

BE Inspired

The Bradford Design Agenda



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01 Picture A City

In the city below and the District that surrounds it, there is still the quite unbelievable total of over 5,800 listed buildings. The city is Bradford and its Victorian architecture reflected the confidence, technological advancement and wealth that came with its status as wool capital of the world. But, for much of the 20th century we haven't found it so easy to create great buildings and spaces. Like many other cities, Bradford allowed some of its architectural inheritance to be swept away in the 1950's and 60's to be replaced by buildings that have not, on the whole, worn well.





Bradford Centre Regeneration (BCR) believes that good design is a powerful tool in the city's regeneration. This started with the commissioning of Will Alsop to produce the city centre masterplan – which is now part of the permanent collection of the New York Museum of Modern Art. This commitment to excellence followed through into the City Centre Design Guide, the Streetscape Design Manual and the Neighbourhood Development Frameworks. It can also be seen in the competition winner for the Odeon site, in the implementation of the Mirror Pool and in the proposals for the Channel Urban Village and Broadway Shopping Centre. All of this is celebrated in this booklet which sets out Bradford's agenda for design excellence. Our approach is to support developers and their design teams working in the city to help them produce really good buildings through the Design Review process and to celebrate their success through the Bradford District Design Awards.



The amount of development currently planned in Bradford means that we have a once-in-a-lifetime opportunity to change the face of the city. This document sets out the many ways in which we propose to do this through the Bradford Design Agenda. Let us work together to make the most of this opportunity and create a set of buildings and spaces that we and future generations can be truly proud of.

Thana Marshall

02 Because Bradford is Worth it!

The aim of the Bradford Design Agenda is to promote design excellence in the city because quality design is a fundamentally important tool in the regeneration of cities.





CABE (Commission for Architecture and the Built Environment), in its role in promoting design and architecture to raise the standard of design in our cities has undertaken a number of research projects that have documented the sound commercial reasons:

- **Image:** The power of design to change the way a city is regarded as has happened in Bilbao.
- **Vitality:** Well-designed buildings and spaces attract people, support shops and encourage growth.
- **Customers:** Design sells – whether it be apartments or offices. In a competitive market, well-designed spaces sell first.
- **Viability:** Good design increases the price that people will pay for apartments and the rentals achievable on commercial space.
- **Increasing returns:** Yet good design need not cost more or take longer to build. The impact on commercial returns should therefore be only positive.
- **Reducing crime:** Designing out crime makes the city centre feel safer.
- **Promoting diversity and community:** Well-designed spaces can also bring people together and provide spaces for shared interests.
- **Ensuring sustainability:** Good design will reduce energy costs and water-use, and promote recycling so reducing running costs. It will also hopefully avoid demolition in 20 years time!

These factors make a strong case for the regeneration benefits of good design. This can be seen most strikingly in the regeneration of Bilbao in Spain, once a poor industrial city of 350,000 people and so comparable in many ways to Bradford. The regeneration of the city is often put down to one world-class piece of architecture; the Guggenheim Museum by Frank Gehry. However, when you visit Bilbao you realise that this is just part of a huge building and regeneration programme that has seen world-class buildings and public spaces developed across the city. The same is true of British cities such as Newcastle and Gateshead which has combined excellent new buildings like the Sage and the Baltic Gallery with new infrastructure such as the Millennium Bridge and the renewal of historic areas like Grainger Town.

Bradford has the opportunity to achieve equally great things given its untapped potential the amount of development planned in the city. It is vital that Bradford promotes world-class design in its new buildings and public spaces to take its place once more as a world-class city.



03 The Bradford Design Agenda

There are two components to the Bradford Design Agenda - a set of rules and policies to guide development in the city and a programme of support and promotion to encourage design excellence:





All who develop in Bradford will be encouraged and supported in the pursuit of design excellence so that together we can transform the built environment of this fantastic city.



Getting the basics right:

The first is a set of rules that all buildings and public spaces will be expected to follow. These rules relate to the position of the building, the scale and proportion of its design, its relationship to streets and public spaces, its height and massing, the arrangements for parking and means of access, the use (particularly on the ground floor) and the materials used. These rules are set out in the Bradford City Centre Design Guide and for the designers of public spaces in the Streetscape Design Manual.

