

KEY SITE ASSESSMENT DOLPHIN SQUARE

In each of the major Dacorum towns, we have selected a key site for a brief urban design assessment according to the urban design criteria. Dolphin Square represents an important experiment in the Tring town centre fabric which has both critical urban design strengths and weaknesses.

MP1 Materials and textures

The quality of brickwork is poor and relates little to the late Victorian buildings along the High Street.

MP2 Listed buildings and conservation areas

There is no substantive relationship to the surrounding conservation area.

MP3 Building heights

The internal courtyard is two-storey, in keeping with the surrounding area.

MP4 Density

Despite maintaining two-storeys, the courtyard establishes an 'urban' density with flats above the shops.

MP5 Topography

The topography impacts Dolphin Square through the sloped nature of the paving which connects through to Frogmore Street and Church Square. The lack of defined ramping creates confusion as to whether the space is defined as a path or gathering place.

CE1 Morphology

Dolphin Square is an important adaptive re-use of the traditional courtyard morphology, developing a new pedestrianised space from the old service yard. It should also be noted that a new service courtyard on Frogmore Street has been developed to service Dolphin Square.

CE2 Building lines/setbacks/gaps

Dolphin Square uses the traditional gap for service entry and redevelops it into a pedestrianised courtyard. Within the courtyard there is a large gap on the eastern side which overlooks a pub's service courtyard.

CE3 Building fronts/back orientation

The shops within the courtyard have active frontages.

CE4 Designated open land

Dolphin Square provides a link to Church Square.

MCI Land use

Dolphin Square provides primarily A1 shops, both primary food shopping sources and specialist shops.



Poor use of greenery or planters leaves the courtyard feeling cold and isolated.



The brickwork is of poor quality and relates little to the late Victorian buildings along the High Street.



The adaptive re-use of the traditional courtyard morphology provides a new pedestrianised space and provides an active frontage for the shops.



Dolphin Square comprises a mix of primary food shopping sources and specialist shops.

MC2 Circulation demand and linkages

Dolphin Square segregates pedestrian space from vehicular traffic, providing a refuge from the narrow pavements on the High Street. The circulation paths within Dolphin Square are well-used with good linkages to the High Street, Frogmore Street and the Church Square.

MC3 Off-street and on-street vehicle parking

There is a car park behind shopping centre which requires a circuitous path out to Frogmore Street before proceeding to the car park.

MC4 Wayfinding signage

The signage above the court entry is poor and does not relate to the town's character. There is little wayfinding signage around the town to the court.

QPR1 Streetscape elements

The traditional use of streetscape elements (lights and wall-mounted lamps) clash with the poor-quality machine-made brickwork. This clash is worsened by the presence of CCTV cameras directly above the wall-mounted lamps.

QPR2 Natural elements in open space

There is no use of planters or greenery in Dolphin Square, leaving it feeling isolated and cold.

QPR3 Safety and Security

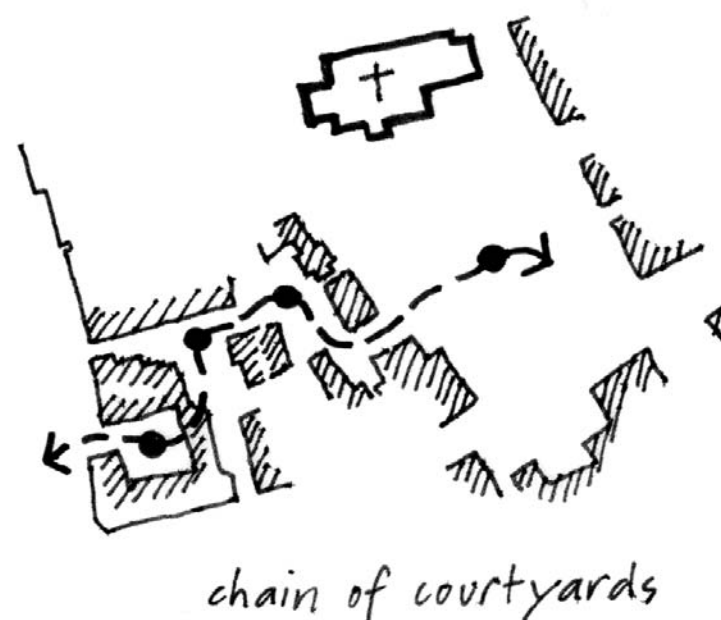
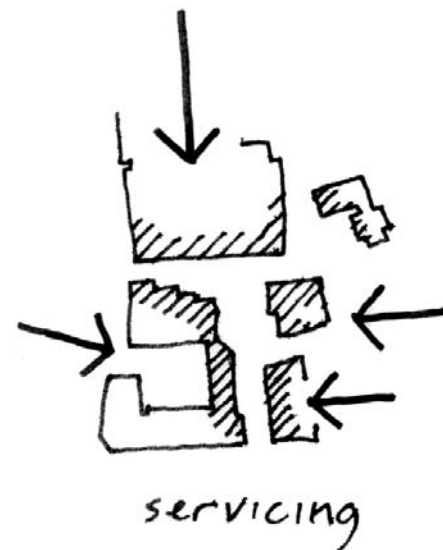
There are CCTV cameras present, but they detract from the quality of the space as currently used.

LE1 Views, vistas and gateways

There is a poor view from the entry of Dolphin Square into the yard itself, directing the viewer's eyes to a blank window and the roof of the building. The entry to the former Budgens store should be on axis with the court entry. The rooftop facing into courtyard gives the appearance of being a servicing area. There are good views toward Church Square. The arched gateway into Dolphin Square is dark and unappealing.

LE2 Edges, paths, landmarks and character areas

The paths in Dolphin Square are not well-directed, based on the lack of differentiation of the pavement. There are no clear landmarks or orientation devices within the space.



