

4

The masterplan

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

The masterplan

Introduction

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

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

The vision

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



















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

Key development opportunities

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

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

LEGEND

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

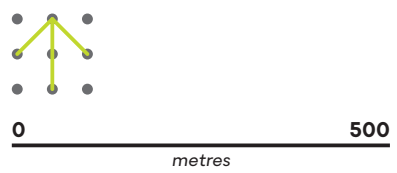


Figure 4.1 | Worcester masterplan | 1:10,000

Movement

Walking

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

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

Cycling

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

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

Public transport

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

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

Vehicular

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

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

Car parking

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

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

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

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

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

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

LEGEND

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

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

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

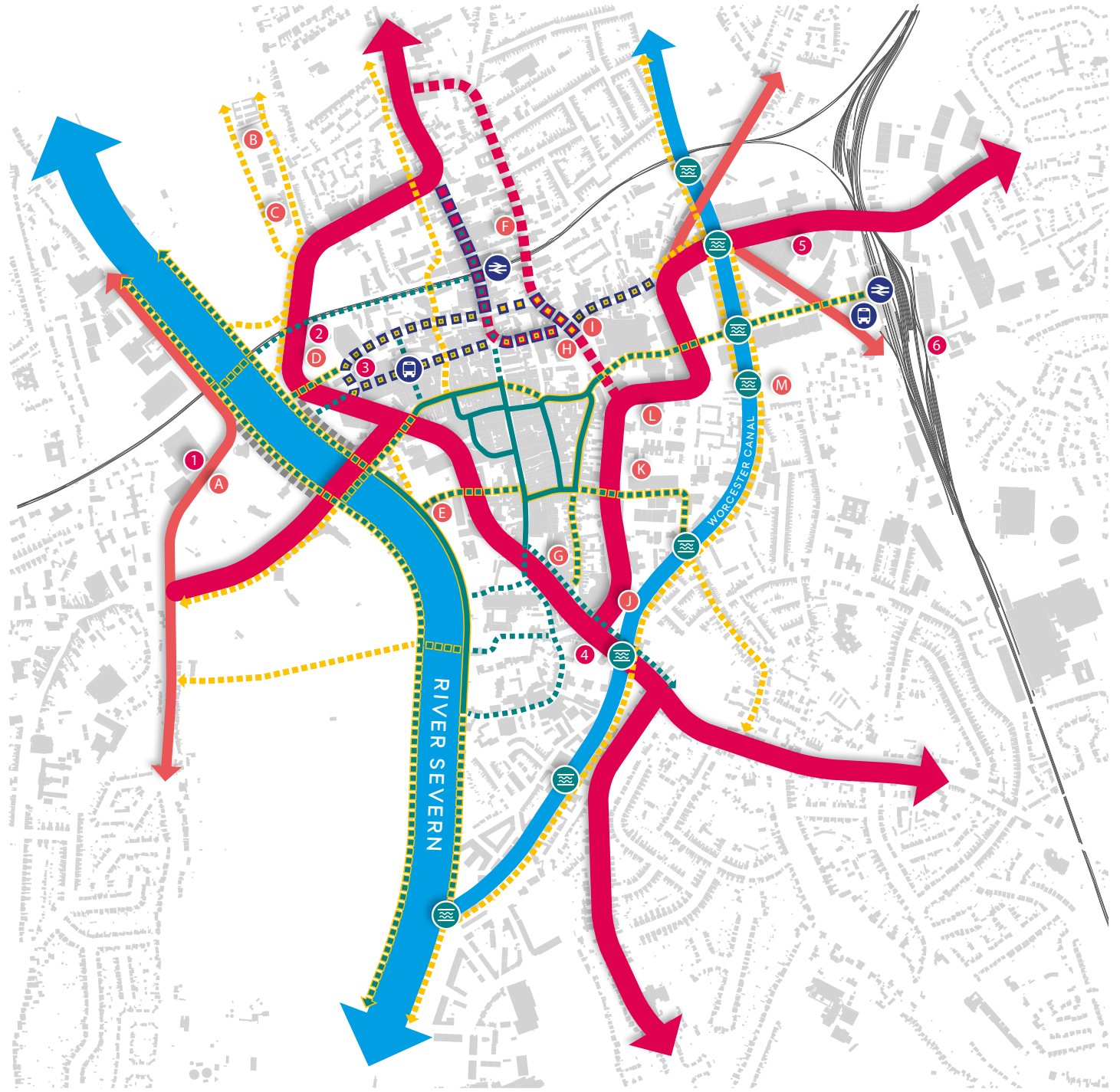
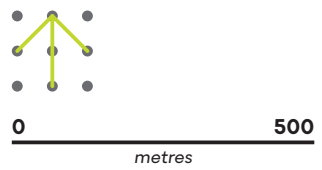


Figure 4.2 | Masterplan movement strategy | 1:12,500

Public realm

Overview

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

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

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

Public realm opportunities

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

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

LEGEND

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

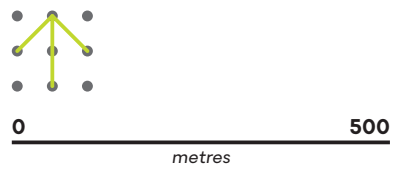


Figure 4.3 | Worcester public realm masterplan | 1:10,000

Creating distinctive quarters

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

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

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

Riverside

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



City Heart

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



Canalside

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



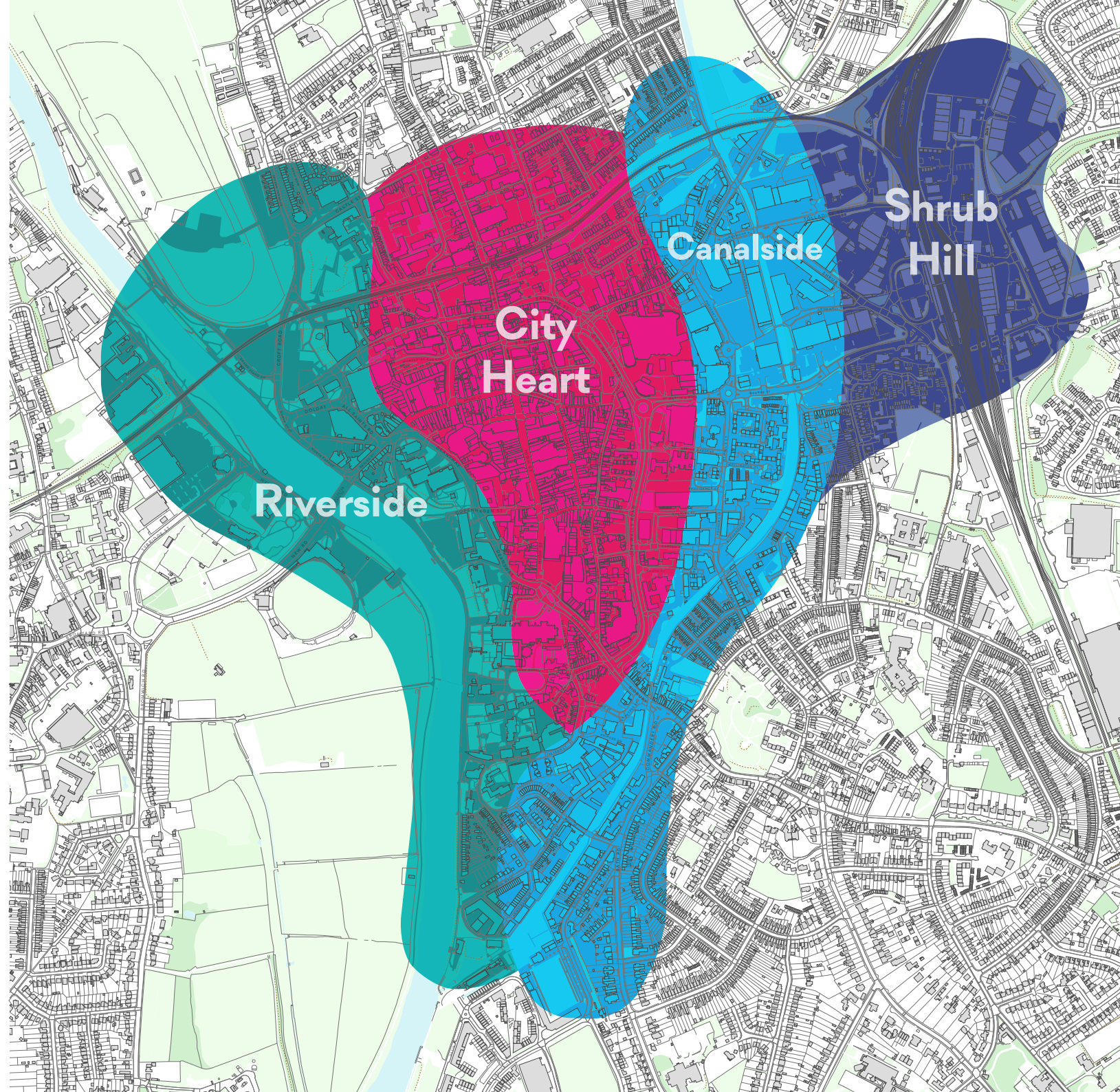
Shrub Hill

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



LEGEND

- Riverside
- City Heart
- Canalside
- Shrub Hill



0 500 metres

Figure 4.4 | Character areas | 1:10,000

Riverside

Overview

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

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

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

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

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

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

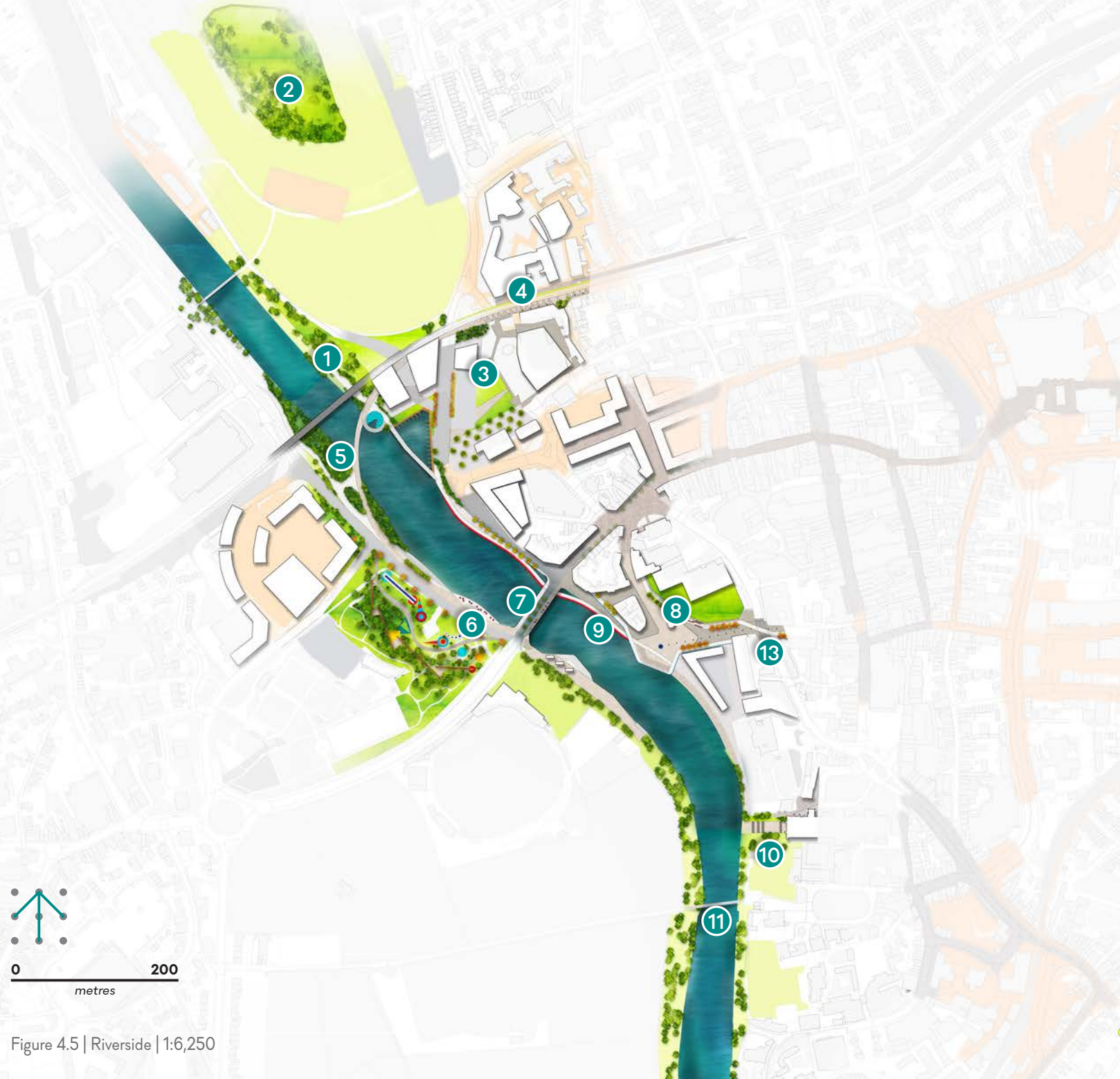
Design principles

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

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

Interventions

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



LEGEND

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

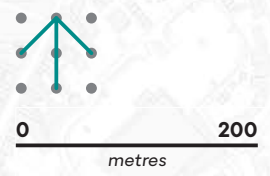


Figure 4.5 | Riverside | 1:6,250

Riverside

Interventions cont'd

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

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

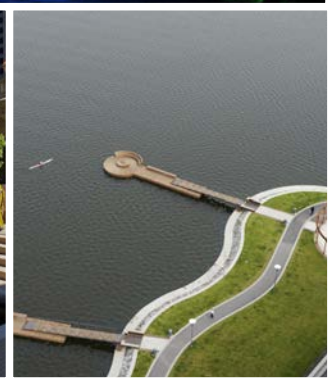
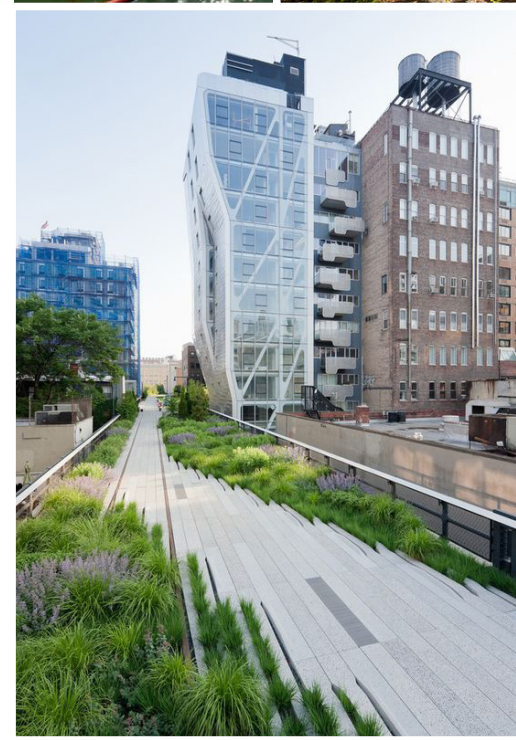
As noted in the study, car parking plays an important role in supporting the economy of the city. In order to maintain and protect the value of this amenity, the level of Worcester City Council-own car parking will be maintained (see Movement Plan Fig 4.2). In addition, the strategic

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


















Character

The character and appearance of the Riverside will be as follows

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



LEGEND

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

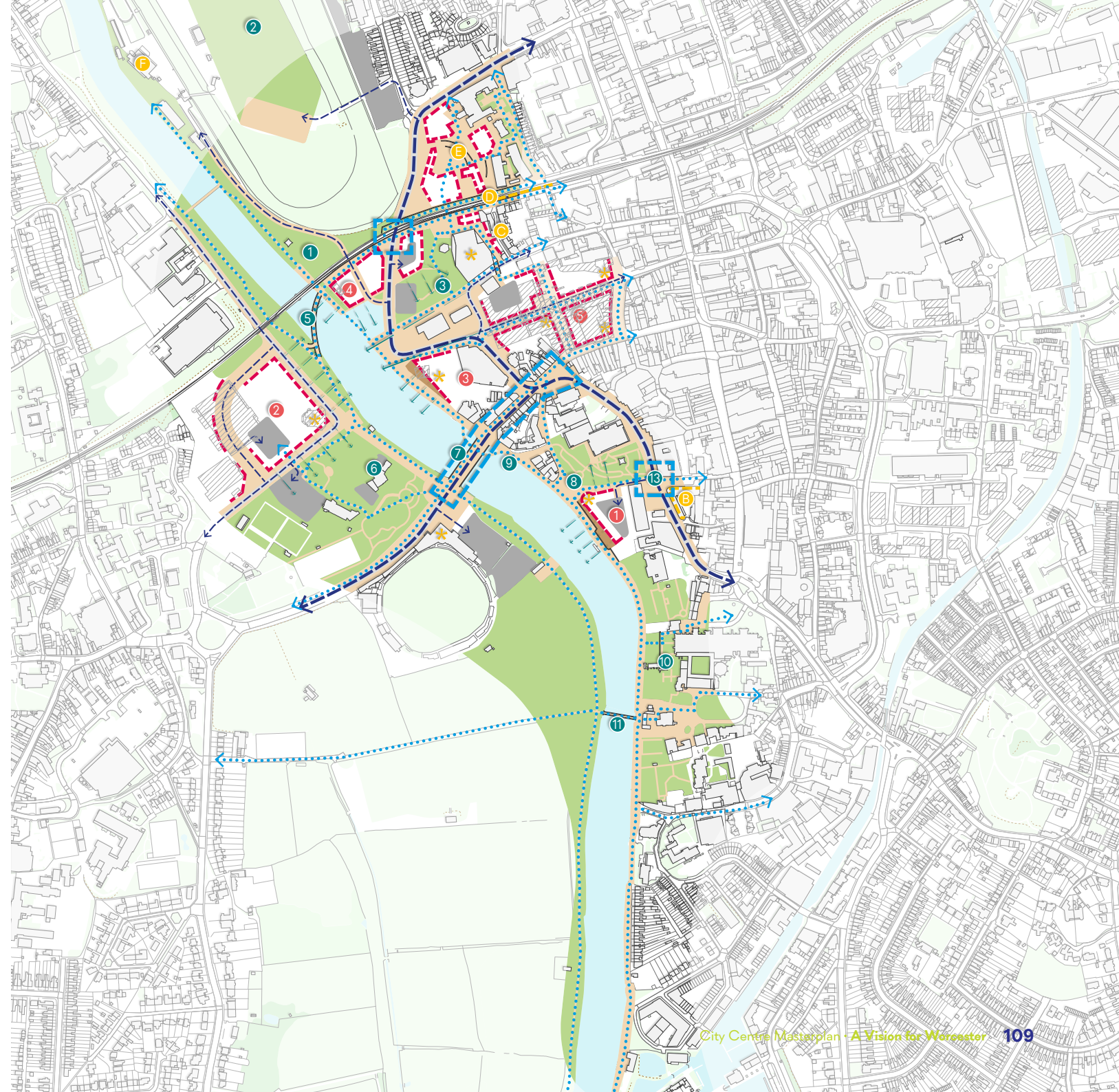
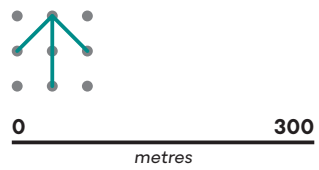


Figure 4.6 | Riverside | 1:7,500

Riverside: key projects

Key development projects

This section provides greater detail for each key development interventions in the Riverside character area.

