



Hereford Buttermarket Regeneration

R.I.B.A. Design Competition Winner

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Austin·Smith:Lord

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Hereford Butter Market Regeneration

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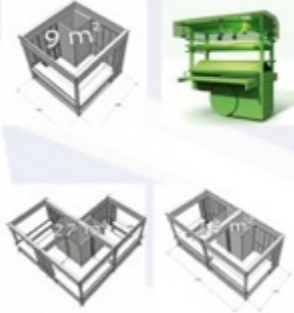


Food and drink offers from a food court serviced by a range of small artisan, specialist and local caterers and potentially from a higher-value rooftop restaurant.

Roof Floor Plan



Bespoke stalls and carts allow flexibility for existing and new market traders both internally and externally.



New stalls based on 3x3 modules. Shop frontage to two sides, to maximise area for produce on sale.

Multi functional events space to be used for changing events:

- Visiting markets
- College of Art events - fashion shows, exhibitions
- Herefordshire Council Public events.



Guildhall - Conference and Reception venue

The area within the Guildhall could provide venue hire opportunities and given its history, setting and feel, it provides the perfect wedding reception venue.

The events business and facilities for business, training and community gathering. Range of spaces of varying levels of formality and facilities that can be hired and rented. This is often an area where provision is limited in towns, and by combining the management of the spaces with that of the workspaces we can make a very efficient, competitive and financially rewarding business from these facilities that nonetheless also meets community needs.

First Floor Plan



1. 'Lily Pad' Multi Function Event Space One
2. 'Lily Pad' Multi Function Event Space Two
3. Tiffany's Cafe Mezzanine
4. Creative Industries Incubator
5. Guildhall Offices

Facilities for creative and design businesses, both in the working spaces of the new building and in new opportunities to take market units to showcase and sell creative and craft products.

Movement through the market on all floors is accessible using stairs, escalators and lifts.



Maylord Street Market Entrance

There is a variety of opportunity at both of the main entrances into the market for external stalls which will attract visitors into the market.



High Street - Extending the Market

Ground Floor Plan



1. Traditional Market with Stalls
2. Refurbished Guildhall, Kitchen & WC's
3. Refurbished Tiffany's Cafe/Bar with late opening license
4. Food Court opens onto Maylord St
5. Visiting Market Stalls spreads onto Maylord St

Clear focal points allow users to establish their bearings.



Basement Lounge Bar

Transforming the basement area into a spa and relaxation facility will attract new users and provide a new customer segment to existing traders.



Basement Spa Bath

The basement could be used for a variety of uses such as a restaurant or bar, encouraging out of market hours activity.

Basement Floor Plan



1. Basement Bar & Spa
2. Plant

Hereford Butter Market Regeneration

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New Multi Use Facility - Market Stalls at ground level and first floor, incubator units and crèche at second floor, restaurant at third floor and roof terrace.

New glazed facade open onto Maylord Street allowing the market to breakout onto the street



Ease of movement through the market created by light and space, attracting people to the stalls and other facilities. Escalator and lift link to the multi-use events space at the first floor.



High Street Entrance Foyer

Reinvigorated market stalls, fulfilling the needs of traditional market goers, appealing to new and diverse audiences, reflecting trends in both retail. The scheme will attract more stall holders selling more to more and wider markets, ensuring long term commercial viability.



Multi-function event space for changing visiting events



Maylord Street with visiting markets



The revitalisation of the Tiffany Cafe/Bar provides links to various areas of the market. It can operate independently to the rest of the market.



Roof-top restaurant with stunning views of the Cathedral and across the roofscape of the town. Adds value of unique location with its panoramic views - will be a very successful location for a restaurant with day and evening use as well as providing informal meeting and entertaining spaces for the design centre below.



R.I.B.A. Design Brief

2.6 Building Design and Uses

The building should:

- Be innovative, exciting and challenge previous interpretations of covered markets but must respect the Victorian heritage of the market;
- Increase the footfall within the Market and enhance the retail environment.
- Provide a focus for the community which promotes the inclusion of all members of the community in the activities of the Market;
- Provide for the minimum accommodation requirements listed in Section 2.5;
- Allow for space to be multi-functional and flexible wherever possible;
- Be of an appropriate design/scale to enhance the character of Hereford City centre;
- Exploit the connectivity between High Town and the ESG development area and attract footfall between the two;
- Connect with the proposals as set out in the city centre regeneration plans and bring added value to the surroundings;
- Embrace current developments and practice in sustainable development, energy efficiency and material recycling. Design to meet BREEAM Excellent as a minimum or equivalent;
- Ensure that the design provides for a long-term sustainable future and provides simple solutions for building maintenance and support;
- Provide a Demonstration Area for exhibitions and presentations by the local food industry and general community;
- Actively encourage an 'Evening Economy' by incorporating other commercial uses;
- Consider phasing opportunities and demonstrate how trade may be permitted to continue during redevelopment.

- ✓ Retain trading and all traders on site at all times during improvement works
- ✓ All areas to have access to natural daylight
- ✓ Create a sheltered, natural daylit green seating area in the market for the lunch trade
- ✓ Showcase the architectural heritage of the market
- ✓ Create a safe and sheltered nightlife for the market
- ✓ Create spaces for events and expositions
- ✓ Showcase Hereford and local produce
- ✓ Create a one stop destination that encourages repeat visits.
- ✓ Create a unique shopping, eating and exposition venue not available anywhere else
- ✓ Create flexible spaces for hire
- ✓ Showcase Herefordshire arts, crafts and industries



Hereford Buttermarket Regeneration

The Site

Market Interior

Appraisal:
Aside from the obvious dated feel, the biggest issue in the Market is the lack of daylight. The yellow tarnished vaulted suspended ceiling, prevents any natural light from reaching the market below.



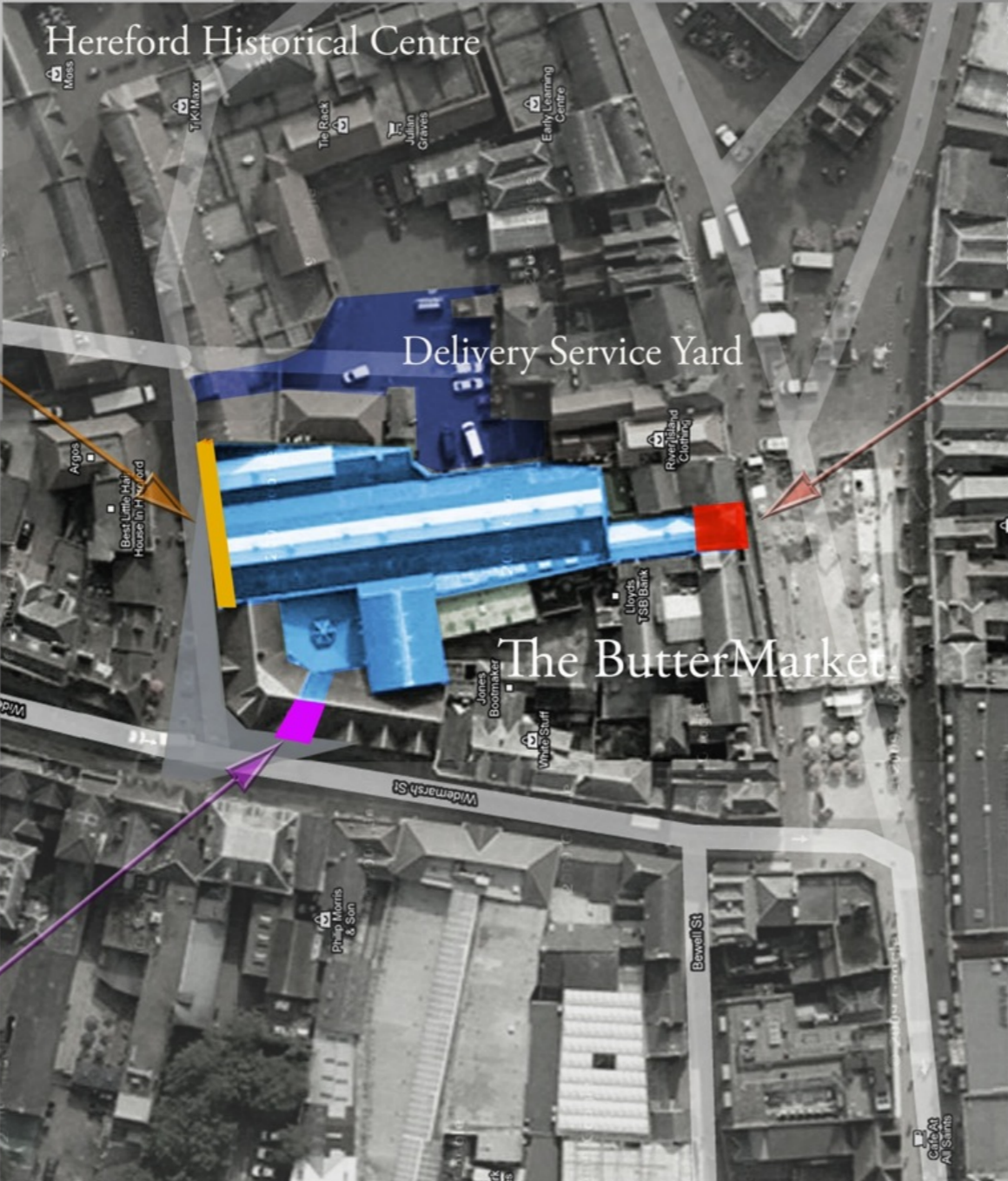
Maylord Street Entrance

Appraisal:
The solid brick facade is not inviting the passerby into the Market. Furthermore, the elevation does not give any clue to the large space to be found within.



WideMarsh Entrance

Appraisal:
Narrow double door, followed by a long badly lit corridor. The doorway is almost invisible from the street.



Hereford Historical Centre

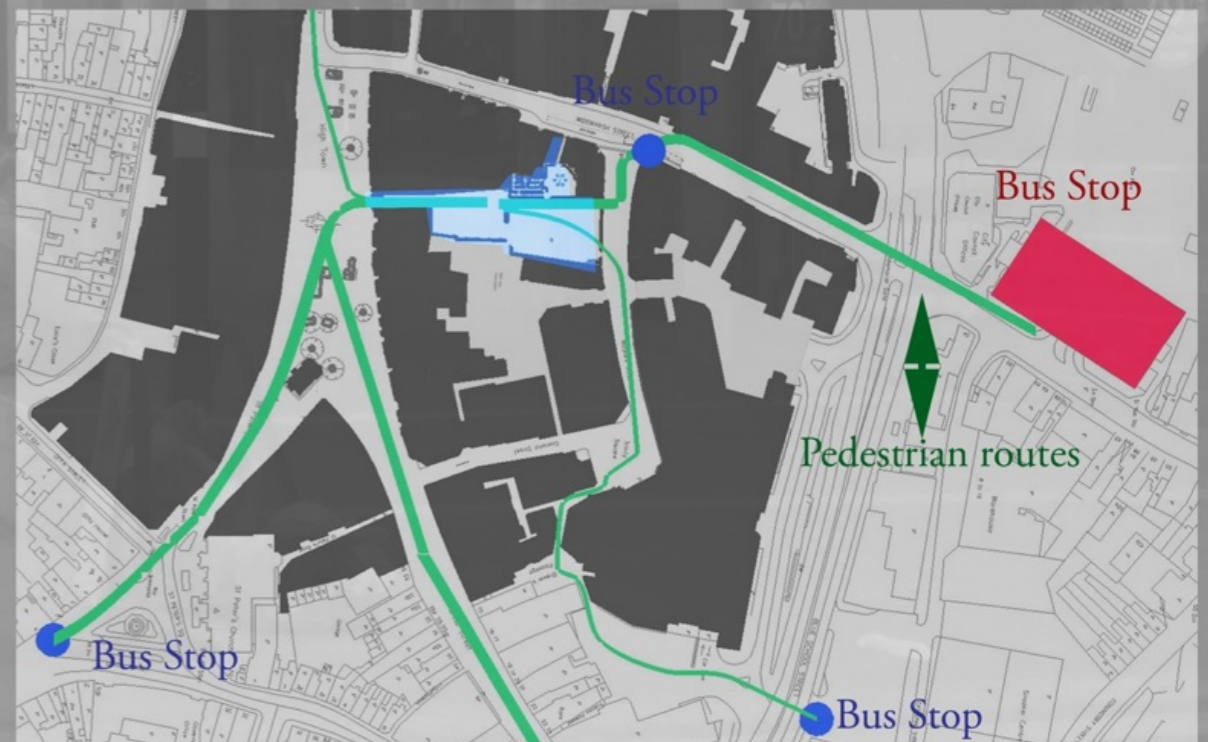
Delivery Service Yard

The ButterMarket



Clock Tower Entrance

High and Commercial Street:
Appraisal:
Small narrow double-door choking point. Does not allow for high visibility from the street into the Market. The way is further impeded by a draft lobby, as well as shop displays clogging the small passageway.



