

# Bradford City Centre





## Design Guide Addendum

Final Draft December 2014

City of Bradford MDC  
[www.bradford.gov.uk](http://www.bradford.gov.uk)



# Contents

	<b>Introduction</b>	<b>3</b>
	<b>Urban Design Framework</b> City Centre Neighbourhoods	<b>5</b> 7
	<b>Public Realm Framework</b> Public Realm//Strategy Public Realm//Quality Public Realm//Identity Public Realm//Green Infrastructure Public Realm//Animation Public Realm//Connections Public Realm//Projects	<b>21</b> 23 25 27 31 33 35 37
	<b>Appendices</b> Bibliography Glossary	<b>39</b> 39 41



# Introduction

## 1.1 Context

Since the publication of the Bradford City Centre Design Guide (BCCDG) in 2006, much has changed in the city. In the last eight years Bradford has seen substantial investment in its' public realm and a renewed interest from private investors. Many recent developments have had and are having, a positive impact on the quality of the built environment and people's experience and perception of Bradford as a place. Bradford must continue building on these successes encouraging thoughtful, distinctive and well designed schemes that provide a lasting legacy for everyone to enjoy.

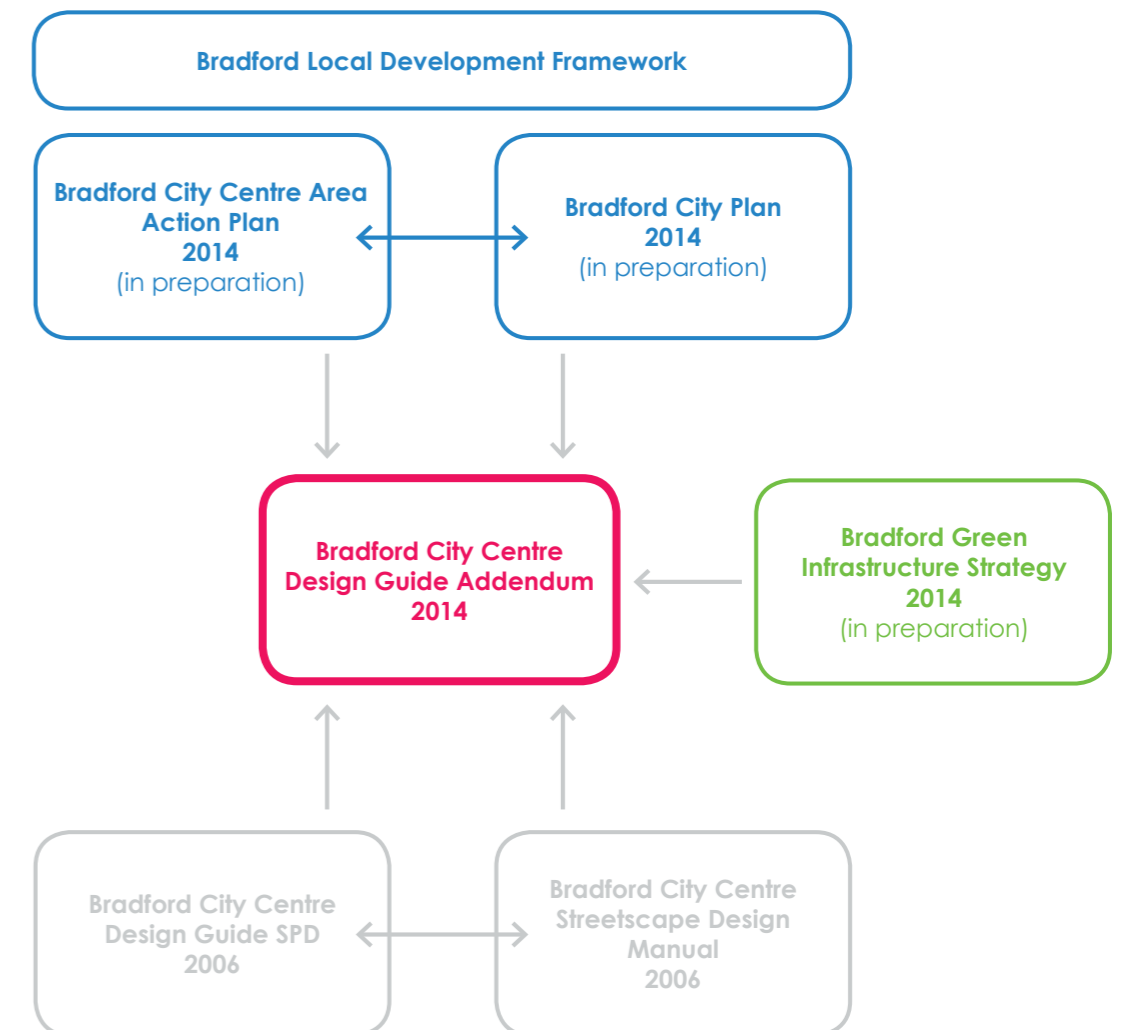
This document has been prepared as an Addendum to the Bradford City Centre Design Guide, 2006 which is supplementary planning guidance adopted by Bradford Metropolitan Council. The document provides clear, concise and up to date guidance for the delivery of an exemplary city centre. It builds upon principles set out in the Bradford City Centre Design Guide (BCCDG) and when read in tandem forms the principal document for guiding future development, setting out a framework for the physical and spatial regeneration of Bradford that is informed by the vision set out in the suite of documents being prepared by the City of Bradford Metropolitan District Council that will guide the transformation of the city centre over the next fifteen years.

## 1.2 Purpose of the Addendum

The prime purpose of this Addendum is to:

- update previous spatial plans to reflect the city centre as it stands today and in light of future committed development
- present realistic and deliverable proposals that take account of the current economic climate and fiscal pressures affecting development across the wider region
- take into consideration emerging policies being prepared for the Bradford City Centre Area Action Plan (BCCAAP) that will guide the transformation of the city centre regeneration area up to 2028
- illustrate how the Bradford City Plan and its five key themes inform the spatial components of urban design and public realm in the city centre
- provide a more comprehensive public realm strategy that reflects the state of open space in the city centre today, that builds upon recent public realm investment and brings forward principles from the emerging Green Infrastructure Strategy

It is not intended that the Addendum will supersede the BCCDG but will provide enhanced and updated guidance to assist delivery of the Bradford City Plan and the Bradford City Centre Area Action Plan ahead of the publication of these documents. The principles set out in the BCCDG are still relevant and should be a prerequisite consideration of all new development.





2

# Urban Design Framework

## 2.1 Introduction

The Urban Design Framework aims to update and enhance the principles set out in the Bradford City Centre Design Guide (BCCDG), 2006. Using the new city centre neighbourhoods as defined in the Bradford City Centre Area Action Plan (BCCAAP), the document examines key issues and sets out a vision and key principles for each neighbourhood that will help deliver the ambitions set out in the Bradford City Plan. The following aims have been adopted from the BCCDG:

- preserve Bradford's heritage while harnessing current confidence and growth to repair and enhance the city centre
- preserve the urban form of the areas that retain their character and to repair and reinstate the urban fabric shatter zones
- guide new residential development and make the most of the city centre's mix of uses to enliven public spaces
- ensure that new development respects Bradford's Victorian past without becoming a pastiche of historical styles
- aid the reconnection of the road hierarchy and ensure that the scale of development relates to the importance of the street
- provide guidance for the height and massing of new buildings and a strategy for tall buildings in the city centre
- preserve the unique character of the historic core while overcoming the weaknesses of the public realm in the valley bottom
- create a network of new spaces in line with the city centre masterplan
- recognise the distinctive parts of the city centre

## 2.2 Guiding Principles

The BCCDG Addendum adopts the previous Urban Design Framework concepts of repair and reinvention (p.28), stars and supporting cast (p.32), building line (p.34), street hierarchy (p.36) and tall buildings (p.38).

The BCCDG sets out a series of general principles that should guide development in the city centre. These principles remain the core strategies of urban design in Bradford:

-  Create a pleasant walkable city centre with a permeable network of streets, squares and public spaces
-  Create a city centre that bustles with life and where buildings spill their activity onto the streets
-  Create an attractive public realm made up of well proportioned streets and public spaces
-  Respect the height and massing of historic parts of Bradford while creating opportunities for landmarks and a dramatic townscape elsewhere
-  Promote the highest quality of contemporary design in a way that respects the historic townscape of the city
-  Create a strong hierarchy of streets each with a distinctive character
-  Create a lively diverse city centre with a critical mass of residents and activities

**FIGURE 1.0: CITY CENTRE NEIGHBOURHOODS**





# City Centre Neighbourhoods

## 2.3 Introduction

The Design Guide, 2006, set out the spatial strategies to deliver Alsop Architect's ambitious masterplan for Bradford city centre. It included the creation of four distinct neighbourhoods; The Bowl, The Channel, The Market and The Valley. These neighbourhoods remain and have recently been more clearly defined in terms of their geographical boundaries in the Bradford City Centre Area Action Plan (BCCAAP). In addition, since the publication of the BCCDG the city centre zone has been extended to include the area south of Croft Street and the College and University Campus to the west of Thornton Road. In summary, the neighbourhoods are now named:



University and College Campus  
(The Learning Quarter)



Goitside (The Valley)



Shopping Area (The Market)



Central Business & Leisure District (The Bowl)

## 2.4 Neighbourhood Guidance

The guidance set out in the BCCDG for the 2x2 Neighbourhoods will now be replaced with the Neighbourhood Guidance set out in the following pages. The guidance remains true to the overall principle of

**“promoting the development of distinctive neighbourhoods”**

and is informed and supported by BCCDG's urban design strategies for repair and reinvention (p.28), stars and supporting cast (p.32), building line (p.34), street hierarchy (p.36) and tall buildings (p.38). Principles of design set out in the Urban Design Code on the enclosure of space (p.46), massing and tall buildings (p.48), design quality (p.50), street character (p.52) and critical mass (p.54) remain. Additional and updated guidance on the street network and animating the public realm are provided in the Public Realm Strategy of this Addendum.



Little Germany & Broadway (The Channel)



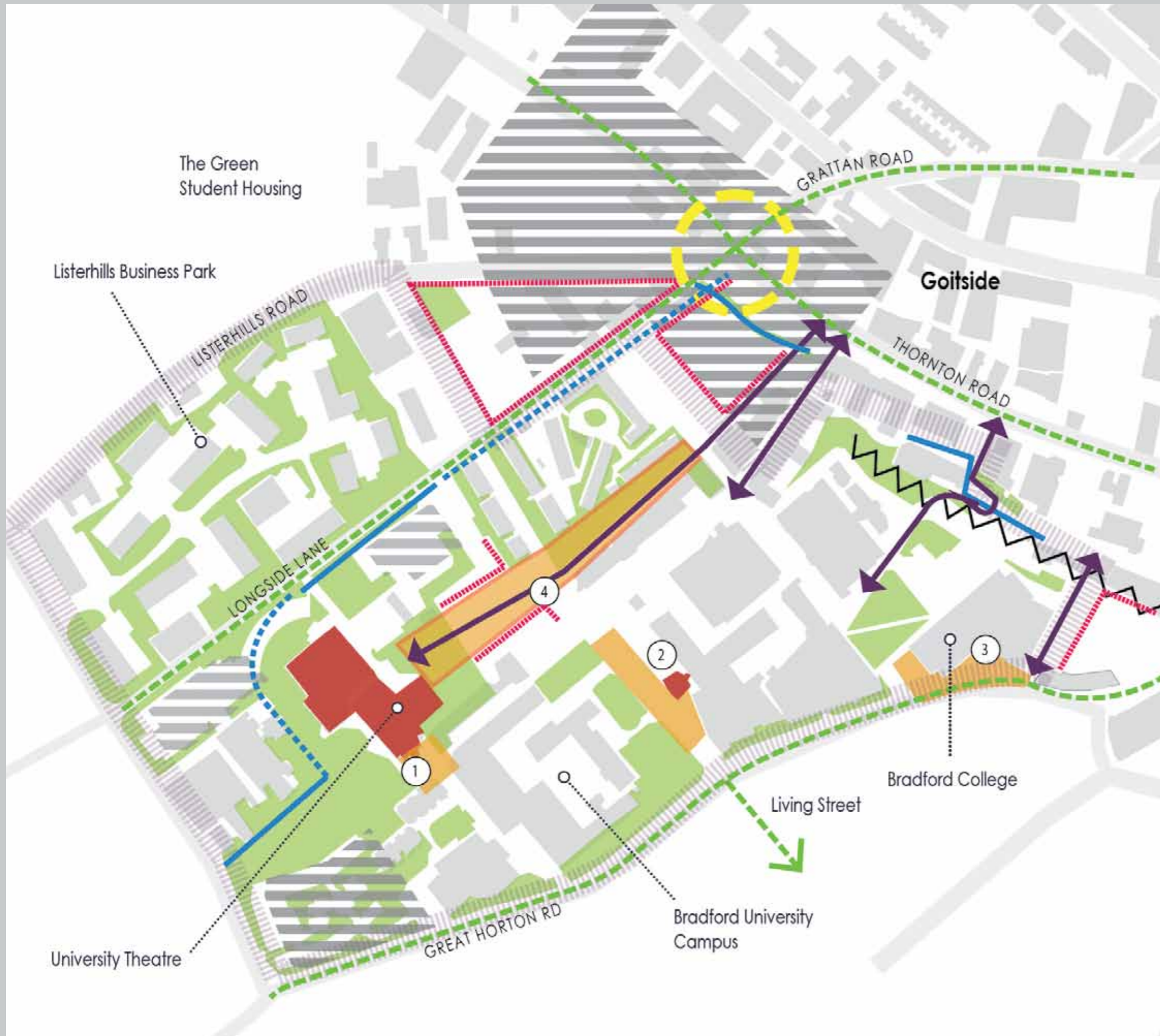
Southern Gateway

## 2.5 Neighbourhood Evolution

A thorough review of the city centre neighbourhoods in light of recent development and emerging strategies for the city has been undertaken. Unlike the previous BCCDG, each neighbourhood has been analysed to identify key issues and a series of principles have been developed that will help deliver the overall ambition for the area. These ambitions are informed by the developing Bradford City Plan themes which include:

- Bradford city centre as a place for dynamic business and entrepreneurship
- Bradford city centre as a major transport hub
- Bradford city centre as a destination and experience
- Bradford city centre as a centre of excellence for learning
- Bradford city centre as an exemplar of 21st century urban living

**FIGURE 2.0: UNIVERSITY & COLLEGE CAMPUS URBAN DESIGN FRAMEWORK**



*Character & Built Form*

- KEY ATTRACTOR
- ▨ KEY DEVELOPMENT SITE
- ▭ IMPROVED STREET FRONTAGE
- CITY GATEWAY

*Connectivity*

- STRATEGIC WALKING/CYCLING LINKS
- ← IMPROVE PEDESTRIAN ROUTES
- ⚡ LEVEL CHANGE

*Public Realm & Open Space*

- EXISTING PUBLIC OPEN SPACE
- ▨ PROPOSED PUBLIC OPEN SPACE
- EXISTING GREEN INFRASTRUCTURE
- EXISTING BLUE INFRASTRUCTURE

- KEY PUBLIC OPEN SPACE**
- ① BRADFORD UNIVERSITY THEATRE
  - ② BRADFORD UNIVERSITY STUDENTS UNION
  - ③ BRADFORD COLLEGE PUBLIC REALM
  - ④ UNIVERSITY LINK

# 1 University and College Campus

Figure 2:0

The expanding University and College Campus will radically alter the face of Thornton Road bringing vitality and interest to the street and renewed connections between the city's learning quarter and Goitside. Exemplary architecture and green technology will preserve and enhance the unique green character of the campus with streets made for people, cyclists and water management. Bringing the campus and the city centre closer together will bring new uses to vacant buildings and facilitate the extension of the city's leisure and cultural offer improving links to the University Theatre and creating new evening destinations.

