

# EAST STREET

## PLACEMAKING AND PUBLIC REALM MASTERPLAN

B e d m i n s t e r | B r i s t o l | U K

S T A G E 0 1 R E P O R T



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# EAST STREET

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# Executive Summary

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*The executive summary provides a succinct summary of East Street's history, analysis findings, options development and placemaking strategies to inform the Public Realm Masterplan.*

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## Background

East Street is one of Bristol's most historically significant streets centred within Bedminster. For many centuries Bedminster retained its rural character acting as a separate town within the county of Somerset. The suburb's history is older than Bristol's, with East Street and West Street dating back to Roman times.

Up to the seventeenth century, Bedminster was a prosperous community clustering around its parish church in a fertile and well-watered valley. But a dramatic change was just around the corner. On the threshold of the industrial revolution Bedminster had coal and easy access to the city docks and the insatiable demands of a growing city, resulting in rapid growth.

Almost overnight Bedminster became a power-house of heavy industry manned by a huge workforce packed into high-density terraced housing. The development was too rapid to implement the kind of urban infrastructure necessary to prevent slum conditions. Thus, the

authorities faced public health problems of monumental proportions.

In contrast to the health issues of an industrial society, the new industries also generated considerable wealth for people resulting in high end shops and businesses lining East Street, West Street and North Street. This reputation for glamour resulted in East Street being seen as one of Bristol's most significant streets and a reason for the pride and affection for the street seen today.

This was all to change. With the advent of World War 2, Bedminster was a key target due to its close proximity to the harbour and industry. Post war planning relocated most of the industries resulting in Bedminster's economic heart being removed, leaving a suburb and its well-known high streets in a state of decline.

Realising the suburbs decline, city planners in the 1980's invested in East Street by pedestrianising and furnishing it with materials and elements. These public



realm interventions complemented by the street's historic buildings and emerging new uses dotted within the area started to breathe new life into the suburb.

However, in more recent years like many High Streets around the UK, East Street has fallen into steep decline with shop vacancy rates over 20% and large retailers such as Argos and Boots electing to leave. In addition, a lack of investment in the area has created a rundown, tired and dilapidated character impacting East Street's positioning as a destination.

With the planned development of Bedminster Green over the coming years there is a new focus and purpose to East Street. With an expected population increase comprising of students, residents and businesses it is incredibly important that East Street re-emerges as a community focal point for its existing and future users.

In response to East Street's challenges and strategic importance the Bedminster Business Improvement District (BBID), Bristol City Council, Dandara, Sydney Freed, Firmstone, City & Country and A2Dominion have partnered to create a working group who together are funding the East Street Placemaking and Public Realm Masterplan.

The McGregor Coxall team have been commissioned to articulate how East Street should look and feel in order for the street to recover its relevance as a destination for shopping, business and socialising. Importantly this project will consider East Street's future during Covid-19 and how the street design and functions can flexibly respond to the future challenges facing the street.



Bedminster was a thriving and affluent settlement with East Street / Bedminster Parade as the principal route into Bristol city.



East Street prospered during the early 20th century resulting in high end shops and businesses lining East Street, West Street and North Street.



East Street has become a neglected high street, cut off from surrounding areas due to poor connections and a lack of investment.

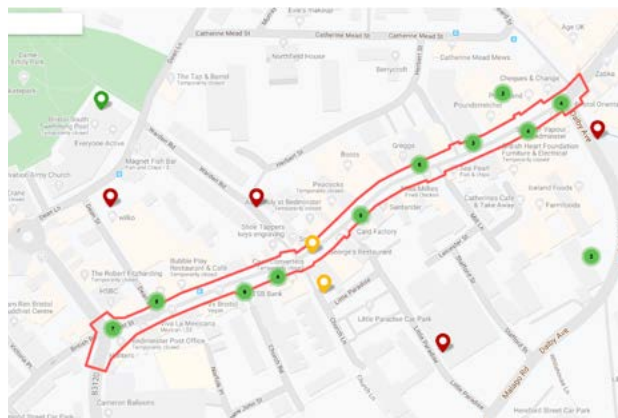


Bedminster Green is planned for major change and growth through residential, student and commercial development.

## What We've Heard From The Community

The team have undertaken a 'mixed-method' engagement approach to understand how different user groups currently use the street. Due to Covid-19 an interactive digital platform named [www.eaststreetvision.com](http://www.eaststreetvision.com) was developed as a key engagement tool. Key findings were:

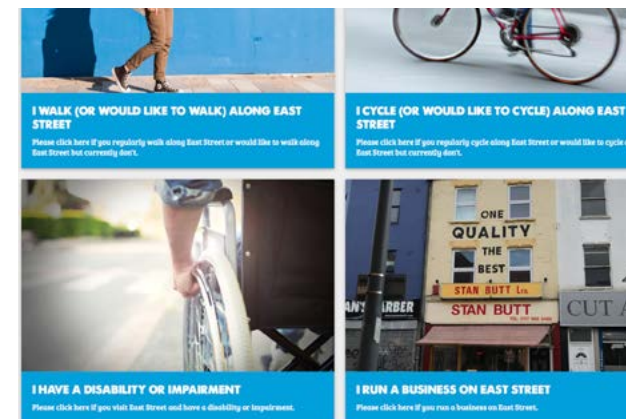
- **Local Movement:** Walking is the most common mode of travel for local residents that visit the street. The vast majority of local residents (85%) travel by foot (cycling is the second most popular with 9%);
- **Outlying Movement:** For those travelling in from outlying areas, car is the most popular choice (56%) with people typically parking on side streets, ASDA or McDonalds; followed by bus (29%) and foot (11%).
- **Accessing Shops:** Of all the people who said shopping was the primary purpose of their trip to East Street, a significant majority walk (70%), followed by car (17%), then cycling (6%) and bus (6%);
- **Safety and Street Environment:** The primary reason why people don't visit East street are its environmental factors, with 60% saying they don't feel safe walking on the street in the evening;
- **Seating and Street Elements:** Only 1 in 10 say it is a pleasant place to sit and there is significant support for improved seating.
- **Access & Sharing Space:** The limited amount of pedestrian space makes sharing the street challenging with many respondents wanting more clarity and improved wider connectivity.



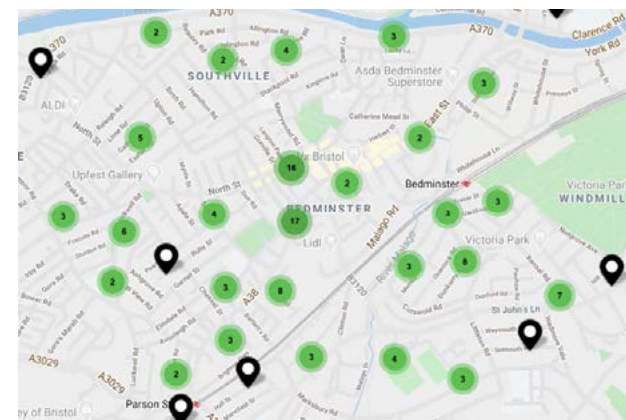
Interactive mapping documenting what people like, dislike and ideas on how the street can be improved.



East Street Vision homepage that links to the Bedminster Business Improvement District website.



Targeted user group surveys covering walking, cycling, disability, business, living within 1.5 miles and use as a shopping district.



Wider mapping and comments of the Bedminster area to assist in understanding East Street's context.



## Understanding East Street

A holistic and systematic analysis process has been undertaken to understand the place characteristics for East Street. Underpinning the site analysis has been the 3,000 visits and 464 interactions to the community website. This analysis period highlighted the following:

- **Lack of Green Infrastructure:** Few street trees, poorly maintained planters and dilapidated pocket parks impact the environmental performance of the street.
- **Incoherent Streetscape:** A dilapidated streetscape that is negatively impacted by an incoherent scattering of street elements comprising bollards, bins, benches, planters and signage.
- **Creative Heart:** East Street has a strong personality and forms part of a wider vibrant and engaged community that includes Windmill Hill City Farm, BV Artist Studios and Upfest.
- **Bus Dominant Street:** East Street is a one-way, restricted timed access street, limited to buses and loading. On average there are between 220 - 350 bus journeys taken along East Street in a day.
- **Declining High Street:** A lack of investment, little night time economy and changes to retail behaviour have led to an increase in vacant units.
- **Historic Architecture:** East Street's historic character has been compromised by low quality buildings, poor maintenance and a feeling of dilapidation.



Low quality street elements planned in an incoherent manner, negatively impacting the streetscape character.



A historic character compromised by low quality buildings, poor maintenance and a feeling of dilapidation.



A one-way, restricted timed access street for limited servicing that supports between 220 to 350 bus journeys a day.



Emerging development alongside an increasing number of vacancies located along East Street.

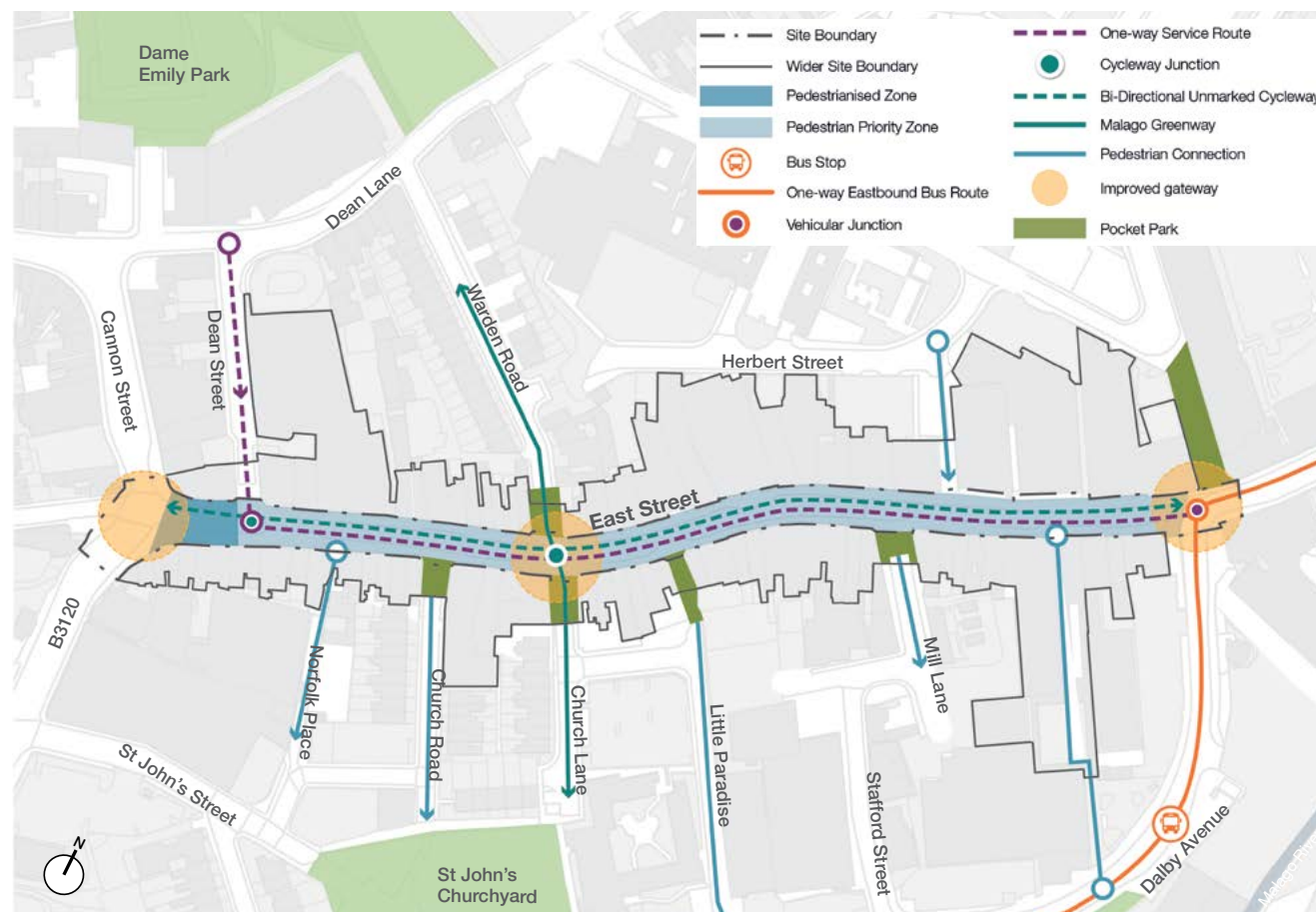
## Options Development

The analysis highlighted access and mobility as a critical challenge to improving East Street. Three East Street options have been prepared to test and evaluate a preferred movement scenario. The three options ranging from minimal to maximum interventions are as follows;

- Option 01: Retained Bus Route** - Retain bus movement and retain limited service along East Street.
- Option 02: Redirect Bus Route** - Redirect bus services along Dalby Avenue and retain limited services between Dean Street and East Street.
- Option 03: Central Pedestrian Zone** - Redirect bus services along Dalby Avenue and close a central section of East Street to all motor vehicles by introducing service loops at either end of the street.

In considering the community feedback, analysis findings and three 'Healthy Street Checks', option 2 emerges as the preferred option. The reasons for this are;

- Minimal Disruption:** The only changes are Dean Street supporting service access, and the Metro bus only being removed once Dalby Avenue is upgraded to support buses.
- Maximum Flexibility:** Changes to materiality, vehicle width, loading bays, street element positioning and improved vehicle management ensure a flexible pedestrian prioritised environment.
- Incremental Delivery:** The delivery can be easily phased and broken down into priority projects. This allows costs to be managed and aligned with available funding.



Option 02: Redirect Bus Route



## Placemaking Strategies

In confirming option 2 as the preferred movement scenario, six flexible placemaking strategies have been developed that conceptualise East Street's potential as a connected, creative, pedestrian friendly and animated heart to Bedminster. The strategies are as follows;

- **Biophilic & Resilient Street:** Support street tree planting along the northern edge and reinforce an East Street green gateway linking Dame Emily Park and St John's Churchyard;
- **Legible & Rationalised Public Realm:** Enhance the Cannon Street, Bedminster Parade and pocket park arrival points through lighting, public art, play, sport, resting, social and other public uses;
- **Canvas for Creative Expression:** Develop a lexicon or series of art/craft/design led projects to help develop East Street's identity including groundscape, street and facade art.
- **Connected & Pedestrian Prioritised:** Remove bus travel and redirect service access via Dean Street to create the Cannon Street public space and a pedestrian prioritised street environment.
- **Experiential Day-Night Economy:** Consolidate ground floor activation to the centre and arrival points, support alternate creative and community uses and encourage flexible day-night tenancies.
- **Revealed & Historic Street:** The street's unique historic buildings, features and materials are sympathetically restored and reimagined for people to engage with.



A green corridor is emphasised between St John's Churchyard and Dame Emily Park connecting East Street to its context.



Historic building restoration and large building block improvements aim to reveal the street heritage for all to enjoy.



A day-night economy is fostered through land use diversification, public realm activation and cultural animation.



The gateway arrival points are focused as key hotspots for art, lighting, events and markets, enhancing the street's identity.

## Catalysing Positive Change Now!

The public consultation indicates 90% of shoppers do not wish to dwell on East Street. Our early conclusions are that with modest investment this number could be turned on its head and quite easily create a place in which 90% of people do wish to dwell. The challenge with high streets is not just to attract them, but to entice them to stay, and spend.

This requires East Street to emerge as an experiential destination within Bristol's landscape. East Street must take advantage of its unique assets such as its pocket parks, cultural vibe, pedestrian street configuration and close proximity to Bedminster Green. It must reveal its rich history through improved public realm and facade treatments providing a platform for the local and visiting community to prosper from.

Given the constant changing government policy in light of Covid19 we believe a most exciting opportunity has emerged to accelerate the improvements to East Street. Running in parallel with the Stage 2 Masterplan we can importantly pilot and prototype temporary interventions during the project as identified under the Transport Act 2004.

This means whilst Covid-19 and social distancing become ever-present challenges, we can test temporary solutions such as wider footpaths, social distancing seating, outdoor dining, play spaces and pop-up parks. These interventions can allow us to understand how people are interacting with the street, informing the masterplan and catalysing positive change now.

**The renaissance of East Street could start in weeks rather than months or years.**

*'Instead of waiting through years of planning studies and computer models to get something done, we've done it with paint and temporary materials. And the proof is not in a computer model. It is in the real-world performance of the street.'*

Janette Sadik-Khan, New York Transport Commissioner





Cycle Lanes: New bike lanes in Barcelona are proving popular already with cyclists during Covid 19.



A Dutch restaurant believes its special greenhouses could be the future of dining out during the Covid-19 pandemic.



Here Comes the Sun blanket allows people to "socialise safely and confidently" outdoors once Covid-19 restrictions have been lifted.



Gastro Safe Zone: External safe zones with immobile three-seat tables enable countries to open restaurants and bars during Covid-19.



Valencia calls on interventions that are transitional vs temporary as part of longer incremental change following Covid-19.



50 km of cycle paths will be gradually created in Paris, as here on rue Saint-Jacques during and following Covid-19.







An aerial photograph of a city, likely Glasgow, showing a dense urban landscape. A railway line runs diagonally across the lower half of the image. The city is characterized by a mix of residential buildings, including terraced houses and larger apartment blocks, and commercial/industrial structures with large flat roofs. There are significant areas of greenery, including parks and tree-lined streets, interspersed among the buildings. The overall tone of the image is somewhat muted, with a dark overlay.

# 1.0 Introduction

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# 1.0 Introduction

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*This section introduces the project background, the study area, project objectives and the teams process to ensuring an holistic and integrated solution to revitalising East Street.*

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## 1.1 Background

This project aims to capitalise on the recent momentum and funding opportunities such as Future High Street Fund, CIL etc. The project would be run via a working group comprising the five developers, Bedminster BID and Bristol City Council. The developers include Firmstone, Dandara, City & Country, A2Dominion and Deeley Freed who together with the BID are funding this exercise. The McGregor Coxall team were selected in 2020 to deliver the East Street Placemaking & Public Realm Masterplan. Importantly the project considers East Street's potential in a Covid-19 landscape.

## 1.2 Study Area

In the heart of Bedminster, a mile from the city centre, Bristol's second largest retail destination has fallen into steep decline with shop vacancy rates of over 20% and large retailers such as Argos and Boots electing to leave.

The main area to be covered by this Masterplan is East Street which runs from Cannon Street to Bedminster Parade.

## 1.3 Project Objectives

To provide a detailed vision for how East Street should look and feel in order it can recover its relevance as a destination for shopping and socialising and improves its attraction as a local and convenient centre for the rapidly growing local population.

To facilitate the integration of the focus area into the wider environment in order for it to become well connected with particular attention to the 'gateways' at Cannon Street and Bedminster Parade and walking routes connecting to the new 'urban quarter'.

## 1.4 Project Process

The project is underpinned by two stages that integrate community and stakeholder engagement.

**Stage 1** aims to understand East Street, conceptualise it through a series of options that test, rationalise and confirm a preferred placemaking direction.

**Stage 2** aims to develop a detailed masterplan that clearly informs future movement, public art, materials, street elements, architecture and programming.





