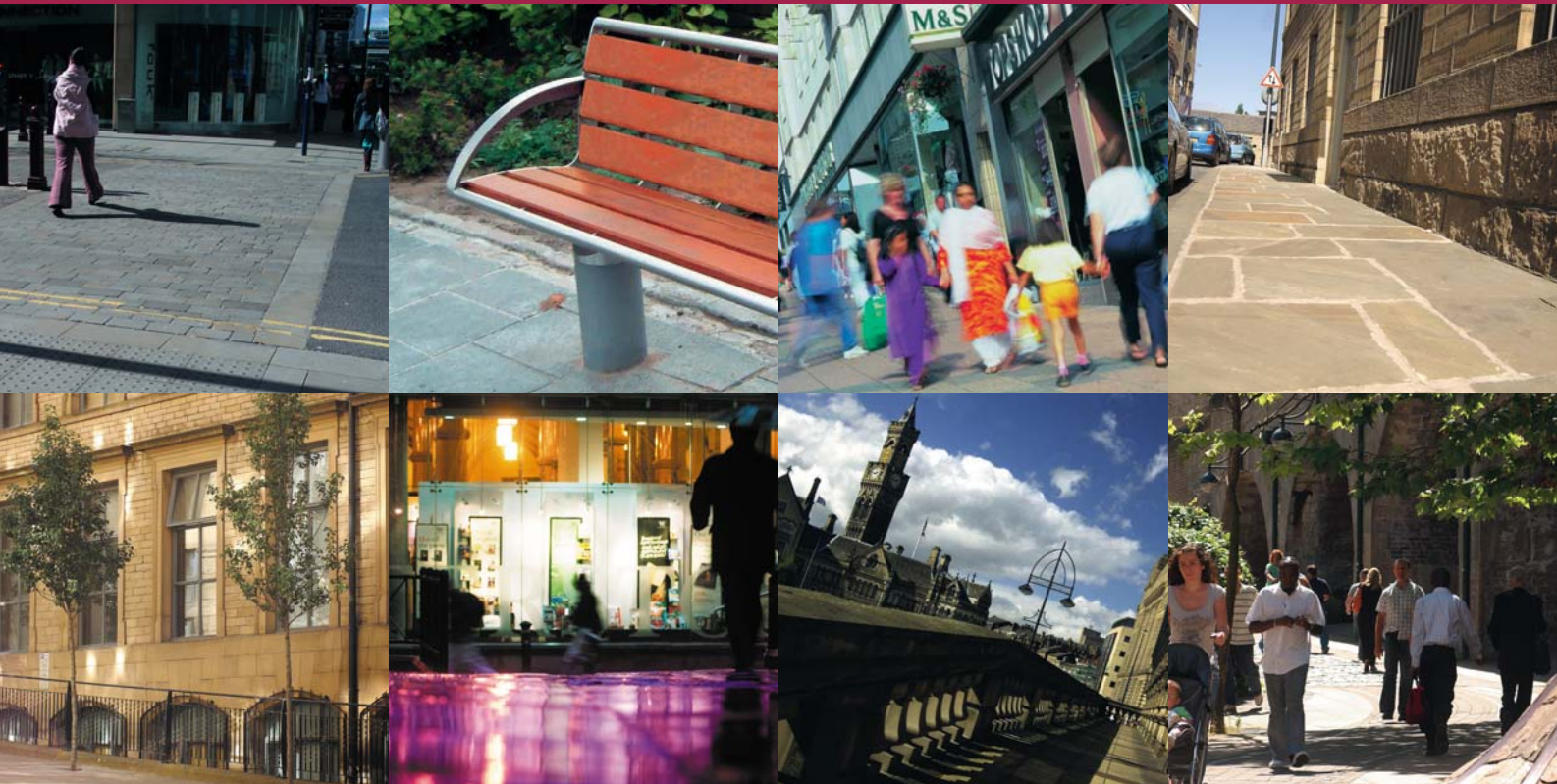


BRADFORD CITY CENTRE STREETSCAPE DESIGN MANUAL

A summary of the guidelines for streetscape improvements in Bradford city centre.



The city of Bradford is changing. A massive £2 billion is being invested in ambitious regeneration plans for the city centre.

The Bradford Centre Masterplan described a new vision for the city. This has been further developed through a series of Neighbourhood Development Frameworks that set out implementation strategies to realise the vision. Urban design principles for the city centre have also been proposed in the City Centre Design Guide. The Streetscape Design Manual develops these principles further and shows how the vision of the regeneration plans should be applied to the design of the city's streets.

The Streetscape Design Manual is a working document but it is also ambitious and aims to create high quality streets that are pleasurable places to be in, provide a setting for the fine buildings of the city, attract new visitors and increase resident's sense of pride in Bradford.

This document provides a summary of the key guidelines detailed in the Streetscape Design Manual. A full copy of the Streetscape Design Manual is available from Bradford Centre Regeneration or can be downloaded from www.bradfordnewcity.com.



