

Yate Town Improvement Masterplan

Summer 2021 Consultation

Be part of the future of our town

*A plan for Yate to
flourish and prosper*

ARUP

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Yate Town Council



We want to hear your views

South Gloucestershire Council, along with its partners, are in the process of developing a masterplan for Yate, which will set out the long-term vision for the town.

The masterplan will shape the future of Yate over the next 15-20 years, building on the existing character of the town to make it a welcoming, healthy, sustainable and prosperous place to live, work and visit.

In autumn 2020, we held a six-week engagement period to seek your views on the emerging vision for Yate. Since then, we have been working on more detailed options for the masterplan and we held a series of workshops with key stakeholders in February 2021.

We are now running a 12-week consultation period on our vision and options for the masterplan, including four focus areas: **Town Centre, Railway Station and Surrounds, Industrial Estate and Station Road.**

In this brochure we explain the proposed vision for movement in Yate, the options for the town centre and the railway station and surrounds, and the key principles and initial options for the industrial estate and Station Road. You can read a more detailed background to our vision and options in our **Yate Town Improvement Masterplan vision and options report**, which can be found at: yatefuture.com/documents

You can respond to the consultation by:

- Completing the response form online at yatefuture.com/respond
- Adding comments to our interactive map at yatefuture.com/map
- Picking up a printed copy of the response form at one of our deposit point locations (see right for a full list)
- Requesting a printed copy of the consultation materials or response form by calling our consultation team on **0118 946 7809** or emailing us at feedback@yatefuture.com. Printed copies of the form can be returned by post for free using the address: **Freepost Plus RTXL-YHGY-GSYS, South Gloucestershire Council, Corporate Consultation Team, Council Offices, Badminton Road, Yate, BRISTOL, BS37 5AF.**

If you would like this information in any other format, for example in large print or a language other than English, please contact us and we will be happy to provide this to you.

The consultation closes on Monday 13 September 2021.



The masterplan

The Yate Town Improvement Masterplan will be an important document that shapes the future of Yate by setting out the long-term vision and objectives for the town. Building on the existing character of the town, the masterplan seeks to unlock heritage, social, community and economic opportunities and support investment within Yate in the coming years.

Printed copies of the consultation materials can be found at:

Yate One Stop Shop

Kennedy Way, Yate, Bristol, BS37 4DQ

Yate Library

Unit 44, Yate Shopping Centre, W Walk, Yate, Bristol BS37 4AX

One Stop Community Store

Wellington Rd, Yate, Bristol BS37 5UY

What you've told us already

We held a six-week engagement period in October and November 2020 to share our initial vision and ideas for Yate, including opportunities across six key themes. Then, in February 2021, we held a series of online workshops with key stakeholders to share our early ideas for the four focus areas.

Your views were at the heart of the decision-making process as we developed our options for the masterplan. The responses we received were invaluable and helped us to learn more about what is important to you in shaping the future of Yate.

Below are some of the key themes raised during the engagement period and workshops and an overview of how we have reflected these in the vision and options for the masterplan.

