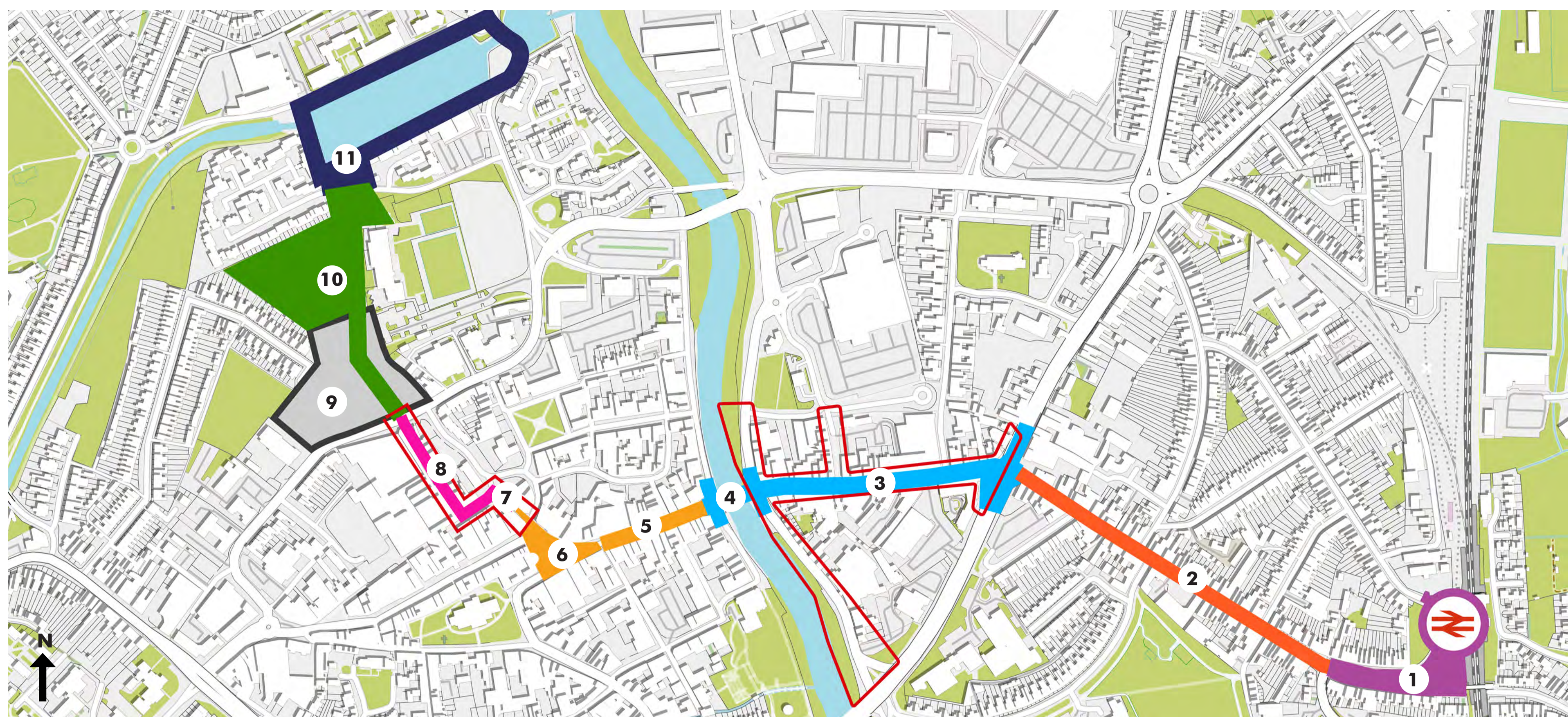


# hello

Welcome to the public engagement for an update on the highways and public realm proposals for Eastover, Clare Street and Angel Crescent. We welcome your feedback.

## THE BRIDGWATER VISION & CELEBRATION MILE

The Council has undertaken a lot of public consultation in the past and listened to what the public has said to us in respect of improvements they would like to see. This is reflected now in these final concepts which we will move forward to deliver on the ground using the Towns Fund grant that was awarded to Bridgwater in 2020. 'Celebration Mile' is a key part of the Bridgwater Vision, and is supported in adopted local planning policy documents. The key aspiration of 'Celebration Mile' is to create a pedestrian priority route leading from the train station to the docks, which celebrates the history of Bridgwater through coordinated high quality public realm. The route will include coordinated high quality public realm materials, street furniture, shared surfaces, paving, lighting, street trees, interpretative material, public art and improved wayfinding.