By getting the basics right, new buildings and spaces in Bradford should be good but there is no guarantee that they will be excellent or truly beautiful. There are many beautiful cities in the world built almost entirely of such 'reasonable' buildings and we could do worse than ensure that every new building in Bradford reaches this minimum standard. The Bradford Design Agenda seeks to go even further than this by encouraging beauty, innovation and quality.

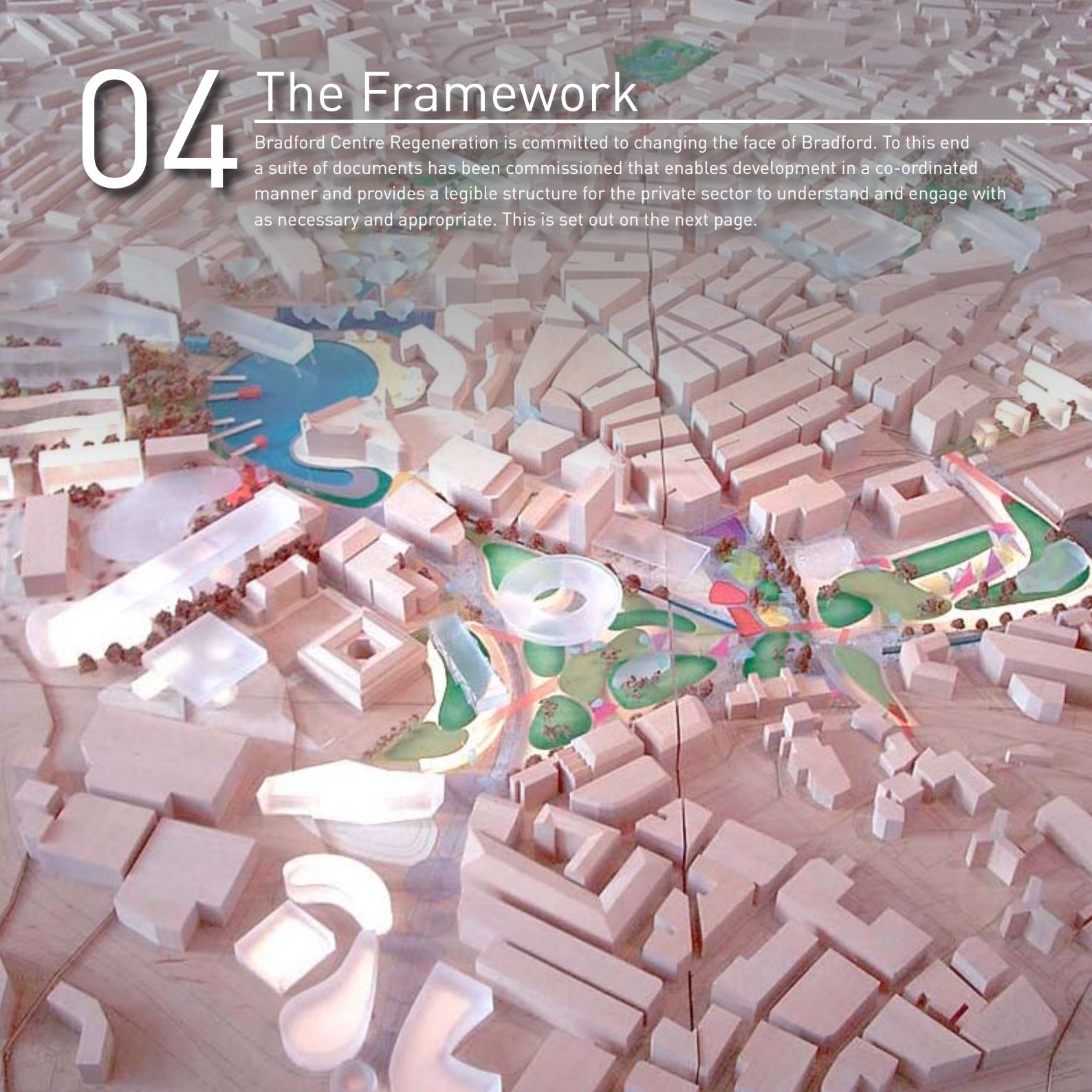
Design quality:

This cannot be done solely through a set of rules but also by encouraging architects and their clients to raise their game. While Bradford has seen some fine buildings developed in the past the overall quality has been poor due to perceived weak commercial values and a lack of confidence in the market. This has changed in recent years and Bradford now needs to take a lead from other cities like Manchester and Newcastle bringing a fundamental change in attitudes towards design quality in all development coming forward.

