



YATE

Masterplan

Vision and Options Report

MAY 2021

.....
A plan for Yate to
flourish and prosper
.....

Prepared by:

ARUP **Jacobs**

On behalf of:



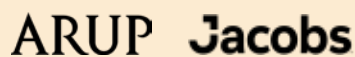
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The masterplan will **shape the future of Yate** over the next 15-20 years, building on the existing character of the town to make it a **welcoming, healthy, sustainable and prosperous place** to live, work and visit.



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Prepared by Arup in collaboration with Jacobs, on behalf of South Gloucestershire Council.

This report takes into account the particular instructions and requirements of our client. It is not intended for and should not be relied upon by any third party and no responsibility is undertaken to any third party.

In preparing this report we are relying on information contained in reports supplied by the client and third parties, as stated throughout the document. We have relied in particular on the accuracy and completeness of such reports and accept no liability for any error or omission in this statement to the extent the same results from error or omission in the other consultants' reports.

Please note, this report is intended to be viewed and printed as an A4 double-sided document with cover page. All images © Arup unless otherwise stated.

Disclaimer:

This report reflects the vision and aspirations of the consultant team and doesn't necessarily reflect the opinion of South Gloucestershire Council or its partners.

Table of contents

01 Introduction and summary of the baseline evidence

- 1.1 The purpose of the masterplan
- 1.2 Summary of the Baseline Report
- 1.3 Emerging evidence base - Movement
- 1.4 Emerging evidence base - Market Review
- 1.5 What did the public engagement tell us?

02 The emerging vision

- 2.1 Introduction
 - 2.1.1 Overarching context
 - 2.1.2 Movement vision
- 2.2 The systems approach and our six key principles
- 2.3 Whole town approach

03 The Placemaking and Movement Vision

- 3.1 Placemaking - the four character areas
 - 3.1.1 The Town Centre
 - 3.1.2 The rail station
 - 3.1.3 Western gateway / Industrial estate
 - 3.1.4 Station Road
- 3.2 Movement Vision
 - 3.2.1 Sustainable transport corridors
 - 3.2.2 Walking and cycling
 - 3.2.3 Public transport
 - 3.2.4 Emerging mobility offers

04 Conclusion and next steps

- 4.1 Conclusion and next steps
-



01

Introduction, a
summary of our
baseline evidence
gathered so far
and what we
have learned from
public engagement

1.1 The purpose of the masterplan

Unprecedented and major challenges from our natural environment and our socioeconomic and political context require us to design our town plans from a totally new perspective to adequately address those challenges. People and community are at the centre of our thinking, as behavioural change will empower the speed and strength of planned changes.

At the heart of the masterplan is a whole town approach and a vision of the urban lifestyles and regeneration opportunities around Yate Station, Station Road, Western Gateway (the western approach to Yate), and the Town Centre. The Masterplan aims to offer a compelling vision for the town and key areas, creating a vibrant and connected centre for Yate, that will help to unlock redevelopment and regeneration across the entire town, whilst balancing this against protecting and enhancing Yate's high quality natural and historic environment, and conserving its agricultural and natural hinterland.

This Masterplan is promoted by South Gloucestershire Council (SGC) and is being crafted through a joint effort of SGC, a Steering Group with representatives from Yate Town Council (YTC), the public estate owners and the shopping centre, and consultants Jacobs and Arup.

The Masterplan aims to create a new and dynamic identity for Yate, which addresses the town's future trajectory over the coming fifteen to twenty years.

The objectives for Yate Improvement Masterplan respond to and redefine objectives set out in the South Gloucestershire Local Plan Core Strategy and the Vision for Yate outlined in its Community Plan. This report offers a draft of a new holistic vision for the Town, including options development for four key areas as identified during Stage 1. This draft Vision for Yate is shaped by a whole town approach and reflects the high level of ambition of SGC and its partners. The whole town approach is a contemporary vision

that represents the town's next phase of growth, conditioned by the current context and future proofed in order to properly address the complex challenges that we face and help drive sustainable growth and transport infrastructure investment. We believe it also reflects the desire of all stakeholders to jointly explore opportunities, to identify the catalysts for change, and to meet individual aspirations from a holistic perspective.

The key to unlocking wider and comprehensive regeneration and transformation lies in the four key focus areas that the Masterplan defines; Station Road, Rail Station, Western Gateway/Industrial Estate and the Town Centre. The Masterplan defines a specific vision for each area in the belief they will once more prove to be catalysts for change and offers a number of development options that explore potential alternative future scenarios. The evidence base for the different options is being progressed at the time of this report. Both initial transport modelling and an initial market assessment are the base of the current options and will determine further refinement of the vision and options during Stage 3 of the Masterplan's development.

The Masterplan also aims to provide the evidence, vision and site-specific detail to inform the council's emerging Local Plan and approach to urban lifestyle. This includes high-level updates and refresh of the existing adopted planning policy for Yate.

Finally, the purpose of the Masterplan is also to capture feedback and input from Yate residents and the wider community alike, about their ideas of the future of Yate. We have gathered this feedback during targeted stakeholder sessions with key stakeholders, project review sessions with SGC officers and during a period of public engagement during the Autumn of 2020.

This report is the second of a three-stage process which provides a summary of progress to date in the development of the Yate Improvement Masterplan.

Our baseline
information is
constantly evolving
throughout the
design and
engagement
process

1.2 Summary of the Baseline Report

During Stage 1 of the Masterplan, we worked closely with South Gloucestershire Council, landowners and a focused steering group to gather and analyse the existing baseline data for Yate. The Stage 1 Baseline Report grouped key themes and data based on green and blue infrastructure systems, socio-demographics, mobility, history and heritage.

The Baseline Report was deeply rooted in an assessment and understanding of the existing context, appreciation and understanding of the local character and identity combined with a lessons-learned from best practice and benchmarks. This assessment was further enhanced through stakeholder engagement sessions and frequent input and support from South Gloucestershire Council officers. That solid evidence base has served to identify a fresh and critical set of unique drivers of change.

The Baseline Report identified six key drivers of change that have become the base from which to develop specific opportunities and proposals that are presented in this Stage 2 Report. As rapid changes are happening occurring and evolving, a further baseline evidence base is being developed around movement and market, for which specific reports will provide the conditions to ensure

the vision and options are ambitious and deliverable at the same time. An initial review of the movement and market evidence base can be found in sections 1.3 and 1.4 of this Report. A full summary of the drivers of change and the system approach can be found in section 2.1 of this report.

The baseline report also defined three focus areas, as key to the development of a vision for Yate as it grows over the next fifteen to twenty years;

- Yate Town Centre
- Station Road
- Yate Rail Station

A fourth focus area, Western Gateway/ Industrial Estate, was introduced as a result of further baseline analysis, stakeholder and public engagement and vision development. A full definition of the four key areas and motivation to support their selection can be found in section 3.1 of this report.

1.3 Emerging evidence base - Movement

Transport and Movement

Situated approximately 10 miles north-east of Bristol, Yate is both a centre in its own right, and a commuter town with strong links to the Bristol urban area. Indeed, approximately 43% of residents work within Yate, with the remainder commuting elsewhere. However, despite a convenient rail link to Bristol, numerous bus routes serving a wide range of destinations, and almost half of all trips being under 5km in length, travel in Yate is dominated by the car.

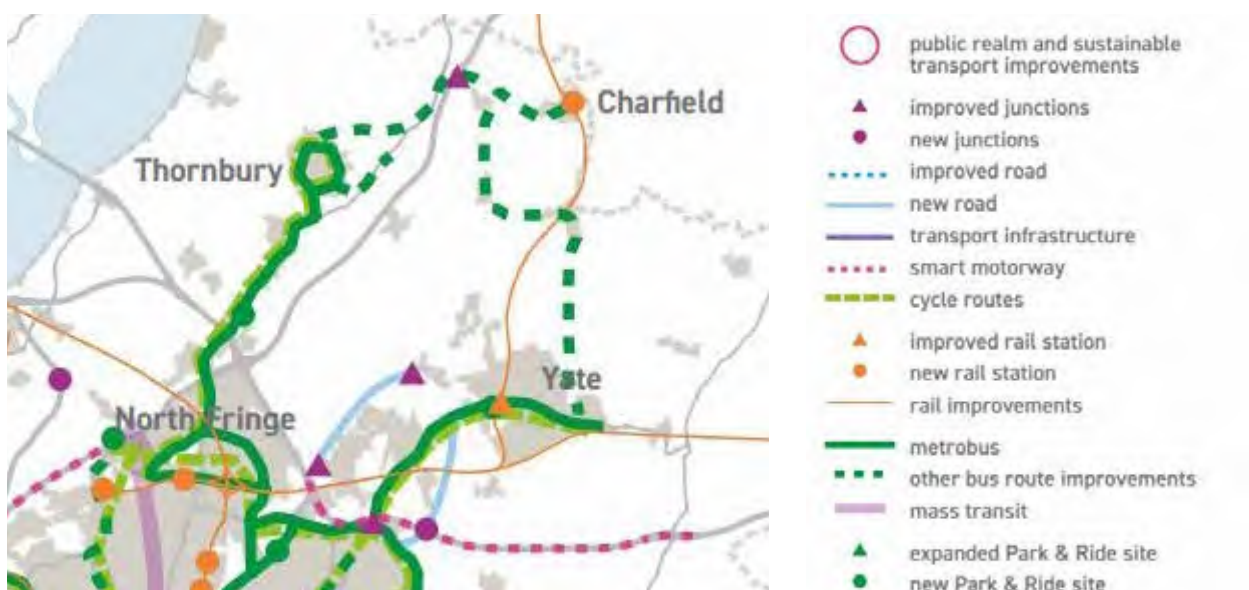
According to the 2011 Census, almost two thirds of residents' travel to work by car compared with only 3% using the bus and 2% using the train. Similarly, while 1 in 10 people walk to work, only 4% of people cycle. Trips to Yate Town Centre for shopping and leisure are also dominated by car (xx%), facilitated by large free to use car parks and poor connectivity of alternative transport modes.

As Yate has grown over time, demand for trips to, from and within the area has increased. Given that the majority of these

trips are undertaken by car at present, Yate regularly experiences congestion on the road network with implications for journey times, air quality and bus reliability. Congestion and high traffic volumes has also had an impact on the attractiveness of walking and cycling as options for trips in Yate, compounded by incomplete and poorly connected routes.

While the long-term impact on travel demand is unknown, there has been a significant shift in travel patterns resulting from the COVID-19 pandemic. This includes more home or remote working, shifts in peak travel times and increases in walking and cycling for localised trips. There exists a real opportunity to capitalise on some of these trends to make better use of the transport network with wide-ranging benefits to quality of life.

The Joint Local Transport Plan (2020) sets out the transport vision for the West of England region to 2036 and places a particular focus on tackling climate change and poor air quality, improving accessibility and creating better places. In particular, it sets a target for



Baseline evidence map - Joint Local Transport Plan.

transport to be carbon neutral by 2030, in line with the climate emergency declared by SGC in 2020.

As such, if Yate is to meet its full potential as a key urban centre for work, shopping and leisure, and meet the targets outlined to tackle the climate emergency, current travel patterns must shift in favour of more sustainable travel choices. This means more local trips by walking, cycling and public transport, and more longer distance trips by bus and rail.

Alongside meeting carbon targets, a more sustainable transport network in Yate will also have huge benefits for public health and wellbeing, quality of life, social mobility, economic growth, the public realm and the urban environment.

This chapter summarises the key issues and opportunities in relation to transport in Yate and presents the proposed movement objectives for the town which have been developed following a baseline review and feedback received through the public consultation held in Autumn 2020.

Car travel

Yate is situated on the A432, a key east-west route providing a connection between the A46 Bath Road to the east, and the North Fringe of Bristol and the A4174 Bristol Ring Road to the west. Despite growth in Yate over the past decade, traffic volumes have remained relatively stable; this is an indication that key routes such as Station Road and Badminton Road are operating at or close to capacity and causing congestion. This causes a number of issues in Yate:

- Extended and less reliable journey times;
- Bus journey time reliability and punctuality;
- Reduced resilience in the event of incidents,

- Rat-running through residential streets; and
- Idling traffic having an impact on air quality.

A significant number of free car parks in Yate enable trips by car, with evidence that some reach capacity in peak periods. Indeed, surveys at Yate Rail Station car park indicate it is often full by 10am. There is also evidence of illegally parked cars in residential streets which sometimes impede access to residential properties and/or business premises.

Poor reliability, accessibility and connectivity of alternative modes when compared with the perceived convenience of trips by car are potential drivers of current car-based travel patterns in Yate. However, Yate is a relatively compact town with the majority of trips less than 5km in length. A shift towards active modes and public transport for shorter trips could have a significant impact on levels of congestion in Yate, improving journey times for all road users.

A number of proposed schemes seek to reduce congestion and support the use of low emission vehicles in Yate, in line with feedback received in our Autumn 2020 consultation, which revealed reducing traffic in Yate as a key theme residents would like us to consider:

- Yate Park & Ride (P&R) is due to open in summer 2021 with the aim of intercepting trips on the A432 corridor to/from Yate. Based on the 'mobility hub' concept, the facility to enable users to interchange between multiple modes including car, bus, rail, walking and cycling. The site will also host 40 electric vehicle (EV) charging points, the first car park in Yate to provide such extensive EV facilities.
- A number of schemes to enable car trips to bypass Winterbourne/Frampton Cotterell and Coalpit Heath/Westerleigh

to unlock capacity on the A432 and Bristol Road are currently in development. Providing improved journey times for longer distance trips by car, the bypasses are also proposed to provide bus priority measures and cycling facilities.

Furthermore, the COVID-19 pandemic has resulted in a shift in the way we travel, including by car. While more people have switched to car from public transport, there is evidence that they are travelling at different times of the day due to more remote working and flexible working hours. While the long-term impact of this is unknown, there exists an opportunity to make better use of the road space we have while we are able to alter our travel routines.

Rail travel

Yate Rail Station is located on the main line between Bristol Temple Meads and Birmingham New Street. Located on Station Road, the station is situated approximately 1km from Yate Town Centre and directly adjacent to Beeches Industrial Estate. On weekdays, the station is served by an hourly service connecting Yate with Bristol Temple Meads, Bath Spa and Gloucester among other destinations. In the morning, an additional two services provide enhanced peak time connections to Bristol Temple Meads with journey times at approximately 25 minutes.

Despite offering a good service frequency, and competitive journey times when compared with comparative trips by car or bus, only 2% of residents in Yate travel to work by train. However, this percentage masks a growth in the number of trips to/from Yate Station over time. Indeed, in the last 10 years there has been a 24% increase in trips from the station which totalled 341,800 per year in 2019/20. Indeed peak time trains are often congested and a significant number of young people use the train to get to post 16 education in the Filton

To build on this existing growth trend, MetroWest Phase 2 is an ambitious programme to improve local rail services in the West of England region. In Yate, the programme will deliver half-hourly services to/from the station and provide significantly enhanced connectivity between Yate and Bristol.

However, to capitalise on this growth access to Yate Station by all transport modes need to be improved. Pre-pandemic the station car park is often full by 10am and connectivity by bus, bicycle and on foot is poor. Improving these connections will enable residents to easily access the station from home, work or leisure facilities nearby.



Yate Rail Station

Bus

Yate is served by a relatively extensive bus network, with connections between Yate Town Centre / Chipping Sodbury and Bristol City Centre, Southmead Hospital and Cribbs Causeway via neighbouring settlements. However, buses represent a relatively underused transport mode in Yate, with only 3% of residents travelling to work by bus.

While access to the bus network in Yate is good on key routes such as Station Road, the majority of residential areas have limited direct access to a bus service. In addition, while routes into the centre of Bristol are well served, destinations such as the North Fringe, a key destination for travel to work trips from Yate, are poorly connected by bus.

A number of other issues currently reduce the attractiveness of trips by bus in Yate:

- Variations in service frequencies, with key routes into Bristol operating every 20 minutes, but other routes providing services once per hour or less;
- Extended bus journey times due to on-route congestion and limited bus priority; a trip from Yate to Bristol on the Y5 service will take 2.3 times longer than the equivalent trip by car;

- The quality of waiting facilities varies, with some stops on main routes providing shelter and seating, while other stops offer a bus pole only;
- The existing Bus Station on the eastern edge of the town centre is inadequate. It is constrained by a car park, limited in size, and the relative external location to other parts of the Town Centre don't provide an optimal passenger service.

While the provision of bus priority measures along the extent of bus routes will ultimately be required to deliver competitive journey times with trips by car, a range of improvements to enhance opportunities for interchange with bus services, and improve waiting facilities will enhance the attractiveness and convenience of travelling by bus for short, medium or long journeys.

In addition, a metrobus route extension has been proposed to connect Yate via Bromley Heath to the North Fringe, west of Emersons Green. Providing features such as high-quality bus stops with real time information, high quality vehicles and bus priority measures, the metrobus is envisioned to provide a highly attractive and competitive bus service connecting key destinations in Yate and Bristol.

Cycling

As a compact town, Yate is highly suited to trips by bicycle. Indeed, Yate Town Centre can be accessed by bike in less than 15-minutes from almost all parts of the town. However, currently only 4% of residents travel to work by bicycle which is likely the result of a number of issues.

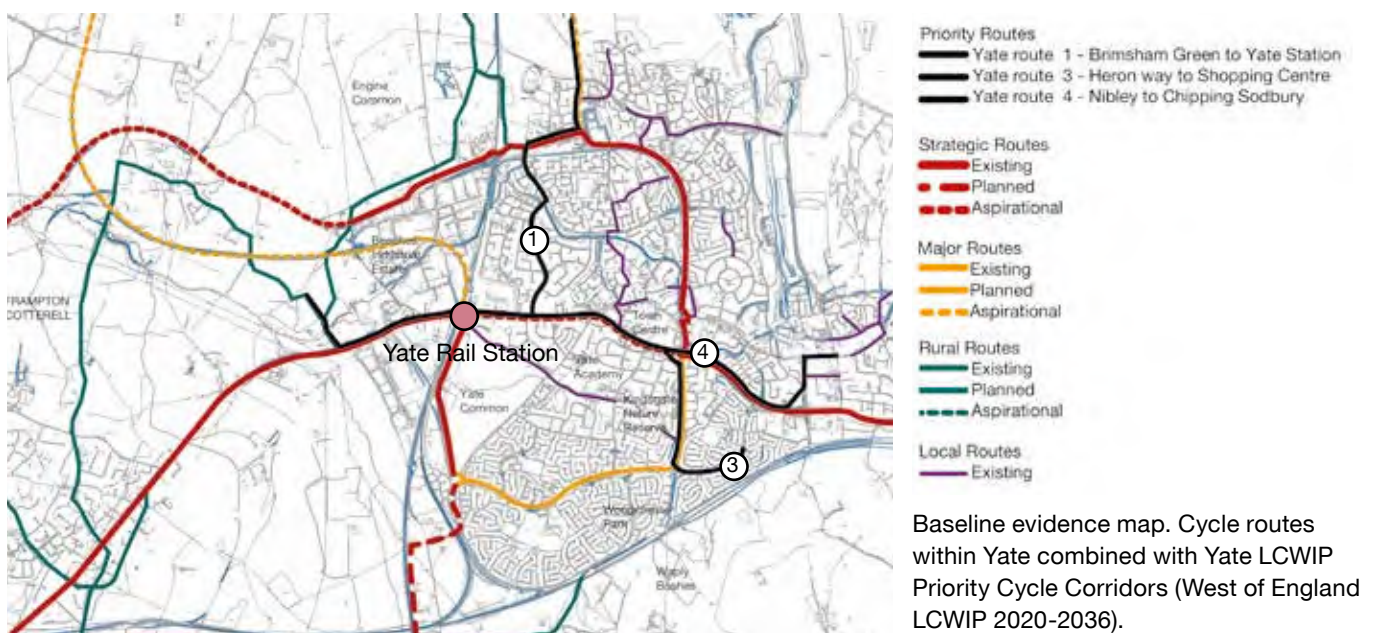
There is currently a lack of dedicated bicycle infrastructure on key routes through Yate, with cyclists often sharing roads with cars, buses and heavy vehicles. The cycle routes which do exist in Yate are poorly segregated, poorly connected and do not enable joined-up journeys. The presence of congestion on key routes is also likely to reduce the attractiveness of journeys by bicycle to those who do not cycle regularly, and the absence of safe and secure bicycle parking at key destinations further limits access by bicycle across the town.

Evidence from towns with high cycle mode shares suggests that encouraging more

people to cycle requires the provision of high-quality, segregated, safe and connected routes which serve key destinations via desire lines, where possible. South Gloucestershire Council have worked with key stakeholders to develop a series of aspirational cycle routes in Yate as part of the Local Walking and Cycling Infrastructure Plan (LCWIP) process.

As such, there exists an opportunity to capitalise on the increases in cycling seen throughout the COVID-19 pandemic and build on existing aspirations for cycling in Yate to ensure trips by bicycle are enabled and prioritised as part of the masterplan proposals.

Lessons learned from schemes implemented on Station Road as part of the Government's Emergency Active Travel Measures programme need to be considered, and engagement with the local community, cyclists and non-cyclists, should be central to the optioneering and development process.



Walking

According to the most recent Census, 1 in 10 Yate residents walk to work locally. However, a higher proportion of residents choose to walk to the Yate Town Centre for shopping and leisure purposes (33% - Ellandi 2019 Survey -).

Yate is well served by footways, both on key routes and residential streets. However, crossing opportunities in the vicinity of key destinations and on desire lines are limited and reduce the permeability of these areas by foot. For instance, the presence of a ring-road type arrangement which encircles the town centre, reduces its perceived permeability and the convenience of accessing its facilities by foot. Further,

while Yate Rail Station is located less than 1km from the town centre (walkable on average in 15 minutes), wayfinding is poor, crossing opportunities limited and congestion is present which reduces the overall attractiveness of this space as a walking route.

As such, there is an opportunity to transform the centre of Yate into a highly walkable environment where footways are fit for purpose, crossings are located where people need them, footpaths provide connections between key origins and destinations and traffic volumes are reduced where there are higher volumes of pedestrians.



