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Norwich Urban Quality Plan

City Centre Spatial Strategy



“Good standards of public space are the key to urban regeneration and social inclusion”

Chancellor Gordon Brown referring to the Crosscutting Liveability review



City Centre Spatial Strategy

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In a nutshell

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City Centre Spatial Strategy – What is it?

A framework and programme for the regeneration, management and maintenance of public space in the City Centre taking account of all aspects of its form and use to:

- Ensure that it thrives as a centre of exchange and employment;
- Overcome barriers to enterprise and stimulate regeneration investment;
- Promote more integrated communities and overcome obstacles to social inclusion;
- Combat direct threats to health, safety and well-being;
- Encourage the highest standards of environmental quality;
- Celebrate local distinctiveness and promote cultural renaissance.

City Centre Spatial Strategy – A new approach to public space

Strategies involving the public domain have, historically, viewed public space as a conduit for movement – essentially a circulatory system. More recently, transport strategies have adopted an “allocation principle”, whereby parts of the system have been allocated for pedestrians, parts for buses and so on. The radical difference with a spatial strategy approach is that it considers all aspects of the public domain and promotes action taking account of:

- Historical development and its modern relevance;
- Aesthetic considerations;
- The nature of its use in the context of the City’s roles – shopping city, working city, cultural city, leisure city, learning city, sociable city – and therefore the economic social, environmental and cultural roles of different spaces;
- Its role over – time of day, day of week, season;
- Its role enabling people and vehicles to move;
- The detailed physical component elements of space (paving, landscape, furniture, utilities, art, lighting) and how they change over time (e.g. maintenance);
- The built forms framing the public space and their physical and functional relationships, intelligibility and legibility – way-finding, “reading” public spaces, and interpretation.



In Search of the Liveable City

When cities and towns were founded, activity ebbed and flowed between buildings and spaces with few rigid distinctions. The market places, squares, open spaces and winding streets performed as the medium for economic and social exchange and the stage for civic and cultural pageant – public space was the city’s “front room”, the urban glue that held the functions together.

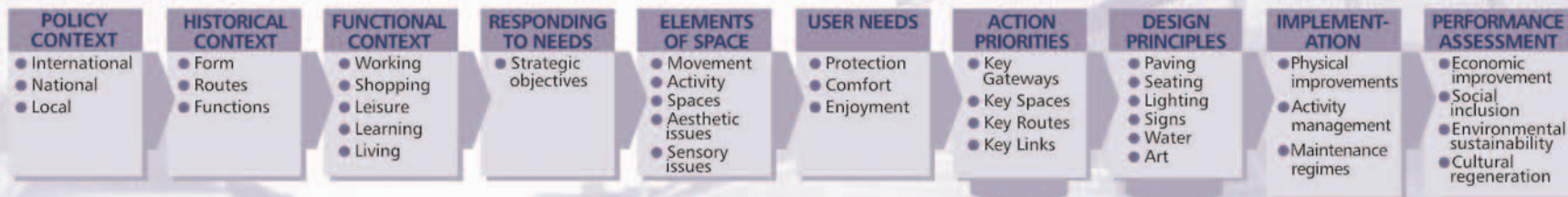
In many cities, such spaces are now full of fast moving or parked traffic, a jostling cacophony of bus shelters, utility installations, light and sign columns and the ubiquitous ‘sheep pen’ railings, scarred with tarmac, pockmarked with street repairs, slashed with yellow lines and traversed with cycle lane markings. They are now alien places, and can be threatening to some users.

The challenge is threefold – resourcing, integration and recognition. Many cities and towns have created improved domains in a few streets but it is not cheap to do it well and resources have often prevented progress beyond just the core streets. Equally, few towns have recognised the need to look at the spatial domain as an integrated whole, which is why progress has been patchy. Perhaps most significantly, the regeneration of the public domain is often seen as “a bit of cosmetic surgery” when what it can be about is using physical regeneration to promote new activity in public space (cafes, markets, performances, festivals events and functional regeneration of the buildings around). Thus it can be a vehicle for overall economic regeneration; social reintegration by reconnecting excluded communities; and cultural renaissance by reasserting local distinctiveness. Public space regeneration makes economic, social, cultural and environmental sense.

The public domain is now moving into the spotlight. There is a promise of £201m to enhance local spaces through the UK Government’s “Sustainable Communities” programme; a new minister with “Liveability” in their title; public space is one of the key enquiry areas for Comprehensive Performance Assessment; and there are encouraging moves from the Commission for Architecture & the Built Environment. The challenge is to change attitudes and to fight for resources for Norwich.



Document Structure



1. Policy and Practical Context

The concept of developing and managing the public domain in an integrated way is well established in mainland European countries and many (e.g. Hoorn in the Netherlands) have developed Quality Plans to articulate the policy approach. In the UK, Government and national agencies such as the Commission for Architecture and the Built Environment (CABE) are moving to the same position and a few cities such as Oxford have already produced complementary public domain strategies and transportation strategies.

2. Historical Context

To fully appreciate what we have, why it's there, how and why it has degraded and what opportunities it might present for the future, we need to understand where we've come from. We need a thorough understanding of how the spatial structure of the City of Norwich was formed and for what purpose including aesthetic issues. We also need to appreciate the detail of the urban form and why that detail may or may not be appropriate in the future.

3. Functional Context

We need to understand the diverse functions of the City – working, shopping, learning, sociability, moving and so on and what that means for public domain overall and public spaces in particular. We also need to examine how the modern needs of the City conflict with its physical form.

4. Spatial Framework

This provides a strategic framework for the future development of the spatial domain in the City – the principles by which spaces should be formed and used.

5. Design Manual

Here the document establishes a common approach to shaping, managing and monitoring the public domain. It includes guidance on paving, street furniture, signage landscaping, water, lighting, art and how these elements should be installed and maintained as well as designed. It also makes recommendations for the use of spaces for activities such as street trading and markets, events and pavement cafes etc.

Detailed funding programme and regeneration packages

LINKS

- Highway capital programme
- Capital strategy on spaces

Design manual and specific strategies (e.g. signage)

LINKS

- Highway maintenance programme
- Spaces maintenance programme
- Cleansing contract

6. Spatial Regeneration Packages

This section outlines how the components of the framework and manual can be brought together in some exemplary demonstration projects.

7. Priorities

Here the document sets out what should shape the priorities for action.



1. Policy and Practical Context

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National and International Policy

The Importance of the City Centre

After some years “under seige” from policies that encouraged out-of-town shopping and commercial centres, city centres have gained a new prominence, particularly in the context of the Government’s Urban Renaissance agenda. The influence of the sustainability movement at an international level and the influence of the European Policy Directives such as the European Spatial Development Perspective have re-explained the importance of robust and successful city centres. More recently, particularly in Europe, there has been a recognition that the spaces in city centres are vital to the effective functioning of local economies.

The Government are now clearly encouraging retailers to focus on in-town locations by

implementing Planning Policy Guidance (Town Centres and Retail Policy for promoting town centres), which seeks to help sustain city centres. A key requirement for success will be the provision of a high quality pedestrian environment and improvements to the public domain in order to compliment the diverse retail, recreational and tourist attractions in city centres.

Historic Environment

The Government’s fundamental belief that there should be effective protection for all aspects of the historic environment, is reflected in the recent Department for Culture Media & Sport (DCMS) review of conservation legislation. The review gives new focus to listed buildings and conservation areas and CABE are now promoting the opportunities for good urban design in enhancing historic environments. The DCMS Review will give more emphasis to the protection and regeneration of historic public space, and provide a more comprehensive view of the historic urban environment.



*“The quality of public spaces affects us all wherever we live and work. Safe, well-maintained and attractive public spaces have a critical role in creating pride in the places where we live, which in turn is essential to building community cohesion and successful communities. The Government is committed to action to make public spaces cleaner, safer, greener places that enhance the quality of our lives.” Living Places: Cleaner, Safer, Greener Report
Office of Deputy Prime Minister, 2002*

Policy and Practical Context (continued)

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The Local Plan

Norwich City Council's objective in planning for the city centre is contained in the Replacement Local Plan;

"To promote and enhance Norwich City Centre as a sustainable, safe, vibrant and attractive centre of the highest quality, providing an accessible focus for a wide range of commercial, residential, cultural, leisure and retail activities, which are essential to the community, whilst respecting its historic fabric and heritage and reflecting its importance as a regional centre and major visitor destination."

