

WESTERN WATERFRONT FRAMEWORK

Introduction

This framework forms the backbone to our vision for the regeneration of the waterfront area of Gloucester.

The time is now right for a comprehensive revitalisation of the whole of the Waterfront area because there is a commitment by government for an urban renaissance. This is backed by the Southwest Regional Development Agency who has selected Gloucester as a prime target for sustained investment in the coming decade. Furthermore there is evidence of a strong latent demand for living in the city centre. The Western Waterfront offers stunning locations and ideally suited historic warehouses ripe for conversion into mixed-use city accommodation. In addition there is strong market interest throughout the area identified in this framework.

This framework will help channel public investment and guide developers on acceptable building forms and land uses.

Skilful public investment will unlock the true potential of the many development sites for genuine mixed-use environments. In the near future, the townscape will be enriched, with flats and town houses lining new axial routes, giving attractive pedestrian links with the adjoining city centre and opening up important views to the water frontage and beyond. The new urban quarter will be well linked with the commercial centre, providing sustainable options for leisure orientated retailing as well as some food retailing for the new resident population.

However, as we must ensure that new commercial activity reinforces rather than vies with the city centre, the framework emphasises the crucial importance of sustainable linkages to the existing city centre, encourages high-density developments, the conservation of historical elements in the waterfront area and the promotion of tourism activities.

Hence the aim of this framework is to:

- Ensure that new commercial activity reinforces rather than vies with the city centre
- Emphasise the crucial importance of sustainable linkages to the city centre
- Encourage high density development in line with current government advice
- Conserve the unique urban landscape of the area and buildings of historical importance
- Promote tourism
- All with the intention of expanding the city's sub-regional status and attracting more visitors and investors, rather than diverting existing custom
- Public and private investment in the waterfront area will therefore have multiple roles to play including:
 - Promoting the re-use of brownfield land (thus reducing pressure on edge of city sites)
 - Promoting urban living and increased tourism/visitor numbers
 - Helping conserve the city's unique waterside and heritage assets
 - Adding to the city's rich architectural legacy
 - Developing a sustainable urban quarter that is a genuine alternative to mass car use

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Why Regenerate the Western Waterfront?

The Benefits of Regeneration

The aim of regenerating the Western Waterfront area is to capitalise on the development potential of the city's unique historic waterside environment and help re-establish Gloucester as a regional engine of growth. If the action proposed in the framework is implemented, some of the benefits for the city and the region will include:

- The creation of local employment opportunities (some in construction)
- Greater levels of investment by the private sector
- Meeting the demand for an improved number and mix of housing types
- An improved quality of life for residents
- Reinforcing the city's role as a regional hub for investment and sustainable development
- The protection and enhancement of the heritage of the area

The Potential Outputs

The potential outputs from full regeneration of the Western Waterfront could include:

- 64 hectares of brownfield land reclaimed and appropriately developed;
- 87 hectares of greenfield land protected;
- Between 1600 and 2600 new homes created;
- 4250 metres of waterfront area upgraded and opened to public access;
- 82 historic buildings repaired and re-used;

It is for these reasons that the City Council and its public sector partners, including the South Western Regional Development Agency (SWRDA), are targeting substantial resources into this area over the next 10 - 15 years, in order to realise the full development potential of the Western Waterfront area.

Visions for the Western Waterfront

The vision for the Western Waterfront is to achieve a place that offers opportunities to live work and play in an attractive and thriving waterfront environment.

The Western Waterfront will be:

- A flagship development for the re-establishment of Gloucester's regional economic role.
- A lively mixed-use development providing business and leisure activities that complement and don't compete with the what the City Centre offers.
- An attractive centre for urban style living containing a significant amount of housing with superb views of the waterways, the countryside and the Cathedral.
- Easy to move around for pedestrians, with attractive canal and river side paths, new urban spaces and facilities for play, with good links to the city centre.

A sensitively restored historic area with a tremendous architectural heritage complemented by exciting new contemporary buildings. This vision is the basis for the range of projects and priorities that this document proposes. It is a vision of what might be achieved over the next 10 - 15 years, providing that the appropriate commitment, resources and processes are in place to realise the full potential of the area.



-  Built Fabric
-  Open Space
-  Vehicle Priority
-  Shared Surfaces
-  Pedestrian Priority
-  Water

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Purpose of the Urban Design Framework

The Framework:

- Creates a vision for the development of the area, consistent with the principles of the adopted Urban Design Strategy for the wider central area of Gloucester;
- Will create investor confidence, by establishing a shared vision and consensus for action;
- Provides a strategy for implementation, by identifying the roles and requirements of potential funding and development partners;
- Promotes high standards of design and development;
- Creates the basis for constructive dialogue between the public and private sectors;
- Sets the context for a programme of public sector led investment;
- Forms the basis of an agreement by the partners to co-ordinate change and identify development parameters, to enable flexibility whilst ensuring that phased and incremental development help to realise the overall vision;
- Will be the vehicle for promoting the regeneration proposals, and obtaining the support of potential funding and development partners;
- Will aid public awareness and involvement in the regeneration process.

In order to accomplish these tasks across a large area of the City, the Framework identifies 6 distinct districts that together make up the Western Waterfront area. These are analysed in detail in Chapter 10. The framework also identifies the need for more detailed policies and proposals to be developed which will provide a framework for development control and which will contribute to the local plan process.

This more detailed guidance will need to address the following issues:

- Housing demand, density and tenure (study to be commissioned by SWRDA)
- Employment capacity and the distribution and amount of employment land for tourism and visitor uses, offices, small scale light industrial uses, and local retail facilities such as shops, cafes and restaurants
- Retail Capacity Study (completed in April 2001 - see Appendix I for summary of the findings). The potential for a major educational development in the area (already completed by GLOSCAT - see Appendix J for summary of the findings)
- The need for community and health facilities
- Study of ground conditions, drainage and required flood protection measures
- Type, amount and distribution of public and private open space
- Urban design and public realm guidance
- A strategy for pedestrian, cycle and vehicular movement
- A strategy for exploiting the use of the waterways
- Identify the need for treating contamination on some of the sites in the area
- Archaeological assessment and Development Packages

It is the intention of the partners that this document, and the more detailed guidance that is likely to follow, be adopted as Supplementary Planning Guidance (SPG) in accordance with the guidance set out in PPG 12.

A Partnership Approach

The regeneration of the Western Waterfront requires both vision and drive from the partners who are supporting it.

The partnership includes:

4.1 The Gloucester Docks Development Company which owns land and invests in new development

4.2 British Waterways owns land and buildings and manages and maintains the waterways throughout the area and is committed to investing in and enhancing the waterways to secure their future prosperity.

4.3 South West Regional Development Agency can own land. Invests in necessary infrastructure Markets and promotes investment opportunities. Invests in regeneration to support national and regional objectives

4.4 Gloucestershire County Council

4.5 Highway Authority throughout the area

4.6 Gloucester City Council who Prepared the Urban Design Framework and planning policy framework (the Local Plan) and can:

- Invest in environmental enhancement
- Provide detailed public realm service
- Has CPO powers can access other sources of financial support such as:
 - European Regional Development Fund (ERDF)
 - Heritage Lottery Fund (HLF)
 - English Heritage (EH)
 - Single Regeneration Budget (SRB)
 - Private Sector Investment
- Provides the development control framework for assessing the suitability of each individual proposal

4.7 Government Office for the Southwest (observer status) provides the strategic framework for regional policy

4.8 Gloucestershire College of Arts and Technology exploring the possibility of developing Further Education facilities in the area (Appendix J)

Views

Wherever possible views will be directed towards the Cathedral, connecting the Western Waterfront with the City Core.

The Western Waterfront Area

The Western Waterfront covers an area of 64 hectares. Its north eastern edge wraps around the historic core of the City of Gloucester and includes the Cattlemarket site. Moving south, the area has continuous frontage onto the River Severn. It encompasses the historic Gloucester Docks and then follows the Gloucester and Sharpness Canal for approximately 4 kilometres, to include the site of the historically important Llanthony Secunda Priory. The area is varied in terms of its fabric, space and function but is unified by the canal and the River Severn. Most of the site benefits from historic waterside settings and attractive views over the adjacent floodplain.

The spatial arrangements of the Western Waterfront vary considerably. For example, the Docks spatial form is one of 6 storey pavilions (buildings set in space providing large working areas) whilst Bakers Quay has a more complex form of streets and spaces defined by building frontage. Spatial form has in each case resulted from previous land uses and processes.

5.1 The Western Waterfront Today

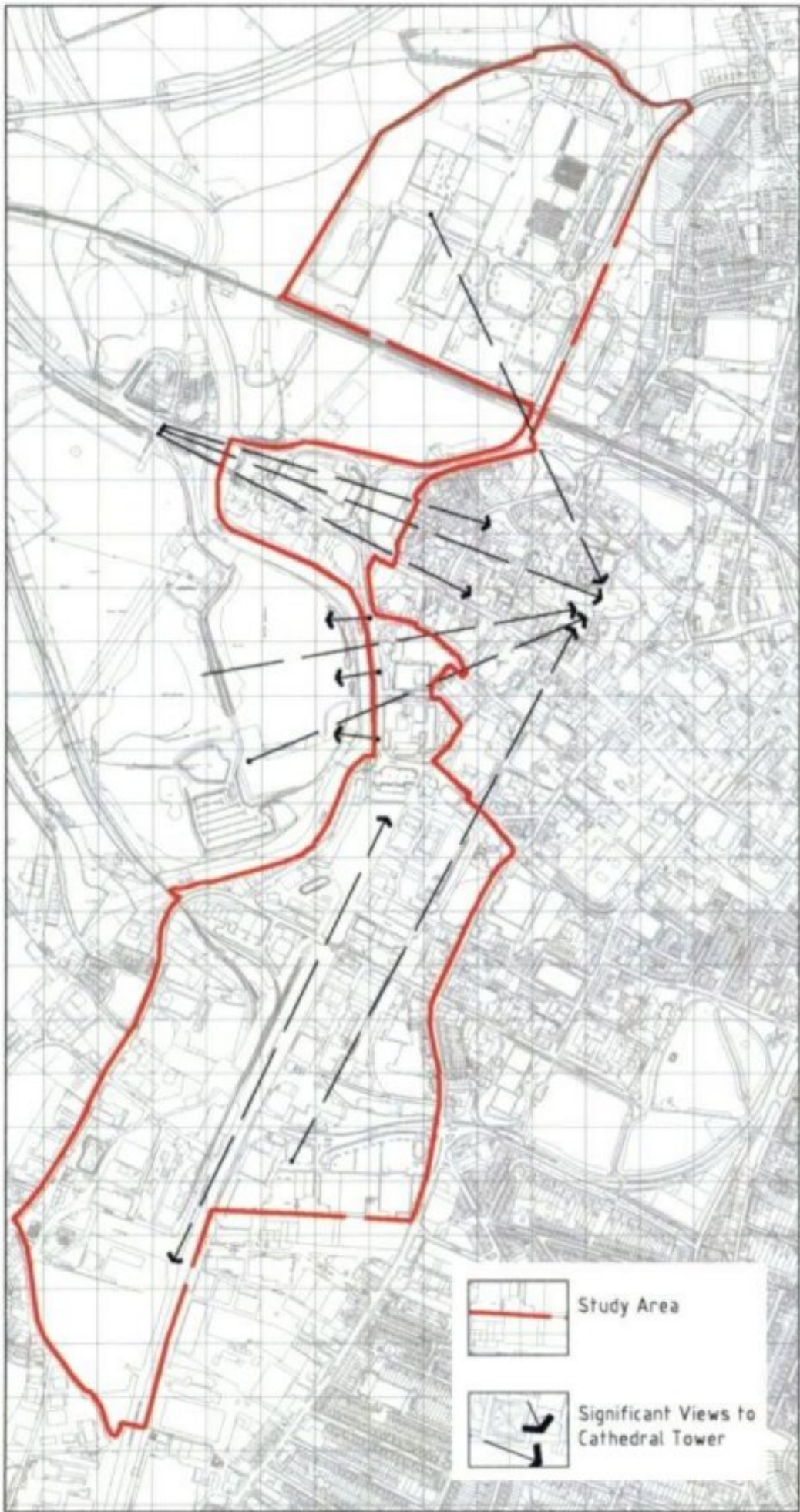
The investment in Gloucester Docks, led by the City Council, has created an attractive environment to work in and to visit. It is now Gloucestershire's most important visitor attraction. Despite this success, development in central Gloucester is often considered to be relatively high risk, compared with competing locations. This is due to poor perceptions, low property values and uncertainty about potential markets, in particular housing. Above and below ground archaeology, contaminated land and land ownership difficulties give rise to lengthy and high cost development programmes. Therefore, for the regeneration potential of the area to be unlocked, it is necessary to take a partnership approach to development and investment that will address these issues.

Significant change has occurred over time in the functions carried out throughout the area. The Docks area is generally no longer a working dock, but is a mixed use area providing mainly office and leisure uses with some employment. These changes reveal the robust nature of the buildings and spaces, as new uses have been easily accommodated.

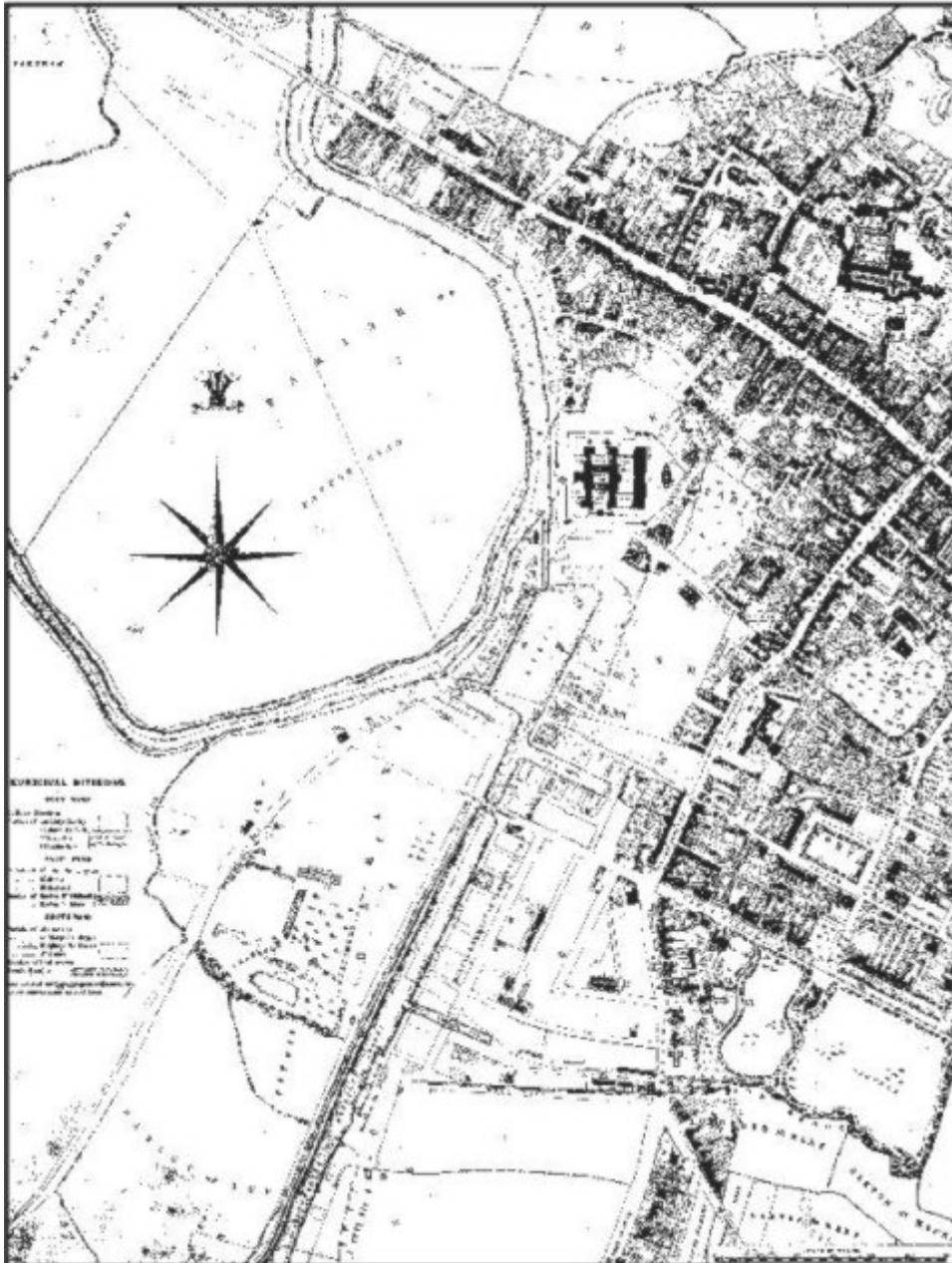
Much of the Western Waterfront area suffers from the decline of the traditional industries. This has led to a lack of investment, building dereliction, poor environmental quality and inadequate linkages, both within the area and from the Western Waterfront to other areas. Whilst the northern Docks area has seen significant investment, led by the City Council, much of the remaining area is poor in terms of investment, environmental quality and safety.

Views

Wherever possible views will be directed towards the Cathedral, connecting the Western Waterfront with the City Core.



Survey made in 1843



5.2 Buildings and Architecture

The history of the Western Waterfront area is closely linked with the evolving use of the River Sever as an important trade route. A riverside quay was established by the Romans, Saxons and again during the mediaeval period. The area around the present day Docks was also used as Roman and mediaeval suburbs. In 1580 Queen Elizabeth granted Gloucester the status of a port, thus allowing direct trade with foreign ports. Trade continued to grow during the next two centuries, and in 1780 it was estimated that over six hundred boats were berthed in Gloucester. Progress was accelerated during the early nineteenth century by the completion of the Gloucester and Sharpness Canal in 1827 that resulted in the growth of the local timber industry. The port facilities were expanded with new dry docks and new warehouses, completed in the mid nineteenth century.

In addition to 46 archaeological events and the Llanthony Secunda Priory Scheduled Ancient Monument, there are 53 listed buildings within the Western Waterfront area. (See Appendix B for details of these, their grades and locations). These include:

5.2.1 St. Oswald's Priory (St. Oswald's Character Area 1)

The surviving Priory structure dates from the 10th and 12th centuries. The site is a Scheduled Ancient Monument.

