



# Kings Quarter Development Brief

August 2017

This report has been prepared by *LDA Design* in collaboration with JLL & Phil Jones Associates for of Gloucester City Council.

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# 1.0 Introduction

*LDA Design* was appointed by Gloucester City Council in December 2016 to lead a specialist placemaking delivery team in collaboration with key city and county council officers. The aim of the project is to assist the Council to deliver its top regeneration priority site in the city centre at Kings Quarter. An integrated approach has been taken to this work from the outset, to embed drivers and objectives for place, commercial performance and social regeneration to ensure that a transformational scheme will start to be delivered on the site by 2019.

## 1.1 The purpose of this report

This reports sets out the design development process that has been followed by the Council and its consultant team to arrive at a development brief for a commercially viable and ambitious new piece of city in Kings Quarter. This report is a companion document that sits alongside the business plan that has been prepared for cabinet.

As the design and placemaking component of the project, this document has been prepared to be suitable as a reference for the range of alternative development delivery options that the Council is considering for the various parcels of the site.

## 1.2 The structure of this report

The narrative and design rationale for the development proposition is set in two parts.

### 1.2.1 Part One:

This summarises the existing context, challenges and opportunities of Gloucester city centre. A vision has been developed from the contextual understanding, to define the role and function of the development site, how it relates to its immediate surroundings and the opportunity it offers as a catalyst for investment and regeneration in its part of the city.

Based on the combination of the understanding of the site context and vision for the scheme, we summarise the project drivers and objectives agreed with The Council and the results of the appraisal of development options against them.

### 1.2.2 Part Two:

A preferred conceptual design option was agreed with the Council for further design and viability testing to inform and support the Business plan. In this section of the report, the key components of this option are summarised to create a development framework.

The qualitative elements of the design are addressed under Design Principles, which set the standard of what the development is expected to deliver. The standards are clear, but there is flexibility in the way that they are achieved.

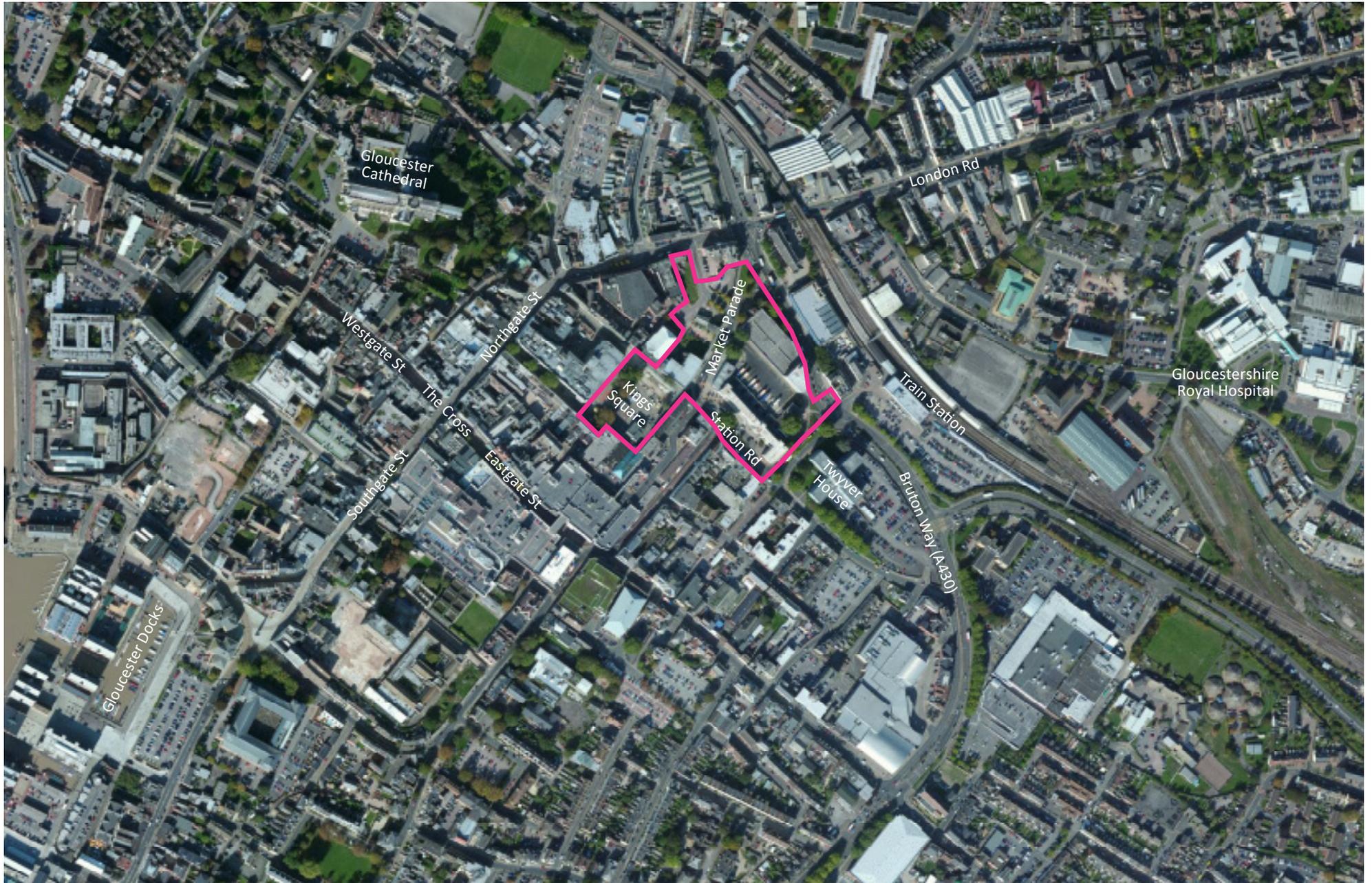
The quantitative elements of the design are addressed as Parameters, which are the essential structuring elements of the design that are clearly defined and fixed.

## 1.3 Site location

The project site is located on land on the northeast edge of Gloucester City Centre. It is bounded on the eastern and south-eastern sides by Bruton Way, which is part of the inner ring road network. The south-western and western extents of the site include the highway of Station Road and the large public space of Kings Square. The north western extent of the site includes the highway of Market Parade and the existing development blocks immediately adjacent to both sides of the street up to Bruton Way.

A new bus station is currently being built on the edge of the site backing onto Bruton Way and Twyver House opposite. The original bus station building at Grosvenor House, which fronts onto Station Road remains partly in place. The northern half of the central land parcel is occupied by the NCP operated multi-storey car park, which also has a ten-storey office block at its southern end. The car park, whilst well used, is at the end of its operational life. The office block is vacant.

The Chambers public house occupies the corner of Market Parade and King's, Square with three smaller ground floor units fronting onto Market Parade. The remaining portion of the north-western land parcel is predominantly used as surface car parking, with one isolated Victorian house with a ground floor shop looking onto Market Parade.



Site context aerial

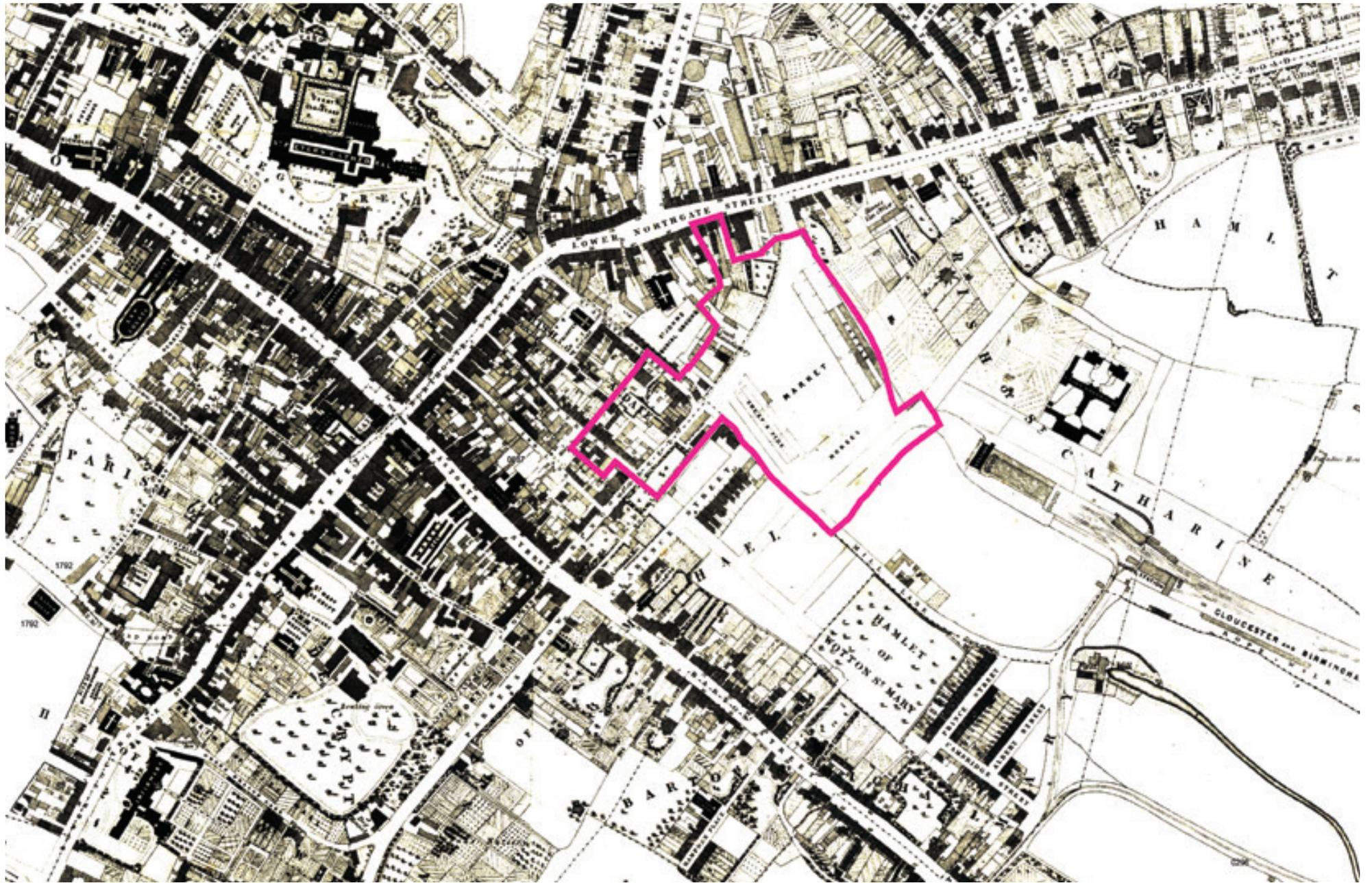
# 2.0 Understanding Gloucester City Centre

To prepare a proposition for the successful redevelopment of the proposal site, it is important to understand the existing context of the City Centre, its challenges and opportunities and the place this site has in maximising the benefits it can bring to the city.

## 2.1 Historic structure of the City Centre

Gloucester is an historic city, rich in stories and buildings that characterise this. It has grown around the cruciform arrangement of the Four Gates streets; West Gate, East Gate, South Gate and North Gate, which remain intact at the city centre today. The circular main routes that combine to form an inner ring road define the outer edge of the city centre, with the historic docks located to the south west, outside the city centre.

The Four Gates streets running out to the inner ring road divide the city centre into four quarters, each of which have an historic ecclesiastical association. The Cathedral Quarter is located in the northwest, Blackfriars in the southwest and Greyfriars in the southeast. Each of these quarters has historic characteristics that define their individual identity. In recent times King's Quarter as a place has become associated with the shopping centre and King's Square. These very recent developments do not represent the underlying history of this part of the city and concentrate attention on a relatively small part of it. North Gate and East Gate Street physically define King's Quarter as they run out to meet Bruton Way, which is a wider area than the confines of the site currently referred to as King's Quarter.



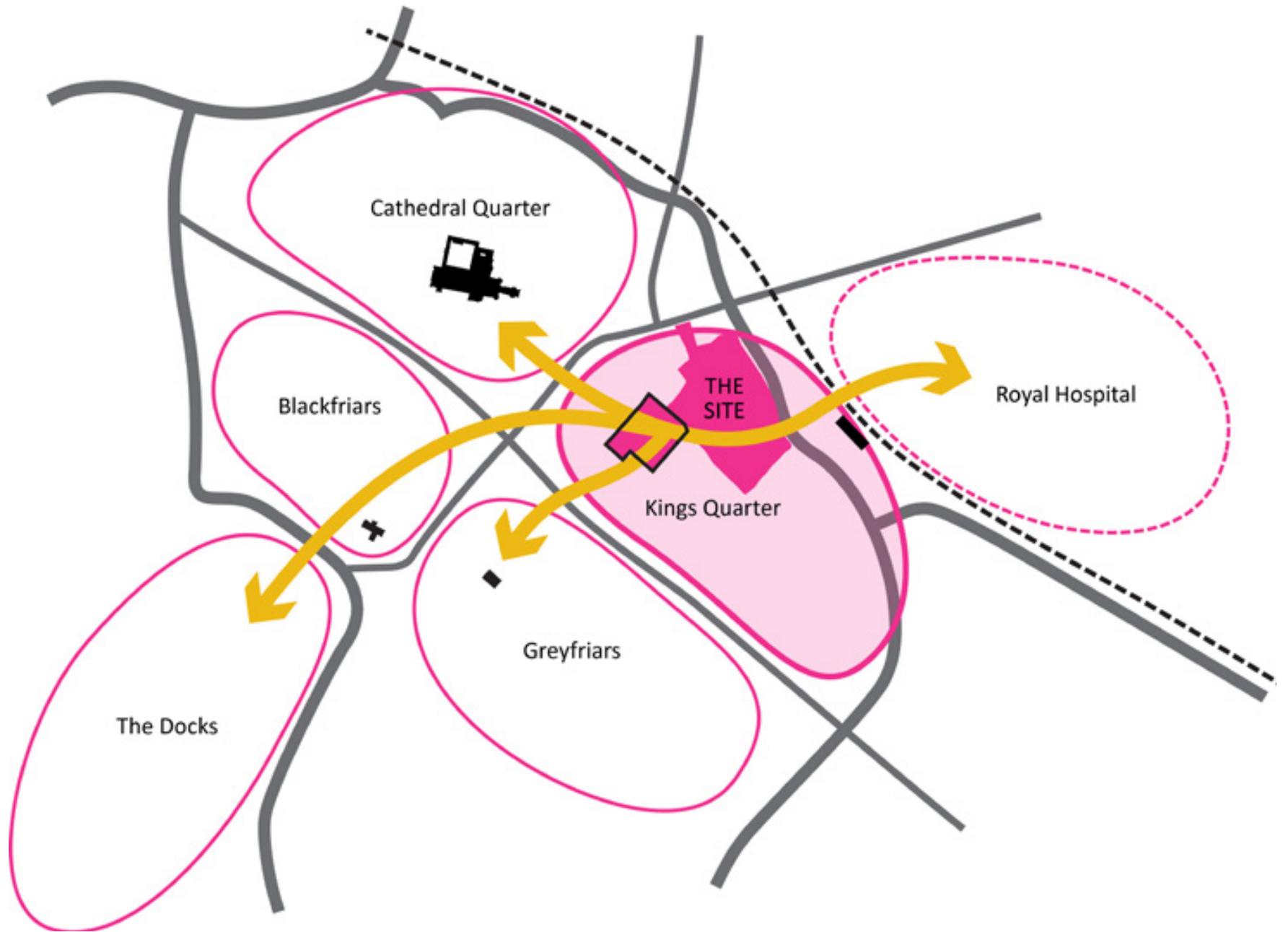
19th century map of Gloucester showing approximate location of the site and Kings Square

## 2.2 Kings Quarter; What's in a name?

It has been discussed with key officers, that thinking of King's Quarter in this wider context will have a number of benefits including;

- King's Quarter being perceived at a similar scale of character area to the Cathedral, Blackfriars and Greyfriars.
- Enabling King's Quarter to develop a strong and cohesive identity and purpose that will help marketing of the development proposition and contribute to city wide re-branding to reposition Gloucester in the region;
- Capturing the potential for the other likely regeneration opportunities within this quarter to work collectively to maximise transformation and value for this quarter and the city centre generally.