East Street Study Area



ts For The Pets



Cafe Restaurant **SNAX**

**SNAX**  
Cafe  
Restaurant

Bright  
House

the  
Assembly

OPEN  
**SNAX**  
Cafe  
ALL DAY  
BREAKFASTS  
BREAKFASTS ALSO  
AVAILABLE

FOR  
UPPER  
H BALE  
HERE





## 2.0 East Street Context

## 2.0 East Street Context

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*This section establishes a contextual understanding of East Street through comparing its offering to other Bristol High Streets, analysing its historical origins and assessing its positioning within the wider neighbourhood.*

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### 2.1 City Centre Context

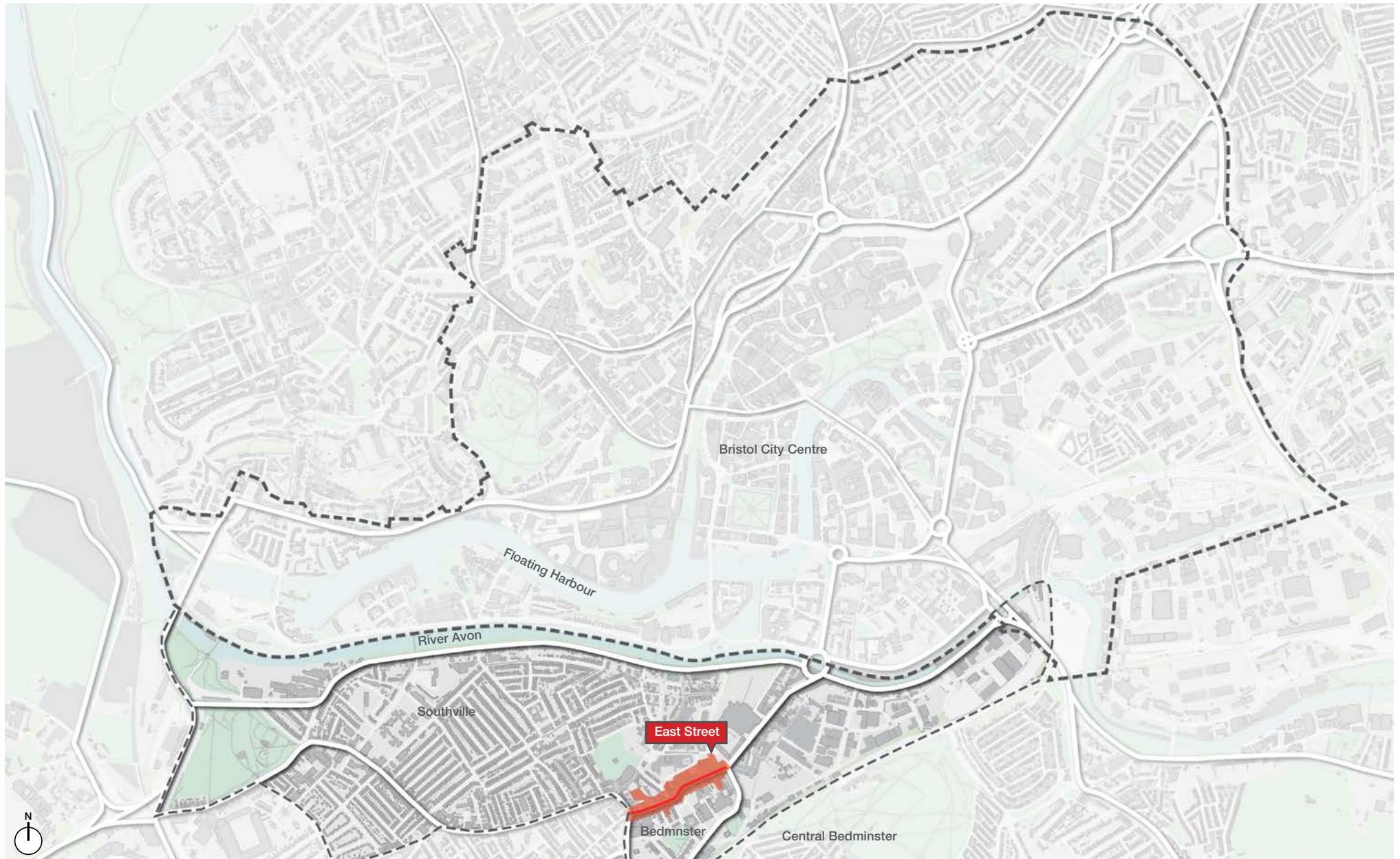
East Street is located in the south of Bristol, within the suburb of Bedminster. It is within walking and cycling distance of central Bristol, the Harbourside and Temple Quarter. There are good bus connections to these areas as well as train services from Bedminster Station to Bristol Temple Meads, with further connections to London, Exeter and South Wales.

East Street at the heart of Bedminster town centre, linking to Bedminster Parade and North Street. The neighbourhood offers a range of cultural, community, health and leisure facilities, along with various green spaces. The area is served by numerous public transport routes and connects to central Bristol via the Malago Greenway and Filwood Quietway cycle routes.

#### Bedminster Context

Bedminster is a district of Bristol, located on the south side of the city. It includes Windmill Hill to the east, Bedminster Down to the south and Southville to the north west. Once a dense, industrial and residential part of the city, Bedminster was heavily bombed during the Bristol Blitz. Post-war town planning relocated most of the heavy industry to the rural areas to the south of the parish.





East Street Context Map

## 2.2 East Street History

East Street is one of Bristol's most historically significant streets centred within Bedminster. To summarise the street's history six historical phases that represent its changes between 1800 to the present day have been identified.



### 1800: Pre-Industrial

Bedminster was a thriving and affluent settlement in the medieval period with East Street / Bedminster Parade as the principal route into Bristol city.



### 1880: Industrial Growth

The population of Bedminster increased rapidly, from 3,000 in 1801 to 78,000 in 1884, mostly as a result of the coalfield and industries.



### 1900: Prosperity

East Street prospered during the early 20th century after the increase in population bring with it recreational facilities to cater for the new housing development.





**1940: Blitz**

In World War II, Bedminster was heavily bombed during the Bristol Blitz. Post-war town planning relocated most of the heavy industry to the south of the parish.



**1960: Community**

A strong community spirit that supported a local Southmead population, East Street was known for providing a variety of shops.



**2010: Decline**

East Street has become a neglected high street, cut off from surrounding areas due to poor connections. Although in decline it is a well known destination and does support a bus route.

## 2.3 Local Positioning

### Economic Positioning

East Street is a vital high street that is closely connected to North Street, Sheene Road, Wapping Wharf and the Bedminster Green Development.



**Wapping Wharf**

Wapping Wharf is a flourishing new neighbourhood located on Bristol's harbourside, a historical and cultural heart of Bristol. Wapping Wharf offers amenities for people to live, shop, eat and relax. Reflecting the independent, creative spirit of Bristol, Wapping Wharf has become a major attraction for locals and tourists alike.



**Sheene Road**

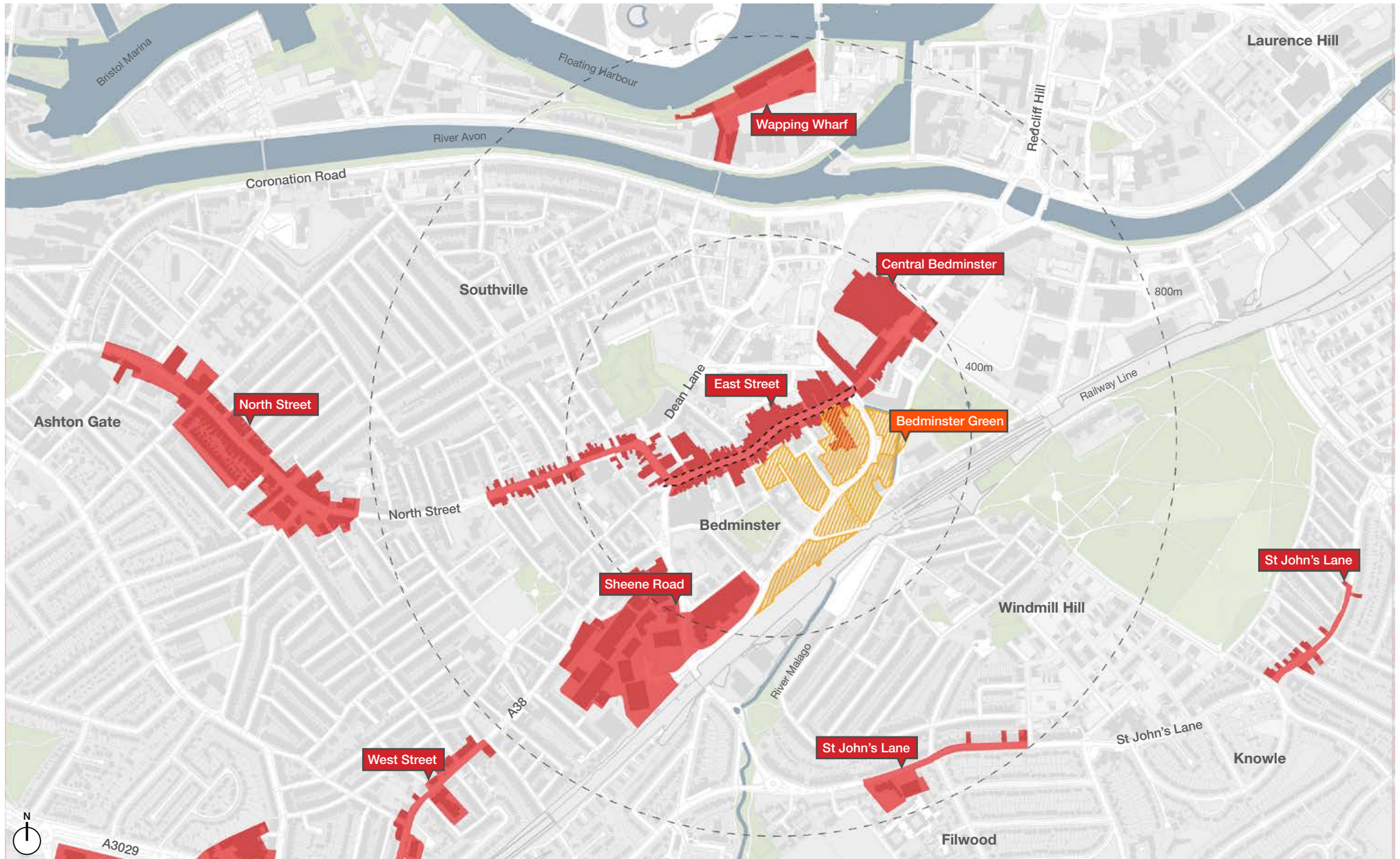
Sheene Road connects between West Street and Malago Road, forming part of the A38 that links Bristol City Centre to Bristol Airport and the M5 Motorway. The car centric nature of the road has created the conditions for an out of town retail park that includes supermarkets, builders merchants, car and cycle repairs and a royal mail depot.



**Bedminster Green Development**

Once a dense industrial and residential part of the city, the Bedminster Green area is characterised by industrial sheds, open yards and car parking. The planned development at Bedminster Green aims to increase density of the area, invigorate the local economy and support Bristol's demand for student and residential housing.





Economic Positioning Diagram

## Social Positioning

East Street is contextually connected to Wapping Wharf, Southville and Bedminster Station via Dean Lane, Sheene Road and North Street.



**Gaol Ferry Bridge**

Gaol Ferry Bridge directly connects Southville to Bristol's Harbourside and is part of the Malago Greenway, a busy commuter route for bikes and pedestrians. Linking directly to Wapping Wharf, Gaol Ferry Bridge is an integral infrastructure component that has historically connected Bedminster to Central Bristol.



**Warden Road / Church Lane**

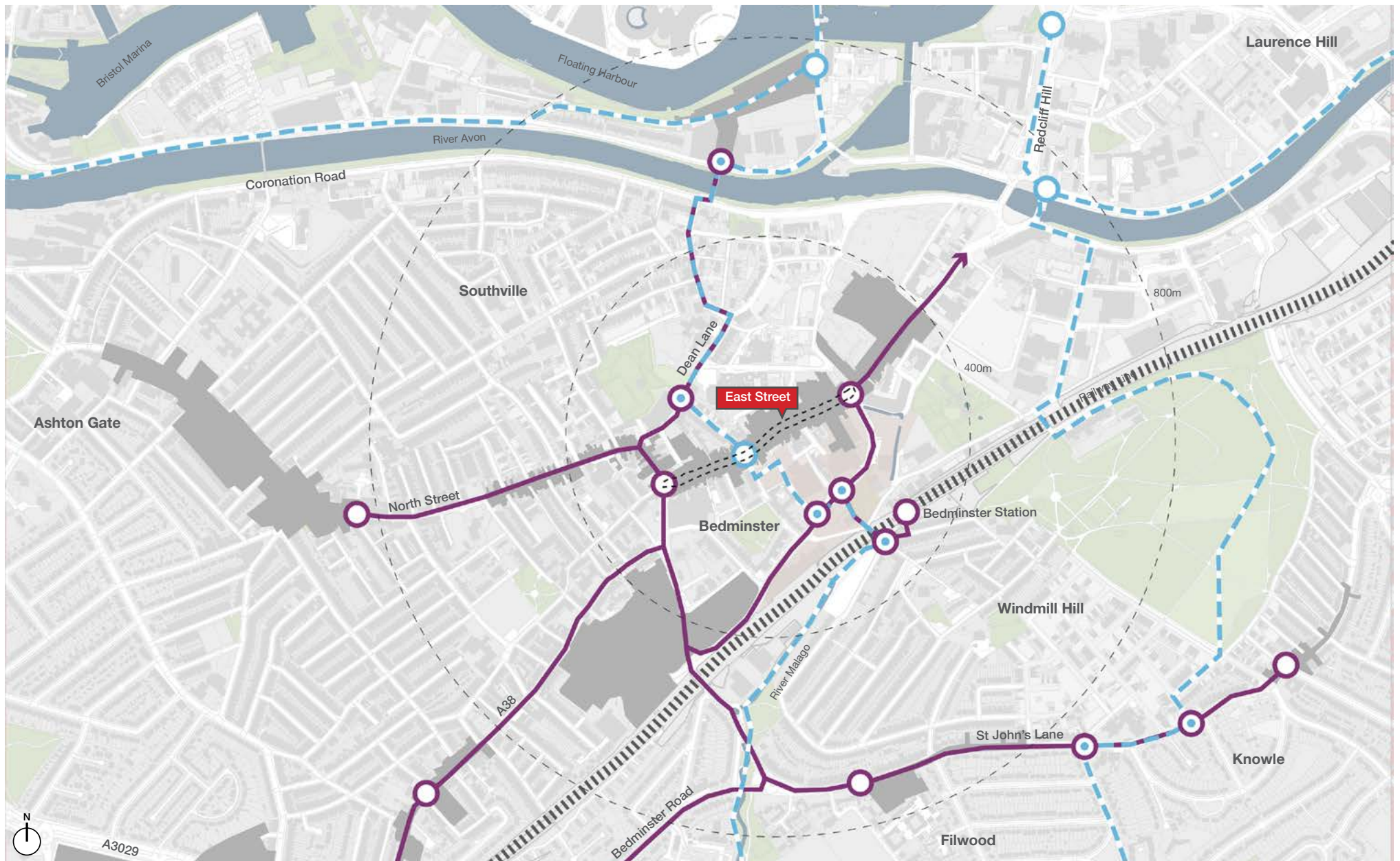
Forming part of the Malago Greenway, this central connection across East Street is pedestrianised. Warden Road is located on the northern side of East Street and links to Dame Emily Park and Bristol South Swimming Pool. Church lane is located on the southern side of East Street, connecting to St John's Churchyard, the Malago River and Bedminster Station.



**Bedminster Station**

Bedminster Station is on the Bristol to Exeter line and opened in 1871. It serves the districts of Bedminster and Windmill Hill and is located adjacent to Victoria Park. The station operates a basic service from Monday to Friday consisting of one train in each direction per hour between Bristol parkway and Weston-super-Mare





Social Positioning Diagram

## Environmental Positioning

East Street forms a vital part of South Bristol's Green Infrastructure linking to Victoria Park, Windmill Hill City Farm, Bedminster Green, St John's Churchyard and Dame Emily Park.



### River Malago

The River Malago is a tributary of the River Avon and is 8.0 km long. The river rises through springs on the north side of Dundry Hill, located on the borders of Somerset and Bristol. Much of the river has been culverted as it flows through built-up South Bristol. The river emerges south of East Street and presents an opportunity to be improved through the Bedminster Green Development.



### Victoria Park

Victoria Park is a 20.8 ha park located near Bedminster and features tennis courts, a bowling green, a 1.7km jogging track, various exercise stations and a children's play area. The park was established in the 1880s following the expansion of Bedminster as a residential and industrial area within Bristol. Several annual events take place in the park including arts trails and open-air films.



### Dame Emily Park

Dame Emily Park is located on the site of the old Dean Lane coal pit head which closed in 1906. It is a community park in the middle of Bedminster celebrated for its popular skateboard park and vivid graffiti that fostered the Bristol street art explosion best illustrated by Upfest and Bedminster's colourful walls.





Environmental Positioning Diagram









## 3.0 Place Understanding

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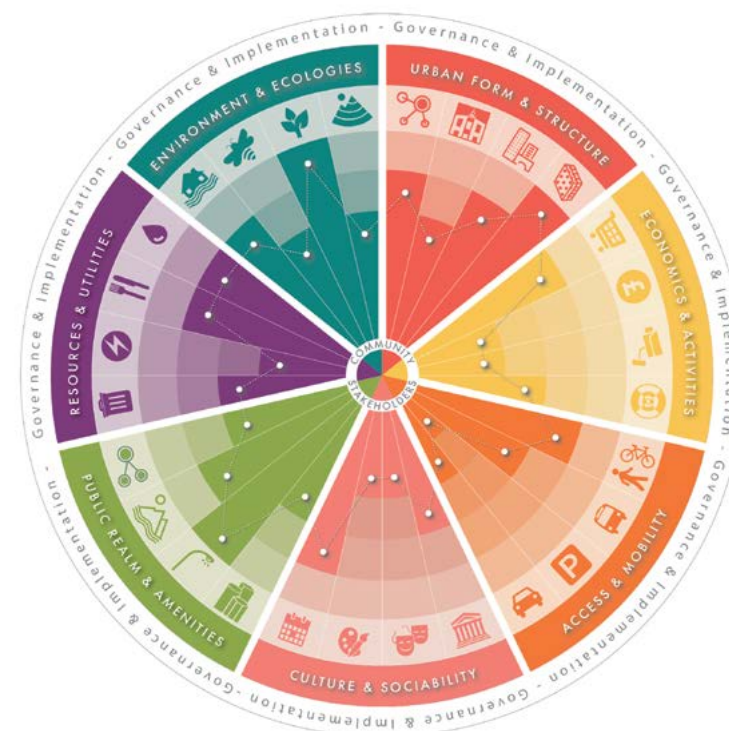
## 3.0 Place Understanding

*A holistic and systematic analysis process has been undertaken to understand the place characteristics for East Street centred around a robust online engagement process.*

### 3.1 Place Vitality Criteria

Given the challenges experienced along East Street, a portfolio of actions will be required to reveal the uniqueness of the high street as a place. Central to achieving this will be applying McGregor Coxall's engaging and systematic design approach embodied through the 'Place Vitality Criteria' [PVC]. Synthesising urban regeneration and placemaking together, this globally tested methodology comprises nine interconnected systems centred around the needs of a community. These are;

1. Community & Stakeholders
2. Governance & Implementation
3. Environment & Ecologies
4. Resources & Utilities
5. Public Realm & Amenities
6. Culture & Sociability
7. Access & Mobility
8. Economics & Activities
9. Urban Form & Structure







### Community & Stakeholders

We believe that at the heart of any response to the challenges facing our High Streets must be a recognition of the uniqueness of place and that these unique places are created and shaped by people who use them. That is why the community form a central component to the East Street project process.



### Resources & Utilities

Water, waste, food and energy are precious resources that should be underpinned by a circular economy model. This ensures a place positively contributes to the sustainable performance of a place. Due to a lack of current information received this criteria hasn't been evaluated.



### Access & Mobility

Motorised vehicles form a dominant characteristic in many High Streets today. However, the most vital streets reconcile the dominance of the vehicle by prioritising pedestrians, cyclists and modes of public transport. A high level review of East Street's movement network will be undertaken.



### Governance & Implementation

There is a growing consensus that good governance is perhaps the single most important factor in any projects ultimate delivery. The emerging planning and policy framework will be assessed to understand East Street's positioning within the wide Bedminster area.



### Public Realm & Amenities

A quality public domain beyond providing an aesthetic component for High Streets, can support a legible, safe and well connected network of streets and public spaces. East Street's public realm will be assessed to see how it responds to the local user requirements and what condition it is in.



### Economics & Activities

Successful High Streets typically have animation, vitality, and an urban 'buzz'. To create this vitality and vibrancy a diverse array of uses should be accommodated that cater for all user groups. East Street's vacancies and land use mix will be evaluated to understand how it is currently performing.



### Environment & Ecologies

Essential to any High Street is the balance between hard and soft landscape, ensuring a symbiotic relationship between the urban and natural environment. Environmental resilience is essential and so as part of the analysis we will evaluate East Street's environmental characteristics.



### Culture & Sociability

The cultural uniqueness of a centre comes from the very community that inhabit it. Cultural values, unique features and history can be interwoven into a High Street creating the 'spirit of a place'. A cultural evaluation of East Street's street art, community and creatives will be undertaken.



### Urban Form & Structure

The urban form of a place is rooted in its structure, quality of architecture and the nuances of building height, style, texture and colour. Successful High Streets ensure a sense of arrival and enclosure to a collective place. That is why East Street's building age and height will be analysed.

## 3.2 Community & Stakeholders

### Engagement Approach

Our overall approach has been to undertake an inclusive research process that collaboratively develops proposals with the local community - not simply presenting our proposals and asking for feedback.

The advantages of this approach is that proposals are designed with the users (and potential users) of the street and therefore leads to more tailored and relevant proposals. It also helps to build consensus for change.

We have undertaken a 'mixed-method' approach to develop understanding of how different user groups currently use the street and how that experience could be enhanced.

In doing so we have drawn on established ethnographic and human-centred design methodological techniques and processes.



East Street Vision homepage that links to the Bedminster Business Improvement District website.

### Methodology

#### Stakeholder Mapping and Targeted Outreach

Following from the stakeholder mapping exercise, the research team initially undertook 1 hour interviews (via Zoom) with more than dozen local organisations and active residents. This generated in-depth qualitative data to paint a picture of the street and critically to inform the wider engagement process.

#### Observational Analysis

Alongside engaging people, whilst it was still possible, we gained further insight into the activity and function of the street by undertaking periodic site visits at different times of the day and recording observations.