Copenhagen Street

Copenhagen Street development site is currently a surface level car park.

The proposals are for an active mixed-use development, providing new bars, cafés and restaurants along the river front. The upper floors will integrate both office space for small businesses

and an exciting residential provision with iconic views across the river.

A portion of the existing car parking provision will be retained on site, including some disabled parking. Existing public parking provision that is lost will be replaced as part of wider city centre parking strategy.

The masterplan allows a degree of flexibility providing the key design principles set out in both the adjacent table and development framework can still be met.

No	Development site	Land use	Access and parking	Design principles
1	Copenhagen Street car park	Restaurant Pubs / bars Cafés Residential Office Car parking	Access via Copenhagen Street Car parking retained within development block	4-6 storeys Active ground floor uses Offices on first floor Residential on upper floors Creation of raised deck platform for outside eating/drinking/ recreation

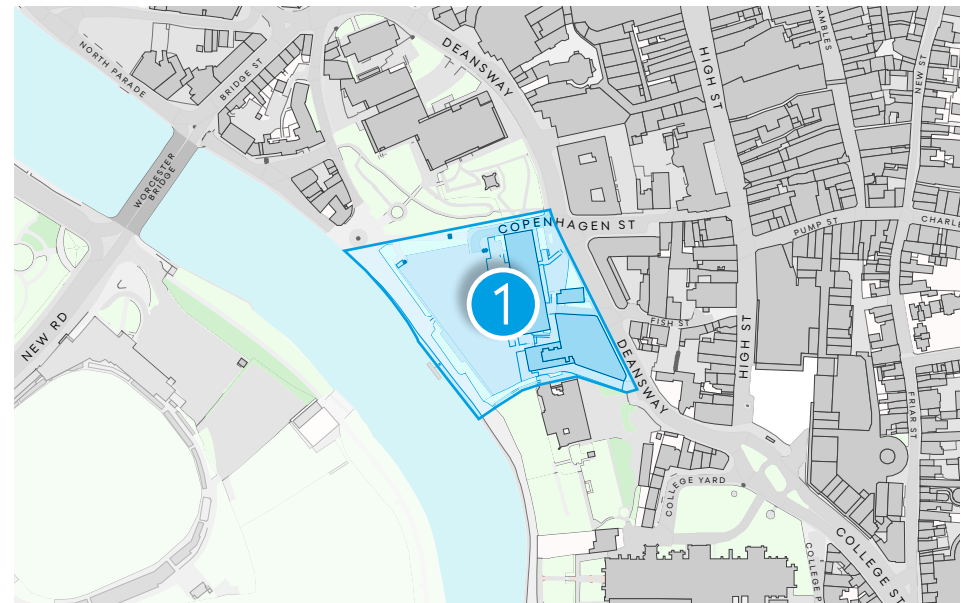
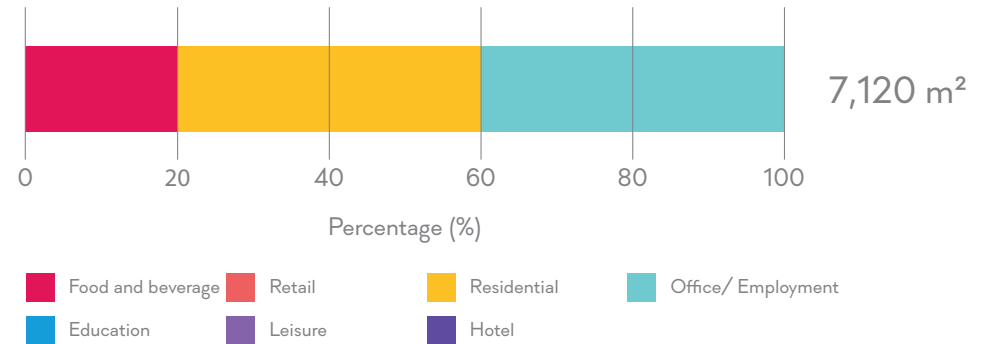




















Figure 4.7 | Copenhagen Street location | 1:5,000

LEGEND

-  Buildings removed
-  Public realm/ pedestrian priority
-  Potential seating areas
-  Vehicle carriageway
-  Car park
-  Green space
-  Highly-active ground level frontage
-  Re-activate existing built form
-  Focal building
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-  Level difference

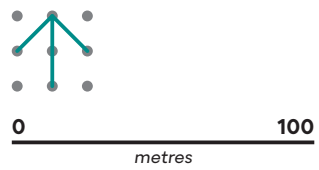


Figure 4.8 | Copenhagen Street framework | 1:2,500

Riverside: key projects

Hylton Road

Hylton Road development site currently includes a McDonald's food outlet, a Homebase store and an Aldi supermarket. As part of the redevelopment of this site these existing uses will be relocated to suitable sites elsewhere within Worcester.

This site proposes the opportunity so create a strong synergy between the city centre and the western side of the river. It's envisaged a significant and lively development will create an attractive backdrop to the river setting.

The masterplan allows a degree of flexibility providing the key design principles set out in both the adjacent table and development framework can still be met. Included within this flexibility are the following options for the A44 Hylton Road:

- Full closure,
- Partial closure/ downgrading, or
- Status quo

Each of these options will require further highway modelling and a cost-benefit analysis before choosing preferred option.

No	Development site	Land use	Access and parking	Design principles
2	Hylton Road	Cafés Residential Office Multi storey car park	Access via new proposed road connecting with both Hylton Road and Tybridge Street	Development should have highly active frontage onto River Severn and Cripplegate Park Creation of landmark building along riverfront 6-8 storeys in height Contribution required to public realm improvement

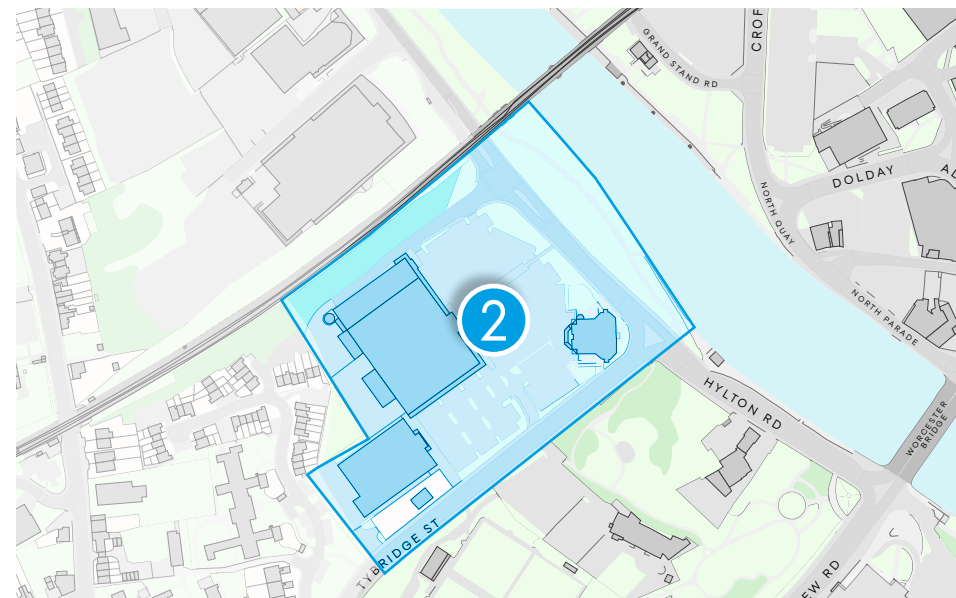
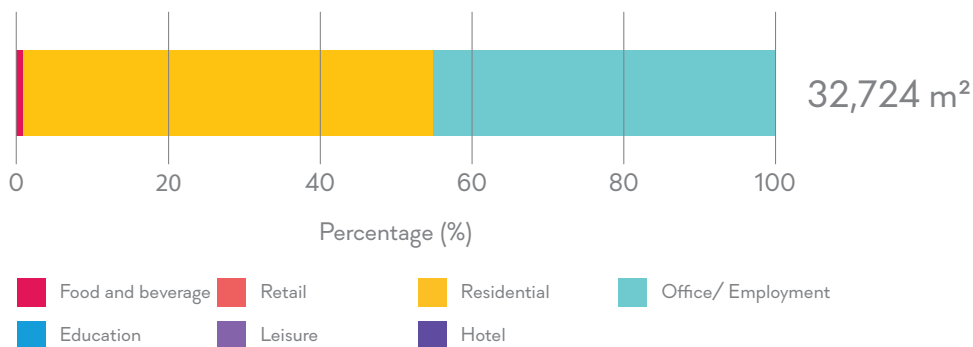



















Figure 4.9 | Hylton Road location | 1:5,000



LEGEND

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



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metres

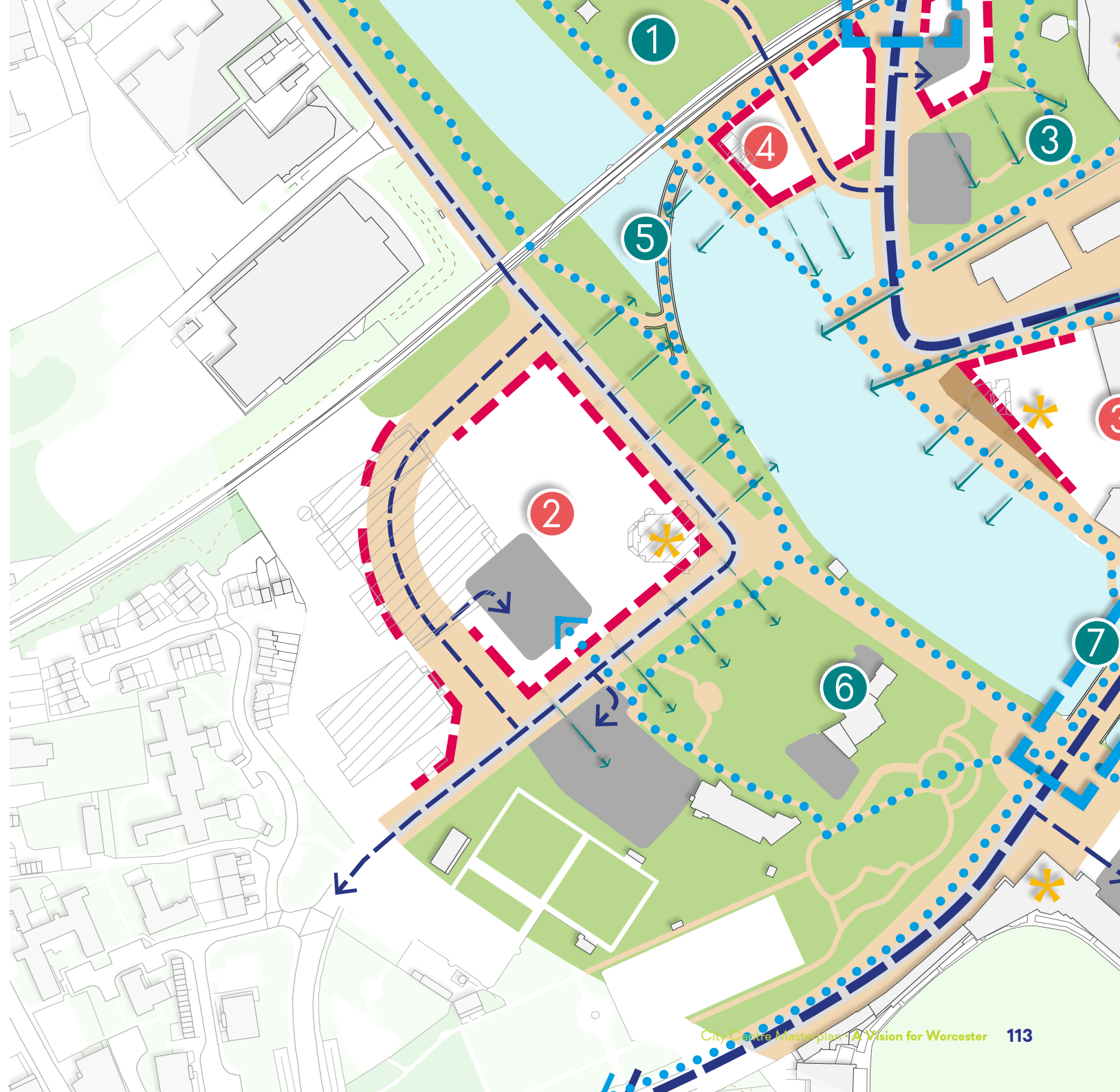


Figure 4.10 | Hylton Road framework | 1:2,500

Riverside: key projects

North Quay/ Newport Street

North Quay /Newport Street is currently comprised of a surface level car park. The location of the car park has negatively impacted this space through de-constructing the original development block.

Proposals should set out to repair the fragmented block, creating a strong frontage to the river. There is opportunity for this site to supply a new unique building for waterfront in the form of a new theatre development. This will build on the

existing assets of the Hive and the Cathedral to create a collection of unique architectural features along the riverside. Opportunities also exist for this site to provide exciting new residential-led mixed-use development with a cultural offer.

Existing public parking provision that is lost will be replaced as part of wider city centre parking strategy.

The masterplan allows a degree of flexibility providing the key design principles set out in both the adjacent table and development framework can still be met.

No	Development site	Land use	Access and parking	Design principles
3	North Quay/ Newport Street	Leisure/ Theatre	Access off Newport Street	<p>Development should front on to River Severn</p> <p>Development should work with existing buildings to complete the fragmented block</p> <p>Proposals should comprise of aspiring architectural design</p> <p>Maximum of 5-6 storeys</p>

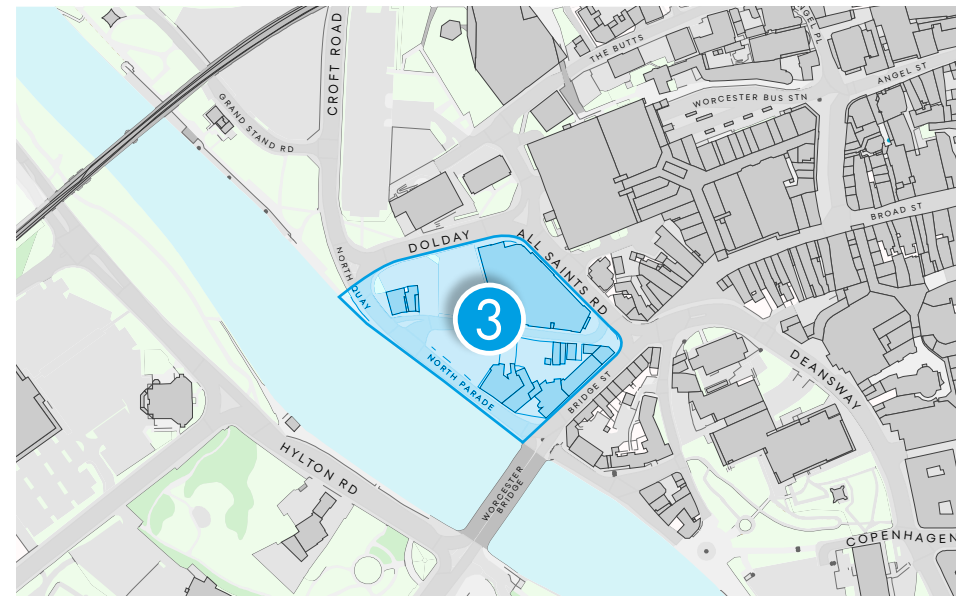
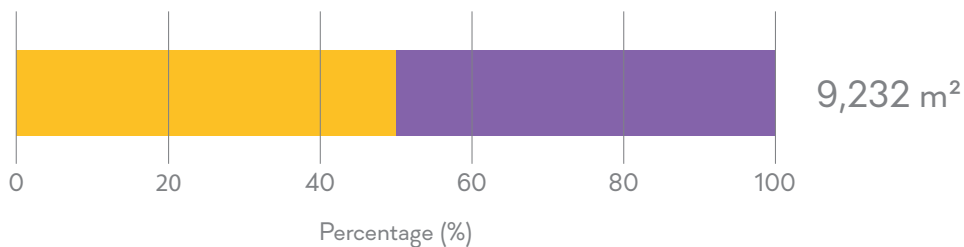


Figure 4.11 | North Quay/ Newport St location | 1:5,000



LEGEND

-  Buildings removed
-  Public realm/ pedestrian priority
-  Potential seating areas
-  Vehicle carriageway
-  Car park
-  Green space
-  Highly-active ground level frontage
-  Re-activate existing built form
-  Focal building
-  Railway station
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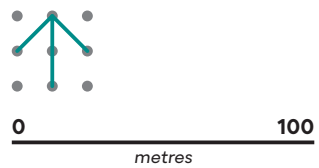


Figure 4.12 | North Quay/Newport St | 1:2,500

Riverside: key projects

Croft Road

Croft Road currently comprises of a surface level car park, a lorry park and vacant land adjacent to the Hive including arches below the railway line.

This site presents the opportunity to provide a four star hotel along the river front. The design of this building could be unique to compliment both the Hive and the potential theatre site further south along the river (see page 114). In doing so this would begin to create a cluster of contemporary designed buildings along this section of the river front. The additional

provision of two further residential buildings will bring temporal activity to the city centre with the new residents. The height of these buildings will enclose the new Hive Park to create a comfortable environment. Integrated within the core of one the residential blocks will be a new multi-storey car park with the residential apartments wrapping around three of the four sides of the car park.

