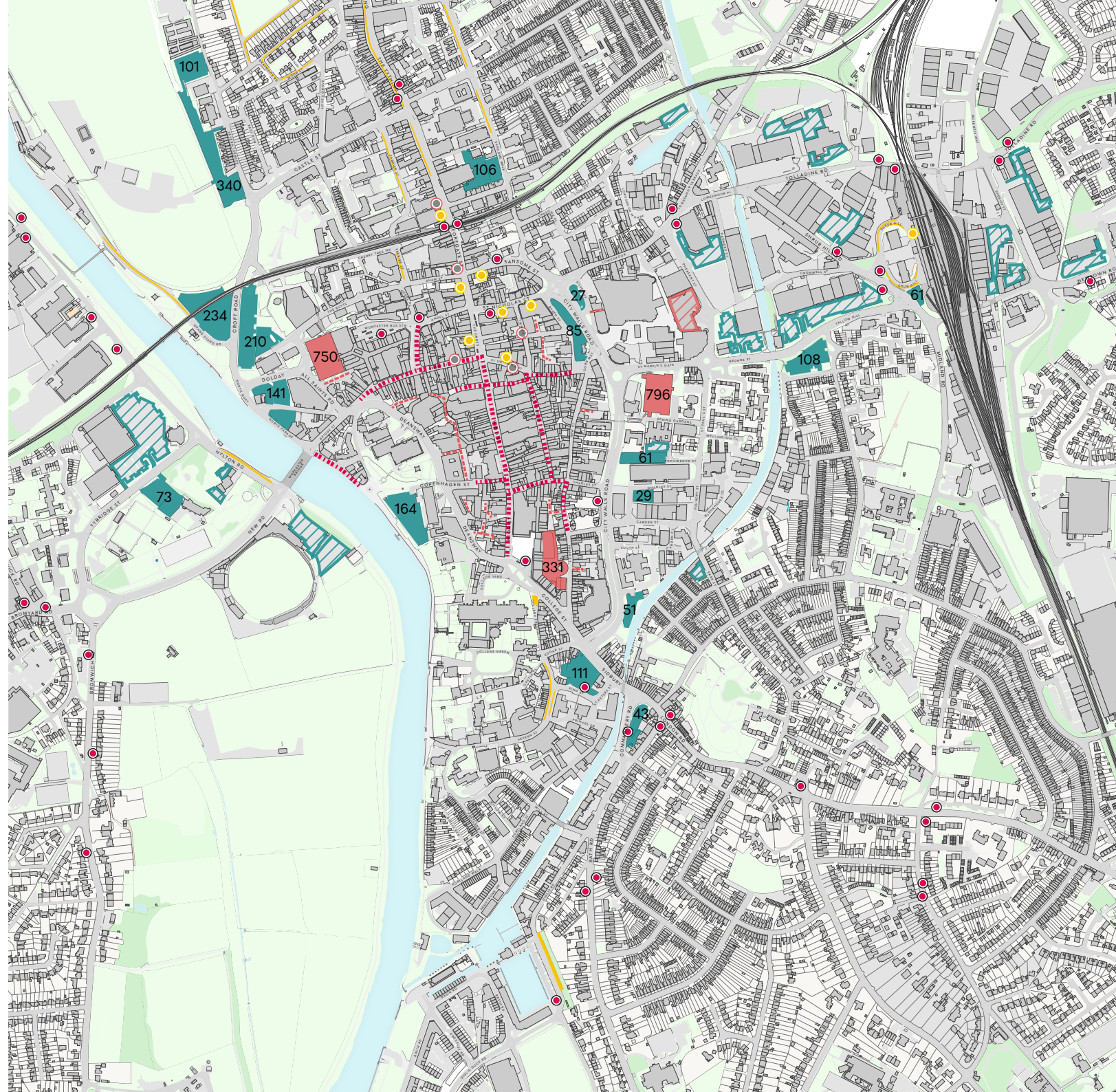
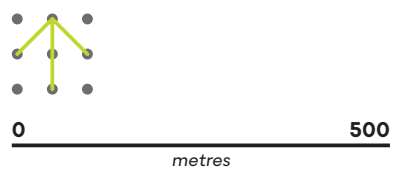


Figure 2.12 | Car parking | 1:10,000

Quality of built environment

Worcester, as a historic city, has a dense collection of buildings with an inherently high design, aesthetic, and material quality. These include landmarks such as the Cathedral and the Guildhall that provide striking visual and spatial orientation points for life in the city. The general streetscape is characterised by linear and rhythmic rows of properties with quality Georgian and Victorian frontages that are supplemented by important surviving medieval and Tudor structures. These historic structures are complemented by recent architecture including the Hive and King's School boathouse, both of which offer a sense of innovation.

However, the quality of built form in the city has suffered predominantly through late twentieth century interventions which have introduced

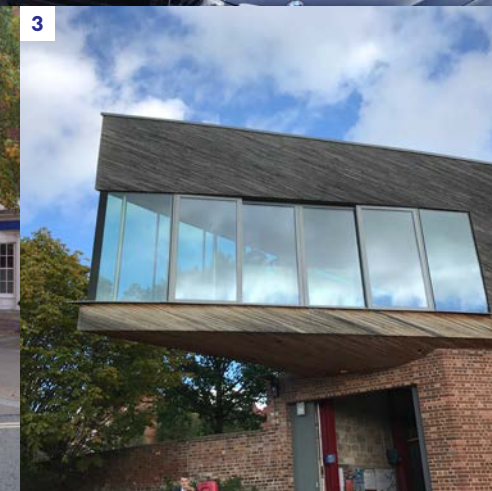
structures that are dominant in terms of scale and mass, utilising poor-quality materials, in such a way as to both overbear and sever the high quality frontages. Major examples include the bus station on Angel Place, large retail units on the Shambles, 1960s office buildings at the historic Shrub Hill railway station, and the large-scale demolition of Victorian canal-side properties around Garden and George Street for the construction of a utilitarian industrial estate.

Themes




The quality of a building encompasses:

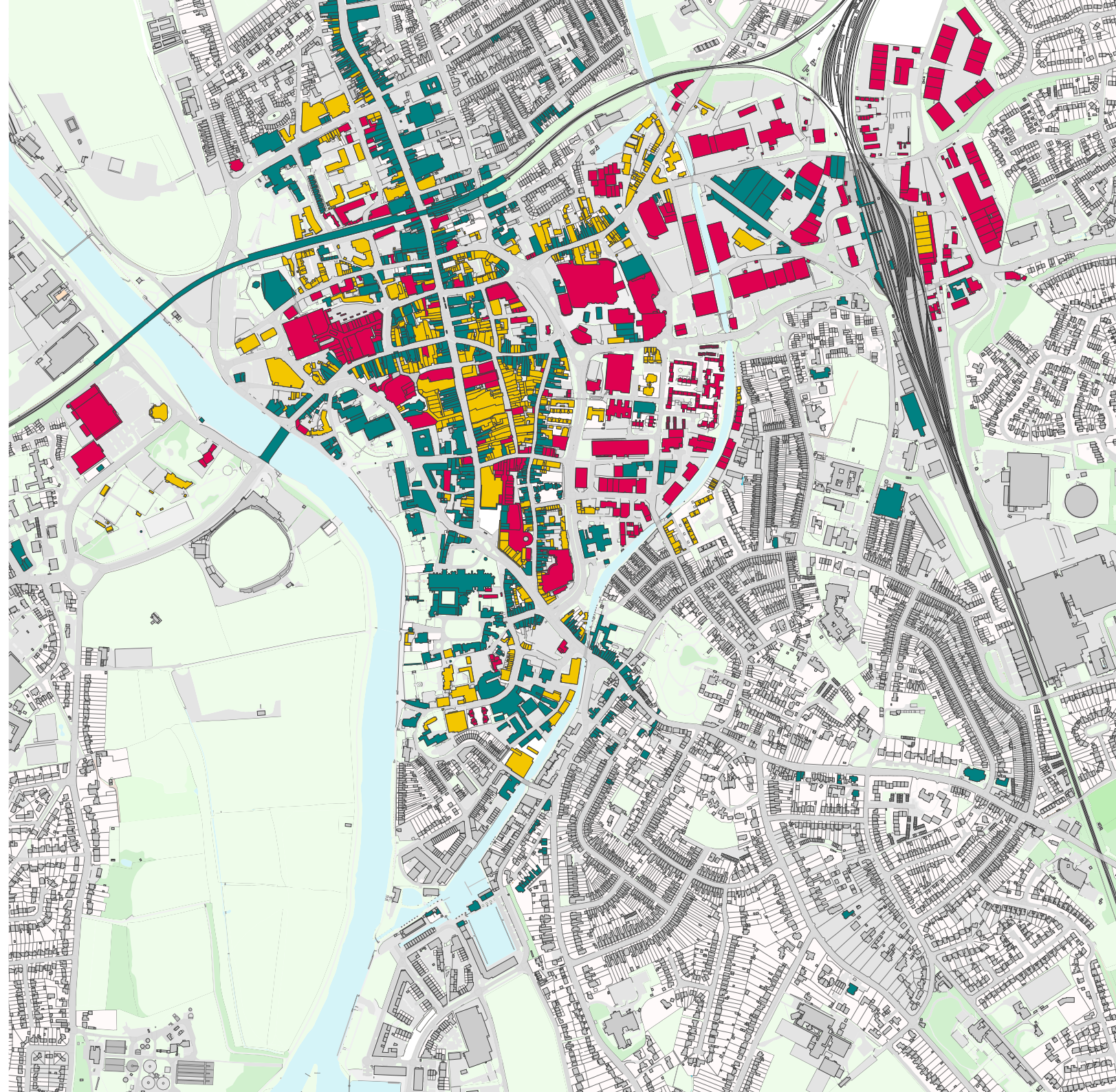
- Relationship with its context.
- Design and aesthetic.
- Impact on people's experience of a place.

1. Poor quality and active detractors
2. Neutral
3. Landmarks and active contributors



LEGEND

-  Landmarks and active contributors
-  Neutral
-  Poor quality and active detractors



0 500
metres

Figure 2.13 | Quality of built environment | 1:10,000

Considerations include:

- Legal protection: e.g. listed buildings.
- Scale: height, mass, density, hierarchy.
- Appearance: details and materials.
- Grain: enclosure, rhythm, permeability.
- Vitality: active v inactive frontages in main public areas.
- Legibility: anchor point, prominence in views and skyline, relationship to street orientation.
- Architectural ambition.

Criteria

Poor-quality/detractors (red)

- No legal protection.
- Significantly taller or shorter than dominant building heights,

overbearing mass and density, little relationship to built form in the street.

- Low quality materials and detailing.
- Inactive or dead frontages where you would expect them to be active (main streets, public squares, retail areas).
- Actively confuses legibility and negatively impacts orientation.
- Utilitarian design.

Neutral (amber)

- Generally follows the dominant building line, heights, rhythm, and sense of enclosure.
- Utilises contextual materials of reasonable/good quality.
- Orientated comfortably along the dominant street system.

- Inactive frontages in places they would not expect to be found (e.g. houses, residential streets).

Landmarks and contributors (green)

- Heritage assets (listed building, scheduled monument, locally-listed building).
- Innovative modern design.
- Defining feature on the skyline or an important spatial orientation point.
- Active frontage that encourages a vibrant use of space.

Built environment



Condition of built environment

An assessment was made of the condition of buildings in central Worcester. This assessment largely focused on the impression of frontages whilst identifying key individual buildings in a poor state.

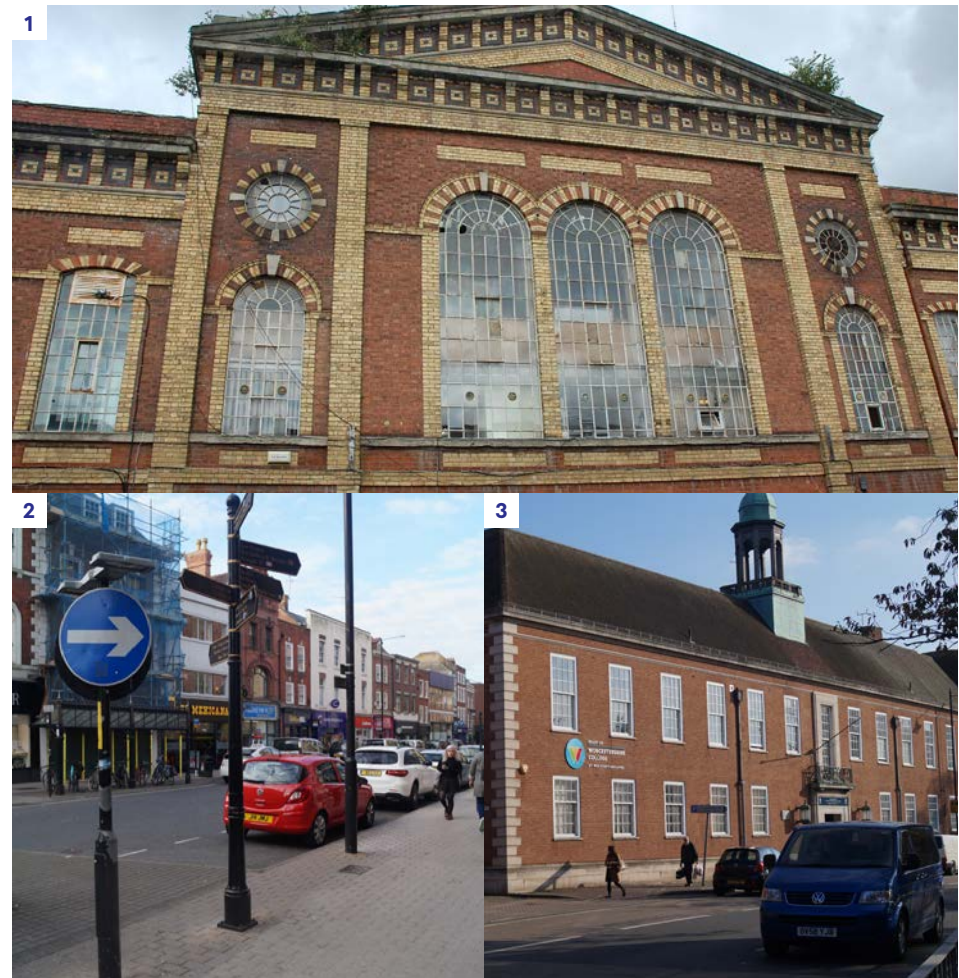
Whilst a large proportion of the city is in good condition, there are parts in which vacancy and redundancy, physical deterioration, and the encroachment of inappropriate and visually detrimental additions is becoming increasingly evident.