The proposal site is the first major redevelopment and regeneration project in this quarter for a generation. Its location within the quarter is pivotal to the transformation of Gloucester to a sustainable city of the future, being located at a key arrival point. The first step in achieving the change in perception of King's Quarter is to give the proposal site a distinctive name that captures the ambition to root the development in place and reconnect it with its history on a par with the rest of the city. In discussion with the City Archaeologist, it is likely that the historic friary, Whitefriars, is located under the proposal site and the Council could consider adopting this as the name of the development in future to maximise the benefits this site offers the city. This approach is yet to be agreed within the Council and for the sake of this report, it will be referred to as 'the Site' or Kings Quarter where it refers to the wider area.



The city centre quarters

## 2.3 Gloucester City Centre: Challenges

The Business Plan that has been prepared alongside this report presents extensive information about the existing challenges and opportunities that confront Gloucester today. This information is an essential part of understanding the city's current strengths and weaknesses to inform the character and role that Kings Quarter and the Site should play to succeed in delivering the City Councils aims and objectives.

In summary, the key challenges that Gloucester city centre has are:

- **Vacant Shops:** The retail space in the city centre is spread over a wide area relative to the footfall currently generated through the city. Vacant shops are peppered throughout the city centre, but particularly on the fringes, which does not send the right message for potential investors.
- **Limited Night-Time Economy:** The quality and quantity of the night-time offer in Gloucester is poor, with most of the city centre with almost no activity after office hours. A vibrant night-time economy that caters to a broad range of people is essential to increase dwell time, boost spending and secure inward investment.
- **Low Spending Power:** Retail led research has shown that footfall in the city centre is dropping gradually in line with national trends.
- **Low City Centre Population:** The intensity of the city centre is reduced by having a low population in and around its core. This also includes the daytime population generated by businesses and offices, which is also low.
- **Low existing land values creating viability pressure.**

- Limited number of offices meaning fewer people working in the city centre than in some comparable centre.
- **Catchment Area & Regional Competition:** Retail led research has shown that the catchment that Gloucester city centre draws from is local and not as wide as one would expect as an historic city in its region. It also faced with stiff competition from other regional cities, towns and retail centres that are considered easier to get to and with a more attractive offer.

These are challenges of today, but there are some significant changes to the way that City Centres need to perform for the future that are already taking effect. This includes the:

- Shift to online shopping, which changes the type and quantity of retail floorspace that is required;
- Move that city centres need to make to focus on 'the experience', which combines retail with a leisure, food, drink and entertainment offer to drive footfall and increase dwell time;
- Need to increase city centre residential and working population density to build a base to sustain city centre experiences and vitality with more sustained and intensive use.



Retail area spread over a wide area with many vacant shops throughout



Dated buildings not fit for purpose

## 2.4 Gloucester City Centre: Opportunities

The recent development in Gloucester Docks has taken some of these challenges into consideration.

In summary, some key opportunities that Gloucester city centre has to offer are:

- **Rich Heritage:** The historic fabric and richness of Gloucester City are evident throughout the city centre. Apart from some twentieth century developments on fringes of the city centre, the city offers one of the most intact standing historic monuments and built form in the region.
- **Recent mixed-use development:** An example of distinctive and successful regeneration development is at Gloucester Docks, showing the standard that future development in the city should be aiming for.
- **Expansion in third level education:** University and College growth in Blackfriars is driving a need for student accommodation, which can help support a growth in the night-time economy.
- **Recent Residential Development:** Some recently completed phases of good quality, city centre homes, such as Greyfriars, are attracting a lot of interest and demonstrating a demand for residential use in the city centre.
- **Competitive Investment Environment:** Gloucester City Centre values are relatively low compared with other regional centres, which could generate good returns on investment if future development builds on recent good examples. This is assisted further by the availability of public sector funding, such as HCA Housing Zone support, which is aimed specifically to help cities like Gloucester.

The development will aim to take advantage of its pivotal location within this quarter of the city to act as a catalyst to surrounding investment and regeneration opportunities. These include other known sites of potential such as The Kings Walk Shopping Centre, the railway station, Wessex House, The Oxeboe, Great Western Road and Twyver House.



Recent successful regeneration development at Gloucester Docks



Good quality homes at the Greyfriars site



A largely intact historic fabric with rich character







Vision imagery capturing the life and character of the future of the Site.

# 4.0 Site analysis & constraints

## 4.1 Townscape analysis

The site is located at a pivotal arrival point on the route between the railway station and the city centre. The site is also a key part of the connection between Gloucestershire Royal Hospital and the city centre.

### The Station Forecourt

The arrival space in front of the railway station is comprised mainly of a large surface car park with narrow footpaths along the station building. The station building frontage is largely unanimated, lacking uses that can activate the space. The entrance to the station is located away from the city centre route and pedestrian desire lines. The Grade 2 listed buildings on the north west side of the station forecourt provide a level of quality built form and activity and present a great opportunity for an improved place. The pedestrian access from the hospital is via a narrow underpass that is in urgent need of refurbishment, including improved accessibility and general quality of experience. The station does little in its current form to fulfil its role as a key transport interchange and hub for activity. A regeneration scheme for the station site should take advantage of a strong linkage with the Site.

### The Site

The site is bounded by Bruton Way to the north and east, Station Road to the south west and with Market Parade running through the north western side.

Bruton Way is a major dual carriageway with large junctions and guardrails and forms a significant barrier to pedestrian movement between the station and the site. The site is characterised by low quality post war buildings and empty plots, with many used for surface car parks. The Bruton Way car park and the adjacent office building has a negative impact on the character of the site and does little to animate and activate the public realm. The site generally lacks intensity, vibrancy and legibility through its urban form. Station Road has got a very wide street section and limited enclosure outside Grosvenor House due to the taxi rank. The south-west side of Station Road has some frontages of reasonable quality, but the quality decreases at the corner of Kings Square with low quality post-war buildings.

The main activity is generated from the bus stops, the bus station, the occupied shops in the ground floor of Grosvenor House and the people going from the train station to the City Centre. Future development should utilise this activity and increase dwell time and footfall through a greater mix of uses and a high quality urban environment.

### Kings Square

Kings Square is the largest public open space in the City and was cleared and redeveloped in the 1970s to provide a space at different levels to incorporate paddling areas and fountains. In 2006, Gloucester City Council undertook hard landscaping works to level the majority of the square and remove the water



Station approach, predominantly a surface car park



Grade 2 listed buildings fronting onto the station approach



Low quality post-war buildings adjacent to Kings Square



Good quality buildings on Station Road



Bruton Way is a significant barrier to pedestrian movement



Informal surface car park creating large gaps in the urban form



Wide street section outside Grosvenor House



Dated car park and vacant office block onto Bruton Way

features. The current various levels of hard surface subdivide the large space into areas that are not small enough to create intimate spaces and not big enough to be used as flexible space for larger events. In addition, the entrance to the square from Market Parade is quite narrow and cluttered with large planters that restrict movement. This combination of issues is the result of Kings Square not having a distinctive purpose in the city, which compromises the square's importance and role as the main city centre civic space.

The square is bounded by retail units of varying size and condition providing a mix of independent stores and national brands along with food and drink offers. The Chambers pub lies within the site boundary and with its south-west facing aspect and prominent location on the corner. This provides a great opportunity for a catalyst development that can set the benchmark for the rest of the site. Many of the buildings around the square are in need of improvement. The buildings are mainly low quality post-war design with a compromised relationship between the indoor and outdoor space.

The seating around the space is relatively well used. The space appears to attract a lot of daytime drinking and potentially anti-social behaviour, which is likely to deter a large proportion of people from using the space. The square has a relatively high footfall through it, in particular to Kings Walk Shopping Centre and the Oxbode (leading to the Cross). However, dwell time from these people is limited. The Oxbode, a street with good quality buildings and mature trees, has got great potential and its regeneration should be considered alongside the regeneration of Kings Square and the Site.

There are number of large mature trees on the site that provide good screening to the blank façade of Debenhams upper floors, whilst not blocking the glazed ground floor. The lawn area outside the Chambers pub is occasionally used but its location is not ideal and does impact on the flexibility of the space as a whole.

Kings Square represents a significant opportunity to enliven and rejuvenate this part of the city through creative public realm design.



Large space with poor enclosure, spaces are either too small or too big



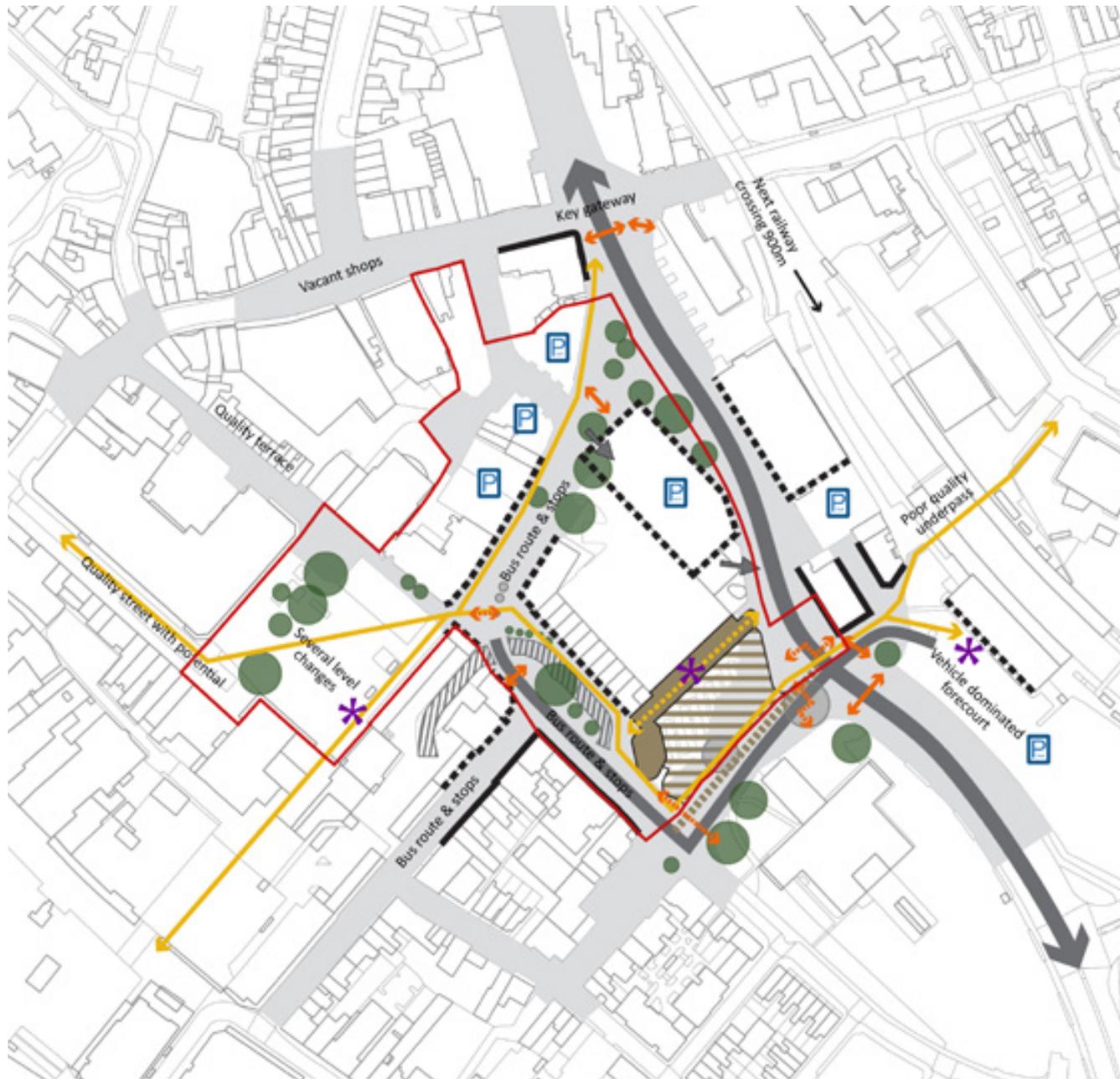
Narrow entrance to square blocked by planters



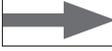
Level change subdivides the space



Kings Square before it was redeveloped in 2006



Legend:

-  Urban barrier
-  Current pedestrian routes
-  Existing pedestrian crossings
-  Proposed crossings changes
-  Access changes
-  Mature trees
-  Strong frontage
-  Weak frontage
-  Nodes
-  New bus station building
-  New bus yard
-  Proposed bus only lane
-  Car park
-  Highway boundary
-  Taxi rank & access ramp
-  New pedestrian route

Movement & public realm analysis

## 4.2 Heritage

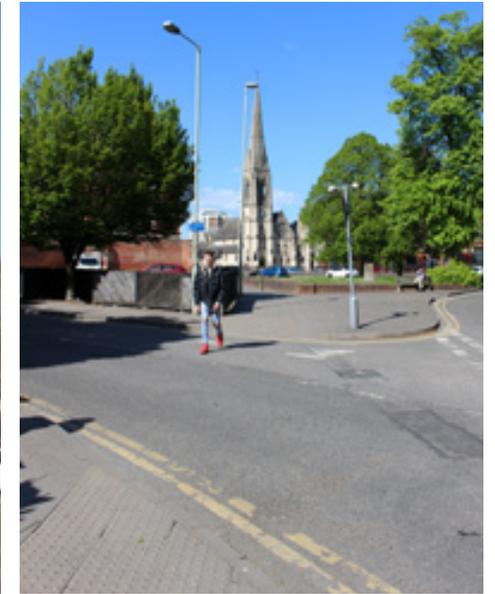
The Site and Kings Square partly lie within the City Centre and London Road Conservation Areas and includes a few listed buildings within and adjacent to the site. The site also lies within an area of Principal Archaeological Interest. The remains of the Roman and Medieval walls have been found previously in at least two places within the site. Excavations in the 1950s during the construction of Debenhams revealed large roman period town houses with mosaic floors and it is very likely that similar buildings survive at depth in parts of Kings Square. It is also likely that parts of the historic Friary Whitefriars may remain under the bus station area of Kings Quarter. It is recommended that the development site is considered a blanket area of archaeological interest and survey and monitoring costs should be considered as part of any enabling works.

The site was historically used as a Cattle Market and has not had any significant historic buildings or structures in recent history. Kings Square however used to comprise a medieval quarter that was demolished in 1927, the demolition of shops and houses in the area affecting St. Aldates Street, New Lane and King's Street. It is at this time that The Oxbode was built. During this time the space was used as a bus station and car park, but the extension of the Bon Marche (now Debenhams) department store in the 1960's was soon followed by a redevelopment of Kings Square in 1969-74. This design as subsequently levelled in 2006 to create the space as seen today.

The main historic feature remaining within the site is Market Parade, an historic route into Gloucester city centre. This will be an important structuring element to retain in future development.

The key heritage features of the site are the views to the Cathedral and St Peter's Church. The Cathedral can be viewed from Bruton Way due to the large unbuilt space of the bus station site. However this is not a view of particularly high quality and there are opportunities to create a new and better view to the Cathedral from the station forecourt and the new bus station entrance. The Cathedral is also visible from Kings Square looking down St Aldate St and should

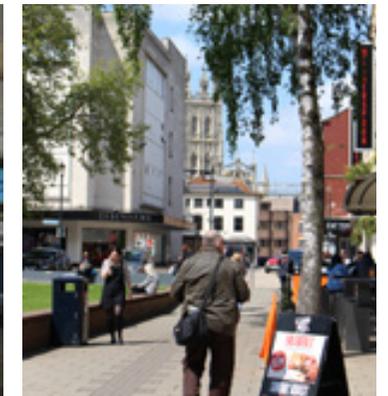
be retained and enhanced through future development. In addition, the views of St Peter's Church from Market Parade are a significant contributor to the townscape and should also be retained and enhanced.