The achievement of this objective means that the City has to be an attractive focus for the range of activities, and be able to manage access and movement for significant numbers of people. Attractive must be in terms of the whole experience of the centre for everyone, including those who live there. This will include;

- The quality of services available;
- The range of services and the relationship between them;
- The increase in the population of the centre with a range of accommodation for all groups;
- The accessibility of services and facilities;
- The attraction to the centre to a wide number of visitors and to ensure transport use is the most efficient possible;
- The enhanced sense of place and liveliness in the centre;
- The ease of movement within the centre.

The Norwich Replacement Local Plan recognises the importance of the development of public spaces, access and the attractiveness of the City Centre: "Streets and roads within the City Centre provide not only the means of moving from one place to another, but also form

a large proportion of the public spaces within the City. Sensitive use of appropriate materials for, the construction of these areas, careful lighting and signing together with careful management, improves the quality of the public realm."

The City Council views the public domain as a complete entity planned in a co-ordinated way in order to create safe, attractive and vibrant areas by addressing issues such as;

- Co-ordinated materials palette
- Signing
- Lighting
- Street furniture / public art
- Paving
- Co-ordinated public events/festivals programme.



In terms of accessibility within the centre, it means that there needs to be effective and attractive routes and "dwelling" points through the centre from the major "arrival points" such as car parks, bus stations and stops, and the rail station. Priority will be given to the improvement of the pedestrian environment and the movement of public transport through the centre.



2. Historical Context

The origins of the Spatial Network

Norwich City centre's spatial framework is both ancient and complex. Topographical and natural features (ridges, valleys, watercourses, forests) helped to define the earliest movement patterns but these have been subsequently reshaped or may even have disappeared.

The Wensum provided one of the earliest defining points for settlement and movement but, enigmatically, so did now lost water courses such as the Great Cockey, the Dalymond stream and numerous other small "fleets". While the Wensum was reduced to the status of a public sewer, during the City's latter history and ultimately a totally neglected resource by the mid 20th century, it has more recently been rediscovered and regenerated. Its role as a recreational spatial route is important, and it has great potential as a focus for regenerative activity (festivals, events, markets). Its role in the City's history must not be lost to future generations.

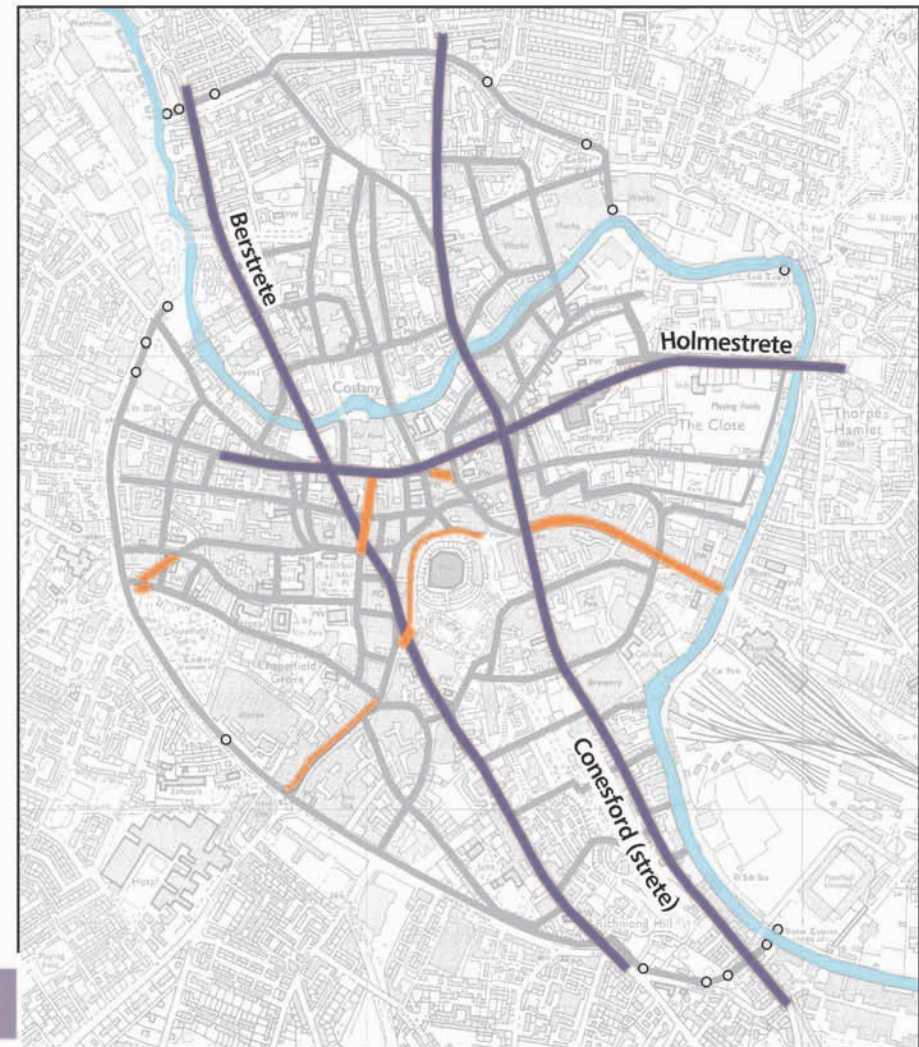
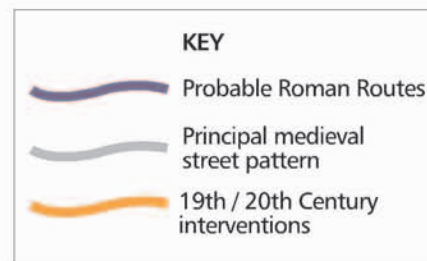
Lost watercourses offer other opportunities, not merely for interpretation, but also for reinstatement as modest decorative water gullies in the modern street scene providing visual interest and opportunities for art, play, softening of the urban domain and the management of different forms of movement.

The skeletal framework for the City's later "spatial body" was formed by three probable Roman strategic routes, joining up Roman settlements across and beyond Norfolk but crossing the site of the later City. These were the east/west Holmestrete, (Bishopgate/St Benedicts) and the north/south Berstrete (Ber Street/Oak Street) and Conesford (King St/Magdalen Street). Subsequent development (notably the Cathedral and the Market) and 20th century roads and developments have impacted on the functional relevance and spatial integrity of these routes. While reinstatement would not be appropriate to the needs of the modern City, there may be merit in their historic reinterpretation.

The same applies to the remarkably regular grid pattern of the pre Norman, Anglo Scandinavian borough which was virtually obliterated by the development of the Castle and Cathedral complexes. However, there is potential to commemorate the survival of a significant number of streets from the pre-conquest Danish period by interpretive means.

Following the Norman Conquest, the City developed a street pattern which was to endure, virtually unmodified to the present day. It is this pattern which offers real opportunities for reinstatement and enhancement as a means to establish a

mode of spatial activity which is both in tune with the modern needs and historic grain of the City, and to bring about functional regeneration with significant economic and social benefits.



Historical Context (continued)

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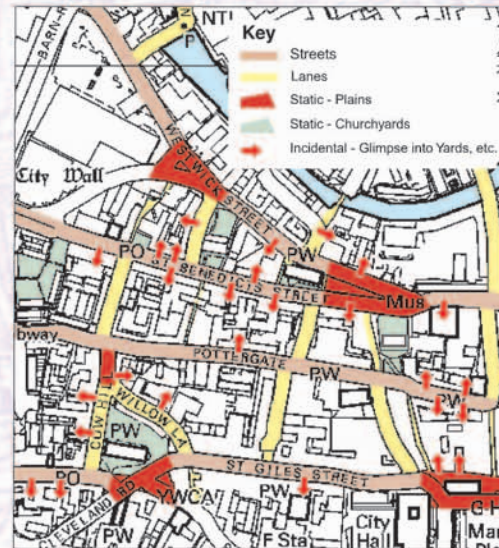
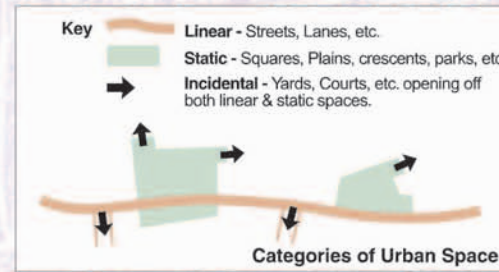
The key components are:

Spaces – originally markets, but these developed into venues for civic spectacle, plays, fairs, spectator sports including the administration of justice, political and religious rallies and so on – the Great Market, Tombland, Timbermarket, Swinemarket, Horsemarket, Cattlemarket, Maddermarket etc. Additionally, other spaces were formed around major buildings such as churches and other religious complexes, or at the intersections of key routes and these were subsequently branded by Dutch and Flemish settlers as “Plains” – St Andrew’s Plain, St Mary’s Plain, St Martin’s Plain, St Stephen’s Plain.