KEY ISSUES, SAFEGUARDS, CAPACITIES AND OPPORTUNITIES

The key issues arising from the urban design assessment are put forth here with the recommended safeguards, opportunities and capacities. The safeguards refer to considerations which should be made in order to protect existing strengths or regulate the existing built environment. Opportunities refer to the potential for improvements that can be made in reference to particular issues. Capacities call for a consideration of potentially larger developments or changes.

Assessment Category	Criteria	Issue Number	Issue	Safeguards	Opportunities	Capacities	Agency responsible (where not solely Dacorum Borough Council)	
MAKING PLACES	MPI: Materials and Textures	MP1A	Tring residents value the Victorian brickwork with moulded decorative detailing.	Protect buildings with older brick-work.				
		MP1B	Tring residents frequently rejected the use of imitation styles as kitsch.	Discourage use of poor imitations in new developments.				
		MP1C	There are some recent high quality applications of machine-made bricks on modern institutional buildings.	Encourage new high quality buildings made in modern styles.				
		MP1D	There are many examples of recent residential developments with low-quality and non-local materials.	Enforce use of quality materials.				
		MP1E	Tring has employed distinctive and high-quality paving along the High Street, in public spaces, and on areas of the pavement.	Maintain current paving conditions.	Continue degree of high-quality paving.		HCC &DBC	
	MP2: Listed buildings and Conservation Areas	MP2A	Tring has several significant listed buildings ranging from the medieval church to late Victorian buildings.	Protect existing listed buildings.				
		MP2B	Lack of role of listed buildings acting as gateways. The presence of poorly designed modern buildings undermine the town's character.	Discourage the construction of new poor buildings.			Consider any opportunities to replace or improve existing poor buildings.	HCC &DBC
		MP2C	Parking concerns in the conservation area, both on-street parking in the Victorian residential area and off-street car parks in the town centre, currently detract from the success of the conservation areas.	Create resident parking permits with vehicle limits per household.	Incorporate greenery and encourage multiple use of the space.		Find spaces for small off-street car parks in the Tring Triangle. Redesign car parks to minimise street frontage.	
		MP2D	Shopfront signage often does not enhance the conservation area.	Regulate shopfront signs for quality and diversity, not uniformity.				
	MP3: Building Heights *	MP3A	The three-storey buildings along the High Street combined with the changes in topography and the dense nature of the street give the town centre a dramatic character.	Discourage development higher than four-storeys near the town centre				
		MP3B	The poor quality one-storey building on the High Street also affords a view of the church buildings.	Ensure that any redevelopment of this site allow continued visibility of the church spire.				
	MP4: Density	MP4A	There is a tremendous variation in two-storey densities frequently with little difference in floorplate area.	Work to maintain high-density low-rise housing that supports the building line.			Consider any development greater than three-storey as courtyard-style development incorporating off-street parking and low-rise building line.	
		MP4B	The various factors affecting density apart from building heights and floorplate area are garden size, and the incorporation of off-street parking.				Examine capacities for on-street parking at the sites of any new developments. Consider additional courtyard schemes. Consider quality communal rear gardens with small play-ground amenities.	
		MP4C	The courtyard development cited is an example of high-density low-rise development which relieves on-street parking concerns.				Explore design opportunities for high-density low-rise housing with reduced garden areas.	
		MP4D	Higher densities would support neighbourhood shops in areas outside of the town centre.				Explore potential local cornershops in connection with any new higher density developments.	
	MP5: Topographical studies	MP5A	Tring's complex topography creates a number of unusual views into and out of the town.	Protect the clearly defined borders of the town. Approve the parameters of Tring's 'internal' view corridors.				
		MP5B	As a result of the topography, Tring's town centre is quite hilly, exacerbating the narrowness of the old medieval street grid.			Develop streetscape elements that highlight the town centre's hilly terrain.		

KEY ISSUES, SAFEGUARDS, CAPACITIES AND OPPORTUNITIES

Assessment Category	Criteria	Issue Number	Issue	Safeguards	Opportunities	Capacities	Agency responsible (where not solely Dacorum Borough Council)	
CONTINUITY AND ENCLOSURE	CE1: Town Morphology	CE1A	Areas of Tring have been developed at specific times in history, creating a series of different street patterns.	Protect the street pattern of the Tring Triangle.				
		CE1B	Recent developments have created buildings that do not directly face the street.	Ensure that any new development enhances the relationship between buildings and the street.				
		CE1C	There are no significant commercial areas outside of the town centre.			Encourage specialist shops that reaffirm a sense of place and are sustainable. Explore potential corner-shops in connection with any new higher density developments.	Private landowners and DBC	
	CE2: Town Centre Morphology*	CE2A	The structure of Tring town centre has remained remarkably consistent over time.	Maintain the densely built nature of the town centre.				
		CE2B	The adaptive re-use of the internal yards has opened up new possibilities, such as the Dolphin Court shopping centre.	Examine the design of Dolphin Court.	Add greenery and implement improved streetscape elements.	Explore potential for developing other internal courtyard spaces.		
	CE3: Building lines/ set-backs/ gaps*	CE3A	Two car parks occupy significant street frontage on the High Street.				Consider the redesign of the car parks to minimise frontage.	
		CE3B	Church Square is a valuable gap in the street frontage.	Protect the Church Square public space.			Develop active land uses on the side streets along Church Square.	
		CE3C	Many of the small gaps in the street lead to internal yards, which are used for a variety of purposes.				Explore potential for developing other internal courtyard spaces.	
	CE4: Building front/ back orientation*	CE4A	The inactive frontage on Frogmore Street disrupts the continuation of the active town centre onto Frogmore Street.				Explore redevelopment or refurbishment of the Frogmore Street site.	
		CE4B	Dolphin Square presents an example of active frontages in a pedestrianised courtyard.			Improve the quality of Dolphin Square so that the entry to the former Budgen building is on axis with the courtyard entry.		Private developers/ landowners, DBC& HCC
	CE5: Designated open spaces	CE5A	There are few open spaces within the town of Tring itself.	Preserve and protect the Memorial Gardens.		Improve the treatment of the cemetery edges, particularly in relation to the car park.		
		CE5B	Consultation participants noted a lack of playground space.			Add playground space in existing open space .		
		CE5C	The Green Belt represents a significant amenity.	Protect clearly defined borders to the Green Belt.		Improve wayfinding signage to the Green Belt footpaths.		