Bradford Centre Regeneration, the City of Bradford Metropolitan District Council and its other partners will work together through the planning system, land ownership and funding powers to insist on quality design. Design Competitions will be commissioned for key sites, a Design Review and enabling process will be facilitated by URBED and other experts to enhance scheme quality. These will smooth the way to planning application and the celebration of inspirational design.

04 The Framework

Bradford Centre Regeneration is committed to changing the face of Bradford. To this end a suite of documents has been commissioned that enables development in a co-ordinated manner and provides a legible structure for the private sector to understand and engage with as necessary and appropriate. This is set out on the next page.





Masterplan

The starting point was the commissioning of Will Alsop to produce the Bradford Centre Masterplan. This set out a vision for the future of the city and challenged the city to think in a much more imaginative way about its future. The masterplan identified Bradford as a 4X4 city with a 2X2 neighbourhood in the City Centre. The masterplan was the bold vision for radical city transformation. The four neighbourhoods identified were later refined into Neighbourhood Development Frameworks. These documents are discussed in the next chapter.



Design Guides

To complement the masterplan a Design Guide for the City Centre and a Streetscape Design Manual were developed. The guide is written so that the planning authority and private sectors have a joint blueprint for assessing schemes intended for the city centre. The Design Guide is a practical tool for considering planning applications and aims to increase transparency and workability between the public and private sector in the city. The Streetscape Design Manual shows how the vision and principles of the Masterplan and the City Centre Design Guide should be applied to the design of Bradford's streets. It sets out to raise aspirations and provide guidance on how to make the highest quality streetscape in Bradford City Centre. The advice should be heeded on public realm associated with all new development in the city.