5.2.2 The Almshouses/St. Bartholomew's Hospital (Westgate Quay, Character Area 2)

The Almshouses were built in 1788-89, incorporating a chapel and separate rooms for 54 people. Listed Grade II

5.2.3 The Prison (The Quay Character Area 3)

The prison was built in 1791 with additions between 1845-55. The central prison block is listed Grade II* and other listed buildings are Grade II

5.2.4 Buildings within the Docks (The Docks, Character Area 4)

The main remaining warehouses at the Docks were built between 1826 and 1899. There are a total of 15 warehouses, all listed Grade II, and 9 other associated buildings or structures which are also listed Grade II.

5.2.5 Llanthony Secunda Priory (Llanthony Quay and Monk Meadow, Character Area 6)

The Priory site has a wealth of historic significance, dating back to the 12th century. The site is a Scheduled Ancient Monument and many of the structures are listed buildings, generally Grade I.

The historic environments and the rich architectural and archaeological heritage have great potential for becoming the catalyst for the regeneration of the Western Waterfront, and are fundamentally important to the potential and future success of the area. Conservation of the historic environment can itself play a crucial role in promoting economic prosperity, by ensuring that the area offers attractive living and working conditions and a distinctive character which will encourage inward investment and tourism. The repair and re-use of historic buildings can increase the sustainability of the development. These properties are a valuable resource, and once restored can contribute to the prosperity of the local economy, as well as fulfilling the Government's objectives for brownfield development.

The historic environment is of particular importance for tourism and leisure, and Government policy encourages the growth and development of tourism in response to the market, so long as this is compatible with proper long-term conservation.

5.3 Transport and Movement

The Western Waterfront is currently poorly connected, despite its location adjacent to the city core. The main transportation network takes people past the area with efficiency, and inadequately serves the internal areas. The transport plan should address these problems with a comprehensive approach and programme for action.

The completion of the Inner Relief Route (IRR) and South West Bypass (SWBP) are essential for the successful regeneration of the Western Waterfront. The completion of these roads will enable some existing thoroughfares to be downgraded for vehicular use to give greater priority to pedestrians. In particular, it may be possible to close Severn Road

to through traffic, enabling the creation of a more attractive residential environment between the docks and the river.

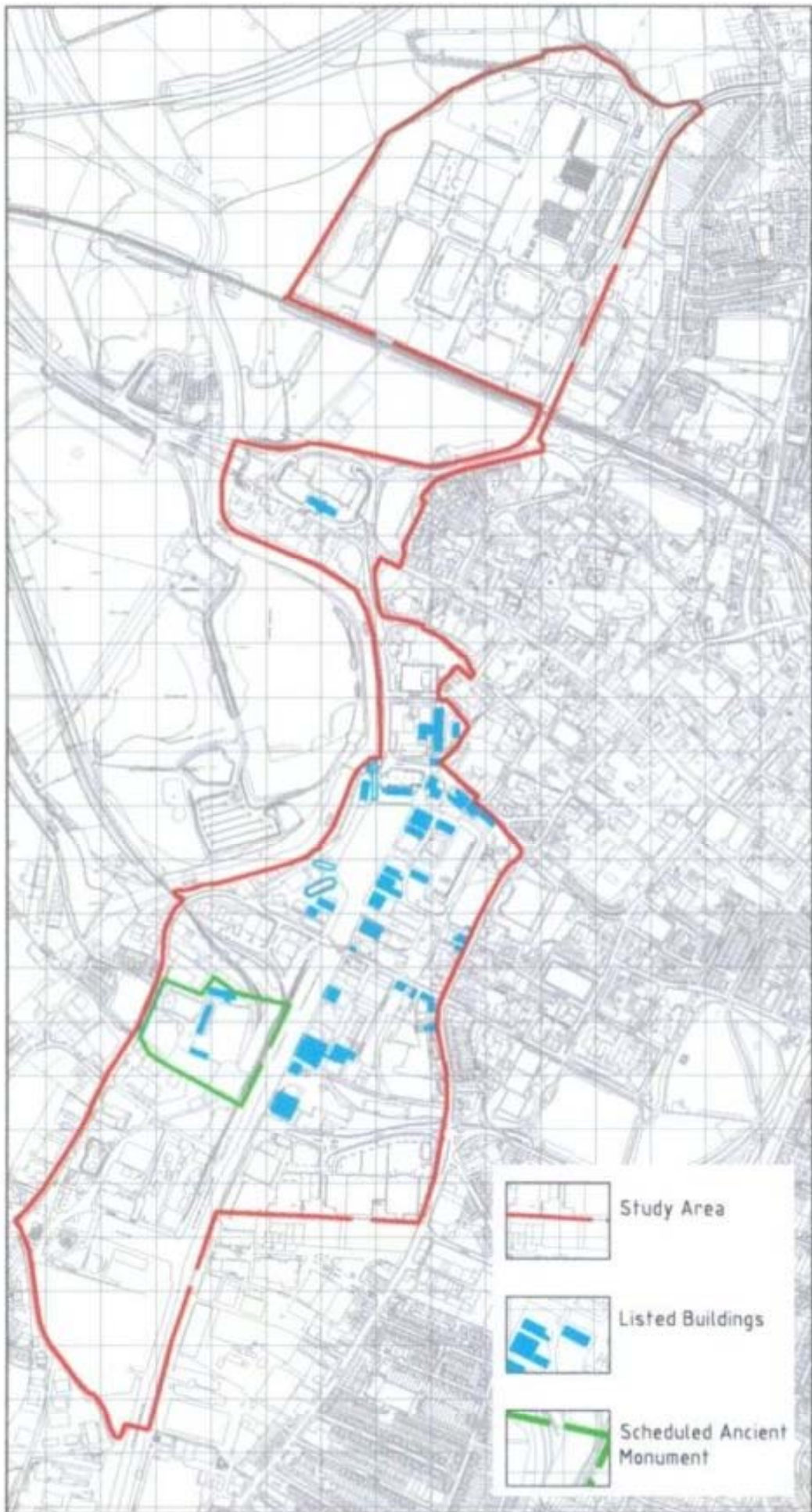
5.4 Public Transport

At a local level, public transport skirts the Western Waterfront area, with little access into it from the city core or surrounding areas and hence the area is currently poorly served by public transport. In addition, the whole area is relatively remote from Gloucester Railway Station and the Bus Station. Public transport has, therefore, to deal with two issues, local movement within the Western Waterfront and connection of the area to the wider environment and main transportation hubs. Commercial development in the area will be expected to contribute to public transport provision in order to improve the situation.

In order to improve the public transport links to the area, new bus services will be provided from the city centre to St Oswald's Park, the Docks and Monk Meadow. Where possible, existing services will be re-routed to serve the area.

5.5 Pedestrians and Cyclists

The poor provision and quality of pedestrian and cycle linkages is a key problem throughout the whole of the Western Waterfront area. Not only are key links missing but many existing routes are inadequate in terms of safety, environmental quality and convenience.



5.6 Parking Provision

5.6.1 Car Parking:

The provision of car parks in the Western Waterfront in the Western Waterfront is important to ensure the success of the area as a mixed-use development and its contribution to the vitality of the central area.

Within the Western Waterfront short stay car parks will be provided with retail and leisure proposals at St Oswald's Park, the Docks, Monk Meadow and Westgate Island.

Much of this parking can be provided in multi-storey car parks and, where the opportunity exists, provide for overnight residential.

5.6.2 Coach Parking:

Coaches bring a high number of visitors into Gloucester, which is important to the economy of the city. Existing coach parking facilities are located at Westgate Car park and at the Docks.

Current redevelopment proposals for these sites, which form part of the Western Waterfront area for leisure and hotel uses, will result in the loss of coach parking spaces. Replacement coach parking will be considered at other locations within the Western Waterfront redevelopment. In the interim, temporary coach parking will be provided at the cattle market.

6. Swot Analysis of the Western Waterfront

In order to fully realise the development potential of the Western Waterfront area it is essential to understand its Strengths, Weaknesses, Opportunities and Threats (SWOT) are. These have been identified as follows:

6.1 Strengths

The area is located adjacent to the historic city core of Gloucester. It has the potential to release significant amounts of development land, which could extend the economic activity of the central area, and help to deliver urban regeneration benefits.

The canal and river offer the potential of highly sought after amenity facilities and attractive living, working and leisure environments.

There is already a lively mixture of uses within parts of the site, including leisure, tourism, employment and housing.

The area is potentially highly accessible from the existing road network, and accessibility will be further improved by the planned (and part funded) expansion of the road network.

The Canal and Docks buildings have a tight and strong urban form with high density and a distinctive urban character.

A large number of the buildings within the area are of historic significance and high architectural quality and form. This fabric, repaired and restored, will help reinforce local identity, and encourage new development to achieve equally high quality.

Part of the area already has the benefit of conservation area status, thus providing some legal and planning protection to the built environment. Archaeology is an important element of the site, and this can be used and interpreted to help increase local distinctiveness and create a more interesting development.

The Gloucester Docks are already partly regenerated, and are therefore able to demonstrate successful conservation and the development potential of the wider area.

The Docks receive approximately a million visitors per year and hence any retail or tourist development will have a captive market in this instance. They are the County's most popular tourist attraction and the number one free attraction in the Heart of England.

There are significant flood protection measures already in place and although the site is adjacent to the floodplain, the area was not significantly affected by the floods in autumn 2000.

There are strong visual links with the city core, created in particular by views to the Cathedral and other ecclesiastical buildings. There are also views to the adjacent water meadows and long distance views to the Forest of Dean.

6.2 Weaknesses

There are large areas of underused land and many vacant and deteriorating buildings, particularly to the southern end of the area. These create an image of decline, affect perceptions of safety and security, and harm investor confidence.

Some areas of land may be contaminated by previous uses and developers will need to take this into consideration when developing particular sites.

Pedestrian and cycle routes within the area are inadequate. In some parts, routes are unclear, unsafe and unattractive, and it is difficult to move around. Other parts are largely inaccessible.

Recent developments turn their backs onto the waterfront.

The benefits of the river and canal are under-valued and under-exploited.

Potentially exceptional views, in particular to the Cathedral and open countryside, are largely ignored.

In general much of the land is under-utilised. Many of the newer buildings do not achieve adequate urban densities. Because of this, parts of the area lack an urban feel and do not attain the critical mass needed to create street life or support services and facilities.

The existing spatial network lacks continuity, and vehicular movement and parking dominate the area.

The more recently constructed buildings generally lack quality and a large number of the older buildings are not used.

There is no structuring framework for movement or green space. Large areas of land are of generally single use, lacking housing and leisure content.

Significant archaeological sites have a deterrent effect on development due to the unknown nature of what may be found underground.

Much of the area is within the 1947 flood plain and although there was very little flooding in the 2000 floods new buildings will need to include flood defence measures (See appendix D).

6.3 Opportunities

- To re-establish Gloucester as an engine of sustainable regional growth.
- To develop a sustainable and adaptable urban quarter for the city.
- To ensure that Gloucester benefits from the economic growth that can't all be accommodated along the M4 corridor.
- To reclaim large areas of brownfield development land, and bring them into more beneficial use.
- To capitalise on the historic framework, and breathe new life into historic properties.
- To increase the profile of Gloucester City.
- To create highly attractive waterside locations, in particular for a range of quality housing accommodation.
- To create local job opportunities.
- To provide wider access to better quality environments.
- To help to deliver the Government's policy aspiration on urban renaissance (PPG1).

To create a green network linking internal features and linking into external features such as the Gloucester Park, the riverside meadows and the Westgate Leisure Area.

6.4 Threats

Unsympathetic development could take place on significant areas outside of the central area, acting as a block to regeneration.

Adjoining district councils might release large green field sites for housing on the boundaries of Gloucester without entering into sequential phasing arrangements.

The necessary level of commercial and private sector investment might not occur.

The delivery of the vision will largely be dependent on the implementation of major highway improvements, in particular the completion of the South West By-pass.

Land owners might not agree to sell their land or enter into partnerships.

Existing inappropriate land and building users might be reluctant to relocate, or alternative sites may not be available.

Some areas of the site have been contaminated by previous uses. Ground surveys will be required, and the form, nature and location of development may be constrained.

Parts of the site are within designated conservation areas. There are many listed and historic buildings, and significant areas of archaeological importance. These factors will necessitate research and investigations, and could constrain the form and location of development.

7. The Policy Context

In order to comprehensively put forward urban design guidance for the Western Waterfront area, it is also necessary to understand what the current policy aspirations at national, regional and local levels are. All of these policy statements have an impact on the development vision for the Western Waterfront. The policies are as follows:

7.1 National

It is now generally accepted that as a nation we need to reverse the trend of urban sprawl, and reduce the development of the land and green fields on the edges of our towns and cities. This approach has been consolidated in the Government's White Paper, "Our Towns and Cities: The Future, Delivering an Urban Renaissance." Planning Policy Guidance note 1 (PPG 1) sets out the Government's desire to see sustainable development, mixed-uses and high quality design becoming standard requirements of the development process. Similarly, in PPG 3 on housing, the Government's objectives include:

The promotion of more sustainable patterns of development and better use of previously developed land in existing towns and cities

Ensuring that new housing developments are well designed and make a significant contribution to promoting urban renaissance and improving the quality of life

The City Council supports the Government's objectives and recognises the need to discourage unsustainable development, which threatens the success, vitality and economic prosperity of the central area. The City is taking significant steps to steer more mixed-use development towards the historic city core, to recreate the focus for activity and civic pride, and achieve sustainable regeneration and revitalisation.

Further, British Waterways completed a report entitled 'Waterways for Tomorrow' (June 2000 DETR) which is an important piece of policy for the WWF area as it sets out the Government's proposals for the future of Britain's canals and navigable rivers. This document emphasises the Government's determination to increase the contribution that the inland waterways make to the country and their local communities as is highlighted in the following extract from the report:

"The government is committed to urban and rural regeneration as the key to tackling the causes of socio-economic decline, exclusion and deprivation. The waterways can make a major contribution to this by acting as a catalyst for economic and social regeneration"

The improvement of waterways and the redevelopment of disused and derelict waterside land produces many benefits: it creates a pleasant place in which to live, work and play; and it attracts private sector investment. Waterside businesses such as marinas, shops, pubs and restaurants create jobs and generate income from tourists and other visitors." (DETR 2000)

7.2 An Urban Renaissance

The Urban White Paper reinforces the guidance issued within the Urban Task Force Report, "Towards an Urban Renaissance", which calls for the revitalisation of our towns and cities. In the foreword to the White Paper, Deputy Prime Minister John Prescott states that it is the Government's aim:

"...to make urban living a positive experience for the many, not the few; to bring all areas up to the standard of the best; and to deliver a lasting urban renaissance."

If we are to be successful in achieving this, it will be critical to change perceptions about living in central Gloucester, and to encourage people to move back into the area. It will therefore be essential to create attractive, high quality residential environments, well served by local services and facilities, which will encourage many more people to choose central Gloucester in preference to other locations. In particular, it will help us attract more of the professional young people that currently live outside the city. The increased and more balanced residential population will boost the economy of the city, increase its vibrancy and attract higher levels of investment and tourism.

7.3 Regional

Whilst there is new regional Guidance available in draft, the current Regional Planning Guidance (RPG 10 South West) sets out the key objectives for the urban areas in the region. These are:

- The promotion of a better quality urban environment through conservation and enhancement, regeneration and the reduction of congestion
- Maintaining and enhancing their role as centres of economic activity for shopping and for social, cultural, educational and other services
- Accommodating a substantial proportion of the region's housing and other development in ways, which make the most effective use of land, transport and other services whilst protecting adjoining rural areas.
- It is considered that the proposals in the Western Waterfront Urban Design Framework will help to achieve all of these regional objectives.

7.4 Local

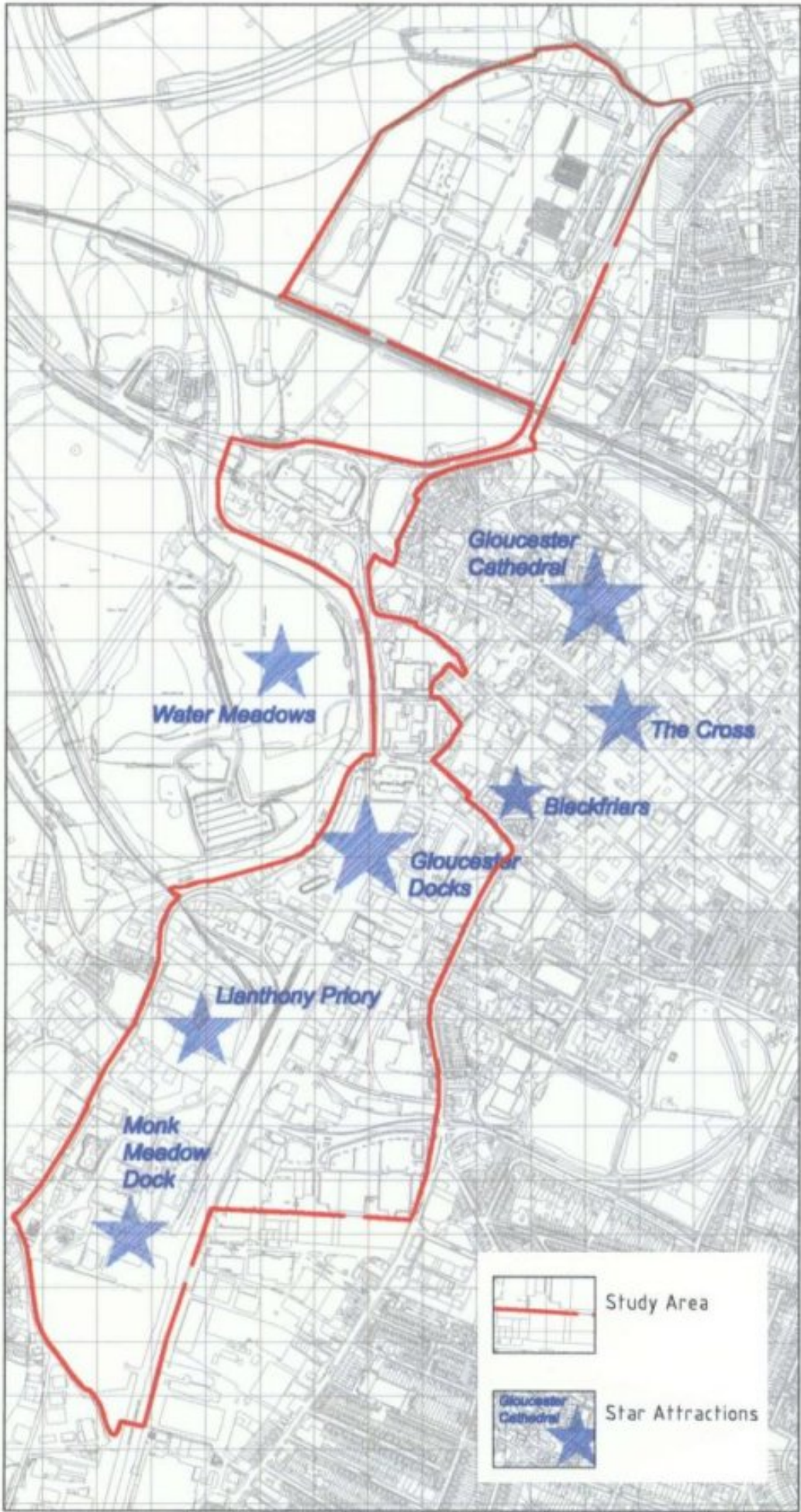
The recently published Issues Papers for the review of the Gloucester Local Plan encompass the spirit and aspirations of the City Council and the Urban Task Force, and promote the concentration of development within and close to the central area. Building on the strengths and assets identified in the City Council's Urban Design Strategy, new development is required to create a variety of safe, high quality environments for people to live or work in, within a network of safe streets and open spaces. In particular, the Issues Papers identify the opportunities presented by the river and canal, especially for the creation of highly sought after residential and leisure locations, in areas which are well served by local transport and which enable more beneficial use of major assets and under used brownfield sites. The June 2001 Local Plan first stage deposit is now out for public consultation and includes the above issues in the various policy statements for the development of the various sites within the WWF area. Second stage deposit of the Local Plan is anticipated to be undertaken in February 2002 and final adoption of the plan should occur in January 2004.