Pedestrian routes

Bus Stop

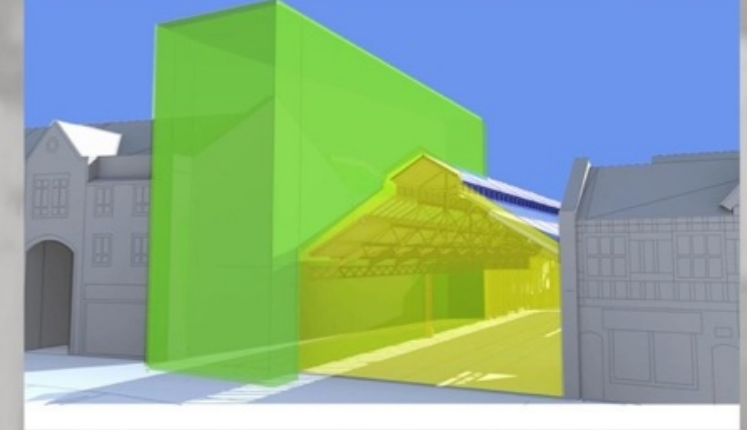
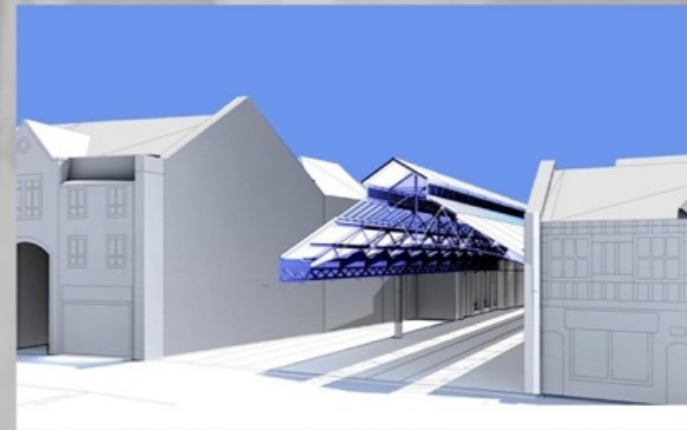
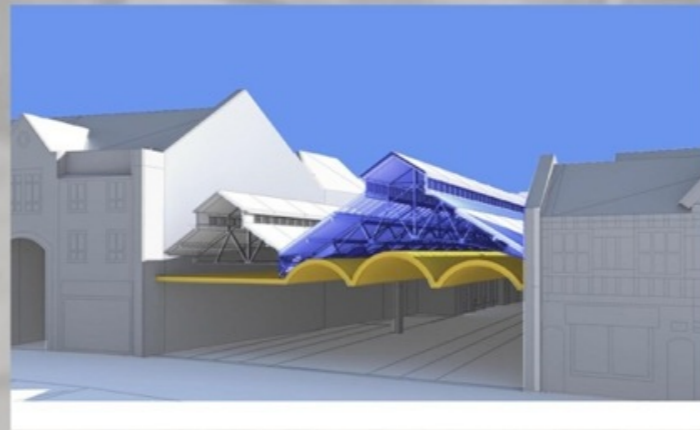
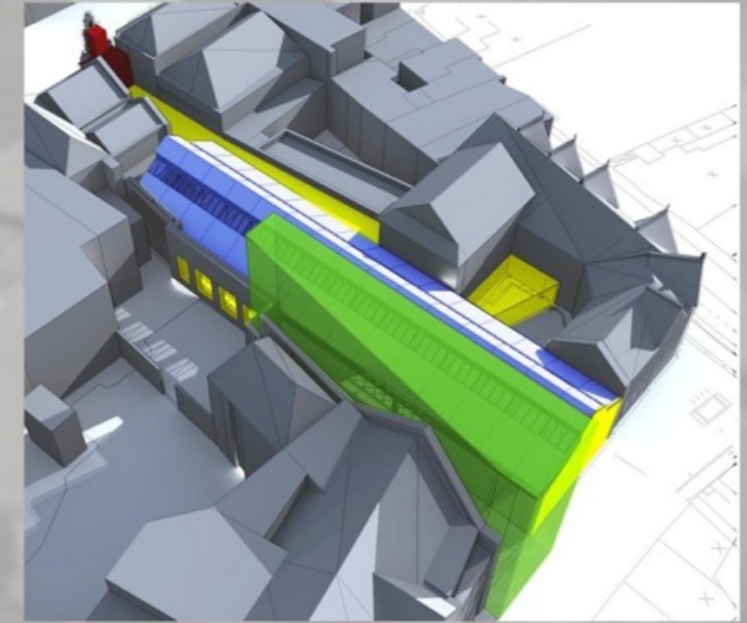
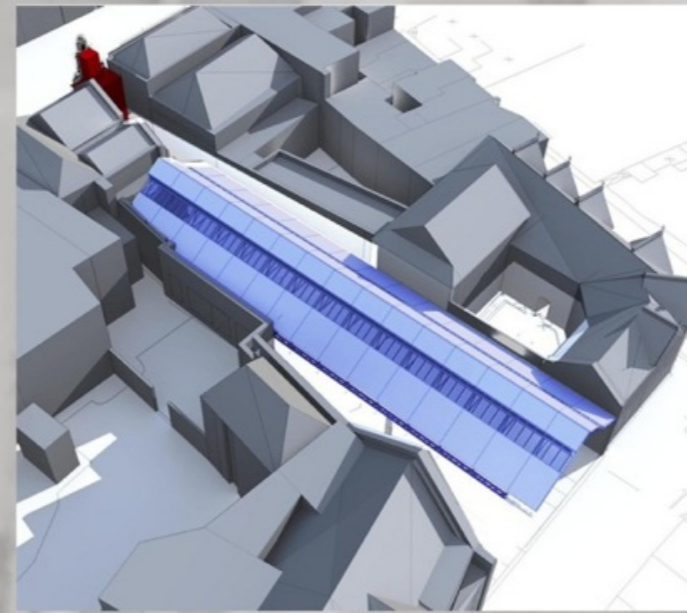
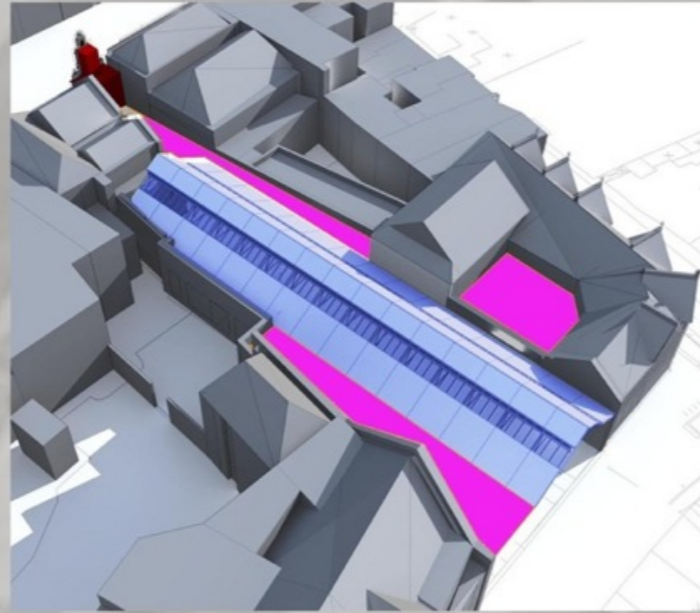
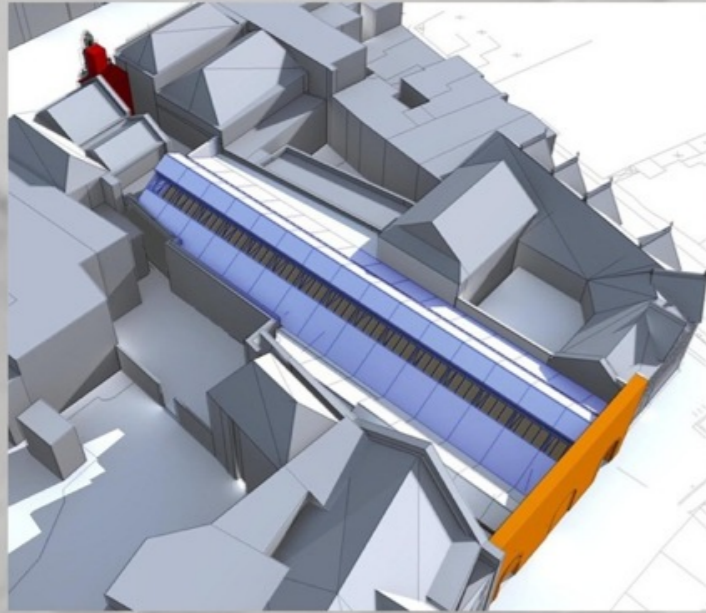
Bus Stop