<b>1</b> Bridgwater Station Completed	<b>3</b> Eastover Design development	<b>5</b> Fore Street Completed	<b>7</b> Clare Street Design development	<b>9</b> Northgate Yard In construction	<b>11</b> Bridgwater Dock Design development
<b>2</b> St John Street TBC	<b>4</b> Town Bridge Completed	<b>6</b> Cornhill Completed	<b>8</b> Angel Crescent Design development	<b>10</b> Brewery Fields In construction	

## EASTOVER, NEW ROAD, EAST QUAY AND SALMON PARADE

Improvements to the Eastover are a key component in enhancing the pedestrian arrival experience and delivering a cohesive public realm which fits into the wider vision for a reinvigorated Bridgwater town centre.

A long held aspiration to improve the trading environment for the independent businesses on Eastover have driven the proposals, which had wide support from traders during previous consultations. The overall scope of work has included the following tasks:

- A detailed appraisal of the existing street network
- Baseline data collection, including traffic surveys and simulation modelling
- Highway layout optioneering and 3D visualisations
- An appraisal of costs

## CLARE STREET

Clare Street provides a key link between the main town centre and Angel Place Shopping Centre (via Angel Crescent) and the Northgate Yard development.

Clare Street lies within the Conservation Area and surrounded by a number of Grade II Listed Buildings. This project seeks to enhance the overall character and appearance of this area and deliver a more cohesive and user-friendly built environment. In progressing the approach for Clare Street, consideration has been given to:

- How can we define 'Orlove Place' as a market space and a 'place for people'
- A review of the surrounding context and history of the area
- Retaining access requirements whilst reducing the anti-social behaviour of motorists parking vehicles, which negatively impacts on pedestrian movement and deliveries to the businesses in the area

## ANGEL CRESCENT

Angel Crescent follows on from Clare Street, providing an important pedestrian link to Northgate Yard and the Angel Place Shopping Centre.

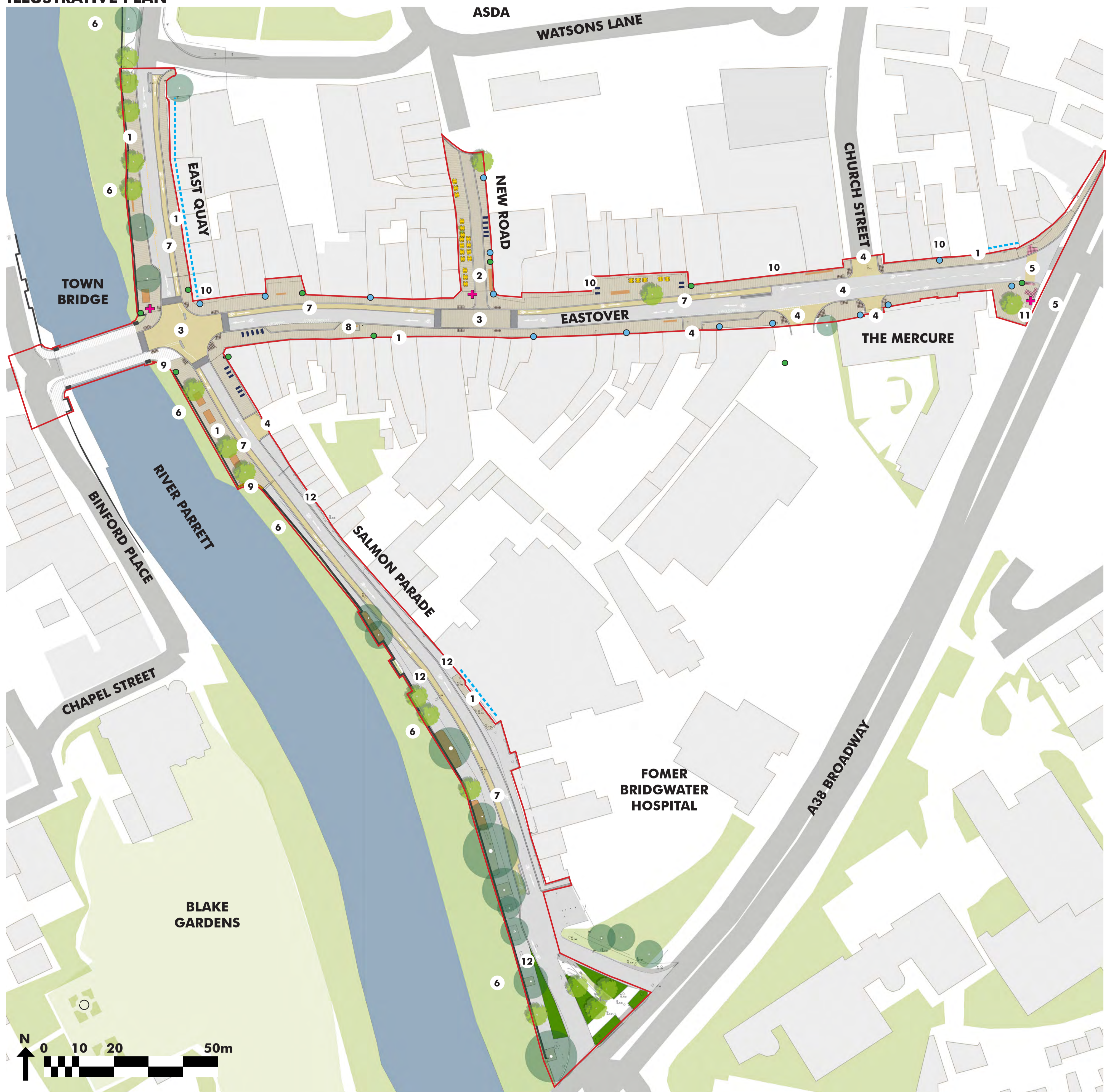
The existing brick surfacing along Angel Crescent is in a poor condition and is in need of re-surfacing with good quality materials to enhance the character and appearance of this public space.

