

# 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

F I N A L R E P O R T



**Project Client:** Bedminster Improvement District / Bristol City Council / Dandara / Sydney Freed / Firmstone / A2 Dominion / City and Country

**Project Name:** East Street Placemaking and Public Realm Masterplan

**Project Number:** 0824BRS

**Date:** 12<sup>th</sup> April 2021

Revision:	Status:	Date:	By:	Checked:
A	Stage 1 Report - Draft	30.04.2020	AE/UBH	MC
B	Stage 1 Report - Draft	11.05.2020	AE/UBH	MC
C	Stage 1 Report - Final	22.06.2020	AE/UBH	MC
D	Final Report - Draft	21.12.2020	PA/UBH	MC
E	Final Report	08.02.2021	PA/UBH	MC
F	Final Report with Video	12.04.2021	PA/UBH	MC

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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 home to a prosperous community clustering around its parish church in a fertile and well-watered valley. But a dramatic change was just around the corner. Bedminster's easy access to the city docks, resulted in it emerging as powerhouse of heavy industry and East Street becoming one of Bristol's most prosperous streets.

The advent of World War II saw Bedminster become a key target due to its close proximity to the harbour creating irreversible damage to the district and its streets. With post war planning efforts relocating most of Bedminster's industries, East Street rebuilt itself through a varied mix of shops and a strong sense of community.

Today like many High Streets around the UK, East Street has fallen into steep decline with shop vacancy rates increasing 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.



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



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



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



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



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

## An Engaging Placemaking Approach

Conscious of the different communities East Street serves and the challenges of Covid-19, this engagement approach has included 1 on 1 phone calls, online user surveys and interactive mapping tools, painting a picture of East Street as a place.

To confirm there were 492 surveys completed and also 95 posts on the interactive map - which equated to 587 interactions on the website in total. In total to date there have been 6,115 website visitors.

This interactive engagement process revealed the following findings.

- 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;
- For those travelling in from outlying areas, car is the most popular choice (56%).
- A significant majority walk (70%) when the primary purpose is shopping, followed by car (17%), then cycling (6%) and bus (6%);
- 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;
- Only 1 in 10 say it is a pleasant place to sit and there is significant support for improved seating.
- The limited amount of pedestrian space makes sharing the street challenging with many respondents wanting more clarity and improved wider connectivity.

## Six Placemaking Strategies

Running in parallel with these community findings the team mapped and identified six existing characteristics and responded to them through six placemaking strategies.

### 1. Greening the Way

With few street trees, poorly maintained planters and dilapidated pocket parks East Street lacks any biodiversity. That's why the future of East Street is as a green street offering enhanced biophilic benefits for street users, urban heat reductions measures, nature based drainage solutions and increased biodiversity.

### 2. Places to Play & Rest

A dilapidated streetscape that is negatively impacted by an incoherent scattering of street elements comprising of 186 bollards and 140 street elements including bins, benches, planters and signage. By rationalising the public realm and enhancing the street's legibility East Street can support multifunctional pocket park spaces, outdoor dining and an adaptable public realm featuring play, rest and event programming.

### 3. Resetting the Tracks

East Street's one way movement system, its restricted timed access for service vehicles and the metrobus that contributes to between 220 - 350 bus journeys a day, creating a vehicle dominant street environment. That's why we believe at an appropriate time the metro bus should be relocated to Dalby Avenue and service access is redirected via Dean Street. This would allow the Cannon Street entry to become a public space and East Street to become a pedestrian prioritised street.

### 4. Canvas for Creative Expression

East Street has a strong personality that is informed by an engaged community including Windmill Hill City Farm, BV Artist Studios and Upfest. We're looking to celebrate the street's culture through a series of local art led projects including groundscape, street and facade art, strengthening East Street's identity and allowing it to emerge as an ever-changing canvas for creative expression.

### 5. Creating Space to Diversify

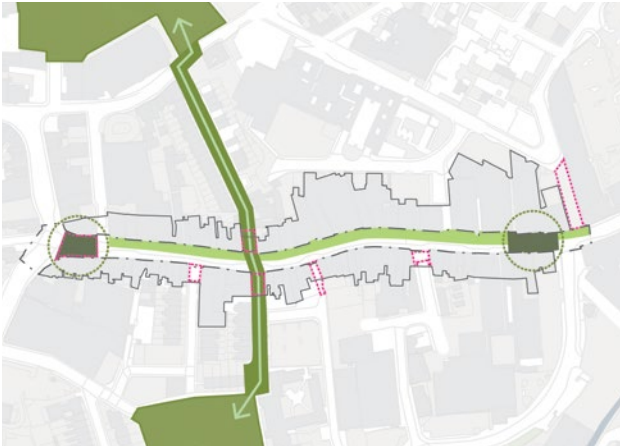
A lack of investment, little night time economy and changes to retail behaviour have led to an increase in vacant units creating a street in decline. A day-night economy is fostered through a multi-faceted economic approach framed through land use diversification, public realm activation, cultural animation and community uses. Key to this is establishing a critical mass of activity to the street's centre through animated ground floor uses.

### 6. Revealing the Architectural Fabric

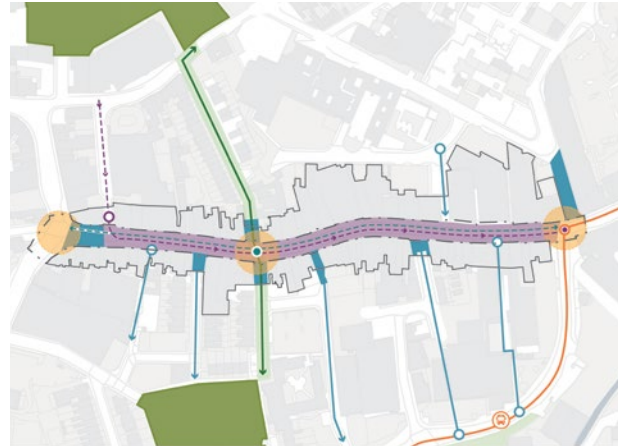
East Street's historic character and how over time its been compromised by low quality buildings, poor maintenance and a feeling of dilapidation. We look to reveal the street's locally listed buildings, features and materials through a sympathetic restoration process that is complemented by more cultural facade treatments to rundown buildings.

These six placemaking strategies have formed the foundation to a detailed public realm masterplan that looks to unify, diversify and animate East Street.

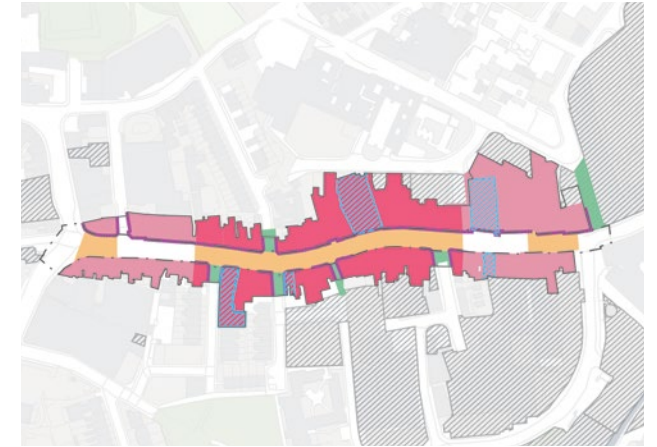




1. Greening the Way



3. Resetting the Tracks



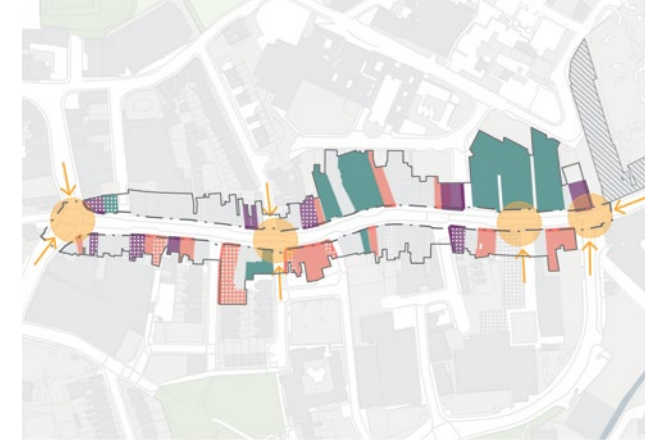
5. Creating Space to Diversify



2. Places to Rest & Play



4. Canvas for Creative Expression.



6. Revealing the Architectural Fabric

## East Street Public Realm Masterplan

East Street is envisioned as a pedestrian prioritised environment through relocating bus services to Dalby Avenue, rationalising service vehicle access via Dean Street and artistically interpreting the contraflow cycle route into the street design. These initiatives unlock East Street's latent economic potential by accommodating alfresco dining space and adaptable street elements facilitating increased opportunities to establish a day-night economy.

A key focal point to the street is East Street Square, Bristol's newest community public space. Located on the Cannon Street/ East Street intersection, this multifunctional public space is defined by an avenue of trees, integrated modular benches and planters and a flexible platform for markets and other cultural gatherings. This links into a wider cultural program based around artist/ designers working with local individuals/ organisations to develop a series of art/craft/design led projects strengthening East Street's unique identity.

Underpinning East Street's future is its role as a green street that positively contributes to Bristol's climate change agenda. Containing a linear alignment of varying street tree species, a biodiverse rich palette of plants and green gateway arrival points, East Street can actively reduce urban heat island, create an urban habitat for wildlife and establish a more attractive street environment for visitors. Complementing this greening are five biophilic pocket parks containing topographical play trails, integrated planters/benches and cycle parking.

### Public Realm Masterplan Features

1. East Street Square
2. Dean Street Service Access
3. Church Road Pocket Park
4. Church Lane Pocket Park
5. Warden Road Pocket Park
6. Little Paradise Lane Pocket Park
7. Mill Lane Pocket Park
8. Herbert Street Laneway
9. Saint Catherine's Place
10. Dalby Avenue Gateway
11. Contraflow Cycleway







## Composing East Street

East Street is composed in a manner that balances programmatic activation, pedestrian and cycling movement, art and culture and urban greening. It supports a more seamless relationship between the passive pocket park spaces and more vibrant street activation. Key considerations composing East Street are as follows;

- The pocket parks form biophilic spaces for play, rest and relaxation. They are designed to support movement and encourage safe dwell space.
- The northern edge of the street contains adaptable street elements such as alfresco dining and modular systems allowing the street edge to adapt to changing high street business requirements.
- Street tree planting is dedicated to the northern street frontage and pocket parks to provide natural shade and shelter.
- The southern edge of the street supports fixed furniture, lighting elements and alfresco seating emphasising the complementary role each side plays in defining the street character.



Existing photograph looking west towards the Church Lane and Warden Road intersection.



Biodiverse rich plant species green the street and encourage wildlife to East Street.





Possible Meanwhile use establishing a community and cultural hub for East Street.



Facade art located on the corner of Church Lane establish cultural gateway to East Street.



Creative cycle route linking culture and shared movement between cyclists and pedestrians.



## Animating East Street

The public realm for East Street has been designed to provide clearly defined outdoor seating opportunities for businesses and social spaces to rest. This approach rationalises the location of street elements whilst expanding the street's opportunities to be animated at varying times of the day and night. Key considerations include;

- A 3.0m wide animated corridor along the northern street frontage supporting alfresco dining for businesses and modular furniture [planters, benches] for social rest space.
- Northern outdoor seating is positioned to maximise south facing aspect whilst maintaining uninterrupted pedestrian movement along the northern properties.
- A 2.0m wide zone along the southern street frontage supports alfresco dining, lighting, fixed street furniture [benches], lighting and bins.
- A minimum 2.5m wide clutter free pedestrian corridor located alongside the northern and southern properties edge allows for uninterrupted movement.



Existing photograph looking east towards the Church Road intersection and connection to Cannon Street.







A northern corridor of trees provide natural shade and shelter for the visiting community.



Retained facade art to reinforce unique East Street character.



Integrated modular benches and planters support street respite and relaxation.



Alfresco seating supported through a widened northern frontage animating the street.





## Adapting East Street

The future of any High Street is about its ability to adapt to change. Too often our streets and public spaces are designed in a static and rigid manner that fail to respond to the changing demands of a place.

The East Street design presents an identifiable range of adaptable, re-configurable modules that allow for endless arrangements, uses and locations. Unique to East Street this modular kit of parts enhances the street's identity and important role in supporting the existing and future community.

Each module provides a key public space component. The modules work collectively, introducing an adaptable landscape element that responds to the changing needs of the living, visiting and working community.

Modules can be configured to a variety of spatial types, supporting local businesses and cultural programmes, improving the environmental performance of East Street.



Existing photograph located on the Cannon Street entry looking east towards Church Road.







A northern corridor of trees provide natural shade and shelter for the visiting community.



Flexible space to accommodate markets, events and gatherings.



Integrated cycle parking supporting active travel and walking along east street.



Creative cycle route linking culture and shared movement between cyclists and pedestrians.



## Enhancing East Street Now!!

It is important to catalyse the Masterplan's intent through a series of interventions that celebrate East Street's culture, improve the pedestrian environment and extend the usable space for local businesses. This can be through pilot and prototype interventions that allow council to test and measure the benefits of the measures in a low cost way.

Interventions such as facade and groundscape art, reduced bus lane widths through paint, redirecting service access to Dean Street and accommodating outdoor seating and dining can support this transition. These interventions can support behaviour change and catalyse positive change to East Street prior to implementing the masterplan.

**The renaissance of East Street can happen NOW!!**



Existing photograph located adjacent Little Paradise looking East towards Bedminster Parade.







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Breakfast (Includes: Bacon, Sausage, Beans, Toast & Coffee or Tea)	£1.95







An aerial photograph of a city, likely Glasgow, showing a dense urban area with a mix of residential and commercial buildings. A prominent railway line runs diagonally across the lower half of the image. The text '1.0 Introduction' is overlaid in white, sans-serif font in the lower right quadrant, with a dotted line underneath it.

# 1.0 Introduction



# 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 for it to recover its relevance as a destination for shopping and socialising. In addition to improve 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  
TAKAWAYS ALSO  
AVAILABLE

void

AND





## 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

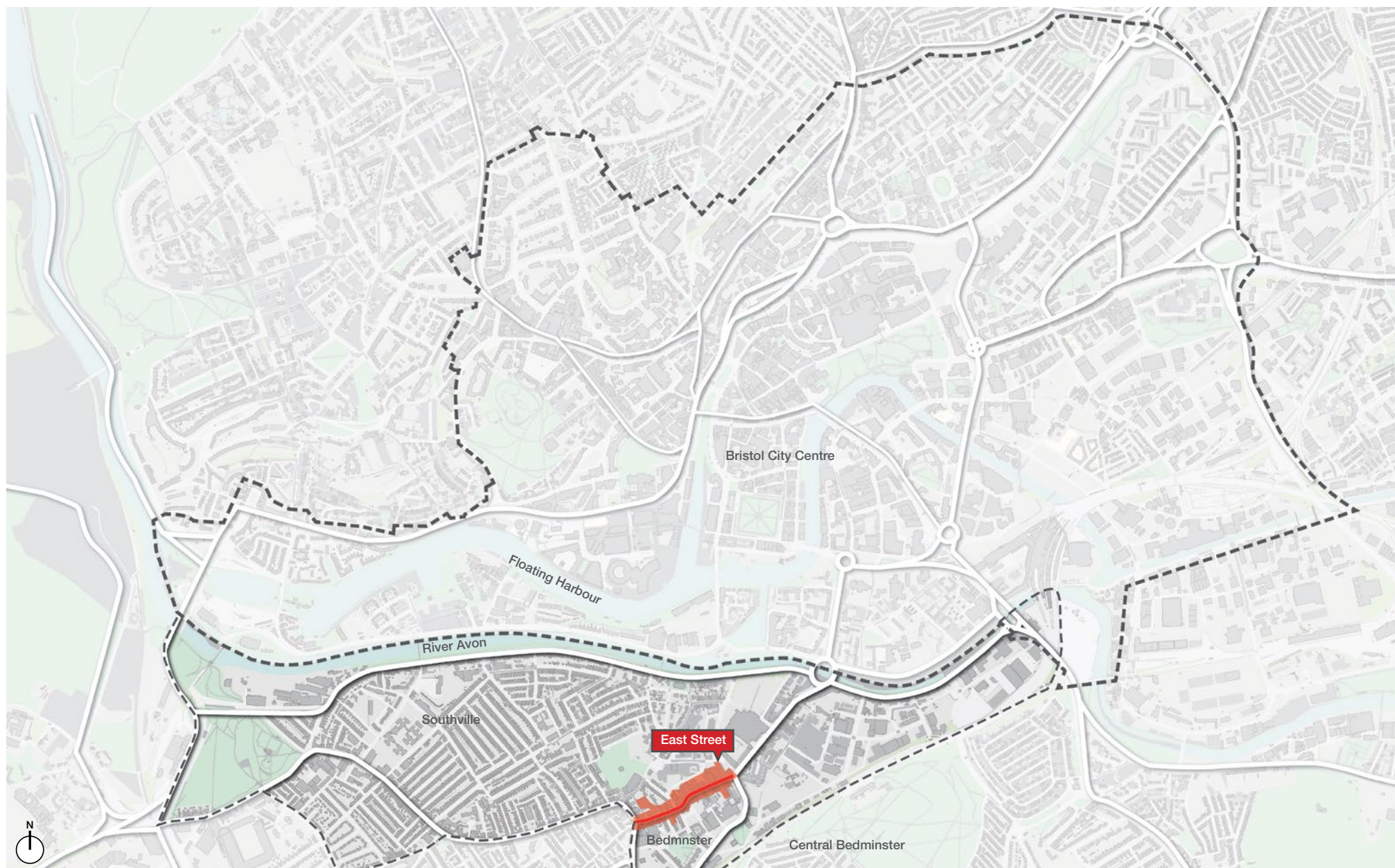
East Street is located in the south of Bristol, within the suburb of Bedminster. It is within walking and cycling distance of central Bristol, the Harbourside and Temple Quarter. There are good bus connections to these areas as well as train services from Bedminster Station to Bristol Temple Meads, with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



### 1900: Prosperity

East Street prospered during the early 20th century after the increase in population bringing with it shops and businesses to cater for the new living community.