This included for example where people were walking,



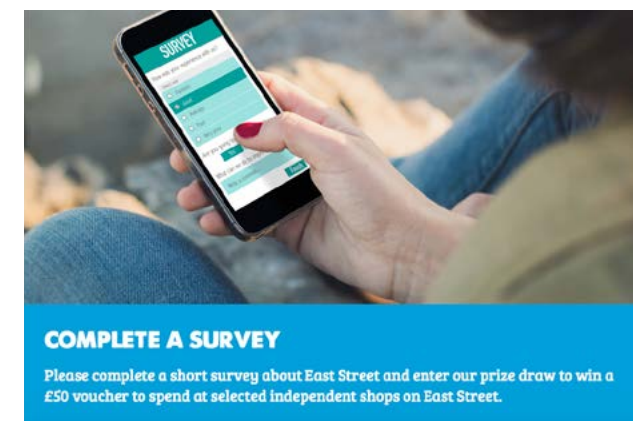
Project information listing the background to the project, details on the consultant team and the masterplanning process.

how busy it was, where people were sitting, where the sun was hitting etc. This also helped to shape the wider engagement process.

#### Interactive Digital Platform

In lieu of running a 'hands on' workshop we developed an online interactive platform. The platform had three main functions:

- Provide information and updates about the project
- Allow people to engage with fellow citizens in an interactive way with the spatial and experiential characteristics of the street
- More in-depth targeted surveys aimed at different user groups.



Online surveys that respond to the variety of users characterising East Street throughout the week.



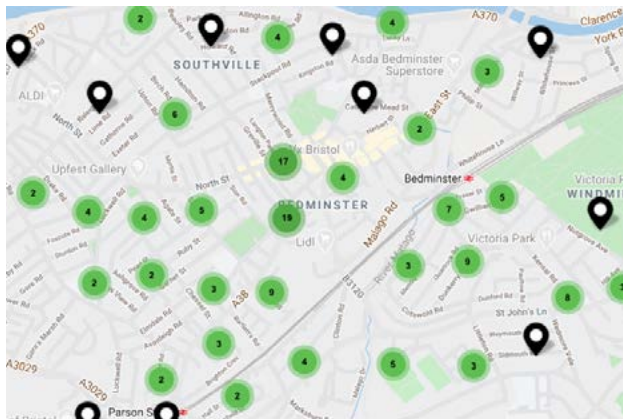
## Summary of Findings

### Frequency of Visit, Dwell Time and Average Spend

Local Residents tend to visit East Street frequently (with 73% visiting at least once a week). The main reason is to shop, rather than leisure. They come for short periods of time, typically under half an hour, and spend less than £20 each time.

Shoppers from outlying areas have different shopping patterns. They often link their trips with shopping at Asda and typically stay longer, spending a little bit more per trip. However, they tend to visit less frequently than local residents, with nearly 40% only visiting the street once a month or less.

They tended to be older and the motivation for coming to East Street was to visit certain key shops and fulfil long term connections to the area.

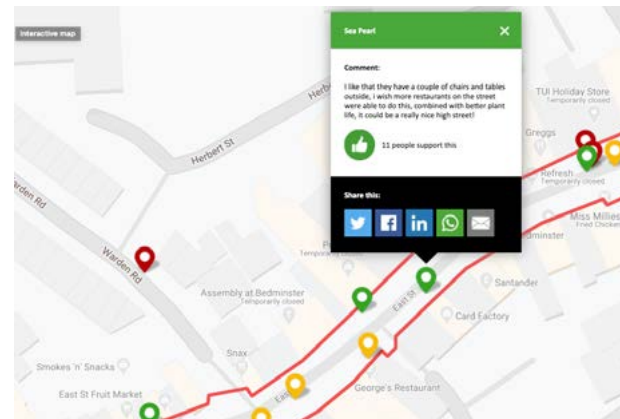


Wider mapping and comments of the Bedminster area to assist in understanding East Street's context.

### Travel & Movement

Walking is the most common mode of travel to East Street for local residents (85%) followed by cycling (9%). Those travelling in from outlying areas, car is the most popular choice (56%) with people typically parking on side streets, ASDA or MacDonalDs. 33% of people travelling in from outlying areas come by bus, followed by walking (11%) and cycling (2%).

Once people reach East Street nearly all users become pedestrians. Many found it challenging to share the street with other users due to the limited amount of space. Cyclists found it difficult to cycle in the contra-flow direction against fast moving buses, pointing to several pinch points where they had to enter the pedestrian space and allow room for buses to pass. There is a lack of continuity, with cycle access to the street challenging.

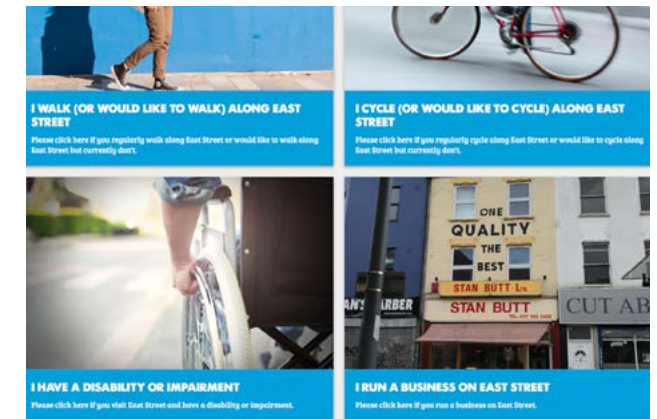


Interactive mapping documenting what people like, dislike and ideas on how the street can be improved.

### Public Realm

The primary reason why people don't visit East street are environmental factors and concern over personal safety with 60% saying they don't feel safe walking through the street in the evening. In particular, people described the emptiness of the street in the evening when shutters are down on the shops and this puts people off visiting.

1 in 4 said it wasn't safe and easy to cross the street to visit different shops. When asked what would make the most improvement to the walking environment, removing traffic was most popular answer, followed by reducing street clutter. Only 1 in 10 say it is currently a pleasant place to sit and there is significant support for improved seating and more greenery (if done in a way that ensured good visibility and felt safe).



Targeted user group surveys covering walking, cycling, disability, business, living within 1.5 miles and use as a shopping district.

### 3.3 Governance & Implementation

East Street sits within the Bedminster Green Placemaking Framework where it forms a vital role in supporting the future population. This document and the East Street Vision form key studies to inform an understanding of the sites planning context.

#### Bedminster Green Placemaking Framework

The Bedminster Green Framework aims to strategically unlock the potential of the area whilst accommodating for increased density. The document cites East Street as the heart of Bedminster Town Centre and a key community asset that provides a range of facilities and amenities. Currently, East Street is disconnected from surrounding facilities and neighbourhoods including Bedminster Station, Windmill Hill neighbourhood and City Farm. To deliver a regeneration catalyst for Bedminster Town Centre, the Bedminster Green Framework notes the following interventions and considerations along East Street:

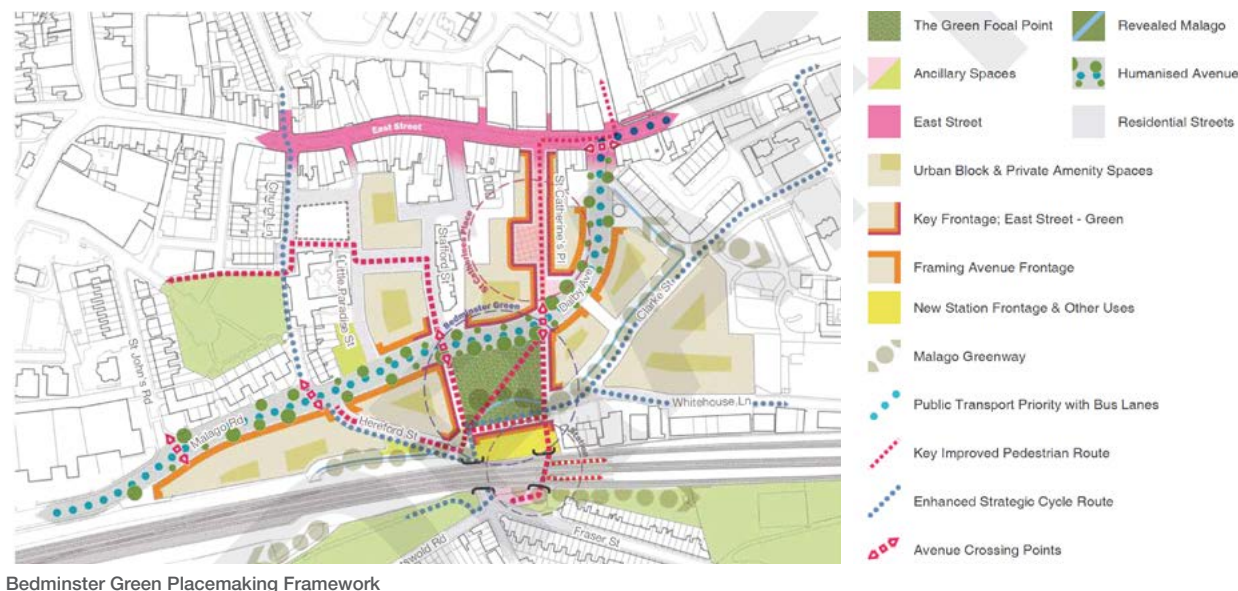
- A strong and active route between Windmill Hill, the station and East Street will underpin the quarter. This principal connection will be complemented by a variety of pedestrian and cycle routes that form an integral part of the new urban quarter to integrate it with the adjoining parts of the city.
- Encourage the convenient and local economic potential of East Street. A flexible urban realm can accommodate enterprise and job opportunities.
- Create an accessible pedestrian link with the station

with prominent frontage and a visual connection.

- Enhance the pedestrian experience by creating streets that are pleasant, overlooked and which transition from a residential character to the town centre on East Street.
- Access arrangements for different uses, from pedestrians to buses and the role of cars and parking, should be integral.
- Enrich Frontages with selectively enhanced

and varied units, branding and management.

- Connect East Street with the new established green space of Bedminster Green and existing sites including the Malago Greenway and Windmill Hill.
- East Street forms a key corridor for urban events; spaces and buildings help wayfinding and enrich a stimulating environment.
- Increase footfall and confidence in East Street by connecting to the Bedminster Green development.





## East Street Vision

The study explores the future role of East Street, its potential diversification, and the means by which it might serve the growing needs of its existing and proposed communities. With its proximity to the city centre and Temple Meads, it offers a liveable and sustainable urban location. Emerging from the consultation and vision were the following interventions:

- High St Essentials – Increase infrastructure spending in the area by enhancing site values through new residential accommodation above the existing retail units.
- Independent retailers - create pride, ownership, and increased demand along East Street by encouraging and celebrating independent retailers.
- Green Infrastructure – create opportunities for street trees, raised beds and pocket-parks to improve visual amenity, air quality, and provide opportunities for community gardening, external seating, and play-spaces.
- A child-friendly environment – ensuring a more positive visitor experience by managing essential infrastructure and clutter along the street.
- Good pedestrian, bicycle, and public transport links - enhance the existing north-south routes with public realm improvements and introduce active ground floor uses to improve the pedestrian experience, enable passive monitoring and increase the footfall along East St.
- A community hub – create shared-spaces to

provide opportunities for play, study and interaction.

- An active night-time economy – provide a range of alternative functions, makers' spaces, evening classes, café-bars and increased residential accommodation, to ensure increased night-time activity, vibrancy, and passive monitoring of the street.
- Pedestrianisation – reducing the width of the carriageway enables space for wider, active pavements that can include markets, external seating and play-spaces.

## East Street Vision Consultation

Local architects Purcell were commissioned by Bedminster BID to create an outline vision for East Street. This commenced with a series of workshops and consultation on East Street and culminated with a report and presentation to the BID board. A H of the engagement findings is as follows;

- People liked 'the greening and trees'. The community voiced very little emphasis to the environment and so this is one of the areas our engagement should further investigate.
- People liked 'Improved Public Realm'; 'general tidying up'; 'shops and cafes spilling onto pavements' - people disliked things that would age badly and anything too 'gimmicky'; more

seating for pubs and cafes in the street; public seating; creative spaces; active night scene.

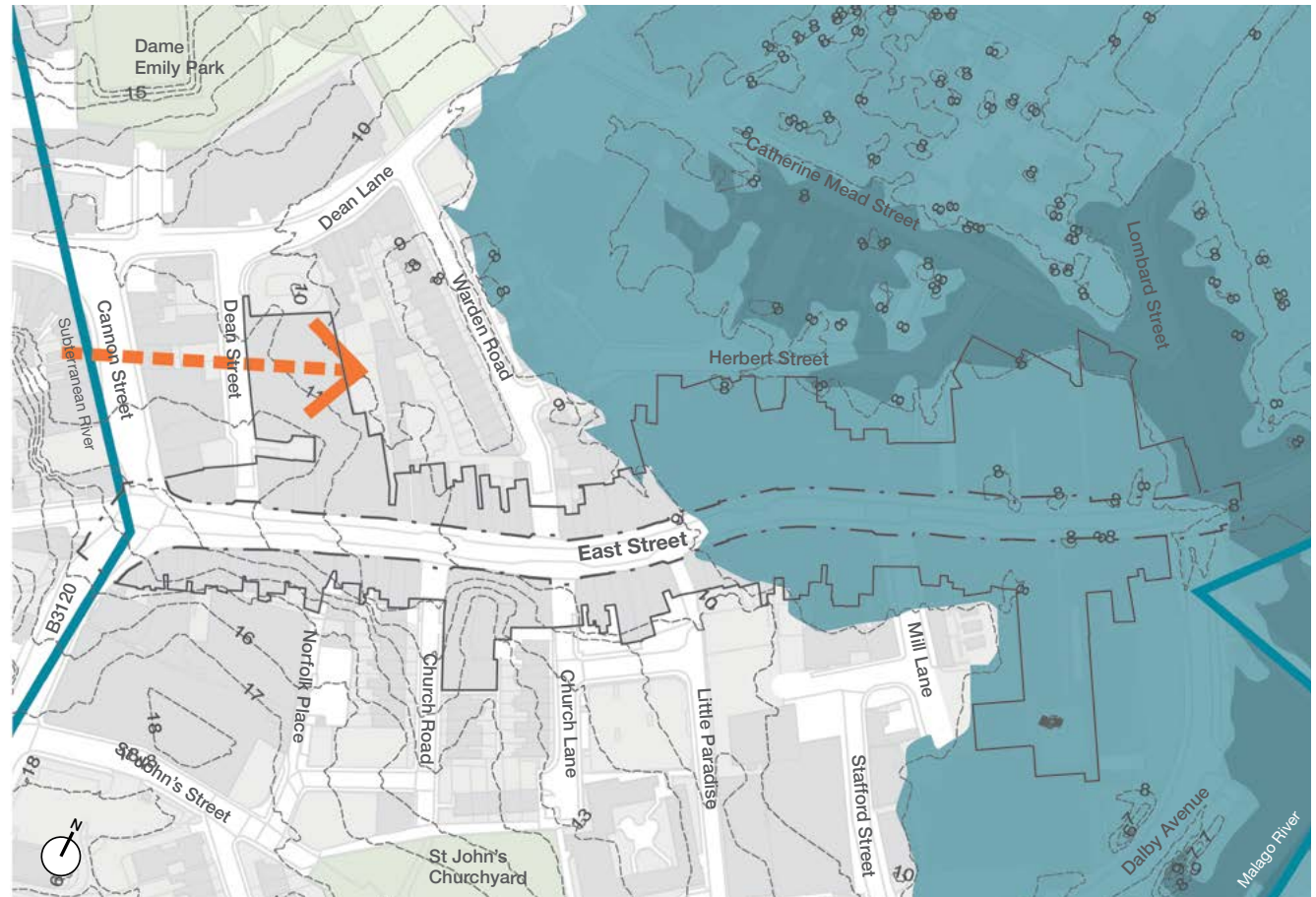
- At open consultation event - strong support for 'well connected with rest of city - buses, bikes and walking'. 5th priority was 'a well connected city with the rest of the city' - 6th priority was a pedestrianised street or urban linear park. People liked 'pedestrian priority cycling emphasis'.
- The following were strongly supported a place to buy your essentials; Independent Retailers and an active night time economy. Second top priority was 'an alternative high street supporting independent retailers' - third top priority was 'a welcoming and vibrant night-time economy' and fourth priority was 'a creative hub for the city providing studios and low cost rentable space.
- Clean and redecorate existing facades; tidied up upper floors; try for a cleaner less cluttered look; period shop frontages emphasised.
- No-one at the stakeholder event stated they wanted a 'youth focused area' and only two stated they wanted 'a family and child friendly environment' - but this could be related to the relatively small invited audience. People liked 'The Colour and Art' - people disliked the prospect of gentrification.

### 3.4 Environment & Ecologies

#### Environmental Conditions

East Street is partially inundated by flood zone 2 which culminates at the River Malago waterway. The prevailing wind direction is South West which continues along the alignment of East Street. Key 'Environment & Ecology' points to consider are:

- 50% of East Street is in Flood Zone 2 with no visible flood measures being incorporated into the public realm of the street;
- There is little infrastructure to provide shelter from the prevailing South West wind.
- Solar access is predominantly focused to the northern side of the High Street. During the Spring/ Summer months the northern frontage receives 5-8 hours morning /afternoon sun where as the southern frontage receives between 1-3 hours of evening sun. For detail refer to Appendix A: Shadow Study.
- The street gently slopes towards the east starting at 13m and falling to 8m.



Environmental Conditions



## Tree Canopy and Planters

East Street is a hard space offering limited tree canopy cover and neglected planters that signify tiredness. Connection to adjacent green spaces is severed and the streets relationship with the River Malago is non-existent. Key 'Environment & Ecology' points to consider are:

- Numerous planters are situated at the Warden Road / Church Lane intersection;
- Planters are placed sporadically along East Street;
- Dame Emily Park and St John's Churchyard are connected via Warden Road and Church Lane, with East Street being the meeting point for both streets.
- East Street covers 375 metres with five trees offering shade and shelter on the street.
- East Street has 14 planters along the street, which are in a poor, rundown condition.

### Legend

- · — Site Boundary
- Wider Site Boundary
- Greenspace
- Tree
- Planter Bed



Tree Canopy and Planters

### 3.5 Public Realm & Amenities

#### Street Elements & Materials

East Street's streetscape experience is negatively impacted by an incoherent scattering of street elements. The adhoc aesthetic comprising bollards, bins, benches, planters and signage impacts the streets legibility and acts as a barrier to crossing the street. Some street elements contribute to a feeling of dilapidation and being rundown. Key 'Public Realm & Amenity' points to consider are:

- Street elements including 186 bollards form a physical barrier to the street limiting easy access across the street;
- Benches are surrounded by waste facilities creating a negative streetscape;
- Public toilets are not immediately accessible as they are located away from the street;
- The street is clearly demarcated into pedestrian space (brick paving) and road carriageway (asphalt).
- Certain zones within the street contain as many as 9 street elements within 10m<sup>2</sup>.



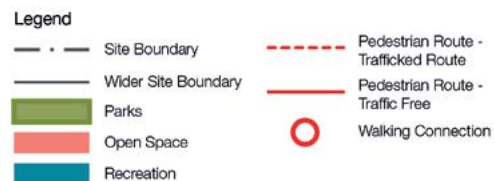
Street Elements & Materials



## Open Space Network & Amenities

A high street that is bound by a series of pocket pedestrian spaces that are in poor quality condition. Each space is connected to a network of footpaths that connect to the surrounding areas. Adjacent parks, including Dame Emily Park and St John's Churchyard, are with 5 minutes walking distance. Key 'Public Realm & Amenity' points to consider are:

- The majority of pedestrian journeys are conducted along trafficked streets;
- Pedestrian areas are neglected and feel unsafe;
- Connection to the surrounding area is severed due to a lack in wayfinding and accessible routes;
- Rundown pocket parks or pedestrian entries access the street from the north and south. They all receive sun during the luncheon period between 12pm-2pm.









