



A Vision for Patchway Town Centre

Revision A May 2014

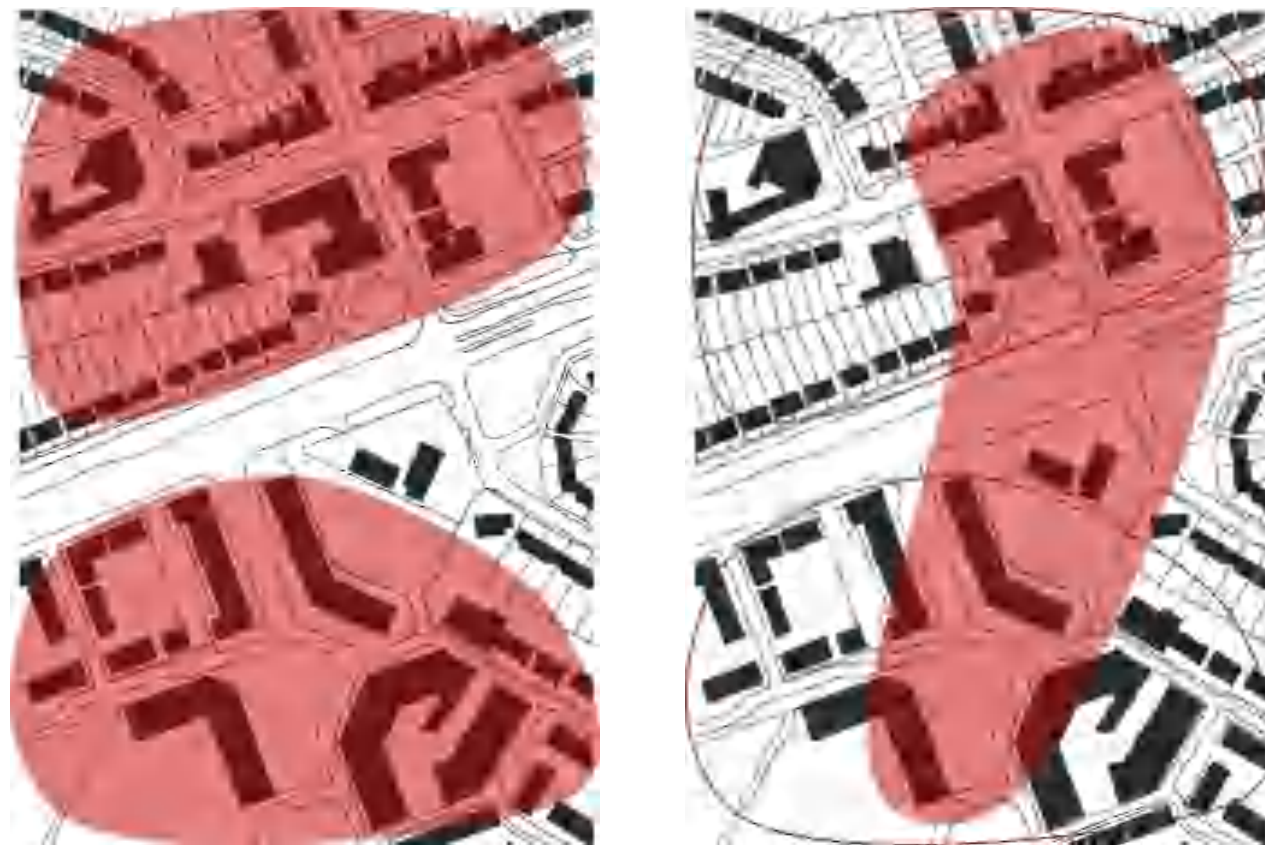
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This document sets out a vision for the remodelling of the existing local centre at Patchway and the proposed local centre for Charlton Hayes to provide a new unified and vibrant town centre to serve both communities.

Under Policy CS14, Patchway is classified as a 'District Centre' in recognition of its local role. It was agreed among the stakeholders that this term is somewhat ambiguous, so the name of the centre will be the subject of further discussion and consultation. The term 'town centre' will be used in this document in view of its use throughout the process to date.

Patchway is one of the six priority neighbourhoods in South Gloucestershire with a parade of shops along Rodway Road that has been in decline for many years and a public realm that is generally of low quality.

The seeds of regeneration were sown over 10 years ago when Patchway Town Council (PTC) and South Gloucestershire Council (SGC) drew up initial plans for a new town centre. The vision stalled after government funding was provided for the development of the Patchway Hub and subsequently the scope of the town centre brief was reduced to focus on improvements to the shops along Rodway Road.



The aim is for the new town centre to unify the established and new communities.

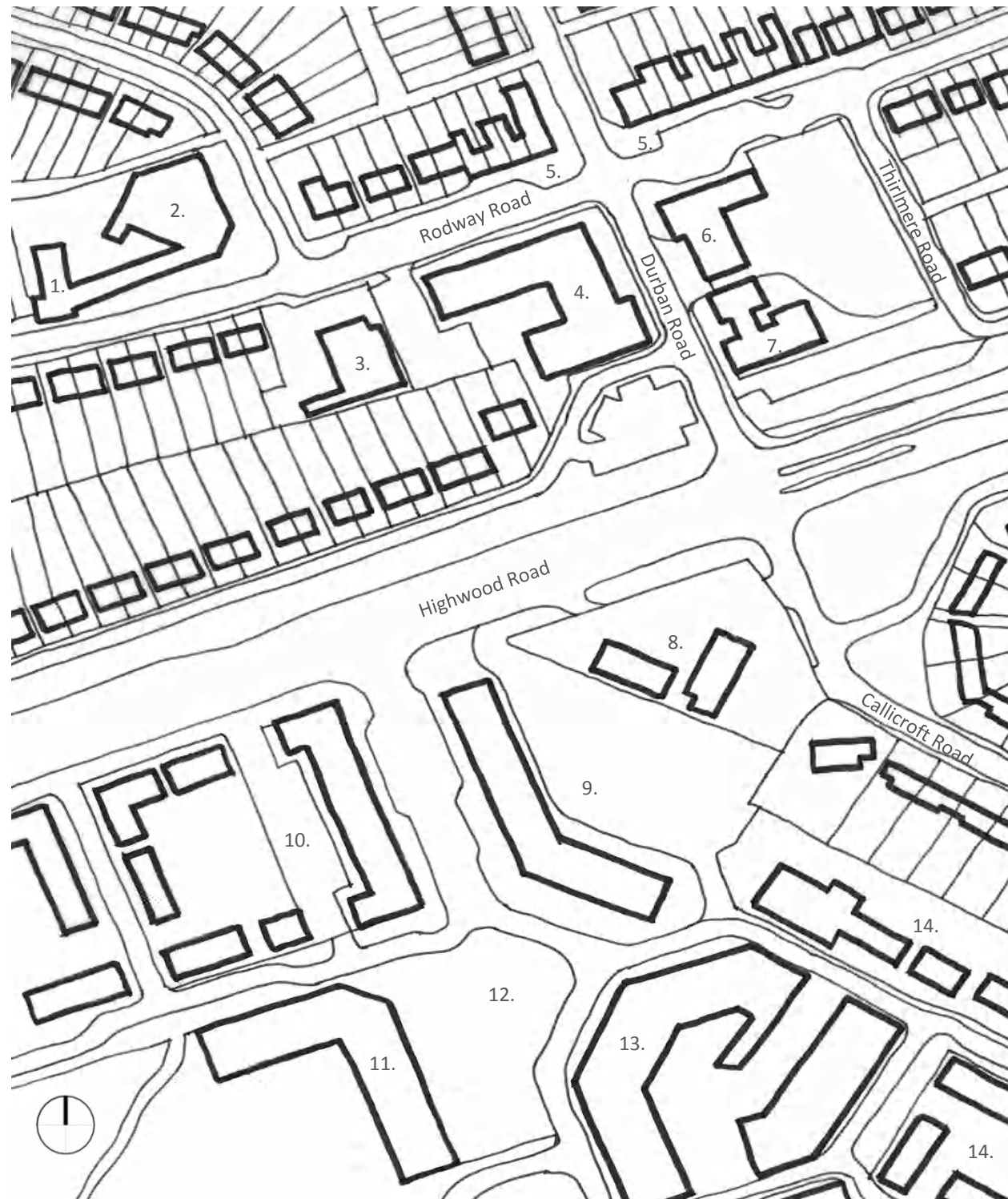
PTC, with assistance from Southern Brooks Community Partnership, set up the Patchway Town Centre Working Group in 2011 and over the last 12 months the desire for a new town centre has regained momentum as engagement with key stakeholders has expanded, notably with SGC Planning, SGC Highways, the NHS, Avon Fire & Rescue and Bovis Homes.

The main drivers for change are:

- The longstanding aspiration to improve the local economy, public realm and perception of Patchway.
- The fire station and health clinic have been identified as potential development sites. This follows the planned fire station closure (to be amalgamated with Southmead) and the proposed GP surgery in Charlton Square which is expected to absorb the services provided by the current clinic.
- The proposal to relocate the Town Council office and Community Centre to the fire station and/ or clinic site and release of the current site for housing was supported by PTC.
- Support in principle from SGC Highways to reduce the width of Highwood Road for development, subject to retaining bus lanes and maintaining the required traffic flows.
- Support in principle from Bovis Homes for an option that integrates the garage site, subject to viable progress within 18 months. Otherwise, will proceed with current plan for Local Centre 2 (LC2).

This vision has been prepared for Patchway Town Council by Town Centred and Oxford Architects as a basis for consultation with local interests. Following feedback and possible amendment it is intended to submit this to South Gloucestershire Council for endorsement and then to use it as a basis for future planning policy and development proposals.





The Need

The Patchway Town Centre area is defined by established and emerging communities that are physically divided by Highwood Road. The new Town Centre presents an opportunity to integrate these two areas physically.

Provision of convenience shops in the Patchway area is very poor. The appearance of the shops on Rodway Road (photos overleaf) has not changed significantly since their establishment in the 1930s and the presence of two betting shops along the current parade is telling of a high street in decline.