In 1999, the Council adopted an interim policy aimed at securing a phased release of development land on major sites on the edge of the city alongside the completion of dwellings in more central areas, such as the Western Waterfront area.

7.5 Central Area Urban Design Strategy

As part of the co-ordinated corporate drive towards achieving the government's stated aspirations, the City Council has produced a Urban Design Strategy for the central area. This recognises and addresses the current strengths and weaknesses of the area, and sets out a vision of how the city could improve and develop over the next 20 years. It identifies the existing major assets of the central area, and seeks to link and unite these as a "constellation of stars", to create an attractive and vibrant centre with many linked areas and attractions, rather than a series of isolated and fragmented assets as currently exists. The Strategy promotes the currently under-exploited value of the varied and high quality historic environment and architectural heritage of the city, as the underpinning framework for high quality leisure, residential and working environments. The document is now being used to promote the city as a safe place for investment, to create confidence and greater certainty for investors and to guide and stimulate high quality development.

The Draft Urban Design Strategy proposes the production of Urban Design Frameworks for key areas such as the Western Waterfront. Hence this report.



7.6 Urban Regeneration

The regeneration projects and initiatives spearheaded by the Gloucester Economic and Social Development Unit are complementary to the objectives of the Western Waterfront Framework. These projects have already begun to improve the quality of the city's housing stock and have enhanced the environment for local communities. Together these initiatives will improve the mix, quality and availability of housing and will improve the environment and quality of life for residents. However, whilst the area provides wonderful opportunities for co-ordinated regeneration, the delivery of large scale benefits is unlikely to be achievable without significant public sector assistance

8. The Urban Design Masterplan

In order to provide a clear vision of a revitalised Western Waterfront, it is proposed that an Urban Design Master Plan is prepared. Its purpose will be to stimulate interest and comments, draw on the more detailed work that has been undertaken during the early part of 2001 and reflect the results of the public consultation. This will ensure that the plan becomes even more robust and achievable and can be adopted as Supplementary Planning Guidance (SPG). It:

- Establishes a hierarchy of connected routes and spaces, based on public transport routes
- Reinforces key spaces and routes as points of civic and local identity
- Encourages the concentration of mixed uses along busy streets to provide continuous lively frontages
- Establishes a pattern of local streets and blocks creating 'streets for people'
- Ensures respect for existing urban patterns
- Guides development to promote good design and management of buildings and spaces
- Facilitates community safety and safe streets
- Encourages public participation and consultation
- Encourages architecture and building design that responds positively to the scale and massing of traditional buildings and generates contemporary architectural responses
- Ensures carefully sited trees, landscaping, open spaces and provision of play spaces
- These principles will need to be further evaluated before firm conclusions are drawn regarding the mix of uses and density in each area. The partners will commission this further work.

8.1 Mixed Uses

To be successful, the regeneration of the Western Waterfront area should have an appropriate mix of uses that complement those that the city centre offers and that establish a new market for sustainable urban living in an attractive waterside location. This mix will consist of a significant amount of new housing, probably between 1600 and 2600 units depending on a range of factors, and could also accommodate activities such as tourism, recreation, hotel, education, business uses, local shops and cafes. However, in order to protect the vitality of the central area, developers that bring forward proposals for large scale retail uses will be required to demonstrate that significant benefits will accrue to the local community without the development having a negative impact on existing and proposed city centre retailing.

8.2 Urban Design Guidance

The following urban design principles will underpin successful regeneration throughout the Western waterfront area. These principles are broadly based on the "Urban Design Compendium" produced for English Partnerships and The Housing Corporation.

- Sustainability
- Character and identity
- Streets and other public spaces
- Integration
- Density
- Permeability
- Transport, movement and parking
- Landmarks and focal points
- Creating spaces for people

Masterplan



-  Built Fabric
-  Open Space
-  Vehicle Priority
-  Shared Surfaces
-  Pedestrian Priority
-  Water

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9. What Needs to be Done?

9.1 The Task

The task facing the Western Waterfront partnership is to:

Turn around negative perceptions of living, working, developing and investing in the Western Waterfront area.

- Achieve high quality mixed use development.
- Protect and enhance the important historic character of the area and its significant buildings, spaces and waterways network.
- Improve the quality of the pedestrian environment for all users.
- Positively exploit the waterways to achieve a distinctive and high quality place for living, working and playing.
- This framework identifies those elements that are unlikely to be delivered by the private sector alone, or which act as a disincentive to development. The most significant of these is the completion of the South West By-pass and other highway improvements.

These are considered to be crucial for the development of this area and of the wider central area generally. In addition, funding will be required to help with:

- Site assembly
- Land reclamation
- Infrastructure
- Environmental enhancement projects
- Archaeological evaluations and assessments
- Conservation studies
- Repair of historic buildings and structures

Masterplan



-  Main Vehicle Routes (including Public Transport)
-  Traffic Calmed/ Shared Surfaces
-  Pedestrian/ Cycle Routes
-  Visual/Physical Links to Centre

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9.2 Land and Building Acquisition

If the maximum benefits of regeneration are to be felt in the city, and in the wider region, it is essential that the newly created environment is of high quality. This will send positive messages about the area to potential investors and developers that the Western Waterfront is a sound place to invest. One-way of achieving this is for the public sector to acquire key sites and buildings. This approach has been used with great success at the Crown Street Regeneration Project in the Gorbals, Glasgow. Here the Glasgow Development Agency (GDA) used land ownership to achieve high quality residential developments set within a strong and clear urban design framework.

Much of the Western Waterfront area has a history of industrial use, including the petrochemical industry. Land contamination may therefore be present and this has, in the past, been perceived as a disincentive to investment. A Land Quality Assessment is therefore required, to identify the areas and extent of contamination. Depending on the findings of the assessment, funding may be required to assist with reclamation. (Refer to Appendix C: Contamination).

9.3 Archaeology

Parts of the Western Waterfront area have associations with historical activity. Detailed studies are required to identify the extent and importance of archaeological remains, and to determine their physical and financial impact on development. As with contaminated land, this has been perceived as a disincentive to investment. The opportunity exists for the public sector to carry out the necessary assessments in order to create more certainty for the investor (refer to Appendix A: Archaeology).

9.4 Building Investor Confidence

There is a fundamental requirement to transform the market perception of the Western Waterfront, and address key environmental and infrastructure shortcomings that are an impediment to confidence and investment. The underlying aim of the Framework, therefore, is to foster an environment that supports and encourages investment and interest in the area. This will require an initial impetus for change, by the implementation of infrastructure and environmental improvement projects, which will be necessary to stimulate and encourage private sector investment. This requires:

- Creating partnerships (with owners and users)
- Facilitating site assembly (acquisitions, including Compulsory Purchase Orders and relocations)
- Site preparation (demolition, reclamation)
- Implementing infrastructure projects (highways, pedestrian and cycle network, utilities)
- Undertaking environmental enhancement (public open space, routes, landscape and tree planting, art)
- Undertaking archaeological assessments
- Carrying out new build development
- Relocations Support

In any cases where an existing land use is not achieving full development potential for a particular site, it may be appropriate to relocate them in order to allow more appropriate uses to follow. In any relocation case, an early priority must be to attempt to identify alternative suitable sites for the relocation of that user in order to ensure continuation of the business and employment. Further in such instances sources for funding such relocation would also have to be identified. Hence further work needs to be done to produce a Relocations and Support Strategy for some existing users which may be displaced by higher value users.

9.5 Inner Relief Road and South West Bypass

Completion of the South West Bypass (SWBP), including the Inner Relief Road (IRR), is fundamental to the success of the Western Waterfront. This road and it's linking bridge will rationalise vehicular movement around the city, improve access to the area generally and, importantly, allow roads in other areas to be downgraded, making them more accessible and useable by pedestrians and cyclists. Figure NUMBER identifies the proposed route of the IRR and the SWBP, the completed sections and sections in planning.

The link section and bridge together represent a single fundamental project, key to all other areas of the Western Waterfront. Funding for land acquisition, reclamation and infrastructure work will be required.

9.6 Pedestrian and Cycle Routes

In parallel with the IRR and SWBP, good pedestrian and cycle access is required, throughout the whole area, and to key destinations outside the area. To set this in motion it will be necessary to implement the principle routes at an early stage. Within each area the following planning, design and implementation work in respect of pedestrian and cycle routes will need to be funded.

Providing well-integrated, convenient, safe and attractive pedestrian and cycle links is a central objective for the area. A comprehensive approach is needed to establish an attractive, safe and legible network of pedestrian and cycle routes between public spaces and destinations throughout the Western Waterfront, linking it with the city core and to destinations on a wider scale.

Create a strong relationship between water and land users. Routing paths alongside moorings will provide a ready audience for water based activity.

9.7 Improving the Image and Appearance of the Area

It is important that the appearance of the area, particularly at key points such as its interface with the central area and its visibility from main roads and within the Docks, presents an improved image. It is essential that the area is seen to be undergoing improvement and enhancement in order to help build the confidence in the Western waterfront as a place to invest. Marketing and promotion of the area will be required in order to:

- Communicate the vision.
- Raise the profile of the area as a place to invest and develop.
- Market sites and buildings that are available for development.
- Build interest and confidence amongst developers.
- Create the right image for the development of the area.
- Promotion of the Urban Renaissance

The following work will be programmed in consultation with partnering stakeholders to firm up aspects of the Urban Design Framework, promote the vision, and guide development in specific locations. The partners will undertake:

- To identify specific opportunities for private sector investment.
- A programme of environmental and infrastructure projects to act as a catalyst for private sector development.
- A Listed Buildings at Risk database to identify opportunities for re-use and refurbishment including targeted grant assistance.
- Public consultation on this draft and incorporation of the resulting modifications.
- To continue the audit of buildings, routes, views and spaces throughout the area, to identify specific problems and create a common agreement on priorities for demolition and amelioration, conservation and enhancement.
- An audit of trees and the development of a tree planting and management programme.
- An archaeological assessment to identify and thus enable preservation or enhancement of special character.
- An assessment of contaminated land and proposed remedial measures.

The process of detailed surveys and the development of specific design proposals should not delay the adoption of guiding principles by all stakeholders. It is important that major decisions, which are to be taken soon, on related matters such as highway and transport priorities, are based on strategies that incorporate these principles.

The recent Urban Task Force Report 'Towards an Urban Renaissance' suggests the establishment of Urban Priority Areas (UPA). These, in the view of the Task Force, would be areas either with a mixture of dereliction, vacant and under used land problems, or relatively built up areas with a proliferation of empty buildings or unfit sites. Urban Priority Areas would then form a focus for the application of special measures to help achieve regeneration. An application for UPA status is to be considered for the Western Waterfront area, and will be pursued if appropriate

10. The Western Waterfront - Area by Area

Area 1: St. Oswald's Park (Cattle Market)

Area 2: Westgate Quay

Area 3: Prison and River Frontage

Area 4: The Docks

Area 5: Bakers Quay

Area 6: Monk Meadow and Llanthony Priory



 Study Area

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Area 1 - St. Oswald's Park (Cattle Market)

10.1 Area 1: St. Oswald's Park (Cattle Market)

This is an expansive area (around 26ha) which was raised above the flood plain through tipping of domestic and other waste in the 1940's and 1950's. The site has a number of employment uses in a range of building types and sizes unevenly spread across it in a sea of formal and informal car and lorry parking space. Most of the buildings have reached the end of their useful lives and are of little architectural merit. Some clearance has taken place and a Tesco superstore with park and ride facility has recently been constructed on the south east part of the site.

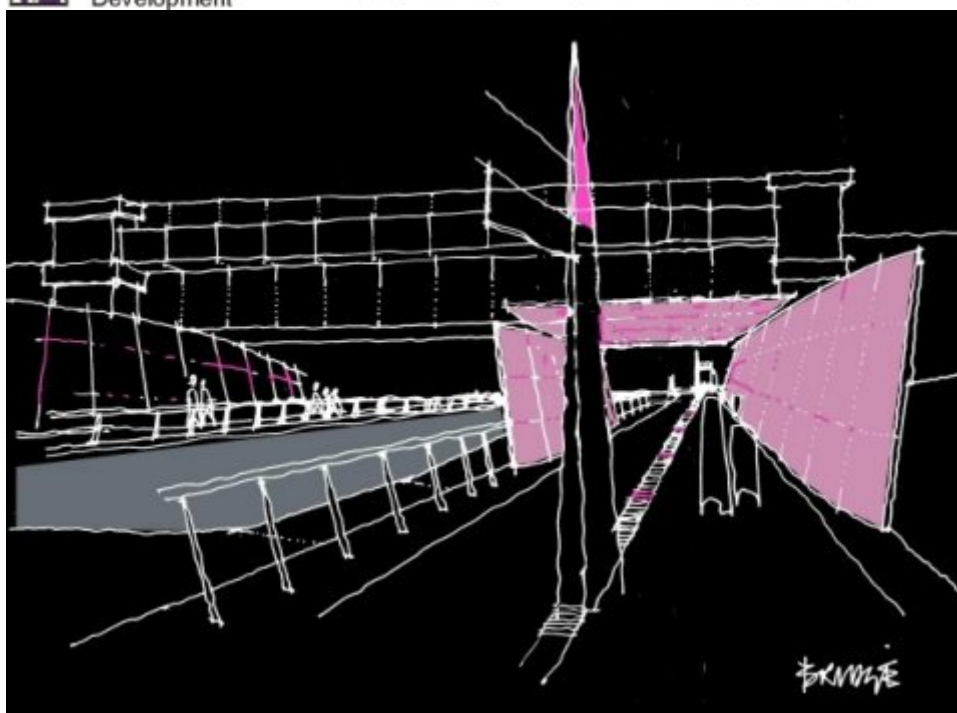
10.1.1 Key Urban Design Objectives

- Improve pedestrian/cycle links between the site and the city centre and river frontage.
- Create a raised walkway/cycleway around the north and west perimeters of the site, to give enclosure and allow exploitation of views out across the flood plain.
- Create a castellated edge of blocks of development around this northern and western perimeter as a dynamic edge to the city, offering framed views of the cathedral tower.
- Create routes and spaces on site which focus attention towards the cathedral tower and city centre.
- Provide attractive gateway buildings to give a strong entrance into the site from St. Oswald's Road and help articulate the road frontage.
- Ensure that the highest standards of community safety are achieved for residents of housing and their visitors, incorporating pedestrian access which is continuously overlooked from residential windows to provide natural surveillance, and which avoids taking pedestrians past blind alleys, service yards or through unsupervised car parking areas in order to reach front doors



-  Existing Buildings
-  Potential Development

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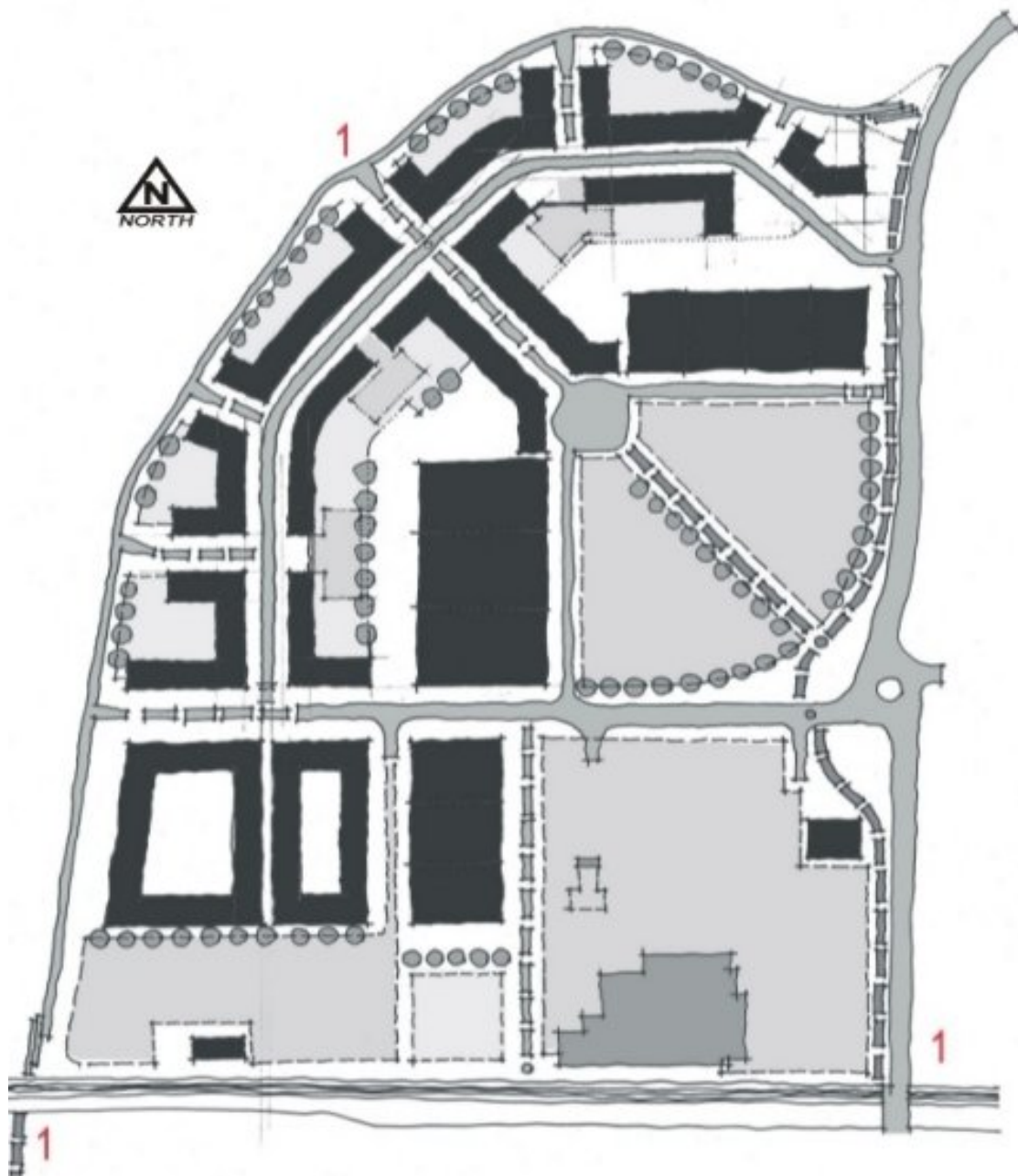
Creating improved pedestrian access under railway bridge to city core.