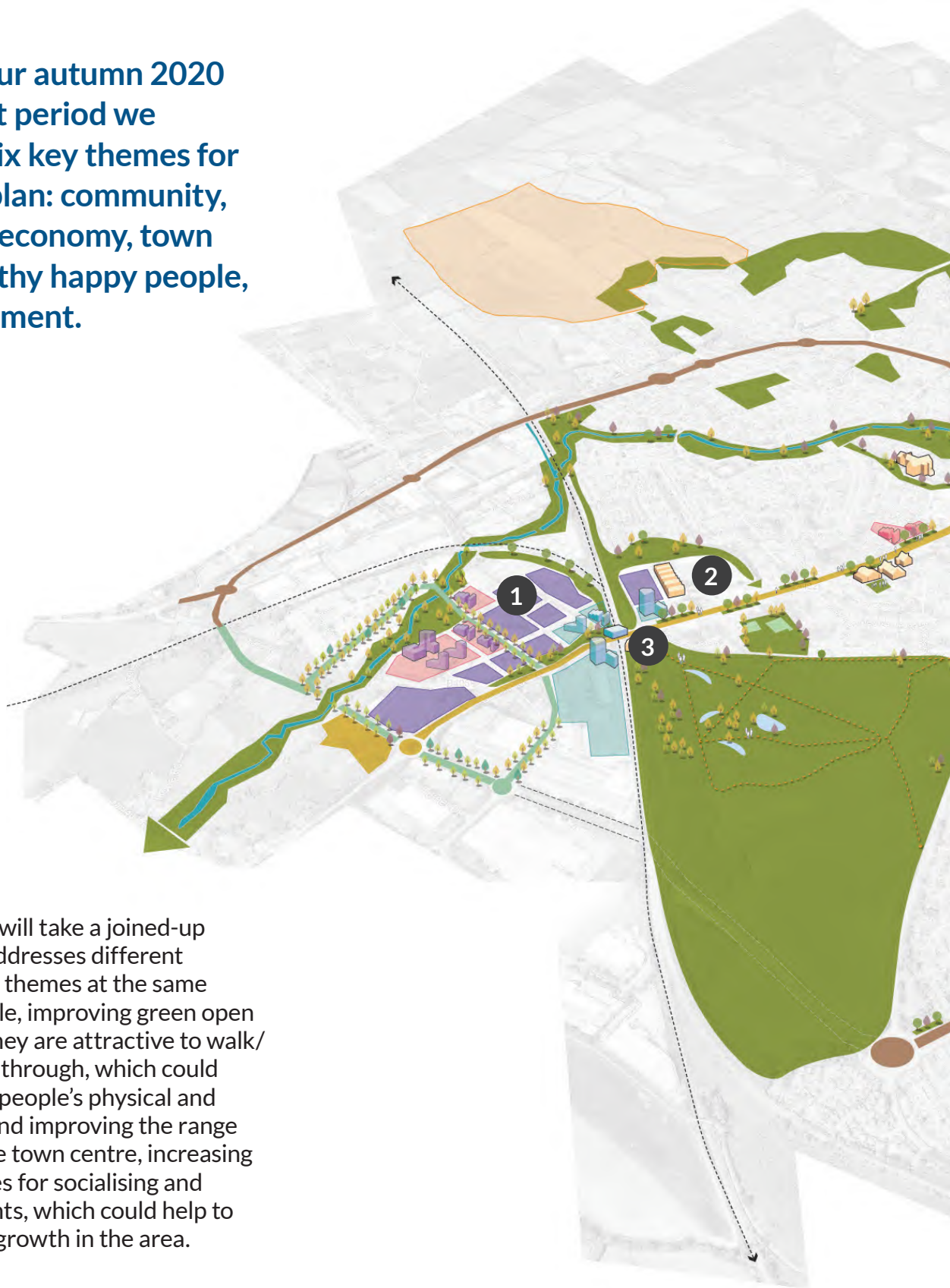
What you said	How it has been reflected in the masterplan
Town Centre	
The shopping centre should be updated and have a mix of different uses in both the daytime and evening, including outdoor spaces to meet and more shops, restaurants and leisure facilities.	We have presented three options to transform the town centre into a vibrant mixed-use area, with new public spaces, pedestrian friendly streets and a newly located leisure centre.
The town centre should be easily accessible by car and bus and for people with additional needs.	The options for the town centre see the bus station redesigned as a multi-modal transport interchange providing options for those arriving on foot, by bicycle or by car. There are also options for improved pedestrian crossings and new walking and cycling routes to and within the town centre.
Construction in the town centre needs to be phased and any disruption should be communicated in advance.	Our options for the town centre focus on the long-term future of the town, with a gradual development and transformation over the next 15-20 years. We are not yet at the stage of planning timings for construction, but it will be communicated with the public in advance.
Railway Station and Surrounds	
There is support for having a greater mix of facilities at the railway station and in the surrounding area.	We have presented two options for the railway station and surrounding area to make the station a destination in its own right. Both options have a new station building with facilities, such as shops and places to eat, and space in the area for new residential and commercial buildings.
The railway station should be made more accessible.	Both options for the railway station would improve connections to the station for pedestrians, cyclists, buses and cars, including taxis. The new station buildings would provide accessible access to platforms via lifts, in addition to steps for pedestrians.
The railway station needs to be made safer.	Both options for the railway station would mean that there would be more people in the station throughout the day and evening, and that platforms are more visible from the new station facilities, are well lit and have CCTV.