#### 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 population, East Street was known for providing a variety of shops.



#### 2010: Decline

East Street has become a neglected high street. 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**

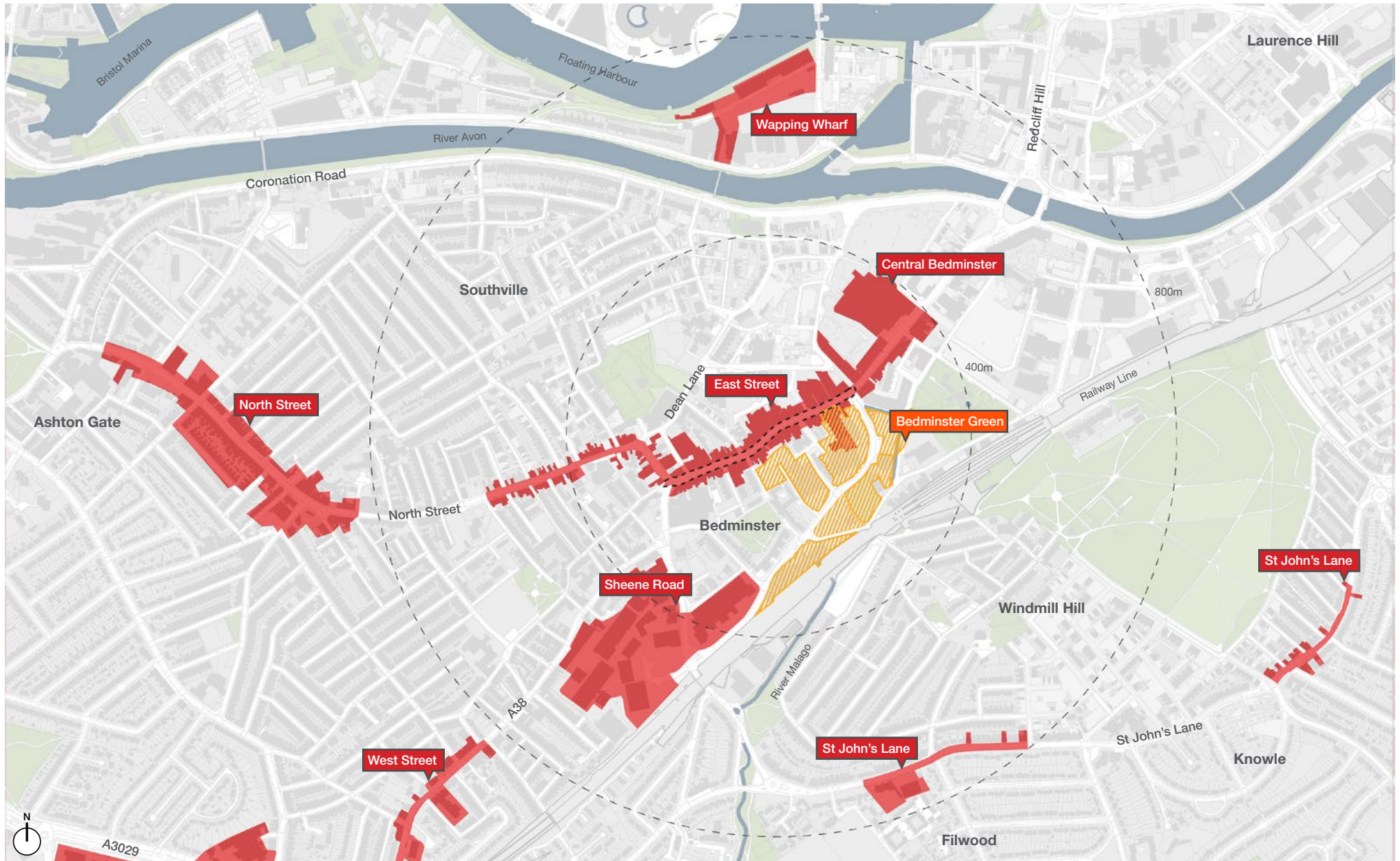
Sheene Road connects between West Street and Malago Road, forming part of the A38 that links Bristol City Centre to Bristol Airport and the M5 Motorway. The car centric nature of the road has created the conditions for an out of town retail park that includes supermarkets, builders merchants, car and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

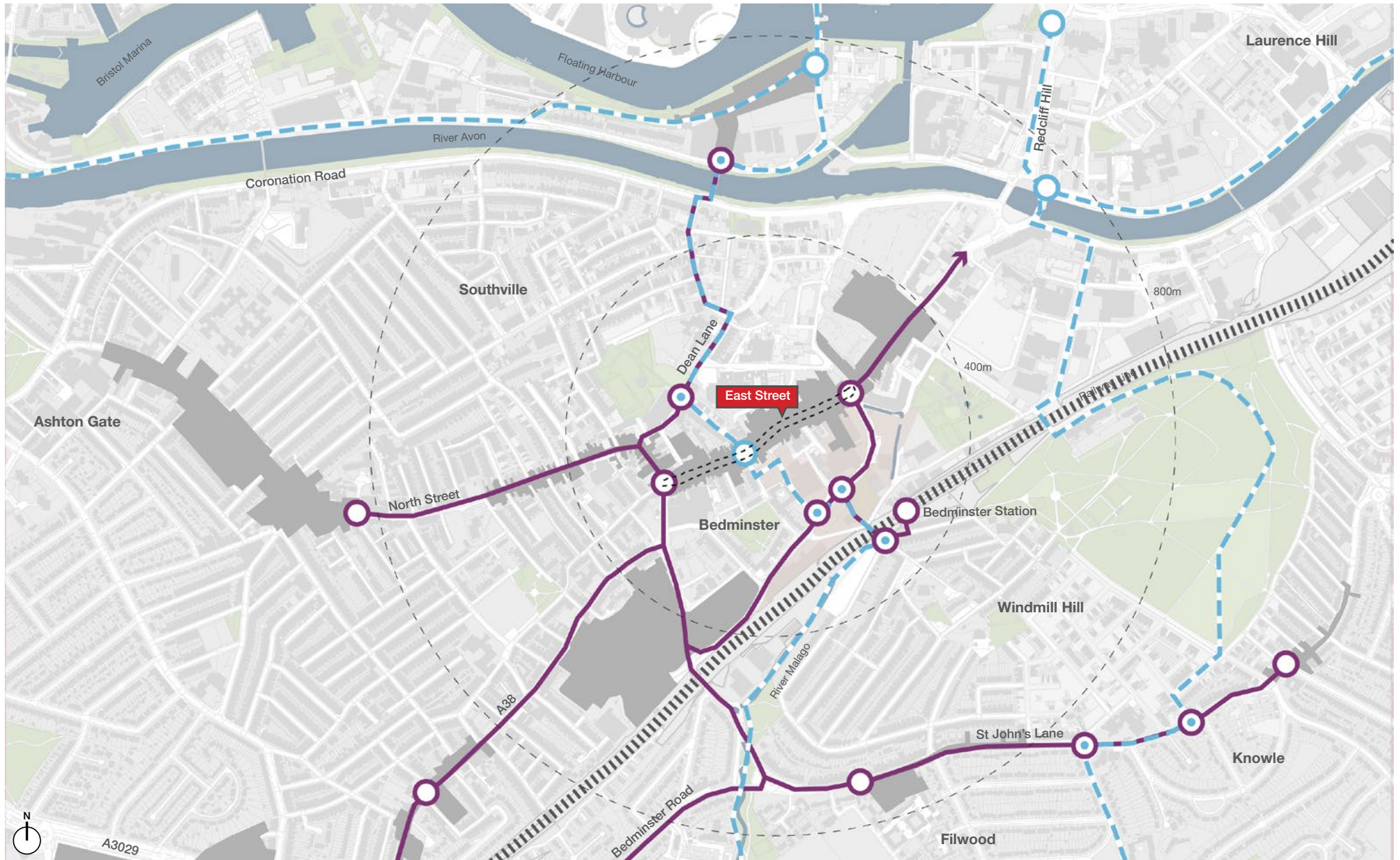
Forming part of the Malago Greenway, this central connection across East Street is pedestrianised. Warden Road is located on the northern side of East Street and links to Dame Emily Park and Bristol South Swimming Pool. Church lane is located on the southern side of East Street, connecting to St John's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

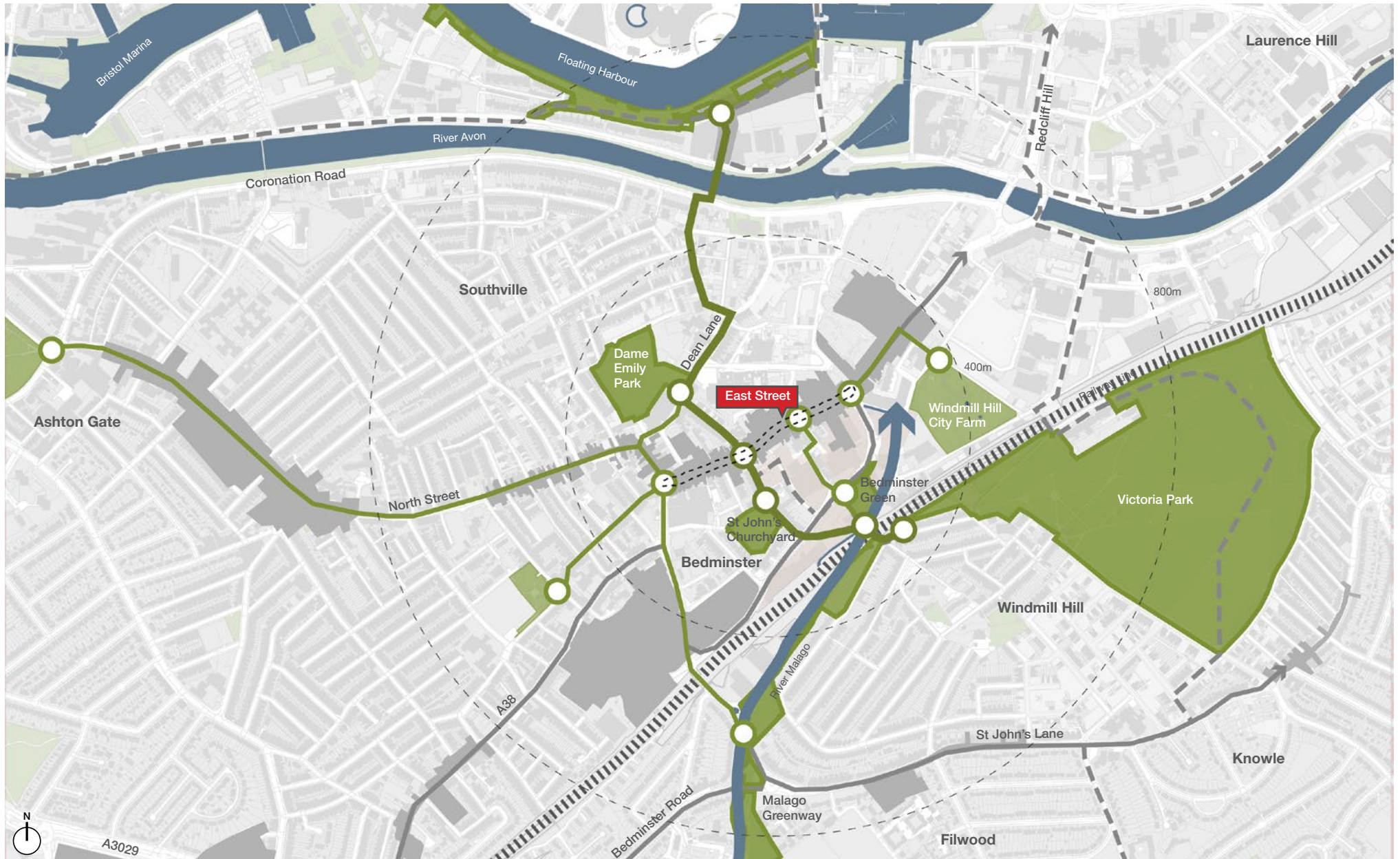
Victoria Park is a 20.8 ha park located near Bedminster and features tennis courts, a bowling green, a 1.7km jogging track, various exercise stations and a children's play area. The park was established in the 1880s following the expansion of Bedminster as a residential and industrial area within Bristol. 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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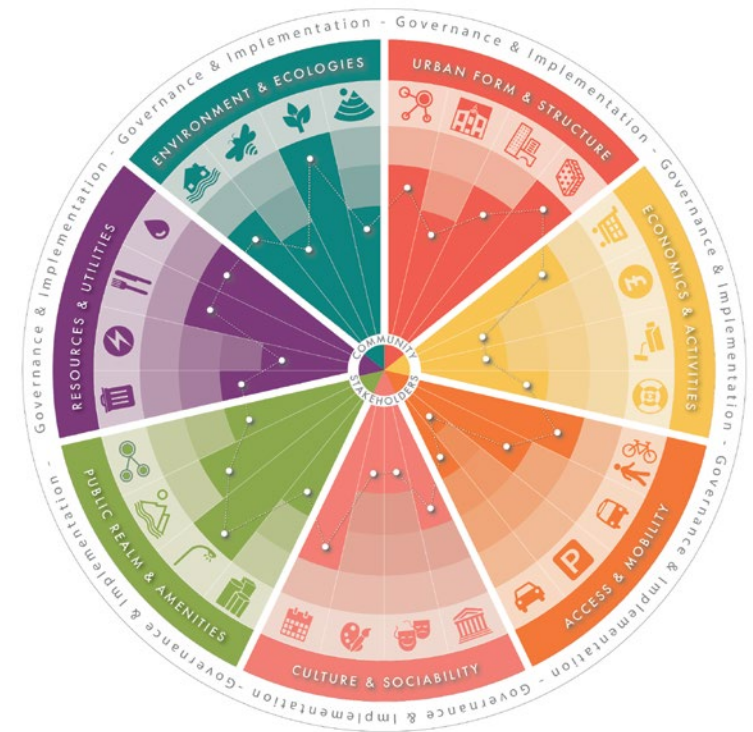
## 3.0 Place Understanding

*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



McGregor Coxall's Place Vitality Criteria





### 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 an area. Due to a lack of existing 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 realm 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 landuse 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 interweaved 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, how busy it was, where people were sitting, where the sun was hitting etc. This also helped to shape the wider engagement process.

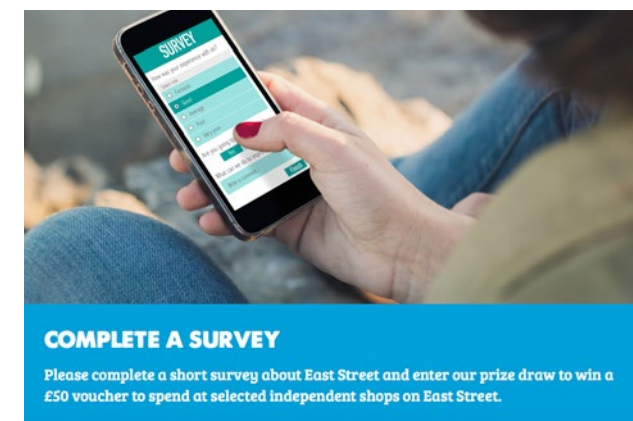


Project information listing the background to the project, details on the consultant team and the masterplanning process.

#### 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.



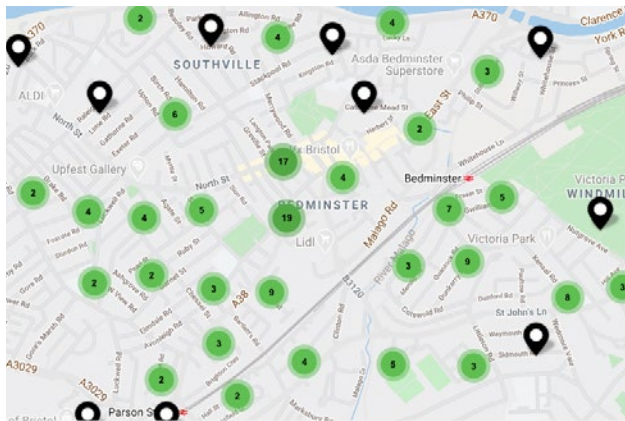
## Summary of Findings

### 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.

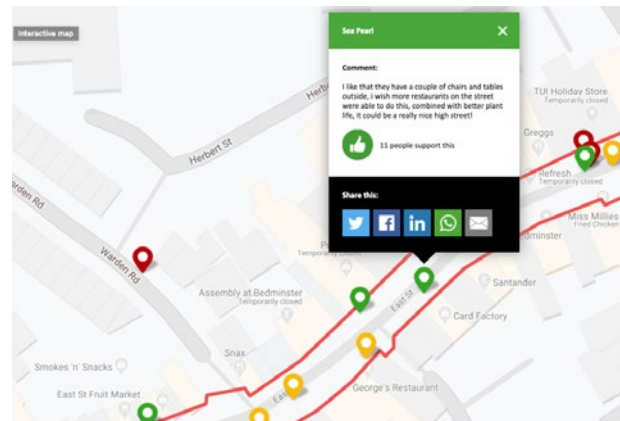


Wider mapping and comments of the Bedminster area to assist in understanding East Street's context.

### 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.

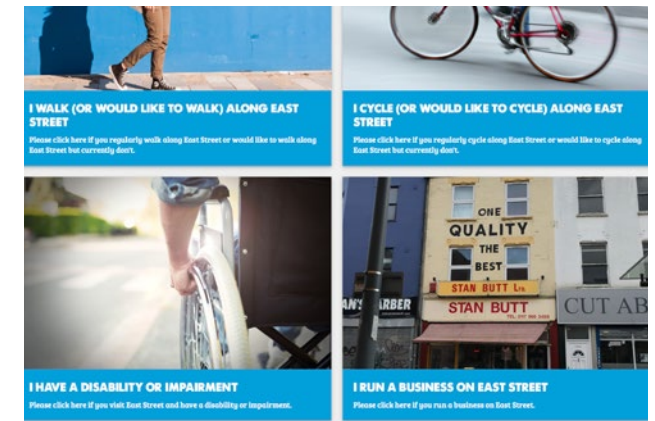


Interactive mapping documenting what people like, dislike and ideas on how the street can be improved.