Bus Stop



Hereford Buttermarket Regeneration Architectural Response

Removal of roof structure



Removal of the brick facade

Removal of suspended ceiling

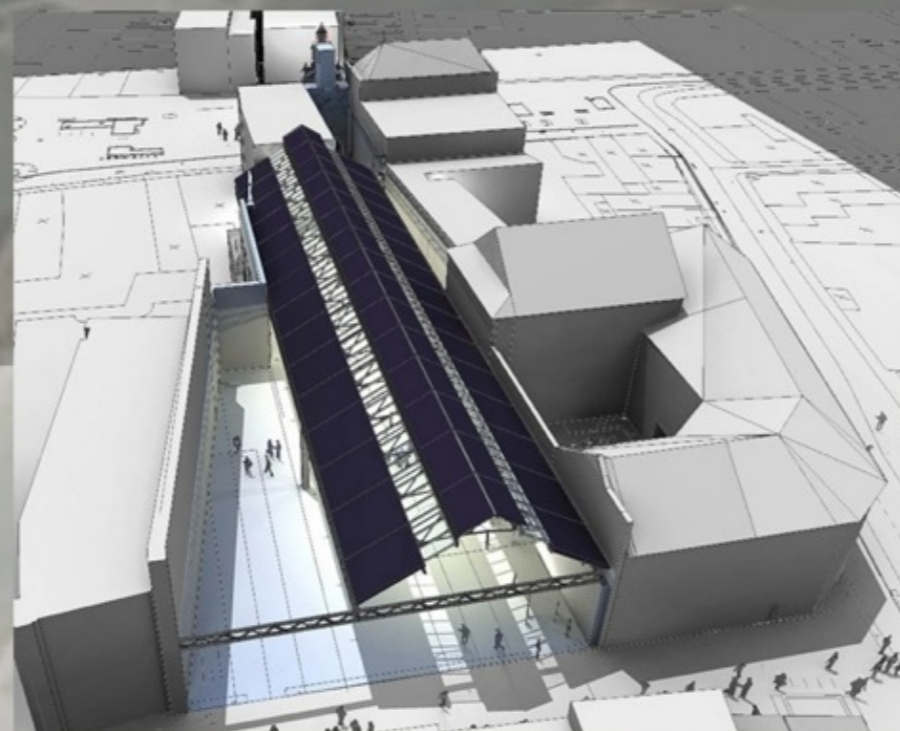
Remaining structures

New building and
new glazing over existing truss



Hereford Buttermaket Regeneration

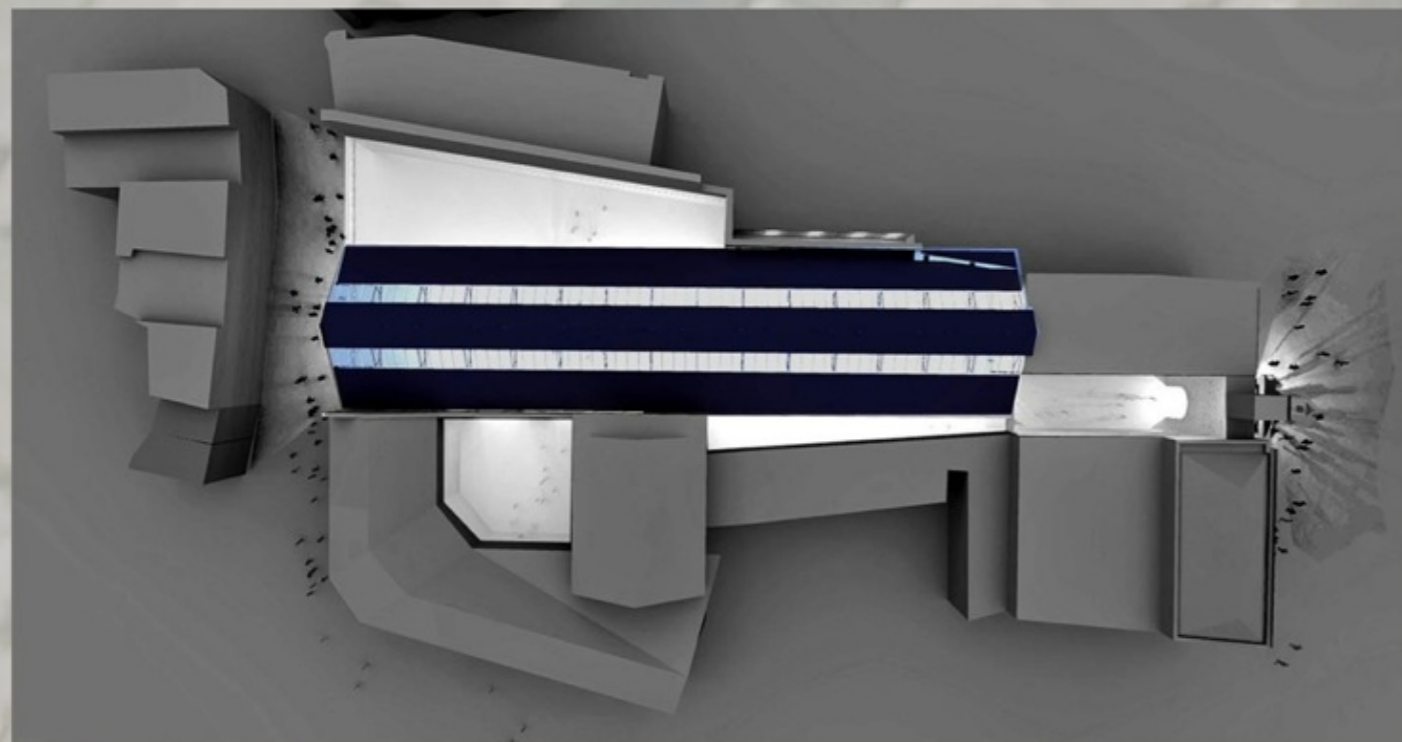
Architectural Response



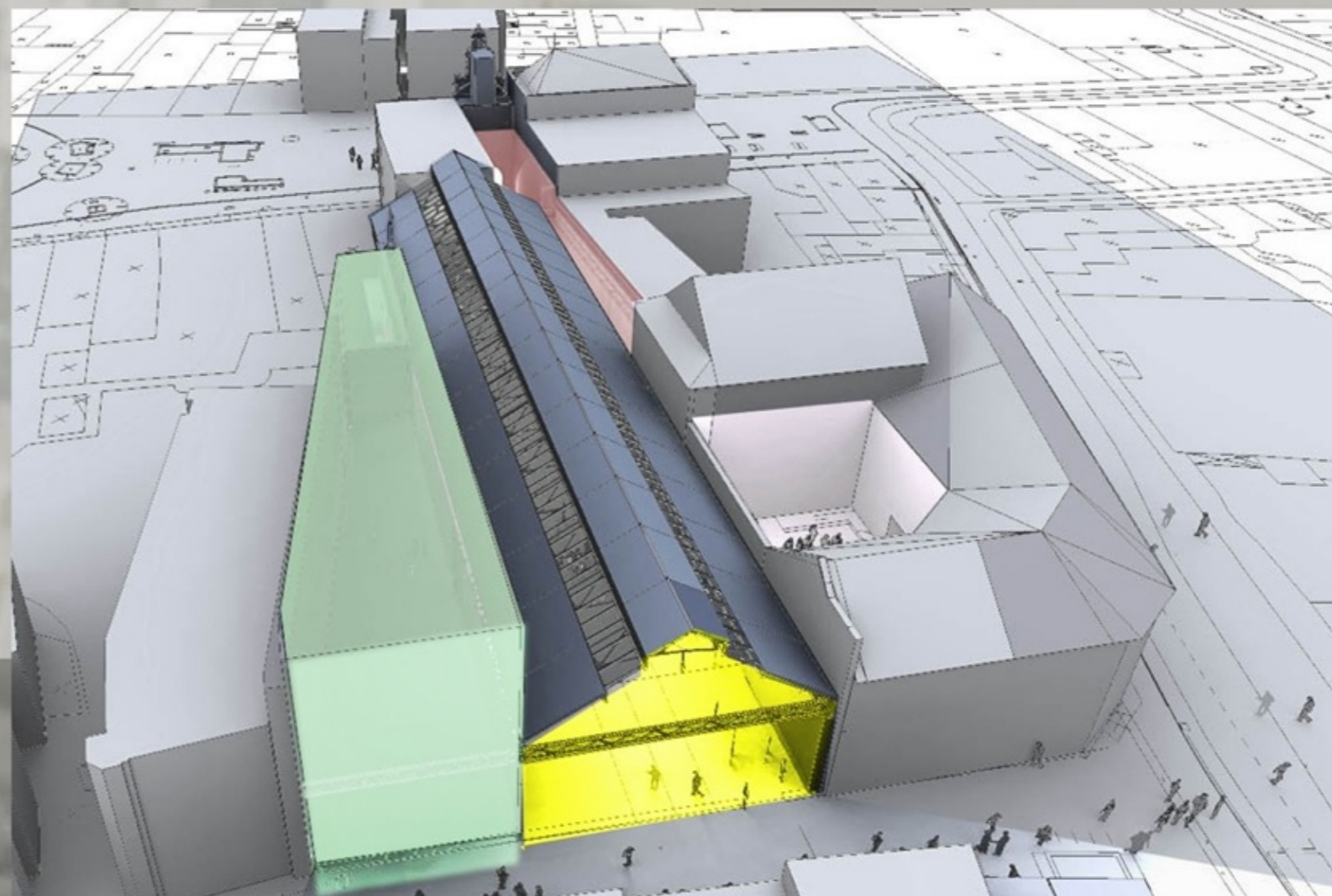
New openings allow daylight to enter



Remaining structures



New building and
new glazing over existing truss





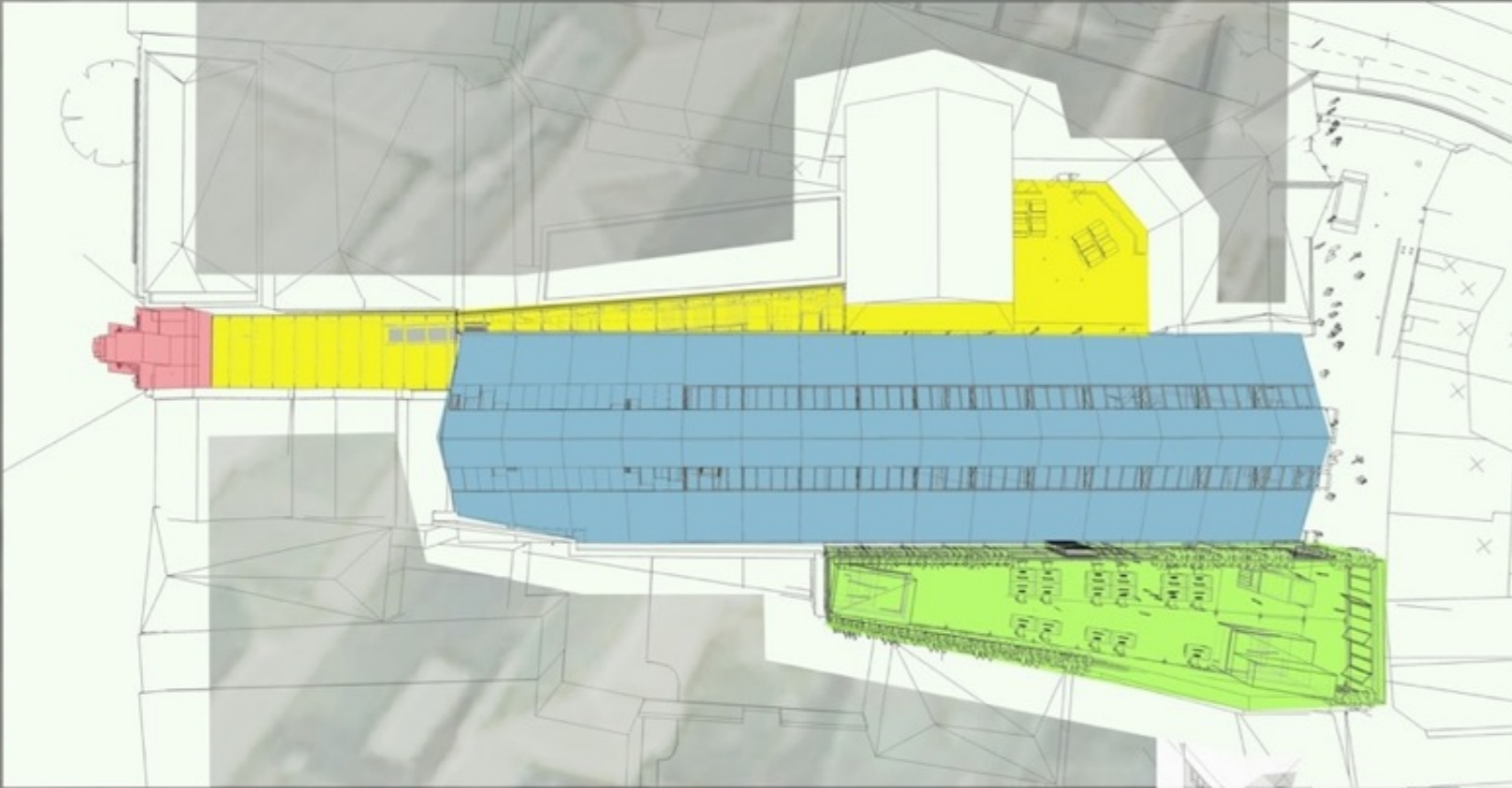
Hereford Buttermaket Regeneration Architectural Response



