

The Oval Regeneration Hereford



Client Keepmoat Homes
Cost £30m
Services Masterplanning/
Community & Commercial

BM3 Architecture through Keepmoat Homes were invited to enter a tender/ design competition for the regeneration of the land on the Oval estate in Hereford to provide a mixture of affordable houses for rent and outright sale and enhancement to the communal facilities.

The proposals consist of keeping the existing infrastructure & improving the architectural fabric of the area. The primary design Strategy towards the masterplan has been to introduce a series of landmark structures to uplift and provide different neighbouring characteristics but to keep the overall density the same throughout. Secondary Strategy was to design contemporary flats and mainly houses which would meet the desired Access, Security and Space requirements. Tertiary strategy was to apply a refurbishment design to the existing commercial section and new landscaping approach to compliment the development.

Two local residential consultations were carried out at the pre-planning stage to ensure community inclusion.