Example of a community focused, pedestrian friendly square

1.4 Emerging evidence base - Market Report

Real estate service consultants JLL have prepared a high-level market review to assist in the preparation of the Yate Improvement Plan. The purpose of the review is to provide a preliminary high-level overview of the market for different uses that are likely to be suitable within the four key areas of the Masterplan, without having considered the vision and options development. The focus is on market activity in Yate, however, where applicable regard is given to activity in the wider market area, including Chipping Sodbury and the north and east Bristol fringe. Certain uses have a larger catchment area as visitors will travel to utilise them, this is particularly the case with certain leisure uses.

The review considers the principal uses/property market sectors, such as residential, retirement, care, office, industrial, hotel and leisure, retail, and food and beverage.

The market review offers a number of recommendations, that are summarised below.

Eight key recommendations

1. Timescales for delivery –certain uses are intrinsically linked to delivery of housing and infrastructure upgrades.
2. Flexibility to allow for market changes – masterplan should be sufficiently flexible and not prescriptive on specific uses and scale in particular locations. More about height, massing and mix of uses than specific uses.
3. Location (housing) –family housing as transition from existing family housing to higher density townhouses and apartments focused more centrally.
4. Location (office) -own front door courtyard with parking focused on the periphery with a higher density (co-working style) offering more centrally. But Council intervention may be required to bridge potential viability gap.
5. Car parking –develop a strategy to provide sufficient car parking to ensure the vitality of the town centre and demand for future development is not impacted. This may be a slight reduction on existing. Infrastructure upgrades should be considered alongside timing.
6. Quantum and phasing (residential) –mix of family / townhouses and apartments.
7. Infrastructure and connectivity upgrades – to improve attractiveness of Yate as a location for some uses e.g. offices, care / retirement and residential. This should include rail and road improvements.
8. Engaging with key stakeholders such as developers, providers and existing occupiers should be a key part of the master planning process. The Council should maintain dialogue with these stakeholders and continue to monitor their future business needs.

1.5 What did the public engagement tell us?

In October and November 2020, we held a 6-week public engagement period inviting comments and feedback on the emerging vision for Yate, including opportunities around six key themes.

We set up a dedicated website at **www.yatefuture.com** to share our emerging vision for Yate and we welcomed comments made online via our feedback form and interactive map and by post, email and over the phone.

The engagement period was promoted on the website, on posters around Yate, and on postcards delivered to residents. It was also advertised via social media, on SGC's website, and within community newsletters.

Information about the engagement period was sent to Town and Parish Councils, councillors and local voluntary and community organisations, as well as a range of other stakeholders and interested parties.

Through our engagement period we received:



8626

website visits



271

completed
feedback forms



122

interactive map posts

What you told us



“It would be good to see more action around climate emergency and the ecological emergency that South Gloucestershire Council has recognised”

AVON WILDLIFE TRUST

“Increase the range and quality of shops available”

“Having food, crafts and farmers markets”

PUBLIC ENGAGEMENT
FEEDBACK WINTER 2020



“Traffic in Yate is horrendous and has increased noise and reduced air quality”

“Improving the quality of pavements and footpaths”

PUBLIC ENGAGEMENT
FEEDBACK WINTER 2020

“Yate has moved on from a commuter town to a community, with a vibrant heritage centre and heritage trails.”

YATE TOWN COUNCIL



“Supporting using the shopping centre for different uses in both the daytime and evening, with covered outdoor places for people to meet”

PUBLIC ENGAGEMENT FEEDBACK WINTER 2020



During the engagement period we sought to understand the public's views around the six key themes that we defined during Stage 1 of the Town Centre Improvement Masterplan and that form the base of our vision for Yate. We asked the public what improvements and solutions they would like to see. We have listed the key themes below, together with an overview of the feedback we received for each theme.

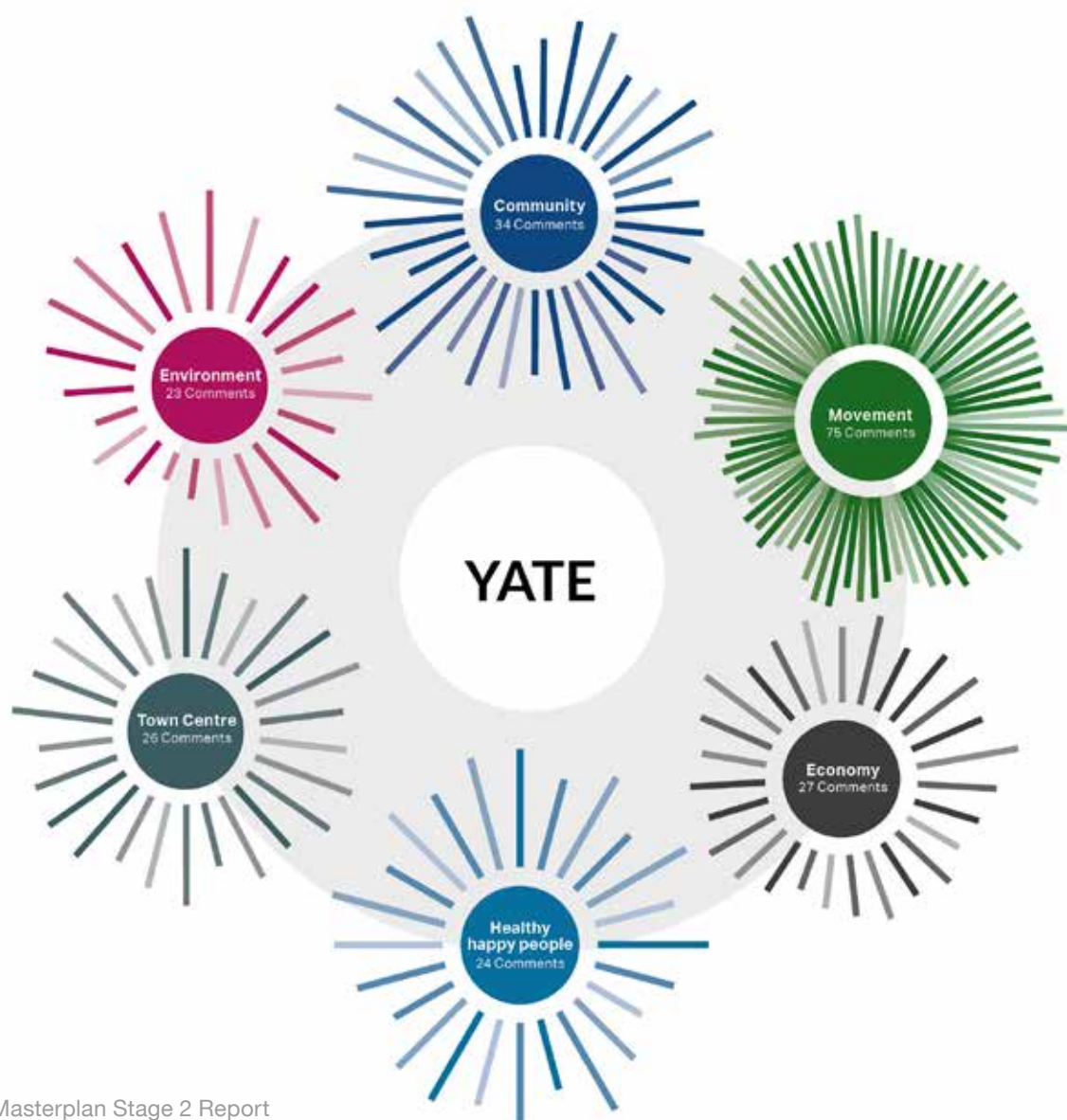
As can be observed in the diagram, the theme Movement received most and almost three times the amount of comments as the other themes. The theme Community was clearly the second most reacted to and the other four themes received a similar amount of reactions.

We have reflected on the feedback and suggestions for Yate across these six key

themes and have used them to create our general vision, as well as the vision and options development across four focus areas. This options development process has been supported by continuous engagement with stakeholders across Yate, including landowners, businesses, and other stakeholders.

In early summer 2021, we will carry out a 12-week public consultation on the masterplan. The consultation will give the public an opportunity to provide feedback on the options for the four focus areas. The results of that engagement period will help further shape and finalise the overall masterplan and the final vision and preferred option for each of the four key areas.

The final Yate Improvement Masterplan will be published later in 2021.



02

We need to shape
an emerging vision
for Yate to meet
changing demands
and aspirations

2.1 Introduction

2.1.1 Overarching Context

We are living within a radically changing world. Climate change and the drive for sustainability will continue to affect our environment, economy and society. In response to this SGC has enacted multiple policy commitments including:

- the declaration of a Climate Emergency and Ecological Emergency and has committed to become carbon neutral by 2030,
- to ensure 100% renewable energy across the area by 2050
- to produce a Climate Emergency Action Plan each year until 2030.

Supplementary Planning Documents (SPDs) are under consultation to support existing Local Plan policies for example to ensure that green and blue infrastructure (GI) is adequately conserved and enhanced throughout the development process.

Urban Lifestyles

Rethinking the nature and location of new growth will be critical in ensuring that it is sustainable and stimulates wider societal, environmental and economic benefits. The emerging South Gloucestershire Local Plan proposes 'Urban Lifestyles' as the basis for new growth. This will focus growth in centrally located areas where previously developed land can be recycled and repurposed. This offers a far more efficient use of land and allows us to optimise new development.

They will become memorable new places where new homes, businesses, entrepreneurs and community uses are mixed with heritage, culture, public transport and parks. They will be designed to meet the needs and wants of people living, working and visiting Yate. This approach to urban lifestyles will be typified by:

- High quality new homes for a range of people and incomes. Each home will be carefully designed to provide the space people need both inside and outside to live comfortably, grow over time and enjoy time outside. Balconies, windows and front doors will line streets and outdoor spaces to make people feel safe and ensure these spaces are well used and loved.
- A scale and form which sits comfortably within surrounding areas by connecting to existing streets and creating views and links to landmarks. They will be sensitive to existing neighbourhoods ensuring daylight and privacy are preserved.
- Reduced car parking provision by designing in priority for people walking, cycling and using public transport over private car use.
- Public realm that contains high quality parks, materials and access to wider green infrastructure. This will give people the space and setting to enjoy being outside and create new habitats for wildlife.

The four key areas of the Masterplan embrace the urban lifestyle concept and the vision and options development share many of the principles embedded in that approach.

2.1.2 Movement vision

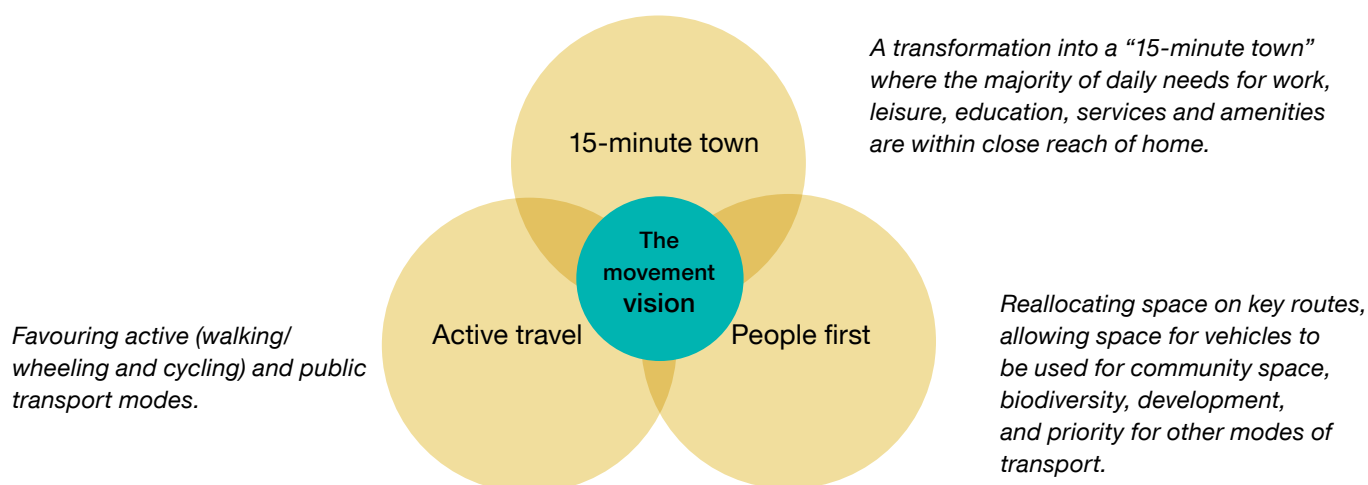
Our daily lives can be very busy, rushing around from place to place for our everyday needs. What if the stress and anxiety of having to travel far was removed from our daily lives? We could have additional time in our days to slow down and appreciate our surroundings and get to know our local neighbourhood and community better.

The Movement Vision for Yate 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 aims to realise long-held local ambitions to ensure everyone who needs to travel, whether to the shops, for leisure or for work, is presented with a range of high-quality transport options. 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.

At its heart, the Movement Vision has an aspiration to significantly improve the attractiveness, convenience, and reliability of walking, cycling and public transport. It recognises that current levels of car dependency are not sustainable, will continue to generate and increase congestion and worsen air quality and will ultimately prevent the town from reaching its regeneration potential.

The Movement Vision will be realised through the implementation of a range of measures to encourage and enable the uptake of sustainable transport modes while reducing car traffic on key routes into the town. This is further strengthened and supported by the Masterplan's 15-minute town approach which aims to bring the majority of daily needs for work, leisure, education, services and amenities within close reach of home. Urban regeneration of the Masterplan focus areas also aims to increase the mix of uses in support of an urban lifestyle, moving away from largely single function areas.

The benefits of this movement vision support the 6 key pillars of the Masterplan vision and will create a wide range of opportunities, such as to reallocate space in our focus areas, allowing space for vehicles to be used for development, community space, biodiversity, and priority for other modes of transport.



Key benefits of the vision

The Movement Vision will unlock a range of benefits for Yate and its residents; these benefits have long been local aspirations which have remained unrealised.

Transport use in Yate can:

- Contribute to a thriving local economy and create new jobs - Evidence suggests pedestrians and cyclists increase footfall in retail centres, spend more money than car drivers and increase retail sales which can also attract new businesses resulting in fewer vacant units. Transport improvements will also facilitate growth and regeneration in the focus areas (Yate Rail Station, Industrial Estate, and the Town Centre);
- Enhance the health and wellbeing of the population - While car dependency and sedentary lifestyles are associated with high instances of chronic disease, walking, cycling and public transport use are associated with significantly reduced risks of dementia, depression and cardiovascular disease.
- Help to tackle the climate emergency and meet zero carbon targets – In South Gloucestershire, car trips account for over 60% of CO2 emissions from transport with significant implications for climate change and carbon emissions, but also air quality. Localised air pollution and higher noise levels are known to be detrimental to health and may cause early death.
- Reallocate our road space to create opportunities for more users, re-greening and civic space - This could include more space for safe cycle routes and bus priority, permeable and green space to enhance biodiversity and allow for sustainable urban drainage systems and street trees and community and placemaking opportunities;
- Improve the amenity and vitality of urban spaces – Shifting away from spaces dominated by vehicle traffic and towards providing spaces for people will enhance the attractiveness of the urban environment, drawing on Yate's natural water courses and green spaces to create high-quality and high-value spaces.

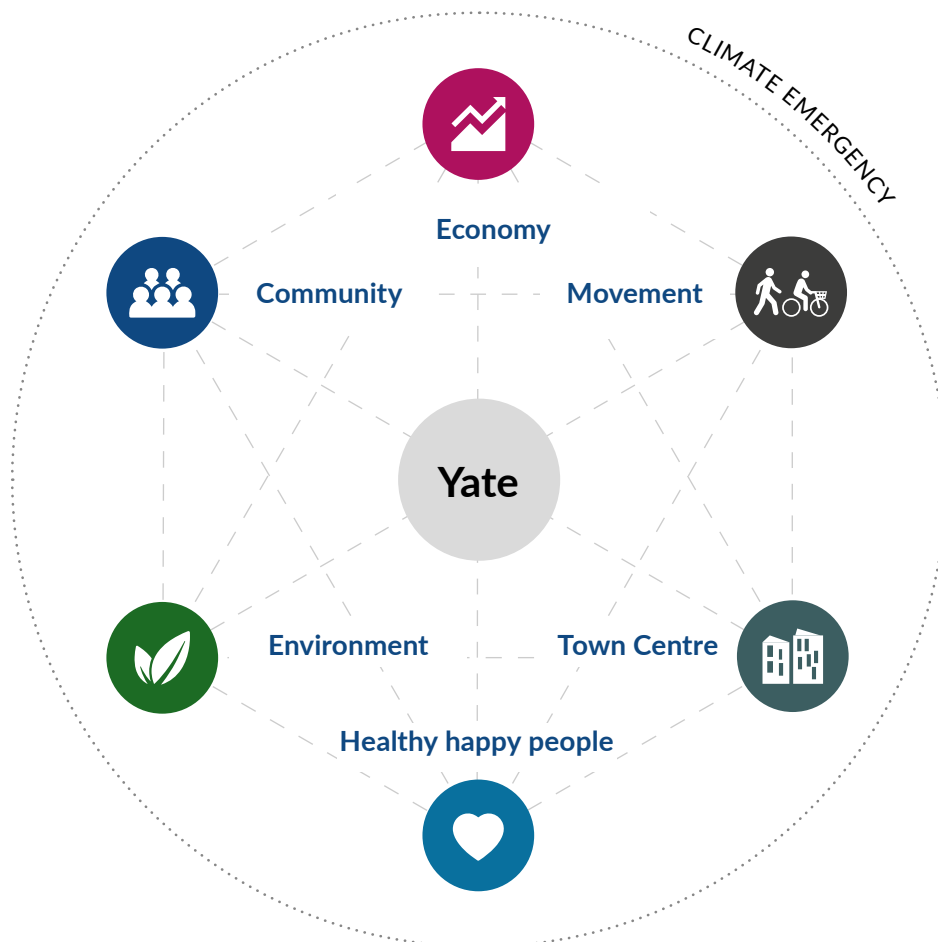




Existing aerial image across Yate (Google images)

2.2 The systems approach and our six key principles

Using the evidence gathered for this report and the existing aims of the Yate Community Plan and the South Gloucestershire Local Plan Core Strategy (2013) a set of suggested systems have been developed. These systems such as our local community infrastructure, movement networks and the environment are the building blocks of Yate. A systems approach explores the interrelationships between each in order to understand how changes in one, can yield benefits in all other systems. This approach is fundamental to the 'whole town' approach explored in section 2.2.





Economy

The plan for Yate aims to support sustainable growth. This means shaping the economy of Yate in a way that delivers continuous, long term prosperity for all. This includes delivering the right kind of jobs and supporting new and existing businesses and industries in line with global, national and regional economic growth strategies. It also considers opportunities for more localised economies or ‘circular economies’ where money is retained within local communities and local businesses. Take food as an example. Where this is produced, processed, sold and consumed locally money is recycled by people and businesses from the area and not extracted out of the local economy.

In practice, this will mean;

- Providing access to new skills and training within Yate
- Creating new spaces in the town for the next generation of businesses
- Promoting more environmentally sustainable ways of doing business, including reducing waste and using more local resources
- Creating attractive places to live and work to attract the best talent



Movement

While key to enabling the wider masterplan proposals to be realised, the Movement Vision will also unlock a range of benefits for Yate and its residents; these benefits have long been local aspirations which have remained unrealised.

The Movement vision aims to ensure that in Yate:

- Walking, cycling and public transport are more convenient and attractive than trips by car;
- The majority of short trips within Yate are made by walking and cycling;
- Interchange between different transport modes is easy;
- Accessing the places where we live, work and play feels safe and secure for all;
- Low carbon transport modes are supported and enabled;
- Congestion is reduced on key routes as non-essential car trips shift to sustainable modes.



Town Centre

Yate Town Centre, has been the centre of daily life, retail and the community for many decades. It remains essential to the economic health of Yate and of the people who live and work there. The vision for Yate seeks to ensure the town centre stays not only relevant but that it thrives. To achieve this, the town centre will need to offer more things to do for more people.

It will require a move away from a town centre that is largely based around retail and one that contains a richer mix of uses by:

- Providing more services in one, easy to access location
- Improving the range of things to do throughout the day and evening
- Creating new places to live in the town centre
- Creating safe, attractive places for people to meet and gather



Healthy happy people

The importance of our own health has been brought into sharp focus during the pandemic. The way we shape our towns has a direct bearing on our ability to maintain our physical and mental well-being by either restricting our ability to be active and healthy or enabling us.

The plan for Yate seeks to help people improve and sustain a healthier life by:

- Creating new, accessible green spaces and improving access to existing spaces
- Reducing the need to travel by car
- Ensuring there are good quality places to socialise
- Providing easy access to healthcare services for everyone, and close to homes
- Enabling young people to achieve their needs and wants in Yate



Environment

Our natural systems including parks, habitats and larger scale landscapes play a vital role in sustaining wildlife, reducing carbon, creating a sense of place and improving our own health and well-being. These natural systems are essential in building resilience in the face of climate change through for example, flood resilience.

In Yate, this will mean working with the natural environment to not only sustain what exists but to expand this by:

- Protecting and enhancing the local environment, including habitats for plants and animals
- Connecting the town with green areas, such as the River Frome and Frome Valley Walkway, quarry site, Common and local parks, including new parks such as in Ladden Garden Village
- Improving the relationship between the town, the nearby countryside and the Cotswolds Area of Outstanding Natural Beauty



Community

People make places. For Yate engaging with local communities and individuals will ensure the plan for their town is shaped by those who will inherit it. The plan will need to reflect their needs, wants and aspirations.

To achieve this, the plan places people and community at the heart of the vision for the town by:

- Promoting a strong sense of identity, community and belonging for both young and old people
- Ensuring that everyone has access to work, places to live, places to meet and access to nature
- Enriching the calendar of community events to bring residents together
- Introducing new opportunities for arts and culture
- Ensuring that everyone in the community can make their voices heard and contribute to the town



1. Transforming Yate Rail Station using living interchange principles, which will rethink the station as the heart of local community, and providing users with a lasting first impression on arrival
2. Reclaiming Station Road as a place for business, people and cyclists, with

opportunity to connect the station and town centre via rapid transit networks.

3. A focus on a truly mixed use town centre, integrated into existing communities - it will support surrounding villages and act as the regional hub for retail. The town centre will become three destinations in one, blending culture, experience and play.