### 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:

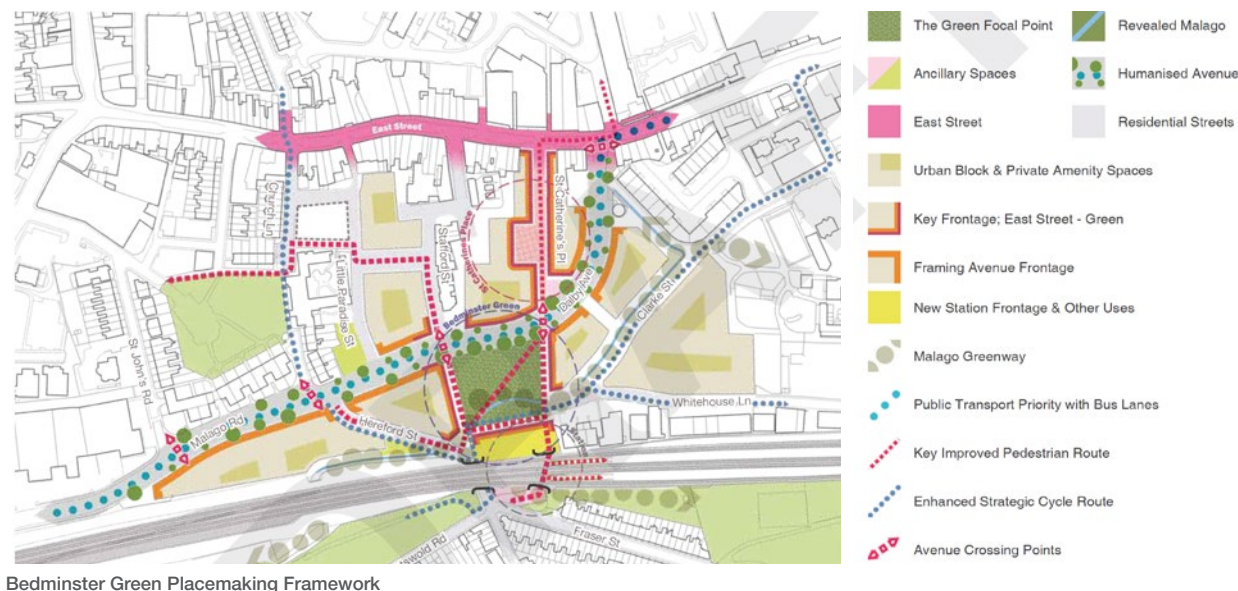
- A strong and active route between Windmill Hill, the station and East Street will underpin the quarter. This principal connection will be complemented by a variety of pedestrian and cycle routes that form an integral part of the new urban quarter to integrate it with the adjoining parts of the city.
- 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.



Bedminster Green Placemaking Framework



## 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 Street 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.

#### Legend

	Site Boundary		Flood Zone 3
	Wider Site Boundary		Wind Direction
	Waterway		Topography
	Flood Zone 2		Topography Annotation (Meters)



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 randomly 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 spans 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.



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 a 10m<sup>2</sup> area.



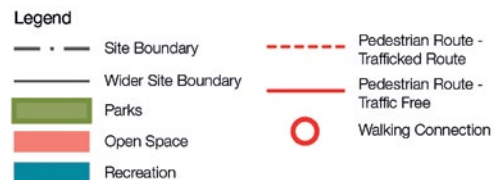
Street Elements & Materials



## 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 linking to East Street's context. 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 lunchtime 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 vibrant and engaged community that includes Windmill Hill City Farm, BV Artist Studios, Upfest and Elephant House. Its creative vibe is revealed through street graffiti that provides a glimpse to the eclectic character East Street offers.



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 street's cultural heritage.

### Legend

-  Site Boundary
-  Wider Site Boundary
-  Conservation Zone



Conservation Area



### 3.7 Access & Mobility

#### Public Transport, Servicing & Car Parking

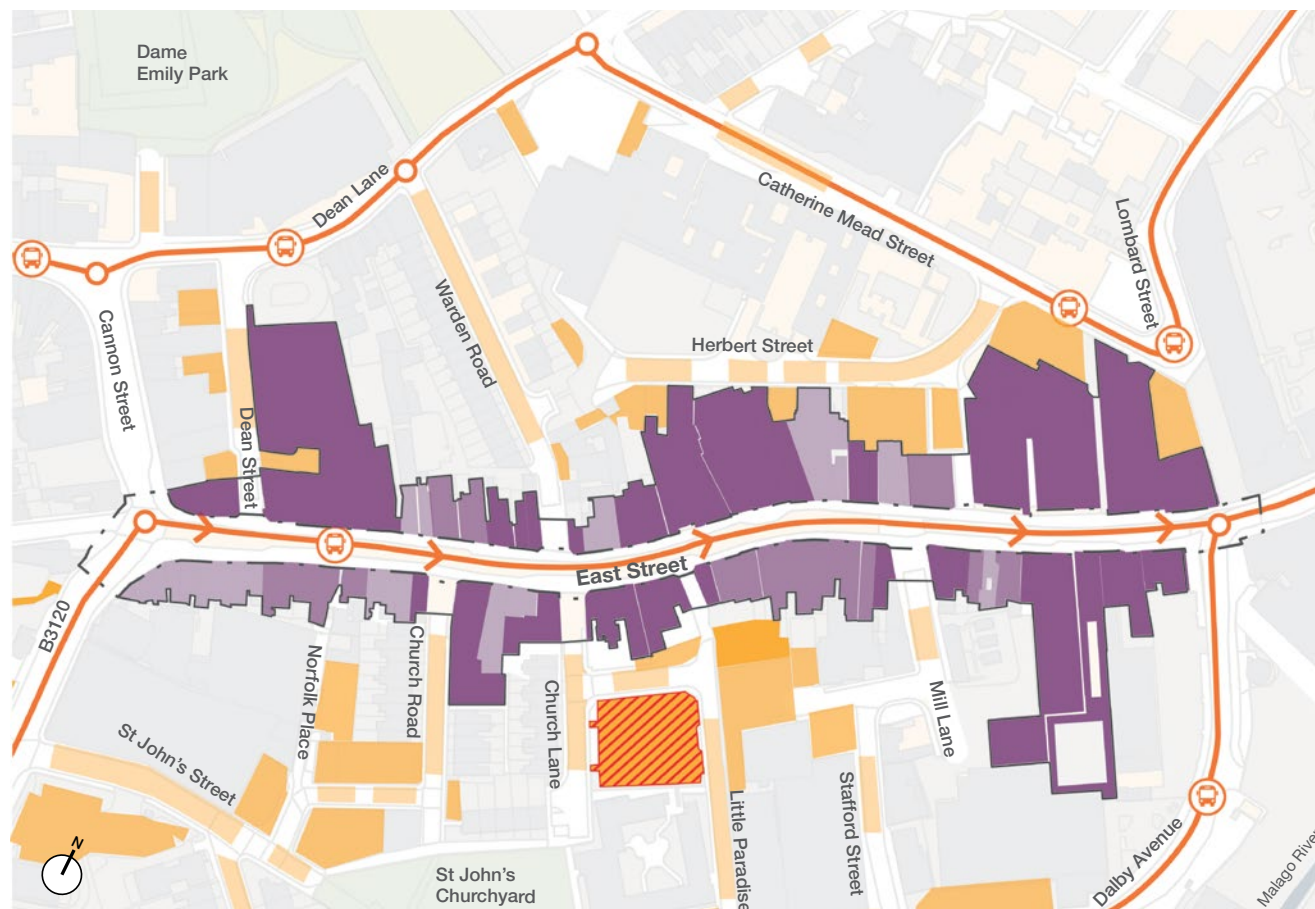
East Street is a one-way, restricted timed access street, limited to buses and loading. On average there are between 220 - 350 bus journey taken along East Street in a day, impacting the pedestrian experience. Car parking is primarily private with the newly proposed Little Paradise car park planned to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

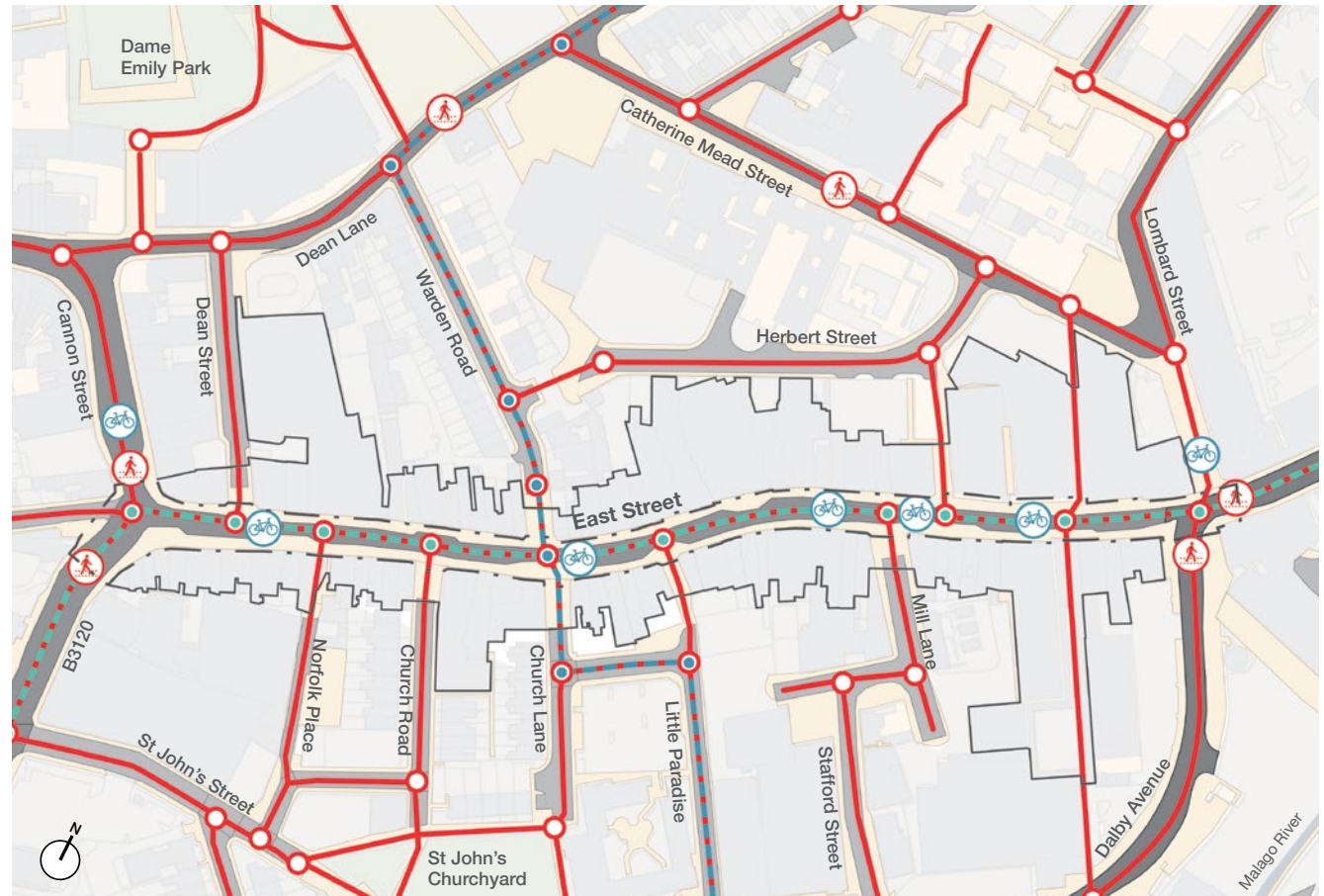


## Pedestrian and Cycle Network

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      |    | Santader Bank              |
|    | Ground Floor Use - Community   |    | Greggs                     |
|    | Ground Floor Use - Vacant Site |   | Refresh Centre             |
|  | 2nd Floor Use - Residential    |  | Sea Pearl                  |
|  | 2nd Floor Use - Commercial     |  | Poundstretcher             |
|  | 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 range 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 four 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



# CUT ABOVE

Tel: 0117 966 2865

CLOUD NINE

CUT ABOVE CUT ABOVE

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A photograph of a street scene in Bristol, featuring a bus stop with a glass shelter, a white bus with 'BRISTOL' written on its side, and several pedestrians walking on the sidewalk. The scene is dimly lit, suggesting dusk or dawn. The text '4.0 Options Development' is overlaid in white, centered on the image.

# 4.0 Options Development

## 4.0 Options Development

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*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.*

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### 4.1 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 service access along East Street via Dean 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 D] 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 D & F.



## 4.2 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

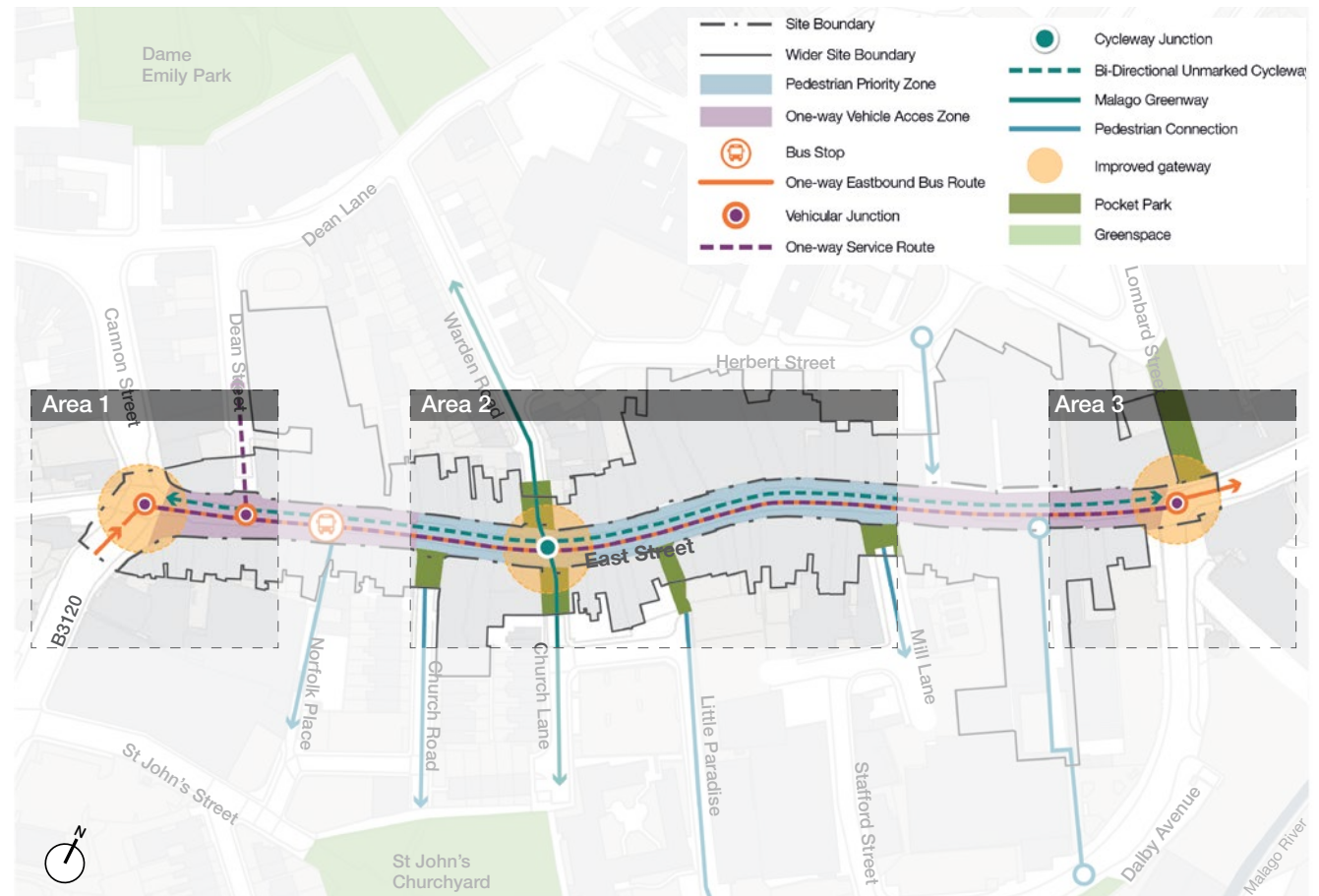
Eastbound for buses and service vehicles supported with an enhanced western gateway arrival space. Rationalise carriageway space at the Cannon Street junction, to allow the introduction of wider footways and a table treatment. Maintain service access to Dean Street and retain the existing Metro bus stop.

### 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

### 4.3 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



#### 4.4 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 public park scene with people walking, sitting on wooden benches, and playing under large trees and a white umbrella.

## 5.0 Placemaking Strategies

## 5.0 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.*

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### 5.1 Overview

In response to Section 4.0 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 bus 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 holistically 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. Greening the Way;
2. Place to Rest & Play;
3. Canvas for Creative Expression;
4. Resetting the Tracks;
5. Creating Space to Diversify;
6. Revealed the Architectural Fabric.