This situation in which convenience items are sparse – particularly good quality food offer – is part of the reason why Patchway residents score poorly on a number of key indicators borne out of an environment that relies heavily on cars (as opposed to walking or cycling) to access basic necessities:

- Obesity: Patchway ward has the highest level of very heavy children (24% of year 6) = nearly double that of South Gloucestershire.
- Fruit & Vegetable Consumption: only one fifth of residents are estimated to be eating the recommended 5 portions of fruit and vegetables a day.

(Source: Priority Neighbourhood Report)

- | | |
|-----------------------------------|--|
| 1. Patchway Town Council | 9. Proposed mixed use block and car park |
| 2. Patchway Community Centre | 10. New residential development (Callicroft Place) |
| 3. Royal British Legion | 11. Proposed primary school |
| 4. Patchway Hub and Library | 12. Proposed Charlton Square |
| 5. Rodway Road shops | 13. Proposed extra care home |
| 6. Fire station | 14. Proposed residential |
| 7. Health clinic | |
| 8. Garage/ car wash/ used car lot | |

SWOT Analysis

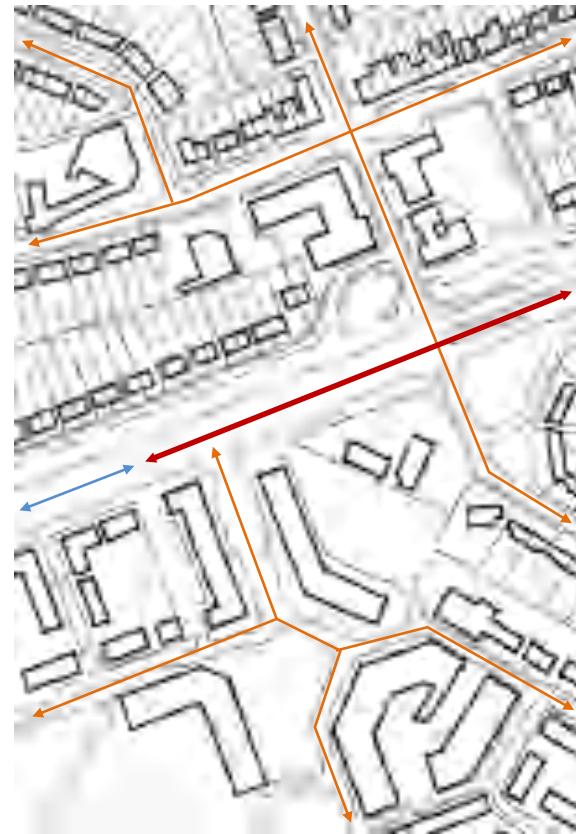
STRENGTHS	WEAKNESSES	OPPORTUNITIES	THREATS
<ul style="list-style-type: none"> Strong sense of community. Broad range of community activities provided across all age groups at the community centre. Range of health, children's, young people's and family services provided at the Patchway Hub and Library (developed in 2011). Strategic location – close to A38, M4 and major employment areas (Aztec West, Rolls Royce, Airbus) and retail centre (Cribbs Causeway, the Mall). Secured funding from New Homes Bonus and developer contributions. Collaborative engagement among stakeholders to date. 	<ul style="list-style-type: none"> General perception (e.g. new Charlton Hayes development is marketed as Filton rather than Patchway). Priority Neighbourhood – below national and South Gloucestershire averages in employment/income, educational attainment and training, crime and health. Public realm generally of low quality along Rodway Road – notable absence of tree planting and green space. Provision of shops for convenience goods is very poor (as indicated by the image (below right) of a Google search for supermarkets). Limited local employment. The width of Highwood Road dominates the urban realm. Inadequate parking. 	<ul style="list-style-type: none"> Charlton Hayes neighbourhood (Callicroft Place) is an emerging community and consumer market. Cohesive, holistic approach with Charlton Square and Local Centre 2 (LC2) proposals. The part-closure of Highwood Road is a step towards reducing car dominance, promoting 'walkable neighbourhood' and facilitating cohesion of established and new communities. Potential development sites – fire station, health clinic, garage, Town Council, community centre, Highwood Road (reduce carriageway width). Improvements to Rodway Road. Key transport node – Highwood Road is part of the proposed North Fringe to Hengrove route (one of three rapid transit routes within the Bus Rapid Transit (BRT) network). 	<ul style="list-style-type: none"> Segregation of new and established communities. Danger of being 'left behind' in light of the emerging and proposed neighbourhoods. Local resistance to changes necessary for viability (re: density, scale, massing, appearance, etc). Tension between local aspirations vs. agendas of various landowners. Duplicating existing retail offer in proposed centre resulting in further decline of Rodway Road shops. Resourcing and supporting PTC (development 'champion').





Urban Grain

There is an established density along Rodway Road in the row of shops and larger footprint buildings, although there are some gaps in the building frontage that weaken the street. Whilst the density of the older housing stock is lower than the recently built houses in Callicroft Place, this is due to larger rear gardens; the continuity of building frontage is similar to the new development. Both areas exude a character that is somewhere between 'urban' and 'suburban'.



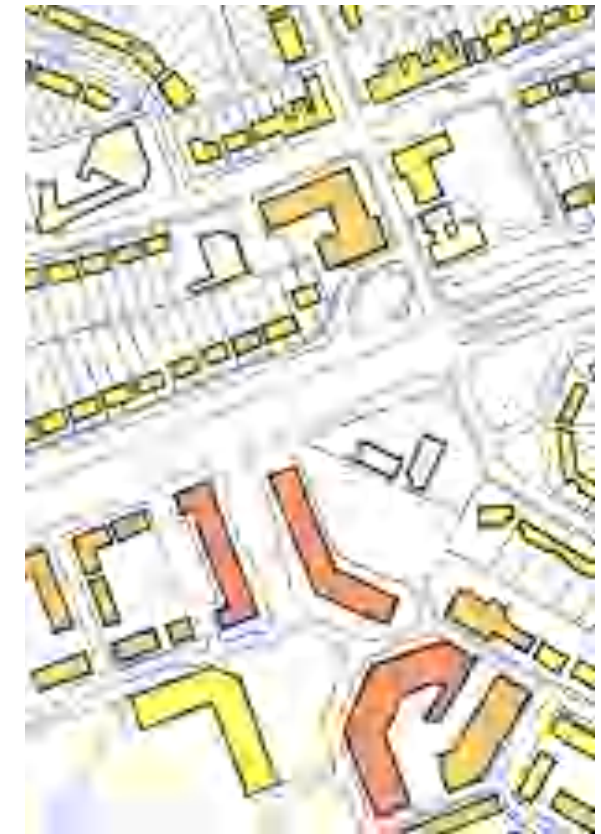
Movement Framework

Durban Road and the Access Boulevard into Charlton Hayes are important local distributors that connect Highwood Road with the residential streets within the old and new areas. The part closure of Highwood Road has radically reduced traffic flows which supports the cohesion of these two areas. However, the closure of Highwood Road has resulted in a rat-running problem which is currently the subject of strategy being developed by SGC Highways.



Uses

Rodway Road, once home to a vibrant parade of shops, has been in decline for some time. There is a concentration of community services in and around the Patchway Hub although the Community Centre and Town Council are somewhat estranged. Charlton Square is the focus of a proposed mixed-use development with retail at ground level and residential flats above. The existing garage is somewhat of an anomaly in the current context in terms of its use and building form.



Scale

The old housing stock is predominantly two storey and the new houses vary between two and three storeys. With the exception of the Hub and the fire station, all the community buildings are single storeyed which, in this locality, is not efficient use of land. By contrast, the proposed building heights in Charlton Hayes start from two storeys and rise up to four storeys around the proposed Charlton Square.

Retrofitting

03

Whilst the 1950s and 1960s development generally met desperate housing shortages, the urgency to deliver quantity was sometimes not matched by quality in terms of retail and community centre provision.

This is the case in Patchway with Rodway Road shops no longer being fit for purpose given the competing attractions of internet shopping and better centres within a short drive, in particular Cribbs Causeway.

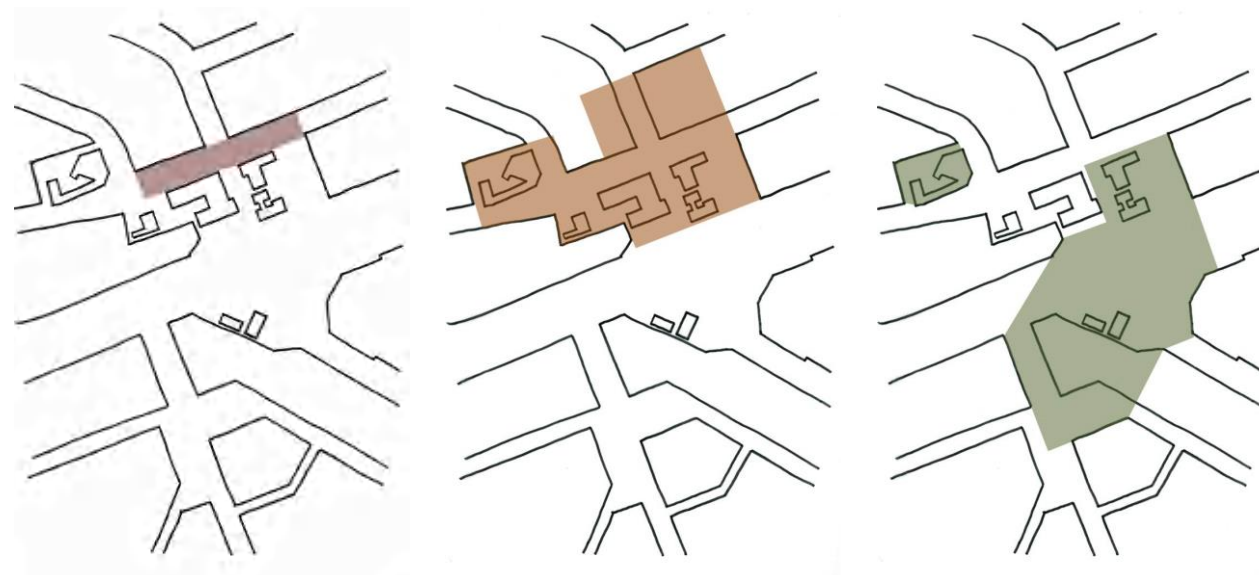
In the US where these sorts of problems and opportunities exist to a much greater degree the concept of 'retrofitting' is growing as illustrated by the triptych of images to the right.