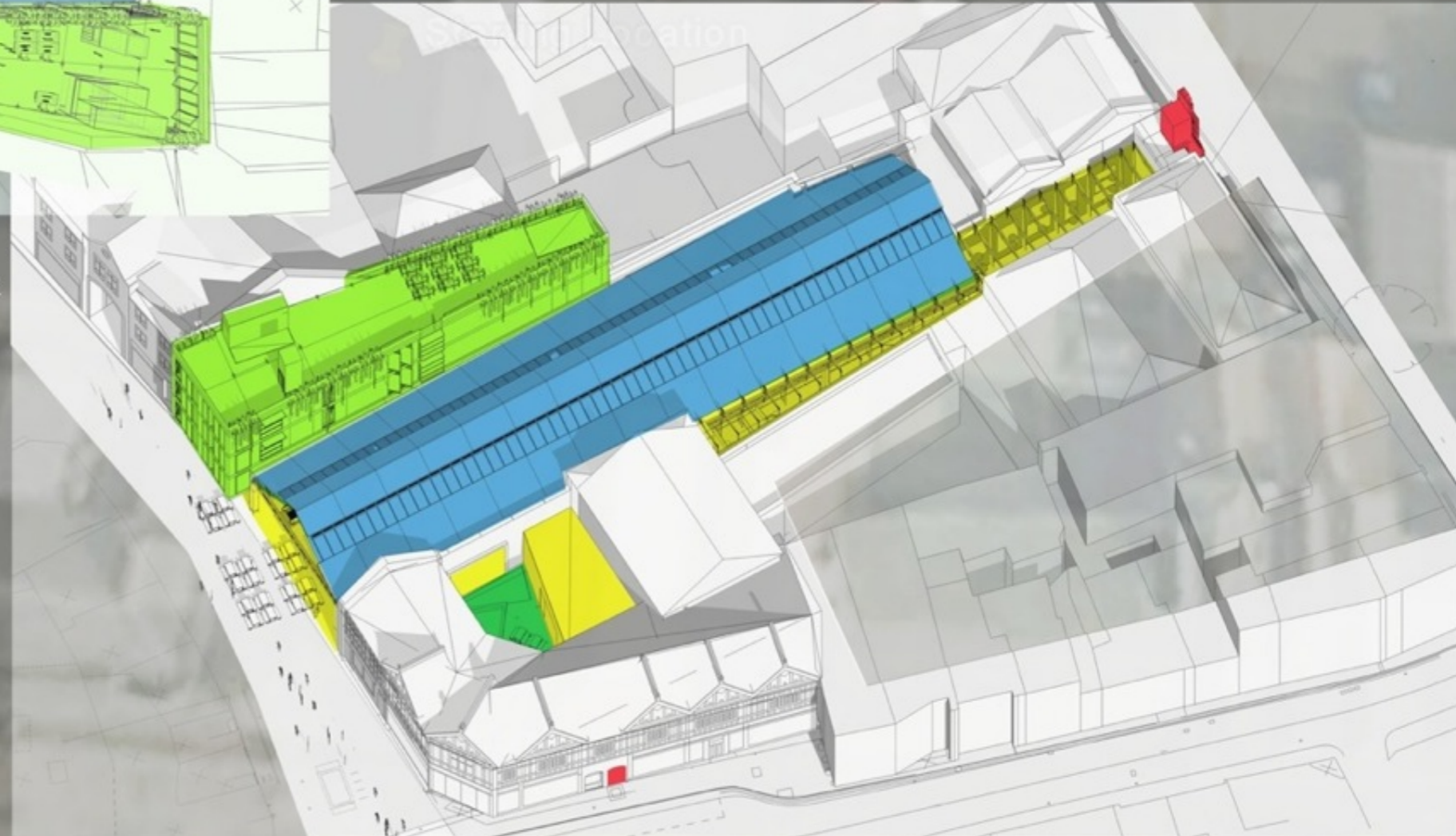
Roof Plan



Maylord Street Elevation



Aerial view of clock tower entrance, extension of the market onto High Place for temporary events





Hereford Buttermarket Regeneration

Lower Ground Floor

The proposal makes extensive use of the basement level, in part retaining the use of the spaces by the trader and in part, creating new and unique business opportunities. It is proposed that the entire floor be lowered by one meter, to allow for the redirecting and management of existing services, as well as increasing the head height available.



The new proposed **Cafe/Bar** takes advantage of the existing vaulted arches to create a relaxing space unique in Hereford. The Cafe/Bar can function independently of the Markets opening hours, due to the new stair and lift core leading directly onto **Maylord street**.



New building basement level, with centralized heat and power boiler (CHP)

Lower Ground Floor footprint Vs Ground Floor



Hereford Buttermarket

Regeneration

Ground Floor

Opening Time
07.00 AM
till 05.00 Pm



Opening Time
05.00 PM
till 10.00 Pm



Opening Time
10.00 PM
till 02.00 Am



The design is inspired by the organic nature of the market. The diagonal layout encourages natural wandering throughout the space. Two escalators, positioned at each of the entrances, guide the public to the upper floors. The new facade on Maylord Street is fitted with double height glass doors, allowing the market to be fully opened onto the street.



Maylord Street Elevation



Delivery and refuse yard

High Place Elevation



The delivery/service yard will be upgraded to include, a recycle and refuse area as well a storage facility for use by the market traders.



Hereford Buttermaket Regeneration



Use of the first floor flexible area, as a food court seating area and fashion show



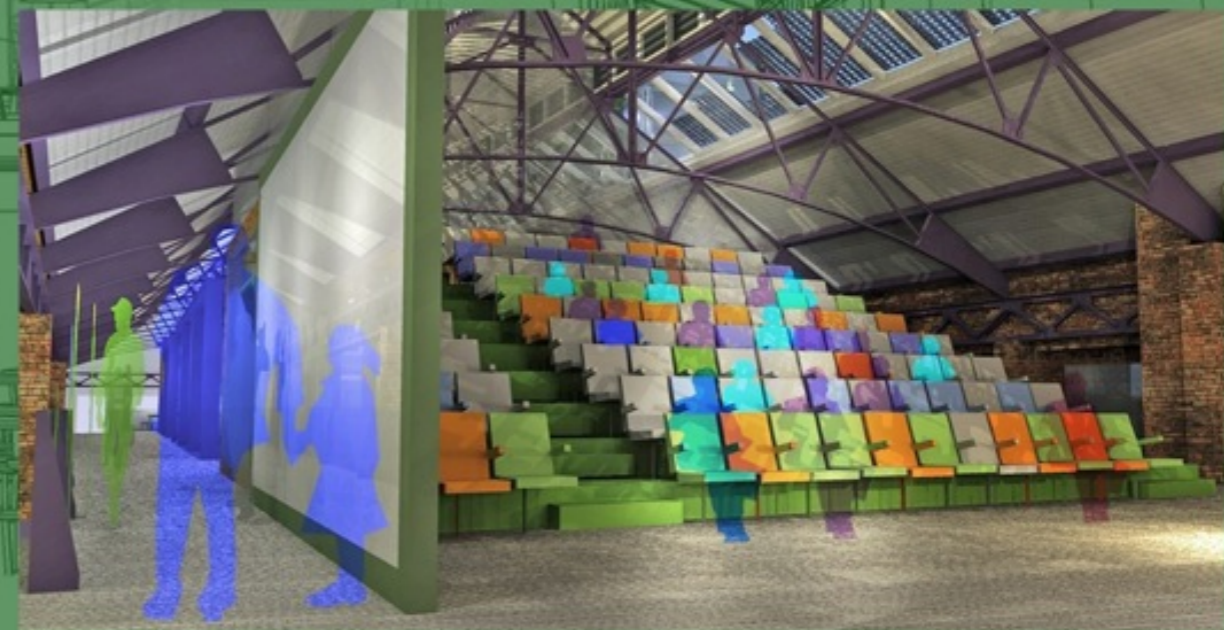
Use of the Clock-Tower entrance passage way as an Art Gallery



First floor temporary bleacher seating area



Maylord Street Elevation





Hereford Buttermaket Regeneration



Clock Tower Entrance and passageway use for mobile carts

Indoor seating area, with natural daylight from the new roof and living green wall