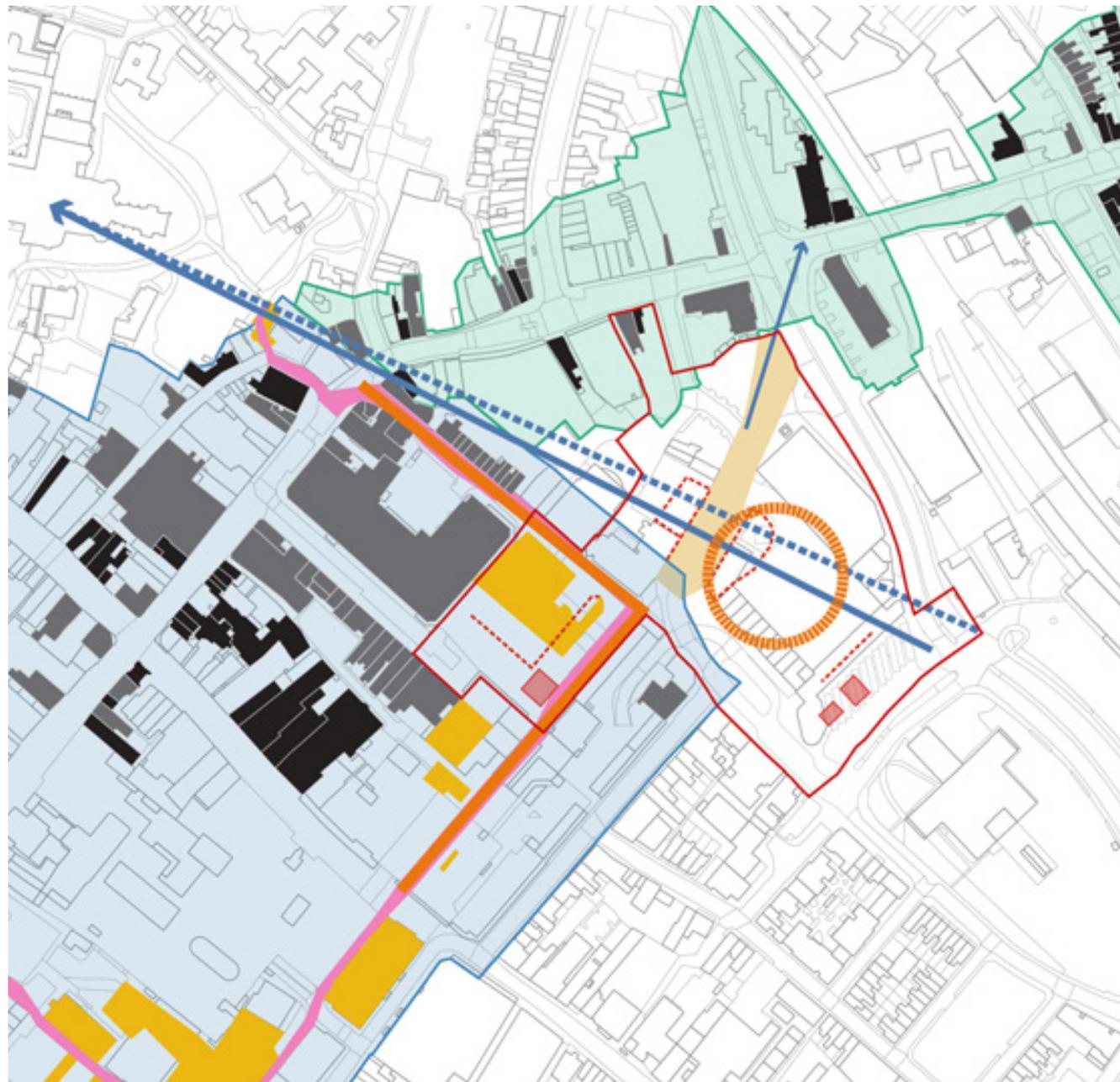
Great views of St Peter's Church from Market Parade



The Oxbode provides a great regeneration opportunity



Glimpse view of the Cathedral



Legend:

- City Centre conservation area
- London Rd conservation area
- Listed buildings
- Positive buildings (Conservation Area Appraisal)
- Scheduled ancient monuments
- Historic route to Gloucester City
- Old Roman wall
- Via Sacra
- Possible site of Whitefriars
- Archaeological trenches
- Trial pits
- Current view of Cathedral
- Pot. new view of Cathedral
- View of St Peters Church

Heritage plan

## 4.3 Bus station proposal

Planning consent has been granted and construction is underway for Gloucester's new bus station at the eastern end of the site. The bus station will function as a 'Drive In Reverse Out', meaning that passengers are able to access buses from a compact terminal building. The building will allow passengers access at either end from Bruton Way and Station Road and can also function as a pedestrian through route. The bus station building has been designed to allow flexibility for future development adjacent to the site.

Some significant changes have been approved to the access and movement around the site. Bruton Way north-east bound lane will be 'bus only', whilst Bruton Way south-west bound lane will allow general traffic. There will be a new junction from Station Approach onto Bruton Way (A430). Market Parade remains bus and taxi only and the radius at Station Road/Market Parade will be increased to allow for two-way bus movement. In addition, the roundabout on Station Road will be reconfigured into a junction. It is proposed to retain the taxi in the layby on Station Road and an additional drop off is proposed outside the bus station entrance on Station Road. The entrance and exit to Bruton Way car park will be changed as part of the bus station works with new entrance from Market Parade and exit onto Bruton Way.

The footpath will be removed on the north western side of Bruton Way to prevent pedestrian access and conflict with reversing buses from the bus station. The pedestrian movement going south-east will be redirected onto the footpath adjacent to the Land Registry office. The pedestrian crossing over Bruton Way (A430) from the Station forecourt to the new bus station has been reconfigured. However, it still proposes staggered barriers and two-stage crossing and so does not improve the pedestrian connectivity. The future development will need to address the challenges of achieving a more direct and legible route from the station to Kings Square, which positively incorporates the bus station and mitigates the effects of the bus reversing and movement area.



Bus station access and movement plan



Bus station ground floor layout

## 4.4 Parking

There is currently a large multi-storey car park on site (the Bruton Way car park) with 428 spaces. The structure is coming to the end of its life. In addition there are 3 informal surface carparks on vacant land accommodating approximately 95 cars.

The potential removal and replacement strategy associated with developing this site will need to be informed by a comprehensive quantitative assessment of current demand and use of car parking.

In an ideal scenario, Kings Quarter would work in tandem with the Railway station, Kings Walk Shopping Centre and any other planned car park provision, which would minimise the number of new spaces that would be required. The results of such a study are likely to affect planning and viability appraisal work in future stages.

## 4.5 Utilities

There are extensive utilities within the highways boundary under Station Road, Market Parade and Spread Eagle Road. These utilities pose a significant constraint and cost to extending the building footprint into the highways zone. There are also utilities within the existing bus station site that will need to be considered at an early stage and most likely re-routed as part of the new development.

A culvert runs underneath the existing Bruton Way car park; its precise alignment and depth is unknown at this stage and for this exercise it has been assumed that the Bruton Way car park can be replaced with another building on top of the culvert. Further detailed surveys will need to be undertaken to inform future planning, detailed design and construction work.

There is an electricity sub station serving the wider area within Kings Quarter development zone located in the ground floor of Grosvenor House. Initial discussion has taken place with Western Power who will require early re-provision to maintain services. An initial response on the specifications required suggest a facility of 400sqm is required with access. It is recommended that further engagement with Western Power is undertaken to establish the most viable location and specification.

Early scheme development and liaison with providers will be crucial to determine relocation, costs and phasing and reduce delivery risk.

## 4.6 Flooding

The development area is within Flood Zone 2 – Localised Flooding. A Flood Risk Assessment and Drainage Strategy will be required at Outline Planning stage. It is recommended that early strategy work is undertaken, as there is a possible need for flood storage and/or other mitigation, which may affect the form of development.

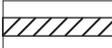
There is a covered culvert to the north side of site. It is recommended that the location and nature of the culvert is investigated to determine the suitability of new development in the vicinity.

## 4.7 Land contamination

A desktop study undertaken for The Council indicates no “significant” potential contamination issues relating to the site. Although the report notes the main source being the hazardous materials in the building structures and the made ground at the site. However, given the historical development at the site and the surrounding area, it would be standard practice to confirm that the site is suitable for the anticipated end uses, including residential.



Legend:

-  Gas Main
-  LV & HV Service Route
-  BT Service Route
-  Virgin Media Service Route
-  Combined Water Main
-  Foul Water Main
-  Water Main
-  Surface Water Main
-  Sub station
-  Culvert
-  Filled underground WC's & Underpass  
- Poor Bearing

Utilities plan - alignments indicative only

# 5.0 Drivers & objectives

The vision describes the development as an ambitious new piece of city and a quality place that will act as a catalyst to raise Gloucester's profile in the region. This section sets out the key drivers and objectives any future development need to address to achieve the vision.

## 5.1 Place-making drivers

The following place-making drivers sets out the spatial drivers for the future development of The Site:

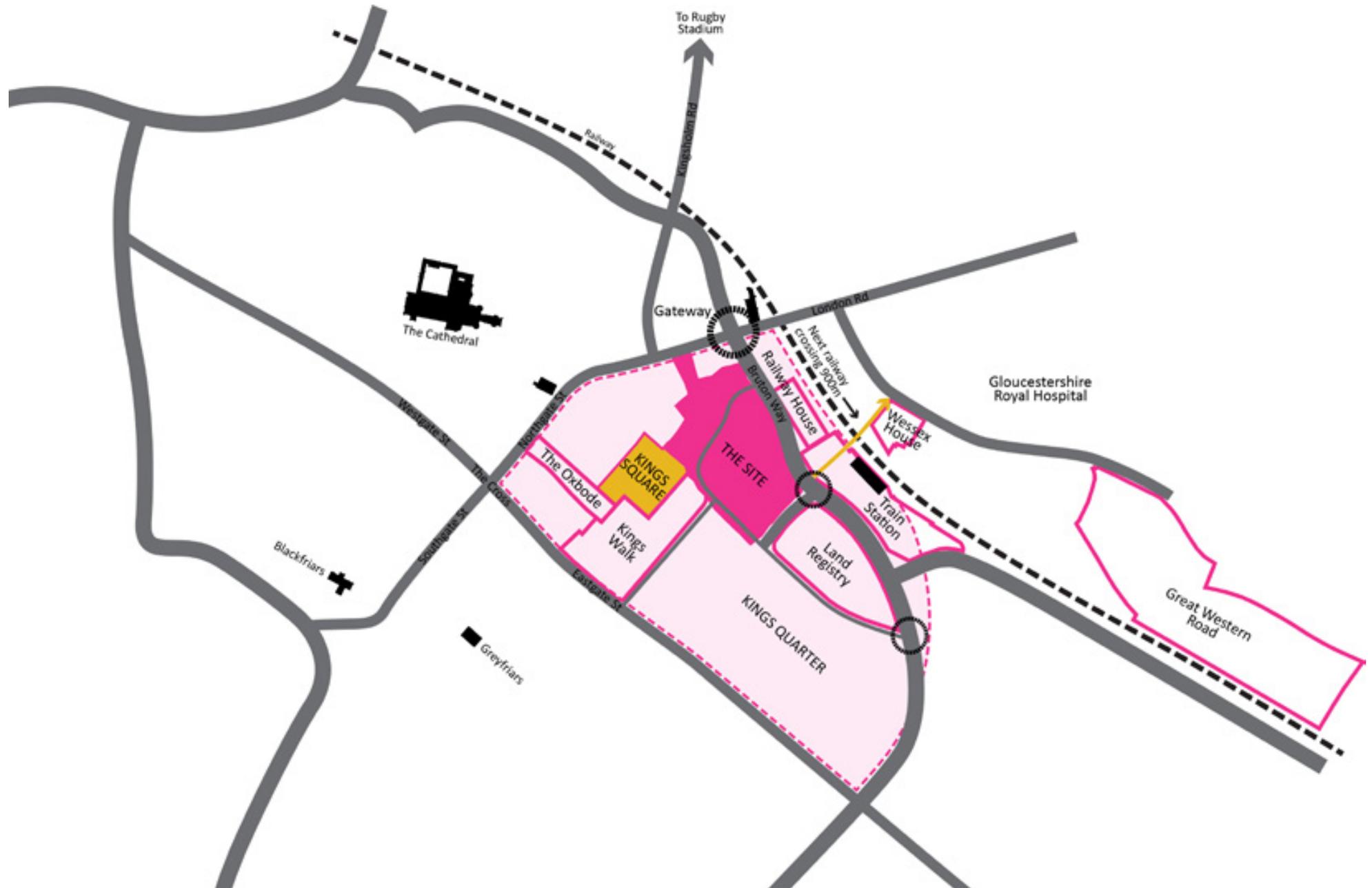
- The Site is located at a key gateway to the city centre. The development needs to achieve a high quality and memorable experience that will give a great first impression of Gloucester and reverse the current negative perceptions;
- The development should create a strong linkage from the train station through the development and into the City Centre;
- Kings Square should be re-established as the city's main civic space that sits at the heart of Kings Quarter. A successful regeneration of Kings Square will drive successful regeneration of the Site and Kings Quarter;
- The Site should be a quarter with a distinct character that contributes to a vibrant City Centre as a whole and strengthens the Cross and the four Quarters;
- The development should connect to the opportunities on the other side of

the railway including the Great Western Road site and Gloucestershire Royal Hospital.

## 5.2 Development Drivers

The site has been a top priority regeneration area for many years, but without any development getting past concept stage, apart from the new bus station. The following development drivers set out The Council's key objectives to ensure future development proposals will be successfully built out.

- The development should offer a range of investment opportunities to maximise the value for the City Council for this major asset;
- The Site should act as a catalyst to investment in Kings Quarter and the wider City Centre;
- The development proposal should maximise flexibility ensuring development can be delivered in phases and adapt to changing market conditions and needs of the city;
- The development should 'own the experience' of those that use the place from point of entry to exit and ensure that the Site can be a quality place in its own right without relying on interventions beyond the Councils control.
- The development proposal should respond to constraints to speed up and secure delivery of a commercially viable scheme.



The catalyst for regeneration

## 5.3 The role and function of the Site

The Site should be a key gateway to the city centre, capturing the large number of people arriving from the north east including the train station, the bus station and the hospital. The Site is pivotal within Kings Quarter and a key regeneration opportunity that can set an ambitious benchmark for future development in the City Centre. Together with the train station, it should function as the city's main transport interchange hub accommodating people arriving by all modes.

The 'Regeneration & Economic Development Strategy 2016-2021' states that the regeneration of the Site should provide a 'step-change' in the city centre and include retail and leisure components that reflect the aspirations of a modern city.

Recently completed retail assessments have concluded that the development should not increase the level of retail, but instead improve and modernise the existing offer. Whilst the main city centre streets and shopping centres provide space for core retail, the Site is in a great location to provide a mix of complementary use and development that support a modernised retail core. This combination would provide the shift to the experiential city centre offer that Gloucester needs to provide. Uses that enable the Site to become a destination for lunchtime and after work meeting and entertainment, strong links to Gloucester Rugby, the Hospital and the City Centre could be part of this transformation.

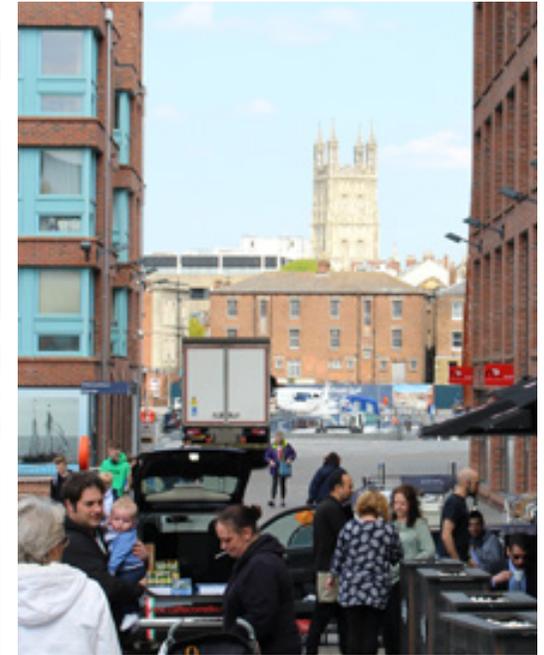
An intensification of this part of the city with new residential and office uses, will add a local population base to sustain and activate this part of the city throughout the year.



A food hub is a potential anchor use for the Site and Kings Square that can complement the retail offer on the High Street and establish an evening economy in this part of the city.



An increased city centre population to help sustain and activate the neighbourhood



A gateway to the city centre



High quality development setting an ambitious benchmark for regeneration



Mixed use, vibrant neighbourhood



A modern city's main transport interchange hub

## 5.4 The role and function of Kings Square

Kings square should be a destination in its own right with high quality uses and frontages around the space that adds vibrancy and activity. The Chambers Pub site, which is included within the Site, presents a major opportunity for an anchor use that can set a benchmark for future redevelopment and regeneration around the square.