Retrofitting seeks to deal with the unintended consequences of suburbanisation such as vacancies, underperformance, obsolescence, etc. and replacing these unfortunate manifestations by retrofitting more sustainable places, scrapping some existing buildings and building a town centre the suburb never had.

[www.ted.com/talks/ellen_dunham_jones_retrofitting_suburbia]

The benefits of retrofitting suburbia in this way are considerable:

- Climate change: suburban living causes larger carbon footprints – i.e. people drive more and bigger buildings 'leak'.
- Health: Obesity is rising at alarming rates given the lifestyle that relies on car use and increasingly sitting in the car to and from sitting at work or at home.
- Demographic shift from less families to more singletons.



(Above) Diagram showing potential for incremental retro-fitting in Patchway.



(Top to bottom) Existing street and visualisations of progressive phases of retro-fitting (Source: Institute of Transport Engineers - Context Sensitive Solutions – In Designing Major Urban Thoroughfares for Walkable Communities).

A Town Centre for the 21st Century

04

The urban design concept is to form a network of traditional streets and open spaces to create a place that:

- Transforms largely under-used land along Highwood Road into a centre for sustainable living.
- Knits into the existing urban grain by integrating with the existing Patchway and new Charlton Hayes communities.
- Improves connectivity and permeability throughout the site.
- Provides a series of accessible open spaces that are productive, sustainable and have many uses.
- Introduces a new 'gateway' to Patchway.
- Promotes neighbourly values.
- Offers a convivial network of streets and squares to encourage socialising, walking and cycling.
- Generates walkable and car accessible neighbourhoods with a mix of uses.
- Delivers high quality public realm and open space.

As well as a range of shops, bars, and restaurants, it is proposed that the centre will be a vibrant and diverse focus for the community. An enterprise centre would have strong links to retail spaces. The existing community facilities provide a strong basis from which to grow into an attractive and successful town centre.

A New Square

The proposals include a range of open spaces, a new square with play areas for children of all ages and pocket parks. The potential to mix private gardens, with communal rooftop gardens and balconies also introduces greenery at every opportunity.

Taller Buildings

Mid-rise, not high rise... Given this is the urban centre for Patchway, it is anticipated that the centre will comprise taller buildings than the existing two storey residential houses, in order to create a cluster adjacent to the High Street and Square.

The planning applications will set out the maximum heights in due course. The scale of the master plan is envisaged to respond to the site's context and will be guided by the following key principles:

- Building heights step down at the edges of the site.
- No new building is anticipated to be more than 2 storeys higher than the Hub.
- Medium-rise buildings will be located along the primary routes.

- Efficient use of land within Patchway delivering new homes and jobs.
- Efficient building design – well orientated, well insulated, resilient and adaptable.
- A district heating system, to provide low carbon energy.
- Innovative pricing structure with smart meters to reduce energy and water consumption.
- Promoting recycling and re-use initiatives during demolition, construction and occupation.

Connections

This highly sustainable vision aims to promote walking, cycling and the use of public transport; and to minimise the impact of traffic in the area whilst still ensuring car accessibility.

A Transport Assessment will be worked up to demonstrate that the proposals can be accommodated on the highway and public transport network subject to the following transport strategy:

- Resident and shopper car parking spaces in secure parking and/ or on-street.
- A percentage of car parking spaces to include electric charging points.
- A car club comprising electric and hybrid cars.
- A financial contribution to further improve bus services and bus stops in the area.
- Inclusion of new bus stops and a bus layover within the development.
- A generous number of cycle parking spaces.
- New pedestrian and cycle routes through the site and improvements to existing routes in the surrounding area.
- New crossings for pedestrians and cyclists.

As Highwood Road is part of the proposed North Fringe to Hengrove Bus Rapid Transit (BRT) route, there is an opportunity for the town centre to become a local transport node.

Aims and Objectives – Summary Table

Aim	Design Objective	Summary of Proposals	Page
A UNIFIED CENTRE	<ul style="list-style-type: none"> Design Objective 1: Connect the Two Communities Design Objective 2: Mix the Users and Uses Design Objective 4: Emphasise the Community 	<ul style="list-style-type: none"> Reduce the impact of Highwood Road as a barrier to pedestrian movement (two indicative options presented). Create a destination that will attract the established and new communities. 	12, 13, 15
A POSITIVE IDENTITY	<ul style="list-style-type: none"> Design Objective 2: Mix the Users and Uses Design Objective 4: Emphasise the Community Design Objective 5: Create a Desirable and Accessible Public Realm Design Objective 6: Minimise the Impact of the Car Design Objective 8: Rethinking Key Streets 	<ul style="list-style-type: none"> Change the perception of Patchway by developing the town centre as a high quality local destination – a place where people want to go and stay. Increase and improve the retail, community and residential offer. Make the place attractive. Recognise the potential for the community buildings to become local ‘icons’. 	13, 15, 16, 17, 19
A BETTER AND MORE VIABLE RETAIL OFFER	<ul style="list-style-type: none"> Design Objective 2: Mix the Users and Uses Design Objective 3: Use Land Efficiently Design Objective 8: Rethinking Key Streets 	<ul style="list-style-type: none"> Fill the convenience shopping void. Support retail with housing and parking in close proximity. Recognise the potential for high quality convenience supermarket and food and drink establishments to revitalise the area. 	13, 14, 19
NEW COMMUNITY BUILDINGS AND SPACES	<ul style="list-style-type: none"> Design Objective 4: Emphasise the Community 	<ul style="list-style-type: none"> Create a community hub that is centrally located and highly visible to the community. 	15
FACILITATE NEW JOBS AND TRAINING	<ul style="list-style-type: none"> Design Objective 2: Mix the Users and Uses Design Objective 4: Emphasise the Community 	<ul style="list-style-type: none"> Support employment through direct job creation. Promote a local business enterprise centre. Provide relevant training and support in the community hub. 	13, 15

Aims and Objectives – Summary Table (cont.)

Aim	Design Objective	Summary of Proposals	Page
BETTER GREEN SPACES	<ul style="list-style-type: none"> Design Objective 5: Create a Desirable and Accessible Public Realm 	<ul style="list-style-type: none"> ‘Re-green’ the town centre through the provision of green space, formal play space and pocket parks. Link green spaces to the proposed linear park. 	16
BETTER HEALTH	<ul style="list-style-type: none"> Design Objective 2: Mix the Users and Uses Design Objective 4: Emphasise the Community Design Objective 5: Create a Desirable and Accessible Public Realm 	<ul style="list-style-type: none"> Provide for local fresh food. Encourage walking, cycling. Promote sport, fitness and well-being through potential leisure use. 	13, 15, 16
USE LAND EFFICIENTLY	<ul style="list-style-type: none"> Design Objective 2: Mix the Users and Uses Design Objective 3: Use Land Efficiently Design Objective 6: Minimise the Impact of the Car Design Objective 8: Rethinking Key Streets 	<ul style="list-style-type: none"> Develop taller buildings and maximise developable land. Develop buildings that are used and occupied during the day and evening. Hide or bury car parks where viable and avoid parking arrangements that dominate the street scene. 	13, 14, 17, 19
PROMOTE INTEGRATION AND NEIGHBOURLY VALUES	<ul style="list-style-type: none"> Design Objective 1: Connect the Two Communities Design Objective 2: Mix the Users and Uses Design Objective 4: Emphasise the Community 	<ul style="list-style-type: none"> Provide a convivial network of streets and squares. Three linked spaces with distinct offers and identities. Include ‘anchor’ uses to the north and south of Highwood Road. 	12, 13, 15
REDUCE CARBON IMPACT	<ul style="list-style-type: none"> Design Objective 2: Mix the Users and Uses Design Objective 6: Minimise the Impact of the Car Design Objective 7: Promote Environmentally Sustainable Design 	<ul style="list-style-type: none"> Reduce car dependence through mixed use development. Promote a District Heating strategy. Incorporate high performance construction and renewable energy technologies. Encourage non-car modes of transport. Promote car clubs. 	13, 17, 18

The following design objectives have arisen out of an extensive consultation process, responding to the needs and aspirations of the major stakeholders and following best practice urban design principles (relevant case studies are listed in the appendix).

Design Objective 1: Connect the Two Communities

Design Objective 2: Mix the Users and Uses

Design Objective 3: Use Land Efficiently

Design Objective 4: Emphasise the Community

Design Objective 5: Create a Desirable and Accessible Public Realm

Design Objective 6: Minimise the Impact of the Car

Design Objective 7: Promote Environmentally Sustainable Design

Design Objective 8: Rethinking Key Streets

Design Objective 1: Connect the Two Communities

At the heart of the vision is the desire to create a new centre that bridges the physical and social divide between the established Patchway community and the new community in Charlton Hayes. The physicality of this is illustrated in the series of diagrams below:

- A line drawn from Rodway Road shops to the proposed Charlton Square, marks the desired line along which the new centre should develop.
- The two areas are divided by Highwood Road which is no longer a through road for any vehicles other than buses, taxis and bicycles. The point at which Highwood Road intersects with the desired line between Rodway Road and Charlton Square, is the best location for a new square that will connect the two communities.
- The resulting diagram is a town centre that comprises three distinct spaces – Rodway Road, a new square (which will be called Highwood Square for the purpose of this document) and Charlton Square. In order to be sustainable, each space will need to have its own identity and present its own distinct offer.
- Highwood Square has the potential to become a key stop on the North Fringe to Hengrove BRT route (shown as dotted blue line in option diagrams).



Diagram illustrating the connection of two areas via a series of distinct open spaces.

The two options illustrate how Highwood Road might connect with the proposed Charlton Way:

- Option 1 follows the desired line directly by integrating the garage and LC2 sites as one; and
- Option 2 builds upon the current master plan which turns its back on the garage site.



Option 1: Movement framework follows desire lines and develops LC2 and garage site holistically.

Option 2: Movement framework follows current highways layout.