* Town Centre only

KEY ISSUES, SAFEGUARDS, CAPACITIES AND OPPORTUNITIES

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MAKING CONNECTIONS	MC1: Land use*	MC1A	There is a strong active land uses which extend into Dolphin Square and up Frogmore Street from the key intersection of the High Street and Akeman/Frogmore Streets.		Improve the quality of Dolphin Square.	Explore evening economy uses and outdoor cafe in Dolphin Court.	
		MC1B	The court adjacent to Dolphin Square is surrounded by high-volume land uses.			Explore potential for expanded use of other courtyards for such uses as evening economy, outdoor cafes and specialist shops.	
	MC2: Circulation demand and linkages	MC2A	Dolphin Square draws pedestrian foot traffic.	Maintain strength of the High Street shops and streetscape.	Improve Dolphin Square gateway.		
		MC2B	The perimeter streets of the town often are congested with traffic (Icknield Way in particular).		Develop walk-to-school programmes.	Explore traffic congestion measures, including strict regulation of drop offs (Red Routes) and on-street parking.	HCC
		MC2C	The High Street continues to be used as a through route despite the proximity to the A41.			Explore traffic congestion measures, including strict regulation of drop offs (Red Routes) and on-street parking.	HCC
	MC3: Parking	MC3A	New residential developments must consider the existing street capacity for on-street parking.	Regulate parking on pavement; create parking management objectives.			
		MC3B	Town centre shops are affected by the lack of on-street parking in front of the shops.			Examine particular types of convenient public transport (public taxis) to the town centre to facilitate increase ease of shopping, and develop transport links to Tesco's.	HCC
		MC3C	The existing car park design detracts from the town centre character.		Treat the asphalt surfaces of the car parks with quality paving materials.	Consider the redesign of the car parks to minimise inactive frontage.	
		MC3D	Commuter parking in the town centre car parks negatively affects the town centre.	Prohibit all-day parking or allow all-day parking for in-town purposes only (by permit).	Improve public transport to the station. Improve cycle parking facilities at the station.	Examine potential for increased parking space by the rail station.	HCC
	MC4: Wayfinding signage	MC4A	Distinctive wayfinding signages are valuable for place-making as well as orientation and should be protected and developed.	Protect and maintain existing distinctive signage.	Develop signage that is consistent and reflects the character of the town.		HCC & DBC
		MC4B	Tring requires strong wayfinding and mapping to located its many historical sites.			Examine potential for a heritage trail and with consistent markers at each site.	
		MC4C	Gateways signs and information kiosk's should be linked with key landmarks.		Consider the location of gateway signage along Frogmore as one enters the town centre from the north. Re-examine signage at the eastern gateway to the town centre.		

* Town Centre only

KEY ISSUES, SAFEGUARDS, CAPACITIES AND OPPORTUNITIES

Assessment Category	Criteria	Issue Number	Issue	Safeguards	Opportunities	Capacities	Agency responsible (where not solely Dacorum Borough Council)
QUALITY OF THE PUBLIC REALM	QPR1: Streetscape elements	QPR1A	Successful shopfront signage emphasises quality, originality and diversity rather than uniformity.		Re-design Dolphin Square so that Streetscape elements do not appear as kitsch next to modern man-made brickwork.		DBC & private landowner
		QPR1B	Shops signs in the conservation area are not regulated.	Regulate shopfront signs for quality and diversity, not uniformity.			
		QPR1C	Traffic calming and pedestrian safety streetscape elements can also add character to the town centre.		Continue to improve railings to protect pedestrians and add to streetscape quality.		HCC
		QPR1D	Outdoor cafes add vitality to the town centre.	Regulate cafes to they do not interfere with key pedestrian paths.	Create incentive programmes to encourage outdoor cafes with quality design elements.	Explore the potential to use Dolphin Square and other courtyards for outdoor cafes and evening economy uses.	
	QPR2: Natural elements	QPR2A	While surrounded by the Green Belt, the town particularly the western part of Tring, is lacking in Wildlife Sites and natural open spaces.		Create strong pedestrian connections into the Green Belt with safe road crossings.		
		QPR2B	The town centre, partly due to its narrowness, does not integrate much greenery.		Create greenery plan that integrates planters onto streetlights and other streetscape elements.		
	QPR3: Safety/security measures	QPR3A	Security CCTV cameras often detract from place-making as currently located.		Locate CCTV cameras for both effectiveness and discreetness.		
		QPR3B	Several pavement areas were noted to be too narrow.	Ensure that streetscape elements do not block the pavement.		Explore the potential to use other courtyards for outdoor cafes and evening economy uses.	HCC & DBC