In progressing the approach for Clare Street, consideration has been given to:

- Opportunities to bring active uses to the street delivering infill units to undercrofts. Providing space for aspiring small businesses and working in partnership with Angel Place
- A review of the surrounding context and history of the area informing design details
- How can lighting create a positive night time experience and connection

# Eastover, New Road, East Quay & Salmon Parade

## ILLUSTRATIVE PLAN



### KEY

- |  |  |  |
|--|--|--|
| 1. High quality flag paving                | 10. Signage/artworks to animate building façades   | Timber seating elements                    |
| 2. High quality sett paving                | 11. Feature furniture marking the historic location of the old Eastgate                                      | Indicative cafe furniture                  |
| 3. Flush, uncontrolled pedestrian crossing | 12. Repaired/relaid macdam footway   | Enhanced street lighting                   |
| 4. Uncontrolled crossing                   |  | Up-lighting River frontage and key façades |
| 5. Signalised crossing retained            |  | Cycle stand                                |
| 6. Riverside wall and planting retained    | Proposed Trees   | Wayfinding sign                            |
| 7. Contraflow cycle land                   | Existing Trees - Remedial works to rooting areas and raised tree pits to improve condition for existin trees | Litter and recycling bin                   |
| 8. Bus stop enhancements                   | Ornamental planting  |  |
| 9. Opportunity for public artworks         |  |  |