For example, a poor-quality office block on the Silver St car park is largely vacant which compounds its impact on the space, as is the historic engineering works on Shrub Hill.

Furthermore, the Lowesmoor conservation area is on the Historic England at-risk register with traditional

structures partially unoccupied and in a state of physical deterioration. Key frontages such as Foregate St and the Cross, both of which provide the primary gateway into the city,

1. Poor condition: the grade II listed Engine Works, Shrub Hill Road
2. Fair condition: visual clutter and signage, Foregate Street / The Cross
3. Good condition: the locally listed former police station, Deansway



LEGEND

- Good
- Fair
- Poor

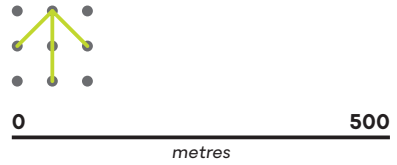
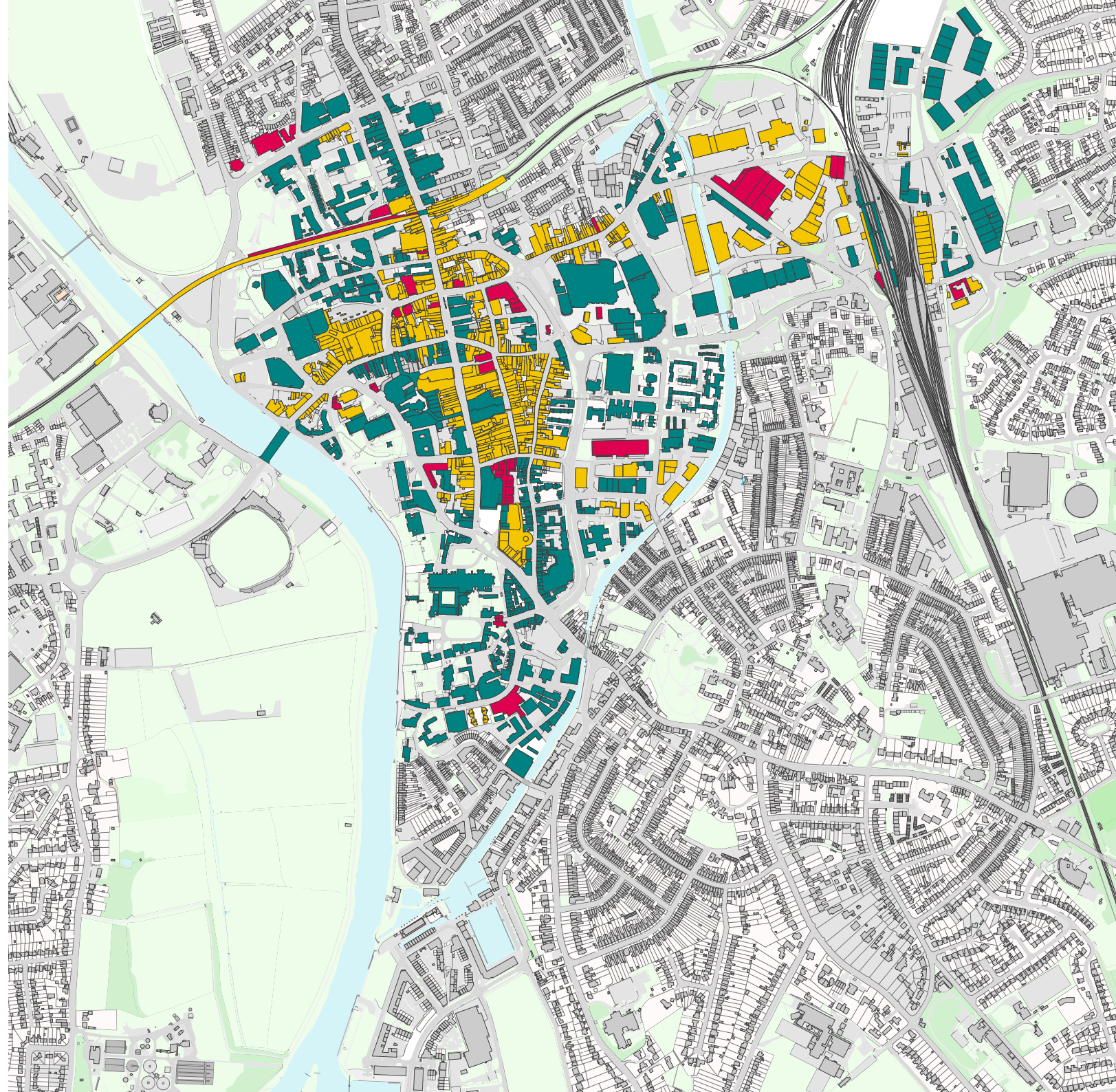


Figure 2.14 | Condition of built environment | 1:10,000

Building heights

Building heights are relatively consistent across the city, with few significant outliers in terms of scale and massing.

In particular, the historic core of Worcester has a largely consistent building scale range between three-four storeys that assists with the creation of a sense of unity within the townscape.

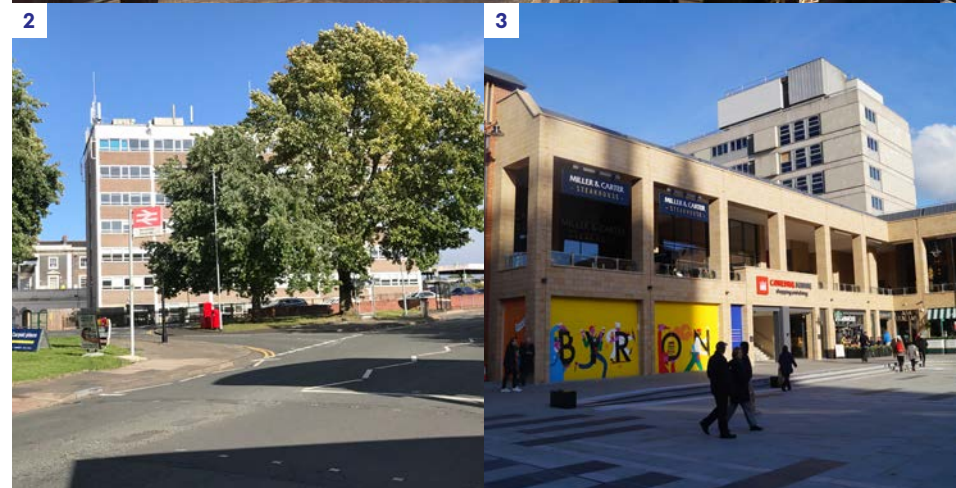
The increased height of buildings denotes the implied value of their location - which is further reflected by the narrow width of frontages, providing maximum opportunity for multiple occupants within the core of the city and generating significant activity in these key frontages.

Outside the city core, storey heights tend to be lower, where competition for land is not as strong. This is

particularly visible in large footprint industrial and retail buildings, such as those located to the north-east of the city close to Shrub Hill railway station.

Local landmark buildings in terms of scale include Worcester Cathedral, The Hive, a commercial building located directly outside Shrub Hill station and multi-storey car parks at St Martin's Gate and Cathedral Square shopping centre. Spires, such as Glover's Needle (St Andrew's Tower) are a key feature of the townscape and define a number of key views within, across and into the city.

1. City view, punctuated by spires
2. Commercial building, Shrub Hill
3. Cathedral Square shopping centre



LEGEND

- 1 storey
- 2 storeys
- 3 storeys
- 4 storeys
- 5 or more storeys

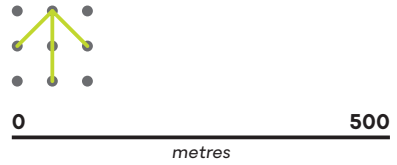
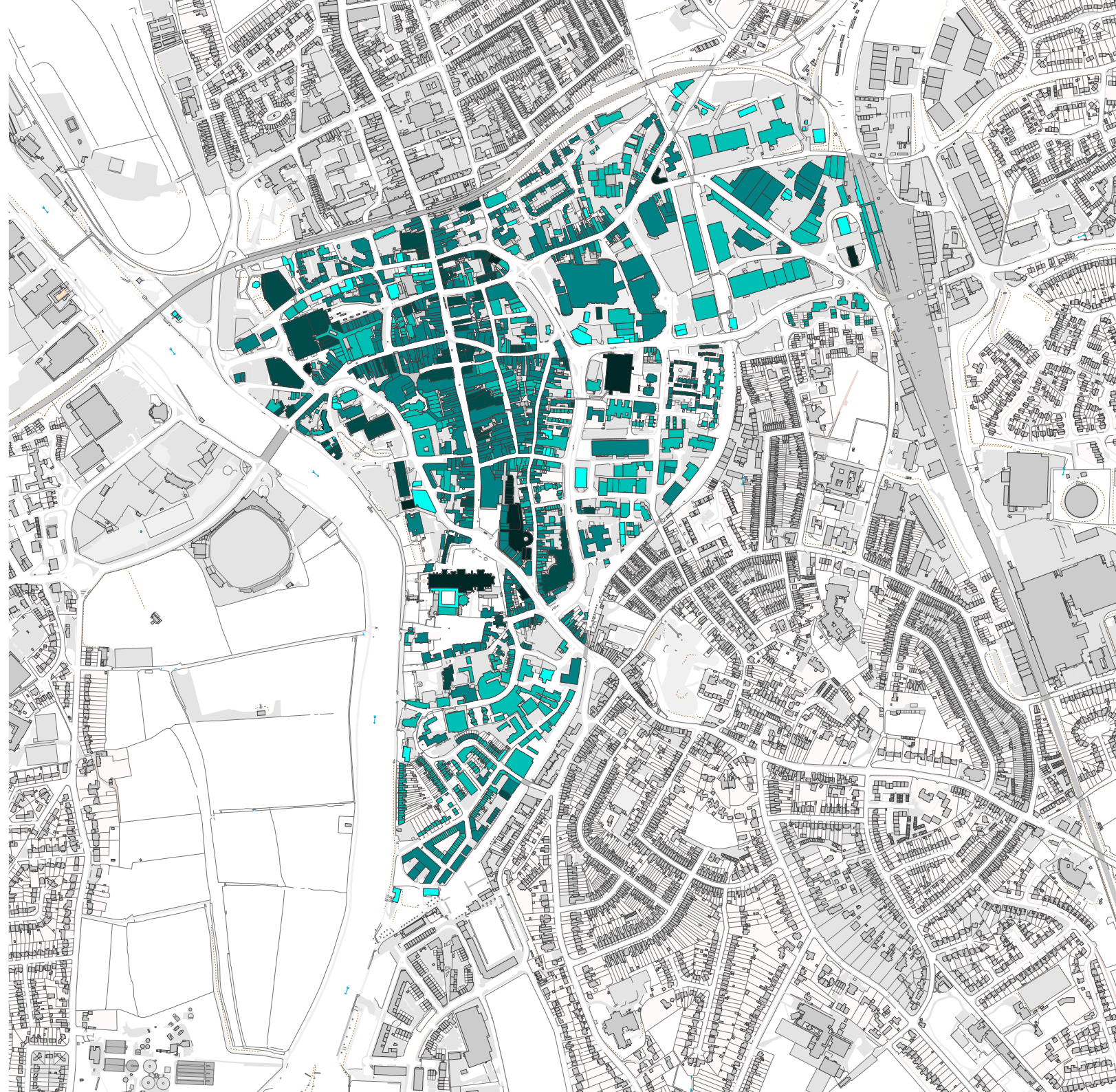


Figure 2.15 | Building heights | 1:10,000

Landmarks and key views

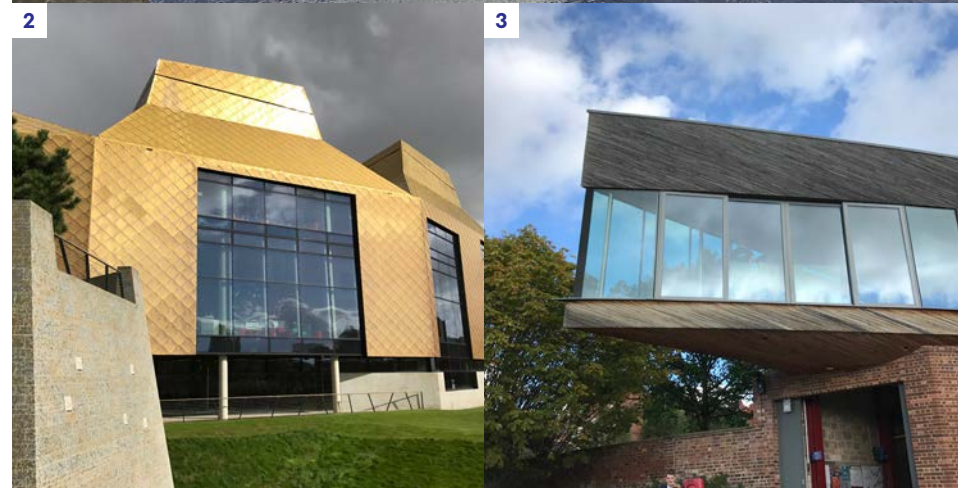
Worcester has a range of landmarks and key vistas and views that reveal themselves as you move around the city's streets, spaces and navigate its topographical changes.