Major routes – originally the main ways into the City from its regional hinterland, through the City’s 11 medieval gates, usually to the principal spaces, e.g. Markets. These routes were formed to accommodate reasonably high volumes of pedestrians with their attendant horses and carts and in particular circumstances (King Street, Ber Street), herds of livestock. Functions along these routes served the inflowing Visitors (inns and shops) and many of these streets later developed as secondary shopping areas (St Benedicts, St Augustines, Magdalen Street, St Giles.)

Linkages – these connections between the multitude of main routes and major spaces are more numerous than perhaps in a more conventional radial settlement pattern. These linkages vary from modest pedestrian scale streets (London Street, St Georges Street), to a complex network of alleys, some formalised into important, but still small scale thoroughfares (e.g. Back of the Inns, Royal Arcade), and modest pedestrian access ways such as Bridewell Alley).

Yards – these are the lowest level in the spatial hierarchy and generally represent cul de sacs running off the other 3 spatial elements. Originally, the majority would have been inn yards or would have performed some other service function (e.g. livery stable). Today some of them have developed new service functions – Labour in Vain Yard, Netherconesford, the old Red Lion Street Livery Stable.



Beyond the medieval period, interventions into the spatial network were dramatic but limited.

They included:

- Prince of Wales Road – a Victorian speculative boulevard of greater proportions than the traditional key link;
- Castle Meadow – formed from the Castle Bailey, including a breakthrough into a radically widened Red Lion Street in 1901 to accommodate trams and subsequently widened in the 1930s to accommodate more traffic;
- St Stephens – a post war dual carriageway overlaid upon the medieval form of the street;
- Rouen Road – a new residential 4 lane road created through a development;
- St Swithens Road/Cleveland Road – 2 new access roads designed to implement the 1960s Ring and Loop plan;
- The Northern Inner Ring Road, including the Magdalen Street Flyover, also part of the implementation of Ring and Loop, cutting through the medieval grain of the City’s street pattern and cutting off part of the historic walled City.

Key points

- The earliest Roman and Anglo Scandinavian street patterns no longer have relevance to modern City functions but should be commemorated through historic interpretation.

- The river is an important factor in the spatial regeneration of the City and there may be some potential to ‘reintroduce’ lost historic water courses.
- The largely intact medieval street pattern should be conserved and as the basic framework for movement in the centre.

- The strategy should seek to overcome adverse impacts of subsequent developments and reintegrate isolated areas.

3. Functional Context

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Diverse City

The roles performed by the centre are both complex and diverse – it is not a traditional “town centre” but the focus for a large sub regional and regional catchment. The various roles are not exclusive but tend to overlap – the worker is also a lunchtime shopper, the day visitor will sightsee, shop, visit an attraction and eat out, the student will enjoy the night time economy.

Over 31,000 people work within the City Centre and the City has the highest proportion of people who walk to work of any city in the UK (source RAC 2003). Norwich is the 9th most successful retail centre out of the UK’s top 1100 (EXPERIAN 2003) and is set to improve with the development of the Chapelfield scheme. The busiest points along streets in the shopping core (Castle Mall and Gentlemans Walk) have 30-50,000 people passing them on an average Saturday. These issues combine to give Norwich the fourth highest proportionate increase of daytime population of any local authority in the UK.

The City is also an important leisure destination attracting audiences varying from almost 30,000 people who enjoy the weekend evening economy, to an increasing number of tourists and regional visitors who attend events such as the second oldest music festival in the UK or the largest provincial beer festival.

A host of learning providers are either directly based in the centre (Norwich School, Art School, Forum) or depend upon it to provide study opportunities. The centre is also a living place with over 6000 residents and more than 2000 new flats and houses are approved or under construction.

All of these functions place demands upon the public domain as a multi purpose venue – a route, a resting place, a playground, a stage, a place to socialise, an outdoor café or shopping place, a gallery, a place of exploration, an outdoor classroom, a front garden and many other things.

CENTRE FUNCTIONS



A Market City -

Founded as a trading centre now the 9th most successful retail centre in the UK

A Working City -

The centre for over 60,000 industrial jobs a century ago, now the focus for 31,000 largely service jobs

A Living City -

Home to almost 90,000 people in the late 1890s, now supporting a population of just 6000

A Leisure City -

The evening focus for 30,000 revellers

A Visited City -

Welcoming over 5 million visitors annually

A Walking City -

Highest proportion of commuters by foot in the UK

A Moving City -

Focus for vehicle 500,000 trips a day

A Green City -

5000 trees and 30 ha of green space

Conflicting Needs

The City is a complex place and its roles and functions generate an enormous inflow of people and the need for them to:

- Feel “welcome” and well accommodated on arrival;
- Move effectively through the centre;
- Be able to “dwell” in attractive spaces.

Half a million vehicle movements focus on the City daily, creating needs for access and parking. 28% of all accidents in the City occur within the centre where some of the worst pockets of air quality are located. While significant for the transitory shopper or visitor these have an even greater bearing on residents and workers needing or wanting to use outdoor spaces. Less measurable or obvious negative impact on movement and “dwell” time are the “corralling” of pedestrians on narrow pavements or behind guardrails, the dislocation of sections of the centre or communities by heavy or fast-flowing traffic. The benefits of creating attractive effective routes for people can be illustrated by Gentlemans Walk where, after 1988 pedestrian flows increased by 300% at peak times and a wide range of public space activity has emerged (speciality markets, cafes, performances, street entertainers and musicians, pavement artists). If public spaces are formed and managed in ways that make people feel safe, relaxed, comfortable and cosseted, they will come more often and stay longer.

What is less obvious is that these ‘feel good’ factors have much more concrete economic, social and environmental benefits and the obverse – the hostile public domain – has significant costs. Evidence from Norwich and other European cities has demonstrated that where public domain environments have been regenerated benefits have included:

Economic- increase to commercial footfall; increase in property values and rents; more intensive commercial use of buildings (e.g. upper floors); restoration and repair of buildings; redevelopment of vacant sites for economic uses; inward investment; more intensive and economic use of public spaces (street trading, cafes, events); reduced costs for accidents and healthcare; reduced costs of crime; improvement of tourism profile; job creation.

Social- more equitable use of space; reduction in health risks; reduction in crime; removal of access barriers to facilities and services; improved quality of life; improved opportunities for outdoor relaxation and entertainment; improved learning opportunities



Environmental- more sustainable and efficient use of space; more benign use of space; reinforcement of centralised rather than (car based) decentralised activities; promotion of the multiple use of centres; reduction in adverse environmental impacts on people, nature and buildings.



Functional Context (continued)

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Responding to Need

Past initiatives such as Gentlemans Walk, Pottergate and most recently King Street are good examples of managing the public domain so that the City Centre's major functions are both better fulfilled and enhanced. However, there has never been a comprehensive framework for addressing issues. As a result we have:

- St Stephens where some of the highest pedestrian volumes in the City are corralled with high traffic volumes in an environment which has been nominated by the Commission for Architecture and the Built Environment as the "Ugliest Street in the East of England".



- Rampant Horse Street where equally high pedestrian volumes directly intersect with high traffic volumes at the principal entrance to a major new retail destination.

- St Andrews Plain and Tombland where traffic, signs, guardrails and bus shelters undermine opportunities for the positive use of potentially outstanding spaces and detract from architectural integrity of some of the most historic buildings in the City.



A comprehensive analysis of spatial needs in the centre addresses the following objectives:

- To establish convenient, safe, "legible", and attractive pedestrian links between key generators and attractors including retail destinations, car parks, employers, transport termini, cultural/learning facilities, existing and potential open spaces, concentrations of residential activities and principal arrival points into the centre;
- To establish convenient, safe, "legible" and attractive routes for vehicles needing to access specific destinations in the centre (car parks, servicing for shops) and for public transport operators needing to access principal attraction nodes without prejudicing pedestrian safety, health, convenience and amenity;
- To enable the effective movement of the largest volumes of people and taking account of flows and demands over different times of the day;
- To identify opportunities for additional outdoor activity in, and to maximise the beneficial use of large urban spaces;
- To enhance the urban quality of the street scene by developing a positive design relationship between spaces and buildings, avoiding unnecessary intrusions and interpreting the heritage value of the spaces;
- To respond to and enhance or reinforce the positive sensory qualities of space within the city;
- To ensure that orientation and information are given appropriate priority and that local image and identity are reflected in the recommissioning of public spaces;
- To ensure that proposals are flexible and take account of opportunities to vary the use of public spaces at different times of the day, different days of the week and during different seasons;
- To take full account of the immediate and long term management and maintenance issues for public space and incorporate them into the design process;
- To take account of innovative approaches adopted by European partner cities, to build their experience into the developing Spatial Strategy and to make available lessons from the Strategy for those cities.