KEY ISSUES, SAFEGUARDS, CAPACITIES AND OPPORTUNITIES

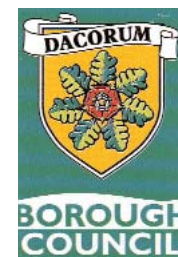
Assessment Category	Criteria	Issue Number	Issue	Safeguards	Opportunities	Capacities	Agency responsible (where not solely Dacorum Borough Council)
LEGIBILITY	LE1: Vistas, views, gateways	LE1A	There are several interesting views of the church spire and the High Street.	Maintain views that allow the church spire to be an orientation point.			
		LE1B	Many views into the countryside are created by the strong town boundaries.	Maintain the clearly defined boundary between the settlement and the Green Belt.			
		LE1C	Due to the topographical changes there are good views into Tring from the surrounding countryside.	Ensure that new development does not detract from the view looking into Tring.			
	LE2: Edges, paths, nodes, landmarks, districts	LE2A	There is no gateway to the town centre approaching from Frogmore Street,		Create signage along Frogmore Street that welcomes visitors to the Tring town centre.		HCC and DBC
		LE2B	The gateways at both ends of the High Street are weak (although the new Cattle Market development may change the eastern gateway).	Ensure that the new Cattle Market development is a strong gateway to Tring.	Improve and make consistent the gateway signage at both key gateway junctions.	Explore the capacity to develop an active frontage along the eastern car park.	
		LE2C	Connections to the significant listed buildings on Park Street and open space beyond Park Street are not well-marked.		Develop a signage plan and heritage trail that clearly identifies residents and visitors to these significant buildings.		

* Town Centre only

TRING



Consultation Workshop



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CONSULTATION

Tring Urban Design Workshop 23 June 2005

The Tring Urban Design Assessment Day was held on Thursday 23 June 2005 at Victoria Hall, Akeman Street, Tring.

The purpose of the event was to examine the community's perceptions of Tring and to record how people use the town in their daily lives. The event was comprised of three workshop sessions, each focusing on a different issue in relation to Tring, from the character and textures that create a unique local identity, to personal perceptions of the town, to the mapping of each resident's commonly used routes and connections. In addition, Urban Practitioners gave a presentation on the 'elements of urban design,' showing how they would be conducting their study.

The event was attended by 12 local stakeholders and Borough Council Members and was introduced by Laura Wood, Senior Planner at Dacorum Borough Council. Helen Hayes of Urban Practitioners explained the programme for the day.

The format of the day involved three workshop sessions, outlined to on this page:

RECORD OF ATTENDANCE

The following people attended the event:

Dennis Aldridge, Local Stakeholder
 John Allen, Local Stakeholder
 Tim Amsden, Local Stakeholder
 Saga Arpino, Urban Practitioners
 Maria Bavetta, Dacorum Borough Council
 John Boielle, Tring Cycling Campaign
 Richard Blackburn, Dacorum Borough Council
 Selina Crocombe, Dacorum Borough Council
 Yvonne Edwards, Dacorum Borough Council
 Jessica Ferm, Urban Practitioners
 June Harte, Local Stakeholder
 Martin Hicks, Local Stakeholder and Hertfordshire Biological Records Centre
 Cllr Richard Jameson, Tring Town Council
 Susan Johnson, Clerk, Tring Town Council
 Lynette Kaye, Urban Practitioners
 Adam Lubinsky, Urban Practitioners
 Jane Randrup, Community Partnerships
 Dawn Slade, Tring Rural Parish Council
 Laura Wood, Dacorum Borough Council

URBAN DESIGN ASSESSMENT DAY

Date Thursday 23 June 2005
Time 2.00-5.00pm
Venue Victoria Hall

PROGRAMME

- 2.00 Registration and buffet lunch**
- 2.20 Introduction**
 Laura Wood, Senior Planning Officer
 Adam Lubinsky, Urban Practitioners
- 2.30 What Surrounds Us? Neighbourhood Character and Textures**
- 3.00 Does It Work For Us? Neighbourhood Perceptions**
- 3.45 Break**
- 4.00 Where Are We Going? Routes and Connections**
- 4.45 Feedback**
- 4.55 Summing Up and Next Steps**
- 5.00 Close**



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 TRING



Workshop participants working together in Workshop 1: What Surrounds Us?



Participants completing the worksheets in Workshop 2: Does it work for us? Neighbourhood perceptions



Urban Practitioners presentation about the principles of urban design

WORKSHOP I - WHAT SURROUNDS US?

How well do you know your village? Neighbourhood character and textures

An initial 'ice breaking' exercise was undertaken in the form of a quiz based on the textures, materials and landmarks in Tring. Participants worked in small groups and were issued with a worksheet containing snapshots of photographs from around the town and were asked to identify what these images were of and where they were located. Following this, participants were asked to identify whether a series of photographs were of publicly or privately-owned areas. Finally, participants were asked to identify local features and their function.

In the first section, all participants were able to identify the images of the local area and correctly locate them on the map. The groups appeared to know the town very well.

In the second part of the workshop, the groups were asked to identify whether particular spaces were public or private areas of the town, based on their appearance. In general, the groups were able to identify which spaces were publicly owned and which were owned privately. Specific features that influenced whether people considered a place to be publicly owned included the type of railing used. Many people assumed that those areas with municipal style railings in were in public ownership. In addition, some of the areas were ambiguous in their ownership, particularly where private features, such as plans and flowers overspilled on to the public highway.

The third section required the groups to identify the function of local features. All of the participants were able to correctly identify the function of the CCTV camera and noticeboard.

How well do you know your town?

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TRING

Recognise these features?
Can you map them by their number?

Recognise these features? Are they public or private?

A 1.....

A 2.....

B 1.....

B 2.....

C 1.....

C 2.....

Recognise these features?
What are their function?

1.....

2.....

3.....



Participants working together in Workshop I to identify local features



Participants working together in Workshop I to identify and locate local features



Participants working together in Workshop I to identify local features

WORKSHOP 2 - DOES IT WORK FOR US?

Neighbourhood perceptions

A short presentation was given to the group by Adam Lubinsky of Urban Practitioners about why certain aspects of the built environment have evolved in a particular way. The presentation examined the relationship between the built form and streetscape of an area and the paths that people chose to move around. In addition, the relationship between building density and street form, building heights and views were also discussed within the presentation.

