

## Place Reading

Making a town legible goes further than simple directional signs. Place reading should work to connect the physical space or 'place making' with the promotion and reputation of the town to support its identity.

Once again the approach here needs to be relative to Midhurst in terms of scope of work, scale and character. But the aim is to ensure that all aspects of communication applied to the public realm are clear and consistent and enhance the quality of Midhurst and benefit the user.

To that end, place reading needs to consider how a visitor first experiences the town, from the approach and arrival, through to orientating themselves in the town, and then being encouraged to explore, and to become aware of those intangible elements that establish one's attachment to a place.

To help read a town, existing physical elements, landmarks and buildings can be used to avoid the proliferation of unnecessary structures. The use of surface finishes and lighting can also be employed to make the entire built environment easy to read and safe and inviting to explore. This is place reading on a large scale and in addition, it is inevitable that other forms of communication will be required and applied to the public realm. As such a combination of wayfinding and interpretation should ensure the following:

- A good sense of arrival and welcome by using some form of gateway device or structure appropriate to its setting.
- The ability to establish a clear mental map of the town and attractions to encourage exploration and influence the users decisions.
- Simple means to orientate and navigate the town.
- The concise interpretation of heritage and other stories that make Midhurst unique.

The primary area covered by this study presents a simple street plan running north south along North Street/Rumbolds Hill, with a loop to the east along West Street into Market Square and through Church Hill. In addition there is the walk along the river past Cowdray ruin and over St Ann's Hill into Market Square. Arriving for the first time, the simple street layout and some degree of intuition may encourage exploration, reducing the need for too much wayfinding or directional signs. The consistent approach taken by the sub-group is to be subtle and the guidance from English Heritage is to avoid unnecessary clutter. Therefore the proposal is make use of all existing finger posts and to improve the arrival by using a main gateway structure in place of the current illuminated stag.

### Key

	Footpath
	St Ann's Hill
	Car park
	Cowdray Ruins
	The Angel Hotel
	St. Mary Magdalene & St. Denys Parish Church
	Market Square
	The Spread Eagle Hotel





## Place Reading

With reference to heritage information, there is an opportunity to develop a scheme that provides information throughout the town to mark the existing guided heritage trails and to identify key buildings and landmarks. At present there are three blue plaques commemorating H.G. Wells, one on the Grammar School and one on the former chemist shop in Church Hill, and the third on Ye Olde Tea Shoppe in North Street. One suggestion is to develop a scheme that applies information to paving stones, so that it is visible without adding posts or structures that would clutter the appearance of the town. Using simple graphics and possibly the new stag logo as an endorsement would further support Midhursts identity. Further seasonal use of the stag or other interpretive information could also be applied to temporary banners attached to the lamp posts or possibly used as a gateway structure.

However, many interpretation schemes start as the result enthusiasm, local knowledge and the determination of volunteers. As a form of communication interpretation should help others appreciate what is special about Midhurst. At present, there is no shortage of heritage information, most of it informative, digestible and well written. It is available in the form of leaflets and on the internet, but not in a form that could be consistently used as part of a permanent interpretation scheme.

In developing the proposals, there is a need to gather available content, identify the locations and then design the information and the form it should take. Apart from undertaking the design, manufacture and implementation of this scheme, it has been proposed that an audit of all aspects of heritage is carried out first, to capture not only the information and stories or 'narrative' in a concise way but then also identify the 'assets' – landmarks, buildings and possible artefacts that help to illustrate the stories. One point to note here is that this project has been consistent in recommending that design style used is sensitive and subtle. A Tudor 'theme park' would mask the authentic heritage. Any physical structures will last for some time and need to be of good quality materials and well designed. But we should also consider any graphic and information content. The same design standards must be applied, but should be uncomplicated and legible. This would require the appointment of suitably qualified specialist.

Commemorative brass plate set into footpath, Chicago  
Existing finger posts will be re-painted  
Cowdray Ruins at night

## Proposals to better interpret Midhurst

1. Welcome and arrival - Gateway
2. Maps and town guides
3. Re-paint finger posts
4. Heritage audit - narrative and assets
5. Heritage interpretation
6. Heritage trail
7. Banners
8. Landmark illumination - accent lighting



Picture courtesy - Michael Chevis - [www.michaelchevis.com](http://www.michaelchevis.com)

## Place Reading - Proposed Heritage Audit example pre-history to Stuarts

Heritage Narrative				Heritage Assets	
Period	Date	Named Individual	Event	Landmark	Evidence remaining in the town
<b>Pre-history</b>			Festival of Bellane on St Ann's Hill.	Possible - Iron Age Fort.	Traditional name of 'Tan Hill' for St Ann's Hill
<b>Saxon</b>	1001		Established settlement. Construction of defensive ditch against Viking attack. Building of church near the market.	Base of Tower	Around market, earlier name of Wool Lane was Fore Lane (ie. before the ditch) because it was outside the town
<b>Medieval</b>	1067	Robert de Montgomery	Building of motte and bailey fortification.	Low wall to mark the site	
	1158	Geldwin Fitz Savaric	Building of fortified manor house on St Ann's Hill.		
	c1224	Savaric de Bohun	Gave lands to Knights Hospitaller, who built a chapel to St Thomas a' Beckett in West Street	Incorrect plaque in West St	
	1284	Sir John Bohun	Built Cowdray House		
<b>Tudor</b>	c1520	Sir David Owen	Demolishes the original house and begins to build Cowdray.	The ruins	Gradual expansion down North St prosperity
	1529-39	Sir William Fitzwlliam, Earl of Southampton	Completes Cowdray as magnificent courtier mansion. Visited by Henry VIII (3 times), Edward VI and Elizabeth I.		Rebuilding of many houses in Old Town
	1551		Building of market house in Market Square	As "Old Town Hall Coffee House"	Globalisation of trade in Old Town against a pull of Cowdray down North St.
<b>Stuart</b>	1605	Guy Fawkes	2nd Viscount Montague fined and imprisoned for alleged involvement in plot.		
	1643-60	Oliver Cromwell	Cowdray occupied by Parliamentarians.	Evidence at Cowdray	

