

INTRODUCTION

This document has been prepared in parallel with the design development process for the proposed scheme submitted for pre-application advice.

The site, on Upper Galdeford Ludlow, is the former Budgens supermarket at the entrance to Galdeford Car Park. It is located in a well connected position on the fringe of the town centre being in close proximity to two Conservation Areas. The site is seen as an important strategic location in the townscape which justifies an urban design and context-led design approach.

Our client, Morris and Co. Ltd., have asked us to explore options with a view to creating a mixed use, high quality development.

This report documents key factors which have influenced design decisions resulting in the submitted design. Please read this document with the Preliminary Design and Access Statement.

Revision _ FF 19.06.19





1884

Brief History

The development site occupies a parcel of land beyond the eastern extent of the historic Town Wall at the node where Tower Street Upper Galdeford and Lower Galdeford converge.

Tower Street was the site of the Galdeford Gate which it is believed was similar in design to Broadgate. The gate was demolished in 1764. Subsequent uses included the gaol and police station.

The excellent connectivity of the proposal site lent itself to hospitality uses. Some of Ludlow's numerous pubs, The Bell Inn and The Portcullis, were located on the site. The Portcullis remained until the mid 1980s when it was demolished to make way for the supermarket which currently occupies the site.

The image (right) of the Portcullis Inn was taken before its demolition in the 1980s.



The Portcullis



1902



1924



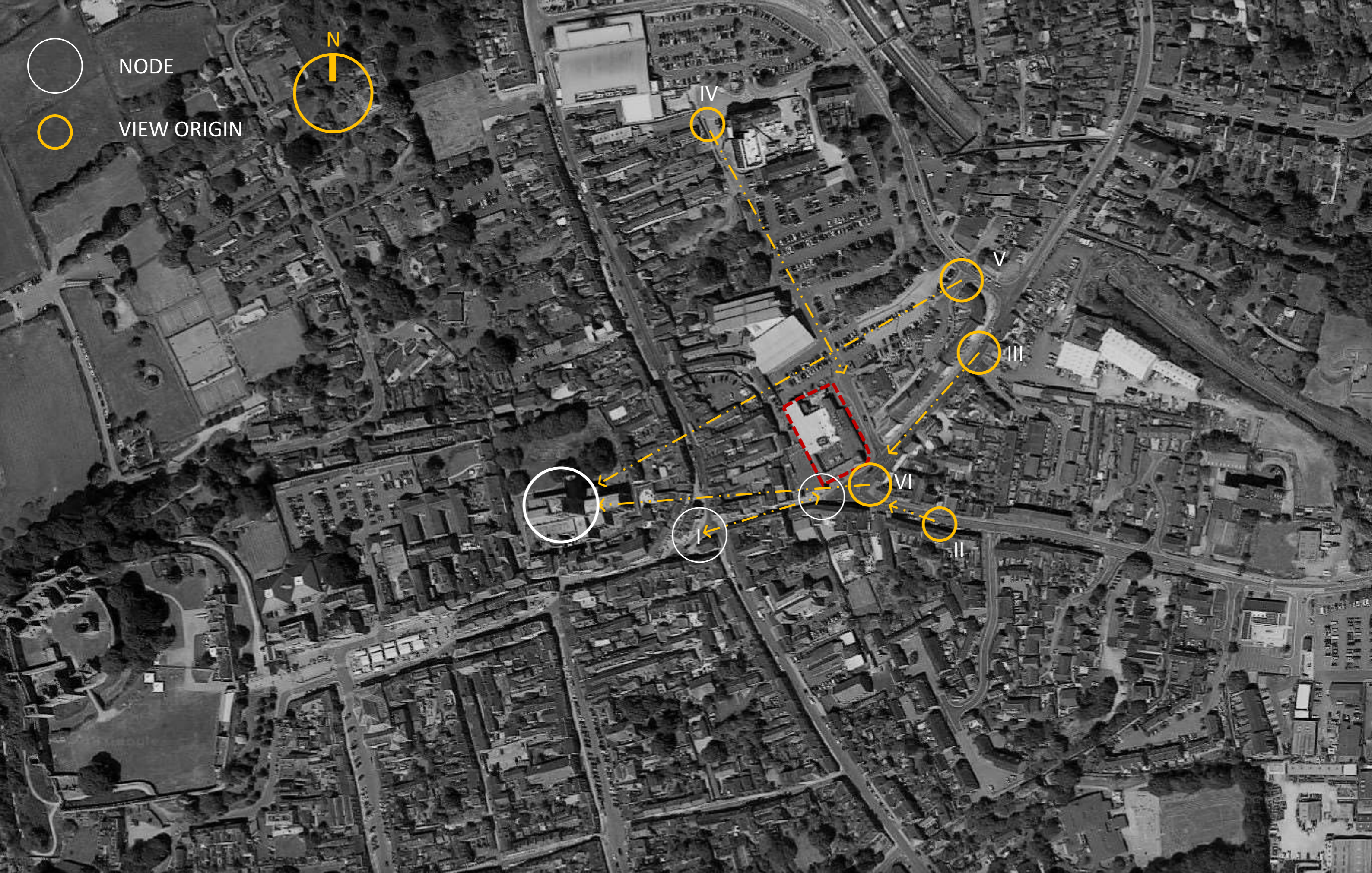
Joseph Smith's 1719 view showing Galdeford Gate