The masterplan allows a degree of flexibility providing the key design principles set out in both the adjacent table and development framework can still be met.

No	Development site	Land use	Access and parking	Design principles
4	Croft Road	4* Hotel Residential Car parking	New access route to the racecourse to lessen impact of vehicle movement on riverside park	Development should front on to River Severn and Hive Park Maximum of 6-8 storeys Provide links from development to new pedestrian cycle bridge over the River Severn

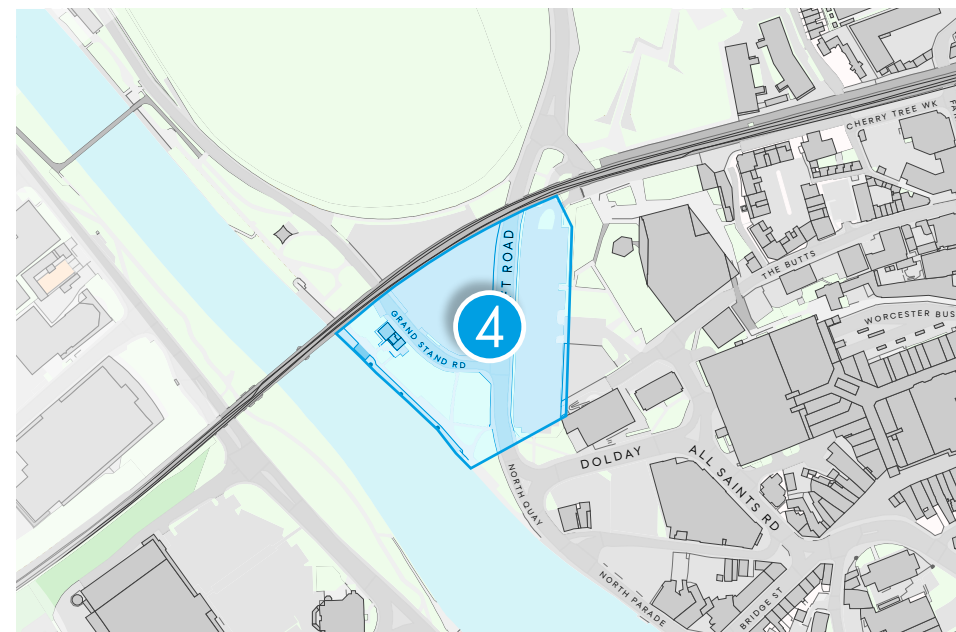
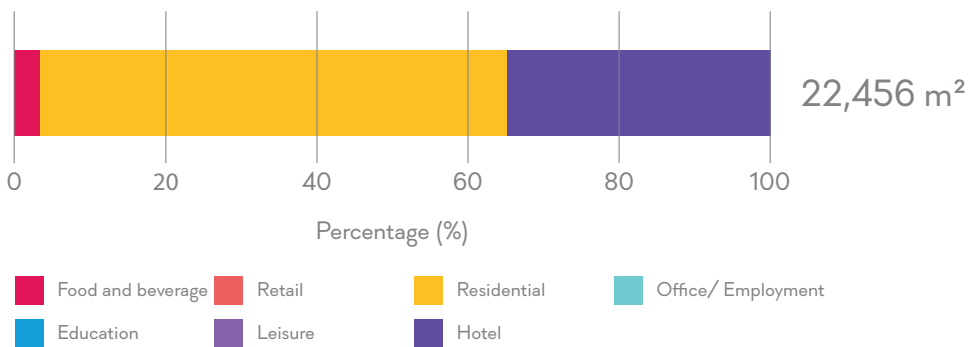


Figure 4.13 | Croft Rd location | 1:5,000



LEGEND

-  Buildings removed
-  Public realm/ pedestrian priority
-  Potential seating areas
-  Vehicle carriageway
-  Car park
-  Green space
-  Highly-active ground level frontage
-  Re-activate existing built form
-  Focal building
-  Railway station
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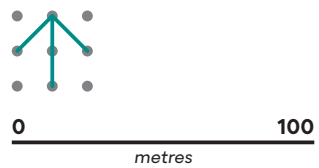


Figure 4.14 | Croft Rd| 1:2,500

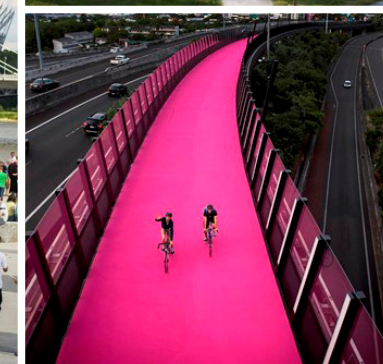
Riverside: public realm

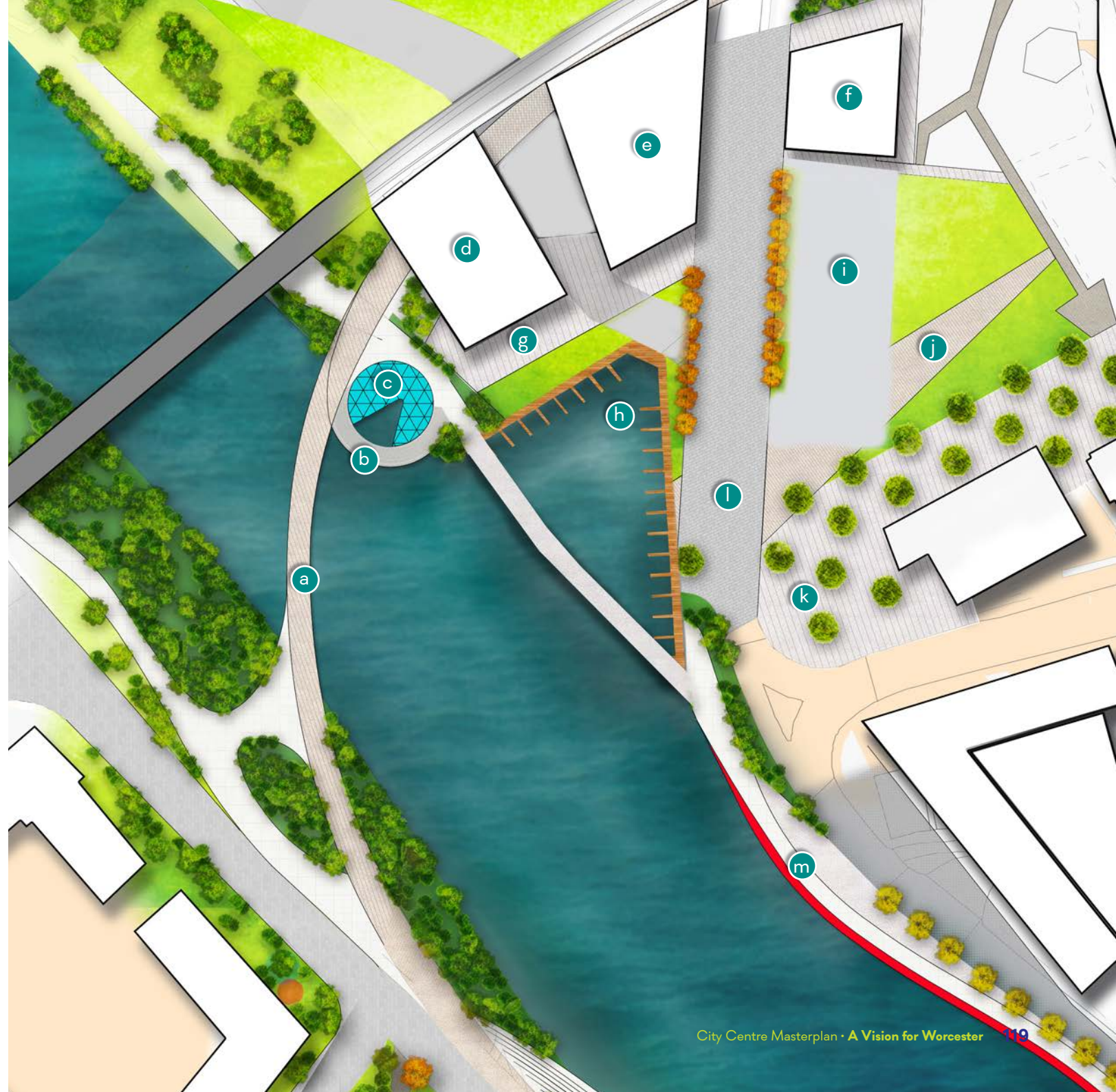
Hive Park

Hive Park provides an enhanced setting for the Hive library as well as a new pedestrian/ cycle bridge across the river. A new iconic visitor centre and café surrounded by a spiral walkway will interconnect with the lowline link providing direct links to Foregate Street station.

- a** New pedestrian and cycle footbridge which at night is light up as an iconic structure linking the east and west banks of the River Severn
- b** A spiral walkway links Hive park with both the new bridge crossing the river and the low line link following the railway line to Foregate Street station
- c** Iconic visitor centre and café on riverside
- d** Potential new 4* hotel fronting the river with cafés/ restaurants and bars on ground floor

- e** New residential development
- f** New residential development incorporating a new public car park within the development
- g** External south facing café and restaurant space with seating overlooking park and river
- h** New boat mooring/ marina and flood alleviation
- i** Partial retention of Cattle Market surface car park
- j** Hive promenade linking Hive with riverside
- k** New space for Heart of Worcestershire College
- l** Shared surface crossing for pedestrians
- m** Serpentine cantilevered walkway connecting Hive Park with Copenhagen Plaza





0 50
metres

Figure 4.15 | Hive Park | 1:1250

Riverside: public realm

Copenhagen Street Plaza

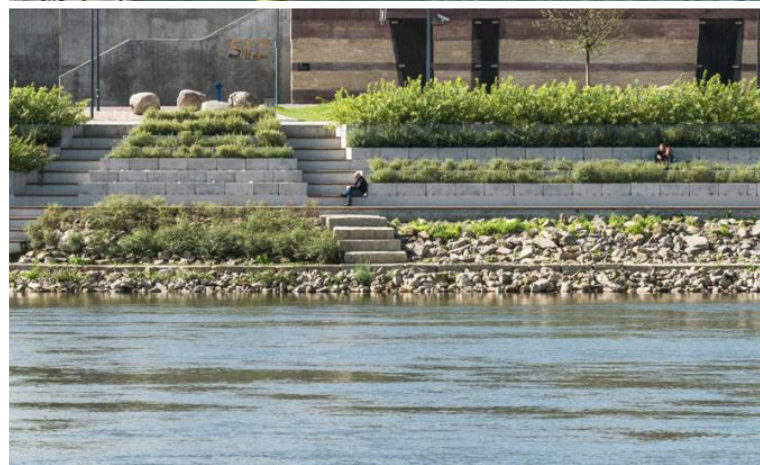
Copenhagen Plaza provides a key node along the Riverside connecting to the High Street. It creates an active space with build outs and steps down to the water's edge.

- a** An active space with build outs and steps down to the water's edge.
- b** Iconic lighting leading you down to the River Severn

- c** New pavilion/ kiosk
- d** Amphitheatre seating
- e** Café/ restaurant terrace
- f** Strong tree planting with use of colour
- g** Shared surface crossing providing improved link with High Street
- h** Mixed use development including leisure/ café/ bars/ offices and residential



Artist impression

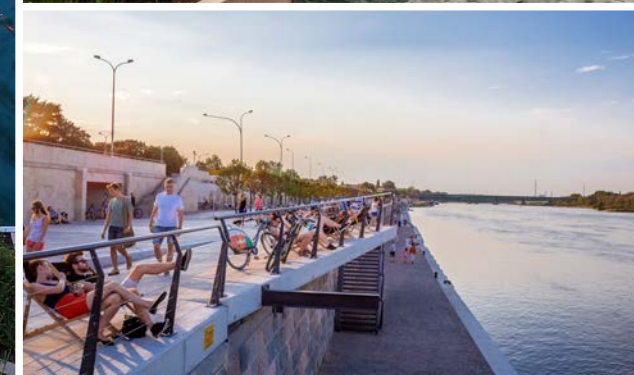
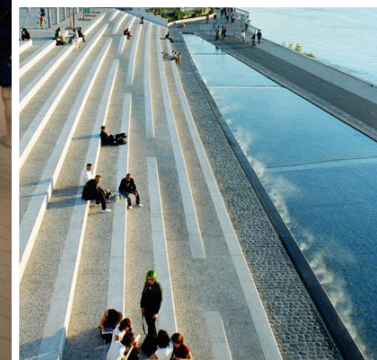




0 50 metres

Figure 4.16 | Copenhagen Street Plaza | 1:1250

Riverside: public realm



Cripplegate Park Riverside

Options for this site range between a reducing the vehicular carriageway width for Hylton Road to the removal of traffic altogether. Within the option for the removal of traffic from Hylton Road would be the potential to extend Cripplegate Park eastwards down to the riverside. Each of these options will require further highway modelling and a cost-benefit analysis before selecting a preferred option.

a Consideration of existing built form with opportunities for relocation

and instead provide a new sculptural playground for children and adults to enjoy

b Steps down to water's edge

c Cripplegate Park terrace with picnic tables and seating

d Extension of park towards Worcester Bridge

e Wider pavement provided on Worcester Bridge to improve pedestrian and cycle priority

f Link to pedestrian and cycle bridge



Artist impression



0 50
metres

Figure 4.17 | Cripplegate Park Riverside | 1:1250

Overview

The whole of the city can be considered its heart, especially as we are actively seeking to expand the core towards both Shrub Hill and Foregate Street Stations. However, for this specific character area the focus is to create a vibrant setting for markets and festival events with a high quality public realm, with new retail, residential, office and leisure development.

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

The area includes enhanced connectivity between cultural assets to the north such as The Tything and Worcester Art Gallery, and the central retail areas including Crowngate, High Street, Foregate Street, Shambles, New Street, Cornmarket, St Martin's

as well as the cultural heart of the city at Worcester Cathedral in the south.

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

Design principles

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

- Development should front onto streets and spaces providing active ground floor uses
- Development should provide an appropriate mix of uses including residential, leisure and employment opportunities
- Development should contribute to the quality of the public realm
- Public realm proposals should feel part of a coherent city heart

- Appropriate signage and interpretation should be provided as part of a coherent whole
- Lighting and the use of colour should be used to enliven the city heart in the day and evening
- Key routes and vistas down to the riverside from the city heart should be promoted
- Key links to the canal and shrub hill should also be priorities

Key interventions

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

A high quality public realm that links High Street with Foregate Street will provide a new arrival space and deliver

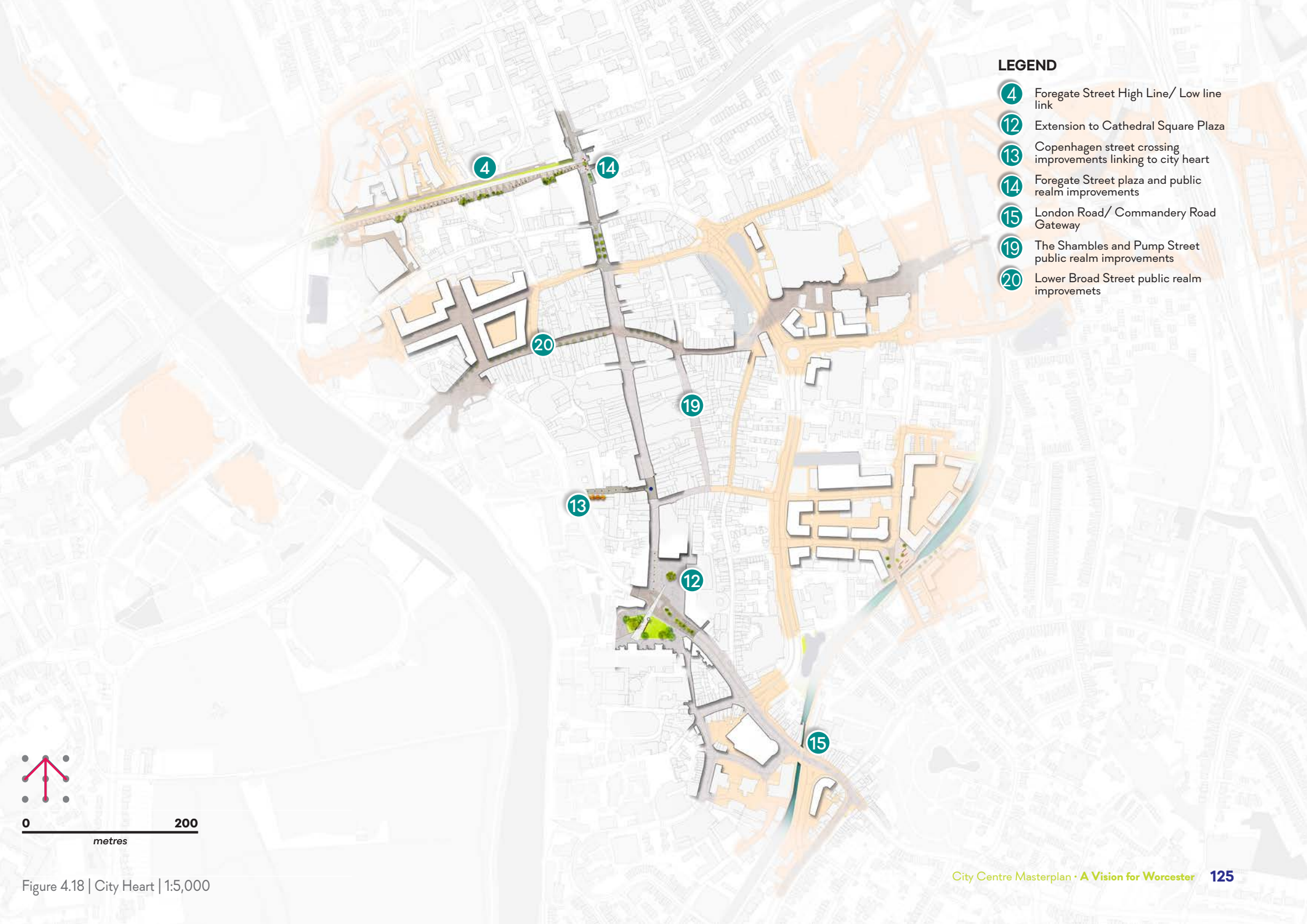
a better first impression for those arriving by rail.

The extension of Cathedral Square with a change in materiality and a central refuge for pedestrians will help link the Cathedral to the core of the city centre. Public realm improvements to the Shambles, New Street and the crossing to St Martin's and Copenhagen Street will create a more coherent feel.