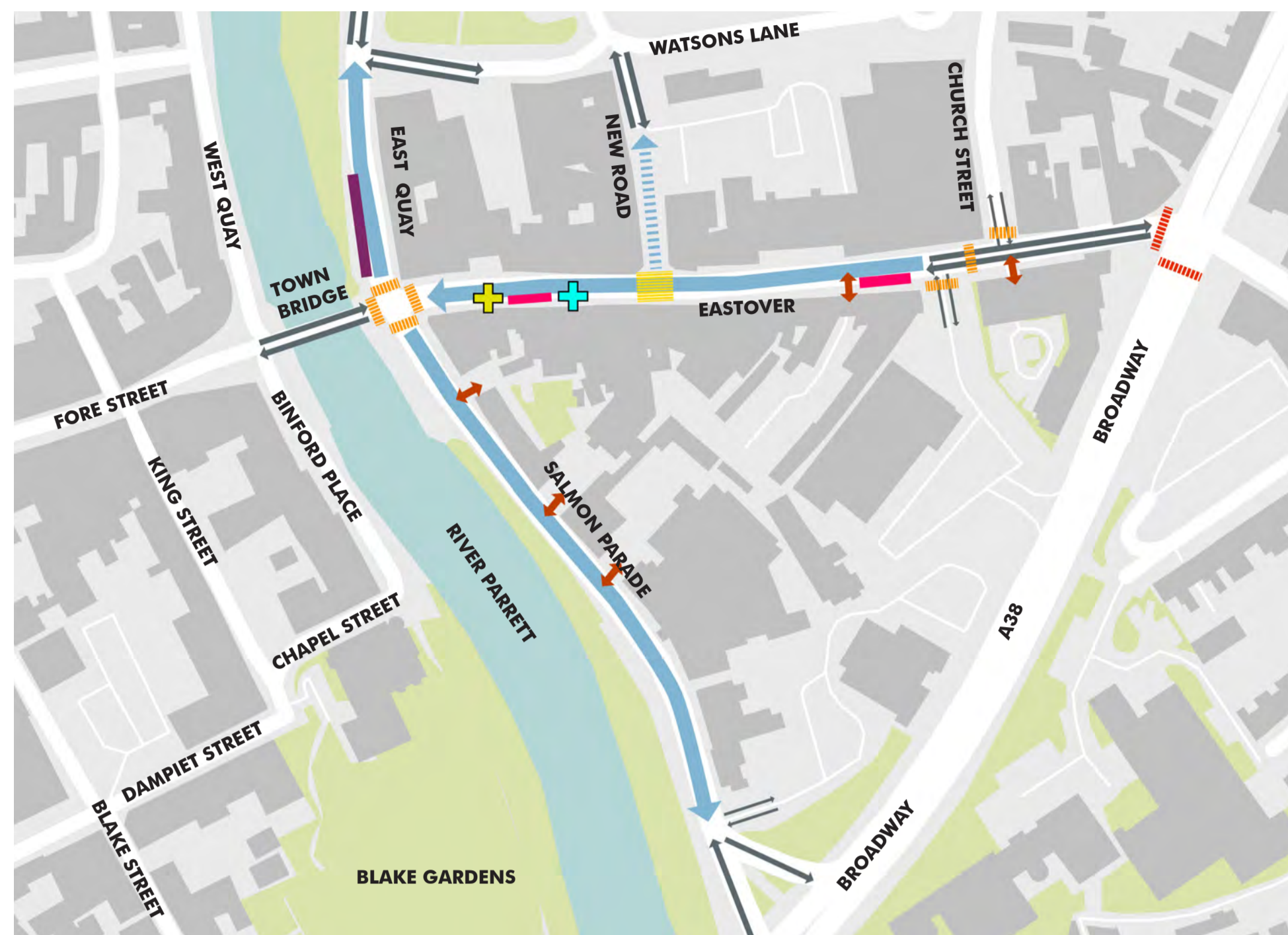


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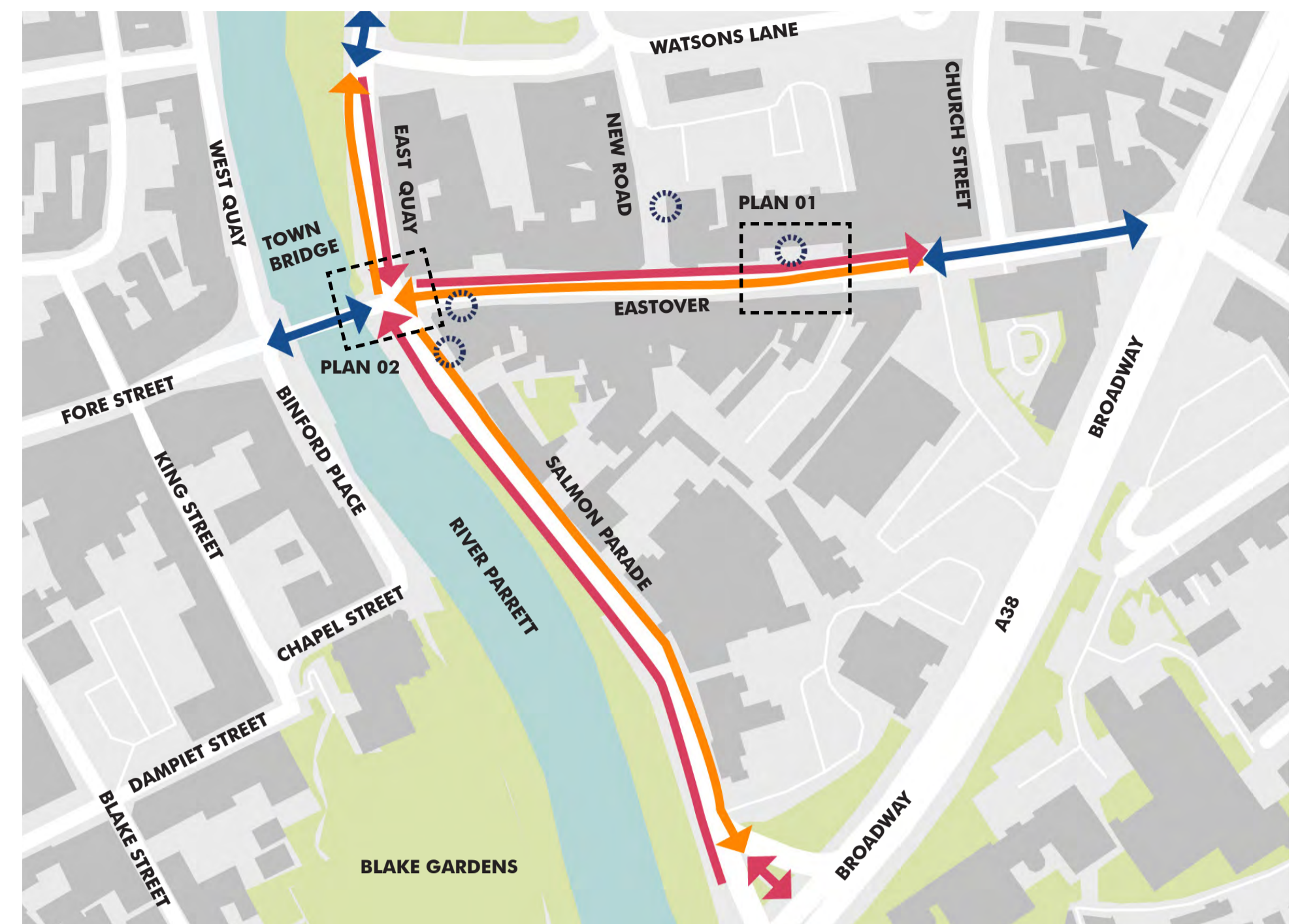