## Place Reading - Proposed Heritage Audit example Georgians to present day

Heritage Narrative				Heritage Assets	
Period	Date	Named Individual	Event	Landmark	Evidence remaining in the town
<b>Georgian</b>	c1760	-	Market House became Town Hall	Building and refronting of many properties	Name of Tan Hill for "St Ann's Hill"
	1793	-	Fire at Cowdray.	The "Ruins"	
	1793-95	Earl of Egremont & William Jessop	Construction of Rother Navigation.	Bridge at The Wharf. Wharfinger's Cottage.	
	1796		-	[Incorrect notice near Library – "Burgage Stone"]	
	1821		Building of Schola Grammaticalis	The school building	
		Endowment of Curfew Garden	The garden		
<b>Victorian</b>	1864		Building of the railway to Petersfield	Wedglen Estate.	Communication, trade, tourism increase
	1866		Building Railway to Pulborough		Development of Bepton Road
	1881		Building Railway to Chichester	Plaque in The Fairway	
	-1883-4		HG Wells	Pupil teacher at Midhurst Grammar School.	3 plaques in Town
	After 1884		Building 'Gentry Houses' on Petersfield Road		Town expands, trade develops
<b>Modern</b>	1912 +	1st Viscount Cowdray/2nd/3rd	Polo	Development of Cowdray Estate as business enterprise	Various
	1960s		Development of middle class housing on "gentry" sites.		Town expands

**Heritage Audit**

The above has been compiled as a guide only.

It should be undertaken more thoroughly with aim to capture the historical context of Midhurst in a way that establishes a 'narrative' and records 'assets' to use in the development of future heritage attractions, promotions and documentation.

## Place Marketing

Within the scope of this project and the size of Midhurst, the group have tried to keep a sense of proportion and appropriateness.

Place marketing covers the way a town or city is ‘positioned’ and promoted through the communications it broadcasts. A major city may wish to re-define itself to secure a bid for an international event as with Liverpool and the European Capital of Culture in 2008. But keeping a sense of perspective, whilst Midhurst needs to consider place marketing as an element of making a more successful place, it does not need to embark on any complex redefinition of who or what it is. Instead, it needs to ensure relevant aspects marketing and promotion are done well.

As an overall aim, consistency, effectiveness and simplicity are key. Taking the identity as a starting point, there is already the basis of a clean contemporary stag logo that not only acknowledges the past, but also connects with the future. The use of the stag appears on the former Grammar Schools crest and heraldry associated with Cowdray. Today a modern rendition is being used by The Town Council and on Chichester District Council’s tourism web site Visit Midhurst. It is widely accepted and should become more recognisable as representing Midhurst.

Consistency is important in marketing, and as the stag is becoming more widely used, it would be advised to develop a simple guide or brand manual to define how and when it should be used, including sizes, colours and associated typefaces. Although Midhurst is a small town and the approach taken in defining a sense of place has been subtle and discrete, the rules applied to branding larger towns or cities still apply here.

As this project was the result of a range of studies aimed at supporting the local economy, it is essential that people are attracted to Midhurst, and enjoy while there, if the experience is good they will return, and maybe spread the word. To ensure this happens, consistent messages are important in all forms of media including print and the internet. There is no shortage of information about the town, local events and the history, but at the risk of duplication and lack of consistency. By far the most pressing issue and possibly the simplest to rectify is the optimisation of the Visit Midhurst web site.

It is an excellent resource, well designed and presented. Easy to navigate and already using the modern stag logo. It includes clear information about all aspects of the town and lists over 400 events in and around Midhurst. As part of the Chichester District Tourism site, it offers plenty of links to regional activities – (useful to anyone planning to visit the region as they can easily choose to use Midhurst as their base). But Visit Midhurst should be top of any search. This can be rectified by good search engine optimisation or SEO. This is not an expensive exercise if done by a web company with the right expertise.

In summary, place marketing should be simple and consistent and the following measures are proposed to build a recognisable identity to manage Midhursts reputation.

### Proposals to improve the promotion of Midhurst

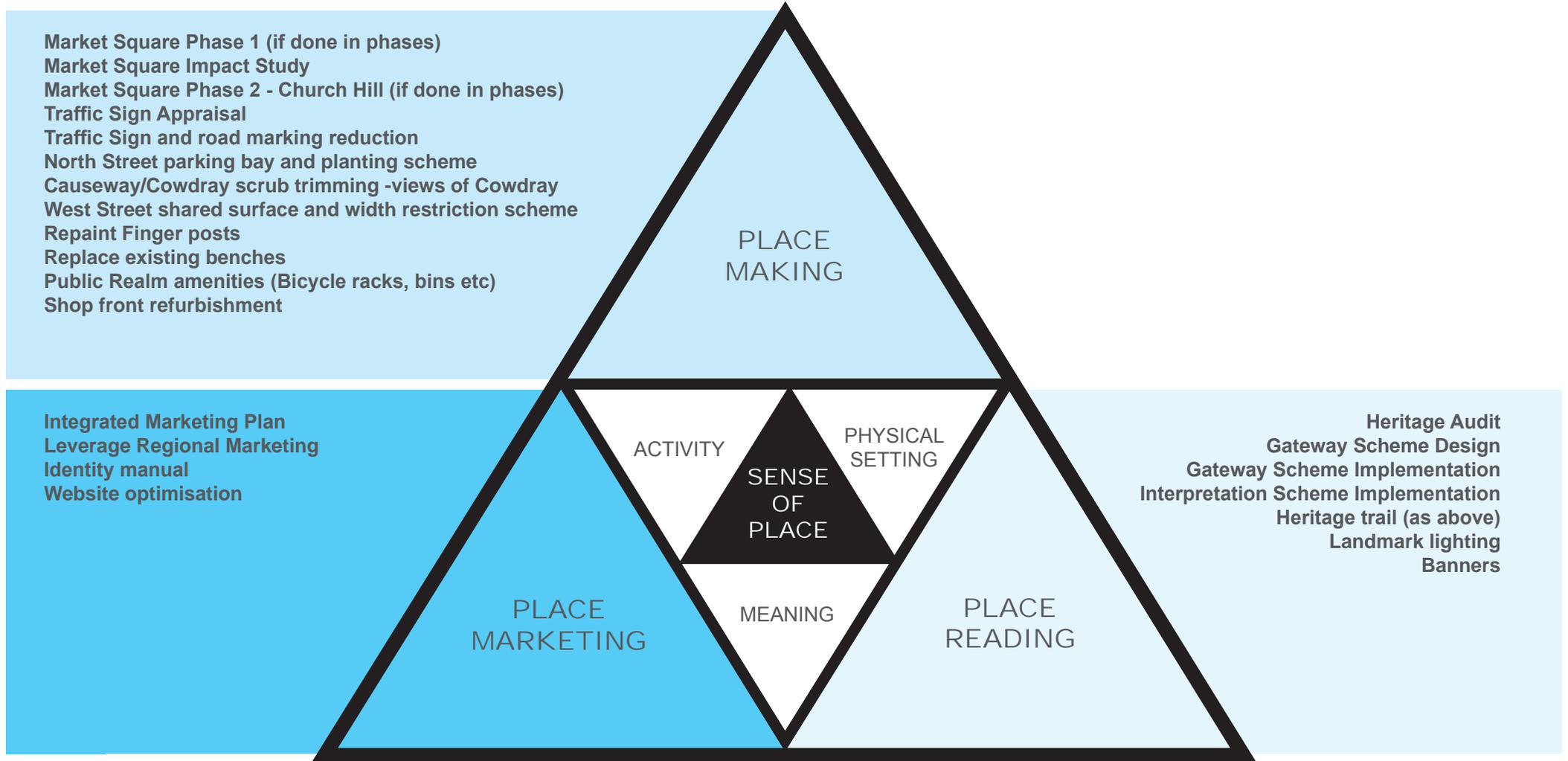
1. Guidelines to use Stag as identity
2. Consistent messages
3. Co-ordinate effort
4. Optimise Visit Midhurst – SEO
5. Leverage regional marketing