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

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

In the long term with changing trends in retail, opportunities exist to reconfigure Crowngate /Friary Walk



LEGEND

- ④ Foregate Street High Line/ Low line link
- ⑫ Extension to Cathedral Square Plaza
- ⑬ Copenhagen street crossing improvements linking to city heart
- ⑭ Foregate Street plaza and public realm improvements
- ⑮ London Road/ Commandery Road Gateway
- ⑰ The Shambles and Pump Street public realm improvements
- ⑱ Lower Broad Street public realm improvements



Figure 4.18 | City Heart | 1:5,000

City Heart

Key interventions cont'd

shopping centre into open streets with a mix of uses which could include retail, offices, residential, leisure and car parking.

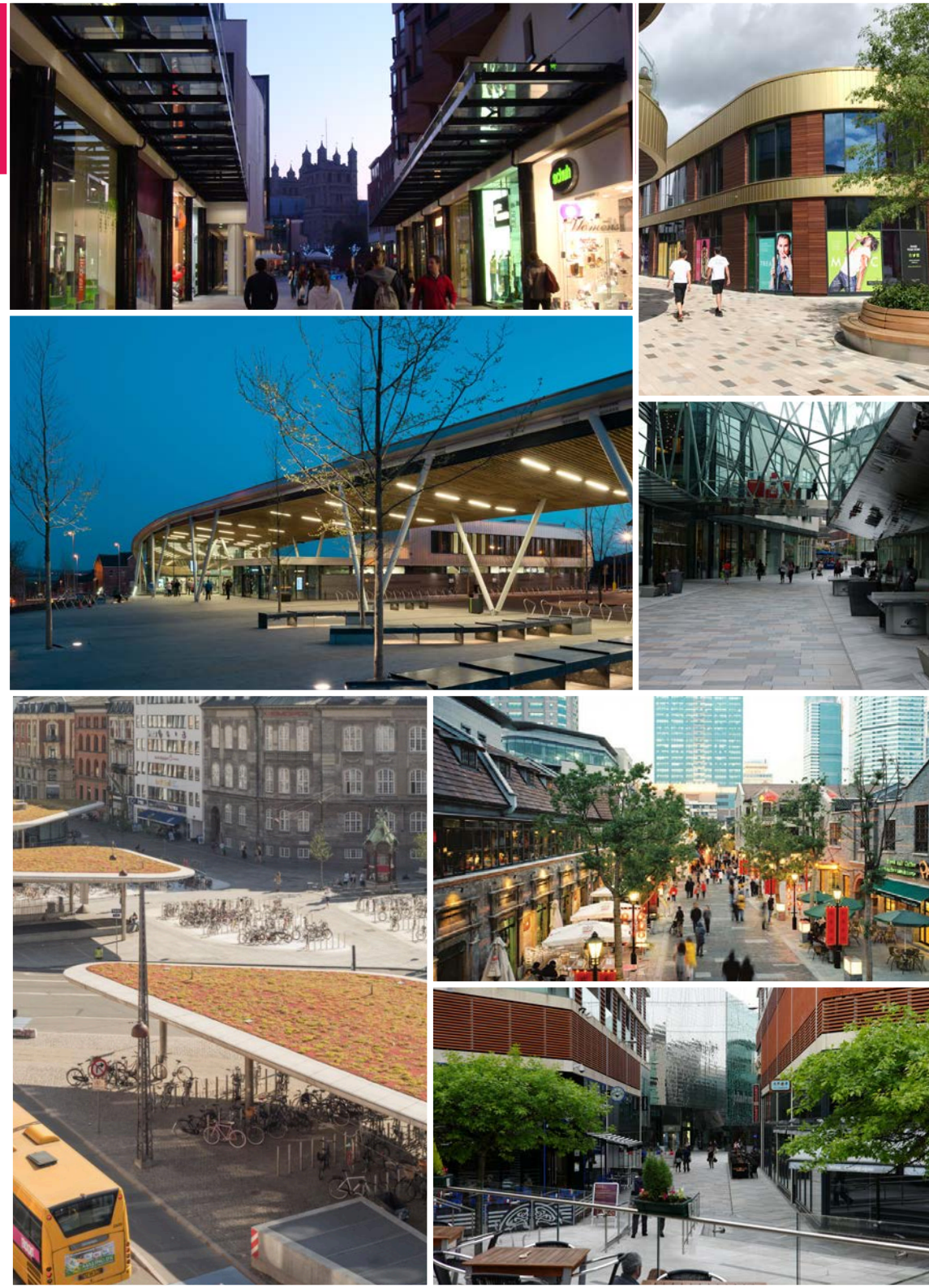
Other development opportunities include the redevelopment of Queen Street / Silver Street with office/residential mixed use development and improved transport facilities as part of a network of transport hubs in the city at Crowngate/Friary Walk and Shrub Hill.

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



















Character

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

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



LEGEND

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

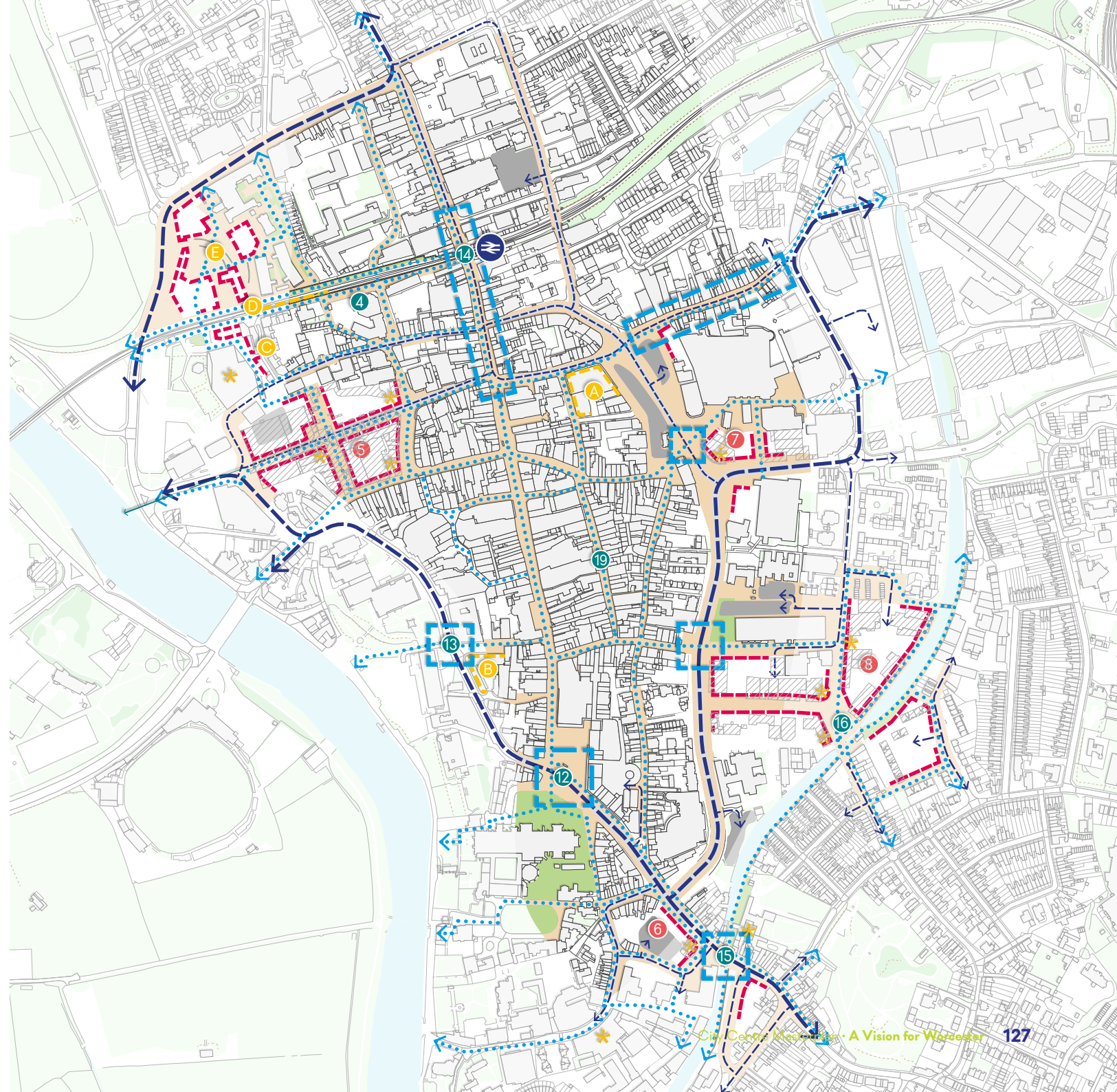
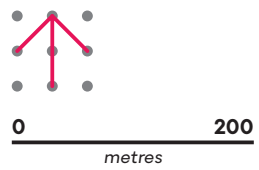


Figure 4.19 | City Heart | 1:6,250

City Heart: key projects

Key development projects

This section provides greater detail for each key development interventions in the City Heart character area.

Crowngate/ Friary Walk Shopping Centre

This site currently includes a 1980s shopping mall, bus station and an NCP car park. In the short-term opportunities exist to re-clad the frontage and reconfigure to incorporate a mix of uses including leisure and cultural uses.

The aspiration in the long term would be to look at a comprehensive redevelopment that would break the mall up into streets and development blocks with the transport hub on street and a greater mix of uses which could include retail, leisure, residential and employment opportunities. Existing parking provision would be retained through the provision of a new car park.

The masterplan allows a degree of flexibility providing the key design principles set out in both the adjacent table and development framework can still be met.

No	Development site	Land use	Access and parking	Design principles
5	Crowngate Friary Walk Shopping centre	Retail Restaurant Pubs / bars Café's Residential Leisure Transport hub Car parking	Access via All Saints Road/ Broad Street/ Angel Place	Long term creation of four development blocks Create visual and physical connection to Dolday 4-6 storeys Active ground floor uses Leisure/ Offices on upper floors Residential block as one of the quarters Legible layout with development fronting streets High quality public realm New transport hub

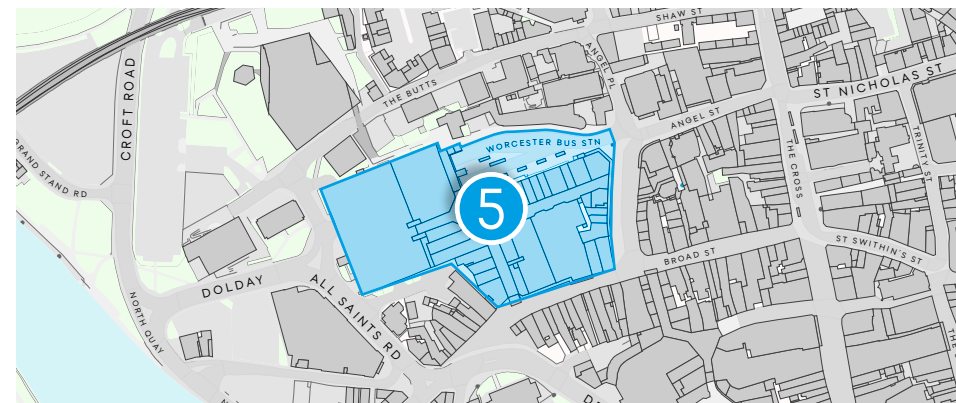
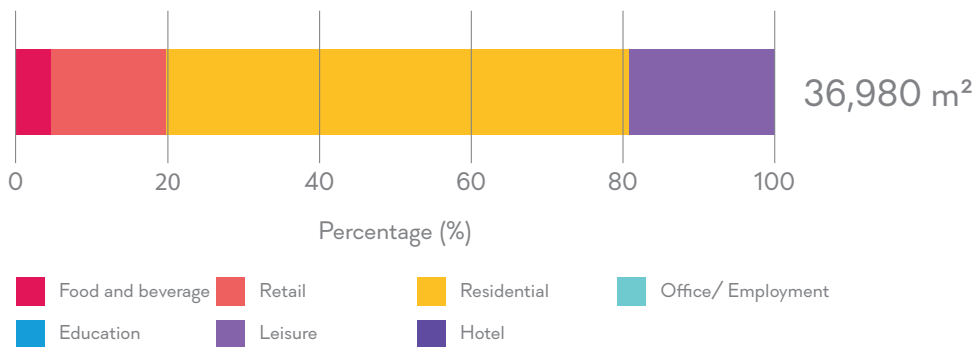


Figure 4.20 | Crowngate / Friary Walk location | 1:5,000



LEGEND

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

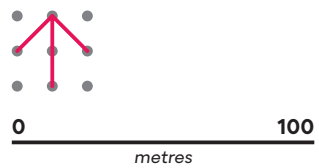


Figure 4.21 | Crowngate / Friary Walk | 1:2,500

City Heart: key projects

King Street car park

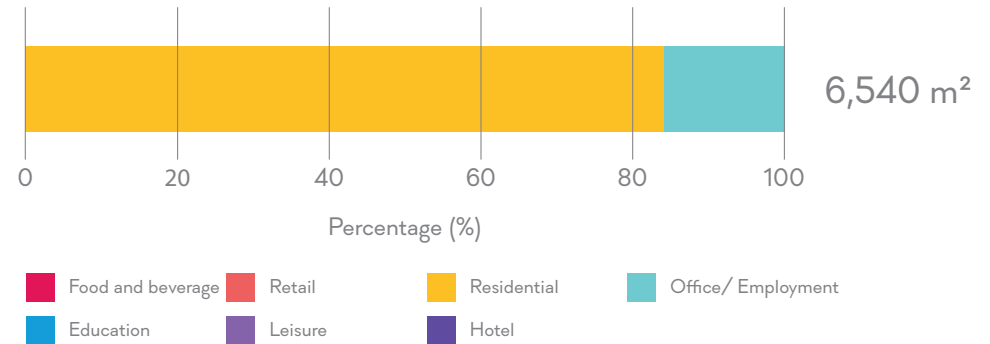
King Street development site currently includes a surface level car park and a motorcycle retail outlet on the corner of King Street and St Peter's Street.

This site will create a southern gateway to the city centre for visitors travelling along the London Road. In addition to providing residential development there are opportunities for some level

of office spaces to activate the ground level of the buildings.

Existing parking provision on this site will be retained.

The masterplan allows a degree of flexibility providing the key design principles set out in both the adjacent table and development framework can still be met.



No	Development site	Land use	Access and parking	Design principles
6	King Street	Residential Office Car park	Access via King Street	Development should wrap around the car park and front on to Sidbury Generally two storeys in height Impact on heritage assets and residential properties in vicinity should be considered Re-provision of existing car parking Contribution required to public realm improvements

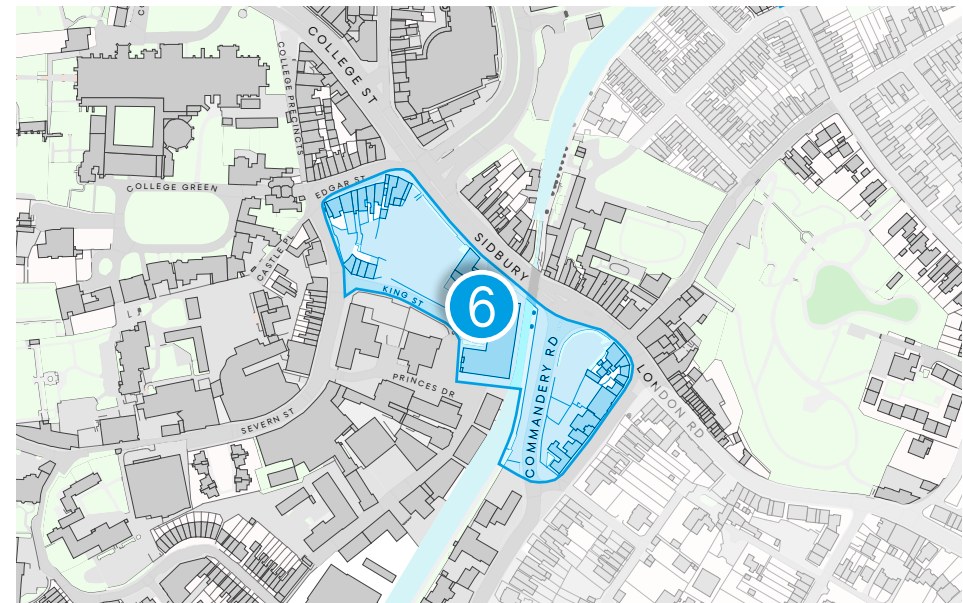


Figure 4.22 | King Street location | 1:5,000

LEGEND

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

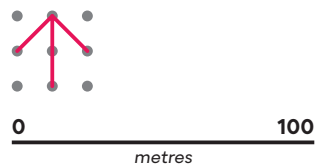


Figure 4.23 | King Street | 1:2,500

City Heart: key projects

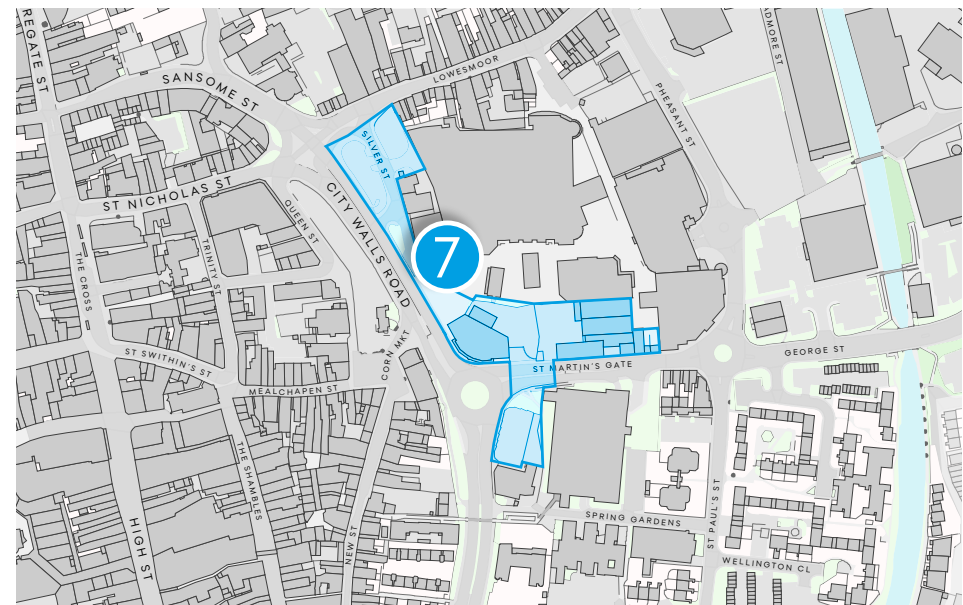
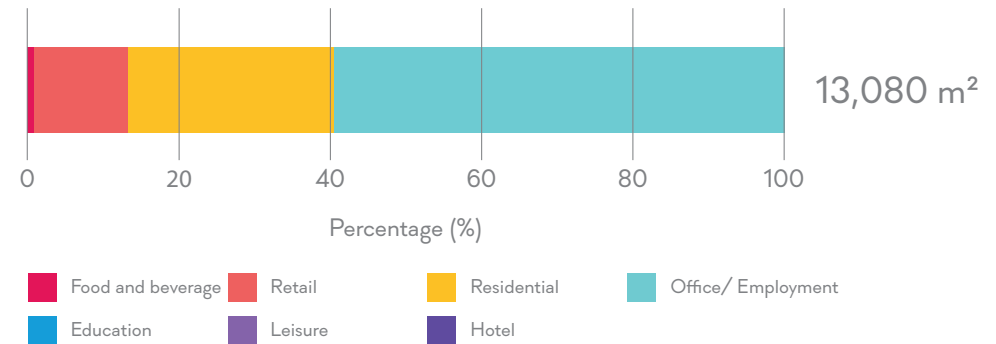
Queen Street / Silver Street

Queen Street / Silver Street proposals incorporate the reuse of the disused furniture store on the corner of Queen Street.