Important landmarks include Worcester Cathedral, St Andrew's Tower, Worcester Bridge, the railway viaduct and Shrub Hill Station, with modern landmarks including The Hive and Boat House.



















Notable views include from Worcester Bridge and from Shrub Hill Station, where openness of view and topography respectively allow a wide panoramic view of the city.

- A** Worcester Cathedral
- B** Edgar's Tower
- C** Boat House
- D** St. Helen's Church
- E** Guild Hall
- F** St. Andrew's Tower
- G** Worcester Bridge
- H** All Saints Church
- I** Railway Viaduct
- J** The Hive
- K** St. Nicholas
- L** 1 The Cross
- M** 60 High Street
- N** St. Swithun's
- O** St. Martin's
- P** Engine Works
- Q** Shrub Hill Station

- 1. Worcester Bridge
- 2. The Hive
- 3. The boat house



LEGEND

-  Landmarks
-  Important vistas
-  Important views
-  Worcester Bridge
-  Bromwich Path
-  Fort Royal Park
-  Tallow Hill Street
-  Shrub Hill Station s
-  Railway Line
-  Foregate Street
-  Infirmary Museum
-  The Beach Park
-  Croft Road
-  Broad Street
-  Copenhagen St. Car Park
-  High Street
-  City Walls Road
-  Severn Way

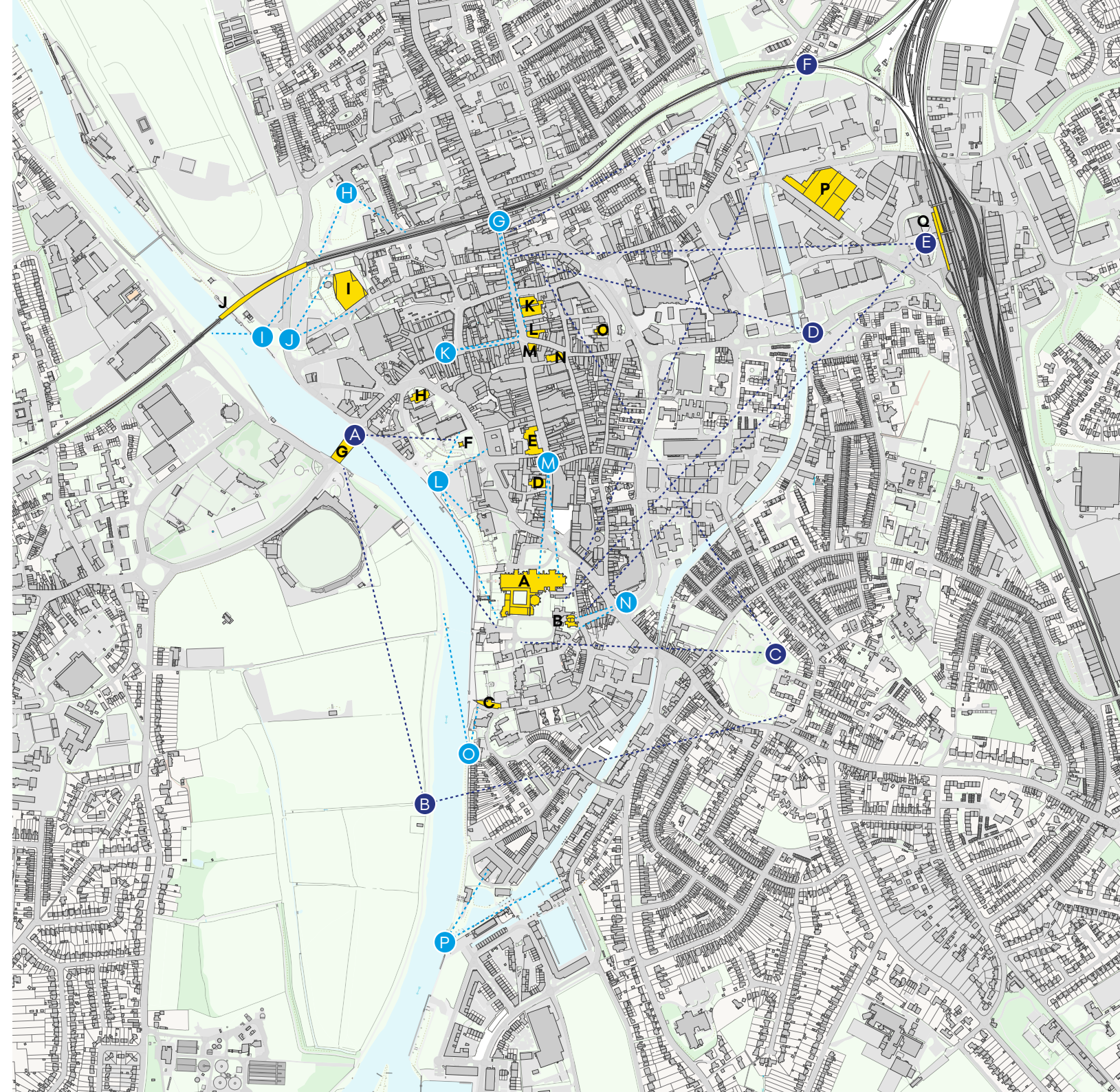
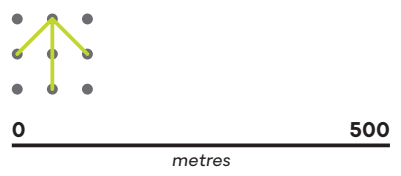


Figure 2.16 | Landmarks and key views | 1:10,000

Quality of public realm

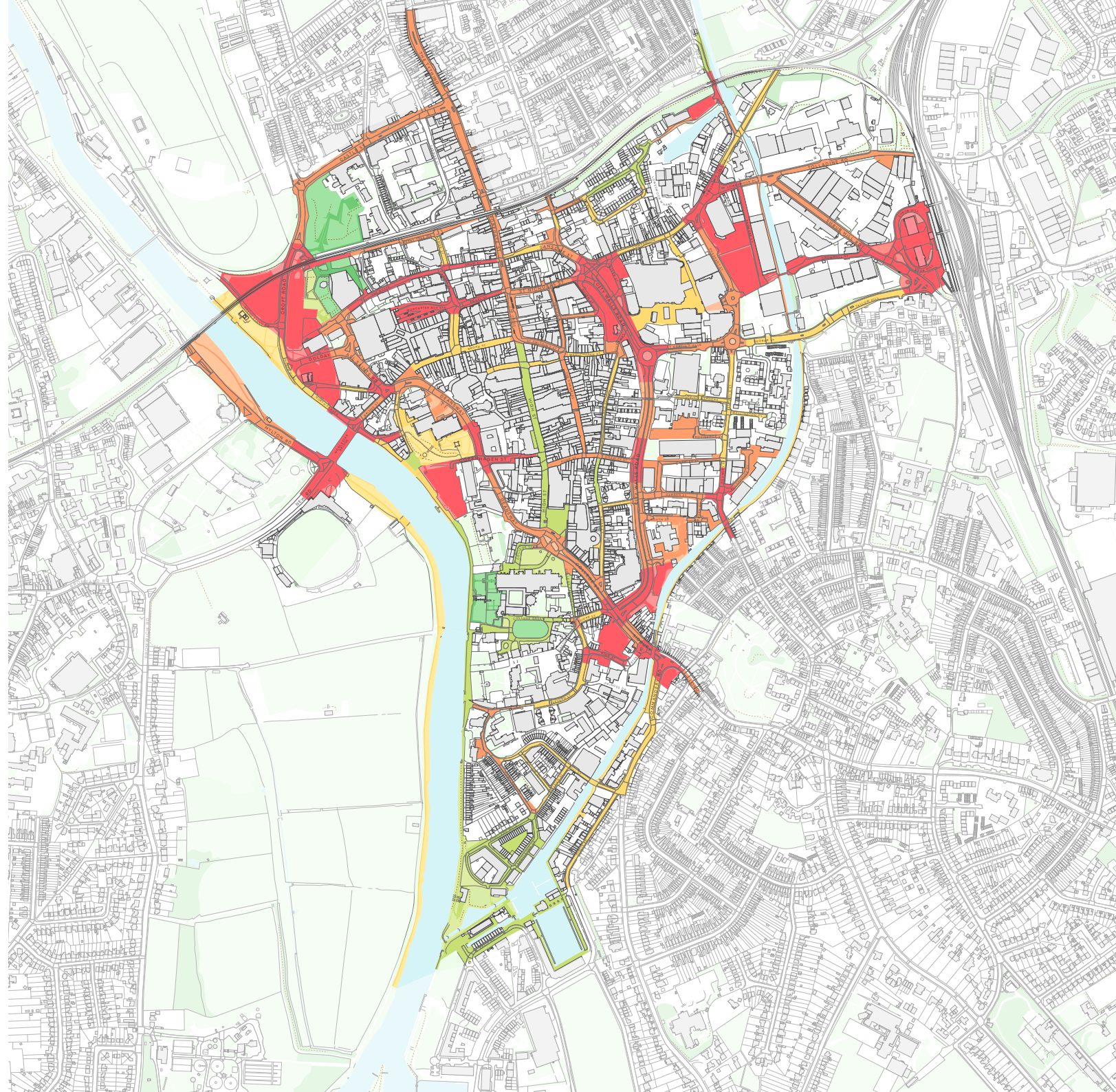
When assessing landscape and public realm quality the following space categorisations have been used with red being least desirable and green being most desirable in creating places for people. An objective assessment of the quality of the public realm was undertaken as illustrated in the plan opposite. This demonstrates variety in quality and where opportunities for enhancement may lie.

There is a distinct lack of cohesion to public realm design, with varied surface treatments present in close proximity to one another. A number of recent public realm schemes have been undertaken, including within the retail core and at Cathedral Square, which have each adopted a different design ethos and material palette. The integrity of historic streets has been

Space Categorisation	Quality of space / impact on senses	Typical characteristics
Red: very poor quality	<ul style="list-style-type: none"> Unsafe Feels unsafe Unpleasant Physically difficult to access 	<ul style="list-style-type: none"> Significant conflict between pedestrians and traffic Impact of noise Poor micro-climate Poor natural visual surveillance Lack of active edges Poor legibility Poor quality materials/ planting Place you go to pass through but not to linger No leisure and social activities
Amber: poor quality	<ul style="list-style-type: none"> Can be uncomfortable Generally, feels safe except at conflict points 	<ul style="list-style-type: none"> Conflict between pedestrians and traffic Spaces dominated by vehicles Limited passive surveillance/ inactive frontages Limited opportunity for social and leisure activities
Yellow: moderate quality	<ul style="list-style-type: none"> Feels safe and comfortable 	<ul style="list-style-type: none"> Traffic and vehicles do not dominate Some active frontages and good surveillance Opportunities for some social and leisure activities
Light green: good quality	<ul style="list-style-type: none"> Pleasurable attractive environment 	<ul style="list-style-type: none"> Pedestrians and cycles have priority Low traffic speeds High quality materials and planting Space that encourages leisure and social activities and dwell time.
Dark green: high quality	<ul style="list-style-type: none"> High quality space Space is a draw in its own right 	<ul style="list-style-type: none"> No vehicle conflicts Human scale with priority for the pedestrian High quality materials and planting Provides a legible space Active edges and good natural visual surveillance Space people want to gather and hang out Space that has a positive impact on all the senses Enhances setting of buildings

LEGEND

- Very poor quality
- Poor quality
- Moderate quality
- Good quality
- High quality



0 500 metres

Figure 2.17 | Quality of public realm | 1:10,000

blighted in places by aggressive road markings and streetscene clutter.

From our initial assessment the following areas have a very poor quality public realm:

Worcester Bridge and environs

The level of traffic and lack of any pedestrian priority makes this area feel unsafe and unpleasant and not somewhere you want to linger.

Copenhagen Street link to High Street

This is an important link from the High Street to the River Severn which is severed by A44 Deansway and is dominated by car parking adjacent to the river.

Sidbury/ A38 City Walls Gateway

This gateway and radial route along A44 London Road does not provide a good first impression of

the city. In particular the width of the carriageways and junction with the City Walls Road results in an environment which is dominated by traffic making it a place to pass through as a necessary activity rather than a place for leisure and social activities.

Queens Street/ Silver Street Car Park

This gateway from Lowesmoor is a space dominated by car parks and highway infrastructure. Pedestrian and cycle priority is poor and combined with a poor sense of enclosure makes the space feel unpleasant and unloved.

City Walls Road/ Charles Street link

Charles Street has been severed by City Walls Road resulting in connections to employment and residential areas to the east of

Worcester feeling isolated from the town centre.

Pheasant Street/Lowesmoor Terrace/ First City depot

Pheasant Street at the rear of the Asda multi storey car park and the public realm around Lowesmoor Terrace, First City depot are not legible and are hindered by actual physical barriers.

Cromwell Street link

The link from Shrub Hill station to the city centre along Cromwell Street has the opportunity to be a high-quality pedestrian route but currently inactive edges and poor-quality materials have degraded this route.

Shrub Hill Station

The public realm around Shrub Hill Station is particularly poor with both barriers to movement and a lack of any

1. Riverside
2. Cathedral Square shopping centre
3. Retail core public realm scheme
4. Retail core public realm scheme
5. View blighted by double yellow lines
6. Some examples of material weathering
7. View blighted by road markings
8. Some examples of material weathering

sense of arrival. Opportunities exist to provide a new arrival space and better desire lines for pedestrian movement.

Consideration will also need to be given to areas of poor quality highlighted in orange. Our aspiration is to uplift all areas to be either moderate, good or high quality.