Kings Square is the defining place of Kings Quarter and the city's main civic space. With redevelopment to fulfil a clear purpose as the heart of Gloucester civic life, Kings Square has the capacity to accommodate significant city wide events. These could include major sporting occasions, markets, school holiday activities and culture and arts events. It should be a dynamic and flexible space that can accommodate day to day life and seasonal events comfortably alongside each other.

As well as a destination, its success also depends on being an integral part of the route to and from the City Centre for the existing and future neighbourhoods surrounding it.



Providing opportunities for play without compromising flexibility of space



Flexible space for seasonal outdoor cinema



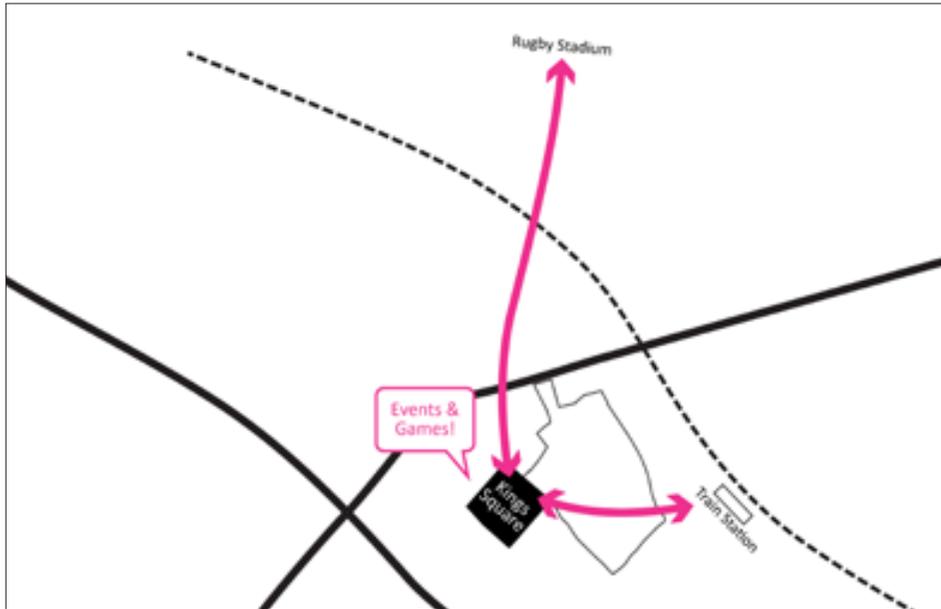
Flexible space for sporting events



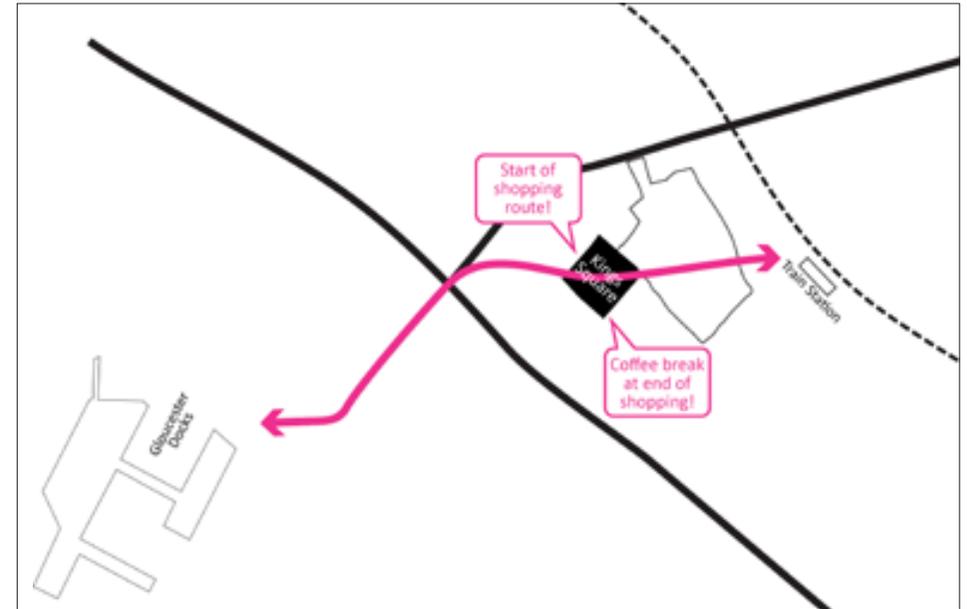
Accommodating daily life



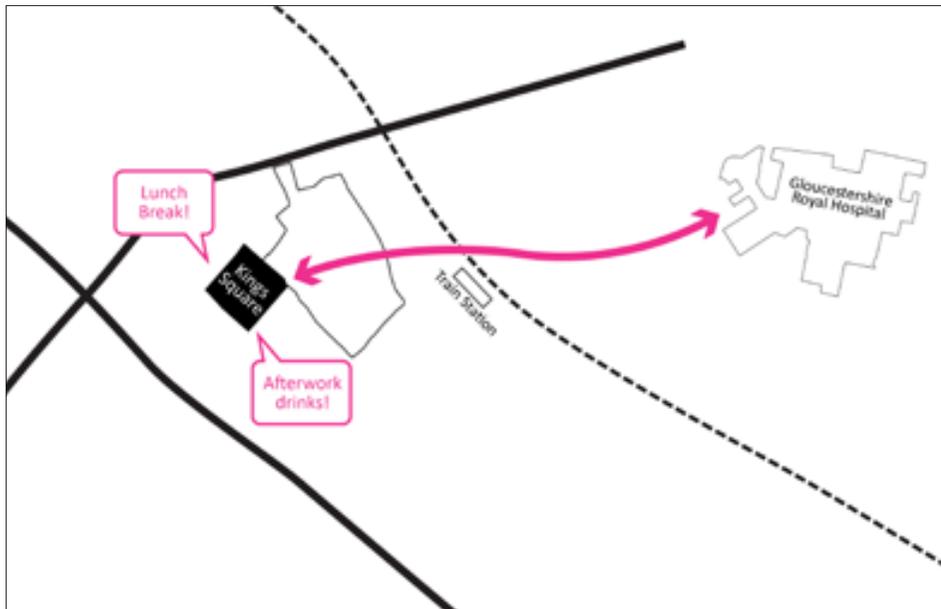
Spill out space for food hub



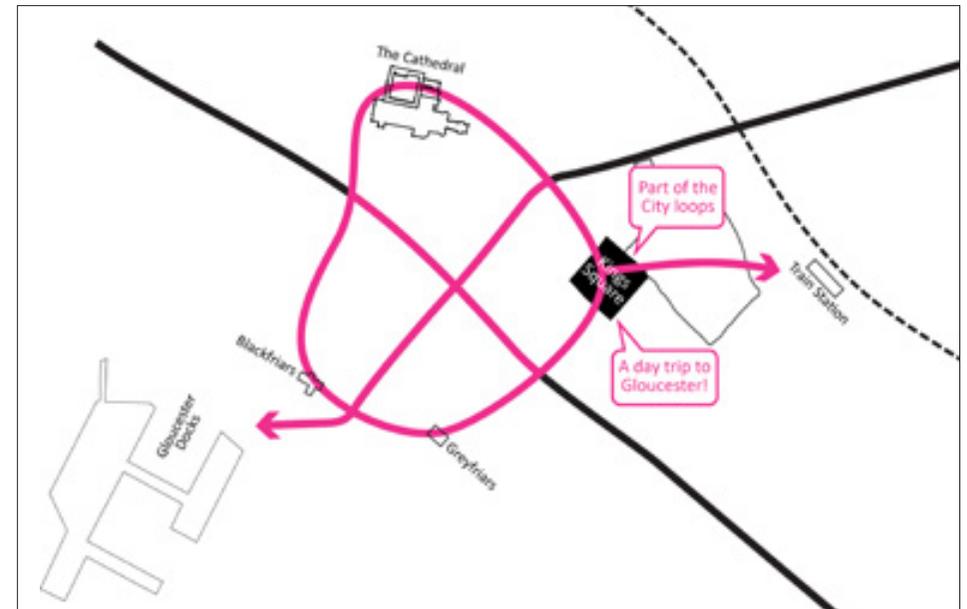
It's match day! - A premier ship club drawing supporters from across the region.



The shopping experience - The start and finish of the visit to Gloucester.



The downtime destination - lunch time break, night out and culture for people working nearby.



The tourist trail - An integral part of the Gloucester City Centre routes.

Caption

# 6.0 Layout options development

The constraints, drivers and objectives for the Site were identified through an iterative and collaborative process involving input from The City Council appointed consultants, County Council and City Council officers. An indicative schedule of uses set out a desirable and suitable quantum of development. The contribution of the team to the process informed the development of three initial spatial layout options for the site. Each option have been appraised with the team against the vision, place-making and delivery drivers to objectively evaluate how well they achieve The Council's overall ambition and objectives for the Site.

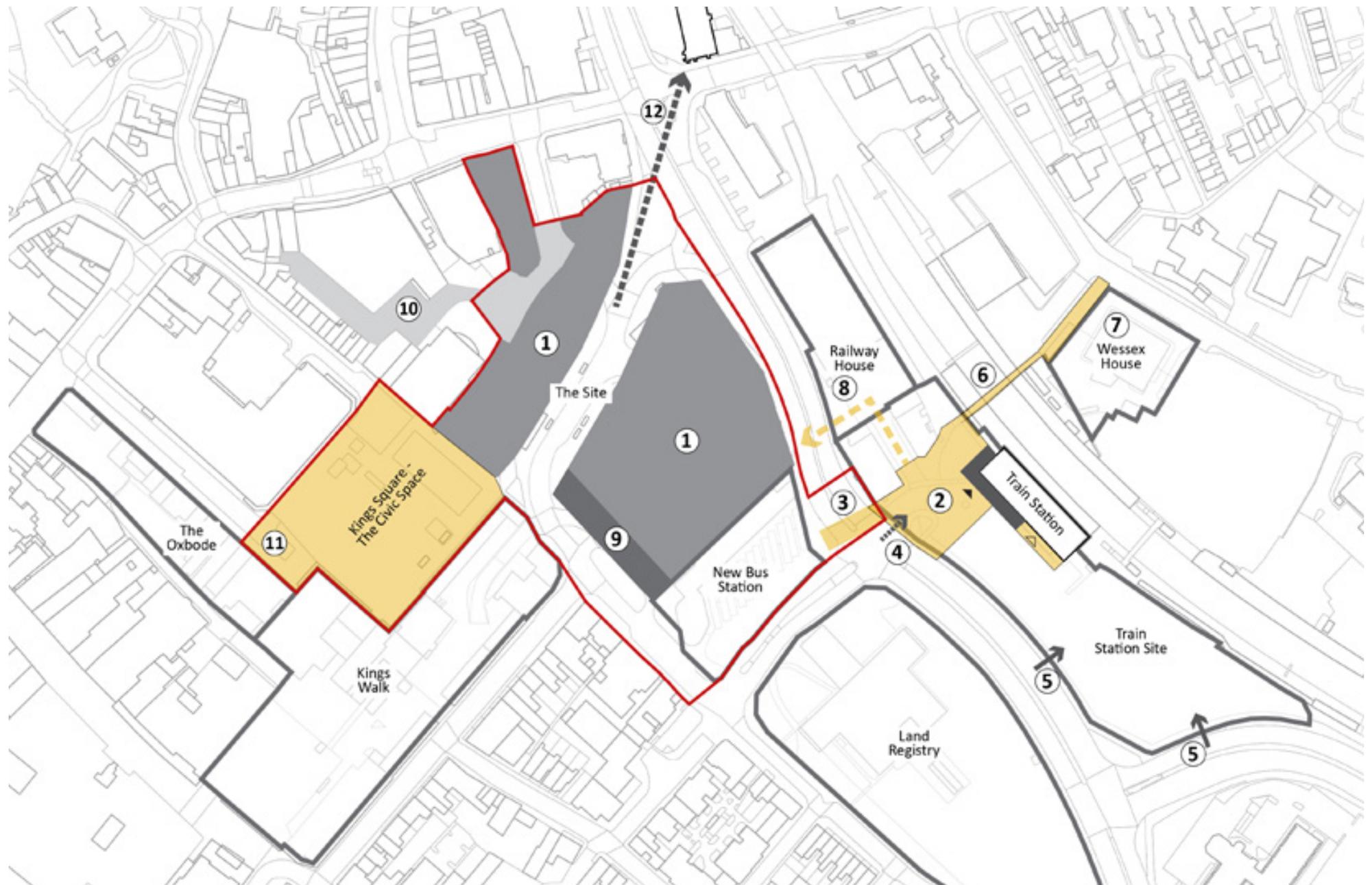
A set of general assumptions formed the basis for each option which will continue to be important to consider in the future stages of the design development process. There are some key working assumptions that should be paid particular attention:

- The need to integrate the design of the route crossing Bruton Way with and improvements of the train station forecourt and station itself, the link to the Wessex House site and development areas north of the railway line. Whilst this will not be delivered as part of the development it is an important consideration at this early stage and must be fully integrated.
- The quantity and location of car parking to be accommodated on the site is also a key consideration. The efficient design for a multi-story car park including the access and egress requirements, mean appropriate locations

for it are limited. The development proposal options assume a quantity of the existing car parking currently provided in Bruton Way MSCP is to be re-provided. However, a development option that is capable of being built with a reduced car parking requirement following a strategic review of provision for the city centre would be beneficial for achieving the flexibility that will be so important for the City Council as the development proposition progresses.

## Legend

1. Maximum extent of building blocks
2. Improved station forecourt with new entrance.
3. Wide, single stage crossing over Bruton Way.
4. Removed vehicle access from Bruton Way.
5. Vehicle Access for car park and taxis relocated on Bruton Way or Metz Way.
6. Improved underpass with step free access and widened entrance areas.
7. Redeveloped Wessex House.
8. Potential new pedestrian access to Kings Quarter via extended George Street.
9. Development boundary extended onto highways land to improve street enclosure and enable more flexible plots. Approx. 820m<sup>2</sup> footprint gained. Diversion of utilities required.
10. Retained service access to back of properties.
11. Kings Square re-design to extend to The Oxbode to utilise regeneration potential of this street.
12. Retained view of St Peter's Church



General assumptions for all options tested

## Option 1 - Retaining the grid

This option was developed with the 'do-minimum' approach and is primarily driven by site constraints rather than place-making or delivery drivers. The option retains the site's existing 'grid', aligning development plots with the bus station, Station Road and the Bruton Way car park. The option assumes that the Bruton Way car park could potentially be retained and refurbished, but through the process it has become clear that the structure is coming to the end of its life and would have to be demolished in any case.

This layout creates a main route from the train station to Kings Square via a new street along the new Bus Station and Station Road. The location of the main route would need to integrate these adjacent plots with the new development and use both new and existing built form to animate the route. The most significant drawback of this option is that it does not activate the wider development as the main route is located along the edges. Its success also heavily relies on regeneration and refurbishment of plots outside of the site, which adds a significant risk to the success of the development.