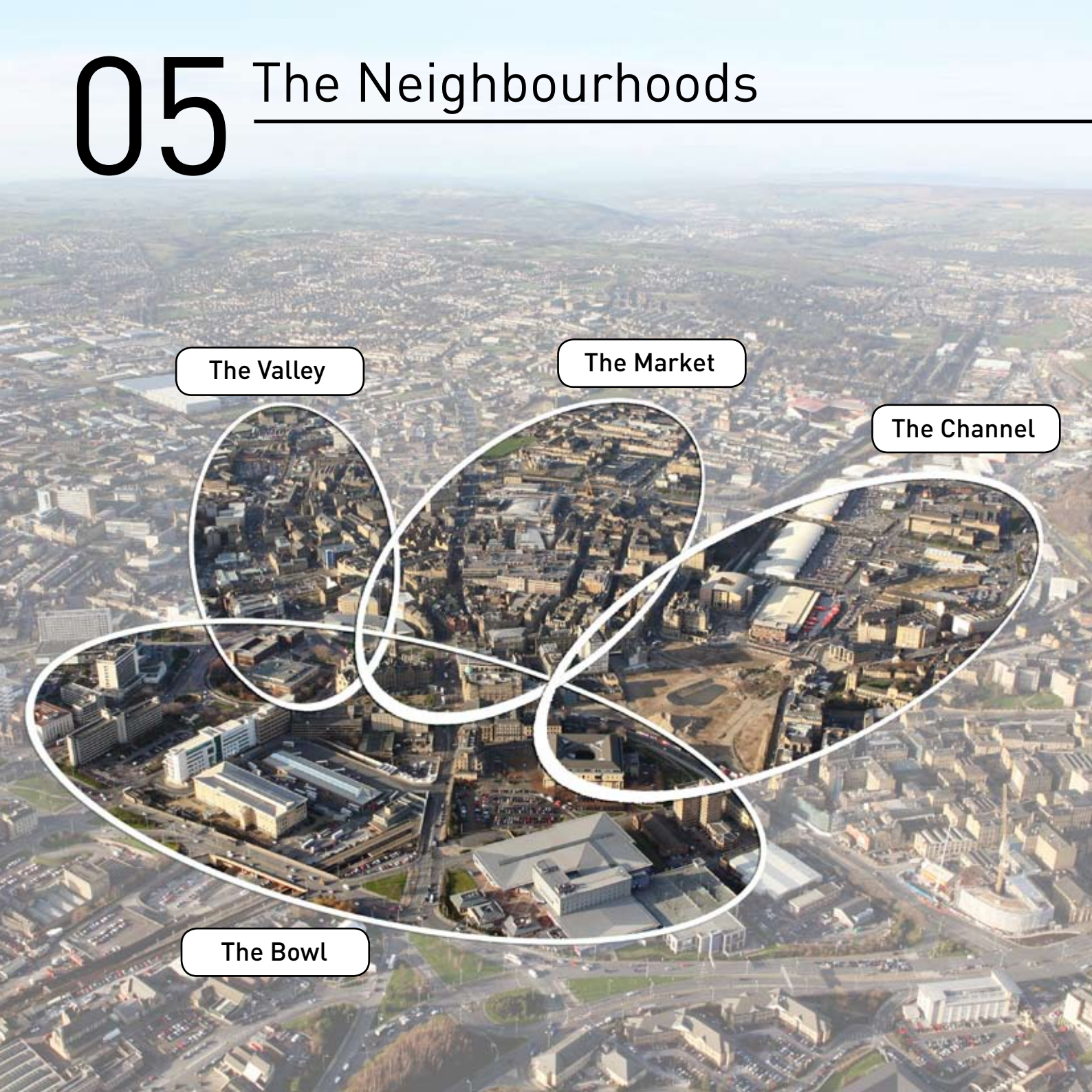
05 The Neighbourhoods

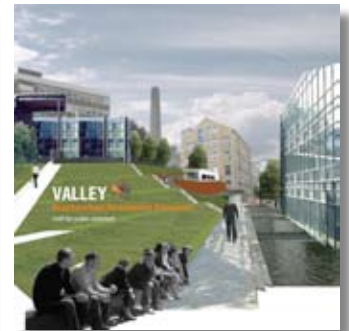
The Valley

The Market

The Channel

The Bowl





Legibility is crucial to the success of the Design Agenda, to this end Bradford Centre Regeneration and the City of Bradford Metropolitan District Council commissioned four detailed Neighbourhood Development Frameworks for the city centre. The Market, The Channel, The Valley and The Bowl were developed from the masterplan into more detailed and deliverable proposals. Each NDF was structured through a framework; four projects for each of the four key themes identified by the consultant teams made up the unique strategies for the transformation of each individual area.

Of the sixteen projects emerging from each NDF, four are catalytic projects and Bradford Centre Regeneration are committed to leading the delivery of these. The remaining twelve can be delivered more independently by the private sector once values and confidence has been boosted by the BCR-led interventions. Each Framework is explored in greater detail on the following pages, the entire list of projects identified by the NDF's is included on the last page of this document.



The Market NDF



For generations the Market Neighbourhood has been the retail heart of Bradford and this historic area is to be revitalised and re-imagined with a series of new residential, retail, public realm and leisure projects.

Arup led the team that created the framework for the Market and from their work the following four catalytic projects emerged; a major mixed-use development called the Market Urban Village, a culturally focused shopping and leisure destination on the World Mile, outdoor market and events at Rawson Square and a new pedestrian crossing at Northgate Footbridge.



The Bowl NDF



To realise the vision that is The Bowl, there are sixteen individual and imaginative schemes, four each in the themes of: Improving Access and Movement, Raising the Quality of the Environment, Encouraging New Development and Enhancing Activity – reinforcing and expanding the city's cultural and leisure offer.

From these themes, a team led by SMC Alsop developed the following four catalytic projects; a new Mirror Pool City Park in the urban centre of Bradford, a Business Forest Office park on the fringes of the pool, a modern and fully upgraded Interchange Station and a new legal quarter around Exchange Square.

The Channel NDF



There are bold new plans to change the face of the Channel Neighbourhood over the coming years. Using historic areas as a foundation, these changes will inspire massive investment, restore local pride and enhance the value of the wider region.

A consultancy team led by Arup has produced the Channel NDF. The catalytic projects for the area are the Channel Urban Village, Festival Square in Little Germany, Forster Square Railway Station and the Cathedral Quarter Urban Village. These mixed-use developments and public realm plans will enhance the already strong character of the area.