## Key issues

### Character & Built Form

- Expanding university and college campus looking for space to grow
- Innovative contemporary architecture and green technology provide a distinctive building and street character palette
- Vacant sites along Longside Lane and Thornton Road detract from recent high quality development

### Connectivity

- Relatively isolated from the city centre – a self contained campus with limited links to the wider area
- Poor visual and physical links between the Learning Quarter and Thornton Road
- Existing green transport hub with on street bike hire and on campus cycling facilities that is unique to Bradford lacks integration with the wider cycle network
- Poor connections between the University Theatre and the city's cultural heart focused around the City Park, Alhambra and the New Media Museum (NMM)

### Public Realm & Open Space

- Collegiate character with pedestrian focused routes between interconnected greenspaces. A unique character that breaks down on the campus's north eastern edge

## Key principles

### Character & Built Form

- Build upon the existing green street ethos to provide Sustainable Urban Drainage (SUDs) solutions and attractive street environments
- Opportunity for further student residences and post education business start up units within the Goitside area
- Opportunity to extend the West End evening leisure destination along Thornton Road to complement the expanding university and college campus offer
- Expansion of the campus to create a new frontage to Thornton Road and a western gateway to the city at the Thornton Road/Grattan Road junction

### Connectivity

- Improve cycling along Longside Lane and Great Horton Road to complement the campus wide sustainable transport ethos and make connections to wider green assets



University Greenspace

- Work with existing street improvements to create pedestrian/cyclist focused streets along Richmond Road and Longside Lane and better linkages between the Film New Media Cluster and existing communities
- Improve north-south walking links to Thornton Road and Goitside using innovative approaches to resolve level changes along the cliff edge
- Encourage public use of the University Theatre by improving links to it from Great Horton Road and Longside Lane

### Public Realm & Open Space

- Conserve the campus's green character and bring this through to Goitside through street tree planting to Thornton Road and green street treatments to Longside Lane



SUDs swales on Longside Lane

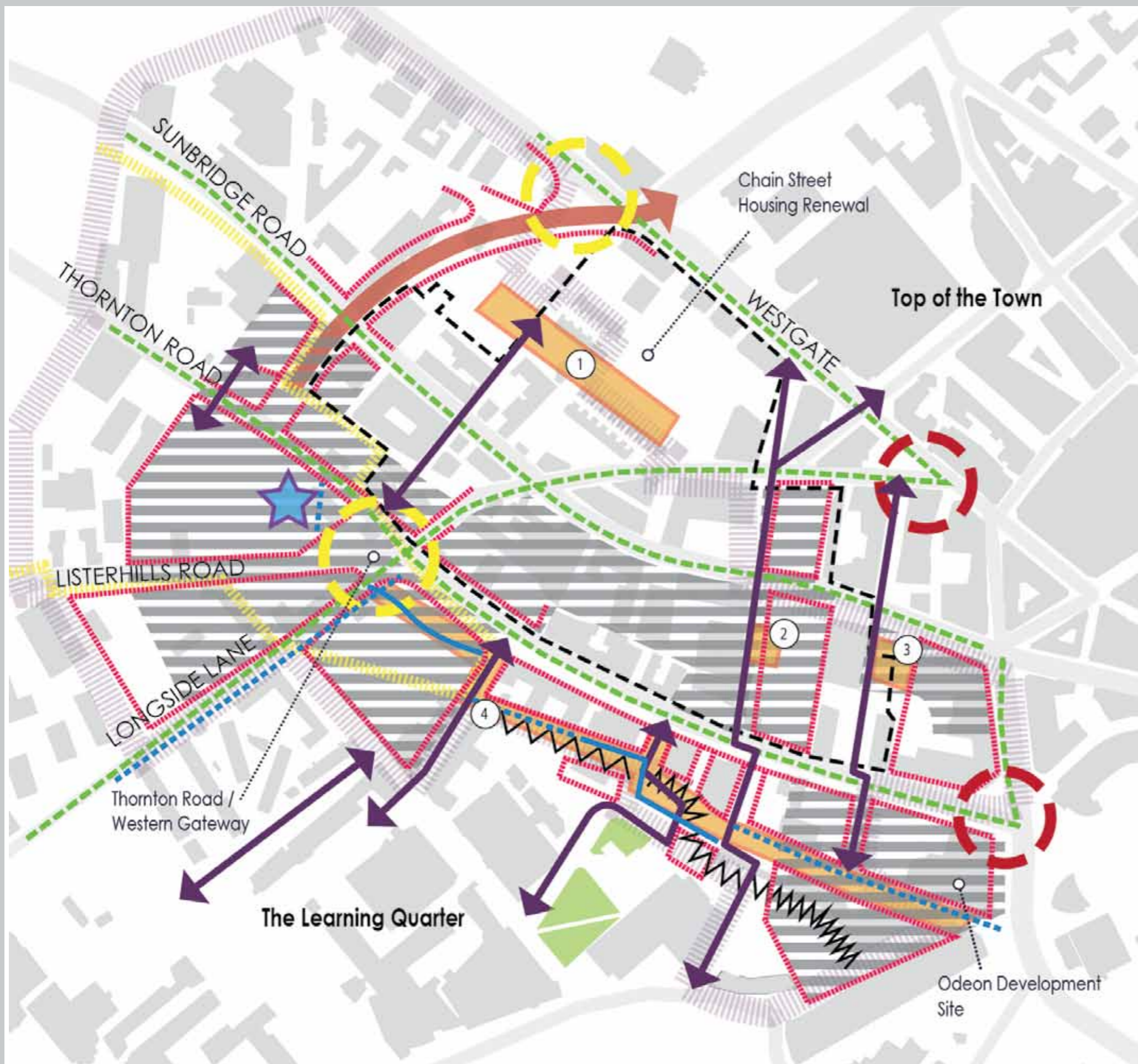


Bradford University



The Green, eco housing

FIGURE 3.0: GOITSIDE URBAN DESIGN FRAMEWORK







*Character & Built Form*

-  FUTURE STAR BUILDING
-  KEY DEVELOPMENT SITE
-  IMPROVED STREET FRONTAGE
-  GATEWAY
-  CITY GATEWAY
-  CONSERVATION AREA
-  TALL BUILDING ZONE





*Connectivity*

-  STRATEGIC WALKING/CYCLING LINKS
-  IMPROVE PEDESTRIAN ROUTES
-  LEVEL CHANGE
-  PROPOSED RING ROAD ALIGNMENT

*Public Realm & Open Space*

-  PROPOSED PUBLIC OPEN SPACE
-  EXISTING GREEN INFRASTRUCTURE
-  EXISTING BLUE INFRASTRUCTURE
-  PROPOSED BLUE INFRASTRUCTURE

**KEY PUBLIC OPEN SPACE**

-  1 CHAIN STREET PARK
-  2 NEW SQUARE
-  3 SUNBRIDGE SQUARE
-  4 BRADFORD BECK LINEAR PARK

# 2 Goitside (The Valley)

Figure 3.0

Goitside will once again become the powerhouse of Bradford's rebirth housing new industry, small business, academic facilities and urban living in innovative new architecture and clever adaptation of historic properties. The principle streets, Thornton Road Sunbridge Road and Westgate will be reconfigured as City Streets and given new life through substantial streetscape improvements, improved building frontages and active groundfloor uses. By revealing the Bradford Beck, a new linear park will be created that will run through Goitside providing a blue green link and connection between Goitside and the University and College Campus and a focus for new development.

### Key issues

#### Character & Built Form

- The principle east-west roads, Thornton Road and Sunbridge Road are traffic dominated, lack people scale and activity and animation at groundfloor
- Vacant land and derelict buildings at the junction of Grattan Road and Thornton Road occupy a significant gateway site
- The area contains varied street characters and uses from urban industrial warehousing to quiet residential streets and greenspaces
- Significant Victorian architecture of notable scale, quality and consistency. Many buildings sit within the Goitside Conservation Area and are of listed status
- Underused buildings, vacant land and large surface level car parks create a neglected appearance
- Historic warehouses require significant investment to ensure their long-term survival and reuse

#### Connectivity

- Poor pedestrian links to the university and college campus and retail heart
- Many walking routes are difficult to navigate due to stepped streets and changes in level

#### Public Realm & Open Space

- Limited access to public realm and open space
- Natural assets such as the Bradford Beck and the Goit are currently hidden below the surface
- The Chain Street pocket park is underused and requires further investment if it is to become a community asset

### Key principles

#### Character & Built Form

- Expand the university and college campus to create a new frontage to Thornton Road, an impressive western gateway and bring new life to Goitside
- Find viable new uses for old buildings as academic space, residential property, student accommodation and incubator business units
- Improve the pedestrian experience of Sunbridge Road through street enhancements and by encouraging active ground floor uses to animate the street
- The proposed Ring Road extension will to help reconnect Goitside back into the city centre. The final alignment should maximise place-making opportunities and development viability of adjacent streets
- The historic use, scale, architecture and materials associated with Goitside should be used to help set the parameters of new development
- Reconfigure Thornton Road, Sunbridge Road and Westgate as Westside City Streets through transformational public realm and corridor improvements to aid connections between the city and it's educational campuses

#### Connectivity

- Improve pedestrian and cycling links from the university and college campus to Thornton Road
- Provide accessible routes that address difficult level changes
- Improve east-west connections from Goitside to the top of the town and the retail heart
- Celebrate and enhance unique north-south pedestrian routes including improvement of stairways and alleys



Sunbridge Road

#### Public Realm & Open Space

- Opportunities to promote public realm led development should be explored. Iconic landscaping on prime opportunity sites will help to create a new western gateway
- The conversion of vacant land to temporary greenspace could act as a catalyst for driving investment in the area
- The unique green character of the Chain Street pocket park should be retained and enhanced
- Connected squares and spaces associated with new development will help to improve pedestrian connections between the city centre, Goitside and the University and College Campus
- Uncovering Bradford Beck to create a linear park will provide a unique setting to development along Thornton Road



Roundhill Place housing renewal



Building reuse in Goitside

FIGURE 4.0: SHOPPING AREA URBAN DESIGN FRAMEWORK



Character & Built Form

- KEY ATTRACTOR
- KEY DEVELOPMENT SITE
- ★ STAR BUILDING
- IMPROVED STREET FRONTAGE
- HERITAGE STREETS
- HERITAGE STREETS EXTENSION ZONE
- GATEWAY
- CITY GATEWAY
- FOOD & DRINK DESTINATIONS

Connectivity

- INTERCHANGE STREET
- STRATEGIC WALKING/CYCLING LINKS
- ← IMPROVE PEDESTRIAN ROUTES
- W CLIFF

Public Realm & Open Space

- EXISTING PUBLIC OPEN SPACE REFURBISHED
- EXISTING GREEN INFRASTRUCTURE
- PROPOSED PUBLIC OPEN SPACE

KEY PUBLIC OPEN SPACE

- 1 NUTTER PLACE
- 2 RAWSON'S SQUARE
- 3 KIRKGATE SQUARE
- 4 ST BLAISE SQUARE

# 3 Shopping Area (The Market)

Figure 4.0

The central shopping area will provide a varied and distinctive retail experience that is well connected to public transport and neighbouring communities and pedestrian focused. The top of the town will provide unique boutique shopping, specialist retail and local market produce with places to eat and drink late into the evening and a district centre for residential communities. The existing historic streets will be conserved and enhanced providing a vital connection to Goitside with evening uses bringing vibrancy to the area after hours.