This site has a crucial role in completing the east-west pedestrian/cycle axis which will link Shrub Hill station with the city centre. Development proposals should activate these public spaces and create a pleasant crossing over City Walls road.

Existing surface car parking will be retained.

The masterplan allows a degree of flexibility providing the key design principles set out in both the adjacent table and development framework can still be met.



No	Development site	Land use	Access and parking	Design principles
7	Queen Street / Silver Street	Cafés Offices Residential Retail	Access off Queen Street/ Silver Street	Development should front on to Silver Street Maximum of 4-6 storeys in height

Figure 4.24 | Queen Street / Silver Street location | 1:5,000

LEGEND

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

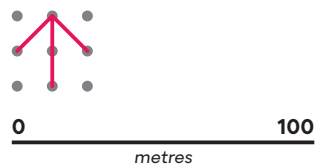


Figure 4.25 | Queen Street / Silver Street | 1:2,500

City Heart: public realm

Foregate Street / Low line

An exciting new plaza at Foregate Street Station linked to a new low line route to the Hive and the Riverside. A new space that has greater pedestrian priority but still allows vehicles to circulate along Foregate Street.

a Foregate Plaza: an impressive new arrival space for the city. This space should be designed to promote pedestrian and cycle activity of all kinds. Whilst still accommodating vehicle movements through the space, the design should encourage slow and calm driver behaviour.

b Drop off space for Foregate Station on The Tything

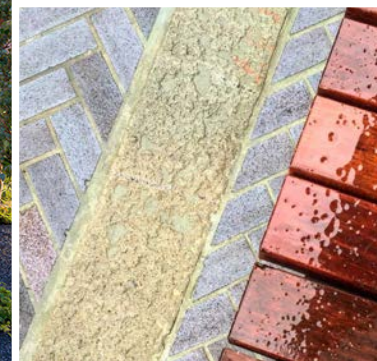
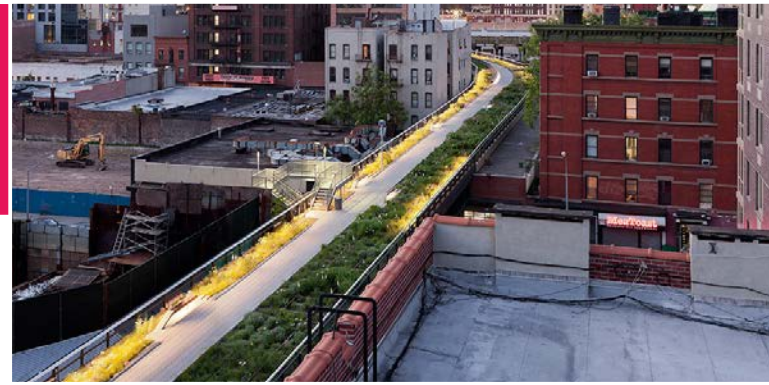
c Improved pedestrian crossing point

d Surface materials should be used to create a footway-crossover across the carriageway, however retaining adequate kerbs to protect pedestrians

e Demolition of end building to allow direct route to Hive and Riverside

f Low line route integrating high quality paving and lighting

g Opening up railway arches to provide space for business start-ups, as well as cultural and leisure opportunities that will also enliven the route



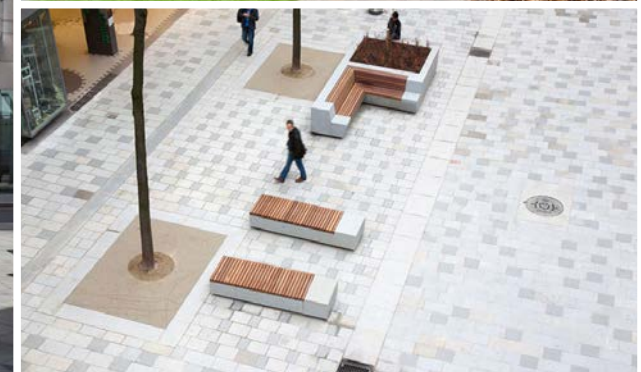
Artist Impression



0 50
metres

Figure 4.26 | Foregate Street/Low Line | 1:1250

City Heart: public realm



Cathedral Square

An opportunity to link the previous enhancements to the square to the cathedral itself with a focus on improving pedestrian crossing and visual connections to the entrance to the cathedral.

- a** Ensure proposals complement enhancements to existing Cathedral Square
- b** Change in materiality that provides a 'stitching together' of both sides of this space
- c** Traffic lights and stop points for cars pushed back, allowing greater opportunity to cross the road in different locations when lights are on red
- d** Central reservation paved as a refuge for pedestrians - subject to point 'c' being implemented

- e** Space in front of Worcester Cathedral upgraded and improved
- f** Provision of new seating and lighting
- g** Redesign of the carriageway to make use of techniques such as changes in materials, visual narrowing, changes in carriageway levels and widths to define a zone of increased pedestrian priority and slower vehicle speeds.
- h** Hostile vehicle mitigation



0 50
metres

Figure 4.27 | Cathedral Square | 1:1250

Canalside

Overview

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

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

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

Design principles

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

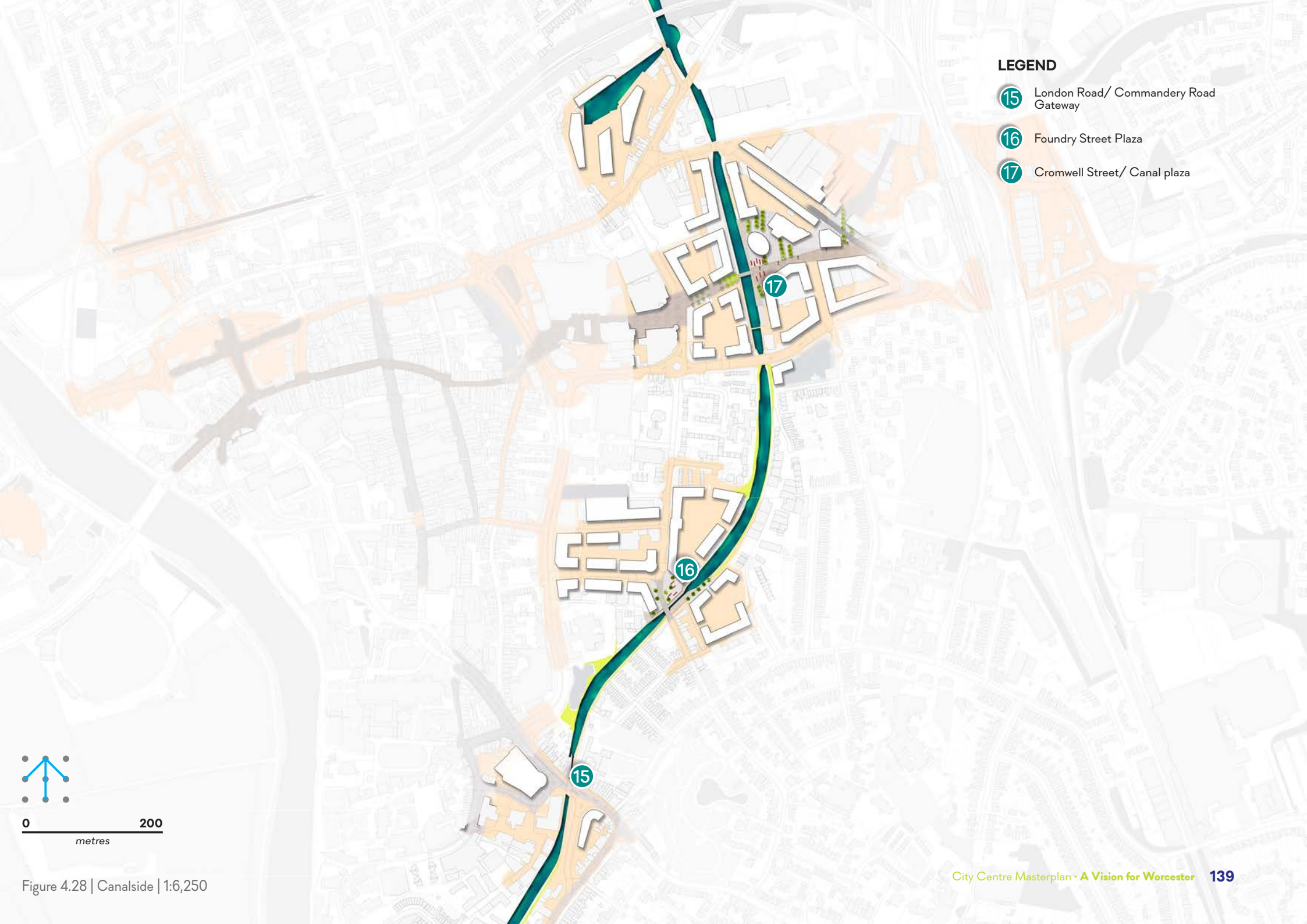
- Development should front onto the canal and streets, providing active ground floor uses
- Development should provide an appropriate mix of uses including residential, leisure and employment opportunities
- Development should contribute to the quality of the public realm
- Public realm proposals should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

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

Key interventions

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

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



LEGEND

- 15 London Road/ Commandery Road Gateway
- 16 Foundry Street Plaza
- 17 Cromwell Street/ Canal plaza



0 200
metres

Figure 4.28 | Canalside | 1:6,250

Canalside

Character

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

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



LEGEND

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



0 500
metres

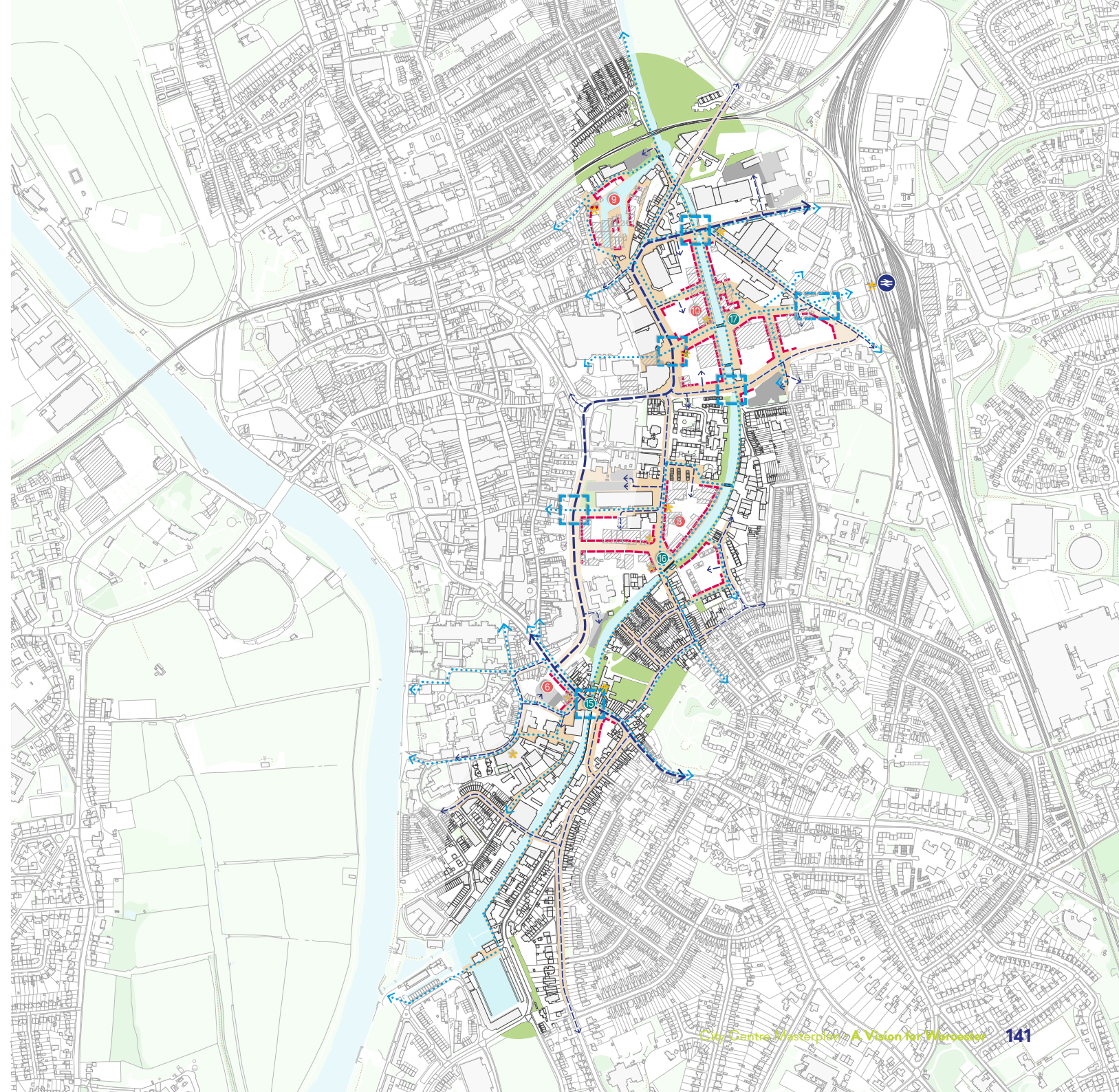


Figure 4.29 | Canalside | 1:10,000

Canalside: key projects

Key development projects

This section provides greater detail for each key development interventions in the Canalside Character Area.

Carden Street

This site includes a large number of secondary employment uses and quasi retail including exhaust and tyre outlets. Proposals should look to include space to retain some of these uses. The site also includes a large telephone exchange which has been empty for a number of years. The site does include some listed buildings off

Charles Street which must be retained and integrated into any redevelopment proposals. An opportunity to create a new space on Foundry Street would open up a visual connection with the canal lock and the former lock keeper's cottage. Existing public parking provision that is lost will be replaced as part of wider city centre parking strategy.

The masterplan allows a degree of flexibility providing the key design principles set out in both the adjacent table and development framework can still be met.

No	Development site	Land use	Access and parking	Design principles
8	Carden Street	Bars/ cafés Restaurants Residential Office Employment	Access via Carden Street/ Foundry Street	Development should provide a mix of uses Development should front onto the canal and streets 4-6 storeys Active ground floor uses High quality public realm

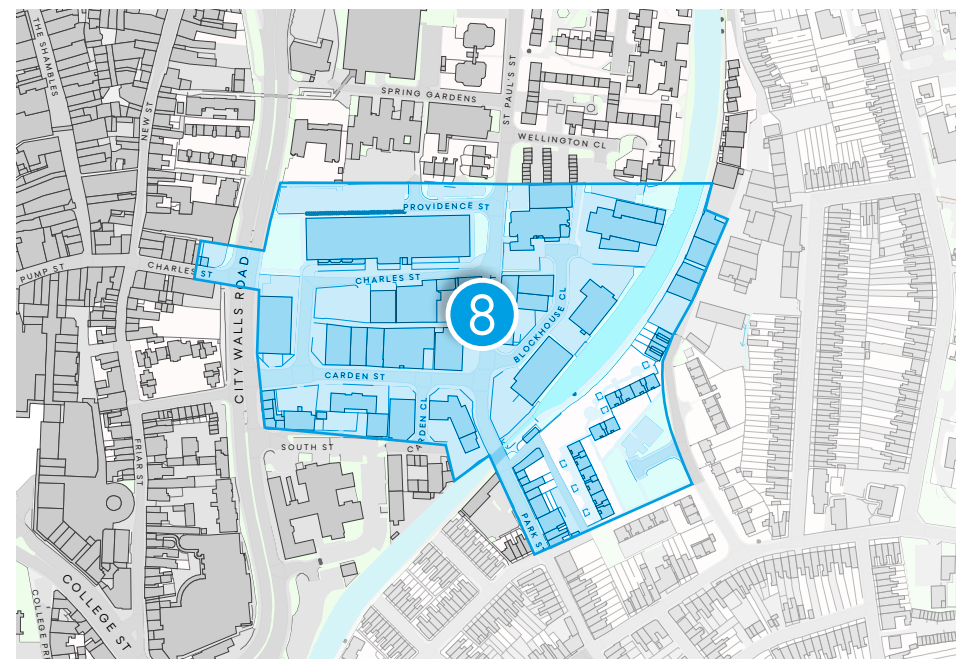
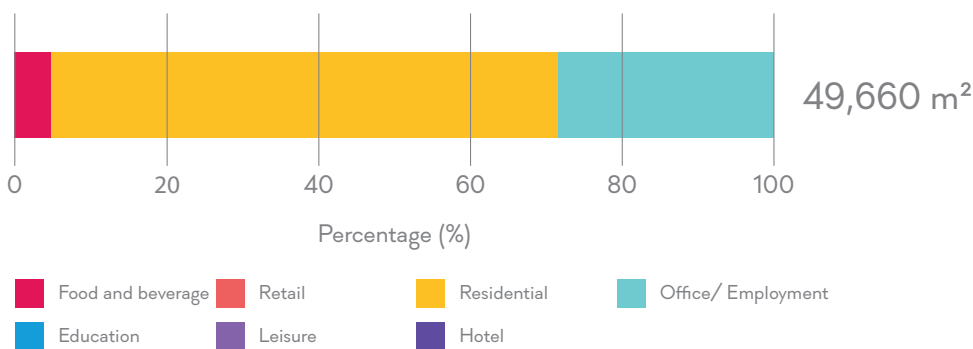