1945



1890 view showing Town Gaol + Superintendent's House



NODE



VIEW ORIGIN





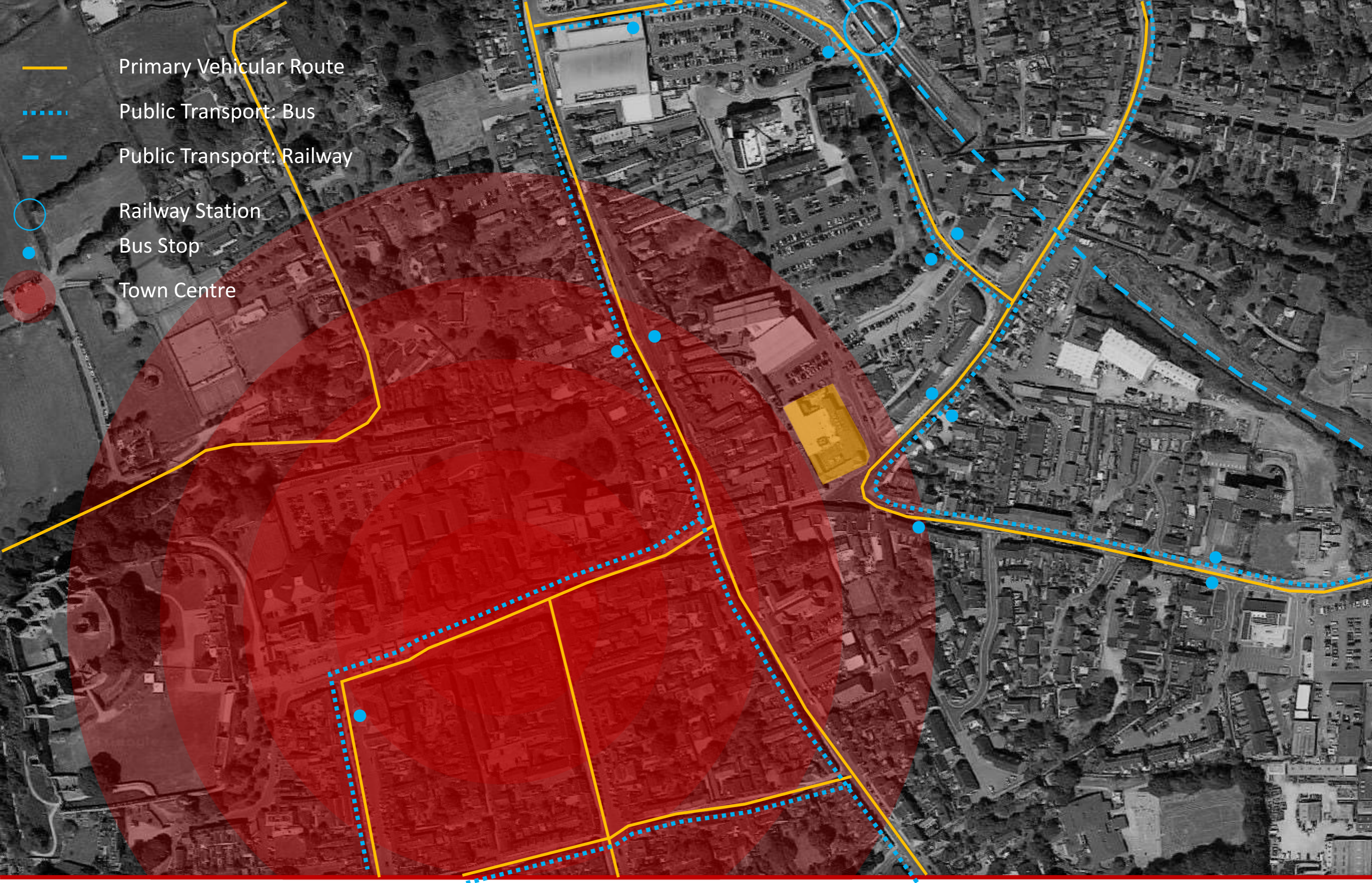












-  Primary Pedestrian Route
-  Secondary Pedestrian Route
-  Railway Station
-  Parking
-  Town Centre



Ludlow Conservation Area

Ludlow (Gravel Hill)
Conservation Area

Ludlow (Galdeford)
Conservation Area

Conservation Areas

The site abuts Ludlow Conservation Area to the west and Ludlow (Galdeford) Conservation Area to the south. Ludlow (Gravel Hill) is located a short distance to the north-east.

The proximity of the Conservation Areas is a critical influence on the design direction adopted on the proposed scheme.





LIBRARY:
The library sits awkwardly in the existing townscape. Poor legibility and a hidden entrance contribute.

CAR PARK:
Sloping downhill to the north the car park fills the space behind the railway station and Tesco to Upper Galdeford. The terraced car park is maximised for parking numbers at the cost of public realm. Legibility and permeability could be improved by a less car-focused solution

HISTORIC TOWN CENTRE:
Very dense organic development evolved over centuries of growth. Crossed with pedestrian alleyways which provide better permeability than may first appear. Good for separation of pedestrian and vehicles.

LATE C20:
Large buildings offering limited contextual sensitivity and little in urban design terms.

FRINGE RESIDENTIAL:
Predominantly residential, a small number of businesses are sustained adjacent to the site along with destination retail offers. Predominantly Victorian and more recent development prevail.