4. Spatial Framework



Pedestrian Movement

People need to move between key arrival points (generators) – mainly the historic arrival points on the sites of the old City Gates for those travelling by car, foot or cycle – and public transport such as the bus station, bus stops, railway station, and to a very limited degree, the yacht station. The places and spaces that people need and want to get to (attractors) are much more diverse. Some, particularly shops and institutions like the Forum, will attract people throughout the day. Others like work places, educational institutions, and leisure venues will peak and trough at different times. Visitor destinations, can have a seasonal effect. It is possible to plot the main desire lines between arrival points and attractors and to predict how these might change as future developments (e.g. Chapelfield, King St developments, new foot bridges) are completed. Data on current pedestrian flows can not take account of issues such as suppressed or diverted flows. If changes are introduced, larger volumes may develop on different routes.

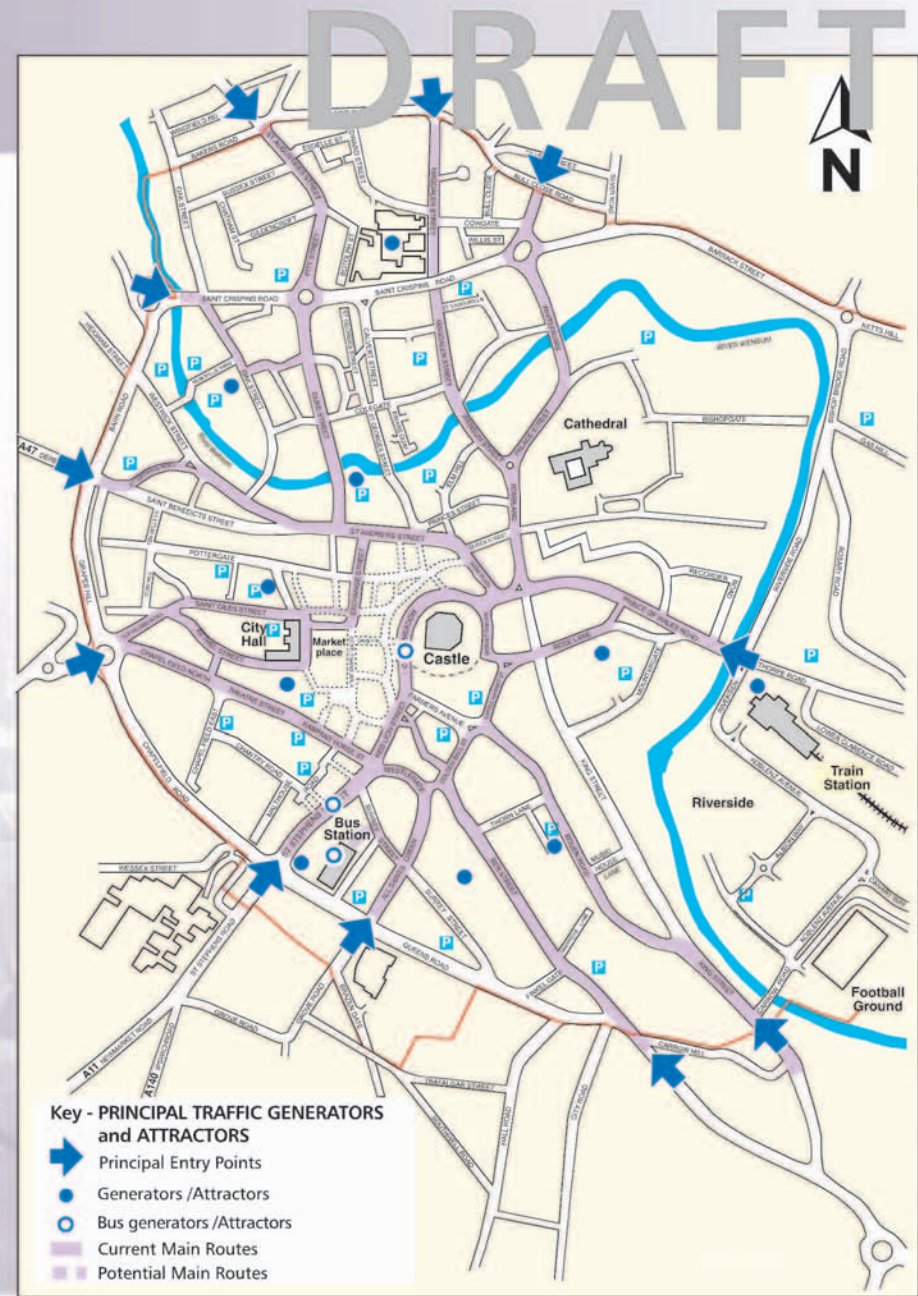
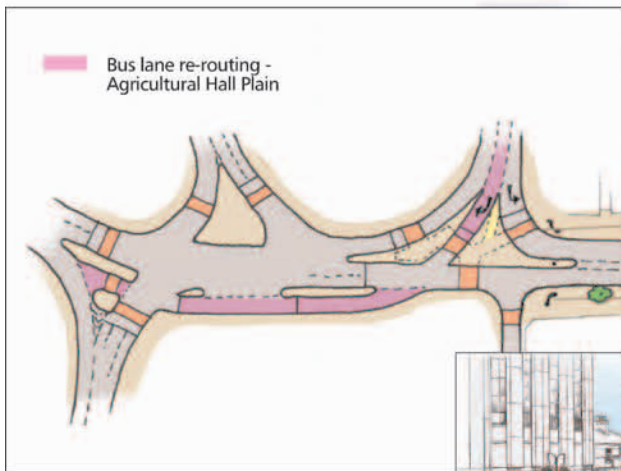


Spatial Framework (continued)

Vehicle Movement

There are marked similarities between arrival points for vehicles and pedestrians and some similarity in the places and spaces to which they wish to move. While there is a degree of synergy the key difference between pedestrian and vehicle movement, reflected in flows, is that a significant proportion of vehicle movement does not have an origin or destination in the centre – it is merely passing through.

These flows reflect a position that may well change as routes or destinations (new car parks) change. Buses have tended to follow an established pattern of routes for historical rather than logical reasons and the recent Public Transport Major work has demonstrated that more sustainable and effective routing may be possible.



Spatial Framework (continued)