What you said	How it has been reflected in the masterplan
Industrial Estate	
The masterplan should create space for the next generation of businesses.	The vision for the industrial estate includes space for new businesses, start-ups and co-working. There would be a mix of land use to encourage a range of activities across the industrial estate, such as retail and gyms, to make it a more attractive place to work and socialise.
There is support for carbon neutral and sustainable practices.	The vision for the industrial estate includes access to renewable energy sources like wind and solar, and sustainable waste management and recycling. A new tree-lined boulevard would divert heavy traffic and provide safe pedestrian footpaths. There would also be electric vehicle charging points and a dedicated bus route from the railway station.
Station Road	
There is support for reducing traffic congestion along Station Road.	There is an aspiration in the masterplan to reduce traffic on key routes such as Station Road to enable the reallocation of road space and provide an opportunity for other users and uses (such as cycle lanes, community spaces, climate change mitigation and biodiversity). This would allow residents and local communities to gain back some of the space that has been lost to cars and heavy goods vehicles.
There should be adequate parking for shops and businesses.	The masterplan seeks to find a new off-road parking area for Station Road and free up spaces in front of shops and businesses for spill out spaces and to enable pedestrians and cyclists to easily see into shops.
There is support for improving pedestrian facilities, such as pavements and crossings.	The vision for Station Road includes having adequate space for pedestrians on both sides of the road, including space for buggies and wheelchairs.
Movement	
The frequency of buses, bus links, the location of bus stops and the quality of bus shelters should be improved.	The masterplan seeks opportunities to make trips by bus faster, more convenient and more reliable. It also proposes improvements to bus shelters to provide shelter from the weather with attractive and comfortable seating, as well as the potential to create green roofs to enhance biodiversity.
The availability of cycle lanes and connections for cyclists should be increased.	The movement vision for the masterplan seeks to capitalise on Yate's compact size to transform opportunities for cycling trips by providing safe and convenient routes and high-quality cycle parking.

You can read more about the feedback we collected in our **Autumn 2020 Engagement Period Feedback Brochure**, which can be found at yatefuture.com/documents

A whole town approach

As part of our autumn 2020 engagement period we presented six key themes for the masterplan: community, movement, economy, town centre, healthy happy people, and environment.



The masterplan will take a joined-up approach that addresses different aspects of these themes at the same time. For example, improving green open spaces so that they are attractive to walk/ wheel and cycle through, which could help to improve people's physical and mental health; and improving the range of facilities in the town centre, increasing the opportunities for socialising and community events, which could help to drive economic growth in the area.

- 1 Industrial Estate
Stover Road
- 2 Station Road
- 3 Yate Railway Station
- 4 Yate Town Centre
- 5 Abbotswood Centre
- 6 Chipping Sodbury Town Centre



Vision for movement

The movement vision for the masterplan is an ambitious plan to deliver a step change in the choices people have in the way they travel to, from and within the wider Yate area.

It recognises that the current level of people's dependency on the car is not sustainable, will continue to generate congestion and worsen air quality, and will ultimately prevent the town from reaching its potential.

The movement vision will be achieved through a range of measures to encourage and enable the uptake of sustainable transport modes, such as walking/wheeling*, cycling and public transport, while reducing traffic on key routes into the town.

The three key pillars of the movement vision are:

1. **15-minute town:** A transformation into a “15-minute town” where the majority of daily needs for work, leisure, education, services and amenities are within close reach of home.
2. **Active travel:** Favouring active (walking/wheeling and cycling) and public transport modes.
3. **People first:** Reallocating space in our focus areas, allowing space for vehicles to be used for development, community space, biodiversity, and priority for other modes of transport.

The masterplan proposes a range of measures in line with the three key pillars, including:

- Capitalising on Yate's compact size to transform opportunities for walking/wheeling, mobility scooter and cycling trips by providing safe and convenient routes and high-quality cycle parking.
- Redeveloping the railway station and bus station to create multi-modal transport hubs which provide convenient public transport connections to key destinations.
- Seeking opportunities to make trips by bus faster, more convenient and more reliable.
- Providing and prioritising electric charging infrastructure at key destinations to encourage the use of electric cars, vans, bicycles and scooters.
- Reducing traffic on key routes to enable the reallocation of road space which provides opportunities for other users and uses (such as cycle lanes, bus priority, community spaces, climate change mitigation and biodiversity).