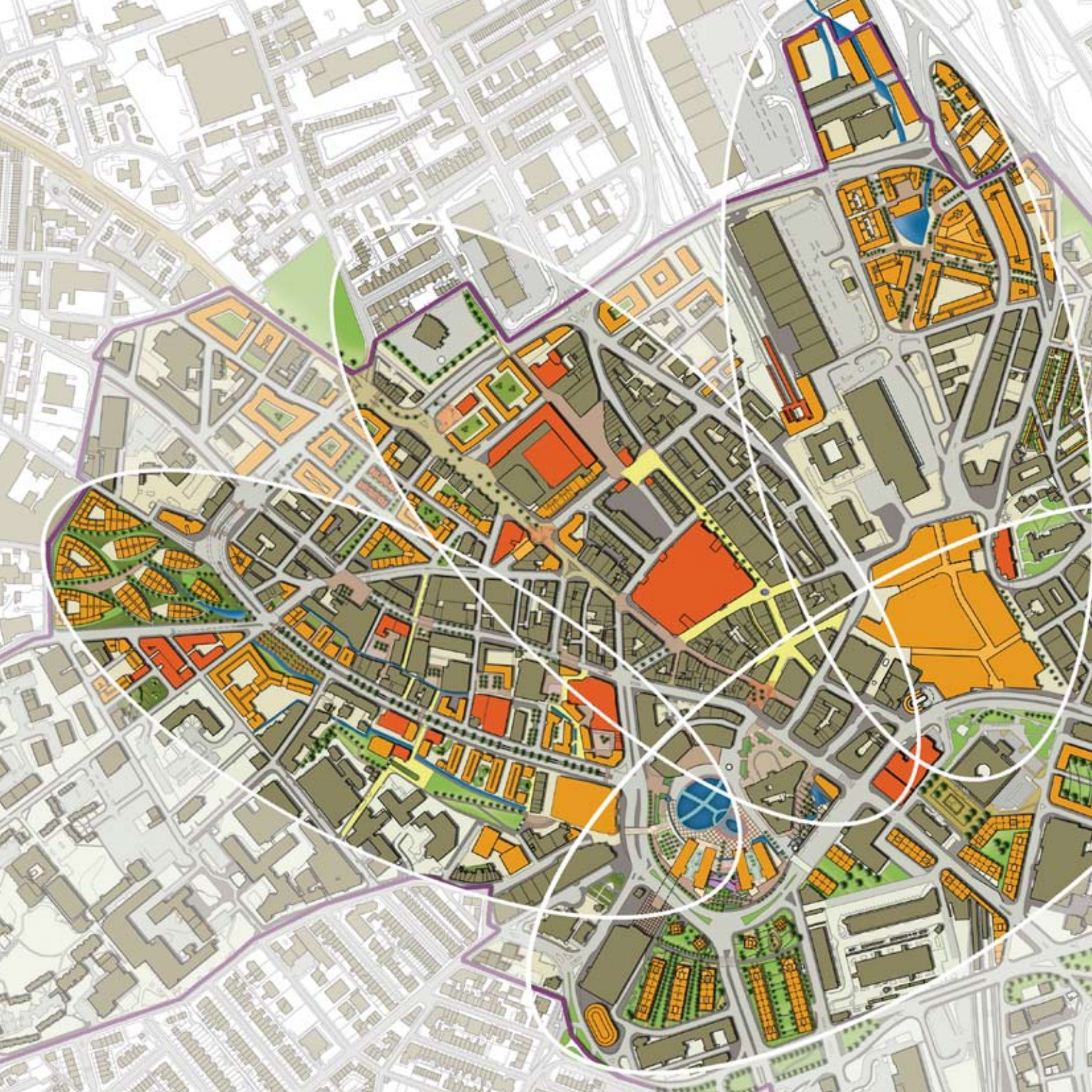


The Valley NDF



The Valley neighbourhood is one of the most fascinating parts of Bradford. It is a district of tightly-packed Victorian warehouses, clinging to the steep sides of the valley through which the Bradford Beck runs. In terms of character, townscape and history there are few areas to rival it in the UK.

This Neighbourhood Development Framework has been undertaken by a team led by URBED. To realise the vision for the area four catalytic projects have been identified; Listergate - a landmark residential scheme, Becksid Park - a contemporary public open space, Goitside Urban Village - a significant residential community whilst providing opportunities for creative businesses and artists, and Sunbridge Road - an exciting and dynamic high street.