Design Objective 2: Mix the Users and Uses

This objective will be one of the key factors in creating a destination for both the established and new residents of Patchway. There is great potential to generate a thriving town centre which comprises a broad mix of uses.

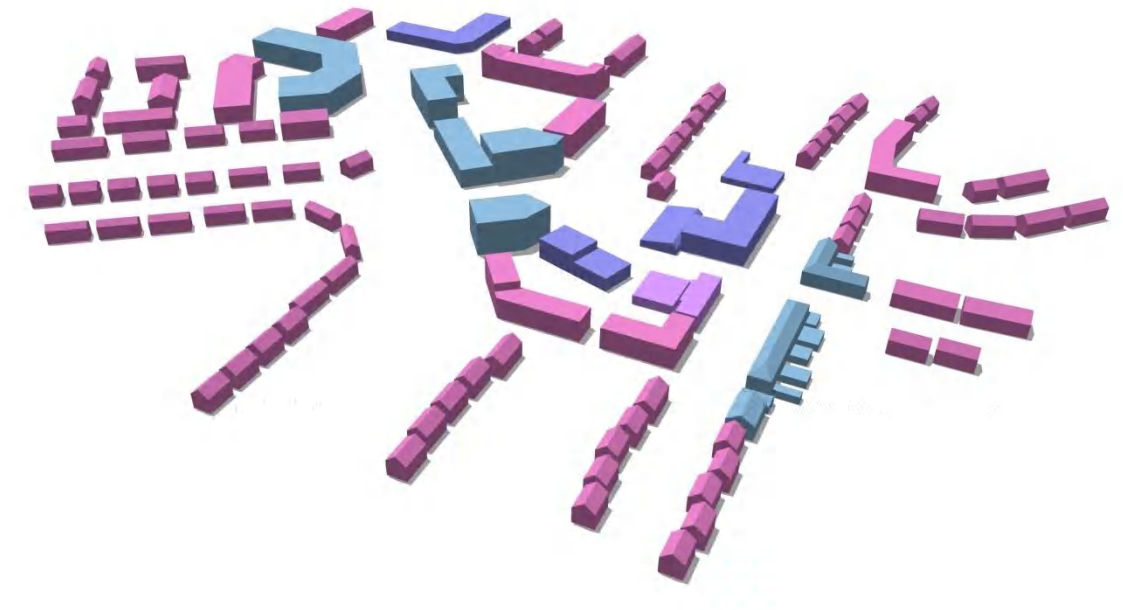
Quality convenience supermarket and food and drink establishments are notably absent from Patchway and are proposed in this vision in view of their ability to revitalise an area and add to the viability of a scheme. Ground floor retail units with flats above are already being proposed for part of LC2 which would be a model to emulate elsewhere in the town centre as it increases value and exercises efficient use of land.

The new town centre will generate jobs for local people and the existing community uses can be enhanced to provide training and skills. In addition, and following the model of Hamilton House in Stokes Croft (refer to appendix), the fire station could be refurbished to provide low rent accommodation for local businesses and artisans, thereby introducing an office use into the town centre.

A reputable budget gym operator could also be a new use to introduce to the area in view of the local need for healthier living and the growing prospective customer base in Charlton Hayes.

A summary list of some of the benefits of mixing uses in this particular context is outlined below:

- Fills the current void of quality convenience shopping and food and drink establishments.
- Greater opportunities for social interaction and social diversity (especially in community uses).
- Encourages walking.
- Increases urban vitality, street life and therefore sense of safety (more 'eyes on the street').
- Enhances the evening economy (more efficient use of buildings).
- Increases viability of urban facilities and support for small businesses.

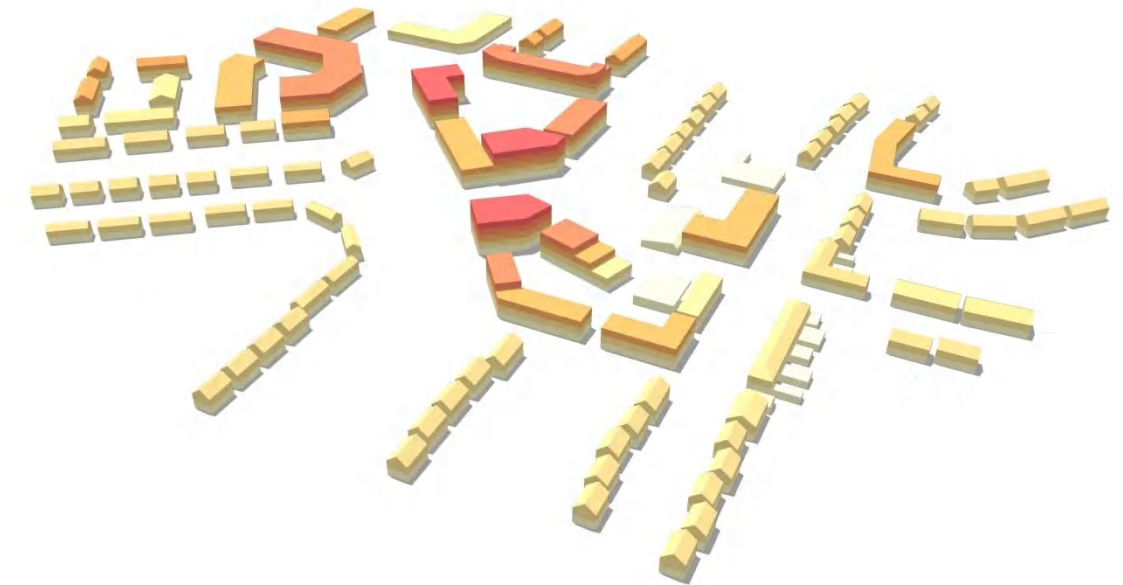


Design Objective 3: Use Land Efficiently

As the new centre of Patchway, a higher level of density than the existing grain would be appropriate and necessary in order to make the development viable and sustainable. This would include building higher around key open spaces such as Highwood and Charlton Square, the principle of which has already been accepted in the Charlton Square Design Brief.

Higher density does not necessarily mean high rise development. Building up to five storeys is proposed around the larger public open spaces, which will match the height of the existing flats on the corner of Callicroft Place. It is more important to ensure that:

- Buildings, streets and places retain a human scale.
- Buildings meet the ground with active frontages to promote vitality and animate the street scene.
- Development steps down sympathetically to the neighbouring one and two storey buildings.
- High quality landscaping is used to soften the perception of place.



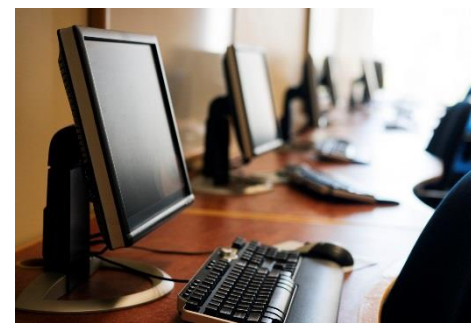
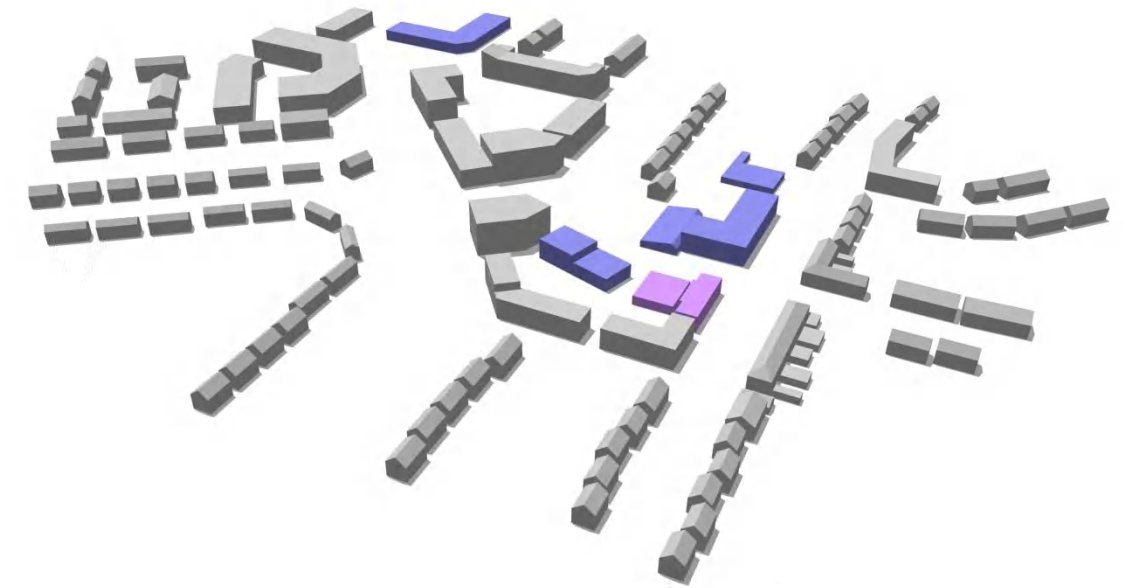
Design Objective 4: Emphasise the Community

One of the strengths of Patchway is the established concentration of public service buildings and the strong sense of community. The Patchway Hub and Library were completed in 2011 and provide a range of services for children, young people and families under one roof.

With the planned closure of the fire station and the amalgamation of the health clinic into the proposed surgery in Charlton Square, there is an opportunity to enhance the community uses in the town centre by relocating the Town Council and Community Centre onto these sites. This will create a community hub that is centrally located and highly visible to the community.

Patchway Community Centre already accommodates a diverse range of activities across all age groups – the pictures below depict activities that currently take place in the Patchway Community Centre on Rodway Road. This objective proposes better quality accommodation for an already active community and additional space to allow for expansion. Funding has already been secured through developer contributions for a new community centre, which is an opportunity to promote social cohesion, be a catalyst for regeneration, engender greater civic pride and become an icon of the locality.