## Options appraisal:

<b>Quality of Experience</b>	Lack of ambition & legibility	Yellow
<b>Physical Connectivity</b>	Convolutted movement, and lack of integration with new bus station.	Red
<b>Placemaking</b>	No visual connection to city centre	Red
<b>Attractiveness of Investment</b>	Regular shaped plots Limited high value frontage	Yellow
<b>Catalyst to Investment</b>	Catalyst for Market Parade S Limited ambition	Yellow
<b>Control of the Experience</b>	Primary movement along edge of development	Red
<b>Responding to Constraints</b>	Driven by existing grid	Green
<b>Phasing of Development</b>	Multi-storey car park location complicates phasing	Yellow

High contribution to driver	Green
Medium contribution to driver	Yellow
Limited contribution to driver	Red



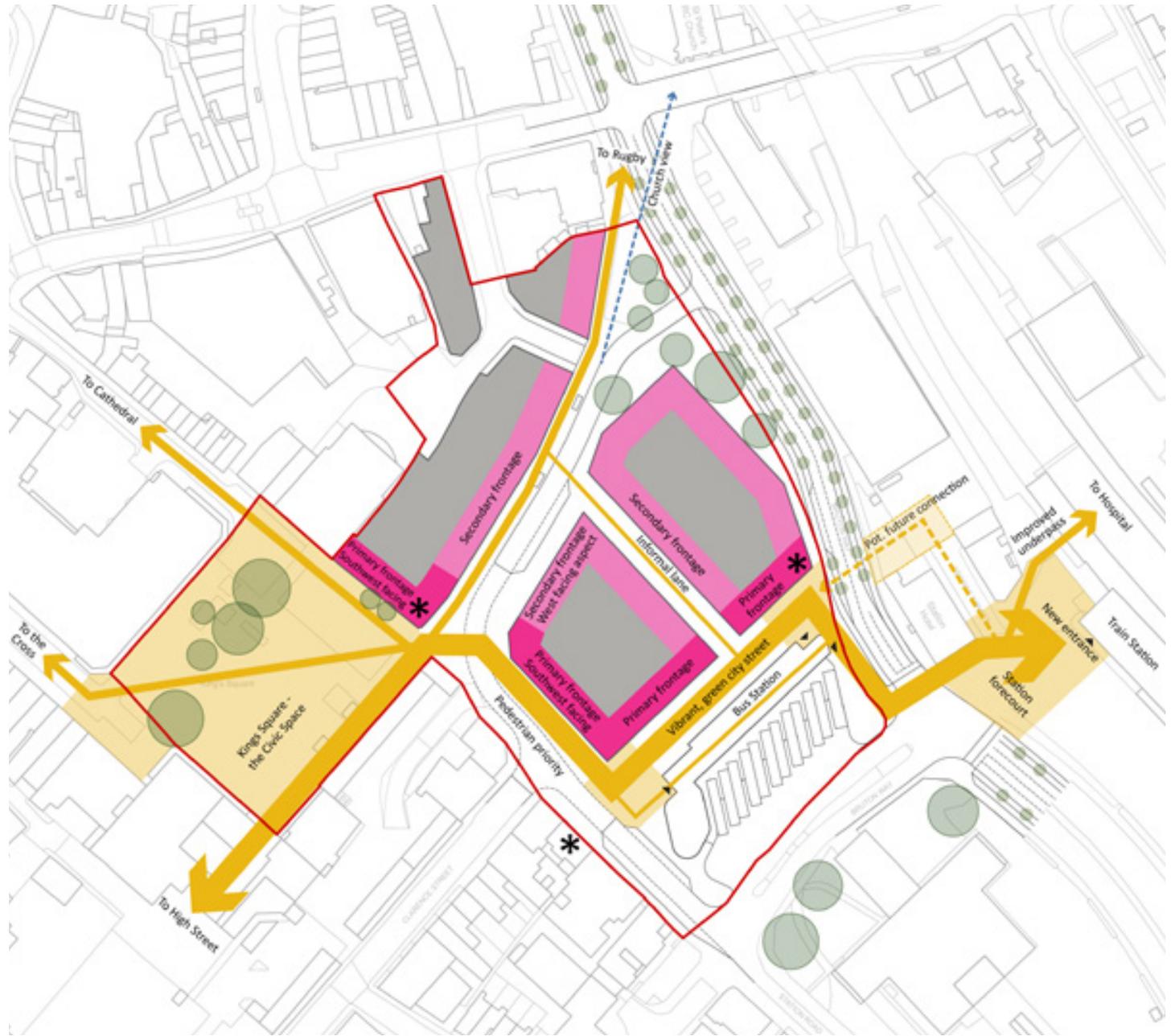
Plots



Plot division & indicative uses



Utilities overlay



Urban design principles

## Option 2 - The Cathedral view

This option is driven by achieving a high quality view of the Cathedral from the station forecourt and through the development. The Cathedral is one of the key features of Gloucester and can function as an excellent way-finder from the station to the city centre. The layout sets out a new grid for the site that utilises the alignment of both Station Road and Market Parade.

The main route from the train station to Kings Square is set at the heart of the new development along the view of the Cathedral. This enables full control of the experience as both sides of the route can be animated and activated by new development. The main route also links up with the route to Kingsholm Rugby stadium and the route through Kings Walk Shopping Centre. This has the potential to capture more footfall to animate and support uses in the scheme. The main route through the development in this option also connects with key landmarks. A variety of primary frontages many with south and west facing aspects suitable for outdoor seating areas, are located along the main route.

During the options appraisal process it was agreed to remove the informal lane along the bus station to better integrate the new development with the bus station. The preferred option as shown in section 7.0 reflects this decision.

## Options appraisal:

<b>Quality of Experience</b>	High quality view of Cathedral	High contribution to driver
<b>Physical Connectivity</b>	Clear hierarchy of routes Integrates with other routes and direct link into new bus station.	High contribution to driver
<b>Placemaking</b>	Likely to create destination Clear seq. of spaces & views	High contribution to driver
<b>Attractiveness of Investment</b>	Flexible high value frontages along main route	High contribution to driver
<b>Catalyst to Investment</b>	Ambitious- gives confidence to adjacent plots	High contribution to driver
<b>Control of the Experience</b>	Controlling all frontages and views along main route	High contribution to driver
<b>Responding to Constraints</b>	Potential conflict with MSCP, pedestrians and buses	Medium contribution to driver
<b>Phasing of Development</b>	New Multi-storey car park can be built in phase 1	High contribution to driver

High contribution to driver	High contribution to driver
Medium contribution to driver	Medium contribution to driver
Limited contribution to driver	Limited contribution to driver



## Option 3 - The diagonal

This option responds to previous masterplanning exercises and the desire to create a direct connection between the train station and Kings Square. This results in a diagonal street through the development arriving at the corner of Kings Square. Whilst at first glance this might seem the obvious design solution considering the key driver of creating a strong connection between the station and the city centre, it does pose some significant delivery and place-making challenges.

The main route is set within the development which can be animated and activated by the new development. However, these long runs of frontage require a guaranteed high level of occupancy for the street to succeed as a place. There is a risk that the main route is too direct and fails to capture the footfall and increase dwell time as people move through the development.

The direct route to Kings Square places a great deal of emphasis on the square itself and not the development along it. The backdrop to a view along this route would be towards poor quality built form that is not likely to be a priority for redevelopment or refurbishment for some time. The other frontages along Market Parade would also be long runs, but devoid of the level of footfall to animate them, which is also a development risk.

The most significant issue with this option are the triangular plots that it creates. These would require a bespoke design solution that is costly to implement, of limited market appeal to accommodate a variety of uses and inflexible to adjust to market demand.

In this option the multi-storey car park can only be accommodated on the north-western side of Market Parade, due to its requirement for a regular shaped block. However, this would require a widening of the block, extending into existing highways land and overrunning existing utilities.

## Options appraisal:

<b>Quality of Experience</b>	Ambitious with new grid	Yellow
<b>Physical Connectivity</b>	Direct & visual connection but limits dwell time along route. Limited link into new bus station.	Yellow
<b>Placemaking</b>	Awkward spaces and limited enclosure on key corners	Red
<b>Attractiveness of Investment</b>	Irregular shaped and uneven sized plot	Red
<b>Catalyst to Investment</b>	Catalyst to investment mainly on Kings Square	Yellow
<b>Control of the Experience</b>	Main movement within site Fails to activate Market Parade West	Yellow
<b>Responding to Constraints</b>	Multi-storey car park location requires access changes and utilities diversion	Red
<b>Phasing of Development</b>	Multi-storey car park can be built in phase one but with large upfront cost	Yellow

High contribution to driver	Green
Medium contribution to driver	Yellow
Limited contribution to driver	Red



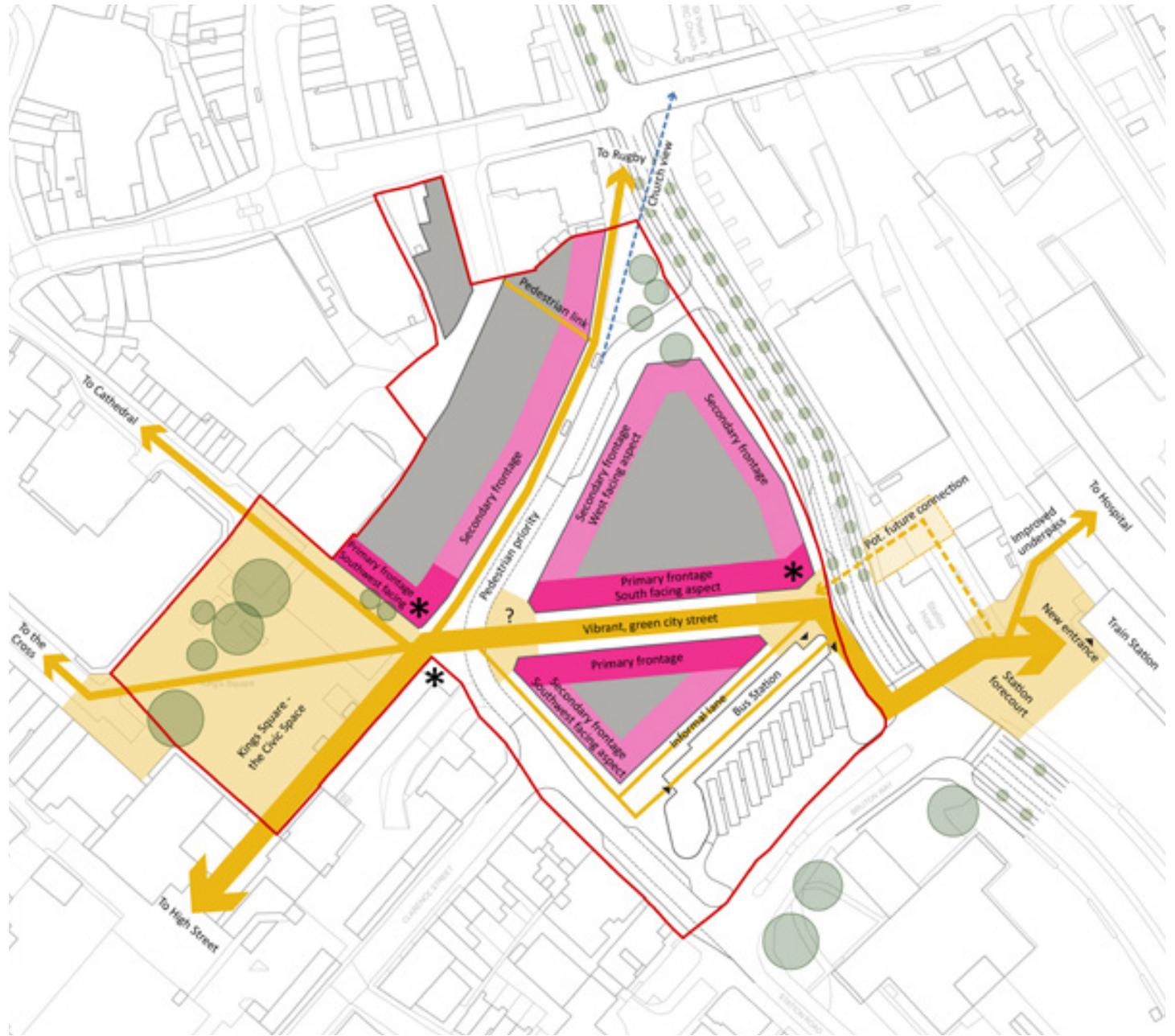
Plots



Plot division & indicative uses



Utilities overlay



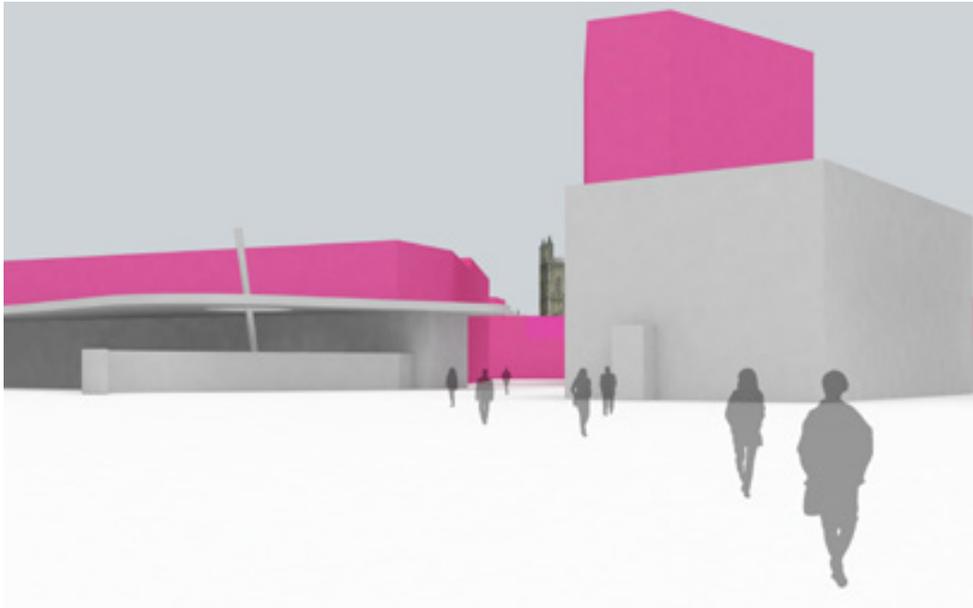
Urban design principles

# 7.0 Development framework

Option 2 Cathedral view was agreed as the preferred option with The Council for further design and viability testing to inform and support the Business plan. In this section of the report, the key components of this option are summarised to create a development framework.

The qualitative elements of the design are addressed under Design Principles and Performance Specification, which set the standard of what the development is expected to deliver. The standards are clear, but there is flexibility in the way that they are achieved.

The quantitative elements of the design are addressed as Parameters, which are the essential structuring elements of the design that are clearly defined and fixed.



Cathedral view 1: Glimpse view from the train station entrance



Cathedral view 2: From the train station forecourt and Bruton Way crossing



Cathedral view 3: From the bus station entrance



Cathedral view 4: From the new street

## 7.1 Design Principles

The design principles have been organised into:

Strategic Principles, which relate to the Sites wider context;

Spatial Principles, which covers physical aspects of what the Site should deliver;

Social Principles, which draw attention to the activities and uses that the Site should offer to ensure it becomes a destination and asset for Gloucester civic life.

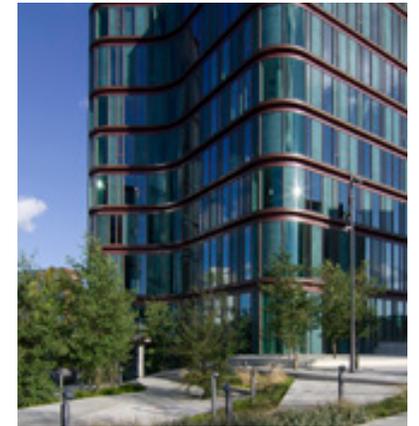
### 7.1.1 Strategic design principles

Development proposals for the Site should achieve the following:

- The quality, spatial arrangement and linkages shall recognise and respond to the site's pivotal location within Kings Quarter as a key arrival point to Gloucester.
- The quality of the development shall set an ambitious benchmark for Gloucester to act as a catalyst for regeneration in King's Quarter.
- The anchor development, that includes Kings Square and the adjacent corner plot currently occupied by the Chambers pub, shall maximise the opportunity this location represents and act as the pivotal development that defines the character and identity of Kings Quarter.
- A new and attractive gateway to the city centre that creates a positive and memorable impression of Gloucester.



