



Yate Town Improvement Masterplan

Final Report
02 December 2021

Prepared by:

ARUP **Jacobs**

On behalf of:



In partnership with:



CIRCADIAN TRUST
Extending your energy
into local facilities



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01

About the Masterplan

About the Masterplan



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

Foreword

Yate takes an important step towards covid-recovery, climate change mitigation, sustainable urban regeneration, and transformation by publishing the Yate Town Improvement Masterplan. As the largest town in South Gloucestershire, it provides a unique combination of homes, employment, shops, green spaces, services and amenities to its residents and visitors alike, all within a distinctive setting between urban and rural and with its own unique identity.

This masterplan describes the direction of travel for future improvements with words, plans and images that explain a vision and key principles, yet are never meant to be a final design. It builds on earlier plans and strategies and will also help to inform and guide future plans, such as the emerging Local Plan and any detailed future plans for transformation of specific areas or aspects within the town. Although some improvements could become a reality soon, others may take up to 15 to 20 years and will need to be realised in different steps that are planned while respecting what already exists.

People play a central role in the masterplan and together with community, environment, movement, economy, and the town centre, they underpin proposed improvements. What this means for each aspect will be explained further in the vision section of this document.

Yate's compact form and size are good conditions to lay the foundations for what can be called a "15-minute town", in which daily necessities, such as work, schools, shops, healthcare and parks, are within a 15-minute reach on foot or bike from home. There are four key areas within Yate which can become exemplar to this approach and a catalyst for wider implementation across Yate. These

areas are the Town Centre, Yate Rail Station, Station Road and the Industrial Estate / Western Gateway.

The Masterplan is promoted by South Gloucestershire Council (SGC) and has been shaped over the past two years through meaningful public engagement and consultation, guided by a joint Steering Group with representatives from Yate Town Council (YTC), public estate owners and the shopping centre, and crafted by consultants Jacobs and Arup, with input from JLL.

The approach taken puts people at the heart of the process and follows the 15-minute town principles to help preserve Yate's character, whilst regeneration is delivered jointly and following sustainable principles. How this can be done, in which order and by whom is described in the action plan that is part of this masterplan.

The ultimate goal of the Masterplan is to define the dot on the horizon, to become a reference document for future steps towards Yate town improvements, from more detailed



plans and studies, to gradual development and implementation, to continue this exciting journey to ensure Yate will flourish and thrive.

What has been achieved together

Through 3 phases of engagement, including a 12-week consultation in the summer of 2021, views and opinions from residents, businesses, visitors, and key stakeholders were gathered on the draft masterplan vision and options across the four focus areas.

Stakeholder workshops were held, the team presented at local community forums and ran face to face events, and had conversations with over 300 members of the public. There were over 50,000 visits to the dedicated YateFuture website which generated 533 survey responses, alongside feedback via an online interactive map, emails and handwritten responses.

Promotion of the engagement took many different forms, including posters in key locations around Yate, postcards circulated to residents in the Yate focus areas, local press articles and adverts. The engagement was promoted extensively through social media,

including Twitter, Facebook and YouTube. Diverse groups were contacted to inform group members of the engagement.

More information about the engagement can be found via the South Gloucestershire Council website.

The community want to see investment in Yate and a modernised town. They like the vision for enhancing active travel and reducing congestion. There was support for developing the town in line with climate change commitments and enhancing access to nature, for example making better use of the River Frome.

Other important comments were to keep the open feeling of the Town Centre and to avoid buildings that are too high, keeping access to parking, alongside improving other modes of transport.

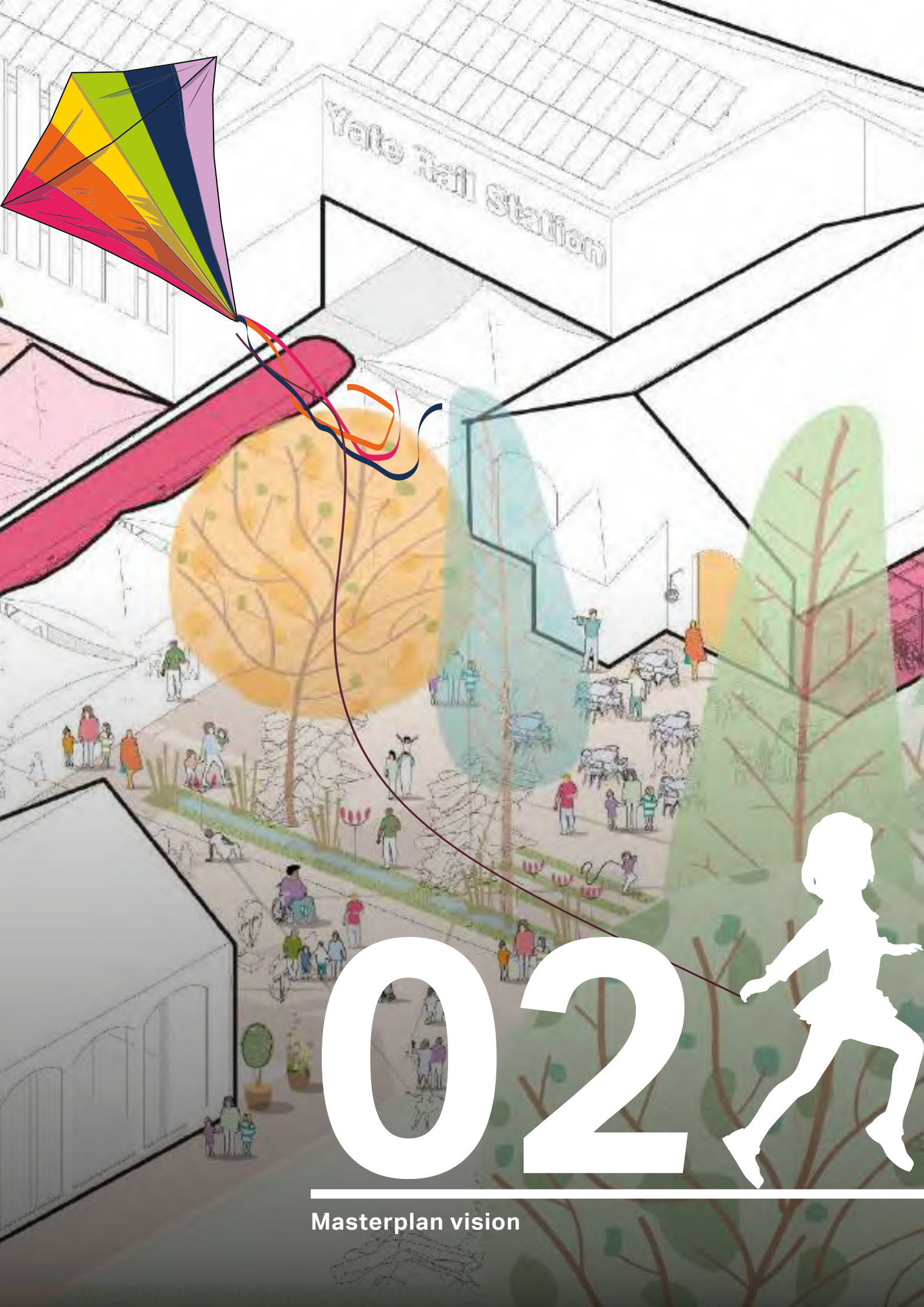
There was support for proposals to improve the train station and modernise the Town Centre, with an emphasis on active frontages, public space and keeping the community at the heart of the Town Centre.

For the Industrial Estate, people liked the proposals for a wider mix of uses and the intensification of the area. And for Station Road there was support for enhancing the community offer and improving the route for sustainable travel options, ensuring adequate parking and working with the community to get the right mix and design.

We have listened to the feedback received and have made changes to the final masterplan to reflect comments and suggestions from the public. For the Town Centre, the leisure centre and bus station have been retained in their current location, without precluding the ability to move them within the Town Centre in future as more detailed phasing, investment, and design progresses. The location of Town Centre car parking provision has been outlined while the height of buildings in the centre will be considered through future design guidelines.

Further details on the changes made to our plan in response to feedback can be found at www.southglos.gov.uk/yatemasterplan.





02

Masterplan vision

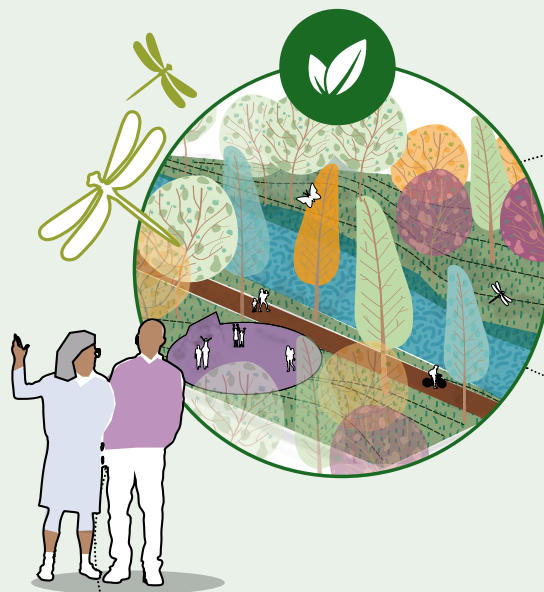
How can Yate become a 15 minute town?

Yate already has the base ingredients to improve the quality of life for residents and visitors, with an enviable combination of urban and rural qualities, excellent connectivity by rail and road, thriving local businesses and industries, and a regional hub of retail, amenities, and public services.

To create a great place to live, work and visit, the six 15-minute town principles will leverage these stepping stones to create a self-sufficient Yate. By providing improved access to open space and nature, improving the mix of employment types, encouraging a broader offer of amenities and services, reinforcing the strong sense of community, with more and diverse offer of homes whilst supporting sustainable movement, a liveable, vibrant, and resilient town will be the outcome.

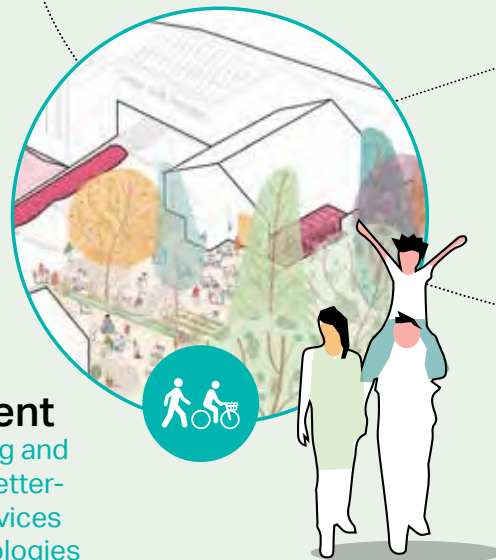
Environment

Green and blue network, climate resilient, carbon neutral, balanced natural and urban eco-system



Sustainable movement

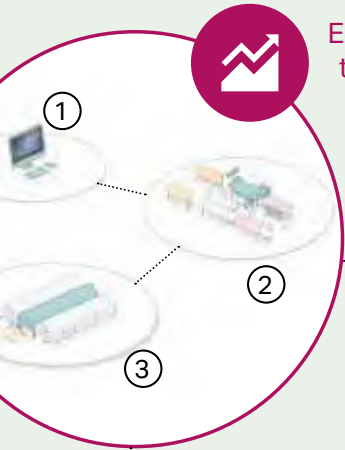
A network of high-quality walking and cycling routes, enhanced and better-connected public transport services and embracing innovative technologies



A destination
leisure and

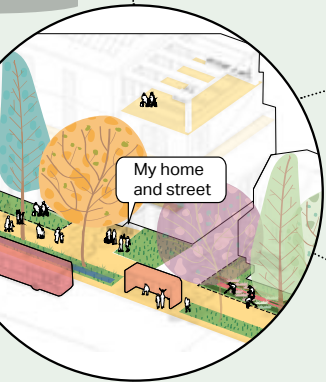
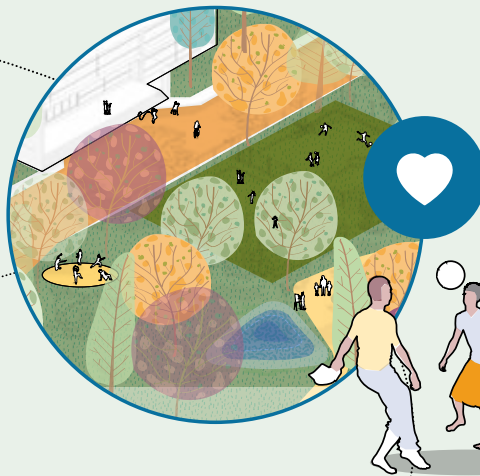
Economy

Eco-system of companies, access to jobs, diversity of employment, lifelong education, space for innovation and startups



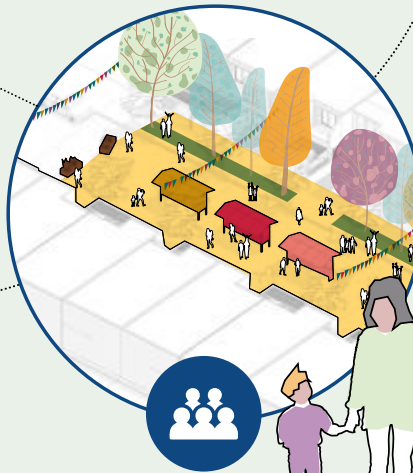
Healthy, happy people

Homes, jobs, education, health and access to nature



Community

Inclusive community for all ages, events, celebration, heritage and socialising



Town Centre

Location of local shops, amenities, and culture, that celebrates local pride and identity



How do we apply this town wide?

The plan for Yate takes a comprehensive and joined-up approach by addressing all aspects of a town wide plan such as transport, housing and the environment at the same time. This ensures that the relationship between the many factors that need to be considered are understood and deliver mutual benefits.

Healthy happy people

Health and wellbeing of people in Yate will be supported by improved and increased access to nature, a healthy environment with clean air, clean water and with trees, flowers and plants. This will have a positive influence on physical and mental health and social wellbeing. Healthy happy people have access to parks and nature, social and medical services, cultural facilities and education, reducing stress and anxiety through increased opportunities to relax, to exercise and to play in the vicinity of home, school and work.