Open Space Network & Amenities

### 3.6 Culture & Sociability

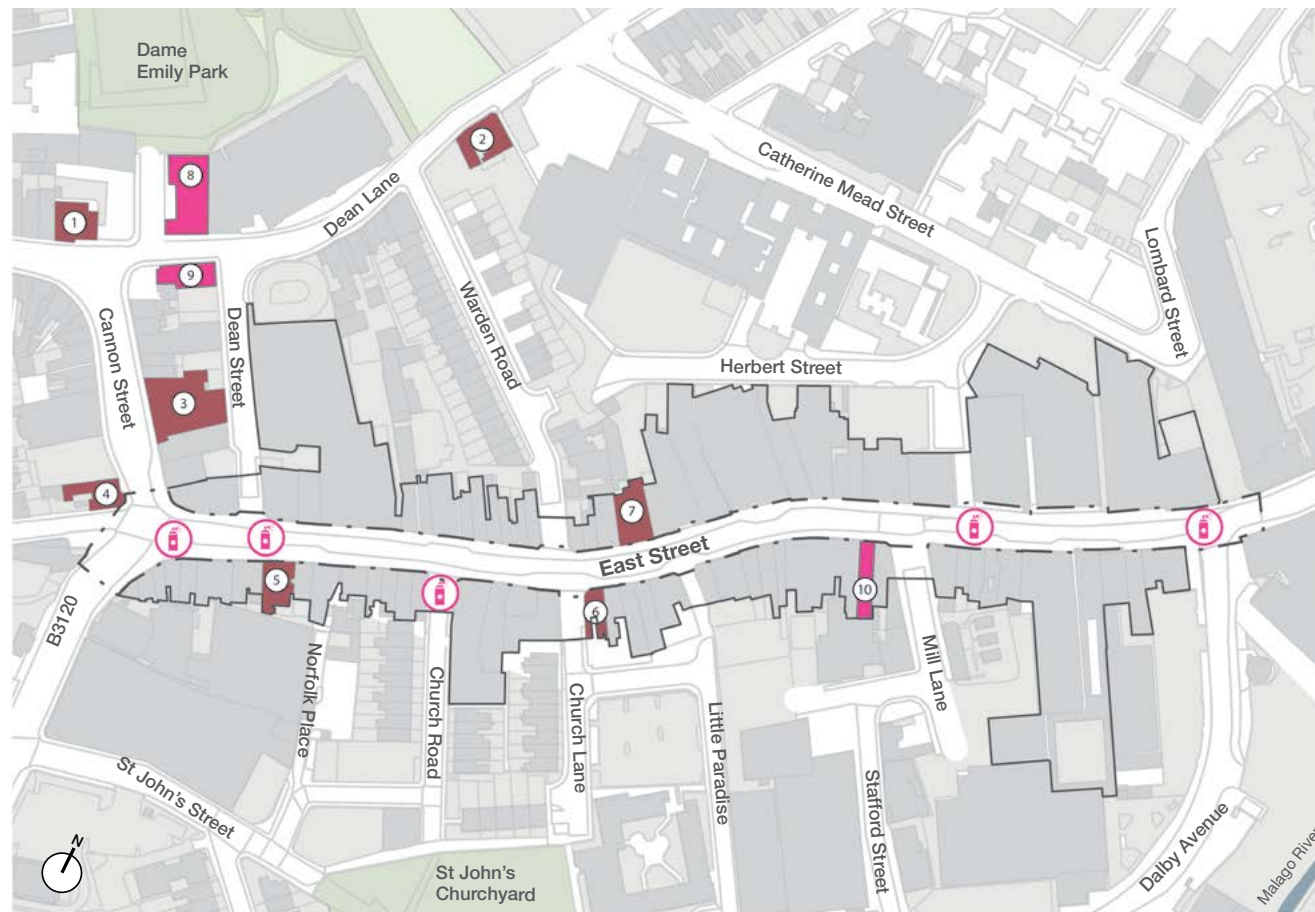
#### Community Facilities & Public Art

East Street has a strong personality and forms part of a wider vibrant and engaged community that includes Windmill Hill City Farm, BV Artist Studios, Upfest and Elephant House. Its creative vibe is revealed through graffiti that provides a glimpse to the eclectic character East Street offers.

#### Legend

- · — Site Boundary
- Wider Site Boundary
-  Street Art
-  Social Facilities
-  1 Steam Crane
-  2 Tap & Barrel
-  3 Robert Fitz Harding pub
-  4 London Inn
-  5 Viva La Mexicana Restaurant
-  6 Old Globe pub
-  7 The Assembly

-  Cultural Facilities
-  8 Salvation Army Community Centre
-  9 Elephant Huse
-  10 Refresh Centre



Community Facilities & Public Art

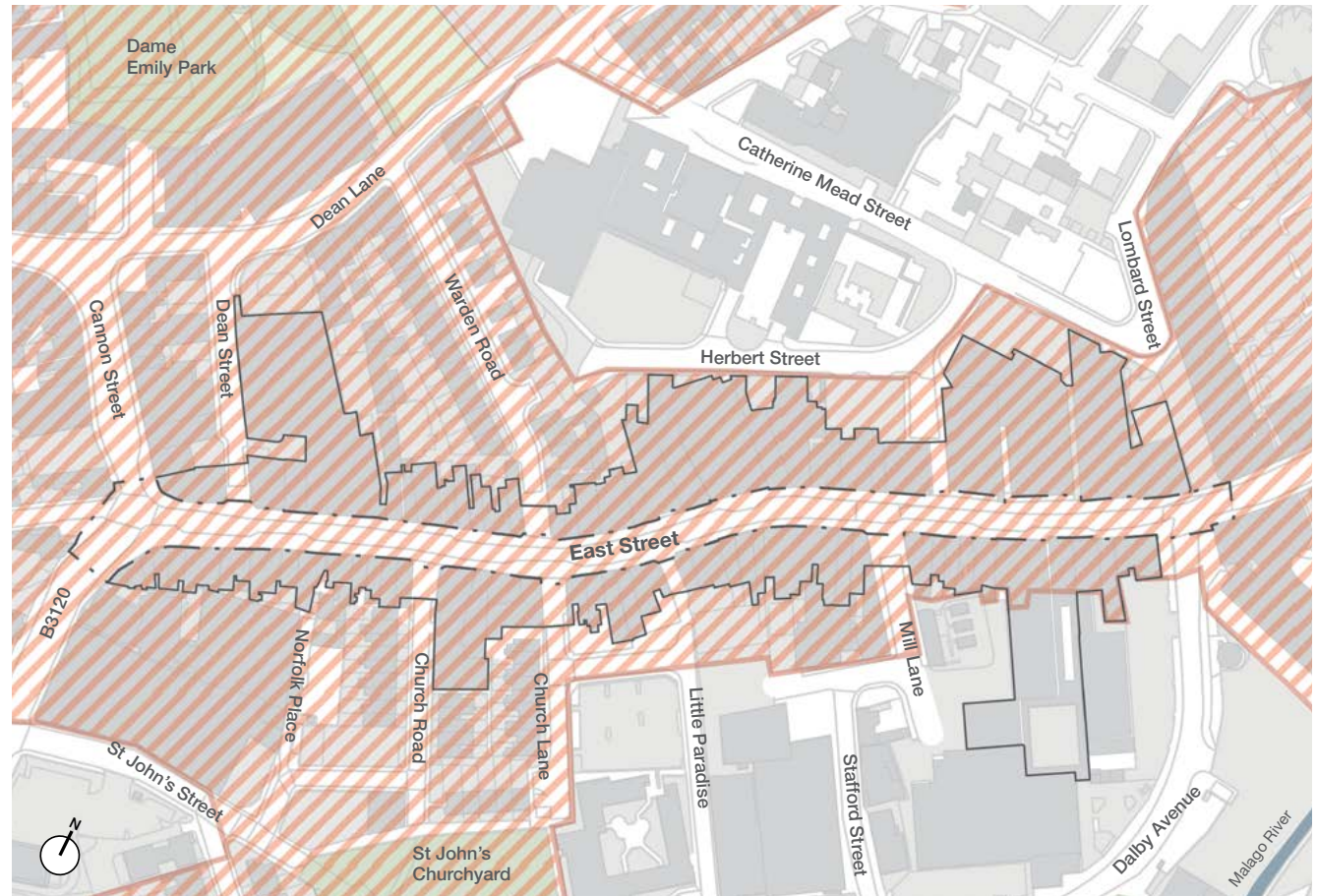


## Conservation Area

Located within the Bedminster Conservation Area the street's historical importance to both Bedminster and Bristol forms an important component to the streets cultural heritage.

### Legend

-  Site Boundary
-  Wider Site Boundary
-  Conservation Zone



Conservation Area

### 3.7 Access & Mobility

#### Public Transport, Servicing & Car Parking

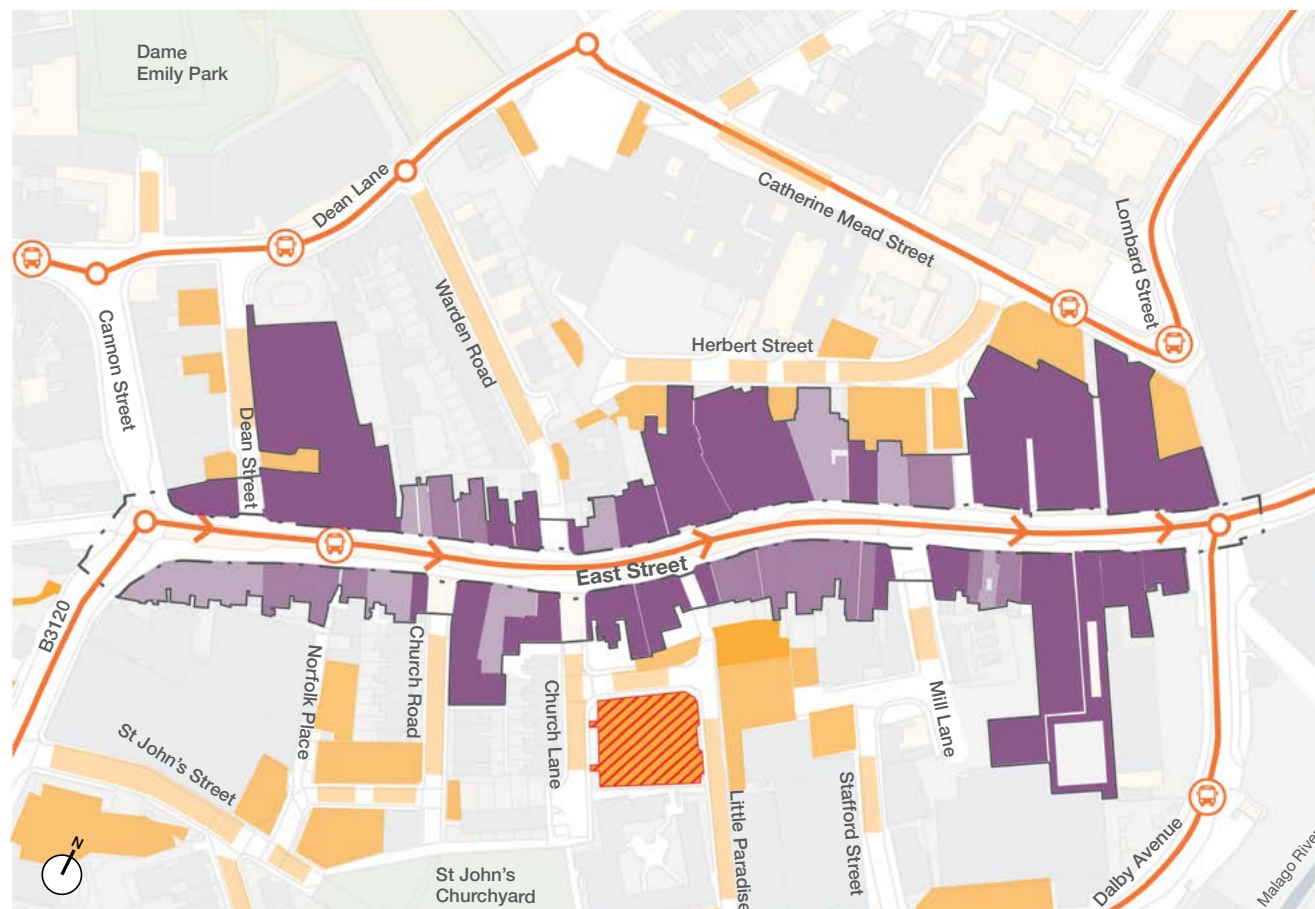
East Street is a one-way, restricted timed access street, limited to buses and loading. On average there are between 220 - 350 bus journey taken along East Street in a day, impacting the pedestrian experience. Car parking is primarily private with the newly proposed Little Paradise car park planned to provide additional public car parking. Key 'Access & Mobility' points to consider are:

- Bedminster Station is a 5 minute walk away, although wayfinding from East Street isn't clear.
- Service vehicles are prohibited from using the street between 7am - 7pm, however this is regularly flouted.
- During weekdays an average of 14 buses travel down East Street per hour, increasing to 20 during peak times impacting the pedestrian experience.

For more detail refer to Appendix B: Transport.

#### Legend

	Site Boundary		Parking - private / service
	Wider Site Boundary		Parking - public
	Bus Stop		Parking - proposed multi-storey
	Bus Route		Side/rear access - appears achievable
	One Way Vehicle Restriction		Side/rear access - Limited potential
	Key Junctions		Side/rear access - not possible
	Parking - on street		



Public Transport, Servicing & Car Parking

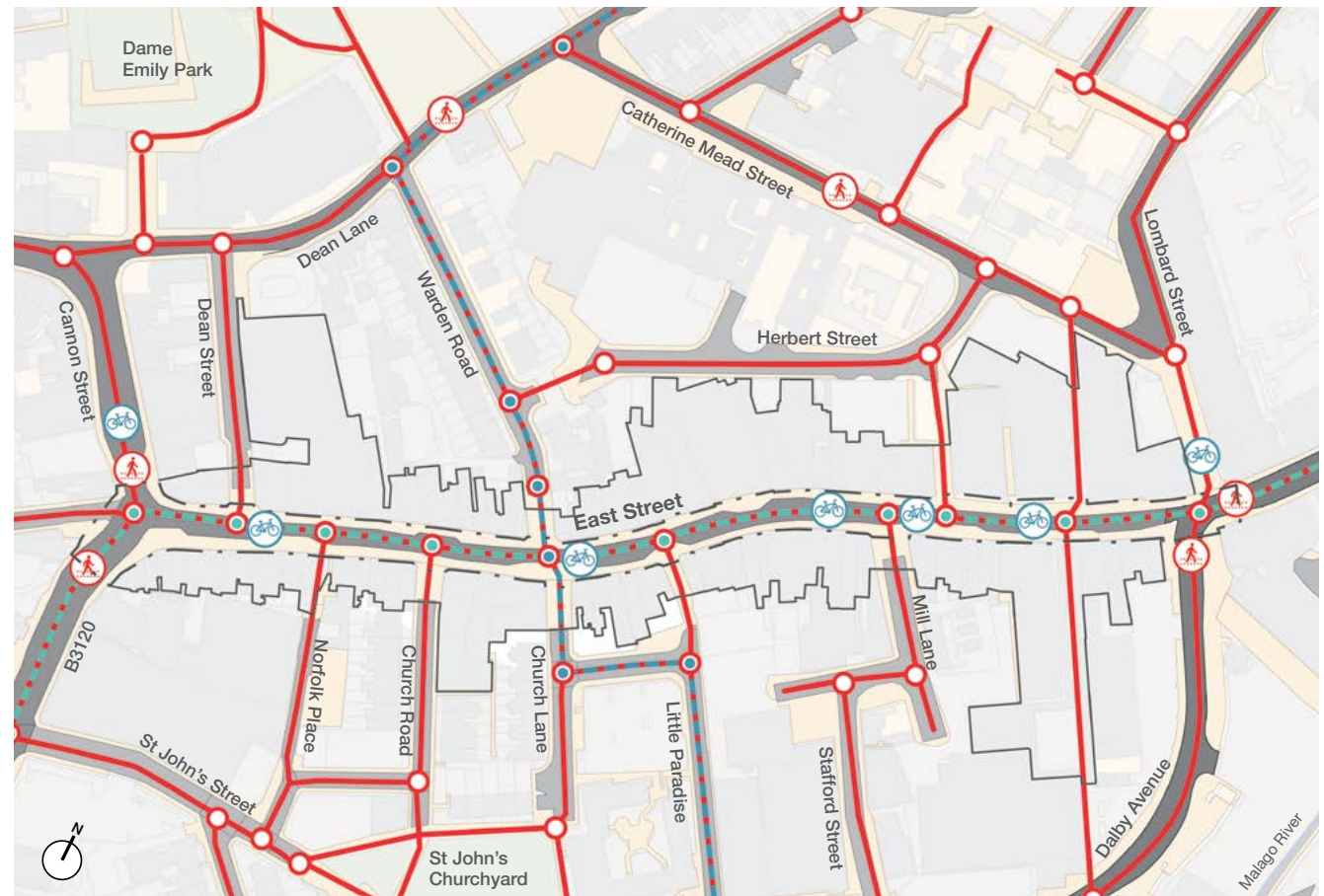


## Pedestrian and Cycle Network

East Street is a key pedestrian zone accommodating a contra-flow cycle route and locations for cycle parking. The Malago Greenway cycle route travels north intersecting East Street at Church Lane and Warden Road. All north and south access points into the street are limited to pedestrians only. Key 'Access & Mobility' points to consider are:

- East Street contains adequate parking facilities for cyclists that are located at regular intervals;
- Pedestrian and cycle connection into East Street from both Cannon Street and Bedminster Parade is made difficult by convoluted road markings, car centric junctions and poor quality surface materials;
- Traffic movement is prioritised over pedestrian movement due to behaviour and attitude.

For more detail refer to Appendix B: Transport.



























Pedestrian & Cycle Network

### 3.8 Economics & Activity

#### Landuse Mix and High Street Businesses

East Street is a primary shopping area serving Bedminster, Southville and Windmill Hill. The majority of the street's northern side is ground floor retail with a mix of upper floor residential and commercial. The southern side of the street is more evenly characterised by a mix ground floor and upper floor commercial. Retail covers 46.8% of East Street. Commercial usage covers 27.8% of East Street.

#### Legend

- |   |  |
|---|--|
|  Site Boundary                   |  VX Bristol Vegan Junk Food |
|  Wider Site Boundary             |  The Old Globe              |
|  Ground Floor Use - Recreation   |  The Assembly               |
|  Ground Floor Use - Commercial   |  Boots Pharmacy             |
|  Ground Floor Use - Retail       |  Santander Bank             |
|  Ground Floor Use - Community    |  Greggs                     |
|  Ground Floor Use - Vacant Site |  Refresh Centre            |
|  2nd Floor Use - Residential   |  Sea Pearl                |
|  2nd Floor Use - Commercial    |  Poundstretchers          |
|  HSBC                          |  Superior Vapour          |
|  Postoffice                    |  |
|  Bankspace                     |  |
|  Wilko                         |  |
|  East Street Fruit Market      |  |



Land Use Mix and High Street Businesses



## Vacancies and Development Sites

Like many high streets, a lack of investment, minimal night time economy, changes to retail behaviour and market demands, has led to an increase in vacant units. Currently there is a 24.2% vacancy rate of buildings along East Street. However, with the street being located alongside Bedminster Green, there is a growing increase in future development alongside the eastern side of East Street. Future development of sites along the street covers 13.6% of the buildings. The development area surrounding East Street will deliver 1520 residential units, along with increased retail, commercial and office facilities. East Street will play a key role in supporting the emerging developments. For more detail refer to Appendix C: Development.

### Legend

- Site Boundary
- Wider Site Boundary
- Vacant Site
- ▨ Future Development

- |   |  |   |  |
|---|--|---|--|
| ① | Stafford Street & Little Paradise - Dandara              | ⑪ | 60 - 66 East Street                    |
| ② | St Catherine's Place - Firmstone Consortia               | ⑫ | 86 East Street                         |
| ③ | Dalby Avenue - Deeley Freed                              | ⑬ | 90 - 96 East Street                    |
| ④ | Land adjacent Dalby Avenue - Dandara & BCC               | ⑭ | 122 East Street                        |
| ⑤ | 16 - 18 Mill Lane  | ⑮ | 128 East Street                        |
| ⑥ | 1 - 2 Leicester Street                                   | ⑯ | 127 - 129 East Street                  |
| ⑦ | 2 - 6 Mill Lane  | ⑰ | 500 Norfolk Place                      |
| ⑧ | 89 East Street   | ⑱ | 145 - 147 East Street                  |
| ⑨ | Factory No.1   | ⑲ | 148 East Street                        |
| ⑩ | Land on Corner of Herbert Street & Catherine Mead Street | ⑳ | 7A & 7B Dean Street & 30 Cannon Street |
|   |  | ㉑ | 5 - 7 Cannon Street                    |
|   |  | ㉒ | 168 East Street:                       |



Vacancies and Development Sites

### 3.9 Urban Form & Structure

#### Architectural Character

East Street has many buildings of merit that add to the overall uniqueness of the street's character. However, the street's historic character has been compromised by low quality buildings, poor maintenance and a feeling of dilapidation. Key 'Urban Form & Structure' points to consider are:

- Post 1950s buildings cover a high percentage of the street due to the of the developments;
- East Street's architectural character comes from the remaining Early 20th Century, Victorian and Pre-Victorian buildings;
- The historic character of the buildings connecting to Canon Street create a welcoming gateway into East Street.
- East Street has an even split of buildings dating from the Victorian (37.1%) and Early 20th Century (37.1%). Post-1950s buildings cover 23.4% of the street. Pre-Victorian buildings cover 2.4% of the street.

#### Legend

	Site Boundary		Post 1950
	Wider Boundary		Early 20th Century
	Grade II Listed		Victorian
	Locally Listed		Pre-Victorian



Architectural Character



## Building Heights

East Street is characterised by a varied mix of building heights that vary between one and four storeys in height, which typically reflect the differing building ages. Key 'Urban Form & Structure' points to consider are:

- Taller buildings are generally located in the centre of East Street;
- The 4 storey limit on building height along East Street helps to create a human scaled streetscape.