## Key issues

### Character & Built Form

- The arrival of Westfield Broadway will draw the focus for retail away from the Kirkgate Centre and the top of the town
- Poor quality shopfronts and insensitive advertising detracts from attractive historic architecture, particularly north of Godwin Street
- Views down enclosed streets to hills beyond are important to sense of place
- The majority of the area falls within the City Centre Conservation Area and contains a rich legacy of Victorian structures. The historic streets south of Kirkgate are a significant heritage asset

### Connectivity

- The cliff separates the city centre from Forster Square Station and the valley bottom. Poor pedestrian links and wayfinding make it difficult to navigate the city centre
- The ring road defines the edge of the city centre and cuts off the retail heart from the neighbouring communities and Goitside
- Heavy traffic on streets outside of the pedestrianized zone isolate this area of the city and confine shoppers to a small core area

### Public Realm & Open Space

- Pedestrianisation of the retail core results in limited activity post-trading hours
- Existing city squares require upgrade and are in many instances dominated by traffic
- Limited opportunities for street greening and city greenspace due to the density of built form and traditional Victorian street pattern

## Key principles

### Character & Built Form

- Provide a distinctive offer at the top of the town that includes a mix of boutique shopping, specialist retail and evening uses set around high quality, people focused streets
- Encourage evening uses along Sunbridge Road, Westgate and within the heritage streets to complement the retail offer
- Develop strategies to bring upper floors into beneficial use including retail, housing and other uses that will bring life and animation after core retail hours
- A constructive conservation approach should be taken which seeks the highest quality contemporary design, embraces the juxtaposition of new and old and makes a strong modern architectural statement rather than a pastiche representation of Victorian glory
- A shopfront improvement scheme and street enhancements focused around James Street, John Street, Darley Street, Westgate, Ivegat and North Parade will encourage shoppers to explore outside of the core retail area
- Sensitive refurbishment of poor building frontages such as the Arndale Kirkgate Centre will revitalise it as a destination

### Connectivity

- Sunbridge Road and Westgate to be reconfigured as Westside City Streets reconnecting the retail heart to Goitside and improving the streets for people
- Improve pedestrian linkages between the top of the town, retail core and Westfield Broadway through comprehensive upgrading of market streets to high quality pedestrian environments
- Bridge Street, Market Street, Cheapside and Hall Ings to be reconfigured as 'Interchange Streets' – streets for interchange, animation and where pedestrians have priority. Interchange Streets to connect Bradford's two train stations and bring visitors into the heart of the city centre
- Enhance legibility at the top of North Parade to make better



Tyrell Street, Heritage Streets Project

- linkages to Lister Park and the Manningham community
- Additional bus stops at the top of the town to encourage more visitors and the opportunity to walk down hill to the centre
- Implement Traffic Regulation Orders that allow cyclists controlled access through the pedestrianised heart

### Public Realm & Open Space

- Refurbish Nutter Place and Rawson's Square to provide a focus for activity at the top of the town
- Improve the setting of significant architectural assets with a focus on preserving and enhancing heritage streets
- Create an improved public realm to Forster Square Station to enhance legibility. New evening uses to populate the arches and bring animation to St Blaise Square in the evening
- Upgrade Kirkgate to revitalise the pedestrianised precinct and make strong links to Westfield Broadway

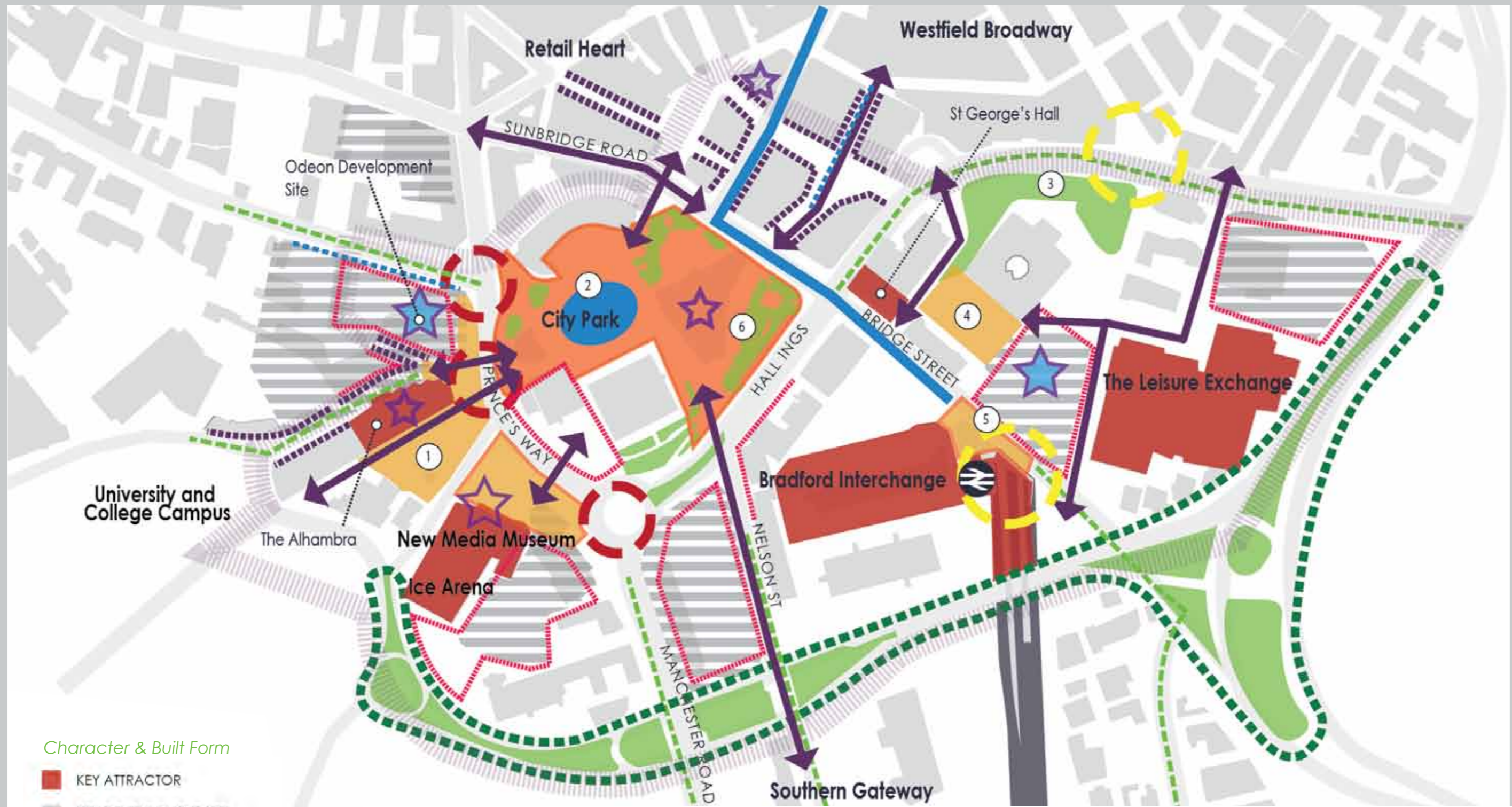


Quality contemporary intervention



North Parade shopfronts

FIGURE 5.0: CENTRAL BUSINESS & LEISURE DISTRICT URBAN DESIGN FRAMEWORK



*Character & Built Form*

- KEY ATTRACTOR
- KEY DEVELOPMENT SITE
- ★ STAR BUILDING
- ★ FUTURE STAR BUILDING
- ▭ IMPROVED STREET FRONTAGE
- GATEWAY
- CITY GATEWAY
- FOOD & DRINK DESTINATIONS

*Connectivity*

- INTERCHANGE STREET
- - - STRATEGIC WALKING/CYCLING LINKS
- ← IMPROVE PEDESTRIAN ROUTES

*Public Realm & Open Space*

- EXISTING PUBLIC OPEN SPACE REFURBISHED
- EXISTING GREEN INFRASTRUCTURE
- PROPOSED PUBLIC OPEN SPACE
- - - PROPOSED BLUE INFRASTRUCTURE
- HABITAT HIGHWAY

- ① THE WEST END / MEMORIAL SQUARE
- ② CITY PARK & MIRROR POOL
- ③ LEEDS ROAD GREENSPACE
- ④ EXCHANGE SQUARE
- ⑤ STATION GATEWAY
- ⑥ NORFOLK GARDENS



# 4 Central Business & Leisure District (The Bowl)

The Central Business and Leisure District will become a focus for Bradfordian life with the City Park at its' heart. Streets and spaces will work hard to get people exploring the city centre with complementary landuses that encourage visitors to stay from dawn until dusk. The central business forest will provide the highest quality office space well connected to the wider region and the city centre. Visitors to Bradford will know that they have arrived by the scale, quality and nature of public open space that will create a gateway for people arriving by car, public transport and on foot.

## Key issues

### Character & Built Form

- Largest concentration of evening, leisure and tourism uses in the city centre
- Key gateways lack definition. Prime development sites offer potential to create an impressive first impression for visitors to the city
- The Odeon site is a key detractor from the high quality built form and landscape

### Connectivity

- Poor legibility for people arriving by public transport at the Bradford Interchange. Visitors find it difficult to find their way to key attractions and Forster Square Station
- Bridge Street and Sunbridge Road separate City Park from the retail heart
- Poor quality pedestrian routes to Westfield Broadway, the Learning Quarter and Southern Gateway
- Prince's Way has been transformed however other vehicular routes into the city centre lack a sense of journey and arrival
- Hall Ings forms a major barrier to movement in the city centre
- Poor cycle connections and cycle facilities through the city heart

### Public Realm & Open Space

- City Park has successfully created a new focus. Surrounding spaces and linkages now need to be improved
- The public realm to key leisure/culture attractions fails to enhance historic and landmark architecture or support the evening uses within
- Building frontages and public realm south of Hall Ings and linkages to the National Media Museum are poor
- Existing greenspaces are in limited supply. Those that do exist do not maximise their potential amenity and green infrastructure value

## Key principles

### Character & Built Form

- Encourage leisure and evening uses and promote street activity along Interchange Streets and key routes to create an attractive post shopping/work destination
- Highest quality architecture and public realm as standard
- Seek opportunities to create new landmark buildings and landscapes that capture the imagination and become synonymous with Bradford

### Connectivity

- Bridge Street, Market Street, Cheapside and Hall Ings to be reconfigured as 'Interchange Streets' – streets for interchange, animation and where pedestrians have priority. Interchange Streets to connect Bradford's two train stations and bring visitors into the heart of the city centre
- Strengthen connections to the Learning Quarter, retail heart, and Westfield Broadway through street improvements



City Park

- Downgrade Hall Ings to a new pedestrian focused street that to unlock the Southern Gateway development sites
- Improve cross city cycle links and provide cycle facilities at Bradford's public interchanges and in key public spaces. Leeds Road to be improved as part of the Cycle Superhighway connecting Bradford to Leeds city centre

### Public Realm & Open Space

- New public open space to drive redevelopment of key priority business sites – the West End, Station Gateway and Southern Gateway
- Diversification of the city ring road landscape to improve biodiversity, provide wildlife corridors and a green entrance to the city
- Enhance the valuable Leeds Road greenspace to maximise its' usage and biodiversity/amenity value
- Create an exemplary public space to Bradford Interchange



Prince's Way refurbishment

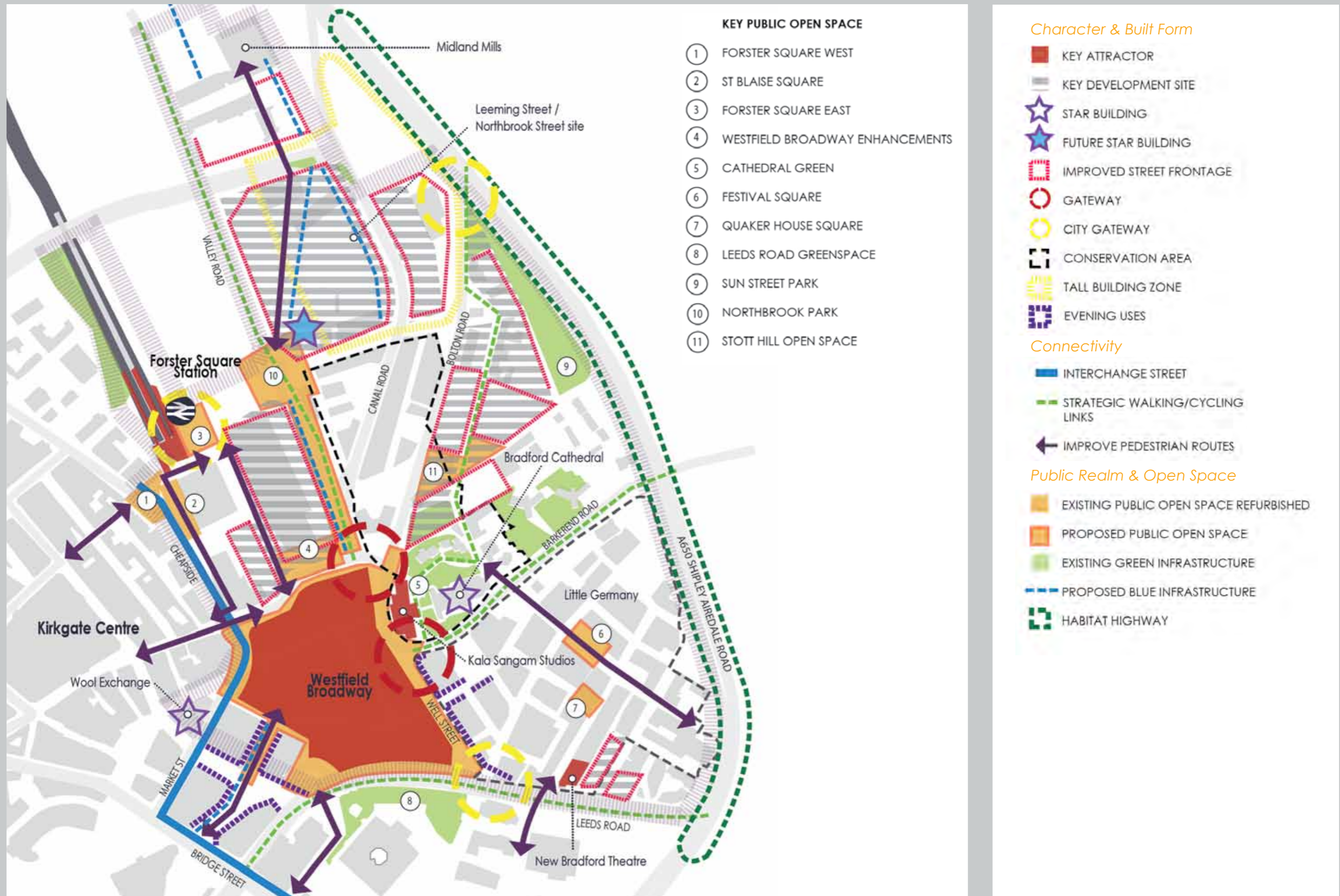


Bradford Interchange forecourt



Bridge Street

**FIGURE 6.0: LITTLE GERMANY & BROADWAY URBAN DESIGN FRAMEWORK**



# 5 Little Germany & Broadway (The Channel)

The arrival of Westfield Broadway provides a catalyst for transformation. The new shopping centre will help drive delivery of new urban living, reconnect existing neighbourhoods with the city centre, strengthen north-south cross city links, animate surrounding streets and encourage exploration of Bradford's forgotten gems. A holistic approach to the historic Cathedral Quarter and Little Germany will reinvigorate these assets bringing new life to the buildings, streets and spaces. New development brings opportunities to create new blue/green routes in the city centre.