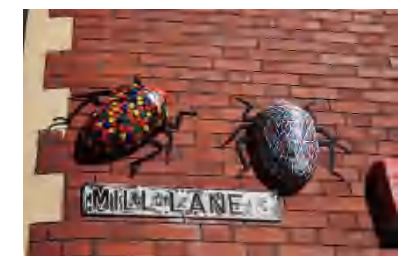
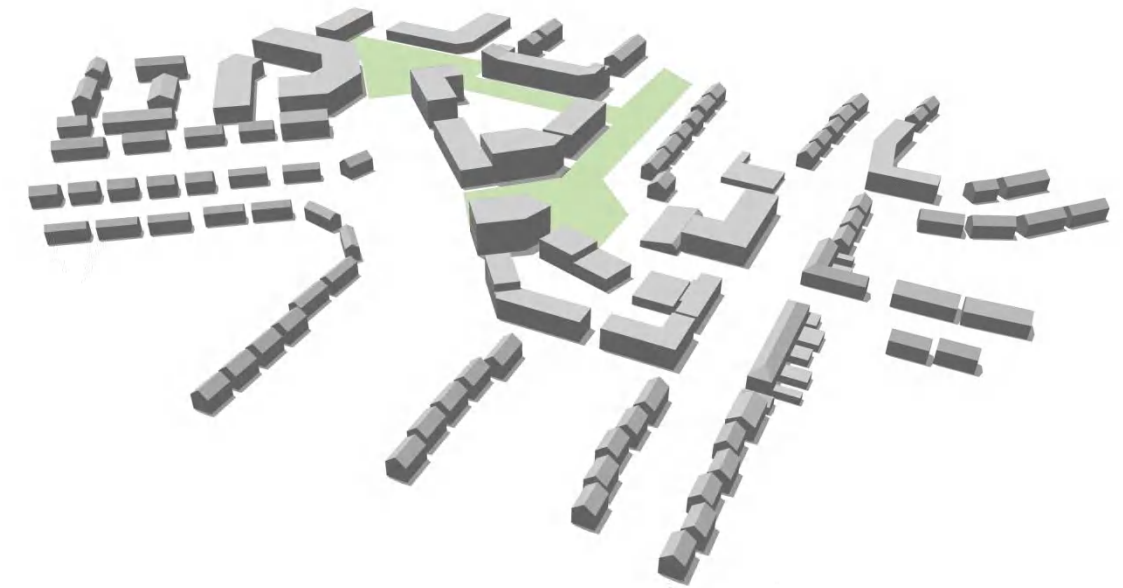
In line with one of the principles of retrofitting, the reuse of existing buildings should be explored as it promotes variety in the street scene and encourages local enterprise and small business through lower rent. The fire station has been highlighted as a possible building to refurbish to provide accommodation for local businesses and artisans, following the model exemplified by Hamilton House in Stokes Croft.



Design Objective 5: Create a Desirable and Accessible Public Realm

This objective relates to the detailing of the destination and transitory spaces, namely the three activity spaces – Rodway Road, Highwood Square and Charlton Square – and the streets that connect them. A list of design considerations for a thriving public realm can be found in most urban design good practice guidance. Specific issues that are pertinent to Patchway include the following:

- Prioritise pedestrians through shared surface treatments and explore the possibility of pedestrianising part of Durban Road to create a new plaza/ square.
- Develop ‘pocket parks’ or ‘parklets’ along Rodway Road especially as spill out space for food and drink establishments.
- Include green spaces and children’s play areas in Highwood Square to encourage walking and enrich the space as a destination.
- Link green spaces with the proposed linear park through an integrated landscape master plan (avoid ‘bolt-on’ or ‘token’ gestures).
- Harmonise textures and colours of surfaces for aesthetics and accessibility (designing for visually impaired and people with dementia).
- Engage local community and strengthen local identity with public art and/ or historic trail initiatives.



Design Objective 6: Minimise the Impact of the Car

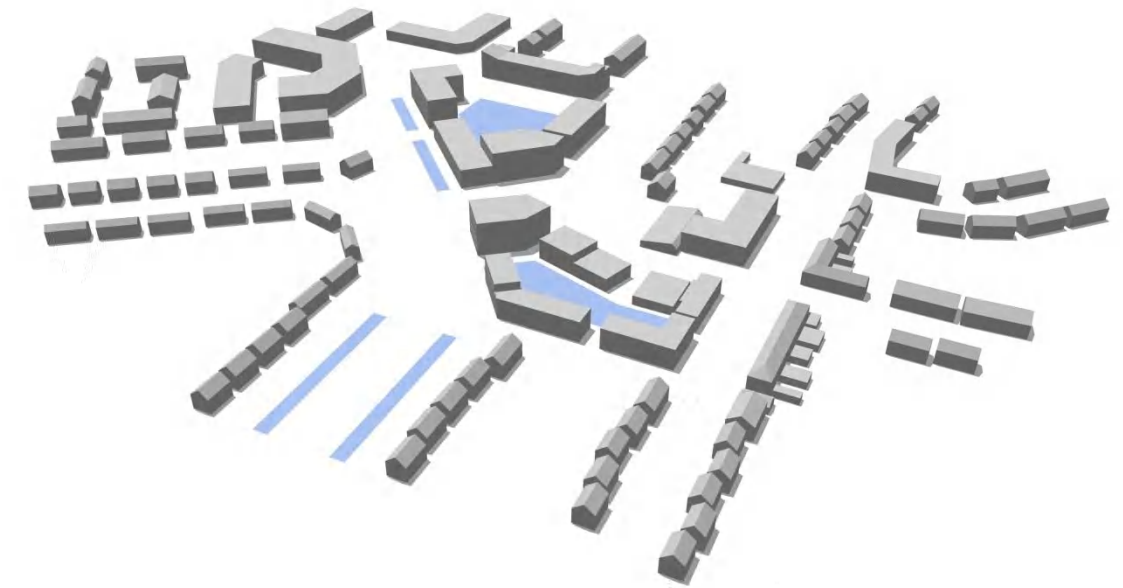
Parking is an important local issue and current tensions highlight the need for any future strategy to make adequate provision and address the different types of users – disabled, residents, short stay shoppers, long stay workers, etc.

This objective also recognises that there is a high level of car dependence in this location and therefore a risk that future development will feel ‘designed for the car’ where highway and car parking dominate the streetscape.

Another major issue will be the loss of free-draining ground given over to highway or car parking. Future developments should factor in strategies for surface water attenuation and their associated costs.

Issues for consideration:

- Consider basement or undercroft parking solutions taking care to maximise the number of active frontages. Viability will hinge on achieving the necessary density and the value secure underground parking can add to a property.
- Divide up commercial car parks with meaningful landscape design solutions – avoid a ‘sea of cars’ which kill public spaces.
- Use the generous verges along Highwood Road to incorporate parking.
- Consider a range of water attenuation strategies appropriate to the location and corresponding to the amount of free-draining ground lost to development (e.g. permeable paving, balancing ponds, underground tanks, etc).
- Include sustainable urban drainage systems that have multiple benefits (e.g. bioswales and ‘green’ finishes which attenuate water, have an aesthetic quality and promote biodiversity).



Design Objective 7: Promote Environmentally Sustainable Design

Sustainability is central to the proposals, embedded throughout the design and explicit in all supporting strategies. Patchway Town Centre will evolve as a low carbon, urban but green place in which to live, work and visit. The overarching aim for Patchway Town Centre is to enable sustainable lifestyles and to achieve a very low carbon development and will include the following:

- Promote healthy and sustainable living;
- Create a compact, walkable neighbourhood where everything you need is nearby, reducing the need to travel by car;
- Design streets that encourage walking and cycling;
- Enable access to electric and hybrid car usage through car clubs and electric charging;
- Build lean, energy efficient buildings designed to emit less carbon compared to current standards;
- Produce low carbon energy provided by an on-site district heating system;
- Promote a local food culture.



Design Objective 8: Rethinking Key Streets

Existing streets around the town centre generally require improving. A landscape design master plan should be implemented that includes tree planting to increase the sense of enclosure and sense of place. Other design considerations to enhance and, in some cases, transform the key streets are listed below:

Rodway Road:

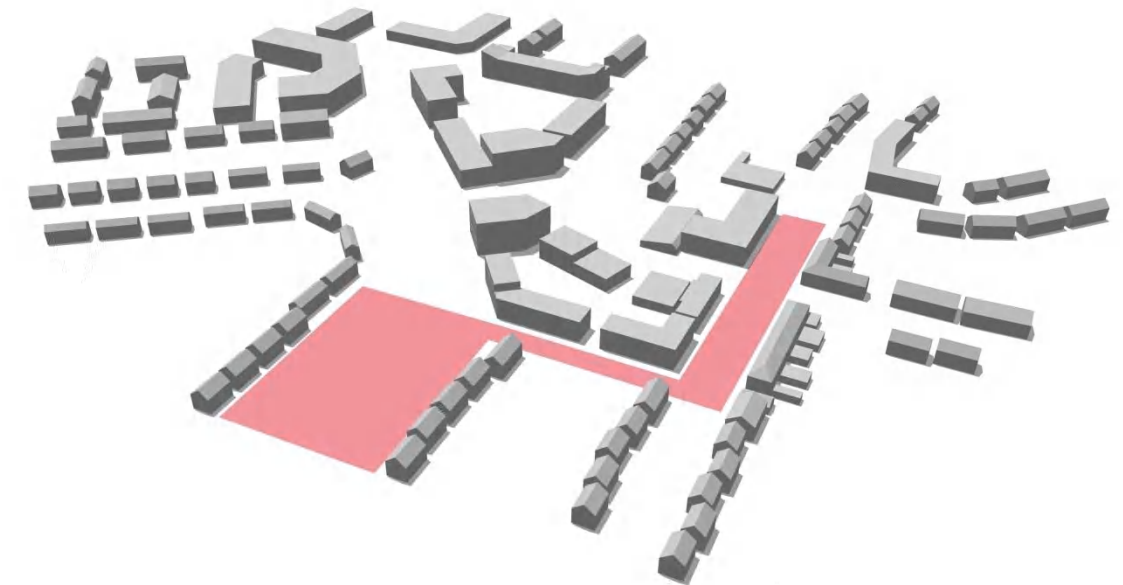
- Prioritise pedestrians through the introduction of a shared surface.
- Develop the fire station site to provide street enclosure and active frontages.