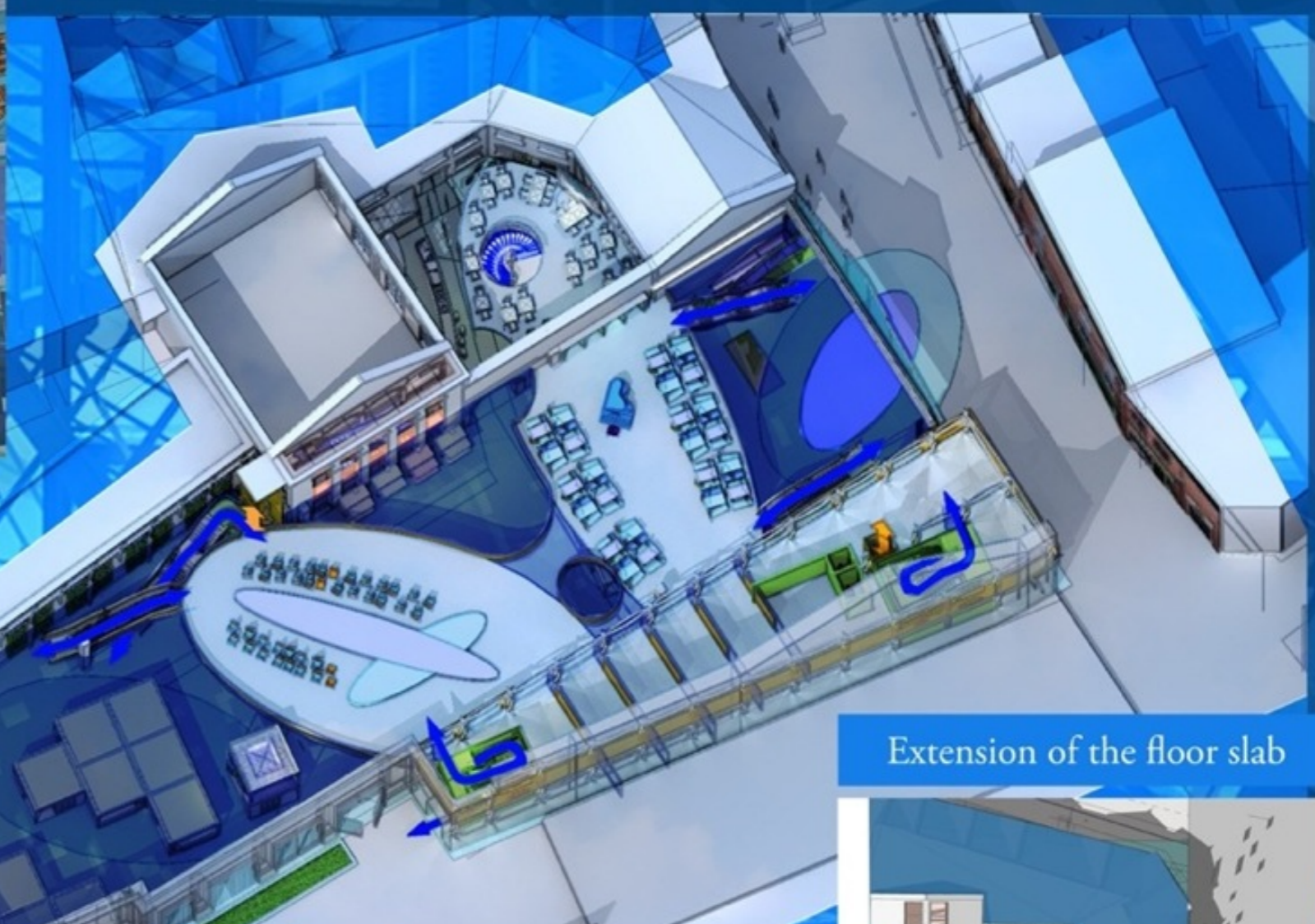
Food stalls near the seating area

Internal view toward Maylord Street



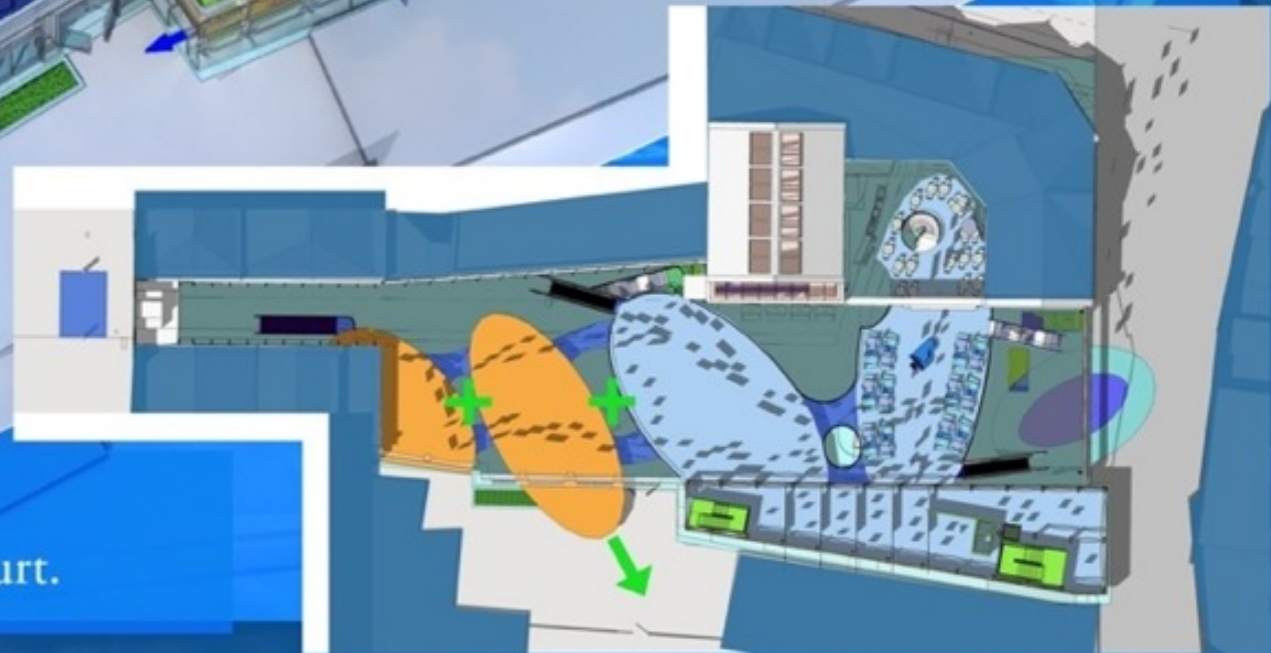


Hereford Buttermarket Regeneration First Floor



The first floor is a simple slab, designed to be endlessly flexible. The space can be adapted to function as an extension of the market, by the installation of temporary stalls or carts. It can also accommodate a show area for local performances or fashion shows. The area directly adjacent to the Tiffany Cafe can be used as seating space for a food court.

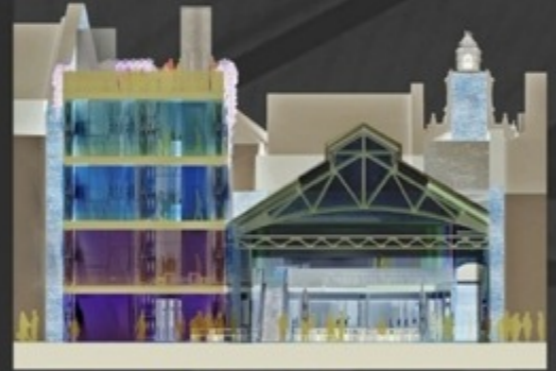
Extension of the floor slab



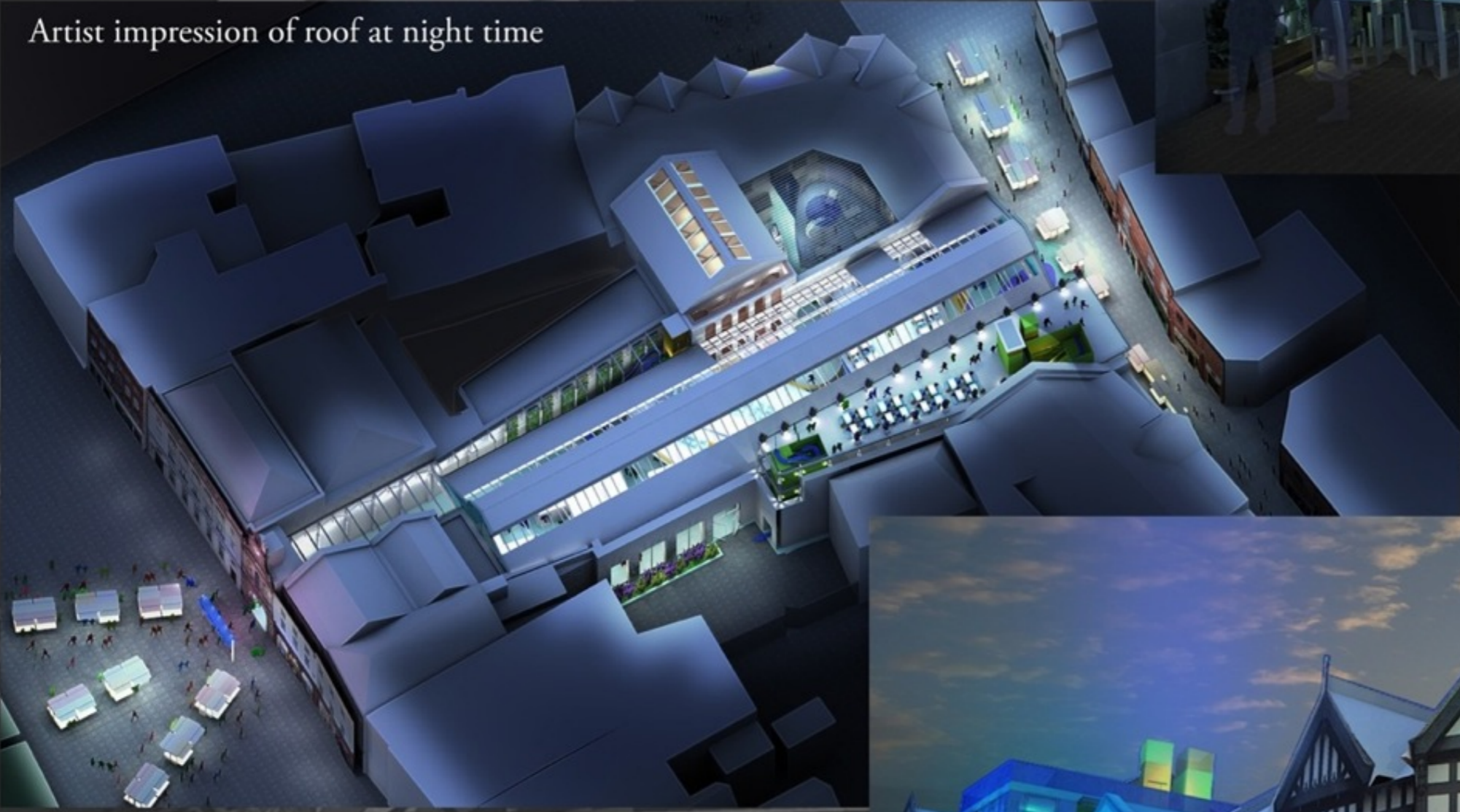


Hereford Buttermarket Regeneration

Roof and Street Massing

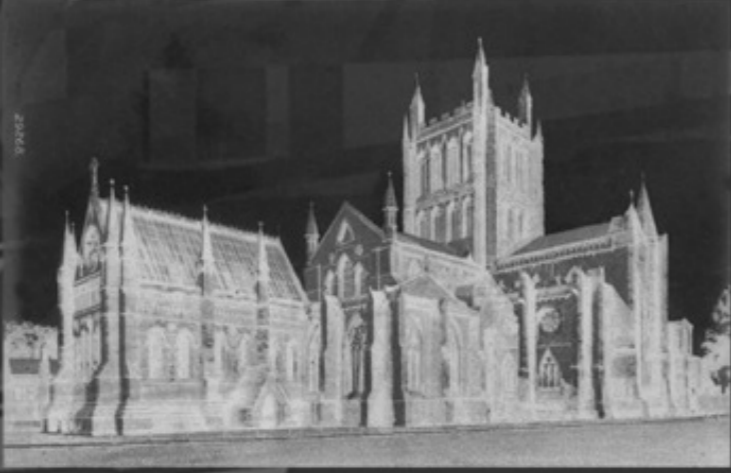


Artist impression of roof at night time



The new proposed building offers a unique opportunity for a roof view of the historical centre of Hereford. This would be an ideal setting for a Cafe or Restaurant.