Public realm



STRENGTHS

- Unique history
- Intact, high quality historic environment
- A number of historic visitor attractions
- Sports, including county cricket and racecourse located within the city core
- A number of quality household brands associated with the city
- A number of successful modern businesses located in or near the city
- River and canal front location
- Strategically well connected by both road and rail
- Diverse land uses within city core
- Educational uses, in particular the university and college add vibrancy to the city
- Well connected city centre street network
- Walkable and attractive city core

WEAKNESSES

- Congestion and unnecessary through traffic
- Vehicle dominance affecting key city centre assets and links between them
- Congestion on approach roads
- Frequency of rail services to key locations
- No park and ride serving Worcester city centre
- Lack of segregated connected cycle network
- Severance for pedestrians between key city centre assets
- Lack of frequent crossing facilities on key routes for pedestrians
- Lack of frequent seating on key routes for pedestrians
- Quality of public realm at key locations within the city centre
- Relationship between Shrub Hill train station and the rest of the city
- Quality of environment around Shrub Hill train station
- Air quality

OPPORTUNITIES

- Embrace the opportunity presented by the river and canal
- Maximise opportunities presented by existing city centre development sites for (see development sites plan over page)
- Reconnecting key city centre assets through high quality public realm (see public realm aspiration plan over page)
- Maximise the city's heritage offer to increase visitor numbers and tourism spend
- Create a high quality employment destination
- Potential for additional river crossings
- Radically alter movement patterns through major new infrastructure
- Rationalising car parking to free up river front areas, improve parking quality and choice and reduce vehicle circulation
- Midland Connect identifies an opportunity for strategic east-west infrastructure investment
- Investment aimed for capacity enhancements, transport technology, and travel choice
- Create new innovation and start-up space in supporting a historic and cultural environment
- Local rail services being able to use new high speed rail lines
- Worcester Growth Corridor identified – anticipated to attract business
- Worcester Parkway Train Station
- Potential for further arts/ leisure/ heritage led attractions

THREATS

- Flooding
- Potential for loss of heritage significance through new development
- Increase in the vehicle impact in the city centre on congestion and air quality
- Increased population leads to greater congestion
- Increased demand on rail lines without upgrades to signalling and capacity
- Lack of funding for infrastructure projects
- Complicated land assembly in certain locations
- Lack of private sector investment

Opportunities

This plan shows the aspiration to deliver a high quality public realm throughout the city, including the key target locations.

LEGEND

- Very poor quality
- Poor quality
- Moderate quality
- Good quality
- High quality



0 500 metres

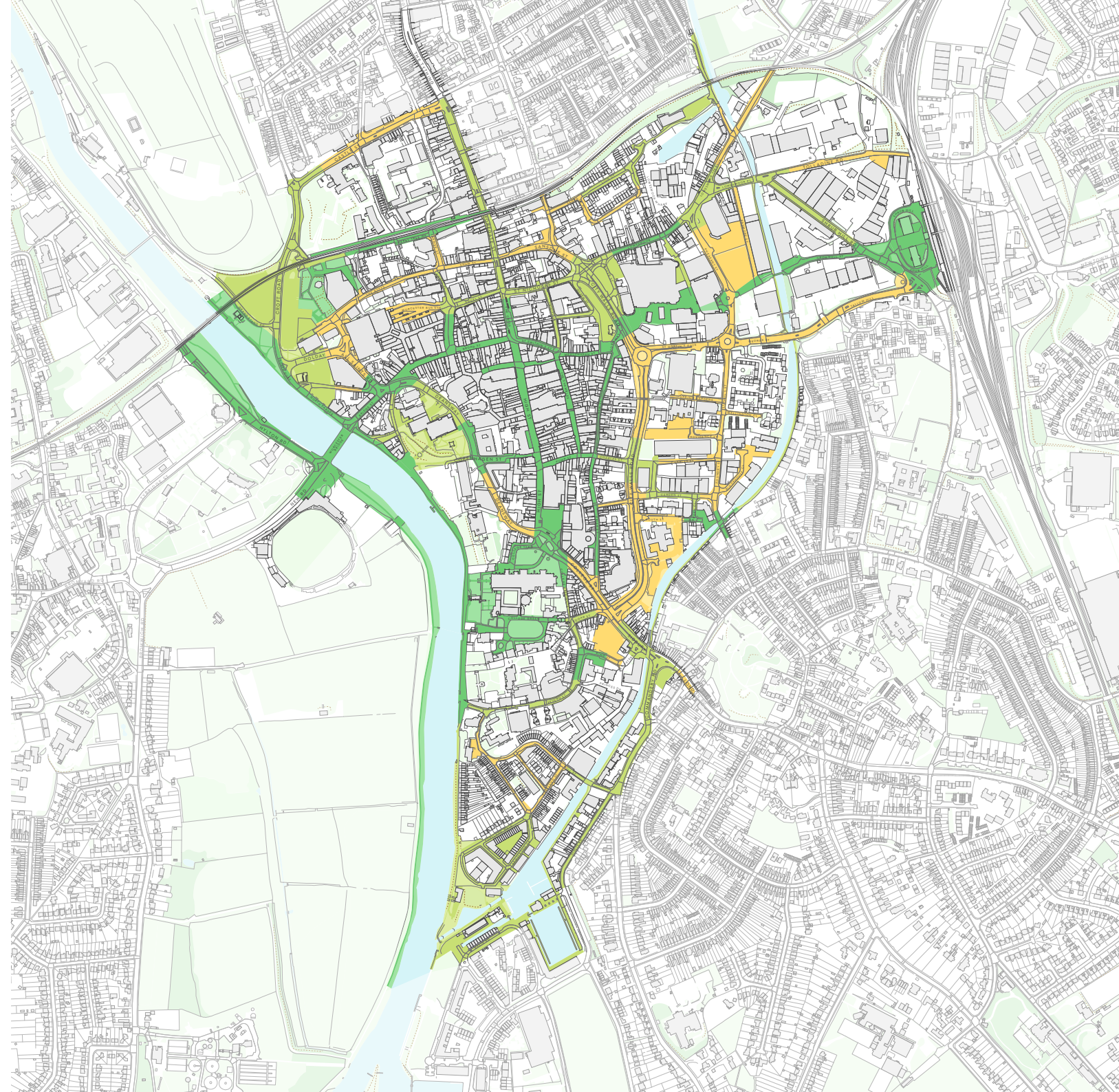


Figure 2.18 | Aspiration for quality of public realm | 1:10,000

Opportunities

This plan shows key strategic development intervention opportunity areas.

LEGEND

- ① Copenhagen Street car park
- ② Hylton Road
- ③ North Quay/ Newport Street
- ④ Croft Road
- ⑤ Friary Walk shopping centre
- ⑥ King Street car park
- ⑦ Queen Street/ Silver Street
- ⑧ Carden Street
- ⑨ Lowesmoor Wharf
- ⑩ Padmore Street/ Cromwell Street
- ⑪ Shrub Hill
- ⑫ Sherriff Street



0 500 metres

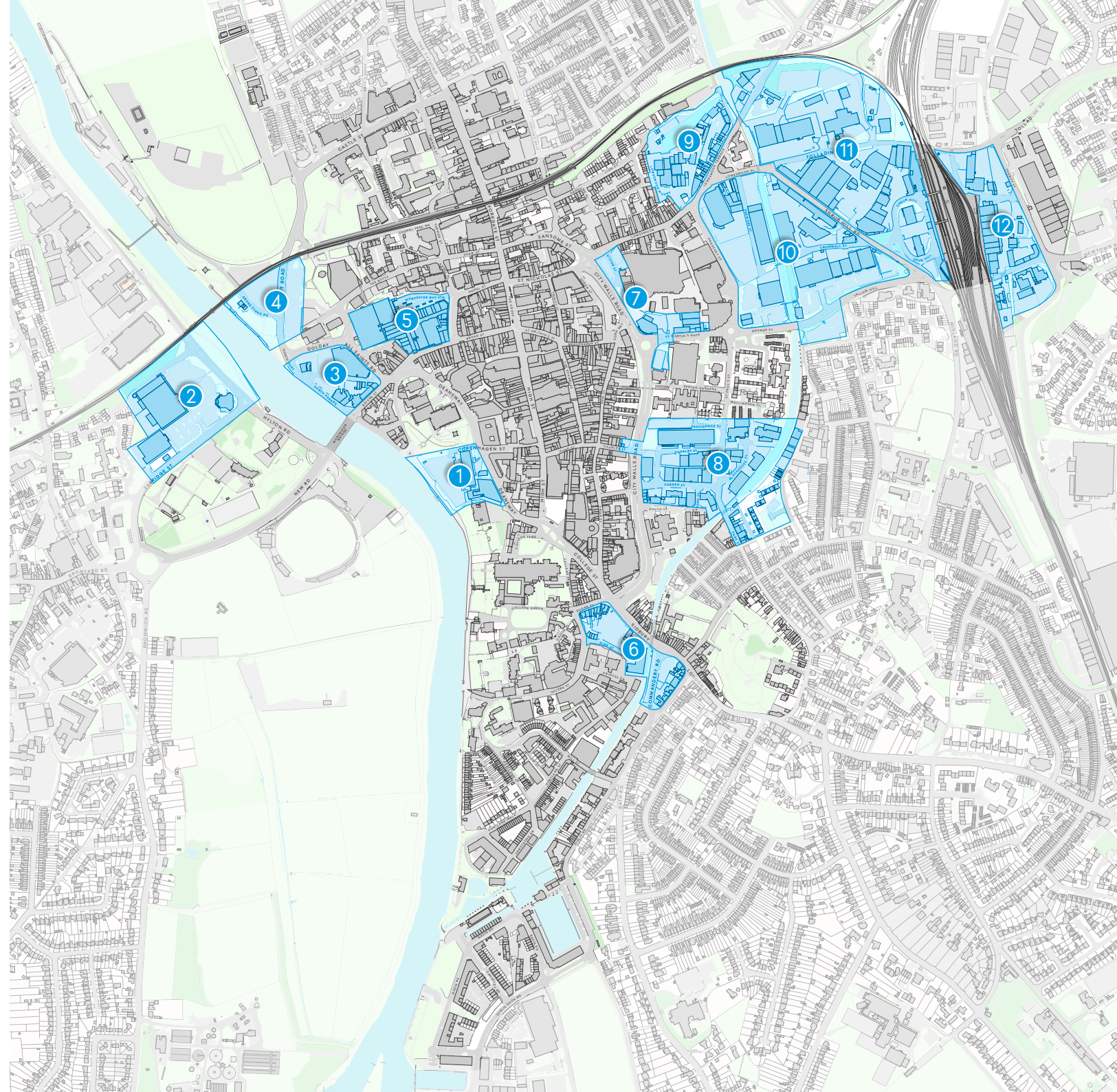


Figure 2.19 | Identified development sites | 1:10,000



3

Big ideas

- 1 Setting the scene
- 2 Seeing the wider picture
- 3 Big ideas**
- 4 The masterplan
- 5 Making it happen

Big ideas

Introduction

Our holistic review of the city, its key issues and opportunities, together with the significant level of stakeholder engagement that we have undertaken has led to the production of a series of ambitious 'big ideas' which will be explored in more detail as a mechanism for delivering the city's opportunities through specific design responses.

These big ideas seek to clearly define why Worcester is a destination of choice for living, working, visiting and investing in.

Worcester already has an ambitious and unique city vision established by the Worcester City Plan 2016 which provides an established framework for the big ideas to work within. Our stakeholder testing has demonstrated the legitimacy of the principles within 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.

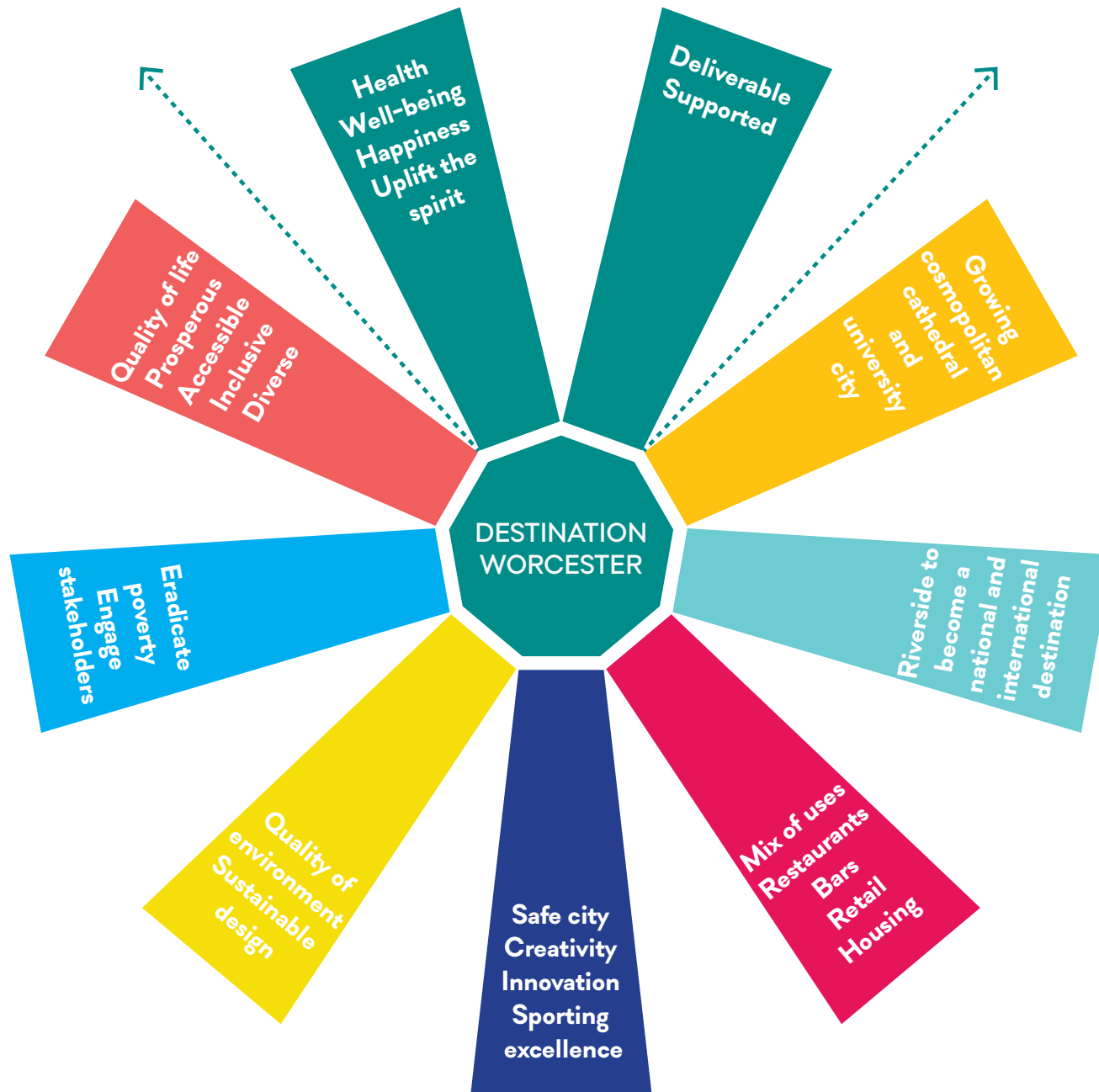
Worcester will remain a safe city with a strong base of creativity and innovation and growing reputation for sporting excellence for people of all abilities.