Highwood Road:

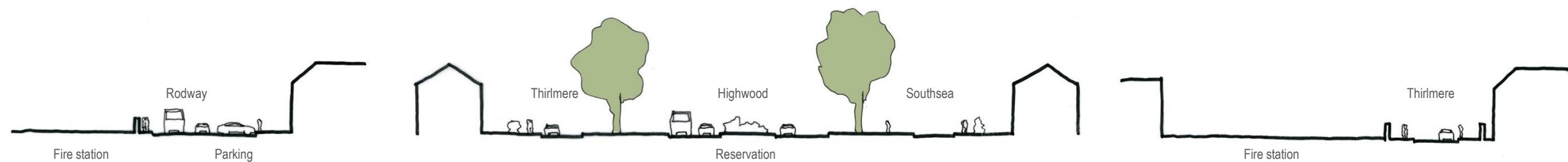
- Introduce landscaped perpendicular parking to serve as a natural traffic calmer and meet the current need for more parking.
- Transform the central reservation into a landscaped footpath with table top crossing points.

Thirlmere Road and Durban Road:

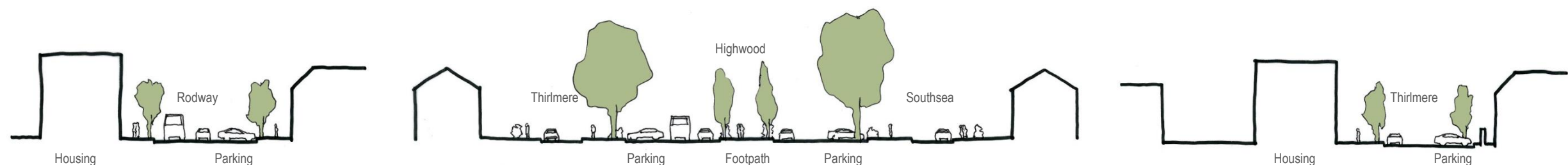
- Pedestrianise part of Durban Road to allow for a new plaza/ square in front of the civic hub.
- Upgrade Thirlmere Road to be the main residential connector from Highwood Road to the established Patchway neighbourhood.
- Develop the fire station site to provide street enclosure and active frontages.
- Introduce landscaped perpendicular parking to serve as a natural traffic calmer and a buffer to the existing houses.



EXISTING



PROPOSED



RODWAY ROAD

HIGHWOOD ROAD

THIRLMERE ROAD

Potential Development Sites

The potential development sites identified in the town centre area are illustrated in the adjacent diagram and described below:

- SITE 1
 - Current use: Town Council and Community Centre
 - Site area 0.31ha
 - Ownership: Patchway Town Council
- SITE 2
 - Current use: Fire Station (planned closure announced Jan 2014)
 - Estimated GIA 600sqm
 - Site area 0.31ha
 - Ownership: Avon Fire & Rescue
- SITE 3
 - Current use: Health Clinic (services to be absorbed into proposed surgery attached to extra care home – application submitted Mar 2014)
 - Site area 0.18ha
 - Ownership: NHS
- SITE 4:
 - Current use: Garage
 - Site area 0.28ha
 - Ownership: Hanham Motor Company
- SITE 5:
 - Current use: Proposed Local Centre 2 (LC2)
 - Site area 0.63ha
 - Ownership: Bovis Homes

Master Plan Approach

The indicative options presented in the following section represent two different approaches to a town centre master plan.

- Option 1 provides the most direct route between the existing town centre and the LC2/ Charlton Square proposal, and as such follows good practice urban design principles.
- Option 2 follows the consented master plan and existing highway layout, and therefore is potentially more straightforward to implement.

Both options seek to follow the principles described in the design objectives, especially in respect of density of development and mix of uses, and the following section provides suggestive layouts and an initial view of the development potential.

[Note: all areas stated in this section are approximate and subject to survey or record information]

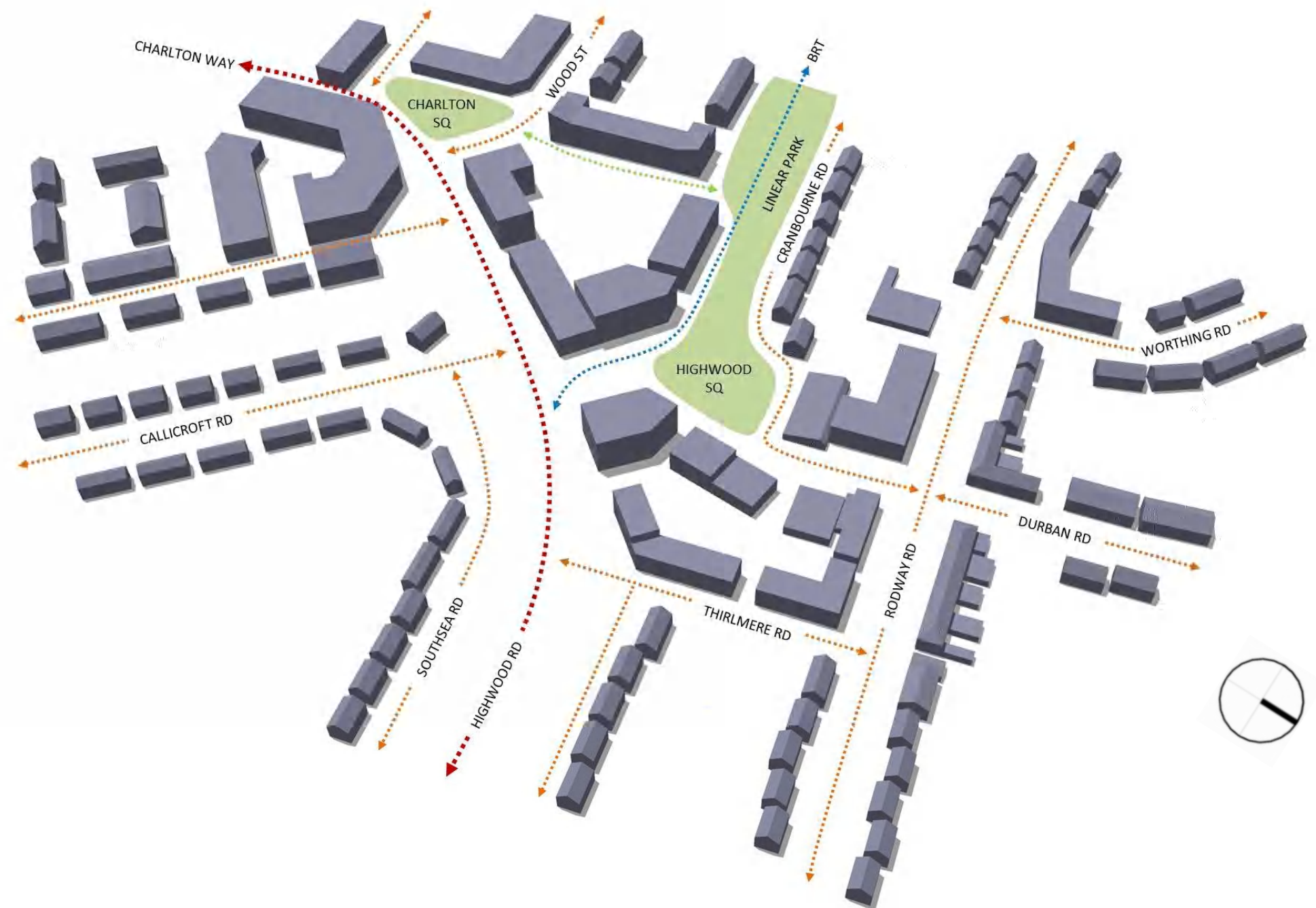


Option 1: Concept

Option 1 represents the ideal but more complex development solution where the garage site and LC2 are combined into a single site to allow for Highwood Road to be reoriented along the natural desired line between the existing Patchway town centre and the LC2/ Charlton Square proposal. Historically this was the desired proposal but due to difficulties in acquiring the garage site, this master plan was not realised.

Design Drivers:

- The established and new communities are connected along the natural desired line between Charlton Way and Highwood Road.
- The existing garage site is integrated into the proposed LC2 development site.
- Part of Highwood Road is added to the health clinic and fire station site for the development of a mixed use block.
- Highwood Square is a pedestrianised plaza that links with the proposed linear park and has minimal traffic running through it.
- Highwood Square becomes a main stop for the BRT.
- Thirlmere Road is upgraded to form the main vehicular link between Highwood Road and the established Patchway neighbourhood.
- A pedestrianised link is established between the linear park and Charlton Square.
- Taller buildings are focused around Charlton Square and Highwood Square.



Option 1: Development Potential

SITE 1

- Current use: Town Council and Community Centre
- Proposed use: 3 storey residential flats
- 26no. 1 & 2 bed flats
- Site area 0.31ha (~83dph)

SITE 2

- Current use: Fire Station and Health Clinic
- Proposed use:
 - 1,200sqm community centre and Town Council offices
 - 600sqm fire station refurbished into local business enterprise centre
- Site area 0.20ha