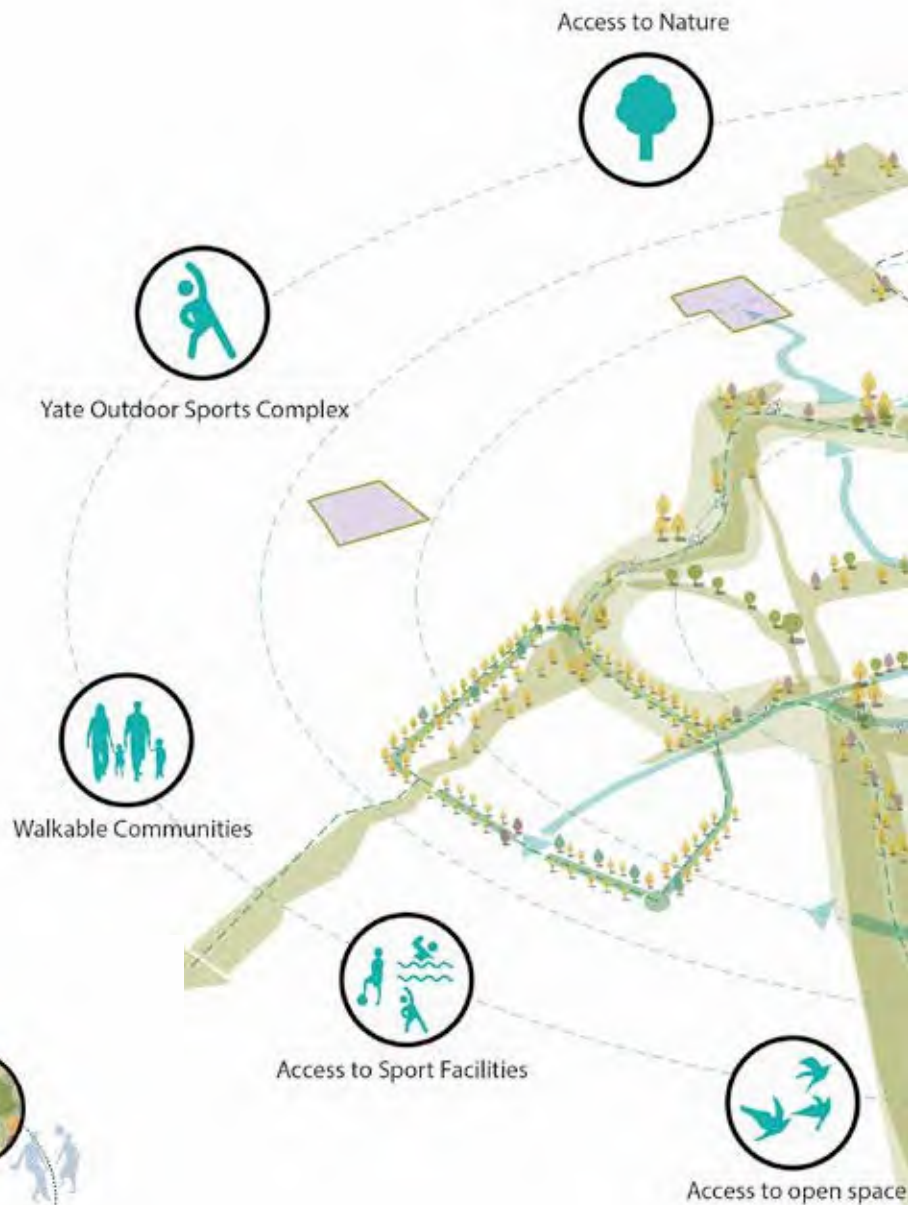
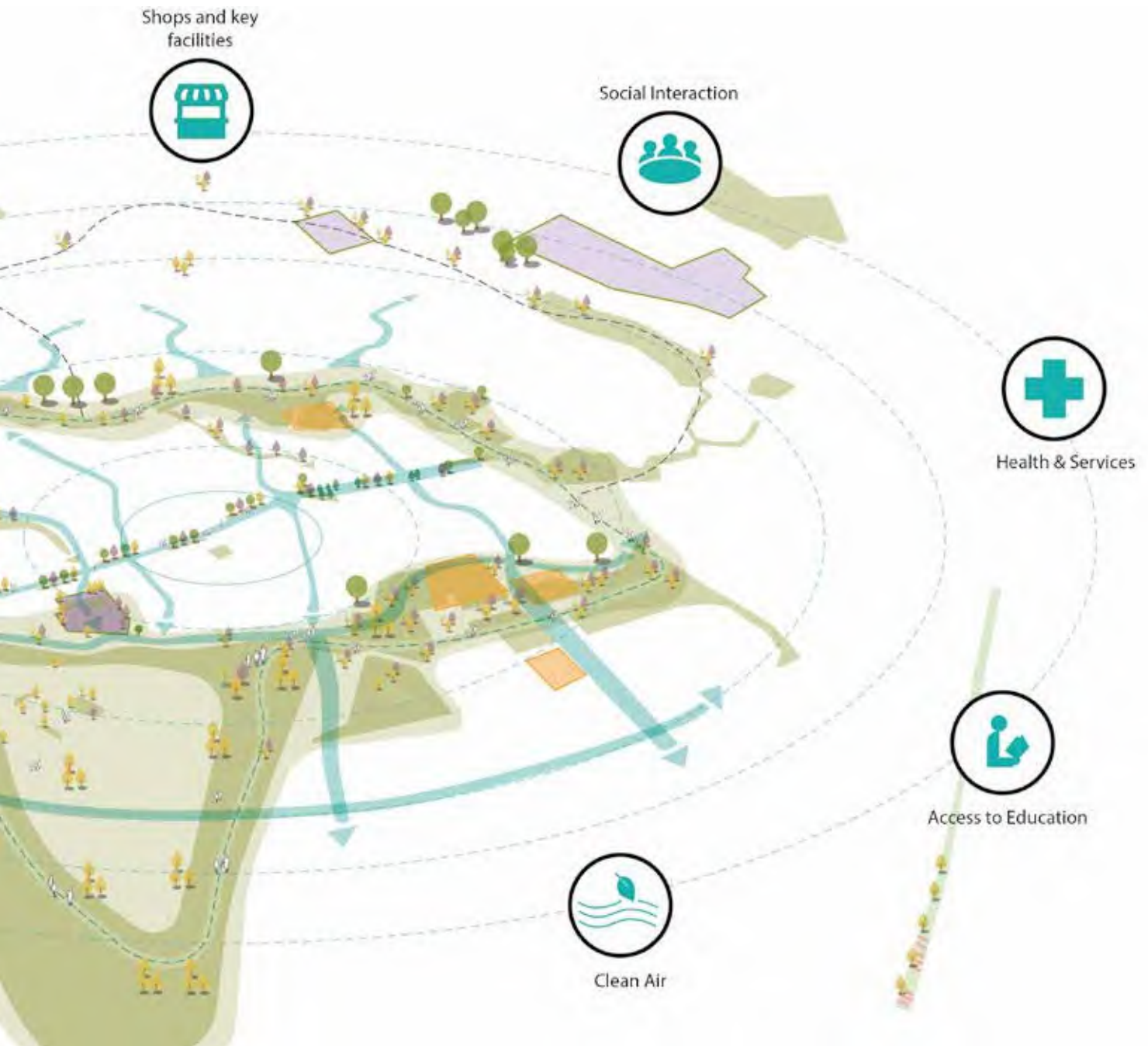


Image below: Healthy, happy people diagram

This is a conceptual image of amenities and services that enhance a healthy lifestyle and are important to the masterplan.



Environment

Yate Common, it's nature reserve, numerous parks and green spaces will offer a healthy environment for people, flora and fauna to thrive, if we enhance and reinforce them by adding green spaces and corridors, by providing SUDs (sustainable urban drainage systems), biodiversity and more waterfront access along the River Frome.

We envision a well-connected and continuous network of green and blue infrastructure for Yate which connects with the wider surroundings. Our vision proposes to connect the dots between existing green spaces and create a green loop that reinforces a green, landscape led character in urban areas.



Image below: Environment diagram

This is a conceptual image of green spaces and water that enhance the environment and are important to the masterplan.



Town Centre

The Town Centre is the epicentre of the whole town approach. The gravitational and community heart of Yate and wider surroundings, it will offer myriad services and amenities, activated by an urban lifestyle approach with jobs and homes, multifunctional high quality public realm, climate adapted and bio-diverse spaces where people celebrate events and where community spirit lives.

An accessible and inclusive place where people live, play, work and relax, truly representative of the 15-minute town. The image reflects this vision with indicative uses and activities.

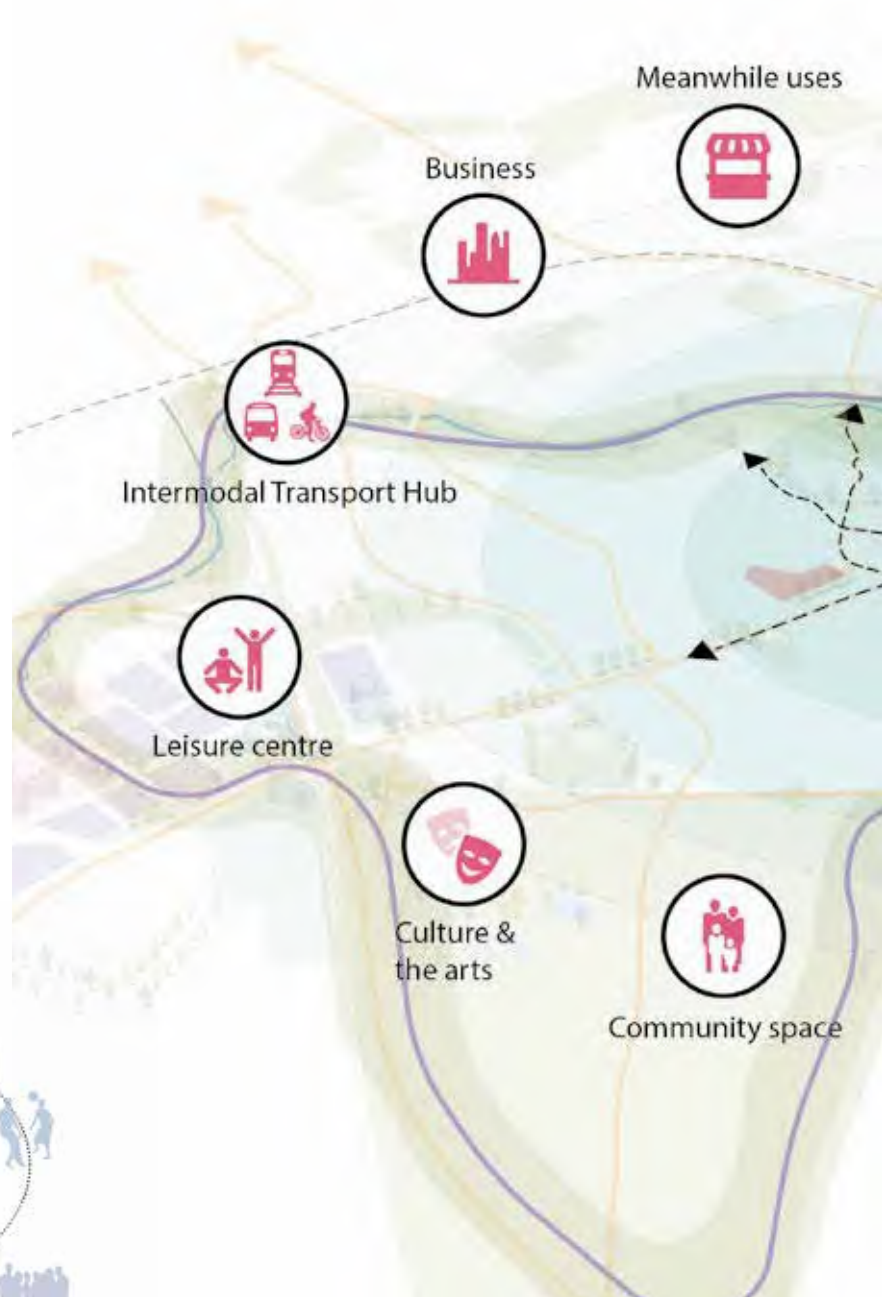
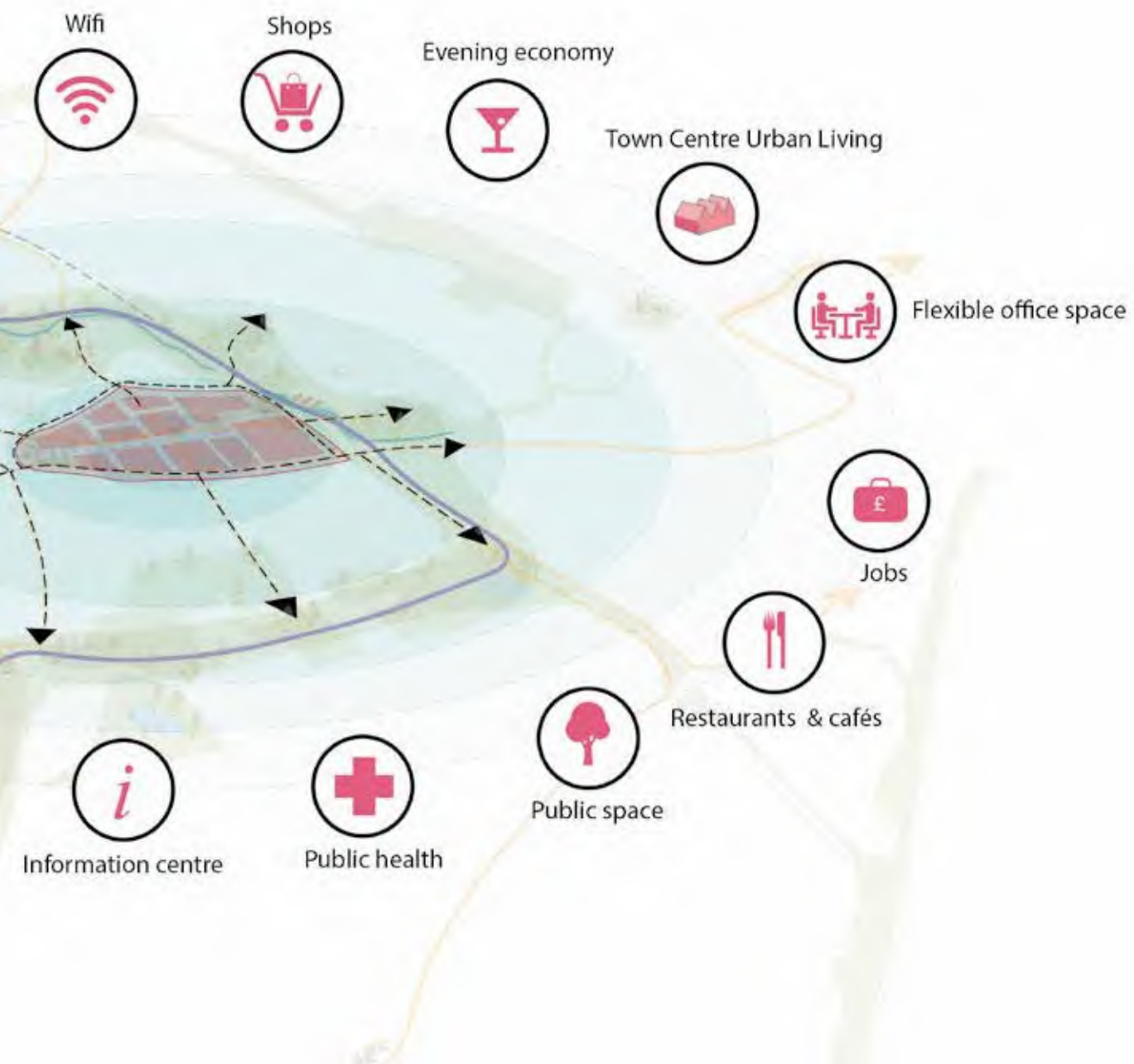


Image below: Town Centre diagram

This is a conceptual image of the Town Centre that shows examples of what is important to the masterplan.



Sustainable Movement

Improving the transport choices for everyone who lives, works or visits Yate will improve access to key destinations and maintain the long-term vitality of the town. At the heart of this approach is a coherent, connected and safe network of walking and cycling routes and facilities which will ensure walking and cycling are the fastest and most convenient options for journeys in Yate, in line with the 15-minute town concept.

Enhancing bus and rail provision to, from and within Yate, working closely with the operators, will also be key in helping to reduce car dependency, while the redevelopment of Yate Rail Station and Yate Bus Station will make interchange easier.

Looking to the future, it will be essential to embrace innovative transport technologies such as electric vehicles which provide a greater range of options for trips as well as helping to combat the climate emergency.