## Key issues

### Character & Built Form

- Little Germany's unusual uniformity of colour, period, style and function create a distinctive character
- The Cathedral Quarter is a unique and distinctive place that lays hidden and relatively undiscovered
- Local topography provides attractive views to the city from higher ground at the Cathedral and Little Germany and funnelled views down canyon-like streets
- Westfield Broadway offers opportunities to promote new landuses, stimulate development of key business sites and improve connections from the east into the city centre
- Vacant plots and low grade land uses detract from the quality of historic buildings such as Midland Mills and the sense of gateway to the city centre
- Many buildings covered by Conservation Area and listed building status are unoccupied putting their long-term survival at risk

### Connectivity

- Poor legibility for people arriving by train at Forster Square Station. Existing walking routes to the city centre, Bradford Interchange and new Westfield Broadway centre are convoluted and lack clear definition
- Connections to the Cathedral Quarter and Little Germany need strengthening to encourage exploration
- Poor cycle connections and cycle facilities throughout the city heart

### Public Realm & Open Space

- Streets and spaces in Little Germany are underused and lack animation at street level
- Poor street environments between Westfield Broadway, City Park and the retail heart along Broadway, Market Street and Cheapside detract from an otherwise high quality city centre core

## Key principles

### Character & Built Form

- Build upon local distinctive to enhance the unique urban character of the Cathedral Quarter and Little Germany
- Strengthen transitions between areas to improve legibility for people visiting the city centre
- The Saint Blaise arches present opportunities to convert existing recesses into boutique retail/leisure uses to reanimate the route to Forster Square station
- Encourage evening land uses on the edge of Westfield Broadway and within Little Germany to complement adjacent uses and create a new vibrant evening destination
- Create attractive, distinctive new residential neighbourhoods that combine high quality new build and historic building conversion
- Retain, restore and reuse historic buildings to ensure long-term preservation of Bradford's heritage assets
- Retain the distinctive street grid pattern within Little Germany and preserve views from higher ground
- Build upon the theme of water in new development to make reference to Bradford's historic canals and rich mill heritage

### Connectivity

- New development on the former Royal Mail sorting office site to provide strong connections between the city's two rail stations, the retail heart and residential neighbourhoods
- Make wider connections to the surrounding countryside, parks and national cycle routes along Valley Road and to the Sustrans Dalesway within new development parcels
- Improve cross city cycle connections and provide cycle facilities at Bradford's public interchanges and in key public spaces. Barkerend Road to be improved as part of the Cycle Superhighway connecting Bradford to Leeds city centre



Westfield Broadway under construction

- Bridge Street, Market Street, Cheapside and Hall Ings to be reconfigured as 'Interchange Streets' – streets for interchange, animation and where pedestrians have priority. Interchange Streets to connect Bradford's two train stations and bring visitors into the heart of the city centre

### Public Realm & Open Space

- Encourage discovery of the Cathedral Quarter and Little Germany through the creation of an improved public realm, signage and interpretation
- Refurbish Peckover Street, Festival Square and Quaker House Square to create a focus for activity in Little Germany
- Seek opportunities to convert vacant land to temporary greenspace to act as a catalyst for driving investment on the Leeming Street/Northbrook Street site
- Use opportunities within new development parcels to create blue-green links connecting Midland Mills to Forster Square station
- Upgrade Sun Street Park as a new community greenspace

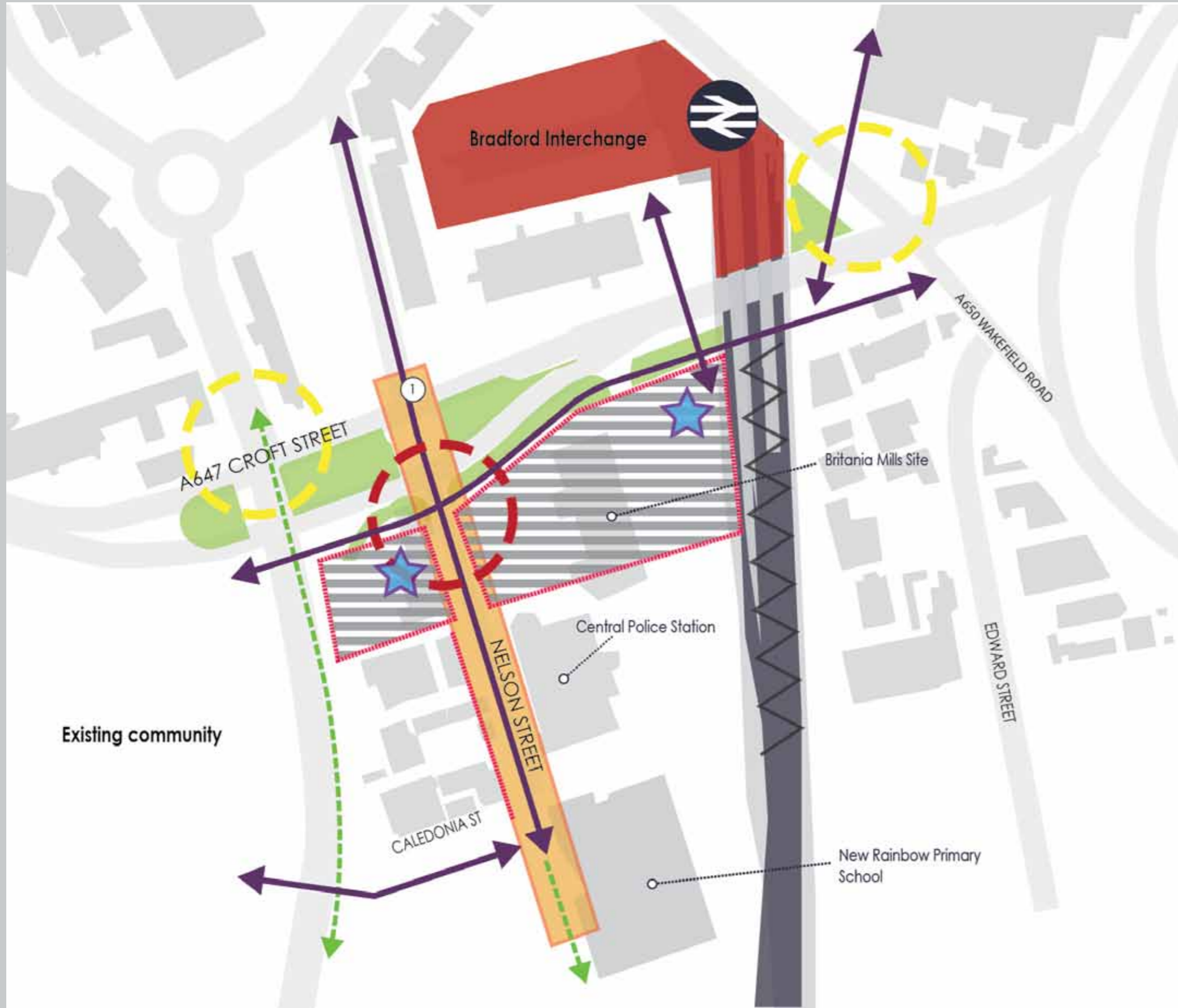


The Cathedral Quarter



Little Germany vista

FIGURE 7.0: SOUTHERN GATEWAY URBAN DESIGN FRAMEWORK



*Character & Built Form*

- FUTURE STAR BUILDING
- KEY DEVELOPMENT SITE
- KEY ATTRACTOR
- IMPROVED STREET FRONTAGE
- GATEWAY
- CITY GATEWAY

*Connectivity*

- STRATEGIC WALKING/CYCLING LINKS
- IMPROVE PEDESTRIAN ROUTES
- LEVEL CHANGE

*Public Realm & Open Space*

- PROPOSED PUBLIC OPEN SPACE
- EXISTING GREEN INFRASTRUCTURE
- KEY PUBLIC OPEN SPACE**
- NELSON STREET

# 6 Southern Gateway

The southern gateway will be transformed into a new urban neighbourhood. West of the rail line will become a place for city living and landmark buildings housing key community facilities. The neighbourhood's location adjacent to the city centre, existing communities and public transport will make this a well connected place with reduced demand for cars freeing up the streets for community life. Street activity and community facilities will be focused along a reconfigured Newton Street providing improved connections to the city centre. A new frontage to Croft Street will create an improved pedestrian environment and gateway to the neighbourhood creating an attractive welcome to the city centre. To the east, the existing light industrial estate will be retained.

## Key issues

### Character & Built Form

- Vacant sites, underutilised and unoccupied buildings and surface level car parks dominate the western edge of the area
- The cliff and rail line at its base sever the site creating two distinct and separate areas
- Light industrial uses dominate east of the rail line
- Mixed uses are typical of the western extent

### Connectivity

- Close proximity to the city centre and Bradford Interchange make this prime developable land
- The city ring road creates separation and makes the area feel excluded from the city centre and surrounding neighbourhoods. Pedestrian links across Croft Street and Manchester Road are limited
- Important strategic cycling link National Cycle Network 66 (NCN66) runs along Nelson Street
- Linking new residential development to existing adjacent neighbourhoods is key to creating a sustainable community

### Public Realm & Open Space

- Croft Street feels uncomfortable for people due to the scale of transport infrastructure and lack of human scale development or active street frontage
- Green infrastructure associated with the ring road is an important asset but currently lacks biodiversity value
- The area has no publicly accessible greenspace or amenity space and streets feel unwelcoming for people

## Key principles

### Character & Built Form

- Potential location for new community facilities, mixed uses and residential led development
- New development to define the edges of the site, create enclosure to the streets and be of a scale, mass and quality sensitive to its' location
- New buildings to Croft Street to be of a scale and character that can enclose the street
- Tall distinctive buildings and landmark features will help to define arrival to the city along the rail line and A647 Croft Road
- Light industrial landuse focused east of the rail line
- Residential landuses to front Croft Street
- Potential site for a new City Centre leisure centre



A647 Croft Street Environment



Britannia Mills Development Site

### Connectivity

- Improve pedestrian and cyclist connections across Croft Street via improved crossing facilities to enhance connectivity between the city core and the southern gateway
- Croft Street to encourage pedestrian activity at street level
- Streetscape improvements to Nelson Street to improve local access to the new Rainbow Primary School

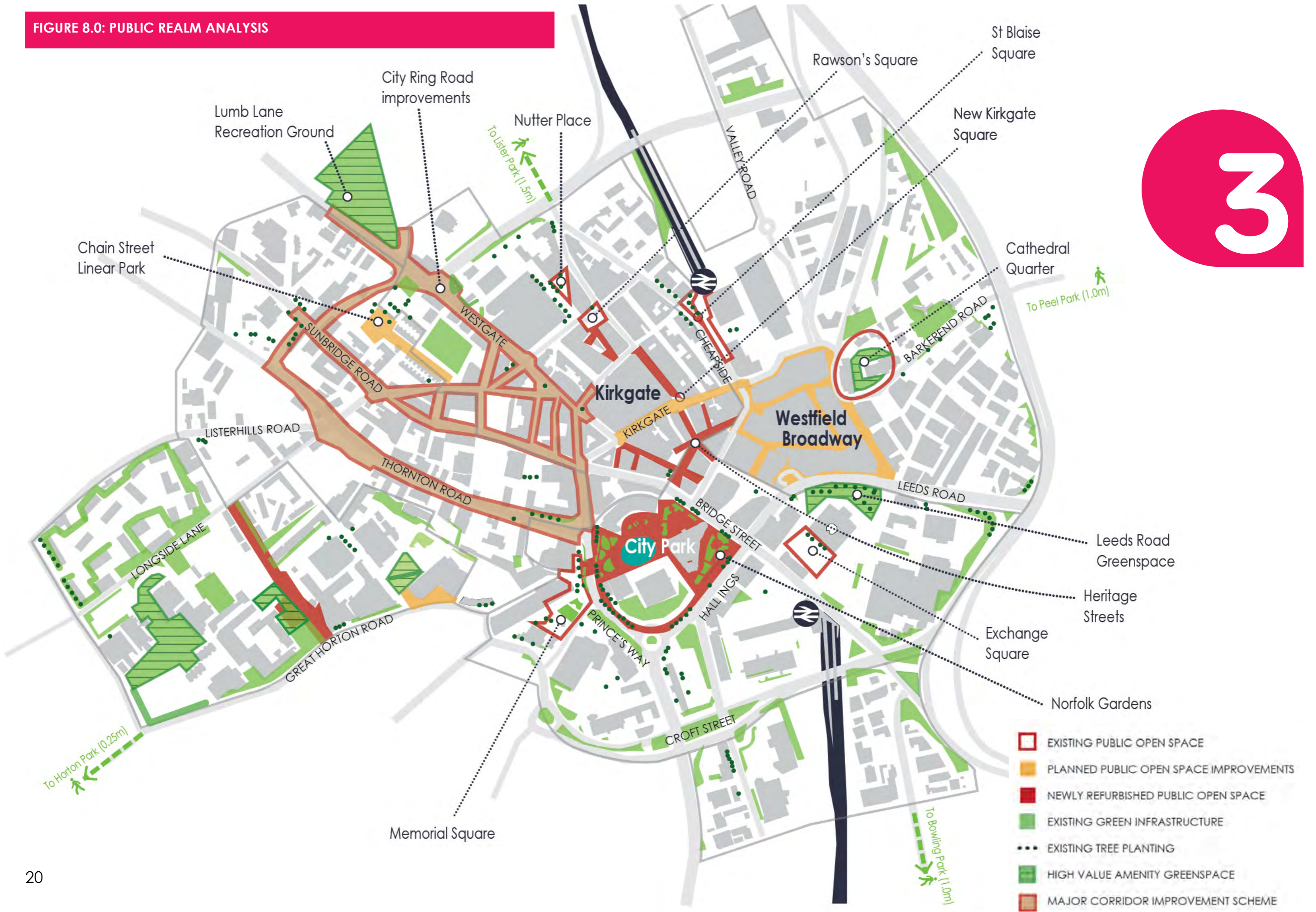
### Public Realm & Open Space

- Streets to be reconfigured to create a pedestrian friendly environment with animation at street level. Nelson Street to become the new spine of the regeneration area designed as a pedestrian and cyclist focused street with well defined edges, a sense of enclosure and human scale
- Diversification of the Croft Street landscape to improve biodiversity, provide wildlife corridors and a green entrance to the city



Light industrial uses on Edward Street

**FIGURE 8.0: PUBLIC REALM ANALYSIS**



# Public Realm Framework

## 3.1 Introduction

### What is Public Realm?

The Public Realm is defined as all publicly accessible space between buildings including roads, streets, lanes, parks, squares and footpaths.