10.1.2 Implementation

The site is currently being assembled for comprehensive redevelopment by the City Council.

The City Council is minded to approve a mixed use retail, employment, leisure and housing development here involving the demolition of the residual buildings. However the detailed masterplan has yet to be agreed.

A comprehensive programme of improvements to pedestrian linkages to the city centre has been developed by consultants (1) and will be funded as part of the Section 106 (planning gain) agreement negotiated in principle for the site with developers



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Area 2 - Westgate Quay

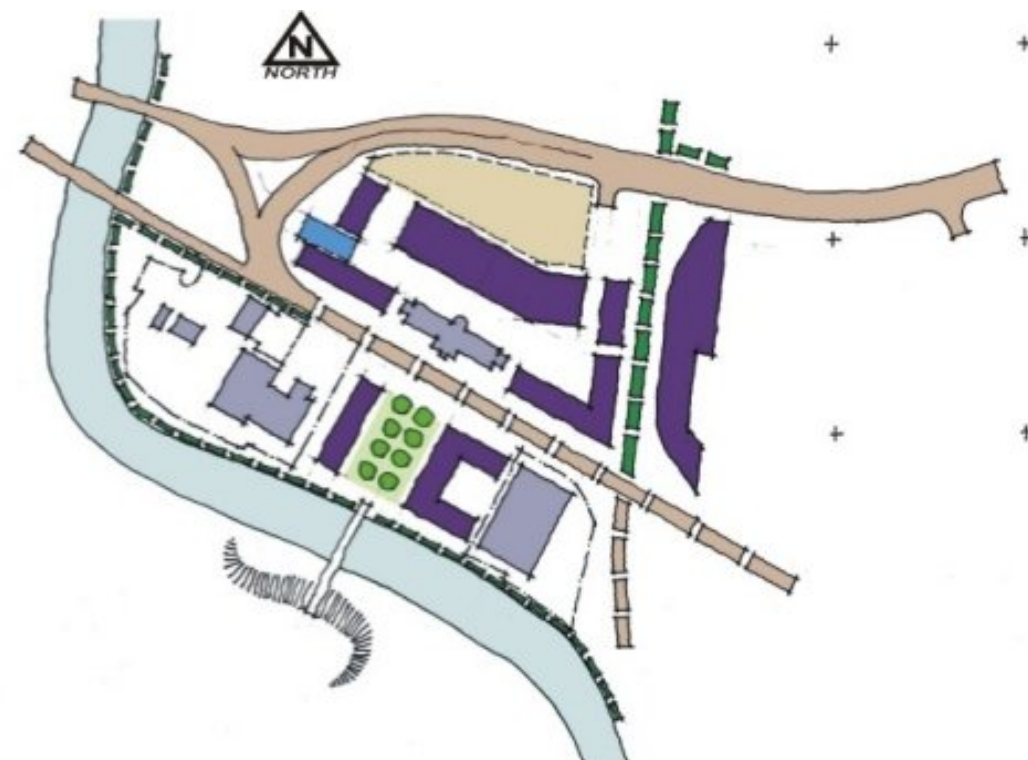
10.2 Area 2: Westgate Quay

Westgate Quay extends to around 7.0ha. Its character is dominated by vehicle circulation (to the extent that part of the area is segregated), parking and retail sheds. The area does not recognise the needs of pedestrians, does not provide a suitable setting for the historically and architecturally important Almshouses, and does not take advantage of its location with important views and access to the Cathedral, surrounding countryside and River.

Much of the Westgate Quay is within the 1947 Floodplain (refer to appendix D) and therefore new buildings in the floodplain need to include flood defence measures.

10.2.1 Key Urban Design Objectives

- Opportunity exists to develop this area as a 'gateway' to the city.
- Improve pedestrian accessibility and reduce dominance of the car.
- Re-connect the area into the central area by reinstating the historic route of Westgate Street.
- Provide pedestrian access to the river and water meadows.
- Ensure buildings address river frontage.
- Provide an appropriate setting for the Almshouses.
- Protect, enhance and exploit views to historic buildings and open countryside.
- Exploit transition from urban to rural.



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Reinstate Westgate and provide setting for almshouses.

10.2.2 Implementation

This area will, through the Framework, develop as an integrated element of the Western Waterfront, providing a gateway to the city core, an appropriate setting for the existing Almshouses and pedestrian access to the river and beyond. To achieve this, planning, design and implementation funding is needed for the following projects:

Site Assembly Adjacent to the River

The areas indicated on the plan (1) have a number of existing miscellaneous uses, including petrol station, car sales, workshops and retail outlets. These uses and building forms do not present an appropriate 'introduction' to the city core and new, more appropriate uses and built form should be encouraged, as opportunities arise. A detailed survey of this area is needed, identifying land owners and users, together with research into possible alternative sites, to allow relocations. Negotiations with land owners and users will be required, to establish their views on relocation, and to achieve land assembly, where possible, by the creation of partnerships, relocations and land purchase.

Roads

With the completion of the IRR and the SWBP, roads indicated on the plan (2) will be downgraded to accommodate fewer vehicle movements and greater pedestrian and cycle access. This will include possible realignment, re-surfacing and environmental enhancement.

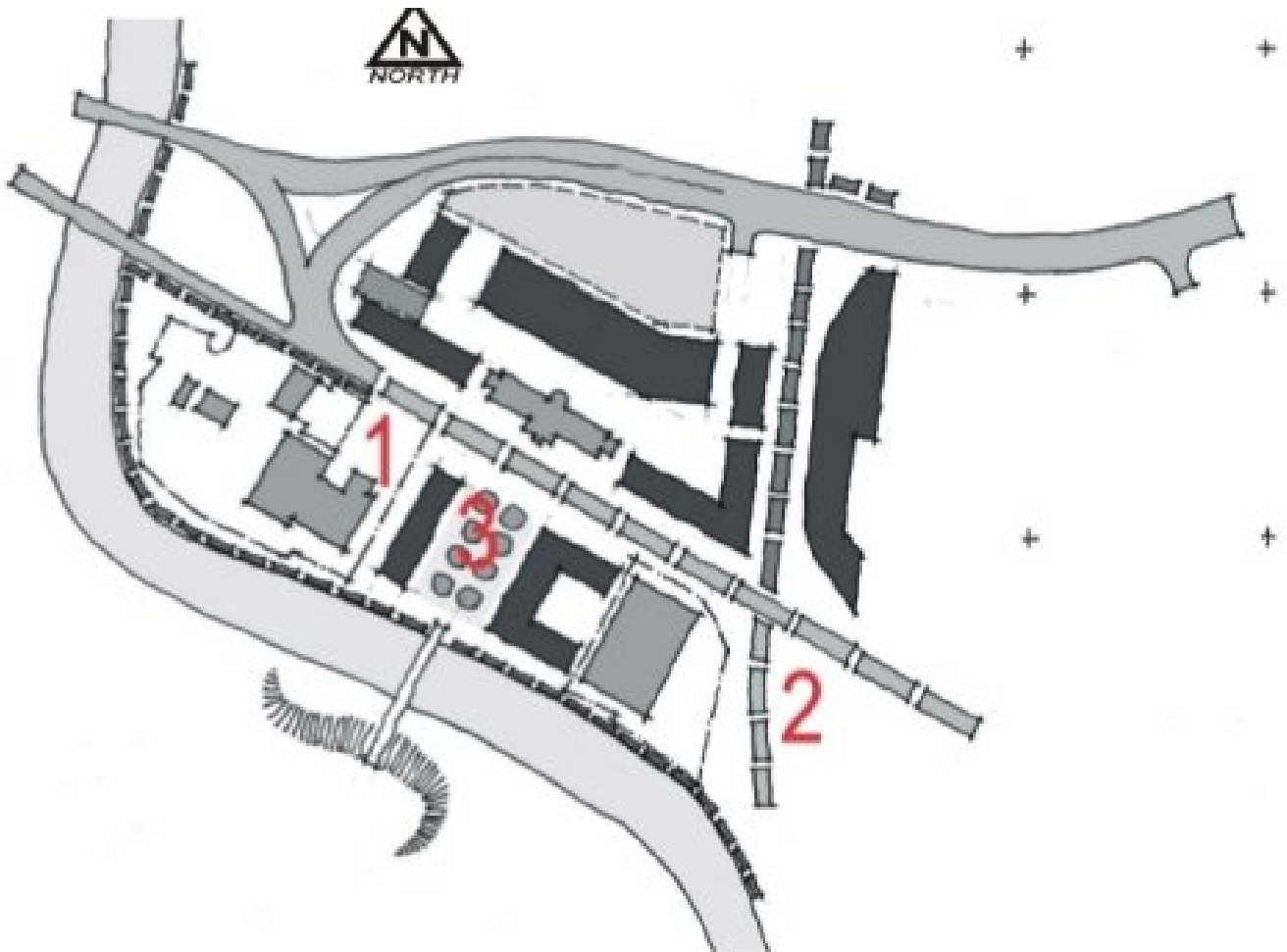
Riverside Walkway

This will require the assembly of land, and the construction of the riverside walkway and pedestrian bridge. (3).

Almshouses Pocket Park

An important structuring element of this area is to provide an appropriate setting for the existing Almshouses. Provision of a 'pocket park' indicated on the plan will provide this setting and inform the setting of other development, focusing attention on the Almshouses, and opening up views of the water meadows.

It is anticipated that restoration of the Almshouses, other key historic spaces, other routes and new build development will be achieved through private sector investment.



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Area 3 - The Prison and River Frontage

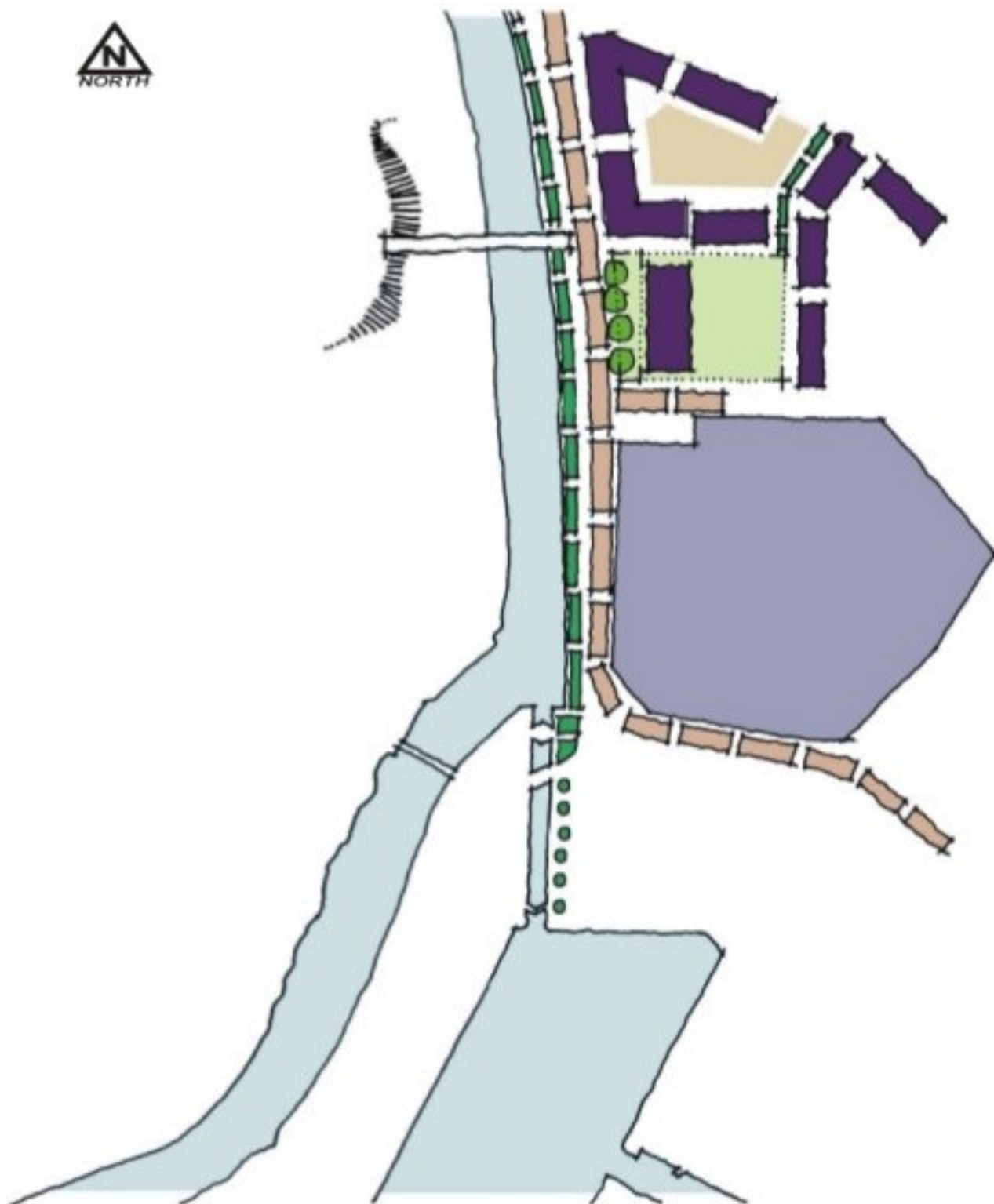
10.3 Area 3: The Prison and River Frontage

This area extends to 3.5ha. Its character is informed by river frontage, the Prison complex (a citadel form), and by existing buildings and spaces which are largely isolated from the wider urban environment. The essentially linear space, created between the river and buildings, does not take full advantage of the amenity potential of the river or the excellent views across the water meadows. Access from the existing river walk to the Docks area is visually and physically disjointed.

The entire area in this instance is within the 1947 floodplain (refer to appendix D) and therefore any new buildings in this area need to include flood defence measures.

10.3.1 Key Urban Design Objectives

- Improve pedestrian accessibility to the river, water meadows and through the area generally.
- Provide pedestrian continuity from Westgate Street through the area and into the Docks.
- Ensure buildings address river frontage.
- Protect and enhance views to open countryside.
- Realise development potential provided by relocations in the near future, and by the re-use of the prison complex in the longer term.



-  Potential Development
-  Possible New Footbridge
-  Prison Complex (mixed use in longer term)

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Improve pedestrian access to river.

10.3.2 Implementation

This area will, through the Framework, achieve legible movement from Westgate Street, continue the river walk towards the docks and provide a pedestrian promenade which extends the activity of the Docks towards the north. To achieve this, planning, design and implementation funding is needed for the following projects:

Site Assembly adjacent to the Prison Complex

The area indicated (1) on the plan has a number of office based uses, some relating to the Prison. Whilst these uses are not necessarily incompatible with the aspirations of the Framework, some of the built form is inappropriate and discourages pedestrian movement through the area from Westgate Street to the river and the Docks. Part of the area is currently identified for the development of new Magistrates Courts, and in the longer term it may be possible to relocate the Prison. A more legible building pattern and movement network is needed. To achieve this, negotiations with landowners and users will be required, to establish views on the necessary relocations to achieve appropriate urban form and movement routes.

Adjacent to the river (2) it will be necessary to assemble land (achieved through the downgrading of the traffic capacity of The Quay) for continuation of the riverside walk and quay, and to construct the walkway, pedestrian bridge and quay.