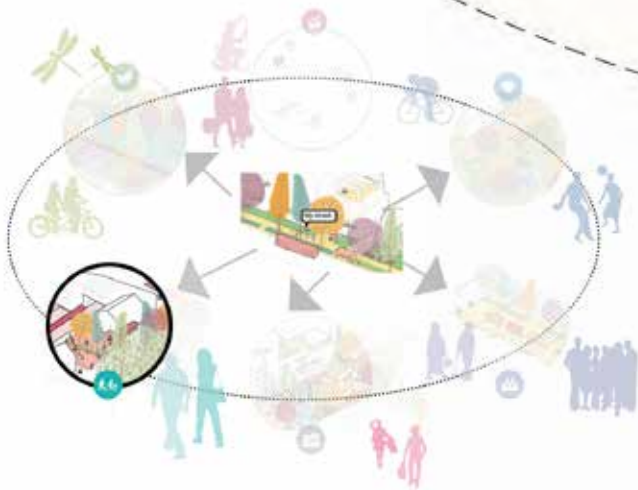
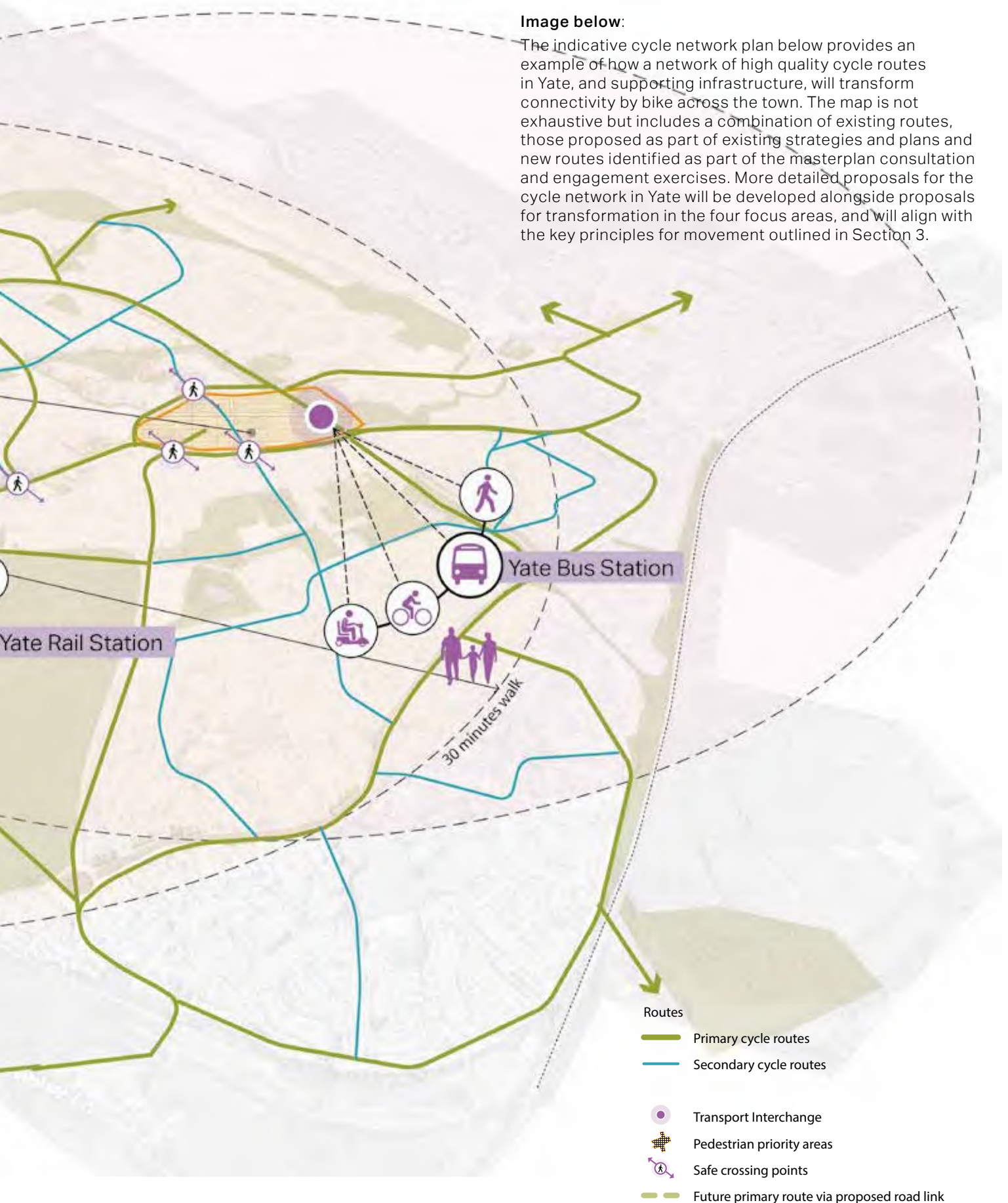


Image below:

The indicative cycle network plan below provides an example of how a network of high quality cycle routes in Yate, and supporting infrastructure, will transform connectivity by bike across the town. The map is not exhaustive but includes a combination of existing routes, those proposed as part of existing strategies and plans and new routes identified as part of the masterplan consultation and engagement exercises. More detailed proposals for the cycle network in Yate will be developed alongside proposals for transformation in the four focus areas, and will align with the key principles for movement outlined in Section 3.



Economy

Sustainable growth for Yate is achieved by broadening the economic base with opportunities for new economic activities that are complementary to the existing businesses, creating more local employment and building and reinforcing local supply chains, producers and businesses.

The vision aims to generally enrich and diversify the economic fabric of Yate. That also means existing economic areas become more diverse, and activities become spread across Yate. The image reflects this vision with an indicative allocation of economic activities.

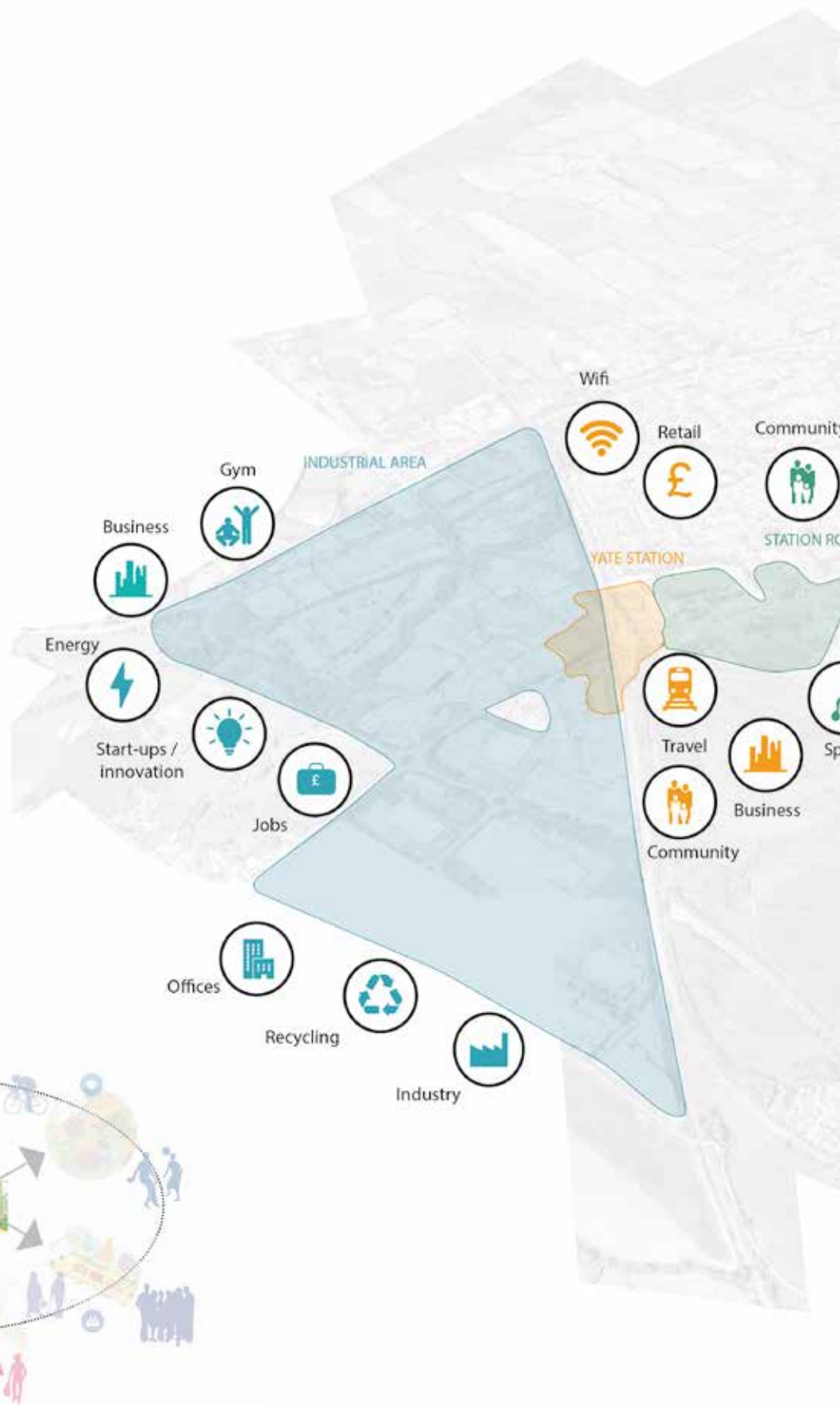


Image below: Economy diagram

This is a conceptual image of aspects that enhance economy and are important to the masterplan.



Community

Yate's community shapes the past, present and future, and its identity and pride are reflected in a diverse range of community, cultural and leisure activities.

Apart from the facilities in this image we recognise the importance of other facilities across the town, such as schools, churches and pubs.

Our vision is to build on community identity by connecting and improving the existing community facilities, offering a broader range of facilities and community spaces, and by continuing to engage in the future Masterplan development process.

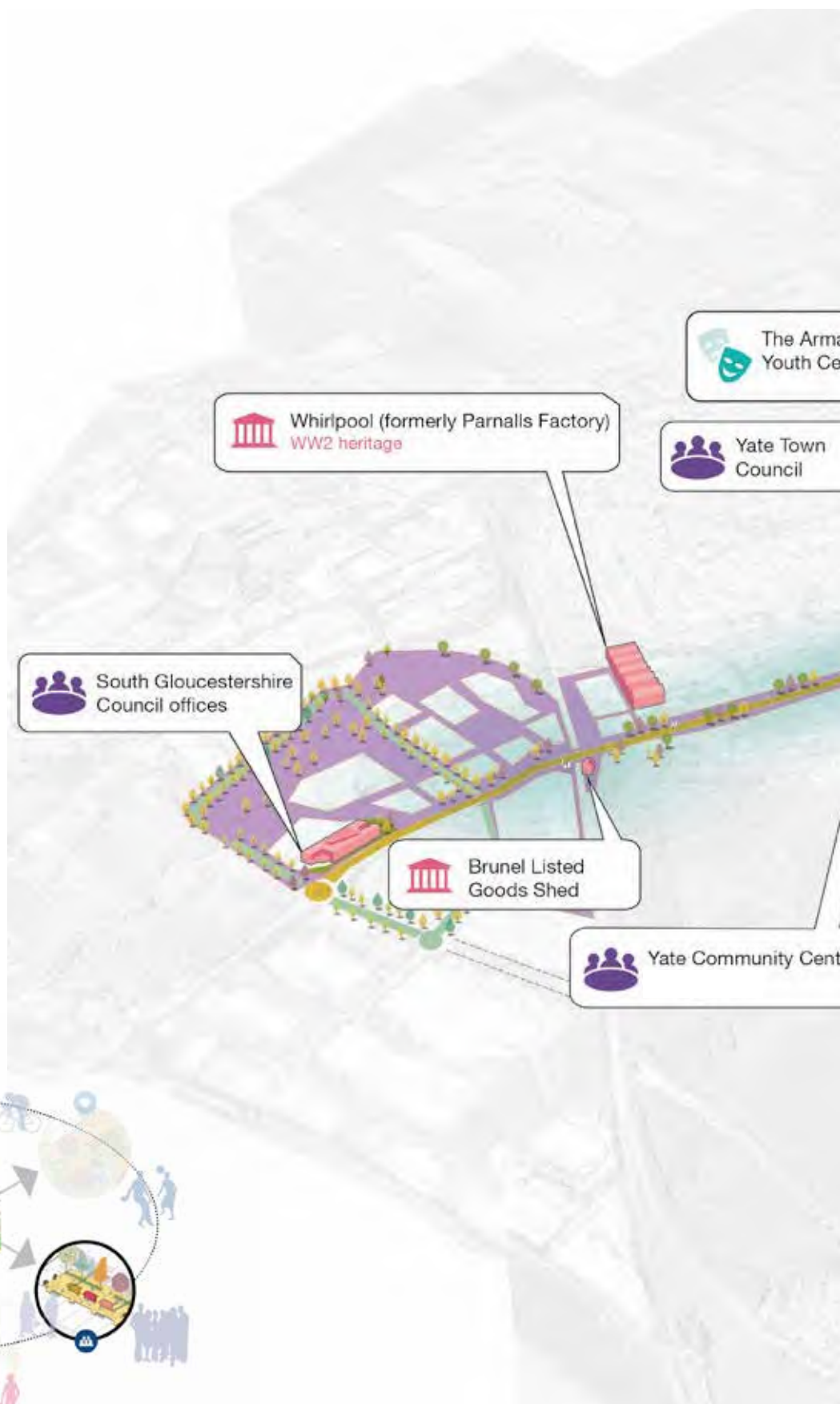
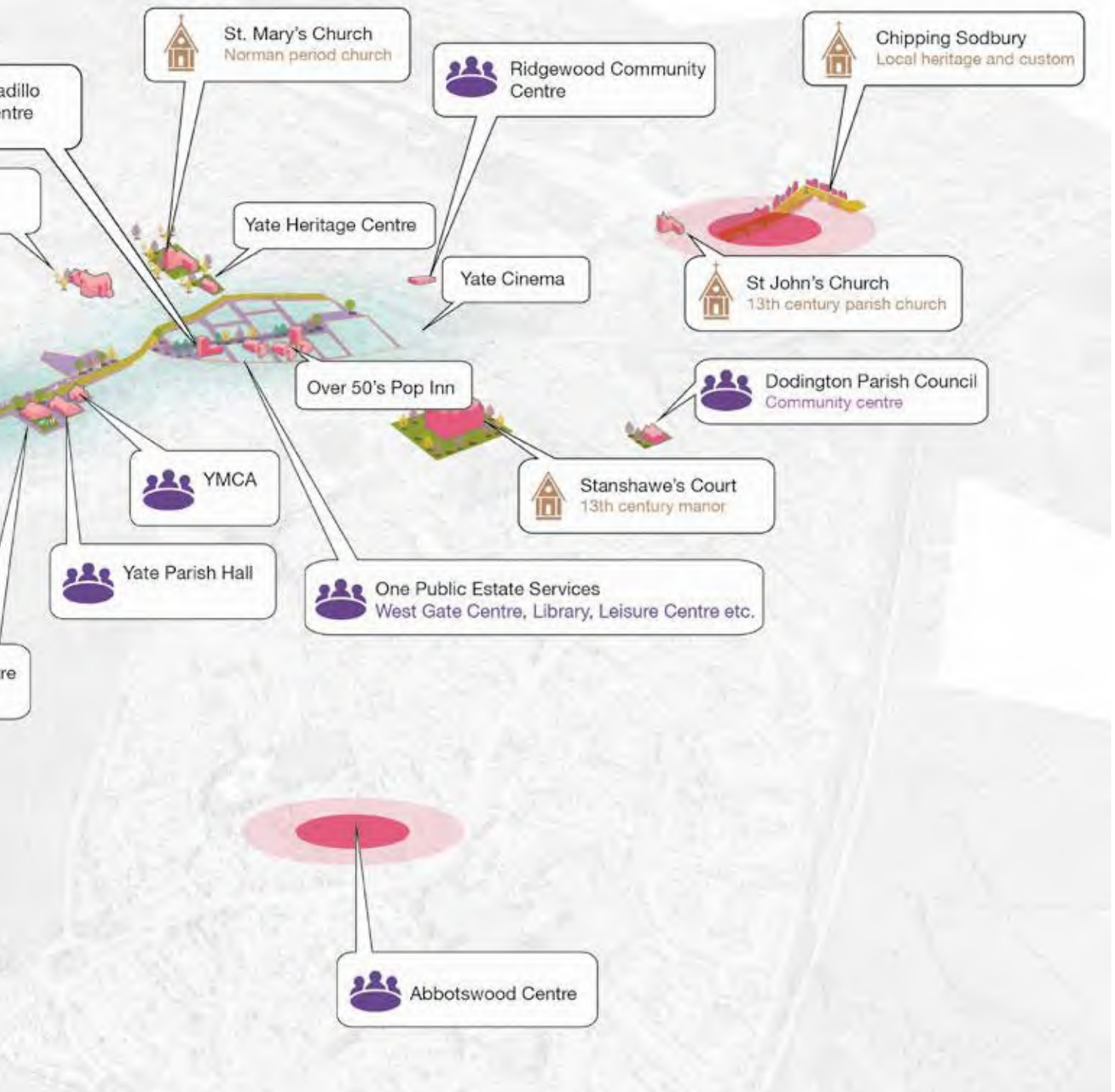


Image below: Community diagram

This is a conceptual image of some of the community facilities in the central area that are important to the masterplan.