### Public Realm and Open Space in Bradford

The speed of Bradford's development in the 19th century led to a densely packed city centre with all developable space given over to buildings and Bradford's natural assets, its becks and canal built over to accommodate the growing population. As a result Bradford city centre has limited open space and its fine Victorian parks lay outside the city core. For the most part, open space in the city centre is associated with 1960s infrastructure works and social housing and has limited amenity value. Recent public realm investment that include the creation of City Park and the rejuvenation of Bradford's heritage streets has created a new focus for city life and provided much needed open space at the heart of the city. The garden character of the Cathedral Quarter and University and College Campus are unique green assets and a valuable commodity.

### Bradford's Public Realm Challenge

A growing population, flourishing commercial centre and changing climate will place greater demands on the city's physical infrastructure. For a city such as Bradford where open space is in short supply, the city's streets, squares, parks and greenspace have to work even harder. Delivery of high quality, robust, multi-functional open space is the first step, however, maintaining this quality is the real challenge. The value of new open space will only be sustained if spaces can adapt and be maintained going forward.

### Opportunities for Change

The public realm is an important part of Bradford's identity, of how we want to present ourselves to others. It contributes to Bradford's competitiveness, attracting people to live, work or visit and is vital to city life, providing places for social interaction, community gathering and celebration. Growing demand to develop the city centre calls for greater control of public realm investment. New developments will bring opportunities to create new places and rejuvenate existing streets and spaces in the city centre. This Public Realm Framework will set out where, how and what should be delivered to ensure that best value is achieved for the people of Bradford.

### Why does Bradford need a Public Realm Framework?

The City Centre Design Guide, 2006 set out a framework for delivering the earlier Bradford City Centre Regeneration Masterplan through a series of achievable projects that remained true to the original vision. Since this document, Bradford's public realm has changed beyond recognition with the implementation of City Park and Bradford Mirror Pool and complementary street enhancements via the Heritage Streets initiative. These projects have transformed the face of the city centre bringing new people to Bradford and new life to the people who live, work and visit.

This Public Realm Framework aims to build upon what has been achieved thus far and future transformative change to provide a set of coherent principles and a spatial strategy that will guide the future of the city centre.



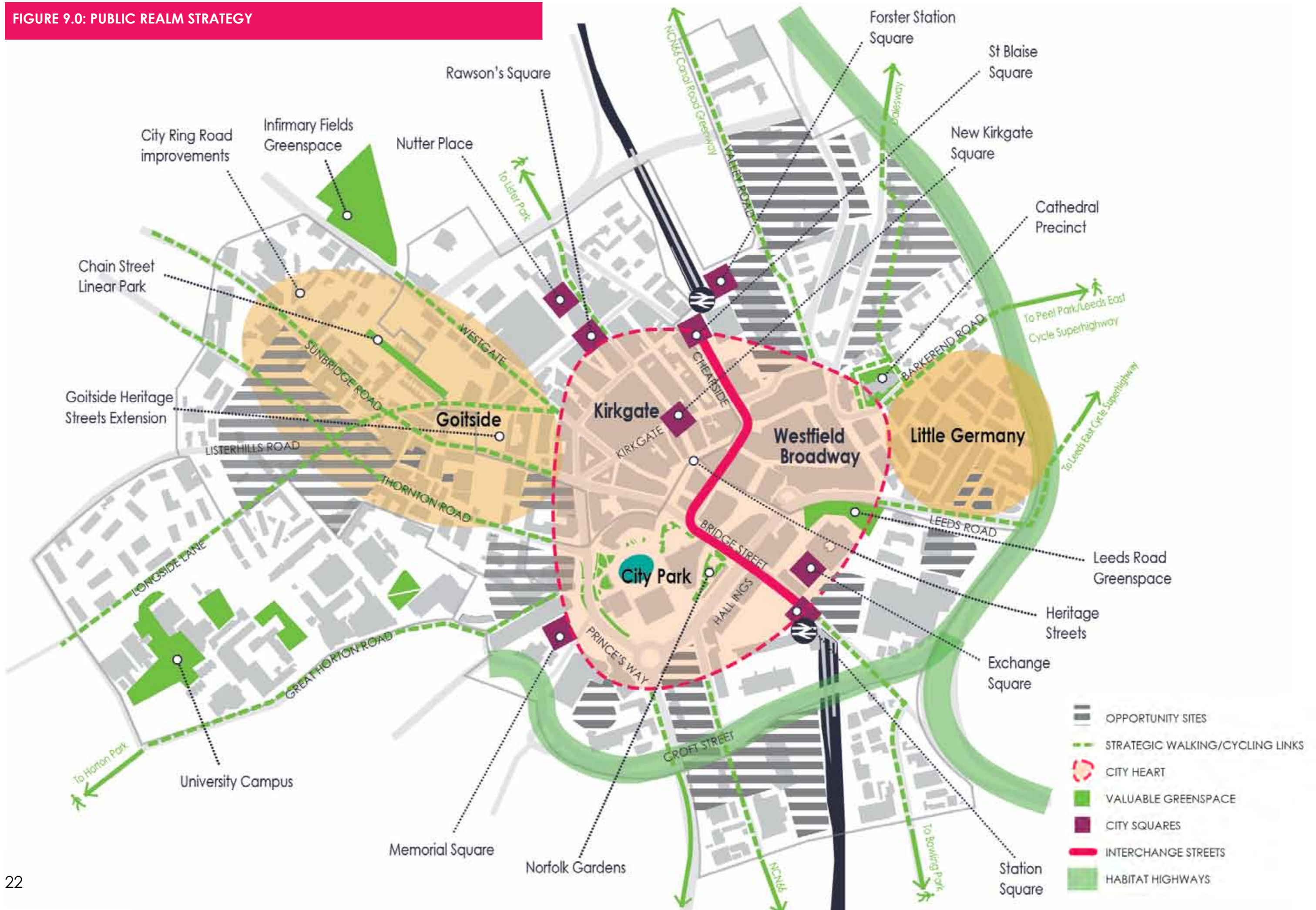
### How do I use this document?

The Public Realm Framework sets out a vision and strategy. The 7 key components of the public realm framework are:

- 1 Public Realm // Strategy**
- 2 Public Realm // Quality**
- 3 Public Realm // Identity**
- 4 Public Realm // Green Infrastructure**
- 5 Public Realm // Animation**
- 6 Public Realm // Connections**
- 7 Public Realm // Projects**



**FIGURE 9.0: PUBLIC REALM STRATEGY**





# 1 Public Realm // Strategy

The Public Realm Strategy opposite sets out the framework for delivering a network of high quality public realm and open space in the city centre that is functional, well connected and focused so as to maximise economic, social and environmental value. The strategy is underpinned by 9 core principles:

## 1. Opportunity Sites



Large development parcels around the city core provide opportunities to convert vacant land to temporary open space and pocket parks to act as a catalyst for driving investment in regeneration areas and provide meanwhile green infrastructure assets. New development should seek to deliver well connected high quality public realm

## 2. Strategic Walking/Cycling Links



Strategic links designed to encourage walking and cycling will connect the city core to the wider city centre and beyond to Bradford's Victorian parks, countryside and outlying communities. Routes should be populated by 'events' - squares, stopping places and attractions that encourage visitors to explore and engage with Bradford's unique offer

## 3. City Heart



Create a pedestrian and cycle friendly centre that is inclusive, welcoming and easy to navigate. Expand quality streets and spaces in the heart of the city to drive forward Bradford's renaissance including:

- delivery of Westfield Broadway public realm to unlock the Leeming Street/Northbrook Street development site
- extend the City Park environment across Prince's Way / Hall Ings to rejuvenate the West End and drive transformational change at the southern gateway
- deliver Kirkgate public realm improvements

## 4. Valuable Greenspace



Preserve and expand Bradford's valuable greenspaces encouraging multi-functionality to make open spaces work hard to meet the needs of people and the environment. Improve legibility to Bradford's unique green assets, the Cathedral Quarter, City Park and University and College Campus

## 5. Habitat Highways



Enhance Bradford's ring road greenways to create distinctive green gateways to the city and improved wildlife corridors and green infrastructure assets

## 6. City Squares



A programme of refurbishment and creation that will deliver a network of high quality public squares along strategic routes including:

- New gateway plazas at Forster Square Station and Bradford Interchange and the reanimation of St Blaise Square
- Refurbishment of Exchange Square and links to the Leeds Road Greenspace
- Refurbishment of Memorial Square and creation of an iconic frontage to the Alhambra, Odeon and New Media Museum
- Delivery of planned New Kirkgate Square and refurbished Kirkgate to facilitate movement between Westfield Broadway and the Kirkgate Centre
- Refurbishment of Nutter Place and Rawson's Square to create a distinctive 'Top of the Town' city destination

## 7. Interchange Streets



Connect the city's train stations and public transport along Interchange Streets; Bridge Street, Market Street, Cheapside and Hall Ings. Creation of a world class streetscape and exceptional public realm that will give pedestrians and cyclists priority, facilitate interchange and maximise opportunities for street-side dining and outdoor leisure pursuits

## 8. Reconnect City Neighbourhoods



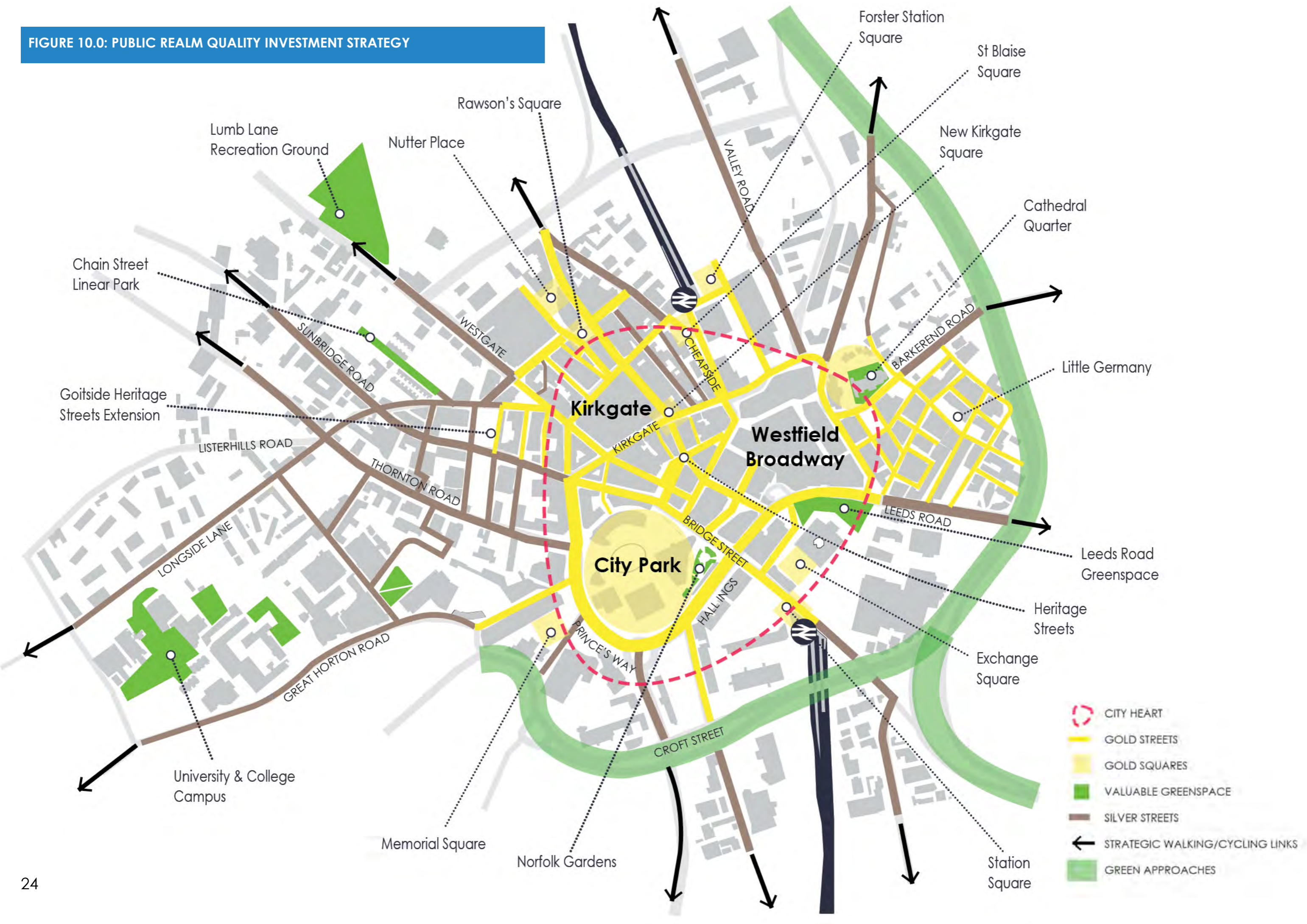
Reconnect city neighbourhoods back into the heart of Bradford by creating streets and spaces designed for people that encourage exploration of the wider city centre

## 9. Rediscover Little Germany and Goitside



Enhance Little Germany and Goitside's unique neighbourhood characters and create a network of linked squares and courtyards and memorable places. Encourage active groundfloor uses and animation at street level making better links to the city heart

**FIGURE 10.0: PUBLIC REALM QUALITY INVESTMENT STRATEGY**



## 2 Public Realm // Quality

### Quality Matters

The quality of the public realm, both in terms of design and materials matters. Well designed, high quality streets and spaces create vibrant and distinctive city centres that people wish to spend time in and return to. Whilst good design should always be a priority, a strategy for public realm investment and maintenance will assist investors to spend wisely to maximise returns.