The four Neighbourhood Development Frameworks have been collated together by Bradford Centre Regeneration to provide a full list of development opportunities within the city. This is illustrated by the images on this page. A full project list to accompany these images is provided on the back pages of this document.

The Valley

The Market

The Channel

The Bowl



06 Design Review

The Gatehaus scheme before review (below left) and after review (below right).



A key part of the Design Agenda is a Design Review process run by Bradford Centre Regeneration. Our aim is to work with the developers and architects constructively and proactively to address any weaknesses in scheme proposals to ensure an effective design solution that meets all aspirations and contributes positively to the overall cityscape.





The design review service is facilitated for BCR by team of experts. This includes URBED who advise on urban design and were authors of the Design Guide, Landscape Projects, who produced the Streetscape Design Manual, Glenn Howells Architects and Martin Stockley Associates (highways). Schemes are selected for Design Review by Bradford Centre Regeneration in discussion with the Local Planning Authority. There are no hard and fast rules about when a scheme is reviewed. In some cases it will be appropriate to see a scheme at a very early stage. In others, the Design Review process is used to resolve issues that come to light once a scheme has been submitted. This is something that developers will wish to discuss with the Local Planning Authority.

Once a Design Review is requested, URBED will organise a meeting with the architect and developer (if they wish to be present). This is an information-gathering meeting and is an opportunity for the design team to describe their proposals. The meeting will normally involve URBED although it is possible that they will bring in other members of the design team as appropriate.

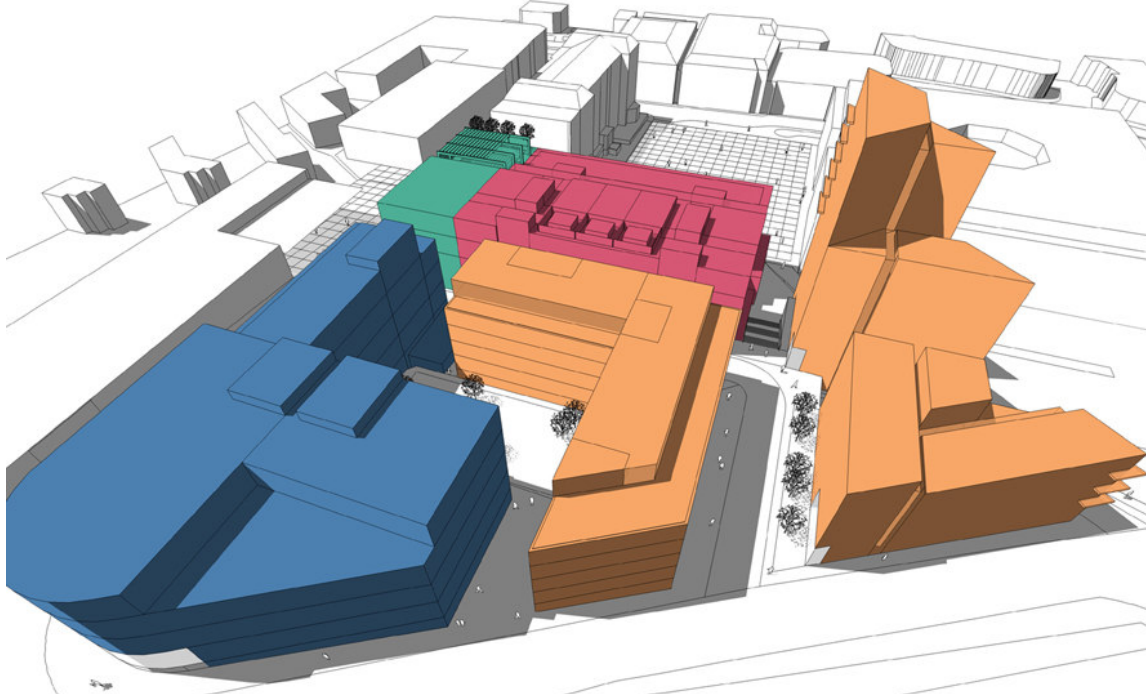
Following this meeting URBED will produce a draft response to the existing design. This assesses the scheme against the Design Guide and other relevant documents including comments and suggestions about how the issues raised might be addressed. The design team for the scheme is then invited to address these issues and a second meeting is organised where the response is used as an agenda to go through the scheme. Following this meeting a letter is drafted. This will typically describe the initial concerns, set out how the design team has responded and come to a conclusion about the acceptability of the revised scheme. The letter is then submitted as a consultation response to the Local Planning Authority. Depending on the size and complexity of the scheme there may be a need for a number of meetings before the letter can be finalised.