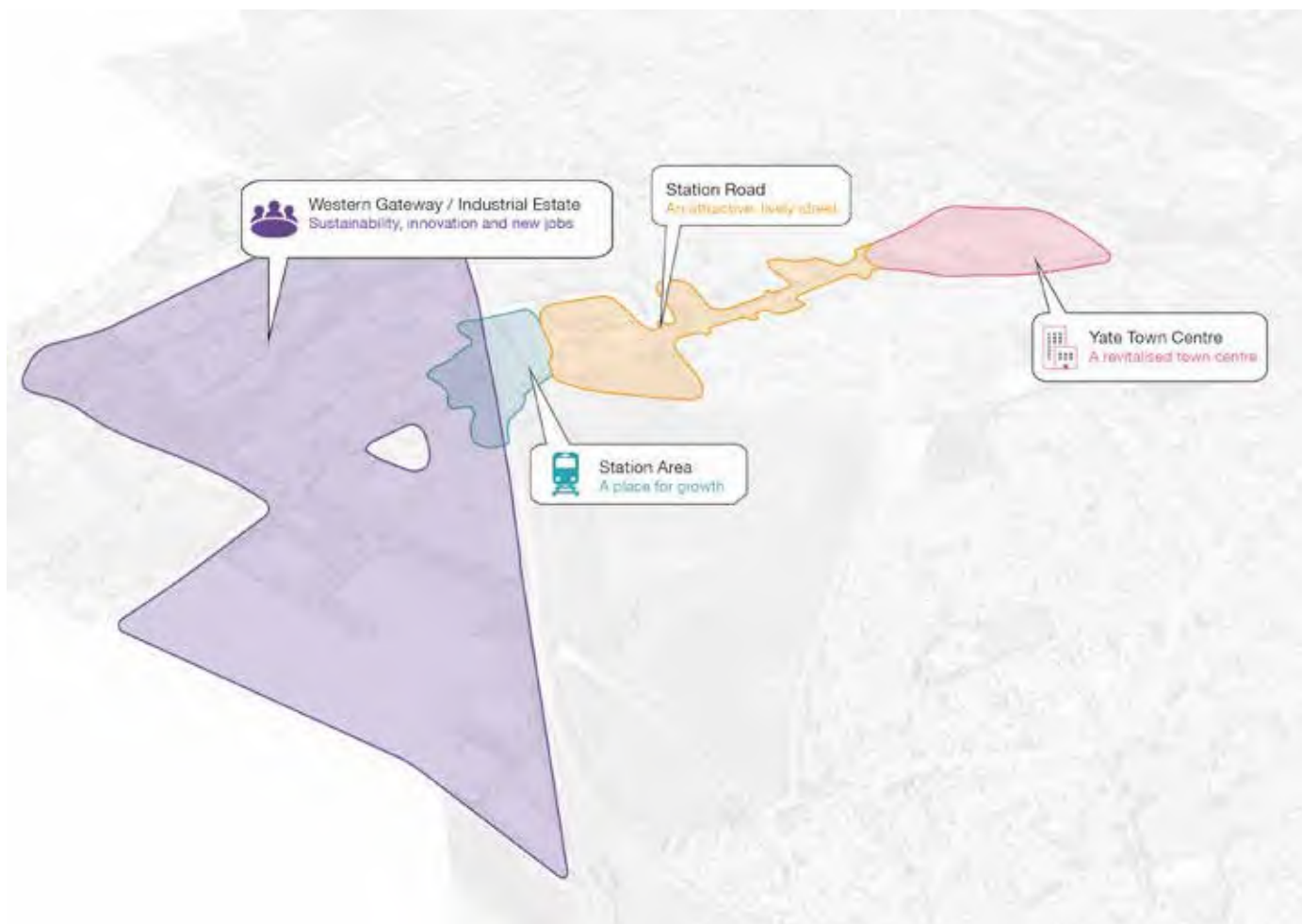


Key areas

How will these areas help Yate to flourish and thrive?

3.1 Introduction

The focus of the Town Centre Improvement Masterplan is on four key areas, the Town Centre, the Rail Station, the Western Gateway/Industrial Estate and Station Road and two systems; movement and green and blue infrastructure, that are crucial to the life of Yate today and to shaping its tomorrow. Transformation, regeneration, or improvement of these areas and systems will act as a catalyst for wider transformation in Yate, just like they have done over centuries. In this section we explain our main vision and key principles for each to improve and evolve.



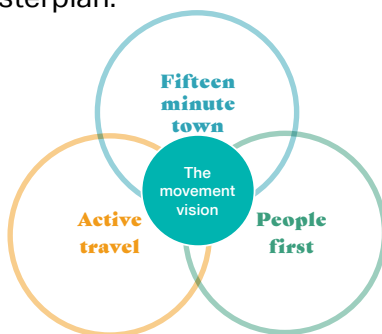
3.2 Movement Vision

The Movement Vision for Yate is to deliver a step change in the range of travel choices available to everyone who travels to, from and within the wider Yate area. In doing so, we will enable people to travel in the ways they need to, and Yate will become a much more accessible, sustainable and prosperous town.

To achieve the Movement Vision, we have outlined a number of key principles which will lie at the heart of future transformation in Yate. Indeed, future interventions in relation to the transport network in Yate should be considered through the lens of the three key pillars of the Movement Vision.

Transport interventions proposed specifically as part of the transformation of the four focus areas are detailed in Sections 3.4 to 3.7.

It is noted that other transport network proposals such as new road links to the M4 and A4174 as well as MetroWest Phase 2 will be taken forward separately from the masterplan, but may enable some of the key movement principles outlined within this document to be realised. Metrobus should also be enabled through the masterplan.



Key Principles

Improving access to places and spaces for all users of the transport network is the key principle which underpins all of the proposals outlined in the Masterplan. As changes to the transport network come forward to support the redevelopment of the focus areas, consideration should be given to designing to better enable all users, including those with specific mobility needs. These could include users of mobility scooters, mobility aids or

wheelchairs, those with visual or hearing impairments, those with small children or those carrying heavy shopping for instance.

Walking, cycling and wheeling

Capitalise on Yate's compact size and existing network of walking and cycling routes to transform opportunities for residents to walk, cycle or wheel (travel by wheelchair or mobility scooter) for short trips by delivering:

- A coherent, connected and safe network of cycle routes and facilities which connect and service the places where people live, work and play;
 - » **Primary routes** should connect strategically important places via high-quality cycle paths which should be fully segregated from vehicle traffic;
 - » **Secondary routes** should provide connections between primary routes and locally important places. These routes should be located on both greenways and quiet routes on residential streets and could form part of low-traffic neighbourhoods;
- Cycle parking facilities at key locations where high numbers of cycle trips are anticipated i.e. schools, businesses, retail, community services, transport interchanges etc.
- Improve the surface quality and condition of footways and crossings to make walking safer, more attractive, and more accessible especially for those with specific mobility needs;
- Improve perceptions of safety on the walking and cycling network by providing legible wayfinding and appropriate street lighting between residential areas and key destinations.

Walking and cycling routes should be designed and/or upgraded in line with the latest guidance taking into consideration the requirements of all users and inclusive design principles to create a barrier-free

environment. This will be particularly important for those with specific mobility needs i.e. users of mobility scooters, mobility aids, non-standard cycles as well as people with small children or carrying heavy shopping or luggage.

Public transport

Transform the role of modern and reliable bus and rail services in moving people to, from and within Yate via:

- The redevelopment Yate Rail Station to provide a high-quality interchange and destination in its own right. The Station will act as a mobility hub hosting enhanced bus interchange via Station Road, cycle parking facilities, electric vehicle charging and simple wayfinding for pedestrians;
- The redevelopment of Yate Bus Station to enhance placemaking and improve connectivity and accessibility to the Town Centre. The redevelopment will also provide opportunities for easy interchange with other transport modes; In future, a potential relocation of the bus station could be assessed.
- Upgraded bus stop facilities, in line with metrobus standards where relevant, to provide appropriate levels of shelter, seating and complementary assets such as real time information/community art;
- Seek opportunities to provide bus priority on Station Road working closely with the local community through a co-design process.

To realise the above proposals, close collaboration with the WECA and bus and rail operators will be required to enhance bus



and rail provision to, from and within Yate as well as seek opportunities to implement affordable and integrated ticketing.

Innovative transport options

Embrace new transport technologies and opportunities to transform the way residents, visitors and goods move to support the transition to a low carbon transport network.

- Provide and prioritise affordable electric charging infrastructure at key destinations such as the Town Centre, Yate Rail Station, and the Industrial Estate. This should include opportunities for electric cars, vans, bicycles and scooters;
- Identify suitable partnerships with businesses, including Yate Shopping Centre, public service providers, home builders etc. to provide access and identify locations for shared mobility options such as Car Clubs, bike-sharing or ride-sharing.
- Monitor the outcomes of e-scooter trials and changes to national legislation to identify opportunities for e-scooters in Yate.

Sustainable travel corridors

Engage with local communities through a Co-Design process to identify opportunities to reallocate road space to enable the delivery of future sustainable travel corridors and reduce through traffic. Consideration will be given to:

- The identification of suitable alternative routes;
- Schemes which could be delivered as part of low traffic neighbourhoods;
- Demand for and location of car parking;
- Maintaining access for residents and local businesses;
- Complementary uses i.e. biodiversity, community and placemaking.

The creation of sustainable travel corridors should be realised in line with the delivery of attractive alternatives to encourage and enable more residents who are able to, to work remotely, walk, cycle and use public transport.

3.3 Green and Blue Infrastructure

The River Frome meanders through Yate and the town centre, on its way from the Cotswolds to the River Avon and the sea. Yate is blessed with a large number of parks and valuable commons. Recognising the value of this living infrastructure means re-connecting them. All four focus areas can benefit from incorporating and emphasising this network of assets, of publicly accessible green space, amenity green space provision for children and young people, natural and semi-natural green space, community gardens, outdoor sports facilities, green and blue corridors and private green space.

There is an opportunity for the Masterplan to improve biodiversity net gain and connect habitats for nature in Yate and beyond and support, shape and integrate with a broader scale of change for Yate's natural systems. Water and nature as a living infrastructure become more valuable when they are part

of a connected network of multifunctional green and blue spaces, urban and rural, which can deliver a wide range of environmental and quality of life benefits for local communities.

There is also a broader role for the green infrastructure network to support movement of people (active travel routes) and nature and benefits air quality, shading and amenities.

The Masterplan will build on the Local Nature Action Plan and the opportunities it has identified, working with key stakeholders and local initiatives, will help develop further into a Green/Blue Infrastructure Strategy for Yate. Specific green and blue intentions are explored in the following sections for each specific focus area.



Yate Common.

Photo credit : Bristol Barkers.

St Mary's Church

Poole Court

Streets for people

3.4 Yate Town Centre

The vision for Yate Town centre is for it to be a vibrant, inclusive, distinct and accessible, pedestrian priority town centre, with high quality public realm, streets, parks and squares as part of a network of green and blue infrastructure, and a diverse mix of homes for all, a successful mix of national and local retail offers, a diverse employment offer and a unique mix of leisure, amenities and services, integrated with the surrounding neighbourhoods. It will also benefit from improved accessibility and connectivity with the wider surroundings and Yate Rail Station, including an upgraded bus interchange with facilities such as electric charging, bicycle shelter and improved placemaking.

The opportunity for the town centre is to represent the 15-minute town concept and to become a reference and example of sustainable market town transformation in the region and beyond.

West Walk Park

Yate Town Square



Yate Heritage Centre

**Ridgewood
Community Centre**

**Circular
Park**

**River
Frome
Park**

Above: Indicative image of Yate Town Centre

Introduction

The town centre lies at the heart of the Yate community, embraced by friendly neighbourhoods that are home to cherished heritage, such as Yate and District Heritage Centre, St Mary's church with its 28-meter-high landmark bell tower, St Paul's Church and Ridgewood Community Centre. It's also surrounded by numerous parks, schools, and the River Frome, as well as a network of streets and paths, that makes it highly accessible for cars, buses, cycles, and pedestrians. Integrating the town centre with the wider town is essential to connect the two physically and mentally and is one of the main objectives of the masterplan.

The town centre itself is blessed with public services that are used frequently by a diverse community, such as Kennedy Way surgery and pharmacy, Yate West Gate Centre and Minor Injuries Unit, Yate Library, the Pop Inn Café, Yate Leisure Centre, the Armadillo Youth Centre and the bus station. People also visit outdoor food stalls and festive events and enjoy the open spaces and facilities, to meet for a coffee and a chat before or after shopping for groceries and other needs in the wide range of shops in the centre.

The aim of future improvements of the town centre is to build on these strengths and to retain, improve and strengthen the public services and retail offer. Other services, such as South Western Ambulance Service and Avon Fire & Rescue Service, will be relocated elsewhere in Yate at the appropriate moment, possibly in the Industrial Estate, where they would benefit from improved facilities, access and location conditions.

Principles and parameters

Transformation and redevelopment of the town centre will need to be gradual and phased, as well as flexible and adaptable to changing circumstances, to ensure it remains attractive, open, and functional throughout the process. Each phase should bring forward high quality public realm and a mix of shops, homes and employment with complementary public and private amenities and facilities.

Phasing will strongly depend on the retail strategy and available retail spaces that come forward. It will also be guided by conditions in the property market, active engagement of key stakeholders and early provision of key infrastructure to unlock development.

The purpose of the guiding principles and parameters is to describe and secure the key parameters that will help realise vision ambitions and achieve a certain "look and feel" of the town centre's streets, squares and parks, its amenities and services and its homes, shops, and other functions. The images we have included are indicative and the principles and parameters are meant to guide more detailed design during future stages of planning and development. They are intentionally not too prescriptive, to allow for further community engagement, design and creative flexibility, new ideas and market guidance.

The design principles and parameters have been divided into four sections that cover the main characteristics of the future town centre. The parameter plan is an example of how these principles can be applied.



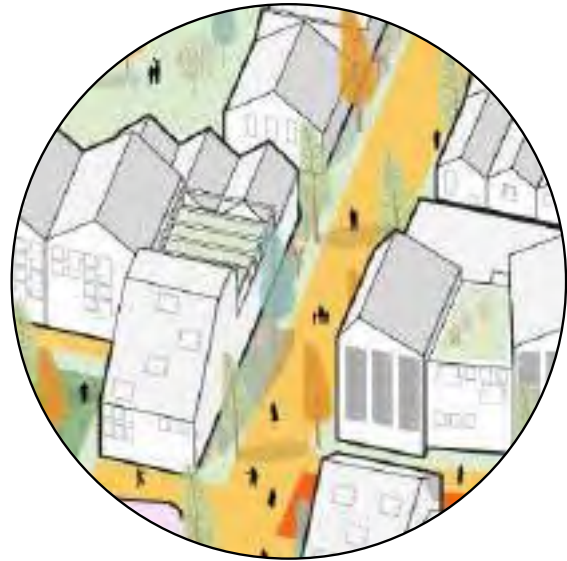


Above: Indicative image of Yate Town Centre

Spatial structure principles

A network of pedestrian priority streets

Based on the existing plot structure and ownership boundaries, to allow for phased development and easy orientation. It is a pedestrian priority area, with central main routes from north to south, linking both neighbourhoods, school clusters and churches, and east to west, connecting the main destinations and Station Road with Frome riverside. These main routes have segregated bicycle lanes that are serviced with bike parking.

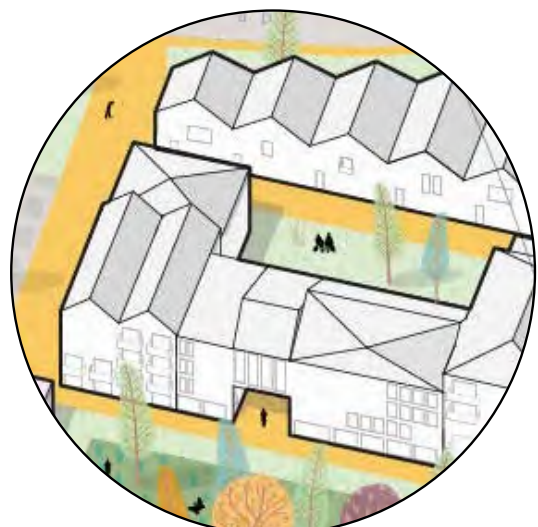


Flexible and resilient spatial framework

Defined by a resilient street network built around anchor tenants and developable plots that are similar in size and scale as the surrounding neighbourhoods, with maximum block length of 50 meters, to allow for secondary and tertiary routes through larger plots to provide a walkable and accessible public realm, with a human scale and multiple options for direct routes. Blocks will have internal courtyards and mostly double aspect, well orientated units.

Active uses and frontage

All façades facing the public street network will have active frontages and uses, because services and logistics will face the internal courtyards, whilst retail, or residential façades and entrances will face the public realm.



Note: All images are indicative only

Reallocate road space

Redesign of Station Road, Kennedy Way, Station Road Roundabout and Link Road to enable the delivery of segregated cycle routes, high-quality and well-surfaced footways, new pedestrian and cycle crossings and an improved bridge connection over the River Frome.



Integrated parking and service yards

Retention of parking spaces and numbers, whilst a gradual switch from extensive surface parking and large service yards to more compact structured parking is encouraged. Eventually these can be replaced by underground or structured parking and blended servicing or last mile consolidation, hidden inside the building blocks. Visitor parking and drop off areas for taxis and cars will also be provided, and EV charging points for cars, scooters and bicycles included.



Safe and attractive streets

Form a network of safe pedestrian routes with clear signage and wayfinding and lighting, that ensure accessible, permeable, active and safe streets throughout the town centre.