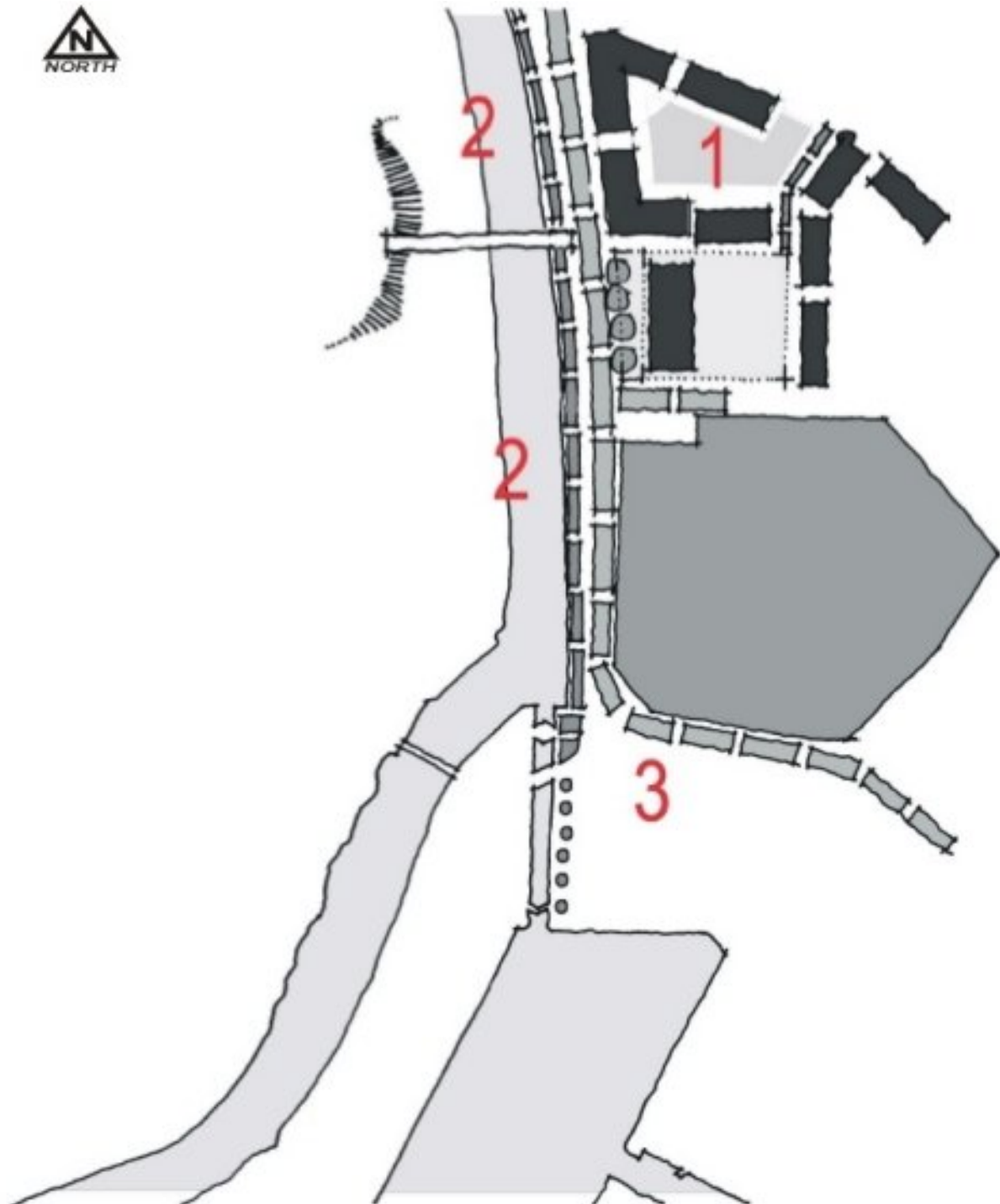
Roads and Paths

With the completion of the IRR and SWBP, the Quay indicated (3) on the plan will be downgraded to accommodate fewer vehicles, and improve the environment for pedestrians and cyclists. This will include width reduction, re-surfacing and environmental enhancement.

This area has the potential to enable good pedestrian and cycle connections from Westgate Street to the river and the Docks. Whilst some of these routes can be achieved

in partnership with the private sector, the improvements to the route indicated on the plan should be implemented at an early stage. As the route already exists, only funding for environmental enhancement is needed.

It is anticipated that restoration of the historic buildings, other routes, key historic spaces and new build development will be achieved through private sector investment.



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Area 4 - The Docks

10.4 Area 4: The Docks

10.4.1 Key Urban Design Objectives

- Build upon the success of the regeneration of the Docks area.
- Improve the settings of existing buildings.
- Restructure parking, vehicle circulation and pedestrian movement.
- Realise the full amenity potential of the water and waters edge.
- Further develop the docks area through development of immediately available sites and re-use of existing buildings.
- Re-connect the area into the city and other areas of the Western Waterfront.
- Encourage active use of the canal and river.
- Protect, enhance and exploit views to historic buildings and open countryside





Realise the full amenity potential of the water and the water's edge.

10.4.2 Implementation

This area will, through the Framework, build upon and strengthen a unique environment which is a blend of pavilion buildings, boats and expanse of water, set within an area that is accessible to pedestrians. To achieve this, planning, design and implementation funding is needed for the following projects:

Site Assembly for New Development

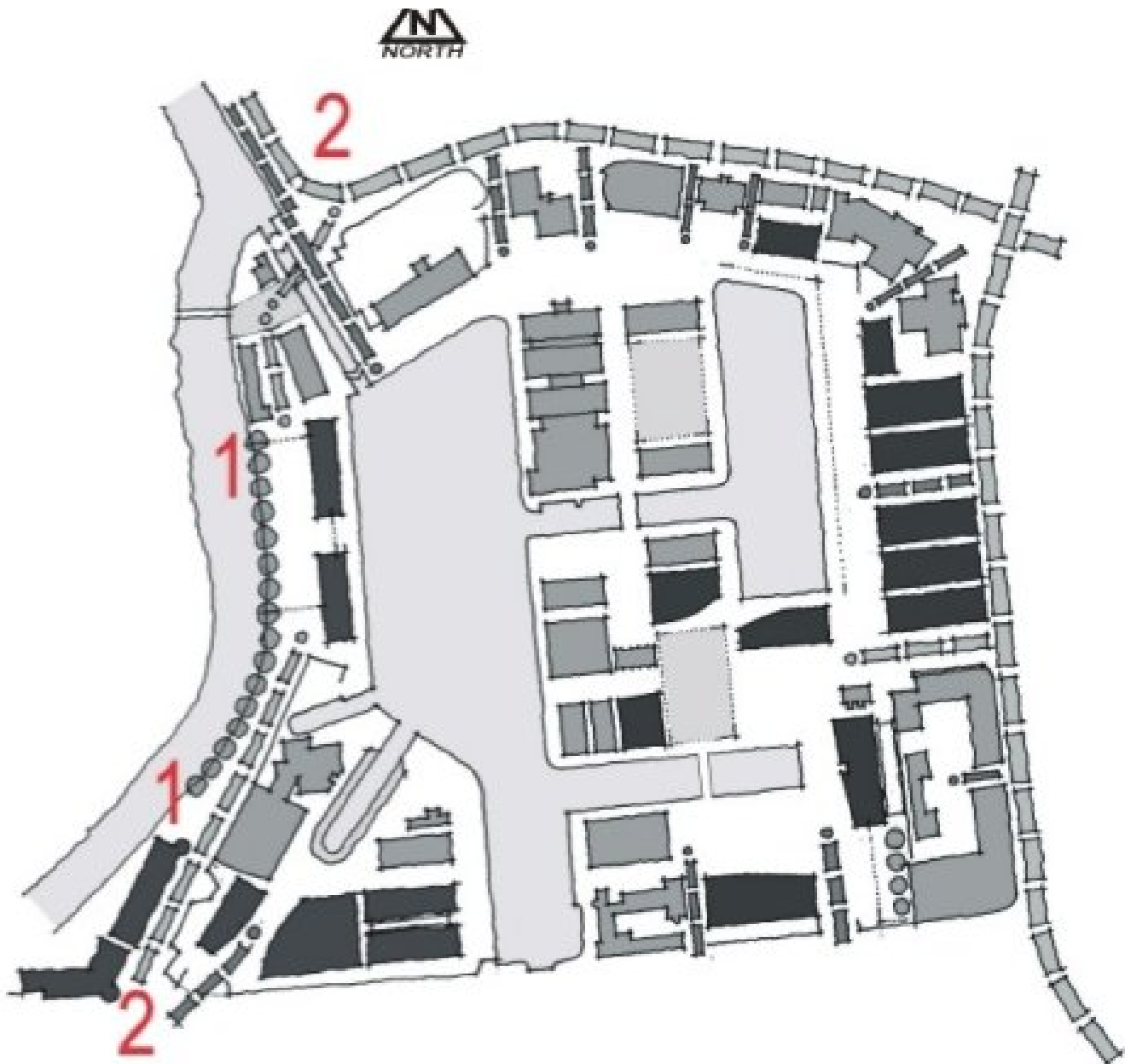
The area indicated (1) on the plan includes a number of miscellaneous uses including car repairs and workshops. These uses do not realise the quality of the setting between the river and the dock basin. The possibility of relocations will be explored, and replacement with uses that are able to take full advantage of the setting and views. To achieve this alternative development, assistance with land assembly and relocations will be needed. Negotiations with landowners and users will be required, to obtain their views and requirements for relocation. This will be followed by research to identify alternative sites.

Roads and Pavements

With the completion of the IRR, roads indicated (2) will be downgraded to accommodate fewer vehicles and improve the environment for pedestrians and cyclists. This will include possible realignment, re-surfacing and environmental enhancement including pedestrian 'tables' at crossing points. Within the Docks generally, and around the water's edge, it will be necessary to ensure continuous pedestrian routes (through acquisition or agreement of owners/users). Fundamental to this is the removal of parking. An alternative site for this has been identified and funding for design and construction will be required.

Clarity of public space, private space and operational space is essential to the success of the Docks area. To this end, a detailed survey is required to identify routes and undertake environmental/infrastructure improvements as required. For example, a footbridge is required and improved access in the areas of the lock and bridges.

It is anticipated that restoration of historic buildings, other routes, key historic spaces and new build development will be achieved through private sector investment.



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Area 5 - Baker's Quay

10.5 Area 5: Baker's Quay

Baker's Quay extends to around 13.5ha, adjacent to the proposed Inner Relief Road. The area is characterised by a network of routes, spaces and nodes defined by built form and frontage. The Inner Relief Road and the Peel Centre, both of which create a 'hard' impermeable edge, form the southern edge of the area.

10.5.1 Key Urban Design Objectives

- Extend the current uses of the Docks into Bakers Quay, but in an alternative urban form (to create an area of vibrant mixed use within a close grained spatial structure).
- Realise the potential amenity value of the canal, and views across this to Llanthony Priory.
- Minimise the intrusion of the Inner Relief Road.
- Develop immediately available brownfield sites and sites made available through relocation.
- Improve pedestrian accessibility and legibility.
- Re-connect the area into the city and other areas of the Western Waterfront.
- Encourage active use of the canal.
- Protect, enhance and exploit views to historic buildings and to the city.
- Protect and creatively re-use important historic buildings and spaces.



Existing Buildings



Potential Development

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Exploit views to City core.

10.5.2 Implementation

This area will, through the Framework, build upon a network of spaces and routes defined by buildings. In the longer term it may be possible to encourage some remodelling of the Peel Centre to achieve a more appropriate urban form. New buildings will be encouraged to help define and enclose the Bristol Road approach to the central area. To achieve these aspirations, planning, design and implementation funding is needed for the following projects:

Site Assembly for Access and Relocations

The area of land indicated (1) on the plan is required to achieve vehicular access into the body of the area. Land assembly is required to achieve this.

Located within the body of this area are a number of miscellaneous uses, including vehicle repairs and some heavy industry. Some of these uses are incompatible with the wider aspirations of the Framework. Negotiations with landowners and users will be required to obtain their views and requirements of relocation. This will be followed by research into possible alternative locations and land assembly through the creation of partnerships, relocations and land purchase.

Roads and Pavements

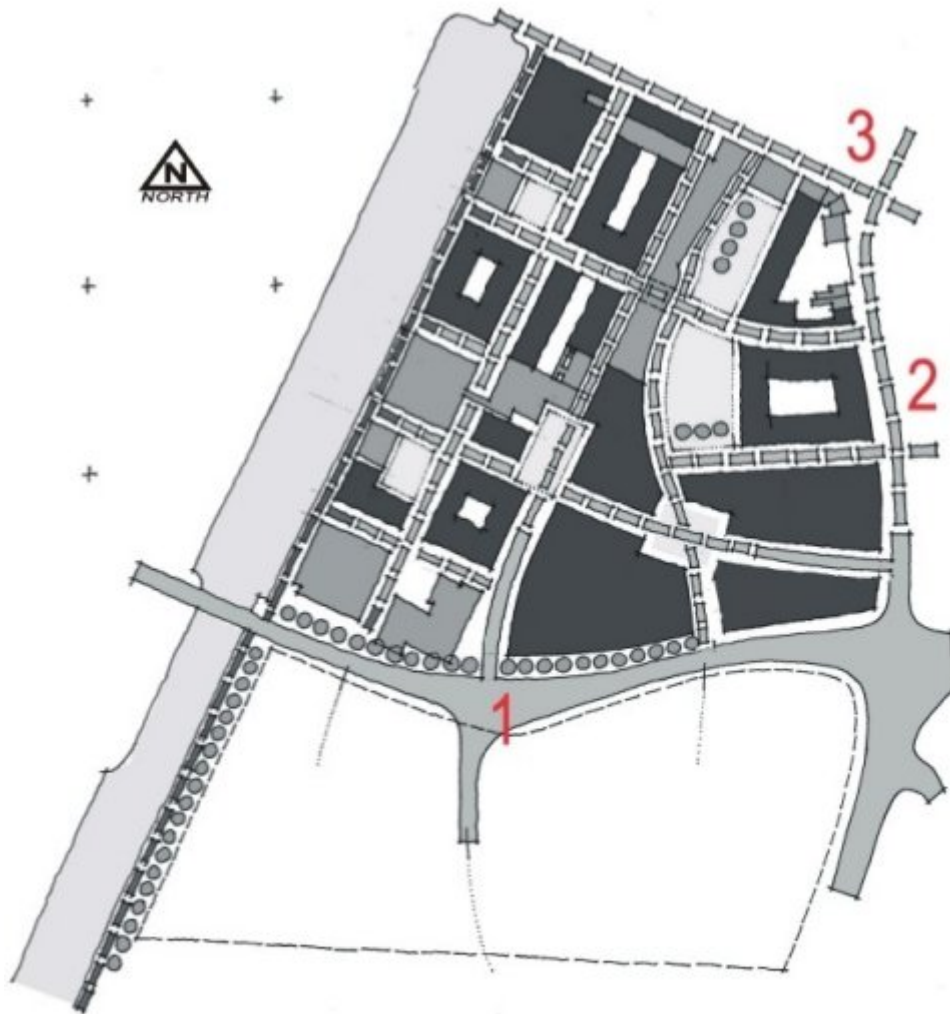
Alterations to the existing road junction (2) will be needed to provide access into the Baker's Quay area.

With the completion of the IRR and SWBP, roads indicated (3) will be downgraded to accommodate fewer vehicles, and improve the environment for pedestrians and cyclists. This will include possible realignment, re-surfacing and environmental enhancement including pedestrian 'tables' at crossing points. This will integrate with the main pedestrian routes east to west, linking Llanthony Priory to Gloucester Park. Detailed surveys, design and implementation are required. Within the IRR section and bridge development, provision should be made for a pedestrian/cycle way linking Llanthony Priory to Gloucester Park.

Environmental enhancement will be required to internal roads. These will be needed to uplift the area generally, making private sector investment more attractive.

Adjacent to the canal it will be necessary to assemble land for a continuous walk/cycle way and to design and construct this.

It is anticipated that the restoration of historic buildings, other routes, key historic spaces and new build development will be achieved through private sector investment.



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Area 6 - Monk Meadow and Llanthony Priory

10.6 Area 6: Monk Meadow and Llanthony Priory

This area extends to around 20.0ha. Its character is one of industrialised landscape with little recognition of its canal side location or its close proximity to the city core. There is limited permeability for pedestrians generally, and in particular to the historically significant Llanthony Secunda Priory.

Much of the site falls within the 1947 floodplain (refer to appendix D) and therefore any new buildings in the area need to include flood defence measures.

10.6.1 Key Urban Design Objectives

- Comprehensively redevelop the area within a framework defining movement patterns and built fabric.
- Improve pedestrian accessibility and legibility.
- Re-connect the area into the city and other areas of the Western Waterfront.
- Encourage active use of the canal.
- Exploit the canal frontage.
- Protect and re-use important historic buildings and spaces.
- Improve the attractiveness of the route between Hempsted and the central area



Existing Buildings



Potential Development

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Contemporary housing development on water's edge.



Contemporary housing development on water's edge.

10.6.2 Implementation

This area will, through the Framework, achieve comprehensive redevelopment of the area, including the creation of an appropriate setting for Llanthony Priory. To achieve this, planning, design and implementation funding is needed for the following projects:

Site Assembly and Relocations

The areas indicated (1) on the plan include a number of miscellaneous uses including warehouses, timber yards, workshops and retail outlets. Some of these uses do not realise the quality of the setting, with views across the canal arm and to distant hills. The possibility of relocation is to be explored, and uses encouraged that are able to take full advantage of the setting. To achieve this, negotiations with landowners and users' land assembly will be needed.