Following the presentation, participants were asked to identify what they liked about their town by looking at a series of photographs examining building materials, shop signs, footpaths and boundaries. Participants were asked to consider four photographs under each heading and assign each one a mark between one and five to indicate which ones they liked the most (with five representing those that were liked the most). In addition, participants were asked to write a word or phrase to describe how they felt about the image.

The following pages outline participants' responses to each of the images and the words that were selected to describe them. Beneath each image and the number scale are the total number of participants that allocated the image that particular score.

What do you like about your town?

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URBAN DESIGN ASSESSMENT

TRING

Consider the architectural elements and materials in the photographs below. Give each one a mark from 1-5, where 5 indicates those that you like most. Below each image write a key word to describe how you feel about it.

When you have completed the sheet, please return it to a member of the Urban Practitioners team.

BUILDING MATERIALS	 <div style="display: flex; justify-content: space-around; width: 100%; font-size: small;">5 4 3 2 1</div>	 <div style="display: flex; justify-content: space-around; width: 100%; font-size: small;">5 4 3 2 1</div>	 <div style="display: flex; justify-content: space-around; width: 100%; font-size: small;">5 4 3 2 1</div>	 <div style="display: flex; justify-content: space-around; width: 100%; font-size: small;">5 4 3 2 1</div>
SHOP SIGNS	 <div style="display: flex; justify-content: space-around; width: 100%; font-size: small;">5 4 3 2 1</div>	 <div style="display: flex; justify-content: space-around; width: 100%; font-size: small;">5 4 3 2 1</div>	 <div style="display: flex; justify-content: space-around; width: 100%; font-size: small;">5 4 3 2 1</div>	 <div style="display: flex; justify-content: space-around; width: 100%; font-size: small;">5 4 3 2 1</div>
FOOTPATHS	 <div style="display: flex; justify-content: space-around; width: 100%; font-size: small;">5 4 3 2 1</div>	 <div style="display: flex; justify-content: space-around; width: 100%; font-size: small;">5 4 3 2 1</div>	 <div style="display: flex; justify-content: space-around; width: 100%; font-size: small;">5 4 3 2 1</div>	 <div style="display: flex; justify-content: space-around; width: 100%; font-size: small;">5 4 3 2 1</div>
BOUNDARIES	 <div style="display: flex; justify-content: space-around; width: 100%; font-size: small;">5 4 3 2 1</div>	 <div style="display: flex; justify-content: space-around; width: 100%; font-size: small;">5 4 3 2 1</div>	 <div style="display: flex; justify-content: space-around; width: 100%; font-size: small;">5 4 3 2 1</div>	 <div style="display: flex; justify-content: space-around; width: 100%; font-size: small;">5 4 3 2 1</div>



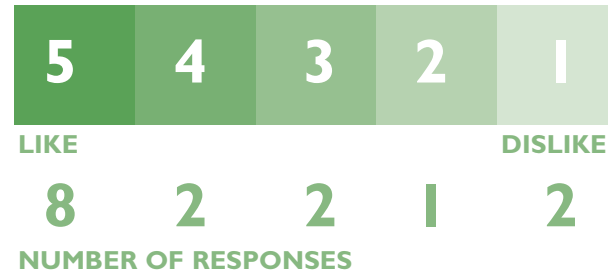
WORKSHOP 2 - DOES IT WORK FOR US?

BUILDING MATERIALS



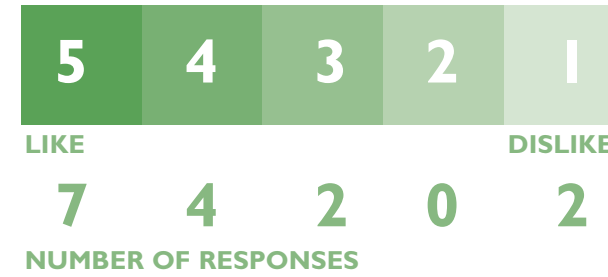
This image of a modern stretcher bond red brick house in Tring was considered 'average' by the majority of people. The words used to describe these materials reflected that people considered them ordinary, bland and unexceptional.

- COMMENTS**
- Functional
 - Modern
 - Bland
 - Mundane
 - Quite ordinary
 - Workman-like
 - Soul-less
 - Clean
 - Bland (x4)
 - Acceptable
 - Modern



The example of Victorian brickwork with moulded decorative detailing was extremely popular. The most common score for these materials was five although three participants did not like them, describing the building as 'kitsch'. Those participants strongly in favour of the materials used adjectives such as 'creative' and 'ornate' to describe them.

- COMMENTS**
- Creative
 - Over-elaborate
 - Fussy
 - Very decorative
 - Ornate
 - Pleasing
 - Interesting
 - History/character
 - Workmanship
 - Kitsch
 - Ornate
 - Old
 - Cluttered
 - Rich



The materials in this image are a typical style for Tring. Scallop tile-hanging of clay tiles reflect the Rothschild tradition of the late Victorian era. Participants responded positively to these materials and eleven people gave this image a score of five or four. Only two people did not like the building materials. Words used to describe the materials ranged from 'elegant' and 'warm' to 'fussy' and 'fake'.

- COMMENTS**
- Unusual
 - Fussy
 - Varied
 - In keeping with
 - Tring
 - Elegant
 - Character
 - Effective
 - Angular
 - Detail
 - Elegant
 - Enjoyable
 - Rothschild
 - Fake
 - Warm



This image of a 1980s timber framed building in an imitation style received a mixed response at the consultation event. Many different words were used to describe the materials including 'vulgar', 'confusing' and 'sophisticated'.

- COMMENTS**
- A good copy
 - Sophisticated
 - Modern
 - Victorian
 - Vulgar
 - Mixed
 - Confusing
 - Modern
 - Clean
 - Pastiche
 - Modern-pseudo
 - Mock
 - Symmetrical

WORKSHOP 2 - DOES IT WORK FOR US?