Figure 4.30 | Carden Street location | 1:5,000



LEGEND

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

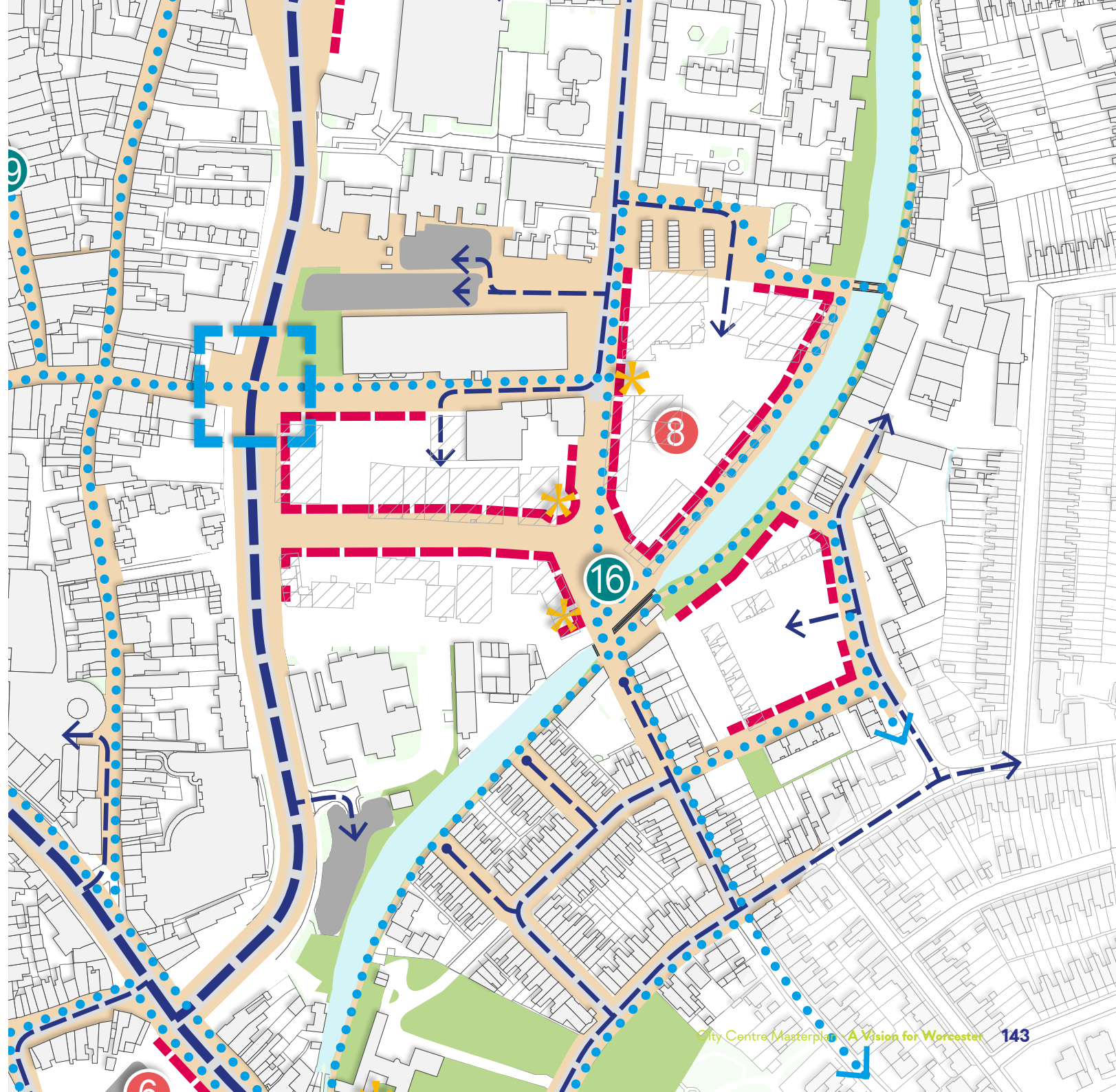
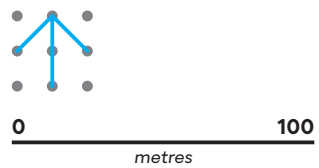


Figure 4.31 | Carden Street | 1:2,500

Canalside: key projects

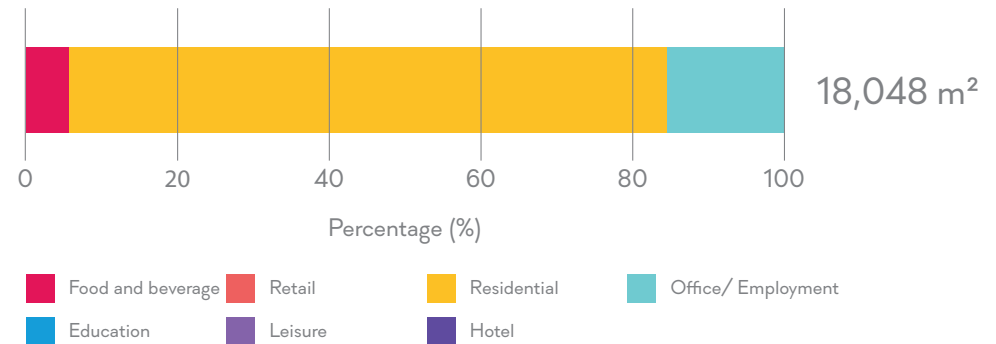
Lowesmoor Wharf

Lowesmoor Wharf currently consists of a truncated canal basin and a small scale industrial estate. Proposals should look to include space to retain some of these uses.

Proposals should aim to create a high quality residential-led wharf development which maximises the assets of the canal basin. The visual

prominence of this site encourages the use of innovative design to create a scheme with a real sense of place.

The masterplan allows a degree of flexibility providing the key design principles set out in both the adjacent table and development framework can still be met.



No	Development site	Land use	Access and parking	Design principles
9	Lowesmoor Wharf	Bars/ Cafés Office Residential	Access via Lowesmoor Terrace	<ul style="list-style-type: none"> Development should front on to canal basin Maximum of 8 storeys in height, however exemplary design may allow for increase in storey heights Impact on heritage assets in vicinity should be considered Potential to extend the canal basin Contribution required to public realm improvements

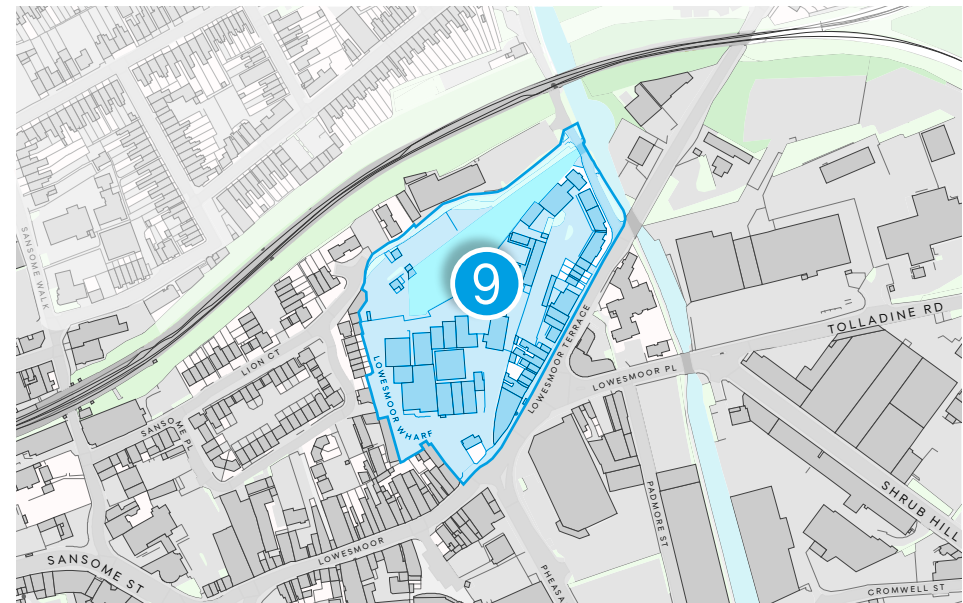


Figure 4.32 | Lowesmoor Wharf location | 1:5,000

LEGEND

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

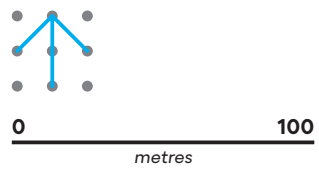


Figure 4.33 | Lowesmoor Wharf | 1:2,500

Canalside: key projects

Cromwell Street/Padmore Street

Cromwell Street/ Padmore Street development site includes a large area of under utilised land between Pheasant Street and Shrub Hill Road. The area includes Padmore Street/ First City Bus Depot and land adjacent to the canal and Cromwell Road.

This scheme presents the potential for a significant level of regeneration that will transform the canalside into an

active and well-used part of the city. This development will create a gateway for visitors accessing the city via the canal network as well as providing a prime residential-led scheme within close proximity to the Shrub Hill transport hub.

The masterplan allows a degree of flexibility providing the key design principles set out in both the adjacent table and development framework can still be met.

No	Development site	Land use	Access and parking	Design principles
10	Cromwell Street/ Padmore Street	Bars/ cafés Restaurants Residential Offices	Access off Pheasant Street/ Cromwell street	Development should front on to canal and surrounding streets Provision of pedestrian and cycle links on both sides of the canal Enhanced crossing of the canal Maximum of 6-8 storeys in height

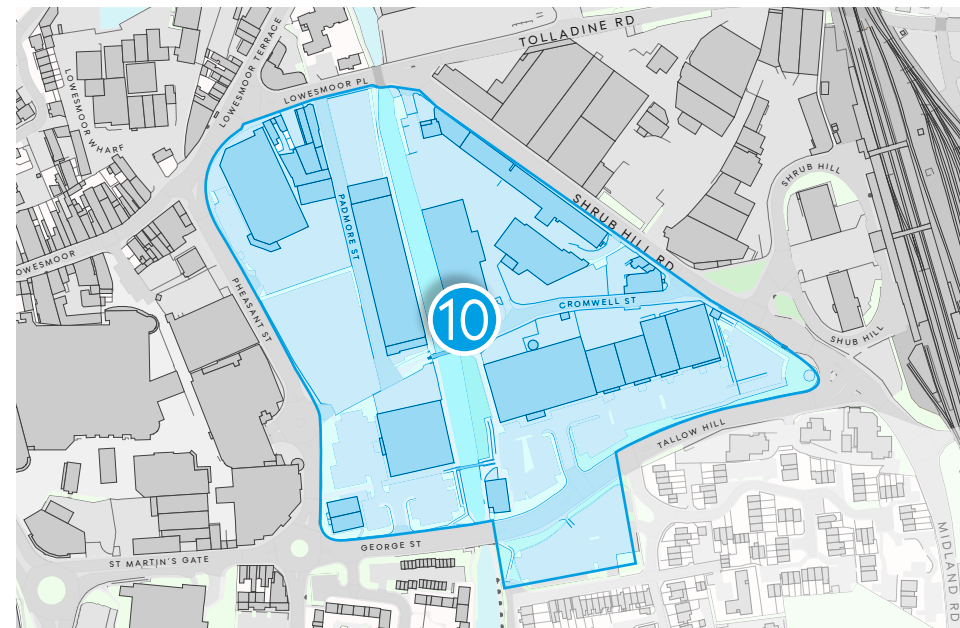
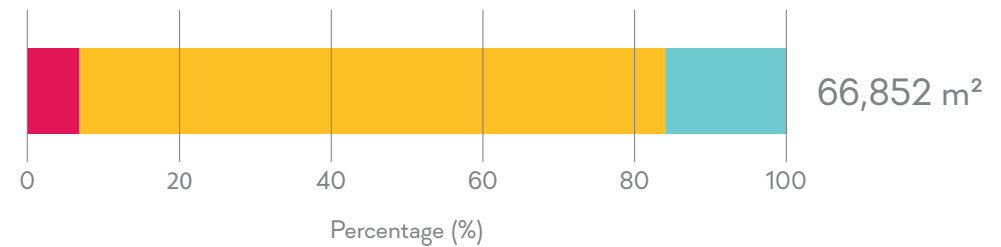




















Figure 4.34 | Cromwell Street location | 1:5,000

LEGEND

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

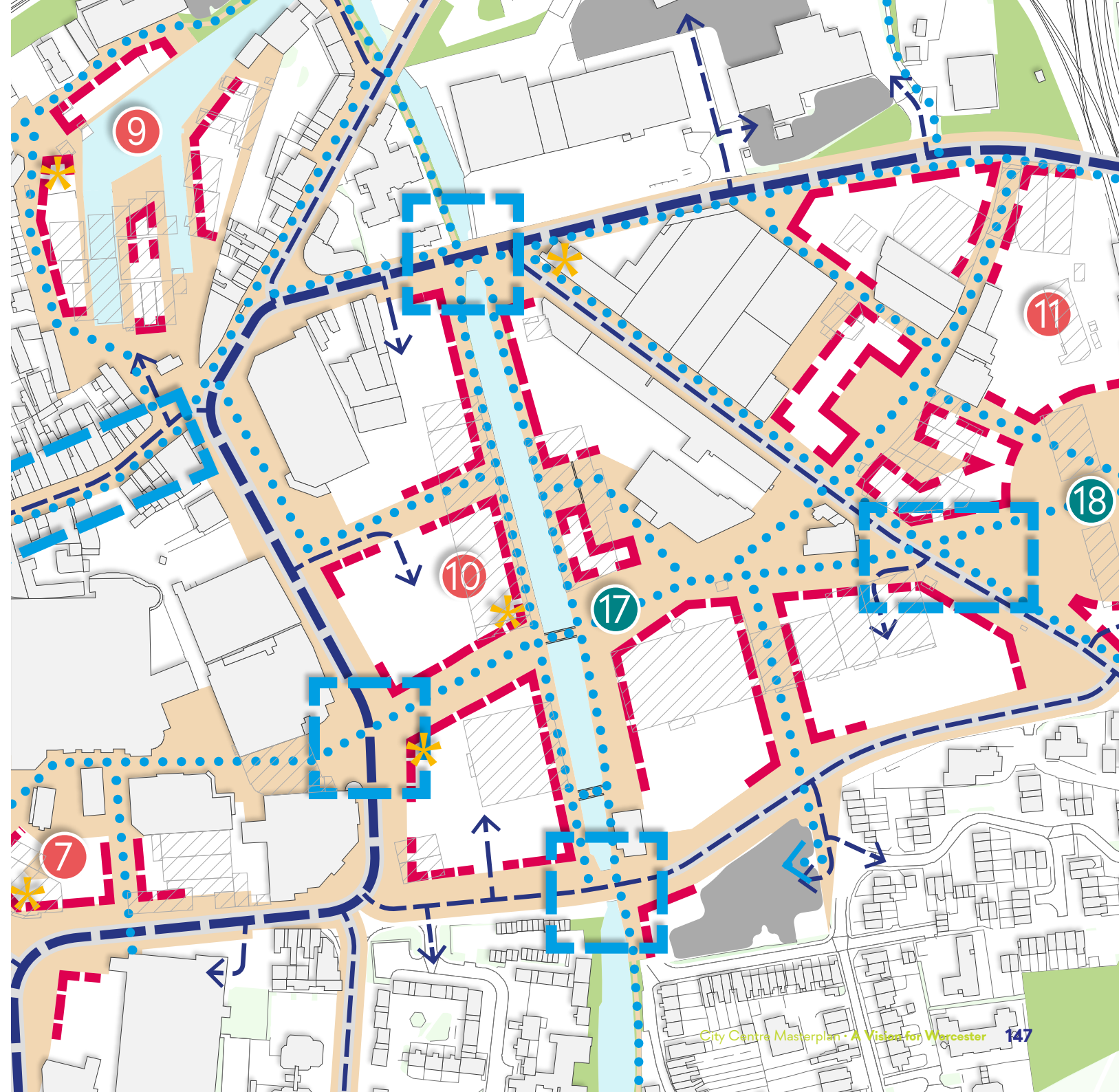
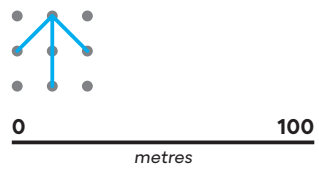
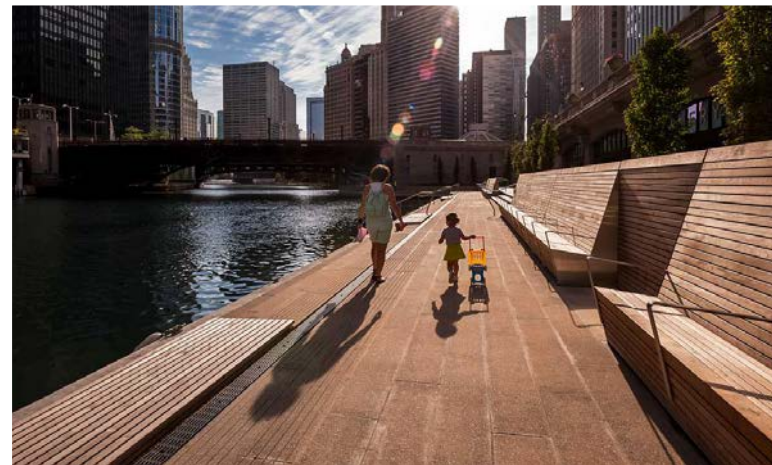
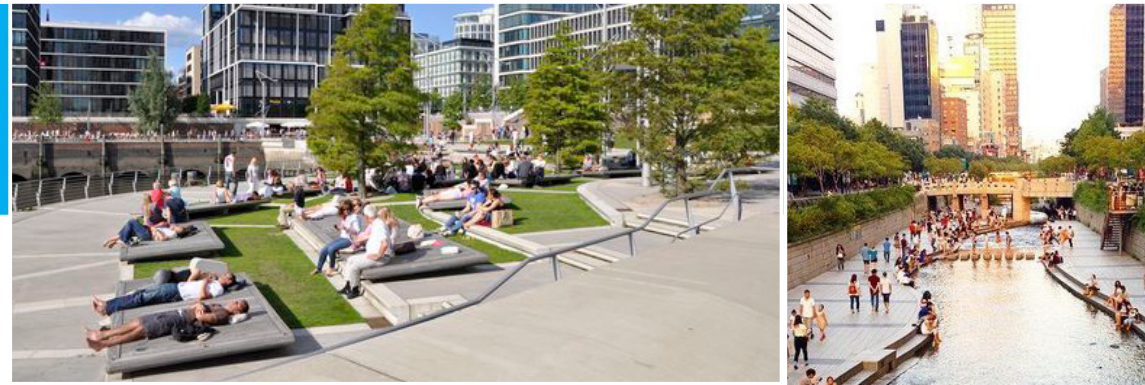