SITE 3

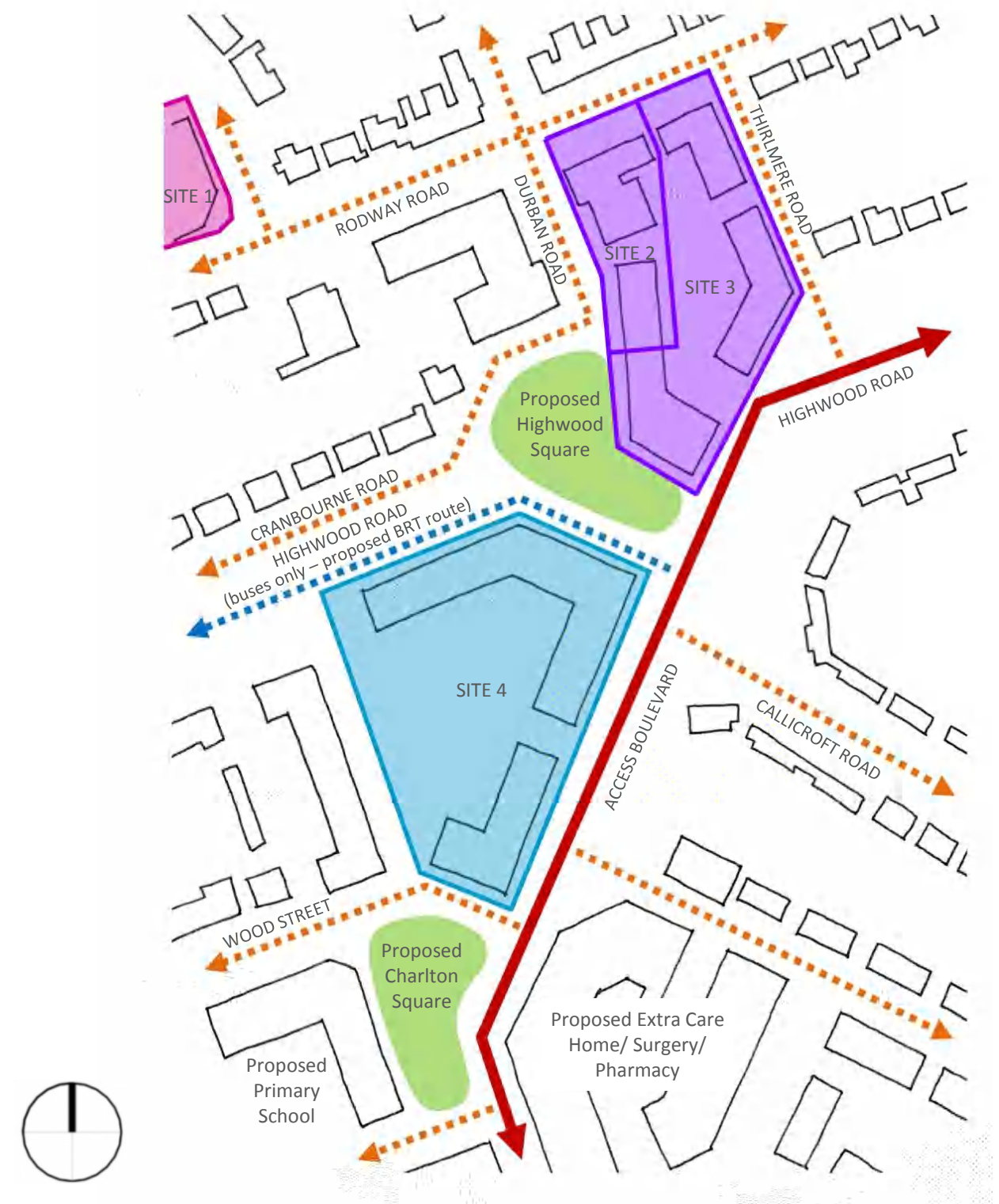
- Current use: Fire Station and Health Clinic
- Proposed use:
 - 480sqm ground floor retail
 - 53no. 1 & 2 bed flats
- Site area 0.44ha (~120dph)

SITE 4:

- Current use: Garage and proposed Local Centre 2 (LC2)
- Proposed use:
 - 1,300sqm ground floor retail
 - 102no. 1 & 2 bed flats
- Site area 0.79ha (~129dph)

TOTAL development across SITES 1-4:

- **181no. 1 & 2 bed flats**
- **1,200sqm community use**
- **1,780sqm retail use**
- **600sqm office use**

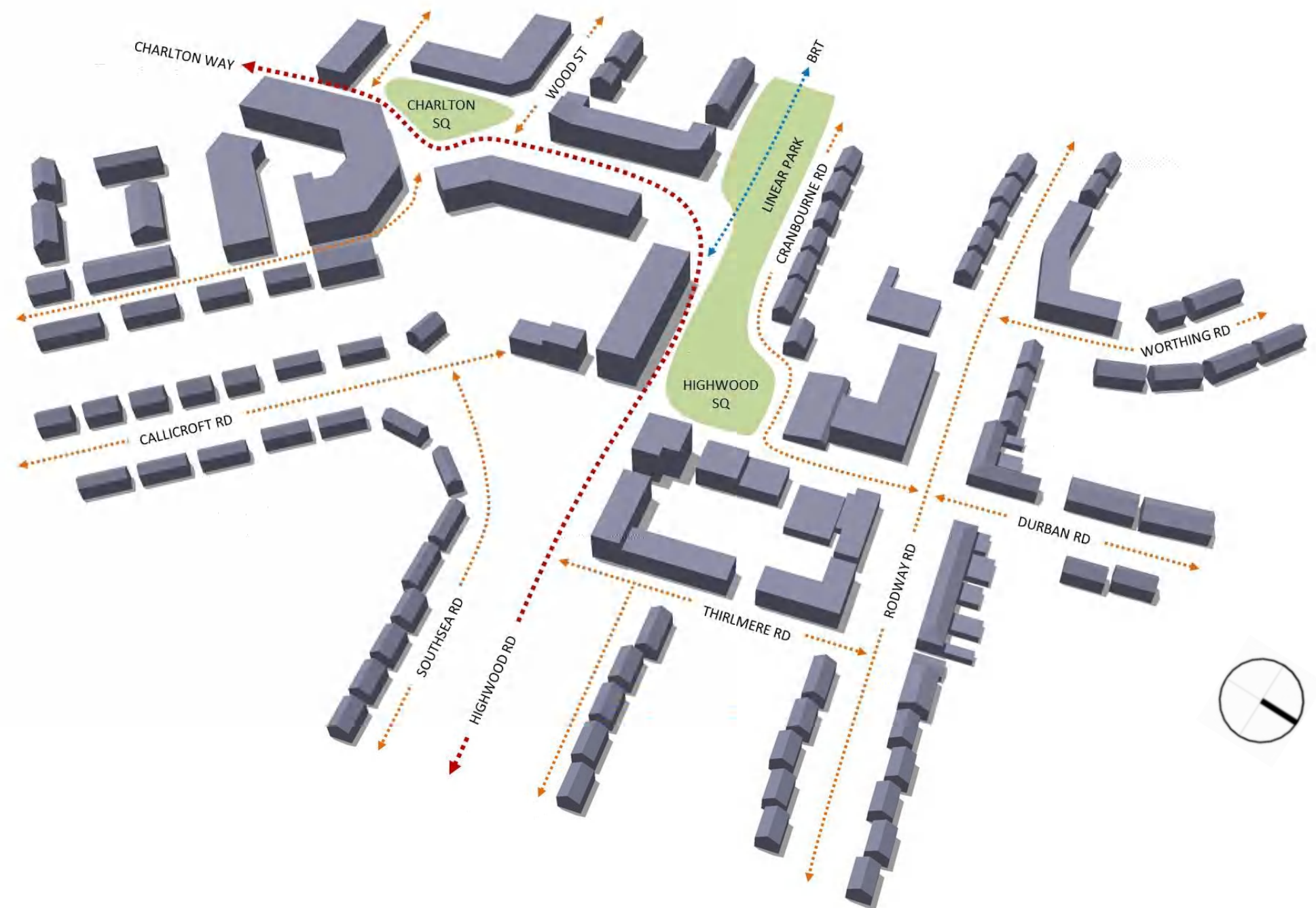


Option 2: Concept

Option 2 represents a more constrained but straightforward development solution as it follows the consented master plan and existing highway layout, avoiding the potential complication of acquiring the garage site.

Design Drivers:

- The established and new communities are connected along the existing access boulevard.
- The existing garage site remains a separate development site to the proposed LC2.
- Highwood Square is a pedestrianised plaza that links with the proposed linear park.
- Highwood Square becomes a main stop for the BRT.
- Thirlmere Road is upgraded to form the main vehicular link between Highwood Road and the established Patchway neighbourhood.
- Taller buildings are focused around Charlton Square and Highwood Square.



Option 2: Development Potential

06

Option 2: Development Potential

SITE 1

- Current use: Town Council and Community Centre
- Proposed use: 3 storey residential flats
- 26no. 1 & 2 bed flats
- Site area 0.31ha (~83dph)

SITE 2

- Current use: Fire Station and Health Clinic
- Proposed use:
 - 1,200sqm community centre and Town Council offices
 - 600sqm fire station refurbished into local business enterprise centre
- Site area 0.20ha

SITE 3

- Current use: Fire Station and Health Clinic
- Proposed use:
 - 220sqm ground floor retail
 - 45no. 1 & 2 bed flats
- Site area 0.44ha (~102dph)

SITE 4:

- Current use: Garage
- Proposed use:
 - 825sqm ground floor retail
 - 40no. 1 & 2 bed flats
- Site area 0.28ha (~142dph)

SITE 5:

- Current use: Proposed Local Centre 2 (LC2)
- Proposed use:
 - 1,300sqm ground floor retail
 - 40no. 1 & 2 bed flats
- Site area 0.63ha (~63dph)
- Quantum of development follows Charlton Square Design Brief

TOTAL development across SITES 1-5:

- **151no. 1 & 2 bed flats**
- **1,200sqm community use**
- **2,345sqm retail use**
- **600sqm office use**