Upgraded Bus Interchange

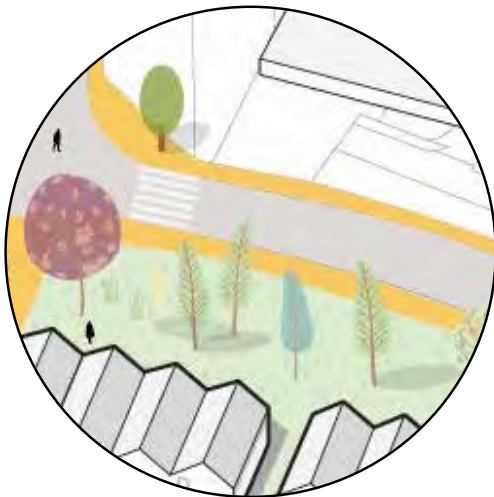
Improvements to the bus station on Link Road with improved placemaking, shelter, pedestrian amenities, green surroundings, and interchange facilities such as bicycles and scooter storage, rental, and charging.

Note: All images are indicative only

Environment, green and blue infrastructure

Room for the Frome

The River Frome becomes more accessible and legible, with wider embankments, a new public waterside common, public footpaths and floodable wetlands with increased biodiversity, reed beds and re-meandering of its course, allowing for climate change mitigation through rainwater retention and infiltration areas (SUDs) and compensating higher temperatures with trees and plants.



Circular park

A linear park along Station Road and Kennedy Way thanks to a setback of the building line, creates a mile-long loop with integrated SUD systems along sidewalks. The park connects with the wider Green and Blue Infrastructure network such as Thorns Farm open space and river Frome.

Placemaking and Public Realm

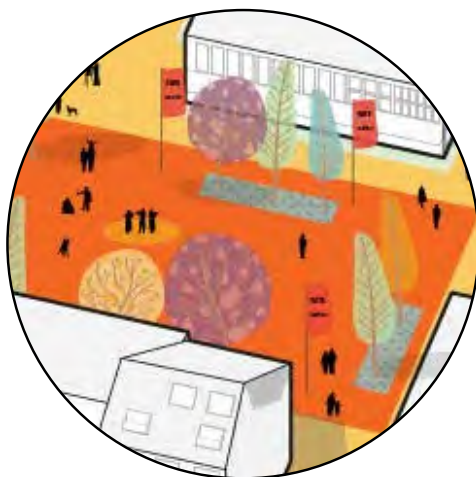
Gateways and landmarks

Key routes such as the north-south and east-west main streets are gateways into the town centre that should be marked with special design features and elements to facilitate orientation and wayfinding. Carefully and strategically placed higher buildings can become landmarks that mark key approaches to the town centre from all directions.



Note: All images are indicative only

Square and Park



A central civic space that is multi-purpose to allow for celebration of local events, music and theatre, summer town beach, local farmers markets, meet and greet, see and be seen, a vibrant urban space to celebrate local pride and culture. A central park offers a contrast to the square, as a soft, green tree-covered space for calm and relaxation, for play, informal encounters, reading a book or sitting on the lawn. Both spaces are surrounded by shops and homes to ensure these are safe, attractive and active spaces throughout the day and evening. All public spaces and internal squares and courtyards include rainwater retention areas that alleviate the sewage system and filter the rainwater.

Mixed uses - urban lifestyle

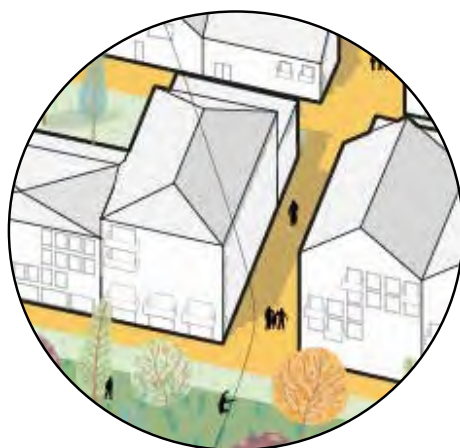
Diversify and intensify the current mix of uses to provide for more homes, employment, hospitality, renewed public services and creating space for new occupiers. The appropriate mix of homes, typologies and tenures, as well as provision of affordable and specialist housing, for rent and in ownership, will be determined working with the community and stakeholders. Potential to reinforce the arts, music, entertainment and culture sector with indoor and outdoor facilities.



Building typologies and heights

From townhouses with similar heights as the existing buildings along Station Road and Kennedy Way to apartment buildings and more height in the central areas of the town centre, to define, enclose and activate key spaces. Ensure positive solar and light conditions in buildings and public realm, especially during winter.

Buildings along the edges of the town centre will have a maximum of two floors with a pitched roof, whilst elsewhere heights will be limited to what is appropriate for the character of Yate.



Public realm and open space

A network of diverse public green spaces will offer young and old, residents, retailers and visitors alike flexible, attractive, and unprogrammed space to relax, for play, leisure and recreation. These soft spaces introduce biodiversity through flowers, shrubs and pollinator plants, a small piece of nature that bring a lively flora and fauna and the change of seasons right into the heart of the community.

Note: All images are indicative only





Future Yate Town Centre Square

Indicative image only

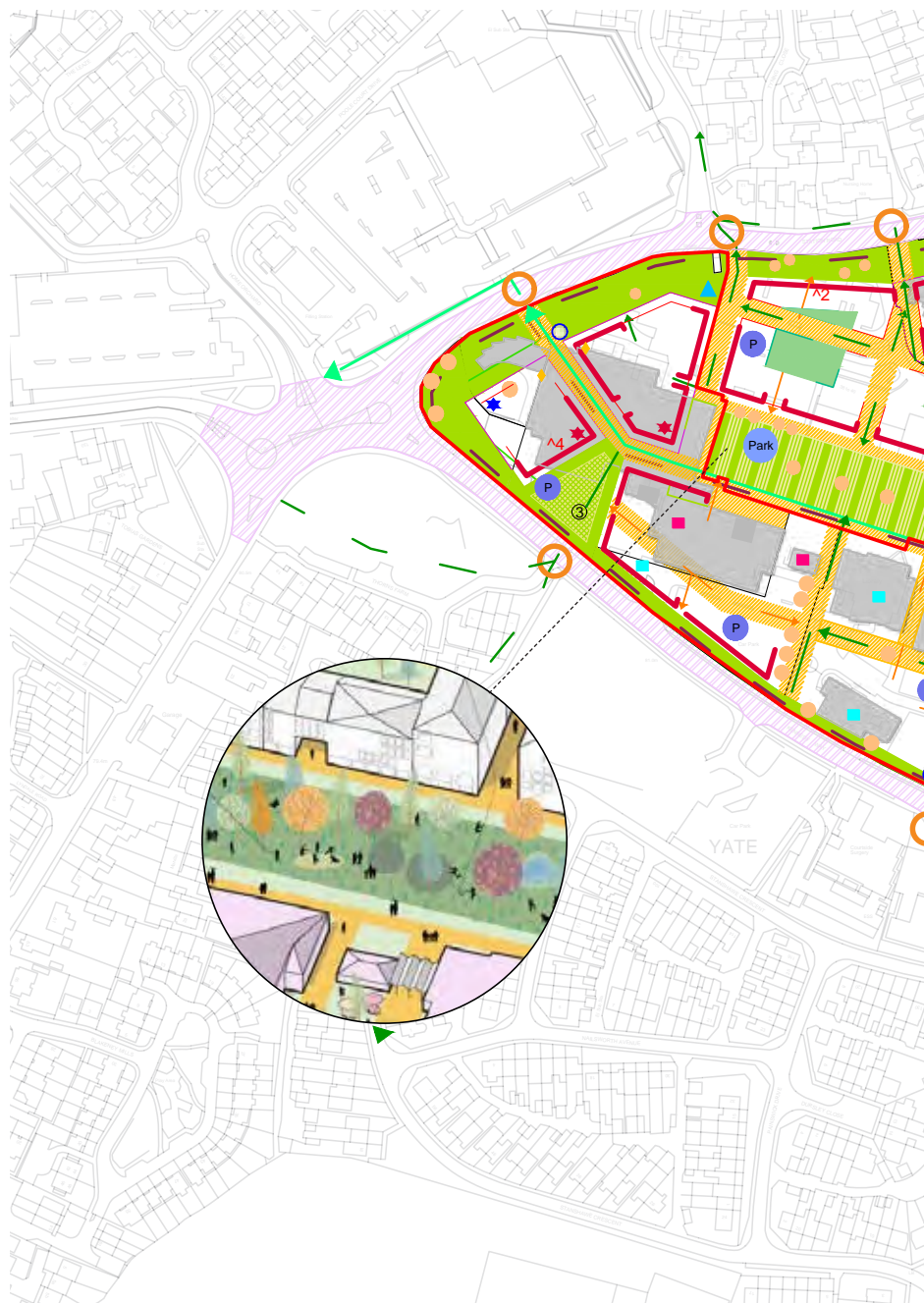


Introduction to the parameter plan

The guiding principles and parameters that are described in the text and illustrative images in this section are included in a parameter plan on this page. This plan is indicative and demonstrates how parameters can be translated into more defined planning principles that could eventually be embedded in the local plan.

Movement

- Primary pedestrian axis - minimum 12m width, including landscape enhancement (2m tolerance)
- Secondary pedestrian route - minimum 10 m width, including landscape enhancements (5m tolerance)
- Tertiary pedestrian route - minimum 6 m width, including landscape enhancements (15m tolerance)
- - - Pedestrian green loop set within landscape (5m tolerance)
- Potential future connection - minimum 6 m width, including landscape enhancements (15m tolerance)
- Reallocation of road space - safe pedestrian crossings, wide sidewalks, segregated bicycle lane, improved lighting, landscape, signage and wayfinding
- P Public vehicular car parking
- Bus Bus Station
- B Proposed pedestrian and cycle bridge, minimum 6 m width (5m tolerance)
- ▲ Bicycle facilities
- Signage and wayfinding
- Safe pedestrian crossings












Indicative image only

Environment

-  Formal town park with trees, SUDS and play elements (5m tolerance)
-  Central town square with high quality public realm and SUDS features (5m tolerance)
-  Proposed open space extension with high quality public realm and SUDS (5m tolerance)
-  Station Road linear park with trees, SUDS and multi age play features -min 15m width from edge of existing kerbline
-  Riverfront park
-  Existing mature trees to retain
-  Proposed private open green space
-  Proposed public realm enhancements for key streets
-  Proposed sustainable urban drainage systems minimum 2m width (5m tolerance)
-  Proposed wetland creation and natural reedbed (tolerance 5m)
-  Proposed re-meandering of existing river corridor (tolerance 15m)
-  Proposed widening of existing river corridor for better flood conveyance.

Placemaking and Public realm

-  Maximum number of floors - In all other areas height limited by what is appropriate for the character of Yate.
-  Town house typology
-  Landmark corner
-  Active frontage
-  Multi age play space (10m tolerance)
-  Gateway building
-  Pedestrian gateway arrival
-  Community uses
-  Public services and amenities

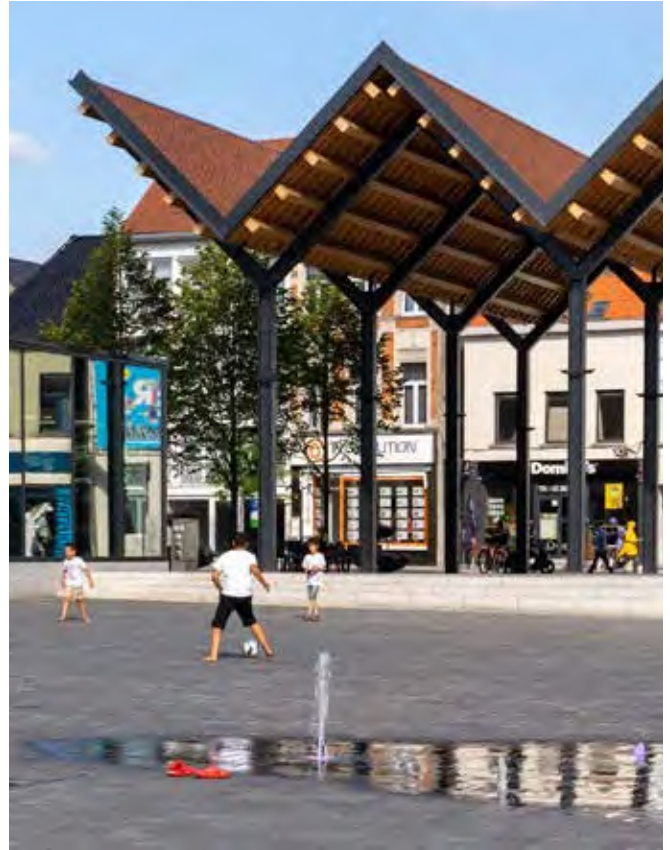
Urban Living

-  New town centre block - possible mix of homes, shops, employment, (public & private) services and amenities
-  Area of improvement, expansion and modernization of public services and amenities,

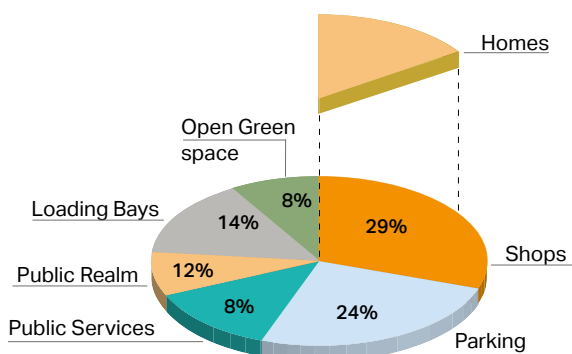


Mood and character

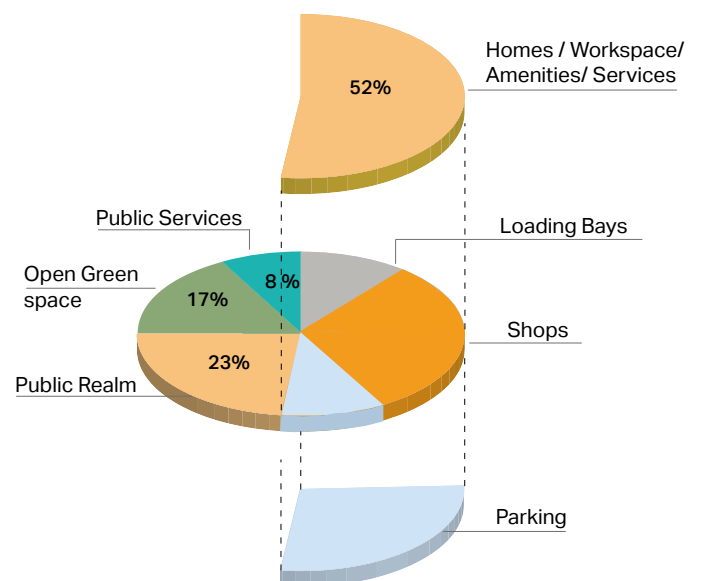
A friendly and inviting, vibrant market town centre with proper Yate identity, is used throughout the day by young and old, with a wide variety of high quality, multipurpose public spaces of human size and scale, with trees and plants reflecting seasonal changes, well designed architecture that is respectful for heritage context.