# Place Marketing



Potential Actions and Projects



## Next Steps

The Midhurst Town Centre Vision 2008 – 2011 (published in October 2008) established a framework for improving the town by supporting the local economy and addressing aspects of physical improvement. Produced by the steering group formed soon after the publication of the Town Centre Improvement Study (published in May the same year), the Vision represents ambitions from within the community and will over its three year term, be monitored and if necessary reviewed and adapted. Importantly it provides an action plan, identifying the following key areas:

- Improve Management and co-operation between different partners including Town, District and County Councils.
- Develop new policies and strategies, with regards to traffic, parking, planning framework and retail mix.
- Provide support for the local economy through business support and other initiatives.
- Develop a Sense of Place – to understand what makes Midhurst unique and how future initiatives and developments should be informed by local identity and heritage.

Therefore, this study is one aspect of the Vision and as such helps to validate work undertaken previously.

In reaching a definition of Sense of Place, the sub-group have used a process that developed from the initial understanding of Physical Setting, Activity and Meaning through to Place Making, Place Reading and Place Marketing. In each case the group have identified possible projects that could be developed further to reflect and build on the character, attributes and assets of Midhurst as described throughout this document. These projects are shown as part of the diagram on page 34, grouped according to subject area.

Place making is by far the biggest and most involved area of work, as this includes major public realm improvements. But having had technical expertise as contributors to this project, the process has been able to gauge technical considerations and possible viability of certain proposals.

One important aim of the Sense of Place study is that having captured and expressed the qualities of Midhurst and considered how it should look as a town, any future projects such as the Grange redevelopment can refer to this document and the appendices, which in some way form the basis of a design guide.

In terms of next steps, all of the projects listed need to be developed further. This will require the development of project briefs, budgets and funding. It will then be necessary to secure the right specialist, technical expertise and project teams and a programme of delivery. But as set out in the Town Centre Improvement Study, the way forward is a mixture of community and agency involvement.

This approach has been expressed through the involvement of the Sense of Place sub-group as well as the individual workshops carried out through the course of this project. What is clear from the projects listed on page 34, is that some clearly require considerable funding and wider involvement from County Highways, but others such as the approach to benches and wayfinding is practical, subtle and financially realistic.

From the start of this project it was agreed that any physical outcomes should be authentic and subtle. Working from that basis, any subsequent steps taken by the Vision Steering Group or any other partner or consultant have a source of reference to guide future Place Making decisions.