THE COTSWOLDS AONB

THE QUARRY

CHIPPING SODBURY

4. The River Frome Corridor - A plan to enhance access, amenity, resilience and biodiversity. Creating an area of outstanding landscape value for the local communities
5. Reconnection to the rural hinterlands, with a proposed model for shared branding of local produce



2.3 A whole town approach

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. The systems approach discussed in section 2.1 is the means by which this is being addressed for Yate. This approach allows for greater engagement and collaboration by bringing different minds and skills together to share ideas and knowledge whilst working toward a shared vision.

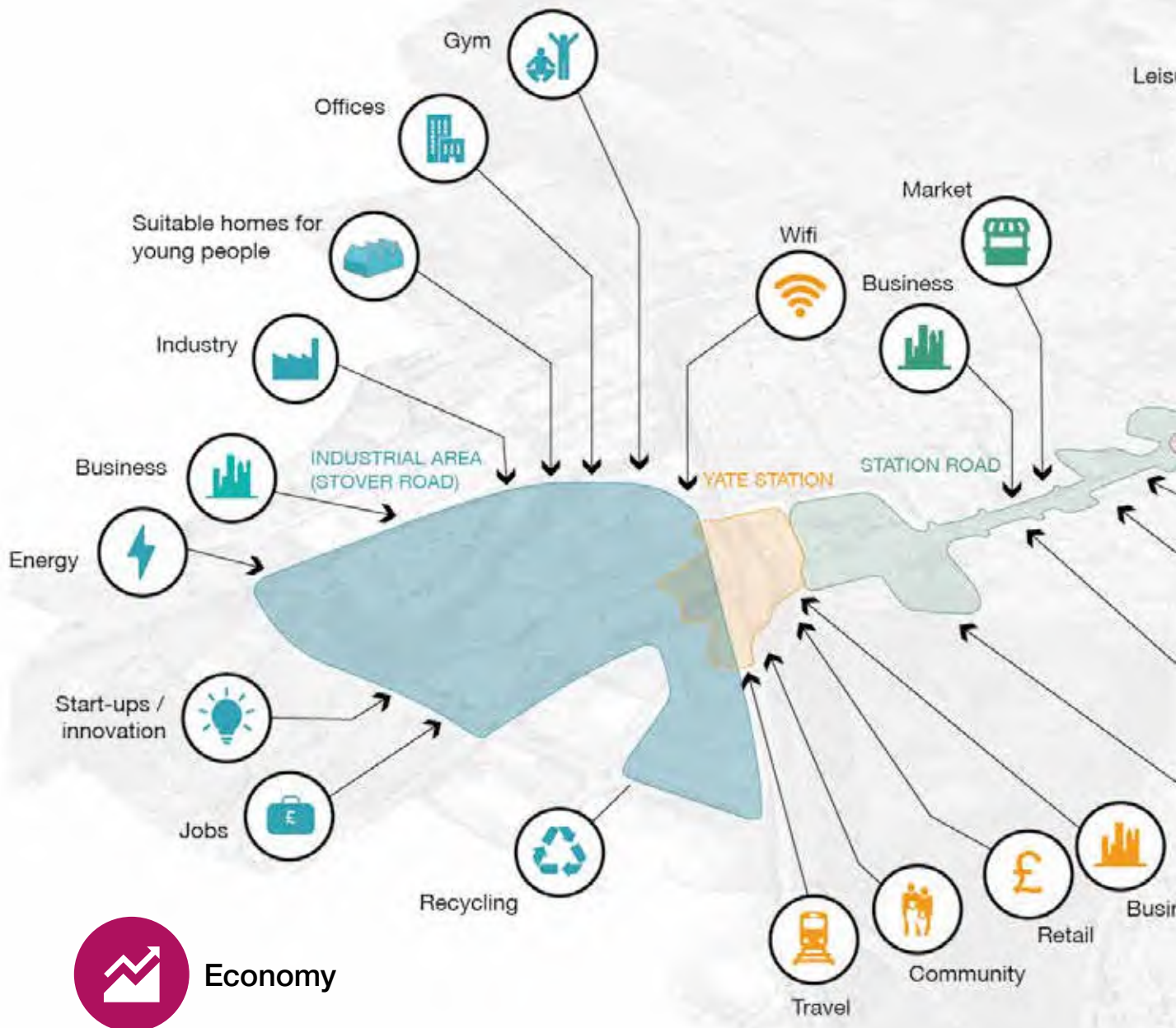
In practice this means when decisions are made on say improving green infrastructure such as Frome Reconnected, opportunities can be explored for active travel through

new footpaths and cycleways which in turn improve health and well-being and reduce car use.

Our vision for Yate below illustrates these interdependencies showing how the town becomes a system where:

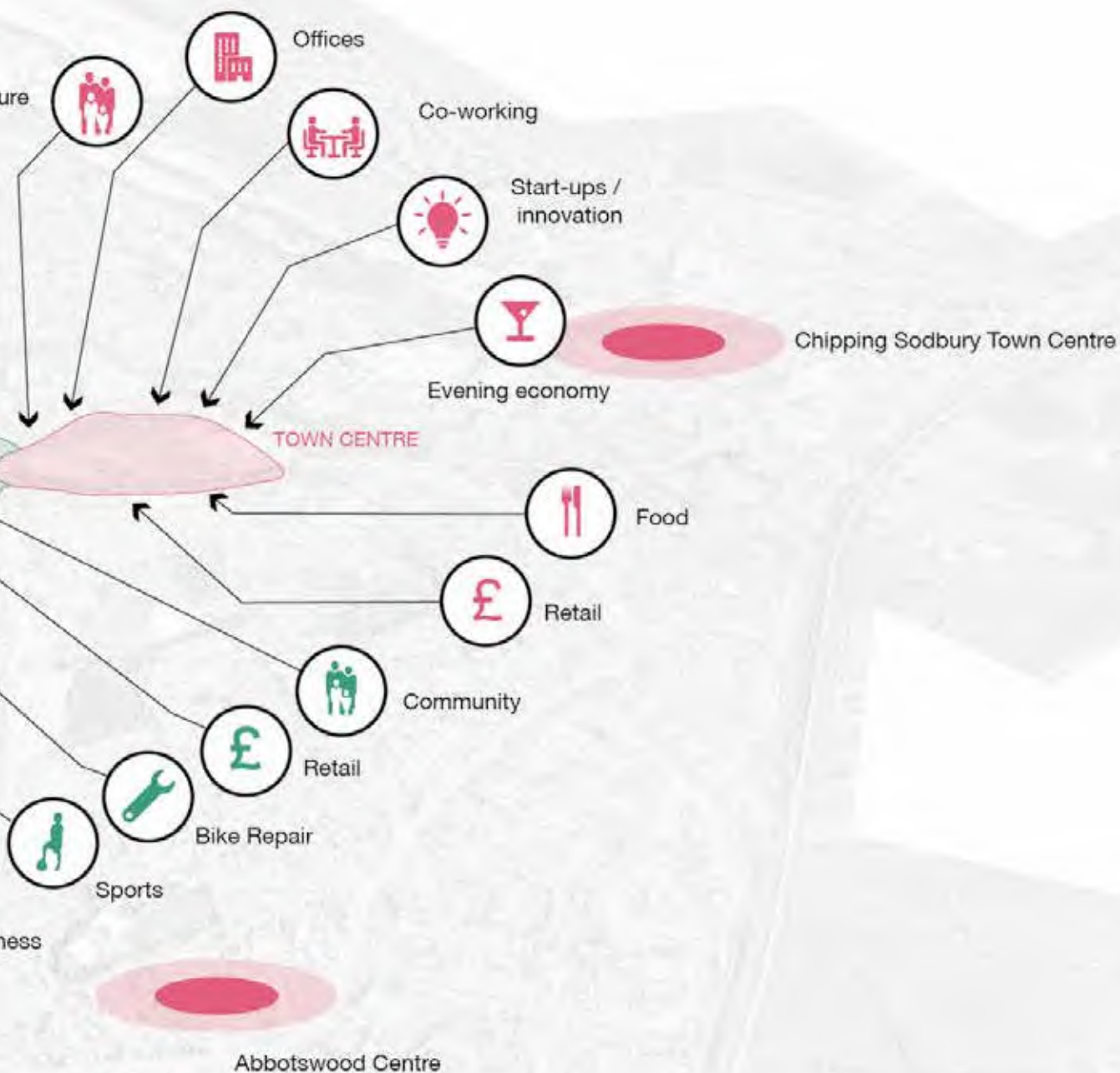
- Green infrastructure forms a continuous, living network linking the town centre, Yate Common, the River Frome and Yate Station.
- Station Road becomes a new active travel and public transport corridor connecting the destinations of the town centre and Yate Station and the revitalised Industrial Estate.
- The town centre, renewed Industrial Estate and Yate station help drive sustainable economic growth.





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, create more local employment, build and reinforce 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 more equally across Yate. The image reflects this vision with an indicative allocation of economic activities.

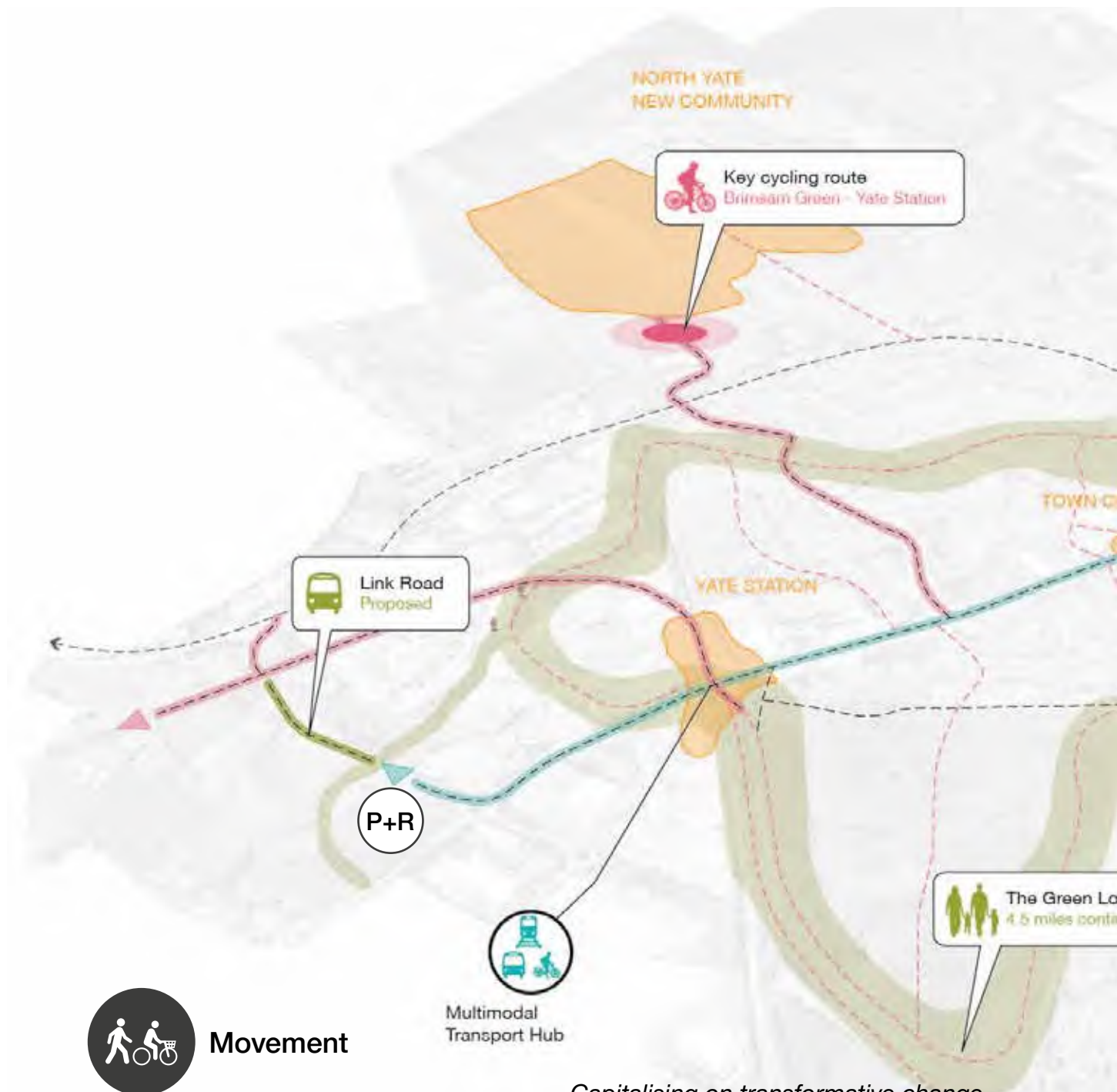


Local co-working hubs could be integrated into existing neighbourhoods to encourage economic activity whilst providing an important community asset.



Working from home allows local residents to have a positive impact on the environment, with better work-life balance, less commute stress and access to broader range of jobs that are not limited by geographic location.

Yate has a diverse local economy, of which a selection of components are shown on this vision diagram. The masterplan looks to build upon these key assets.



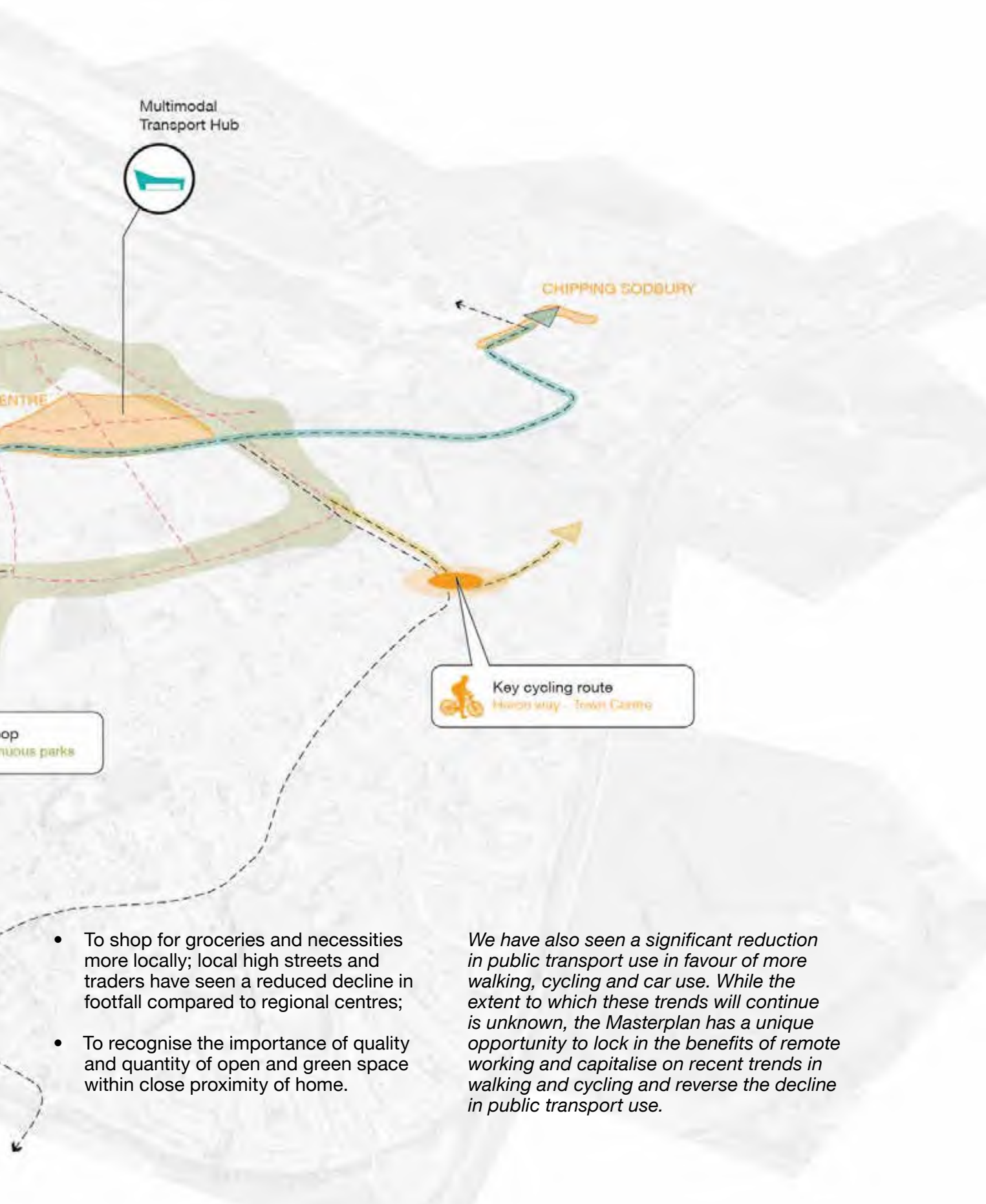
Movement

Sustainable mobility is at the heart of our whole town approach. This means supporting and maximising the opportunities for active travel by enhancing, connecting and extending existing pedestrian routes and segregated bicycle routes into a well-connected, safe, attractive and well signalled and lit network in Yate. The town will also be connected with the surrounding routes outside of Yate. This network is connected to key destinations, intermodal transport hubs and parking areas to allow for seamless mobility.

Capitalising on transformative change

The Covid-19 pandemic has transformed the way we live, work and travel with a number of benefits. In particular, many residents now have opportunities:

- To work and study remotely, resulting in large reductions in the number of trips we make;
- To work and study more flexibly, resulting in us travelling at different times of the day which spreads the peak period and lessens the impact of travel to work trips on the transport network;



- To shop for groceries and necessities more locally; local high streets and traders have seen a reduced decline in footfall compared to regional centres;
- To recognise the importance of quality and quantity of open and green space within close proximity of home.

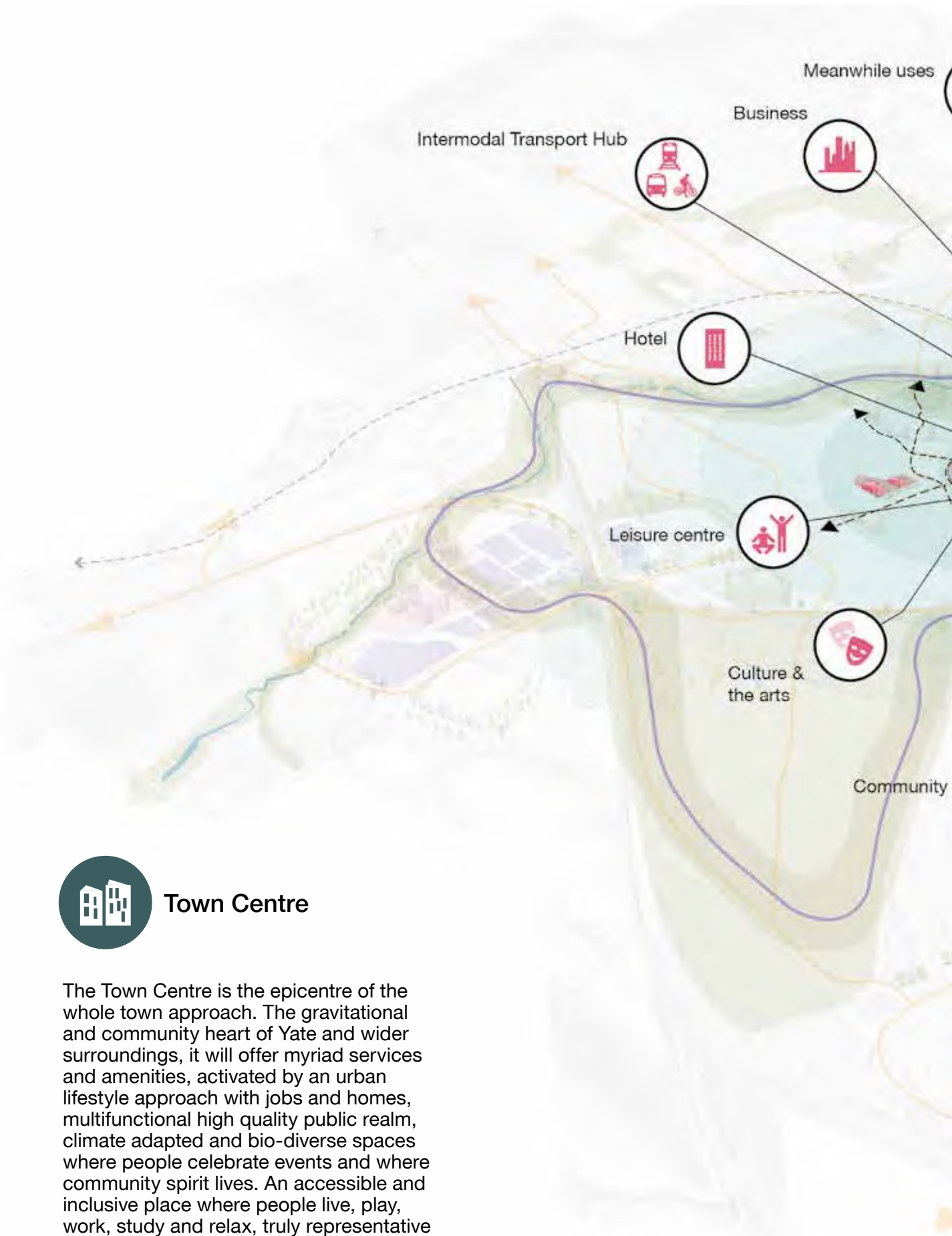
We have also seen a significant reduction in public transport use in favour of more walking, cycling and car use. While the extent to which these trends will continue is unknown, the Masterplan has a unique opportunity to lock in the benefits of remote working and capitalise on recent trends in walking and cycling and reverse the decline in public transport use.