Figure 4.35 | Cromwell Street / Padmore Street | 1:2,500

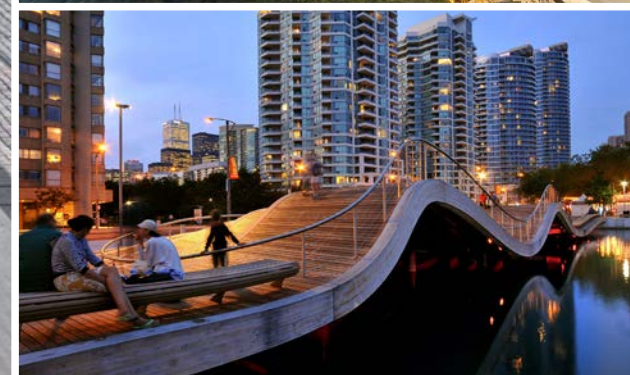
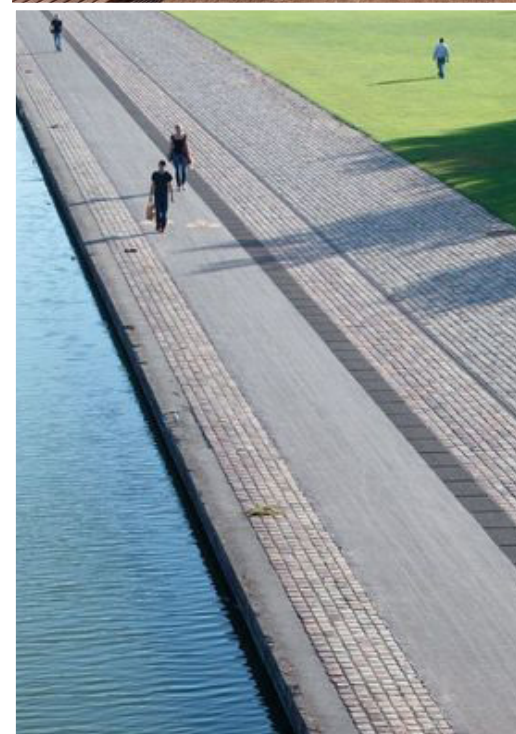
Canalside: public realm



Foundry Square

A hidden space as part of the Canalside residential quarter. Opening up of the lock and views of the canal and lock keeper's cottage will help to provide a new node along the canal.

- a** New residential development overlooking the canal
- b** Resurfacing and improvements to lock in keeping with heritage character
- c** Parapet of bridge changed to railings, so you can visually see the canal as you walk over the bridge
- d** Creation of new square with large seating areas that are south facing
- e** Active ground floor uses to enliven the square





0 **50**
metres

Figure 4.36 | Foundry Square | 1:1250

Canalside: public realm

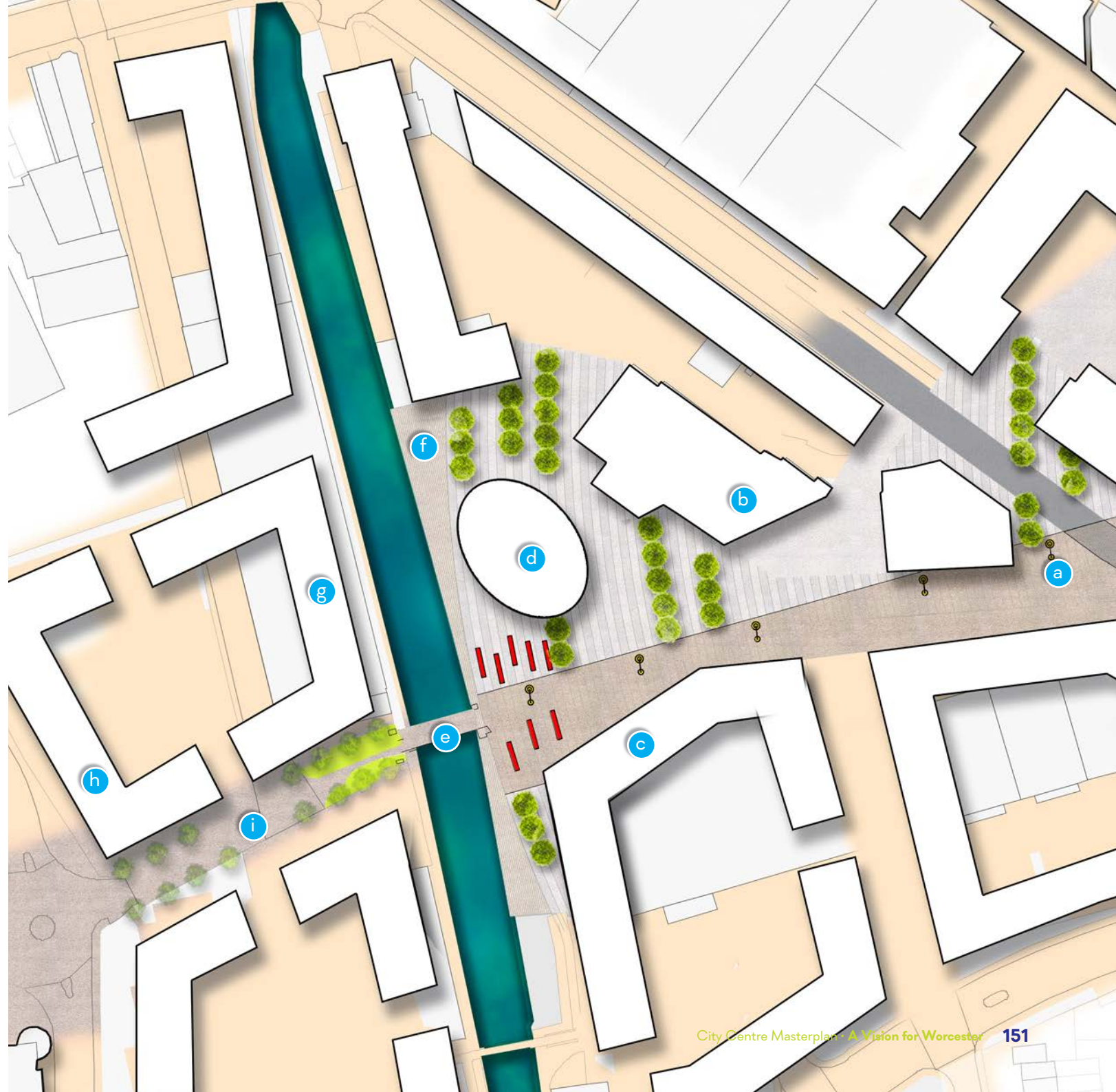
Canal Plaza

Opening up of the canal with frontage development and the creation of a new plaza with access to the Birmingham/ Worcester Canal.

- a** Continuation of Cromwell street promenade from Shrub Hill Plaza
- b** Retention of historic buildings to provide unique character
- c** Frontage development to Cromwell Street
- d** Iconic mixed use building with residential / office and leisure uses that add to the vitality of public space
- e** Improved pedestrian and cycle crossing
- f** Steps down to canal edge
- g** Residential development overlooking the canal

- h** New office development providing buffer to residential development
- i** Continuation of direct link to city centre.





0 50
metres

Figure 4.37 | Canal Plaza | 1:1250

Shrub Hill

Overview

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

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

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

Design principles

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

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

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

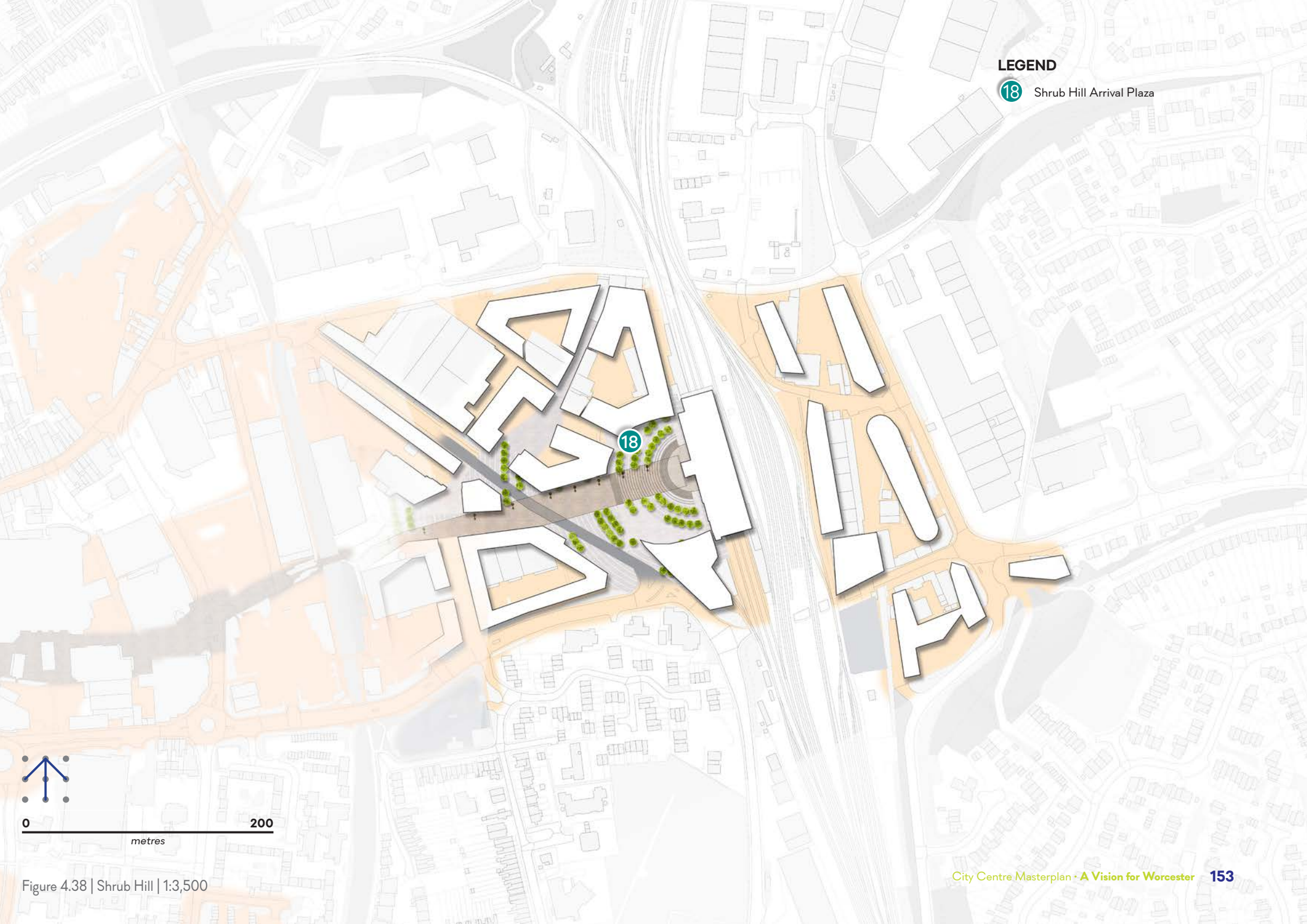
Key interventions

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

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

LEGEND

18 Shrub Hill Arrival Plaza



0 200 metres

Figure 4.38 | Shrub Hill | 1:3,500

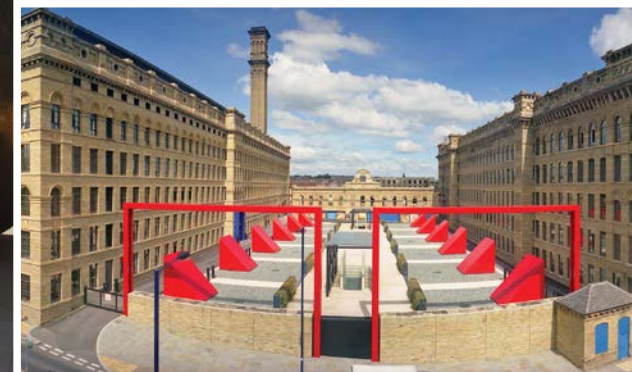
Shrub Hill

Character

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

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

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



LEGEND

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

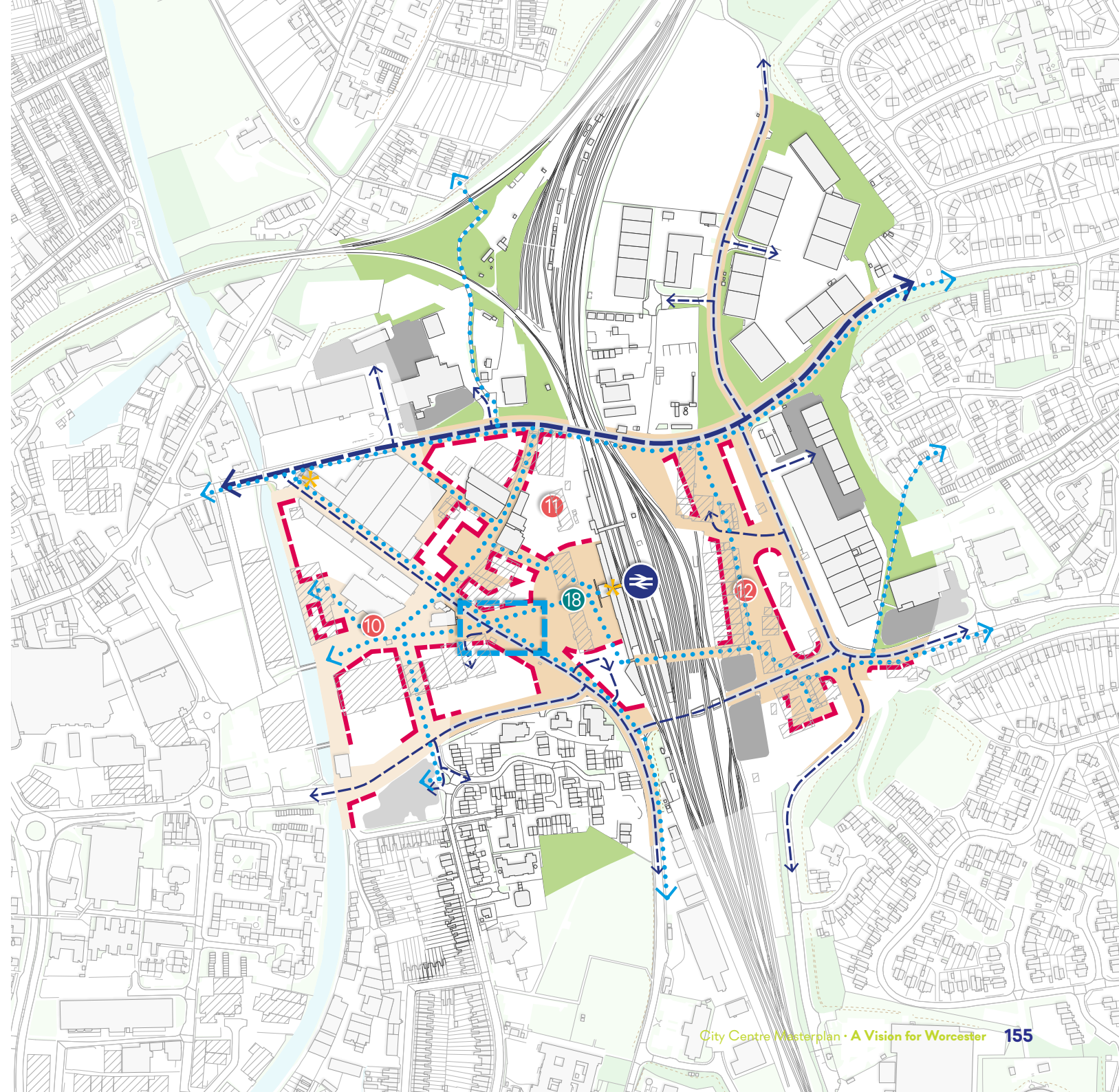
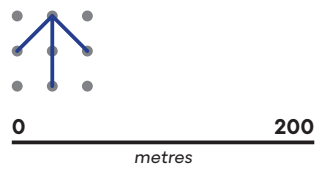


Figure 4.39 | Shrub Hill | 1:5,000

Shrub Hill: key projects

Key development projects

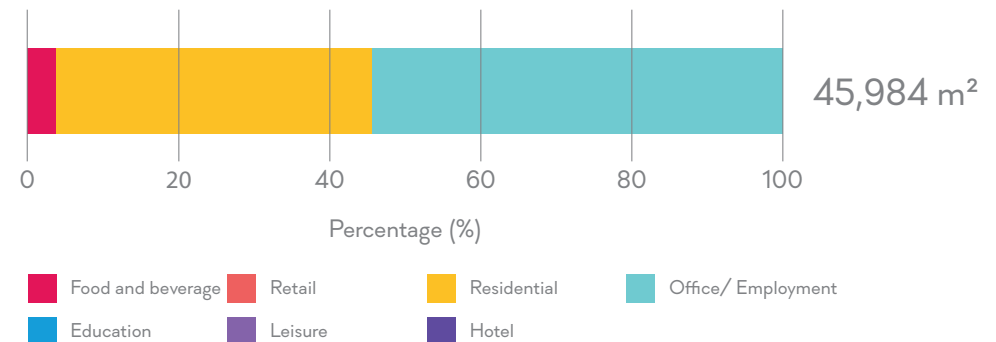
This section provides greater detail for each key development intervention in the Shrub Hill character area.

Shrub Hill Station

The Shrub Hill Station site includes the station itself, together with a significant area of existing industrial development.

This development site sets out to create a new high quality office quarter for the city, combining strong transport links with high quality public realm to create a new innovative part of the city.

The masterplan allows a degree of flexibility providing the key design principles set out in both the adjacent table and development framework can still be met.