### Legend



Building Heights

### 3.10 Place Character Photographic Study



Local shops that form part of the cultural fabric



Disused lanes characterised by low quality street graffiti



Varied street rhythm reflected through the historic architecture



Existing street art on some buildings



Buildings with art murals



Street width that draws people along the street





Contrasting building character and scale



Disused and vacant premises



Lack of a night time economy



Unique facade colouring



Underutilised St Catherine's Place



Traditional shops that add to the unique street character



Access restrictions



Metro bus station and movement



Poorly maintained social spaces alongside East Street



Contraflow cyclist movement



Pedestrian access lanes and pocket parks



Cluttered street elements limiting pedestrian access across the street





Benches, bins, bollards and bike racks



Limited tree and vegetation within and around the pocket parks



East Street exit to Bedminster Parade



Brick paving and asphalt material palette



Broken and rundown planters impact street character



Cannon Street entrance to East Street







A photograph of a busy city street scene, likely in a downtown area. In the foreground, several pedestrians are walking across the street. A woman in a floral dress is walking towards the left, while a man in a purple shirt is walking towards the right. In the background, there are several cars parked along the street, and a large 'LOWE'S' sign is visible on a building. The scene is set during the day with bright sunlight. The text '4.0 Best Practice Streets' is overlaid on the image in a white, sans-serif font.

## 4.0 Best Practice Streets

## 4.0 Best Practice Streets

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*The best practice examples in this section have been taken from a sample of projects across the world. Each project provides an example of how a street with similar challenges to East Street has been resolved.*

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### 4.1 Streetscape Themes

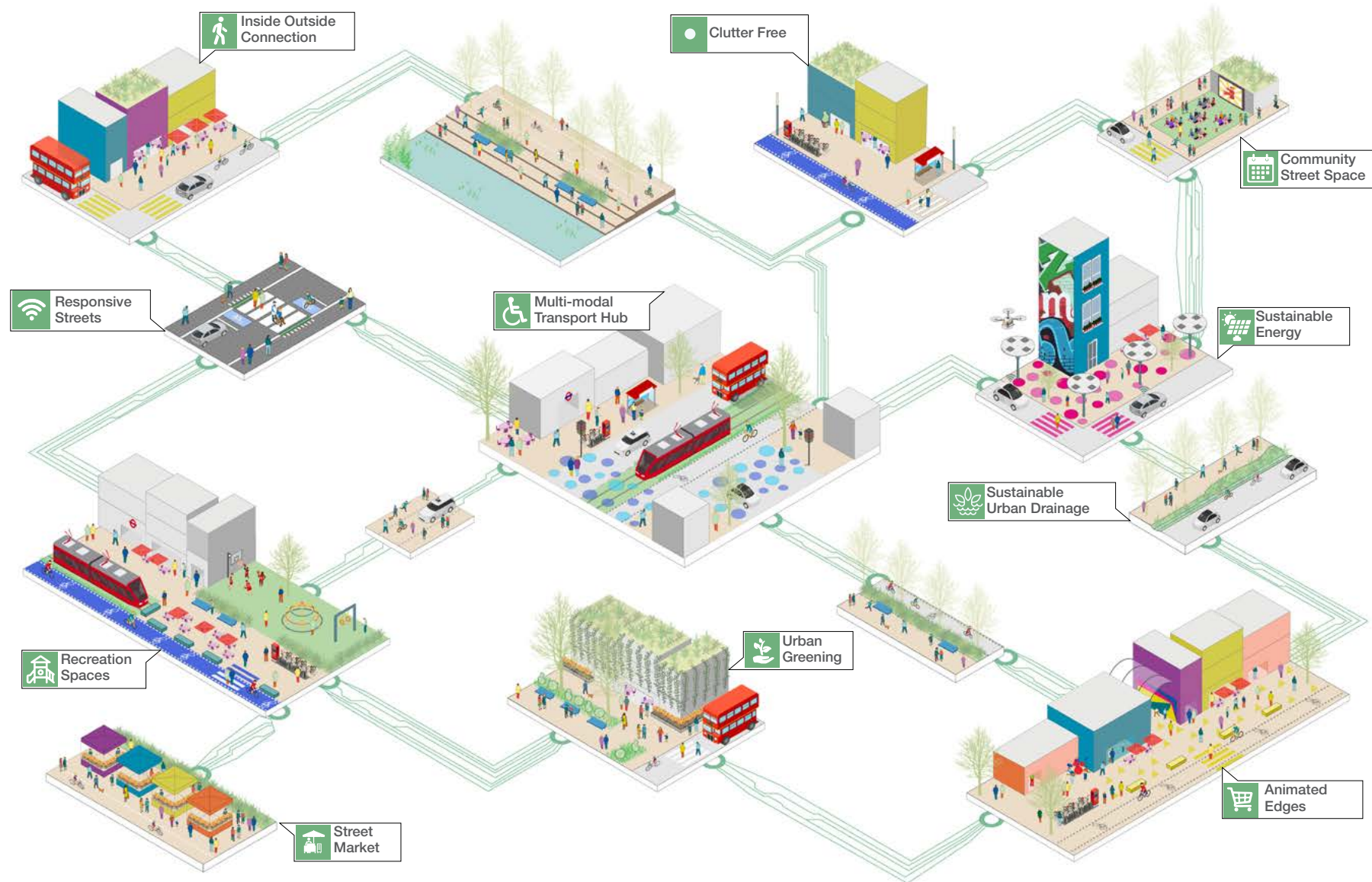
Streets have notoriously been undervalued due to an over emphasis on the vehicle. The perception of a street being primarily a movement corridor over a public space has led our cities to become traffic dominated, polluted and noisy.

However, with the advent of Covid-19 and a desire for healthy living, streets around the world are starting to be conceived as adaptable public spaces that have the ability to respond to the varying demands of city. They can be utilised as a tool to enhance environmental resilience, a temporary measure to support social distancing, a conduit for social health and well being and a catalyst for economic prosperity.

To assist in demonstrating the holistic benefits of streets, six best practice street projects have been identified. Each best practice project provides an example to how a declining street has responded to similar challenges facing East Street. The six best practice projects are as follows;

- Making Space Dalston
- Maitland High Street
- Frodsham Street
- Kensington Street
- Leyton Town Centre
- Barking Town Centre





## 4.2 Making Space Dalston

Making Space Dalston presents an alternative approach to regeneration inspired by the diverse and creative community of Dalston. Pocket projects were identified through dialogue with a large stakeholder group, from grass roots up using local knowledge to appreciate existing assets of cultural and environmental value.

Involving local people in decision-making allowed local partners to take ownership of the projects, discuss governance and develop future sustainability plans. Making Space Dalston demonstrates the possibilities of incremental regeneration in evolving fine-grained deliverable innovations in an area of natural cultural diversity.



**Location**  
UK



**Budget**  
£1 million



**City**  
London



Planted play spaces accommodate all residents.



Urban greening along the streets to increase biodiversity.



Urban greening encourages people to use the outdoor space.



Transforming neglected urban spaces to multi-purpose activation.



### 4.3 Maitland High Street

Maitland High Street is the key public space in the Maitland CBD. Subject to periodic flooding and competition from the nearby suburban shopping mall, the street had been in major economic decline for decades prior to its redesign. Since its redesign the street has been transformed from 50% vacant to fully utilised.

The street furniture range, way finding and lighting was custom designed to compliment the heritage fabric. The street has smart technologies enabled with free Wi Fi and the programmable LED lighting system allows the entire street mood to be instantly changed to support the new calendar of events and festivals.



**Location**  
Australia



**Budget**  
£7.6 million



**City**  
Maitland



Gateway arrival enhanced through quality public realm and historic buildings.



Parking spaces can be shuffled and swapped with outdoor dining as retail tenancies change.



The behaviour of the community has changed as drivers, cyclists and pedestrians mix safely at low speed in the space.



Turn of the century heritage fabric is juxtaposed by a minimalist public domain aesthetic.

## 4.4 Barking Town Centre

A regeneration project including new public spaces, creative designs for shop shutters and signage for London Borough of Barking & Dagenham Council. 'Paint the Town Centre' involved bespoke design solutions created for each shop including, stripping back old and untidy signs, introducing a brighter colour palette across the entire street.

The new fresh facades represented the needs and tastes of individual owners while creating a colourful public realm. Introduction of colour onto security shutters ensures that the colour is not diluted after trading ceases each evening. Colour was also translated onto simple street furniture



**Location**  
UK



**Budget**  
N/A



**City**  
London



Introducing a brighter colour palette across the entire street.



Introduction of colour onto security shutters ensures that the colour is not diluted after trading ceases each evening.



Colour also translated onto simple street furniture.



The new fresh facades represented the needs and tastes of individual owners while creating a colourful public realm.



## 4.5 Frodsham Street

Frodsham Street has transformed from a neglected secondary retail street into the principal connection to the retail and historic core of Chester city. An attractive new gateway was catalysed by the relocation of the Chester Transport Interchange to the northern end of Frodsham Street.

The 'Pedestrian Priority Scheme' has created a safer environment for people walking and encouraged them to dwell in the street. This has led to increased revenue for the surrounding shops and reduced vacancy levels.



**Location**  
UK



**Budget**  
£1.7 million



**City**  
Chester



Seating is positioned in the effective carriageway, creating social areas and opportunities for rest.



Pedestrian materiality prompts bus drivers navigate the shared space in an appropriate manner.



Shared space, where the urban environment appears pedestrianized, encourages people to dwell in the space.



Tactile paving guides blind/partially sighted users within these zones, making navigation straightforward.

## 4.6 Kensington Street

Once a rundown and disused industrial area, Kensington Street is now a popular downtown destination; a vibrant cultural and entertainment hub featuring galleries, shops, events, and pop-ups, as well as some of Sydney's top restaurants, hotels and bars, including Kensington Street Social, Olio and the Spice Alley hawkers market.

A leading example of urban renewal, the series of new walkways and pedestrian links stitch Kensington Street back into the fabric of Chippendale and the Central Park precinct, while the pedestrian-friendly design and adaptive reuse of buildings and kerbs has successfully reactivated a once neglected street.



**Location**  
Australia



**Budget**  
£2 million



**City**  
Sydney



The street supports markets, events and other cultural celebrations within the streetscape



Demonstrating the impact quality public spaces and streetscapes have on building communities and revitalising cities.



A shared street approach, integrating cars within a pedestrian focused environment to retain the authentic working street aesthetic.



Stitching the street back into the fabric of the surrounding area was vital to connecting communities.



## 4.7 Leyton Town Centre

Vacant shop units and uppers, dilapidated building stock, cracked pavements and a low-quality retail offer were the hallmarks of High Road Leyton. An ordinary high street that was firmly stuck in a vicious cycle of low footfall, leading to low profitability, a lack of investment and an unattractive physical environment.

The Leyton Town Centre project has helped to instil a sense of civic pride amongst residents and has brought about new business confidence and a lively community hub. Businesses were encouraged to work with and add to the existing urban form, facilitating change by providing leadership and help high streets fulfil their potential.



**Location**  
UK



**Budget**  
£920K



**City**  
London



The project recognises that the high street is the civic heart of the local community.



Restored shop fronts have attracted more customers, making the street more attractive and safe.



By collaborating with residents, stakeholders, local authorities, private investors and traders, the project strengthens the local identity.



The success of the project is due to the collaborative effort that was put in by stakeholders, consultants, the Council and the private sector.

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A photograph of a street scene in Bristol, England. On the left, a white bus with 'BRISTOL' written on its side is stopped at a modern glass bus stop. Several people are waiting inside the bus stop. The street is paved with cobblestones. On the right, there are shops, including a 'Wilko' store with a red awning. A man in a dark coat is walking towards the camera, and a woman is pushing a stroller. In the background, there are more buildings and a clear sky. The overall scene is a typical urban environment.

# 5.0 Options Development

## 5.0 Options Development

---

*In analysing East Street as a place it is clear that access and mobility is a critical challenge that needs resolving. This section explores and evaluates three movement options to determine the street's potential.*

---

### 5.1 Overview

The analysis highlighted access and mobility as a critical challenge that required resolving prior to the conceptual development of East Street. Three East Street options have been prepared to test and evaluate a preferred movement scenario. The three options ranging from minimal to maximum interventions are as follows;

The three options are as follows;

1. **Option 01: Retained Bus Route** - Retain bus movement and retain limited services access along East Street.
2. **Option 02: Redirect Bus Route** - Redirect bus services along Dalby Avenue and retain limited services access along East Street.
3. **Option 03: Central Pedestrian Zone** - Redirect bus services along Dalby Avenue, close central section of East Street to all motor vehicles and introduce service loops at either end of the street.

Each option has been evaluated by a detailed series of interventions and a high level 'Healthy Street Check' [refer

to Appendix E] which determines an overall score. It must be noted that the Healthy Street Check has assumed the highest rating for proposed initiatives. This ensures each option is assessed on an equal basis.

In considering the community feedback, analysis findings and three 'Healthy Street Checks', option 2 emerges as the preferred option. The reasons for this are;

- **Minimal Disruption:** The only street changes being Dean Street supporting service access and the Metro bus only being removed once Dalby Avenue is upgraded to support buses.
- **Maximum Flexibility:** Changes to materiality, vehicle width, loading bays, street element positioning and improved vehicle management ensure a flexible pedestrian prioritised environment.
- **Incremental Delivery:** The delivery can be easily phased and broken down into priority projects. This allows costs to be managed and aligned with available funding.

**Note:** For more detail please refer to Appendix E.



## 5.2 Option 01: Retained Bus Route

Retained Bus Services along East Street. One way working eastbound for buses and service vehicles, with contra-flow cycle provision.

### Area 1: Cannon Street Arrival

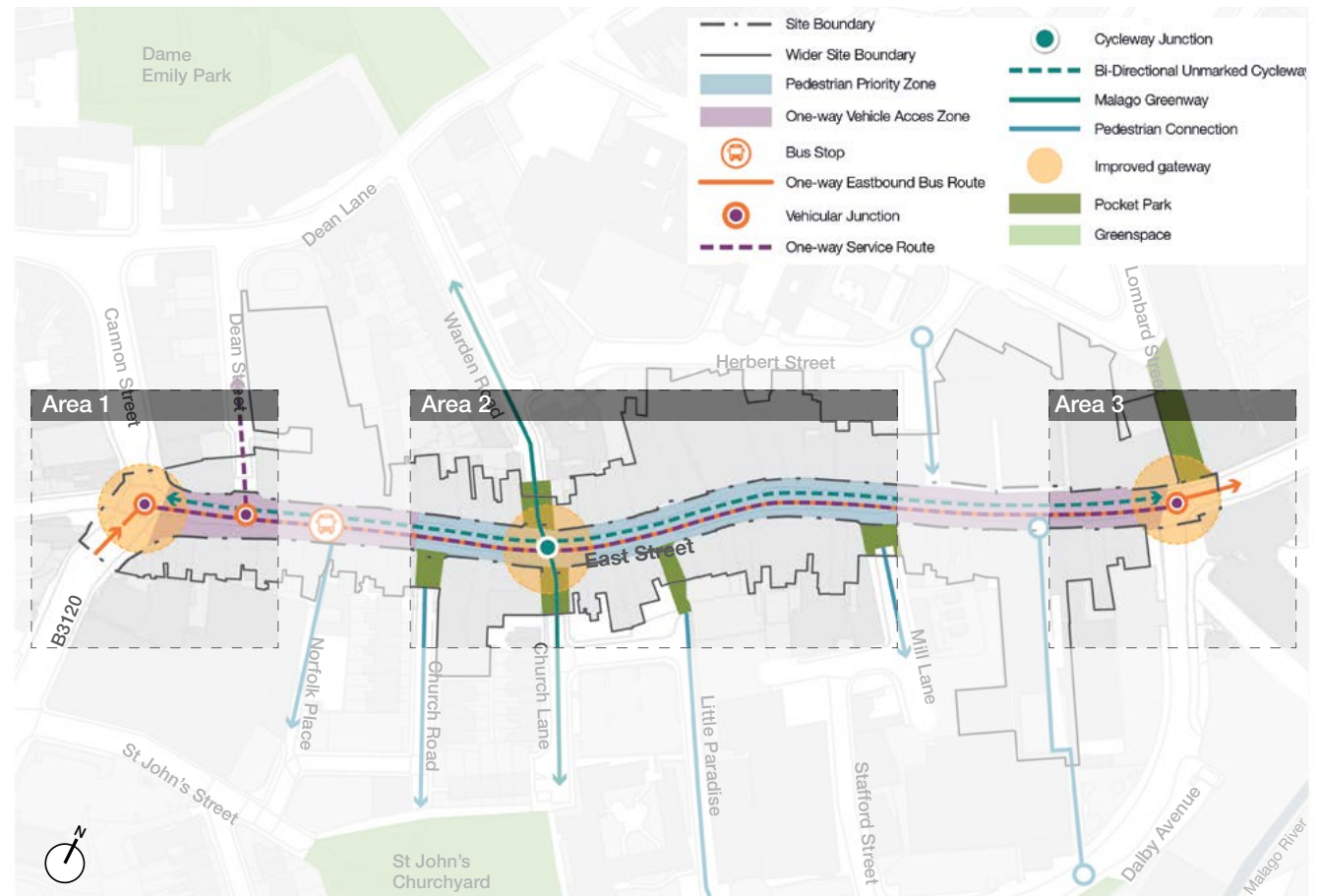
Eastbound for buses and service vehicles supported with an enhanced western gateway arrival space. Rationalise carriageway space at the Cannon Street junction, to allow the introduction of wider footways and a table treatment. Maintain service access to Dean Street and retain the existing Metro bus stop.

### Area 2: Central East Street

A one way system supporting eastbound buses and service vehicles, with contra-flow cycle provision. An area of East Street that will be pedestrian prioritised through minimising the carriageway and a level with tactile delineation. Loading bays would be avoided as many of the units appear to have rear access.

### Area 3: Bedminster Parade Arrival

Consolidation of vehicular, cycle and pedestrian interaction at the Bedminster Parade exit gateway through a table treatment. A red pedestrian phase with second crossing over Bedminster Parade aligned with Lombard Street would improve pedestrian connectivity. Review carriageway widths and improve right turn facility for cyclists entering East Street.



Option 01: Retained Bus Route

### 5.3 Option 02: Redirected Bus Route

Redirect bus route to Dalby Avenue and retain service access along East Street via Dean Street with a one-way system working eastbound for service vehicles and possibly taxis, with contra-flow cycle provision.

#### Area 1: Cannon Street Arrival

Close Cannon Street end of East Street to all vehicles except bicycles. Removal of bus right turn lane and a rationalised carriageway space at junction and along Cannon Street, to allow the creation of a pedestrian arrival space. This would also result in the closure of service vehicles from Cannon Street with access redirected to Dean Street.

#### Area 2: Central East Street

Introduce a pedestrian priority zone along East Street between Dean Street and Bedminster Parade. This would include minimising carriageway width and considering level surface with tactile delineation for safety. More informal spaces can be accommodated for loading.

#### Area 3: Bedminster Parade Arrival

Consolidation of vehicular, cycle and pedestrian interaction at the Bedminster Parade exit gateway through a table treatment. A red pedestrian phase with second crossing over Bedminster Parade aligned with Lombard Street would improve pedestrian connectivity. Review carriageway widths and improve right turn facility for cyclists entering East Street.



Option 02: Redirect Bus Route



## 5.4 Option 03: Central Pedestrian Zone

Redirect bus route to Dalby Avenue and complete traffic removal along the central section East Street, with service access at Dean Street, Mill Lane, Bedminster Parade and potentially Herbert Street.

### Area 1: Cannon Street Arrival

Close Cannon Street end of East Street to all vehicles except bicycles. Removal of bus right turn lane and a rationalised carriageway space at junction and along Cannon Street, to allow the creation of a pedestrian arrival space. This would also result in the closure of service vehicles from Cannon Street with access redirected to Dean Street.

### Area 2: Central East Street

Complete traffic removal through central section creating a pedestrian zone. Provide a segregated bi-directional cycleway through the space to minimise conflict with pedestrians. Service units along central section from rear or by dragging loads from loading bays at either end.

### Area 3: Bedminster Parade Arrival

6m two-way service route that connects from Bedminster Parade to Mill Lane and Herbert Street. Revised junction arrangement to allow two-way vehicle movements along East Street (subject to understanding extent of public highway along to Herbert Street). Service access could extend to Saint Catherine's Place to reduce traffic on Stafford Street.



Option 03: Central Pedestrian Zone





A vibrant, modern public plaza scene. In the foreground, a woman sits on a wooden bench under a large white umbrella, holding a book. A young child lies on the bench next to her. In the background, a group of people, including a woman with a stroller and a man with a backpack, walk along a paved path. The plaza is filled with lush green trees, colorful planters, and modern outdoor furniture. A red and white trash bin is visible near the center. The overall atmosphere is lively and community-oriented.

## 6.0 Placemaking Strategies

## 6.0 Placemaking Strategies

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*Six holistic placemaking strategies have been developed that conceptualise East Street's potential as a connected, creative, pedestrian friendly and animated heart to Bedminster.*

---

### 6.1 Overview

In response to Section 5.0 Options Development, Option 2: Redirect Bus Route Retain Limited Servicing has been identified as the preferred option. This is due to the higher Healthy Street score of 96 and its limited impact on the streets current function. This option proposes to redirect the Metrobus route to Dalby Avenue when the expanded bus stop is developed and retain service access along East Street via Dean Street.