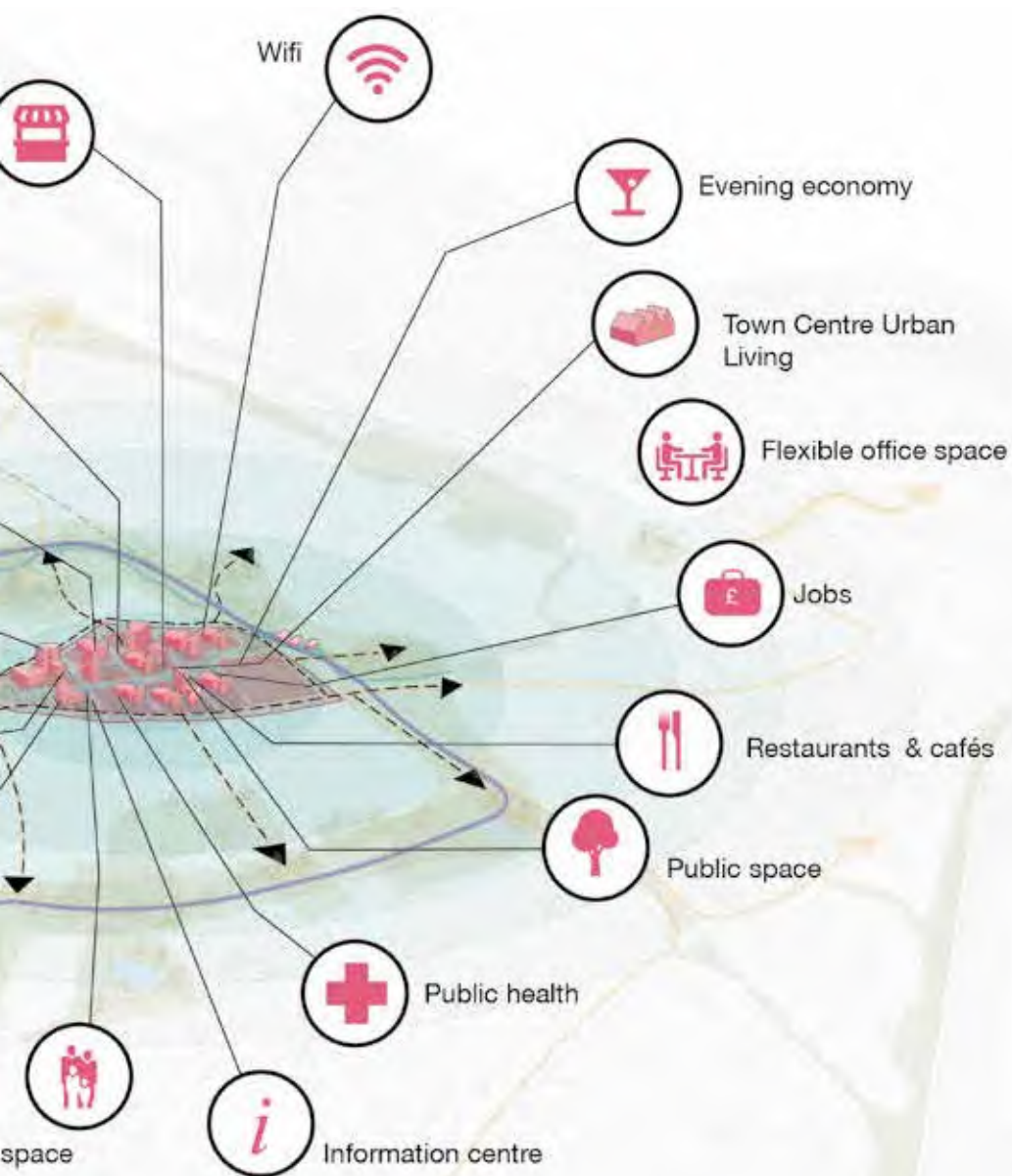
Yate has an existing network of routes and streets, of which a selection are shown on this vision diagram.



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, study and relax, truly representative of the 15-minute town. The image reflects this vision with indicative allocation of uses and activities.





Yate Town Centre has a diversity of uses, of which a selection are shown on this vision diagram. The masterplan looks to build upon these key assets.

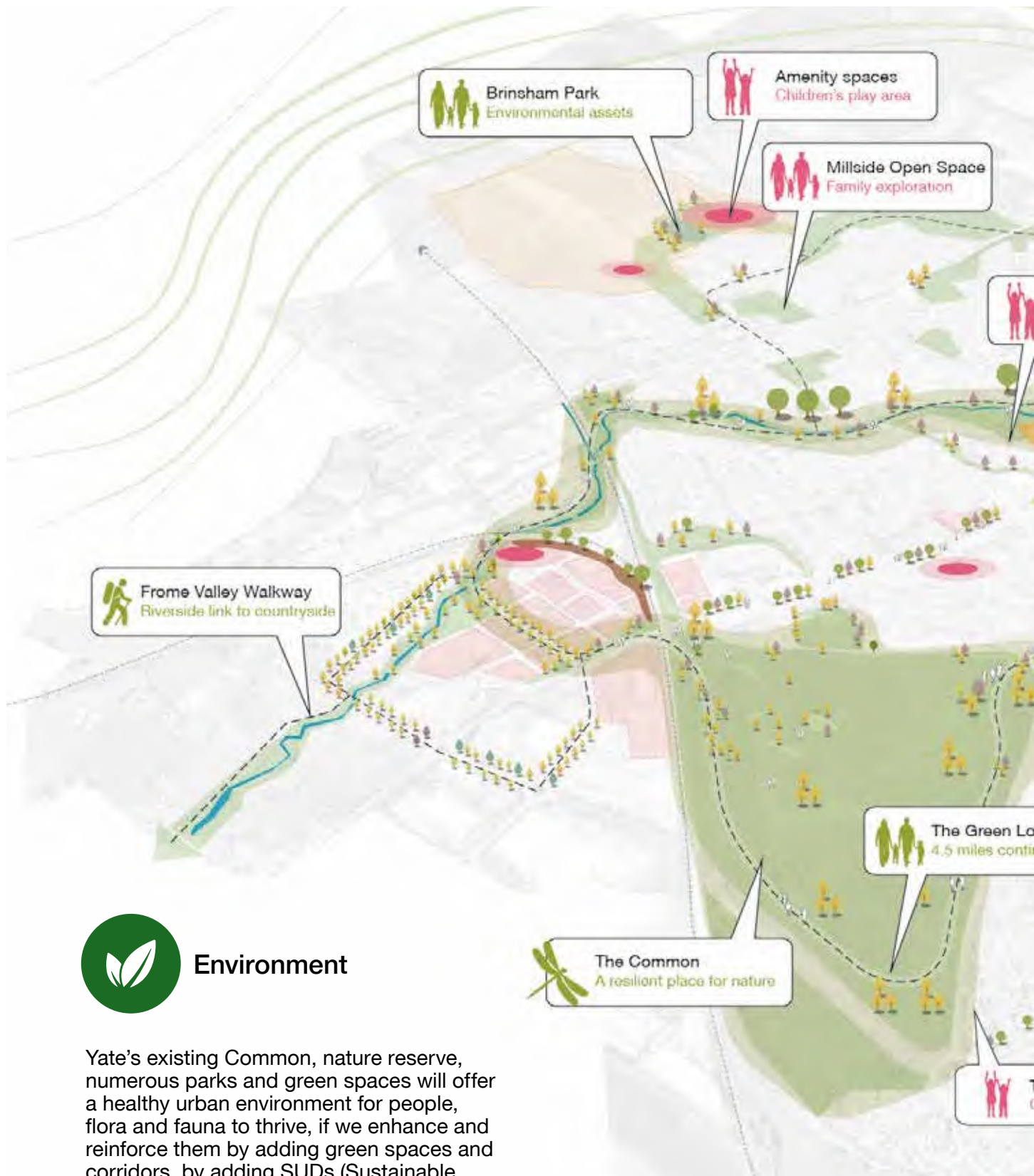


Healthy, happy people

Health and wellbeing of people in Yate will be supported by 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. We want to help reduce stress and anxiety through opportunities to relax, to exercise and to play in the vicinity of home, school and work.



Yate is rich with many local open spaces, amenities and facilities, of which a selection are shown on this vision diagram. The masterplan looks to build upon these key assets.



Environment

Yate's existing Common, nature reserve, numerous parks and green spaces will offer a healthy urban environment for people, flora and fauna to thrive, if we enhance and reinforce them by adding green spaces and corridors, by adding SUDs (Sustainable urban drainage systems) and more waterfront parks along the river Frome. We envision a well-connected and continuous network of green and blue infrastructure for Yate and in connection 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.



Yate 2021

Future Yate - a landscape-led green loop

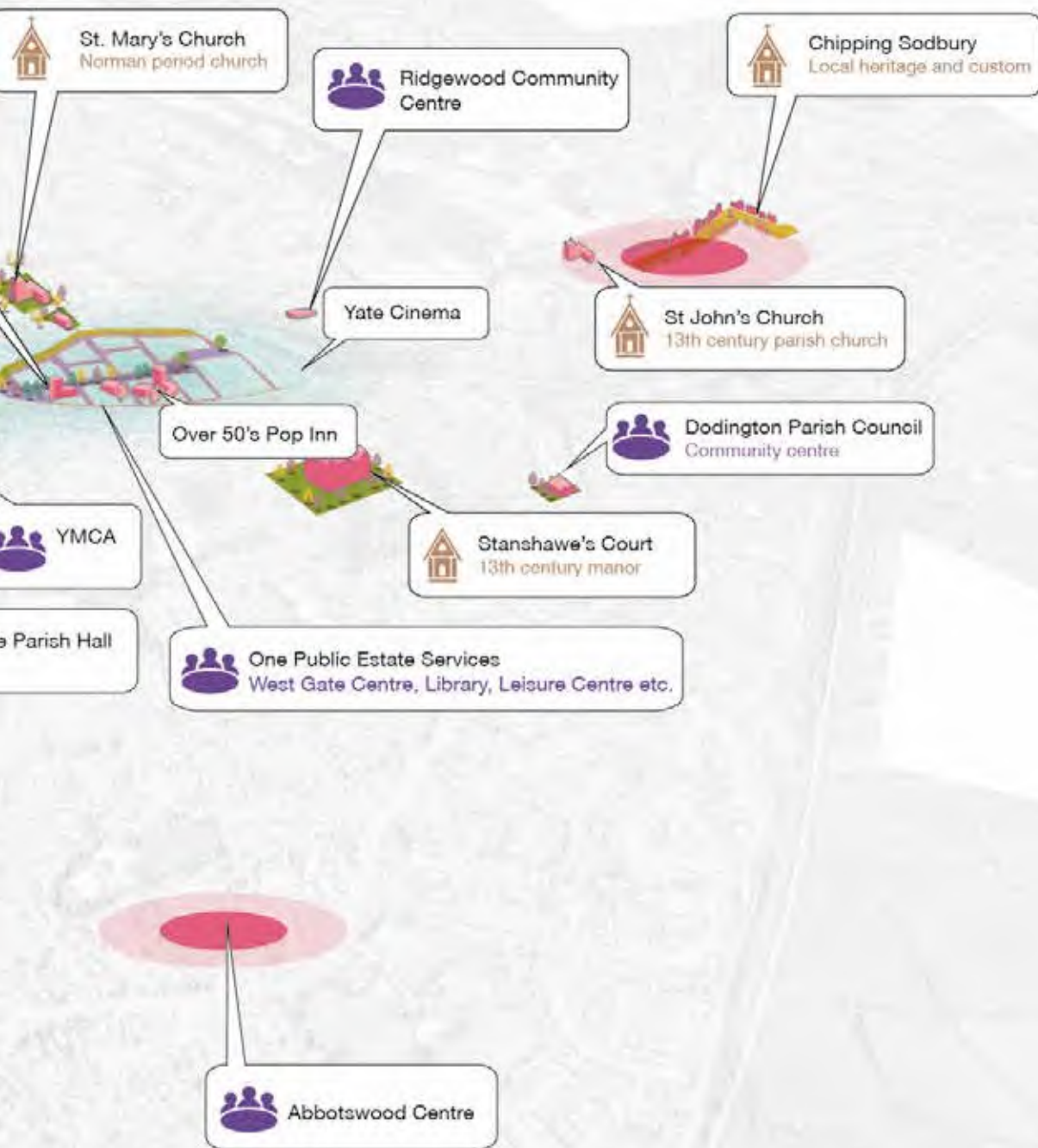


Yate is rich with many local green spaces and assets, of which a selection are shown on this vision diagram. The masterplan looks to build upon these key assets.



Community

Yate's community shapes the past, present and future, and its identity and pride should be reflected in a diverse range of community facilities that can host all kind of cultural and leisure activities. Our vision is to strengthen community identity through masterplan ambitions, by connecting the existing community facilities, offering a broader range of facilities and community spaces, and by engaging the community throughout the masterplan process.



Yate is rich with many local community spaces and assets, of which a selection are shown on this vision diagram. The masterplan looks to build upon these key assets.



03

We have
developed the
vision for Yate
in more detail
with a focus on
placemaking and
movement

3.1 Placemaking - the four character areas

For more than half a century, Yate Town Centre has been the beating heart of Yate community and a reference shoppers from a wide catchment area. Built in the 60's and based on the New Town principles, a programme of post-war social reconstruction, it represents one of the most important and expansive stages of Yate's growth. It brought the existing population a steady flow of newcomers looking for the conveniences of town life with an impressive offer of retail, jobs and affordable homes, settled in an environment that offered the advantages of the countryside.

The new town centre caused a shift of the towns' centre of gravity from the west to the east. Just over a century before, Yate Rail Station had propelled a previous stage of growth, mainly thanks to mineral mining and large-scale industrial developments. Both moments represent rapid and planned urban transformations, driven by a changing societal and macro-economic conditions and supported by investment in infrastructure to unlock development. Station Road evolved as a connector of both centres of gravity; Station and Industrial Estate and Town Centre. The road transformed from dirt track into a busy central artery and through route, mostly dominated by cars, buses and heavy trucks, which resulted in its failure to bridge the gap in placemaking and urban realm between both centres.

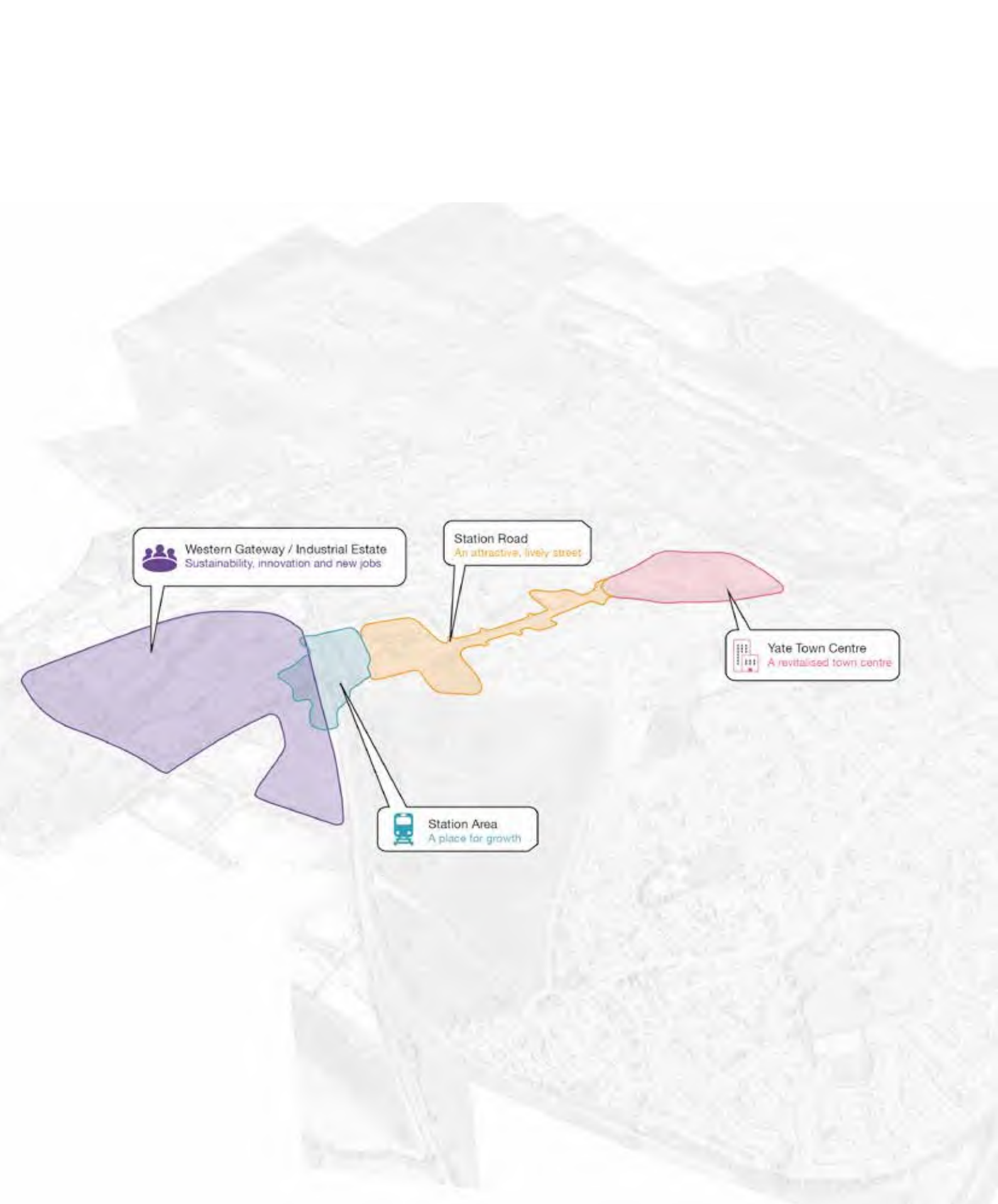
This is all in sharp contrast with the earlier centuries, during which Yate had been a peaceful, rural agricultural community and marketplace, formed by a patchwork of churches and farms, draped over the undulating landscape.

The Town Centre Improvement Masterplan focus is on the four areas that have played a key role in the shaping the Yate of today. As such, transformation, regeneration or improvement of these areas 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 of the four focus areas; the Town Centre, the Rail Station, the Western Gateway/Industrial Estate and Station Road.

The evidence base for the different options is being progressed at the time of this report. Both initial transport baseline assessment and an initial market assessment are the base of the current options. The options have been informed by sessions with key stakeholders, as well as by feedback on the Town Centre vision and six key principles from the Yate Town Centre public consultation during October and November 2020.

The options have also been shared with the Steering Group, Yate Town Council and SGC. A public consultation will take place in summer 2021, after which the masterplan will be finalised.



3.1.1 The Town Centre focus area

Introduction

The Town Centre is a reference for Yate residents and regional visitors alike, because of its broad and combined offer of retail together with community, health and leisure facilities on Public estate interests land.

Yate Town Centre and the surrounding neighbourhoods were conceived and developed based on a car-oriented layout. The centre's surrounding free car parks and its large number of shops and services, together with its pedestrian and covered streets, offer a safe and climate protected shopping environment that visitors also occasionally use for leisure.

The factors that have caused its success are now increasingly holding its future ransom. The Town Centre faces major socio-economic shifts, partly accelerated by covid-19, such as a steep decline in High Street retail, heavily impacted by online shopping, changing demography, more elderly people and different lifestyles that have shifted customer behaviour and attraction, climate emergency challenges and zero carbon targets, changing movement patterns and a shift to active travel. The current relatively rigid configuration of the Town Centres buildings and public spaces makes it extremely difficult, if not impossible, to address these threats and challenges and amend to the necessary changes. It is an introverted island, surrounded by busy roads and large parking areas, with a lack in cohesion with its immediate context, although at walkable distance from most of Yate. Due to its monofunctional offer, its large size and the introverted pedestrian streets that lose activity after shop closure, it fails to create a sense of community and identity.

The Opportunity

We are facing a cocktail of challenging conditions, such as Climate change, Ecological Emergency, Brexit and Covid recovery, that actually represent a once in a generation opportunity to radically rethink the Town Centre. These conditions could be leveraged to become the accelerators of change that lead into a Third Phase of growth and transition for the Town Centre, and for Yate as a whole.

The existing conditions offer an exceptional starting points and values that should be leveraged and built upon for future transformations. The following list highlights the most important existing attributes:

- strategic central location of the Town Centre in Yate and in the Region,
- its sheer size which offer enough space for a gradual transformation and a future critical mass.
- the surrounding heritage buildings,
- the proximity to surrounding residential neighbourhoods and a large population,
- the location near schools and facilities,
- its gateway position to eastern and western routes,
- and its proximity to the River Frome.

SGC's emerging Local Plan vision to deliver the urban lifestyle agenda with a focus on brownfield land and central locations, combined with a range of proposed transport projects to improve access to, from and within Yate further favours the Town Centre transformation.



Yate Town Centre - illustrative sketch of the central street

The complexity of this area and its transformation, combined with the longevity of the required process, require active involvement of a broad set of stakeholders. While the existing town centre was developed by three key stakeholders; public administration, retailers and property developers, this transformation will require the collaboration of a much more complex set of stakeholders, such as SGC and YTC, their community, current owner, investors and retail businesses, the leisure sector, the public sector services, culture and creative sector, education & knowledge sector.

This Masterplan vision is timely, as Ellandi has expressed its intention to work with SGC and YTC in shaping a future vision and has shared initial intentions through a private sector led masterplan of which many ideas seem to align. Further collaboration between SGC, YTC and Ellandi would strengthen the Town Centre proposition.

Although this Masterplan presents an ambitious long term vision, it also offers the possibility to be used as a reference document for immediate short-term actions and meanwhile uses. Building on the rich event calendar, early involvement and buy in from the town centres residents and visitors alike will help shape its future and ensure a broad range of ideas and opinions are heard. Short term interventions such as new bicycle tracks also offer an opportunity to triage potential future situations, if implemented properly.

The Vision

Of the four key focus areas of the Town Centre Improvement Masterplan, Yate Town Centre transformation is probably the most complex and challenging one, but at the same time is the most prominent and representative area and could prove the strongest catalyst for wider regeneration.

In our vision the Town Centre is representative of the “whole town” approach and it embodies Yate’s transformation from community town to vibrant, inclusive and independent “whole” town, with its unique identity and community.

As a whole town centre, it needs to contain the full range and offer you would find in a historically diverse town centre, including retail and leisure, urban living, private and public service sector and amenities, heritage, green and blue infrastructure, transport and employment. Building on the character of Yate and respectful towards surrounding heritage, it will have its own identity, have a broader range of uses, with increased density and height to support its vibrancy.