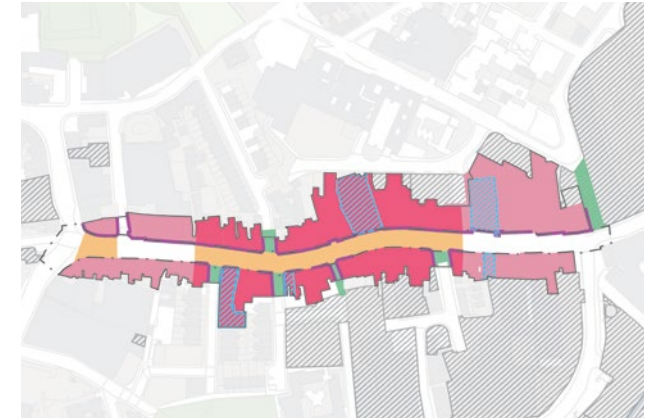




1. Greening the Way



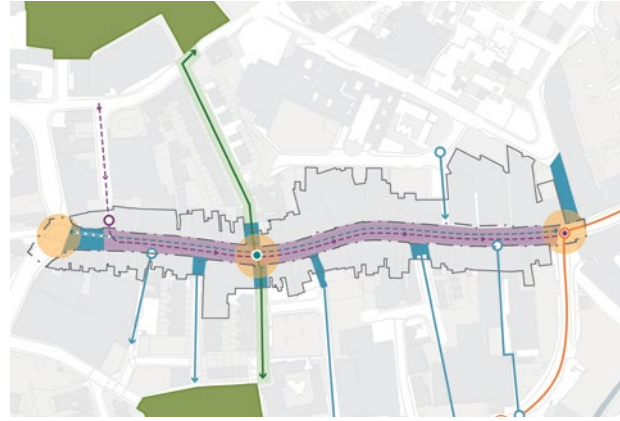
3. Canvas for Creative Expression



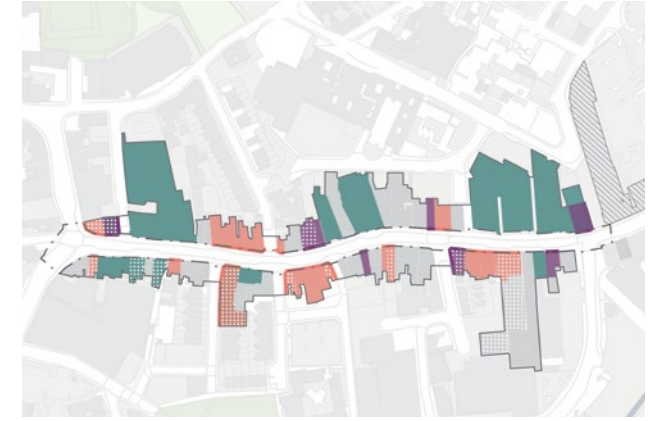
5. Creating Space to Diversify



2. Places to Rest & Play



4. Resetting the Tracks



6. Revealing the Architectural Fabric

## 5.2 Greening the Way

Green East Street so that it softens the urban character, enhances biophilic benefits for street users, reduces urban heat, manages 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.
- Establish tree lined gateway entries at Cannon Street and Dalby Avenue entries.



Greening the Way





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

### 5.3 Places to Rest & Play

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, support public seating 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.

#### Legend

	Site Boundary		Greenspace
	Wider Site Boundary		Enhanced Footpath Treatment
	Pocket Park		Pedestrian Connection
	Street Focal Point		Focused Street Activation
	Clutter Free Zone		Bristol South Swimming Pool
	Gateway Arrival Space		



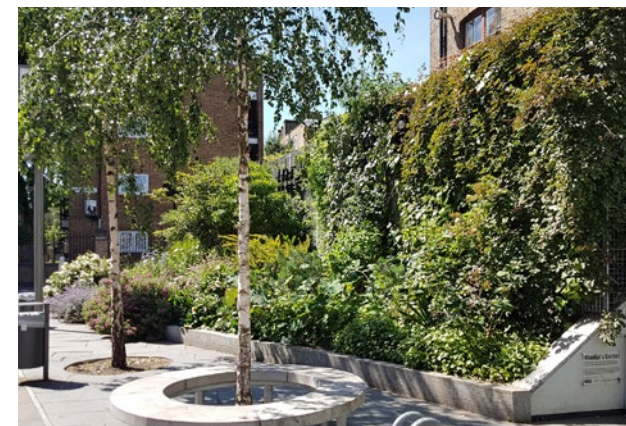




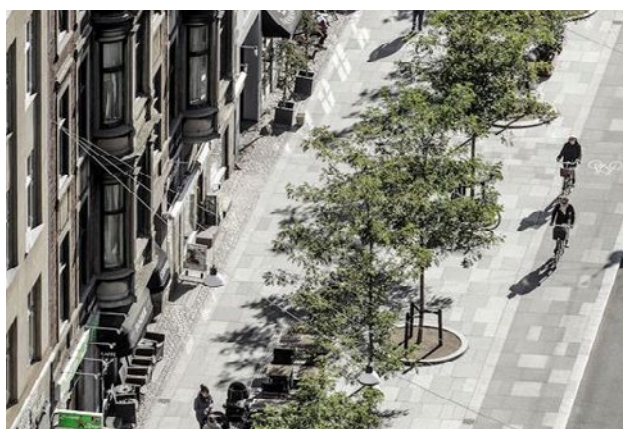
Reconfigured vehicle route to slow traffic down and create a safer environment for people walking and cycling



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.

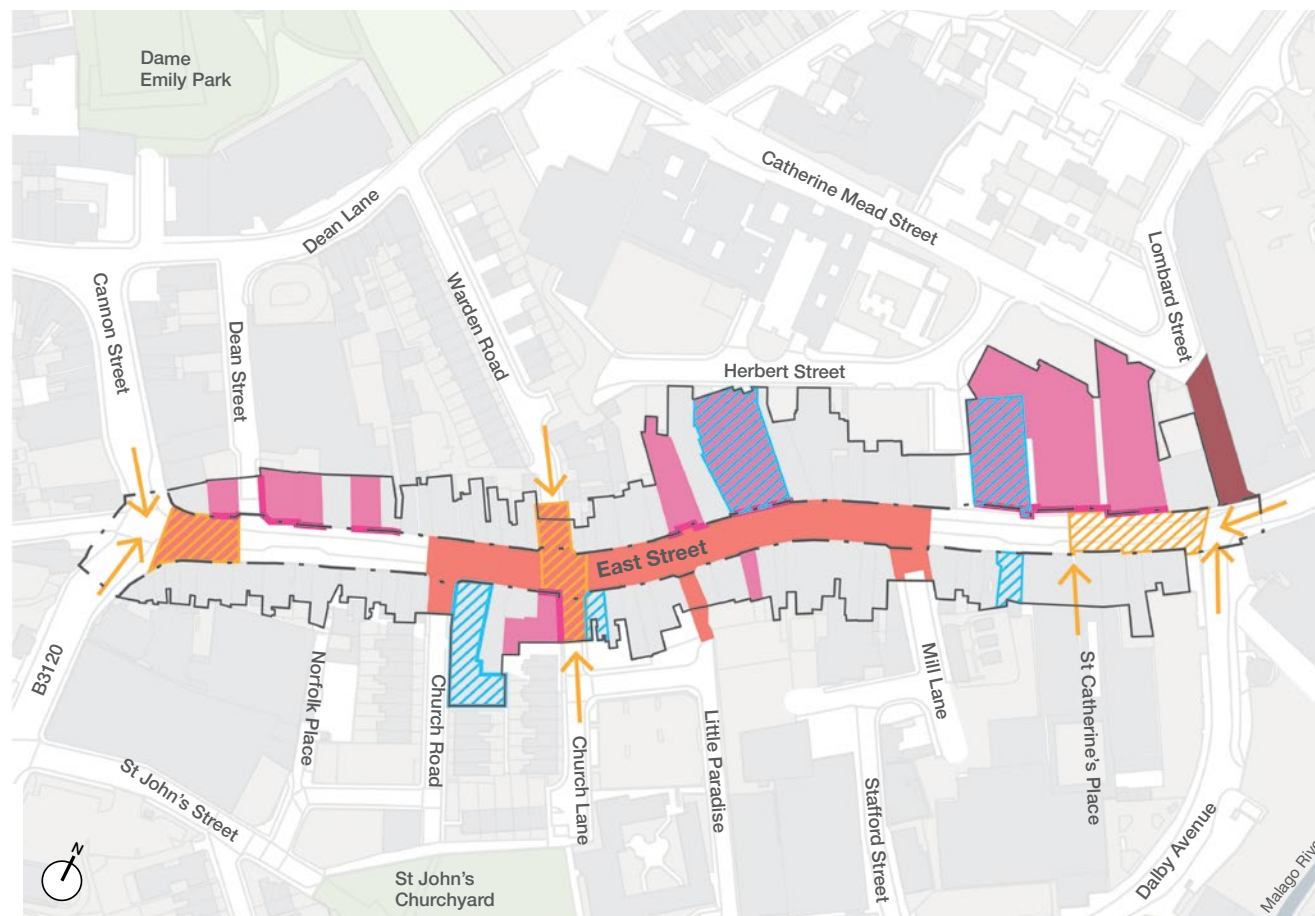


Establish a night time economy to activate the space and make people feel safer

## 5.4 Canvas for Creative Expression

A creative skills development/transfer program 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;
- Existing vacant buildings that could be established into a meanwhile buildings supporting community facilities, creative enterprises and events;
- The Cannon Street gateway can accommodate markets and cultural events 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

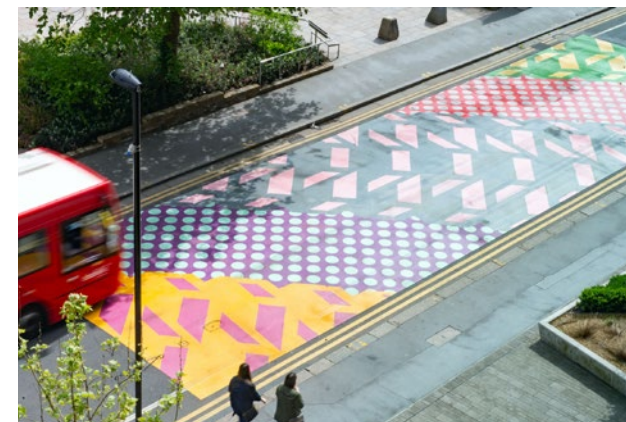




Meanwhile Use and Cultural Hub



Creative Lighting



Groundscape Art and Interpretation



Historic Interpretation



Street Furniture



Street and Wall Art

## 5.5 Resetting the Tracks

Drawing on the street's past as a tram route, East Street's can be reset to support a more pedestrian friendly environment. This can be achieved through a limited and more strictly managed service access being redirected to Dean Street. Once Dalby Avenue bus station is delivered, bus movement can be removed from East Street to deliver a pedestrian prioritised street feel. Key mobility initiatives are as follows:

- The East Street 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;
- One way service access is re-directed via Dean Street through to Bedminster Parade;
- Controlled service access via Dean Street can be secured through a rising bollard system;
- A pedestrian public space at the Cannon Street gateway can improve the arrival experience.

### Legend

— · — Site Boundary	— · — One-way Service Route
— Wider Site Boundary	— South Side Loading Bay
— Pedestrianised Area	— Bus Route
— Pedestrian Priority Zone	— Bus Stop
— Greenspace	— Vehicular Junction
— Greenspace Route	— Controlled Access [Bollards]
— Pedestrian Connection	— Cycleway Junction
— Malago Greenway	— Improved Junction Treatment
— Bi-Directional Unmarked Cycleway	
— Bi-Directional Segregated Cycleway	



Resetting the Tracks





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

## 5.6 Creating Space to Diversify

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 day-night ground floor uses such as food & beverage, retail and cafe bars to the centre of the street, activating East Street's heart;
- Target outdoor seating and alfresco dining around the pocket parks to support animation at the entrance points to East Street;
- Support creative businesses, maker studios, art shops and galleries, child care and community facilities to encourage a diverse 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	Active Ground Floor Use
— Wider Site Boundary	Alternate Building Uses
East Street Active Focal Point	Meanwhile Use [Options]
Ground Floor Animated Edge	Future Development Site
Pocket Park	



Creating Space to Diversify





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

## 5.7 Revealing the Architectural Fabric

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:

- Category 1: Re-vamp of building facade and shopfront to make it more attractive and inviting. Focused on quick wins rather than in depth physical improvement;
- Category 2: Large scale art interventions to signify change across the street and / or break down the mass and scale of a building. Interventions applied to whole building or facade as part of a wider public art strategy.
- Category 3: Restoration of facade and shopfront to ensure typology regains prominence within the street - heavier level of aesthetic and functional improvement as compared with categories 1 and 2. Improvements to be targeted to protect the building fabric now and for future generations.

### Legend

	Site Boundary		Cat 2 - Activation
	Wider Boundary		Cat 3 - Facade Restoration
	Grade II Listed		Cat 3 - Building Restoration
	Locally Listed		Gateway
	Cat 1 - Facade Rejuvenation		Gateway Access Direction
	Cat 1 - Building Rejuvenation		



Revealing the Architectural Fabric





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



Paint 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







## 6.0 Cultural Framework

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## 6.0 Cultural Framework

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*A skills development led cultural programme is proposed to be developed and integrated into wider community development activity ensuring a unique East Street identity.*

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### 6.1 Introduction

Finding ways to support the key cultural and social organisations already working on or near East Street is key to developing a resilient and integrated approach to building a distinctive place identity so as to create a vibrant lived experience.

It is important to build on the creative skills, activity and knowledge that already exist and develop an approach that is independent and durational.

From the stakeholders sessions key organisations comprising of BS3, Windmill Hill City Farm, Action Greater Bedminster and Upfest and Bristol City Council amongst others have expressed a commitment to exploring and supporting social and cultural development over time.

A skills development led cultural programme is proposed to be developed and integrated into wider community development activity.

Recognising that the physical regeneration of East Street may take time and be implemented on a phased basis it is proposed that cultural programming runs in parallel to

allow for a socially engaged, mid to long term approach to creating artist led work that may inhabit the street. This will allow for long term trusted working relationships to evolve.

### Construct

We propose 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.

Ideally this programme would be based within an accessible community hub as a production workspace. It could be developed over time as a series of artist/ maker residencies scoping, testing and building creative knowledge and capacity.

There are widely recognised models of good practice elsewhere in the UK and further afield which can inform and provide insight.



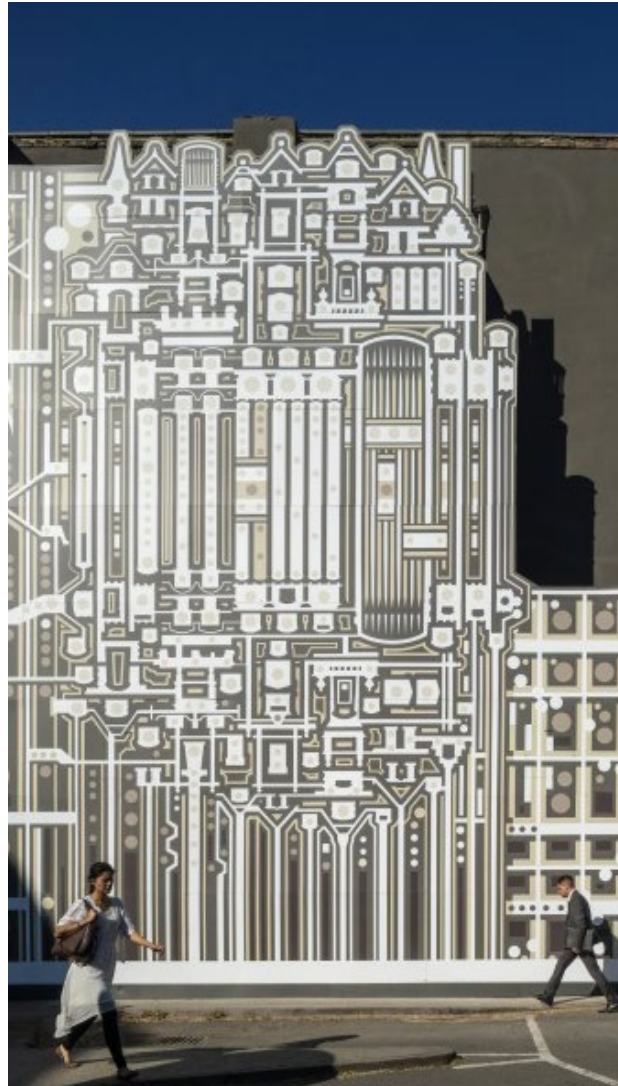
## Aims

- To provide and support a process led and resilient approach to help promote place distinctiveness through harnessing and supporting people with creative skills and knowledge to engender a sense of identity and belonging.
- To create agency and ownership through linking existing local cultural knowledge and skills with professional design and arts expertise
- To create a mid to long initiative that delivered in a flexible way with a range of partners

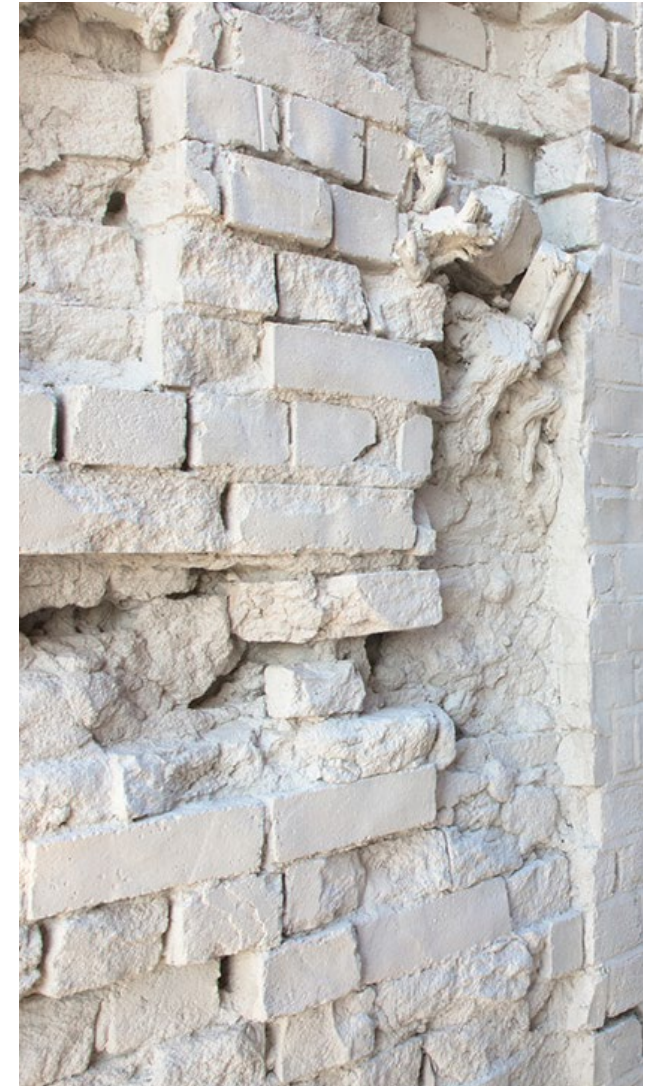
## Elements

A cultural programme that is people and process led to create activity, temporary and permanent creative interventions so as to form a language or lexicon for East Street.