Crucial to successfully enhancing East Street is establishing a conceptual placemaking framework that holsitically guides the development of the Stage 2 masterplan. This allows maximum flexibility in a time of Covid-19 whilst still providing a clear direction to the future. This framework has been underpinned by six placemaking strategies that clearly articulate key design initiatives along East Street.

The six placemaking strategies that will inform and guide the stage 2 masterplan are as follows:

1. Biophilic & Resilient Street;
2. Legible & Rationalised Public Realm;
3. Canvas for Creative Expression;
4. Connected and Pedestrian Prioritised Stree;
5. Experiential Day-Night Economy;
6. Revealed & Restored Street.

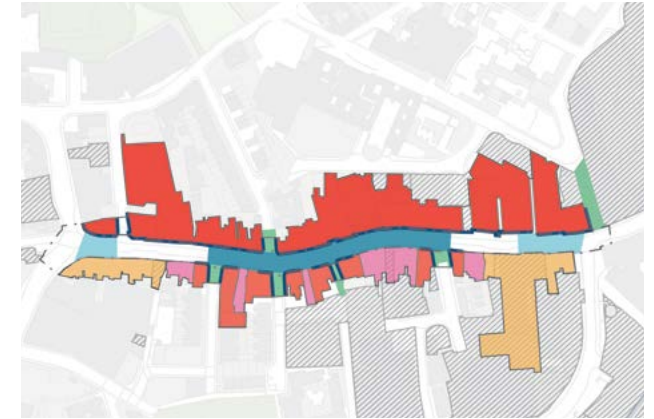




1. Biophilic & Resilient Street.



3. Canvas for Creative Expression.



5. Experiential Day-Night Economy.



2. Legible & Rationalised Public Realm.



4. Connected & Pedestrian Prioritised Street.



6. Revealed & Restored Street.

## 6.2 Biophilic & Resilient Street

Green East Street so that it softens the urban character, enhances biophilic benefits for street users, reduce urban heat, manage surface water drainage and reinforces the connection between Dame Emily Park and St John's Churchyard. Key environmental initiatives are as follows:

- Emphasise the green connection from Dame Emily Park to St John's Churchyard through street tree planting and high quality pocket parks along Warden Road and Church Lane;
- Manage surface water run off through tree planters, soft public realm treatment and an integrated drainage system;
- Establish street trees and on-street planting along the northern edge of East Street to provide shade, shelter, visual street definition and increased biodiversity;
- Pocket parks located alongside East Street to support a natural space for reflection, protection and enclosure.







Rainwater collection through tree planters mitigating surface water run-off.



Pocket parks creating places to rest and relax whilst accommodating local businesses.



Tree lined, continuous surface streets providing accessible green routes.



Street trees creating shade and shelter, encouraging residents to use the space.



Sustainable urban drainage diverting surface water runoff to support urban greening.



Utilising disused spaces for community events.

### 6.3 Legible & Rationalised Public Realm

Rationalise the public realm so that it enhances legibility, is pedestrian friendly and adaptable to accommodate a variety of functions at different times of the day. Key public realm initiatives are as follows:

- Widen the northern pavement to maximise solar access, increase alfresco dining opportunities and accommodate street tree planting;
- Enhance the gateway arrival points through lighting, public art and subtle materiality changes to bring a sense of arrival to the street;
- Establish a unified material palette that establishes a pedestrian prioritised feel whilst still catering for reduced vehicles and the visually impaired;
- Create a varied mix of pocket park spaces that allow play, sport, resting, social and other public uses;
- Ensure the public realm supports al-fresco dining, markets, events and other street-based activation.
- Integrate bins and signage within the street furniture systems reducing clutter and enhancing wayfinding.

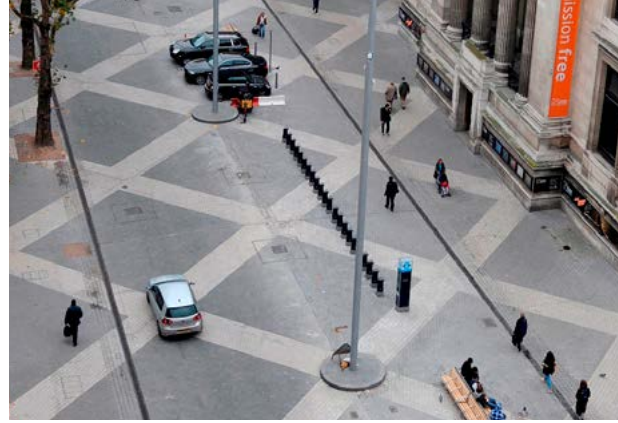


### A Legible & Rationlaised Public Realm Diagram





Reconfigured vehicle route to slow traffic down and create a safer environment for people walking and cycling.



Clutter free public realm to maximise space for people and businesses.



Pocket parks connecting the public realm and providing activation spaces.



Continuous surface creating ample room for all modes of transport.



Activating the northern edge by creating space for businesses to use.



Establish a night time economy to activate the space and make people feel safer.

## 6.4 Canvas for Creative Expression

A creative skills development/transfer programme based around artist/ designers working with local individuals/ organisations to develop a lexicon or series of art/craft/ design led projects to help develop street identity and community pride is proposed. Key cultural initiatives are as follows:

- The larger more modern buildings along the street have been identified as opportunities for facade art which can be curated by local artists;
- Groundscape art, street art and lighting installations can be targeted at the key gateway arrival points to signify the street's creative character;
- Events and markets are focused within the centre of East Street linking the pedestrian pocket parks together;
- The Cannon Street gateway can accommodate cultural and creative ideas on a permanent basis due its pedestrian nature;
- Public realm elements such as furniture, lighting and shelters can integrate public art, establishing a distinctly unique East Street character.



Canvas for Creative Expression

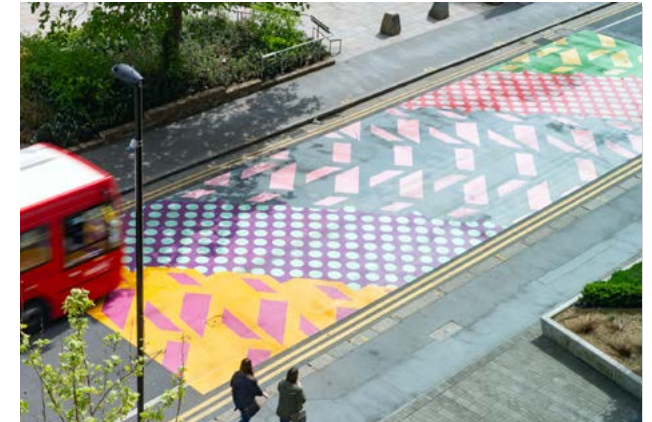




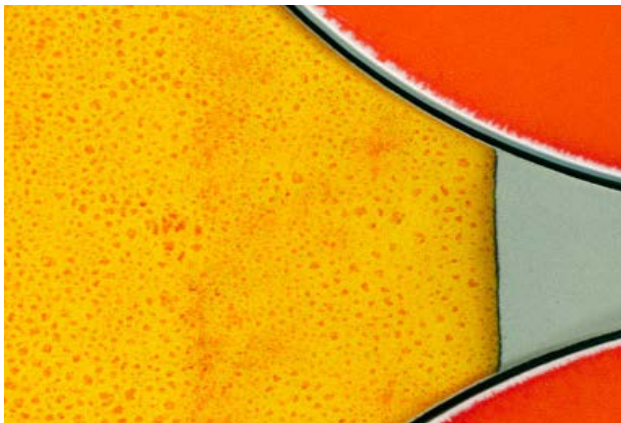
Signage and Wayfinding.



Illuminated Lighting.



Groundscape Art and Interpretation.



Colour and Ceramics.



Shutter Art and Murals.

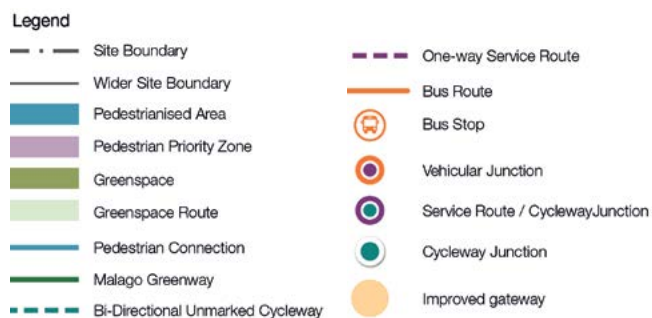


Street and Wall Art.

## 6.5 Connected & Pedestrian Prioritised

East Street's movement network is managed to support a more pedestrian friendly environment. A limited and more strictly managed service access is redirected to Dean Street. Once Dalby Avenue bus station is delivered bus movement will be removed from East Street to support a pedestrian prioritised street feel. Key mobility initiatives are as follows:

- The East Street Metro bus route is redirected to Dalby Avenue, freeing up East Street from bus use;
- A pedestrian friendly route via St Catherine's Place and Mill Lane through to Dalby Avenue ensures easy access to Bedminster Station and the Dalby Avenue bus stop;
- Service access is re-directed to Dean Street through to Bedminster Parade;
- A pedestrian gateway space off Cannon Street improves the arrival experience;
- Pocket parks for pedestrian spaces are located along East Street maximising social opportunities.



Connected & Pedestrian Prioritised Diagram





Use of lighting to activate space.



Street furniture and planters positioned to slow vehicle speed.



Narrow gateway exit with a pedestrian focus.



Ground floor building activation at a gateway entrance.



Tactile edge to delineate pedestrian and vehicle movement zone.



Cycle and pedestrian priority street.

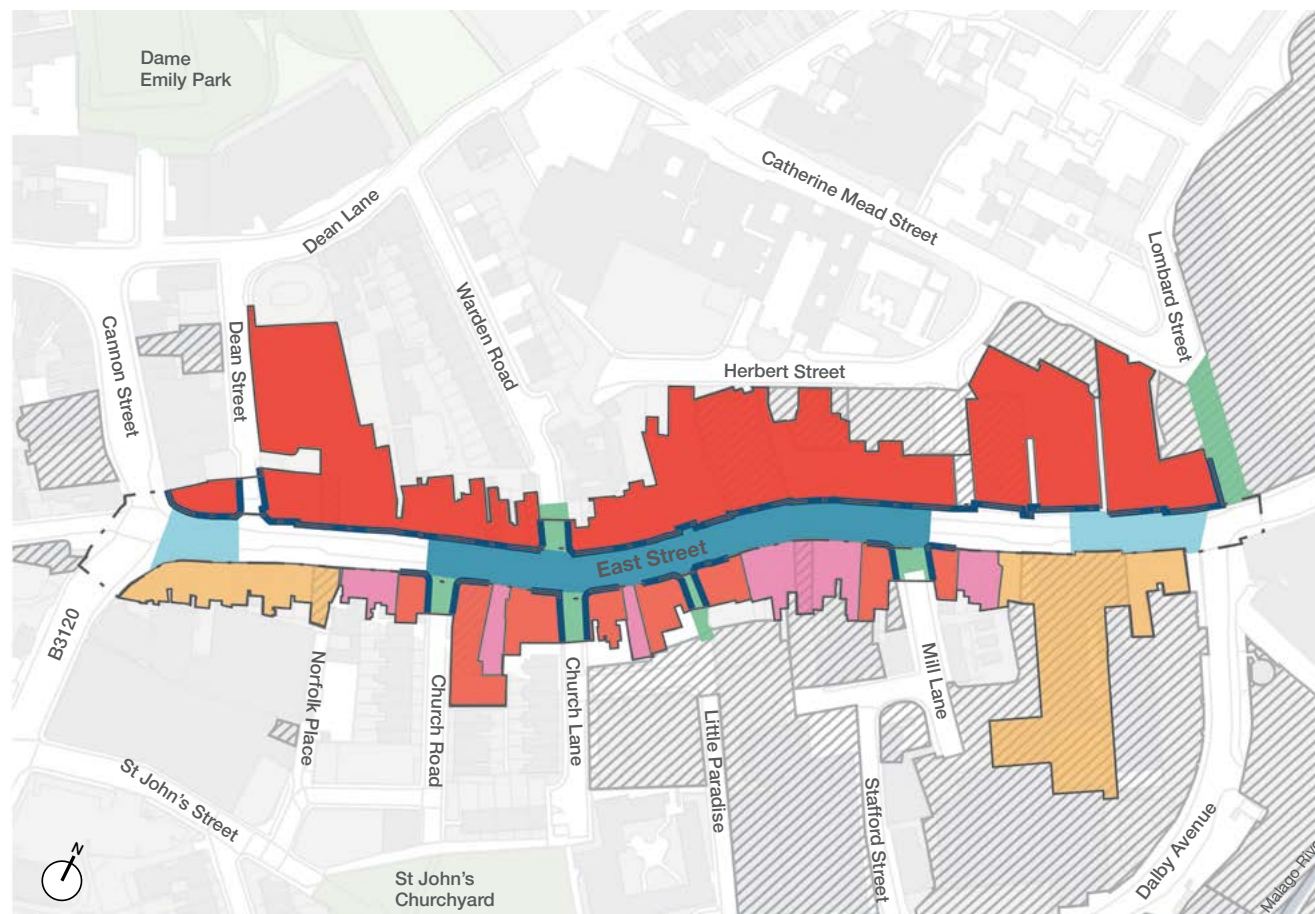
## 6.6 Experiential Day-Night Economy

A day-night economy is fostered through a multi-faceted economic approach framed through land use diversification, public realm activation, cultural animation and community uses. East Street can act as the window into the world of the maker, producer, factory, studio, creative and science of shopping. Key economic initiatives are as follows:

- Consolidate the active ground floor uses such as food & beverage, retail and cafe bars to the centre of the street linking and activating the pocket parks;
- Target alfresco dining to the active gateways and street's centre to support street animation;
- Support creative businesses, maker studios, art shops and galleries, child care and community facilities to encourage a variety of street users at different times of the day;
- Encourage flexible land use tenancies and planning policy to allow buildings to change function from day to night supporting an evening economy;
- On street businesses and markets located within pocket parks or the Cannon Street arrival space to expand the streets economic performance.

### Legend

— · — Site Boundary	 Pocket Park
— Wider Site Boundary	 Retail Use - Northern Edge
 East Street Active Heart	 Retail Use - Southern Edge
 Ground Floor Activation	 Retail / Commercial Use
 Ground Floor Gateway Activation	 Commercial Use
 Pocket Park	 Future Development Site



Experiential Day-Night Economy Diagram





Store fronts of varying sizes encouraging people back into the street and helping local businesses to grow.



Edges activated with outdoor seating and planting encouraging more footfall and a safer public realm.



A series of social and shared spaces that celebrate the diverse and rich culinary cultures and community.



Outdoor dining, seating and markets to offer new avenues of economic activation.



Places where all are welcome to sit, eat, dine or just be.



A diverse mix of experiential business to encourage a variety of street users at different times of the day and night.

## 6.7 Revealed & Restored Street

East Street should be a place remembered, respected and revealed for the generations to enjoy. Where the street's unique historic buildings, features and materials are sympathetically restored for people to engage with. A street sensitively reimagined as a street of the future. Key architectural initiatives are as follows:

- Light restoration is focused on certain facades through painting and minor facade modification;
- Heavy facade restoration is identified for key buildings requiring more invasive treatment such as facade modification, paint and window enhancements;
- Larger block buildings have been identified to reduce their visual intrusion within the streetscape.

**Note:** a cloud survey of the facades will be commissioned once Covid-19 restrictions are lifted. This will help inform the Stage 2 Detailed Concept period.

### Legend

— Site Boundary	— Facade Restoration - Heavy
— Wider Boundary	— Heavy Facade Restoration Building
/// Grade II Listed	— Block Building Mass - Reduce
▨ Locally Listed	— Gateway
— Facade Restoration - Light	
— Light Facade Restoration Building	



A Revealed & Restored Street Diagram





Rejuvenating the architectural heritage of the street.



Refreshed store fronts encouraging people back into the street and helping businesses to grow.



Celebrating local culture and identity with street art and facade treatment.



Improving the appearance of key buildings to establish a gateway experience.



Pant and facade improvement works to establish a more welcoming and friendly street environment.



Using the urban form of the street to create intimate spaces for socialisation.



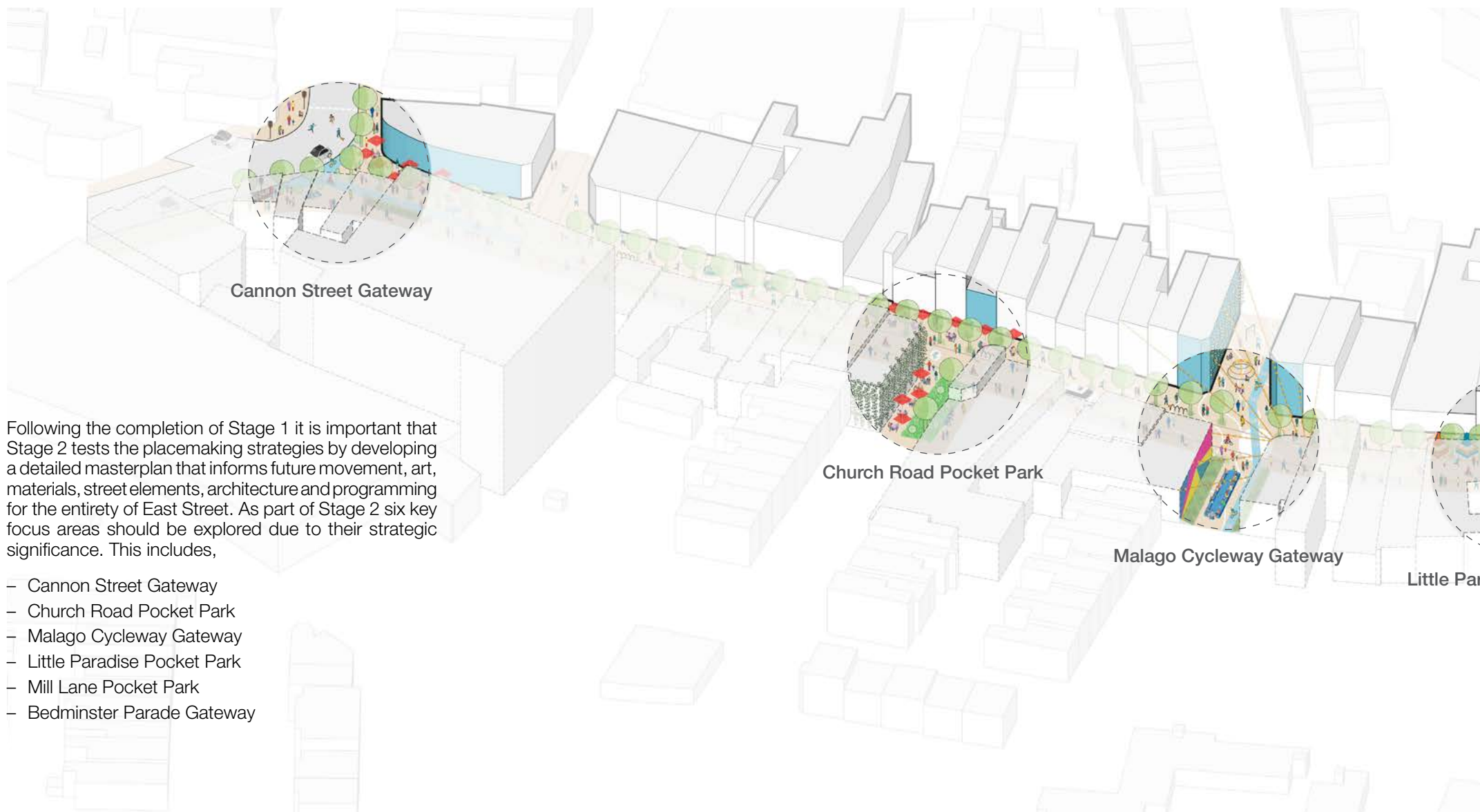




An aerial photograph of a city street featuring a large, colorful geometric pattern on the pavement. The pattern consists of a central area with a grid of light blue squares, surrounded by a red area with a grid of white circles, and a green area with a grid of white squares. The pattern is bordered by a yellow and black striped curb. The text "7.0 Next Steps" is overlaid on the bottom right of the image.

## 7.0 Next Steps

## 7.0 Next Steps



Following the completion of Stage 1 it is important that Stage 2 tests the placemaking strategies by developing a detailed masterplan that informs future movement, art, materials, street elements, architecture and programming for the entirety of East Street. As part of Stage 2 six key focus areas should be explored due to their strategic significance. This includes,

- Cannon Street Gateway
- Church Road Pocket Park
- Malago Cycleway Gateway
- Little Paradise Pocket Park
- Mill Lane Pocket Park
- Bedminster Parade Gateway







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A street scene in a city, likely Manchester, featuring a mix of architectural styles. In the foreground, a sidewalk runs alongside a road with green bollards. A 'Scope' store is visible on the right. In the background, a building with a prominent green dome stands out against a cloudy sky. A '20' speed limit sign is visible on a pole. The overall atmosphere is urban and slightly overcast.