No	Development site	Land use	Access and parking	Design principles
11	Shrub Hill Station	High quality office quarter with additional uses including: A transport interchange Bars/ cafés Residential Live/ work units Undercroft car park	Access via Shrub Hill Road Parking under podium accessed via Tolladine Road	Office /employment led mixed use development Respect surrounding listed building and heritage assets Development should front onto streets and arrival plaza 4-6 storeys Active ground floor uses High quality public realm Transport interchange to south of plaza New undercroft car park

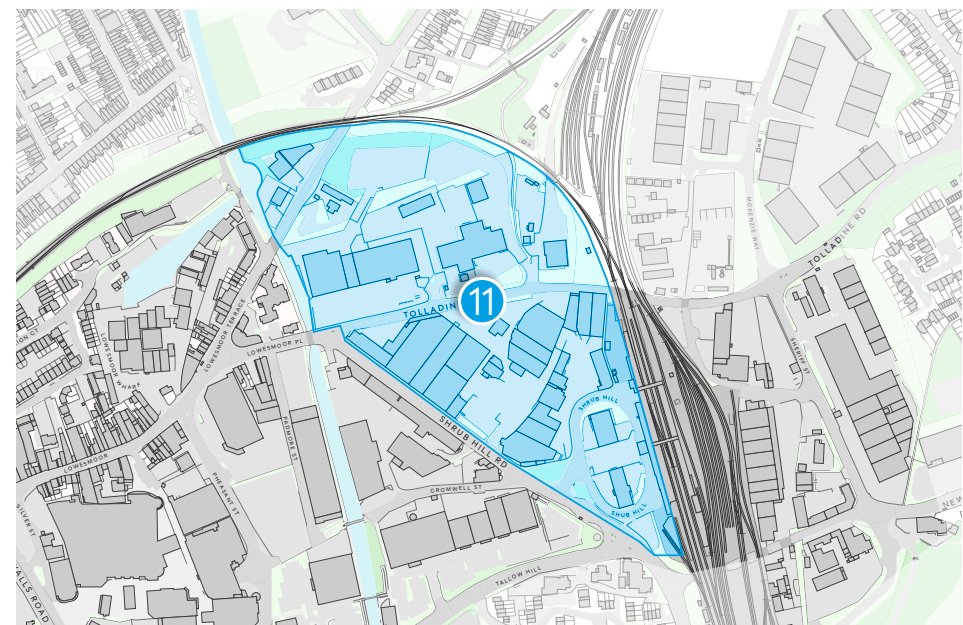


Figure 4.40 | Shrub Hill location | 1:7,500

LEGEND

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

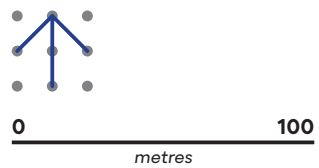


Figure 4.41 | Shrub Hill Station | 1:2,500

Shrub Hill: key projects

Sherriff Street

Sherriff Street currently consists of a mix of employment, leisure and retail uses to the east of Shrub Hill Station.

The table below provides some key parameters for Sherriff Street development site to ensure high quality design and an appropriate mix of uses.

The masterplan allows a degree of flexibility providing the key design principles set out in both the adjacent

table and development framework can still be met.

No	Development site	Land use	Access and parking	Design principles
12	Sheriff Street	Mixed use development	Access via Sheriff Street	<ul style="list-style-type: none"> Development should front on to streets and public spaces Maximum of 8 storeys in height Impact on heritage assets in vicinity should be considered Contribution required to public realm improvements

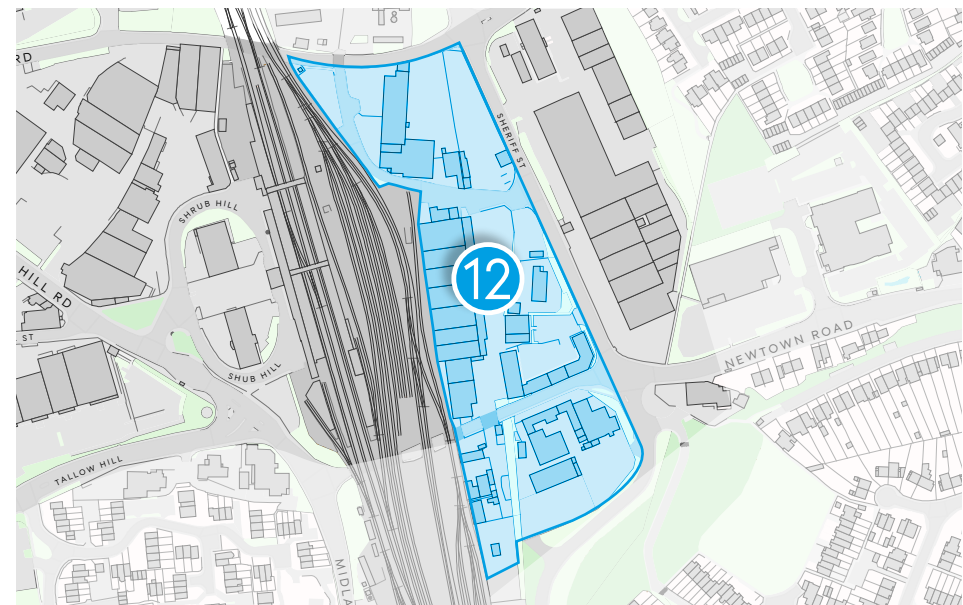
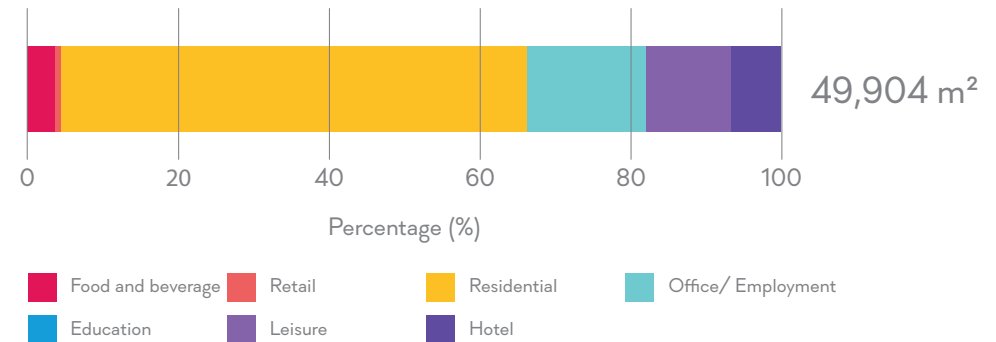




















Figure 4.42 | Sherriff Street location | 1:5,000

LEGEND

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

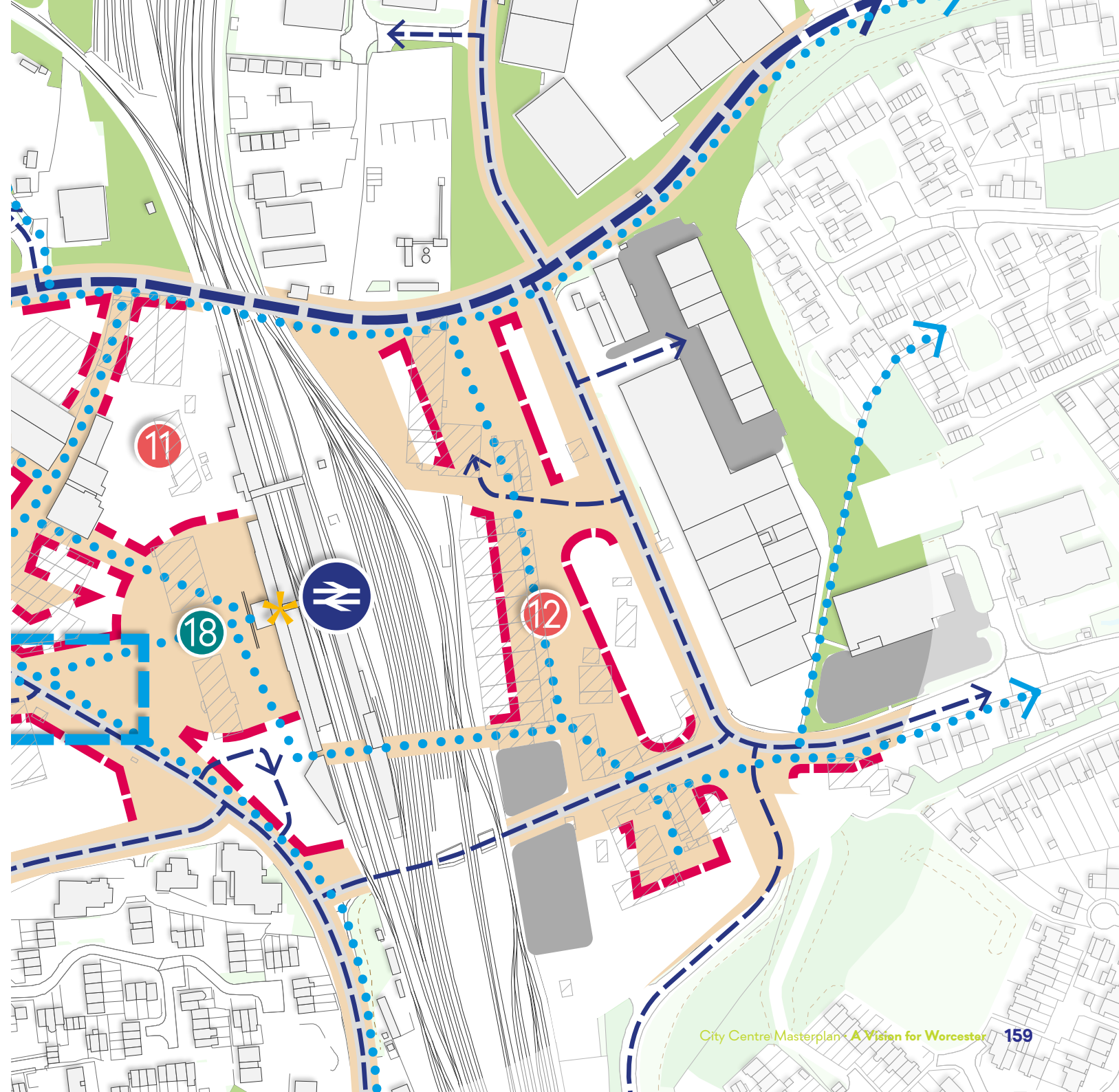
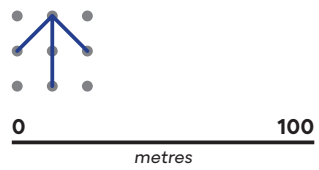


Figure 4.43 | Sherriff Street | 1:2,500

Shrub Hill: public realm

Shrub Hill Arrival Plaza

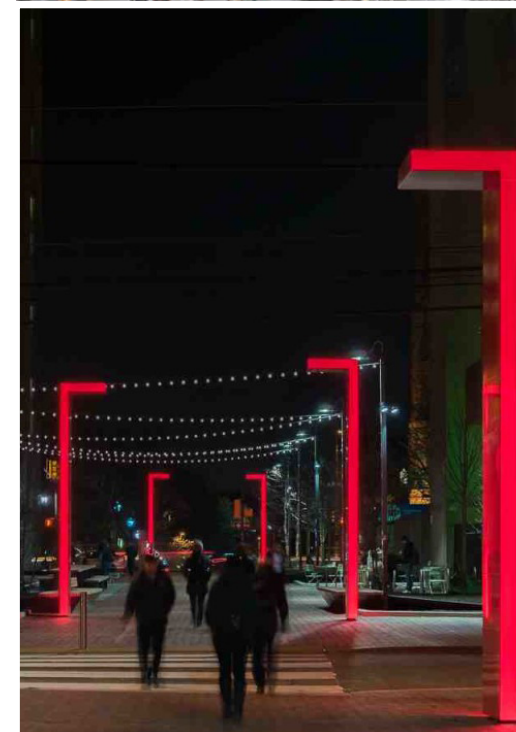
An exciting new arrival space for the city with a strong and direct link to the city centre.

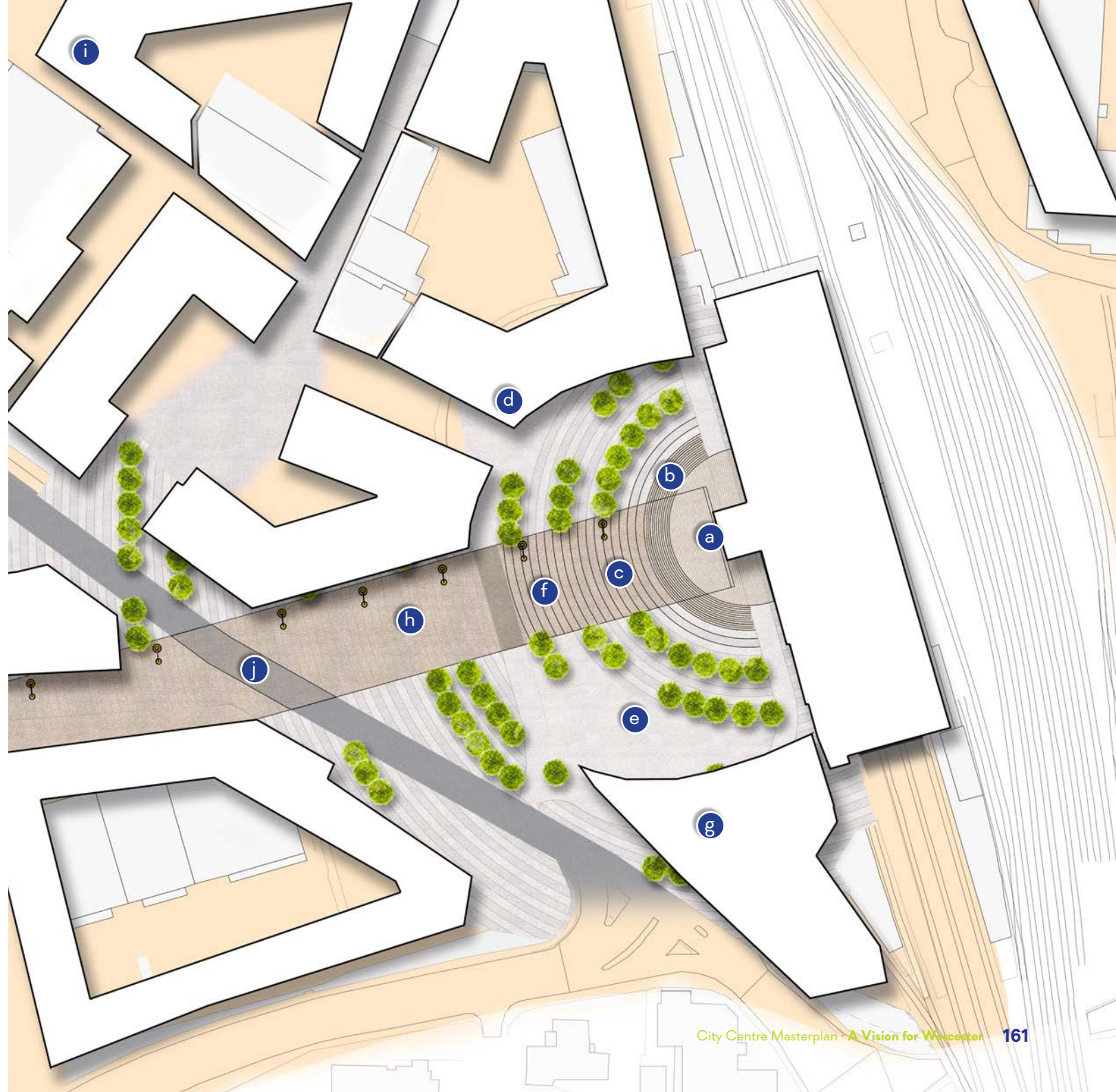
The concept for this space is to celebrate the uniqueness of Worcester in the design.

Key elements of the design include:

- a** A new extended arrival platform at the entrance to the station that is in keeping with the listed station
- b** Generous steps arcing away from the station entrance to arrival plaza below. These steps will integrate lighting to ensure temporal differences do not limit the use of the space
- c** Lower plaza with a pebble ripple design enclosed by new development and trees

- d** Redevelopment of NHS building to new modern office building with active ground floor uses include cafés and small-scale retail units
- e** Removal of Elgar House and vehicular access loop to the station to create a spacious pedestrianised plaza
- f** Iconic lighting columns that celebrate arrival which are brightly coloured and create sculptural elements
- g** A new transport interchange building for buses, taxis and pick-up/drop-off space
- h** Cromwell promenade leading you down to the city centre
- i** New under-croft car park accessed via Tolladine Roady
- j** New pedestrian priority crossing





0 50 metres

Figure 4.44 | Shrub Hill Arrival Plaza | 1:1250



Artist impression: Shrub Hill arrival plaza

5

Making it happen

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

Making it happen

Transformational impacts

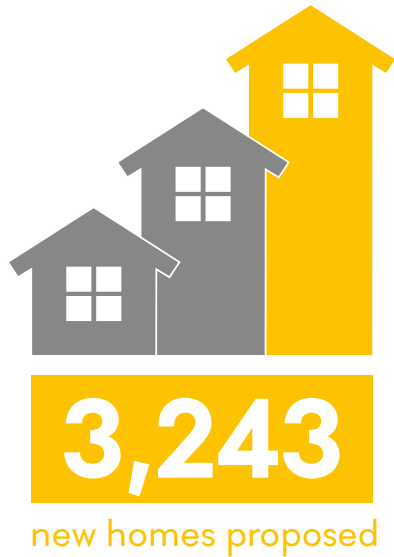
The preceding chapter defined the key development and public realm projects within the character areas that can have a transformational impact upon Worcester. The masterplan can provide the following headline figures:

£0.7m

savings for the

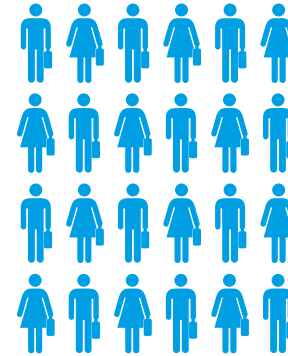
NHS

per year through healthier lifestyles



£385m
additional GVA
per year once
fully developed

8,610
new jobs
created



14 km
of new cycle infrastructure



8
historic
buildings
brought
back
into
economic
use

Funding

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

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

Masterplan Delivery

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

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

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

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

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

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

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

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

office led development within Shrub Hill character area

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

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

Council Commitment

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

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

- Remain involved in schemes throughout their development and delivery

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



www.worcester.gov.uk

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