- Working partnerships and mentoring to encourage individual creative skills development within Bedminster wide community. Perhaps as part of a wider initiative with anchor organisations.
- Positioned so that it could meet the needs of the wider Bedminster community including Bedminster Green.
- Light touch, wide scale approach to ensure deliverability; initially based on time based residencies
- Focus on several development strands to create impact and legibility
- Strengthened working relationships between urban design development and community ownership
- Vertically integrated



Balham High Street. Tod Hansom



Print Hall, Bristol. Follies by Juliet Haysom

## 6.2 Values

Key embedded values within the cultural programme should ensure that work:

### 1. *Sparks delight or extends horizons.*

Work should inspire imaginations, present alternative futures, animate the public realm or bring people together.

### 2. *Is innovative or distinct.*

Work should be distinct or unexpected for audiences, allowing us to see the world in a new way or gain a new understanding.

### 3. *Promotes dialogue and exchange.*

Development of creative processes that encourage an exchange of skills and ideas, nurturing potential and leading into a 'golden thread' of development and capacity building.

### 4. *Is People-centred.*

Work should be relational, participatory or co-produced with people locally. It needs to appreciate how diverse audiences may respond and is relevant to East Street as a diverse and everchanging community.

### 5. *Is enduring.*

Be that in the memory, an experience that endures, or through the longer-term impact that a creative project can have on individuals, the community or sense of place.

### 6. *Is relevant and responsive to place.*

The work should enhance our understanding of East Street and its sense of place.

### 7. *Promotes new collaborations.*

The work should invite collaborations and connections across different communities of interest within and without East Street. Does it engage with the wider cultural ecology, engaging with other sectors, local industry or voluntary and community groups.

## Roles of artist

Artists bring a different perspective and way of working to a regeneration programme often being able find ways to drawing out the essence of a place and community and representing this in a new way.

The skills that artists offer extend beyond the role of creator to include the role of researcher, enabler, facilitator, producer and activist. This breath of activity should be encouraged.

To extend horizons it is proposed that artists working from other parts of the UK and abroad are offered ways to bring their skills and perspectives to enrich the programme. This could be through partnering, mentoring or skills development initiatives.

## 6.3 Development Strategy

The development of a cultural programme is closely aligned with the social and wider community development for East Street as much as the physical regeneration programme.

From initial discussions there is an appetite for anchor organisations to further develop community spaces and supporting infrastructure aligning with individual activity and energy to create a resilient and sustainable approach.

Ginkgo is able to facilitate and coordinate initial cultural programming and development taking a lead from the anchor organisations as when the opportunities arise.

A first phase of activity would be likely to be an application to Arts Council England or similar public funding to develop a practice led research and scoping project based around artists working in residence within the community to test, build and develop an integrated cultural programme that can run alongside the spatial regeneration of East Street.

## 6.4 Cultural Hub

There are several buildings on East Street that could form suitable locations to host a cultural / community hub either on a meanwhile basis or for longer term use. Key potential locations have been identified in the cultural strategy on [page 72](#) of the report.

The formation of such an initiative could form a real focal point for community led regeneration forming a strong basis for the development of a mix of social and cultural initiatives to ground the evolution of a unique street identity.





Katie Anderson at work creating tree ring waymarkers for DGRI, Dumfries

### *'Every One Every Day' Participatory City:*

Every One Every Day builds on the 'hands on' projects that people have been creating over the last few years in their own neighbourhoods. These types of projects welcome people from all walks of life. These projects include:

- Sharing skills, spaces and resources.
- Families working and playing more together.
- Food growing and tree planting.
- Trading, making and repairing.

The project is seen as one of the UK's leading people led regeneration projects building individual agency and capacity to become involved in a place on a sustained basis

<http://www.participatorycity.org/every-one-every-day>

ONE.  
EVERY  
DAY.

DO SOMETHING



### *Eyeview shop, Winner St, Paignton*

The Eyeview shop formed a focal cultural/community space within central Paignton for 12 months during the delivery of the place based cultural programme 'Eyeview'.

The space acted as a host for local events and activities and a no cost meeting space for local groups. As a result it provided a safe environment to nurture a wide range of community street based activities and wider initiatives to stimulate discussion, energy and ownership.

<https://www.eye-view.org.uk>



### *Weston Artspace*

Weston Artspace is a new hub for Weston's creative community right at the heart of the High Street. The space forms a work and gallery space for artists, writers, photographers, filmmakers and that are companies. The project grew out of an initiative led by cultural producers Terrestrial who researched and work with stakeholders over a two year period before delivering a year long programme. Now their involvement has come to an end and a new CIC has been established to foster local arts and creative practice in the heart of the town. <https://www.terrestrial.org.uk>





## 6.5 Facade and Groundscape Art

Culturally led work arising out of socially engaged practice should play a role in articulating the streetscape. The potential for enhancement of building façades and ground scape provide opportunities to punctuate the street and help to develop a vibrant, independent and distinct identity for the street.

Key locations include:

- Buildings that have little architectural merit
- Cycleway junctions
- Crossing points
- Main street entrance points



Upfest: two projects by 2020 artists



Camille Wahala



Morag Meyerscough: Power, 2017, Battersea Power Station









## 7.0 Architectural Framework

## 7.0 Architectural Framework

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*The architectural framework focuses on East Street's buildings that upon initial assessment could benefit from some level of intervention. These levels of intervention have been sorted into three categories.*

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### 7.1 Architectural Approach

Following the review of the history and evolution of the street that was completed during stage 1 of this project, we have undertaken a visual analysis of the existing buildings in order to establish a cohesive strategy for their improvement. This study considers the street as a whole and it is important to note that it represents a snapshot in time as buildings will naturally deteriorate over time and potentially undergo change with each new occupation.

In assessing the street, we have established that not all buildings require intervention. The framework focuses on those buildings that upon initial assessment could benefit from some level of intervention because they are:

- Visually 'tired' and would benefit from application of colour.
- In a state of ill repair
- Larger modern buildings that currently contribute poorly to the street
- Historic or of local importance but have lost their prominence within the street.

Buildings identified as requiring some level of intervention have been sorted into three categories which represent levels of intervention.

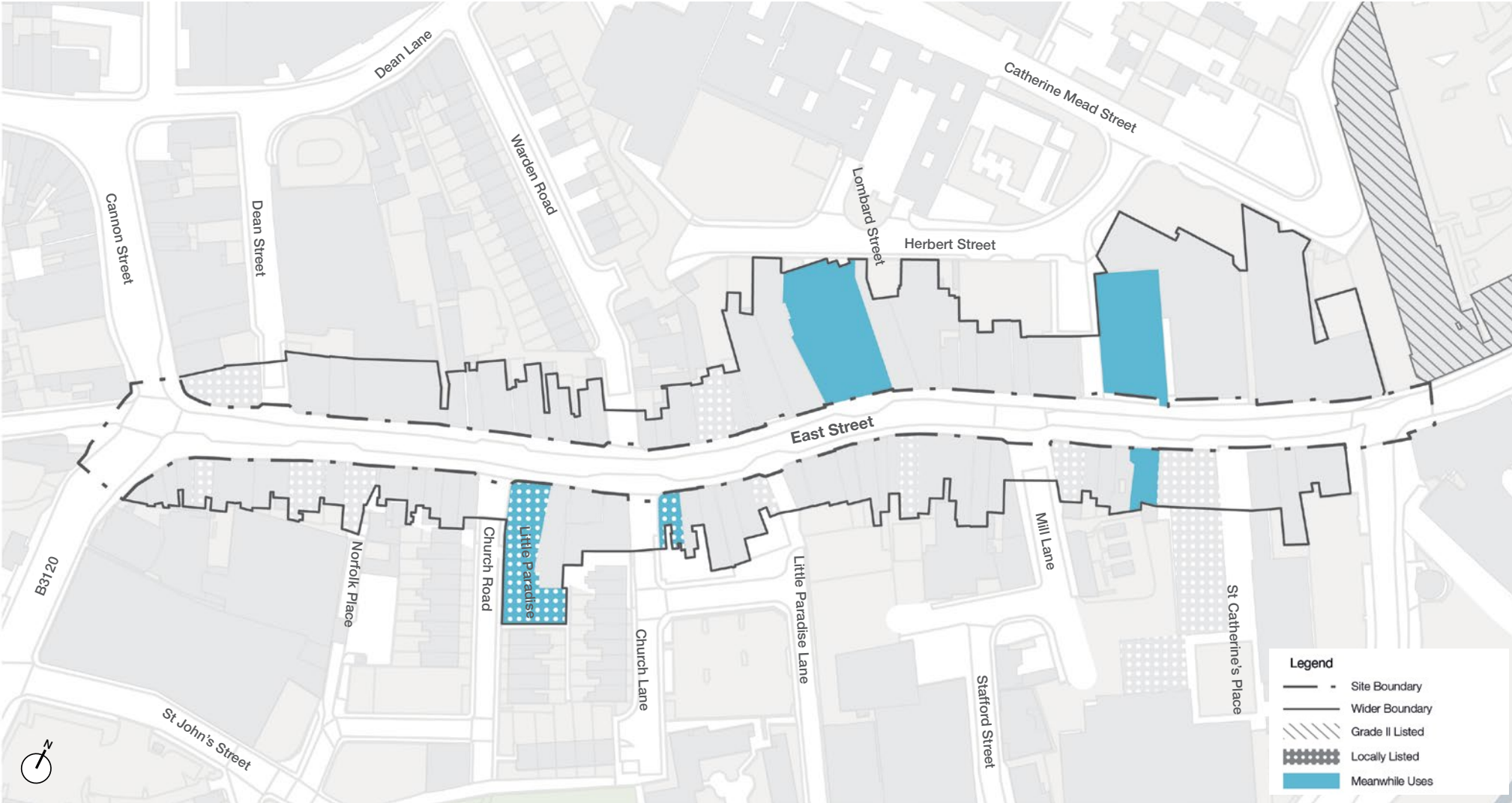
### 7.2 Meanwhile Use

The consultation that has taken part over recent months has highlighted a desire for a community hub building to be located on East Street. In response to this desire we have identified buildings that currently sit vacant but that from initial visual appraisal appear to require little work to be carried out to enable occupation. It is suggested that these could be occupied for meanwhile use. We have selected a variety of building styles and unit sizes for this purpose along the street.

Notionally the period of occupation is anticipated to be within the next 12 months and for a period of 12-24 months and until the main programme of work to the street is programmed to commence. It is suggested that meanwhile uses should exclude food and beverage to therefore avoid the introduction of new services.

The scope of work should cover necessary works to each building to render it safe for occupation. Therefore, notionally works would include a basic external tidy and potentially the re-painting of elements of a façade, removal of old signage and the fixing of new sign boards to enable the fixing of new temporary signage associated with a meanwhile use as well as the clearing of internal spaces to remove rubbish. It is not envisaged that internal partitioning would be removed.





Potential Meanwhile Use Locations

### 7.3 Category 1: Low Intervention

This covers buildings that could be easily improved through the application of fresh paintwork, or the cleaning and de-clutter of their façade. These are the 'background buildings that collectively will act to lift the visual appearance of the street quickly. It is imagined that this work could be completed by individual building owners or tenants if so wished. Key methods to improve the Category 1 buildings are;

- Cleaning / de-clutter of facades (for example removal of disused electrical items, shutters, advertising);
- Aesthetic improvements through application of paint.

#### Example Building: 72-74 East Street

Existing painted brickwork cleaned to remove flaking paint grease / residue. Minor repairs to surface undertaken. in preparation for painting (note: full visual inspection of facade at upper level required to assess extent of damage)

Hanging sign removed.

Shopfront signage board repaired as necessary to provide even surface for painting.  
New paint applied

Security shutters removed. Window surrounds and door painted to match signage zone above.



Existing painted brickwork cleaned to remove flaking paint grease / residue in preparation for painting.  
New paint applied





Category 1: Low Intervention

## 7.4 Category 2: Medium Intervention

There are generally two types of building that fall within this category: larger modern buildings of a scale that is disproportionate to their neighbouring buildings / the wider urban grain and smaller buildings with poor quality brickwork. This category has an important interface with a public art strategy for the street. Through interventions on category 2 buildings, buildings can become Art Space.

The introduction of art work / graphics onto buildings will create statement buildings that can act as markers and identifiers to activate the street scene as well as frame proposed new pedestrian and cycle linkages and pocket parks. In creating art space on buildings, it will be important to develop a cohesive language of art, pattern and colour along the length of the street as part

of a wider public art strategy. Options to be explored within this category include :

- New cladding screens applied to cover existing poor quality cladding
- Provision of large scale art murals to existing painted brickwork facades or those with poor visual brickwork
- The installation of art to the building façade and potentially also across the surface of the immediately adjacent pavement
- The application of coloured films to street level door and window glazing on vacant buildings

- Functional repairs here would include attending to broken glazing and therefore render the premises secure and visually sound, and also return broken doors / windows back to operation.

We suggest that the distinction of which buildings could incorporate individual strategies is developed following the completion of a more detailed building appraisal. Key methods to improve the Category 2 buildings are;

- Cleaning / de-clutter of facades;
- Opportunities to install lighting on the facade;
- Minor functional improvements (for example: to repair loose signage, fix broken windows / doors;
- Paint / surface treatments/ screening to be applied.

### Example Building: 66 East Street







Category 2: Medium Intervention

## 7.5 Category 3: High Intervention

This category covers buildings that upon initial appraisal would benefit from more extensive refurbishment. It is envisaged that the scope of repair would vary depending upon the building age. Generally category 3 works should aim to repair the façade and reinstate any lost architectural features to increase a building's prominence within the street. Key to the success of category 3 elements of work will be the completion of detailed condition surveys and building façade studies to inform the development of a suitable scope of refurbishment. Key methods to improve the Category 3 buildings are;

- Cleaning / de-clutter of facades (for example removal of disused electrical items, shutters, advertising)
- Elements in poor state of repair repaired
- Possibility to improve accessibility of shopfront
- Necessary structural repairs undertaken
- Aesthetic improvements through application of paint, reinstatement of lost features and removal

### Example Building: 149-151 East Street







Category 3: High Intervention









## 8.0 Public Realm Masterplan

## 8.0 Public Realm Masterplan



*A detailed Masterplan has been developed informed by the 2019 East Street Vision, six placemaking strategies and engagement with the local community.*

### 8.1 Engaging the Community

In response to the successful engagement period during undertaken over Spring 2020, a second phase of engagement activities were identified for Autumn 2020.

This section summarises the key findings of the second phase of community engagement which incorporated;

- A video and website update summarising the stage 1 outputs represented in a report;
- An online public webinar on the 9th November allowing participants to ask questions following the video and website update;
- An interactive online stakeholder workshop [25 participants] on 23rd November structured around four themes that were identified through the Stage 1 findings as key points for discussion.

To assist the stakeholders understanding the emerging masterplan concept, McGregor Coxall prepared a presentation that included sketches, precedents and an interactive view of the masterplan in 3D. Key findings from this themed workshop are represented in this section.

#### *Movement & Access*

There were some concerns expressed about the proposal to re-route the bus to Dalby Avenue and how this might effect some user's decision to visit the street. However, in the stakeholder workshop there was near consensus that this proposal would enable wider benefits for East Street if undertaken alongside other investment and improvements. Key to this, was ensuring there were appropriate and effective routes and links to East Street from the new bus stops on Dalby Avenue. There was broad support for the proposal to create a pedestrian priority environment but with a number of caveats;

- There was provision of pedestrian only 'comfort zones' where pedestrians wouldn't need to interact with other modes of transport.
- Clearly defined surfaces with a change of colour / surface material to demarcate the proposed contra-flow cycle route (this clear feedback came from all user groups including pedestrians, cyclists and disabled groups and also mirrored the findings from stage one).
- It was noted that the proposals were predicated on vehicle access to the street being effectively managed and controlled and this would need to



be agreed with the Bristol Highways (the use of retractable bollards was highlighted as an option). Without this provision, it was felt the benefits of the proposed scheme were not achievable.

- There was also some concerns raised that the public seating areas might attract anti-social behaviour and would need to have a sufficient maintenance budget.
- There was also feedback related to providing hostile vehicle mitigation.

### *Community & Culture*

- There was some feeling that there should be less focus on physical and infrastructure improvements and more on a people-led approach and on creating community spaces.
- The visuals used to present the design needed to be representative of the local population i.e. to include older people / people in wheelchairs etc.
- It was felt that the proposals coming forward, including any art projects, should be co-produced with the community
- There was potential for more focus on the history of the area.
- There was some feedback that the final report should be in a user friendly format suitable for a wide audience.

### *Character & Experience*

- There was some discussion around how the proposals needed to maintain a sense of character reflective of East Street during a period of change.
- It was proposed that consideration be given to how to manage change so as to retain this character but also enable East Street to adapt to a changing context e.g. through planning policy.
- There was feedback that there were a number of developments coming forward for this area and the emerging proposals for East Street needed to demonstrate how they would integrate with the wider and changing context.

### *Ecology & Environment*

- There was some discussion about whether there would be potential for sustainable urban drainage and/or green walls in the proposals
- There was a number of questions around the funding and management of the proposed green infrastructure e.g. the street trees.
- There was also discussion around the potential for the proposed row of mature trees to reduce the efficacy of the proposed street lighting in the evening which might be of detriment to the evening economy and sense of personal safety and comfort.
- There was also a question around management of bins and where they would be located on the street.

### **Engagement Summary**

- The proposals need to maintain the character of East Street whilst enabling it to become a multi-functional street that can adapt to a changing context.
- Broad consensus amongst stakeholder groups for re-routing of the bus to Dalby Avenue and creating a pedestrian priority space on East Street **IF** links between Dalby Avenue and East Street are improved.
- Strong support for creating pedestrian ‘comfort space’.
- Clear preference from all users groups for clearly demarcated cycle contra flow route with a change of surface / colour.
- Interest in community-led approaches and, in particular, the idea of a creating a community hub on the street.
- Need to consider security and safety of users including hostile vehicle mitigation.
- Need to consider the funding, management and maintenance of the proposals for the longer-term including how vehicle access will be controlled / managed which will require engagement with the local authority and other partners.