Hereford Cathedral

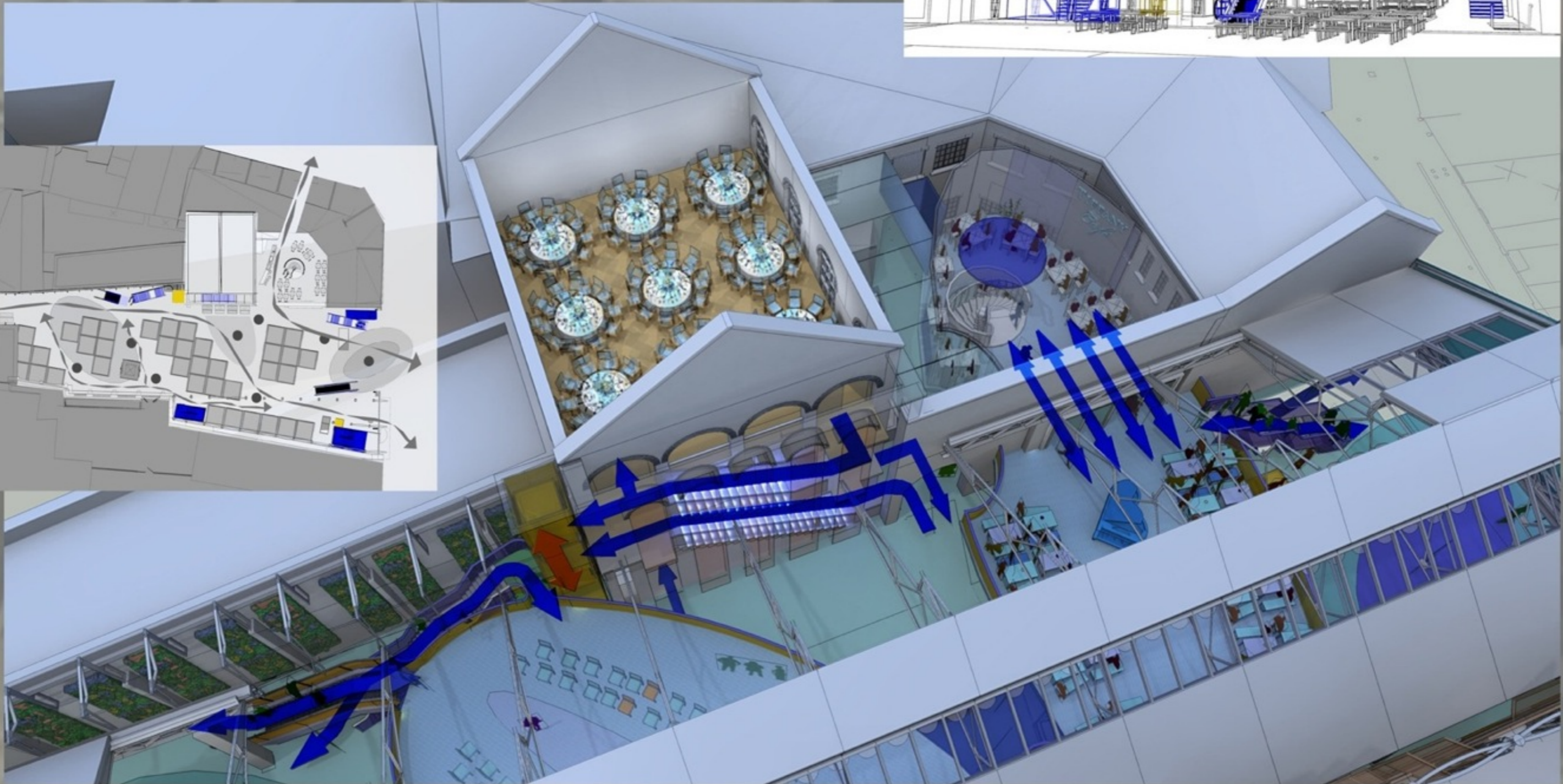


Artist impression of the junction between Widemarsh Street and Maylord Street



Hereford Buttermarket Regeneration Circulation Strategy

To make access to the first floor more attractive, and therefore increase the value of it, an escalator is placed near each of the entrances. The main market lift is situated at the centre of the Market, and runs from the basement level to the top floor of the Guild Hall. The other lift is located within the new proposed building, and again runs from the basement (in the new underground Cafe area) to the roof terrace with views to Hereford Cathedral. Flying stairs are located on the edge of the first floor slab, again clearly visible from the outside.



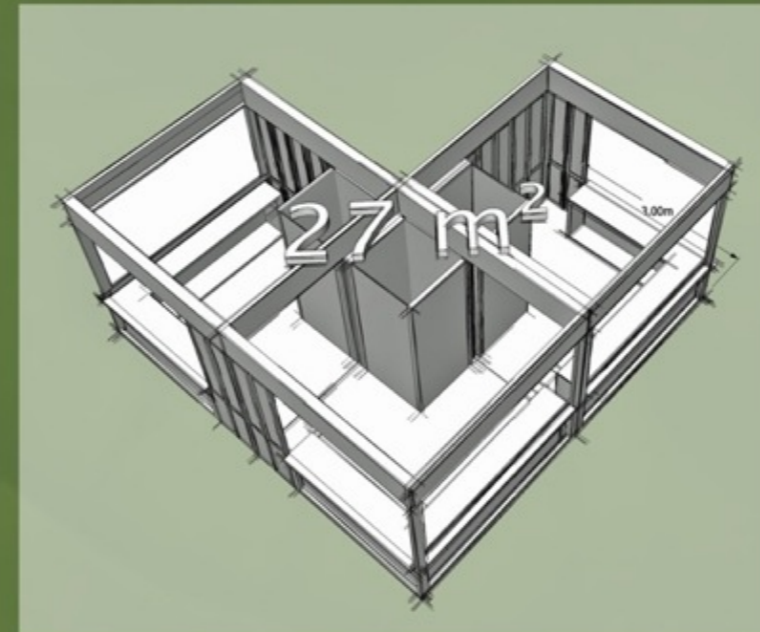
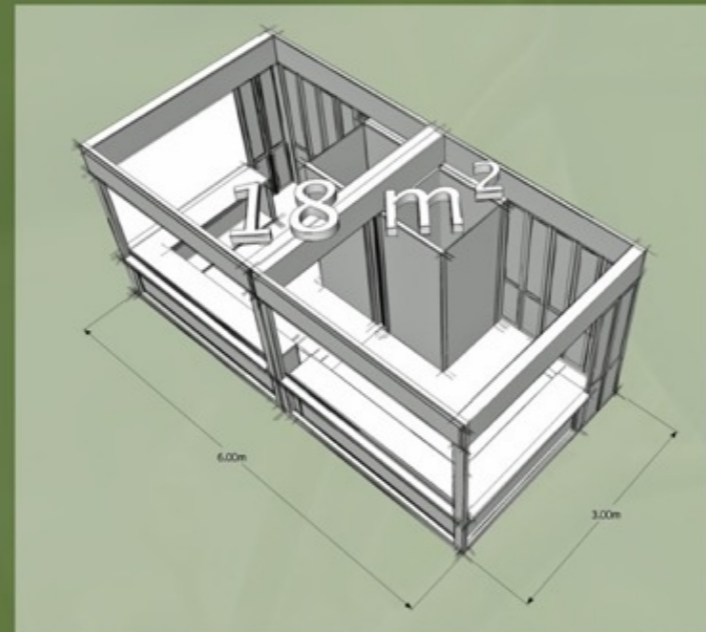
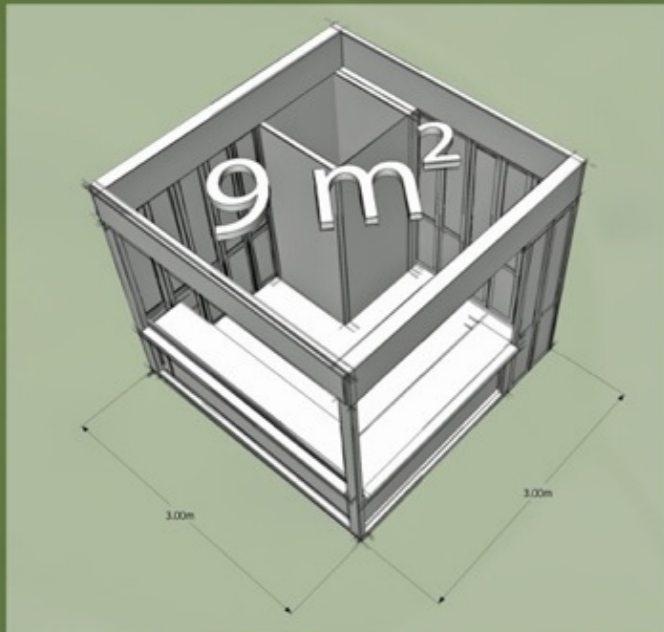
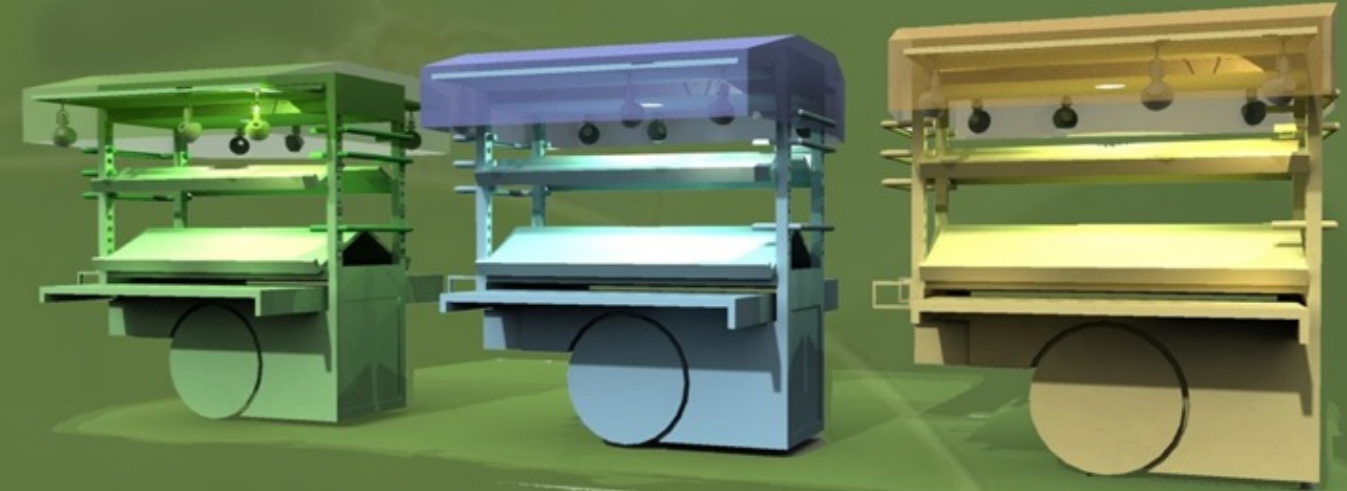
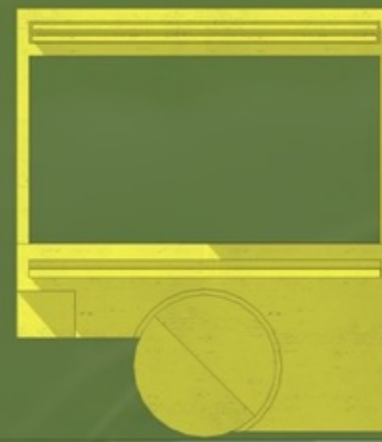


Hereford Buttermarket Regeneration

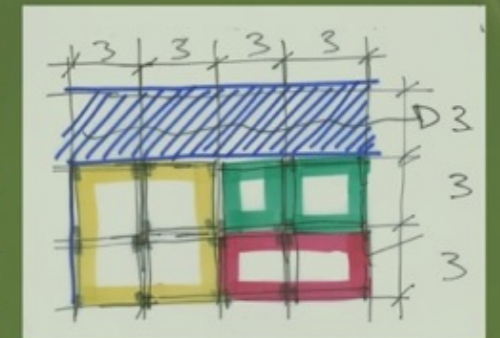
Pods & Carts



Mobile carts for seasonal events and small retailers



The modular layout allows for flexibility, in both size and type of use.



The staggered layout offers a more organic feel, giving the opportunity for more display areas.



Hereford Buttermaket Regeneration

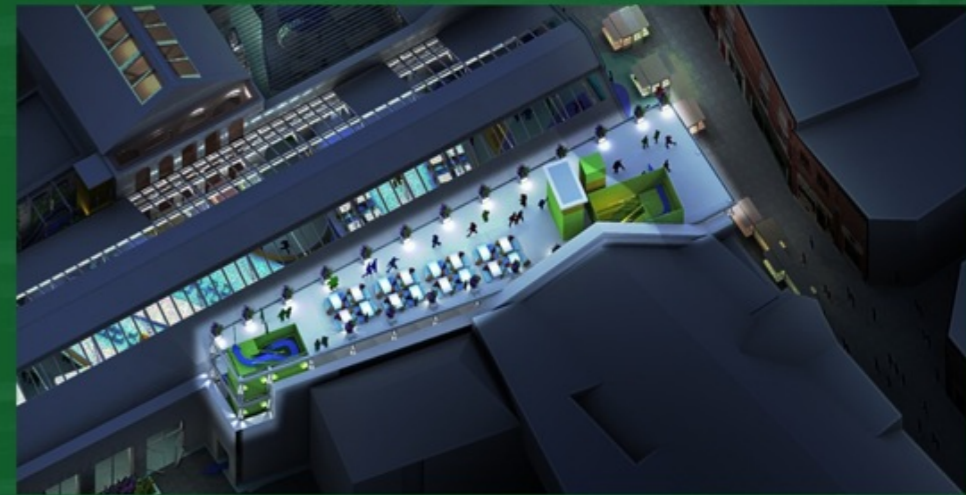
New Building

Maylord Street Elevation

The main attraction of the new building is the roof terrace, with views over the historical centre of Hereford and the Cathedral.