As the scale comparison demonstrates, the extension of Yate Town Centre is considerable and is comparable in size to historic city centres, large enough to include squares and their surrounding street network (Bruges), cathedrals and malls (Exeter), university complexes (Oxford) or a historic Roman town centre (Bath).

Therefore our vision for transformation of the Town Centre is one of a careful redevelopment which would be delivered over a decade or two. Different phases of redevelopment would shape a gradual change, in which each stage, old and new, existing and future, are cleverly combined and co-exist. Each stage needs to have a harmonious finished look, and a safe, attractive and accessible public realm and through routes should be safeguarded at all times.

Our vision sets the key principles for transformation and the ambition level for the potential end result, without wanting to be too prescriptive, in order to allow for progressive improvements as a result of partnerships, reacting to changing market conditions etc.

We have defined three distinct character areas; the cultural cluster, the town centre or town square, and the riverside. The guiding principles are an accessible, open and connected town centre that is integrated with the surrounding neighbourhoods, offers through routes and connects east and west, north and south, and is a representative gateway to Yate.

The Town Centre should be the showcase and testbed of sustainability, for meeting zero carbon goals (2030), for meeting climate mitigation measures, increasing biodiversity and developing blue and green infrastructure.



Pedestrian zone in Bad Salzflun, Germany

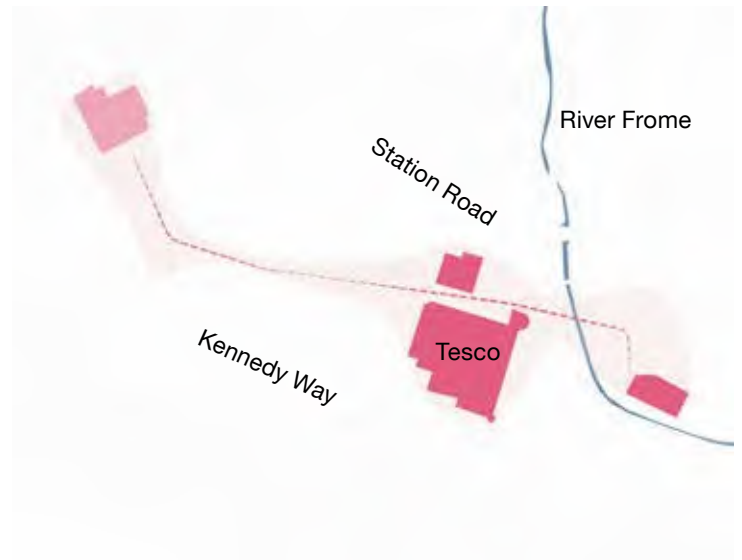
<http://landezine.com/index.php/2019/05/pedestrian-zone-in-bad-salzflun-by-scape-landschaftsarchitekten/>

Key concept principles

The different concepts that elaborate on the vision follow a number of guiding principles that are common to the three different concept options. These have been explained in a number of key diagrams below.

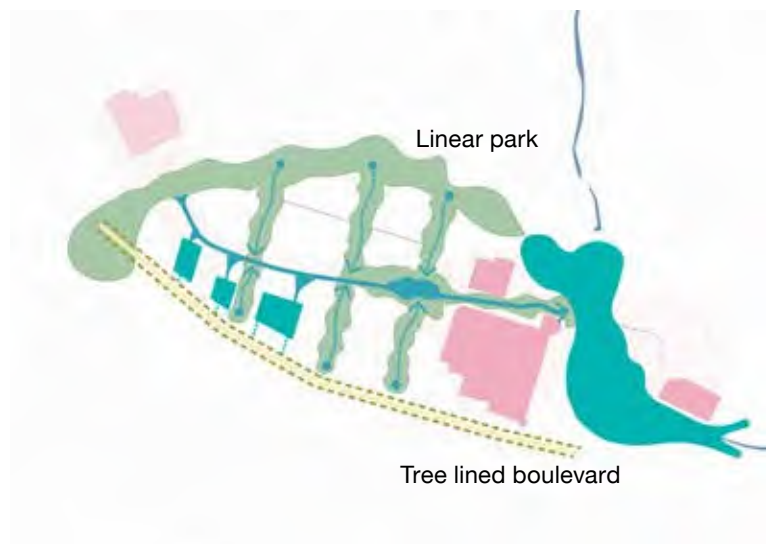
Connect the attractors

The current “big box” retailers, both inside the central island and surrounding it, are clear destinations and people attractors, that shape desire lines, arrival points and walking routes. Other secondary but not less important destinations are the Ridgewood Community Centre to the east, Yate and District Heritage Centre, St Mary’s church with its 28-meter-high landmark bell tower and adjacent school to the north and St Pauls Church and adjacent schools and academy to the south. We have identified them as destinations for routes and desire lines and as placeholders for wider transformation.



Living infrastructure

Green and blue infrastructure offers a soft transition area between the existing neighbourhoods and the new town centre with increased density and mix of uses. A connected network of linear spaces will connect with the River Frome and make it more accessible and legible, allowing for climate change mitigation thanks to floodable wetlands, rainwater retention and infiltration areas (SUDs) and compensating heat island effect with trees and plants. Station Road benefits from a parallel linear park thanks to a setback of the building line. Kennedy Way becomes a tree-lined boulevard with integrated SUD system in road and sidewalks. A number of internal squares and courtyards includes rainwater retention areas that alleviate the sewage system and filter the rainwater.



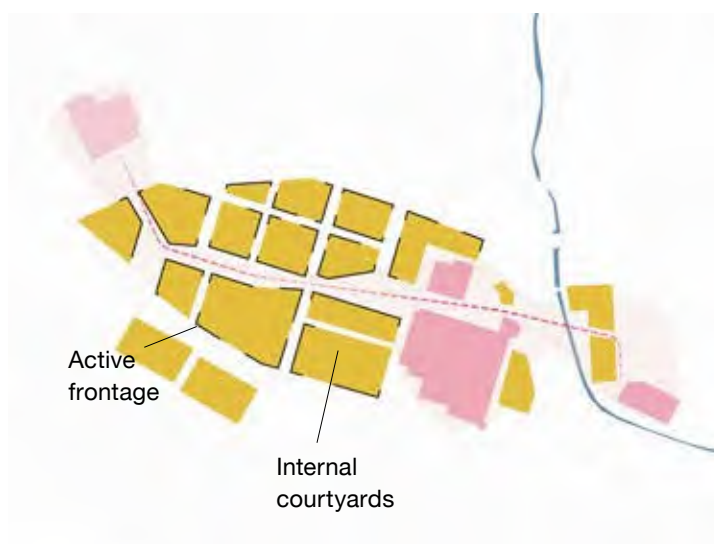
Movement

The street pattern is based on the previous block structure and is a pedestrian priority area. The main routes are north-south, linking both neighbourhoods, school clusters and churches, and east-west, connecting the main destinations and Station Road with the riverside. These main routes have segregated bicycle lanes that are serviced with bike parking. Secondary streets form a fine-grain network of pedestrian routes that ensure activity and liveliness throughout the town centre. The internal street network links with a walking route along the River Frome.



Development blocks

The new block or plot structure and geometry is based on the existing structure, in order to facilitate a phased redevelopment and enable the co-existence of old and new buildings around a curated and accessible public realm. The size of the plots relates to the scale of the surrounding neighbourhoods and is based on maximum façade lengths that provide a walkable and accessible public realm, with a human scale and multiple options for direct routes. It also allows for a viable development size with (half-)closed blocks with internal courtyards. All facades facing the internal street network will be active facades, because services and logistics will face the internal courtyards and retail, or residential facades and entrances will face public realm.



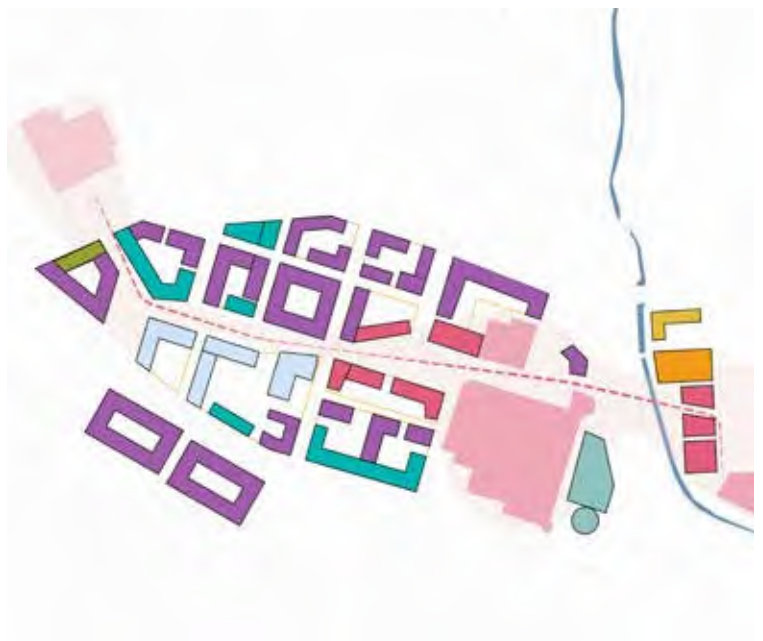
Parking strategy

Mobility patterns and habits are changing, and the aim of the Town Centre Masterplan is to facilitate and stimulate active travel and public transport. In a phased transformation we anticipate a gradual switch of visitor parking from extensive surface parking to more compact structured parking- this will free up valuable space and allows a better integration with building blocks and in the surrounding context, with green facades and roofs. These new parking structures should offer EV charging points for cars, scooters and bicycles. The rest of the building blocks would ideally have underground or structured parking hidden inside the building. A review of parking standards should limit the need for parking spaces, based on transition to car sharing schemes, public transport and active travel. The surrounding street network will have visitor parking and drop off areas for taxis and cars.



Increased mix of uses and density

The Town Centre is a key area to support the approach to urban lifestyles, with the aim to maximise brownfield development for more homes and jobs and to diversify the current mix of uses to provide more homes, renewed public services and creating space for new occupiers. The Town Centre's potential is to act as a catalyst for transformation and regeneration and support future demand for public services, as identified in "Yate One Public Estate" feasibility study. Transformation factors and options include an increased mix of uses and density to include new homes, new jobs and service integration. We also see the potential to reinforce the arts, music, entertainment and culture sector with indoor and outdoor facilities.



Potential phasing

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. Ideally initial phases are a flagship and a showcase for future stages and strongly demonstrate the potential and benefits of change. Early stages should also provide key public realm improvement areas, such as main pedestrian and bicycle through routes and squares. Ideally the surroundings of big box retail anchors form the base of first phases of development. The potential transformation or consolidation of public services on Public estate interests Land will need to be coordinated with the broader transformation of the Town Centre.



"All Colours Sidewalk", Sao Paulo

<https://www.archdaily.com/912060/all-colors-sidewalk-zoom-urbanismo-arquitetura-e-design-plus-lao-engenharia-and-design>

Concept option 1

A new generous multi-purpose town square becomes the heart of the new Town Centre. It builds on the presence of Tesco and Marks and Spencer and is located east of the central north-south route and crossed by the main east-west route through the centre. The square is surrounded by representative buildings with a high plinth of active frontages that include a compact and diverse retail offer on the ground floor, with residential on the upper floors. The buildings on the southern edge are lower than the northern edge, to allow for winter sun to enter the square.

The square offers space for events and markets, has large shade trees and includes visible SUDs for rainwater harvesting and retention and playful ponds with flowering plants. A segregated bicycle route crosses the square from east to west. The Western route leads to a smaller residential character square and an entrance square facing Kennedy Way. This square connects a landmark gateway building facing Station Road, which could include the Armadillo Youth Centre on ground floor level, and the new complex of public buildings, amenities and facilities to the east of it. The eastern route leads to a new Frome riverside park, with enhanced wetlands that allow for occasional flooding and enhanced biodiversity.

The block structure creates a number of secondary roads with pedestrian priority, this improves permeability and vibrancy of the Town Centre, while active frontages thanks to front doors, windows of homes and entrances to internal courtyards create activity throughout. The existing Public Right of Way from the south to north, such as the route through Lidl and through the existing town centre, will be retained and enhanced.

The northern edge of the Town Centre, alongside Station Road, becomes a generous and leafy linear park. Station Road would become a resident, visitors and buses access only. This park would include children playgrounds and is both for new residents and visitors alike, as well as for the existing neighbourhood.

Kennedy Way could become a tree lined boulevard with at grade pedestrian crossings, a generous footway and segregated bicycle lanes on each side. The south facing facades of the new Town Centre buildings would be residential and public services, with public access, restaurants and bars with large terraces spilling out onto the sidewalk. A new friendly gateway to Yate.

Link road would be rerouted and downgraded to allow for more space for the River Frome wetlands park. The eastern embankment of River Frome becomes the new location for Yate Leisure Centre, with swimming pool overlooking the riverside park, terraced slopes and amphitheatre steps that spill out over the water. Next to the leisure building a number of additional retail units could offer more leisure and sports facilities or new school/ education buildings. Two pedestrian bridges over the River Frome allow for a walking loop and easy access.





Concept option 2

Central to this concept option is a new “Yate High Street” that is created thanks to concentrating a mixed retail offer on the ground floor of well-designed mixed-use residential buildings on both sides of a new north-south boulevard that connects Station Road and Kennedy Way. Landmark corner buildings on both ends form a prominent and characteristic gateway into the High Street. The northern entrance is marked by a new multimodal bus station that includes electric scooter and bike parking and drop off areas and the southern end is anchored by a renewed Public estate interests complex of buildings and courtyards. This pedestrian priority high street would become the new vibrant heart of Yate Town Centre and would invite the community for shopping, playing, meeting, to get a coffee on an early morning or evening stroll or just as a through route.

The High Street is also the main entrance route into the east-west green corridor that includes a sequence of bigger and smaller public squares and parks in the heart of the Town Centre, similar as in Option 1.

The northern edge of the Town Centre, alongside Station Road, becomes a generous and leafy linear park. The parks’ attractive environment can also offer a much better location for a potential new bus station.

The leisure centre is relocated to the east, adjacent to the Ridgewood Community Centre. The activities and visitors of both centres would strengthen this area as a community hub at the end of the east-west corridor through the Town Centre. The size, shape and materials of the new leisure centre should be respectful and compatible with the Ridgewood heritage building.

Cross section

The volume, height and shape of the new building blocks in the Town Centre should be respectful for the surrounding context and respond to the existing heights of two floors and a pitched roof around the edges. Towards the central areas of the Town Centre building heights and density could increase, always considering optimal sunlight and daylight conditions in homes and public spaces. Parking structures should be integrated in the building blocks to avoid dead facades facing public spaces. These structures should be future proofed towards less car ownership and allow easy transformation into working or living spaces.



Typical cross section Town Centre
Option 1, 2 and 3.



Key

- Residential
- Public services
- Leisure
- Retail
- Office/ commercial
- Multi-modal interchange
- Existing building

Concept option 3

A key element in this concept option is the redevelopment of the leisure centre and other public facilities and amenities into one compact and integrated public building, with underground parking spaces, active facades and entrances on all sides. The compact configuration would optimise building costs and resources and would create one new and iconic destination as a western gateway into the Town Centre.





Key

- Residential
- Public services
- Leisure
- Retail
- Office/ commercial
- Multi-modal interchange
- Existing building

3.1.2 The Rail Station

Introduction

Yate station's strategic rail location between Bristol Temple Meads and Gloucester and the surrounding industries spurred Yate's growth and prosperity with a new, faster and comfortable means of transport for passengers and goods, after it was opened halfway the 19th Century. In the second half of the 20th century, an increasingly car centric society forced the closure of the station. This caused a huge and permanent disconnect between the station and its context, a dysfunctionality that is still noticeable today and causes its lack of attractiveness and placemaking unchanged since it's reopening almost half a century ago.

Today the station is merely a functional place that lacks an actual station building and services, consists of two segregated platforms north and south of the Station Road viaduct and is constrained by its primarily industrial context. It fails to express its heritage context represented by the Brunel Goods shed, a turning loop and the station viaduct, and is disconnected from its natural setting offered by the Common and Edgars Wood. Despite its strategic location on Station Road it doesn't have a presence and seems too far from Yate Town Centre to establish a relationship. The arrival experience is dominated by a functional car park and the industrial context. However, the station is part of the Western gateway to Yate and a large part of Yate Industrial Estate is within walking distance. The station provides visitors and employees a convenient access to the employment area and the new Park and Ride will further increase accessibility and connectivity.





The opportunity

The declaration of a Climate Emergency, the UK100 pledge and the Zero carbon target for 2030 demand a radical change in mobility patterns and behaviour, as significant as during the 60's, and will require a rapid transition to active travel modes and public transport in support of these targets. This is a unique opportunity for Yate Station to represent this transition and once more become a centre of movement, and at the same time respond to the future role of stations as a catalyst for creating healthy and sustainable communities and delivering positive outcomes for passengers.

Arup have collaborated with Network Rail to rethink the station and present Tomorrow's Living Station model. This concept is scalable to large and small stations and represents the incredible opportunity for Yate Station. In an age where the boundaries between work, home and play are blurred, stations must cater for a more agile life / work environment. They can play a critical role in enhancing people's productivity. Passengers will expect an efficient mobility service, with a well-connected, easy-to-use station at its heart that enables them to control and make best use of their time.

An important step towards Yate station improvements has already presented itself with West of England project that aims to double the services to half hourly services between Yate and Bristol Temple Meads and Gloucester. When this becomes available, it will significantly improve Yate Station's connectivity, within double the amount of services within less than half an hour of both urban centres and at 10 minutes from Bristol Parkway Station, which provides connections to Bath and London. Mobility is increasingly viewed and consumed as a seamless door-to-door service, and improved connectivity

with other transport modes will increase the stations function as a hub or interchange between travel modes, increasing its usage further.

Further exploration of options will benefit from engagement with key stakeholders to support changes in transport and mobility, such as Network Rail and bus operators, as well as landowners and businesses that hold key land positions.

Vision

Yate Station will increasingly become a destination and place on its own, in which passengers and visitors alike will appreciate a high-quality and welcome environment that provides a host of services. As well as a beautiful public space, the station should be the core of a healthy network – where cycling and walking are easy and obvious choices – part of an active journey through a natural environment. This is achieved through increased connectivity with the Common and Playing Fields and wider green and blue infrastructure network.

Increased vibrancy of Yate Station and increased placemaking will be powerful catalysts in the transformation of its wider context, making it an increasingly attractive location for urban lifestyles, complementary services and facilities and work or stay facilities.

As a transport hub it should provide connectivity to local and regional buses, to electric vehicle parking, taxi and uber and cycle and walking networks.

We envision Yate Station to become the motor and heart of the Western gateway to Yate and key to wider urban transformation and regeneration, that would take place over a period of 10 to 15 years.



Driebergen-Zeist Station, Netherlands

<https://www.baminfra.nl/projecten/stationsgebied-driebergen-zeist-compacte-ov-knoop-met-goede-doorstroming>

Concept principles

The vision for Yate Rail Station and the further options development is based on the following six key principles:

Accessible and connected

Overcoming infrastructural barriers and physical boundaries imposed by Station Road viaduct and the disposition of segregated platforms



Mobility hub

Enhanced quality of surrounding public realm with representative arrival and departure space.



Interchange Hub

Improved connectivity with other transport modes with facilities for electric vehicles, buses and bicycles.



Placemaking

Enhanced facilities and services to improve passenger and customer experience, encourage people to stay by improving the waiting experience.



Heritage

Reinstating heritage assets such as the Brunel Goods Shed, the viaduct and the Rail turning loop, by repurposing for public use and access, and increasing its legibility.



Whole town approach

Reconnecting with the wider urban context by increased intensity and density of uses around the station.

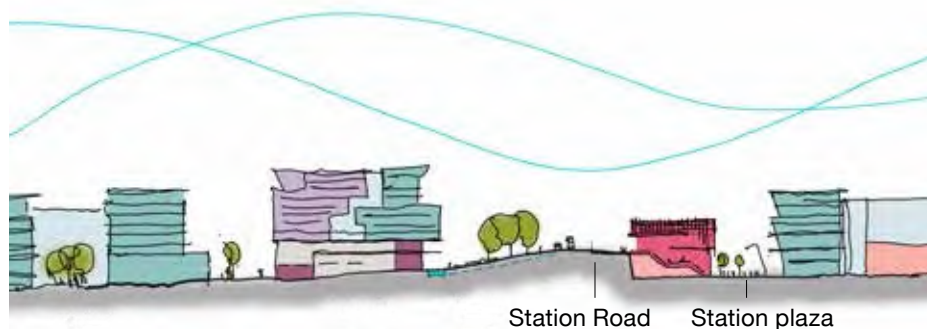


Concept option 1 - Baseline option

A new station building to the north of Station Road with a large canopy overarching the rail track provides a façade at level with Station Road viaduct and a façade towards a new pedestrian, tree lined station square at lower level, at both sides of the tracks. The northern platform is part of a town centre like arrival experience to the eastern part of the square, that is activated thanks to two residential buildings with commercial and retail space at ground floor level. Public car parking is located underground, partly below the new station square and the adjacent buildings and drop off for passengers and bus is along Station Road. Along North Road a small short term parking for EV is offered. This allows for the surrounding environment to become a high quality, safe and fully pedestrian urban realm. The western part of Station Square is defined by multipurpose buildings that include bicycle storage and services, flexible workspaces, retail and commercial, such as coffee shop and convenience retail.

The rear of the buildings, adjacent to station square and facing Station Road, are complemented by a frontage of residential buildings.

In contrast with the vibrant town centre arrival to the north of Station Road, the southern area represents a quiet and rural “park-like station” in a green setting. The western platform is set in a park like setting with improved pedestrian space and ramps to connect both levels. Enhanced pedestrian and cycle routes around the Goods Shed, into Edgars Wood and the Common, create a distinct arrival experience. The Goods Shed could be transformed into a tourism and leisure information point, including bicycle hire and facilities. Access to the stations master house is integrated in this enhanced park-like setting.



Typical cross section of Yate Station and Station Road





Key

- Residential
- Rail Station
- Industry
- Retail
- Office/ commercial
- Community/ mixed use
- Existing building

Concept option 2 - integrated station

The key moves that support this option are the relocation of both platforms to the south of Station Road and a new station building that becomes an integrator, connecting both platforms and different floor levels.