## 8.2 East Street Public Realm Masterplan

East Street is envisioned as a pedestrian prioritised environment through relocating bus services to Dalby Avenue, rationalising service vehicle access via Dean Street and artistically interpreting the contraflow cycle route into the street design. These initiatives unlock East Street's latent economic potential by accommodating alfresco dining space and adaptable street elements facilitating increased opportunities to establish a day-night economy.

A key focal point to the street is East Street Square, Bristol's newest community public space. Located on the Cannon Street/ East Street intersection, this multifunctional public space is defined by an avenue of trees, integrated modular benches and planters and a flexible platform for markets and other cultural gatherings. This links into a wider cultural program based around artist/ designers working with local individuals/ organisations to develop a series of art/craft/design led projects strengthening East Street's unique identity.

Underpinning East Street's future is its role as a green street that positively contributes to Bristol's climate change agenda. Containing a linear alignment of varying street tree species, a biodiverse rich palette of plants and green gateway arrival points, East Street can actively reduce urban heat island, create an urban habitat for wildlife and establish a more attractive street environment for visitors. Complementing this greening are five biophilic pocket parks containing topographical play trails, integrated planters/benches and cycle parking.







### 8.3 East Street Focus Areas

The masterplan establishes key focal points of interaction and activation along East Street establishing a sequential and varied streetscape experience.

Key focus areas are as follows:

- East Street Square
- Church Lane & Warden Road Corridor
- Central East Street & Little Paradise Lane
- Mill Lane Arrival Space
- Dalby Avenue Gateway



#### East Street Square

East Street Square is a new public space located on the intersection between Cannon Street and East Street. Transformed from a vehicle entry point to a space for social interaction, East Street Square is defined by a linear avenue of trees, modular furniture and planters and interpretive markings for cyclists. Importantly this public space forms a market square where street stalls can be located supporting local artisan businesses.



#### Church Lane & Warden Road Corridor

Church Lane and Warden Road pocket parks are rejuvenated into biophilic modular community spaces supporting an interchangeable array of play, seating, trees, planting and cycle elements. Integrated within the pocket spaces is the Malago Greenway cycle route which is playfully interpreted into the public realm. This East Street nodal point is animated by facade and groundscape art, meanwhile uses and local businesses.





### Central East Street & Little Paradise Lane

This central location along East Street accommodates a focused collection of businesses that support al-fresco dining. The intention is to encourage a critical mass of street activation during the day and night between Church Lane and Mill Lane. Supporting this stretch of East Street is Little Paradise Lane pocket park. The small space supports cycle parking, low lying planters and some integrated bench seating. Buildings facing the space animate it through active ground floor uses.



### Mill Lane Arrival Space

Mill Lane Pocket Park forms a major connection point between the future Bedminster Green development and East Street. This space should be a major focal point for East Street supporting an interchangeable array of play, seating, trees, planting and cycle elements. Importantly this space should form a gateway arrival point to East Street through improved building facades, the Mill Lane pocket park, alfresco dining and art interventions.



### Dalby Avenue Gateway

Dalby Avenue Gateway is uniquely defined by a tree lined avenue that complements East Street Square, signifying the street's environmental focus. The intersection between East Street and Dalby Avenue is improved to feel more pedestrian and cycle friendly. In addition local businesses are encouraged to support active ground floor uses reinforcing East Street's identity as an active day-night destination.

## 8.4 Composing East Street

East Street Masterplan is composed in a manner that balances programmatic activation, pedestrian and cycling movement, art and culture and urban greening. It supports a more seamless relationship between the passive pocket park spaces and more vibrant street activation. Key considerations composing East Street are as follows;

- The pocket parks form biophilic spaces for play, rest and relaxation. They are designed to support movement and encourage safe dwell space.
- The northern edge of the street contains adaptable street elements such as alfresco dining and modular systems allowing the street edge to adapt to changing high street business requirements.
- Street tree planting is dedicated to the northern street frontage and pocket parks to provide natural shade and shelter.
- The southern edge of the street supports fixed furniture, lighting elements and alfresco seating emphasising the complementary role each side plays in defining the street character.



Cross sectional perspective through Warden Road and East Street.



nters  
on



Carefully positioned trees frame views to the buildings, provide natural shade and support nesting habitat.



Street lighting forms a cultural resemblance to the past tram structures located along the street.



Facade art located on the corner of Church Lane establish cultural gateway to East Street.





### Church Lane and Warden Road View

Church Lane and Warden Road pocket parks seamlessly intersect with East Street framing its vibrant character. Building facade improvements and gateway facade art ensure visitors experience a distinctly unique East Street.



Existing photograph looking west towards the Church Lane and Warden Road intersection.







Possible Meanwhile use establishing a community and cultural hub for East Street.



Facade art located on the corner of Church Lane establish cultural gateway to East Street.



Creative cycle route linking culture and shared movement between cyclists and pedestrians.



## 8.5 Animating East Street

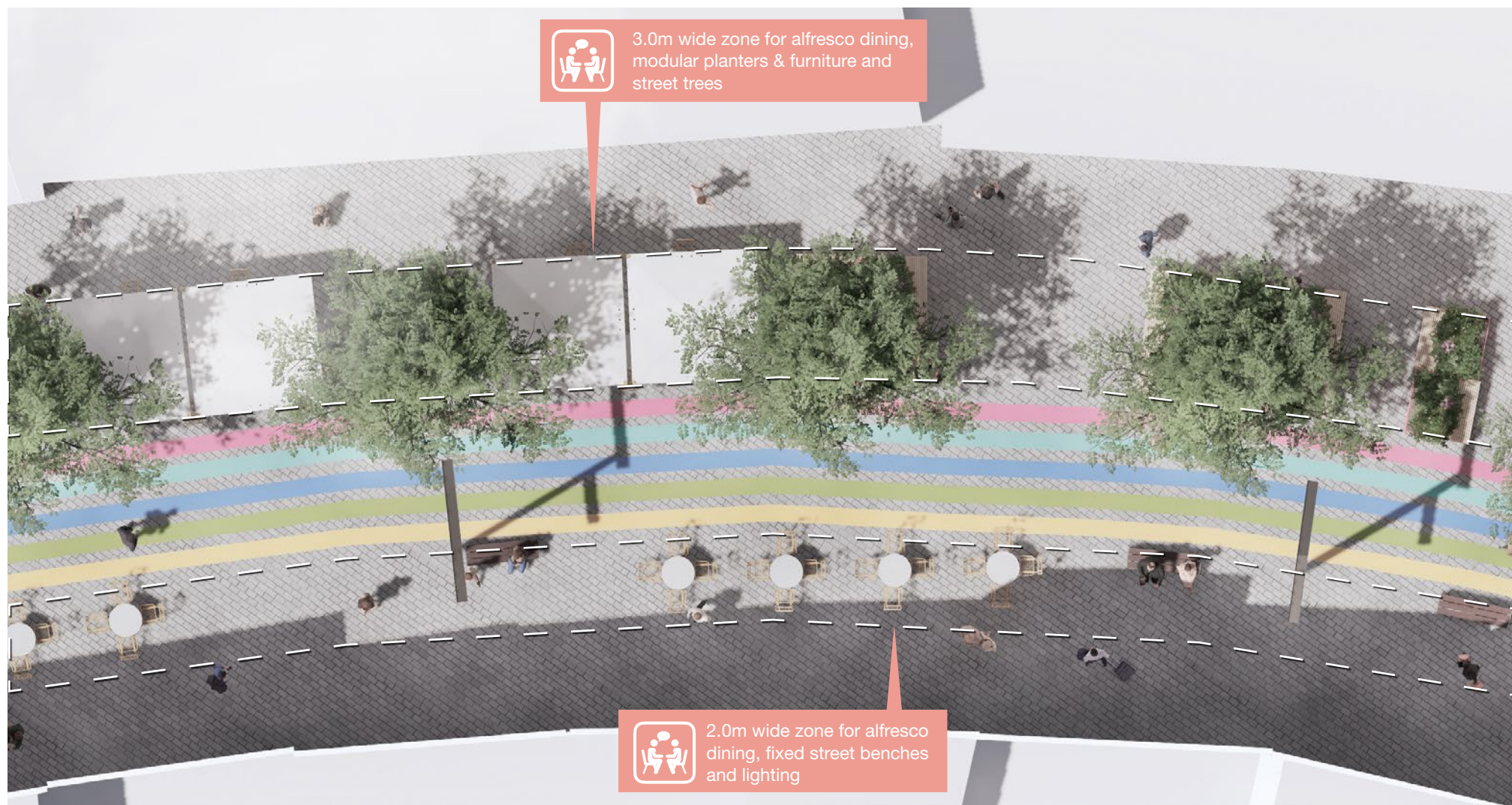
The public realm for East Street has been designed to provide clearly defined outdoor seating opportunities for businesses and social spaces to rest. This approach rationalises the location of street elements whilst expanding the street's opportunities to be animated at varying times of the day and night. Key considerations include;

- A 3.0m wide animated corridor along the northern street frontage supporting alfresco dining for businesses and modular furniture [planters, benches] for social rest space.
- Northern outdoor seating is positioned to maximise south facing aspect whilst maintaining uninterrupted pedestrian movement along the northern properties.
- A 2.0m wide zone along the southern street frontage supports alfresco dining, lighting, fixed street furniture [benches], lighting and bins.
- A minimum 2.5m wide clutter free pedestrian corridor located alongside the northern and southern properties edge allows for uninterrupted movement.



Cross sectional perspective of the street showing alfresco dining, flexible modules and fixed seating.





Street plan demonstrating the active street zones for alfresco dining, street furniture, lighting, bins trees and planting

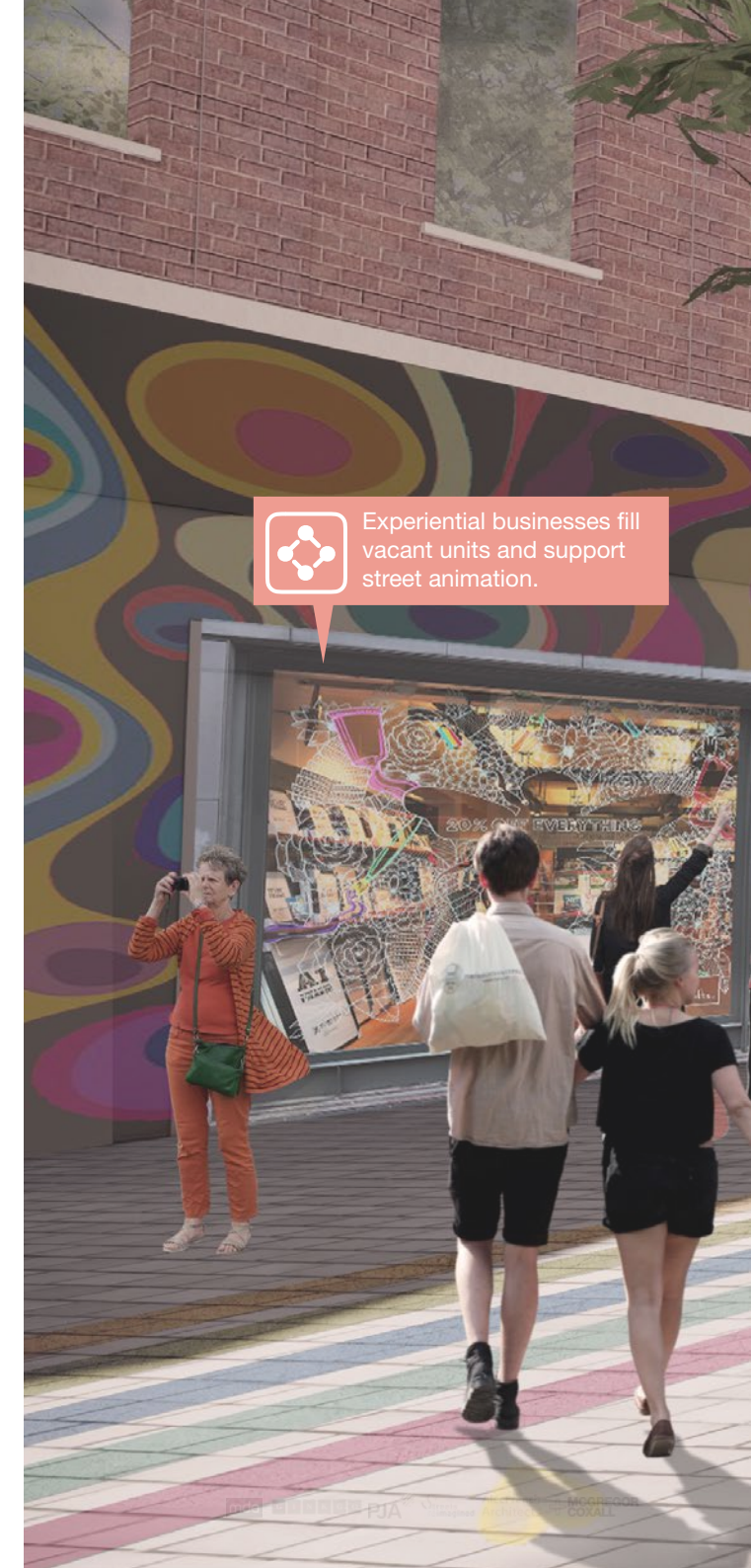


### Church Road and Cannon Street View

A vibrant and animated East Street is revealed through dedicated alfresco dining space, modular furniture and planters and rejuvenated facade improvements.



Existing photograph looking east towards the Church Road intersection and connection to Cannon Street.







A northern corridor of trees provide natural shade and shelter for the visiting community.



Retained facade art to reinforce unique East Street character.



Integrated modular benches and planters support street respite and relaxation.



Alfresco seating supported through a widened northern frontage animating the street.





## 8.6 Adapting East Street

The future of any High Street is about its ability to adapt to change. Too often our streets and public spaces are designed in a static and rigid manner that fail to respond to the changing demands of a place.

The East Street design presents an identifiable range of adaptable, re-configurable modules that allow for endless arrangements, uses and locations. Unique to East Street this modular kit of parts enhances the street's identity and important role in supporting the existing and future community.

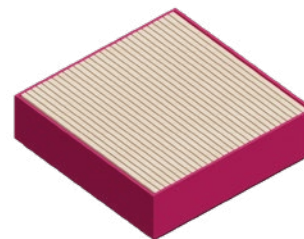
Each modular unit provides a key public space component. The modules work collectively, introducing a seamless permeating landscape that transforms the street environment.

Modules can be configured to a variety of spatial types, supporting local businesses and cultural programmes, improving the environmental performance of East Street. Key points to note are;

- Modular components of the same dimension provide a variety of uses and configurations;
- Location flexibility enables the street layout to adapt as business requirements change over time.
- Modular units to be designed in collaboration with local artists to create an East street specific design.



Cycle Parking



Box Seat



Corner Seat



Planter



Corner Planter



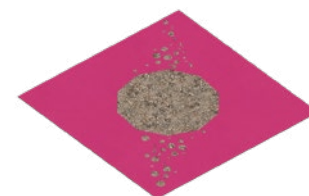
Low Planter



Corner Bench Planter



Bench Planter



Tree Grate





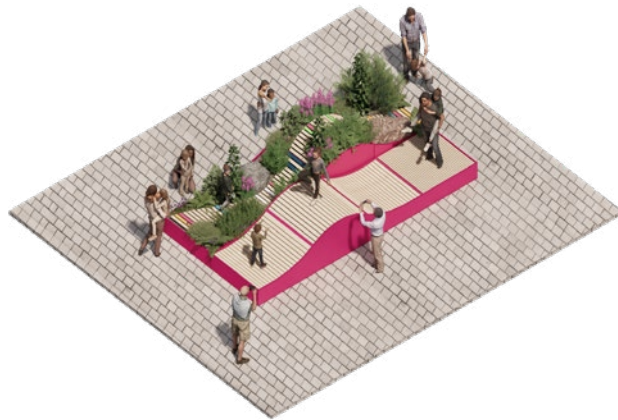
Reflective Rest and Social space



Reframing space for Alfresco Dining



Linear landscape framing a public space for hosting Markets



Integrated Natural Play space



Space for Quiet Contemplation



Space for cycle parking at Key Pocket Park Nodes



### Cannon Street Entrance View

A key focal point to the street is East Street Square, Bristol's newest community public space. This adaptable public space is defined by an avenue of trees, interchangeable modular benches and planters and a flexible platform for markets and other cultural gatherings.

This links into a wider cultural program based around artist/ designers working with local individuals/ organisations to develop a series of art/craft/design led projects strengthening East Street's unique identity.



Existing photograph located on the Cannon Street entry looking east towards Church Road.







A northern corridor of trees provide natural shade and shelter for the visiting community.



Flexible space to accommodate markets, events and gatherings.



Integrated cycle parking supporting active travel and walking along east street.



Creative cycle route linking culture and shared movement between cyclists and pedestrians.



## 8.7 Greening East Street

A key focus of the Masterplan scheme has been to supplement and extend the provision of green space throughout the street. This has been proposed in a number of ways:

- Creation of tree lined gateway entry points at both ends of the street.
- Creation of a tree lined corridor to the Northern edge of the street sitting within a linear park arrangement of modular furnishing and planting elements.
- Re-greening of pocket parks adjacent to the street to create a number of green entry points onto the street.

The key streetscape elements which support this vision are as follows:

1. Street tree
2. Tree planter
3. Modular seating & planting modules





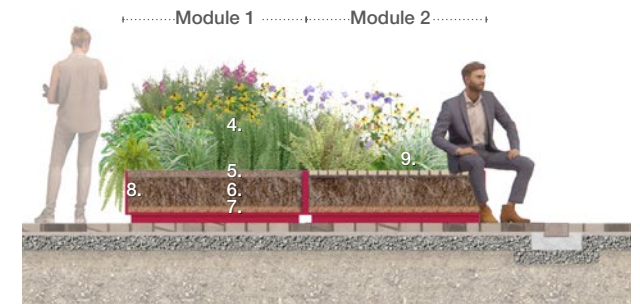
1. Street Tree
2. Street Tree Pit
3. Tree Planter
4. Biodiverse Planting
5. Bark Mulch
6. Top Soil
7. Light Weight Aggregate
8. Weathered Steel
9. FSC Locally Sourced Timber



1. Street Tree



2. Tree Planter



3. Modular Seating & Planting Modules



## Soft Landscape Palette - Trees

Tree planting along East Street should provide adequate shade, reduce the urban heat island effect, improve water management and increase biodiversity. Trees should be considered in a manner that balance between framing the architectural character of the street and enhance climate resilience. A variety of species should be planted along East Street so to improve the street's resilience to disease.