Conflicts

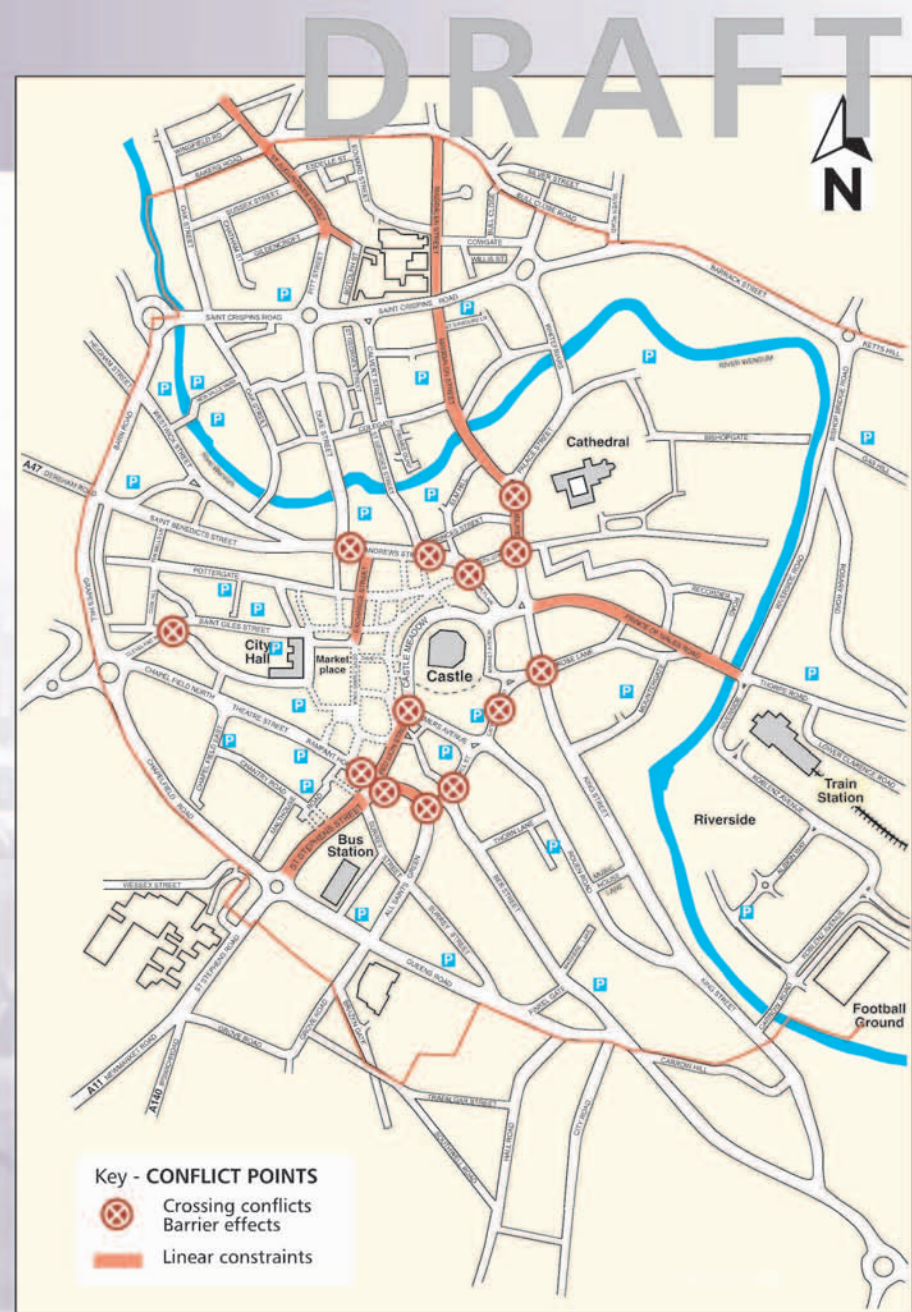
Given the synergies outlined above it is perhaps predictable that large volumes of pedestrians and traffic come together at key points and corridors. This is relatively limited - a dozen points and half a dozen corridors – but intensity is significant. At the most significant points (Rampant Horse St and St Stephens Plain) and the worst corridor (St Stephens) the highest pedestrian flows in the City – equivalent to flows on Gentlemen's Walk or emerging from Castle Mall - conflict with some of the heaviest vehicle flows. Implications include accidents, the health effects of noise and air pollution, delay, suppression of pedestrian movement and detraction from comfort, convenience and quiet enjoyment. The compound effects of congestion and delay are likely to have economic effects.

The principal conflict points are:

- Rampant Horse St
- St Stephens Plain
- All Saints Street
- Cattlemarket St
- Rose Lane
- Tombland (2 points)
- Bank Plain
- St Andrews Plain
- Exchange St/St Andrews and Upper St Giles

The principal conflict corridors are:

- St Stephens
- Westlegate
- Red Lion St
- Exchange St
- Magdalen St
- St Augustines
- Tombland;
- Prince of Wales Rd (being addressed)



Spatial Framework (continued)

Space Allocation

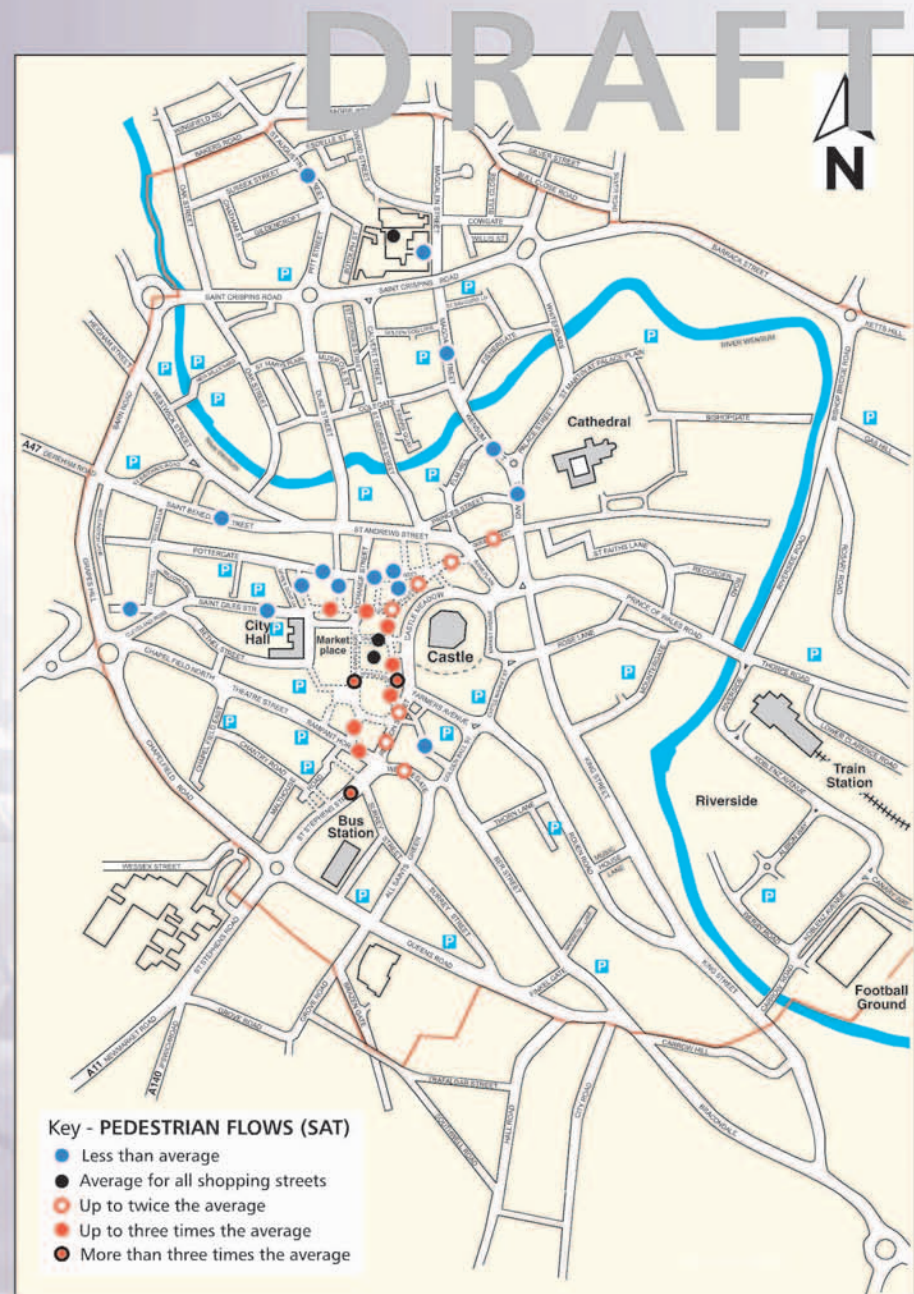
It is material to consider how space is currently allocated within the public domain and if this is optimal in supporting the economic and environmental functioning of the City. In a street like St Stephens for instance, 40% of the carriageway width may be allocated to pedestrians and 60% to vehicles but that space may accommodate 650 vehicles an hour and 6200 pedestrians. Even allowing for an average occupancy rate of 2 people per car that would still mean that 60% of the space is occupied by less than 20% of the users. In situations like this it may be possible to reallocate space to pedestrians by measures such as pavement widening thereby enhancing the street's retail function without reducing its effectiveness as a corridor for vehicle movement.

In other situations it may be appropriate to parallel pave a street allowing pedestrians the freedom to walk across the whole surface with vehicles to drive at low speeds as has been done successfully at King Street and Pottergate.

The principle extends to crossing points where the kind of informal reversal of priority imposed by the Exchange St speed table may be a solution. Rampant Horse St could be a suitable candidate where for instance, an hourly flow of 2700 pedestrians competes with 700 private vehicles.

The World Squares initiative in London provides a good example of this kind of affirmative approach in large urban spaces, where the dominance of vehicle use in a space may wholly suppress pedestrian related activity and, when traffic is controlled, a whole new range of activity may be enabled.

Opportunities in Norwich to enhance the economic functions of the City Centre by creating better spaces for people to "dwell" in and move around are explored below.



Spatial Framework (continued)

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Large Urban Space Opportunities

As stated earlier, when large urban spaces were developed within the City they served specific functions and generated others. The market spaces – the Market Place, Tombland, Palace Plain and the Hay, Horse, Timber, Cattle and Swine markets – performed a trading function first and foremost but also acted as the stage for civic pageant – fairs, passion plays, spectacle and performances – and the medium for social exchange, where people met, where the citizenry could see and be seen (Gentlemen's Walk) and where the City greeted visitors.



In a new approach to spatial management there may be real opportunities to re-introduce an extensive range of active and passive needs in these spaces.