**Pedestrian travel either on foot, in a wheelchair or a mobility scooter.*



The movement vision aims to achieve the long-held aspirations of local people by shifting the way residents, workers and visitors travel in Yate, reallocating road space for people-oriented space, and enabling more active and public transport use.



Public transport

Routes

- Public transport priority route
- Metrobus Routes
- Improved connections within key transport hubs
- Green loop
- Proposed link road

Areas

- Enhance opportunities for public transport interchange Bus-Train

Nodes

- Park and Ride
- Multi-modal transport hub

Town Centre

The town centre is the heart of Yate and its mix of retail and leisure facilities attracts visitors from across the town and neighbouring areas. Your responses to the autumn 2020 engagement period helped us to understand how you currently use the town centre and how you would like it to look in the future.

Our options for the town centre focus on the long-term future of the town, with a gradual development and transformation over the next 15-20 years.

Below are our three proposed options for the town centre.



Option 1 is a vibrant mixed-use town centre, with new public spaces and pedestrian friendly streets.

There is room for nature such as trees and rain gardens to help combat climate change.

Retail is focused on the main pedestrian street, linking Station Road and Morrisons to the edge of the River Frome to the east. There are residential homes on top of these retail units.

A new multi-purpose leisure centre is located along a widened riverbank, providing views of nature and the water.

The bus station is redesigned as a multi-modal transport interchange providing options for those arriving on foot, by bicycle or by car to interchange with bus services. To enable this, high-quality cycle parking will be provided alongside electric vehicle charging points, indoor waiting areas and a multi-storey car park.

- 1** Retail focused on main pedestrian street
- 2** New multi-purpose leisure centre along a widened riverbank
- 3** Bus station redesigned as a multi-modal interchange

Option 2 has a new high street running north to south through the heart of the town centre.



This connects St Marys Church all the way to St Pauls Primary School and Church, south of Kennedy Way.

The leisure centre is located further east, close to the Ridgewood Community Centre. This would encourage mixing different activities and

visitors to enhance this vibrant community hub.

The bus station is relocated to the northern edge of the town centre along Station Road, set within a new parkland area. This would allow better public transport connectivity and interchange with prioritised walking and cycling routes.

- 4** Bus station relocated to northern edge of Town Centre
- 5** New high street running north to south
- 6** New leisure centre to the east

Option 3 has the leisure centre located alongside a cluster of public services within a newly located town square to the west.



The leisure centre has a front door opening to the square, providing activity to this important civic space.

The bus interchange is located in the same position as the

existing bus station but is redesigned as a multi-modal interchange to support improved connections for those arriving on foot or by bicycle.

- 7** Leisure centre relocated to a new town square
- 8** Bus station in the same location but redesigned as a multi-modal interchange

Railway Station and Surrounds

Yate Railway Station is an important transport link for those living and working in Yate, providing regular services to Bristol and Gloucester.

Option 1



Option 1 groups all the station facilities and services to the north of Badminton Road and Station Road. The station platforms remain in their current locations, with one platform north of Station Road, and one platform to the south.

A new station building with a large canopy spanning the railway tracks provides access to and from Station Road to a new station plaza at platform level. This plaza has a mix of uses overlooking it, including residential homes and commercial businesses.

By locating all station facilities to the north, it allows the land south of Station Road to become a tranquil setting, picking up on the character of the important heritage buildings here. The Goods Shed could become a community or tourist information point, including bicycle hire and other facilities.

- 1** All station facilities and services located north of Station Road
- 2** New station building with plaza at platform level
- 3** Land south of Station Road to become a tranquil setting

The masterplan aims to make the railway station a destination on its own right by providing attractive public spaces and a range of services. Your responses to the autumn 2020 engagement period said that you would like to see lots of different facilities introduced at the existing station.

Our two options for the railway station and its surrounding area are shown below. Both options include enhanced connectivity with bus services via dedicated high-quality bus stops on Station Road and links to new walking and cycling routes via Station Road and the Common.