SHOP SIGNS



LIKE DISLIKE
 5 5 5 0 0
 NUMBER OF RESPONSES

This traditional shopfront was relatively popular with no scores below three. Whilst some people considered the sign as 'classy' and 'tasteful' others felt that it was 'unremarkable'.

COMMENTS	
Traditional	Tasteful
Unremarkable	Excellence
Catchy	Plain/simple
Very neat	Functional
OK	Drab
Satisfying	
Pleasing	
Retaining culture	
Colourful	
Classy	



LIKE DISLIKE
 0 1 4 7 3
 NUMBER OF RESPONSES

This newsagent's shop sign was most frequently given a score of two and the highest score was four. Adjectives used to describe the style of sign revealed that people considered the sign to be unexceptional. Some people felt that it was not suited to the character of Tring.

COMMENTS	
Out-of-character	Garish
Conventional	Depressed
Plastic	Modern/bland
Ordinary	Redundant
Bright	Muddled
Cluttered	
Modern	
Could be any	
High Street	
'Anywhere'	



LIKE DISLIKE
 5 8 1 0 1
 NUMBER OF RESPONSES

This unique shop sign was also popular with participants at the consultation event. The most common score for this sign were four and five. Many people enjoyed the unusual nature of the sign and the words used to describe it reflect this. A few adjectives revealed that some people considered the sign 'tacky'.

COMMENTS	
Eye-catching (x2)	Idiosyncratic
Funny	Whimsical
Informative	Functional
Pastiche	Tacky
Fun	Swinging
Informative	
Bordering on	
tacky	
Individual	
Appropriate	



LIKE DISLIKE
 0 0 5 4 6
 NUMBER OF RESPONSES

The Post Office sign was less popular and many people perceived it to be 'functional' and 'utilitarian' or 'ugly'. This perception was echoed in the scores that people gave the sign which ranged from three to one.

COMMENTS	
Uninspiring	Utilitarian
Dull (x2)	Modern, bland
Plastic (x2)	Functional
Plain	
Damaged	
Ugly	
Dreadful	
Gaudy	
Corporate	
Tatty	

WORKSHOP 2 - DOES IT WORK FOR US?

FOOTPATHS



LIKE DISLIKE

0 3 4 7 1

NUMBER OF RESPONSES

This footpath was perceived as functional and pleasant by some people whilst others felt it was dangerous and unsafe. This mixture of comments is reflected in the wide range of scores that people gave the image. Seven people gave the footpath a score of three or four and eight people gave it a score of two or one.



LIKE DISLIKE

0 0 0 7 8

NUMBER OF RESPONSES

This footpath was very unpopular with all participants giving it a score of one or two. Many adjectives used to describe the area revealed that people considered it to be threatening, uninviting and unsafe.



LIKE DISLIKE

1 9 2 1 2

NUMBER OF RESPONSES

The footpath in this example was more popular and the majority of people gave it a score of five to three. A few people gave the footpath a score of one or two. The footpath was considered 'interesting' and 'neat' although some people felt that it was 'messy' and 'cluttered'.



LIKE DISLIKE

1 5 3 4 2

NUMBER OF RESPONSES

This footpath received a variety of comments and scores. Comments ranged from 'forbidding' and 'overgrown' to 'inviting' and 'enticing'.

COMMENTS	
Functional	Barrier
Subtle	Suburban
Narrow	Poor
Obstructive to cyclists	Uninteresting - Typically local
Dangerous	authority/amenity
Municipal	y
Pleasant	Standard
Not safe	
Threatening	

COMMENTS	
Ugly	Uninviting
Boring	Uninteresting
Threatening	Dangerous
No	Dead end
Dull	Insecure
Uninviting	
Not safe	
Bland	
Claustrophobic	
Functional	

COMMENTS	
Poor accessibility	Neat
Cluttered	Homely
Varied	Potential
Site line and use of space is good	Interesting, safe, connecting
Interesting (x2)	people
Friendly	Private
Messy	
Cluttered	
Individual	

COMMENTS	
Forbidding	Enticing
Overgrown	Rural
Overgrown and Threatening	Overgrown Green
Informal	
Inviting	
Accessible	
Natural	
Dark	
Untidy	

WORKSHOP 2 - DOES IT WORK FOR US?

CONCLUSIONS

BUILDING MATERIALS

The most popular materials for buildings in Tring were those local to the region and the most popular styles were traditional. The Victorian brickwork with decorative mouldings and the scallop tile hanging was preferred by many of the participants at the consultation event. More modern styles and materials were less popular. There were, however, some people who objected to current application of traditional styles.

MOST POPULAR IMAGES



SHOP SIGNS

The most popular shop signs were those that were traditional or unique in character. The 'Tackle' sign was considered by many as a good example of an eye-catching and amusing sign. This sign raised a significant discussion in which people agreed that a diversity of quality signs was more important than creating strict regulations. Comments were also received in relation to Tring's shop signs from a local resident (Alison Coterill, 1 June 2005).



FOOTPATHS

Footpaths elicited the widest variety in response from participants at the consultation event. A footpath that some people felt was inviting and enticing was considered forbidding and threatening by others. In general, footpaths that were not overlooked were less popular than those that were predominantly green.



BOUNDARIES

Mixed responses were also received in relation to the boundary areas discussed in the workshop. Planting adjacent to an area of new paving and a new fence were considered unimaginative. A gate designed with wrought iron was considered a good indicator of a safe and secure neighbourhood.



WORKSHOP 3 - WHERE ARE WE GOING?

Routes and connections

Participants again divided into small groups to discuss the routes that they use within the village and the barriers that they encounter on their journeys. Each group was provided with a large scale plan of Kings Langley and different coloured pens. Each participant took a turn to annotate the plan with the routes that they regularly take on foot, by car or by bicycle. Participants then marked the plans with areas where they encountered barriers or edges to their journey. Barriers to movement were identified as not only physical constraints but also psychological barriers that discourage people from visiting place or taking particular routes. These barriers could include graffiti that makes an area feel unsafe or traffic congestion on some roads during peak periods.