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".

We have added the following two principles 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

By prioritising the principles of ‘Destination Worcester’ as the recurring theme throughout all of our design work, we will ensure that the resultant masterplan is right for the city of Worcester.

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, as informed by our extensive stakeholder consultation.

The diagram opposite shows these Big Ideas, which are described below:

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.



Brand Worcester

We consider that there is benefit in the creation of a 'brand' proposition for the masterplan which will generate a strong and legible image of the city to set it apart from its competitors.

This would generate local pride in those already living and working in the city by acting as a reminder of its unique qualities and its ambition to evolve.

It would also generate excitement in the city as a development and investment opportunity to UK and overseas investors.

Finally, it would assist the process of defining Worcester as a unique visitor destination with something to offer people of all ages.

Embracing waterside

This idea involves identifying opportunities to radically enhance Worcester's relationship with its water assets: the River Severn and the Worcester Canal, through identification of development opportunities, public realm enhancements and appropriate leisure activities to reconnect people with the water.

Smart city

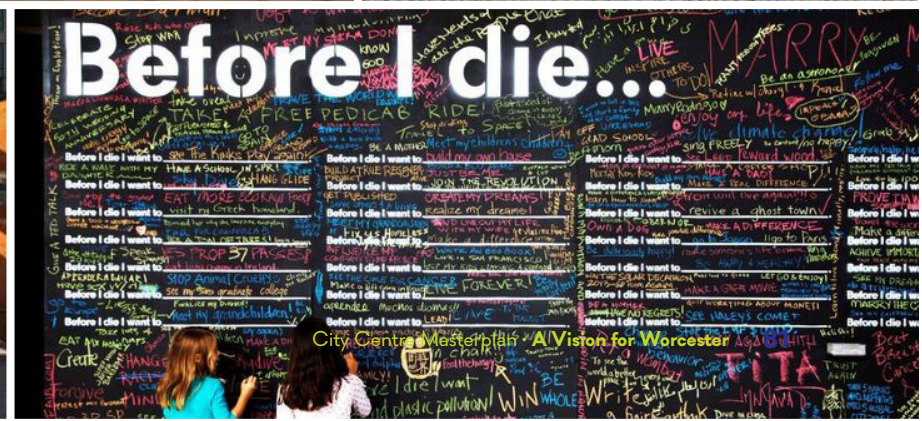
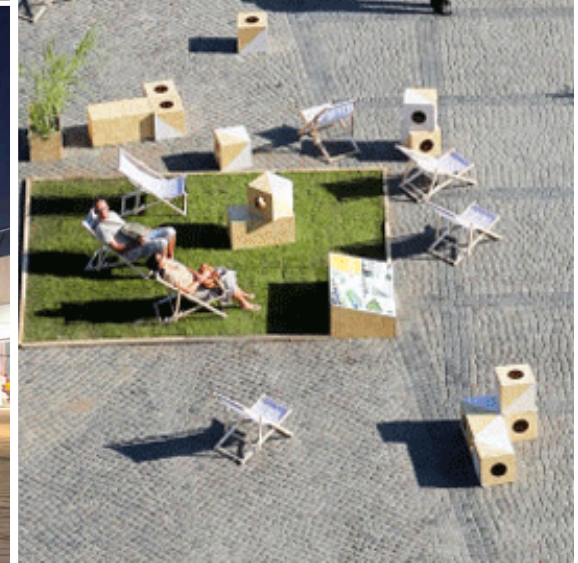
This idea is all about celebrating knowledge, innovation and invention. Our goal is to instigate innovative and pioneering projects that embrace new technology so that Worcester is seen as a leader not a follower.

Smart City principles seek to identify opportunities to utilise technology and data capture to improve the functional performance of the city and the lives of its people. We want to define projects that will make people sit up and take note of Worcester.

Bold, innovative projects could come to define Worcester in the 21st century, be it redefining the relationship the city has with flooding or truly embracing the potential of Smart City technology, making the city centre a test bed for the use of real time responsive data to drive performance and enhance the

wellbeing of its citizens. This could include collaborations with the University and colleges.

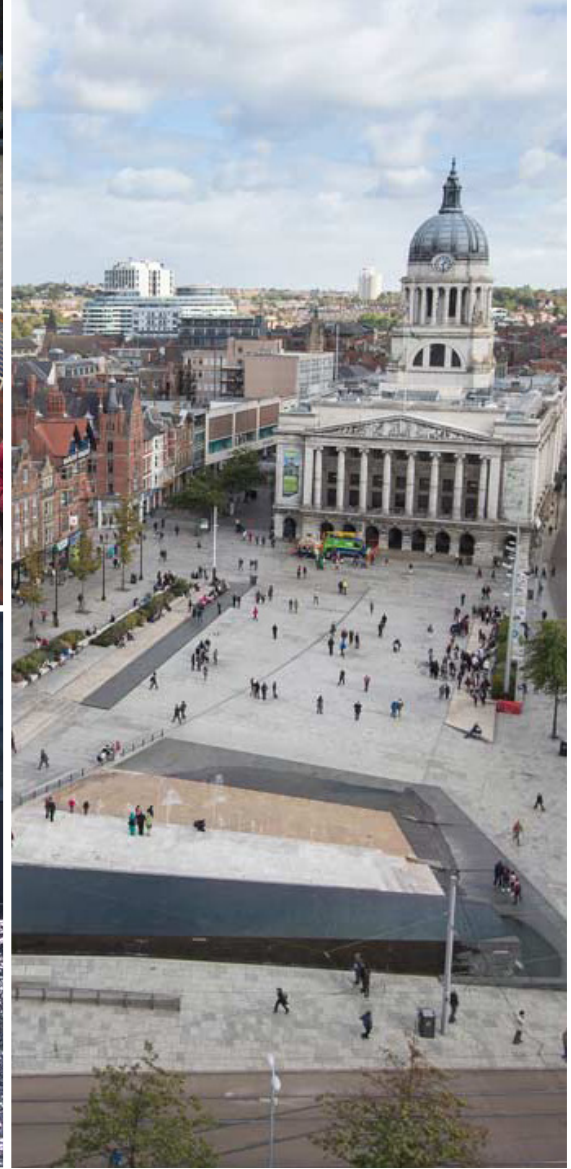
Inspiration



Inspiration



Inspiration



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 which are illustrated over the following pages.

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.

Riverside

The riverside at present includes large areas of open space, leisure assets and some major development opportunities.

The character of proposed development in this area should seek to promote interaction with the river, reversing the city's current relationship with this key feature.

Development can achieve this through providing usable and attractive external spaces, a mix of uses and large windows onto the river.

Public realm intervention at the riverside needs to be of the highest possible standard to meet the objectives of Worcester's City Plan

and result in the riverside becoming a national and international destination.

City core

The historic core of the city has relatively few large scale development opportunities, but many areas where public realm interventions may prove significant.

New development in the city core should be particularly sensitive to its historic character, with building form determinants such as building lines and the scale and massing of development, taking cues from the historic environment.

Where appropriate, material palette and elements of detail may also prove useful as points of reference for new development, however this does not preclude in any way contemporary design from playing an important role.

Canalside

The canalside area is a key opportunity from a development perspective, with multiple sites identified and the opportunity to connect them via an enhanced towpath, creating a unified and cohesive waterside quarter.

New development should be contemporary in design, but take material and scale cues from the existing. Precedents should be drawn from best practice European examples of canalside development, such as the Dutch cities as well as better examples of more local development such as Birmingham city centre.

Development should create active ground floor space, with external seating (particularly on south facing spaces) with sufficient scale to built development to promote enclosure of spaces and the water itself. Residential

accommodation should play a key role as a means of enlivening the area.

The creation of a safe, well lit and continuous stretch of towpath should be a key priority for the public realm.

Shrub Hill

Opportunity for a new defined quarter around the hub of Shrub Hill station, where significant areas of land are available to deliver a critical mass of development.

This area will provide office led mixed use accommodation at a key location, close to rail infrastructure and in a point in the city's highway network that should not lead to overloading of capacity within the city core.

New development should provide grade A office development, allowing Worcester to diversify its existing employment offer and create a

more sustainable mix of city centre development.