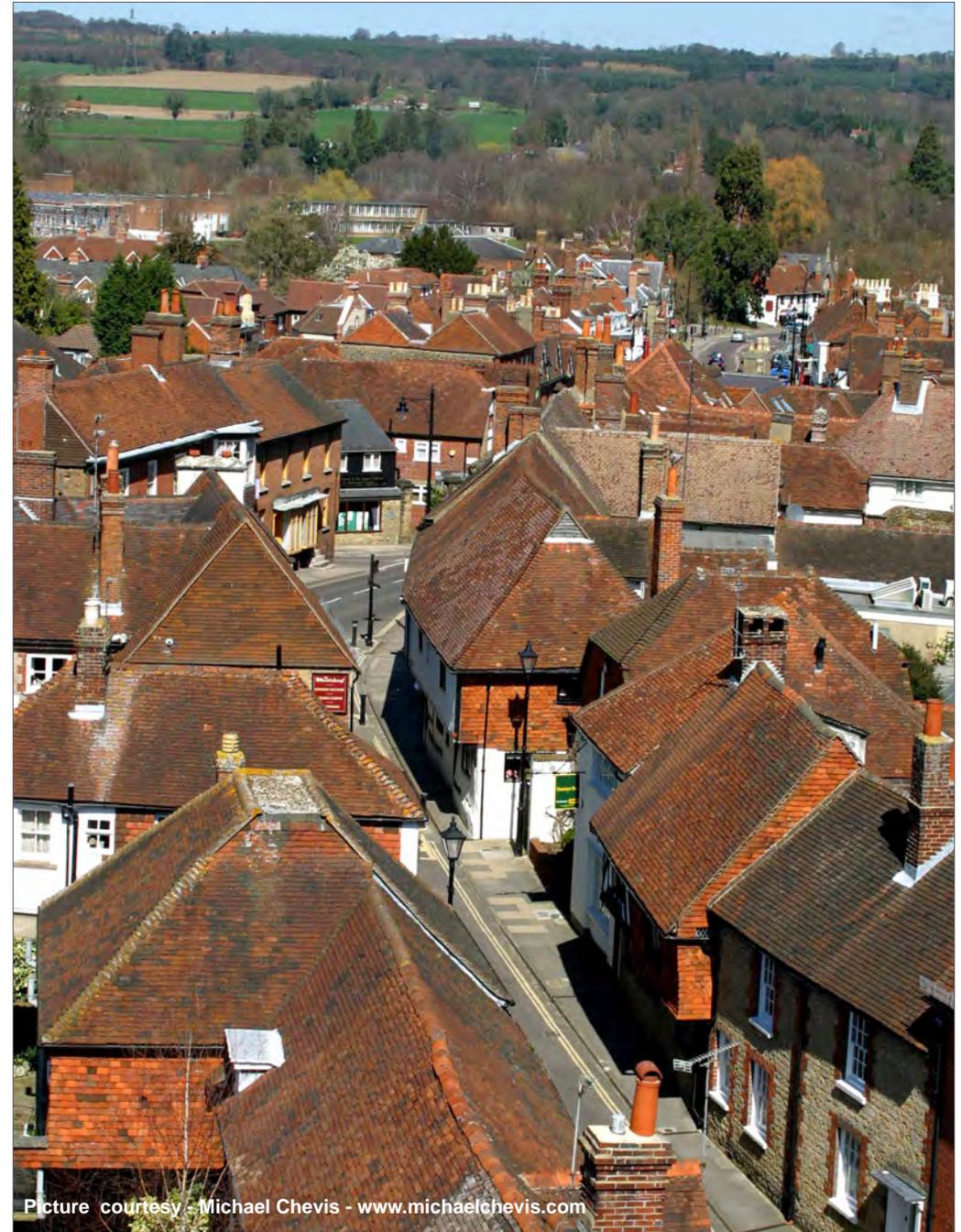
## Summary - A Town in Action

The first steps of any project are usually the hardest. The task to rejuvenate, nurture and promote the economy and physical fabric of central Midhurst has now seen those first steps taken with enthusiasm and commitment.

As one of the actions identified in the Midhurst Vision of 2008, this Sense of Place Study expresses a strong sense of involvement and participation from all corners of the town and beyond. And this is not a report that will be read then filed; it is the template for the next decade for the development in the town and a reference to guide those who will have to make decisions about Midhurst's appearance and future as a thriving market town.

Midhurst is not unique in any way as a local centre and small town but it does rejoice in a very fine medieval centre, the Cowdray Ruins, a central position in the new national park and a strong sense of its own identity. However like many similar towns it has felt the impact of the economic downturn on retailing and over the years has suffered from a degree of neglect through a lack of real understanding of its fabric and how best to preserve its heritage and use it to attract visitors and local people alike.

Faced with these challenges, Chichester District Council prepared the Midhurst Town Centre Improvement Study based on local consultation: suddenly the people of Midhurst had the opportunity to make a real impact on their own town. Through their involvement, which still continues unabated, they have been able to articulate their concerns, wishes and indeed, pride in Midhurst. Central to these aspirations have been volunteers from the local community who have worked with the officers of the County and District Councils to understand past studies, current thoughts and project them over the next decade. Whilst there is always a temptation of trotting out a wish list of often impractical projects, the various 'Vision Group' working parties have been realistic in what can be achieved as well as pushing for a real agenda of change.



Picture courtesy - Michael Chevis - [www.michaelchevis.com](http://www.michaelchevis.com)

The process has been quite eye opening, giving a much greater insight into how the town was constructed, how our retail units are the foundation to its prosperity and how our local authority partners work and what they are capable of, given the right resources and encouragement. Indeed they have confirmed to those involved that the authorities are just as much a part of the local community as any one else, a view that is not always held. We have also been helped in preparing this report by BroomeJenkins an urban design consultancy, who have brought calmness and a sense of purpose to our deliberations and who have taken often ragged ideas and portrayed them with exemplary professionalism.

Already we have seen the start of improvements in the town, with the retailers benefiting from the offer of grants to improve their shop premises as well as business plan and merchandising advice. Further announcements have been made about the strong possibility of work being commissioned in 2010 to completely rework Market Square, improving the appearance and reducing the impact of traffic in the historic heart of the town. If suitable traffic management can be put in place, then a second phase will follow, essentially giving back Church Hill to pedestrians. Much of this worked is based on reports by the Town Council and the Town Trust earlier in this decade, which showed great fore sight and a belief in what could be achieved. North Street should also benefit from this report with more attractive street furniture and a splash of colour that will help Midhurst stand out from many other similar towns in the South East. This creates a 'stickability' factor that we hope will compel those passing through the town to stay and add to the visual enjoyment of visitors and residents alike.

This report as mentioned above also acts, in part, as a design guide for what is suitable and what we are trying to achieve in terms of road and pavement management. These are often overlooked in day to day activities but can make a major impact on the visual appearance of any street. Contrast the pictures in this report taken during the filming of Foyles War and the existing street as we know it. They show what could be done if we have the right motivation and resources.

One other major achievement is the importance of understanding what integrated marketing can offer, using a common logo and style throughout the town's tourist and other marketing. A very deep and detailed exercise was carried out by the report's working party into how we feel about Midhurst and how we can essentially describe the town to a visitor. Fate was on our side in that a very recent travel article in the Times carried a description of Midhurst as 'the most English town' this rang a chord with the working party as an excellent summary of much about the town and has been adopted as the marketing strap line.

Although this report identifies different projects, it should be emphasised that this is not a 'big bang' event. Improvements will be made over a period of time as resources and human energy allows. The plans will have to work their way through bureaucracy and meet local opinion, they have to add value and they have to make a proper impact. Its pertinent to remember that some of the actions can be carried out simply by the town's own residents such as helping to keep the streets clear of litter, keeping buildings well maintained, supporting local shops and generally being involved. Local authorities just cannot deal with every small complaint or wish list but often the local residents can.