The new station building creates a representative façade on Station Road, with a canopy creating a weather protected arrival experience with drop off and pick up point. The station hall serves as a pedestrian bridge over the platforms and connection to a station square at the lower platform level. The canopy embraces the Brunel Goods Shed respectfully and reinstates its value as a heritage building. The building is repurposed for use and public access with restaurants and bars and other daily services. The stations' eastern and western arrival experience are distinct and represent Yate's dual character as both rural community and town centre.

The eastern station area becomes a "cultural and art district" set in a natural and green environment, building on and enhancing the natural character of the Common and Edgars Wood. Several smaller "pods" for hire offer makers spaces and temporary workspaces and a larger shed offers community and creative spaces.

The western station area offers a town centre arrival experience created by new residential buildings and other complementary uses, arranged around a larger station square. This square is the drop off space for buses. Car parking is integrated in the surrounding buildings and under the square. This new neighbourhood complements the existing residential community around South Avenue.

North of Badminton Road there is the opportunity for a gradual transformation of industrial activities to urban lifestyle uses that support and activate the new station environment and leverage its increased attractiveness and vibrancy. Badminton Road itself could be widened into a green boulevard thanks to a setback in the building blocks north of Station Road. This green parkstrip can integrate SUDs and become part of the green and blue infrastructure network.

North of Station Road the existing parking and industrial sheds could gradually make way for a new residential quarter that leverages its proximity to the station and the wider connectivity it offers. Parking is integrated in the buildings blocks to ensure a high quality and pedestrian urban realm.

This option is partly conditioned by the necessary land becoming available, although there are alternative options that would achieve a similar result without the need for this.





3.1.3 Western Gateway/ Industrial Estate

Introduction

Yate's Industrial Estate is a vibrant trade and logistics area that forms the towns' western gateway. With a total area of approximately 95 hectares it is clearly defined by the railway line in the east, and two triangular areas north and south of Badminton Road, limited by Iron Acton Way in the north and Nibley Lane in the south.

Its origins are related to the arrival of the railway and Yate Station halfway through the 19th century, and it experienced significant growth and expansion during and in between the World Wars, with factories in support of the war industry. It's growth and prosperity to date can be partly ascribed to local businesses and brands with a strong relation to Yate and the reliable local blue-collar workforce that the towns inhabitants provide.

It's also a commercially successful logistics, distribution and industrial zone because of its strategic location in the northern fringe of Bristol and its good connections with the regional and national highway network, located 5 miles north of junctions 18 and 19 of the M4 motorway and with junction 14 of the M5 motorway within easy reach. Yate train station is located east of the estate and provides rail access at a walking distance to a large part of the estate.

Three distinct areas in the estate are part of larger property portfolios and are commercially managed; Beeches Industrial Estate, Stover Trading Estate and Great Western Estate.

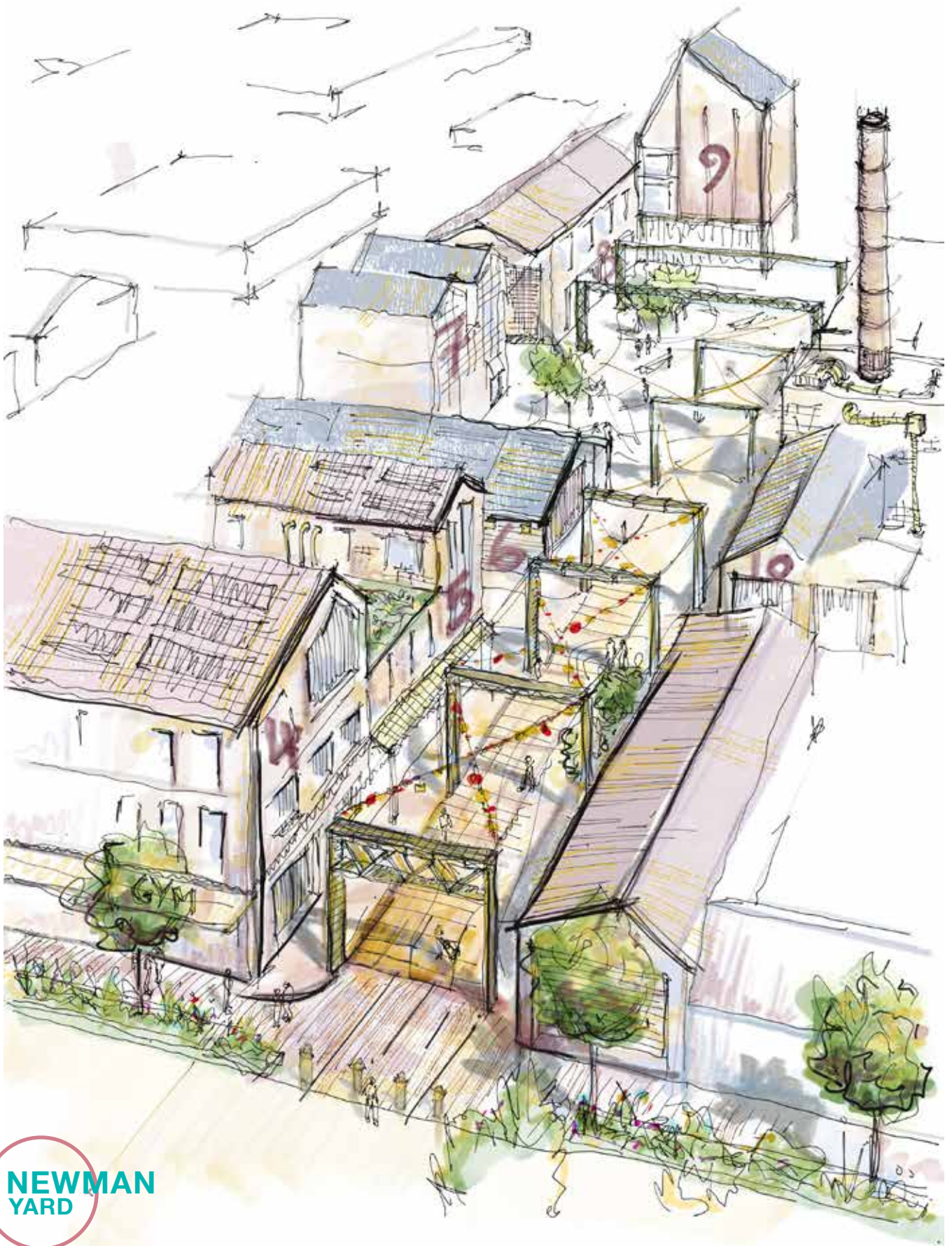
The masterplan vision defines wider principles and interventions that can be replicated across the industrial estate. Our study has used Stover Trading Estate as a testbed.

The Opportunity

SGC declared a Climate Change Emergency on 19 July 2019, committing the authority area to becoming carbon neutral by 2030. The Local Industrial Strategy identifies a series of actions to take forward to support clean growth. Its Strategic Economic Plan 2030 sets a roadmap to achieve a resilient economy that is low carbon and resource efficient, while increasing natural capital and being resilient to sudden future environmental, economic and social changes.

Yate Industrial Estate is largely based on a traditional, carbon-based model, depending on fossil energy, private vehicle movement, monofunctional land use and traditional industry. It has a once in a lifetime opportunity to play a significant role in developing a low carbon economy and meeting SGC's targets and priorities that have been set out in the Climate Change Strategy. That means transformation of the estate to become a climate resilient, low or zero carbon, and renewable energy consuming environment. This would position the estate and its businesses at the forefront of the new (circular) economy that will inevitably shape our future. Failing to do so might mean a loss in competitiveness against other areas that will transform, increased loss of businesses and employment and increased operational costs.

It will also allow the estate to leverage and integrate with the optimum conditions of its surrounding context, such as the proximity of Yate station with increased train frequency, Yate's attractive living environment and host of facilities and amenities, River Frome corridor and a reliable workforce.



Vision

We envision a gradual transformation for the traditional Industrial Estate into a low carbon, resilient and diverse “employment estate”. The estate should have an attractive and high-quality public realm that is climate resilient and builds on a green and blue infrastructure network. This will offer businesses a representative business environment and their workforce a healthier and more attractive work environment, which enables them to use active travel modes or public transport for commuting.

It would support SGC’s Local Strategic Partnership vision for the local economy and support businesses to start-up, grow, be able to stay in place with improved infrastructure, services and building conditions. This would enable the estate to flourish, attract inward investment, drive innovation and a collaborative economy.

The vision for the estate is based on four key elements;

1. Sustainable Infrastructure- utilities and services- enabling business functionality and transformation with improved infrastructure and utilities, offering renewable energy, high speed broadband, sustainable waste (water and material) and recycling, start up and co-working spaces.
2. Community and mixed land uses- employment and housing- create a competitive and attractive work environment with services for the employees, such as retail, gyms, creche, health services and commodities and affordable housing.
3. Green and blue infrastructure- Enhance the green and blue network, enhancing the River Frome corridor and the Valley Walkway, increasing biodiversity, and more and better open spaces.
4. Mobility- active travel and public transport - connect with the new park and ride, offer EV charging points and parking areas, develop a bus corridor and bus stops at walking distance, improve walking/cycling connections to Yate station.

The Steel Yard, Rhode Island

<http://landezine.com/index.php/2015/03/steel-yard-post-industrial-landscape-redesign-klopper-martin-design/>



Concept principles

A joint approach between the existing and new businesses, public authorities and utility providers is key to unlock the vision and support transformation. The interrelation between the four key elements calls for a joint approach to infrastructure improvements, mobility, green and blue networks. To build on and enhance existing qualities, the strong existing business network and entrepreneurial spirit will be a base for transformation.

Lastly, a transformation should combine attracting new business and innovation with a strong support to the existing businesses and facilitate their specific needs for growth and transformations, for example by enabling land purchase or swap and to aid the process.

In the current situation, the available employment land area represents a specific number of jobs, based on the type of industry or business on the land. However, transformation of existing plots with more compact and smaller units would increase the number of jobs for the same amount of land. We therefore take the view that finding a balance between quantity (of land) and quality (of business and jobs) is key to the future of the estate. Recent developments have shown a densification from larger, logistics and heavy industry to smaller, light industry and even more commercial and client facing units. Allowing densification by flexibility around type of use and business will allow for a gradual transition towards a higher employment density on each plot.

Rather than offering different options that prescribe a certain transformation, we have defined four guiding principles that support the vision and would enable a gradual transformation. This process needs to be enabled by a joint vision between estate and business owners and public authorities.

Four key principles drive the vision, and are explored over the next few pages.

The Steel Yard, Rhode Island

<http://landezine.com/index.php/2015/03/steel-yard-post-industrial-landscape-redesign-klopfer-martin-design/>



Green and blue

A sustainable and future-proofed estate model needs to include a higher quality public realm that incorporates a blue and green infrastructure network. This network builds upon existing qualities and elements such as the River Frome corridor, the Frome Valley Walkway and the remnants of a village common located west of North Road. There is the opportunity to ensure that the Frome Valley Walkway is 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.

It will also help meet climate emergency targets by:

- Integrating Sustainable Urban Drainage Systems (SUDS) for rainwater management;
- Trees and vegetation to help mitigate the heat island effect and offer carbon sinks, and;

- Green corridors that support biodiversity net gain.

This green public realm offers a healthy and attractive environment for employees and visitors of the estate.

Key moves include widening and reinforcing the River Frome corridor, ensuring it becomes more legible and present throughout the estate, more accessible for employees and visitors and enhanced with flora and fauna.

A new loop road becomes a representative structuring green and blue corridor inside of the estate. This loop road is a wide boulevard with increased green in public realm, wide footways with trees and SUDS, and pollinator planting. The secondary road system is also aligned with trees to form a connected network. North Road and the remnants of a village common is also connected to this network. The rail corridor and berms connect into this wider green network.



Movement

A transformed estate needs a clear gateway and arrival experience (and into Yate), which could be located at the Culvert Road roundabout (location of the Park and Ride).

The diversion and reduction of heavy vehicle and logistic traffic offers the opportunity to create a new and clear road hierarchy, introducing an internal “Loop Road” as the primary access and distributor road. This Loop Road offers a new representative address to businesses. It will have a high quality public realm, including tree lines, and segregated pedestrian and bicycle paths.

The Loop Road has a small loop that consists of a prolongation of Culvert Avenue north of the roundabout, crossing the river Frome to connect with Waverly Road, which in turn is connected with Lawrence Drive with the existing bridge over Frome, and prolonged through Wellington Drive to connect to Badminton Road.

The Loop Road can also form a big loop

that includes Culvert Road south of the roundabout, connected to Kendall Close, which in turn would be prolonged to connect through back to Badminton Road.

The network of existing roads would become secondary streets that will be connected to the main Loop Road. North Road becomes one direction only to improve conditions and safety and avoid a rat-run.

This road system will be complemented by a well-connected and continuous pedestrian network of footways and safe signalled crossings. This network will enable direct, safe and attractive walking routes that connect to Yate Rail Station. Safe and segregated bicycle lanes will be included on the main roads and routes.

A circular local bus route on the Loop Road, with frequent stops will offer service to employees and visitors.

There is the potential to include an active travel route along the River Frome Valley Walkway and to improve the railway crossing in the east.



Community and mixed land uses

The Loop Road and the Green and Blue infrastructure network would support the gradual transformation from heavy industry and logistics into a combination of logistics with light industry, commercial, and some office spaces with a higher quality public realm. The clear spatial structure and increased accessibility and connectivity offers the potential for a white goods boulevard along the Loop Road. There is potential for gradual transformation of existing buildings that become vacant into start-up and co-working spaces further enabling a grassroutes start up community.

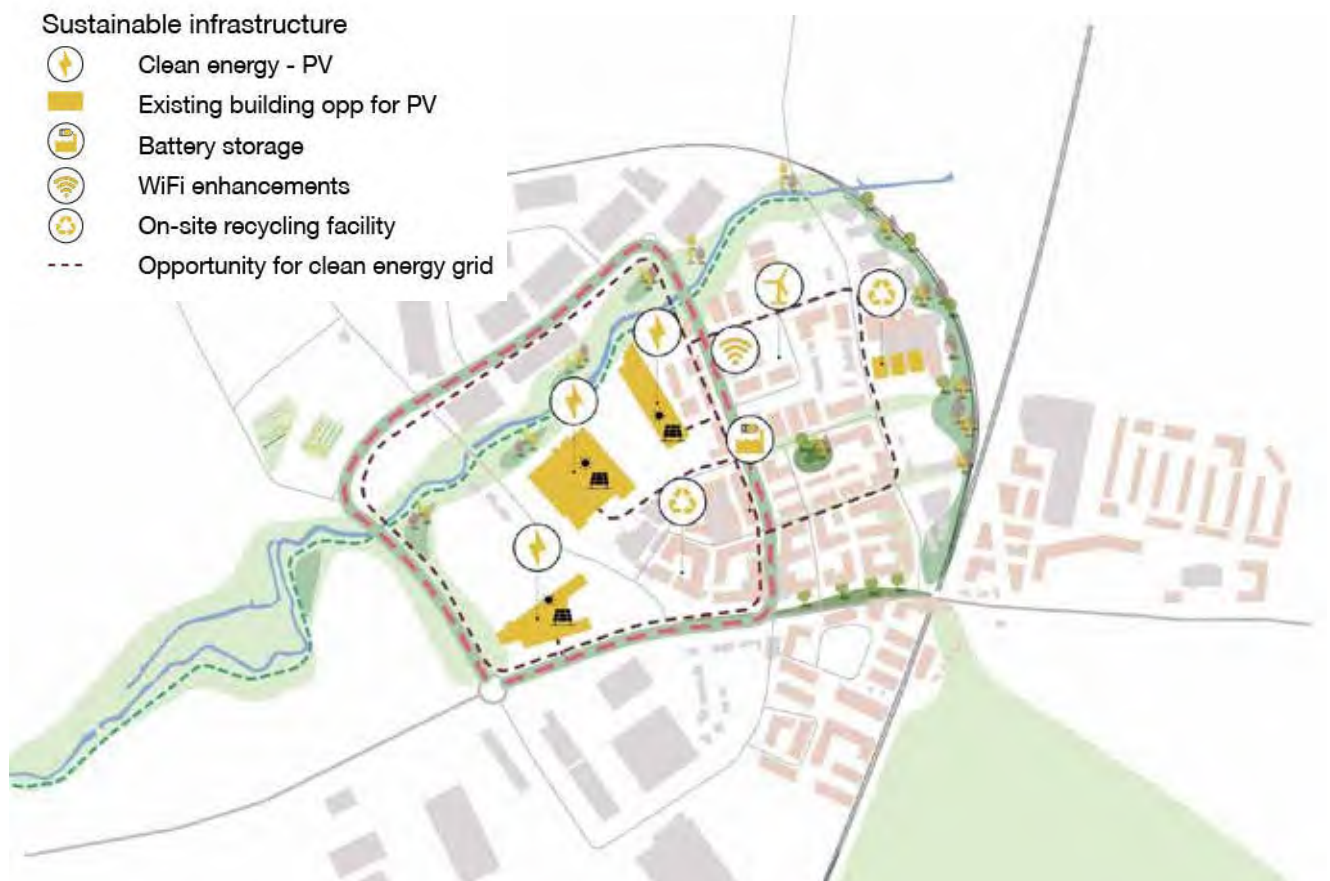
This transformation will gradually result in an increase in employment density and the need for complementary services and facilities for employees and visitors. These could be public or privately-owned facilities and services, such as gyms, healthcare, a school/ education or training/upskilling facilities, a nursery, and food and beverage.

Closer to Yate Station and Badminton Road the transformation could be more intense with offices and business units, home-work units, hospitality and even residential blocks along Badminton Road.



Sustainable infrastructure

The transformation of the estate will be key to meeting the net zero carbon target and 100% renewable energy pledge. A consistent clean energy strategy could be built around opportunities to use large roof areas and vacant lots for solar panels, similar to the existing solar installation west of Nibley Lane. Buildings and industrial processes should be made more energy efficient. Other types of renewable energy could be explored to ensure future transition to electric urban development. Energy efficient lighting of public realm.



Transformation management

The transformation of the estate would need to be progressed as a gradual process over a ten to 15 year period and would need to be flexible to future market conditions and renewed and updated insight. It is also key that due to the complex eco-systems of existing and new businesses, a joint approach between all stakeholders and public administration is taken. A joint vision and detailed masterplan, a business case and infrastructure delivery plan would form part of future steps to be developed.

Ideally the transformation would also be supported by one single estate association and or management entity. The benefit of a common and single voice would have immediate impact on the estate and would support future planning and redevelopment with the following:

- A common vision and masterplan
- Business case, funding and delivery plans
- Short and long term improved and common coordination of security, waste management, energy, water, park maintenance, etc.
- Lobby for common goals and business rates/premiums
- Agreement of ambition levels and strategies for achieving sustainable goals (zero carbon, net energy etc)
- Support with land-swap or movement of businesses



IPKW Arnhem - collaborative transformation



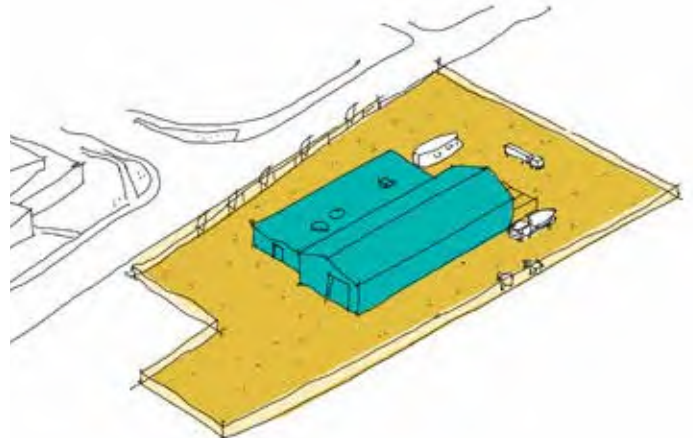
Yardhouse affordable workspace, Stratford
<https://assemblestudio.co.uk/projects/yardhouse>

Typical industrial plot

Some industrial plots at the Industrial Estate have large operational yard space (outside space used by the occupier for their core business activities, including storage, production and processing activities, and circulation space).

Heras fencing commonly used provides security but detracts from street character.

Typical number of jobs for distribution/ storage centres = 65 jobs/ hectare

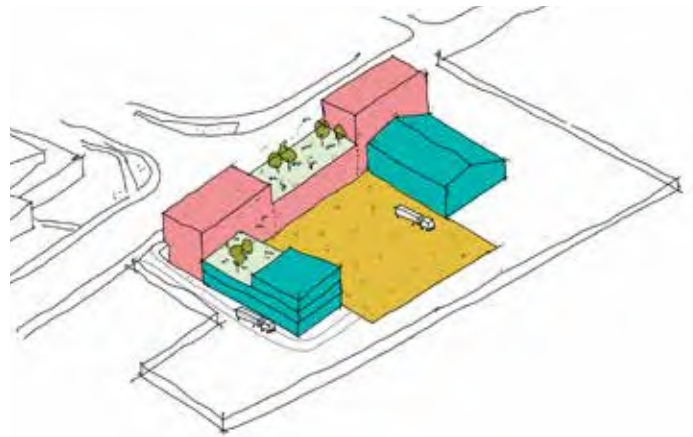


Proposed intensification

Industrial intensification can occur by developing to the edge of the plot to provide street character.

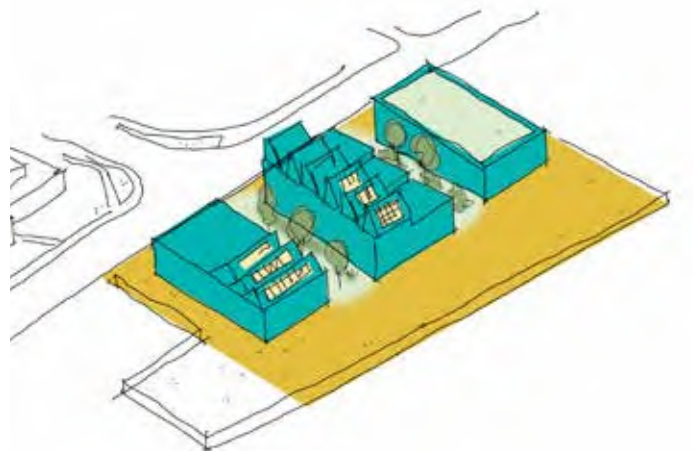
Where possible multiple units can be stacked, and share operational yard space to the rear of the plot. Roof gardens can be incorporated for biodiversity enhancements.