Five characteristics of good streets:

We believe there are five main characteristics of good streets:

Streets are for movement and access for all – they should be pleasant places to stroll through, uncluttered, easy to navigate and designed to reduce overcrowding.

Streets are social places – they should promote interaction, provide comfortable and sheltered conditions, and be well lit to improve safety and security.

Streets should reinforce a city's particular character – they should maintain and restore historic features including paving and respect local design and details.

Streets must be simple – they should be consistent in their use of material, complement their architectural surroundings and minimise superfluous street furniture and signage.

Streets must be manageable – agencies responsible for their upkeep, repair and management should work together and robust materials, locally sourced, should be utilised where possible.



Seven characteristics of good streetscape for Bradford

Bradford has identified seven principles of good streetscape design for the city.

1. Bradford is a Yorkstone city. The preferred use of this robust material will simplify the streetscape and unify the public realm.
2. Approved street furniture design will reinforce the city's identity.
3. Signage and navigation aids will encourage movement in and around the centre.
4. Material consistency and craftsmanship will improve appearance and ease maintenance.
5. Innovation and technological change will be well planned to avoid impulse decision making.
6. Visual clutter will be reduced and new furniture introduced only where appropriate.
7. Materials and design will be inclusive and will not hinder or impede.



Streetscape Location Plan



Streetscape surfaces and furniture for the City Centre Zone



The Streetscape Design Manual identifies a City Centre Zone and a City Edge Zone for streetscape surfaces and street furniture. It also recognises the need for special character areas within the city centre.

Lighting will be used to support street activity into the evening. Functional street lighting will provide the city with minimal lighting provision. This will allow for feature lighting to enhance the city centre through highlighting special buildings, features and routes.

Bradford is a Yorkstone city and as such Yorkstone paving will be used where possible to reflect the rich architectural heritage of the city. Granite in contrasting grey tones will be used for channels and kerbs.

Wayfinding signage to increase the legibility of the city will be located in relation to footfall. In addition new street name plates will help to define key character areas.

A palette of contemporary street furniture has been selected to complement the streetscape surfaces. This includes benches, bins, bollards and cycle racks. The street furniture will be high quality and robust to ensure long terms sustainability. Using a limited range of street furniture will bring continuity and legibility to the streetscape.

All street furniture, lighting and signage will be used sparingly to avoid clutter and unnecessary restrictions to pedestrian movement. Street furniture, lighting and planting will be organised into zones on the footway ensuring an unobstructed 2 metres width is available for pedestrian movement.

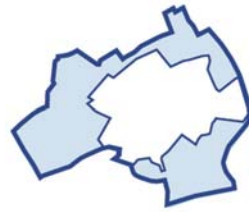


Streetscape surfaces and furniture for the City Edge Zone

It is recognised that it may not be practical to implement the City Centre Palette across the entire city centre. With this in mind areas of lower footfall on the periphery of the centre have been designated as the City Edge Zone.

The City Edge Palette consists of a standard palette of reconstituted materials in complementary buff and grey tones.

Street furniture in the City Edge Zone will consist of robust contemporary benches, bins, bollards and cycle racks in stainless steel. Lighting will be consistent with that specified in the City Centre Zone.



Character Areas

The Streetscape Design Manual also identifies a series of character areas within the city centre. This includes the University Campus, Little Germany Conservation Area, Goitside Conservation Area and the Cathedral Quarter Conservation Area.

Historical materials should be retained or repaired in character areas. Additional palettes of street furniture for these character areas will be developed to reflect their unique identity.

Furniture from the Little Germany Palette is shown to the left.



These guidelines have been developed for Bradford Centre Regeneration working in partnership with the City of Bradford Metropolitan District Council.

The master document has been produced by Landscape Projects Landscape Architects in association with Martin Stockley Associates Engineers and Working pArts Arts Consultants.

Four ways we're changing your view of Bradford

Bradford's £2 billion regeneration is concentrated in four distinct and exciting neighbourhood developments.

1. The Bowl will ensure the city offers the leisure and commercial facilities required for a booming 21st Century city including a prestigious central business district. The Mirror Pool City Park will be Bradford's showcase at the civic heart of the city.

2. The Channel will see waterways reintroduced to Bradford providing the perfect gateway for the City. This neighbourhood will include a combination of stylish apartments, bustling leisure uses and retail outlets.

3. The Market neighbourhood in the historic core of the city centre will provide the perfect location for the retail, cultural and leisure sectors. It will include the 'World Mile' which will feature specialist shops, cafes and restaurants.

4. The Valley will become a focus for creativity and knowledge due to the close proximity of the University and College. A strong community will flourish among landmark architecture, green spaces and lively streets.

Life in Bradford has never looked better.

This is an important and exciting time for the City and we value and welcome your views. If you want to make a comment, a suggestion, ask a question or be kept up to date with the latest regeneration news, please visit www.bradfordnewcity.com and register for regular updates.

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