Finally it is worth reiterating that Midhurst is one of the most attractive towns in the country and a highly desirable place to live. To continue to keep this rare accolade it needs a continuing commitment from its residents and from the supporting authorities to nurture it and make this report work, ensuring that the town remains a viable and attractive location for residents and visitors alike.

### **Gordon McAra**



Picture courtesy - Michael Chevis - [www.michaelchevis.com](http://www.michaelchevis.com)

## Acknowledgements

### Main Contributors:

Bridget Howard - Resident/Historian/Cowdray Heritage Trust/Midhurst Society  
 Elizabeth Hamilton - Local Business Woman/District Councillor  
 Michael Chevis - Resident/Local Business Man/Photographer  
 Gordan McAra - Resident/Town Councillor  
 Tim Rudwick - Resident/Local Historian/Clerk of Town Trust  
 Sue Courtney - Former resident/Business Women

### Additional Contributors:

Aleksandra Ellis - Senior Business Support Officer - Chichester District Council  
 Richard Dollimore - Design and Implementation Officer - Chichester District Council  
 Richard Wells - Principal Transport Planner - West Sussex County Council Highways  
 Christopher Kettel - Senior Engineer - Amey

### References:

Streets for All (South East) - English Heritage (2005)  
 Shaping Places - Kent Architecture Centre (2006)  
 Place Making - RUDI with the Academy of Urbanism (2007)  
 Public Places Urban Spaces - The Architectural Press (2003)  
 The Origins of Midhurst - John Magilton and Spencer Thomas

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### Picture credits:

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### Facilitators and Authors:

Barry Jenkins - BroomeJenkins  
 Joe Gould - BroomeJenkins



## Appendix - Key Design Principles - Highways and Public Space

### Consistency, Clarity and Local Distinctiveness

Midhurst has substantial areas of historic paving concentrated in its mediaeval centre. These have a great influence on Midhurst's character and distinctiveness but are under threat, being gradually diminished through insensitive repairs and alterations. Thirteen contrasting paving materials were recorded in a recent survey. This has resulted from a combination of insufficient statutory protection and the insensitivity of statutory undertakers. Areas of damaged historic paving have been repaired with generic modern or inappropriate natural materials, rather than matching the original materials and craft techniques. In addition, other well-intentioned changes contribute to this process; an area of eighteenth century cobbles were recently replaced with Purbeck paving at the west side of St Mary Magdalene And St Denys Church "to provide safer access for undertakers." Alterations such as these would be unacceptable to a Listed structure and the historic paving should be treated with equal respect.