# Eastover, New Road, East Quay & Salmon Parade

## HIGHWAYS



## CYCLE NETWORK

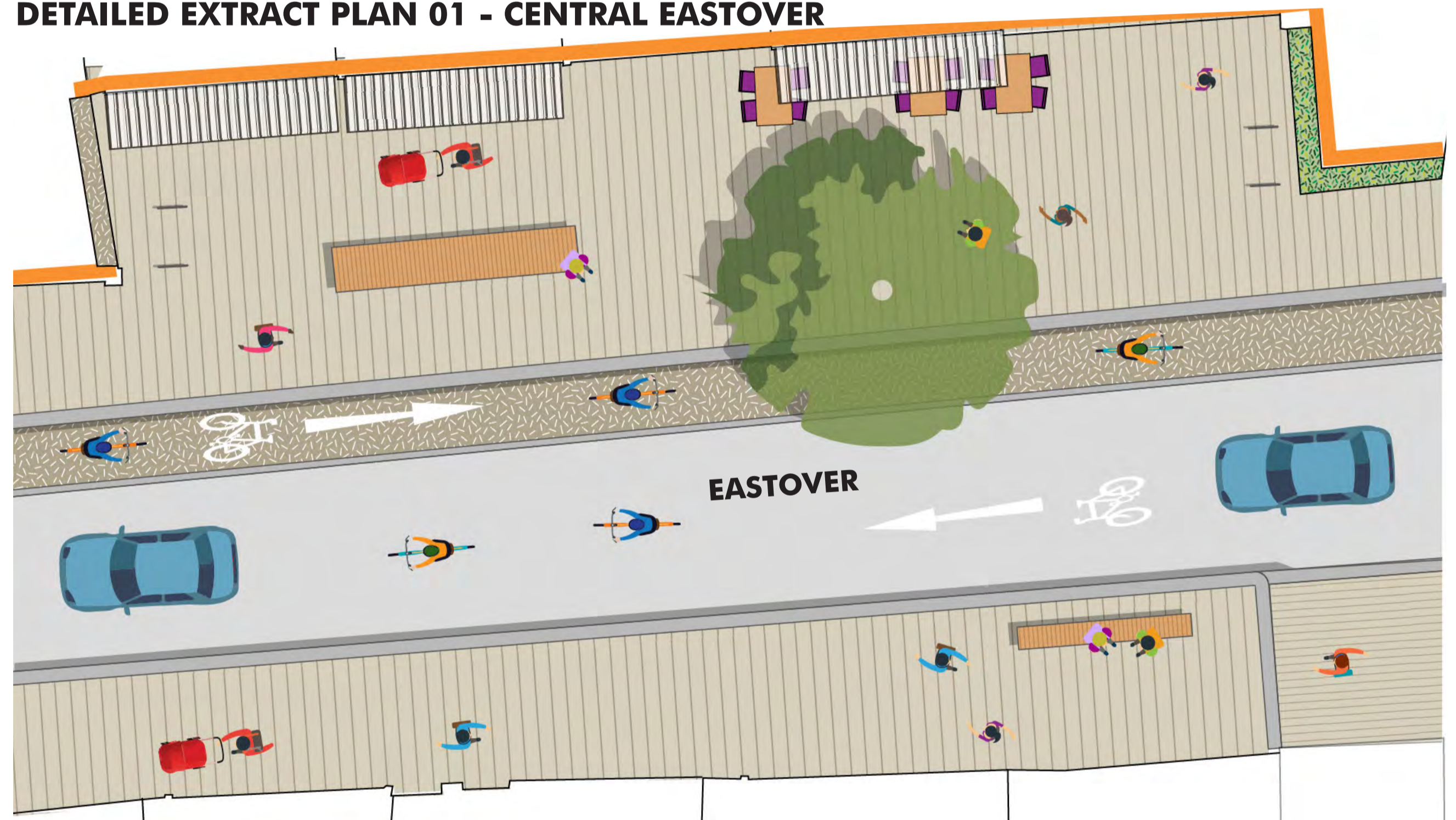


- |                      |                        |                       |                                      |                                      |
|----------------------|------------------------|-----------------------|--------------------------------------|--------------------------------------|
| Two way carriageway  | Accessible parking bay | Crossings signalled   | Contra flow cycle lane - 1.5m        | Cycle route on carriageway (two way) |
| One way carriageway  | Taxi bays              | Crossing uncontrolled | Cycle route on carriageway (one way) | Proposed cycle storage               |
| Delivery/Loading bay | Access routes          | Crossing raised table |                                      |                                      |
| Bus Stop             |                        |                       |                                      |                                      |

## WHAT WE WANT TO DO

- Improve the arrival for pedestrians coming to the town centre across the A38 Broadway from St John Street
- Improve the pedestrian accessibility over Town Bridge and into Eastover by reducing vehicle movements at the crossroads of Eastover / East Quay / Salmon Parade / Town
- Improve the experience for people on foot by providing new street furniture, lighting and signs, as well as strengthening green infrastructure through the planting of new trees
- Respect and celebrate the heritage of this part of town and entrance into Bridgwater Conservation Area
- Reduce traffic flow by creating an east to west one way system in Eastover and a counter flow cycle lane on the north side of the street
- The provision of one-way streets will enable footpaths to be widened, enhancing accessibility for all
- Enhance building frontages (subject to separate funding)
- A similar temporary scheme was recently in place for several months during 2021