NOW



FUTURE POTENTIAL



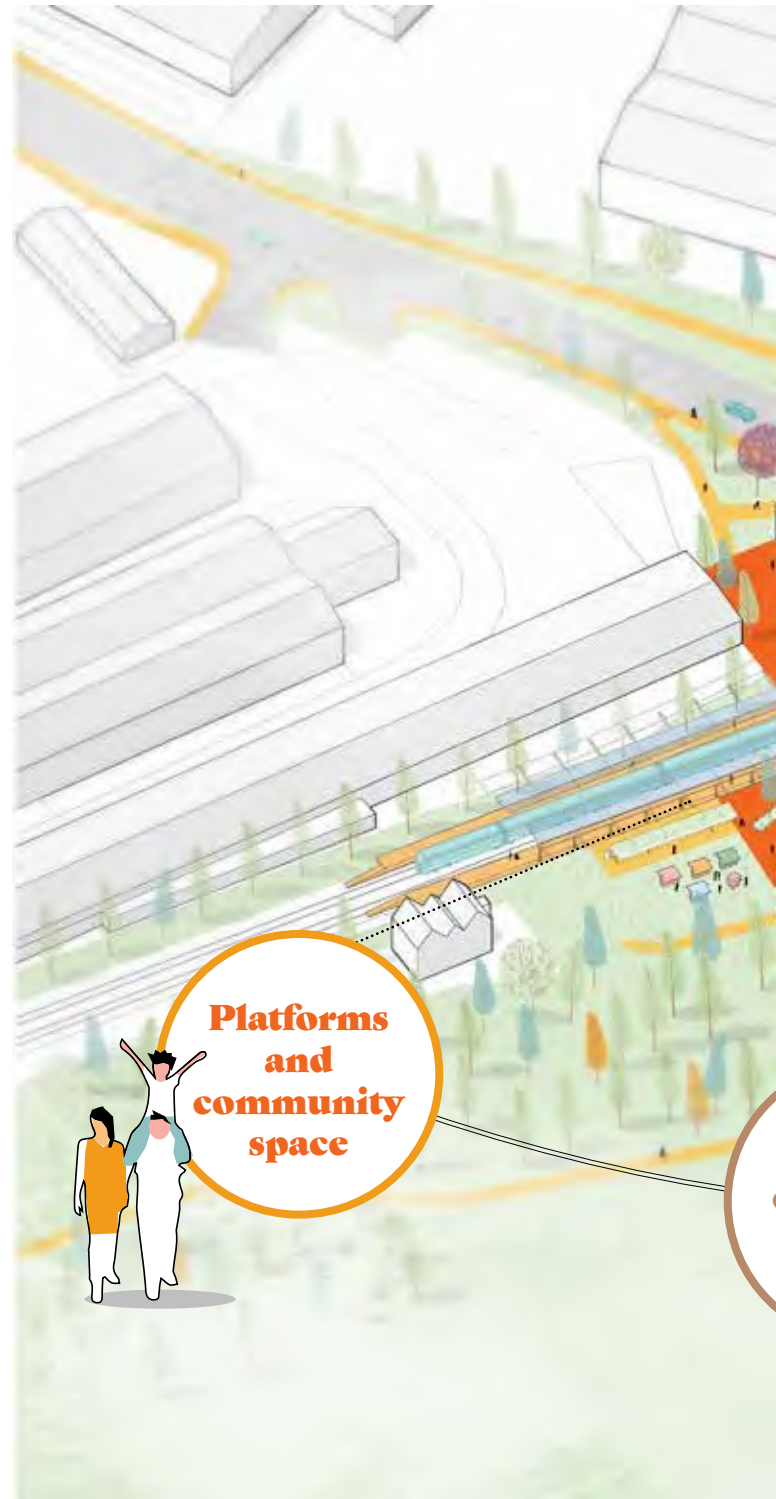


3.5 Yate Rail Station

We see the future of Yate Rail Station as a place for people, for sustainable growth and as a new source of pride for the town. It is an opportunity to provide a high-quality, welcoming environment that blurs the boundaries between work and play, and between work and life. The station area should allow for a mix of everyday activities to occur, with fully accessible facilities and more connected green infrastructure.

At the heart of western Yate, the station can improve the physical and mental wellbeing of passengers and visitors alike by providing easy and obvious active travel options through the natural environments such as the Common. As a centre for movement, it will also allow for multi-modal transport options with better connections to local and regional buses, EV parking and taxi / Uber drop off areas.

Indicative image only





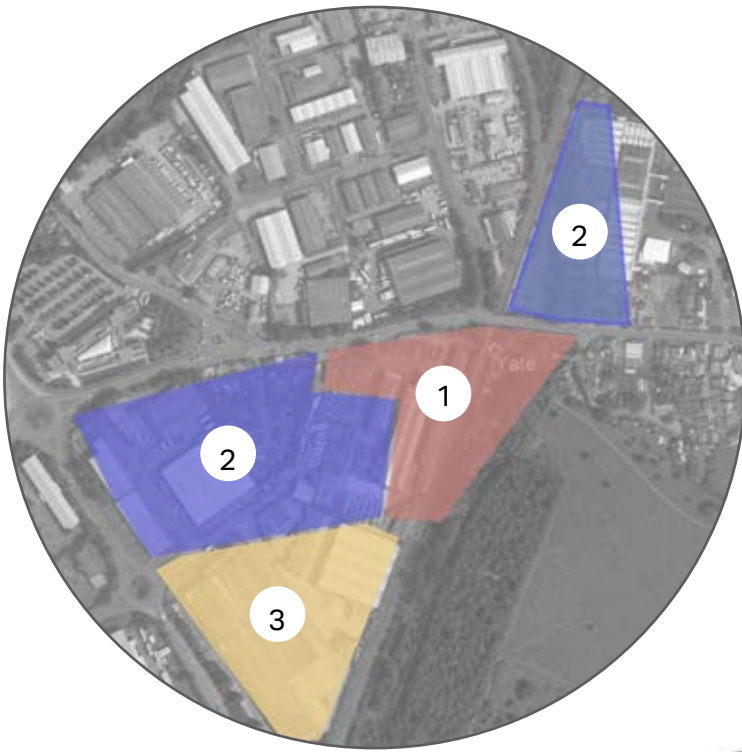


Image above: Indicative phasing diagram for Yate Rail Station

The Rail Station has been instrumental to the growth of the town since it opened in 1884. Whilst the station and surrounding context have changed over time, placemaking and customer experience have never been part of these changes. Yet the rich tapestry of heritage assets can transform this customer and visitor experience into a positive one.

The masterplan redefines the station from a 'functional' to a 'living station' with much greater emphasis on it as a place and a destination within Yate. This is a major opportunity to encourage sustainable movement through a central hub, serviced by a mix of amenities and high-quality public realm.

The full opportunity present at the station will be unlocked in steps over the next 10-15 years and is envisioned in the following stages (see diagram above):

Stage 1:

- Rationalise the station infrastructure to the south of Station Road, with the relocation of the southbound platform to run alongside the existing northbound platform.

- The parking north of Station Road to be retained in this stage.
- A new split-level station building with bus interchange facilities is proposed in this step, with temporary drop-off zones located to the north of Station Road, within the existing parking area.

Stage 2:

- Improve land uses in the immediate vicinity of the station to build on improved destination and connectivity.
- The parking and temporary drop off areas to be reconfigured to the west





Note: All images are indicative only

of the station, to create a clear definition between vehicle focused arrival to the west, and pedestrian and cycling focused arrival to the east.

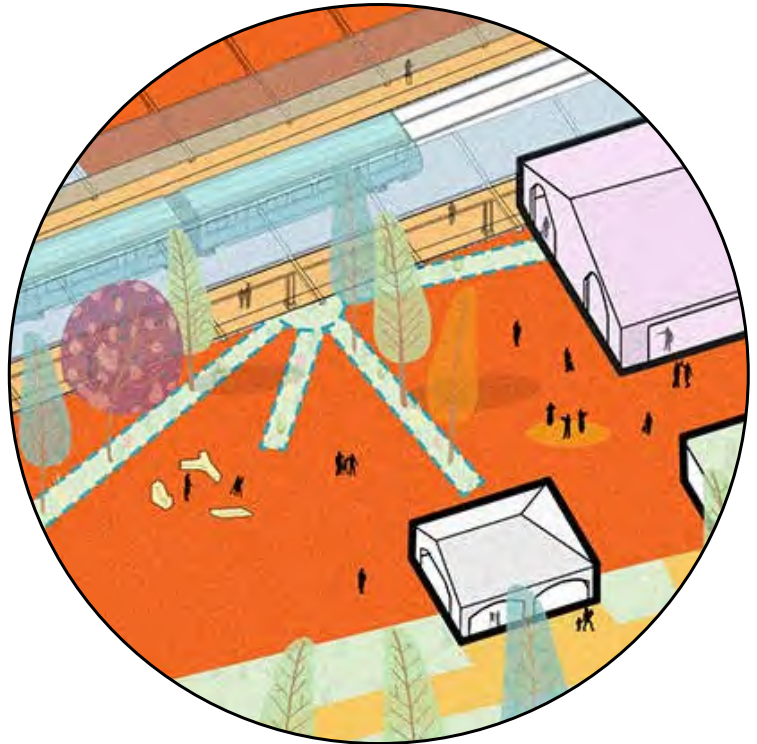
- North of Station Road urban regeneration with mixed use that support and activate the new station environment and leverage its increased attractiveness and vibrancy.
- Commuter parking to be retained below new buildings.

Stage 3:

- Urban regeneration with mixed use that support and activate the new station environment and leverage its increased attractiveness and vibrancy.

Heritage, community and placemaking

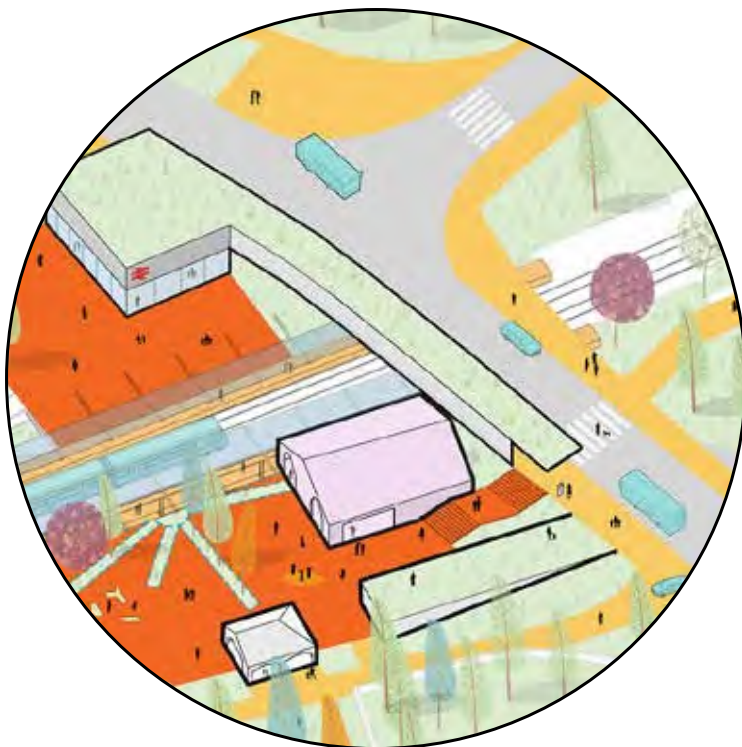
Protect, enhance and celebrate the rich railway heritage of this area by integrating the Brunel Shed and the turntable as key identity features in the future transformation.



Sustainable movement

Improved interchange with bus services, access to segregated cycle routes to Yate P&R and other key destinations, improved and safe pedestrian crossing points on Station Road and Badminton Road and opportunities to interchange with other modes. Integrated parking facilities with EV facilities and convenient kiss and ride and taxi drop off.

Note: All images are indicative only

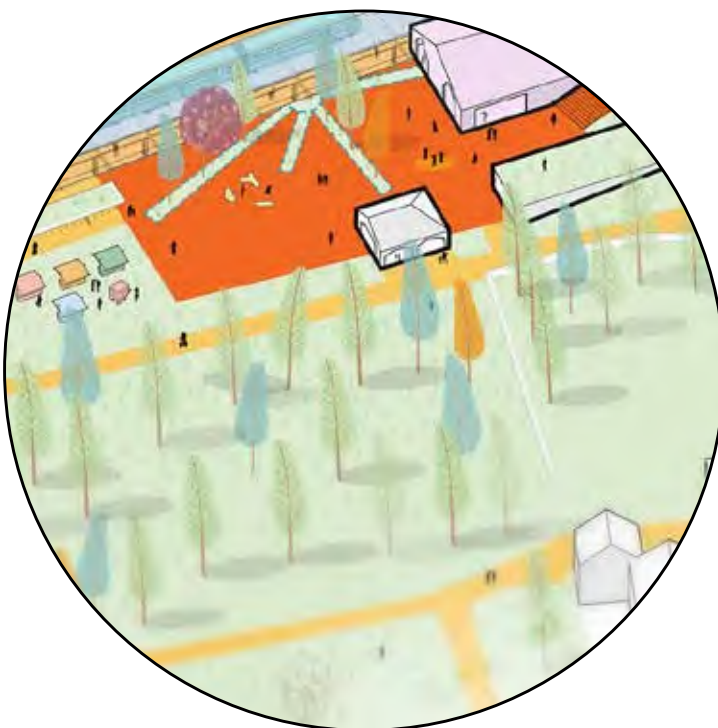


Public Realm

Ensure a high-quality arrival and departure experience alongside the platforms thanks to a welcoming public realm. Additional spaces for meanwhile activities and events around the station.

Green and Blue infrastructure

Enhance green spaces, increase biodiversity and connectivity with wider green and blue network and integrated SUD systems.



Note: All images are indicative only

Mood and character

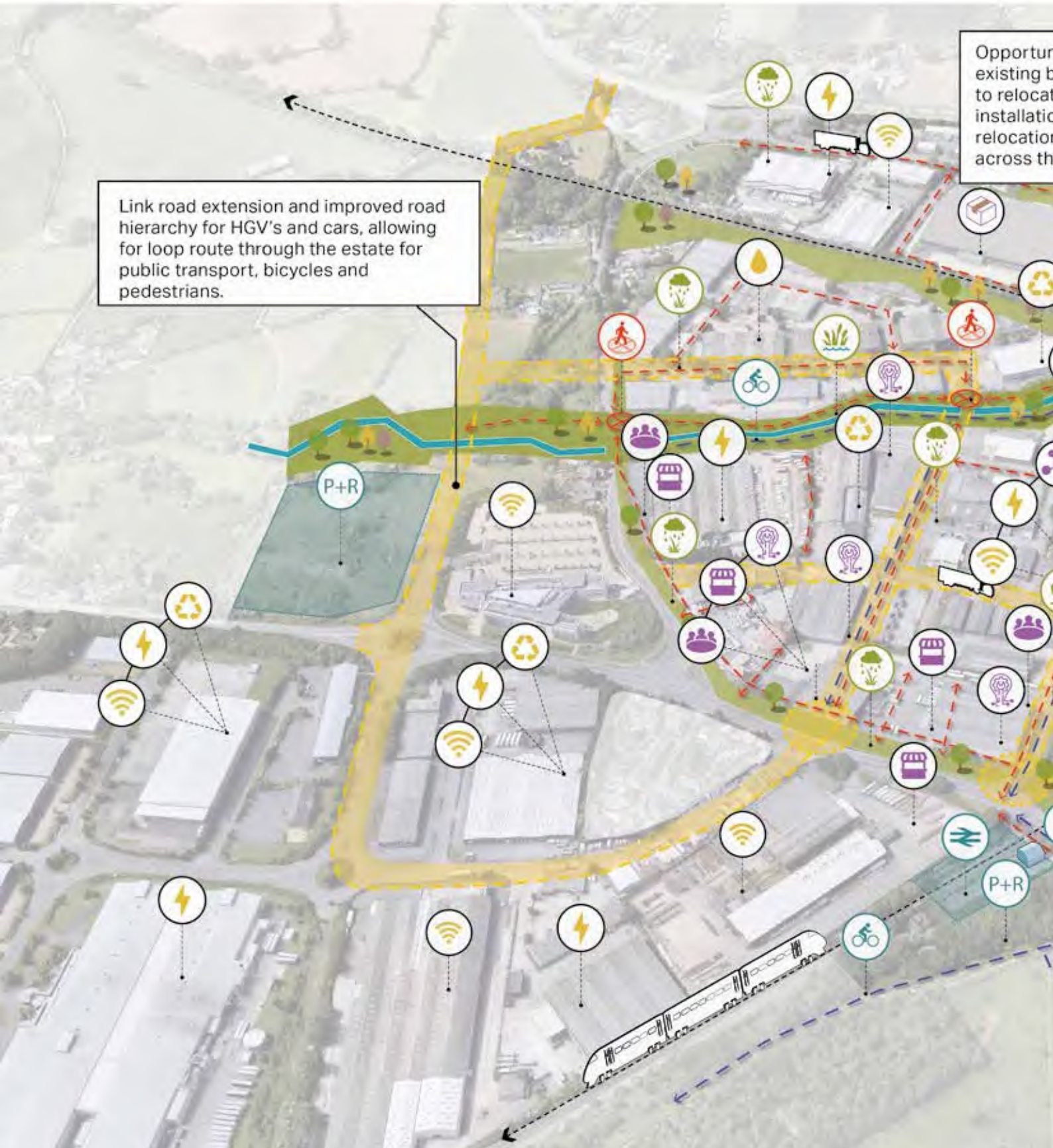
First impressions are powerful and long-lasting. As the front door to Yate, the arrival experience of rail passengers could shape how they perceive the town itself, which makes this area highly important to positively shape that impression.