# Appendix A: Shadow Study

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## Appendix A: Shadow Study

---

*A high level shadow analysis study was undertaken to evaluate the street's solar access and benefits to being an south west oriented street.*

---

### Overview

Alec French Architects undertook a Shadow Study of East Street. The primary focus of the study was to analyse Spring and Summer due to these being the seasons that receive the most light. The studies are as follows:

1. Spring - 9am-5pm
2. Summer - 9am-5pm
3. Summer - Daylight Hours



## Spring

The north of East Street receives between 5-6 hours sunlight from 10am to 4pm with the southern side of East Street receiving 1-2 hours of sun from 4pm to 6pm.

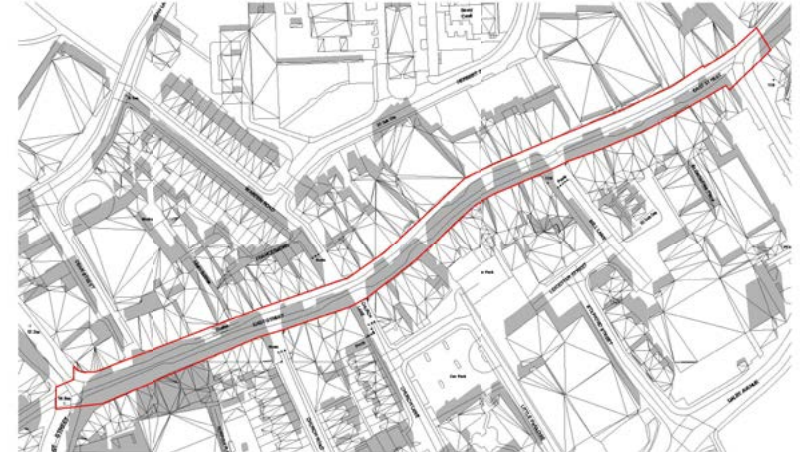


9.00am



3.00pm

Shadow Study - Spring



12.00 Mid day



5.00pm



## Summer

The north of East Street receives between 6-8 hours sunlight from 8am to 4pm with the southern side of East Street receiving 2-3 hours of sun from 4pm to 7pm.



9.00am



12.00 Mid day



3.00pm

Shadow Study - Summer



5.00pm



## Summer: Daylight Hours



5.00pm



5.00pm



5.00pm



6.00pm



6.00pm



6.00pm



21st June:  
Daylight hours (2020): 4.43am-9.21pm



21st July:  
Daylight hours (2020): 5.09am-9.04pm



21st August:  
Daylight hours (2020): 05.56am-8.09pm





FACTORY No1

1, 2 & 3 BEDROOM  
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## Appendix B: Transport Analysis



## Appendix B: Transport

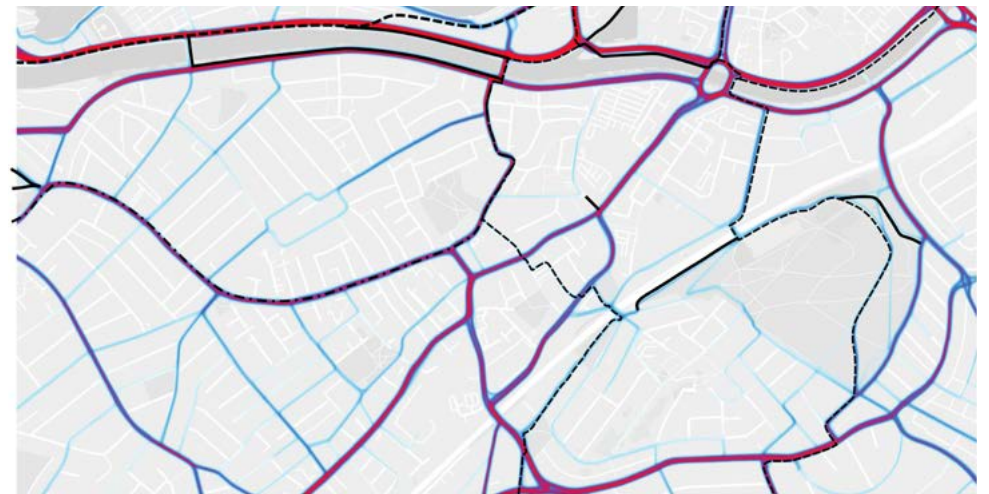
### Walking



**Walking:**  
Local Context



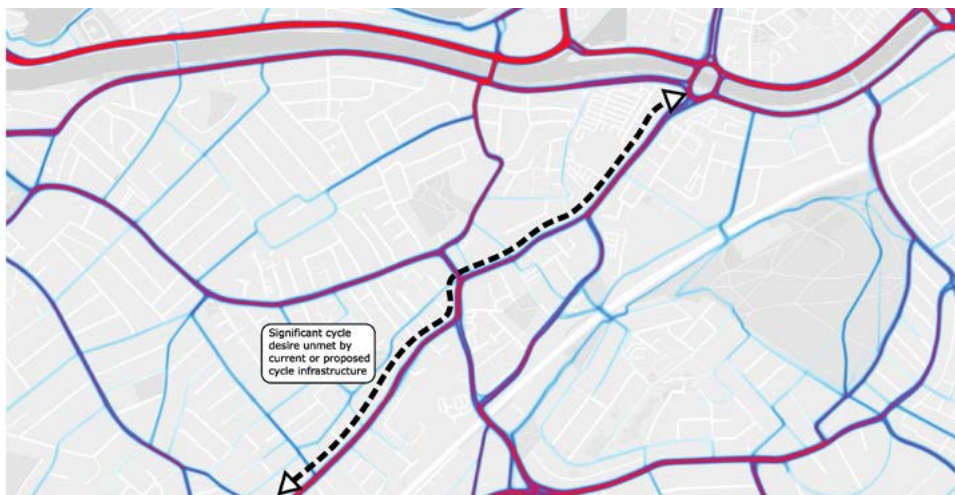
### Cycling



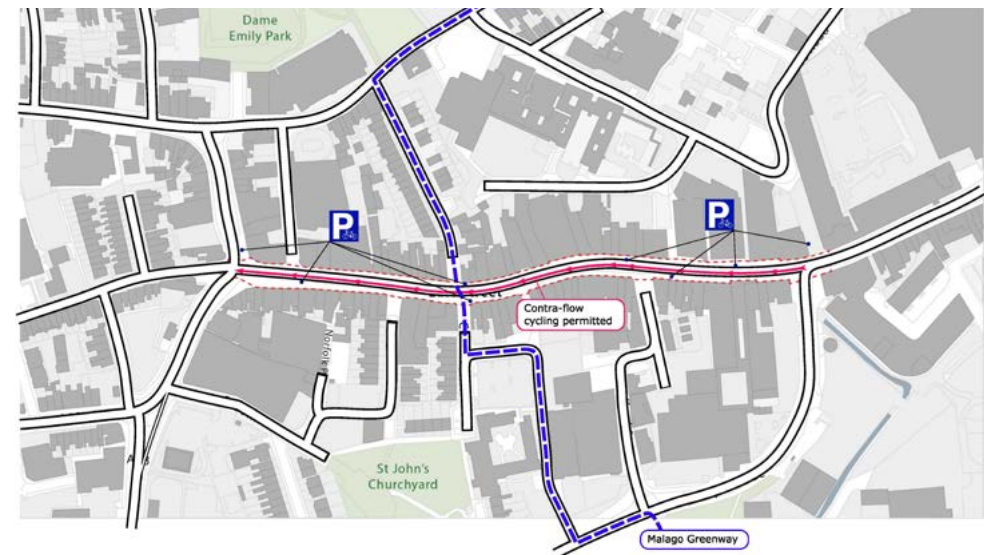
**Cycling:**  
Comparing existing/proposed cycle infrastructure to Strava heatmap







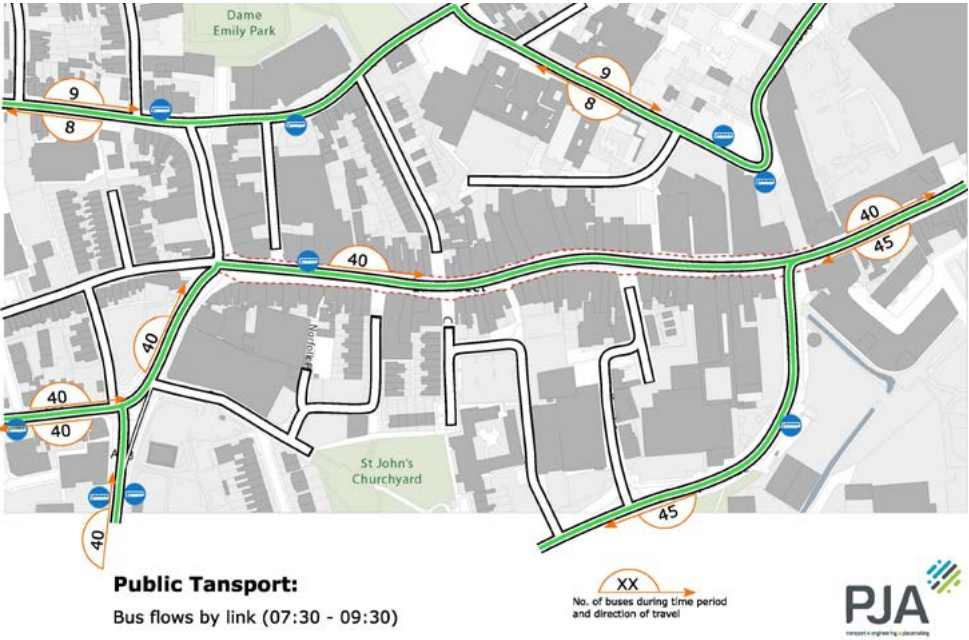
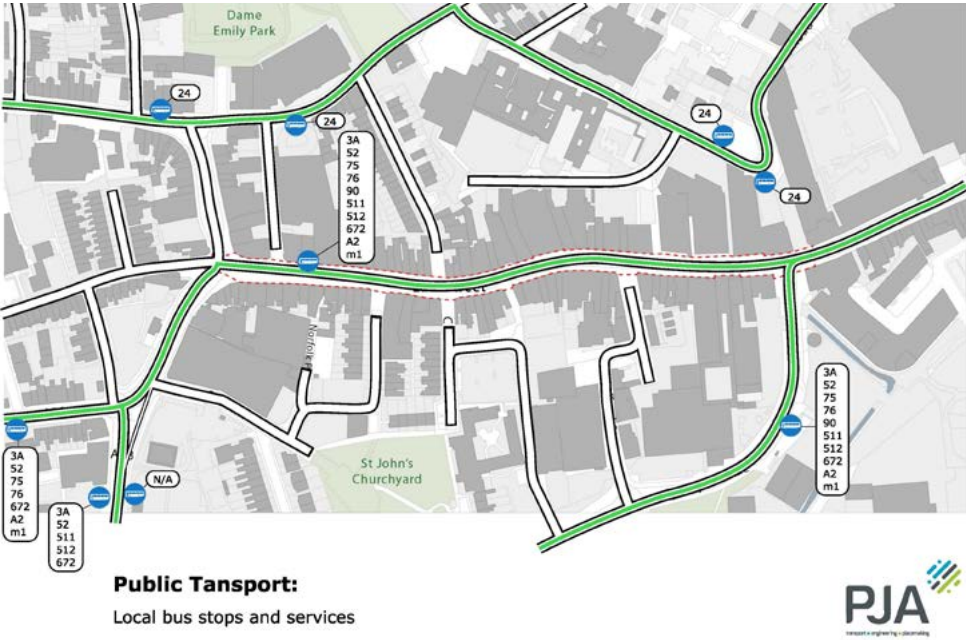
**Cycling:**  
Wider context summary



**Cycling:**  
Local Context



Public Transport







**Public Tansport:**  
Bus flows by link (16:30 - 18:30)

XX  
No. of buses during time period  
and direction of travel



**Public Tansport:**  
Bus flows by link (Weekday 24hrs)

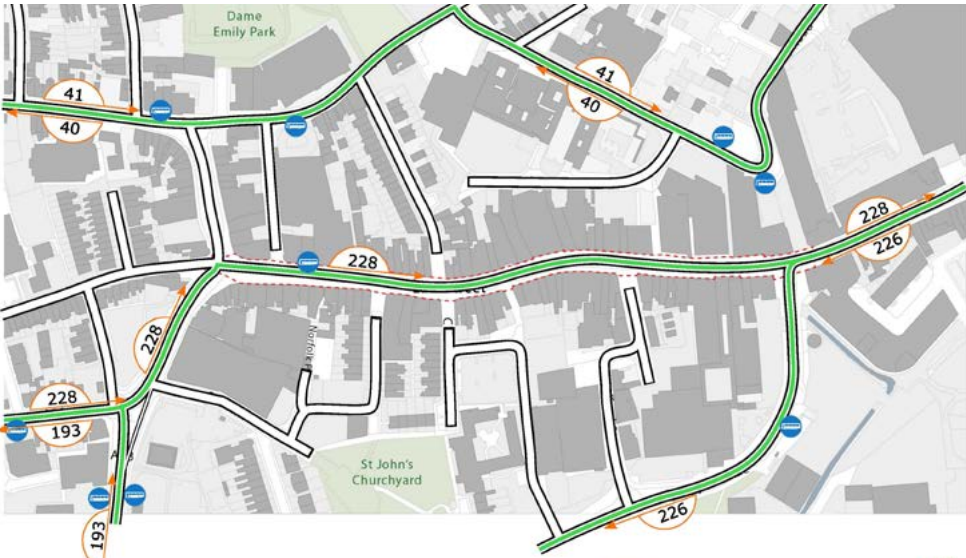
XX  
No. of buses during time period  
and direction of travel





**Public Tansport:**  
Bus flows by link (Saturday 24hrs)

XX  
No. of buses during time period  
and direction of travel



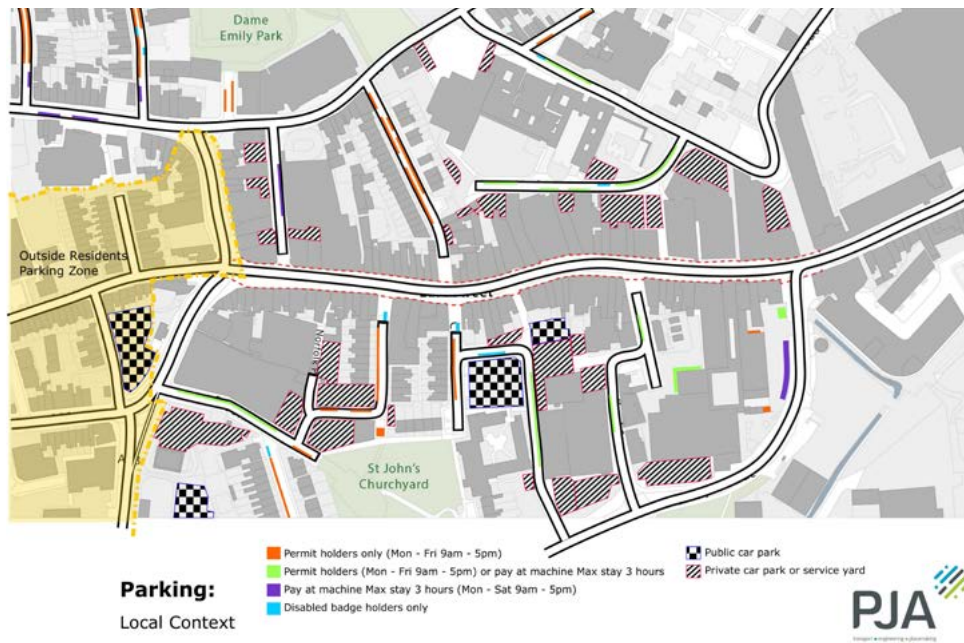
**Public Tansport:**  
Bus flows by link (Sunday 24hrs)

XX  
No. of buses during time period  
and direction of travel

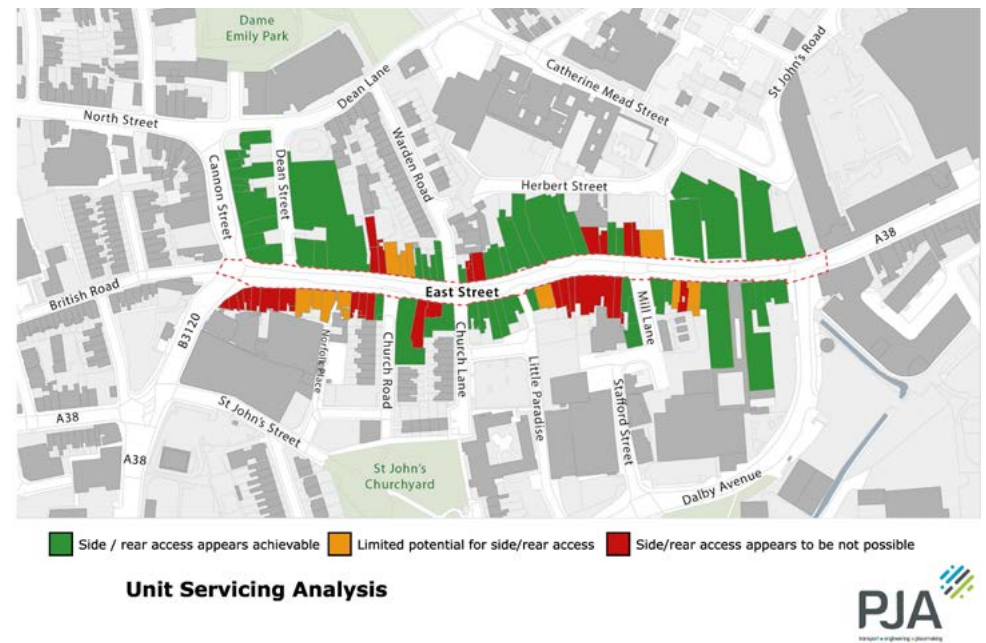




## Parking



## Unit Servicing



FACTORY No1

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## Appendix C: Development

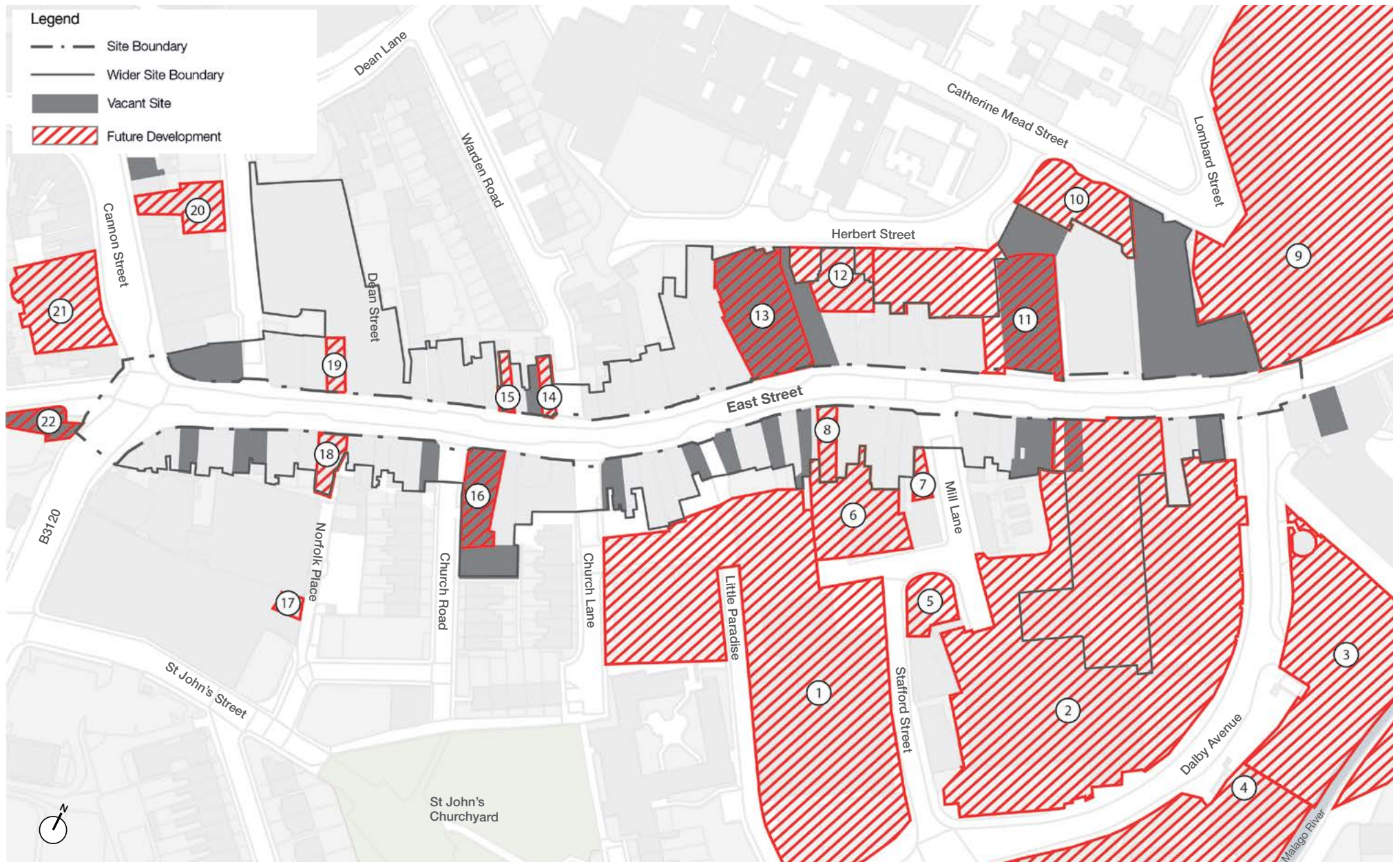
# Appendix C: Development

## Overview

Detailed summary of the key developments surrounding East Street:

1. Little Paradise - 316 residential units; at planning stage; Dandara
2. St Catherine's Place - approximately 185 residential units, retail and leisure ancillary; at planning stage; Firmstone Consortia
3. Dalby Avenue - 700 student bed spaces and ancillary commercial; currently at planning stage; Deeley Freed
4. Land adjacent Dalby Avenue - a residential development with ancillary retail and commercial; at pre-planning stage; Dandara & Bristol City Council
5. 16 - 18 Mill Lane - Conversion of existing building to 6 flats, and construction of building containing 3 new flats on adjacent land; approved
6. 1 - 2 Leicester Street - Demolition of existing buildings and erection of a building containing 26 residential flats, landscaping, and associated works; pending consideration
7. 2 - 6 Mill Lane - Change of use from retail unit to studio apartment, new 3 storey residential block; approved
8. 89 East Street - Change of use from retail to mixed use within existing footprint; approved
9. Factory No1 247 residential units with ancillary retail and commercial; available now
10. Land on Corner of Herbert Street & Catherine Mead Street - New 2 storey residential block; application withdrawn
11. 60 - 66 East Street - New 4+5 storey blocks, ground floor retail and commercial + residential; pending approval
12. 86 East Street - New 3 storey residential block; approved
13. 90 - 96 East Street - Change of use within existing footprint from office to residential; pending consideration
14. 122 East Street - Conversion to form three flats; retaining part ground floor office use; approved
15. 128 East Street - Change of use from retail to cafe; approved
16. 127 - 129 East Street - Conversion of part of ground floor to provide 3 residential flats; pending consideration
17. 500 Norfolk Place - Construction of new 2 storey, 2 bedroom, 4 person dwelling; pending consideration
18. 145 - 147 East Street - Proposed roof extension linking external enclosed staircase from the first floor; refused
19. 148 East Street - Change of use within existing footprint from retail to cafe; approved
20. 7A & 7B Dean Street & 30 Cannon Street; change of use from D2/A3 to A1/A2 at ground with new residential units above plus additional floor at roof level
21. 5 - 7 Cannon Street - Construction of 11 self-contained flats over shops use class A1; approved
22. 168 East Street - Consolidation of two small blocks into one building; approved





Development Sites



## Overview

Major developments surrounding East Street:

- Factory No.1 - 247 residential units with ancillary retail and commercial; available now
- Little Paradise - 316 residential units; at planning stage; Dandara
- Dalby Avenue - 700 student bed spaces and ancillary commercial; currently at planning stage; Deeley Freed
- Malago Road, 542 student bed spaces; at planning stage
- St Catherine's Place - approximately 185 residential units, retail and leisure ancillary; at planning stage; Firmstone Consortia



Factory No.1



Little Paradise



Factory No.1



Little Paradise





Dalby Avenue



Malago Road



St Catherine's Place



Dalby Avenue



Malago Road



St Catherine's Place



FACTORY No1

1, 2 & 3 BEDROOM  
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# Appendix D: Healthy Street Check



# Appendix D: Healthy Street Check

## Healthy Streets Check

A Healthy Street Check of East Street was undertaken at 09:00 on the 13th March 2020. The overall Healthy Streets Check Score was **55 with 2 zero scores**.

**53** Pedestrians From All Walks Of Life



- Street furniture impacts access and mobility on the street by creating pinch points.

**63** Easy to Cross



- The pedestrian zone creates a street that people are able to cross and which serves pedestrian movement adequately.

**33** Shade and Shelter



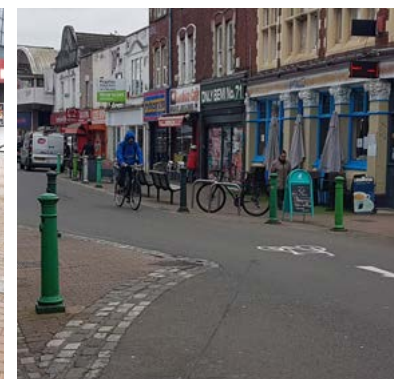
- There is a cluster (4 trees) at the Warden Road / Church Lane intersection. Minimal planting elsewhere on the street.
- The shelter along the street is at the bus stop and some shop awnings.

**47** Places to Stop and Rest



- There are 50 benches along the street with less than 50m between them.

**47** Not too noisy



- Large vehicles make up 18% of the motorised traffic on the street, negatively impacting the noise levels.
- The speed limit for the street is 20 mph but there are limited physical measures to reduce the speed of vehicles.



## 56 People choose to walk, cycle and use public transport



- Side roads are closed to motorised traffic, encouraging people to walk and cycle through the street.
- The street is catered for by 10 public transport routes.

## 56 People feel safe



- Constant surveillance with mixed use retail and residential buildings overlooking the street.
- Potentially quiet during the evenings due to reduced activity.

## 50 Things to see and do



- There are 15 planting boxes along the street that are in poor condition.

## 58 People feel relaxed



- The street does not create an environment for people to stop and dwell due to traffic speeds, dilapidated planters and on street waste.
- The pavement and carriageway is an even, level surface with drainage.

## 42 Clean Air



- Access restrictions apply for motorised traffic for 7am - 7pm except for buses and loading.









# Appendix E: Options Development

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# Appendix E: Options Development

## Option 01: Retained Bus Route

Retained Bus Services along East Street. One way working eastbound for buses and service vehicles, with contra-flow cycle provision. Key considerations are;

1. Suggested carriageway width 4.5m with unmarked contraflow cycle lane.
2. Carriageway delineated with low up-stand kerb [50mm] or corduroy tactile paving.
3. Minimise vertical deflections, and consider locations of service.
4. Minimise vertical deflections, and consider locations of service and drainage covers to maximise ride comfort.
5. Reduce number of bollards through positioned furniture and street elements.
6. Use street furniture to help guide traffic and protect against pavement parking / obstruction.
7. Increase enforcement of existing vehicle restrictions.
8. Consider increasing hours of restricted vehicle access, but allow taxis to use East Street.
9. Form loading pads adjacent to carriageway, flush with footway, ideally on left side of the street to avoid conflict with cycles.
10. Loading bays 3.0m wide (minimum 2.5m).
11. Introduce waiting restrictions within loading bays to minimise number of bays and promote efficient use.

## Area 1: Cannon Street Arrival

Eastbound for buses and service vehicles supported with an enhanced western gateway arrival space. Key considerations are;

1. Improve gateway to East Street
2. Rationalise carriageway space at junction and along Cannon Street, to allow the introduction of wider footways on the west side of the junction.
3. Consider modal filter at east end of British Road to minimise traffic movements.
4. Formalise westbound cycle movement out of East Street.
5. Consider table treatment at junction.
6. Maintain service access to Dean Street and retain existing Metro Bus Stop.

## Area 2: Central East Street

One way working eastbound for buses and service vehicles, with contra-flow cycle provision. Key considerations are;

1. Introduce pedestrian priority along core section of East Street between Church Road and Mill Street.
2. Minimise carriageway width and consider level surface with tactile delineation.
3. Avoid loading bays within central section as most units in this area appear to have rear service access.
4. Given priority to Malago Greenway movements over vehicle movements along East Street at intersection.

## Area 3: Bedminster Parade Arrival

Consolidation of vehicular, cycle and pedestrian interaction at the Cannon Street arrival gateway and Bedminster Parade exit gateway located at the east and west ends of East Street. Key considerations are;

1. Improve gateway to East Street consider introduction of all red pedestrian phase with second crossing over Bedminster Parade aligned with Lombard Street.
2. Review carriageway widths and improve right turn facility for cyclists entering East Street.
3. Consider table treatment at junction.





Option 01: Retained bus Route

## Option 01: Healthy Streets Check

A series of proposed improvements based on the 10 Healthy Street Indicators have been identified for East Street. The overall Healthy Streets Check Score was **91 with 0 zero scores**.

**89** Pedestrians From All Walks Of Life



- Central pedestrian priority zone with tactile paving and signalised crossings ensure the street is accessible to pedestrian from all walks of life.
- Street furniture is consolidated to ensure the public realm is clutter free.
- Dean Street has one-way access to ensure the vehicle route is easy to cross.

**100** Easy to Cross



- Crossing points along the vehicle movement corridor ensure pedestrian movement is adequately served.
- The central pedestrian priority zone creates a street that people are able to cross and which serves pedestrian movement adequately.

**100** Shade and Shelter



- The northern edge of East Street is lined with trees at regular intervals. The design incorporates 6 pocket parks that include trees.
- The shelter along the street includes shop awnings and sheltered seating areas that are placed at 50m intervals.

**100** Places to Stop and Rest



- Benches are situated in pocket parks and mid-link areas at 50m intervals.

**80** Not too noisy



- Large vehicles make up 18% of the motorised traffic on the street, negatively impacting the noise levels.
- The pedestrian priority zoning at the centre of the street ensures a limit to vehicle speed.
- The speed limit for the street is 20 mph with physical measures to reduce the speed of vehicles, including raised tables and signalised crossings.



## 89 People choose to walk, cycle and use public transport



- The central pedestrian priority zone and contraflow cycle provision encourages people to walk and cycle through the street.
- The street is catered for by 10 public transport routes.

## 92 People feel safe



- Constant surveillance with mixed use retail and residential buildings overlooking the street.
- An activated night-time economy ensures the street is safe during the evening.
- Side streets are lit up to connect to surrounding areas and improve surveillance.

## 100 Things to see and do



- Pocket parks along the street provide green space for activity or rest.
- Community engagement through creative activities bring character to the street.
- A widened northern footway creates an active retail edge that encourages outdoor seating and activity.

## 90 People feel relaxed



- Pocket parks and a pedestrian priority zone with reduced traffic speeds create an environment for people to stop and dwell.
- The pavement and carriageway is an even, level surface with drainage.

## 92 Clean Air



- Access restrictions apply for motorised traffic except for buses and service vehicles.
- Vehicle speeds are reduced by the pedestrian priority zone.
- Reduced waiting time for loading vehicle limits vehicle idling.

## Option 02: Redirected Bus Route

Redirect Bus Route and Retain Service Access. One-way working eastbound for service vehicles and possibly taxis, with contra-flow cycle provision. Key considerations are;

1. Suggested carriageway width 4.0m minimum with unmarked contraflow cycle lane
2. Carriageway delineated with low up-stand kerb (50mm) or corduroy tactile paving
3. Use vertical deflections to control vehicle speeds.
4. Reduce number of bollards
5. Use street furniture to help guide traffic and protect against pavement parking / obstruction.
6. Increase enforcement of existing vehicle restrictions.
7. Consider increasing hours of restricted vehicle access, but allow taxis to use East St particularly at night
8. Provide space for loading adjacent to carriageway, flush with footway, but not in formal bays.
9. Loading space minimum 2.5m.
10. Introduce waiting restrictions on loading to minimise space required and promote efficient use.

## Area 1: Cannon Street Arrival

One-way working eastbound for service vehicles and possibly taxis, with contra-flow cycle provision. Key considerations are;

1. Close western end of East Street to all vehicles except cycles.
2. Improve gateway to East Street.
3. Remove bus right turn lane and rationalise carriageway space at junction and along Cannon Street, to allow the introduction of wider footways all round the junction.
4. Consider modal filter at east end of British Road to remove traffic movements.
5. Consider table treatment at junction.
6. Service access to East Street taken from Dean Street.

## Area 2: Central East Street

One-way working eastbound for service vehicles and possibly taxis, with contra-flow cycle provision. Key considerations are;

1. Introduce pedestrian priority along core section of East Street between Dean Street and Bedminster Parade.
2. Minimise carriageway width and consider level surface with tactile delineation of safe pedestrian zones.
3. Provide informal space for loading at intervals.
4. Give priority to Malago Greenway movements over vehicular movements along East Street at intersection.

## Area 3: Bedminster Parade Arrival

One-way working eastbound for service vehicles and possibly taxis, with contra-flow cycle provision. Key considerations are;

1. Improve gateway to East Street, consider introduction of all red pedestrian phase with second crossing over Bedminster Parade aligned with Lombard Street.
2. Review carriageway widths and improve right turn facility for cyclists entering East Street.
3. Consider table treatment at junction.





Option 02: Redirect Bus Route

## Option 02: Healthy Streets Check

A series of proposed improvements based on the 10 Healthy Street Indicators have been identified for East Street. The overall Healthy Streets Check Score was **96 with 0 zero scores**.

**95** Pedestrians From All Walks Of Life



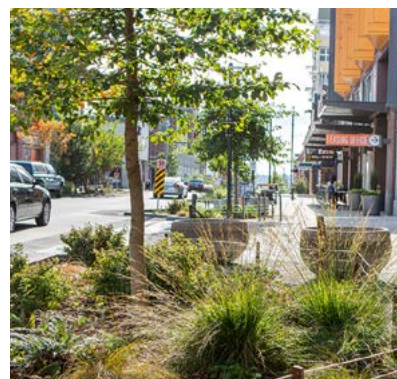
- Canon Street pedestrianised entrance creates an accessible gateway for pedestrians from all walks of life.
- The pedestrian priority zoning of the entire street and closed side streets create a street that is accessible for all.
- Street furniture is consolidated to ensure the public realm is clutter free.

**100** Easy to Cross



- The pedestrian priority zone, spanning the length of East Street, creates a street that people are able to cross with ease as all desire lines are catered for.

**100** Shade and Shelter



- The northern edge of East Street is lined with trees at regular intervals. The design incorporates 6 pocket parks that include trees.
- The shelter along the street includes shop awnings and sheltered seating areas that are placed at 50m intervals.

**100** Places to Stop and Rest



- Narrowed carriageway creates more opportunity for spaces to dwell.
- Benches are situated in pocket parks and mid-link areas at 50m intervals.

**100** Not too noisy



- The street is closed to buses, reducing the amount of large vehicles entering the street.
- The pedestrian priority zoning at the centre of the street ensures a limit to vehicle speed.



## 95 People choose to walk, cycle and use public transport



- The central pedestrian priority zone, closed side streets and contraflow cycle provision encourages people to walk and cycle through the street.

## 95 People feel safe



- Reduced vehicular use from large vehicles and closed side roads create a street that feels safe.
- Constant surveillance with mixed use retail and residential buildings overlooking the street.
- An activated night-time economy ensures the street is safe during the evening.
- Side streets are lit up to connect to surrounding areas and improve surveillance.

## 100 Things to see and do



- Community engagement through creative activation brings character to the street
- Pocket parks along the street provide green space for activity or rest.
- A widened northern footway creates an active retail edge that encourages outdoor seating and activity.

## 96 People feel relaxed



- Pocket parks and reduced traffic speeds create an environment for people to stop and dwell.
- The pavement and carriageway is an even, level surface with drainage.
- Reduced vehicular use and speed creates a street that makes people feel relaxed.

## 92 Clean Air



- Vehicle speeds are reduced by the pedestrian priority zone.
- Access restrictions apply for motorised traffic except for service vehicles.
- Reduced waiting time for loading vehicle limits vehicle idling.

### Option 03: Central Pedestrian Zone

Central Pedestrian Zone. Complete traffic removal through central section, with servicing at either end of East Street. Key considerations are;

1. Suggested carriageway width 4.0m minimum where unmarked contraflow cycle lane required.
2. 6.0m wide carriageway (5.5m minimum) at eastern end to allow two way working for service access.
3. Carriageway delineated with low up-stand kerb (50mm) or corduroy tactile paving.
4. Provide 3.0m wide (2.5m min.) bi-directional cycleway through central section and at western end.
5. Use vertical deflections to control vehicle speeds.
6. Reduce number of bollards.
7. Use street furniture to help guide traffic and protect against pavement parking / obstruction.
8. Increase enforcement of existing vehicle restrictions
9. Consider increasing hours of restricted vehicle access, with potential overnight servicing in central area.
10. Provide loading pads adjacent to carriageway, flush with footway.
11. Loading pad min.3.0m wide
12. Introduce waiting restrictions on loading to minimise space required and promote efficient use.

### Area 1: Cannon Street Arrival

Pedestrian arrival space with a pedestrian priority zone supporting service access between Dean Street and Church Road. Key considerations are;

1. Close western end of East Street to all vehicles except cycles.
2. Provide two-way cycleway between Cannon Street and Dean Street.
3. Improve gateway to East Street.
4. Remove bus right turn lane and rationalise carriageway space at junction and along Cannon Street, to allow the introduction of wider footways all around the junction.
5. Consider modal filter at east end of British Road to remove traffic movements.
6. Consider table treatment at junction.
7. Service access to East Street taken from Dean Street or Church Lane.

### Area 2: Central East Street

Complete traffic removal through central section creating a pedestrian zone. Key considerations are;

1. Remove motor vehicles from central area of East Street (except perhaps overnight loading).
2. Provide a segregated bi-directional cycleway through space to minimise conflict with pedestrians.
3. Careful consideration needs to be give to intersection with Malago Greenway to allow all movements cycle junction.
4. Service units along central section from rear or by dragging loads from loading bays at either end.
5. Consider de-mountable barriers to facilitate emergency access.

### Area 3: Bedminster Parade Arrival

6m two-way service route that connects from Bedminster Parade to Mill Lane and Herbert Street. Key considerations are;

1. Revised junction arrangement to allow two-way vehicle movements along East Street (subject to understanding extent of public highway along to Herbert Street).
2. Improve pedestrian facilities at junction.
3. Service access could extend to Saint Catherine's Place to reduce traffic on Stafford Street.
4. 6.0m (5.5m minimum) carriageway delineated by low up-stand kerbs at east end of East Street.





Option 03: Central Pedestrian Zone

### Option 03: Healthy Streets Check

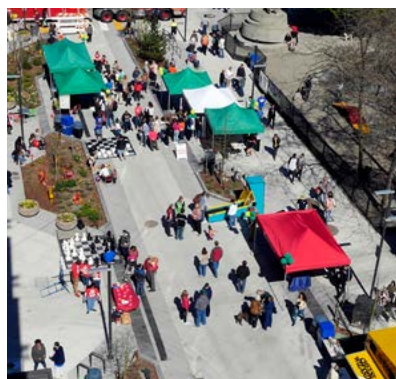
A series of proposed improvements based on the 10 Healthy Street Indicators have been identified for East Street. The overall Healthy Streets Check Score was **94 with 0 zero scores**.

## 92 Pedestrians From All Walks Of Life



- The central pedestrianised zone creates a street that is accessible for all.
- Canon Street pedestrianised entrance creates an accessible gateway for pedestrians from all walks of life.
- Street furniture is consolidated to ensure the public realm is clutter free.

## 96 Easy to Cross



- The central pedestrianised zone creates a street that people are able to cross and which serves pedestrian movement completely.
- The pedestrian priority zone between Warden Road and Church Road assists ease of crossing.
- The two way traffic at the Bedminster Parade entrance and Mill Lane side street could compromise ease of crossing.

## 100 Shade and Shelter



- A central pedestrianised zone creates an opportunity for shade and shelter.
- The northern edge of East Street is lined with trees at regular intervals. The design incorporates 4 pocket parks that include trees.
- The shelter along the street includes shop awnings and sheltered seating areas that are placed at 50m intervals.

## 100 Places to Stop and Rest



- The central pedestrianised zone creates more opportunity for spaces to dwell.
- Benches are situated in the central pedestrianised zone, pocket parks and mid-link areas, all at 50m intervals.

## 100 Not too noisy



- The central pedestrianised zone creates a space free of vehicular noise.
- The street is closed to buses, reducing the amount of large vehicles entering the street.
- The western pedestrian priority zone ensures a limit on the speed of vehicles.
- The two way traffic at the Bedminster Parade entrance and Mill Lane side street could create more noise from vehicles turning and idling.



## 92 People choose to walk, cycle and use public transport



- The bi-directional segregated cycleway through the central pedestrian zone ensures the safety of people walking and cycling.
- The central pedestrianised zone encourages people to walk through the street.
- 

## 92 People feel safe



- An activated night-time economy ensures the street is safe during the evening.
- Side streets are lit up to connect to surrounding areas and improve surveillance.
- The central pedestrianised zone creates a street that feels safe due to the removed vehicles and provides a space for activation and passive surveillance.

## 100 Things to see and do



- A central pedestrianised zone encourages outdoor seating and activity.
- This central space creates a opportunity for a larger pocket park that provides green space for events, activity or rest.

## 93 People feel relaxed



- A central pedestrianised zone with green space, seating and shelter creates an environment for people to stop and dwell.
- The pavement and carriageway is an even, level surface with drainage.
- Reduced vehicular use and speed creates a street that makes people feel relaxed.

## 92 Clean Air



- The two way traffic at the Bedminster Parade entrance and Mill Lane side street could generate increased air pollution from vehicles turning and idling.
- Access restrictions apply for motorised traffic except for service vehicles.
- Vehicle speeds are reduced by the pedestrian priority zone.