Movement on foot around the centre can be likened to a series of journeys on "lines" (the routes) to a series of "stations" (the destinations). In the majority of cases, the "stations" are large public spaces forming, actually or potentially, the focus for activities around. Millennium Plain forms the focus for surrounding activities already as does the Hay Market. St Andrews Plain and Tombland have the potential to fulfil a similar function.

In considering such opportunities the following issues have been taken into account:

- Spatial opportunities for speciality retail (art, craft, collectors markets) and synergy with other activities;
- Potential for formal outdoor refreshment (cafes, restaurants, bars) and informal (sandwich lunches, chips, picnics);
- Small scale trading pitches (coffee carts, news or flower vendors) and relationship to flows;
- Small and large scale street entertainment spaces;
- More informal opportunities for street musicians or pavement artists;



- Opportunities for display – formal art, exhibitions, street dressing, planting;
- Focal points for information – orientation, facilities and services available, heritage interpretation, "what's on today screens";
- Meeting places;
- Sufficient sitting space in a variety of forms;
- Opportunities for informal play – sculptures, water, play features;
- Opportunities for informal performance/display – skateboarding;
- Accommodation for 'those with a message' – speakers corner, religious groups, political activists, popular causes;
- Recognition of the need to address demands from a range of other "street players" – leafleteers, canvassers, charity collectors, beggars;
- The need for shelter – trees, canopies, umbrellas, wind protection features, supplementary heating and lighting;
- The necessities – litter bins, toilets, CCTV, functional and enhancing lighting;
- The means to enable a new regime of use – appropriate paving, furniture, signing, landscaping.

This analysis has concluded that there is significant potential to enhance the following major urban spaces to accommodate new activities:

- Market Place (including St Peter's Street/ Gaol Hill)
- Millennium Plain/Theatre Plain
- Hay Market
- Rampant Horse St/Brigg St (Chapelfield entrance)
- All Saints Green
- Surrey St (Marble Hall)
- The Bus Station
- Orford Hill/Red Lion St
- St Stephens Street (Chapelfield entrance)
- St Andrew's Plain/St Georges Street
- Tombland
- Upper Close
- St Annes Wharf at the river and Dragon Plain

More modest potential for enhancement exists in:

- St Helen's Square
- St Georges Plain
- St Mary's Plain
- Outside the Theatre Royal
- Market Avenue
- Prince of Wales Rd/Eastbourn Place
- Bank Plain, Agricultural Hall Plain
- St Martin at Palace Plain
- Rouen Rd/Cattlemarket St
- Station junction

Heritage & Architectural Quality

As well as considering their function, it is important to consider how spaces look – their architectural and aesthetic quality – as well of the history of the spaces. The following issues should be taken into account in making an assessment of their potential future form:

- Historic integrity of the street form and the degree to which its restoration can be accommodated taking account of current needs;
- Use of traditional materials;
- The degree of surviving historic buildings and how they frame spaces;
- Faithfulness of current façade lines to the original street line;
- Townscape qualities of the space;
- Architectural heritage qualities of the buildings;
- The relationship of buildings – particularly landmark buildings – to the spaces in which they sit;
- Local distinctiveness as both a City district and as a representation of the City’s character;
- Vistas and views.

Such an assessment should reveal a spectrum of potential enhancement from “fine tuning” historic spaces and thoroughfares that have already benefited from sympathetic spatial enhancement

(e.g. Pottergate, Bedford St) to those that require major surgery to the urban fabric, (e.g. Pitt St, sections of the Inner Ring Road).



Recent experience in King St has demonstrated that it is possible to revitalise near derelict space with relatively modest investment and quite simple measures. Examples requiring major surgery should be highlighted for action in the longer term, if conditions are favourable.

Major Spatial Enhancement Opportunities –

1 Key Spaces: Tombland; St Andrew’s Plain/St Georges; All Saints Green/Street; Orford Hill; Market Place.



2 Key Corridors: Magdalen Street; St Augustines; St Stephens; King Street; Prince of Wales Rd.



3 Key Links: Westlegate; Rampant Horse St/Theatre St; Exchange St.



There are, additionally, a “medium intervention” group of spaces, corridors and links which require some significant work, but not as fundamental as in the case of those detailed above. Examples would include Millennium Plain/Theatre Plain, St Giles and Bethel St. Some spaces are already at a broadly reasonable standard but require some fine tuning to bring them up to a common, high standard. Examples would include the Haymarket, Castle Meadow, St Benedicts and White Lion St.

The Sensory City

Beyond what the City looks like it is important to consider wider sensory and therefore emotional stimuli, which determine how parts of the spatial domain are currently experienced and how they might be perceived in the future. This is important, not only to protect and reinforce the qualities of areas which currently exist, but also to enhance the sensory qualities of presently degraded areas. In Denmark, for instance, an otherwise calm and tranquil urban space is shattered by the noise and fumes of a high capacity ring road at one end. This intrusion is addressed by a "wall of water" – a water sculpture which visually masks the road but also drowns out the traffic noise creating a pleasant and restful background sound.



The traits and elements forming part of a sensory analysis can include:

- **Audible stimuli:** quiet and tranquil areas; sounds of nature (water, birdsong, wind in the trees); people (street traders, entertainers, conversations, footsteps); sounds of the City (clocks striking, bells ringing); intrusive noises (traffic, construction).
- **Tactile stimuli:** hard or soft surfaces and streetscapes; exposure to or shelter from wind, rain, sleet; sunny and shaded areas.



- **Smell and taste:** flowers and plants; fresh produce; food and drink; traffic pollution.
- **Emotional stimuli:** security/vulnerability; tranquillity/agitation; calm/exuberance.



Analysis and Development

Having assessed the wide range of elements which affect the spatial domain, individually, it is necessary to undertake an integrated analysis which facilitates the development of a 'compound picture' of the areas in greatest need of attention. Danish architect Jan Gehl (GEHL Architects: A Human Dimension is City Planning and Site Planning) proposes that human needs in public spaces are combined under the broad headings of PROTECTION, COMFORT AND ENJOYMENT and that 12 basic requirements are met. The analysis here develops Gehl's approach to consider a rather wider set of requests.

Protection



Against accidents and congestion



Against crime or the fear of crime



Against climatic excesses

Promoting enjoyment



A Pedestrian Scale



Sensory Qualities



Aesthetic Qualities



Historic Integrity

5. Design Manual (continued)

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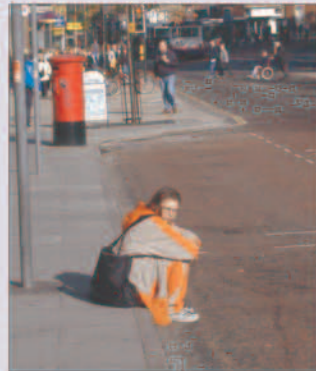
Facilitating comfort



Ease of walking to and through



Ease of standing and dwelling



Ease of sitting



Ease of talking and hearing



Ease of seeing

This analysis has been developed from JanGehl's 'Detailing the Public Spaces' (GEHL Architects: a Human Dimension in City planning and Site Planning)



Ease of visibility



Ease of exchange



Ease of active recreation



Ease of static active recreation



Ease of passive recreation

6. Spatial Regeneration Packages

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KEY

- Major issues
- Areas of concern
- Broadly acceptable

Spaces	Traffic	Crime	Weather	Walking	Standing	Sitting	Talking/ Hearing	Seeing	Active Research (Transitory)	Active Research (Static)	Passive Research	Exchange	Pedestrian Scale	Sensory Qualities	Aesthetic Qualities	Historic Integrity
All Saints Street	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
Orford Hill / Red Lion Street	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
St Stephens Plain	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
Agricultural Hall Plain	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
Tombland	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
St Stephens / Chapelfield	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
Bus Station	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
Rampant Horse Street / Brigg Street Junction	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
St Andrews Plain	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
Rouen Road / Cathedral Street	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
Gaol Hill	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
Bank Plain	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
Prince of Wales Road / Eastbourne Place	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
Station Junction	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
Market Place	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
All Saints Green / Ber Street	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
Market Avenue	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
St Peters Street / Memorial Gardens	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
St Georges Street / Art College	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
Outside Theatre Royal	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
Theatre Plain	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
Surrey Street (Marble Hall)	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
Hay Market	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
St Georges Plain	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
St Marys Plain	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
Millennium Plain	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
Upper Close	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
St Helens Square	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
St Annes Wharf / river	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
Dragon Plain	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
Lower Close	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●

Spatial Regeneration Packages (continued)