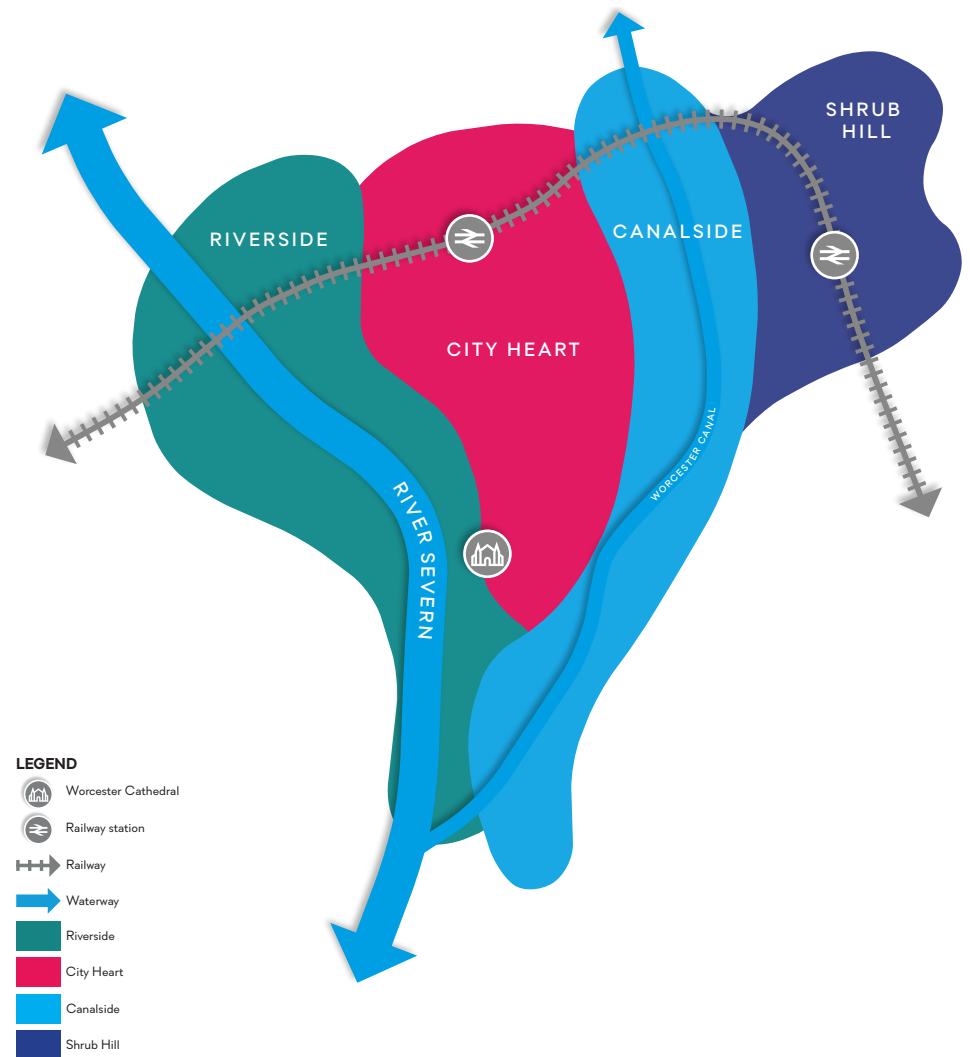


Figure 3.1 | Design principles: city quarters | NTS

An accessible city

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

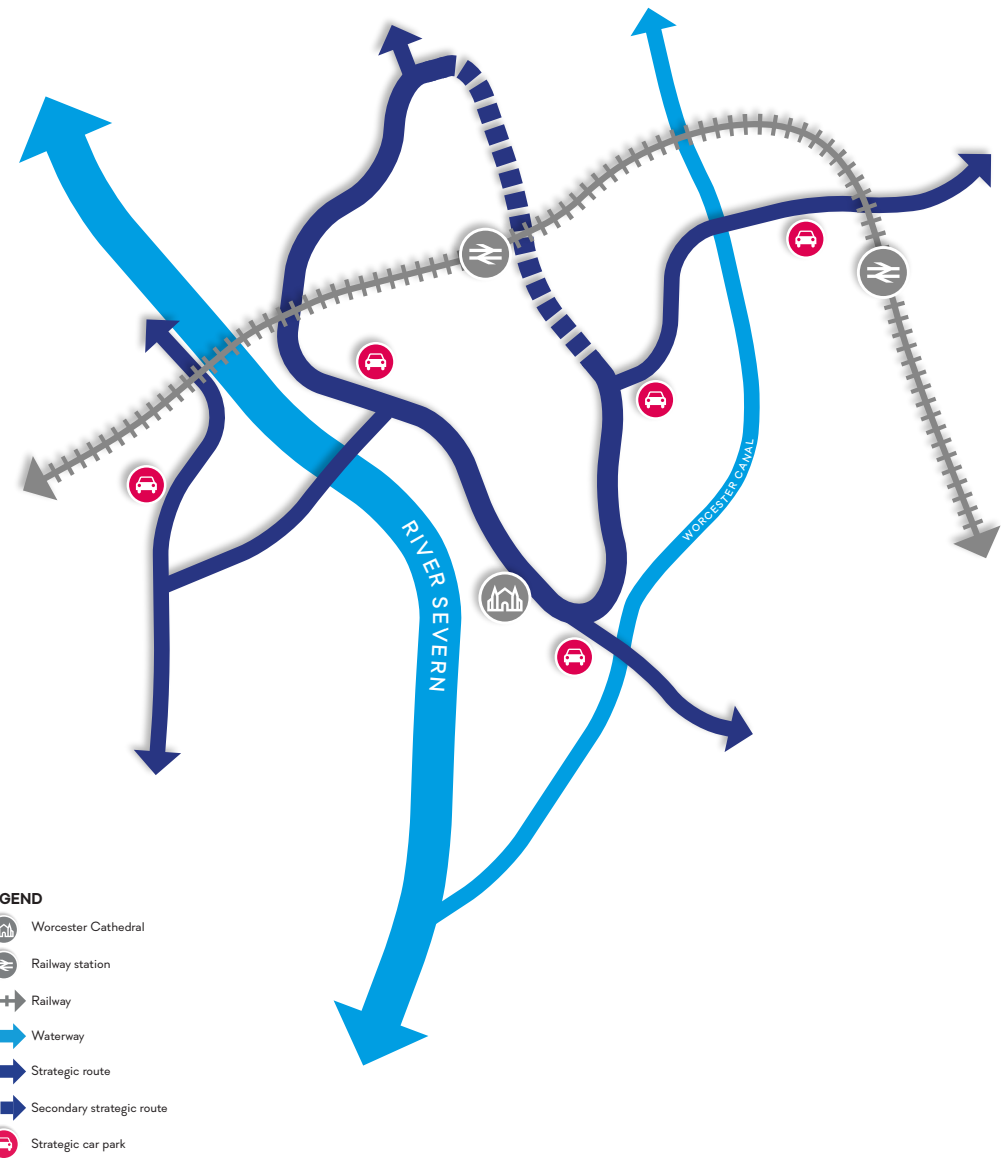
The masterplan has focussed on the creation of a coherent and legible movement network that allows vehicles to move freely and logically to key destinations within the city.

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, allowing safe and convenient facilities for people choosing to arrive by car.

This will be supported by clear signage identifying onward routes on foot to the city's key assets.

In places, these measures will involve adaptations to the function and appearance of the existing highways infrastructure. This is anticipated to include the removal of sections of gyratory traffic to create a more human environment that is simultaneously more respectful to the setting of the city's heritage assets along the riverside.

It will also consider options to widen pedestrian routes along streets where, at present, there is poor quality pedestrian environment



- LEGEND**
- Worcester Cathedral
 - Railway station
 - Railway
 - Waterway
 - Strategic route
 - Secondary strategic route
 - Strategic car park

Figure 3.2 | Design principles: accessible | NTS

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.

A consistent, high quality material palette is to be specified for public realm works, to promote the creation of a cohesive urban environment.

These materials could have a degree

of variety to reflect the four city quarters, as a means of reinforcing their individual identities.

Materials will be selected on the basis of their suitability for the historic environment, their durability and the proposed use.

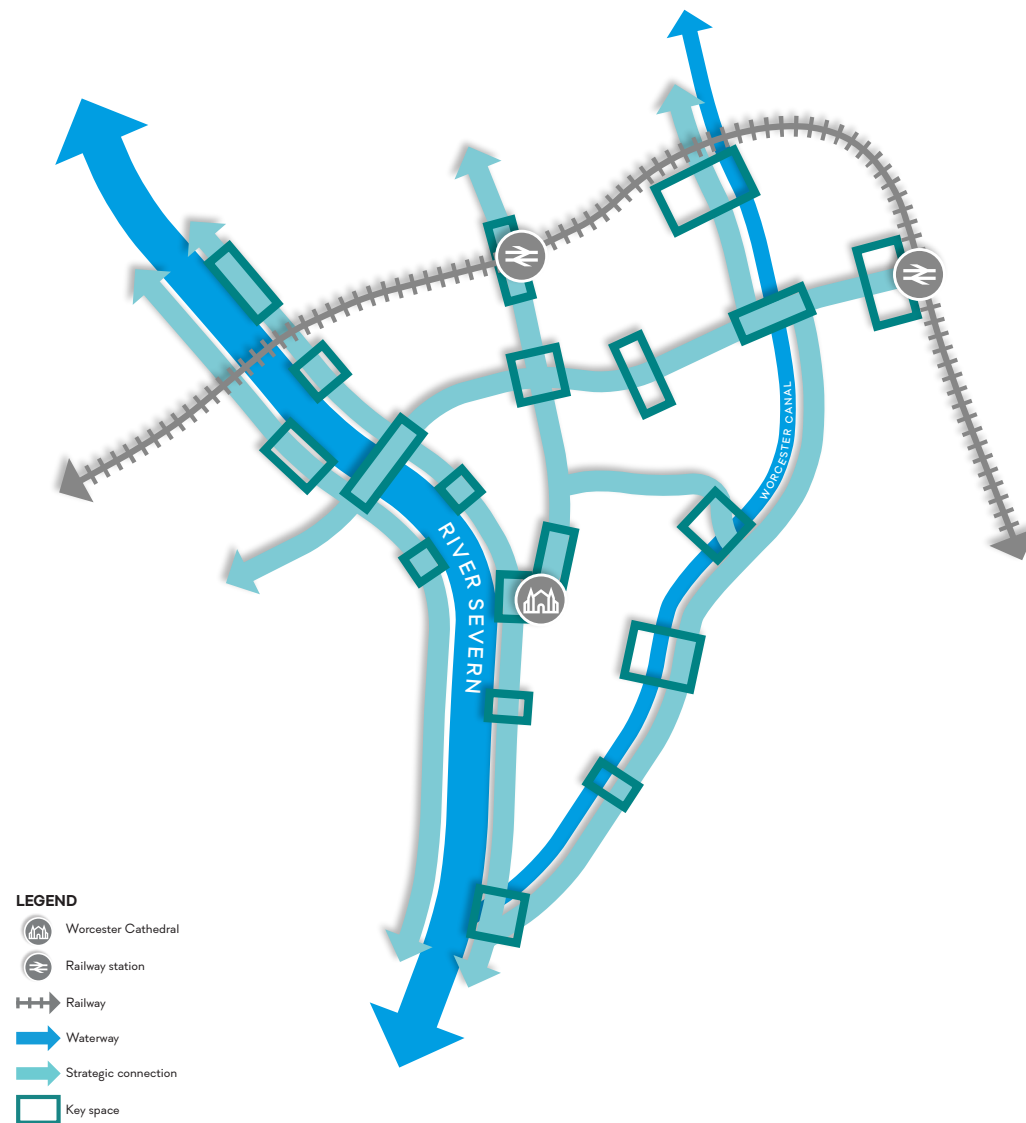


Figure 3.3 | Design principles: emphasising townscape | NTS

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.

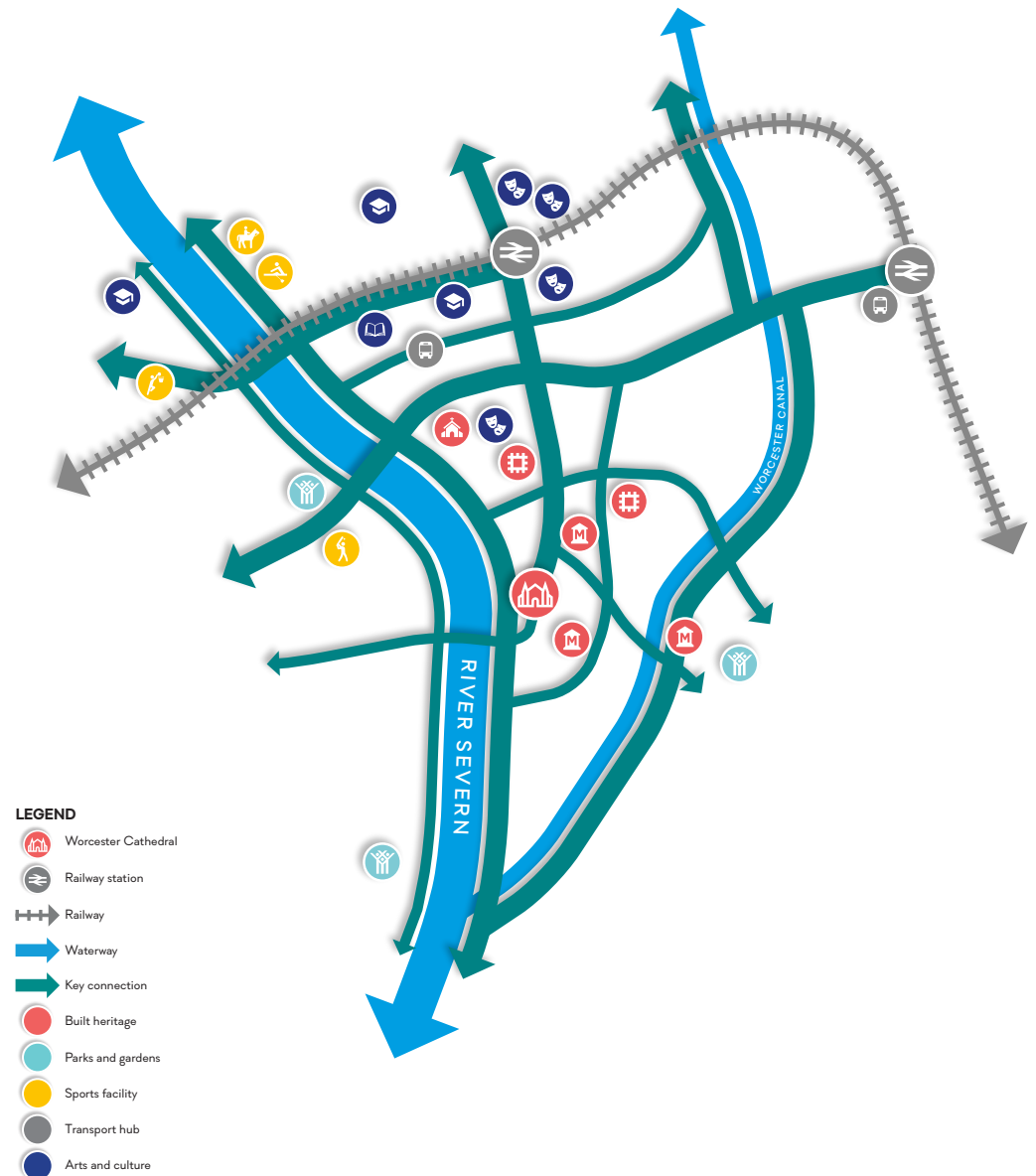


Figure 3.4 | Design principles: walkable and connected | NTS

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.

New 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.

The addition of new development, together with the radically enhanced public realm environment and the reduced negative impact of highways

on the city will collectively lead to a 'city of postcard views'.

These measures will allow Worcester to rival national exemplars of historic urban environments such as York, where attention to detail at all levels results in an almost universal postcard view throughout the city centre.