### Investing, Managing & Maintaining Quality

The quality and state of street surfaces and furnishings influence the way we perceive areas of Bradford city centre. Having the highest quality materials and street furnishings throughout the city centre is not realistic, the costs to implement and then manage and maintain these spaces would be prohibitive. A strategy for where to invest and how to direct maintenance and management efforts is set out opposite which provides the basis for prioritising human and financial resources. The strategy sets out a three level categorisation of the city's streets and spaces assigning them gold, silver or bronze status based on their degree of visibility, function and intensity of use and contribution to defining and upholding Bradford's image.

### The Bronze Standard

It is essential that the public realm is maintained and that issues such as poor reinstatement of surfaces by utilities, absence of a comprehensive cleaning regime and unsightly waste left for long periods on the city's streets do not reduce the quality of the environment and people's experience of Bradford. The Bronze Standard applies to all streets and spaces and is the minimum level of management and maintenance required within the city centre.

The following set of simple principles should be observed for all of the city centre's streets and spaces:

- A co-ordinated programme for management and maintenance between the various public agencies is essential to achieve and sustain public realm improvements and quality control. Regular inspection, maintenance, replacement and cleaning regimes as standard
- The choice of materials at design stage should demonstrate durability and give due thought to material availability for future repair and replacement works
- Whole life costing of any public realm scheme should be considered before any investment decision is made. This will ensure maintenance requirements are factored in at the outset to ensure long term value for money
- Reinstatement following utilities works should be in accordance with prescribed material to a prescribed standard with operators that meet necessary streetworks capability requirements
- Ensure a stockpile of paving materials to enable quick repair
- Streets will be maintained to a good standard of cleanliness and enforcement used to encourage users to respect the environment, i.e. on issues such as litter, graffiti, fly tipping, illegal advertising and anti-social behaviour

### Silver Streets

Silver streets extend beyond the City Heart along strategic walking/cycling routes making connections and aiding legibility to important green assets outside of the city centre, key development areas and the University and College Campus.

The quality of materials on these streets should enhance the standard street palette with focused application of street furnishings and features around key pedestrian routes, gateways and open spaces. Within the Goitside Conservation Area, areas where the historic street palette still remain should be conserved and enhanced, New developments will need to demonstrate focused investment at key locations.

The expected standard of cleanliness in these areas will be above the bronze standard with effort particularly focused along key pedestrian routes and within pocket parks and squares.



### Gold Streets, Squares & Open Spaces

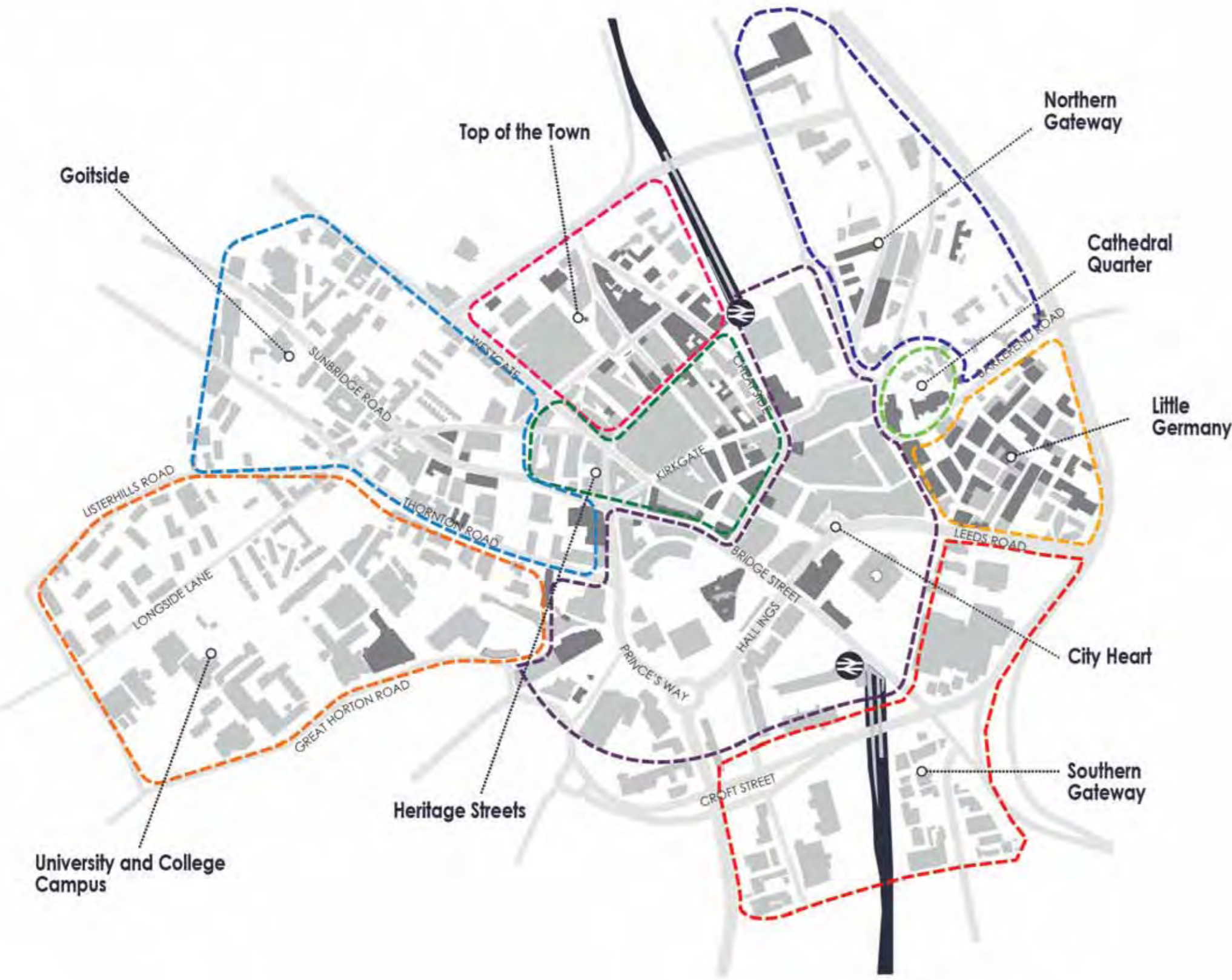
The Strategy focuses the highest quality public realm within the 'City Heart', the streets and spaces between City Park, Westfield Broadway and Kirkgate. Gold routes will connect people to the city's rail stations, public transport and top of the town and enhance significant historic architecture along the city's prime Heritage Streets. Greenspaces achieve gold status due to their limited and therefore highly valuable nature.

The quality of design within the gold zone should be world class with high quality materials, craftsmanship and design applied to all public realm elements. These landscapes are image defining and will raise Bradford's profile and therefore attract developers, businesses and visitors driving the city's renaissance.

Gold streets and spaces will require greater management and maintenance to ensure they continue to add value to the image and perception of the city. Additional requirements include:

- a City Centre Manager to work alongside businesses and the general public to encourage economic success and monitor cleansing operations to ensure continued attractiveness of the city centre environment
- a team of City Centre Ambassadors will provide a presence on the street managing activity in the city centre, welcoming visitors, helping with navigation and raising public awareness about issues such as litter and public events
- public art, relaxed licensing and a co-ordinated programme of events to animate the streets and spaces
- enhanced lighting and CCTV to prolong hours of use, increase the perception of safety and reduce vandalism, crime and anti-social behaviour
- the expected standard of cleanliness in the gold zone will be exceptional. Time banded collections for bagged waste that restrict businesses and residents from setting out loose or bagged waste/recycling on the highway during the working day should be implemented
- dedicated nurserymen may be required to maintain valuable greenspaces and green approaches to ensure diversity of landscapes and habitats and a manicured appearance.

**FIGURE 11.0: BRADFORD CITY CHARACTER AREAS**



# 3 Public Realm // Identity

## Celebrating Bradford

Recognising and celebrating what is uniquely Bradford will help to create a more legible and ultimately more attractive place to live, work and visit. An assessment of Bradford today reveals there are 9 distinct character areas:

- City Heart
- Heritage Streets
- Cathedral Quarter
- Little Germany
- Goitside
- Top of the Town
- University and College Campus
- Northern Gateway
- Southern Gateway

## Special Attributes

Special attributes are those elements of the public realm or built form that make a place feel distinctive, they are what create a place's unique DNA. Creating a city centre that has distinct character areas makes a place stimulating, somewhere you wish to explore, discover and linger. This section summarises the special attributes of each character area. Public realm projects set out in section 7 should seek to conserve and enhance each area's special attributes to improve appearance, functionality and amenity and ultimately improve legibility for people visiting the city centre.

■ LISTED BUILDING STATUS



Mirror Pool, City Park

## City Heart

### Special Attributes

- High quality public realm and cutting edge design - a place for innovation and radical interventions
- Traditional materials - yorkstone footways, porphyry setts, reclaimed natural stone surfaces and granite kerbs applied in a contemporary manner
- Granite, stainless steel and timber street furniture
- City greening through street trees, planters and urban lawns
- Pedestrian and cyclist focused streets well connected to public transport
- Historic buildings in juxtaposition with high quality contemporary infill
- Ring road re-envisioned as a green street with super crossings to facilitate movement
- A place for interaction with water
- A concentration of evening uses with places to dine outside
- Significant iconic landmark buildings
- Space for large scale city events and community gatherings
- City Centre Conservation Area status



Shared surfaces and street trees



Contemporary furnishings



Bank Street

## Heritage Streets

### Special Attributes

- Narrow streets and lanes laid out in the original medieval street pattern
- A heritage street palette - yorkstone footways, silver grey granite kerbs and porphyry/granite setts laid in traditional fan patterns
- Historic materials refurbished and reused
- Heritage street furniture, lighting and signage in black and gold of Victorian character
- Open spaces retain their traditional character. Squares are paved and contain limited street greening
- Shared surfaces and pedestrianised precinct
- City Centre Conservation Area status
- High concentration of listed buildings



Victorian cast iron street furnishings



Heritage Street palette



Cathedral Church of St Peter

## Cathedral Quarter

### Special Attributes

- Residential/ecclesiastical uses
- Mixed building types of varied architectural styles constructed over a period of 700 years, many of which are listed as being of special architectural or historic importance
- The 15th century Cathedral Church of St Peter provides a significant local and city landmark
- Tended civic character creates a secluded, tranquil retreat from the city centre
- An abundance of open spaces create a feeling of openness not found elsewhere in the city core. Ornamental planting, mature trees and shrubs are important landscape features
- Attractive cast iron lanterns, iron railings and Gothic staircases
- Local golden sandstone dominates creating a uniformity of colour. Areas of stone setts make reference to historic surfaces of the industrial era
- Attractive far reaching views from higher ground across the city centre. The cathedral descent onto Church Bank provides a commanding view of Little Germany
- Cathedral Quarter Conservation Area status



Residential landscape character



Sandstone & cast iron details



Little Germany warehouses

## Little Germany

### Special Attributes:

- Grand 19th century warehouses laid out on a grid display a uniformity of scale, design and materials
- Sandstone façades and ornate wrought iron metalwork characterise the Italianate palazzo style warehouses
- Consistent use of honey colour local sandstone creates a harmonious image
- Ornate wrought iron gates and downpipes and decorative stone carvings to entrances contribute to the area's unique visual quality
- Open space consists of a network of courtyards, enclosed spaces and interesting routes. There is limited greenery due to the density of built form
- The density of buildings and narrow streets give a feeling of enclosure and provide long straight vistas to the city centre
- Retained historic surfaces of the industrial era; setted streets and yard entrances and yorkstone footways contribute greatly to the working character of the place
- Enclosed internal streets feel quiet by contrast to the busy periphery
- Little Germany Conservation Area status
- Highest concentration of listed buildings in the city centre



Cobbled streets & alleys



Public art



Long vistas



Sunbridge Road

## Goitside

### Special Attributes:

- Italianate style warehouses constructed from local honey sandstone with rows of evenly spaced rectangular windows, prominent chimneys, shallow slate roofs, ornate panelled entrance doors and arched courtyard entrances
- Historic streets of yorkstone flag paving and granite setts with a strong sense of enclosure contribute greatly to local character
- Cast iron decorative detailing, railings, gates and rainwater pipes add to local distinctiveness
- Small, setted, steep narrow lanes and stone steps providing links to main thoroughfares and open views beyond
- Internal courtyards accessed through buildings are not publicly accessible but offer space within the tight street grid
- The narrow enclosed water channels known as the Goit and Bradford Beck are the area's most significant landscape feature. The watercourses are currently culverted and hidden below the streets
- Few landscaped spaces give the Chain Street greenspace particular importance for local amenity
- Goitside Conservation Area status



Stone stairways



Steep setted streets

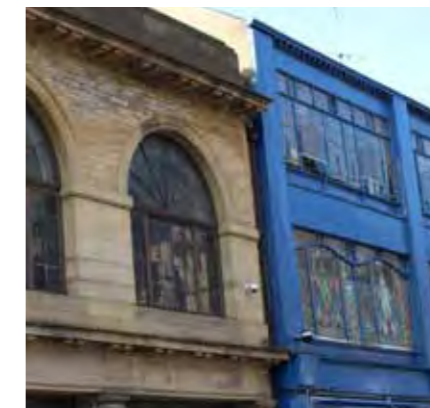


North Parade shopfronts

## Top of the Town

### Special Attributes

- 19th century local sandstone buildings of the domestic Gothic style with relatively large plain window openings
- Attractive individual shopfronts with well-designed fascias particularly along North Parade
- Unique mix of market, boutique and local retail with streets that host community life - markets and spill out animation at ground floor level
- A grid-like street pattern opens up long vistas from north to south that often extend beyond the realms of the city centre
- Wider streets with the greatest concentration of street tree planting and on street parking in the city centre
- Very few open spaces. Those that do exist create important settings to buildings. Squares are of an urban character with soft landscaping a rare feature
- York stone footways, granite channels and concrete sett paving to existing shared spaces
- High quality contemporary street furniture with stainless steel and polished granite details to newly refurbished spaces
- City Centre Conservation Area status
- High concentration of listed buildings focused along Manor Row and North Parade