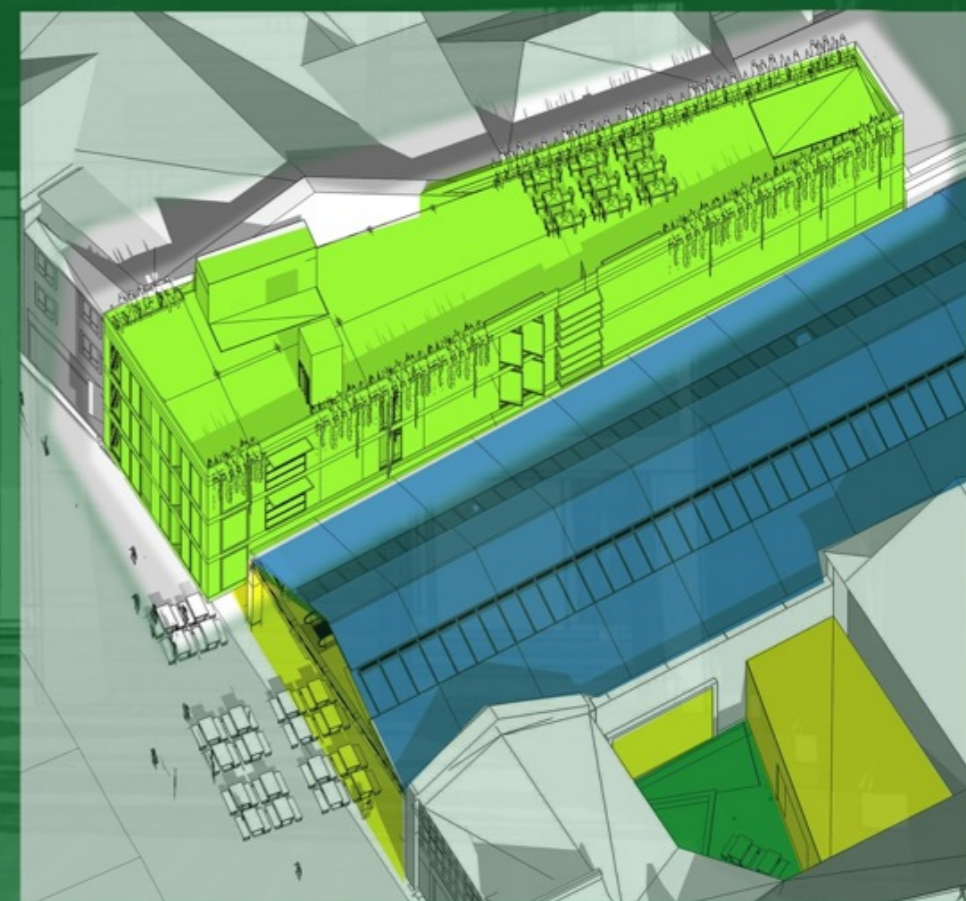
Flexible open-plan floor plates



The new proposed building is designed to be an open-plan, flexible structure, which can be partitioned easily as required.

The basement of the building houses a new bar, and is also where the main heating and ventilation plant will be located.

Stair and lift cores offer independent access from Maylord Street and from the delivery yard, even when the market is closed. The increase of floor area offered by the new structure, will allow the market an additional source of revenue outside its more traditional activities.



The ground floor area is dedicated to the market stalls

New Proposed building massing

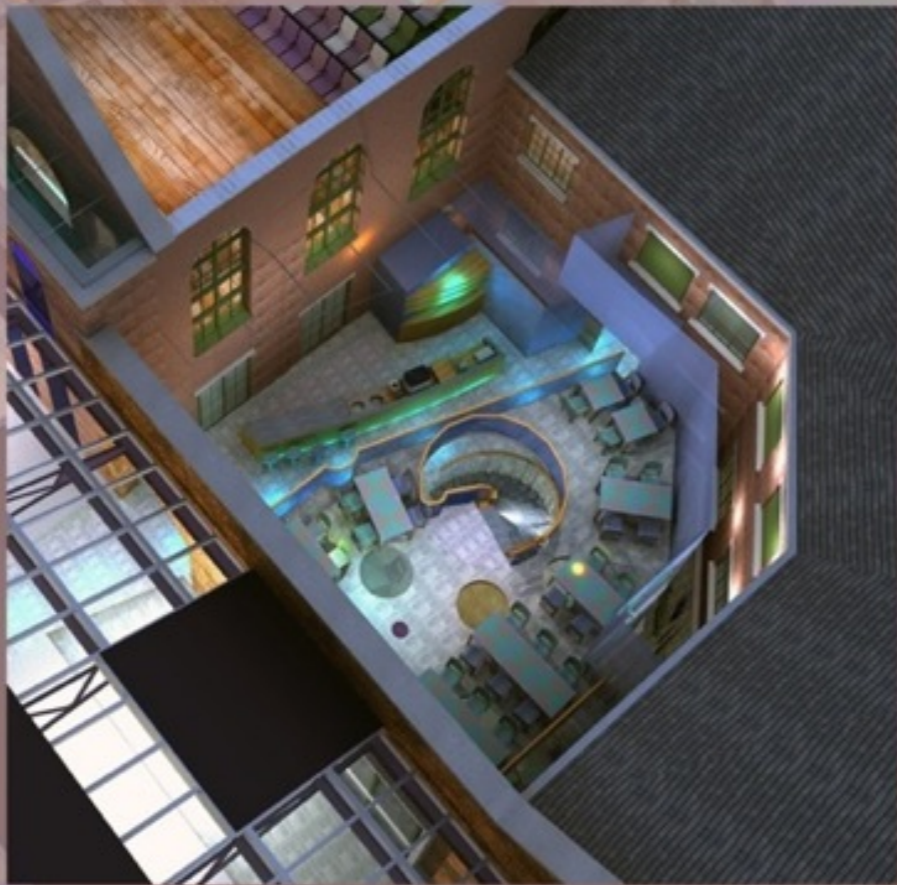


Hereford Buttermaket Regeneration

The Tiffany Café



The Tiffany Café is at present, the social hub of the market. The proposed refurbishment is sympathetic to this concept. The proposal calls for the replacement of the current roof with a glass one, to allow more daylight. The proposed first floor of the market extends into the Café. The ground floor of the Guild Hall is re-used as the kitchen and back of house facilities for the Café. The remaining floor space will be dedicated to Public Toilets, not currently available anywhere in the Market.



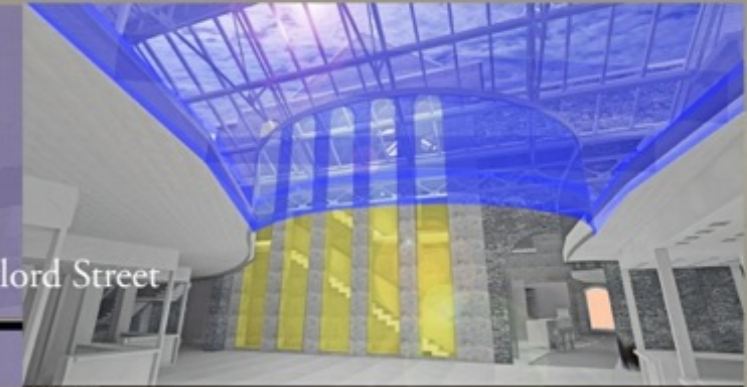


Hereford Buttermarket Regeneration The Guild Hall

High Place



Maylord Street



Restoration of the Guild Hall

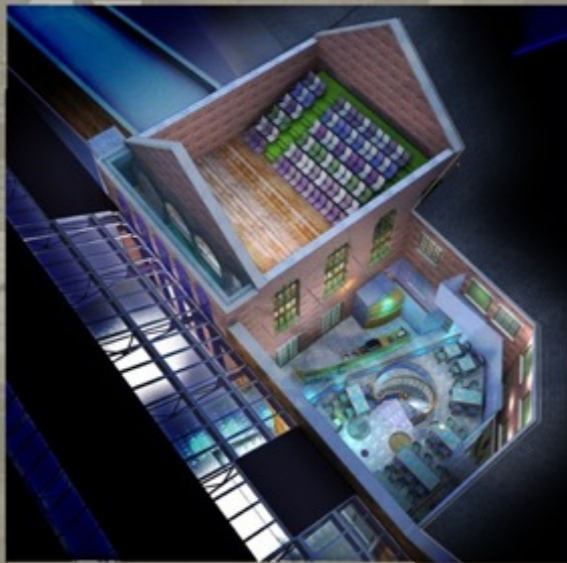
The new access strategy for the market also includes the Guild Hall. The new lift and staircase allows for easy access to the first floor, the main hall and also to the top of the building. The hall makes for an ideal flexible small size venue, which can be used in a variety of ways. The first floor is already divided into offices.



Lecture Hall / Performance Venue



[Link to the Tiffany Cafe](#)



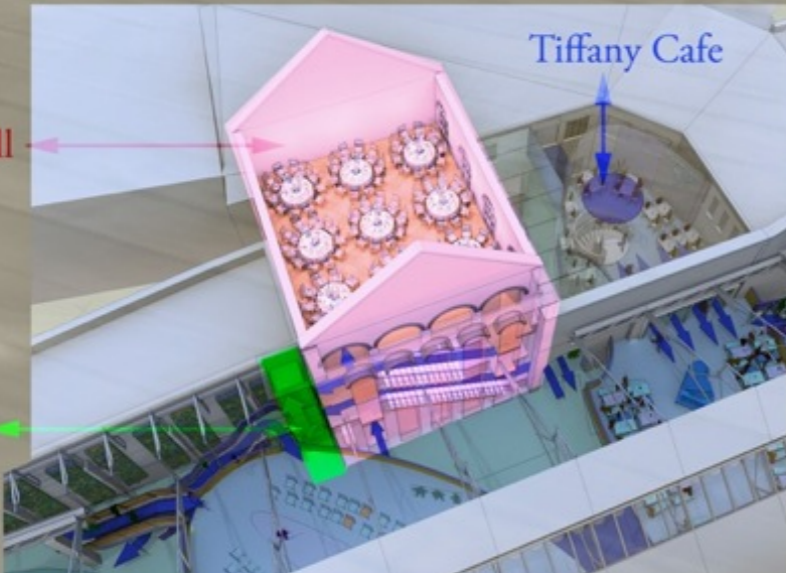
Reception Venue Use



Guild Hall

Tiffany Cafe

New Lift



Dance Studio Use



Austin-Smith:Lord Architects' "light and airy" design came top in a contest commissioned by Hereford Futures



ARCHITECTS from Cardiff are set to breathe new life into Hereford's historic Buttermarket after the winner of a year-long design competition was finally announced.

Austin-Smith:Lord Architects' "light and airy" design came top in a contest commissioned by Hereford Futures.