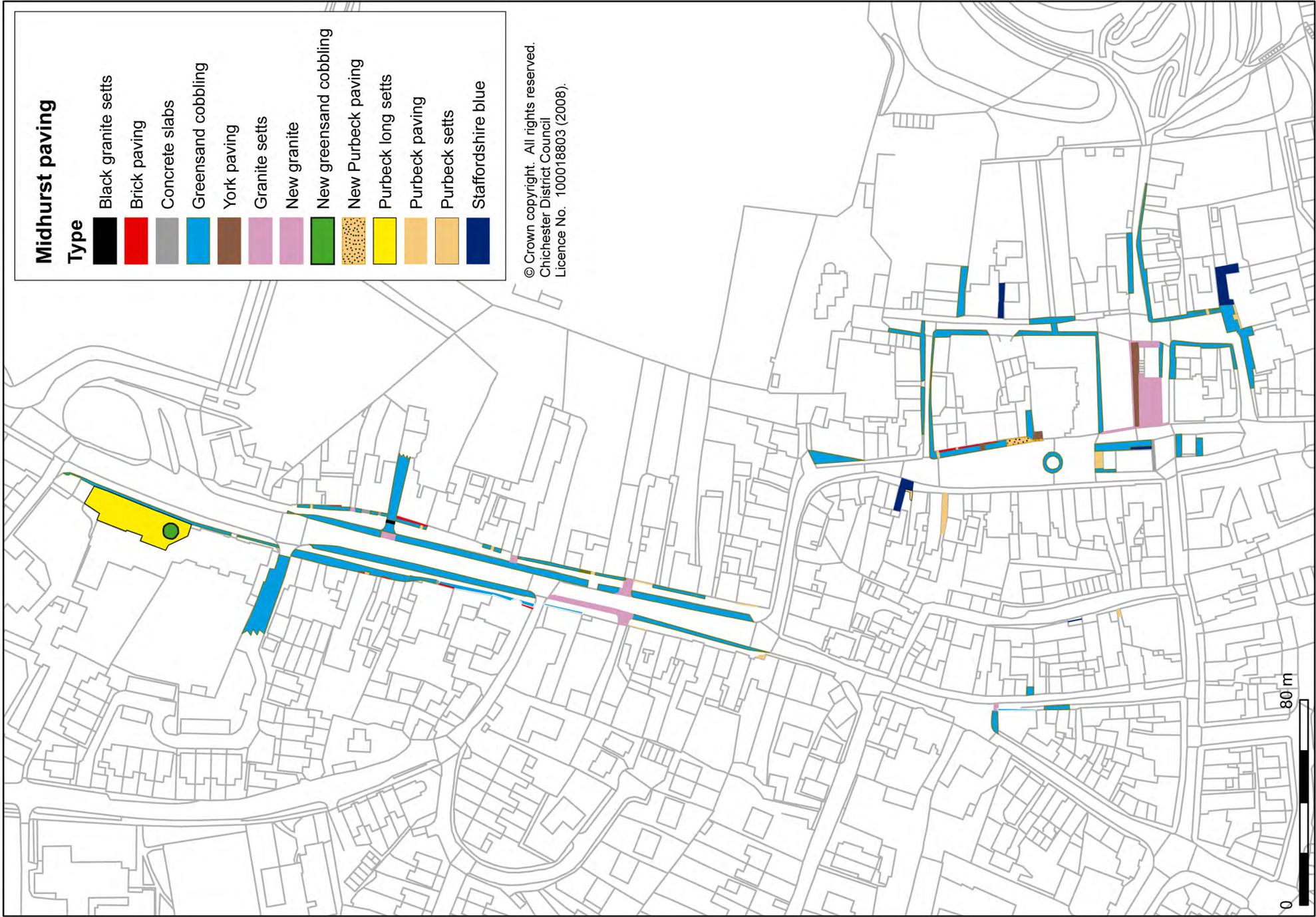
### Conservation/ Restoration Policy

Wherever historic paving exists in Midhurst it should be retained and conserved. When repairs are necessary, they should be undertaken using matching materials and craft techniques. This relates to the form of the paving material, the way it is laid, its substrate and mortar. Where historic paving has been repaired using modern materials (such as asphalt, concrete pavers, concrete or cement mortar) or natural materials that are deemed inappropriate (such as pink granite cobbles, or poorly laid Purbeck slabs) a programme of restoration should be undertaken to re-establish the integrity of the locally distinctive paving.



Market square and the Church circa 1912

Map on facing page shows existing finishes throughout town



## Palette

A large part of Midhurst's unique character is derived from the use of a limited palette of materials and a consistent approach to their use. Midhurst's traditional paving materials consist of:

1. Greensand stone
2. Purbeck limestone
3. Handmade red brick pavers

There has also been some more recent (nineteenth century) use of grey and black granite and Staffordshire blue pavers although these are not characteristic of the town and have minimal impact on its character.

The local Greensand stone is still quarried in Midhurst by Shropshire Stone (details below) and should be used in repairs to historic paving of the same material. This is particularly important in the historic core around the Market Square and the pedestrian areas of North Street, which are historically significant and vulnerable to change.

### Midhurst Greensand:

Shropshire Stone & Granite Ltd  
Station Yard  
Shrewsbury, SY4 2BQ  
Tel: 01939 261199

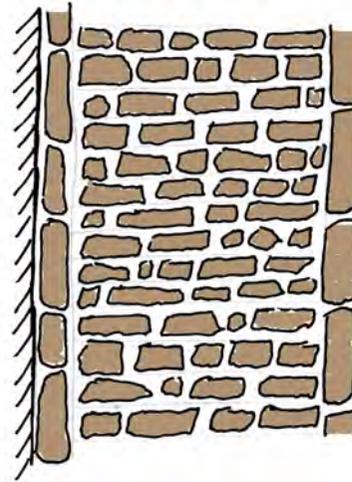
### Purbeck Stone:

Suttle Natural Stone  
California Quarry,  
Panorama Road,  
Swanage, Dorset BH19 2QS.  
Tel: 01929 423576

### Red Brick Pavers:

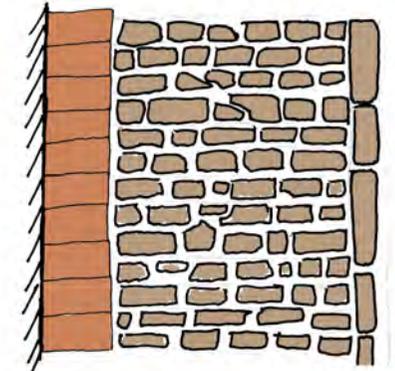
Handmade Goodwood  
Medium Red Waterstruck  
Paviors Imperial Size:  
9" x 4 1/4" x 2"  
(228 x 112 x 50mm)

W T Lamb & Sons  
Nyewood Court  
Brookers Road  
Billingshurst  
West Sussex RH14 9RZ  
Tel: 01403 785141



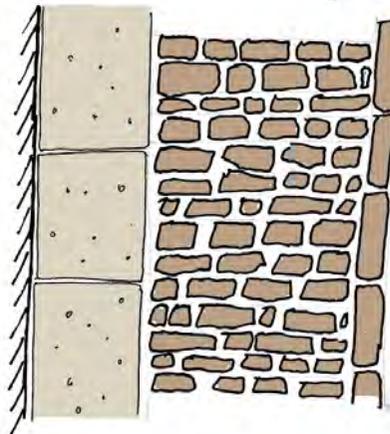
Rubblestone edging    Rubblestone paving    Rubblestone kerbs

### Rubblestone Pavement



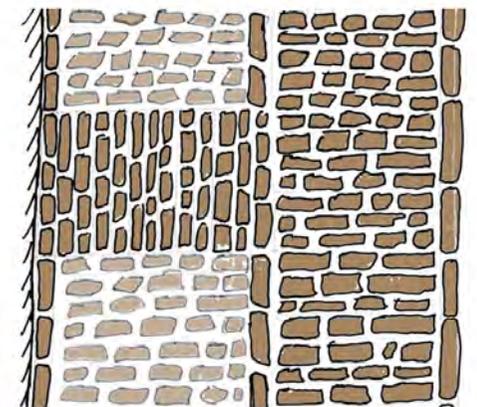
Brick pavers    Rubblestone paving    Rubblestone kerbs

### Pavement with brick edge



Purbeck edge    Rubblestone paving    Rubblestone kerbs

### Pavement with Purbeck edge



Smooth area shaded dark  
Rough area shaded light

### Pavement with defended area

Due to the expense of the local stone, it is only recommended for the restoration of areas of historic Greensand paving. Where new stone paving is proposed to replace generic modern paving, York Stone Greenmoor Rustic is considered an appropriate alternative. This may be used as setts of random width and length or as flags, depending on the context.

The diagrams show typical ways in which the different materials are used in Midhurst. These examples are not exhaustive but are intended to show a range of ways in which the palette can articulate paving of different characters and status. New paving proposals should exhibit a similar level of sensitivity in its use of materials.

A band of edging paving, often defines the boundary between building frontages and the pavement, Greensand rubblestone is the standard but red brick pavers or Purbeck stone are often used for buildings of status. Pavers are usually laid as a single soldier course, although there are some instances of two rows of stretcher bond.