## DETAILED EXTRACT PLAN 01 - CENTRAL EASTOVER



## DETAILED EXTRACT PLAN 02 - BRIDGE CROSSING



# Eastover, New Road, East Quay & Salmon Parade



**VIEW 01: EAST GATE LOOKING DOWN EASTOVER - EXISTING CONDITION**

The former East Gate to the historic town was once located here. The new hotel and landscape proposals will define the new gateway to Eastover. A specimen tree, enhanced surface finishes and feature furniture will create a sense of arrival.



**VIEW 01: EAST GATE LOOKING DOWN EASTOVER - PROPOSED**

Opportunities to enhance shop fronts have been illustrated but would need to be developed as a separate project.



**VIEW 02: CENTRAL EASTOVER LOOKING TOWARDS THE BRIDGE - EXISTING CONDITION**

The small area where shops are set back creates a mini place, with opportunities for a specimen tree and high quality street furniture forming a place where people can gather and socialise. Improvements to the cafés and shop fronts will seek to increase dwell time and strengthen the identity of Eastover.



**VIEW 02: CENTRAL EASTOVER LOOKING TOWARDS THE BRIDGE - PROPOSED**

Opportunities to enhance shop fronts have been illustrated but would need to be developed as a separate project.



**VIEW 03: EASTOVER LOOKING TOWARDS TOWN BRIDGE BY NEW ROAD - EXISTING CONDITION**

The New Road provides an important connection north-south from the supermarket to the street. Enhancements to this street would encourage footfall and provide a mini place for market stalls and cafe spill out. Pavement widths will look to be widened to ease access for all.



**VIEW 03: EASTOVER LOOKING TOWARDS TOWN BRIDGE BY NEW ROAD - PROPOSED**

Opportunities to enhance shop fronts have been illustrated but would need to be developed as a separate project.

# Eastover, New Road, East Quay & Salmon Parade



**VIEW 04: TOWN BRIDGE LOOKING NORTH DOWN EAST QUAY - EXISTING CONDITION**

The unique buildings which front East Quay to the south could be enhanced with lighting and attractive painting to the façades, reflecting the distinctive river front architecture across the bridge. Enhancements to the cycle network and further tree planting will encourage sustainable travel and exercise with enhanced routes.



**VIEW 04: TOWN BRIDGE LOOKING NORTH DOWN EAST QUAY - PROPOSED**

Opportunities to enhance shop fronts have been illustrated but would need to be developed as a separate project.