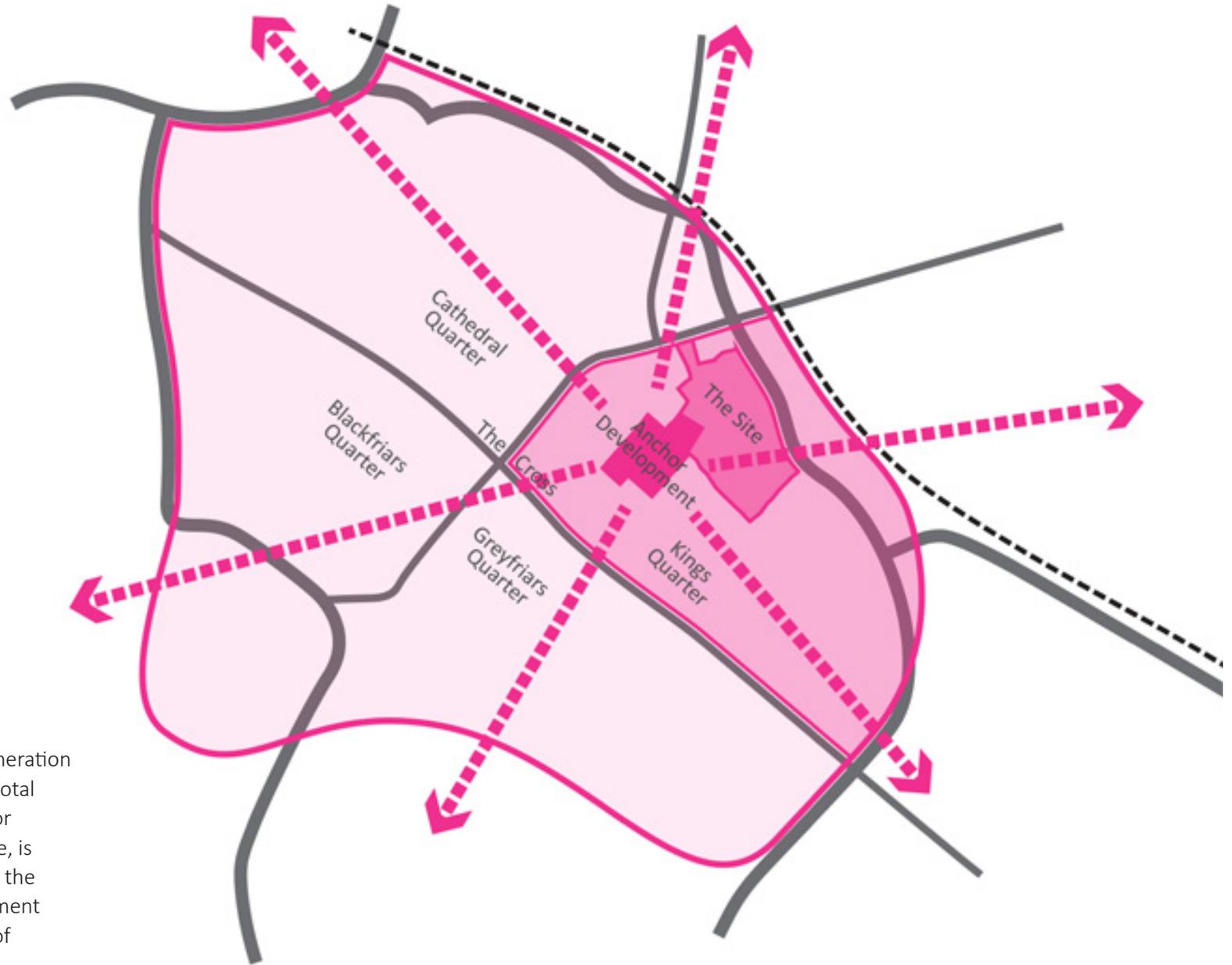
High quality development setting an ambitious benchmark



An anchor use on the corner of Kings Square that defines the identity of the Site



A gateway to the city



### The anchor development

Kings Quarter is pivotal in the regeneration of central Gloucester, the Site is pivotal within Kings Quarter and the anchor development, including King Square, is pivotal to the Site. This emphasises the importance of the anchor development being pivotal for the regeneration of Gloucester.

## 7.1.2 Spatial design principles

Development proposals for the Site should provide:

- A high quality view to the Cathedral from the train station forecourt through the development;
- A high quality, uninterrupted, primary pedestrian connection from the train station to Kings Square and the City Centre through the heart of the development;
- A sequence of streets and spaces with clear hierarchy and function, improving legibility and guiding people to Kings Square and the City Centre;
- For Kings Square to be the main civic space in the city and a destination in its own right;
- A widened entrance to Kings Square from Market Parade to improve accessibility and strengthen the squares importance in the physical perception of the city;
- New buildings in keeping with Gloucester's historic grain, scale and character;
- Well defined streets and spaces enclosed by buildings with active frontages;
- A shape and size of blocks that give flexibility and enable phased development;
- Landmark buildings at key locations to improve legibility and frame key nodes;
- Primary and secondary public realm aligned and integrated with primary and secondary frontages;
- For the retention and enhancement of pedestrian desire lines within the development, in particular across Kings Square;
- For the retention of Market Parade with a high quality view to St Peter's Church;
- A clear connection to the Kingsholm Rugby Stadium;
- A single stage, prominent and uninterrupted crossing over Bruton Way from the train station forecourt to the Site and the bus station entrance;
- A safe and inviting underpass from the train station forecourt to Great Western Road that is accessible to all users;
- Limited interruption to utilities to increase viability of development, whilst still achieving an ambitious scheme with blocks of a flexible size and shape.



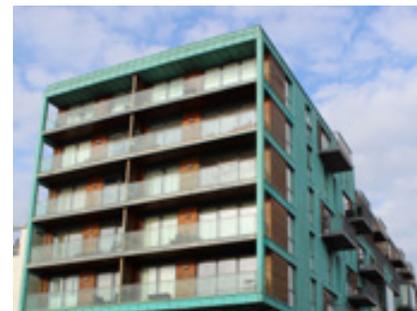
A high quality view to the Cathedral



Well defined streets and spaces



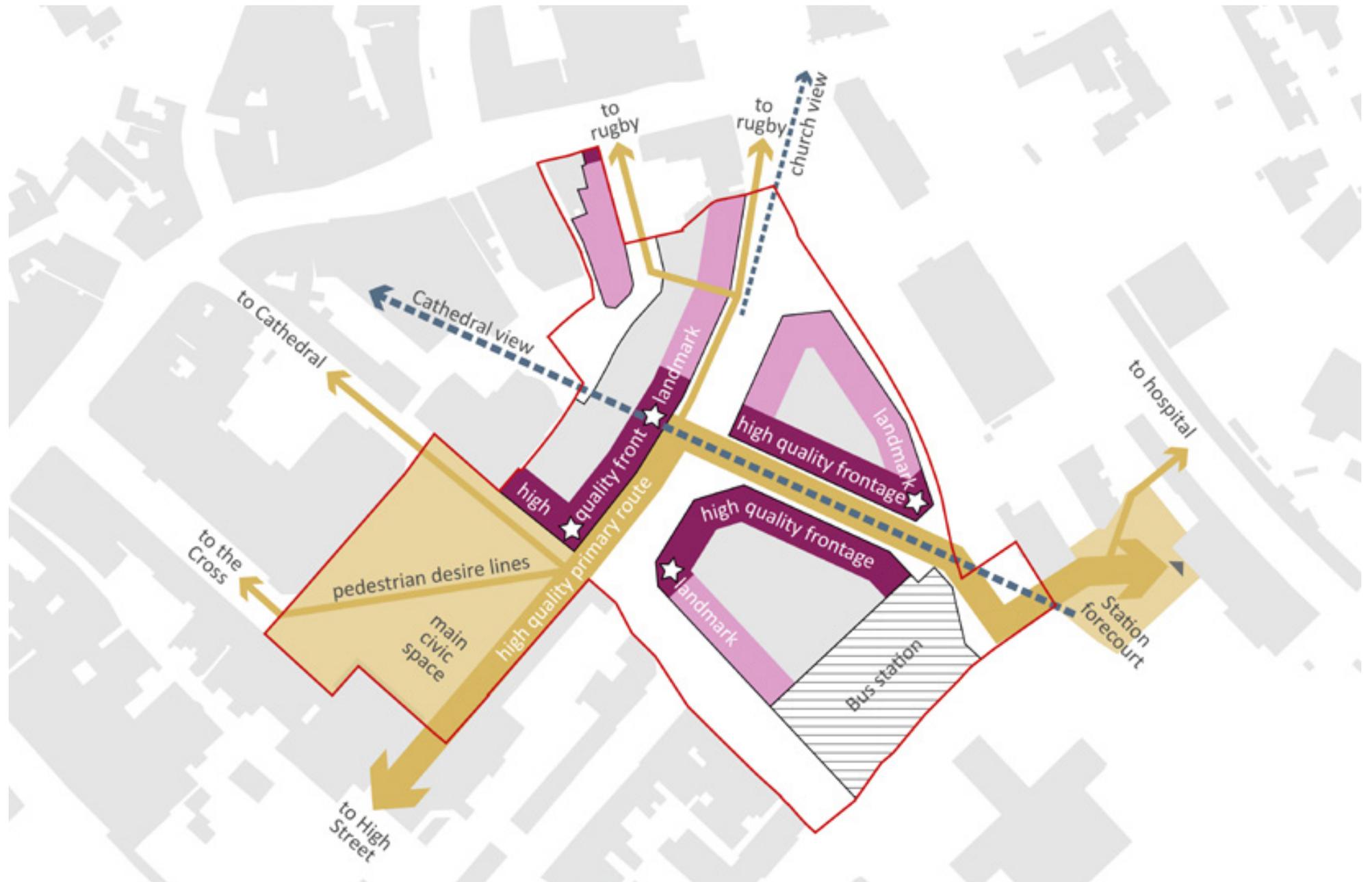
High quality, primary pedestrian connection



Quality landmark buildings at key locations



Pedestrian friendly, single stage crossing



Spatial design principle diagram

### 7.1.3 Social design principles

Development proposals for the Site should achieve the following:

- Create a neighbourhood with activity throughout the day and evening, all week and all year;
- Create pedestrian and cycle friendly environment in the streets and spaces with the effects of motor vehicles kept to a minimum;
- The main access to buildings from the streets and spaces shall be frequent to help animate and activate the streets and spaces;
- Ensure that active ground floor uses occupy buildings that open out onto the primary route through the Site;
- Concentrate activities and uses in the streets that are close to Kings Square and that maximise benefits of aspect and high quality public realm;
- Kings Square shall be designed as a flexible and dynamic space that can accommodate a wide range of civic events as well as being an attractive day to day destination for the city.



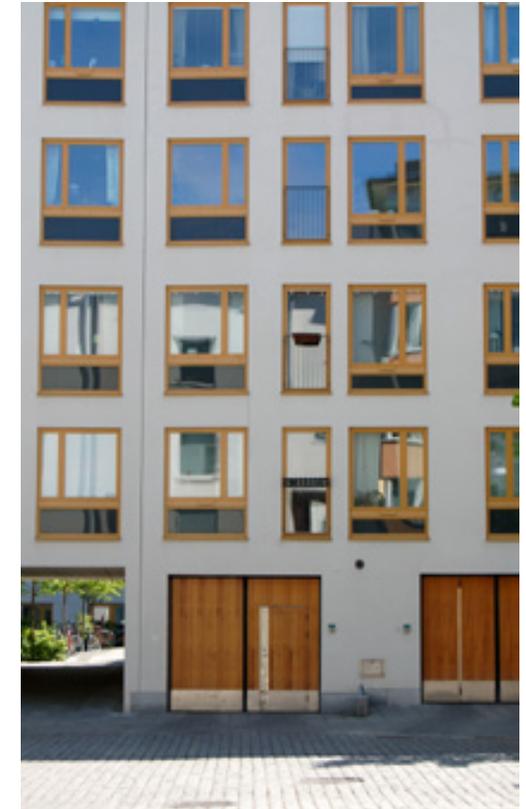
A people friendly environment



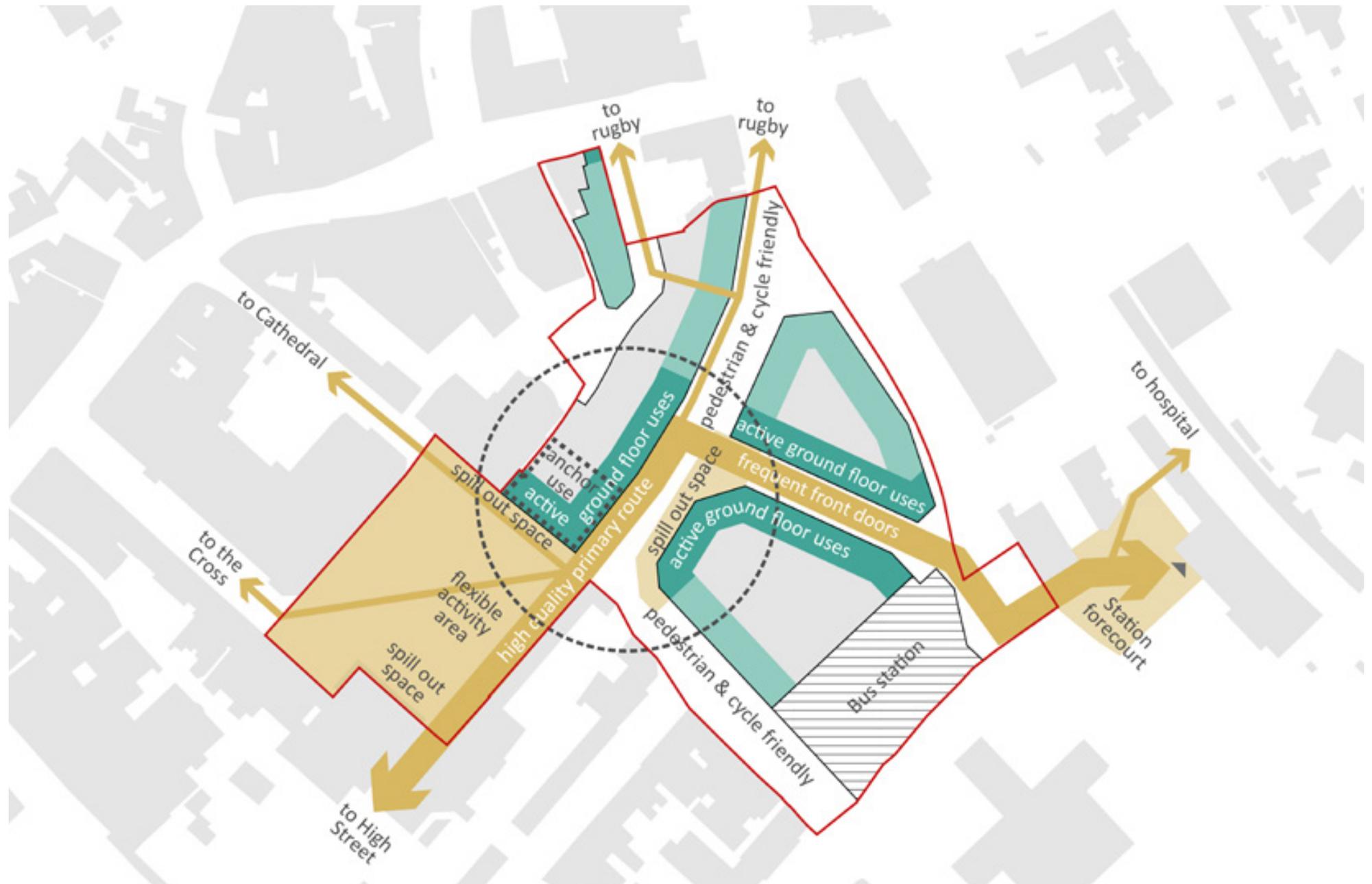
Concentrate activity



A flexible and dynamic space



Animated frontage and frequent front doors



Social design principle diagram



Artist's impression looking down the new street towards the Cathedral.



Artist's impression from Kings Square looking north east across Market Parade towards the new street.

## 7.2 Performance specification

The performance specifications of the streets and spaces set out both qualitative and quantitative aspects in more detail and provide additional guidance to support the delivery of the design principles and the parameters.

### 7.2.1 Materials and specification - overall principles

The choice of materials, together with their colour, tone and texture will be a key part of the design in later stages of the process. The Development Brief is not prescriptive as to the materials that should be used throughout the Kings Quarter scheme, but it is essential that fundamental issues of environmental performance and contextual design are fully considered.

The following key principles shall apply to the specification of building and external works materials:

- Emphasis on the quality of detailed design and workmanship on site: It is not necessary to apply high cost materials across the site to achieve a high quality scheme. There are numerous examples of high cost materials and/or complicated design that do not add value because of poor overall spatial design and execution on site. Instead, it is a requirement of this Development Brief that simple design solutions and familiar inexpensive materials are used generally across the scheme. However, the selected materials shall be used with high quality design detail and workmanship to ensure they combine to present a high quality appearance. Some key areas of the site will warrant use of higher specification materials such as key junctions, gateways and primary public amenity spaces within the development. The same high level of detailed design and workmanship on site will be required in these areas.
- Materials should be robust and durable. Ensure materials specified are robust, durable and will stand the test of time. This generally means the use of good quality natural materials and other materials that have a proven performance in an urban environment. However, allow for the use of

innovative locally produced, sustainable or aesthetic materials supported by technical data where this will enhance the overall quality or sustainability of the scheme.