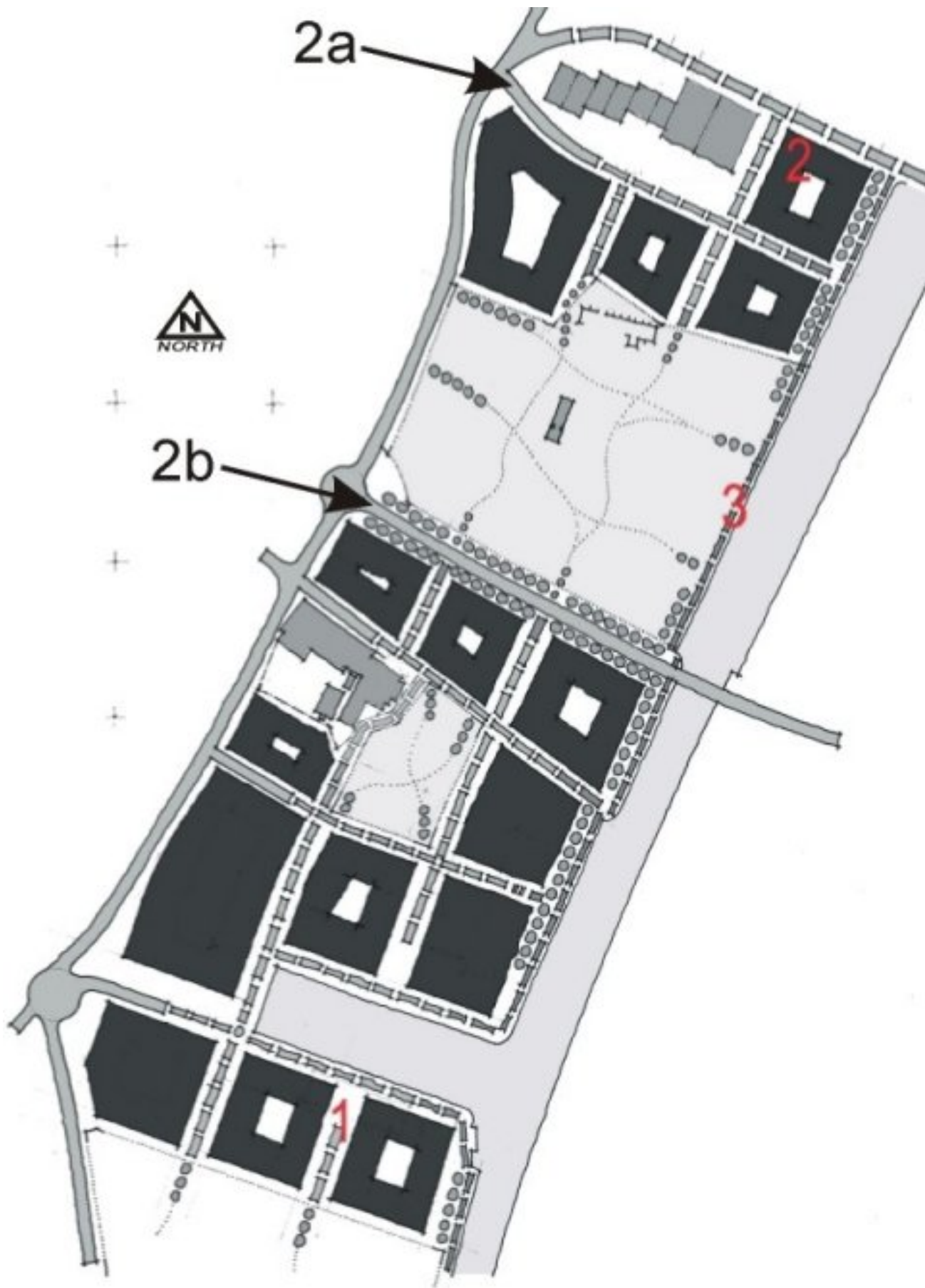
To the northern edge of this area are located a number of light industrial uses. Broadly these uses are not incompatible with the Framework, except where they take up key locations adjacent to the canal (2). The possibility of relocation in the short to medium term is to be investigated.

Adjacent to the canal it will be necessary to assemble land for a continuous walk/cycle way (3) and to design and construct this.

Roads

Environmental enhancement will be required to roads indicated 2a and 2b. These will be needed to uplift the area generally, making private sector investment more attractive. Funding for design proposals and implementation is required. Adjacent to the existing IRR section, provision should be made for a pedestrian/cycle way linking Llanthony Priory to Gloucester Park.

It is anticipated that restoration of historic buildings, other routes, key historic spaces and new build development will be achieved through private sector investment.



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11. What happens next?

This Framework was approved by the Steering Committee for endorsement by its member bodies in July 2001 and was forwarded to and adopted by the Planning & Development Committee of the Gloucester City Council on 31 July 2001. It was recommended that the document be taken for public consultation. Thereafter the document will be amended if necessary, and then reported back to the partners for endorsement (October 2001) before forwarding it to Gloucester City Council for final adoption as supplementary planning guidance for developments in the Western Waterfront area. The document will then be printed for sale to interested parties, developers and the public.

Further development studies are commissioned (starting now) for:

- Housing demand, density and tenure (study to be commissioned by SWRDA)
- Employment capacity and the distribution and amount of employment land for tourism and visitor uses, offices, small scale light
- Industrial uses, and local retail facilities such as shops, cafes and restaurants
- The need for community and health facilities
- Study of ground conditions, drainage and flood protection measures
- Type, amount and distribution of public and private open space
- Urban design and public realm guidance
- A strategy for pedestrian, cycle and vehicular movement
- A strategy for exploiting the use of the waterways
- Identify the need for treating contamination
- Archaeological assessment
- Development Packages

12. Conclusion

Gloucester stands poised to capitalise from a major regeneration of the Western Waterfront that will bring tremendous economic, social and environmental benefits to the city and the region. The creation of a sustainable and revitalised area, close to the central area, on brownfield land, with high quality new and refurbished buildings will significantly contribute towards the Government's policy aspirations for an urban renaissance. However, if this is to be realised, it is essential that an effective partnership is developed amongst the key stakeholders.

This framework sets out the design guidelines and vision for the development of the Western Waterfront which will act as a catalyst for the regeneration of this vital part of Gloucester.

Appendix A - Archaeology

The area of the Western Waterfront contains 46 archaeological events (15 of which are not precisely located, due to the nature of the primary record). These events are subdivided into four main categories: 18 stray finds, 17 watching briefs, 7 excavations and 4 documentary records (dwg. 001).

Also within this area is the Llanthony Secunda Priory (Scheduled Ancient Monument No. 337)

(dwg. 002) and 57 listed buildings.

Whilst this number of events and monuments would normally be regarded as insufficient to provide a detailed study of an area of this size, they do allow a general characterisation and therefore division of the area into distinct archaeological zones (dwg. 003).

A more indepth study of the zones, and individual areas within them, will only be practical once the nature of any proposed development has been determined.

Record Number 197

Name Bristol Road

Easting 827

Northing 177

Period Roman

Site Code/Accession Number 1921

Element Description Roman terracotta lamp

Record Number 198

Name Bristol Road

Easting 827

Northing 177

Period Roman/Medieval

Site Code/Accession Number 1903

Element Description Roman pin, Medieval arrowhead, pin and finger ring

Record Number 257

Name Commercial Road/Barbican Lane

Easting 828

Northing 184

Period Roman

Site Code/Accession Number 1934

Element Description Cobbled floors, 4th century pottery, a coin of Constantine and some architectural fragments

Record Number 258

Name Commercial Road

Easting 8

Northing 1

Period Roman

Site Code/Accession Number 1924

Element Description Mithras statue, head and torso carved from limestone

Record Number 346
Name Llanthony Road
Easting 0
Northing 0
Period Unknown
Site Code/Accession Number ?
Element Description Ancient bridge south of Llanthony Priory

Record Number 347
Name Llanthony Road
Easting 8232
Northing 1803
Period Unknown
Site Code/Accession Number ?
Element Description Moat - grid reference indicates existing pond

Record Number 348
Name Llanthony Road
Easting 824
Northing 180
Period Medieval
Site Code/Accession Number ?
Element Description Medieval floor tile

Record Number 439
Name 106 Southgate Street
Easting 8294
Northing 1829
Period Roman
Site Code/Accession Number 110/62
Element Description Amphora, Camulodunum type 186a, 1st century

Record Number 443
Name Southgate Street
Easting 828
Northing 183
Period Unknown
Site Code/Accession Number ?
Element Description Ring found on finger of skeleton

Record Number 444
Name Southgate Street
Easting 8285
Northing 1834
Period Unknown
Site Code/Accession Number 1860
Element Description Stone cysts containing 'urns and ashes of
The dead'

Record Number 488
Name 26 St. Oswald's Road
Easting 8280
Northing 1900
Period Unknown
Site Code/Accession Number 34/74
Element Description River silts found at a depth of 2 metres

Record Number 501
Name The Quay
Easting 827
Northing 18
Period Medieval
Site Code/Accession Number 41/36
Element Description 14th century, Midland manufacture, tile

Record Number 502
Name The Quay
Easting 827
Northing 187
Period Roman
Site Code/Accession Number 1846
Element Description Quay wall, parallel to present but '..not less than 36m away from it..' - no less than 5.5m below ground

Record Number 504
Name The Quay
Easting 827
Northing 18
Period Medieval
Site Code/Accession Number 1886
Element Description 15th century floor tile

Record Number 505
Name The Quay
Easting 827
Northing 18
Period Roman/Post Med
Site Code/Accession Number 41/36; 42/36
Element Description 18th century river bed, Roman and later pottery

Record Number 506
Name The Quay
Easting 8276
Northing 1853
Period Medieval
Site Code/Accession Number ?
Element Description Masonry discovered beneath the North wall and Northwest Corner turret, followed down to 3m

Record Number 507
Name The Quay
Easting 827
Northing 185
Period Unknown
Site Code/Accession Number ?
Element Description Bronze key

Record Number 523
Name Westgate
Easting 8243
Northing 1900
Period Roman
Site Code/Accession Number 1974
Element Description Ae3 of Valens (AD 367-375)

Record Number 539
Name 159 Westgate Street
Easting 8272
Northing 1885
Period Medieval
Site Code/Accession Number 67/73
Element Description Site of Foreign bridge

Record Number 540
Name 196 Westgate Street
Easting 8260
Northing 1895
Period Medieval
Site Code/Accession Number 1950
Element Description Large collection of inlaid floor tiles, generally 13th-15th century

Record Number 605
Name The Quay
Easting 827
Northing 18
Period Unknown
Site Code/Accession Number 1928
Element Description 2m thick wall, 10m from river - period unknown

Record Number 606
Name The Quay
Easting 827
Northing 18
Period Roman
Site Code/Accession Number 1937
Element Description Roman pottery and the sole from a Nail-studded 'boot'

Record Number 614
Name Commercial Road
Easting 828
Northing 184
Period Roman
Site Code/Accession Number 1889
Element Description Several large stones (City wall?), large pit of oak beams filled with animal bone etc.

Record Number 625
Name Westgate Street
Easting 8260
Northing 1893
Period Medieval
Site Code/Accession Number 68/72; 3/73
Element Description Walls and piers of south range of St. Bartholemews Hospital

Record Number 627
Name Llanthony Road
Easting 8250
Northing 1803
Period Medieval
Site Code/Accession Number ?
Element Description Fragments of Normal architecture and walls found Northwest of Llanthony Priory

Record Number 634
Name Severn Street
Easting 8250
Northing 1821
Period Post Med
Site Code/Accession Number 6/76
Element Description Three successive metallings, earliest based on 65mm brick, railway sleepers and ballast

Record Number 659
Name Westgate Street
Easting 8259
Northing 1893
Period Medieval
Site Code/Accession Number 3/73
Element Description Chapel of St. Bartholemews Hospital

Record Number 670
Name Westgate Bridge
Easting 8247
Northing 1903
Period Medieval
Site Code/Accession Number 14/73
Element Description 12th century or later bridge recorded during rebuild

Record Number 693
Name Barbican Way/The Quay
Easting 8274
Northing 1869
Period Post Med
Site Code/Accession Number 27/79
Element Description 16th-17th century Quay surfaces, 19th century County
Gaol foundation

Record Number 735
Name Quay Street
Easting 8279
Northing 1871
Period Post Med
Site Code/Accession Number 26/80
Element Description 19th century gas works

Record Number 749
Name St. Luke Street
Easting 8280
Northing 1790
Period Unknown
Site Code/Accession Number 13/81
Element Description Site of St. Luke's Church

Record Number 766
Name Westgate Street
Easting 8264
Northing 1895
Period Medieval/Post Med
Site Code/Accession Number 7/82
Element Description Medieval footing and floor levels of St. Bartholomews
hospital beneath 19th century burial ground,
large water cistern

Record Number 769
Name Westgate Street
Easting 8250
Northing 1895
Period Roman
Site Code/Accession Number 10/82
Element Description 4th century pottery in upper made ground,
two open hearths recorded in floor levels - date?

Record Number 770
Name HM Prison, The Quay
Easting 8274
Northing 1855
Period Roman
Site Code/Accession Number 11/82
Element Description Fragments of lias, oolite, sandstone,
op. sig., mortar, bunter pebbles, bones and Roman pottery

Record Number 782
Name Commercial Road
Easting 8283
Northing 1844
Period Unknown
Site Code/Accession Number 5/83
Element Description No information

Record Number 788
Name Southgate Street
Easting 8293
Northing 1830
Period All
Site Code/Accession Number 13/83
Element Description Roman buildings, Medieval and Post
Med burials, Civil war ditch, Post Med chapel

Record Number 792
Name Llanthony Priory
Easting 0
Northing 0
Period Unknown
Site Code/Accession Number 28/83
Element Description No information

Record Number 810
Name Llanthony Road
Easting 8232
Northing 1808
Period Unknown
Site Code/Accession Number 3/85
Element Description Successive stone and cinder metalled surfaces extending more than 2m onto the site

Record Number 815
Name The Prison
Easting 8273
Northing 1851
Period Roman/Medieval
Site Code/Accession Number 9/85
Element Description 3 Inhumations - Post/Med?, robbed
Roman quay wall, Medieval castle

Record Number 822
Name North Warehouse
Easting 8276
Northing 1842
Period Roman/Medieval
Site Code/Accession Number 23/85
Element Description Roman bunter pebble and stone surface overlain by 11th-12th century silt, the whole covered by dock construction debris

Record Number 831
Name Llanthony Road
Easting 8229
Northing 1802
Period Medieval/Post Med
Site Code/Accession Number 5/86
Element Description Successive rebuilds of Llanthony Priory gatehouse

Record Number 846
Name Llanthony Priory
Easting 8243
Northing 1794
Period Medieval
Site Code/Accession Number 18/87
Element Description East-west stone lined conduit/drain

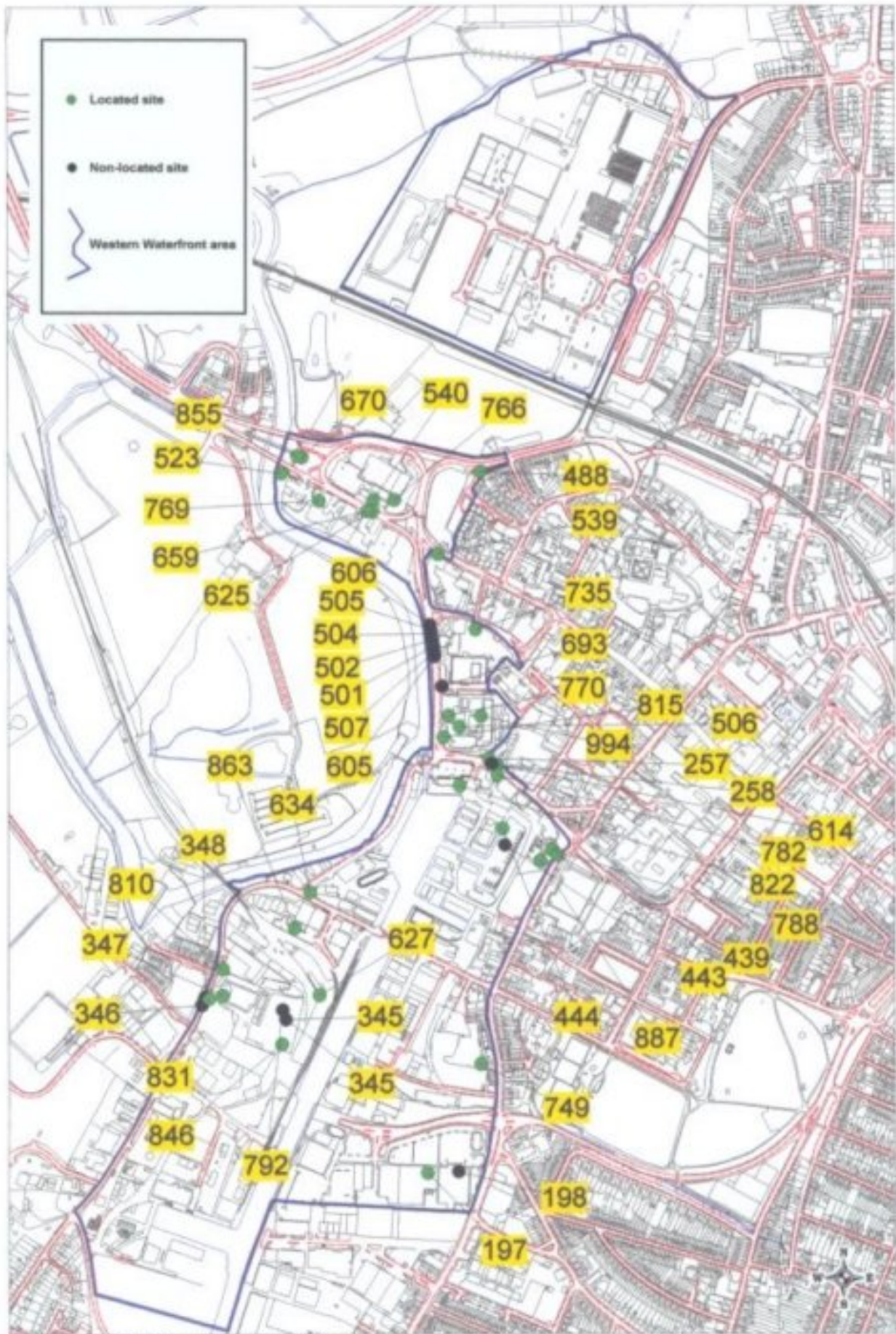
Record Number 855
Name Westgate Bridge
Easting 824
Northing 190
Period Medieval/Post Med
Site Code/Accession Number 31/87
Element Description 12th century Westgate bridge and subsequent repairs and rebuilds

Record Number 863
Name 125 Business Park
Easting 8245
Northing 1815
Period Medieval/Post Med
Site Code/Accession Number 7/88
Element Description Successive metallings within a sunken road alignment to a depth of 1.8m

Record Number 887
Name Southgate Street
Easting 8291
Northing 1828
Period All
Site Code/Accession Number 3/89
Element Description Roman and Medieval buildings, Medieval and later inhumations, Civil war defences+

Record Number 994
Name HM Prison, The Quay
Easting 8280
Northing 1855
Period Post Med
Site Code/Accession Number 41/94
Element Description Large 17th-18th century rubbish pit

Gloucester Urban Archaeological Database
Western Waterfront Area - Known Archaeology
Drawing No: 001/Not to scale/Date: 13/08/01/Gloucester Archaeology Unit