Option 2



In option 2 both platforms are relocated to the south of Station Road so that they can face each other. There is a new station building and facilities, which are all located to the south of Station Road.

The station building provides pedestrian access via a bridge over the platforms and railway tracks and connects to a new station square at platform level. This canopy building would be sensitively designed to respect the Goods Shed, which is transformed into a restaurant/bar or other day-to-day services, such as a shop.

The eastern side of the new station square is a 'cultural and art district' which respects the existing Edgars Wood and the Common. The western side of the station area offers a town centre arrival experience, focused around a larger station square with drop off points for buses and taxis.

The area to the north is redeveloped gradually for a new residential area, with excellent access to public transport.

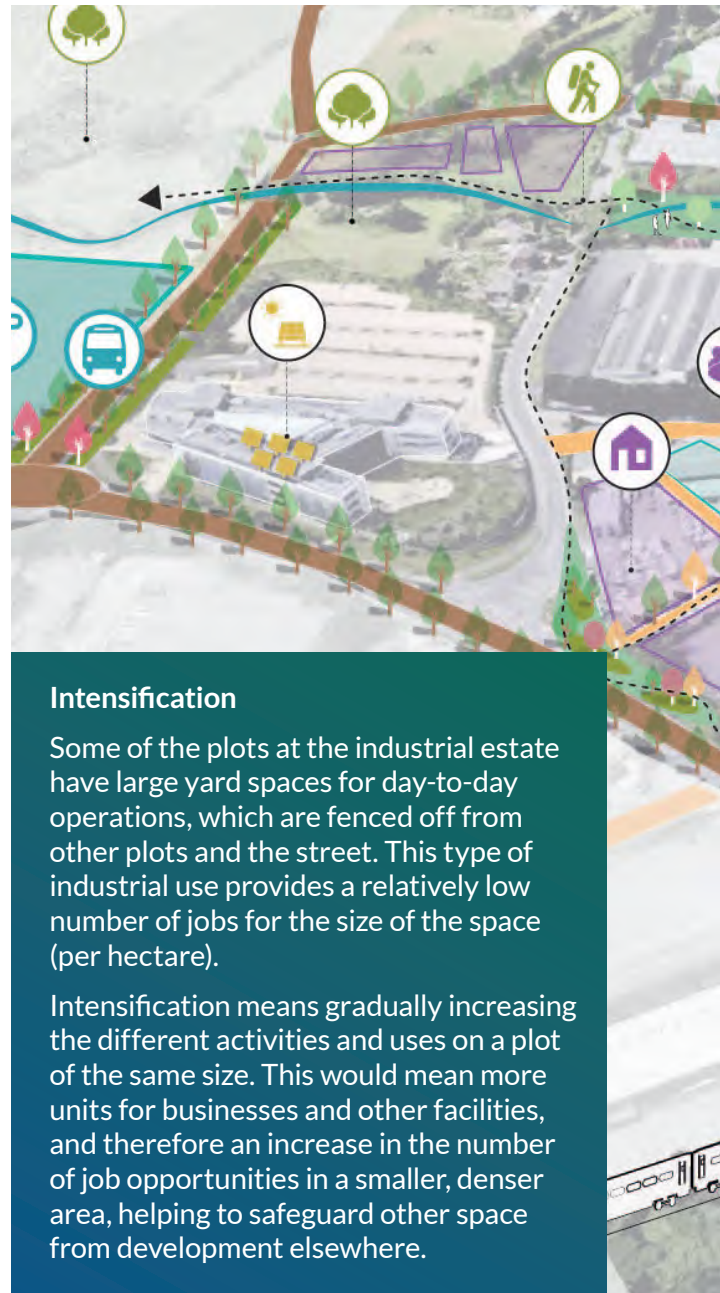
- 4** Station square to the west with drop off points for buses and taxis
- 5** New station building and facilities
- 6** Both platforms relocated to the south to face each other
- 7** 'Cultural and art district' to the east of the station

Industrial Estate

We recognise the success and growth of the industrial estate, which is fuelled by loyal, local businesses and brands with a strong relationship to Yate.