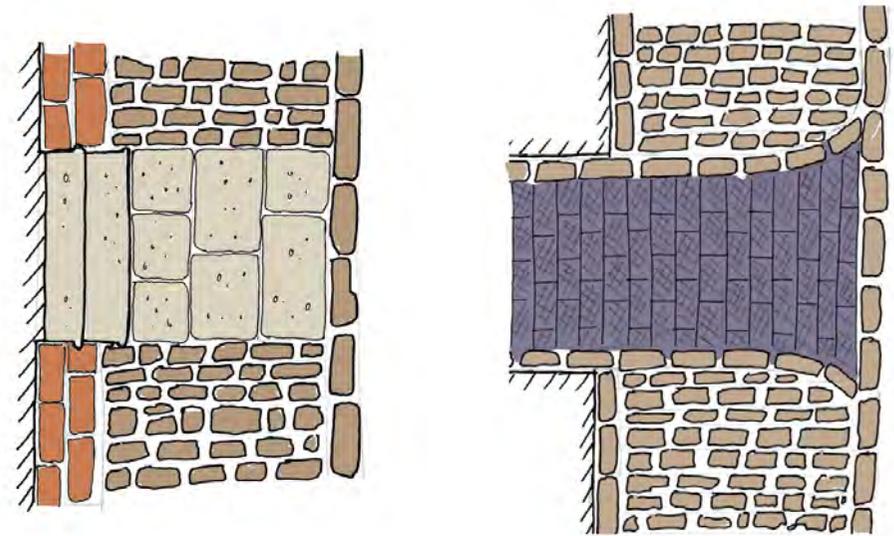
Rubblestone paving is often used to dissuade pedestrians from walking close to building frontages, particularly where residential properties are accessed directly off the pavement. Zones of coarse rubblestone paving can therefore be used to direct pedestrians away from more private or hazardous areas. A single course of long lengths of rubblestone, laid parallel to the kerb, can be used to separate pedestrian areas of the pavement from these restricted parts.

Entrances to properties should be expressed in the pavement with stone paving slabs laid in courses parallel to the building threshold. The usual material is Purbeck, although York stone may be an acceptable alternative. If the building is of some status, this band of stone should reach from the building or its steps to the kerb, otherwise it may only reach part of the way.

Where a vehicular access lane is required to cross the pavement, the route and its 'bellmouth' should be paved in courses laid perpendicular to the line of the lane. Alternatively, the lane may be paved in Staffordshire Blue Brick Pavers of Imperial dimensions (such as produced by Ketley). The pavers may be in Diamond Chequered Staffordshire Blue, 8 Panel Staffordshire Blue or 2 Panel Staffordshire Blue.

In both cases, the boundary between the lane and the pavement should be defined by a single course of long stones, a little smaller but of similar proportion to the kerbs. A dropped kerb should define the junction with the road.

There are some areas of Purbeck paving, usually in areas of high status but sometimes in alleyways providing access to backs of properties. These should be maintained and, where appropriate, restored with matching materials and craft techniques. New Purbeck paving may be proposed for areas of high status. If used, slabs should be of similar proportions to historic examples in the area and laid in courses of differing width. Courses should be perpendicular to the kerb, which should also be of Purbeck.



Private Purbeck extends over pavement

Lane paving extends over pavement

### Zone One

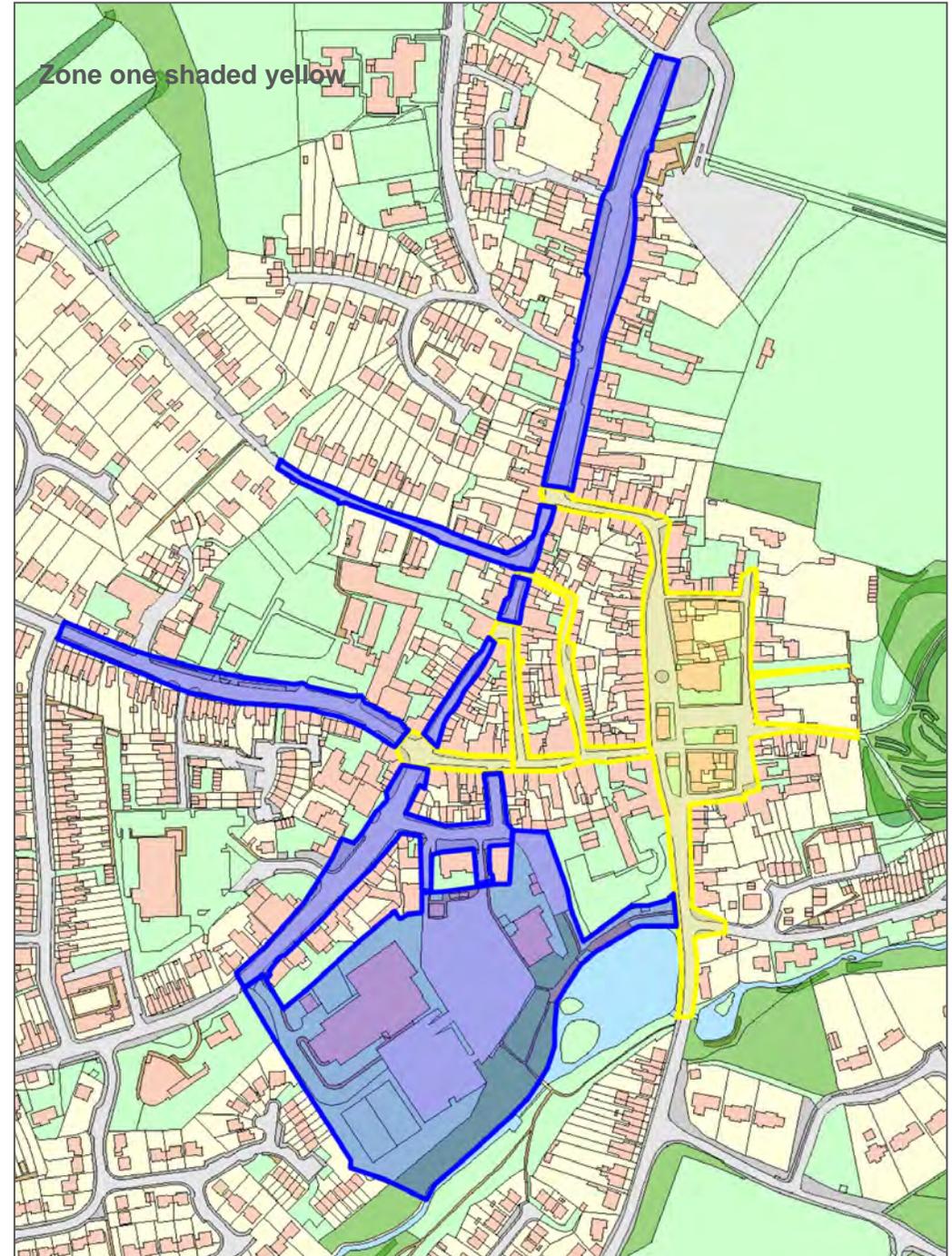
This area makes the greatest contribution to Midhurst's historic character and sense of place. It should therefore be regarded as a priceless historic asset to be handled with great care. Investing in its conservation and maintenance will consolidate the town's historic character, drawing in visitors and businesses and generating economic activity to the benefit of the whole town.