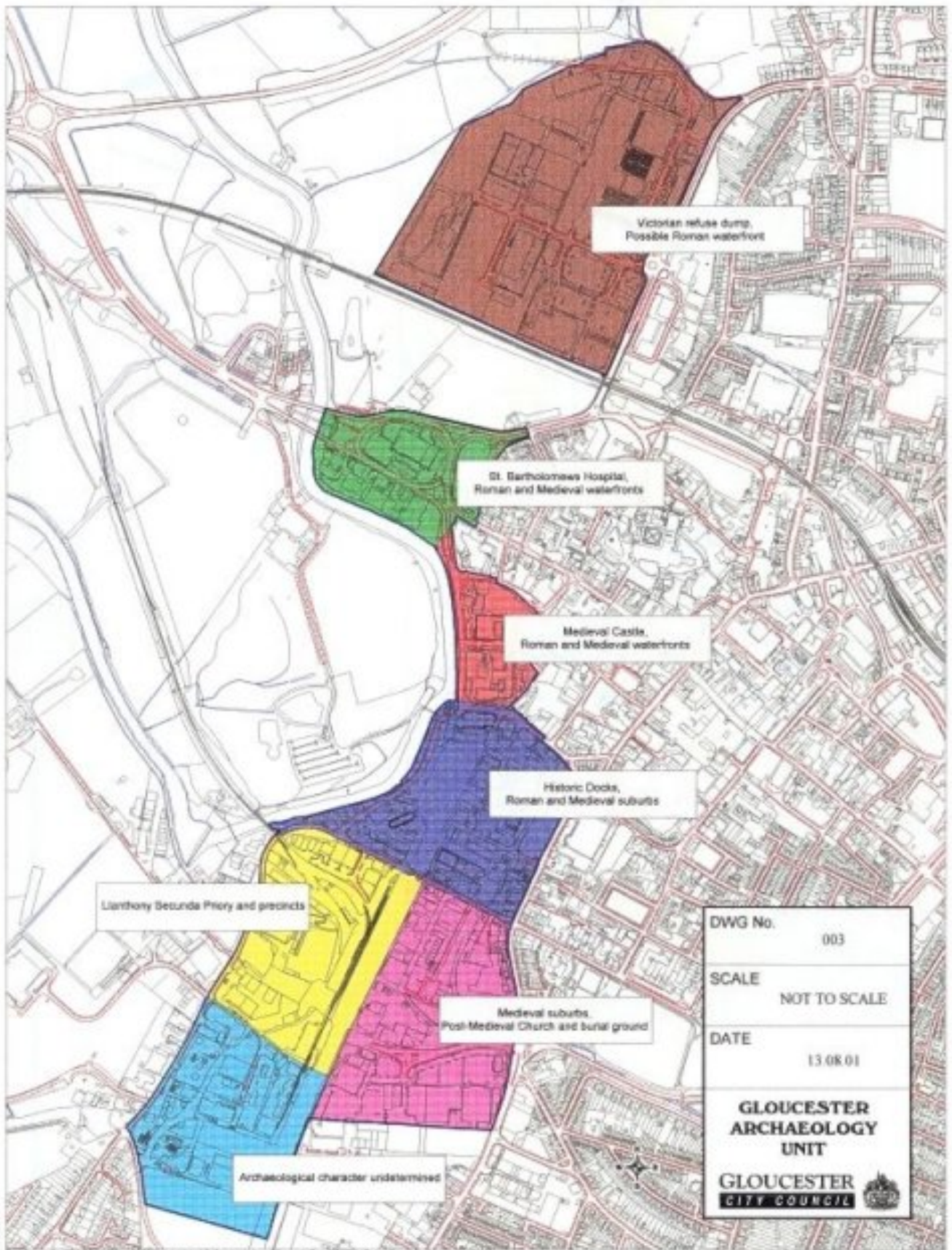
Based upon the 1998 OS 1:1250 and 1:2500 mapping with the permission of the controller of HMSO. Crown Copyright. Licence LA078050

Record Number	Name	Site Code	Description
197	Bristol Road	1921	Lamp
198	Bristol Road	1903	Finds
257	Commercial road/Barbican lane	1934	Structure/Finds
258	Commercial Road	1924	Statue
345	Llanthony	?	Horn Works
346	Llanthony Road	?	Bridge
347	Llanthony Road	?	Moat
348	Llanthony Road	?	Tile
439	106 Southgate Street	110/62	Pottery
443	Southgate Street	?	Burial/Finger Ring
444	Southgate Street	1860	Burials
488	26 St Oswalds Road	34/74	Silt
501	The Quay	41/36	Tile
502	The Quay	1846	Quay Wall
504	The Quay	1886	Floor Tile
505	The Quay	41/36; 42/36	River Bed/Pottery
506	The Quay	?	Castle Wall
507	The Quay	?	Key
523	Westgate	1974	Coin
539	159 Westgate Street	67/73	Bridge
540	196 Westgate Street	1950	Tiles
605	The Quay	1928	Wall
606	The Quay	1937	Pottery/Footwear
614	Commercial Road	1889	Temple Site?
625	Westgate Street	68/72;3/73	Hospital
627	Llanthony Road	?	Chapel?
634	Severn Street	6/76	Road Make-Up
659	Westgate Street	3/73	Church
670	Westgate Bridge	14/73	Bridge
693	Barbican Way/The Quay	27/79	Quay/Goal
735	Quay Street	26/80	Gas Works
749	St. Luke Street	13/81	Church
766	Westgate Street	7/82	Hospital/Burials/Cistern
769	Westgate Street	10/82	Hearts/Pottery
770	HM Prison, The Quay	11/82	Building Materials/Pottery
782	Commercial Road	5/83	Unknown
788	Southgate Street	13/83	Building/Inhumation
792	Llanthony Priory	28/83	Unknown
810	Llanthony Road	3/85	Surfaces
815	The Prison	9/95	Inhumations/Quay
822	North Warehouse	23/85	Surface
831	Llanthony Priory	18/87	Conduit
855	Westgate Bridge	31/87	Bridge
863	125 Business Park	7/88	Road
887	Southgate Street	3/89	Buildings/Inhumations
994	HM Prison, The Quay	41/94	Rubbish Pit



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Gloucester Urban Archaeological Database
Western Waterfront Area - General Archaeological Characterisation



Map data from the 1984 and 1988 mapping with the permission of the Controller of Ordnance Survey. Ordnance Survey, London, UK 2000

Appendix B - Listed Buildings

Brief Description of the Key Historic Buildings within the Western Waterfront B1 The Almshouses/St. Bartholomew's Hospital

(Character Area 1)

Another important historic site within the Western Waterfront is the St. Bartholomew's Hospital. This was established in the twelfth century and by the sixteenth century it had become the largest and wealthiest hospital in Gloucester. However, by 1789 it had fallen into disrepair and was demolished and replaced by the building, which remains today. This building was built and designed by William Price of Gloucester in 1788-89 as almshouse with a chapel and separate rooms for 54 people. It is in the gothic style, with ashlar facings on the front elevation, otherwise with stone dressings and gabled slate roofs. It is a Listed Building - Grade II. It was restored and reopened as a shopping and craft centre in the 1980's and is now called Westgate Galleria.

B2 The Prison (Character Area 2)

The present day H M Prison site, which is also within the Western Waterfront area, was previously a medieval castle. However by the fourteenth century the fabric of the building was in a serious state of decline and was no longer fit for use as a royal residence, and the keep and main gatehouse were consigned to the role of the county prison. This building was then replaced by a new model goal in 1791, with later additions built between 1845-55. It is still used as a prison. The original 1791 building marked an important phase in the history of penal reform, and was designed to accommodate a total of 207 inmates. The range of prison buildings is of brick and stone with slate roofs, surrounded by a high wall, with a rusticated stone entrance archway and lodges. The 1844 additions are impressive in their own right and employ a richer classicism than the earlier buildings. The interior of the central entrance block contains a stair well with cast-iron stairs rising to cast-iron balustraded galleries (with lion's paw upright public open spacets and twisted snake brackets) giving access to a row of cells on each side of a central, open well within each wing. There is a chapel at the west end. There are a total of 5 Listed Buildings/Structures within the prison site and the central block is a Listed Building- Grade II*.

B3 The Docks (Character Area 3)

The historic Docks and warehouses are an important historic contribution to the Western Waterfront area. Most of the eastern banks of the Gloucester and

Sharpness Canal also have an interesting past, as they were used for storage of timber imported from the Baltic and North America, during the heyday of the Docks.

The main dock basin was excavated between 1794 and 1797 to a depth of 4.9m, and the Victoria Dock basin (also known as the Salt Basin) was opened to water traffic in 1849, due the increased trade following the repeal of the Corn Laws. The graving or dry docks were excavated in 1818 and 1853.

The superb collection of warehouses within the Docks owe their existence to the corn trade of the nineteenth century when huge quantities of wheat, oats, barley and maize were shipped into Gloucester from Ireland, and the continental Europe. The main remaining warehouses at the docks were built over a fifty year period from 1826 (North

Warehouse) to 1873 (Llanthony Warehouse) and in 1899, the Downing's Malt-house extension was completed, which was the end of an era for the Docks.

Given the time span of their construction, they are all very similar, with brick walls, slate roofs and timber floors supported by cast iron columns, and almost all are set back from the quayside. The lowest floor is at or just below the external ground level and most of the warehouses are six storeys. The earlier warehouses (now mostly demolished) were around sixty feet long and were set parallel to the dock. The later ones are around one hundred feet long and are set at right angles to the dock.

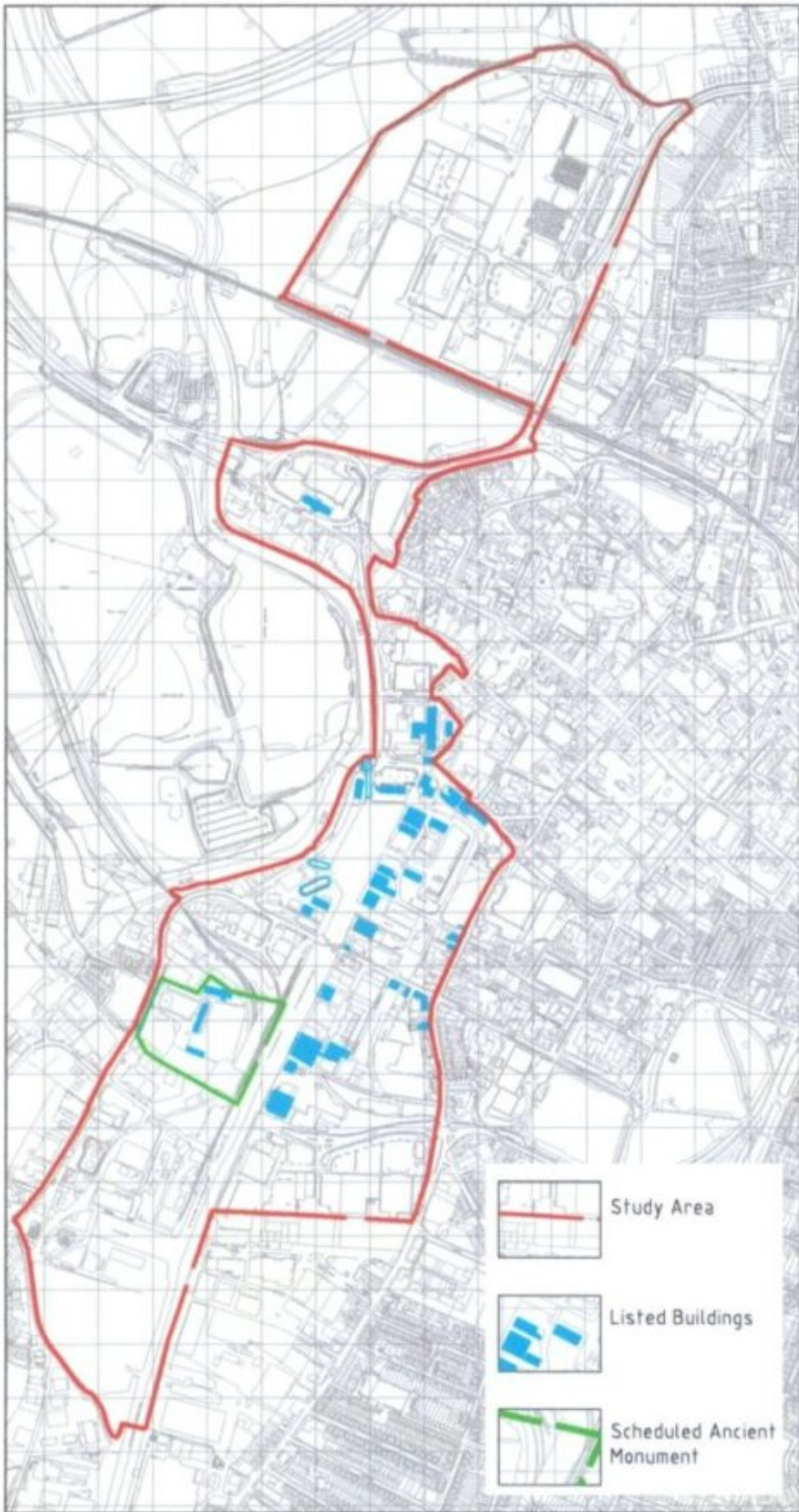
There are a total of 15 warehouses in the Docks, which are all Listed Buildings-Grade II and 9 other associated buildings or structures (e.g. lock house, dry dock etc) which are also all Listed Buildings or Structures-Grade II.

B4 Llanthony Priory (Character Area 5)

Llanthony Priory is another historic site within the Western Waterfront area and is a Scheduled Ancient Monument site. It was established as an Augustinian Priory during the twelfth century. During the Middle ages it became very wealthy, and had considerable influence within Gloucester. It was dissolved in 1538. There are some historic buildings from the former Priory on the site today, which are in a state of disrepair and are redundant. They are all grade I, Listed Buildings. Part of an embattled, buttressed gatehouse still survives. This in turn leads to a derelict timber frame and stone Tudor house of early 16th Century origin, with a Victorian red brick addition of 1870-80. It is believed that the site was used as a farm from the time of the dissolution of the Priory in 1538, until the late 19th Century. derelict timber frame and stone Tudor house of early 16th. Century

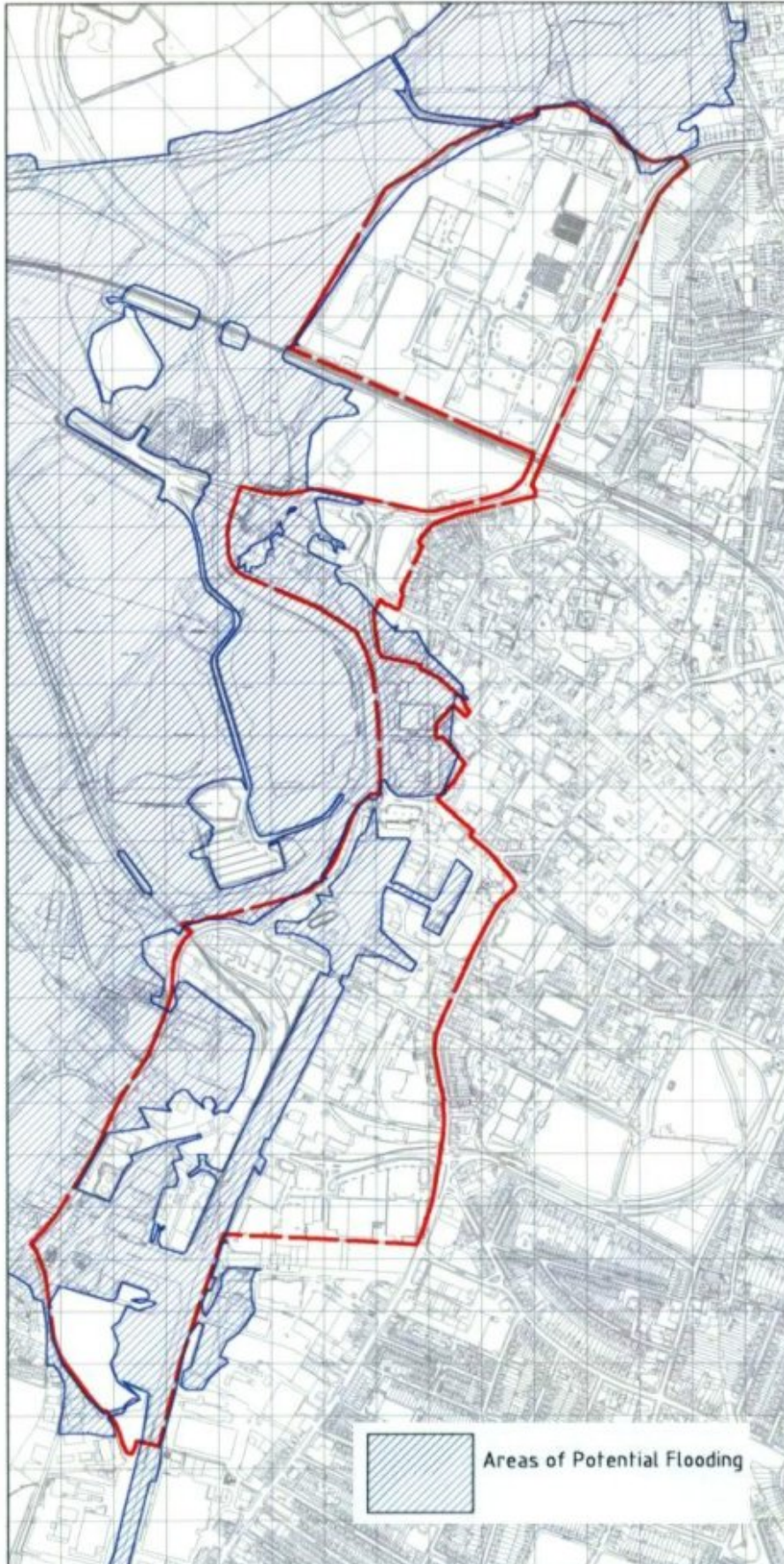
Origin, with a Victorian red brick addition of 1870-80. It is believed that the site was used as a farm from the time of the dissolution of the Priory in 1538, until the late 19th Century.

Including the sites and buildings mentioned above, there is a total of 53 Listed Buildings throughout the Western Waterfront. (see appendix A for an analysis of the grades of the Listed Buildings and their locations within each character area of the Western Waterfront area.)