There is an opportunity to improve the area of the existing industrial estate closest to the railway station to make it more attractive and sustainable by introducing the following vision and options:

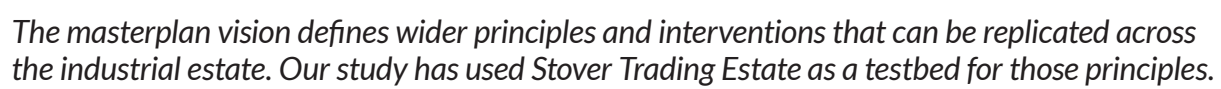
- **Enhanced space for nature**, such as improving the River Frome Walkway, improving biodiversity, and protecting wildlife, creating rainwater management systems and tree-lined streets, and improving diversity in open spaces.
- **Rethinking movement in and around the industrial estate** to put more emphasis on walking/wheeling, cycling and public transport and connecting to the new Park and Ride facility. There is an option to connect Badminton Road to Yate Road via a new link road to divert heavy traffic and provide a clear boundary between the urban and natural environment. A new tree-lined loop road boulevard provides greater visibility of businesses from the road, and has segregated pedestrian footpaths. There are parking areas with charging points for electric vehicles and a dedicated bus route to provide high quality access to the railway station.
- **Community and mixed land use** to encourage a broad mix of activities across the industrial estate to make the place more attractive to live, work and socialise, including areas for retail, gyms, childcare, and health services.
- **Sustainable infrastructure, utilities and services**, such as high-speed broadband, access to renewable energy sources like wind and solar, and sustainable waste management and recycling. There are also spaces available for new businesses, start-ups and co-working.



Intensification

Some of the plots at the industrial estate have large yard spaces for day-to-day operations, which are fenced off from other plots and the street. This type of industrial use provides a relatively low number of jobs for the size of the space (per hectare).

Intensification means gradually increasing the different activities and uses on a plot of the same size. This would mean more units for businesses and other facilities, and therefore an increase in the number of job opportunities in a smaller, denser area, helping to safeguard other space from development elsewhere.