Unique building façades



Nutter Place



University Greenspace

## University and College Campus

### Special Attributes:

- Residential and academic buildings focused around quality greenspace creates a unique collegiate character
- High quality greenspaces with significant mature tree planting
- Cycle and pedestrian focused streets are the focus for student movement and activity
- Greenspaces provide important outdoor recreation areas accommodating varied leisure pursuits through formal and informal provision
- High quality concrete paving and simple contemporary street furnishings focused along Richmond Road
- Distinctive and consistent signage and way finding
- Evidence of green technologies such as Sustainable Urban Drainage, green walls, solar and green roofs



SUDs on Longside Lane

High quality contemporary streets & squares



19th century warehouses on Canal Road

## Northern Gateway

### Special Attributes

- The collection of 19th century neo-classical warehouses located along Bolton Road, Canal Road and Mill Street are Grade II listed and well-preserved examples of Bradford's Victorian heritage. Their uniformity of colour and design creates a distinct character at the area's southern extent. This area falls into the Cathedral Precinct Conservation Area
- The Grade II listed Conditioning House and Midland Mills at Cape Street are further examples of fine industrial buildings.
- Sandstone ashlar, decorative ironwork, uniform rectangular windows and tall chimneys are notable and distinctive architectural features
- The vista down Canal Road and Bolton Road between warehouses creates a feeling of enclosure that is particularly atmospheric
- Stone setts, where in existence, complement the colour and texture of surrounding buildings
- Opportunities to create water bodies within new development could help to recreate the historic Bradford to Shipley canal corridor which no longer exists
- The Sun Street greenspace provides valuable green infrastructure linking North Street to Bolton Road



Midland Mills

New and old on Mill Street

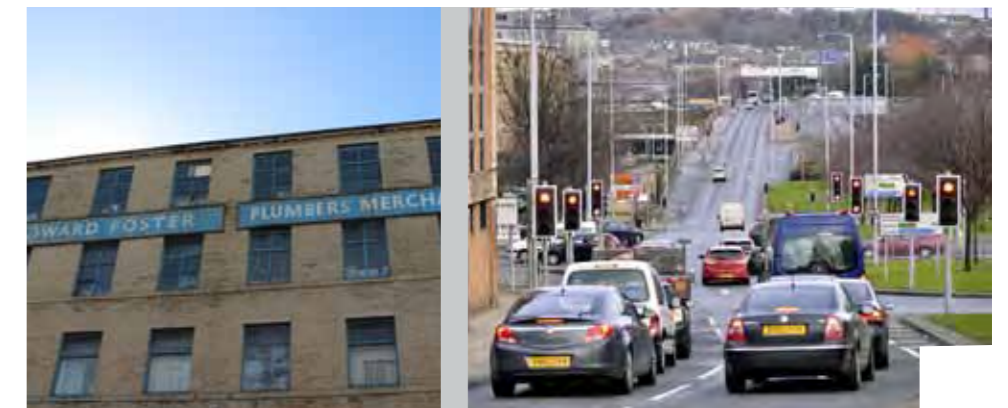


Britania Mills Development Site

## Southern Gateway

### Special Attributes:

- The city rail line divides the site and creates two distinct character areas
- East of the rail line, small light industrial premises dominate
- The western extent contains a number of historic warehouses located west of Nelson Street
- Significant green infrastructure and mature tree planting associated with the A647 road corridor help to minimise the visual impact of traffic on the inner ring road
- Mature tree planting to Nelson Street is unusual and therefore valuable in what is predominantly a hard, urban landscape



Historic industrial premises

Croft Street green infrastructure

**FIGURE 12.0: PUBLIC REALM GREEN INFRASTRUCTURE STRATEGY**





# 4 Public Realm // Green Infrastructure

## What is Green Infrastructure?

Green Infrastructure (GI) is the network of natural and semi-natural features that connect our cities, towns and neighbourhoods and includes all parks, open spaces, playing fields, woodland, wetlands, agricultural land, grassland, river and canal corridors, allotments and private gardens.

## Why is it important for Bradford?

Green Infrastructure has a large role to play in the creation of successful places and brings many social, economic and environmental benefits that 'grey' infrastructure cannot. Green Infrastructure can help address some of the critical issues facing our cities such as public health and well-being, social cohesion, food and energy security and climate change. A high quality, comprehensive Green Infrastructure creates attractive places for people, improved habitats and biodiversity for wildlife, facilitates local food production, improves health and well-being and offers opportunities to better manage environmental issues such as flood alleviation, improving air quality and reducing the heat island effect. Investment in Green Infrastructure also has economic benefits. It makes areas more attractive to businesses attracting inward investment and job creation, it makes areas more attractive to people encouraging increased visitor spend and it helps reduce the costs associated with environmental events such as flooding.

## Green Infrastructure Assets

Bradford has a variety of existing green infrastructure assets in the city centre that include public parks and open space, private gardens, institution grounds, amenity greenspace around buildings and roads, grown over derelict/vacant sites, civic spaces and street trees. In addition, Bradford also has a network of blue infrastructure assets that include formal water features and natural/semi-natural rivers, streams and canals. The plan opposite maps all existing green/blue infrastructure and a proposed strategy for improving Bradford's green

credentials.

## Valuable Greenspace

Bradford city centre is unique in the density of its built form and general lack of open space that is the result of dramatic industrialisation in the early 1900s. As a result, GI assets and more specifically, amenity greenspace is a precious and rare commodity and should be retained, enhanced and expanded where opportunity exists. In addition to increasing the amount of green/blue infrastructure in the city centre, it is also important that any GI assets work hard for the city, providing multiple functions. Multi-functionality is about providing varied environmental, social and economic benefits, for example; street trees not only improve the aesthetic quality of streets facilitating inward investment but also provide a means of reducing airborne pollution, providing shade and shelter, reducing the heat island effect and increasing biodiversity.

Given the scarcity of greenspace in the city centre, the GI strategy proposes that important amenity greenspaces are retained and enhanced to better meet the needs of people and wildlife. As the success of Norfolk Gardens and City Park have shown, investment in open space brings significant environmental, economic and social benefits. The following city greenspaces have been identified for enhancement;

- Chain Street Linear Park
- Leeds Road Greenspace
- The Cathedral Quarter
- Sun Street Park

## Opportunity Sites

Significant areas of Bradford's city centre are set to be transformed through regeneration. It is important that areas awaiting transition contribute positively to the public realm now and in the future. Green infrastructure opportunities include:

- Provision of temporary public realm both before and during construction will encourage investment, alter perceptions, act as a catalyst for regeneration and improve city neighbourhoods for people and wildlife
- Forgotten and leftover spaces can become places for art commissions and community growing projects. Introducing new public uses on vacant sites that encourage regular



access can build usership and raise revenue

- Public realm driven redevelopment where early landscape installation provides the catalyst for change. Benefits include establishment of the landscape better integrating it into its surroundings and generating interest in plots. The Thornton Road gateway, Goitside, Leeming Street/Northbrook Site and Southern Gateway redevelopment areas offer significant vacant or derelict land parcels that could accommodate large scale open space for this purpose.

## Greening the Grey

The dense urban centre may have limited greenspace but Bradford benefits from a wealth of Victorian parks within two miles of the city centre. Improving connections to these existing green assets, the wider cycle network and promoting walking and cycling within the city core is key to greening the grey. Where these strategic walking and cycling links interact with core city centre attractions, the creation of green gateways will improve legibility and encourage exploration. Strategic walking/cycling routes present opportunities to create green corridors for people and wildlife where street trees, urban lawns, rain gardens and ornamental planting provide attractive new routes through the city centre.

## Habitat Highways

The city has a legacy of green infrastructure from the creation of the city's inner ring road. Presently, these greenspaces are homogeneous, consisting of mown lawn, bulbs and tree planting. Recent landscape improvements to Prince's Way have demonstrated how these underutilised assets can be made more attractive to both people and wildlife through the diversification of plant types and the potential for integrated sustainable urban drainage solutions. The green infrastructure strategy proposes the creation of 'habitat highways' along Croft Street and Shipley Airedale Road. The provision of a diverse matrix of plant types and habitats along these routes will create a green and attractive welcome to visitors arriving by car and improve biodiversity and ecology in the city.

**FIGURE 13.0: PUBLIC REALM ANIMATION STRATEGY**



# 5 Public Realm // Animation

## Making Bradford Sing!

A successful city centre has streets and spaces that encourage activity and stimulate enjoyment. Animation is about making Bradford more competitive so that visitors come here instead of elsewhere, stay longer and return again and again. Creating vibrant places attracts inward investment, stimulates business and helps to change perceptions.

## Space and Place

Creating space is not the same as creating place. Providing space that has no use and nothing to animate it will not create special places. Spaces need to be enclosed by buildings, have a purpose, complimentary landuses, an attractive appearance and distinctiveness. Together these elements will generate movement to and through and give people attractive things to see and participate in inspiring spontaneous activity. The architectural space provides the stage and the rest just happens. A number of key principles will help Bradford ensure all of its streets and spaces work hard and feel good places to be.

## Bradford Nights

Creating clusters of food, drink and leisure landuses focused around public spaces will encourage outdoor dining and spontaneous street activity. Located close to the retail centre, these destinations will extend Bradford's working day late into the evening. Key destinations to include:

- The Civic and Cultural Quarter - opportunities for spill out performance/events space to the Alhambra Theatre, New Media Museum and St George's Hall
- Broadway / Lower Westgate - after shopping destination set around pedestrian focused streets
- North Parade - centre for alternative and bohemian culture with boutique bars and restaurants set around a refurbished Nutter Place and Rawson's Square
- Well Street - gateway to Little Germany and after hours shopper retreat
- Improved connections between Bradford University Theatre and the West End via Great Horton Road

## City Park - A World Class Destination

City Park will continue to host world class events through a curated programme of city scale events. New public realm projects will build upon City Park's success extending quality public realm through the surrounding streets and spaces to create joined up destinations and an exceptional city heart.

## New Spaces for New Uses

A series of new and refurbished public spaces will bring new uses to forgotten parts of the city centre to include:

- Refashioning of Little Germany's courtyards and ginnels into vibrant outdoor rooms encouraging visitors to get lost within the atmospheric neighbourhood
- Creation of an impressive arrival space to the front of Bradford Interchange that will facilitate easier movement and create a gateway to new business, homes and retail
- Transform the Forster Square approach by bringing new uses to the viaduct arches and sorting office site to animate this key strategic journey
- Encourage cafe culture and street activity at the top of the town through shopfront improvements such as awnings, bespoke signage, lighting, curated window displays, wall murals and welcoming forecourts and thresholds. Integrated street parking will further help to generate footfall
- Create an iconic public realm to the Alhambra and New Media Museum to bring the City Park to their doorstep
- Sensitive commissioning of public art that is appropriate and fit for purpose and considers the long term maintenance and robustness of proposals can help to enhance the visual experience, stimulate the imagination, re-image a place and bring people together. The creation of a heritage trail/public art experience in Little Germany and the Cathedral Quarter could bring in new visitors and interpret Bradford's history for future generations

## Streets Reclaimed

Bradford's lack of open space means the city's streets need to work harder to provide places for activity to thrive. The animation strategy seeks to reclaim key streets within the city core making them once again a focus for people and city life.



These strategic walking/cycling routes will make connections to Bradford's parks, countryside and wider communities bringing more people into the city centre. Key projects include:

- Creation of a world class streetscape to Bridge Street, Market Street, Cheapside and Hall Ings to link the city's two stations and provide a place for interchange and day to night activity
- Establish clear licensing approaches and provide design guidance for outdoor extensions to encourage high quality outdoor dining experiences along key routes
- Goitside streetscape enhancements focused along Sunbridge Road, Thornton Road and Grattan Road will seek to encourage development that brings retail, academic and community uses with front doors to the street
- Barkerend Road enhancements to reconnect the Cathedral Quarter with Little Germany and make better connections to the Dalesway cycle route
- Tree planting and improvements to strategic routes will connect key development sites to the city centre and help to drive investment in the area. Key examples include; Valley Road, Nelson Street and Thornton Road

## Waste of Place

Bradford's vacant buildings, construction sites and left over spaces offer opportunities for temporary animation. Key proposals include:

- Bringing vacant buildings into reuse through Meanwhile Use Leases which allow landlords to find temporary tenants, often cultural, enterprise and educational uses, that reduce the cost of keeping a property empty whilst benefitting the community and economy. Occupied property reduces the likelihood of vandalism, increases footfall and maintains vibrancy.
- Seize opportunities to create temporary public space and public realm before buildings to encourage exploration of underutilised areas of the city, alter perceptions of place and become a catalyst for change and private investment

**FIGURE 14.0: PUBLIC REALM MOVEMENT STRATEGY**



# 6 Public Realm // Connections

## A walkable and bike friendly city centre

Creating a walkable and cycle friendly city is desirable for many reasons. As well as improving public health and quality of life, walking reduces our carbon footprint and encourages social inclusion and is an important ingredient in creating the urban buzz that generates economic value.

Making places walkable is more than just creating nice footpaths, it requires streets and spaces to be useful, safe, comfortable and interesting. That means reducing traffic, improving air quality and micro-climate, creating attractive, enlivened and easily navigable routes that are accessible for all and that connect to other modes of transport.