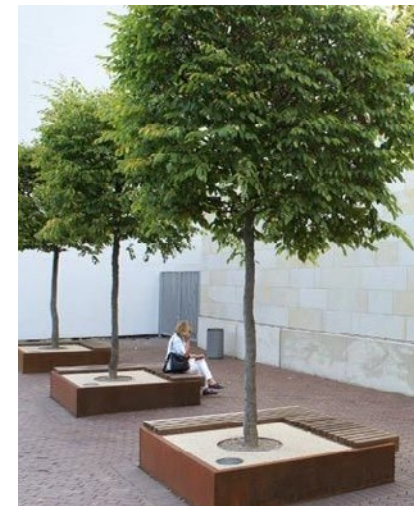
Note: Typical sizes - 12-16cm & 18-20cm rootball



Ginkgo biloba (Autumn)



Ginkgo biloba (Summer)



Tilia cordata (In raised planter)



Prunus x subhirtella 'Autumnalis rosea'



Quercus robur fastigiata



Ginkgo & Betula in raised planters



### Soft Landscape Palette - Plants

Using a mix of evergreen and perennials to offer seasonal interest, robust planting and vibrant colours. Typical species including: Lavender, evergreen ferns, evergreen roses, Alliums, ivy, wildflowers, geranium and grasses.



## 8.8 Sharing East Street

East Street is designed to support pedestrians, contraflow cycle movement and service vehicles at designated times. Essential to achieving these functions is integrating the movement into a safe pedestrian prioritised manner. Some of the key design considerations that should be further explored with key stakeholders are as follows:

- 1. Dedicated
- 2. Integrated
- 3. Creative
- 4. Semi-shared
- 5. Full-shared

### 1. Dedicated

A dedicated cycle route that is clearly demarcated for cycling movement minimising pedestrian-cyclist conflicts. However this visual separation can encourage unsafe, fast cycling, which is not encouraged along East Street.



Street furniture and trees physically define the 3.5m vehicle corridor

280mm flush kerb

Formal/continuous material

### 2. Integrated

An integrated cycle route characterised by smaller pavers and a material colour change. This design integrates the street materiality. However, it does still visually separate modes of movement.



Street furniture and trees physically define the 3.5m vehicle corridor

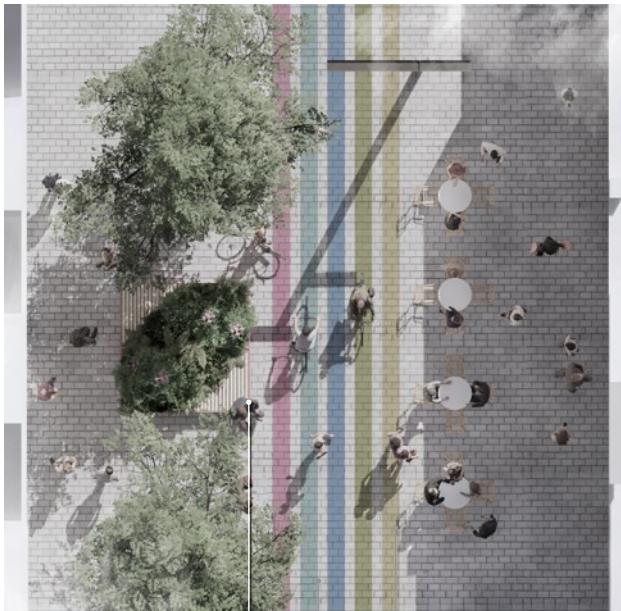
280mm flush kerb

Smaller colour toned paving



### 3. Creative

A creative approach to demarcating a cycle movement corridor within a pedestrian prioritised street. This solution could involve local artists providing a more playful solution to identifying modes of movement.



Street furniture and trees physically define the 3.5m vehicle corridor

280mm flush kerb

Informal artwork

### 4. Semi-Shared

A semi-shared street that subtly demarcates the cycle route through tactile markings on edge pavers and a slight tonal change in paving. The paving pattern is consistent and reinforces a pedestrian prioritised street.



Street furniture and trees physically define the 3.5m vehicle corridor

Markers in paving

Paving pattern runs through/ no hard edge

### 5. Full-Shared

A fully shared surface that supports continuous paving material that naturally slows down cyclists and vehicles due to known clear markings. Can create clashes between modes of movement.



Street furniture and trees physically define the 3.5m vehicle corridor

Unchanged continuous paving material

Recommended Scenario

## East Street Layout and Materiality Options

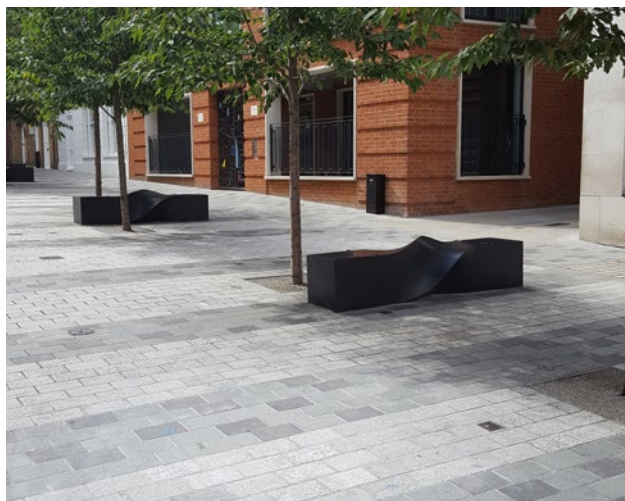
Materials have been selected to offer hard wearing, modern and aesthetically pleasing designs. The hardscape provides an opportunity to knit the street together in a seamless manner.

Retaining existing materials should be further investigated as part of a RIBA Stage 3 Developed Design exercise. This should address opportunities to reduce costs and retain some of East Street's existing streetscape character.



Typical street plan and section illustrating materiality, street layout with demarcated movement corridor





Options could be tested to explore 'Barcode' paving provides subtle textural changes.



Options for artistic intersections when entering East Street could be explored using thermoplastic paint and stencils.



'Slow and fast' routes demarcated by subtle changes in paving unit sizes and contrasting edges.



Patterned paving along the footpaths provides clear distinction between the clear central movement corridor.



Tactile edges located along the shared movement corridor provide visual distinction between pedestrians, cyclists and vehicles.



Feature paving at a key focal point for markets, events and other community activities.





For The People





## 9.0 Recommendations

## 9.0 Recommendations

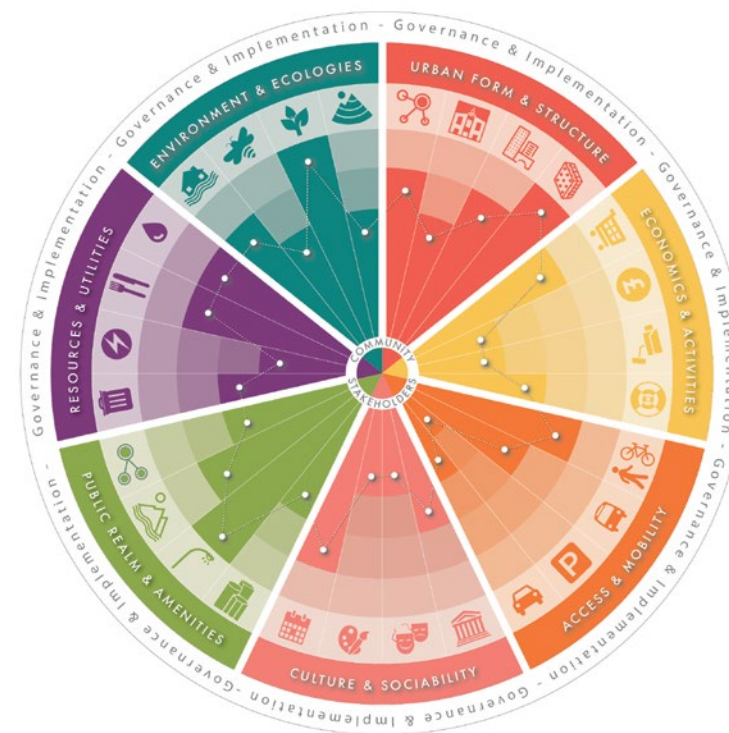
*The East Street Masterplan guides and informs East Street's future. However, to ensure the masterplan's intentions are delivered a series of recommended steps and low cost interventions have been identified.*

### 9.1 Next Steps

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.

To assist in the enhancement of East Street a series of holistically considered next steps have been identified. These next steps are structured and informed by McGregor Coxall's Place Vitality Criteria.







### Community & Stakeholders

- Continue to utilise the East Street Vision website establishing a digital home to the project.
- Continue to engage the community on future interventions and masterplan works.



### Resources & Utilities

- Undertake a utilities survey to understand all the services that lie underneath East Street.
- Liaise with Bedminster Green team to integrate wider energy and water management plans into East Street.



### Access & Mobility

- Undertake pedestrian and vehicle movement surveys of East Street to understand its movement patterns.
- Continue to liaise with BCC Highways to integrate the masterplan thinking into the wider improvement works.



### Governance & Implementation

- Identify an appropriate High Street funding model to deliver the East Street proposal.
- Further develop the Public Realm Masterplan to RIBA Stage 3 and submit a detailed planning application.



### Public Realm & Amenities

- Investigate opportunities to retain and adaptively reuse existing street materials or elements to save costs.
- Undertake a lighting strategy that responds to the masterplan intent and celebrates East Street's character.



### Economics & Activities

- Undertake a post Covid-19 study to identify a locally relevant economic strategy that further builds on the masterplan thinking.
- Identify tenants for the vacant buildings to reduce the street's vacancy rate.



### Environment & Ecologies

- Establish a climate resilience strategy for East Street drawing on the masterplan work.
- Investigate East Street's capability to support tree planting along the street corridor tying in with a utilities survey.



### Culture & Sociability

- Repurpose one of the vacant buildings for a meanwhile use that can act as a cultural hub for East Street.
- Continue to develop and implement public art along East Street that is informed by the Cultural Framework.



### Urban Form & Structure

- Undertake a Shopfront Facade Handbook to detail the specific improvements recommended for each building.
- Engage businesses on ideas to understand their appetite for enhancing the building facades.

## 9.2 Enhancing East Street Now!!

It is important to catalyse the Masterplan's intent through a series of interventions that celebrate East Street's culture, improve the pedestrian environment and extend the usable space for local businesses. This can be through pilot and prototype interventions that allow council to test and measure the benefits of the measures in a low cost way.

Interventions such as facade and groundscape art, reduced bus lane widths through paint, redirecting service access to Dean Street and accommodating outdoor seating and dining can support this transition. These interventions can support behaviour change and catalyse positive change to East Street prior to implementing the masterplan.

Key low cost interventions that should be immediately considered are as follows;

- Reduce the impact of the bus through painted lines that minimise the bus lane width to 4.5m;
- Redirect service vehicles via Dean Street and manage the servicing times to specific times;
- Targeted removal of street clutter at key locations to improve permeability and pedestrian prioritisation;
- Facade Art on key gateway buildings to improve the street look;
- Encourage businesses to utilise outdoor temporary seating within the street;
- Support modular seating in the pocket parks to enhance East Street's street's identity.

**The renaissance of East Street can happen NOW!!**



Existing photograph located adjacent Little Paradise looking East towards Bedminster Parade.







FREEHOLD  
ALL ENQUIRIES  
0117 943 5852

CORAL

English 'Mega' Breakfast	£5.95
<small>(Includes: Scrambled Eggs, Bacon, Toast, Beans, Gravy or Sausages, and Potatoes, Mushrooms, Tomatoes, Sauce &amp; Cheese or Veg)</small>	
Teatime	£1.25
Chinese or Thai Monday	£2.95
Chicken or Sausage Tuesday	£2.95
Chinese & Thai Wednesday	£2.95
Chicken & Sausage Thursday	£3.50
Sausages or good English Breakfast or Teatime	£3.25
Plan de Polage (1 litre oil & 1 litre)	£1.50
Vegetable (Potatoes, Peas, Onions & Carrots)	£1.95
<small>For 11.00 (1 litre oil &amp; 1 litre) 1.00 (1 litre oil &amp; 1 litre)</small>	




**H&T pawnbrokers**

## LOANS

From £50-£5000

Western  
Union WU







# Appendix A: Shadow Study

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## Appendix A: Shadow Study

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

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### 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.

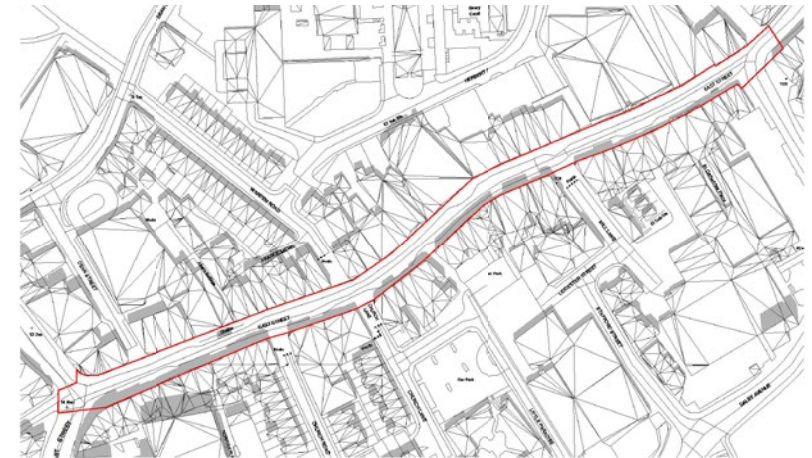


9.00am



3.00pm

Shadow Study - Summer



12.00 Mid day



5.00pm



Summer: Daylight Hours



5.00pm



5.00pm



5.00pm



6.00pm



6.00pm



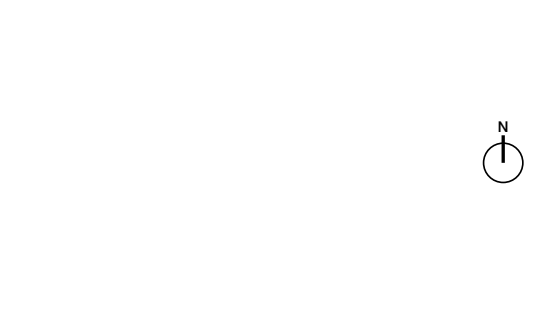
6.00pm



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  
APARTMENTS FOR SALE

CITYANDCOUNTRY.CO.UK  
01173 219 094

City Centre  
Temple Meads Station





A street scene in a city, likely London, showing a row of brick buildings. A large billboard for McDonald's is visible on the right, advertising 'Grand Bacon' and 'Spend longer with the taste you love until 24th'. A person is riding a bicycle in the foreground on the left. The street is lined with parked cars and various signs, including 'WE BUY SCRAP GOLD' and 'CASH PAID FOR GOLD'. A traffic light is visible on the right. The sky is overcast.

## Appendix B: Transport Analysis



## Appendix B: Transport

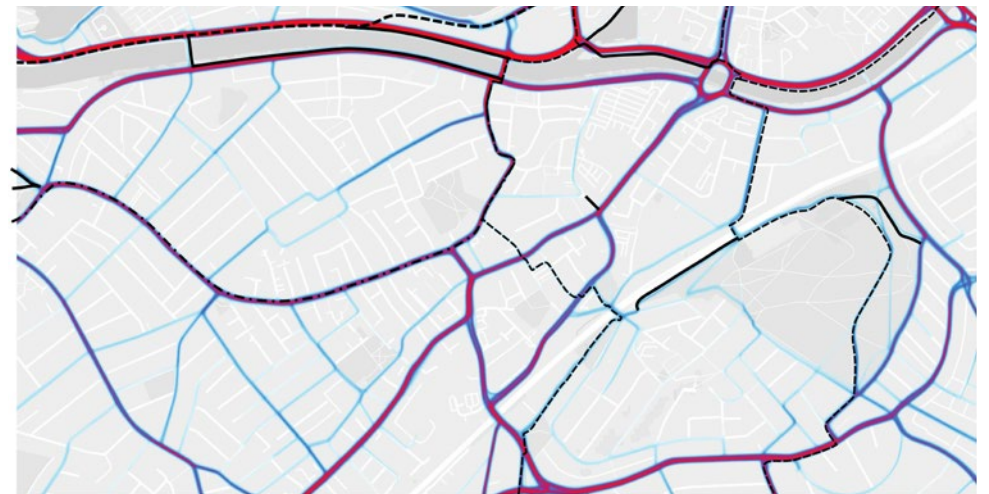
### Walking



**Walking:**  
Local Context



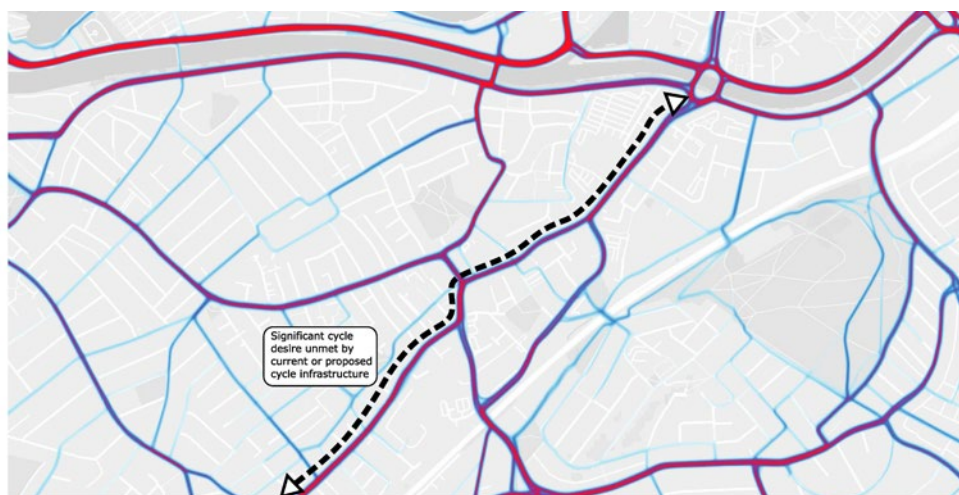
### Cycling



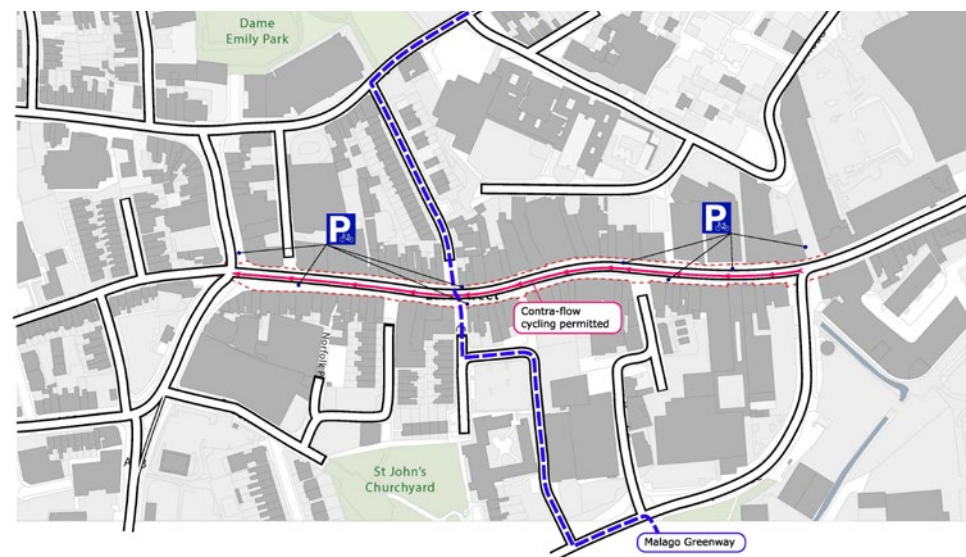
**Cycling:**  
Comparing existing/proposed cycle infrastructure to Strava heatmap