Now those involved in the process, which began with a public consultation and ended with an exhibition of shortlisted ideas last November, hope a new events space and two-tier shopping area will make the centre a "must see" for visitors.

Entrants were asked to create a multi-functional space that would provide traders with a more sustainable future.

Partner Martin Roe, who joined local firm RRA, Liverpool's Ryder Architects and Troy Kidsey from Bromsgrove in the final, said ASL had a long history of breathing new life into historical buildings and had found the Buttermarket brief very exciting.

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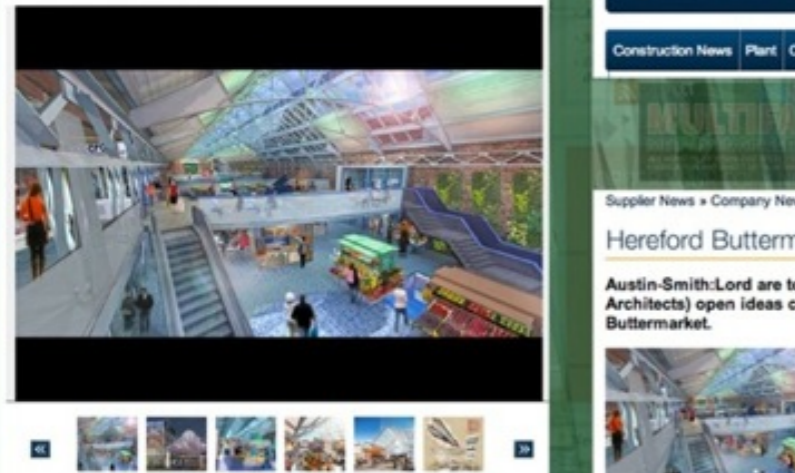
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Austin-Smith:Lord wins Hereford Buttermarket contest

17 March, 2011 | By Sophie Wilkinson



A scheme designed by Austin-Smith:Lord (ASL) has been chosen as the winner in the RIBA's Hereford Buttermarket competition

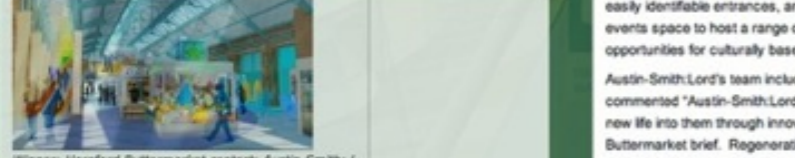
The proposal for the £8 million revamp of the historic market was selected ahead of designs by local practice RRA Architects, Ryder Architecture and Bromsgrove-based Troy Kidsey Architecture.

Adrian Blackshaw, Herefordshire Council's cabinet member for economic development and community services, said: "The Buttermarket has enormous potential and we're delighted with the quality of vision and the range of ideas which have come forward."

"The winning entry has brought together many ideas, which some of the others suggested individually, and produced a wonderfully creative vision with innovative and thrilling use of the space available."

Intriguingly the ASL scheme also won the AJ's online poll, securing more than 39 per cent of the vote. The practice worked with DCA Consultants, Lee Wakemans and WSP on the submission.

The local authority confirmed that "a process to establish a preferred developer [to take the scheme forward] was progressing" and that an announcement on this is due later this Spring.



Winner: Hereford Buttermarket contest: Austin-Smith: L

Austin-Smith:Lord

Austin-Smith Lord triumph for Hereford's Buttermarket

16 March 2011 | Updated: 16 March 2011 10:42 am | By Andrea Klettner

PRINT EMAIL SHARE COMMENT SAVE

Austin-Smith Lord has won an RIBA open ideas competition for the redevelopment of Hereford's Buttermarket.

The firm won the commission ahead of Ryder Architects, RRA Architects and Troy Kidsley Architecture, following a meeting of the jury chaired by former Cabi and English Heritage commissioner Les Sparks.

Herefordshire Council cabinet member for economic development and community services Adrian Blackshaw said: "The winning entry has brought together many ideas, which some of the others suggested individually, and produced a wonderfully creative vision with innovative and thrilling use of the space available."

The judges in particular praised the roof form and the creation of a light and airy welcoming market hall inside.

Practice partner Martin Roe added: "The client has already demonstrated an enlightened approach to design and regeneration and we now look forward to working with them towards the realisation of this key project."

The council is now seeking a developer for the project, and is due to appoint one in the spring.

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Hereford Buttermarket regeneration competition - winner announced

Austin-Smith:Lord are today announced as the winners of the RIBA (Royal Institute of British Architects) open ideas competition which will inform the redevelopment of Hereford's Buttermarket.

Commissioned by Hereford Futures Ltd, the competition invited architects to come up with innovative suggestions for how the market could be used in a more flexible and multi-functional way that would enhance the retail environment, and provide a long-term sustainable future. Also on the competition shortlist were local practice RRA Architects, Ryder Architects from Liverpool, and Troy Kidsley Architecture, Bromsgrove.

Chaired by former CABI and English Heritage Commissioner Les Sparks OBE, the Jury Panel included two RIBA architectural advisers (Kevin Murphy of Aaron Evans and Hook Mason from Hereford), the Chairman of the Buttermarket Traders Association Len Tawn, and representatives from Herefordshire Council and Hereford Futures.

Cllr Adrian Blackshaw, Herefordshire Council's cabinet member for economic development and community services, said "The Buttermarket has enormous potential and we're delighted with the quality of vision and the range of ideas which have come forward."

"The winning entry has brought together many ideas, which some of the others suggested individually, and produced a wonderfully creative vision with innovative and thrilling use of the space available."

"This is an exciting time for the city centre and we hope the Buttermarket will be central to this. It has a key role to play in drawing in visitors and shoppers and will, I'm sure, provide the space to become a showcase for locally produced goods."

Cllr Blackshaw added that a process to establish a preferred developer is progressing and that an announcement on this is due later this Spring.

It will be the developer's responsibility to see the Buttermarket transformed to benefit existing market retailers, local producers and businesses, and also become a "must see" tourist and shopper location in the city centre.

Len Tawn, chairman of the Hereford Buttermarket Independent Traders Association, said he was pleased that the competition had been successful and that progress towards refurbishing the Buttermarket was continuing.

"The Buttermarket has a special place in Hereford city centre so I'm delighted that this phase is now complete and we look forward to hearing who the developer is so the real work can get underway to create a market hall the city can truly be proud of."

Austin-Smith:Lord's scheme impressed the judges on many levels - externally through its expression of the roof form and easily identifiable entrances, and internally through the creation of a light and airy welcoming market hall, a new multi functional events space to host a range of anchor events and opportunities for trade and exposition, and the introduction of creative arts opportunities for culturally based industries.

Austin-Smith:Lord's team included DCA Consultants, Lee Wakemans and WSP. Martin Roe, Partner at Austin-Smith:Lord commented "Austin-Smith:Lord has a long history of working with existing and historic buildings and of finding ways to breathe new life into them through innovative re-use and adaptation so we were very excited by the challenges set by the Buttermarket brief. Regeneration projects like this represent the future lifeblood of our UK towns and cities and are of crucial importance as we seek to preserve our environmental and economic assets. The client has already demonstrated an enlightened approach to design and regeneration and we now look forward to working with them towards the realisation of this key project"

Home | Council, government and democracy | News | Archive News | March 2011 | Hereford Buttermarket design competition - winner announced

17 March 2011

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Chaired by former CABI and English Heritage Commissioner Les Sparks OBE, the Jury Panel included two RIBA architectural advisers including Hook Mason from Hereford, the Chairman of the Buttermarket Traders Association Len Tawn, and representatives from Herefordshire Council and Hereford Futures.

Cllr Adrian Blackshaw, Herefordshire Council's cabinet member for economic development and community services, said: "The Buttermarket has enormous potential and we're delighted with the quality of vision and the range of ideas which have come forward."

"The winning entry has brought together many ideas, which some of the others suggested individually, and produced a wonderfully creative vision with innovative and thrilling use of the space available."

"This is an exciting time for the city centre and we hope the Buttermarket will be central to this. It has a key role to play in drawing in visitors and shoppers and will, I'm sure, provide the space to become a showcase for locally produced goods."

Cllr Blackshaw added that a process to establish a preferred developer is progressing and that an announcement on this is due later this Spring.

It will be the developer's responsibility to see the Buttermarket transformed to benefit existing market retailers, local producers and businesses, and also become a "must see" tourist and shopper location in the city centre.

Len Tawn, chairman of the Hereford Buttermarket Independent Traders Association, said he was pleased that the competition had been successful and that progress towards refurbishing the Buttermarket was continuing.

"The Buttermarket has a special place in Hereford city centre so I'm delighted that this phase is now complete and we look forward to hearing who the developer is so the real work can get underway to create a market hall the city can truly be proud of."

ASL's scheme impressed the judges on many levels - externally through its expression of the roof form and easily identifiable entrances, and internally through the creation of a light and airy welcoming market hall, a new multi functional events space to host a range of anchor events and opportunities for trade and exposition, and the introduction of creative arts opportunities for culturally based industries.

ASL's team included DCA Consultants, Lee Wakemans and WSP. Martin Roe, Partner at Austin-Smith:Lord commented "Austin-Smith:Lord has a long history of working with existing and historic buildings and of finding ways to breathe new life into them through innovative re-use and adaptation so we were very excited by the challenges set by the Buttermarket brief. Regeneration projects like this represent the future lifeblood of our UK towns and cities and are of crucial importance as we seek to preserve our environmental and economic assets. The client has already demonstrated an enlightened approach to design and regeneration and we now look forward to working with them towards the realisation of this key project"

Prior to final judging the four shortlisted submissions were displayed publicly in Hereford. Feedback from the consultation was made available to the judges for their consideration, to provide them with background to the general issues raised during this exercise.

Interview 4 - Austin-Smith:Lord

ASL's strategy was to start by analysing the building - how to make its assets work harder, draw people in, and to look at revenue opportunities. Suggestions included

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commercial use of the basement, rooftop brasserie and bar, increased shop frontage to stalls (to two sides), a calendar of events and podium space in the centre. A new creative industries hub is introduced, with niche office space above. Both the Guildhall and rooftop brasserie could offer flexible venue hire. Suggestions for the basement would be to investigate franchise businesses. The sustainability approach was simple - to get the fabric right and get daylight in. Great emphasis was placed on working with users, and to discussing the finer detail and commercial opportunities with the selected developer.

The panel thought the team gave a really strong presentation and felt that they gelled together well. They welcomed the expression of the roof form on the street frontage and the introduction of a taller ancillary structure, the combination maintaining the scale and rhythm of the street. The judges appreciated the honesty about financial and commercial impact and particularly the team's point about providing a creative response to the competition brief. The panel thought the creative arts opportunities would work well within the market, and would attract a broader spectrum of visitors including younger people. The regeneration strategy was good - connectivity and integration into the wider context was clearly understood. The idea of the roof top restaurant was particularly liked. In summary, the panel welcomed the team's commitment and enthusiasm, the understanding of developing the scheme in partnership, focus on stakeholder and user input, and all in all felt that this team would work well with this client.

Conclusion

Following the interviews the panel used the calculated total scores to initiate their deliberations. Reassuringly the outcome of the scoring proved to be consistent with the panel's individual and overall views. It was therefore agreed that the highest scoring team, Austin-Smith:Lord, were the winners of the competition, with second highest scoring team Ryder Architecture noted as runners up.

The jury and the client asked the RIBA to pass on their thanks and appreciation to all of the shortlisted teams for the huge amount of effort, skills and expertise that has clearly been put into this competition. They concluded that the quality of the schemes and the presentations was excellent and provided a strong overall response to what had been a very challenging brief.

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