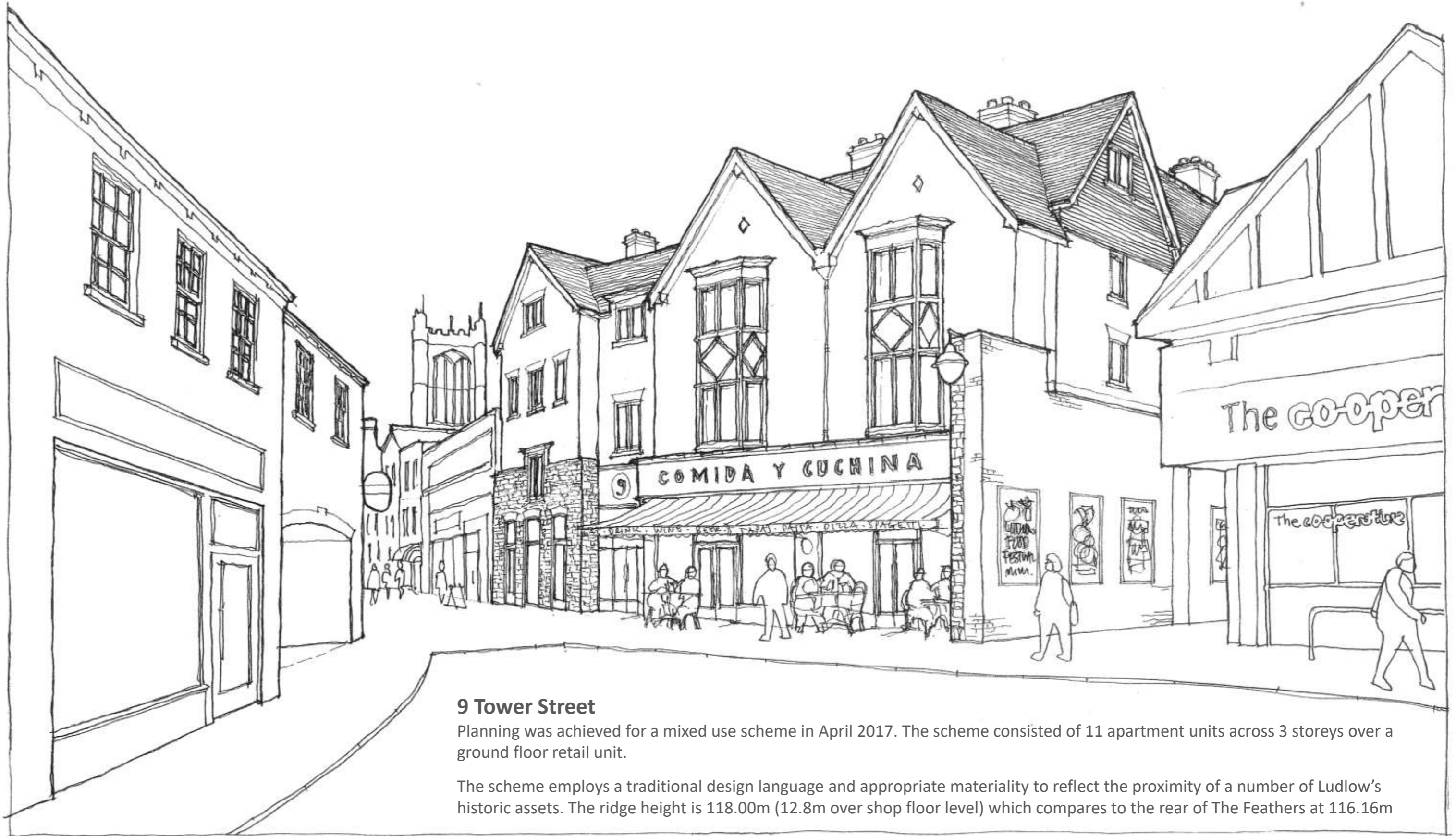


CAR PARK:

In contrast to Ludlow's historic core the car park offers a large, albeit generally poor quality and ill-defined public realm open space near the town centre. Generous views of the surrounding countryside are available.

Historic Core:

Ludlow's historic core is defined by its medieval origins. High density and low-rise buildings offering proportionally little open space



9 Tower Street

Planning was achieved for a mixed use scheme in April 2017. The scheme consisted of 11 apartment units across 3 storeys over a ground floor retail unit.

The scheme employs a traditional design language and appropriate materiality to reflect the proximity of a number of Ludlow's historic assets. The ridge height is 118.00m (12.8m over shop floor level) which compares to the rear of The Feathers at 116.16m

Understated nodal building employs roofline, spatial design and proportioning to create a subtle node



The more flamboyant aesthetics of a timber framed building created a 'dazzle camouflage' effect with its materiality and highly articulated facade



Typically, Ludlow's Georgian architecture presents a restrained and elegant façade to the public realm. Rooflines are mostly concealed by parapets or a shallow pitch roof. Moving from the town centre, Victorian and Edwardian buildings become more common and introduce a wealth of details and materials of the period. Many nodal buildings predate the Georgian period. They survived unsentimental Georgian redevelopment due to their elaborate design, materiality and detailing and create a dramatic counterpoint to the polite architectural aesthetic that followed. Nodal buildings often employ a more elaborate form of detailing or proportioning featuring gables

Symmetry is a common feature of Ludlow's shopfronts. Also shopfronts usually extend the width of a property and are defined by pilasters at the party wall. Threshold details, fenestration, heights, colour and detailing introduce variety into the long established rules of shopfront design.

These rules are usually only broken where topographic constraints exist.





View from Upper Galdeford



Existing View (not showing the 9 Tower Street scheme)



View from Lower Galdeford



Existing View

View from Galdeford Car Park

Appendix 01: record of existing frontages



Upper Galdeford Frontage with St Laurence's Tower



Upper Galdeford Frontage