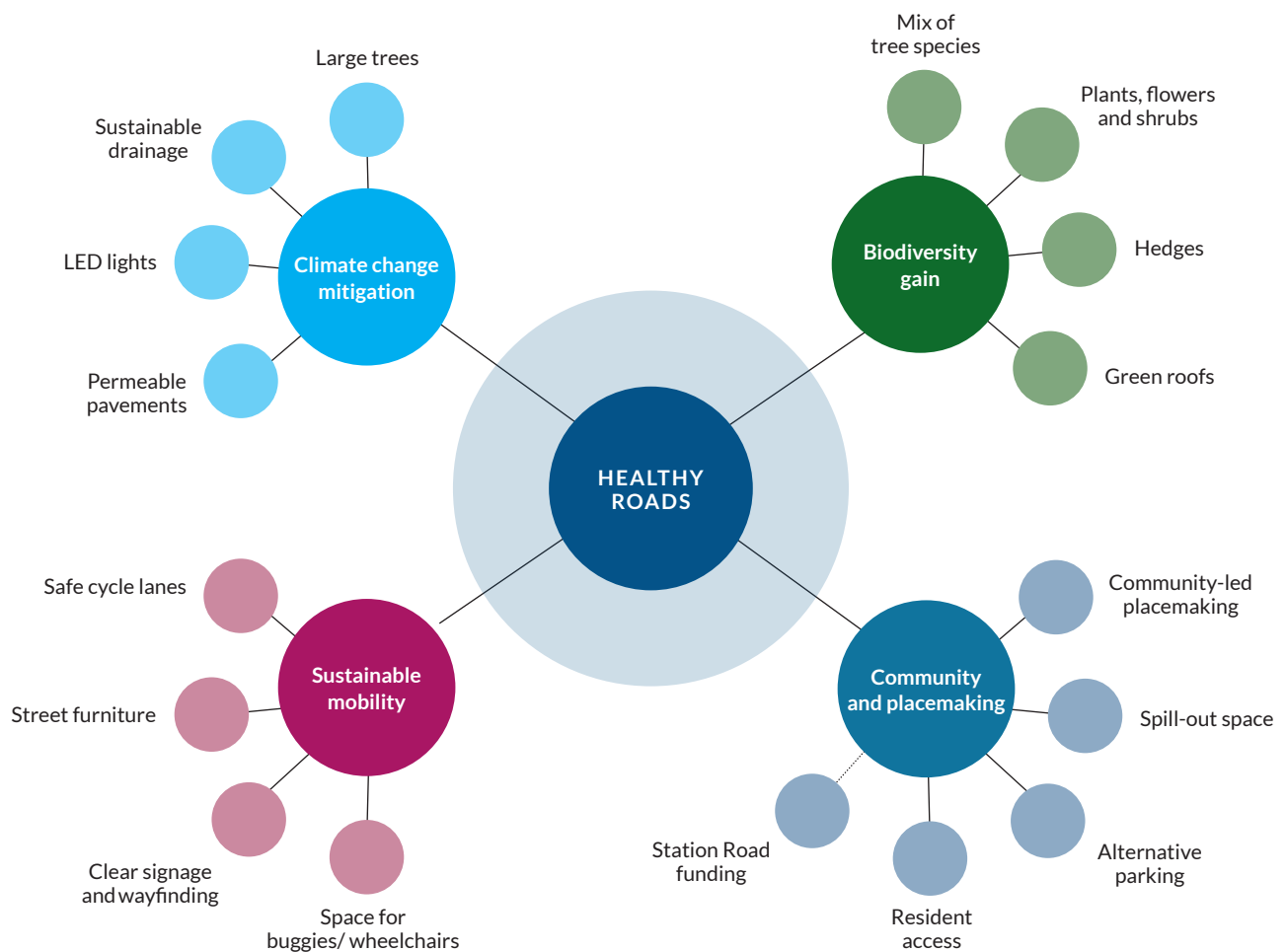


The masterplan vision defines wider principles and interventions that can be replicated across the industrial estate. Our study has used Stover Trading Estate as a testbed for those principles.

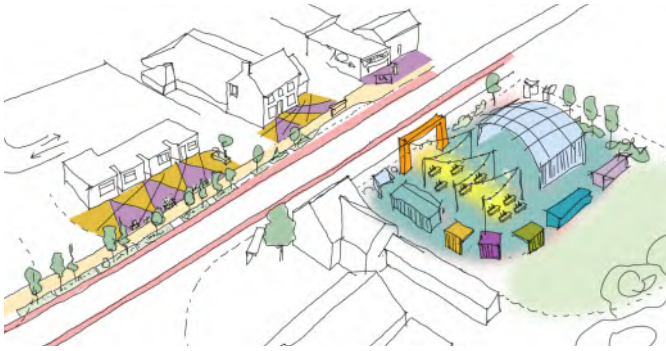
Station Road

Station Road is an important historic route through Yate. It faces several challenges due to its conflicting role as both an important connector of local destinations and its role as a through route for longer distance trips for general traffic and heavy goods vehicles.

There is an opportunity to improve Station Road for residents and businesses and help it to reach its potential as a place, while improving its function as a movement corridor by introducing a number of options across four key principles.



1. Community and placemaking



Building on the range of diverse businesses, homes and community facilities, the masterplan looks at Station Road as a street, allowing opportunities for neighbours to chat, spaces for formal and informal meetings and events, with outdoor spaces for cafes and restaurants. Local residents and communities have the opportunity to gain back the space needed for these activities.

- *Community-led placemaking*, where local residents create space for events and enhance their environment by temporarily using spaces, such as vacant plots.
- *Spill out space* for businesses to allow them to showcase their products or provide seating areas for customers to attract more footfall to the street.
- *Alternative spaces for parking* to prevent parked cars from blocking the view of local shops from pedestrians and cyclists.
- *Access for residents to their homes* via a number of different types of transport modes, including buses and cycling.
- A *Station Road fund* could be explored to allow for residents and local businesses to improve their building facades, gardens, and fences to enhance the public realm and image of the street.