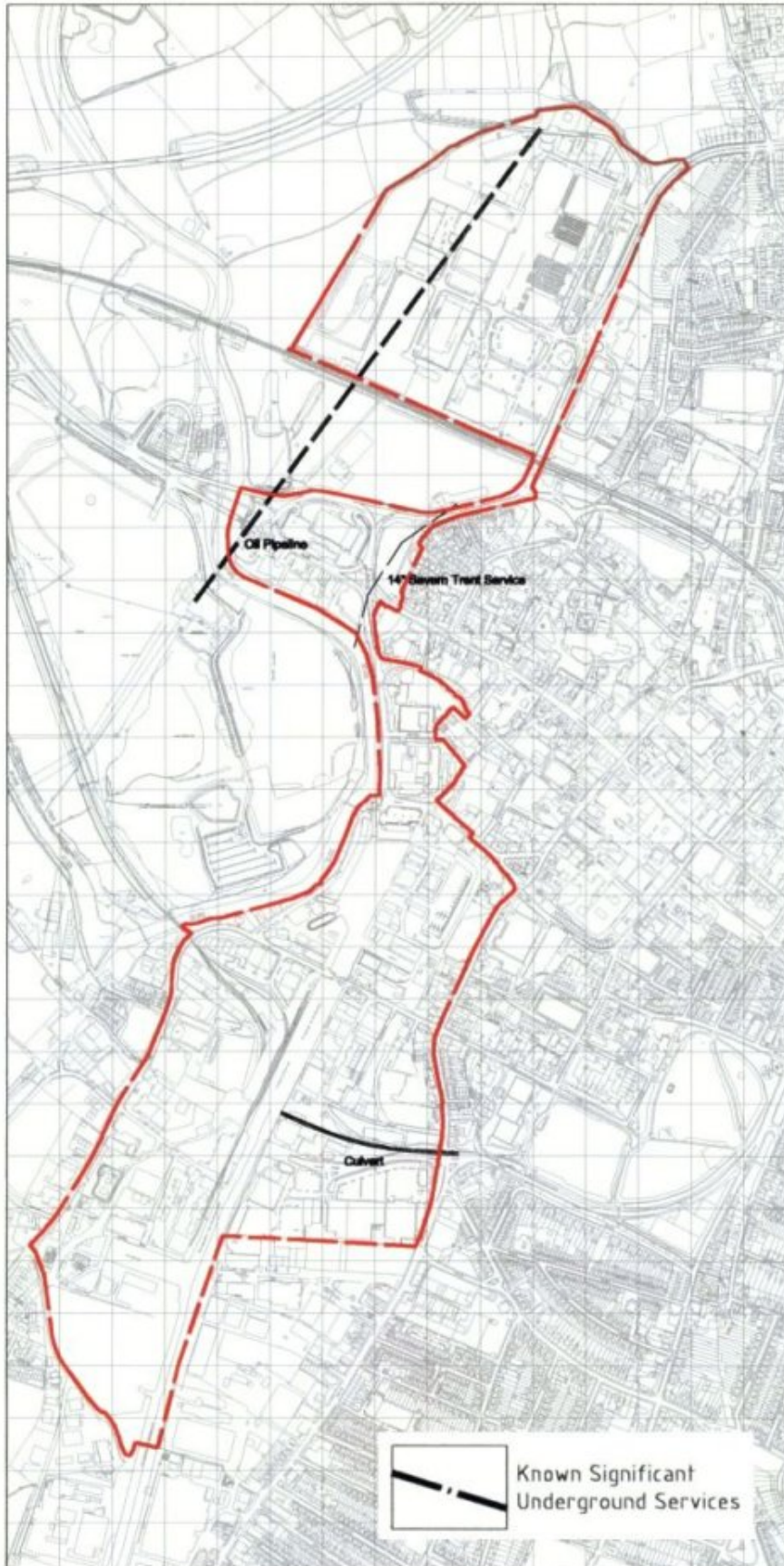
Appendix C - Flooding

The plan reproduces information provided by the Environment Agency identifying areas of the site prone to flooding.



Appendix D - Services

The plan identifies the significant below ground services infrastructure, which may influence development.



Appendix E - Sustainability Check List

The City Council has a duty to ensure that it delivers its services in the most sustainable manner possible. This check list will provide a framework for determining the sustainability of proposals.

It has been constructed by drawing on the work of the City Plan and will form part of the City Council's Local Agenda 21 (Sustainable Development Strategy). Aspects of sustainability not covered by the City Plan, though considered good practice, are also included.

Use of the checklist cannot prove sustainability - it's a fact that very little of human activity is sustainable. What it can do is allow various options to be compared to give an indication as to which is the more sustainable. It can also be used to show that relevant considerations have been given, and where scores have been poor or negative it will suggest that amendments should be considered.

How to use the checklist:

Score between -3 and + 3 for each aspect of the proposals. If the aspect is not relevant, or impact is neither good or bad, score 0.

For each aspect, appraisers should:

- Consider the impact of the proposal in a holistic manner over a long time frame. Potential and indirect impacts should be considered as well as the more direct.
- Make relative not absolute judgements.

Sustainability is about improving performance. Try and judge if the impact is making matters worse (-3) or better (+3). Mark everything out of 3. If it is a big difference give it 3, a small one 1. If there is no discernible impact or it is not relevant mark it 0.

Try to summarise the impacts for the benefit of other readers so they can see where you were coming from - remember transparency is all.

Do not total a score and conclude that something is sustainable just because it scores highly.

The Checklist

Looking After the Environment

Does the proposal:

- Have a net beneficial impact upon bio-diversity
- especially on Bio-diversity Action Plan species and habitats?
- Result in increased tree cover?
- Result in increased access to the countryside?
- Have a beneficial impact on air pollution?
- Make better use of the river and canal?
- Help regenerate the Docks area of the city?
- Lead to an increase in accessible green space?
- Make the cities streets cleaner?
- Result in the re-use/re-cycling of waste/assets?
- Lead to better or more environmentally benign energy use?
- Getting Around

Does the proposal:

- Facilitate the use of public transport ?
- Encourage people to walk or cycle in and around the city?
- Result in a reduction of traffic, especially heavy goods vehicles, in the city centre?
- Lead to a closer correlation of homes, jobs and services?
- Lead to a reduction in transport related pollution?
- Facilitate the use of the canal for passenger traffic?
- Working Together

Does the proposal:

- Ensure local people be involved with/consulted on the proposal?
- Promote Gloucester as a Safe and Healthy Place to Live
- Address the problem of crime and vandalism?
- Improve the health of Gloucester residents?
- Lead to a reduction in road accidents?
- Promote opportunities for All
- Increase the mix of employment opportunities available to residents of Gloucester?
- Make Gloucester an interesting and attractive place in which to invest and retain young and qualified employees?
- Build upon Gloucester's strengths as a centre of excellence for the medical industry?
- Address skills shortages especially through education and training of existing workforce?
- A Modern City Council

Does the proposal:

- Increase confidence in the City council and local governance generally
- Address the needs of Gloucester's residents?
- Involve the public in the decision making process in an efficient fair and open manner?
- Other Aspects of Sustainability not Explicitly addressed through the City Plan
- Result in the use of brownfield over greenfield sites?
- Enhance the built environment and preserve local heritage?
- Improve and protect local distinctiveness including streetscape and landscape?
- Reduce water consumption?
- Impact upon water quality in rivers and streams?
- Have an impact upon flooding in Gloucester or further upstream or downstream?
- Promote the use of locally produced goods and services?
- Lead to a reduction in noise pollution and disturbance generally?
- Tackle poverty?
- Have an impact upon homelessness?
- Provide for disadvantaged groups, specially ethnic minority groups

Appendix F - Key Principles for Successful Regeneration

G1 Key Principles for Successful Regeneration

- Confirm Constraints and Opportunities for Development
- Identify factors inhibiting change
- Identify factors with potential to encourage change.
- Identify advantages from relocations, acquisitions and additional capital expenditure
- Suggest ways to overcome factors inhibiting change

G2 Create an Integrated Network of Public Transport

- Co-ordinate all models of movement to ensure easy interchange between modes of transport. Serve the widest range of local and strategic needs throughout the day and evening. Develop traffic management systems to give priority to public transport, particularly at peak times. Integrate the network with park and ride facilities, area parking policies and dynamic town centre management. Reinforce public transport interchanges as concentrations of activity. Encourage people to choose forms of transport other than the private car.
- Relate the Nature, Density and Extent of Development to Public Transport Accessibility
- Relate density of development to the site's accessibility to public transport. Encourage mixed uses in areas of high accessibility to ensure balanced movement throughout the day. Introduce special traffic management and parking policies in these highly accessible areas to reduce car use. Create easy routes to public transport points of interchange for pedestrians and cyclists.
- Establish a Hierarchy of Connected Routes and Spaces, based on Public Transport Routes
- Create a variety of public spaces and streets, and relate their nature and scale to use. Cater for the needs of people with mobility problems. Create a finer grain around concentrations of activity. Design streets as spaces rather than traffic interchanges.
-

G3 Reinforce Key Spaces and Routes as Points of Civic and Local Identity

- Emphasise existing views and vistas and create new ones. Reinforce the character and the local distinctiveness of the area with building type, detail and material. Introduce public art, amenities and events to build on civic quality of the space. Further briefs will cover this level of detail.
- Concentrate Mixed Uses Along Busy Streets to Provide Continuous Lively Frontages
- Buildings to front onto streets, squares, parks, river and canal. Housing above shops to ensure streets are overlooked. Design corner blocks to enhance local identity. Encourage mixed use on busy interchanges. Avoid blank walls onto streets. Promote high quality shop fronts, lighting and signage. Introduce a limited range of street furniture and paving types to avoid visual clutter. Car parks to be behind frontages.

G4 Establish a Pattern of Local Streets and Blocks

- Local streets to be relatively short and designed to reduce vehicle speed. Some streets to be designed for local play. Encourage on-street parking where appropriate (avoiding off street parking in front of houses). Provide trees in street parking areas.
- Understand, Appreciate and Incorporate Historic Settlement Patterns, Routes, Buildings and Structures
- Incorporate historic routes into the new built form wherever possible and desirable. Create settings for listed buildings. Preserve or enhance the character of conservation areas.
- Prepare Design Guidelines to Promote Good Design and Management of Buildings and Spaces
- To address methods of enclosure, scale, height, massing, diversity of building types and uses, materials, colour palette, shop front design, signage, lighting etc.

G5 Community Safety

- Issues of community safety are a fundamental part of the development and regeneration process, and will therefore be required to be considered at the outset of any development proposals.

The objectives are:

- To minimise opportunity for crime and help to reduce the fear of crime
- To take account of the needs of the most vulnerable groups in society (the elderly, women, children, disabled and ethnic minorities)
- To achieve a reduction in crime across the community, not simply displacement of crime from one area to another

These objectives can be achieved partly through design which:

- Creates conditions where there will be 'eyes' on the street, maximising surveillance
- Encourages people to feel a sense of responsibility towards the neighbourhood, through a clear sense of ownership
- Clarifies the distinction between public and private realm

G6 Public Consultation

- To enable and encourage Gloucester citizens to inform, influence and 'own' the Vision.

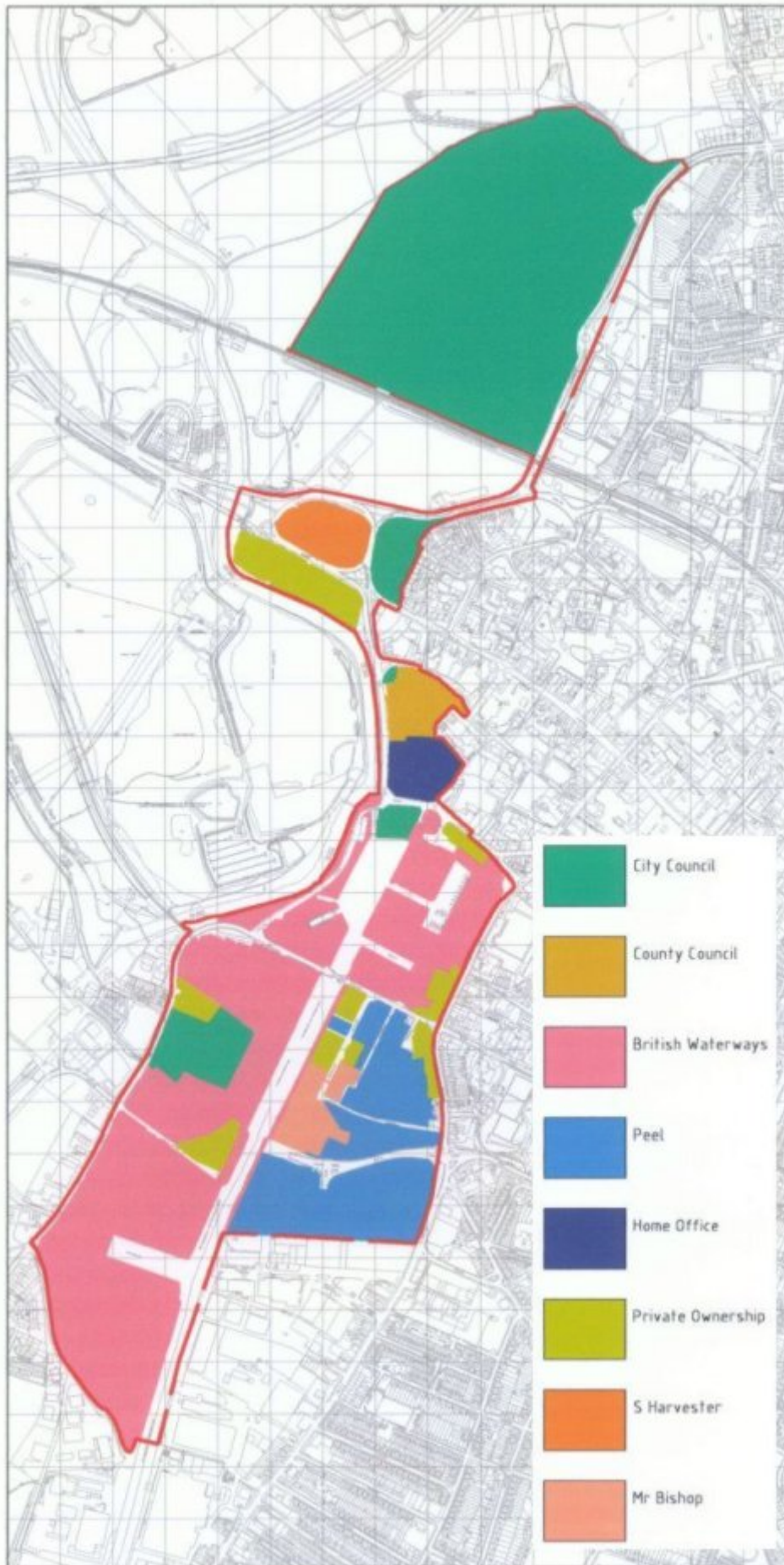
G7 Building Design

- To be sustainable, buildings should be designed to be robust, adaptable and wherever possible consume low levels of energy in use and in construction.

G8 Trees and Landscaping

- To be programmed and managed to help support and structure development.

Appendix G - Land Ownership



Appendix H - Gloucester Retail Study April 2001

Findings about retail capacity in the Western Waterfront

Chase and Partners, consultants acting for the City Council, published the Gloucester Retail Study in April 2001. The study assessed the need for further retail development in the city, and was taken into account in allocating sites for retail use in the First Stage Deposit Local Plan, June 2001. The First Stage Deposit Local Plan makes three allocations for retail use on the Western Waterfront: retail warehousing at the Cattle Market, a food superstore at Monk Meadow, and limited comparison retailing at Westgate Island.

Appendix I - GLOSCAT - Potential for a Major Educational facility in the WWF

Gloscat and the SWRDA jointly funded a study to identify potential relocation sites for a substantial Further Education college within the Docks area. The study was undertaken by King Sturge of Bristol (Property Consultants) and Phase II reported in April 2001.

A comprehensive suite of reports was prepared covering:

- a)** Final appraisal of the sites shortlisted for a Gloscat relocation to Gloucester Docks - April 2001;
- b)** planning appraisal of existing and potential relocation sites for Gloscat - April 2001.

This in turn will lead to the development of Business Case for Gloscat's relocation to Llanthony Wharf to support any bids for funding to relevant agencies.

For the purpose of this appendix extracts are taken from the Executive Summary and Conclusion from document a) above.

EXECUTIVE SUMMARY

With the social demographic problems that exist within the City of Gloucester and the limitations of Gloucestershire College of Arts and Technology (GLOSCAT) existing sites in the City coupled with the transfer of technology operations from Cheltenham in 2002, there is strong need for a total property solution to be found.

One possible solution exists in the form of a relocation to the Dock's area of the City to house three distinct centres; a Technology Centre, a Sixth Form Centre, and a Centre for the Arts within a single campus.

Detailed evaluation has been undertaken of a range of possible sites for relocation and from this a single site, Llanthony Wharf, has been identified as the preferred option.

The location of Llanthony Wharf and the proposed new Campus development would allow for the creation of a Green Transport Plan and be in accordance with Government sustainable development directives.

The initial design concept as outlined in this Report provides environmentally friendly buildings and benefits from synergy with the adjacent and attractive Ancient Monument, Llanthony Priory.

This site has the potential to not only eradicate the limitations of the College's existing space, but could deliver widespread benefits to the student body and the community of Gloucester. Its development could provide a positive role in the imminent regeneration of the Docks that is being promoted by its owners, SWERDA and the City Council.

The potential for relocation is, however, not free of doubt with timing, funding and the release of the site being the principal obstacles to a move.

CONCLUSION

A relocation to the Docks by the College will deliver widespread benefits to its student body and the community it serves.

In addition the relocation will act as a catalyst in regeneration of Gloucester Docks, the new College Campus will also generate a pool of students and induce a vibrant flow of people through Gloucester Docks. Both the City Council, SWERDA and existing landowners in the Docks are aware of the positive role a relocation of the College to the Docks would have as part of a regeneration scheme for the area.

The preferred option identified will deliver a wide range of benefits to the College as summarised below:

- Eradicate the problems and unsuitability of existing space at the Brunswick Road Campus and the Media Annex
- Substantially decrease the College's annual maintenance and operational expenditure
- Provide a flexible and high quality learning environment which will cater for the College's development for the foreseeable future
- Deliver all three Centres of Excellence on a single site with the added benefit of utilising the attractive setting of Llanthony Prior for College purposes
- Attract additional students and increase capacity for growth

Whilst it is evident from our discussions with the relevant parties that there is a political/ planning will to achieve a relocation of the College to the Gloucester Docks, there are a number of major hurdles which will need to be overcome as follows:

- The time scale for relocation of the College's operations.
- The release of the site by BW.
- Achievement of an early sale of the existing College sites with vacant possession and an appropriate outline planning consent in order to maximise College proceeds.
- Achievement of funding grants from the public sector and partnerships