**Cycling:**  
Wider context summary



**Cycling:**  
Local Context



Public Transport



**Public Tansport:**  
Local bus stops and services



**Public Tansport:**  
Bus flows by link (07:30 - 09:30)

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







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

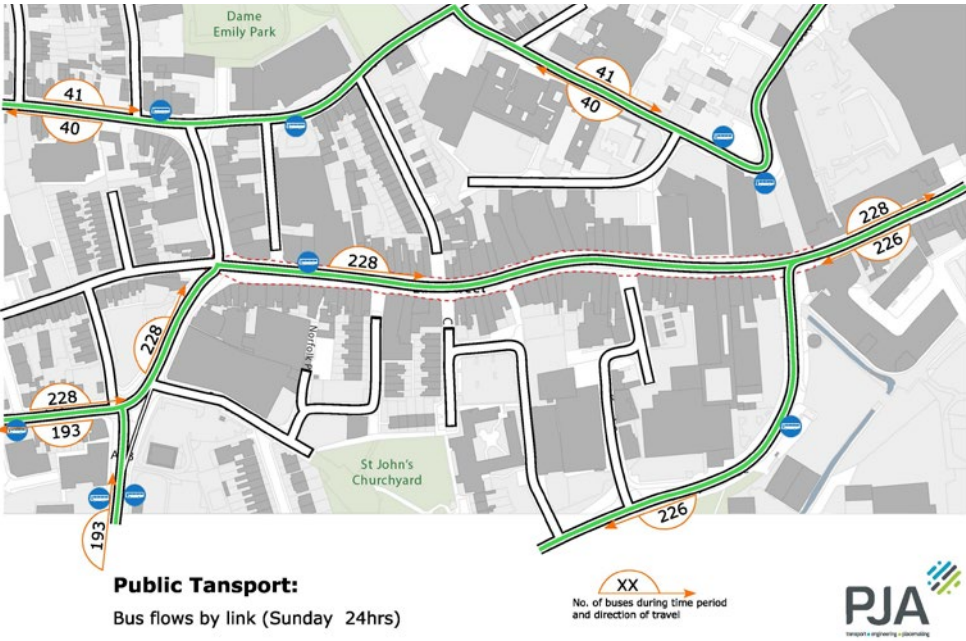
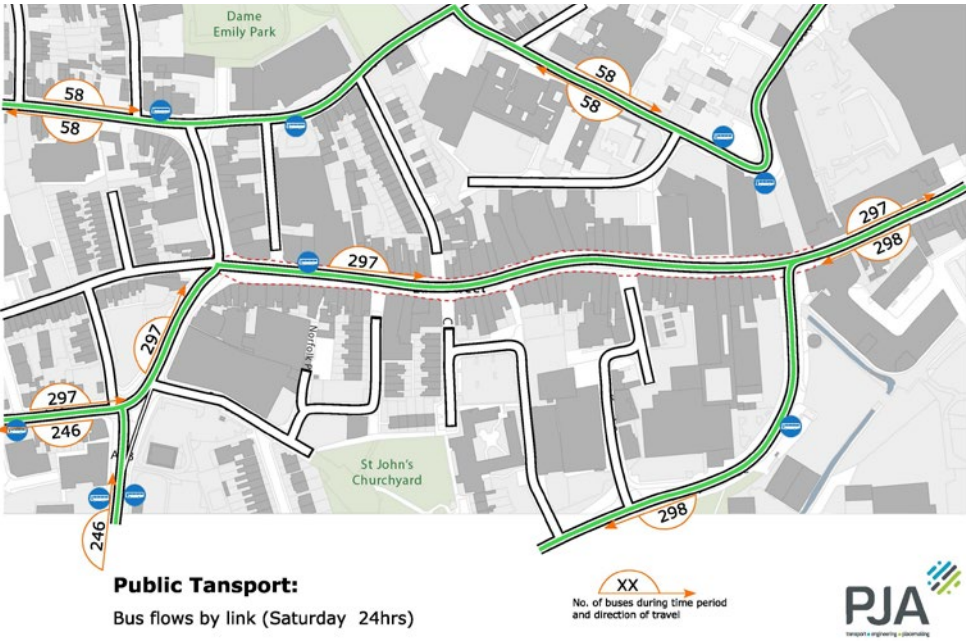
XX  
No. of buses during time period  
and direction of travel



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

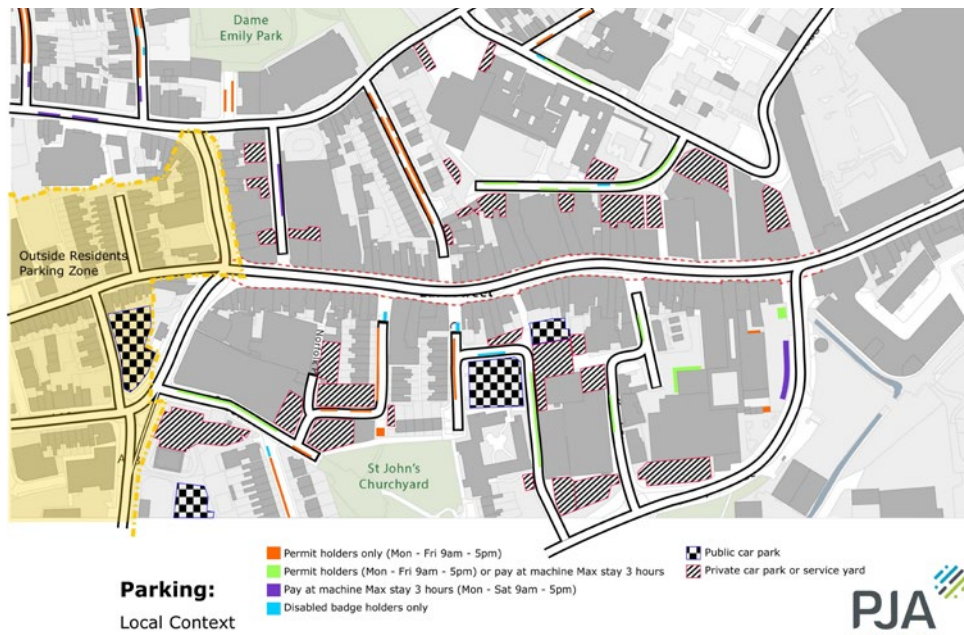
XX  
No. of buses during time period  
and direction of travel



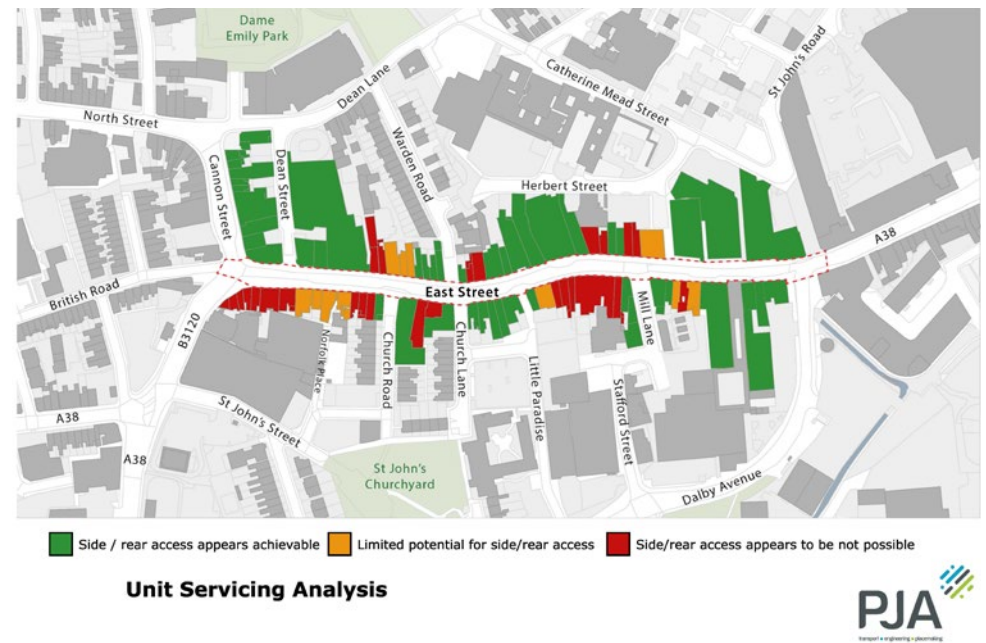




## Parking



## Unit Servicing









# Appendix C: Future Development

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# Appendix C: Future 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



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  
APARTMENTS FOR SALE

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City Centre  
Temple Meads Station







# 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



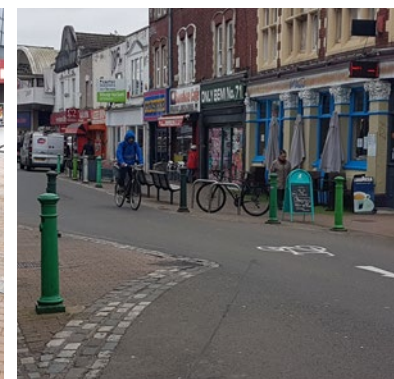
- There is a cluster (4 trees) at the Warden Road / Church Lane intersection. Minimal planting elsewhere on the street.
- The shelter along the street is at the bus stop and some shop awnings.

**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.







A photograph of a busy city street scene, likely in an urban area. In the foreground, several pedestrians are walking across the street. A woman in a dark sleeveless top and dark pants is walking towards the left. Next to her, a woman in a light-colored patterned dress and sunglasses is walking towards the right. In the background, there are several cars parked along the street, including a white van and a dark SUV. Buildings line the street, with a prominent brick building featuring a large triangular pediment. A tall, narrow red sign with white letters spelling 'LOWE'S' is visible on the right side of the image. The overall scene is captured in a semi-transparent dark overlay, with the text 'Appendix E: Best Practice Streets' centered in white.

# Appendix E: Best Practice Streets

## Appendix E: 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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### Streetscape Themes

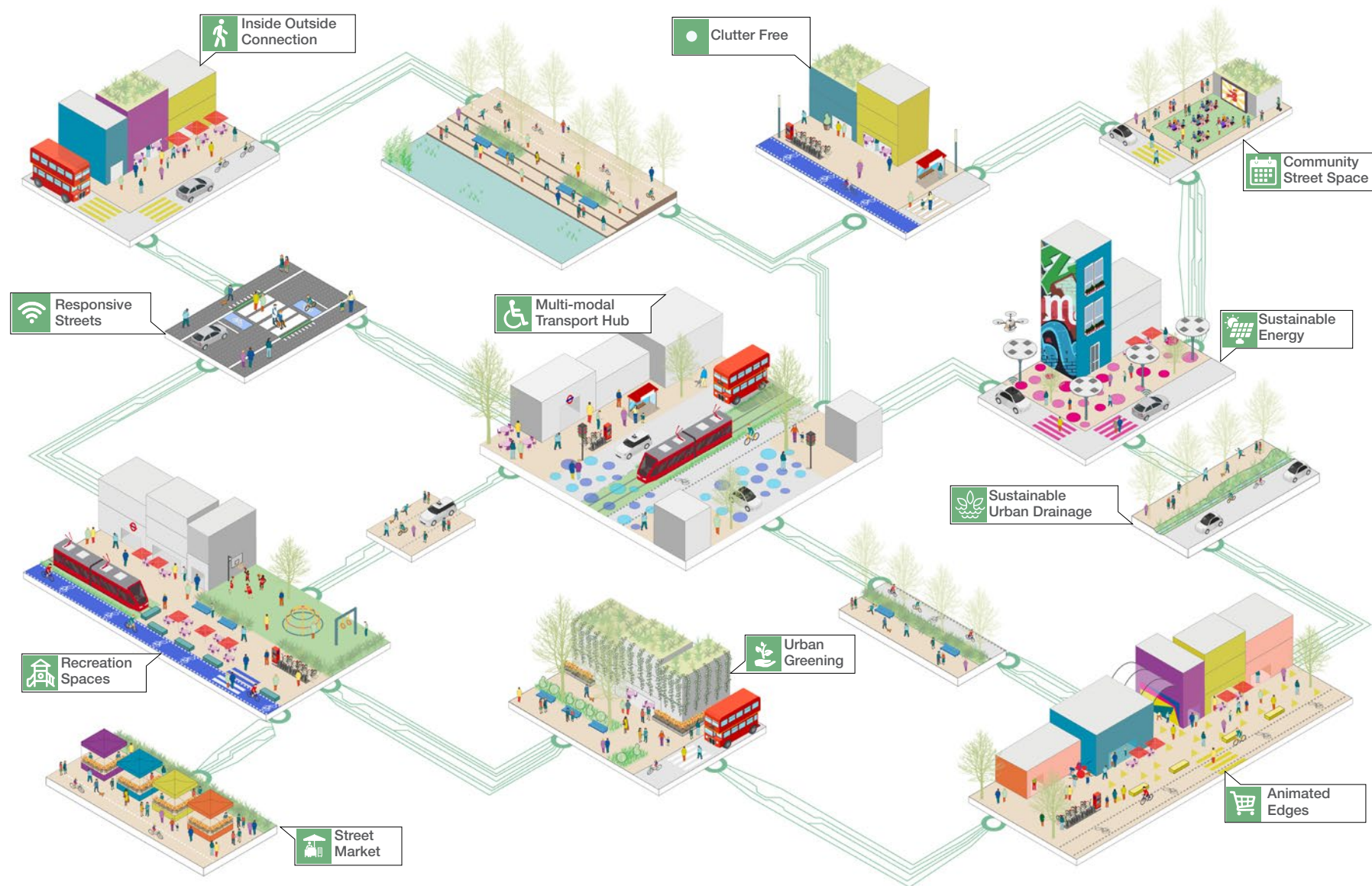
Streets have notoriously been undervalued due to an over emphasis on the vehicle. The perception of a street being primarily a movement corridor over a public space has led our cities to become traffic dominated, polluted and noisy.

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





## 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.



## 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.

## 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



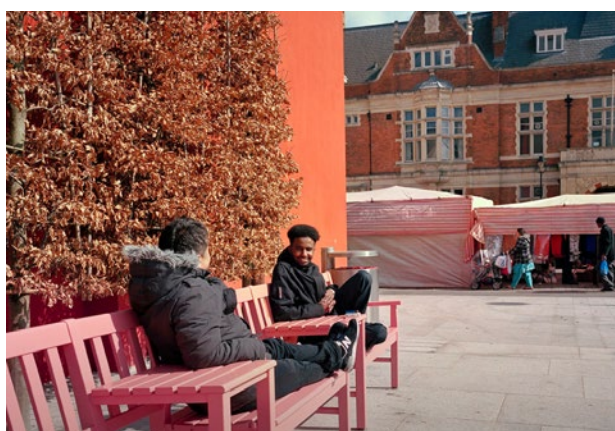
**City**  
London



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.



## 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.



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



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



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

## 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.



## 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.









# Appendix F: Options Development

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# Appendix F: 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.



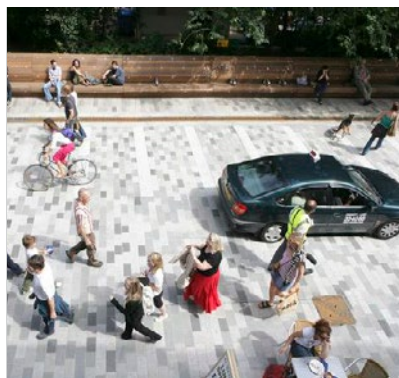


Option 01: Retained bus Route

### 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: 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

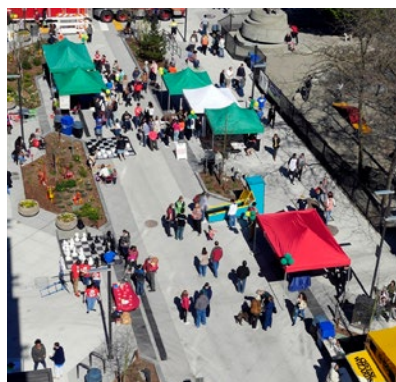
A series of proposed improvements based on the 10 Healthy Street Indicators have been identified for East Street. The overall Healthy Streets Check Score was **94 with 0 zero scores**.

## 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.