The Design Review process is intended to be a positive experience, designed to help developers and architects improve their scheme whilst maintaining viability. The process is run by professionals with experience of commercial development and so is realistic about what is possible. Of the 15 schemes reviewed to date, only two have not been able to come to a mutually-agreed solution allowing BCR to support the application.

07 Competitions

Design-led competitions are a key to the successful delivery of a changed city. After the high profile competition for the redevelopment of the former Odeon site the following schemes will be going to market in the next two years seeking international calibre design capability to inspire, excite and drive the regeneration of the city onwards.





Exchange Court

Bradford Centre Regeneration intends to seek a development partner to bring forward a major development scheme on the Exchange Court site in Bradford city centre. In addition to a vibrant mix of commercial and residential development, the scheme will include a new Magistrates' and Coroners' Court, to allow the relocation of the existing Magistrates' Court from The Tyrls.

This exciting project offers a major opportunity for partners to be involved in a development of European city centre scale and quality. This opportunity will be advertised for a development partner by way of an OJEU notice in Autumn 2007. Completion of the scheme is estimated to be in August 2011.

Westholme Street

A development partner is sought for an exciting opportunity at Westholme Street, situated in the heart of The Valley neighbourhood. Envisaged as predominantly residential development with active commercial ground floor uses, the scheme will sit within the Beckside Park which will create a waterside setting through the re-emergence of the Bradford Beck.

08 Design Promotion

The Design Agenda not only advocates excellence in design, it also celebrates and promotes it.





Design Events

For the last two years Bradford Centre Regeneration has been the principal sponsor and curator of a citywide programme of Architectural events. This programme has received region-wide praise and has been a catalyst for bringing international artists, architects, cultural commentators and practitioners together through debates, installations, exhibitions, films, commissions and more.

Perhaps most importantly, we aim to bring the finest work, art and practice from the world of architecture to Bradford through these events, for education, for challenge and for the enjoyment of a public witnessing the immense change of their urban landscape.