Next, participants used the pens to highlight the routes and connections that they would like to make within the village on foot, by car and by bicycle. Finally, they marked favourite views and places to visit.



Routes and connections

DACORUM
URBAN DESIGN ASSESSMENT
TRING

Where do you live/visit?
Destination ●

What are your routes?
Walking ———
Cycling ———
Driving ———

What are the barriers/edges you encounter?
Barrier XXXX

What other routes/connections would you like to make/take?
Walking ———
Cycling ———
Driving ———

Where is your favourite place?
Favourite place *

Where is your favourite view point?
Favourite view point ▲

WORKSHOP 3 - WHERE ARE WE GOING?

Routes

The High Street is a popular route for car users and all groups highlighted it on the map as a route into and out of the town centre. Other common driving routes included Dundale Road, Brook Street and Icknield Way. Nathaniel Walk and Silk Mill Way were also popular routes, both for car users and cyclists.

Walking routes throughout Tring include many of the town's roads and footpaths. The High Street was a popular walking route that people drew onto the plans. Many people walk through the recreation ground and past the nearby school. Other walking routes included Friar's Walk, Little Tring Road and the footpath running south from the High Street towards Tring Park. The

footpath along the brook was highlighted as a pedestrian route and it was also noted that some people considered that a cycle path along the brook would also be desirable.

Additional cycle routes were noted as Icknield Way, Grove Road, Dundale Road and Friars Walk.

Barriers

Barriers noted by the participants included congestion on Brook Street, close to the junction with Mill Gardens and along Dundale Road. It was also noted that the footways are also narrow. At the places where this congestion occurs. The High Street was

considered to be narrow and the resulting congestion deters people from using this route.

The bypass was considered to act as a physical barrier to local routes. The junction of Icknield Way and Miswell Lane was considered to be narrow with poor visibility. In addition, parking for the nearby school was noted to be a problem on Mortimer Hill.

Other barriers discussed included the fact that the bridge over to the household refuse site is narrow. Pond Close has a steep slope which acts as a barrier, particularly to the older residents who live in the area. Silk Mill Way has no footpath and pedestrians and some people identified how pedestrians are forced to walk in

the road.

Favourite views and places

Favourite places and landmarks discussed in the workshop were noted to include the Alms Houses, the Dutch Gable house and the cattle market.

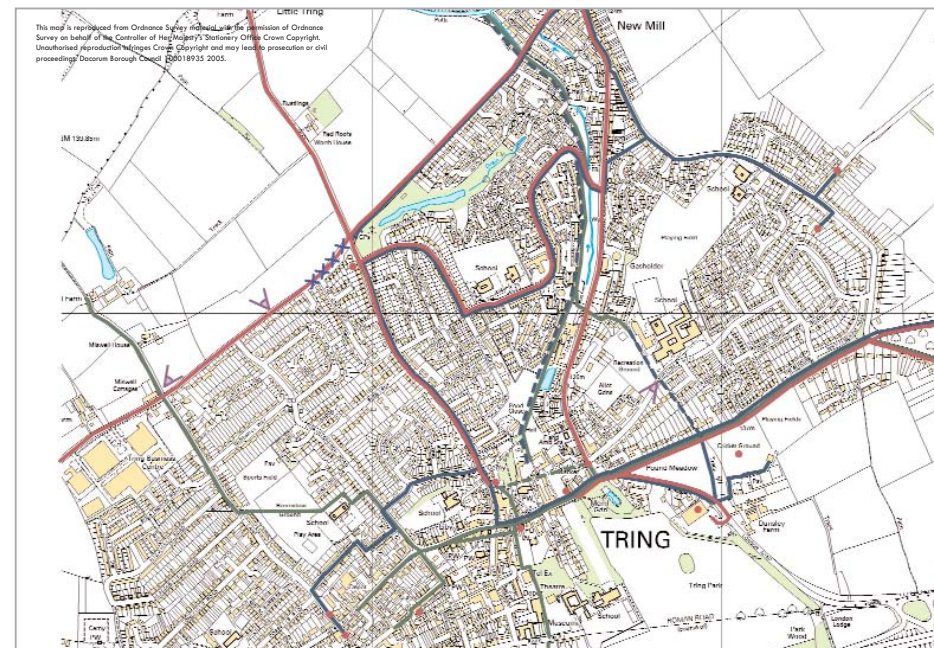
Popular views included those from the northeast, northwest and the south of Tring over the open spaces beyond the town and the view down Mortimer Hill.

Destinations

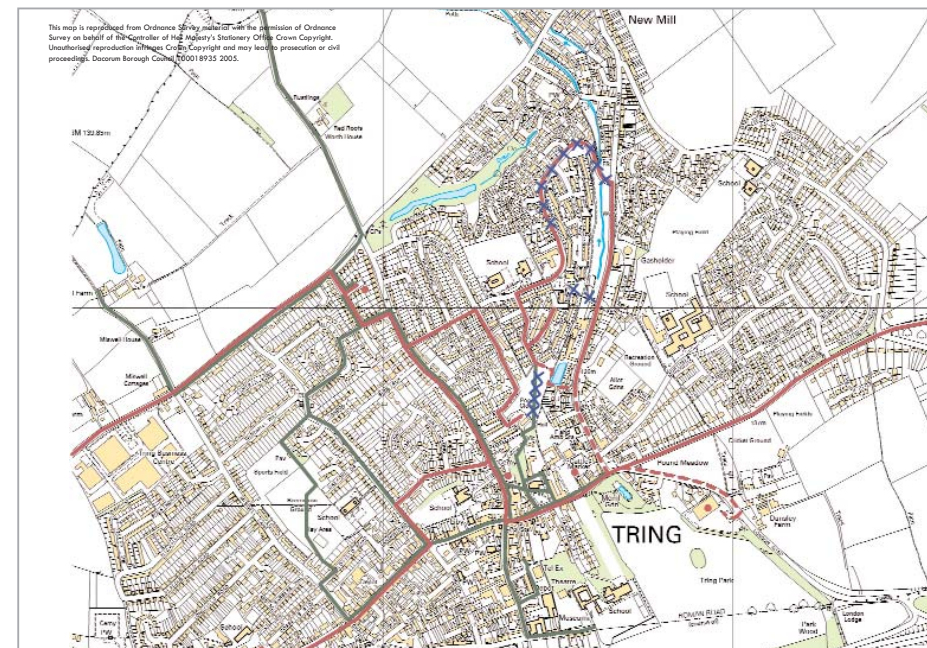
The most common destination, annotated on all of the maps, was Tesco on London Road. Other destinations included Pendley Theatre, the doctors' surgery and Budgens car park.