- Materials should require minimal maintenance. Specify standards of materials and workmanship that allow easy maintenance and replacement. Avoid complicated and fussy detailing except where part of a feature with a specific design intent.
- The materials palette should be well coordinated to deliver a high quality and cohesive scheme and should take inspiration from the surrounding city and landscape context.
- Sustainability characteristics of materials should be considered in the selection process, (Carbon footprint). Consider the environmental implications of materials. Consider specification of materials in accordance with the BRE Green Guide to minimise carbon footprint.
- Materials must be fit for purpose and meet all relevant standards and must offer a high degree of flexibility and will need to have a secure supply chain to safeguard ongoing use.

## 7.2.2 Creating the palette and hierarchy

The Performance Specifications refer to a hierarchy of design and materials in the places. It is not the place of a performance specification to specify the specific of material to be used by designers, as it is not a substitute for engaging the most innovative and creative designers to deliver the ambition for this development.

It will be necessary for detailed designers to clarify what materials, colours and tones they are proposing as part of their submissions at the appropriate stage in the planning process. This is to ensure the visual hierarchy of the various elevations of the buildings and spaces is clearly understood in response to the vision and design principles for the scheme.

The elevation and external works areas are divided into a hierarchy to ensure that the commercial and placemaking objectives of Kings Quarter are met. The aim is to ensure that the highest possible quality architecture and detail design is delivered on the key elevations of buildings, spaces and streets that set the perception of this development. This is specifically to avoid a uniform application of external detailing and materials, which may result in a lower overall specification, which will not support the delivery of the vision and principles for this development.

The hierarchy of elevation treatment is coded by this document as follows:

### Highest Quality Treatment:

**Buildings:** For the most prominent elevations on a feature building, due to its orientation as a highly visible elevation from outside the overall scheme and/or marking a gateway or approach to the development that sets the perception of Kings Quarter as a distinctive place. Typically distinguished by the materials and /or colours with a particular high quality detail incorporated into the elevation design to emphasise quality.

**Street/Spaces:** The selection of high quality materials for surface finishes and

kerbs, typically (but not exclusively) natural stone. The integration of bespoke detail features that distinguish the place and its identity including street furniture, lighting and public art incorporated into the scheme. Trees and planting features to be incorporated in appropriate locations.

### Medium Quality Treatment:

**Buildings:** For elevations of buildings that are prominently on secondary streets within the scheme and not feature or landmark buildings within the street. An emphasis on creating a unified and cohesive appearance to the overall development character, but with an opportunity for some visual interest through materials/colours with a high quality detail incorporated into the elevation design to emphasise quality.

**Street/Spaces:** The selection of materials for surface finishes that tie into the colour scheme with an emphasis on unifying the development, acting as visual context to the Highest Quality Treatment and as a transition to the Standard Quality Treatment of the scheme. High quality kerbs will be consistent with the Highest Quality Treatment material to ensure unity and visual cohesion. Trees and planting features to be incorporated in appropriate locations.

### Standard Quality Treatment:

**Buildings:** For elevations that are not prominent to views from public areas externally or internally in the development and from which the perception of Kings Quarter as a distinctive place is not set. Typically, these elevations will be comprised of a limited materials/colour palette and orientated to overlook servicing areas and car parks and only seen from these locations.

**Street/Spaces:** The selection of materials for surface finishes that are primarily driven by functional rather than aesthetic requirements, acting as a transition to the existing streetscape beyond the scheme. High quality kerbs will be consistent with the Highest Quality Treatment material to ensure unity and visual cohesion.

## 7.2.3 New Street

The new street runs through the centre of the development connecting Bruton Way and Market Parade. The public realm in front of the bus station and an improved crossing over Bruton Way should be considered as part of the new street.



Location plan

New Street	
<b>Objectives</b>	<ul style="list-style-type: none"> <li>• A high quality, uninterrupted, primary pedestrian connection from the train station to Kings Square;</li> <li>• An attractive address in the regenerated quarter;</li> <li>• A street with transformative effect that creates a memorable and positive impression of Gloucester;</li> <li>• A street that defines the character of the site and Kings Quarter.</li> </ul>
<b>Core functions</b>	<ul style="list-style-type: none"> <li>• Part of the primary pedestrian connection from the train station to Kings Square;</li> <li>• Provides the view to the Cathedral from the station forecourt through the development;</li> <li>• Provides pedestrian and cycle access to adjoining development blocks, the train station, the bus station and Kings Square;</li> <li>• The main pedestrian route serving a potential multi-storey car park</li> <li>• A street with potential spill out space for adjacent buildings;</li> <li>• A service and utilities corridor to serve the development.</li> </ul>
<b>Design Criteria:</b>	
<b>Transport modes</b>	<ul style="list-style-type: none"> <li>• Pedestrian, cycle and emergency vehicles only</li> <li>• (Servicing of development to be provided from Market Parade or Station Road).</li> </ul>
<b>Other uses</b>	<ul style="list-style-type: none"> <li>• External spill out areas for adjacent buildings.</li> </ul>
<b>Street width</b>	<ul style="list-style-type: none"> <li>• 12 – 14m building front to building front;</li> <li>• Dedicated clear zone of min. 4m for movement through street.</li> </ul>
<b>Public realm materials</b>	<ul style="list-style-type: none"> <li>• Flush shared surface building front to building front;</li> <li>• Materials to be of highest specification within scheme to emphasise primacy of route, e.g. Yorkstone or equivalent.</li> </ul>
<b>Frontages</b>	<ul style="list-style-type: none"> <li>• Well animated frontages with frequent windows and doors;</li> <li>• Materials to be of highest specification within scheme emphasising the primacy of the route;</li> <li>• All corner buildings to be well articulated.</li> </ul>
<b>Furniture and fixtures</b>	<ul style="list-style-type: none"> <li>• Building mounted lighting</li> <li>• Minimum street furniture to maintain clear and free flow.</li> </ul>

Performance specification table



Space for spill out from adjacent buildings



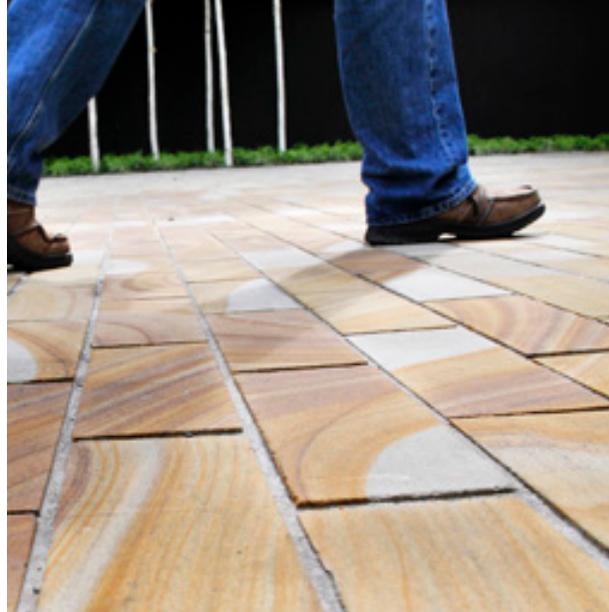
High quality view to the Cathedral



Intimate pedestrian street



Well articulated corner



High quality public realm materials



An attractive address in the new quarter with buildings of high quality

## 7.2.4 Market Parade (primary section)

The primary section of Market Parade stretches from where the New Street joins Market Parade down to the corner of Kings Square. It also extends around the corner of the new development blocks to ensure these are given prominence and form part of the primary route.



Location plan

Market Parade (primary section)	
<b>Objectives</b>	<ul style="list-style-type: none"> <li>• A high quality, uninterrupted, primary pedestrian connection from the train station to Kings Square;</li> <li>• An attractive address in the regenerated quarter;</li> <li>• A street with transformative effect that creates a memorable and positive impression of Gloucester;</li> <li>• A street that defines the character of the site and Kings Quarter;</li> <li>• A pedestrian priority street.</li> </ul>
<b>Core functions</b>	<ul style="list-style-type: none"> <li>• Part of the primary pedestrian connection from the train station to Kings Square;</li> <li>• Part of the route to Kingsholm Rugby Stadium from the City Centre;</li> <li>• Provide pedestrian and cycle access to adjoining blocks, the bus station and Kings Square;</li> <li>• Provide for the potential retained bus route without compromising an attractive pedestrian environment;</li> <li>• Provide potential restricted service access to buildings onto Market Parade and the New Street;</li> <li>• A street with spill out space for adjacent buildings;</li> <li>• Retain the view to St Peter's church;</li> <li>• A service and utilities corridor to serve the development.</li> </ul>
<b>Design criteria:</b>	
<b>Transport modes</b>	<ul style="list-style-type: none"> <li>• Pedestrian, cycle (within carriageway), bus (potentially), taxi, service and emergency vehicles.</li> </ul>
<b>Other uses</b>	<ul style="list-style-type: none"> <li>• External spill out areas for adjacent buildings.</li> </ul>
<b>Street width</b>	<ul style="list-style-type: none"> <li>• Carriageway max. 6.5m;</li> <li>• Dedicated clear zone of min. 3m for pedestrian movement on footpath;</li> <li>• Sufficient space for spill out area along south eastern side;</li> </ul>
<b>Public realm materials</b>	<ul style="list-style-type: none"> <li>• Materials to be of highest quality on pedestrian footpath, crossing points and spill out spaces within scheme to emphasise primacy of route;</li> <li>• Kerbs to be highest quality and consistent through the street</li> <li>• (Should the bus route be retained) Carriageway to be finished in a suitable wearing course material consistent in tone and colour with adjacent footpaths.</li> </ul>
<b>Frontages</b>	<ul style="list-style-type: none"> <li>• Well animated frontages with active ground floor use and frequent windows and doors;</li> <li>• Materials to be of highest quality within scheme emphasising the primacy of the route;</li> <li>• All corner buildings to be well articulated.</li> </ul>

Performance specification table



Pedestrian friendly bus street, Preston



Pedestrian friendly bus street, Exeter



Sufficient pavement space for both outdoor seating area and pedestrian movement



Retain and enhance view to the church



Spill-out space from adjacent buildings

## 7.2.5 Kings Square

Kings Square extends out to the edge of the adjoining buildings and includes the current turning head in front of the old Post Office on the Oxbode to ensure this space and adjoining building forms part of the square.



Location plan

Kings Square	
<b>Objectives</b>	<ul style="list-style-type: none"> <li>• The City's main civic space of exceptional design quality;</li> <li>• A destination in its own right;</li> <li>• A place that defines the site and the area surrounding Kings Quarter;</li> <li>• Part of the anchor development that acting as a catalyst for the area around Kings Quarter, and Gloucester City Centre.</li> </ul>
<b>Core functions</b>	<ul style="list-style-type: none"> <li>• A flexible space that can comfortably accommodate a range of activity and uses from day to day life to large seasonal events;</li> <li>• An integral part of the routes to /from the City Centre with pedestrian desire lines retained and enhanced;</li> <li>• Providing spill out space for adjacent buildings;</li> <li>• Provide pedestrian access to adjacent buildings.</li> </ul>
<b>Design criteria:</b>	
<b>Transport modes</b>	<ul style="list-style-type: none"> <li>• Pedestrian, cycling (restricted) and occasional service vehicles.</li> </ul>
<b>Other uses</b>	<ul style="list-style-type: none"> <li>• External spill out areas for adjacent buildings.</li> </ul>
<b>Dimensions</b>	<ul style="list-style-type: none"> <li>• Sufficient unobstructed, level and step free area for events.</li> </ul>
<b>Public realm materials</b>	<ul style="list-style-type: none"> <li>• Materials to be of highest specification within scheme and Gloucester City Centre to emphasise the important civic role.</li> <li>• Green space and a water feature should be considered in the appropriate location</li> </ul>
<b>Frontages</b>	<ul style="list-style-type: none"> <li>• Well animated frontages with active ground floor uses and frequent windows and doors;</li> <li>• Materials to be of highest specification within scheme emphasising the primacy of the place in Gloucester;</li> <li>• All corner buildings to be well articulated.</li> </ul>
<b>Furniture and fixtures</b>	<ul style="list-style-type: none"> <li>• Locations and design to be carefully considered to ensure flexibility of space.</li> </ul>

Performance specification table



Flexible space for play



Flexible space for sporting events



Accommodating daily life



Flexible space for family events



Flexible space for informal events



Flexible space for seasonal events



A place for people



Well enclosed by high quality buildings



Level change as an integral part of the design



Spill out space for adjacent uses

## 7.2.6 Market Parade (secondary section) & Station Road

The secondary section of Market Parade extends from the primary section up to Bruton Way (A430) and Station Road extends to the junction with section of Bruton Way outside the new bus station.



Location plan

Market Parade (secondary section) & Station Road	
<b>Objectives</b>	<ul style="list-style-type: none"> <li>• Good quality, pedestrian friendly city streets that sets a new baseline specification for future redevelopment and regeneration of the area around Kings Quarter.</li> </ul>
<b>Core functions</b>	<ul style="list-style-type: none"> <li>• Part of the secondary pedestrian routes;</li> <li>• Part of the route to Kingsholm Rugby Stadium from the City Centre;</li> <li>• Provides pedestrian and cycle access to adjoining blocks, the bus station and Kings Square;</li> <li>• Provides retained bus route and bus stops without compromising the attractive pedestrian environment;</li> <li>• Provides restricted service access to buildings onto Market Parade, Station Road and the New Street;</li> <li>• (Station Road) Provides vehicle access to potential multi-storey car park</li> <li>• (Market Parade) Retains the view to St Peter's church;</li> <li>• A service and utilities corridor to serve the development.</li> </ul>
<b>Design criteria:</b>	
<b>Transport modes</b>	<ul style="list-style-type: none"> <li>• Pedestrian, cycle (within carriageway), bus (potentially), taxi, cars, service and emergency vehicles.</li> </ul>
<b>Other uses</b>	<ul style="list-style-type: none"> <li>• Potential external spill out areas for adjacent buildings.</li> </ul>
<b>Street width</b>	<ul style="list-style-type: none"> <li>• Carriageway max. 6.5m;</li> <li>• Dedicated clear zone of min. 3m for pedestrian movement on footpath;</li> </ul>
<b>Public realm materials</b>	<ul style="list-style-type: none"> <li>• Materials to be of medium quality treatment (see 7.2.2);</li> <li>• Kerbs to be highest quality and consistent through the street</li> </ul>
<b>Frontages</b>	<ul style="list-style-type: none"> <li>• Well animated frontages with frequent windows and doors;</li> <li>• Materials to be of medium quality treatment (see 7.2.2);</li> <li>• All corner buildings to be well articulated.</li> </ul>
<b>Furniture and fixtures</b>	<ul style="list-style-type: none"> <li>• All furniture and fixtures, including bus stops, to be well integrated with street design to maintain clear and free flow.</li> </ul>