At present the walkable city centre is limited to streets within the pedestrianised zone and City Park. In order to encourage people to explore the wider city centre:

- Pedestrian priority streets will be extended to encompass all streets within the city heart
- The busy thoroughfares that are Bridge Street, Market Street, Cheapside and Hall Ings will be reconfigured as Interchange Streets that create safe, attractive and dynamic spaces for people linking the city's two train stations and facilitating interchange
- Thornton Road, Sunbridge Road and Westgate in Goitside will be reconfigured as Westside City Streets through streetscape enhancements with a pedestrian and cyclist focus. The streets' transformation will provide vital connections between the city and its' educational campuses
- Widening of footways and street tree planting to encourage pedestrian movement along strategic walking/cycling links and connection to the wider city centre neighbourhoods

## Barriers to movement

Bradford's cliffs, steep topography and inner ring road create barriers to movement and separation of city neighbourhoods. Overcoming these barriers is key to unlocking the city and getting people moving. Key to achieving free movement is:

- improved crossing of the ring road along key strategic walking/cycling links including the creation of super crossings such as that at Prince's Way
- improve east-west links across cliffs and steep inclines to facilitate better connections between the City Campus and Goitside and the city centre and Northern Gateway

## Gateways and Approaches

Approaches and arrival points are an important means of setting the scene and welcoming visitors to Bradford. Enhancing legibility in the city centre; making it easier for people to travel to, get around and explore will encourage people to live, work and visit the city and help reactivate underused areas. Key strategies include:

- Maintain the green infrastructure associated with the 1960s ring road and enhance with seasonal planting and biodiverse habitats to create a green and welcoming approach
- Street tree planting, lighting and signage to key approaches will improve the image of Bradford to people passing through
- Create world class city gateways at Bradford's two rail stations to enhance legibility and improve visitor arrival experience
- Landmark architecture and public realm at key development sites will help to create new north, south and west gateways to the city
- Enhance legibility at the edge of the city heart to connect visitors to wider city neighbourhoods and green assets along strategic walking/cycling routes

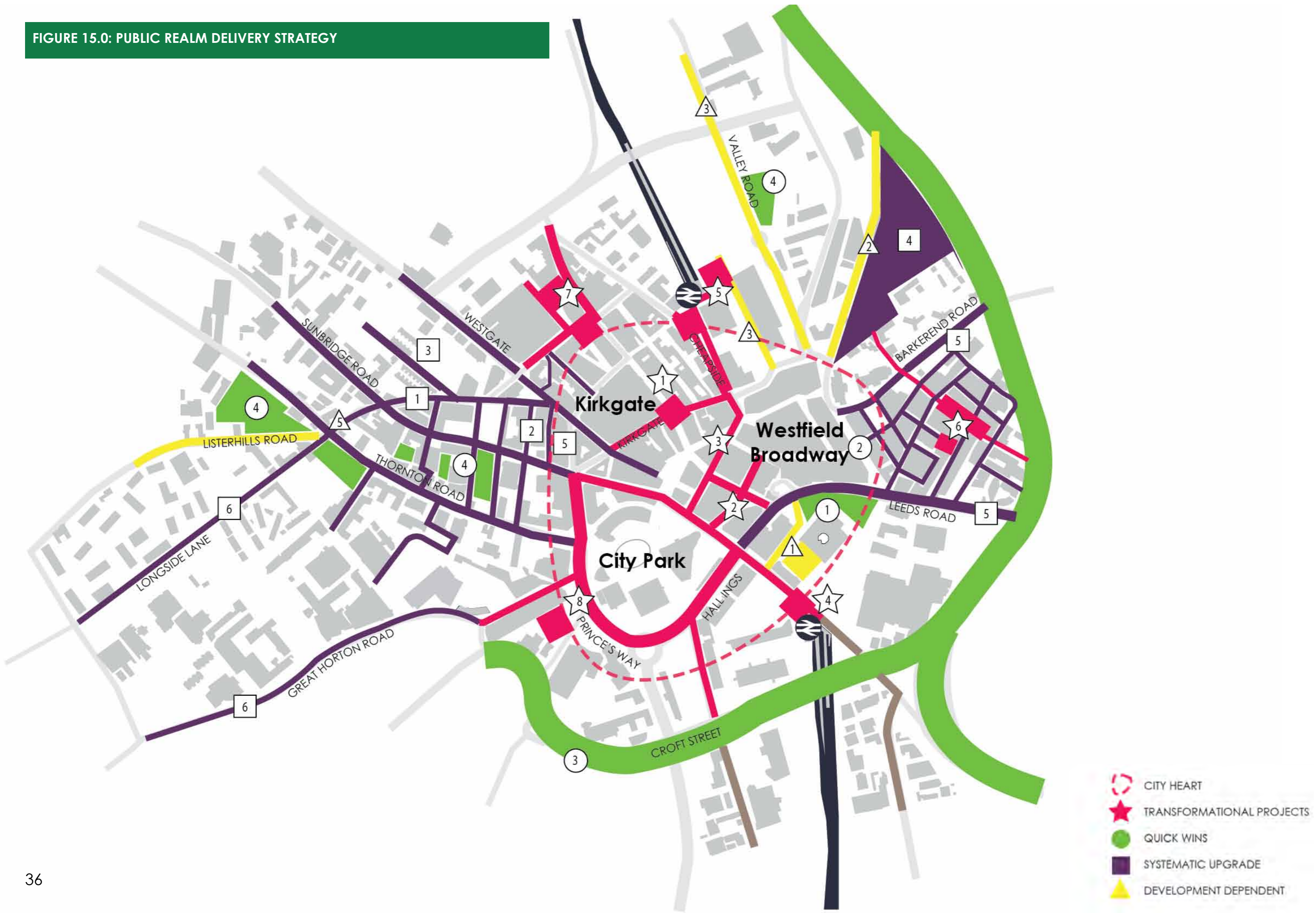


## Cycle city

Encouraging cycling in the city centre will deliver many benefits including improving people's health, reducing congestion, reducing the carbon footprint and helping people get around quicker, safer and cheaper. At present, designated cycle routes that bring people to the edge of the city centre lack clear, safe and well connected routes within the city heart. Cycle links to and between Bradford's rail stations are also poor with limited access to cycle facilities making multi-modal travel difficult. A number of cycle schemes are proposed that will improve connections from the wider Bradford district. These include; the proposed Canal Road Greenway (NCN66) which will connect the city centre to Shipley and the City Connect scheme which will deliver a programme of cycle improvements in the Leeds City Region that include the Cycle Superhighway linking Bradford to Leeds city centre. Key strategies include:

- Streets within the city heart should provide a network of connected, safe and well signed cycle routes that facilitate connections between wider strategic walking/cycling links
- Supporting facilities such as bike parking, bike rental and welfare facilities to be placed at strategic locations; at the city's rail stations and key public spaces
- Proposed Interchange Streets to facilitate cycle connections to and between Bradford Interchange and Forster Square Station encouraging safe, multi-modal commuting
- Improve Barkerend Road and Leeds Road for cyclists and pedestrians to help deliver the proposed cycle superhighway linking Bradford to East Leeds
- Improve strategic north-south cross city cycle links through enhancement of Nelson Street and Valley Road which connect Bradford to the National Cycle Network Route NCN66 and Spenn Valley Greenway
- Use housing renewal along Bolton Road to improve connections to the Sustrans Dalesway cycle route
- The University and College Campus has set a precedent for green transport with bike rental and cycle facilities. Support campus cycle initiatives by providing safe, segregated cycle lanes into the city centre along Horton Lane

**FIGURE 15.0: PUBLIC REALM DELIVERY STRATEGY**



# 7 Public Realm // Projects

## Public Realm Projects

Projects have been categorised into four groups; transformational projects, quick wins, systematic upgrade and development dependent.

### Quicks Wins ●

Quick win projects are those that require relatively small investment for big impact, are local authority owned or managed and can be implemented in the short to medium term. The following projects are potential quick wins:

1. Enhancement of the Leeds Road Greenspace
2. Signage and interpretation to improve wayfinding to Little Germany
3. Habitat highway enhancements to Croft Street/Shipleigh Airedale Road
4. Temporary greenspace to vacant development sites

### Transformational Projects ★

Transformational projects have the highest priority as they have potential to deliver the greatest change. These are world class schemes that like City Park, will raise Bradford's profile and facilitate regeneration. They tackle Bradford's greatest issues and will fundamentally change the way people experience the city. All of the transformational projects are located in the City Heart and build upon the success of City Park, the Heritage Streets Initiative and future Westfield Broadway shopping centre development. By their nature, these projects are costly and require significant investment. As a result, their delivery will largely take place over the medium to long-term. Projects include:

1. Kirkgate and New Kirkgate Square
2. Westfield Broadway linkages
3. Interchange Streets
4. Bradford Interchange Square
5. Forster Square Station and St Blaise Square
6. Little Germany street enhancements
7. Top of the Town public realm improvements
8. The West End

### Systematic Upgrade ■

These projects will be delivered as part of medium to long-term infrastructure projects driven by planned improvements to transport and housing in Bradford. Opportunities to improve the pedestrian experience, provide new street greening, expand existing green infrastructure and strengthen local identity should be sought. Key projects include:

1. Upgrade of Goitside streets and Westgate as part of the inner ring road project
2. Heritage street extension including cycle improvements to the city centre streets
3. Chain Street Park delivered as part of the Goitside affordable housing programme
4. New greenspace to Stott Hill housing market renewal scheme
5. Barkerend Road / Leeds Road Cycle Superhighway
6. Great Horton Road/Longside Lane cycle lane improvements

### Development Dependent ▲

These are longer term projects that are dependent upon successful development of prime business sites. Their implementation will 'join the dots' and complete the network of high quality streets and spaces in the city core and wider city centre. Key projects include:

1. Exchange Square/Drake Street upgrade triggered by redevelopment of the Vicar Lane site
2. Dalesway cycle corridor improvements triggered by the Stott Hill housing market renewal scheme
3. Valley Road cycle corridor triggered by a future development of the Leeming Street/Northbrook Site
4. Forster Square station pedestrian link facilitated by redevelopment of the Sorting Office site
5. Lister Hills Road/Thornton Road junction improvements and improved pedestrian connections facilitated by the western gateway/Thornton Road corridor redevelopment

## Drivers for change

Bradford will transform its' city centre through the creation and upgrade of streets and spaces and their sustained management. In the prioritisation of public realm projects, the following criteria should be considered:

- the ability to increase the number of visitors exploring the city and the amount of activity on the street
- project location and opportunities to build upon recent public realm investment to maximise the value of existing capital spend
- project contribution to driving economic revival of under performing areas of the city centre
- the probability of creating a catalyst for change and attracting investment
- cost to impact ratio; i.e. the amount of spend required to deliver positive change

## Priorities

The delivery of transformational projects should respond to the planned opening of Westfield Broadway in Autumn 2015. Improving connections between Kirkgate, Westfield Broadway and City Park should be a priority to ensure the city heart provides a circuit between these star attractions and the main public transport interchanges. The delivery of Kirkgate and Kirkgate Square in 2014 will begin this process. This should subsequently be complemented by the Interchange Streets, Station Squares and Westfield Broadway linkages schemes. To ensure that adjoining areas are not further isolated from the core, priority should then be given to the improvement of Little Germany and the Top of the Town followed by the West End and Hall Ings. These later projects will help to unlock development potential at the southern gateway.

Quick win projects are relatively low cost and offer high impact change. They should be delivered as and when funding is available in the short to medium term.

Development dependent and systematic upgrade projects will be driven by a wider programme of transport infrastructure and built development in the city centre.





# Appendices

## 4.1 Bibliography

### A list of relevant and referenced documents:

Bradford City Centre Design Guide, 2006  
Bradford City Plan, 2014  
Bradford City Centre Area Action Plan (AAP), 2014  
Bradford Green Infrastructure Plan, 2014  
Bradford City Centre Public Realm Strategy, 2008  
Bradford Streetscape Design Guide, 2006  
Bradford City Centre Conservation Area Assessment, 2005,  
Goitside Conservation Area Assessment, 2005  
Cathedral Precinct Conservation Area Assessment, 2005  
Little Germany Conservation Area Assessment, 2005



# Appendices

## 4.2 Glossary

A list of relevant and referenced terms:

### URBAN DESIGN

**Active/Street Frontage:** Ground floors of buildings with windows and doors at street level, which create interest and activity. This can include shopfronts, atriums and foyers.

**Bradford City Centre Design Guide:** Supplementary planning guidance adopted by Bradford Metropolitan Council in 2006.

**Conservation Area:** A Local Authority designation that defines and protects areas of historical importance.

**Gateway:** Identifies key destinations and entrance points, helping to improve legibility and creating a sense of arrival.

**Green Infrastructure (GI):** Green Infrastructure is the network of natural and semi-natural features that connect our cities, towns and neighbourhoods and includes all parks, open spaces, playing fields, woodland, wetlands, agricultural land, grassland, river and canal corridors, allotments and private gardens.

**Key Attractor:** Important buildings or structures that draw people to the city, for example Bradford Interchange.

**Key Development Site:** A strategically important area with priority for future development.

**Legibility:** An easily navigable landscape or city.

**Massing** The size and height of a building.

**Interchange Street:** A world class streetscape that is designed to give pedestrians and cyclists priority, encourage activity on street edges and help people move between Bradford's train stations and onto public transport.

**Star Building:** Landmark buildings that are of historical, social or architectural importance that specifically draw people and visitors to them.

**Sustainable Urban Drainage Systems:** A network of soft and hard systems that manage surface water run off including; swales, rain gardens, permeable paving and infiltration basins.

**Urban Fabric:** The physical form of towns and cities.

### PUBLIC REALM

**Blue/Green Corridor:** Linear habitats, often in urban areas including; railway embankments, canals, roadside verges.

**Blue Infrastructure:** Similar to GI, blue infrastructure is a network of waterways that form local and regional connections.

**Brownfield:** Vacant land that has previously had an industrial or commercial use.

**Green Approaches:** Linear greenspace that creates a strong sense of arrival when moving in and out of Bradford.

**Green Links:** Routes with integrated planting and trees that connect larger green spaces and the countryside.

**Green Technologies:** Environmental technical solutions such as SUDS, green walls, solar and green roofs.

**Pedestrian Priority Streets:** Corridors where vehicles have secondary importance, reducing traffic conflicts and creating an enjoyable pedestrian experience.

**Public Realm:** All publicly accessible space between buildings, including roads, streets, lanes, parks, squares and footpaths.

**Shared Surfaces:** The removal of traditional markings and kerbs from roadways, creating a corridor that gives equal priority to vehicles, pedestrians and cyclists.

**Strategic walking/cycling routes:** Important routes for pedestrians and cyclists that provide cross city links to the wider countryside and city neighbourhoods.

**Walkable City:** A fine grain cityscape that not only encourages walking through pedestrian priority and shared surfaces, but provides a landscape that is more enjoyable and efficient to access as a pedestrian.

**GILLESPIES**

[WWW.GILLESPIES.CO.UK](http://WWW.GILLESPIES.CO.UK)