Workshop 3 conclusions

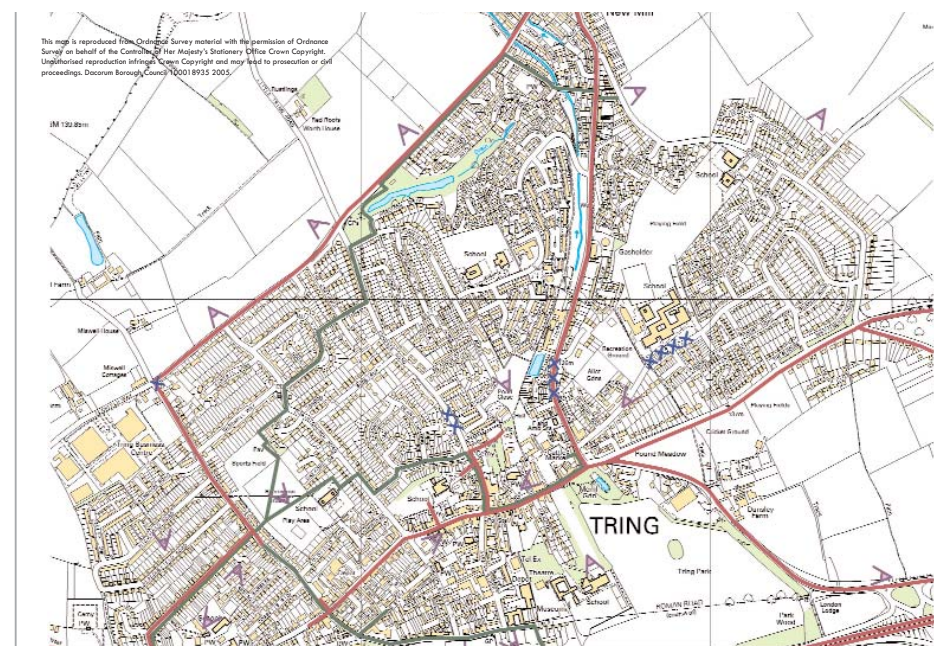
The most popular routes for car users in Tring are the High Street and Wingrave Road. A wide range of local roads are used by pedestrians. Traffic congestion is the most commonly discussed barrier in a variety of locations across the town.



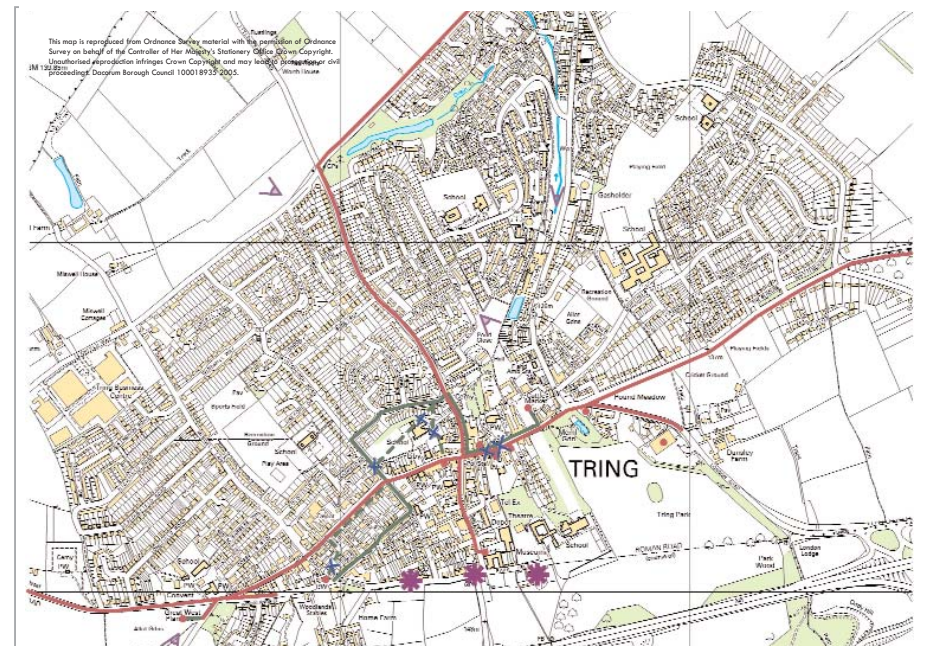
Group 1: The canal was a popular walking route in this group



Group 2: No pedestrian footpath on Silk Mill Way was considered to be a barrier



Group 3: Popular views include those from the outskirts of Tring over adjacent open space



Group 4: Landmarks and favourite places included the Alms Houses

- Key
- Destination
 - Routes**
 - Walking
 - Cycling
 - Driving
 - XXX Barriers
 - Desirable routes/connections**
 - Walking
 - Cycling
 - Driving
 - A Key view
 - ✳ Landmark