**VIEW 05: TOWN BRIDGE LOOKING SOUTH DOWN SALMON PARADE - EXISTING CONDITION**

The narrowing of the carriageway and de-cluttering of the pavements will aim to increase safety and visibility of pedestrians crossing the carriageway. Reducing the width of the carriageway allows the creation of a generous south-west facing place by the river with bespoke seating features. Opportunities to introduce bespoke 'lookout' and River interpretation detail will help create a playful sense of place.



**VIEW 05: TOWN BRIDGE LOOKING SOUTH DOWN SALMON PARADE - PROPOSED**

Opportunities to enhance shop fronts have been illustrated but would need to be developed as a separate project.



**VIEW 06: SALMON PARADE LOOKING SOUTH - EXISTING CONDITION**

Salmon Parade will look to reflect the East Gate arrival place with the widening of the public realm creating a generous place by the River overlooking the historic bridge. Moving to the south enhancements to the cycle network and existing trees will encourage people to travel to and from the high street by foot and bicycle. Generous timber seating can be placed to offer more restful seating opportunities by the River.

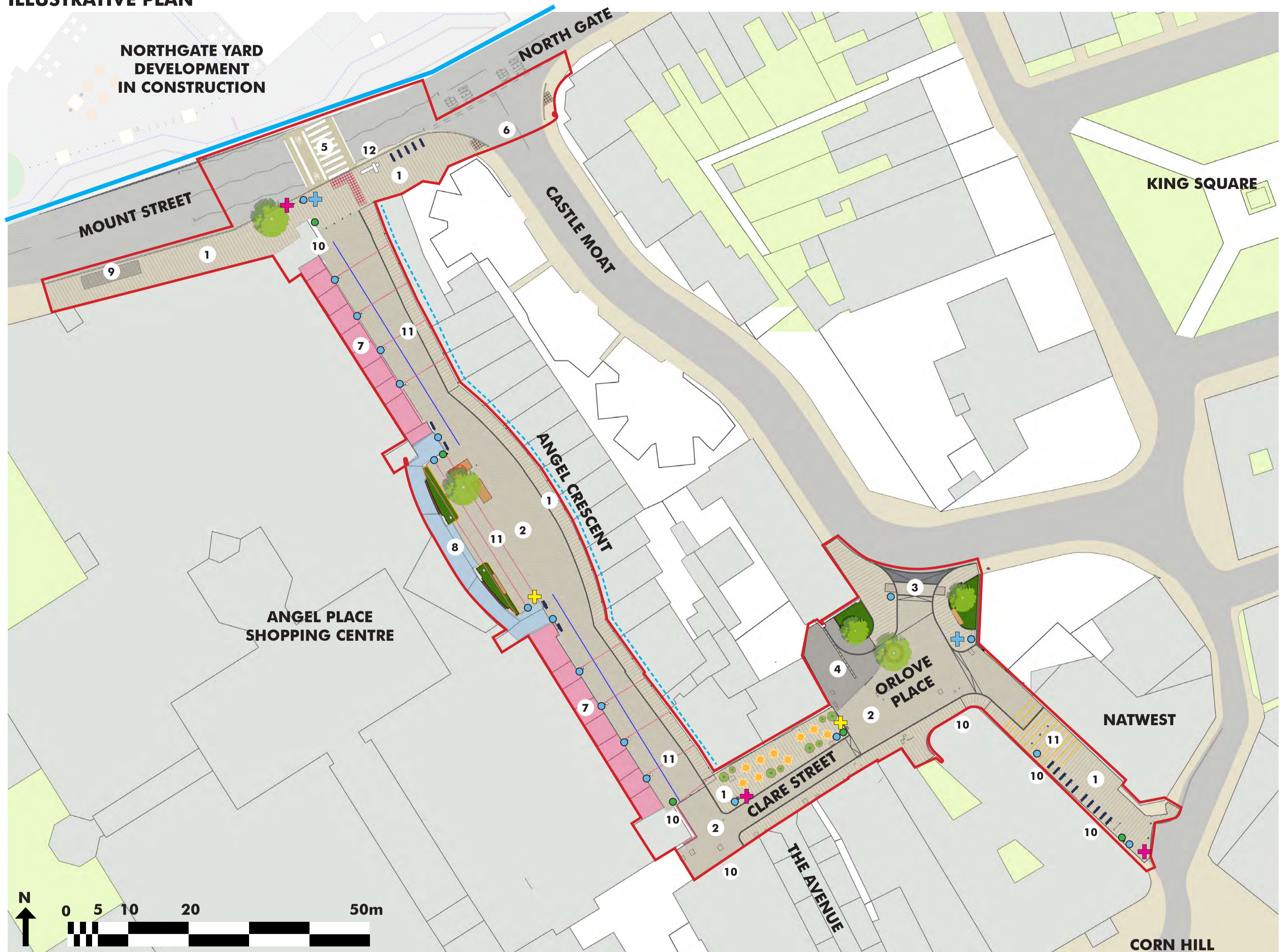


**VIEW 06: SALMON PARADE LOOKING SOUTH - PROPOSED**

Opportunities to enhance shop fronts have been illustrated but would need to be developed as a separate project.