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KEY

● Major issues

● Areas of concern

● Broadly acceptable

Links	Traffic	Crime	Weather	Walking	Standing	Sitting	Talking/ Hearing	Seeing	Active Research (Transitory)	Active Research (Static)	Passive Research	Exchange	Pedestrian Scale	Sensory Qualities	Aesthetic Qualities	Historic Integrity
Rampant Horse Street / Theatre Street	●	●	●	●	●	●	●	●	●		●	●	●	●	●	●
Westlegate	●	●	●	●	●	●	●	●	●		●	●	●	●	●	●
Exchange Street	●	●	●	●	●	●	●	●	●		●	●	●	●	●	●
St Andrews Street	●	●	●	●	●	●	●	●	●		●	●	●	●	●	●
Red Lion Street	●	●	●	●	●	●	●	●	●		●	●	●	●	●	●
Cattlemarket Street	●	●	●	●	●	●	●	●			●	●	●	●	●	●
Rose Lane	●	●	●	●	●	●	●	●					●	●	●	●
Rouen Road	●	●	●	●	●	●	●	●	●		●		●	●	●	●
Botolph Street	●	●	●	●	●	●	●	●	●		●	●	●	●	●	●
Mountergate	●	●	●	●	●	●	●	●	●		●	●	●	●	●	●
Castle Meadow	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
Chapelfield North	●	●	●	●	●	●	●	●					●	●	●	●
Chapelfield East	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
Quayside	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
Bethel Street	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
Fishergate	●	●	●	●	●	●	●	●	●		●		●	●	●	●
White Lion Street	●	●	●	●	●	●	●	●	●		●	●	●	●	●	●
Colegate	●	●	●	●	●	●	●	●	●		●		●	●	●	●

Major Routes	Traffic	Crime	Weather	Walking	Standing	Sitting	Talking/ Hearing	Seeing	Active Research (Transitory)	Active Research (Static)	Passive Research	Exchange	Pedestrian Scale	Sensory Qualities	Aesthetic Qualities	Historic Integrity
St Stephens	●	●	●	●	●	●	●	●	●		●	●	●	●	●	●
Magdalen Street	●	●	●	●	●	●	●	●	●		●	●	●	●	●	●
St Augustines	●	●	●	●	●	●	●	●	●		●	●	●	●	●	●
Westwick Street	●	●	●	●	●	●	●	●					●	●	●	●
Prince of Wales Road	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
King Street	●	●	●	●	●	●	●	●	●		●	●	●	●	●	●
Ber Street	●	●	●	●	●	●	●	●	●		●	●	●	●	●	●
St Giles (inc Upper St Giles)	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
St Benedicts	●	●	●	●	●	●	●	●	●		●	●	●	●	●	●
All Saints Green	●	●	●	●	●	●	●	●	●		●	●	●	●	●	●
Palace Street	●	●	●	●	●	●	●	●					●	●	●	●
Surrey Steet	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●
Oak Street / Coslany Street	●	●	●	●	●	●	●	●	●				●	●	●	●
Pottergate	●	●	●	●	●	●	●	●	●		●	●	●	●	●	●
Bishopgate	●	●	●	●	●	●	●	●	●		●		●	●	●	●

Arrival Points

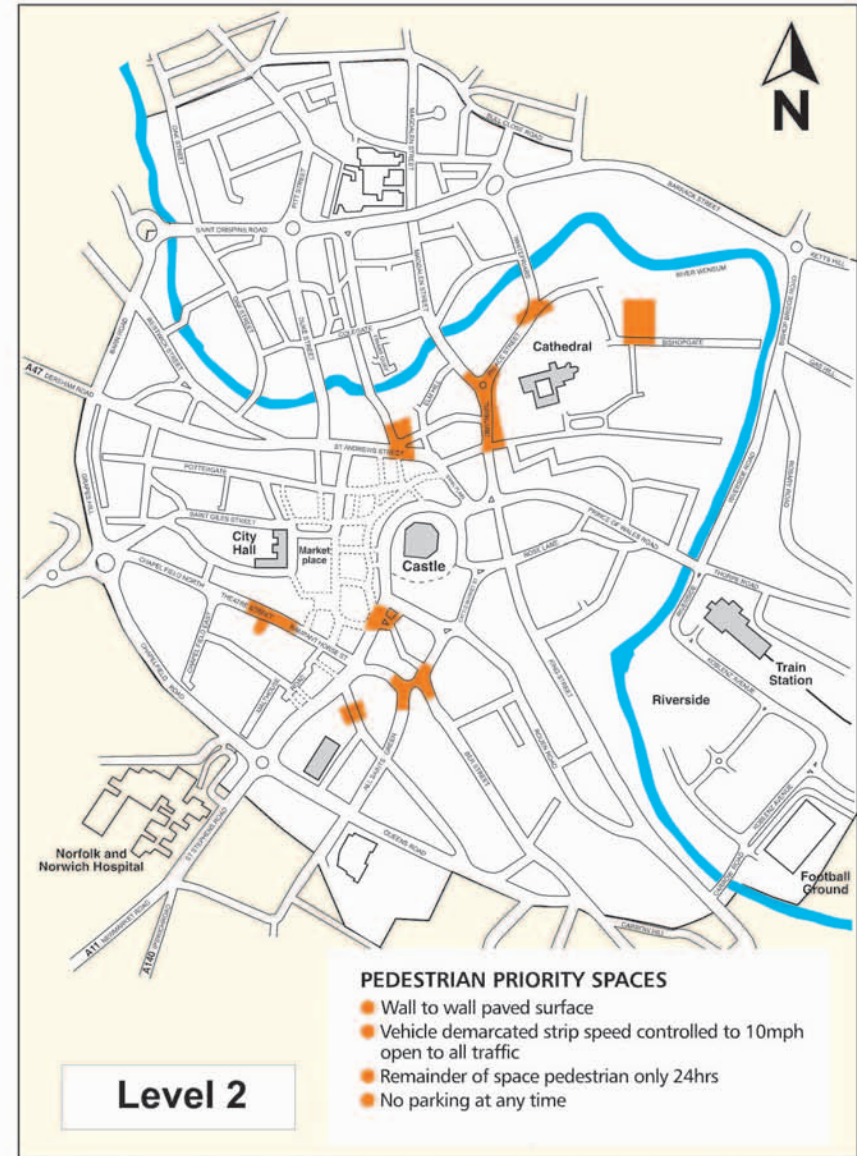
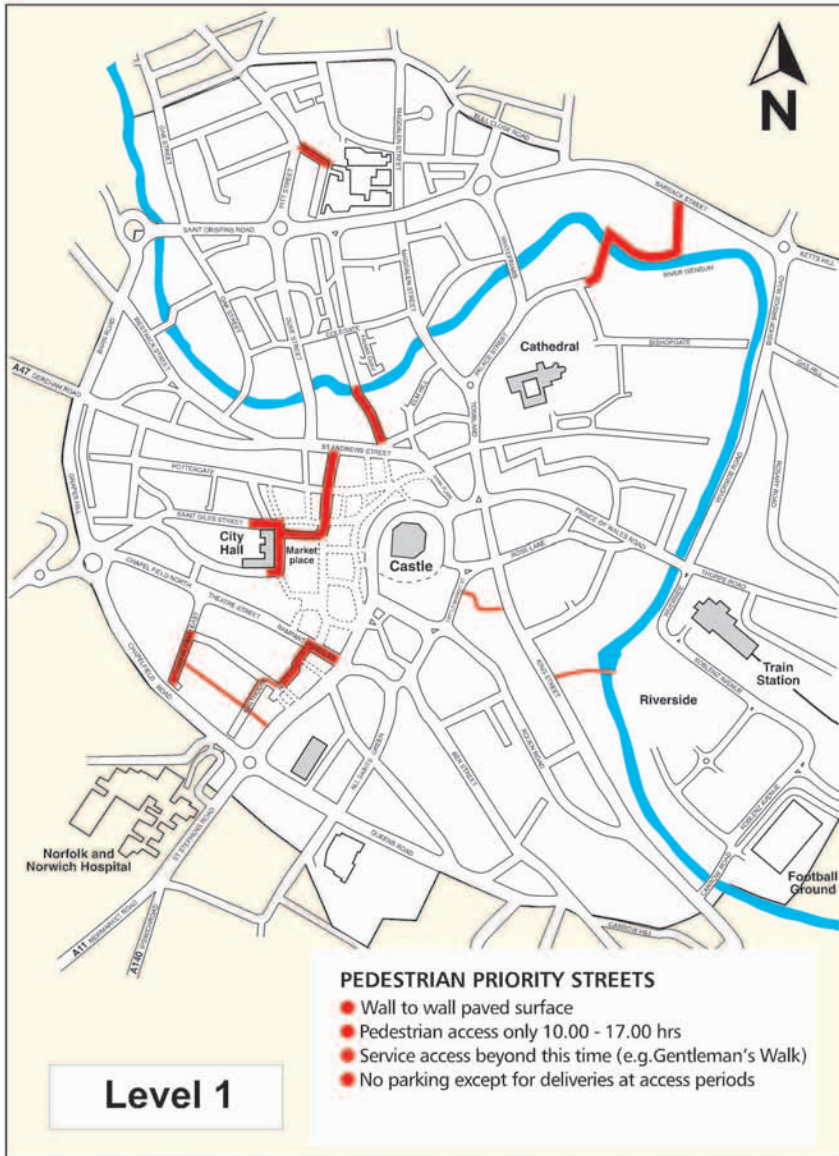
As previous sections have indicated, arrival into the centre can be at a variety of points, car parks and footbridges - the sites of the original 12 City Gates, the rail station, the bus station, bus stops, yacht station, or other bridge landing sites. The arrival point can perform a number of functions and the degree to which these are successful will affect the user's experience in the centre and their desire to return. These functions include adequately accommodating "demand" at each point, first visual impressions, feelings of comfort, signalling arrival, orientation and direction. The provision of quite low level infrastructure e.g. signing can address some of these needs but will have no effect if other major issues are not also addressed. St Stephens is a good example of where there is a reasonably good sign and interpretative material but the visitor has to pass through an unappealing underpass and is then greeted by heavy traffic, ugly guard rails and a crush of pedestrians. The prerequisites for a good arrival point can be summarised as:

- Welcoming and visually appealing architecture - this can be achieved by hoardings, screens, banners etc
- Ease and comfort of use - a well lit footbridge would be a good example; a dangerous junction or dirty back exit passageway from a car park would be a bad one
- Space to pause and orientate oneself without being buffeted by a sea of pedestrians or overwhelmed by traffic
- Identifying features (a "totem") - signalling that the user is about to pass into an area with a distinct identity
- Information - making clear to the user where they are and how they might get to desired destinations or facilities



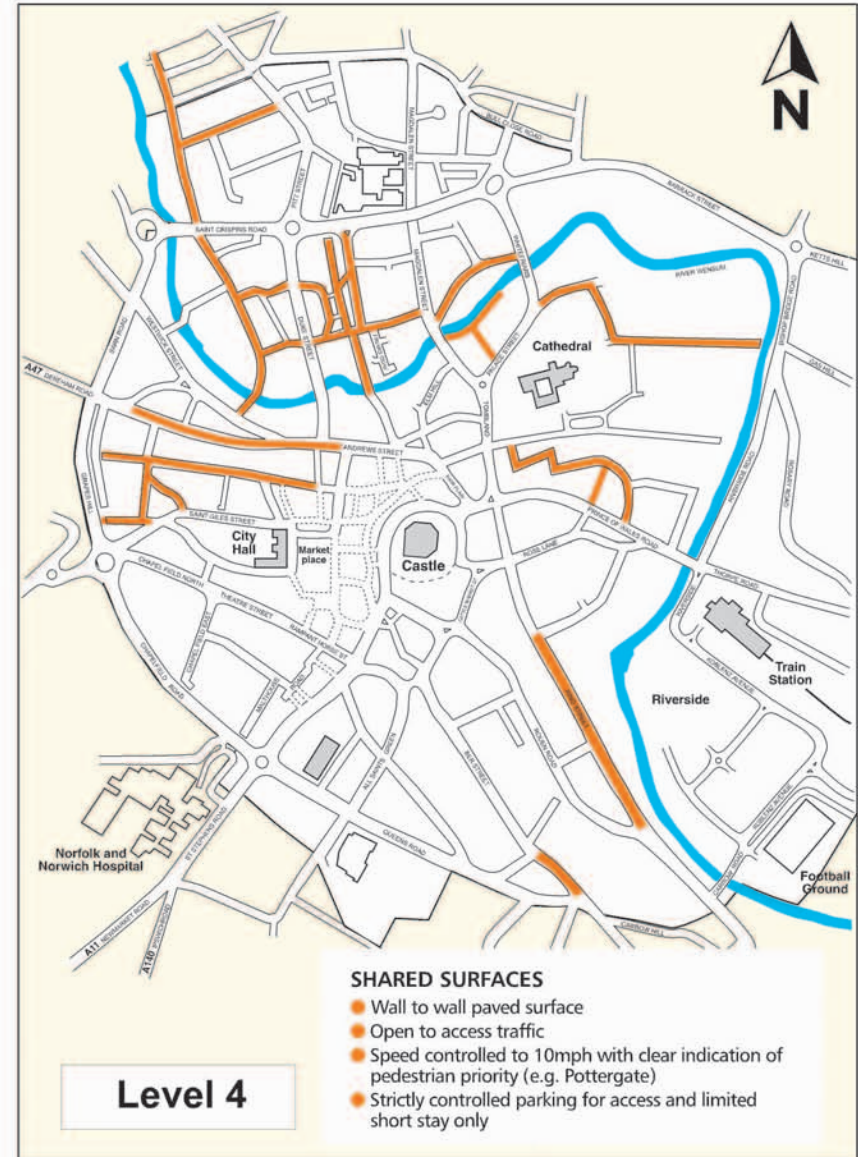
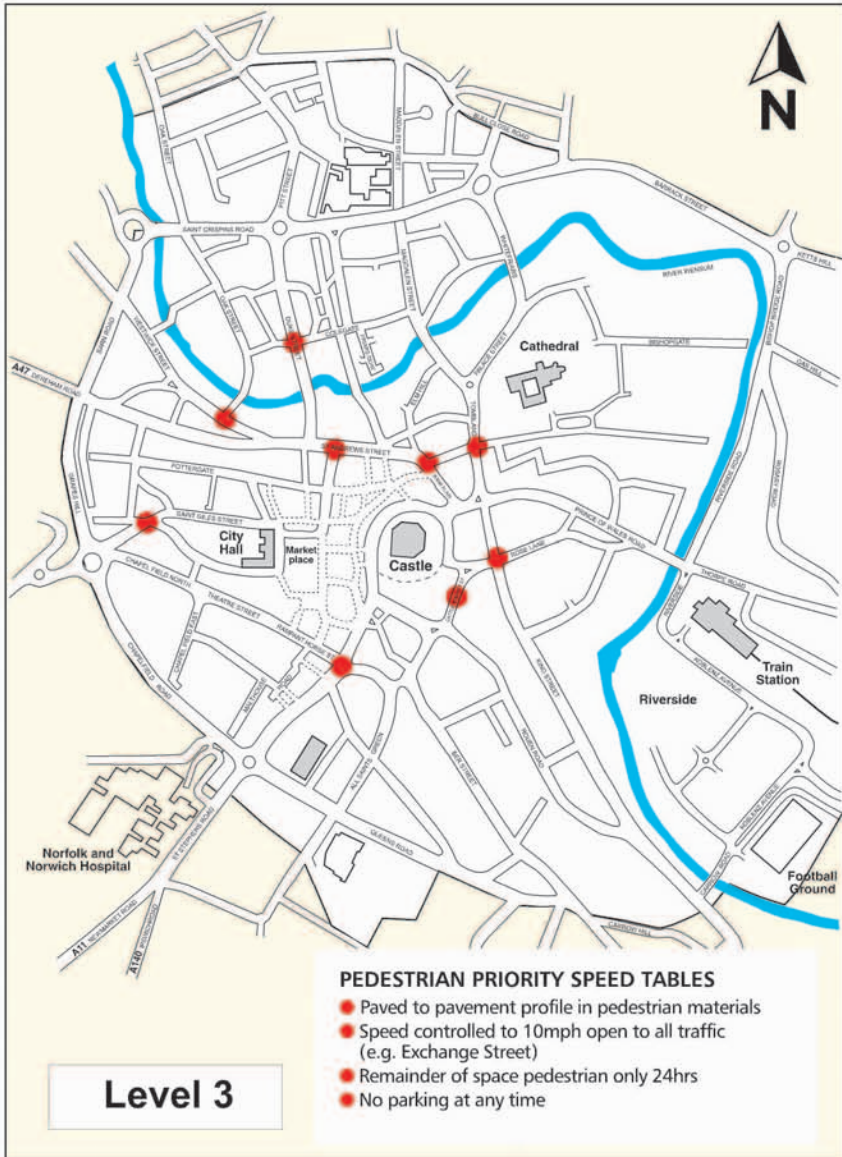
7. Priorities

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Priorities (continued)

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Priorities (continued)

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