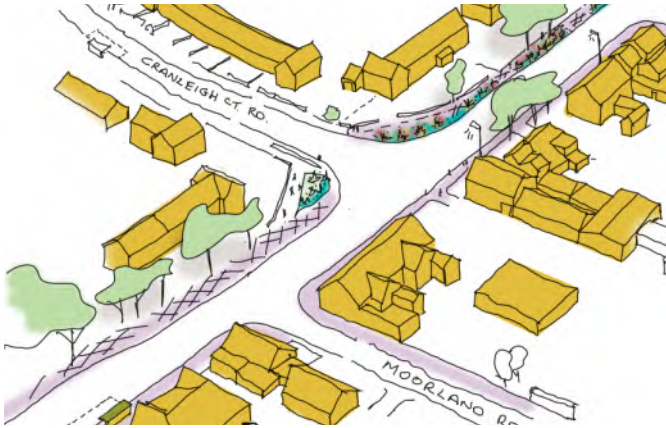
2. Sustainable travel



Transforming Station Road into an active and public transport corridor to encourage the use of sustainable modes, such as cycling, walking/wheeling and bus. This will allow residents and local communities to gain back some of the space that has been lost to cars and heavy goods vehicles. This space could be better used for sustainable travel, including:

- *Space for buggies* so that footways on both sides of Station Road are wide and safe enough for parents to walk their young children to school, the shops, or the park.
- *Space for wheelchairs* so that Yate becomes accessible for all, with clear footways free from clutter and obstacles, well-signposted and safe crossing points.
- *Safe cycle lanes* that are segregated from other modes of travel, well-lit and clearly marked, both on the lane and on crossings with other vehicles.
- *Bus priority* to improve the convenience, reliability and journey times of bus services and make them more attractive for trips to key destinations.
- *Bus shelters as places*, to provide shelter from the weather with attractive and comfortable seating. They could also have a green roof to enhance biodiversity along the street. More attractive bus shelters could help to encourage people to use public transport.
- *Clear signage* and wayfinding to improve the overall sense of safety and security for pedestrians and cyclists. Attractive and clear routes could make walks more pleasant and encourage people to use them more frequently so that people choose more active and healthy ways of moving through Yate.
- A *coherent system of street furniture*, such as waste bins, benches, signage, and bus shelters which are designed together and help to improve the appearance of the street and provide a sense of place and identity for Yate.

3. Climate change mitigation



Helping to mitigate some of the issues associated with traditional roads, such as rainwater runoff, heat island effect (where the temperature increases due to the road and radiates heat off its surface), and lack of biodiversity.

There are principles that can help to address these issues including:

- *Large trees for shading and to absorb CO₂* as they grow, helping Yate to offset some of the town's carbon. They would also increase the attractiveness of the street and make seasons visible for residents and visitors.
- *Sustainable drainage systems* as an attractive way to catch and gradually drain rainwater slowly into the ground rather than the sewers. This water can then be used for plants and trees to grow.
- *Permeable pavements* to allow for better drainage. These are often used in car parking areas to allow rainwater to gradually seep into the ground. It also allows for grass to grow in these areas.

4. Biodiversity gain



Improving the range of plants, flowers, trees and insects along the road.

This could be supported at Station Road by implementing the following measures:

- *Encouraging a diverse mix of tree species*, which could give Station Road a special character and identity.
- *Introducing a broad mix of plants, flowers, and shrubs* along the street edge to encourage pollinator insects to thrive in an urban setting.
- *Building on the important network of hedges* along the boundaries of residential properties to enrich biodiversity and improve the appearance of the street.
- *Green roof bus stops* to provide an attractive place to wait and make use of under used space to enhance flora and fauna in the street.

Next steps

Thank you for taking the time to read this consultation brochure. We hope that you will share your views on our vision and options by responding to the consultation.

You can do this by:

- Visiting the website at **yatefuture.com/respond**
- Sharing your comments on our vision and options via our interactive map, which can be found at **yatefuture.com/map**
- Picking up a printed copy of the response form at one of the deposit point locations (see below for a full list)
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Please respond to the consultation by **Monday 13 September 2021**.

Following the close of the consultation we will review all of the feedback received and create a report to summarise the key themes raised. The report will be made available to download from our website.

Your feedback will be used to help us select the most suitable options to include in the final masterplan, which we aim to publish in autumn this year.

Yate Town Improvement Masterplan

Be part of the future of our town

To find out more, visit yatefuture.com