Number of jobs with mix of B1C light industrial, and B2 industrial and manufacturing = 300+ jobs/ hectare



Potential for tech sheds

By looking at successful industrial science parks in the locality (Emerson Green Science Park) and the demand for more of this type of space, we have also looked at integration of tech-shed type units, with integrated sustainable energy systems and environmental enhancements. These type of units could deliver 650+ jobs/ hectare



Note: the above figures have used calculations for density metrics of different types of employment, using the 2015 Employment Density Report (2015), Homes & Communities Agency

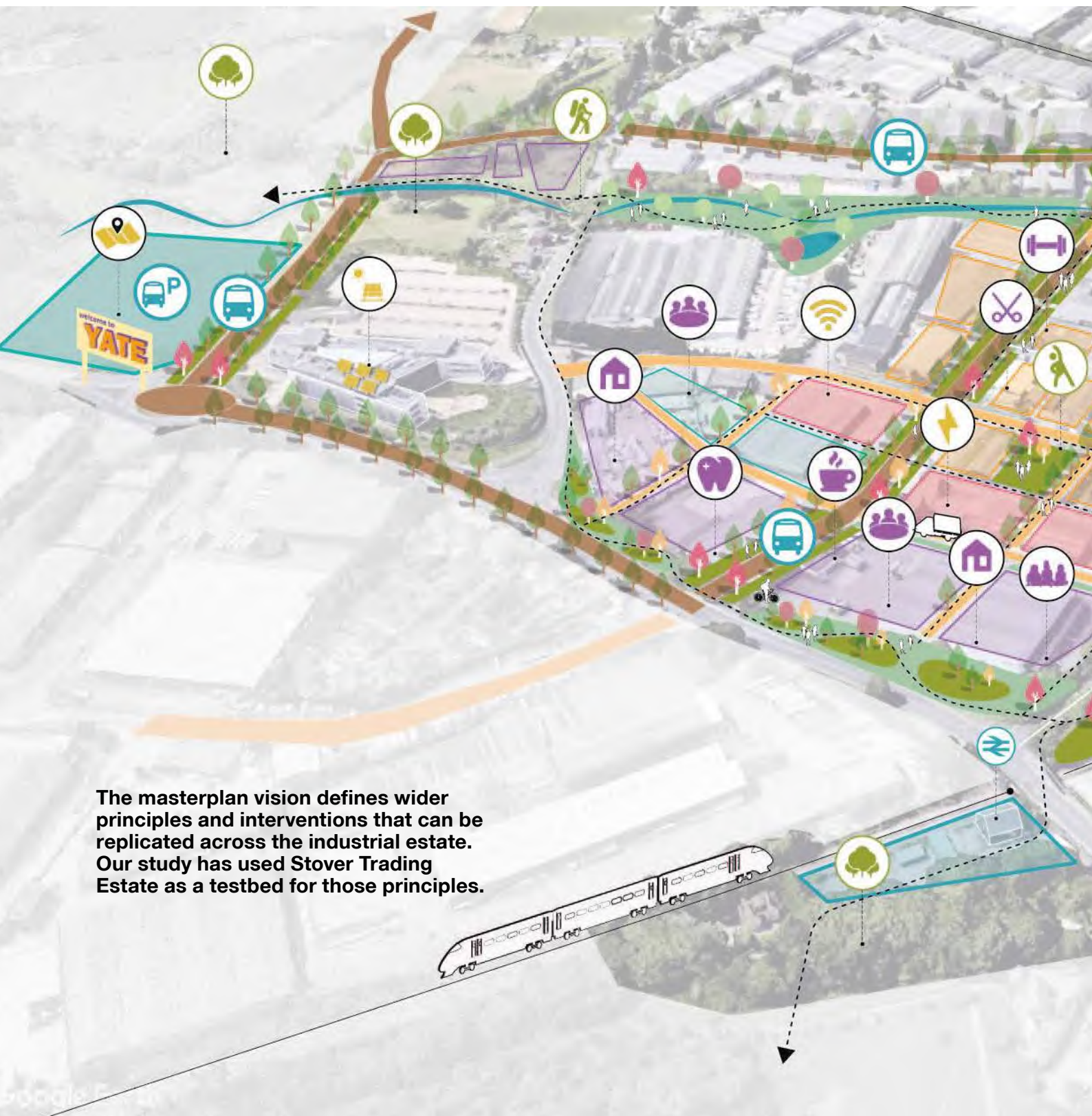


Yate Industrial Estate - existing





Yate Industrial Estate - illustration of principles for wider transformation



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.



Key

Sustainable infrastructure

- Energy
- Recycling and waste
- Wifi connectivity
- Gateway
- Co-working

Community and mixed land uses

- Gym
- Childcare
- Dentist
- Cafe
- Hairdresser
- Housing
- Employment

Green and blue infrastructure

- Biodiversity enhancements
- Open space
- Long distance trail

Mobility

- Bus corridor
- Park and ride
- Station

3.1.4 Station Road

Introduction

Station Road has always been the east-west route through Yate, from rural road connecting with Chipping Sodbury in the east and Iron Acton and Coalpit Heath to the west, to urban thoroughfare. The New Town growth in the 1960's introduced Kennedy Way as a bypass from the junction with Westerleigh Road to Link Road and relieved the eastern section of Station Road. A northern "ring road" conformed by Iron Acton Way and Goose Green Way serves northern growth areas and also partly relieved Station Road from traffic. The western section of Station Road is quite uniform and is an address to a wide diversity of businesses and commerce, as well as different residential blocks and estates. It's challenges arise from serving multiple journey purposes by mutiple transport modes despite its limited capacity. These include being a through route for heavy vehicles and general traffic, a local route for car trips between residential areas and key trip attractors such as the Rail Station and Town Centre, and a key public transport corridor. The result is high traffic volumes and congestion during peak hours which provide a highly unattractive environment for other users such as pedestrians and cyclists. It also offers access to Yate Common, to Sunnyside playing fields, and the complex of Yate community centre, Parish Hall and YMCA building.

The Opportunity

Its prominent position and location, its historic importance and function and its key role as a connector of two important destinations, the Town Centre and Yate Rail Station (and Industrial Estate) offers a unique opportunity and obligation to provide for more local trips between key origins and destinations. A transformation of Station Road to meet multiple goals and become much more sustainable. To represent the historic shift from car centred mobility to active travel and public transport and reinstating it as a public space, a front door to many important businesses and homes of the community. Become a multifunctional high-quality public space.





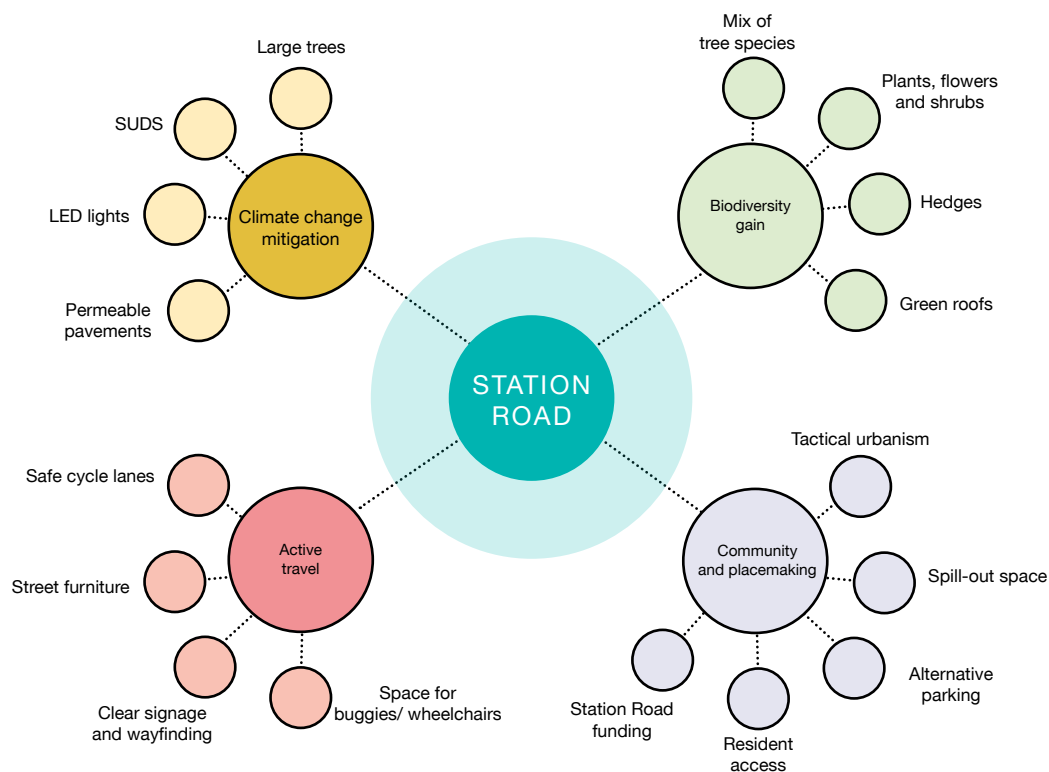
D, YATE

Vision

Our vision for Station Road comprises of four key design principles that will enable this road to become a multifunctional, high quality, vibrant and representative public space, a role model of a road of the 21st century.

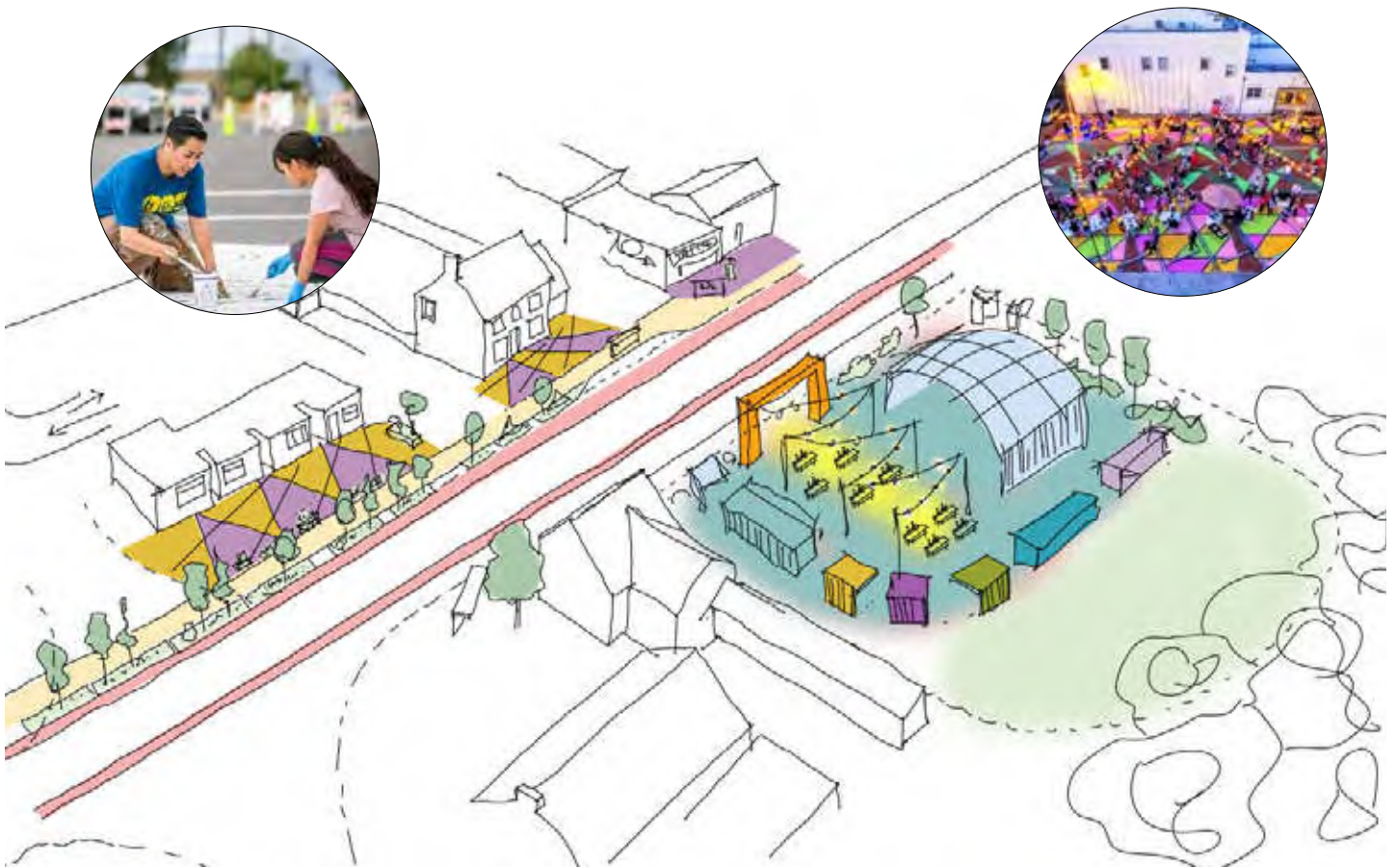
These four design principles are:

- Community and Placemaking
- Sustainable travel
- Climate change mitigation
- Biodiversity net gain



Community and Placemaking

The rich and diverse range of businesses and homes along Station Road already count on a number of community facilities, such as Yate Community Centre, YMCA and Parish Hall and large green spaces including the Common and Sunnyside Playing Fields to the south and Longs Drive park to the north. But these spaces are either inside or away from Station Road itself, while historically community life takes place in the street. The street as a space for spontaneous encounters and a chat with a neighbour, a space for meetings and events, a space where restaurants and bars have terraces for a coffee or lunch, a space for shops to display the bikes they sell, etc.



The residents and community around Station Road should have the opportunity to gain back some of that space for community life and activities. We propose the following five measures to achieve that:

1. Tactical urbanism

Temporary interventions in public space or on vacant plots, during which residents and businesses would create space for events by painting the street or pavement, by enhancing vacant lots with colourful tensile structures and reused or repurposed material for seating and tables. This would be an affordable and community driven way to reactivate the street space for residents and visitors alike.

2. Spill out spaces for business

Movement of people bring activity and business to a street. If businesses are clearly visible and have spill out spaces to welcome their clients, to showcase their products or to organise special events that would create an attractive and diverse street scene and would increase business for the owners.

3. Alternative parking space

Parked cars occupy a large space when not in use and often create a barrier for pedestrians and cycles and don't allow passer-by's to see shop windows or business announcements.

Businesses do thrive on public arriving by multiple means of transport, however parking spaces could be allocated in alternative areas, at walking distance but not directly in front.

4. Resident access

Residents create a lively and vibrant Station Road, as they create movement beyond business hours when shops and businesses are closed. Access to homes is fundamental and a good balance between accessibility by all types of transport modes, access to private gardens and yards and high-quality public space that is not invaded by cars needs to be found, many neighbourhoods across the UK and Europe are moving towards car sharing schemes and more active travel modes.

5. Station Road fund

Station Road is a through road for people from Yate and surrounding areas. Residents and businesses are proud of their home and business, and that should be reflected in the quality and expression of the buildings, gardens and fences. Many cities are experimenting with special funds to allow for façade and garden improvements to jointly achieve a high-quality public realm.



Sustainable travel

Roads are used by a diverse range of people by different modes of transport. Gradual introduction and increase of car and truck traffic has taken more space and become dominant in Station Road, while other users of all ages have a limited amount of space.

The residents and community around Station Road should have the opportunity to gain back some of that space for sustainable travel. We propose the following six principles to sustain that:

1. Space for buggies

A footway should be wide enough for people with young children to have a walk or walk to a bus stop or shop. This doesn't need to be a dedicated space but should be wide and safe enough for parent and children so more people will feel safe and comfortable enough to walk their young children to kindergarten or school.

2. Safe for wheelchairs

People in wheelchairs don't need a dedicated space but do need accessible space, without obstacles, with signage and wayfinding at eye level and safe crossings.

3. Clear signage and wayfinding

The sense of safety and security of pedestrian road users increases when there is clear routing and indication of different destinations along the route. Attractive and clear routes will make for a more pleasant walk and will entice more people to choose that active and healthy way of movement.

4. Coherent system of street furniture

Street furniture support the overall sense of quality of the public realm and road space. Waste collection bins avoid littering, benches allow for elderly or less mobile people to rest during a walk, bus shelters offer protection against climate and bollards can protect from invasion of pedestrian space by cars or trucks.

5. Bus shelters as places

A bus stop can be much more than a place to alight a bus. A well-designed bus stop provides shelter against climate and provides an attractive place to wait for a bus. It can stimulate human encounters and a conversation during the wait. As a place it can have a vegetal roof that helps green the street and increases biodiversity. Attractive bus shelters will be used more frequently and will make for a more attractive wait, which could increase the use of public transport. They could also be integrated with bicycle parking.

6. Safe cycle lanes

An increasing number of people have (re-) discovered the bike as an attractive mode of transport, because its healthy, its cheaper than a car and can be faster. However, a bicycle is more vulnerable than a car, and speeds are different. It is important to have a dedicated, safe, well-lit and clearly marked space for bicycles, both as a lane and on crossings with other vehicles and pedestrians.

Climate change mitigation

Streets represent a quarter of the total area of a town and as hard surfaces usually create rainwater run-off to gutters and sewage systems, while parks and gardens infiltrate the rain. The hard and black road surface absorbs the heat of the sun in summer and radiates the heat back, causing a heat island effect, opposite to parks and gardens where plants and trees absorb the heat and lower the overall temperature. There are opportunities however for streets to help mitigate climate change, and we propose the following principles that could be integrated in Station Road:

1. Large trees for shading and CO2 sink

Station Road currently doesn't have any trees. The only tree lines along Station Road are on private property. Trees along Station Road would increase the attractiveness of the space and make seasons visible thanks to their leaves and flowers. Trees are also fantastic carbon sinks as they absorb CO₂ as they grow, helping Yate to offset carbon and towards a zero carbon society.

2. Sustainable urban drainage systems (SUDs) for surface water drainage

Rather than concentrating rainwater run off in gullies and sewage pipes towards

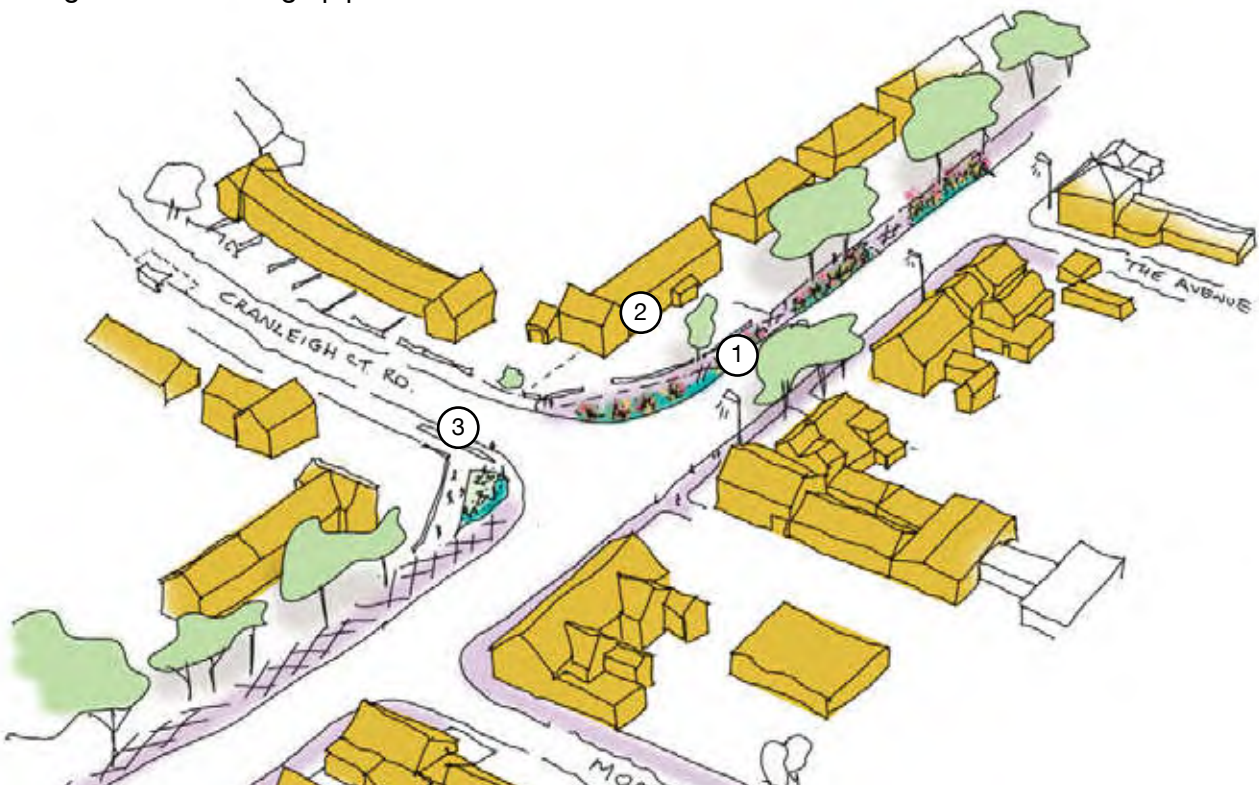
sewage treatment plants or rivers, there is an opportunity to catch rainwater in Sustainable Urban Drainage Systems which infiltrate water gradually into the ground, where plants and trees use the water for growth. These SUD.s can be implemented as linear green strips with plants and trees, that also enhance the quality of public space and can be used to separate car traffic from sidewalks.