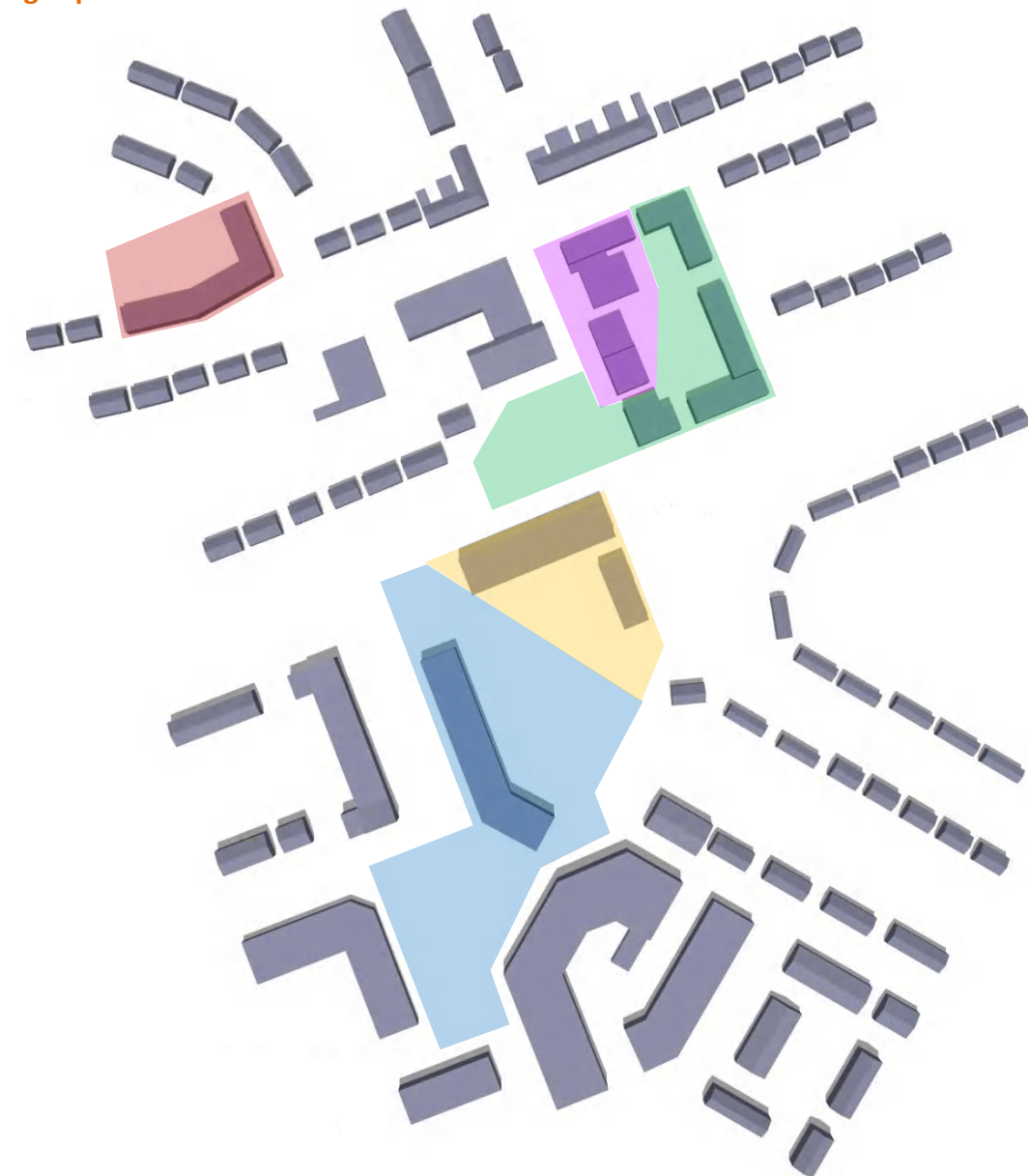


Phasing: Option 1



- PHASE 1: Community centre/ Town Council offices/ local enterprise centre
- PHASE 2: Mixed use block/ Charlton Square
- PHASE 3: Residential
- PHASE 4: Mixed use block/ Highwood Square

Phasing: Option 2



- PHASE 1: Community centre/ Town Council offices/ local enterprise centre
- PHASE 2: Mixed use block (LC2)/ Charlton Square
- PHASE 3: Residential
- PHASE 4: Mixed use block/ Highwood Square
- PHASE 5: Mixed use block

As one of the priority neighbourhoods in South Gloucestershire, close to employment areas, retail centres and transport links, situated next to the emerging Charlton Hayes and Cribbs Patchway neighbourhoods, and home to a well established and active community – the case for change in Patchway is compelling.

The next steps towards implementing the vision will include:

- Community Consultation
- Endorsement of the vision into planning policy
- Master plan appraisal
- Resourcing the development process
- Obtaining a developer/ investor partner
- Brokering land ownership

Community Consultation

Next steps include consultation of local people to contribute to the key principles emerging in this document and the finer points of the development should it proceed. A community engagement programme consisting of meetings and public exhibitions, and a community website, will seek to ensure that people who live locally have had their say on the future of the area as the plans evolve.

It should be made clear that this is the very early stages of the project's development. The engagement programme will commence and continue through the planning and development process and into the future during construction and eventual occupation.

Topics emerging that are anticipated to recur throughout the process include:

- A desire to see the area improved and the recognition of the need for change;
- Joining of communities which are fragmented by the impermeability of Highwood Road;
- Height of new buildings and the prospect of increased economic prosperity.

Planning Policy & Process

Once community support has been established and following any further amendments, Patchway Town Council will seek endorsement of the vision from South Gloucestershire Council so that key planning principles can be included in the Policies Sites and Places Plan. This will be a significant step towards making the scheme viable and therefore attracting potential developer/ investor partners.

Large scale, strategic developments such as this are complex so the first step in the planning process is to submit an outline planning application. This means getting approval for the basic form and content of the development as well as guidelines for future, more detailed design, including:

- The way in which the development will be laid out in terms of buildings, routes and open spaces;
- The amount and types of land uses (residential, retail, cultural, etc) within the development;
- Access points into the site for vehicles, cyclists and pedestrians;
- Guidelines for the future detailed architectural design of buildings and landscaping of all open spaces.

Applications for the detailed design would follow the grant of outline planning permission. These applications will be subject to further consultation.

Viability & Land Ownership

Running in parallel with policy implementation, master plan options will need to be developed and appraised to ensure that proposals generate sufficient value for land owners and sufficient returns for the would-be developer/ investor. Patchway Town Council seeks a progressive public or private sector partner, who understands the value in urban/ suburban density mixed use developments as the sustainable solution for towns and cities of the future.

There are a number of land owners in the town centre area from both the public and private sector, and specific expertise is needed in the field of land acquisitions, swaps, brokering and the like. Delivering the best solution for the people of Patchway relies on the merging of the fire station and health clinic sites and the LC2 and garage site. Once merged they can be developed and phased holistically which maximises the development potential and increases the likelihood of delivering a high quality town centre.

Place Making for Public Spaces

The following good practice resource is taken from Project for Public Spaces (www.pps.org) under the article “What Makes a Successful Place”.

What makes some places succeed while others fail?

In evaluating thousands of public spaces around the world, PPS has found that successful ones have four key qualities: they are accessible; people are engaged in activities there; the space is comfortable and has a good image; and finally, it is a sociable place: one where people meet each other and take people when they come to visit. PPS developed The Place Diagram as a tool to help people in judging any place, good or bad:



Access & Linkages

- Can you see the space from a distance?
- Is there a good connection between the space and the adjacent buildings, or is it surrounded by blank walls?
- Do occupants of adjacent buildings use the space?
- Can people easily walk to the place? For example, do they have to dart between moving cars to get to the place?
- Do people with special needs use the space?
- Do the roads /paths through the space take people where they want to go?
- Can people use a variety of transportation options and are transit stops convenient?

Comfort & Image

- Does the place make a good first impression?
- Are there more women than men?
- Are there enough places to sit? Are seats conveniently located?
- Do people have a choice of places to sit, either in the sun or shade?
- Are spaces clean and free of litter? Who is responsible for maintenance?
- Does the area feel safe? Is there a security presence?
- Are people taking pictures? Are there many photo opportunities available?
- Do vehicles dominate pedestrian use of the space or prevent them from easily getting to the space?

Uses & Activities

- Are people using the space or is it empty?
- Is it used by people of different ages?
- Are people in groups?
- How many different types of activities are occurring – people walking, eating, playing football, chess, relaxing, reading?
- Which parts of the space are used and which are not?
- Are there choices of things to do?
- Is there a management presence, or can you identify anyone in charge of the space?

Sociability

- Is this a place where you would choose to meet your friends? Are others meeting friends here or running into them?
- Are people in groups? Are they talking with one another?
- Do people seem to know each other by face or by name?
- Do people bring their friends and relatives to see the place or do they point to one of its features with pride?
- Are people smiling? Do people make eye contact with each other?
- Do people use the place regularly and by choice?
- Does the mix of ages and ethnic groups generally reflect the community at large?
- Do people tend to pick up litter when they see it?

Case Study: Swansea Urban Village

Named mixed-use development of the year at the 2014 Placemaking Awards. Bringing life back into Swansea High Street and The Strand with new workspace environments and city centre apartments

The first phase of Urban Village is complete and already transforming Swansea High Street into a vibrant commercial environment for shopping, eating and working. Once the second phase is completed in spring 2015, the £25 million mixed-used regeneration scheme will feature a range of retail, food and commercial uses, apartments and office units linked by a cosmopolitan mix of courtyard spaces. At its centre, the Creative Hub is proposed to be the first urban regeneration space in Wales to be a dedicated work space for commercial creative industries from fashion design to digital film production, broadcast media, publishing and advertising.

The scheme is being developed to become a recognisable new quarter of the city in its own right.



Case Study: Bermondsey Square

Bermondsey Square, London has recently been redeveloped as the focus of a 1950s housing estate that had no recognisable centre. The development resulted in the provision of:

- 76 apartments
- 35,000 sq ft of offices for multi-lets
- 79-bed hotel
- 55-seat community cinema
- Sainsbury's Local
- 4-5 small retail units

More pertinently, the development is now a major contributor to the vibrancy and sense of community of the area and is contributing to a wider potential for social and economic transformation.



Case Study: Neighbourhood Centre, Cheswick Village, Bristol

As part of the wider master plan that will deliver over 1000 new homes, the proposed mixed use neighbourhood centre will be at the heart of the new Cheswick Village community. Preliminary plans include:

- Convenience store
- Café
- Restaurant/ bar
- Nursery
- Fitness centre
- Hair salon
- Estate agent
- Police point/ community room
- Other retail
- 87 residential apartments
- 44 retirement apartments



Case Study: Hamilton House, Stokes Croft

Hamilton House was a vacant and neglected office block for many years and since 2008, it has grown organically into a community centre that supports and is driven by social enterprise.

It currently hosts over two hundred tenants including painters, designers, illustrators, textile designers, environmental groups, charities, music agencies, festival organisers, radio stations, animators, film and music producers, community groups, social enterprises, upholsterers, weavers, costumiers, record labels, dance groups, alternative therapists, career advisors, consultants, architects, fashion and accessory designers, street artists, writers, puppeteers, jewellers, photographers, clown troupes and all sorts of food, arts and health activists. It also offers community space, meeting rooms, events and exhibition space, studios and offices as well as a kitchen and canteen, dance studio and well-being therapy centre.