Performance specification table



Well animated frontages of good quality



Well animated frontages of good quality



Retain and enhance view to the church



Pedestrian friendly bus street, Preston

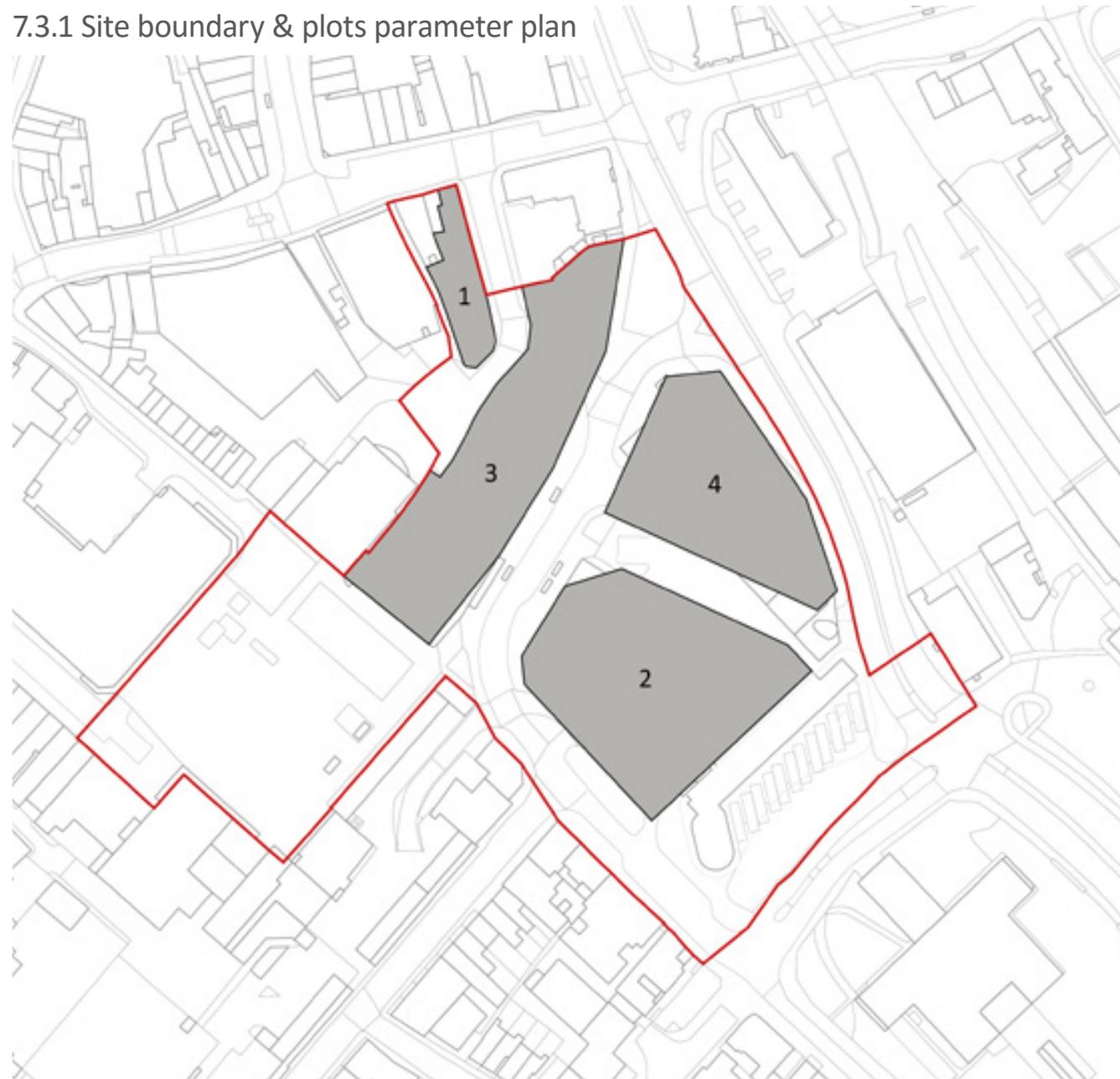


Pedestrian friendly bus street, Exeter

## 7.3 Parameter plans

The parameter plans sets out the essential structuring, spatial elements that any development proposal for the Site will be required to adhere to. These parameters are currently in a draft format and should be tested and refined further through the outline planning application process.

### 7.3.1 Site boundary & plots parameter plan

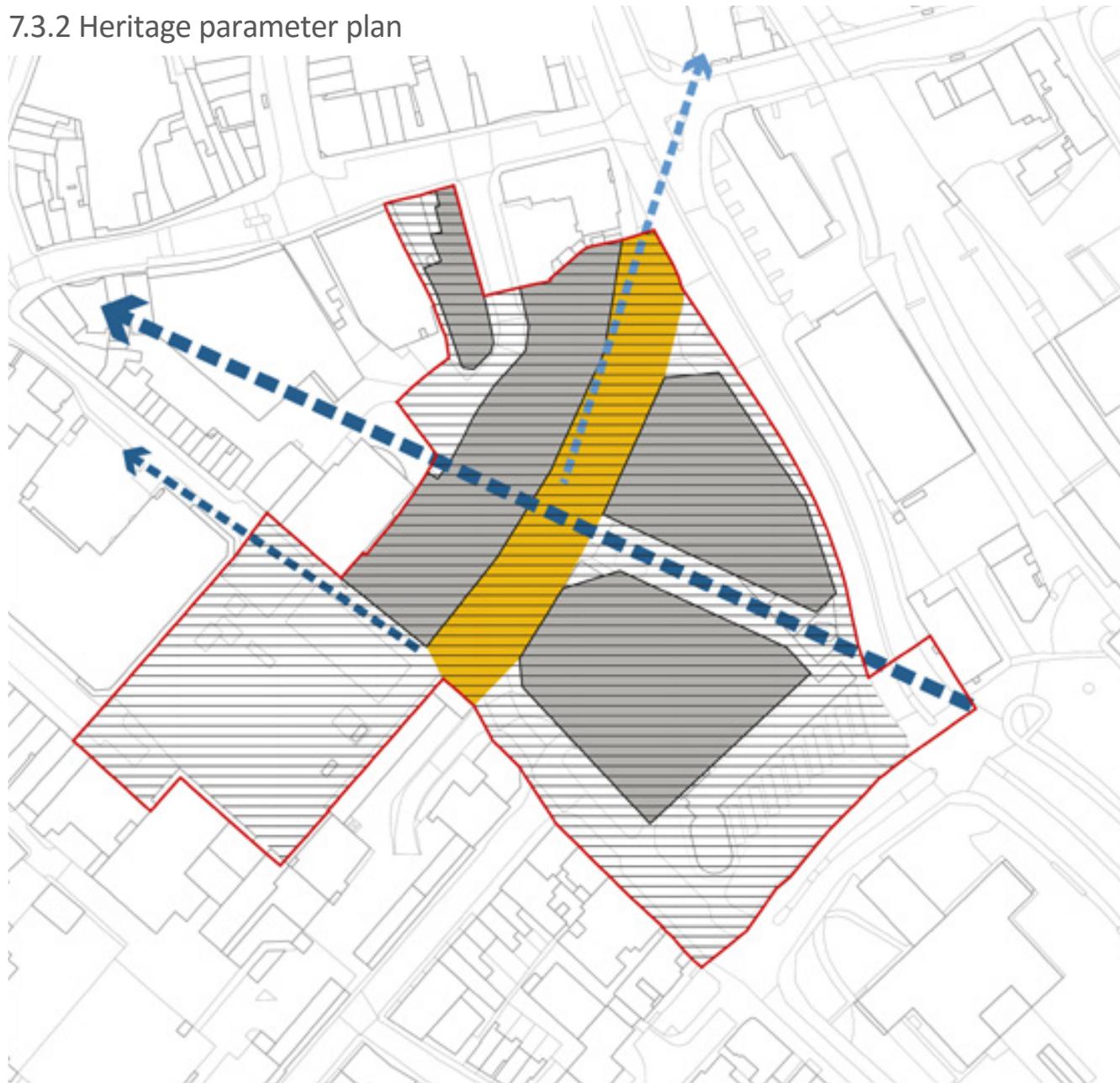


Legend:

-  Site boundary
-  Development plots

Drawing number: 5548\_201. Not to scale.

### 7.3.2 Heritage parameter plan

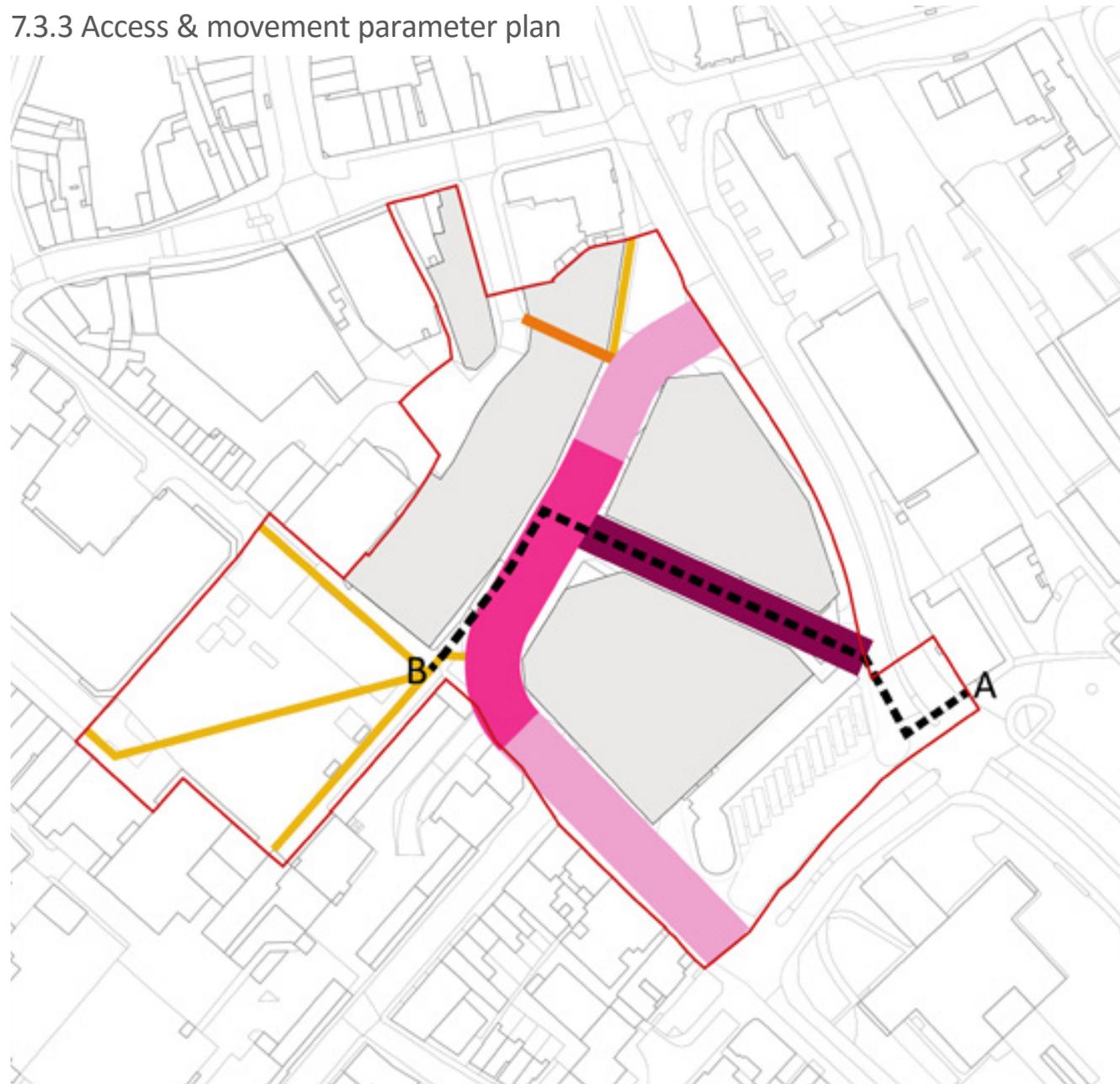


#### Legend:

-  Site boundary
-  Development plots
-  New view to Cathedral from the Station forecourt to be created
-  Existing view to Cathedral to be retained and enhanced
-  Existing view to St Peter's Church to be retained and enhanced
-  Historic route to be retained
-  Area with potential significant archeological interest. Requirement for Written Scheme of Investigation (WSI) to be agreed with statutory consultees.

Drawing number: 5548\_202. Not to scale

### 7.3.3 Access & movement parameter plan

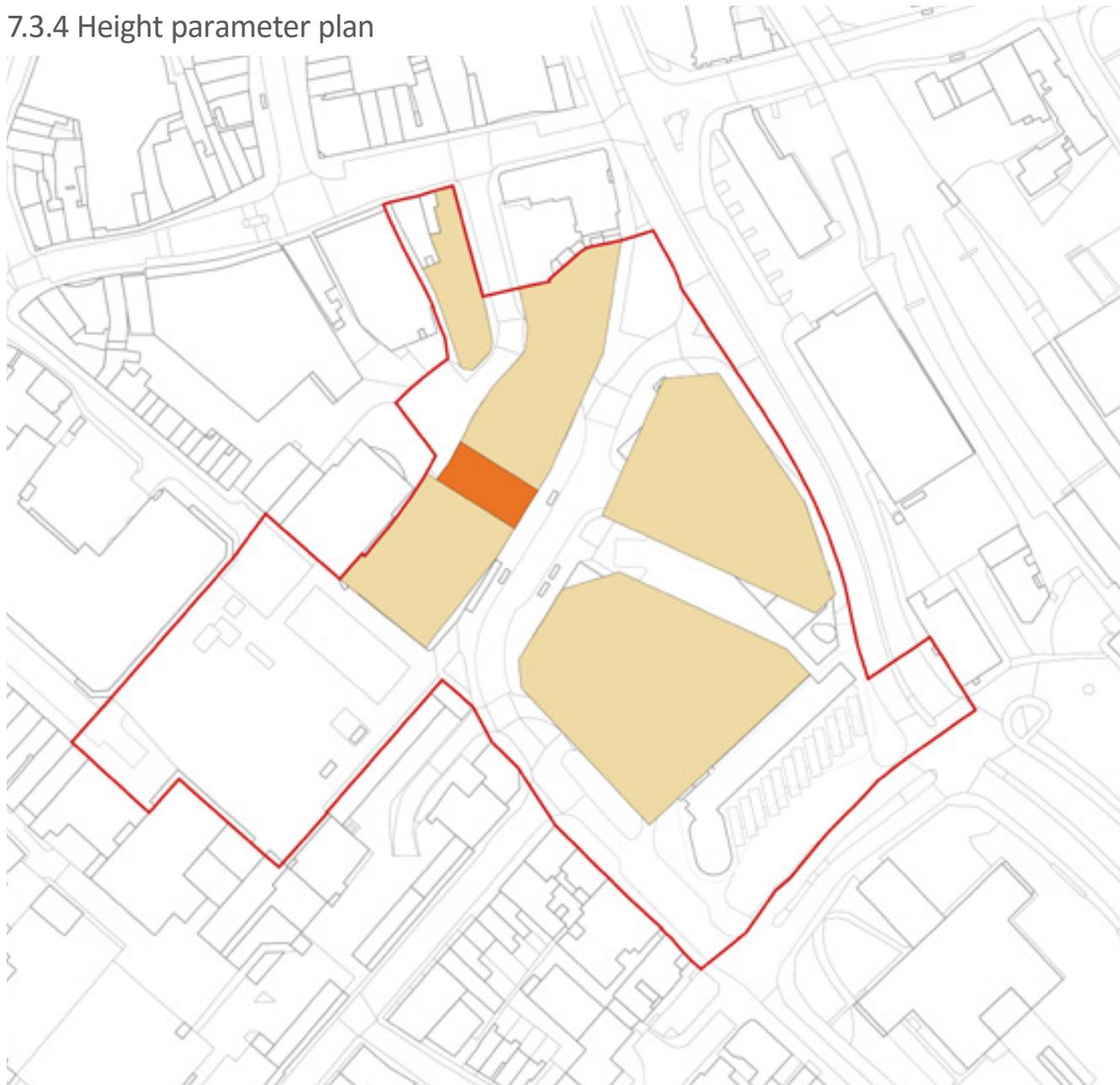


Legend:

-  Site boundary
-  Development plots
-  Pedestrian priority street  
Carriageway: max. 6.5m.  
Bus, taxi and restricted service access  
Footway: min. 3m clear width  
Cyclists accommodated within the carriageway
-  Pedestrian friendly city street  
Carriageway: maximum 6.5m  
Footway: min 3m clear width  
Cyclists accommodated within the carriageway
-  Pedestrian and cycle street  
Street width: 12- 14m
-  Pedestrian desire lines to be retained & enhanced
-  Pedestrian and cycle access to be retained  
Minimum width 5m
-  Primary pedestrian route alignment to achieve connection between A and B through the new development

Drawing number: 5548\_203. Not to scale.

### 7.3.4 Height parameter plan



Legend:



Site boundary



Max. height 11.5m (incl. roof & plant)



Min. 3 storey\*

\*Maximum heights will be determined by the detailed design development and should take into account the existing context, street widths, daylight & sunlight, key views, relevant policies etc.

Drawing number: 5548\_205. Not to scale.



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