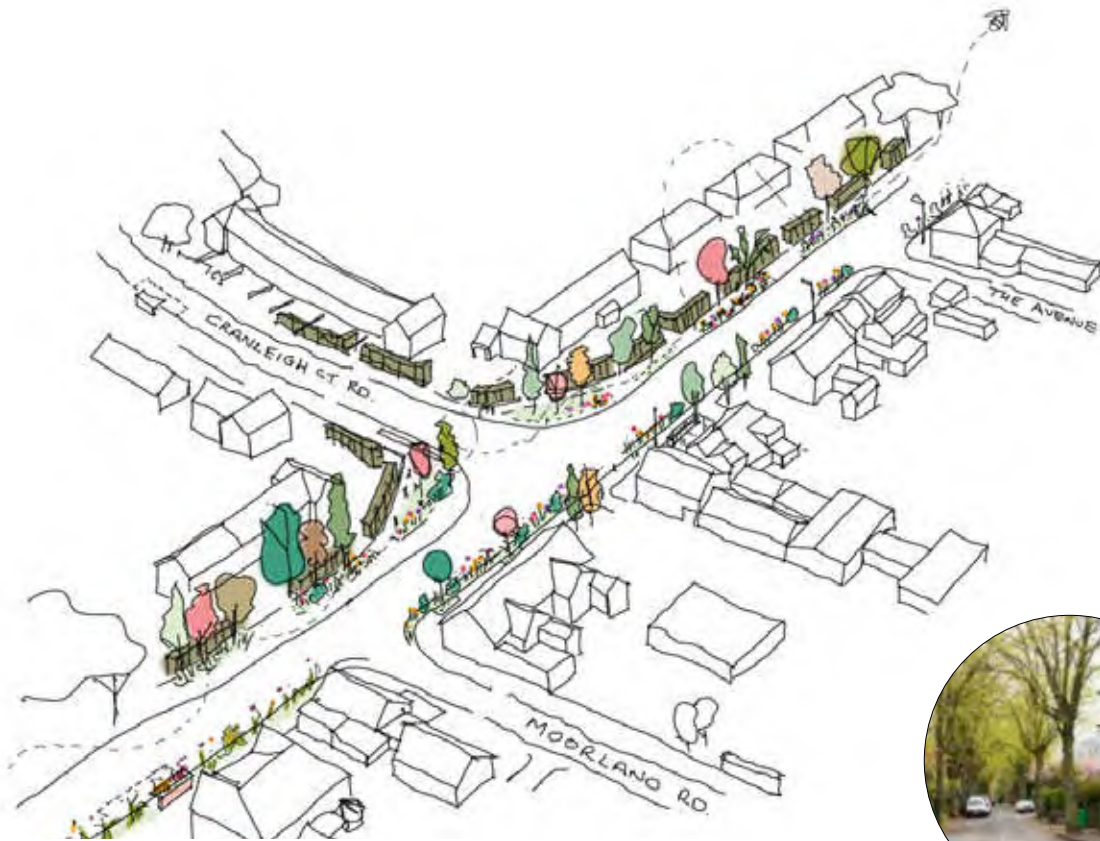
3. Solar powered LED lighting as an energy saver

Roads and public space can also contribute to meeting zero carbon and energy targets. Lighting can be much more efficient and less energy consuming with led lighting and the necessary electricity should be generated by renewable energy, such as solar panels. Also biodiversity benefits to certain types of lighting.

4. Permeable pavements allow better drainage

Introducing SUDs and green areas will help drainage, but there is also an option to use permeable pavement, for example in parking areas. That has a double advantage as this type of pavement allows grass to grow and allows rainwater to infiltrate in the soil.





Biodiversity gain

Although a road is usually seen as a hard surface to support traffic, a road in a town or rural setting doesn't need to be all hardspace and the berms offer an opportunity to contribute to biodiversity net gain. Station Road could fulfil that function by implementing the following four measures:

1. Diverse mix of tree species

Trees can be iconic and representative to particular streets and could help Station Road to acquire a special character and identity.

2. Plants, flowers and shrubs berm

A broad mix of well selected plants and flowers could include pollinator species in support of bees and help maintain levels of natural insects.

3. Hedges on plot boundaries

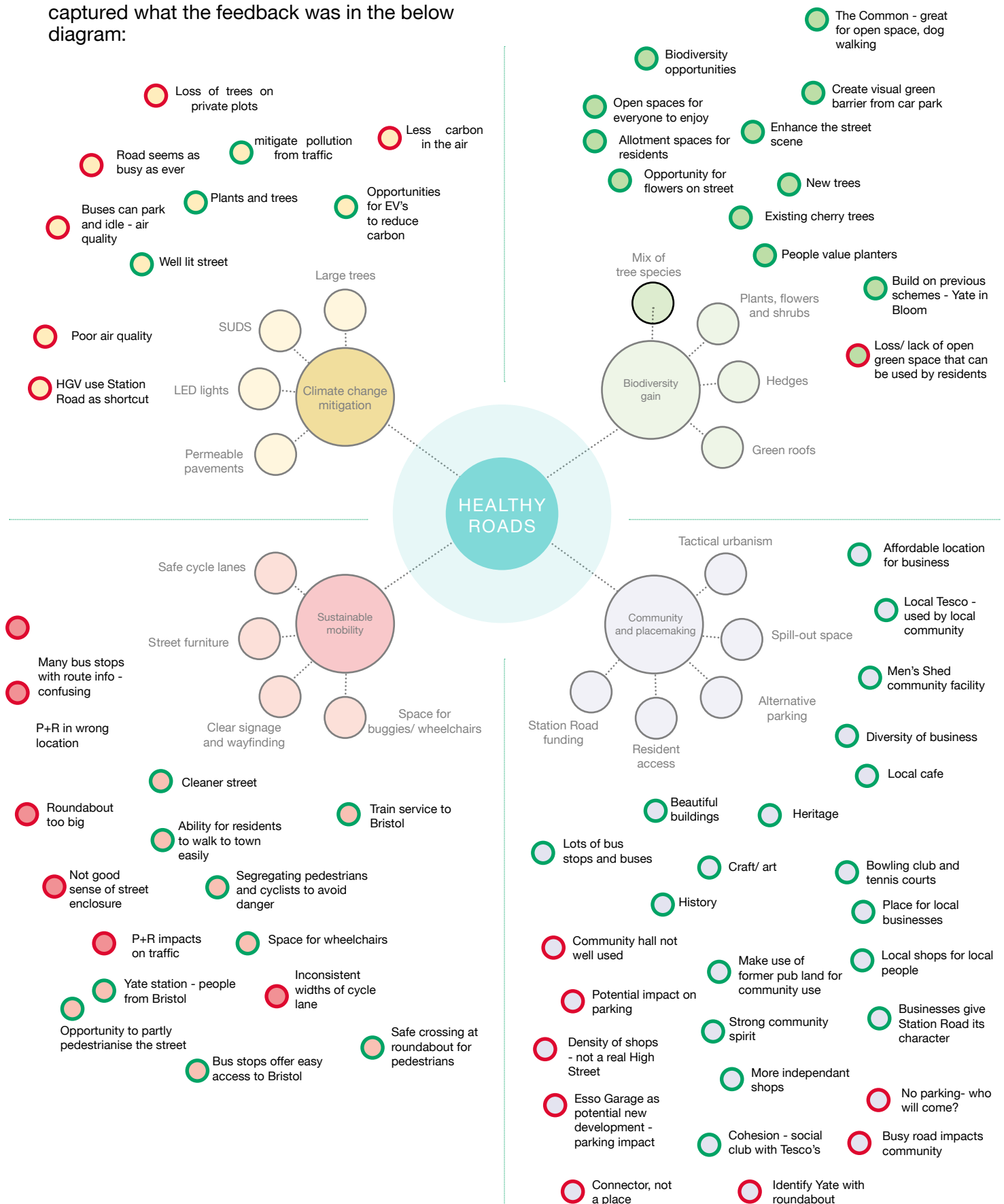
Private gardens along Station Road could also help enrich the quality of the public realm. Particularly hedge rows on plot boundaries can support a greener and friendlier aspect.

4. Green roof bus stops

Station Road has a total of six bus stops at regular distance. Several bus companies are providing modern and digital bus shelters that offer a comfortable waiting space for people and at the same time have green roofs that help enhance flora and fauna.

Feedback from Station Road residents and businesses

The emerging vision for Station Road was tested with local residents and businesses in two digital workshop sessions with the design team and South Gloucestershire Council. We have captured what the feedback was in the below diagram:



3.2 Movement vision

Enabling people to access Yate is key to maintaining the long-term vitality of the town. The focus of the Movement Vision is therefore to improve access to key destinations while prioritising sustainable transport modes. This will lead to a shift away from car trips and in favour of alternative modes.

It is recognised that in order to achieve our vision for mode shift, a range of measures to improve opportunities for walking, cycling and public transport, as well as business support, must be in place. These are discussed over the following pages.

In order to make these options safer and more attractive, whilst also enabling the Masterplan Vision to be realised, opportunities to reduce non-essential car trips have been considered.

We often regard the roads as at capacity but this is only if you consider vehicle space. If we think about people space, you realise there is plenty of available capacity as the diagram above shows.

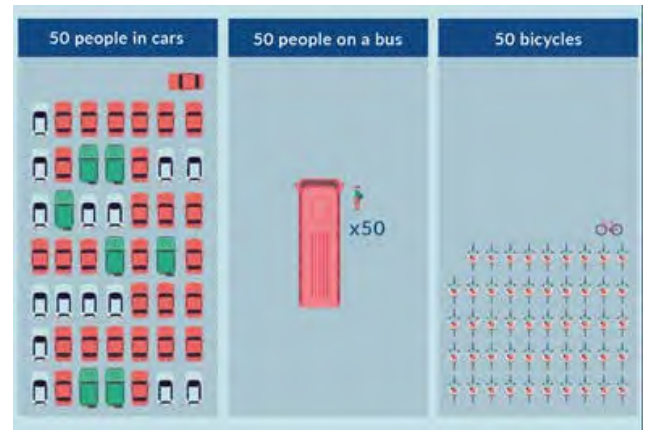
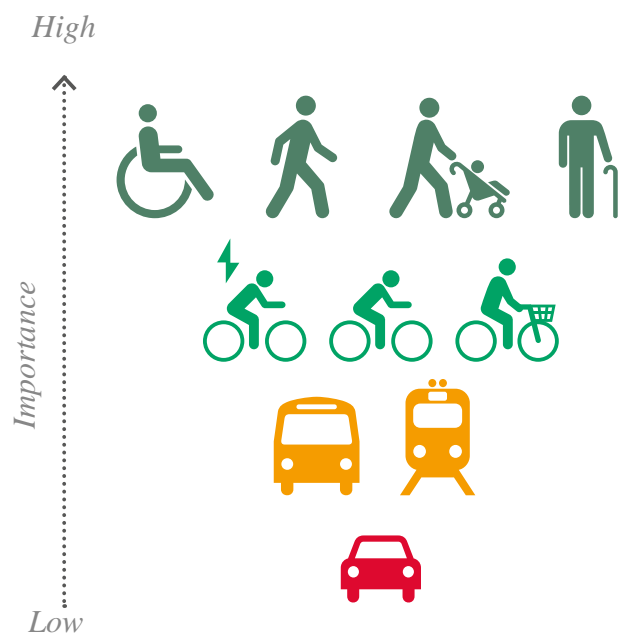
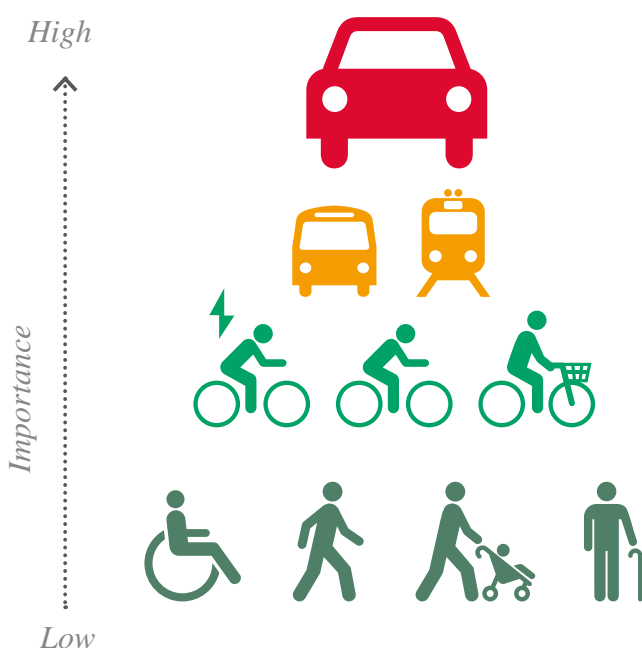


Image: Use of road space



Case study: Altrincham

Altrincham is a market town located 12km south west of Manchester. As part of its Public Realm and Movement Strategy, a series of public realm improvements were implemented to create places for people to dwell, provide active frontages and enhance pedestrian and cycle connections.



Altrincham - Current situation - Google Streetview



Altrincham - After
- Google Streetview

3.2.1 Sustainable transport corridors

As part of the Movement Vision, there is a long-term ambition to reduce through traffic on key routes in Yate. This would enable the reallocation of road space and would open up opportunities to:

- Provide safe and segregated pedestrian and cycle facilities to enhance connections and increase footfall to local businesses;
- Provide bus priority to / from the Town Centre and other key destinations enabling buses to compete with journey times by car;
- Open up space for biodiversity and street trees, climate change mitigation, community activities and placemaking;
- Reduce motor vehicle, including heavy goods vehicles, traffic to reduce air and noise pollution and improve road safety.

Such opportunities could also be realised to reduce rat-running on residential streets through the implementation of low-traffic neighbourhoods.

These ambitions will enable local car drivers to make the journeys that they need to, whilst discouraging journeys that pass-through and don't stop. While journey times may be extended for some trips, over time there is anticipated to be a reduction in traffic across the network which will improve conditions for those who continue to rely on car travel.

This reduction will be realised as attractive alternatives encourage and enable more residents who can to work remotely, walk, cycle, and use public transport.

This is a long-term ambition; consideration will need to be given to:

- -Ensuring residents in all parts of Yate have appropriate route options. This will be considered as part of ongoing work to assess the need for a bypass scheme for Coalpit Heath and Westerleigh and options to provide a connection to the proposed Junction 18A;
- Ensuring any road improvements needed in Yate are designed to meet the needs of all, including pedestrians and cyclists; and,
- That businesses and residents on key routes are supported as proposals are developed.

Case study: Waltham Forest

In Waltham Forest, following pedestrian and cycle improvements as part of its 'Mini-Holland' project, traffic levels reduced by 56% and were not displaced on surrounding streets. The scheme attracted more businesses to the area due to the increased presence of people on street travelling by foot or bike

Case study: Exeter

Between 2000 and 2010, motor vehicle traffic was removed from several streets in the city centre to prioritise walking, cycling and bus movements. At the same time there was increased investment in the public realm of existing shopping areas alongside the redevelopment of the shopping centre. Between 2002 and 2010, there was an increase in footfall of 30% across these shopping areas. At the same time, retail rents increased from £220 per square foot to £225 compared with declining rents in other towns in the region.

Case study: Kelso

Kelso is a market town in the Scottish Borders with a population of 5,600. Despite its distinctive historic townscape and character, it had been significantly affected by decreased footfall, declining inward investment and traffic management issues.

3.2.2 Walking and cycling

We want to capitalise on Yate's compact size and existing network of walking and cycling routes to transform opportunities for residents to walk and cycle for short trips.

Any journey to the Town Centre from the edge of Yate is less than 3km in length; a cycle journey time of less than 15 minutes or a 30-minute walk. Given the relatively flat topography of Yate and its network of walking and cycling routes, Yate has the potential to transform opportunities for residents to walk and cycle for short trips.

Indeed, when this vision is realised, walking and cycling will be the obvious, most convenient, and fastest options for journeys within Yate.

Case study: Yate Cycle Spur

Funding has been secured by South Gloucestershire Council to develop an Outline Business Case for a scheme which will complete the link between Yate and the Bristol to Bath Railway Path. This link would provide a high-quality traffic-free connection to this regionally significant route between Bristol and Bath.

To transform Yate into an active travel town, the Masterplan has an ambition to:

- Provide 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 will connect strategically important places via high-quality cycle paths which will be fully segregated from vehicle traffic;
- Secondary routes will provide connections between primary routes and locally important places. These routes will be located on both greenways and quiet routes on residential streets;
- Agree with stakeholders to provide regular cycle parking facilities at key locations where higher number of people are expected (amenities, facilities, schools, businesses);
- Improve the quality and condition of footways within the focus areas and provide enhanced lighting and wayfinding between residential areas and key destinations;
- Improve crossing opportunities in line with desire lines. Where possible, crossings should be at-grade and provide segregation between pedestrians and cyclists;
- Provide high-quality sheltered cycle parking and charging facilities at key destinations including Yate Town Centre, Yate Bus Station, Yate Rail Station and the Industrial Area.



Image: Active travel within Yate - the vision

Walking and cycling

Routes

-  High quality segregated cycle paths
-  Secondary cycle routes
-  Cycle facilities
-  Sheltered cycle parking / charging facilities
-  Pedestrian priority areas
-  Safe crossing points
-  Future Cycle Route

3.2.3 Public Transport

The Movement Vision sets an ambition to transform the role of modern and reliable bus and train services in moving people to, from and within Yate. The Masterplan has an important role in creating and enhancing connections to public transport corridors, enabling convenient interchange, and enhancing the door to door experience for Yate residents.

It aims to:

- Capitalise on enhanced rail frequencies and proposals for improved bus services to ensure public transport is a convenient option for both short trips within Yate and longer distance trips to key employment and leisure destinations such as Bristol and the North Fringe and for external visitors to regional destinations in Yate such as the leisure and health facilities and the Shopping Centre;
- Improve the bus journey times and reliability by providing opportunities for bus priority to enable trips by bus to compete with equivalent trips by car; to achieve this we will need to reallocate road space on some key routes;
- Enhance opportunities for interchange between transport modes to make it easy to switch from bike to bus, or bus to train;
- Improve connections to key public transport hubs such as the Bus Station, Rail Station and Park & Ride.

To achieve this, the Masterplan has an ambition to:

- Redevelop Yate Rail Station to provide a high-quality interchange and destination in its own right. The Station will act as a mobility hub, hosting high-quality bus interchange via Station Road, cycle parking facilities, EV charging and simple wayfinding for pedestrians;
- Relocate and / or redevelop Yate Bus Station to provide operational capacity for the future bus network while enhancing placemaking around the Bus Station, connectivity and accessibility to the Town Centre and interchange opportunities with other modes;
- Provide bus priority on Station Road seeking opportunities to reallocate road space. In doing so, this route could become a high-quality bus and active travel corridor providing enhanced access and competitive journey times between key destinations such as the Town Centre, Yate Rail Station, the Western Gateway and onwards into Bristol and the North Fringe. This is in line with the mass transit project being led by WECA in collaboration with its constituent councils.
- Enhance the permeability of the Industrial Area to provide opportunities for bus services in an area currently poorly served by public transport. Improve the quality of bus stops and interchange points within the focus areas;

To realise the potential of these proposals, close collaboration with the WECA and bus operators will be required to enhance bus provision to, from and within Yate as well as seek opportunities to implement affordable and integrated ticketing.



Image: The proposed public transport system

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

Case study: Investing in public transport in Yate

South Gloucestershire Council, in collaboration with WECA and other key stakeholders, is already investing in public transport improvements in Yate which align with the aspirations of the Masterplan Movement Vision and deliver against long-held local ambitions.

The MetroWest project will deliver increased rail frequencies in Yate, with the number of services increasing from one to two trains per hour. This will significantly enhance the convenience of rail travel in Yate. WECA has also allocated funding to upgrade shelters at Yate Rail Station to ensure compliance with disability regulations as part of a bid to Access for All.

Linking into rail frequency enhancements is the delivery of Yate Park & Ride, an exemplary multi-modal transport interchange for Yate. This will provide opportunities for residents to easily interchange between car, bus, rail, cycle and walk trips, improving the transport choices for users.

3.2.4 Emerging mobility offers

SGC has made a cross-party declaration of a Climate Emergency and set an ambitious target to achieve net zero carbon by 2030. This ambition is mirrored by other key partners, including Yate Town Council.

The Movement Vision recognises that the transition to a low carbon transport network will be a critical step towards meeting local, regional, and national climate change targets. But more than this, there is an opportunity to capitalise on emerging mobility offers to transform the way we move.

The Masterplan has an ambition to:

- Encourage and enable mode shift away from private car towards more sustainable modes such as walking, cycling, bus and train;
- Provide and prioritise affordable electric charging infrastructure at key destinations such as the Town Centre, Yate Station, and the Industrial Area. 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;
- Consider the spatial requirements of emerging micro-mobility solutions such as last-mile delivery e-cargo bikes and e-scooters for instance by ensuring cycle paths sufficiently cater for non-conventional cycles.



04

What are our
conclusions, and
what happens
next?

4.1 Conclusions and next steps

This Yate Improvement Masterplan report presents an ambitious vision and high aspirations for the urban lifestyle agenda in four focus areas. This is the result of an intensive process of joint project definition and creation during which the emerging vision and options have taken shape.

Our team recognises the invaluable input and support of the SGC leadership and masterplan team, the Masterplan Steering Group, including YTC members, a large team of expert SGC council officers and highly engaged residents to be key to this stage of work.

Once this report has been approved by SGC and the Steering Group, the emerging vision and option development for the four focus areas will be shared with the wider public during a public consultation in the Summer of 2021. This will be another opportunity for us to receive feedback on the vision and options.

The Movement Vision for Yate Masterplan 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 civic space and enabling more active and public transport use.

We will capitalise on its compact size to transform Yate into a 15-minute town whereby the majority of daily needs for work, leisure, education, services and amenities are within close reach of home, while providing more convenient connections between Yate and regional destinations.

To achieve this vision, it will be critical to deliver a transport network which supports a change from individuals driving cars to transport modes that better utilise available road space. This includes the delivery of:

- A high-quality, safe and attractive walking and cycling network; and
- Convenient public transport interchanges which provide links to a high frequency public transport network which reaches all corners of Yate. This will involve the local authorities working closely with bus operators to enhance bus provision to and within Yate.

Developing a strong alternative transport offering to encourage people to travel differently will then enable the introduction of options to reduce through traffic and reallocate road space to further prioritise alternative modes and create people-oriented places.

The next steps will explore funding and delivery models and mechanisms. This will include traditional public and private-sector funding streams alongside identifying a range of potential local partners who may act as town 'champions' in delivering small-scale, local and community-driven change.