The rich railway history embedded in the infrastructure of the station area provides a strong foundation for how it could feel. The pointed arch stone windows and wagon gateway doors of the Goods Shed reflect its past use, and the building could be reimagined as the welcoming point for rail passengers. The new station plaza provides an opportunity for modern interpretation of the historic Railway Turntable.

The eastern edge of the rail station has a natural wooded character and provides a rural backdrop to the industrial heritage focused plaza. This rural feel and character within the town is quite distinctive to Yate.







Key

Sustainable infrastructure

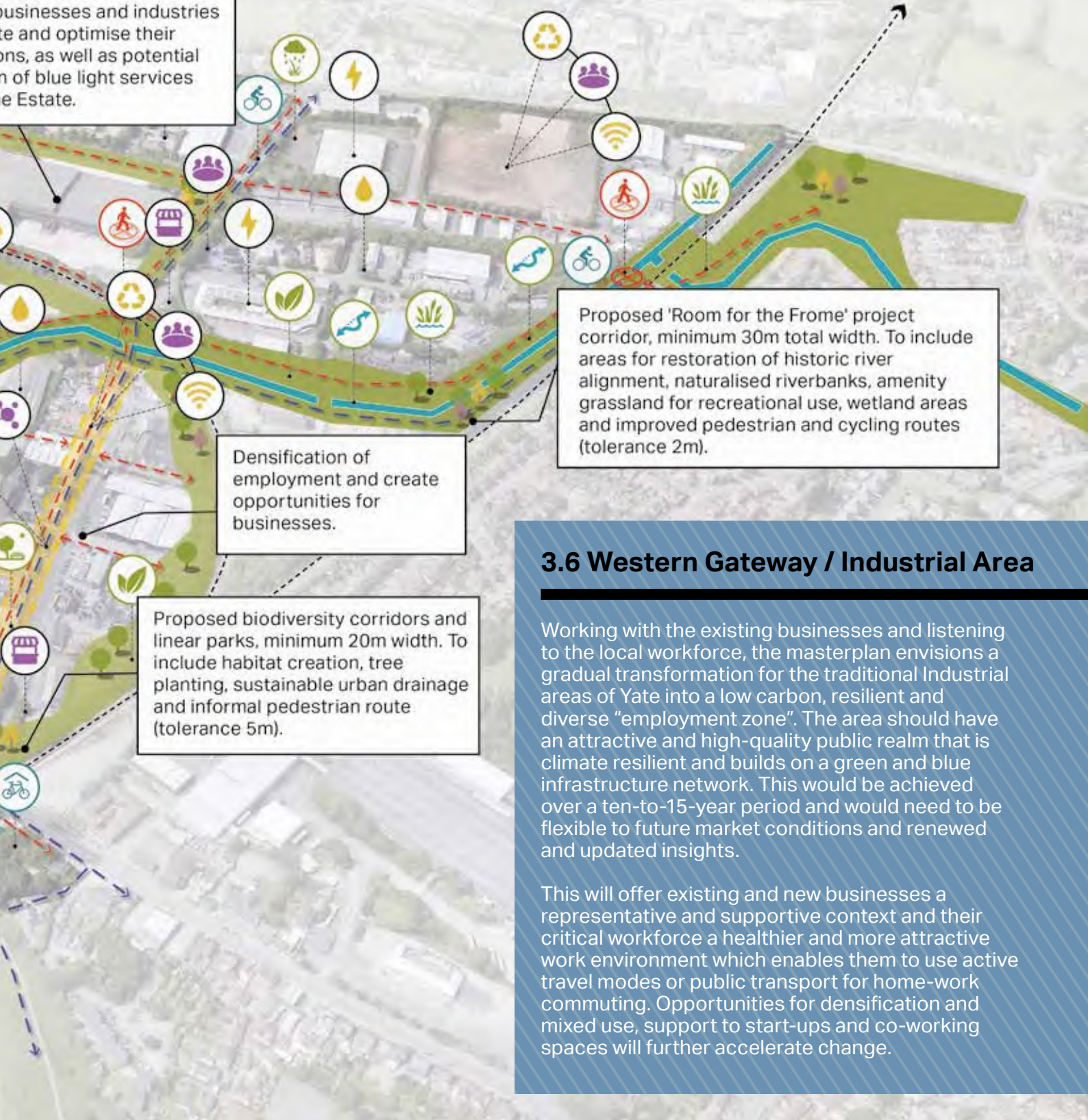
- Energy
- Wifi
- Waste recycling
- Water recycling

Mobility

- Gateway
- Improved road structure
- Cycling route
- Main pedestrian route

- Improved pedestrian crossings
- Station
- Park and Ride
- Opportunities for off-street parking
- Bike facilities

ities for new and/or
businesses and industries
te and optimise their
ons, as well as potential
n of blue light services
e Estate.



3.6 Western Gateway / Industrial Area

Working with the existing businesses and listening to the local workforce, the masterplan envisions a gradual transformation for the traditional Industrial areas of Yate into a low carbon, resilient and diverse "employment zone". The area should have an attractive and high-quality public realm that is climate resilient and builds on a green and blue infrastructure network. This would be achieved over a ten-to-15-year period and would need to be flexible to future market conditions and renewed and updated insights.

This will offer existing and new businesses a representative and supportive context and their critical workforce a healthier and more attractive work environment which enables them to use active travel modes or public transport for home-work commuting. Opportunities for densification and mixed use, support to start-ups and co-working spaces will further accelerate change.

Note: All images are indicative only

Community and mixed land uses

- Local Retail
- Public Services
- New Businesses / Co-working
- Maximize opportunities existing community hub facilities

Green and blue infrastructure

- Biodiversity enhancements
- Potential regeneration of Common
- SUDS
- Wetland enhancements
- Potential re-meandering of existing river corridor

Principles and parameters

- **Opportunities for densification**

Allow for mixed use that enables a gradual transformation from heavy industry and logistics into a combination of logistics with light industry, commercial, and office spaces.

- **Sustainable Infrastructure**

Sustainable utilities and services should improve business functionality and transformation to meet climate emergency and zero carbon targets, offering services such as renewable energy, high speed broadband, sustainable waste strategy (water and material) and recycling.

- **Movement**

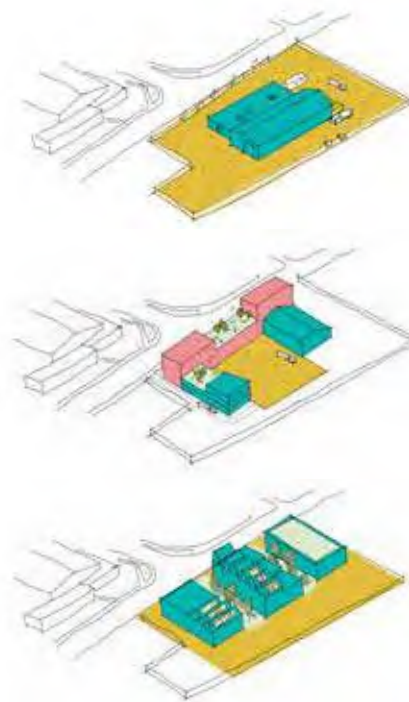
A future link road improves road structure, accessibility and hierarchy, and to improve permeability for public transport services

- **Active travel and public transport**

Road network upgrade to allow for public transport loop and segregated cycle land to connect with Yate P&R, offer EV charging points and parking areas, develop a bus corridor and bus stops at walking distance, improve walking/cycling connections to Yate station.

- **Blue light services**

Potential relocation of blue light services, further investigation will need to look at suitable locations, for example near the future link road.



- **Green and blue infrastructure**

Enhance the green and blue network, enhancing the River Frome corridor and the Frome Valley Walkway to become more legible, accessible, and usable throughout the year, thanks to improved pathways, clear signage and wayfinding and observation and interpretation areas, whilst ensuring that a wildlife plan for protecting and enhancing river and riverbank wildlife is in place.





Mood and character

A modern, thriving, and future proofed industrial area that offers improved services and facilities to existing businesses and attracts new businesses. There is space for community and mixed land uses that provide increased and new employment types and commercial uses. It provides a competitive and attractive, green work environment, well connected by car, bus and active travel to homes and community, with services for the employees, such as retail, gyms, crèche, health services and commodities.

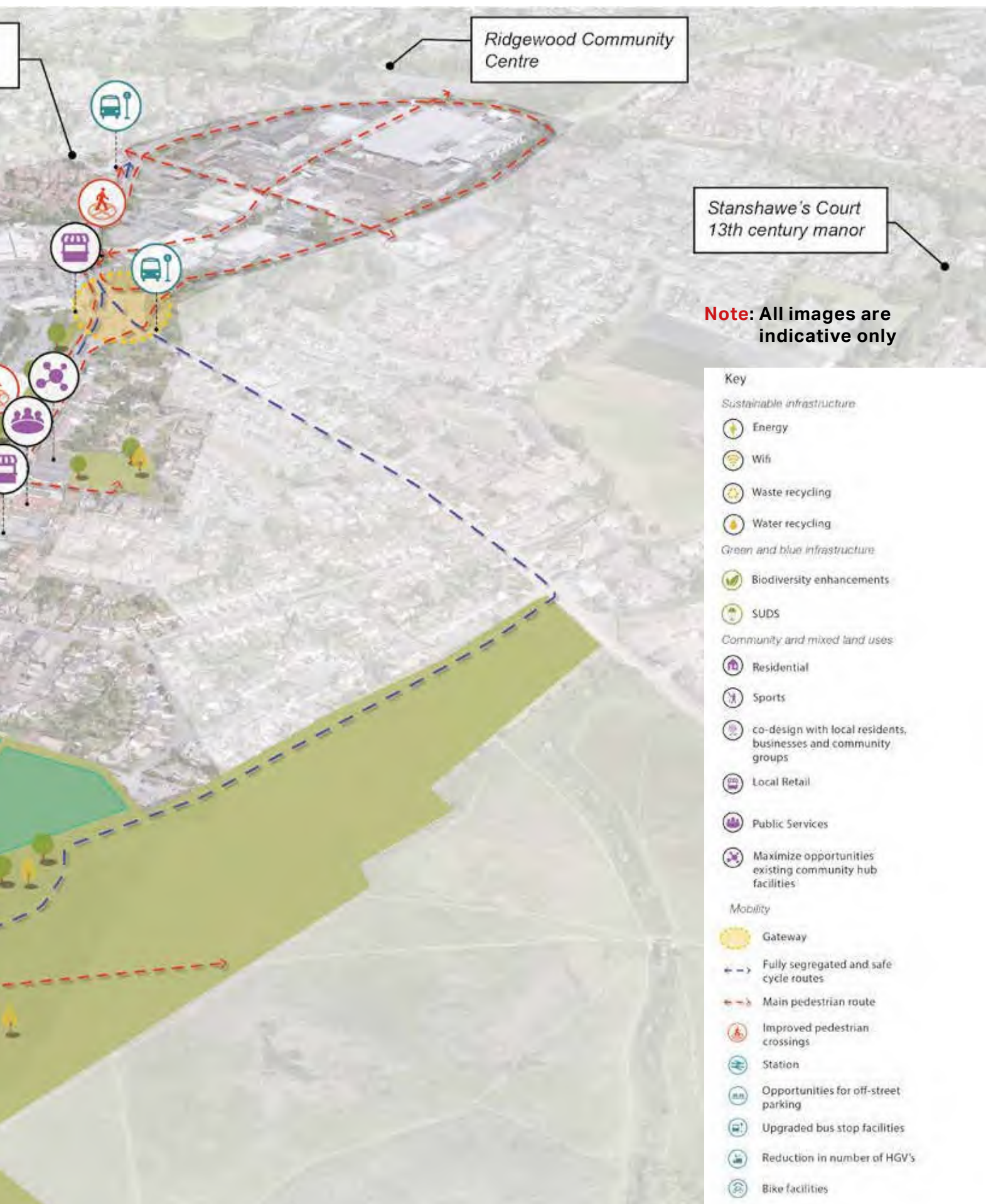
3.7 Station Road

Station Road has always been important to Yate, with varying character along it. It is an address to a diverse range of local businesses, along with homes and estates. However, these homes and businesses are subjected to high traffic volumes, congestion and poor air quality, as Station Road acts as a major through route.

Using the same six principles from the town-wide approach to create a high-quality and vibrant place and destination while recognising its important role as a key connector between major local focal areas in Yate.

Yate and District
Heritage Centre



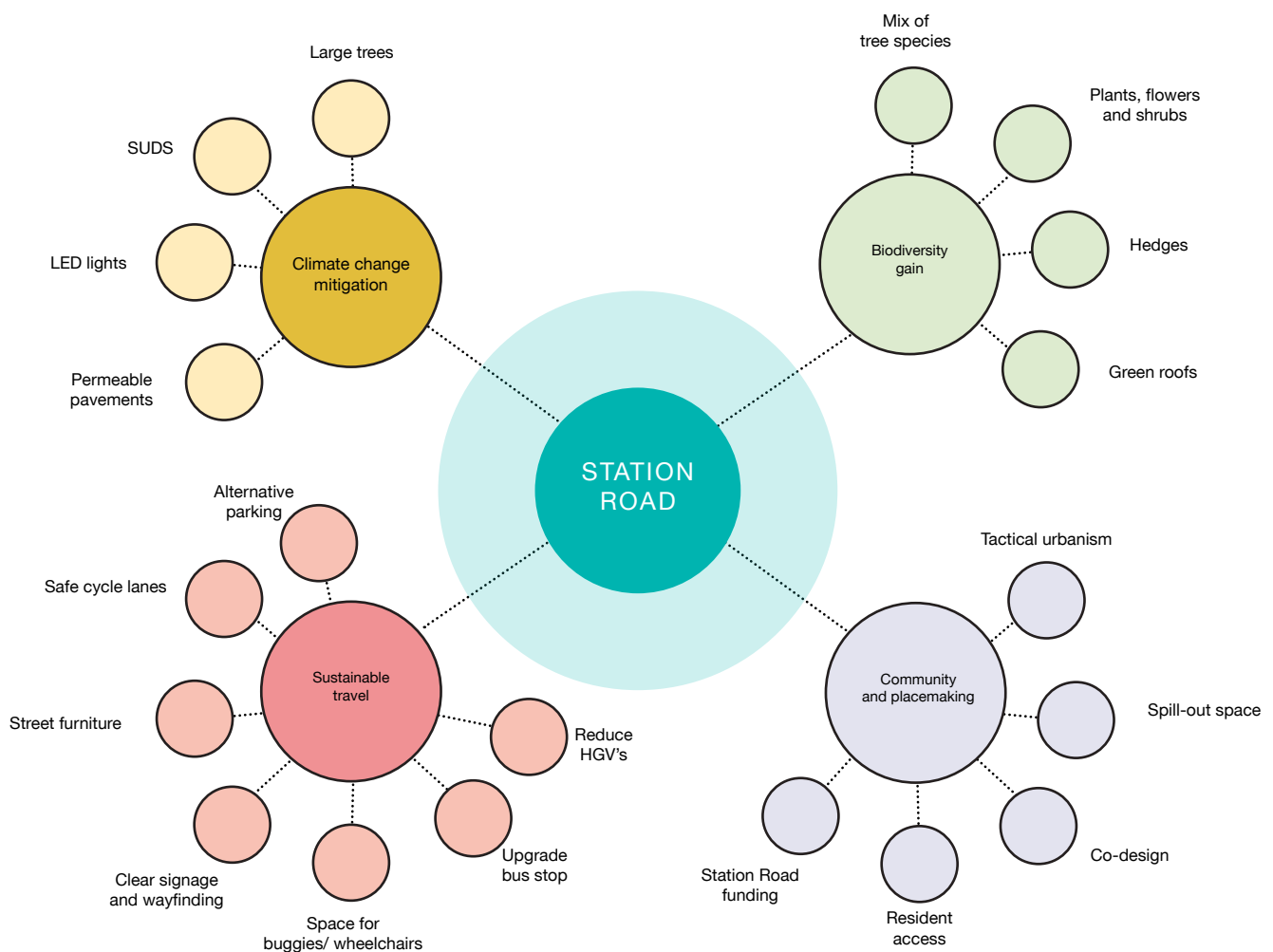


A transformation of Station Road needs to meet multiple goals. It is home to a diverse range of important businesses, a range of community facilities and amenities and the homes of the community.

Its prominent position and location, its historic importance, and its key role as a connector of important local destinations, Station Road offers a unique opportunity and obligation to provide for more local trips to improve access to local businesses and community assets.

There are physical challenges to delivering change at Station Road. It acts as a through route for heavy vehicles and cars, and suffers from high traffic volumes and congestion in peak hours, noise and impact on air quality. This creates a highly unattractive environment for other road users such as pedestrians and cyclists.

