

London Road Regeneration.

These boards illustrate the outline scheme design for various environmental improvements in the London Road. The detailed design of the scheme has not yet commenced, and will be subject to further input from the Local Authority and from the Community Group.

Aims

The aims of this project were to raise the quality of life, and to start to reverse various negative trends in this neighbourhood through a series of public realm interventions, whilst recognizing that the London Road would remain both a major point of entry into the city, as well as being part of a through route linking the A 46 to the North to the A 36 to the South. The proposals are therefore a careful balance of environmental improvements, whilst not having a detrimental impact on traffic movement.

Community Led Project

The design team have worked closely with the Gateway Community Group to produce these proposals. The Community Group identified 4 priorities:

- Greening the Street : Introducing greenery to soften the street and to help improve air quality.
- Pavement realignments: Use the width between the building facades more effectively for residents and businesses not just as a conduit for traffic.
- Parking: Make as much parking as possible to support the businesses during the day, and residents at other times.
- Arts and Banners; Use creative arts to make as much impact and visual improvement as possible for the money available.

Precedents

The design team have studied various examples of similar projects, where the challenge has been to balance the aspiration for environmental improvement of the neighbourhood, with the need to maintain traffic movement.

In order to address this apparent contradiction, the underlying strategy has been to make improvements for pedestrians, residents and traders, whilst making drivers understand that they are passing through a neighbourhood. The introduction of the various elements of the scheme will signal to drivers that they have arrived in the city, - (London Road becomes a recognizable approach to the city with Cleveland Place junction as the gateway).

Scheme Elements

The various elements of the scheme can be summarised as:

- **Trees:** Introduction of many more trees many of these need to be in raised planters due to constraints of below ground services, basements etc.
- **Pavement realignments:** As well as providing new paving (the existing paving is in a poor state of repair), the realignments in various areas provides opportunities for on street parking bays closer to the premises that need them, as well as localised improvements to the spaces immediately outside shops etc...helping to reduce the impact of the busy road on the pedestrians and shop fronts.
- **Parking:** Parking numbers have been increased overall. 2 additional space during off peak hours, but 12 additional spaces at peak times. These will be time limited spaces to suit shoppers and deliveries as well as residents.
- **Road surfaces:** Road surfaces between the amended curbs will be varied to make roads appear narrower, indicating to drivers a need to proceed with greater caution and care.
- **Clutter:** Removal of as much highways "clutter" from the pavements as possible.
- **Buses:** Slight amendment of 1 bus stop position to facilitate parking, and to improve the distribution of bus stops. Bus stop street furniture to be upgraded as part of the Bath Transport Package to include real time bus time information.
- **Pedestrians:** Improved pedestrian crossing. Improvements include amending road surface levels so that the pavements crossing the turnings into side streets are continuous and flush indicating to cars that they are crossing a pavement rather than pedestrians crossing a road.
- **Cycling:** Advisory cycle lane space is included as far as possible albeit compromised by the need to include bus stops. Safeguarded cycle "refuge" outside the London Road Stores to improve safety on the left turn at Cleveland Place.
- **Maintenance:** All the interventions will be designed for long life and low maintenance.
- **Artwork:** Various elements will include the possibility of incorporating artworks as an integral part of their design. Some to be high impact to be seen by passing motorists and others on a smaller scale to add interest and texture to the pedestrian realm.



Kensington High Street, London. Traffic coexisting with pedestrians



Poynton, Cheshire. The approach indicates the presence of a neighbourhood



Whiteladies Road, Bristol. Trees softening the townscape



Poynton, Cheshire. "Courtesy Crossing"

More Information

For more information and updates on the progress of the project please visit the Project website.
www.bathnes.gov.uk/londonroad