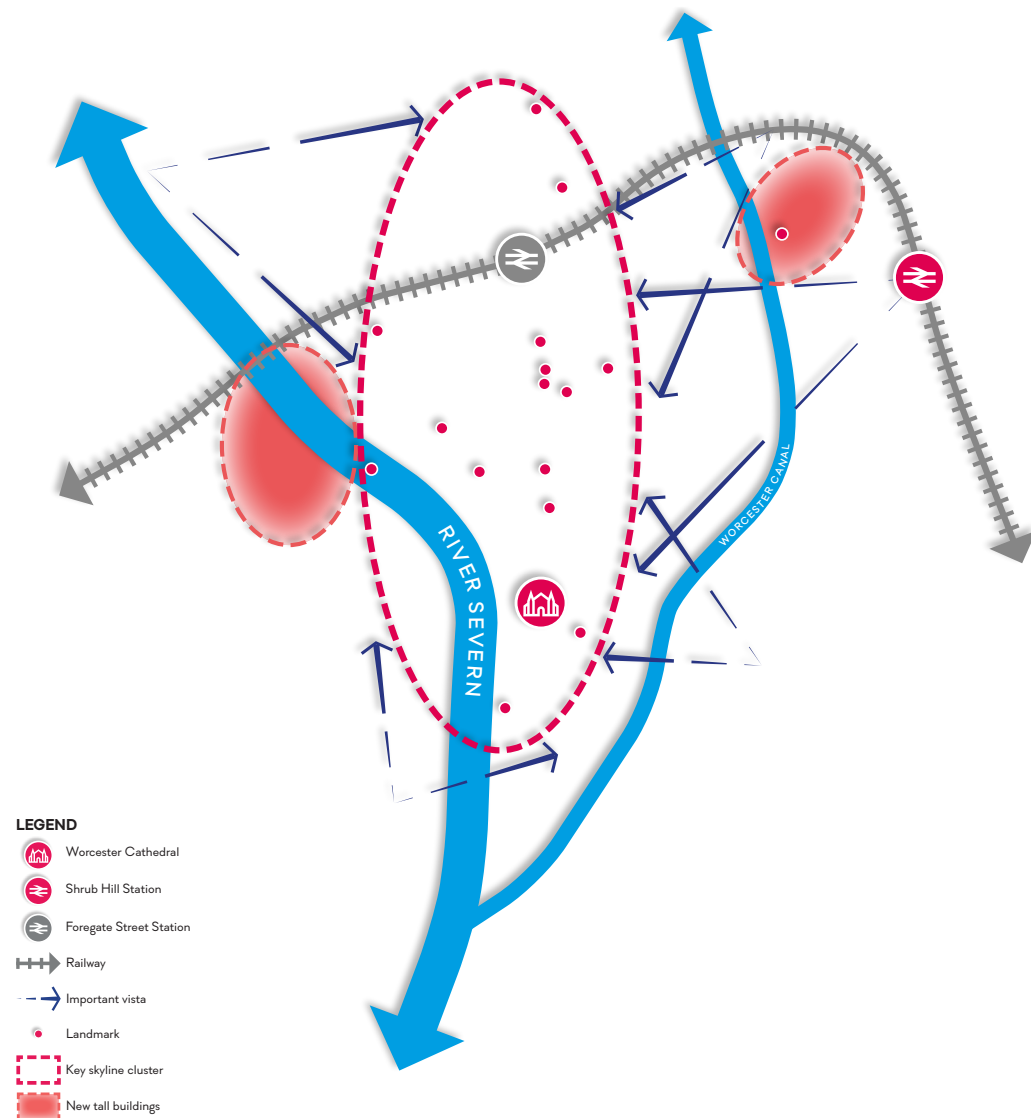


Figure 3.5 | Design principles: postcard views | NTS

Concept options

Three concept options emerged from the design process to achieve the aims set out within the vision, big ideas and subsequent design principles, albeit through variable scales of development and public realm intervention.

Each of the following three options were considered to be viable masterplan solutions within their own right. However, when utilised during a stakeholder consultation event to identify a preferred option, participants also had the freedom to combine elements of differing options as well as identifying new proposals which were not identified within each of the options described below:

Option A

Key features of option A are as follows:

- Minimal change to vehicular access and movement
- Lighter touch to the level of intervention at each of the development sites
- Lighter touch to the number and complexity of public realm interventions

Option B

Key features of option B are as follows:

- Moderate change to vehicular access and movement. Changing one way circulation
- Providing a new pedestrian and cycle bridge
- Moderate intervention on development sites.
- Moderate amount of public realm interventions, widening foot-ways on the bridge and in other key locations












Option C

Key features of option C are as follows:

- Provision of a new vehicular bridge to provide high-quality public realm adjacent to the riverside and to accommodate traffic requirements in the city
- Creating a new pedestrian space on the existing bridge to provide a destination for tourists
- Relocation the bus station to Silver St
- Higher level of intervention on development sites

Option A

LEGEND

-  Opportunity site
-  Strategic street network
-  Secondary strategic street network
-  Bus routing on local street network
-  Cycle routing
-  Secondary cycle routing
-  Public realm improvements
-  Public realm transformation
-  Car park enhancements
-  Indicative bus interchange location
- 

0 500 metres

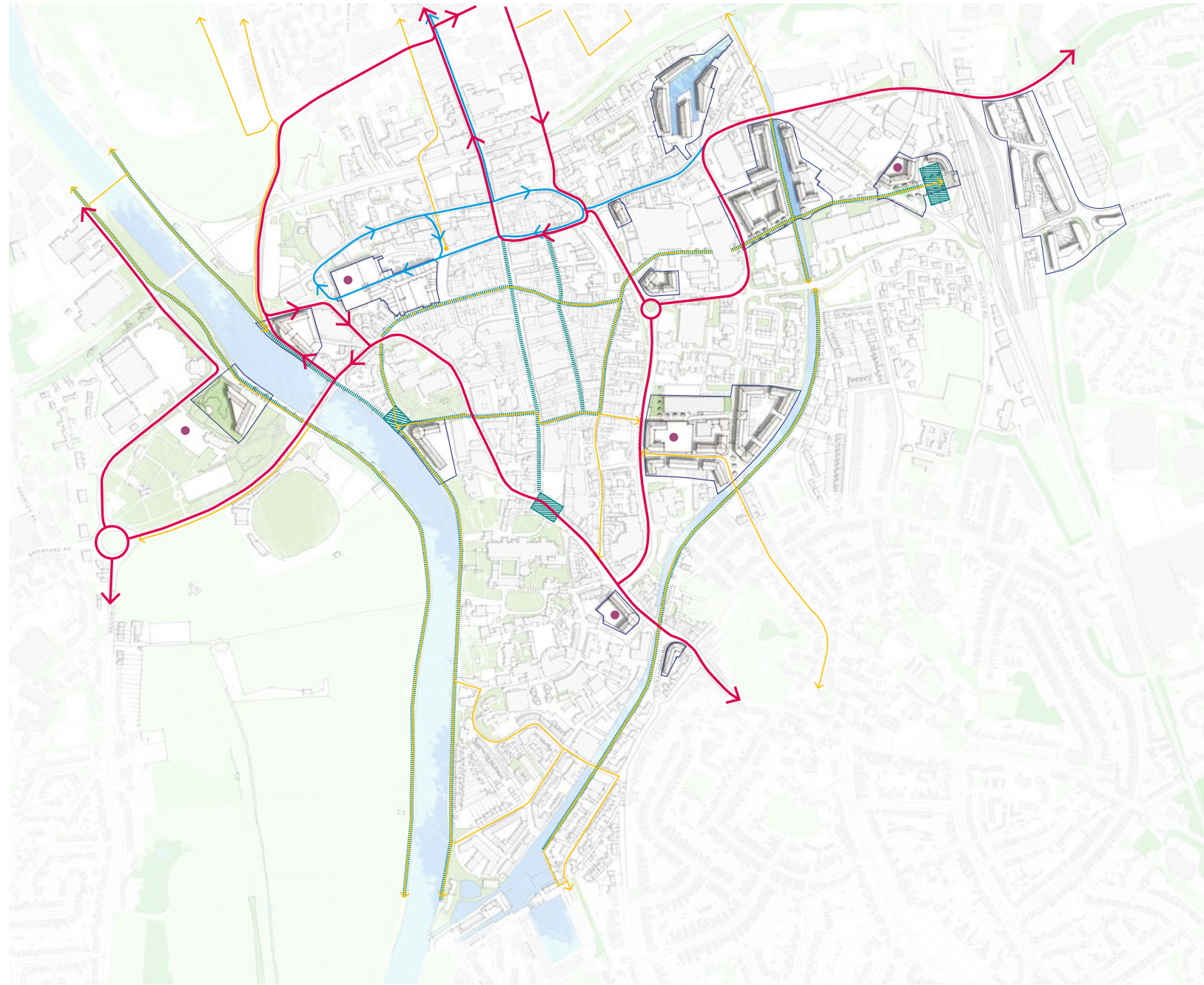











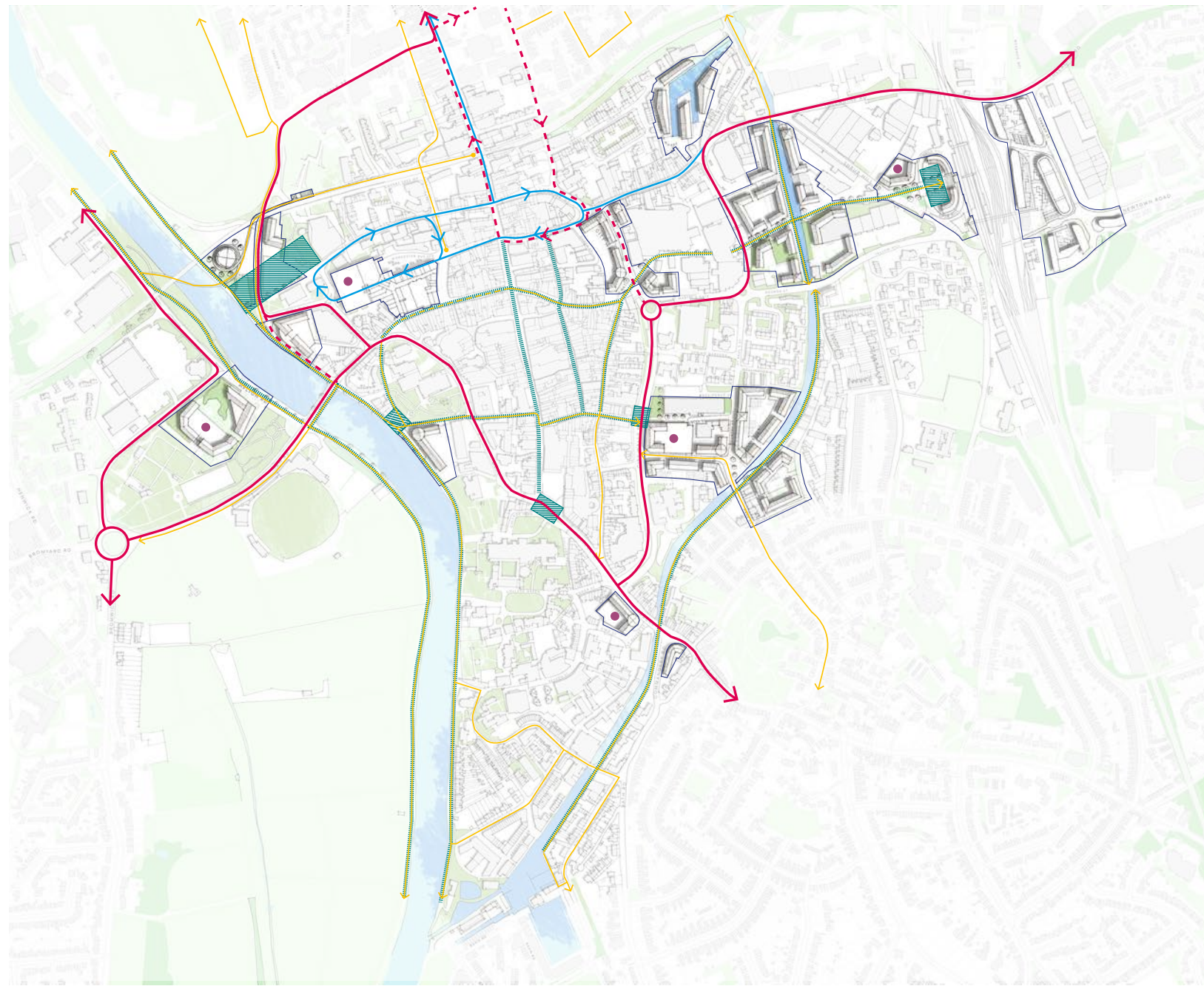


Figure 3.6 | Concept option A | 1:10,000

Option B

LEGEND

-  Opportunity site
-  Strategic street network
-  Secondary strategic street network
-  Bus routing on local street network
-  Cycle routing
-  Secondary cycle routing
-  Public realm improvements
-  Public realm transformation
-  Car park enhancements
-  Indicative bus interchange location
- 














0 500 metres

Figure 3.7 | Concept option B | 1:10,000

Option C

LEGEND

-  Opportunity site
-  Strategic street network
-  Secondary strategic street network
-  Bus routing on local street network
-  Cycle routing
-  Secondary cycle routing
-  Public realm improvements
-  Public realm transformation
-  Car park enhancements
-  Indicative bus interchange location
- 