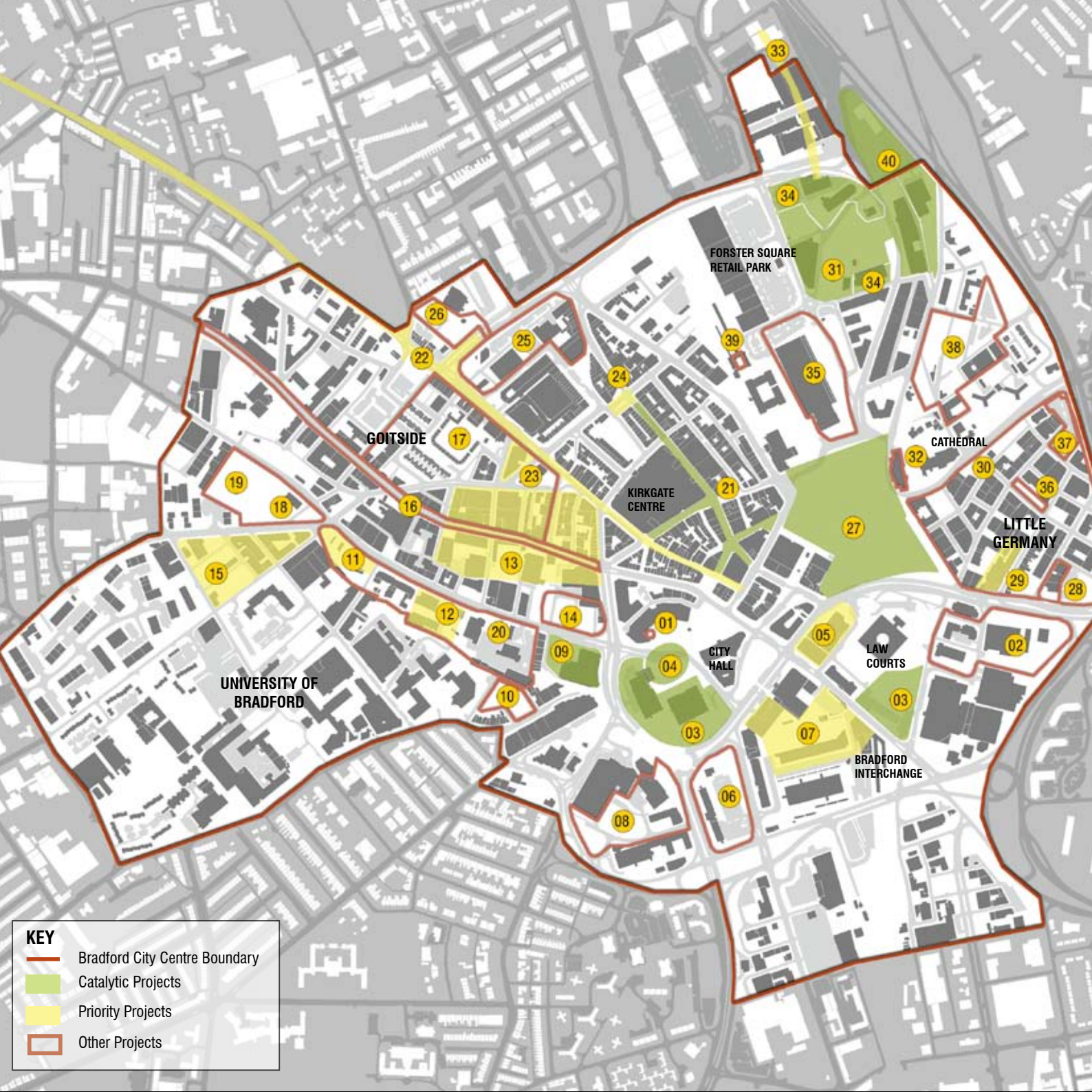
Bradford District Design Awards

The Bradford District Design Awards is our chance to reflect on the successes achieved within the region. The awards dinner is held bi-annually and the best design is rewarded in a variety of categories.

Bradford Centre Regeneration is the core sponsor of this RIBA-organised event. We want to celebrate design excellence as well as encourage it and the Design Awards are the perfect platform for doing so.

For more: www.riba.org
www.bradford.gov.uk
www.bradfordnewcity.com





PROJECT KEY

THE BOWL

- 01. Lightwave (Centenary Square Video Screen)
- 02. Former Yorkshire Water Depot
- 03. Business Forest Office Park (Ph 1)
- 04. City Park
- 05. Concert Hall
- 06. Business Forest Office Park (Ph 2)
- 07. Bradford Interchange Station
- 08. Business Forest Office Park (Ph 3)

THE VALLEY

- 09. New Victoria Place
- 10. Former Alexandra Hotel Site
- 11. Bradford Beck Linear Park (Ph 1)
- 12. Westholme Street Development
- 13. Goitside Public Realm Improvements
- 14. Thornton Road/Godwin Street Corner Site
- 15. Listerhills Student Village
- 16. Sunbridge Road
- 17. Goitside Urban Village
- 18. Listergate
- 19. Bradford Science Park
- 20. Bradford Beck Linear Park (Ph 2)

THE MARKET

- 21. Kirkgate/Darley Street Public Realm Improvement
- 22. World Mile
- 23. Highpoint
- 24. Rawson Square
- 25. Market Urban Village
- 26. Northgate Footbridge / Mosque Car Park

THE CHANNEL

- 27. Westfield Broadway Shopping Centre (Ph 1)
- 28. Gate Haus (Ph 2)
- 29. Eastbrook Hall Refurbishment
- 30. Little Germany Public Realm Improvements
- 31. The Channel Urban Village (Ph 1)
- 32. St. Peter's House
- 33. Bradford Canal
- 34. The Channel Urban Village (Ph 2)
- 35. Broadway (Ph 2)
- 36. Festival Square
- 37. Burnett Street Car Park
- 38. Cathedral Quarter Urban Village
- 39. Forster Square Railway Station
- 40. The Channel Urban Village (Ph 3)

Projects List

The overall programme includes a broad range of products which collectively enhance each of the four key market sectors for the city centre, these being residential, retail, office and leisure, all tied together with high quality public realm.

Catalytic Projects

Fundamental to the future functioning of the city centre.

Priority Projects

BCR will be able to achieve tangible physical change on the ground in the period to 2010, therefore building critical belief in the marketplace and the local population that regeneration will be delivered.

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