The eventual shape and character of Station Road needs to be led by continued community engagement with local residents and businesses.



Sustainable travel

The gradual but consistent increase in private vehicle traffic on Station Road has reduced the amount of space available for other road users. To win back some space for sustainable travel modes, some principles are outlined:

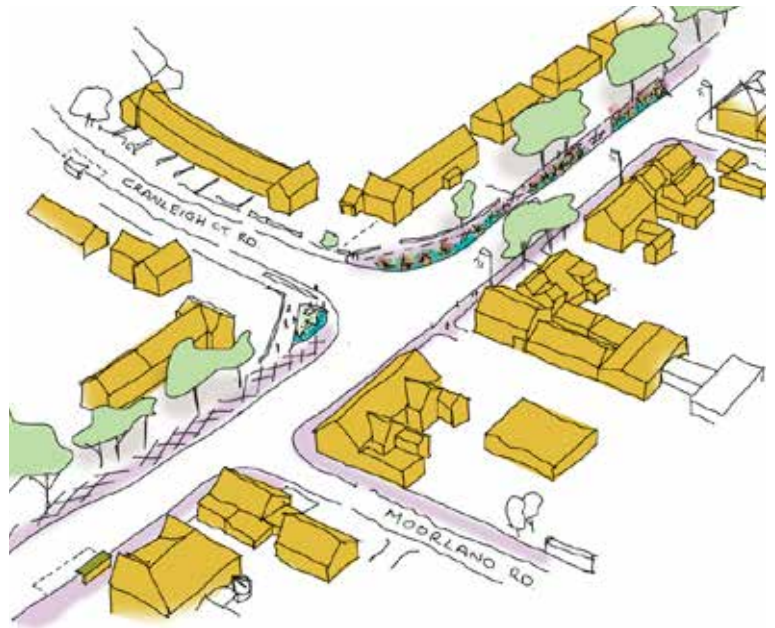
- A fully segregated and safe cycle route between Yate P&R, the Industrial Estate, Yate Rail Station and the Town Centre
- Improvements to the surface quality of pedestrian footways and crossings to allow comfortable and safe space for buggies, young children and users of wheelchairs or mobility scooters
- Clear signage and wayfinding systems in place to encourage more active travel choices
- Upgraded bus stop facilities in line with Metrobus standards that act as attractive places, and provide appropriate levels of shelter, seating and complementary assets such as real time information / community art etc.
- Identify opportunities for bus priority in line with the delivery of proposed metrobus services
- Coherent street furniture to support the overall sense of quality in the public realm and create a sense of pride for the community
- A reduction in the number of HGVs travelling through Station Road to improve road safety, air quality and perceptions of safety for those walking and cycling
- Accessibility for deliveries and visits to shops and homes for any mode of travel



Climate change mitigation

Streets form roughly a quarter of the total area of a town, and there are opportunities for these spaces to help mitigate climate change, all the while transforming them from hard and black top surfaces to places with room for plants and trees. The following principles are proposed to help mitigate climate change effects:

- Carefully positioned large trees in public spaces for shading on sidewalks but not on properties, to increase carbon absorption
- Surface water drainage systems to catch rainwater and water runoff from roads and buildings, to gradually infiltrate into the ground and feed trees and plants
- Permeable pavements in larger areas including parking areas, to further allow gradual infiltration of water into the soil rather than storm drains and sewers



Community and placemaking

Co-design

Work with the local businesses and residents along Station Road to improve use of existing community facilities and increase outdoor civic space, some of which could be reclaimed by residents for community life and activities. Principles to achieve this include:

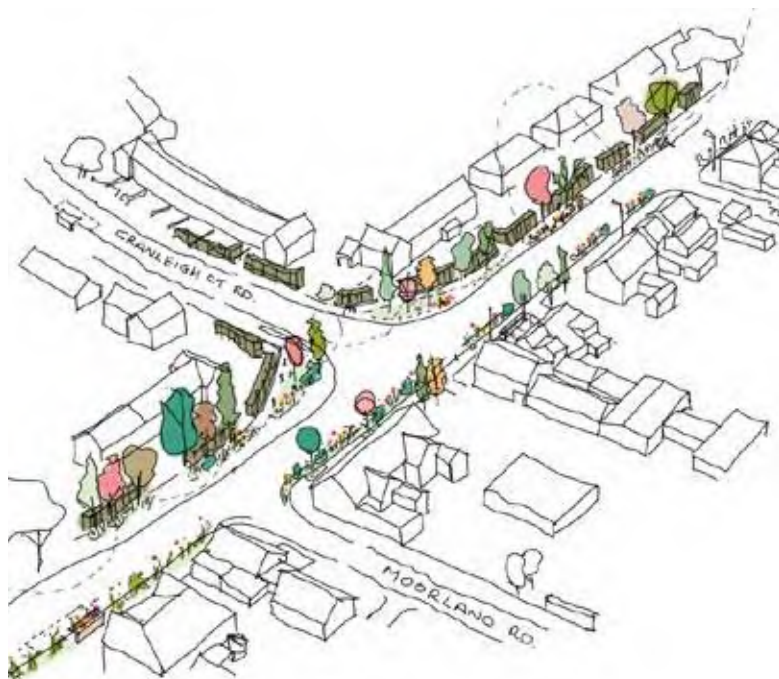
- Tactical urbanism, or temporary interventions, in public space to reactivate street spaces for residents;
- Spill out spaces for businesses, to allow them to showcase their products or organise special events
- Alternate parking spaces to those on-street, which could be better allocated nearby



Biodiversity gain

Station Road could contribute to biodiversity net gain by implementing the following principles:

- Diverse mix of tree species in public spaces, which could help Station Road acquire a special character and identity
- Plants, flowers and shrubs on verges to support pollinator species and help maintain sustainable levels of natural insects
- Enhancement of existing hedgerow systems to infill gaps of hedges on plot boundaries to support a greener street



3.8 Next steps - principles

- Active involvement with key stakeholders including local councils, major landowners, potential development and investment partners, local business, public bodies, the cultural creative sector, knowledge and education and the wider public.
- Ensure short term interventions/ meanwhile uses are included, using underutilised spaces, allowing for innovation and community initiative and involvement and early buy-in. Community art projects and a local market are examples.
- Different phases of redevelopment will shape a gradual change, at each stage, old and new, existing and future, will be combined and co-exist. Each stage needs to have a harmonious finished look, with a safe, attractive and accessible public realm with access, safe guarded at all times.
- Strong public sector leadership will be needed to improve infrastructure, the transport network, green and blue networks, amenities and facilities.
- Transformation should attract new business and innovation whilst giving strong support to the existing businesses and facilitate their specific needs for growth (enabling land purchase or land swap, as required).
- Ensure the transformation is gradual and can be flexible to changing future market conditions. The joint vision of existing and new businesses and public bodies should be developed through detailed plans and business cases.





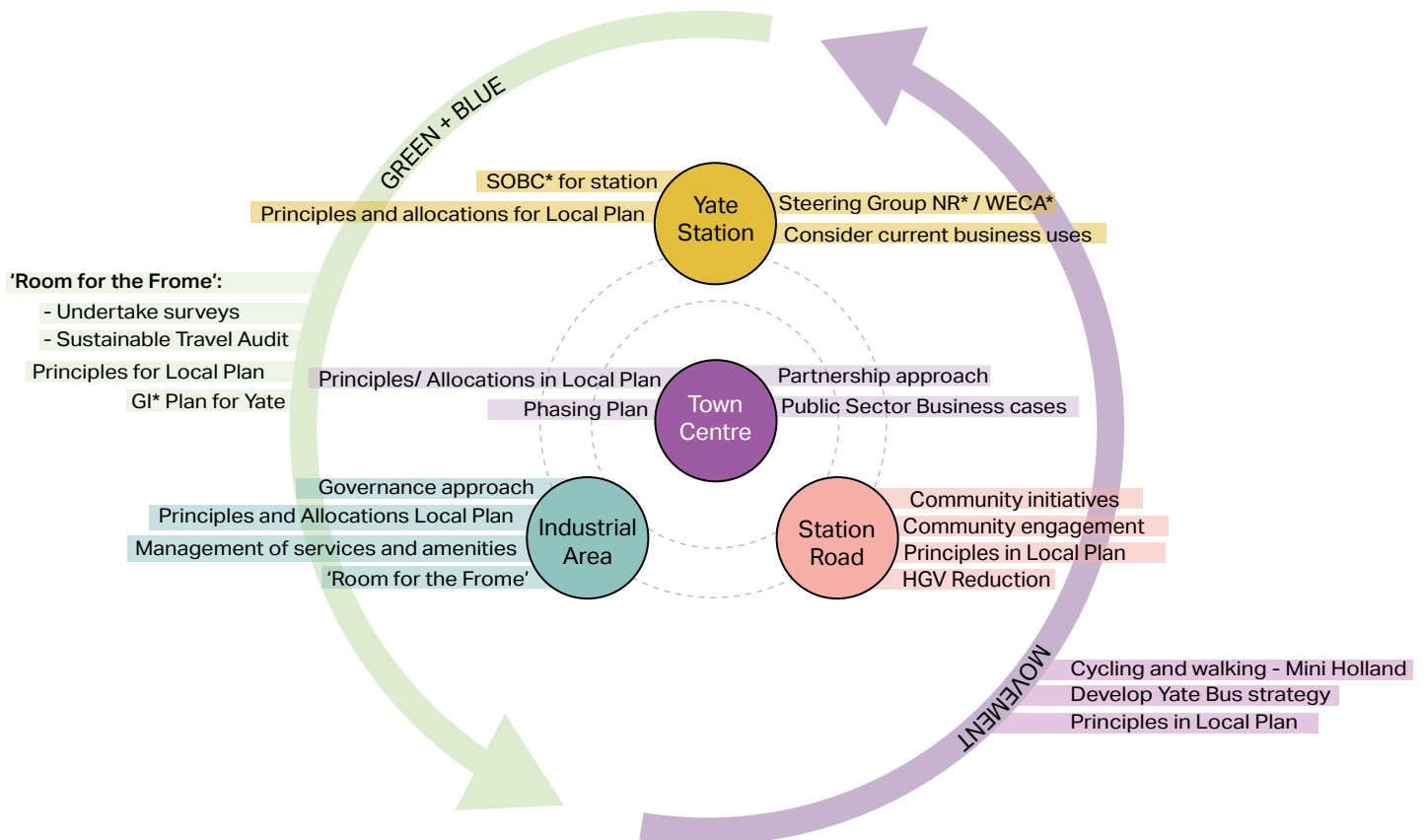
04



Action Plan

Action Plan

The diagram below is a summary of key short-term interventions and priorities for each of the focus areas and overarching systems. It represents the next steps to be taken with the community and jointly between the public and private sector. South Gloucestershire Council, with other public bodies will lead on preparing business cases to instigate public sector interventions. Medium and long term actions will flow from these short term priorities.



SOBC: Strategic Outline Business Case
 NR: Network Rail
 WECA: West of England Combined Authority
 GI: Green Infrastructure.

4.1 Key Priorities

Yate Town Centre

1. Partnership approach

Work with owners of the shopping centre and the public sector to agree a phased approach to redevelopment and the arrangements to bring it forward.

2. Vision, ambition and principles to be incorporated into the Local Plan

Further work will be required to agree an urban living allocation for the town centre. It should consider the density and housing mix, market forces and public acceptability.

3. Public Sector Business Case

A business case will be required for public infrastructure and service improvements including blue light services relocation (Fire/Ambulance) and improvement of the bus station.

4. Phasing Plan

Agree a phasing plan and next steps in bringing forward the redevelopment.

Yate Station Area

1. Outline Business Case for station

Work with Network Rail, The West of England Combined Authority and relevant stakeholders to develop a Strategic Outline Business Case for station transformation with southern platforms. Assess relationship to Station Road viaduct and levels, interchange function with buses, bikes, taxis and facilities needed and relationship to surrounding heritage such as the Brunel shed, the station masters house and the turn table.

2. Steering Group Network Rail/West of England Combined Authority

Set up a steering group to progress business case and next steps.

3. Principles and allocations Local Plan

Include vision, ambition and principles in Local Plan and site allocation when business case is known.

4. Consider Current Business uses

Work with existing businesses and landowners to consider future options, in particular once the business case is known.

Industrial Area

1. Governance Approach

Engage with key landowners and businesses to discuss the Masterplan and joint implementation.

2. Principles and Allocations Local Plan

Include vision, ambition and principles in Local Plan.

3. Introduction of Services and Amenities

Work with owners and businesses to consider how to introduce new amenities and the next steps for infrastructure improvements.

4. Room for the Frome

Next steps include undertaking a sustainable travel audit and surveys to establish priorities for improving access.

Station Road

1. Community Initiatives

Facilitate community initiatives along Station Road, working with the community and local businesses.

2. Community Engagement

Continue community engagement though

meanwhile uses projects/events to support improving the public realm and helping businesses.

3. Principles in Local Plan

Include vision and principles for Station Road in the new Local Plan.

4. HGV reduction

Work with local business to deliver, monitor and enforce a reduction in HGV movements.

Movement

1. Cycling and Walking

Seek funding to progress the vision for cycling and walking together with the community.

2. Develop Yate Bus Strategy

Work with West of England Combined Authority and bus operators to define the future bus network with enhanced coverage, frequencies and reliability. Focus on improving accessibility to the wider town and neighbouring settlements, with high quality integration at key interchanges i.e. Park and Ride, Yate Rail Station, Bus Station. This should include the proposed Metrobus extension to Yate.

3. Principles in Local Plan

Include movement vision and ambition in the Local Plan and other policy, as appropriate.



Green and Blue Infrastructure

1. Room for the Frome

Design and implement an action plan to open the River Frome for nature and people.

a. Undertake surveys.

Undertake surveys (as recommended in the River Frome baseline report) to inform costs of opening up the River in the town centre and through the industrial estate.

b. Sustainable Travel Feasibility Study

Assess opportunity for continuous sustainable travel route along the River Frome (Avon Frome Partnership audit).

2. Principles for Local Plan

Include vision and ambition for green and blue infrastructure in the Local Plan.

3. Green Infrastructure plan for Yate

Review area wide policies and include emerging work on 'strategic corridors' for Green Infrastructure. Suggest an overall green/blue plan or a separate Green Infrastructure plan and blue plan to include SuDs and nature-based solutions. Link to Local Nature Action Plan.





05

Funding and Next steps

5.1 Funding

Unlocking the potential to deliver the Masterplan ambitions will need a strong public/private sector commitment. This is already happening through the delivery of the new Park and Ride at the Western Gateway to Yate and through investments by South Gloucestershire Council to protect established local businesses. The Council is committed to seeking funding to deliver public sector public realm and catalyst infrastructure to create momentum for delivery of the whole vision, over time and with the local community.

It is recommended that early, 'quick win' projects are identified and initiated in order to demonstrate action and gain community buy in. Examples include, securing local markets and working with local business

to secure off street parking. Where more complex but high priority projects are identified such as Yate rail station and the town centre, early development of outline business case modelling and design development will be needed.

Funding streams often vary from year to year. Whilst some funds such as the Levelling Up Fund may be available soon, the local authority and its partners should remain primed to respond when these and similar funds become available. The action plan will need to be responsive over the coming 12-24 months and aligned to emerging sources of finance. We estimate that the total investment needed to realise the vision and ambition set out in this plan is likely to range from £300 million to £600 million.



Millside Sculpture Trail.
Photo credit : Alison Bell.

5.2 Next steps

Each of the Masterplan key areas will play a key role in delivering the vision for Yate. Strong leadership will be needed to give the community confidence in what can be achieved together.

A key mechanism for delivering the Masterplan will be the South Gloucestershire Council's planning policy which will enable decisions on planning applications to be taken based on the vision, ambitions and principles set out in this report. Once approved, this will provide the framework for planning decisions that will be crucial to ensuring that new development appropriately responds to the Masterplan vision and Local Plan's objectives and policies.

The Council will strive to work positively with the private sector, including current and potential new landowners, to facilitate moves that may be required to unlock key steps in the masterplan.

Commitment to improvements of the public realm as the driver of change, facilitating public transport and active travel and enabling new services will provide a

strong encouragement for partnerships and development.

Further and continuous engagement with between stakeholders and with the community in future detailed plans and design will need to be defined.

Building on Jane Jacobs' community driven vision cities and towns "have the capability of providing something for everybody, only because, and only when, they are created by everybody."



Ongoing development of Yate Park & Ride



Google image of Whirlpool and North Road.

ARUP **Jacobs**