0 500 metres

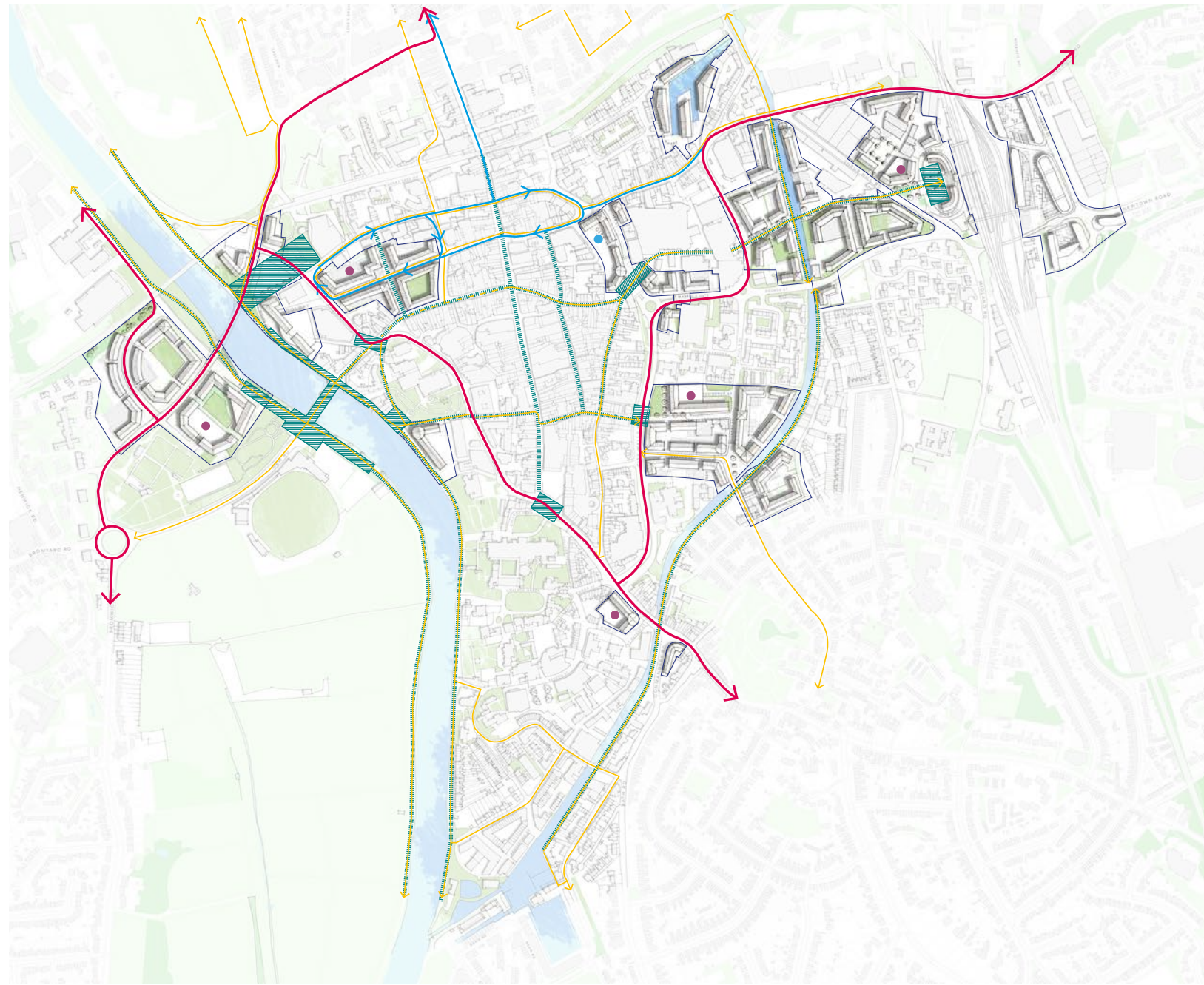


Figure 3.8 | Concept option C | 1:10,000

Stakeholder preferred option

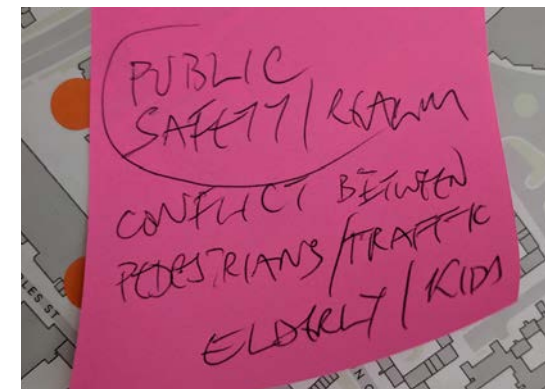
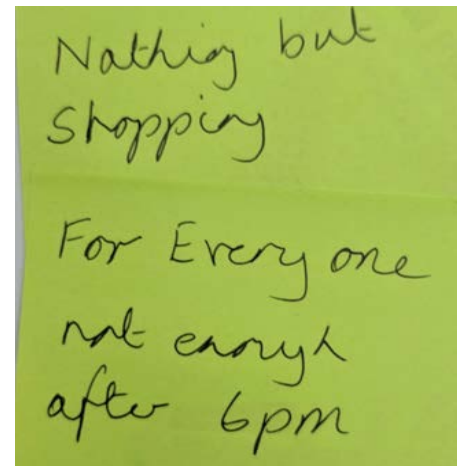
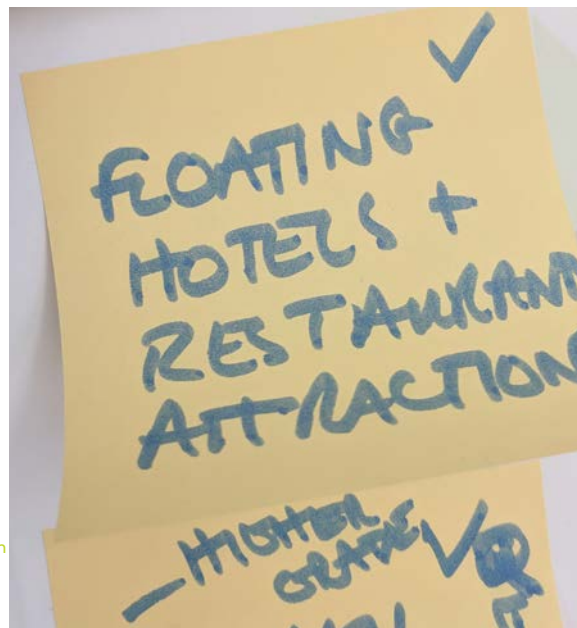
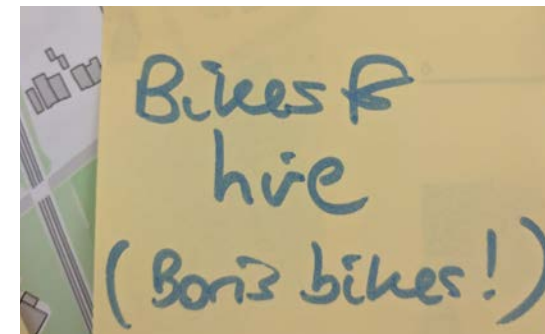
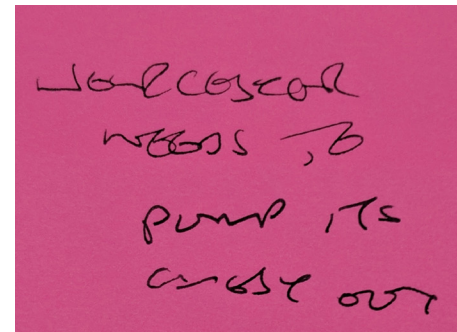
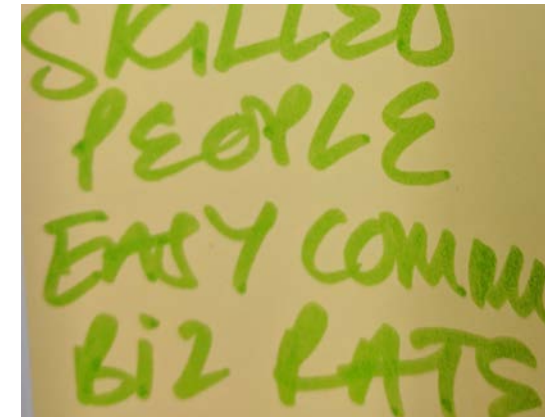
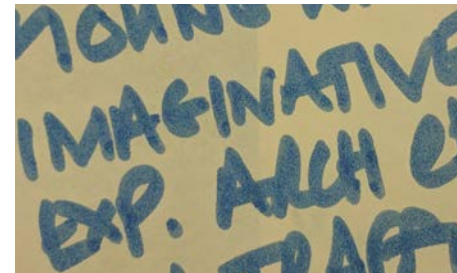
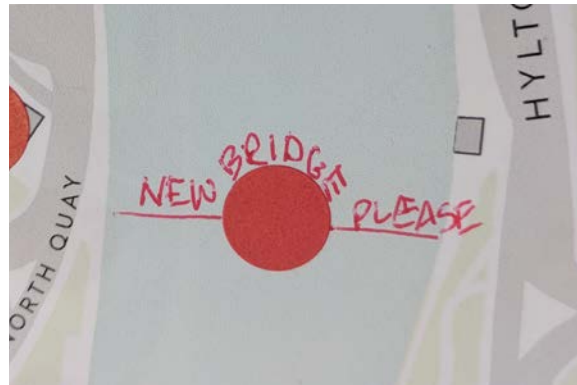
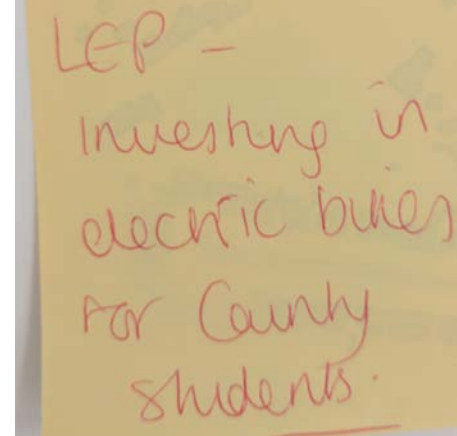
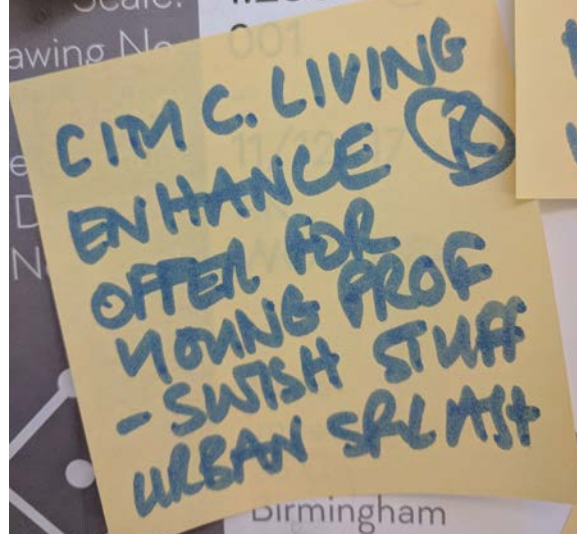
Stakeholder consultation, excerpts of which are shown adjacent, led to the selection of a hybrid of options B and C as the preferred option, as set out overleaf.

This reflected an aspiration to be ambitious with regard to the development potential of the city, but with a more measured approach regarding the potential delivery of a road bridge across the River Severn.

It emerged that additional pedestrian and cycled crossings would have significant support, which have been incorporated into the hybrid preferred option.












Masterplan evolution

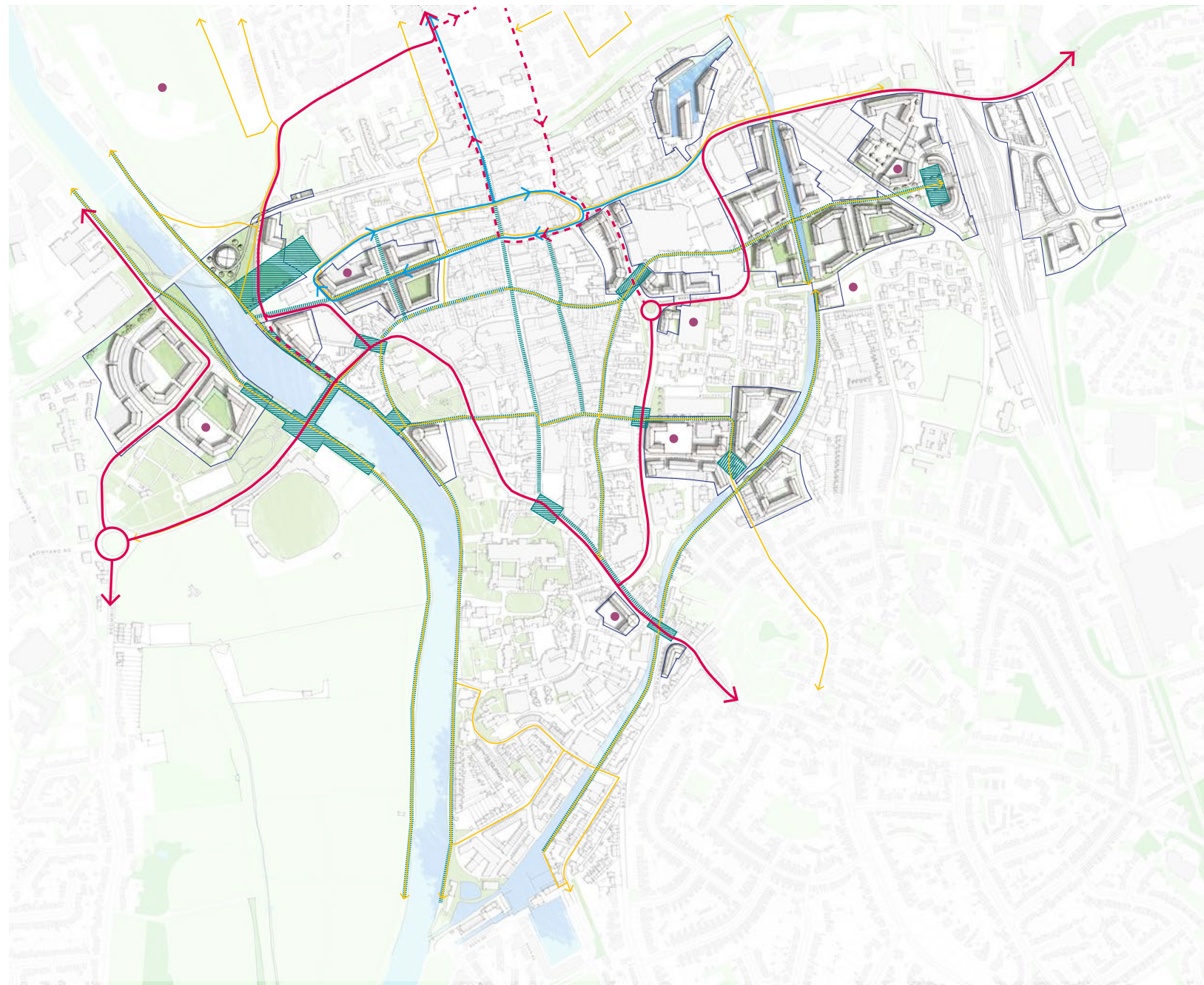
Following the development of the stakeholder preferred option, the masterplan has undertaken a series of design iterations which take account of technical studies, viability appraisals and input from County Council and City Council members. The final masterplan is described in detail within the section that follows.



Stakeholder preferred option

LEGEND

-  Opportunity site
-  Strategic street network
-  Secondary strategic street network
-  Bus routing on local street network
-  Cycle routing
-  Secondary cycle routing
-  Public realm improvements
-  Public realm transformation
-  Car park enhancements
-  Indicative bus interchange location
- 



0 500
metres

Figure .9 | Preferred option | 1:10,000

new homes



D I G L I S H