Areas of existing historic paving should be maintained and restored using the same traditional materials and craft methods. Where this has been lost and wholly replaced with generic modern materials there should be a programme of reinstating the historic pattern, using York Stone Greenmoor Rustic in setts of random width and lengths. Care should be taken when lifting modern paving as historic surfaces may remain intact beneath, in which case they should be maintained and restored. Original paving designs may be discernible in historic photographs, which should be consulted when developing new paving schemes.

The Market Square is the heart of Midhurst's historic core and is its principal public space. It is currently paved with a patchwork of materials; asphalt, pink granite setts and large York stone flags. Historic photographs show that, apart from the cobbled paving adjacent to buildings, the whole space was previously metalled with the same material as the road surface. This gave the space a consistent and open quality, emphasising qualities of openness and connection between the Market Square and adjacent public spaces such as Church Hill and Edinburgh Square.

It is proposed that some of its open quality can be restored through repaving Market Square and its surrounding spaces in a consistent material: York Stone flags for the pedestrian parts of the square and setts for the trafficked areas. This quality natural material, which accords with the tones of the local sandstone, will express that this is an area of high value and status.

Modern generic pavement materials will be replaced with a combination of York Stone flags and setts, continuing the characteristic local patterns used in laying the local Greensand. Lengths of York Stone should be used for kerbs, replicating the appearance of the historic Greensand kerbs in the town. The standard for other road surfaces within this historic core is Tarmac dressed with the local stone or York Stone aggregate, as recommended in PPG15 (Para. 5.13 Floorscape and Street Furniture).





## Zone Two

Consisting of North Street and its extensions, this is also a significant part of the historic town but is secondary in status to its mediaeval core. For reasons of economy and legibility it is important to reflect this in the public realm strategy.

The paving survey showed that there are large areas of historic paving in this area, primarily along North Street. As with Zone 1, a Policy of Conservation/Restoration should be adopted for areas of existing historic paving. Of key importance are areas of Greensand, brick and Purbeck paving adjacent to building frontages.

The main pedestrian zones along North Street have been largely replaced with concrete paving slabs. These are universally available and detract from Midhurst's unique identity. It is proposed that these are incrementally replaced with York Stone flags as funding allows. The trafficked areas to either side of the carriageway of North Street are largely paved in local Greensand stone and present something of a conservation problem:

- *Large areas have been repaired with inappropriate materials (largely granite setts), which detract from its local character and aesthetic consistency*
- *The area is used for parking and goods unloading so needs to be sufficiently robust to withstand heavy goods vehicles and damaging turning motions*
- *Large areas require attention so the relatively expensive local material cannot be justified*

It is, therefore proposed to adopt a special approach for these areas. Where the original Greensand cobbles are in need of repair, or where previous repairs have replaced Greensand with another material (such as granite), the historic pattern should be restored using York Stone cobbles. Care should be taken to source stone which matches the colour and dimensional range as the historic paving. Cobbles should be of random widths and lengths and not stand out next to the originals.

Where large areas of paving are to be replaced the kerbs should also be replaced with matching York Stone. These should be long and irregular as clean sawn stone would stand out next to the cobbles. The road surface in this Zone may be Tarmac, whether dressed with the local stone or York Stone aggregate or otherwise.

## Terms of Reference

### General Principles

- Department for Transport Manual For Streets (2007)
- Design Manual For Roads and Bridges (Where Applicable)
- County and District Specific Policies and Records of Practice.
- Guidance on Conservation Area Management Plans, English Heritage, 2005
- Planning Policy Guidance 15: Planning and the Historic Environment
- Conservation Bulletin 58: Presenting Historic Places
- Conservation Bulletin 55: Heritage: Broadening Access
- Conservation Bulletin 41: Urban Matters

### Road Markings & Traffic Signs

- Department for Transport (various) The Traffic Signs Manual. Department for Transport (2004) Traffic Signs Manual Chapter 1: Introduction.
- Department for Transport (2008) Traffic Signs Manual Chapter 3: Regulatory Signs.
- Department for Transport (2004) Traffic Signs Manual Chapter 4: Warning Signs.
- Department for Transport (2003) Traffic Signs Manual Chapter 5: Road Markings.
- (1994) Local Transport Note 1/94 - The Design and Use of Directional Informatory Signs
- Department for Transport (2005) Traffic Advisory Leaflet 06/05 – Traditional Direction Signs.
- Parking Restrictions Without Yellow Lines (English Heritage – Streets for All Practical Case Studies)

### Lighting

- BS EN 13201 – 2 :2003 Road Lighting Performance Requirements
- BS EN 13201 – 3 :2003 Road Lighting Calculation of Performance.
- BS EN 5489 – 1: Code of Practice for the Design of Road Lighting. Lighting of Road and Public Amenity Areas.

### Planting

- Roots & Routes: Guidelines on Highways Works and Trees – Consultation Paper
- Tree Roots in the Build Environment
- BS 5837 : 2005 Trees in Relation to Construction
- National Joint Utilities Group (NJUG) Guidelines for the Planning, Installation and Maintenance of Utility Services in Proximity to Trees





Chichester District Council



West Sussex County Council



Midhurst Town Council