# Clare Street & Angel Crescent

## ILLUSTRATIVE PLAN



### WHAT WE WANT TO DO

- Enhance the link between Cornhill and Northgate Yard
- Utilise a variety of high quality material finishes to surfaces to enhance the overall character and appearance of the area
- Remove obstructive and anti-social parking
- Highlight the importance of the Conservation Area by sensitive design and choice of materials, lighting, street furniture and trees
- Redefine Clare Street and Angel Crescent as a destination with pop ups, active uses, and street markets
- Make a better route for pedestrians across Mount Street connecting to Northgate Yard
- Increase pedestrian flow from Angel Place Shopping Centre to the street network
- Enhance the surface materials and provide new lighting, street furniture and improved signage
- Enhance green infrastructure

### KEY

1. High quality flag paving
2. High quality sett paving
3. Flush, uncontrolled pedestrian crossing
4. Great Escape Private Land
5. Signalised Toucan Crossing
6. Drop kerbs for uncontrolled crossing
7. Opportunity for multi-purpose units to undercroft areas introducing active uses and opportunities for small businesses
8. Clean and repair existing ramps and steps
9. Bus stop enhancements
10. Opportunity for public artworks/signage to building façades
11. Opportunity for suspended lighting / artworks
12. Feature furniture marking the historic location of the old Northgate

- Proposed trees
- Raised gardens with ornamental planting
- Free standing planters
- Timber seating elements
- Indicative cafe furniture
- Pop up power points for markets/food trucks/events
- Opportunity for creative lighting projections
- Street lighting
- Up-lighting Angel Crescent façade
- Cycle stand
- Wayfinding sign
- Litter and recycling bin



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# Clare Street & Angel Crescent



**VIEW 07: CLARE STREET - EXISTING CONDITION**

Artworks and signage will help to establish 'Orlove Place' traced from historic street layouts. The Place will offer opportunities to reclaim the public realm for events and markets with enhanced surface treatments, generous furniture elements and specimen tree planting.



**VIEW 07: CLARE STREET - PROPOSED**



**VIEW 08: CENTRAL ANGEL CRESCENT LOOKING SOUTH - EXISTING CONDITION**

Public realm enhancements will include high quality surface treatments, specimen trees, generous furniture elements and extended planters. Opportunities to green façades and artworks to blank façades are being explored alongside opportunities to activate and occupy the under-croft areas to the shopping centre.



**VIEW 08: CENTRAL ANGEL CRESCENT LOOKING SOUTH - PROPOSED**



**VIEW 09: LOOKING DOWN ANGEL CRESCENT CROSSING OVER MOUNT STREET FROM NORTHGATE YARD - EXISTING CONDITION**

An enhanced pedestrian and cyclist crossing will lead from the North Gate Yard development to Angel Crescent. Signage and feature furniture elements will help to define the gateway into the street and mark the former medieval north gate of the town. Opportunities to create active uses in the under-croft areas are being developed alongside the public realm enhancements.



**VIEW 09: LOOKING DOWN ANGEL CRESCENT CROSSING OVER MOUNT STREET FROM NORTHGATE YARD - PROPOSED**

# next steps



AERIAL VIEW: ANGEL CRESCENT CENTRAL AREA, OPPORTUNITIES FOR POP UPS

## INDICATIVE TIMELINE FOR DELIVERY



### PROGRAMME FOR DELIVERY

Works for the three projects will commence in sequence and look to minimise disruption.

**Eastover Completion**  
May 2024 - Indicative

**Clare Street Completion**  
February 2023 - Indicative

**Angel Crescent Completion**  
July 2023- Indicative

### FUNDING

These enhancements are being funded as part of the Bridgwater Town Investment Plan through the Government’s Town’s Fund.

### CONSULTATION

We would like to know what you think of the plans feedback. You can find the consultation material online;

<https://www.sedgemoor.gov.uk/bridgwatertownsfund>

Or you can give feedback directly by emailing;

**BridgwaterTownBoards@Sedgemoor.gov.uk**